



ORANGE BLU: a new brand for an international architecture and planning office 25th september 2015

The architectural firms Wilford Schupp architects, zsp architects | peter vorbeck, as well as Siggie Wernik, merge their experience and expertise.

Under the name ORANGE BLU building solutions emerges a new architecture and planning office of national and international significance. The new management team, Manuel Schupp, Peter Vorbeck and Siggie Wernik, have developed a new concept for a sustainable architectural office, combining their current resources, and thus transferring the renowned architectural offices into a new brand.

Starting immediately ORANGE BLU is emphasizing the new step as an orientation into a market, which already offers new challenges. "If you want to build something new, just start with yourself" – that is how the three managing directors, Manuel Schupp, Peter Vorbeck and Siggie Wernik formulate the founding of ORANGE BLU building solutions.

The intent of the architecture and planning office, with currently 50 employees, is to be recognized explicitly as a brand and to provide a clear framework to the new firm's innovative direction and corporate culture.

Siggie Wernik, a former member of LÉON WOHLHAGE WERNIK, sees himself as a process manager rather than a classic architect, and affirms that the definition of the conventional term "architect" is outdated.

"Yes, we are starting with ourselves, because we noticed more and more, especially in larger projects, that in addition to our design competence, we must offer an understanding for the client's business objectives". In addition Manuel Schupp exemplifies: "...or strategically discuss and consult in terms of urban development and cultural aspects."

„Creativity is orange, processes are blue – that is what we are consolidating“. Wernik, who in his previous companies was responsible for corporate development, coordination and planning of large-scale projects, notably explains how creative design, as the core competence of architectural services, collides with societal change, diversified cultural influences, hard numbers and businesslike logic and objectives.

A development, which has already been recognized and should be seen as an opportunity for a new performance profile. “building solutions” – that is how ORANGE BLU summarizes the extended performance profile. Performances, for instance, which are backed by a holistic approach and driven forward by model-based, digital and interdisciplinary planning methods.

The headquarter of ORANGE BLU is located in Stuttgart, and in 2016 a new office space in the city centre will be introduced. In addition a branch office in Berlin is part of the mutual concept. Manuel Schupp reminds us that Stuttgart is a location, which has to do with the common history of the founders. “Emerging from different offices and during different times, we shaped the city significantly with the planning and implementation of the Cultural Mile in Stuttgart. Projects like the “Staatsgalerie” with the Chamber Theatre, the State Academy of Music and Performing Arts, the History Museum, the House of Representatives of the State Parliament and the Graphic Collection of the “Staatsgalerie” are momentous buildings and areas, which we are proud of, and upon which our experience has been built.” says Peter Vorbeck, while looking at an aerial photograph of this area.

About ORANGE BLU

ORANGE BLU is a new architecture and planning office which emerged from the renowned offices Wilford Schupp architects and zsp architects | peter Vorbeck. The managing directors of this new brand, with outstanding national and international projects and references, are Manuel Schupp, Peter Vorbeck and Siggi Wernik. ORANGE BLU has its headquarters in Stuttgart with a team of 50 employees. Additional branches are in the planning.

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