

*Martin et Karczynski* has excelled to navigate the strategic brand orientation of iconic corporations like Lufthansa and BMW. Peter Martin, founder and CEO, understood that his company couldn't become what it needed to be by remaining where it was. The architecture and interior design studio *seven elohim* was chosen to realize that vision across four floors.

The three project goals were: 1. Empower both parties and drastically redefine the current space; 2. Create a multi-layer space that enables spontaneous interaction, aesthetic functionality and relentless creativity; 3. Effectively connect workplace and home space styles. Gabrielle Strasse. 9 in Munich should be a portal of transcendent communication, elevating *Martin et Karczynski's* branding spirit.

So the journey began. Florian Dressler and Mela Gruber, Directors at *seven elohim* noticed a broken ceiling section. It revealed the long-lost ribbed concrete ceiling of the building shell, igniting *seven elohim's* mission to turn circumstances into empowering motives. The mission statement: Meld architectural experience with forward-thinking interior design to deliver functional solutions that embody the intersection of authenticity, effective brand communication and timeless design.

The role of the 2nd floor is twofold: It acts as a reception room, welcoming the outside world, and as a marketplace of ideas amongst its inhabitants. Small kitchens are practically located on all floors, however individuals are encouraged to visit the large kitchen to facilitate an organic interaction between people. The bespoke black-steel kitchen is also frequently used for appointments with customers. "You get to know each other anew when you cook together," says Peter Martin. "If business fails, it's not the know-how. It's because of interpersonal relationships."

Throughout the 3rd and 4th floors, the original grand concrete columns are complemented by the addition of thinner, congruent columns, forging structure and spatial separation. In the main meeting room, three ceiling sections now lead into alignment, where lighting establishes a central axis above the table. The unbridled view stretches from the reception area to the signet of the agency - a lit 'star' - located in the opposing main meeting room. Indirect lighting strips the ceiling to its rawest form. Control of peoples views down the corridor and the zigzag design of the peoples circulation, creates an exquisite workspace, whereby serenity and vibrancy coalesce. Further, the permeability of the building is enhanced, allowing sunlight and air to penetrate the floors.

Peter Martin states: „We transform our clients into shining stars in the branding universe“. The boldly lit feature creates a unique identity of the space, aiming to „create a modern monastery“ where thought and raw substance, not religion prevails. „The rooms convey a devotional atmosphere,“ says Peter Martin, „and communicates: What is discussed at this table must be durable, open and honest“.

Lavish linen and solid oak dominates the re-imagined space. Natural stone water dispensers, are scattered around the floors to encourage hydration. Bespoke furniture was specifically designed to pave the way for both raw and subtle functionality. Room dividers include intricate storage compartments which accommodate the six-person workstations, promoting individual creativity within a collective workspace. Acoustically insulated seating niches, fabric lined storage units and room dividers structurally subdue the typical enemies of creativity. The hubs blend resourcefulness and privacy without compromise, all while, they are low enough to be inviting.

At the top is the penthouse used for management headquarters and Peter Martin's private office, lounge and living room space with an additional kitchen, sofas and fireplace to exude a homely feeling. An alcove for deadline nights is also included.