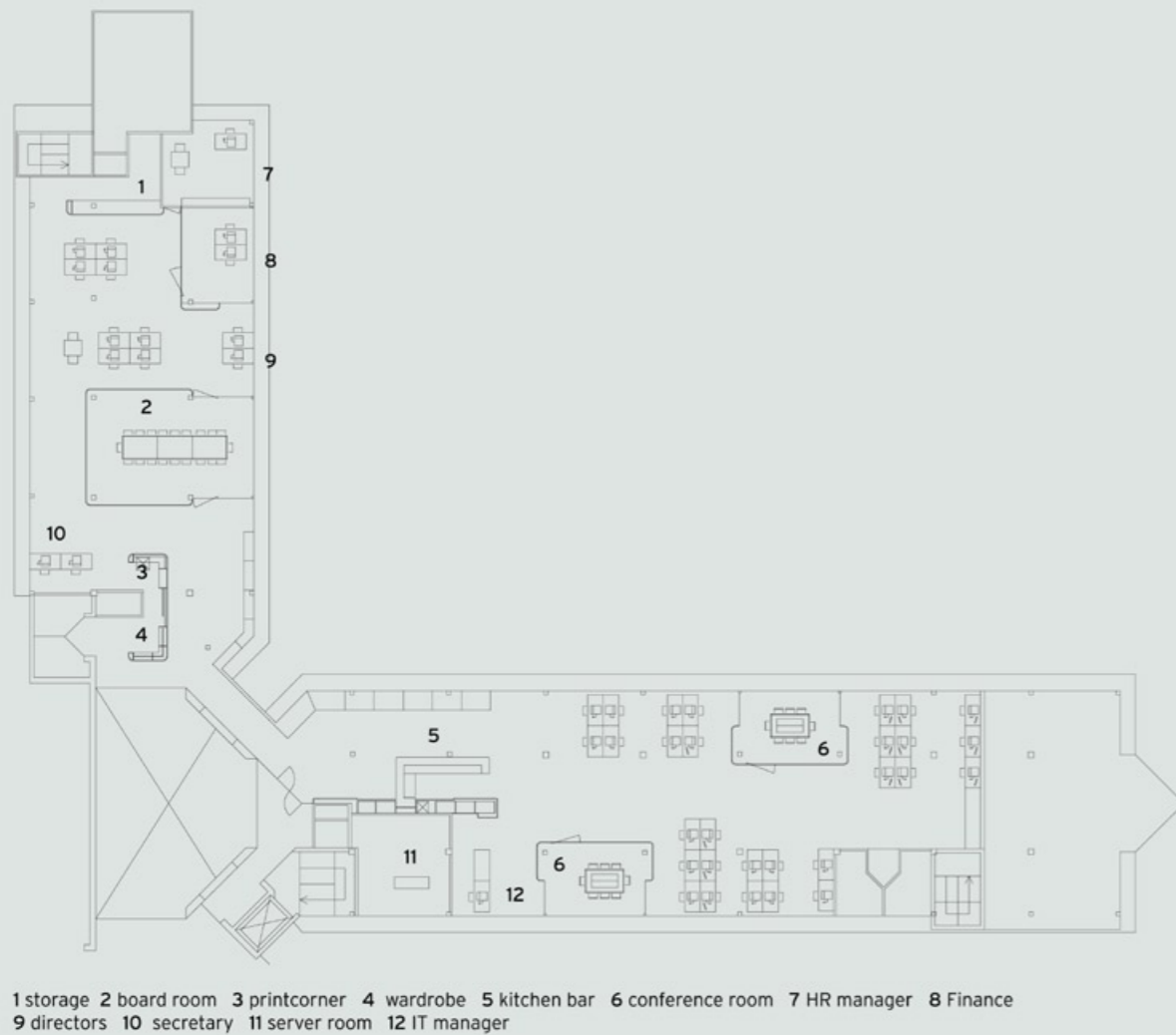


head office Blast Radius • Amsterdam





Blast Radius is an internationally operating company specialised in the design of interactive websites for – predominantly – major brands. With offices in, amongst others, New York, Toronto and London, the Amsterdam establishment is their European head office.

The newly rented space in the middle of the city centre of Amsterdam needs to accommodate the unconventional, creative and open character of the company. Therefore our first intervention was to remove from the space all elements which could be associated with a dull, bureaucratic and conventional office: suspended ceiling, carpet tiles, modular walls etc.

The layout of the space is conceived as an (urban) landscape which can be traversed (or skated) fluently, along more and less defined places and ‘squares’ that encourage informal encounters. By spreading the meeting rooms over the two wings, smaller ‘working islands’ are created for the various design teams. The walls of these meeting rooms are made of sturdy, translucent polycarbonate multiwall sheets. The play with light, the structure of the multiwall sheets, the rounded corners and the meticulous fitting of the ends in stainless steel sections, enables richly layered associations and even – from time to time – an almost mystical spatial experience.

Credits

<i>Client</i>	Blast Radius, projectleider Andrew Hayes
<i>Size</i>	700 m ²
<i>Project architect</i>	Heike Löhmann
<i>Collaborators</i>	Joep Koenders · Arthur Galdeij
<i>Consultant buildings services</i>	Ove Arup · Amsterdam
<i>Contractor</i>	RenDeco · Amsterdam
<i>Contractor building services</i>	Hogeterp & Beets · Wormerveer
<i>Contractor kitchen bar</i>	Van den Brandhof bv · De Meern
<i>Photography</i>	Heike Löhmann

