

BRAUN headquarter

Kronberg im Taunus, 1998 - 2000

BRAUN stands for quality electrical goods and excellence in design. Well-developed self-explanatory products make for a pleasant change from the fashionable oddments of many modern products. The building is the direct architectural translation of the companies' principles. It consists of a three-storey U-shaped building wrapping around an atrium. The specifically developed double façade reduces heat loss during the winter and solar gain in the summer. Its internal layer is operated manually; the outer layer consists of mechanically driven glass panels. According to weather, season, time of day or individual preference, the façade panels open up, creating a multitude of reflections like a large shimmering shell. The central hall is covered with transparent membrane cushions. It is the perfect setting for exhibitions; and in fact for many other types of events. The geometry of the floor plan enables maximum flexibility for the internal fit-out.



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🏢:

🏢/🏢: BRAUN GmbH

🏢: 13,500 m²

🏢🏢: 1-9

