

flagship store Heimbs Braunschweig / Germany 2007 published in AIT / Stuttgart-Germany / June 2007 / co-authored report



# I & A

## Innen & Außen Interior & Exterior

An dieser Stelle möchten wir Architekten und Innenarchitekten die Möglichkeit geben, qualitätsvolle Bauten – auch eigene – auszuwählen und zu beschreiben, auf die wir sonst nicht gestoßen wären.

In this section we would like to offer architects and interior designers the opportunity to select and describe high-quality buildings, including their own, which would have otherwise remained undiscovered.



von by Martin Despang

### Heimbs Flagshipstore

von Despang Architekten, Hannover

Der Inbegriff des Restaurants ist das kleine Ecklokal in fußläufigen, mediterranen Gassen. Die Lust auf stilvolles Speisen ist jedoch oft größer als die Anzahl jener idealtypischen Orte. Vielmehr wurden „in- and outdoor shopping-malls“ vor mehr als einem Jahrhundert vom amerikanischen Erfinderland als die neuen Orte der Kurzweil in die Welt ausgesandt. In ihnen fungieren Restaurants als Inseln des kulinarischen Verschaufens im betriebsamen Kaufstrom. Dabei bedienen sich diese auf der Suche nach einer selbst formulierten Identität meist des Kunstkniffes der Suggestion. Wie das italienische Restaurant „Bianco“ meines befreundeten Lehrkollegen Tom Alissma, welches im eher durch Mais und Steak assoziierten Omaha im amerikanischen Nebraska durch einen subtilen Minimalismus das ferne Italien gaumen- und augenschmeichlerisch näher bringen möchte (siehe Seite 036). So brachten auch wir, Günther und Martin Despang, die aromatische Bohne aus den exotischen Anbauländern der Welt im kühlen Norden Deutschlands zum optischen Duften. Für die Firma Heimbs, als den traditionellen Kaffeeröster Deutschlands, gestalteten wir in den neuen Schlossarkaden in Braunschweig den gebauten, sinnlichen Traum einer rösthölzernen Verweillandschaft. Ein textiles Panorama und ein glühender, Kaffeebohnen-verglaster Tresen unter einem bronzemetal-gewebten Himmel runden den Genuss ab. In bestimmter Abgrenzung war uns die Verwendung hochwertiger und authentischer Stofflichkeiten und die Anmutung von „earth, wind and fire“ ein gezieltes Anliegen bei der Vermittlung des erlesenen Geschäftsprinzips der Firma Heimbs.

Entwurf Design Despang Architekten, Hannover

Bauherr Client Heimbs Kaffee GmbH & Co. KG, Braunschweig

Standort Location Schlossarkaden, Braunschweig

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### Heimbs Flagshipstore

by Despang Architekten, Hannover

The epitome of a good restaurant is the small eatery at the corner of Mediterranean side streets. However, the desire for stylish dining is often bigger than the number of those ideal type locations. Instead, more than a century ago "in- and outdoor shopping-malls" swarmed the world from America as the new places of diversion. Here restaurant function as islands for a culinary breather in the bustling shopping stream. In search of a self-formulated identity, these restaurants often use the artifice of suggestion. Like the Italian restaurant "Biancho" of my teaching colleague Tom Alissma, which attempts to introduce the distant Italy with its culinary and visual delights by means of a subtle minimalism in Omaha, Nebraska, which is rather associated with corn and steak. That is why we, Günther and Martin Despang, have developed a visual scent in the cool north of Germany for the aromatic beans from the world's exotic coffee producing countries. For the Heimbs Company, Germany's most traditional coffee-roasting establishment, we have designed the realised sensual dream of a sojourn landscape made of roasting wood in the new 'Schlossarkaden' in Brunswick. A textile panorama and a glowing, coffee bean-glazed bar underneath a bronze-metal woven sky complete the delight. In certain areas, the use of high-quality and authentic materiality and the impression of "earth, wind and fire" has been our specific concern for the conveyance of the exquisite business principles of the Heimbs Company.

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