

INTERNATIONAL AWARD FOR 'THE ATTIC'

Rotterdam
Press release JDWA B.V. 27-08-2020

JDWA



View from the Villa over the Attic.

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The Dutch office JDWA (Johan de Wachter Architecten) has won an Architizer A + Award with the transformation of a large unused attic into a sustainable, dynamic and contemporary working environment for Upfield.

Unilever has split off the margarine and spread department that will continue as an independent company called Upfield. The new company will bring together all its Rotterdam activities on one site. Offices, Research & Development, Logistics and production will take place in one building complex. The ground floors of the site are in use as factories for different products, logistics areas and warehouses. The upper floors are unused or underused. In this project JDWA investigated how and which building parts could be reused for the new office and meeting programs. Two projects are realized up till now: the Becelhuis(2018) and the Attic & Villa(2019).

New Way Of Working

All interventions represent the companies ambition to work differently. Next to a large number of workstations, different types of formal and informal meeting rooms are realized. Because of the special kind of work Upfield does, also kitchens and tasting counters are part of the program. The aim was to create a creative and dynamic workspace by activating the standard office program with a mix of informal and formal meeting rooms. The workplaces become fully flexible, which fits a contemporary agile working environment.

Identity & Character

The designs for both Attic and Becelhuis represent the new identity of the new company Upfield within the historical context in Rotterdam. The interiors are designed in close collaboration with the company's representatives, in this way it aims to represent the ambition for the future of Upfield. Materialization, concepts of working, furniture and green are examples of this.

Attic & Villa

The office space for Attic is located on the attic floor of the oldest factory building on the site. As a result, the building has historical qualities. In order to realize a contemporary

landscape office, several interventions have been made. First of all, a number of walls without historical value have been demolished, this creates more possibilities for redesign. The meeting rooms have been designed as furniture pieces with functions like telephone booths, repro spaces, product displays and space for technical installations integrated in the walls. In this way, the space is divided into different zones, each with its own character. The different floors of the villa and the attic are connected by a void, the double wooden gable roof is now visible from different floors. Finally, a part of the tiled roof has been replaced with glass. The new workplaces are therefore provided with light and have a view over the river Maas.

Sustainability

Sustainability has been a main issue during the design process. Through intensive reuse and transformation, the building use has been optimized. The various interventions in the existing, the intensive renovation of the buildings exteriors and the new interventions in the interiors will extend the life of the buildings. The buildings continue theirs life with a new layer of character added to the historical layers.

Completion: 2019

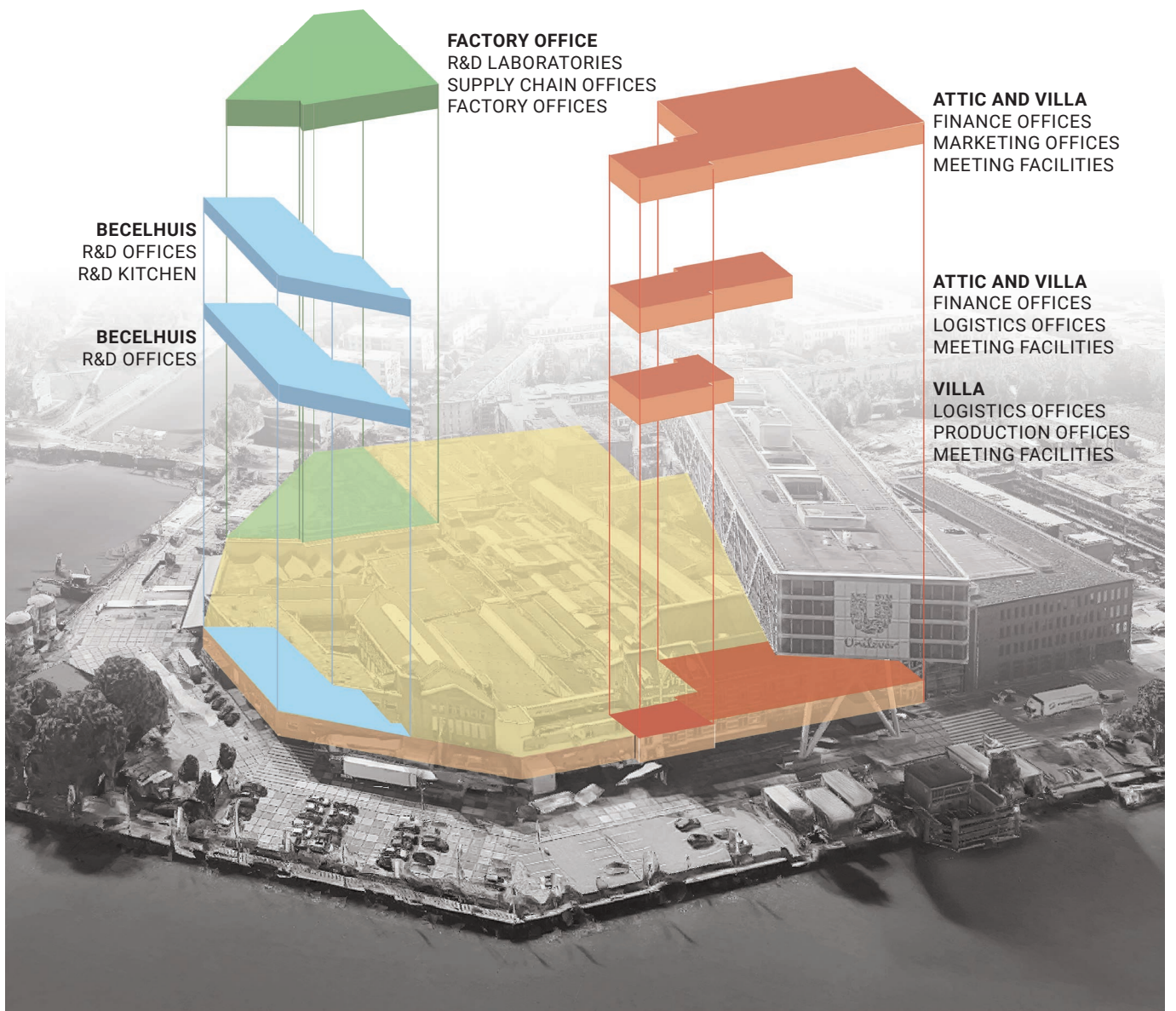
Office: Johan De Wachter Architecten, Rotterdam

Team: Marieke van Hensbergen, Johan De Wachter, Heejin Chung, Nicolette Marzovilla, Anna Kintsurashvili, David Zatloukal, Helen Devine, Xavier Aguilar, Virginia Lazarou, Marco Moretto and Patricia Mata

Client: Upfield Office (Rotterdam)

Address and Location: Nassaukade, 3071 JL Rotterdam, NL

Photographer: Sonia Mangiapane



All offices, laboratories, kitchens, logistics and production combined on one site.



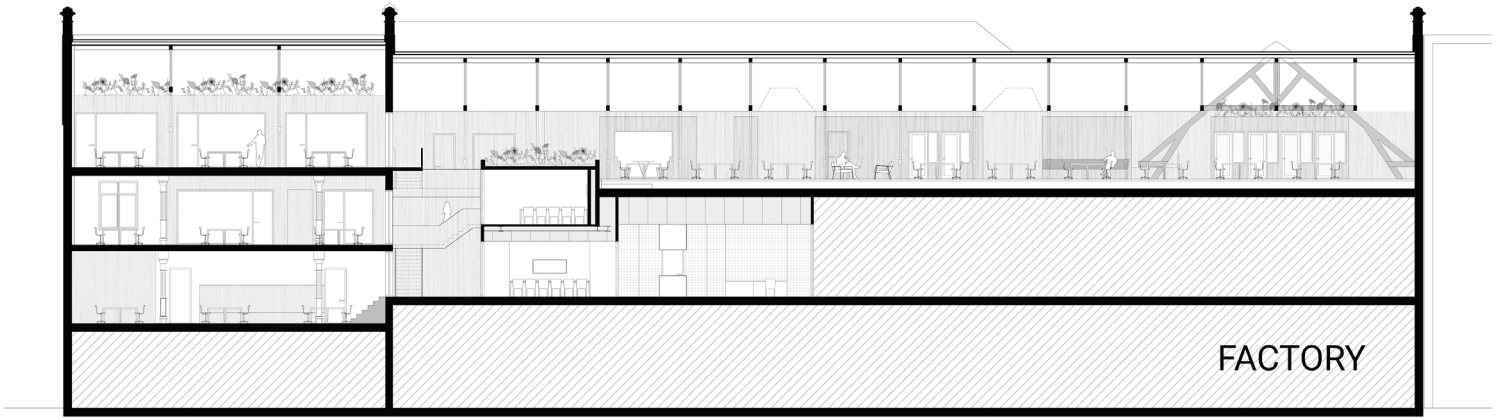
The tiled roof has been replaced by glass without impairing the original building.



The historical layers remain visible in the interior.

VILLA

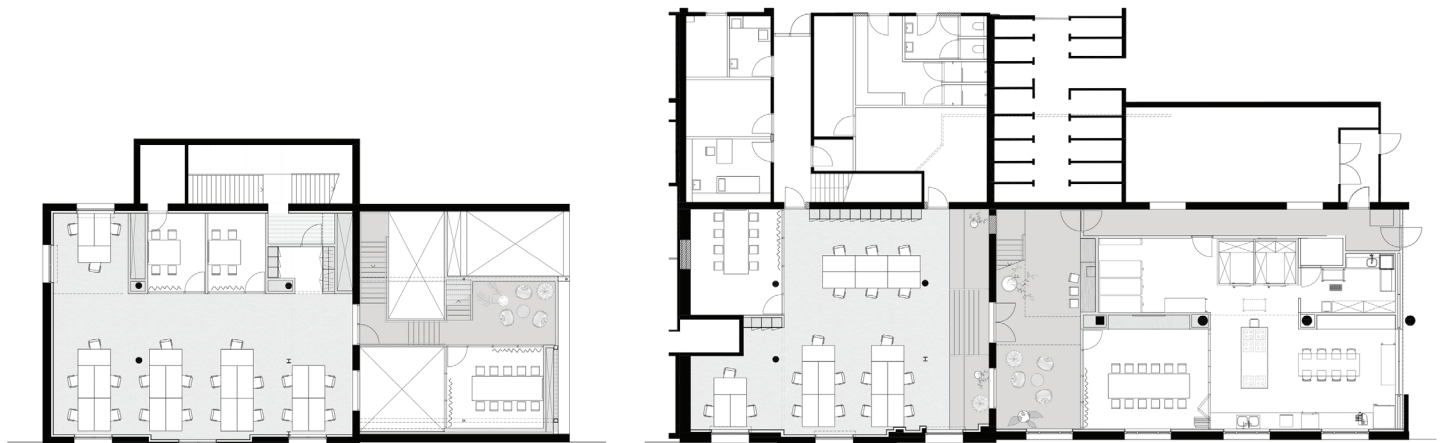
ATTIC



SECTION



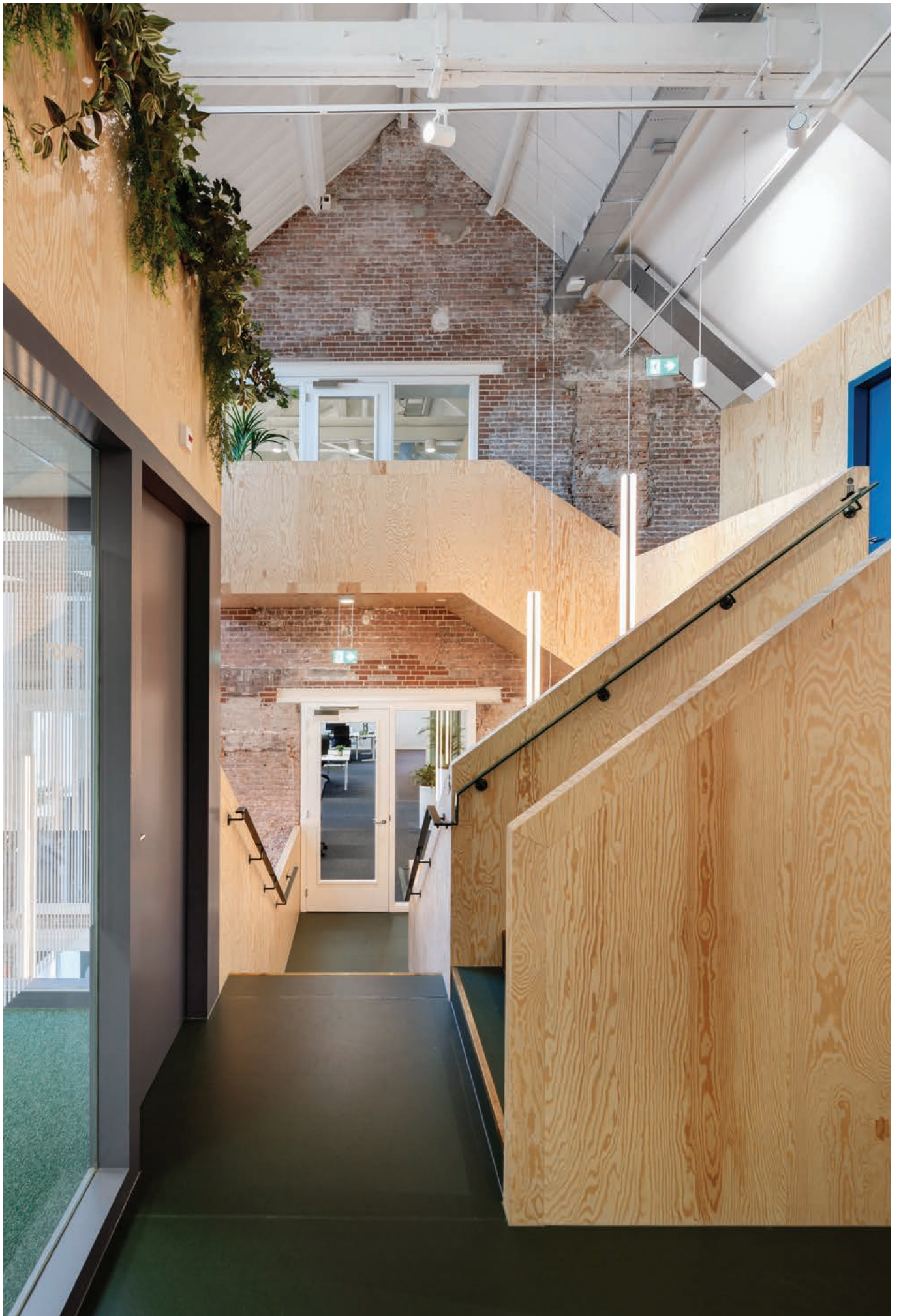
SECOND FLOOR



SPLIT LEVEL

FIRST FLOOR

0 2,5 5M



Where the two buildings meet a connection between the different floors is realized by inserting a large void.



The iconic Bridge building is hovering above the existing buildings and is visible from the void.



The staircase seen from the void.



Landscape office under the wooden gable roof.



JDWA designed special lights for Upfield.



The sculptural wooden staircase connects all the projects floors.



The materialization of the interior emphasises the contrast between the new intervention and the existing buildings.



Landscape office with a view over the river Maas.



Multifunctional walls of meeting rooms with pantry and telephone booths.



The characteristic construction of the gable roof is visible in the 'new' office landscape.



Informal meeting incorporated in the piece of furniture that visually divides the space.



The furniture is designed in detail and can be adapted to the user's needs.



The office space represents the new identity of Upfield.



The identity of Upfield is visible in, the materialization, furniture and use of green.



JDWA (www.JDWA.nl)

JDWA is a design practice for architecture and complex urban development in the existing city with an approach based on research and design.

JDWA

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