



# BIRKENSTOCK GROUP HEADQUARTERS

The new **Birkenstock Group Headquarters** have integrated open meeting and office spaces for modern forms of work into a historical harbour warehouse. Areas for office work, meetings and coworking along with a lounge, café and showroom have been accommodated in a former customs warehouse dating back to 1898. »

## Interior Design

“Within the framework of the historical warehouse halls, brandherm + krumrey developed a customised interior design for Birkenstock's diverse requirements. The headquarters of the international fashion brand in the Rheinauhafen quarter provides over 2,000 square metres of open-plan office space for creative work.



**F**or the restrained ensemble from steel and glass in the exterior construction, brandherm + krumrey interior architecture found atmospheric and subtle answers which are in keeping with the function of the spaces.

The elongated building in Cologne's Rheinauhafen was originally used to store oils, fats and petroleum. Today, the imposing building is part of the ensemble comprising restored heritage buildings and modern architecture, such as the well-known Kranhäuser ('crane houses'), that characterise the old harbour area in the cathedral city.

Within the framework of the historical warehouse halls, brandherm + krumrey developed a customised interior design for Birkenstock's diverse requirements. The headquarters of the international fashion brand in the Rheinauhafen quarter provides over 2,000 square metres of open-plan office space for creative work. Around 150 fixed and flexible workstations are distributed over the ground floor and the four upper levels. Instead of open-plan offices, individual areas were created to cater to different needs.

For the ground-level Halls 11 and 12, brandherm + krumrey designed a modern working environment with a showroom. A historical cross vault and round columns

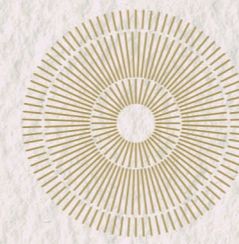
made of reinforced concrete characterise the evocative ambience of Hall 11. Here, glazed and closed cubicles accommodate functions for individual and teamwork or meetings, so that the spacious impression of the room is maintained. Loosely arranged display furniture is additionally used as storage space for office purposes and as plant shelves.

The desired result was a consistently subtle, friendly and contemporary design. As well as playing with the representations of material, effective accents were set throughout the entire headquarters through intelligent colouring, room-specific floor coverings and a sophisticated lighting concept. The design by brandherm + krumrey interior architecture lends the cool-modern architecture a warm, comfortable atmosphere and achieves a close, consistent design connection to the identity of Birkenstock.

Showroom areas for the world-famous shoes were also created in the neighbouring Hall 12 and combined with workplace functions. New work tables specially designed for the project complete the ensemble of high-quality furniture and carefully chosen materials. The centrepiece of the interior design is two circular, open meeting zones with seating arrangements and upholstered furniture that invite relaxed exchange in a special atmosphere.

Since 1999, brandherm + krumrey

interior architecture, with offices in Cologne and Hamburg, has been realising national and international projects with a sense of timelessness and conciseness, at the interface of architecture, design and culture. A 27-strong team of interior designers, architects and graphic designers ensures the implementation of customised design ideas. The range of services provided by the office, which was founded by Susanne Brandherm and Sabine Krumrey, covers projects from 15 to 40,000 square metres. All service phases of planning and execution are carried out – from the development of an overall design concept for large-scale projects to the implementation of detailed commissions. In addition to large properties such as hotels, offices or hospitals, the reference projects also include showrooms, doctors' surgeries and pharmacies or exceptional private homes. ■



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## Golden Sun Society

Golden Sun Society was founded in 2014, with our CEO having worked in shopfitting and exhibition stand construction for over 15 years. We specialise in shopfitting, interior design and creative solutions and our main goal is to fulfil the customers' demands whilst keeping within the budget.

Our involvement with the Birkenstock Group Headquarters was to bring the showroom and other parts of the headquarters to life after being designed by Brandherm + Krumrey Interior Architecture. It has been a big honour to work with such a well-known brand's headquarters. Golden Sun Society matches the brand's image, especially when it comes to our use of steel, oak and leather.

We have been involved with Birkenstock for quite some time as we have previously worked on other shops and showrooms for them. In the past, we have built shops for Wellensteyn, MCM, Mango and our local concept store Ettics. Currently, we are proud to say we are working on the headquarters of the World Economic Forum in Geneva.

At Golden Sun Society, we have developed a recognisable style in warm, cosy and minimalist designs. Most importantly, our company works together as a family. ■

For more information, visit:  
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