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- **Company:** Team M Architekten
- **Project Location:** Linz, Austria
- **Area:** 640 m²
- **Designer:** Team M / Isa Stein
- **Photographer:** Team M / Isa Stein

INTERNORM FLAGSHIP STORE

▣ The Vision

Internorm stands for quality, design and innovation. For more than 75 years, the family-run company has enjoyed a reputation for its craftsman's precision, passionate creativity and eternal pioneering spirit which extends well beyond the Austrian borders. Isa Stein and Team M Architekten were engaged to convert the brand philosophy in the form of an impressive Flagship-Store.

The Frame

Unique in its design and grace, the "archi-Frame" from Internorm is setting new standards in the architecture of a CI-suitable Flagship-Store. The frame is an integral part of Internorm's "corporate identity" – the company identity. One can look into the showroom via the building-high "archi-Frame". Thus the showroom itself is presented through a larger frame as is the production of windows and the shell which would otherwise play a secondary role.

A blur of bright red in the night is so warm and passionate

The "archi-Frame" is made of coloured glass and thus establishes a relationship to the material of the windows. The glass is used here as a constructional element and not as a filling. It is normal. During the night the lettering Internorm is illuminated on the frame which is likewise lit up.

The Building

The building shell is in a simple grey and gets its suspense from the insertion of the frame, the so-called "archi-Frame". The visitor is led across a ramp through the "archi-Frame" into the world of windows and doors. The well thought-out use of the ramp allows us, the visitors, to familiarise ourselves with "the frame – the window- the door" in an abstract way before entering the showroom itself.

"In the project 'Flagship-Store Internorm' it is up to us to create a room which can be filled with different contents", Wolfgang Steinlechner comments, "our design approach attempts to create

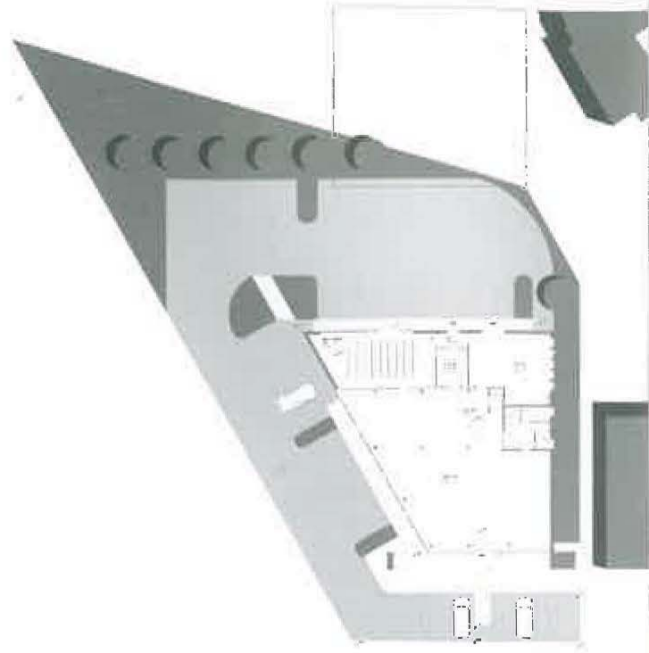


building shell which constitutes a claim for timelessness. It is not the
all but rather the product which is in the foreground", Iso Stein adds.
ights, Views, Openings.

the interior, the views and insights were of particular importance
the Architekten Team. In particular a visual contact was to be
established to the showroom from the first floor. Thus one can look
in the kitchen or the meeting room through a belt of windows into
the sales room.

art from the frame, the core of the company, the use of images was
important. The aim was to liven up the room via a wall projection.
us various subjects from Messrs. Internorm find a place in the
showroom. The images are also to be found in a niche with a seating
engagement and in the conference room.

the architectural design by the Architekten Team offers insights-views
of openings which permit a new look at the world of windows and
doors. For us it was important that Internorm is not only perceptible in
the building but that this can also be felt on the outside - this vision
implemented to perfection in the new Flagship-Store", according to
the Board Member Annette Klinger. ▲



Plan





The gray corridor is simple and elegant.

