



## The Otto Group offices in Hamburg: OBJECT CARPET transforms individual visions into reality

*OBJECT CARPET stands for inspiring designs, outstanding quality and excellent service. The carpet specialist from Denkendorf near Stuttgart is popular with both architects and planners because of its unique flexibility in interior design that meets the highest demands. OBJECT CARPET once again impressed with innovation and know-how when it was time to redesign the Otto Group's Hamburg headquarters.*

With more than 52,000 employees worldwide, the Otto Group, headquartered in Hamburg, is one of Germany's largest retail companies and service providers and has a corporate history that spans more than seventy years. The well-known family business can therefore look back on a rich tradition – and yet it keeps its finger on the pulse of the times. Today, the Otto Group not only stands for an optimised and individual customer experience that gives shopping from home a special feel-good factor. As with **OBJECT CARPET**, values such as sustainability, diversity and social responsibility are part of the corporate culture.

This is also reflected in the forward-looking concept for the Otto Group headquarters in Hamburg. The experts from the planning office agn Leusmann GmbH were commissioned to redesign the prestigious location. When designing the office building in Hamburg Bramfeld, architect Kerstin Pietzsch felt it was particularly important to translate the Otto Group's corporate

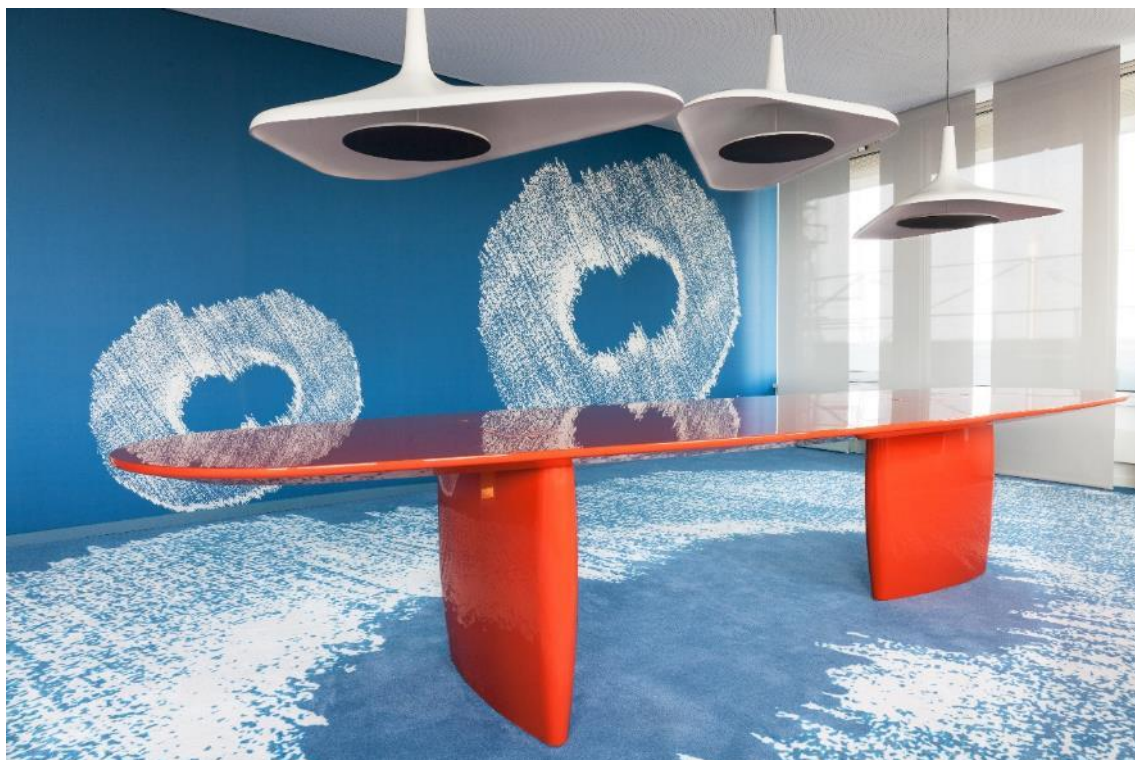
identity into a unique spatial concept. To achieve this, she collaborated with the experienced Munich-based spatial psychologist and interior designer Susanna Leiser – who specialises in the topic of “corporate identity and the design of spaces”. Together they created a design strategy individually tailored to the Otto Group. The goal: a “future work space” that creates an inviting and productive working atmosphere while bearing the unmistakable signature of the Otto Group.

“We chose **OBJECT CARPET** because they were able to implement the individuality we were looking for to the utmost degree,” Kerstin Pietzsch emphasises, referring to the manufacturer's expertise in turning creative visions into reality. The flooring specialist's technical expertise made it possible to implement the architects' ideas precisely. “The folders and hand samples always came surprisingly fast. It was remarkable the way **OBJECT CARPET** was able to keep up with the numerous print tests we needed done, and with the individual technical realisation. We ended up with exactly the colour effects we wanted.”

The result is impressive: spread out over a total of 15,000 square metres, the tufting styles LOOP and FRISÉ make a powerful appearance. The biggest challenge here was to lay the carpets – in the form of acoustic tiles – in an exact and repetitive pattern. The POODLE style, a high-pile shag, provides excellent comfort and a particularly cosy atmosphere on 10,000 square metres. In addition, the all-rounder inspires with an impressive and individually customisable variety of colours. “This underscores the effect of the spatial psychology. After all, the individual colour design not only reflects the company's identity, but also plays an essential role in the well-being of the employees. Even though we often perceive these positive effects subconsciously, they are still there and they improve workplace quality and productivity,” clarifies spatial psychologist Susanna Leiser.

This individual design strategy, perfectly tailored to the company, gives the Otto Group office in Hamburg a one-of-a-kind appearance. **OBJECT CARPET's** designer carpets have created an office full of personality and with a distinctive identity. An attractive workplace where employees feel comfortable and with which they like to identify.







## COPYRIGHT

Otto Office Hamburg

Interior Design: Kerstin Pietzsch Hamburg,  
Susanna Leiser Interior Design & Spatial Psychology Munich

Architects: agn Leusmann GmbH Hamburg

Project Manager OBJECT CARPET: Jan Kazich

The pictures shown here along with additional colours and styles can be found in the image folder.

## About OBJECT CARPET

Since 1972, **OBJECT CARPET** has stood for quality, design and innovation in the commercial property sector. A sense of aesthetics and color, in combination with advanced production techniques, results in elegant and unusual designs in the form of rugs, carpet tiles and custom-cut carpets. With over 1,200 styles and colors as well as individually-customised products, the **OBJECT CARPET** collection offers a unique diversity for modern interior design, manufactured from high-quality raw materials. All **OBJECT CARPET** styles are also free from harmful emissions and are bitumen-free, latex-free, and PVC-free. They bear the German Federal Environmental Agency's Blue Angel ecolabel. They have been tested by TÜV and are suitable for people with allergies. This is appreciated by partners and customers around the world, from the Berlinale to the "Healthy Seas" initiative.

Numerous design and business awards, such as the widely respected German Design and Red Dot Awards, have demonstrated **OBJECT CARPET's** outstanding design competence and corporate achievements. For example, **OBJECT CARPET** was chosen as one of the "top 50 German luxury brands" by Ernst & Young and voted one of the "brands of the century" by Langenscheidt.

With innovative production techniques and sustainable manufacturing methods, **OBJECT CARPET** is a pioneering enterprise that enables design visions to become reality. So it was no surprise that the company was selected to provide the "VIP carpet" for the German Sustainability Award ceremony. **OBJECT CARPET's** tiles, wall-to-wall and custom-cut carpets – under the name RUGX – are verifiably recommended by the TÜV (German Technical Inspection Association) for allergy sufferers, and reduce dust content and particulate matter in the air (DAAB – German Allergy - and Asthma Association). Experience **OBJECT CARPET's** world of color and materials in any one of the company's showrooms in Germany, Austria, and Switzerland.

### Contact:

Yvonne Schumacher  
 Yvonne.Schumacher@object-carpet.com  
 Tel.: +49 711 3402 191

### Contact for editorial offices:

GeSK | Ziegelstr. 29 | 10117 Berlin  
 Tel.: +49 (0) 30/217 50 460  
 Fax: +49 (0) 30/217 50 461  
 E-Mail: pr@gesk.berlin  
 www.gesk.berlin