TASCHEN STORE BERLIN
RETAIL PROJECT

ARCHITECT
Salvatore Licitra Milan, Alberto Stampanoni Bassi, Milano

LIGHTING DESIGNER
Salvatore Licitra and Alberto Stampanoni, Milano

PHOTOGRAPHER
Mark Seelen

Project Description

"The speech balloon was where it all began": The single comic book shop that Benedikt Taschen started in the centre of Cologne in 1980, has long since become a cult fashion. The twelfth TASCHEN store first opened its doors in the upscale Charlottenburg district of Berlin, right next to the Kurfürstendamm, in 2014. The exclusive setting for the world of TASCHEN is formed by a sales and display area of 300 square metres. Housed in a listed building that was formerly home to a Bethge concept store, the shop was joined up with the office unit that is located behind it. The structural fabric and layout of the building remained intact. The display rooms are finished off with suspended ceilings and double-panelled walls, inspired by the Saatchi Gallery in London. The white and blue tiles from the Italian designer, architect and editor of "Domus", Giò Ponti, are laid as a contrast on the floor and form an essential element of the design. In 1962, Ponti designed a variety of patterns for a 5-star hotel in the Bay of Naples. The architects Salvatore Licitra (the grandson of Ponti) and Alberto Stampanoni Bassi, who were jointly responsible for the design concept, took one of the tile designs, inspired by the ocean, and reproduced it for the Berlin Store. The key pieces of furniture in the book store are also selected classic items: Shelves from the French National Library (by Michel Roux-Spitz) and the shelving system of the Danish designer Mogens Koch from 1928. One thing is essential for spaces that display books and works of art: Good lighting. As the project manager and designer, Andreas Spiess, comments, “The bright, friendly and interesting ambience is set by the balanced background lighting, which is complemented by just a few, flexible spotlights”

Project Management: Andreas Spiess, SPIESS Interior Design

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Project Photos
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