

BELOW The Flex Area is furnished with mobile desks that can be removed to create space to play.

Passion for sports is the template for DECATHLON GERMAN HEADQUARTERS by KPLUS KONZEPT





OPPOSITE PAGE
AND BELOW An
elevated glazed meeting
room with a library
tucked underneath is
dubbed Bluecube.

PLOCHINGEN — The new German headquarters for French sporting goods manufacturer Decathlon, designed by kplus konzept, reflects employees' passion for sports, not just decoratively but functionally. It offers them freedom of movement and fun, while promoting concentration, cooperation, creativity, problem-solving, personal development and team spirit.

Flexible, accessible and future-oriented, the 600-m² workspace incorporates elements from sports: ball nets as fall protection on stairs and in the meeting loft; pendant light gym rings; large wall graphics; playing field markings on carpet, vinyl flooring and cabinet fronts, and bike stations offering simultaneous workspace and cardio workouts. Along with CI blue accents, these elements transform the plain industrial architecture into 'a place that gets to the heart of Decathlon's philosophy.'

Modular workstations include space for stand-up meetings, content visualisation, rooms to which individuals may retreat, and shared desks for employees who travel often. The Bluestairs, with lockers underneath, are conducive to quick meetings or email-answering, high tables relieve back pain and keep meetings brief, grandstand seats sub-in for the desktop and are used for staff seminars or games. Bike trainers make up for missed visits to the gym and, in the evenings, the tables can be rolled away for yoga class.

The design is formulated not just to help employees tackle projects that may require new ways of working, new teams or new spatial requirements, but to make work almost as much fun as the game.





Elements from sports and CI blue accents transform the plain industrial architecture into a place that gets to the heart of the brand's philosophy

ABOVE Bluestairs is a communication space that also provides access to upper floors.

DIAGRAM The open plan was divided into clear zones distinguished by furniture, floor markings and micro-architectural structures that help reduce noise under a ceiling height of nearly 8 m.

OPPOSITE PAGE Recognisable sports imagery and pitch markings make the space feel dynamic and serve as a metaphor for the creative problem-solving and team spirit of an athletic game.

