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Sommario/riassunto	Industrial architecture has been described and dealt with as an "ideal modern type" in the discussion of the history of building like no other form of construction. This building task was to be realized in pure form in keeping with the demand for functionality and the absence of representative design additions. The discourse concerning modernism in architecture has in the meanwhile been suspended from the pure stylistic debate. In the case of industrial construction, however, such a differentiation has only taken place to a limited extent. Despite the theoretical prominence, its diversity often went unrecognized. The first true skyscraper in the capital city of Berlin was the so-called Borsig Tower built for the Tegel plant of the Borsig locomotive manufacturer. Based on this iconic structure, it will be demonstrated how industrial buildings with their pictorial reproductions that do not correspond to the canon of the avant-garde are nevertheless to be interpreted as an illustration of modernism. This study consequently does not focus solely on architecture but also in particular to the media-based staging of work, plant life and building culture. With the help of comparisons - for example with the competing Baldwin Locomotive Works near

Philadelphia and the Henschel plant in Kassel - it is possible to detect patterns within the creative self-representations of industrial enterprises that differentiate and expand the art historical discourse concerning modernist industrial architecture.

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