

headquarters Krogmann – a carpenters studio office / Lohne OT Kroege / Germany 2009

Krogmann is a traditional North German Timber Company founded in the 1960's by Hubert Krogmann. In 2007 the company was passed on to his son, Konrad, and his daughter-in-law, Heike. Their son will also be joining the company after entering wood school this year.

In 2007 Konrad Krogmann analyzed the competitiveness of his newly acquired company and realized that, despite economic soundness, his neighboring country competitors were ahead of him in terms of representing their firm's philosophy architecturally.

In the population 1700 small town Kroege the project is slowly but surely increasing the understanding in place for the evolutionary approach of the attitude of the building, which in an "architecturalized" way exemplifies what the website of the Krogmann company shows: Hubert Krogmann typical for his generation dressed in the suit and tie and built for his company a pitched roofed house which was standing with it's eaves parallel to the street and featured anthracite cement fiber tile roof material.

He stands literally behind his son Konrad, ready to pass on the future of his business into the hands of his son with confidence.

Konrad, with the shirt unbuttoned, is demonstrating to be ready to take over in a contemporary, more casual way, at the same time showing awareness of the family business legacy. This is demonstrated by the trapezoid shaped fiber cement board face along the street, which then breaks open to transparently unveil what he believes his company represents as an emerging protagonist of a socio- and biodynamic 21st post-fossil Century.

ILMASI prelude



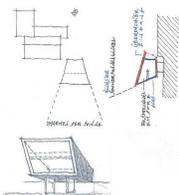
location – orientation



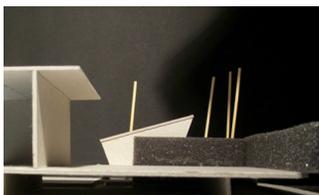
Konrad + Hubert



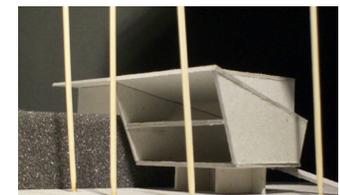
the 20 Century context



the 21 Century idea of embracing the public and the sun



the every changing perception of cone shaped plan and section



The 21 Century redux



as the beacon



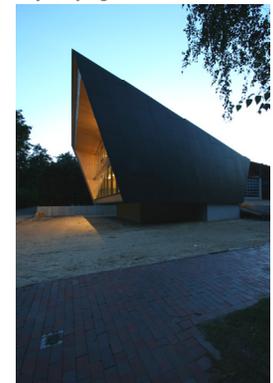
Konrad's + Hubert's architecturalized agenda



6. façade testing



objectifying



soaking up light and sun



overheating protection



venture effect-ing form



blurred boundaries



wide open work space



thick thermal threshold



working in the tree tops



dematerialized visual and social barriers

