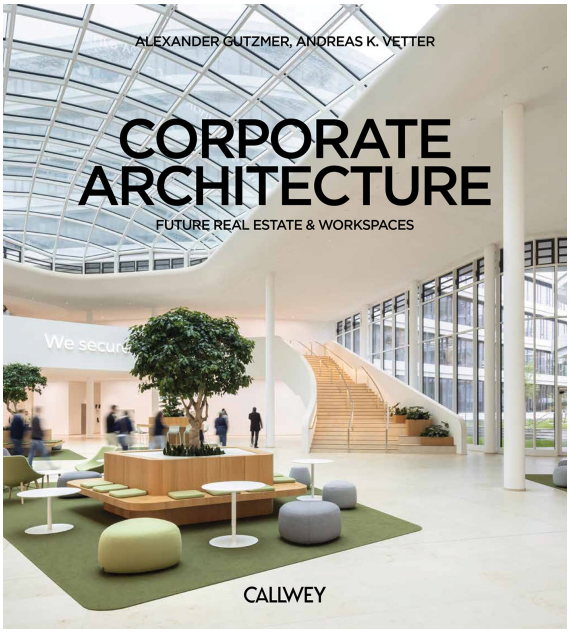
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Corporate Architecture

Future Real Estate & Workspaces

Alexander Gutzmer

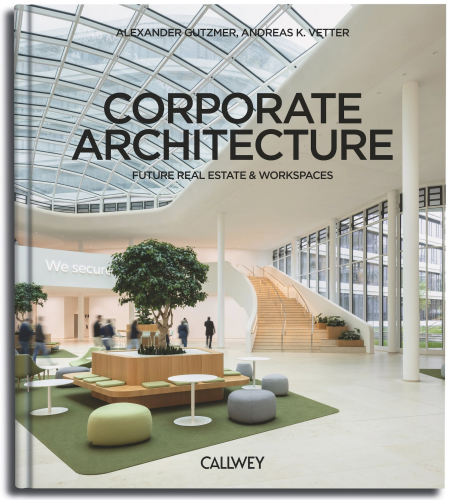
Andreas K. Vetter

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- A solid foundation in corporate architecture, from brand identity and hybrid work to planning, operations and long-term development
- Selected best-practice projects demonstrate how companies use architecture to support collaboration, corporate culture and processes of change
- Analyses, interviews, expert contributions, plans and around 200 images connect strategic context with practical solutions

Workplaces have long been more than physical spaces and buildings; they shape collaboration, communicate corporate culture and provide orientation during periods of change. Corporate architecture therefore treats the built environment as an integral part of corporate strategy, organisation and transformation. Across twelve chapters, the book examines how spatial decisions are prepared, implemented and refined through ongoing operations. Selected best-practice projects allow different approaches to be compared. Interviews and contributions from the fields of architecture, research, human resources and workplace strategy complement the project analyses. The result is a foundational volume for corporate real estate, architecture, human resources, facility management and corporate leadership. It presents principles for planning and evaluating workplaces and transferring successful concepts to new locations, from the competition process and everyday use to their long-term performance in practice.

Alexander Gutzmer, who holds a Ph.D. in cultural studies and is a professor of communication and media at Quadriga Hochschule in Berlin, serves as the lead author and shapes the book's overarching thematic framework. He links corporate architecture to issues of corporate strategy, branding, transformation, and the world of work. **Andreas K. Vetter**, a professor in the Interior Architecture program at TH OWL in Detmold, contributes his architectural expertise to the project descriptions, the technical analysis, and the design perspective. Together, the authors combine strategic analysis with practical experience in the built environment.



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