

Outdoor area of the BMW branch

Frankfurt a.M.
Completion 2008

Client: BMW Niederlassung
Frankfurt a .M.
Cost: appr. 960.000 Euro
Area: appr. 9.000 sqm
Service Phases: Lph 1 - 8
Duration: 2006 - 2008
In collaboration with:
Dietz Joppien
Architekten/ Ffm



The design of the outdoor area of the BMW branch in Frankfurt am Main was developed according to the core values of the car brand. Rationality and elegant efficiency were to be reflected here. The sidewalk, the access to the main entrance, and the way to the showroom were designed under the slogan "From cars which live on the street". One of the challenges of this project was to integrate six different types of asphalt, which had to be used because of the different requirements of each area. The concept cleverly combines these surfaces, taking into account the various security requirements and functionality features, while providing a unified "corporate design" to the entire outdoor area.

