

40 Years of HWP Planungsgesellschaft mbH



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Stuttgart. HWP Planungsgesellschaft mbH (HWP), headquartered in Stuttgart, celebrates their 40th anniversary this autumn. HWP is not only located with offices in Germany, it also has its homes abroad with international presences in Turkey, Egypt and Libya. HWP's prestigious trademark of qualitative planning, designing and building are visible throughout North Africa, Middle East, China, Europe and Germany.

HWP predominantly designed and realized hospitals, universities, research and high-tech industrial buildings, and has been formed and shaped throughout its history by consistent quality and farsightedness, keeping their focus towards organic growth. A handful of founding members forged the foundation of HWP in autumn of 1970. This includes current board members, such as Hartmut Katherer, who has been partner and managing director throughout the 40 years lasting history, having been responsible for the vision and shaping of the HWP standard. "Hartmut Katherer is part of the established HWP identity, not replaceable as a partner or as a confidant of the managing directors: Without Hartmut Katherer, we would not be what we are today", stated Rose-Marie Vogt, who has, for almost 40 years been managing partner and stood side by side with Hartmut Katherer, being the female strength of the HWP Planungsgesellschaft mbH.



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"We wanted, from the beginning, to be more than just architects, that was a novelty and uncontroversial" recalls Rose-Marie Vogt, a confident and distinctive woman. Today, she carries the responsibility for 180 employees, who execute the complex construction of hospitals, universities and pharmaceutical industrial buildings that is not only influenced through aesthetic aspects. "We have had, and are of the mind set that economical, ecological and technological progress, social and cultural factors have an effect and impact on the structures and processes of our projects. The logical consequence was and is, the embedding of an comprehensive interdisciplinary approach within our philosophy, our company culture throughout our complete organisation, and to have these aspects mirrored in our corporate design", states Rose-Marie Vogt.

HWP proved their farsightedness to other regions since the early years. In the 1970's HWP took on prestigious projects – outside of the county of Baden-Wuerttemberg – for the operational planning and construction of the Rheine Country Clinic in Bonn, and the Federal Republic of Germany Army Universities in Hamburg and Munich. The first foreign commission was received by the planners of HWP by the end of the 1970's. HWP participated in the construction of clinics, institutes and universities throughout Saudi Arabia, Yemen and Irak. There began the laying of the solid foundations of their regional focus and presence reaching into North-Africa and the Middle-East, and also for today's sites in Tripoli, Cairo and Istanbul.

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"Drivers of Innovation" was incorporated onto HWP's banner in the 1980s. As early as 1981 HWP purchased the first computer and became one of the first planning offices having introduced and implemented Computer Aided Design (CAD) in their planning structure, in 1984. The expansion and integration of Medical and Laboratory Engineering into HWP's portfolio and business plan was an early-anticipated fit into the important future market segments of "healthcare, research and education". Simultaneously, this expansion strategically mirrored the decision of an integrated holistic approach to planning, typified by: Architects plan superior hospitals, universities, research and industrial complexes, while operating at various interfaces with specialists at all levels and of all disciplines during the planning processes. A major technological milestone and breakthrough was the creation and compilation of the first digital room book – an early approach of modern facility management.

Surmounting frontiers: In the 1990's German and international boundaries were overcome. HWP began consultancy, operational planning and execution of the Ernst-Moritz-Arndt University in Greifswald, Mecklenburg-Vorpommern. The University Clinic, and today's BDH-Clinic Greifswald GmbH were projects that followed. The successful concept of a long-term and firm commitment to current projects is illustrated by HWP's branch office in Greifswald. Third pillar of the HWP efforts in Germany – next to Stuttgart and Greifswald – is the Dresden office. In 2004, the HWP design won 1st prize of the architectural competition and since is realizing the Diagnostic-Internal-Neurological Centre at the University Hospital Carl-Gustav-Carus of Technical University Dresden.

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Go Global - With the turn of the century, HWP entered the international architectural competition of the Olympic Games in Peking with a mix of passion and fascination and was awarded the third prize. Chinese hospital projects, such as the outstanding prominent HWP design of the Dongguan Kanghua Hospital – a 2.000 bed facility with daily treatment capacity of 10.000 ambulatory patients – were subsequent, import steps in HWP's globalization strategy. A recent highlight of HWP's global successes is the launch of the HWP-planned German University in Cairo in 2003, initiated and executed through the former Federal Chancellor Gerhard Schroeder and the Egyptian President Hosni Mubarak. Throughout the Gulf States, the highly respected name of HWP is widely known, having also reached the Royal Family of Jordan. His Royal Highness of Jordan King Abdullah II planned and executed the Royal Hashemite Court with assistance from HWP experts.

"The balance between national and international business must be finely tuned and aligned", pronounces Dr. Norbert Leopold, Managing Director of HWP. Albeit international success and leading presence, HWP remains firmly bound and committed to its head office in Baden-Wuerttemberg, with 60% of its turnover – approximately 20 million in 2008 – having been achieved in Germany. "It was the access to Baden-Wuerttemberg's and Germany's projects that formed the basis of our international presence and success. Our hospitals, universities and high-tech industrial complexes and buildings that are 'Made in Germany' have always been the best point of reference for our international business", says Rose-Marie Vogt, who received the Economic Medallion of Baden-Wuerttemberg for her dedication and service to medium-sized businesses from the Minister of Economics Ernst Pfister in 2008.

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Frank Wachholz (4th from right) und Matthias Kammer (5th from right), Managing Directors of the HWP Planungsgesellschaft mbH, Stuttgart, Germany.

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“The achievements of 40 years are a strong motivation and incentive for current students”, elucidates Rose-Marie Vogt, a highly respected and inspiring faculty member for students and colleagues of the University of Stuttgart's Institute of Construction and Economics, and of the supervisory board of the University for Technology for future practice-oriented student development programs.

In good preparation for the years to come, HWP has found new, exceptional managing directors in Matthias Kammer (Project Management) and Frank Wachholz (Architecture and Engineering). "HWP is proud to have such excellent managing directors from our own ranks and is looking forward to a promising and exciting future."

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