



Adidas Campus Landscape, Herzogenaurach, DE

Herzogenaurach, Germany

Type: Landscape

Location: Herzogenaurach, Germany

Year: 2015

Client: Adidas Group

Surface: 54 he

Phase: Competition

Team: SdARCH Trivelli&Associati, Alhadeff Architects

This is a space, not a garden, a natural extension of the internal space where the flux of ideas became reality. The design of this project starts from the idea to merge the activities previewed in the competition brief into a flux of natural shaped spaces where the identity of the people can find continuity with the corporate feeling, the quality of life. Active, original, real, performance, sustainable, equal and speed are words, but could be also a landscape. In nature we can not find anything as the wind which express better the idea of something very adaptable, dynamic and free. So this space is shaped by the local wind fluxes. Lines, vectors cross the competition area and trace surfaces in under/over-pressure. Vectors became physically trees rows, each of one plant species with different density, different rhythm. In the under-pressure areas we will find places to stay, public/private realms; the line tracing on the ground became row of shrubs showing a tension toward the close continuous spaces. Share and improve the communication time, material and immaterial. Along all the space there will some "Timelapse sphere" a mobile space in ETFE envelope, transparent, an interconnected dot to everywhere. Here light, temperature and a different physical experiences will lead the users toward a new different relation with the in-between space and the other users. Sustainability. Plants species, ground materials are chosen in a range a choice to optimize the management of the water and the energy fluxes, with the target to save the resources and reduce the environmental impact of the landscape. The core area of the competition pass through the future and the history of the company: 3 areas, one as a "Ground of Stars" where light fixture dots have impressed the name of the sport legends, of today and the past. This area is connected, in the south side a big play ground for events, flexible and can be equipped with different removable tools in predisposed position, in continuity from the north to the south of the southeast office building.