

Hospitality

Sanitas Troesch «Welcoming»

Textile architecture for a tranquil welcome area.



Starting Point

Sanitas Troesch and other construction companies share spacious exhibition areas in the postmodern Carbahaus in Zurich. Sanitas Troesch's central reception area is located in the middle of a very heterogeneous spatial situation.

The aim of the project is to bring order to the existing confusion and create a clearly defined, inviting reception area with a strong design presence. The brand identity should become more visible, a contemporary «welcoming ritual» should be made possible and the quality of the visitor experience should be noticeably improved – without major structural interventions.

Solution

With minimal structural intervention, the floor-to-ceiling, semi-transparent SOLIO curtain creates a clear structure and gives the reception area a new, calm order. The textile intervention acts like a gentle membrane. The precise opening and closing of the curtain creates specific pathways and defined lines of sight. Distracting elements fade into the background, while central areas are subtly highlighted. The semi-transparency of SOLIO is crucial here – it offers just the right balance between permeability and screening, enabling clear but atmospherically soft zoning.

The wide range of finely graded grey tones allows for optimal colour integration into the existing structure. The curtain fabric blends harmoniously into the postmodern architecture and creates an inviting, professional appearance. This creates a reception area that provides orientation, enhances the quality of the stay and convincingly supports the desired

Object

Sanitas Troesch, Zürich, Schweiz

Concept

dopo Innenarchitektur GmbH | Hürlemann AG

Photos

Beat Bühler Fotografie

contemporary «welcoming ritual».

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Textiles Used



SOLIO

Article-Number: 0101920
Use: Transparent/semi-transparent curtain fabric
Number of colors: 47
Material: 100% Flame retardant (Trevira CS)
Fabric width: 300 cm/118 inch/3.28 yard
Weight: 289 g/m²
Sound absorption: α_w 0.20
Light fastness: 6