

Project **Hitt und Söhne**
Concept Store with Bar & Shop

Site Innsbruck, Austria
Client Schorsch Gastronomie GmbH / Margit MÖlk-Kröll

Competition 03/2015
Design 03/2015
Construction 09/2015
Completion 12/2015

Useful area 250 m² [Inside 165m² | outside 85m²]
Material Kork, Eloxal, Epoxyd resin, Wood

Design **LAAC**
LANDSCAPE
ARCHITECTURE
AND CITY

ARCH DI Kathrin Aste
ARCH DI Frank Ludin

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Team: DI Spela Leskovic,
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Please contact the photographer to receive
the high-resolution pictures and to clarify
publication conditions.

Hitt und Söhne Concept Store with Bar & Shop

In December Hitt und Söhne opened with drinks and skis its doors on the Hungerburg in Innsbruck. In the context between city and mountain five young gastronomers from Munich's realized with an innovative concept something completely new. In the format of a concept store one can admire not only brand new ski models but also a Cafe'- Bar.

For the architecture it was an interesting and delightful task to negotiate a bar with a shop. Fundamental for the design concept was the challenging context of the Hungerburgbahn and the Nordkettenbahn – the Tyrolean Modernity and the avant-garde. Furthermore the design concept references to the material and design aesthetics of the 60s, and tries to make this perceptible.

LAAC HTS PEX LS 002 SC



LAAC HTS PEX LS 007 SC



LAAC HTS PEX LS 014 SC



LAAC HTS PEX LS 019 SC



LAAC HTS PEX LS 020 SC



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