

Bettina Schlorhauser

**The Architectural Office of the Ludwig Brothers (Munich-Bolzano-Vienna)
Buildings and Projects between Wagner-School, Eclecticism and "modernized" Baroque
Catalogue of Works**

Although they left an impressive body of architectural works behind, the activities of the brothers Alois (1872–1969) and Gustav Josef Ludwig (1876–1952) are hardly known outside South Tyrol. Originally from Brno (*Brünn*), they studied under Otto Wagner as well as in the USA, and opened offices in Munich and Bolzano. As the Ludwig Brothers (*Brüder Ludwig*) they realized numerous villas before the First World War, including one for Thomas Mann (1875–1955) in Munich. In Vienna, they built a large administrative building and in South Tyrol remarkable Grand Hotels.

Catalogue of Works (Jan. 2023)

The starting point for the information below is a "List of works 1906–1917" realized by the Ludwig Brothers which is kept in the Architecture Museum of the Technical University in Munich (AM TUM). This list was composed by Alois Ludwig's son, the architect Johannes Ludwig ((1904–1996), dated, Dec. 6, 1992. Further information about the buildings by the Ludwig Brothers can be found in the "*Architektenlexikon Wien 1770–1945*" of the *Architekturzentrum Wien (Az W)*.¹ Details about the listed buildings in South Tyrol, see the database "*Monumentbrowser*" of the Autonomous Province of Bolzano-South Tyrol.²

In addition to the mentioned list, the AM TUM only keeps historical photos of buildings and projects of the Ludwig Brothers.³ The collections saving original plans known today include the archives of the Municipality of Modřice⁴ and the City of Bolzano, the Parkhotel Holzner in Renon and the Parkhotel Laurin in Bolzano.

A large volume of yet unexamined plans and documents are in private hands in Merano. They were rediscovered by Bettina Schlorhauser in 2022.⁵ As part of scientific investigations, this collection would be donated to the *Touriseum – Südtiroler Landesmuseum für Tourismus* in Merano.

Among the originals in Merano there are also written documents, which is rarely the case in similar holdings. This material will provide insights into the work of an architectural office operating between South Tyrol, Moravia, Munich and Vienna respectively its networks.

Alois Ludwig, publications

- Hotelanlage für die Magdalenen-Zeile, in: *Der Architekt*, supplement "Aus der Wagner-Schule an der Akademie der bildenden Künste Wien", Vienna 1896, pp. 45, 48, plate 50.

¹ www.architektenlexikon.at (18.3.2022).

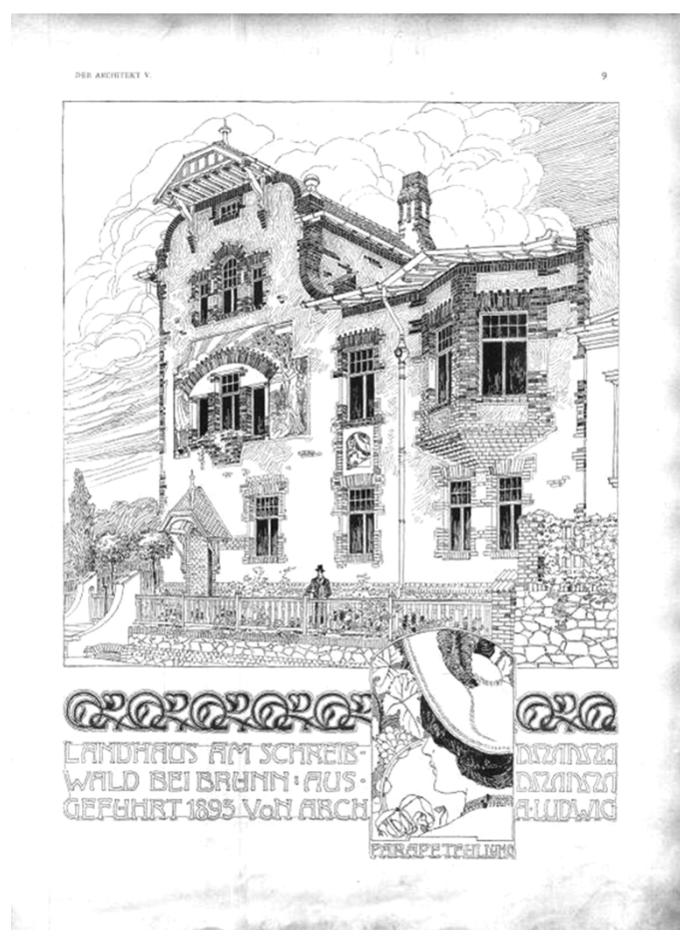
² <https://www.provinz.bz.it/kunst-kultur/denkmalpflege/monumentbrowser.asp> (18.3.2022).

³ See: <https://mediatum.ub.tum.de/937826>. Since all information about the works of the Ludwig Brothers were until recently kept together with those about Alois' son Johannes, they are still listed as works by Alois Ludwig.

⁴ See: Aleš, Filip, *Architekti Alois a Gustav Ludwigové na Brněnsku aneb Návrat rodáků*, Brno 2018, online: <https://www.iumeni.cz/books/part/rise-umeni.pdf> (12.4.2022).

⁵ A random examination of the material kept here took place in April 2022. Courtesy of the Hillebrand family, Villa Salgart, Merano.

- Placat der rheinisch-westfälischen Baufachausstellung zu Düsseldorf, in: Der Architekt, Vienna 1897, plate 4 (see text p. 3).
- Entwurf für eine Volkshalle, in: Der Architekt, supplement "Aus der Wagner-Schule an der Akademie der bildenden Künste Wien", Vienna 1897, plates 8, 9.⁶
- Entwurf für einen Buffet-Pavillon, in: Der Architekt, supplement "Aus der Wagner-Schule an der Akademie der bildenden Künste Wien", Vienna 1897, plate 9.⁷
- Entwurf für eine Kunst-Akademie in Dornbach bei Wien, in: Der Architekt, supplement "Aus der Wagner-Schule an der Akademie der bildenden Künste Wien", Vienna 1898, plates 10, 11.
- Aus Schloss Tratzberg in Tirol. Kreide-Zeichnung, in: Der Architekt, Vienna 1898, plate 59.
- Landhaus am Schreibwalde bei Brünn, in: Der Architekt, Vienna 1899, pp. 9, 11, plate 9.⁸
- Herrschaftliches Wohnhaus, in: Der Architekt, Vienna 1905, plates 106, 107, 108.



Landhaus am Schreibwalde bei Brünn,
Villa Anna und Josef Ludwig, in: Der Architekt

Alois Ludwig, Catalogue of Works (Jan. 2023)

- 1895/1896, Villa Anna und Josef Ludwig (Vila Anny a Josefa Ludwigových), Veslarska 228, CZ-637 00 Brno. 1899 published in "Der Architekt" as "Landhaus am Schreibwalde bei Brünn" (see above).⁹

⁶ See: Zednicek, Walter, Otto Wagner und seine Schüler, Vienna 2008, p. 19.

⁷ Ibidem, p. 20.

⁸ Realized in 1895/1896 as Villa Anna und Josef Ludwig (see also footnote 8).

⁹ See: <http://www.pruvodcebrnem.cz/vila-anny-a-josefa-ludwigovych> (15.2.2022). <http://www.slavnevily.cz/vily/brno/vila-anny-a-josefa-ludwigovych> (15.2.2022).

Ludwig Brothers, Catalogue of Works (Jan. 2023)

Munich/Bavaria¹⁰

Key works:

- 1911, Villa Schwann (demolished), Königinstraße, D-Munich¹¹
- 1911–1913, Villa Excellenz von Sauer, Franz-Joseph-Straße 1, D-Munich¹²
- 1915, Villa for Richard Strauss (project), D-Munich (or D-Garmisch?)¹³

In Munich-Bogenhausen the Ludwig Brothers acquired from the 1897 founded *Heilmann'schen Immobilien-Gesellschaft*¹⁴ several building plots to build (and to sell?) ca. 20 villas: Cuvilliéstrasse 16, 18, 22, 27, 29, 31; Innstrasse 4, 6, 8; Lamontstrasse 26, 30, 32, 34 and Possartstrasse 23, 27, 29, 31.¹⁵ Among them, representative residences the architects realized for themselves¹⁶, further:

- 1905–1907, Villa Wannieck for Friedrich Wannieck (1838–1919, Alois Ludwig's father-in-law)¹⁷, Möhlstraße 32, D-Munich (demolished after bomb damage during the Second World War).¹⁸
- 1907, Villa Stauffenberg for Lilian and Philipp Schenk von Stauffenberg, at the edge Höchlstraße-Möhlstraße, D-Munich. The building was heavily modified already in the 1920s.¹⁹
- 1913/1914, Villa for Thomas Mann (1875–1955, today: Thomas-Mann-Haus), Poschingerstraße 1 (today: Thomas-Mann-Allee 10), D-81679 Munich.²⁰ The villa, affectionately known as "Die Poschi," was the Mann family's center of life from 1913 to 1933. Severely damaged during the Second World War and later demolished, in its place there is a replica today.²¹



Villa Thomas Mann, ca. 1930, thomasmanninternational.com

¹⁰ The actual addresses and postal codes of the projects by the Brothers Ludwig in Munich and Bavaria is still to exam as well as how many projects the realized outside the Bavarian capitol.

¹¹ Photos, including those of interiors, with appropriate annotations, AM TUM.

¹² Photos of project and executed construction with corresponding notes, AM TUM.

¹³ Photo with corresponding note, but without location information, AM TUM.

¹⁴ https://www.nordostkultur-muenchen.de/biographien/heilmann_immobiliengesellschaft.htm (16.2.2022).

¹⁵ "List of works 1906–1917" by Johannes Ludwig. See: https://www.nordostkultur-muenchen.de/biographien/ludwig_alois.htm (16.2.2022).

¹⁶ "List of works 1906–1917" by Johannes Ludwig. https://www.nordostkultur-muenchen.de/biographien/ludwig_alois.htm (14.2.2022). https://www.nordostkultur-muenchen.de/biographien/ludwig_alois.htm (14.2.2022).

¹⁷ Friedrich Wannieck was an affluent industrialist ("*Prager Eisenindustrie*"). Details about his political career and his merits in terms of economic promotion of Moravia, his social and cultural activities, see e.g.: *Österreichisches biografisches Lexikon 1815–1950*, vol. 15, Vienna 2018, p. 485f. <https://www.parlament.gv.at/WWER/PARL/J1848/Wannieck.shtml#> (15.2.2022). https://en.wikipedia.org/wiki/Friedrich_Wannieck (28.1.2022).

¹⁸ https://www.nordostkultur-muenchen.de/architektur/moehlstrasse_32.htm (14.2.2022).

¹⁹ https://www.nordostkultur-muenchen.de/architektur/moehlstrasse_34.htm (16.2.2022).

²⁰ https://www.nordostkultur-muenchen.de/architektur/thomas_mann_villa.htm (16.2.2022).

²¹ [https://de.wikipedia.org/wiki/Thomas-Mann-Villa_\(M%C3%BCnchen\)](https://de.wikipedia.org/wiki/Thomas-Mann-Villa_(M%C3%BCnchen)) (16.2.2022).

Not yet further documented projects in Bavaria are the Sanatorium Wolf in Bad Wiessee, the Creditanstalt in Kreuth and the Sanatorium Dr. Mayr in Wildbad Kreuth.²² Among the photos in the collection of the AM TUM there are also references to a country house and an unrealized hotel (pension) in Garmisch.

Bolzano/South Tyrol

Around 1906/1907 Gustav Ludwig opened in proximity of the Villa Salgart of Friedrich Wannieck an office as master builder (Erzherzog-Ottostraße 5, Merano).²³ 1908, in the context of the Ludwig Brothers' success in the competition for the construction of the Kaiser-Franz-Joseph-Jubiläumsschule (today: Antonio-Rosmini-Schule) and a kindergarten in Bolzano-Gries, the joint branch of their office was moved to Bolzano-Gries.²⁴

With the Villa Pichler (Habsburgerstraße, today: Fagenstraße) they chose a well-known domicile for air health cures.

Soon after they opened a "Bau- und Architektenbureau" near the station of the Rittner Bahn as well as an office in the center of Bolzano (Sparkassenstraße 6).²⁵ The company was dissolved in 1922, even before the official "Italianization" of South Tyrol.²⁶

In course of the realization of projects in Bolzano, e.g. the Hotel König Laurin, there was sometimes close cooperation with the company Zimmerhackel & Quaiser, which also worked in architecture and construction from 1910 to 1920.²⁷



Hotel König Laurin, ca. 1950, Amt für Medien Bozen

²² <https://www.architektenlexikon.at/de/372.htm> (16.2.2022).

²³ See: Bozner Zeitung, 2.10.1908, p. 4. Here, Munich-Meran is still mentioned in relation with the locations of the Ludwig Brothers' office.

²⁴ Announcement of the registration of the company (since 30.4.1909) in the commercial register of Bolzano, company name: Brüder Ludwig. Bau- und Architekten Bureau in Bozen-Gries, see: Bote für Tirol und Vorarlberg, 19.7.1909, p. 8. Bozner Zeitung, 23.7.1909, p. 3.

²⁵ On the occasion of the office opening, several advertisements were placed, e.g.: Bozner Nachrichten, 21.4.1910, p. 16.

²⁶ The deregistration of the company took place in 1922, see: Fogli Annunzi Legali Prefettura Trento, 25.3.1922, p. 10.

²⁷ Otto Wenzel Zimmerhackl (biographical data unknown) was a master builder and Emil Quaiser (biographical data unknown) an architect. Announcement of the registration of the company (since 1.9.1910), company name: Zimmerhackl & Quaiser. Büro für Architektur und Bauführung, see: Bote für Tirol und Vorarlberg, 9.2.1912. The deregistration of the company took place in 1920, see.: Fogli Annunzi Legali Prefettura Trento, 16.10.1920, p. 7.

- 1906/1907 Villa Salgart for Friedrich Wannieck²⁸, Schallhofweg 2, I-39012 Merano, listed monument (villa and historical garden): Bp. 806 – Gp. 1241/1, BLR-LAB 5864 from 21.09.1987.
- 1908–1910, Kaiser-Franz-Joseph-Jubiläumsschule (today: Antonio-Rosmini-Schule) and a kindergarten, competition, 1. prize, Martin-Knollerstraße 7/5, I-39100 Bolzano-Gries²⁹, both listed monuments: BLR-LAB 2294 from 30.06.2008.
- 1909–1911, Hotel König Laurin, (today: Parkhotel Laurin, opening: 15.8.1910 resp. 1.3.1911), Laurin-Straße 4, I-39100 Bolzano³⁰, listed monument: BLR-LAB 4981 from 25.07.1977.
- 1919/1911, design of three villas on the Virgl commissioned by the banker and entrepreneur Sigismund Schwarz (1849–1919)³¹, I-39100 Bolzano.
- 1911, Katholischer Gesellenverein (Catholic Journeymen's Association „St. Josef“, project?), Goldgasse, I-39052 Caldaro.³²
- 1911, Bauernkellerei-Genossenschaft ("Farmers' Winery Cooperative"), I-39052 Caldaro (planned construction costs 82.500 Crowns/ca. 503.700 Euros).³³
- 1911, stations for the Gunt Schna cable car (project), I-39100 Bolzano-Gries.³⁴
- 1911, Conversion of a manor for Peter Sölva, I-39052 Caldaro.³⁵
- 1911, Dependence (conversion of a townhouse) of the Hotel Walther von der Vogelweide (with a facade design by Wilhelm Kürschner, 1869–1914) for Paul Christanell (vice mayor of Bolzano), Parkstraße, I-39100 Bolzano.³⁶
- 1911, Villa Thallinger, N. N., I-39041 Colle Isarco.³⁷
- 1911/1912, Hotel Wielandhof, later: Palasthotel Gossensass, I-39041 Colle Isarco³⁸, listed monument: BLR-LAB 2365 from 12.05.1986.



Hotel Wielandhof before completion, ca. 1912,
private collection, Colle Isarco

²⁸ About Friedrich Wannieck see footnote 16.

²⁹ Bozner Zeitung, 2.10.1908, p. 4.

³⁰ Schlorhauser, Bettina, Vom "Greifen" zum "Laurin": die Häuser der Familie Staffler in Bozen, in: Prey, Kuno et al. (eds.), L_111: Certi ospiti creativi/kreative Gäste: Workshop Laurin 1910–2021, Soveria Mannelli 2022, p. 37–54. See: <https://digi.ub.uni-heidelberg.de/diglit/innendekoration1911/0445/image> (26.1.2022).

³¹ Heiss, Hans, Sigismund (Siegmond) Schwarz, in: Österreichisches Biographisches Lexikon 1815–1950 (ÖBL), vol. 12, Vienna 2005, p. 4f. (online: https://www.biographien.ac.at/oeb1_12/4.pdf, https://www.biographien.ac.at/oeb1_12/4.pdf)

³² Südtiroler Volksblatt, 28.10.1911, S. 4. Der Tiroler/Der Landsmann, 3.8.1911, p. 4

³³ Volksblatt, 11.2.1911, S. 3. Der Tiroler/Der Landsmann, 3.8.1911, p. 4.

³⁴ Plans in the Villa Salgart. Courtesy of Thomaspeter Hillebrand, Villa Salgart, Merano.

³⁵ Der Tiroler/Der Landsmann, 3.8.1911, p. 4.

³⁶ Bozner Nachrichten, 18.8.1912, p. 3.

³⁷ Plan in the Villa Salgart. Courtesy of Thomaspeter Hillebrand, Villa Salgart, Merano.

³⁸ Innsbrucker Nachrichten, 11.7.1911, p. 5. Bozner Zeitung, 12.7.1911, p. 3.

- 1911/1912, Hotel Kalterer See Hof for Anton Theodor Röggl (construction costs 80.000 Crowns/ ca. 482.200 Euros), St. Josef am See 32, I-39052 Caldaro.³⁹ In 1914, the Ludwig Brothers bought the hotel from the bankruptcy estate of the brothers Anton Theodor and Karl Röggl for the "ridiculous price" of 32.000 Crowns/194.400 Euros. For comparison: The construction costs came to 100.000 Crowns/602.700 Euros.⁴⁰
- 1911–1913, Österreichische Kreditanstalt für Handel und Gewerbe commissioned by Sigismund Schwarz (see above), today: Generali Hauptagentur Bolzano, Waltherplatz 8, I-39100 Bolzano.
- Around 1912, corner pavilion to the Palais Campofranco, Waltherplatz 11, I-39100 Bolzano, listed monument together with the Palais Campofranco: BLR-LAB 4981 from 25.07.1977, MD from 19.12.1952.
- 1912, extension Hotel Holzner (today: Parkhotel Holzner, project), I-39054 Renon.⁴¹
- 1912/1913, Stadthotel (interior design with Marius Amonn, 1879–1944), Waltherplatz 21, I-39100 Bolzano, listed monument: BLR-LAB 4981 from 25.07.1977.⁴²
- 1913, 1913, magazine buildings, Sigmundskron, I-39100 Bolzano. Protected by BLR-LAB 4981 from 25.07.1977.
- 1914, 1914, Spar- und Vorschusskasse für Handel und Gewerbe ("Savings and Advance Fund for Trade and Commerce", conversion), Silbergasse 5, I-39100 Bolzano.⁴³
- 1914, Competition project for the construction of a pulmonary sanatorium in Palmschoss on the Plose near Bressanone, competition, 4. prize⁴⁴, Palmschoß 22, I-39042 Bressanone. Otto Wagner decided the competition in his favor.⁴⁵



Prager Eisenindustrie, Wien (2022)

Vienna

- 1912, Office building for the Prager Eisenindustrie for Friedrich Wannick⁴⁶, Am Heumarkt 10, A-1030 Vienna (together with Georg Roth?).

³⁹ Innsbrucker Nachrichten, 11.7.1911, p. 5. Bozner Zeitung, 12.7.1911, p. 3. Bozner Zeitung, 13.10.1911, p. 5. Bozner Zeitung, 26.08.1912, p. 4.

⁴⁰ Innsbrucker Nachrichten, 3.2.1914, p. 4.

⁴¹ Schlorhauser, Bettina, Berghotels 1890–1930: Südtirol, Nordtirol, Trentino: Bauten und Projekte von Musch & Lun und Otto Schmid, 2 vols., Basel 2021, here: vol. 2., pp. 243–245. Original plans at Parkhotel Holzner, Renon. Courtesy of the Holzner family, Renon.

⁴² Klein, Dieter, Münchner Maßstäbe, p. 78. Klein, Dieter, Die Einflüsse der Münchner Schule, p. 1158.

⁴³ Bozner Zeitung, 3.6.1914, p. 3.

⁴⁴ Bozner Nachrichten, 20.6.1914, p. 6. Historical photo of the project, AM TUM.

⁴⁵ See: Graf, Otto Antonia, Otto Wagner: Das Werk des Architekten, 2nd edition, Vienna 1994, p. 741. Historical photos, see Hotel Forestis, which is located on the site today: <https://www.forestis.it/de/hideaway> (18.3.2022).

⁴⁶ About Friedrich Wannick see footnote 16.

- 1913?, Residential and commercial building, Neustiftgasse 87, A-1070 Vienna (together with Adolf und Carl Stöger jun.).⁴⁷
- 1913/1914, Villa Petzold, Endresstraße 94–96, A-1230 Vienna.⁴⁸
- 1914, Grandhotel at the Kahlenberg (project), A-1190 Vienna.⁴⁹



Želešice (*Schöllschitz*) with the gymnasium in the foreground left, postcard, ÖNB AKON

Brno (region)

- 1910/1911, Turnhalle (gymnasium), CZ- 664 43 Želešice (*Schöllschitz*).⁵⁰
- 1911, Schulgebäude und Lehrerhaus (school and teacher's house, project), Svobody-Platz 5, CZ-664 42 Modřice (*Mödriz*).⁵¹

⁴⁷ Brüder Ludwig, Wohn- und Geschäftshaus Wien VII., in: Der Architekt, Vienna 1913, plate 134.

⁴⁸ <https://www.wpipe.at/web-portal/complex-description/0323075> (25.5.2022).

⁴⁹ Photo with appropriate annotations, AM TUM.

⁵⁰ See: Aleš, Filip, Architekti Alois a Gustav Ludwigové na Brněnsku aneb Návrat rodáků, online: <https://www.iumeni.cz/books/part/rise-umeni.pdf> (12.4.2022).

⁵¹ Ibidem.