WATCHMAKING OF THE FUTURE
HEADQUARTERS EXPANSION 2008

IWC
INTERNATIONAL WATCH CO. SCHAFFHAUSEN
SWITZERLAND, SINCE 1868
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LOOKING AHEAD
Barely three years after the opening of the East building in June 2005, and one year after the company’s own watch museum was opened, IWC celebrates the opening of its new West building. It will provide 230 employees with an attractive, ultra-modern working environment, and it represents a further milestone in the phased expansion of this longstanding Schaffhausen-based company.

The new West building adds to IWC’s innovative stance. The combination of steel, concrete, glass and aluminium that went into constructing these premises symbolically represents a business that embraces modernity and change, in workplace style, environmental attitude and architecture. “I am enthused by the modern architecture and our manufacture’s accomplished overall image just as much as by the attractive working environment that exists as a result”, said CEO Georges Kern.

1 The workstations in the new West building convey transparency and lightness.
2 The main entrance to IWC is flanked by the East building and the glazed lift tower.
FORWARD-LOOKING AND OPTIMISTIC

The new West building sends a further positive signal from Schaffhausen, architecturally embodying a trajectory of prosperous development at the International Watch Company. The changeover to a modern assembly system in the building has created ultra-progressive workplaces; not least among their benefits will be an increase the number of watches produced. New equipment also means that sought-after IWC watches will be of higher quality than ever.

“THANKS TO THE FLEXIBILITY OF OUR PEOPLE, WE WERE ABLE TO ENSURE THAT DURING THE WHOLE CONSTRUCTION PHASE, OPERATIONS WENT AHEAD WITHOUT A BREAK.”

Construction of the new West building involved a logistical conjuring act given that there was already a building on the site dating from 1958 that would first have to disappear. Workplaces in the former West wing were transferred, temporary premises set up, and external floor space rented. “For two years, dozens of staff had to be moved into stopgap premises while ensuring that operations went ahead without a break”, said COO Matthias Schuler. “Our success in squaring this circle is really thanks to the flexibility of our people.”
In consideration of this elevated project complexity, which extended far beyond purely technical construction issues, planning for the new West building started as far back as early 2005. Architectural management of the project was entrusted to Stephan Hofer and Urs Kick of Schaffhausen, the same duo previously responsible for planning and realising the East building. “We wanted to ensure continuity of architectural language”, asserted Tiziano Dorigo, who is responsible for infrastructure at the IWC site in Schaffhausen as well as for the operational management of the new building.

FACTS & FIGURES OF THE WEST BUILDING

- Groundbreaking: 25 September 2006
- Excavated material: 7,000 m³
- Glass used: 6,500 m²
- Concrete used: approx. 7,000 tons
- Total floor space: approx. 5,000 m²
- Workplace accommodations for 230 employees

4 Assembling the movement calls for extreme precision and deftness of touch.
ULTRAMODERN WORKING ENVIRONMENT

IWC watches have grown to represent innovative engineering, traditional values and utmost precision. Membership of the IWC community, a global family that affords itself timepieces synthesised out of craftsmanship, tradition and superlative technical achievement, is also a statement of attitude and values. This gives rise to extreme customer loyalty: every year, some 7,000 IWC aficionados make the pilgrimage to Schaffhausen where they can see how their beloved timepieces take shape.

Schaffhausen, for these people, is the “seat of time”. The new West building now makes this seat a good deal more transparent. Given the rigorous standards of cleanliness and security that prevail in a watch manufactory it became necessary to introduce a novel way of showing visitors around while preventing direct access to the manufactory. So now, both assembly floors can be viewed from a unique 360-degree visitors’ circuit inside the new building. A panoramic corridor lined with floor-to-ceiling, fully transparent interior glass partitions provides an uninterrupted view of all 150 workplaces.

5 The visitors’ corridor affords guests an unrestricted view of the watchmakers’ workplaces.
Such transparency allows visitors to observe every step in the crafting of an IWC timepiece – from assembling the movement, through its fitting inside the housing and attachment of the hands and dial, all the way to fine adjustment and final inspection.

Moreover, the new West wing raises the bar for standards in watchmakers’ workplaces. The semi-automatic watchmakers’ benches are adjustable and equipped with electronic instruments so the quality of work can be immediately checked at each step of the way for greater efficiency. The new West wing also features a unique lighting design: fully automatic control ensures constant, daylight-like brightness all the time. COO Matthias Schuler stated: “We have created highly progressive workplaces that provide a technically state-of-the-art environment for our watchmakers.”

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The watchmakers’ workplaces in the new West building are among the most up-to-date in the industry.
Climatic conditions for the precision mechanical work performed on the 1st and 2nd floors of the new West building call for constant air humidity and a temperature of 22–24 degrees to prevent possible corrosion of individual parts. Therefore, the air quality in the new West wing is comparable to that in a medical operating theatre. Because the air needs to be as dust-free as possible, access to the manufactory is via anti-dust and anti-dirt airlock systems. Air within the production area is renewed four to six times every hour. A positive pressure differential relative to the external zone prevents dust from entering into the manufactory space.

7 Innovative building systems provide an ultramodern, dust-free working environment in the watch manufactory, with constant conditions of light and temperature.
ECO-FRIENDLY BUILDING TECHNOLOGY

It was the flow of the Rhine River that attracted company founder Ariosto Jones to Schaffhausen in 1868, because waterpower meant a source of energy that would be necessary for industrial watch production. Energy from water is also a mainstay of IWC’s philosophy of sustainability.

Introduced in 2005 as a pioneering project within the East building, the use of heat pumps and groundwater for heating and cooling lies at the core of endeavours for a positive energy balance. As the new West building enters service, this innovative system has now been extended with three more heat pumps to meet its energy requirements. For creating the building’s interior environment, this pumping system can produce 6°C cooling or 58°C heating supplied separately or in tandem.

In addition, IWC extracts heat from the city’s sewer system using a 60-metre long heat exchanger, thus obtaining additional energy for heating and cooling purposes. Furthermore, groundwater pumped from two well shafts and fed to indoor chilled beams for

THANKS TO THE EFFORTS IN IMPROVING ITS ENVIRONMENTAL TRACK RECORD, IWC WAS CERTIFIED AS A CO₂-NEUTRAL COMPANY LAST YEAR.

8 The glazed skin of the new West building appears virtually weightless. The triple glazing ensures a high insulation factor.
cooling plays a major role in the overall system. Use of these innovative technologies massively reduces the need for fossil fuels.

Cladding the building is a triple-glazed skin; its high insulation factor is a significant help in reducing energy requirements. Rainwater collected from the roof of the new West building goes to flush toilets, another measure that is in keeping with IWC’s policy of active climate protection.

Thanks to IWC’s trailblazing practices with renewable energy resources, CO₂ emissions from production facilities could be halved even before the West wing was occupied. The new building will be of major help in further improving this balance, and it underlines the company’s drive to actively contribute towards climate protection.

“We have economic, social and environmental responsibilities”, asserted CEO Georges Kern.

This commitment, revealed not only in sustainable construction practices but also in employee programmes, is continually adjusted and kept up-to-date. Each year, the company provides a budget of 250,000 Swiss francs for employee initiatives to reduce the environmental burden. For example, IWC offers financial support for ecological measures in private building-conversion projects of their staff.

9 The cooling supply for chilled beams used to air-condition the interior comes largely from groundwater.
10 The technical side of ecology: thanks to heat reclamation, the necessary heating and cooling are achieved without the use of fossil fuels.
CO₂ emissions accruing from deliveries, business travel and events are subject to constant review and reduction. In case that proves infeasible, IWC makes good on the shortfall by financial means – compensation contributions from the Schaffhausen company are helping to promote a wind-energy project in China.

Such addressing of environmental issues earned IWC certification as a CO₂-neutral company in summer 2007. Looking ahead, modernisation of its premises alone will enable IWC to achieve a 90 percent reduction in CO₂ emissions by 2010.

**INNOVATIVE AND ECOLOGICALLY SOUND**

Active climate protection and environmental responsibility are mainstays of the company philosophy at IWC Schaffhausen, just as much as the strong presence of its watches. This longstanding business has put prolonged effort into improving its environmental track record, which led to certification as a CO₂-neutral company last year. In its new West building, IWC likewise uses the latest technologies to reduce CO₂ emissions:

- Eco-friendly heat pumps for heating and cooling
- Chilled beams fed by groundwater
- Use of heat from wastewater in Schaffhausen’s sewer system
- Use of rainwater
- Heat recovery from exhaust air
- Use of “Clean Solution” hydroelectricity
- State-of-the art slat blinds to shade the building façade from the sun’s rays
- Triple-skinned glass façade with a high insulation factor

11 Practically and ecologically sensible: slat blinds avoid excessive heating of the building by the sun’s rays and thus save energy which would otherwise be required for cooling.
12 The basement houses eco-friendly technologies like heat pumps, rainwater recycling and distribution of cooling supplies.
SYMBOLIC ARCHITECTURE

As with the East wing, Schaffhausen architects Hofer and Kick have chosen a contemporary, international language of form and materials for the new West building. Its four storeys symmetrically complement the manufactory’s East wing and together they extend out to the Rhine, framing the main building erected by Florentine Ariosto Jones, the company’s founder. “The West building was conceived as being formally analogous to the existing East wing”, wrote the architects in their construction report, “while rigorously refining the high technical standards already in place.”

The glass façades create expansive, high-ceilinged workspaces, suffused with light. The open plan structure encourages interaction among employees. Generous dimensions in the indoor lounge areas and an open-air terrace between the old and new building bear witness to a contemporary, communicative corporate culture. Says CEO Georges Kern, “A company’s building architecture does more than radiate an outward statement, it also affects employees’ sense of well-being and motivation.”

13 Steel, concrete, glass and aluminium combine to present a modern architectural symbiosis. 14 Airiness and transparency are stylistic devices of modern architectural language.
The company’s status as a producer of luxury goods with understated cachet is also apparent in the choice of materials for the new West building. Glazed concrete symbolises architectural coolness, high-grade wooden floors signify consummate Swissness, while the application of glass and metal promotes an unassumingly elegant yet self-assured reverence for Schaffhausen’s tradition as a long-established industrial centre.

At those moments when the watchmakers’ manufactory becomes bathed in the reflected flicker of sunlight playing on the waters of the Rhine, it is possible to experience the romance that during the 19th Century transformed this craft into a coveted occupation. In this respect, the new West building stands as an architectural icon of a renaissance in the art of watchmaking.

“*A COMPANY’S BUILDING ARCHITECTURE DOES MORE THAN RADIATE AN OUTWARD STATEMENT, IT ALSO AFFECTS EMPLOYEES’ SENSE OF WELL-BEING AND MOTIVATION.*”

Modernisation and expansion at IWC also improve Schaffhausen’s promenade on the Rhine River. The new West building is at the left of the picture.
LOOKING AHEAD

The concentration of all production at the Schaffhausen site is one of the most commercially and ecologically sound recipes for success in this prospering watchmaking manufactory. Throughout the years of steady construction activity, IWC has given shape to ambitious plans for expanding its premises. In 2005, the East building opened as a modern production facility that set standards for sustainability and harmonious integration with the urban landscape. In the second phase, IWC remodelled its watch museum. Since 2007, mechanical watches past and present have found a stylish home in a contemporary lounge setting within the main manufactory building. The adjoining IWC boutique, opened concurrently with the museum, has developed into a further magnet for visitors. With the new West building completed, one of the most innovative building systems around today is now in operation. The ecological measures implemented in its construction translate into a considerable reduction in CO₂ emissions from the premises.

16 The interplay of tradition and modernity finds highly aesthetic expression in the architecture of the expanded premises.
17 The IWC watch museum, redesigned in 2007, features lavish exhibits in a setting of minimalistic luxury.
18 The new East building, completed in 2005, features a modern glass front.
19 Since 2007, thanks to the in-house boutique, exclusive IWC watches can be purchased directly at the point of production in Schaffhausen.