



The revolution of workplaces

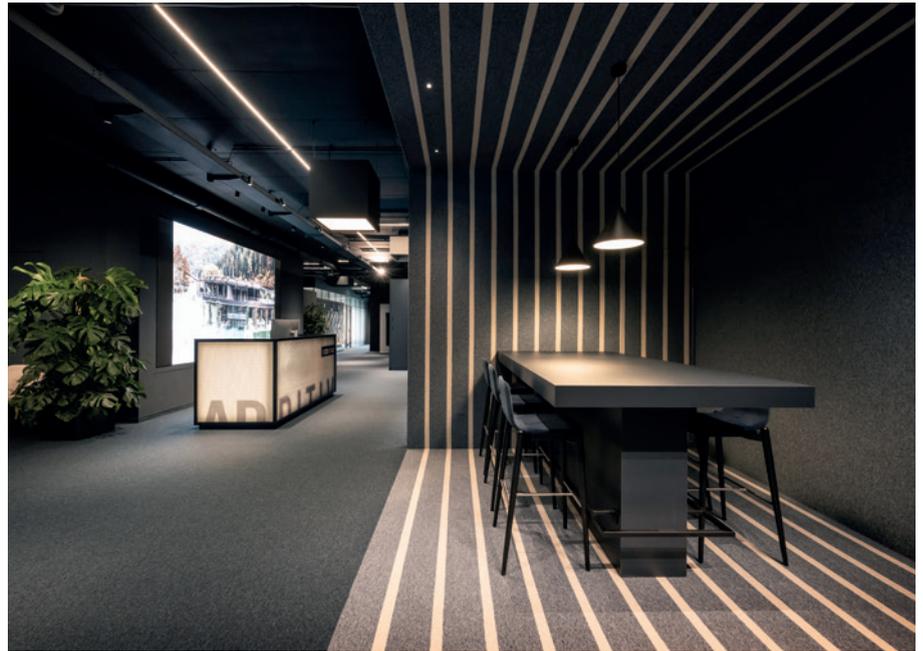
The new **Additive** offices in South Tyrol reflect and narrate the transformation of spaces dedicated to work. Studio NOA interprets this, starting from two keywords: flexibility and fluidity

A raw space of approximately 850 square meters located on the third floor of a building in the Bolzano exhibition district: this is the location that the partners of Additive, a digital marketing company for the hospitality sector, presented to Studio NOA with the request to make it their new headquarters. The designers immediately understood that a “galaxy of opportunities,” as they called it, would emerge from that empty box to narrate a new way of experiencing work. Today, the result of this challenge is expressed through a wide and heterogeneous

Client: Additive
 Interior design: NOA
 Custom furnishings: Tischlerei Unterthiner
 Furnishings: Caimi, Kastel, Maro, Mobitec, Muuto, Pedrali, Top Line
 Lighting: Astro Lighting, Lodes, Luce Plan, Luxcambra, Nordlux, Visus Luce
 Tiling: Marazzi, Ragno
 Carpets and fabrics: Delius, Höpke, Montecolino
 Phone booths: mute labs
 Bathrooms: Cielo, Gessi
 Mirrors: House Doctor, Tine K Home
 ••••••••

Author: Francesca Oddo
 Photo credits: Alex Filz

range of boxes, niches, private areas, and public areas that invite one to choose the most suitable corner for their needs to work. “Each collaborator can explore the various boxes at will, choosing workstations and environments that meet their needs, with the possibility of changing them during the day. The goal is to promote movement and interpersonal relationships,” explains Niccolò Panzani of NOA. All these elements gravitate around a common space that interprets the fluidity of a dynamic landscape, populated by meeting points, relaxation corners, dining areas, phone booths, a coffee area, and tiered seating for moments of socializing. There is also an indoor garden that houses a kitchen, tables, and deck chairs, creating a convivial space. The distribution of the different areas follows a free and open pattern, flexible and without hierarchies. The fluidity of the spaces interprets a new way of thinking about the context of those who work: static and isolated spaces could



limit creativity, while dynamic environments and the exchange of ideas contribute to excitement and liveliness. The color palette and materials used recall the company's identity. Blue, in its various gradations, and beige are the distinctive colors of the brand, while, always in the same shades, the ceramic coverings of walls, boxes, and the coffee station alternate formats of different sizes in a pattern that alludes to the flows of the code strings of the software designed by the company. "We wanted to enhance each space with distinctive materials, maintaining an aesthetic consistent with the digital world," continues Panzani, "solid, tech, rational. Therefore, the use of ceramic tiles laid as if the tiles were digital bits, mirrors, perforated sheet metal, and structured glass was encouraged." The arrangement of the lockers is fun and original: no longer schematic and serial, but moved as in a game of interlocking pieces, thanks to the doors of different sizes and opening directions.

