

press information

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1st Prize in Realisation Competition
Façade Design for Department Store
Nürnberger Straße, Erlangen

Department Store - Former Grande Galerie



central idea

Nürnberger Straße is notable for its extremely varied architectural character. The project site is surrounded by buildings of highly varying scale and style. The **powerfully expressive form** of the design creates a new focus for the section of Nürnberger Straße located between Kaufhof and Henkestraße as well as giving the department store **its own unique character**.

The dynamic sculpture of the building is supported by a **classically homogeneous façade structure**. Hence, the building combines an **urbane character** with the nobility of **premium high street real estate**.



urban spatial concept

Streetspace

Nürnbergger Straße is a sequence of **highly varying spaces**. Between the multiplex cinema and Henkestraße **the street is clearly defined** by the façades which line it on both sides - although subtle breaks and **steps backwards and forwards** in the building line serve to lighten up this urban character. A gentle shift in the façade creates a place within the streetspace which in turn becomes the **starting point of the new Grande Galerie**.

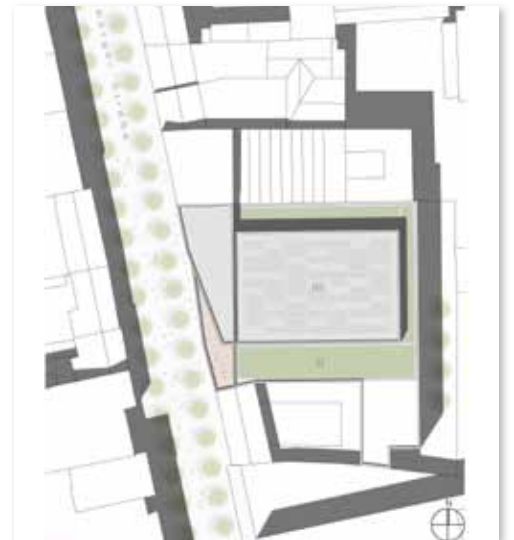
Building Volume

The building volume is largely defined by its **internal structure**. In a reference to the possible divisions of the complex the volume can be broken up into either **thirds** or **quarters**. This flexibility is incorporated into the design and the shifts of the various levels of the façade create a **dynamic volume**.

At the same time the building responds directly to the **sequence of eaves** of its neighbours. To the south it **directly continues** the eaves line while to the north there is a very deliberate break in the eaves line in order to respect the **very different heights of the adjacent buildings**.

The large areas of façade are also organised in a similar way in order to ensure that the dimensions and proportions of the building fit in with the overall streetscape.

Straßenbild ein.



Site plan

Location

The narrowness of Nürnbergger Straße, together with the thick row of trees down the middle of the street ensures that the building can **never truly be viewed as a whole**. Passers-by generally see it from a very narrow angle from which the areas of façade are optically **highly truncated**.

The **gentle rotation of the individual elements of the façade** can be clearly seen from the street - making these elements **easily legible to passers-by**. This exploitation of the narrow viewing angle **enhances the view into the building**.

And the **presence of the building in the streetscape** from more distant vantage points is enhanced.

Elevation



façade concept

Urbanity

The basic idea of the building is that it is **highly open** and offers an **optimal opportunity for tenants to present themselves to their clients**. The façade is organised in line with a generous **storey-high building grid** which provides the frames for both display windows and building entrances. **Dividing walls** can be connected to the façade along **any gridline**.

The scale of the complex allows it to blend into the sequence of buildings along Nürnberger Straße and its **transparency** enables it to become the **dynamic focus of the pedestrian zone**.

Materiality and Value

The material concept for the building is based on a **high quality façade** which meets the requirements of premium commercial real estate. The grid of the façade is realised in the form of prefabricated **white concrete elements** and the façade itself is powerfully **structured by light and shadow** due to the sometimes dramatic shadows resulting from the depth of the reveals.

The **bronze frames** of the window elements are set into this light-coloured façade grid with a continuous shadow gap. The **display windows** have full-height glazing. Part of this glazing at the upper floor levels is replaced by **bronze panelling**.

At first floor level, around a third of the window area is **rendered opaque** in this way and at second floor level the proportion of glazing is further reduced.

This alternation of open and closed areas of façade permits a much more **flexible approach to the design of the display windows**.



Façade detail

energy concept

The most important task facing the energy concept for the retail areas of the building is the generation of cooling energy across the course of the year.

An area of the roof measuring around 1,200 m² is appropriate – due to its orientation - for both **solar heating (and cooling)** and photovoltaic uses.

The energy which is recuperated from the various sources of heating and cooling and distributed around the building by means of **energy bars** meets around 30% of the necessary energy requirements.

The remaining 70% is provided by the cooling energy produced by the solar heat equipment.

Both in winter and at night the **absorption cooling equipment can be used as heat pumps**. Whenever the demand for cooling energy exceeds the generating capacity of the solar radiation, this absorption cooling equipment can be heated by district heating or other sources – with an 80°C input temperature being satisfactory. As in summer, this heating energy can generate cold water for cooling as well as extract heat – which can then be used for heating the building. Extract heat temperatures vary between 30 and 38° C (assuming a minimum input air temperature of 40° C).

In cases where the extracted air cannot be used internally this can be released into the environment via a cooling tower.

In winter, when the heat exchange equipment is no longer required for solar cooling, it can be used for free cooling and the resulting cooling loads can – where these exceed the capacity of the absorber – be simply released. Cooling with the absorption cooling equipment takes, however, precedence over free cooling in order to avoid a negative impact on the operation of the heat pumps.

In addition to the above, **photovoltaic equipment** can be installed on the roof. The electricity generated by this equipment will be fed into the electricity grid. A further advantage of this would be that the installation of such equipment would permit a reduction in the primary energy requirement for the purposes of the EnEV (energy saving regulations) calculation.

evaluation of the jury

The design fits well into its heterogeneous urban context while successfully establishing its own clear identity and individual architectural language.

The height of the project reacts appropriately to the heights of the existing buildings: there is a direct alignment to the North while, to the South, the third level of the existing building is replaced by a roof terrace with the building itself being set back from the second floor.

The façade reacts subtly to the context with a series of light shifts forwards and backwards which vary at each level. This both diminishes the sense of volume of the building while creating a pleasant but not overplayed dynamic.

Despite the clear autonomy of the building design it retains the ability to react to future alterations in the surroundings.

The homogenous façade structure has a high and sustainable quality due to both the choice of materials (white concrete, bronze window frames and panels) and such details as the filigree shadow joints. Such a depth of window detailing makes it necessary to ensure that water does not drip from sills and result in the staining of the façade. The varying width of the bronze panels allows the façade to react to the different requirements of both each level and of specific interior spaces. This flexible use of façade elements also adds to the liveliness of the overall effect.

The requirements in relationship with the potential division of shops have been optimally

met. Each individual shop can present itself individually and optimally due to the large proportion of windows. The entrances to the building are clear and inviting and the need to protect these entrances has been expertly met by the various shifts in the façade. Advertising panels can also be easily integrated into the façade

The overall façade construction can be economically executed and should not lead to unreasonable maintenance costs.

*Minutes of the meeting
of the competition jury
on 18th November 2010*

project information



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Meeting of the Competition Jury on 18th November 2010

Participants:

1st Prize: ATP Architects and Engineers, Munich
2nd Prize: KJS+ Architekten, Erlangen
3rd Prize: Grüntuch Ernst Architekten, Berlin