

### **Two Are Better than One: Iconic Awards for Two RBSGROUP Projects**

**From the Bayerische Staatsbank (Bavarian state bank) to hotel and from an old bookbindery to innovation hub. Experts from RBSGROUP – Part of Drees & Sommer received two Iconic Awards for the conceptual framework, presentation and design of *The Lovelace* project in Munich and the *DS HUB* in Stuttgart. The temporary cultural and hotel project *The Lovelace* received the *Best of Best* award. The new innovation laboratory of the project management and consulting company Drees & Sommer in Stuttgart won an award. The official award ceremony will be held in the German city of Munich on October 7, 2019**

Whether visionary architecture, innovative products or sustainable communication – through the *Iconic Awards: Innovative Architecture*, the German Design Council has established a neutral international competition for architecture and design which, for the first time, takes into consideration the interaction of the disciplines. The Council acts as an interface between designers and the construction industry. The focus of its award-winning projects is on the comprehensive presentation and interplay of the disciplines architecture, interior design, product design and brand communication in the context of architecture. ‘The key questions in both cases were: What freedoms do we have, due to the fact that it is a temporary solution? What is the attitude of the operators, and what can we contribute? For the project work, this meant that intuition and chance were allowed to play a major role; in other words, a pleasant situation,’ said Alexander Strub, Creative Director at RBSGROUP, describing the two award-winning projects.

#### **Where People Meet: *The Lovelace* as Hotel Happening**

The RBSGROUP received its first award for the design and storytelling of *The Lovelace*'s hotel rooms. As a large unused space, the former Bayerische Staatsbank in the middle of Munich offered space for experimentation: the world's first pop-up hotel opened its doors between 2017 and early 2019. The aim of the concept drawn up by the partners behind *The Lovelace* was to create a place of encounter, inspiration and interaction. Another objective was to preserve the original character of the partially listed rooms in the former Königliche Filialbank (*Royal Bavarian Branch Bank*). As an exciting interim-use project for the building, *The Lovelace* not only offered 30 hotel rooms on a total of 4,800 square meters, but also space for artistic, musical, literary and discussion events and retail shops besides a café, restaurant, club, bar and workshops/studios.

### **Hotel Rooms in *The Lovelace* as *Mise-en-Scène***

Framed as a stage by a 360° curtain, experts transformed the former executive offices into 30 spacious and comfortable hotel rooms and suites of various room categories. The curtains created a high-quality guest experience and made a refined use possible: while art and city views were prominently showcased, wardrobes and storage space could disappear behind them.

### **Industrial Character Meets Modern Working in the DS HUB**

A former bookbindery from 1986 with a typical industrial character was the ideal basis for the Drees & Sommer innovation hub in Stuttgart, for which workplace experts reinterpreted the building. The result: a mix of history and modern work environments, with space for flexible and agile working. Many new standards were also set with state-of-the-art building technology and sustainable implementation. The new DS HUB is an ideal breeding ground for lateral thinkers and new concepts. In the Innovation Center, employees can work freely and in teams on innovation-related topics - they are provided with space, time and expertise. Innovation hubs are available at various Drees & Sommer locations for startups, clients and research purposes. The DS HUB in Stuttgart is primarily concerned with digital business models, joint ventures with startup companies and data security.

Impressions of *The Lovelace* can be found in this [video](#).

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### ***Drees & Sommer: Your Innovative Partner for Consulting, Planning, Construction and Operation***

*Drees & Sommer is your innovative partner for consulting, planning, construction and operation. The leading European consulting, planning and project management enterprise, Drees & Sommer, has supported private and public clients and investors for almost 50 years in all aspects of real estate and infrastructure – both analog and digital. The result is cost-effective and sustainable buildings, profitable real estate portfolios, people-oriented working environments, and visionary mobility concepts. The company's 3,300 employees in 41 locations around the world work in interdisciplinary teams to provide support for clients from a wide variety of sectors. All the services provided by the partner-run company take into consideration both economic and ecological concerns. Drees & Sommer calls this holistic approach 'the blue way'.*

### ***RBSGROUP – Part of Drees & Sommer***

*RBSGROUP – Part of Drees & Sommer stands for contemporary space configurations and area concepts that promote communication, knowledge sharing and innovation within the company. Its specialists not only have extensive expertise of office and work environments, but they also cross the boundaries of industry and format. Using an independent and system-neutral approach, they design, optimize, plan, realize, and organize, with the focus always on the user. RBSGROUP is known for its full-service solutions: change management; analysis and strategy; planning and design; fit out and move. With an interdisciplinary team of designers and interior designers, civil engineers and architects, social scientists and real estate specialists, more than 3,000 projects have been realized in over 30 years – throughout Europe, across industries and from small and medium sized companies to global corporations. RBSGROUP has been part of the Drees & Sommer Group since 2015.*