

September/October 2000

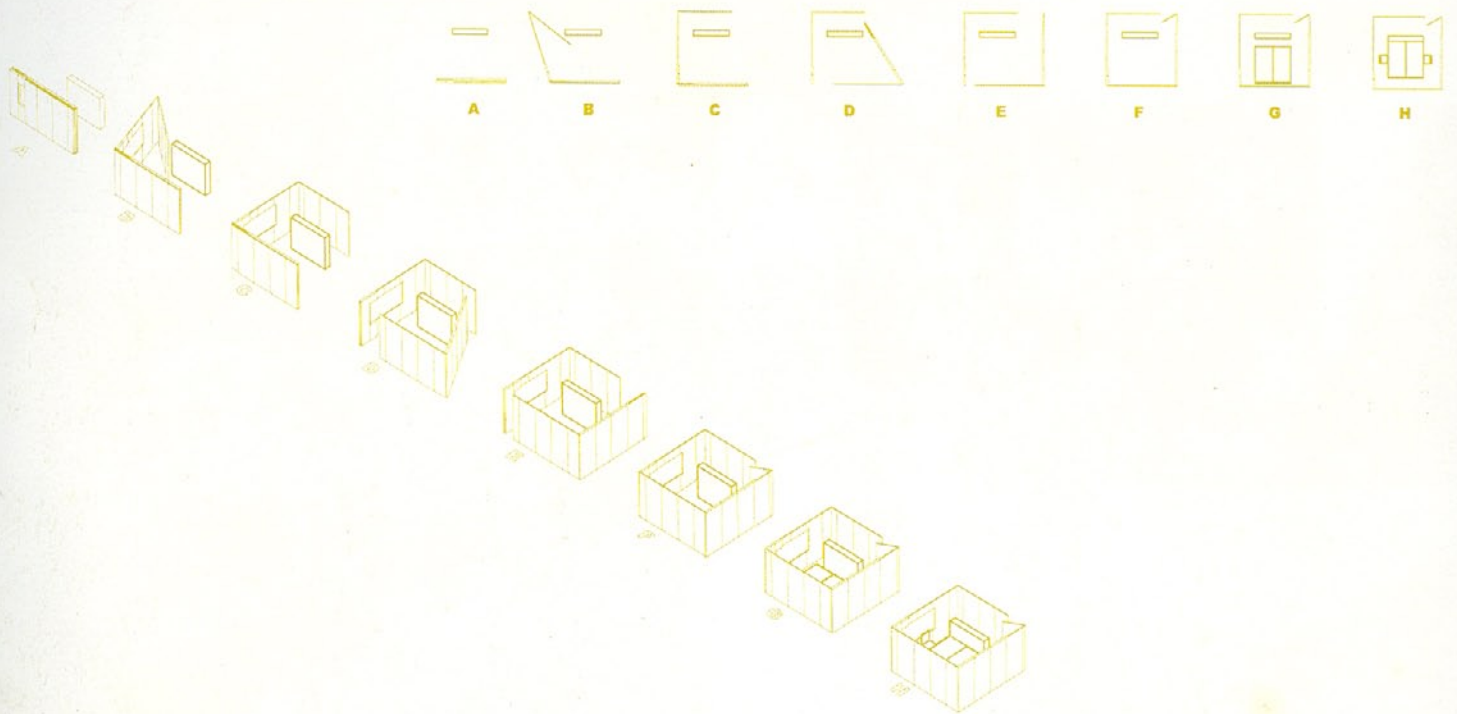
THE INTERNATIONAL REVIEW OF INTERIOR ARCHITECTURE AND DESIGN

FRAME

Driven by Curiosity Master Miyake's
Retail Designers **Coax and Convince**
Transformations in Stand Design **Reusing**
Amsterdam New Life for Old Buildings



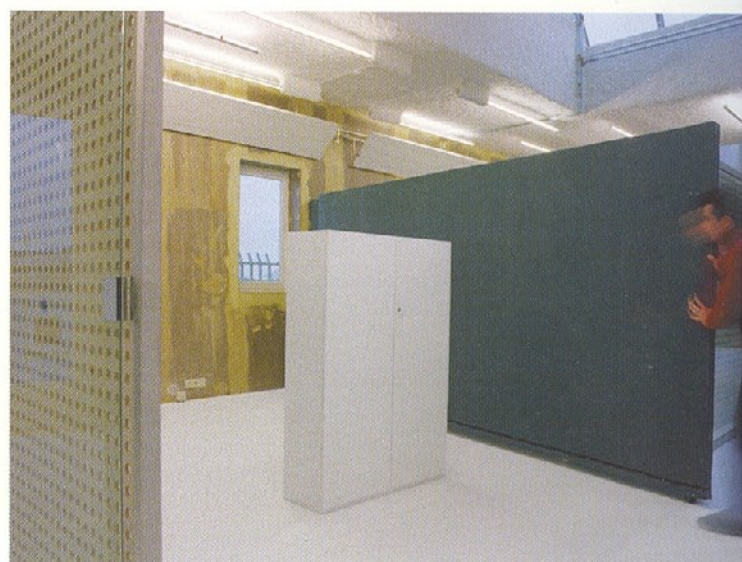
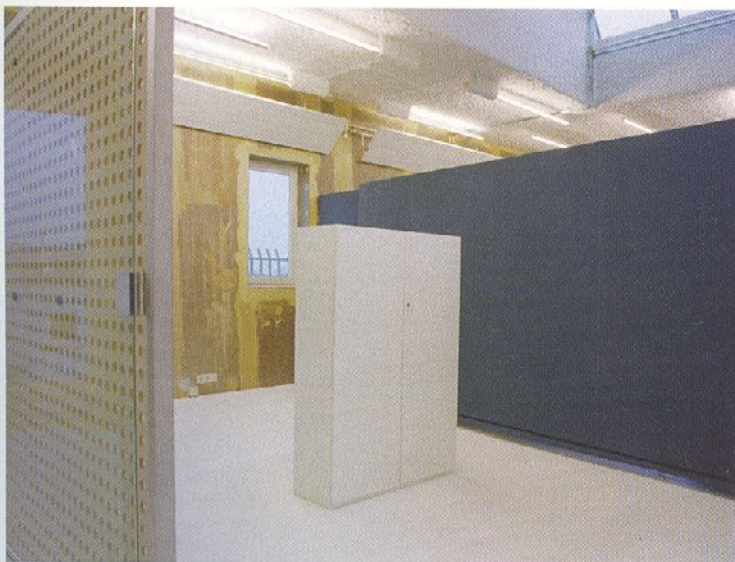
Frame 16 • September/October 2000 • Germany DM 25 • the Netherlands FL 27,50 • UK £ 8 • USA US\$ 13,50 • Canada Can\$ 16,95 • Printed in the Netherlands



Office on Holiday?

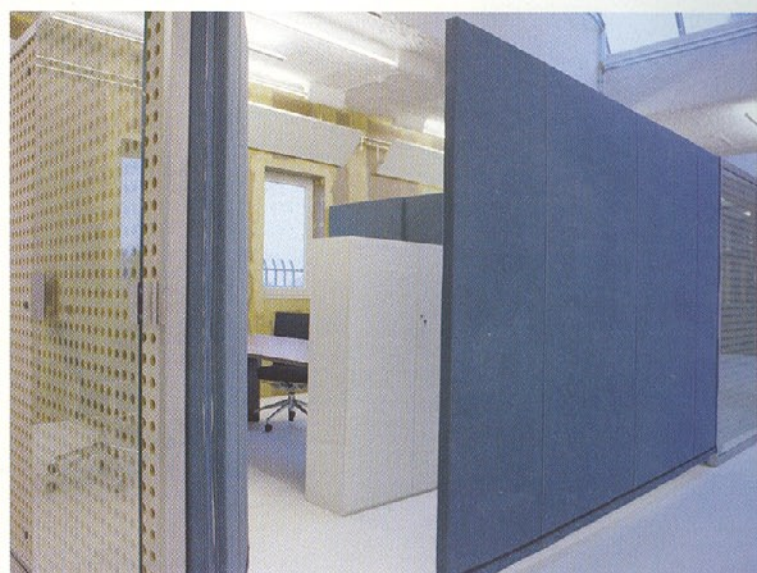
Camping is an activity enjoyed by holiday-makers around the world. The thought of incorporating this pastime into the workplace seems unreal. Nonetheless, **Eline Strijkers** calls the warehouse space that she designed for an ad agency in Amsterdam a 'campsite office'. *By Edwin van Onna. Photography by Martien Mulder/NEL.*

The design of the flexible office kits is purely functional: a table clicks onto a white cabinet. Walls consist of an aluminium frame provided with a perforated plate and sound-insulating material. The unit is zipped into a washable canvas cover that comes in various bright colours





The office floor is a milk-white expanse whose pristine state is repeated in the ceiling, which has been sprayed with a white paper-like substance. Like a carpet of fresh snow, the colourless layer covers the contours of pipes, wiring, conduits and sockets



of the permanent workstations. They mark the fold open a mobile office cubicle



into a separate area that features a stage, a rear wall and a lowered ceiling that covers the space like a tent awning. The zone is divided into an open kitchen flanked on both sides by lunch areas, as well as a 'living room'. Seated at a lunchroom table, one can imagine being a tourist with a view of daily activities in a foreign workplace.

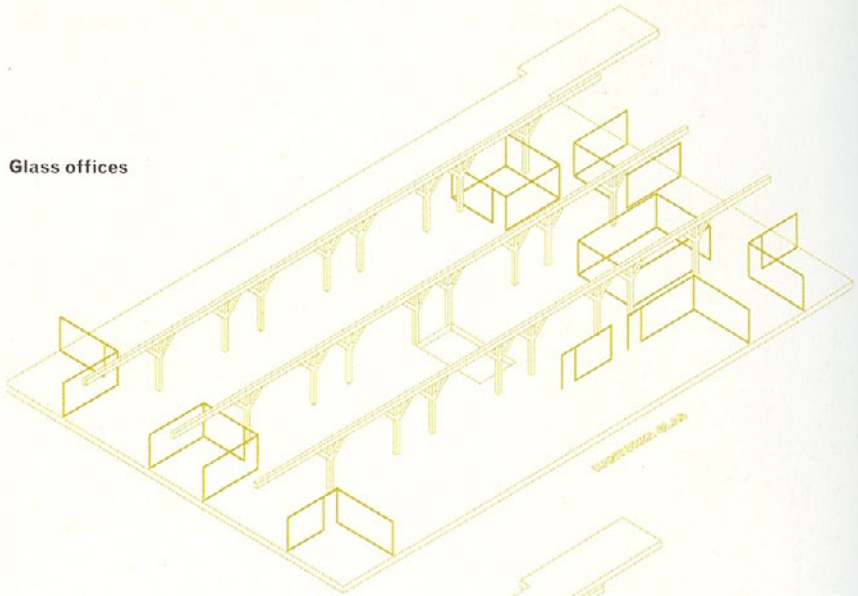
For more domesticity the living room, clad completely in purple, offers comfortable leather sofas and armchairs soon to be supplemented by a bookcase and a fireplace. A television set will give employees and visitors the opportunity to view commercials created by Schaeffer Wunsch Has. Furthermore, laptop connections are available at every conceivable spot. A meeting room housed in the former lift shaft, which rises tower-like above the building, provides space for more formal gatherings that require a private setting.

The way in which the relaxation zone is finished off is geared to the special acoustical treatment of this virtually open area. The problem of noise pollution was solved in a different way for each part of the zone. The purple carpeting in the living room, for example, continues up the walls and across the ceiling. Other areas are clad in chipboard panels or metal grids backed by undistinguished acoustic wool. Floodlight from concealed fluorescent lamps accentuates the uneven surface of the insulating material and produces a surprising play of shadow that makes the soft wool resemble a sloping mountainside. The 'open' application of this material is indeed successful in muffling sound and keeping it within the area in question. The choice of materials has been based completely on utilisation. Only after the purpose of a given space determines the material to be used there does the aesthetic aspect become part of the equation.

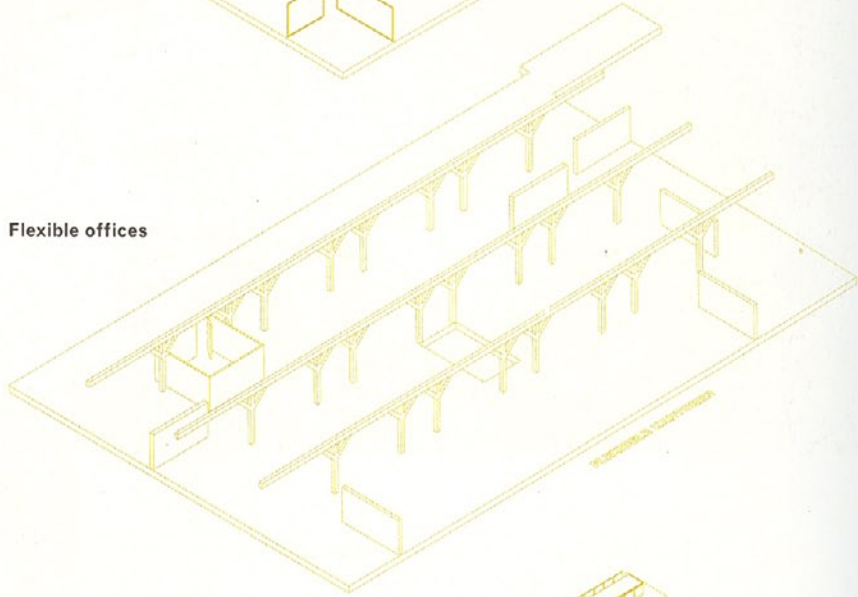
In practice, this strategy entailed a good deal of experimentation and consultation. Product designer Peter Hopman was called in to work on the lighting. Another fruitful collaboration involved Strijkers' professional and private partner Frank van Ooijen, who previously worked for Atelier van Lieshout. Working together with experts in the fields of acoustics and air conditioning, Van Ooijen designed the flexible office cubicles. Materials and their application were subject to comprehensive examination for compatibility with fire regulations. 'In the Netherlands, being innovative without overstepping the statutory building standards is a time-consuming affair,' says Strijkers disparagingly.

Outside the fortress once again, the visitor is mesmerised by the presence of water. In times past, this spot was the scene of barges carrying supplies in and out of the city. The working vessels have been replaced by houseboats of all shapes and sizes, now bobbing in gentle unison along the banks of the canal. Luxury craft dock alongside floating encampments complete with tents and flower gardens. Apparently the term 'campsite' can be interpreted in any number of ways. ◀

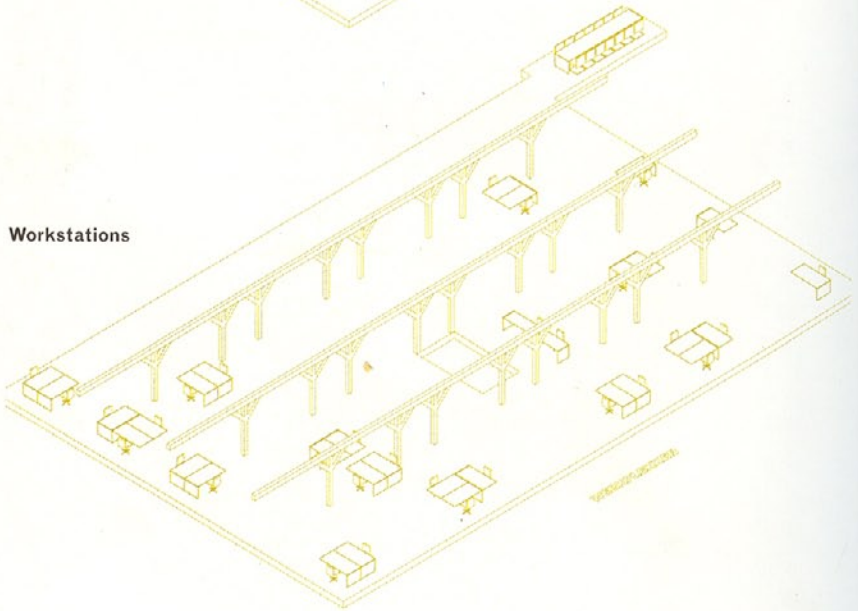
Glass offices



Flexible offices



Workstations



'The Dutch want fixed places and permanent in return to and are actually known to avoid the type and tearing down environments'



ative without overstepping the statutory building
affair'