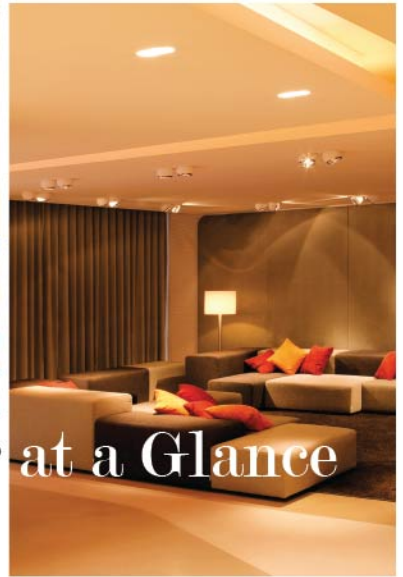


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# The Needs of the Customer at a Glance

Text by Chris Doreyn

A pair of Berlin architects, Klaus and Claudia de Winder, have developed, along with their team located in the posh suburb of Kreuzberg, high-value concepts for the modern workplace. Their collaboration with customers is characterised by a constant and ongoing dialogue. Not only are close conversations and periodic mentoring needed, but also "workshop" meetings focused on recognizing the concrete needs of the builders. Projects are closely monitored by the de Winders right from the get go: from the initial project planning to the ribbon-cutting ceremony.



## Office Concepts for the Future

The architects appreciate the fact that living and workspace requirements are constantly becoming more complex. They integrate the newest trends in residential and industrial development in all their designs and adapt their work to innovative concepts such as flexible office space, green space, and modern technology. The human factor also plays a role in the creative process and in the implementation of modern designs. The De Winders explain: "We try to develop office parks where employees feel uplifted by their surroundings, since they spend a large portion of their days at work. The distinction between work and personal life are becoming ever more blurred. Therefore we feel that the

work-life balance is already an integrated factor and not just a question of one's life philosophy. Our work needs to provide builders with added value that exceeds the confines of the actual project at hand."

## Tailor-made Developments

Customers treasure the de Winders approach. They appreciate that they're getting personalized, tailor-made developments that suit their needs. Klaus de Winder emphasizes: "An office concept for a busy, international consulting firm or a law firm like e.g., Noerr LLP, needs to be different than a sprawling work environment for Zalando, Mozilla, Google, or other tech start-ups. We also do custom developments based on customer needs, such

as the corporate architecture of the three Zalando locations, which serve as the trademark of a very large company."

## Recognizing the Potential

Light, which provides color accents, plays an important role in their work, as does ensuring that the materials, acoustics, and building techniques meet or exceed the latest standards. "We create buildings that are built solidly from within. In this sense, we feel strongly that homes should also be developed from inside out and not the other way around." For this reason the de Winders always carefully assess a building with the goal of coaxing from it its fullest potential.