

INSIDE

SHOPPING- AND BUSINESSCENTER VOLKETSWIL, SWITZERLAND



Photos © Radek Brunecky

INSIDE Volketswil

The INSIDE shopping and businesscenter is set to become a new key attraction of Volketswil's commercial district. The design of the elegantly curved five-storey construction takes up the theme of fashion and sets the tone for the urban landscape with an impact that extends well beyond the region.

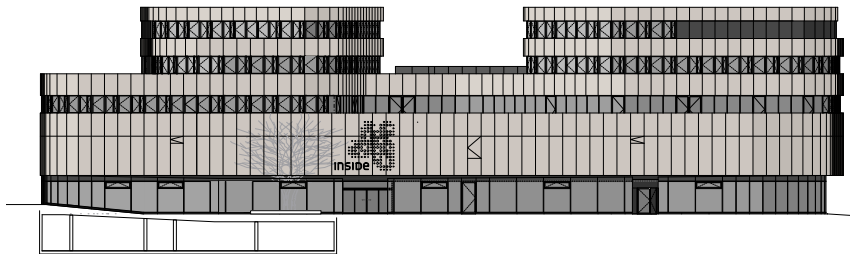
Architecture

INSIDE is located in the centre of the commercial area of Volketswil and acts as an urbanistic intervention to the series of existing buildings. The elevation of the volume draws reference to the proportions of the neighbouring buildings. The tapered upper floors of the two office towers rise above the retail space and emphasise their urbanistic character. The terracing of the building makes room for a spacious public roof terrace – an urban piazza – inviting office staff and shoppers alike to take a break and relax.

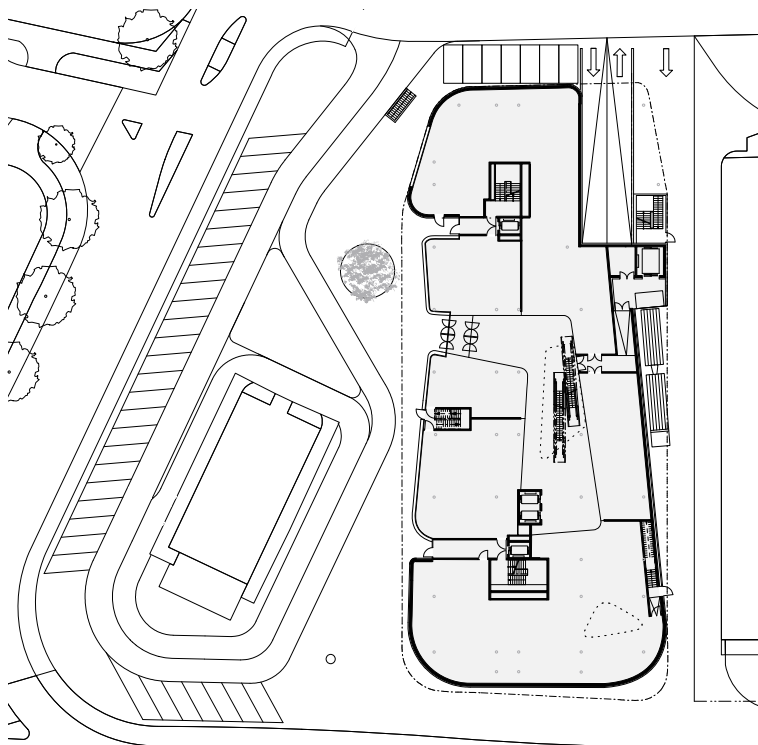
The façade of copper-coloured aluminium curves gently around the terraced building like a piece of thin fabric fluttering in the breeze. The lightness of the shape is underscored by the ribbon façades and windows that run seamlessly around the edifice. A large skylight provides ample illumination for the access zone to the shops.

Interior concept

The three-levelled mall defines the interior by spatially and visually connecting the sales areas. Large areas are clad with reflective chromium sheets offering the visitors ever-changing views and a fun experience of “seeing and being seen”. An elaborate signage system was foregone by installing a unique signalling ceiling lighting that draws upon on the idea of a lava flow “flowing” along the traffic routes through the building. Fashion and clothing are at the heart of the approximately 5,900 sqm of sales area on the first three floors. The café and restaurant areas act as a functional connection between the public shopping mall and the top two floors of offices which cover an area of around 2,700 sqm. These service floors are flexibly divisible and can be converted to large open-plan offices as well as smaller individual offices for multiple rental parties. Separate elevator shafts and stairwells provide access independently of the retail levels. The spacious roof terrace in front of the restaurants and cafés create a green oasis amidst the hustle and bustle of the retail district.



Elevation



Ground plan



Facts

Location:

INSIDE Volketswil
Industriestrasse / Hofwiesenstrasse 4
8604 Volketswil
Switzerland

www.inside-volketswil.ch

Opening: December 2nd, 2014

Total area: 7.600 sqm

Retail area: 5.500 sqm

Office area: 1.600 sqm

Roof terrace: 500 sqm

Planning period: 2011 to 2013

Building period: 2011 to 2014

Impressum

Client: Imufin AG

Concept & architecture / Overall project lead: Holzer Kobler Architekturen GmbH

Landscape architecture: Topotek1

Civil engineering: Lüchinger+Meyer AG

Building services: Schoch Reibenschuh AG

Electrical planning: Mettler+Partner AG

Signage: iart AG

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Holzer Kobler Architekturen

Holzer Kobler Architekturen was founded in Zurich in 2004 by Barbara Holzer and Tristan Kobler. It has had a second office in Berlin since 2012. The firm works on projects around the world in a wide spectrum of fields ranging from city planning to architecture, from scenography to exhibitions. Its unique approach is informed by its transdisciplinary team of architects, designers, graphic artists and curators. Holzer Kobler collaborates closely with all its clients in both the public and private sector and maintains a tight network of experts in business, academia, science, art and culture.

The architects at Holzer Kobler Architekturen design architecture, exhibitions and spaces. It is this multifaceted approach that fascinates them. For them, architecture is not just a single idea; it is a multitude of ideas – a process of opening and expanding the thoughts, practical applications and science behind architecture. In their projects, from the smallest exhibition project to the planning of entire urban areas, the architects strive for connections, commonalities and synergies.

The creative diversity of Holzer Kobler projects comes from the desire to find an original way of interpreting a specific task and a specific space that takes the past, present and future into account. Holzer Kobler has never been interested in propagating a single, recognizable design vocabulary – instead, its priority is the continuous creation of new and diverse designs that add value to society.