

MVRDV Transforms Dijon Factory Into Innovative Flexible Workspace

by [Tafline Laylin](#), 07/12/12

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Last year we wrote about [MVRDV's](#) plans to convert a [disused Dijon factory](#) into a flexible space for the [Teletech call center](#) in France. The project is now complete and it looks great! Severely restricted by budget, the Dutch design studio had to pull out the big creative guns to transform the 6,500 square meter building into a well-lit, comfortable space that would attract and keep the country's highest profile workers. Hit the jump to learn more about how they achieved just that.



The existing building that housed a [dijon factory](#) for five short years was too wide to accommodate 600 work spaces, but with only €4 million to work with, it wasn't possible for MVRDV to make major structural adjustments. This ended up being a fortuitous limitation since the studio was forced to stretch their imagination, which resulted in an entirely new working concept.

Taking cues from the working habits of today's young people, instead of designing a series of tiny cubicles that are more likely to inspire despair than meaningful relationships with clients, MVRDV opted for open spaces filled with homely objects that mimic the feeling of working on a sofa or bed. This allows employees to sign in for work wherever they choose during peak hours, and then they can enjoy the fitness center or [projects incubator](#) when business is slow.

Few adjustments were made to the existing building, but perhaps the most striking change is the facade. It's the same, except MVRDV transformed it with QR code print in keeping with the Teletech

work ethos. To bring in natural light, the firm inserted a large window and [skylights](#), which creates a comfortable communal feel that makes working at this call center even more appealing.

photography via Philippe Ruault



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