

Press Release 01/2012

Corporate Architecture

The international architecture firm Hermann & Valentiny planned and built the head office for the textile editor **englisch dekor**

The Challenge

An exposed, triangular lot in an industrial zone was the starting point for considerations about how to contribute to calming this chaotically built-up area.

The Concept

An elongated structure with a 20-meter overhang defines the boundary to the road and accentuates the corner. The loading yard is embedded in the structure on the street side.

It can be closed by means of a storey-high sliding element, achieving a calm, clearly-structured street frontage.

The facade solution hints at the content. A row of windows wraps round the offices on the first floor, giving meeting rooms and office units a view of the area while at the same time not directly visible from outside. The high rack warehouse is completely enclosed from all sides and illuminated by means of skylights. Horizontal, textured cladding of corrugated aluminum emphasizes the elongated composition.

The generously glazed reception area is tucked under the middle of the overhanging office tract, creating a sheltered, prestigious forecourt. The structure's emblematic character dominates the urbanistic situation.