

VOL.1

OFFICE HEAD- QUARTERS

办公总部大楼 (上)

高迪国际出版有限公司 编

大连理工大学出版社

Dalian University of Technology Press

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冯驰 王丽升 赵子漠 王玉 译

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图书在版编目(CIP)数据

办公总部大楼:全2册:汉英对照/高迪国际出版
有限公司编;冯驰等译. 一大连:大连理工大学出版
社,2012.8

ISBN 978-7-5611-7057-1

I. ①办… II. ①高… ②冯… III. ①行政建筑-建
筑设计-作品集-世界-现代 IV. ①TU243.1

中国版本图书馆CIP数据核字(2012)第143462号

出版发行:大连理工大学出版社

(地址:大连市软件园路80号 邮编:116023)

印 刷:利丰雅高印刷(深圳)有限公司

幅面尺寸:240mm×320mm

印 张:32

插 页:4

出版时间:2012年8月第1版

印刷时间:2012年8月第1次印刷

责任编辑:裘美倩

责任校对:王丹丹

封面设计:张 琳

ISBN 978-7-5611-7057-1

定 价:480.00元(上下册)

电 话:0411-84708842

传 真:0411-84701466

邮 购:0411-84703636

E-mail: designbooks_dutp@yahoo.com.cn

URL: <http://www.dutp.cn>

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OFFICE

HEADQUARTERS

PREFACE

序言一



MASTERING SCALES IN THE CONSTRUCTION OF CORPORATE HEAD OFFICES

The main consideration in a corporate head office is that of a building which seeks to ally two scales: that of a haven to provide conditions of well-being, encourage exchanges within the different components that occupy it and, that of a recognizable object that testifies to membership of the same entity, that of the company.

To achieve this, 2/3/4/ Architecture gives attention to the symbolic values and function, to the two main means for planning humane establishments, the courtyard and the pavilion.

Through its introversion, the courtyard assists to develop places conducive to concentration, to meditation and the harmony of a community.

Through its detachment, the pavilion demonstrates independence, the specific, the measure of its originality.

The courtyard and the pavilion have given corporate head offices two characteristic typologies, on one hand the "atrium" and, on the other, the "tower" building.

For 2/3/4/ Architecture, it is not the opposition of these two types but, on the contrary, to evaluate the relations they can establish within the same composition. As such, a building is not a simple object but an environment for exchange. This is why our studies lead us today to the definition of a new corporate head office typology that we have named "ensemble" made through the conjugation of the qualities of both the pavilion and the courtyard.

The "ensemble" can tend towards a "campus" or a "layer" type planning form.

These orientations are the conclusion of two questions:

—First, the degree of interiority sought. Should it close upon itself or can it be open?

—Second, its relationship with the city. Is it necessary to protect from pollution? Or, should it contribute to vitalize the city by the energy within the building?

Furthermore, these questions refer back to density as the main constituent of the sustainable city. Architectural savoir-faire on the permeability of buildings is the only spatial knowledge that allows such alchemy to transform "density into intensity".

Of course, each corporate head office is unique. It should be made to measure and, if the typology is a determining element, the other essential constituent of well-being that should not be forgotten is the raw material that is always available—light.

掌握公司总部办公大楼建造的尺度

建造总部办公大楼时，要把握好两个尺度，第一，我们旨在打造一个避风港，可以让人们快乐工作和交流；第二，让人们通过相同风格的大楼来辨认出同一公司。

为了达成这个目标，法国 2/3/4 建筑事务所强调了象征性的价值和功能，在院落和亭台的建造方面，突出了人性化的考量。

通过它的内部，院落可以有助于形成易于集中注意力、易于沉思的办公场所，营造出团队的和谐。

通过它的独立位置，亭台展示了独立性、具体性和新颖的原创性。

院落和亭台赋予公司总部大楼两个鲜明的特点：院落即是“中庭”，亭台即是“塔楼”。

对于 2/3/4 建筑事务所来说，它并不反对这两种类型，正相反，它仅评价两种类型在同一建筑体内的关系。就建筑本身而言，它不仅仅是一个简单的物体，更是一个可以交流的环境，这也就是为什么今天我们的研究重新给出了总部办公大楼的定义，它是一个“合成物”，是通过院落和亭台相结合而形成的。

这个“合成物”倾向于“园区”或是“层”式的规划形式。

这种定位是基于下面两个问题的答案而确定的：

第一，内在化的程度。它应该一直关闭着还是可以对外开放呢？

第二，与城市的关系。有必要保护城市不受污染吗？或者，通过大楼的魅力能赋予城市更大的活力吗？

此外，这两个问题涉及建筑“密度”——可持续发展城市的主要组成部分。大楼通透性的结构设计是唯一的空间知识，可以将“密度”转化为“强度”。

当然，每一个公司总部办公大楼都是独一无二的，应该量体裁衣。如果类型学是一个决定性的元素，那另一个不应该被遗忘的建筑要素就是“光”这种原材料，随处可见。

2/3/4/ architecture

2/3/4/ 建筑事务所

序言二



办公大楼设计

这个题目看起来简单，甚至于无趣。那么，它究竟蕴藏着什么有趣的内容呢？

其实，它是我们当代生活中非常重要的一个部分。设计、行政、开发、行业以及财务管理几乎与每一项活动都息息相关。成千上万的人们在这些大楼里度过他们每天的大多数时光，数以千计的公司通过这些大楼在市场上来展示自己。城市的发展和面貌很大程度上依赖于这些办公大楼。因此，办公大楼的设计、其技术质量以及在城市结构中的位置，占据了我们生活中重要且振奋人心的部分。在建筑师眼中，办公大楼有两种类型，一种是可租赁的办公大楼，承租人不明确，另一种是为特定的集团和公司设计的总部大楼。

总部大楼的设计是一项更加艰巨的任务，大楼需根据具体的需求而建，并能体现出公司的形象。通常预算费用以及建筑设备的开销都是庞大的，最终可获得一个更高的品质。

可租赁办公大楼的设计在其他方面同样令人关注。最重要的是其易变功能的可变性和可实施性。设计一个既能满足小的承租人又能符合大公司要求的大楼几乎是不可能的，但只是几乎不可能。

大楼的核心架构、土地的面积、供应系统的可分离性，所有这些，都必须是明确的、均衡的。

在过去几年中，首要任务是节能的设计。市场要求开发商将办公大楼的节能效果达到最优化。新设计的大楼赢得 LEED 和 BREEM 的认证是很自然的事情，全球大型公司只会租赁这些有认证资质的办公楼。

这些都与大楼的外观相关。办公大楼玻璃式的外立面越来越封闭，也越来越复杂。

令人关心的是：建筑师和开放商在将来会采取什么样的方式建造大楼呢？

新的方式往往来源于现有建筑的经验和成果。

维卡尔与卢卡赤建筑设计工作室有限公司

OFFICE BUILDING DESIGN...

It seems simply, almost non interesting subject. What could be interesting in it at all? But in fact it is a very important segment of our world nowadays. Design, administration, development, profession and financial administration connect to almost every activity. Millions of people spend most of their days in these buildings, and thousands of companies demonstrate themselves by these buildings on the market. Operations and faces of the cities depends greatly on office buildings. Therefore the office building design, its technical quality and its place in the urban structure are an important and exciting part of our world. In the view of architect there are two types of office building. The first one is the rental office building, with unknown users, the other one is headquarters or office building for concrete groups and companies.

Designing of headquarters is a more greatful task. The building could be customizable for precise needs, and it could simbolize the company's image. Usually the budget, and the architectural devices are bigger, and finally a higher quality level could be reached.

Rental office building design is interesting in other aspects. The most important thing is variability, and handling of easily changeable functions. To design a building which serves different needs from many small tenant to one big company is almost impossible. But only almost impossible.

The cores, the depth of tract, the separability of supply systems, all have to be precise and proportional.

In the past few years the main task is the energy efficient design. The market makes the developers to optimize the energy efficient of the office buildings. Winning the certification of LEED and BREEM certificate systems are naturally in newly designed buildings. The leading companies of the world rent or could rent offices only in these certificated buildings.

All of these connects to the appearance of the buildings. The office building symbol glass facades are getting closer, and more sophisticated.

The interseting question is which are the ways for the architects and the developers in the future.

The new ways always come from the experience and the results of the existing buildings.

Vikar & Lukacs Architects Studio Ltd.

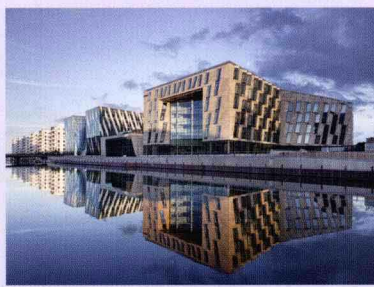
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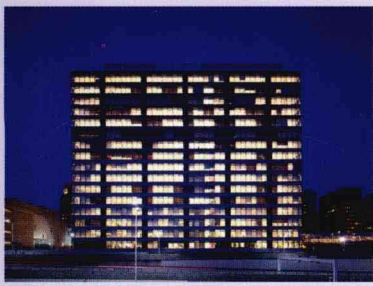


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MP09 HEADQUARTERS DER UNIOPT PACHLEITNER GROUP

Graz, Austria

ARCHITECTS

Daniela Gojic, Michael Gattermeyer and Brigitte Spurej-Jammerneegg

FIRM

GSarchitects ZT-GmbH

AREA

14,438m²





An architectonic punctuation at an exposed site of the city—a new and distinctive Entree to the city—a future oriented potential for development for the whole area.

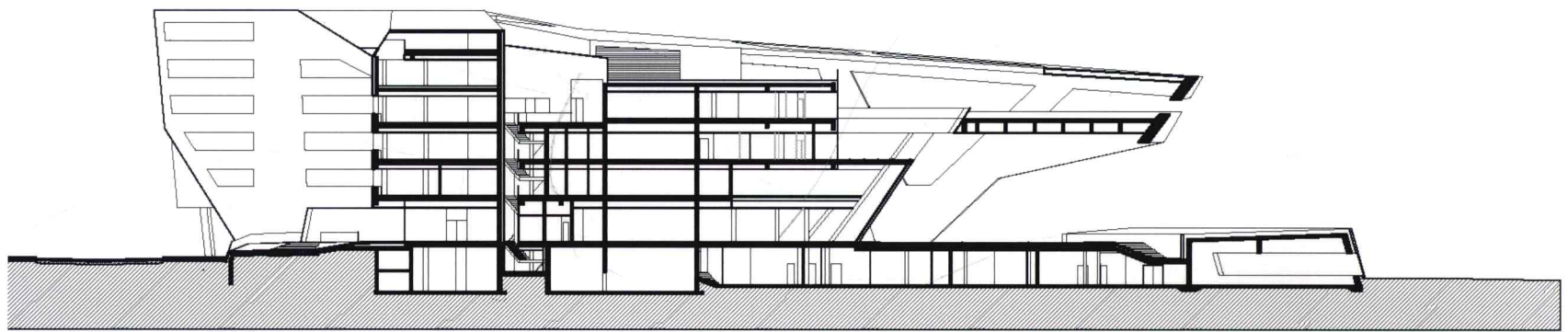
The office building MP09, named after the owner of the firm, Michael Pachleitner, also called Black Panther, was intended as a landmark to the city entrance of Graz.

In 2006 the Pachleitner Group, which specializes in the design and marketing of spectacles and jewellery and Wegraz, (Graz-based company for urban renewal and refurbishment), set up competitions for an office and hotel building, as well as a headquarters building with a wing to be rented out as a flagship store and restaurant. Both projects established 2006 at a 2-stepped competition among all together 9 offices decided unanimously by the jury. The architects derived from them the guiding idea of a crouching black panther, poised ready to spring, which provided a metaphor that accurately describes both building parts and which committed them to a goal: to create an appearance that would be both powerful and elegant. The main part of this provocatively conspicuous office building contains the headquarters of a local company designing eyeglasses and jewellery and distributing them worldwide.

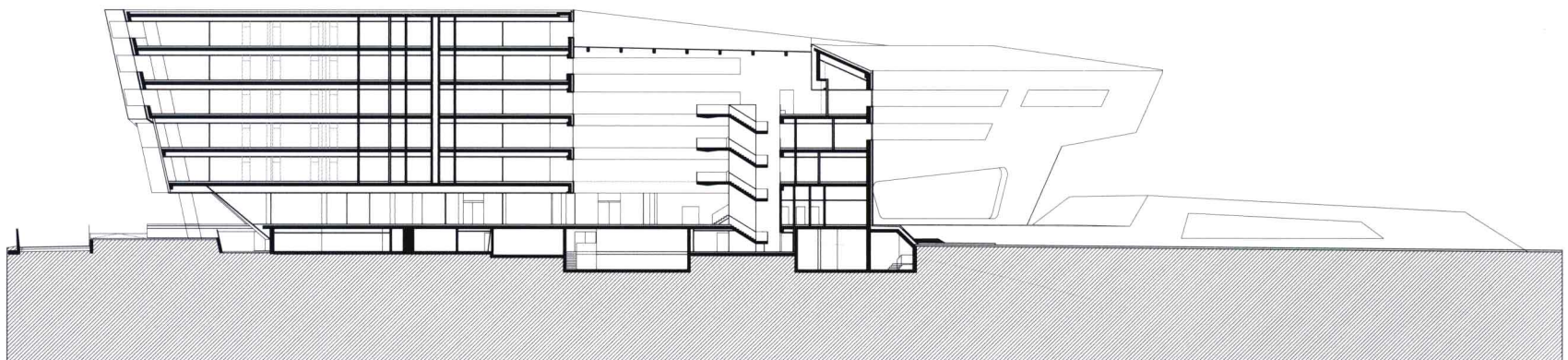
Its a hard-shaped sculpture covered with a black glass facade erected over a concrete base develops from a compact tail to a more and more resolving head cantilevering towards the city. The different directions of the building structure are retrieved in the inside structure of the spaces. From almost every position there are vistas through the whole building to the outdoor spaces. A special quality of the building evolves out of the individually designed technical solutions concerning the facade, partition walls, doors, staircases and many other components. Accurate details and few colors in various surfaces and materials define the interior. Even the whole furniture was custom-made by the architects and is consequently congruent to the architecture. The desired expression of concentrated tension and dynamism, amplified by long window strips, suits the company's philosophy that enabled a small family business from the post-war years to develop into a company of global reach.



河南城建 *212169062*



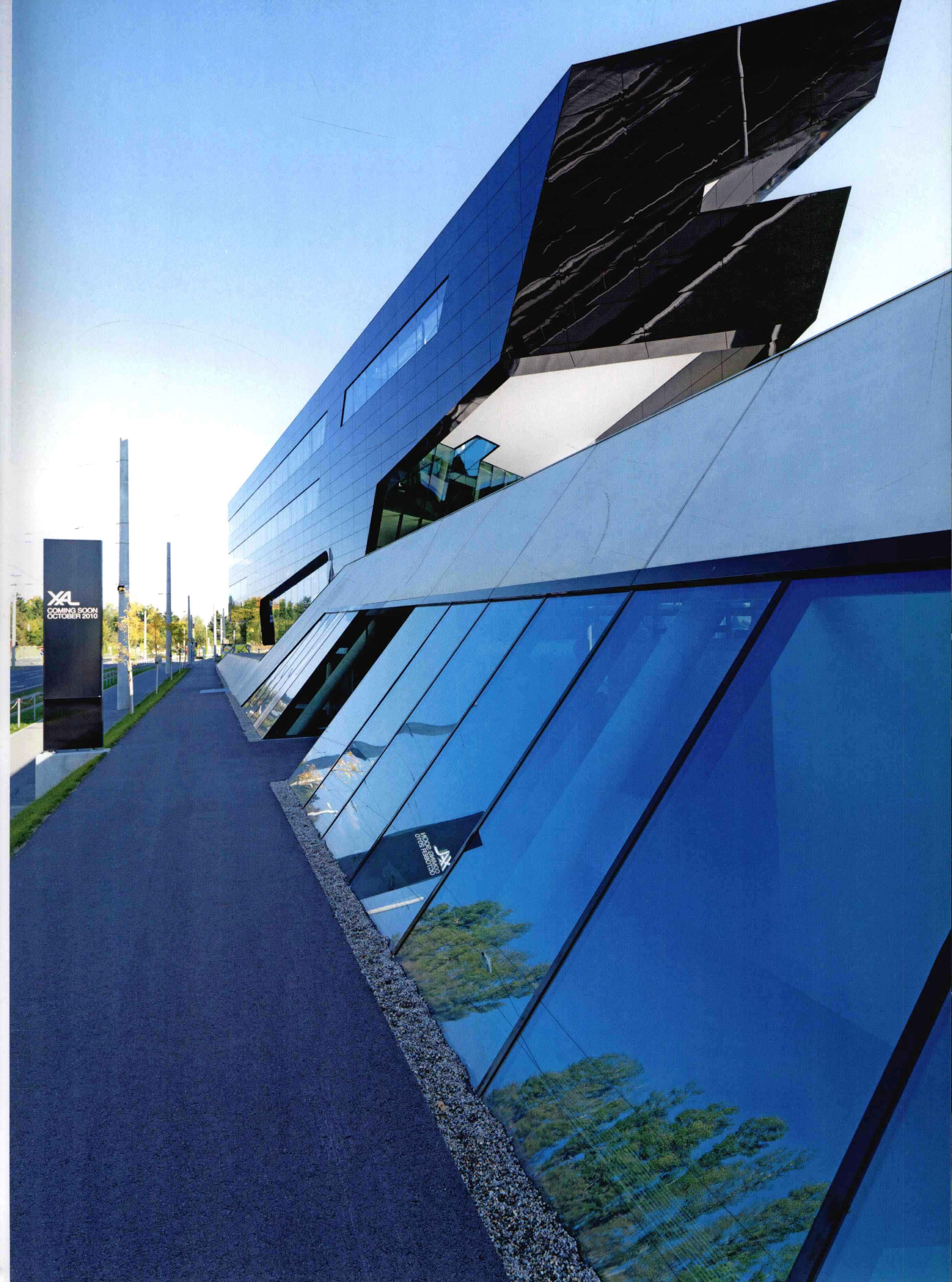
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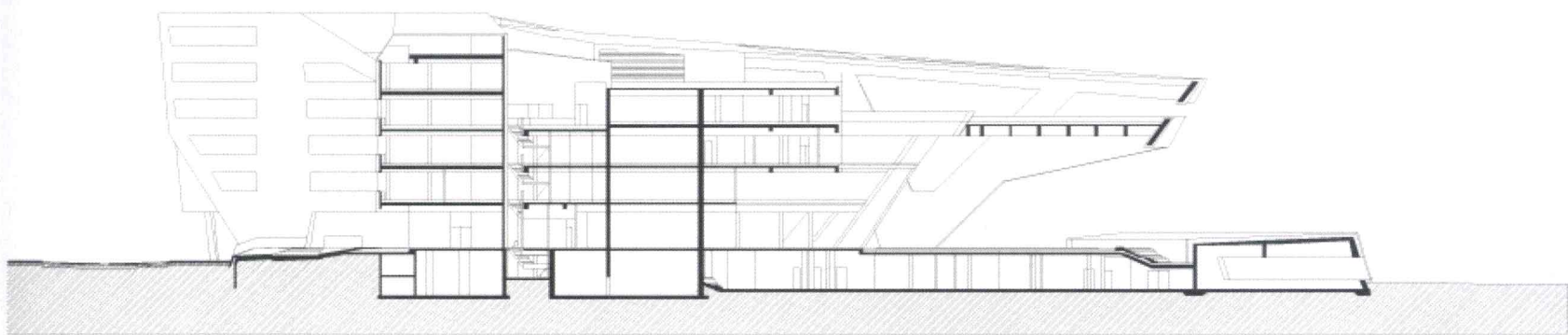
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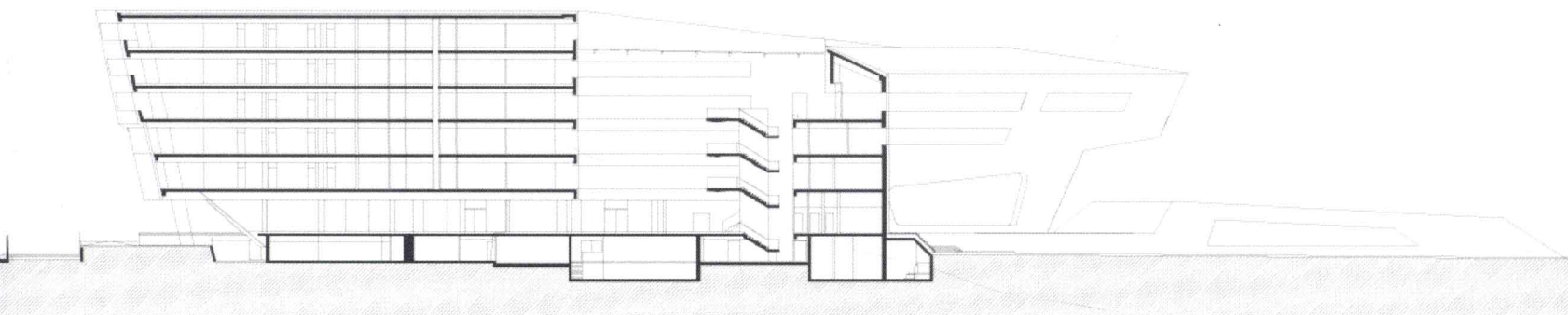
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Section A



Section E

