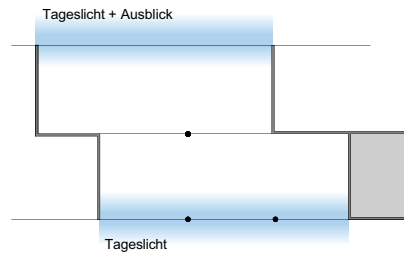




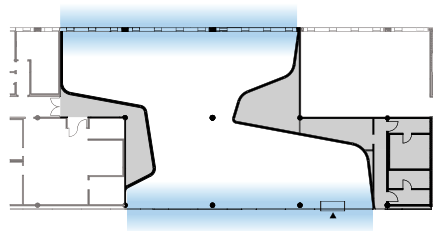
## Bavaria Lounge Messe München

Tina Aßmann Innenarchitektur Erich Gassmann Architekten

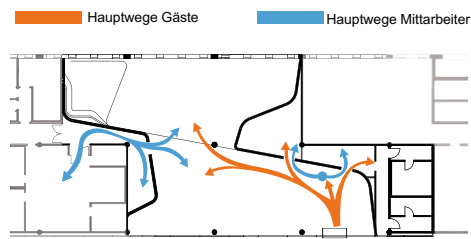
## SPACE



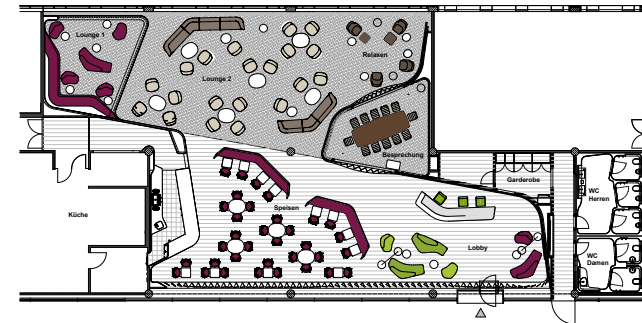
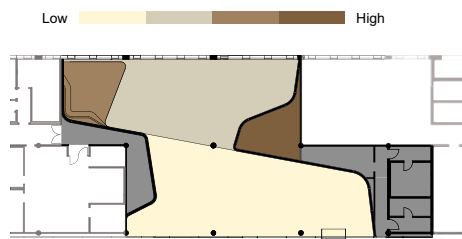
## ROOM FORMATION



## ROOM SEQUENCE



## PRIVACY



## Bavaria Lounge - Messe München (Munich Trade Fair Center) | Design Ideas

For the now aging concept of the existing lounge of the International Munich Trade Fair, a new design has been produced. Modern and innovative, it symbolises a new look according to the motto “Connecting Global Competence” and at the same time optimises the utilisation of space, the existing infrastructure and the catering concept.

Situated on the first floor of the main entrance of the fair, the West main entrance, the converted area is available to exhibitors and external customers as an exclusive lounge for discussions and informal meetings. The basic shape of the room is characterised by two long offset areas oriented on the fair’s entrance hall and, on the other side, on the inner courtyard. The zoning defined by the existing substance enables the arrangement of differentiated room qualities and communal areas separated by the conscious tapering of the room’s boundaries, but reunited by the continuous wall coverings and materiality.

The relocation of the entrance enabled the optimisation of the area utilisation. Maximum flexibility in the choice of seating for the guests and short, crossing-free routes for the staff have been well planned, as was the functional links between the kitchen and the bar area or the reception desk, cloakroom and conference room.

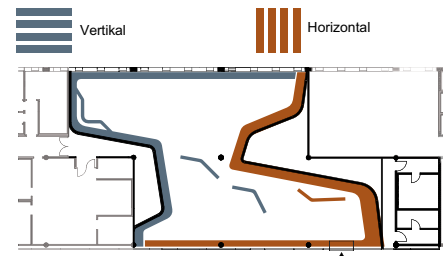
Instead of standing room in the bar area and self-service, the optimised catering concept features different, individually selectable zones for dining, relaxing and conversing. The extrovert, public area for example is arranged along the façade facing the exhibition entrance, whereas the non-visible, quiet niches, which allow for retreat and informal talks, are located at the rear of the lounge.

The result is a comprehensively thought-through design concept that corresponds to the functional requirements placed on the intended usages and at the same time creates a special kind of retreat for guests in the hectic daily routine of the fair.





#### LINES AND ZONES



The theme of vertical and horizontal lines creates zones within the room – from the entrance façade to the meeting room in the form of the intertwined lamella façade of made of Corian, which provides not only the necessary privacy but also natural daylight. There is also a horizontal layering of installations such as the bar and store-room, which merges seamlessly into a raised lounge area with a shaped seating ensemble.





The holistic approach of the design comprises not only the interior design but also the choice of accessories such as vases, glasses and tableware as well as the design of the menus and a design guide for external events and flower decoration.

In accordance with the dynamic room silhouette, the freestanding furniture augments the design concept in form language and materiality. Powerful colour accents in timeless green and aubergine tones add to the restrained colour concept consisting of warm grey-beige colour nuances.



Subtle horizontal and vertical linear elements characterise the room together with the choice of flooring – broad oak planking in the front area and plush carpeting for the more private retreat area.



Lighting by natural daylight is complemented in the whole lounge by modern LED technology – along the façade and wall coverings in the form of indirect lighting from above and below as well as freely placed spotlights and decorative standing luminaires.

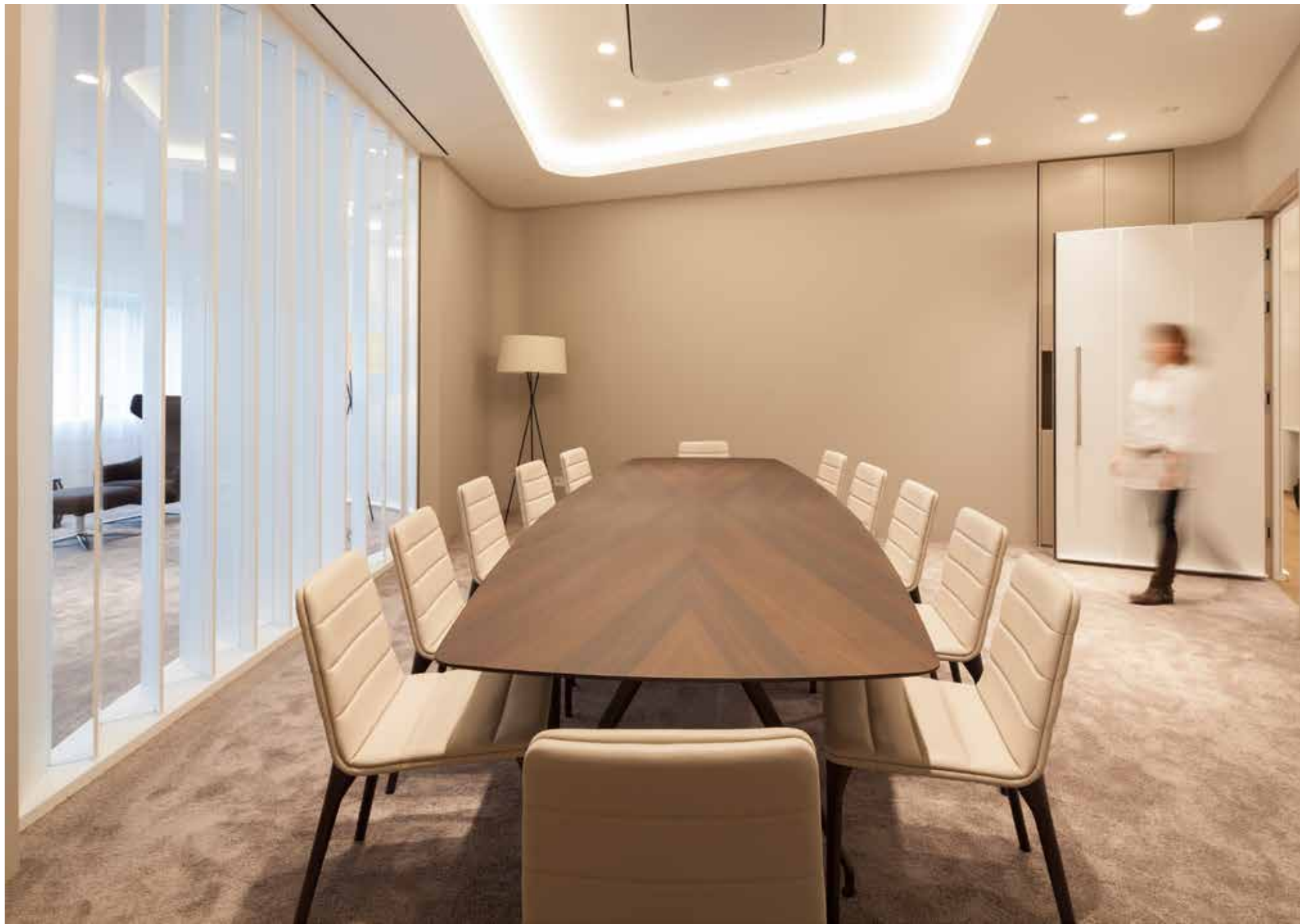




The corrugated lamella ceiling (with an individual design in every suite) emulates the typical, gentle Bavarian hill landscape.







The lounge is in conscious contrast to the hectic activity in the exhibition halls. Instead of the latest conference technology, the conference room was given a cosy ambience.



Whereas the conference room is shrouded from the public side of the lounge with closed lamellae, the slit position is open to the more intimate, protected rear. The necessary technology for ventilation, lighting and sound is integrated in three ceiling ducts.



The acoustic separation of the conference room and the large area of acoustic plaster on the ceiling provides the necessary flexibility for the varied uses of the lounge.





The adjacent sanitary facilities take up the theme of the dynamic room design. Colourful accents are set by the fine mosaic tiling, reflecting the green and aubergine tones of the furnishings.

Project Data:  
ca. 490 m2 Area  
112 seats

Interior Design:  
Tina Aßmann | Erich Gassmann  
Design team:  
Anna Tschochner, Philipp Hutzler, Sebastian Filutowski

Lighting design:  
Tropp Lighting Design

Client:  
Messe München International

Photography:  
© Florian Holzherr, Munich

Coverings / Lamella: Corian / Hasenkopf  
Furniture: Arper, COR, Maxalto, Rimadesio, Tacchini, Tonon, Vitra  
Textile: Gabriel, Johanna Daimer, Stolz, Kinnasand,  
Osborne&Little + Sahco Hesslein + Dedar, Manuel Canovas + Designers Guild  
Coverings Floor / Walls: Admonter, JAB Anstoetz, Singhammer, Sicis, Mosa Tiles  
Lighting: Xenon Architectural Light, Foscarini, Santa & Cole  
Sanitary: Alape, Antonio Lupi, Gessi, Keramag, Laufen, Tece, Varicor  
Accessoires: Asa, Bauscher + Kahla, Zwiesel Kristallglas



The photos shown are available to the press for printing free of charge by indicating © Aßmann Gassmann / Florian Holzherr. Publication file copy requested.

Tina Assmann | Studied interior design at the FH (Polytechnic) Rosenheim. Since 1998, own architects office in Munich, concentrating on high-quality interior installations. International project implementations including for Escada and Laurél. 2011 completion of VIP Lounge at Munich Airport.

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Erich Gassmann | Studied architecture at the TU Munich. Worked in the office of Axel Schultes, Berlin, and active for many years in the office of Prof. Otto Steidle in Munich. As Project Manager and office partner, responsible for large-scale projects, awards include the Deutscher Städtebaupreis (German Urban Development Prize) and the Deutscher Architekturpreis. Since 1998, own architects office in Munich, concentrating on housing. Projects implemented in New York and South India. 2011 completion of VIP Lounge at Munich Airport.

[www.egassmann.de](http://www.egassmann.de)