

Special Theme
**Interior Design
 Guide**

Interior architecture

The art of designing internal space

London is a hotspot for interior architecture and design and industry leaders such as Kelly Hoppen, Anouska Hempel and David Collins are well known and not only amongst design aficionados. But did you know that Germany also has a vibrant interior design scene?

TEXT: TINA AWTANI

In this issue we present you with a great selection of Germany's finest interior architects and designers. All of these creative talents are unique in their own special way and offer a wide spectrum of high end service all dedicated to inner space. No matter if you prefer a contemporary, a classic or even a quirky style, there is certainly a designer out there who is capable of creating your perfect space.

But what does "interior architecture" really mean? Expert Susanne Leson, founder of Leson Innenarchitektur x Objektmanagement Frankfurt, has been in the industry for decades. She has learned her profession from scratch including a university degree in interior architecture with distinction and years of training in a prestigious studio in New York. She explains: "The interior architecture is an area that appeals to the senses of insides sparking a passion about unusual textures, surfaces, colours and materials. For many it seems an almost heavenly pleasure to deal with these topics on a daily basis, but for an industry professional it is a bare necessity. With all respect for the euphoria, it is essential not to forget that this profession is without doubt one of the most creative crafts, but in reality also requires a firm understanding of technical is-

sues, function and organisation. The classic interior architecture includes dealing with the creation or recreation of interior spaces, the formation of rooms including walls, ceiling and floor design, while always bearing in mind the technical facilities such as in-house technology, lighting, security systems etc."

Around 126,000 architects are registered in the Federal Chamber of German Architects (BAK) this year, of whom only 5,500 are listed as interior architects. "It seems odd that the market has far more architects than interior architects. And the real number of interior architecture studios in the classic sense may even be lower due to high professional requirements in terms of creativity. The sense for space, form and colour as well as the high level of technical understanding is key, but in order to successfully achieve the necessary symbiosis of creative and technical capability, one also has to have natural talent," Leson says.

Take a close look at the following pages and meet some of the finest German interior architecture and design talents from the studios of Angela Stein, Lay, Leson or Reuter Schoger.



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pletion accomplished by Leson. Every single detail, every height ratio, every proportion is painstakingly planned and implemented with great attention to detail. We always look at a project from a global angle when it comes to completion. That is why a perfect acoustic is taken into consideration as well as the perfect illumination of the individual interior space."

The latest Leson project is as prestigious as it gets. None other than one of the world's finest jewellers decided to put the creation of office and retail space into Leson's hands. Tiffany & Co. had already embarked on a successful cooperation with Leson, who created the label's boutique at Frankfurt airport in 2011. This time around the exclusive jeweller is looking forward to a brand new Leson office and retail space in Frankfurt's prime location Goethestrasse. But until the premises are finished an interim solution needed to be created in order keep business open as usual. And Leson found the perfect solution with a clever temporary arrangement just around the corner. "Reassembling the Tiffany gift box, a special container in the characteristic Tiffany Blue® was created, so the brand can be easily identified from a distance. Even the characteristic white bow, that is part of the gift box, was visualised in style," Guido Leson proudly says.

www.leson.de



Leson interior design x object management A symbiosis of interior design and marketing

Leson sees, understands and implements interior architecture "as a whole". Achieving extraordinary rooms made up of function, comfort, elegance and perfection is what Leson stands for. The Frankfurt based interior architects are an established fixture amongst the cities bluechip boardrooms.

TEXT: TINA AWTANI | PHOTOS: LESON INNENARCHITEKTUR X OBJEKTMANAGEMENT

When Susanne Leson and her husband Guido established Leson Innenarchitektur x Objektmanagement in 1997, they embarked on a venture of blending classic interior design, marketing expertise and excellent communication skills. The Leson portfolio includes renovation and interior architecture of existing as well as newly built constructions, the revitalisation of single floors or a complete property. Located in Frankfurt's

vibrant Sachsenhausen district, the duo established a proven track record by creating contemporary living spaces, exclusive office and conference areas and even high end retail space for the distinguished and style savvy clientele. Asked about the secret of success, founder Guido Leson replies: "The art of optimising materials, colours and their implementation in a project is a process that reaches its peak with every single com-