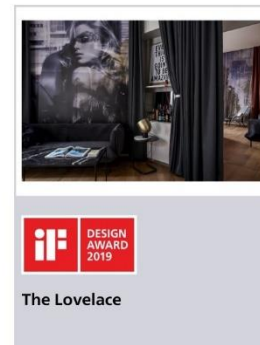
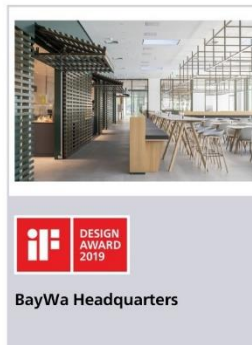


iF Design Award 2019: RBSGROUP Receives Two Accolades

RBSGROUP — Part of Drees & Sommer — is one of the winners of this year’s iF Design Award. The globally respected design accolade was awarded to not one but two of the company’s projects: the BayWa headquarters in the German city of Munich won in the Office/Workspaces category while *The Lovelace* project, also in Munich, claimed the award for Hotels/Spas/Restaurants/Bars.

The iF Design Award is presented once a year by an independent design institution, iF International Forum Design GmbH in Hanover, Germany. Both of the projects by RBSGROUP—Part of Drees & Sommer — impressed the jury of international experts with their innovative conceptual frameworks and designs. They faced stiff competition: the judges had 6,400 entries from 50 different countries to choose from when selecting the winners of the coveted award.

With the BayWa headquarters project, the challenge for RBSGROUP was to develop a distinctive design language from the brand in line with its core values. To achieve this objective, the company developed a coherent overall concept for the external and internal architecture, a flexible workplace and space concept, and a consistent, brand-appropriate appearance.



These two RBSGROUP projects were commended for their special conceptual framework, mise-en-scène, and design.
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An outstanding conceptual framework, mise-en-scène, and design were also the focal points of the project for *The Lovelace*, the world’s first pop-up hotel. This saw the former premises of the Bayerische Staatsbank in Munich transformed into some 30 comfortable hotel rooms, using features including a 360° curtain and curated content such as art and literature to present and design the spaces. The team from RBSGROUP also won two awards for its design concept for the hotel rooms in 2018, collecting accolades from the Art Directors Club für Deutschland e.V. (ADC) in the categories ‘Design Disziplin’ (*design discipline*) and ‘Kommunikation im Raum’ (*communication inside a space*).

The following videos provide an insight into the two projects:

[RBSGROUP: BayWa Headquarters](#)

[RBSGROUP: The Lovelace](#)

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RBSGROUP—Part of Drees & Sommer

As part of the Drees & Sommer Group, RBSGROUP stands for integral concept development and the planning and realization of forward-looking formats which always focus on the user. Its specialists have extensive expertise of office and work spaces but also cross industry and format boundaries. Using an independent and system-neutral approach, RBSGROUP designs, optimizes, plans, realizes, and organizes modern space and area concepts which promote communication, knowledge sharing, and innovation within the company. The results make brands and corporate culture tangible, generate communication experiences, and make corporate structures visible. With over 160 members of staff at offices in Munich, Frankfurt am Main, Cologne, Stuttgart, Hamburg, Berlin, Nuremberg, Leipzig, Zurich, and Milan, RBSGROUP offers planning and consultancy services both nationally and internationally.

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