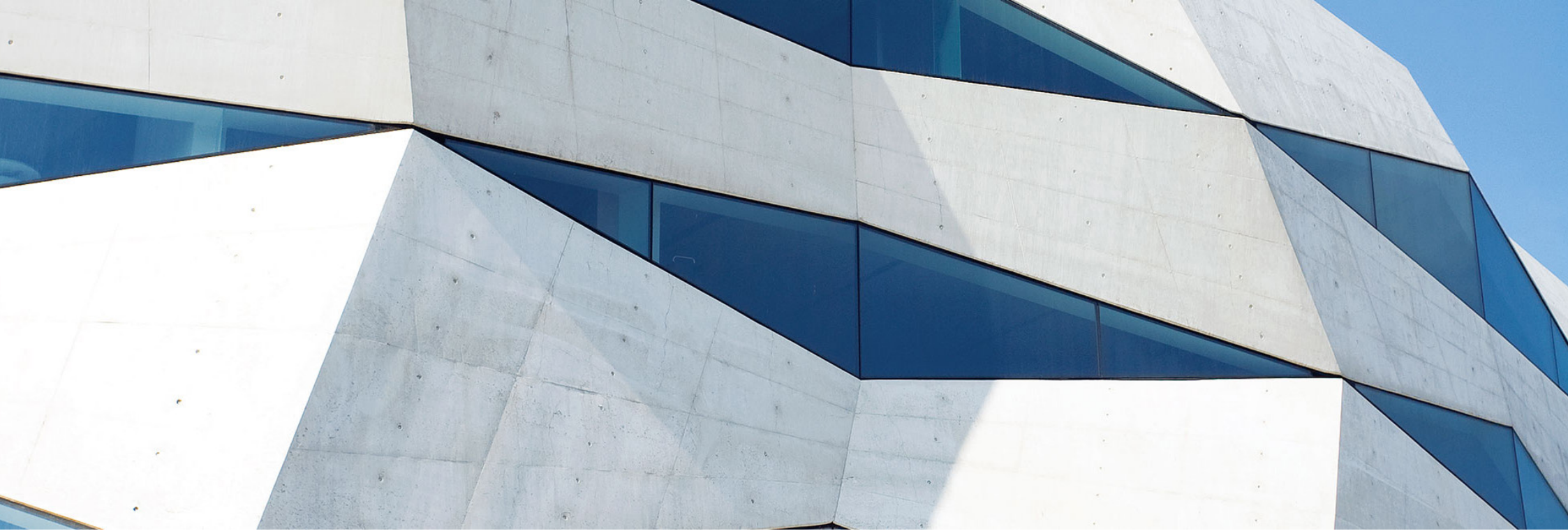




VODAFONE HEADQUARTERS BUILDING

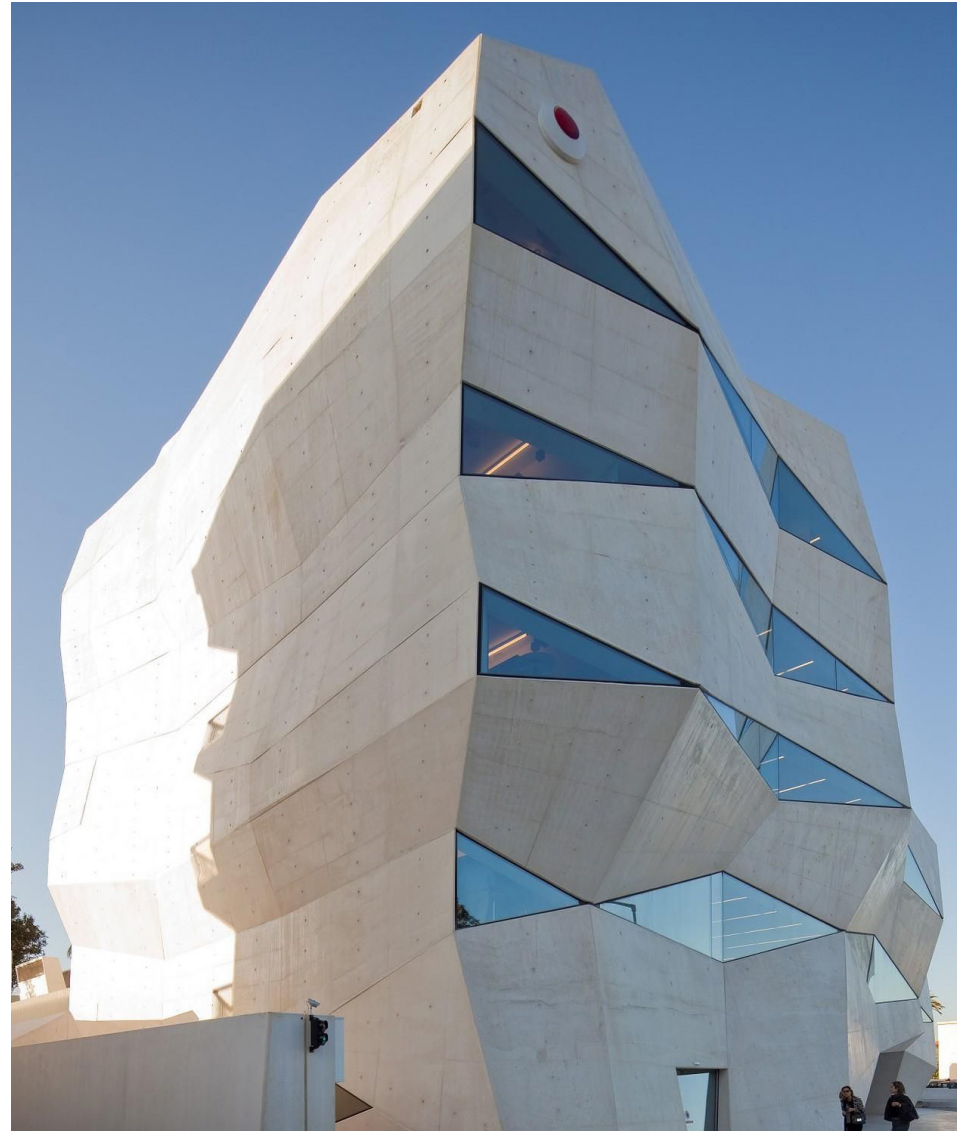
Barbosa & Guimarães

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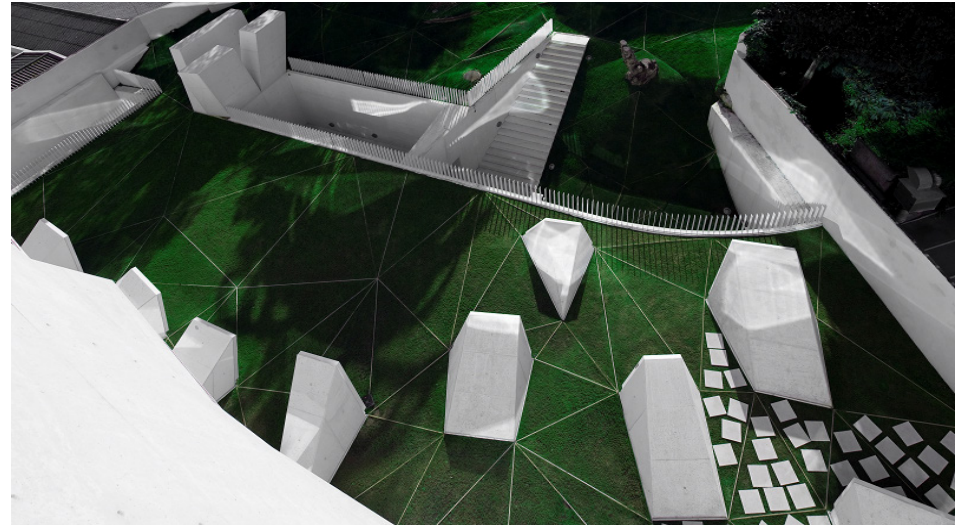
VODAFONE HEADQUARTERS BUILDING

In July 2006, when we were invited to the new building competition, through the media, radio, television and newspapers we could notice the following slogan: “VODAFONE LIFE, LIFE IN MOTION.” This sentence reflects the attitude and philosophy of Vodafone.

We believe that the new building should be faithful to this idea, adopting a dynamic image, conveying the sense of movement, challenging the static. Seeking inspiration from painting, sculpture, photography, arts which had already faced this dilemma, the office building, designed usually linear, begins to become an irregular body, out of balance, with many faces in motion.



The formalization of this concept is based on the concrete, which through its plasticity, allows to create irregular and free-form shapes, working both as a structural solution and exterior appearance, creating a unique shape, a monolithic building, bringing cohesion and unity to the set. The technical complexity of the building leads to a periphery structural solution, a shell of concrete, like an egg, reducing internal support to the two stairwells and three central pillars, allowing great versatility in its interior space use.



Functionally, the building has eight floors working three as underground. On the ground floor, in addition to the auditorium, we have a store facing the Boavista Avenue, the cafeteria and office access. In the four upper floors appears the offices working as open-space with an accessible terrace. In the underground, the floors -3 and -2, are working as car parking facilities and the -1 floor is occupied by technical areas and training rooms.





Winner of the ArchDaily.com “Building of the Year 2010” award, Vodafone’s head office in the Portuguese city of Porto reflects modern trends in architecture.

The architects have realised their objective by creating an exceptional and successful combination of form and function.

All of Vodafone’s various service operations are accommodated in the 3,550 m² building. The Vodafone head office has become an architectural landmark for Porto. The modern electrical installation uses the classic LS 990 switch from JUNG. The clean lines of the white switch range blend harmoniously with the aesthetics of this prize-winning building.



Credits:

Text description provided by the architects
“Barbosa & Guimarães”

Photographs:

Fig. 1
Fig. 2
Fig. 3
Fig. 4
Fig. 5
Fig. 6
Fig. 7 by Fernando Guerra

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