



GLORIA BERLIN 2021 - The new Gloria building is located at a completely central site in City West, at Kurfürstendamm 12–15, between the \*Gedächtniskirche\* and \*Kranzlereck\*. This section marks the historical beginnings of the metropolitan boulevard, which overall is still characterised today by the magnificent, opulent architecture of the founding years and, in some cases, by the avant-garde, rather frugal and minimalist architecture of post-war modernism.

The two new façades of the ensemble align with the tradition of unique Kurfürstendamm architecture, which aims to adequately capture the large scale of the broad street space with strongly sculpted façades. The façade of the Kurfürstendamm 12 building translates the inner construction of the reinforced concrete skeleton structure into massive, gently protruding columns and beams made of polished coquina. The façade at No. 14 is made of light travertine, a finely structured, perforated façade. A network of filigree pilaster strips spans the surface of the wall and frames the window openings, the size of which varies continuously from top to bottom, thus visually tying the various retail, business, and office uses together.

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Photos: Schnepp Renou (1); Stefan Müller (2-6)

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