

# Schwitzke

Press Information

## **New district at the Wiesen: Forum Schwanthalerhöhe opened with modern historical storytelling**

For the newly developed mall, the Schwitzke Group has created a strong brand identity inspired by classicism that can be experienced throughout the interior design and mall branding.

**Düsseldorf, June 7 2019** – On Thursday, 6 June 2019 the shopping center Forum Schwanthalerhöhe opened in Munich's Westend. Distributed over more than 25,000 square meters and a total of three floors, the mall combines brand stores from the fields of fashion, technology, sports and food as well as catering, service and co-working spaces. The Düsseldorf-based Schwitzke Group developed a strong brand identity for the location inspired by classicism, which is expressed in the overall design language as well as the interior design of the mall.

The aim was to create a space with personality that strongly references the city as well as providing a creative link throughout the entire mall. The idea was that there should be a clear and noticeable brand language wherever the DNA of the center was reflected – for example in airspaces and ceiling areas, seating lounges or lift anterooms, co-working and catering areas as well as customer toilets.

For the brand identity as well as the branding of the center, the designers of Schwitzke Graphics were inspired by Schwanthaler's artistic work and stylistic era. Sculptures, etchings and drawings have been interpreted in a contemporary way and assembled into graphic collages. For example, life-size graphics of abstract statues adorn the staircases of the escalators or the vestibules of the customer toilets. The toilet facilities themselves illustrate stylized coffered frames, lush floral motifs and color surfaces in soft pastel shades. Other highlight areas such as the customer information and the ceiling panels display poetic quotes by Schwanthaler, delicate cloud patterns and colored marble structures. "With this contemporary interpretation of history, we have managed to develop a clear brand language for the mall, which on the one hand has an emotional impact on the visitor and, moreover, establishes a strong connection with the location. This gives the mall a great unique selling proposition – because the story and the creative storytelling can only function in this specific location", says Markus Schwitzke, Managing Director of Schwitzke Graphics.

The interior architecture developed by Schwitzke & Partner in close cooperation with the RKW Architektur + office takes up the classicism with its clear lines, simple furniture designs and noble materials. For example, the architects chose restrained porcelain stoneware in quartz and terrazzo look for the mall floor and the customer toilets. The elevator vestibules are lined with dark marble facing. Individual ceiling panels interpret the already deployed graphic elements of cloud motifs with undulating slats. In addition, Schwitzke & Partner developed the design and furnishing of the catering area and the co-working space in the basement as well as the lounge areas. With large sofas, they offer the visitors regular quiet areas and are thus likely to increase both the quality and length of stay.

For the design of the mid-airspace, the architects developed an installation of individual points of light that vary in length and when seen from the basement seem like a starry sky. A second kinetic airspace installation was created by the Munich artist Ingo Maurer, who teamed up with Schwitzke & Partner during the conception.

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“The Forum Schwanthalerhöhe has created an experience quarter that has the potential to become the new meeting point in the district, due to its visual and atmospheric density”, said Marie Ernst, Managing Director of Schwitzke & Partner.

## **About the Schwitzke Group**

The Düsseldorf-based group of companies is one of the largest international service providers for the design and realization of projects in the fields of brand, experience and architecture. Schwitzke manages the entire process for a wide variety of sectors in order to bring brands to life by creating an emotional and sensorial experience, realizing projects on schedule and to the highest quality standards. Starting at strategic consulting on the design development and communication of holistic brand spaces to professional conversion and expansion, no matter what the complexity and size. Schwitzke creates unique personalities, builds vibrant neighborhoods and urban favorite places for people's needs: from analog or digital stores to shopping centers, from offices to restaurants or hotels. With over 200 employees, the company is represented at locations in Dusseldorf, Germany in Berlin, Dubai, Krakow and Paris.

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