

Press Release

Stimulating location

Architect Thomas Pink paired Wilhelminian strength with modern openness to create the “Ideas Embassy” for Grey in Düsseldorf, Germany, on a site that combines historical roots with imaginative vision.

The seven agencies of the Grey Group Germany are now located at the northern end of Düsseldorf. The company itself refers to its new headquarters on the site of the Wilhelminian Ulanenkaserne (Ulanen Barracks) - dating from the end of the 19th century - as the “Ideas Embassy.” Over an area of 10,500 square meters of office space, 600 employees share a place they can all use for creativity and the exchange of ideas.

One of architect Thomas Pink’s priorities is to promote interpersonal relations. His ideas on future life and working conditions flow into room and building concepts. Three heritage-protected buildings and one new building now form an ensemble on the approximately 11,500-square-meter site, the heart of which is the square of ideas. This is where communication takes place between Grey employees and the inhabitants of Derendorf, the neighboring district.

Around the central square, the historical team building, married quarters and latrines live happily alongside a new five-story office building. It breaks up the structure with its linear facade and adopts the colors of the original brickwork. With the clear lines of architectural concrete, it is perfectly integrated into the historical environment with clinkered facade sections. The interplay of creativity and openness reflects the credo of the occupants.

Spaciousness, artistic composition und visual highlights dominate the interior design of Claudia de Bruyn and Uta Cossmann. Room structures become apparent through the colored accents on the walls and floors. Various colored carpets by Carpet Concept demarcate the rooms. Glass, brick and exposed concrete harmonize with the Wilhelminian architectural language. Tables, chairs and sideboards by VARIO take up the clarity of the rooms in resolute white. The table tops from the ICON range by VARIO convey a sense of lightness as they appear to float. Open sideboards at the ends of the tables shield the individual workplaces: Books, catalogs and folders are all close at hand.

We would greatly appreciate a courtesy copy.

For further details please contact:

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Thanks to a decorative plant fitting, the modular M1 system by Vario changes into room dividers that at the same time provide noise protection and screening while freeing up employees' thoughts in friendly green. The cupboard systems M1, M4 and M8 by VARIO provide plenty of storage space in the corridors. With identical low-key exteriors, they break up the depth of the corridors. The repeated design in the detail ensures a leitmotif throughout. Square legs carry both sideboards as well as cupboards; the clear white subdues the furnishings and gives the ideas space.

Hallways and corridors convey calm with their warm grey rubber floors, benches invite you to sit down and relax. The carpets in the offices reflect Grey's CI color. The powerful orange stimulates creative processes and promotes communication to produce the best results. Eco by Carpet Concept provides a stimulating base for quick thinking over about 7,000 square meters. Eco is the epitome of top-quality flat-woven carpets. The particularly reduced form, in comparison to jacquard, originates in the weaving process. Whereas in loop fabric, the pile fabric is woven over pile wires so that the loop is retained, flat woven fabric is produced without pile wires with weft yarns woven under the knops. The technology makes the weave visible, immediately revealing the craftsmanship. Invista's Legacy fiber has dirt-repelling characteristics that ensure Eco looks good for so long. The flat-woven carpet is hard-wearing, improves acoustics, is anti-static, stores warmth and thus helps to reduce energy costs. The conference rooms in classic grey open up places for all subjects, whether negotiations, brainstorming or concepts. New solutions can be discussed round a large table.

Project:	IdeenBotschaft, Grey Group Germany, Düsseldorf
Client:	LEG Landesentwicklungsgesellschaft NRW, Düsseldorf
Architecture:	Thomas Pink, Petzinka Pink Architekten, Düsseldorf
Interieur Design:	Claudia de Bruyn und Uta Cossmann, Ratingen
Office Furnishings:	ICON, VERSA S, M1, M4, M8, Vario BüroEinrichtungen, Liederbach am Taunus
Carpets:	Eco 2, Carpet Concept, Bielefeld

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