



# REVVA B

Three thick, wavy, olive-green lines that curve across the page, resembling a stylized horizon or a field of crops.

CASE STUDIES  
Edeltraud & Georg Huber

## 1. INTRO

The Reiberhof in Aichen is today a favorite place for all kinds of events: Everything from club tours to weddings or band-rehearsals.

After six years of planning and two years of construction, the complex rehabilitation of the inherited farm was completed in 2010. For the official commissioning of the recreation, meeting and event venue, a festive evening took place, at the center of which was the ecclesiastical blessing of the newly created rooms and the building. What is nowadays here is the result of excellent work of all involved in the construction as well as good cooperation with planners and authorities. This created a win-win situation for both the region and the Huber family business.

Today, up to 66 people can stay there and provide themselves or through regional catering services.

<http://www.reiberhof.de>

## 2. PROMOTER PROFILE

- **Name:** Edeltraud & Georg Huber
- **Age:** 51/52
- **Gender:** Female / Male
- **Education:** Housekeeper, Farmer
- **Marital status:** Married
- **Number of children and children age:** 2 children (22, 19)



## 3. REUSED/VALORISED BUILDING

- **Address - to be used for the building location map:** D-86479 Aichen.
- **Reused/Valorised building type:** Stable, Barn, living space.
- **Reuse/Valorisation purpose:** Gastronomy / hotel service.

### Building description before reuse/valorisation

The history of the farm dates back to the 14th century. The today's Reiberhof was built in 1869, is almost 44 meters long and 13 meters wide. The interesting thing about the renovation of the protected Langhof was the original condition from the time of the edification. Already in 2002 it was considered what would happen with the Reiberhof and how such a large building should be used. The reuse began in March 2008. The surrounded space amounts to 5800 cubic meters and 1400 square meters of usable area.

### Building Pictures before reuse/valorisation



### Building description after reuse/valorisation

The Reiberhof is now operated as a recreational and conference center with overnight stays. Personal and social events can be held in the recreation and training room (formerly the cowshed) with a cultivated supply area. The rooms and kitchen of the former restaurant are designed for small parties. Thanks to the perfect construction of the craftsmen, as much old building substance as possible was preserved and only as much as necessary new substance created. This resulted in an excellent and coherent overall picture and the special charm of the farmstead was maintained.

### Building Pictures after reuse/valorisation





## 4. FARM DESCRIPTION

- **Address:** D-86479 Aichen.
- **Farm Area in ha:** 81 ha agriculture, 17 ha forestry

### Farm description before reuse/valorisation

The farm is a dairy farm typical for the region: dairy cattle with their own offspring, a predominant feedstuff from the grassland. The operation of the reused farm is separated from the farm.

### Farm description after the reuse/valorisation process:

The agricultural enterprise continues to operate unchanged after the conversion of this farm. The company is further developed. The aim is to preserve and further develop both the agriculture and the operation of the conference facility, with the aim of being able to transfer two independent, good sources of income to the two children.

### Farm pictures:



## 5. REUSE/VALORISATION PROCESS

The beginnings go back to 1993, when Family Huber inherited the court. They had a personal connection to the buildings and it was a matter of heart for them to develop something from the farm, which is in need of renovation: But what? And how can this be made profitable?

There should in no circumstances be any wrong investments. The family business therefore took time to consider and to build up financial reserves with the operation of agriculture.

Family Huber gained an important input through the exchange of entrepreneurs to entrepreneurs with a farmer who used his buildings for similar purposes. So confidence grew that such an offer was accepted by future customers. Also, that something like this could work in the rural area.

However, Family Huber did not want to invest easily and just a small part of something bigger. Together with the family, the authorities for the protection of monuments, agriculture and rural development as well as the involved planners, they invested a great amount of time in the planning. After two years of construction, they have a concept and building that fits perfectly.

### Threats/Challenges

Surroundings: Unfortunately, also such a project is not excluded from having problems. The environment and the neighbours do not always promote business development.

Start-up time / planning / construction time: this was a big challenge since the farm continued with all its labour. The effort was quite big.

### Main Training/Skills/Competences

- Endurance / Patience / Focus: In spite of some resistances, keep the focus on the basics.
- Entrepreneurial confidence and calmness: this is indispensable in such projects.

### Promoter advice

- It is important to have financial reserves!
- It would be better to wait some time, and plan prudently, before risking the existence with too much foreign financing!
- Focus on what is important!
- A good project is worth investing a lot of time!
- For us the community is central. We make agriculture. And WE run the Reiberhof. Alone



you reach almost nothing. The community is a strength!

## 6. CONSIDERATIONS, SKILLS/COMPETENCES INVOLVED IN THE REUSE/VALORISATION PROCESS AND QUERIES/QUESTIONS

### General considerations

It is important to plan without hurrying.

If all participants in the environment, as well as the relevant authorities, are involved from the outset and maintain good relations, then a project can create a win-win situation for all - company and region.

Special in this case - but also for smaller projects and smaller investment sums, it is worthwhile initially to generate sufficient financial reserves. This helps both in case of higher construction costs or also in case of longer construction time or longer start times after completion.

### Skills/Competences especially relevant for the reuse/valorisation process

- Prudent and factual entrepreneurial approach
- Courage
- Communication skills
- Thinking in generations

### Queries/Questions

- What can basically be made of the existing building?
- Does the intended use work at this location?
- Is there any comparable exploitation, and is there an open exchange with the entrepreneurs behind it?

## PARTNERS



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