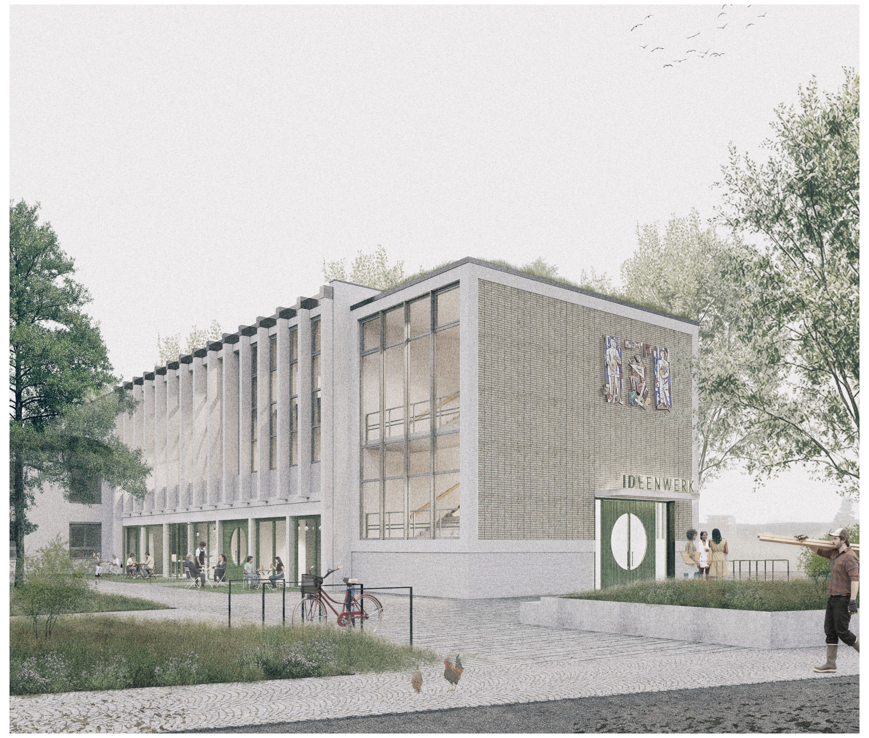
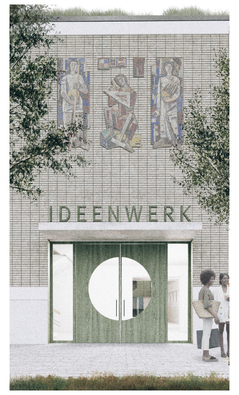
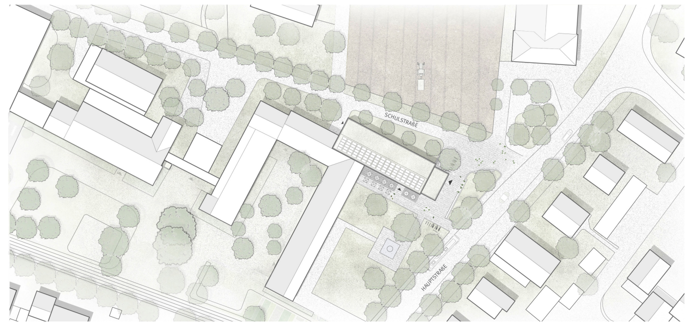
Speichersdorf (DE)

# IDEENWERK creative engine


Creative engine - entrance to the new townhall


Urban address


SCHULSTRAẞE
HAUPTSTRAẞE
Site plan M1:1000

## Place of the Future for Innovation, Craftsmanship and Community

### 1 I Initial Situation and Objective

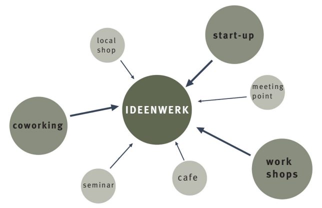
Speichersdorf boasts a significant industrial and artisanal heritage. For decades, the town was a vital economic hub in the region, thanks in large part to its strategic role as a railway junction and the establishment of the internationally renowned porcelain manufacturer Rosenthal. Rosenthal not only shaped the town's economic development but also played a key role in forming its cultural identity. However, the upcoming relocation of Rosenthal's production abroad in 2025 represents a profound turning point. With the loss of this central employer, a defining element of the town's history and identity also disappears.

At the same time, new opportunities are emerging in terms of urban development. Plans for a carfree town center and innovative housing concepts are creating attractive conditions, particularly for young families looking to settle in Speichersdorf. Nonetheless, the loss of economic magnetism is strongly felt. Against this backdrop, the vacant community hall from the 1960s gains renewed significance. Its central location, solid structural condition, and distinctive architectural character offer tremendous potential for forward-looking transformation.

The goal is to convert the hall into a multifunctional center that both honors the strengths of the past and provides fresh momentum for a creative, future-oriented development. The new space is intended to offer young artisans, founders, start-ups, and creatives a platform a vibrant hub for exchange, collaboration, and innovation. The reimagined Werkhalle will become a crucible of creativity, redefining regional identity and stimulating both economic and social dynamics.

### 2 I Working with the Existing Structure

The current structure of the community hall is ideally suited for sustainable repurposing. Its spacious layout and robust construction provide excellent conditions for adaptive reuse. Central to the design is a respectful and thoughtful approach to the existing building. The structural framework, stairwells, and terrain are preserved and seamlessly integrated into the new concept as valuable elements. However, functional shortcomings are also evident upon analysis. The entrance is inadequately designed, and access limited solely to the first floor significantly impairs the building's connection to public space, making it feel isolated and uninviting.


local shop
start-up
meeting point
IDEENWERK
coworking
work shops
seminar
cafe

### 3 I Urban Integration and Architectural Transformation

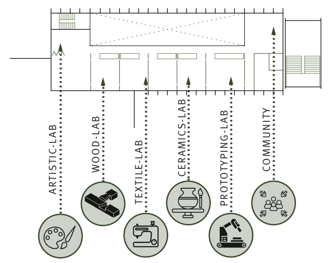
The building's architectural core is retained and forms the backbone of the redesign. Targeted interventions enhance the building's presence within the urban fabric. A newly created plaza on the east side establishes a clearly defined public space, anchoring the project visibly within the townscape. A redesigned main entrance on the eastern façade provides a prominent point of access and improves visibility and accessibility for visitors. On the south side, the ground floor opens toward an adjacent park, creating an inviting space for a café or restaurant overlooking greenery functioning independently from the workshops as a social meeting point. Partial removal of the ceiling above the former basement level also enables barrier-free access at street level and strengthens the building's connection to its surroundings.

On the north side, the replacement of glass blocks with large-scale windows introduces new visual transparency, blurring the boundaries between interior and exterior spaces. The removed glass blocks will be reused inside the building to preserve its historic character while adding new design accents. A timber structure will be added to the interior, allowing flexible partitioning of the hall into smaller workspaces. This modular system ensures adaptability to future needs while establishing clear spatial organization.

### 4 I Usage Concept

At the heart of the new concept is the Werkhalle on the ground floor, which spans all three levels of the building and creates an impressive spatial effect. This central hall will accommodate a wide range of activities from large-scale artisanal or artistic projects to exhibitions and public events. Facing the park, a café open to all will foster informal interaction and offer a welcoming space for visitors. Adjacent to it, a retail area will showcase and sell goods produced in the workshops.

The first floor will house flexible workspaces that can be subdivided using folding walls and varying ceiling heights, allowing for diverse working conditions. The structured layout will create dedicated zones for different crafts such as woodworking, ceramics, textile design, 3D printing, or artistic production. Mobile workbench modules will allow for spontaneous reconfiguration of space as needed. The second floor will offer space for start-ups and rentable co-working areas. These will feature light partitioning and direct visual connections to the workshops below. Shared amenities such as an open kitchen, communal lounges in stairwells, and outdoor seating areas will be spread throughout the building. The close proximity of the different functions will encourage informal exchange, short distances, and productive synergies.

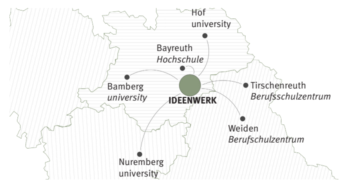

ARTISTIC-LAB
WOOD-LAB
TEXTILE-LAB
CERAMICS-LAB
PROTOTYPING-LAB
COMMUNITY

### 5 I Climate Concept and Sustainability

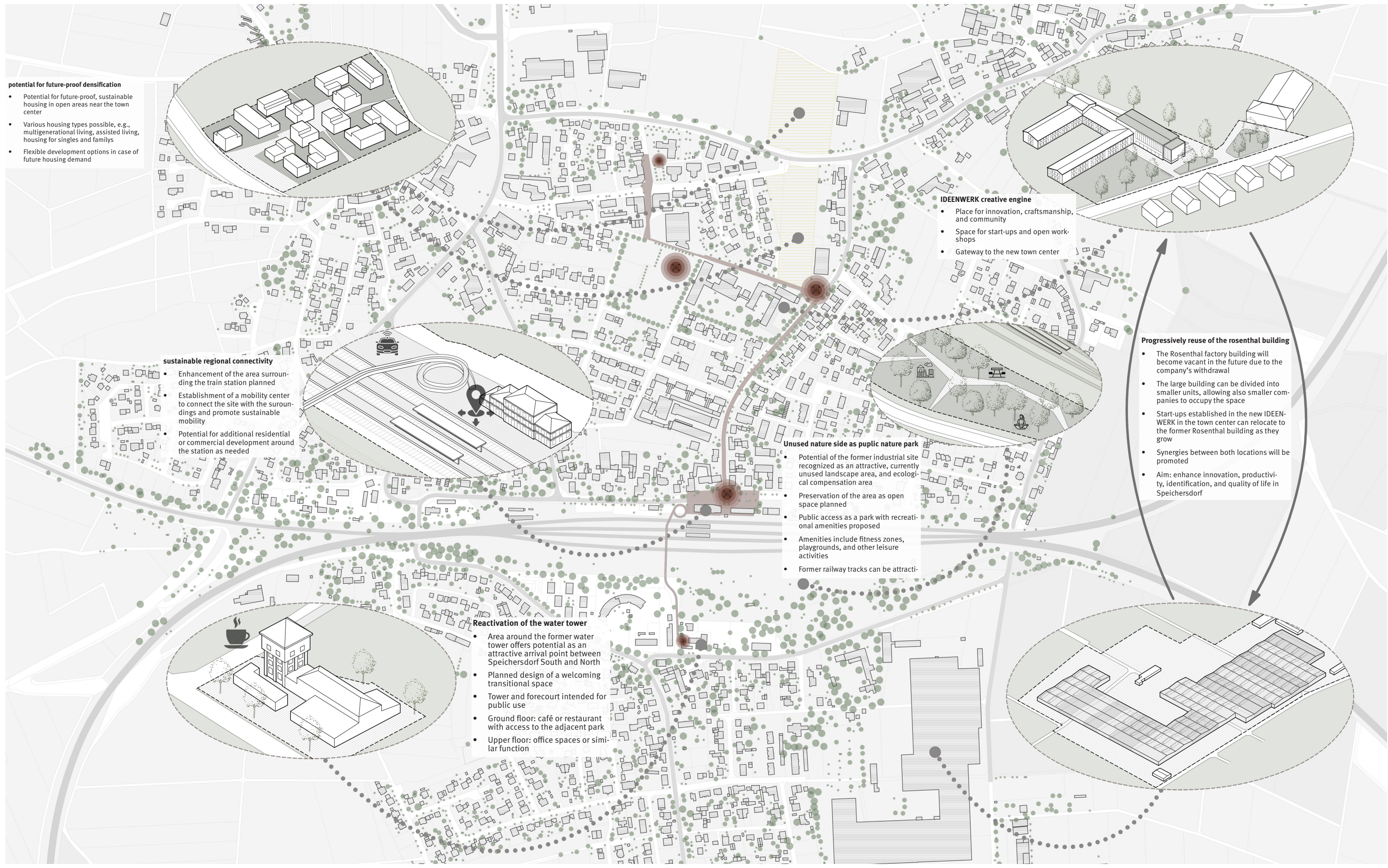
A core principle of the project is the resource-conscious preservation of the existing structure. In line with sustainable building practices, the design avoids unnecessary demolition or land sealing. The energy strategy is based on intelligent thermal zoning. By adding a secondary interior façade layer, heated core zones are created within the building, while the central hall remains unheated. This approach significantly reduces energy consumption and preserves the building's distinctive appearance, as external insulation is unnecessary. Only sustainable materials such as wood and ecofriendly insulation are used. Existing elements like the glass blocks are repurposed, and the building is supplemented with a rooftop photovoltaic system, greywater reuse, and a green roof that enhances biodiversity and serves both ecological and climatic functions.

### 6 I Development Perspective

The new Werkhalle is envisioned as a dynamic development hub at the heart of the town. Start-ups and young businesses can establish themselves here and, as they grow, gradually expand into the vacant buildings of the former Rosenthal factory. The location also holds great potential for partnerships with universities and educational institutions in Bayreuth, Hof, Weiden, or Nuremberg. Collaborations with research and training centers could lead to the creation of an interdisciplinary network that connects practice, academia, and regional expertise.


Hof university
Bayreuth Hochschule
Bamberg university
IDEENWERK
Tirschenreuth Berufsschulzentrum
Weiden Berufschulzentrum
Nuremberg university

The Werkhalle is meant to be a place for everyone-open, accessible, and inclusive. Beyond professional users, it is also aimewd at local residents, school classes, and community groups. Open workshops, courses, and cultural events will provide low-threshold opportunities for participation and encourage active involvement. Thus, the former community hall will become a vibrant place of shared action, learning, and creation a space rooted in the local community with a reach that extends far beyond.



**potential for future-proof densification**

- Potential for future-proof, sustainable housing in open areas near the town center
- Various housing types possible, e.g., multigenerational living, assisted living, housing for singles and familys
- Flexible development options in case of future housing demand

**IDEENWERK creative engine**

- Place for innovation, craftsmanship, and community
- Space for start-ups and open workshops
- Gateway to the new town center

**sustainable regional connectivity**

- Enhancement of the area surrounding the train station planned
- Establishment of a mobility center to connect the site with the surroundings and promote sustainable mobility
- Potential for additional residential or commercial development around the station as needed

**Progressively reuse of the rosenthal building**

- The Rosenthal factory building will become vacant in the future due to the company's withdrawal
- The large building can be divided into smaller units, allowing also smaller companies to occupy the space
- Start-ups established in the new IDEENWERK in the town center can relocate to the former Rosenthal building as they grow
- Synergies between both locations will be promoted
- Aim: enhance innovation, productivity, identification, and quality of life in Speichersdorf

**Unused nature side as puplic nature park**

- Potential of the former industrial site recognized as an attractive, currently unused landscape area, and ecological compensation area
- Preservation of the area as open space planned
- Public access as a park with recreational amenities proposed
- Amenities include fitness zones, playgrounds, and other leisure activities
- Former railway tracks can be attracti-

**Reactivation of the water tower**

- Area around the former water tower offers potential as an attractive arrival point between Speichersdorf South and North
- Planned design of a welcoming transitional space
- Tower and forecourt intended for public use
- Ground floor: café or restaurant with access to the adjacent park
- Upper floor: office spaces or similar function

Development perspective M 1:4000

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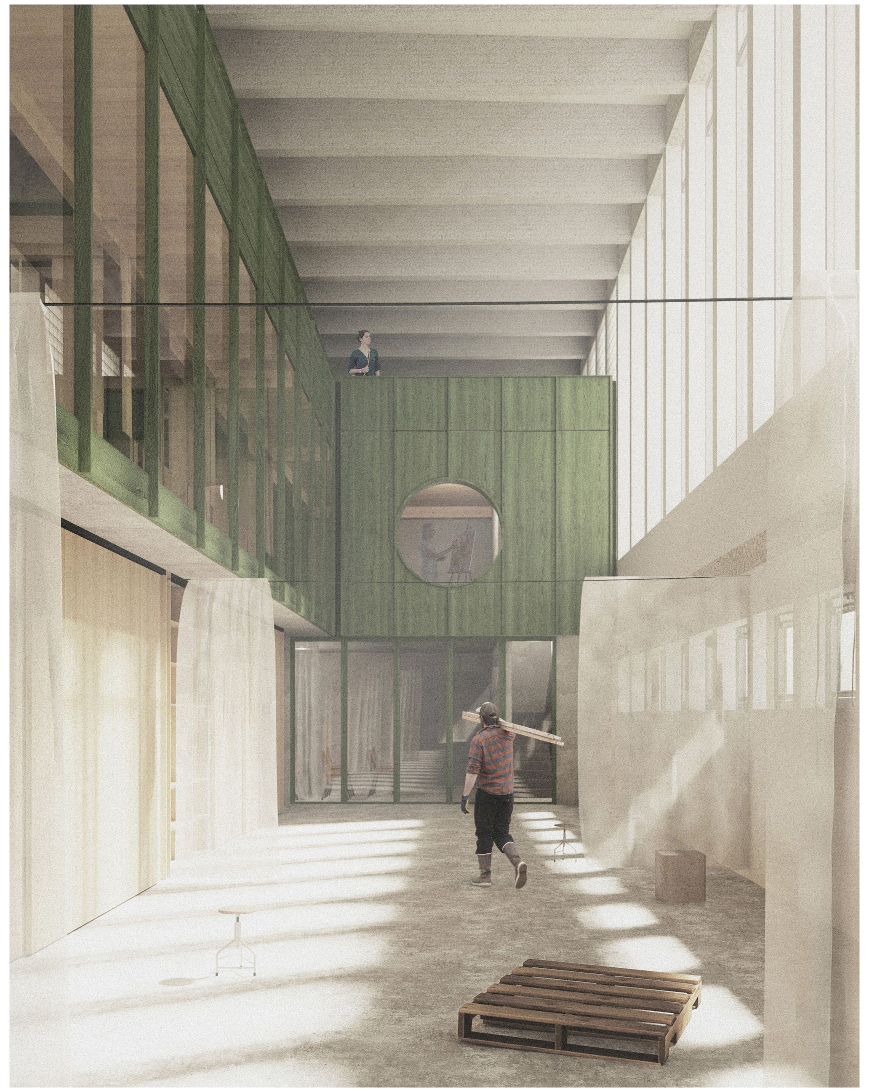
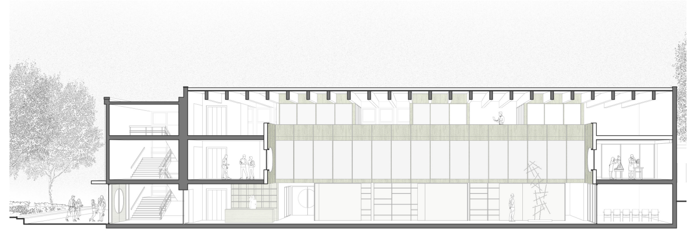
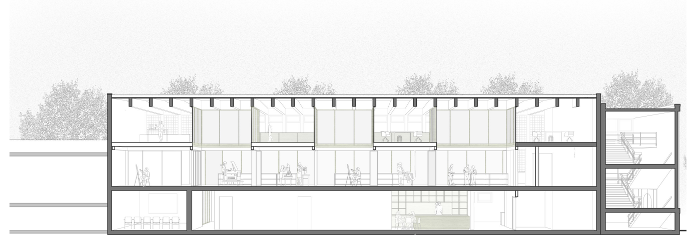
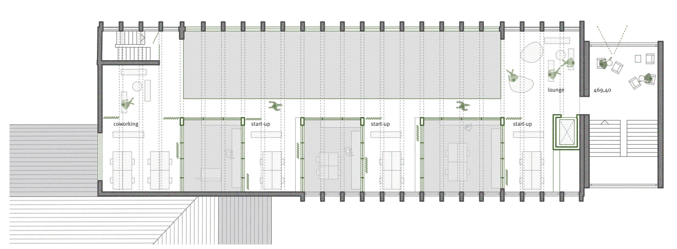
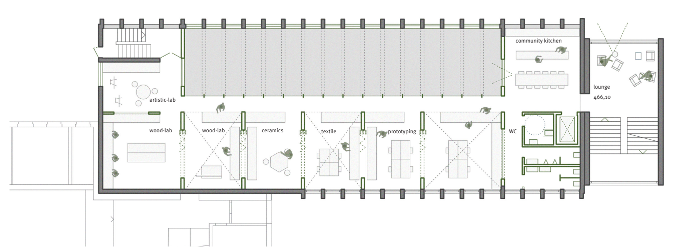
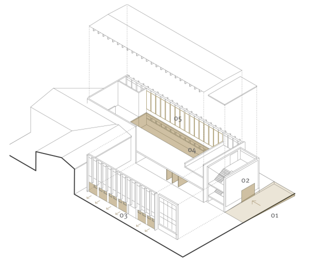

Multifunctional workshops hall - ground floor

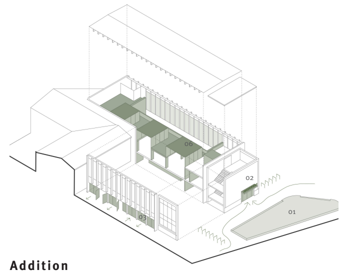

Longitudinal section - hall M1:200


Longitudinal section - workshops M1:200


coworking
start-up
start-up
start-up
lounge
469,40
Second floor - workplaces M1:200


community kitchen
artistic-lab
lounge
466,10
wood-lab
wood-lab
ceramics
textile
prototyping
WC
First floor - workshop M1:200


05
04
02
03
01
Subtraction



Addition

**01 topographical adjustment** of the terrain to enable barrier-free, level access across the site
**Redesign of the entrance forecourt** featuring integrated seating

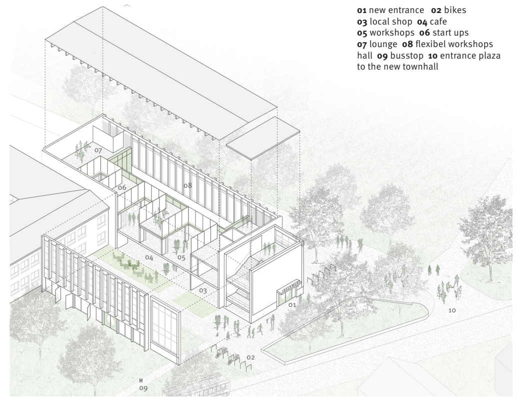
**02 strategic facade opening towards the east** to establish a clear urban frontage and strengthen the connection to the newly developed entrance of the village centre
**Redefined entrance situation** characterized by a striking and contemporary architectural language

**03 Opening the facade to the south** to align the cafe spatially and functionally with the adjacent southern park.
**Insertion of new window elements**

**04 Selective removal of the existing ceiling structure in the northern part** of the building to create a workshop hall wich is directly connected to the entrance and the outside of the building
**Formation of a vertically open, multifunctional workshop hall** spanning the entire building height

**05 Partly Removal of glass blocks in the facade** of the workshop hall area to improve natural lighting and visual connection to the new village center. The glass blocks will be reused later inside the building, e.g., as interior walls or partition elements
**Insertion of new window elements**

**06 Insertion of a new lightweight timber structure** to subdivide workshop and office areas. Formation of a secondary envelope layer for thermal protection.


07
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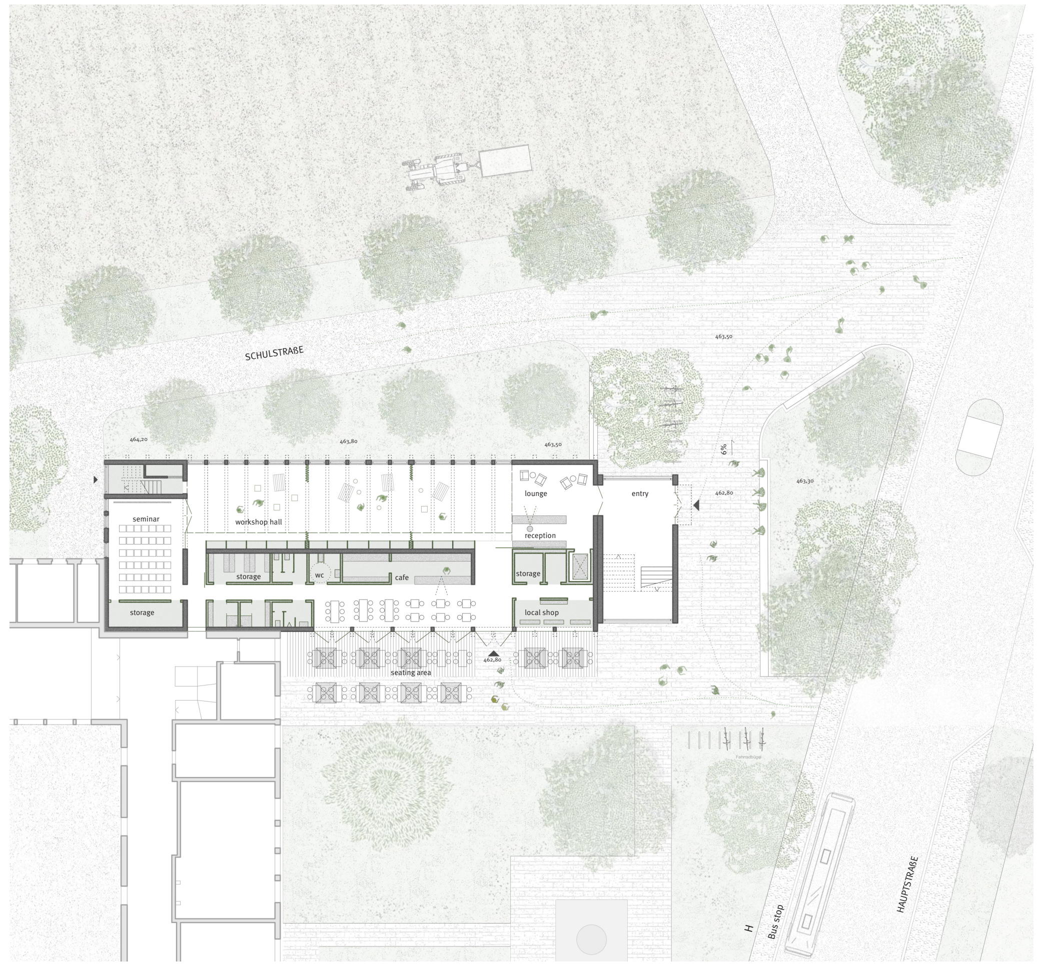
**01** new entrance **02** bikes
**03** local shop **04** cafe
**05** workshops **06** start ups
**07** lounge **08** flexibel workshops hall **09** busstop **10** entrance plaza to the new townhall

Public space and function


SCHULSTRAẞE
464,20
463,80
463,50
463,50
6%
462,80
463,30
seminar
storage
workshop hall
storage
wc
cafe
storage
lounge
reception
entry
local shop
462,80
seating area
H
Bus stop
HAUPTSTRAẞE
Ground floor - workshops hall M 1:200

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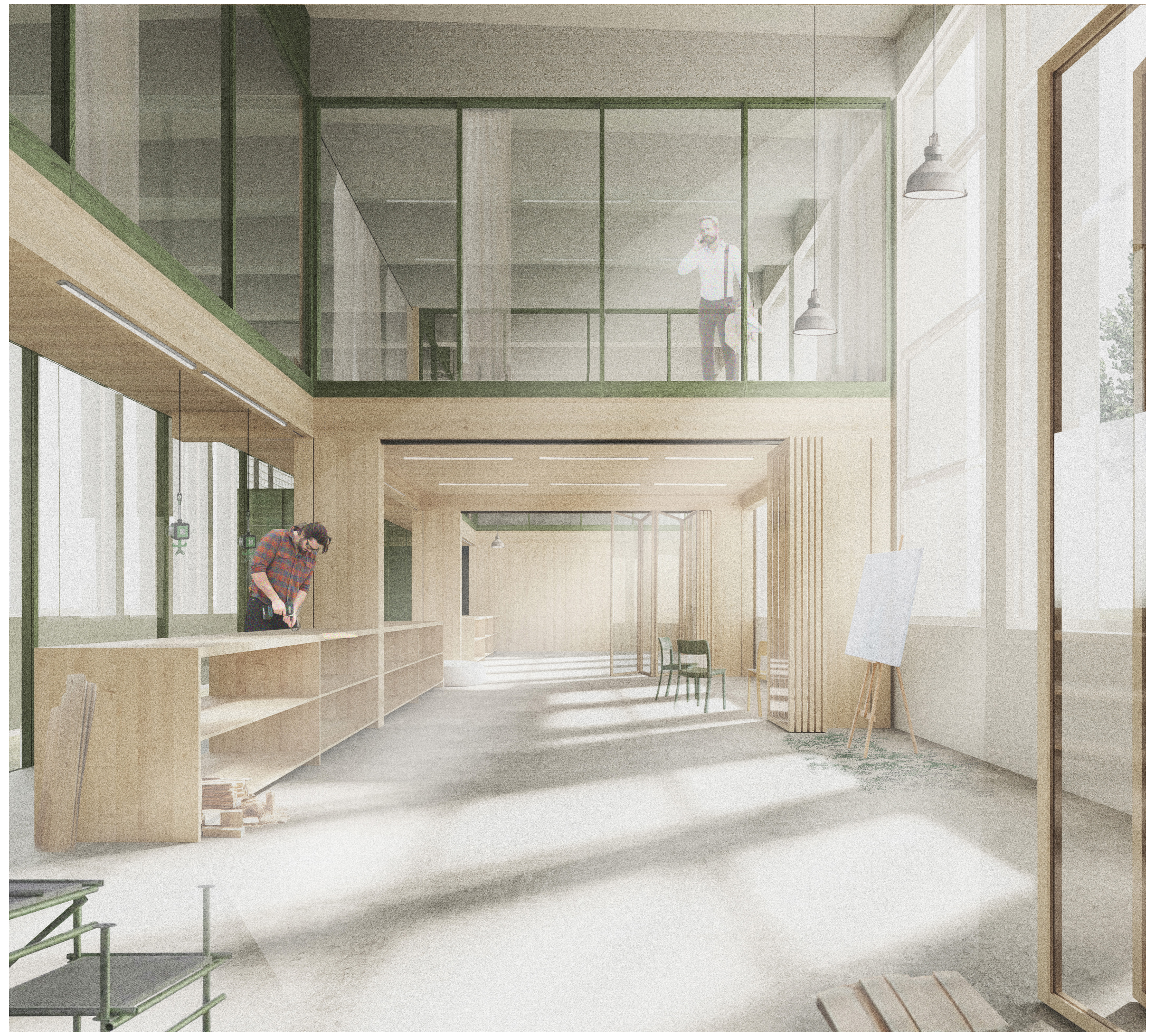
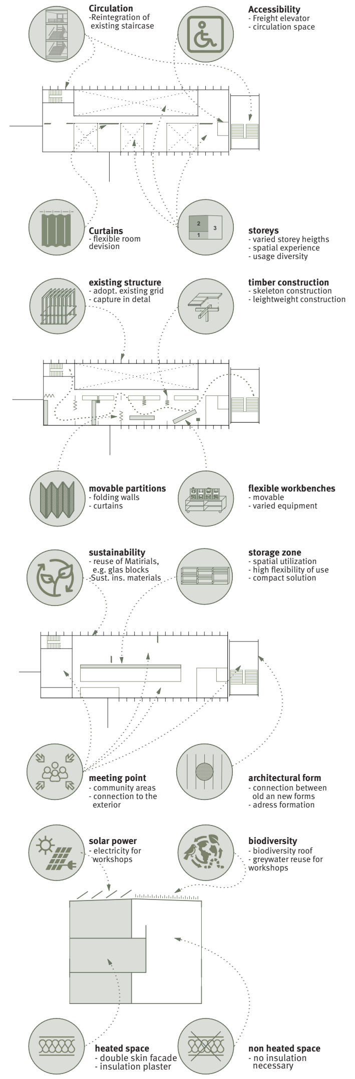
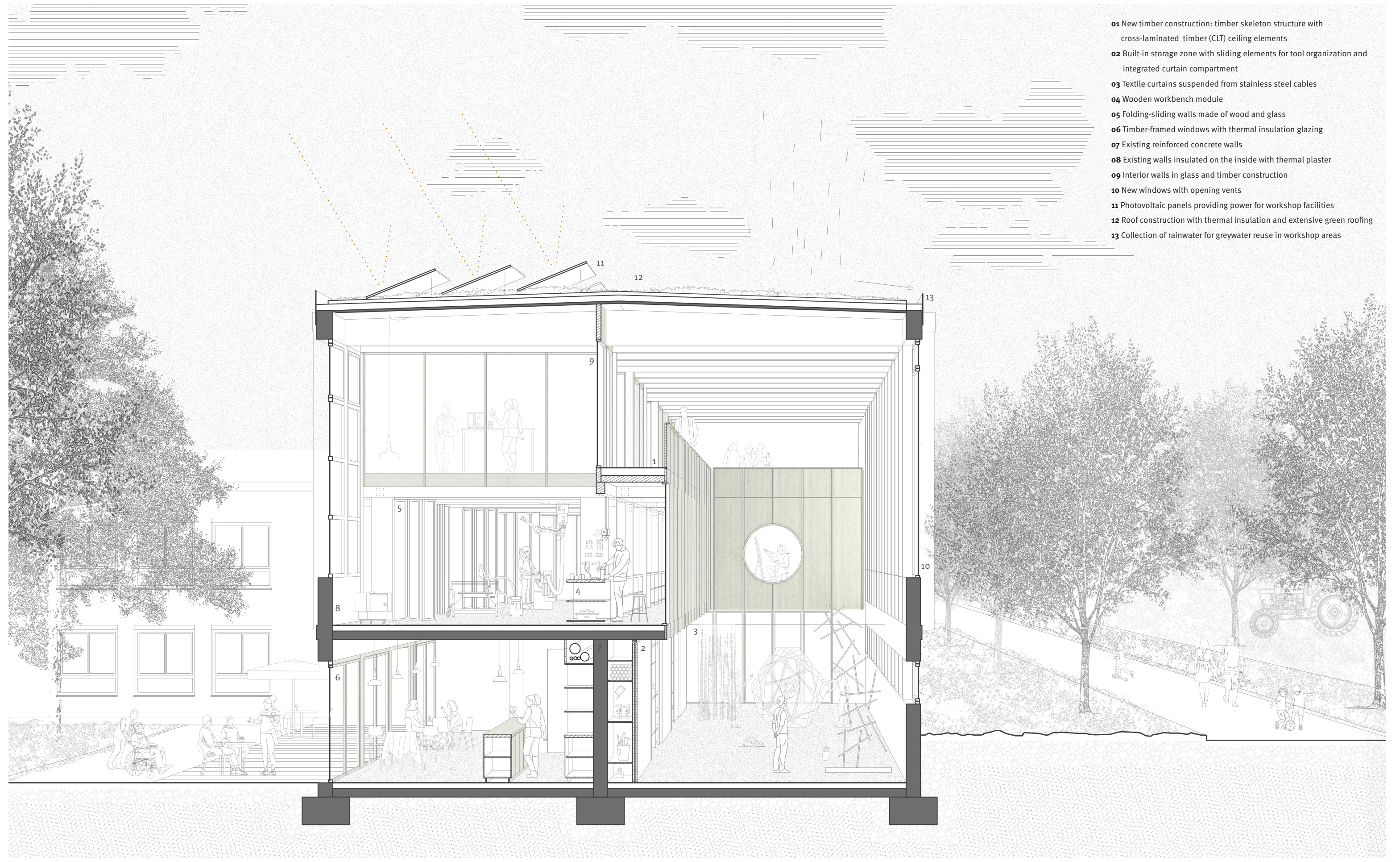

Space for various workshops - first floor


Circulation
-Reintegration of existing staircase
Accessibility
- Freight elevator
- circulation space
Curtains
- flexible room devision
storeys
- varied storey heigths
- spatial experience
- usage diversity
existing structure
- adopt. existing grid
- capture in detal
timber construction
- skeleton construction
- leightweight construction
movable partitions
- folding walls
- curtains
flexible workbenches
- movable
- varied equipment
sustainability
- reuse of Matirials, e.g. glas blocks
-Sust. ins. materials
storage zone
- spatial utilization
- high flexibility of use
- compact solution
meeting point
- community areas
- connection to the exterior
architectural form
- connection between old an new forms
- adress formation
solar power
- electricity for workshops
biodiversity
- biodiversity roof
- greywater reuse for workshops
heated space
- double skin facade
- insulation plaster
non heated space
- no insulation necessary
Flexibility of Space, Sustainability


11
12
13
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**01** New timber construction: timber skeleton structure with cross-laminated timber (CLT) ceiling elements
**02** Built-in storage zone with sliding elements for tool organization and integrated curtain compartment
**03** Textile curtains suspended from stainless steel cables
**04** Wooden workbench module
**05** Folding-sliding walls made of wood and glass
**06** Timber-framed windows with thermal insulation glazing
**07** Existing reinforced concrete walls
**08** Existing walls insulated on the inside with thermal plaster
**09** Interior walls in glass and timber construction
**10** New windows with opening vents
**11** Photovoltaic panels providing power for workshop facilities
**12** Roof construction with thermal insulation and extensive green roofing
**13** Collection of rainwater for greywater reuse in workshop areas

Cross section - hall, workshop, cafe M 1:50