



Project name: Margarete Steiff Museum. **Client:** Margarete Steiff GmbH. **Location:** Permanent Exhibition, Giengen/Brenz, Germany. **Exhibition Design and Realisation:** Milla und Partner GmbH, Agentur & Ateliers, Stuttgart. **Size:** 2,300 m². **Completion year:** 2005.



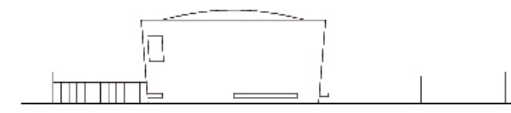
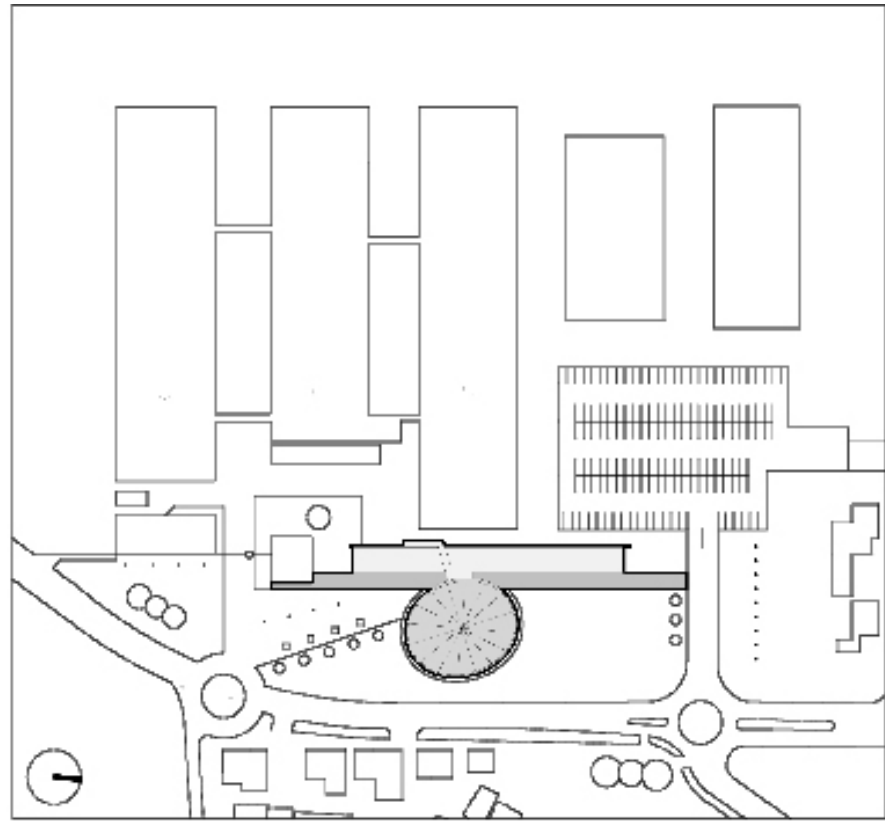
↑ | Shop window (slot)
→ | View from kids restaurant



Margarete Steiff Museum

Giengen/Brenz

The building complex consists of two very different constructions – the ellipse-shaped main building, housing the actual museum and the Steiff Shop, and the rectangular extended annex containing the cafeteria and conference room along with bathrooms and cloak rooms. The ellipse-shaped main building, which extends conically upwards, is built as a support-free steel construction. The aesthetic tension of the very expressive yet timeless design is reminiscent of the iron sculptures of Richard Serra. At the same time, the company-specific three-dimensional “Button in Ear” logo is adopted and newly interpreted in a thrilling and large-scale style in line with the “corporate architectural design”.



- ↖ | Foyer, entrance area
- ← | Site plan
- ↑ | Section
- ↗ | Facade with entrance north
- | Exhibition

