

PRESS RELEASE JUNE 2015

PHILIPP MAINZER DEVELOPS INTERIOR DESIGN FOR AESOP'S FRANKFURT STORE

In collaboration with Aesop, a stimulating and authentic environment exploring Frankfurt's modernist roots and its cultural heritage has been realised by PHILIPP MAINZER OFFICE FOR ARCHITECTURE AND DESIGN for Aesop's fifth signature store in Germany.



Inspired by the forest green of the German landscape and well crafted natural materials such as solid walnut, raw brass and matt finished 'Bembel' grey floor tiles, Aesop's superlative products are presented in striking harmony, whilst celebrating Frankfurt and its cultural roots.

The architecture focuses on the product rather than competing with it. Back-lit shelves in forest green float along the pale green-grey walls, generating a natural and complementing environment that supports the central element of the store, which is a monolithic solid walnut structure integrating a multi purpose sink in raw brass. Essential for experiencing the products, the sink becomes the core element within the space. Distinctly arranged matt grey floor tiles refer to the sand grey, salt-glazed stoneware ceramic typical for the Frankfurt region.

For the new store at Frankfurt Kaiserplatz, key pieces of German furniture brand e15 have been specified. Cypress green mohair lounge chair WEISSENHOF, solid walnut and natural leather stool ASWAN and chair KARNAK (circa 1925-26), all by Ferdinand Kramer, along with an original George Nelson Half lamp in brass (circa 1950) bring warmth and comfort to the space.

Ends. /

NOTES TO EDITORS

FACTS

Client:	Aesop
Location:	Frankfurt, Germany
Status:	Completed
Programme:	Approx. 137 sqm

CREDITS

Architecture:	PHILIPP MAINZER OFFICE FOR ARCHITECTURE AND DESIGN, planning phases 1-8
Team:	Farah Ebrahimi, Rocco Spena, Elena Bühler









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PHILIPP MAINZER OFFICE FOR ARCHITECTURE AND DESIGN works internationally on commercial, residential and cultural projects providing full architectural, interior and exhibition design as well as furniture design services for both the public and private sector. Committed to a consistent and progressive conceptual approach, the work is inspired by the dynamic interaction of diverse cultures and disciplines. With a focus on a high level of quality and authenticity, the diverse team of architects and designers develops original concepts with refined aesthetics and the required functionality. The partnership with modern furniture brand e15 effects synergies, extending the boundaries of traditional architecture.

AESOP

Aesop is renowned manufacturer of high quality body care products and was established in Melbourne in 1987. Strongly engaged in local culture, Aesop has stores and offices in New York, London, Paris, Tokyo and Hong Kong amongst others.

PRESS CONTACT

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