



# Gewers Pudewill

## Contemporary and contextual design



**Main image & above:**  
Bosch and Siemens. New construction of technology centre in Berlin. Photos: Eberle & Eisfeld

**Below:**  
Draft for a 5-Star Hotel in Southern Germany. Photo: EVE Images (left)  
Federal Institute for Risk Assessment. New office building and laboratories. Photo: Eberle & Eisfeld (right)

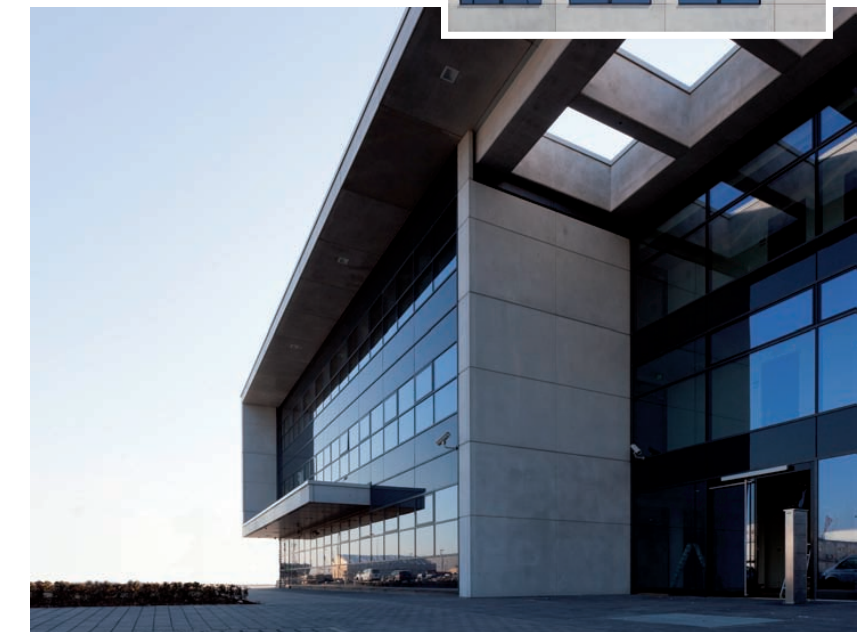
**Right:**  
BER Airport Berlin-Brandenburg. Willy Brandt - New construction of four buildings for security and ground transportation. Photos: Eberle & Eisfeld

Today, Gewers Pudewill employs 32 architects who work in their spacious Berlin-Kreuzberg office. The firm states that its designs are derived from a number of sources: "We broadly draw interesting concepts from everywhere: nature, art, the countryside – but ultimately it is the individual design process in our office that produces stand-alone building ideas. Our aim is to show not only beautiful 3D images but also that the building will later redeem the promised design. Therefore, we place a strong emphasis on a detailed, high quality implementation. The result is good architecture, individual, sensual, holistic and expressive."

And, by using building resources in accordance with the pertinent economic and ecological needs of a space or environment, Gewers Pudewill is changing the parameters of functional, yet responsible corporate architecture.

Pudewill worked as partner for Henn Architekten in Munich and Berlin and abroad for 15 years.

Many of the projects for which they were responsible were honoured with awards. In 2014 alone, they were recognized with the 'Thuringian State Prize for Architecture and Urban Design' and the 'ICONIC Award' from the German Design Council. Much of their work has also been featured in art galleries or exhibitions on modern architecture.



Architecture surrounds everybody and everything. It is a world of figures and forms, natural and constructed settings. The young Berlin firm Gewers Pudewill designs intelligent and inspiring environments; they create places – and spaces – that enhance the quality and enjoyment of life.

TEXT: ELISABETH DOEHNE | PHOTOS: GEWERS PUDEWILL ARCHITECTS

Gewers Pudewill are architects in the classical sense. They embrace holistic concepts that begin with inspiring designs and are then completed in the best possible way. In doing so, they strike the balance between topical and timeless architecture. Their designs are both contemporary and contextual. Their architecture is urban, functional and state-of-the-art.

As one of Germany's top architects, Gewers Pudewill have realized prestigious projects and worked with a number of notable

clients in recent years. And although their modern designs are always individual and unique, their homogenised architecture is



contemporary yet classic, sustainable and integrative.

### A holistic approach to architecture

Gewers Pudewill believe in interrogating the deep structures that are evident in different types of architecture. They work through these precedents and propose original forms. "The holistic approach is more important than the size of a project – so we



are just as happy working on small as on large projects: from a small villa to city offices, from interior décor to high-rise buildings."

In fact, the award-winning architects state that: "We never have a preconceived notion, but we develop our designs and ideas always in the context of the task and the situation. This can lead to different approaches and results – which has a different focus every time."

### A history of success

In 2008, Georg Gewers and Henry Pudewill founded the firm in Berlin. Both partners look back on more than 20 years of experience in prestigious offices with high-profile clients and international projects. Georg Gewers began his career in 1990 with Sir Norman Foster in London, while Henry





**Left & above:**  
Fraunhofer Institute for Ceramic Technologies and Systems IKTS. Photos: HG Esch  
**Below:**  
New construction of lake residence in Potsdam. Photo: Christian Gahl (left)  
Town House Linienstraße Berlin-Mitte. Photo: Sebastian Reuter (right)  
**Right:**  
Headquarters of Mercedes-Benz Sales Germany in Berlin. Photos: HG Esch

### Combining practice and pulse

The firm develops concepts for new buildings and projects in Germany – and abroad. The majority of their work stems from directly commissioned projects as well as successful contests.

“The firm stands for a modern and contextual architecture, which is functionally developed – but also sensual. We combine high design standards in every detail with clear messages to build a holistic building. Contextualized and functional statements are closely associated with each other. Both are expressive, emotional approaches that enhance each other.”

Gewers Pudewill are architects – but also artists. “To us, architecture always arises from a specific time and context, which it then reflects. The openness, diversity and innovation of our time must be visible. We do not constantly seek new forms, but rather often

for new materials and surfaces that can play a role of their own,” states the firm.

### Thinking with and for their clients

The firm’s areas of expertise include: Architecture, interior design, renovation and revitalisation, master planning, general planning, and consulting. With an average of 15 clients per year, its team has conceptualized, designed and built office buildings, research and development spaces, cultural buildings,



living spaces, city architecture, hotels and interior designs.

By combining creativity and their vast professional expertise, Gewers Pudewill creates unique and meaningful experiences. Their designs put architecture into its relevant context; they merge the present and what already exists, with the effective, the innovative and the aesthetic.

Former clients include notable German and international names: Bosch und Siemens Hausgeräte GmbH, Berlin, CA Immo Deutschland, Carl-Zeiss Meditec AG, Berlin, ebay GmbH, Berlin-Dreilinden, Fraunhofer-Gesellschaft, München, Freie Universität



Berlin, Marquard & Bahls AG, Hamburg, Mercedes-Benz Vertrieb Deutschland, Berlin, Porsche AG, Stuttgart, and Volkswagen AG, Wolfsburg.

### Modern office spaces in Berlin

For instance, the new distribution centre of Mercedes-Benz in the eastern district of Berlin Friedrichshain-Kreuzberg will trigger further development in this industrial area. Close to the O<sub>2</sub> Arena, directly on the River Spree, Gewers Pudewill created a 13-storey-high tower and modern office spaces. Clear cubic forms and a rhythmic glass facade, and vertically offset double windows, characterise the appearance of the modern building.

An important pillar of the firm’s success and their continuous growth in Germany and abroad is their absolute commitment to delivering the best service, and to meet all deadlines and budget agreements.

### Future success and sustainability

In recent years, the firm has won many prestigious building competitions and projects. Their expertise and interest encompasses a wide spectrum and their name resonates with many industry experts and clients.

Looking to the future, Gewers Pudewill wants to continue to conceptualize, plan and build a plethora of buildings and spaces. “Our motivation is to build well. We want to take our high standards to build good and even better architecture. This has been our goal from the beginning and it will remain our focus for the next year and beyond.”

[www.gewers-pudewill.com](http://www.gewers-pudewill.com)

