

AD

APRIL 2016
DEUTSCHLAND

8€
DEUTSCHLAND
ÖSTERREICH
SFR SCHWEIZ

ARCHITECTURAL DIGEST. STIL, DESIGN, KUNST & ARCHITEKTUR

SEHNSUCHT ITALIEN

**GIPFEL DER
ELEGANZ**
MÖBELIKONEN,
FLIESEN-KOSMOS,
DESIGNPROFIS
UND JUNGE WILDE

AUF DER SONNENSEITE
IN EINEM GLASHAUS BEI PIACENZA
LEUCHTEN DIE SEVENTIES

DAS BLAU VON ISCHIA
WIE EIN ALTES KLOSTER HOCH ÜBER DEM
MEER DAS SÜSSE LEBEN FEIERT



DRESDEN^{DE}LUXE

EXZELLENT & GLOBAL



RETREAT & RELAUNCH

“ONLY THOSE WHO LOOK BACK ARE ABLE TO SEE INTO THE FUTURE”



Ms Miersch-Süß, what was the pivotal impulse behind such an all-round relaunch?

It was the exact moment when everything suddenly felt like an endless loop. Although we were entirely successful, I had the impression that I was just marking time. At moments like this, I withdraw automatically in order to consider this feeling from the position of a detached observer.

So a sort of “Retreat and Relaunch”. What was your main preoccupation?

The question pertaining to the current self-image of the architect. In conversations and forums with colleagues, I always felt like an outsider because my self-image as an architect was never actually congruent with that of my colleagues. This resulted in two definite work topics: goodbye to limitations and hello to living diversity. Using these topics as a point of departure, I was then able to analyse, to develop, and to make decisions. And ultimately, from these two topics more have grown: They are philosophy and strategy likewise for our new direction.

What exactly is hidden behind “goodbye to limitations”?

On the one hand, over the last twenty years and due to continual repetition, we have become experts in the most diverse fields of work. And this is a good thing. On the other hand, clients have increasingly requested new services and tasks from us which we are glad to undertake and develop. Our activities have always gone far beyond mere architectural design. Goodbye to limitations is an expression of this broad range of products and design services.

A wise saying that Ines Miersch-Süß has taken to heart. Her architectural practice has gone through a long process of renewal and, with the brand MSAO Miersch Süss Architectural Offices/International Consulting, has carried out a complete restructuring of her architectural and engineering business. The new motto “Living diversity in architecture” stands for the altered strategic approach. In this interview, she speaks about the underlying idea and the fascination exerted by diversity.

Can you name an example?

We develop futuristic concepts for institutions and businesses or for urban planning that we, architects and engineers, combine with business methods. Therefore, we are not only in the position of being able to counsel clients with regard to beauty and vision, but can make clear to them the feasibility of a decision and its consequences for the

economic, technical and artistic whole. Visionary thinking, forecasts in trends and developments for the next twenty or thirty years combined unerringly with the concrete possibility of realization — is our absolute strength.

And how would you define diversity?

We see limitations not as obstacles but as challenges, and we still have other creative solutions at our fingertips when others are easily satisfied with one result. We look to the left when others are looking to the right. This is our understanding of diversity. In addition to development consulting, we will continue to place a strong emphasis on design and construction. Project management is also included, in which we also deep-dive into project marketing. With these three pillars we are diverse and focussed at the same time.

Can you tell us about the enormous range of possible architectural projects?

Here we have a clear emphasis and build on our expertise. Last year our large relaunch exhibition took place. While curating project works from twenty years, it became clear to us that we could arrange the projects into, let us call them, sectors: cultural highlights; high-tech industries and research; high-end mobility; and finally, excellence-business which I would like to explain in more depth later. With this structure, we have created a foundation from which to approach markets and target groups in a focussed manner in order to offer our diverse fields of expertise.

“IN MY DESIGNS ONLY ONE THING IS IMPORTANT TO ME: THAT THE PERSONALITY OR PERSONAL MESSAGE OF MY CLIENT IS REFLECTED IN THEM.”

The architect Ines Miersch-Süß is CEO at MSAO Miersch Süss Architectural Offices and manages the Design & business-development department. She is opening her architectural office to an increasingly international sphere of activity. For the first time, she is creating a private client business modelled on banking for exclusive private and corporate clients. Her MSAO Future Foundation, based on donations, answers questions pertaining to the future of architecture and urban planning. msao.de

What role does architecture as the expression of style play in this concept?

On consideration, I don't think I have a rigid idea of architecture when seen as an art style. As circumstances demand, and as a designer, I avail myself of the most diverse styles: from Louis Quatorze to Bauhaus, from Japanese Zen to Baroque explosions of colour. In my designs only one thing is important to me: that the personality or personal message of my client is reflected in it. This message can be superbly transported by stage-setting space as a free or dramatically conceived space-sequence. Ultimately, it is important how one perceives space and therefore experiences architecture. It has a lot to do with encountering a personality. The limitations of the much-lauded power of genius loci are not enough for me.

What about the Excellence-Business?

For the first time, and mirroring the corporate structure of banks, we have created a kind of private client business with this excellence-business. The clients we serve speak a differentiated language in their corporate culture. Here, we offer architectural services that have a lot to do with the personal encounter between corporation and clients. The disposition of this business clientele, their way of thinking and our understanding of their type of business take centre stage for us. In essence, we are dealing with premium interior design that we deliver with individual, made-to-measure solutions. Nothing, but absolutely nothing, is ready-made.

Is the topic “globalization” important to you?

Absolutely! While curating our project CV it became quite clear: We have to return to the future! That is: our careers were from the start internationally oriented. Twenty years ago, we were already on the move all over Europe as well as in Malaysia with projects; and this mainly in intercultural project teams. This intercultural and linguistic competency is the basis with which we in future will position our architectural business in an unlimited international context. Destination? Europe, Asia, the Arabian Peninsula, America.

What sector are you oriented towards in your foreign business?

To begin with we focus on local clients in the respective countries who take the values and concept of quality connected with “German architecture and engineering” as their basis. In addition to this is our expertise, which we employ specifically according to country and region. Ultimately, it is first and foremost German businesses that we counsel abroad. Also foreign businesses that are planning investments in Germany. Our intercultural competency is at the core of our export and import services.

Does this mean that you will turn your back on Dresden?

No, not at all. Here, in the city of innovation and engineering art we have our roots. The first twenty-five years after unification, one worked here around the clock and accomplished a reconstruction for which Munich and other main German cities had had fifty years at their disposal. The coming twenty-five years will be a significant challenge for Dresden where we will see how metropolitan this city can be – or not, as the case may be. And we absolutely want to be part of this development.

What will be your next step in this direction?

The launching of the MSAO Future Foundation. To begin with, we will design projects that concentrate on the future of Dresden, on sustainability and diversity. Here, importance is laid on a candid consideration of the social developments and exigencies of urban planning. In future, we must respond to these developments and exigencies through architecture and urban planning.

Read the whole interview at art-corporates.de/meisterwerke-magazin



The architect and engineer couple Ines Miersch-Süß und Holger Süß. www.msao.de