

Architecture of Motivation Offices & Community Building

PRO ESTATE MOSCOW

ERA Planning Architecture Consulting Ltd

19/09/2018

Environment
Culture Healthcare
Economy
Sociology
Politics
Demography

ADAPTABLE



POP-UP
CULTURE

HOME OFFICE

COMMUNITY VALUES



TRANSITORY

CO-WORKING

SUSTAINABILITY

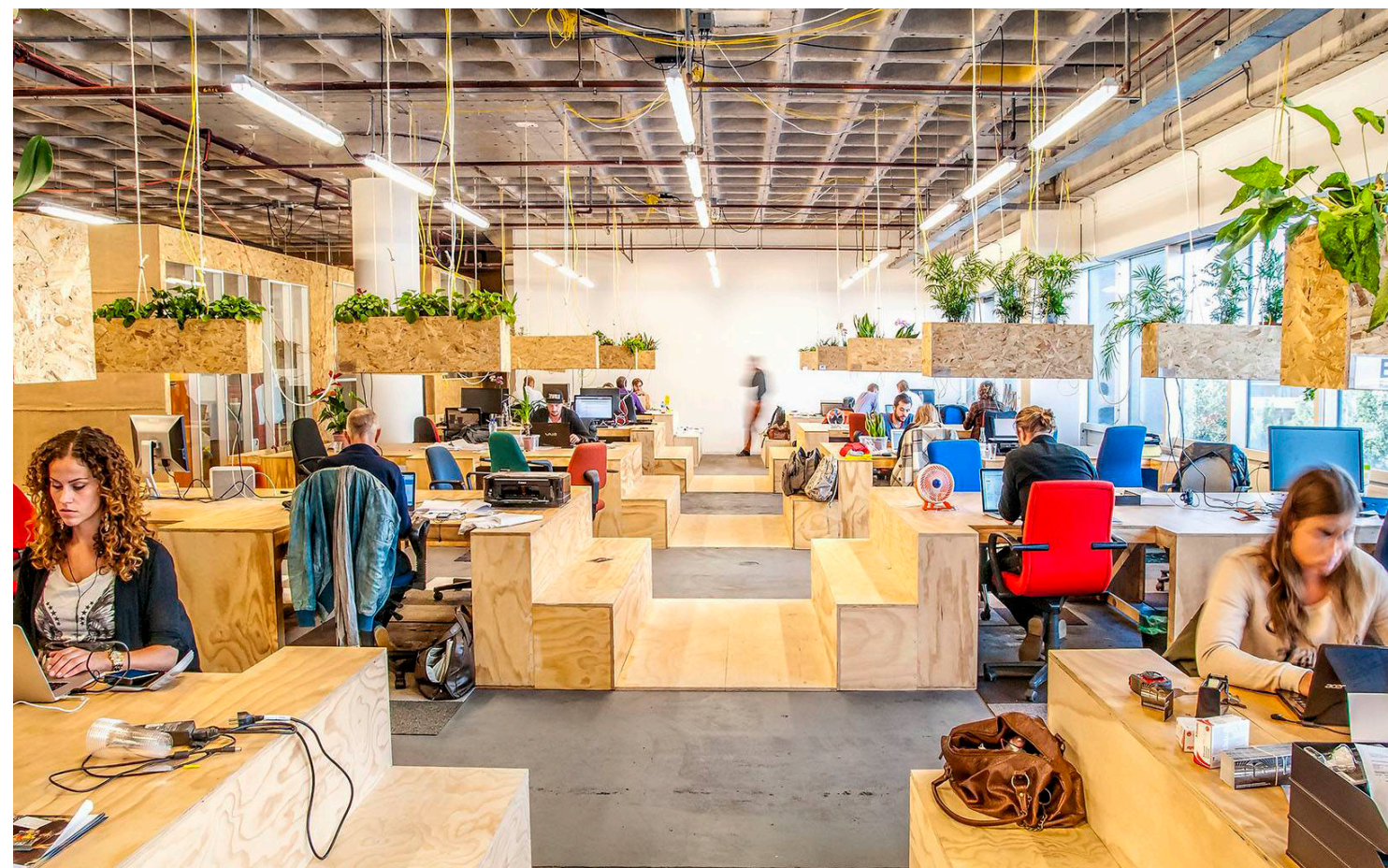
MILLENIAL
CULTURE



SHARE



INDIVIDUALISM & ISOLATION VS. COMMUNITY BUILDING



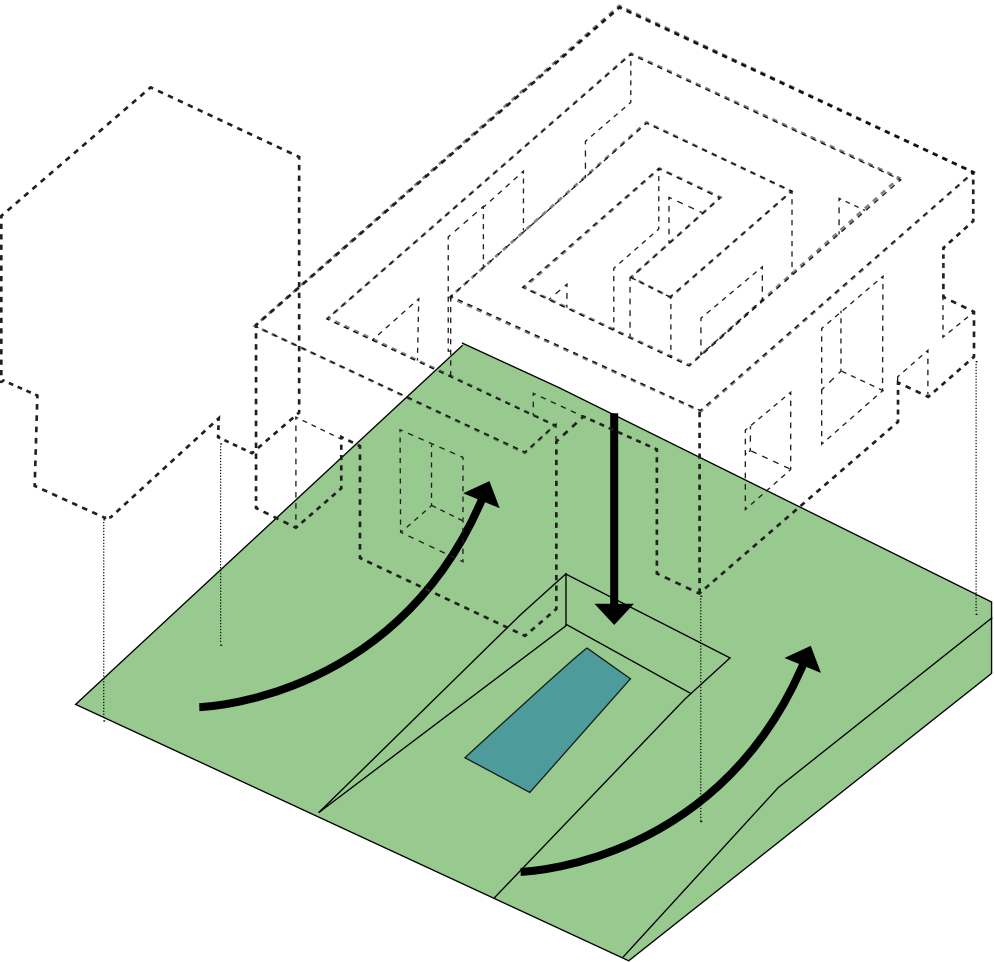
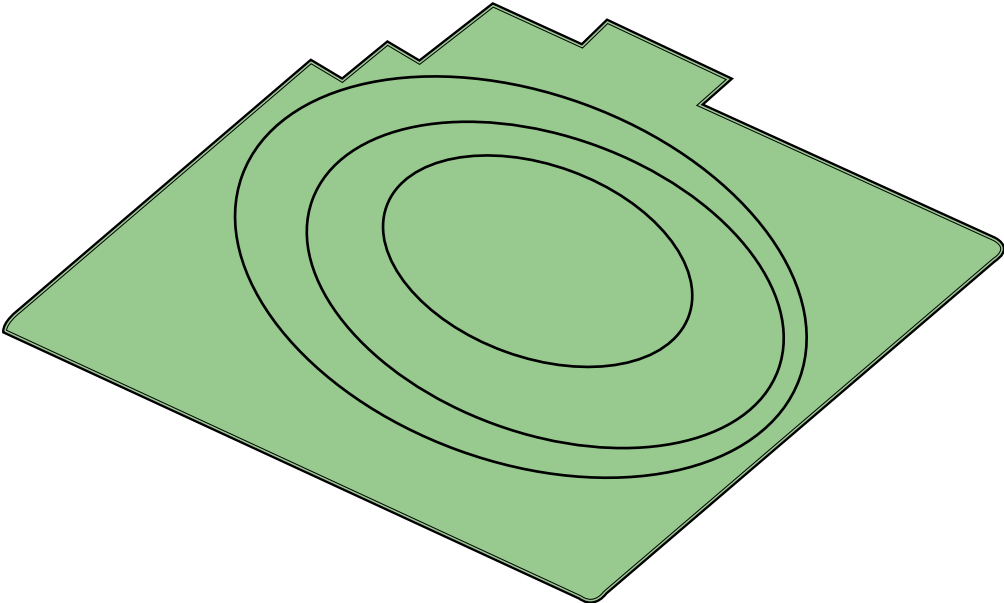
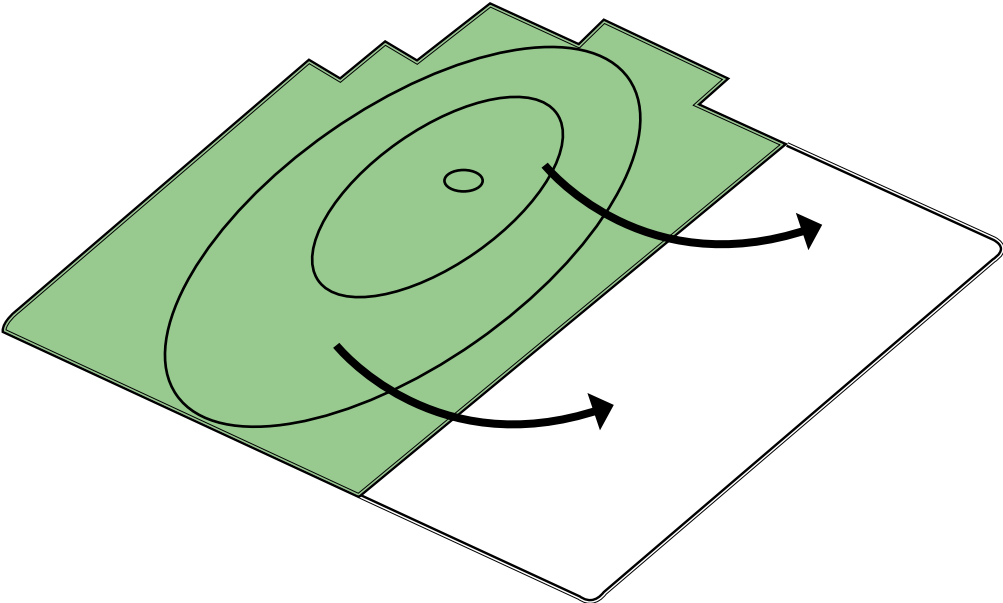
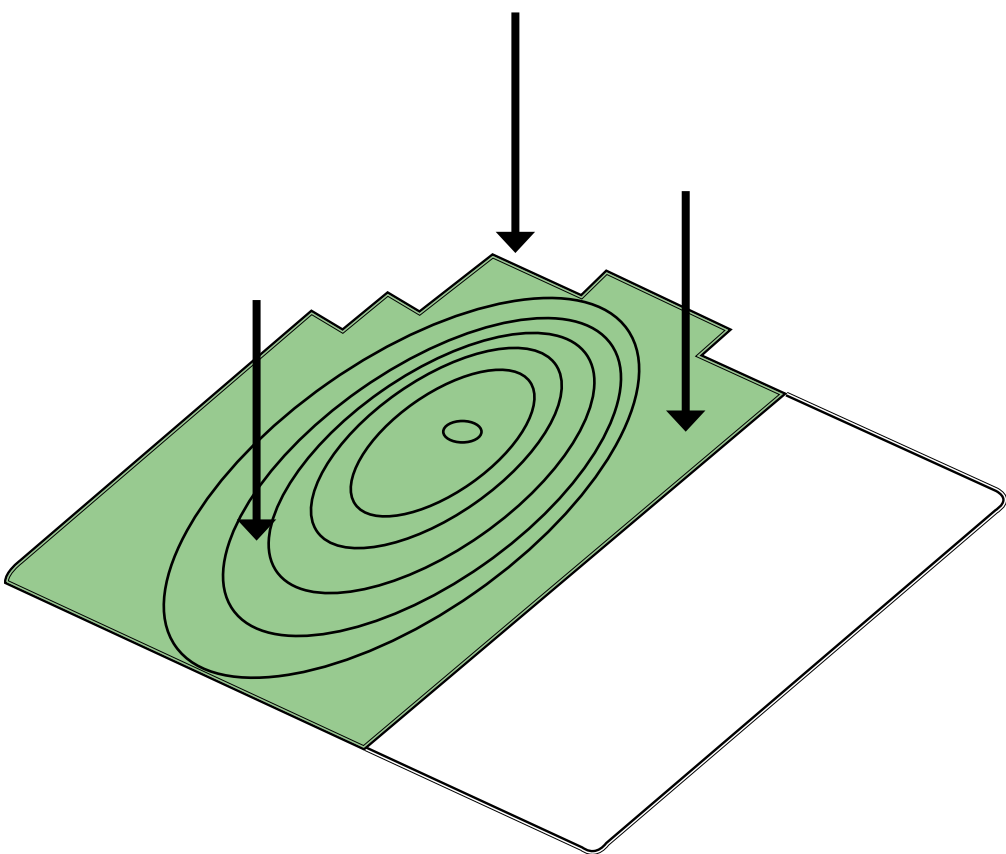
ERA's Design Approach

RECENT OFFICE PROJECTS

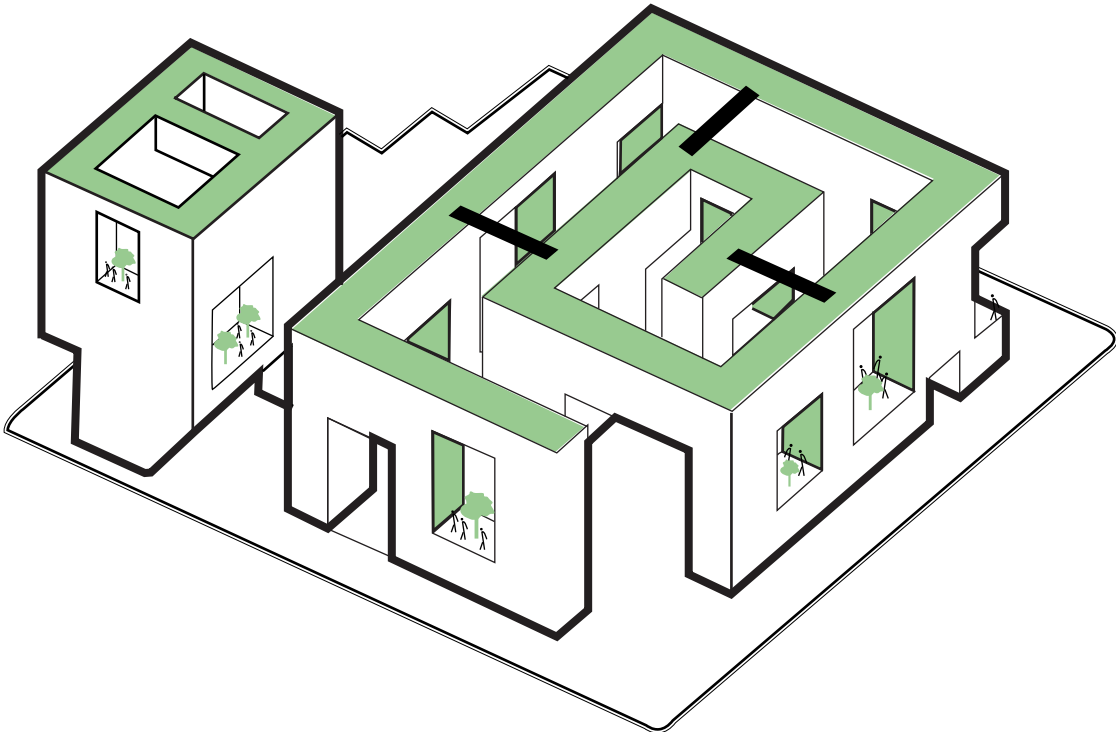
Cloud 8 - Office Campus



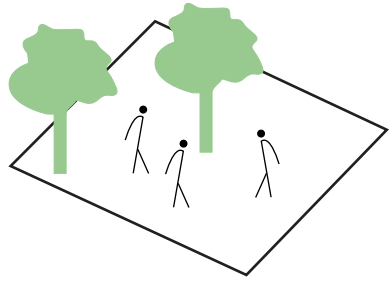
Cloud 8 - Office Campus



Offices & Community Building

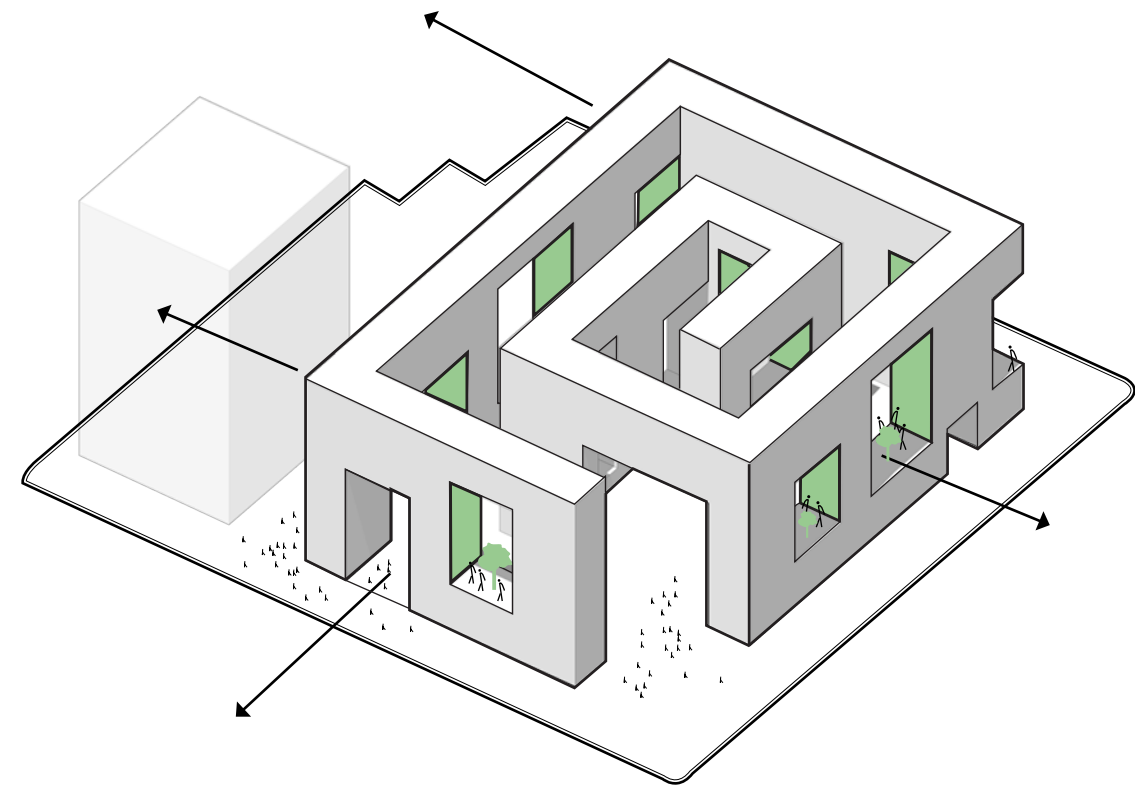
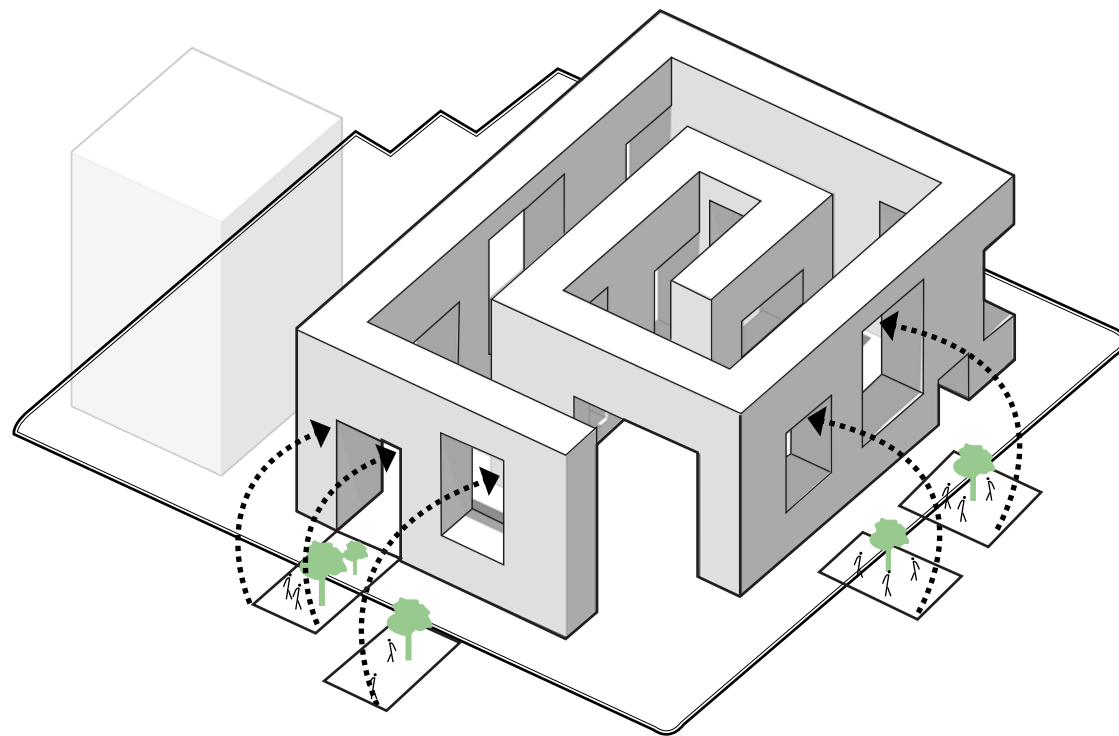


Design Approach

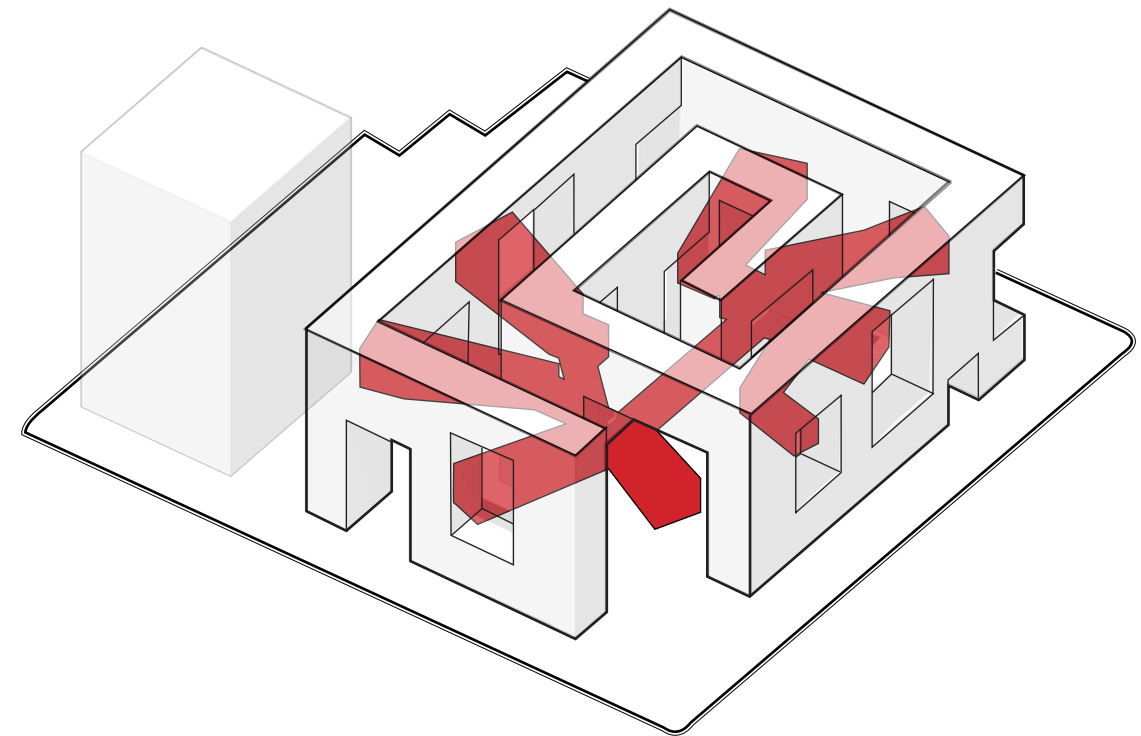
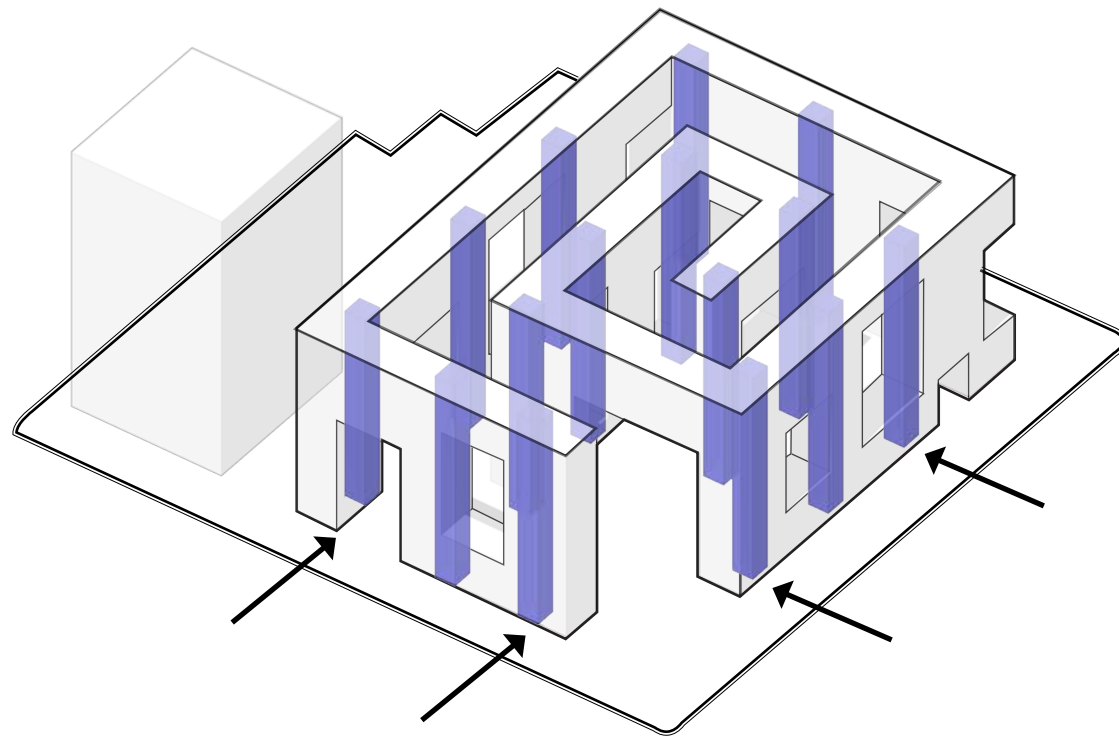


Traditional Public Space

Offices & Community Building

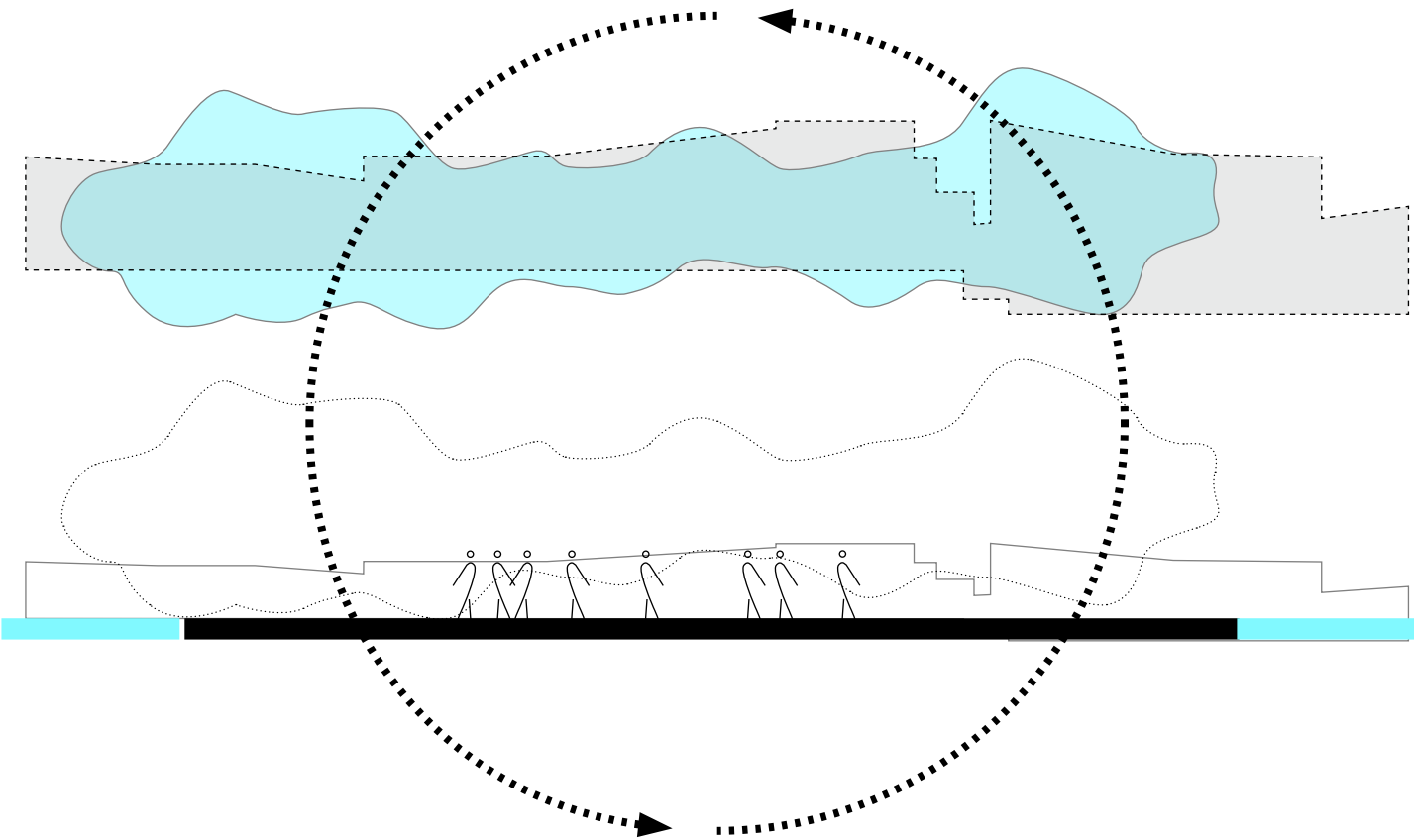


**INTERACTION WITH PUBLIC SPACE - UNDEFINED TRANSITIONS
BLENDING WITH THE CITY**



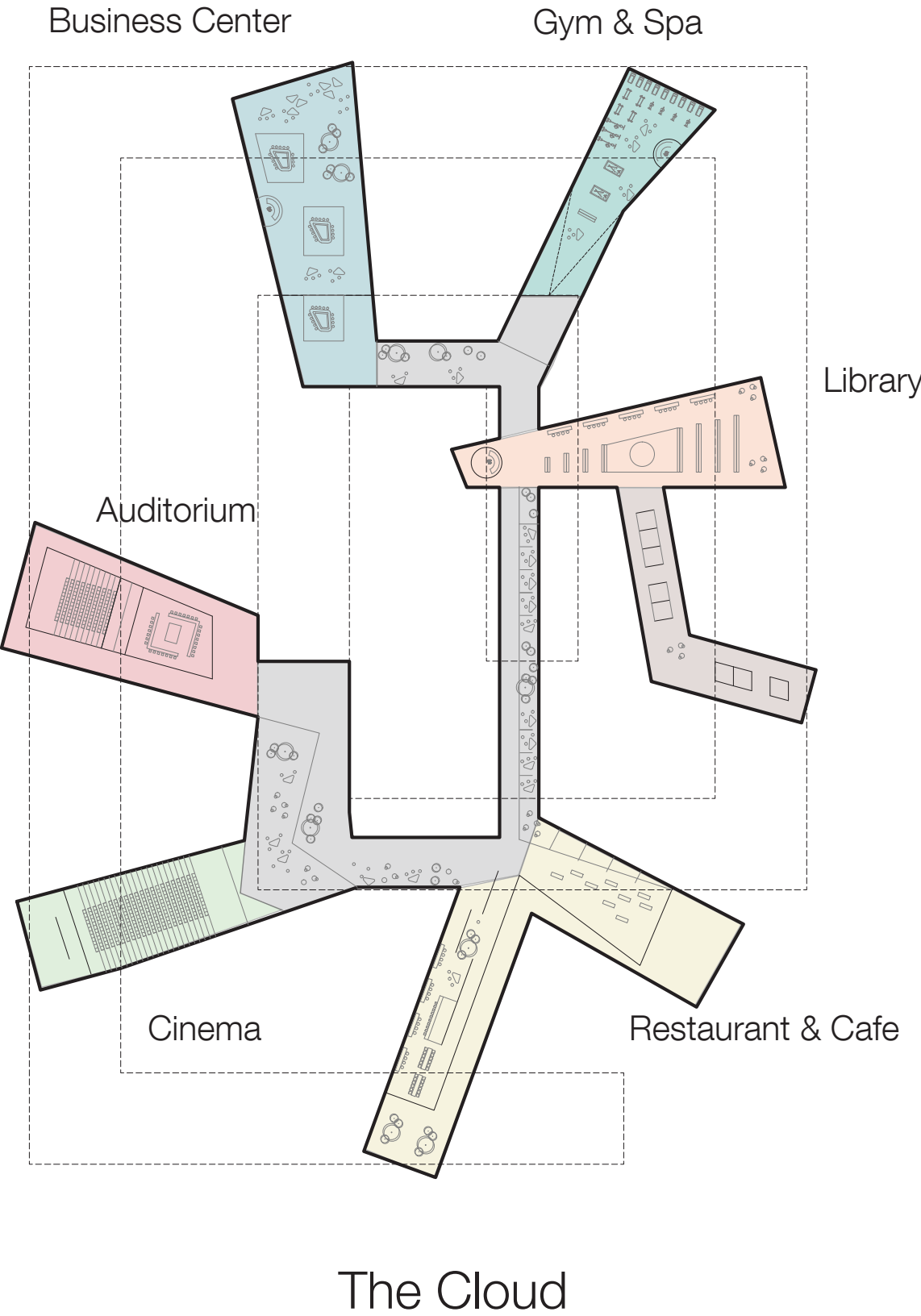
**DIVERSITY OF SPACES & EXPERIENCES
FROM OPEN AIR TO PLUG-IN**

Design Approach



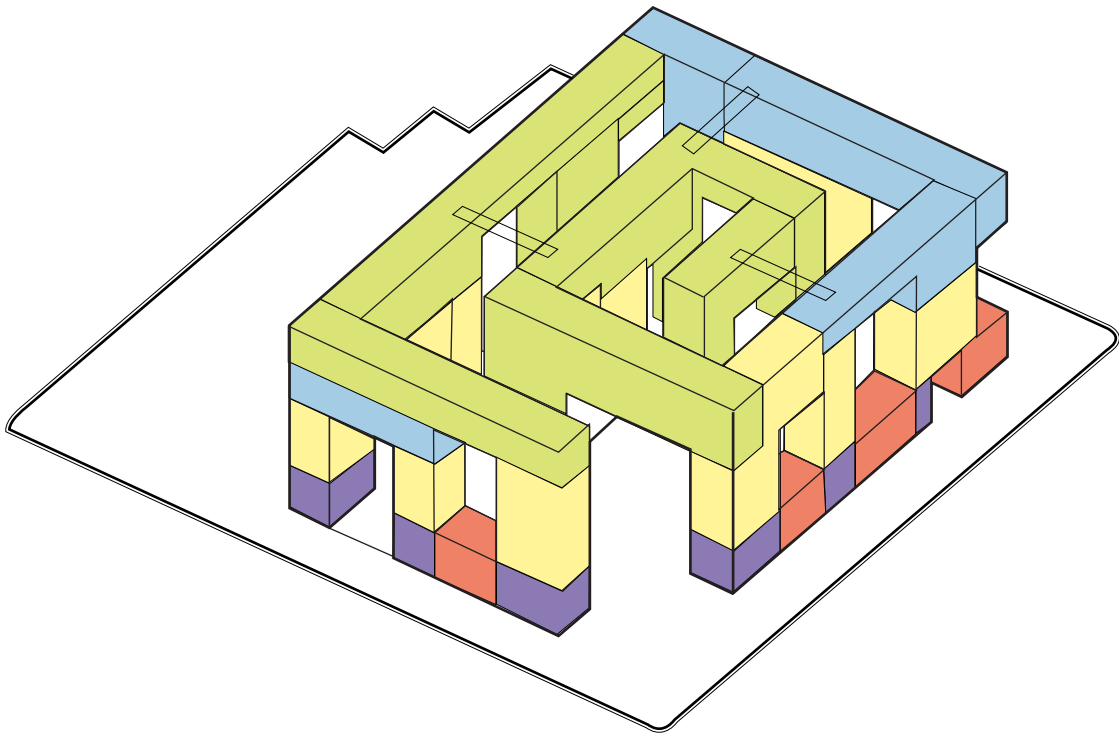
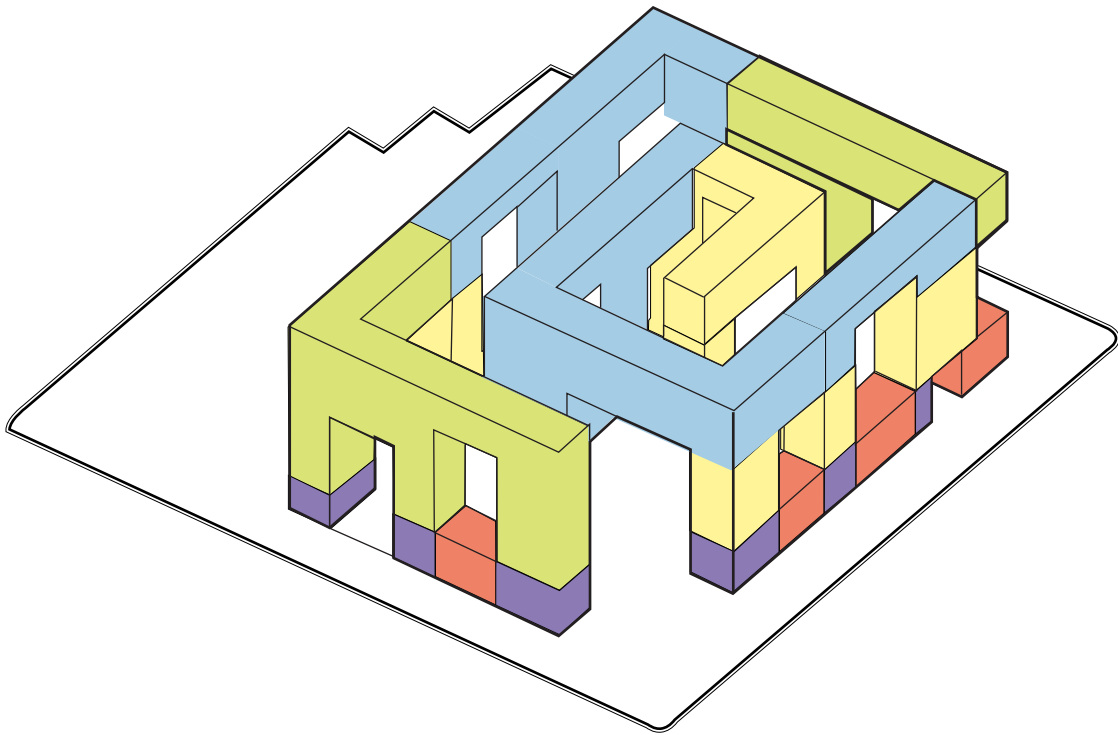
OFFICE BUILDINGS AS INTERACTIVE
SOCIAL NETWORKING PLATFORMS

Offices & Community Building









Multi-functionality & Flexibility
Prepared for uncertainty

Design Approach



Complementary Programs



The Vertical Village

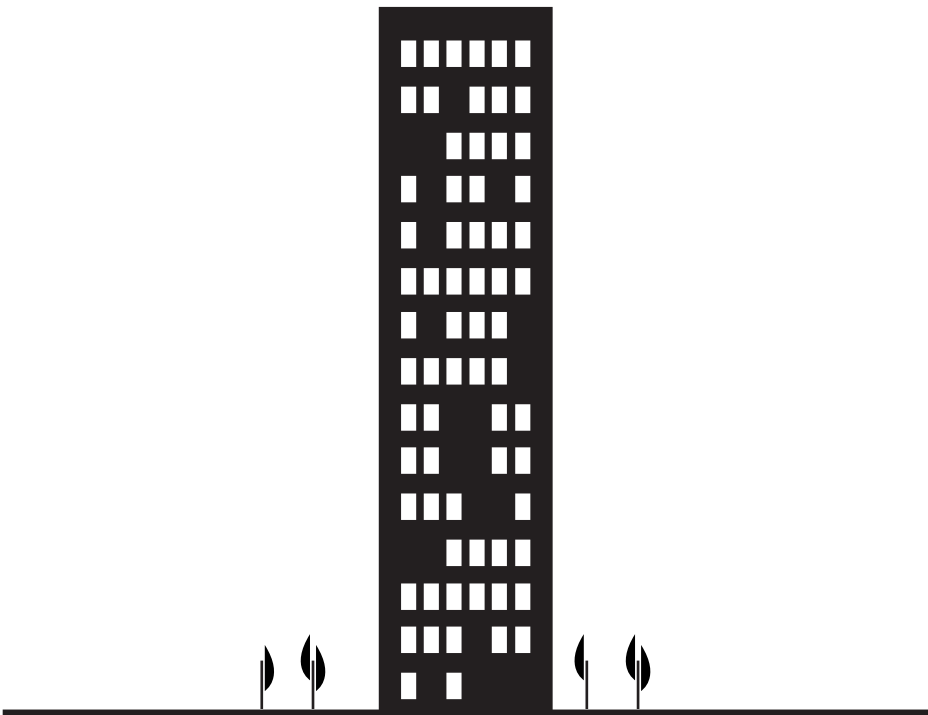


The Vertical Village

Offices & Community Building



The Village



The High Rise



The Vertical Village

How to create spaces that contradict individualism and promote community interaction in a High Rise typology?



The main idea is to create social platforms in the high rise structure so that the massive building offers smaller, more human spaces.



Diversity and Flexibility of the working spaces



The Office block is supported by artificial landscape with public squares and social functions like a cafeteria and a auditorium.



The Social and Green areas create a protective zone with the surrounding built environment.



Using open air social green spaces for sustainability purposes

Garanti Bank Technology Campus

Offices & Community Building



Green Areas



Social Courtyards

Garanti Bank Technology Campus

Offices & Community Building



Green Areas



Social Courtyards



Thank You!