

KRO-NCRV OFFICE: INNOVATE, CONNECT AND IMAGINE

client	KRO-NCRV
category	interior
schedule	offices, editing- and meeting rooms
floor area	6.000 m ²
project team	Bart Kellerhuis, Steven Nobel, René de Korte, Roy van Maarseveen, Koen Pörtzgen, Rutger Schoenmaker, Ella Termaat, Bram Baak
projectmanagement	CBRE
period	2014 - 2015
location	Hilversum, The Netherlands

Zecc made the design for the housing of the public broadcasting channel KRO NCRV. In 2014 the two major broadcasting channels KRO and NCRV merged. Zecc had to create a working environment after the technical merger, which would be a reflection of this new partnership: "An inspiring work environment which matches the creative process of making programs and to stimulate encounters between the employees." The plan is realized on the second and third floor of the building AKN in the city Hilversum.



ZECC ARCHITECTEN BV TRACTIEWEG 41 3534 AP UTRECHT
THE NETHERLANDS T+31(0)30 273 1289 INFO@ZECC.NL WWW.ZECC.NL
BANK NL59 RABO 0394 6127 44 KVK 30 183 613 LID BNA

ZECC

GROUND ED ARCHITECTURE

The concept is a central square surrounded by the different media departments and assembly areas. On the central square there is a large variety of meeting places with different atmospheres. This is where visitors and employees from different departments can meet. The square resembles the character of the media company and the visitor is encouraged to discover the building. The new staircase plays important role not only to connect the two floor but also to divide the square into different areas which can be used differently. Besides the logistical legitimacy of the stairs, it symbolizes renewal, communication and imagination. It characterizes the dynamics of a media business and the amount of stairs you always look from a different perspective. A reflection of a high quality and critical broadcasting channel.



zecc

The second important intervention are the breakthroughs in the building structure in the different wings of the building. The different departments are visible as you walk through the building. Transparency and creating a pleasant work environment are of the utmost importance. The departments are clearly distinguishable by using different colours and materials. In terms of layout is sought as far as possible generic design, so that the



work environment provides flexibility for the future. This setup is durable and cost efficient.

The production spaces are visible as is the manufacturing process made transparent. In this way, it is clear that it is a media company, wherein the co-operation between the different disciplines and inspiration is central. KRO NCRV is a media company where employees work together on specific programs from their new inspiring environment



zecc



zecc

GROUNDING ARCHITECTURE

CONTACT INFORMATION

Zecc

Zecc Architecten BV
Tractieweg 41
3534 AP Utrecht
Nederland
T+31(0)30 273 1289
info@zecc.nl www.zecc.nl

Photographer

StijnStijl fotografie
www.stijnstijl.nl



zecc

GRAUNDED ARCHITECTURE