

# IB<sup>+</sup>

# Profile



Headquarters of the International Olympic Committee (IOC), Lausanne: 3XN in collaboration with IB





# **We design the future. And we've been doing it for 100 years.**

IB can look back on a century-long history devoted entirely to the art of building. The story begins back in 1922 when the practice was founded by Otto Rudolf Salvisberg and Otto Brechbühl. Since then, we have completed hundreds of challenging construction projects for buildings such as hospitals, airports, laboratories and many more.

This long period has also seen major changes to our clients' requirements as well as the technologies used in the construction industry. We have always made foresighted investments in professional and dedicated employees – and this is how we have kept our innovative edge.

For the last 100 years, we have played a key part in the evolution of architecture – not only as an art form, but also as an expression of sustainability and technological progress.

Bring on the future! We're looking forward to it.

## **IB. Architecture – every step of the way.**

IB stands for architecture in thought and deed – every step of the way, from the initial idea for a project through to hand-over and beyond – expertise that only a few of Switzerland's architects have at their disposal.

As architects and general planners, we take on responsibility for the entire lifecycle of a building. We shoulder responsibility for design, planning, construction management and project management – from the first idea until the building is demolished.

The generalists and specialists in our own network are fully able to master the complex requirements for planning and building – because we know that coordination of everyone involved is the key to consistent implementation of the overall project.

It is this professional approach to collaboration that makes us a preferred partner for architects who enjoy renown both in Switzerland and abroad.





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The Storyteller

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# The transformation of architecture.

The way architecture sees itself is changing: the tenet of “single authorship” is giving way to the realisation that architecture is a huge, shared effort: collaborative working towards a common objective. This is why networks of local competence centres are able to meet the challenges of the future.

It is up to us architects to create a new and better world. Because our resources are finite, we are obliged to act rationally and efficiently – but more is needed.

A utopian element is always involved when we think about the future. Thinking and designing in new, better ways – thinking the unthinkable.

Why? Because utopia is a concept that exists only in the human mind.





Swatch Headquarters, Biel, Canton of Bern, Shigeru Ban Architects in collaboration with IB



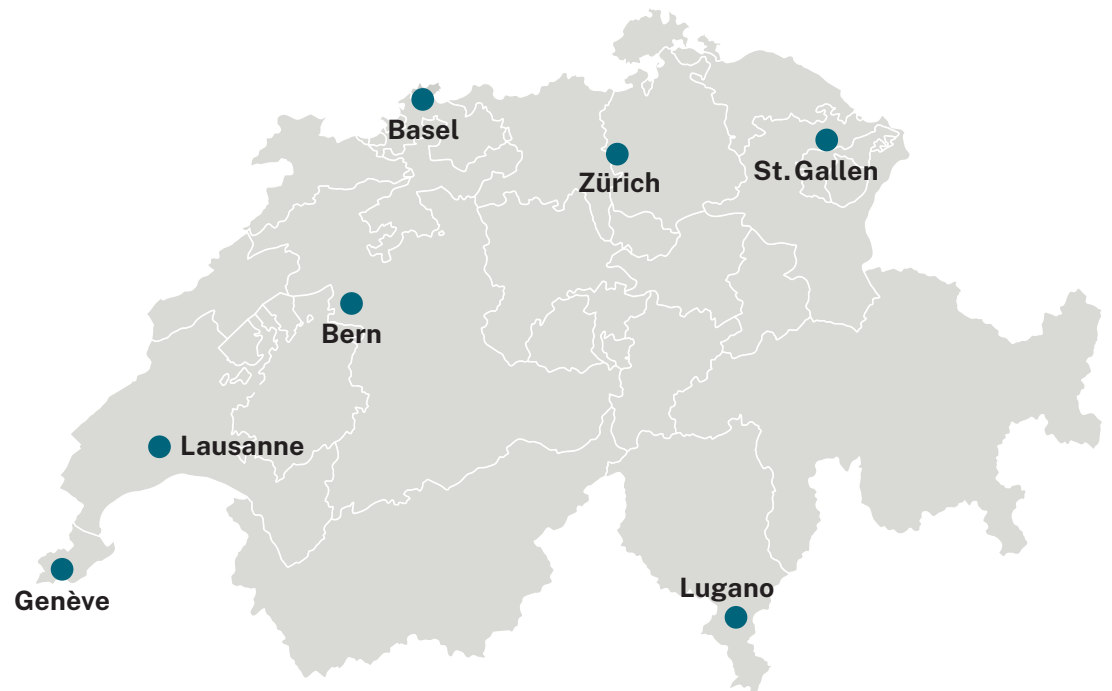




# Always close to you – all over Switzerland.

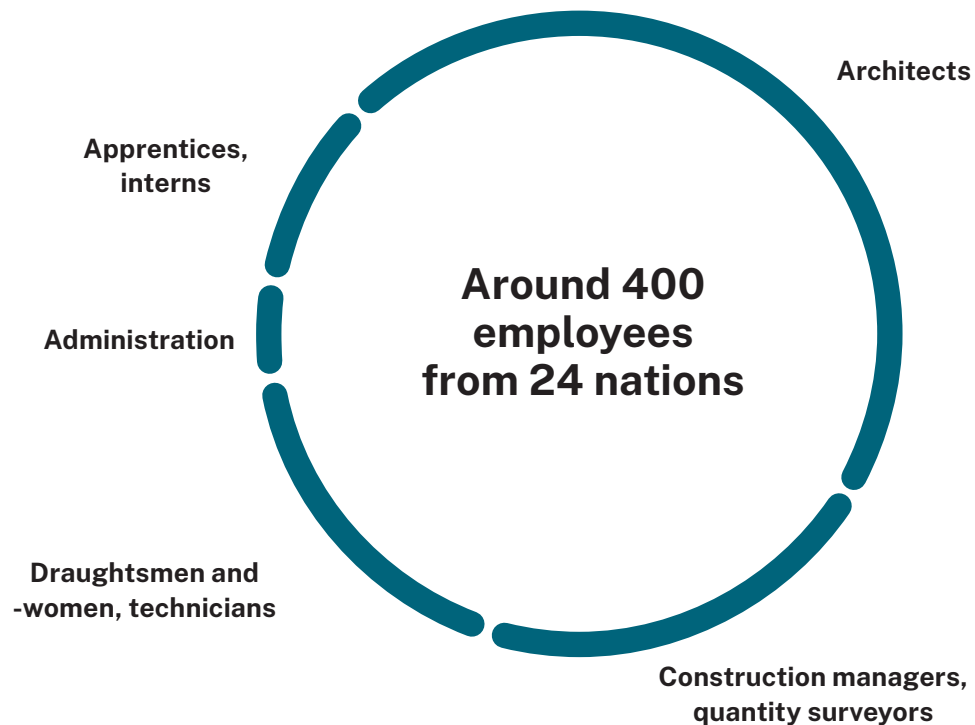
IB is standing by to assist you at seven locations throughout Switzerland.

We're familiar with local conditions and requirements on the ground. Our projects are based on networking the generalists and specialists at all our locations – so the know-how of our entire company comes into play.





## IB is diverse.



We are architects. We're independent – because we belong to ourselves. We're successful – because we're deliberately diverse, we put equality into practice, and we train many young talents year after year. What drives our employees forward are opportunities to play a part in developing important projects. And to continue their own development. This is why we enable talented people to participate in the company, and why we actively involve them in shaping our future.





New training centre and shooting range at Monte Ceneri, Canton of Ticino





CENTRO  
POLIFUNZIONALE  
MONTECENERI

## **Our vision.**

### **We are IB.**

Passionate pioneers of architecture who are writing the next chapters of history. We offer creative, precise solutions in response to complex challenges, and we create intelligent living spaces – from the initial idea through to operational management.

We leave our mark on the future of planning and construction. Reliably. Sustainably. Digitally.



## Our values.

### **Trustworthy**

As a partner, we are reliable and consistent – because IB is self-owned. We stand by our projects and we lead them to success. Our promises are backed by professionalism.

### **Solution-oriented**

We provide support for projects in every area. We keep our eyes on the big picture, and we develop solutions on the basis of partnership – no matter how complex the challenges are.

### **Visionary**

We think about how our buildings will impact society, the environment and the future. Our solutions are precise responses to tomorrow's challenges.





## Success factors.

Two factors are critical to the successful completion of complex projects: our employees' know-how, and our organisation as a matrix structure.

In our focus groups (which we call Communities), we identify the issues that are relevant to the architecture of the future, and we open them up for discussion. This is how we continuously develop our knowledge.

Our matrix structure fosters knowledge transfer and helps to establish process standards in the various areas of our company, across all our locations. This is how we are constantly developing the whole company, and how we ensure smooth collaboration in and among our teams.



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## **Sustainability. Exceptionally good buildings.**

The future of architecture is no longer shaped primarily by what we do – but rather, by what we do not do. Our environmental resources are limited. Key issues in architecture – such as energy consumption, the science of construction materials and building technology – have ceased to be matters of spatial or aesthetic design. In fact, they are now highly complex technical undertakings that have huge implications far beyond the field of architecture.

We firmly believe that sustainable solutions can only be achieved if an architectural project is understood as an integrated and unique process related to its particular context – a process that is seen as the result of collaboration among all the players, starting in the very first phase of the project.

We do not view sustainability requirements as obstacles that inhibit the architect's creativity. On the contrary: they present us with a thrilling challenge and spur us on to create innovative projects.







# **Digitalisation. Rethinking architecture.**

Digitalisation of planning processes is opening up new possibilities for visualisation and information processing. Building Information Modelling (BIM), Virtual Design and Construction (VDC) and Smart Architecture – as individual dimensions of this discussion – throw up new challenges to the central role of architects as leaders.

Our VDC/BIM Community makes practical use of various tools throughout every phase of a project; we test the tools and continuously optimise our processes and methodology.

Thanks to our involvement in Switzerland and our international networks, we set new standards in digital project development and management – underpinned by a functional multi-disciplinary approach.

This is how our thinking moves architecture into the future.



New building for the secondary INO system (Intensive Care, Emergency and Surgical Centre), Inselspital, Bern



## **Building for health. Durable and flexible.**

Planning and building healthcare infrastructures to ensure long lifetimes and scope for flexible expansion is a demanding and complex undertaking. It requires a holistic approach to all the tasks involved.

Existing hospital infrastructures have to meet changing requirements, while developments in medical technology and digitalisation are moving at a breathtaking pace: trends that pose immense challenges for everyone involved. The functional transfer of services from inpatient to outpatient provision means that building structures must be both fit-for-purpose and flexible.

Digital planning methods and process thinking decrease complexity and reduce the resources required. This significantly improves investment and operating cost efficiency.

We regard intelligent health master plans, sustainable building structures and separate-system thinking as essential. This is why we have long been developing and pursuing the concept of the core hospital: concentrated services with all the core and special functions in the hospital infrastructure – and associated satellite-like healthcare functions nearby.

Strategic, future-oriented planning of hospital infrastructures and sustainable solutions – this is what we stand for.





# **Atelier IB.**

## **We're planning the next 100 years.**

Atelier IB is continuing the tradition of architectural excellence: as our basis and our example, we maintain the rational mind-set, innovative strength and cultural awareness embodied by Otto Rudolf Salvisberg and Otto Brechbühl.

As the committed custodian of this tradition of innovation, Atelier IB is establishing new forms of collaboration. We operate as an agile network of compact design clusters, combining the flexibility of groups acting at local level with the vast stock of knowledge available from our large community of professional architects.

Our shared understanding of architecture is based on this networked approach to our work. We cultivate critical discourse and we encourage the competitive exchange of ideas – always with the focus on the current project.

The Atelier provides support for every project from day one through to completion. The main task of the Atelier and its members is architectural design, which we continue to nurture through the implementation and construction phases – and in every detail.

Through design based on dialogue, the Atelier establishes an open exchange of ideas on a basis of trust with everyone involved in every project. This creates scope for innovation and excellence, opening up opportunities to contribute to the culture of architecture.



New building for the headquarters of Scott Sports, Givisiez, France





# IB<sup>+</sup>

To mark our centenary, the IttenBrechtbühl brand is becoming IB.

The plus sign in our new logo symbolises the added value that we endeavour to generate every time we collaborate with our clients.

Our company name Itten+Brechtbühl AG remains unchanged.

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