



Margarete Steiff Museum, Giengen bei Ulm (First prize competition).

Building to their heart's desire

Ramseier & Associates Ltd. honour the Bauhaus tradition by taking it into an exciting future.

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The legendary Walter Gropius famously quoted a Japanese fellow architect when he opened the 'Hochschule für Gestaltung Ulm' (Ulm college of design) in 1955: "Develop an infallible technique and then place yourself at the mercy of inspiration". To architect Andreas Ramseier, this "challenging yet wise" sentence applies today exactly as it did more than half a century ago.

For the qualified architects and designers at Ramseier & Associates Ltd., a "subtle entrepreneur spirit paired with a distinctive sense for detail" is at the core of their creative process. With a varying team of 12 to 15 architects and designers, the firm

offers prototypes, interiors, corporate architecture for banks and insurance companies as well as hotels, congress centres and malls. Architecture and interiors can be provided either as a package or as separate projects.

The office frequently welcomes talented co-workers from an international background who want to improve their skills, thus creating a lively atmosphere of transaction, new ideas and knowledge exchange. Thanks to partnering with highly qualified architecture firms in both Germany and the US, projects of any scale can be realised on both a national and an international basis.

Following the Bauhaus principle of the "view of the whole", Ramseier & Associates Ltd. keep the interior and exterior connected as well as taking the building's setting within its surroundings into account.

Their Margarete Steiff Museum illustrates just that principle. Ramseier & Associates Ltd. won the assignment to plan the ten-million-euro project in Giengen near Ulm in an invited competition. The specific formal expression of the elliptical and slightly conical building reminds of the steel sculptures by Richard Serra in its clear-cut objectivity. Porthole-style and arrow slit windows mirror Hans Scharoun's iconic design language. The museum's exterior and interior form a set, even the design of the outside lamps reflect the shape of the slit windows. The bold, castle-like outer appearance of the building is

softened by warm hues, circular shapes and lively colours both on the inside and on the outside. Thus, a protective and protected surrounding welcomes visitors both short and tall. The impressive museum building primarily presents the Steiff firm's history on 2,400 square metres and includes a peek into the production process of the classic toy animals with the traditional Steiff ear tag, as well as a restaurant and a museum shop. Finished right on time for the 125th firm anniversary in 2005, Ramseier & Associates Ltd. have since received the architectural association of Baden-Württemberg's 'exemplary construction' award as well as the 'Winner of the iconic award 2014' for the project.

The Zurich-based office was founded in 1985 by architect Andreas Ramseier who has also studied design, architecture and composition and gained experience with various US-based architects before he started his own firm. A multiple win-

ner of competitions and awards, Andreas Ramseier also lectures and publishes in his field on a frequent basis. His daughter, Zoé Alexa Ramseier acts as head of design and partner and the technical management is shared between engineer Professor Andreas Betz and Benedikt Homberger.

Recently, Ramseier & Associates Ltd. for example won first prize for the complete reconstruction of the Confédération Centre Genf, a traditional inner city mall in Geneva, to be finished by 2019.

Situated in one of the high-end shopping areas of Geneva, the building is accessible from five different points of height due to its slope position. The outer appearance takes the former '70s façade into account, however the only part worthy of preservation is a natural stone façade. The complete redesign of the interior aims at repositioning the Confédération Centre while providing new shop spaces in the top seg-

ment. Soft, organic shapes and wooden materials will dominate the new interiors.

"An architect can only be as good as his client" is the credo at Ramseier & Associates Ltd. and they feel inspired by the range of interesting and high-ranking brands that choose the office for their projects. Porsche, Zurich Insurance group, Hyatt, airport Zurich, Swatch. When the big names and the interesting challenges come knocking, the team starts chopping – with such enthusiasm and glee that nothing seems to be going fast enough. From design to model, from rendering to prototype – everything is to happen simultaneously and ideally to be visualised by the next day at the latest.

Inspiration through interaction is what makes the architects and designers at Ramseier & Associates Ltd. thrive and create, to their heart's desire.

www.ramseier-assoc.com



Kaufleuten, Zurich.



Zurich Financial Services / Boardroom
(First prize competition).



Confédération Centre Geneva
(First prize competition).



Cossack History Museum, Volgograd.