

# Joachim Herz House

A Place for Transatlantic Dialog



JOACHIM  
HERZ  
STIFTUNG





# JOACHIM HERZ HOUSE

Atlanta, Georgia



## A Visionary's Legacy: The Joachim Herz House for Education and Research



In a world facing multiple crises, cooperation is crucial. The Joachim Herz House is a key hub for fostering essential dialog between the USA and Germany. Establishing this facility makes us an integral part of the academic and civic networks in the Southeastern United States.

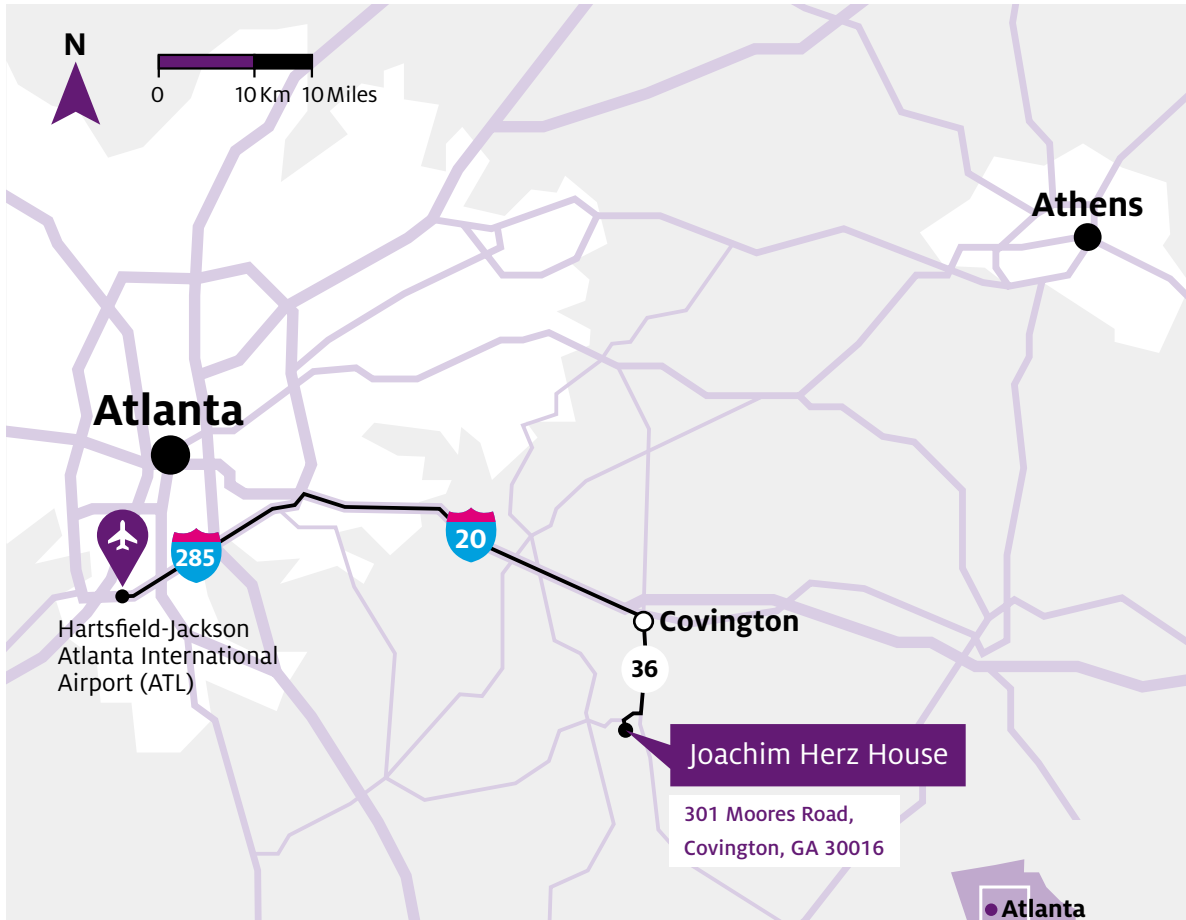
Our foundation's namesake, Joachim Herz, was a visionary entrepreneur who strongly believed that education, research, and science are the pillars of a free society and essential to fostering innovation. These beliefs, coupled with his enthusiasm for the United States, are the cornerstones upon which the Joachim Herz Foundation stands. To honor the legacy of our founder, we have transformed his farmhouse into a state-of-the-art learning center.

The Joachim Herz House offers a beautiful setting for formal conferences, casual workshops, and other meetings. Its comfortable and modern rooms provide the perfect environment to focus, while the attractive surroundings help inspire innovative thinking. As a non-profit organization, we offer this space rent-free. We invite you to experience the Joachim Herz House for yourself. Be part of this serene environment and work together with us.

A handwritten signature in blue ink, appearing to read 'Ulrich Müller'.

**Ulrich Müller**

Board of Directors, Joachim Herz Foundation



The Joachim Herz House is approximately a one-hour drive from both downtown Atlanta and Atlanta International Airport, depending on traffic conditions.

► From Covington:

Follow 278 NW. Turn right onto Pace Street. Cross Covington southbound and continue on to Highway 36 where you will see a sign on the right-hand side directing you to Moores Road. The Joachim Herz House will be on your left.



# Contents

▶ <b>Joachim Herz House</b> – A Place for Transatlantic Dialog	<b>4</b>
Meeting Rooms, Technology and Equipment	<b>5</b>
Building Plan	<b>6</b>
Sustainable Reconstruction	<b>14</b>
Little Springs Farm: 200 Years of History	<b>16</b>
Joachim Herz remembered by a Friend	<b>17</b>
▶ <b>Joachim Herz Foundation</b> – Our Mission and Focus	<b>18</b>

# Joachim Herz House

A Place for Transatlantic Dialog



The single-story ranch house dates back to the 1950s and features the bright, airy design typical of the mid-century modern style. The architectural firm overseeing the renovations of the property was tasked to convert the house as sustainable as possible.



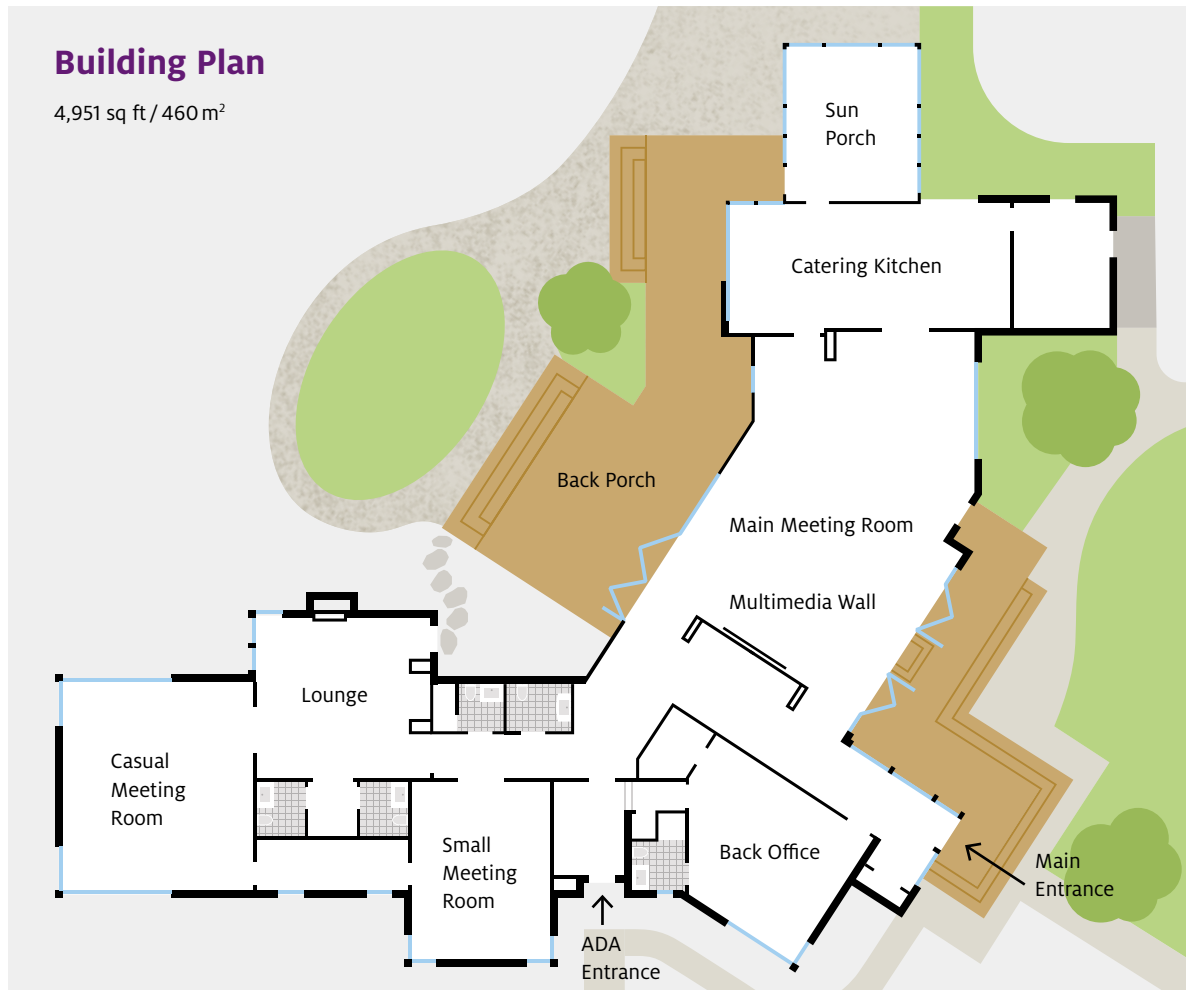
Main Meeting Room

## Meeting Rooms, Technology and Equipment

The Joachim Herz House is open to our project partners from both sides of the Atlantic, as well as regional non-profit organizations. Its flexible layout can accommodate up to 50 guests of all ages, including youth groups, students, and researchers. It is intended for day use only; if needed, overnight accommodations are available in nearby Covington.

The nearly 5,000 sq ft (460 m<sup>2</sup>) learning center incorporates the following:

- ♦ **Versatile Rooms:** The house has a main meeting room for up to 50 people and three group rooms for smaller sessions: casual meeting room (25 pax), lounge (10 pax) and small meeting room (10 pax), one back office and outdoor spaces.
- ♦ **State-of-the-Art Technology:** The facility features high-speed internet and Wi-Fi throughout, video conferencing capabilities, advanced audio-visual equipment, and is Click-Share compatible.
- ♦ **Comfort and Accessibility:** The house has full climate control systems, lockers for attendees' use and ADA-accessible facilities.
- ♦ **Catering Kitchen:** The kitchen features a warming oven, a commercial grade dishwasher, a large catering fridge, and is easily accessed by rolling food storage containers.
- ♦ **Outdoor Spaces:** 1,187 sq ft (110 m<sup>2</sup>) of surrounding patios and spacious outdoor seating areas offer a perfect setting for informal meetings and outdoor activities. ♦



The 50-person capacity main meeting room is the heart of the building. Folding patio doors connect the space seamlessly to the front and back porches, and the room can be configured into a number of functional layouts. A catering kitchen is directly accessible through a set of large pocket doors and a staff entry, ensuring minimal disruptions.





Furnishings in mid-century modern Scandinavian style reflect the building's 1950s origins. The modular furniture found here can be reconfigured into a variety of seating arrangements as needed. A passageway to the lounge next door can be left open to allow natural light to flow through or be closed for more privacy.



Main Meeting Room



Lounge



Casual Meeting Room



Kitchen





## Joachim Herz House

- ◀ The Joachim Herz House is located on the 2,700-acre Little Springs Farm. Built upon a slight elevation, the house offers visitors beautiful views of surrounding trees as well as Lake Petra (left) and Lake Achim (right). On the far left, you see the end of a runway and, largely hidden by trees, the hangar where Joachim Herz's private plane, a 1968 Fournier RF 4, is still stored. The old runway now serves as the new access road to the house while parking for visitors has been created around the hangar. With a bit of luck, you might see cattle and horses grazing in the meadow between the house and the lakes.



Some of Joachim Herz's furniture has been refurbished; the founder himself sat at this dining table.



The west-facing sunporch can be used as an additional meeting room and offers a great view of the sunset.



Have a coffee and make yourself at home. The house offers plenty of space and many cozy corners.



A natural environment stimulates creativity and innovation, helping participants think more freely and generate new ideas. With several porches and seating areas around the house, guests have the option to come together both inside and outside.

## Joachim Herz House



The house's distinctive reddish-brown bricks were removed, cleaned and re-laid.



We have preserved the site's old trees and used native species for the landscaping.



Old slate bricks have been shredded and repurposed for paths.

## Sustainable Reconstruction

The Joachim Herz Foundation is committed to environmental sustainability, and kept this principle in mind when choosing an architectural firm to oversee the renovation. Jones Pierce Architects designed custom solutions for us, and began renovating the house at the start of 2023.

Here's how we built a sustainable, collaborative space:

- ♦ 1950s-era windows, wiring, plumbing and insulation have been replaced with contemporary systems emphasizing energy efficiency.
- ♦ The renovation prioritized the reuse of the house's original building materials and, in cases where that was not possible, the use of locally sourced materials.
- ♦ Drinking water is supplied by a water processing system to avoid the use of plastic bottles.
- ♦ Newly installed solar panels provide enough renewable energy to power the house as well as one EV charging station.
- ♦ To avoid additional asphaltting, the property's 2,300-foot (700-meter) runway, originally built by Joachim Herz himself, has been transformed into the new access road to the house.
- ♦ The Joachim Herz House has been EarthCraft-certified by the Southface Institute. This ensures that the house benefits from improved indoor air quality while protecting natural resources. ♦





Solar panels supply the building's entire power needs: all energy used comes from 100 percent renewable resources.



Double-pane folding doors offer air circulation when open and boost energy efficiency when closed.



Guests use purified tap water supplied by a water processing system eliminating the need for plastic bottles.



During the renovation, emphasis was placed on sustainability by reusing the house's existing brick and utilizing granite stone sourced from nearby Elberton, GA. Plus, the building now features full-depth open-cell insulation in its walls and roof to keep hot and humid air out of the house's comfort-controlled interior.

## Little Springs Farm: 200 Years of History

**T**he Joachim Herz House is located on Little Springs Farm. Since being built on Muscogee land, the property has been used for cotton production and cattle. Learn about the area to enrich your understanding of the local heritage.

**1821** A Land Lottery was used to confiscate Muscogee land and redistribute it to immigrants to the United States. With the area repopulated by European immigrants and enslaved Africans, Covington was incorporated in 1821 as the seat of the newly-organized Newton County.

**1840s** The arrival of the railroad in the 1840s facilitated farming on a larger scale and provided access to markets for cotton, which rapidly became an important cash crop. Enslaved labor was an essential part of farming operations.

**1861–1865** In November 1864, the American Civil War came to Covington and the area was left looted and devastated.

**1870s–1930s** Georgia's farming economy declined significantly after Reconstruction. With the demand for cotton already in decline, by 1915, the boll weevil infestation had reduced cotton production by 75%.

**1942** Leslie Moore purchased the land. Moore cleared the fields and tied the red soil down with grass. He became a successful cattle farmer.

**1954** Moore built his family home on the site, today's Joachim Herz House.

**1961** After Moore died in 1961, the farm was run for another twenty years by his daughter Margie and son-in-law John Fuller until they sold up in 1981.

**Mid 1980s** Joachim Herz bought first parcels of farmland, which eventually amounted to 2,700 acres. In July 1991 he purchased the former Moore farmhouse.

**2008** The Joachim Herz Foundation was established in Hamburg, Germany, following the death of entrepreneur Joachim Herz. Little Springs Farm became the property of the foundation. The farm's fields continued to be used for livestock farming, but the house remained empty. In 2022, the foundation's board approved the conversion of the house into a learning center.

**2024** The former home of Joachim Herz is now a non-profit learning center. The rest of the property is rented out to a local cattle farmer or for timber business. ♦



Joachim Herz on a walk at „Lake Achim“, one of the lakes he created on the Little Springs Farm in Georgia.

## Joachim Herz remembered by a Friend

Interview with John Lundeen, longtime business partner and friend of Joachim Herz

### ► When did you start to work with Joachim Herz?

I met Joachim Herz as early as 1976 when he purchased his first US real estate investments. He seemed to like the Southeast United States and specifically Atlanta since both were experiencing the highest growth in the US.

### ► Why did Joachim Herz buy a farm in Newton County?

Little Springs Farm was initially acquired as an investment due to the appreciating value of farm property and timber land near Atlanta. By the late 1980's he started staying at the farm during his visits to the US since he enjoyed the open environment. He purchased adjoining land to the farm to maintain his privacy.

### ► How much time did he spend there and what did he enjoy doing?

During the last 20 years of his life, he spent around 2 to 4 months at the farm, especially in spring and autumn. He developed ponds and lakes and would also spend many hours walking through the farm, where he enjoyed the wildlife and nature. He also wanted the farm to be a working farm, so he raised cattle and planted merchantable timber. Additionally, he was a hobby pilot, and you can still see the runway on the farm. ◆

# Joachim Herz Foundation

## Our Mission and Focus

**T**he Joachim Herz Foundation, is one of the largest private foundations in Germany. It was established in 2008 in Hamburg, Germany following the passing of German entrepreneur Joachim Herz.

The foundation works at the interface between natural sciences and engineering as well as economics and vocational training. We believe that innovation and knowledge transfer are crucial for addressing the pressing issues of our time. We promote innovative, application-oriented research projects and support research on new materials

and resources to help bring climate-friendly applications to life. We also support talented trainees on their career paths by providing them with opportunities for international experience and the development of their personal skills. The foundation is also active in fostering the digital transformation of vocational training.

### Our Grants

When Joachim Herz passed away in 2008, the market value of his holdings was approximately \$1.43 billion (€1.3 billion). The foundation's capital is primarily in-



We are based in Hamburg, in the north of Germany. Our foundation headquarters employ around 80 staff members who manage operational aspects of our projects, the foundation's investments or events.



We have been sending trainees to the region with our “Azubis USA” program since 2014. They get the opportunity to do an internship or attend classes – for example at Kennesaw State University.

vested in a number of different companies, including Beiersdorf, the skin-care company. Other assets held by the foundation include a real estate portfolio in the USA and Germany, as well as a diversified securities portfolio. Since its establishment in 2008, the foundation has awarded more than \$ 216 million (€ 200 million) in grants. Our 2024 budget foresees expenditures of approximately \$ 54 million (€ 50 million) in our fields of activity.

### **Transatlantic Dialog from the Very Beginning**

Joachim Herz was unconventional and cosmopolitan, with a strong connection to the USA, particularly the Metro Atlanta region. He appreciated America’s can-do attitude and entrepreneurial spirit. Using these passions as a guide, the foundation is following his footsteps and has stayed loyal to this area. Through our funding, we support intercultural exchange and the development of transatlantic relations.

Our “Azubis USA” program, has been running for over ten years, making us pioneers in this field. This program gives trainees from Germany the chance to conduct internships at companies or attend our customized college programs in the USA. The program also helps to promote Germany’s highly regarded and successful vocational training system in the USA.

Through the programs “GATE” (German Apprenticeship Training Exchange) and “GAPP” (German American Partnership Program) we support exchange projects between schools. In addition, the “New Bridge Program” gives young professionals the opportunity to engage in interdisciplinary debates on transatlantic relations.

Our long-standing commitment to transatlantic collaboration has resulted in numerous connections with the Transfer and Innovation Ecosystem in Atlanta. As we continue to grow, we look forward to partnering with more organizations in the Southeastern USA with the aim of advancing science and education together.

### **Our Fields of Activity**

We are dedicated to fostering cooperation between research, business, and society and supporting individuals, groups, networks, and institutions. Key to our mission is facilitating innovation and the transfer of knowledge. Our work is divided into three main thematic areas:

#### **1. New Materials and Resources of the Future:**

This thematic field aims to help innovative scientific research transition from the lab to applied use by industry and society. Our funding brings new products and innovations to life.

#### **2. Entrepreneurship:**

Our programming here works to strengthen the entrepreneurial mindset of students, trainees, and scientists and encourage the transfer of innovative ideas from science to business for the benefit of society.

#### **3. Vocational Training and Digital Transformation:**

The programs in this area focus on the impact AI and digitalization are having on the work environment and seek to ensure that tomorrow’s skilled workers are well-prepared for the digital future.

In addition to these three areas of focus, our cross-cutting theme **Transatlantic Dialog** supports projects in these three areas, with an emphasis on exchange between Germany and the United States.

### **Work with us**

We believe that continuous dialog is essential, especially in times of multiple crises. We can only develop an understanding of the other side’s perspective by staying in contact. In the newly renovated Joachim Herz House, we have created a space that fosters this type of exchange. If your work intersects with one of our foundation’s focus areas and you wish to engage in transatlantic exchange, we would love to hear from you! ◆



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