



Scratching allowed. Overkill-Shop, Berlin (GER)

[Architecture | Project]

In the middle of Kreuzberger Kiez in Berlin, the “Overkill-Shop” readily attracts the attention of the passers-by for its sneakers and street wear. Because at 195A Köpenickerstrasse, Robert Peiser and Thomas Schulz, inspired by their trips to Tokyo and New York, have developed a store, the concept of which sets new standards for the German capital – an artistic blend of classic prestige showroom and living street art. A 3 x 10 metre MOVEO partition from DORMA with mirror and illuminated glass panels dominates the sales room on the ground floor. The Berlin graffiti artist GEL has redesigned the panels with his “scratchings”, imparting to the establishment a truly unique look. The lines scratched into the surface create a three-dimensional light sculpture once the back lights are switched on to illuminate the mirrors from the rear. At the sides, this mirror wall blends into a

folded shelf structure, elegantly culminating in a suspended counter. The cupboard systems, also developed by the Berlin architects plus 4930, give the individual products the appearance of valuable jewels. During the day, the wall is opened to present the hottest new releases and designer labels. In the evening, the sales team occasionally likes to hold a small after-work party. Then the MOVEO Glass partition system is moved in front of the valuable goods so that they are properly protected from theft and damage.

The design of the first floor, on the other hand, is characterised by numerous retro references in the style of a typical Berlin apartment of the 1960s to 1970s. Comfortable sofas and grandma’s wall unit with its fitted cupboards and shelves are to be found there against the backdrop of quaint wallpaper patterns.

Project

Overkill-Shop, Berlin, Germany

Architects

plus 4930 Architektur, Berlin, Germany

Clients

Robert Schulz und Thomas Peiser, Berlin, Germany

Photos

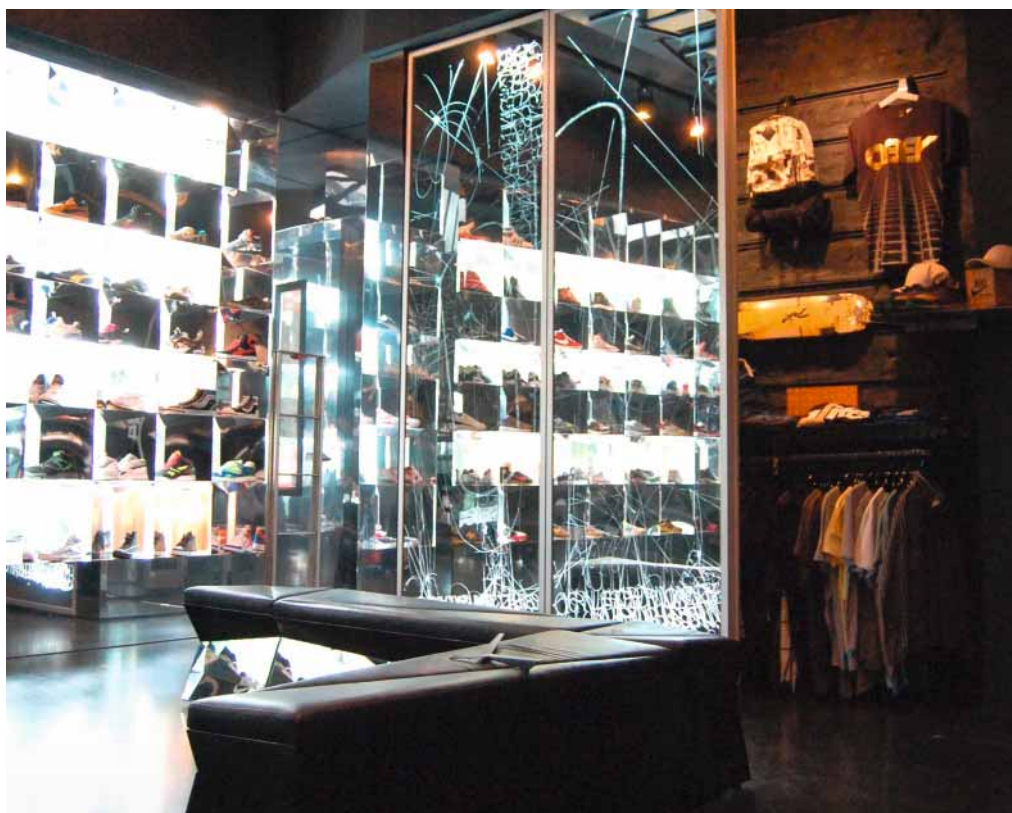
plus 4930 Architektur, Berlin, Germany

DORMA products

MOVEO Glass operable partition system

[Details]

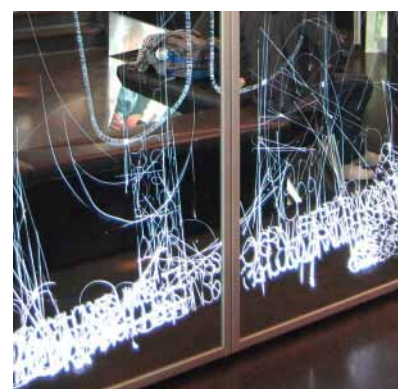
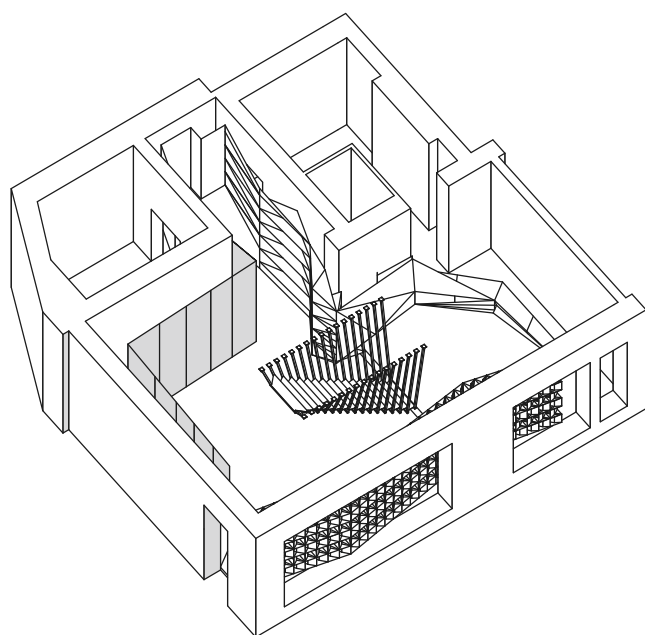
Project | interior



Iridescent light effects are created by the graffiti-like scratchings engraved on the MOVEO Glass partition panels.



The major new releases from top designer labels are showcased like expensive jewels.



The MOVEO Glass partition system is the dominant feature on the ground floor.



Overkill-Shop, Berlin (GER)

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