

Press Release

## stilwerk – The Design Hub in Hamburg

**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.**

**Since opening in 1996, the first stilwerk location in Hamburg's harbour area has developed a profile extending far beyond the borders of Germany. Housed in one of the city's most recently designated industrial monuments, a converted malt-house, stilwerk Hamburg offers an ideal atmosphere for relaxed, enjoyable shopping. The historic brick building has been heritage-listed since 1994 and today houses 28 exclusive retailers in a total sales area of 11,000 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**

The establishment of stilwerk in the city on the Elbe River proved to be a visionary decision that spawned a host of imitations. The compact community on the

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river is now probably Hamburg city's most vibrant quarter; the steady stream of advertising agencies, new media, starred restaurants and popular beach clubs which move into the area testify to its popularity and appreciate its proximity to Hamburg's tourist highlights such as the landing-stages, Michel church, Reeperbahn, Heiligengeistfeld carnival ground, Elbchaussee river promenade, museum quarter and art galleries. Its closeness to the Fish Market, an institution famous far beyond Hamburg's borders, is an indication of the site's premium nature: the Elbe riverfront area including stilwerk is a centre of interest for city planning and activities that primarily focus on developing the area between the Alster-City and Hafenrand districts. The city sees this area as its greatest potential with which to develop its profile as "gateway to the world".

### **Architecture**

The architecture of every stilwerk location is a key element in the overall concept, and is aligned perfectly to each site. The history of the building which has housed stilwerk Hamburg since 1996 began as long ago as 1642, when the Danish monarch Christian I awarded building permission to the owner of the site at the time. In 1875 Georg Wilhelm Naefeke took over the building and set up a malthouse; the great building was constructed in 1907 as one of Germany's earliest reinforced concrete framework buildings. Its red-brick façade, characteristic of the era, is richly ornamented with corbelled blind arches and decorative bands, testifying to the economic prosperity of the time. The last major conversion took place in 1961/62, when the Naefeke company placed a large silo in the courtyard. After the silo's demolition in 1995, the resulting free space was ideal for a glass-roofed entrance hall spanning all floors. The three key dates of the location – 1642, 1875 and 1907 – are commemorated on heritage-listed wall tiles along the staircase of today's stilwerk Hamburg.

### **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](http://www.stilwerk.de) for the convenience of their guests. And stilwerk Hamburg 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

**stilwerk**  
press contact

Nana Tiedtke  
stilwerk Center Management GmbH  
Große Elbstraße 68, 6<sup>th</sup> floor  
D – 22767 Hamburg  
Telefon 0049 (0) 40 / 28 80 94 - 69  
Telefax 0049 (0) 40 / 28 80 94 - 94  
presse@stilwerk.de

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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 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**

stilwerk Hamburg, Grosse Elbstrasse 68, 22767 Hamburg  
Tel.: 0049 (0) 40 / 30 62 11 00, e-mail: hamburg@stilwerk.de

#### **Opening hours for stilwerk Hamburg**

Stores: Mon.–Fri. 10 am–7 pm, Sat. 10 am–6 pm, Sun. 1–6 pm  
(on Sundays display only: no sales or sales advice)

stilwerk Centre: Mon.–Fri. 7.30 am–9 pm, Sat. 8 am–8 pm, Sun. 9.30 am–8 pm

[www.stilwerk.de](http://www.stilwerk.de)