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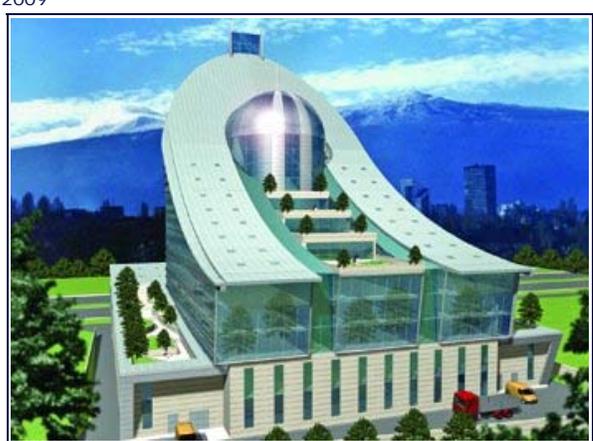
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BUILDING BORN FROM THE SYNERGY OF LOCATION AND INSPIRATION

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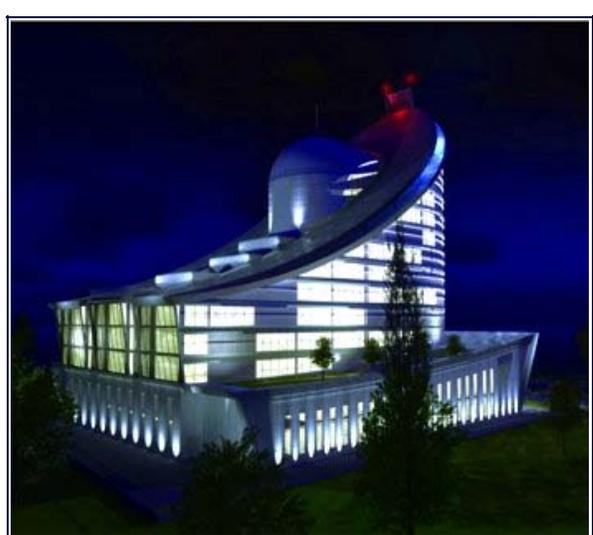
Online articles - Issue 06/2009
Clear Popdimitrov

The strategic position of Benchmark Business Center in the immediate vicinity of the Tsarigradsko Shosse, which in turn is a natural extension of one of the main national routes - Trakya, he determines the design to build an architectural and urban composition, marking the eastern entrance of Sofia. For this purpose designed office building with two levels of underground parking, with entry and exit ramps with direct access to the street network, with two levels of commercial area - shops, restaurant, cafeteria and offices for twelve levels.



Access to the new building is done through a local piece of 5 meters, which is accessed directly from Tsarigradsko Shosse direction of the canvas Plovdiv-Sofia. The main entrance is oriented to the boulevard, formed in this part as a square space, highlighting the importance of the building. External space passes in the tub inside plaza, which is further enhanced by large-scale atrium resolved with interesting and unusual landscaping, attractive, natural and artificial lighting and panoramic elevators.

The inner foyer is the central plaza of the mall which is located on two levels / ground elevation + / -0.00 and first floor elevation 4.50 / with a total area of 7021 square meters Both levels are linked by stairways, elevators and escalators. On the first floor visitors can also enjoy the spacious restaurant area of 480 sq. meters, located above the main entrance. Charging the commercial part is done by a local canvas internal street that provides access for trucks and cars to business part of the building. Movement of goods between the two levels of the mall business is through stairways and elevators.



At the rear of the terrain adjacent to the building provided 32 surface parking spaces to be used by employees of the mall. Visitors parking is provided underground / -3.00 level / holding With 192 parking spaces and is related to the square covering the central lobby

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with a staircase and elevator. The office building is located twelve levels / elevation from 9.00 to 46.40 /. The total area of the premises without the common areas is 12,722.26 m, the ratio between the total area / internal communications / s total area is 18%. Offices meet the requirements for office "A" class. Working conditions are most favorable, while providing natural light throughout. Additional comfort for employees will be offered by non-standard solutions covering part of the shopping center, which will be treated as a large garden, becoming a natural resting place. As of cafeteria on the second floor have direct access to the balcony. Another place to rest the bar on the sixth floor, which provides access to one of the hanging gardens at the rear of the building.

An interesting feature of the interior so-called spatial barriers that replace the standard solid partition. They represent the air volume, which differentiate the offices of the horizontal and vertical communications, while providing natural light throughout. Access to the offices themselves is through Passarella. These air volumes, 3.40 meters wide and a height corresponding to four levels, ie 13.20 meters, zenitalno are lit and richly landscaped, creating a solid atmosphere for workers. They are located at the rear of the building.

In her front atrium is worthy representative assigned to it. Spatial logic of the light path is continued, but in another, larger scale. They grew into a rich zenitalno illuminated cylindrical volume. The height of the atrium introduces an interesting three-dimensional dimension.

Staff provided an underground parking / -5.80 level / holding with 202 parking spaces and is connected to the central lobby and all office floors with a staircase and elevator, and visitors have 197 parking spaces at elevation - 3.00. Fifteenth of the last level of the building are technical premises.

Description of levels

First basement elevation -5.80

It is planned to be used only by working in an office building;
202 underground parking spaces with dimensions 2.50 x 4.80 meters;
Ramps - one incoming and one outgoing measuring 3.00 meters;
Underground street / hall shunting / measuring between 5.40 meters and 6.20 meters;
Installation and technical facilities;
Communications - are down stairwells and elevators to provide access to office floors, such as stairwells and elevators can not be used by visitors to the mall.

Second basement elevation -3.00

It is planned to be used only by visitors to the mall;
197 underground parking spaces with dimensions of 2.50 meters to 4.80 meters;
Ramps - one incoming and one outgoing measuring 3.00 meters;
Underground street / hall shunting / measuring between 5.40 meters and 6.20 meters;
Installation and technical facilities;
Communications - are down stairwells and elevators to provide access to the mall, such as stairwells and elevators can not be used by workers in office buildings.

Ground level + / - 0.00 - Trade Center and the Central Lounge
Entrance and central hall - the approach to office buildings and commercial part will be done through a single central lounge treated as external and internal square;
Atrium - a natural extension of the vertical central lobby, stops are provided panoramic elevators and 2 pcs. escalator (one upload and one exit) from ground elevation \pm 0.00 to 4.50;
Commercial area;
Warehouses (in the rear of the building);
Communications - elevators, escalators and staircases;
Toilets - the public part. Situiratni have to lobby and are grouped in vertical communication. Access to them is free for all located objects at this level.

First Floor 4.50 - Mall level

Commercial area;
Restaurant;
Warehouses (in the rear of the building);
Communications - elevators, escalators and staircases;
Toilets - the public part. Situiratni have to lobby and are grouped in vertical communication. Access to them is free for all located objects at this level.

9.00 Second floor - offices and cafeteria

Offices - corresponding to Class A;
Cafeteria - access to the garden;
Atrium;
Interior design;
Communications;
Toilets - are grouped in vertical communication. Access to them is free for all located objects at this level.

12.40 from the third floor until the fourteenth floor 46.40

Offices - offices responsible for Class A;
Atrium;
Interior design;
Communications;
Toilets - are grouped in vertical communication. Access to them is free for all located objects at this level.

Fifteenth floor - a technical room



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списание

BENCHMARK BUSINESS CENTER WILL BECOME A SYMBOL OF SOFIA

☆☆☆☆☆ (0 - votes)

Online articles - Issue 06/2009

Veselin Genchev,
 CEO of BenchMark

In the situation of stability and the rise in real estate to a year and a half after good development of our investment project in Plovdiv - the shopping center "BenchMark" near the Metro, it was logical to realize facility in Sofia. When discussing with my partners to what type of building to focus - residential, commercial, industrial park, there was a need and demand for office space from a real high class. For this purpose, had to find a suitable location such as surface area. Six and a half acres directly on Tsarigradsko Shosse, which offered us to buy, have proved very suitable. After the transaction, however, to take the accounts so as to increase the capital to realize this object, and choose a concept for the building. We were unable to attract new foreign and Bulgarian investors institutionalni and to contact one of the best architects - Stefan Dobrev, who just had returned from France, where she had lived and worked for many years. Our desire was to build an office building on European standards for Class A, which is to accommodate large Bulgarian and foreign companies seeking quality and good location. Firstly we went to the job requirement for the availability of spaces corresponding to the number of jobs, have a commercial area that is located on the first and second or only the first level, and the rest of the building to separate office space, reach as permitted by the city plan capacity. Creativity of the architect his word and he said we offer three interesting, totally new to the architecture of such buildings in Bulgaria project and good price offer. With my partners unanimously chose this option, which is already implemented and will be open in the near future.

The project was, to put it mildly, difficult to implement. From the investor point of view the building is very beautiful, very functional, but very expensive. Especially in the economic situation in which we are sensitive and which affected the real estate market, it is not good. Under such conditions are not always expensive to sell more expensive, rather aspirations are focused on cheaper projects to be implemented then.

And the building was difficult to implement. Because of the atrium with a height of 50 meters and 18 meters in diameter, which thus far in Bulgaria is not a building, need to work together with representatives of fire protection to svetovnopriзнати applicable standards, but lacking in our legislation and no such law. This delayed the construction of 6 months. I appreciate the leadership of the National



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TOP MATERIAL

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Service PBZN "that showed progressive thinking and together we managed to get to the decision of the case.

There were difficulties in the calculation of the structure - Sofia is a seismic zone and the building is tall, with a particular form, it was to be approached with caution. Façade and HVAC were perhaps the worst units in the design. Almost the entire building has a glass facade, and if not well calculated and well-constructed, respectively, air conditioning is not level, will create serious discomfort to the workers inside.

The construction of the dome above the atrium, which again are first made in Bulgaria, is also very specific and complicated and problematic as the designers' and builders. In addition it has proved very expensive investment. The building forced constantly redesigning and remaking of the elements and details, which lasted almost until the end of construction. It was frustrating because there was no clarity about confusion and finance estimates.

Naturally, and the crisis had an impact. The good news is that we had for sufficient capital to achieve this object, but on the other hand, we also invest in other projects - the Street D. Rakovski "in Sofia and Borovets. Maybe we react in time and we could obtain financing at the last moment last summer by the National Bank of Greece in London, as agent for this transaction was UBB. This funding has helped us to complete the building of Tsarigradsko Shosse, respectively, and work on your other sites.

Our crisis is reflected primarily in the realization of the building - it is very difficult to sell or rent render areas. Circumstances now are such that the companies - potential tenants, or shrugged their business, or stopped growing, and it is logical to retain their current offices, often at lower wage rates. To change at this time a company office, it must be extremely attractive offer parameters. At Benchmark Business Center they are: useful and ergonomic working environment, backed by progressive architectural solutions and technologies, location convenient to the city center and airport, excellent infrastruktura - parking, transport provision in the near future metro station and tram transport, unique architecture, green roofs and balconies, uncompromising quality, despite the economic conditions of the building. Insured BMS are very good and CCTV, which will assist management and building maintenance.

Merits of the building were noticed and appreciated by the professionals at the most prestigious real estate exhibition in Cannes in March last year where the draft Benchmark Business Center was selected from about 12 thousand participants and among the 4-5 thousand projects to be submitted along with five projects in Central and Eastern Europe in a special presentation.

I hope interesting silhouette specifically designed elaborate outdoor lighting of the building and its location make this a kind of Sofia Landmark.

The real estate market immediately after the capital felt the effects of economic crisis. As Bulgaria enters a little later in it and later it will come. In our country the consequences yet to be felt seriously. To improve the situation must be enabled foreign investors, but to come at us, they must exhaust all possibilities, which are profits to their markets, which are much safer than ours.

As the capital market fell first, though it is possible to drag leg up as they are now stabilized. I hope the sunny days in the real estate market to begin next year.

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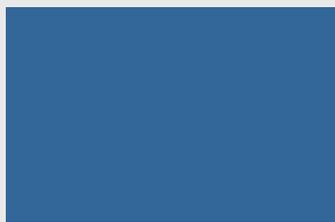
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Online articles - Issue 06/2009



Arch. Stefan Dobrev, Stefan Dobrev - Architecture & Design Ltd.

The history of Benchmark Business Center began in September 2005, shortly after it was announced that win the contest for "Expansion and reconstruction of the National Academy." At that time, investors Benchmark contacted me, offered me to do a project for building on a plot to Tzarigradsko road. Very rarely in my career I've had a direct contract, most of my projects were won through competitions. Therefore, to be entirely fair to future entities presented their three projects, three conceptual solutions. Minikonkurs be received between three of my project.

The building has a very strong emotional content, expressed in the "recovery" of the silhouette forward and upward

The option that the investor chose was somewhat my favorite because I really was most unusual. In architecture, there is always a typology stereotypes. I can say that this building, although it builds on some of my previous works for competitions, which are not realized, is original and different. It has no prototype in terms of volume solution. In the period of which we speak, I was very high mood. It seemed to me that Bulgaria has entered a period of sustainable development and it is that my optimism was expressed in this building, because for me architecture is mostly art, and art to it being built. This building has a very strong emotional content. I always kept a very strong love for their homeland and here it is in some way expressed in this movement forward and upward, a symbol of recovery. But we must not look at it itself - its location allows it, and the willingness of investors was that it is symbolic of the entrance building in Sofia. Business Center completes "the elevation of the hill on which it is located, and crowns the nature of the terrain, taking turns in a strong local accent.

In this respect I am pleased with the approach of an investor who carefully considering each step in terms of cost and in terms of the product. For him, this undertaking was a brave move to Bulgaria because I had hardly known, my reputation was based only winner, but he trusted that many try to justify myself.

My concept of architecture is

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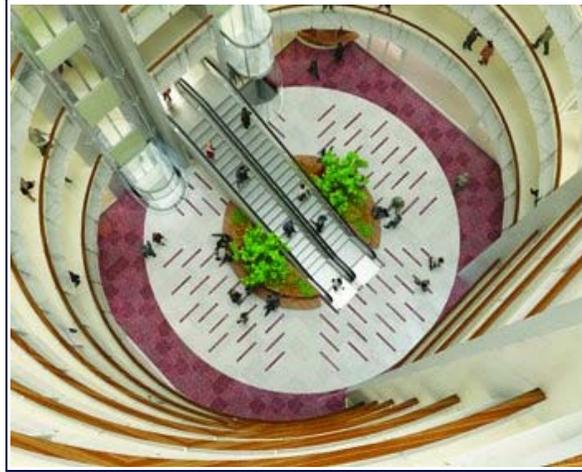
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that it must build in all directions, vibrant environment that has many qualities. The architecture is a combination of functionality, aesthetics, construction, technology, sociology ... The goal is a building is remarkable in many respects. Thus it is very diverse. It is in this is the difficulty. Because many different parameters are often mutually contradictory and most complex in design is to make a building that is beautiful in its proportions, in appearance, materials in the interior, not too honey, etc. It was a challenge in this case.



In Bulgaria a unique atrium with a width of 18 meters and a height of 50 meters. Without complete partition, there are only rails. This idea and realize its function is connecting space.

Atrium, measuring 18x50 m, connecting the cylindrical space and input-dome roof, has an important role in the style, purpose and operation of the building. He not only stressed social space but also provide much natural light throughout the building - there is no dark corridors, not unilaterally illuminated with daylight offices - everything is bright. This will provide the electricity savings and comfort for people who work in the building.

Perhaps unique in world practice in the typology are small atriums, whose "discovery" did twenty years ago in my first major competition in France for a new office building of the car giant BMW. They replace the usual partitions between corridors and offices, appear, as I call them, spatial barriers. Because people their space, moving along corridors, do not prevent those who work within 3 meters from them. Moreover atriums bringing small and light and greenery in the heart of the building and permit office to have a width of 11.5 meters in the case because they are readily available natural light bilaterally. In these huge, naturally lit spaces may be implemented countless configurations and arrangements. Profitability, which every investor is looking for by reducing the total spaces available here, thanks to a tight schedule.

Ownership of the investor is allowed to implement many of the innovations in the project.

I want to emphasize that the investor, although there was no experience with similar sites, events and a desire to understand the project and the innovations therein. Dome, which ends with the large atrium, is a bold and challenging engineering facility for constructor. There were enormous difficulties in its implementation. During the construction boom all artists want to do everything possible to be able to absorb new orders. Constructor offered very acceptable solution for me in terms of materials and aesthetics of this dome. Fortunately, with the support of the investor found a sheer and beautiful structure, worthy of the appearance of the building.

For the first time in Bulgaria, I would say in Europe, used titanium plating, which besides being very beautiful, and is extremely durable. Part of the facade is placed face and a little more popular in Bulgaria facade "double skin". It is more expensive to implement, but offers high comfort in terms of acoustic and thermal insulation. This is an energy saving system in which between external and internal glazing double glazing is vertical air bag, which absorbs heat stroke in the summer - creating convection, while in winter the respective bars are closed and retained air. It was not possible to "wear" so the entire building, as this would be it oskapi enormously. The facades of the southeast and southwest - where the largest oslanchavane, sunscreen devices are installed, which reduce solar action in the premises.

General energy efficiency in this subject serious thought. Insulation of the entire building is calculated with higher rates in order to achieve lower heat loss and less energy to achieve a better living environment in the interior. The roof is a fifth facade, and it also has extremely good insulation. Green roofs also have merit for that.

It is wrong to think that when there atrium spaces, it is not energy efficient. There is the science of air movement, how it is heated, how goes, which is largely unable to apply. I would say that climate equipment and technology can be much more advanced, but this is associated with many resources. The budget of the building rather to increase originally projected, precisely because the investor realized that to make a quality building, it has sustainable development to stand still well after 15-25 years, must now be committed funds. If the repairs begin after 10-15 years is much more expensive - it all starts to make the initial investment and again proved futile.

The work on this project has encountered many difficulties. Get something like this to produce cars in French Polish car factory. Abroad, the architect is on a pedestal. Absolutely impossible to try to change his project without his consent and participation. In Bulgaria there is a huge problem with the mindset. Here, performers attempt to alter the design as they will be convenient to implement. Moreover, and are not prepared for the unconventional and complex solutions. Author's supervision three years from my side of the site was extremely burdensome for me - and financially and professionally. A continuous redesign, which were not paid extra. The investor receives an extraordinary project for a relatively modest payment for design work. With my colleagues have worked enthusiastically on the edge of the loss, but ultimately remains the satisfaction of a job well done. Implementation of the project represented a huge challenge for builders, and despite the difficulties they coped successfully with the complicated task.

Delivery of Benchmark Business Center might help to occur, and other innovative, qualitative and functional buildings.

Much better investors to invest a little more money in quality design, so that their investment in construction is valuable and worthwhile. The vicious practice in Bulgaria is the investor to save on design, and then meeting thousands of problems in the construction process and ultimately be made mediocre projects.

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