

i29

# The recycled office

Gummo, Amsterdam







Our single-minded approach: making the office the 3D translation of Gummo's simple yet stylish all white-and-grey house style. Not by buying loads of new stuff, but by giving existing furniture a grey polyurea Hotspray treatment.

## 'Reduce, reuse, recycle'

'Reduce, reuse, recycle' was our mantra for this advertising agency. The people at Gummo knew that they could only rent the space for two years so they asked us to create an office with little impact on their wallets. We made sure it also had little impact on the environment.

**project**  
Gummo, Amsterdam

**design**  
i29 interior architects

**client**  
Gummo

**category**  
office

**location**  
Amsterdam, NL

**floor area**  
450 m<sup>2</sup>

**completion year**  
2010





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'This design for a temporary office seems to have formulated an answer to the call for identity and the demand for sustainability'



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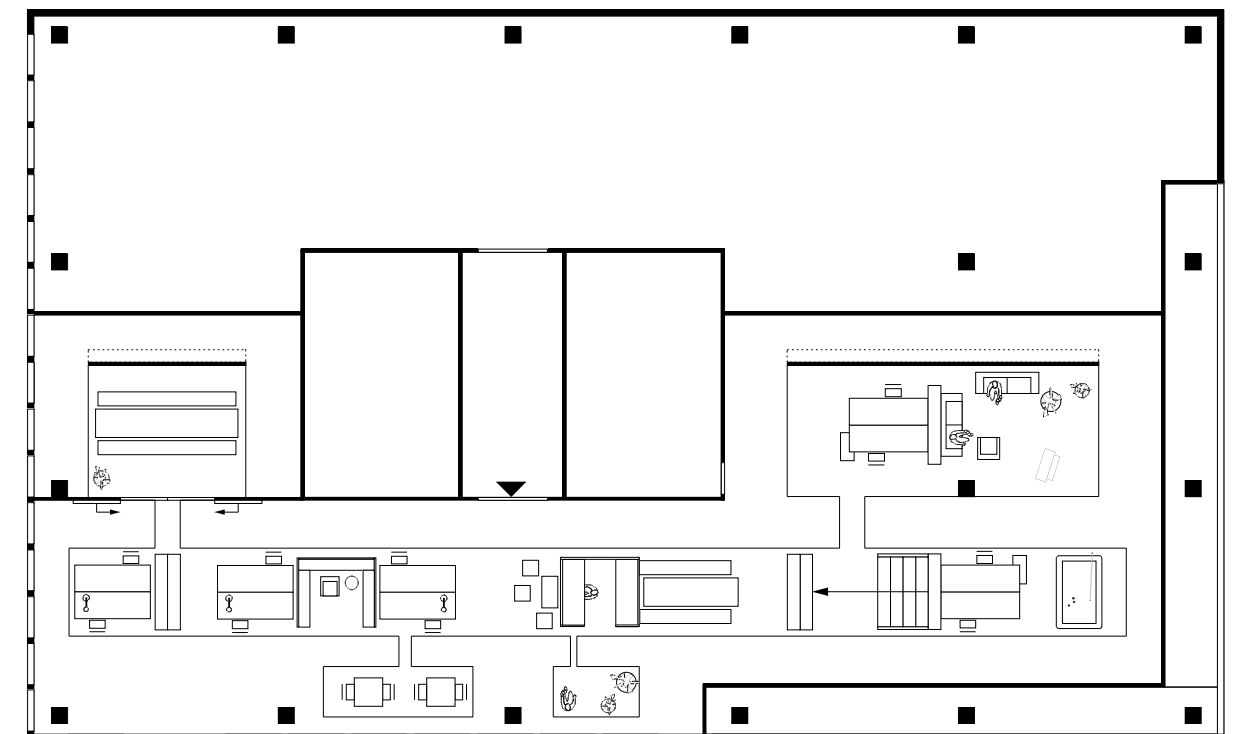
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Besides the furniture Gummo already owned, we used the furniture that we found in the office space in the former Parool newspaper building. We bought more second hand online and in charity shops. The mix of types and styles makes our strict intervention more playful. Even Jesus couldn't escape our grey spray.

We also 'reused' the building itself. We didn't change a thing and only divided the space by painting grey zones on the floor that form a unity with the furniture.





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5

