

Clothing store in Frankfurt am Main



One of the stores in Frankfurt's 'MyZeil' shopping centre, recently built in the Palais district near the historic Eschenheimer Tower, is a branch of Anson's, a well known men's outfitters. The 3,200 square-metre store extends over three floors, linked by a central lift core clad in stainless steel sheet. This core provides both a physical and a visual link between the different levels.

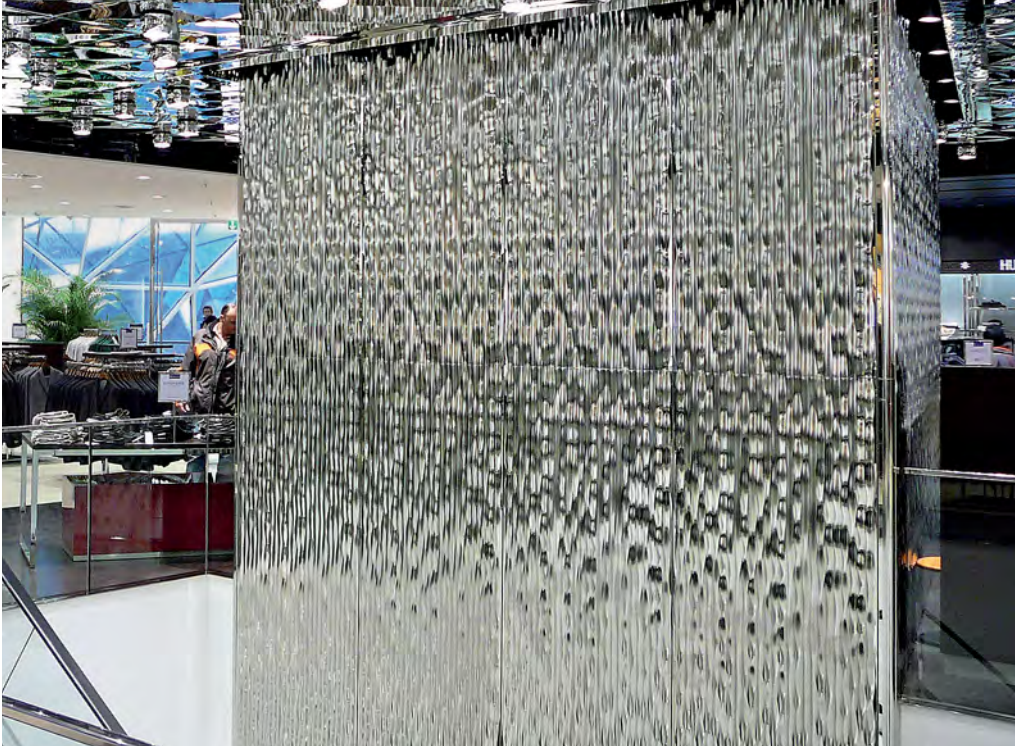
A new deep-drawing technique (fluid forming) was employed to mould the designs on the 1.05 x 2.50-metre panels in a single work process. The flowing structures were embossed under high pressure on 1 mm thick sheets (grade: EN 1.4301), leaving no drawing or tool marks on the original material.

The stainless steel wall cladding harmonises with the different colour concepts of the individual sales areas.



Setting the tone: reflective stainless steel profiles on the frame of the entrance door.



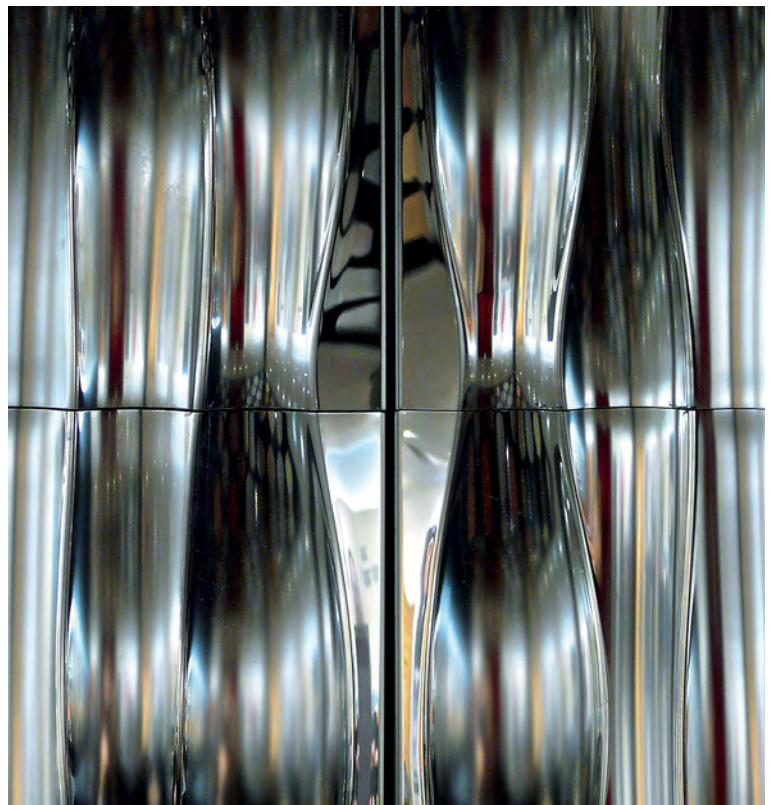


The cold-formed stainless steel sheets were moulded in a single operation.

When fitted together the design forms an irregular, dynamic pattern cascading like a waterfall between the floors.

The three-dimensional form further strengthens the mirror-polished sheets. Top and bottom the panels are cut by laser and simply abutted at the junctions. On the sides, however, the edges are bent back in the flat areas free of design; this is also where the panels are attached to the support frame. An acoustic coating was applied to the back of the panels to dampen vibration noise.

Abutted, laser-cut joints enhance the vertical flowing effect of the three-dimensional design.





Light bounces off the mirror-polished stainless steel cladding on the lift core, creating a waterfall effect.

The distinctive yet neutral look of the wall cladding is well suited to the flexible concept of the men's outfitters, where the brands each have their own different area. The reflecting stainless steel harmonises with all materials and colours, thus lending itself very well to any seasonal or structural changes in the product displays.

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