

PETER LORENZ

- University Innsbruck (1975) and Venice (1983)
- Founder and CEO of **peterlorenzateliers (PLA)**
- 1980 office in Innsbruck
- 1991 office in Vienna

He is known for his humanistic approach in his profession and appears as a passionate ambassador for the architect's ethical responsibility. Much participation in international juries and part-time teaching in diverse universities all over the world complete his working capacity.

PLA

To date, **PLA** has handled in more than 400 commissions – of which approximately one third have been realised. Corresponding to Peter's philosophy of „creativity by universality“, **PLA's** projects are always varied and come in all shapes and sizes. The projects cover everything ranging from industrial design right through to large scale urban master planning - including shopping centres, interior design, conversion jobs, residential quarters, hotels, multifunctional projects....etc. Many of the **PLA** projects are being rewarded and published internationally.

PLA TEAM CURRENT

- Giulia Decorti partner since 2014
- 15 collaborators in Vienna
- 10 collaborators in Innsbruck
- consultants

SERVICES OFFERED

- **URBAN PLANNING**
master-plan, urbanistic studies, lay out plan
- **ARCHITECTURE**
feasibility studies, architectural design, detailed planning
- **DESIGN**
interior design, industrial design, publicity, exhibition, graphic, CI-design

PLA PHILOSOPHY

PLA designs arise from an intense/study of the client's needs and the general, personal perception of nature, and method ensures an individual approach to the existing world and allows not to believe in ideological messages but to search the solution within the environmental existence. Therefor the exact observation of the site, its context, its history and the discovery of its potential remain the guidelines for any design activity. Learning from nature and culture we create a valid solution for each task which includes complex criteria such as:

- **form** and **beauty** as a welcome phenomenon is resulting of the „right“ solution referring to function, construction, economy, ecology and urbanity
- economical and durable **construction** of the building
- individual, original and unique **design**
- long term **survivability** in the eyes of future generations (substitute to the misused term „sustainability“)
- **flexibility** and **adaptility** as a future orientated characteristic in a fast changing world (buildings being rather inert and adapting slowly)
- we believe in **humanism** as a philosophical and ethical stance that emphasizes the value and agency of human beings, individually and collectively, and generally prefer critical thinking and evidence (rationalism, empiricism) over established doctrine or faith (fideism).

We believe in cooperation in „teams of excellence“ and do include our best consultants in order to achieve the best results. We prefer to start a project by meeting/exchanging intensively with our client in order to learn about his needs, desires and maybe dreams, and we also like to follow a project throughout the building process, carrying full responsibility for the project to its end.

PLA > www.peterlorenz.at