

STRATEGIC BUSINESS UNIT / HUGO BOSS



The new Swiss Hugo Boss Industries building in Coldrerio is landscaped in the greenery of Canton Ticino, where, since 2006, three-hundred people have been accommodated under one single roof enveloped in a "basket". And if it were a basket it would be a three-point shot. The first point is structural: a transparent volume made of glass, steel and concrete, composed of prefabricated elements to allow more control over building costs and times, is the inner core of a work of architecture, which (as a tribute to function) "wears" a suspended, enveloping structure made of planks of larch wood woven together like a fabric.

Between the wooden skin and glass curtain wall, a perimeter gallery doubles the circulation and extends the work space towards the outside. This gallery, as permeable as all the rest, is an open space of maximum practical flexibility, set around a large full height central lobby diffusing natural light, which connects all the levels through a seamless vertical flow of visibility. So we have light, air and material, which takes us to the second point: the features that make this work of architecture, designed in a sequence of layers, a climate and comfort control device; from the outside diaphragm acting like a filter against sunlight to the internal soundproofing and lighting/natural ventilation systems.



The third point is symbolic, the woven wooden façade is a metaphor for a clothes brand (dressing up Hugo Boss in architectural rows and columns). But it is also a sign of the entire corporate organisation: because in Coldrerio, between the headquarters in Metzingen and a number of production plants in Italy, a massive 50.000-square-metre frame weaves the yarns (or guidelines) coming from Germany and develops their form into finished projects, logistics and a worldwide distribution network.

A node on an extended web immersed in the Swiss countryside, but slightly out of context in parts designed to take us further afield, such as the bamboo marking the outside areas. These surfaces, covered with gravel, stone, planks of wood and lawns, interact with the public spaces and utilities on the ground floor for enjoying lunch breaks in the sun and informal moments of relaxation. And everything is accompanied by the very natural sound of two vertical sheets of water falling down glass walls facing each other at the entrance and bringing an echo of the landscape right inside the building.



## FACTS

- Client: Hugo Boss Industries Switzerland
- Location: Coldrerio
- Country: Switzerland
- Provided services: Architecture, Interior Design, Light Design, Landscaping
- Chronology: 2005-2006
- Building Area: 10.500 m<sup>2</sup>