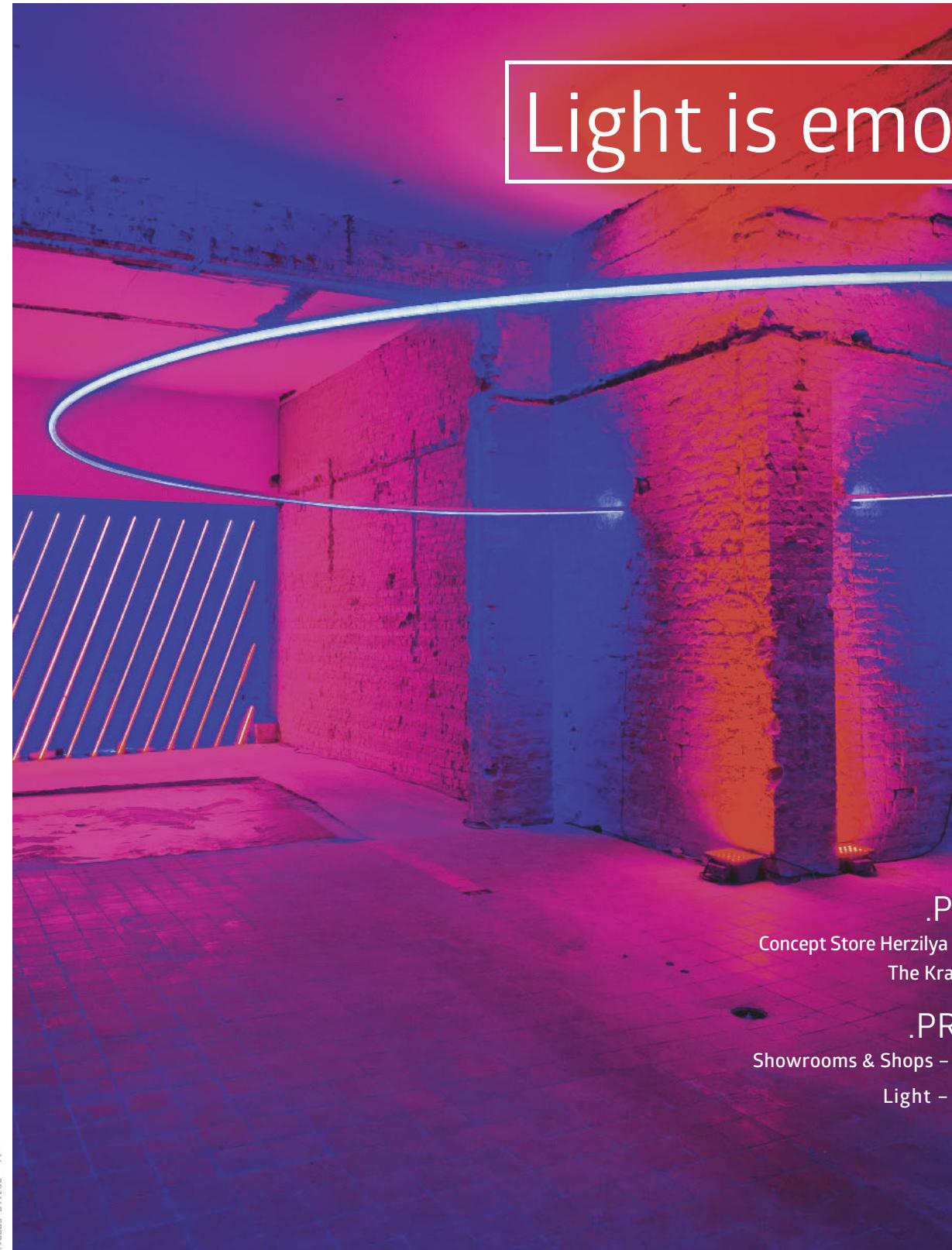




INTERIOR | DESIGN | ARCHITECTURE

Light is emotion



.PROJECTS

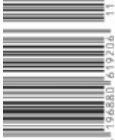
Concept Store Herzilya Pitauch Tel Aviv
The Krane Copenhagen

.PRODUCTS

Showrooms & Shops – Erlebniswelten
Light – pure and cozy

.PEOPLE

Axel Meise
Manfred Beck

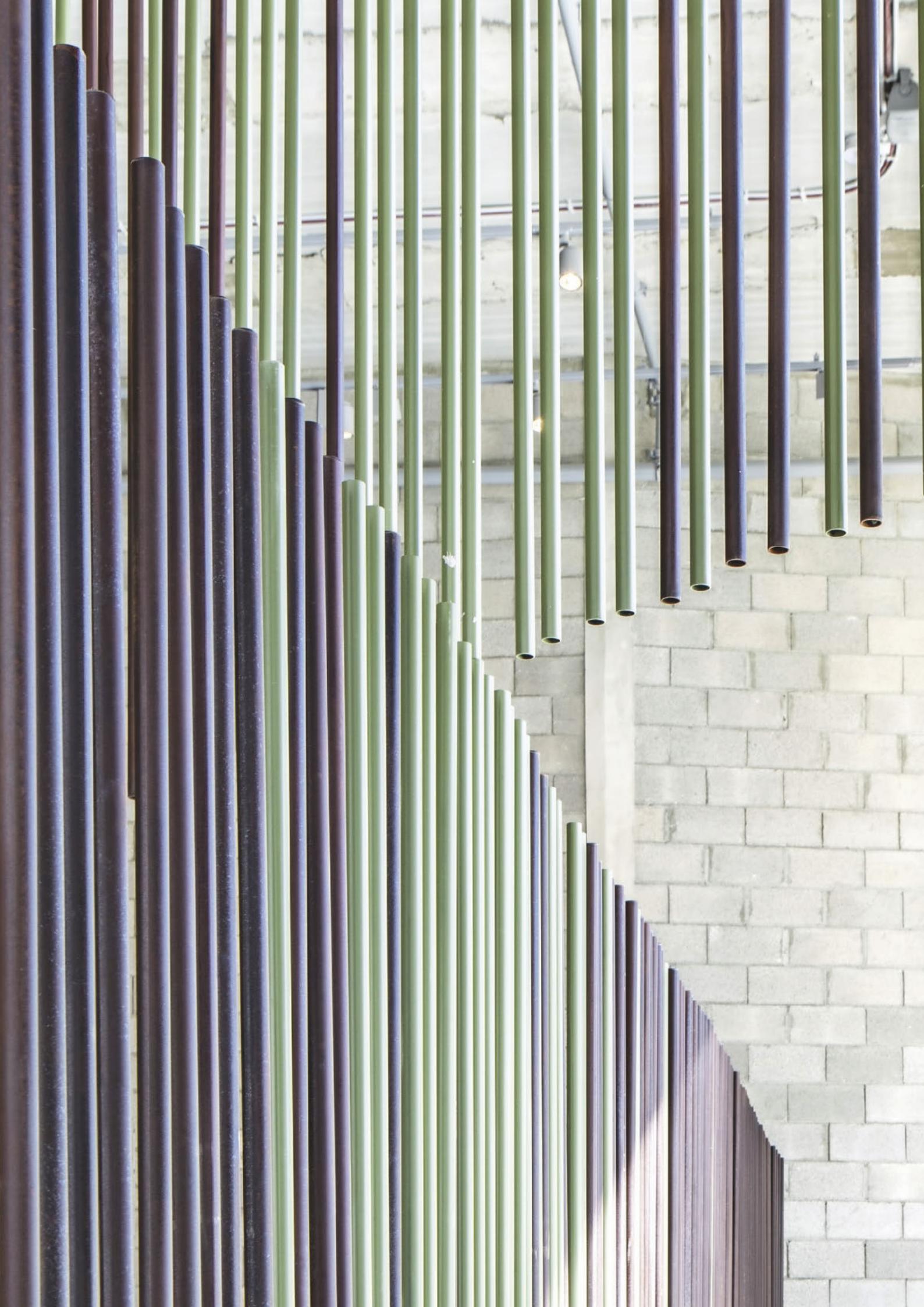




VERKAUFSRAUM IN TEL AVIV/ISRAEL

LICHT UND SCHATTEN

Sie brauchen nur ein paar rostende Stahlstäbe, um einen Raum zu gestalten.
Die Architekten Pitsou Kedem, Irene Goldberg und Sigal Baranowitz führen mit ihrem
Showroom überzeugend vor: Gute Architektur kommt mit wenig aus.



Autor
Rolf Mauer

Fotos
Amit Geron/
Arcaid Images

Wärmendes offenes Feuer für Wohnungen und Gärten in einem Sonnenstaat wie Israel zu verkaufen, klingt wie Eulen nach Athen zu tragen. Aber natürlich geht es bei den Feuerstellen des israelischen Anbieters Herbert nicht um eine Heizung im engeren Sinn, sondern um die wohltuende optische Wirkung einer offenen Flamme, die aus einem gut gestalteten Behältnis lodert.

Solche Kamine verkaufen sich zwar auch in unseren kälteren Breitengraden sehr gut. Wie harmlos deren tatsächliche Wärmewirkung ist, kann man daran erkennen, dass im Herbert Showroom offene Flammen und Sprinkleranlage harmonisch nebeneinander existieren.

EINE AUSGEWOGENE SPANNUNG

Im Endeffekt verkaufen diese Kaminanbieter eigentlich gutes Design mit netten Effekten. Wer sich auf der Internetseite <http://herbert.co.il> umschaut, wird dort manches Objekt erblicken, das man sich gerne in die eigenen vier Wände oder in den eigenen Garten stellt. Wer von uns Architekten findet Möbel aus Cortenstahl oder feinstem Sichtbeton nicht toll? Solche unbestritten gut gestalteten Objekte wirken am besten, wenn sie entsprechend präsentiert werden. Die Architekten, eine Kooperation von Pitsou Kedem, Irene Goldberg und Sigal Baranowitz erklären uns: „Ziel war es, einen Raum zu entwerfen, der eine ausgewogene Spannung zeigt. Dazu kommt die Schönheit der rohen Baumaterialien und der Minimalismus im Design, beide Eigenschaften sind die architektonische Grundlage, den Raum mit den Verkaufsexponaten zu verbinden.“ Die Planer verschweigen aber ebenso wenig, dass die eigentliche Herausforderung darin bestand, dieses Ziel mit einem sehr begrenzten Budget zu erreichen.“

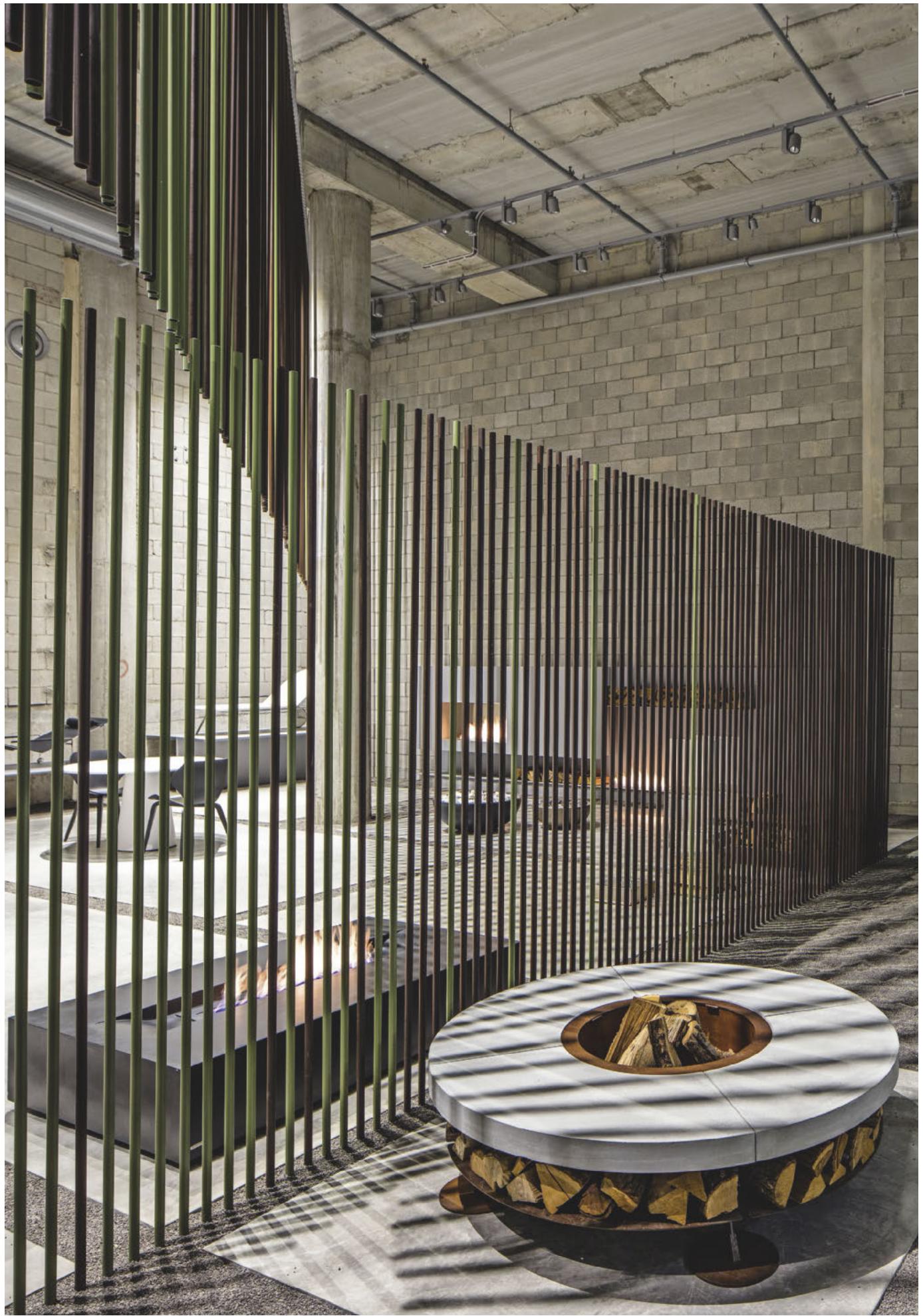
Gute Architekten wissen, dass Räume vom Licht leben und dass dieser Baustoff nichts kostet. Pitsou Kedem, Irene Goldberg und Sigal Baranowitz ließen daher die Wände aus Betonstein und die Rohdecke mit ihren Unterzügen so wie sie waren. Elektro-



Ein Vorhang aus Cortenstahl-Profilen strukturiert den Showroom und spielt mit dem Licht.



Pitsou Kedem
Architects
kooperierten für
dieses Projekt mit
Innenarchitektin
Sigal Baranowitz
(links) und
Architektin **Irene**
Goldberg von
Baranowitz
Goldberg Architects.
www.pitsou.com
www.baranowitz-goldberg.com



Kinetische Raumskulptur: Die Profile oxidieren in unterschiedlichen Farben. Betonplatten zonieren die Kies umspielten Präsentationsflächen.

Im Fokus

Der Showroom des Kaminanbieters Herbert in einem schicken Neubau in Tel Aviv hätte einer jener üblichen, gesichtslosen Verkaufsräume werden können. Das haben die Architekten trotz bescheidenem Budget erfolgreich verhindert.

leitungen, Wasseranschlüsse, Sprinklerleitungen und Lüftungskanäle blieben unverändert. Selbst dem Anschluss der Außenfassade an die Rohdecke schenkten die Planer keine Aufmerksamkeit. Das Unfertige des vorgefundenen Neubaus bildete die Grundlage für ein dreidimensionales Raumgemälde aus Licht und Schatten. Baranowitz-Goldberg Architects und Pitsou Kedem Architects haben sich zusammengetan, um aus den rohen Ausgangsbedingungen eine architektonische Geste zu schaffen.

Das Ergebnis ist, so die Planer, „eine kinetische Skulptur, die aus einer Vielzahl von Linien besteht. Die winzigen Schwenkbewegungen der hängenden Stäbe führen eine poetische Schicht in den Raum ein und verfeinern die Anwesenheit der rohen, unverarbeiteten Materialien.“

Poesie im Raum gestalten zu wollen, ist ein hoher Anspruch. Nicht von ungefähr haben wir jedoch in der md in den letzten Jahren mehrere Objekte von Pitsou Kedem gezeigt, die zeigen, dass hier ein Meister der Gestaltung,

auch unter Kostendruck, sehr überzeugende Arbeit leistet. Der Showroom ist zu einem starken, vereinheitlichten Hintergrund geworden, der zu einer eindrucksvollen Kulisse für die ausgestellten Objekte wird.

ALS OB ES TAUSEND STÄBE GÄBE

Die verschiedenen Objekte sind auf Plattformen platziert – einige auf der Bodenebene, andere erhöht. Jedes Objekt steht isoliert für sich. Der Boden besteht aus Betoninseln, die von feinem Basaltkies umspült wer-

„Das Ergebnis ist eine **kinetische Skulptur aus feinen Linien**“



Leichtigkeit bestimmt den Gesamteindruck. Was innen funktioniert, funktioniert auch nach außen: fließende Übergänge in unaufdringlicher Eleganz.

den. Die Verwendung von Basalt erinnert nach Angabe der Planer an Landschaftsarchitektur und ist eine Hommage an den Schwerpunkt des Ausstellungsraums mit seinen Feuerstellen für den Garten.

Eine Reihe aus rostenden Stahlrohren hängt in regelmäßigen Abständen von der Decke ab. Sie reichen quer durch den Raum und teilen ihn. Eine zweite Reihe von Stahlstäben taucht aus dem Boden auf und scheint sich auf Kollisionskurs mit den hängenden Stäben zu begeben. Eine kleine Lücke

zwischen den beiden Installationen erzeugt Spannung und akzentuiert diese mit dem Raum spielende Geste. Wenn man sich durch den Verkaufsraum bewegt, verändert sich fortlaufend die Perspektive, das heißt, der Besucher wird immer wieder neuen architektonischen Kompositionen ausgesetzt. Je nach Standort nimmt er die Stäbe als Wand wahr oder als transparente Installation. Die Oberfläche der Stäbe, rostender Stahl, wird sich im Lauf der Zeit ebenfalls verändern und damit ein weiteres

Moment der Veränderung in den Raum einbringen. Die Verflechtung von grün lackierten Stäben zwischen den Reihen setzt zusätzliche Akzente. „Als kinetische Skulptur, die aus einer Vielzahl von Linien besteht, bringen die geringen Schwenkbewegungen der hängenden Stäbe Dynamik in den Raum und verfeinern den rohen, eigentlich fast unverändert belassenen Ort“, fassen Pitsou Kedem, Irene Goldberg und Sigal Baranowitz zusammen. Dem wollen wir nicht widersprechen. ←

→
Mehr Informationen
dazu unter
[info.md-mag.com/
herbert](http://info.md-mag.com/herbert)



Grundriss mit eingezeichnetem Verlauf der Stahlprofile.

„Die rohen Materialien werden zur architektonischen Geste“

FACTSHEET

Projekt: Herbert Boutique

Standort: 14 Maskit Street,

Herzliya Pituach, Israel

Bauherr: Omri Pecht

Bauaufgabe: Verkaufsraum

Fertigstellung: 2016

Geschosse: 1

Nutz-/Wohnfläche: 180 m²

Ausbau: Pitsou Kedem Architects in Kooperation mit Baranowitz-Goldberg Architects

Lichtdesign: Orly Avron Alkabes

Materialien (Decke, Wand, Boden): Basaltkies, Sichtbeton, Cortenstahl

Plan: ©Pitsou Kedem und Baranowitz-Goldberg



Editor-in-Chief
Susanne Tamborini-Liebenberg

DEAR READERS,

Let us be frank: how often does the parcel service ring your doorbell to deliver mail from Amazon? Once a month? Once a week? Every day? There is no question that online shopping is gaining ground, which poses existential challenges to the specialist trade. We do not want to give up "really" trying and touching the coveted articles, but at the same time would like to buy things cheaply online, particularly when it comes to our own four walls. Nevertheless, manufacturers, service providers and dealers are being motivated by this apparent contradiction. Never before was so much money spent on what customers experience in showrooms, brand stores or shopping malls and what makes them linger. This is a creative sector for interior designers, as well, who like to pull out all stops when creating their illusionist architecture. Be inspired by the shop presentations of big architects, designers and interior designers. And by the wall and floor surfaces, which were compiled for you by the editors of Cersaie. The fine-stoneware trends from Bologna are of particular interest for shop outfitters because they are so similar to natural stone that you can barely tell them apart, thus offering a resource-saving alternative. A fitting subject for the winter season is our 'Lighting' md special. We present to you a detailed report on the qualities of staged light in outdoor areas. Because light not only gives one a feeling of security but promotes well-being, too. Read Nina Shell's detailed portrait of Manfred Beck, a self-educated specialist in matters of lighting, and discover fascinating light identities and light choreographies. "Artistically performed light installations are a cultural enrichment for any city. Deplorably it is only a short step from there to a festivalization of these installations. This is a 'question of balance'", advises us lighting expert Martin Krautter in his report. Everywhere the master plans for light in the urban space must be rewritten. Instead of considering pedestrians in traffic areas, it is now a matter of putting accents on small-scale objects: "The big

light brush is over and done with." And now something on our own behalf. The material platforms staged by 'md' as special events in co-operation with Raumprobe were outstandingly successful again this year. Our approach was confirmed right down the line by fully booked events and a lot of positive feedback. Sophisticated input, inspiration and networking make the right mix. In this issue we report on the September trade event at Design Post in Cologne on color. You can already find the trailer for the October color event staged at Co-work & Play in Frankfurt at md-mag.com. Have a look!

Susanne Tamborini-Liebenberg
Editor-in-Chief

Baranowitz convincingly demonstrate with their showroom that good architecture doesn't need a lot.

Selling warming open fireplaces for homes and gardens in a sunshine state like Israel sounds like taking coals to Newcastle. But, of course, the fireplaces sold by the Israeli supplier Herbert are not intended as heaters in the narrower sense; rather they are intended to provide a cheerful visual impact with an open flame blazing from a well designed receptacle. Admittedly, fireplaces like this also sell very well in our colder latitudes. You can see how harmless their actual heating impact is from the fact that open flames and sprinkler system co-exist harmoniously side-by-side in the Herbert showroom.

Well balanced tension

When it comes down to it, these fireplace suppliers are actually selling good design with a pleasant impact. If you take a look around website

<http://herbert.co.il>, you'll catch sight of many an object there that you'd like to have inside your own four walls or in your own garden. Who of us architects does not find furniture made of Corten steel or the very finest fair-faced concrete awesome?

Such objects which are indisputably well designed have optimum impact if they are presented appropriately. The architects, a cooperative venture between Pitsou Kedem, Irene Goldberg and Sigal Baranowitz, explain to us that: "the goal was to design a room exhibiting well balanced tension.

Added to this are the beauty of the raw building materials and the minimalist design, both characteristics being the architectural basis for linking the room to the sales exhibits." But the designers are just as vociferous in stating that the actual challenge was achieving this goal with a very modest budget.

Good architects know that light is the key to the design of rooms and spaces and that this building material is free. So Pitsou Kedem, Irene Goldberg and Sigal Baranowitz left the concrete-block walls and the unfinished ceiling with its joists as they were. Power cables,

E English translation from page 6

LANDMARK



'Wolkenhain', a viewpoint and central element of the IGA (International Garden Exhibition) area in Berlin-Hellersdorf, was conceived by Kolb Ripke Architekten as a permanent objet d'art. The idea of recreating the course of the day with differentiated light colors came from Schlotfeldt Licht and was implemented in co-operation with Iguzzini.

E English translation from page 10

LIGHT AND SHADOW

Showroom in Tel Aviv/Israel



You only need a few rusty steel bars to design a room. Architects Pitsou Kedem, Irene Goldberg and Sigal

water connections, sprinkler pipes and ventilation ducts remained unchanged. The designers don't even pay much attention to the junction of the exterior façade to the bare ceiling. What was unfinished on the new building they came across formed the basis for a three-dimensional stereoscopic image comprising light and shadow.

Baranowitz-Goldberg Architects and Pitsou Kedem Architects teamed up with the aim of creating an architectural gesture from the crude starting conditions. In the words of the designers, the result is "a kinetic sculpture consisting of a multitude of lines. The minute swinging movements of the suspended bars introduce a poetic level to the room and refine the presence of the raw, unprocessed materials."

Wishing to design poetry in a room demands a great deal. However, it is not by chance that md has, in recent years, showcased several objects by Pitsou Kedem demonstrating that a design master was at work on the project, achieving a very convincing œuvre, even under cost pressure. The showroom has become a powerful, unifying backdrop which turns into an impressive setting for the objects on show.

As if there were a thousand bars

The various objects are positioned on platforms – some of them at floor level and others in an elevated position. Each object is positioned in isolation. The floor consists of concrete islands, and fine basalt gravel washes around them. According to the designers, the use of basalt is a reminder of landscape architecture and pays homage to the focal point of the showroom with its fireplaces for the garden.

A row of rusty steel pipes is suspended from the ceiling at regular intervals. They extend diagonally through the room and divide it. A second row of steel pipes arises from the floor and appears to be on collision course with the suspended bars. A small gap between the two installations produces tension and accentuates it with the gesture playing with space.

Moving through the showroom, your perspective changes constantly, and this means that visitors are exposed to

new architectural compositions all the time. Depending on the visitors' position, they perceive the bars as a wall or as a transparent installation. The surface of the bars, rusty steel, will also change over time and thus introduce a further moment of change to the room. The intermeshing of green-painted bars between the rows produces additional points of emphasis. Pitsou Kedem, Irene Goldberg and Sigal Baranowitz summarize by saying "as a kinetic sculpture consisting of a multitude of lines, the slight swinging movements of the suspended bars lend the room a dynamic and refine the crude location which is actually left virtually unchanged." We don't want to disagree. Author: Rolf Mauer

FACT SHEET

Project: Herbert Boutique

Location: 14 Maskit Street,
Herzliya Pituach, Israel

Client: Omri Pecht

Task: showroom

Completion: 2016

Number of stories: 1

Usable area/living area: 180 m²

Interior fittings: Pitsou Kedem

Architects in co-operation with
Baranowitz-Goldberg Architects

Light design: Orly Avron Alkabes

Materials (ceiling, wall, floor): basalt
gravel, exposed concrete, Corten steel

E English translation from page 32

TRUE PASSION

A portrait of Manfred Beck



Munich-based light artist Manfred Beck is a multiple prize-winner who captivates the city with his light installations. In addition, together with his 'mbeam' team, he creates magic moments for various occasions.

Light in architecture, design, art and outdoor spaces – this is the scope with which Beck is concerned. With his works, he designs fascinating scenarios that move people and impressively convey the passion with which they are conceived and implemented. It is a passion that was sparked only in the course of his professional career, and is now on fire. After studying politics and training as a graphic designer, working as an editor and designer of an event magazine for off-beat activities in Southern Germany and, finally, as head and founder of an advertising agency focusing on design with a staff of ten, Beck caught the lighting bug from a student intern. At that time the young man, who later graduated in Architectural Lighting Design and today still conceives and implements projects with 'mbeam', did not relent until Beck was convinced after having relocated his agency. So his first light sculpture came into being, made of "light garbage", as he calls it. His budget was tight, but he had all the more fun because of it. The 'Upcycling' light object was a great success and went down incredibly well among guests and visitors. This initial impulse gradually changed Manfred Beck's future. An increasing number of light installations came into being, at first on his own initiative; many spectacular, large works were commissioned later. The ultimate professional touch was the result of incessant learning, gaining the necessary know-how and finding the best technicians and electrical engineers to implement the projects.

Integration in the urban landscape

For 15 years now a passion for lighting has been the Munich designer's profession – with outstanding success. Some of his installations in public spaces bring joy to people's everyday lives, time and again. Take for instance the light spheres at Munich's Promenadeplatz which will light up not only at Christmas but for several months during the winter season, this year for the fifth time. Beck says of one of his favorite projects: "I think this is a very beautiful installation and by now part of the urban landscape. A magnifi-



Pitsou Kedem
Architects in co-operation for this project with interior designer **Sigal Baranowitz** (left) and architect **Irene Goldberg** from Baranowitz Goldberg Architects. www.pitsou.com www.baranowitz-goldberg.com