

# CONTAINING CONTINUITY

*The Adi Dassler Brand Centre has been visually structured by Querkraft to unfold as a dual identity; defined to be distinctly outlined and yet amorphous in its design.*

Compiled by : Suparna Rajguru  
Text : Courtesy the architects  
Images : Courtesy and © Gerhard Hagen

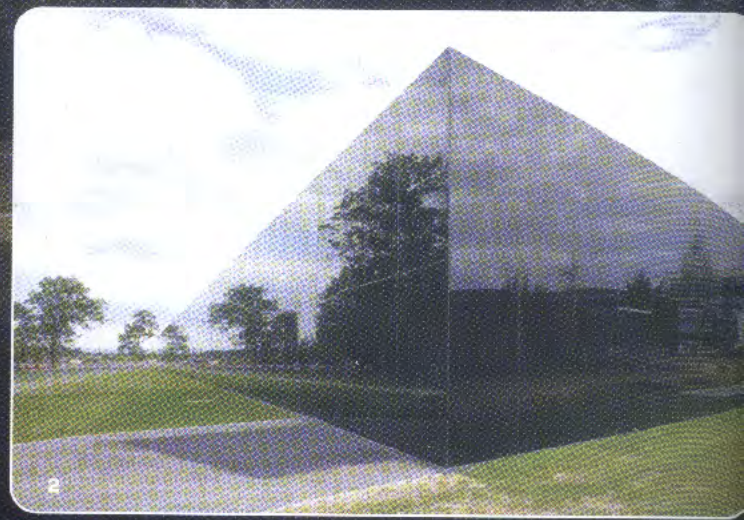
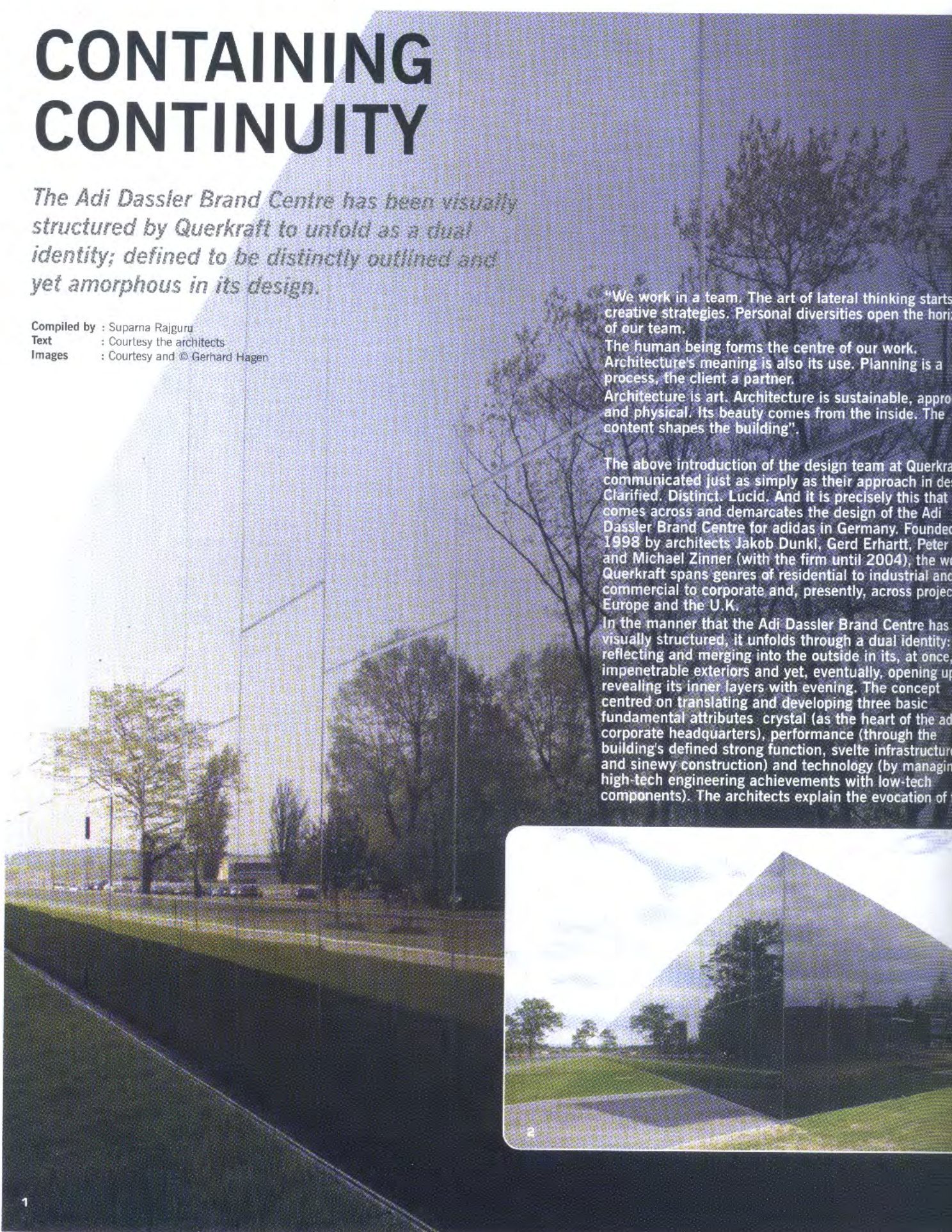
"We work in a team. The art of lateral thinking starts our creative strategies. Personal diversities open the horizons of our team.

The human being forms the centre of our work. Architecture's meaning is also its use. Planning is a process, the client a partner.

Architecture is art. Architecture is sustainable, appropriate and physical. Its beauty comes from the inside. The content shapes the building".

The above introduction of the design team at Querkraft is communicated just as simply as their approach in design. Clarified. Distinct. Lucid. And it is precisely this that comes across and demarcates the design of the Adi Dassler Brand Centre for adidas in Germany. Founded in 1998 by architects Jakob Dunkl, Gerd Erhartt, Peter Sapp and Michael Zinner (with the firm until 2004), the work of Querkraft spans genres of residential to industrial and commercial to corporate and, presently, across projects in Europe and the U.K.

In the manner that the Adi Dassler Brand Centre has been visually structured, it unfolds through a dual identity: reflecting and merging into the outside in its, at once, impenetrable exteriors and yet, eventually, opening up and revealing its inner layers with evening. The concept centred on translating and developing three basic fundamental attributes: crystal (as the heart of the adidas corporate headquarters), performance (through the building's defined strong function, svelte infrastructure and sinewy construction) and technology (by managing high-tech engineering achievements with low-tech components). The architects explain the evocation of the

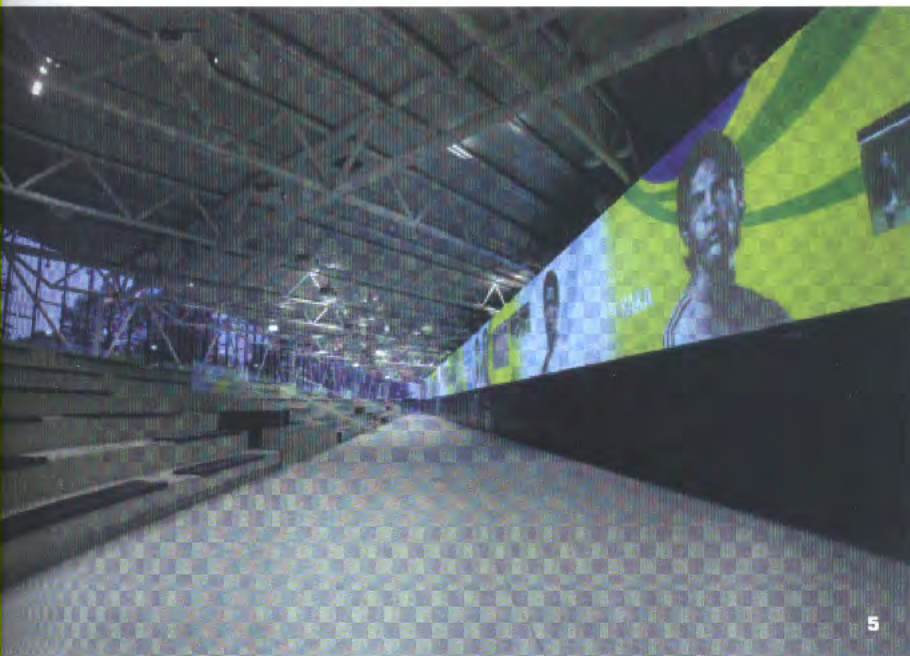




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- 1 & 2.** The solid coloured, black glass allows the sharp-edged cube an interplay of transparency and reflecting lustre.
- 3.** The 'walk of fame', lines the Adidas milestones as a continuation of the tangential entrance to reveal the depth of the building.
- 4.** Following the form of the façade, inclined columns allow a simultaneous vertical reinforcement of the construction.
- 5.** The arena is developed as a space that is synonymous to the performance and exhibition of sports.

first characteristic as expressed like a transition through the various facets of a crystal: as a solitaire, with timelessness and through quality, lustre and dimension. Delineated through clear construction, the centre becomes unique by its simplicity and consequently turns into the new centre of the campus while paradoxically imparting both calm and aplomb in its surrounding context. Intending to be a classic by asserting itself over decades and independent from future trends, the chosen material of glass guarantees it the quality of its appearance for a long time span and allows for its mutating expressions to be duly illustrated. An effect that can be seen while approaching the building, when transparency and reflecting lustre begin to interplay and the depth of the centre can be noticed. The selected solid coloured, black (parasol grey) glass elegantly envelops the centre's 12,000 square metres of floor space as a special construction material applied with a high quality of processing. The application of simple, hydraulic dampers allows this sharp edged cube 450 metres of a glass-only-façade without the integration of expansion profiles. Even against strong gusts of wind, the damper remains stiff and operates as a bearing, thereby reducing loads pressing against the façade and maintaining its sleek construction. Technology is inherent as a strong component and also derives form as a squared-up main entrance that is akin to, as explained by the architects, "...the black crystal opens up when approaching". The steel structure expands under temperature the damper is compressed and no forces are lead into the façade. The load transfer of the roof girders rests on pillars that follow the façade. These inclined columns allow a vertical reinforcement of the construction at the same time. The 'walk of fame', an imagery of a voyage in time with the milestones of Adidas, is a continuation of the tangential entrance whereupon the depth of the building can be experienced. The internal arrangement of the arena relates the association of the space to a stadium that is synonymous to an eternal and continuously developing performance exhibition of sports, while the multi-functional working space remains flexible with a grid of 24 units of 200 square metres each and 580 metres of mobile partition walls. The meeting room carves itself out as a refuge in the arena; entrenched, beyond and still directly to be reached from the arena, directly connected with the recreational area of the atrium. The spaces are connected through a central corridor, under the stands, that links the arena, meeting and service rooms while creating a vertical spatial experience. A seamless space that is as outlined as is amorphous; the Adi Dassler Brand Centre has been designed by Querkraft to be part and process of the brand's continuous attempts at engineering innovation through form and function.

**FACT FILE**

**Project** / Adi Dassler Brand Centre  
**Location** / Germany  
**Client** / Adidas  
**Floor area** / 12,000 square metres

**Design team** / Jakob Dunkl, Gerd Erhartt, Peter Sapp, Christian Ambos, Michael Anhammer, Robert Diem, Dominique Dinies, Fraenzi Essler, Christine Hax-Noske, Harald Hoeller, Carmen Hottinger, Bernward Krone, Silvia Panek, Sandra Schiel, Barbara Schuetz, Erwin Staettner, Ines Carvalho, Christoph Salentin, Tobias Colz