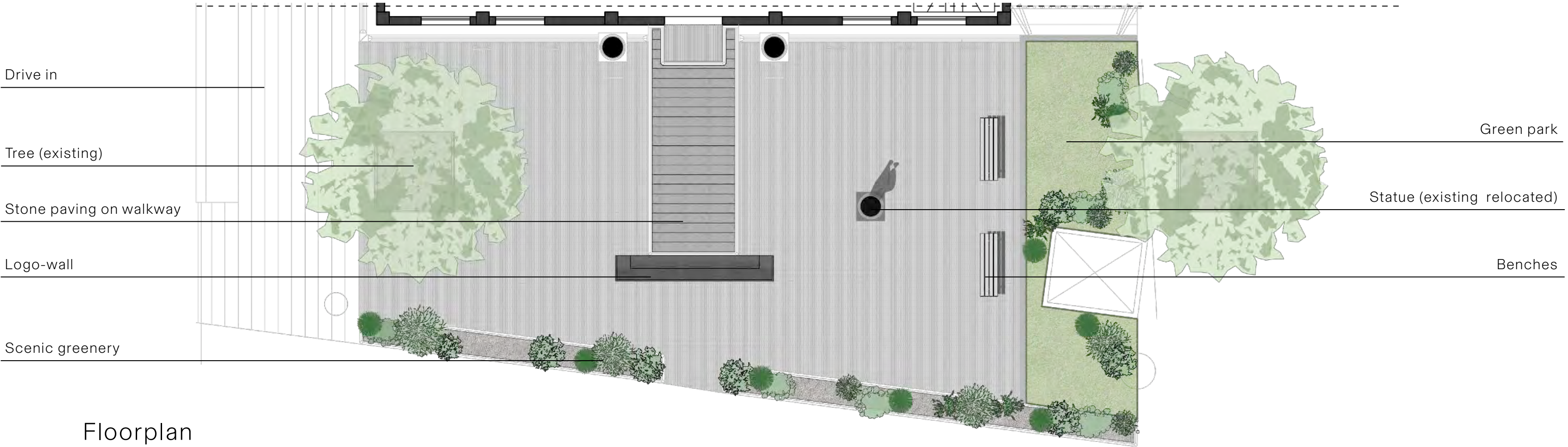
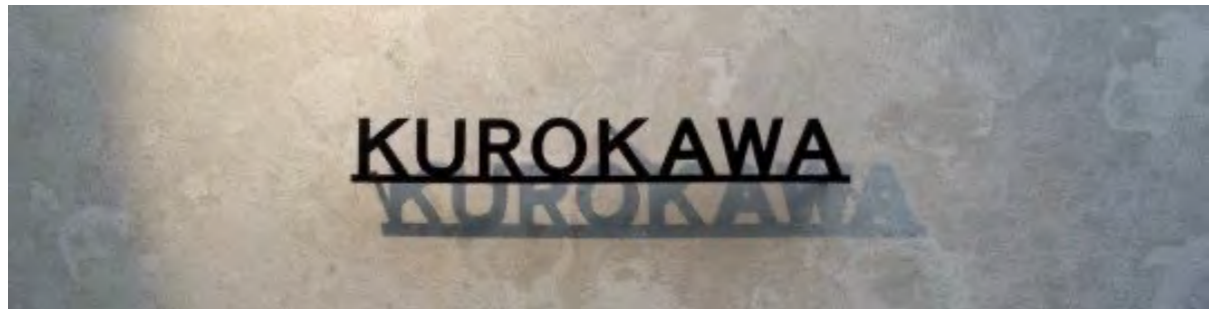


Architectural Brand Identity

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Level 1 - Layout Design
FRONTAL GARDEN



Level 1 - Layout Design

GENERAL LAYOUT

On level 01 a generous welcome area is situated at the main entrance. A restaurant takes over the rear part of the building. The central, functional elements of the space are hidden within Gaggenau’s signature element „The Soul of Gaggenau“. This architectural element is continuous throughout the Showroom, and presents the aesthetics of the Brand.

Gross area:	ca. 480m²
Entrance area + respected by:	ca. 132m²
Restaurant:	ca. 187m²
Pantry:	ca. 23m²
Staff area:	ca. 20m²
Lavatories:	ca. 20m²
Ancillary spaces:	ca. 98m²



Level 1 - Layout Design
ISOMETRIC OVERVIEW 1



Level 2 - Layout Design

GENERAL LAYOUT

The area facing the garden in level 02 is dedicated to the exhibition of appliances. Four kitchen scenarios display the products in inspiring settings. The „Soul of Gaggenau“ is an emotional customer experience in the centre of this area. There are also adjacent rooms for private consultation. In the area facing the main entrance, major events can be held.

Gross area:	ca. 480m ²
Showroom:	ca. 180m ²
Event and dining:	ca. 160m ²
Private consulting:	ca. 48m ²
Lavatories:	ca. 17m ²
Ancillary spaces:	ca. 75m ²



Level 2 - Layout Design
ISOMETRIC OVERVIEW 1



Level 4 - Layout Design

GENERAL LAYOUT

The 4th level is dedicated to a luxury VIP-area. The penthouse-style setting is suitable for exclusive events. Guests can mingle around the roof garden and enjoy unique artworks while a chef is preparing an inspiring dinner experience served at the traditional Chinese table.



Gross area: ca. 160m²

Apartment space: ca. 125m²

Lavatories: ca. 13m²

+ Roof terrace: ca. 90m²

Level 4 - Layout Design
ISOMETRIC OVERVIEW 2



