

ONE TO ONE

PRESS RELEASE

One to One Celebrates Fifth Anniversary

- Studio for visionary geometries in the fields of art and architecture
- 2009 founding of „One to One GmbH“ in Frankfurt am Main, Germany
- 50 projects implemented in 5 years
- Soon after founding, work on the *Elbphilharmonie* Concert Hall by Herzog & de Meuron in Hamburg
- Network of leading international architecture offices and contemporary artists
- 2014 founding of „One to One London Ltd.“ in London

Frankfurt am Main, 31 January 2014 – In 2009, signs were unfavourable for founding a new company. The stock exchange and the banking system slid into dangerous turbulence. Despite general perceptions of economic uncertainty, the geometer Benjamin S. Koren decided to endeavour into a unique venture nevertheless. His vision was put into action. He founded his own company, One to One, in the city of Frankfurt/Main.

Founding of One to One in 2009

„The geographical location of the Rhein-Main area in Germany idealized two important components for my new company,” the young entrepreneur Benjamin S. Koren thought at the time, “the absolute central location on the one hand, virtually in the heart of Frankfurt, close the world-renowned Frankfurt Trade Fair and the interesting, multi-layered, multi-cultural atmosphere of the city on the other. He successfully bridged the gap towards more favourable conditions. His ambition was to deal with the seemingly impenetrable thicket of complex geometry, offering a highly professional service, where renowned architects will feel in good hands. “A Passion for Precision” – the young company’s motto, Benjamin S. Koren was to make sure he would deliver on such high promises. That was exactly five years ago.

First Projects: The Elbphilharmonie Concert Hall in Hamburg

“Very early on, a godsend occurred”, Benjamin S. Koren smiles. It was the large concert hall of the *Elbphilharmonie* Concert Hall of the renowned Swiss architectural studio of Herzog & de Meuron that was to become the first major challenge for the young company. Thanks to the company’s professionalism and sophisticated technical expertise all of the unique acoustic panels of the project flashed on its computer screens at one point or another. One to One processed no less than one million, acoustically active cells in the spectacular concert hall project in Hamburg, each panel a unique piece. “Here I could literally demonstrate my passion for precision and put it into real effect”, Benjamin S. Koren explains. On the foundations of a unique design concept by the architects and an innovative and technical expertise by the young company, the project is being translated into reality.

Further Projects

Now it really took off. Within short succession a number of outstanding projects in the field of architecture, but also diverse and interesting art projects by famous contemporary artists, came to follow. Projects such as the *Elbphilharmonie Hamburg*, the *Louvre Abu Dhabi*, the *Philharmonie de Paris* or the *City of Music in Paris*, prestigious projects in need of state-of-the-art technology and approach. But also services for exceptional trade fair stands for renowned automobile brands like Audi, Mercedes and Volkswagen were realized, which won One to One a reliable reputation to realize designs quickly and accurately. A surge in the levels of difficulty of geometrical and arithmetical problems were reflected in ever more intelligent and visionary solutions which, thanks to the in-house development of custom optimization algorithms, allowed

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for the smooth production of very complex projects. After the panels for the Elbphilharmonie Hamburg, thousands more elements flickered across the screens within the last five years: 2,000 elements for the Magic Carpet sculpture in Berlin, 5,000 elements for the Porsche Lagoon in Wolfsburg, 7,000 elements for the Celtic Museum in Glauburg, 12,000 elements for the Audi Pavilion at the 2011 Automotive Fair in Frankfurt, followed thereafter by 15,000 elements for the Louvre Abu Dhabi. "I took on each challenge, one element at a time", Benjamin S. Koren confirms.

Customers and Core-Competence

The company One to One specializes in complex geometries, which links it with some of the world's most renowned architects, such as the Swiss office of Herzog & de Meuron, the French architect Jean Nouvel, Shigeru Ban from Japan, the English firm of Foster+Partners, but also with German offices such as Kaden Wittfeld from Aachen and SchmittHuber from Munich. Benjamin S. Koren attaches great value on such qualities as accuracy, punctuality and professionalism. Each project is first being assessed during the initial planning phase followed by the coding of custom-made software programs for very quick, optimized production by computer-aided manufacturing (CAM) processes. "All of a piece!" A general hallmark of the company's philosophy.

Founding of One to One London in 2014

In order to establish a further-reaching international presence, Benjamin S. Koren opened a branch of the office, "One to One London Limited", in London in 2014.

Selection of Projects 2009-2014

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| 2009 – today | Elbphilharmonie Hamburg , Herzog & de Meuron |
| 2009 | Louvre Abu Dhabi , Ateliers Jean Nouvel |
| 2010 | Hafenspitze , Düsseldorf |
| 2010 – today | Philharmonie de Paris , Ateliers Jean Nouvel |
| 2011 | Celtic Museum Glauburg , Kadawittfeldarchitektur |
| 2011 | Audi Ring, IAA 2011 , Frankfurt, Schmidhuber |
| 2012 | Porsche Lagoon , Wolfsburg, Henn Architekten |
| 2012 | Audi Pavilion , Wolfsburg |
| 2012 | Magic Carpet , Sculpture, Berlin, Pae White |
| 2012 | Audi Stand , Mondial de L'Automobile Paris 2012 |
| 2013 | ECB Frankfurt , Interior, Coop Himmelb(l)au |
| 2013 – today | City of Music , Paris, Shigeru Ban Architects |

About One to One

One to One specializes in bespoke geometric computation, precision 3D-CAD construction, integrative CAM fabrication and innovative R&D at all scales. Further information at: www.onetoone.net

About Benjamin S. Koren



Benjamin S. Koren was born in Frankfurt/Main and grew up in the United States. Founding of the company "One to One" in Frankfurt/Main in 2009. Prior to founding the company, he worked for the Basel architects Herzog & de Meuron on the *Elbphilharmonie Hamburg* as well as the engineering firm ARUP's Advanced Geometry Unit on the *Battersea Power Station* project in London. Studies of architecture at New York University, the University of Miami, the University of Applied Arts in Vienna and the Architectural Association in London.



Louvre Abu Dhabi Prototype in fabrication (Image: One to One)



Celtic Museum Glauburg in fabrication (Image: Jens Kestler)

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