

TUPPERWARE

WAREHOUSE

LANDSCAPING TUPPERWARE

HOUSEHOLDING

HOLDING

LANDSCAPING TUPPERWARE

This textual project is based on the given site plan of about 2.250 m² where 65 people are requested to work together in one floor space, situated on top of the new building.

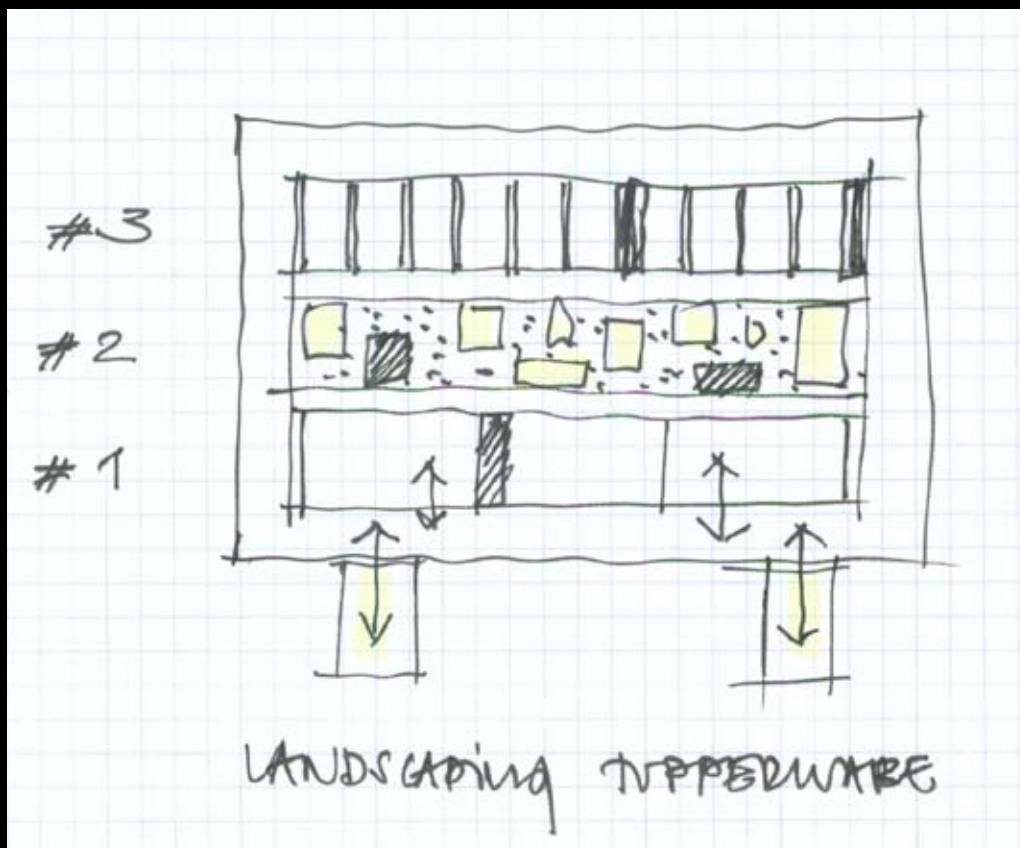
The idea is based on a schedule, which is proofed as a European model in which some basic proposals and conditions are taken as a main principle for organizing working spaces.

It consists in circulative systems, areas for working, areas for meeting, all based on a climate in which the office space needs to be seen as **WORKING AT HOME**.

Thus the main principle of a very simple layer needs to be introduced. This layer is based on a main circulation on the outer surrounding of the space itself: it connects all areas without disturbing the real inner world of the working community.

This proposal needs to be seen as a first step towards a content of the space. It is till now not based on basic intentions of the main visions and discussions with the responsible people, nor it has a clarified notion which is declared by the users of the space. This concept needs to be seen as a mental step towards this content which only can be carried out in a progress of questions and answers and talks with every user. Each word has its value, each thought asks for reflection.

The 3 main uses are placed in a parallel way so clearness and order are introduced –mostly not noticed in a first view-.



LINE #1 is connected with the main entries (and fire escapes) and has the use of the meeting spaces with visitors or people from abroad. Therefore the introduced floor spaces are bigger in surface, not only for having the possibility to have meeting spaces, but also (mentally) to have a first glimpse or overview of the whole area. It impresses and expresses the main idea of a multinational connecting people and explaining a consistent global attitude in society. It is the place for explanations, presentations and thus the link in-between the manufactured products and the outside world. On the other hand it represents also the first handshake of new ideas, talks and concepts on products and relationships, thus showing “space” as a main concept, openness as a basic idea, a micro-world having a touch of actuality.

This space needs to be seen as the most “popular” one: it ranges all kind of people with all kind of spirits, so it is the setting on the theme of **NEW PRODUCTS FOR A NEW TIME**. This space is a place of “comfort” for everybody, thus having quite actual design of furniture, with possibilities of making changes in concepts, adaptable but never disturbing.

LINE #2 is connected with the people working in the space itself: it consists in a series of small spaces, where small groups can join each other, thus discussing or working on specific themes. Here small meeting rooms are organized on which all levels from director to secretary can be joined in a same spirit. It has the openness of mind, with the possibility of working by 2 or more. It even has the opportunity to work as an individual, with his proper laptop, ones proper cases with individual papers on a free table. It has the comfort of non-obligatory or enclosed mentality: it opens new perspectives on the idea of connections, on new combinations and compositions. It gives the opportunity to break out of the system while getting deeper into the main thing. **AMOR FATI**: love your job, this create you place and surround you with people, which can push you to go further into the job.

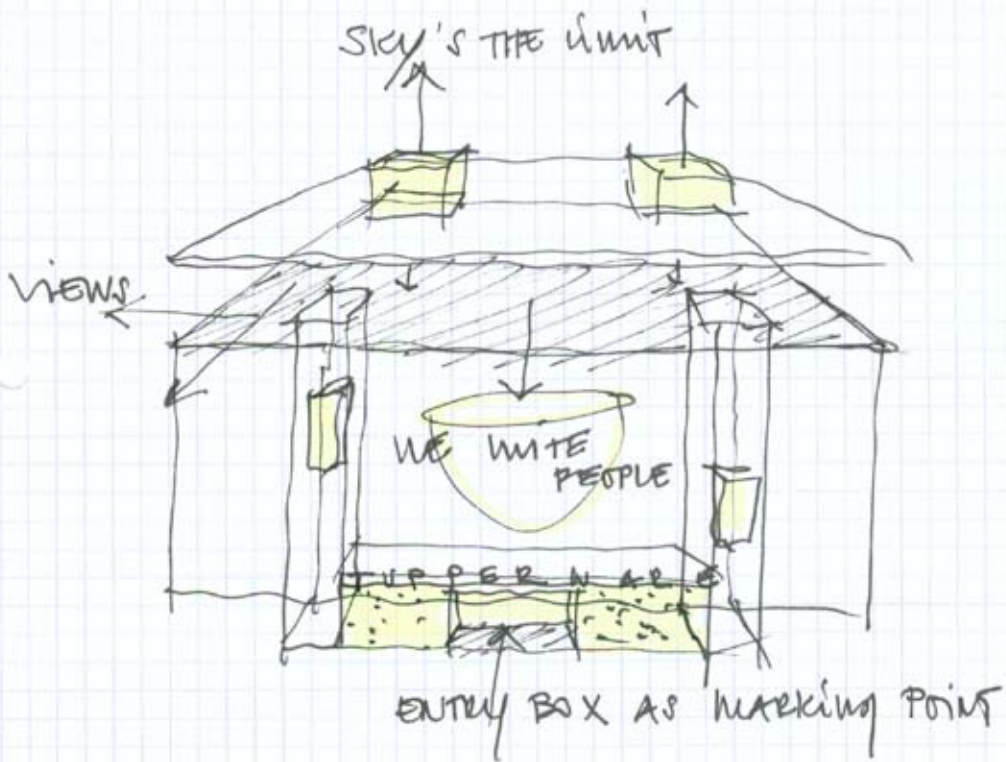
LINE #3 is the linear output of a series of enclosed space, all of the same interpretation and spirit, but with some differences in floor spaces. No difference in finishing the space between high or low-level, just the look of design and furniture will express positions. Most of these spaces remain as consistent; it expresses the real consistency of the firm, the main order behind the organization without even showing it. It has an absence of show but a presence of intention, clear out of its own, logic as a setting. It has the expression of ever lasting, of stability: **THE TRULY NEW WILL LAST FOREVER**.

All together these three lines represent three main characteristics, not in a degree of position, but in a degree of communication, inside the frame of Tupperware as much as in relationship with people working for Tupperware outside the firm or company.

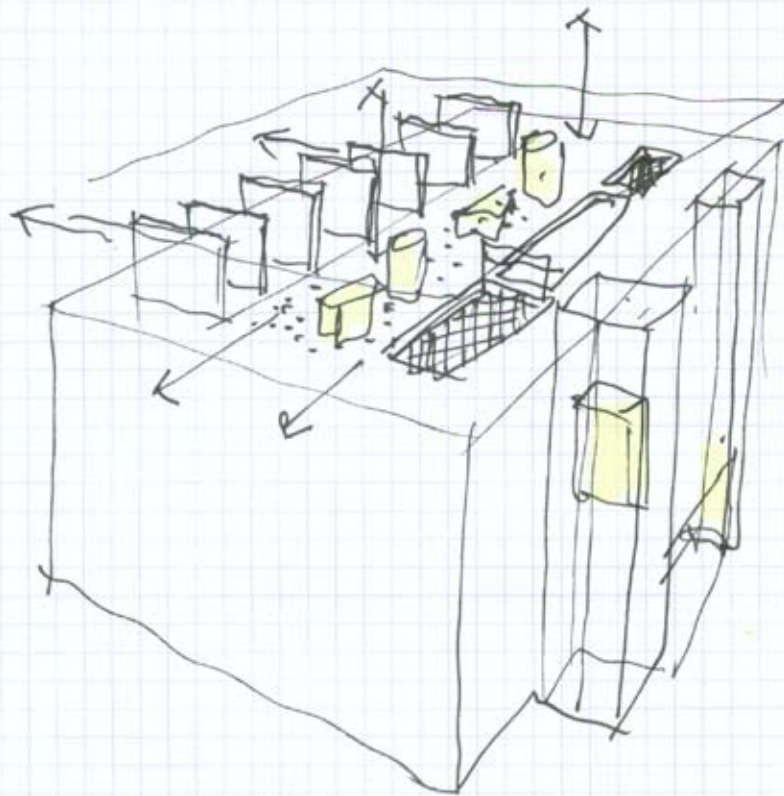
Thus dissonant are introduced in the whole space: they give main identities on each “line” as much as the can order the space. This dissonant are mostly connected with new items like ecology, light, leisure, adds and others which can be seen as an underlying statement of the products of the firm, so giving a first note without putting an accent on it.

This is the method of “memorizing”, of “actualization” or even as “enjoyments” in the hard world of production, without even losing the grip on the real system of mental transparency in **CONNECTING PEOPLE**.

Thus the platform is a well-organized landscape, which doesn't or even can't need to be seen in this way because a horizontal look has an other intention the horizontal plan. One looks differently into space than plans are built. Thus the perspectives into the spaces will have the idea of ordered chaos or chaotic order: chaos as feeling at **HOME**, order as working a system of production.



LINK BETWEEN ENTRY AND WORKING SPACE
IN FORMAL PRESENCE & CONTENT



TRANSPARENCY OF CONCEPT & MOVEMENT
[VERTICAL & HORIZONTAL]

REFERENCE #1

VITRA NEW OFFICES, WEIL AM RHEIN (DE) / BASEL (CH)



REFERENCE #2

NOVARTIS HEADQUARTES, BASEL (CH) / PHOTOGRAPHY: CHRISTIAN RICHTERS



REFERENCE #3

LIST OF SOME INTERESTING PRODUCTION BUILDINGS IN EUROPE
[WITH NOTION OF BUILDING IMAGE AS A MARKETING STRATEGY]

RICOLA-complex, Factory on sweets based on natural herbs, Storage and Offices,

RICOLA #1 / #3, Baselerstrasse, Laufen (CH)

RICOLA #2, Rue de l'Ill, Mulhouse (FR)

MREIS, Supermarket, Wattens, Innsbruck (AU)

LENSVELT Furniture Factory, Breda (NL)

ASEA BROWN BOVERI-complex, Headquarters, Baden (CH)

HOFFMAN – LAROCHE, Factory and Offices, Headquarters,
Grenzacherstrasse, Basel (CH)

APLIX, Factory and offices, Le Cellier (FR)

SOMELOIR, Factory, Chateaudun (FR)

CARTIER, Factory and Offices, Saint-Imier (CH)

LBM LICHTFASERTECHNIK MANN, Factory, Berching (DE)

KAUFMANN HOLZ GMBH, Distribution Centre, Bobingen (DE)