



**KITZIG  
DESIGN  
STUDIOS**  
INTERNATIONAL



The consequence of complete design thinking.

**KITZIG identities**  
COMMUNICATION DESIGN

**KITZIG INTERIOR DESIGN**  
ARCHITECTURE GROUP

**KITZIG details**  
DECORATION & PRODUCT

## THE CONSEQUENCE OF COMPLETE DESIGN THINKING – THAT IS KITZIG DESIGN STUDIOS INTERNATIONAL

In 1998 Kitzig Interior Design, which today is still the „center piece“ of Olaf Kitzig, was founded and since then implements interior design and architecture projects on national and international base. The focus of the creative office is set on hotel industry, gastronomy, office and retail. The projects are handled comprehensively at the locations in Lippstadt, Bochum, Munich and Düsseldorf. Kitzig Interior Design expanded by another office in Lippstadt in its anniversary year 2018.

Due to the consequent focusing to the customer's requirements, Kitzig Interior Design restructured its' professional instances in 2017. As a logical consequence, the hitherto internally operating competences communication design and product management had been dissolved and were built up as independent companies – Kitzig Identities and Kitzig Details. This operative creativity is further on strategically bundled under the management holding Kitzig Design Studios.

Kitzig Interior Design is and will be the center piece – the office for interior design architecture on the whole range of interior design. Kitzig Identities stands for communication and graphic design and builds the interface between architecture and brand architecture. At Kitzig Details, it is all about the product and its' staging. Both, interior styling and corporate equipment as well as individually manufactured furniture and decorative art are the absolute special topics.

The services of the specialist offices complement perfectly in the interdisciplinary teamwork. The results are design solutions on highest level. Without any frictional losses.

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All projects, irrelevant whether they come from interior design or interior architecture, brand architecture, branding and communication design or interior styling and corporate equipment, are realized with passion, creativity, but also reliability and perfection. That's what Kitzig Design Studios International stand for. More than 80 creative staff members are working successfully for this target on an international basis.

The team takes its 'experience from almost 600 finalized projects.

This comprising know-how makes Kitzig Design Studios International a strong reliable partner, which is verified by an international client base.



Lounge Schloss Fleesensee, Photo by Christian Laukemper

#### **TIMELINE KITZIG INTERIOR DESIGN**

- 1998** Foundation of Kitzig Interior Design Lippstadt
- 2001** Opening of the office in Bochum
- 2010** Expansion of product design
- 2011** Opening of the office in Munich
- 2013** Opening of the office in London
- 2014** Expansion of communication design
- 2017** Foundation of Kitzig Design Studios, Kitzig Details and Kitzig Identities
- 2018** Eröffnung Büro Düsseldorf

#### **TEAM**

The multi- and interdisciplinary team consists of more than 80 staff members and comprises of interior designers, architects, designers and business economists, as well as product and graphic designers. A unique characteristic is the high female share within the teams and the executive boards. Kitzig Design Studios live and realize women's power with a lot of passion and lifeblood. Currently, the women's quota in all offices reaches 84%. The executive board consists of the founder Olaf Kitzig (of all offices) and the women Viki Kitzig, COO and Donata Ridder, COO, Tanja Kroeger, authorized signatory (Kitzig Interior Design), Michaela Stenert, CFO

(Kitzig Design Studios), Ulrike Meyer, COO (Kitzig Details) and Rebecca Schmücker, COO (Kitzig Identities).

## **BUSINESS RANGES**

The business ranges of Kitzig Design Studios International spread out over the various design areas from interior design and architecture to communication design and decoration concepts.

### **Kitzig Interior Design**

- Interior Design
- Architecture
- 3D Visualization/Movies

### **Kitzig Details**

- Interior Styling
- Decoration Concepts
- Table Dressing

### **Kitzig Identities**

- Branding
- Communication Design
- Spatial Communication
- Motion & Interactive

### **Kitzig Design Studios**

- Management
- Controlling
- Marketing

The strength of the three Kitzig Studios is to identify the customer's unique characteristic and prioritize it. The customer's brand message is very important for us. Here, the brand qualities of product and brand take the center stage of our work. National and international companies and groups trust in our experience.

## **BACKGROUND NEW FOUNDATIONS**

### **Kitzig Details**

For Olaf Kitzig, the foundation of the creative office was a logical consequence. In the case of Kitzig Details, the division regarding product and material management grew continuously during the last few years. The main focus of Kitzig Details is set on detail solutions in the sense of decoration concepts or individually manufactured furniture as well as interior styling as soft version of interior design. The creative office offers services like decoration concepts, furniture concepts, product design, table ware and accessories, interior stylings, product and material research. Ulrike Meyer as COO next to Olaf Kitzig is head of the office Kitzig Details. Already in 2007 she took over the coordination, selection and acquisition of products and materials as



material manager for Kitzig Interior Design. The company Kitzig Details arose out of a constant development of the fields of activity and a wide spread network.



Cafe Kakadu, Photo by Christian Laukemper



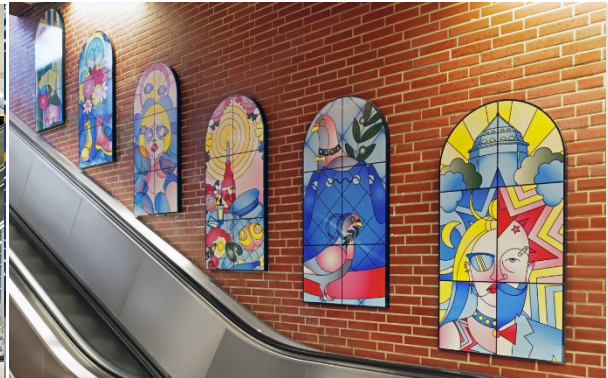
Spa Schloss Fleesensee, Photo by Christian Laukemper

### Kitzig Identities

The formation history of Kitzig Identities is similar. Already in 2009 occurred the idea to connect interior design and communication design. The combination of both disciplines creates a fluent transition of architecture and branding. Graphic designer Rebecca Schmücker joined the team of Kitzig Interior Design, with long lasting agency experience in the field of "spatial communication". The basic approach not to let design end with the interior design, but to put a central idea above all communication channels became more and more important, in particular for customers from the field of hotel, gastronomy and office.



Wall Design for Deutsche Bahn AG



Wall Design for Deutsche Bahn AG

### Kitzig Design Studios

As a holding, Kitzig Design Studios GmbH & Co. KG bundles the complete commercial, strategic and structural competence and gives the creative studios an organizational frame, and as well the liberty to concentrate exclusively on the respective design task.



Founder und CEO Kitzig Design Studios, Olaf Kitzig Photo by Ansgar Dlugos



Office Kitzig Design Studios, Lippstadt Photo by Christian Laukemper

## CUSTOMERS AND PROJECTS

International customers like Lufthansa AG, Hilton London, LBS Bayerische Landesbausparkasse, AccorHotels Group and Mövenpick rate among the customer base already for years. Among the current projects manifold international and national concepts like the 7-Pines luxury resort on Ibiza, the Lufthansa Lounge Mailand Malpensa, new fair concepts of the Messe München GmbH, an extensive restoration of the five-star luxury hotel Roxburgh in Scotland or the complete redesign of the DB info desk 4.0 (allocated to 82 train stations all over Germany) can be mentioned.


## AWARDS

The projects of Kitzig Design studios, in collaboration with the creative offices Kitzig Interior Design, Kitzig Identities and Kitzig Details, were honored several times with international awards. Due to a multitude of successful cooperations, Kitzig Interior Design belongs to the Growth Champions 2019, awarded by the Focus-Business magazine in consultation with Statista. Hence, Kitzig Interior Design belongs to the Top 500 fastest-growing companies in Germany, cross-sector.

Selected Honors and Awards of the last years:

## 2019

- AHEAD Award 2019, nominee, project Pure Seven Spa, 7Pines Resort Ibiza
- German Design Award 2020, nominee, project Train Station Hamburg
- „Die schönsten Restaurants & Bars“ 2019, Winner Restaurant, Restaurant Blüchers
- Wachstumschampions 2019, Top 500 of the fastest growing companies in Germany
- German Design Award 2019, Winner, Project Lufthansa Lounge Milano Malpensa
- „Die schönsten Restaurants & Bars“, nominee, Project Alter Gasthof Sylt, GOP Bonn Piano Bar, Restaurant Blüchers by Johann Lafer

## 2018

- Iconic Award 2018, Winner, Suiten in Novotel City Munich
- German Brand Award Winner 2018, project Volksbank Hohenlimburg – V8
- Wachstumschampions 2018, Top 500 fastest-growing companies in Germany, cross-sector (from 2013 to 2016)
- German Design Award 2018, winner, project Schlosshotel Fleesensee
- German Design Award 2018, winner, project Mercure Wittenbergplatz Berlin
- BUILD Excellence Award for Space Planning 2017, Best Architectural & Interior Design Firm – Germany
- Iconic Award 2018, winner, Project Suiten Novotel Munich City

## 2017

- Coveted Edition, Top 100 Interior Designers, 2017
- Hideaways Newcomer of the Year 2017, project Schlosshotel Fleesensee
- International Hotel & Property Design Awards 2017, Shortlisted, project Schlosshotel Fleesensee
- BUILD Excellence Award for Space Planning 2017, Best Architectural & Interior Design company – Germany
- AHEAD Award 2017, Nomination 2017, project Schlosshotel Fleesensee
- Iconic Awards 2017, Winner, project Schlosshotel Fleesensee

## 2016

- Finest Interior Award 2016, category Lighting Design
- BUILD Architecture Award 2016, German Interior Designer of the Year
- Ege Carpet Design 2016
- European Hotel Design Award, project Schlosshotel Fleesensee, Nomination 2016
- AI Global Excellence Awards 2016, German Designer of the Year 2016

## 2015

- 2015 Top 10 German Interior Designers, Coveted Magazin.



**AHEAD**  
AMERICAS ASIA EUROPE MEA  
**SHORTLISTED**



Piano Bar GOP Bonn



Alter Gasthof, Sylt



Mercurie Berlin Wittenbergplatz



Schlosshotel Fleeensee

