

«Sommerapéro» on August 22nd, 2019

The future needs roots

Dear guests,

Welcome to our summer reception!

It is with reluctance that I interrupt your enthusiastic conversations.

The *Sommerapéro* is a wonderful opportunity to meet, talk and communicate. So it is actually a communication platform.

I would therefore like to use this *Sommerapéro* as a chance to share with you some thoughts on the communication at Burckhardt+Partner.

Here, we are communicating in the most obvious and direct manner. Real, live and from person to person; and without a 400-character limit! A great venue, outstanding catering, a pleasant atmosphere and fantastic guests are key to the success of this event.

One advantage that we have as architects, is that our work can be displayed and presented in easily visible, tangible and often unique ways, in real buildings.

You are informed about our company's attractive projects and latest news in ways that include our Agenda, in old-fashioned printed form, every three months. In parallel, we are making more and more intensive and targeted use of the various social media channels. We are pleased to have you among our followers! Our new holistic communication strategy is starting to become even more effective.

One form of communication new to us, is the use of the Architecture Gallery and the so-called Bunker in Munich.

In mid-September and late September, we are opening the Transformation exhibitions on the work of Burckhardt+Partner AG.

This examination of our company's 68-year history, the impressive list of works, the demanding present and the uncertain future, is incredibly fascinating and enriching. Knowing the past and the history of our company, and actively steering the present, are important prerequisites for successful mastery of upcoming challenges.

Or in short: The future needs roots!

The Burckhardt+Partner exhibition in Munich symbolically represents a very wide range of current aspects that intensely occupy and challenge us today. These are: examination of our own history, the quality of our work, transformation going into the digital future, and taking a committed approach to the German and international markets.

Addressing these substantially challenging tasks lays the foundations on which we can keep successfully, soundly and prosperously pursuing our passion, architecture, in the future.

So we are not just successfully transforming sites and buildings, but also ourselves!

In the Munich exhibition rooms, we change the perception of time and space, and of the exhibited objects as well.

Contemplative moods and a meditative atmosphere contrast with the diversity and sensory overload of our video sculpture. We are very excited about how the transformations will come across to visitors and to ourselves.

The exhibition is designed so that individual parts of it are mobile. We are looking forward to subsequently being able to also present parts of the exhibition here in Basel and elsewhere.

The exhibition in Munich will help us to raise awareness of our company in Germany, among interested members of the general public, building contractors and architects, and to keep expanding our successful activities in Germany.

The printed flyer gives you comprehensive information about the exhibitions. Naturally, we would be pleased if you were to take the opportunity to pay Munich a visit.

Via our communication channels, we will keep you informed about exciting, surprising and hopefully thoroughly positive developments, for example: our nomination as one of 6 finalists for the Northern Switzerland SVC Prize, Switzerland's most significant award for SME entrepreneurs.

I now wish you a wonderful, entertaining, cozy and communicative summer evening, and a fascinating stay in Munich!

Samuel Schultze
CEO
Burckhardt+Partner AG