

ATELIER BRÜCKNER

PRESS RELEASE

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'DAS GUTBROD' IN STUTTGART ADDRESS OF THE REGION – WITH DISPLAY WINDOW CHARACTER

Stylish new venue: Centrally located in Stuttgart, the state capital of Baden-Württemberg, the Wirtschaftsförderung Region Stuttgart GmbH (WRS) opens 'Das Gutbrod' as a regional meeting point. The lounge and the connected conference room are on the first floor of the listed Hahn building. The striking, fourteen-storey high-rise construction, located on the corner of Friedrichstrasse and Geschwister-Scholl-Strasse, was built in the years 1962–64 according to plans of architect Rolf Gutbrod (13.9.1910 – 5.1.1999). Having now been renovated by ATELIER BRÜCKNER, the rooms were previously used by a savings bank divided up into smaller spaces.

The new design has brought back the feeling of spaciousness, with a central bar harking back to the original use. Architectonic elements of the time of construction, including the massive, canted round pillars made of porous fair-faced concrete and the three-dimensional concrete ceiling of the conference room are now able to reveal themselves in all their new glory. An old and new attraction is the wide, angular glass front facing onto Friedrichstrasse. The ceiling high glass panes lean far outwards and make the lounge appear to be hovering over the entrance area.

The new interior and furnishings communicate self-assuredly with the historical elements of the building, not imitating the 1960s. Reduced materials and a few dark, accentuating colours are the underlying design concept. The colour of the indirect lighting is flexible and can be adapted to different events, whereby, at night, it attracts attention to 'Das Gutbrod'. On the occasion of the opening on 12 September, Dr. Walter Rogg, managing director of WRS, refers to 'Das Gutbrod' as a "anchoring point for politics, industry and society in the region", while "the design of the rooms makes it possible to experience the qualities of the Stuttgart region."

Hosting a maximum of 120 people, the premises will be used by WRS, the parliamentary groups of the Regional Assembly, and the Verband Region Stuttgart (Greater Stuttgart Region Association). In addition, regional institutions, companies and organisations can rent 'Das Gutbrod'. The office of IBA 2027 StadtRegion Stuttgart located in the Hahn high-rise building has the ideal premises here with a display window character.

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