“the blue way”: an attitude that combines economy, ecology and functionality in all services

“the blue way” stands for the attitude with which Drees & Sommer has been supporting builders and investors for 40 years. The company performs all services under the premise of giving economy, functionality and process quality the same consideration as ecology, architecture and comfort factors. Behind “the blue way” stands the Drees & Sommer philosophy of ensuring client success by thinking and acting in a truly integrated and sustainable manner.

Numerous projects demonstrate that Drees & Sommer went “the blue way” from the beginning. The comprehensive approach is apparent in Drees & Sommer’s own office building, OWP 11, in Stuttgart, for example. The property was conceived back in 1999 and 10 years later it received the first ‘Gold’ certification of the Deutsche Gesellschaft für Nachhaltiges Bauen (DGNB, German Sustainable Building Council) for new structures. At Expo Real 2011, the proprietors will likewise be awarded the DGNB certification for portfolio properties – also ‘Gold’.

Potsdamer Platz in Berlin is another prime example of “the blue way”: since 1991, Drees & Sommer has supported the development and implementation of the rebuilt area with general planning and eco-management. Around 20 years later – within the scope of Expo Real 2011 – the city district was one of the first to receive the ‘Silver’ DGNB Zertifikat Neubau Stadtquartiere (NSQ, Certificate for Newly Constructed City Districts).

At Drees & Sommer, “the blue way” stands for a service portfolio that has always striven for sustainability in all its facets. In this sense, “green” is an integral part of “the blue way”: if a building is environmentally friendly, in other words, “green”, and meets all economic and functionality requirements, it is a tangible result of this comprehensive and sustainable approach.
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Drees & Sommer has been supporting public and private principals as well as investors as an international corporation handling project management, real estate consulting and engineering matters in all real estate related projects since 1970. Boasting a workforce of 1125, the company operates branches at 14 German and 18 international locations and generated EUR 146.5 million in revenues in 2010.