

Built Identity



Built Identity—
Swiss Re's
Corporate
Architecture



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Swiss Re is one of the leading reinsurance companies in the world. This book documents its built identity by looking at its eleven buildings in six locations (Zurich, Adliswil, RA1/4schlikon, Munich, London, and New York). It illustrates this corporate architecture with sketches, plans, and photographs and brings it alive in interviews by Roderick Hanig with the participating architects. Bothe Richter Teherani, Meili und

Peter, Norman Foster, Tilla Theus, Silvio Schmed, Schnebli Amann Menz, and StA1/4cheli und Partner provide fascinating perspectives on how the firma (TM)s corporate culture came to architectural expression. This discourse is then continued and expanded in texts by Kees Christianse, Kerstin Hoeger, Jons Messedat, Elisabeth Samsonow, Saskia Sassen, and Philip Ursprung. The book focuses on a broad range of aspects a" including corporate identity, globalization, corporate urbanism, sustainability, and risk a" and relates them to the larger theme of corporate architecture.

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