

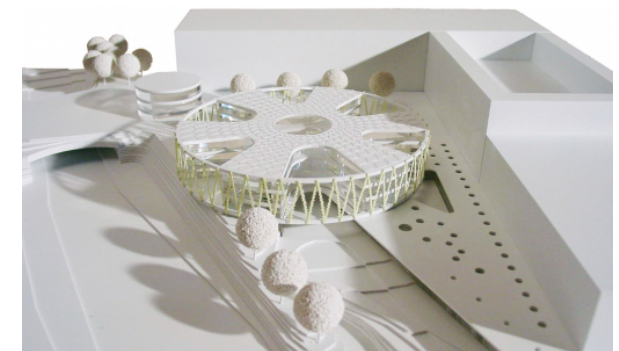
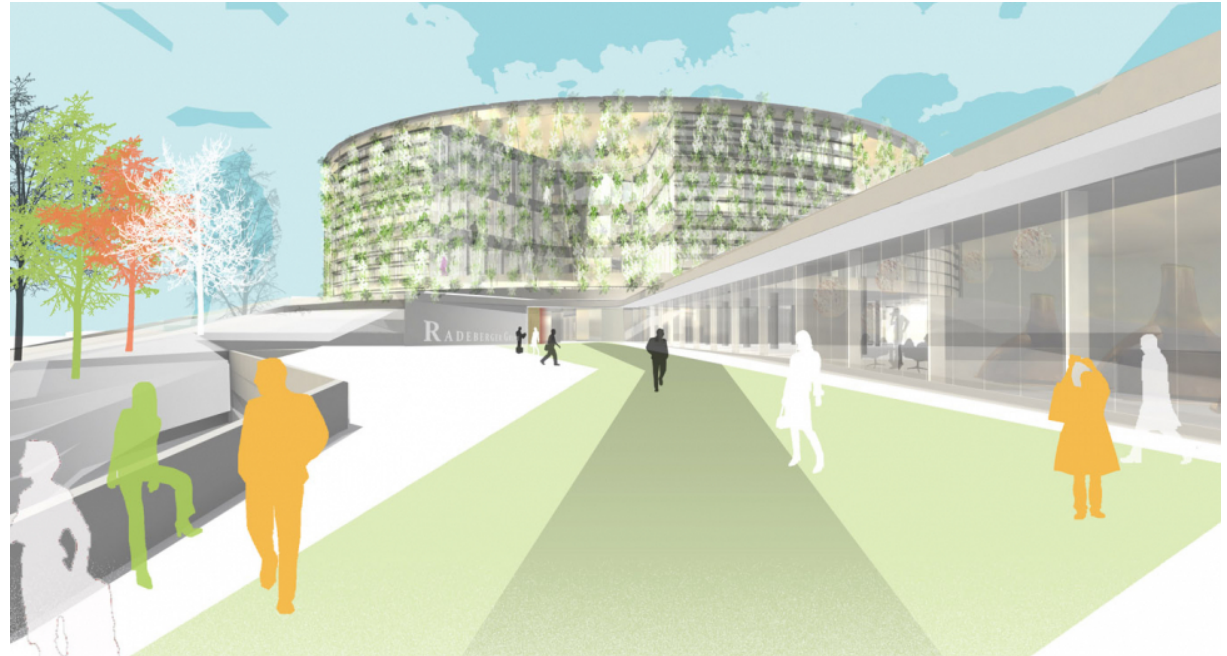
House of German Beer Culture

Bad Vilbel, 2009

Office/administration buildings, Cultural buildings, Industrial buildings

The plan to move the Radeberger Group from their established Frankfurt site to Bad Vilbel, gave rise to ambitious goals for the future. Alongside optimising the production process, the concern aspired to build “a house fit for a company”. In the meantime company policy has shelved relocation plans and the Radeberger Group continued to operate in Frankfurt. The idea behind the ‘House of German Beer Culture’ is to create a building that reflects the firm’s corporate philosophy and identity. It seeks to make manifest their approach to communication, contact and interaction, as well as innovation, lateral thinking and a commitment towards environmental accountability and clients. A key design concept is the shared central hall, around which three stories of offices and associated functions are grouped. The new building is connected to production facility at entrance floor level.

The shared central hall represents the dynamic heart of the new building. schneider+schumacher was awarded third prize.



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Technical details:

Client: Radeberger Gruppe KG

Typology: Office/administration buildings, Cultural buildings, Industrial buildings

Procurement documentation: Competition

Service phases (HOAI): 1-2

