

Press Release | Exhibition

HWKN Architecture, New York

## Shape Tomorrow

Towards a Future-Oriented Built Environment



*Tomorrow's Party*, HWKN's vision for a user inspired, memory generating, urban environment; Rendering. © HWKN Architecture

**Exhibition:** 20 November 2021 – 13 January 2022

**Opening:** 19 November 2021, 6.30pm, Information will follow via newsletter

**Venue:** Aedes Architecture Forum, Christinenstr. 18–19, 10119 Berlin

**Opening Hours:** Tue–Fri 11am–6.30pm, Sun–Mon 1–5pm and Sat, 20 Nov 2021, 1–5pm

**Press Lunch:** Friday, 19 November 2021, 12pm

With **Matthias Hollwich**, HWKN Architecture and **Mark Davy**, Futurecity

*Participation is possible with a proof of vaccination or recovery (2G). Please register by mail to [ms@aedes-arc.de](mailto:ms@aedes-arc.de) until 12 November 2021.*

German architect **Matthias Hollwich** and his New York-based firm **HWKN** have been dedicated to pioneering projects for over a decade, earning them a rank in *Fast Company's* world's *Top 10 Most Innovative Architects*. Most recently, Hollwich provoked with his publication *New Aging: Live Smarter Now to Live Better Forever* by turning stereotypical outdated building typologies “upside down” to make aging a graceful and fulfilling aspect of our lives through designed spaces. HWKN combines American ambition with German precision, offering possibilities for a future-oriented built environment – with a special commitment to use architectural form to put people in the focus and promoting social interaction. The diverse and wide-ranging portfolio includes various new neighbourhoods and buildings – from retail spaces, pop-up installations to residential and commercial schemes in the USA, the Middle East as well as in Germany, where inspiring office buildings are currently being realised in Munich and Bochum. The exhibition at Aedes presents the innovative design strategies through selected projects and tells stories in a playful interactive installation about how HWKN's architecture aims to shape a better tomorrow.

*Shape Tomorrow* stems from HWKN's past explorations and their response to the Covid-19 pandemic. "We knew we had to turn this crisis into an opportunity", argues Hollwich. "Having seen how mutable society is, we recognised this as a rare moment for architecture, one where we could develop buildings that adapt to people's needs, desires, societal demands and technological functions." In its numerous international projects, HWKN is determined to create change with design that enhances emotions and strengthens the life force of the public realm, in addition to traditional goals such as rational organisation and efficiency.

Matthias Hollwich and his team are not only concerned with the architectural potentials at the interface between inside and outside, but also with the transformation of vertical orientation in architecture. "Usually, the focus is on the top of a building, its facade and efficient organisation, which are to be viewed from afar. Further, this organising rationale usually reserves the base for entry, retail, and parking," explains Hollwich. In cooperation with open-minded developers, HWKN turns these design principles upside down, by integrating identities and unique characteristics with each structure. Hollwich says, "We shape the base of the building, and focus on people's activities, emotions, and memories, while adding interiors with personality. For us, the interface with people is the focus: creating places, which generate inspiration for everyone. The identity of the new building directly coincides with the experience on the street."

## Exhibition

The exhibition at Aedes highlights HWKN's design approach, exploring interaction between people and buildings. Nine five-metre-high towers installed in the exhibition space symbolise the diverse formal as well as programmatic approaches of their projects, such as the realised office building *25 Kent* in New York as well as *Die Macherei* in Munich and *Spirit Bochum*, two commercial quarters currently under construction. The towers' placement is designed to encourage visitors not simply to look, but to explore, react and respond in a playful manner. Each building has a name, giving it identity, turning it into 'someone' you want to meet. This can be seen in *Blake*, the extroverted building with an open market surrounding its base, or the nurturing tower *Skyler*, that brings together multiple generations in one place. Visitors of the exhibition are invited to choose a character from a selection of toy figures and imagine this character to live, work or play in the building they choose. They can use their phones to take pictures and document thoughts. These individual inspirations about better ways to live, work, play and build will be collected and published at the end of the exhibition and analysed to contribute to HWKN's research and development of new ideas. This provocative concept underlines the idea of using an exhibition as a research tool, but also reflects an unusually engaging and culturally diverse approach to implementing it.

## About HWKN

HWKN is an award-winning global architectural firm led by Matthias Hollwich. Founded in 2008 and based in New York City, its projects range from a striking new building addition that welcomes all to the *Jerusalem Academy of Music and Dance* and to the *Pennovation Center* at the University of Pennsylvania, designed to be a tech incubator. The firm's other notable projects include: *25 Kent* an office building in Brooklyn, N.Y., exploring a combination of utilisable interior and exterior space previously unseen in New York; and a 40-storey residential tower *351 Marin* in nearby Jersey City is the first HWKN design to fully realise the social possibilities of expanding a building's base. In Germany, the opening of *Die Macherei* is imminent with offices and hotel, *ILIVE Frankfurt* is under construction with more than 1000 apartments and 5 *SPIRIT* buildings are in the making in Cologne, Aachen, Bochum, Leverkusen, and Krefeld. For more information, visit [www.hwkn.com](http://www.hwkn.com).

# Aedes

## **Matthias Hollwich**

Matthias Hollwich worked at OMA and the Bauhaus Dessau Foundation, before moving to New York to found HWKN. He was honoured in Fast Company's ranking of the world's *Top 10 Most Innovative Architects*. He is the co-author of *UmBauhaus – Updating Modernism* in collaboration with Rainer Weisbach and the Bauhaus Foundation in 2006. His latest book, *New Aging: Live Smarter Now to Live Better Forever*, suggests a new way to think about aging that fundamentally changes the way we design for it. His lectures on architecture, sustainability, and innovation have been featured at TED, PICNIC, Stelka, and the Conscious City conferences. Hollwich's exhibition projects include *Wendy* the wildly innovative installation at MOMA's P.S. 1 in New York.

An Aedes catalogue will be published.

Further information:

[www.aedes-arc.de](http://www.aedes-arc.de)

## **Speaking at the opening**

**Hans-Jürgen Commerell** Aedes, Berlin

**Mark Davy** Futurecity, London

**Matthias Hollwich** HWKN Architecture, New York

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## **We thank the Aedes cooperation partners**

Zumtobel, Cemex, Camerich, Carpet Concept

## **Lead Supporters**

Landmarken with Spirit Offices

## **Key Supporters**

Art Invest Real Estate and ACCUMULATA Real Estate Group with Die Macherei, ILIVE, Rioca, Factory Fifteen, PlanToys, and The Creative

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## **Download press pictures**

<https://www.dropbox.com/sh/643mcmze0dczpiy/AAAr6p2xeJKp3C4ajSsz9pxDa?dl=0>

## **For further information and images please contact**

Mathias Schnell, Aedes Architecture Forum, +49 30 2827015, [ms@aedes-arc.de](mailto:ms@aedes-arc.de)



## Press Pictures



Office Building 25 Kent in Brooklyn, NY, USA; Completed in 2019. © HWKN Architecture



Office Building 25 Kent in Brooklyn, NY, USA; Completed in 2019. © HWKN Architecture



Residential High-rise 351 Marin in Jersey City, NJ, USA; Expected Completion in 2021. © HWKN Architecture



Residential High-rise 351 Marin in Jersey City, NJ, USA; Expected Completion in 2021. © HWKN Architecture



Commercial Quarter Die Macherei, Munich, Germany; Expected Completion in 2021. © HWKN Architecture



Commercial Quarter Die Macherei, Munich, Germany; Expected Completion in 2021. © HWKN Architecture



Office Building Spirit Bochum in Bochum, Germany; Expected Completion in 2023. © HWKN Architecture



Office Building Spirit Bochum in Bochum, Germany; Expected Completion in 2023. © HWKN Architecture

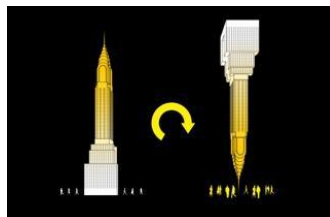


Diagramme. © HWKN Architecture



Matthias Hollwich. © HWKN Architecture



Shape Tomorrow. HWKN Architecture, Exhibition View, Rendering. © HWKN Architecture



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Tomorrow's Party, Rendering. © HWKN Architecture