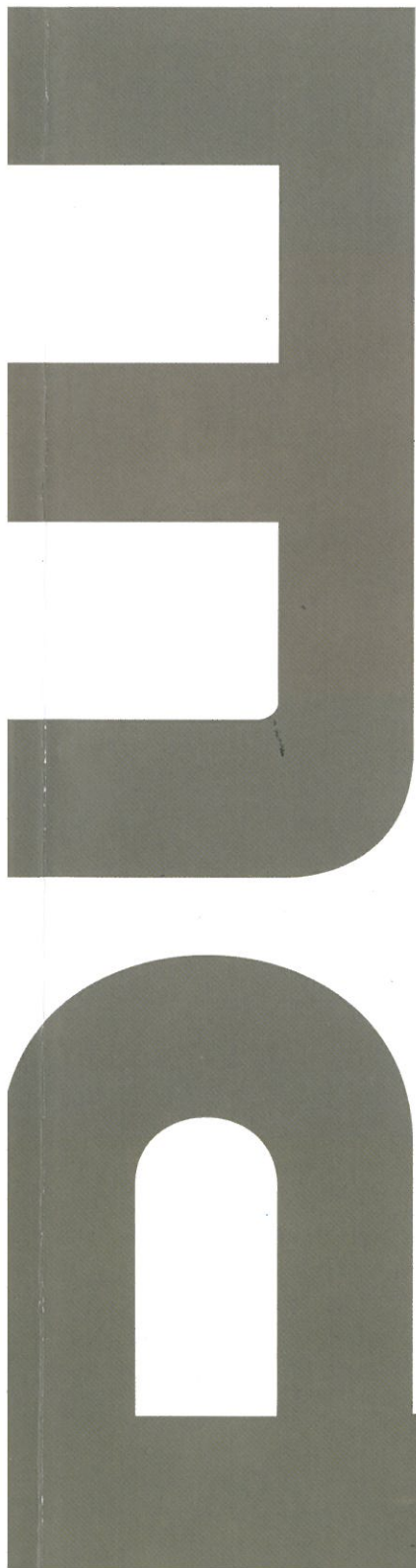




TRENDS
Im Freien zu Hause, Healthness

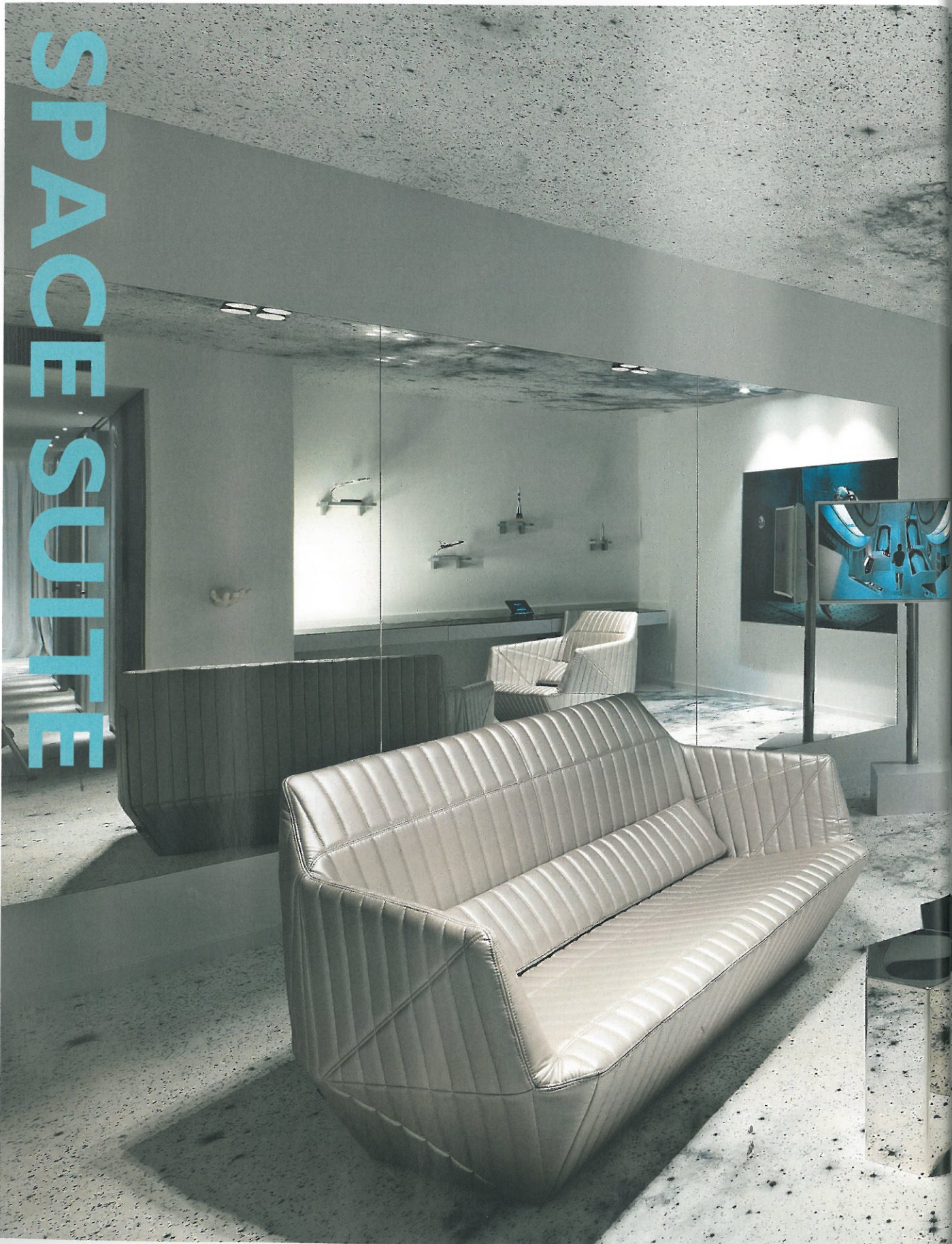
PROJECTS
Pearl Izumi HQ Colorado, Hager Forum Obernai

SPECIAL
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SPACE SUITE





UNENDLICHE WEITEN

Das All ist die große Leidenschaft des Fotokünstlers Michael Najjar. Sein Plan: Er möchte als Weltraumtourist mit Richard Branson in die Stratosphäre fliegen. Bis es soweit ist, schießt er die Gäste der Suite im Hotel Kameha Grand Zürich ins All. Ziemlich abgehoben!

Foto: Studio Michael Najjar

E English translation on page 90

**DEAR READERS,**

Brave New Office World – traditionally the *md* October issue is dedicated to this theme also in Orgatec-free years. In

this autumn, there are not so many big turning points or visions to be reported on. The digital revolution is conquering our business environment rather quietly, but continuously and in many shapes.

Where algorithms determine our lives and corporations like Alphabet control us, the question arises at the workplace how individual creativity can be promoted. Human beings are not machines. Reduced to their technically measurable characteristics, they will quit and look for a different job. Small wonder that work sociologists shift the focus on communication – from one colleague to the other, from face to face.

Enterprises will have to create an environment that incites exchange and that is, in the competition for the best heads, also attractive for staff. Architects, interior designers and office-furniture manufacturers are responding to this challenge by creating acoustically effective open-space offices, flexible workplaces and varied working zones. On more than 40 pages, *md* editors present to you convincing solutions from architecture and examples of spatial implementation and product development.

In addition we recommend our expert events. Use the autumn to get inspired in Stuttgart, Munich or Hamburg for your everyday professional life. As places are limited, we are looking forward to your early registration.

21 October 2015: material platform by *md* and Raumprobe – color in architecture and interior design; Haus der Architekten, Stuttgart; www.md-mag.com/Farbe

22 October 2015: *md* International Selection – Czech Republic; Eisbach Studios, Munich; www.md-mag.com/cz

17 November 2015: material platform by *md* and Raumprobe – haptics in an

interior-design context; Design Offices, Hamburg; www.md-mag.com/haptik

Looking forward to meeting you!

Susanne Tamborini
Managing Editor

E English translation from pages 6–11**A distinct brand DNA**

Bold colors dominate the interior space. They mark the space-defining and structuring components of the administrative building of Stabilo International GmbH. *mvmarchitekt + starkearchitektur* use the manufacturer's legendary marker pens as a visual leitmotiv. Photo: Paul Ott

An ode to work

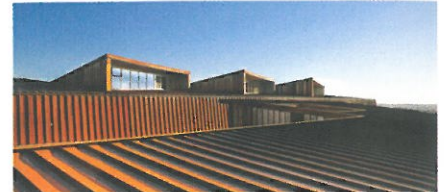
In the Russian village of Zvizzhi, architects Sergei Tchoban and Agniya Sterligova built the "museum of rural work". Using clay and straw, they only applied building materials typical of the region. The complete interior space is decorated with exhibits – utensils from the everyday working life of a village community. Photo: Dmitry Chebanenko

Infinite worlds

The universe is photographic artist's Michael Najjar great passion. He plans to fly as a space tourist with Richard Branson into the stratosphere. Until then, he shoots guests of the Space Suite at the Kameha Grand Zurich Hotel into the universe. Rather spacy! Photo: Studio Michael Najjar

E English translation from page 14**The landscape as a workplace**

A company building in Colorado/USA



American manufacturer of outdoor apparel Pearl Izumi offers textiles – from cycling to running wear – that must fulfill their purpose all year round in all weathers. In Colorado, the company had commissioned the ZGF Architects LLP studio to create a building for them that looks very different from what you are used to in this trade.

Out of many of the office rooms you can see the steel facade panels happily rusting away. An open load-bearing structure of wood, directly visible ventilation ducts, simple pendant lamps, rough floor, wall cladding of coarse wood panels. Is this already interior design or "only" industrial design? Did the company aim at providing inexpensive industrial workplaces or at really creating architectural culture? Generally the American State of Colorado is associated with the Rocky Mountains and wonderful uninhabited landscapes. Covering the project, we will experience that these fascinating landscapes are not just beautified travel propaganda but a well calculated means to an end.

365 days in Colorado

It is hard to believe that the archetype of the American barn is meant to be the architectural blueprint of this building. Not only does this agricultural building type with its structured simplicity stand in as a paragon of the new Pearl Izumi headquarters, but also in its function as a simple, purpose-oriented workplace with a strong attachment to the environment. Naturally the interior of a barn is much less "interior space" than a residential or company building can be, and it is much more exposed to various weather conditions. The client's demands on the architects, however, were quite precise: