

# BAUWERK®

## Parquet

Press release

### Walkable poetry

Visitors to the permanent exhibition at the Hölderlinturm building in Tübingen, a former home of the German poet Friedrich Hölderlin, can not only immerse themselves in his universe, but also experience and feel the craft of writing poetry with all of their senses. The Swiss manufacturer Bauwerk Parquet made a major contribution to creating a stage for this multimedia exhibition by providing its authentic oak parquet.



*Friedrich Hölderlin (1770–1843) is one of the key literary figures of his time: his poems about people and nature are still cited by many, and still inspire creatives today. He spent around half his life living in the tower in Tübingen that now bears his name, attentively accommodated there by the Zimmer family of carpenters who owned the building, until his death, the 180<sup>th</sup> anniversary of which is in 2023. Stuttgart architects and exhibition makers from COAST have brought this important historical location to life: the protected building underwent a careful renovation that turned it into an interactive multimedia space where visitors can experience language with all their senses. As part of this extensive reconstruction, the designers put much emphasis on the use of wood, including the flooring. They chose Villapark 1-strip-planks by Bauwerk: this spacious format offers a calm background for highlighting the exhibits.*

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Bauwerk Group Schweiz AG  
Neudorfstrasse 49, CH-9430 St. Margrethen  
P +41 (0)71 747 74 74, F +41 (0)71 747 74 75



info@bauwerk.com, www.bauwerk-parkett.com

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The museum is dedicated not only to the time since Hölderlin moved there in 1807, but also to answering the question of how symbolic heritage sites can be juxtaposed with modern locations: COAST renovated the structure while observing the strictest requirements for protecting heritage sites (the building dates back as far as the 13<sup>th</sup> century), carefully leaving the chronological layers of the building visible in some areas, turning it into a walk-in exhibit in its own right. The permanent exhibition, which spans over three floors and was created in conjunction with 2av and TOUSSAINT X TEACHOUT, becomes a part of this exciting interplay of history, authenticity, and reverence.

### **Tactile hearing**

A key element is the visibility of Hölderlin's language work across the entire house. The main room on the ground floor presents his experiments with syllables, words and verses, which can be experienced in both an audio-visual and tactile way: As the lines of the poem 'Die Linien des Lebens' ('The Lines of Life') are projected onto the wooden shingle-cladded wall, the museum's guests can also put their hands on individual shingles to feel the metre of the verses, which is made possible by a touch-sensitive surface that is digitally linked to the rises in the intoned text.

### **Discovery through multimedia**

The upper floor is dedicated to an interactive presentation of the literary material and has different audial and media stations, as well as hands-on exhibits. However, the central element of this level of the building is Hölderlin's amphitheatre-like tower room and his wooden desk, which he hit with his hand "whenever he was quarrelling with his own thoughts". Placed on its black pedestal, the desk fills the room with the poet's aura.

In the adjoining language laboratory, the museum's guests can experiment with syllables, words and verses themselves, retracing Hölderlin's work with language. Those in a playful mood can take control of an avatar of Hölderlin in a Jump-n-Run game, and overcome 'language obstacles', finding the right rhythm on the drum pad. "Friedrich Hölderlin focused on using your entire body to create harmony with his poems. We wanted to convey this feeling and have created an exhibition that can be experienced with all the senses, interactively, and by all age groups, making sure that it's all intuitive and there's no fear of touching things," explained Zlatko Antolovic, co-owner of COAST, describing the conceptual approach.

### **Experience through touch**

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The key role of the tactile experience manifests itself not only in the use of touchable shingles, but also in the general approach to using wood. The architect highlighted this further: "We focused on making oak a material element that you can feel binds the museum together. Touching it directs your attention and associates language with this natural material." Accordingly, the new Bauwerk Parquet flooring, installed over 185 square metres of the building, had to have a uniform oak colour. "The Oak Farina colour works well with the colour of the shingles. You can experience the brushed surface of the parquet not only visually, but also through touch, and the innovative B-Protect® lacquer does not impede this. Quite the opposite: the floor becomes durable, easy to care for and protected against UV rays, while still exuding its unique natural essence."

The large 2,100 x 190 mm format of the Villapark 1-strip-planks creates a very calm appearance, bringing the exhibits into the foreground: "The Hölderlinturm building itself acts as the first exhibit. This historically unique place should be clearly recognisable and, in this context, the floor should not be historicised, but instead become a discreet, harmonious stage for the new exhibition." The Stuttgart architects have tended to use Bauwerk's parquet in their projects for a few years now: in their work on the protected Huchler-Scheune building, they opted for the healthy-living, resource-saving parquet made by the Swiss manufacturer: 'We very much appreciate the Swiss precision and the top-notch craftsmanship, as well as the work of the floor installers!'

### Details and Facts

Property owner: Tübingen University City (DE), [www.tuebingen.de](http://www.tuebingen.de)

Architecture/exhibition design: COAST Office Architecture, Stuttgart (DE), [www.coastoffice.de](http://www.coastoffice.de)

Communication design: TOUSSAINT X TEACHOUT, Stuttgart (DE), [www.toussaint-teachout.de](http://www.toussaint-teachout.de)

Media design: 2av GmbH, Ulm (DE), [www.2av.de](http://www.2av.de)

Exhibition construction: Schreinerei Lell GmbH & Co.KG, Heilbronn (DE), [www.schreinereilell.de](http://www.schreinereilell.de)

LEKO Werbeservice, Weinstadt (DE), [www.leko-werbeservice.de](http://www.leko-werbeservice.de),

Completed in: 2020

Floor installer: Christoph Skaletzka Parkett Fussbodentechnik, Tübingen (DE), [www.parkett-skaletzka.de](http://www.parkett-skaletzka.de)

Parquet: Villapark Oak Farina in a lively grading, with the B-Protect® surface treatment by Bauwerk Parquet

Photos: David Franck Photographie, Ostfildern (DE), [www.davidfranck.de](http://www.davidfranck.de)

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**For press inquiries, please contact:**

Rainer Häupl

bering\*kopal, communications agency

P + 49 (0) 711 74 51 759-16

rainer.haeupl@bering-kopal.de

www.bering-kopal.de

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1 The careful renovation by COAST turned the Hölderlinturm building in Tübingen into a place of cultural discovery. With its permanent multimedia exhibition, visitors can experience Hölderlin's language experiments with all their senses. Photo: David Franck Photographie

2 Friedrich Hölderlin (1770–1843) spent 36 years, almost half his life, in the remarkable building on the bank of the Neckar in Tübingen. He rarely left this retreat from the outer world, dedicating himself primarily to poetry. Photo: David Franck Photographie

3 In this extensive reconstruction, architects from COAST put much emphasis on the use of wood, including the flooring. Photo: David Franck Photographie

4 The large 2,100 x 190 mm format of the Villapark 1-strip-planks creates a very calm appearance, bringing the exhibits into the foreground. Photo: David Franck Photographie

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5 Every Villapark plank is unique and reflects the authentic beauty and structure of the different types and colours of the wood (here in Oak Farina). Its format also impresses with its size. The 1-strip-planks are bevelled on the long sides, which also highlights their dimensions. Photo: David Franck Photographie

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### **About Bauwerk Parquet**

Bauwerk Parquet is a Swiss company with a long tradition of making parquet with reliability and precision, satisfying even the most demanding requirements. Bauwerk is proud of its origins, but also focuses on innovation. The company has undergone many changes in recent years, and is now treading a new path. Originally a technology and product-oriented enterprise, it has developed a market focus, working to promote such issues as healthy living, sustainability and design.

Bauwerk's range includes over 350 products: from 2- and 3-layer to solid wood parquet. More than 60% of all Bauwerk products are made in St. Margrethen (Switzerland). Its parent company, Bauwerk Group, operates two additional factories in Europe (Lithuania and Croatia), and two production facilities in the US (Kentucky and Tennessee). In 2021, Bauwerk Group sold some 9.3 million square metres of parquet.

[bauwerk-parkett.com](http://bauwerk-parkett.com)

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