

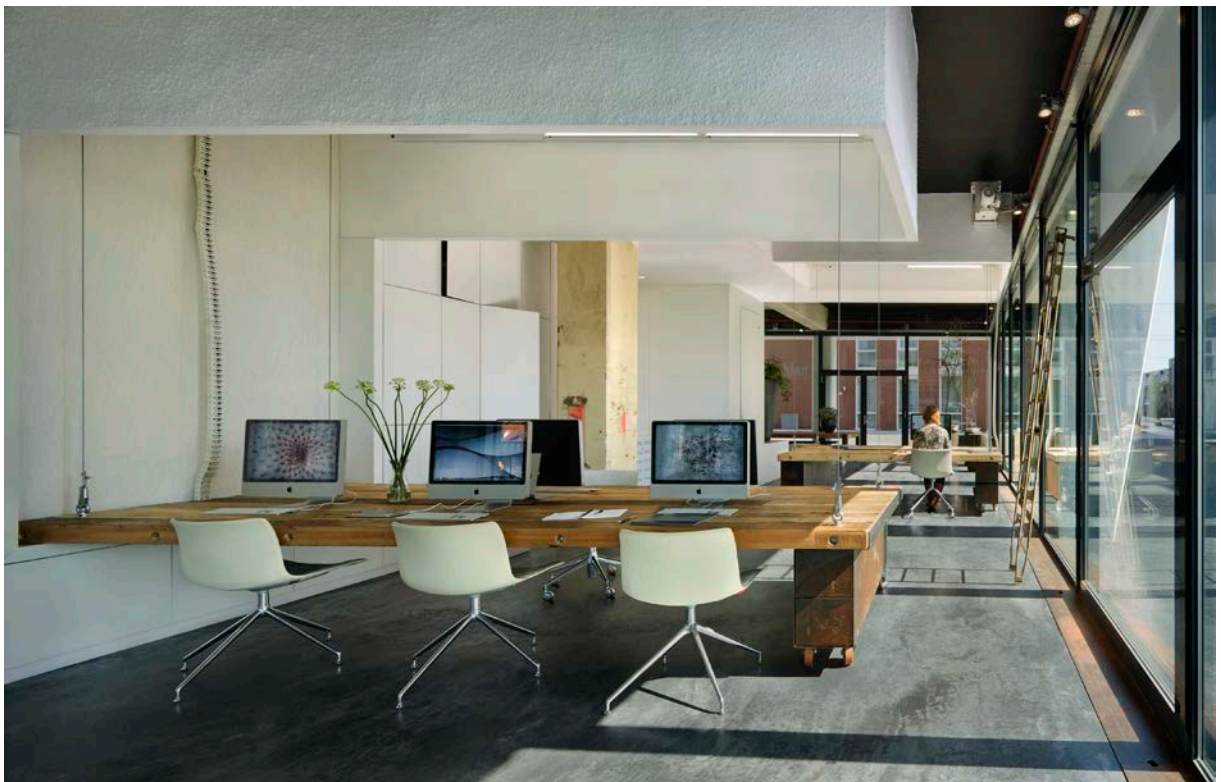
## STUDIO HELDERGROEN HAARLEM

<b>title</b>	Studio Helder groen Droste silo Haarlem
<b>client</b>	Helder groen inspiratie en creatie
<b>projectteam</b>	Zecc Architecten, Helder groen, Teun Vrolijk
<b>programme</b>	Multifunctional studio in Droste silo Haarlem
<b>acceptance</b>	1 september 2009

### Rising workstations

On a weekday morning, the ground floor of the Drostesilo is empty... At nine o' clock the big tables with computers descend slowly. A fresh new day begins!

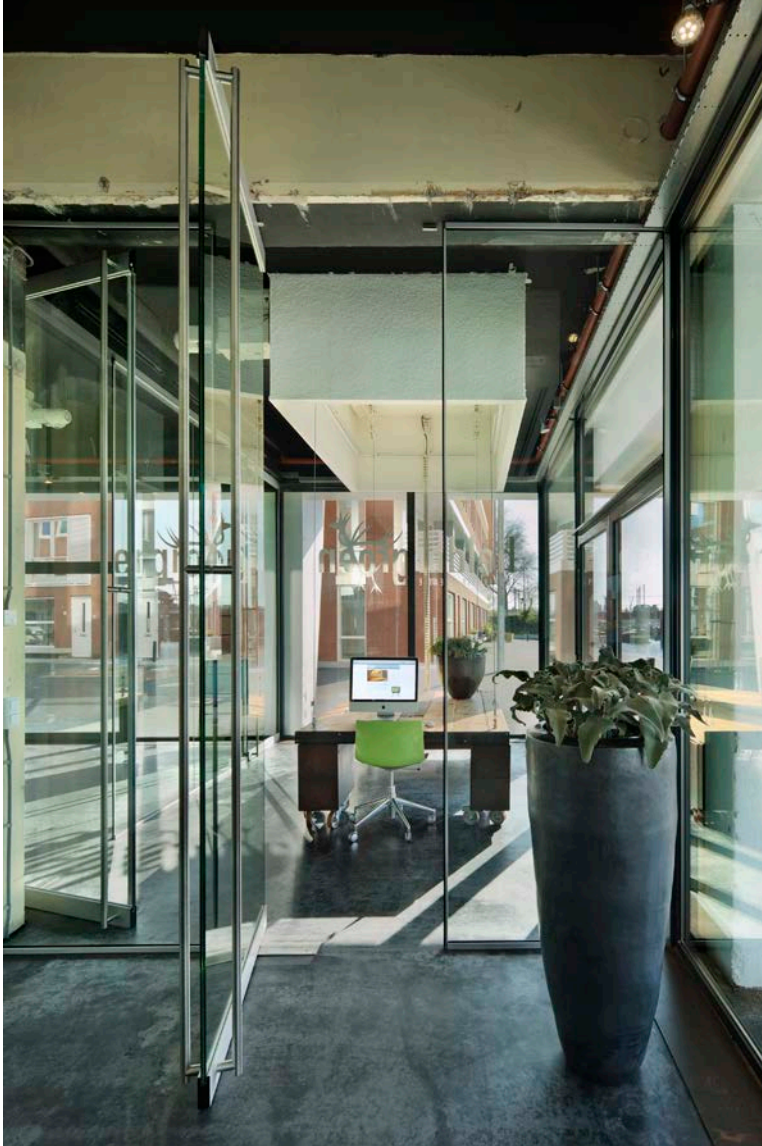
At the end of the day the workstations disappear back into the ceiling. The space is ready for other purposes: a lecture, a dinner, a party, a promotion of a new product, an exhibition or an evening Yoga class ... Studio Helder groen is in our view the example for other buildings to think about the possibilities for dual use of (mostly empty) office space...



ZECC ARCHITECTEN BV TRACTIEWEG 41 3534 AP UTRECHT  
THE NETHERLANDS T+31(0)30 273 1289 INFO@ZECC.NL WWW.ZECC.NL  
BANK NL59 RABO 0394 6127 44 KVK 30 183 613 LID BNA

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GROUND ED ARCHITECTURE



**Design team: the added value of three disciplines**

The design is achieved by a multidisciplinary design team (Zecc Architecten – Helder groen communication / design office – Vrolijk – furniture designer & construction).

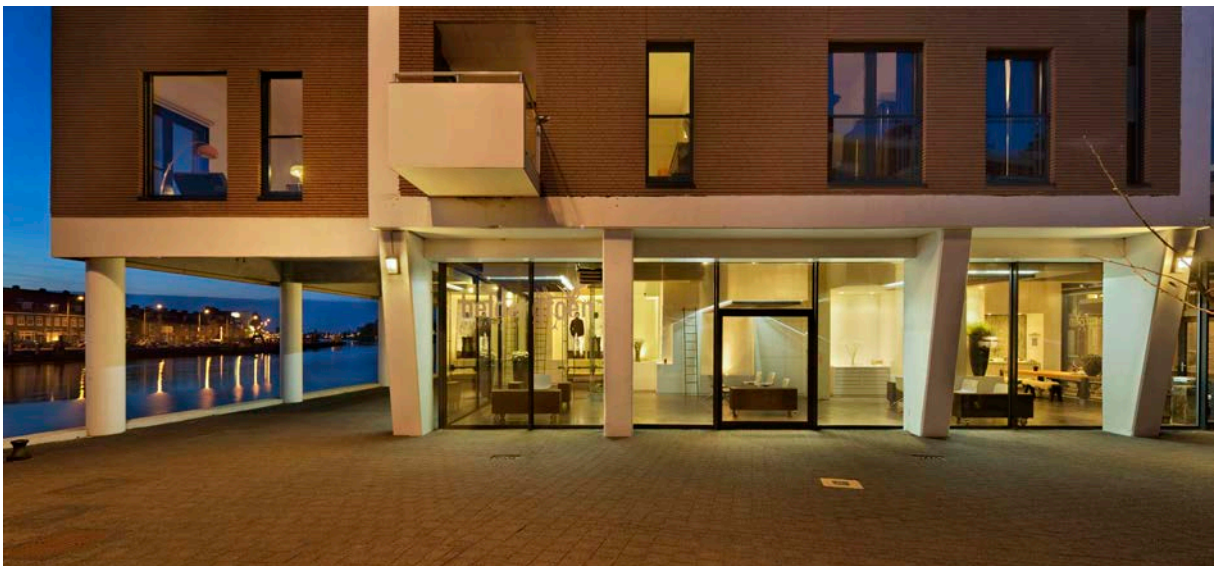
The team has started to design a process in which space and time is left for the different disciplines for innovation and so discussion. The design of this collaboration has a strong identity on the largest scale and a high level of finish in detail.



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### **Dynamics & Interaction**

Physical interaction with the organisation of Heldergroen and attraction to the area due to the dynamic space that often changes appearance. The building is a very pleasant environment to work and create. It breathes the story which Heldergroen likes to tell her clients: durability and innovation can and may result in attractive and profitable projects. Communication begins with showing who you really are.



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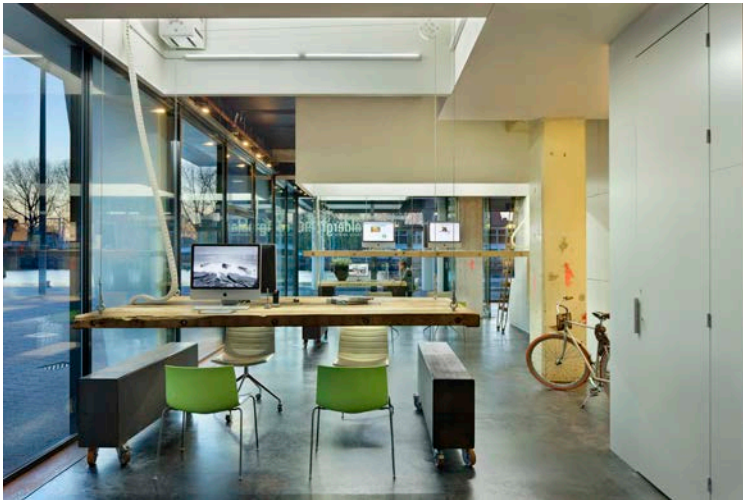
GROUNDING ARCHITECTURE



**Durability:**  
**double occupancy office**

The interior for Studio Heldergroen distinguishes itself in durability by opportunities for multifunctional use of an office. Three tables can be raised individually, through what the space can be used flexible by day and can anticipate on different occupations.

Most offices are used only 40 hours per week, but here the possibilities for evening and weekend are significantly increased: In the evening the tables go up and the space is rented for a variety of inspiring initiatives: from swap meet in women's clothing to organic wine tasting. The rigable workplaces provide next to new uses also the ideal intrusion.



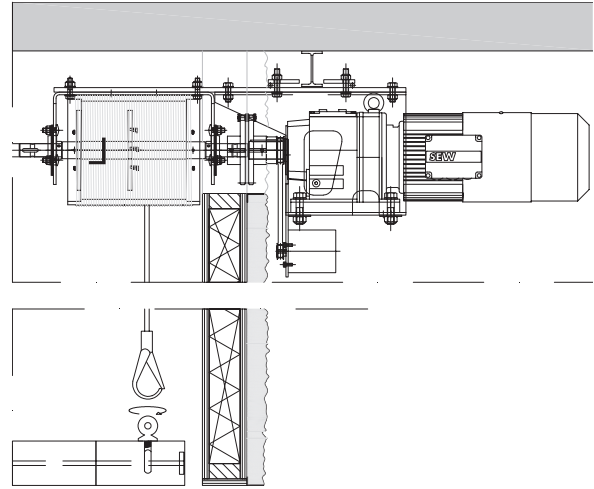
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**Installations:  
theater techniques at the office**

In Studio Heldergroen installations are integrated in an industrial way. Most striking is of course the hoist which is delivered by professionals from the theater world.

They are used to work with large set pieces that have to be placed quietly and safely at stage. The tables disappear in large bins, where LED lighting and acoustic facilities are included. The cabling of computers runs via 'flexible white cables', derived from the medical industry.

The temperature control of the room is housed in the piped polished concrete floor. During winter there is hot water running through it, and in summer cold water for cooling. The natural ventilation passes in spiral radiators where air can warm or cool.



**Detail hoist**



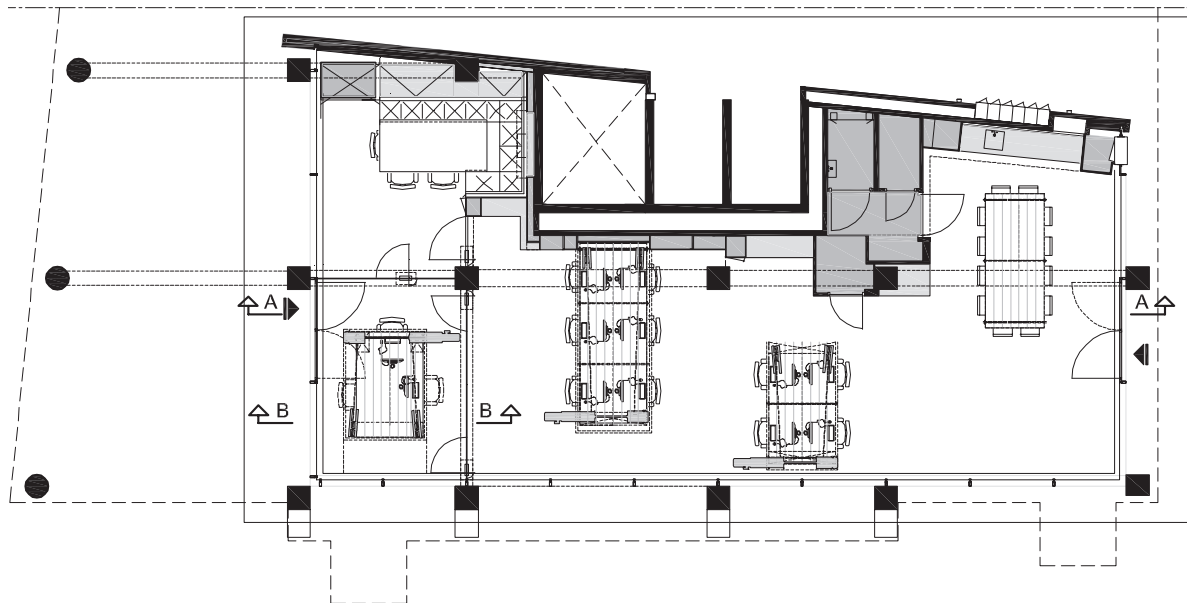
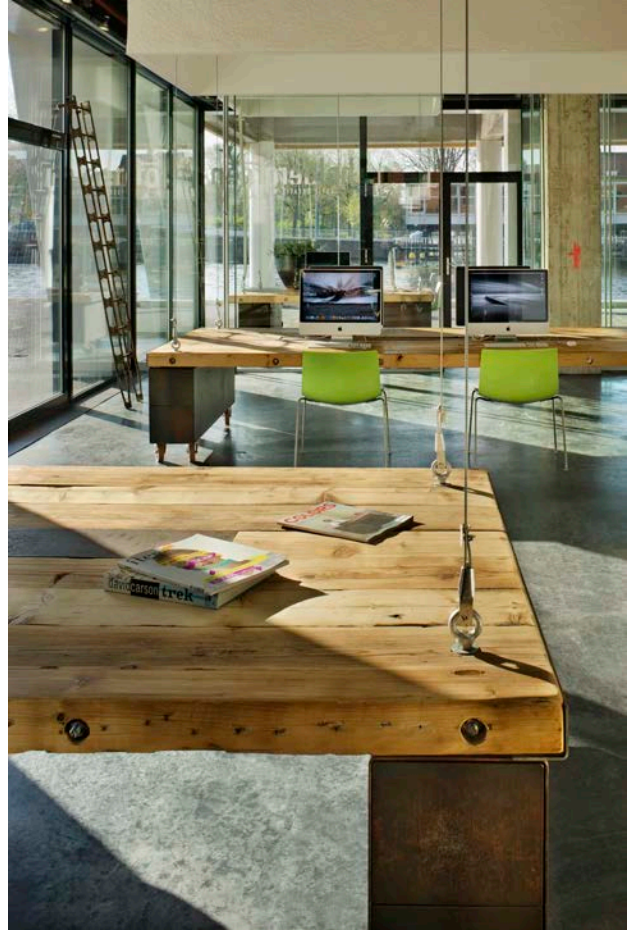
**Material Use:**

**Rolled car doors and telephone poles**

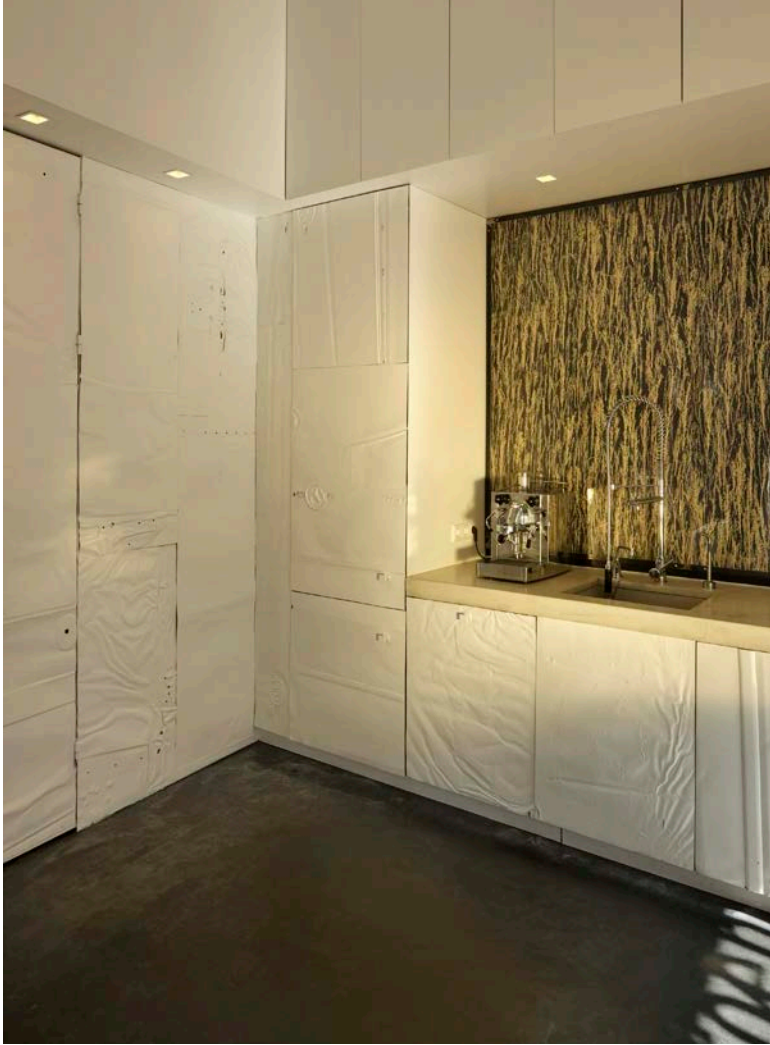
For the design of Studio Helder groen, the central question is what to do with waste. Is it possible to reuse, nearby existing, materials in an other way? Is it possible to add another (fresh) perspective on the concept of recycling? And can we strenghten the industrial character of the building?

Sometimes materials are literally plucked from the streets to ensure the interaction. The electric winches of the tables refer to the original use of the Droste silo. The choice for concrete, wood and steel come directly from the history of this place. Cupboard doors are made of flattened car doors and sturdy tables of old telephone poles.

The communicative power of the reuse of materials fits in perfectly with the message of the design team: Sustainability can be very sexy!

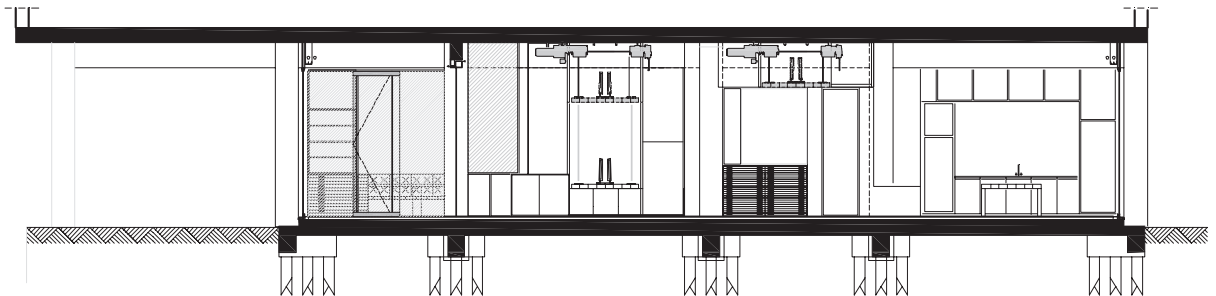


Plan



### Facility wall

Studio Heldergroen has on three sides an all-glass facade. This shows the space transparency and gives from the inside a fantastic view at the water and the center of the city of Haarlem. The studio is at one side complete closed where all support services are included that is necessary for the office such as WC, cloakroom, kitchen, closets and server room. The wall has a functional classification, but shows the integrated sculptural benches, cabinets and ceiling recesses for the lifting tables.



Section AA



### Info and Contact

More material available, please contact us at [info@zecc.nl](mailto:info@zecc.nl)  
Photography and photographic rights: Cornbread Works

[info@cornbreadworks.nl](mailto:info@cornbreadworks.nl)  
[www.cornbreadworks.nl](http://www.cornbreadworks.nl)



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