



# A colourful fusion

The whole is more than the sum of its parts. That proverb is bound to be proven true once again, now that three major German architectural offices have joined forces in a bold new undertaking. Wilford Schupp Architekten, zsp architekten | peter vorbeck and Siggie Wernik have fused their talents into ORANGE BLU building solutions, a brand of international significance. "We can do more than just change something – we strive to make a difference!"

At the core of ORANGE BLU is the brilliance of consolidated and creative competence in project management and cutting-edge digitalisation of the architectural profession. "Creativity is orange. Processes are blue", reads their motto. Encapsulated in the metaphoric statement lies a vivid energy. "The fusion is a substantial de-campment with a clear concept," the new

TEXT: BENEDIKT MEININGER & LEILA STROETMANN | PHOTOS: MANFRED STORCK, ROLAND HALBE, CHRISTIAN RICHTERS, SIGGIE WERNIK, BRIGIDA GONZALES, PETER DE RUIG, DENNIS GILBERT



leaders say. Hard facts and numbers are to be coupled with creativity, along the guidelines of project management and spearheading technology in architectural digitalisation.

The traditions of each of the three contributing offices are diverse and internationally visible. Their planning excellence evolved from a push-comes-to-shove attitude in regard to Stuttgart's Cultural Mile, the character of which was largely coined by the team. The Staatsgalerie Stuttgart – already having been declared a cultural landmark of eminent importance, the Music Academy and the Museum of History are all three monumental architectural statements that the team has created in this culturally renowned area in Stuttgart – “the German capital of architecture,” as Schupp says.

A consortium of 50 creative heads at ORANGE BLU are prepared to cater to an array of needs from the client. International references demonstrate both an excellence in planning, as well as the ability to create lasting design statements. Industrial and commercial projects stand side by side next to educational and civic buildings. Distinguished and representative structures, such as the historical ‘King of England’ administration building at Schillerplatz in Stuttgart, have been respectfully renovated. Complex masterplans have been continuously carried out over the years for faithful and prominent clients, such as B. Braun's Mel-sungen in Germany and Campus 2 in Penang, Malaysia. Furthermore, residential areas in Stuttgart and Munich have been conceptualised and realised, creating vibrant, urban, living places. The achievements of ORANGE BLU range from new embassies in Berlin to a local kindergarten in a Stuttgart city district. That is to say – it is not about what endeavour is on the plate, the importance lies merely in how it performs.

Also coming in to play at ORANGE BLU is the expertise of Siggie Wernik, a renowned specialist in the proliferating field of BIM. “The time has come that groundbreaking

architecture actually tears down walls; the walls that prevent smart processes,” he states, alluding to the technology hiding behind the acronym BIM, which stands for ‘building information modelling’. The method allows users to control the organisation, procurement and relevant information necessary in the planning and building process. BIM deals with digitalisation in an all-encompassing approach, in which the physical, as well as functional, properties can be displayed in both a tabulated and three-dimensional form, allowing the networked users to better coordinate various disciplines.

Peter Vorbeck brings from his experience, as partner at zsp architekten, the awareness of investors having become sensitive to sustainable building in terms of energy consumption and the ageing of a building with dignity. The topic of sustainability is one that ORANGE BLU takes seriously, working closely together with the German Sustainable Building Council (DGNB Deutsche Gesellschaft für Nachhaltiges Bauen).

“We can do more than just change something – we strive to make a difference!” – a statement that makes it clear that ORANGE BLU emerges as a colourful fusion, a new force, charged and brimming with energy. With the complimenting colours of experienced hands forming an alliance with fresh blood, it's full speed ahead and together they are gaining momentum to continue the tradition of creating inspiring architecture around the globe.

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Main image: Kulturmeile in Stuttgart

Opposite: King of England (left)

Swabian Gallery (middle)

Indian Embassy (right)

Right, from top: State Gallery and Haus der Geschichte

British Embassy in Tbilisi

Gatehouse

Haus der Geschichte (bottom left)

Peace Palace in The Hague (bottom right)

