



OFFICE THE NEW FRONTIERS OF WORK

Milan, Limburg, London, Seoul, Valencia, Vienna. The revolution of the world office is becoming increasingly tangible. Everywhere. In the small and large scale. And the design of furnishing systems and architectural lighting is crucial. A trump card for italian-made brands.

testo di Porzia Bergamasco



**AMAZON
HEADQUARTERS, MILAN**

Another project by GBPA Architects with the interior coordinated by Bernabé Rodríguez of JLL and IA Interior Architects, light plays a crucial role through systems created by Artemide. On the next page, in the reception area, the Think Big claim stands out, recalling one of the 14 Leadership Principles of Amazon, spelled out by the Alphabet of Light lamps designed by BIG for Artemide. The same system, used in the circular suspension version, illuminates the connective spaces overhead and in the aperture. In the common areas seen above, handblown Stablights (designed by Arik Levy) and Algoritmo lamps embedded in the wooden false ceilings can be seen. On the terrace, also by Artemide, can be seen lamps of the Cuneo, Chilone, Obice, Reeds and Spike outdoor collections.

Foto Barbara Corsico e Giulia Permigliani



Always struggling between the forces of urban planning and infrastructure, cities dictate the pace and trends seen in how spaces (new or renovated) become available to the newest generation of workers. Such is the case in Milan, where Amazon has already moved into the area known as “the Milanese Silicon Valley,” and into the shadow of the skyscrapers of Porta Nuova. To be more specific, they have moved into the iconic 188,000 square foot former Maire Tecnimont complex designed in the 1970s by Claudio Longo and Giulio Ricci, which has been transformed more recently by the studio of GBPA Architects, while still preserving the original aesthetic. The new project has effectively returned and reintegrated the building into the city by eliminating fences and creating a large open green area. In addition, they’ve replaced the opacity of the existing metal facade

with the transparency of expansive glass walls. Concentrating around a central block connecting four main elevators, the new arrangement brings together two previously separate offices, originally independent, which now can accommodate over a thousand employees, in interiors designed for smart work. In addition to flexibility, strategic importance has been placed on the relationship between natural light and artificial, which is why Artemide has been brought into the project to illuminate all spaces from the building interior to the terrace, giving, as described by the company, “an informal, care-free character, which benefits employee wellbeing.” As is reflected in the color palette that plays with pale greens, pinks, and yellows, the interior compliments the environment seen outside of the enormous glass windows.

OFFICE



TOG TINTAGEL HOUSE, LONDON

The British designers of Universal Design Studio progettisti britannici di Universal Design Studio in the coworking space "The Office Group" have created flexible spaces and precious materials, like this pavement terrace. The idea of the project was to design a workplace articulated so as to allow for shared moments as well as areas for individual work. Space for meetings and casual encounters, The Forum is characterized by a ceiling with a circular void delimited by a ring of LEDs. In the reception area, pictured in the next pages, among the furnishings, are designs by Arflex, Cassina, and Muuto, among others.

The rest follows the Amazon standard: constant connection, automated work stations, modular work spaces and break out spaces. Cooking and recreation areas on each floor, multifunctional area on the ground floor and a panoramic terrace with a 360° view of the urban skyline.

Moving on to a different latitude, we go to Seoul. "The building suggests generosity of spirit to the people who work there and to the citizens. It's more than an office, it's something that mediates between the company and the city. It demonstrates that the brand can be more a part of the community." Such are the words of the English architect David Chipperfield introducing the new, spectacular headquarters of Amorepacific, a Korean cosmetics multinational. The scale is very different from our previous location: the building is contained in 2,045,142 square feet, and in addition

to offices and sales areas also includes a museum, a restaurant, and an auditorium. The holistic relationship between the interior and exterior is maintained by a glass façade made of sophisticated and sustainable materials that help to control the interior climate and allow natural light to come through. The artificial lighting, which illuminates the great urban structure past sunset is one of the main architectural elements that Arup studio created in conjunction with the Italian company Viabizzuno. The new family of amP lamps, created specifically for this building, mimics the light of the sun thanks to optical details and the use of polymethyl methacrylate, a very high-transparency material that minimizes heat dispersion in addition to being highly sustainable. Above all, it guarantees flexibility in light management required by the different spaces, characterizing them, and adjusting for any changes in the arrangement of the

Foto Charles Hosea

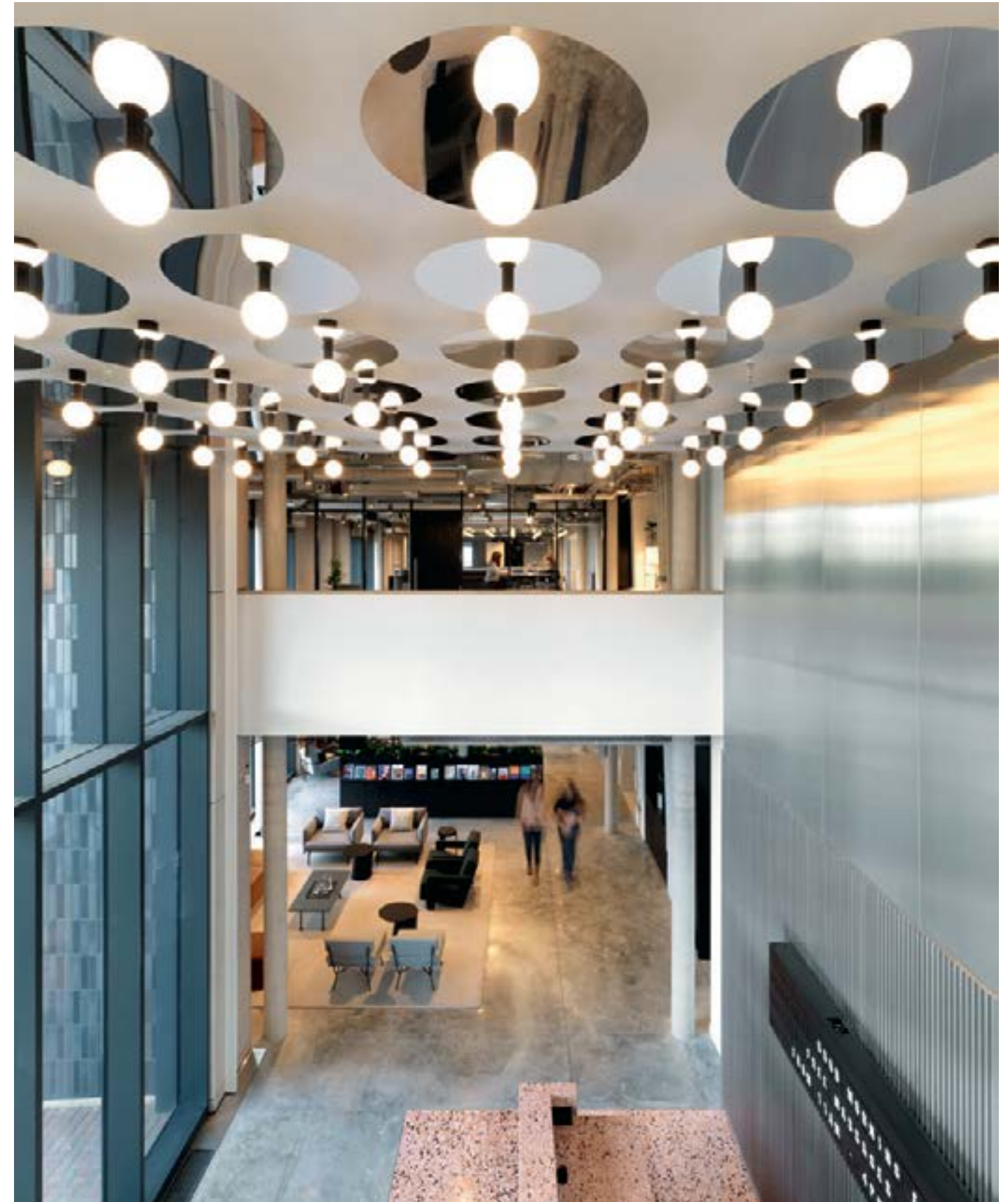




Foto Hertha Hurnaus



**TELEGRAF 7 J+P
IMMOBILIEN, VIENNA**

Paying respect to the original work of interior architect Eugen Fassbender through the renovation by BEHF Architects the former telegraph rooms included the inclusion of two large, mirrored glass boxes connected by a spiral staircase.

The lower area includes offices and conference rooms, the upper one, ambient open space separated by shelving and a lounge for guests. Open space workstations and meeting tables, painted aluminum structures, laminate tops and panels; all modular systems by Unifor.



Courtesy David Chipperfield Architects



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As we all know, work is mobile. This was understood by The Office Group (TOG) of London, a pioneer in co-working. Since 2003, it has developed a network of moderately-priced offices in England, concentrated in particular in different areas around the capital. They are places for a nomadic community, and groups that often reevaluate their location and that use design to differentiate themselves. Which brings us to Tintagel House. A twelve-story product of the '60s on the Albert Embankment, it is near the Vauxhall Bridge in London. It has been transformed by architect Stanton Williams into a flexible work environment for a variety of work types and ancillary facilities. The interiors were given to Universal Design Studio, which has relied on its original creative culture to create a concept inspired by the 'Secret life' of this location, and its past as a metropolitan police headquarters. Open and closed work spaces, diverse areas with their own proprietary

colors and furnishings, and materials inspired by the history of the building are used to maintain a measured relationship between old and new.

The same design process was used for a different place and atmosphere for the new location of Telegraf 7 by J + P Immobilien in Vienna, in a nineteenth-century Wilhelminian building. Renovated by BEHF Architects with respect to its architectural history, the building houses two parallelepipeds of mirrored glass like rooms inside of rooms on the double-height main floor. "It was essential that the furniture show a strong personality without being too modern or having too much historical charm. Because of the large size of the environments, it was important that they gave an impression of greatness and robustness," explains the designers, speaking on the fixed and free-standing furnishings, all by Unifor.

**AMOREPACIFIC
HEADQUARTERS, SEOUL**

For the new project signed by David Chipperfield Architects, the Italian company Viabizzuno has developed new lighting fixtures such as materials and optics that can emulate sunlight.

They are called amP, in three different types of installation: ceiling, suspension and recessed.

The latter characterizes most of the over 22,000 units distributed in the building.

In the monumental entrance and visible atrium, in addition to the recessed version of the false ceiling, also the suspension solution, characterized by a 55 mm diameter tube. + elledecor.it

**KLAARCHITECTUUR
OFFICES, LIMBURG**

The historical integrity of this 1872 chapel has remained intact as the German designers Klaarchitectuur have renovated it for use as their own studio. In reference to the Christian iconography, the kitchen countertop has been imbued with gold tones under the peeling blue chapel dome, deliberately resembling an altar. In similar fashion, the coffee machine and cooking appliances have been placed on a cross-shaped shelf. Spherical String Lights from FLOS, designed by Michael Anastassiades with their long cables, compliment the solemn poetics of the architecture.



Foto Valerie Clarysse/ Beeldpunt



**BULGARI MANUFACTURING
FACILITY, VALENZA**

The so-called Glass House, designed by Open Project as an institutional and welcoming space, confronts the renovated 1860s Cascina dell'Orefice and connects it to the second building, which houses the factory. Tecno has been a partner in the furnishing of the entire complex, even including semi-executive Graphis workstations by Osvaldo Borsani and Eugenio Gerli, double-glazed W80 partitions, and Vara desks by Luca Scacchetti. The executive offices feature an Asymmetrical meeting table by Piero Lissoni (with top and base in brown gloss lacquered finish) and Vela chairs by Lievore Altherr Molina, winners of the 2016 Compasso d'Oro.

Recovery; the perfect integration of context and interiors that express the essence of a place and the brand, are present themes even outside of large urban centers. In Valenza, in the Italian goldsmith district, the Bologna office of architects and engineers at Open Project confronts the 1860s Cascina dell'Orefice via the business center of the new Bulgari Manufacturing complex. The space is furnished by Tecno, underscoring a combination of aesthetics and efficiency that are in line with the stylistic values of the brand and its highly technological production. The historic building, which houses business offices and a reception area, was expanded with the introduction of a glass structure that repeats the shape of the original farmhouse and links up with the factory in a secondary, three-level building wrapped in a metallic skin.



Foto Luca Capuano

