

HEADQUARTERS BASE

办公总部基地

高迪国际出版有限公司 编



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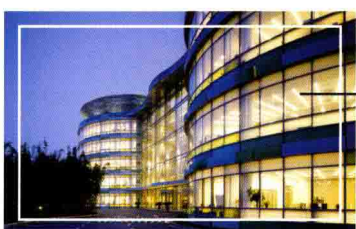
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HEADQUARTERS BASE

PREFACE | 序言一

Conditions at the workplace have changed in many ways over recent years. This applies to areas where manual labour mostly prevails as well as areas where office work is mainly performed. It is beyond dispute that nowadays a smaller workforce achieves a higher output more efficiently than ten years ago.

At the same time, companies are positioning themselves among global competition. This type of positioning also involves the so-called "emotional values". Self-proclaimed and practiced ideals are methods to address and commit customers, although they can also serve as a model to organize and perform work. Thus, the inner values also are especially important to personnel development. They represent the indistinguishable characteristics of a corporation, and enable emotional bonding with the company.

When architects are asked to design a building for a corporation, they have to accommodate the knowledge of values of a company into their design while also accounting for its urban, functional and constructional context. Architecture, in addition to creating a functional identity, can also convey a message and reflect the values of a company. This requires the planner to propose company-specific designs that must not be

dogmatic whereas the debate about the project-specific goals and visions of the principal should prevail.

Terms like communication, exchange of knowledge, openness and transparency are very important for designing the direct work environment. The routes the employees take every day must be regarded as an opportunity to promote an informal exchange of ideas. Rooms that invite people to indulge themselves in a planned or spontaneous discussion should be developed along such routes.

Many companies are committed to sustainable activity and have thus expressed to act responsibly when dealing with other people and the environment. This attitude also must be transferred to the buildings a company occupies. Here, the planning team also is responsible for providing a solution that will cater for the sustainable goals of a company. At best, intelligent architecture may be developed that expresses the desire and power of a company to strive for progress and innovation.

The book "HEADQUARTERS BASE" shows some selected projects where specific thinking about architecture and the modern working worlds has yielded new approaches in Corporate Architecture.

近年来，工作场所的条件在许多方面发生了改变，这一点无论是在以体力劳动为主的领域还是在以文职工作为主的场所都有体现。不容置疑的是，现在与十年前相比，人们使用更少的劳力就可以实现更高效的产值。

同时，各个公司都置身于全球竞争中，这种定位涉及到所谓的“情感价值观”。自我宣传和实践理念是面向客户和处理客户关系的好办法，同时也是一种组织和执行工作的模式。因此，公司内在的价值观对人员开发尤其重要。它们代表了一个公司不可缺少的特征，同时，增强了公司的情感联系。

当建筑师为一家公司设计建筑时，他们必须将公司的价值观融入到他们的设计中，同时，还要考虑到城市、功能和建筑的相互影响。一座建筑，除了自身的功能性以外，还要反映并传达公司的价值观。这就要求规划师所提交的公司设计不能武断教条，而应

该主要考虑到具体的项目目标和主要愿景。

在设计直观的工作环境时，沟通性、交流性、开放性和透明度这些因素是十分重要的。员工每天的必经路线可以看作是进行非正式思想交流的良好途径，因此，应该在这些路线的沿线设计房间，邀请人们沉浸其中，进行交流或是即兴讨论。

许多公司正致力于可持续发展的理念，因此，在处理他人和环境的问题上表现出负责任的态度。这种态度也必须在公司的建筑上得以体现。这样一来，规划团队还要负责提供一个解决方案，这个方案能够满足公司可持续发展的目标。最理想的情况是，通过精心设计的建筑，可以体现一家公司努力实现发展和创新的愿望与能力。

《办公总部基地》这本书向我们展示了一些精选的工程项目，项目中对建筑 and 现代办公空间的独特思考为公司建筑提供了新的视角。

CORPORATE ARCHITECTURE

公司建筑 Jürgen Steffens, JSWD Architekten, Cologne



PREFACE II 序言二

Today's world sees a marked renaissance in the representation and importance of architecture for commercial enterprise. From the years before the outbreak of WWII, right up until the 1990s, there was a period of relative reluctance to underpin commerce with architecture, dominated by a generic speculative development. Today, however, while development continues to be dictated by economic trends, there has been a paradigm shift. The worlds of culture and global production have rediscovered the importance of representing their own excellence. This shift is not simply a speculative economic reaction or insightful branding, but represents a new awareness of young talents seeking to create a tangible form, in recognition of and highlighting, the huge investments being made in scientific and industrial research. It represents the pride of a generation, committed to the quest for the highest quality.

The historical importance of the current challenge lies in creating images that represent the values of a society founded on the principles of modern democracy. Compared with the past, however, the variables related to the construction process are numerous and complex. The great ability to synthesize in our work lies in the capacity to find the balance between ambition, research and economics.

Just as children grow and learn, to discern and evaluate the

multitude of information they receive, our society must make a considerable effort to plan strategically for the future. In recent years, a new awareness and a sense of responsibility towards energy savings and our environment have emerged, leading us increasingly towards a harmonisation between ethics and aesthetics. Sustainability is achievable.

Ethics and aesthetics are values associated with the "genius loci". The ability of the architects to read and, through the project, interpret the natural and cultural context of a place, is part of their responsibility to be part of the healthy evolution of our society. By delving into the roots of the place and investigating its future needs, both known and unknown, architecture acts as the bridge between the DNA of a place and its future.

The construction of a new headquarters represents an opportunity to create a place that will have a positive and productive influence and stimulate the creativity of a company's executives and researchers. They in particular are called upon to respond to new challenges in transforming society, finding new relationships between ethics and aesthetics. Openness, intimacy, democracy and hierarchy can all be read from architecture. As companies and their technologies develop, as do their buildings. Architecture acts not only as the face of the company but also represents its values.

当今世界见证了建筑设计在商业企业中的代表性与重要性的复兴。从第二次世界大战爆发的前几年到 20 世纪 90 年代，受占主导地位的投机性发展的思想影响，在一段时期内，人们不愿意通过建筑设计促进商业发展。然而在今天，虽然建筑的发展仍然由经济发展趋势所引导，但是这一模式已经发生了转变。随着世界文化和全球化生产的发展，各家公司重新认识到展现自己卓越品质的重要性。这种转变并不仅仅是一次投机经济的反映或是引人深省的品牌，而是有才华的年轻人的新的意识，他们希望以一种有形的方式来彰显并突出在科学和工业研究中巨额投资的成果。它代表了一代人的骄傲和他们致力于对最高品质的追求。

当前这一挑战的历史意义在于它创造了新的形象，代表了一个建立在现代民主原则基础上的社会价值观。然而，与过去相比，建设过程中的各种相关因素是众多而复杂的，我们工作中要运用综合能力寻求理想、研究和经济的平衡点。

正如孩子的成长和学习一样，为了分析和评估众多所获得的信息，我们的社会必须

付出相当大的努力来战略性地考虑未来。近年来，节能和环保的新意识和责任感已经出现，使我们越来越关注寻求道德和美学的和谐。可持续发展是可以实现的。

道德和美学是与“当地精神”相结合的价值观。建筑师通过一个项目去解读、诠释该地区的自然和文化背景的能力，是他们对这个社会的健康发展所肩负的责任的一部分。通过深入研究该地区的渊源并调查其未来发展的需要，无论是已知的还是未知的，建筑都体现了一个地区历史的传承和未来的发展。

新总部的建设预示着一场机遇的到来，它将产生积极、富有成效的影响，并且激发公司高管和研究人员的创造力。在应对改造社会所出现的新的挑战中，尤其需要设计师去寻找道德和美学之间的新型关系，开放、亲密、民主和层次结构都可以通过建筑展现出来。随着公司与技术的发展，建筑也将随之发展。建筑不仅仅是公司的脸面，更要体现公司的价值观。

HEADQUARTERS: BUILDING VALUES

总部设计：建筑价值的体现

Davide Macullo Architects



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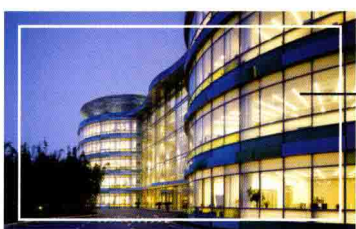
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THYSSENKRUPP QUARTER

蒂森克虏伯总部

■ **Architect:** JSWD Architekten, Cologne and Chaix & Morel et Associés, Paris
Client: ThyssenKrupp AG
Overall Planning and Project Management: ECE Projektmanagement G.m.b.H

■ **Floors:** 13 (Building Q1), 3 (Building Q2), 7 (Buildings Q5 and Q7)
Location: Essen, Germany
Area: 170,000 m²
Photographer: Christian Richters, Karl Huber, Michael Wolff, Günter Wett

The ThyssenKrupp Quarter consists of a cluster of individual buildings embedded in a green, tree-studded carpet. Linked by short paths and small squares, the buildings line a central ordering axis comprising a large water basin and the "Avenue of the Worlds". The aim was to create a quarter with a compact and homogeneous architectural appearance conveying a strong sense of unity. The campus is dominated by intricate facade structures of metal and glass. The floor-to-ceiling glazing reinforces the impression of openness and transparency.

The overriding design motif applied to all the new buildings on the campus is the "shell – core" principle. All buildings in the quarter are composed of L-shape elements enclosing a shared central space. This gives a clear alignment not only to the headquarters Q1 but also the forum building Q2 and the neighboring office buildings Q5 and Q7. There are two types of facade: one faces the central space, the other faces the exterior and is therefore responsible

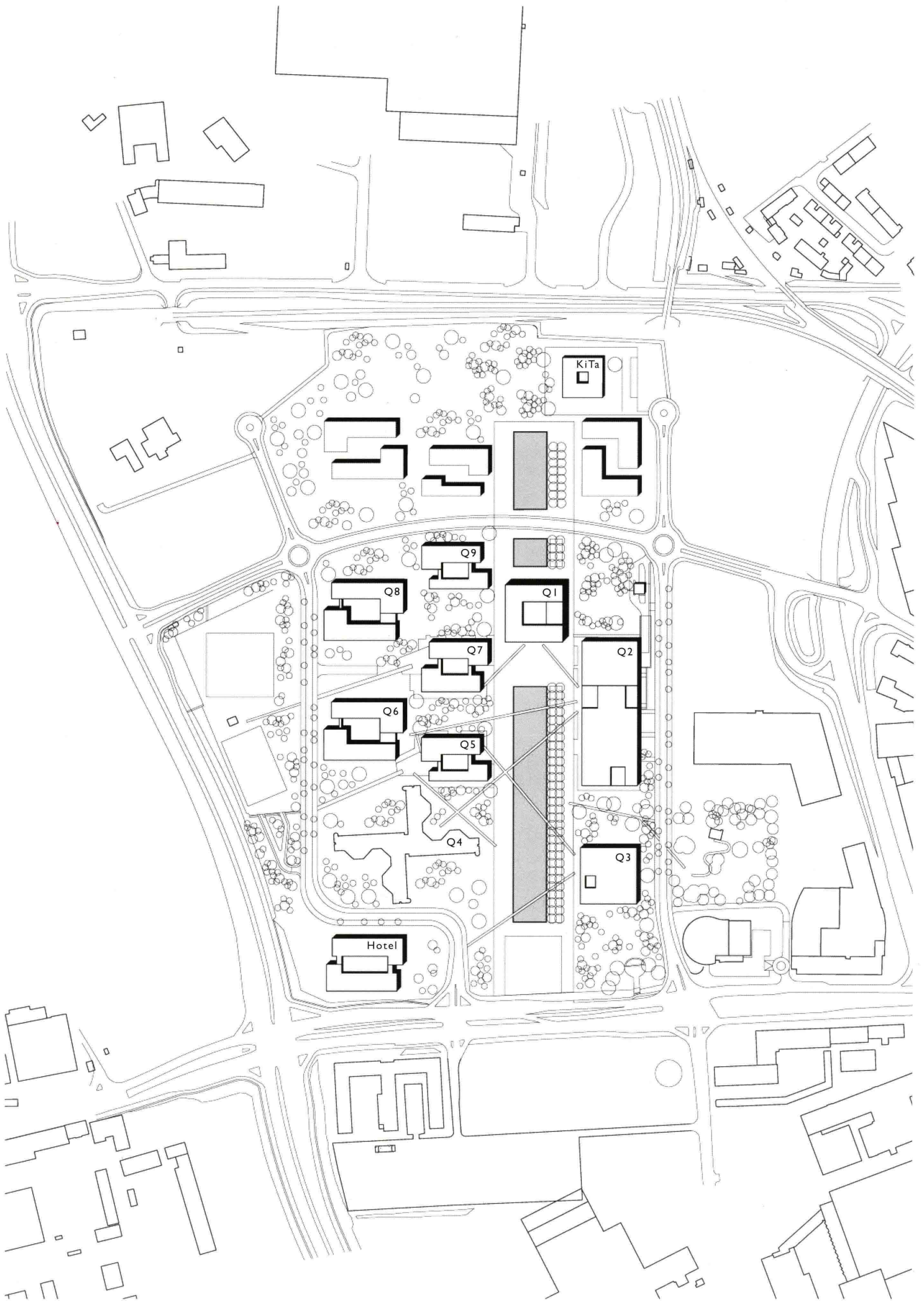
for the impact the buildings create in the surrounding area.

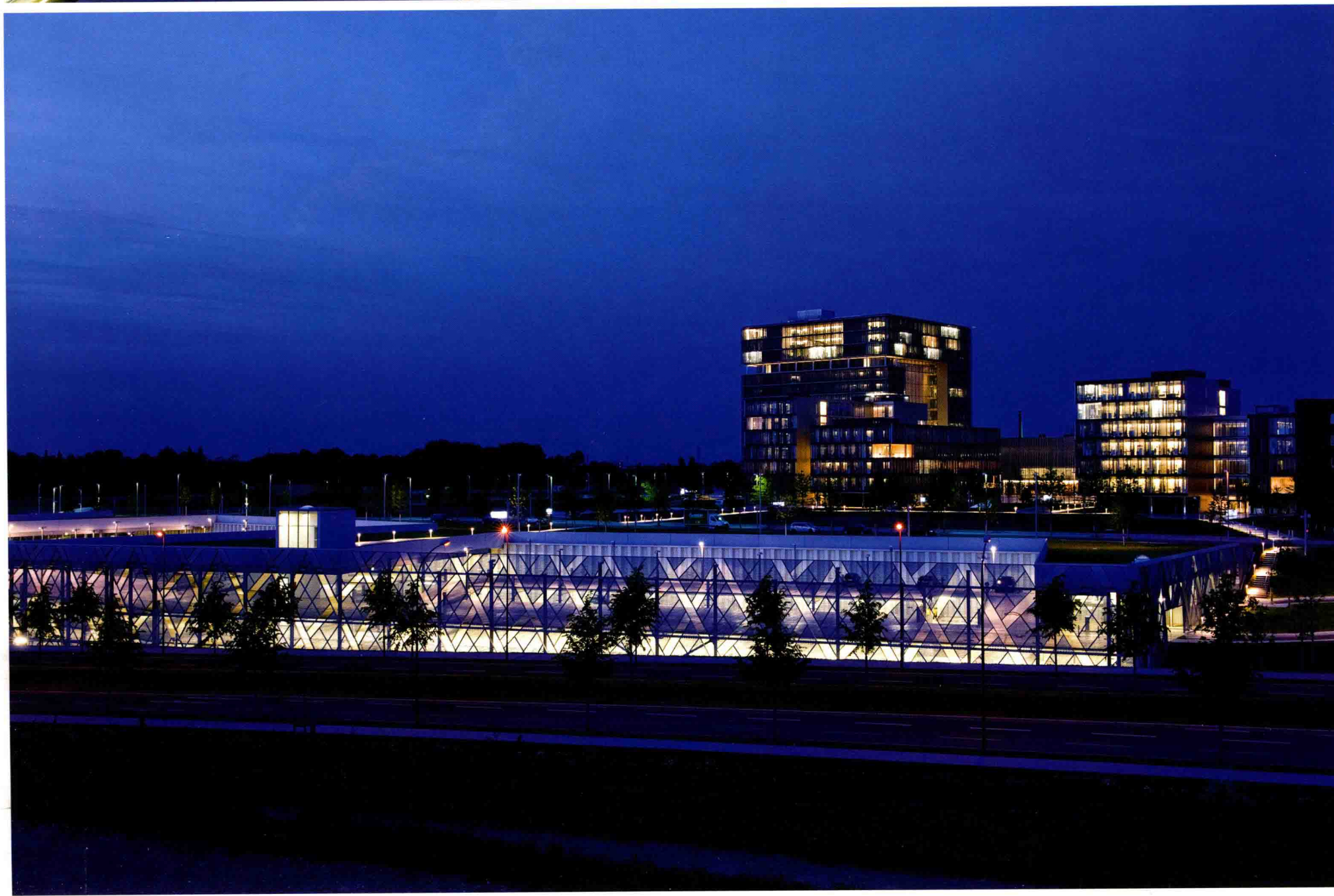
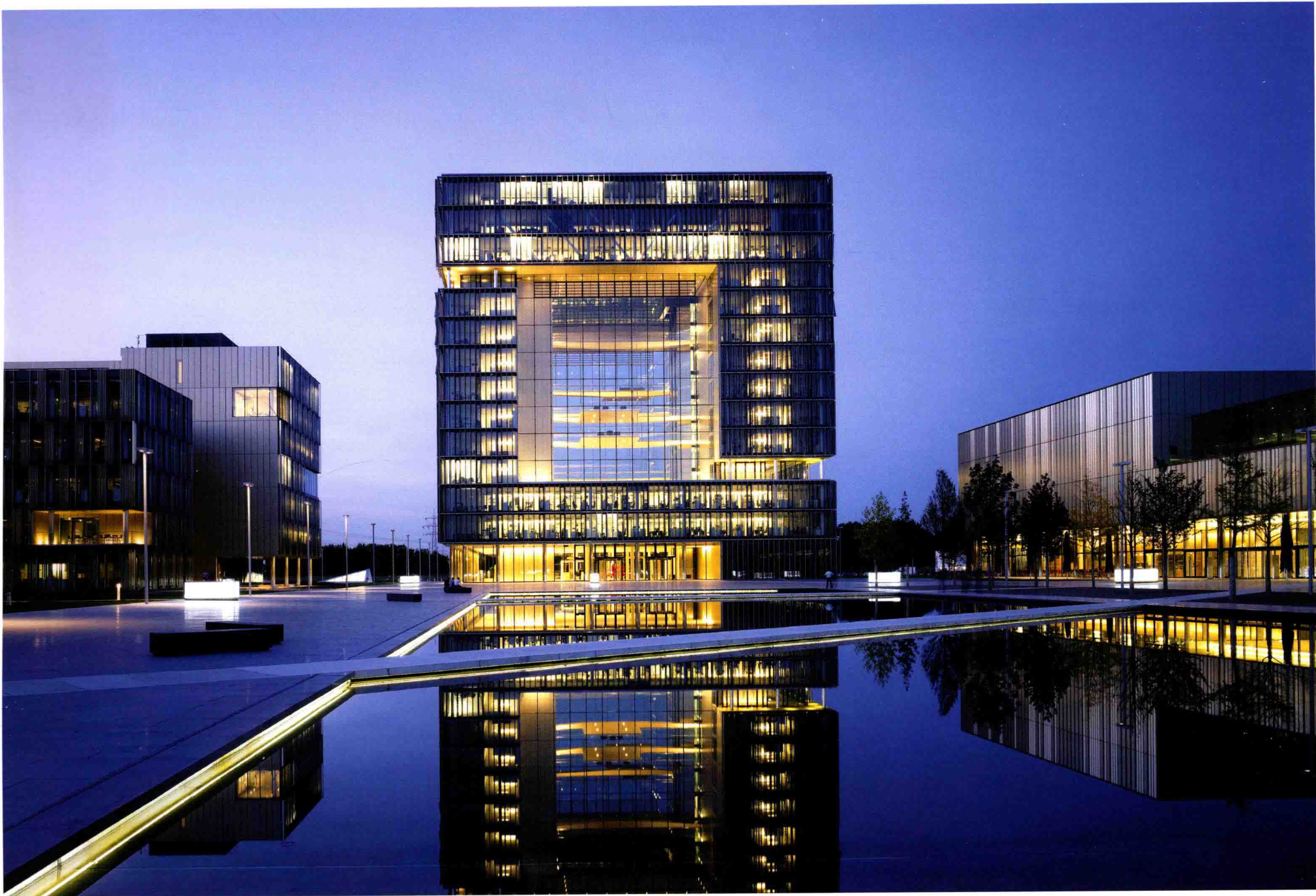
The building Q1 in the context of the ensemble, is the heart of the new ThyssenKrupp Quarter. More than 500 people will work in the cube-shaped building.

The building Q2 is the place for meetings, exchanges and project work. International project teams work in the Q2 forum, and this is also where the Group receives its guests. The main conference and events hall can seat up to 1,000 people. The building also houses the staff canteen and guest restaurant. And last but not least, the Q2 forum is the underground logistics hub for the entire ThyssenKrupp Quarter.

The sculpting of the building form is also a central design element in buildings Q5 and Q7. The two L-shape elements together forming one building are given spatial definition by recesses in the ground floor.









Q1 Schnitt BB

- 1 Foyer
- 2 Empfang
- 3 Lounge
- 4 Atrium mit Stegen
- 5 CoffeePoint
- 6 Grünzone / Panoramagarten
- 7 Terrasse
- 8 Suite Vorstand
- 9 Besprechungsraum

