



Site plan
總平面

Client: Santander-Serfin
Project date: Feb., 2, 2006
Works starting date: Oct., 1, 2006
Location: Queretaro, México
Area: 85 973 75 m²
Budget: US\$73 463 454

客戶: Santander-Serfin
項目時間: 2006年2月2日
開工時間: 2006年10月1日
項目位置: 墨西哥Queretaro
佔地面積: 85 973 75平方米
預算: 73 463 454美元

Queretaro Call Center

Queretaro 呼叫中心

Design company: Estudio Lamela

Outside collaborators: Garcia Jarque Ingenieros, Ove Arup, Saad acústica, Guillermo Schaas y Asociados, Artenluz, GDU, Aldaro Consultores, Diseño Corporativo, Elevadores Kone, AKF

設計單位: Estudio Lamela

外包合作設計師: Garcia Jarque Ingenieros, Ove Arup, Saad acústica, Guillermo Schaas y Asociados, Artenluz, GDU, Aldaro Consultores, Diseño Corporativo, Elevadores Kone, AKF

This work is part of the latest generation of buildings conforming a new concept for Call Centres. It brings together values such as efficiency, operability, service, brand image and implementation in the site.

The building is divided into three main parts.

1. The Call Centre itself, an elevated disc which shows a contemporary, technological and stable image, in the search for an iconic building. An architecture thought from a high tech and efficiency point of view, but created also thinking about the people who will inhabit it; a kind place, with no corners and with a high integration in its social environment.
2. The base, the right place to allocate the auxiliary functions, in high contrast with the elevated main building. This space must be understood as an excavation in the ground, as a way to hide the service areas under the batters and gardens surrounding the central access plaza. The materials used in this building make a well balanced combination between the vernacular ones, expressing a high respect for the local architecture; and the technological materials, typical of a universal architecture.
3. The underground parking.

該項目遵從着‘呼叫中心’的一貫設計原則，把項目的有效性、可操作性、可服務性、品牌效應以及基地的實施性等各個元素整合在了一起。

建築分為三個主要部分：

1. 呼叫中心的結構是一種旋轉式的圓盤形狀，表現出的是一種同時代的、技術化的、及穩定的形象，顯示出的是一種圖標式的建築形態。從建築的高科技和有效性來觀察，設計師旨在突出居住的環境、舒適的場所，與社會的大環境融合在一起，而不以邊角修飾。
2. 建築的基點，一個具備恰好的輔助功能的地方正對着主建築體，與其本身的提升式特點相互照應。這種空間的設計，旨在突出地面逐漸上升的空間性，在中央入口廣場的周圍，把服務區域隱藏在花圃周圍，該建築使用的材料，形成了建築的和諧性，表達了對本土建築的尊重，技術材料使用的是典型的慣用材料。
3. 地下停車場













