

Press Release

## **100 years of Bauhaus**

### **Designing a Bauhaus building shell with Le Corbusier architectural colours**

**Verl, January 2019. At the beginning of the new year, there is reason for celebrating: the great Centenary of Bauhaus style in 2019. Thanks to the industry-exclusive partnership of heroal and Les Couleurs® Le Corbusier, design lovers are offered the exceptional option to use the Bauhaus colour palettes for their building shell. This way, heroal creates additional options for architects, planners and fabricators to customise and personalise both residential buildings and individual objects.**

As a stylistic movement that once revolutionised architecture, the Bauhaus style is still universal today. Design classics, such as Mart Stam's cantilever chair, Marianne Brandt's ball-shaped tea infuser or Marcel Breuer's tubular steel desk, have maintained their popularity and influence today's architecture and design. Therefore, the Bauhaus style is often cited as a byword for Modernism.

The term "Bauhaus", which was coined in remembrance of medieval masonic lodges, and the resulting stylistic movement was created and shaped by the architect Walter Gropius, who founded the „Staatliche Bauhaus Weimar“, then a controversially viewed school of design. His vision was to bring architecture, sculpting and painting into an optimal alliance with craftsmanship. Under the stewardship of architecture, the various disciplines were supposed to melt into a total work of art, following the principle „form follows function“ at all times. In addition to learning the different mechanical skills and industrial arts, the curriculum at the school of design taught students about the characteristics of different materials, shapes and colours – the fundamental pillars of Bauhaus. One of the best known representatives of the Bauhaus style is the Swiss-French architect Le Corbusier, who, in his designs, particularly availed himself of the impact of different colour shades.

### **Le Corbusier – a child of the Bauhaus style**

Charles-Édouard Jeanneret-Gris alias Le Corbusier (1887-1965) is considered one of the most famous architects of the 20th century and still has a decisive influence on modern architecture. During his lifetime, he created a number of town development plans and built

trend-setting buildings – 17 of which were added to the list of UNESCO world heritage sites in 2016. Based on the experiences he had made with structures, volumes and colours, he developed two colour collections in 1931 and 1959: the Architectural Polychromy. The two collections consist of a total of 63 shades in nine colour groups, based on primary colours in harmony with nature. All of the shades can be combined with each other in an impressive way and represent different effects on how the space looks.

## **heroal creates room for colour**

Thanks to the exclusive partnership with Les Couleurs® Le Corbusier, heroal offers you the shades of Le Corbusier and also the colours of Bauhaus for the building shell. Windows, doors, curtain walls, roller shutters, sun protection and roller doors can be coated in an extensive colour spectrum and thus turn into individual design elements of exterior and interior design. This allows for the deliberate setting of accentuations or the creation of natural harmony. As with all RAL colours, the unique Le Corbusier shades are processed in our own coating system. heroal hwr powder-coatings offer an excellent and durable colour retention, a high gloss stability and weather resistance and the tried and tested heroal quality.

## Image material



[heroal\_Le-Corbusier\_02]

„Colour modifies the room, classifies objects, has a psychological impact on us and strongly reacts to our sensitivities“ – Le Corbusier

Photo: FLC / Politteris 2014



[heroal\_Wohnhaus\_Fenster\_Le-Corbusier]

Whether striking or subtle shades: Les Couleurs® Le Corbusier colours can be combined harmoniously and turn windows, roller shutters and co. into eye-catchers in every building.

Photo: heroal



[heroal\_Wohnhaus\_Hebe-Schiebetuer\_Le-Corbusier]

The lifting-sliding door coated in a Les Couleurs® Le Corbusier shade harmoniously blends in the interior design.

Photo: heroal



[heroal\_Les-Couleurs-Le-Corbusier\_colour-stripe]

The 63 shades of Architectural Polychromy. Within the framework of an exclusive partnership, heroal offers a wide colour spectrum for windows, doors, curtain walls, roller shutters and roller doors.

Image: Les Couleurs Suisse AG



[heroal\_Pulverbeschichtung]

The shades by Le Corbusier are processed in our own coating system. heroal hwr powder-coatings offer an excellent and durable colour retention, a high gloss stability and weather resistance and the tried and tested heroal quality.

Photo: heroal



[heroal\_Maisons La Roche-Jeanneret]

Maison La Roche in Paris, designed by Le Corbusier and Pierre Jeanneret.

Photo: FLC / ADAGP



[heroal\_Logo\_Les-Couleurs-Le-Corbusier]

Charles-Édouard Jeanneret-Gris alias Le Corbusier (1887-1965) developed two colour collections in 1931 and 1959 – the Architectural Polychromy. The architectural colour system has timeless aesthetics, each of the 63 shades can be combined harmoniously.

Image: Les Couleurs Suisse AG

## **heroal – the aluminium systems supplier**

As a leading supplier of aluminium systems, heroal develops and produces perfectly coordinated systems for windows, doors, facades, roller shutters, roller doors and sun protection. Folding and sliding shutters, insect protection, terrace roofs and carports round off the product range. By minimising energy consumption during production, maximising energy conservation during usage as well as ensuring optimum profitability during system manufacturing and an increase in the value of the building, heroal system solutions make a significant contribution to sustainable construction.

## **Innovation, service, design, sustainability**

The heroal brand represents system solutions that unite practical innovations, industry-leading service and high-quality design that can be sustainably integrated into any architecture.

Over 800 employees across the company work continually to further develop the systems and optimise the quality of heroal's service and performance.

The heroal brand stands for premium quality made in Germany – certified according to ISO EN 9001. heroal products and systems are produced and assembled exclusively at heroal's German production sites – at its headquarters in Verl and also in Hövelhof.

More information at [www.heroal.com](http://www.heroal.com).

## **Contact Press:**

heroal – Johann Henkenjohann GmbH & Co.KG  
Lena Holtkamp  
Österwieher Str. 80  
33415 Verl (Germany)  
Tel.: +49 (0) 5246-507-0  
Fax: +49 (0) 5246-507-355  
E-Mail: [presse@heroal.de](mailto:presse@heroal.de)