



Design network for Bayern München Interstuhl and Emotionsraum design the new Bayern Box at the Allianz Arena

If we are comfortable in a room is being decided by our subconsciousness within a few seconds. Because here the 11 million sensations which affect us immediately when entering a room are being registered and processed. Neurological studies show that during 95 % of the day human beings are steered by their subconsciousness.

Considering these facts, the demands were high when Bayern München started installing the new Bayern Box in the Allianz Arena. This Box is supposed to be an individual mini cosmos with its own soul. Criteria like room size, light and temperature as well as furniture were two important dimensions of the room - also the associations of the people who should use this room were added.

Interstuhl and the brand Emotionsraum® from Rosenheim co-operated and designed a very creative and flexible room for highly individual solutions. The longish room is equipped with a 25 sqm acoustic wall on which different themes can be projected according to the situation. The specification was to develop an interior design which would be of such high quality that it would match Bayern München. The Box will be used for important visitors who are FCB's guests during home matches but mainly it will be used by the FC Bayern's Supervisory Board.

When they came to chose the products, they soon decided upon Silver. No wonder as it does combine the technique of an office chair with the soft stylistic features of a lounge chair. Furthermore, Silver offers a whole range of furniture which obeys the same aesthetics of precious wood veneers and matt-finished metal or varnish surfaces: the Silver collection comprises not only swivel chairs but also a whole range of tables, lounge chairs and sideboards. With this variety, the room could be easily furnished in a way that more than met all functional and design criteria.

With an arena, we associate a classic, archaic room of emotions where it is all about fight, victory and defeat. Besides the Silver Chairs in the exclusive red of the FCB, the acoustic wall is another highlight of this room. It measures 25 sqm and can be completely converted within 8 minutes so that either the football field with the grandstands (triumph, width, ecstasy), the red of Bayern München (link between the club and its members, power, energy) or other large-sized designs can be shown. Depending on the intention, the room reflects the very moment's emotions.