

# COMPANY VISITS

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D.T3.1.5  
AUSTRIA

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## PROJECT RELEVANCE

These company visits based on the concept for company visits (D.T3.1.5).

## PURPOSE

The company visits served two purpose. First, to gain empathy with AVMs and CCIs, who would be candidates to participate in the COCO4CCI process and to tailor this process to their needs. Secondly, the visits also served to inform the AVMs and CCIs of the process and actively motivate them to participate and e.g. identify a potential challenge which could be pitched within the COCO4CCI process. The approached companies are all working in a related field of “Advanced Sustainable Architecture”.

## SUMMARY OF VISITS

| Company                       | Location         | Date(s)    | Participants* | Participant Structure   |
|-------------------------------|------------------|------------|---------------|---|
| PAUAT Architekten<br>ZT GmbH  | Wels             | 22.02.2020 | 1             | Heinz Plöderl (Architect)   |
| WKOÖ                          |                  | 09.2019    | 1             | Vice President of Economic Chamber of Upper Austria +<br>Chairwoman Professional Association Advertising and Market Communication Industry, Austria |
| Conceptual Joining            | Vienna           | 08.10.2019 | 2             | Lukas Allner, Daniela Kröhnert  |
| Lucy D                        | Digital          | 09.2019    | 1             | Barbara Ambrosz (Designer)<br>cooperation project with AVM  |
| Bernhard Kaliauer             | Linz             | 09.2019    | 1             | Industrial Designer   |
| Eternit                       | Vöcklabruck      | 09.2019    | 1             | AVM Company in the field of fiber-reinforced components/Christoph Pohn/<br>Product manager  |
| Butleroy                      | Linz             | 09.2019    | 1             | Gregor Pichler/ Start Up  |
| Christine Bärnthaler (ofroom) | online/telephone | 10.09.2020 | 1             | Architect, Innovation Manager/Consultant  |
| Doka                          | online/telephone | 15.09.2020 | 2             | Construction industry (also 3D  |



|                                  |                     |            |   |   |
|----------------------------------|---------------------|------------|---|---|
|                                  |                     |            |   | printing)   |
| SIHGA                            | Ohlsdorf            | 16.02.2021 | 2 | CEO and technical consultant for architects               |
| hali                             | online/telephone    | 15.09.2020 | 1 | CEO / CFO   |
| HABAU Group                      | Linz                | 21.07.2020 | 2 | Project- and business unit manager, innovation consultant |
| Elk Haus                         | Schrems             | 13.10.2020 | 1 | Stefan Anderl (CEO)                                       |
| Georg Grasser (incremental 3D)   | Innsbruck           | 18.09.2020 | 1 | Architect, Scientist at Innsbruck University, Designer    |
| Arthur Mamou-Mani/ Studio Precht | Online / telephone  |            | 2 | Architects  |
| Strasser Steine                  | St.Martin/Mühlkreis | 07.01.2021 | 1 | Johannes Artmayr  |
| J.u.A. Frischeis                 | Linz                | 25.06.2020 | 2 | Christoph Kühner; Christoph Kapeller                      |
| Keep Kitchen                     | Gmunden             | 10.03.2020 | 1 | Horst Eckstein  |
| Furniture eServices              | Linz                | 03.03.2020 | 1 | Albert Ortig (CEO/roomle)                                 |
| Überholz Lehrgang                | Linz                | 19.08.2020 | 1 | Veronika Müller   |
| Grand Garage                     | Linz                | 09.03.2021 | 1 | Kathrin Obernhumer  |

\*participants from company side

## OUTCOMES

// **Pauat Architekten ZT**: Empathy interview on the collaboration of AVM and CCI. Special focus on the involvement of the chamber of civil engineers and architects within the project.

// **WKOÖ**: Empathy interview, opportunities in the upper Austrian economy and possible funding schemes for collaborations between AVM and CCI.

// **Conceptual Joining**: Empathy interview; exchange about robotics and parametric design for wooden structures for sustainable architecture in context of the project: "wood Structures from Detail to Utopia" is a project at the University of Applied Arts Vienna funded by the Austrian Science Fund

// **Lucy D**: Empathy interview on the collaboration of AVM and CCI. Experience in cooperation through project Neuzeug and Conceptual Joining

// **Bernhard Kaliauer**: Empathy Interview on collaboration of AVM and CCI. Knowledge transfer on the needs of CCI



// **Eternit:** Empathy interviews on collaboration of AVM and CCI and participation in the COCO Colliding Process.

// **Butleroy:** Empathy Interviews on collaboration of AVM and CCI

// **SIHGA:** After several calls leading up to the meeting, we found SIHGA to be a perfect match to pitch a challenge. In the meeting in February 2021, we presented the COCO process in detail, including the guided company tour, challenge pitch and open innovation matchmaking. SIHGA is very motivated to participate and we defined the next steps, including a filming session for the digital company tour.

// **HABAU Group:** In the meeting with HABAU, we presented the COCO process and possibilities for them to participate as an AVM pitching a challenge. First rough drafts of a potential challenge were phrased and it was agreed to follow-up on them in the coming weeks.

// **ELK Haus:** Defined as a potential AVM for a pitch, the meetings revolved around finding out about the willingness of the company to participate and to listen to potential challenges. Overall, ELK Haus seems fairly interested to be part of the COCO4CCI process and will be approached again to get their commitment.

// **hali:** We had several talks with hali about collaborations and the activities within COCO4CCI, including being a potential AVM for a pitch and visiting them on site. First ideas for challenges were drafted.

// **Nerds of Law:** Michael Lanzinger and Katharina Bisset were approached because of the know-how of legal aspects regarding collaborations with(in) the creative industries. One part of the cooperation was the development of a workshop for CCIs (first drafted as an offline event, then developed for a digital version), which was held as a specialised workshop on Copyright and IP rights in February 2021. Also, they contributed to our training materials with their expertise for some videos on IPR.

// **Christine Bärnthaler:** Christine Bärnthaler was interviewed in preparation of the info day on additive manufacturing in architecture and was then invited to also be part of the event. She contributed with names and examples, which were used for further developing the content of the info day and meet the expert and also for the training material (trend sheet: additive manufacturing). She added lots of know how in the field of innovation in architecture and construction industry.

// **Georg Grasser:** Christine Bärnthaler mentioned him and his projects during our first calls and after a further research, we had talks with Georg about industry trends and innovations (e.g. he also



mentioned Studio Precht and Arthur Mamou-Mani as potential partners/speakers) and we then invited him to our info day on additive manufacturing.

// **DOKA** (Thomas Gruber, Thomas Kreiseder): Thomas Kreiseder was our first contact at doka and we talked about potential involvement of the company in COCO4CCI. As a first result, he forwarded us to Thomas Gruber who was being part of the experts round at our info day on additive manufacturing.

// **Strasser Steine**: Defined as a potential AVM for a pitch, the meetings revolved around finding out about the willingness of the company to participate and to listen to potential challenges. Strasser Steine is interested to be part of the COCO4CCI process and will be approached again to get their commitment.

// **J.u.A. Frischeis**: Meeting about possible challenge for piloting phase. Topic revolved around manufactured furniture fronts. Process proposed by the COCO project was not suitable to their needs and their planned time schedule.

// **Keep Kitchen**: Discussion about sustainability and design for kitchens to counteract disposable furniture by using the approach of modular and adaptable designs as well as online configuration and augmented reality approaches.

// **furniture eServices**: Empathy interview. Company focuses on the matchmaking between designers, producers and customers. Frontrunner in the transformation of the classical b2b and b2c approach into an b2x approach.

// **überholz**: ideation of potential and possible touchpoints for collaborations in the context of the university study "überholz" for the project "stage design Schlossgarten".

// **Grand Garage**: Meeting about possible collaborations for the "hands on knowledge" workshops as well as possible synergies within the target groups and their network.

// **Studio Precht & Arthur Mamou-Mani**: is an international Team of Architects with offices in the Austrian Alps and in China. Chris Precht and Fei Tang Precht, both founders of Studio Precht, were contacted and asked to take part in our Info Day. Unfortunately Chris Precht answered that they have no time, but also told us to contact Arthur Mamou-Mani, the co-creator of the Sandwaves project. We also approached him and exchanged some ideas, but also he was not available at that time. But we are still in contact with him and his team for possible future cooperations.