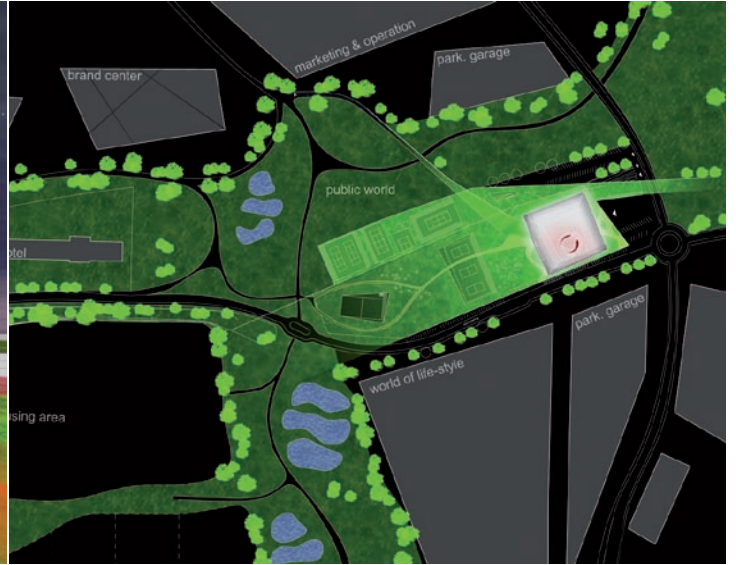
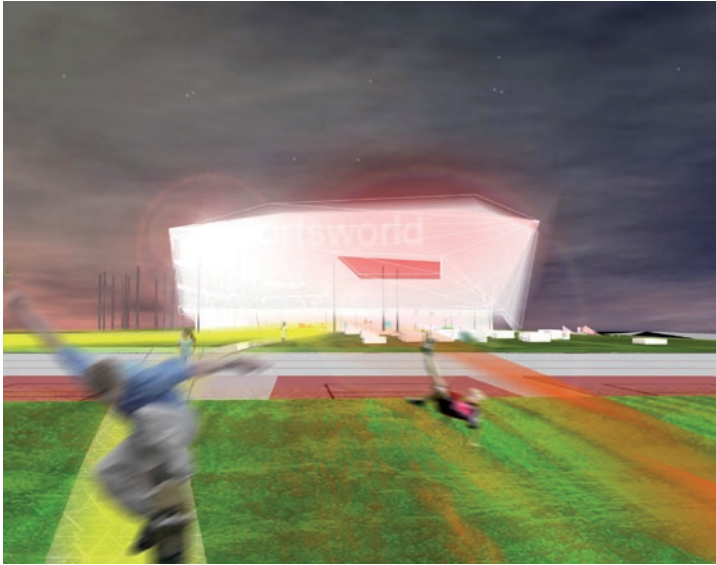


adidas Sport Center Herzogenaurach

New Construction of a multi-functional sports center with sauna facilities area



In the Northeast part of the Herzo-Base district, plans have been put forward to construct a multifunctional “adidas” sports centre (asc) nearby the “adidas World of Sport” (WOS). Through the creation of this novel sport and events centre a further building block is added to the WOS complex which reflects upon the total image of the adidas group of companies at this location.

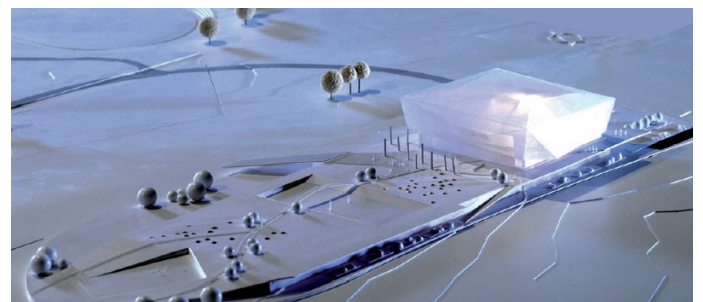
The roadwork needed to connect the site to the surrounding area will use the existing ring road running above the housing development currently under construction. Visitors to the Centre will be led around a wide ranging green belt to their destination. They can reach the Centre by foot via paths leading through the green belt landscape. Traffic for the parking facility will be led directly to the parking decks access ramp so that the area surrounding the Centre entrance can be kept free of motor vehicles. The building itself is partially built into a gradually sloping hillside. By virtue of this device it is possible to mask the extensive volume of the building and keep its height within the dimension and proportions of the surrounding structures.

All in all this addition to the urban development plans allows the B-Plan to be reinterpreted and moulded in a positive sense for the entire area.

A perceived dialogue between adjacent parts of the building itself provides a dynamic conceptual context of sharply sculpted structures which defies the over proportional size of the functional units in a novel architectural scale directly animating the visitor to come within its bounds. The “stones” are positioned as if formed by wind and weather in a free landscape and provide through their alignment a protected close which clearly defines the entry situation. This impres-

sion is carried forward using athletic landscape elements (Tennis, Beach Volleyball and Hard Courts) set before and leading to the entrance. However, it is the topography of the site which makes this possible and further strengthens the effect of an artful arrangement of elements in this way to create a certain excitement in approaching the Centre. In this way the impression is awakened that the structure has pushed itself out of the sloping hillside on its own.

The topic of dynamic landscape elements is continued in the planning of the greenbelt between the residential area the hotel and asc and includes sand dunes water surfaces etc.



Facts and figures

Contractor: adidas Salomon

Competition/Process: Expert judged competition 1st Prize

Planning/Implementation: 2005 – 2006