



## stilwerk – Stuttgart's Exclusive Design Marketplace

**stilwerk is an exclusive “marketplace” for home interior, design and lifestyle products. Operating under the philosophy of “Cooperation, Not Competition”, it is distinctively different from conventional shopping malls. stilwerk is a one-stop stockist of premium quality home decor and designer products plus lifestyle accessories.**

**April 2006 saw the opening of the newest stilwerk location to date, in the centre of Stuttgart. The Stuttgart stilwerk is a new departure for the store concept, being integrated with an existing shopping centre; as part of the classic retail structure of the Königsbau Passagen mall directly in the city centre, stilwerk Stuttgart, comprising 26 stores over 9,000 square metres, breaks new ground for shopping in Stuttgart.**

### **Location**

The Königsbau Passagen were constructed on the former post office site directly behind the historic Königsbau building; as part of Stuttgart's central shopping area, Königsstrasse, they are at the heart of the city. The entrance to Königsbau offers a unique perspective of the Baroque “New Palace”, once the home of dukes and kings. Today Schlossplatz square is an inviting haven of rest after a shopping trip, and stilwerk's array of premium brands on floors 2 and 3 is the perfect complement to the classic shopping and convenience opportunities available in the five-storey Königsbau Passagen centre.

### **Concept and Brands**

Visitors to stilwerk Stuttgart enter a world of premium branded products in the interior décor, living and lifestyle sectors, spanning furnishings, living accessories, office and property interiors, gifts, fabrics, flooring, bathroom design, consumer electronics and lighting. stilwerk Stuttgart's comprehensive roster of premier international manufacturers includes major names such as Alessi, B&B Italia, Bang & Olufsen, Capellini, Cassina, Cor, Gaggenau, Interlübke, Kartell, Ligne Roset, Thonet, Tobias Grau, vitra, Wilkhahn and more. The internationally unique stilwerk concept offers the opportunity for customers to explore a broadly diverse range of premium brands under one roof, accompanied and underpinned by outstanding service standards. This innovative approach to distribution and retailing earned stilwerk AG the 2001 Forum Award of TextilWirtschaft magazine.

### **Architecture**

The architecture of every stilwerk location is a key element in the overall concept, and is aligned perfectly to each site. In Stuttgart the bright, modern glass construction used for stilwerk and the Königsbau Passagen harmonizes with the classicist architecture of the 19th-century Königsbau to form an exciting symbiosis of classical and modern. The moving staircases are a relaxing way to access the two stilwerk floors from the interior of the shopping centre and absorb the atmosphere of Königsbau before starting to browse.

### **Service**

Service plays a key role in the stilwerk concept. Essential requirements for success in the interior design sector include extensive market knowledge, flawless presentation and expert customer advice: stilwerk combines all these central features with the opportunity to browse conveniently in the midst of outstanding architecture with an appealing, stylish atmosphere.

### **Culture**

stilwerk hosts 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.

### **stilwerk Locations**

The first stilwerk opened in April 1996 in Hamburg's harbour area to immediate success, bringing together 28 individual retailers over a total sales area of 11,000 square metres. stilwerk Berlin opened at the corner of Kantstrasse/Uhlandstrasse in November 1999, and currently comprises 52 retailers in a total area of 20,000 square



metres. The third stilwerk site opened in February 2000 on Düsseldorf's Grünstrasse, intersecting the city's prestigious Königsallee. Here 42 premium retailers present their products on a total sales floor of 17,000 square metres. The fourth stilwerk opened in April 2006 in the Königsbau Passagen, Stuttgart, with 26 stores and an area of 9,000 square metres. Further national and international locations are in the planning stage.

**More information available at [www.stilwerk.de](http://www.stilwerk.de).**

**stilwerk Stuttgart Opening Hours:**

Stores: Mon -Fri 10 am – 8 pm, Sun 2 – 6 pm (viewing day only, no sales made or advice given)

Building: Mon- Sun 6 am – 10 pm

**Address:**

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