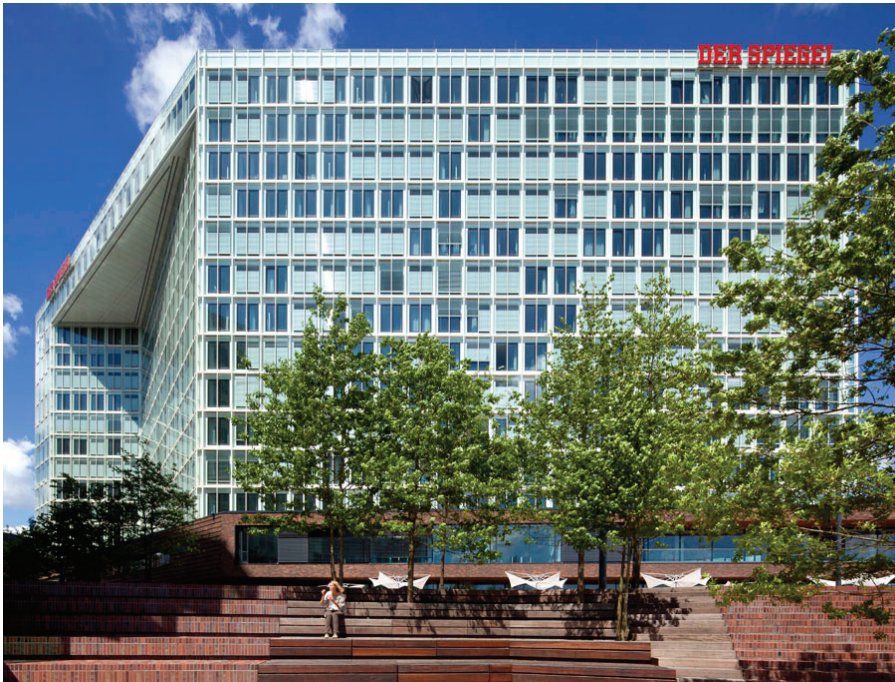


SPIEGEL HQ - A MEDIA HOUSE IN HAMBURG



“

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DESCRIPTION OF HENNING LARSEN ARCHITECTS

Henning Larsen Architects was founded in 1959 and is an international architecture company with strong Scandinavian roots. Our goal is to create vibrant, sustainable buildings that reach beyond themselves and become of durable value to the user and to the society and culture that they are built into.

Henning Larsen Architects attaches great importance to designing environmentally friendly and integrated, energy-efficient solutions. Our projects are characterised by a high degree of social responsibility – not only in relation to materials and production but also as regards good, social and community-creating spaces.

For more information about Henning Larsen Architects and Spiegel Headquarters please visit www.henninglarsen.com.

EXPLANATION OF THE ENTRY

The new Spiegel Headquarters forms part of an extensive development of Hamburg's inner harbour, HafenCity. With the completion of the new Spiegel Headquarters, the various divisions of the media group are consolidated under one roof: Der Spiegel magazine, Spiegel TV, Spiegel Online and the publishing division. Together with Ericus-Kontor, which forms part of the complex, the headquarters stands out as a landmark by the entrance to HafenCity.

13 national and international architecture studios participated in the competition for the new Spiegel Headquarters, and two projects were selected to proceed to the second stage. Henning Larsen Architects won first prize and signed the contract with the German client, Robert Vogel GmbH & Co., in 2007.

Henning Larsen Architects has developed the project through the detailed design stage. The process included the design of all essential architectural details and the selection of materials. Subsequently, the local architect, Höhler+Partner, completed the project, including tender and construction management.

Name of project: Spiegel HQ

User: Spiegel Group

Client:

Robert Vogel GmbH & Co. KG, Alsterufer 26,
D-20354 Hamburg

Location: Brooktorkai, HafenCity, Hamburg, Germany

Gross floor area: 50,000 m²

Year of construction: 2008 - 2011

Type of assignment: First prize in competition

BEHIND THE PROJECT

Leading figures from Henning Larsen Architects:

Responsible Partner: Architect, Partner and Director
Louis Becker

Project and Design Manager: Klaus Troldborg

Project Manager: Michael Horn

Lead Architect, Interior Design: Martha Lewis

Concept Design and Competition Manager:

Ulrik Raysse

Collaborators: Höhler+Partner, WES&Partner,
Ingenieurbüro Dr. Binnewies, DS-Plan AG, Schlegel
und Reußwig, Kardorff Ingenieure Lichtplanung and
Ippolito Fleitz Group

CONTACT

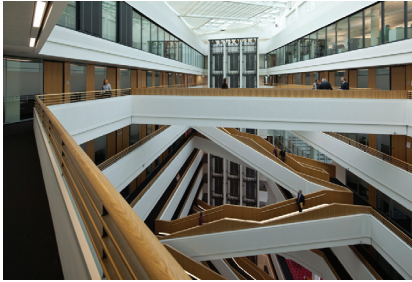
Farid Fellah, Communications Manager

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Henning Larsen Architects

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MATERIALS

As one of the first and most sustainable buildings in Hamburg, Spiegel Headquarters has been awarded the prestigious award 'Hafencity Umweltszeichen Gold'. The sustainability certification of Hafencity – which is considered a forerunner of the German DGNB standard in green building – takes a holistic approach to sustainability and incorporates everything from energy and resource consumption through economy and indoor climate to social aspects. In order to win a gold medal, three out of five categories must achieve gold. The Spiegel Headquarters is precertified for a gold medal, since four out of five categories meet the requirements for gold. Thus, the building is one of the most sustainable large-scale buildings in Germany. The final granting will not take place until the completed building has been tested and meets requirements.

All materials applied have been thoroughly examined. Products containing PVC or other blacklisted substances have been avoided, and the materials' ability to create a good indoor climate has been measured.

The specific requirements for the emission of substances (TVOC less than 1.5 mg/m³), elimination of biocides and formaldehydes and halogen-free fire protection are met.

Mechanical ventilation and the possibility to open the individual windows ensure a high air quality throughout the building.

A minimum of 20% of the functional areas should be suitable for allergic people, which means that all materials and solutions have been tested in relation to how easy they are to clean.

FSC-certified wood is the only type of wood used in the building. The wood has a warm expression and creates a connection to nature and the overall green intentions of the building. On the interior, German oak wood and German natural stone have been used to root the building in the local context and reduce energy consumption for transportation.

ENERGY EFFICIENCY

To achieve a low energy consumption of 80 kWh/m²/year, a number of sustainable solutions have been incorporated into the design of the building. The facade of the glass cube is a so-called 'double compact facade' whose outer layer protects a ventilated cavity comprising flexible and effective solar protection. The interior facade offers a high degree of insulation by means of extra insulation in the closed panels and use of three-layer glass in the large wooden windows.

The exact sizes of the windows, solar protection unit and curtains have been carefully matched to find the right balance between the U-value of the facade, the thermal load of the sun and inflow of light in the offices – and thus minimise the energy consumption for heating, cooling and artificial lighting. All large double-leaf windows of the building can be opened individually and thus contribute to increasing the flexibility and comfort of each employee. Likewise, the solar protection units can be individually controlled.

The temperature in the building is controlled through water-bearing pipes embedded in the concrete slabs. In that way, the mass of the heavy building parts is used to cool and heat the office spaces, which thus feature exposed, rendered concrete ceilings. To ensure a high degree of flexibility, the ceilings are fitted with thermo sockets to which cooling coils can be connected to adjust the temperature in the individual office spaces. The cooling coils are connected to a geothermal facility.

The air supply ducts of the ventilation system are embedded in the corridor floors of the individual offices, while the exhaust ducts are incorporated in the ceiling. The channels are connected to an efficient heat recovery facility on the roof – another important element in the energy optimisation of the building.



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WATER

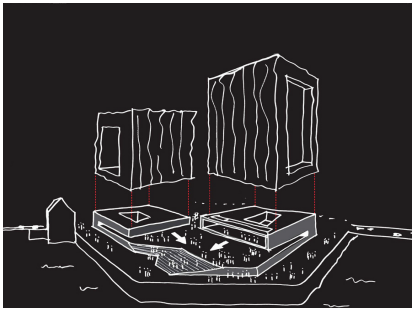
Focus has been on achieving water savings by means of water-saving fittings and use of grey water for flushing toilets, watering flowers, cleaning and washing. The percolation of rainwater on the plot has been reduced by means of rainwater collection and by the partly green roof surfaces. Facade materials that could release heavy metals to the rainwater have been avoided.

COMMUNITY IMPACT

The vision was to create a modern media house for Spiegel's employees and the surrounding city. An icon of high international standards with focus on openness, communication and transparency.

The large 'window towards the city' - 'Fenster zur Stadt', allows the citizens of Hamburg to follow the in-house activities of the media group and provides the employees with a view of the city and the world they are describing.

The lounge is a creative re-installation of Verner Panton's original, colourful pop art design developed specifically for Spiegel's previous Hamburg headquarters in 1969. The original red pop art environment creates an inspiring, evocative gathering point for Spiegel's employees. From the outside, it stands out as a red-orange field in the facade facing the city. The vivid Panton colours closely connect to Spiegel's identity and have been re-used several places in the building.



DESIGN

The design of the new Spiegel Headquarters is based on the urban context. A location on such a central plot in the city requires a distinctive building – a distinctive architectural design. Ericusspitze marks the entrance to the new urban quarter, Hafencity. At the same time, the building represents the transition between old and new – between the old Hamburg and Hafencity. The building is made up of three elements: two white glass cubes placed upon a joint base. With its scale and tile clad surface, the base connects to the adjacent historic area of Speicherstadt, while the white cubes relate to the scale and materiality of Hafencity.

The Spiegel building comes alive through contrasts. At the entrance the colour on the exterior meets the bright interior and creates a tension between the dark and rough, and the bright and smooth. The overall colour concept is based on Scandinavian traditions including bright values in the large rooms and, as a contrast, including colours sporadically.

LAND USE

One of the great qualities of Hafencity is the proximity to the water. It has been an essential focus point in the design process that the new Spiegel Headquarters not only offers the employees an attractive office environment but that the building also contributes positively to the public urban space by providing public access to the site and offering a number of public, outward functions on the ground floor. The building connects the old Hamburg and the new urban quarter of Hafencity and creates a vibrant urban space with squares and recreational spaces along the Elbe.



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