Fresh-food store and warehouse in Berlin
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.
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 back- ing 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.
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.