



Retail Garage Berlin



The newly opened Retail Garage showroom at The Playce on Potsdamer Platz in Berlin is a joint project of the Mittelstand-Digital Zentrum Handel, Handelsverband Deutschland and EHI Retail Institut. The Retail Garage is a meeting place for retail and wholesale entrepreneurs and aims to show how the future of retail can look and be made attractive for customers with the help of digital technologies. In addition to imparting knowledge through guided tours, events and workshops, the showroom can also be rented for your own retail events. Before the opening, the showroom was rebuilt and renovated. Electrical, painting and flooring work was carried out, and even at this stage, the focus was on innovation: a complex lighting and network system, which ensures the transmission of optical energy through fibre optic cables, was installed. For the "used garage look", Marmoleum Cocoa from Forbo Flooring's Linoleum Uni collection was chosen as the floor covering and installed by Fussböden M. Zimmermann. The special feature of the product: Cocoa consists of approximately 14 percent recycled old floor coverings and offcuts that are generated during production and installation. Marmoleum Cocoa is produced in a climate-positive way, without any offsetting. Besides the environmental aspect, there were other reasons for choosing the floor covering: linoleum is extremely hard-wearing and durable. In the showroom, where there are many visitors every day, it is important that the flooring can withstand the stresses and strains. Marmoleum Cocoa can even withstand knocks, scratches and wear and tear thanks to its surface finish, making it ideal for high-traffic areas. It is also low-maintenance and easy to clean. In addition to its technical properties, Marmoleum is also a visual highlight, as it is available in a wide range of colours, patterns and designs. This flooring can be adapted to specific room concepts and branding requirements. From single colours to elaborate patterns or customised designs, it offers a wide range of design options.

Location	Berlin
Date of completion	2023
Installation by	Fussböden M. Zimmermann
Photographer	Konstantin Gastmann

