

Bradley Wheeler

Architectural Photography + Writing

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Pei Cobb Freed & Partners

Santa Clara Square, Silicon Valley

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Interiors: courtesy of Irvine Company
and Pei Cobb Freed & Partners

Project: Pei Cobb Freed & Partners

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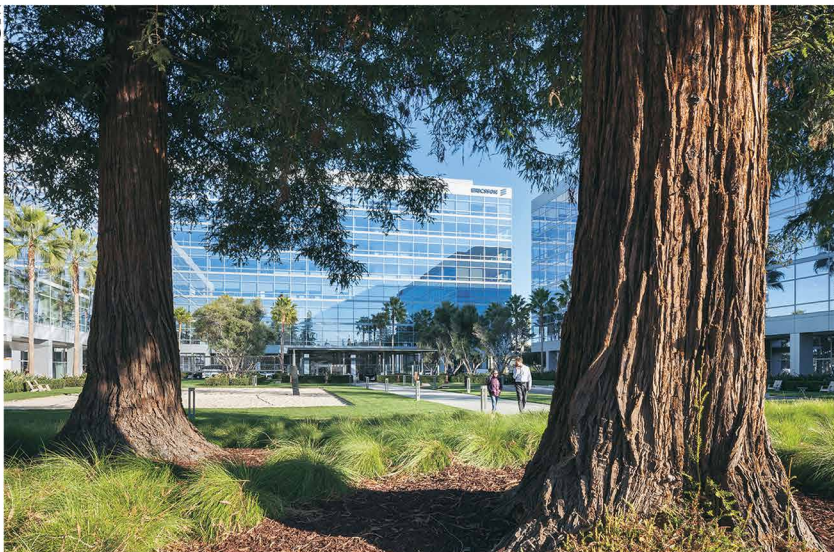
Nuovi orizzonti nella Silicon Valley grazie a Pei Cobb Freed & Partners

L'arte di progettare edifici a uso ufficio e complessi aziendali raggiunge alti livelli nel progetto arido, ma attento all'ambiente dello studio newyorchese Pei Cobb Freed & Partners (PCF & P). Per l'ultimo complesso aziendale, lo studio fondato da I.M. Pei nel 1955 ha attinto da un vasto repertorio per progettare il master-plan del Santa Clara Square che comprende otto edifici a uso ufficio che poggiano su tre parcheggi interrati, due centri fitness e due self-service per un totale di 160.000 mq. I volumi, altamente sostenibili, non sono tuttavia sparpagliati qua e là sul lotto, al contrario, il maggior numero possibile di elementi è stato accorpato per formare un puzzle architettonico (come è prassi nei complessi aziendali). In un lavoro attento con Irvine Company (azienda costruttrice), PCF & P ha progettato spazi esterni ognuno con un carattere e una funzione specifici, suddividendo il complesso in varie aree, o quartieri, ciascuno con una propria identità. I dipendenti che si recano a piedi dal garage all'edificio o da quest'ultimo al centro fitness passano attraverso una complessa sequenza con vari livelli, ciascuno con un proprio carattere. Sono stati previsti numerosi luoghi di aggregazione all'aperto, più o meno informali, che comprendono zone ristorante o spazi ricreativi pavimentati, fino al prato lasciato al naturale (perfetto per le partite di frisbee del venerdì pomeriggio). Il livello più pensato per il relax è l'area boschiva, che si trasforma in palude e si sviluppa attorno alle antiche sechie.



Lo spazio esterno del complesso di uffici Santa Clara Square evidenzia come per lo studio Pei Cobb Freed & Partners' gli edifici siano un'entità in grado di plasmare l'ambiente ottimizzando l'interspazio tra le strutture.

The principal exterior space in the Santa Clara Square office campus illustrates Pei Cobb Freed & Partners' notion that the buildings are space-shaping entities that create the positive space between the structures.



Pei Cobb Freed & Partners Create the Next Evolution in the Silicon Valley

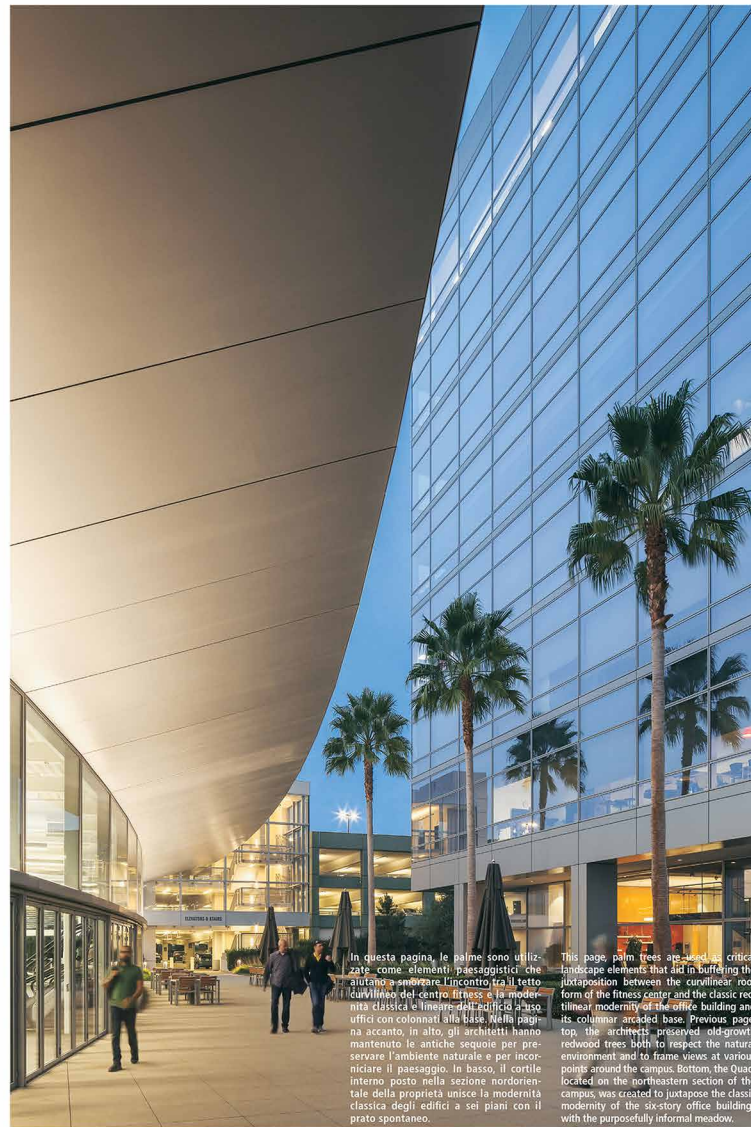
The art and science of office building and office campus design have been raised to new heights thanks to the bold yet sensitive process of Pei Cobb Freed & Partners (PCF&P) of New York City. For their most recent iteration of the high-end office park, the 1955 I.M. Pei-established firm drew from their multiple-genre repertoire to produce the Santa Clara Square campus master plan, comprised of eight buildings totaling 160,000 sq m (1.7 million sf), supported by three parking garages, two fitness centers and two cafeterias. However, the highly sustainable volumes are not scattered across the 16-hectare (39-acre) parcel predicated by fitting as many "pieces" as possible into an architectural jigsaw puzzle (as is typically the case in corporate office park layout.) Carefully working with the forward-looking developer (Irvine Company),

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PCF&P programmed each exterior space with its own specific character and function, thereby defining the campus into unique areas, or "neighborhoods," with their own personality. Employees walking from parking garage to building or from building to fitness center pass through a sophisticated sequence of layering, each area being choreographed with a distinct flavor. These outdoor community gathering



Michael Bischoff, socio dello studio PCF & P, spiega che la filosofia aziendale relativa all'ingombro tra gli edifici è esattamente l'opposto del concetto di "interspazi inutili". Infatti, progettando con cura paesaggi "ottimali da un punto di vista spaziale", gli edifici concorrono a definire e incorniciare il paesaggio in una modalità "che ottimizza e incommoda lo spazio". Da sottolineare il fatto che "che questi edifici incominciano il paesaggio con una particolare attenzione sulla qualità e vivacità degli spazi aperti". L'architetto racconta inoltre che inquilini del calibro di Amazon ed Ericsson, soprattutto nella Silicon Valley, richiedono numerosi spazi outdoor intesi come "servizi per la comunità con un alto valore simbolico, condivisi da tutti gli utenti del complesso". Gli edifici sono ancorati al suolo e connessi al paesaggio grazie a colonnati che avviluppano le strutture su tre o quattro lati. I colonnati (che ricordano i lunghi portici coperti di Bologna), sono disposti in modo tale che i pedoni possano passare dall'uno all'altro protetti dal sole o dalle intemperie per tutto il percorso. I colonnati, tuttavia, offrono molto più che protezione, in quanto "creano segnali visivi che permettono di orientarsi", continua Bischoff. "Se si passa da una parte, il paesaggio rimane a sinistra,

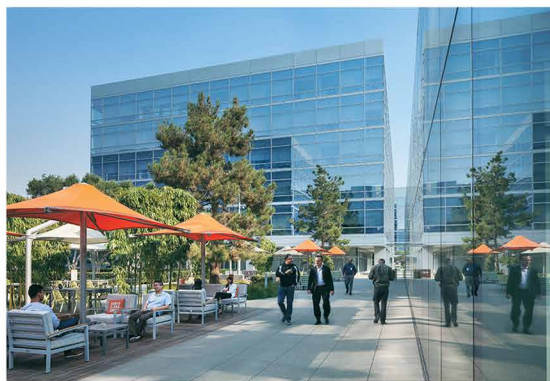
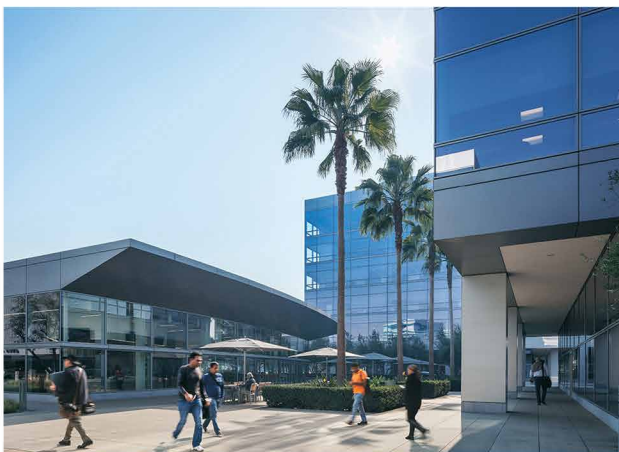


In questa pagina, le palme sono utilizzate come elementi paesaggistici che aiutano a definire l'incontro tra il tetto curvilineo del centro fitness e la modernità classica e lineare dell'edificio a uso uffici con colonnati alla base. Nella pagina accanto, in alto, gli architetti hanno mantenuto le antiche sequoie per preservare l'ambiente naturale e per incorniciare il paesaggio. In basso, il cortile interno posto nella sezione nordorientale della proprietà unisce la modernità classica degli edifici a sei piani con il prato spontaneo.

This page palm trees are used as critical landscape elements that aid in buffering the juxtaposition between the curvilinear roof form of the fitness center and the classic rectilinear modernity of the office building and its columnar arcaded base. Previous page, top, the architects preserved old-growth redwood trees both to respect the natural environment and to frame views at various points around the campus. Bottom, the Quad, located on the northeastern section of the campus, was created to juxtapose the classic modernity of the six-story office buildings with the purposefully informal meadow.

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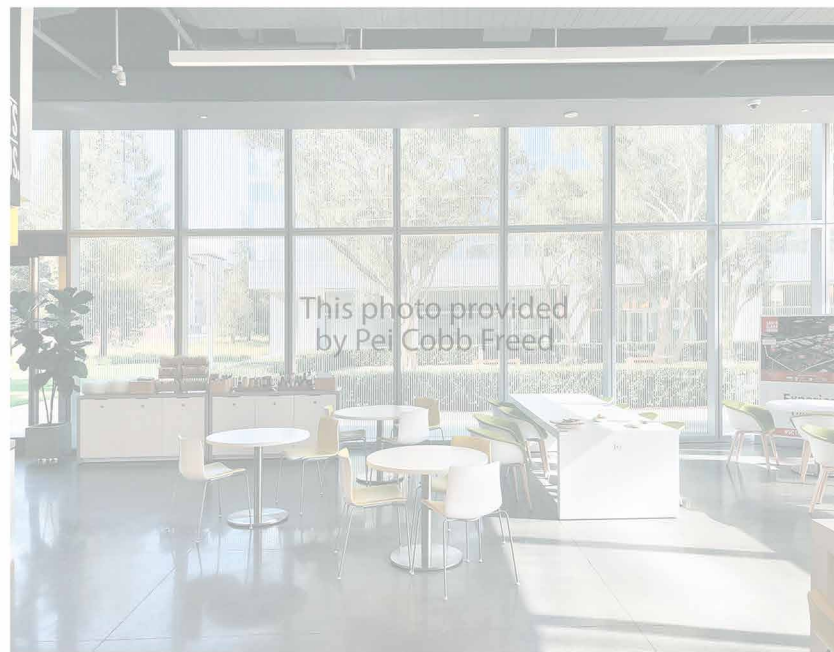
OF places come in a variety of forms, both formal and informal, including highly programmed paved dining and recreational areas, to the purposefully informal and unstructured open meadow (perfect for Friday afternoon Ultimate frisbee matches). The most "relaxed" layer is the wooded area, which becomes the wetlands and is built around existing redwoods. PCF&P Design Partner Michael Bischoff explains that the firm's philosophy of the spatial footprint between structures is quite the opposite of "leftover interstitial vestiges." Rather, by carefully designing "space positive" landscapes, "the buildings are there to shape and frame space in a way that is 'space positive' and 'space framing.'" Moreover, "the emphasis is that these buildings frame the landscape, so there is a lot of effort put into the quality and the vitality of the outdoor environment." The architect further explains that prestige tenants (such as Amazon and Ericsson), especially in the Silicon Valley, come to expect a variety of outdoor space, which simultaneously serves as "symbolic, civic, shared amenities for all the users of the entire campus." The buildings themselves are stitched to the ground plane and finger with the landscape, thanks to arcades that wrap the structures on either three or four sides. The arcades (similar to the kilometers of covered "portici" in Bologna) line up so that pedestrians can go from one into another - all the while being shielded from the hot sun or inclement weather. The arcades, however, do more than protect from the elements in that they also "create visual cues that allow you to move through them," continues Architect Bischoff. "In one case you walk through, and the landscape is to your left; you cross and then the landscape is to your right... So, it creates this reorienting that shows you how the landscape is moving around you." See more of the firm's work at pcf-p.com



se si attraversa, il paesaggio si sposta a destra... Ecco che si crea un nuovo orientamento spaziale che mostra come il paesaggio si muova intorno a noi".
Per approfondimenti sullo studio: pcf-p.com.

128 La zona ristorazione, posta tra il Commons West Café e gli uffici, evidenzia le complesse strategie di circolazione all'interno del complesso. In basso, dipendenti e visitatori s'incontrano nella zona ristorazione a est. Lo spazio è smorzato da elementi naturalistici adatti al clima arido che spazzano e attutiscono lo "spazio positivo" esterno. Nel complesso sono presenti due self-service e due centri fitness. Nella pagina a fianco, in alto, la caffetteria e gli interni del centro fitness sono stati progettati da Studios Architecture.

Top, the food court, located between the Commons West Café and office building, illustrates complex circulation strategies found throughout the campus. Bottom, employees and visitors alike gather in the east food court. The space is buffered by native drought tolerant landscape elements which both break up and soften the positive exterior space. Opposite page, top, the café and fitness center interiors were designed by Studios Architecture.



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Emma Cobb, Senior Editor
Pei Cobb Freed & Partners

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Bradley Wheeler

Architectural Photographer and Writer atop the Bank of China headquarters, Beijing, designed by Didi and Sandi Pei with their father, I. M. Pei.

Bradley Wheeler is an internationally published architectural photographer and writer based in Los Angeles. His work has appeared over 200 times in more than 50 books and publications, including the *New York Times*, *Architectural Record*, *Architect*, *Luxe*, *Sunset*, *Interni*, and *Abitare* (of which he is a frequent contributor). From 2010 to 2022 he also served as the U.S.A. Architectural Editor of Design Diffusion News (Milan) & OFARCH (Milan). His list of clients includes Pei Architects, Kohn Pedersen Fox, Holzman Moss Bottino, Pei Cobb Freed & Partners, Ehrlich Yanai Rhee Chaney, Jones Studio, Rob Paulus Architects and Line and Space, just to name a few.

To coincide with I. M. Pei's 100th birthday celebration, Wheeler was commissioned to photograph and write about the Bank of China headquarters in Beijing. The project was designed by Didi and Sandi Pei (founders of Pei Architects, NYC) while collaborating with their world renowned father.

Wheeler's career started in architecture. After working for the Los Angeles modernist hero office of Dworsky Associates, he spent seven years in the northern Italian studios of architects Lorenzo Ferretti Garsi, Desolina Mori, Silvio Bernardi and Francesco Coppola. Thanks to his experience, Wheeler is fluent in Italian. Upon his return to the U.S., he joined the New York City firm of Wilvan Van Campen and later served as Director of Marketing and Public Relations for Robert Gray Architects.

Wheeler holds a Master of Architecture degree from Syracuse University (Firenze) and a Bachelor of Architecture degree from the University of Arizona.

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