

Work Scape

NEW SPACES
FOR NEW WORK



gestalten

Architect

Ippolito
Fleitz
Group –
Identity
Architects

Project

Headquarters Schlaich Bergermann und Partner

Client

sbp

Project location

Stuttgart, Germany

Year of completion

2011

Number of

workplaces/employees

110

Number of square meters

2,500

Previously split between two different locations, this sleek headquarters reunites a German engineering firm's Stuttgart employees under one roof. The move to a new building signals a fundamental transformation in the operative and communicative structures of the company. Now fully renovated, the updated six-level office establishes a new culture of creative exchange.

The tasteful and approachable work environment stages a central communication space for department-wide meetings. Individual, decentralized workspaces are rejected in favor of large open-plan offices to build collegial relationships. Warm materials refined with precision detailing reference the technical aspects of the engineering profession while cultivating a welcoming collage of communication zones that evoke different moods and atmospheres.



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Situated on the first and largest floor, the social heart of the company consists of reception, meeting rooms, the administrative departments, a bistro, and conference space. A range of seating configurations cater to all types of discussion and desired ambiance, allowing these areas to become an integral part of the everyday workflow. Visitors ascend to the reception area via a free-floating staircase engineered by the company. From reception, the space opens up in a choreographed manner, flanked by an aluminum wall with black magnetic strips for presentation. A line of carpet laid by the reception desk indicates zones of movement and points to the various functional areas within the space. A 17-meter-long lighting strip suspended from the ceiling above illuminates the room and functions as an additional means of orientation.



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[3]

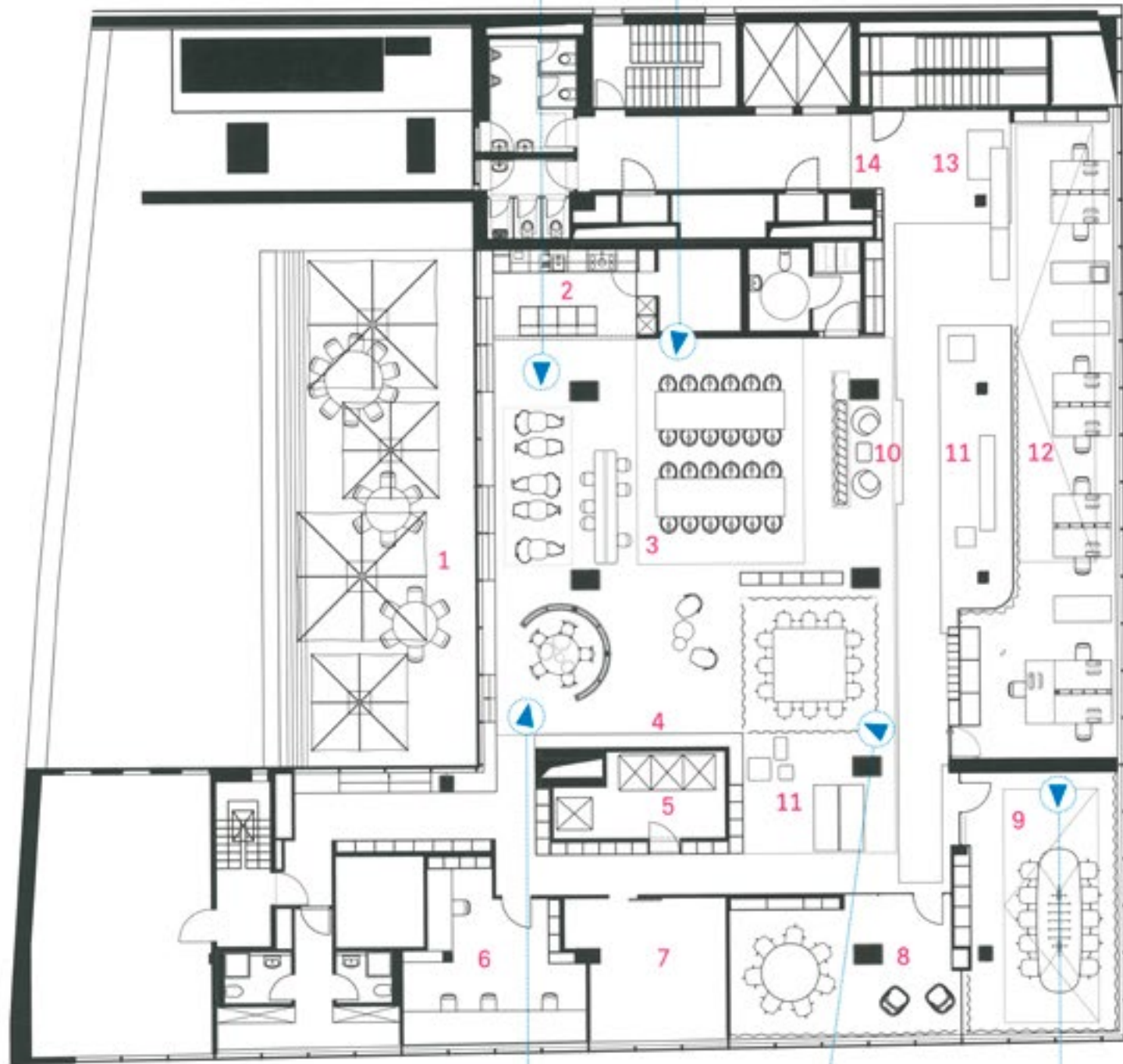
[1]
Two expressive blue chairs beckon employees to take a seat in this intimate reading area.
[2] [3] [4]
Plentiful curtains and glass partitions imbue the office with a classy finish.



[4]

Right page, Image(2)

Right page, Image(3)



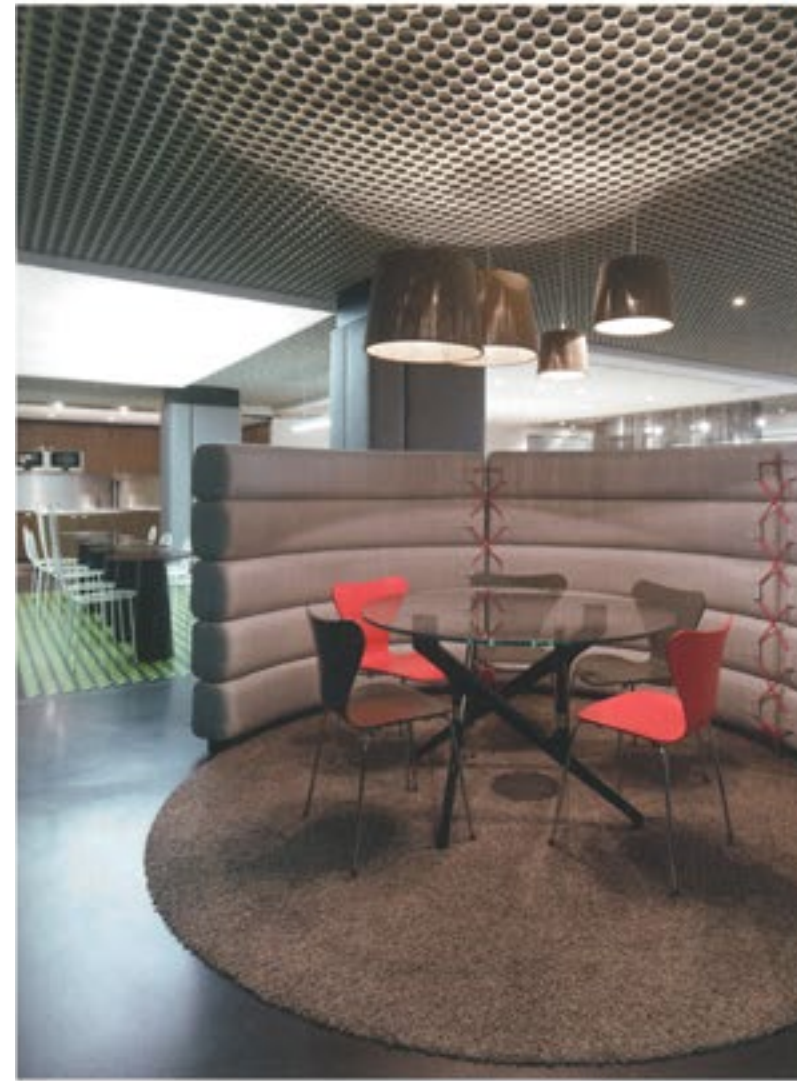
Floor plan

- 1 Terrace
- 2 Kitchen
- 3 Staff canteen
- 4 Library
- 5 Server room
- 6 Working room IT department
- 7 Plotter room
- 8 Videoconference
- 9 Conference room
- 10 Waiting area
- 11 Exhibition space
- 12 Secretariat
- 13 Reception
- 14 Presentation wall

Right page, Image(1)

Page 109, Image(2)

Page 109, Image(3)



[1]

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Views to the main dining room and more private eating areas demonstrate the project's commitment to tasteful and luxurious detailing.

The central corridor leads to two large conference rooms with deep-pile carpets, silver curtains, and metallic wall units for concentrated work and discussion. The legs of the conference table ironically reinterpret the space frame—a reference to the firm's core area of structural expertise. A spacious communication zone with a connected dining area forms the centerpiece of this floor. Tête-à-tête tables line up along the window, offering a more intimate conversational setting. Neon green dots on the floor conjure up associations of a meadow, building a conceptual bridge to the terrace and its green wall. Two angular wing-back chairs designate a home-like space between the dining area and the library for quieter

contemplation or reading. Here, an acoustic upholstering promotes concentrated discussion, while a circle of thick carpet, a cluster of lamps, and a harmonious color palette of bronzes and reds create a cozy fireplace atmosphere. Further on, a conference area with transparent latticework curtains suggests a semi-private space, accented with a deep-blue table and pink carpet.

Five office floors house around 25 work stations each and follow an identical basic structure and layout. Each floor's open and rectangular plan combined with cruciform furniture allows team members to communicate with adjacent groups of work stations while simultaneously integrating a

level of discretion into each area. The floor plans consist of a varying number of individual glass offices and separate team work areas offset with a large and flexible communal work space. Generously dimensioned, these shared areas reinforce the company's commitment to collaborative thinking.

Ippolito
Fleitz
Group –
Identity
Architects

**Bruce B./
Emmy B.**
**Design
Agency**

Client
Bruce B

Project location
Stuttgart, Germany
Year of completion
2009
Number of
workplaces/employees
35/33
Number of square meters
480



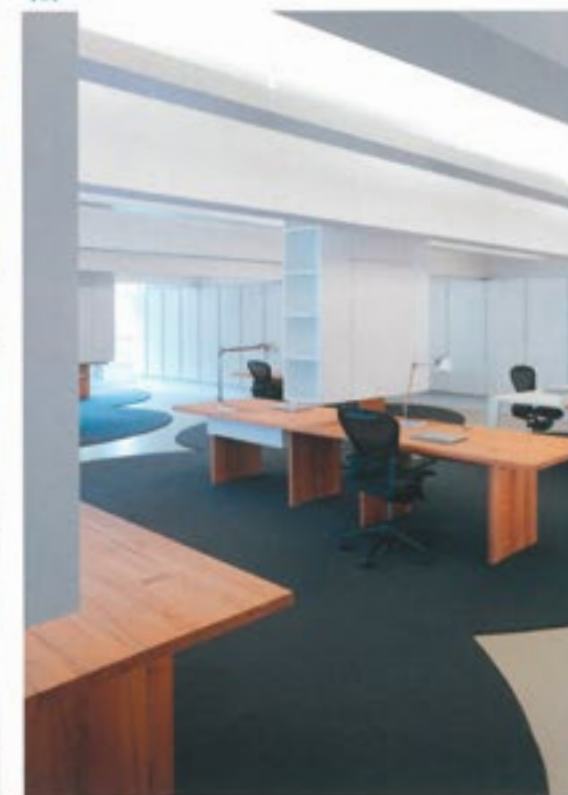
Graphic bubble-shaped carpets
highlight the different work
areas

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[1] [2] [3]
These dark gray carpets add
contrast to the white space and
develop a visual rhythm as the
eye hops from island to island.

[2]



[1]



[3]

After searching for new offices without success, Bruce B./ Emmy B.—a prestigious agency specializing in communication design and events—took up residence alongside their preferred architects, Ippolito Fleitz Group. Located in a lively district of West Stuttgart, the light-filled and modern offices extend across the third floor of a former industrial laundry building. The interior design faithfully translates the agency's work and attitude into architectural expression. Objects and design elements that initially appear to be in diametric opposition strike a harmonious balance throughout the space. These aesthetic

details prove emblematic of the company's wish to respond to clients with an open, and strategic mindset and a command of antithetical thinking.

The contrasting design attracts visitors' attention from the first moment of entry, beginning with the shape of the reception desk. Crafted in exposed concrete and topped with a white lacquered surface, the desk displays an added materiality by keeping the structure of the wooden plank mold visible. Adjoining conference rooms are paneled with maritime pine boards. Narrow yellow grooves refine the board's appearance, transforming a material that

would usually call to mind simple packing crates into an attractive finish. The large conference room next door includes a long table with randomly spaced legs that playfully breaks up its otherwise sober impression. Stucco elements added to the ceiling joists recall the coziness of an old apartment building in the midst of an industrial landscape. A final pair of opposites can be found in the combination of smooth epoxy resin flooring with a granular acoustic plaster ceiling.

The corridor, decorated with wooden shingles on one side and a golden finish on the other, produces an engaging transition between the reception area and conference rooms. Incorporating themes of home and glamour, the offices ensure that both the employees and the clients feel comfortable and understood. The corridor leads to a lounge space that hosts media presentations and can absorb additional staff should the agency choose

to expand. An exposed concrete circle cut out of the lounge's ceiling visually circumscribes the space. The rear area houses a library, tea kitchen, and back office.

The atelier stretches across a generous open room with diffused light. Shelving units hang from the ceiling and designate the different work stations. The workspaces themselves consist of solid oak tables that create individual units with plenty of

free space in between. Several units are grouped together to form collaborative islands, generating a mix of open-plan office space and designated cubicles. Underlying circles of gray carpet further emphasize the flexible layout of the island groupings, allocating clear zones for entry and exit and establishing a graphic rhythm for the space.

Floor plan showing bubble island configuration of work stations.

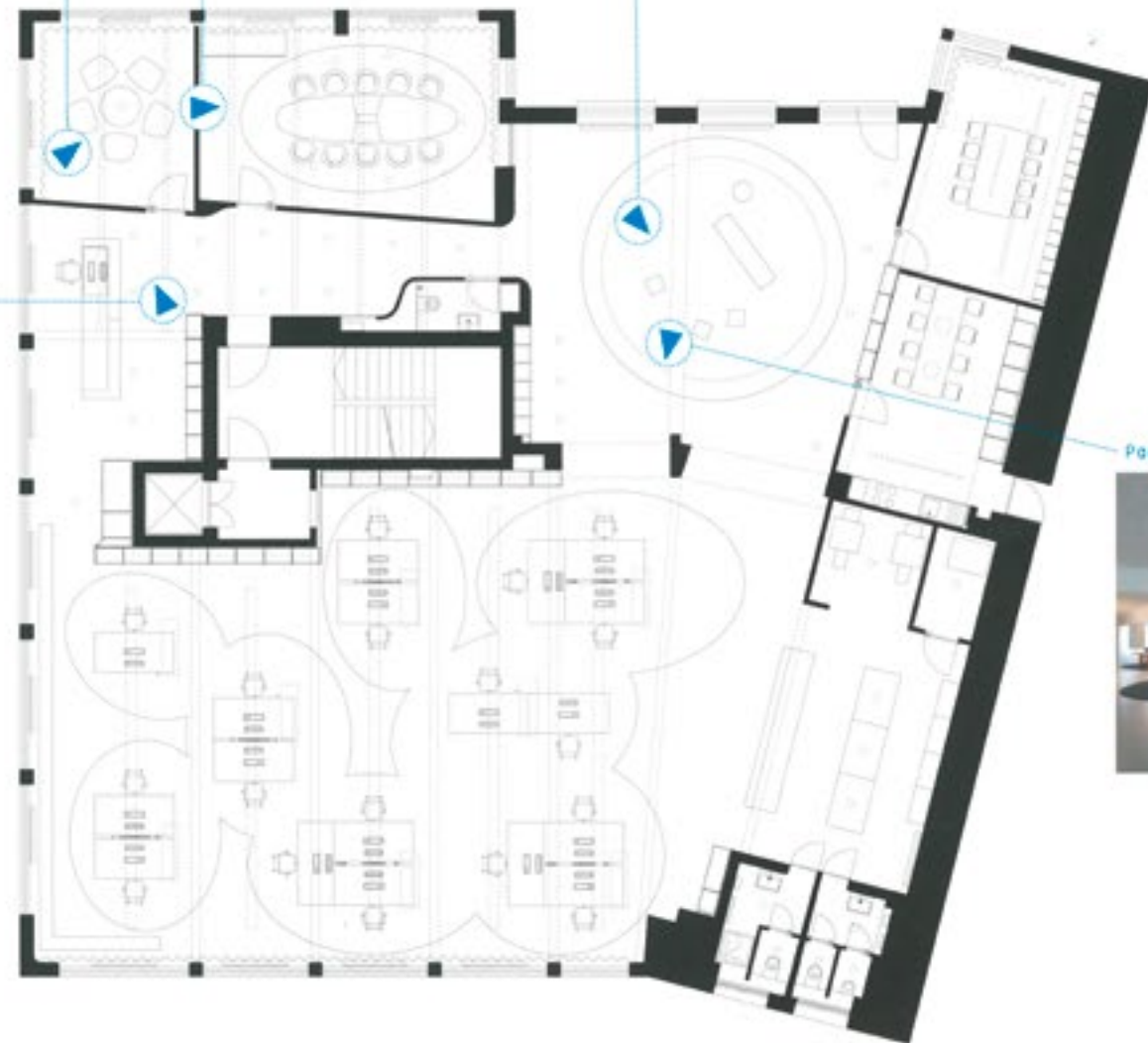
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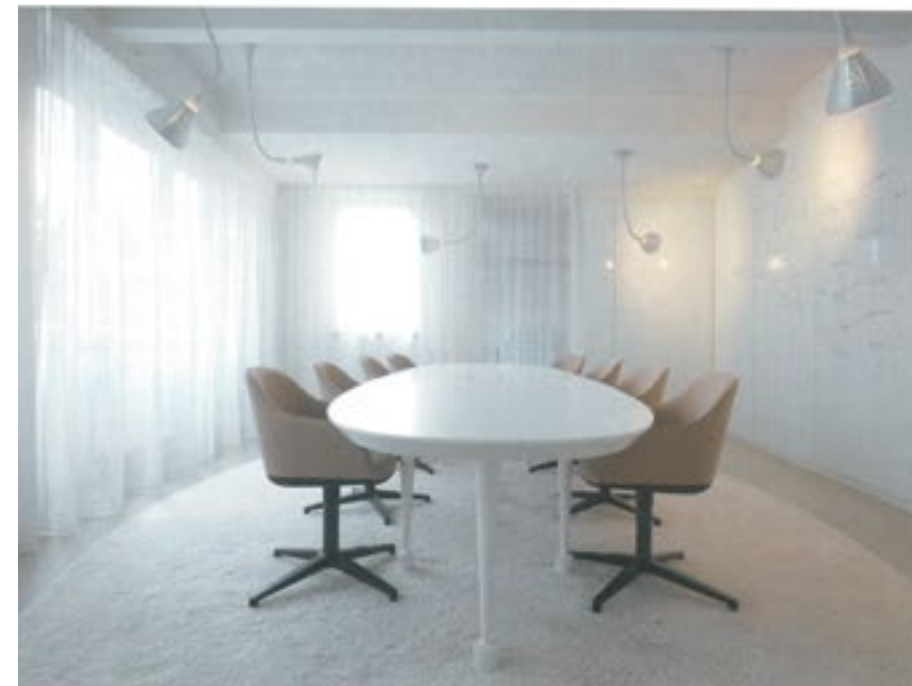
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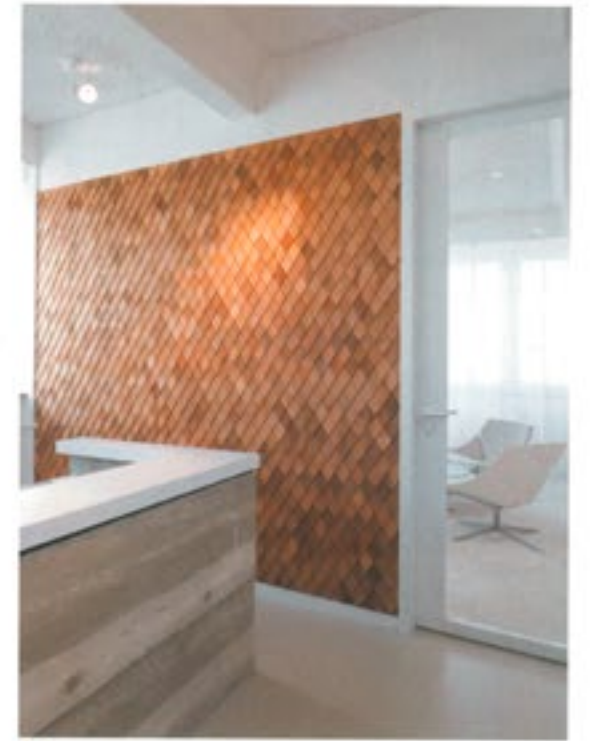
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[1] [2]

Ethereal meeting and conference spaces cultivate an unpretentious sense of glamour.

[3]

An elegant reading room includes floor-to-ceiling shelves filled with books for casual perusal.

[4]

Honey-toned wood shingles line a wall of the reception area.