

Simplicity is the watchword at the newly designed Auge-Gottes-Apotheke (Eye of God Pharmacy). The small, narrow sales area and the other rooms behind it could have been more spacious and user friendly if the basement had been an integral part of the design.

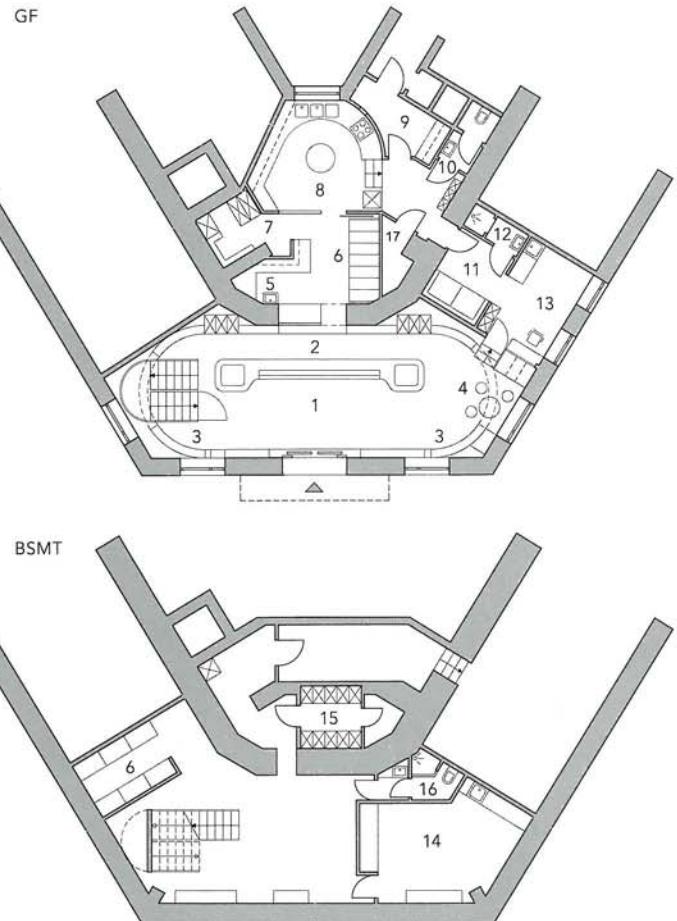
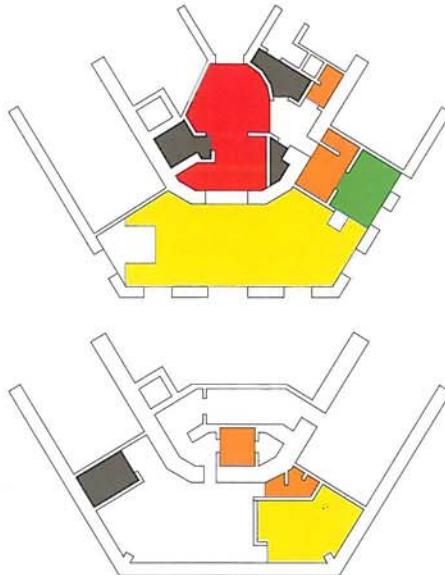
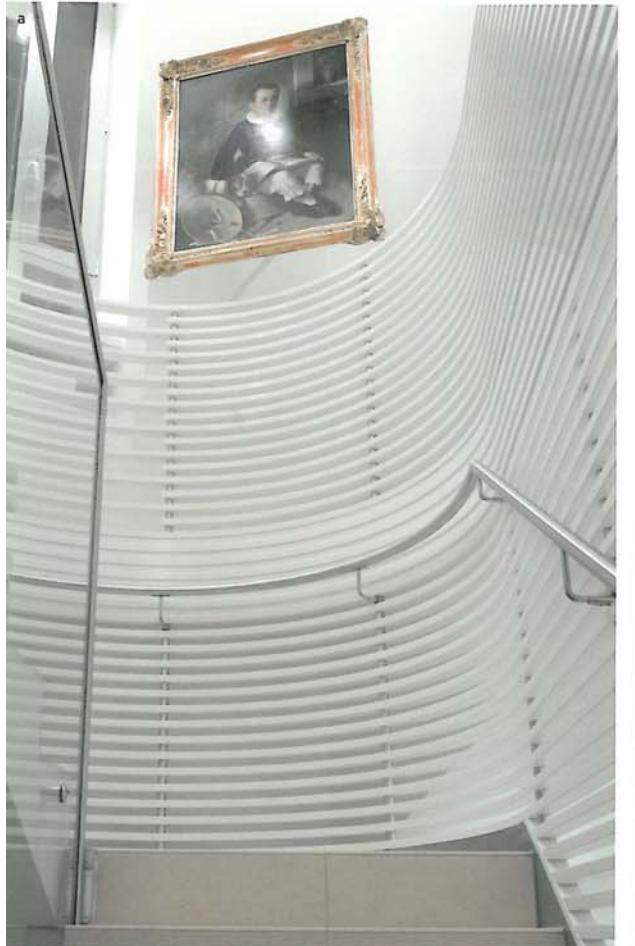
This contemporary interior has been redesigned to sell everything from humble camomile tea to state-of-the-art drugs, and is focused around the building's central axis. The pharmacy's diagonally positioned main area has been stripped of its partitioning wall and vestibule, and now opens on to the dispensary behind and to the adjoining stockroom and laboratory.

Viewed through the full-height window in the sales area, the series of back rooms appear transparent and spacious – but are screened off by the wide Zebrano wood counter. Brightly lit shelves with semicircular corners set into the wall provide ample display space. A newly built staircase leads to the wellness area in the basement, and the opposite side of the building houses a small consultation area, the second entrance to the office, and the night service area and laboratory. Outside, the yellow artificial stone façade, with its red script and big illuminated pictures of eyes, creates an unmistakable landmark at the crossing of two streets and prepares visitors for the axial interior layout.

**ATELIER HEISS
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AUGE-GOTTES-APOTHEKE
VIENNA | A





Client | operator

Christina Kletter
01 2005–08 2005
08 2005–09 2005
238 sqm
150 sqm

- a A newly built staircase leads to the basement wellness center.
- b Viewed through the full-height window in the sales area, the series of back rooms appears transparent and spacious.
- c The diagonally positioned main room opens onto the dispensary behind and the adjoining stockroom and laboratory.

Diagrammatic plans, to scale 1:400
Floor plans, to scale 1:200

Floor layout

1 Sales area	7 Product storage	13 Office
2 Cash desk	8 Laboratory	14 Treatment
3 Self-service area	9 Goods inwards	15 Staff changing
4 Consultations	10 Bathroom	16 Bathroom shower
5 Prescription area	11 Night shift room	17 Storage
6 Alphabetic storage	12 Shower	

Good use has been made of the existing fabric to create a user-friendly layout. However, the treatment room and wellness center in the basement have no natural light, and the extended alphabetic storage area, also in the basement, is not easily accessible.

Usable areas

Sales	yellow	76 sqm	51 %
Service	red	28 sqm	18 %
Administration	green	10 sqm	7 %
Employee areas	orange	18 sqm	12 %
Supply disposal	brown	18 sqm	12 %
Total		150 sqm	100 %

Other key information

Distance to nearest pharmacy	400 m
Number of items in stock	6,000
Proportion produced in-house	3 %
Drugs produced in-house	Prescriptions
Proportion delivered externally	5 %
Type of customers supplied	Hospital
Number of staff	12
Prescriptions filled per day	300
Proportion of special services	3 %
Technical facilities	Air conditioner

Nature of special services: cosmetics, massage, blood pressure, blood sugar, and cholesterol testing

This old pharmacy is located in a listed building dating from 1774 on the Freyung, a triangular public square in Vienna. It has undergone careful and effective restoration, with the emphasis on practicality and on respect for the historic fabric.

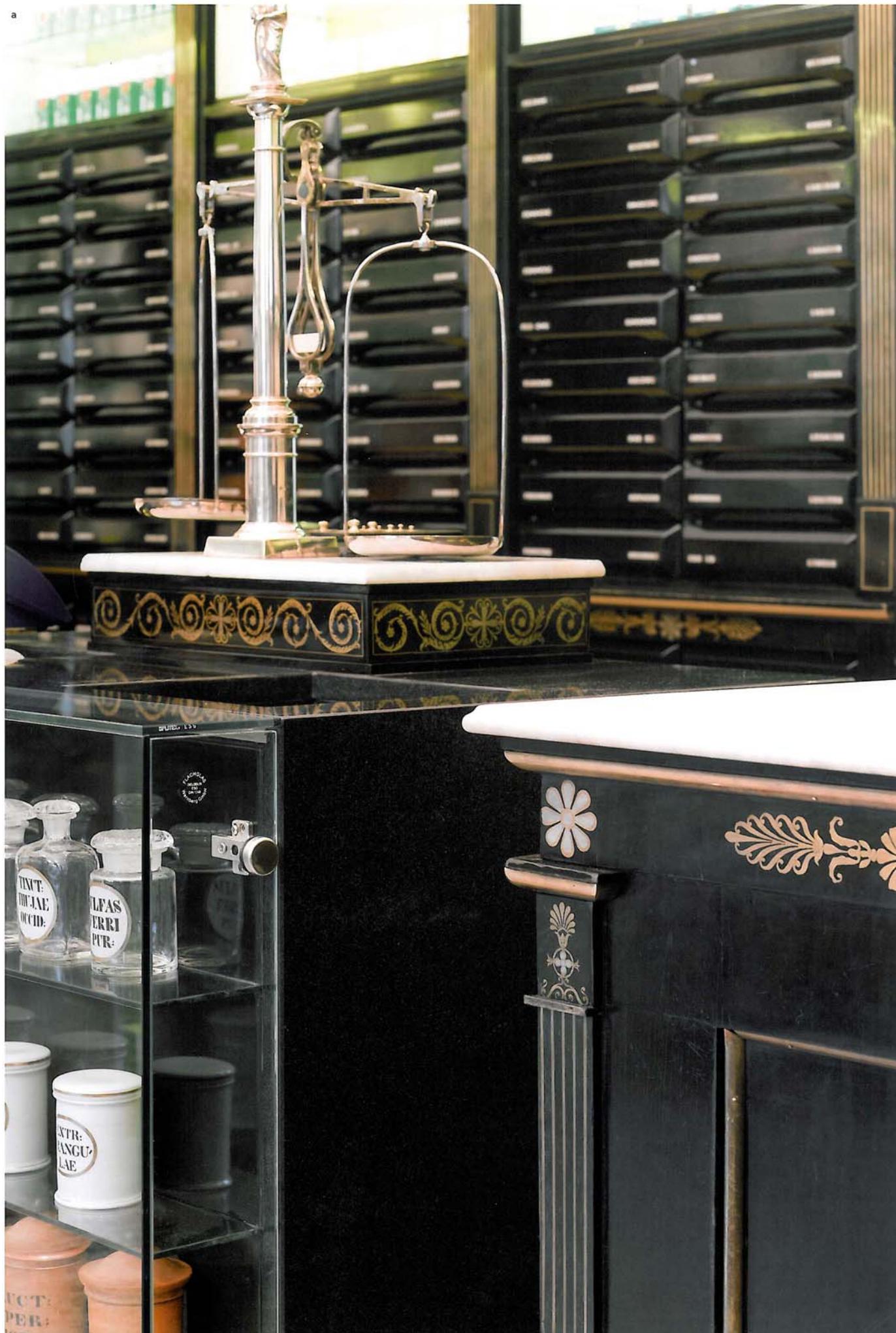
The exterior therefore remains unchanged, with the exception of a yellow glass plate in the entrance embrasure. This prepares visitors for the interior colour scheme, where the upper shelf compartments are lined with yellow glass and the shelves themselves, replaced by slightly tinted glass, make the dark shop fittings look lighter. The wallpaper was removed from the late baroque Bohemian vaulting, which was then lightly whitewashed.

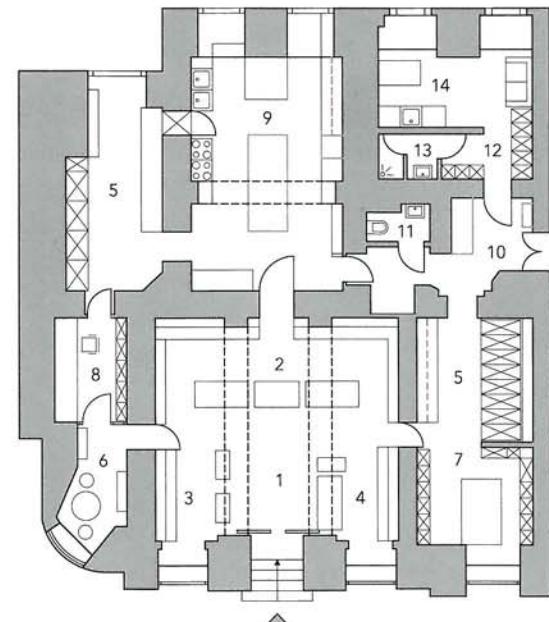
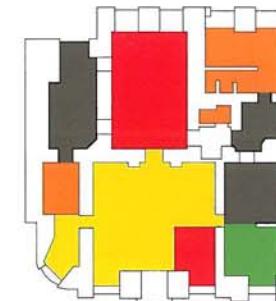
The dominant yellow and the new lighting system, which makes the pharmacy particularly eyecatching at night, create a bright, cheerful atmosphere which contrasts with, but does not swamp, the seriousness and elegance of the historic interior. The original fittings are complemented by freestanding stainless steel shelves which, together with the new display cases in the center of the sales area, add a sensitive modern touch to a very traditional pharmacy.

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**APOTHEKE "ZU UNSERER LIEBEN
FRAU BEI DEN SCHOTTEN"
VIENNA | A**







Client | operator Stephan Höbinger
Design phase 12 2002–07 2003
Built 07 2003–08 2003
Gross floor area 180 sqm
Usable surface 149 sqm

- a The new display cases in the center of the sales area add a sensitive modern touch to a very traditional pharmacy.
- b The interior is decorated with historic glass and porcelain containers.
- c The old pharmacy scales remain in their traditional position on the counter.
- d The wallpaper was removed from the late baroque Bohemian vaulting, which was then whitewashed.

Diagrammatic plans, to scale 1:400
 Floor plans, to scale 1:200

Floor layout

1 Sales area	6 Consultations	11 Bathroom
2 Cash desk	7 Office	12 Staff changing
3 Self-service area	8 Workstation	13 Shower
4 Prescription area	9 Laboratory	14 Night shift room
5 Product storage	10 Goods inwards	

The existing building was highly suitable for use as a pharmacy. Unfortunately, there is no daylight in the workroom, and the positions of the staff rest area and stockroom could have been reversed to place the laboratory closer to the goods inwards area.

Usable areas

Sales	yellow	45 sqm	30 %
Service	red	35 sqm	23 %
Administration	green	11 sqm	8 %
Employee areas	orange	23 sqm	15 %
Supply disposal	brown	35 sqm	24 %
Total		149 sqm	100 %

Other key information

Catchment radius	0,3 km
Distance to nearest pharmacy	200 m
Number of items in stock	6,000
Proportion produced in-house	10 %
Drugs produced in-house	TCM, salves
Proportion delivered externally	2 %
Type of customers supplied	Private clients
Number of staff	4 Full time, 8 Part time
Prescriptions filled per day	70
Nature of special services	TCM