

# THE NEW HEART OF REYKJAVIK

## BORGARHÖFÐI 9A

Klasi Real Estate is leading the development of B9A at Borgarhöfði. This square — consisting of a **modern office building, a multi-purpose meeting house** and **Krossamýratorg** — will be the heart of a new, sustainable and modern part of the city of Reykjavik.

B9A by Klasi will be a dense city-oriented district where **people are the first priority**. The area has the potential to be an active and attractive place, creating value for people, businesses, the local community and the Greater Reykjavik, on nature premises.

In addition to a well connected public transport, there are great possibilities for cycling, **a good quality of life**, the development of apartments for everyone and a green and beautiful neighborhood.

The architecture in our proposal draws inspiration from both the vernacular and the modern, seeking to establish a contemporary Scandinavian design. The precise and sharp façade of the office building is considered in relation to the light and dreamy façade of the culture house. This way the two functions have a clear distinction, while being connected by materiality and details in wood and green. Together they give a face to the new modernity of Reykjavik.



### FROM THE HEART OF ICELANDIC CULTURE..

Reykjavik's place identity is characterized by its striking natural setting, creative energy, and deep cultural roots, making it a truly unique and vibrant city.

The city is situated on the edge of the North Atlantic Ocean, surrounded by rugged volcanic landscapes, geothermal hot springs, and the northern lights. On the cultural side, Reykjavik is known for its vibrant creative scene, which encompasses everything from music and theater to film and fashion.

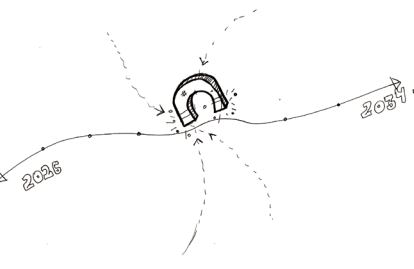


### ..TO THE FUTURE OF REYKJAVIK'S URBANITY

B9A by Klasi will be a dense city-oriented district, consisting of a modern office building, a multi-purpose meeting house and Krossamýratorg. This will be the heart of a new, sustainable and modern part of the city of Reykjavik - with the potential to create value for visitors, businesses, the local community and the Greater Reykjavik.

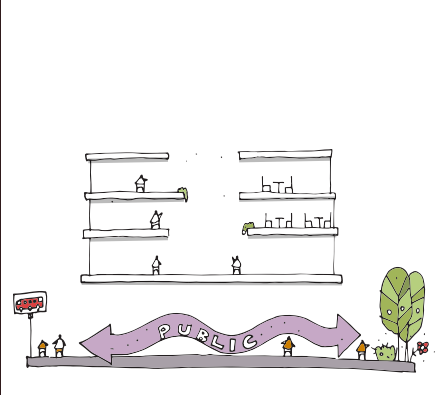
Building on Reykjavik's strong identity, the new Borgarhöfði will combine an exciting and diverse meeting place with a sustainable urban development.

### MARKMID INTENTIONS / AMBITIONS



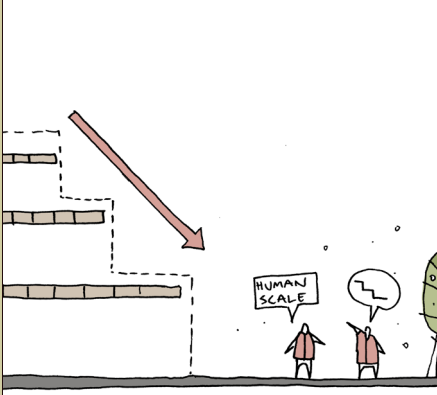
#### Connecting Reykjavik

Create a place and atmosphere that grows from the first day and attracts people from the whole city. A place that is flexible and can grow stronger with time.



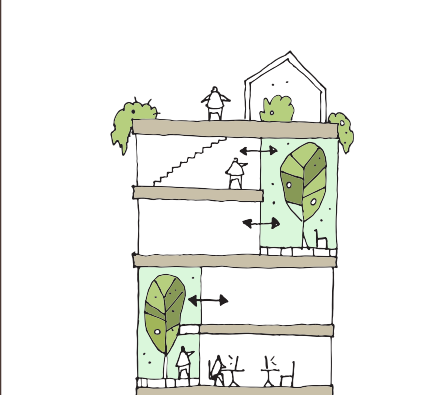
#### Inclusive public space

Create a vibrant urban carpet that connects the whole area together. An urban carpet that can offer different experiences and programs to support the vision of diversity of users.



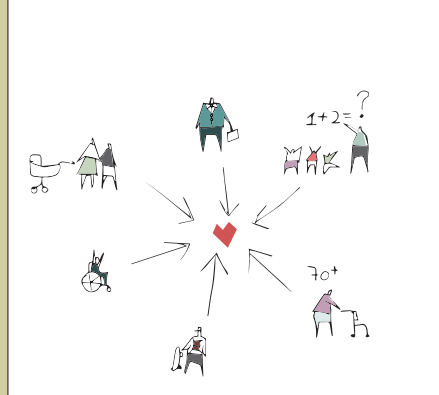
#### Designing for humans

The new structure on site should be welcoming and gentle in scale. Focus on making the street level experience feel human in scale.



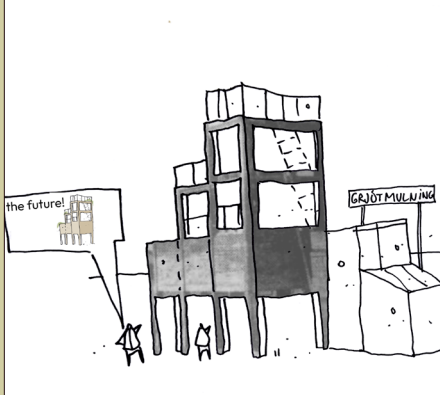
#### Building for the future

Flexible and attractive work areas with contact to outdoor terraces and fresh air.



#### Social sustainability

Social sustainability. A place and destination for all kinds of people of different ages and social status.



#### History

A unique identity that draws on the industrial heritage of the area. New thinking in materials, using wood as the main structure.

### AFSTÖÐUMYND

SITUATION PLAN 1:1000



### SAGAN

HISTORIC VALUE



In the 1950s, the industry began to take root in Ártúnshöfði, which was previously mainly used for farming on the Krossamýra plots. The industrial district began to take shape and resemble what it is today in the 1980s.

Since the beginning of the 1950s, the industry on this site has been recognized for producing prefabricated concrete units, which holds a significant value in the history of the building industry in Iceland.

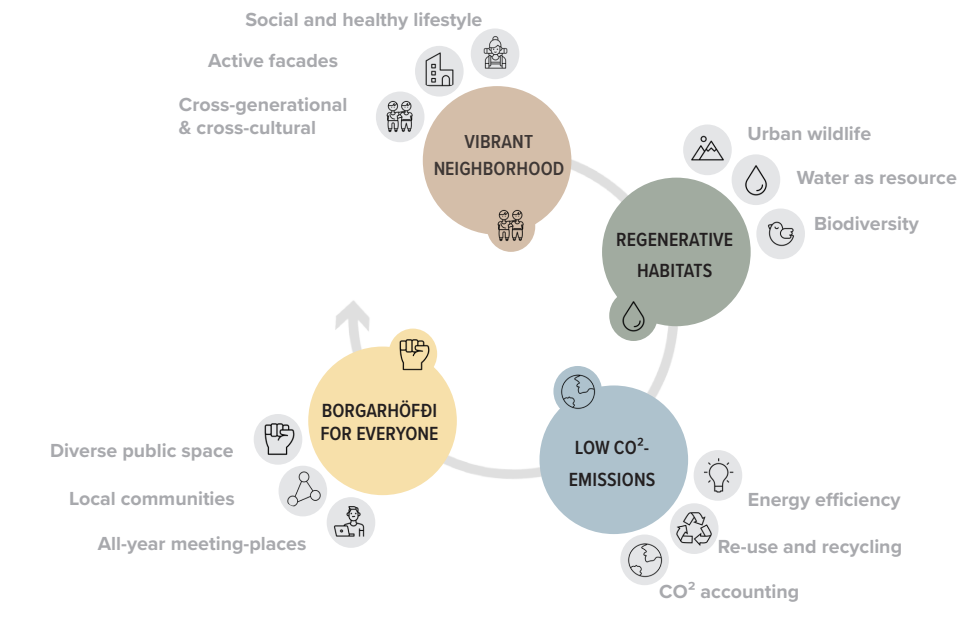
With its unique location and importance for the future district of Borgarhöfði the new design, square and buildings should offer a unique character that pays homage to the region's industrial legacy, serving as an entry point into the neighborhood.

### SJÁLFBÆR NÁLGUN

A SUSTAINABLE APPROACH

Sustainability must be a driving force for Borgarhöfði and the future of urban development in Reykjavik - this is where the new standard is set. A strong sustainable profile will also provide political relevance, connecting Borgarhöfði to the European green development.

With a holistic approach which combines both social and ecological aspects, we can create a new neighborhood with attractive habitats for people, animals and vegetation. We have defined four key strategies, which are implemented in our design proposal.



#### BORGARHÖFÐI FOR EVERYONE

Public space can be said to be the face of a modern democracy. For the Icelandic climate and culture, an all-year meeting place could be an era-defining innovation. Creating a popular and pulsating new neighborhood is dependent on quality public spaces, with experiences available to everyone. We propose a Krossamýratorg with places for leisure, play, festivals and cultural events, for both the big and small occasions.

#### A VIBRANT NEIGHBORHOOD

Borgarhöfði will be the heart of the surrounding neighborhoods. Active and extrovert facades will present a variety of both commercial and cultural program, with restaurants, a food court, book café, workshop spaces and leisure spaces. The program also encourages a social and active lifestyle, with sports facilities, activity spaces and contact with the adjacent park.

#### INVITING BIODIVERSITY

At Borgarhöfði, nature and urbanity go hand in hand. To ensure the preservation of the local biodiversity, we have placed green islands on the Krossamýra square. These islands connect with the park and green areas in adjacent lots, in order to let local fauna and flora thrive. Water and rain will be used as a resource in a blue-green system, using the green islands and water-play-installations on the square for lateral drainage and irrigation.

#### LOW CO<sup>2</sup> EMISSIONS

Making conscious choices towards a building design with low CO<sup>2</sup> emissions. Key elements are a compact building envelope for high energy efficiency, the use of wood in a CLT-construction as well as circular design solutions such as recycled and re-used materials. An active use of CO<sup>2</sup> from an early stage with provide a transparent process where ambitions can be met with results.



### YFIRLITSMYND FRÁ NORÐAUSTRI

BIRDVIEW FROM NORTH EAST



GRUNNMYND JARÐHÆÐAR

GROUND FLOOR 1:200

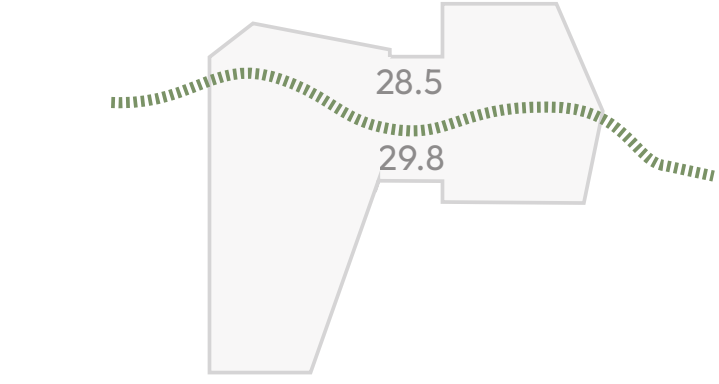
..”The urban carpet comes first, then the building envelope.  
The transition between outside and inside is blurred..”

The intention is for this place to be more than just a conventional indoor and outdoor space, but rather a seamless blend of both. It should be an energetic location that enhances the community, where individuals can meet and interact in both formal and informal settings.

The space on the ground floor in office part, is extremely flexible and can be modified to suit changing requirements and trends.

It has the potential to be partitioned into smaller units for retail stores and services, or can alternatively be used as a spacious open area for a market hall, for example.

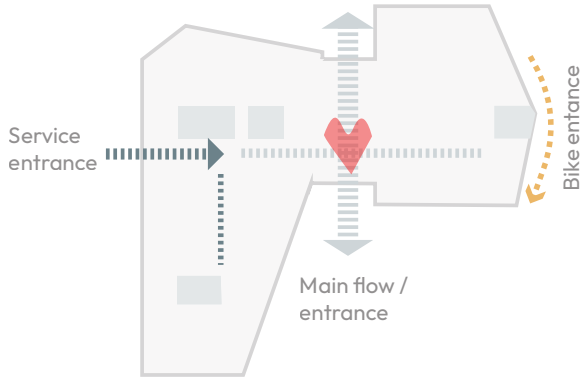
The versatility of the market hall can greatly enhance the vibrancy of the urban carpet.



LANDSLAG INNI Í BYGGINGU

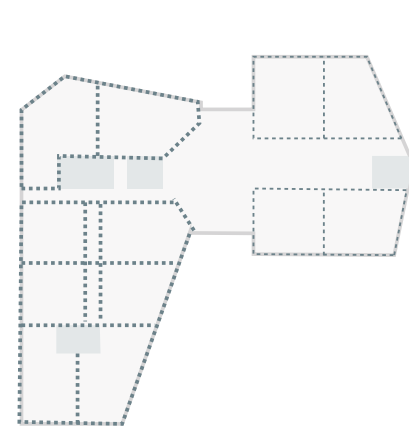
LANDSCAPE INSIDE BUILDING

Main flow / entrance



ADAL INNGANGAR

MAIN ENTRANCES



SVEIGJANLEIKI JARÐHÆÐAR

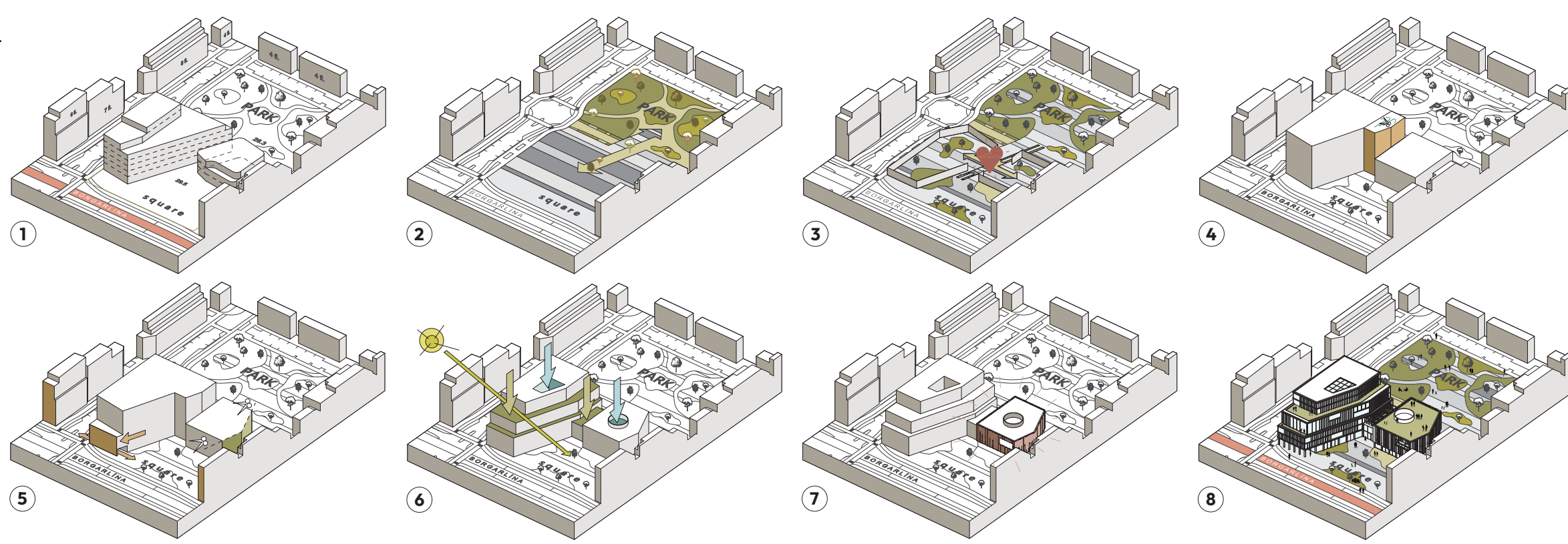
FLEXIBILITY ON THE URBAN CARPET

The ground floor can easily be divided into smaller units

HUGMYNDAFRÆÐI

CONCEPT FOR BUILDING MASS

- 1 LOCAL PLAN MASS  
The local plan, suggests two building masses. With Krússmyrdag to the south and the park (Borgarbur) to the north.
- 2 THE URBAN CARPET  
By letting the park and the square flow into each other, an unified urban carpet is created that facilitates the movement of people, ideas, and activities throughout the space. This results in a more dynamic and vibrant urban environment that encourages social connection, cultural exchange, and creative expression.
- 3 THE HEART SPACE  
The space between the two volumes creates a pulsing energy, forming a bright and lively area where individuals of varying backgrounds can come together. This area acts as a bridge between the working environment and leisure, between park and the square, connecting people from diverse backgrounds. A meeting place for formal and informal meetings
- 4 ONE BUILDING - SHELTERING  
The connection of the two volumes creates an indoor plaza that serves as a central hub of the building, providing shelter from both rain and wind. A double-height space marks clear main entrance from both square and the park.



5 CONTEXT AWARENESS

The mass is formed to meet the lines in the surrounding context to south, creating sheltered arcade near the Cityline, still keeping the flow to the square. The culture mass is broken down to create outdoor passage that opens up to the park.

6 SUNLIGHT & DAYLIGHT

By carefully considering the shape of the building, the mass is formed to optimize sunlight and daylight, maximizing the amount of natural light that enters the space. The use of terracing not only invites more sunlight to the square, but also serves as a means of incorporating green spaces into the design. The terraces meet the human scale, and by adding vegetation to the building's exterior, the terraces create a more visually appealing and ecologically sustainable environment for both the building's occupants and visitors to the square.

7 THE CULTURAL SHELL

The exterior of the Culture building serves as a strong landmark. The volume and facade design of the cultural center convey a desire for an open and transparent building with a glass facade with different hues, where the inner life shines through with its wooden interior in walls, ceilings, and floors. As night falls, the building transforms into a lantern that illuminates the neighborhood, creating a warm and welcoming atmosphere for residents and visitors alike.

8 CONNECTING PEOPLE

The two buildings collaborate to form an active ground level at the same time as they represent a new landmark in the upcoming urban district. With it's unique location and importance for the future district of Borgarhöfði, the building should offer a unique character that pays homage to the region's industrial legacy, serving as an entry point into the neighborhood.

City life functions  
Programming

- A Borgartorgið Public Square
- B Borgartorgið Reception and Lounge
- C Borgartorgið House of Culture
- D Borgartorgið Lokal Food and Marketplace
- E Borgargarðurinn Park
- F Borgargarðurinn Rooftop Gardens (Office/rental + Public)
- G B9A Green Offices and Innovation Hub
- H Underground Multi Market (and parking)
- I Borgarhöfði Retrade Street

HJARTARÝMID

THE HEART

The essential concept in our design proposal is the **HEART** – a space connecting the **culture house** and the **office building**. In the plan of the main floor, the advantages become clear:

- The **HEART** provides great orientation for the various functions that are connected – upon entering, you can easily navigate to where you want to go, and you might be inspired to try something new.
- The **HEART** makes synergies possible between the two buildings, and it becomes clear how they benefit from each other.
- The office building gets a spacious lobby area with access to food and coffee, as well as access to collaboration rooms, auditoriums and coworking spaces.
- The culture house receives an arena for exposing their activities and program, and connection with the food and drink offerings from the retail spaces.
- The retail spaces in the office building receive great exposure from visitors to the culture house and users of the office building.









THE ARCHITECTURE IN OUR PROPOSAL DRAWS INSPIRATION FROM BOTH THE VERNACULAR AND THE MODERN, SEEKING TO ESTABLISH A CONTEMPORARY SCANDINAVIAN DESIGN.

THE PRECISE AND SHARP FAÇADE OF THE OFFICE BUILDING IS CONSIDERED IN RELATION TO THE LIGHT AND DREAMY FAÇADE OF THE CULTURE HOUSE. THIS WAY THE TWO FUNCTIONS HAVE A CLEAR DISTINCTION, WHILE BEING CONNECTED BY MATERIALITY AND DETAILS IN WOOD AND GREEN.

TOGETHER THEY GIVE A FACE TO THE NEW MODERNITY OF REYKJAVIK.



## VIÐSKIPTAMÓDEL

### BUSINESS MODEL

#### Place Identity

##### Building a destination

Sustainable place development is a process to create urban spaces that are **active** and **attractive** for people and businesses, on nature's premises. It involves creating spaces that are both functional and appealing, as well as a **strong place identity**, a solid city life program, and a **sustainable place economy**.

The project team propose a place development process of 89A with a strong focus on place identity, communication and a program that generates value for residents, visitors, businesses, stakeholders and the local economy.

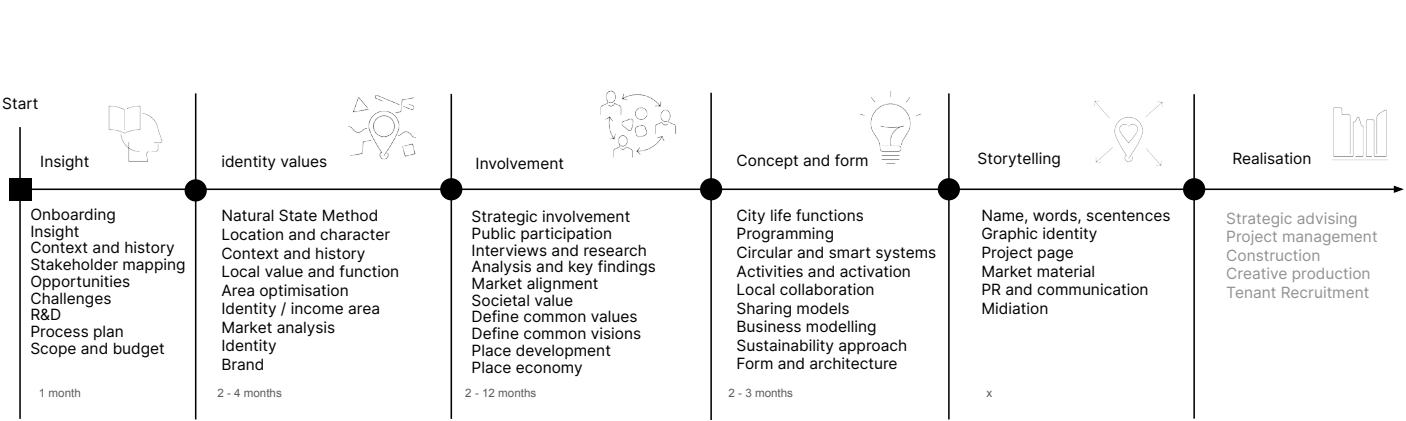
#### Sustainable Place Development

##### Success criteria



#### Place Development by Natural State

##### Example of strategic development process



#### Holistic Place Economy

##### Potential value creation of place

With the right construction, programming and activity, Borgarhófi has the opportunity to create great value for people, nature, society and the market — especially for its owners, the local community and Greater Reykjavik in general.

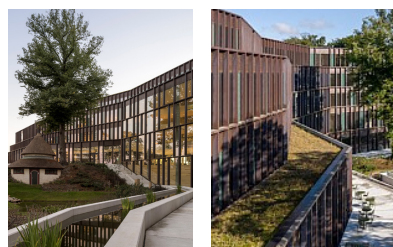
An active area with the right activity will create an **attractive** place for people and business, with a clear and strong **identity** in the market and society — and strengthen the local economy through jobs, trade, increased rental income per square metre and more.

##### Potential value creation

- Pioneer project for sustainable development
- Sustainable building, materials and use of land
- Social sustainability, more workplaces and meeting places
- Increased focus on resale, local production, green tech, sustainable and smart cities and collaboration
- Increased rental income per square meter
- Increased brand value for developers
- Increased brand value for Greater Reykjavik
- Increased feelings of security, belonging and cohesion
- Inclusivity and activities for all
- New companies, innovation and development
- Better public health, increased learning, knowledge sharing, cultural production, exhibition arena for several industries

## HLIÐAR

### FAÇADES



#### OFFICE BUILDING

##### EXTERIOR

The exterior facade of the office building is designed as a recycled aluminium system facade, in an elegant anodized green finish.

The building envelope is terraced every two stories to adapt to the surrounding spaces, and the system facade follow these offsets with a varied rhythm of vertical elements. Along with the angles in the facade, this creates a dynamic effect, where the facade will never look alike from two different angles.

On the first floor, a more solid arcade clad in wood connects the office building to the Krassmyra square, creating generous openings which are suited for various commercial activities.

##### INTERIOR

The interiors of the office building express the proposed wooden CLT-structure, which along with further wooden detailing and lots of plants and green elements, convey an air of the workplace of tomorrow.

A generous atrium at the center of the building is designed like a terraced vertical garden, almost like those of Babylon.

Meeting rooms and social zones give activity to the social central space, while acoustic cladding with textile surfaces create a comforting and inspiring interior.

The office areas for the tenants are open to various customization according to the companies wishes.

#### CULTURE HOUSE

##### EXTERIOR

The facade of the culture house is made of translucent glass panels mounted on angles, which give a dream-like and unique expression. At day the culture house sits like a little cloud on the plaza, while at night it lights up like a fantastical lantern.

The angled panels create a wave-like finish to the facade towards the sky, signaling the presence of something special. The facade can be built like a two or one layer facade.

The ground floor is mainly an open glass facade, to ensure contact and possibilities of opening up the interiors to the outside.

##### INTERIOR

Behind the veil of the facade hides a warm and wooden interior. Open spaces on the ground floor are bathed in daylight, and are in contact with the surroundings, creating unique spatial experiences

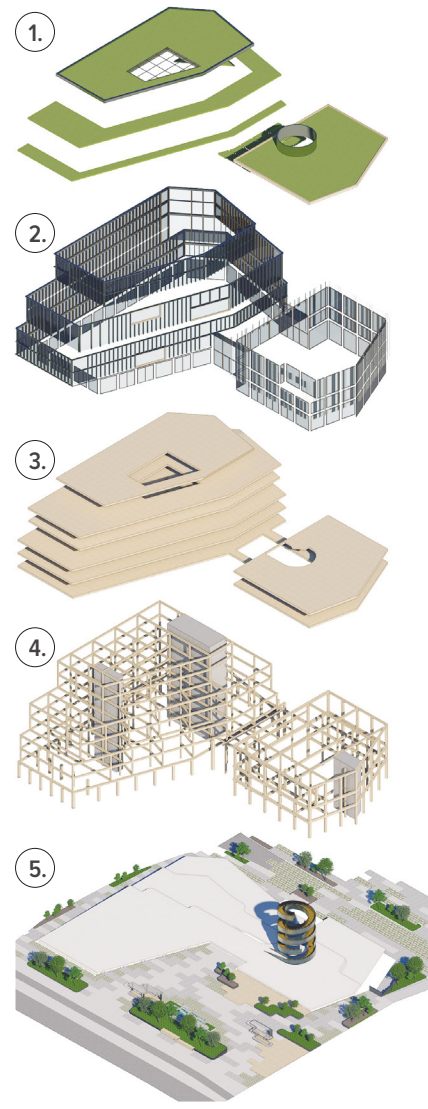
The wooden structure and panels are combined with textile elements for acoustic dampening, the textile offering a soft surface and various color options.

Within the many activity, study and collaboration rooms throughout the three levels of the culture house, intimate and soft spaces give comfort and refuge.

## SJÁLFBÆRNI

### SUSTAINABILITY

#### BUILDING FOR THE FUTURE



- 1. ROOFS** - with blue/green draining. Suitable for urban farming and local species for biodiversity
- 2. FAÇADE** - energy effective facade based on a recycled aluminium system, suited for disassembly
- 3. CONSTRUCTION** - Wooden CLT-construction system for low emissions and good indoor climate.
- 5. BASEMENT** - Cast-in-place concrete structure of two levels, for parking, sports and auditoriums.

**WOOD & CLT-CONSTRUCTION**  
Most of the carbon footprint of a building lie in the construction system. While the interiors offer a biophilic quality to the users as well, improving the perceived well-being throughout the working hours.

A wooden construction is also greatly beneficial for the interior climate and air quality. The visibility of wood in the interiors offer a biophilic quality to the users as well, improving the perceived well-being throughout the working hours.

Also, a CLT construction is suitable for disassembly — which prepares the building for a circular transition when its days have come some time in the distant future.



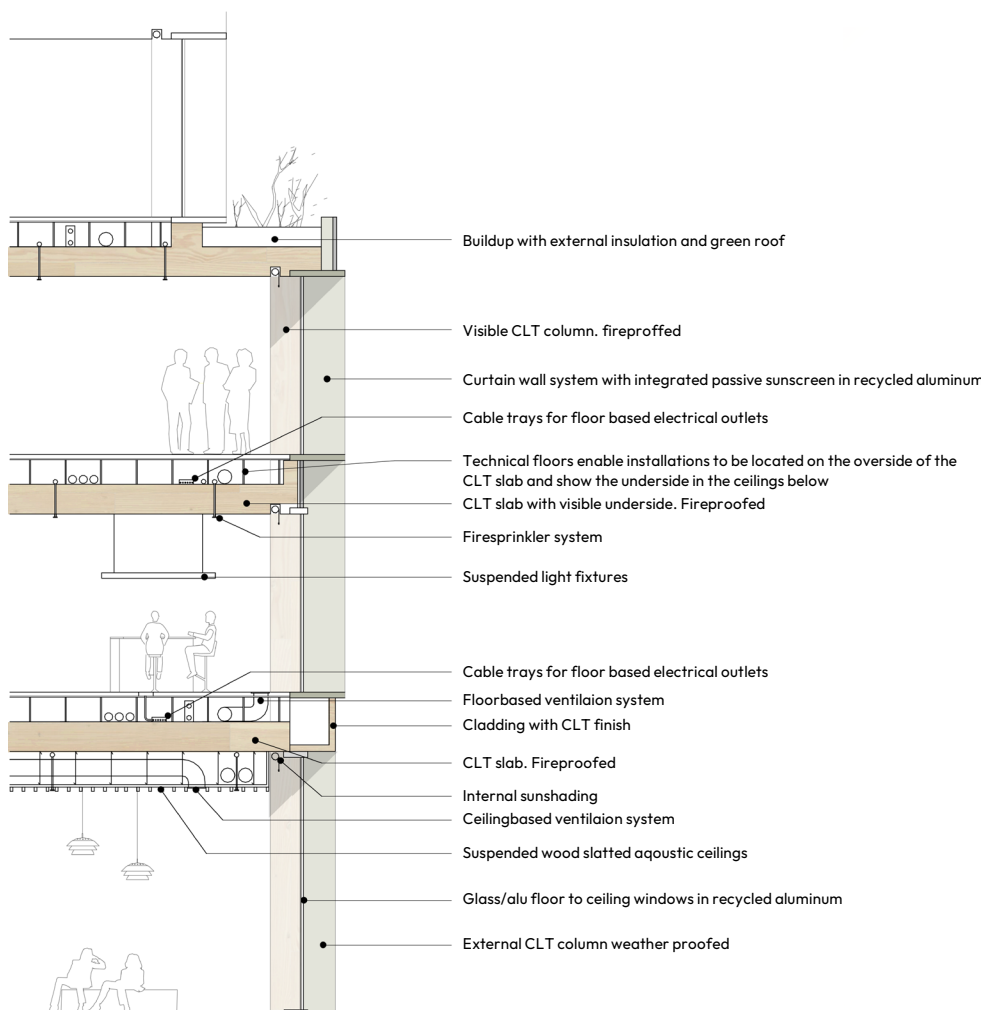
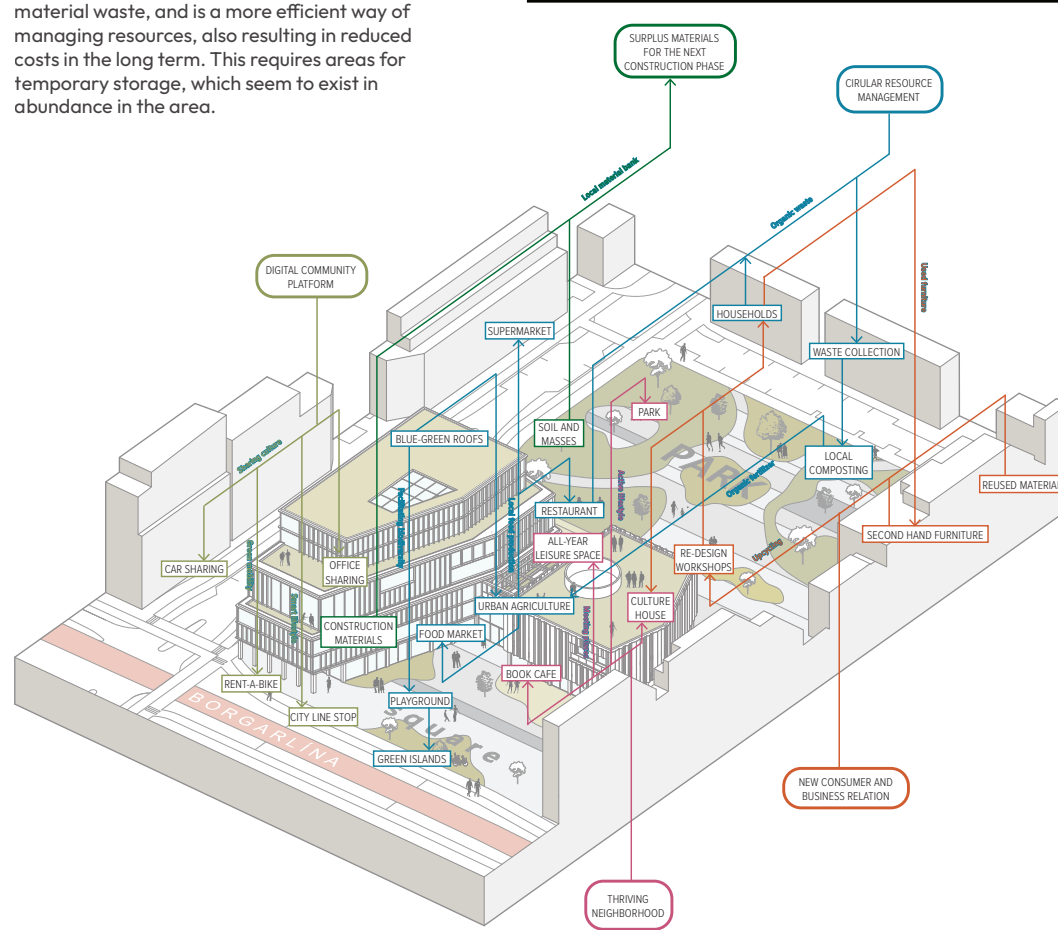
#### A CIRCULAR NEIGHBORHOOD

Circularity is a both a new and old way of thinking. The principle is simply resource efficiency - how do we make the most of the resources we have, and reduce the need for new resources. We were better at this 1000 years ago, so in one way it is back to basics. For Borgarhófi, circular ideas of water management, reuse of materials and goods, and management of local waste can all be of relevance.

A circular concept which is highly relevant for the long term development of the area, is the use of surplus masses (soil etc.) and surplus materials from one building phase to the next. This reduces material waste, and is a more efficient way of managing resources, also resulting in reduced costs in the long term. This requires areas for temporary storage, which seem to exist in abundance in the area.

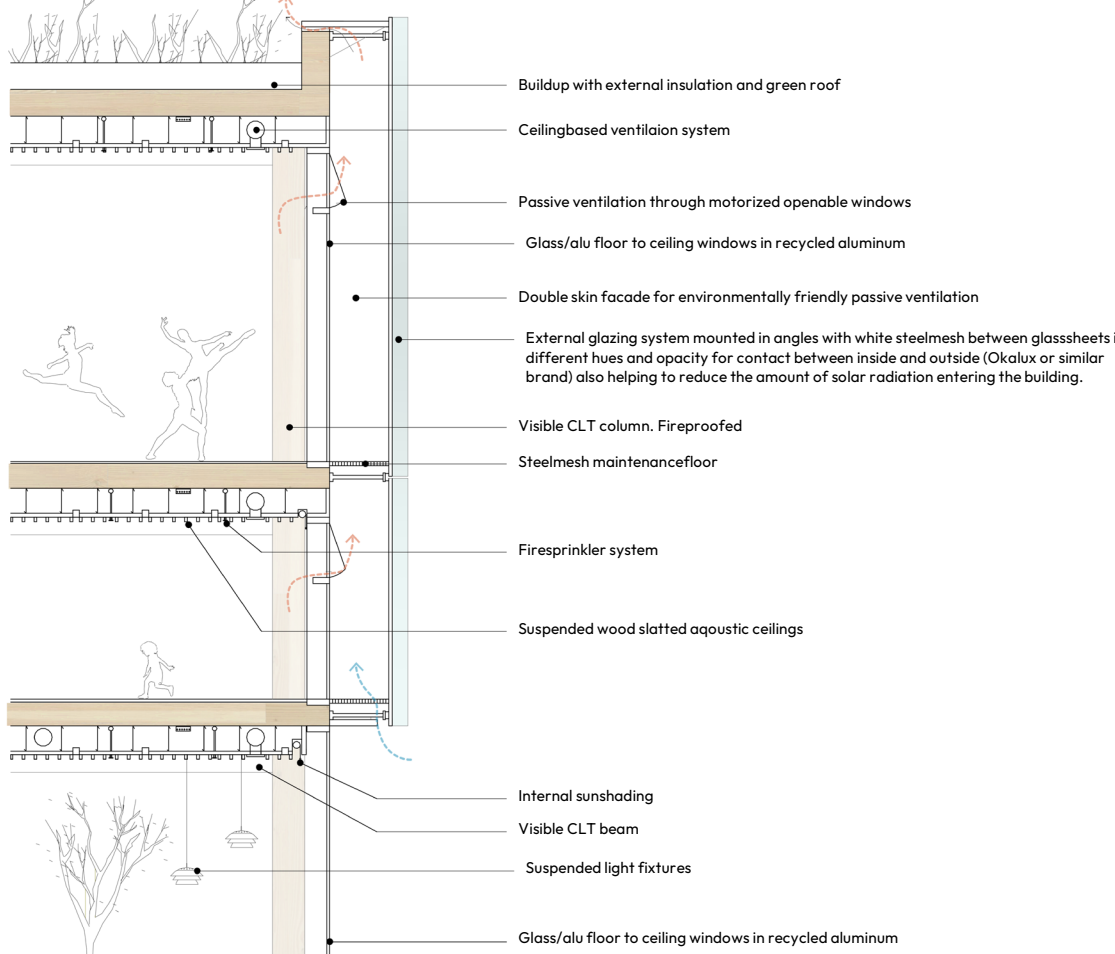
#### Borgarhófi can and should be developed as a pioneering project for sustainable transformation. Key points:

- Sustainable materials and construction
- Area optimization, multifunction, and sharing
- Circular systems and local cooperation
- Local production and short value chains
- Efficient blue-green roofs and green areas
- Smart city technology and smart mobility
- Social sustainability, inclusion, and diversity
- Safe and thriving neighborhoods



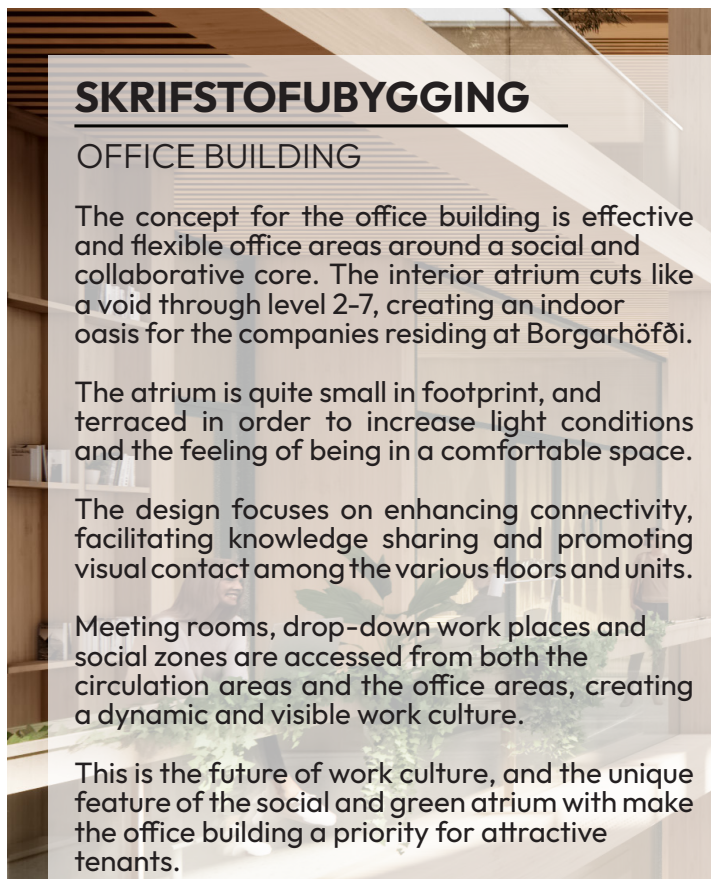
## SKRIFSTOFUBYGGING

### OFFICE BUILDING



## MENNINGARHÚS

### CULTURE HOUSE



## SKRIFSTOFUBYGGING

### OFFICE BUILDING

The concept for the office building is effective and flexible office areas around a social and collaborative core. The interior atrium cuts like a void through level 2-7, creating an indoor oasis for the companies residing at Borgarhófi.

The atrium is quite small in footprint, and terraced in order to increase light conditions and the feeling of being in a comfortable space.

The design focuses on enhancing connectivity, facilitating knowledge sharing and promoting visual contact among the various floors and units.

Meeting rooms, drop-down work places and social zones are accessed from both the circulation areas and the office areas, creating a dynamic and visible work culture.

This is the future of work culture, and the unique feature of the social and green atrium with make the office building a priority for attractive tenants.

