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Minimum Documentation Fiche 2007

International working party for
documentation and conservation

of buildings, sites and neighbourhoods of the
modern movement

composed by national/regional working party of:

0.1 Picture of building/site



Depicted item: Steiff Factory
Source: Steiff GmbH

	db code
1. Identity of building/group of buildings/urban scheme/landscape/garden	
1.1 current name of building: Steiff Fabrik/Steiff GmbH	3
1.2 variant or former name: Steiff Fabrik ("Steiff"-factory building)	4
1.3 number & name of street: Richard-Steiff-Str.4	5
1.4 Town: Giengen an der Brenz	6
1.5 Province/state: Baden-Wuerttemberg	7
1.6 zip code: 89537	8
1.7 Country: Germany	9
1.8 national grid reference:	10
1.9 classification/typology: IND	11
1.10 protection status & date: The building is listed as a monument.	12

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2	History of building	
2.1	original brief/purpose: The Steiff Manufacture was founded by Magarete Steiff (1847-1909) in 1880. She produced famous toys originally made of felt, later well known under the name "Steiff – Knopf im Ohr" ("Steiff – Button in Ear"). Around 1900 the company experienced an enormous economic boom. The brother of the company's founder, Friedrich Steiff, started early with the planning of buildings which were suitable for production. He was an ambitious builder and open towards new construction methods. When his son Richard Steiff, the nephew of Magarete Steiff, entered the Steiff-company, new factory buildings were built in Giengen/Brenz. He studied at a Munich arts and crafts school a is considered as the project leader.	13
2.2	dates: commission/completion: After proving two designs for a factory building from different companies in 1902 the director decided to give the commission to the building company "Eisenwerk München AG". At the beginning of 1903 the drafts of the so called east building for applying for the planning permission were finished. The construction work started in May or July in 1903. According to a newspaper article of July 1903 the construction of the skeleton was finished in these days. Between 1903 and 1907 the Steiff company experienced an increase of production. Shortly after the completion of the east building the Steiff-family started the planning of a factory building ten times bigger, the so called south building in 1904, a west building in 1908 an a north building in 1910.	14
2.3	Architectural and other designers: unknown, employees of the "Eisenwerk München AG" (Munich company)	15
2.4	others associated with building: Friedrich Steiff, Richard Steiff, Hugo Steiff	16
2.5	significant alterations with dates: ---no data---	17
2.6	current use: The factory buildings are still used for the production of toys by the Steiff-company.	18
2.7	current condition: good	19
3	Description	
3.1	general description The premises of the Steiff-Company consisted of different parts: * east building (1903), * south building (1904), * west building (1908), * north building (1910), * footbridges (connection between the south and the west building), * boiler house * sheds.	20
3.2	Construction The east building is the most interesting part of the factory. The core of the construction system is the steel skeleton. The base area has a size of 12x30 metres. The constructive structure is	21

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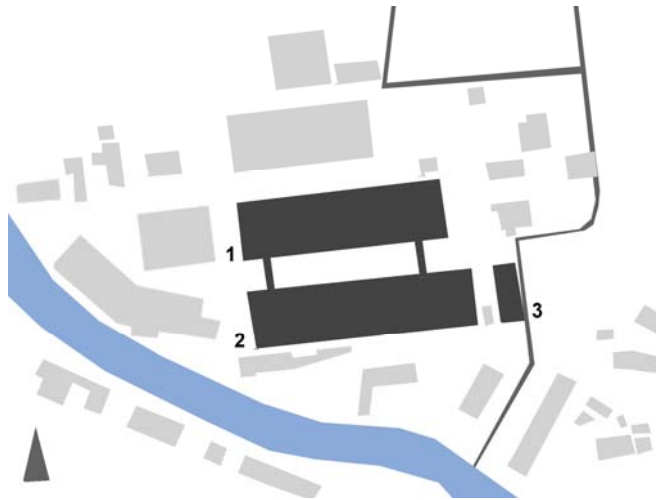
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comparable to a simple traditional timber framework which is based on a concrete base. The concrete base on which the double leaf curtain wall is erected is around 1.30 metres high. The shed roof construction is made of galvanised sheet iron. At the east side, the building is 9.40 metres high and at the west side the height is 8.40 metres. The building was heated by a steam heater which was located in the ground floor near the storage rooms.

3.3	Context	22
	During the 18 th century the manufacturing of glass was improved. That is why bigger windows could be produced in order to illuminate the inside of buildings much better than before. In the 19 th century people discovered the creative aspect of glass. It could be used to create filigree facades. Before Richard Steiff entered the company he visited Great Britain where he probably saw the "Crystal Palace" by Joseph Paxton, the most important milestone in the development of glass buildings during the 19 th century.	
4	Evaluation	
4.1	Technical	23
	The Steiff-factory building can be named a precursor of modern architecture. New building technologies (steel skeleton, curtain wall) were used which became famous over twenty years later.	
4.2	Social	24
	Because of the new construction method the working conditions in an factory building were improved (better ventilation and better illumination of the production's place)	
4.3	Cultural & Aesthetic	25
	The design of the factory building is very clear and strongly geometrical. This was a contrast to the factory buildings erected at the same time in the style of historicism.	
4.4	Historical	26
	The factory buildings of the Steiff-company in Giengen/Brenz are only little known. The construction was forward-looking and very ahead of its time.	
4.5	general assessment	27
	The factory buildings of the Steiff-company founded by Magarete Steiff were built between 1903 and 1910 in Giengen/Brenz in the state Baden-Württemberg/Germany. The construction of the east building is the most interesting part of the premises. The unknown architect of the company "Eisenwerk München AG" created a steel skeleton on a concrete base with an impressive curtain wall which was ahead of its time. Presently the building ensemble is not well-known but concerning the development of modern architecture it demonstrates an important step.	
5	Documentation	
5.1	Prinzipal references:	28
	Weidner, HPC(1970): Der Glaspalast 1903, In: Bauen und Wohnen, Heft Nr.7, 1970, München, page 229-232.	
	Reiff, Angelika (1992): Architektur ohne Architekten, In: Denkmalpflege in Baden-Württemberg, Nachrichtenblatt des Denkmalamtes Nr. 3/1992, page 83-87.	

www.Steiff.de

5.2



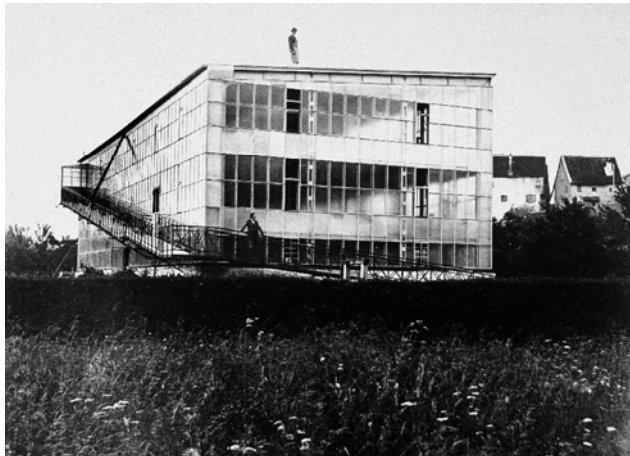
Visual material attached:

29

Ground plan:

- 1 west building (1908)
- 2 south building (1904)
- 3 east building (1903)

Source: Juliane Vierich



east building,

Source: Steiff GmbH
Ca. 1903

5.3 rapporteur/date: Juliane Vierich, June 2008

30

6. Fiche report examination by ISC/R

name of examining ISC member:

date of examination:

approval:

Wp/ref. no:

NAI ref. no:

comments:

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