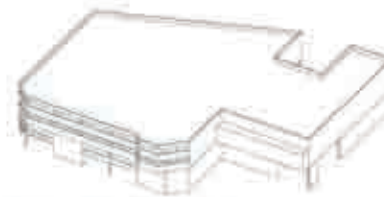




EXISTANT



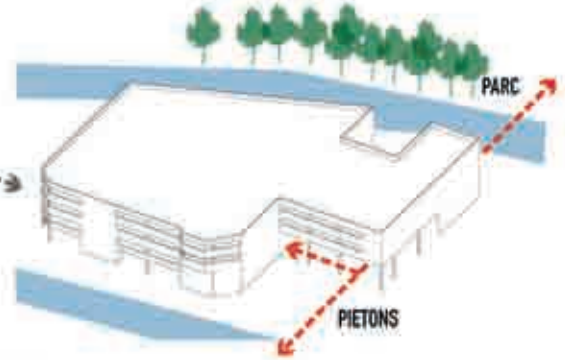
ENVELOPPE



MOTIF / SCAN



ACCES



PAVILLONS PAYSAGER





Teletech Callcenter and Incubator

Teletech 呼叫中心和研发中心

Architect: MVRDV

Client: Teletech International, France

Location: Dijon, France

Year: 2010-2012

建筑设计: MVRDV

客户: Teletech国际, 法国

地点: 法国第戎

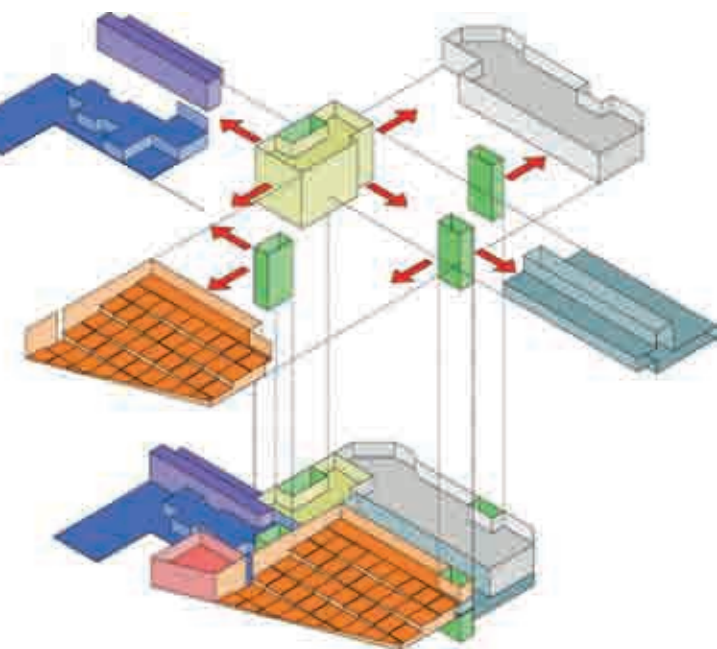
年份: 2010-2012

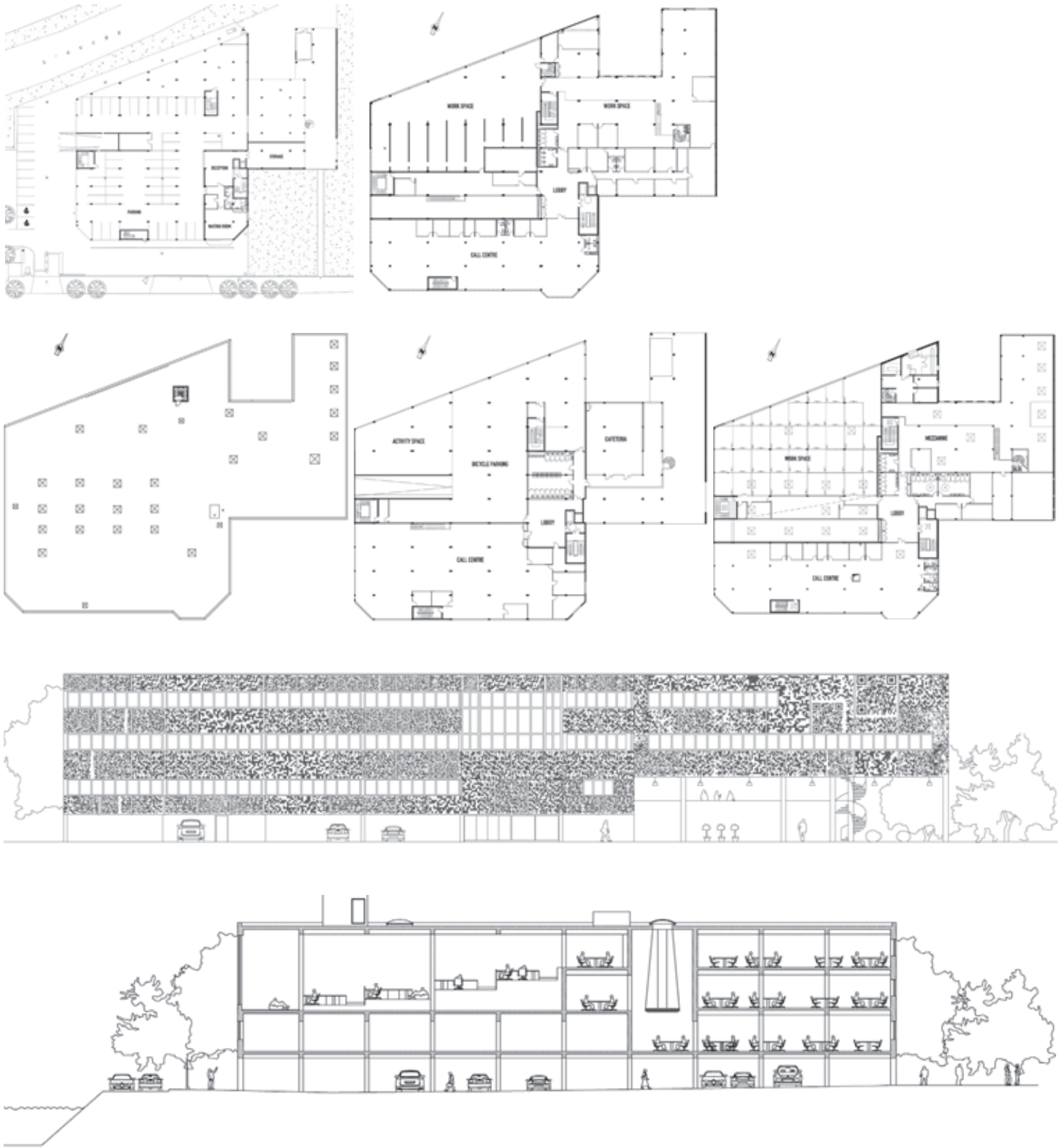
欧洲遍是空置的建筑，这些建筑期待获得新生。为保护建筑物中具有历史意义或建筑美感的重要部分，通常采用改造的措施。此案例中的建筑前身是联合利华公司位于阿莫拉 - 第戎的芥末实验室，建筑在2004年竣工并于2009年关闭。该建筑功能完整，内部系统运行良好，但其体积过大，不适合用作传统的工作空间。由于建筑改造预算很低，故不能更换外墙或是对整体结构做较大调整，并在建筑翻新过程中必须尽量选择可持续的材料或构件。如何把握好对建筑的改造和重新利用之间的微妙关系，是项目方案的出发点。在当前欧洲金融危机的大环境下，MVRDV希望这次建筑改造能够成为一个示范性的现代欧式建筑，振奋行业人心。

Teletech呼叫中心的工作时间是上午、下午和傍晚，这些时候的建筑物里布满工作人员。改造策略的核心就是要使建筑布局适应这种工作节奏和使用频率。建筑内部设置成一个内部工作空间；600名年轻的呼叫中心话务员都有灵活的工作空间，比如他们可以在工作空间内的任何地点进行话务工作。工作空间提供不同类型的空间，如安静的空间、公开场所或个人隐秘场所。年轻人经常喜欢坐在沙发上或床上，用笔记本电脑进行工作，这给了设计师灵感；室内空间的设计需要适应话务员喜欢的工作方式，工作空间将装修成温馨休闲的家庭模样，以提供一个有趣的、有创造性的工作环境。

在工作繁忙时间以外的休息时间，呼叫中心话务员能够充分利用位于建筑物内的教育中心、健身中心、画廊和项目研发中心。设计师用大开窗、夹层楼面、多天窗和大中庭来创造社区的感觉，让日光穿透40m x 70m的空间。由于这些改造措施几乎用尽了预算，所以其他部分的改造必须尽可能经济。例如，虽然外立面不能改换，但可以转换成反映公司繁忙业务的简单的象形二维码样式，这个二维码样式的外观是沟通能力和信号转换的象征。由于建筑物地下的地质条件不好，地下一层被改造成了停车场。在许多情况下，现有的预算只允许修改或覆盖现有的建筑元素。最终得到的改造成果是一个令人兴奋的工作空间，建筑样式从根本上颠覆了人们对于通常的呼叫中心的印象，一改常见的大量繁琐房间堆砌的呼叫中心样式。

Teletech是为世界各地的呼叫中心提供服务的法国运营商。在法国第戎，Teletech国际公司尝试把呼叫中心、教育中心、休闲空间和项目研发中心结合在一起，给法国的劳动者创造工作机会，颠覆行业惯常的外包给发展中国家的策略。公司致力于重新建立工作格局，对现有工作流程进行改革，以提高顾客对品牌的关注度和认可度。Teletech国际公司一贯秉承创新的经营思想，即一个适宜的工作环境可以在消费者和公司之间创造更高层次的互动；公司愿意吸引、指导和长期聘请有能力的员工，来提供专业化和复杂化的服务。新改造的二维码中心建筑物和公司相关的一些社会项目社会方案都是这项创新战略的重要组成部分。





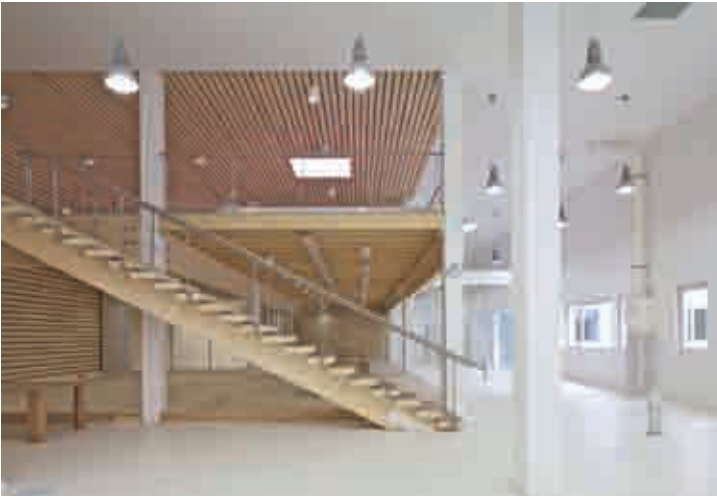
All over Europe buildings are vacant and waiting for a new future. Transformations are usually all about the preservation of historically or architecturally significant parts of a building. In this case the building was completed in 2004 and the preservation act directed towards reuse. The building is a former Unilever Amora Dijon mustard laboratory completed in 2004 and closed only five years later in 2009. The building was in a good state but due to its wide volume not suitable for traditional work spaces. The construction budget was too low to exchange the façade or make serious alterations to the structure. The budget makes literal reuse necessary and leads to less replacements and a better sustainable profile of the transformation act. A fine balance between intervention and intelligent re-use of the existing is the essence of the project.

MVRDV sees this transformation as an exemplary project for contemporary European architecture in times of the current crisis. How to reuse a building which is structurally in good shape but not suitable for a traditional transformation and use? The more reuse of the existing is possible the more budget is liberated for interventions. The unusual building evokes an unusual use and in the end will adjust perfectly to the Teletech work rhythm.

The Teletech call centre has rush hours in the morning, afternoon and early evening, only at these moments the building will be fully occupied by its workforce. For these short periods also unusual work places can be used which would not be suitable for eight hour shifts. The transformation strategy is adapted to this irregular use of the building. The inside is turned into a work landscape and the 600 young call centre operators will have flexible spaces: they can log in anywhere they want inside this work landscape. Different qualities such as silent, open or secluded places are offered. The way young people often work, with a laptop on the sofa or bed, was an inspiration for the interior design: the space needs to appeal to the operators to work the way they like, the space will be informally furnished with homely objects to provide a fun and creative working environment.

Outside the rush hours the call centre operators will have free time in which they can make use of the education centre, fitness centre, a gallery and projects incubator, also located inside the building. A big window, entresol spaces, skylights and a large atrium are used to create a community feeling and allow for daylight penetrating the 40 x 70 metres volume. As these interventions use up a large part of the budget other parts had to be designed as economically as possible. The façade for example could not be exchanged but is transformed with a simple print of a QR flashcode translated into the activities of the company; the façade acts as communicator and signals the transformation. The ground floor contains parking and cannot be inhabited as the building is located on a flood plain. In many cases the budget only allowed to remove or paint the existing elements. The result however is an exciting work space and radically contradicts the usual call centre which is often a series of tedious cubicles.





Teletch is a French service provider with call centres all over the world. In Dijon, Teletch International will experiment with this combination of call centre, education centre, leisure space and incubator to create and maintain jobs in France which are generally outsourced to developing countries. Despite the worldwide trend in this sector to reduce costs and constantly increase Taylorism, the company invests massively in its social policy along with this construction project. The ambition is directed towards reinventing and revolutionising existing procedures to improve customer brand relationships through a better qualified call centre agent. Teletch International believes that a qualitative work space is a part of the solution in creating a higher level of interaction with the consumers. The company will attract, teach and keep high level profile employees on site which can offer specialised and sophisticated services. The new building and the social program are an essential part of this innovative strategy **AT**