

The famous and internationally active interior architect Sevil Peach made a substantial contribution to the interior design of the Campus Forum. The architectural office Sevil Peach Gence Associates of London has had ten years to gather a store of experience in the design of working environments, whether of offices, sales premises, health care facilities or exhibitions. Their interest in and knowledge of the design of workspaces is quite exceptional. SPGA works with customers who wish to design their working environment in such a way that on the one hand support is provided for the attainment of corporate targets, and on the other new working relationships and processes are made possible.

Their groundbreaking interiors for the offices of Barclay Property Holding in Birmingham and Vitra's offices in Weil am Rhein have led to their involvement in a series of internationally recognised projects for clients such as Sony, Mexx, Deloitte and Novartis. SPGA is currently working on Microsoft's new headquarters in the Netherlands.

Their solutions for these customers are designed to shape changing conditions in the working world in the best possible way, while presenting the change as something positive – both for the organisation and for the individual. SPGA applies all its knowledge and experience to make users feel comfortable and contented in their working environment. In this way the best possible use of the workspace will be made, and productivity enhanced.



Sevil Peach

REFERENCE

NOVARTIS CAMPUS-FORUM 3

Novartis Campus at Basel will be an international significant place of knowledge, innovation and encounters. Vittorio Magnago Lampugnani's master plan provides for individual buildings to be designed and realized by invited architects. Roger Diener, Helmut Federle and Gerold Wiederin designed and realized the first building, the Forum 3.

It is one of the aims of this project to foster communication, creativity and the commitment of our associates through an esthetic and functional approach to the design of the working environment. This idea is taking shape with the Diener building. Both in the building interior and also in the outer spaces, a wide variety of working and meeting areas are being created-providing open, transparent, versatile and flexible spaces that offer plenty of scope for interaction and interdisciplinary teamwork.

Immensely large coloured glass panels dance almost weightlessly in several layers around the building, making it move, gleam and shimmer, responding to the light at particular times of day and in different weather conditions. Inside are office landscapes whose solid elegance combines open-plan spaces with places of concentrated seclusion.



Overall view



Façade by night



Glass façade of the Novartis Campus Forum in Basel

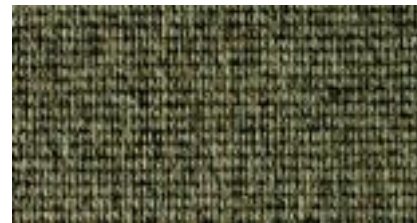
When the building is encountered from a distance, it becomes apparent that the structure's airy, almost immaterially weightless appearance distinguishes it from all other buildings. The coloured glass may attract attention to the building but at the same time reduces the seriousness, endows it with something light, almost playful, which doesn't fit in with expectations of the image presented by a big company's administrative office.

The most amazing aspect of this building with its expressive veiling is the complex vitality. Viewed when standing, its appearance also seems to stand still. When one moves towards the building, its image also moves with the observer. From the middle distance details come into the foreground. The supportive structure of the glass becomes apparent. One recognises that the façade is constructed out of three levels of glass floating in front of one another. Depending on the way the light falls and the viewing-point, the glass areas seem to lose their colour.

No matter how hyper-complex, vitally excited, fragmentary, and dispersed the building may present itself as being from the outside, a transformation of atmosphere surprises the visitor to the interior. Here the structure seems generous and open, elegant and, above all, tranquil. The image of a unity formed out of many complex details is transformed on the inside into a concentrated expansiveness where individual strongly-coloured pieces of glass stand out - almost like monochrome paintings. Yet colourfulness does not dominate the interior space. Almost imperceptibly it brightens the overall light. Astonishingly the several layers of superimposition do not disturb the view either. Quite the contrary. One has the impression that outer and inner space merge almost seamlessly as if there were not any great diversity of layers of glass. Strangely - and perhaps this results from the shades of colour involved - the transparent materiality of glass is sufficient to generate the impression of a sheath which provides refuge.



Carpet detail "Flatwool stripe"



Carpet detail "Rep"

The longer one thinks about this unusual building, the clearer it becomes that this creation has the courage to renounce false unity. It links spheres of existence which are all basically accepted as separate entities but almost never appear as a unity. The building has two zones which compel reflection on the part of any observer. It connects a rational and utilitarian functionality with a spectacular artistic "entrance" and with an almost symbolically significant staging of nature.

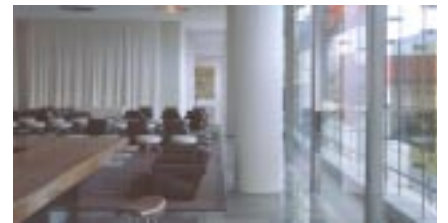
The architecture of this spectacular building is elaborate and has been carefully planned, and equal care has been devoted to the interior design. In collaboration with the highly regarded interior architect Sevil Peach, Ruckstuhl had the chance to show its strong points: top quality carpeting made from the best natural fibres, subtly blended colours and timeless design.

Fitted sisal carpets of the "Jaipur" quality in a rich chocolate brown, surrounded with a luxurious leather band, were made to measure for the showcase lounges and conference rooms. For the office areas, about 3000 square metres of the heavy duty woollen carpet "Rep" were used, in the form of one metre square tiles. In the adjoining company restaurant the easy-maintenance woollen carpet "Flatwool stripe" was laid over an area of 4500 square metres.

Source: "Novartis Campus - Forum 3", Architekturmuseum Basel, Christoph Merian Verlag, 2005; Fotos: Christian Richters, DE-Münster



Carpet detail "Jaipur"



Lounge with "Jaipur" sisal carpet



Conference room



Transparent glass cubes can be used as meeting rooms.



Lounge designed in calm and elegant shades.