

Press Release

stilwerk – The Design Hub in Düsseldorf

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 third stilwerk location, stilwerk Düsseldorf was opened in 2000 in Grünstrasse, intersecting the city's famous Königsallee. Here 42 premium retailers present their products on a total sales floor of 17,000 square metres.

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

stilwerk Düsseldorf is in a premium location in the direct vicinity of prestigious Königsallee shopping street (known as the "Kö"), and is further enhanced by its proximity to the historical and modern sights that give the capital of North Rhine-Westphalia its unique charm: the luxury boulevard of the "Kö", the old

quarter teeming with restaurants and bars, the picturesque weekly market on Karlplatz, the banks of the Rhine and the new media centre at Medienhafen, the Hofgarten gardens as a centre of repose, the state government quarter and an array of major and private banks.

Architecture

The architecture of every stilwerk location is a key element in the overall concept, and is aligned perfectly to each site. stilwerk Düsseldorf is a breathtaking work of architecture, with five storeys rising 32 metres in the form of an ellipse and crowned with a glass roof that can be opened in fine weather. The entrance to the rectangular building, set on a plinth base, is dominated by a recessed glass wall. The elliptical body extends from the 22-m plinth block to a height of 32 metres, and is roofed by a filigree glass and steel construction. The interior of the building is designed as an elliptical atrium ringed by galleries forming the sales floors. The building was designed by architects' office J.S.K. Architekten and won the "Haus mit Himmel" award from the Association of German Architects, Düsseldorf, in 2000.

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 Düsseldorf also cater 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 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
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stilwerk
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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.

Address

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Opening hours for stilwerk Düsseldorf

Stores: Mon.–Fri. 10 am–7 pm, Sat. 10 am–6 pm, Sun. 2 pm–6 pm
(on Sundays display only: no sales or sales advice)
stilwerk Centre: Mon.–Sat. 8 am–9.30 pm, Sun. 10 am–7 pm

www.stilwerk.de