

The Shopkeepers



Storefront Businesses and
the Future of Retail

gestalten



Whoever thought economics and licorice don't go together has obviously never met Ilse Böge. The economist turned shopkeeper opened the first licorice store in Germany in 1997. Böge grew up on the Dutch border where the treat was plentiful and was drawn to the unusual candy since childhood. After relocating to Berlin as an adult, she sorely missed having an adequate licorice selection and decided to find out if other people felt the same way.

Soon, Böge began offering her distinctive Dutch licorices at a few local markets in Berlin. She drove her friend Frank's old Volvo Amazon to Holland to buy goods. The popularity of her handmade sweets led to the opening of her first shop inside a converted storage space in Kreuzberg. With the help of designer Dirk Soboll, the simple shop began selling 60 licorice varieties. Ten years and 340 varieties later, Böge outgrew the space and moved the shop to its final location just a few doors down from her old storefront. The new shop lets the candy play the starring role. Set in glass containers on wooden shelves, the

tried-and-true sweet brings a level of vintage nostalgia to the modern shop. Kadó, which translates to "present," stocks licorice from Iceland, Sicily, and beyond. Known for their ginger and cinnamon flavored licorice crafted in-house, the diverse inventory can convert even the most skeptical tastebuds. From the tangy and sweet to the salty and chocolate-coated, the licorice offerings at Kadó will remind you why this "black gold" has been around for hundreds of years.

Owner / Designer: Ilse Böge
Corporate Identity: Dirk Soboll
Founded: 1997
Location: Graefestraße 20, Berlin Germany



Owner Ilse Böge founded the licorice shop in 1997



Bosco Quinzaños, president and founder

A water, tea bar, and roof garden provide a needed refuge from the bustling street life of Mexico City. Inspired by traditional processes, Casa del Agua emerges as a nostal-

Guests can pull up a seat at the open bar

gic brand that appeals to a customer base drawn to the well made, the practical, and the timeless.

Man, machine, and nature come together in this tranquil oasis. The refreshing concept, created by Bosco Quinzaños in 2012, came about after a twenty year career in finance. Ready to do something more meaningful with his time, he decided to transform his personal convictions about ecology, sustainability, wellness, and lifestyle into a business model. Quinzaños's 1,075-square-foot storefront with the help of its 1,505-square-foot roof garden produce 105 gallons of water per day. The artisanal factory of sorts supplies local neighbors, restaurants, and families with high-quality, locally produced water. Quinzaños and his staff of six collect rainwater

on the rooftop. This water then undergoes a filtration process that involves vapor distillation, re-mineralization, ionization, and concludes with on site bottling. Glass bottles with old-time looking lettering developed by Ignacio Cadena store the purified drinking water and grant the product its distinctive branded identity. A laboratory-like double-height retail and social space on the ground level invites customers to interact with the product and its covetable packaging. The plentiful glass bottles accent the rustic interior finishes designed by Hector Esrawe. Above, the lush rooftop garden integrates light wooden shaded seating areas for visitors to relax, mingle, and unplug from the stress of metropolitan life. Come thirsty and leave feeling renewed in both body and spirit.

Owner: Bosco Quinzaños
Designer: Hector Esrawe; Corporate Identity: Ignacio Cadena
Founded: 2012
Location: Calle Puebla 242, Cuauhtemoc, Roma Norte, Mexico City, Mexico



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