

KITZIG DESIGN STUDIOS

PRESS INFORMATION

NR_4 | 2023

KITZIG
DESIGN
STUDIOS
INTERNATIONAL

kitzig.com

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CHAPTER 1

THE STUDIOS



WE DESIGN AND REALIZE **INTERIOR DESIGN** AND **BRAND CONCEPTS**

KITZIG
DESIGN
STUDIOS
INTERNATIONAL

 **KITZIG INTERIOR DESIGN**
ARCHITECTURE GROUP

KITZIGidentities
COMMUNICATION DESIGN



WE STAND FOR **OPENNESS,** **TOLERANCE & DIVERSITY**



Team Düsseldorf



Team Lippstadt



Team Bochum



IN NUMBERS

1.050

Over a thousand and fifty
PROJECTS WORLDWIDE

36

Projects in over thirty
six **COUNTRIES**

25

Twenty five years
EXPERIENCE

16

Sixteen **LANGUAGES**
albanian, arabian, aramaic,
bulgarian, chinese, dutch,
english, french, german, italian,
polish, russian, swedish, syrian,
turkish, ukrainian



OUR LOCATIONS

 **BOCHUM**
SINCE 2001

 **DÜSSELDORF**
SINCE 2018

 **LIPPSTADT**
SINCE 1998

 **MÜNCHEN**
NEW WORK OFFICE



OUR FOCUS

**HOTEL & HOSPITALITY
BUSINESS PREMISES
RETAIL
SPA & HEALTH CARE
PRIVATE RESIDENCES**



WE WORK MULTIDISCIPLINARY



Olaf Kitzig
Kitzig Design Studios
Founder & CEO



Dipl.-Ing. Arch. Viki Kitzig
Kitzig Interior Design
COO



ppa. Dipl.-Des. Tanja Kröger
Kitzig Interior Design
Office- & Project Manager



ppa. Dipl.-Ing. Arch. Donata Ridder
Kitzig Interior Design
Office- & Project Manager



Dipl. Des. Rebecca Schmücker
Kitzig Identities
COO

TOGETHER WITH

Interior Designers
Architects
Communication Designers
3D Artists
Product Designers
Press / PR



CHAPTER 2

ORIGINS & FUTURE



DESIGN BEGINS WITH SMALL DETAILS...

... and Olaf Kitzig's career in Lippstadt. His trajectory might surprise others: from painter and varnisher to internationally renowned interior designer with a team of more than 60 architects, interior designers, graphic and product designers and business economists. For Olaf Kitzig himself, the last 25 years have been a "succession of passionately fulfilled affairs of the heart" – there are now over 1,050 of them worldwide. Projects in hotels and the catering industry, spa and healthcare, retail, office or private residences. "Less is more" may not be his credo, but "there's a time for everything" is. And so the passionate art collector takes a broad view and identifies punk as well as classic, Vivien Westwood and Karl Lagerfeld as sources of inspiration. Born in Münster, raised in East Westphalia, first a display designer, then a furniture consultant: "Yes, exactly", says Olaf Kitzig, "that's right!" He also says at the same time: "Design begins with small details, with the invisible – and our everyday life has much more to offer than we realise."



Kitzig Design Studios was founded in Lippstadt. The office is located in a renovated city villa.



DREAMS, CHANGE AND THE RIGHT TIME FOR EVERYTHING



„If I weren't an interior designer, I wouldn't be Olaf Kitzig either.“

Olaf Kitzig, Founder & CEO

“Design is experience”, says Olaf Kitzig. Perhaps this explains the number of projects he has completed together with his team over the past 25 years. From Hamburg to Kitzbühel, from New York to Sydney, from Colombia to Qatar and Taiwan – the interior designer actually calls his profession “vocation”. After all his travels through glamorous design worlds, it sounds like he still sees himself as being the same – down-to-earth.

Something can be harmonious or tasteful, but what about beautiful? “Beautiful is not an explanation”, says Kitzig firmly; beauty exists, but calling something “beautiful” is not enough. So, what feedback does he want when he completes a project – like the recent restoration and refurbishment of the listed villa on the Rhine? Star chef Thomas Bühner’s restaurant in Taipei? The spa complex at Scotland’s Roxburghe Castle Hotel? Every project is a matter of the heart and has its own spirit according to Olaf Kitzig: “When everything turns out right, it all goes quiet. Satisfaction is a silent experience.”

“The Flat” – office and showroom, flat and lounge

Yet the native Westphalian is nevertheless a lively conversationalist and attentive host who is planning a salon in his lavishly renovated villa from the 1920s called “The Flat” with talks and discussions about the design. “Düsseldorf is a city of art and fashion – why not?”

Why not – that’s precisely what Olaf Kitzig thought in the spring of 2020 and so bought the former British consulate in Golzheim, directly on the Rhine. Imposing though it still is, the listed villa from the 1920s seemed somewhat forgotten. Buying the house

fulfils “a crazy dream” for Olaf Kitzig. After almost three years of restoration and renovation, the villa, which was built according to the plans of the Düsseldorf sacral architect Josef Kleesattel, gleams in new splendour: “stylistically appropriate transformation”, is how he calls the symbiosis of preservation and transformation. It is a multifunctional office, showroom and private residence of around 1,000 square metres.

Design is more in demand than ever

“Design and architecture are always a reflection of time” ... fast-moving, uncertain, fragile – the current challenges are enormous. “Shabby chic has no place now – what people want is reliable, sustainable; they long for security and cosiness.” He is convinced that these needs will be with us for a long time to come.

Olaf Kitzig lists “prudent coexistence”, peace, and freedom as some of his own deepest longings. “My life is based on my vocation, but of course I have another view of the world.” This can also be a very pragmatic one: “There’s a time for everything”, is how the passionate art collector puts it, “even jogging trousers”.



VITA

OLAF KITZIG

Founder & CEO

* 05.04.1971

- 1988 Education as a restorer and decorator
- 1991 Education as a window dresser (visual marketing)
- 1994 Trainee in an international design company in the United Kingdom and Malta
- 1995 Study interior design in Cologne
- 1996 Trainee und Teaching Interior Design in London
- 1998 Freelancer Interior Design Atlanta, USA
- 1998 Opening Kitzig Interior Design Lippstadt
- 2001 Expansion Kitzig Interior Design Bochum
- 2009 Expansion Kitzig Interior Design München
- 2017 Opening Kitzig Design Studios GmbH & Co. KG
 - Opening Kitzig Identities GmbH
 - Opening Kitzig Details GmbH
- 2018 Expansion Kitzig Interior Design Düsseldorf

https://de.wikipedia.org/wiki/Olaf_Kitzig

<https://www.instagram.com/kitzigdesignstudios/>



QUOTES

OLAF KITZIG



"As an interior designer, I am first and foremost ... **ready to tread new ground.**"

"I'm an interior designer ... **because I've combined my private interests with my love for my profession.**"

"There are absolute no-gos when it comes to interior design, including ... **no-gos.**"

"Interior design knows no boundaries ... **if there are boundaries, it's people who create them.**"

"Interior design is like ... **a fine painting.**"

"Yes, I have role models, and they cover ... **the whole range – from punk to classical, from Vivien Westwood to Karl Lagerfeld.**"

"If I weren't an interior designer ... **I wouldn't be Olaf Kitzig either.**"

"My clients are for me ... **a challenge and an inspiration at the same time.**"

"I have a weakness for ... **art.**"

"Yes, I also have a dream ... **that has nothing to do with design: for people to treat each other as they would expect themselves to be treated.**"





THE FLAT DÜSSELDORF, DE

Architecture, Interior Design

The flat in a listed villa from 1926, which was also designed as a showroom, combines elaborately refurbished original components such as mullioned windows, stucco ceilings, staircases and built-in furniture with contemporary design. Colour, material and furniture concepts individually set the stage for the rooms with features such as Italian design icons. Art has an overarching unifying role.

© Photos: Marvin Schwienheer





SCHLOSS ROXBURGHE KELSO, GB

Interior Design

“The Schloss Roxburghe Hotel & Golf Course” in the Scottish county of Roxburghshire is being modernised and expanded. The design is inspired by Scottish culture and landscape and presents the historic manor house in a luxurious and refined way – with authentic wooden fixtures, indirect lighting, impressive ceiling stucco, fine upholstery fabrics and high-quality surfaces.



© Photos: Christian Laukemper | 12.18.





LA VIE BY THOMAS BÜHNER TAIPEH, TW

Corporate Identity
Interior Design

Taipei – it's mountains, river, sea, and forests inspire the 3-star chef Thomas Bühner. The European-Asian style mix of creative, upscale cuisine is also reflected in the interior design of the fine dining restaurant: natural stone, wood, soft colours, rough surfaces and smooth finishes, hard stone contrasting with soft textiles and carpets. Closeness to nature is a central design motif in all areas of the restaurant.

© La Vie by Thomas Bühner



CHAPTER 3

DESIGN & DOWN-TO-EARTHNESS





FROM KITZBÜHEL TO IBIZA: SELECTED PROJECTS AND THEIR STORIES

Creating customised, innovative spatial experiences that combine aesthetics and technology – clear, valuable, economical. A team of around 60 interior architects and designers combines interior, architectural and product design with brand design and communication. Kitzig Design Studios creates distinctive spatial experiences from a single source in an integrated and individual way. Some selected projects – and their stories.



STORYTELLING – GOOD DESIGN ALWAYS HAS A STORY



„Being creative is about doing something different, after all.“

Dipl. Des. Rebecca Schmücker
COO Kitzig Identities

“It has to come together; the story has to be clear; it has to tell itself.” Graduate designer Rebecca Schmücker takes care of this type of sure-fire successes. She has been part of the team since 2014 and is the managing director of Kitzig Identities alongside Olaf Kitzig: branding, communication in space and editorial design are her thing.

Storytelling – what exactly does that mean in terms of design?

Design has dimensions – there is a story behind it. And this idea, the common theme, is felt in a subtle way. Everything we design tells a story. This requires something distinctive, individual – something that provides authenticity, genuineness and emotion. The question is always: What can I transform into design?

What kinds of things can I transform into design?

There are no limits. Individual company history, location or cultural theory... patterns, colours, surfaces are the leitmotif. The point is to work out the profile, to be (re)recognisable without being interchangeable. Yes, it's increasingly difficult to be original. But that's the challenge – to keep developing your own story. A mood board alone is not enough.

What projects are good examples of successful storytelling?

Yaya World of Bowls – a gastronomic concept with a robot team or the Erika Boutiquehotel Kitzbühel: corporate and interior design were closely coordinated and developed in parallel. For Erika, a house built in 1897 in Art Nouveau style with an enchanting garden, we made the snow heather our trademark – a delicate

abstraction of a calyx cross-section. The corporate design picks up on the colour scheme of the premises and combines a clear, reduced layout structure with playful details such as geometric and floral patterns.

What's the point of design in the first place? What value does it add?

Aesthetics are central, but design also has a function – guidance systems, for example. Design creates identity, structure and orientation, and ensures positioning... Design mediates. Good design is clear – in corporate/logo terms, it's often also rather plain so it has a longer life. When it comes to interior design, (our) ideas like to be wilder. Both are investments and ensure lasting impressions.

What role does working in an interdisciplinary team play?

Intensive interdisciplinary teamwork is part of Kitzig's everyday life. Interior and corporate design go hand in hand here. I like to get involved and try to look at projects from a new angle. After all, being creative also means doing something different, being open to all your senses. A logo and some wallpaper are suddenly quite similar...



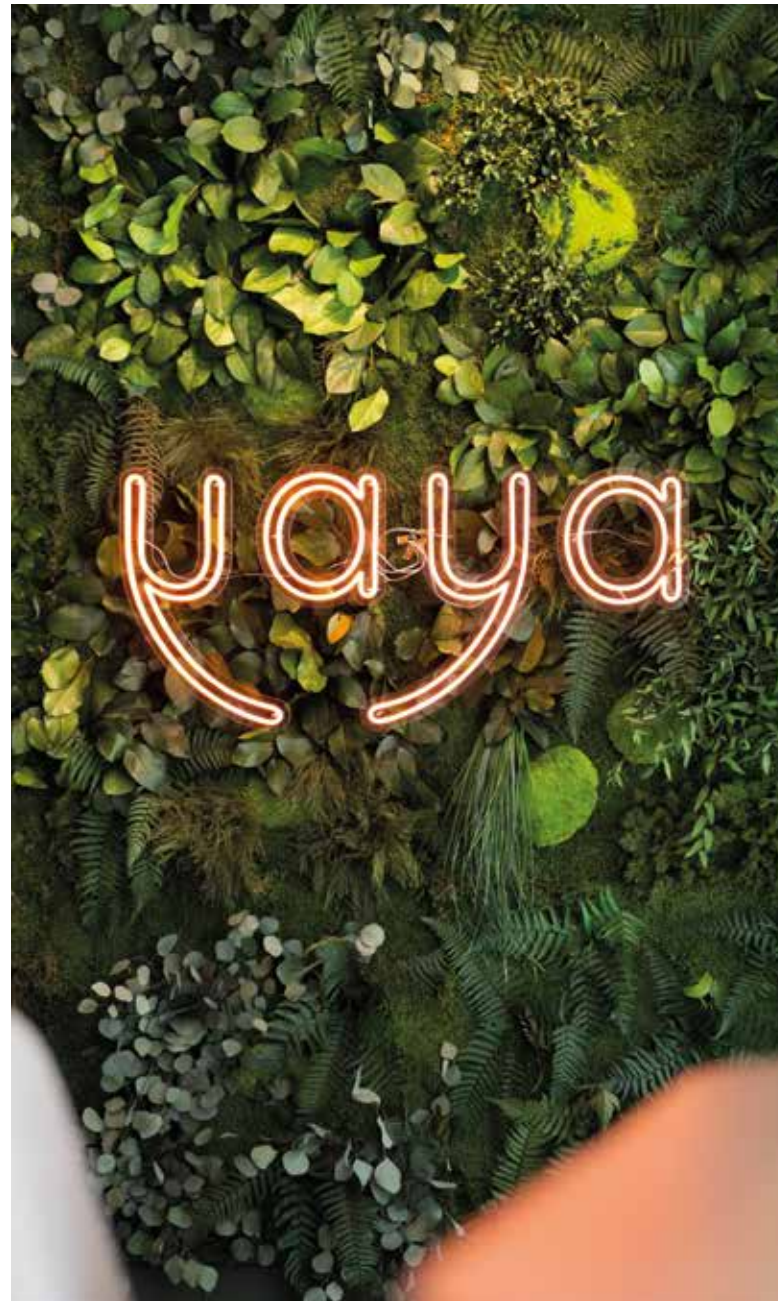


ERIKA BOUTIQUEHOTEL KITZBÜHEL, AT

Corporate Identity
Interior Design

The charming ERIKA Boutiquehotel is located in the heart of Kitzbühel. Built in 1897 in Art Nouveau style, the house with its enchanting garden is undergoing a complete brand relaunch: the corporate design is based on the parallelly developed interior design and combines reduced clarity with playful details. A delicate abstraction of a cross-section of the calyx crowns the logo.





YAYA WORLD OF BOWLS

Brand Architecture
Brand Design

yaya – world of bowls is an innovative gastronomic concept offering fresh, customisable bowl food. Everything revolves around a healthy dish in a bowl that can be prepared with precision in just a few minutes; a place has been created that is colourful, exotic and yet pared down, inviting you into a multi-cultural world.



© Photos: Marvin Schwenheer



HOTEL EXPERTISE – OPPORTUNITIES FOR RETAIL AND OFFICE, GASTRONOMY & HEALTHCARE



„Strong customers go along with new concepts.“

Viki Kitzig
Dipl.-Ing.Arch. (AKNW)
COO Kitzig Interior Design

Whether it's a soft facelift or a thorough makeover, whether it's Meininger Zurich or Aedenlife Resort Rügen, Luft-hansa lounges, Deutsche Bahn or Marché and s.Oliver – “anything goes”, says Viki Kitzig, “provided the client goes along with it too”. Inspiration, ideas and collaborators are the recipe, says the interior designer and architect who runs the office in Bochum.

The bank Kreissparkasse Ibbenbüren is one such example: “A city in a branch”, is how Viki Kitzig refers to the concept. That was a few years ago, but it demonstrates something significant: Kitzig Design Studios thinks ahead. The team responded to processes of change in the financial sector with a new type of branch design and surprised the customer with new perspectives and approaches. The classic counter hall was history; as a “market place”, it was back in the spotlight and from then on, offered space for individual service and in-depth advice.

“We anticipated many of the things that are commonplace today”, says Viki Kitzig, looking back and at the same time voicing fundamental issues: “Design that anticipates developments and endures at the same time is an essential driving force behind our work. Customers who go along with us as partners, as “collaborators’ are the foundation.”

„Best Workspaces 2022“ Award

Creating differentiated workplace situations, at the same time breaking up classic office concepts and instead pursuing an open design principle, was also the central theme for an office

headquarters in Essen. Kitzig Design Studios received the Best Workspaces 2022 award for the redesign of the total of around 6,500 square metres, distributed over the ground floor and six upper storeys. The glass wall and window fronts combined with furnishing elements such as the greenwall or the glass air-conditioned wine showroom, plus creative zones for briefings and brainstorming sessions, a playroom and a cafeteria for employees – all this creates a bright and friendly ambience and provides places for creativity, inspiration and interaction.

Preserve, surprise, set the stage

The LED lighting fixtures in the spacious lobby were adapted from the existing fixtures and now have their place under the black ceiling. The wide staircase and the flooring were also preserved and refurbished. Some of the ceiling panelling was removed to evoke the industrial character of the former factory hall. “Our objective is an overall quality experience”, explains Viki Kitzig, “we don’t distinguish between workplaces, communal areas and visitor zones. A variety of looks and quality materials always come ‘top of the list’”.





OFFICE HEADQUARTERS ESSEN, DE

Interior Design

Glass wall and window fronts, along with surprising furnishing elements such as a green wall or a glazed wine showroom, convey a clear language of form. High, open room structures create a bright, friendly environment. Open spaces instead of classic office structures, plus a playroom and cafeteria offer employees a pleasant place to spend time.



© Photos: Christian Laukemper





S.OLIVER STORE MUNICH, DE

Redesign Store Concept
Interior Design

The new s.Oliver store design concept was developed in close cooperation with the s.Oliver design team and epitomises the brand values of emotion, value and attitude. The colour range consists of warm beige and grey tones and creates a calm atmosphere that at the same time recedes to create a stage for fashion. The materiality and design language are natural and high-quality and provide vitality through different structures of walls, textiles and built-in elements. Modular pedestals and table units allow for a flexible shelving and merchandise support system, which also provides variety: the furniture can be grouped and combined at will with seating elements or storage areas.



© Photos: Huy Nguyen/ s.Oliver



RENDERINGS, REALITIES AND GOOD FEELINGS



"I mustn't feel like I'm sleeping in someone else's bed"

Donata Ridder,
ppa. Dipl.-Ing. Arch. (AKNW)
Kitzig Interior Design

For Donata Ridder, "getting the transition right" is always a real challenge. After 14 years with Kitzig Interior Design and numerous assignments for international companies in the hotel and catering industry, as well as for private clients, the architect knows exactly what she's doing. The way she uses the parallels in her mind and creates transitions: between the public domains and the private spaces.

"I mustn't feel like I'm sleeping in someone else's bed", says Donata Ridder, revealing a seemingly self-evident fact as a complex reality: "I want to have a good feeling when I settle down, let myself go – even if only for a short time", cosiness must be "felt in every corner of a room", with the right combination of colours and shapes, light, perspectives and materials, "paired with functionality and efficiency".

According to Donata Ridder, it is always a "balancing act" to create open and vibrant public areas, private and cosy spots to withdraw to, and to create the right transitions so that a wide range of people feel comfortable. The lobby, bar, restaurant, corridors, meeting and conference areas and rooms are all designed in a "unified way that showcases both the totality and the individual sections". "Designing with fluidity", is what the designer calls her motto, "that gives me orientation and great freedom at the same time".

Customers keep coming back

Although she usually knows her customers very well (many relationships are long standing), intensive talks are held at the beginning of every project and communication is essential right

up to the end – not only in terms of budget and schedule. What processes are there? Which tasks, responsibilities, interfaces are there? What are the wishes and needs? What do the micro- and macro-location offer in terms of design? What is the potential of the neighbourhood, city and region?

Rendering and reality

"It's a great feeling as an architect to be able to completely oversee the development of the building and experience its progress", says Donata Ridder, who follows her projects, mainly located in Germany, Austria and Switzerland, from A to Z as far as possible. Whether for Lindner Hotels, Dorint, Accor or private residences: "When I stand in the room at the end with the rendering in my hand and see: that fits! Then I also have a good feeling!"





HOMMAGE HOTEL GRAND TIROLIA KITZBÜHEL, AT

Interior Design

Cosy, comfortable luxury is the central theme for the gradual conversion and expansion of the exclusive Grand Tirolia retreat. Existing wooden ceilings and panelling were combined with new surfaces such as rough natural stone or soft textile wallpaper and shimmering glass surfaces. Wood remains dominant, but is used in a much more diverse way – just like typical patterns and shapes of the Alpine region.



© Photos: Ydo Sol





LINDNER ME & ALL HOTEL HANNOVER, DE

Interior Design

A listed building directly on the Aegi in Hanover is being converted into a hotel. The concept of the public areas combines the classic uses of the lobby, reception and bar. Everything merges into one another and radiates grandeur. The design is based on what is known as the "used look". Fixed elements are kept rather sober, but their impact comes from their dimension.

2022
COOLSTER
TAGUNGS
RAUM



THE POSITIVE POWER OF DESIGN IN CLINICS AND SENIOR CITIZENS' HOMES



„Finding the best solution inspires.“

ppa. Dipl.-Des. Tanja Kröger
Kitzig Interior Design
Office & Project Manager

It all started with a doctor's practice in 1998. Today, the Kitzig Design Studios team provides positive, health-promoting settings in clinics and upscale, age-appropriate living in senior residences. Tanja Kröger knows what matters when it comes to helping people reduce stress and anxiety. The graduate designer has been part of the team since 2006. "Healing Architecture" is one of her key projects.

Health and design – what's the connection?

Studies show that in addition to the organisational environment, the spatial environment also has a positive influence on the healing process. As a result, fewer medicines are needed, blood pressure drops and the heart rate decreases. This means less stress for the patients overall. It also translates into less sick leave and lower staff turnover among the team.

So, what are the particular challenges in this area?

The fact that as hotel experts we are also doing more and more healthcare projects shows: something's happening here! Healthcare means meeting many, varied demands. We do it for everyone – patients and staff. Hygiene, care, cleaning, occupational health and safety, specialists – a geriatric ward has other needs compared to an obstetric ward. It's about the distances for moving the beds around, optimal walkways on a ward or surfaces that can be disinfected.

Which (current) project illustrates all these findings and insights?

Our pilot project at the Helios Clinic in Krefeld: The design concept is to be gradually rolled out at other locations. We are adopting the principles of Healing Architecture for the redesign. We draw on nature as a model and transfer natural aesthetics to the rooms through daylight, colours and shapes. In this way, we support the healing power that nature offers. We choose a muted colour palette for wall surfaces and furniture, and local materials set the tone and also comply with rigorous specifications in terms of resistance and disinfection.

Are healthcare projects a special challenge for you as a designer?

We always aim to find the best solution. Given the numerous and diverse needs in the healthcare sector, this is a particular challenge and a task that is truly inspiring.





HELIOS PRIVATE STATIONS

Interior Design Guide
Interior Design

Homely and comfortable: The redesign of the Helios private clinics adopts the principles of Healing Architecture. Natural design and aesthetics through daylight, colours and shapes support the healing power that nature offers. Wooden floors and cupboards in warm tones and the soft colours of the furniture create a harmonious, soothing atmosphere .





LIMES SCHLOSSKLINIK FÜRSTENHOF BAD BRÜCKENAU, DE

Interior Design

The Limes Schlossklinik Fürstenhof in Bad Brückenaue is a private clinic for psychiatry, psychosomatics and psychotherapy. Its interior design concept is based on the central theme of therapy-accompanying living. The historical ambience was combined with modern elements in the redesign of the more than 2,000 square metres. What resulted was a place of tranquillity and convalescence, combined with a five-star hotel character.

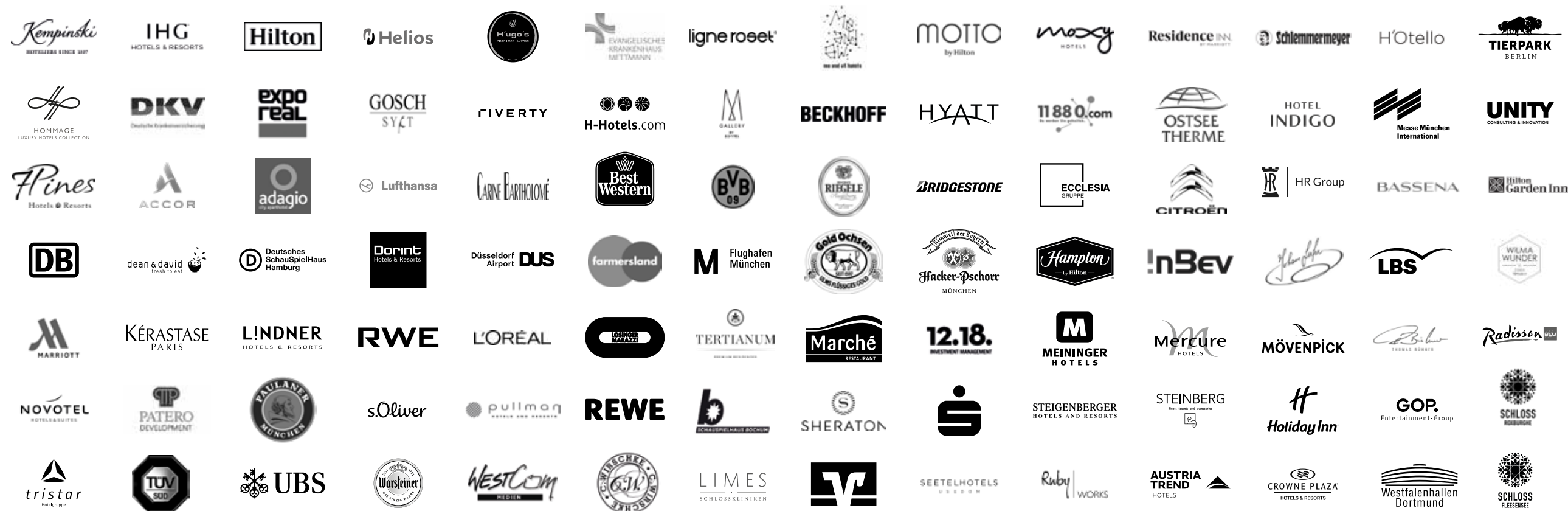


CHAPTER 4

CLIENTS & AWARDS



WE ARE HAPPY TO WORK WITH GREAT PEOPLE AND CUSTOMERS.



AWARDS



Gold Winner 2023
International Architecture &
Design Awards 2023
The Flat, Düsseldorf



Honoree 2023
Newcomer of the year
(Designconcept)
Grand Tirolia Kitzbühel



Honoree 2023
Restaurants & Bars
yaya - world of bowls



Honoree 2023
Best Workspaces 2023
Riverty Group GmbH, Verl



Honoree 2023
Best of Interior 2023
The Flat



Nomination 2022
Fashion
s.Oliver Store



Honoree 2022
Schmuckstars Germany
Jasper Juwelier



Honoree 2022
Counter Services
yaya – world of bowls



Honoree 2022
Best of Interior 2022
Private Residence, Düsseldorf



Honoree 2022
Best Workspaces 2022
Multi-Mieter-Gebäude, Essen



Winner 2021
Best Architecture and
Design Firm - Europe
Erika Boutiquehotel



Nominee 2021
Interior Architecture
SCHLOSS Roxburghe



Winner 2020
Die 101 besten Hotels
SCHLOSS Hotel Fleesensee



Winner 2020
World Luxury Spa
Pure Seven Spa,
7Pines Ibiza



Winner 2020
Excellent Architecture -
Urban Space & Infrastructure
S-Bahn Stationen Hamburg



Honoree 2019
Transportation
S-Bahn Stationen Hamburg



Winner 2019
Best places to stay
SCHLOSS Roxburghe,
Kelso, GB



Winner 10/2019
Best Workspaces
Internet Services AG, Essen



Nomination 2019
Spa & Wellness
Pure Seven Spa,
7Pines Resort Ibiza



Winner 2019
SPA Star Plus
Spa - SCHLOSS Hotel
Fleesensee



Wachstumschampion 2019
Top 500 der schnellst wachsenden
Unternehmen Deutschlands
(2014–2017)



Winner 2019
Restaurants & Bars
Restaurant Blüchers,
SCHLOSS Hotel Fleesensee



Winner 08/2019
Best Workspaces
Kreissparkasse Steinfurt
Branch Ibbenbüren



Winner 2019
Excellent Communications
Design, Interior Architecture
Lufthansa Lounge Mailand



Winner 2019
Innovative Architecture
Suites Novotel München City



Winner 2018
Excellent Communications
Design, Interior Architecture
Mercure Berlin Wittenbergplatz



Winner 2018
Excellent Communications
Design, Interior Architecture
SCHLOSS Hotel Fleesensee



Winner 2018
Excellent in Brand
Creation – Point of Sales
Volksbank Hohenlimburg V8



Wachstumschampion 2018
Top 500 der schnellst
wachsenden Unternehmen
Deutschlands (2013–2016)



Winner 2017
Interior
SCHLOSS Hotel Fleesensee



Winner 2016
German Interior Designer
of the Year 2016



Top 10 German Interior
Designers 2015
Top 100 Interior
Designers 2017



Honoree 2017
Newcomer of the year
(Designconcept)
SCHLOSS Hotel Fleesensee



Winner 2016
Lighting Design
SCHLOSS Hotel Fleesensee



Nomination 2016
Lobby, Lounge, Public Areas
SCHLOSS Hotel Fleesensee



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