



Transparency in advertising. Serviceplan Agenturgruppe, Berlin (GER)

[Architecture | Project]

The Munich company Serviceplan Agenturgruppe is one of Germany's leading advertising agencies. Now its Berlin branch has extensively renovated its premises on Oranienburger Straße. In the attractive and newly designed penthouse suite, the executive board requested that flexible and transparent room partitioning systems be employed in order to enable this area to be as widely and flexibly used as possible. The transparency of the partitions was a key requirement, allowing daylight to flood into the rooms. However, a high level of sound insulation was likewise needed because the agency also rents out its premises to external partners. Architect Jörn Rohberg opted for the MOVEO Glass partition system from DORMA Hüppe as a solution eminently capable of meeting these apparently contradictory demands. Indeed, with MOVEO Glass partitions, it was possible to virtually double

the useful area available in this "house of communication". Consequently, the character of an entire storey can be adapted to the prevailing requirements of the users of the moment: open and transparent for day-to-day work or sound-reducing and visually impenetrable for confidential customer discussions. For if there is a need to protect the occupants from the gaze of others as they talk in hushed tones, the motorised blinds located between the glass panes can be simply lowered at the push of a button. Within the shortest of time, the MOVEO Glass partitions can be moved into place in order to create up to three meeting rooms in the Berlin agency's penthouse. Yet if there is a need to utilise the floor in all its expansiveness and beauty, these movable glass walls can be simply and quickly parked out of the way in space-saving stacking tracks for an efficient and visually attractive solution.

Project
Serviceplan Agenturgruppe,
Berlin, Germany

Architects
Jörn Rohberg,
Berlin, Germany

Client
Serviceplan Agenturgruppe,
Berlin, Germany

Photos
Jörg F. Müller,
Berlin, Germany

DORMA products
MOVEO Glass
partition system

[Details]

Project | interior



Transparent rooms with a high sound reduction index of up to RW50 decibels (laboratory value measured in accordance with EN 20140) can be created or removed quickly and with a minimum of effort.



Motorised blinds can be lowered at the push of a button to protect proceedings from prying eyes.



The flexibility of MOVEO Glass partition systems enables the spaces created to be variously utilised in accordance with prevailing requirements – today an individually designed office, tomorrow a larger-area meeting room.



Serviceplan Agenturgruppe, Berlin (GER)

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