

Berlin Report

September 2024

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1. Grüne Erde-Welt

Project Overview

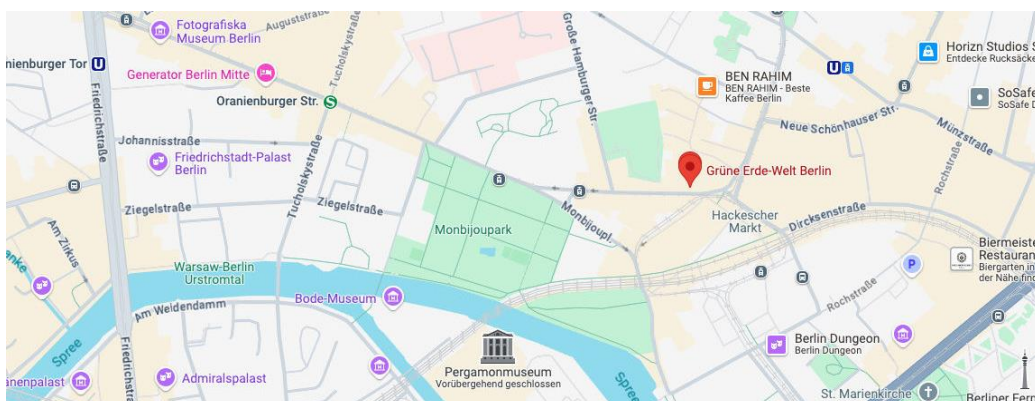
Grüne Erde (Green Earth), an Austrian manufacturer that has been producing sustainable bedding, furniture, and interior goods since 1983, has gained popularity in many countries. To commemorate its 40th anniversary, the company has renovated its Berlin store, creating a relaxing, natural space in the heart of a busy downtown area. The store is located on the main street in the Mitte district. Upon entering, a fresh scent of wood fills the air—this is the natural aroma of the wood used in the furniture and interior design. The built-in shelves are crafted from oak, and around 1,000 plants are placed on the walls and throughout the 740-square-meter store, which spans two floors. Grüne Erde's product lineup includes not only furniture, mattresses, and interior goods but also a wide variety of natural cosmetics. Visitors are first greeted by a bed with a mattress made from natural materials, the company's first and signature product. To the left, materials used in the mattresses are displayed like an installation, promoting the manufacturer's philosophy. On the second floor, in the bedding section, an original tatami mat is laid out along with the Ryokan bed, which was inspired by Japanese modernism. Guests can appreciate the beauty of solid wood furniture that maximizes the use of natural materials while minimizing waste.

In the section featuring interior goods and living room furniture, a samovar is available for customers to enjoy herbal tea at their leisure. The cash register area, set up like a bar counter at the back of the store, creates a relaxed atmosphere, dispelling the typical feel of a retail store. Visitors are encouraged to explore the space without feeling self-conscious. The interior design reflects the brand's desire for customers to fully enjoy the experience of relaxing in a natural, welcoming environment.

Project Details

1. Client: Grüne Erde
2. Type of Business: Store
3. Open Date: 09/2023
4. Location: Oranienburger Strasse 1-3, 10178 Berlin
5. Size: 740 m²
6. Interior: Inhouse
7. Website: <https://www.grueneerde.com>

Location Map





Above: 100% natural mattresses with a wall display of materials such as domestic alpaca, wool, and linen.

Below: The cashier counter, tucked away and concealed by greenery at the back of the store.





Above: A samovar at the back of the restaurant, where guests can enjoy a drink.

Below: Organic greens in the restaurant are sustained by a specially developed irrigation system





Above: A corner featuring bedding and beds designed in a Japanese style, with Ryokan beds complementing the tatami space.

2. Closer to Nature

Project Overview

It is often said that nature and architecture are inherently in opposition, but is this really the case? If so, what can architecture do in today's world, and what should it strive to achieve in the future? The exhibition "Closer to Nature," currently being held at the Berlinische Galerie, raises these thought-provoking questions.

The exhibition introduces three building materials: wood, clay, and mycelium. However, the space made from mycelium, MY-CO SPACE, garnered the most attention. The project was led by MY-CO-X, a scientific collective headed by Dr. Vera Meyer, a professor at the Technical University of Berlin and a renowned biotechnologist, alongside architect Sven Pfeiffer.

The material, made from industrial waste such as straw and sawdust by cultivating fungi, is said to possess excellent fire resistance, water resistance, and soundproofing qualities. It is lightweight, highly suitable as a construction material, and 100% biodegradable, meaning it can be returned to the soil, reducing its environmental impact. As such, it is considered a promising next-generation building material.

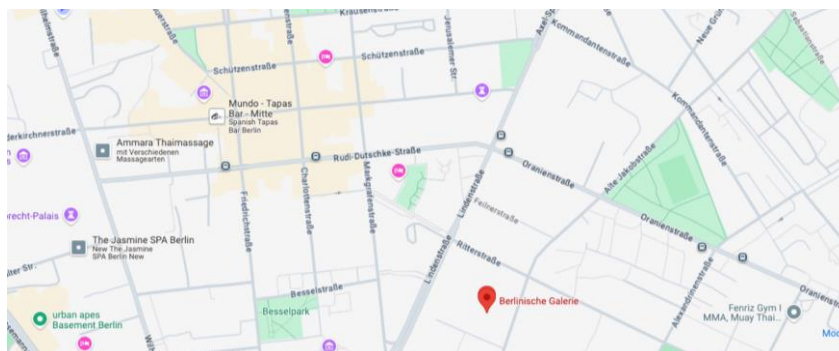
MY-CO SPACE is a 20-square-meter cocoon-like structure formed by combining 300 hexagonal panels made from mycelium. The wooden frame supporting the space mimics the lamellar structure formed by the fungus. Chairs made directly from tree trunks, as well as textiles and cushions dyed with fungal threads, are softly illuminated by lighting also created from fungal threads, casting a warm, gentle glow.

Interestingly, the space takes on a completely different appearance when viewed through the microscope provided within the exhibition. Mycelium spreads across the surface of the wood, showcasing the fungi actively thriving in the exhibition space. This innovative approach highlights the emergence of a new world in architecture and interior design, where structures exist in symbiosis with nature.

Project Details

1. Client: Closer to Nature
2. Type of Business: exhibition
3. Open Date: 16/02/2024 - 14/10/2024
4. Location: Berlinische Galerie, Alte Jakobstrasse 124-128, 10969 Berlin
5. Realisation: MY-CO-X, OLA – Office for Living Architecture, Reitermann/Sassenroth Architekten
6. Website: <https://berlinischegalerie.de/digital/closer-to-nature/>

Location Map





Light filters in through the gaps in the mycelial panels like sunlight filtering through trees, and the sound and temperature from the outside world are moderately blocked, creating a relaxing space.





Above: Building materials such as clay and plants are also featured as innovative proposals.

Below: The tactile texture and surface of mycelium are both artistic and intriguing, opening up new ideas and possibilities for future materials.

