

Press Release

stilwerk – The Design Hub

stilwerk has the status of a design hub. Exclusive interior design, design products and lifestyle accessories are presented under one roof at the stilwerk design centers in Hamburg, Berlin and Düsseldorf – and from 2010 also in Vienna. In line with the stilwerk philosophy, the shopping experience is completed by cultural events, changing exhibitions and trend shows.

Concept

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.

History and Locations

stilwerk – a name that is so much more than a shopping centre. When Hamburg businessman Bernhard Garbe completed the first stilwerk in Hamburg in 1996, the event marked far more than the opening of a new property: it marked the birth of a visionary concept transformed into reality. The “stilwerk” idea united an array of premium brands representing innovation, modernity, future, partnership and lifestyle under one roof. By presenting many different suppliers from an industry under the stilwerk name, stilwerk aimed to provide customers with a range of products that was unparalleled in its diversity, quality and expertise.

The vision gradually came to fruition in today's stilwerk branches in Hamburg, Berlin and Düsseldorf.

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.

Architecture

The architecture of every stilwerk location is a key element in the overall concept, and is aligned perfectly to each site. Standardized stereotypes are shunned in favour of sensitively designed individuality. Although no building is alike in its layout and footprint, visitors to any stilwerk centre can clearly identify their surroundings. Recurring details are the modern glass and steel elevators, the method of grouping individual retailers in gallery floors around a central roofed atrium, the wooden gallery rails and natural stone floors.

Each centre is designed in alignment with local features. The Hamburg stilwerk, for example, is located in a heritage-protected red-brick industrial building - a former malthouse - with a history extending back to the 17th century. The careful conservation of the original building and its conversion into stilwerk preserved the external facade and many historical features of the malthouse. The stilwerk centres in Berlin and Düsseldorf are modern buildings with related designs; stilwerk Berlin has a rectangular layout, while stilwerk Düsseldorf is elliptical.

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 locations also cater for children, providing free "KinderOrt" children's corners where trained supervisors take care of children to allow parents to shop at their leisure. Foyer restaurant facilities provide refreshment and culinary delights.

The newly established stilwerk room service2 now also offers interior design consultancy at stilwerk. Under the motto of "one stop service", stilwerk room service2 focuses on personalized all-round advice and support, from planning layouts to full-scale interiors. In line with stilwerk's standards of exquisite taste and

perfect details that beautify living space, the new interior design service creates individual living or office concepts for its customers.

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 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.

In 2006 stilwerk launched the property project "stilwerk living", with the goal of creating living spaces in unique locations with outstanding architecture. The innovative property concept "stilwerk living" develops dream residences by applying new standards in a holistic concept fusing location, architecture, design and interiors and focusing on style and personal evolution. (www.stilwerk-living.de)

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