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Berlin Report

January 2024

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* Project 1:SAP Labs Berlin

1. SAP Labs Berlin

Project Overview

SAP stands as one of the world's leading providers of software. In June 2023, a new office building was completed as the location for SAP Labs Berlin. This office comprises four buildings: two with six floors, one with eleven, and another with thirteen, covering a total area of 37,500 m2. Situated in a newly developed district at the heart of Berlin next to the main station, the building not only signifies the company's physical presence but also embodies its commitment to effective solutions for managing business processes and facilitating information flow. It has open offices, a café bar on all floors, and a spacious, shared foyer on the first floor.   The interior design not only provides a comfortable working environment but also serves as a showcase for SAP's innovative technology, creating a unique visitor experience. An outstanding feature within the building is the 400 square meter Experience Center on the 13th floor of the office complex. Intermediate Engineering (Im-En) and the brand design agency Zeichen & Wunder played a key role in designing the combination of digital and physical spaces in this customer area. The latter successfully translated the SAP brand atmosphere and Berlin DNA into the space, while Im-en designed the Brickwall in the foyer and on floors 12 and 13—an impressive example of integrating physical concrete with digital technology over an area of 110 square meters. This wall, comprising over 4,200 handmade bricks with a total weight of around 22 tons, creates a captivating interplay of light and shadow. More than a mere aesthetic element, the brick wall serves as an intelligent light source and inspiring media surface, making it a central component of the building. At the entrance, the Berlin-based artist collective "Tape That" crafted an extensive tape art installation with nine interactive displays, featuring geometric patterns.
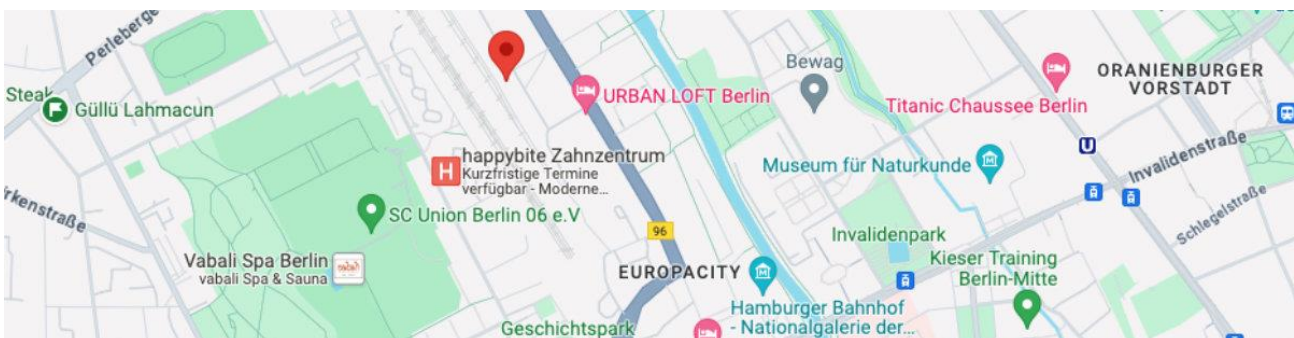
The interior has a futuristic look, but at the same time impresses with the warmth of craftsmanship, such as the impressive partition walls with evenly distributed wooden elements.

A meeting and collaboration space has been created here that represents the innovative work, networking and values of SAP.
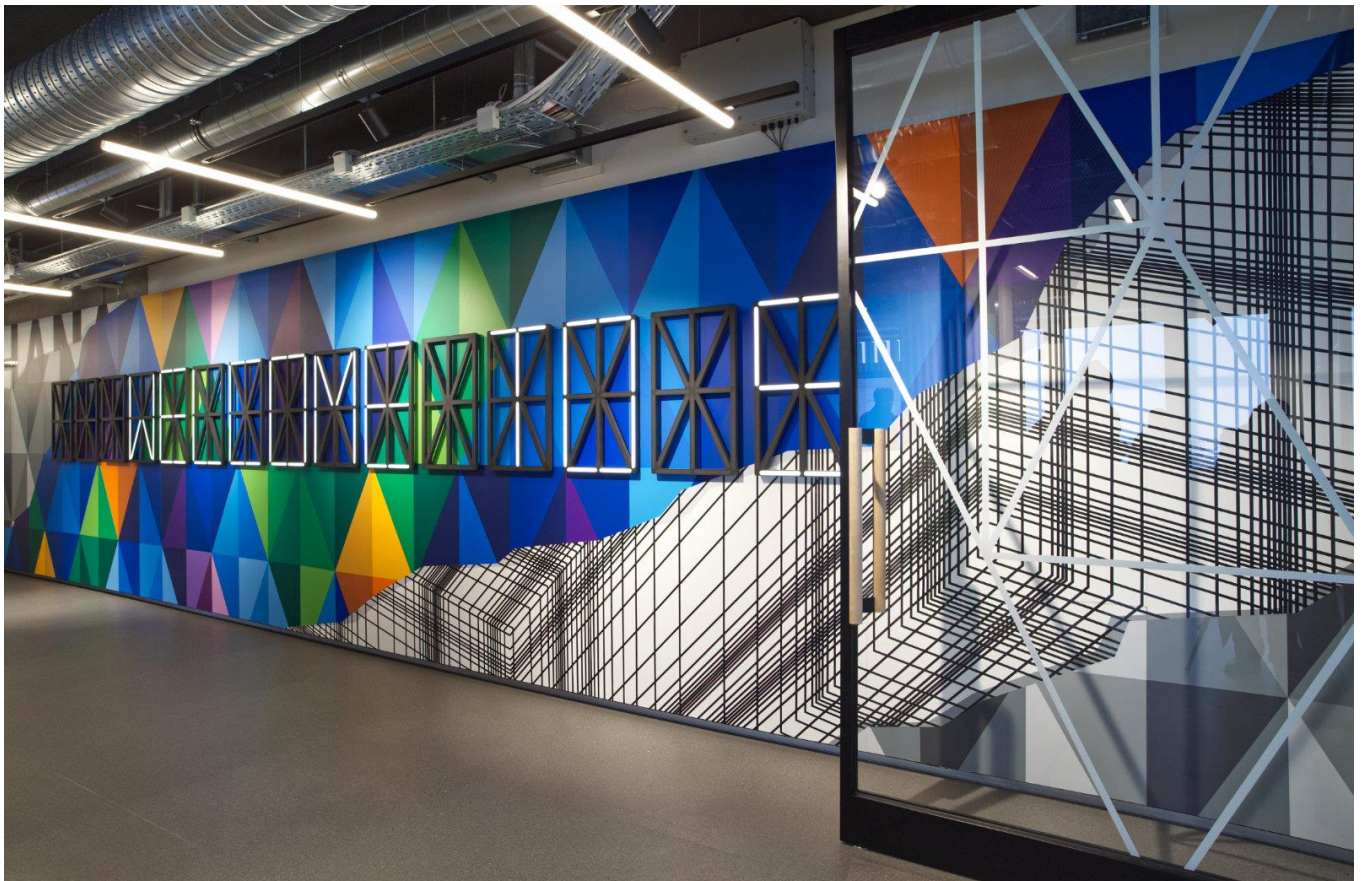
Project Details

1. Client: SAP Labs Berlin
2. Type of Business: Enterprise Software Development
3. Open Date: 10/2023
4. Location: George-Stephenson-Strasse 7-13, 10557 Berlin
5. Size: 400 m2 (SAP Experience Center)
6. Interior: Zeichen & Wunder München / Tape Art: Tape That Berlin /
7. Website: https://www.sap.com/about/customer-involvement/experience-centers.html

Location

Above: An impressive 110m2 brick wall installation in the foyer. Bottom: Installation at the entrance of the Experience Center.
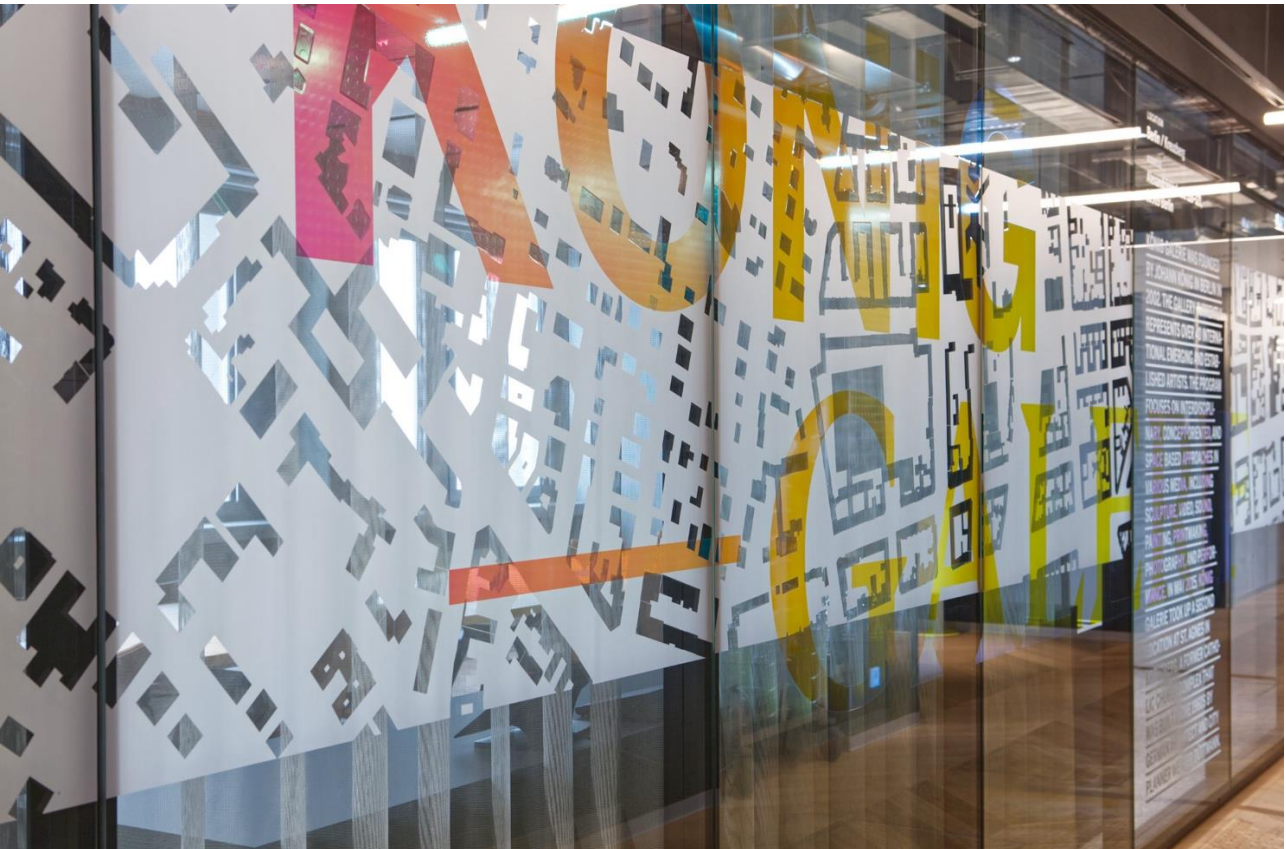
Above: A vast brick wall extends to the lofty ceiling of the foyer. Concealed behind the bricks is a media surface that can be

utilized, for instance, to project a client's logo upon their arrival. The café space offers a projected view of Berlin.

Above: Brick walls are also installed on the staircase connecting the 12th to the 13th floor, seamlessly linking the offices to the Experience Center.

Above: Natural stone boards adorn the café bar on all floors, imparting a sense of calm and luxury. The balcony provides a panoramic view of Berlin. Below: The glass separating the offices and meeting spaces is covered with graphic maps of Berlin's various regions, creating a blindfold effect.

Above: The Experience Center has a wooden partition wall. The chic green color sets the tone for the entire space. Below: At the far end is a relaxing living space. Furniture with rounded forms contrasts well with the geometric partitions and murals.

Above: The Experience Center, which is graphically appealing from any angle. The materials of metal and concrete, wood and plants are also add to its attractiveness.