

Photo: Ganter



Photo: Barbara Corsico

Photo above: The La Fetta show dairy designed by Hilario Isola together with Studio SCEG Architetti and the graphic design studio Elyron

Photo left: Finished shop design by Lynk & Co in Milan

Everything *in a cycle*

Materials in the field of retail design are being new- and further developed with respect for resources and history. This means that design and product enter into a sustainability alliance and recycling gains in importance. At EuroShop 2023, approximately 90 exhibitors will be showing their new products in this area.

Michaela Neugebauer

“Life has changed – so has our laminate flooring.” Such are the words on the homepage of Egger, the manufacturer of decorations and wood-based flooring. Its first facility for the production of flooring went into operation in early 1996. Some 25 years later, the wood processed for this purpose is sourced exclusively from sustainable forestry, and the proportion of renewable resources amounts to 86 percent. By-products from the sawmill industry such as wood chips or sawdust are used for the production – a contribution to the circular economy. Spanish company Panespol, a manufacturer of decorative panels, is also focusing on the topic of sustainability, and has installed solar panels for the production of energy and a new sewage treatment plant at its site with the goal of reducing its ecological footprint. The company uses 20 percent of its production waste for the manufacturing of new interior panels. For the sake of short sup-

ply chains, Spanish suppliers are increasingly being taken into account.

SUGAR BEET AND CONSTRUCTION DEBRIS Innovation, research, heritage: such are the ingredients for the re-launch of the popular design and architecture classic Diaf, from Abet Laminati. Awarded with the Compasso d’Oro in 1987, it was the first ever translucent HPL laminate. This material is now being re-released in newly-developed form, in new, trendy colours and formats. An important contribution to sustainability in this context: high-quality laminates retain their characteristics on an unchanged basis over time. Manufacturers and product designers further develop the products and their manufacturing processes. “At the same time, sustainability is becoming increasingly important,” explains Jörg Schmitt, project manager at the materials agency Raumprobe in Stuttgart. The agency

was founded with the objective of creating an interface between manufacturers and researchers through the transfer of knowledge, and has created a wide-ranging collection from the world of materials along with a physical exhibition and a digital database. Last year, the linoleum series “Original Essenza+” from Tarkett/Desso, which is compatible with the circular economy, was awarded the “material prize” which is conferred annually in various categories by Raumprobe together with a specialist jury. The natural linoleum consists of up to 97 percent natural raw materials and 77 percent renewable materials. Lara Weller was presented with an award in the “studies” category for the “BetaWare” material which she developed at the Bauhaus University of Weimar. It consists of sugar beet cellulose and molasses that are vegan and suitable for composting. According to the jury, “the ‘BetaWare’ study provides an excellent

Photo: Jens Pfisterer



Kitchen in the store: the new shop fitting concept from Fissler

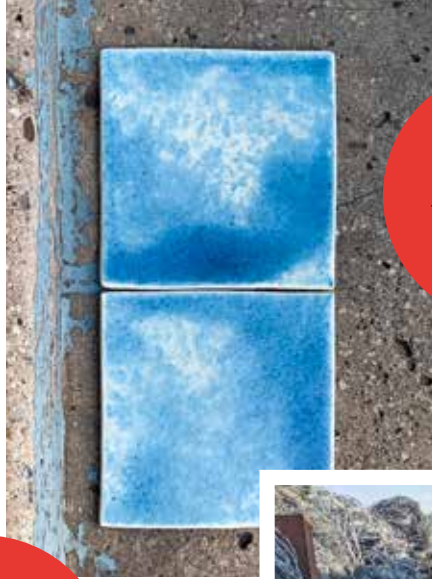


Photo: shards

Shards are tiles that are made from construction waste



Photo: Ganter

Raw materials at the recycling depot

and inspiring approach to manufacturing a material which is genuinely compatible with the circular economy.” Product designer Lea Schücking has also won several awards. With her product “shards”, she has returned construction debris to the circular economy, and developed a process for manufacturing tiles from it. Every year in Germany alone, some 14 million tonnes of clay are mined for new tiles, while four times as much construction debris is created. “With our product, we want to initiate a new approach to construction waste. After all, waste is just a resource which is in the wrong place,” explains the developer.

DESIGNING WITH SENSE Ganter has also been successful with waste in the area of shop fitting for the mobility

With a physical exhibition of materials and a digital database, Raumprobe has created a comprehensive collection



Photo: Raumprobe

services provider Lynk & Co. At the “Lynk clubs”, a selection of products is offered in addition to motor vehicles and coffee. The presentation furniture partially consists of aluminium scrap, a waste product from the motor vehicle industry, which has been pressed into cubes. Apart from its design function, however, is the use of reconditioned materials in shop fitting worthwhile from a financial perspective? “Recycling materials aren’t any more expensive than standard materials, but there are also several examples in which they cost more. I think, however, that it is definitely worth addressing this topic, as it will become increasingly important to us in the future,” explains Thomas Zeiske, project manager at the Ganter Group in Waldkirch. At the request of the builder-owners, a recycled material has also been used as the primary design motif at the La Feta show dairy in Piedmont, thereby creating the relevance to the product at the same time. The reuse of cleaned former cheese ripening boards made from wood, which have strong signs of wear and tear, is a tribute to both the location and the production process. The planks cover almost the whole of the shop and become walls, counters, steps and shelves which are completed with the use of stainless steel panels.

OLD MAKES WAY FOR NEW In the majority of recent retail openings, a relationship between the shop fitting material and the product or brand is evident. This is also the case with the new brand profile of household goods manufacturer Fissler. A kitchen unit is the central element of the modular design. Authentic and natural materials, such as light ash wood, the ceramic worktop and anthracite-coloured steel are durable and reflect the value of the products for which the traditional brand stands. In this respect, an important reason behind the existing fabric is also the respectful handling of the existing building structure. Silvia Talmon of Cologne-based agency The Store Designers: “I often remind people that it isn’t necessary to throw things away immediately. Sometimes, lap-over systems are available. This means that the core of the shop fitting stays the same and only a few surfaces are replaced and, in particular, more sustainable surfaces are chosen. New wall paint and especially high-quality lighting are often sufficient for creating a completely different look.” ■