

Press Release

stilwerk – The Design Hub in Berlin

stilwerk has the status of a design hub. Exclusive interior design, design products and lifestyle accessories are presented under one roof. In line with the stilwerk philosophy, the shopping experience is completed by cultural events, changing exhibitions and trend shows.

The Berlin stilwerk opened in November 1999 at the corner of Kantstrasse/Uhlandstraße, assembling 52 retailers in a total area of 20,000 square metres. Near Kurfürstendamm between the Theater des Westens and Savignyplatz, it forms a harmonious element in the area's characteristic "Charlottenburg mix" of superior residential properties and modern service companies.

Concept and Brands

stilwerk is a platform for international design, bringing together a world of premium branded products in the interior décor and living sectors that spans furnishings, living accessories, office and property interiors, gifts, fabrics, flooring, kitchen and bathroom design, consumer electronics and lighting and even fashion. stilwerk's comprehensive roster of premier international manufacturers includes major names such as Artemide, B&B Italia, Bang & Olufsen, Capellini, Cassina, Cor, Driade, E15, Flos, Fritz Hansen, Gaggenau, Interlübke, Kartell, Ligne Roset, Moroso, Thonet, Tobias Grau, vitra, Walter Knoll, Wilkhahn, Zanotta and many more.

The stilwerk concept is internationally unique. Nowhere else offers the opportunity for visitors to explore such a broadly diverse range of all aspects of premium interior design. stilwerk presents design products in outstanding architectural settings with appealing atmosphere, underpinned by expert assistance and comprehensive service. The stilwerk shopping experience is completed by a programme of cultural events and cafés/restaurants. This innovative approach to distribution and retailing earned stilwerk AG the 2001 Forum Award of Textil-Wirtschaft magazine.

Location

After opening at the heart of Charlottenburg in 1999, stilwerk berlin developed almost overnight into a striking meeting-point in Germany's capital city, and its influence has elevated Kantstrasse into a design Mecca. The coveted location

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between Savignyplatz and Bahnhof Zoo is near a host of highly popular institutions and sights such as Kurfürstendamm, Theater des Westens, the University of the Arts, Hotel Kempinski, the Zoological Gardens and the Memorial Church.

Architecture

The architecture of every stilwerk location is a key element in the overall concept, and is aligned perfectly to each site. When stilwerk Berlin's planners designed their vision of a stylish urban setting for the stilwerk décor and design experience, they extended their inspiration to the location's architecture and worked with Milan architects' office Studio & Partners and Novotny Mähner & Associates to create a prestigious architectural setting.

The striking triangular projection in the façade at Kantstrasse on the corner of Uhlandstrasse forms an inviting entrance that is clearly visible from a distance. Inside, the mall style of the interior predominates, with rows of galleries stepped up from the entrance area and a circular glazed skylight. Four gallery-type storeys are grouped around the rectangular mall. A "twining" staircase and four glass elevators in a natural-stone-faced tower offer access to the upper storeys and stunning forum, a function area with a view over the rooftops of Berlin. The materials used are predominantly natural such as natural stone and maplewood, teamed with warm, welcoming colours.

Service

Service plays a key role in the stilwerk concept: the broad range of products on offer requires the support of expert customer advice and personal service. Bridal couples, for example, can draw up a wedding list in stilwerk and post it on the Internet at www.stilwerk.de for the convenience of their guests. And stilwerk Berlin also caters for children, providing a free "KinderOrt" children's corner where trained supervisors take care of children to allow parents to shop at their leisure. Foyer restaurant facilities provide refreshment and culinary delights.

Culture and Trends

stilwerk locations host regular exhibitions that focus on the design and cultural context of the products on offer and the people who produce them. These topics are reflected in numerous exhibitions every year which examine current trends or are related to regional activities and frequently staged in cooperation with local institutions. The forums and foyers of the stilwerk locations can be hired by the day or week for talks and events. Equipped with comprehensive technical infrastructure, they are the ideal location for company presentations, seminars, press conferences, talks and external exhibitions.

Since 2002 stilwerk has continuously sought out the trends of tomorrow, commissioning the well-known trend expert Prof. Peter Wippermann and his Hamburg

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trend research agency Trendbüro to conduct studies on current trends associated with lifestyle and living and to identify new trends. stilwerk Trend Study No. 3 from 2009, the successor to the stilwerk Trend Study No. 1 in 2002 and Study No. 2 in 2005, now reveals the new needs and longings that will shape our lives in the future, and describes the ways in which they are expressed in our day-to-day living.

stilwerk Lifestyle

stilwerk's in-house editorial magazine, published twice-yearly, provides information on the latest trends, tips and events related to interior design and lifestyle. "stilwerk Magazin – Zeitschrift für Designkultur" ("Magazine for Design Culture") has a print run of 220,000.

The stilwerk lifestyle is now available as an audio experience; the stilwerk CD series is available from stilwerk reception desks and general retailers. Customers can now enjoy the chilled "sounds like stilwerk" lounge sounds in the comfort of their own home.

stilwerk Locations

The first stilwerk has operated successfully in Hamburg's harbour district since April 1996, and today combines 28 different stores in a total area of 11,000 square metres. In November 1999 the second stilwerk opened in Berlin at the corner of Kantstrasse and Uhlandstrasse, and currently presents 52 businesses over 20,000 square meters. The third location opened in Düsseldorf in February 2000 at Grünstrasse, a junction of the city's luxury shopping street Königsallee; here 42 top-class retailers share a total area of 17,000 square meters. At the end of 2010 the first stilwerk outside Germany will open in Vienna, currently with around 28 stores over an area of 6,000 square meters.

Adress

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Opening hours for stilwerk Berlin

Stores: Mon.–Sat. 10 am–7 pm
stilwerk Centre: Mon.–Sat. 8 am–10 pm, Sun. 11 am–10 pm

www.stilwerk.de