



Re-Opening Showroom Berlin

CELEBRATION OF THE SHOWROOM RE-OPENING IN BERLIN

Experience WORK.STYLE.CULTURE and Art in the Public Space –
live.

On 6th December, König + Neurath celebrated the re-opening of its showroom near Potsdamer Platz in Berlin with dealers, customers and partners.

König + Neurath presents integrated working environments under the WORK.STYLE.CULTURE banner over more than 500 m² of showroom space. Individual workstations for focused tasks, activity based working, meeting spaces that convey status or comfortable lounge areas – the different working situations are designed so that people can feel good and enjoy their jobs. These space scenarios are intended to reflect an agile work culture and are categorised into the four K+N style collections PURE, FLOW, TIMELESS and VISION. K+N SMART.OFFICE has been integrated into the furnishing concept. The system maintains a digital network to link up available space and equipment, helps to analyse usage behaviour, and provides a basis for fast decisions to improve room availability, workflow and space utilisation on an ongoing basis. Interior architects Daniela Weber and Carina Hölzer have added a distinctive Berlin twist to their reimagination of König + Neurath's diverse brands within the individual style collections. Products by partners Artemide,

Kvadrat and Interface are also showcased in the space concept.





An 8 m² graphic with acoustic properties forms an eye-catching highlight in the foyer. It features a work of art by graffiti and street artist Claudia Walde, known internationally as MadC. The vivid colours evoke dynamism and creativity, principles that can also be applied to the changing requirements in the workplace. Claudia Walde transformed a König + Neurath Caddy into a special artwork in a live act, and this was sold to the highest bidder during the opening celebrations. KAHUZA e.V. – a charity from Halle that supports children and young people from socially disadvantaged families – was delighted to receive a donation of 5000 € to shape their future successfully.

Vico Henkel, Sales Manager for the Eastern Region, is convinced: “The new showroom design means our dealers and customers can create inspiring room scenarios and experience an integrated digital network here. It enables us to showcase our products and services – as a one-stop-shop provider we are able to put each project into practice and follow it right through from the first in-detail analysis to tightening of the final screw. Our redeveloped premises are more than just a showroom to us. The showroom provides customers, partners and architects with a meeting-point that can be used for dialogue between partners, as an event location or an inviting coworking office facility for potential users of that service.”

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