

BEYOND
OFFICE

DESIGN V

办公室设计V

深圳市艺力文化发展有限公司 编



华南理工大学出版社
SOUTH CHINA UNIVERSITY OF TECHNOLOGY PRESS

INSIDE/OUTSIDE

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ARTPOWER

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Many tempers come together in one area called "office". Dozens if not hundreds of people with different ambitions and desires come here, and one of the main tasks an architect and a client work on is to do their best to ensure that a job will be done in a comfortable environment. The more convenient the working space, the better the time employees have there, the better the output of their work is.

As architects we find it very appealing that companies go for individuality. Now every project has become an opportunity to create a one-of-a-kind space that reflects a company's business, becomes its brand identity and the best possible working place for a team. More and more companies recognize that apart from a workplace, meeting rooms and utility rooms their staff needs places for so called random meetings. Places where an interesting idea may come up, and where impromptu brainstorming will take place. Informal setting of such places allows one to unwind and catch a break and then proceed to work with renewed vigour. With increasing frequency we create offices with game zones, porches, several coffee-points, and small spaces for phone conversations or meetings, where employees can contemplate in peace and unwind or vice versa – discuss things on the fly. It is more common now that we start out from the needs of teams, and we see more often that businesses care

for their staff as much as for their clients. This trend allows creation of interesting creative spaces, unlike unchanging offices of the past. We are curious to know what the years to come will bring, but for some of our clients the future has already come today!

Amir Idiatulin,
CEO IND Architects, IND Office

性情各异之人聚集在一处，名为“办公室”，这是千百位抱负与追求不同之人相聚的地方，因而建筑师和客户的主要任务是全力以赴，打造舒适宜人的工作环境。往往办公空间愈舒适，职员会拥有愈快乐的工作时光和愈高的工作效率。

企业越来越追求个性化，这何尝不引起建筑师的关注。如今，每个项目都意味着一个创造独一无二空间的机会，来体现客户的公司业务、树立品牌形象，为其团队打造最好的办公空间。越来越多的公司也认识到，仅拥有办公室、会议空间及储存空间是远远不够的，职员也需要自由会谈空间，这正是有趣的想法诞生和即兴头脑风暴进行的地方。这类空间中非正式的布置有利于人们放松和休息，抖擞精神继续工作。越来越多的办公室中加入了游戏区、门廊、咖啡区以及其他谈话空间和小型会议空间。此外，还有可供职员静心思考、休息或进行激烈讨论的地方。时至今日，从团队的需求出发来开展设计工作也越来越常见。我们也发现，企业对职员的关注已不亚于对客户的关注。在这种趋势之下，打造更多富有创意的趣味空间已成为可能，它们与以往一成不变的办公室完全不同。我们好奇未来会发生什么，但对有些客户来讲，未来已经成为现在。

Amir Idiatulin,
CEO IND Architects, IND Office

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Innocean 欧洲总部
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- 410 Contributors
设计师名录

Velti Headquarters

Velti 总部

Architects and Interior Design Agency: AECOM

Architecture Project Team: Michelle Ives, Associate IIDA, LEED AP – Firm Principal / Partner in Charge, Allard Kuijken, LEED AP – Associate Principal, Kelly Capp, Associate IIDA – Senior Associate

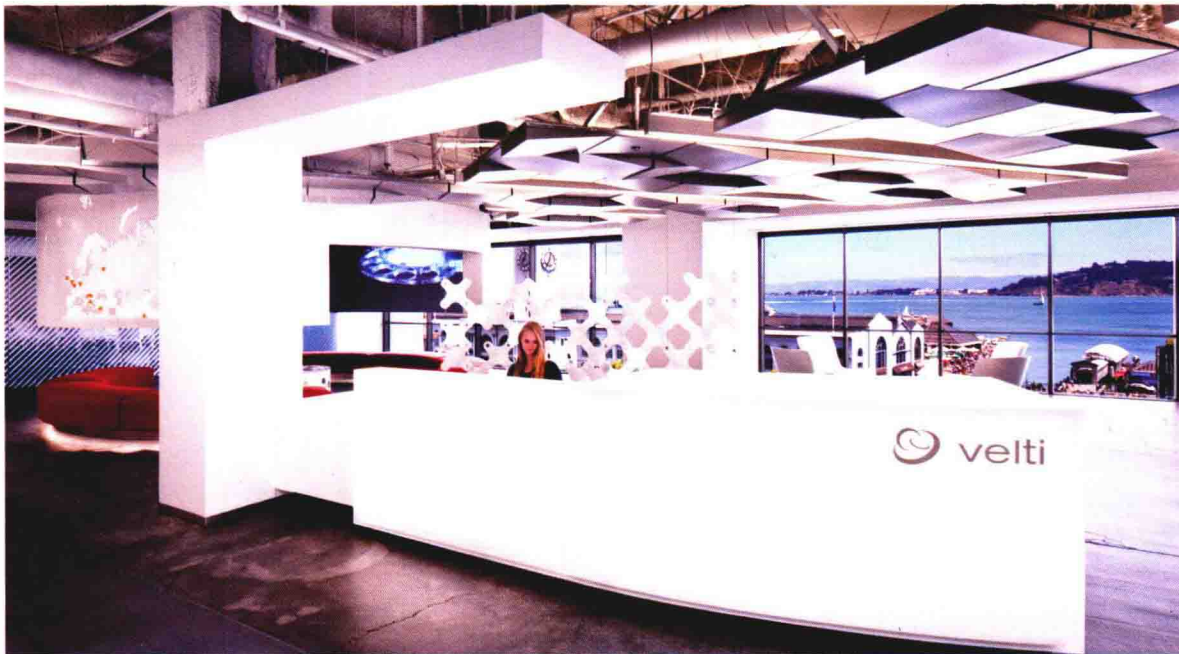
Interior Design Project Team: Michelle Ives, Associate IIDA, LEED AP – Firm Principal / Partner in Charge, Allard Kuijken, LEED AP – Associate Principal, Kelly Capp, Associate IIDA – Senior Associate

Client: Velti mGage

Location: San Francisco, CA, USA

Area: 3,530 m²

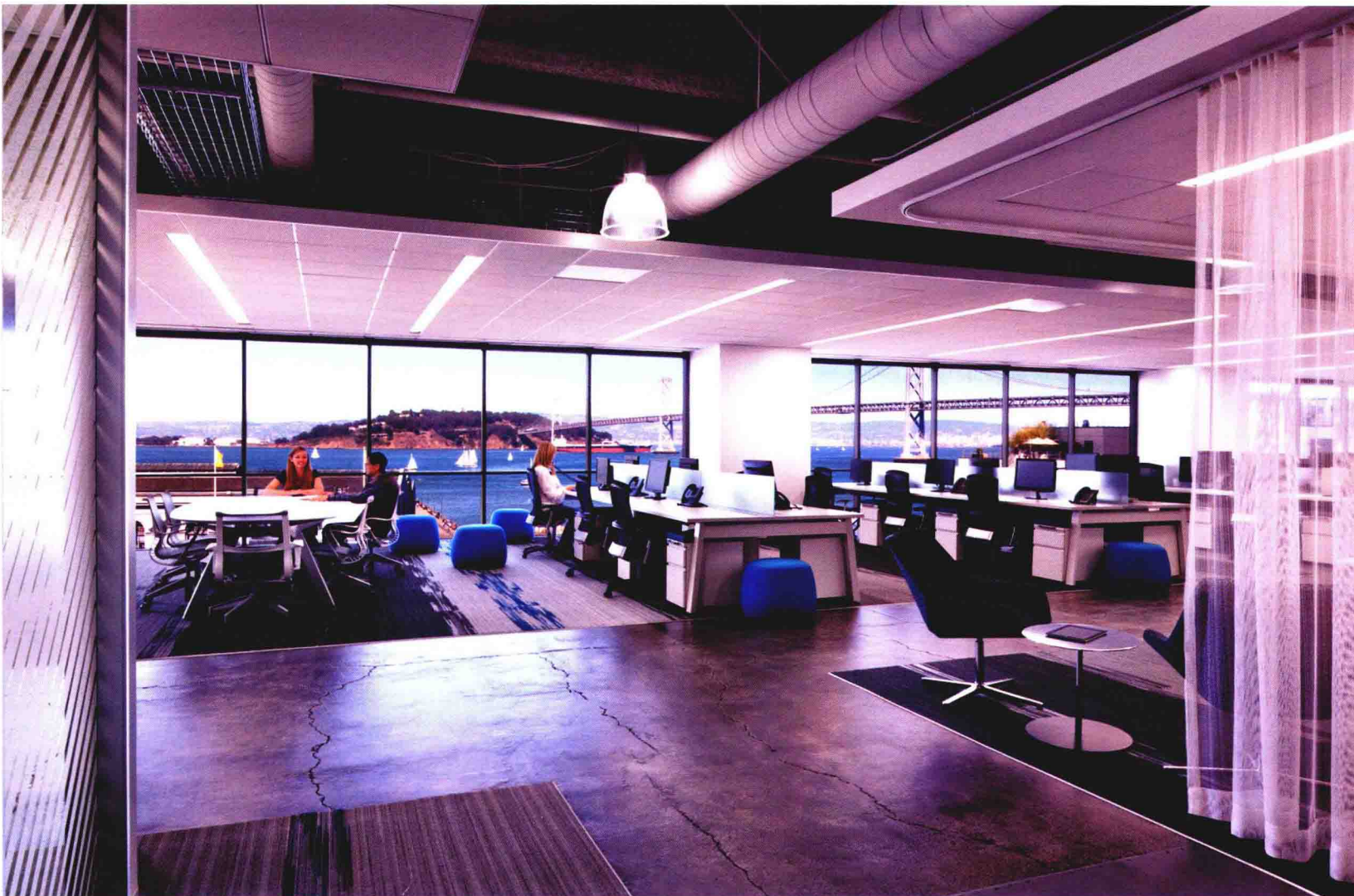
Photography: David Wakely Photography









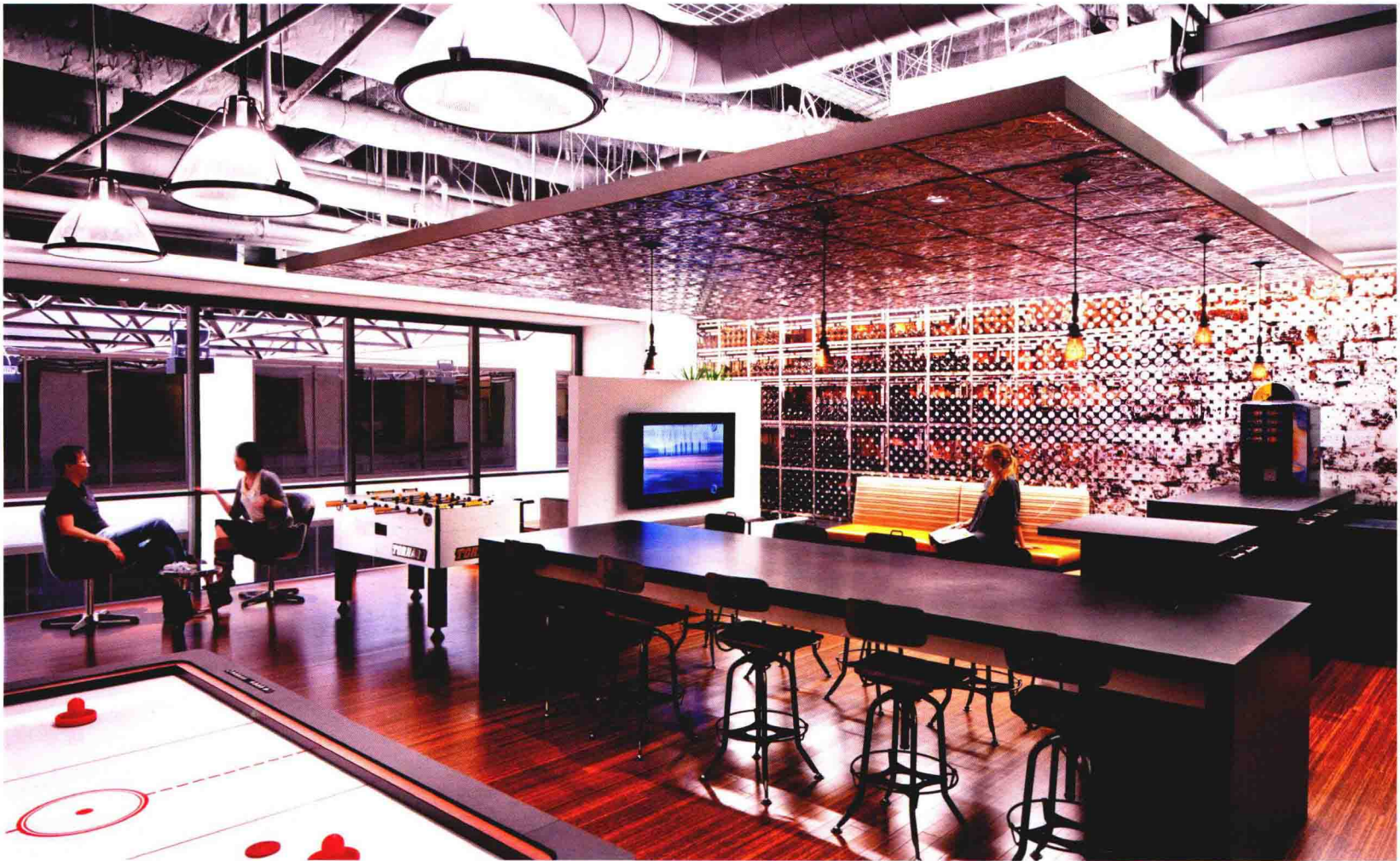
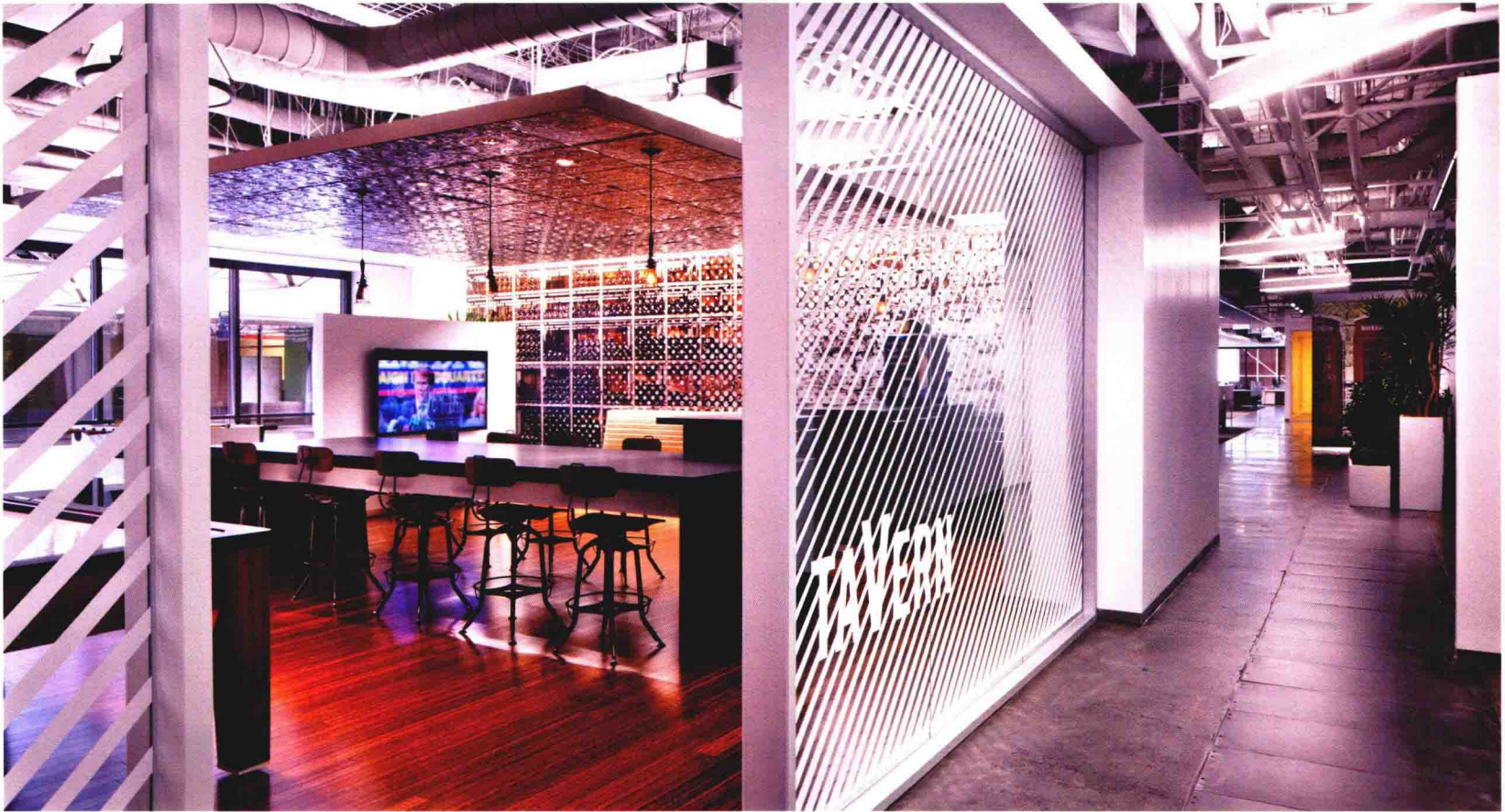


Velti, a leading global mobile marketing and advertising firm, wanted their new headquarters to redefine the dynamics of the modern workplace. This meant creating a workspace that gives its employees flexibility in how they work. Located on the sixth floor of the Steuart Tower in San Francisco's Financial District, this new 3,530 m² headquarters offers expansive views of the Ferry Building and San Francisco Bay and is filled with common areas designed to accommodate a variety of interactive working situations. The look and feel of the workspace supports Velti's 200 employees and their broad range of preferred work styles. The program includes offices, dining facilities, exhibition and public gathering space as well as an employee recreation lounge – the Tavern – which houses a video arcade, photo booth, bar, and game room. Small tables for intimate conversation, large tables for large formal meetings, stadium seating for company meetings, and moving

partitions all create a workplace that encourages individuals to work in a manner to best suit their needs. With carefully attuned circulation, retractable walls, ample natural light, formal and informal workspaces – the office has a sense of being a physical social network. Meeting, social and work spaces are laid out in a clever departmental neighborhood system that allows marketers, engineers, executive directors, IT, product developers, and in-house counsel to work separately or independently as desired. A clear aesthetic language defined by consistent color, graphics, furniture, and finishes, separate each department and provide a sense of individuality for each respective group. All the neighborhoods are linked by exposed concrete floors, open and layered ceilings, custom super graphics, and predominant textures and graphics that run throughout the headquarters and set the tone for a workplace that values collaborative creativity.

Velti 是全球领先的移动营销和广告公司。该公司希望新总部能重新诠释现代办公空间动力学，这就意味着为员工创造一个灵活的办公空间。新总部设在旧金山金融区斯图尔特大厦的第6层，面积约为3 530 m²，其位置优越，视野开阔，能观赏到轮渡大厦和旧金山海湾的风光。空间内包含了各种公共空间，适合各种互动工作场合。办公空间的外观和触感不仅迎合了 Velti 公司的 200 名职员品味，还能适应各种各样的工作模式。该项目涉及办公室、餐厅设施、展厅、公众聚集空间和职员休闲区（也叫做酒馆，内设电子游戏室、照相亭、酒吧和游艺室）。空间内摆放的小桌子适合亲密的交谈；大桌子适合大型正式会议；露天阶梯空间适合举行公司会议；移动分区则

最适合单独工作。精心规划的流通线路、可伸缩墙、充足的自然光线，以及各种正式和非正式工作空间，使得办公室成为了一个有形的社交网络。会议、社交和工作空间的布局十分巧妙，就像一个分部的领域体系。营销人员、工程师、执行董事、IT 人员、产品开发和内部法律顾问都可以在这个体系中单独工作。色彩、图案、家具和墙饰组成了清晰的美学语言，将每个部分分隔开来，赋予每个团队个性。而裸露的混凝土地面、多层次开放天花板、专门打造的超大图案以及醒目的纹理和图形，贯穿了整个总部，并将各个部门连接起来，为这个重视协作和创新的办公空间奠定了基调。



Innocean Headquarters Europe

Innocean 欧洲总部

Design Agency: Ippolito Fleitz Group GmbH

Project Team: Andrew Bardzik, Anke Stern, David Schwarz, Frank Peisert, Sebastian Tiedemann, Yuliya Lytyuk, Gunter Fleitz, Peter Ippolito, Daniela Schröder, Tim Lessmann

Client: Innocean Worldwide Europe GmbH

Location: Frankfurt, Germany

Area: 2,800 m²

Photography: Robert Hoernig

