

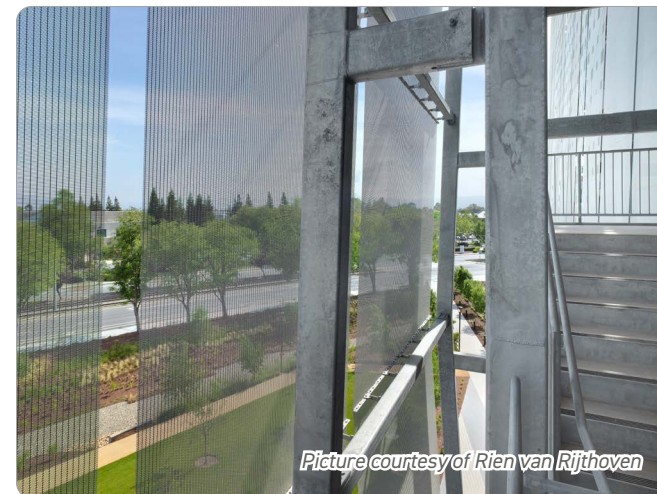
Samsung Headquarter America

San Jose, USA

The NBBJ architectural firm designed superlative headquarters for Apple's South Korean rival, Samsung's corporate campus in San José, with over more than 100,000 square meters. Alongside a ten-story main building the campus includes a star-shaped cafeteria and a ninestory parking deck. For the cladding of its 152 meter-long and roughly 27 meter-high façade, the architects chose Omega 1520 metal mesh from GKD, which GKD printed with a design specified by Samsung.

As a convincing statement of the company's self-image and values, the building was to offer innovative minds an environment that lends their work importance and with which they can identify. This also comprised the sustainable use of natural resources, which is why the new headquarters were built in line with the criteria of LEED Gold. Furthermore, Samsung aimed to almost quadruple its number of employees from 700 to 2,500 with the project, with the dimensions of the ten-story building specified to accommodate this. In light of its sheer size, the challenge for the architects was in creating the desired collaborative environment over some 25,000 square meters, in which each individual's visibility is maximized – regardless of which floor he or she is on.

Organically linked to the campus is the parking deck, which offers 1,346 parking spaces across almost 54,000 square meters. Its elongated, narrow design leaves maximum space for green areas and relaxation zones. To give the nine-story building a less dominant appearance, the open parking deck is encased by shimmering stainless steel mesh panels measuring up to 27 meters high and three meters wide. The reflection of sunlight and the structure's surroundings transforms the parking deck façade into a lively backdrop for the neighboring park area. The 70 mesh panels form a semitransparent membrane and were mounted using the tried and tested structure made of round rods and eyebolts. These ensure that the parking deck is optimally ventilated and flooded with daylight, while also functioning as a fall guard protection, providing protection from heavy rain and minimizing the draftiness often typical of parking decks. Internal lighting at night gives the Omega 1520 stainless steel mesh a transparent appearance, thereby giving users an additional feeling of safety. An artistic print reminiscent of electric circuits on circuit boards gives the shimmering texture its image-forming quality, impressively merging the corporate identity with the natural surroundings.



Environment:	urban
Use:	mesh façade
Material:	316 - Omega 1520
Manufacturer:	GKD
Architects:	NBBJ architectural firm
Photographs:	Rien van Rijthoven
More information:	gkd.de or impetus-pr.de



Picture courtesy of Rien van Rijnhoven