

Press release

Facade-Lab in Großbeeren near Berlin: The international competence center for facade-development

Großbeeren/Berlin, July 2012. Both the increasing activity in the building industry in regions with extreme climate conditions and the diminishing natural resources demands intelligent solutions in the area of energy efficient and sustainable building. Especially, the building envelope with its various functions creates a task field that by no means can be handled without efficiently qualified specialists. Here Facade-Lab, founded by priedemann fassadenberatung in the year 2010, comes into action with the basic slogan of „Experience Sustainable Technology“, the target of promoting technological development, as a centre of development and research in this area and brings brand new facade solutions to life, is pursued.

The roots of Facade-Lab go back to the year 1993, when Wolfgang Priedemann founded an office for facade engineering in Berlin. In the year 2004 a rebranding to priedemann fassadenberatung GmbH took place. With the managing partners Lars Anders and Wolfgang Feuerlein, the consulting engineers evolved into the German market leader and an internationally accepted company. Currently engineers in the locations Großbeeren, Istanbul, Dubai, Mumbai, Peking und St. Petersburg accompany challenging building projects on a global scale. Facade-Lab takes the part of the central competence centre for all of the priedemann companies.

The areas of activity of Facade-Lab can be divided into four fields: The **Facade Think Tank**, which provides impulses for research and develops innovative facade technologies. The current themes are such as glazing with integrated LED-strings and the development of solar-facade-power-stations, whereby the face of the facade absorbs energy and stores it to make it usable in many different ways in the building afterwards. A further research focus is the „Intelligent Facade Engineering“ (IFE). This is a virtual, integrated procedure for optimized designing, accomplishing and management of facade constructions in accordance with the method of „Building Information Modelling“ (BIM). In order to do that all relevant information is put into a digital database and linked up as a virtual component-orientated 3D-facade model. The primary function of the parametric volume model is to generate data for detailed design and construction documentation, for order lists and lists of material integrating in controlling CNC-manufacturing automates.

By way of example based on the IFE-data appropriate prototypes and storey-high model facades on a scale of 1:1 emerge in the **Facade Workspace** (Mock-Ups). In this way architects and investors get the chance to experience their facade concept very early, tangible, locally, and they are able to check the design output.

With a variety of model facades the **Facade Showroom** gives an overview about brandnew materials and technologies of facade construction to qualified visitors. At the same time the haptic and visual impression is more „real“ compared to the usual small examples of material. The materials are presented on 1,35 m broad and storey-high carrier elements in constructive coherence with connections, joints and solutions for corners. Further colours and surficial qualities are respectively to be seen in supported catalogues. There is also space for prototypes from the development work and Mock-Ups of finished projects in the showroom of Facade-Lab.

The **Facade Forum** is the on-topic venue for project-related or superordinated courses of instruction, workshops and presentations as well as conferences and special events of independant institutions. The personal exchange of views and experiences about results in research and development supports the implementation of new technologies in challenging facade constructions.

The four areas of operation of Facade-Lab are closely related to each other and are using synergies. So, within only two years, Facade-Lab has evolved into an international active, interdisciplinary facade-competence centre, that is acknowledged throughout the world.

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