

# MONDO

No 5 • SEPTEMBER / OCTOBER 2006

Reebok  
World  
Headquarters  
NBBJ

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Japan  
Saitama  
Super Arena

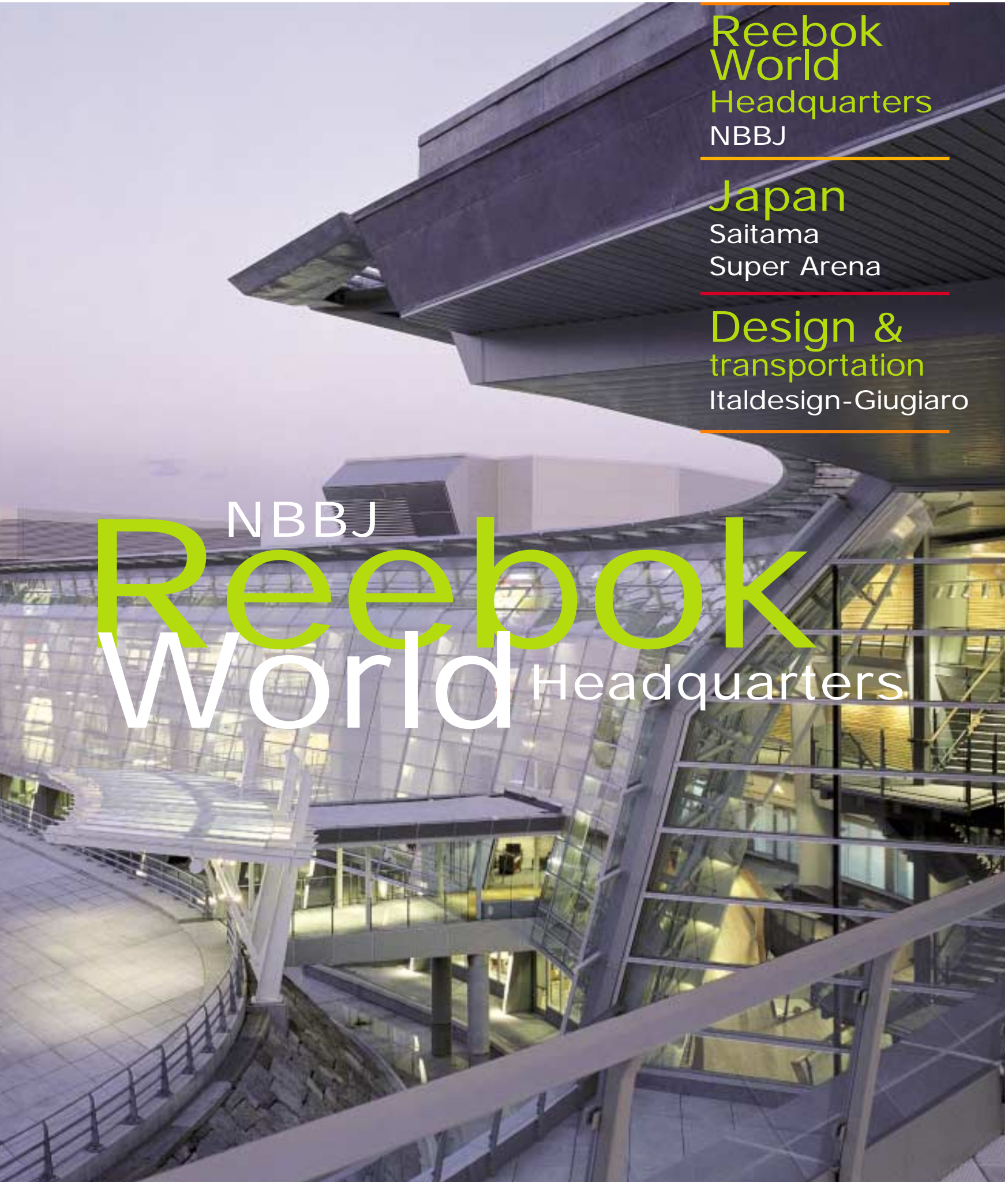
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Design &  
transportation  
Italdesign-Giugiaro

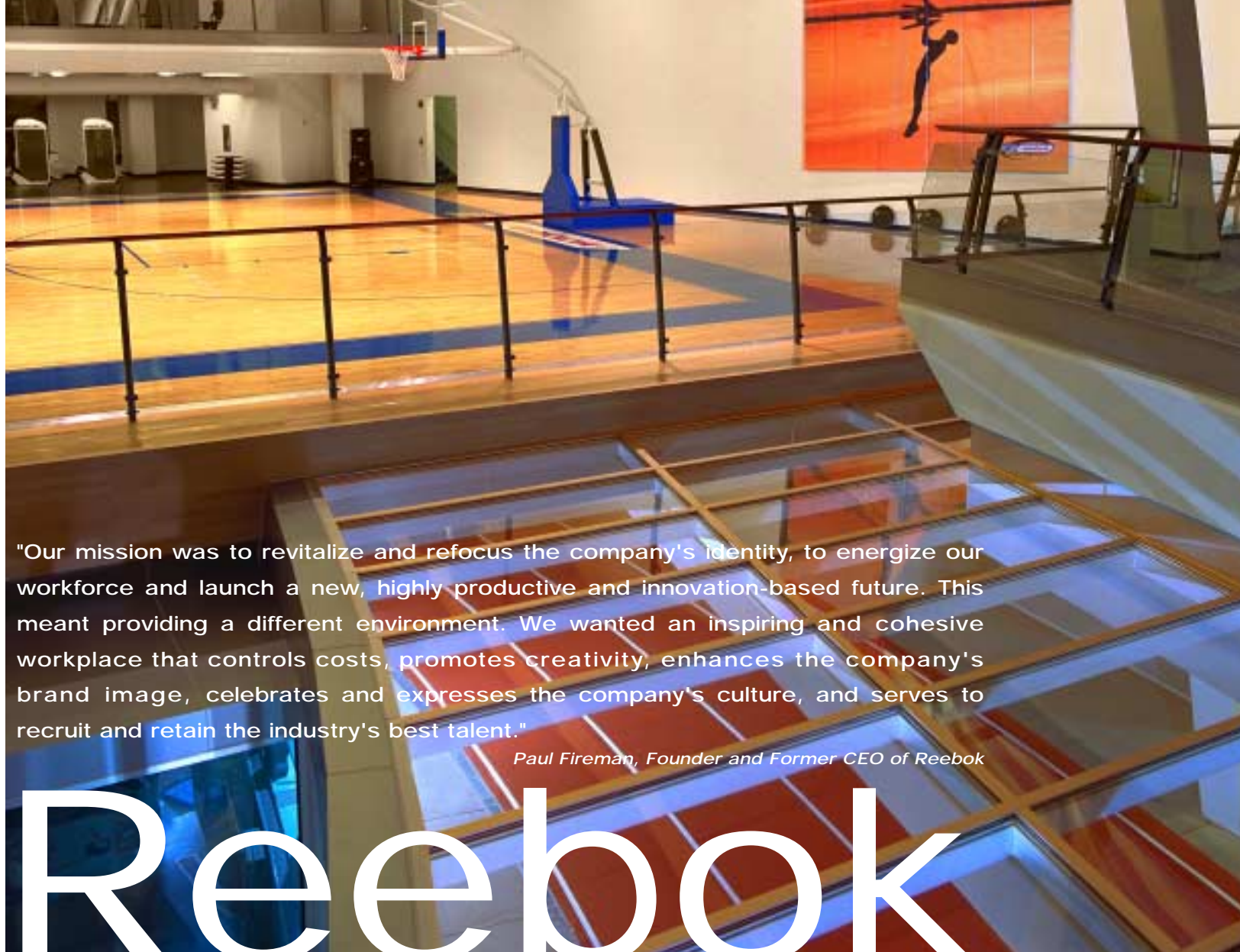
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NBBJ

Reebok  
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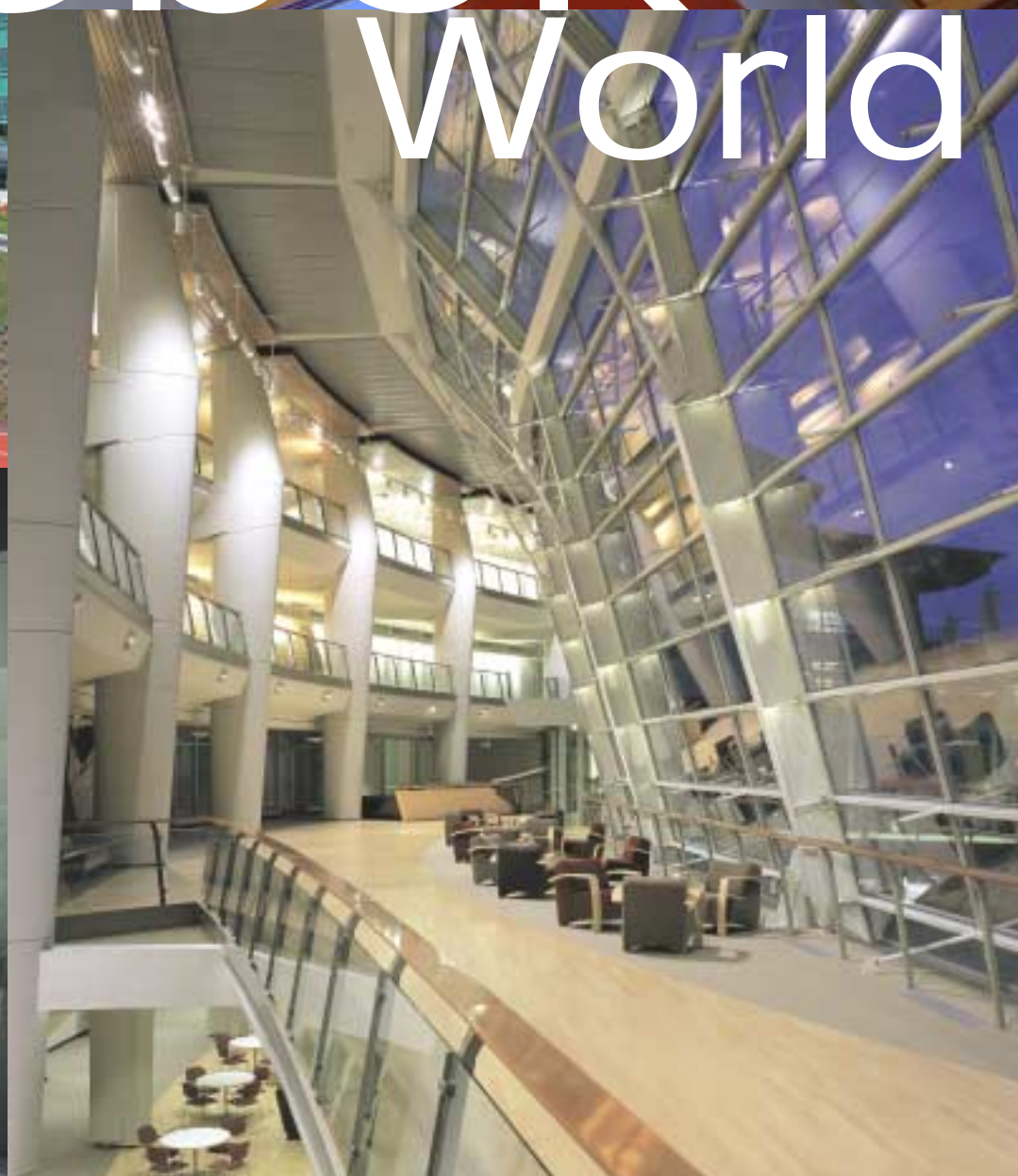




"Our mission was to revitalize and refocus the company's identity, to energize our workforce and launch a new, highly productive and innovation-based future. This meant providing a different environment. We wanted an inspiring and cohesive workplace that controls costs, promotes creativity, enhances the company's brand image, celebrates and expresses the company's culture, and serves to recruit and retain the industry's best talent."

*Paul Fireman, Founder and Former CEO of Reebok*

# Reebok World



## NBBJ

According to NBBJ, for this world headquarters project, architecture presented the means to re-focus and re-energize a company's workforce and identity. A new type of workplace was created that connects all aspects of the business, bringing together the employees and their activities with the products and their intended uses. Certain components were considered essential to the company's health and fitness culture, such as physical activity, access to nature, daylight, fresh air, and childcare. Taking these key elements into account, the space embodies the company's spirit of creativity and collaboration, and promotes success by fostering the well being of everyone involved.

On a 44-acre rural site, the 522,000-square-foot structure ascends four stories with an arena-like view, surrounded by seven outdoor athletic fields and activity areas of various types. Providing a vibrant workplace and permanent base of operations, the project conveys a high-energy theme of fun and achievement, making the company's brand tangible while creating an environment that welcomes retail partners and guests from around the world.

The project's organizing principal is an undulating circulation spine, doubling as an expansive atrium. Supported by a structural core of pre-cast elements anchored in the ground, the curving spine floats above the site, branching into four sections housing company offices.

The branching plan embraces the large outdoor field and connects activity areas surrounding the complex. The curtain wall along the spine tilts from 15 degrees near the base to a more dramatic 43 degrees near the top. A horizontal tension truss system supports the curtain wall and eliminates the need for an obstructing steel structure.

From within the spine, one can see and hear the indoor basketball court activities, look into a glass tunnel that houses the running track and that enters the building from outside, or gaze at the landscape to view product testing on various sporting fields. The transparency of the spine visually and metaphorically breaks down barriers between indoor and outdoor activities, integrating athletics with the workplace and constantly reinforcing the company's identity. Together, the site and building become a place where energy and excitement build, revitalizing the client's business culture and brand identity.

Throughout the day, the interior and exterior athletic facilities thrive with the activity of employees whose first hand knowledge of sports helps to hone innovative solutions for the equipment they design. This project is a testament to the fact that buildings can help to define and coalesce a company's understanding of itself. The image of architecture becomes synonymous with the image of the company.

"This world headquarters is a place that integrates people's lifestyles with the company's identity, and inspires employees to push themselves with the same energy that is embodied in the architecture."

# Headquarters



For more than 60 years, NBBJ, a leading global architecture and design firm, has successfully helped clients address the challenges of the rapidly changing marketplace. NBBJ is distinguished by its process of concurrent, multidisciplinary innovation that delivers high-impact architectural and design solutions. NBBJ is a full service design firm offering everything from architecture and master planning to lighting design and economic and financial feasibility planning.

They are leaders in healthcare and corporate/commercial with strong growing practices in higher education, campus planning and design, research and advanced technology, civic and courts, airports, and senior living.

NBBJ's practice is characterized by a combined emphasis on design excellence and high standards of service. NBBJ believes it is far more important for each design to emerge from, and be created for, the people, culture, and values of a particular place.

### Key NBBJ Achievements

- Banner Estrella Medical Center Phoenix, Arizona*
- Boeing Company Commercial Airplane Group Headquarters Renton, Washington*
- California Institute for Telecommunications and Information Technology (Calit2), University of California San Diego La Jolla, California*
- The Sail @ Marina Bay Singapore, Republic of Singapore*
- Telenor World Headquarters Fornebu, Norway*
- United States Federal Courthouse Seattle, Washington*
- The Wellcome Trust Sanger Institute Hinxton, United Kingdom*

- SURFACES**
- Track: Sportflex Super X
  - Weight Room: Sport Impact Ramflex
  - Cardio Area: Mondoflex
  - Gymnasium • Aerobics: Mondowood



# Saitama

## The Smart Arena

The Saitama Super Arena, defined as the world's first "smart" arena, is a multi-purpose indoor stadium located in Saitama, Japan; its spectator capacity is 37,000 at maximum settings. The arena features a gigantic moveable section of seating which can reduce capacity for smaller events and create a more intimate setting: in few minutes time it can be transformed from a 35,000-seat stadium into a 20,000-seat arena, then a 6,000-seat concert hall.

# Super Arena



MovingBlock

The gigantic structure, weighing 15,000 tons and 41.5 m high, moves a distance of 70 m horizontally, taking with it approx. 9,000 seats and numerous facilities to transform the Main Arena into a Stadium accommodating up to 37,000 people.



"The variety of layouts and seating arrangements made possible by the movable architectural block system mean that the ideal venue for any event can be created."

The design team was challenged to create a multifunctional facility that combines three buildings in one. Saitama stretches the limit on flexibility, with walls, ceilings, seats, and floors that move. The Saitama Arena won the prestigious *Business Week/Architectural Record Award* for achieving measurable business and organizational goals through the use of design.

### A Stadium

The enormous space created by the Moving Block system provides a venue for concerts or trade fairs held on a large scale. The laying of artificial turf over the field also makes this the first sports ground in Japan equipped especially for American Football.

### B Main Arena

The Main Arena is the ideal venue for indoor sports such as basketball, boxing, tennis, gymnastics, as well as for musical events of many kinds.

### C Community Arena

The arena makes maximum use of natural light and breezes to provide an open space for various events. Small-scale sporting events such as futsal can be held there.



**Fiba World Championship 2006**  
This Championship is the most prestigious basketball event. Held in Argentina in 1950 for the first time, the Championship is organized every four years between Olympics. For the first time Japan welcomed this very important event from August 19<sup>th</sup> until September 3<sup>rd</sup>.  
**The Saitama Arena hosted the semi finals and the finals.**

**SURFACE**  
Fast Break  
(official FIBA portable wood flooring system)

**EQUIPMENT**  
Scoreboards  
2 Pegasus  
electronic scoreboards  
with FIBA consoles

Shock clocks  
24" four faces  
& four luminous board frames



### Key Nikken Sekkei Achievements

- |  |   |
|--|---|
| Kyoto State Guest House<br>Kyoto, Japan                            | Central Japan International Airport<br>Passenger Terminal Building, Japan |
| Hyogo Performing Arts Center<br>Hyogo, Japan                       | China World Trade Center<br>Beijing, China                                |
| Tokyo Gas (Earth Port)<br>Yokohama, Japan                          | Shanghai Information Tower<br>Shanghai, China                             |
| Tokyo Dome<br>Tokyo, Japan   | Bank of China Tower<br>Shanghai, China                                    |
| Kansai International Airport<br>Passenger Terminal Building, Japan | Korea World Trade Center<br>Korea   |

## Nikken Sekkei Ltd.

"Nikken Sekkei Architects, Engineers and Planners is the largest Japanese design firm; it is a comprehensive design firm with a group of experienced specialists providing a complete line of services including architectural design, engineering, urban planning, design and construction administration services, and other related services such as survey, planning and general consultation.

Since its inception in 1900, Nikken Sekkei has maintained an uncompromising commitment to fiscal independence, a design company's most important attribute. At the same time, in growing to its present position, the company has constantly focused on the development of new methods and technologies that redefine design for current needs and priorities. The firm is noted for its integrated, multi-disciplinary organization capable of undertaking most projects in-house, efficiently and effectively, and with considerable attention to detail.

Nikken Sekkei has been involved in over 20,000 projects in some 40 countries, in both the public and private sectors, including governmental, industrial, educational, cultural, medical and residential facilities."

Mr M.Maeda, Manager - Corporate Communications Office Nikken Sekkei Ltd



In the realm of transportation, particularly when it comes to trains, much importance is given to interior design. Coverings, seats and accessories are carefully designed to maximize comfort, safety and cleanliness for travellers.

The choice of floor coverings is particularly important as they must meet technical standards in anti-slip protection, fire reaction, low emission of fumes in case of fire, ability to withstand wear and tread and ease of maintenance.

MINUETTO



# Design

## & Transportation



PENDOLINO

Italdesign-Giugiaro is one of the internationally eminent design firms that has drawn on the expertise of Mondo's technical team during preliminary design phases. This gave rise to high-impact colour compositions, like in the interiors of Minuetto, a series of 200 trains commissioned by Trenitalia, made by Alstom, modernizing local rail transportation.

The design of the furnishings for the Trenitalia's new high speed Pendolino train focused on the theme of speed. Its coverings serve as spatial amplifiers, giving the interiors the effect of "high tech carrier" (without neglecting functionality, ergonomics and comfort). The design for the Cisalpino high speed train is dressed up with a distinctive blue band that fits with the graphic mark that recurs throughout the entire train. The choice distinguishes the entrance to the two classes with green and yellow (for first and second class, respectively) as well as setting apart the bar/bistro area, which contributes to defining a sophisticated, high-tech atmosphere, emphasized by the total use of materials in cool colours combined with aluminium.

The choice of floor coverings is particularly important as they must meet technical standards in anti-slip protection, fire reaction, low emission of fumes in case of fire.

CISALPINO



and the construction of pre-serie models for international homologations. The Group can count operational companies in Spain, France, Germany, China and Japan.

Among the services in different production areas - furnishing, electrical household appliances, home fancy goods, medical, sport and for free time equipment, watches, spectacles, phones, leather goods, cosmetics, food and package design - the transport sector is the most developed.

In Moncalieri, thanks to the great area and the machinery with which the building is equipped, maquette in real scale of trams, train coaches and metro, interior of boats and private airplane are projected and built up; for the most recent order, the Trenitalia's new high speed Pendolino the cabin, the technical compartment, the first and second class coaches and the bar/bistro have been reproduced in real scale.



From above to underground trains: Mondo S.p.A took part in the renovations for Rome's Metro, whose design focused on colour choices that enhance luminosity; and it participated at in the competition for the new underground of Copenhagen (which involved Ansaldo-Breda and Giugiaro Design). In this case, the easily recognizable car respects the principles of minimalist design: the interior evokes the Danish landscape, which abounds in lakes and birch forests.

### GIUGIARO DESIGN: A 360° PROJECT

"Giugiaro Design's history, Giogietto Giugiaro's atelier settled in Moncalieri, is really distinctive; it develops creativity and engineering projects for industries producing medium and large consumption goods in the most varied subjects, it builds models and prototypes, it evaluates business plan for launching new companies, it supplies graphic and design services for private and public environments; it works with Giugiaro Architettura which gathers building experts, it projects commercial and playing centres, museums, interior design and as well stands for European and Asian customers.

The experience and the enthusiasm come from another prestigious entrepreneurial event: the Italdesign Giugiaro divisions, which since 1968, offer to the world automotive industry creativity, engineering and technology services. These divisions can cure and follow the whole project management, from the feasibility studies, the simulated testing, modelling

Since many years Mondo S.p.A. has cooperated and collaborated with the Italdesign staff in Moncalieri to promote its wide range of products specifically studied for transport flooring but also for satisfying, through innovative experimentations, the customer's demands."

Press Office Italdesign - Giugiaro

### NEW: Self-Adhesive flooring



Mondo improves its wide range of products specifically studied for transport flooring with an innovative solution which will grant a really quick and easy installation.

During the production phases each roll is equipped with a continuous layer of glue on the back: the glue layer is then covered with a thin and easy to remove protective film.

- No other adhesive products or primer are required.
- No toxic fumes are emitted.
- The flooring can be walked on immediately after the installation.



### European Athletics Championships

#### Ullevi Stadium

The European Championships, held at the Ullevi Arena, have been a great success with 48 participating countries, 1370 athletes, and different records being reached.

Ten Championships records were beaten during the week and Russia beat half of them. Yelena Isinbayeva won the pole vault final with 4.80 and became the sixth athlete in history to win five consecutive championships. Russia reached a total of 12 gold, 12 silver and 10 bronze medals, strengthening its position as the leading athletics nation in Europe. Spain was the second best of all the

Göteborg, Sweden  
August 6 - 13 2006



nations and Great Britain came in third place with 11 medals. 34 country records were broken during the Championships.

#### ABOUT ULLEVI STADIUM

Ullevi is Scandinavia's leading outdoor arena, built for the 1958 World Cup

in Football. Since then, it has hosted a long line of international, cultural and sporting events, including the World Championships in Athletics 1995.

In 1995, Mondo S.p.A. had installed its premium world leading track Sportflex Super X Competition in

the Ullevi arena on the occasion of the World Championships in Athletics; for the European championships last August the track has been substituted with a new one with a thickness of 13.5 mm.



#### BASKETBALL

### World Championships for Women 2006



Brazil, Sao Paolo  
September 12-23 2006

Sixteen countries from five continents are participating at the 15<sup>th</sup> FIBA World Championship for Women.

The country which hosts the elite women's tournament, from September 12<sup>th</sup> to the 23<sup>rd</sup>, is Brazil. This is the 8<sup>th</sup> World Championship to be held in Brazil: it has already hosted five seniors competitions and two juniors. Two arenas will be the venues of this competition: the Ibirapuera Arena in the city of Sao Paolo and the Barueri Arena, close to the main city.



Mondo has supplied various equipment in the Ibirapuera Arena, such as four electric scoreboards (Pegasus and Fenix systems), the 24" four faces shot clocks and four luminous board frames. The surface on which the best basketball players will play will be once again the Fast Break system produced by Mondo.



#### HANDBALL

### 1<sup>st</sup> Women's Youth World Championship



Sherbrooke, Canada  
August 11-20 2006

Denmark grabs the title at the first Women's Youth World Championship. A very interesting women's youth final at highest speed made Denmark become first women's youth world champions. Thanks to varying play in positional attack and brilliant feeding to pivots Amalie Sorensen and Susan Sorensen could take home the final victory.

Twelve teams from four continents were participating to this premiere, while the referees were from Asia, Africa, Europe and Pan-America.



The 36 matches were played at 5.000-seat Léopold Drolet Sport Palace in Sherbrooke, Canada where Mondo installed its innovative surface Mondoflex II.

## OUR PRESENCE

#### FAIRS

Innotrans  
Berlin, Germany • September 19 - 22

5<sup>o</sup> National Congress  
"Healthcare & Technology"  
Rieti, Italy • September 28 - 30

Compasso Volante International Award  
Lecco, Italy • September 29

#### "Ralph Erskine" Award

Politecnico di Milano - Faculty of Lecco  
October 14

Conference:  
"Stratified Building Technology"  
Montesor Hotel, Bussolengo -  
Verona, Italy • November 9

#### SPORT EVENTS

FIBA World Championship for Women  
Brazil • September 12 - 23

10<sup>th</sup> IAAF World Cup in Athletics  
Athens, Greece • September 16 - 17

Italian Championship in Athletics  
Busto Arsizio, Italy • September 23 - 24



#### ELECTRONICAL VERSION

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