

Press information

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Architecture that sets examples

Buildings as an organisation's flagship

Leaving a lasting impression and setting a company apart from competition are central challenges for organisations in today's fast-paced society. That is why 'Corporate Identity' has been part of daily business for a while now in many places. That includes language, behaviour as well as dress code. In addition a building's architecture can play a significant role towards attaining the desired image of an organisation, as the shape and design of a building convey an impression. Customers then will subconsciously assign that impression to the respective company. In that regard it is important that building materials can be moulded to individual design ideas and in result to the desired image of an organisation.

According to the principle of Corporate Architecture a company's building should reflect its values and traditions as that leaves a lasting impression on visitors. A recent trend in that regard is to incorporate innovative shapes and sustainable materials into architecture so that both the design as well as the desired effect of the building's exterior are being produced simultaneously.

Taking that into account BOEHME® SYSTEMS offers metal shingles for special designs of the exterior facade of representative buildings. These are diverse in shape and colour and can be customized flexibly to meet customer's needs. Like that multifaceted and complex detailed solutions can be realised such as ones that pick up and represent an organisation's past, present and future for instance. One example for such an approach is the office building of "S. Jaritz Stahlbau & Montage GmbH", where architect Andreas Lechner used stainless steel shingles in a diamond pattern. The created diamond look surface highlights the building's distinctive character and at the same time creates a

link to the company's field of work. Metal shingles have also been used to clad the facade of the new study room of the University of Wuppertal. The building is clad in shingles made of pre-coated titanium zinc. These are arranged scale like and pick up the slate facades typical for this region commonly known as the „Bergische Land“. The cylindrical shape stands as a symbol for a system of order; the facade is both modern and draws a connection to the region.

Another building relying on the special effect of the shingles is the „Project and Innovation Centre for test systems of electric mobility“ in the Franconian Priesendorf. A variety of shingle sizes have been mounted like fish scales onto the facade of the building using fitted seams. That creates a lively, dynamic look for the elliptically shaped building. Metal – as a traditional building material does not only convince with its resiliency, but also with its loading capacity and its very good formability. That is especially important in regard to unusual geometries. Like that the metal shingles can not only be adjusted concerning colour, but also shape to fit the building. A variety of possible substructures and special clips for easy mounting make holes to fit screws or other installation material redundant. That way water permeation is avoided completely and a uniform look is created to please the observer's eye.

Approx. 3,200 characters

About Boehme Systems:

Boehme Systems Vertriebs GmbH specialises in the development, manufacture and supply of innovative building claddings made from metal. The company sees itself as a system provider who develops solutions for facades and roofs that make architectural and economic sense, giving due consideration to all important surrounding factors. The products are manufactured in the company's own production facilities which are equipped with state-of-the-art technologies. In addition to standardized solutions from its extensive product portfolio, Boehme Systems repeatedly develops individual solutions that offer architects and tradesmen a maximum degree of design freedom. A team of master tradesmen, fitting instructors, engineers and technicians ensure competent advice and service – from planning to execution.

Note:

This press release can also be downloaded at www.boehme-systems.com and www.Kommunikation2B.de.

Captions:

[14-13 Flame_Towers]

Extraordinary and modern architecture: The waffle facade picks up the slightly curved shape of the building; its clear lines give structure at the same time.

Foto: Boehme Systems Vertriebs GmbH

[14-13 Jaritz]

Exceptional corporate headquarter: Its facade acts as a highlight and takes on the material, accuracy and processing of the company's main material.

Foto: Boehme Systems Vertriebs GmbH

[14-13 Uni_Wuppertal]

The cylindrically shaped reading room of the university Wuppertal shows off with a scale like facade, which also resembles the typical slate facades of the area known as the "Bergische Land".

Foto: Hans-Jürgen Landes

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