

Architecture First

What Enterprise Transformations Can
Learn from Successful Urban
Development Projects



The background image is a photograph of a modern urban plaza. In the foreground, there are several young trees with bright green leaves. Behind them, a large, multi-story building with a grid-like facade of windows and balconies dominates the left side. To the right, another tall building with a blue-tinted glass facade is visible. People are walking and sitting on a paved plaza area. The overall scene is bright and sunny, suggesting a pleasant urban environment.

Insight 1

When Architecture Just Works

Successful urban development projects such as *FOUR Frankfurt* show what can be achieved through good architecture: the transformation of an aging high-rise block into an open, vibrant urban district offering a high quality of life — a new hotspot in the heart of the city.





Insight 2

Why the Architecture Works

The success of this transformation is no coincidence. It is the result of a carefully conceived architecture — one that puts people's needs and behavioral patterns at the center, brings different interests together, and integrates the new seamlessly into the existing urban fabric.



It All Started with a Competition

Urban transformations such as FOUR begin with an *architecture competition* involving specialized architecture firms. Only after a winning design has been carefully selected does implementation begin. From there on, the architecture provides the framework for everything that follows.



What This Means for Business Transformation

Business transformations are structurally similar to urban transformations. Here, too, different interests need to be brought together, and the new needs to be integrated into the existing landscape. Yet such initiatives are often launched without a clear target state — and without architects.



How Architecture Guides Transformation

Architecture can often make all the difference in a business context, too. Developing an *architecture vision* early on makes the path from strategy to execution transparent and gives everyone a tangible picture of the destination. Even as adjustments become necessary, the direction remains clear.



How to Organize Architecture Work

A Transformation Architecture Office (TAO) brings together the architecture work in a transformation, acting as a »copilot« to transformation management. It creates transparency on the target state, dependencies, and architecture decisions — keeping the transformation on course.



Insight



Transformation Needs Architecture

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