



Seit 1877

Kiefer

Luft- und Klimatechnik

Neue Wege mit Luft

Linear Diffuser INDUL

Montblanc Boutiques in Munich and Vienna

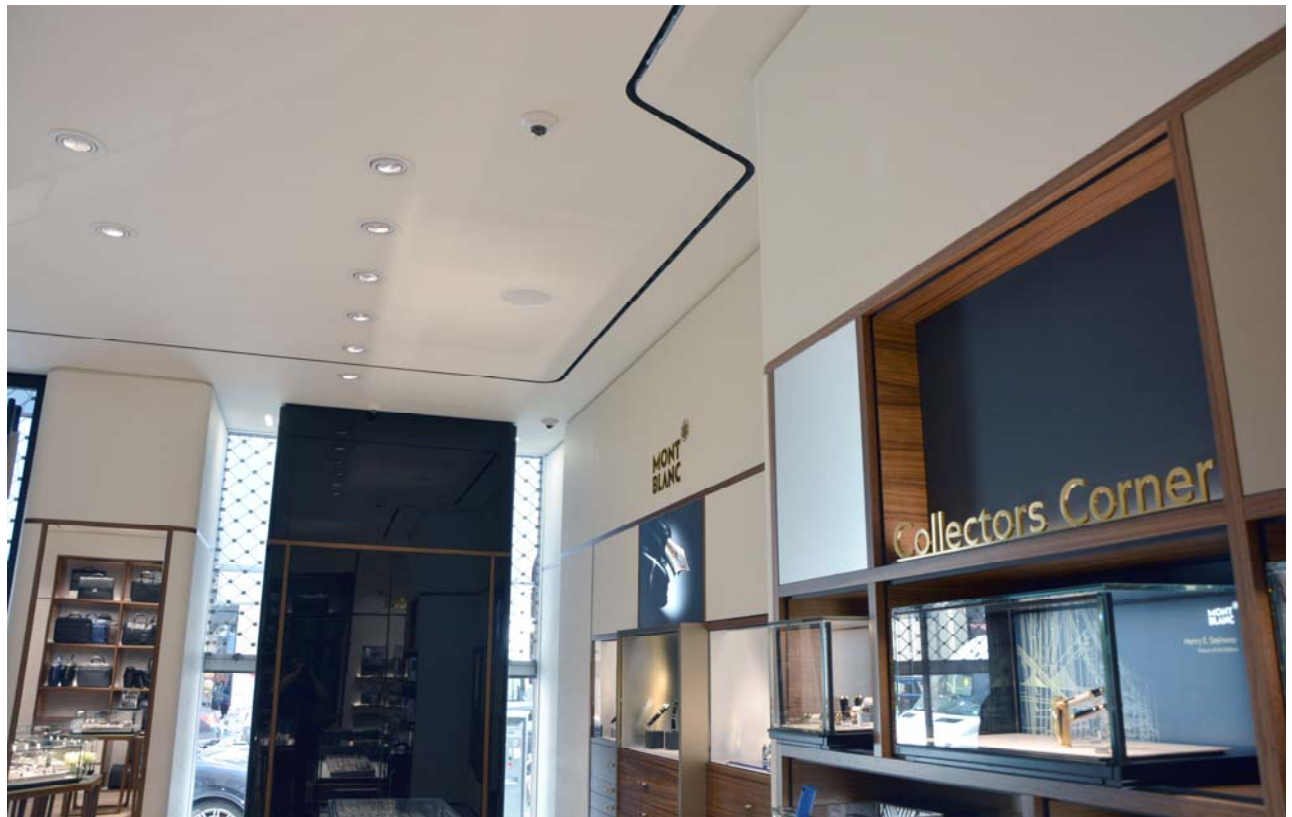


Photo © Kiefer GmbH

When it comes to comfort, optimised air handling technology and design are inseparable. An appealing ceiling design and quiet, space efficient, reliable air handling technology must create a harmonious whole.

For more than a century, Montblanc has created the finest writing instruments, timepieces, jewellery and leather goods. At the beginning of May, the company celebrated the opening of its boutique at Maximilianstraße 14 in Munich, and the renovation of its showroom at Graben 15, Vienna. Over 200 square metres of retail space has been refurbished to provide the best possible ambience in which to promote the sale of luxury accessories for men.

French interior designer, Noé Duchaufour-Lawrance, was given the task of creating a new Montblanc boutique concept in 2015. He focused on the three design elements which he felt best represented the company's long history and its traditions: cursive handwriting, the company emblem and a passion for craftsmanship.

On entering the boutique, customers are invited at their own pace, to discover more about the history of Montblanc and its remarkably diverse range of collections.

The play of light against dark, with dark wood insets, characterises the design of this attractive showroom interior. Filigree linear diffusers set into the ceiling make a strong textured design statement. Curves that sweep around corners add to the aesthetic appeal of the showroom without taking anything away from its functionality – an optimum ambience is maintained throughout, which is so important for customer wellbeing and consequent purchasing behaviour.





Seit 1877

Kiefer

Luft- und Klimatechnik

Neue Wege mit Luft

Linear Diffuser INDUL

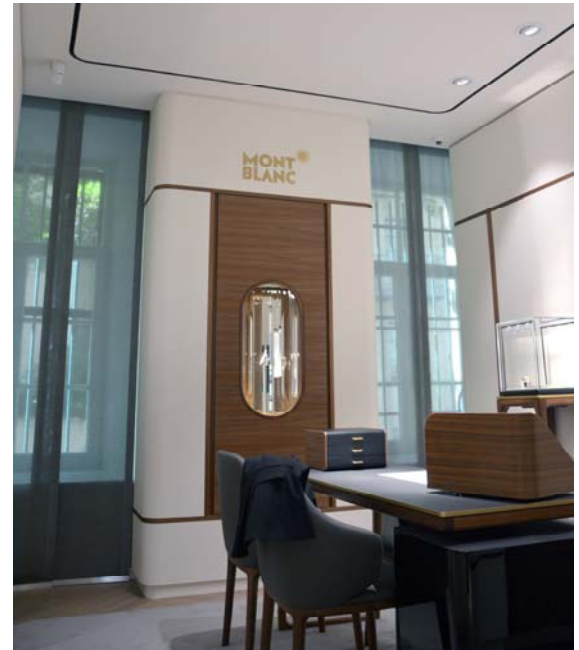
Montblanc Boutiques in Munich and Vienna

Proven technology in new interiors

As soon as they enter the showroom, customers appreciate the minimalist design and the feel-good ambiance – expressions of the lifestyle represented by the brand. Customers are protected from draughts through INDUL linear diffuser technology, which offers an indirect ambient air flow for the highest level of comfort.

The appealing curved design language of the diffusers proves that air handling equipment can work well as an interior design element. Simple in shape and individually adaptable, each diffuser can be let into the ceiling without creating raised edges.

With an interior design concept that includes air handling equipment, Montblanc presents itself to its clientele as both a progressive and a professional company.



Photos © Kiefer GmbH

» DELICATE
DESIGN
AND
HIGHEST
COMFORT «

MONT
BLANC





Seit 1877

Kiefer

Luft- und Klimatechnik

Neue Wege mit Luft

Linear Diffuser INDUL

Montblanc Boutiques in Munich and Vienna

Special Features

The main challenge raised by these projects was to find a way to adapt the air diffusers so that they would fit into the corporate interior design concept, which was characterised by rounded corners and "flowing" design elements. INDUL Linear Diffusers match Montblanc company colours, too, which are predominantly white and black.

Function Linear Diffuser INDUL

The supply air is divided into fine alternating free jets, intensifying the induction of the ambient air. The high induction permits a very high temperature difference between the ambient air and the supply air. This makes it possible to make use of free cooling, to a certain extent. The required cooling capacity is thus minimised.

System Advantages

- Completely draught-free air distribution
- Low diffuser widths, from 15 mm
- Unobtrusive installation in ceiling joints
- Temperature differences up to -14 K
- Light, clean ceilings due to fine-jet characteristics
- Simple, quick and clean installation in all ceiling systems
- Special installation kit for plaster ceilings



External view of the new Montblanc Boutique in Vienna.



Showroom equipped with INDUL Linear Diffusers from Kiefer.

Photos © Kiefer GmbH

Technical Data

Building	Montblanc Boutique, Maximilian Str. 14, Munich
Proprietor	Montblanc International GmbH
Planner	Ingenieurbüro Ingo Geib GmbH, Munich
Architect	Jan Hehenberger Architekten, Munich
Building	Montblanc Boutique, Graben 15, Vienna
Proprietor	Montblanc Simplo GmbH, Hamburg
Planner	Engie Gebäudetechnik GmbH, Vienna
Architect	Heine Architekten, Hamburg

E3013-76_07/17

