

COORDINATION



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PRESS INFORMATION

ABOUT COORDINATION: OFFICE PROFILE

COORDINATION is an award-winning, internationally operating studio for interior design and architecture located in Berlin specializing in the creation of high-impact environments in the field of corporate architecture, working environments, residential interiors as well as exhibition design. In 2004 the design studio, based in the heart of Schoeneberg, was founded by product designer Flip Sellin and architect Jochen Gringmuth, who now manage it together with associate partner Lena Kramer.

The international team of interior designers, product designers and architects develop spaces that are perfectly tailored to their users: future proof office environments, successful retail spaces, exciting exhibitions and residential concepts. With a holistic design approach COORDINATION integrates all levels of spatial design: from bespoke interiors with individually developed furnishings to lighting solutions and installations up to full scale architectural concepts. Every project receives a thorough individual analysis before it is planned with all relevant spatial, social and cultural pre-sets in mind. User-centred design and spaces that evoke emotions are key to all of COORDINATION's projects, while duality and contrast are just as much aesthetic signature elements as a confident application of colour.



f.l.t.r.: Founder Flip Sellin, Founder Jochen Gringmuth & Associate Partner Lena Kramer

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PROJECT EXCERPT



FRAPORT – EXHIBITION DESIGN

Location and completion: Frankfurt am Main, 2021

Phases: Concept to completion

For the visitor center in Frankfurt International Airport, COORDINATION conceived and implemented an interactive permanent exhibition with a wide array of multimedia applications presenting insights into the complex processes behind one of the busiest global airports. The project's scope included the architectural curation of the experience center, the design of the overarching light installation and the development of many fascinating media-based experiences.

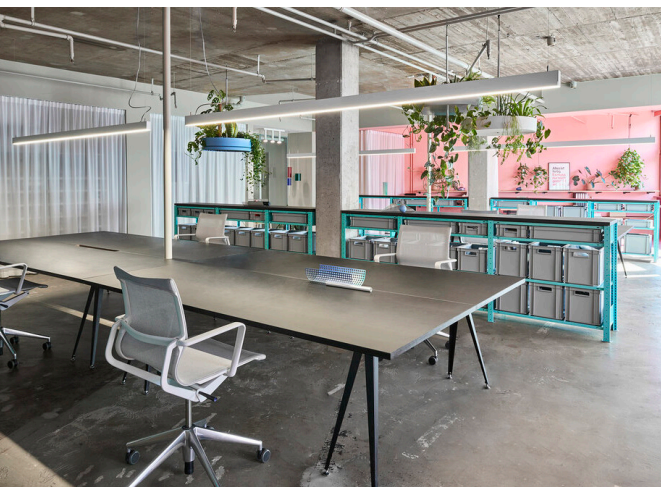


FUTURIUM GIFT SHOP – RETAIL DESIGN

Location and completion: Berlin, 2019

Phases: Concept to completion

Centrally located in the foyer, the gift shop of the Futurium presents itself as pure, museum-like and elegant. It is constructed as a clear topography of cubes in a fresh lime-ice colour, equally ensuring longevity, flexibility and accessibility. Pre-installed tablets deliver additional product information. The condensed spatial silhouette allows a closeness to the products on offer and complements the airy, futuristic architecture by Richter Musikowski.



PIROL STUDIOS – OFFICE DESIGN

Location and completion: Berlin, 2019

Phases: Concept to completion

COORDINATION designed their own office space within the Berlin Pirol Studios, imagining an office for the(ir) future and a place that enhances creative communication. The design principle was to structure the space in a way that facilitates teamwork and creates a variety of equal workspaces. The confident colour concept and a wilful preservation of the 1970ies brutalist architectural elements of the former warehouse result in a crisp and unique interior.

To receive high-resolution images, please contact Brand. Kiosk on: coordination@brand-kiosk.com

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PORSCHE STUDIOS – RETAIL DESIGN

Location and completion: Milan, Bangkok, Dehli, Taipeh, Beirut, Capetown (...) 2018/2019

Phases: Concept to completion

COORDINATION designed the Porsche Showrooms as urban meeting points in prime city locations, complementing the Porsche Centers mostly located far from the inner city. The core brand values - precision, dynamics and uncompromising engineering - are manifested in an over-arching constructive grid. A bright central runway structures the space and highlights the newest models while dimmed flanking areas host various special feature areas and interaction points.



DEUTSCHE BANK – BRAND ARCHITECTURE

Location and completion: Frankfurt am Main, 2011

Phases: Concept to completion

Located within the headquarters of Deutsche Bank in Frankfurt, the Brand Space offers insights into the company's history, business areas, fields of social engagement and brand governance. Starting point for all spatially embracing media-based experiences is the iconic Deutsche Bank Logo designed by Anton Stankowski. Transcribed into the third dimension as anamorphic structures, the Brand Space received the most distinctive design awards and has been widely published.



ALLES NACH PLAN? – EXHIBITION DESIGN

Location and completion: Berlin and Leipzig, 2016/2018

Phases: Concept to completion

For the institute „Haus der Geschichte der Bundesrepublik Deutschland“ COORDINATION designed the travelling exhibition „Alles nach Plan? Formgestaltung in der DDR“ („According to the plan? Product design in the GDR“), shown in the museums „Kulturbrauerei Berlin“ and „Zeitgeschichtliches Forum Leipzig“. In addition to the architectural concept and coordination of the set-up, COORDINATION also developed all graphic means of communication such as key visuals, posters, flyers and invites.

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RITZ PRIVATE APARTMENT – RESIDENTIAL DESIGN

Location and completion: Almaty, Kasachstan, 2015

Phases: Concept to completion

In the top floor of the tallest building of Almaty, Kasachstan, COORDINATION designed and implemented a large, one-of-a-kind exclusive one-bedroom-apartment with a lofty feel. By merging complex site-specific requirements and the local context, an exceptional spatial structure evolved. In addition to the design concept and the highly complex technical planning, the project's scope also included the careful selection of all materials, accessories and art as well as the bespoke development of most furniture pieces.



PRODUCT DESIGN

COORDINATION also runs an in-house product design studio to develop bespoke furniture and lighting objects. Artisan craft and the use of only the best materials describe the resulting pieces best. Thread Family, a series of versatile height-adjustable furniture pieces made of walnut or oak combined with steel has been part of the direct to order collection for ten years. Pieces such as the hand-blown chandelier "B-Tomic" and the translucent marble light structure "Tangle" are proof of COORDINATION's versatility and inventiveness.

NOTE TO EDITORS

WEBSITE & SOCIAL COORDINATION

www.coordination-design.com
www.instagram.com/coordinationberlin/
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