

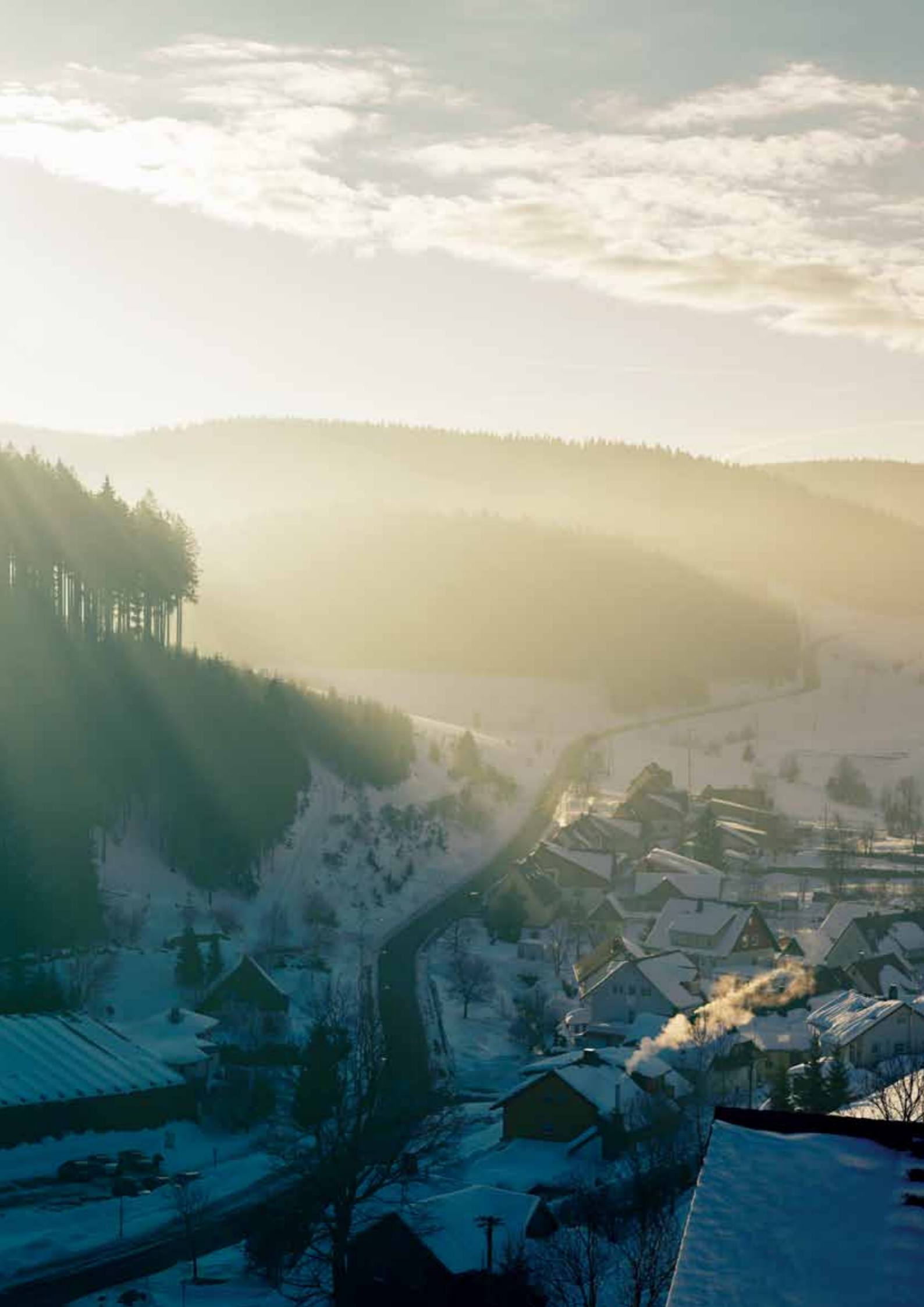
# Architecture at the threshold

- 01. Intro
- 02. Products
- 03. Focus
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**“The visitor speaks to the building,  
he in turn hears it and is seen by it, and  
he touches it in order to make contact.”**

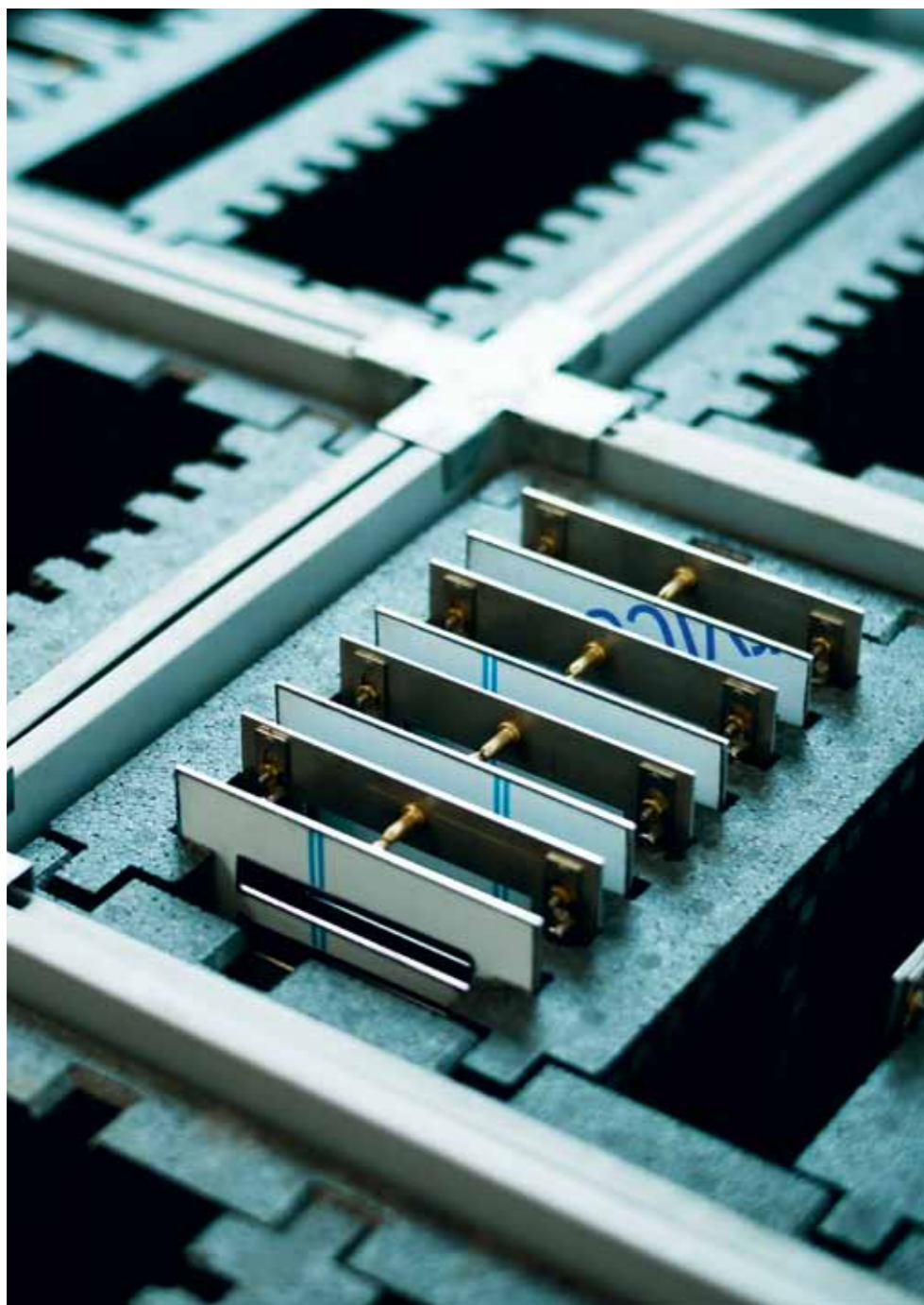
Gabriele Siedle



**Furtwangen, Germany**

Siedle's production activities take place exclusively in the location where the company has had its home for more than 260 years – namely in Furtwangen in the Black Forest. At our original location, we can be sure of reaching the optimal level of quality that distinguishes a Siedle product. For the same reason, we strive to keep as many as possible of our processing phases under our control. More than 80 percent of added value is achieved by Siedle in-house, contributing to quality assurance, but also expressing responsibility for its native base and its people.







**Photos**  
Tillmann Franzen

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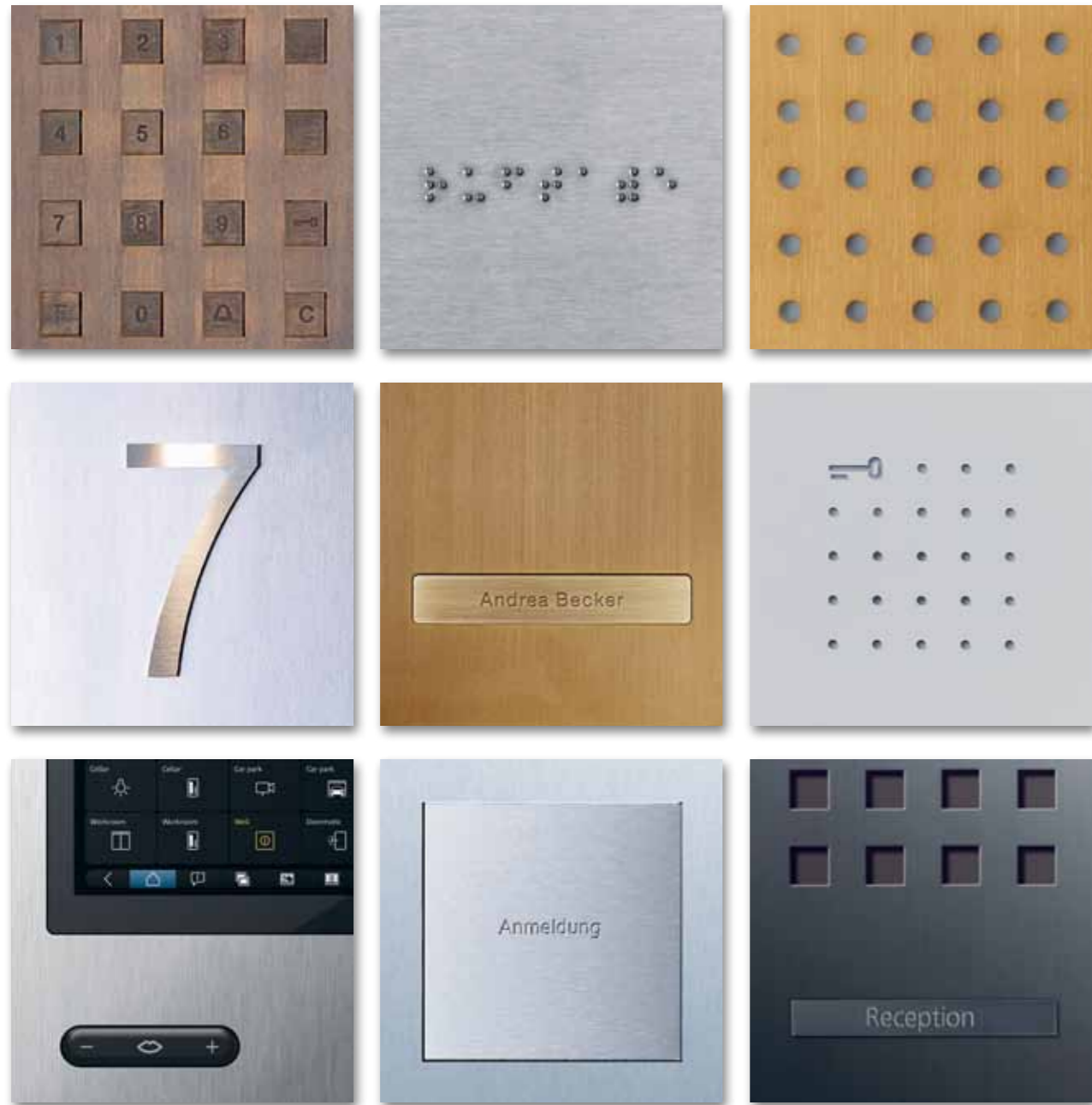
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Siedle Scope



Threshold spaces



# Please do touch!

**Editorial** Gabriele Siedle

Freedom can be tiring. The freedom of choice available in the consumer world, for example. Whatever people need, they can choose from an incredible range of products – a range that is growing all the time. There is no doubt that this represents progress, but at times it can leave us completely confused. If you have a choice, you have to make a decision, and if you are to make a decision, you need criteria. But now you can take after Oscar Wilde and keep your tastes simple by always being satisfied with the best. But this only changes the wording without solving the problem. Finding the best is actually the challenge.

I recommend a different route to navigate through all the variety: trust your senses! We can feel fine finishes, hear good speech reproduction, see a sharp video image, recognise precise workmanship and experience ease of operation. Even our sense of smell can help us as cheap plastic emits

vapours, showing exactly why some prices are at the level they are at – and who suffers as a result. Pick up a device: the weight often gives you a clue about its quality and longevity. Metal is heavier than plastic, the security it delivers weighs more than the material that has been saved on it and the most solid construction weighs more than the most profitable one.

Design is often regarded as a question of taste. But that is far from accurate. Although design is an expression of taste and above all style, good design is more – it is the product of aesthetics and function – both of which can be tested, ideally on the actual item. What about buttons, for example. They are designed to be pressed. So press them! You will feel whether they are big enough for your fingers, far enough away from each other and sufficiently clearly marked. Are they precise, do they stick or pause, do you get



**Gabriele Siedle**  
Managing director

a tactile response from them? And do they feel as though they will still work in ten or twenty years? This is how to assess function – by trying it. But what about aesthetics?

A similar thing applies – true beauty is displayed in use. The size, proportions, finishes and materials develop their function together with the surrounding architecture or equipment. So look at the application examples to find whether they can provide information. Good references are more than lists of big names and images of well-known buildings. They show products in the environment for which they were made.

Compare facts. Gather information. Ask for advice. And then, I would advise you to follow an infallible pointer to genuine quality – your feelings. We make the most impor-

tant and the best decisions intuitively. Let your feelings speak and give your intuition what it needs: sensory impressions from the real world. Get as close as possible to a product before you decide. Touch it. That is the only way you can feel what neither measurements nor printed tables can tell you – the passion in it.

Please do touch!  
Gabriele Siedle





**Park Hotel Vitznau**  
The Park Hotel Vitznau occupies an impressive location between Lake Lucerne and the Rigi Massif. The hotel, which is steeped in tradition, reopened in 2013 after undergoing extensive renovation. The walls of the building date back more than 100 years and now enclose a luxurious suite hotel. The hotel management selected Siedle Steel for all the door stations, both internal and external. Inside the building, Siedle adapted the communication system to meet specific requirements including special status indicators at the entrances to the suites, emergency call systems in the bathrooms and a specially developed hotel mode for Siedle Scope. Its diverse material variants support the individual character of each of the suites.



**Stadtbibliothek Stuttgart**

Eun Young Yi designed the Stadtbibliothek Stuttgart as a monolith. The rigorously designed facade consciously separates the place of learning from the outside world. Nothing should get in the way of the structure's homogeneity. Yi therefore chose Siedle Steel for the building communication system. The systems were designed precisely to the wishes of the architect and fit seamlessly into the building shell.





**Group of half-timbered houses in Bad Rotenfels**  
A main building with an oven building, a barn, a paved yard, a small out-building – the half-timbered buildings in the centre of the village of Bad Rotenfels were close to collapse, but a large proportion of them with their typical oak beams and clay walls was preserved by means of steadily conducted renovation. As if to prove the point, the original clay timbering has been taken out of the render in some places and made visible behind glass. The communication system components made of white painted stainless steel blend into the historic building appropriately.



**Gaggenau commercial building**

Rarely is a commercial building erected with so much attention to detail. The careful design of this hall is tailored to its purpose: the owner restores vintage cars and motorcycles. Fluorescent orange is the hallmark for the developer's motorcycles, on which he participates in vintage races. The same colour has been used for the building and it is quite clear at the gate who lives here. Siedle completed the paintwork to the customer's exact specifications, including the colour. The chrome-plated stainless steel for the indoor stations is reminiscent of the heyday of lavish vehicle design.





#### **Villa in the Murg valley**

From the entrance of the estate to the vast residential spaces that are flooded with light and the small summerhouse – much thought has been put into selecting the communication technology of this property. Above all else, it is a place of retreat for the people who live here. Correspondingly, the Siedle systems are intentionally discreet on the one hand, but with a particularly expressive design on the other. A Steel door station with a burnished brass finish keeps watch at the main entrance. It is flush-mounted and therefore blends almost seamlessly into the architecture. The golden video panel with touchscreen provides a particular emphasis for the interior.



# A three-dimensional urban environment

Thomas Christoffersen, Partner at Bjarke Ingels Group, on the renaissance of large residential estates and lessons learnt from past mistakes

Mass home building used to be one of the central topics of modern times. The question of how growing urban populations can be provided with homes was a worrying one for architects and town planners alike. “Home machines” were created as a bold vision – and failed miserably in reality. Many of the large residential estates built in the sixties and seventies are regarded as errors of modern architecture. They obviously failed to answer the central question: how can mass home building satisfy social and human demands?

Dense living space has once again surfaced as a relevant topic for construction planning today. Urbanisation is increasing all over the world on an unprecedented scale. More and more people are moving to ever larger conurbations. The question of how they can live in a limited space and with limited resources is more pressing than ever before. Architects and

town planners are looking for new answers. One outstanding example is the “8House” in Copenhagen’s Ørestad neighbourhood, designed by Bjarke Ingels Group (BIG). In an interview Thomas Christoffersen, the partner responsible for the project, talks about the art of creating an urban environment worth living in within large residential estates. The conscious design of thresholds plays a major role in this. Ultimately, the aim is to create distinctive access points and transition zones for social interaction in buildings with mixed-use buildings.

This is also an important topic for Siedle as building homes in the form of multi-storey buildings has been a major driving force behind the development of door and building communication in the twentieth century and it promises to remain one of the major challenges for communication at the threshold in the new millennium.

**Interview** Anh-Linh Ngo  
**Photos** Bjarke Ingels Group, Jens Markus Lindhe

In his “Ten Books on Architecture”, Leon Battista Alberti famously linked architecture to the city and thus to society. “The city is like some large house, and the house is in turn like some small city.” How did BIG ensure that 8House is urban – in the sense that the threshold spaces encourage social interaction?

BIG: While social life, the feeling of belonging to a neighbourhood and opportunities for spontaneous meetings are generally restricted to the street, in the 8House building they literally rise to the top.

The idea behind this was to acknowledge that different usage concepts have different needs. Shops and offices for example need to be on the ground floor to be close to customers. Residential spaces, on the other hand, fare better on a higher floor for better views and sunlight. Since commercial areas are lower than residential areas, this provides additional space for gardens and perhaps even a small street on top of the commercial areas. We also had this idea of townhouses sitting on a hill.

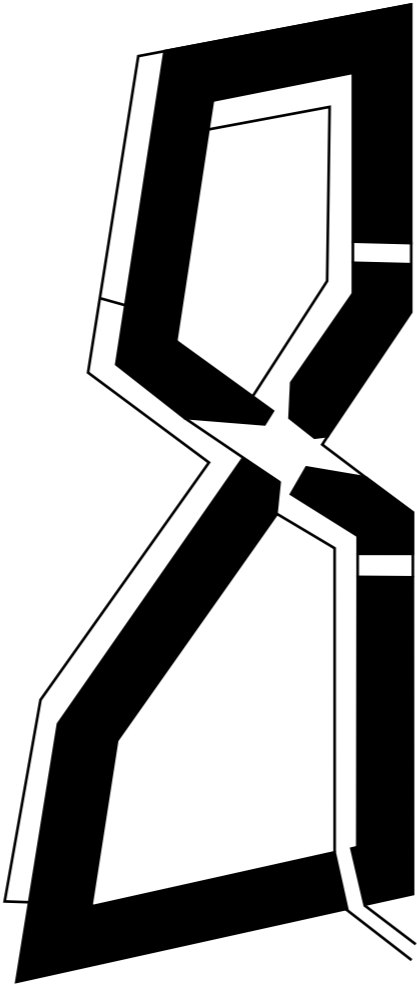
Eventually we started organising the construction plan like a layer cake in which each layer is slid towards a suitable position. The layering is organised horizontally, but it also takes three-dimensional aspects like views and the trajectory of the sun into account. The inclination of the south-west corner opens up the entire courtyard so that all the apartments can enjoy a view and sunlight. This distortion of layers creates a direct link between the bottom storey right up to the penthouse. Rather than a two-dimensional facade or a three-dimensional sculpture, the 8House is a three-dimensional urban environment being populated.

How do you assess the role of landscape design, the relation between inside and outside, and the role of communal spaces?

BIG: We don’t really distinguish between landscape and architecture. Instead, we try to create seamless links between the territories which we can control and the surrounding city by spanning across the traditional boundaries of inside and outside, public and private, building and landscape.

The green roof is one result of this merger – and of the proximity to an open meadow. In a way, it’s as if the green meadow climbs up over our sloping roofs and covers the entire building in green. It invites people to explore the building on foot, with a pushchair, or by bike – all the way from street-level up to the penthouse and back down again. Although the 8House building does not look like a landscape, it invites people to enter and study it so that it is used like a landscape.

**8HOUSE**  
The loop-shaped plot gave the project its name.



One of the problems of residential estates from the sixties and seventies is their lack of individuality and identity. Given the size and the complexity of the 8House project, how did you meet the residents’ need for a sense of home?

BIG: The 8House building is a hybrid of two urban design schools in Denmark. What we’re trying to do is to take the social attributes of the dense-low model – like the little garden, the intimacy, the social interaction – and combine them with the higher urban density of multi-storey building blocks. Every day, you can see young mothers or couples promenading up and down the manmade mountain path with their pushchairs or on bikes with child seats. This dis-

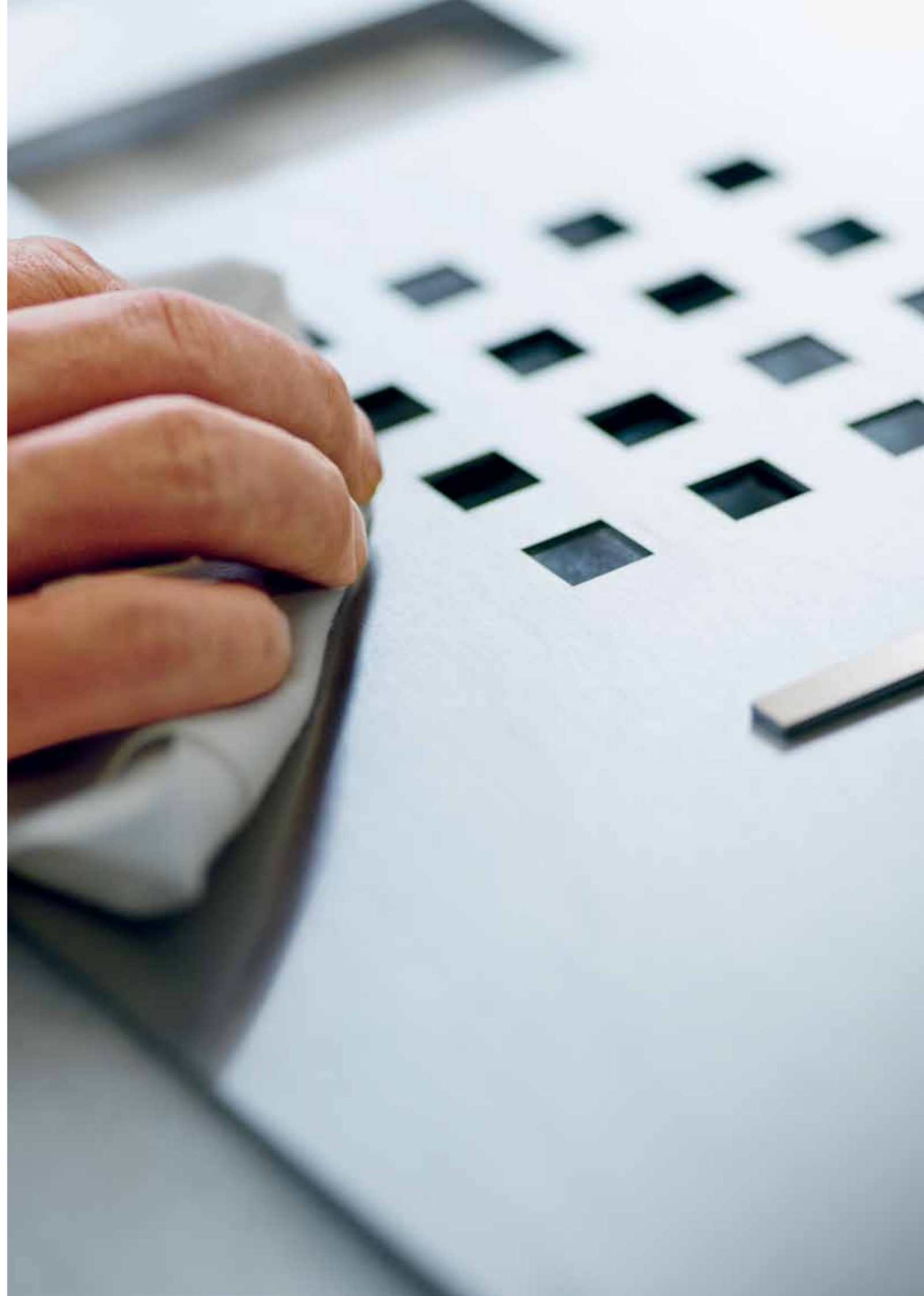
play of life contributes to a more diverse neighbourhood and a sense of community rarely found in traditional high-density housing blocks.

# Freedom based on reduction

Siedle Steel

The design quality of Siedle Steel rests on a solid foundation of consistency and authenticity. All the fronts are made completely of solid metal and to an exemplary standard of workmanship. With no visible means of fixture, the flat surfaces, linear clarity and precise edges highlight the aesthetic merit of the material. The design language is dominated by geometric structures and a design grid which is again based on a basic geometric shape – the square. Reduction to a few strictly applied principles means that the system features vast design open-

ness. It creates an opportunity for almost limitless combinations of shape, function and material. To ensure that the users can take advantage of this freedom, Siedle has developed its Modern Manufacture, a manufacturing process which combines the individuality of one-off production with the processing quality of serial production. Here, every Steel system is configured and constructed in line with customer specifications – as a one-off unit, but to an exemplary standard of precision only achievable with industrial production.





#### Each system is unique

Even if door stations have the same base area, they can still be designed in very different ways – depending on individual requirements and the organisation of the respective functional elements. Siedle Steel does not prescribe any specific design, but rather a blueprint for individual configuration: a range of function modules, a clearly defined Steel look and a 14 millimetre grid. The final configuration is determined by the user.

**Materials and colours**

Completely smooth and without visible evidence of fixtures, the solid front panels highlight the character of the specific material. There is a choice of six materials and surface finishes available. The range of designs is increased even further by the twin-level construction. The mounting level with the functional elements is visible at the edges and through the precisely laser-worked cut-outs in the front panel. The colour, structure and surface finishes of the mounting and control levels can be the same, complement or contrast one another.



**Mail reception**

Six millimetres: a letterbox can be this flat. The housing disappears into the wall, leaving only the plane front panel visible with its solid grip rail. The electronic unlocking function is a particularly practical feature. It makes the conventional letterbox key obsolete. A numerical code, a radio transponder or your own finger is all that is required to open your letterbox. You will find more on letterboxes as of p. 82.





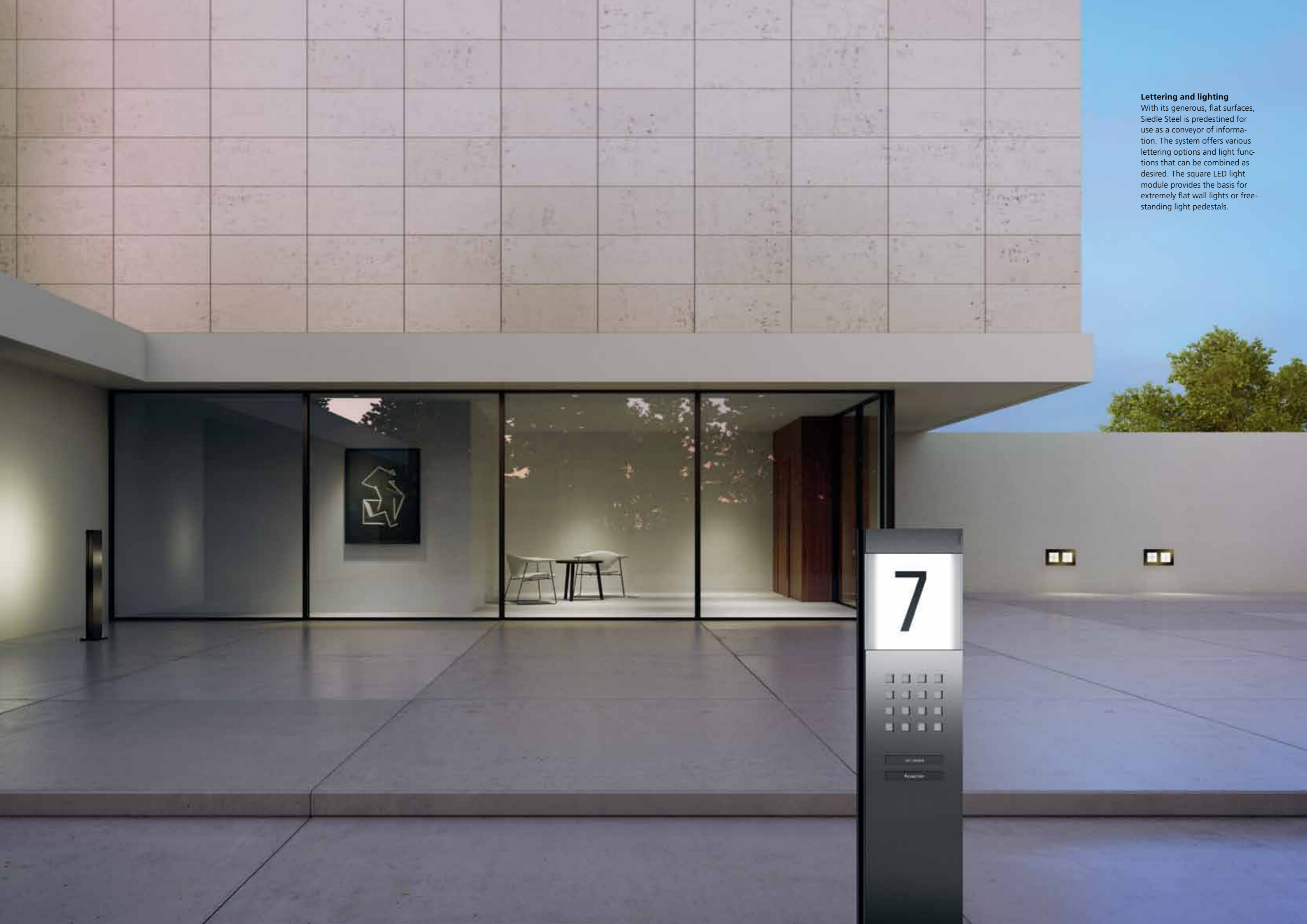
**Access control and video surveillance**

The fingerprint, numerical code, card or radio transponder: all of these either supplement or replace the usual key. In addition, a video surveillance system offers the certainty of seeing with your own eyes which beats asking "Who is it?" every time. You will find an overview of the cameras on offer as of p. 58.



#### Lettering and lighting

With its generous, flat surfaces, Siedle Steel is predestined for use as a conveyor of information. The system offers various lettering options and light functions that can be combined as desired. The square LED light module provides the basis for extremely flat wall lights or free-standing light pedestals.



**Flush-mounted installation**

Siedle Steel can be installed in different ways. No other communication system is suitable for flush-mounted installation. This allows the architects and building owners to integrate the door communication system completely into the facade of their building. The mounting level is buried so deep that the operating level ends up exactly flush with the surrounding surface.





**Glass mounting**  
The glass mounting method is also unique. It does not require a frame. The letterbox and communication technology are integrated directly into the glass facade without any additional fastenings – either in a recess in the glass provided for the purpose or as a panel between two glass elements.



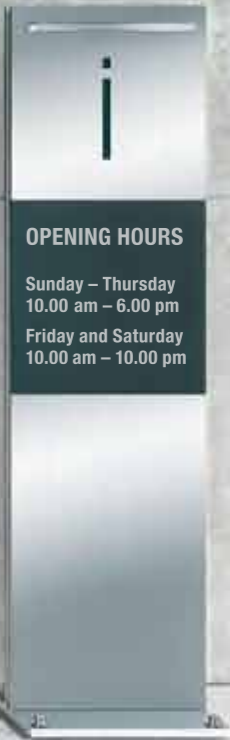


**Free-standing**

The communication pedestal sets its own agenda. Requiring no intervention in the facade or door, it stands wherever is best. It uses its own format for this, and not just in aesthetic terms since all its functions are in the correct ergonomic positions and just where they are needed – at both the front and the rear.

**Communication  
and signage system**

Communication, orientation and information form the perfect symbiosis when it comes to the reception and guidance of visitors. They interact to lend unique character to a building. For this reason, Siedle has developed a communication and signage system that incorporates all the functions together in a uniform design. It combines the unlimited scope for variation of the high-end communication system Siedle Steel with an ergonomically optimized signage system. The result: the perfect reception – seamless and cohesive throughout the whole of the building.

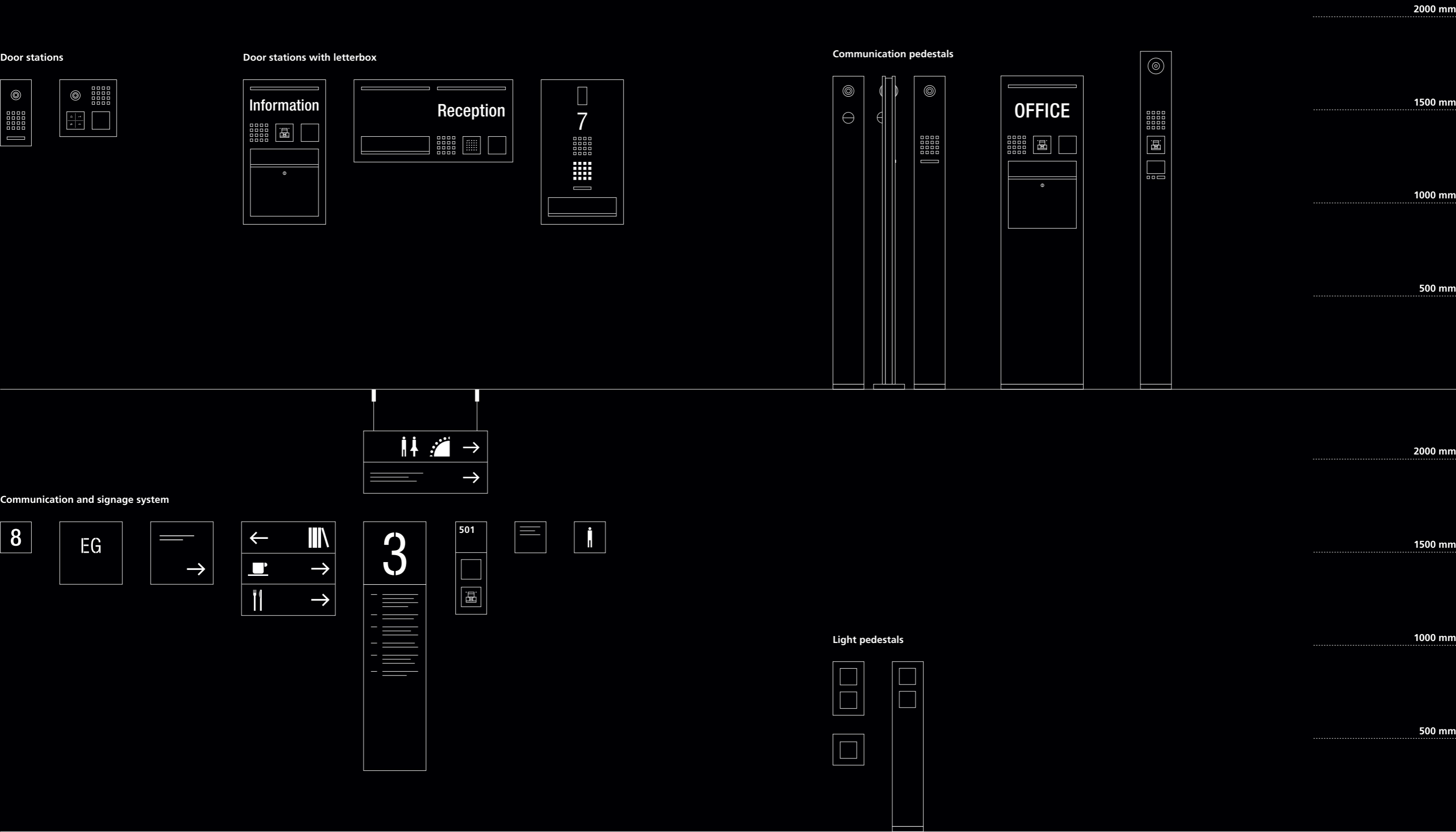




**Communication  
and signage system**

A perfect reception is not limited to the entrance area alone; communication with a visitor begins at a distance: large letters attract attention and identify a building. When the visitor approaches, signs at an optimal reading height indicate the way to entrances or rooms. And if the visitor is in immediate proximity, ergonomically correctly positioned control elements invite them to interact.

# Examples of configuration



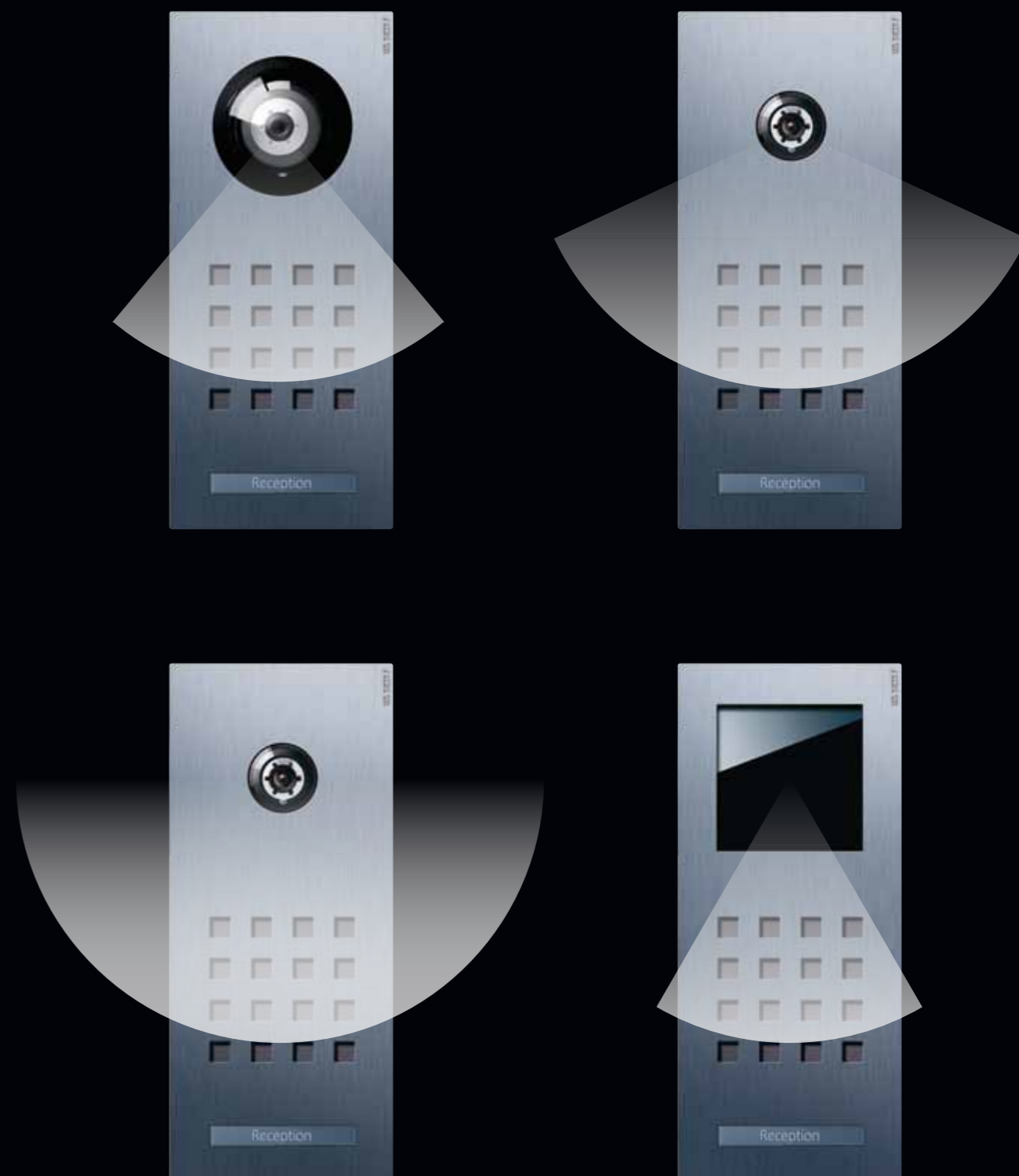
# The certainty of seeing with your own eyes

Increased security and a high degree of design freedom – Siedle cameras

Hearing is good. Seeing is safer. Better than asking “Who is it?” is the certainty of seeing with your own eyes. Unlike a conventional intercom, video surveillance provides a significant increase in security and comfort. Better still if it can be as flexibly integrated and designed as with the Siedle systems. Three models of camera are available for the Classic, Vario and Steel systems: the classic Siedle camera with its large striking dome and two more discreet models with

a larger viewing angle of 130° or 180°.

If the video monitoring needs to be more discreetly integrated, then the flush-mounted camera from the Siedle Steel system is the ideal choice. It is integrated into the system without any protrusion and remains almost invisible behind black acrylic glass.



**An overview of all the cameras:**  
80° camera, 130° camera, 180° camera and the flush-mounted camera with 65° viewing angle

# Siedle cameras in detail

All Siedle cameras offer an image quality that is second to none. Even in poor lighting conditions: with built-in lighting, they also have exceptional vision when facing into the light or in the dark. In winter, they combat lens condensation thanks to their integrated two-stage heating system.



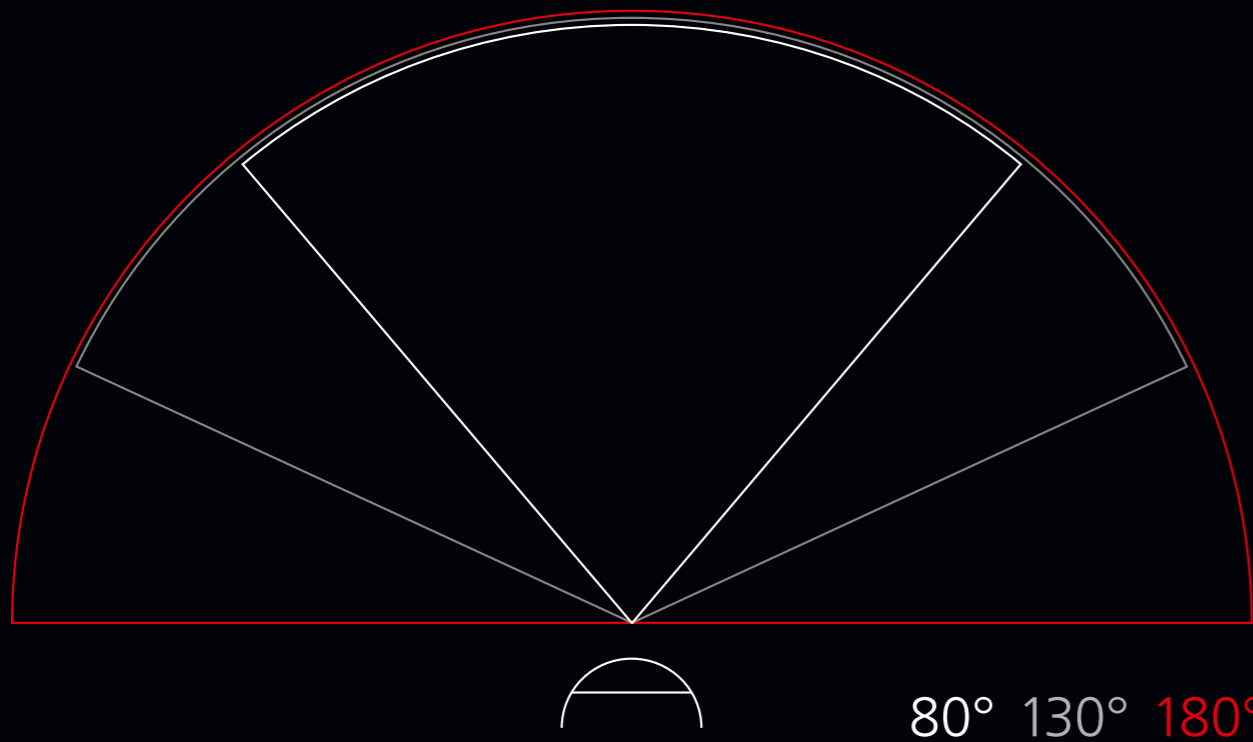
80° viewing angle



130° viewing angle



180° viewing angle



The 80° camera is suitable for installations in which the camera can be ideally positioned and aligned. Its viewing direction can also be adjusted mechanically.

The 130° camera already monitors such a large area that mechanical adjustment is not required. Finally, the field of vision of the 180° camera runs practically from wall to wall. Nothing

and no one remains undetected; even children or wheelchair users are reliably picked up by the camera. It is thus the best choice for entrances where the camera cannot be ideally positioned. The entire area in front of and next to the entrance can be screened, even from awkward viewing positions. The field of vision can be optionally focussed on targeted areas.

Selected components in conjunction with advanced algorithms for image correction minimize the wide angle effect of the lens so well that live viewing of the entire field of vision is possible and even the edges can be viewed properly.

# The modular icon

Siedle Vario

Siedle Vario covers just about every conceivable requirement when it comes to entryway communication. In the wall, on the wall or free-standing, six standard colours and an unlimited choice of nonstandard shades, with letterbox, lighting, video surveillance or access control: Siedle Vario integrates whatever functions are possible in the entrance area within a single standardized framework. The multiple prize-winning system design ensures that every combination addresses the most stringent design aspirations.

Siedle Vario is the epitome of good modular structured door communication. The system has received multiple design awards – and served as a model for a whole product category.

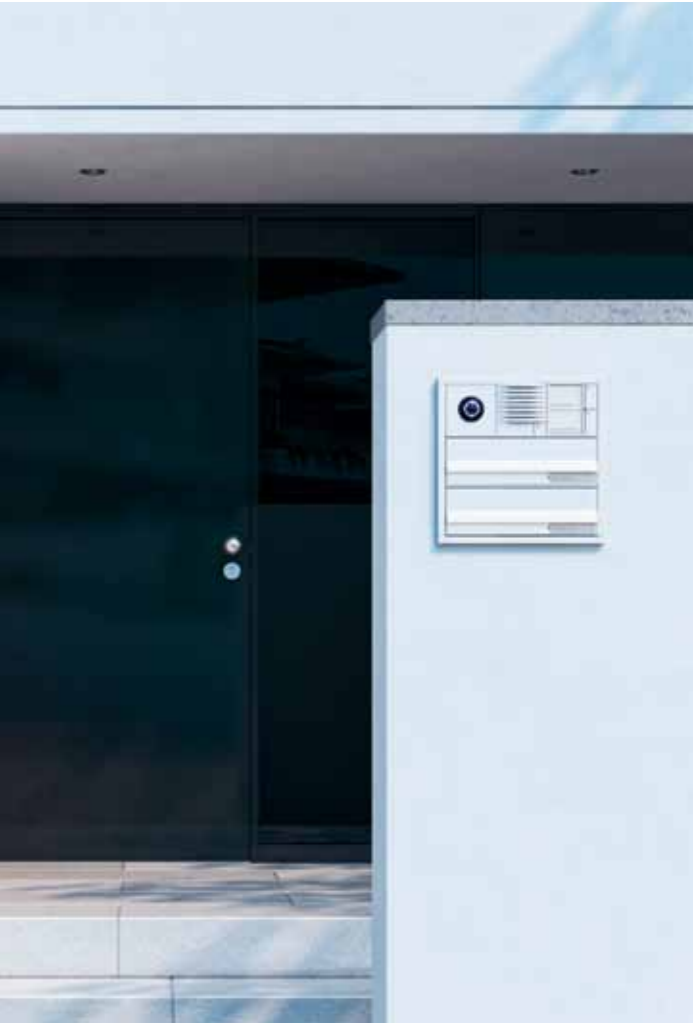


**Modular system**

The Vario principle is as ingenious as it is simple: it is based on functional modules and a design grid. Within the grid, the modules can be arranged in any combination. The result is always a neatly arranged, aesthetically pleasing communication system. Everything is in perfect alignment and the proportions are right – even when large information plates or letterboxes are integrated.







**Mail reception**  
Vario letterboxes are part of the system concept. They can be combined with all functional modules and adapt to every design wish and every architectural requirement. Despite the great variety, they always create a formal unit with each combination of modules. You will find more on letterboxes as of p. 82.

**Security and convenience**

Today, the building threshold requires more than simply a bell, an intercom system and a letterbox. From video surveillance (p. 58) to access control, the entrance area imposes many demands on a communication system. The classic Siedle Vario system fulfils all of these, offering unique variety from a standardized design.





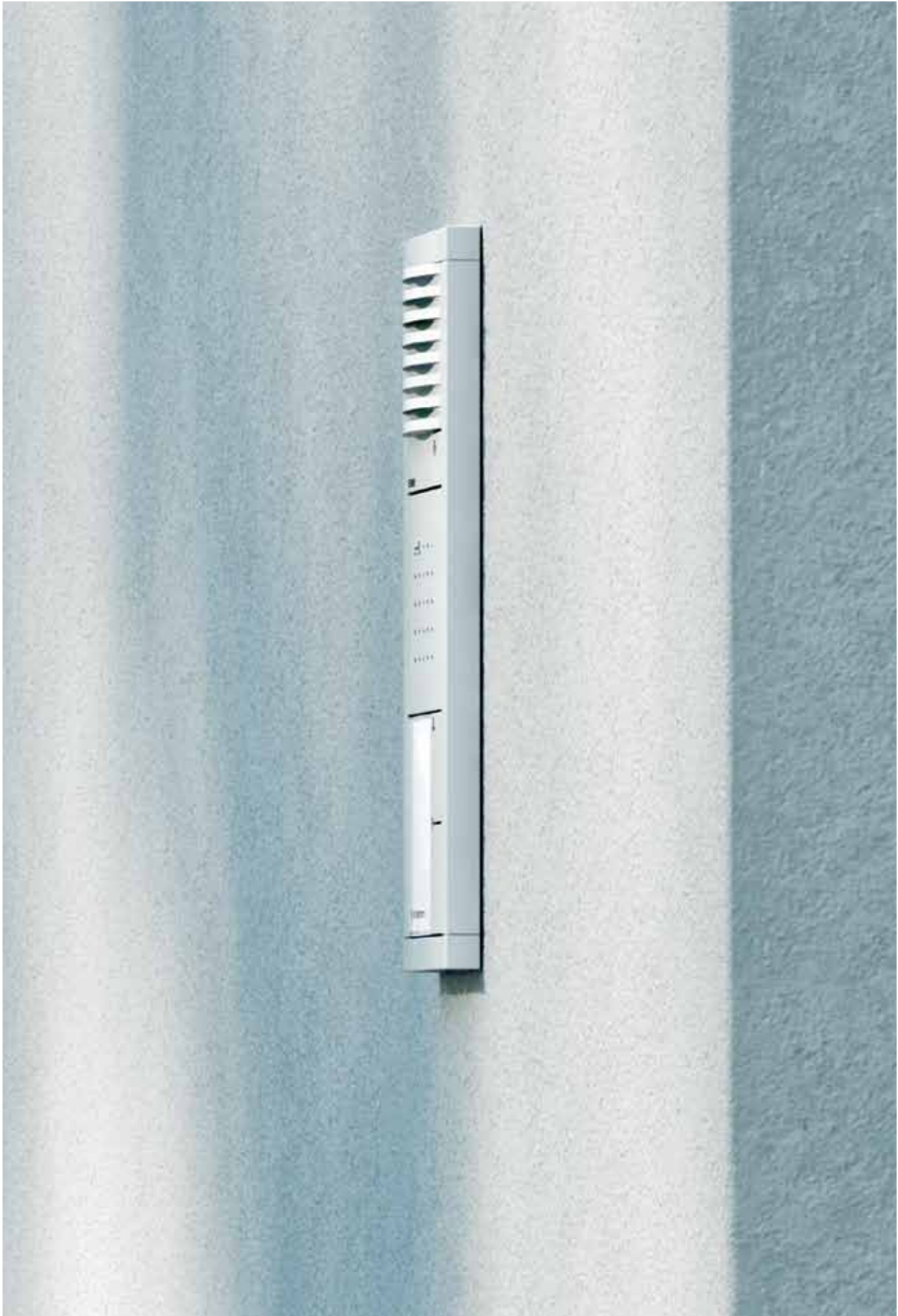
### Light

Siedle uses exclusively white high-performance LEDs in all its light functions. Spotlights illuminate details such as keypads, house numbers or fingerprint readers. By directing the light, it is possible to accentuate edges and contours. The square light module forms the basis for extremely low-profile wall lights or free-standing light pedestals. And the surface area light provides the perfect illumination for company names, logos and other inscriptions.



**Installation**

Depending on the architectural situation and the desired range of functions, Siedle Vario can be installed in four different ways. With a housing height of 15 mm, the concealed-mounting concept (left) results in a particularly slim finish. Forward projections only occur where the operation of the system demands it – for example for an LED spotlight. In contrast, surface mounting (right) and the free-standing communication pedestal (next page) play an ever increasing role in energy-efficient buildings as both types of installation require no intervention in the shell of the building.





**Free-standing**

The communication pedestal draws together all of the Vario's functions in the ergonomically correct position. It is available in two designs: the slim-line pedestal with its particularly modest installation depth can be fitted up close to facades, in corners or even inside the building; while the more robust variant can hold letterboxes and information plates as well.



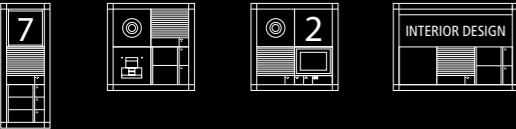


**Any colour you wish**

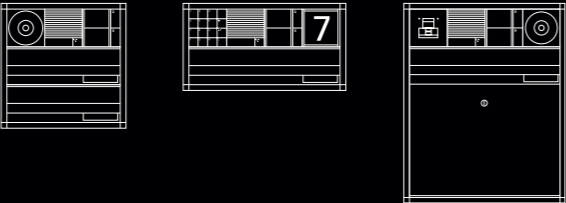
In addition to the standard colours of white and silver metallic, all of the Vario system's components are also available in black and white high-gloss paintwork finishes as well as in two micaceous paint finishes in amber and dark grey. Along with these six series colour finishes, we also supply Siedle Vario painted in any colour desired from the RAL colour range.

# Examples of configuration

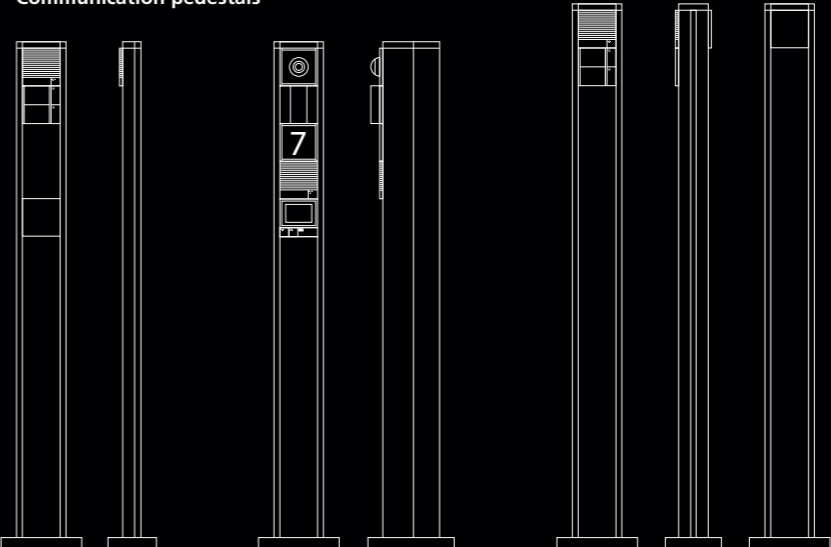
Door stations



Door stations with letterbox



Communication pedestals



2000 mm

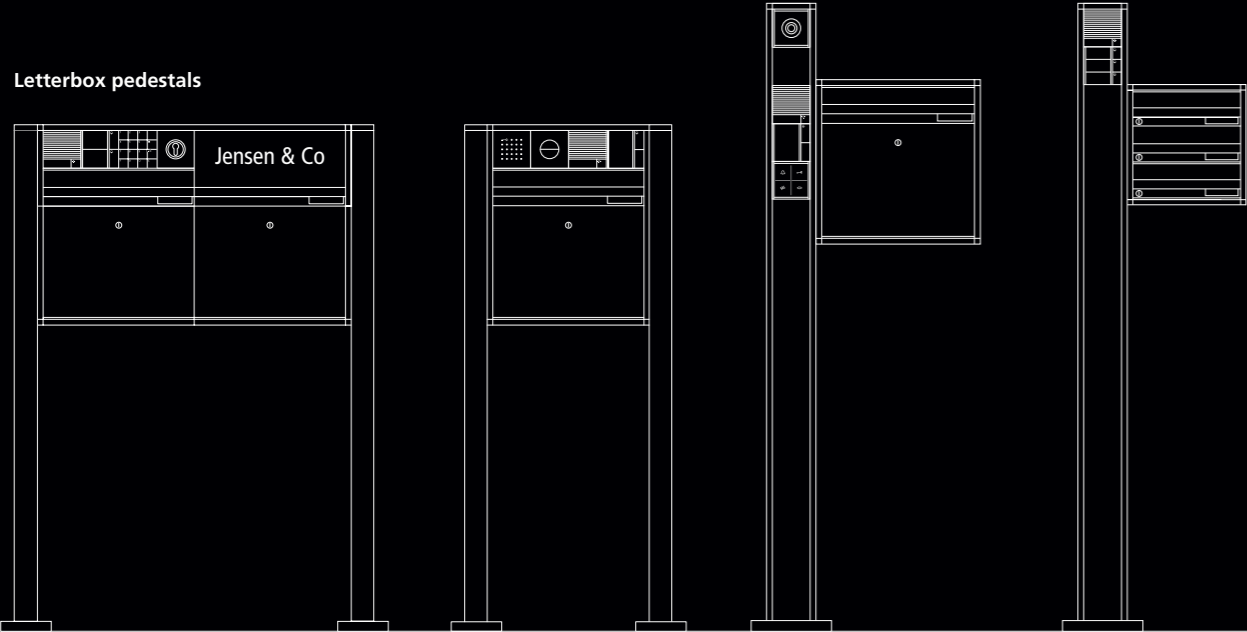
1500 mm

1000 mm

500 mm

→ See the possibilities  
for yourself:  
[siedle.com/configurator](https://siedle.com/configurator)

Letterbox pedestals



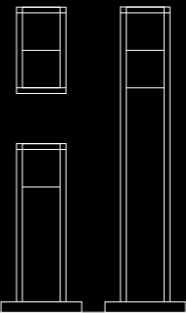
2000 mm

1500 mm

1000 mm

500 mm

Light pedestals



Scale 1:20

# Mail reception included

Letterboxes as part of the door communication system



Siedle Steel



Siedle Classic



Siedle Vario

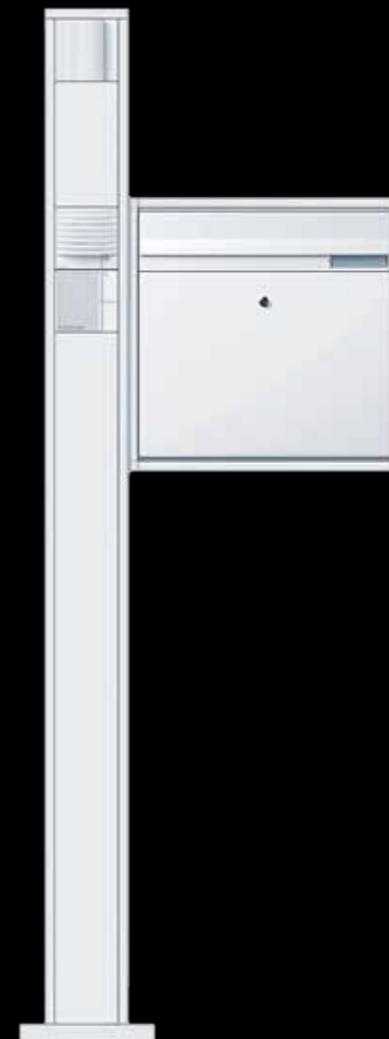


Siedle Select

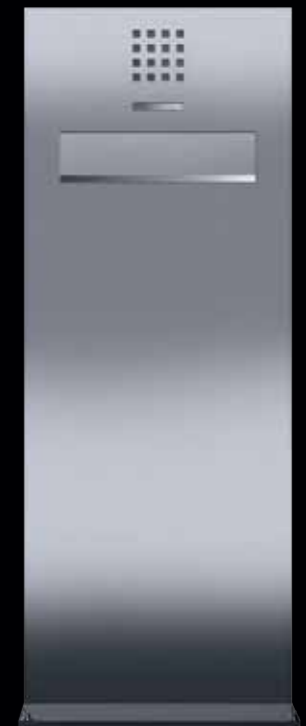
Modern door communication is more than ringing and speaking: it also includes information, visual content, surveillance, access control, switching functions, lighting – and of course somewhere for receiving mail. Letterbox systems from Siedle allow

all the desired functions to be integrated in a uniform style which can be defined by the user. There are four design lines to choose from – all unique in their workmanship, all different in character. The various installation methods also guarantee that Siedle

letterboxes fit into any architectural environment – whether free-standing, mounted on or flush-installed in the facade.

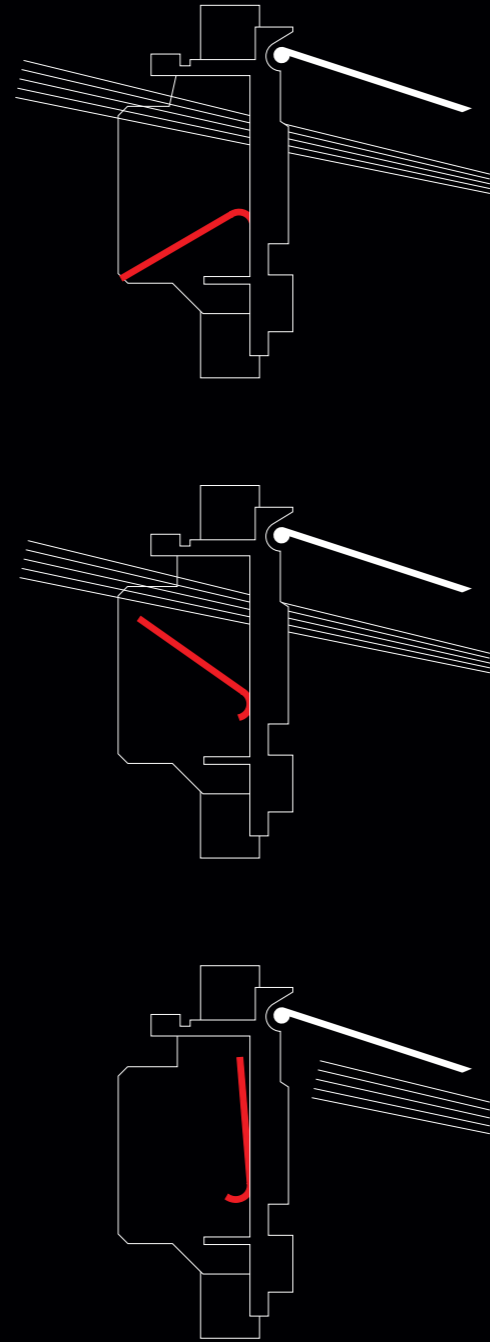


**Siedle Vario**  
Letterbox with front mail removal at the communication pedestal



**Siedle Steel**  
Communication pedestal with letterbox

## Siedle letterboxes in detail



### Mail removal protection

The adjustable mail removal protection has three positions: fully open, theft protection or holiday lock.

Siedle letterboxes meet far more than just the minimum requirements – they are durable, precisely processed and carefully designed down to the smallest detail. The use of solid materials ensures shape stability even after many years.

Moreover, the electrical, acoustic and ergonomic properties of all Siedle components are perfectly tailored to being installed in letterbox housings – and Siedle is offering more and more “smart” letterbox functions.



### Electric unlocking function

Instead of using a key, the letterbox can also be opened using a fingerprint, code lock or radio transponder. Available for Siedle Steel.



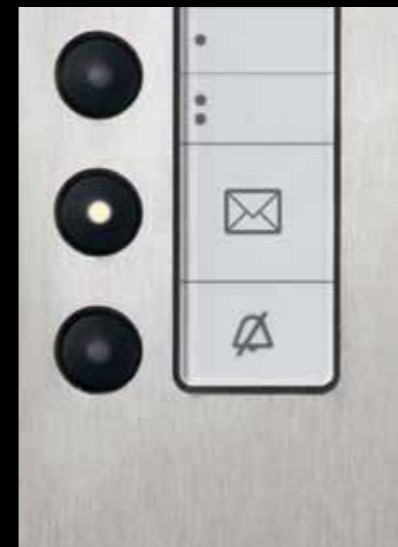
### Cushioned letterbox flap

The cushioned letterbox flap closes gently and stays closed, even when exposed to strong winds. This is standard on Siedle Steel, Siedle Classic and Siedle Select.



### Solid material

Siedle letterboxes are not made of thin sheet metal but of solid, precisely processed stainless steel, aluminium or brass. This is an advantage for their appearance, longevity and solidity.



### Mail notification system

When the letterbox flap is opened, an LED lights up on the Comfort indoor station to signal the arrival of mail. It goes out again when the door is opened to remove the mail. Available for Siedle Steel and Siedle Classic.



### Protection from dampness

A water-deflecting profile protects the mail in the letterbox from dampness.



### Mail removal from the front

So that the mail does not fall out when you open the flap, the mail removal door opens towards you, not sideways.

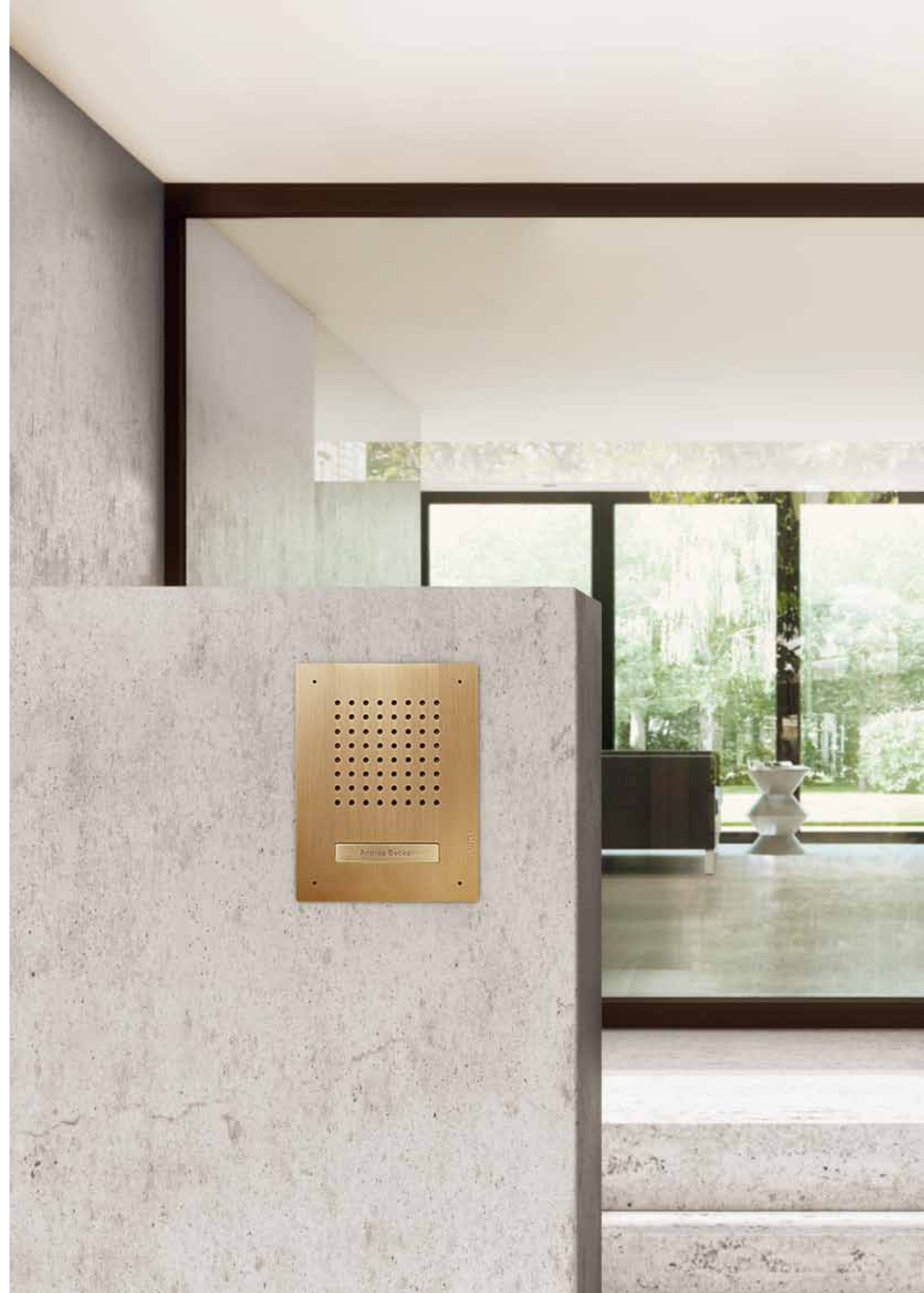
# From archetype to system

Siedle Classic

Siedle Classic is the contemporary interpretation of the classic door station. Like its predecessor Portavox, the very first door station, the basic design of the modular system consists of a metal front panel with buttons and a loudspeaker grill – but in terms of its design, function, material and workmanship, Siedle Classic

brings you the very latest and best that modern engineering can offer. With its traditional distinctive design language, Siedle Classic provides the essential functions at the entrance – calling, speaking, seeing, door release, access control and receiving mail. A design grid ensures an aesthetically and functionally harmonious

appearance. Its concentration on the essentials makes Siedle Classic the ideal choice for those who attach importance to the solidity and intrinsic value of solid metal, but who do not require the vast design freedom afforded by Siedle Steel.







**Surface feel and high-tech**  
Behind the elegant surface, ultra-modern Siedle communication technology is at work. The buttons are either backlit by durable energy-saving LEDs or engraved. They can be changed easily from the front in all the different variants.



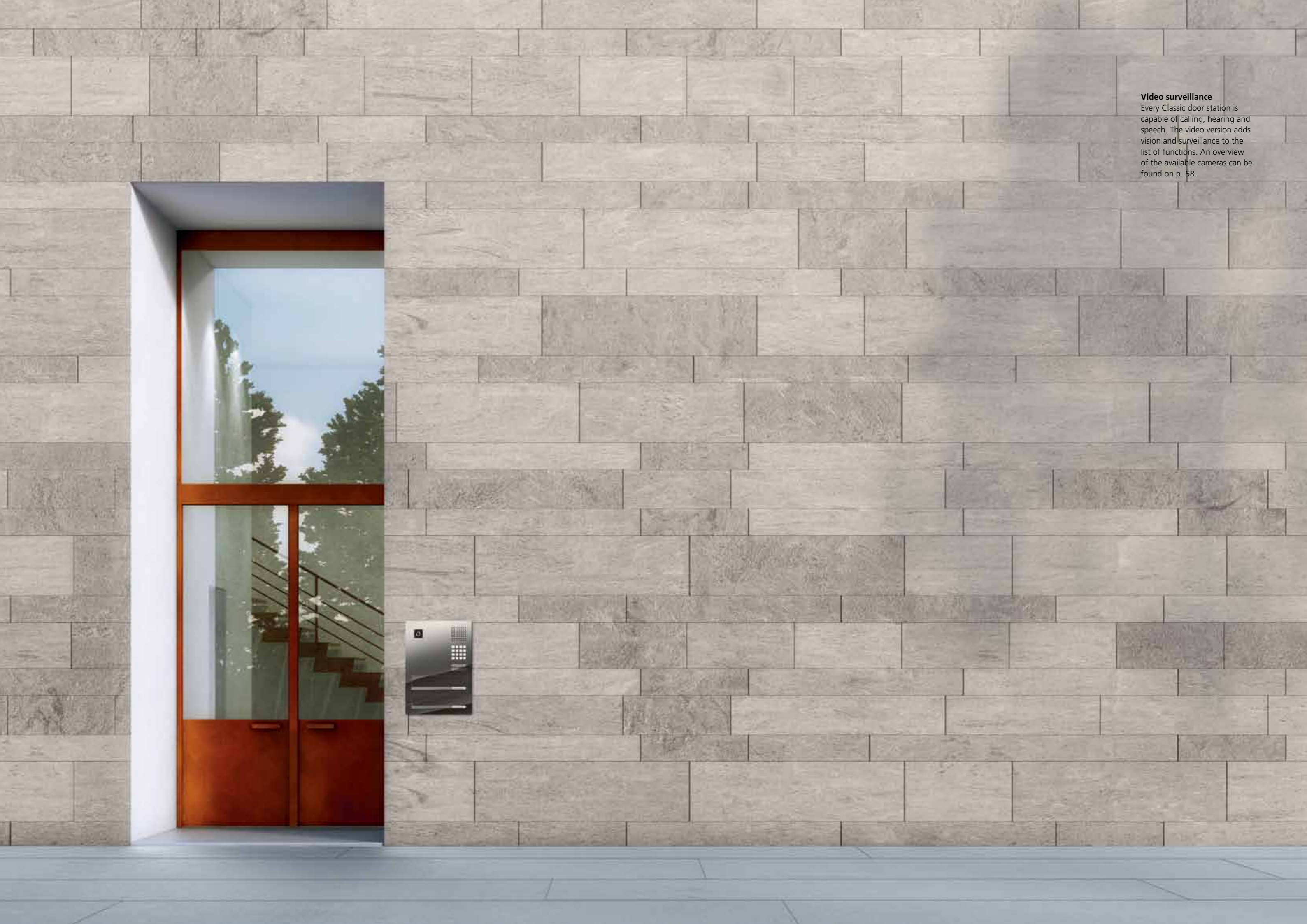
**Mail reception**

Whether you require a pass-through letterbox or a system with front mail removal: Siedle Classic offers letterbox systems in common sizes and combinations – it can even provide the practical mail signal system if required. This indicates on your indoor station when you’ve got mail. You will find more on letterboxes as of p. 82.



#### **Video surveillance**

Every Classic door station is capable of calling, hearing and speech. The video version adds vision and surveillance to the list of functions. An overview of the available cameras can be found on p. 58.





**Materials and colours**

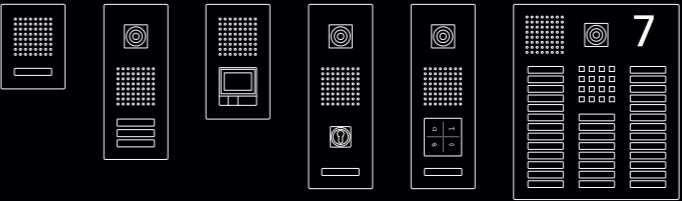
All Classic door stations have a solid front panel which is two millimetres thick. On the standard version, this panel is made of corrosion-resistant V4A stainless steel with natural finish or brushed. Other materials include anodised aluminium, chrome, a coating with a brass look and burnished brass. A paintwork finish in any RAL, metallic or micaceous iron ore colour desired rounds off the design range. In addition, systems made of aluminium are available with a particularly robust, stain-resistant Duraflon coating.





# Examples of configuration

## Door stations



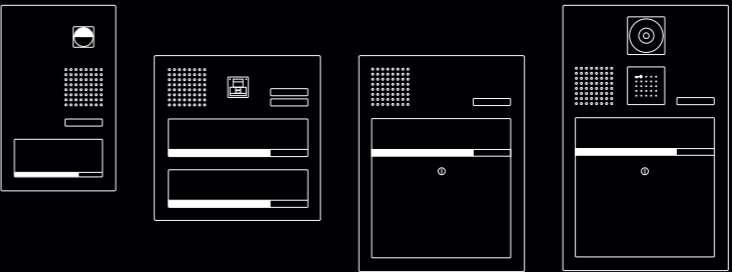
2000 mm

1500 mm

1000 mm

500 mm

## Door stations with letterbox



2000 mm

1500 mm

1000 mm

500 mm

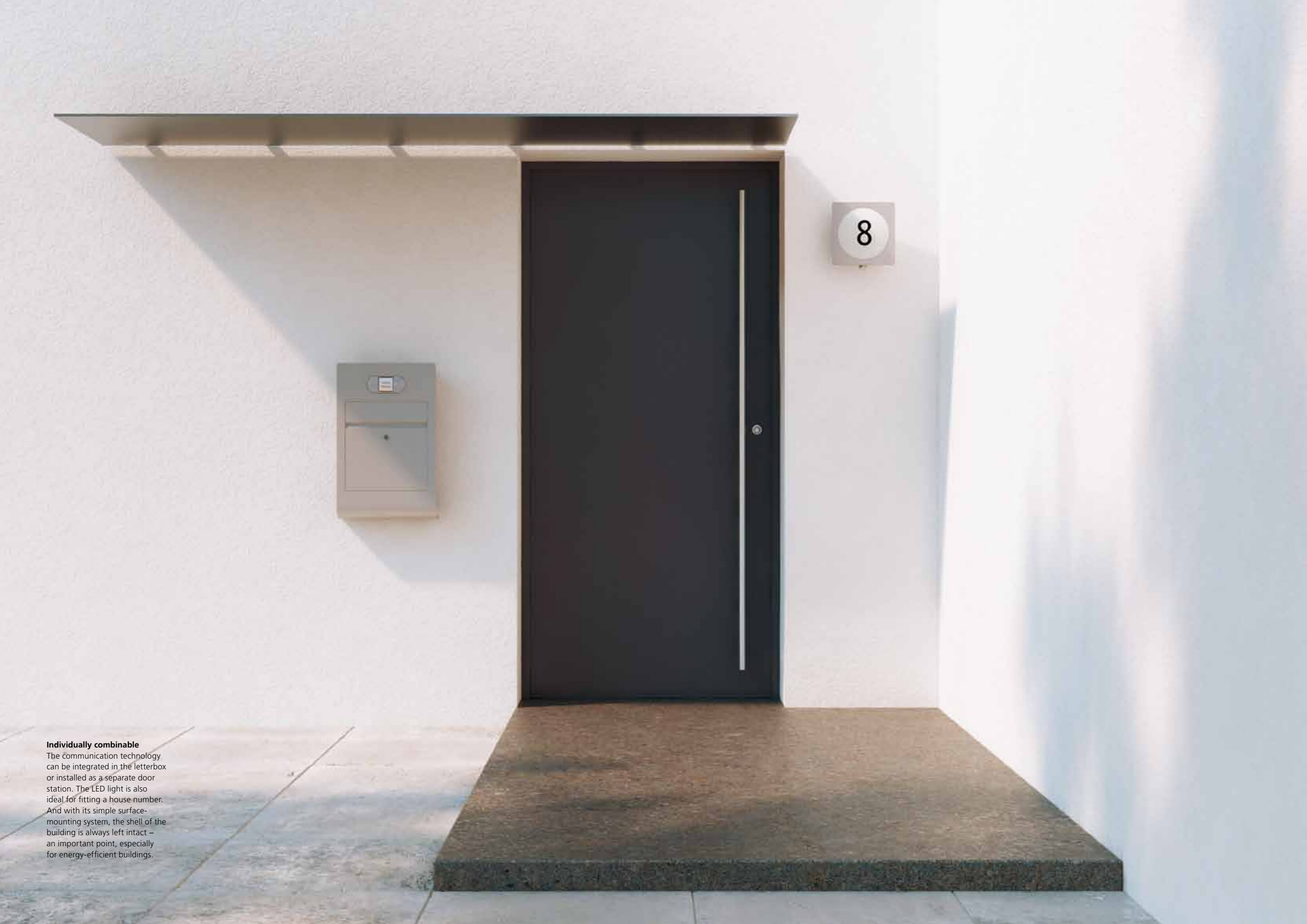
→ See the possibilities  
for yourself:  
[siedle.com/configurator](https://siedle.com/configurator)

# Linear clarity

Siedle Select

Siedle Select meets the requirements of small private homes. Letterbox, newspaper tube, lighting, movement sensor, illuminated house number, intercom, video camera, bell – Select concentrates the main functions in a uniform, modern design language. Its high-quality mix of materials – translucent plastic housing and solid aluminium panelling – coupled with vast colouring design freedom ensure that Select makes an impressive statement at the entrance – irrespective of whether the components are used in combination or individually.





**Individually combinable**

The communication technology can be integrated in the letterbox or installed as a separate door station. The LED light is also ideal for fitting a house number. And with its simple surface-mounting system, the shell of the building is always left intact – an important point, especially for energy-efficient buildings.



**Intelligent details**

The cushioned letterbox flap closes gently and stays closed, even in a strong wind. The letterbox and the newspaper tube are provided with a profile to keep the mail dry in the event of dampness penetrating due to driving rain or condensation. The energy-saving LED light guarantees adequate lighting in every situation thanks to movement sensors, twilight sensors and four switching programs.



**Any RAL colour you wish**

Siedle Select is available as standard in anodised or white powder-coated aluminium – as well as painted in a silk matt finish in any optional RAL colour.

# Quality can be as simple as this

## Siedle Compact

The Compact sets offer everything that a Siedle intercom system needs: high-quality materials and workmanship, perfect function and contemporary design. Because they can be easily surface-mounted inside and outside, they are installed in no time, and as they manage fine with lines of the most basic quality, they are ideally suited as replacements for your old doorbell systems. The Compact set is available in both audio and video versions.



The audio set represents the entry level into Siedle class. It fulfils the basic functions of calling, speech and door release with the legendary quality which distinguishes all Siedle systems, and an excellent price-performance ratio.



The video set is the simplest and most cost-effective route into Siedle-quality video surveillance. The door station can be combined with both the classic in-house telephones and with hands-free stations

with no receiver. Every time the bell rings or the system is manually activated, the image from the door camera appears on the colour monitor – even in the dark, thanks to the integrated lighting.



# As far as home can stretch

## Siedle Scope

Siedle Scope is the mobile communication device to suit a wide range of demands. Wherever you are, whether in the kitchen, the bathroom, the garden or the cellar..., Scope gives you a live update of who is standing at the door. Scope features all the important functions of a video indoor station, thus allowing it to become a fully fledged handsfree station in its charging tray on the table. Scope has all the functions of a conventional cordless phone to ensure that you only need a single device for all your communication needs. And finally Scope can also connect to the world of iPads and iPhones. Scope can run four apps simultaneously if required. If you buy Scope, therefore,

you actually get a package containing several mobile video call stations with complementary strengths: a durable Siedle station which is available at all times and is 100% reliable as the basis, with the app as a flexible supplement in the virtual world of smartphones and tablets.

More about mobile communication with Siedle as of page 132, more about the Siedle app as of page 116.



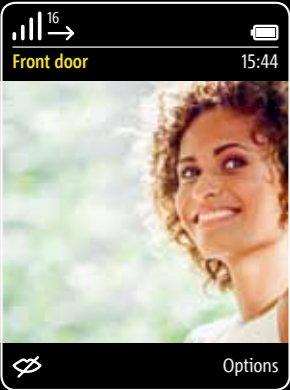
**Individual design**

Solid metal individual panelling on the front and back defines the appearance. There are six versions to choose from: stainless steel, aluminium, high-gloss white, high-gloss black, chrome and gold.

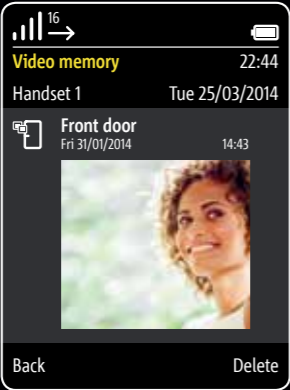
# Siedle Scope in detail



Thanks to additional control buttons on the charging station, Scope can also be used as a table-top device.



See who is standing at the door. Invite them in. Open the door.



See who has rung the bell.



Control in-house functions.

The mobile alternative: in contrast to apps, Scope establishes a cordless connection using the DECT standard for telephony. Siedle has expanded DECT to transmit video. The result is a mobile video call station whose combination of audio quality, availability, standby time and reliability beats every wireless LAN-based app by some considerable margin. Scope's design and handling also make it a clear alternative to the app – and therefore an ideal supplement for it. Large mechanical keys with a tactile response, solid materials with precise workmanship, bespoke design and a discernable weight are all an expression of value awareness and a design aimed at many years of reliable use, as is the lengthy availability of spare parts, replaceable batteries and long-term operation without the need for maintenance. Once it has been commissioned correctly, Scope will provide years of discreet service while smartphones, tablets and their operating systems required constant updates. Scope also features high levels of security to prevent manipulation and eavesdropping. DECT connections are encrypted anyway and do not need the Internet to work. That reduces possible areas of attack for unauthorised access.

## The best of both worlds

Siedle Scope and the Siedle app join forces to form an ideal combination for mobile video door communication. Because they complement each other so well they are supplied in a package – at no extra cost. The app is available free of charge from the app store. More about the Siedle app as of page 116.

Siedle Scope	Siedle app
<b>The secure basis</b> Door communication must be reliable at all times. The DECT standard is second to none when it comes to meeting this requirement.	<b>The mobile extension</b> What could be more practical than being able to see beyond your doorstep at all times? Apps, smartphones and tablets are unbeatable in this respect.
<b>Siedle Scope is part of your home</b> Scope is always there – for everybody. And especially when it is important not to miss anything.	<b>The iPhone belongs to the user</b> The smartphone belongs to the person who owns it. If that person leaves home, the call station leaves with them.
<b>Genuine quality</b> Scope is Siedle: palpable workmanship and material quality designed for years of trouble-free use.	<b>Virtual app world</b> Smartphones and their operating systems have a short life span. The function of apps must be guaranteed at all times again and again.

<b>Some like mechanics</b> The solidity, the material, the weight and the incomparable feeling of using real buttons.	<b>Others prefer electronics</b> Perhaps the children, housemates, colleagues – up to four apps can be operated at the same time.
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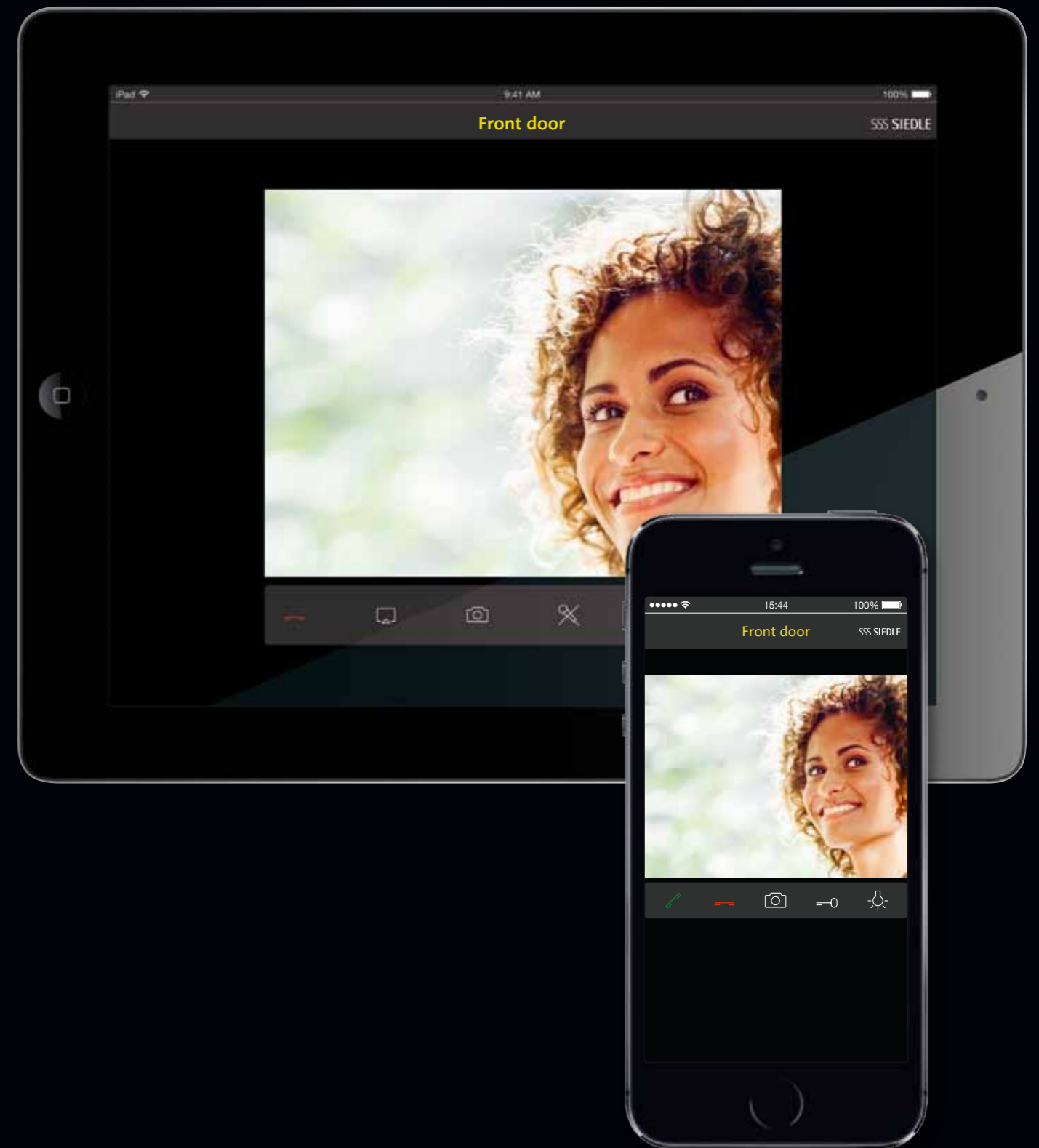
<b>DECT makes Scope reliable</b> Better range, no failures, no problems, independent of the mobile phone network and external hardware and software.	<b>The app makes Scope flexible</b> If required, the iPhone or iPad can become a mobile supplement to a door intercom system – with no additional equipment or costs.
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# The mobile extension of the threshold

## Siedle app

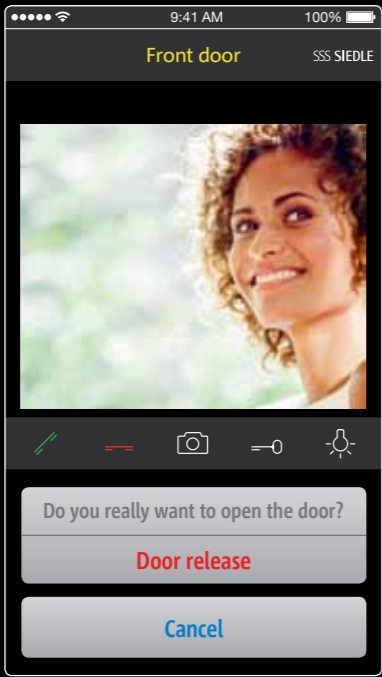
The Siedle app makes an iPhone or iPad into a mobile extension of your door communication system providing the same functions as a Siedle indoor station. It receives the door call, displays a live video image, establishes a voice connection and opens the door. But of course it also features integrated security and maximum convenience, such as an image memory. The video image is available straight away, not just after you have accepted the call. The voice quality meets Siedle's high requirements and the door can be opened by touching the normal key symbol. What appears obvious is by no means so. We recom-

mend that you immediately check door communication apps to ensure that they are easy to use and practical. This particularly applies to security functions – after all you are not just making a phone call with Skype, you are controlling the threshold of your home. The Siedle app protects its door opener from accidental use by a security prompt. And the open command is transmitted in secure form which means that it is pointless trying to intercept and repeat it. This is a feature that we believe is paramount in view of the low resistance that wireless LAN and mobile phone connections offer to unauthorised access.



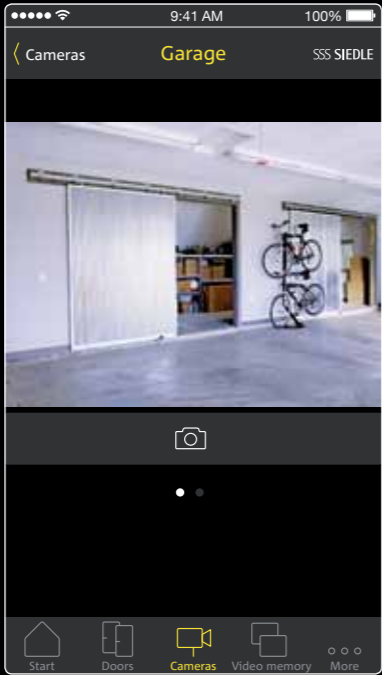
# Siedle app in detail

The Siedle app is available for Siedle's two most high performance installation systems. The versions differ in their details and in their extended functionality which depends on the system properties. There are no differences on the other hand when it comes to their essential basic functions, their simple, intuitive use and their reliability. The Siedle apps are available for all current device generations free of charge in the Apple app store. They can be used with the IP system Siedle Access, smart gateways (p. 132) or as a supplement to Siedle Scope (p. 110).



**Main functions of all apps**  
The illustrations may differ in detail from the current version.

**Active door call**  
Moving images from the door camera, speech connection, door release – but only after the security prompt has been confirmed!



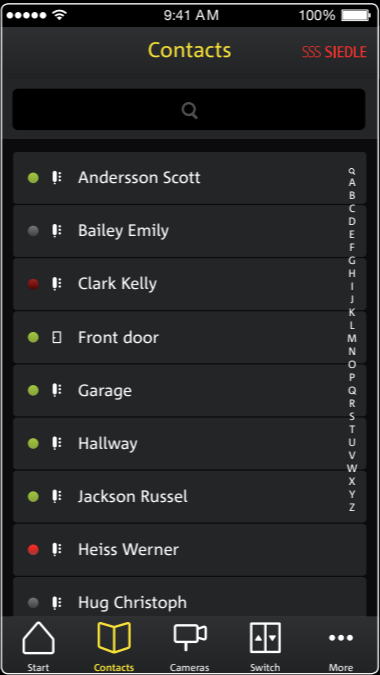
**Surveillance cameras**  
Switch between multiple camera images



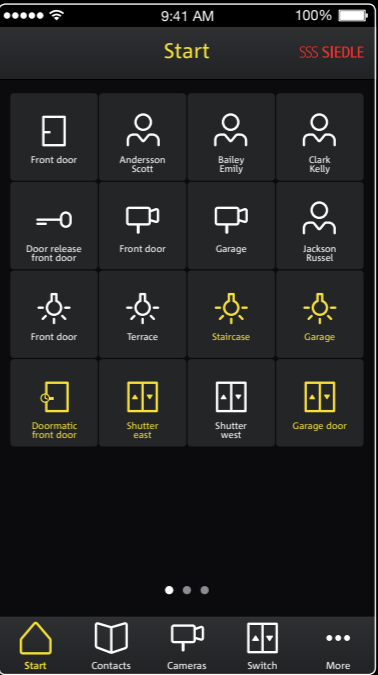
**Image memory**  
See who has rung the bell and when

**The app as a supplement**  
Wireless LANs and mobile phone connections are not always available in secure quality. Mobile devices and their operating systems are also subject to frequent changes which can affect operation of the apps. This is why Siedle recommends that you install a system indoor station in addition to the app – Siedle Scope, a video panel, an in-house or handsfree telephone.

**Version- and system-related additional functions**  
The illustrations may differ in detail from the current version.

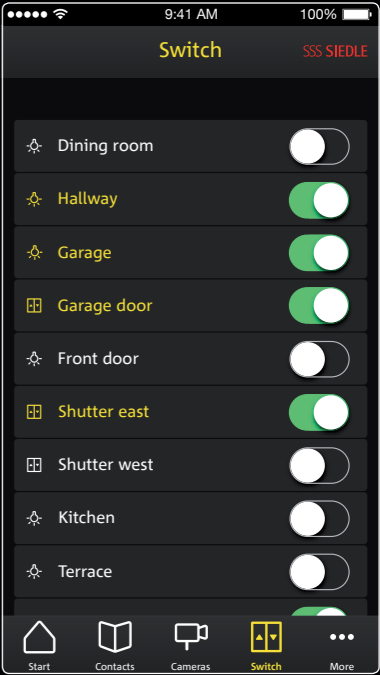


**Contact list**  
Access to your personal address book on the server



**Dashboard**  
The main functions at a glance

**Main functions of all apps**  
The illustrations may differ in detail from the current version.



**House controller**  
Switch building functions on and off

# Brilliant in every respect

## Video panels

To satisfy the highest demands on image rendition: the video panels display the door image on a monitor with a 7.8-centimetre (7.8-inch) display diagonal. The control concept also has sensible proportions. The button for call pick-up is so large that it can be found even without glasses and slender fingers. If necessary, it can even be pushed using the elbow. Moreover, the buttons for the main functions, speech and door release, are mechanically operated. Everyone can thus understand their function immediately and they are always accessible, even if the display is not active.





#### Models

The monitor is also the control interface: on the standard model (right) via the cursor keys and on the Comfort model (left) using the touchscreen. All panels have an image memory and can trigger the switching functions.



#### Design

The panels combine a body made of black or white plastic with aluminium or stainless steel cover panels which can be chrome-plated, gold-plated or individually painted.



# As reliable as they are varied

In-house and handsfree telephones

A Siedle indoor station always combines building technology, furnishing object, and safety element in one. This claim is mirrored both in in-house and hands-free telephones: eight differently equipped models – Standard and Comfort devices, audio and video, with receiver and handsfree – as well as countless design variants turn the inside of the threshold into a playing field for individual finishing styles. What they all share is their ease of use. Their clean design lines,

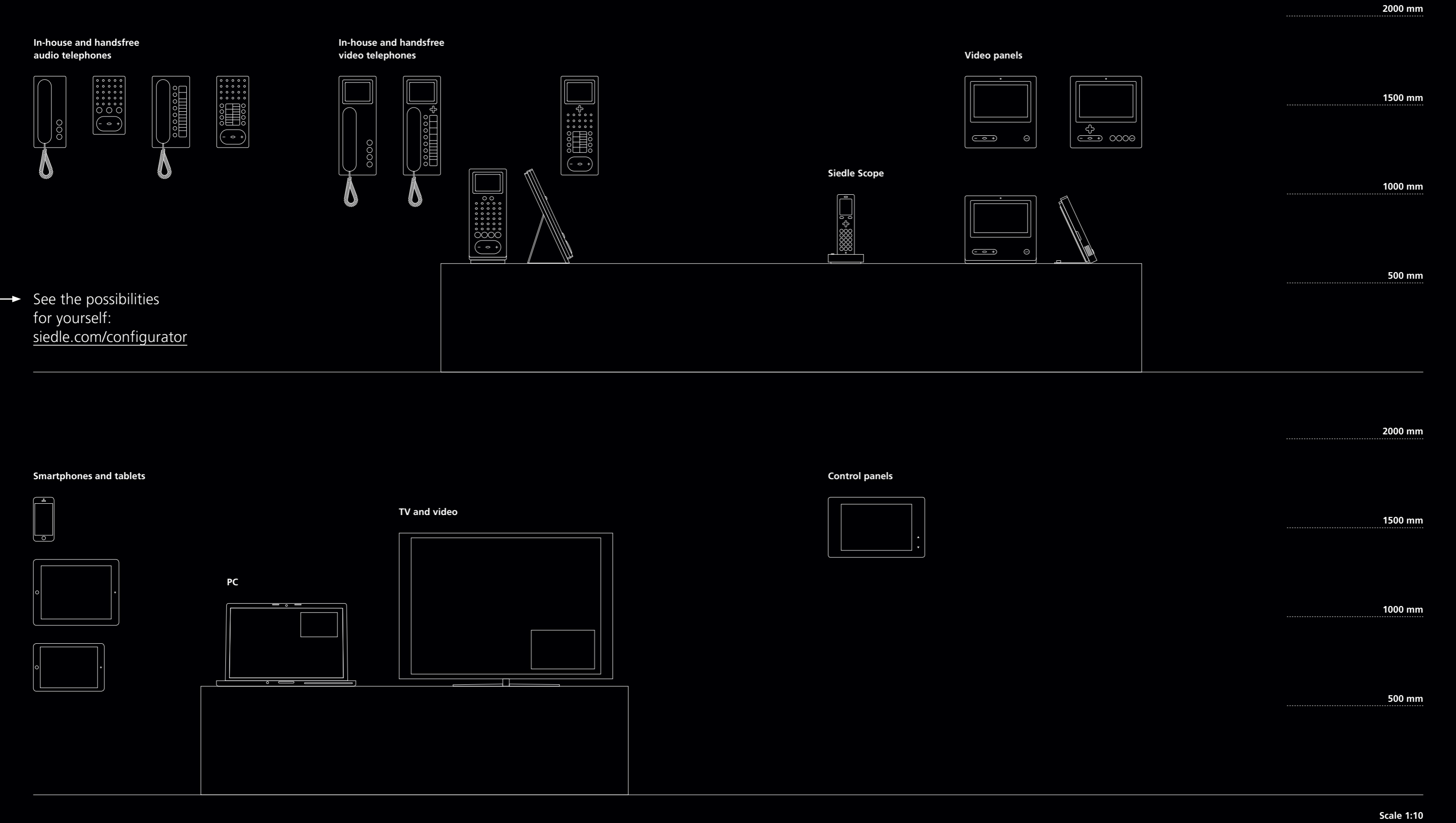
non-slip, easy-on-the-hand materials, clearly identifiable symbols, signalling LEDs and – last but not least – our refusal to get involved in exaggerated minimization – many such details contribute towards making them safe to handle. You will find more on ergonomics and universal design as of p. 144.





**Design**  
The design concept of the in-house and handsfree telephones combines a plastic housing body with individual panelling on the front and back in genuine stainless steel or aluminium. There are six standard materials and colours for the cover panels; and the housing body with the receiver is available in black or white. If the wide range of series finishes is still not enough, we will provide the cover panel painted in any colour from the RAL range that you wish.

Examples of configuration



# Let off the lead



**Text** Peter Strobel

## Cordless and unbound: new mobility at the threshold

### **Previously: fixed connection**

What happens when a visitor rings the doorbell? An electrical impulse travels from the door station along a wire and triggers a signal at the indoor station. Most of the time, the classic in-house telephone is permanently installed at a central location in the home, often in the hallway. The resident goes there when he hears the bell, sees the picture of the visitor, speaks with him and lets him enter using the door release. Sometimes he uses the same device to turn on the light or to open more doors, such as those to the courtyard, the garage or the entrance to his floor.

In many cases, this is still the way things are and it continues to be so in many plans. But things have now changed. Mobile use of the Internet is showing the way: people are

no longer following technology, but rather the other way round. The technology is in place where it is needed and adapts to the needs.

And these needs are changing. Living and working under one roof is becoming ever more frequent, more and more people are living alone, and the desire for more convenience and security is growing. On the one hand, we can be reached at any time; on the other hand, we are seldom to be found at the same location. In short: the world in which we live has become more flexible and more mobile – there is no longer a universal pattern.

### **Now: open systems**

Thus, door and building communication is no longer sticking to such patterns. The design possibilities are multiplying, both in terms of technology and form.

So what happens today when a visitor rings the doorbell? The electrical impulse still travels along a wire and it is a sign of clever planning if it still causes at least one fixed device to sound. However, at the same time, the signal can leave the wire and be converted into a radio signal that is detected by the mobile Siedle Scope call station using the DECT standard. It works anywhere in the house, without any noticeable delay, is secure, encrypted and includes video and voice transmission in real-time. Or it can change its medium, becoming a data packet in the network. When the packet

reaches its destination in the network, programs or apps turn computers, panels, iPads or iPhones into virtual indoor stations. They can be used in the garden, on the terrace, on the next floor, across multiple locations or anywhere else within reach of the mobile communications network. The threshold is becoming mobile.

Siedle provides a wide range for flexible, mobile communication at the threshold, from the simple upgrading option to highly complex system integration. All offers have something in common: the typical Siedle requirements of high quality and good design. These requirements include an awareness that the threshold between inside and outside makes particularly high demands. Whatever system is used, all aspects of the door communication must be reliable.

**Always: freedom and security**

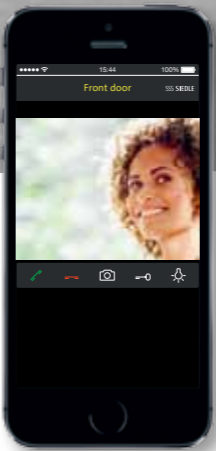
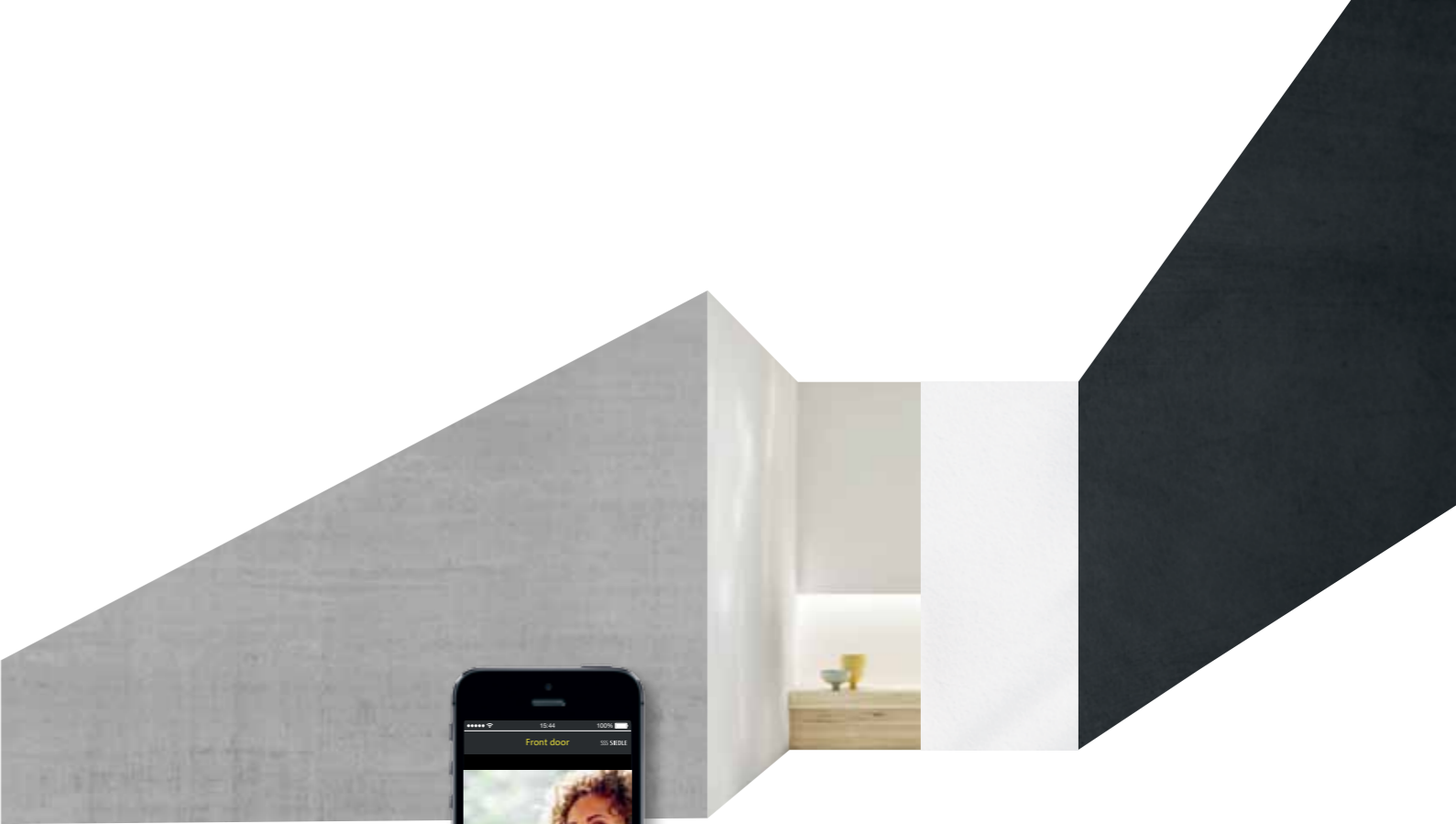
This is the difference between a connection to the entrance via a telephone call or an Internet session. If a telephone call is not received, both the caller and the recipient accept this. But how much time may elapse between pressing the bell and the sound at the receiver station? How long is the visitor, courier or delivery person willing to wait? With a mobile Internet app, several seconds can elapse, depending on the quality of the connection.

Devices also have an unpredictable nature: the battery is flat. The app has not been started. The device switches itself off or closes the background app. Flight mode has been turned on accidentally or the wireless LAN has been switched off. The iPhone was out of range and it takes a few minutes before it is ready to receive again. Or it has simply been mislaid and rings unnoticed between the sofa cushions. In all these cases, the door call is not received. This is why Siedle recommends combining the freedom of mobile door communication with the security of a wired installation wherever possible.



## Siedle's world of flexible communication

- The best of both worlds: Siedle Scope
- The basis for many things: Smart Gateway Mini
- Open for more: Smart Gateway
- The threshold in the network: Siedle Access



## The best of both worlds: Siedle Scope

Apps are wonderful. They result in greater convenience when operating the devices, which can generally also be used for other purposes and that you keep with you. However, apps alone do not meet the high demands that Siedle sets for security-related functions at the entrance door. Thus, apps are wonderful, but mainly as a supplement. They require a secure platform to ensure the primary, security-related functions.

Siedle Scope is one such platform. The mobile video call station is based on the DECT standard for telephony. Unlike the Internet protocol, DECT was created for speech transmission. This is evident in the quality. Compared to wireless LAN connections, the DECT radio standard is much less sensitive to interference sources such as microwaves and generally has a greater range and better penetration in buildings. Siedle has expanded DECT to transmit video. The result is a wireless indoor station that can make landline telephone calls, act as a handsfree station on the charging tray and operate up to four Siedle apps in parallel, all at the same time. A universal communication device that combines the benefits of DECT with the comfort of an app on your iPhone or iPad.

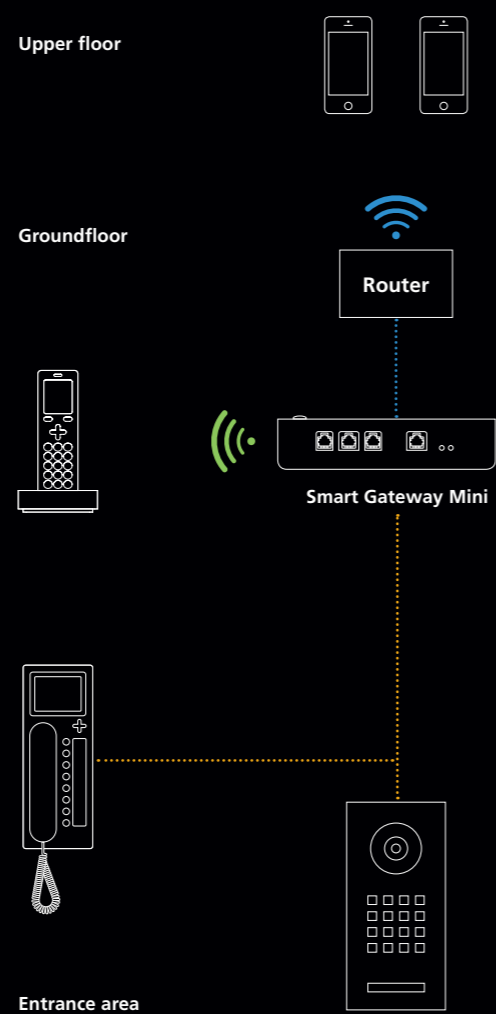
You can find more about Scope in the “Indoor stations” section and, of course, on the Internet.

# The basis for many things: Smart Gateway Mini

This interface has certainly earned the name “smart”. It connects several installation worlds and their respective advantages:

- Siedle’s own installation system In-Home bus with its enormous variety of door stations and indoor stations;
- the IP network and thus the Siedle app for In-Home that turns up to four iPhones or iPads in parallel into mobile video indoor stations;
- the DECT standard for wireless telephony. The DECT interface of the gateway can connect with a GAP-compliant wireless phone – which includes most telephones. A conventional, cordless landline telephone can thus become an additional audio call station for door communication. It receives the door call, establishes a speech connection and opens the door;
- the handset from Siedle Scope. In this combination, the Smart Gateway Mini becomes the Siedle Scope base station – also retrospectively.

All of these applications can be combined. The Smart Gateway Mini is designed for households and small commercial applications. It can be fitted in a residence with minimal installation work and is therefore ideally suited for complementing existing Siedle systems. A real problem solver that, with little effort, provides great benefits and flexibly adapts to both the existing technology as well as to the needs of the users.

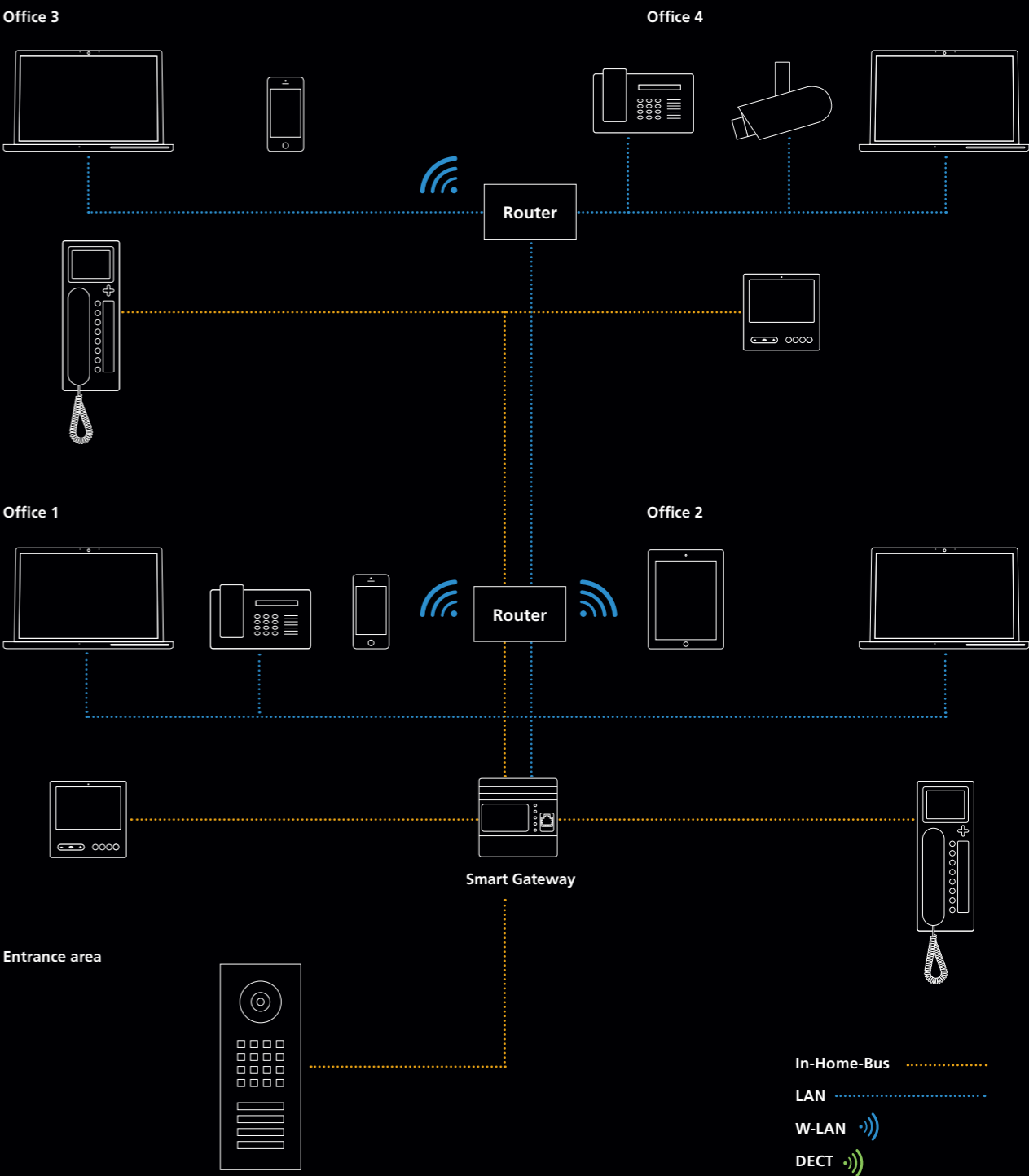


# Open for more: Smart Gateway

The Smart Gateway is the next expansion stage. With significantly more capacity and performance, it is suitable for professional requirements and larger applications. Here, too, the platform is the Siedle system In-Home bus, connected to an IP network. This results in extremely varied application and expansion possibilities:

- operation of up to 50 Siedle apps – not in parallel as with the Gateway Mini, but as separate, individually-selectable participants;
- use of virtual indoor stations in the form of software on any PC or Mac in the network;
- use of virtual indoor stations on Windows-based operating or control panels and thus their integration in the door communication system;
- connection of IP telephones and IP cameras.

The Smart Gateway is installed in the distribution box. The users only see the flexibility when using it. This can also save money thanks to the multiple use of existing installations and devices. As a professional application, the Smart Gateway requires careful planning by qualified experts.



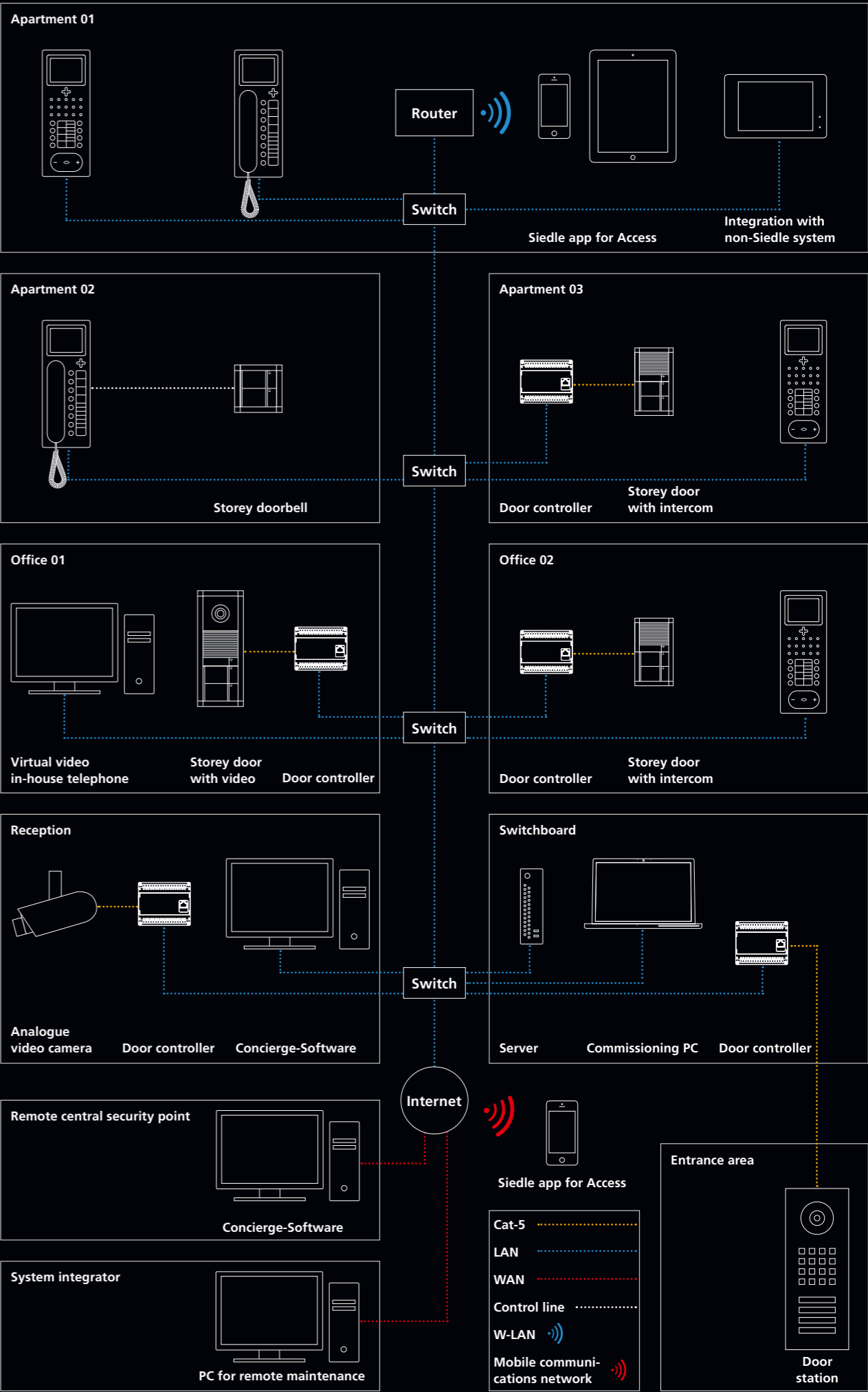
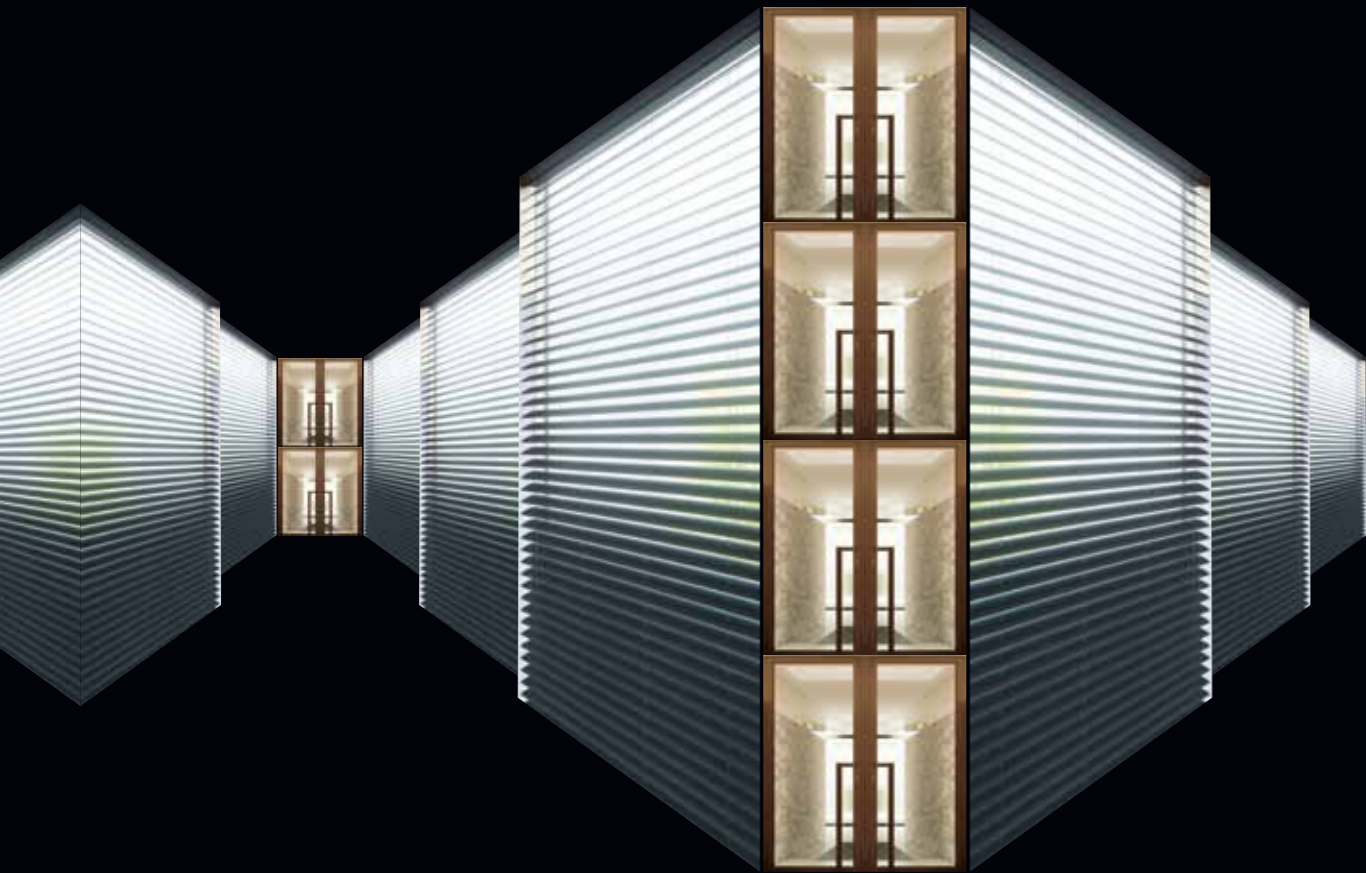
# The threshold in the network: Siedle Access

Access is an installation system for the really big challenges. Very large buildings or building complexes, dozens or hundreds of people, a large number of doors and speech channels, long distances, the use of a concierge station or the linking of multiple locations are all tasks for which we have developed Access. The system is fully IP-based and uses the established protocols and standards of the network. Thus Siedle Access is not limited to a few, special IP-devices. The full variety of designs and functions of the Siedle system world is available to choose from: the Steel, Classic or Vario design lines at the door, in-house telephones, handsfree telephones and panels in indoor areas supplemented by the Siedle app and software components.

- The user benefits from the high degree of flexibility and efficiency – the limits of Access are, in principle, those of the Internet.
- The installer works with established standards that are valid worldwide and the required expertise is kept to a minimum.

– The planner can concentrate on the provision of an adequately dimensioned infrastructure. Many components can be selected later, on request once the user has settled in: video or audio, with receiver or handsfree, as a PC application or app, with connection of a telecommunications system or integration of IP telephones – all of this is possible, even retrospectively.

The planning, installation, and commissioning of an Access system is a job for specialists, either from Siedle's own Access Service Center or from certified partners and distributors.



# Threshold spaces

Only if you have a vision of how the threshold will look in the future is it possible to design the right equipment for it.

Siedle in cooperation with the Bauhaus University.

**Text** Peter Strobel  
**Photos** David von Becker



Seminar leader Till Boettger

Initial models from the design process





Initial models from the design process

What happens when we enter or leave a building? What emotions do we feel when we arrive, are welcomed or leave? What role does the architecture play in this, what influence does technology have and how do these two effects combine? After its successful premiere in the winter semester 2011/12, the “Threshold Spaces” seminar is addressing the junction between inside and outside for the second time now.

## “Threshold spaces make people into ‘inbetweeners’.”

“Threshold spaces make people into ‘inbetweeners’,” says Till Boettger, seminar leader and member of the academic staff of the Chair for Creation and Interior Design. He believes that a threshold is more than just a dividing line:

“Its extension or addition can create threshold spaces”. Their interpretation as a space was the starting point of the seminar and was the point that made the threshold interesting for architects. Boettger gives his students an unequally more demanding and exciting task than just positioning barriers when he asks them to design spaces: “Thresholds open up spaces and organise entrances while at the same time they are regarded as part of the boundary and can be seen as obstacles. The phenomenon of the threshold is based on spatial ambivalence”.

Siedle is also very aware of the fact that the entrance is more than a door with a bell push and an access point is more than an opening in the shell of the building. The company has long been manufacturing systems which can do far more than just open a door. The potential of technology is very rarely used, however, since the threshold is all too often reduced to its minimum function and neglected in the conscious design of buildings. Siedle has a completely different understanding of the threshold and its significance and is intent on spreading this view. The company is pursuing a comprehensive system approach with the aim of satisfying the very highest technical and design demands for

communication technology in entrance areas. Naturally this assumes that the significance of the threshold is seen and acknowledged by planners and developers, since only then will the demands be made in the first place.

This means that the different motivations create a joint interest – showing the significance of threshold spaces in architecture, exploring the possibilities of their design and testing the extent to which communication technology can enhance the architectural intention.

“Knowledge of the technical equipment is of great relevance to the design of the threshold space,” says Till Boettger, who like Siedle believes that the interaction of technology and architecture is a subject which requires further attention.

## Will digitization and networking replace established methods?

Siedle initiated the seminar, acted as a sponsor to support it and also monitored its content. The seminar participants visit the company, assemble intercom systems, program them and commission them. In the planning workshop, they look into the extent to which Siedle systems meet building and planning requirements on the basis of real projects. But as a quid pro quo, Siedle also learns from the event – about the future, for example. Will digitization and networking replace established methods? How will the conflict between constantly increasing transparency on the one hand and the growing need for separation develop? Can threshold spaces be separated from architecture and if so, will it be necessary to have fixed equipment installations at all?

Only if you have a vision of how the threshold will look in the future is it possible to design the right equipment for it. Although technical progress gives rise to the possibility to innovate, it cannot control the direction which that innovation takes. The main point is to know what technology is needed and how it is used.

As in the first seminar in the winter semester 2011/12, the wide range of different concepts used by the delegates to interpret the subject of the threshold became apparent in the 2013/14 session. How architecture, people and technology interact, how a threshold space starts movements and accelerates or decelerates them, how it guides and directs visitors and how it acts between different zones – these are aspects that the designs illustrate in very different ways.



Interim presentation: students explain their designs to the seminar leader and to Peter Strobel from Siedle

### The main topics of the seminar in winter semester 2013/14

#### Landmark

Villa, tradition, renovation, family, upgrading

#### Compact

Large multiple dwelling buildings, living in the city, highly protected private sphere, high mobility, total networking of media

#### Municipality

Multiple dwelling buildings, life in the community, living with several generations, media assistance, living without thresholds, intimacy

#### Individual homes

Townhouse, linking housing and jobs, contact to the public space

#### Open

Studio, insight, single, consumption, security with visibility

#### Countryside

Country house, natural space, kitchen gardens, connection of outside and inside, generosity, pets, room for guests

#### Cities without cities

Single-family dwelling, electric cars, strong link between car and house, family, separation of work and life functions

#### Without a car

Multiple dwelling buildings, two-room apartments, life partnerships, bicycles, education

# Design for all

Good times for idealists. Things are happening in the world of inclusion. Architects and designers are working on threshold-less entrances and clear orientation systems. The feel and ergonomics of products is again the focus.

**Text** Oliver Herwig  
**Photos** Tillmann Franzen



Those who visit the Tate Modern in London and pass through the turbine hall are suddenly confronted by what appears to be an endless escalator. It is therefore no surprise that many visitors go straight to the lift to get to the special exhibition or cafeteria. There is a sign in front of the lift encouraging visitors to “Celebrate your ability to use the stairs and please give priority to those who need to use the lifts.” Some people smile at this friendly reminder, but it is meant to be absolutely serious. Our world is filled with barriers, (invisible) thresholds, tiny buttons, everlasting menus and illegible signs. Yet our society is ageing rapidly. By 2030, more than one-third of the population of Germany will be over the age of 60. Mature customers expect more of products; they must be simple, easy to hold and their function must be self-explanatory and intuitive. The key to all this is universal design which gives the same amount of attention to old and young, technology fans and occasional users. The world should be simple, intuitive and self-evident.



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In 1985, the American architect Ronald L. Mace included sociological and design aspects in a campaign in favour of an environment which granted access to everybody. This ingenious inventor, himself a polio sufferer, called this new concept universal design. While in Germany similar concepts have focussed on deficiencies, Mace instead took the positive route. The researcher listed seven criteria with which he wanted to make products and spaces accessible to all, including flexibility, simple and intuitive use, palpable sensory information, minimal physical effort, error tolerance and “size and space for access and use”. He set out principles, not regulations, for developments and that is what makes his concept so attractive. Mace explained simple and intuitive use as follows: “The use of the designed object is easy to understand, does not require experience, knowledge, language skills or the momentary concentration of the user.” On this basis, he created five principles:

- Avoid unnecessary complexity.
- Give due consideration to users’ expectations and intuition.
- Support a wide range of reading and language skills.
- Mark information on the basis of its importance.
- Provide clear input requests and responses during operation.

Universal design provides us with guidelines to identify good design as well as some replicable principles. Integrate and activate, do not brand and stamp as a target group. And certainly not as old people, because senior citizens will change our perception. Their wishes and their problems are cutting edge in terms of social and design change; they are catalysts in a new understanding of design which uses good design as a guide within a complex world. Those who wish to succeed in the future must offer more than nice little apps to download. Convenience and service will shape our world.

**Oliver Herwig**  
Oliver Herwig gained a doctorate in humanities and studied at the University of Regensburg, Williams College in Williamstown in Massachusetts, the University of Illinois at Urbana-Champaign and the Christian Albrechts University in Kiel. Today, he teaches design theory at the Karlsruhe University of Arts and Design and Linz University of Arts as well as communication at HBB Basel.

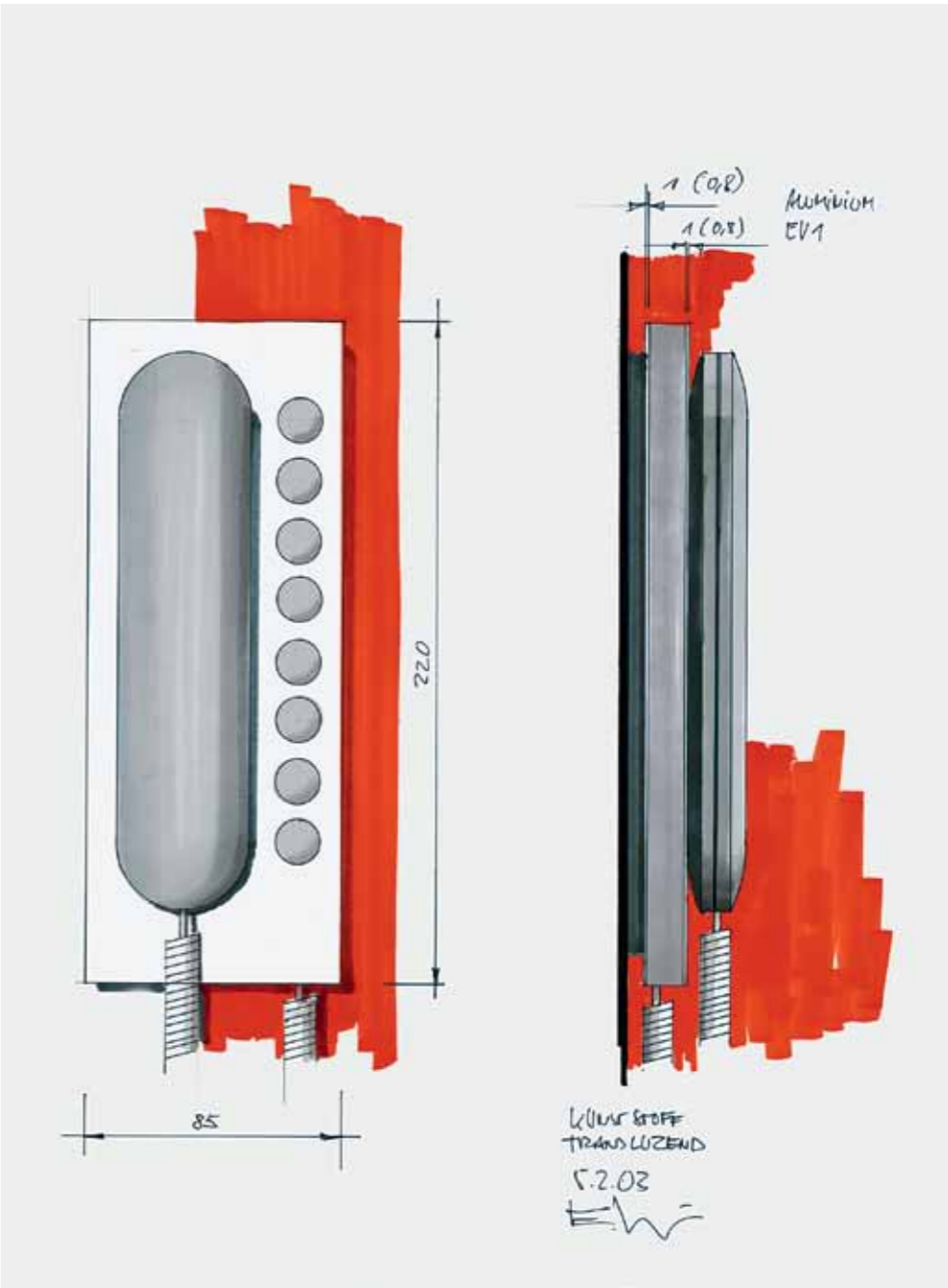
**The five principles of Ronald L. Mace using Siedle as an example**

- 1 Avoiding complexity**  
A small number of mechanical keys with clear symbols – the main functions on the video panel are immediately recognisable, even if the display is not active.
- 2 Ensuring intuitiveness**  
Clear contrasts guide your hand to the control elements.
- 3 Helping legibility**  
Siedle can supply keys with Braille symbols for the visually impaired.

- 4 Clear responses**  
The backlit symbols on the status indicator show the hard of hearing that a bell has rung indoors, that a voice connection has been established or that the door release has been pressed.
- 5 Distinguishing on the basis of importance**  
The keys for the main functions, speech and door release, are highlighted by size or colour which also prevents their accidental incorrect use.



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**Siedle indoor stations**  
Design: Eberhard Meurer, 2003



"Thresholds are the places where the essential things in life are played out, as nowhere else do we come face to face with the fundamentally unfamiliar with such little concern that a connection is formed, out of which something new is born."

Andre Santer, ARCH+ features 7



#### ARCH+ features 23

The 23rd edition of "ARCH+ features", which focussed on the type of building known as a folly, fittingly took place in the "Schinkel Pavillon" behind the Berlin State Opera in the city centre. In the field of architecture, the word "folly" designates a building whose purpose is primarily one of decoration; its actual function is mostly of secondary importance.

# ARCH+ features

- 1 BARarchitekten
- 2 Diébédo Francis Kéré
- 3 raumlaborberlin
- 4 ifau, Jesko Fezer, Heide & von Beckerath
- 5 Florian Heilmeyer
- 6 ludloff + ludloff
- 7 Jürgen Mayer H.
- 8 Launch of the EXPERIMENTDAYS
- 9 Clemens Weisshaar & Reed Kram
- 10 EM2N and Stephan Trüby
- 11 FAR and Georg Vrachliotis
- 12 realities:united and Andreas Ruby
- 13 FAT Koehl, John Bock, Nikolai von Rosen
- 14 Muck Petzet, Miroslav Šik, Konstantin Grcic, Erica Overmeer
- 15 Arno Brandhuber and June 14
- 16 Rimini Protokoll and Imanuel Schipper
- 17 FAR, Skene Catling and Maren Harnack
- 18 Urban Catalyst
- 19 Kim Förster on Peter Eisenman's network
- 20 Think Global – Build Social; with Andres Lepik
- 21 Kuehn Malvezzi
- 22 Oda Pärmke
- 23 Folly; with Nikolaus Hirsch, Philipp Misselwitz, Felicity D. Scott, April Lamm, Eyal Weizman

You can find the entire documentation relating to ARCH+ features at [www.siedle.de](http://www.siedle.de).



ARCH+ features 22 Oda Pärmke



ARCH+ features 15  
Arno Brandhuber and June 14



“The threshold is a kind of rupture, a kind of shift in perception.”

Nikolaus Hirsch, ARCH+ features 23

The close collaboration between the magazine ARCH+ and Siedle, which began in 2009 and has been developing ever since, originated from a common interest in the architecture of the threshold. The partnership began with the “Schwellenatlas” (Threshold Atlas). In this, ARCH+ published for the first time a comprehensive overview of threshold elements in architecture based on the research results of scientists from the ETH Zurich.

Since 2010, Siedle has participated as an initiative partner in the discussion platform “ARCH+ features”. With the series, ARCH+ presents an innovative generation of architects and authors, who deal with contemporary architectural developments in a very particular way.

This cooperation provides Siedle with a view of the current production conditions for architecture and creates important impulses for innovations. The family business is intensively preoccupied with the junction between outside and inside and the question as to how the significance of

this threshold will change. For this reason, the discussions during “ARCH+ features” are always based on aspects of the threshold. For example, while the networking of a building can have a catalytic effect for BARarchitekten, Diébédo Francis Kéré creates junction zones with shaded threshold spaces in Africa. For Oda Pärmke, this “space where you arrive is perhaps the most important in the whole house for it is here that you leave everything you have been carrying with you and reorientate yourself”.

### 2014 International Architecture Exhibition

On the occasion of the opening of the 2014 International Architecture Exhibition, ARCH+ and Siedle are organising an “ARCH+ feature” in the German pavilion in Venice – together with the Commissioner Generals of the German contribution, Alexander Lehnerer and Savvas Ciriadis, the Director of this year’s International Architecture Exhibition, Rem Koolhaas, and its Research director, Stephan Trüby.

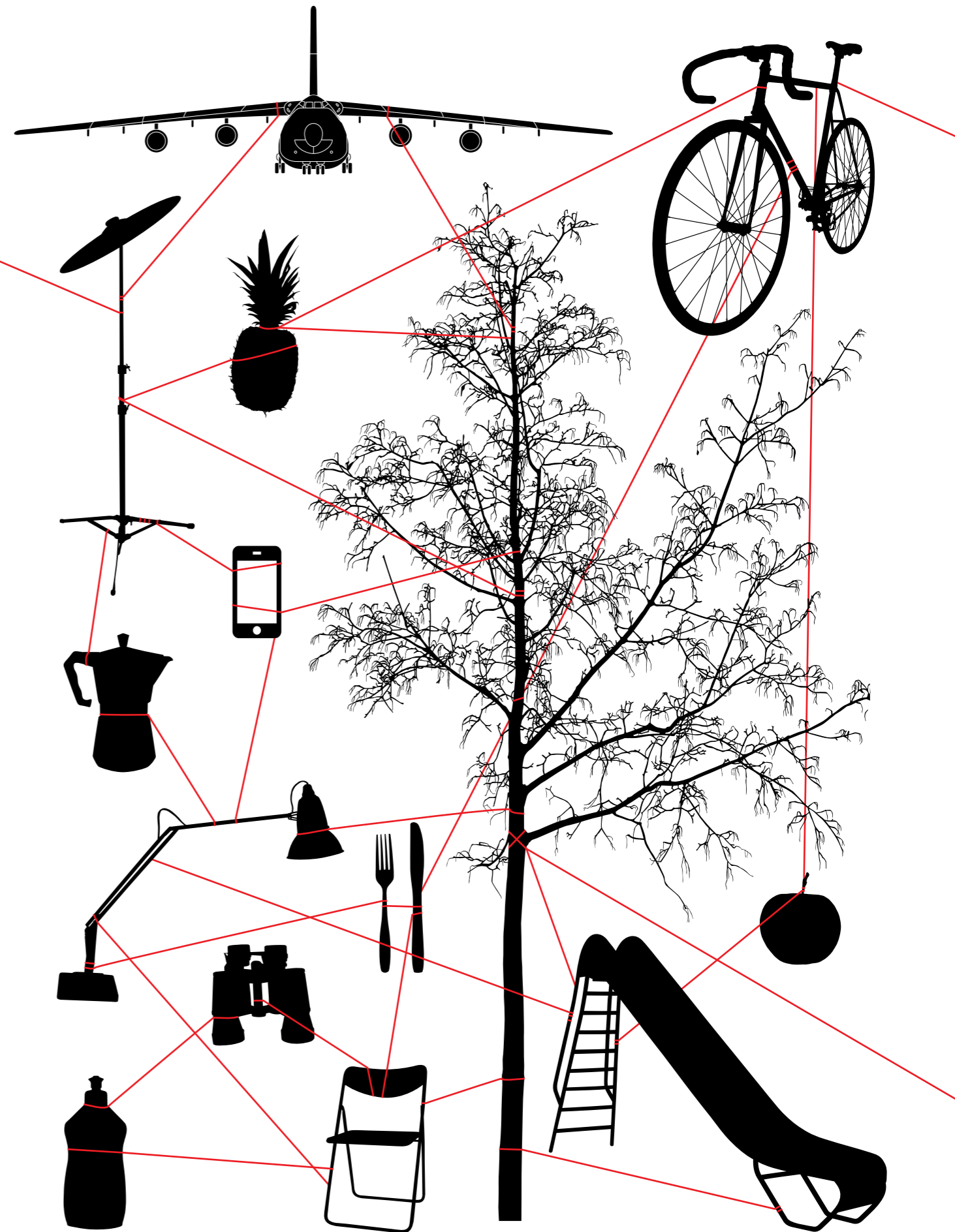
# In the parliament of things

The new safety architecture for communication.

**Text** Anh-Linh Ngo  
**Illustrations** Sandra Lisson

"City air makes you free." This mediaeval legal principle which originally formulated the liberation of town dwellers from serfdom has more recently become synonymous with the attractive nature of the town. The anonymity of the town was felt to be liberating as opposed to the hemmed in nature of a village, and this was part of personal freedom. Nowhere was the sensitive balance between the desire for freedom and the need for security more pronounced than at town walls in mediaeval times. Only those who crossed this threshold and became resident inside the walls actually managed to break their bonds and experience freedom. Town walls are long gone and freedom appears to have no bounds. The Internet and digital

networking have torn down many other boundaries. The walls that protect our private sphere have long since become immaterial. Instead of physical firewalls we now have virtual firewalls to protect our security. However, the level of freedom has also meant a rise in the need for security since the safety architecture of the thresholds which for centuries were marked by linear borders (national borders and town walls) and access checks (town gates and the front doors of our homes) has grown into a limitless digital threshold area which is very difficult to control. Since everybody is connected with everybody else, the number of thresholds, junctions and interfaces which are open to attack has increased immeasurably.



This is actually the revolution of the much-vaunted information age with a new type of society being ushered in, consisting of a wide array of connections between humans and non-human beings.



#### The Internet of things

However, it is not just people who are networked practically all the time these days thanks to the mobile internet and smartphones. In fact, the situation now is that you can step over the threshold between the real world and the virtual world any time, any place. In addition to this "Internet of people", there has also long been an "Internet of things". This refers to the virtual networking of physical objects. Experts believe that after the spread of social networks, the inclusion of real products and objects in the virtual world will be the next big step in global digitization – having things communicating with other things.

In the future, the "Internet of things" will encompass all "smart" devices which cannot just be networked internally, but can also be connected to the Internet. This will enable us to control all our building equipment and building communication systems from anywhere, which opens up new opportunities, not only in terms of comfort, but also in terms of protecting our climate. The building and all the connected appliances inside it would be part of a large smart grid, an intelligent network which regulates itself using automatic requirements and consumption analyses and thus optimises the energy performance of the building as a whole. In terms of demographic developments, too, as the population grows ever older, an application in health care may not be quite as futuristic as we think since people's bodily functions can be measured and supplied while medical equipment can be monitored using the Internet.

This is actually the revolution of the much-vaunted information age with a new type of society being ushered in, consisting of a wide array of connections between humans and non-human beings. It is precisely this type of society that the French philosopher, technical sociologist and scientific theorist Bruno Latour means when he talks about a "parliament of things". A society which no longer distinguishes between people and things, nature and culture, politics and technology, but takes account of all the actors which are related to each other and mutually influence each other. The social world in this sense would be a collection of both human and non-human "delegates" which have a legitimate voice. Latour therefore refers to the etymological meaning of the word Thing whose Germanic root designates a collection of people or court. A thing is therefore not an inanimate object, but part of social discourse.

#### The future of communication

The focal point of this development is a cognitive sphere based on data exchange which makes no distinction between human beings and things. In fact, in the future it will not just be people, but also things fitted with sensors which will be able to generate an unending stream of data that must be stored, processed and evaluated. Ultimately, everything that we do leaves an invisible data trace. Even today, computer systems monitor and control the circulation of people, material and information and ensure that they are all safe and secure.

Safety is therefore not possible today without data security. And the more data we produce and share, the more company and state institutions who conduct data mining become interested in extracting useful information from the mountains of data being generated every single second. However, if in the not too distant future things will be able to say so much about us, from our pulse rate to how we behave in our homes, we will be dependent on the digital thresholds in the virtual world.

With this in mind, Siedle also gives this threshold a voice in the "parliament of things" with its IP system Access. Peter Strobel, Communications Director at Siedle, describes exactly what this development means: "Siedle is giving up the security of the proprietary system world to acquire the freedom of unlimited communication. At the same time, the freedom of the virtual world will become an instrument to provide safety at the physical threshold." This paradoxical development, which interlinks the virtual and real worlds, acts as a reversal of the principle of the mediaeval town wall.

The penetration of areas of our life blurs the thresholds, not just those between the virtual and the real worlds, but also those between indoor and outdoor, private and public. Therefore, not only do we have to learn to keep redefining thresholds, but we must also rethink networking as part of the public domain.

#### Anh-Linh Ngo

The architect Anh-Linh Ngo is editor of ARCH+, the international architecture journal. He is the co-initiator and co-curator of various exhibition, research and event projects within the context of contemporary architectural topics, among other things the participation of ARCH+ in documenta 12 magazines and the realization of the ARCH+ "Schwellen-atlas" (Threshold Atlas), created in collaboration with ETH Zurich.

Former prison,  
Gernsbach



# Conservation

Redevelopment does not only offer creative potential, but also a good deal of ecological and economic potential. Siedle has been aware of this for many years.

Renovation, retaining existing structures and preservation – you could say that the great significance attached to these topics is inversely proportionate to the actual value attached to them. “Absurd” was the word used by Muck Petzet, who dedicated the German pavilion at the last International Architecture Exhibition to renovation, to describe the widespread contempt for what after all represents almost 80 percent of residential buildings.

He is not alone. The architect Arno Brandhuber demonstrates with his anti-villa near Potsdam that forbearance can be an architectural virtue. He renovated a former factory building and created living space in it which spreads into the outdoors or withdraws into the interior as the seasons change. An interesting form of the adaptive threshold and a complete

reverse to the sort of renovation which is increasingly based on more and more technology in the form of insulation, ventilation and their control. And all this work requires a good deal of resources which shows that conservation also offers a good deal of ecological and economic potential.

Siedle has been aware of this for a long time. We regard our products as the perfect alternative to obsolescence, to planned decay. Renovation references, such as the former prison in Gernsbach, illustrate how Siedle systems contribute to retaining the original character of a building. The communication equipment and the letterboxes at the main entrance were designed to be free-standing so as not to damage the old masonry while the indoor stations were carefully mounted on the walls and the cables were routed in the wall joints.

**Former prison,  
Gernsbach**

Thick sandstone walls, well-worn steps, bars and massive doors: the historical substance also shapes the construction inside. Thanks to the careful renovation, it has nevertheless attained the comfort of modern living standards.



**Siedle Service Department**  
The staff in the Service Department retain Siedle expertise from many decades.



The potential for conservation is not just expressed in dealing with old buildings. The retention of skills and technologies is another expression of sustainable practice. The staff in our Service Department retain Siedle expertise from many decades.

## How long do you go on repairing Siedle devices? Longer than any others.

One of the questions we are asked most frequently in the Service Department is how long do you go on repairing Siedle devices? The simplest and almost always most accurate answer is longer than any others. However, in individual cases it is essential to take a closer look. Which product is affected? Are all the required parts still available? For a very large number of products we create the conditions which will allow them to go on being repaired for decades. For others we make available up-to-date replacement devices.

This approach is the very best type of sustainability. Even systems which are 30 to 40 years old can generally be repaired. Siedle will always try to help and make available a replacement. Generally we are successful, but not always.

Sometimes even our Service Department specialists fail, for example if certain electronic and mechanical components are simply not around anymore today. But what is decisive here is not the individual spare part, but the retained value of the system as a whole. For instance, anyone with a 6+n system from the 1960s will be able to procure up-to-date telephones and door stations for it.

The work and expense involved, the condition of the equipment, the fault pattern and frequency of failure are all decisive criteria for making a decision between repair and replacement. We do not just carry out repairs, but our service personnel also provide our customers with advice because sometimes it is simply more economical to change over to a new system. Siedle also offers a wealth of possibilities for this. With the use of conversion kits and modern bus technology, existing housings and wiring can often continue to be used.

The provision of parts, capacity and machinery to replace products which have been in use for many years naturally costs money. Yet the expense and effort is worthwhile. If a customer contacts our Service Department, we can save him a great deal of money. Siedle protects its customers' investments. This is yet another reason not just to look at the purchase price. The true cost may not become apparent for years and there is a huge difference between replacing a device for 100 euros in the case of a fault or a whole system for many thousands of euros.

# With his whole heart

Horst Siedle sees himself as an entrepreneur and a liberal. Baden-Württemberg's Minister of the Economy dubbed him "a shining example of the civic society". What turns the former into the latter is the commitment to a higher purpose: responsibility.

**Text** Peter Strobel  
**Photos** Tillmann Franzen



**Horst Siedle**  
Managing Director since 1970  
from the seventh generation of  
family entrepreneurs



"I am a citizen of the world, a European and a German – but in my heart I belong to Furtwangen." This was Horst Siedle's response to the question of where it was he felt at home. And when one journalist wanted to know what characterized the ideal employee, this was the answer he got: "He is part of the company not only with his head, but with his heart as well." There is no better way of describing the entrepreneur, community politician, sponsor, donor and art collector that is Horst Siedle. Everything he takes on he undertakes with commitment, passion and conviction – with his whole heart. This is the only explanation for his company producing exclusively in Furtwangen, in the heart of the Black Forest. And this is why in Horst Siedle we have an entrepreneur making every last effort for the land of his birth.



#### **A Furtwanger at heart**

As in the story of the logistics centre commissioned in 1994. Even before planning started, the head of the company stipulated that the only location to be considered would be Furtwangen. Many thought him mad, even within his own company: a logistics centre miles from the motorway, railway connection and airport! Siedle stuck by his decision and this is how not only were 50 new jobs created, but the employment and added value arising out of the construction work also remained in Furtwangen. Horst Siedle understands loyalty to a location as part of the responsibility incumbent on every company. For this convinced medium-sized operator, whether an entrepreneur is managing well is more than just a matter of balance-sheet figures. While he leaves no doubt that a company must operate at a profit, profit must not become an end in itself. It must also serve other purposes: people and the world they live in.

"If things are going well for Mr. Siedle, then things are going well for his people as well." This is the simple formula put forward by a skilled employee when a TV team asked him about the recipe for success binding the world of Siedle together. The facts confirm this view. Nobody can recall anyone ever being laid off for operational reasons. Retaining jobs is anchored in place as the highest objective for company management. Since 1977, all employees at Siedle have enjoyed a share of its profits. Once you have been with the company for 10 years you are entitled to a works pension, financed by the company. And anyone with 25 years of loyal service to the company is not only honoured but is enrolled as a member of the "Jubilee Club". In return for their unusually high benefits, employees respond with outstanding loyalty. The person who is not treated as a cost factor does not behave like one. The difference is clear to see in, for example, sickness absentee figures, job satisfaction and from the enjoyment and care people display in their work. Horst Siedle has always seen this connection and this explains why not only is he "the good soul of Furtwangen", as one business magazine described him, but also a clever business manager who knows the value of man as a production factor.

## The history of this family-run business can be traced back over seven generations and more than 260 years.

#### **A great legacy, a proud report**

The history of this family-run business can be traced back over seven generations and more than 260 years, as far as the foundry of Mathäus Siedle, who produced bells and other construction components for the Black Forest clock making industry. In the 19th century Siedle transformed himself into a pioneer of electrical engineering and was one of Germany's first telephone manufacturers. At the start of the 20th century the company was specializing in building and door telephone systems, and this has remained its core business to this day. The company has always remained in the ownership and under the management of the family. This has not been to the company's disadvantage: an entrepreneur, especially one of the Siedle stamp, is more than just a manager. He thinks in terms of generations as opposed to quarterly reports, and sees ensuring a lasting presence as more important than quick profits. Horst Siedle has clearly shown that this approach in no way excludes growth. In 1957 he joined a company generating sales of 0.75 million euros with a workforce of 93. Today, Siedle is the market leader in Germany and in some parts of Europe, with around 5 times as many employees – and 100 times the turnover.



**Maurice Rosenkranz**  
Modern Manufacture  
assembly worker

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**“Beyond the threshold, exciting  
times are awaiting us.”**  
Gabriele Siedle

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