

Office expansion of advertising agency „Zum goldenen Hirschen“

Architectural office extends the Frankfurt base of advertising agency

FRANKFURT. schöne räume | architektur innenarchitektur has succeeded in the competition and convinced the advertising agency "Zum Goldenen Hirschen" by its presentation for extending their office premises. Late last year, the team of architects started with the planning and implementation of the well-known advertising agency based on the Hanauer Landstraße. Promoting internal communication procedures by architecture represented the focus of re-construction of buildings. Interior fittings and individually designed furniture were not only to match the philosophy of the agency, same should also duly reflect the requirements for individual and team working areas and, demonstrate the agency's way of thinking. In close liaison with the team of the agency, schöne räume developed a draft conception and design elements and, consequently, accepted responsibility for adequate implementation thereof.

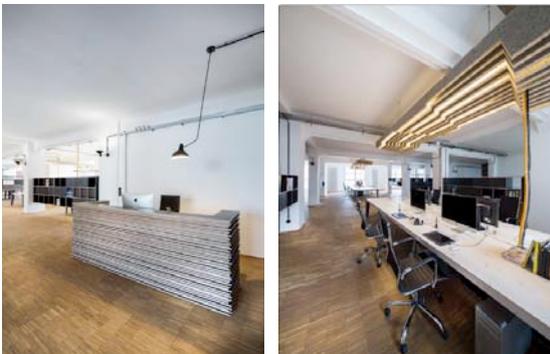
In an old storage building at the eastern part of Frankfurt the communication and marketing agency "Zum Goldenen Hirschen" was given the option to move into a new environment. 25 staff should be offered an open office structure at a ground space of some 480 m². Furthermore, a separate meeting room was to be planned. "Our objective was to conserve, on the one hand, the specific industrial environment and, on the other hand, the open space supported by modern design elements", describes Christian Koch, Project Manager, the basic idea. The central axis in west-eastern direction starts at the lowest point of the floor, opens and enlightens the spacious area. Right and left of the axis working areas will be established. The second significant axis follows the north-south direction and, crosses the main axis in its middle. At this point, the creative department of the agency is residing. At the end of the central axis of access there is an informal meeting area. In order to emphasize the structural layout and design specifics of the room two large workbenches mark the creative section which provide sufficient working space for six staff. At the end of each bench is an informal area for business meetings or spontaneous brainstorming sessions. The free-hanging shelves, located between the pillars, divide the room, however, without splitting same.

Above the work tables in the creative section sculptural lighting, made of so called "Sauerkraut"-plates, were installed. In addition to acoustic effects the plates emphasize the importance of the north-south axis. Behind the hoist, in the remaining area, a focus room separated by a glass wall was created. "Design and material highlight the existing area, highlight the loft character, too, and do provide spacious room for creative work, highest concentration and integrative performance. They defines working environment – an important aspect by our experience for personnel and long lasting work relationships", says Ralf Böckle, owner of schöne räume.

For more information: www.schoene-raeume.de and www.hirschen.de.



Office space with different workstations.



Reception area and creative axis.



The materials are not only stylish, they also promote the spatial quality.



Look & Feel meet the philosophy of the agency.



The office space with a central axis and different workspaces.