

Press release

Trailblazing red

Innovative and compelling projects are the trademark of RKW Architektur + Städtebau. RKW architects cooperated with interior design specialists pro m2 on the new administrative premises of Coca-Cola in Ratingen, Germany. The result: an inviting, energy-efficient building in which approximately 250 employees will be dealing with marketing and sales issues for the soft drinks' manufacturer from 2010. Customers from trade and catering benefit from the Customer Experience Center where the company presents its current programs and latest innovations.

The light, natural stone façade dominates the seven-floor building, giving it a warm, natural aura. Clear structures and strong lines determine the character of the building, both outside and in. The offices are furnished in light colors giving a sense of expanse. Carpet Concept's woven carpet Eco 2 in black and red forms the base of this interaction. The red of the Coca-Cola logo is the leitmotif throughout the building providing orientation from the entrance through offices, conference rooms and the cafeteria to the presentation area. Refreshing and intense, it ensures a pleasant working climate together with the light interior. Carpets from Carpet Concept lend the rooms an appealing lightness.

Against the backdrop of this inspiring interior, employees in Ratingen take care of all national trade and catering customers. Coca-Cola is an exciting, wide-ranging and refreshing brand that lives by its motto: "Live on the Coke side of life".

Project:	Coca-Cola, Ratingen
Architecture:	RKW Architektur + Städtebau, Düsseldorf
Interior design:	pro m2, Grevenbroich
Carpets:	Eco 2, colors 6791 and 6726, Carpet Concept, Bielefeld
Photos:	Daniel Vieser, Karlsruhe

We would greatly appreciate a courtesy copy. Thank you.

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