

BIBM CONGRESS

16.11.2021

EXPRESSION BY DIGITAL FABRICATION: CASE FAZER

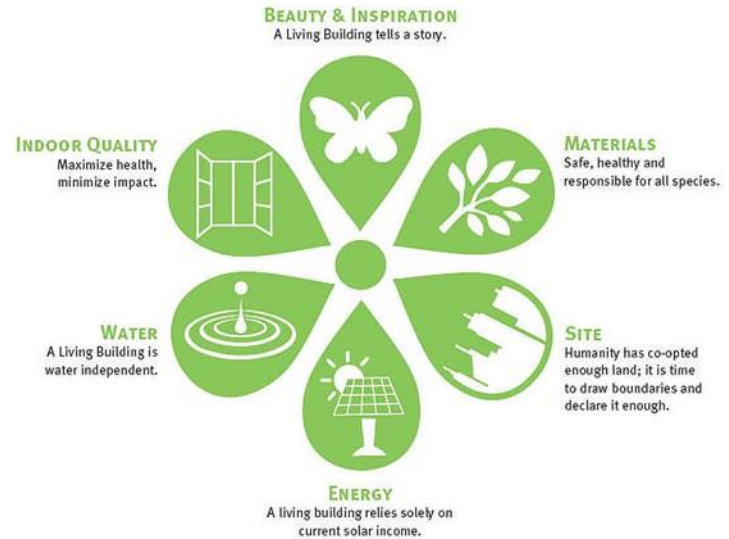
KIMMO LINTULA ARCHITECT, PROFESSOR
K2S ARCHITECTS LTD. / AALTO UNIVERSITY



Fazer

BRAND AND HERITAGE AS FOUNDATION

FAZER VILLAGE CONCEPT



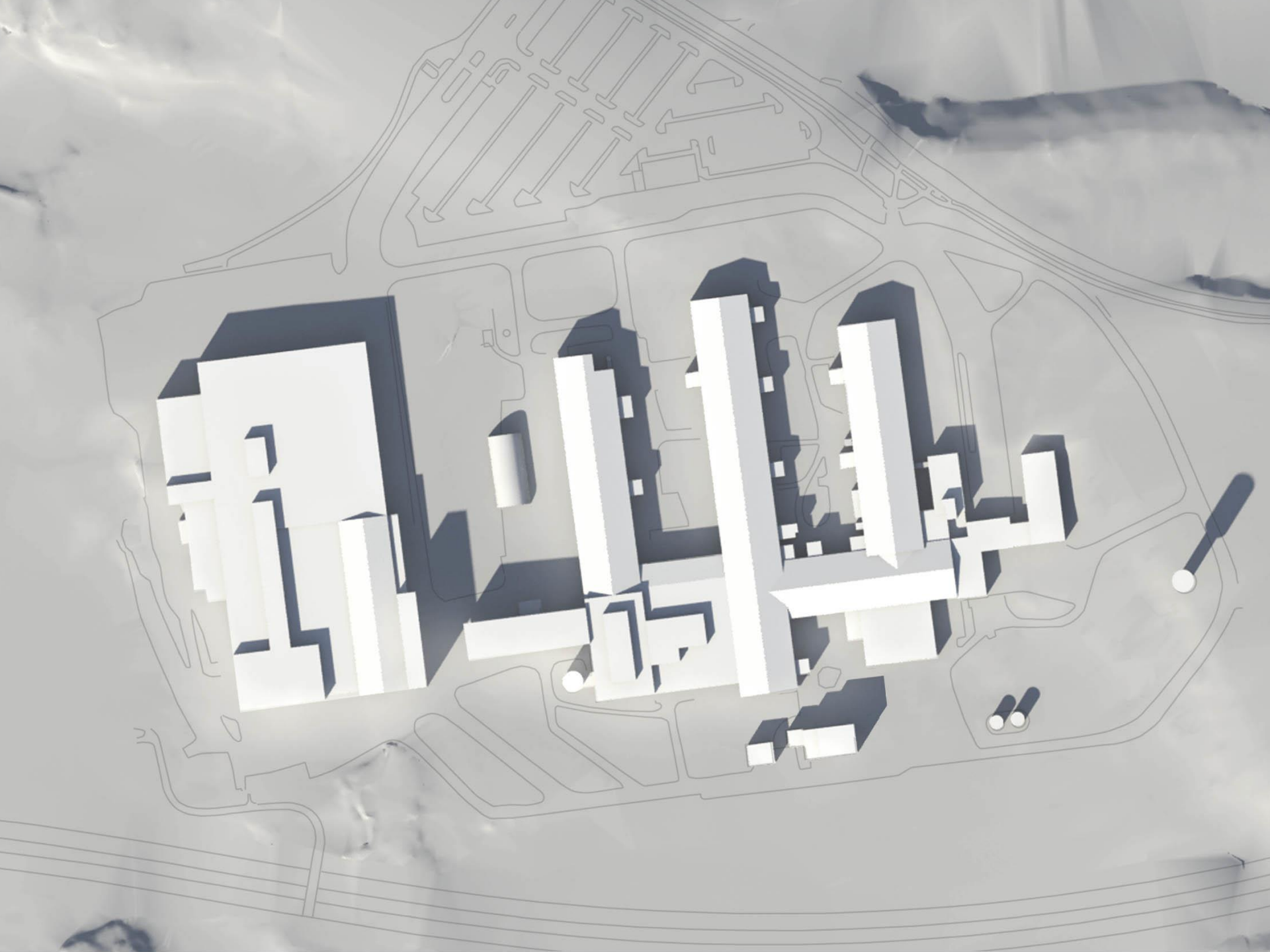
SUSTAINABLE LIFESTYLE → SUSTAINABLE ARCHITECTURE

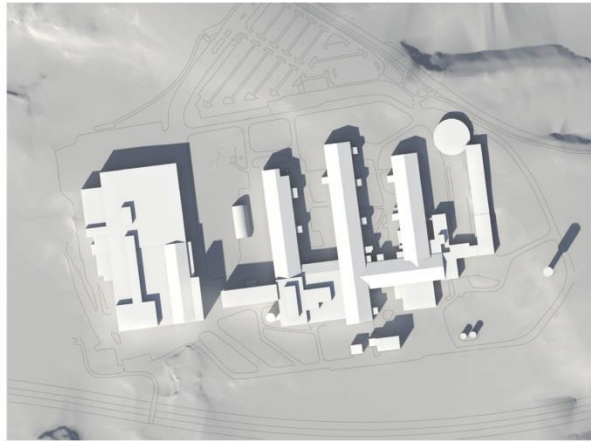
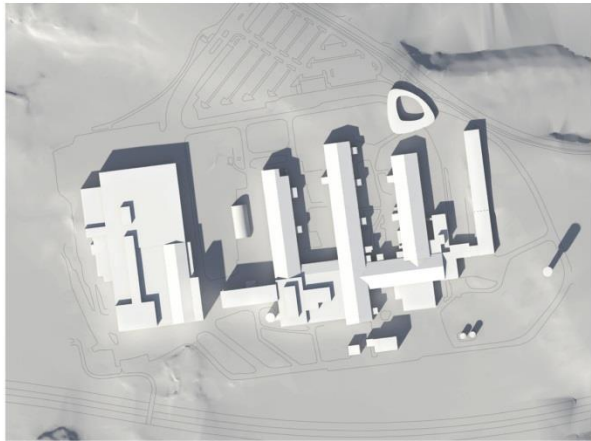
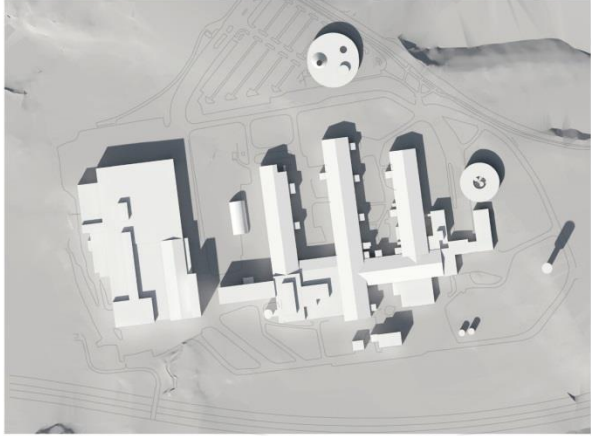
FAZER VILLAGE CONCEPT



EMPOWERED CONSUMER → ARCHITECTURE FOR CONSUMER EXPERIENCE









FAZER SHIP

PERSONNEL SHIP

FAZER CAFE

EXHIBITION ROUTE

AUDITORIUM / MEETING

GREEN ROOM

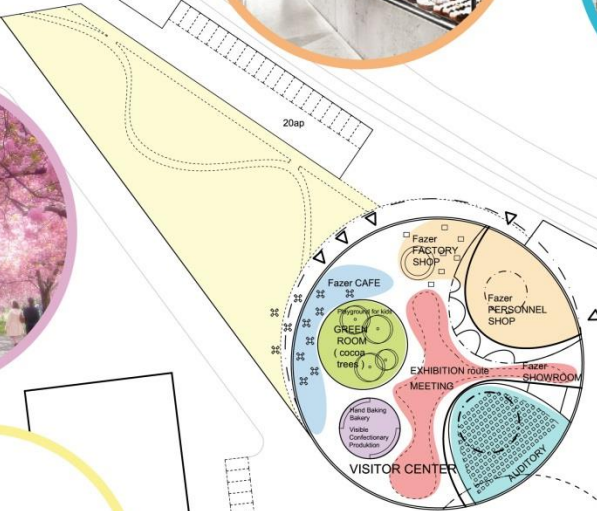
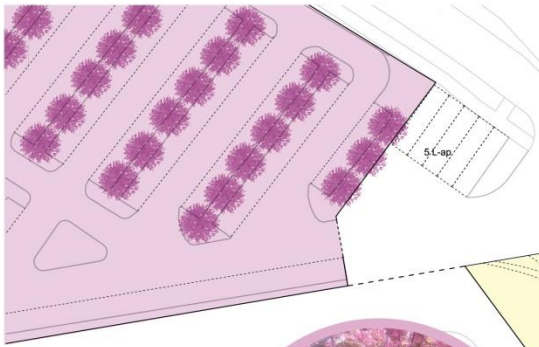
KITCHENS CONFECTIONERY + BAR/CAFE

HQ

III

+46

73











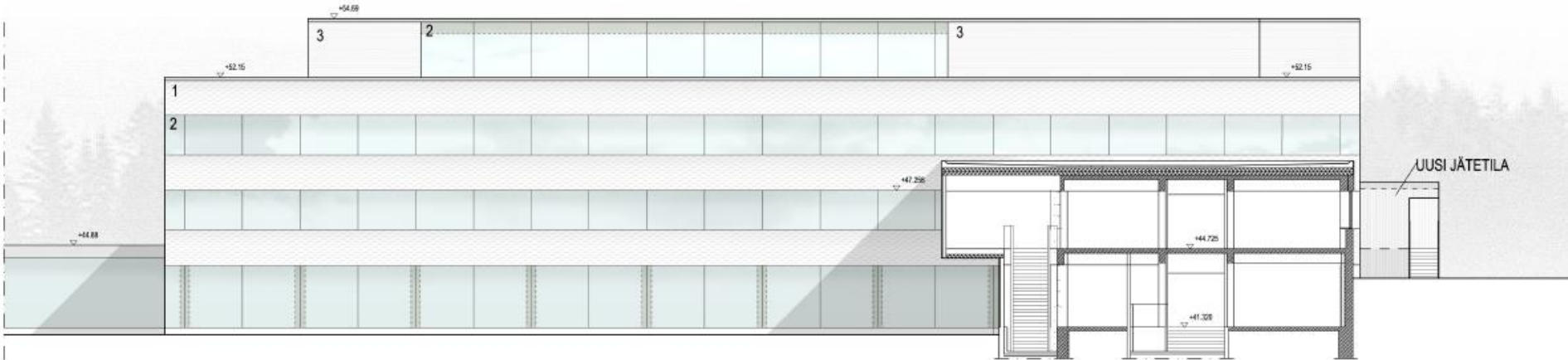








UUSI JULKISIVUN OSA (IVKH)



MAKO - Julkisivu lännestä

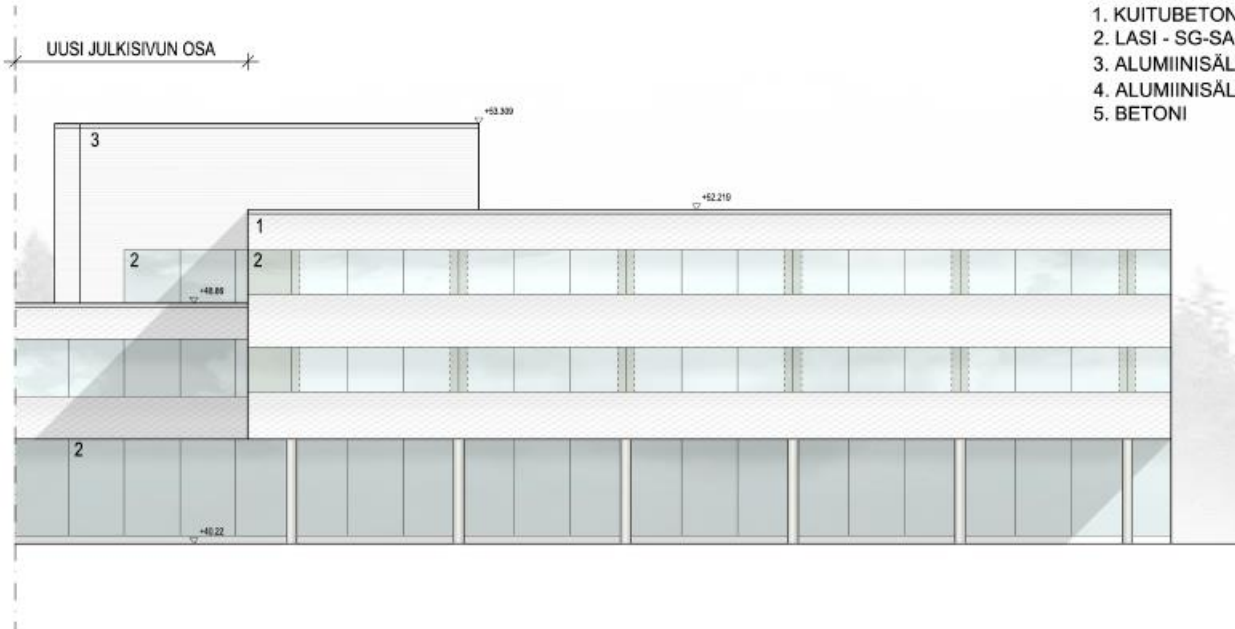
KOKO - Julkisivu idästä

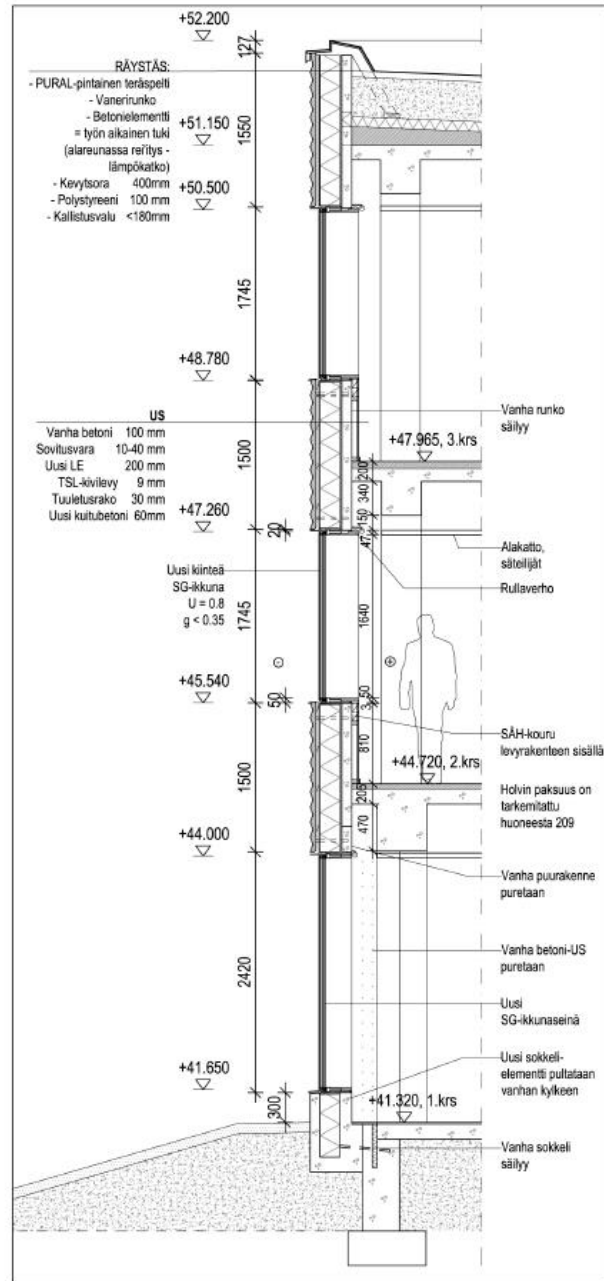
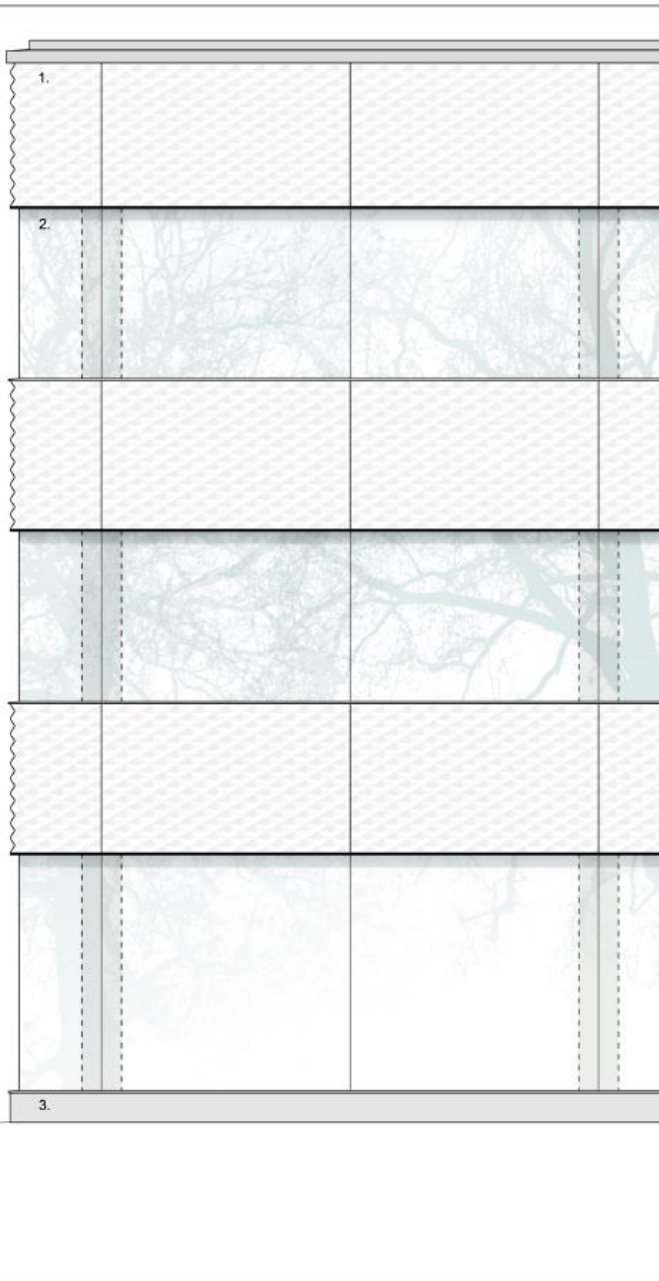
- VANHAN JULKISIVUN KUORIELEMENTIT UUSITAAAN KUITUBETONIELEMENTEILLÄ, CUSTOM-TEKSTUURI
- IKKUNAT UUSITAAAN --> SG-NAUHAIKKUNAT
- 1.krs IKKUNA-AUKOT LATTIAAN SAAKKA

- SOKKELIBETONIN SOODAPUHALLUS

JULKISIVUMATERIAALIT:

1. KUITUBETONIELEMENTTI, VALKOINEN
2. LASI - SG-SAUMAUS
3. ALUMIINISÄLEIKKÖ, VAAKA
4. ALUMIINISÄLEIKKÖ, PYSTY
5. BETONI

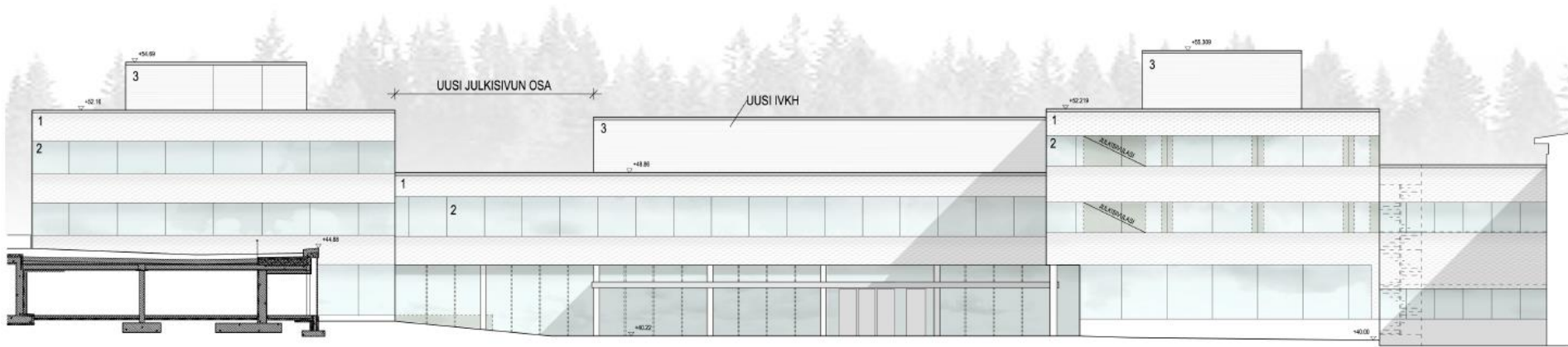


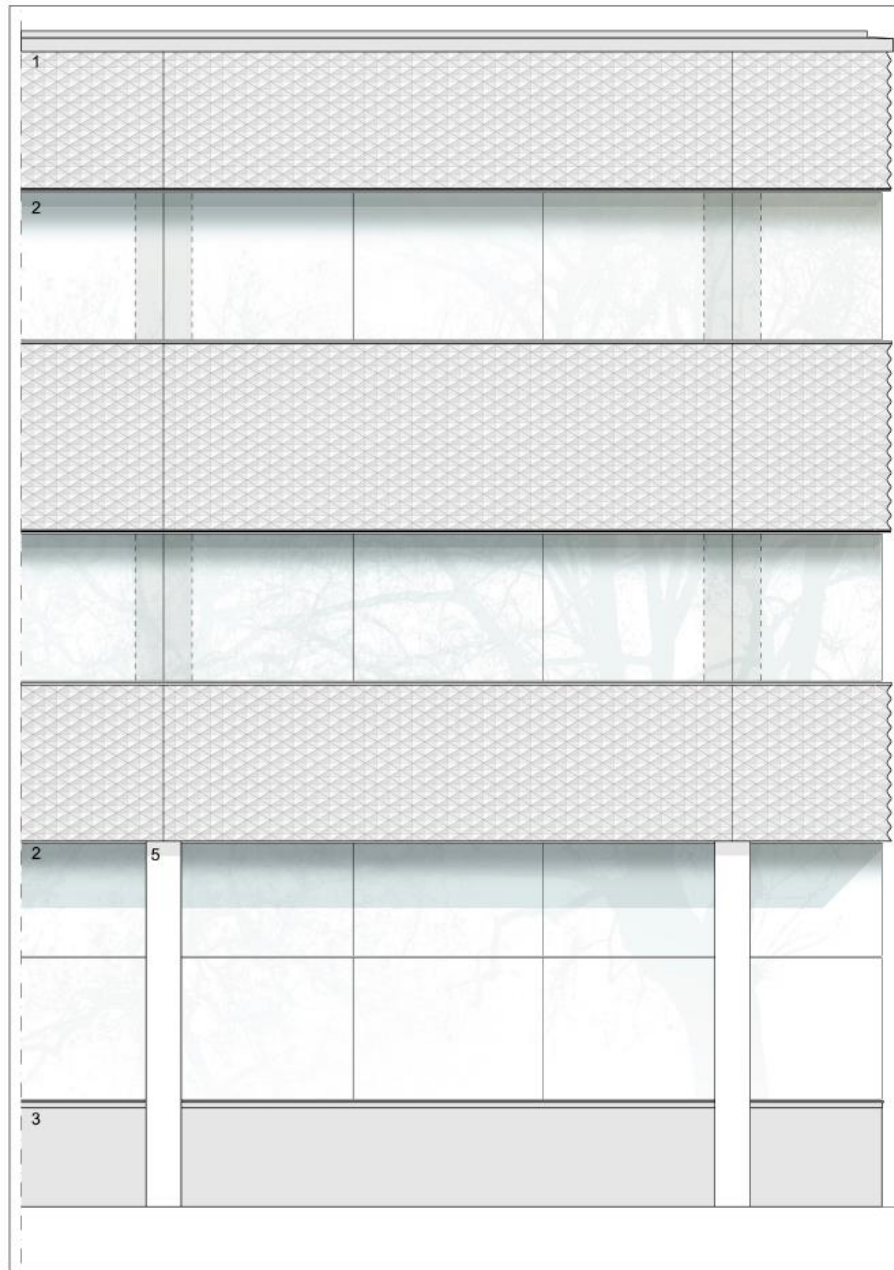
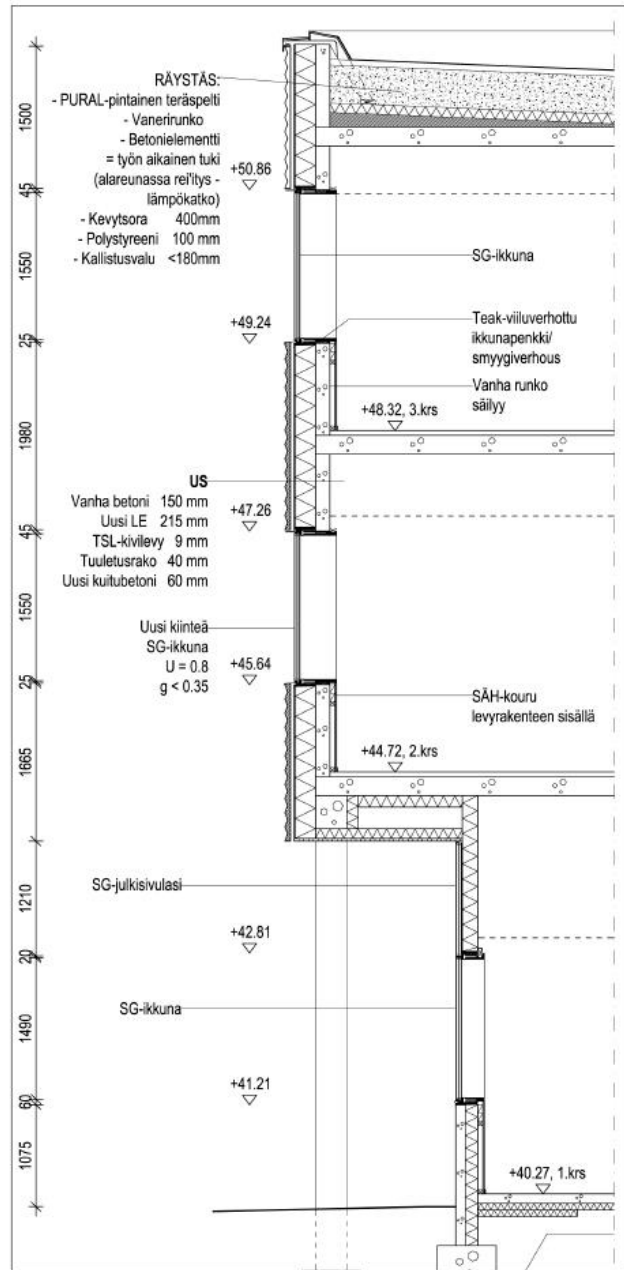


- Vanhan julkisivun kuorielementit uusitaan kuitubetonielementeillä, custom tekstuuri
- Ikkunat uusitaan – SG-nauhaikkunat

JULKISIVUMATERIAALIT:

1. Kuitubetonielementti, valkoinen
2. Lasi - SG-saumaus
3. Betoni





- Vanhan julkisivun kuorielementit uusitaan kuitubetonielementeillä, custom tekstuuri
- Ikkunat uusitaan → SG-nauhaikkunat

JULKISIVUMATERIAALIT:

1. Kuitubetonielementti, valkoinen
2. Lasi - SG-saumaus
3. Betoni
4. Teräspelti
5. Kuitubetoni, valkoinen







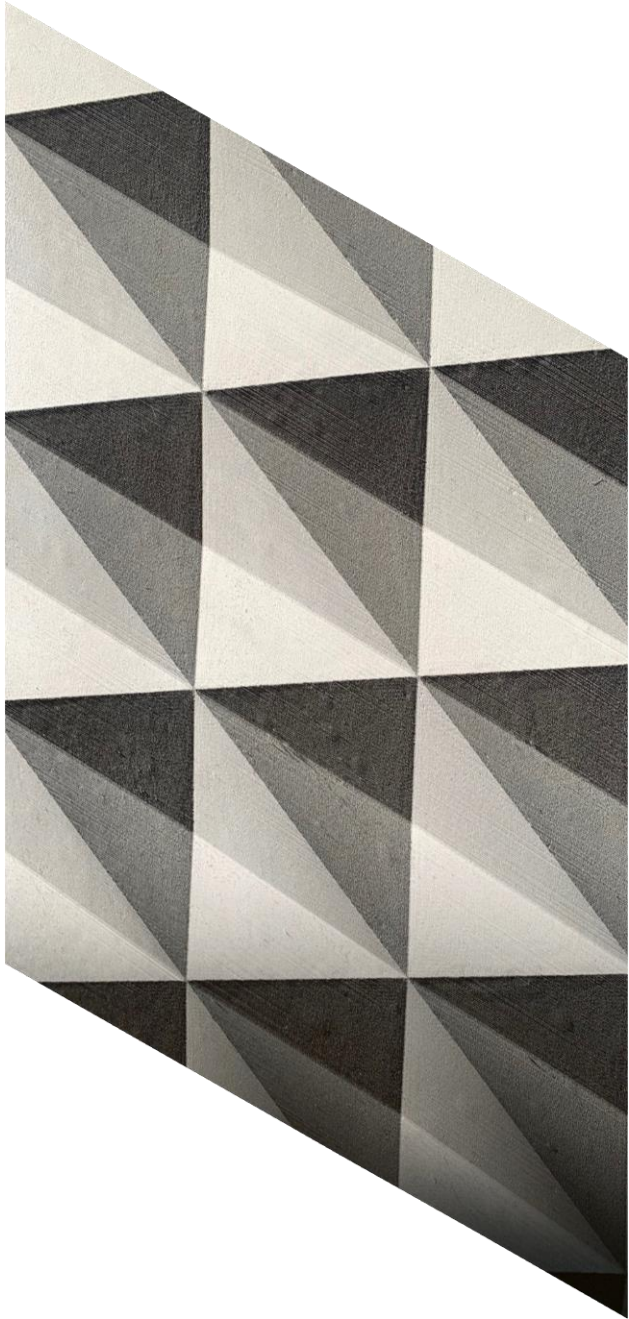
707
777
LULU
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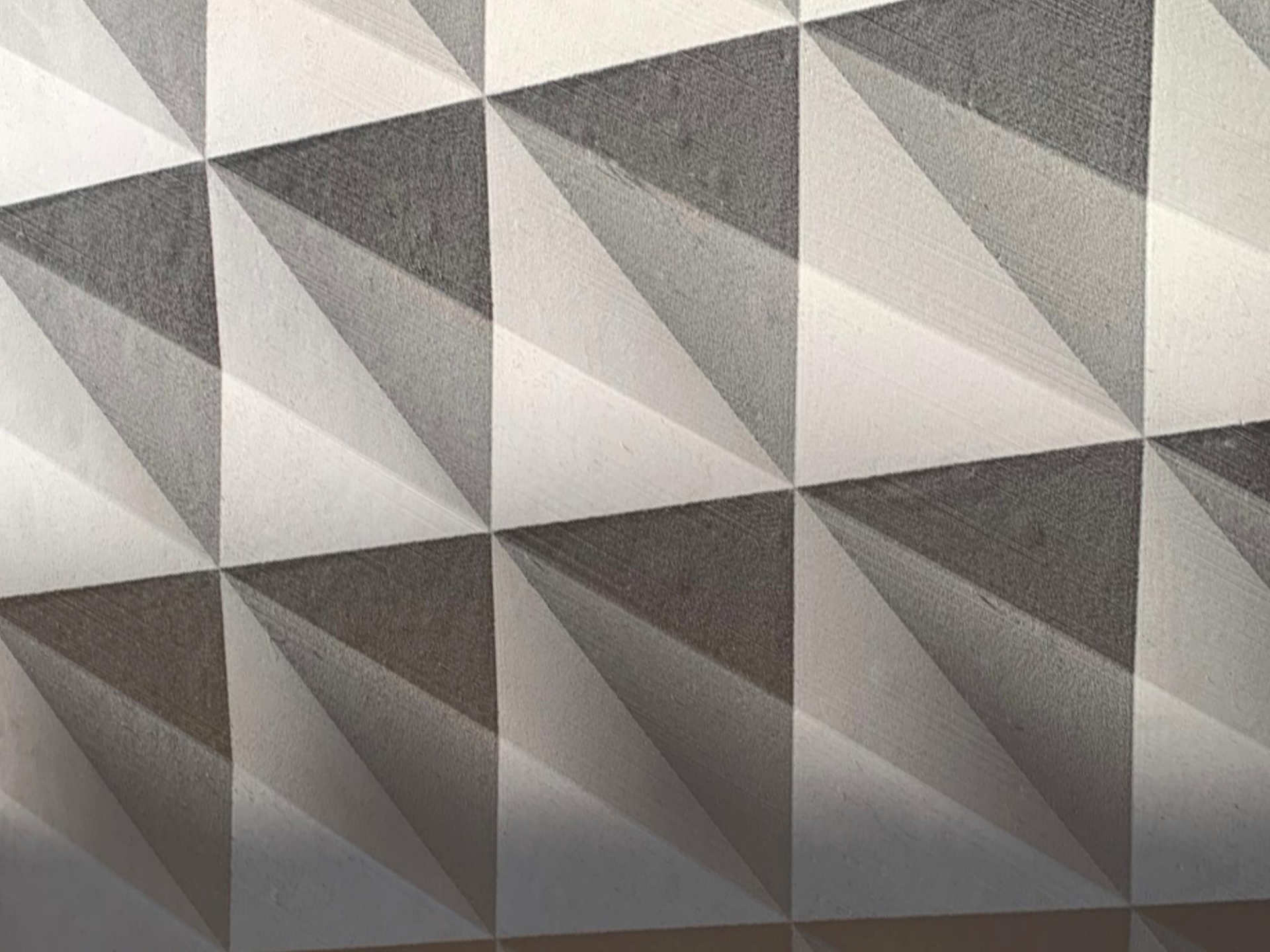


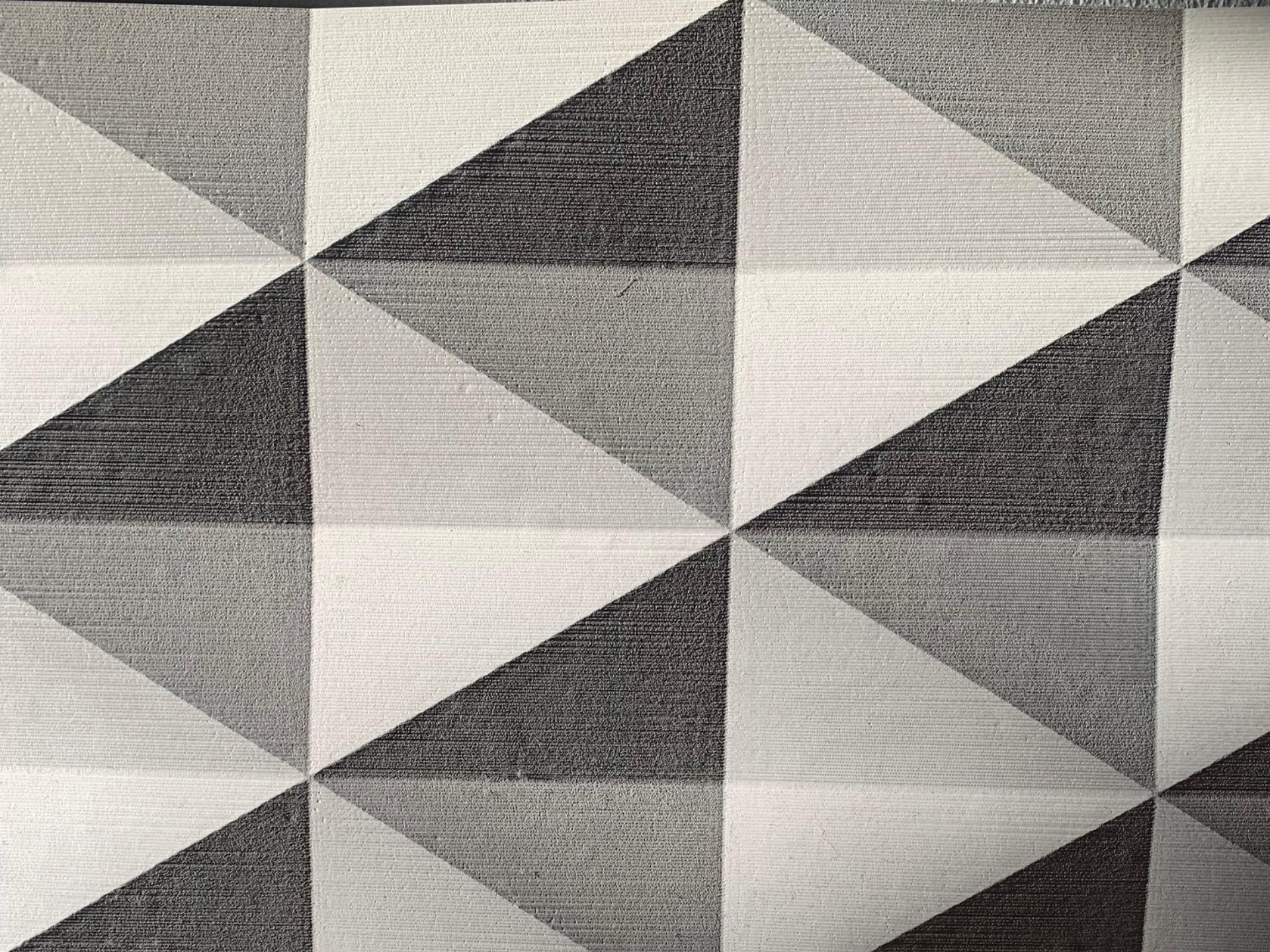


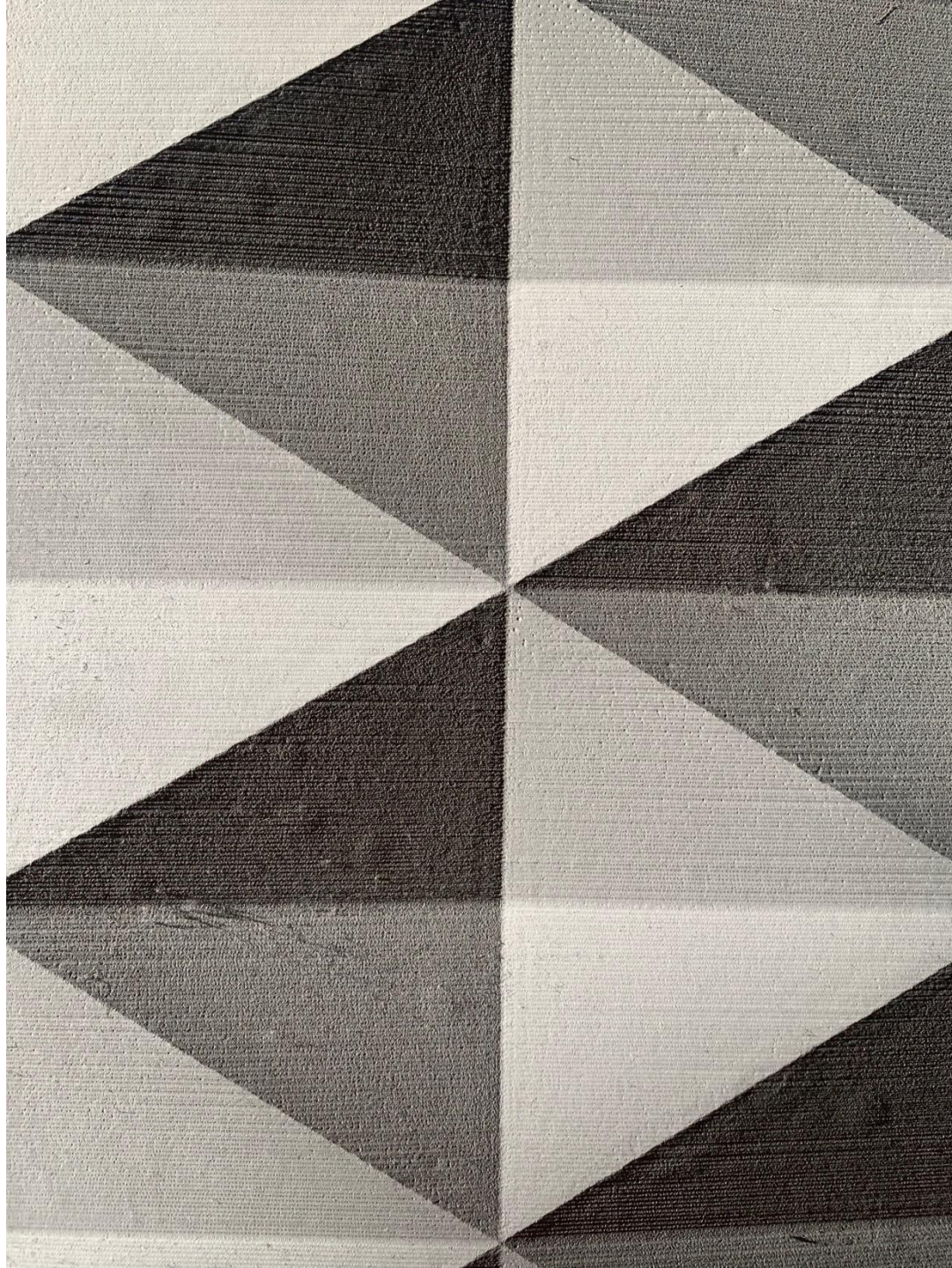
















A large, circular, modern building with a glass facade and a wooden roof, illuminated at night. The building is surrounded by a green lawn and a path leading through tall grasses in the foreground. Three flags are visible on the right side.

Three flags on poles, located on the right side of the image.









