

Berlin Report

February 2025

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1. HARRY LEHMANN

Project Overview

Established in 1926, the parfumerie HARRY LEHMANN is once again attracting attention after being revitalized under new ownership, following its unfortunate closure.

Having operated at its current location since 1958, the store closed its doors in 2022 before being taken over by Jannis Lucian Groh. As a native Berliner, Groh stated, "I must not erase the history of this store," and chose to honor its nearly 100-year legacy by focusing exclusively on selling original perfumes by weight.

The renovation was centered on the idea of "presenting the original, unique furniture from the 1920s to the 1950s from a fresh perspective." Wooden shelves and counters were resurfaced and polished, while the 1950s-era cash register counter was modernized with a black leather top. Additionally, the desk used by the founding owner in the 1920s was retrieved from his office and placed at the center of the store as a presentation stand.

The store's signature star-shaped ceiling light, a recognizable trademark of HARRY LEHMANN, has been preserved. Brass lamps bearing the store's logo, which had been abandoned in the basement, were restored and mounted on the walls. The old wallpaper was removed, and the walls were refinished in a timeless gray, enhancing the refined and elegant atmosphere. In this thoughtfully restored space, vintage perfumes in glass bottles seem to shine once again, bringing their century-old heritage to life.

Project Details

1. Client : HARRY LEHMANN
2. Type of Business: Parfumerie
3. Open Date: 22/3/2024
4. Location: Kantstrasse 106, 10627 Berlin
5. Size: 55 m2
6. Interior Design: Vianney Lancres, Jannis Lucian Groh

<https://harry-lehmann-parfum.com/>

Location Map





Furniture from the 1950s has been reimagined to create a contemporary space. The carpet's pattern is inspired by the artificial flowers that were once sold in the store. In the past, these flowers were sprayed with perfume and used as a substitute for fresh blooms.



Above: A historical photo from the time of the establishment is casually displayed. Below: The exterior sign, unchanged since 1958, remains as it was





Above: The old countertop has been refreshed by replacing the top panel. Bottom right: A dispenser, once installed on the street, allowed passersby to sample "today's fragrance." Bottom left: A large mirror creates a sense of spaciousness in a space that might otherwise feel heavy with furniture. Trial corners are set up for everything from perfumes to fragrance candles.



2. The Dry Gin and Beef Club Berlin

Project Overview

In 2023, Herzog & de Meuron opened The Dry Gin and Beef Club Berlin, a restaurant that brings together the flavors of gin and meat dishes, within the legendary Tacheles art space. Once a symbol of Berlin's alternative art scene, Tacheles has been transformed into a mixed-use complex, blending history with contemporary design.

Upon entering, guests are greeted by a ceiling adorned with botanicals, setting the tone for an immersive experience. Opposite the entrance, the bar wall features a pharmacy-style shelf displaying an impressive collection of over 600 varieties of gin. Toward the back, the seating area across from the kitchen is nestled in an alcove, creating an intimate and cozy ambiance.

Interestingly, the interior materials reflect the essence of the cuisine served here. The alcove seating area features walls made of cedar planks, charred black to resemble a grill, while the ceiling is inlaid with steel netting, reinforcing the theme of fire and heat. The smooth leather cushions and partitions evoke the texture of meat, while the shiny marble tabletops symbolize the crisp, refined aroma of chilled gin.

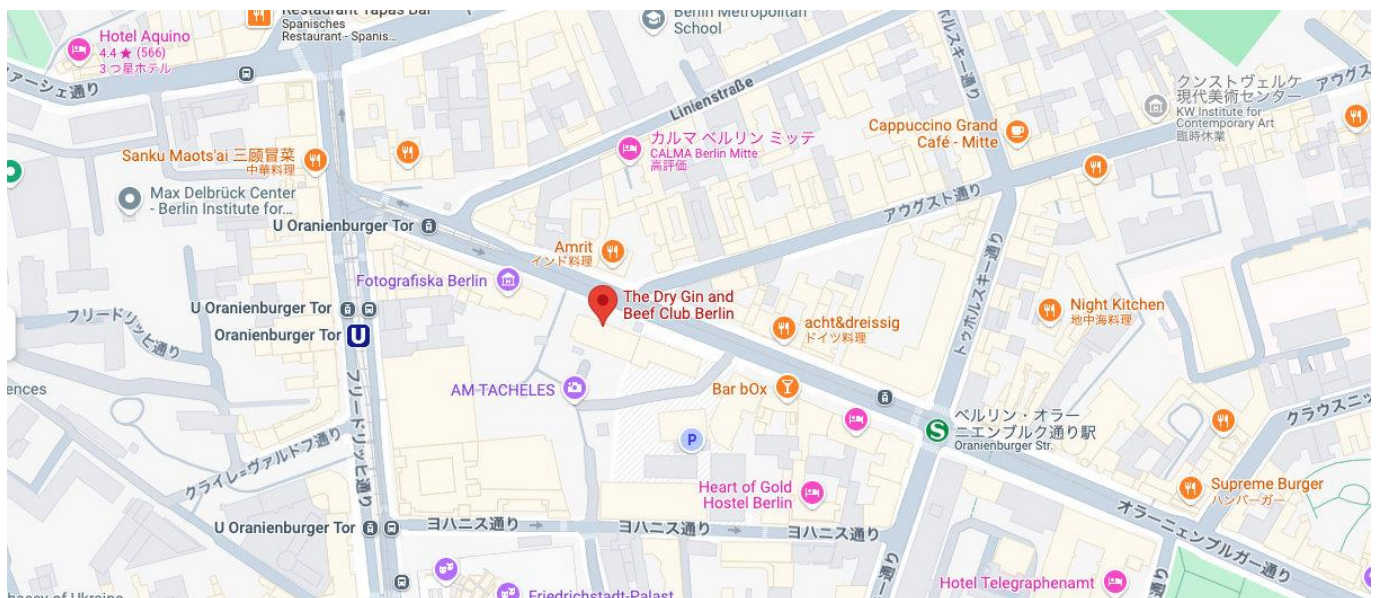
By engaging all five senses—sight, taste, and scent—this thoughtfully designed space elevates the dining experience, making every meal truly exceptional.

Project Details

1. Client : The Dry Gin and Beef Club Berlin
2. Type of Business: Restaurant
3. Open Date: 09/2024
4. Location: Oranienburger Strasse 60, 10117 Berlin
5. Size: 110 seats (incl. Tasting Room for 25 person)
6. Interior Design: Ippolito Fleitz Group (architecture) CONDUK

<https://berlin-gin-beef-club.de/>

Location Map





Above: Botanicals used for gin are hung from the ceiling. Bottom: The shelves for gin are reminiscent of traditional pharmacy shelves.





Top: The seating area in the back, made of leather, is partitioned off like a private room to create a sense of intimacy. Bottom right: A corner inspired by yakiniku (grilled meat).

