THE ARCHITECTURE THAT COMMUNICATES

UNSTUDIO AS THE SUPER ORGANISER AND DESIGNER

JANSEN CAMPUS

“DAVIDE MACULLO ARCHITECTS ADDED A STRIKING TRIANGULAR OFFICE BUILDING TO THE SKYLINE OF OBERRIET”

THE CUTTY SARK CONSERVATION

“GRIMSHAW RAISED THE 963 TONNE CUTTY SARK THREE METRES WITHIN HER DRY BERTH”

HEINEKEN OPEN EXPLORATIONS EDITION 1

“NOT AS AN EXHIBITION BUT AS A REAL CLUB”

YANDEX SAINT PETERSBURG OFFICE II

“ZA BOR ARCHITECTS TURNED TINY PIXEL ICONS INTO 3D OBJECTS BOTH FANCY AND FUNCTIONAL”
Contents

Retail

diptyque London Store 10
Ciocolato 12
The Gourmet Tea 14
Menscience Flagship Store Soho 15
Masters Craft Palace Hotel Tokyo 16
Artizen Pop-up Store 17
Louis Vuitton and Kusama at Selfridges 18
Frivole Prestige Perfumery 22
Aesop Shin-Marunouchi and Yokohama 26
Uniqlo Ginza 28

Office

Virgin Atlantic Global HQ 58
Membrane in Stratum 60
Barra & Barra Office 62
Google at CSG Covert Garden London 66
21 Cake Headquarters 74
Yandex Saint Petersburg Office II 78

Restaurant / Bar

Nana’s Green Tea Shizuoka Marui Shop 34
Albertina Passage 36
Cronus 42
Yu Bar 44
Summer Café 46
Taiwan Noodle House in Ningbo 48
Ciel de Paris 50
Ingfah Restaurant 54

Hotel

Watergate Bay Hotel 88
Pool and Spa of Hotel Castell dels Hams 94
THE OUT NYC Urban Resort 98
Hotel Gent 104
Health / Beauty

108  Miega
114  Vinyl's Mix
116  IRO

Exhibition / Showroom

122  Bread & Butter The Rock and The Temple of Denim
126  Adidas Originals at Bread & Butter Berlin
128  Furin-saisai
130  Junin Toiro
134  Poltrona Frau
136  Design Republic’s Design Collective
140  Audi Sphere – Cross Over Event Copenhagen 2012

Feature

162  La Ville de Pins
174  The Cutty Sark Conservation
184  Heineken Open Design Explorations Edition 1: The Club
194  Jansen Campus
210  Peculiar Shapes with A Heart by Fabio Novembre
218  Beyond A Literal Transcription Of Nature by Noé Duchaufour-Lawrance

Miscellaneous

146  Starhill Gallery
150  Airlair
152  Air France Business Lounge
156  Virgin Atlantic JFK Clubhouse

Designer

226  The Architecture that Communicates
   — UNStudio
232  Raffles City Hangzhou
234  Galleria Centrocity in Cheonan
240  Singapore University of Technology and Design
244  The Collector’s Loft
246  Centre for Virtual Engineering (ZVE)
252  Education Executive Agency and Tax Offices in Groningen
Davide Macullo Architects is an international design studio based in Lugano in southern Switzerland and in Vimercate, Milan, Italy. The studio was founded in 2000 and since then has grown steadily. Current projects are located worldwide, for example, in Switzerland, Greece, South Korea and Italy. They have also recently been invited to participate in competitions in China, Italy and Germany.

The ethos of the studio has developed into one of ‘cross-experiences’ and promotes an open and cultural exchange with architects and collaborators coming from different backgrounds. The work of the studio has received awards, been published and exhibited widely both at home and abroad. Davide has also lectured on the work of the studio at CAFA Beijing, Seoul National University, IUAV Venice, Florence Kent University, the International Convention of Architecture in Budapest and at the China Building Decoration Association. Prior to founding his own studio, Davide was with Mario Botta Architects for 20 years as international project architect, with responsibility for over 200 projects worldwide.

‘...a striking new addition to the skyline...takes its triangular forms from the traditional pitched roofs of Oberriet...’
MPUS

DESIGN   
DAVIDE MACULLO ARCHITECTS

CLIENT     
JANSEN AG

LOCATION   
OBERRIET, SG, SWITZERLAND

COMPLETION  
MAY 2012

PHOTOGRAPHY  
PINO MUSI AND ENRICO CANO
PRINCIPAL
DAVIDE MACULLO

PROJECT ARCHITECT
LORENZA TALLARINI

DESIGN COLLABORATORS
AH LOM KIM, AILEEN FORBES-MUNNELLY, KAREN ABERNETHY, MICHELE ALBERIO AND SAMUELA PFUND

SITE AREA
3,705m²

BUILDING AREA
1,100m²

TOTAL FLOOR AREA
3,300m²

EAST VIEW ELEVATION.
The project is the landmark headquarters of the new ‘Jansen Campus’ and is the result of two years of extraordinary collaboration between the architects and the clients. The building, a striking new addition to the skyline, is the link between the industrial area and the old town and takes its triangular forms from the traditional pitched roofs of Oberriet. The project integrates innovative technologies and includes new details and materials not yet used in architecture – the façade system for example, structural glazing details (by Jansen AG) and internal glazed fireproof doors. The building’s heating, ventilation, lighting and energy consumption meets strict Swiss ‘Minergie’ standards, meaning that it has excellent sustainable credentials – the HV system, for example, is ‘TAPS’, activated by the structural shell of the building.

One of Jansen’s main objectives for the project is to make the Campus a creative and engaging place for all their employees. The building’s workspaces are open plan, with each employee having their own custom designed workstation.

The clients have a great appreciation of architecture and were keen to apply their experience and expertise to finding solutions for their new building.
CONTRACTOR
ARCHITEKTEN: RLC AG

STRUCTURAL ENGINEER
WÄLLI AG INGEGNIEURE

BUILDING ENGINEER, ACOUSTICS
BAUMANN AKUSTIK UND BAUPHYSIK AG
BACKGROUND
The motivation behind the construction of the new building has been to create a space that would have a positive and productive effect on the creativity of the executives, researchers and employees of the company. Throughout all the phases of design and construction, there has been an underlying and continuous concern in investing in humans. The project is the result of a genuine collaboration between Jansen and the design team. Having worked with architects for many years, developing and tailoring solutions, the clients have a great appreciation of architecture and were keen to apply their experience and expertise to finding solutions for their new building.
Jansen is committed to the sustainable management of its production and logistics. In keeping with the company’s ethic and technical excellence in this field, the building meets the exacting Minergie standards, with efficient energy use and the reduction of environmental pollution and a competitiveness in maintenance costs. The building uses ground water for the heating and cooling and runs on a heat recovery system, drawing attention to the company’s experience in energy efficiency and production of photovoltaic elements.
A BRIDGE BETWEEN THE DNA OF A PLACE AND ITS FUTURE

The site for the construction of the new Jansen Campus lies at the north end of the industrial complex and is bordered by the small scale residential expansion of the village. This particular site allows the new building to insert itself as the link between two different urban scales – at once acting as the face of the industrial area while also reducing to the scale of the village. This reduction in scale has been achieved by fragmenting the mass of the building into four.

Oberriet is typified by a multitude of different sized inclined planes, sloping in different directions, which manage to achieve a remarkable visual and spatial balance. In fact, at a perceptive level, the façades of the buildings lose their importance, assuming the supportive roles of these great inclined plans. The new geometry of the Jansen Campus has been generated by this complexity of the ‘games of planes’.

The semi-structural façade, produced by Jansen, is a new system produced in such a way as to guarantee a continuity of the reflective, glazed and transparent elements of the building, without the need for external support mechanisms. In order to build the sloping roofs of the building, a system of adding fibres to the concrete casting was developed, which guaranteed that the poured cement would adhere to the metal reinforcements. An innovative radiant system (TABS), partly produced by Jansen, based on thermal mass principles, has also been integrated into the structure. Heating and cooling circuits have been installed directly into the concrete structure forming the floors and ceilings, ensuring the quality conditioning of all spaces.

The façade is clad in a dark pre-patinated perforated Rheinzink mesh. This particular finish gives the material a colouring that evokes the density of the tones of the wooden buildings of the surrounding area. Used for the first time as an external cladding, it shimmers with reflections and shadows, changing throughout the day. The modular design and the tight stretched mesh play a role in the scale of the building and make it interesting and pleasurable for approaching visitors.
**EXTERIOR, FINISH:**

**FAÇADE**
- DARK PRE-PATINATED RHEINZINK
- EXPANDED MESH AND WIND PROTECTION LAYER

**CANTILEVERED WALLS AND OVERHANGS**
- REINFORCED CONCRETE, PAINTED WHITE

**WINDOWS**
- JANSEN VISS SG, STRUCTURAL GLAZING

**SLOPING ROOF**
- RHEINZINK DARK PRE-PATINATED PANELS

**FLAT ROOF**
- PREFABRICATED CONCRETE ELEMENTS AND GRAVEL

---

A system of adding fibres to the concrete casting was developed, which guaranteed that the poured cement would adhere to the metal reinforcements.
The internal landscape is articulated as a fluid space, almost as if it were formed by an extension of the urban streets of the village, a system of solids and voids expanding in all directions. The apparent mass of the new building is dematerialised internally, flooded with natural light teeming through the generous openings and the grand slicing overhangs that project the users out to the landscape.
USED FOR THE FIRST TIME AS AN EXTERNAL CLADDING, THIS SHIMMERS WITH REFLECTIONS AND SHADOWS, CHANGING THROUGHOUT THE DAY.
INTERNAL FUNCTIONS
In order to allow for the fluid flow of daily working life, spaces intended for collective use have been placed adjacent to the main lifts and stair while the more intimate working spaces lie further along from this circulation. Currently the spaces are organised about a three-dimensional grid that corresponds to the company’s functional structure.

The public functions are distributed from a reception zone on the ground floor. Rooms for meetings, business lunches and a restaurant all lead off this area. Also on the ground floor, beside the reception is an office known as ‘Mission Control’ representing the operational heart of the company and acting almost like the stock market floor, where all information regarding the operations of the company is processed here in real time. On the first floor there is a space named ‘Kreativbereich’, a workplace and informal meeting space open to all, much appreciated by the employees, a teaching room with foyer and other meeting rooms. An open plan office for the communications section is located on the second floor and on the third is the boardroom with a panoramic terrace.

The internal functions allow for a free plan internally with a high degree of flexibility and possibility for future division.

The structural functions of the building are assumed by the perimeter walls of the triangles.

GROUND FLOOR PLAN.

BASEMENT FLOOR AREA _ 900M²
ABOVE GROUND FLOOR AREA _ 2,400M²
VOLUME _ 15,800M³
STOREYS _ ONE LEVEL BASEMENT, FOUR LEVELS ABOVE GROUND
The northern-most triangular block houses the operations wing of the company across two floors and on the upper floors are the offices of the directors responsible for this sector. The south triangle houses quality control and the executives responsible on the second floor. In the basement there are ca. 1,000m² reserved for archives, mechanical rooms and technological systems. Despite its apparent sophistication, the atmosphere of the internal landscape reflects the principle of reducing details to a minimum. The constructive elements are therefore always explicit and follow the rationale and economy of the site and the project, giving the space a technical and industrial atmosphere.
Individual offices and more intimate working spaces requiring more privacy are distributed along a spiral, with their area increasing as the spiral rises.

Generous openings project the users out to the landscape.

Lighting Engineer
CADUFF LICHTPLANUNG

Interior Finish:
Walls: Plaster
Ceilings: Plaster
Floors: Wood parquet and stone
THE COMPLETION OF A VISION

Alongside the building itself, the ‘architecture’, particular care has been taken in the landscape design and in the choice of both furniture and art works to complete the spaces. The landscape design involved the planting of 80 trees of 35 different species that have existed in the Rhine valley for at least 200 years and as such it takes on a didactic role in explaining the region’s landscape.

Contrary to the traditional art investment for a work created in-situ, and thereby explicitly connected to the building, it was preferred, within the same economic parameters to take a more ‘dynamic’ route. As such, the art works selected reflect the intention of interacting with the complexity of our contemporary world and include pieces by young and internationally established contemporary artists. Just as in the attention given to every detail in construction, the same precision and care went into the choice of furniture and the lighting and technical elements in the building. It was decided that the furniture pieces would be products of the recent generation of designers, the result of a particular technological research, be of resistant and durable materials and reflect the philosophy of Jansen.
Just as in the attention given to every detail in construction, the same precision and care went into the choice of furniture and the lighting and technical elements in the building.