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Project: NOI strategy for tech park in Bruneck

Designed for the future - built for progress and innovation

The NOI Tech-Park Bruneck is not only a place where ideas come together, but also a symbol of the successful integration of architecture and functionality. According to the guiding principle "Nature of Innovation", an innovative place of networking and cooperation was created for technology companies, start-ups and research institutions along the NOI strategy. The CRAFT tile series from Agrob Buchtal is a key component of the interior design, reflecting the design idea of the entire building.

The design by KUP-Architekten combines different uses under one roof and offers tailor-made spaces for Automotive Excellence South Tyrol, the Free University of Bozen-Bolzano, the Nobis event centre, a co-working space and restaurants. This diversity makes the Tech Park a vibrant centre of innovation. A hydrogen storage facility is intended to raise public awareness of hydrogen technology and stores the surplus electricity from the photovoltaic system. It enables off-grid island operation.

Winner of the international competition

Architectural masterpieces are not simply buildings; they are symbols of the ideas they harbour. The design concept for NOI aims to achieve harmonious integration with the surrounding landscape. This is reflected in the organic shapes and materials used throughout the building. With the NOI Tech-Park Bruneck, KUP Architects have succeeded in creating a design that won first prize in the international competition. The jury particularly praised the well thought-out positioning of the building volumes on the fault line and the design of the topographically differentiated outdoor spaces on two levels.

The striking building envelope impresses with its unique, contemporary aesthetics. The load-bearing reinforced concrete structure was topped with a building envelope made of differently twisted, vertical concrete slats that summarise the various functions of the building. It also serves as sun and weather protection.

If the material concrete reflects the philosophy of technology, also in the interior with exposed concrete walls and columns, an imposing spiral staircase as well as polished concrete floors - the visually and haptically effective and space-defining tile CRAFT by Agrob Buchtal embodies the power to inspire people through design for

the sustainable development of our society, to use ceramic material as a manifestation of creativity and innovation. Because this is where ideas are born, concepts are developed and innovations are celebrated.

CRAFT: Nature combined with progress

In the inviting foyer of the NOI Tech Park, the blue-green flamed CRAFT tile with its handcrafted, profiled surface seems more than just an aesthetic choice; it embodies a multitude of associations that capture the essence of NOI. The cool blue-green colour perfectly matches the concrete, the idea of technology and progress. At the same time, CRAFT also evokes images of nature and water, anchoring the park in its picturesque surroundings. Last but not least, the mottled depth of the tile symbolises creativity and inspiration, creating an atmosphere that encourages new ideas and innovative solutions. All in all, the blue-green CRAFT in the NOI Tech Park embodies the vision of a harmonious connection between tradition and future, nature and technology. Its appealing surface and high-quality glaze make it an outstanding element in the design of the NOI Tech Park, from the curved wall niches to the counter design, including in the meeting and co-working areas of the cafeterias.

The NOI Tech Park is not just a physically inspiring place because of the materials used, but a living ecosystem that aims to push the boundaries of technology and shape the future.

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