



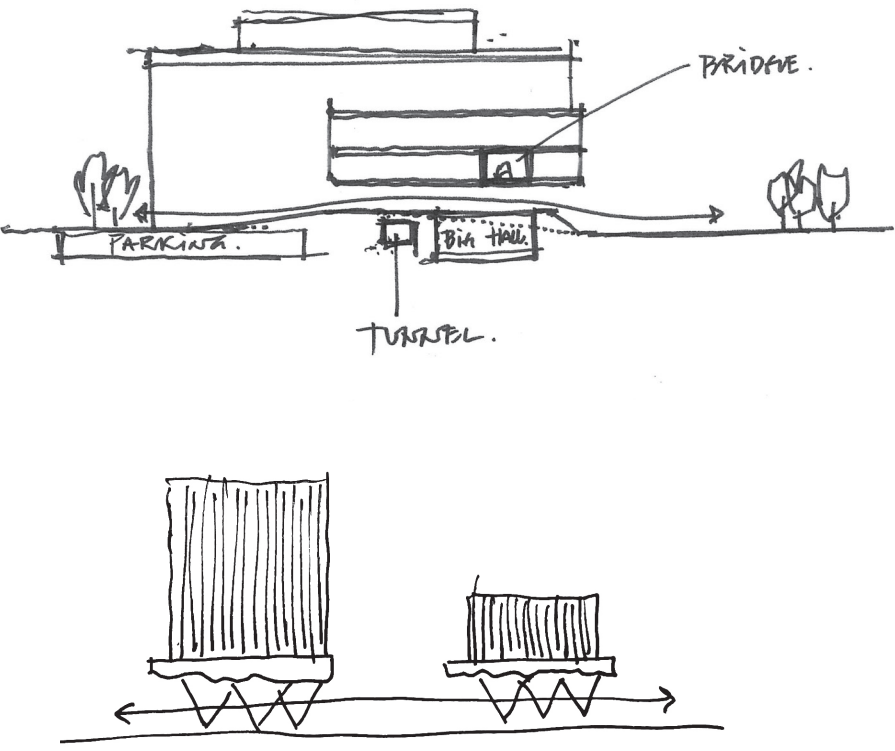
BORGARHÖFÐI PLAZA

Borgarhöfði Plaza is the new center of the neighborhood. A lush and green square, with local vegetation, marks the new buildings: a multi-tenant office building and an inviting assembly hall. The two buildings are functionally connected by a ground floor of public program, focused on informal working, meeting, eating and drinking. Around the plaza, several eateries share the view over the new square. This square can host a wide variety of events, from big to small, but all within the sheltered surroundings of small hills and vegetation that adds to the microclimate. In the office building, along the main north south street, there are high quality food stores like specialty supermarket and a food market.

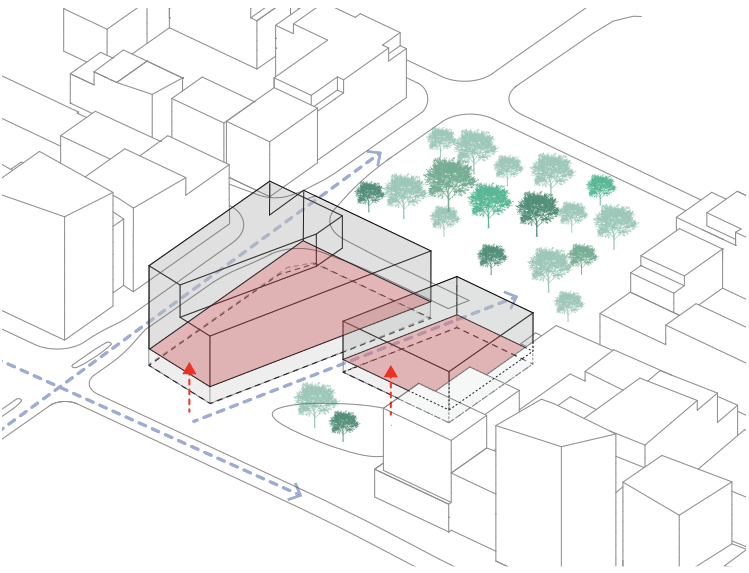
The plaza slopes both up and down going north. Through this sloping landscape, it allows for several dynamic and double high spaces on the north facades of both buildings, which interact with the new park north of our Plot 9A.



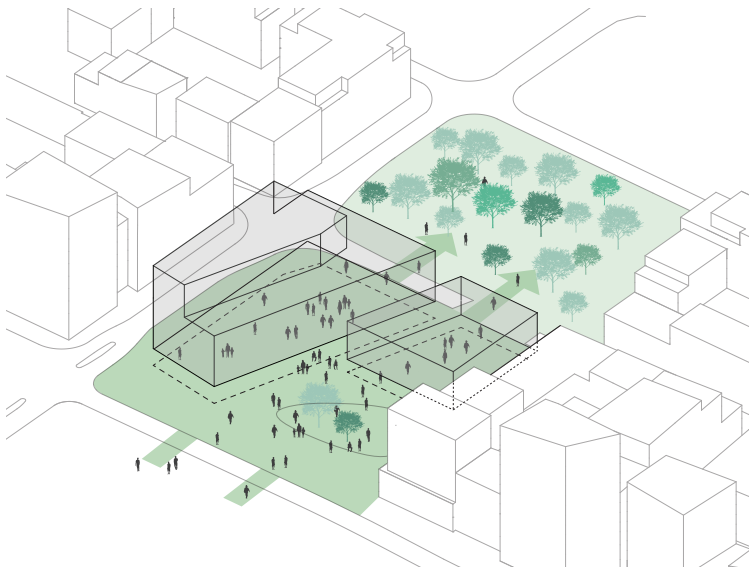
AERIAL VIEW OF THE SQUARE



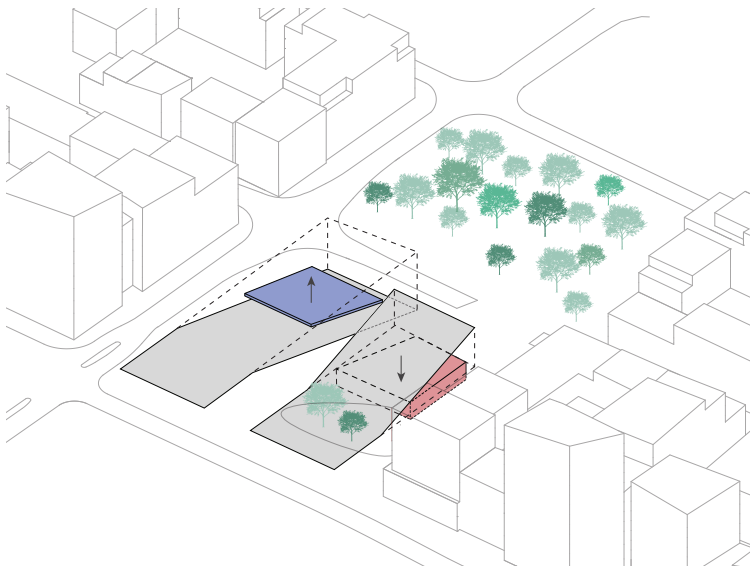
CONCEPT SKETCHES



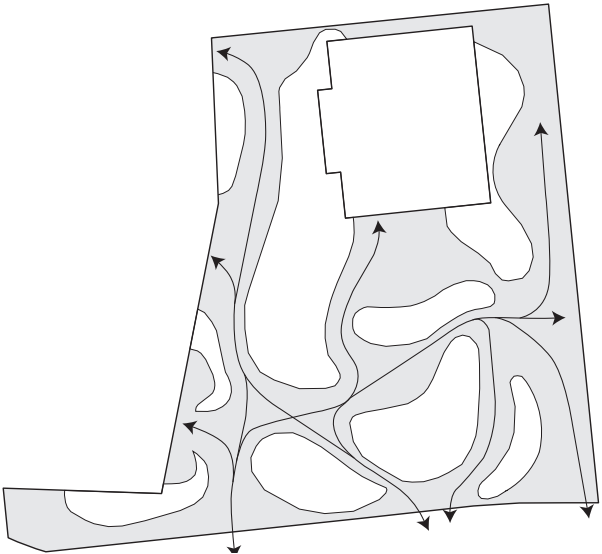
RAISED PRIVATE FUNCTIONS



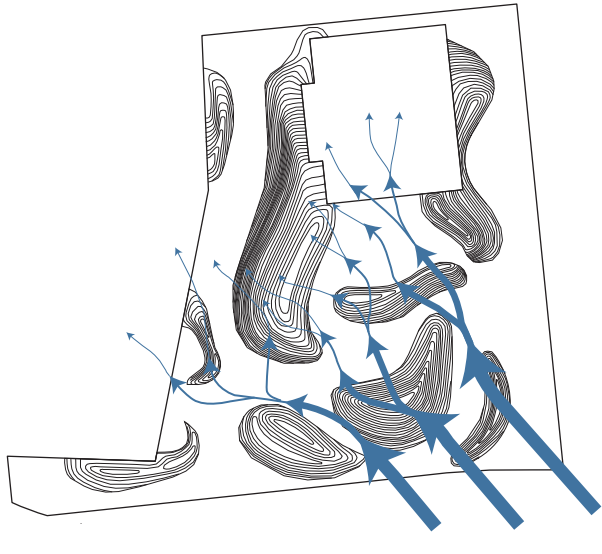
FOR A SEAMLESS PUBLIC LANDSCAPE



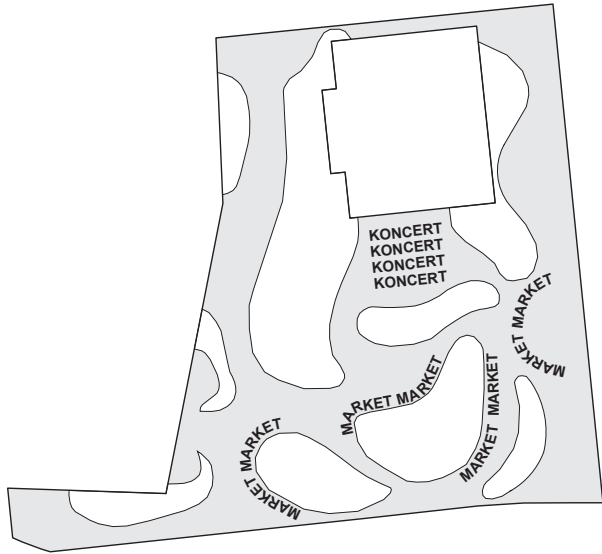
MANIPULATED LANDSCAPE



FLOW & CONNECTIVITY

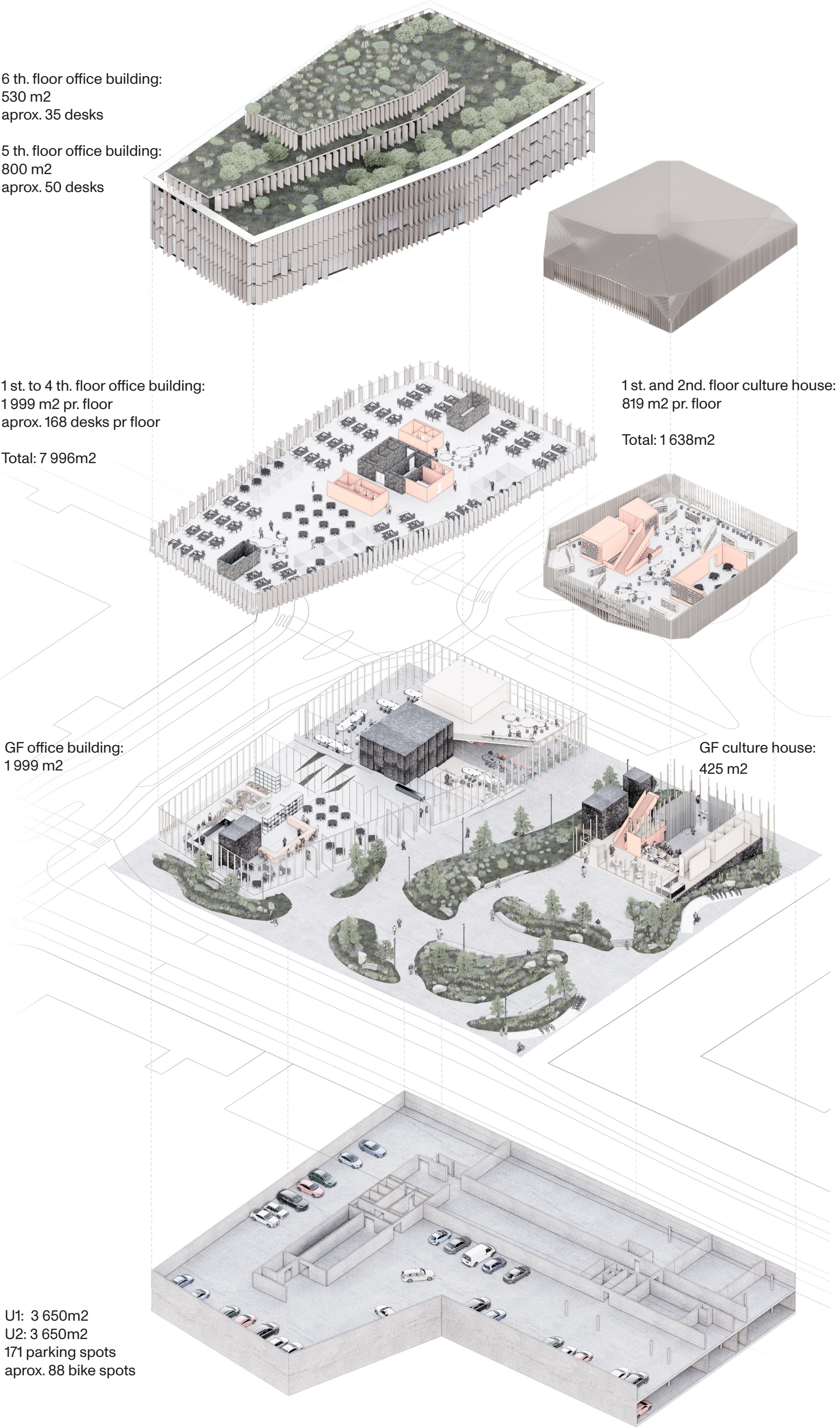


MICRO-CLIMATE



POP-UP PROGRAMMES

MAIN DESIGN PRINCIPLES



VISION OF THE NEW SQUARE



HÖFÐAHÚS

The Höfðahús is a new icon: open, multi-functional and flexible. By using natural materials, a compact volume and a smart central gesture, it is a building that is multipurpose and ready for the future of Borgarhófi.

The iconic shape gives the assembly hall a strong position in the landscape, while its restrained and minimalist architecture allows it to enter into a respectful dialogue with the neighboring office building.

The Höfðahús is the active living room of Borgarhófi Plaza and beyond. The place where residents, employees and visitors come together. The base is formed by an attractive, informal and accessible ground floor where you can step out of your daily routine for a while. The restaurant is low threshold and offers a fresh menu for the morning, afternoon and evening. It flows over into an informal amphitheater that allows for gatherings, concerts, and lectures. Beyond that, a direct connection with the street and the park. On the south, it has a landscaped terrace in the sun and invites you inside to meet and work, have a drink at the bar or enjoy a long dinner.

On the upper floors of the building, you will find the new local library, with generous open floors, view to the outside and several multi-functional space for workshops and courses.

However, the Höfðahús offers more than just meeting, learning and dining. The building will become an inspiring 'destination' that enhances the power of Borgarhófi Plaza as a calling card for Artúnhófi.

The new Höfðahús truly is the heart of the neighborhood.



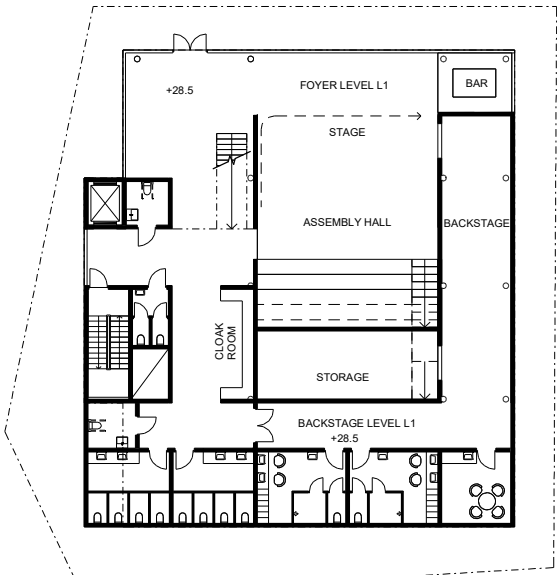
ASSEMBLY HALL



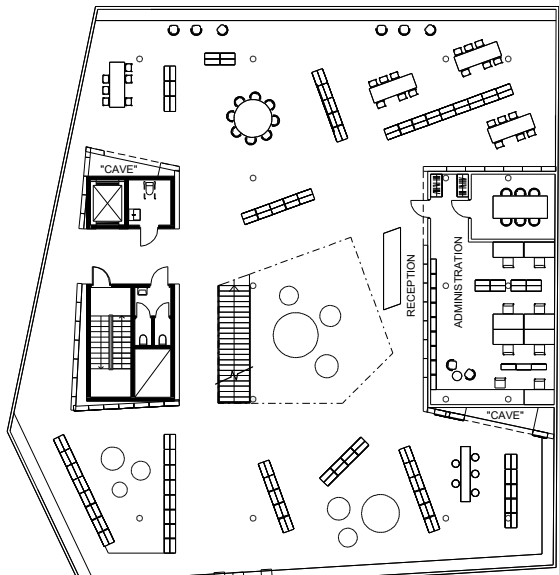
INSIDE THE CULTURE HOUSE'S LIBRARY



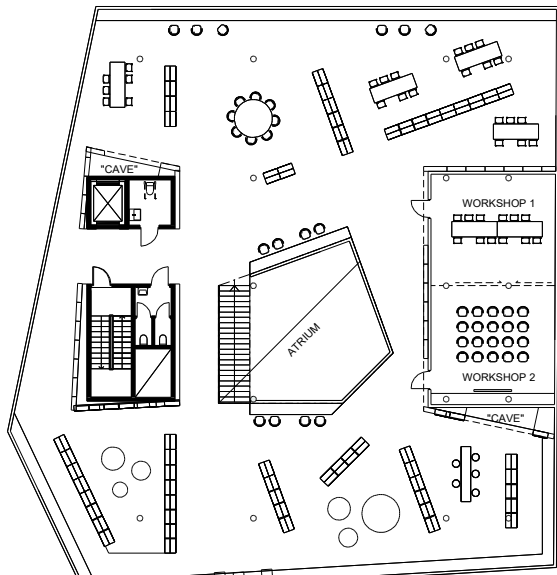
FLOOR 1



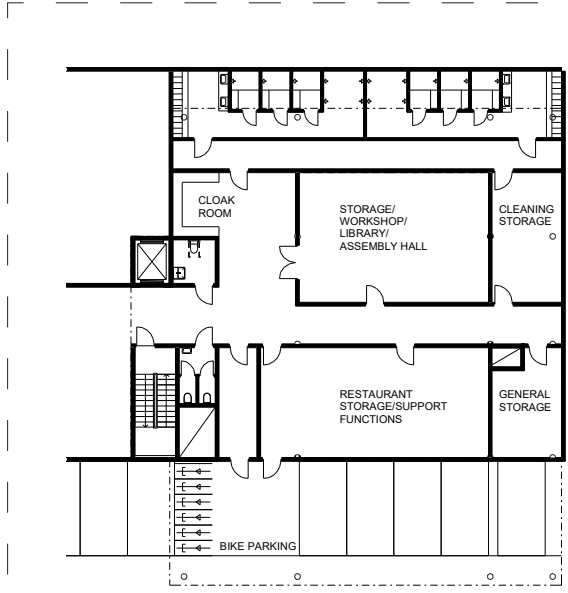
FLOOR L1 +28.5



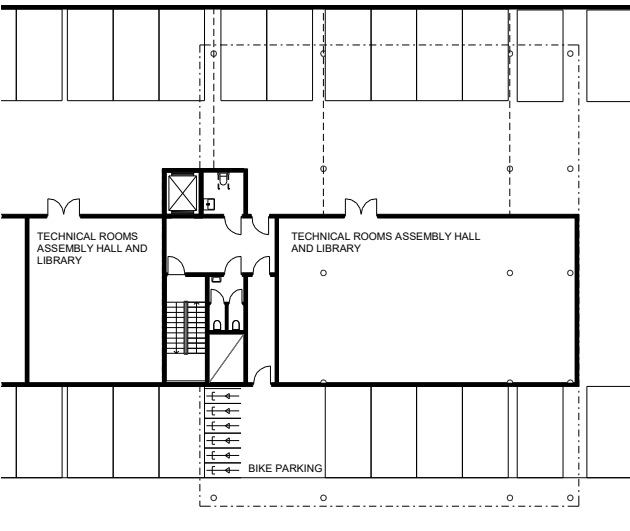
FLOOR 2



FLOOR 3

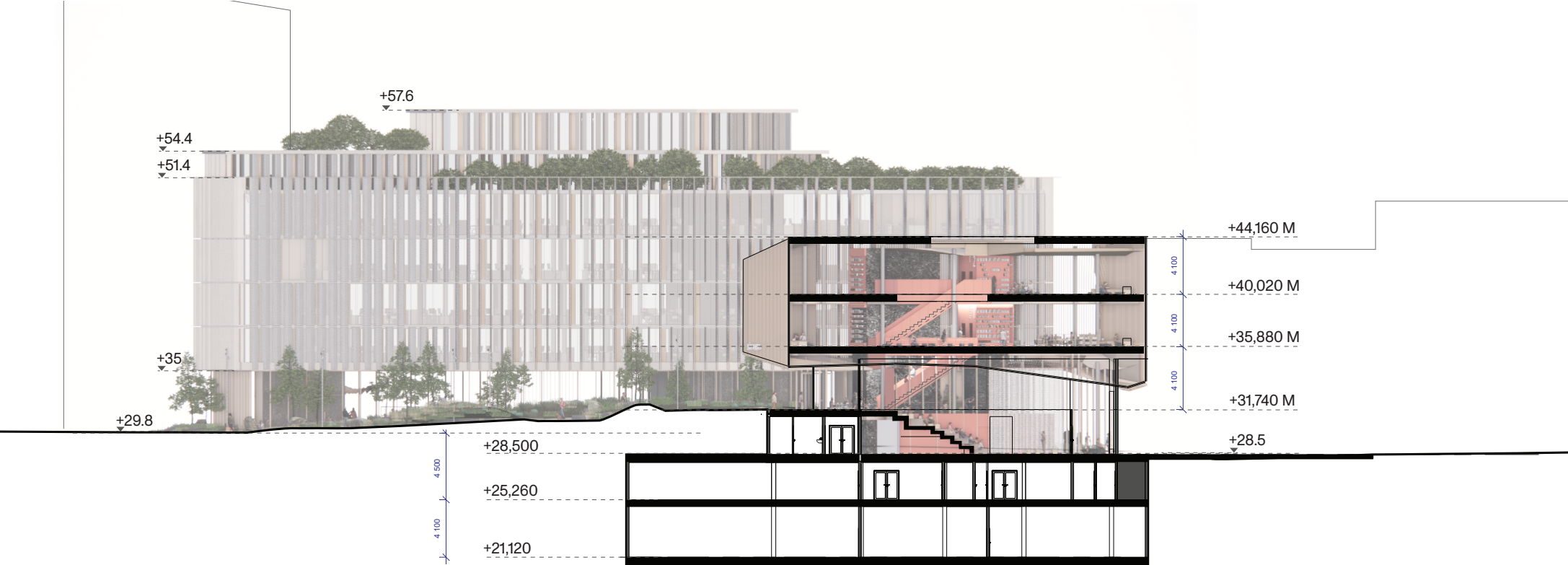


U1



U2

SCALE 1:400



OFFICE & ASSEMBLY HALL SECTION



OFFICE WEST ELEVATION

SCALE 1:400



APPROACHING THE ASSEMBLY HALL FROM THE SQUARE



FLEXIBILITY STRATEGY

How can we solve this factor of flexibility, in a design that is still iconic and inviting, the central heart of the new city? In the current setup, many things can happen. But perhaps the future of the design process brings a scenario where the theater becomes more important and prominent. Or the active living room means the restaurant needs to have more seats. And what if that happens after the building is made? Can we prepare for such drastic changes?

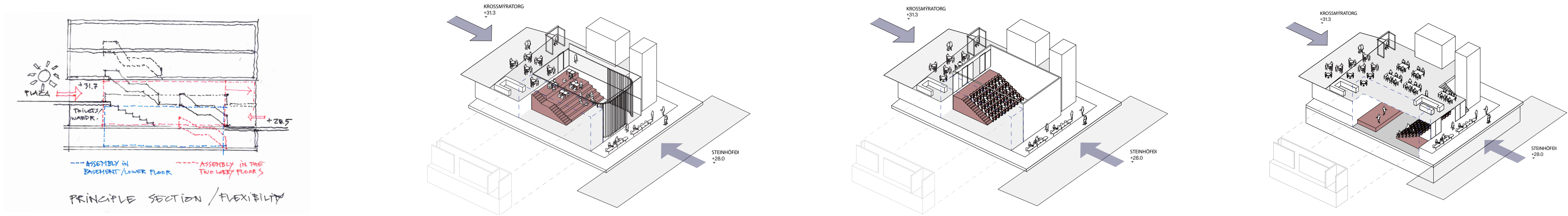
During the design process, we imagined many scenarios. Within the iconic design of the Höfðahús, we included a way to be flexible. Flexible in many ways, and both during the design process and also in future changes of needs. The basis of the building is formed by cores and a "floating volume". On the lower floors, in between the cores, we can make an informal restaurant with an amphi for events, or we can make a full fledge professional theater, or we can make a powerful large restaurant, with a theater underneath. The upper floors have large spans. We can make a library, or a conference center, or offices, or many other things.



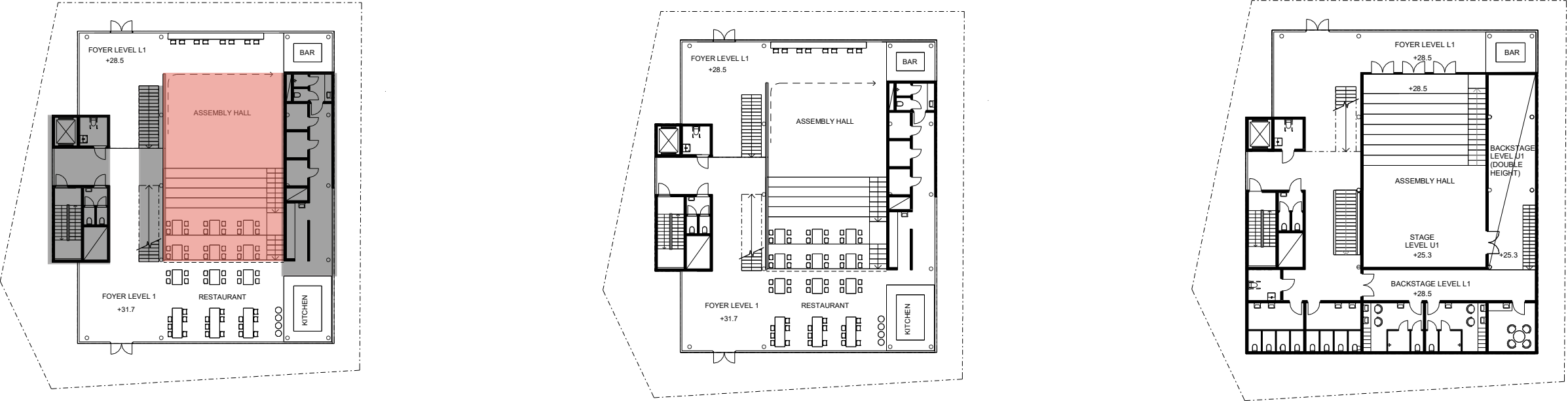
ENTRANCE TO THE ASSEMBLY HALL FROM STEINHÖFÐI



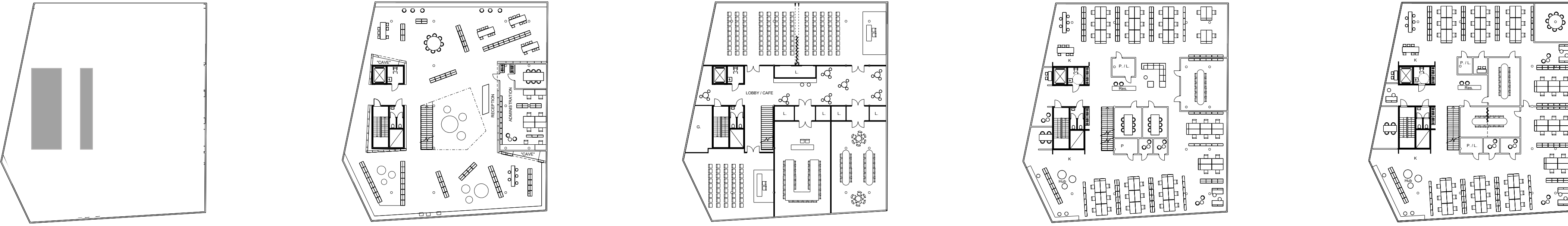
THEATER FACING THE PARK



THE THEATER CAN FUNCTION FLEXIBLY AT ALL LOWER LEVELS



STRATEGICALLY LOCATED CORES PROVIDE EFFICIENT VERTICAL CIRCULATION, ALLOWING AREA FLEXIBILITY IN BETWEEN



MAIN CORES & STAIRCASES
FUTURE FLOOR PLAN SCENARIOS

LIBRARY

CONFERENCE SPACE

OFFICE

MULTIPLE OFFICE TENANTS



ASSEMBLY HALL - THEATER



OFFICE

The Borgarhófi Office Building is a flexible and modern office building. Large, open floors allow for a wide range of different users and companies to enjoy the high-quality offices spaces. The floors are organized and setup around a set of minimal cores that fit the local regulations and allow for comfortable logistics throughout the building. The large floor plates of around 2000m2 can be split up or combined for a wide variety of different companies. The companies can use advanced concepts like Activity Based Working, or more traditional cell-based offices.

For smaller companies, the floors can be divided into two, three or four units. Larger companies can combine floors, either through the normal circulation cores, or by using larger floor openings with for instance "town hall" stairs for informal office meetings and presentation.

Towards the higher floor, the facade steps further away from the streets, as indicated in the local regulation. In this way there is room to create greenery and spaces to gather outside.

Through the circulation cores, there is a convenient connection with the basement floors. Both for parking, storages and services, but also for a covered connection with the neighboring assembly hall.



CO-WORKING SPACES FACING THE ASSEMBLY HALL



A DELI SHOP ON THE GROUND FLOOR



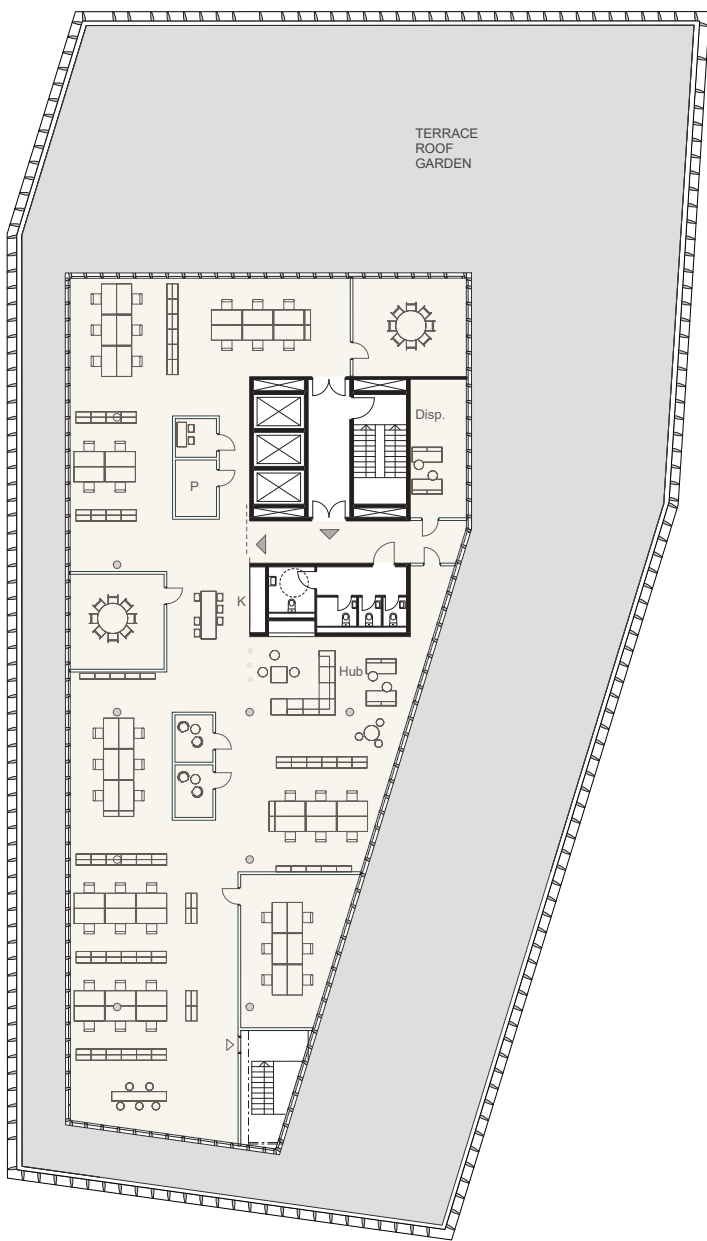
FLOOR 1



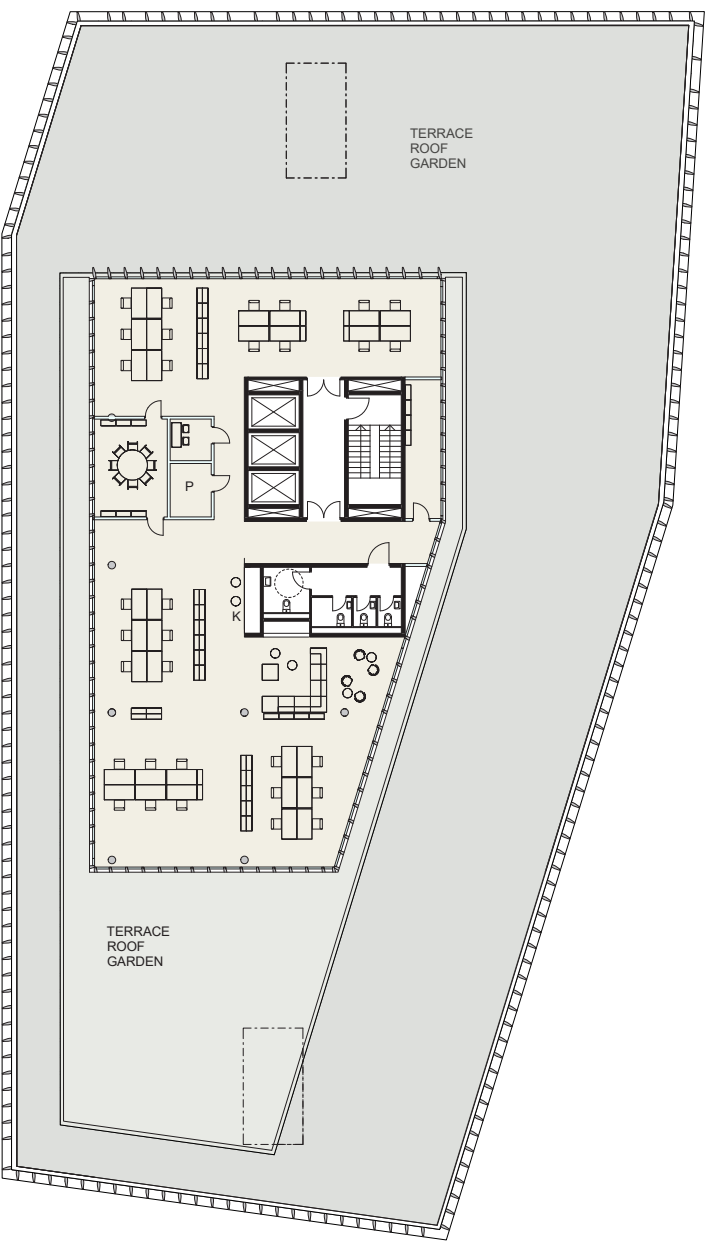
FLOOR 2-5 1 TENANT



FLOOR 2-5 2,3,4 TENANTS

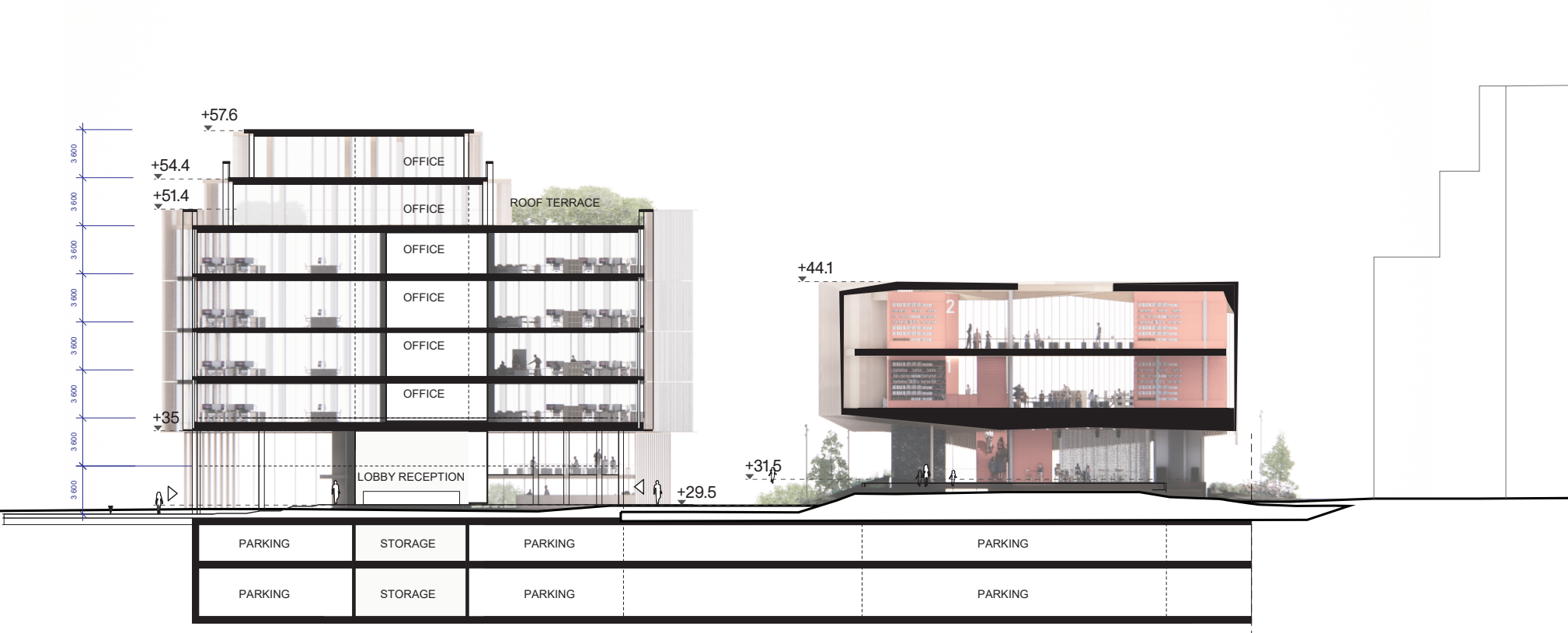


FLOOR 6 1 TENANT



FLOOR 7 1 TENANT

SCALE 1:400



OFFICE & ASSEMBLY HALL SECTION



OFFICE WEST ELEVATION

SCALE 1:400



VIEW OF THE OFFICE SPACES FROM THE SQUARE