

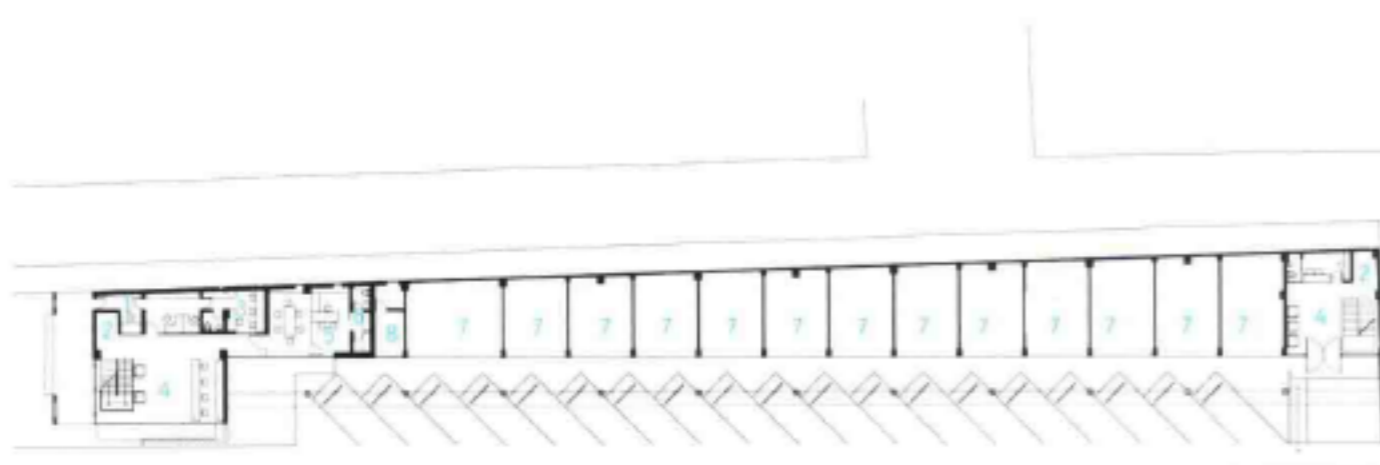


It is an almost 100-metre-long building, with a series of vertical strips used for ventilation by tip-up windows 建筑总长度近100米，竖条结构的窗户保证了通风

A.M. Celaya

The A.M. newspaper in the state of Guanajuato, Mexico, is subsidiary to one of the main national journals of Grupo Reforma. Its local contents are produced in Leon where it is printed, and from where it is distributed throughout the state, once it has received the news generated in Celaya. Therefore, printed without any industrial facilities, the A.M. Celaya had been operating in a rented unit with no urban presence whatsoever. So, in order to create an appropriate projection according to the social importance and financial viability of the newspaper, the owners destined an outstandingly located terrain. This was a long and slim land, facing one of the main avenues in the city, to be used for three purposes: the newspaper headquarters, shopping units and an additional rental business block in the upper level.

This is how the architectural programme comes out, bringing a triple-height cube as main volume for the newspaper brand image. The central stairway is set here, communicating the main entrance to the public attention areas as well as meeting rooms, whereas on the first floor comes the editors and directors office, as well as the newspaper offices. On the other end of the building is the main entrance for the rental business units, having underneath the shop units, all of them with direct access from the street.

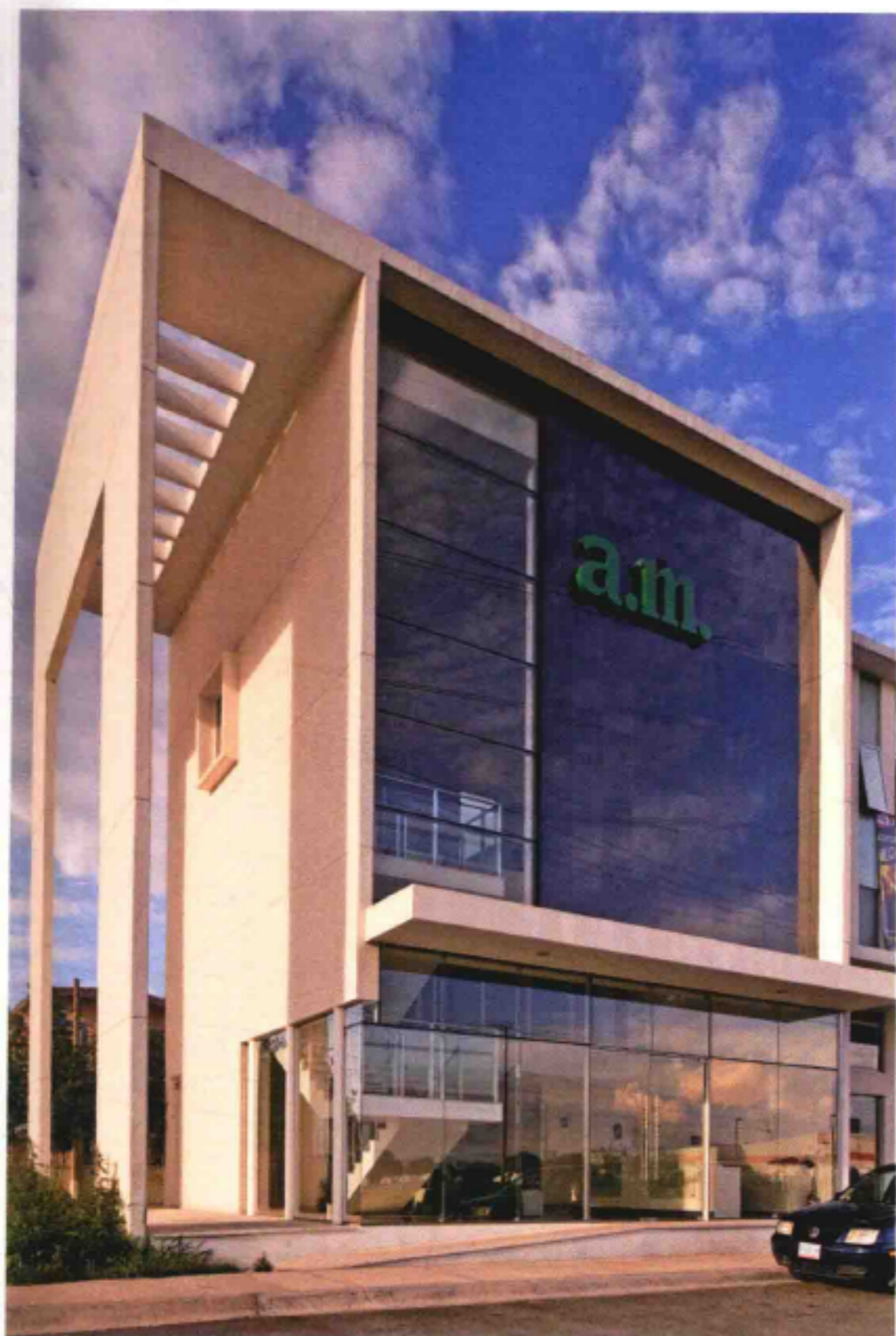


A.M. 塞拉亚报业大楼

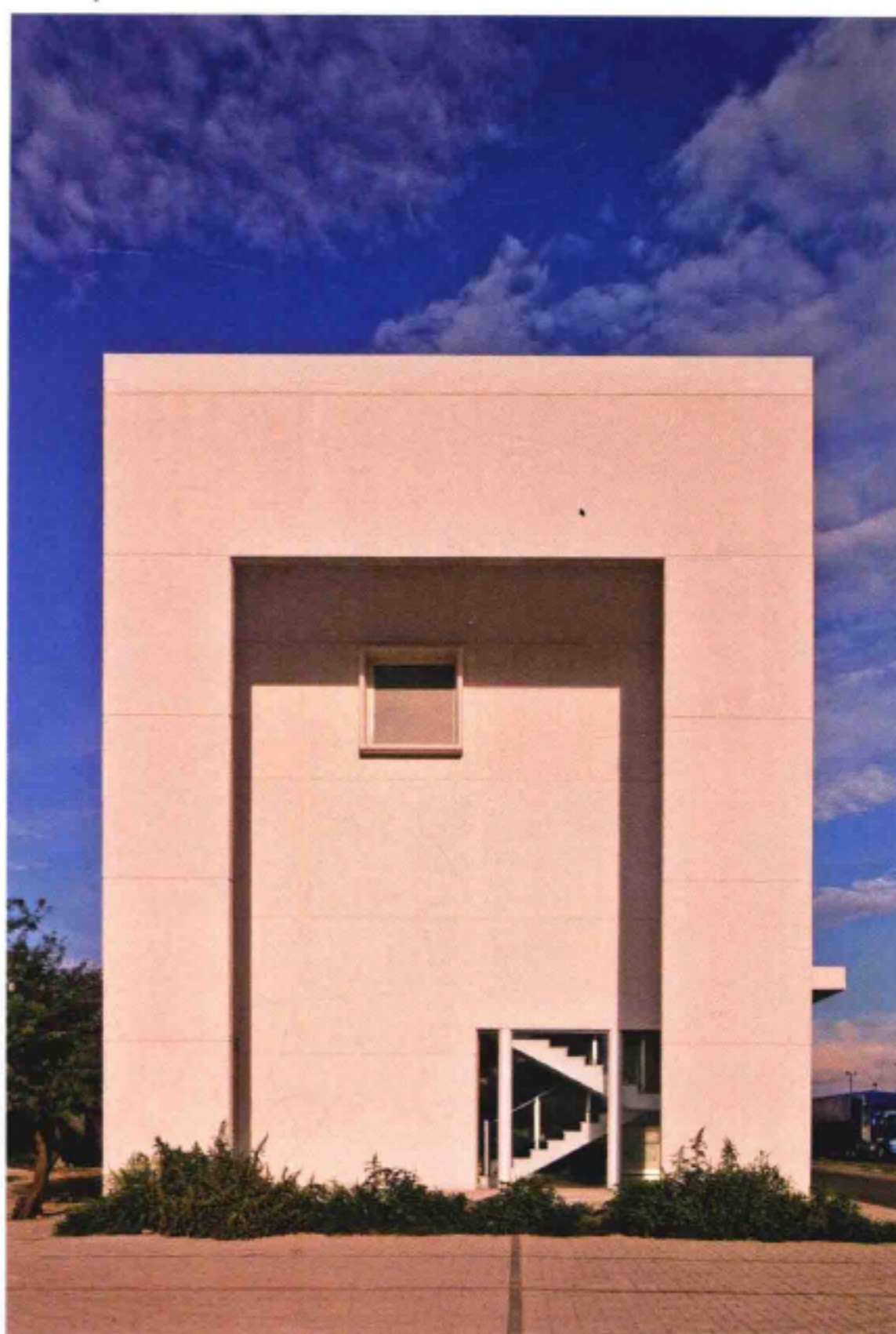
A.M.报业位于墨西哥的瓜纳华托州，是改革报业集团的附属报业。A.M.报在塞拉亚编辑新闻，到里昂印刷，最后发放到州内各城市。由于不需要印刷设施，A.M.报业一直在一座出租楼内办公。为了提升报纸的社会影响力，A.M.报业的经营者决定为它建造一座新的办公楼。办公楼位于一片细长的场地上，正对城市的主要街道，共有三项功能：报业总部、商业网点和上层的出租办公区。

建筑的主体是三层高的立方体，代表着报业的品牌形象。立方体结构里的中心楼梯连接着主入口、公共区域和会议室；二楼是编辑、总编的办公室和报纸编辑中心。建筑的另一侧是出租楼层的入口，它与下方商业网点的入口都可以直接通向街道。

- | | |
|-----------------------|-----------|
| 1. security | 1. 保安室 |
| 2. lifts | 2. 电梯 |
| 3. classified section | 3. 收发室 |
| 4. lobby | 4. 大厅 |
| 5. sala de juntas | 5. 会议厅 |
| 6. files | 6. 档案室 |
| 7. local commercial | 7. 本地商业设施 |
| 8. services | 8. 服务中心 |



The programme comes out of a triple-height cube as main volume for the newspaper brand image
 三层高的立方体结构是建筑的主体



The long and slim terrain, facing one of the main avenues in the city, dictated the programme
 细长的建筑主体面向城市的主要街道



The volumetric statement is the triple-height lobby hall with a big granite plate that holds the newspaper's logo
 楼面的花岗岩石板上写着报业的标识 newspaper's logo



The stairs lead to the first floor where the editors and directors office, as well as the newspaper offices come
 楼梯通往二楼的编辑办公室和报业工作室 offices come

Photo: Mito Covarrubias

Corporate

Completion Date: 2008

Architect: Ricardo Agraz