

VOL. 2

# OFFICE HEADQUARTERS

## 办公总部大楼Ⅲ（下）

高迪国际 HI-DESIGN PUBLISHING 编

张华慧 孙璐佳 吴茉 译

PGE

GUANGXI NORMAL UNIVERSITY PRESS

广西师范大学出版社

VOL.2

# OFFICE

## HEADQUARTERS

### 办公总部大楼Ⅲ（下）

高迪国际 HI-DESIGN PUBLISHING 编

张华慧 孙璐佳 吴茉 译

广西师范大学出版社

· 桂林 ·



# CONTENTS

目录



008

## RABOBANK OFFICE CAMPUS UTRECHT

乌得勒支拉博银行办公大楼



024

## OFFICE PARK FOR WISON HEADQUARTERS

惠生总部办公园区



036

## ALLIANZ HEADQUARTERS

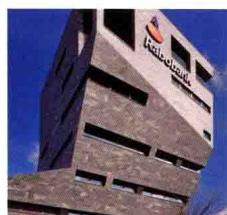
安联总部办公大楼



054

## FKI TOWER

韩国工业联合会大楼



070

## KENNISCENTRUM RABOBANK

肯尼森特拉姆的拉博银行大楼



082

## ESO HEADQUARTERS EXTENSION

欧洲南方天文台总部扩建楼



092

## BELARUSIAN POTASH COMPANY HEADQUARTERS

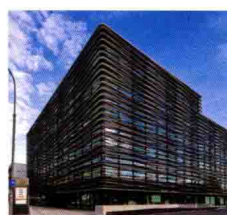
白俄罗斯钾肥公司总部



102

## HOUSE OF VESTAS

维斯塔斯总部办公大楼



112

## ØSTENSJØVEIEN 27

NCC 地产开发公司奥斯陆总部大楼



122

## ONO CORPORATE HEADQUARTERS

ONO 公司总部



140

## PGE GIEK CONCERN HEADQUARTERS

PGE GIEK Concern 公司总部



154

**HEADQUARTER BUILDING FOR THE  
SCIENCE PARK OF THE UNIVERSITY OF  
THE BASQUE COUNTRY**

巴斯克地区大学科技园总部大楼



164

**IN OUT BY SOCIETE FONCIERE  
LYONNAISE**

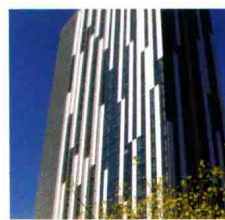
里昂地产公司的 IN/OUT 办公大楼



178

**EUROPARCO TOWER**

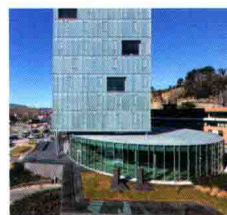
欧罗帕可塔



186

**ZAISA OFFICE TOWER**

Zaisa 办公楼



194

**HEADQUARTERS  
GROUPAMA**

安盟保险集团总部大楼



208

**JBC HEADQUARTERS**

JBC 总部



220

**CONSTRUCTION OF AQUITANIS  
HEADQUARTERS IN BORDEAUX**

波多尔 Aquitanis 总部



228

**DOGUS HOLDING  
HEADQUARTERS**

Dogus 控股总部



240

**ARCHIPEL HABITAT HEAD  
OFFICE**

法国 Archipel Habitat 总部办公大楼



254

**THE ROYAL BANK OF SCOTLAND  
AMERICAS HEADQUARTERS**

苏格兰皇家银行美国总部



268

**ARRAU TOWER**

阿劳塔

VOL.2

# OFFICE

## HEADQUARTERS

### 办公总部大楼Ⅲ（下）

高迪国际 HI-DESIGN PUBLISHING 编

张华慧 孙璐佳 吴茉 译

广西师范大学出版社

· 桂林 ·









# PREFACE

## 序言



A book on office headquarters is based on the assumption of a relevant relationship between a company and an architectural object. With the volatility of today's markets, this is more surprising than it may seem. What becomes of the headquarters of an icon like Nokia, when it is taken over by Microsoft? Sears tower in Chicago, for long the highest building in the world, is now owned by Willis, but attempts to re-baptise this structure are only half successful. New companies like Twitter and Amazon move into existing buildings without conspicuous architectural quality. So, with this ephemeral character of information does it even make sense to relate to the inevitable solidity of a building of steel, glass, concrete and stone?

It does. In the world of the web, our built environment does not vanish. Every building, no matter how common or insignificant it may be, exercises an influence on its inhabitants, and therefore is a self-portrait (or at least a 'selfie') of the organisation it inhabits. But the character of headquarters is shifting, and becomes –or better: remains to be– the expression of the paradigms of our time.

After 9/11 and the completion of the record-crushing Burj-al-Khalifa, building the highest tower does not seem an appropriate strategy any longer, although the quest for the skies will never lose its appeal completely. Quantity becomes less important, it's the quality that counts. Increasingly the metropolis becomes the centre of cultural gravity, while office buildings in the periphery are less popular –if only because the mobility by car has reached its limits. Sustainability is an aspect of a company's brand, like other tokens of responsible entrepreneurship such as transparency, charity and cultural assets like integrating an art collection. Most remarkable, however, is the enhanced role of the interior: the building may look ordinary from outside, especially when it is an existing premise, but the environment it contains needs to be inspiring, open, dynamic, flexible and comfortable. The office is the place to be: Above all, the modern office is breaching the gap between 'home' and 'work' that have been separated for so long.



一本关于办公总部的书通常基于公司和建筑物之间相关关系的假设。现今市场千变万化，这一点远比看上去更令人震惊。诺基亚被微软收购后，总部的标志变为什么了呢？长久以来号称是全球最高建筑的芝加哥西尔斯大厦现如今已易主更名为韦莱集团大厦，但是更名却是事半功倍。新晋公司如推特和亚马逊搬进了建筑质量平平的旧有建筑。信息瞬息万变，把建筑不可或缺的牢固性同钢铁、玻璃、混凝土和石材联系在一起还有什么意义呢？

答案是——即使身在网络的世界，我们的建设环境也没有因此云消雾散。每一栋建筑，无论多么平凡普通或者微不足道，都会对用户产生深远影响，因此都是一幅用户的自画像（或者至少是“自拍”）。但是总部的性质在不断发生变化，或许变得更好，或许一成不变，这是我们这个时代典范的体现。

在9·11事件和破纪录的哈利法塔完工之后，建造最高建筑再也不是一个合适稳妥之举，即使对天空的追求并没有完全失去其诱惑力。数量不再重要，拼的是质量。随着越来越多的大都市变成了文化中心，而在周边建造办公楼却变得越来越冷门，原因是汽车的流动性已达到上限。正如有责任感的企业所具备的透明度、慈善义举和文化资产（如：整合艺术收藏）一样，可持续性是公司品牌的一部分。然而最重要的是建筑内部功能的提升——建筑在外观上看似普通，尤其是旧有建筑，但是它所包含的环境必须激动人心、热情奔放、充满活力、灵活多变、舒适宜人。综上所述，办公室即将华丽转变为现代化办公场所，弥合“家”和“工作”之间由来已久的分裂。

Dirk Jan Postel

Architect and Senior Partner, Kraaijvanger

集团管理负责人兼董事长



# CONTENTS

目录



008

## RABOBANK OFFICE CAMPUS UTRECHT

乌得勒支拉博银行办公大楼



024

## OFFICE PARK FOR WISON HEADQUARTERS

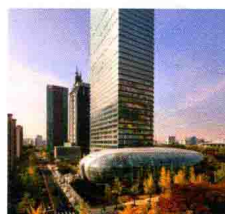
惠生总部办公园区



036

## ALLIANZ HEADQUARTERS

安联总部办公大楼



054

## FKI TOWER

韩国工业联合会大楼



070

## KENNISCENTRUM RABOBANK

肯尼森特拉姆的拉博银行大楼



082

## ESO HEADQUARTERS EXTENSION

欧洲南方天文台总部扩建楼



092

## BELARUSIAN POTASH COMPANY HEADQUARTERS

白俄罗斯钾肥公司总部



102

## HOUSE OF VESTAS

维斯塔斯总部办公大楼



112

## ØSTENSJØVEIEN 27

NCC 地产开发公司奥斯陆总部大楼



122

## ONO CORPORATE HEADQUARTERS

ONO 公司总部



140

## PGE GIEK CONCERN HEADQUARTERS

PGE GIEK Concern 公司总部



154

**HEADQUARTER BUILDING FOR THE  
SCIENCE PARK OF THE UNIVERSITY OF  
THE BASQUE COUNTRY**

巴斯克地区大学科技园总部大楼



164

**IN OUT BY SOCIETE FONCIERE  
LYONNAISE**

里昂地产公司的 IN/OUT 办公大楼



178

**EUROPARCO TOWER**

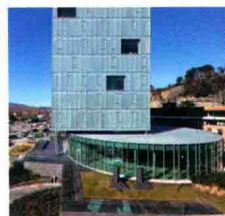
欧罗帕可塔



186

**ZAISA OFFICE TOWER**

Zaisa 办公楼



194

**HEADQUARTERS  
GROUPAMA**

安盟保险集团总部大楼



208

**JBC HEADQUARTERS**

JBC 总部



220

**CONSTRUCTION OF AQUITANIS  
HEADQUARTERS IN BORDEAUX**

波多尔 Aquitanis 总部



228

**DOGUS HOLDING  
HEADQUARTERS**

Dogus 控股总部



240

**ARCHIPEL HABITAT HEAD  
OFFICE**

法国 Archipel Habitat 总部办公大楼



254

**THE ROYAL BANK OF SCOTLAND  
AMERICAS HEADQUARTERS**

苏格兰皇家银行美国总部



268

**ARRAU TOWER**

阿劳塔



# RABOBANK OFFICE CAMPUS UTRECHT

**Location:** Utrecht, the Netherlands

**ARCHITECT**

Rob Ligthoet

**FIRM**

kraaijvanger

**CLIENT**

Rabobank

**AREA**

56,000 m<sup>2</sup>

**PHOTOGRAPHER**

Luuk Kramer

The new Rabobank administrative centre in Utrecht, the Netherlands, comprises the development of two completely new high-rise towers and the partial renovation of the existing building. The entire complex is designed as a single campus area.

The edge of the campus is formed by a continuous roof and a delicate plinth. This plinth connects all the buildings of the complex and frames the area's central plaza. The existing buildings and the new development stand as individual volumes on this plinth.

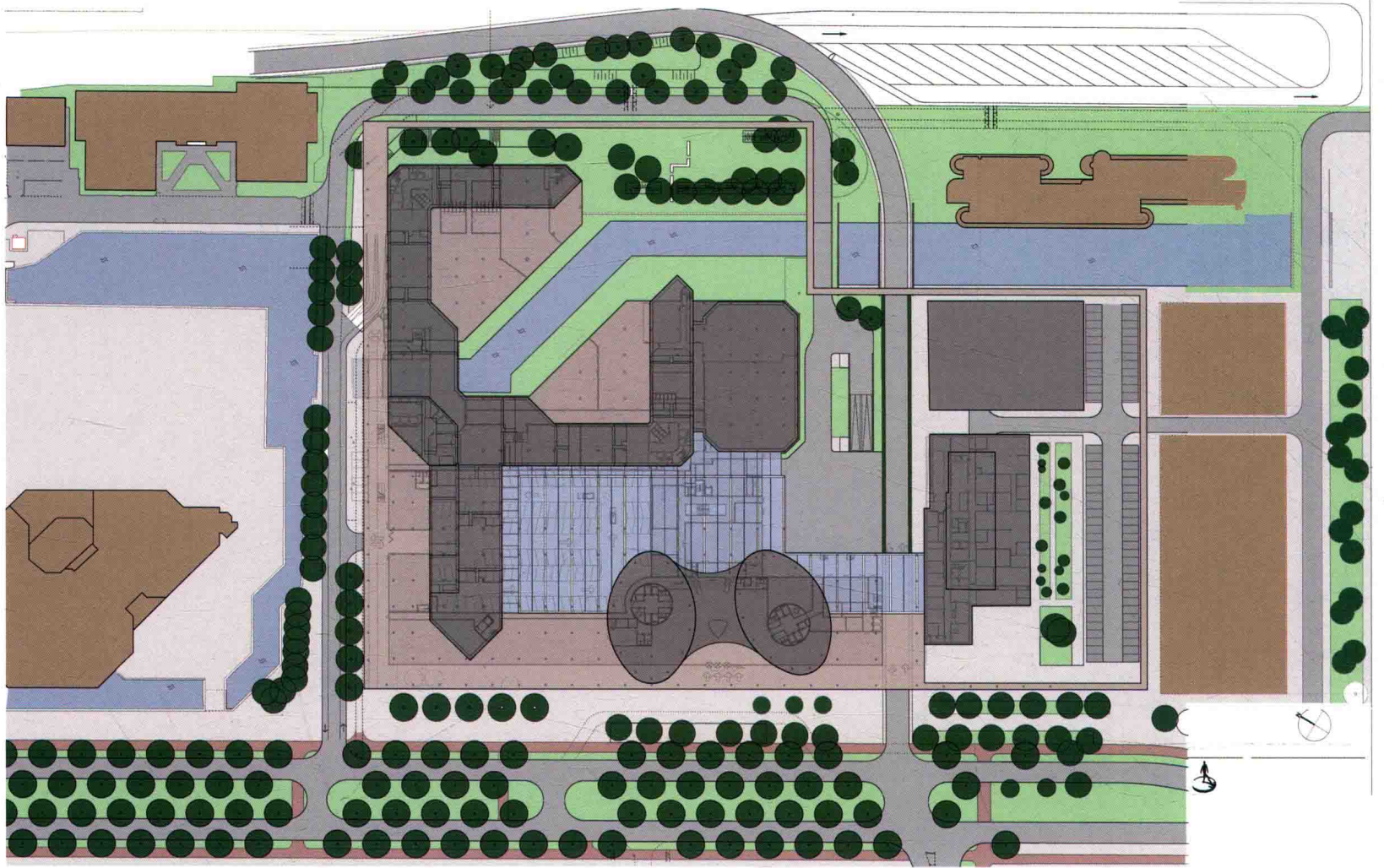
The new development consists of two transparent 105-m towers, of which one is slightly turned so that the towers do not run parallel to one another. The towers are connected by a glass veil. Points of departure in designing the complex as a whole were a strong ambition to work according to principles of sustainable construction, the realisation of a completely contemporary office concept and a high level of transparency throughout.



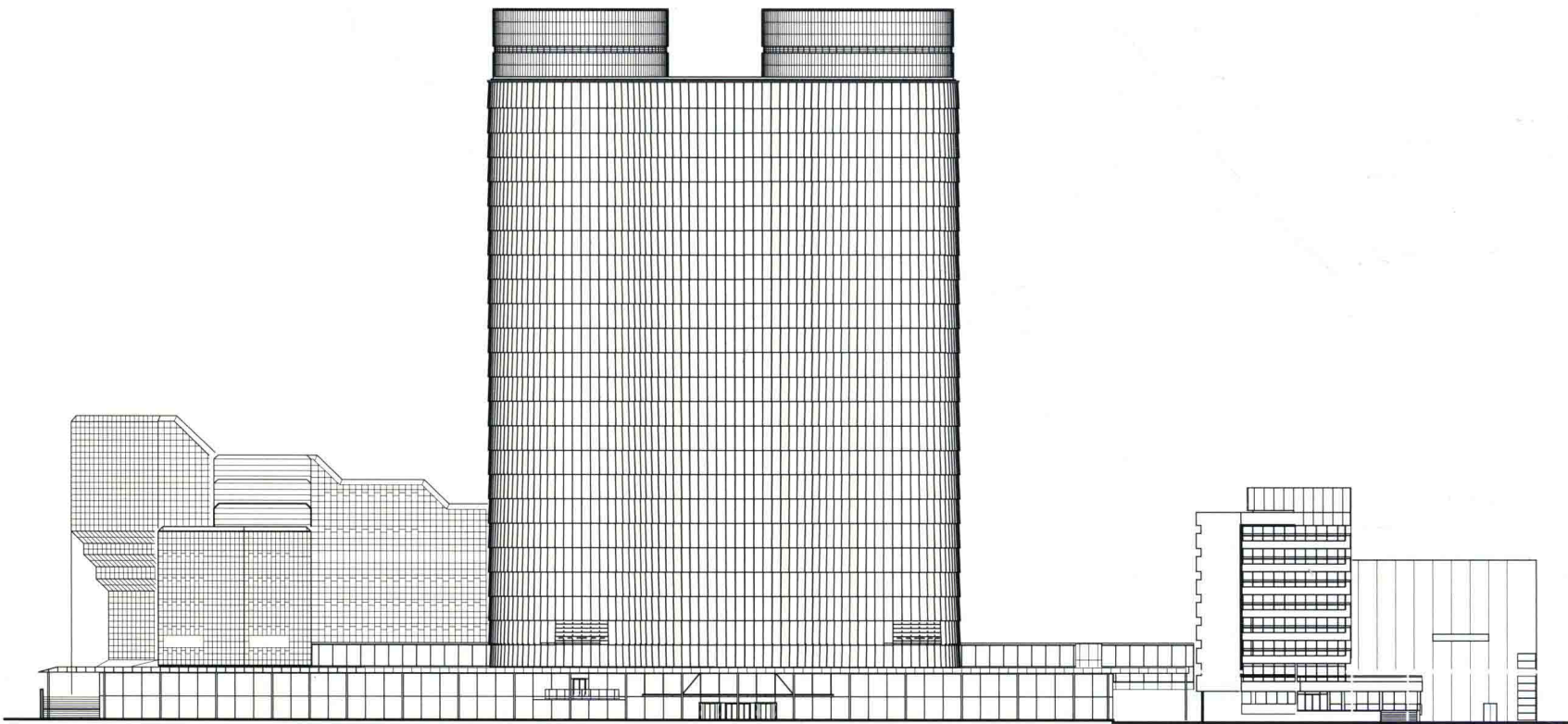








Situation Plan



Elevation







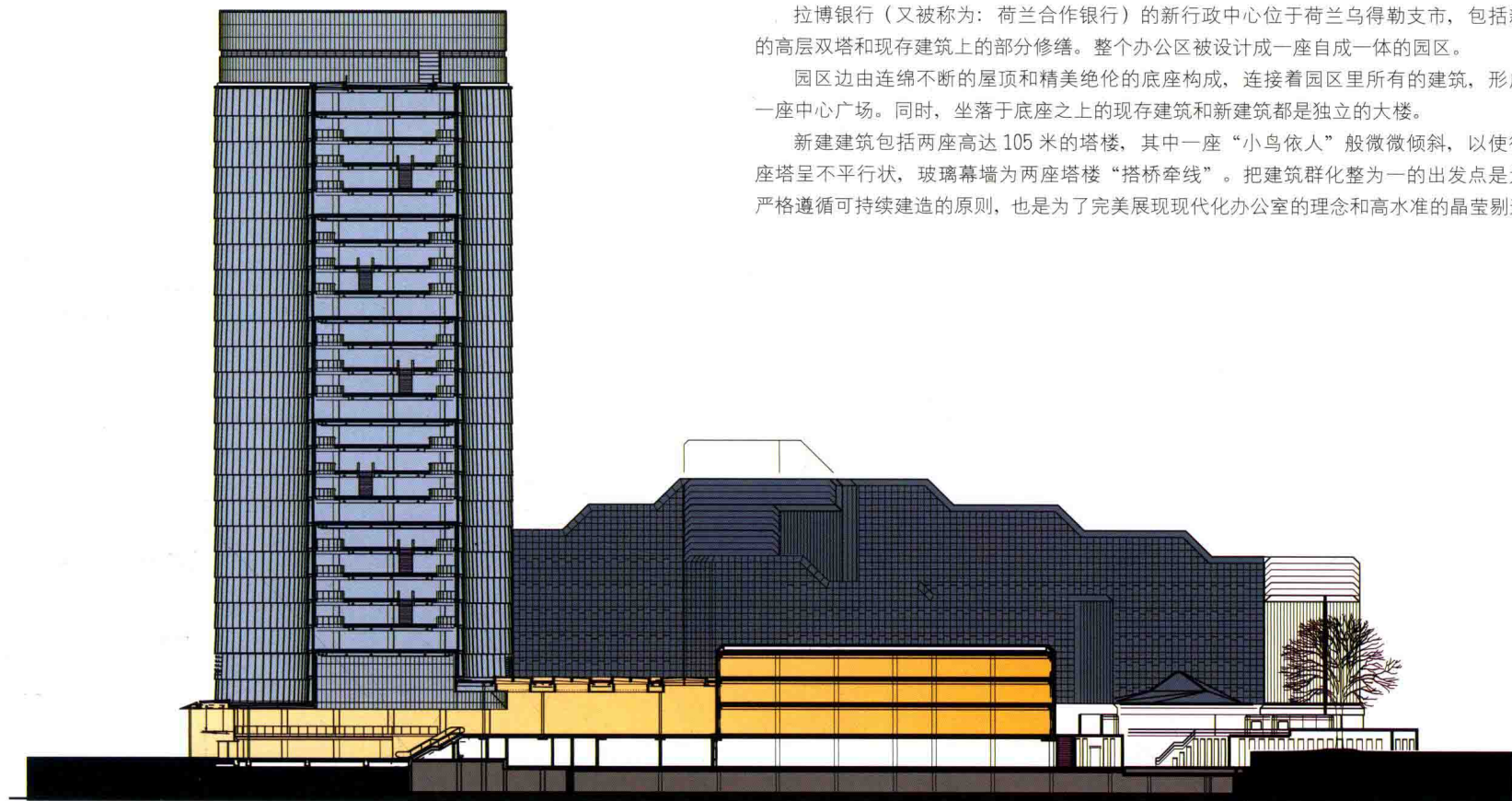




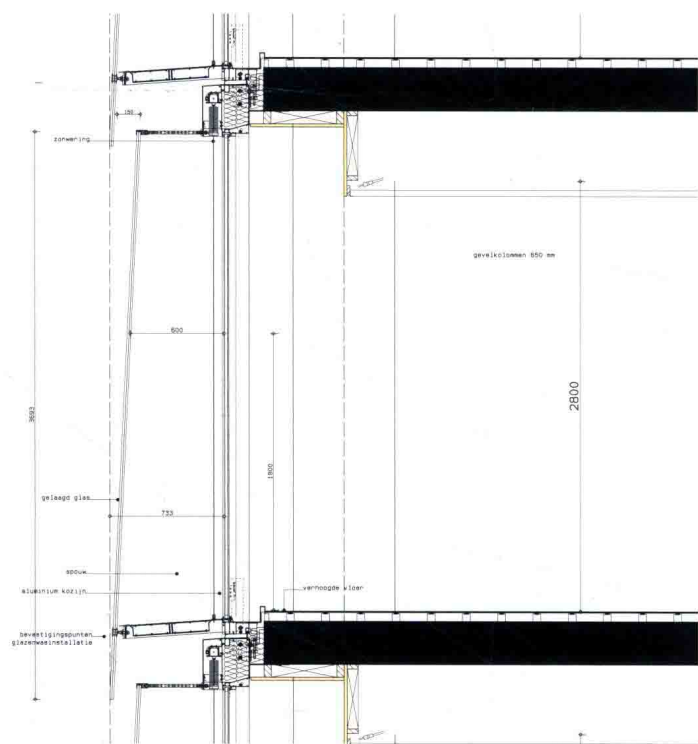
拉博银行（又被称为：荷兰合作银行）的新行政中心位于荷兰乌得勒支市，包括新建的高层双塔和现存建筑上的部分修缮。整个办公区被设计成一座自成一体的园区。

园区边由连绵不断的屋顶和精美绝伦的底座构成，连接着园区里所有的建筑，形成了一座中心广场。同时，坐落于底座之上的现存建筑和新建筑都是独立的大楼。

新建建筑包括两座高达 105 米的塔楼，其中一座“小鸟依人”般微微倾斜，以使得两座塔呈不平行状，玻璃幕墙为两座塔楼“搭桥牵线”。把建筑群化整为一的出发点是为了严格遵循可持续建造的原则，也是为了完美展现现代化办公室的理念和高水准的晶莹剔透。



Section



detail of the connection between the new atrium and the existing structure

