

BOSCH

LIVING LAB



What was originally planned as a conference room was transformed into a dynamic hub for innovation, creativity, and interaction.

The concept centers on a „living lab,“ encouraging visitors to engage directly with the workspace and its technologies, making them active participants rather than passive observers.

The hall's design is prioritizes flexibility, allowing it to seamlessly adapt to various functions, from hosting workshops and showcasing new ideas to serving as a venue for events and media visits. A 6.70-meter ceiling height enabled the integration of an intermediate level, supported by a robust metal structure.

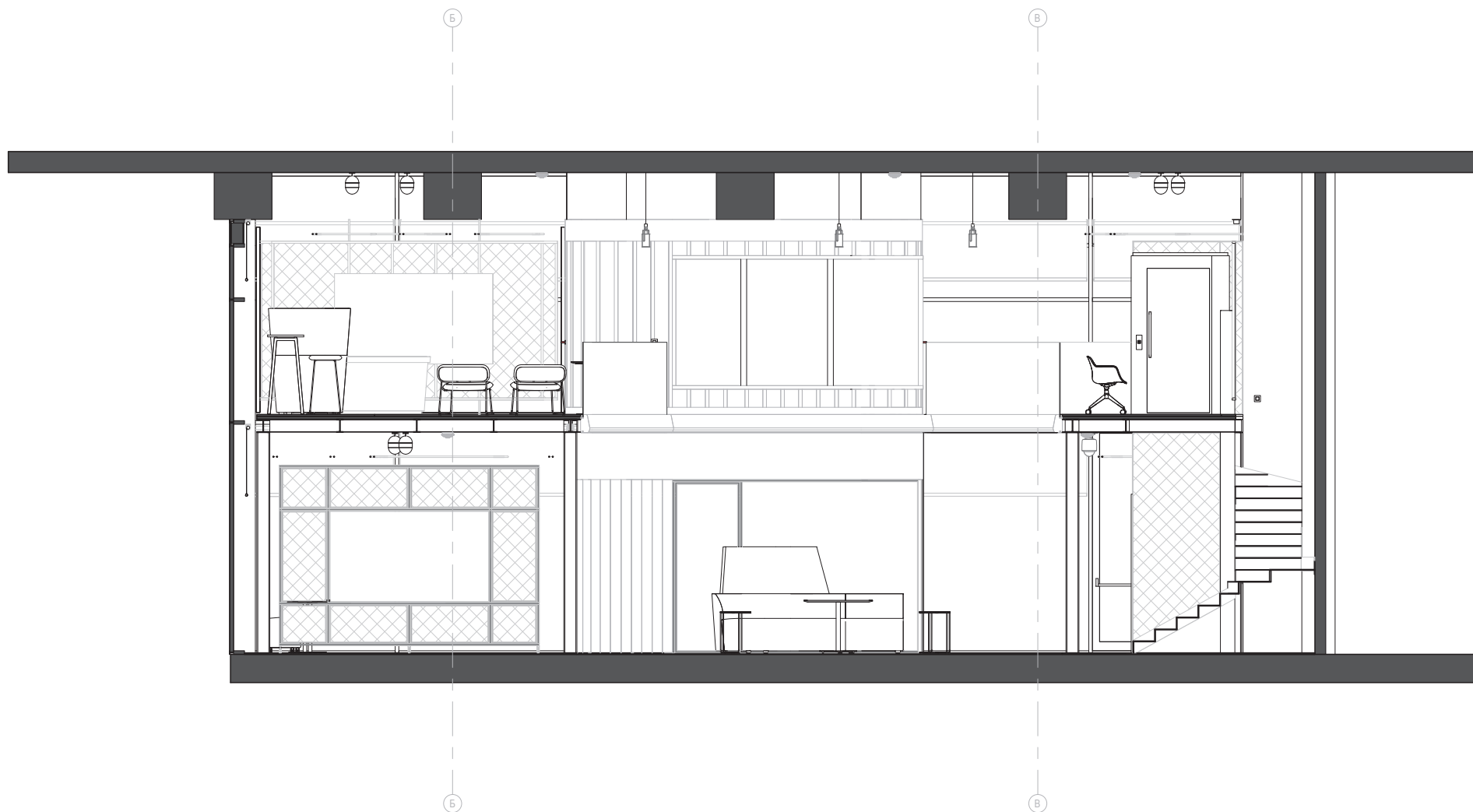
This level is accessible via a vertical platform elevator and metal stairs, further enhancing the hall's versatility.

At the center of the hall is a versatile area for events and info-sessions. Along the southwest and northwest facades, a bike track facilitates E-bike testing, while adjacent exhibition areas provide space for demonstrations, including a test car display. The northwest corner features a Photo/Video Corner, doubling as a co-working space, and nearby, a VR Experience hall offers immersive activities. Additional co-working and meeting areas are distributed throughout to foster collaboration.

The upper level functions as an exhibition hall, with interactive and display areas running along the expansive glass facade. Two dedicated meeting rooms are also incorporated, providing added flexibility. Two meeting rooms offer further flexibility. The design aligns with Bosch's brand principles, emphasizing quality and innovation. Modular exhibition units, wire mesh structures with screens, and interactive displays integrate seamlessly. Industrial materials like sheet metal, exposed concrete, and mesh create a sleek aesthetic, while LED lighting and Bosch-inspired accent colors enhance the space. Minimalist, movable furniture adds adaptability, making the hall a true multifunctional environment for a variety of activities.

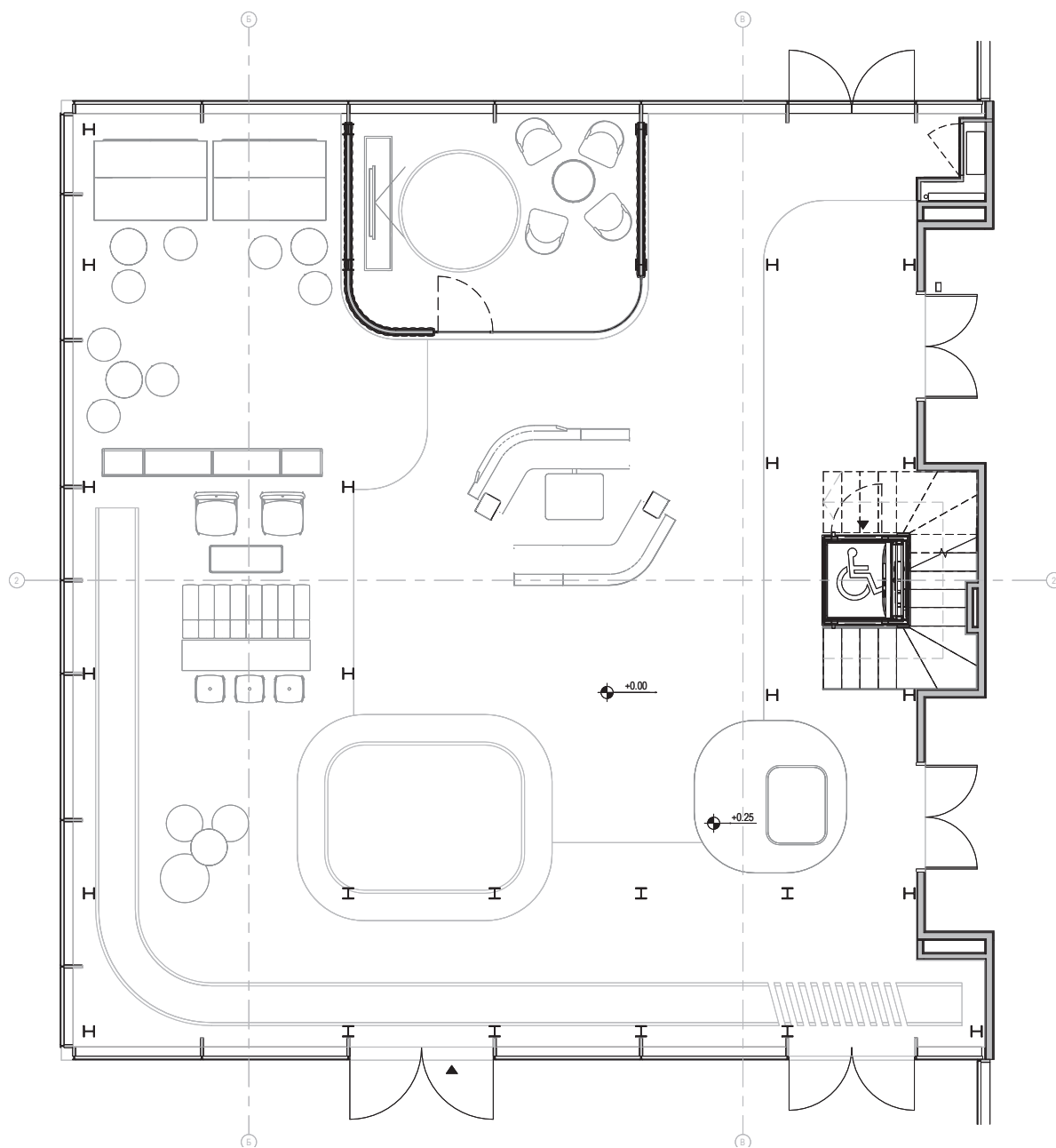
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SECTION



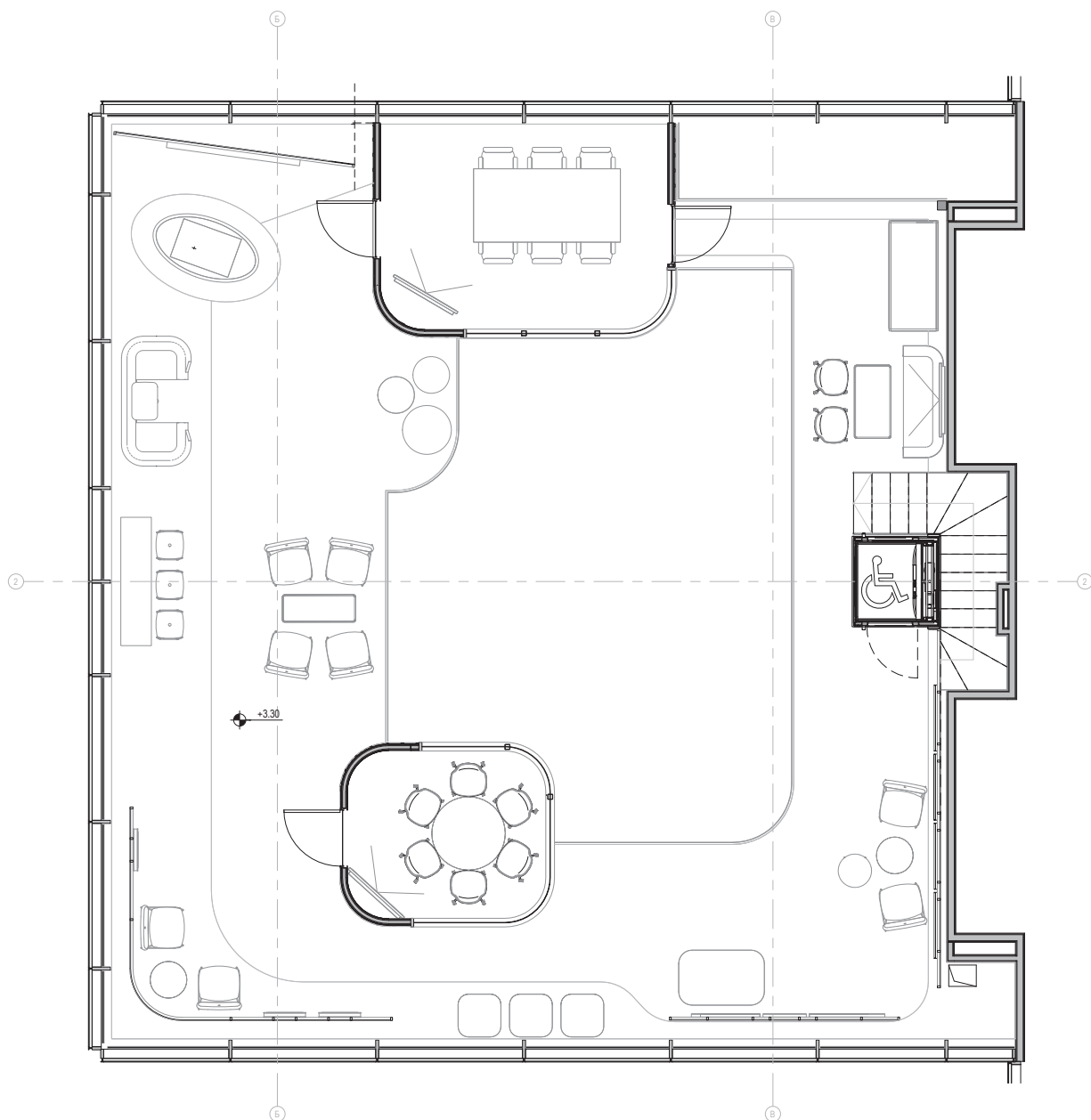
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LEVEL ± 0.00



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LEVEL +3.30





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Blagovest Hristov
Software Developer,
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