

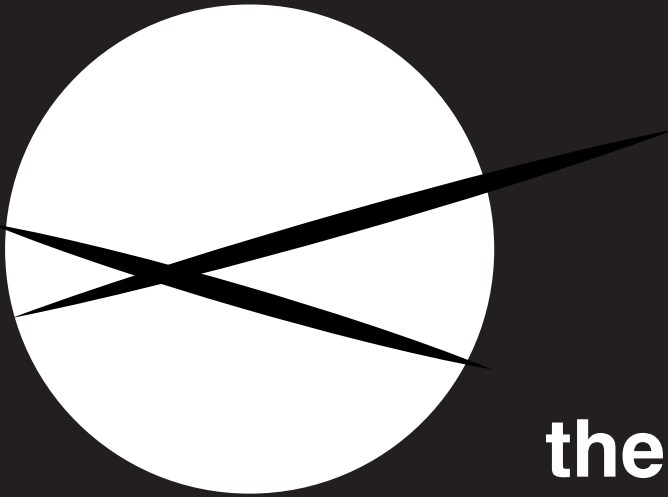
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the spot

blue-tomato ® headquarters 2030

diplom: niklas ruprechter



abb. 1

abstract

die diplomarbeit beinhaltet die theoretische planung für den neubau des headquarters der firma blue - tomato ® in schladming.

auf grund der expansion des unternehmens in den letzten jahren, und in der zukunft wird der platz in der firmenzentrale enger und die unternehmensabläufe innerhalb des gebäudes komplexer. weiters wird der wettbewerb der konkurrenz größer und ein unterscheiden von firmen im sinne des unternehmens-auftritts und der von ihnen verfolgten philosophie wird an bedeutung gewinnen.

diese „problemstellung“ liefert die anforderungen für mein diplomprojekt.

ziel war es: ein, der unternehmensphilosophie entsprechendes, bürogebäude, in alpinem kontext, mit der fähigkeit sich auf das unternehmenswachstum adaptieren zu können, zu planen. die arbeit erfolgte in direkter zusammenarbeit mit dem unternehmen. (ansprechpartner meinerseits: Mag. Paul Becker, Head of Marketing, Blue Tomato - Snowboard Dachstein Tauern GmbH)

the diploma contains a theoretical design for the new headquarters of blue tomato, situated in schladming. due to the company's expansion in recent years, and in future, it's necessary to think about the growing amount of staff members. parallel to this growth the company processes are getting more complicated. a building is needed that adapts to these requirements. the market situation regarding the competition it's becoming more and more important to be unique, to show and present the customers what they can gain by being a part of the company.

these facts are the requirements for my diploma project.

the goal is a office building that perfectly fits to the company and to the natural context. how can this adapt to changes and how could it look in 2030.

in the beginning i worked together with the firm. (Mag. Paul Becker, Head of Marketing, Blue Tomato - Snowboard Dachstein Tauern GmbH)

my architectural approach

the feeling on top of the mountain is a feeling of freedom. every descent of a peak is similar to the process of an architecture project. a lot of creativity within this freedom is needed to get a great run down or to create a successful project. this aspect inspires me, it doesn't matter whether on a summit or in front of an empty sheet of paper.

what counts, is the content!

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abb.39: visual renderings, © niklas ruprechter

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1 who i am



abb. 2: niklas rupprechter

1987	birthday, childhood in lower austria, oberpiesting
1993 - 1997	primary school
1997 - 2001	secondary modern school
2001 - 2006	higher technical institute for structural engineering, wiener neustadt
2004	architecture firm DI novak, dreistetten
2005 - 2008	architecture and design, DI schackl, markt piesting
2006	diploma, higher technical institute for structural engineering, wiener neustadt
2006 - 2007	austria armed forces
2006 - pres	planning office aichinger gmbh, graz, self employment agreement
2007 - 2015	architecture studies, vienna university of technology
2009	1st prize, KARL KUPSKY AWARD 2009

2009	hoppe architects, 1010 vienna
2009 - 2011 tutor	department for spatial and sustainable design, TU vienna,
2010	2nd prize, tokyo scholarship, DEPARTMENT FOR HOUSING TU WIEN
2011	graduation, bachelor of science, vienna university of technology
2011 - 2013	caramel architects Zt gmbh, 1070 vienna
2011 - 2012	masterstudies, tu delft/the netherlands, designstudio prof. osterhuis
2012	masterstudies, innsbruck university of technology
2012 - 2015	masterstudies, vienna university of technology, prof. wiliam alsop
2015	graduation master of science, dipl. -ing., vienna university of technology

2 my academic work

new, dynamic, rich in content, authentic, consistent, critical



abb. 3: **the new courtyard house**, 2008
© niklas rupprechter



abb. 4: **drop of water** design study, 2008, © niklas rupprechter

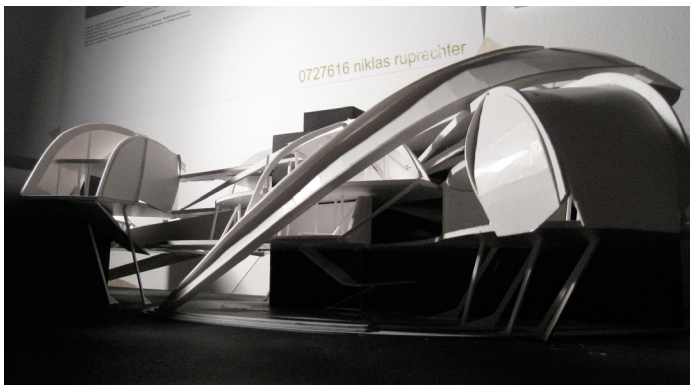


abb. 5: **destination d.** design study, a new form of housing, 2009
© niklas rupprechter

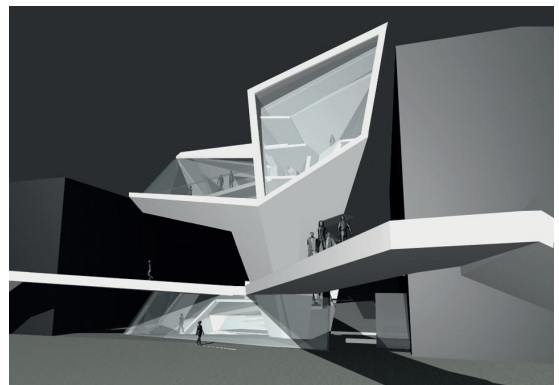


abb. 6: **individuum d.** hybrid building, 2009, © niklas rupprechter

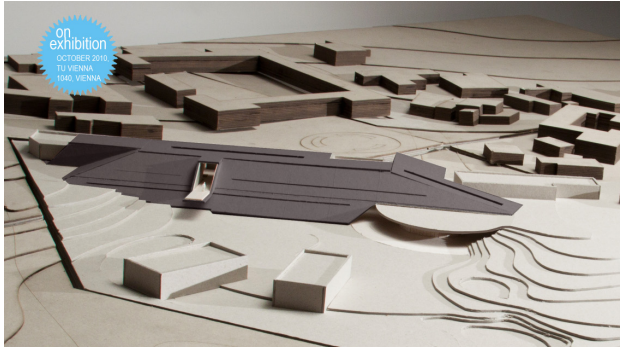


abb. 7: **dune. the mountainbike hotel** bsc graduation project, tunesia 2010
© niklas rupprechter



abb. 8: **spacebook. the new activity hive**, tu delft, 2011
© niklas rupprechter

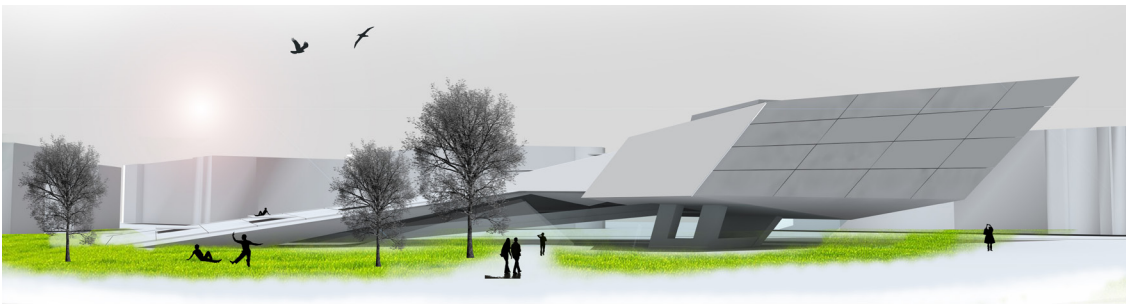


abb. 9: **on. oscar niemeyer museum**, 2013, © niklas rupprechter



abb. 10: **concerthouse** reichenau an der rax, 2014, © niklas rupprechter

3 the basic idea

in my leisure i spend a lot of time in the mountains. in summer on the bike and in winter on ski's and snowboard! the equipment like skis snowboards and gear for these activities i often buy online via blue-tomato.com. in recent years a growth of this company has been gotten visible. the company has founded one after the other cityshops in addition to their online-shop. finally they reached the status: one of the biggest boardshops in europe. these facts where responsible for the question i asked my self. how does the headquarters look and how has it been adapted to the changes of growths. does it still fit for this size of company? i called the marketing director and asked for a appointment to ask these questions and to get a feeling about the current situation within the hq. out of the meeting and the visitation i recognized that a lack of space and working quality in case of further expansion could appear. this was the starting point of my diplomaproject. i'm targeting a theoretical design proposal for 2030 for about 150 employees working within the headquarters. this would be a growth rate of approximately times 3 to the current situation. how's such a building look in 2030? what are the requirements, what are the standards, what could improve the companys status, what could attract people to visit the place, is there a communication between the company and the customers possible / required? all these questions will be answerd in this diploma project.

4 the company

„Founded more than 25 years ago, Blue Tomato has developed into one of Europe’s largest boardsport and fashion shops.

As an avid snowboarder and the 1988 European Snowboard Champion, Gerfried Schuller founded the Blue Tomato Snowboard School in 1988. What was then the largest snowboard school in Austria built the foundations for a level of success that is still enjoyed today. What all started as a garage sale, or ‚Gerry’s Garage‘ was the beginning of another promising chapter. In 1994, Blue Tomato opened its first shop in Schladming and only a few years later, in 1997, with the recognition of the great potential of online shops, Blue Tomato was launched online at blue-tomato.com.

Europe’s biggest selection

Over the years the Blue Tomato brand expanded and established itself in the boardsport scene. Today, Blue Tomato is one of Europe’s leading online shops, offering a wide range of products for the snowboard, freeski, skate and surf sectors. But Blue Tomato doesn’t just offer hard goods - we also boast one of Europe’s most varied ranges of snowwear, streetwear, shoes and accessories; something which is demonstrated by our range of over 450,000 products and more than 650 different brands, such as Burton, Volcom, Roxy, Nikita, DC, Billabong, Quiksilver, adidas and Nike as well as up and coming labels such as Somewear, Colourwear, Poler, Herschel, Naketano, HUF, Brixton and many more. The online shop is available in 14 different languages and we send products to customers all over the world. Blue Tomato also sets new standards in the world of social media. With almost 400,000 fans on Facebook and more than 30,000 followers on Instagram we are in daily contact with our audience and fans.

Blue Tomato Team

Blue Tomato has formed a formidable and talented Blue Tomato Team. The Blue Tomato Teamriders are among the best in the world for their different sports. Xavier De Le Rue, Victor De Le Rue, Mathieu Crepel, Anne-Flore Marxer, Marc Swoboda, Henrik Harlaut, Anna Gasser, Kalle Ohlson and Philipp Schuster are just a few of the big names from the Blue Tomato Snowboard, Freeski and Skate teams. In order to remain in close contact with our customers, Blue Tomato is often represented at, and a sponsor of, Europe’s biggest snowboard, freeski, skate and surf events. Freestyle.ch, Pleasure Jam, iF3, TTR and FWT are just a few of the many events that Blue Tomato supports and helps to make possible. We also sponsor seven snowparks in Europe: Snowpark Stuhleck, Kingspark Hochkönig, Skylinepark Nordkette, Snowpark Grasgehren, Snowpark Nassfeld, Superpark Dachstein and Superpark Planai.

(BLUE-TOMATO online, 31.05.2015)

Zumiez - the new partner

In summer 2012 Blue Tomato was acquired by the US action sports retailer Zumiez. Zumiez currently has over 600 shops in the USA and Canada and the number is ever-growing. Both companies aim to together create a worldwide market of satisfied customers and set the global benchmark for action sports and lifestyle retailers.

Blue Tomato and Zumiez predominantly share the same product strategies, business philosophy and cultural values. The synergies created between them enable the companies to follow their goals together. What's more, Zumiez and Blue Tomato share the same values in terms of competition and fun, with a mutual passion for actively supporting and promoting sports. With this in mind, both companies look forward to an exciting and promising future.

Shops in Austria and Germany

In the early days the main focus was on Blue Tomato achieving a strong online presence. Without forgetting the importance of the online shop in recent years, the value of stationary shops has also been recognised. This is why Blue Tomato has continued to expand by opening a number of shops in Austria and Germany. With several new openings in the last few years, Blue Tomato has grown steadily and now boasts shops in some of the busiest shopping streets in Austria and Germany. Blue Tomato is represented by a stationary shop in all major cities in Austria and Germany. In March 2015, Blue Tomato opened its largest and most important shop in Vienna city centre with a floor area of almost 1,000 m². Further shop openings are already in the planning. Blue Tomato is looking forward to an exciting and fantastic future together with Zumiez.“ (BLUE-TOMATO online, 31.05.2015)

Current Headquarters



abb. 11: Blue Tomato founder Gerfried Schuller (aus blue-tomato.com, 31.05.2015)



abb.12: Blue Tomato Teamrider @ Dachstein 2014 (aus blue-tomato.com, 31.05.2015)



abb.13: Europe's biggest selection (aus blue-tomato.com, 31.05.2015)



abb.14: Shop Wien - Rotenturmstr. 13 (aus blue-tomato.com, 31.05.2015)



Blue Tomato Shop Innsbruck
abb.15: blue tomato shop innsbruck (aus blue-tomato.com, 31.05.2015)



abb.16: the current headquarters, © niklas rupprechter



abb.17: the current headquarters, © niklas rupprechter

5 the site

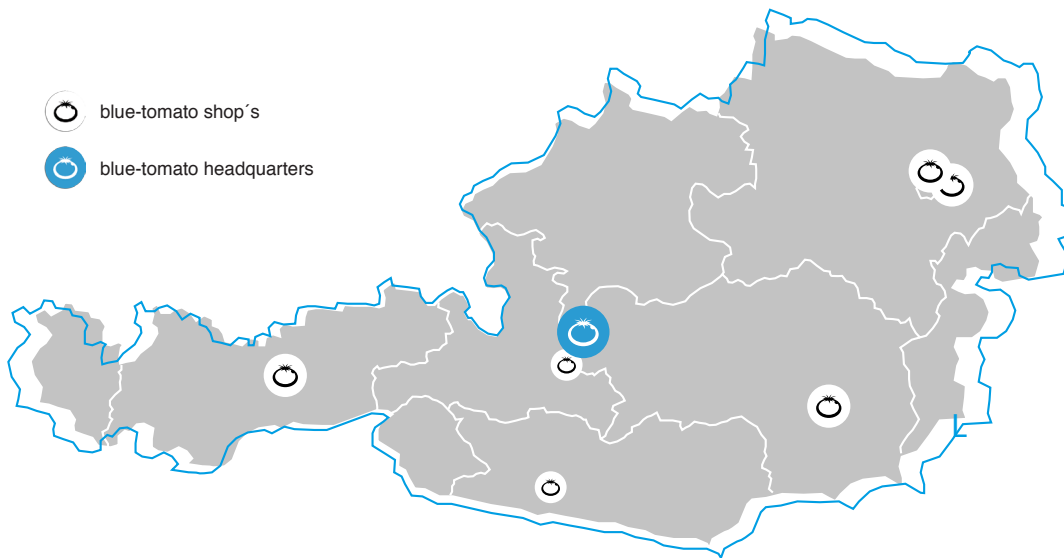


abb.18: blue tomato locations, © niklas ruprechter

schladming, inhabitants, climate, seasonal activities,

the city schladming is situated in the middle of the so called ennstal and is the center of skiing for the skiing area schladming/dachstein. from this point a lot of skiing regions can be reached by lift or by car in just a couple of minutes. its a city what mainly lives out of tourism. in recent years there has been a big difference between summer and winter. a seasonal tension between overfilled and emptyness. the city government responded to this big income hole during summer and created a marketing strategy and a following realization plan to attract people from may to october for going mountainbiking, hiking, climbing,.... it can be seen that there is a quite active surrounding ragarding sportactivities. this context seems to be a part as well for founding such a great company like blue tomato and therefore the managment and employees of the firm want to keep the location of the hq on the current city wher you can have a great view to the inner city and the final slope of the skiing area of schladming.

location

more cows than people? could be, but in the end this atmosphere is quite interesting and maybe the base for further great ideas.



abb.19: ennstal, © niklas ruprechter



abb.20: location headquarters, © niklas ruprechter



abb.21: view, from the site to the inner city of schladming, © niklas ruprechter

location: schladming, hochstraße 628
 employes: 50, 8 departments

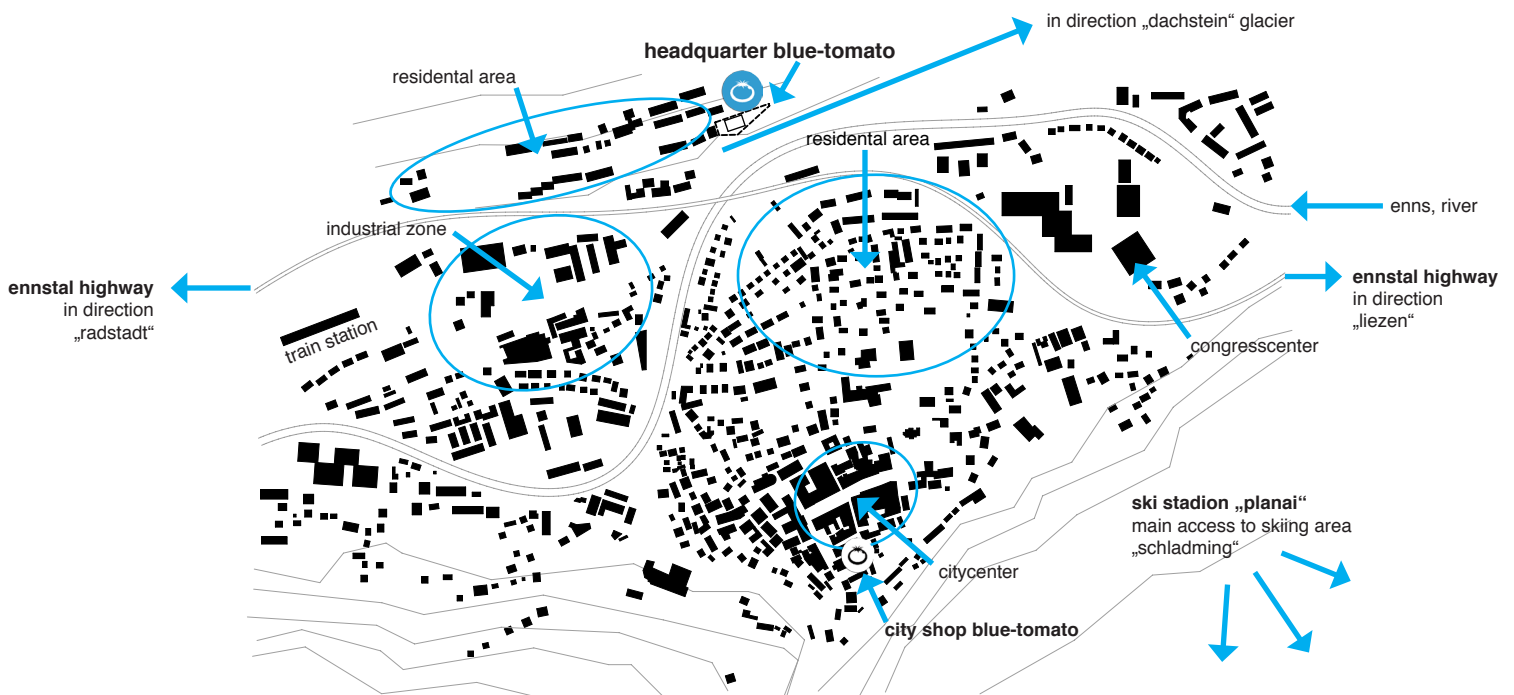


abb.22: location headquarters, black-plan schladming, © niklas ruprechter

site plan

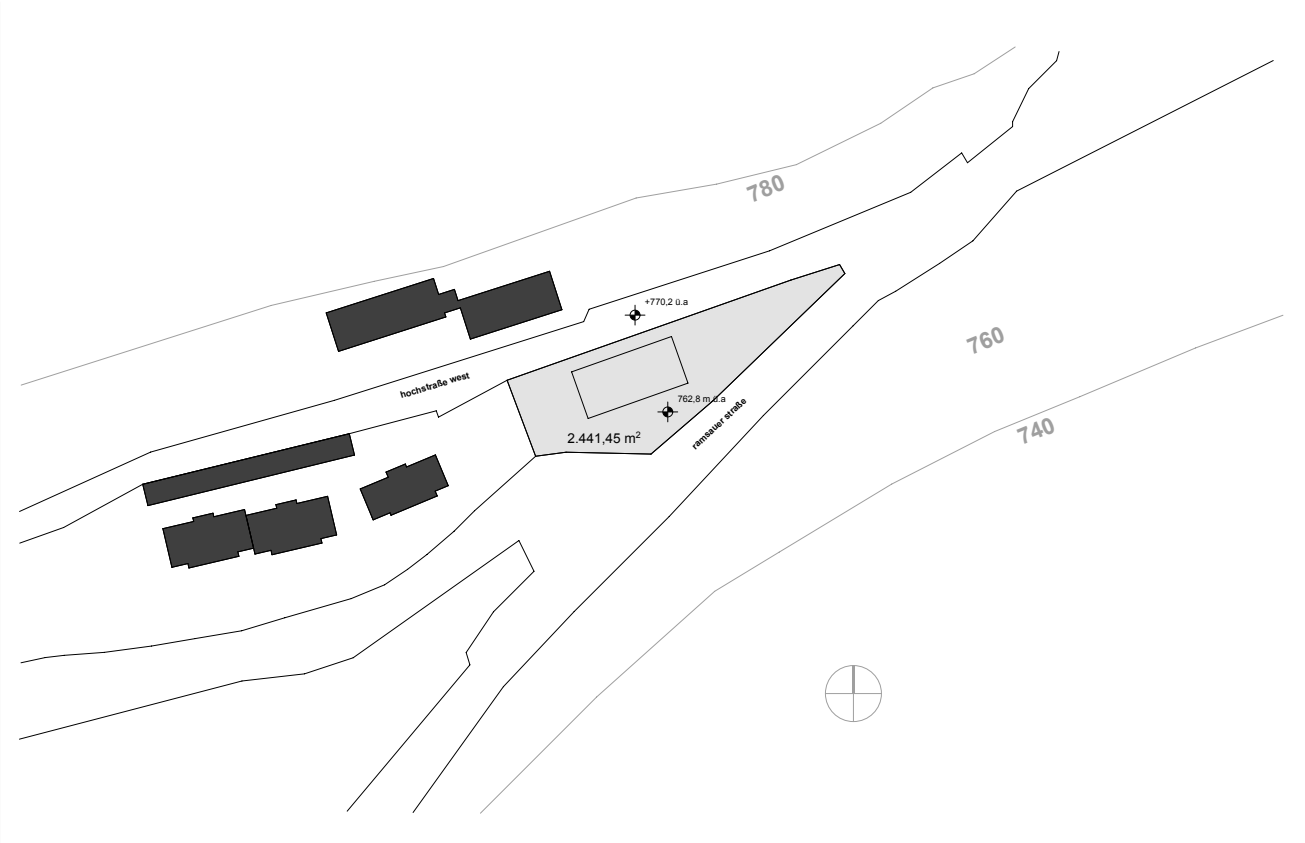


abb.23: site-plan blue-tomato hq, © niklas rupprechter

context around the existing headquarter



abb.24: about the site, © niklas rupprechter

6 the making of

on my way to the final project many steps in between appeared!
i want to show these as well in the following points!

6.1 research

6.1.1 survey

online survey to employees of blue-tomato hq about following questions:

- what does snowboarding, freeskiing, skating and surfing mean to you?
(38 participants)
- do you appreciate the recent location of the blue-tomato headquarter?
(38 participants)
- what currently work well in the headquarter? (36 participants)
- what doesn't work in the headquarter? (37 participants)
- what are your personal wishes/ requirements for the new hq?
(36 participants)

6.1.2 interview

interview with *mag. paul becker, head of marketing*

topics:

1. presentation diploma project
2. overview about the company
3. guided company tour
4. the future of snowboarding, skiing, surfing and skating

6.1.3 literature

literature research about „bürobau“:

EISELE, Johann; STANIEK, Bettina (Hrsg.) (2005): Bürobau Atlas. München: Callwey Verlag

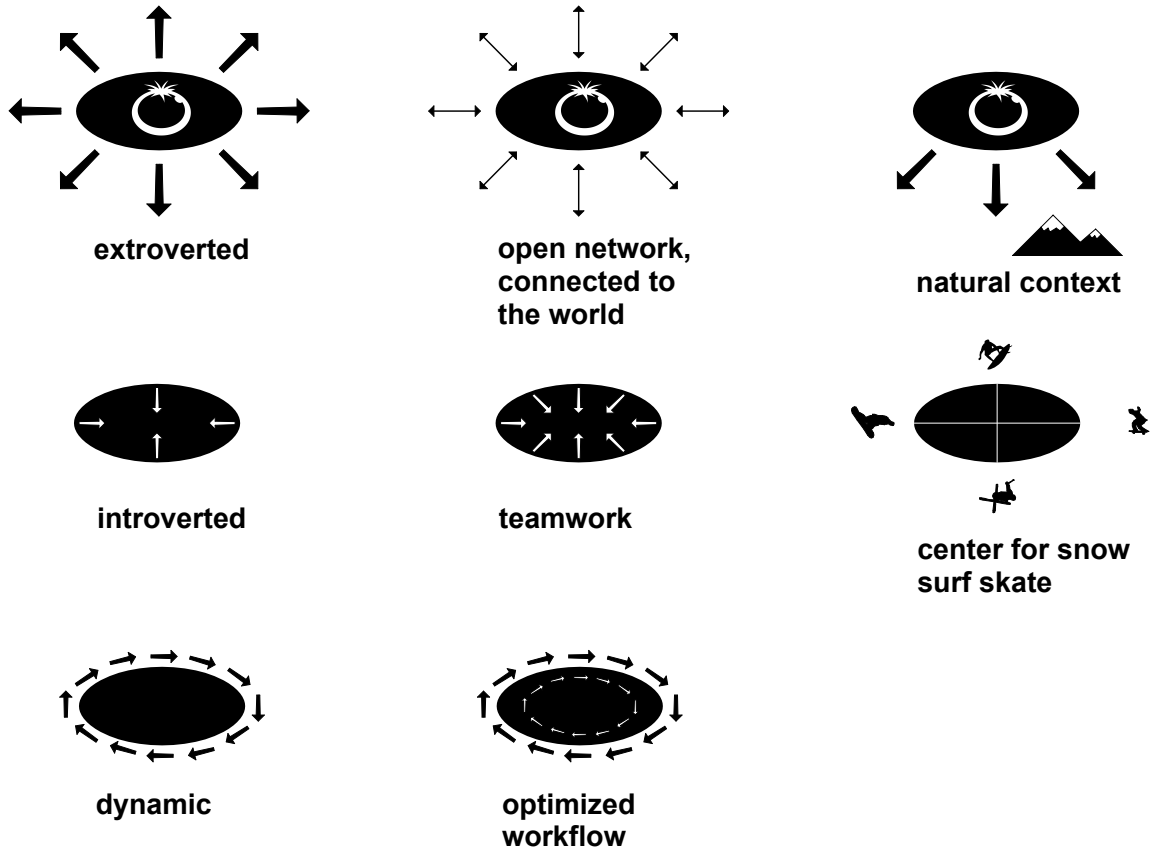


abb.25: what does the tomato stand for and what could it mean to the building, © niklas rupprechter

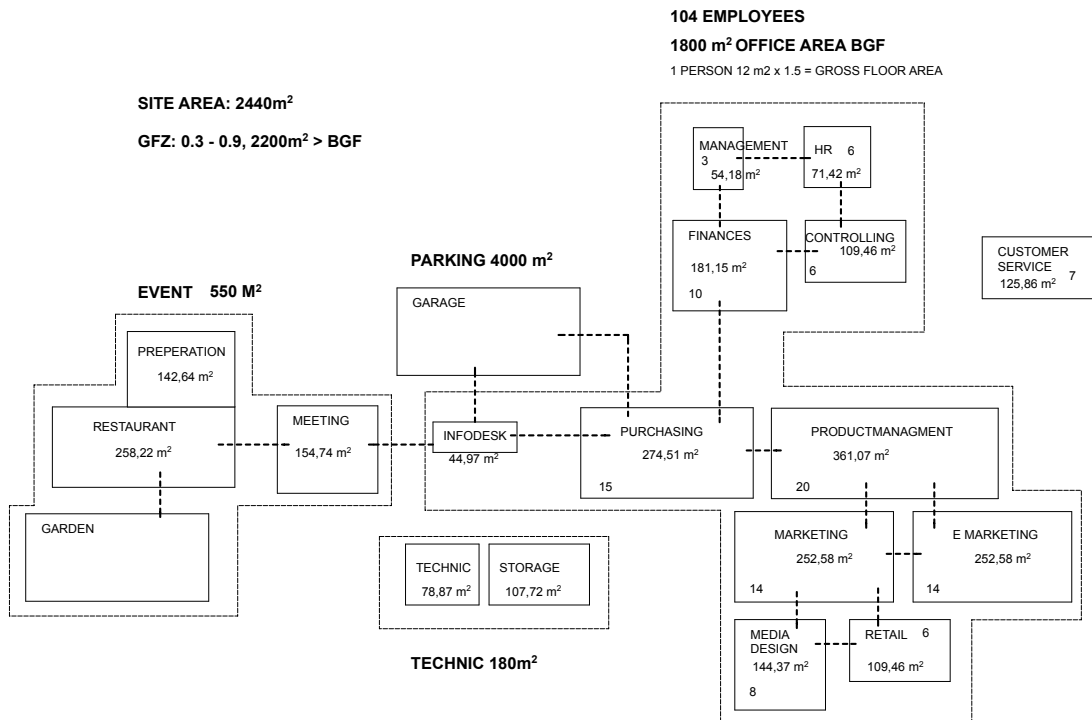


abb.26: functional diagram, © niklas rupprechter

6.2 1st concept



abb.27: tomato has landed on hq, © niklas rupprechter

due to the survey output and the interview with marketing director paul becker the hq shall remain at the current site. (roots of company, natural context, no further costs for a new buildingsite)

clients of blue tomato don't want to be a part of the mass consumption what happens currently in the big sport discounters. it can be seen that the amount of clients who want to have the choice of good quality equipment is rising.

to still ensure the advantages of a specialist shop blue tomato needs a team of employees which grows and shrinks dependent to the consumption.

blue tomato wants to adress more cliens but still want to keep the status specialist shop.
 more brands are needed, more administration, more work on website
 more work on marketing
 more controlling

the hq shall adapt to these requirements.

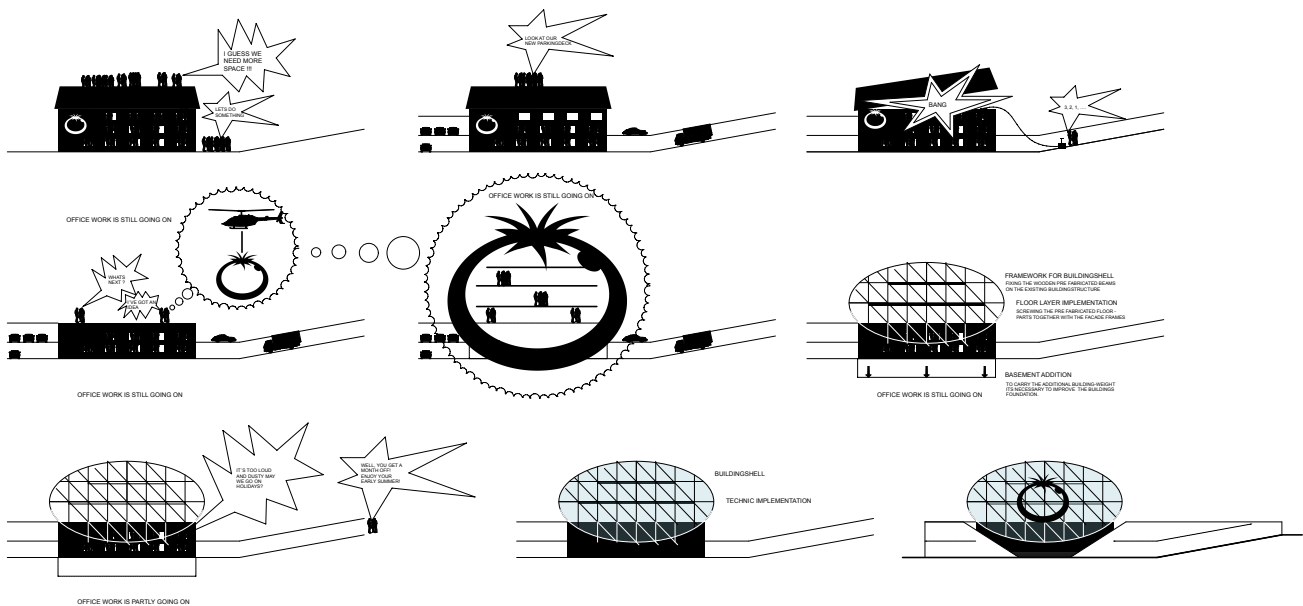


abb.28: storyboard, how could the adaption of the HQ can work, © niklas rupprechter

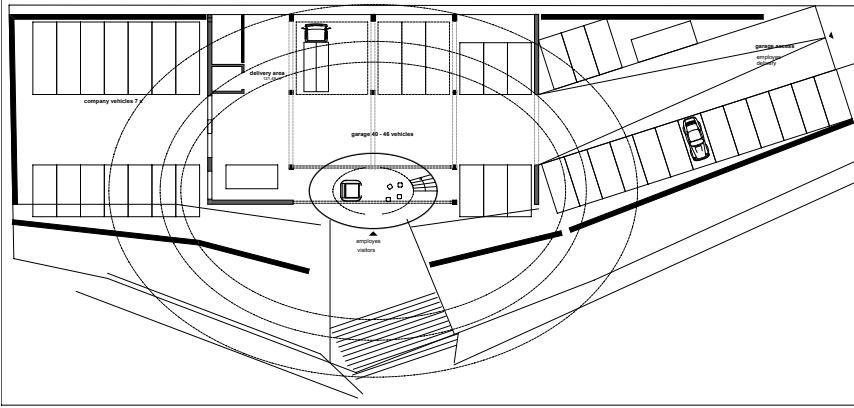


abb.29: level -2_vehicle park, © niklas ruprechter

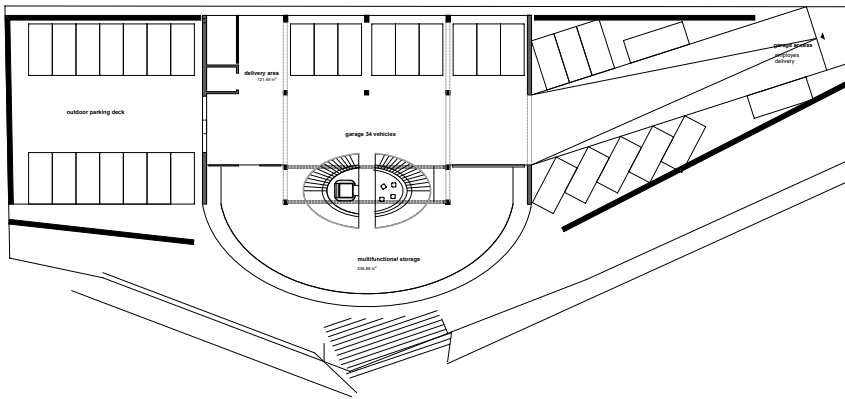


abb.30: level -1_vehicle park, © niklas ruprechter

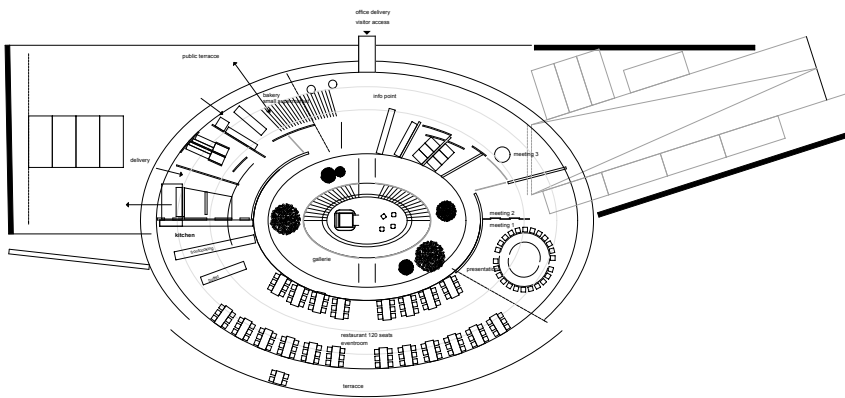


abb.31: level 0_entrance zone, © niklas ruprechter

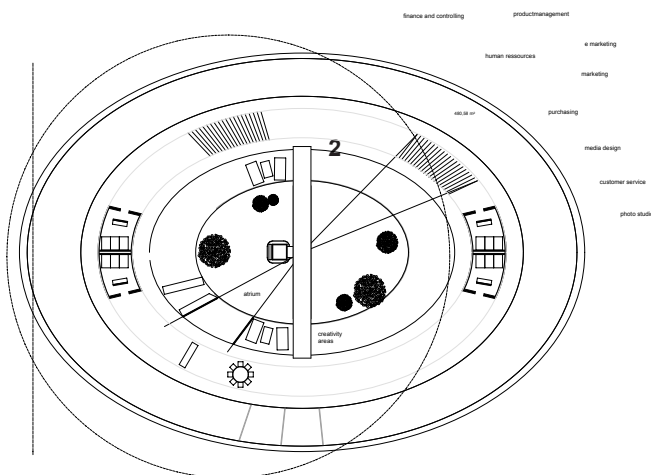


abb.32: level 1_first floor office, © niklas ruprechter

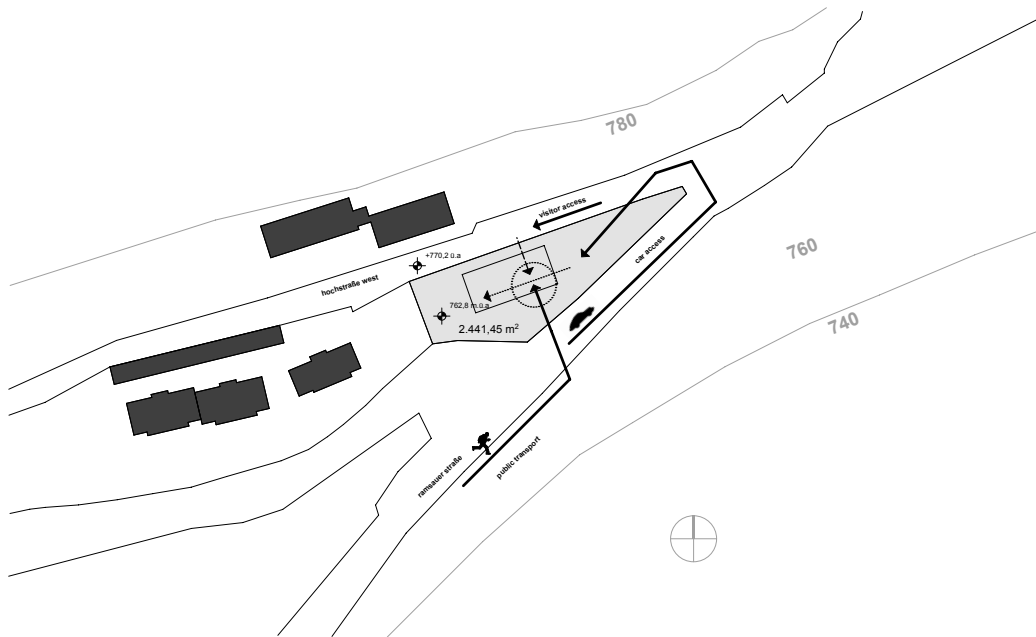


abb.33: local infrastructure, © niklas rupprechter

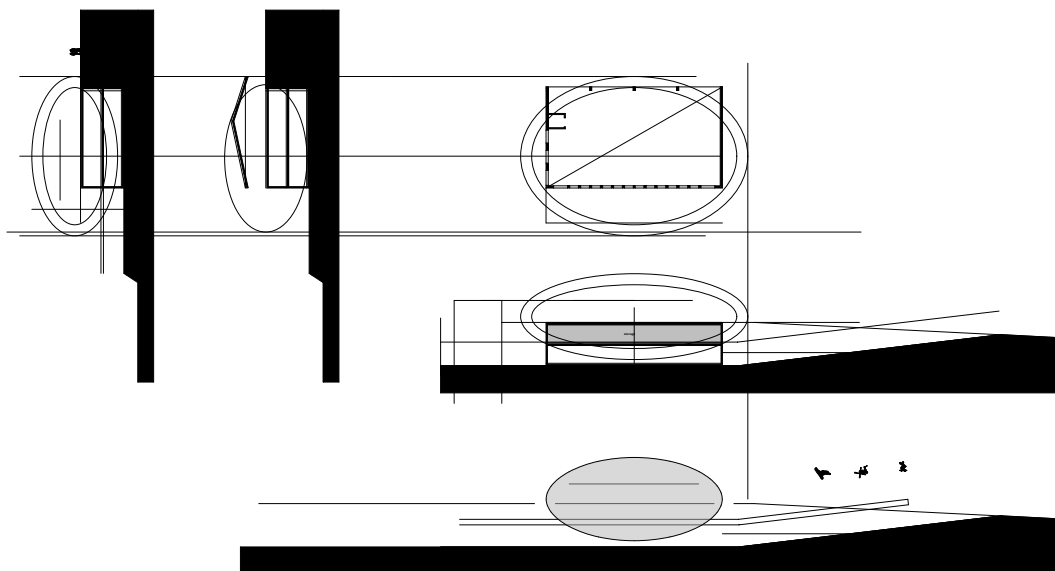


abb.34: sketches, © niklas rupprechter

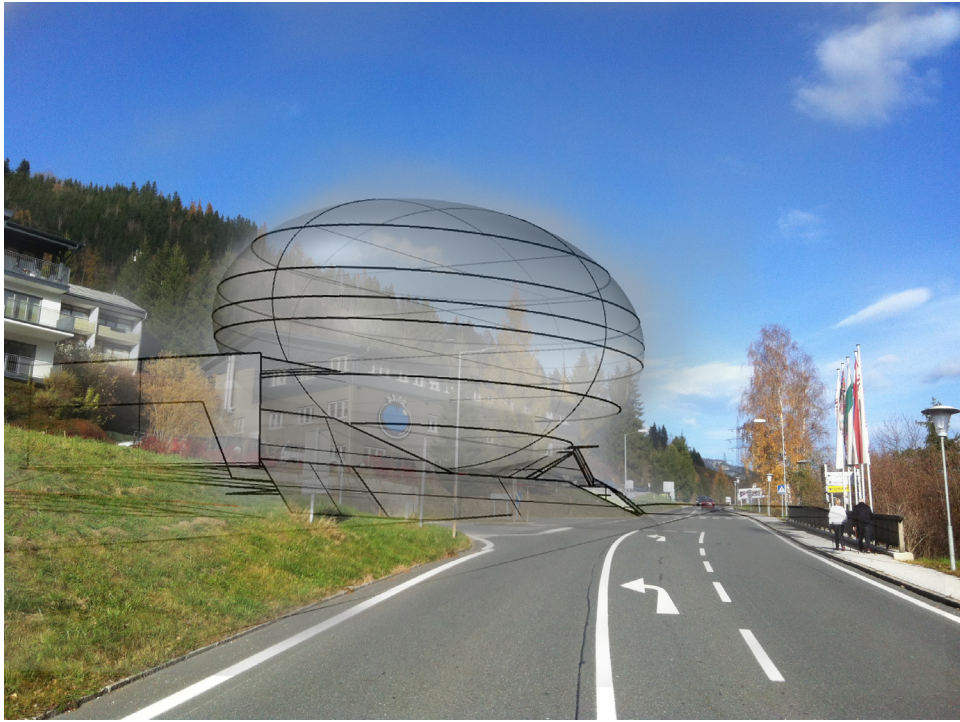


abb.35: the tomato in context, © niklas ruprechter

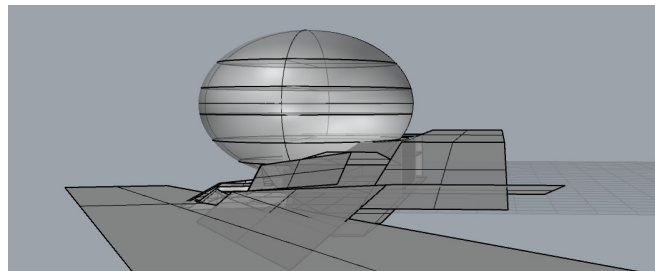
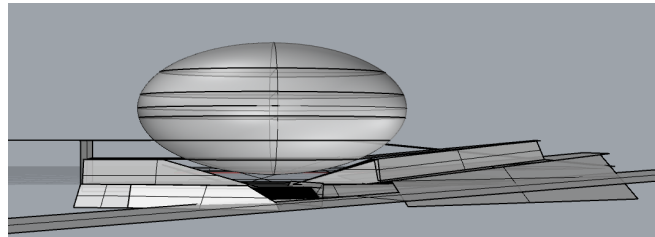
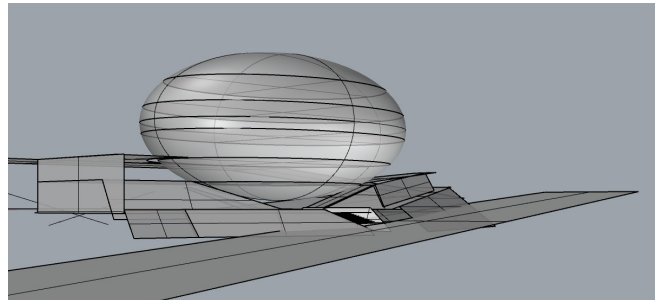


abb.36: the tomato west-, south-, east-view, © niklas ruprechter

6.3 2nd concept

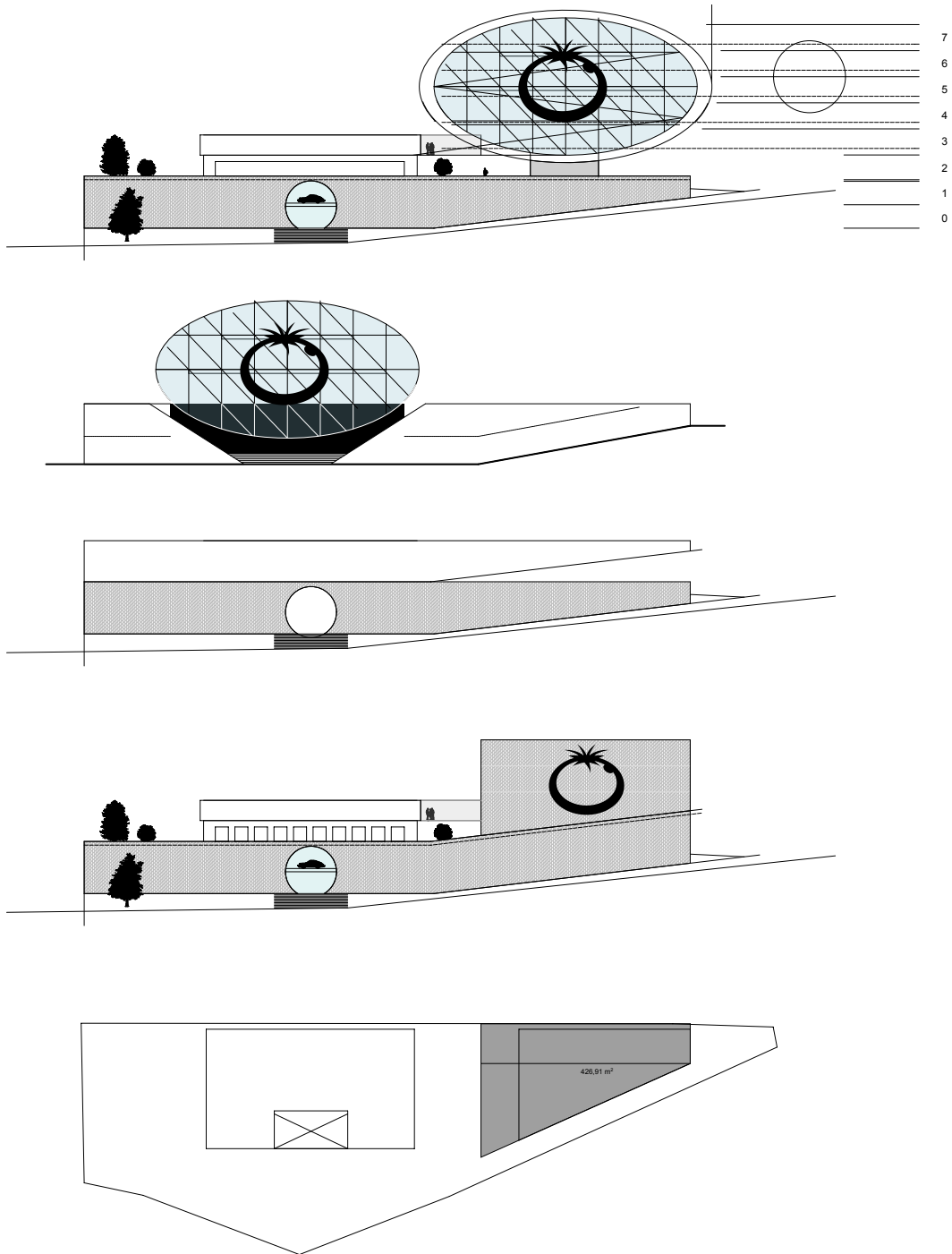


abb.37: 2nd concept, © niklas rupprechter

i tried to keep the existing building completely and placed the required buildingvolume on the east side of the plot.

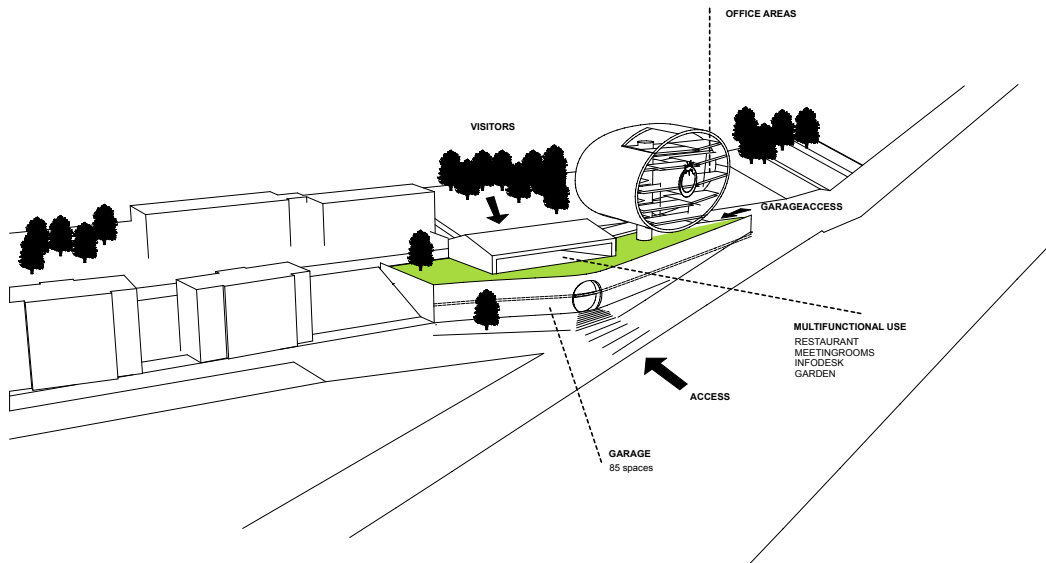


abb.38: functional site-diagram, © niklas rupprechter

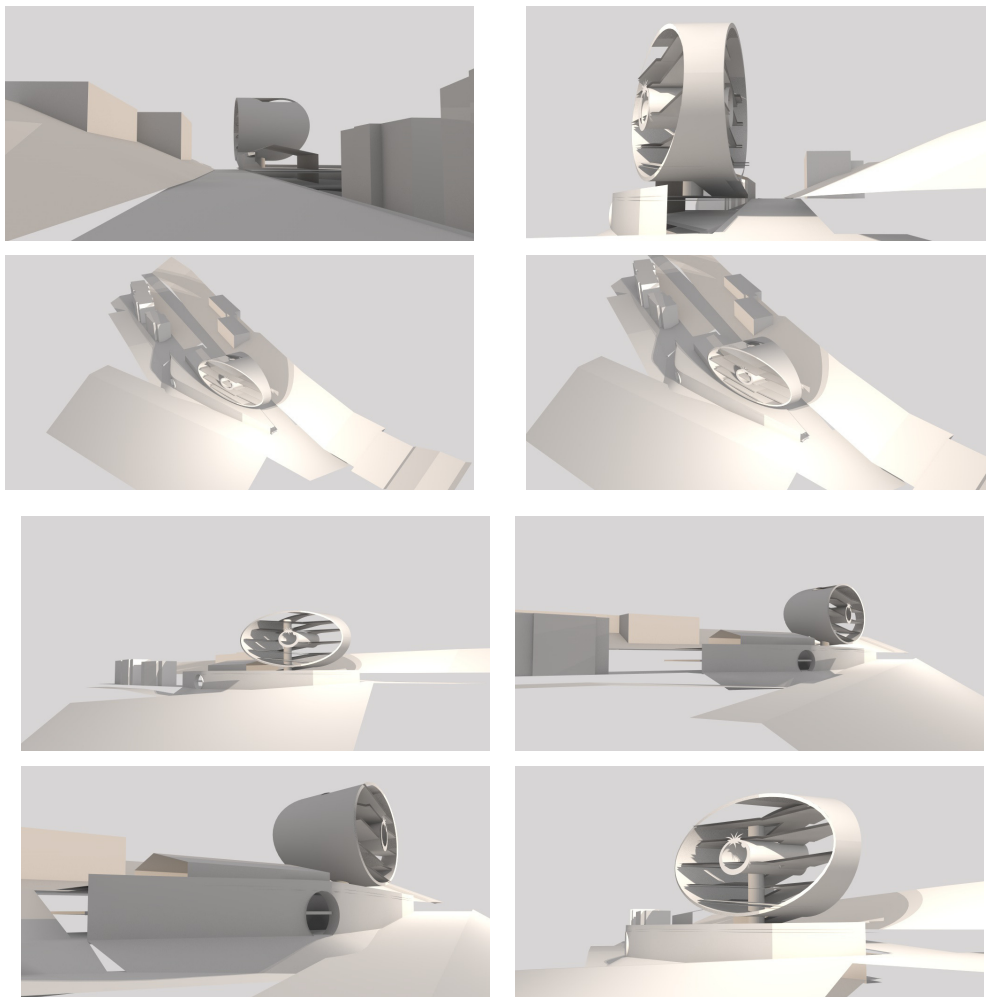
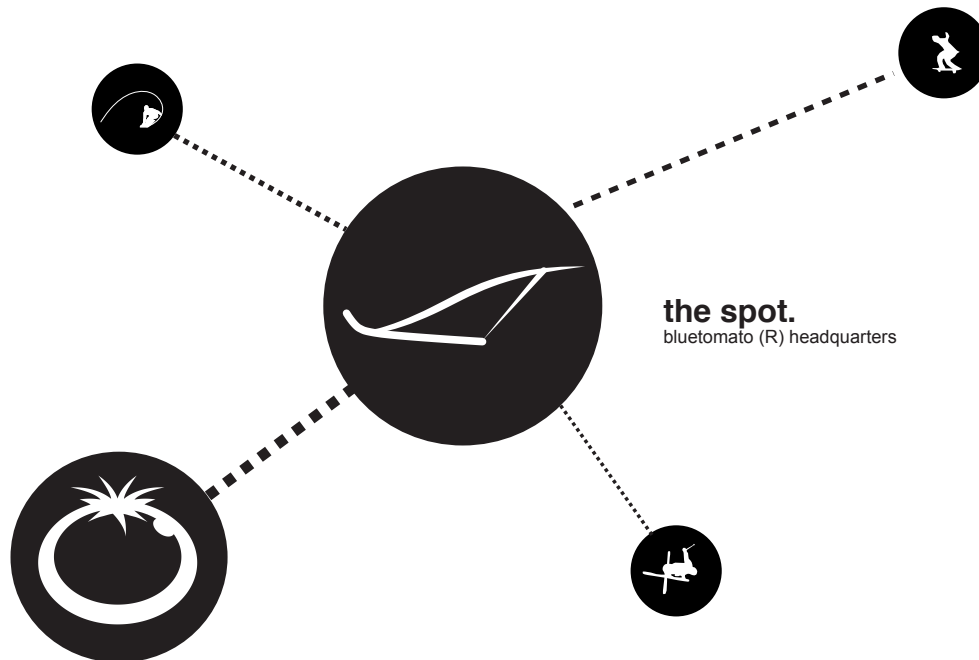
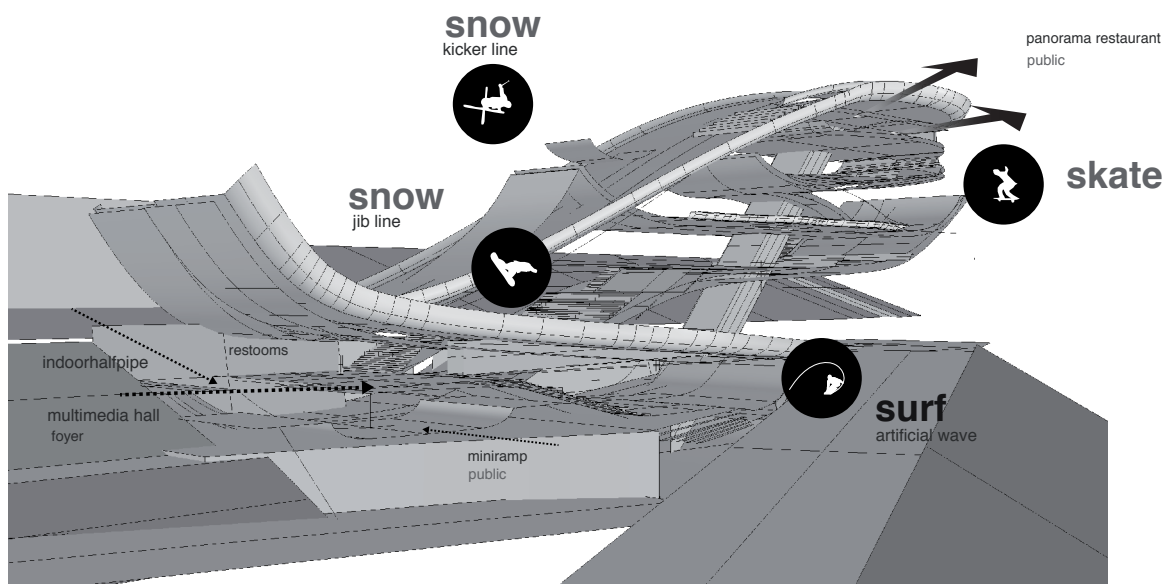


abb.39: visual renderings, © niklas rupprechter

6.4 3rd concept

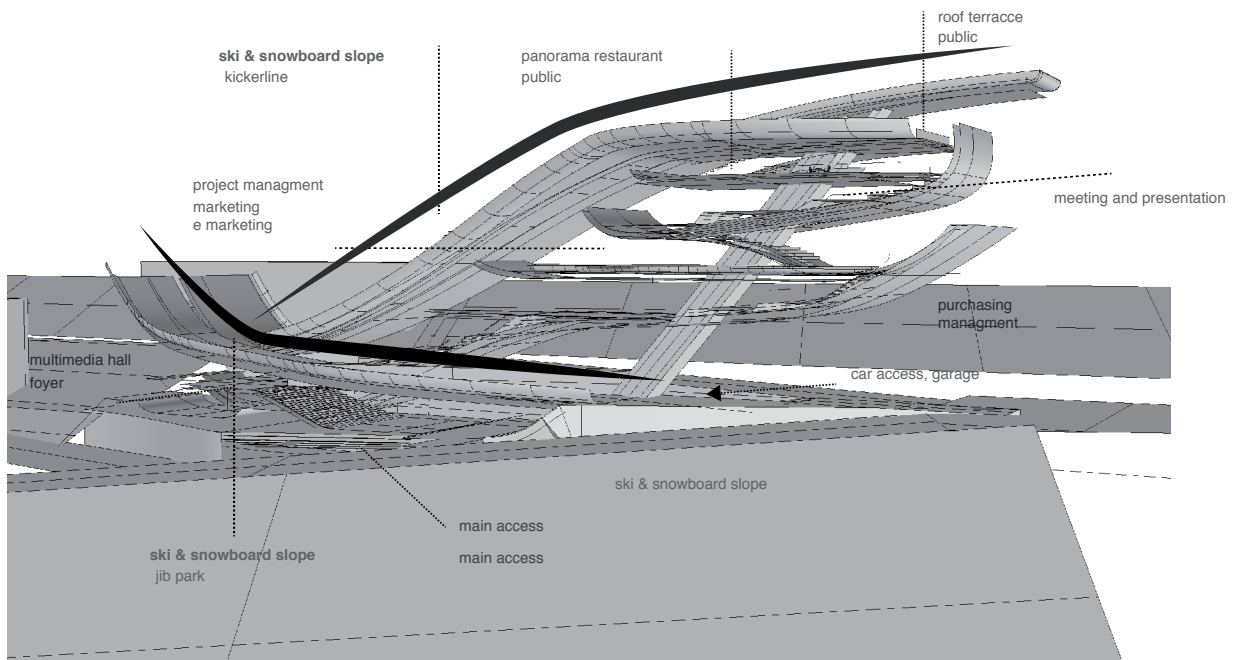
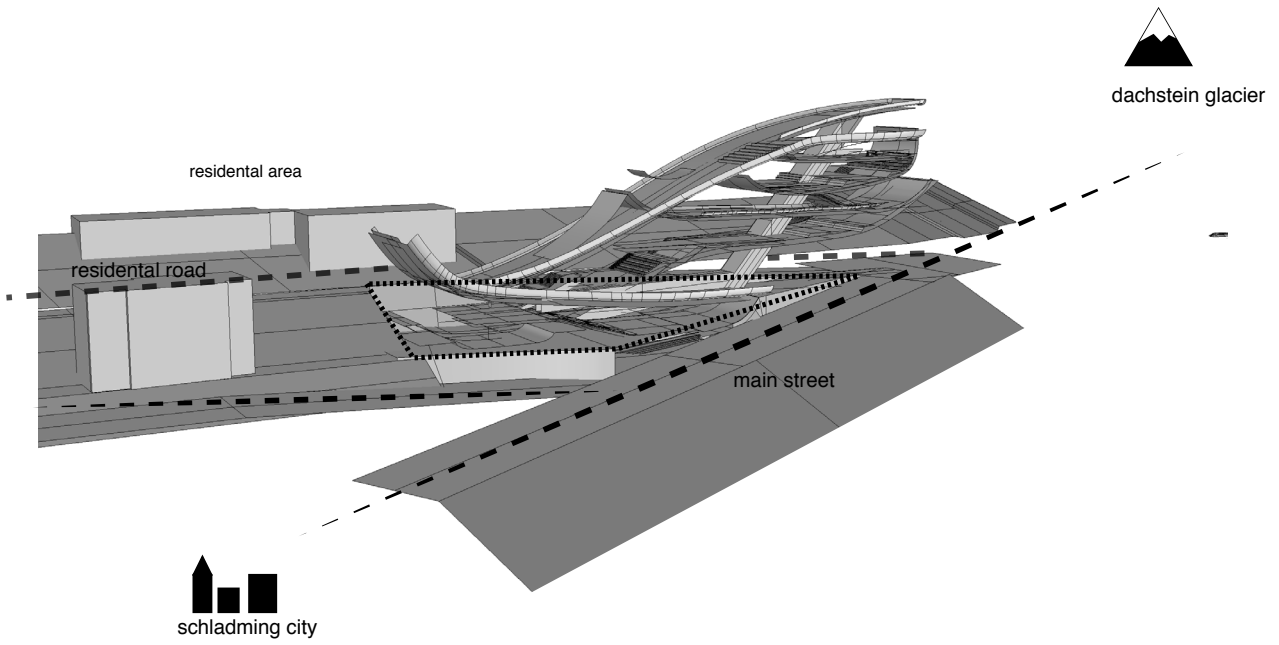


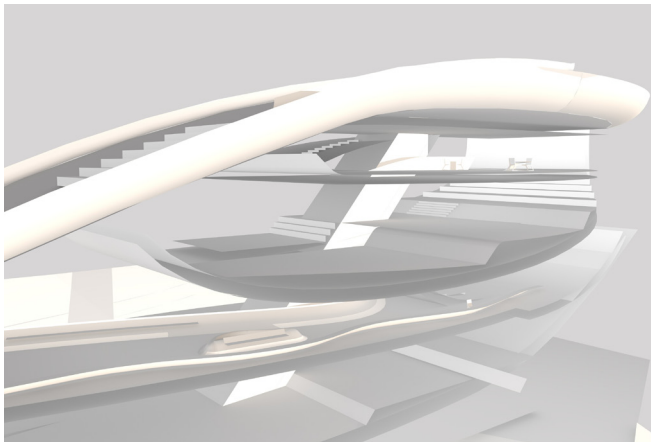
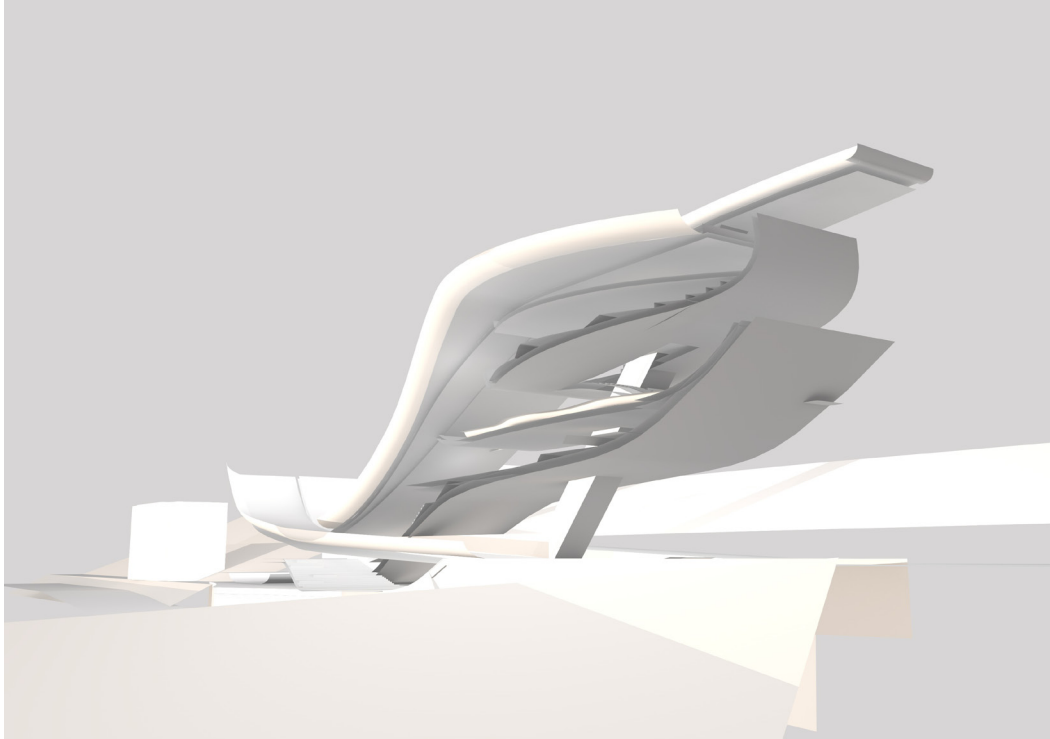
the third concept is based on the idea to create a spot where the staff of blue-tomato can communicate and meet their clients. its an attractive destination which offers a lot of activity. beside the office work what is being done within the building (employees can choose where they want to work within the bulding, no fixed workingplaces are defined, its an active environment what can adapt to it's surroundings.) customers can test the new equipment on the integrated skate surf and snow areas.

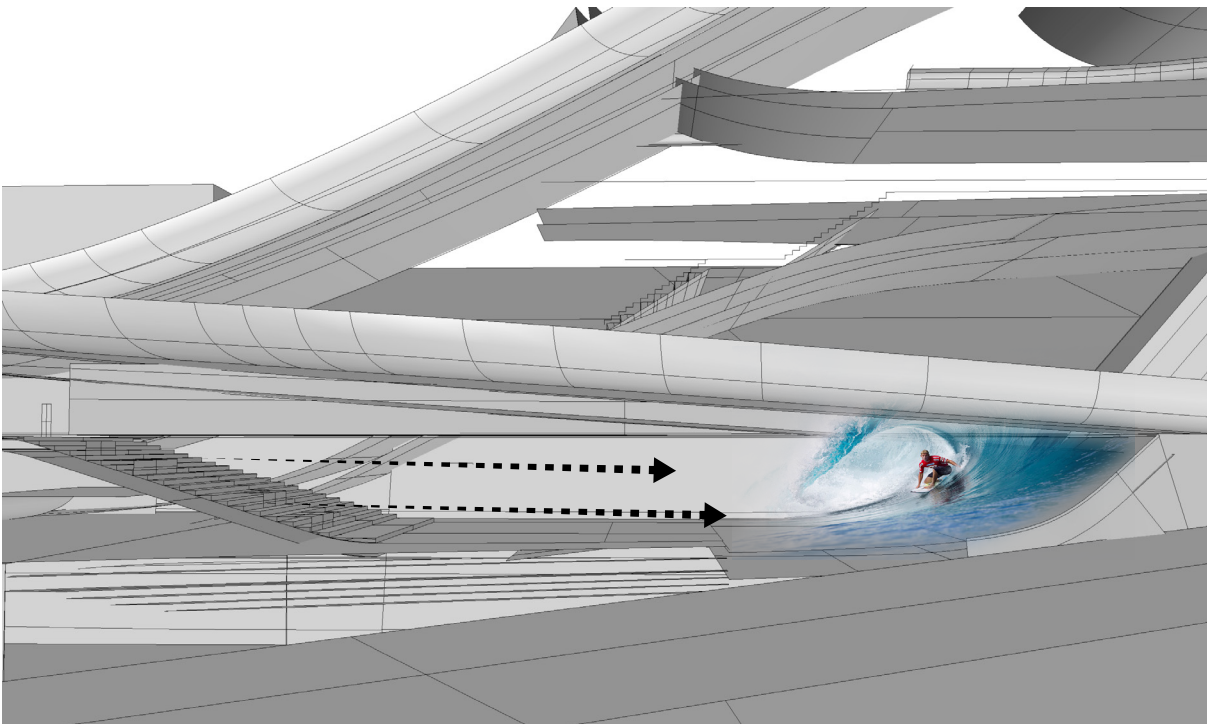
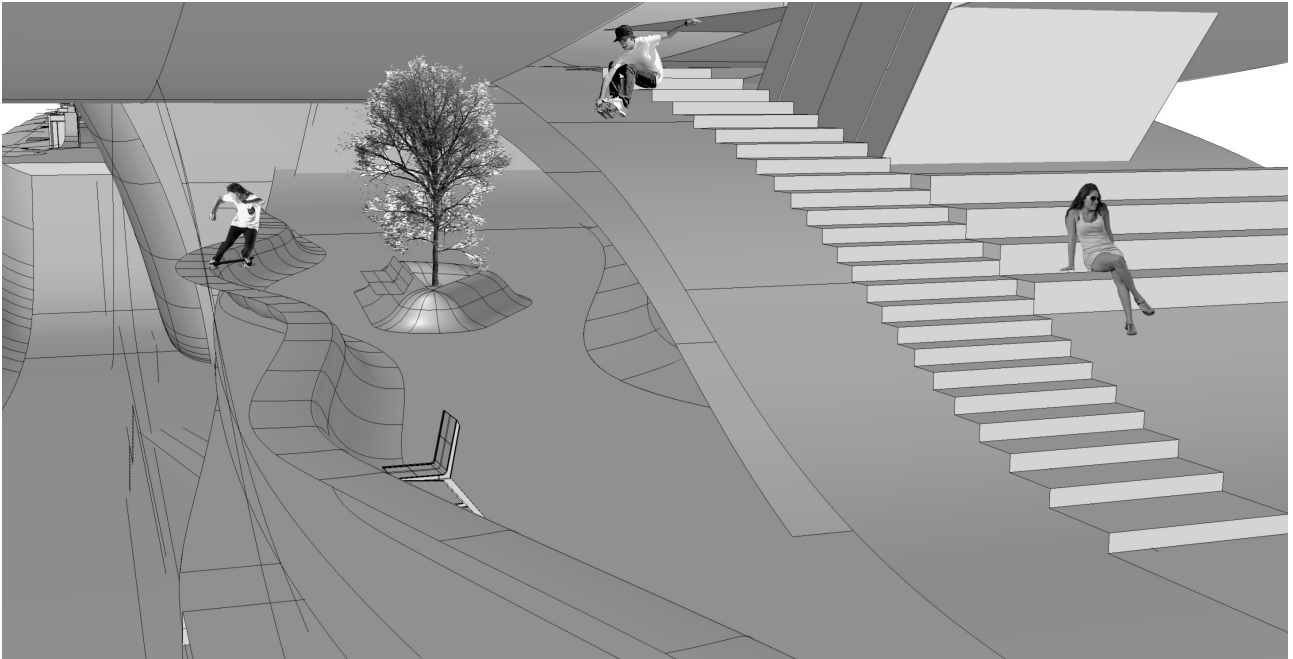




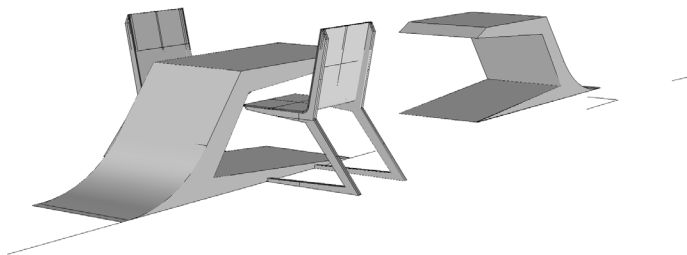
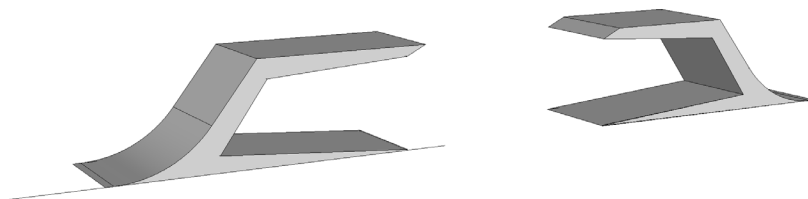
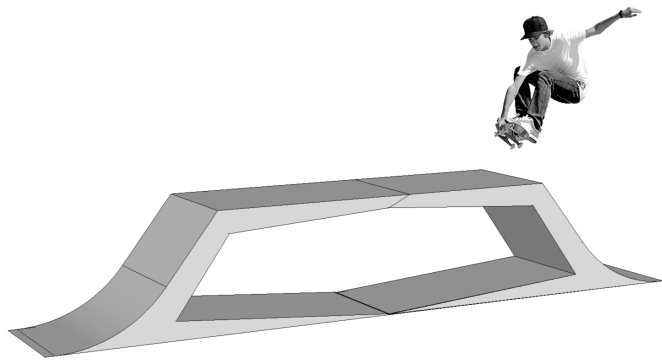
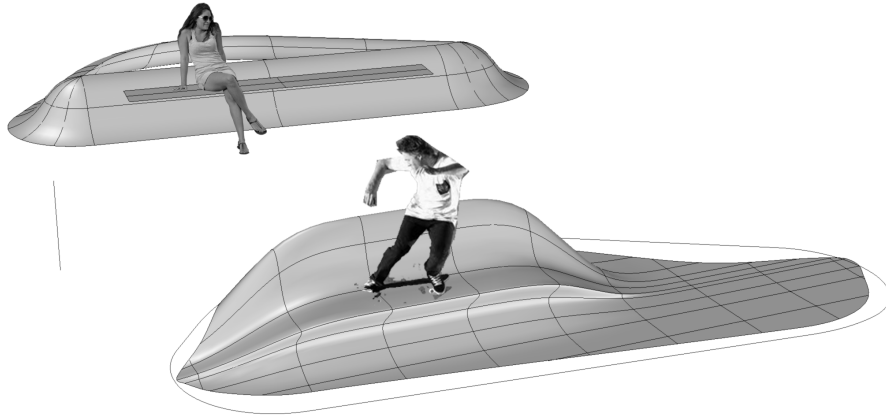
inspiration







concept proposal: the spot, entrance



concept proposal: multifunctional furniture

7 the final project



the spot.
bluetomato (R) headquarters



snow

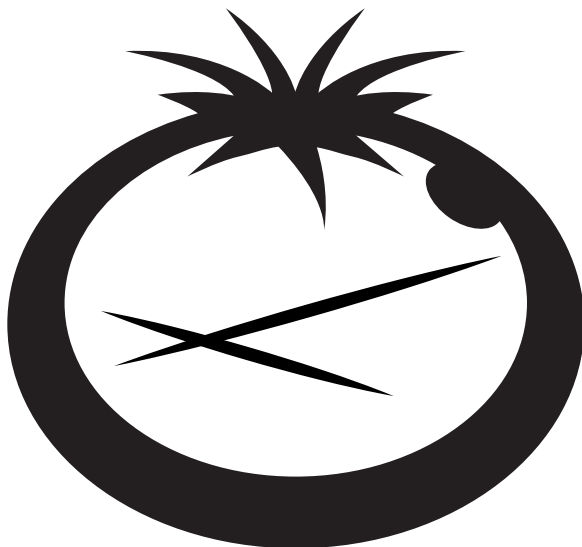
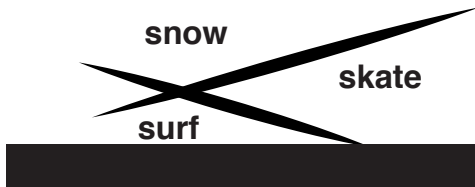
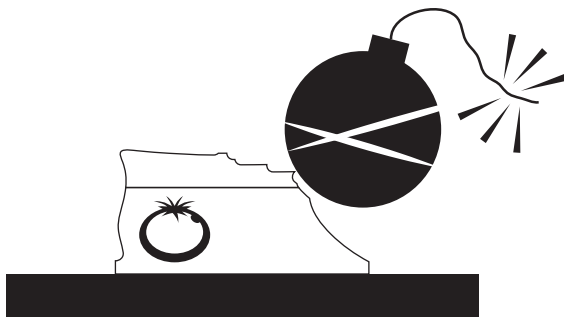
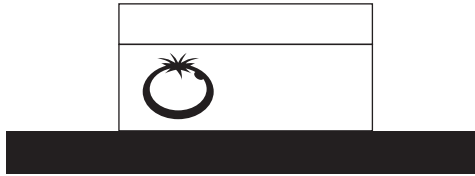


surf



skate

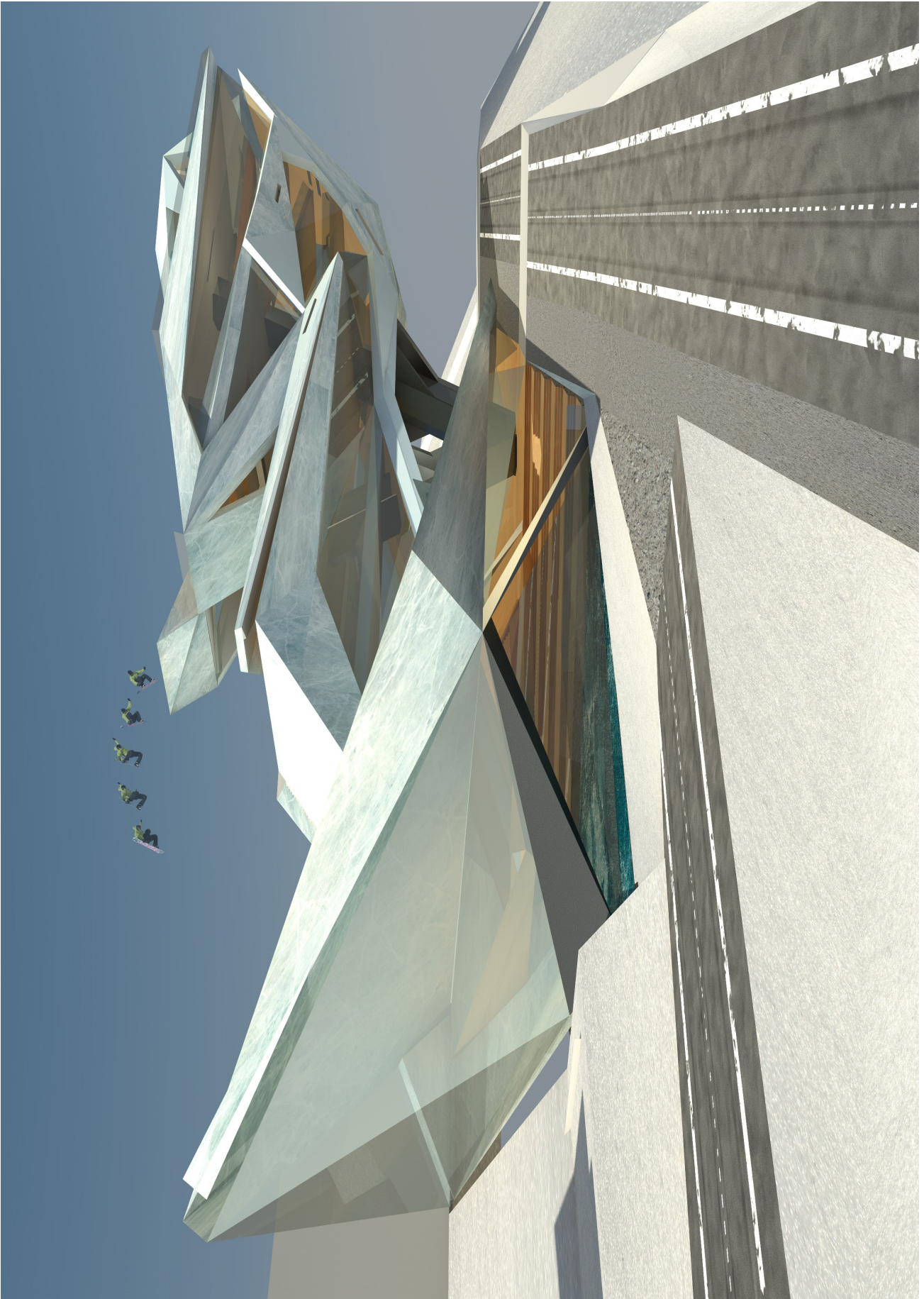
the bluetomato hq is a place of communication. it's a public building where people can do the core activities of blue tomato: snowboarding, skiing, surfing and skating 365 days a year. it's a sustainable way to bring people together and a statement of working against the rising anonymity in today's online business. customers can see how and where their ordered products are processed and the staff can see who their clients are. the building is a continuously landscape where the staff can individually choose their working spaces. the floorplan makes it possible to control public, semi-public and private areas depending on the needs.



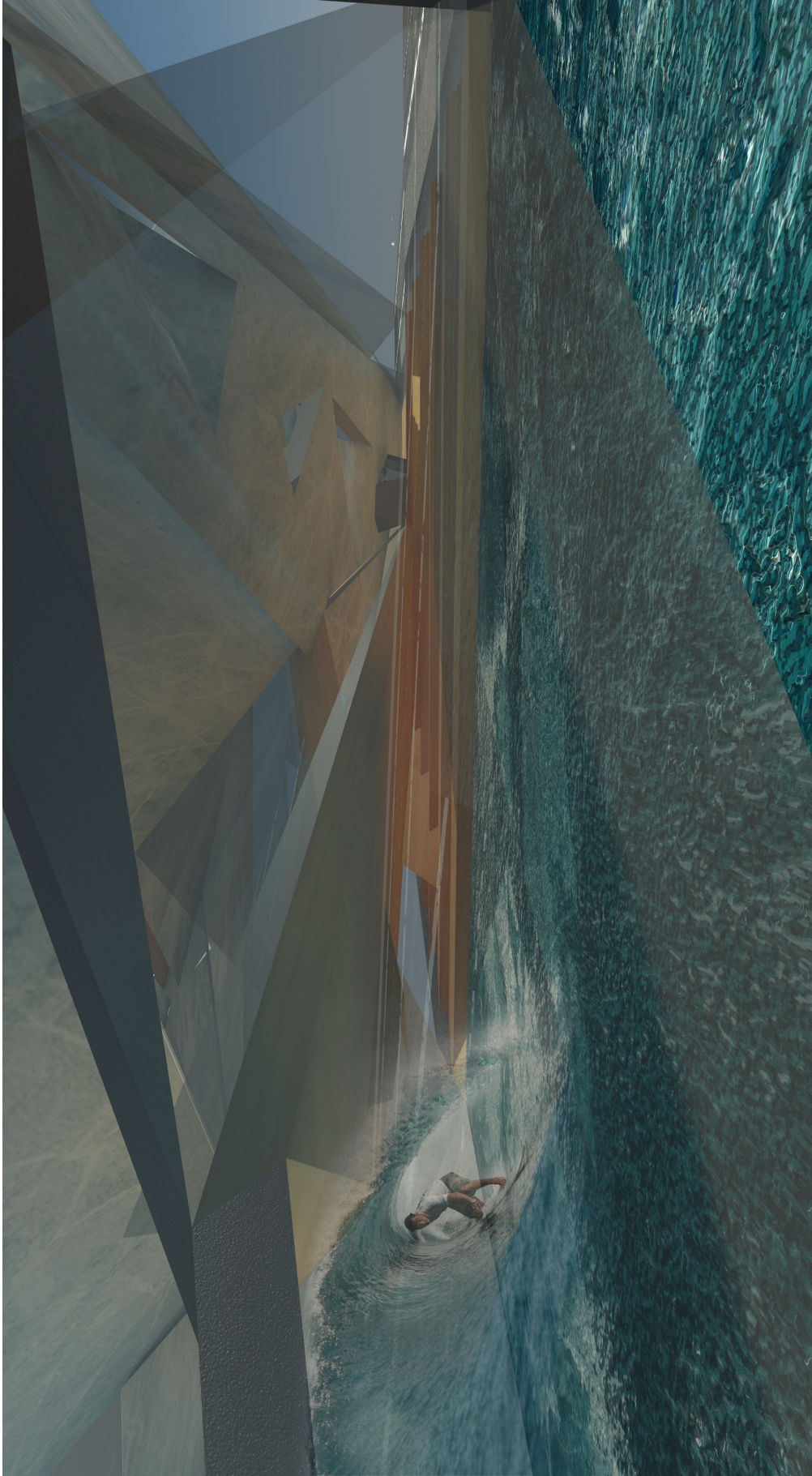
the spot, perfectly represents the philosophy of the company. the old headquarters had a big tomato on its facade so that passing people can identify the firm. now a days and in the future this isn't enough any-more. a company has to show their approach and philosophy so that people can differ companys .



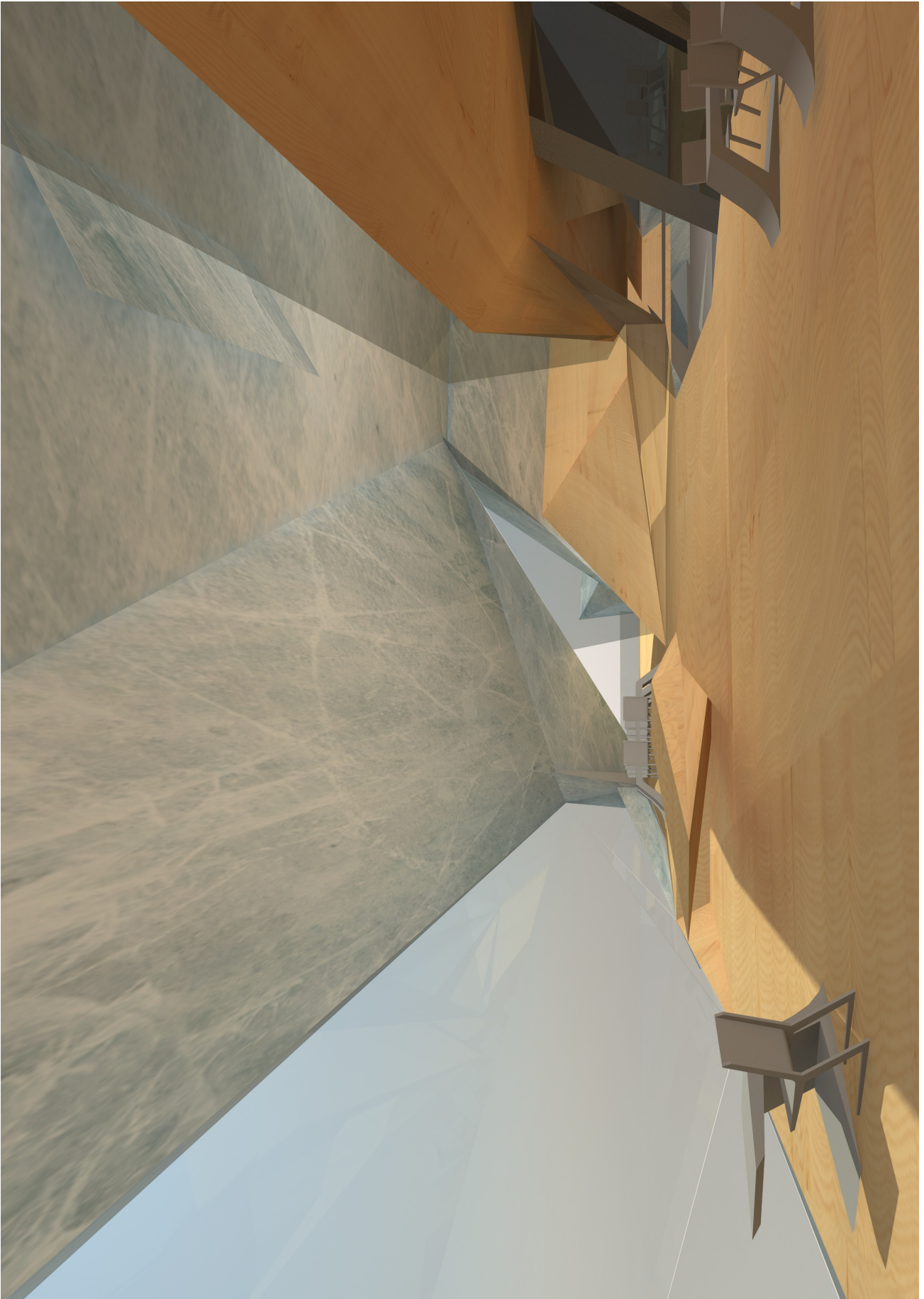
street view, south east



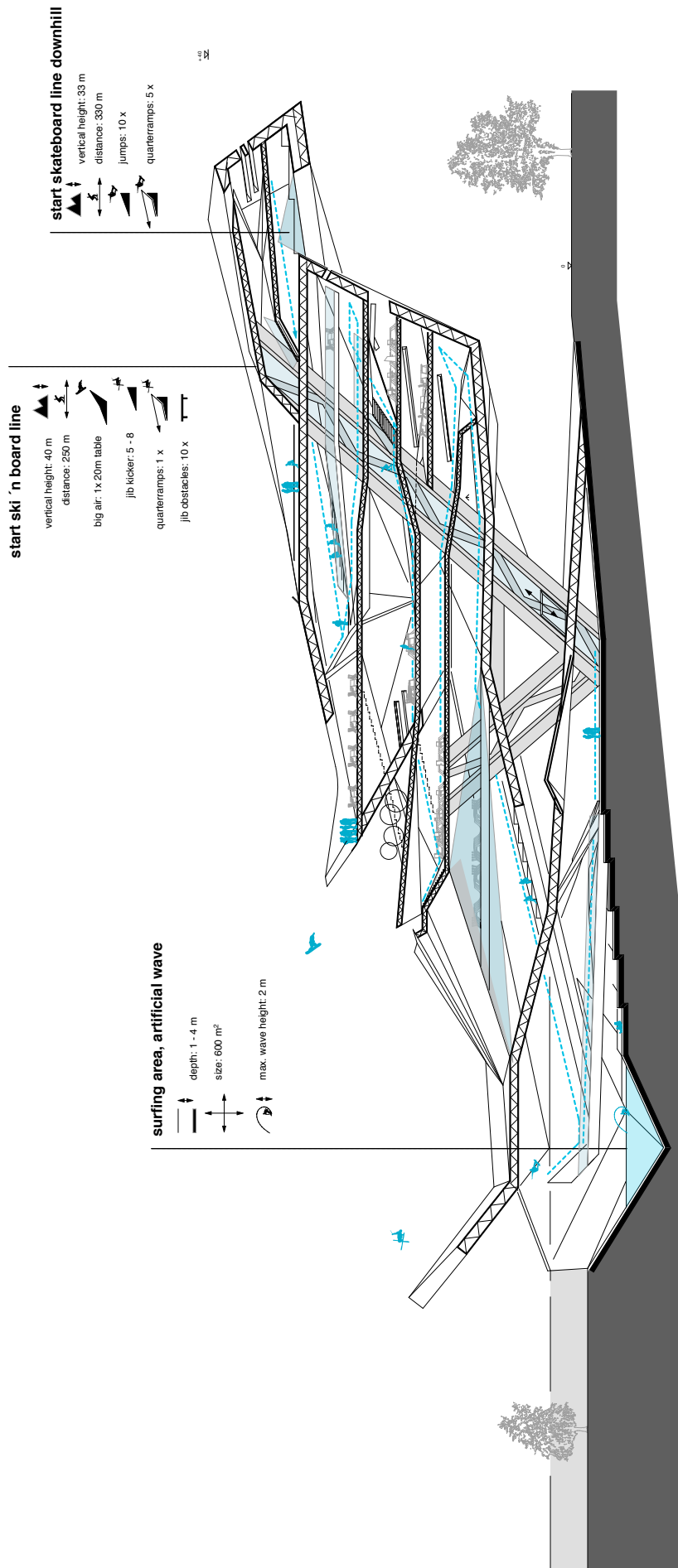
street view, west

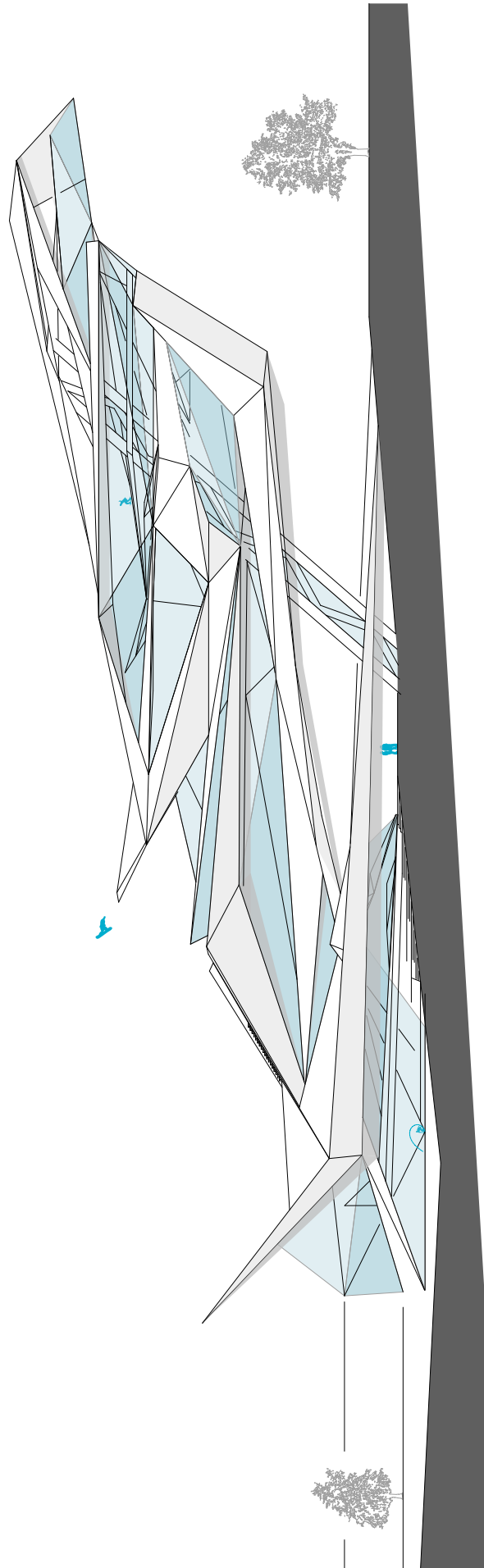


surfing area, artificial wave

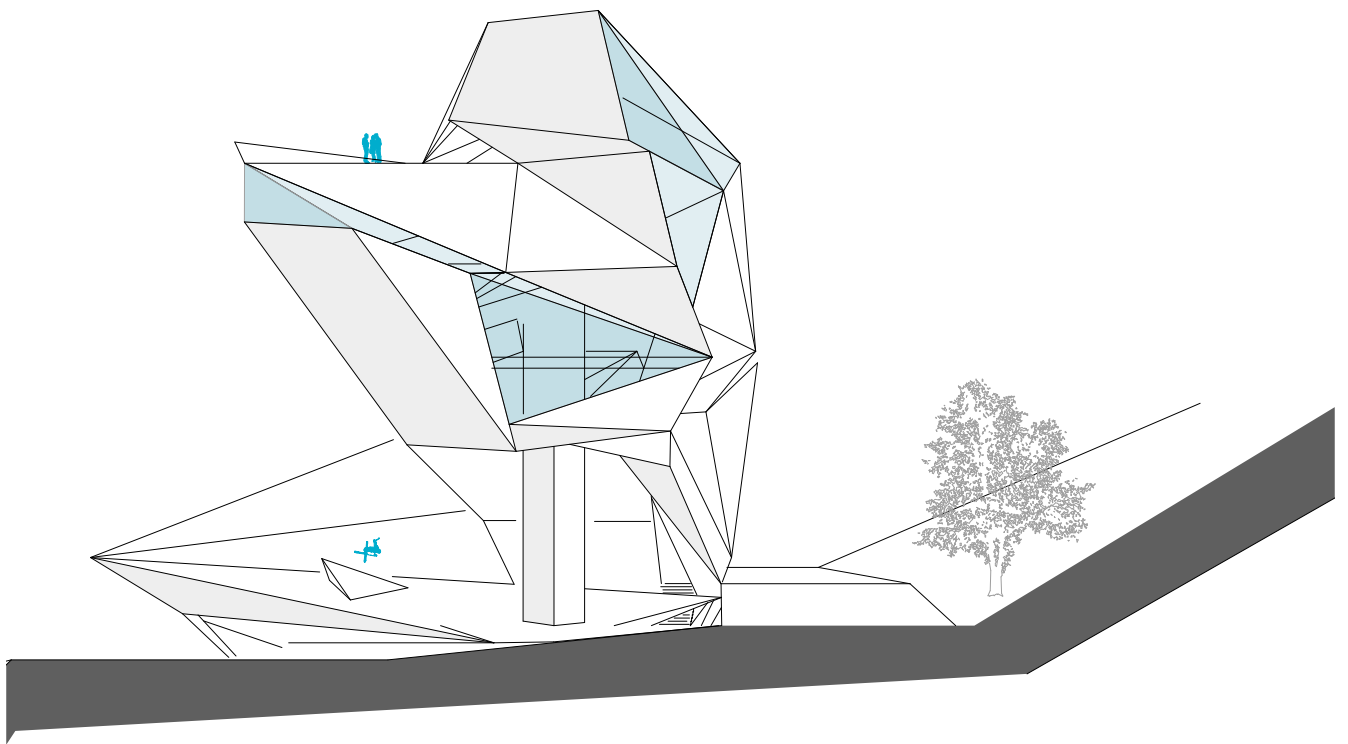


panorama restaurant

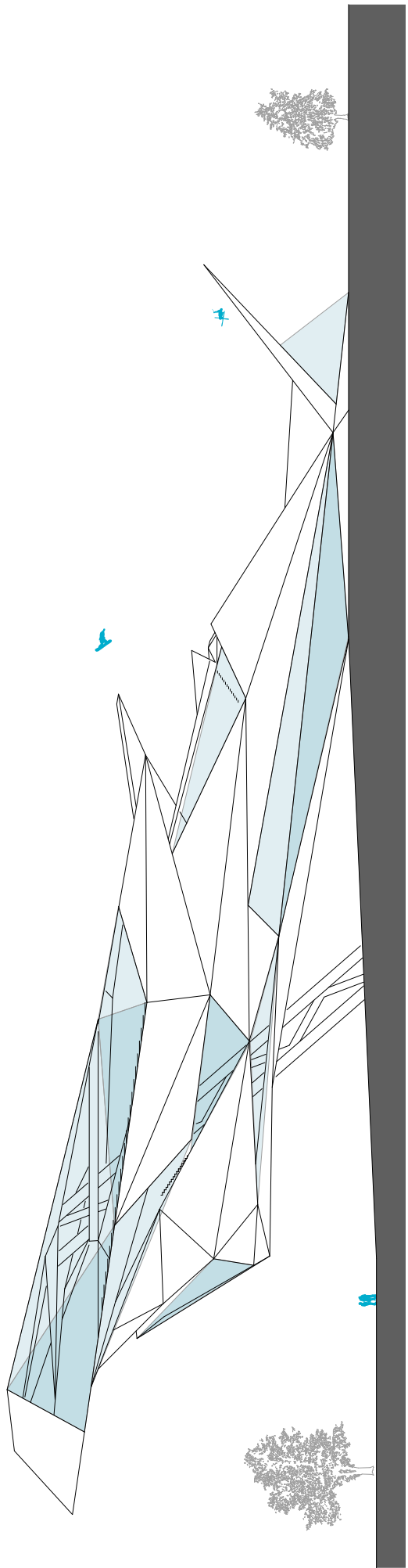




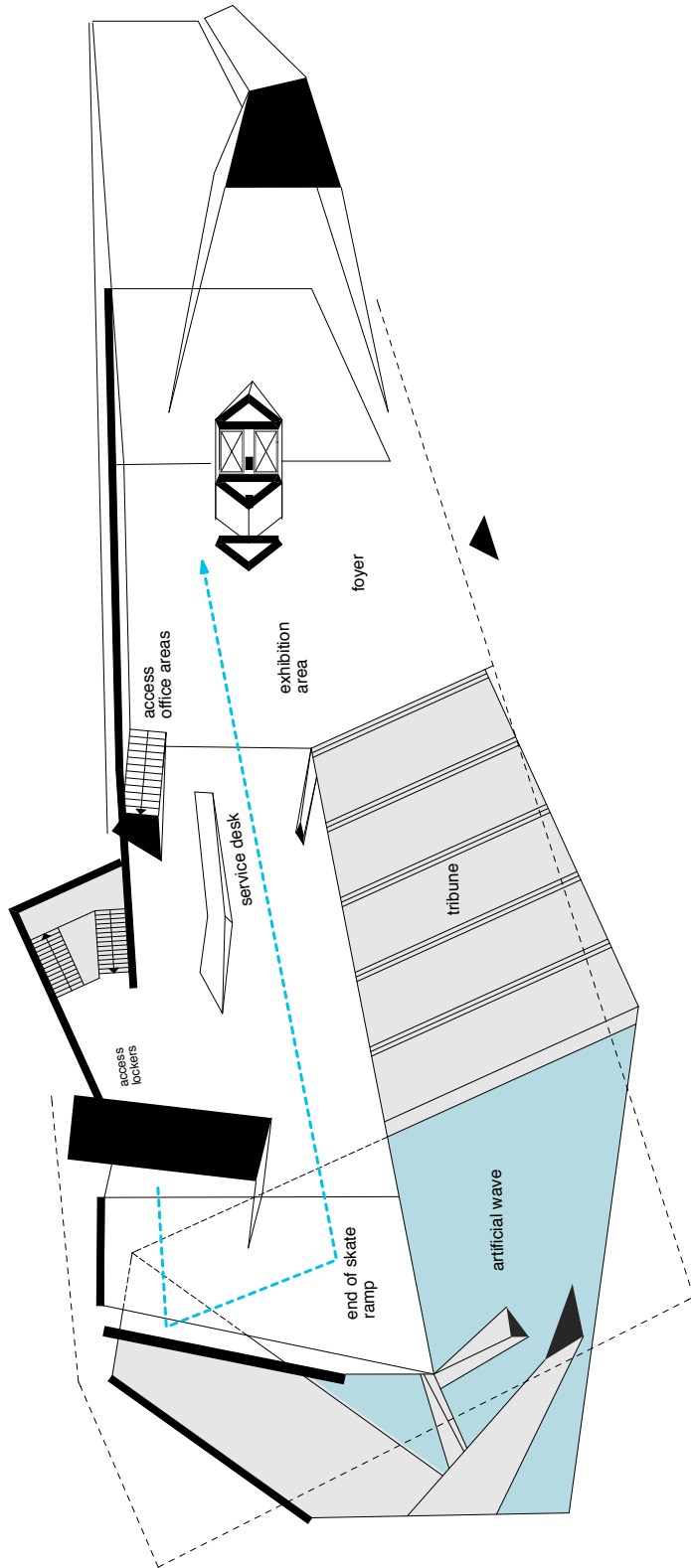
south - view



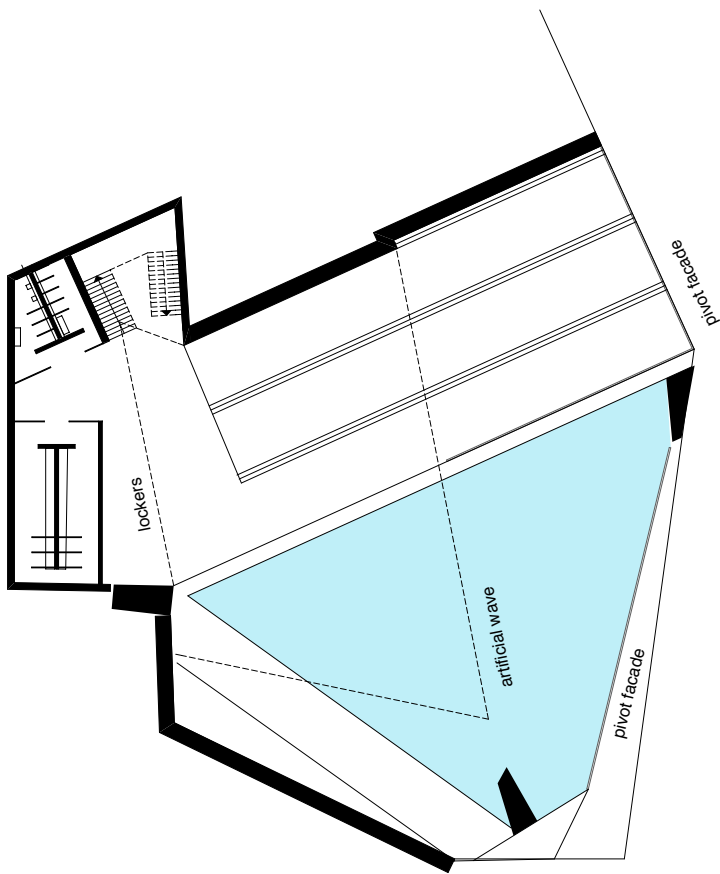
east view



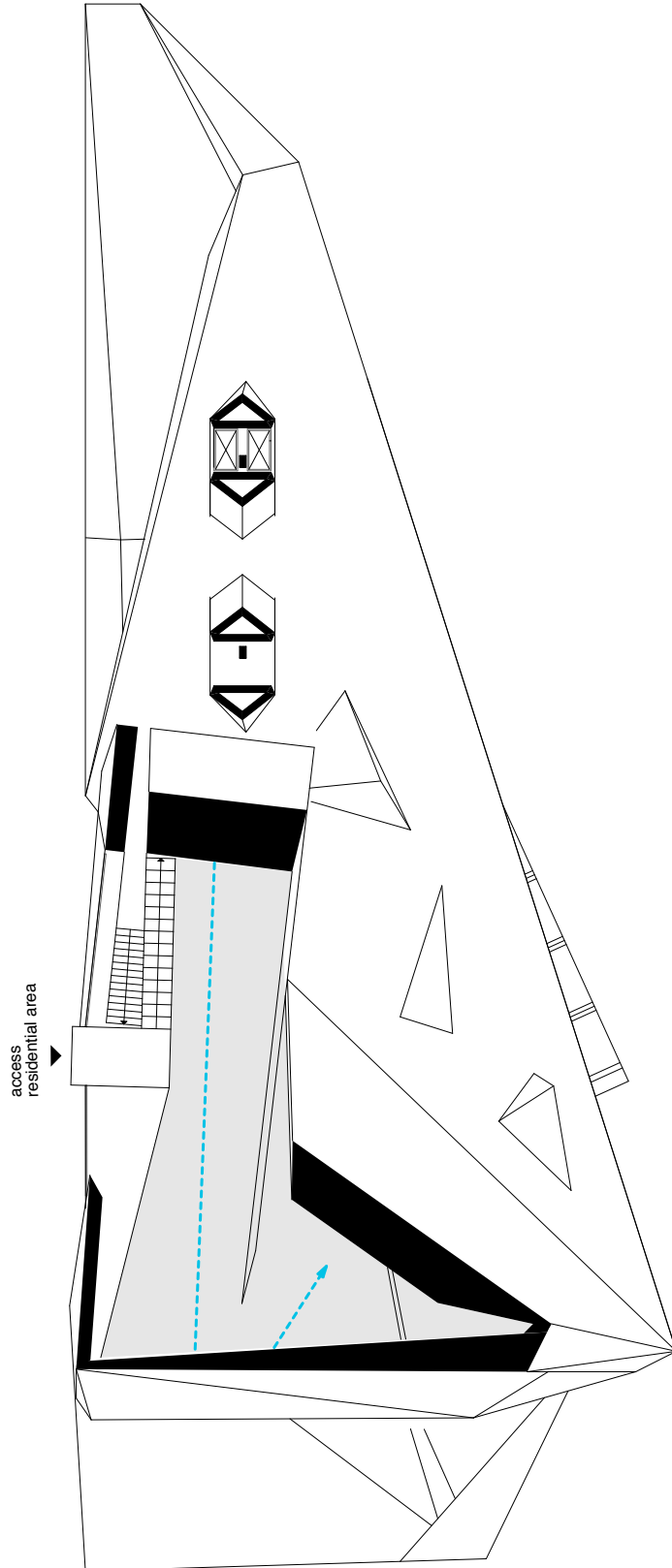
north - view



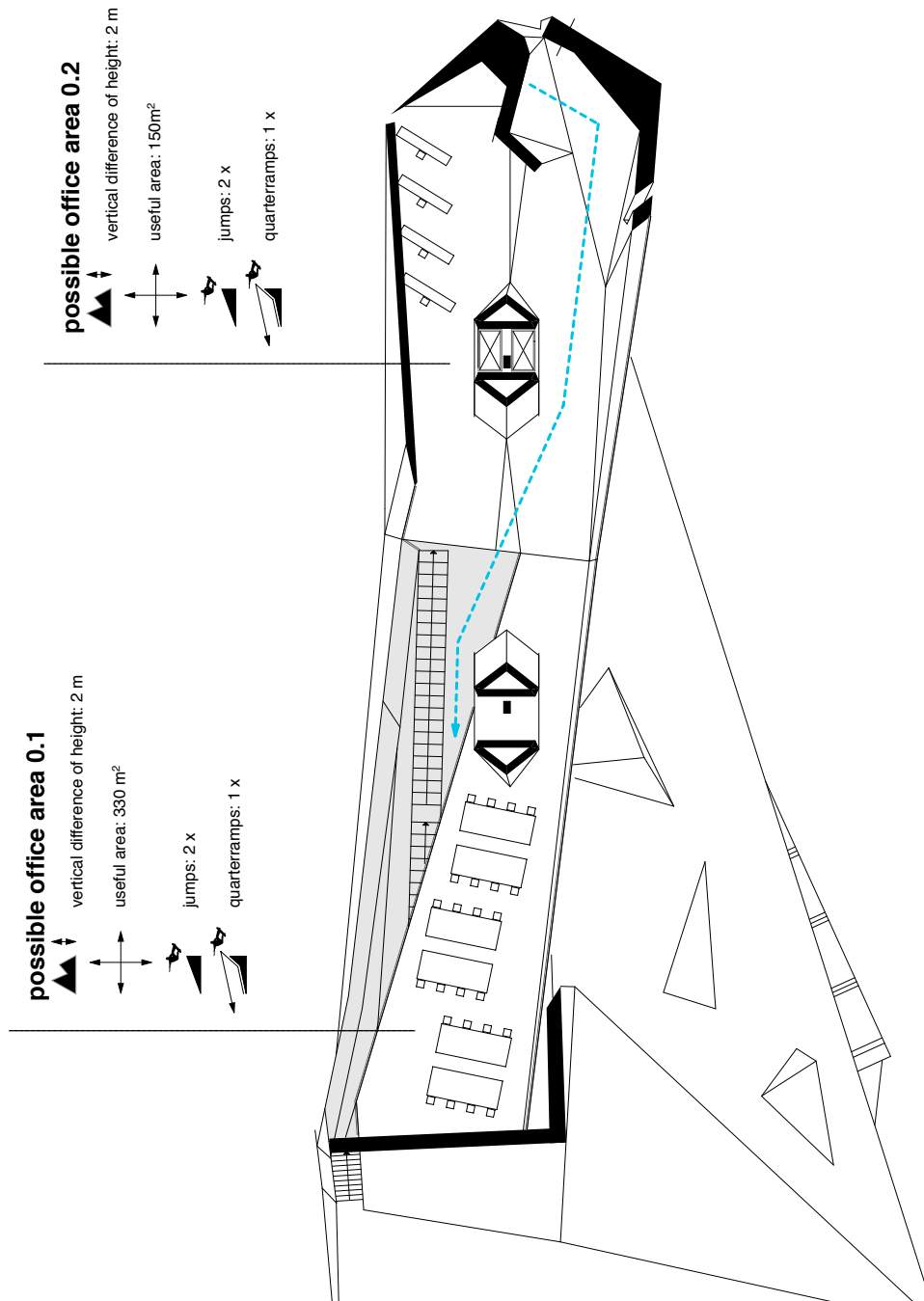
entrance level 0

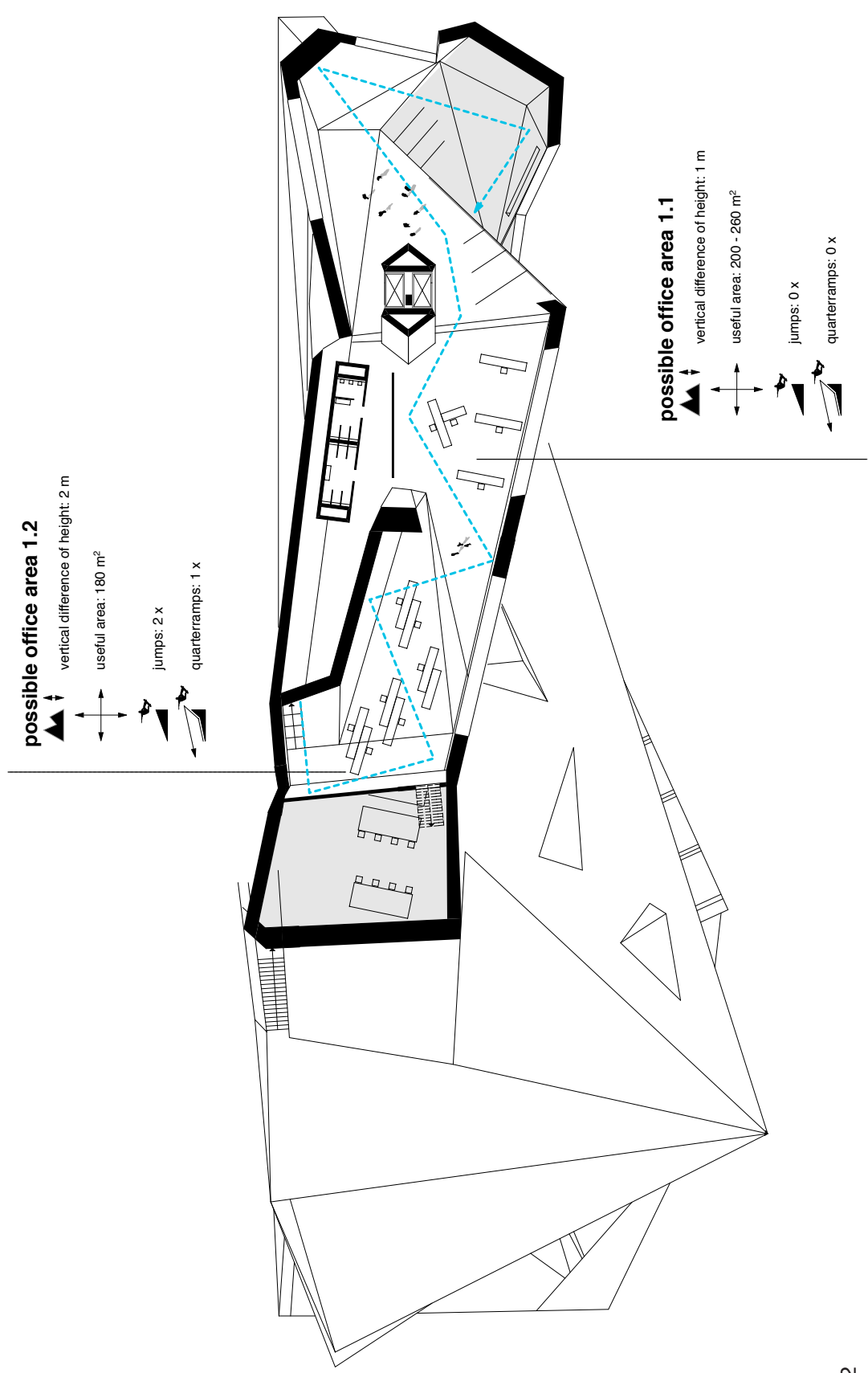


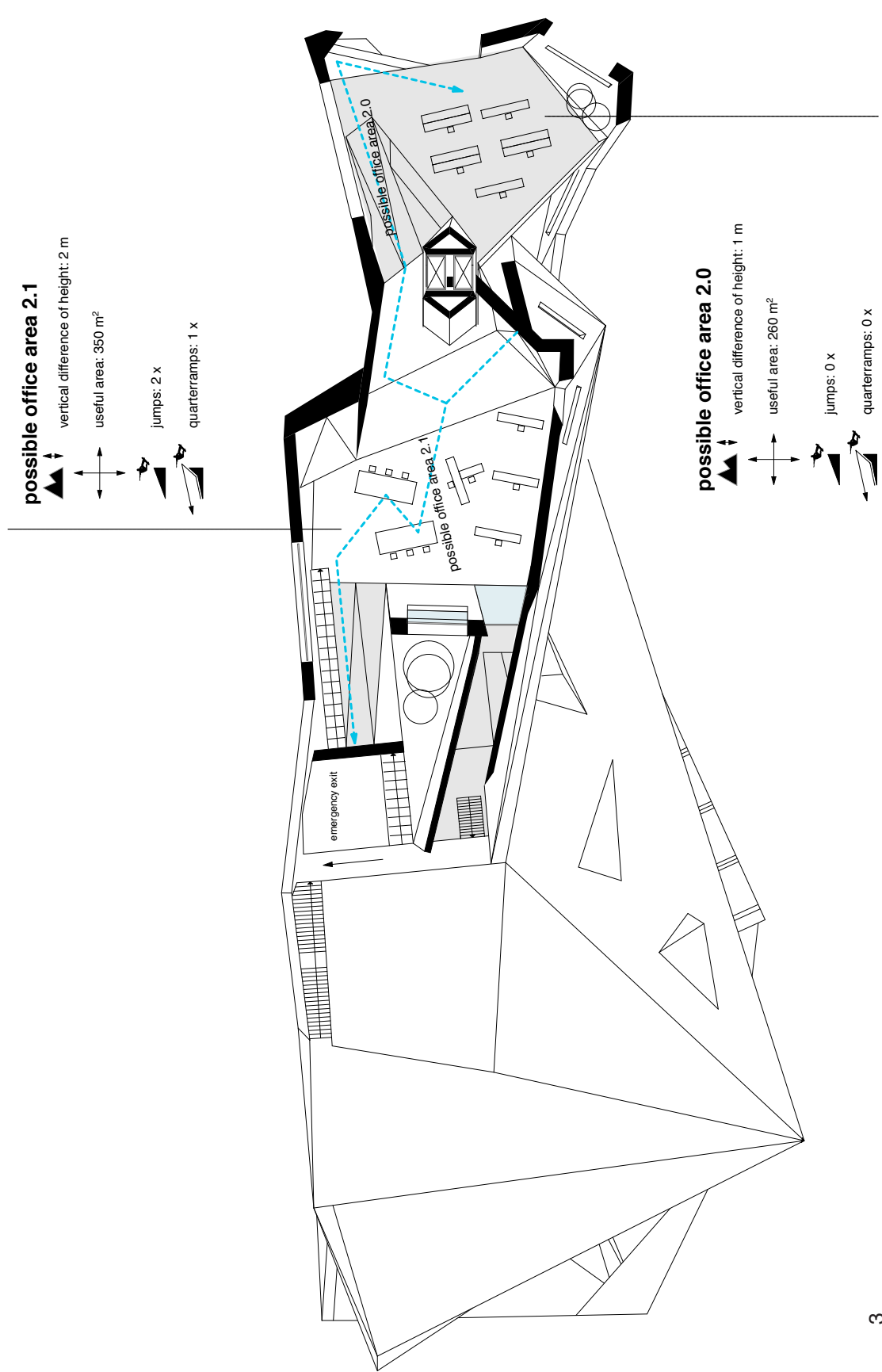
surfing area, -1



0.5





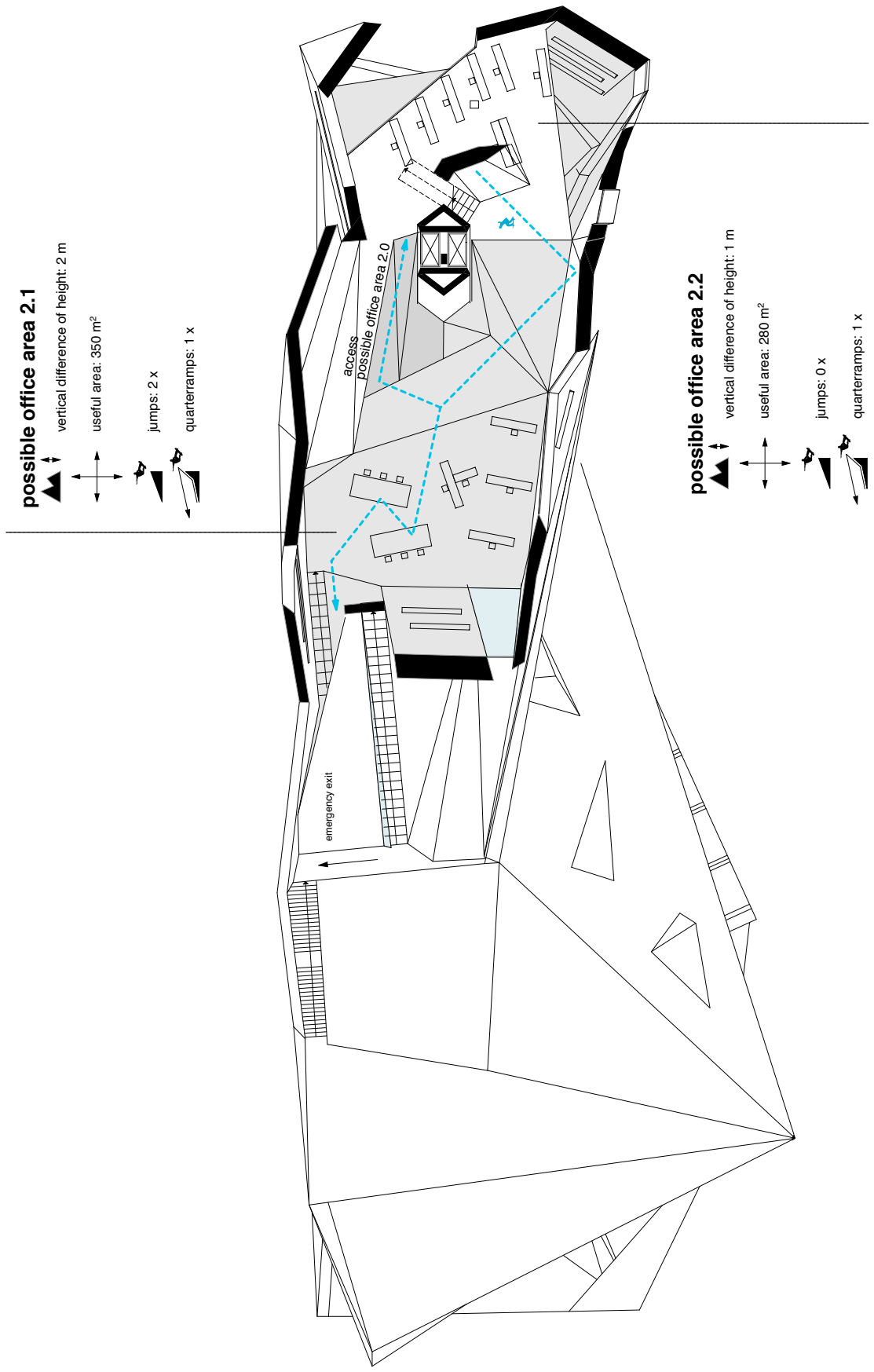


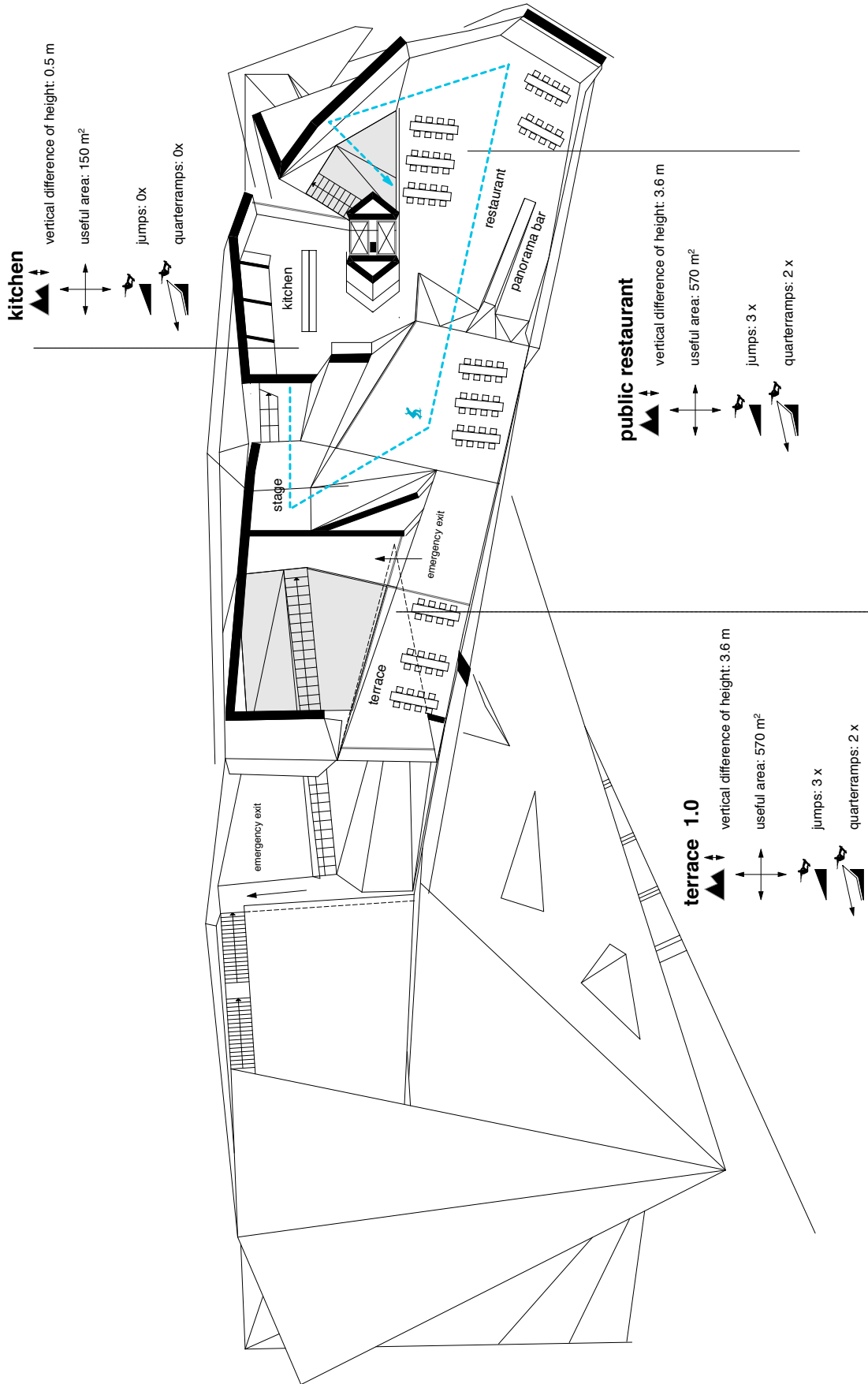
possible office area 2.1

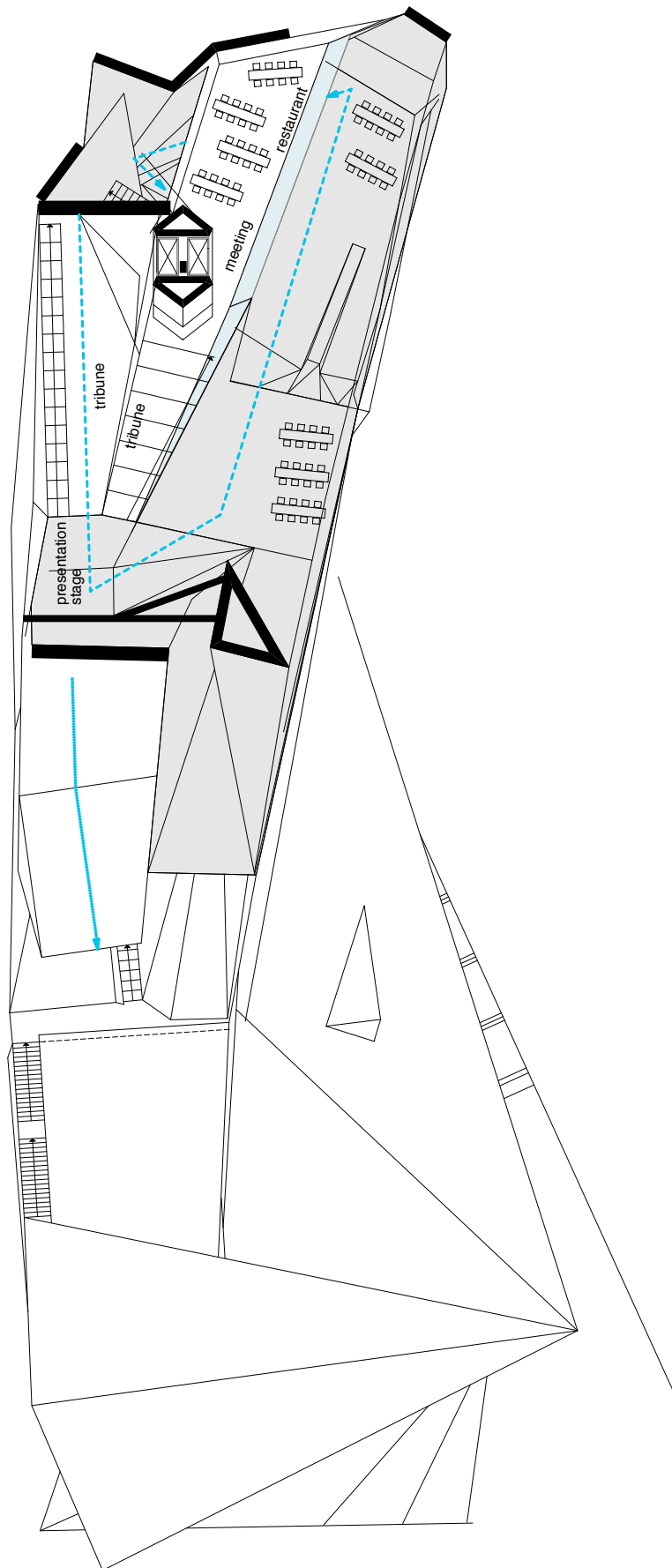
- vertical difference of height: 2 m
- useful area: 350 m²
- jumps: 2 x
- quartramps: 1 x

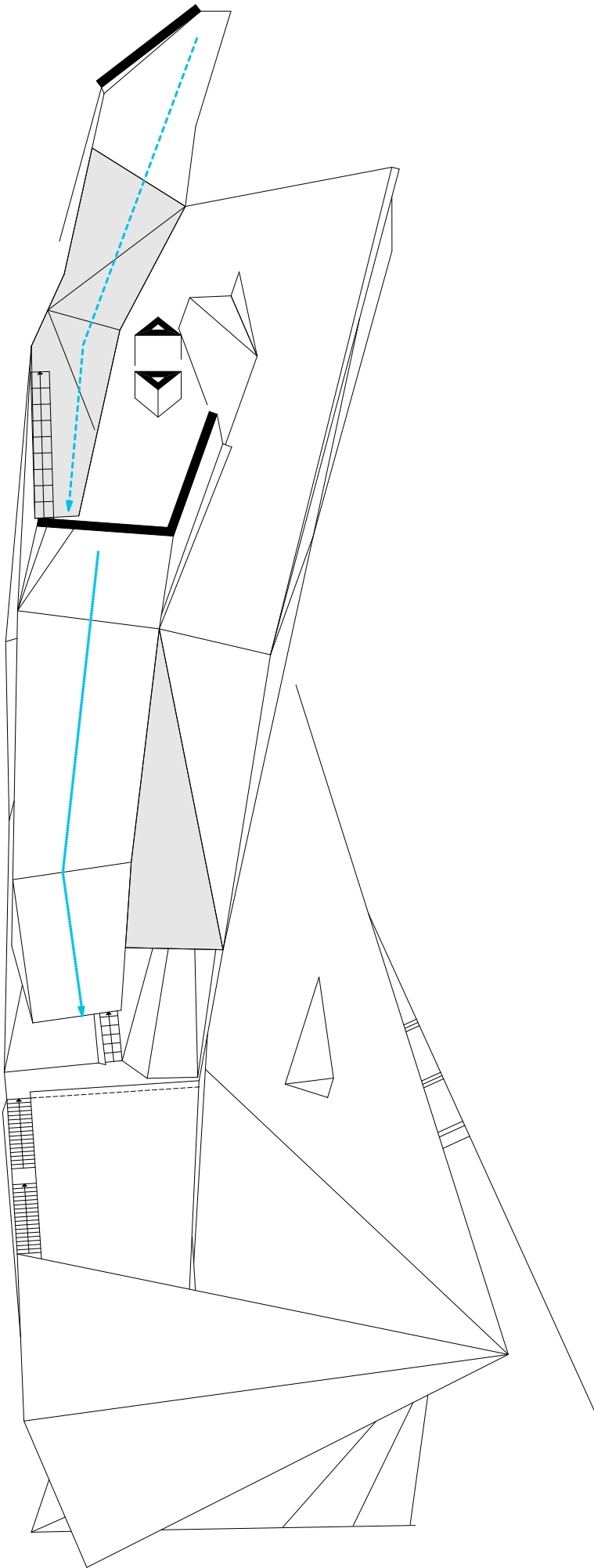
possible office area 2.0

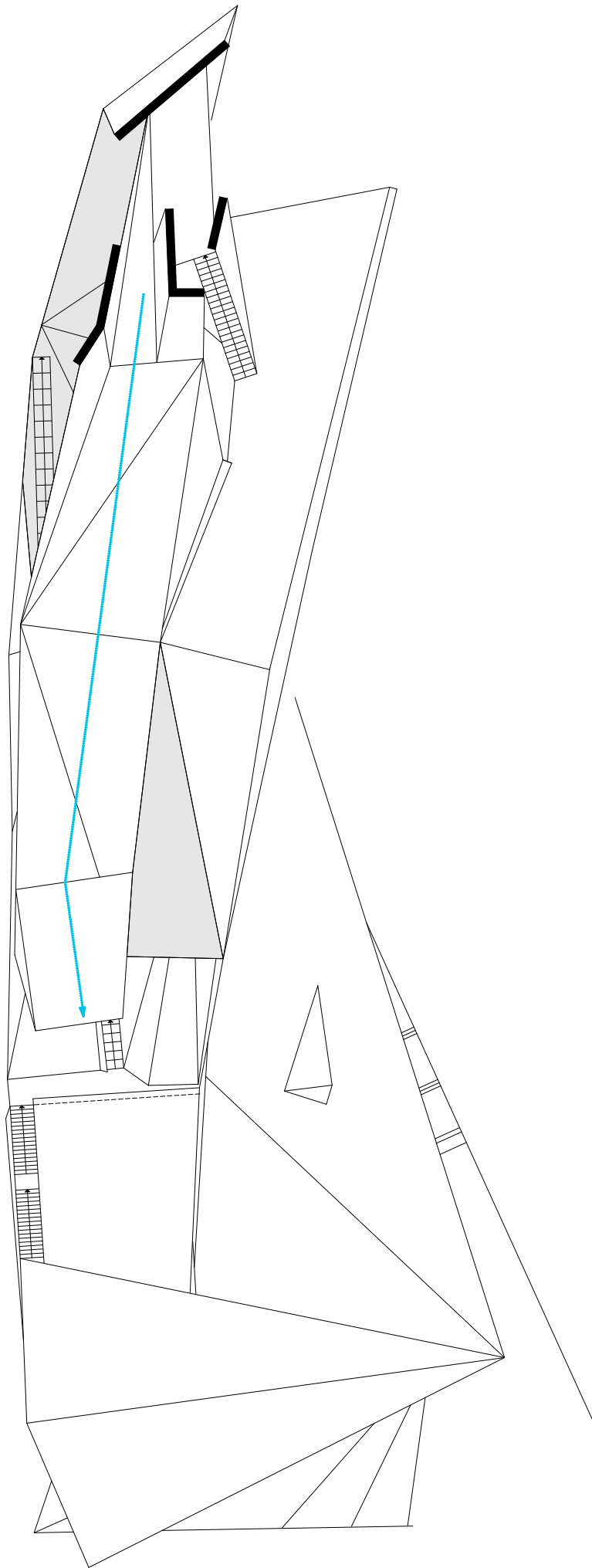
- vertical difference of height: 1 m
- useful area: 260 m²
- jumps: 0 x
- quartramps: 0 x

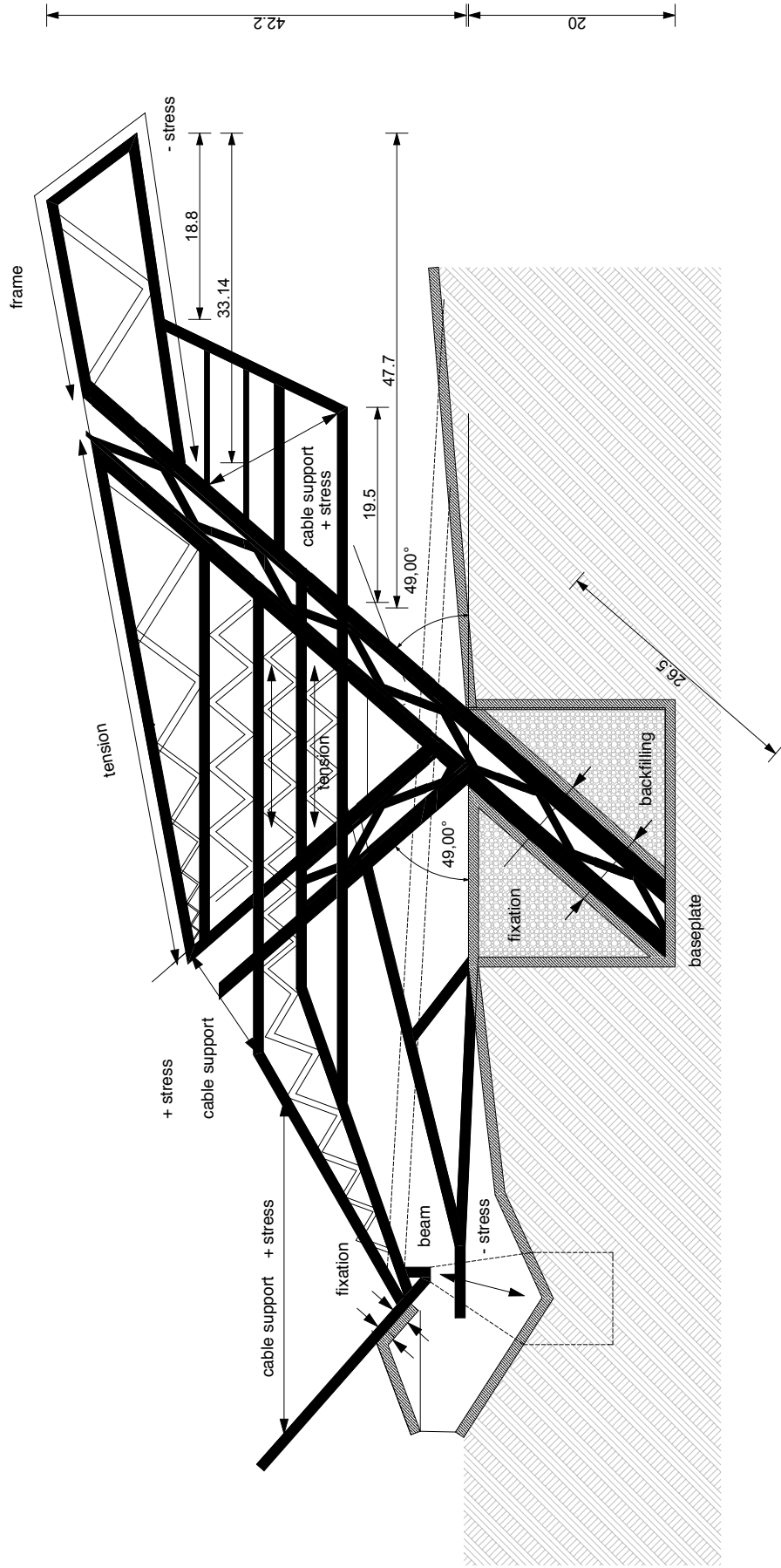












static sketch

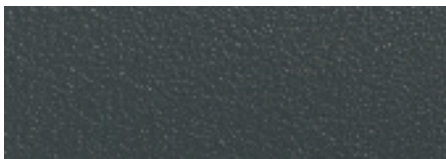
materials



synthetic sheet, product skitrax (R) or similar



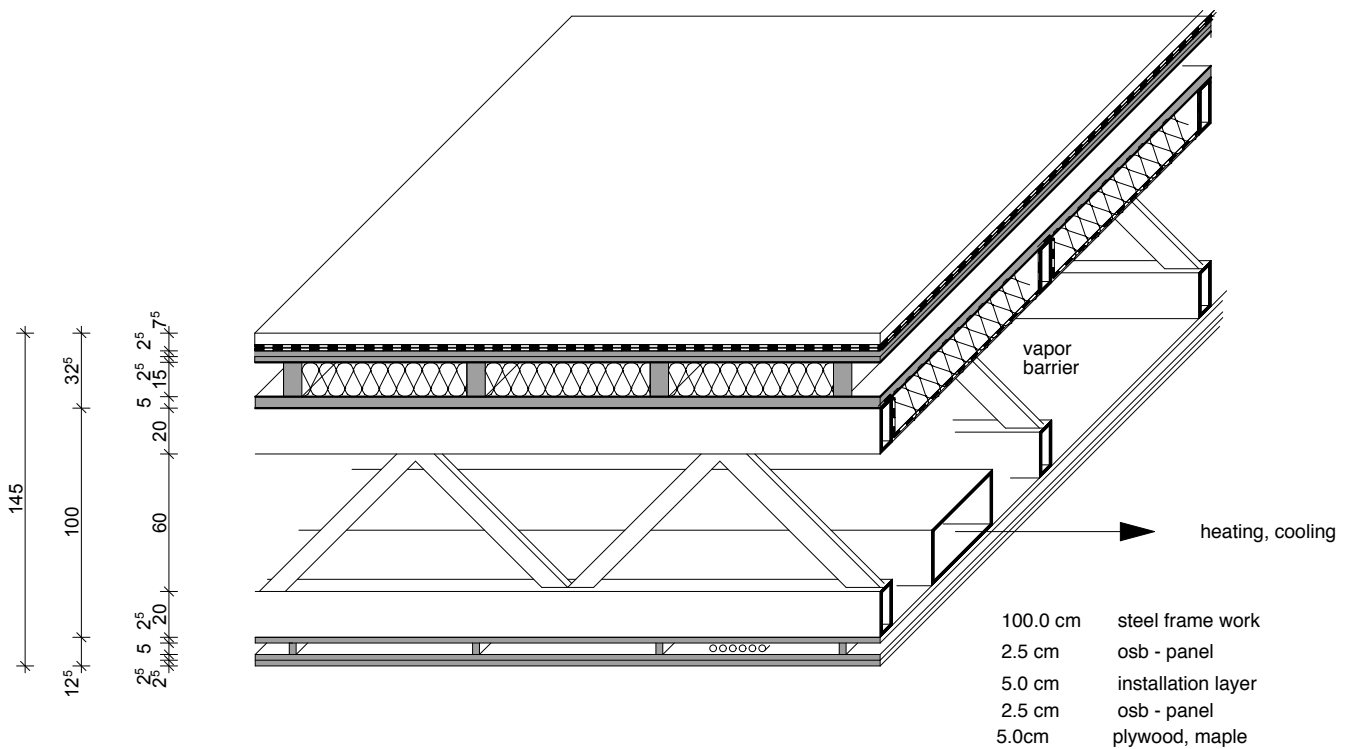
interieur, plywood maple



steel

construction

- 5.0cm synthetic sheet, product skitrax ® or similar
- moisture barrier
- 2.5 cm osb - panel
- 2.5 cm osb - panel
- 10.0 cm construction timber, insulation in between
- 5.0 cm 3 layer ply wood, spruce



conclusion

architecture is a kind of language and consists out of infinite vocabulary!

architecture has to suggest something! compared with the verbal language people react differently on different words what fits for architectural language as well.

its necessary for the architect to work with a broad spectrum of vocabulary and to place building parts, materials, openings,... consciously to provide interaction.

