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PRESS RELEASE

BDG ARCHITECTURE + DESIGN WINS UK PROJECT OF THE YEAR AT THE INTERNATIONAL FX AWARDS 2019

29 November 2019: BDG architecture + design has won Project of the Year by a UK based studio for Amsteldok, a new Amsterdam campus for WPP.

In the largest agency move in Dutch advertising history, Amsteldok brings together 15 WPP agencies from 11 offices into a single location. The completed project is a world-class example of WPP's global co-location strategy to bring together its people and agencies into one location, encouraging greater collaboration and giving clients seamless access to all of WPP's talent and expertise.

The judges commented:

"Amsteldok is a good combination of old and new with subtle, carefully executed details throughout. Rarely seen"

Theresa Dowling Group Editorial Director said:

"The FX awards are a great accolade because they are truly international. With so many international submissions, if you win at the FX Awards you really are World Class. Congratulations to BDG for this fantastic WPP project."

The previously vacant Rivierstaete building (as it was formerly known) has been transformed from a large traditional office building into a 19,000m², innovative and creative workplace to support the 1,500 people that work from it.

On the banks of the Amstel river, the 19,000 sq m building, designed by architect Hugh Maaskant in 1973, was originally Europe's largest office building. It was, however, deeply unpopular, and the renovation aimed to revalue and reintroduce the building to the surrounding community.

Preserving the concrete structure has allowed the building's character to remain while reducing environmental impact. The entire building meets BREEAM Very Good certification standards – an exceptional score for a renovation project. It has rainwater buffering and retention, green roofs, advanced daylight system control, advanced climate system control, energy-efficient daylight control, a thermal storage system and a class A energy rating.



Careful renovation gives office floors maximum heights, with large, open floorplates allowing for flexibility now and in the future. The floor-to-ceiling glass allows natural light to illuminate inside, and green roof terraces encourage creativity.

The new feature staircase takes clients from reception to the shared business hub on level one. Shared facilities occupy 40 per cent of WPP's spaces, while cafes, restaurants and bars are designed to increase staff wellbeing as well as encourage movement, creating opportunities for chance encounters. Aiming to inject a lease of life into the building, a ninth floor, 352 sq m roof terrace offers incredible views over the Amstel river and the city.

ENDS

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Notes to Editor

About BDG architecture + design: BDG architecture + design is an international architecture and design consultancy focusing on strategy, architecture and design for corporate, public sector and education clients for new build, refurbishment and heritage projects.

About WPP

WPP is a creative transformation company. We build better futures for our clients through an integrated offer of communications, experience, commerce and technology. For more information, visit www.wpp.com.