

KEGGENHOFF | PARTNER

Stand for FALKE

ISPO 2011, Munich, Germany

Photographs: contributed by KEGGENHOFF | PARTNER

Falke make top-quality men's clothing for customers they describe as "indefatigable globetrotters, stubborn individualists and fanatic perfectionists, whose style of living and dressing reflects a good deal of self-confidence". These are the people they think of when searching for the ideal shape in a garment or the best handmade quality, and they know their clients expect the perfect translation of their own aesthetic concepts of modern outfits.

The challenge for the architect was to create a space which reflected Falke's philosophy. They focused on visually and constructionally reducing clarity, and on the liberation of formal parameters. An analogy to nature - abstract, reinterpreted, transformed - was created to individualize space and convert the environment into identity.

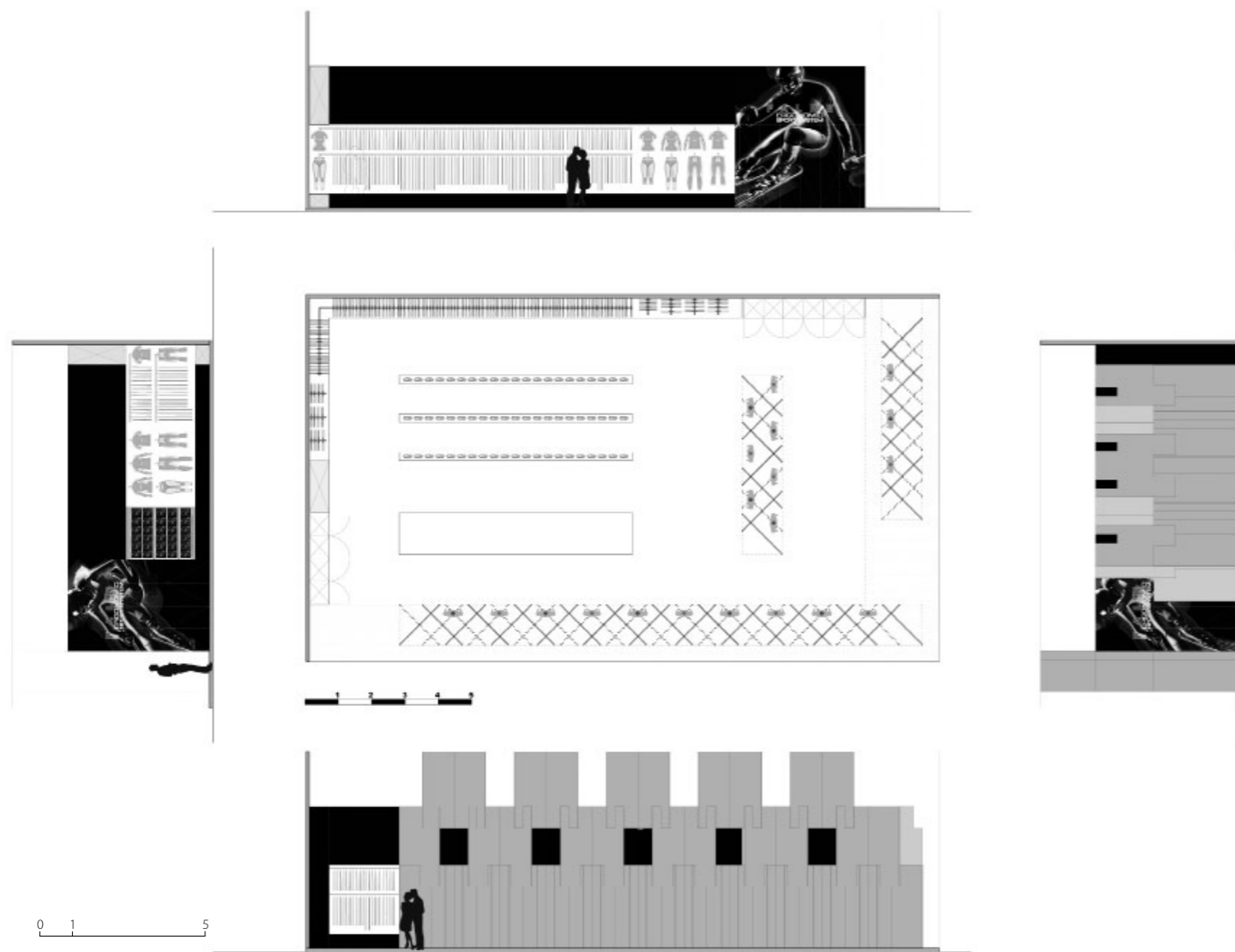
Wall panels with slits slot into one another - like the "House of Cards" slotted card game designed by Charles Eames - to form the framework for the modular wall system. All the pieces have identical cross-sections and so the slits are all the same. The structure is held together by its own weight, and even the taller sections can be put together without tools or any additional fasteners. The system offers flexibility as the walls can be placed anywhere and are easy to dismantle when no longer needed.

The design gave particular priority to the interplay between light and shadow. Contrasts, geometric patterns, and the distinctive choice of elemental color combine to shape the overall theme, fusing together to form a single conceptual unit.

The exterior of the booth is intentionally unspectacular - it is not until visitors step onto the glossy black floor of the interior that they are confronted with the complexity of the room and the strong colors of the ESS (Ergonomic Sport System) products. Clear view relationships and axes make orientation simple, create depth and structure the overlapping, functional levels.

Architecture:
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