

ZDF Werbefernsehen GmbH, Mainz, Germany
Interior design / office concept: Schumm's officehouse, Mainz

ZDF Werbefernsehen GmbH
Erich-Dombrowski-Str. 1
Mainz
Germany

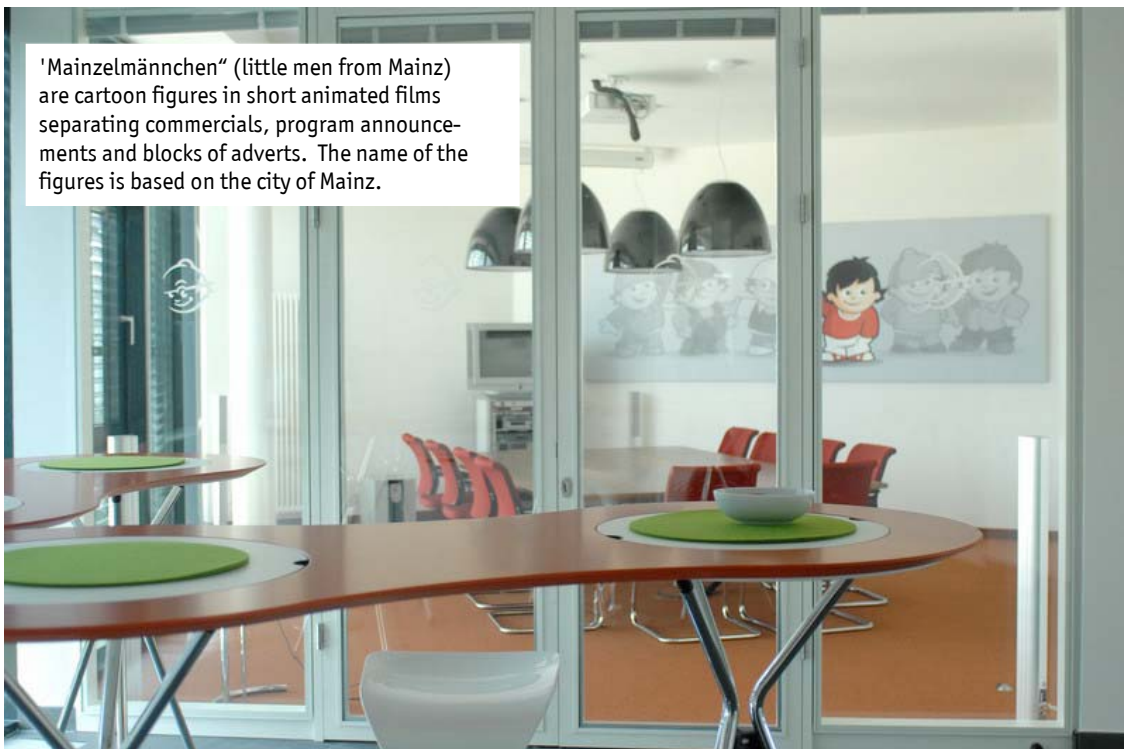
Completion date: 2010
Products:
**invitation, temptation,
activation, netwin, meet
+ special solutions**



The inner courtyard of the new building is used for general recreation (left). The six characters of the Mainzelmännchen can be seen everywhere.
Photos: © A. Stehle, Mainz

The Mainzelmännchen (cartoon figures) have a new home!
In summer 2010, the ZDF Werbefernsehen GmbH moved into a new building on "media" hill in Mainz, which is only a stone's throw away from the broadcasting centre of German TV company. This part of the company handles the sale of advertising time. The new offices are organized in different ways and are supplemented with numerous conference rooms and a meeting area.

'Mainzelmännchen' (little men from Mainz) are cartoon figures in short animated films separating commercials, program announcements and blocks of adverts. The name of the figures is based on the city of Mainz.



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The coffee break area was fitted out with **meet table**, whereby combining elements can be joined together to form larger units. Felt pads and covering elements supply additional opportunities for variation (right).



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Bright offices and connecting spaces help to create a friendly atmosphere.

Work zones are separated by glass partition walls.

Monitors as signs and TVs in different places allude to television as a motif, while everywhere in the building there are the Mainzelmännchen figures.

Photos: © A. Stehle, Mainz



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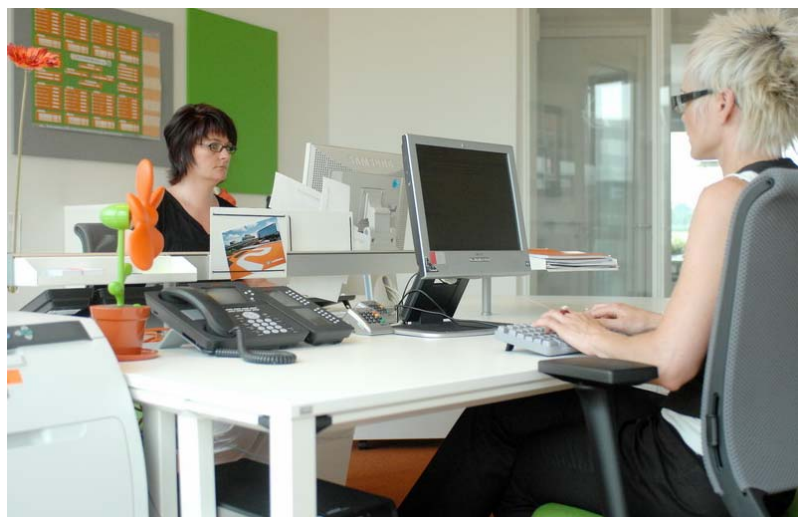
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Orange, the corporate colour of ZDF Werbefernsehen, was complemented with gresh green in the office design and is also reflected in the furnishings and other fixtures and fittings.



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The **temptation** furniture system was used for the single workstations as well as the group workstations. Numerous additional elements facilitate and enliven the activity of working in the office. Each employee was able to personalise their own workstation according to their own wishes by means of organisational elements. This resulted in free space for creativity yet enabled retention of the CI.

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CPU holder and additional storage spaces supplement the workstation in the photo (left). **netwin** swivel chairs were used throughout the company.



A **lifting table**, used here for a meeting near the place of work, can be height-adjusted by means of a discreetly placed lever (photo bottom left) and can thus be adapted to the meeting situation.

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Elements of media technology were integrated in the desk tops of **invitation** and can be pulled out when necessary.

Each of the Mainzelmännchen represents a character and a conference room. Here, in the case of the red "sporty little Fritz", red **netwin** cantilever chairs are used.

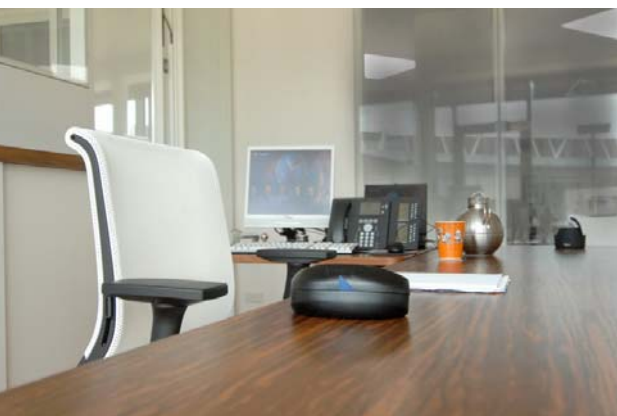


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The conference in the photo at the top is dedicated to the Mainzelmännchen "insatiable Anton". Here, the colour blue dominates.

In the office of the management (photos on left), real-wood veneers were used. Here, the **netwin** family of chairs in white were selected. Photos: © A. Stehle, Mainz