

# Program & Brief

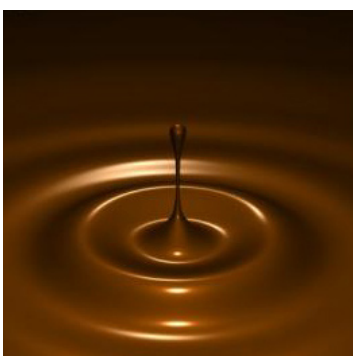
The topic of this diploma is a chocolate factory for the company Niemetz. The confectionery is a family manufactory and was founded in 1890, it is specialized on three delicacies, and has one hundred co-workers, its production line is partly mechanized and partly crafted.

It is not a mainstream brand that is associated with a city like Manner, Neuhaus or Lindt & Sprüngli. Unlike those famous labels it does not have an up to date and contemporary graphical identity.

They want to open a coffee shop and a shop. The idea is to design a factory with a store and a café from where the visitors can glance into the manufacturing process of the delights.

The firm was founded in the late 19th century. Their now existing coffee shops in Linz and Salzburg as well as their whole company image is based upon the vibe of the monarchic coffeehouses. The intention of this diploma is to develop a formal language drawing on the **neoclassic ornaments** of the turn of the century and marry it with **contemporary aesthetics** of the **alien nature** of the **1st ave machine scenery**.

Parallel to the design of the building the redesigning of the corporate identity and packaging of Niemetz will be processed with the same initial point by a graphic designer as a diploma for the Kartak Studio. (Former Hickmann Studio)

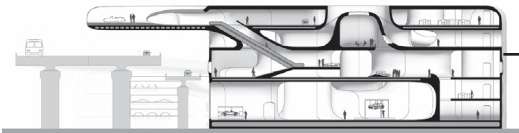


# Portfolio summary/ Focus of interest

Two Topics appearing in my previous projects:

Contrast of two or more fundamentally different spaces that interweave with each other.

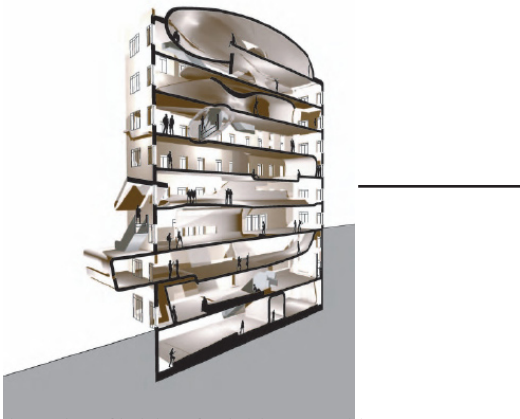
Manipulate, deform a skin or volume by folding, bending or penetrating it to achieve various spatial qualities with it.



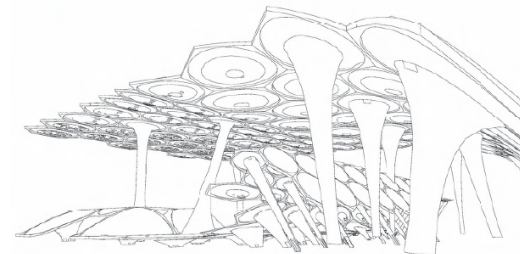
2 distinct volumes/different spatial qualities



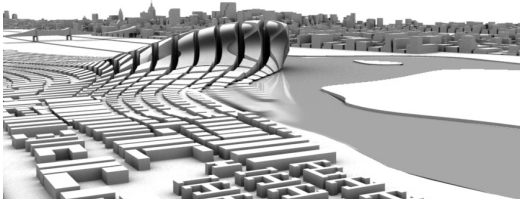
soft folding/fragmented folding



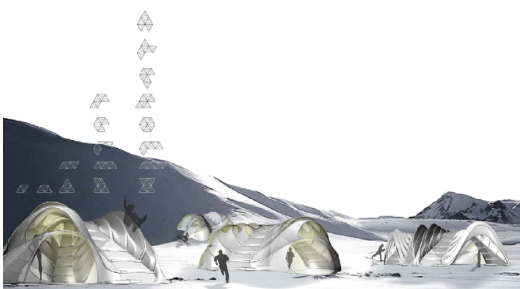
layering fields of sight perception



artificial cliff > stage/pattern>construction



floating carpet> landscape> building volume



roof> enclosed skin

## Design Intent

The architectural ambition is to show that ornaments as frieze, cornice and relief are not only decorative ornaments but have the potential to become structural and volumetric while keeping their qualities like softness and plasticity.

The intention is to move from a ornamented/graphical surface that gives the impression of depth to a structural ornament that acts like a solid corset. (Like a crunchy crust on the praline that keeps the chocolate filling from spilling)

display

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shop  
café/restaurant/kitchen  
exhibition space

factory

30 % display

70 % factory

total: 6000m<sup>2</sup>

areas interesting for visitors  
 hand crafted  
 storage  
 loading  
 changing rooms for workers  
 office area  
 machines: enclosed/open/needs periphery access (ventilation, light)/refrigerated areas

The contrast of the two distinct spaces happens between the factory and the display area, the evolution of an initial element appears in the development of the ornamented surface to structural ornament.

cue: creamy void \* crunchy solid \* spilled structure \* liquid cuts \* drape slab

hard material represents something soft and vica versa

essey ApS  
grand illusion 2006



marcel wanders studio  
snotty vases, 2001



herzog & de meuron  
allianz arena 2005



flat surface gives the appearance of depth through articulation

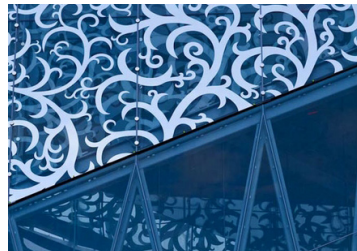
tjep design  
deconstructive deco



ian schrager  
installation 40bond



foa  
john lewis store 2007



ornament as construction

aranda lash  
table



studiobility  
flower chair 2006



julian mayor  
clone chair 2005



toyo ito  
tod's building 2005



ornament > surface > volume

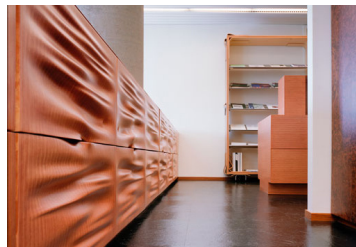
joep verhoeven  
cinderella 2005

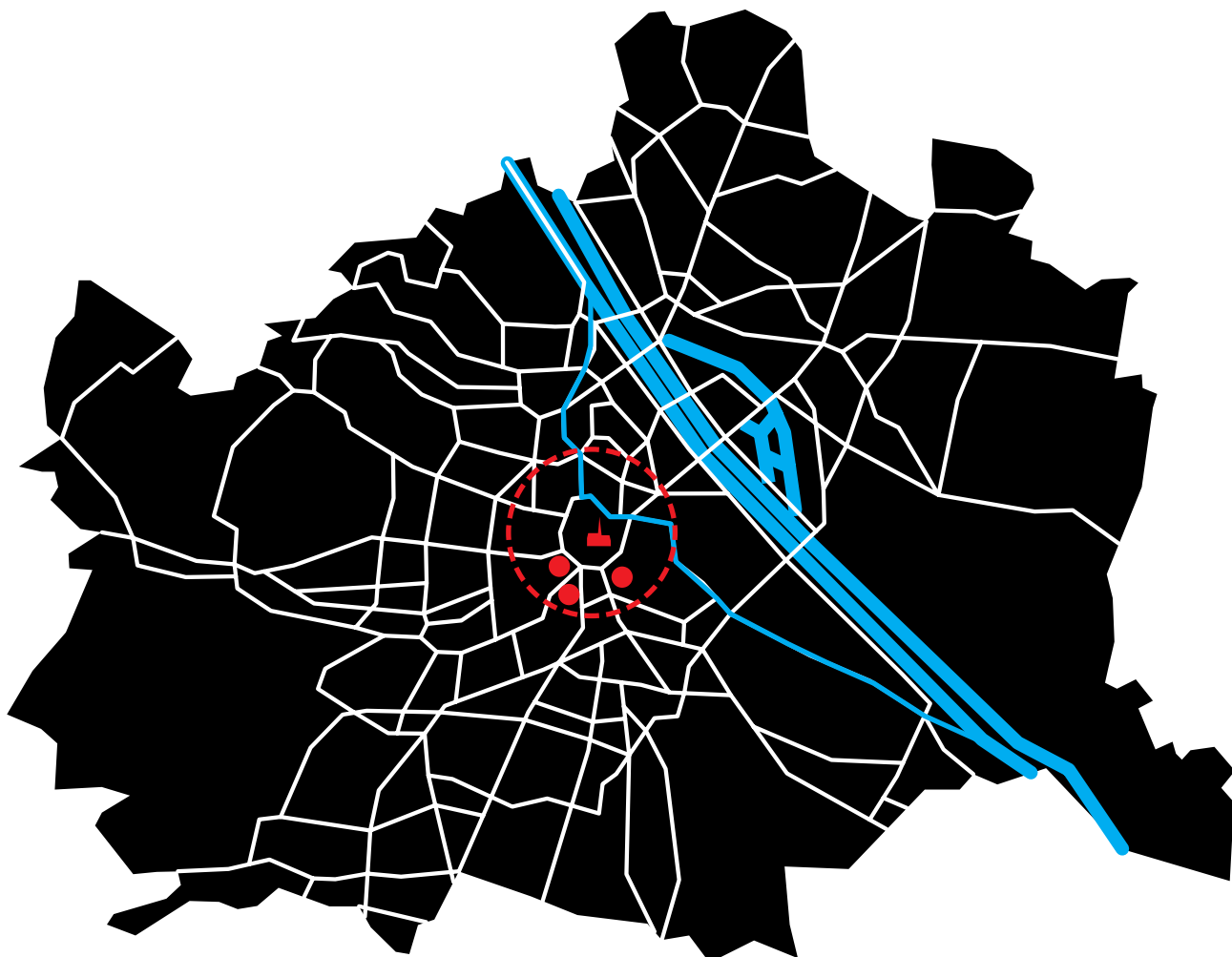


studio makkink & bey  
catwalk for j.p.gaulier 2003



office da  
laszlo files





I am looking for a location closer to the center. I am considering three neighborhoods not further away from the Stephansplatz than a kilometer. All of them are surrounded by touristic attractions and are areas with richly decorated neo classic facades.



I will send the final site proposal by mid august.