

Ein Kubus, der in die Luft geht – umgesetzt von Schrutka-Peukert

„Frieress Feines Haus“ ist der Flagshipstore mitten im Villacher Gewerbegebiet – ein elegantes Thekensystem steht im Zentrum dieses Vorzeigeprojekts



8]Y'?'i Vi g!H\Y_Y']gh']bbcj Uh]j 'k]Y'_Ui a 'Y]b'UbXYfYg
H\Y_YbgmghYa 'Ua 'A Uf_h'?'`UFY'@b]Yb'XYf'H\Y_Y']b'?ca V]bUh]cb
a]h'Y]bYa 'fUZZ]b]YfhYb'GW\Y]VYbgmghYa ''YZYfb'X]Y'JcfUi ggYhni b[
ZØf'XYb'8i fW\V'jW'_Ui ZX]Y'dfÅgYbh]YfhY'K UfY''8Yf'?'i `a VUW\Yf
@UXYbVUi Yf'GW fi h_U!DYi _Yfh'gYhnh'XYa 'bi b'bcW\Y]bg'XfUi Z
8]Y': fcbhgW\Y]VY''Y» 'g]W\ 'V]g\Yf'bi f'bUW\ 'j cfbY'_UddYbž'Yhnh
U''YfX]b[g'Ui W\ 'bUW\ 'cVYb'' 8 Ug']gh]ja ' : 'Y]gW\YfY]VYfY]W\
k]W\h][žXU'X]Y'H\Y_Y'Ui W\ 'j cb'j cfbY'VYghØW_h'i bX''Y]W\hYf
[YfY]b][h'k YfXYb'_Ubb ž'gU[h': 'Y]gW\Yfa Y]ghYf'?'i fh': f]Yfgg'Ui g
J]'UW\''5'g'Y]bYf'XYf'9fghYb'\Uh'gY]b'6Yhf]YV'X]Y'bYi Y
H\Y_YbhYW\ b[_ZØf'XUg' : Y]bY'<Ui g ž'XYa ' : 'U[g\]dghcfY'XYg
K i fghgdYn]U']hÅhYb\YfghY''Yfg': f]Yfggž'[YcfXYfh"

K jY`VY]`XYf`žbcfa U`Yb`?i Vi g!H\Y_Y`]Y[h`XUg`; Y\Y]a b]g`]a
?]dda YWU b]ga i g žYf[Ābnh`K]bZf]YX`; fc» ž; YgW\ÀZhgZØ\fyf`j cb
GW fi h_U!DYi _Yfh"8Yf`?]dda YWU b]ga i g`]gh`dYf`HfÀ[Yf`Ub`X]Y
NU\`d`UhhY`a cbh]Yfh"9f`V]YhYh`XYb`i bY]b[YgW\ fĀb_hYb`6`]W_`Ui Z
X]Y`Ub[YVchYbY`K UfY"BUW\`j cfbY`]gh`XUg`GmghY`a`ghØhnYbZfY]"
Ni a`6YghØW_Yb`XYf`H\Y_Y`cXYf`Ui W\`ZØf`X]Y`FY]b][i b[`XYf
5i g`U[Y`_ØbbYb`X]Y`Y]bnY`bYb`GWY]VYbY`Ya YbhY`Y]bZUW`i bX
g]W\Yf`Ui Z[Y`_Uddh`k YfXYb"A]hhY`g`8fi W_`i ZhZYXYfb`V`Y]VYb`g]Y`]b
]\fyf`9bXdcg]h]cb`ghY\Yb"

; YgW\ k i b[YbY`H\Y_YbZcfa`VY]: f]Yfgg
: Y]bYg`< Ui g

8]Y`BYi Yfi b[`Z b_h]cb]Yfh`Ui W\`]b`XYf`[YgW\ k i b[YbYb
H\Y_YbZcfa žk]Y`g]Y`VY]: f]Yfgg`Y]b[YVUi h`]gh"8]Y`j Uf]UV`Y
H\Y_YbZcfa`dUggh`g]W\`XYb`fĀi a`_]W\Yb`; Y[YVYb\Y]hYb
]bX]j]Xi Y``Ub"6Y][fc»Yb`H\Y_YbUb`U[Yb`k]fX`a]h`?i Vi g`fi bX
Xi fW\`[Yn]Y`hY`GW\ k Øb[Y`XYf`?i bXYbZi gg`VYggYf`[Y`Yb_h`i bX
a]h`K UfYbgW\ k Yfdi b_hYb`]b`XYf`Fi bXi b[`Zc_i gg]Yfh"

H\Y_Y`fi bX`i a g`9W_

6Y]: f]Yfgg`k]fX`?i Vi g`fi bX`[Ybi hnhž`i a`X]Y`H\Y_Y`]a`- \$!; fUX!
K]b_Y``i a g`9W_`ni`ZØ\fyb"8]Y`Fi bXi b[`j Yf\]bXYfh`Y]bYb
cdh]gW\Yb`6fi W\`i bX`Āggh`X]Y`H\Y_Y`Āb[Yf`k]f_Yb"?)i bXYb
ØVYfV`]W_Yb`VYfY]hg`j ca`@UXYbY]b[Ub[`X]Y`[YgUa hY`H\Y_Y`i bX
j YfgW\UZZYb`g]W\`Y]bYb`YfghYb`, VYfV`]W_"

8]Y`H\Y_Y`b]a a h`g]W\`[Yn]Y`hni [i bghYb`XYf`5i g`U[Y`ni fØW_"
B]W\h`X]Y`H\Y_Y`gc``g]W\`dfĀgYbh]YfYbž`gcbXYfb`X]Y`K UfY`XUf]b ž
Yf`Āi hYfh`; fc»`XUg`?cbnYdh"8Yf`bUW\`j cfb`ghØhnYbZfY]Y
; `UgUi ZgUhm`hfĀ[h`gY]bYb`HY]`XUni`VY]"8]Y`_`UfY`H\Y_YbZfcbh
`]YZfh`nY]h`cgY`K Yfh][_Y]h`i bX`GW\Øb\Y]h"GY`Vgh`Ui Z`Y]bY
H\Y_YbVY`Yi W\hi b[`k]fX`VY]`X]YgYf`H\Y_YbZcfa`j Yfn]W\hYh" @]W\h
_ca a h`ØVYf`X]Y`FUi a XYW_Y" `Gc`k]fX`ni a`Y]bYa`j Yf\]bXYfhž
XUgg`GhfU\`i b[gk Āfa Y`XYg`@]W\hYg`]b`X]Y`? Ø\`h\Y_Y`[Y`Ub[h`
Ni a`UbXYfYb`k]fX`gc`Y]b`Y]b\Y]h]W\Yg`@]W\hV]`X`c\bY`GW\UhhYb

]b!`i bX`Ui »Yf\U`V`XYf`H\Y_Y`YfnYi [h" 8]Y`DfcXi _hY`gY\Yb`]b`XYf
H\Y_Y`[YbUi gc`Ui gžk]Y`g]Y`X]Y`J Yf_Ài ZYf]b`\YfUi gb]a a h`i bX
XYa `?i bXYb`dfÀgYbh]Yfh ž`Yf_`Àfh`; fc»"

I a `X]Y`5fVY]h`XYf`J Yf_Ui Zga]hUfVY]hYf`ni `Yf`Y]W\hYfbž`g]bX`Ub`XYf
H\Y_Yb fØW_gY]hY`j YfgW\Y`XYbghY`Hcc`g` `j ca `DUd]Yf\U`hYf`V]g`\]b
ni a `A YggYf\U`hYf` `Ub[YVfUW\h"8 Ug`J Uf]cZYI !GmghYa `j cb
GW\fi h_U!DYi _Yfh`Yf`Ui Vh`Ygž`X]YgY`]bX]j]Xi Y``Ubni Vf]b[Yb`i bX
`YXYfnY]h`ni `j YfÀbXYfb" 9]bZUW`Y]b\Àb[Yb`Vnk "Ui g\Àb[Yb ž
Yf_`Àfh`K]bZf]YX`; fc»`XUg`d fU_h]gW\Y`GmghYa "8]Y`?i bXYb`gY\Yb
X]Yg`b]W\hž`ZfYi Yb`g]W\UVYf`ØVYf`Y]bY`i b_ca`d`n]YfhY`i bX`nØ[]Y
6YX]Ybi b["

GdYn]Y``Y`? Ø\`hYW\ b]_

K Ug`X]Y`?i bXYb`YVYbZU``g`b]W\h`gY\Ybž`]gh`X]Y`fUZZ]b]YfhY
?Ø\`hYW\ b]_ž`X]Y`]b`XYb`?i Vi g!H\Y_Yb`j YfVUi h`]gh" ; YfUXY
: `Y]gW\`i bX`K i fgh`a ØggYb`f]W\h[`[Y_Ø\`h`k YfXYbž`XUa]h`g]Y`XYb
[Ubnyb`HU[`ØVYf`[i h`Ui ggY\Yb ž`k Y]»`?i fh: f]Yfgg" `a `: Y]bYa
<Ui g`k i fXY`XUg`?Ø\`gmghYa `8]ZYfYbh]U`D`i g`Y]b[YVUi h"8]Yg`]gh
Y]bY`?cbhU_h_Ø\`i b[`]b`?ca V]bUh]cb`a]h`Y]bYf`gUbZhYb
GhfÒa i b[g_Ø\`i b["8UZØf`k]fX`X]Y`_U`hY`@ Zh`j cb`XYf
H\Y_Yb fØW_gY]hY`]b`X]Y`H\Y_Y`Y]b[YZØ\fh`i bX`ØVYf`XUg`?Ø\`[i h
[Y`Y]hYh"
J cfbY`Ub`XYf`; `UggW\Y]VY`k]fX`X]Y`@ Zh`UV[YgUi [h`i bX`i bhYf`XYf
DfÀgYbhUh]cbgZÀW\Y`k]YXYf`ni fØW_`ni a `J YfXUa dZYf[YZØ\fh`Gc
k]fX`X]Y`fØW_Z]Y»YbXY`@ Zh`Xi fW\`X]Y`j cb`i bhYb`_ca a YbXY
?cbhU_h_Ø\`i b[`[`Y]W\`j cf[Y_Ø\`h`i bX`b]a a h`bUhØf`]W\Y: Yi W\hY
a]h`Ui Z`8Yf`fi \[Y`i bX`[`Y]W\ a À»][Y`@ Zhghfca `j Yf\]bXYfh`]b
?ca V]bUh]cb`a]h`Y]bYa `[fc»Ya `J YfXUa dZYf`X]Y`5i ghfcW_bi b[
XYf`K UfY" 8]Y`?i bXYb`gY\Yb`X]Y`K UfY`]a a Yf`Zf]gW\`i bX
UddYh]h]W\ ž`ZfYi h`g]W\ : f]Yfgg"

.

6Ygi W\Yb`G]Y`i bg`Ui Z.`ZY]gW\i bXWc"Uh