
Using Archivist's Core Competencies in Building a Company Culture

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The Roche Historical Collection and Archive

- Founded in 1990 to centralise archives and collections
- Strong focus on the 100 year jubilee 1996
- After 1996 independent federal commission on the behaviour during WW2
- New positioning of the archive after management change in 2001
- Active role in the change management process
- The new role necessitated a novel approach to «history marketing»

Initial steps

- Guided tours of the collections and the company
- Exhibitions of artefacts from the collections open to invited members of the public
- Continuous revision of false facts
- Replacement of old publications on the history of the company
- By doing so re-introduction of a culture of open and honest debate

An example for guerilla tactics...

- Architecture plays an important role at Roche since the 1930s
- During the 1990s, the management stopped all activities related to the marketing of Roche's architectural heritage
- The archive nevertheless started to conduct architectural tours and to publish simple booklets on Roche's design tradition
- After a number of years, the company adopted the archive's open communication on architecture, even making architecture a focus of the company's CSR activities
- 2009 Roche even started a project for the recreation of historical interiors





Historische und moderne
Stadt von Rom

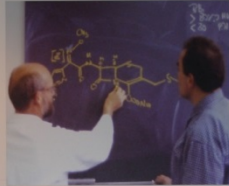


Schreibweise des Kultur
Erbes



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Von der Extraktion zur chemischen Synthese
 Das Wort *Synthese* bezeichnet die Zusammenfügung von zwei oder mehreren Bestandteilen zu einer neuen Einheit. Dabei stand der Einsatz pflanzlicher und tierischer Wirkstoffe im Vordergrund, da die wachsende Nachfrage nach Medikamenten in den 1920er Jahren nicht mehr mit aufwendigen Extraktionsverfahren und natürlichen Ausgangsmaterialien gedeckt werden konnte. Ab den 1930er Jahren trat die Extraktionschemie zunehmend zugunsten der Synthesechemie in den Hintergrund. Das 1921 eingeführte *Alford*, ein Beruhigungs- und Schlafmittel, war das erste synthetisch hergestellte Produkt von Roche.

The shift to chemical synthesis
 The word *synthesis* refers to a process of combining two or more components to make a new whole. By the 1920s, extracting drugs from plant and animal materials was no longer efficient enough to keep pace with rising demand, and drug makers were intent on finding alternatives. Synthetic chemistry provided an answer and from the 1930s onwards it steadily replaced extraction as the technology of choice. *Alford*, a sedative and sleeping medicine introduced in 1921, was Roche's first synthetic product.













Exhibition Concept Roche Basel 2023



Rooted in the Fabric of Basel

Building 2

Documentation history of the Roche site and site development reflected in art, also tackling fears and discussions taking place in Basel

Aerial views, topography models, touch screens on terraces

Traditionally Ahead of Our Time

pRed Center

3D still lifes as very large «Wunderkammer» built around specific themes important for Roche. About 8 very large showcases covering up to 30 m² of surface with historical laboratories, historical diagnostics devices etc Long-term investment cycles as a speciality of the pharma industry

Next to it will be an ultra-modern laboratory which allows a glimpse into the present of pharmaceutical research

In Connection with Mankind

Building 1

Historical objects displayed as «objet trouvé» in a minimalistic way, artefacts from the archives create an atmosphere like in a «white cube gallery»

Themes: Internationality, WHO essential medicines, pharmacy as a craft, Roche values (courage, integrity and passion)

Young Artists at Roche: Support of contemporary art and integration of the current collection strategy of the art collection

A Unique Company Culture

Building 21

New Objectivity Movement and the tradition of Roche: The foundations of pharmacy and the foundations of Roche

Historical archive as a show-room for VIP guests, inclusion of historical artefacts from the pre-industrial pharmacy into the historical administration building: Origins of Roche's business