

House of Communication

Munich, Germany, 2022

The House of Communication for the Serviceplan Group creates a distinctive spatial identity for the world's largest owner-managed agency group for innovative communication, rooted in the company's ideals of openness and collaboration. Connecting three separate buildings via bridges, the design concept brings together 40 different agencies and 1,700 employees under one roof on the iCampus, a new innovation district near Munich's Ostbahnhof, developed by R&S Immobilienmanagement. HENN devised the headquarters as a small city, a concept known as office urbanism. Like a city, the House of Communication includes spaces to meet, eat, and relax, alongside meeting rooms and individual work areas.

HENN Interior introduced a central axis connecting all three atrium buildings, designed by RKW Architektur+ and KAAN Architecten. The axis and main circulation route, named the Innovation Track, runs throughout the first floor of the entire complex. Visitors enter the Track via a striking six-meter wide staircase at the entrance. The Track's connective purpose is highlighted by a 130-meter-long light installation, inspired by classic neon signage which had been designed by Büro Uebele. It also serves as an event and exhibition space: pieces from the private art collection of the company owners are on show, including work by Anselm Kiefer, Georg Baselitz and Tony Cragg. With art tours and space for events, the building is opened up to the public.

On the office floors, different modes of work – physical and virtual, loud and quiet – can take place in parallel thanks to an acoustic concept that includes sound-absorbing walls, ceiling panels and heavy felt curtains, through to the spatial organization of offices and meeting rooms. The livelier zones are organized around the interior atriums and include spacious tea kitchens and rooms for collaborative work. Around the perimeter, HENN Interior placed quieter areas for focussed work, including telephone boxes and meeting rooms that serve the individual agencies.

The design follows a distinct visual identity developed for Serviceplan based on the idea of a uniform. Like a well-tailored suit that can be styled with statement pieces and colorful accents, the Serviceplan uniform has clear lines and a monochrome color palette in black, white and gray, creating a coherent whole across all areas and agencies. Coarse industrial materials like steel grating, raw steel and black-stained wood are used throughout. Serviceplan's ethos of communication and integration is expressed through unique, oversized furniture pieces – there is room for 100 people on a 30-meter-long sofa upholstered in bold, coral Raf Simons fabric, and space for 80 employees at a single wooden table in the canteen. The monochrome backdrop and simple furniture of the Serviceplan uniform allow colorful and oversized statement pieces to pop.

HENN Interiors worked with local manufacturers to develop exclusive elements, including textiles and bespoke lighting pieces. A vintage design piece – a robust and minimalistic chair that was used by Germany's police departments in the 1950s – was reissued and developed into a whole line of furniture including benches, stools and tables. A custom-built flexible shelving system also serves as a multifunctional room divider. Textile wall coverings with square grids in different colors and sizes are a

homage to the geometric architecture of the facade. A special font was developed by Büro Uebele exclusively for the project and used for all signage in the building – for orientation on walls and columns, but also as a typographic element on the Innovation Track, adding visual depth and character.

HENN Interior

Serviceplan's House of Communication is the latest in HENN's growing portfolio of high-end interior projects, along with Aura Restaurant at the Ritz-Carlton in Wolfsburg and the Baramundi SoftwareFactory in Augsburg, which opened this year. Other upcoming interior projects include the Google Office in Berlin and the revitalisation of a Siemens highrise office building in Munich. Also located on the iCampus in Munich, the Rhenania office complex, another HENN architecture project, is nearing completion.

Press contact

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Project information

House of Communication, Munich, Germany, 2022

Project start	2018
Completion	2022
Scope of work	Interior architecture (Feasibility to Construction supervision), tenant fit-out
Client	Serviceplan Group SE & Co. KG
Address	iCampus, Friedenstraße 24, 81671 Munich, Germany
Gross floor area	40,000 m ²
Workstations	1,100 total, used by 1,700 Serviceplan staff via desk-sharing desk-sharing ratio: 0.5
Program	Office and co-working spaces Staff restaurant Conference area Coffee bars Fitness Roof terraces
Awards	AZ Awards 2023 for "Best Experiential Graphic Design"
Team	Joachim Grund (partner in charge) Alexandra Berger, Tanja Dietsch, Andreas Fuchs, Attila Horvath, Katrín Jacobs, Deborah Klajmic, Yvonne Koll, Laura Kummer, Anja Liesenfeld, Christiane Reichenbach, Kathrin Schifflholz, Gudrun Spitzer, Kathrin Stamm, Peter Weber, Handan Yalki Toyhan, Shiyu Ying
Architecture	RKW Architektur+, Dusseldorf, Germany (architecture) KAAN Architecten, Rotterdam, Netherlands (façade) R&S Immobilienmanagement GmbH, Munich, Germany (client, architecture)
Consultants	Apropos Licht, Munich, Germany (special luminaires)
tenant fit-out	Combine Consulting GmbH, Munich, Germany (change management) Büro Uebele, Stuttgart, Germany (signage, Serviceplan font, light installation design) Bartenbach, Munich, Germany (realization light installation) Drees & Sommer, Stuttgart, Germany (building services, construction management) GKR Hydrokulturen, Munich, Germany (plants) IGW Ingenieurgruppe Walter, Stuttgart, Germany (kitchen planning) Lumen ³ , Munich, Germany (lighting design) OfficeMEDIA visuelle Medientechnik, Munich, Germany (media engineering)

Manufacturers and suppliers	Blå Station, Åhus, Sweden (sofa atrium, length 30 meters)
	Hülsta, Stadtlohn, Germany (wooden table canteen, gastronomy)
	Kvadrat, Ebeltoft, Denmark / fabric by Raf Simons (sofa atrium)
	MSM MalscherSitzMöbel GmbH, Malsch, Germany (furniture series developed for Serviceplan)
	Rohi Stoffe GmbH, Geretsried, Germany (special textiles)
Construction companies, tenant fit-out	Trend Interior, Greding, Germany (shelving system)
	BES Brunold Holz und Design Manufaktur GmbH, Schwandorf, Germany (carpentry work)
	Designfunktion, Munich, Germany (loose furniture)
	Elektro Kreutzpointner, Munich, Germany (electrical engineering)
	Marcus Hansen, Munich, Germany (loose furniture)
	Projektleuchten GmbH, Dortmund, Germany (light installation)
	SchreinerCoburg GmbH, Coburg, Germany (signage)
	Trend Interior, Greding, Germany (shelving system)

Press images – Photography

House of Communication, Munich, Germany, 2022

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Entrance area, atrium
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Sofa in the atrium
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Atrium
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Sofa in the atrium
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Reception desk, atrium
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Atrium
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Canteen, wooden table
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Canteen, wooden table
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Light installation, innovation track
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Atrium, view into office floors
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View from atrium into workspace
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Tea kitchen, collaborative workspace
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Agency workspace, focussed work
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Collaborative workspace
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Conference rooms
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Focussed work
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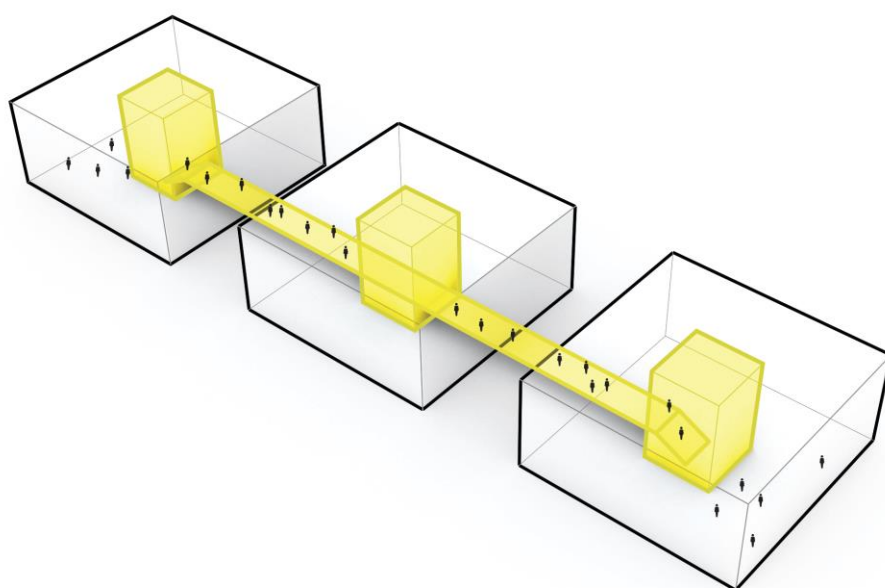
Press images – Plans und diagrams

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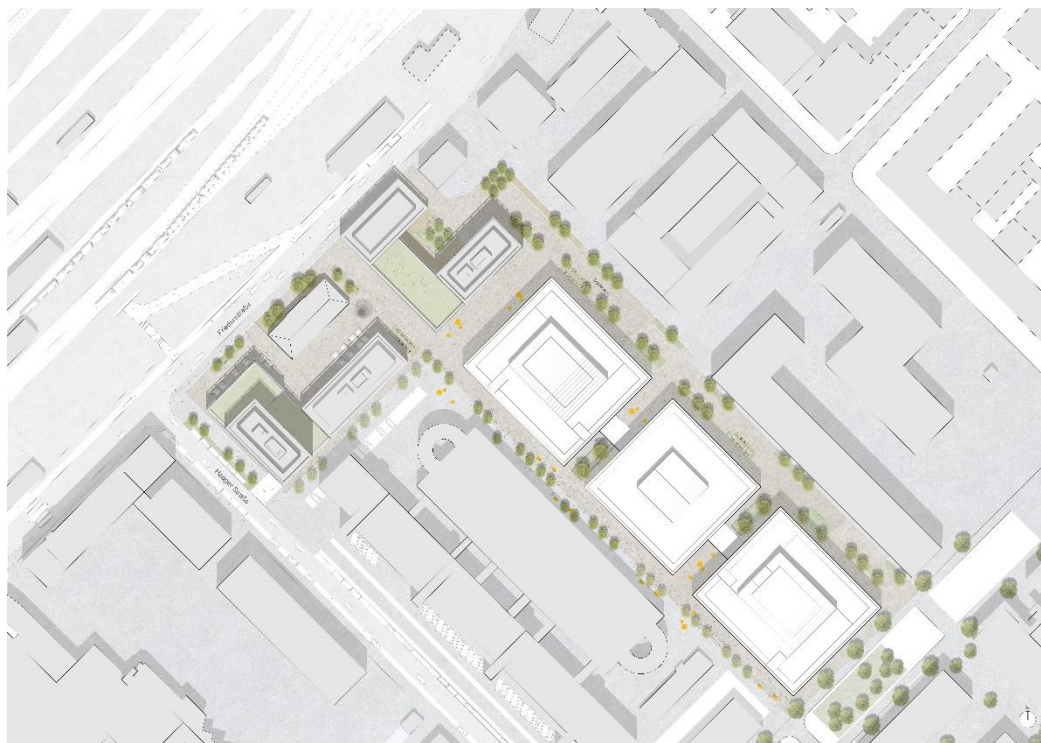
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Diagram, innovation track

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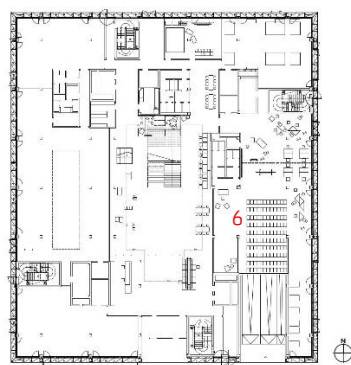
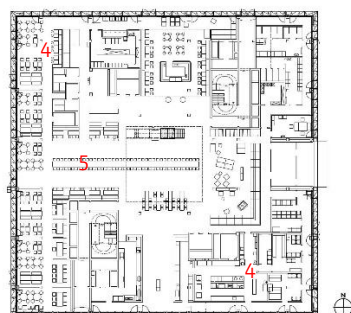
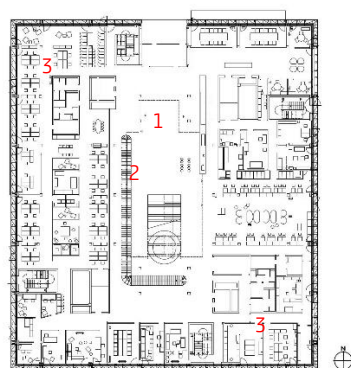


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Site plan

Original scale 1:500

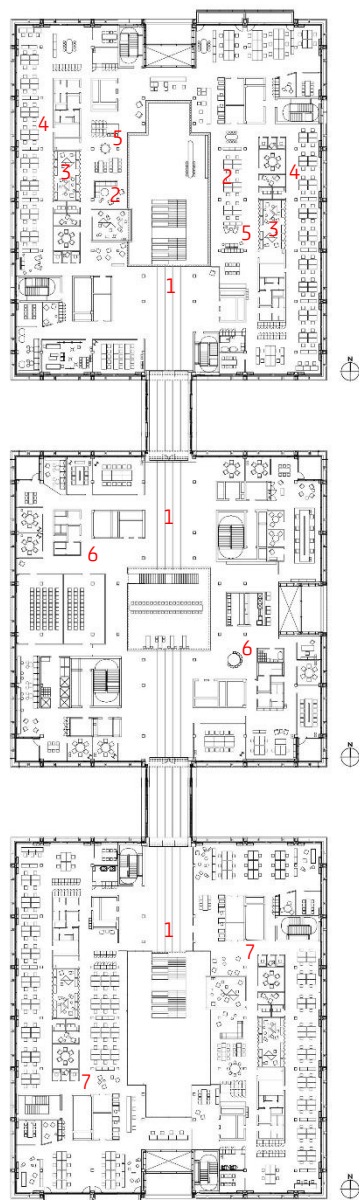
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Key

- 1 Atrium, entrance
- 2 Oversized sofa
- 3 Office
- 4 Canteen
- 5 Oversized table
- 6 Event space

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Ground floor plan
Original scale 1:600
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- Key
- 1 Innovation track
 - 2 Collaborative work
 - 3 Conference room
 - 4 Focussed work
 - 5 Tea kitchen
 - 6 Office
 - 7 Co-working

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 First floor plan
 Original scale 1:600
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