

## **New BODNER Group headquarters in Kufstein**

### **Architectural interpretation of construction activity and corporate identity**

With its new headquarters in Kufstein, the BODNER Group is not only realising a functional office building, but also an architectural statement that elevates the construction process itself to a design principle. The project by the architectural consortium Zechner & Zechner - Grabher was the result of an invited competition and forms the prelude to a multi-stage campus concept.

### **Urban design: open, differentiated composition**

The urban design is based on an open, campus-like layout consisting of three staggered buildings. Staggered heights, targeted views and a central courtyard create an ensemble that combines a high quality of stay with a clear spatial identity.

### **Architectural concept: shell aesthetics as a design principle**

The central design motif is a refined shell aesthetic that transforms the materiality and language of the building site. Exposed concrete, roughly cut ceiling edges, visible formwork imprints and blue-painted containers cite typical elements of construction site logistics. These are deliberately contrasted by precise detailing, for example in the glazing and interior fittings.

The atrium with its sculptural open staircase functions as a vertical communication zone. Integrated container boxes serve as retreats and meeting rooms and emphasise the narrative of the construction site as a space for dialogue.

### **Office typology: structured openness**

The working environments are characterised by a mixture of openness and functional differentiation. Spacious team areas, retreat zones, meeting rooms and flexible meeting islands promote interaction and focussed work in equal measure. The spatial concept - developed with M.O.O.CON - follows a use-based typology with modular demarcation elements such as expanded metal panels, glass partitions and planting.

### **Open space design: Landscape counter-world**

In the midst of a functional commercial environment, the campus functions as a green island. Slopes, extensive greenery, a raised garden level above the car park deck and vertical planting create a landscaped open space concept. Distant references to the Tyrolean Alpine landscape are taken up as a compositional element without lapsing into the picturesque.

### **Energy concept: local resources, self-sufficient systems**

The energy is primarily supplied by a combination of photovoltaics and groundwater heat pumps. The proportion of self-consumed energy is around 60 %. Conservation of resources is also reflected in short delivery routes: Concrete aggregates come from the region, prefabricated parts from the company's own factory. Even light fittings were manufactured at the building yard.

The new headquarters of the BODNER Group translates the self-image of a construction company into a holistic architectural concept. The result is an ensemble that combines working environment, building culture and sustainability - raw, precise, identity-forming.