

Fresh-food store and warehouse in Berlin





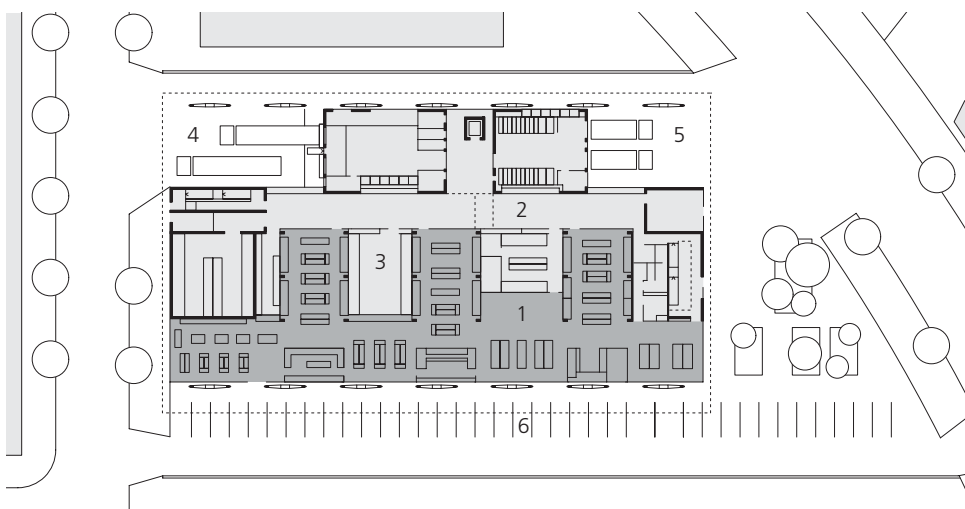
The design of the wooden-clad upper storey is inspired by the euro pallets on which the fresh produce is delivered each day.

The new fresh-food warehouse is visually quite distinct from the utilitarian buildings surrounding it in east Berlin's 'Alter Schlachthof' area, the site of a former abattoir. Its wooden-clad upper storey is like a supersized roof structure, floating above a generously glazed ground floor on V-shaped columns down the long sides.

The offices, staff areas and dry store for the 'Frischeparadies' are located on the first floor; the ground floor houses retail space, sorting operations, deliveries and further storage areas. Cross links, flowing transitions and long lines of sight feature strongly in the design of the internal layout, creating maximum transparency between the different zones. This enables customers in the store to watch the processes going on in the deliveries and preparation area, and see for themselves the freshness and quality of the produce.

The central sorting hall, extending over both floors, forms the backdrop for the retail area. From the offices on the first floor, too, there is a direct visual link with the operations in the hall.

The retail space is not arranged according to the temperature needed for storage, as might be expected, but according to product group. Each area is designed in a different way. The meat and poultry section, for example, is all in black, the red of the products on display making them stand out very effectively.



Plan of ground floor
scale 1:1000
1 Retail space
2 Sorting hall
3 Storage
4 Deliveries in
5 Deliveries out
6 Customer parking

Blue-and-white ceramic tiles decorate the fish section.

In the fruit and vegetable section, sheets of mirror-polished stainless steel reflect the colours of the products. To clad the walls and units the 1 mm thick sheets (grade EN 1.4301) were bent along the edges, fitted onto backing panels and affixed to a steel frame. The back panels in the display alcoves are perforated to give maximum flexibility in presenting the pre-packaged produce. In the herbs section the ceiling, which elsewhere is clad with wood, is fitted with reflecting stainless steel sheet. The flooring here is anti-slip, 1.5 mm thick chequered stainless steel plate.



Different materials and colours are used in the design of the various sections in the store. The mirror-polished stainless steel sheet reflects the kaleidoscope of colours in the produce.



Thanks to the use of industrial materials like sheet metal, wood and asphalt, coupled with quality design and close attention to detail and surface finishes, the 'Frischeparadies' succeeds in being both stylish and functional. This was all achieved within the framework of a typical budget for such commercial projects.

A company's quality standards are reflected not only in its products but also its premises and the way these are designed.



Sorting and retail space are separated only by floor-to-ceiling panes of glass.

Euro Inox
Diamant Building, Bd. A. Reyers 80,
1030 Brussels, Belgium
Tel. +32 2 706 82 67
Fax +32 2 706 82 69
E-mail info@euro-inox.org
Internet www.euro-inox.org

Client: Frischeparadies Lindenberg GmbH & CO. KG, Berlin
Architects: ROBERTNEUN™,
Baecker Bushmann Friedrich Architektenpartner-
schaft, Berlin; www.robertneun.de
Structural engineers: Assmann, Planen & Beraten,
Hamburg
Shopfittings: Körling Interiors GmbH, Dortmund
Services/installations: Eneratio, Hamburg
Text and layout: Martina Helzel, circa drei, Munich
Translation: Ingrid Taylor, Munich
Photos: Annette Kisting, Berlin;
Körling Interiors GmbH, Dortmund (p. 2 top)