

Berlin Report

March 2025

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1. Jane & the Jam

Project Overview

Jane & the Jam opened last fall on a glass-walled corner facing the main street in Berlin's Mitte district. At first glance, the front of the store appears to be a gourmet food boutique, lined with playful designer foodstuffs, cookbooks, and wines. However, hidden just beyond the cash register counter is a cozy wine bar, waiting to be discovered. Whether you're looking for a souvenir before an evening gathering, a leisurely lunch, or an aperitif at sunset, this charming spot has something for every occasion.

"If you live in the neighborhood, you'll find yourself coming back again and again. It's the kind of wine bar you might stumble upon by chance and want to keep a secret," says owner Jaime Curtis of the interior design concept. "We wanted the space to feel intimate and a bit mysterious."

Originally from Los Angeles, Jaime moved to Berlin several years ago and brought a touch of the West Coast to the space. Openwork block walls and layered rugs introduce a laid-back Californian feel, while pinks and oranges add warmth to contrast the gray Berlin cityscape. The design also incorporates classic French bistro elements, such as marble café tables, paired with modern accessories and artwork. The lighting fixtures, which evoke a new yet nostalgic charm, were sourced from a Polish manufacturer by Magda Kwoczka of Finch Studio.

Since the space was previously an office, it retained a structural hardness with its exposed columns and flooring. To soften the ambiance, low upholstered sofas, velvet stools, and plush rugs were carefully selected, creating an inviting environment where guests can linger and unwind. "The goal was to craft a special, cozy retreat, a place to escape from the fast-paced reality outside," Jaime explains.

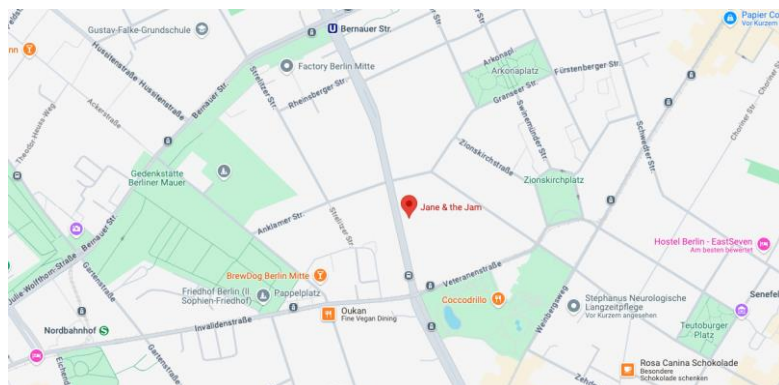
As warmer months approach, parasols and a street-side terrace will be added, further extending the experience outdoors. We can't wait to see what's next.

Project Details

1. Client: Jane & the Jam
2. Type of Business: wine bar, shop
3. Open Date: 11/2024
4. Location: Brunnenstrasse 27, 10119 Berlin
5. Size: 130 m2
6. Interior Design: Magda Kwoczka (Finch Studio)

<https://janeandthejam.com/>

Location Map





Above: The shop space, where the vibrant, colorful design draws in customers.

Below: Behind the cash register, a hidden wine bar awaits. Watermarked blocks serve as a stylish partition

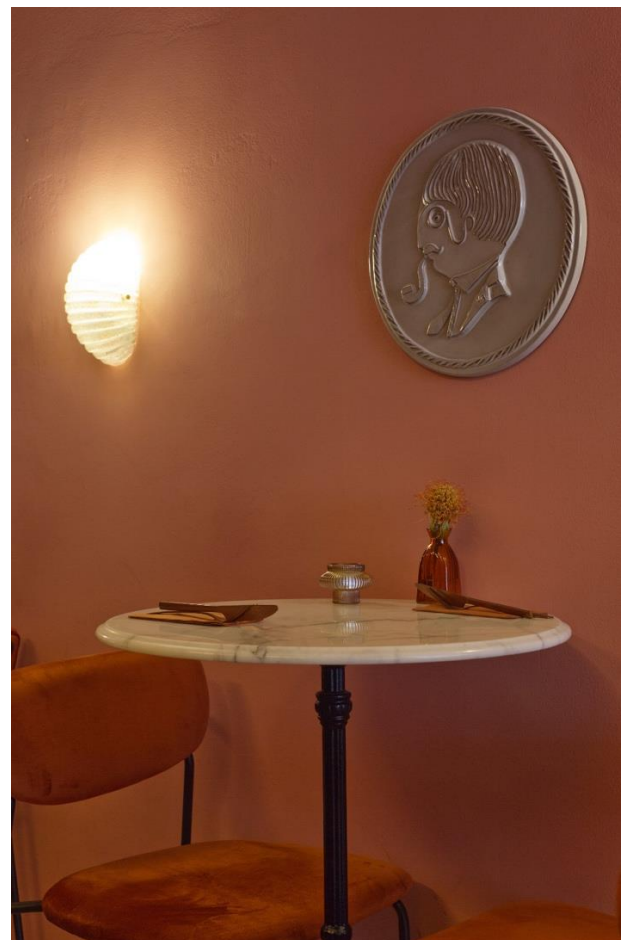




Floor tiles and wall objects introduce a dynamic rhythm to the space, while a retro dark green lamp anchors the interior, preventing it from feeling overly delicate or sweet.



Above: Private rooms are available for meetings. Bottom left: The heater is painted orange, complementing the greenery that adds a touch of color. Bottom right: A French bistro-inspired setting, with accessories in a subtle, muted Orange



2. Der Berliner Salon

Project Overview

Der Berliner Salon is a showcase of emerging designers, held in conjunction with the opening of Berlin Fashion Week. This year marks the 10th anniversary of the exhibition, which brings together classical paintings and avant-garde fashion in the Gemäldegalerie—home to an extensive collection of European masterpieces from the 13th to 18th centuries, including works by Johannes Vermeer, Albrecht Dürer, and Lucas Cranach. The thought-provoking dialogue between historic artworks and contemporary fashion drew widespread attention. While fashion shows have previously taken place in modern art museums, this year's setting—the Picture Gallery, lined with religious paintings and classical masterpieces—offered a striking contrast.

"At first glance, fashion and classical art seem worlds apart, differing in era and mode of expression. However, both serve as mediums of self-expression, reflecting themes of sexuality, gender roles, and identity. With this exhibition, I wanted to highlight the deep connections between painting and fashion, while also demonstrating that the social themes explored in historical artworks continue to inspire contemporary designers today," explained the curator. Berlin's renowned Gemäldegalerie is not just a destination for fashion enthusiasts but also a major tourist attraction. While some visitors were puzzled by the presence of mannequins and garments in a traditionally tranquil museum space, many were captivated by the interplay of color, form, material, and theme, drawing comparisons between fashion and fine art.

The exhibition also transformed the museum's surroundings—the furnishings, floors, and walls—allowing the space itself to become as visually compelling as the artworks on display.

Project Details

1. Client: Der Berliner Salon
2. Type of Business: fashion exhibition
3. Open Date: 04.02.2025 - 23.02.2025
4. Location: Gemäldegalerie, Johanna und Eduard Arnhold Platz, 10785 Berlin
5. Curation: Gemäldegalerie, Christiane Arp, CEO of the Fashion Council Germany

Location Map

