



A vessel for a new experience

Left: Eyecatcher, Nussbaum factory.
Photo: © Alexander Jaquemet

Right: Anna Göldl Museum. Photo: © Alex Zimmermann

The interdisciplinary team behind Swiss interior design firm raumprodukt creates captivating spatial narratives for a wide range of clients, from companies to trade fairs and museums.

TEXT: MARILENA STRACKE

Founded in 1997, raumprodukt sees the potential in each space and borrows techniques from product, lighting and interaction design, theatre, film, performance and multimedia. The results are unique spaces, which tell a story and follow a holistic concept down to the smallest detail. "It is our goal to bring a space to life and create an experience spatially, visually and in terms of content. Our designs aim to captivate the visitors and encourage them to explore the presented subjects in depth," co-founder and owner Antonia Banz explains.

The team behind raumprodukt is as diverse as its approach. Interior designers work hand in hand with product and visual designers and external planners for lighting concepts. raumprodukt supervises interior design projects and products in

detail, down to the smallest screw. Their on-site workshop allows for creating prototypes and small-series production.

Regardless if the client is a corporation or a history museum, raumprodukt develops an individual design language for each project. "We look at architecture from the perspective of the user," says Banz. "This means that the design has to follow a museum's theme or a business philosophy as well as being aligned to the existing architecture." A stunning example is the Museum Rapperswil. The city palace built in 1492 with a new part attached to it, demanded an interior design, which created a bridge between historic and modern, and raumprodukt successfully managed to enhance the museum's special character.

"A good example of successfully representing a company through our work is the information and training centre of the Nussbaum factory," Banz adds. "The space allows customers to come into contact with the new product range and feel comfortable to start a conversation in an open environment."

Most recently, raumprodukt designed a museum space in a listed industrial building about the last executed witch in Switzerland, Anna Göldl. raumprodukt created a dark, textile room in a room, which accentuates the story's tragedy and introduces visitors to the subject matter in a subtle way.

Thinking outside the box can be seen as a true speciality of raumprodukt, and it comes as no surprise that the design team thrives on new challenges. There are many more in the pipeline.

www.raumprodukt.ch