

INTERIOR DESIGN[®]

SEPTEMBER
2022

NANCY COBB

JOSEPH P. DONNELLY

JIM IRISAY

JENNY NORTON

TOM ADELSON

NINA AND MICHAEL ZILKHA

MARY MACEDA KEYMER IN MEMORIAM OF SEAN BOWEN

DOUGLAS AND ANNE BRINKLEY

MANU AND FRED DORWART

PEGGY AND S

SUSAN NEAL

ASM GLOBAL

ERIC ALLEN

PETER S. GREGORY

DAVID WALKER

OVG360

ROBERT RULON-MILLER

WPX ENERGY LEASAC

KEIT AND KRISTIN SIMONSEN

ROBIN AND STEVE BISHOP

LEE AND PAM ESICKER

RODIN AND LARSEN

SUSAN ANDERSON CATMULL

UNIVERSITY OF TULSA

STERLING (TERRY) BESS

GEORGE KAISER FAMILY FOUNDATION

TERRY AND PAMELA MARPLE

ROGER A. GOWLANDER AND KAREN E. STRATTON

MAURITEN AND JOHN COPP

STEVE HARRER

FRANCK AND ABELLE BELLARCHE

JERREY AND ANNE TRINKLEIN

SONY MUSIC ENTERTAINMENT

ANTHONY AND KATHERINE CARROLL

ANNE MARGARET DANIEL AND ELLENOR CASE-PETERSON

IC PUBLISHING GROUP

rockin' big ideas



Studio Alexander Fehre

"Serious Fun," page 78

principal: Alexander Fehre.

firm site: Stuttgart, Germany.

firm size: 13 architects and designers.

current projects: Mediaworks Munich office development and Roche LEAP Office & Laboratories in Penzberg, Germany.

honors: IF Award; Frame Award shortlist.

small beginnings: Fehre started his design firm from home on a laptop when he was 26.

broader views: He has a great interest in sociology and the how and why of human behavior.

alexanderfehre.de

HEADLINERS



Belzberg Architects

"Shining Star," page 94

founding partner: Hagy Belzberg, FAIA.

principal: Lindsey Sherman Contento.

principal: Barry Gartin.

principal: Kristofer Leese.

firm site: Los Angeles.

firm size: 27 architects and designers.

current projects: The master plan for the Milken Community School, a mixed-use building with a company headquarters, and the Holocaust Museum expansion, all in L.A.

honors: Interior Design Best of Year Awards; American Architecture Awards; AIA Los Angeles Design Award.

local: Belzberg's best and worst day was when his 15-year-old son beat him in a surfing competition.

international: Sherman Contento previously lived, worked, and taught in Zurich and Caracas, Venezuela.

singer: Leese is a member of a church band.

rocker: Gartin's first concert, at age 13, was the Guns N' Roses/Metallica Stadium Tour.

belzbergarchitects.com



Pig Design

"Green Lantern," page 102

founder, chief designer: Wenqiang Li.

firm site: Hangzhou, China.

firm size: Six architects and designers.

current projects: Firm's own office in Hangzhou; Neobio entertainment complex in Wuhan, China; Mint nightclub in Shanghai.

honors: Interior Design Best of Year Award; Frame Award.

humor: Pig is a reference to Li's especially tubby cat.

hobby: His other interests are drawing and music.

pigdesign.art

TOP: KRISTIN WAGENRENER; CENTER LEFT: SAM JONES



TAGWALL

Architectural Glass Wall Systems
www.tagwall.com

text: mairi beautyman
photography: philip kottlerz

SERIOUS FUN

Studio Alexander Fehre turns two buildings into an impressive but playful special-projects facility at the Bosch Engineering headquarters in Abstatt, Germany



German corporations employ the highest number of engineers in all the European Union, which means they are constantly scouring the globe for qualified staff. So, how do they lure such specialized employees away from the competition? Perhaps by suggesting that, contrary to dour memes, the work life of an engineer in the Federal Republic is, quite possibly, fun.

"There's a cliché of the German engineer toiling tirelessly away in a little chamber," designer Alexander Fehre admits. Which is exactly the kind of work environment that the Studio Alexander Fehre principal and his team sought to avoid creating for Bosch Engineering GmbH, a developer of electronics systems for automotive and other applications, headquartered on a 108-acre campus in the southern German town of Abstatt. Executives at BEG, a subsidiary of multinational technology giant Robert Bosch, asked Fehre to turn two of its buildings into a facility for special engineering projects that run for a few weeks

or more. What they got was 48,000 square feet of flexible work space that combines the know-how of an established corporation with the dynamic vitality of a start-up, while infusing the whole with a spirit-lifting sense of play.

The two glass-and-steel buildings, which are about 330 feet apart, are both two stories high. One, known by its number, 204, is a new structure by WMA Architekten; the other, 301, was designed by SFP Architekten in 2004. Having previously conceived headquarters for another Bosch subsidiary, Fehre was already attuned to the conglomerate's corporate culture and thus able to give the separate interiors a satisfying physical and psychological unity.

Splashes of yellow, shimmering metallic surfaces, warm honey-hued wood, and an abundance of car motifs feature throughout, lending the workplace an upbeat yet focused energy appealing to BEG's high-profile clients, such as



Previous spread: The flexible entry in 204, one of a pair of two-story buildings Studio Alexander Fehre has transformed into a project-based work facility at the headquarters of Bosch Engineering in Abstatt, Germany, features Thomas Bernstrand and Stefan Borselius's Bob modular sofa and ottoman system and custom acrylic side tables.

Top, from left: The entry of 301, the second building, also serves as an exhibition space for automotive products developed by Bosch. Flooring in 204 is painted concrete. **Bottom, from left:** Bleacher seating in 204's community hub is MDF veneered in natural or perforated oak. The terrazzo flooring in 301 is original to the building, which dates to 2004.



Pagani, an Italian maker of limited-edition supercars that cost \$3 million and more.

The combined facility, which brims with flexible furnishings, dozens of meeting-room iterations (in 17 enclosed spaces), and hybrid lounges (in airy, light-filled open areas on all four floors), provides satisfying transitions between a range of spaces, from studious work zones to convivial gathering spots. "The goal was an open, international feeling that points to very different projects from very different clients in Europe, America, Asia, and beyond," Fehre explains.

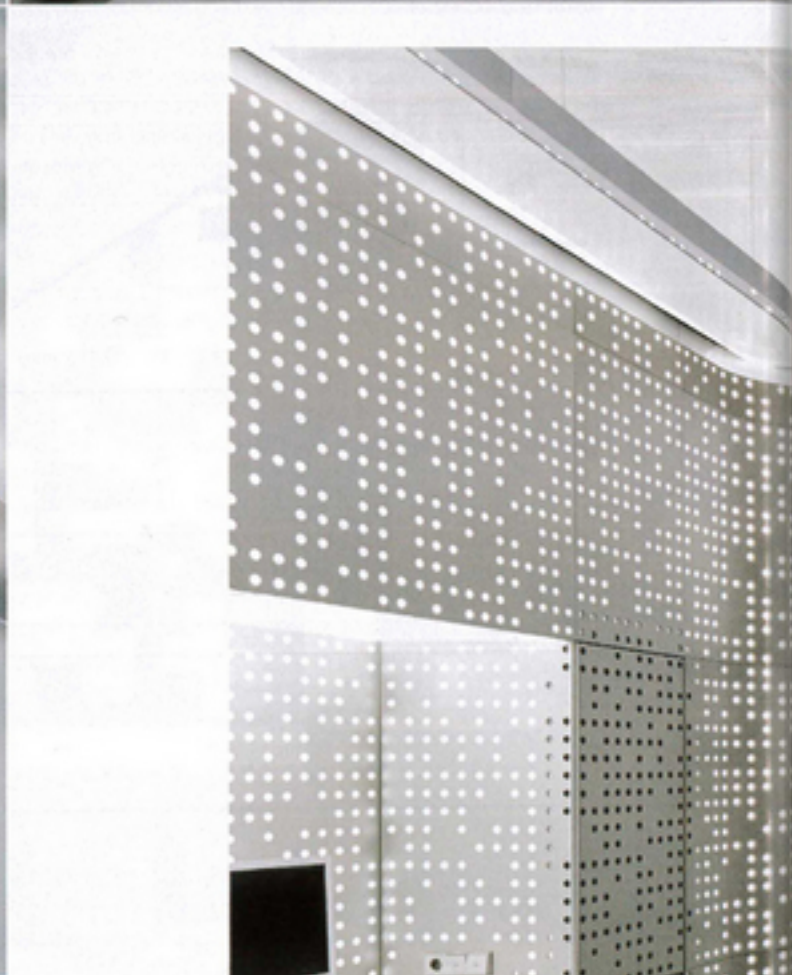
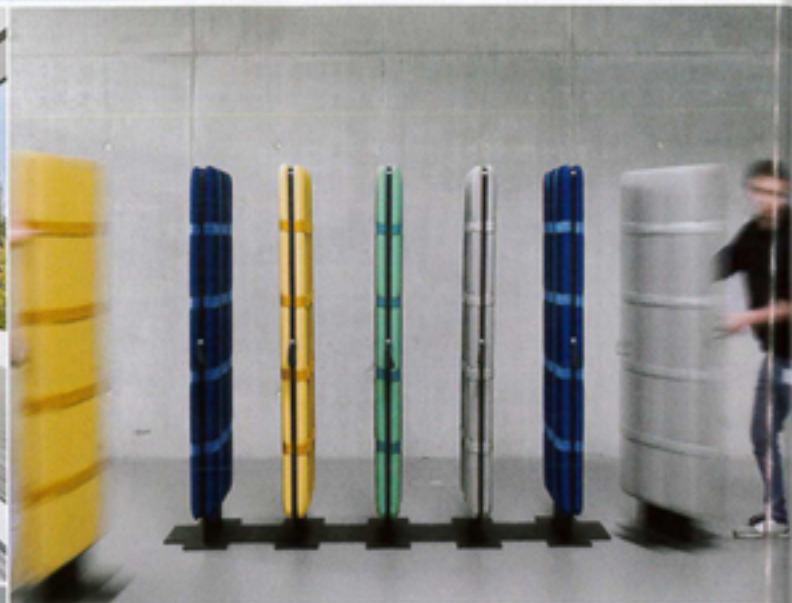
The 2,600-square-foot lobby of 301, where an existing ceiling and some glass partitions were removed but the terrazzo flooring retained, now doubles as a showroom for products developed by Bosch, with a mini race car and a small helicopter among the projects on exhibit. MDF display plinths in reflective teal PVC and oak veneer are surfaces for both meet-and-greet beverages and gleaming engine parts. The dynamic zigzag geometry of the existing stair gains new prominence after its concrete stringers received a coat of glimmering blue-green lacquer. "It's called flip-flop paint and comes from the car-tuning industry," Fehre notes. "The color changes depending on which angle you look at it."

The 1,600-square-foot community hub on 204's second floor is dominated by a 12-foot-wide block of bleacher seating, which Fehre refers to as "room furniture." Built from oak-veneered MDF, and outfitted with crisply tailored cushions, it's tapped for educational courses, visiting speakers, or simply lunch with a commanding in-house view. Integrated into the back of the unit, a kitchenette with an island lined with barstools provides additional breaktime perches. The surrounding café area includes another piece of "room furniture": a booth-style seating alcove, one of several scattered throughout the project, offering cozy sanctuary or one-on-one conversations. It's enclosed in

Top: In a 301 lounge area, perforated oak-veneered paneling surrounds upholstered seating alcoves. **Center:** Camouflage-inspired foil graphics back Paola Navone's InOut chairs in a 204 hallway. **Bottom:** Alcoves are upholstered in a wool-nylon blend, this one fitted with a Corian table and a Hedra pendant fixture.

Opposite: Like the flooring, the stair in 301's entry is original, but its concrete stringers have been newly coated in flip-flop paint, a reflective lacquer used in the car-customization industry.






perforated veneered paneling, a material that clads some walls and other large-scale elements. "Perforations are a bit pricier," Fehre admits, "but you enjoy the material more than when it's flat—and they point to Bosch's technical approach."

With a few exceptions (Paola Navone's elastic-strap InOut chairs, to name one), most seating is cushiony; the Bob interlocking sofa and ottoman system by Thomas Bernstrand and Stefan Borselius—its rounded, modular components, covered in varying hues of wool-blend fabric, can be configured straight or curved—is found throughout. The same fabric, in brilliant yellow, upholsters some of the seating alcoves. "Blues, grays, and greens are key colors of the brand," Fehre notes, "but yellow, used sparingly, is our little contrast to the Bosch world." The bright shades pop against the envelope's otherwise muted palette: exposed concrete, aluminum framing, and gray flooring that's either painted concrete or monochrome carpet tile.

Of all the enclosed meeting and work spaces, perhaps the most intriguing—and fun—is the computer lab, a 500-square-

foot room with walls paneled in perforated aluminum that is backlit with LEDs. As staffers create desktop simulations of how BEG products might affect vehicle performance, they are surrounded by a dazzlingly pixelated environment that feels like being inside a supercomputer of the future. Or inside an engineer's dream playroom of today. 

PROJECT TEAM
 PER HÖRBERG; JOHANNA PANDER; JOSSE FREUND; MAGDALENA PAPROTNA;
 INNA STROKODUS; STUDIO ALEXANDER FEHRE. BAIERL + DEMMELHUBER:
 CUSTOM FURNITURE WORKSHOP.

PRODUCT SOURCES
 FROM FRONT JAB ANSTÖTZ: RUGS (COMMUNITY HUB, HALL). GERVASONI: CHAIRS
 (HALL). HEINRICH SCHMID: PAINT (301 STAIRS). DELTA LIGHT: PENDANT FIXTURE
 (YELLOW ALCOVE). WESTAG & GETALIT: ISLAND LAMINATE (KITCHENETTE). HAWORTH:
 CHAIRS (COMPUTER LAB). THYSSENKRUPP: PANELING. BECLINE: LEDS. THROUGHOUT
 BLA STATION: MODULAR SEATING SYSTEM, BARSTOOLS. KVADRAT: UPHOLSTERY
 FABRIC. STRÄHLE: PARTITION SYSTEM. DUPONT: SOLID SURFACING. SCHÖPPER:
 CUSTOM FOIL. ALFRED KIESS: CUSTOM PLINTHS. INTERFACE: CARPET TILE.

Top, from left: Stefan Borselius's Dundra stools serve the kitchenette island in 204. Custom acoustic partitions can be moved to make any open space quieter and more private. **Bottom, from left:** The glass's graphic foil is custom. Perforated aluminum paneling backlit with LEDs envelops the computer lab in 204.