

# RIEDER ARCHITEKTUR AG

## A SUCCESS STORY

**A**fter gaining experience in architecture and developing his talent, Max Rieder founded the company Tiemer&Rieder Architektur Gstaad in 1991 together with a partner. The success was immediate, and Max Rieder acquired the whole company when his associate retired. Rieder Architektur AG was officially established in 2002 and the company now employs more than 16 people, providing high-end services to international clients, and holds its own real-estate company.



*Sur La Terre: In a few words could you tell us about the history of your business?*

**Max Rieder:** After a few years of managing this company, I realised even more how important it is for clients to have personally tailored advice from somebody who understands their needs. When we first start working together on the architecture of a property, interior design already enters the game. And this is the same with real-estate. When I invest in properties, I already know the potential they have in becoming high-end projects.

*SLT: How do you proceed in creating the layout of an apartment or a chalet?*

**M.R.:** I try to find the exact mixture between quality, functionality, design and well-being. This is a long-draw-out job but once I get the idea in my mind, I can hardly stop working until the project meets my satisfaction.

*SLT: Your business also operates as an estate agency. What is your opinion of the industry's current situation in Gstaad?*

**M.R.:** The time when properties could be sold at any price is over. Further to that, the Lex Weber will mark a new era for Gstaad. But, I see this as an opportunity to develop and redefine my company and to be more competitive and proactive than ever. I believe in high quality and tailor-made services and this is one of Rieder Architektur AG's strongest assets.

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