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PERSPECTIVE spring 2006 - MIPIM 2006 edition

PERSPECTIVE EEIG at MIPIM 2006

Perspective EEIG is proud to announce its participation at MIPIM 2006, which will take place from **14 to 17 March 2006 in Cannes.**

We will be located on the Architects' Journal stand at the Espace Riviera (RSV02), where you will have the opportunity to meet our members throughout the entire event.

The daily informal receptions at **17h00** at the stand are the perfect way to get better acquainted with our network and its experts.

We look forward to meeting you.



UK MARKET EXPERIENCES NEW GROWTH IN CITY CENTRE HOTELS

Cities such as London are experiencing a huge growth in new hotels, the bulk of which are designed to serve the Budget, limited service market, and complex new mixed-use design models, resulting from the need to optimise high city centre land values.

Traditionally city hotels were differentiated largely by location, expensive 5 stars in the fashionable centre spreading out to the budget brands inevitably on periphery road junctions. In London that model has been turned on its head with massive growth in Budget Hotels in prime city locations.

We can postulate a number of reasons for this change.

First, city centres have always comprised budget hotels, however they were smaller, tended to be independent and were often classed as Bed & Breakfast establishments. The problem was lack of consistency in product offering with poor standards being rife. Budget chains offer customers consistency and therefore value for money. In addition the prevalence of individual internet booking favours recognised budget brands.

Second, the growth in the budget airline industry has created a demand for equivalent bed spaces and because air travellers want to be central, peripheral locations are generally unacceptable.

Third, the concept of limited service hotels is the perfect pitch for a city centre, where a plethora of exciting food options is on offer. Ironically it is in the traditional periphery Budget hotel location that alternative dining facilities are limited, whereas in city centres the food choice is unlimited and few visitors really want to eat anything other than breakfast in the hotel where they stay.

Fourth, increased labour costs have meant that the premium which full service hotels need to charge over budget rates is increasing beyond market acceptability. Consequently operators, other than those of prestige trophy hotels, can actually drive a higher return from low staff ratio Budget brands. This is further entrenched by the often fixed and therefore non-discountable room rates of the Budget brands.

The question for the Developer and therefore the Designer is, how can one justify prime city locations with a Budget rather than a Premium brand? The answer is the optimisation of the site to suit the product.

Critically Budget hotels are Limited Service hotels. The customer is paying for a good night's sleep, and expects little extra, other than the opportunity for breakfast. Most Budget Hotels try to make dual use of this breakfast space by designing flexible Bar/Lounges with limited menu offering at other times. Staff optimisation is ensured by designing the reception area to flow seamlessly into the bar area as typified by the Express by Holiday Inn model.



- ▶ There is generally no attempt for the Budget hotel to attract non-guests to utilise its limited public facilities. The exception to this is meeting room space, which often provides additional daytime revenue, but typically brands limit the size and extent of these facilities. What is significant however is that street prominence within a prime city location is non-essential to Budget Brand public areas.

Consequently, the proposed Piccadilly Ibis, a new 600+ bed hotel, being designed by Moren Gregory in the heart of London, will have little more than a front door to Shaftesbury Avenue. Three lifts will shuttle guests to the third floor Reception/Bar/Breakfast room, with bedrooms located from Fourth to Tenth floors. This configuration ensures no reduction in premium basement, ground and first floor spaces for uses such as retail, leisure and office, while locating bedrooms on the quieter and often more scenic upper floors.

It is what Developers might call a Win-Win situation with optimisation of site values through mixed use.

Aside from the Piccadilly Ibis, Moren Gregory are designing similar complex mixed-use projects with upper level hotel use for Etap, Travelodge, Staybridge Suites and Holiday Inn projects in London. Near Tate Modern, one site will accommodate a lower basement carpark; independent 1000 person conference centre, separate night club and 1000m² gymnasium at basement level; with ground floor retail and both a hotel and an aparthotel on 6 upper floors.

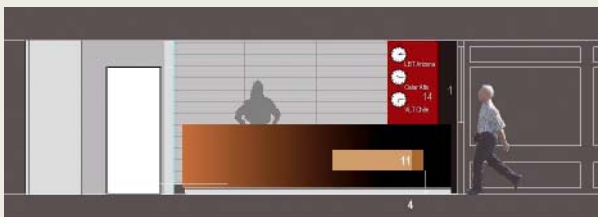
New planning rules for areas of London are determining that new developments must also incorporate Housing, up to 50% of which must be Social. Consequently a typical new London hotel project could likely have Basement Leisure facilities, Ground and First floor Retail or Office, with upper Hotel floors, topped or flanked with Residential, part of which is Social and part Private market.

From a design perspective, the planning of such composite buildings and the solving of issues such as individual entrances, integrated goods servicing, mechanical reticulation and fire provision creates highly complex systems and resultant building forms. However the melange of mixed-uses effectively creates a city microcosm that compliments city diversity, optimises site values, and enhances exterior architectural design opportunities.



A TOUCH OF INTERIOR DESIGN THE MAX-PLANCK-INSTITUTE

Germany
HWP



The Max-Planck-Institute for Astronomy is currently upgrading its fire protection and alarm systems to conform to the latest standards. The fire partitioning, fire and smoke compartments, fire alarm and smoke exhaust systems of the entire 10,000m² building were checked and will be re-fitted with the latest state of the art equipment. At the same time the entrance lobby with its central staircase will receive a new appearance.

Fire rated ceilings will replace the metal strip ceilings, all corridors will have new glazed fire doors and the reception area will receive a new look.

In close collaboration with the administrative director Mathias Voss, Hauss, Walla + Partner designed the new reception area to be the central point of focus in the future entrance

hall. The goal is to increase its visibility since the reception is the first place that visitors look for upon entering the building. It was decided to give the reception a curved shape in contrast to the rectangular structure of the early 1970s building.

To create a warm contrast to the grey colour of the exposed concrete, the architects chose high quality dark woods for the surface of the reception desk. A frameless glazed partition creates an invisible separation between the reception area and the lobby as well as providing an acoustical and thermal barrier. The back wall is designed with a coloured accent and will be illuminated.

The building works are to be carried out during the winter season so that the entrance hall will appear in its new look in late spring 2006.



LPA PROVIDES COMPLETE OFFICE FIT OUT FOR NOKIA

France
LPA

NOKIA has appointed LPA as architects for the fitting out of their new offices 164 boulevard Victor Hugo in Saint-Ouen.

The offices are spread over four and a half floors. The surface area of the floors varies from 1,500m² to 2,000m² per level.

One of the floors houses test laboratories, which cover over half of its surface, and which allow Nokia to simulate the networks and solve potential problems for their clients. The upper floor is mainly devoted to meeting rooms and client reception areas.

The other floors are fitted identically to accommodate Nokia's different services.

All the staff, including the management, works in open spaces. Each floor includes a large number of meeting rooms and isolation cockpits.

This type of fitting out complies fully with two of Nokia's essential principles: "Mobility and Flexibility".



The masterplan 'Green Habitat' was made by OD 205 Planning and Design for the municipalities of Heiloo and Castricum in collaboration with the Province of Noord-Holland. A total of 2000-2400 dwellings will be built on a 160 ha former sand dune. The plan includes a new connection to the highway and rehabilitation of the landscape.

In order to ensure a good relationship between the new dwellings and the existing surrounding landscape, OD205 prepared a 'Spatial Quality plan' including environmental compensation projects.

'Green Habitat' is a neighbourhood in which the appearance of both dwellings and public space are adjusted to their surroundings. In this way the existing landscape will be strengthened as much as possible. The underlying patterns and occupational history are of utmost importance. Between Heiloo and Limmen the geomorphological layer produced a parcelling of lines and fields with hedges, ditches and trenches.

Strategy and guidelines

- The plan includes:
1. a layer containing the valuable characteristics of the existing landscape;
 2. a new spatial structure of lines and fields;
 3. basic guidelines for the design of houses and public space.

It consists of a series of fixed design tools: fields for green use (landscape, garden, park), fields for red use (dwellings) and green lines (hedges, ditches, rows of trees). The fields alternate according to the underlying height differences and predefined housing densities and form a 'patchwork' of small neighbourhoods and green open spaces. The existing fragile 'ribbons' (meandering roads with small houses) are the bearers of the new green living environment.

UNIVERSITY OF EXETER

THOMAS HALL RESIDENTIAL CONFERENCE AND LEISURE FACILITY

UK
MGA



Moren Gregory has won an invited design competition to develop a residential, conference and leisure facility for the University of Exeter. The winning scheme will be set within the grounds of an eighteenth century mansion house which will be converted and integrated with the proposed new building.

The proposed scheme is for conferencing and banqueting facilities for up to 350 persons, with 80 bedrooms to 4-star standard. A health and leisure club with indoor swimming pool will also form part of the complex.

The governing concept is to create a suitable backdrop to the existing historic mansion. The project is set on a hill with numerous mature trees and landscaping and features panoramic views to the distant Devonshire landscape.

The conference and residential aspect of the facility is sited to maximise the views, while the health and leisure club is built within the confines of an existing secluded walled garden.

Each hotel room will feature an ingenious balcony and wardrobe configuration, designed to maximise the feeling of spaciousness while affording a generous vista. The balconies will be set into the rendered façade to create a rhythm with sympathetic proportions to the existing mansion house. Curved elements of the exterior will be finished in timber cladding.

The existing mansion will house the hotel reception, a bar and restaurant, with a feature wine cellar, as well as several executive suites utilising the setting of the existing historical interiors.



South elevation



THE TULETORGET SITE

FIRST PRIZE

Sweden
A&A

Ahlqvist & Almqvist arkitekter have been invited to design a proposal for an infill development of the street spaces in Sundbyberg, Stockholm.

The proposal includes 13,000m² of new apartment dwellings with new commercial premises at ground level, as well as the relocation of the old Tuleorget square. An inner courtyard is created on the site of the old square that will have the function of a new semi-public residential courtyard. The positioning of the new Tuleorget Square will create a natural point of emphasis on a new upgraded intersection. In addition, the square will be given better proportions, more public positioning and better orientation than its predecessor.

The positioning of the building development reinforces the direction of the valley in which the main emphasis of the buildings is positioned on the Vackra Vägen street. The green strip is accentuated and the dominant position of the church in the area is left essentially intact. Today Tulegatan's strip is often regarded as a barrier.

Several interventions are planned to solve this problem. First of all an existing roundabout will be transformed into a crossroads. Furthermore, the street will be widened, tree-planted pavements, a pedestrian crossing with traffic lights and modified parking arrangements will be added and finally, the increased density of the street environment and the commercial strip created along Tulegatan will further harmonise both sides of the street.

In 1997 the Tuleorget site was one of Sweden's three submittals for the, European 4 urban and architectural competition, for which Britt Almqvist & Monica Albertson were awarded the first prize.



THE HASHEMITE KINGDOM OF JORDAN CITY REVITALIZATION PROJECT

Italy
ABT



ABT has recently completed "The Secondary Cities Revitalization Study" in the Hashemite Kingdom of Jordan. ABT was the Lead Urban Planner of a joint venture with other Italian engineering and consulting firms that won the project as a result of a World Bank tender.

The project included a series of urban planning and design proposals developed by ABT and based on accurate investigations of both the physical and social realities of the cities involved.

The four Jordanian cities in the program are Madaba, Karak, Salt and Jerash, each of which is characterized by a state of advanced urban and social decay despite their rich cultural and tourism related assets.

The objective of the study was to develop a series of strategic urban interventions, designed to recuperate and strengthen the cultural identity of each city and to create a cycle of social and economic revitalization.

Each intervention will be the subject of future detailed design competitions under the authority of the Jordanian Ministry of Antiquities.

The proposal for the city of Karak included the total re-design of the local public bus station complex to include new commercial and hotel facilities and a design proposal for a protected, pedestrian, panoramic heritage trail connecting the bus station to the famous local Moabite Castle.

In Jerash the proposal focused on the botanical and landscape restoration of the local "wadi" (valley with stream) which runs between the existing urban fabric and the world famous site of the late imperial Roman city of Gerasa, which attracts several thousand tourists annually from all over the world. The "wadi" which is in a condition of severe environmental decay, shall be transformed into a carefully designed, terraced public park that will function as the new local, urban focus.

In Madaba the intervention included the restoration of the Saraya Building for re-use as the local Heritage Centre. This building is an important example of Ottoman architecture and is currently being used as a police station. The Madaba proposal also included the radical refurbishment of the local bus station.

In Salt, a little known gem of Ottoman architecture buried in the hills of northern Jordan, the proposal was centred on the design of a new, multifunctional, urban park in the heart of the old city, including landscaping, car parking facilities and new commercial and leisure spaces for the local population.

Despite the objective difficulties of working in such a complex reality as that of the Middle East, ABT found this a very rewarding experience. Every aspect of ABT's profession was challenged by a wide variety of problems and design themes, and the client's response to ABT's work was always positive.



NLA was appointed to provide both the masterplan and architectural services for a new resort that TECNICIL is developing on Sal Island at Cape Verde.

The name itself "Vila Verde Resort", meaning Green Village, suggests the idea of a small colonial village amidst luxurious green surroundings. To create this atmosphere NLA proposed a balance between a more urban structure, which will be exclusively centred along a pedestrian axis, and open green condominium areas with private swimming pools.

Focal points of greater tension such as plazas, meeting points and leisure spaces are strategically concentrated along the pedestrian boulevard. Retail, services, as well as food & beverage outlets will be randomly distributed along this system, thus creating an old village ambience.

From the entrance, a main peripheral road distributes vehicular traffic, in order to ensure minimum interference with the pedestrian system.

Inside this ring NLA has located the higher-density areas typically characterized by multi-storey buildings. The lower-density zones have been located on the outskirts, establishing a transition to the waterfront and the protected dune landscape.

A five star tourist resort hotel will be very visibly located opposite the main site entrance next to the dunes and sea front, and will represent the outer limit of the pedestrian axis.

The central zone along the pedestrian axis will be divided in 13 condominiums with apartment blocks around private open gardens with swimming pools. The one, two and three bedroom apartments will all have balconies and terraces.

Two types of low-density external zones have been foreseen. One composed of three and four bedroom villas with private pools, including a central "Country Club", next to the protected dunes zone. The other will consist of three private condominiums with two and three bedroom townhouse units, a private club and pools.

With a total building area of 202,013m² on a 450,000m² property, and 296,000m² of open landscaped areas, the "Vila Verde Resort" will have 89 villas, 194 townhouses, and 956 apartments, plus the Hotel Resort.

1,244 parking places have been planned along the roads, in a car park under the pedestrian boulevard and on the villa and townhouse plots. A supermarket, tennis courts and a botanical garden complete the planned facilities.

ECO PRINT CENTRE FOR DE PERSGROEP-LOKEREN

Belgium
ELD

DE PERSGROEP (AUREX nv) is one of Belgium's most important newspaper printing companies. The daily "Het Laatste Nieuws" en "De Morgen" are just two of the newspapers which it produces. When the existing printing presses were nearing the end of their anticipated life span of 15 to 20 years AUREX decided to replace them, and they appointed ELD Partnership to provide full architectural and engineering design and construction management services for the new building to house the presses and the distribution facility.

ELD has developed an architectural design that combines a strong architectural image with economic and technical elegance. Prominently located along the E17 highway, the building is clearly visible to thousands of motorists passing by every day. ELD's team of architects has moulded the initial, functional programme into a pure statement of "less is more".

The strong architectural expression is the result of this quest for pureness of design, which is furthermore accentuated by the simplicity, and the limited number of different materials used; glass, concrete and industrial aluminium cladding.

The functionality and the flows of raw materials and finished products were the predominant concerns in the design of the layout, i.e. the creation of one operational level with a full view over the presses, CTP and dispatch area, and in the organisation of this state of the art printing facility. The central spine of the facility is the long, stretched glazed cubist volume that houses the core activity of the printing works, i.e. the new presses, which spit out newspapers at amazing speed.

There are three main rooms or areas: the press itself, the distribution area and the paper storage area. All production activities are grouped on one level, the press and distribution area are located on the first floor. Dock levellers are provided so that the freshly printed newspapers can be loaded onto the vehicles, which distribute them throughout the whole of Belgium. The lower level is also provided with dock levellers for the delivery of raw paper rolls each weighing between 2,5 and 3 tons. A strategic storage provides for up to 7 days production. From the storage area the rolls are automatically loaded onto a conveyor system, they are prepared and then loaded into the press.

From the engineering point of view this new printing facility with its distribution centre is designed to be environmentally friendly, using a nearby lake to provide its cooling capacity. Furthermore the facility is fully equipped to be connected to a modern wind turbine to supplement its electrical power supply in the very near future.

Work started on site in December 2004 and the 36.000m² facility will be completed by the end of January 2006.

ELD has more than 25 years experience in the design of printing works and has already completed numerous projects for the principal actors in the newspaper world: VUM Media, Concentra Media, Rossel Printing.



REYNAUD & GAILLARD ARCHITECTES WIN THE HARRY WINSTON TIMEPIECES COMPETITION

Switzerland
PR&PG



We are proud to announce that the Geneva office of Reynaud & Gaillard has won the competition for the design and construction of the new Harry Winston Company headquarters in Geneva.

The Harry Winston Company, well known for its jewellery, has developed a line of exclusive watches. The company, already present in Geneva in various locations, has decided to build an administrative building as well as a factory to produce and market approximately 3,500 watches per year.

The 4,500m² building will be located on the last lot available in an industrial area well known for its occupation by prestigious Swiss watch manufacturers, including Vacheron Constantin, Piaget & Rolex.

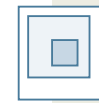
The building itself shall have a strong corporate identity with a glass entrance façade flanked by

two stone arches. The entrance atrium will lead to the exhibition halls and conference rooms. Administrative offices shall occupy the upper floors. The administrative building will be connected to the production building by a glass corridor on each floor.

The production area is designed to allow flexibility and easy expansion. The climate control shall be optimal and dustproof. A large cafeteria and a spacious terrace will be located on the roof of the building.

The site will be landscaped and most of the cars will be parked below ground in the basement car park.

The construction works will start in March 2006 and the building shall be delivered to the owner in the summer of 2007.



During the summer of 2005, PERSPECTIVE EEIG opened a new chapter of activities in the Far East. Whereas in the past, members of PERSPECTIVE EEIG have already worked on projects in the Far East, in places such as Singapore, Beijing or Changsha, this time the Austrian member of PERSPECTIVE EEIG was chosen to design a new production facility for SEMPERIT in the Fengxian Industrial zone in Shanghai.

SEMPERIT is the world market leader for handrails for escalators and moving walkways and one of the most important producers of flexible pipes for the hydraulics industry worldwide.

The client decided to close an approximately 10-years old factory in Shanghai and move to Fengxian to build a new plant, to benefit from all the possibilities of the modern Chinese world in building and production technology.

The building is designed according to European standards of building technologies, but uses local practises such as using bricks instead of reinforced concrete. The technical equipment of the facility includes air conditioning and process media such as nitrogen, oxygen etc.

The construction time of 6 months is made feasible by the way in which the Chinese work on site: 7 days a week, 12 hours a day. A 4-month period is foreseen for design and permitting, and completion of construction is planned for mid 2006.



96 HOUSING UNITS IN LAS ROZAS-MADRID

Spain
B/SV

The international real estate company DU PROCOM appointed B/SV as architects for their new development in Las Rozas, an exceptional location and highly popular suburban area of Madrid.

The building is situated in a very exclusive residential area in the northern part of Madrid, and is surrounded by the "Manzanares Regional Park" offering stunning views of the mountains surrounding Madrid. Views and orientation are thus the major additional features taken into consideration in the design of these new luxurious apartments.

A total of 96 apartments, ranging from 50m² up to 230m² will be built. The total building area above ground will be approximately 10,690m², and about 6,000m² of underground parking has been planned.

Landscaping will be a major issue and will include an outdoor private swimming pool as well as a wellness area.

Construction is expected to commence in June 2006.



VACCINE COLD STORE FOR GSK

Poland
ELD-PL

The merger of Glaxo Wellcome and SmithKline Beecham created the world's second biggest pharmaceutical concern. Today its share in the world market amounts to 7% and it is among the 12 most dynamically developing companies in Poland. The Poznań production & distribution centre is the most modern in Central and Eastern Europe.

When GSK made the decision to build a vaccines cold store in Poznań, it entrusted ELD Poland with the preparation of the full architectural and engineering documentation for the new facility.

The vaccines cold store is located in the centre of the existing factory. The project involves the demolition of existing technical buildings and the integration of the new facility and production infrastructure in the area with the BMS system. In particular the fire-fighting system included the neutralisation of run-off water required due to specific properties of the material stored, i.e. vaccines.

The first stage of construction included five cold rooms with a total capacity of 800 pallets, the supporting office space and the distribution and manoeuvring areas. The building was completed and commissioned in November 2005.

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