



Lara Menzel
Masterpieces: Office Architecture + Design

English | German | French

Hardcover with dust jacket
23.5 x 23.5 cm
304 pages, 445 illustrations

ISBN 978-3-03768-007-0

€ 39.90 | £ 35.00 | \$ 49.95

Braun Publishing AG
Arenenbergstrasse 2
8268 Salenstein
Switzerland

Fon +41.44.586 11 97
Fax +41.71.664 3132

info@braun-publishing.ch
www.braun-publishing.ch

Content

More so than ever, offices are the company's business card and statement, whether acting as a component of brand creation or as an answer to current ecological problems. Architecture and designer concepts for contemporary office buildings take company philosophy in account. This trend is known as **"corporate architecture,"** and in the meantime, it has reached many mid-sized companies.

Masterpieces: Office Architecture + Design documents how architects and interior decorators transform company philosophies into functional and the same time evocative spaces. Sixty-one unusual projects from around the world are presented using high-quality photographic material, plans and trilingual texts illustrate varied architectural approaches to the modern world of business. For example, in creating their playful design for the *Google Technical Center* in Zurich, Camenzind Evolution have incorporated recent discoveries on the topic of personality types and motivation factors. Tiny coffee kitchens are transformed into comfy spaces for breaks emanating lounge atmosphere in order to promote communication. Using this approach, Shubin + Donaldson Architects implement the "Homing at work" concept for *Saatchi + Saatchi* using generous informal meeting points.

When ideas from the offices of renowned architects and ambitious newcomers fuse with successful, creative companies, cubicles turn into presentable, comfortable and stimulating work environments. *Masterpieces: Office Architecture + Design* offers an up-to-date view of just such effective alliances. From Athens to London, and on to Chicago and Santiago de Chile – the book takes you on a lively business trip around the world and provides revealing views of the goings on behind the façades of various industries.

Series

The "Masterpieces" series also features *Masterpieces: Hospital Architecture + Design*, *Masterpieces: Chalet Architecture + Design* and *Masterpieces: Bridge Architecture + Design*.