



Project of the month of February:

Market Research Agency SKIM, Rotterdam - Workspace 2.0 opens up horizons

“Answers you can act on“. The Market Research Agency **SKIM** offers its customers goal-oriented research results for brand management, positioning, portfolio management and pricing. SKIM is convinced that for doing a good job, the employees working in the agency need open spaces and an informal atmosphere inspiring for multi-directional thinking. It was the task of the architectural office Roos and Ros to stage this “Workspace 2.0“ in the headquarters in Rotterdam’s Groothandelsgebouw.

The result is termed “SKIMtopia“ at SKIM – and it is surely closer to utopia than many conventional office suites. An important and central area is the cafeteria which stands out specifically from the office area within the agency:

Here, important design elements are wall-sized pictures that stand for expanse and openness without giving the spectator the feeling of lostness. This is complemented by special furniture and the rubber floor covering norament[®] 926 serra with a three-dimensional relief surface. The architects chose a special technical feature: Three different tile formats were laid in a seemingly random pattern. “This underlines the informal character of the area“, explains Simon Hanemaaijer, architect at Roos and Ros together with Hans Roest. “One of the crucial factors for the choice was the surface structure of the norament[®] serra floor coverings“.

The building itself is also remarkable and today even a Dutch “Rijksmonument“: As early as in 1945, Rotterdam merchants had got together for reconstructing their business houses and put up the huge building with 200x85 metres of floor space with the architect Huig A. Maaskant by 1953.

SKIM is an international market research agency, located in Rotterdam, Geneva, London and New York. SKIM has been a sparring partner for multinational companies for over 30 years in the field of new product development, positioning and pricing. SKIM approached Roos en Ros Architects to develop a modern and inspiring office design, successfully turning the headquarter office in Rotterdam's Groot Handelsgebouw into a flexible, comfortable and open office. The spacious social area 'SKIMtopia' - with room for catering, games, informal meetings and brainstorm - is a definite eye-catcher in the resulting concept.

Information at one glance:

Architect: Architectenburo Roos en Ros (www.roosros.nl)

Product: norament® 926 serra

Installation: 127,5 m²

Installation: 10/2010 Ouwendijk Projectinrichting B.V.

Principal: SKIM (www.skimgroup.com)



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