

Faculty of Architecture and Design STU Bratislava

Design Studio VII  
course code: 1\_AN7\_AU  
winter semester 2025/2026

**Ateliér BIG**  
**ESET CAMPUS**

local architects: Ing. Ján Baška RIBA inflow  
Ing. arch. Michal Rachela inflow  
Ing. arch. Andrej Boros inflow

core team: Matthew Oravec, Associate Architect BIG Copenhagen

student: Oleksandra Ivasenko



## BRIEF

Client:  
ESET – global cybersecurity  
company headquartered in  
Bratislava.



Task:  
To design a new corporate  
campus that brings together  
work, public life and  
landscape



## Site Goals:

Create a modern, sustainable and flexible workspace for ESET's headquarters, R&D and global operations.

Provide public-oriented mixed-use campus: offices, coworking, research spaces, retail, leisure, green spaces.

Ensure integration with city and nature — accessible by public transport, pedestrian and cycling paths, blending with green surroundings. Offer housing / residential component (staff / community / mixed users) to support 24/7 occupation and vitality beyond office hours.

Design with sustainability in mind: green roofs, energy efficiency, ecological integration with terrain, respect to landscape & park boundaries.



## Key Challenges &amp; Design Drivers:

The site has complex topography — steep slopes and varied elevation levels, which complicate standard masterplan approaches but open opportunity for terraced, landscape-driven design.

The area lacks sufficient residential or 24/7 population — risk of campus being empty outside office hours. Residential / mixed-use component is needed.

Need to balance public openness & corporate identity: campus must be secure yet inviting to community, blend public and private functions.

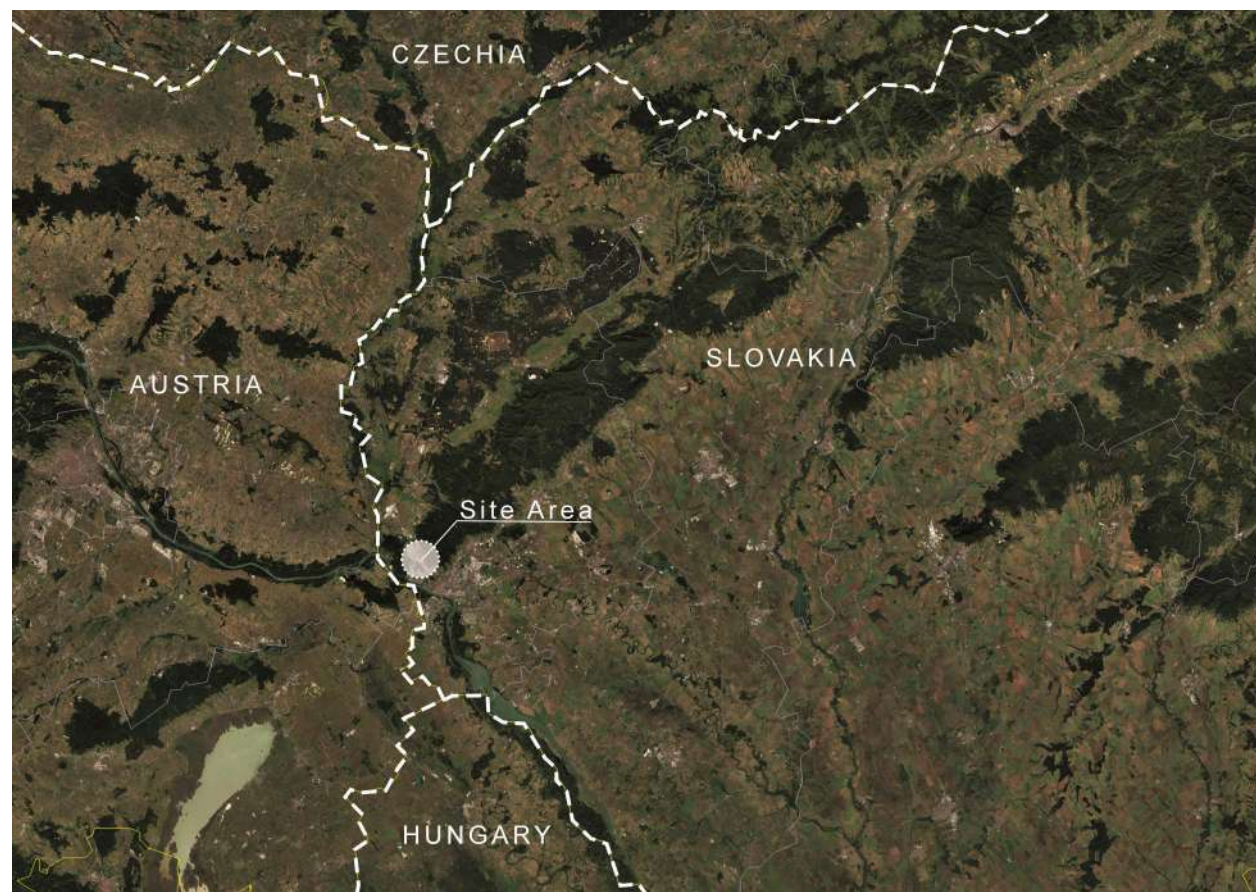
Maintain strong connectivity to transport, pedestrian and cycling networks, while respecting natural environment and minimizing environmental impact.

Create a coherent spatial logic that responds to both urban context (city adjacency, district boundaries) and natural context (forest, terrain, landscape).



ANALYSIS



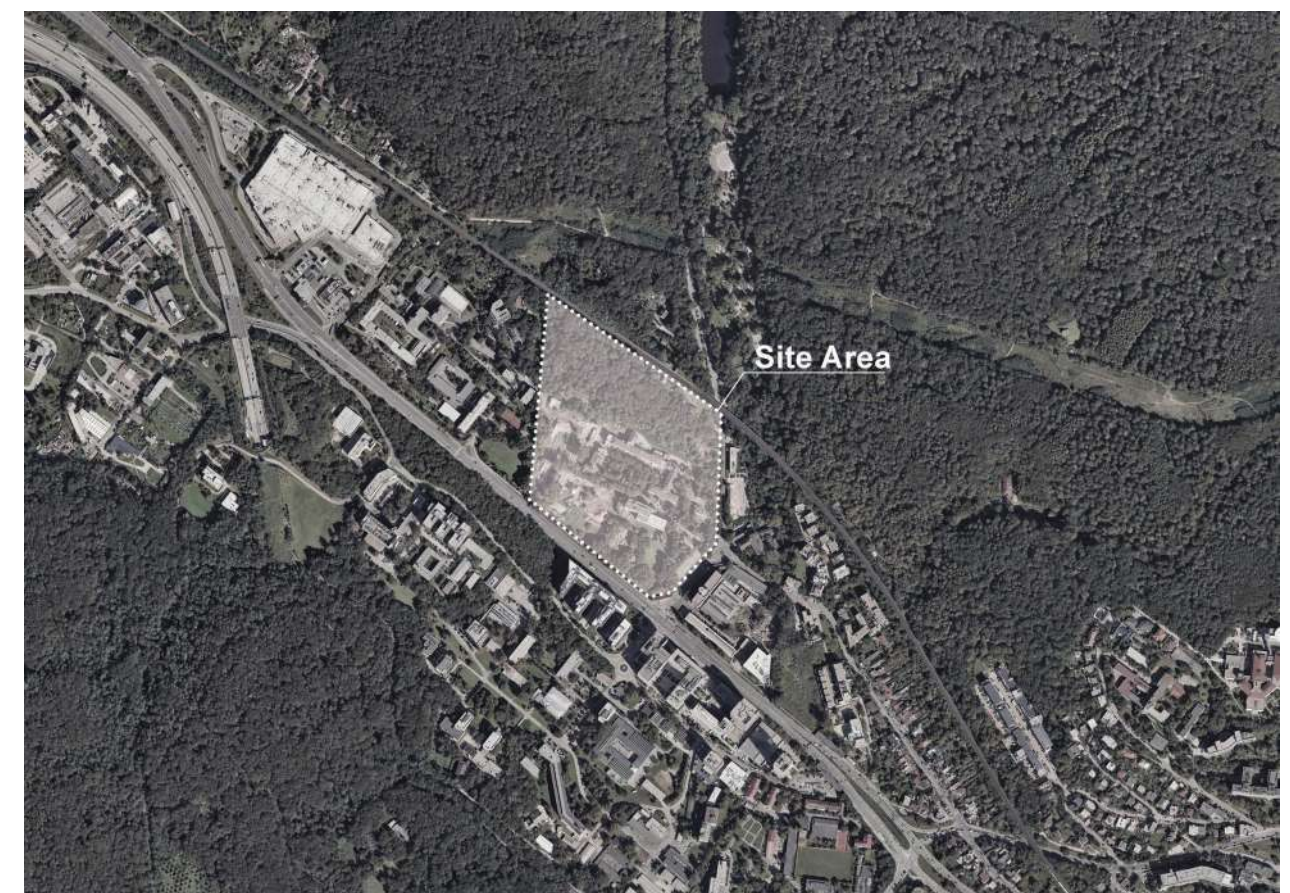
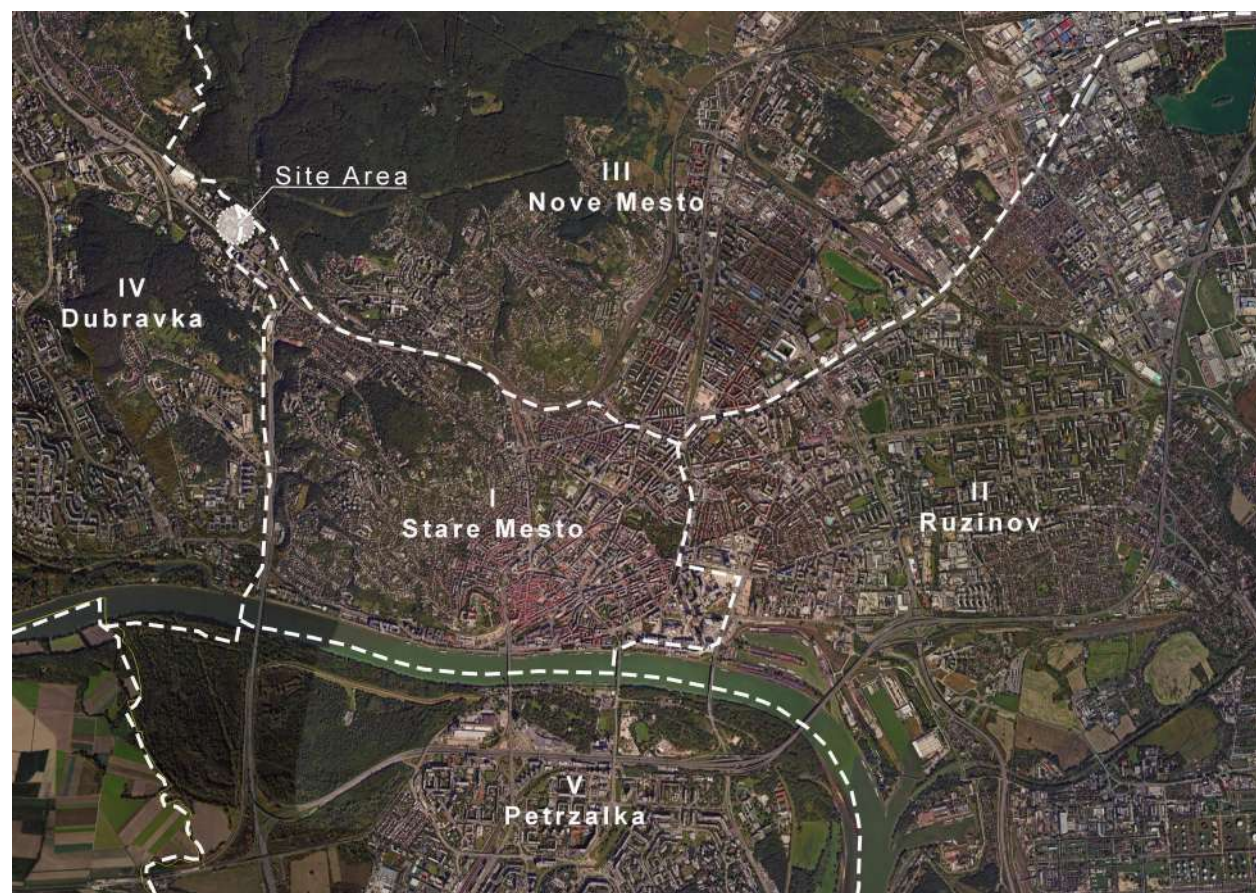


## LOCATION

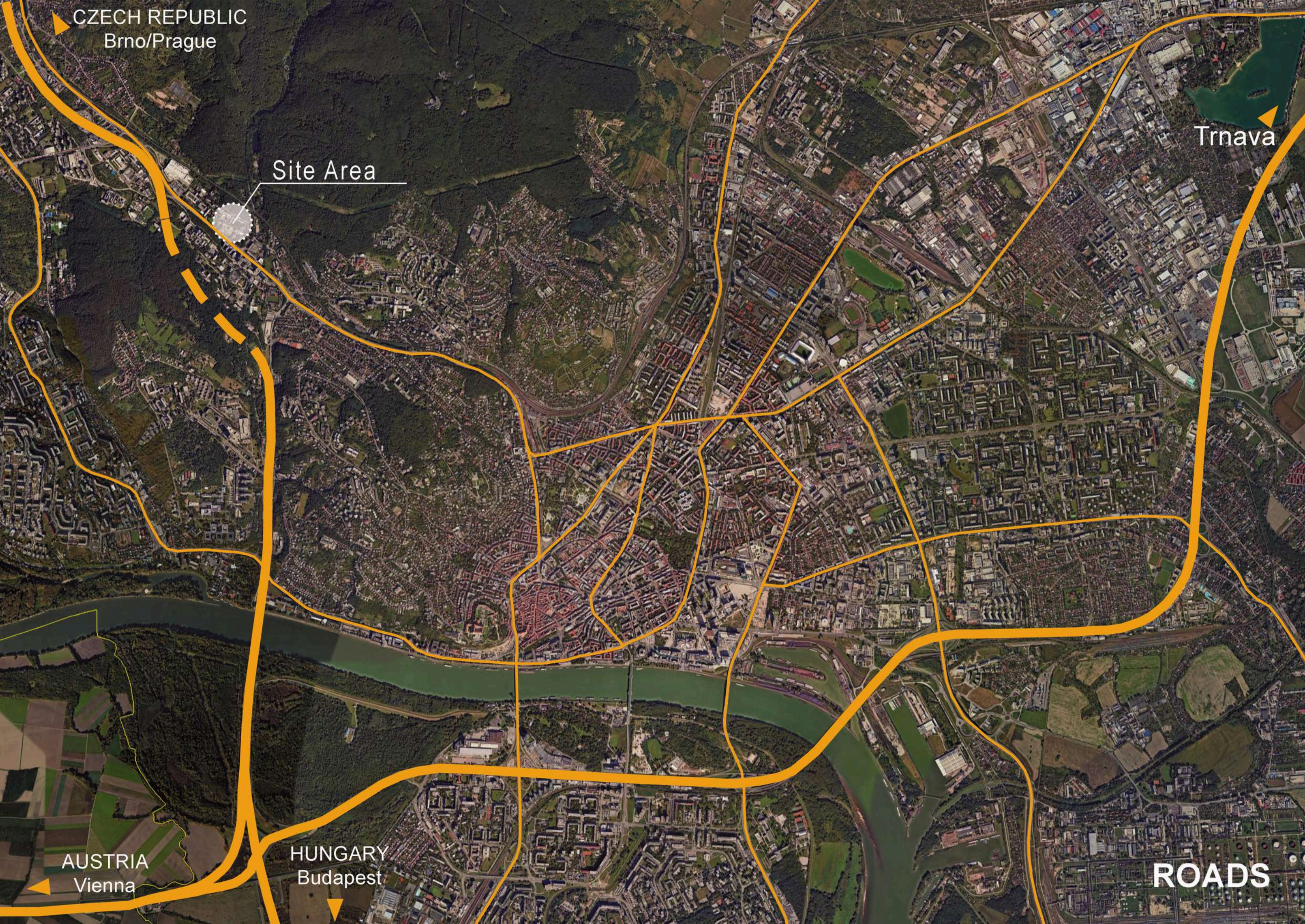
The site occupies a strategic position at the intersection of four countries, offering strong international connectivity.

It lies at the junction of three Bratislava districts: Staré Mesto, Nové Mesto, and Dúbravka — giving it both urban and suburban qualities.

It is situated between two ridges of the Little Carpathians, surrounded by forested hills, creating a natural buffer and scenic landscape.







CZECH REPUBLIC  
Brno/Prague

Trnava

Site Area

AUSTRIA  
Vienna

HUNGARY  
Budapest

ROADS





Vinohrady

Bratislava-Zelezna  
studienka

Stn. Nove Mesto

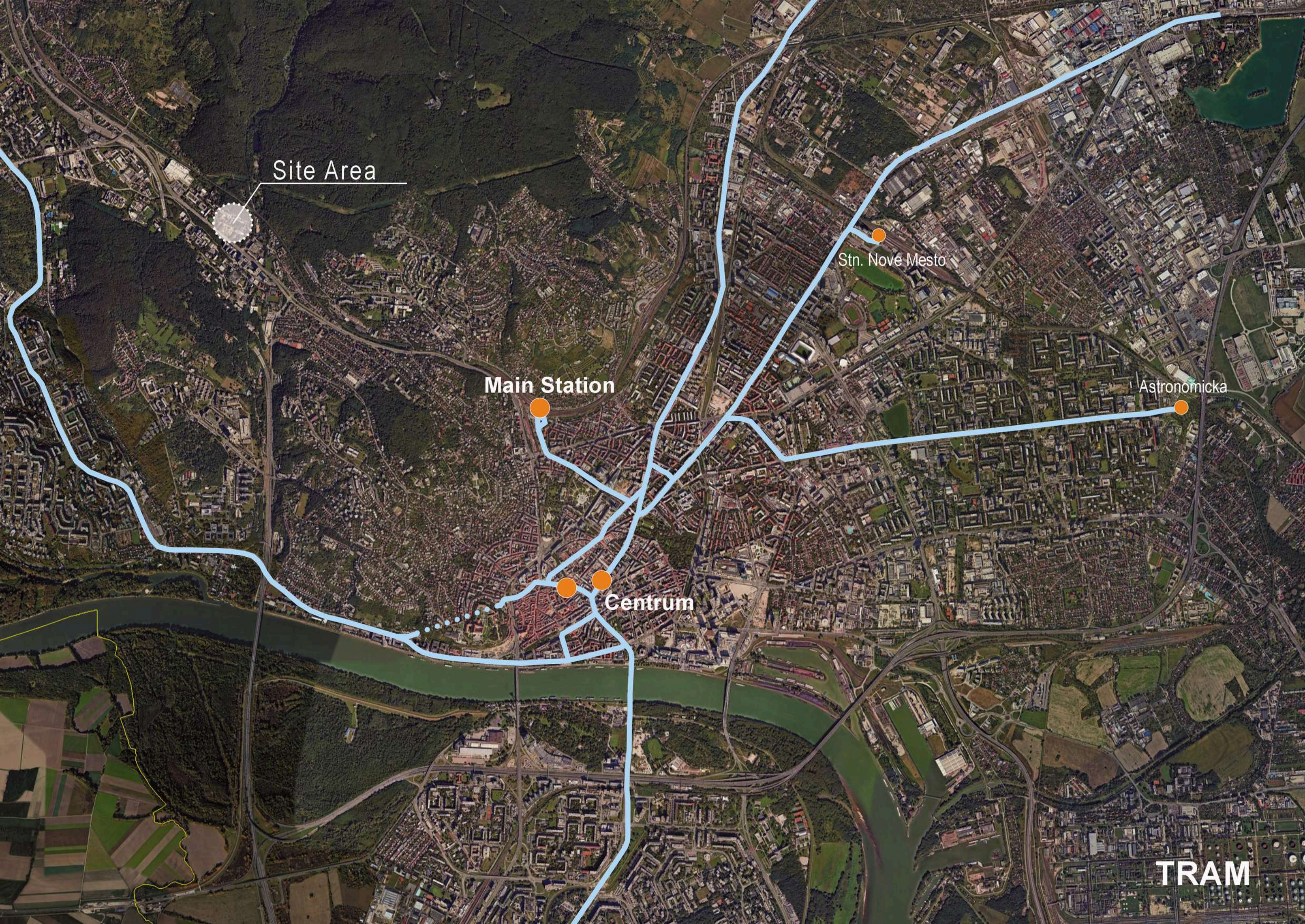
Site Area

Main Station

Bratislava-Ustredna  
nakladna stanica

Petrzalka





Site Area

Main Station

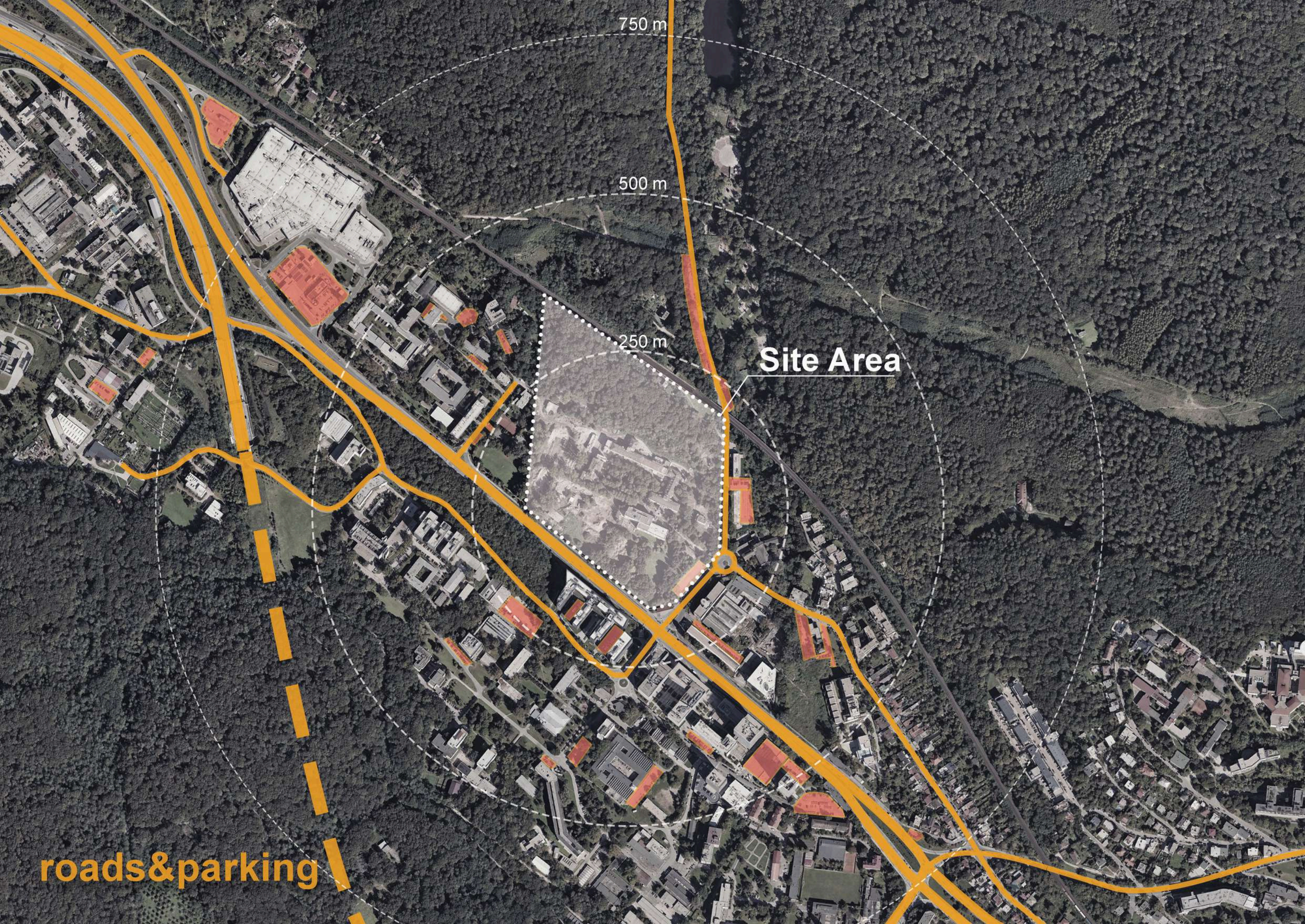
Stn. Nové Mesto

Astronomická

Centrum

TRAM





750 m

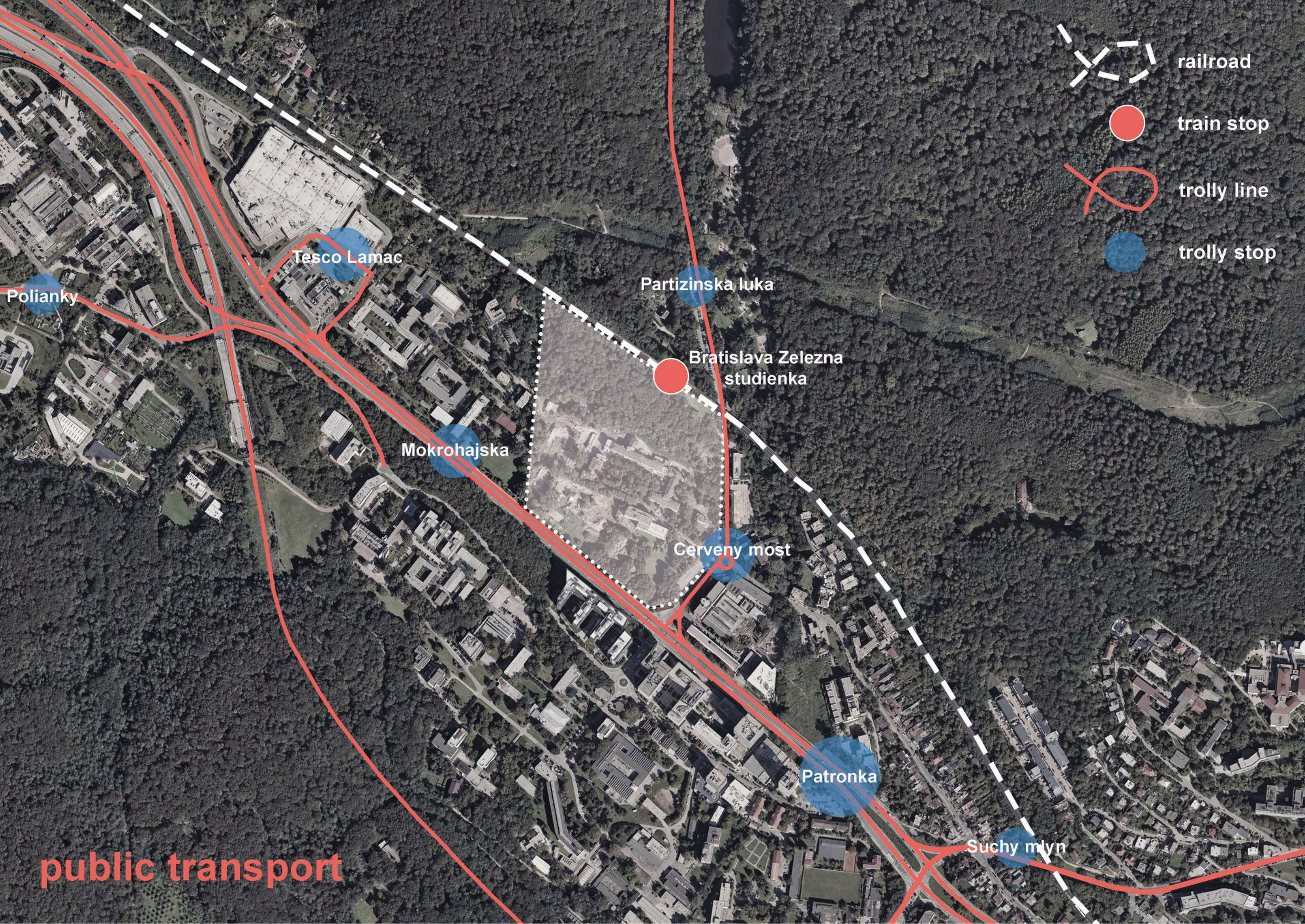
500 m





250 m

Site Area

roads & parking





-  railroad
-  train stop
-  trolley line
-  trolley stop

public transport

Polianky

Tesco Lamac

Mokrohajska

Partizinska luka

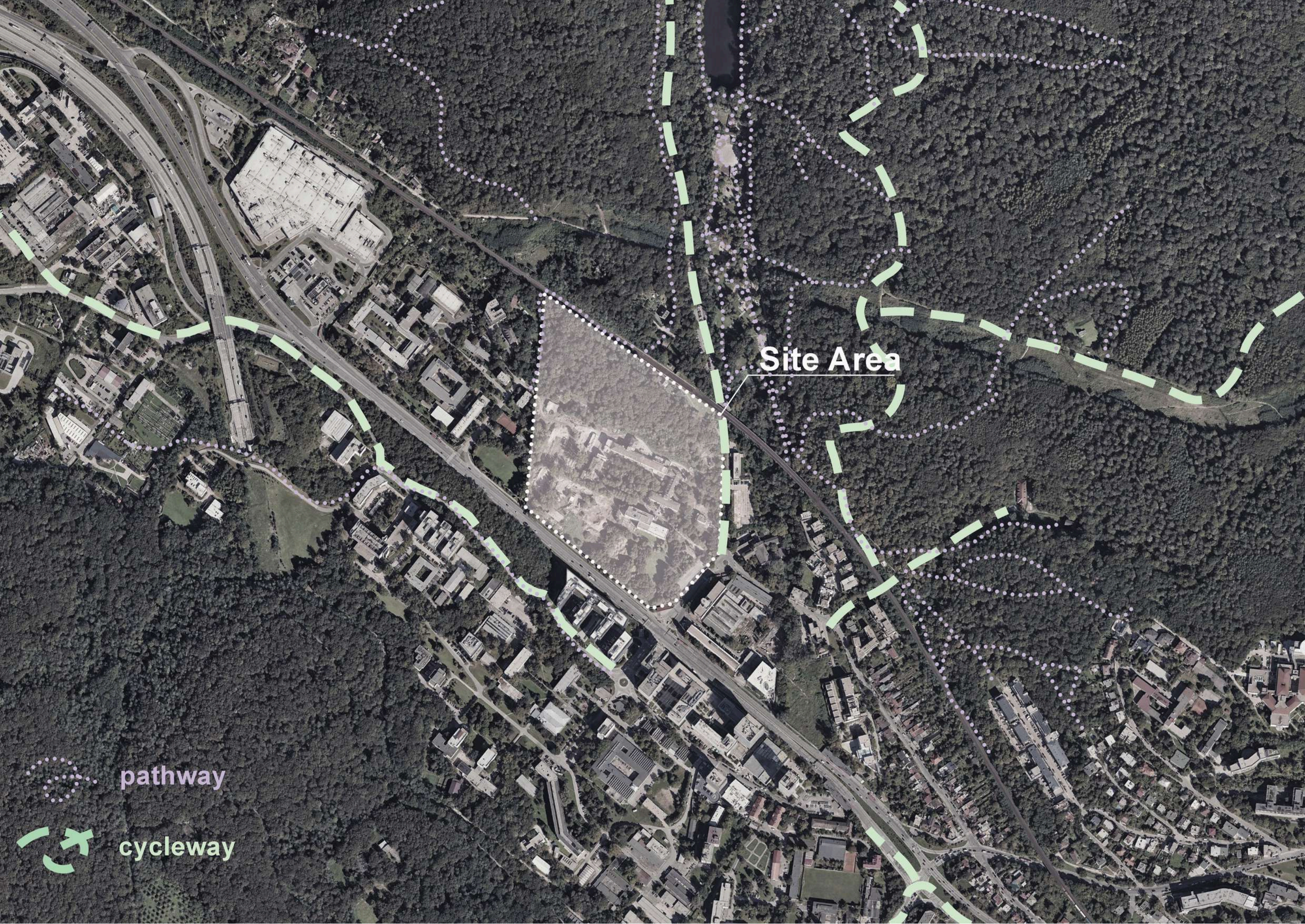
Bratislava Zelezna  
studienka

Cerveny most

Patronka

Suchy mlyn



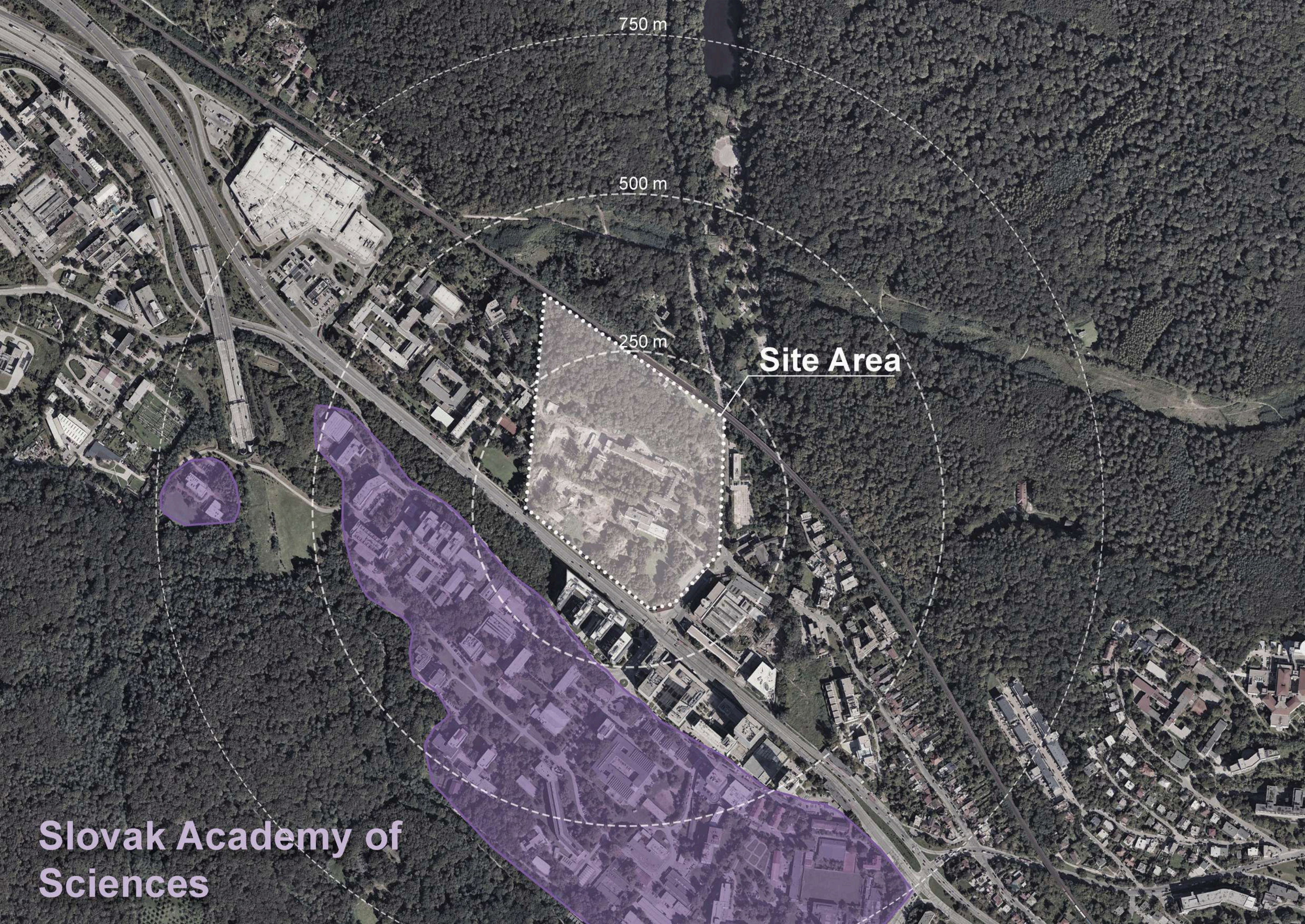


Site Area

pathway

cycleway





750 m

500 m

250 m

Site Area

Slovak Academy of  
Sciences





750 m

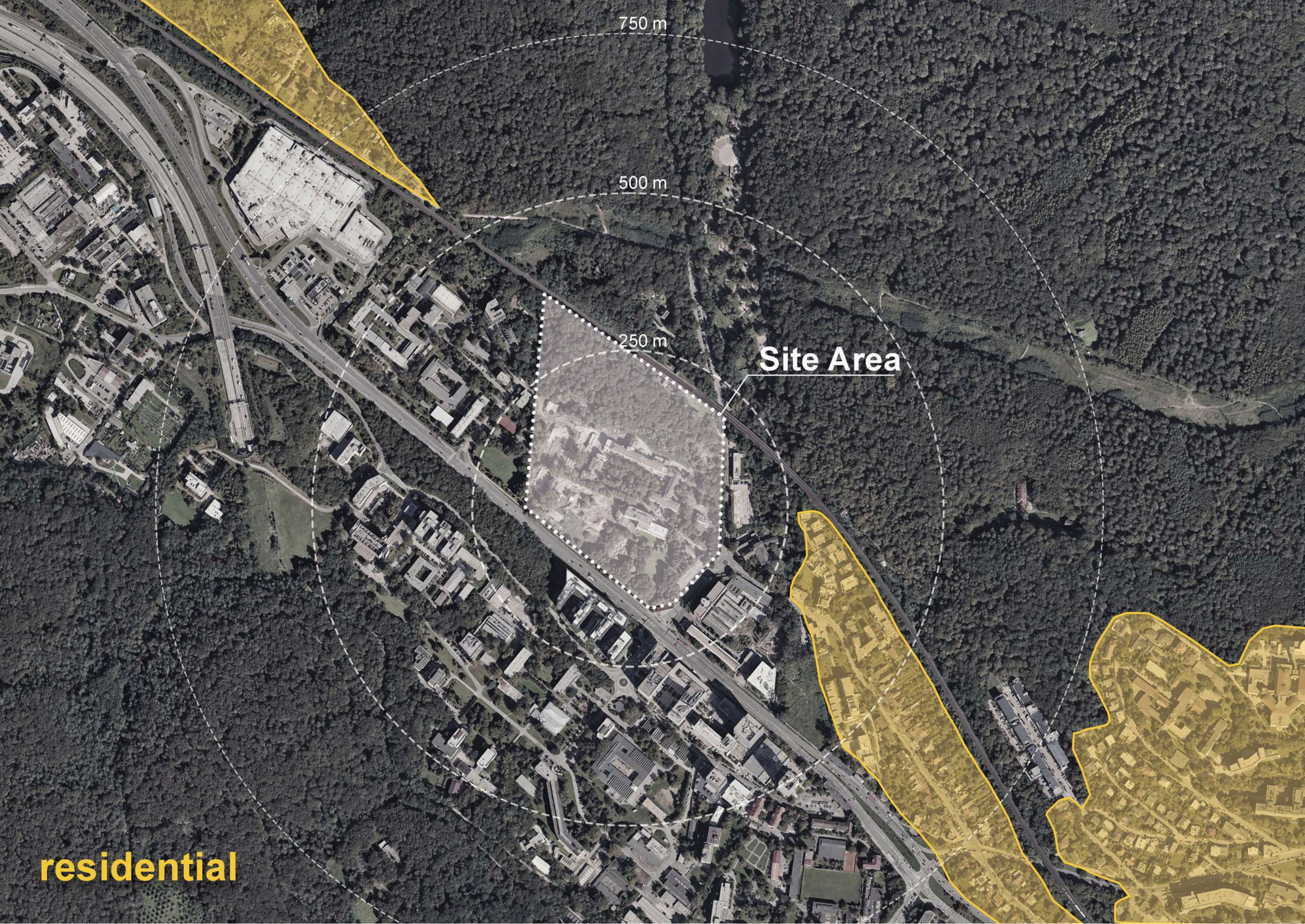
500 m

250 m

Site Area

other offices





750 m

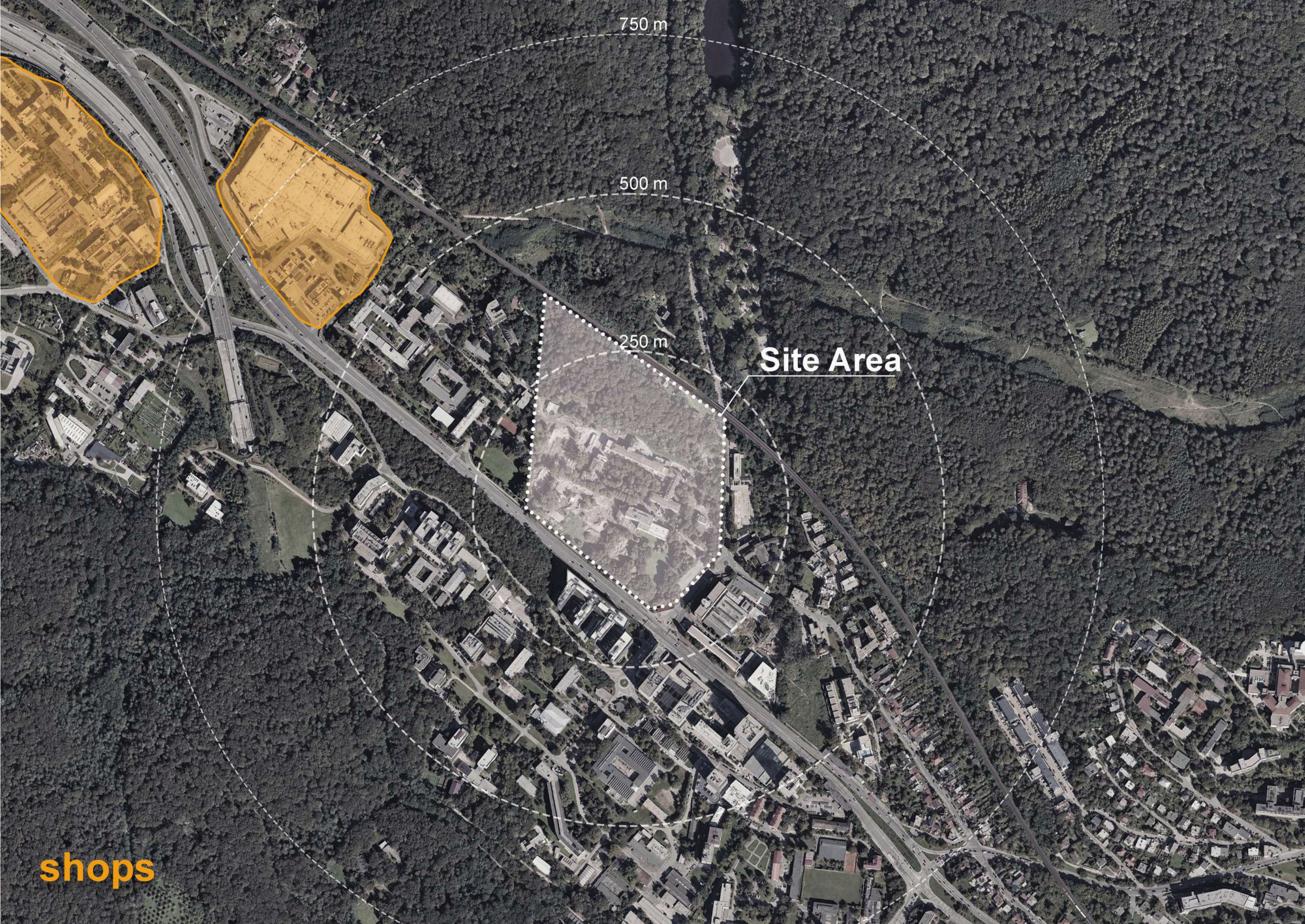
500 m

250 m

Site Area

residential





750 m

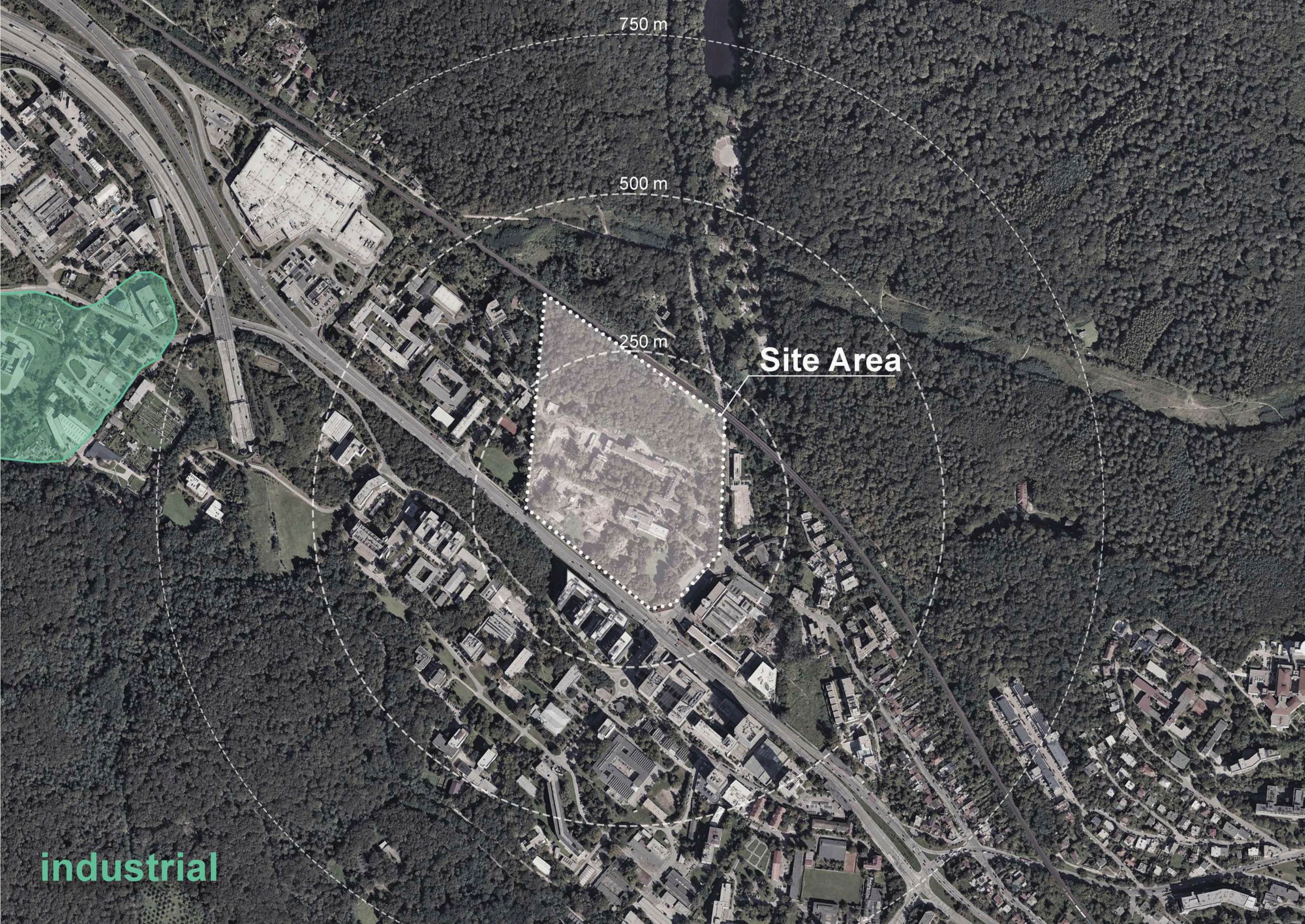
500 m

250 m

Site Area

shops





750 m

500 m

250 m

Site Area

industrial





Site Area

forest & water





750 m

500 m

250 m

Park

Site Area

Dog shelter

recreational



## SWOT

### Strengths

Strategic international location at the intersection of four countries.  
Attractive natural setting - surrounded by forests, hills, and a nearby lake.  
Direct access to hiking and cycling routes leading into the Little Carpathians.  
Presence of major institutions (Slovak Academy of Sciences) and large office buildings - potential for collaboration.  
No industrial zones or pollution sources in close proximity.

### Opportunities

Potential to become a bridge between urban life and nature, integrating recreation and work.  
Opportunity for eco-friendly development and outdoor-focused office or innovation spaces.  
Growing interest in mixed-use and sustainable urban planning could revitalize the area.  
Improved public transport or mobility links could increase accessibility.  
Collaboration with nearby offices and research institutions could create an innovation cluster.

### Weaknesses

Located far from the city center.  
Busy main road causes noise and air pollution.  
Limited parking spaces.  
Weak pedestrian and cycling connections; no tram line nearby.  
Low residential density - few people live nearby, so the area is active mainly during work hours and becomes inactive or “dead” in the evenings and on non-working days.

### Threats

Risk that the site remains underused outside working hours, lacking continuous activity or social presence.  
Dependence on car access may discourage broader public use.  
Heavy traffic and noise could reduce comfort and livability.  
Lack of nearby amenities and housing may limit long-term development potential.



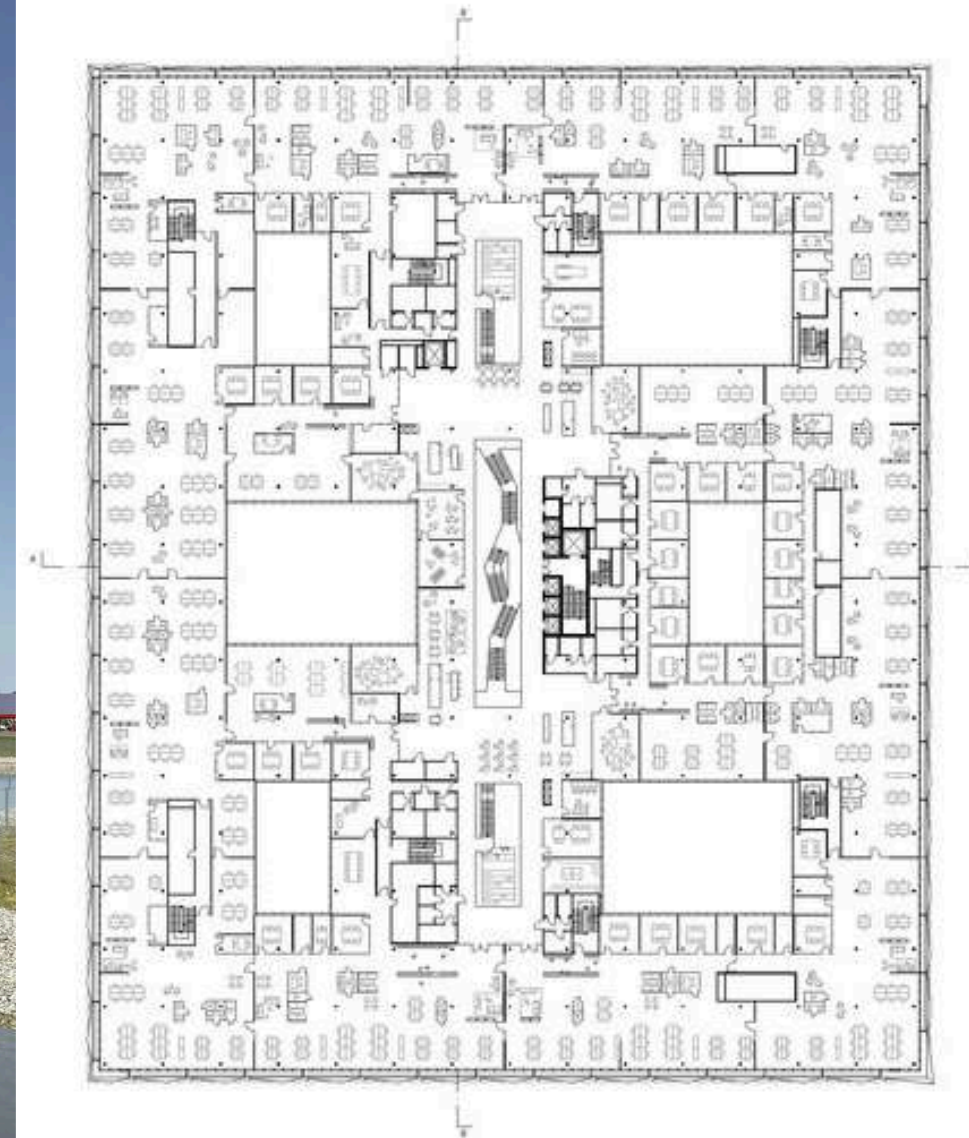
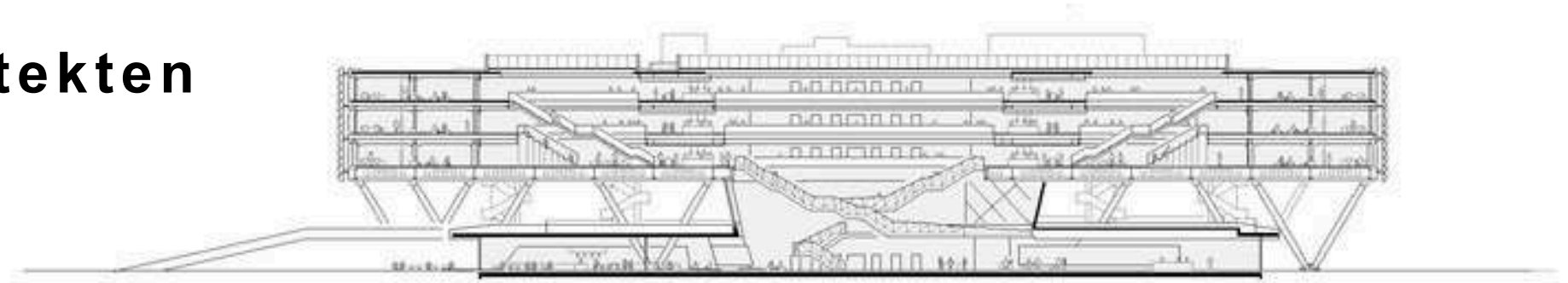
# 1 Adidas World of Sports Arena

Architects: **Behnisch Architekten**

Area: 52000 m<sup>2</sup>

Year: 2019

Employees: 2000

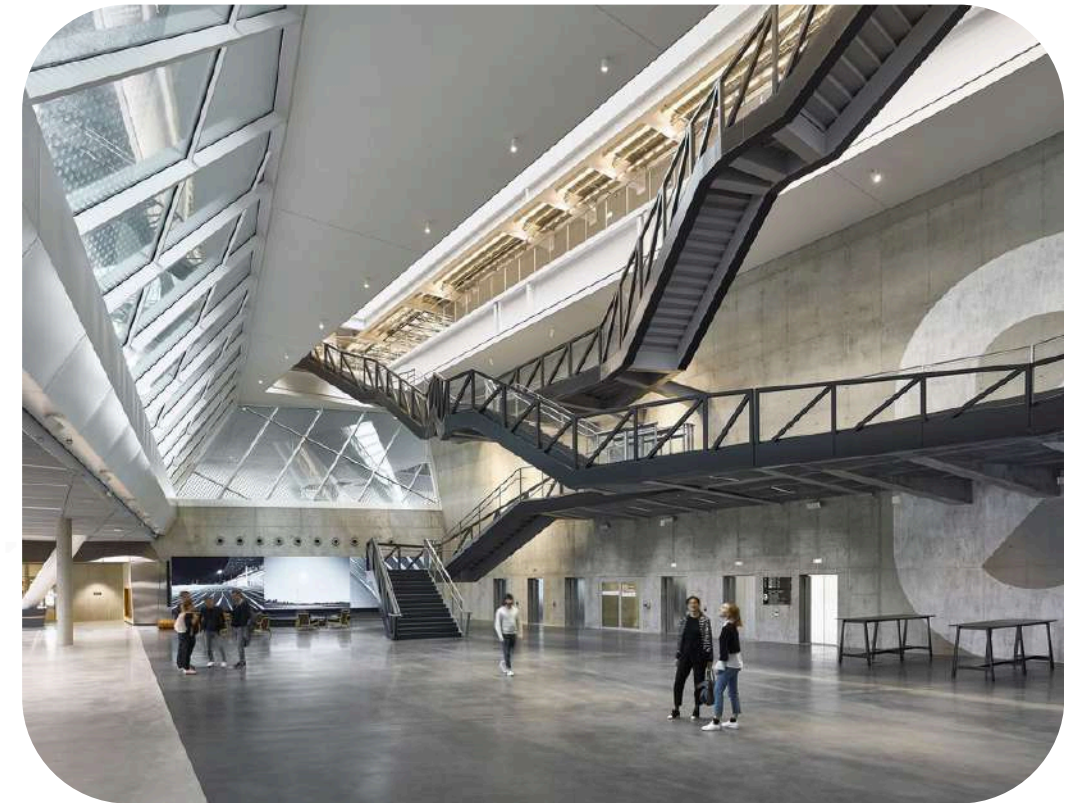




# 1 Adidas World of Sports Arena

Relevant because:

- Comparable scale and workforce
- Functions as a headquarters complex
- Efficient spatial organization for large teams
- Strong integration with landscape: ARENA “hovers above a modeled landscape”
- Variety of activity zones: sports pitches, skate park, trampolines



Not relevant because:

- Not multifunctional (no commercial, rental offices, or housing)
- Limited public access — designed mainly for employees

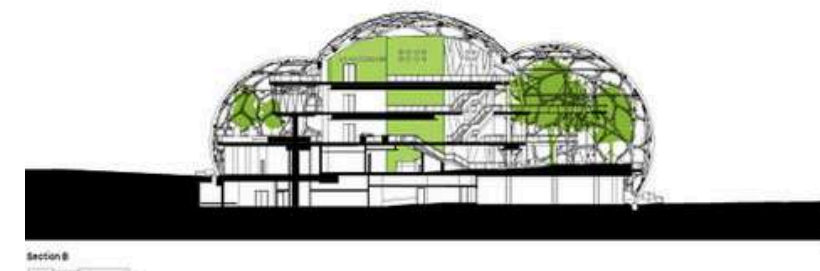
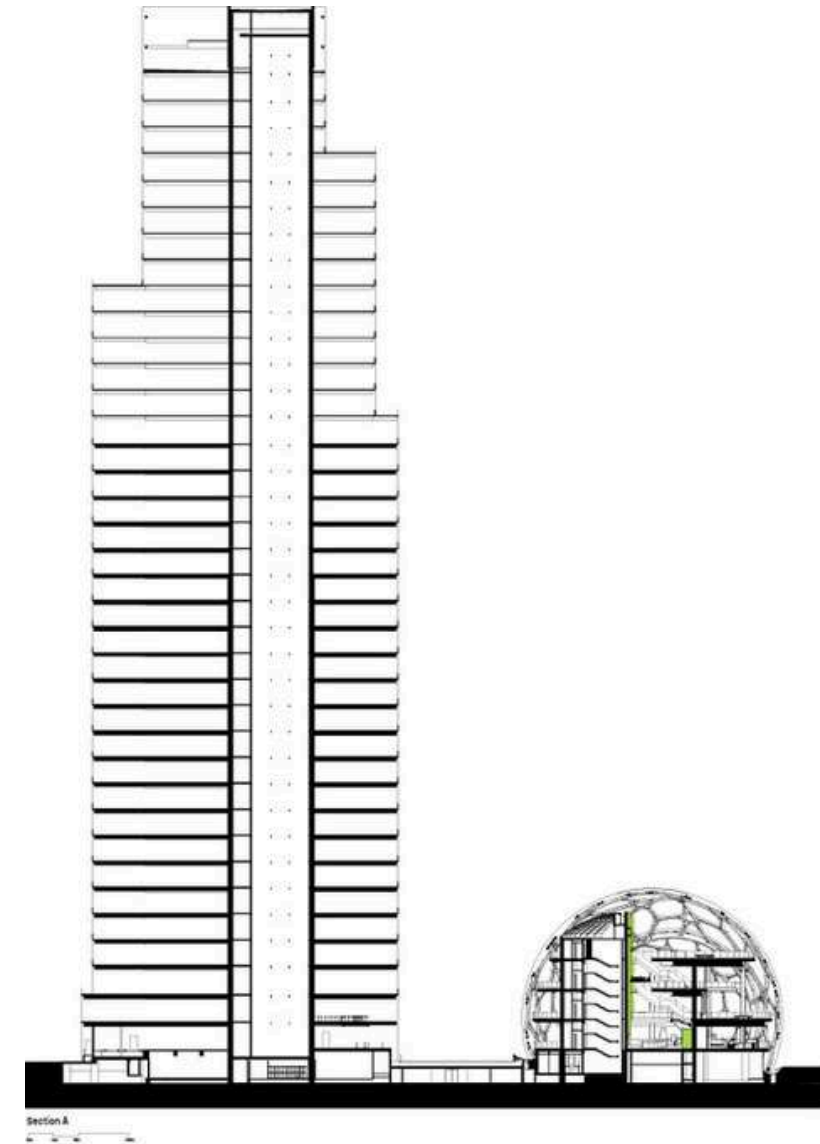


## 2 Amazon Spheres

Architects: **NBBJ**

Year: 2018

Serves as a central gathering space — combining lobby, meeting, and leisure functions in one dynamic environment.

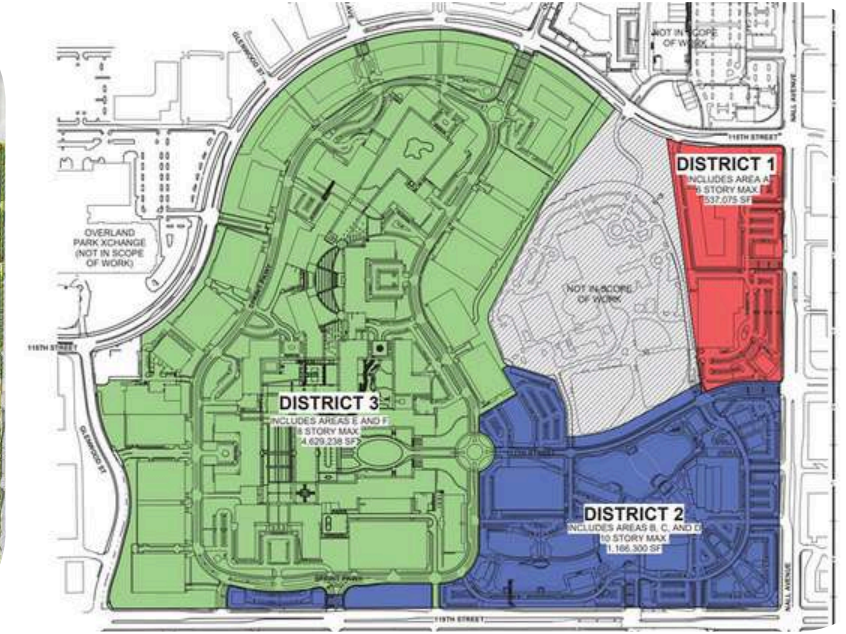


Demonstrates how a multifunctional atrium or hall can become both a symbolic heart of a campus and a social catalyst.



### 3 ASPIRIA: Mixed-Use Campus

- Site area: ~838,000 m<sup>2</sup>
- Office space: ~465,000 m<sup>2</sup>
- Retail space: ~35,500 m<sup>2</sup>
- Apartments: 600 units
- Hotel: 120 rooms





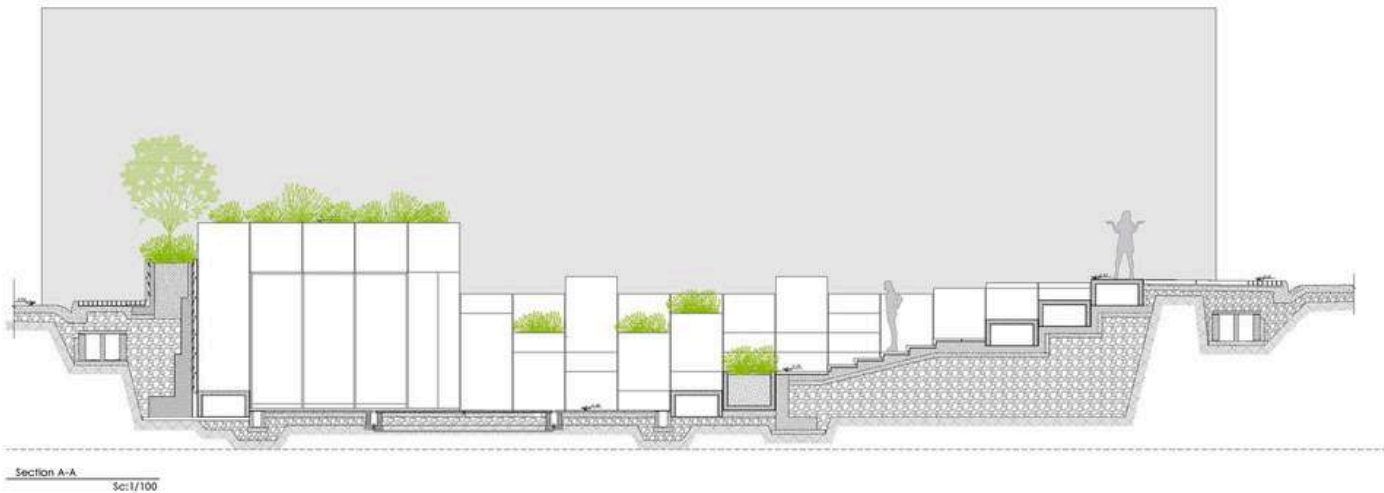
## 4 Biryanak Metro Plaza

Tehran, Iran

Architects: **Ashrafi & Zad**

Area: 8500 m<sup>2</sup>

Year: 2021



strategies for noise and openness:

- Site sits 4 m below highway, creating a natural sound barrier
- Native trees used as green acoustic screens along the road
- 9 000 m<sup>2</sup> of green space acts as visual + sound buffer
- Noise data mapping guided placement of public and active zones
- Stepped topography integrates accessibility and sound control
- Remains fully public and active — retail, sports, and community spaces



# CAMPUS BUILDING TYPE PLAN



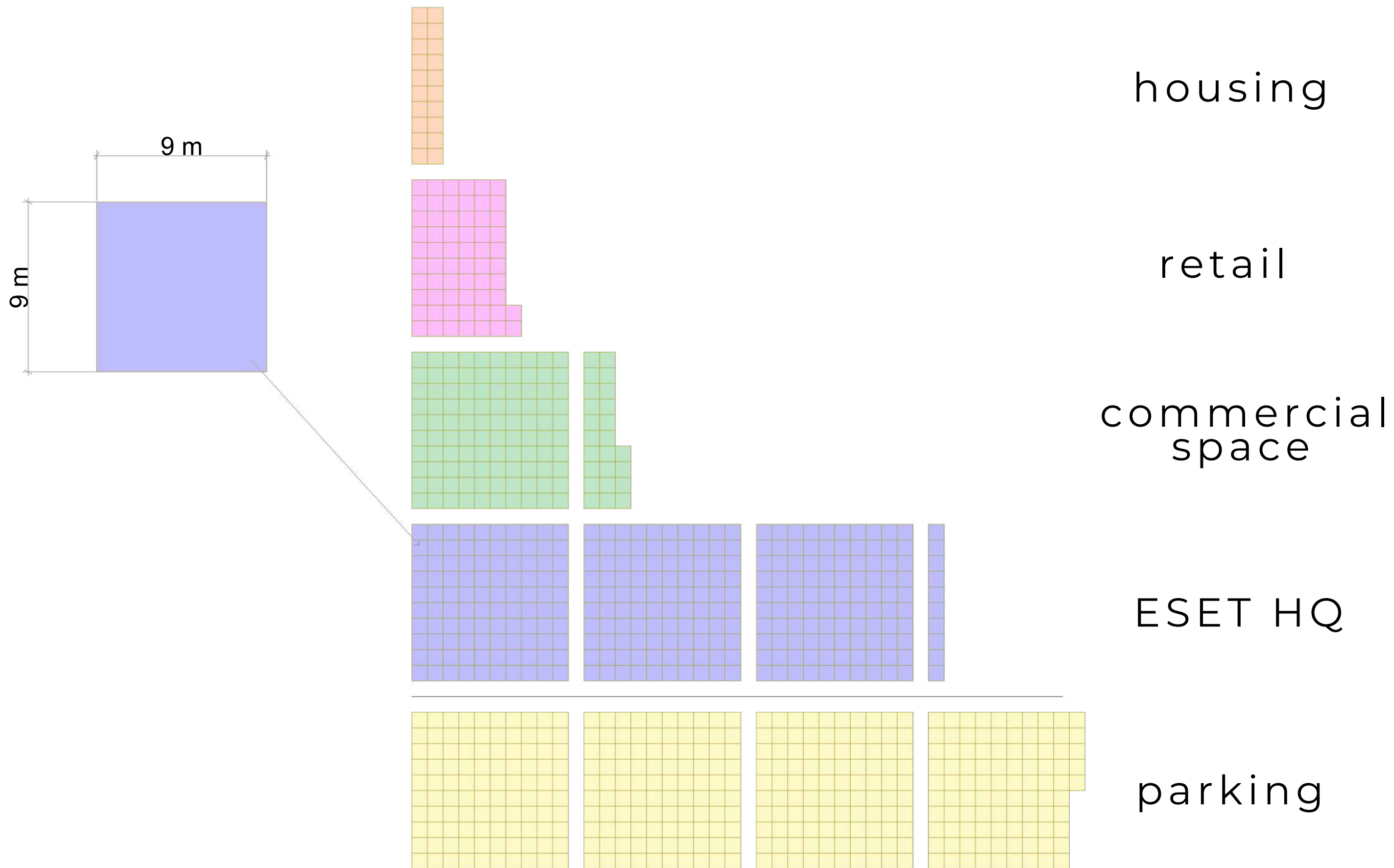


**PROGRAM**



Program	Capacity	Description
ESET HQ	NIA – 25,000 m <sup>2</sup>	Efficiency ≥ 85% Minimum clear floor height = 3m Ground floor height = 4 - 5m Built shape > 80° Building width not exceeding 3 modules (maximum 24m)
Commercial space – offices	NIA – 10,000m <sup>2</sup>	
Retail (full mix of F&B and lifestyle leisure services)	5,000 m <sup>2</sup>	For families and outdoor active people (cycling, running, hiking etc) Accommodating facilities: Shower for cyclist, parking for families etc.
Residential (built to rent/co-live)	50 units for single occupier	Room size ≈ 25 m <sup>2</sup> Serve on 'built to rent' basis 'Co-live' environment Majority use by employees Short-stay provision Dormitory accommodation for students
Multi purpose (conference) hall	2000 people	Capacity of 1500 seats
Parking	1000 places	preferably below ground Typical parking space = 32m <sup>2</sup> Minimum 30% for cars of classes 01 & 02 4% for limited ability Provision for visitors of local park





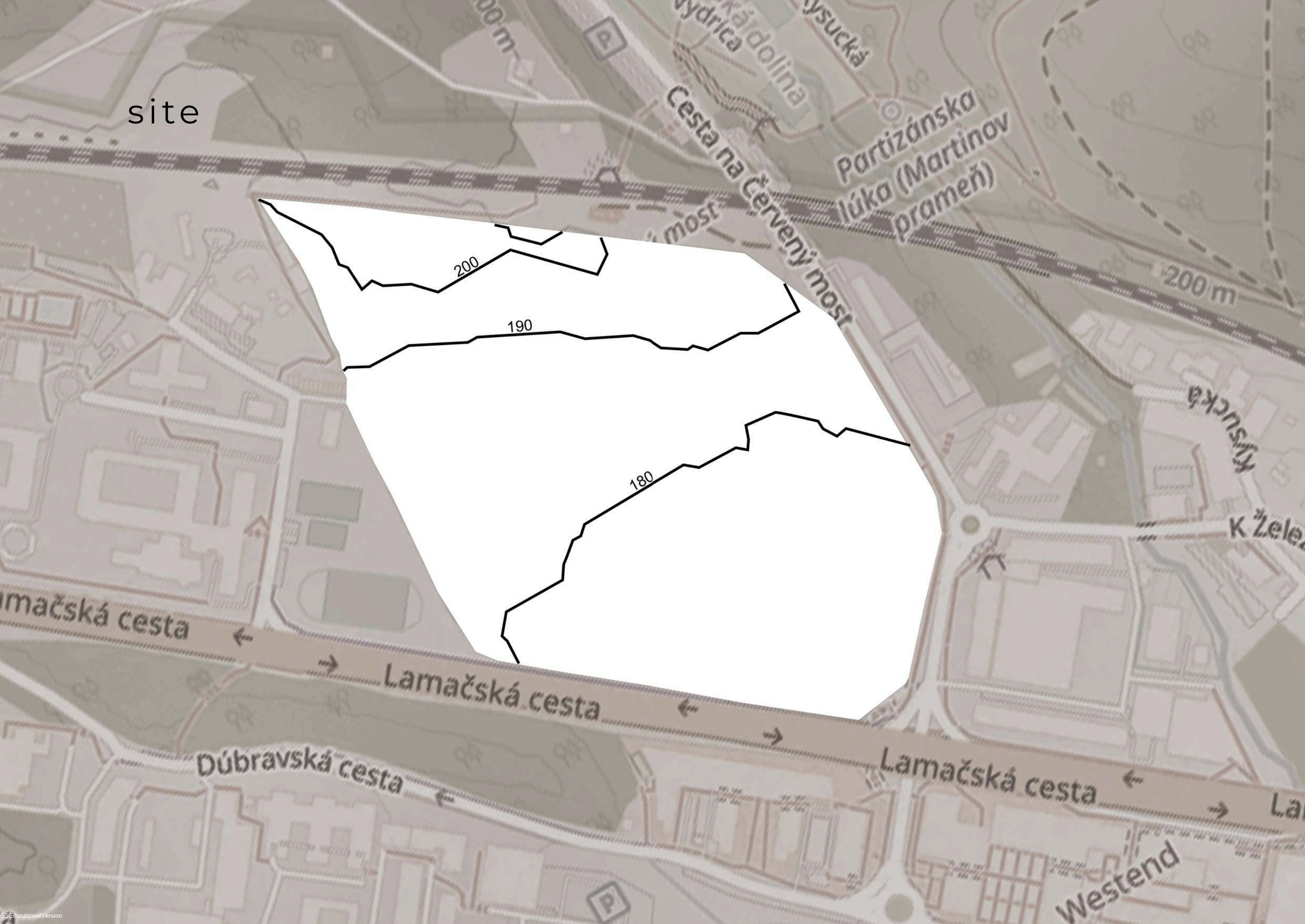


placement of program on site area

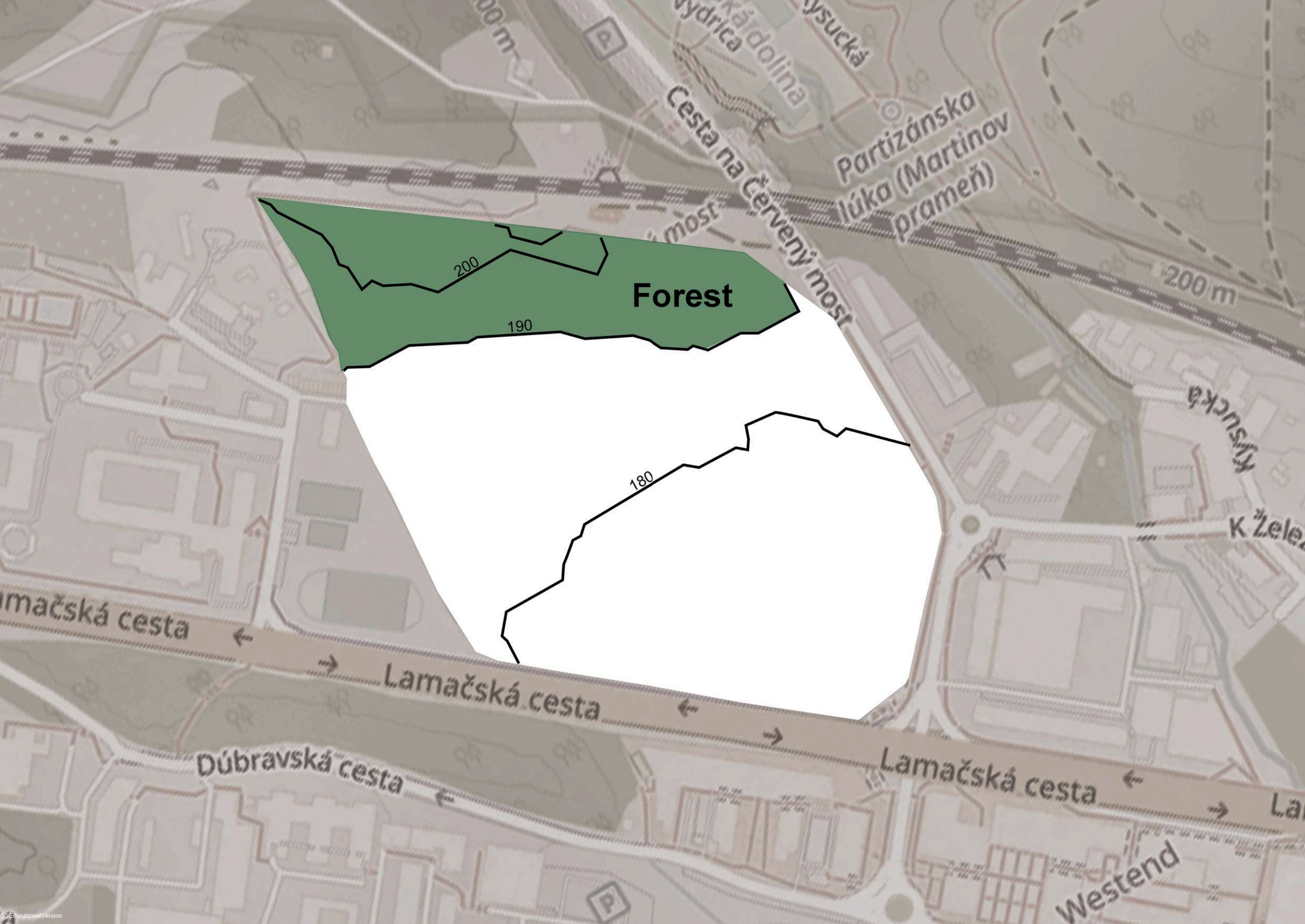




site

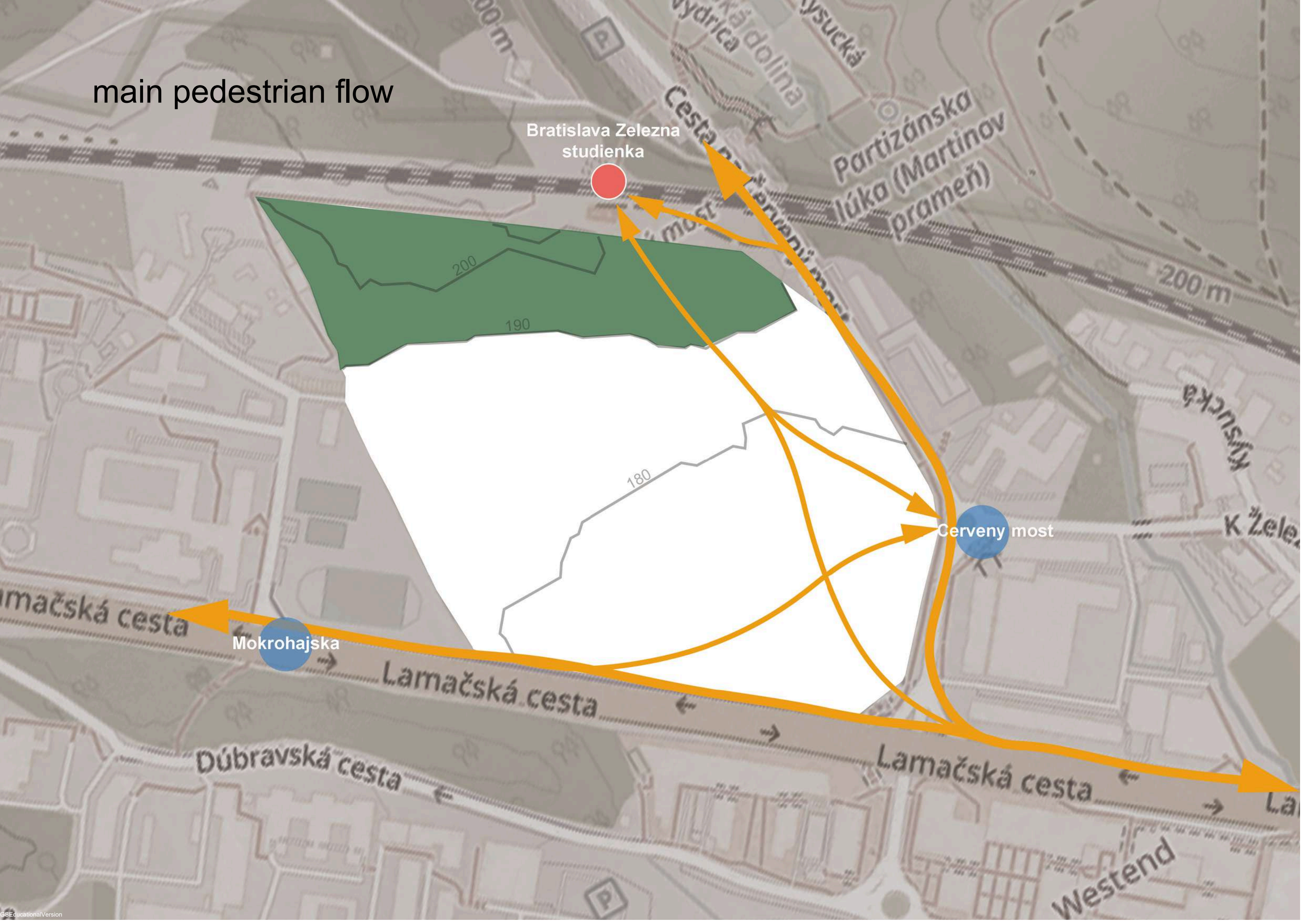








main pedestrian flow



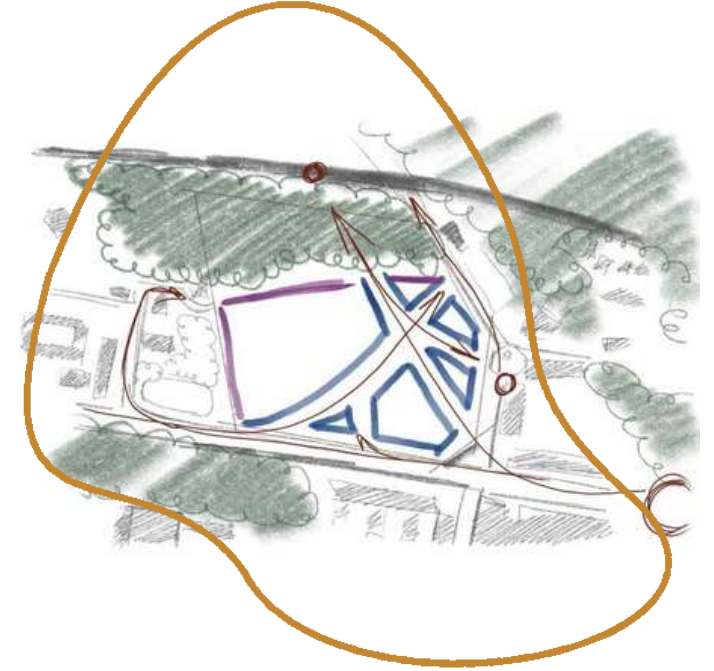
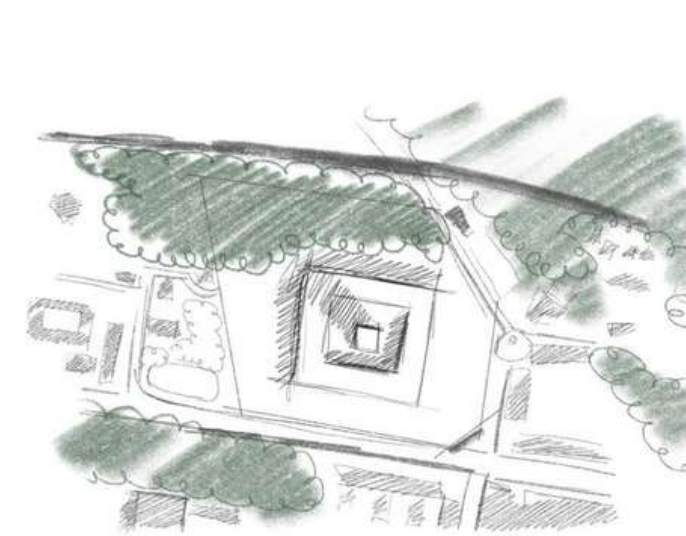
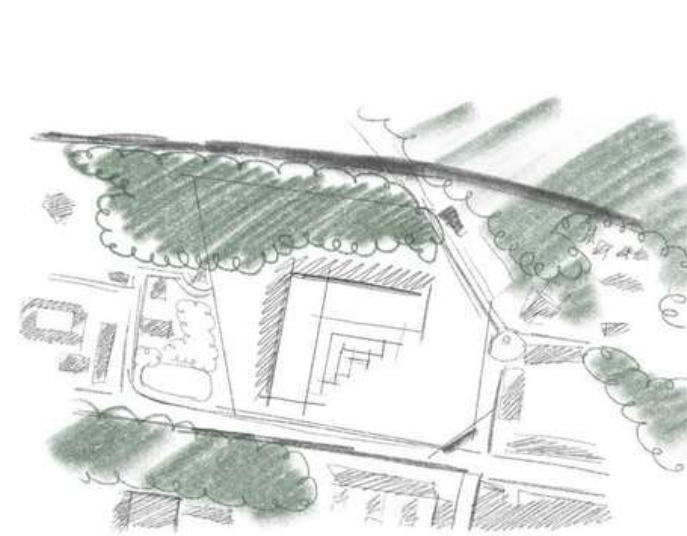
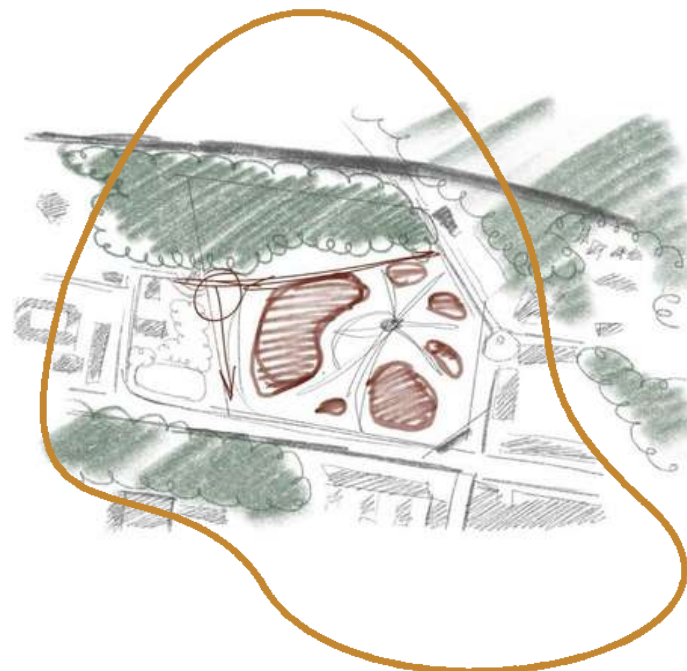
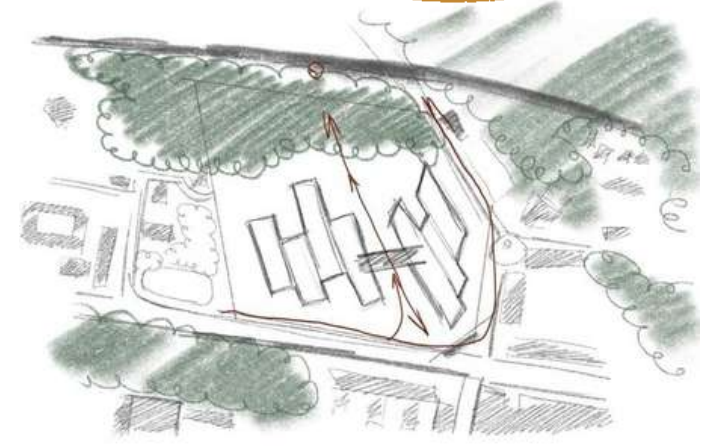
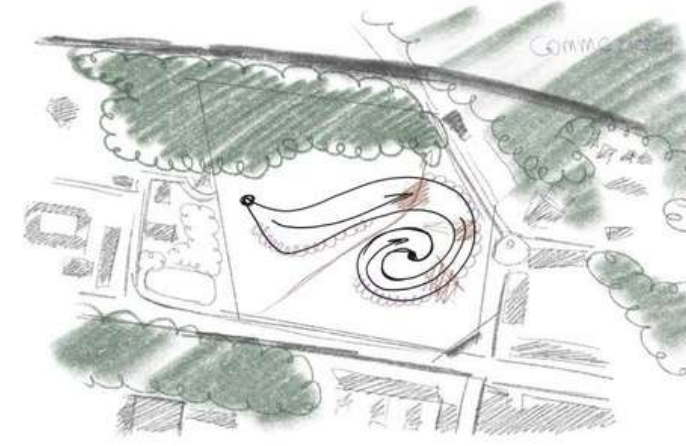
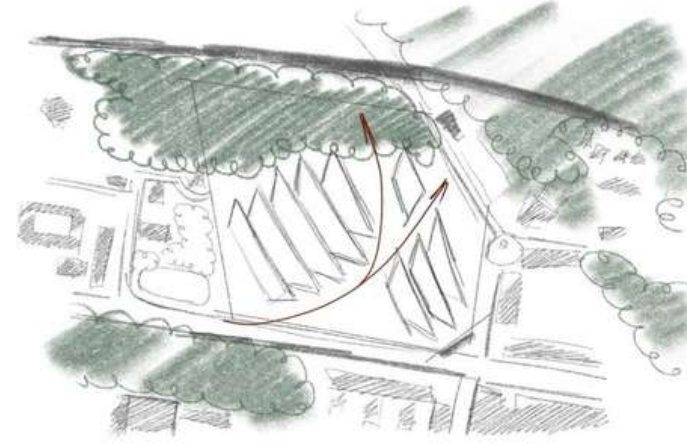
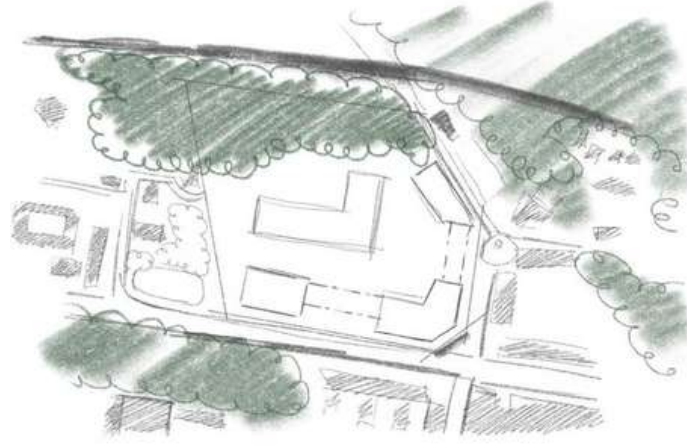
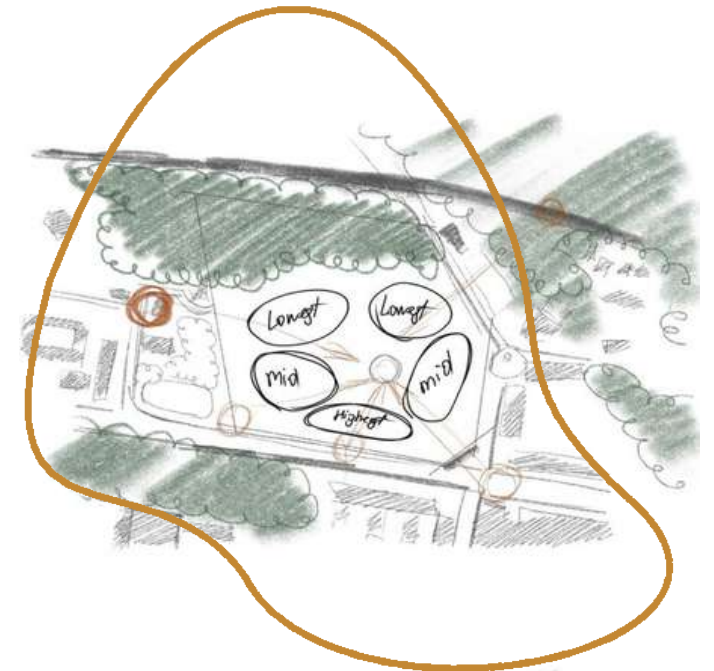
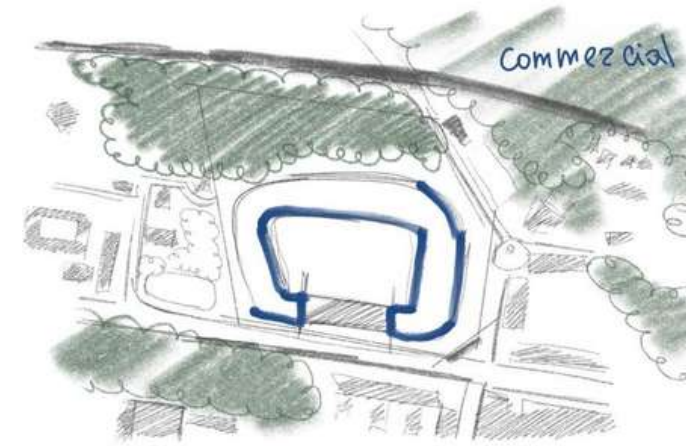
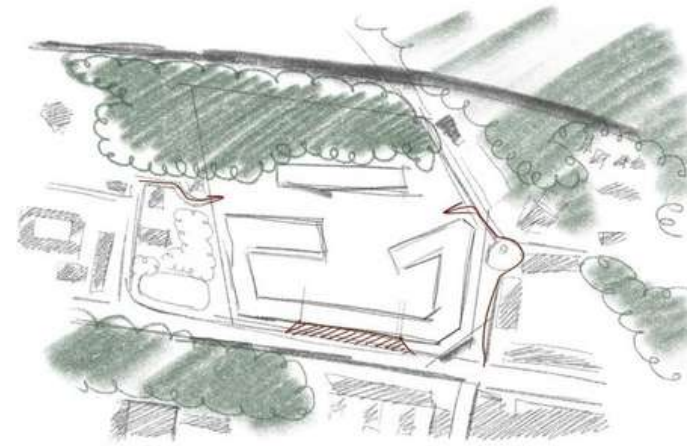
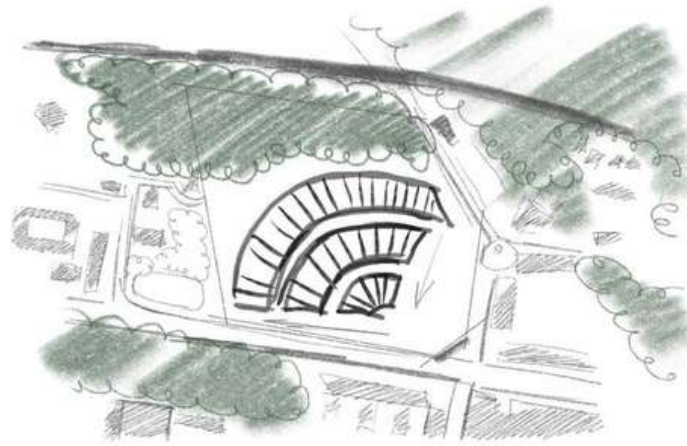


site zoning

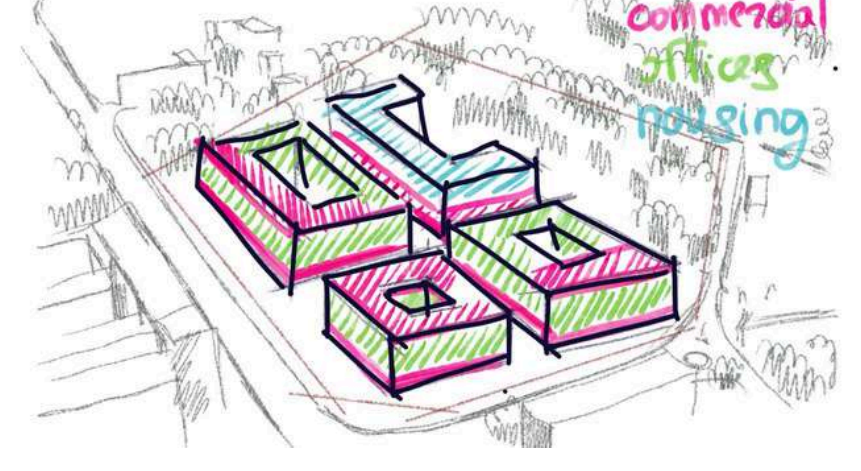
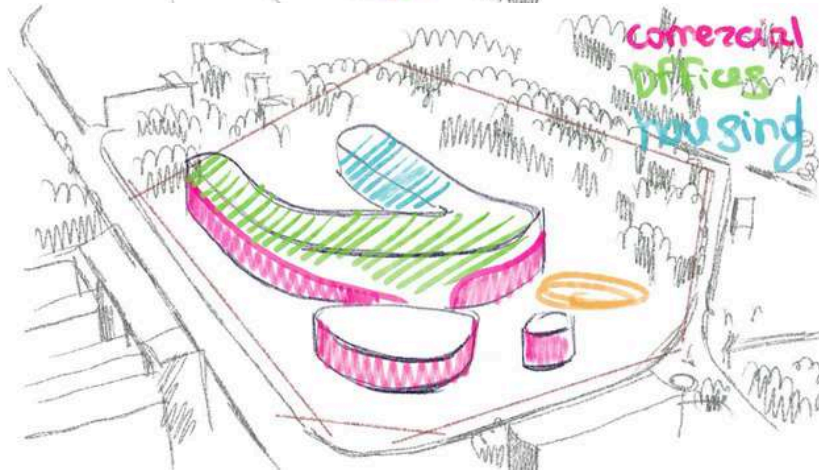
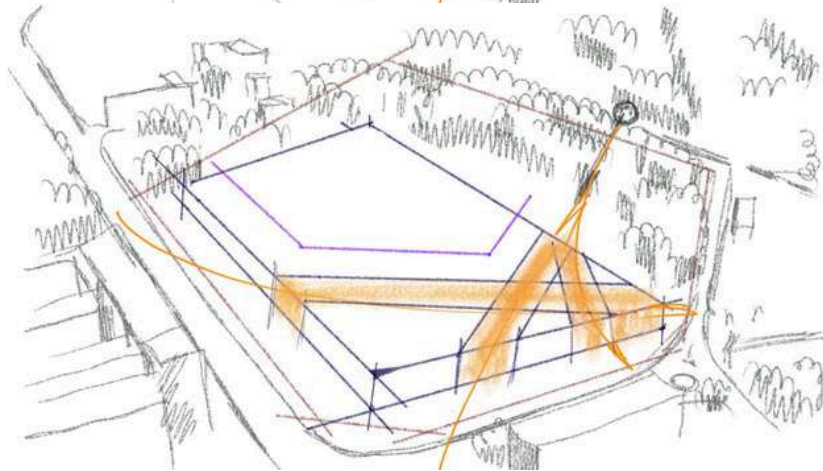
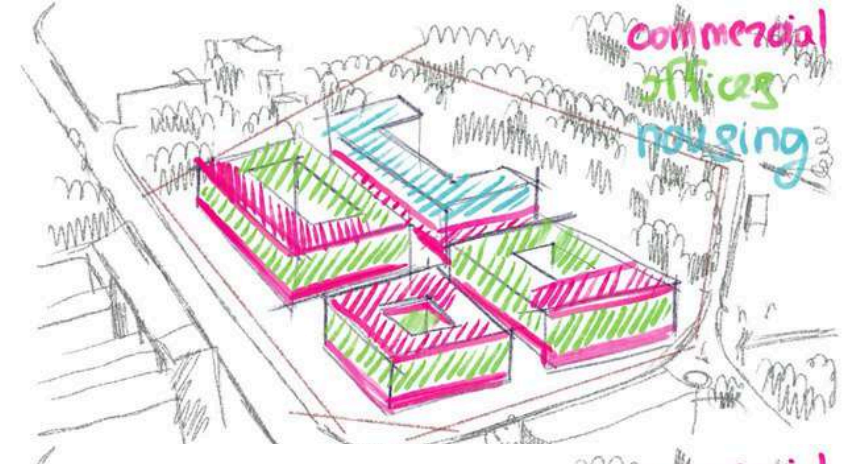
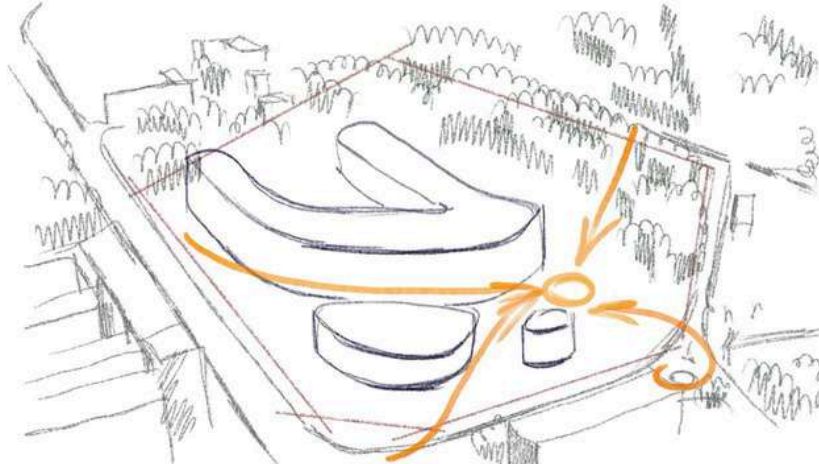
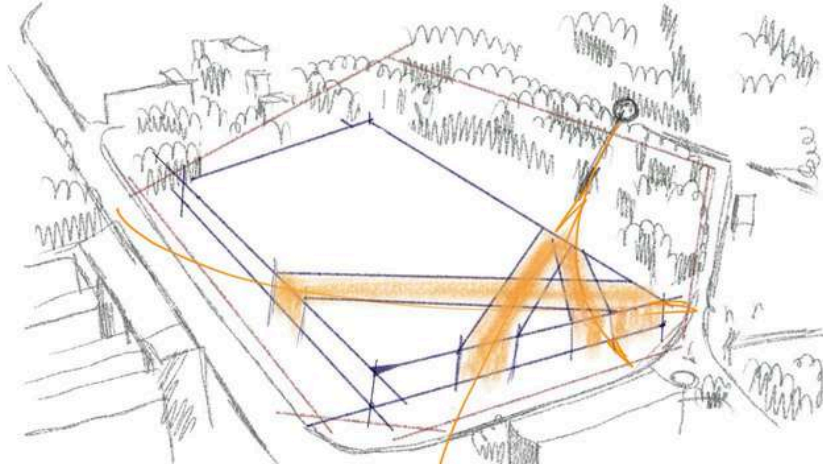
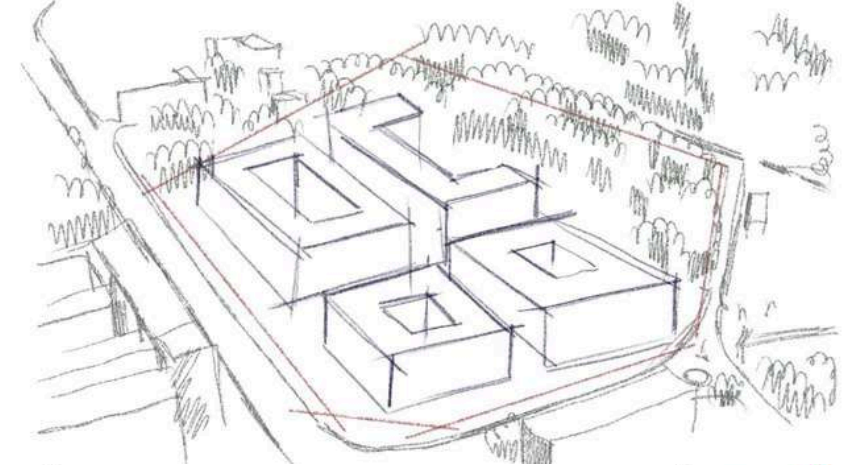
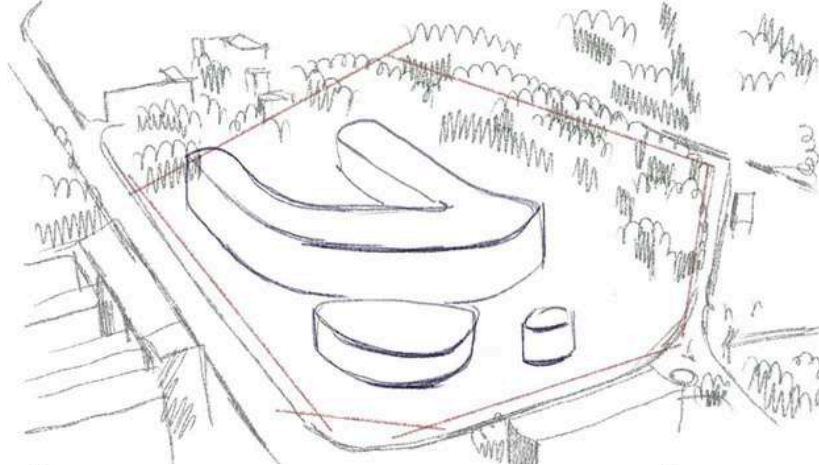
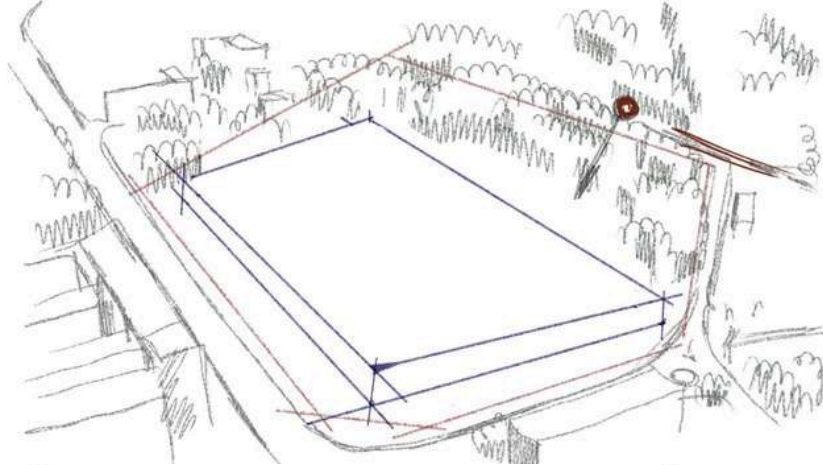
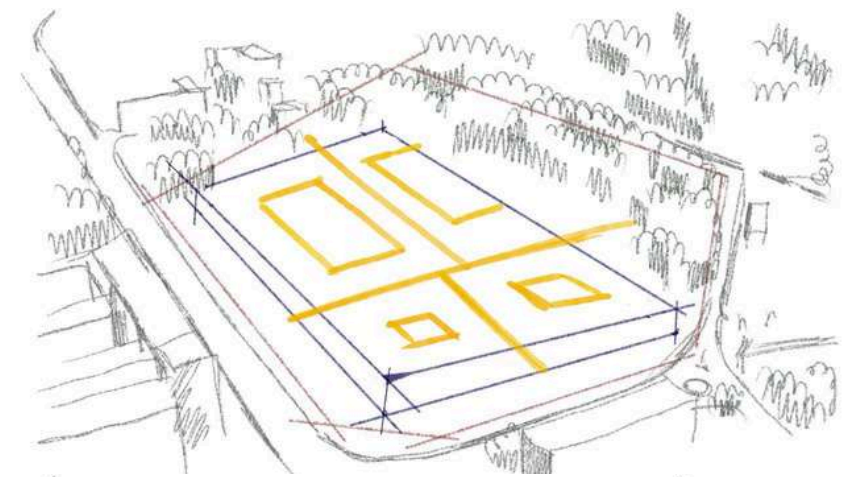
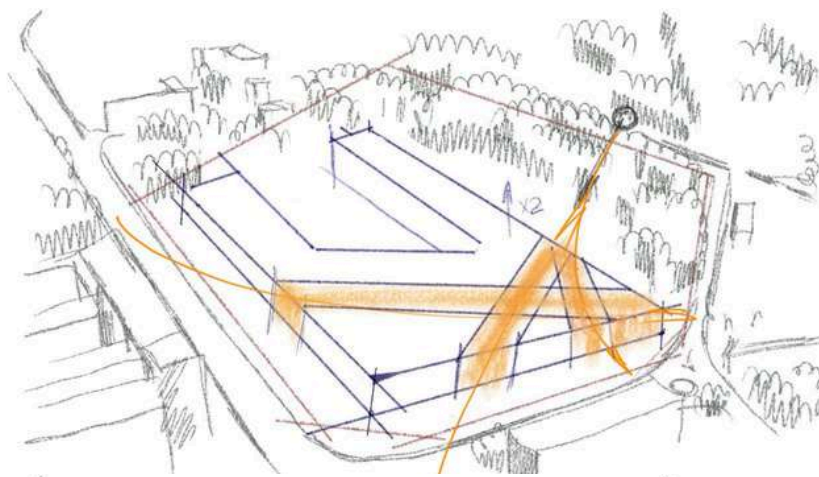
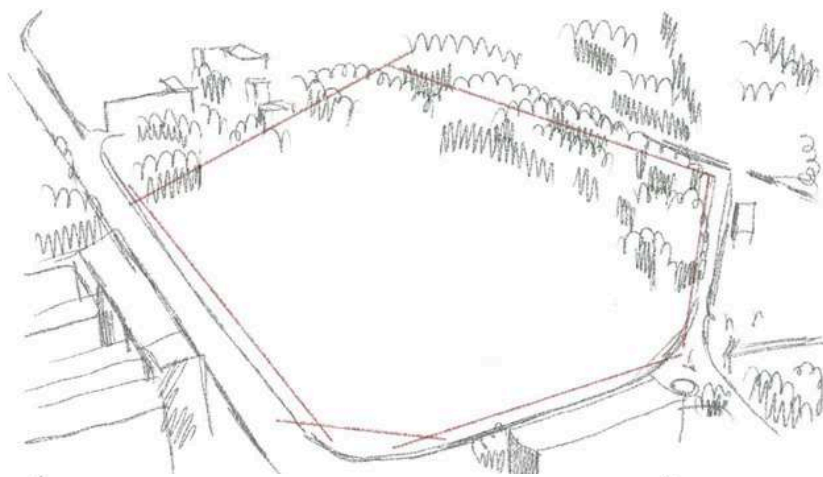




# first scetches







commercial  
offices  
housing

commercial  
offices  
housing

commercial  
offices  
housing





first stage of consept development



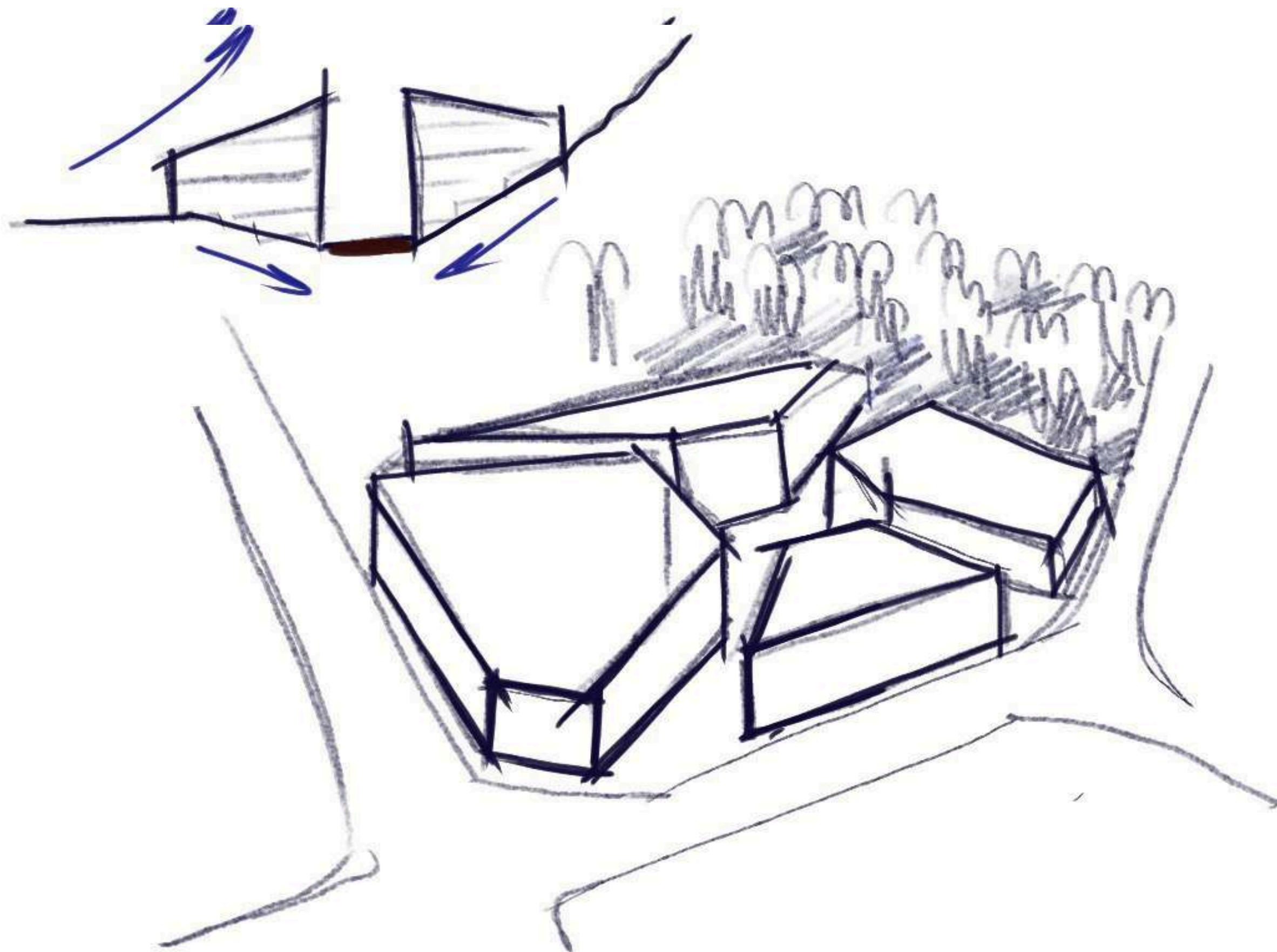




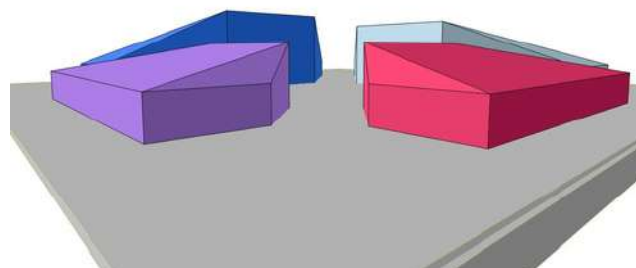
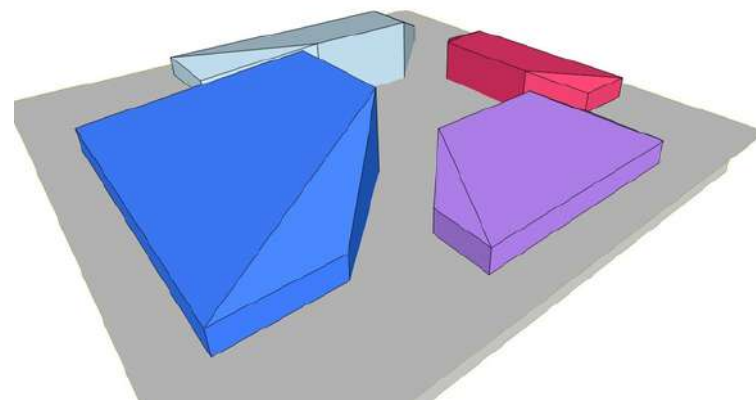
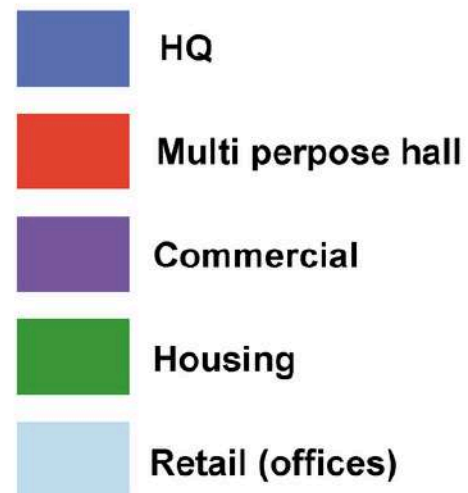
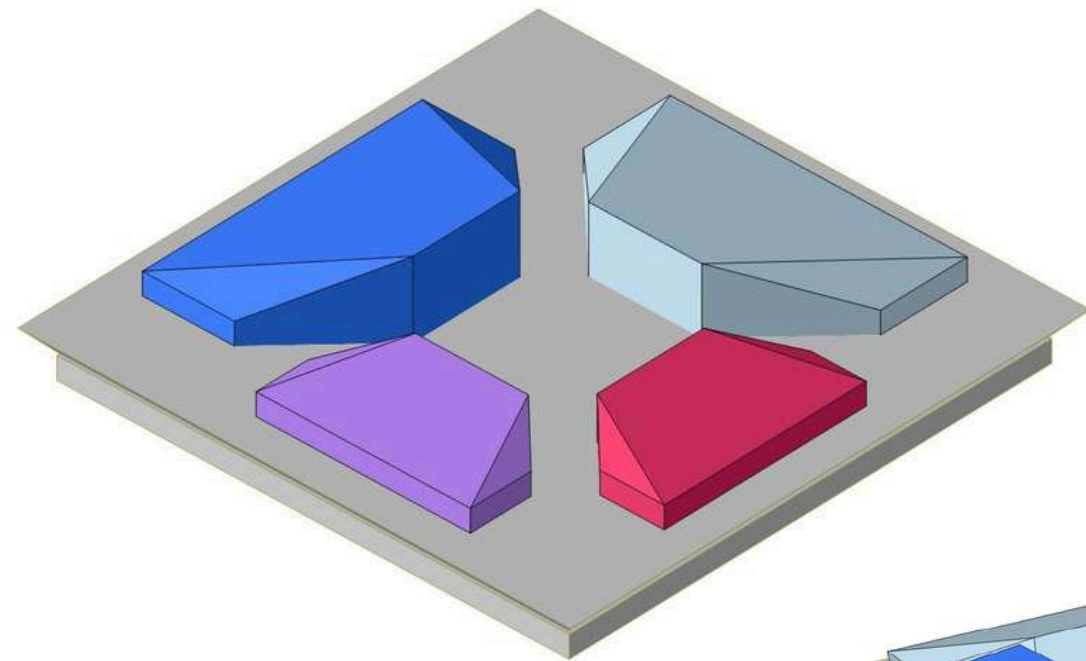
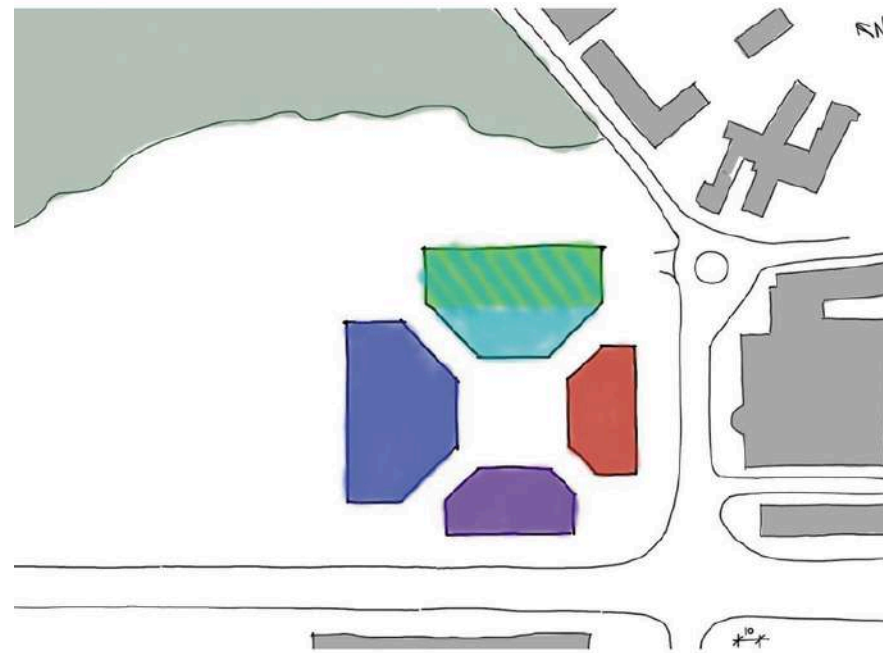
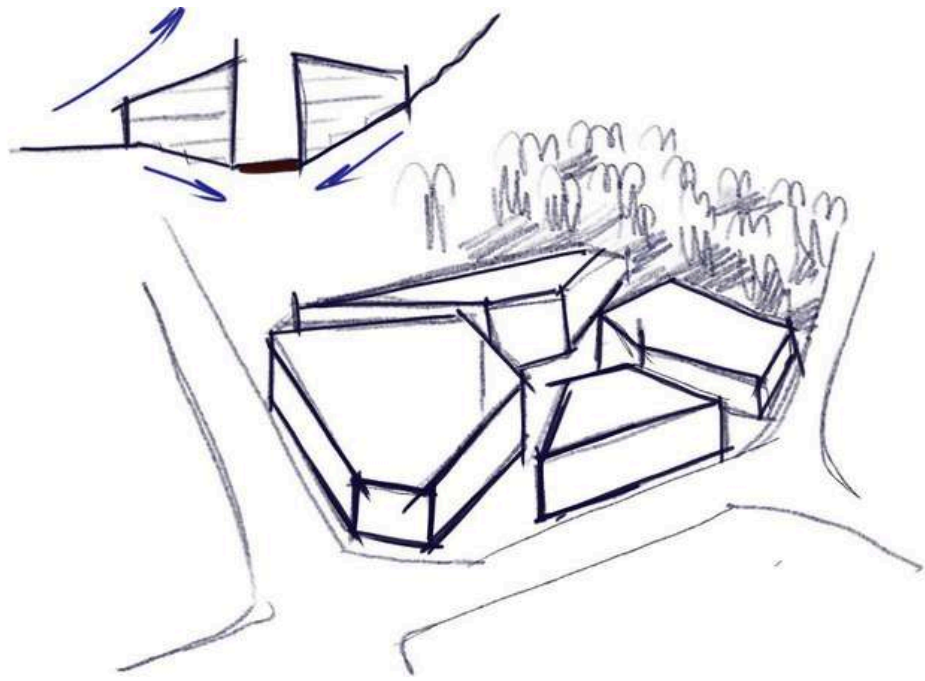












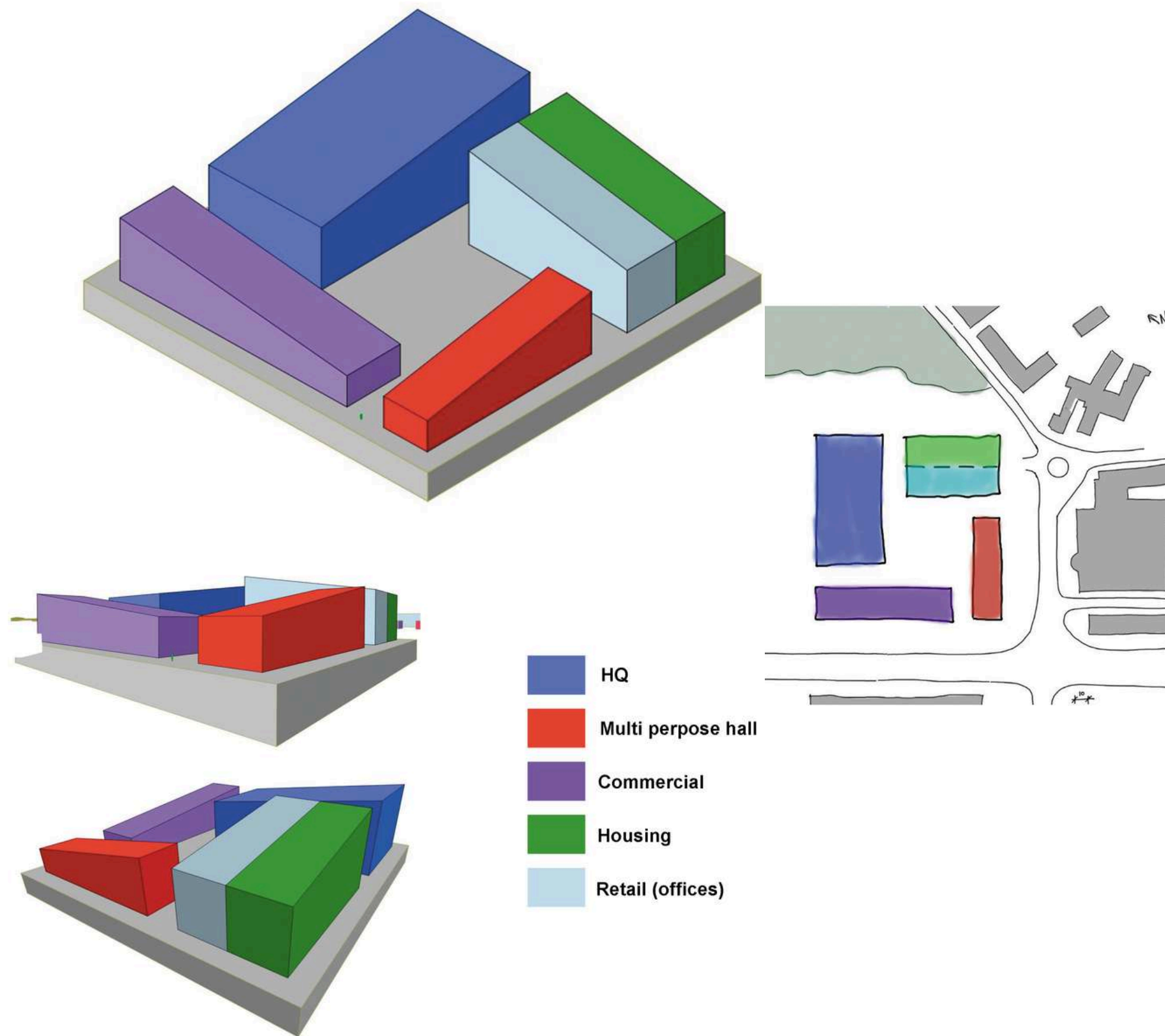
## Pluses:

- Creates a large central area suitable for various events
- Aligns with the main pedestrian flows
- Visually and physically forms a central protected core, isolated from external noise
- Effectively separates functions and user groups across different buildings

## Minuses:

- Provides only one shared open space, lacking intimate or quiet areas for smaller groups
- Oversized volumes reduce natural light penetration
- Mono-functional buildings may pose risks in terms of adaptability and long-term flexibility





## Pluses:

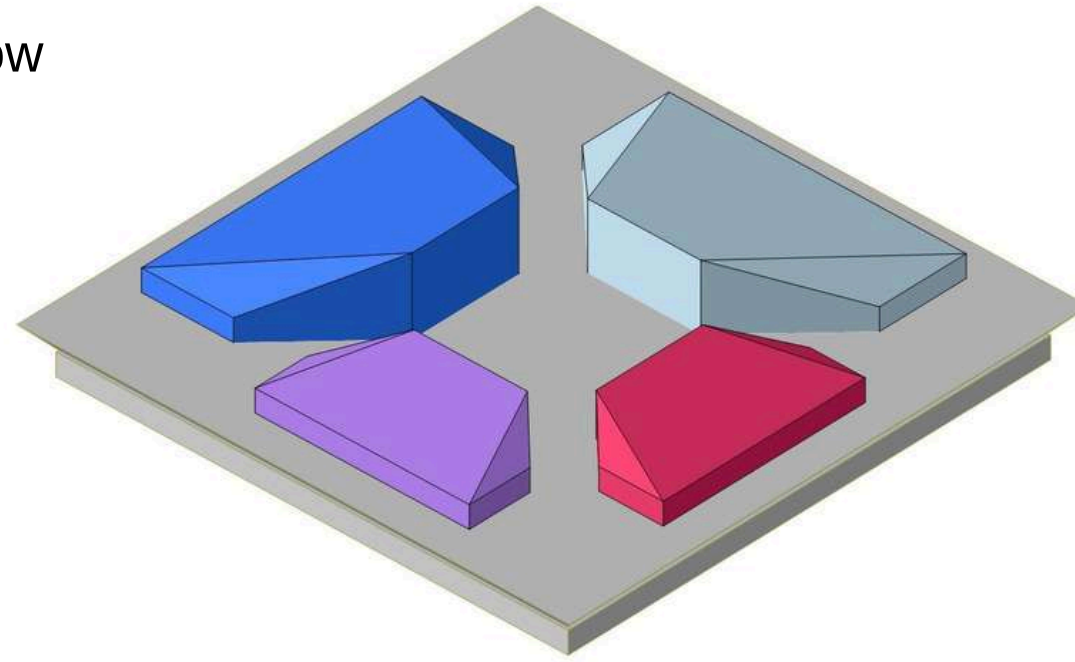
- Simple and efficient spatial organization
- Compact layout
- Centralized core that creates a clear focal point
- Strong noise protection due to the building's large mass

## Minuses:

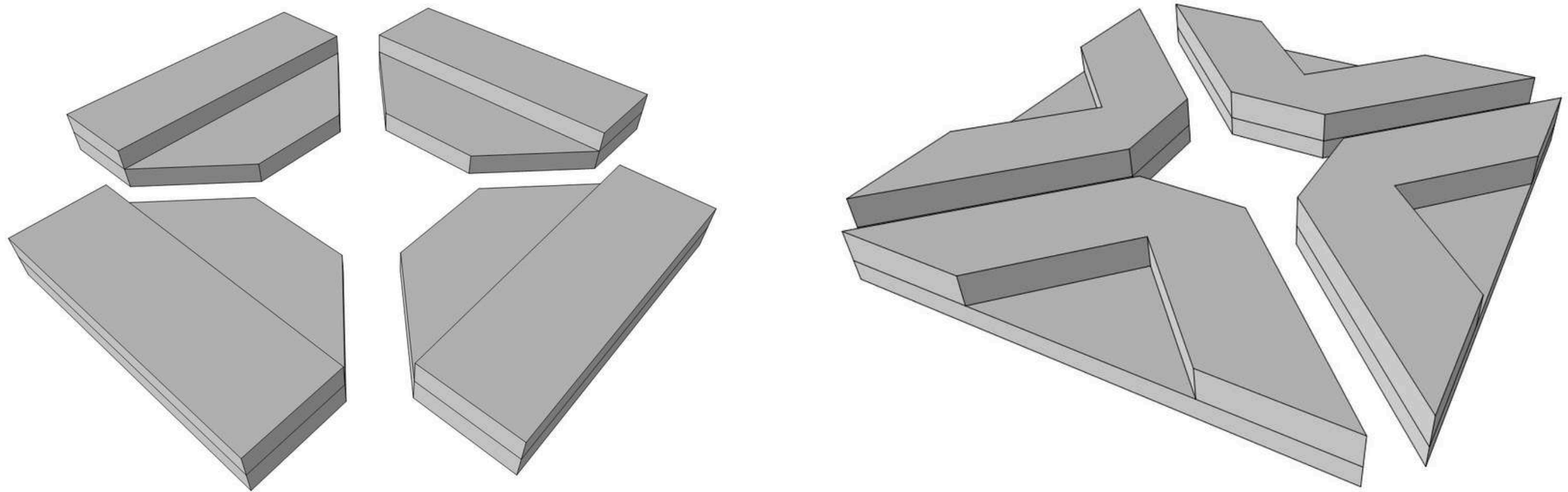
- Overly massive building volumes
- Insufficient natural lighting
- Only one central zone, lacking diversity for different user groups
- Poor permeability and limited access points
- The heavy building form may feel uninviting from the outside
- Inefficient shape for a multifunctional hall



Chosen Concept : strong central core &  
good pedestrian flow

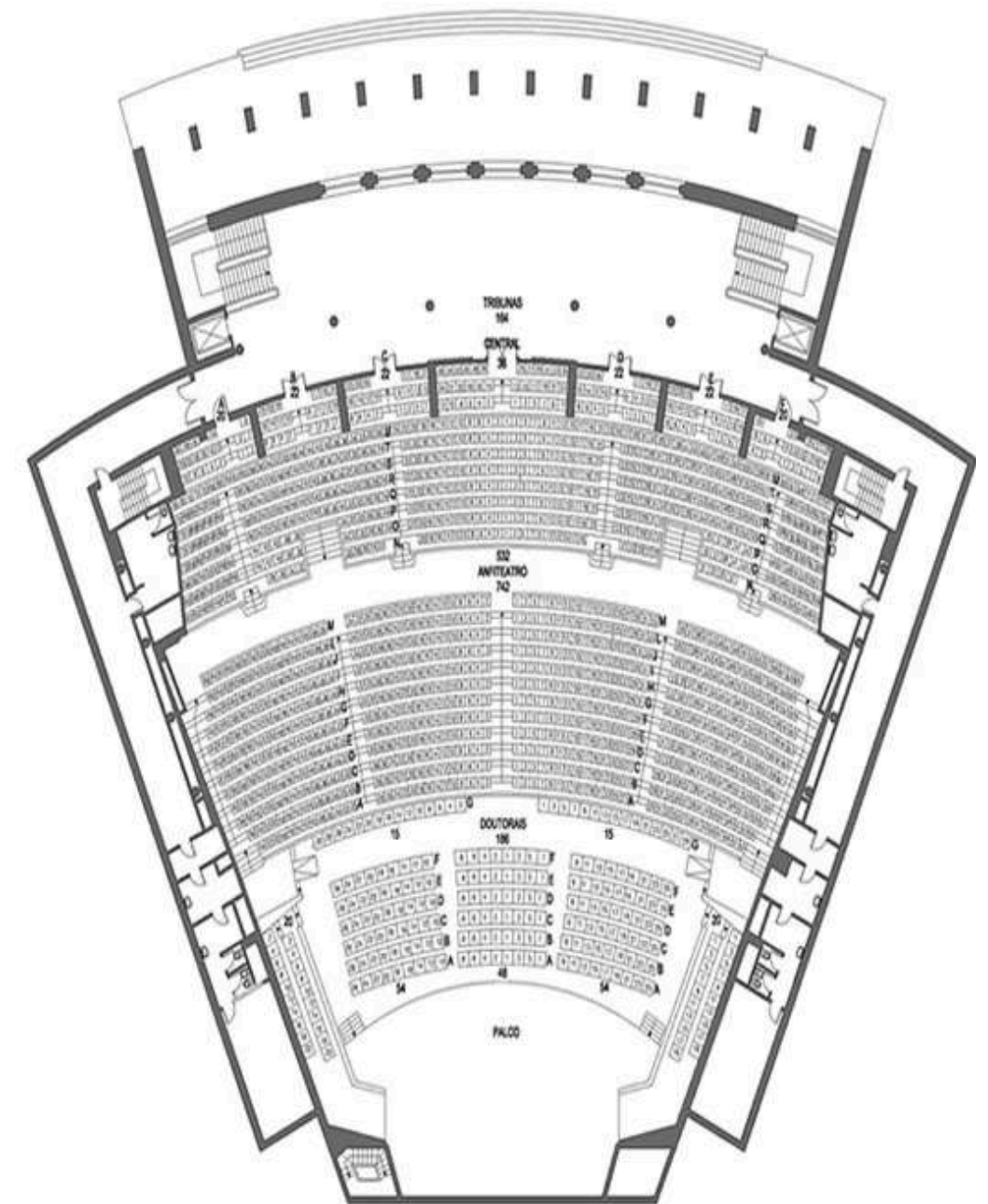
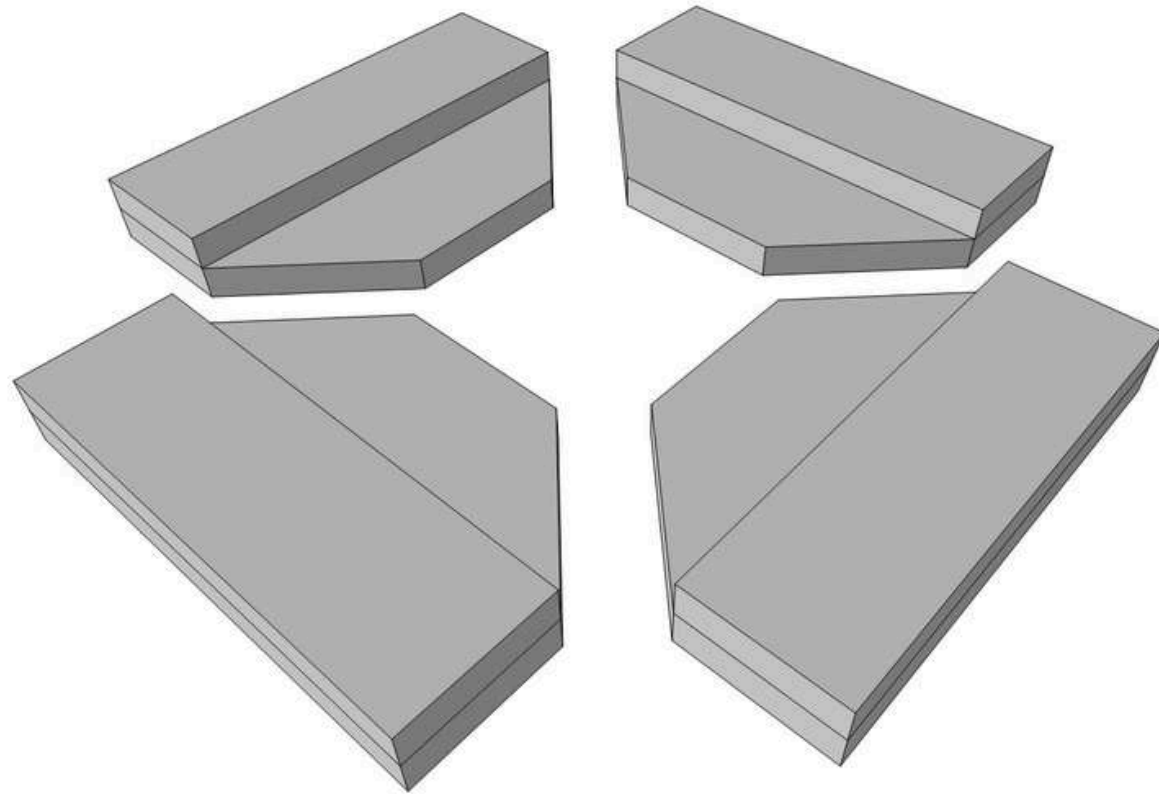


Two options for improved building form





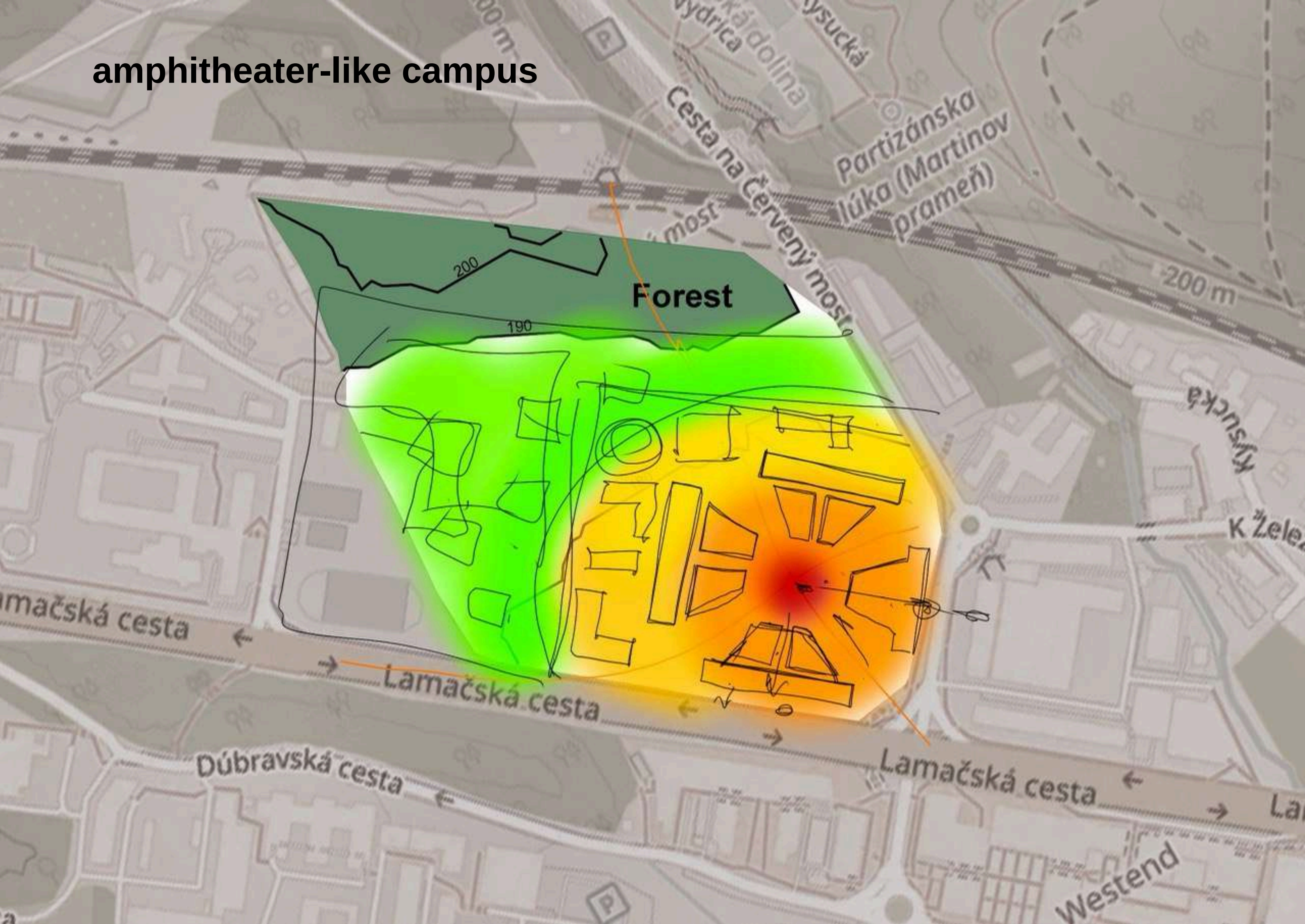
## Selected form for the multipurpose hall



Aula Magna, Edifício da Reitoria,  
Alameda da Universidade

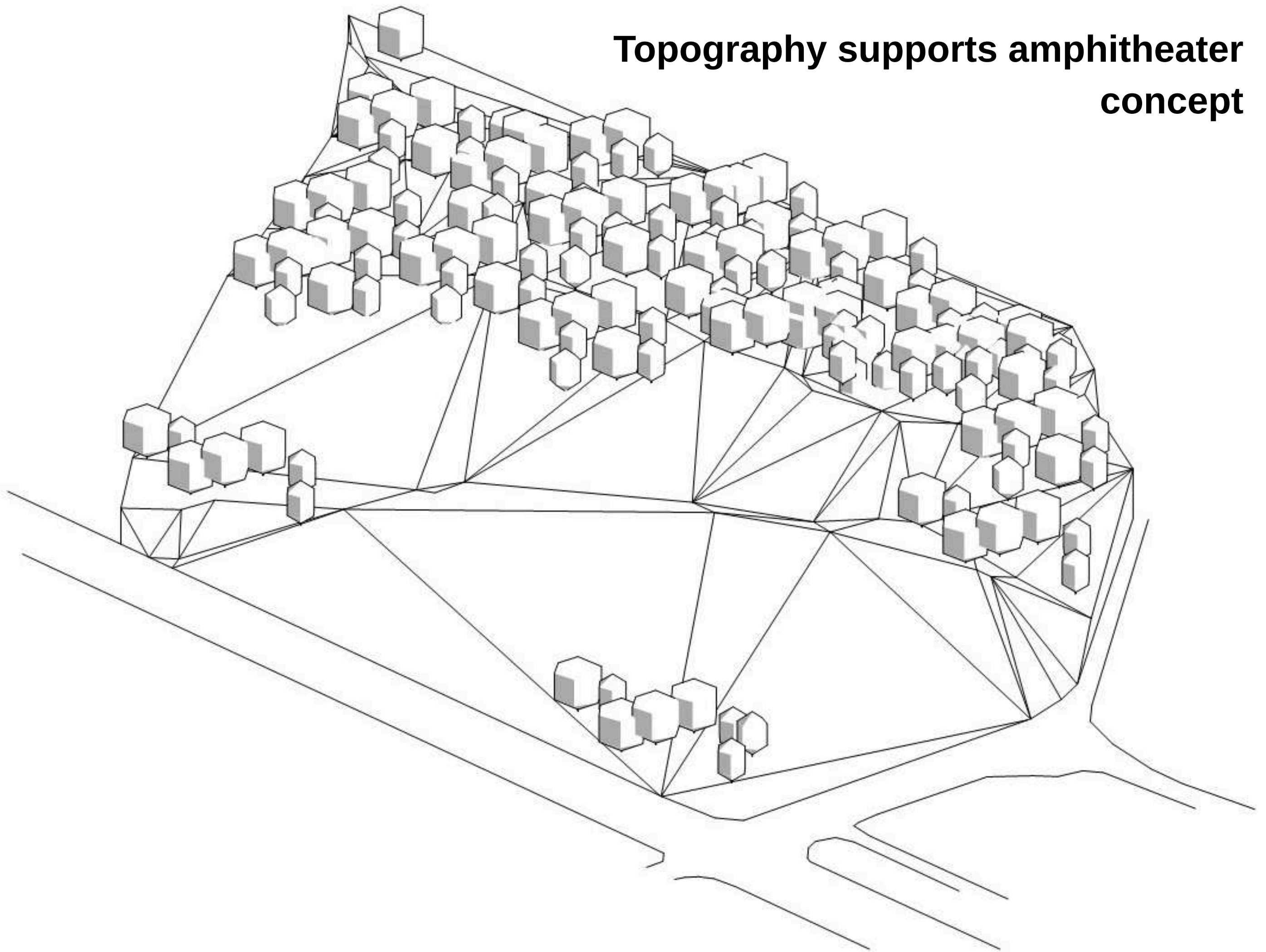


amphitheater-like campus

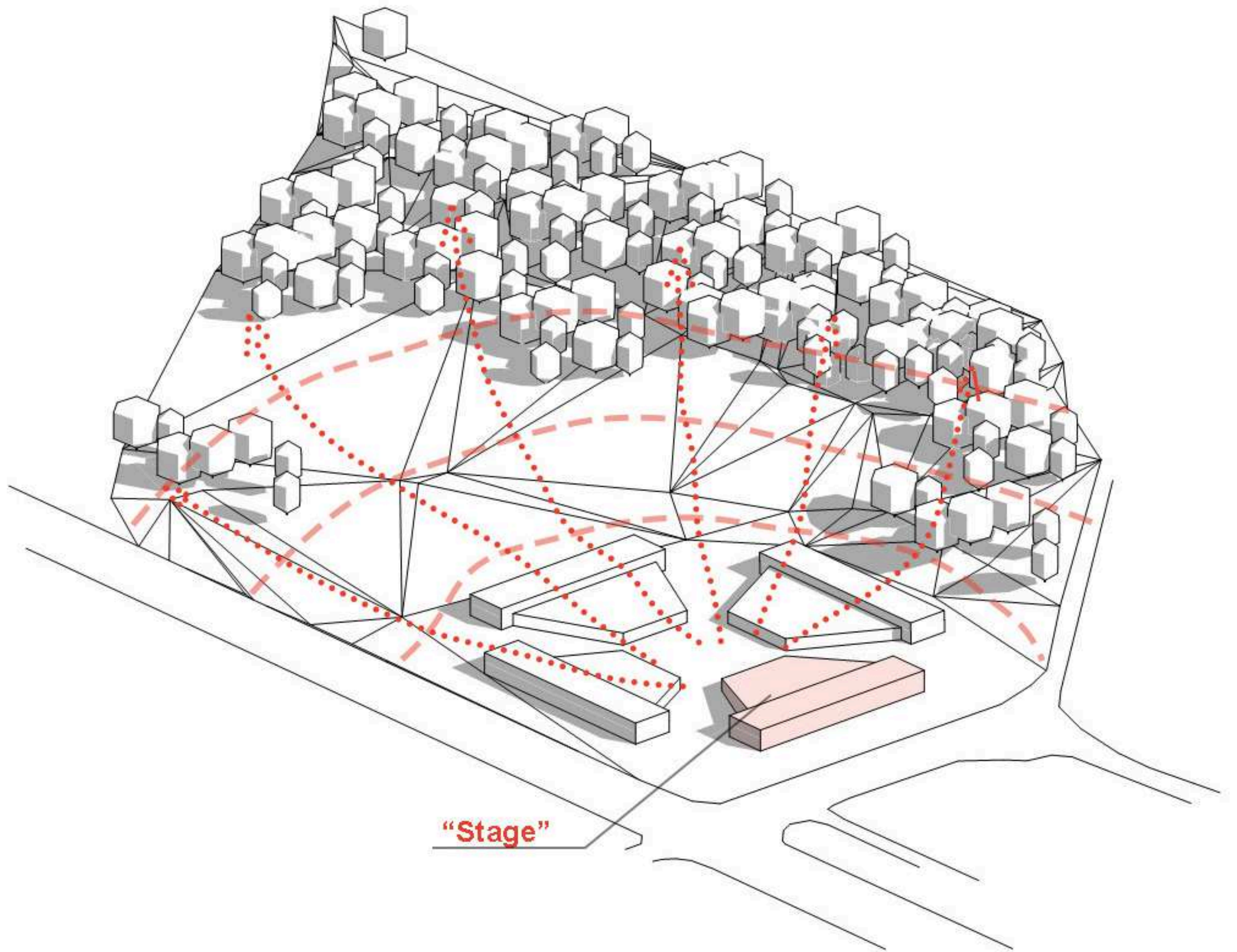




# Topography supports amphitheater concept









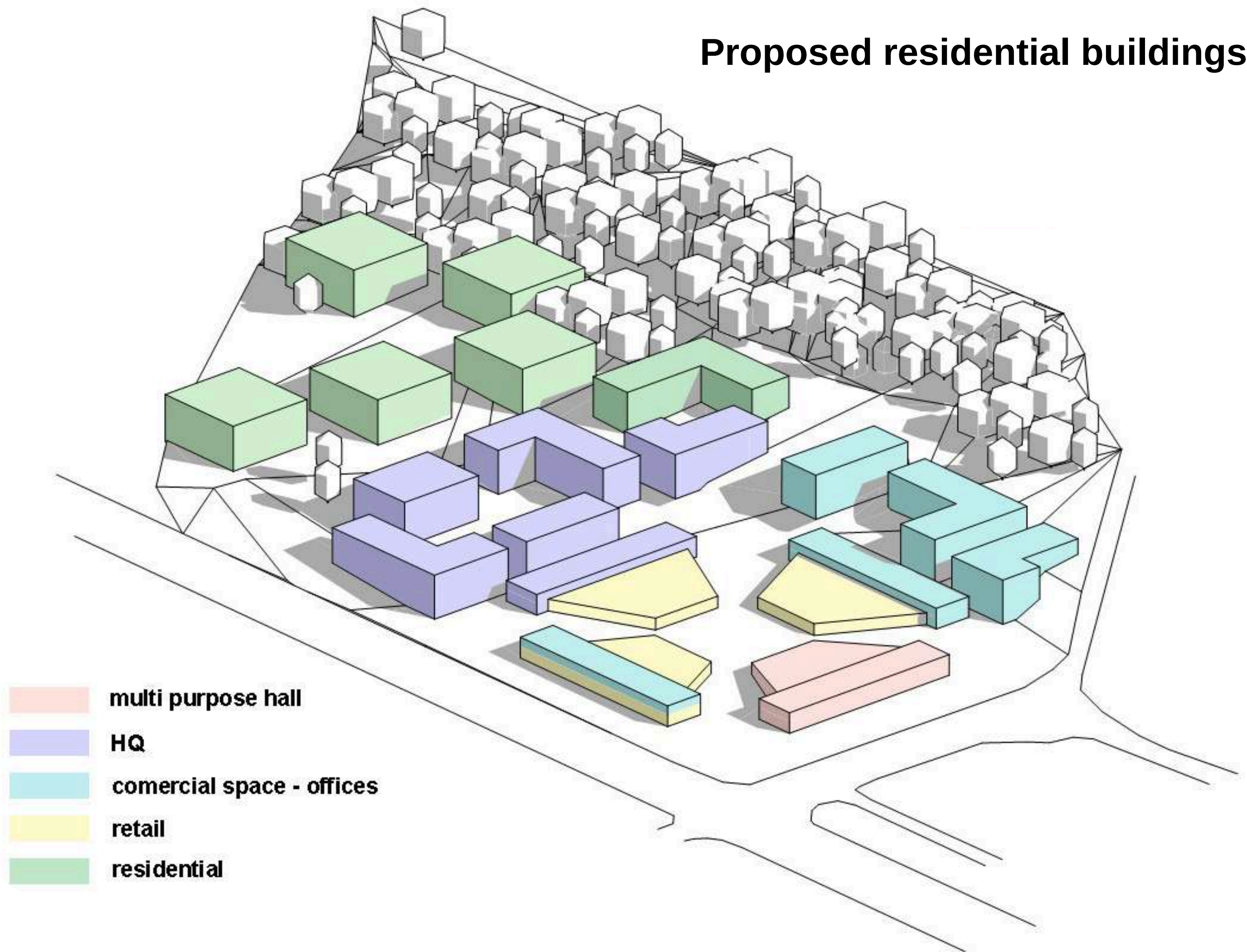






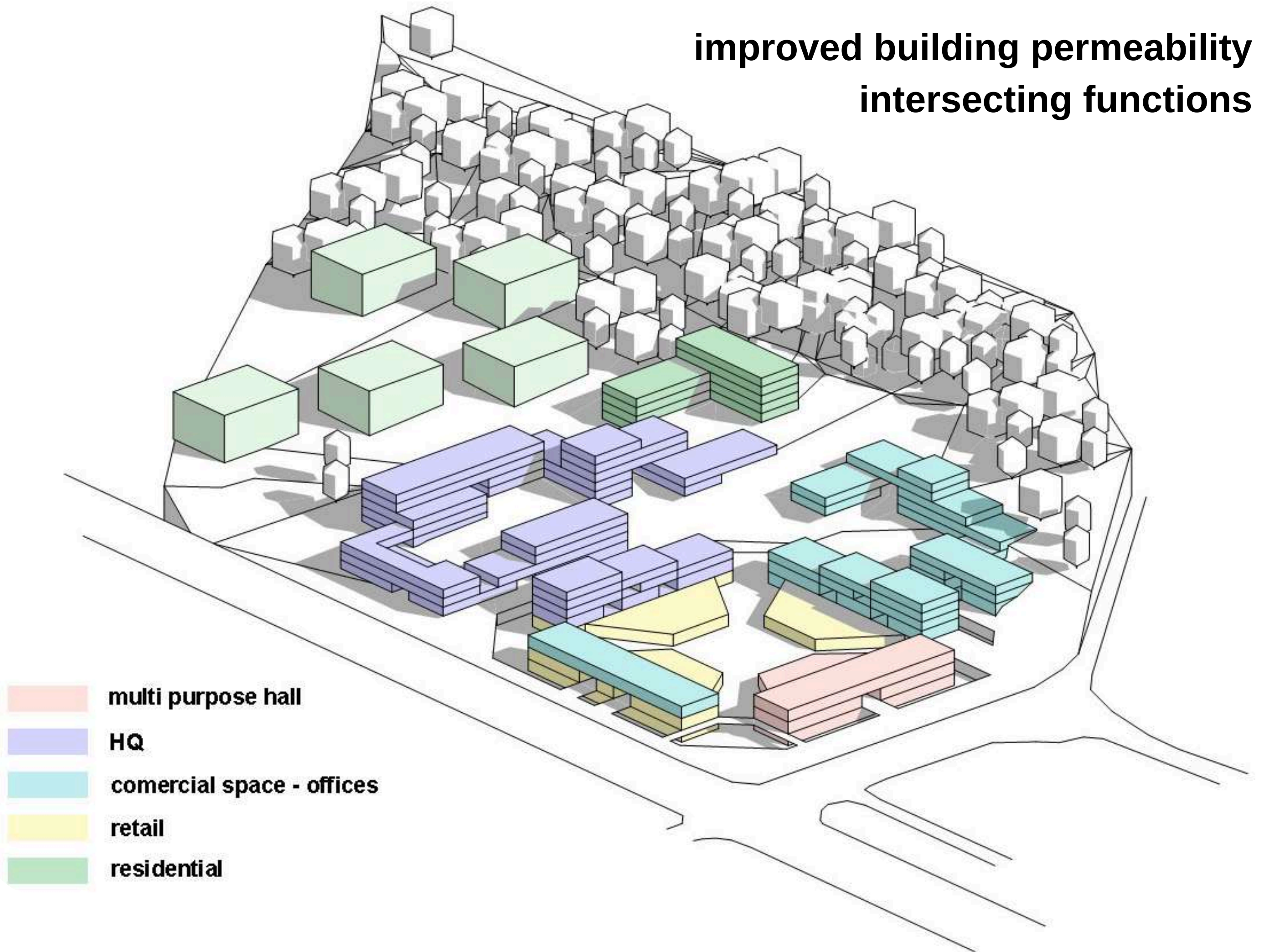


# Proposed residential buildings

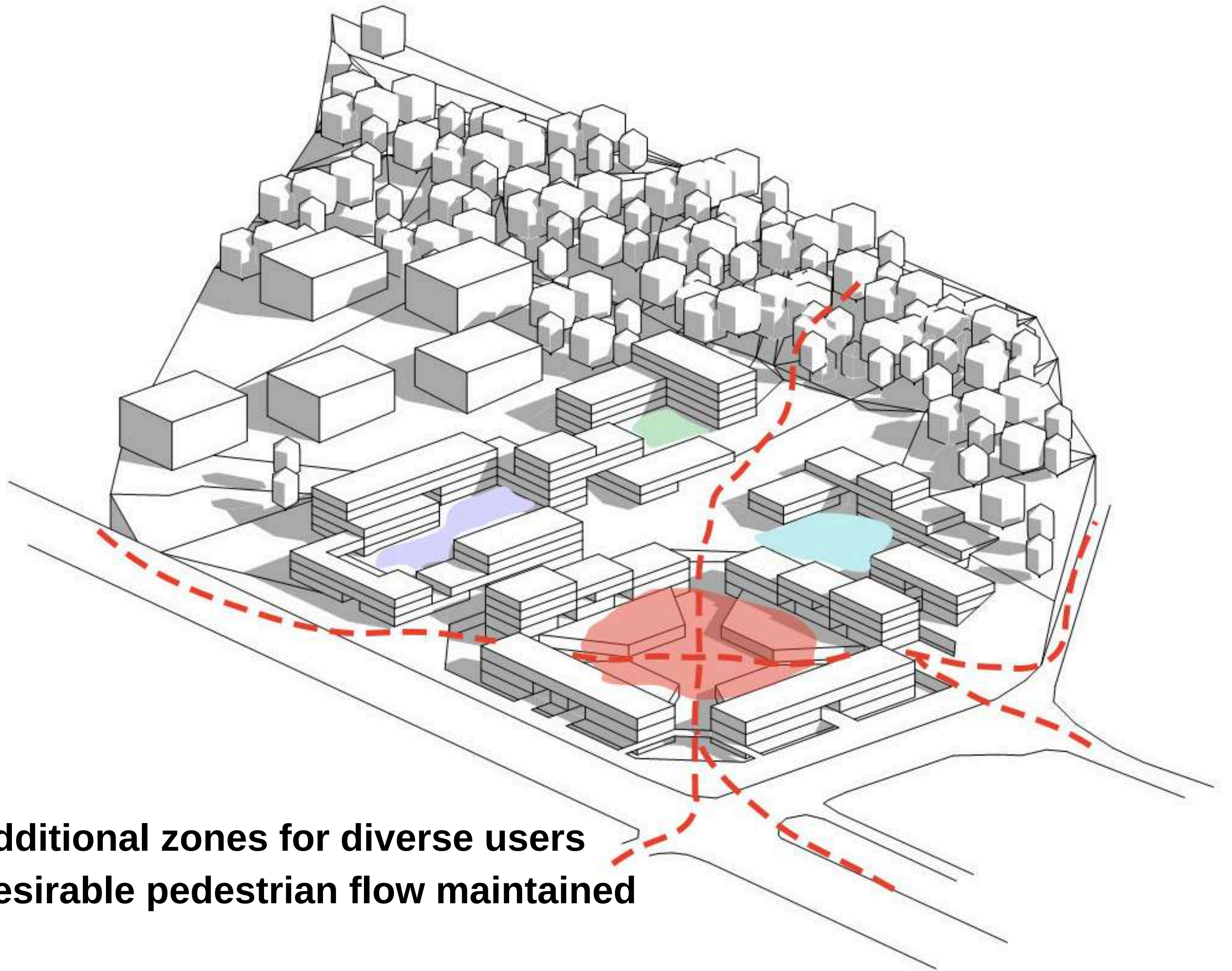




# improved building permeability intersecting functions



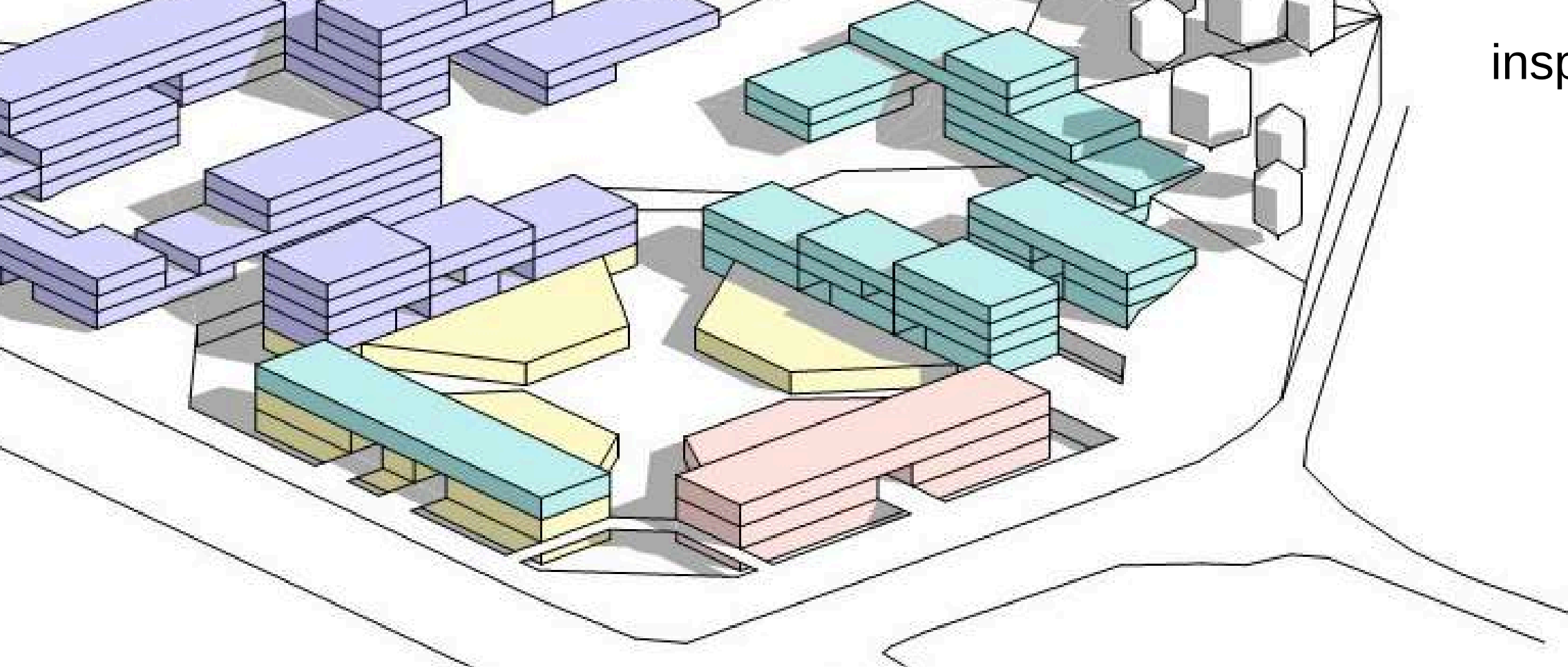




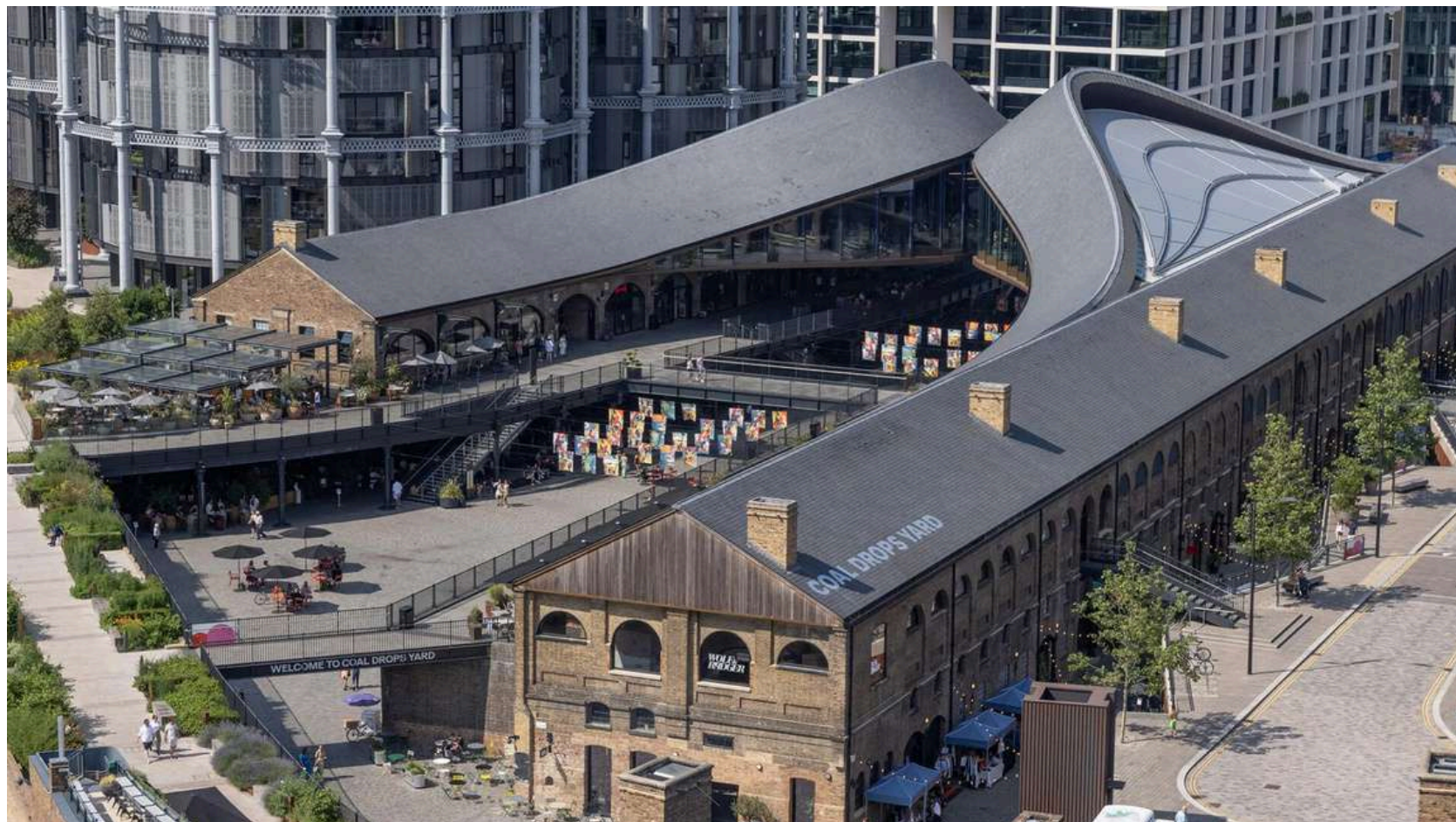
**Additional zones for diverse users**  
**Desirable pedestrian flow maintained**



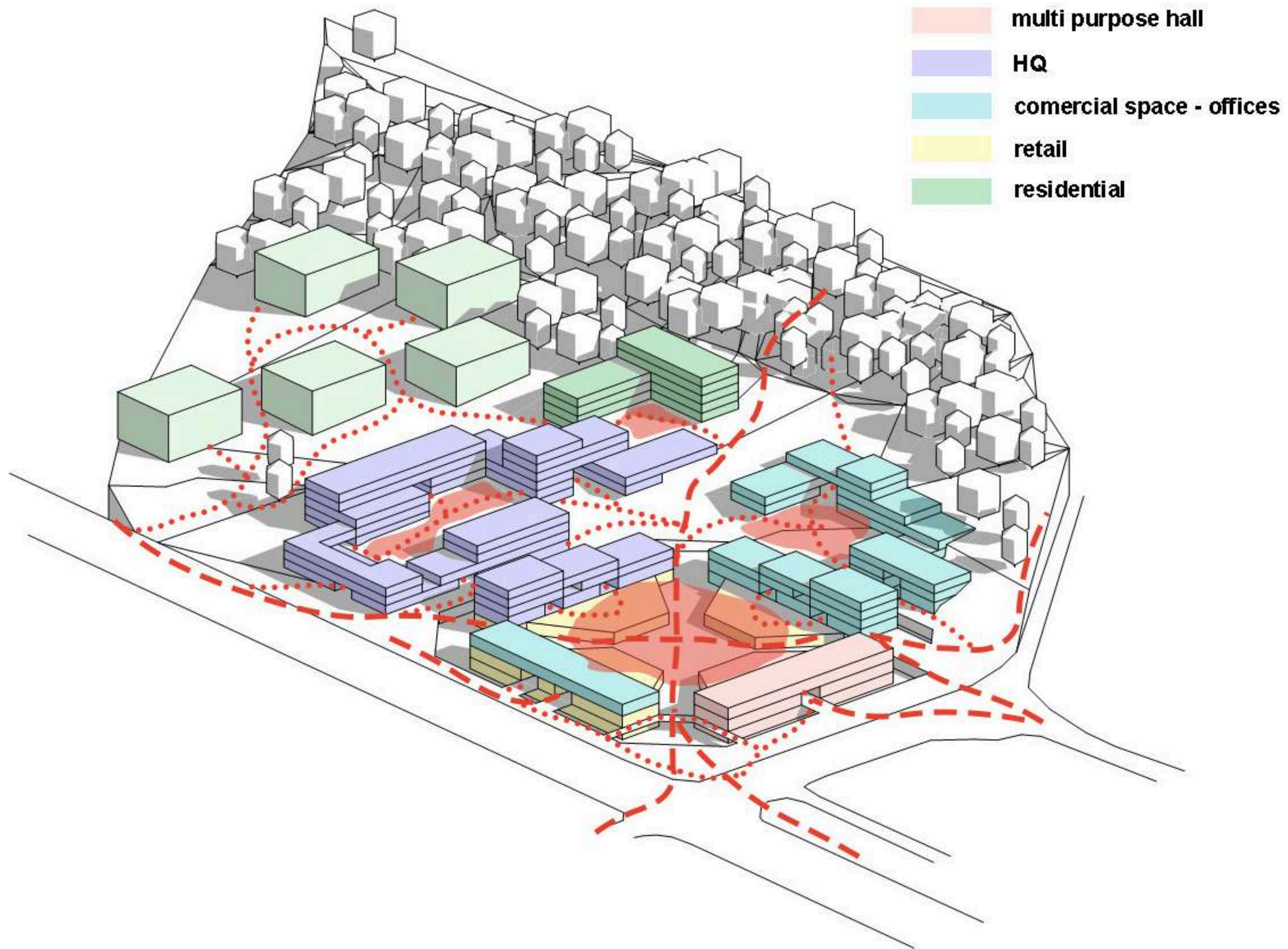
inspired by Coal Drops Yard  
London



**Lowered central courtyard**  
**First floor interacts with street**









## Pluses:

- Retains the **central focus**, preserving a strong core space for gathering and interaction
- Continues to align with main **pedestrian flows**
- Smaller and more distributed buildings improve **natural light penetration**
- The layout encourages **better movement and connectivity** between zones
- Introduces **secondary centers** and **blocks** for different user groups, creating a more diverse and human-scaled environment
- Makes effective **use of the natural topography**, integrating the landscape into the overall spatial experience

## Minuses:

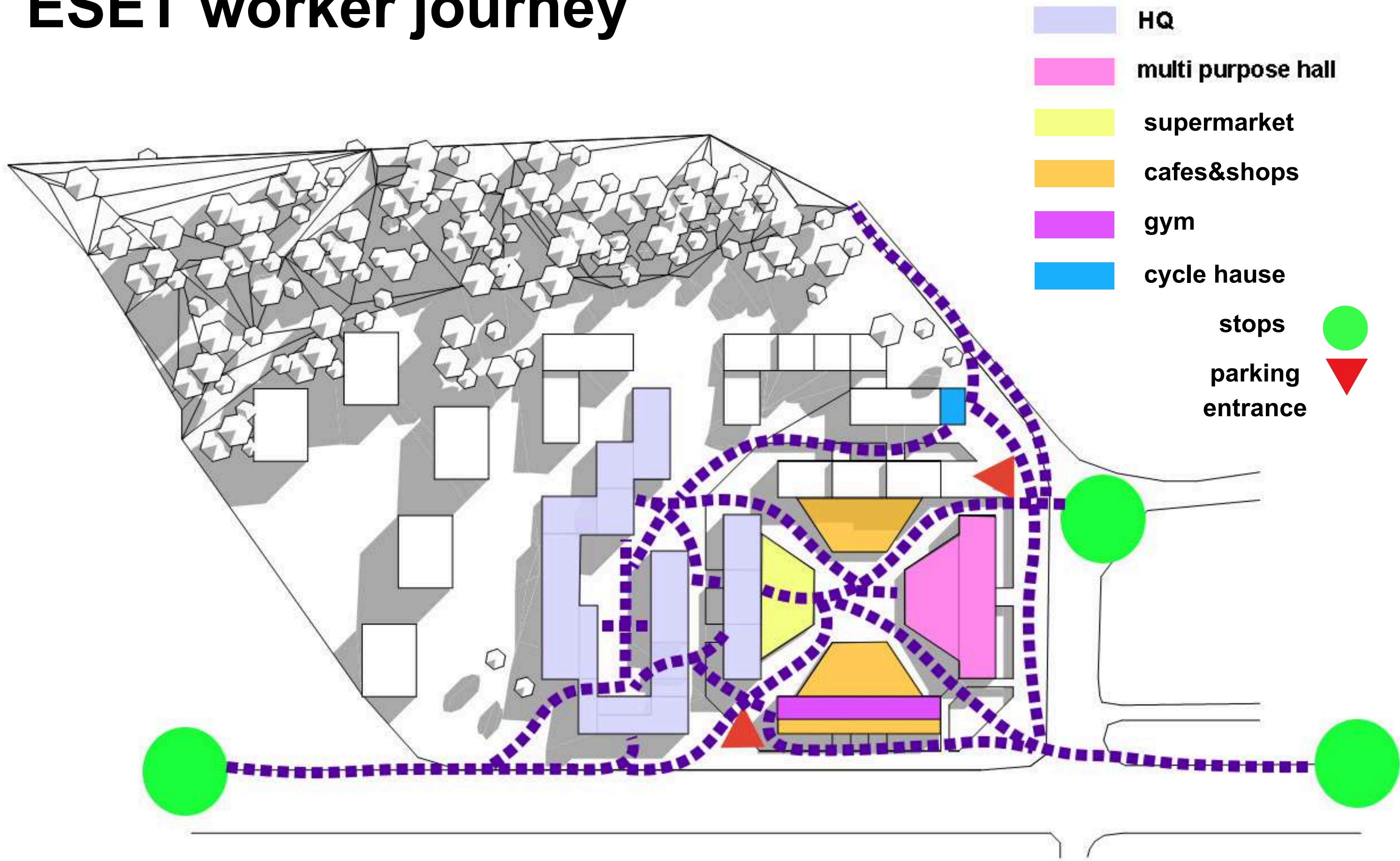
- Smaller, more dispersed buildings may reduce the overall **noise protection** previously offered by larger volumes
- Increased distances between functions could result in **longer walking routes** and less efficient internal circulation
- ?



# USER JOURNEY



# ESET worker journey





# Resident Journey



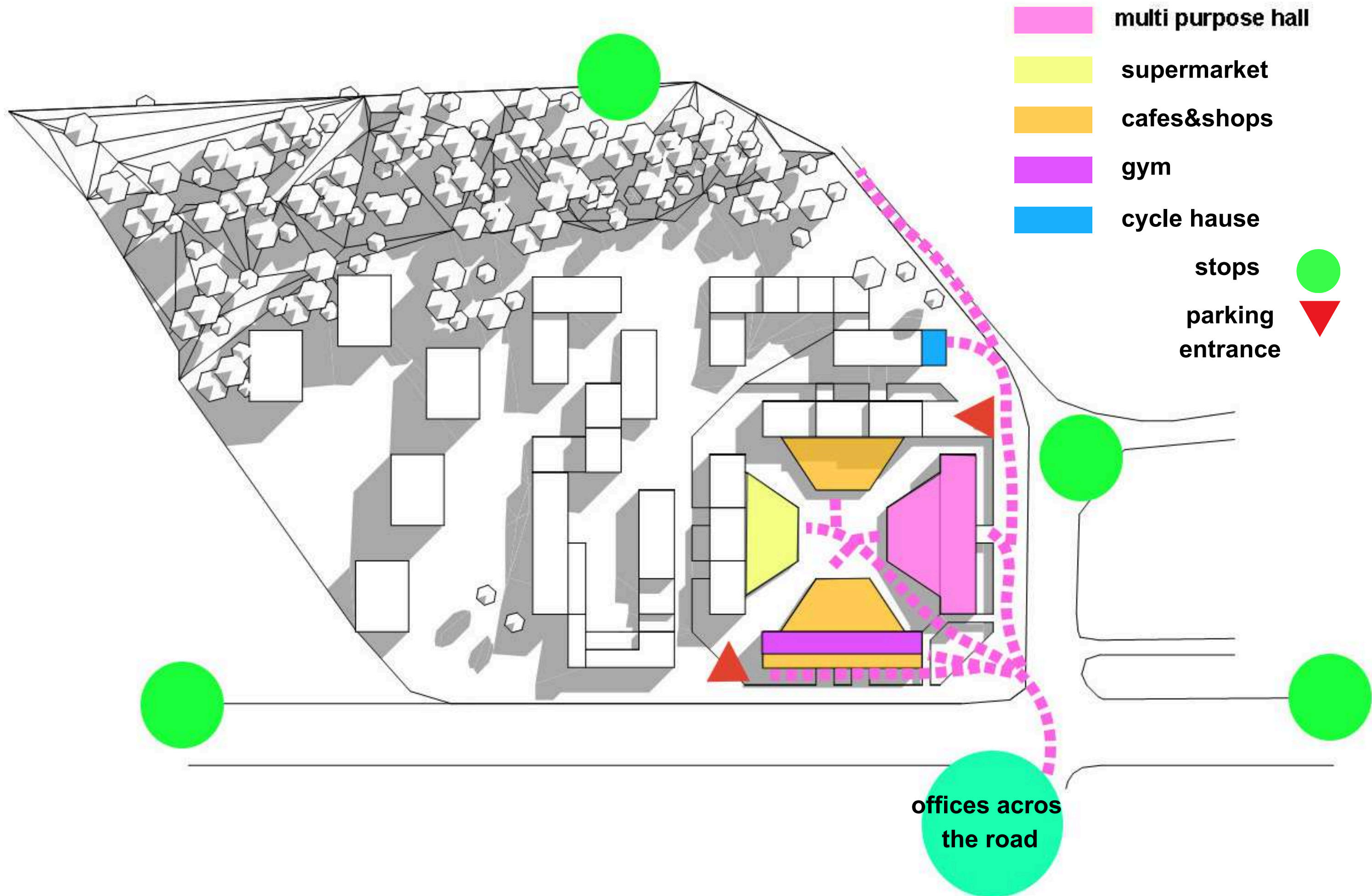


# Retail worker Journey





# Local Office Employee Journey



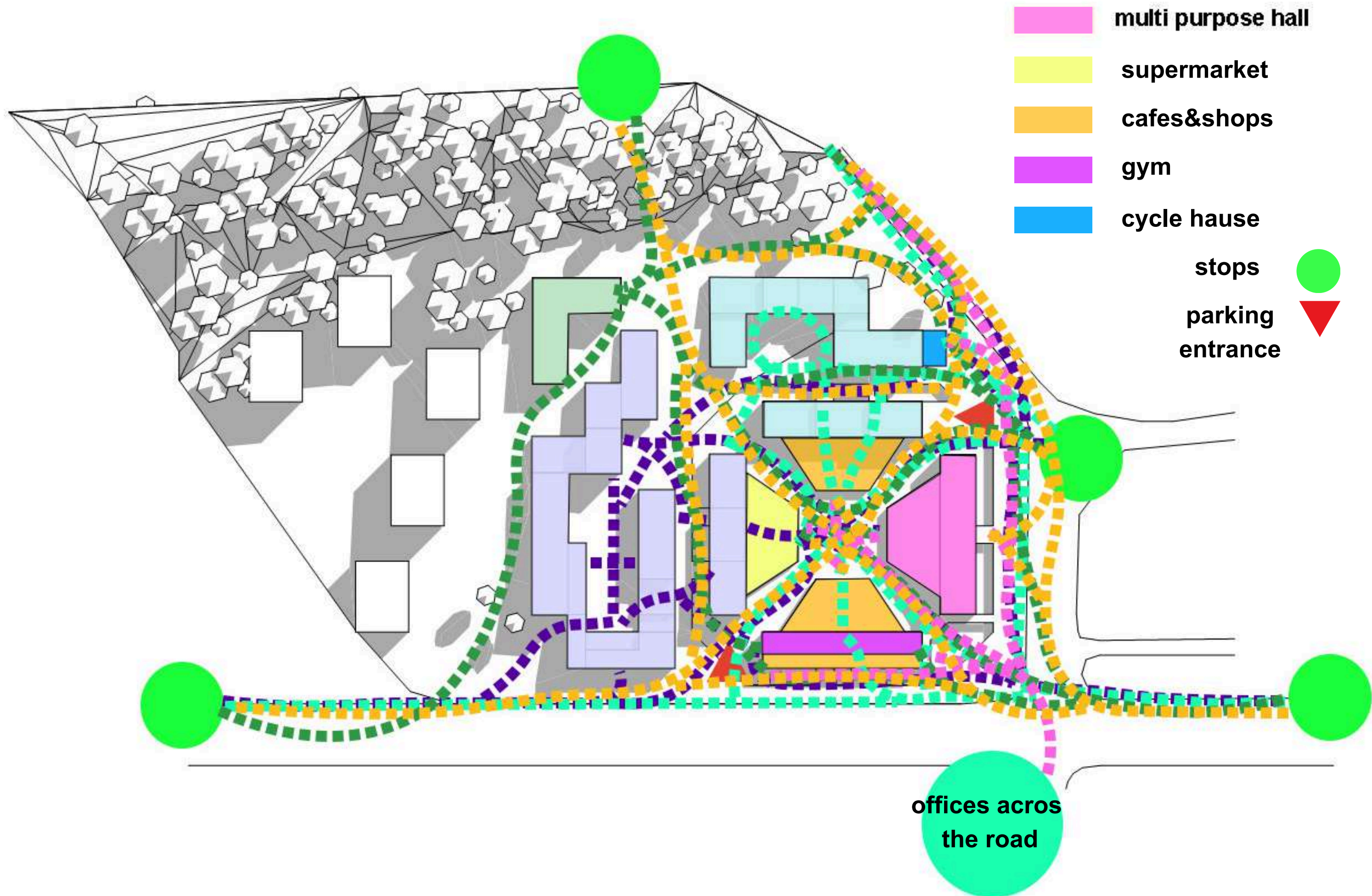


# Tourist Journey





# Combined User Journey



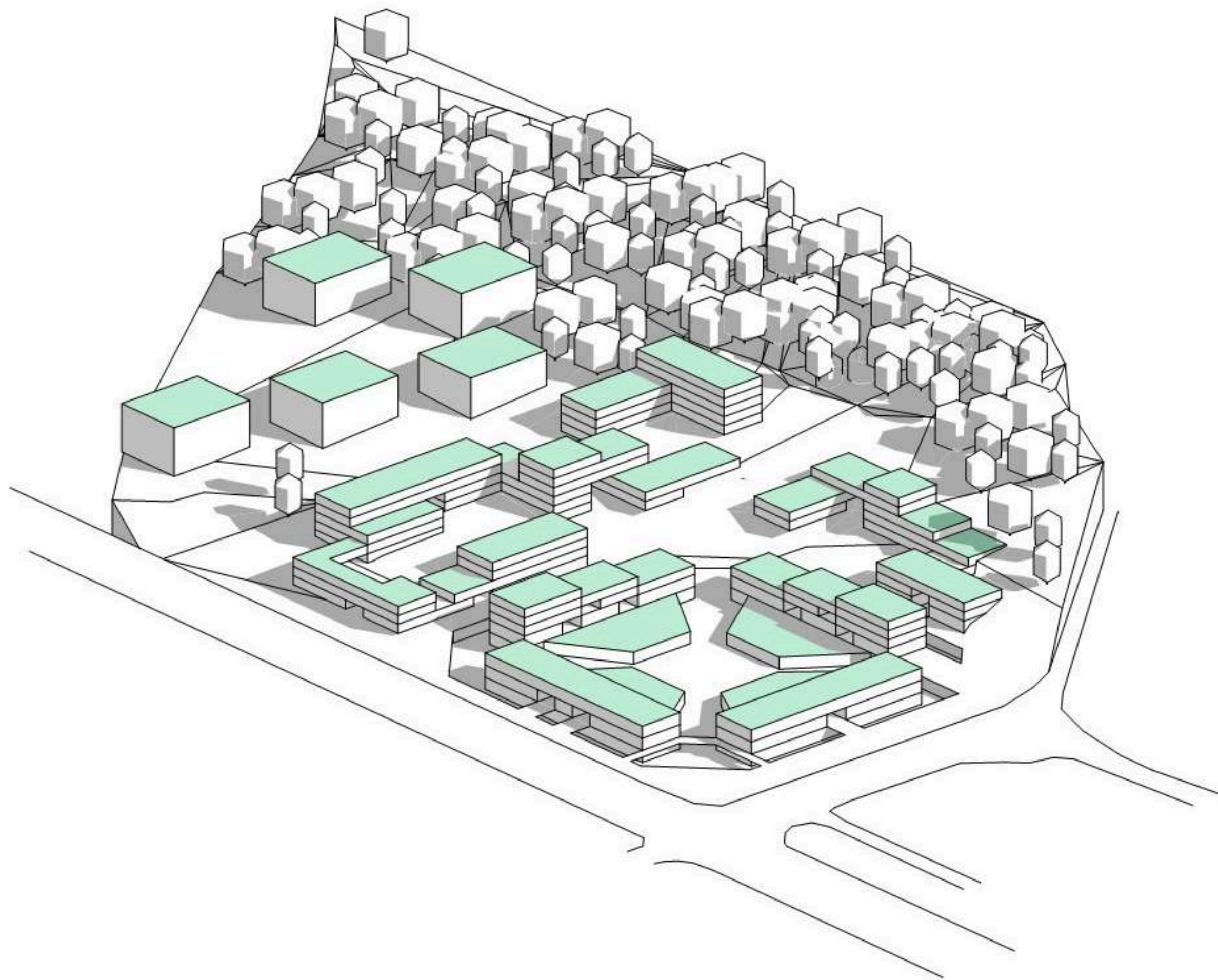








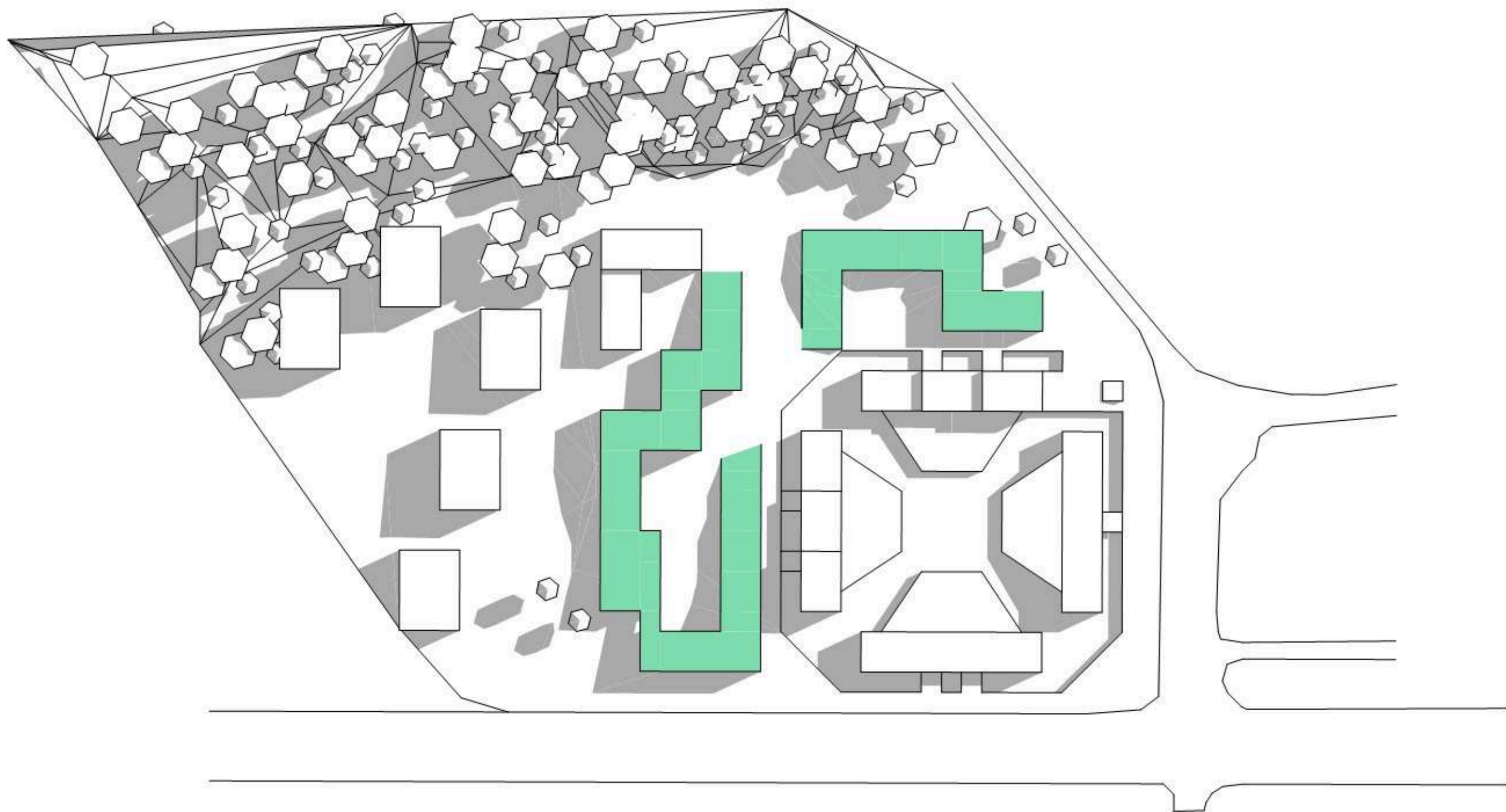








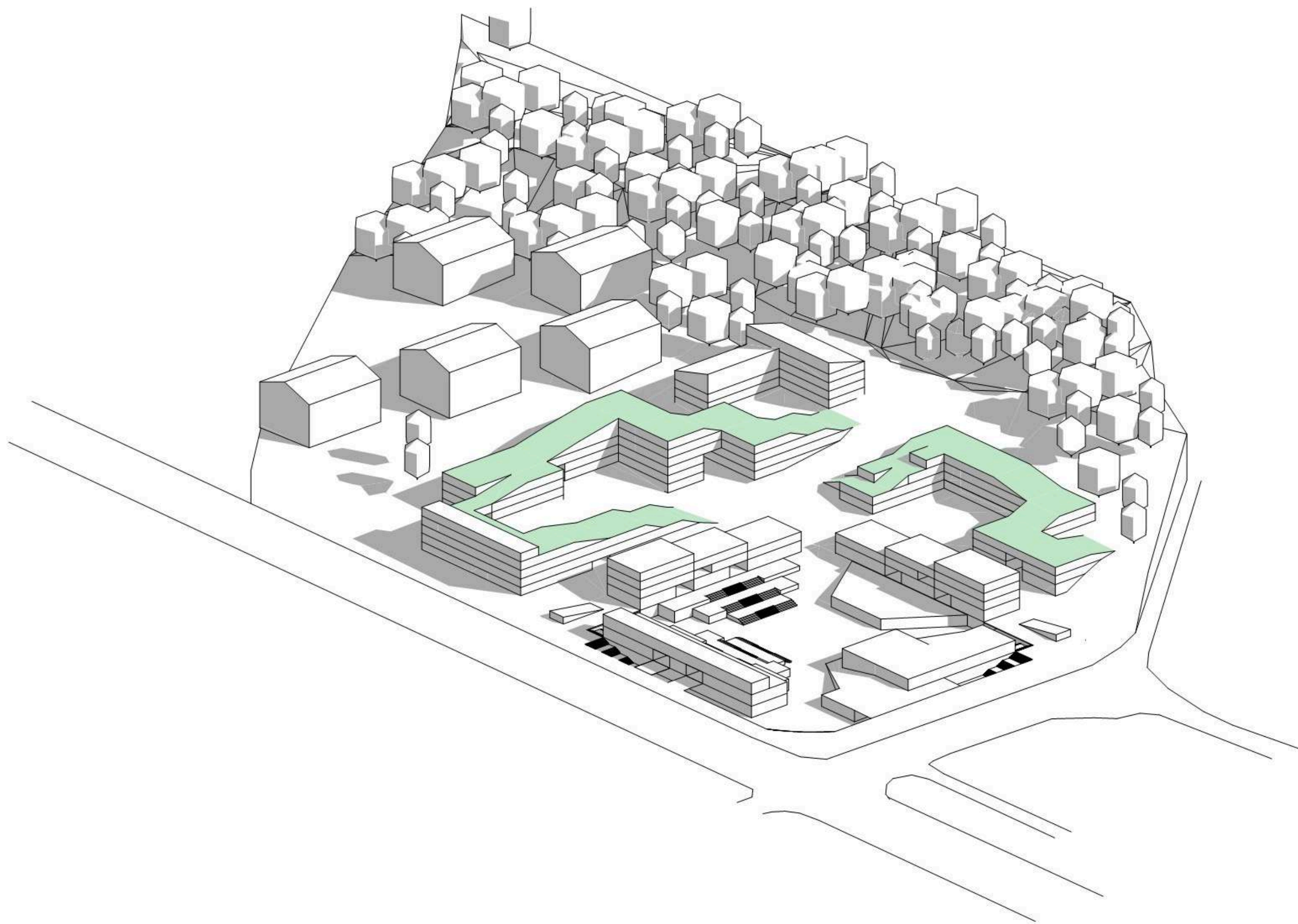










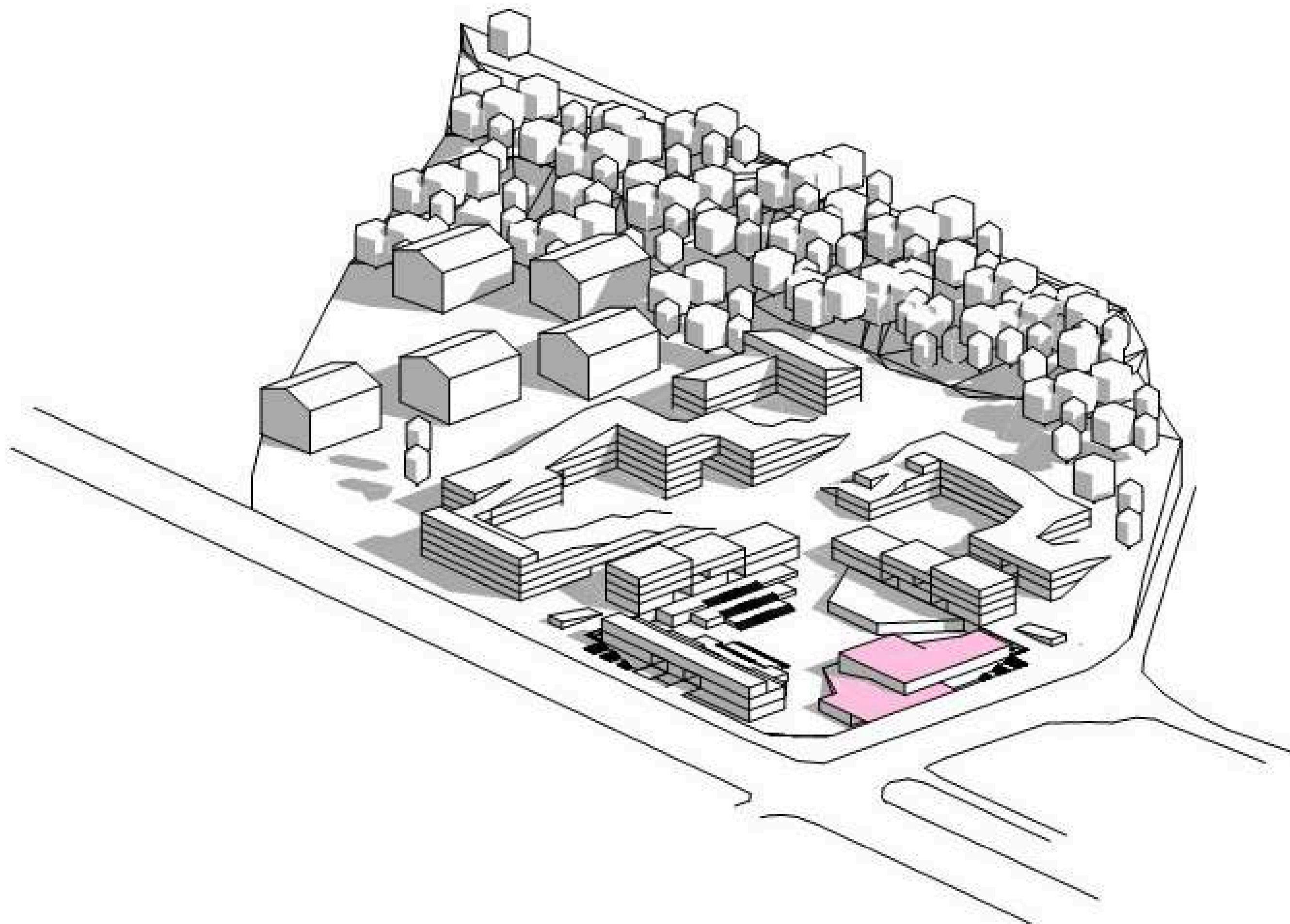




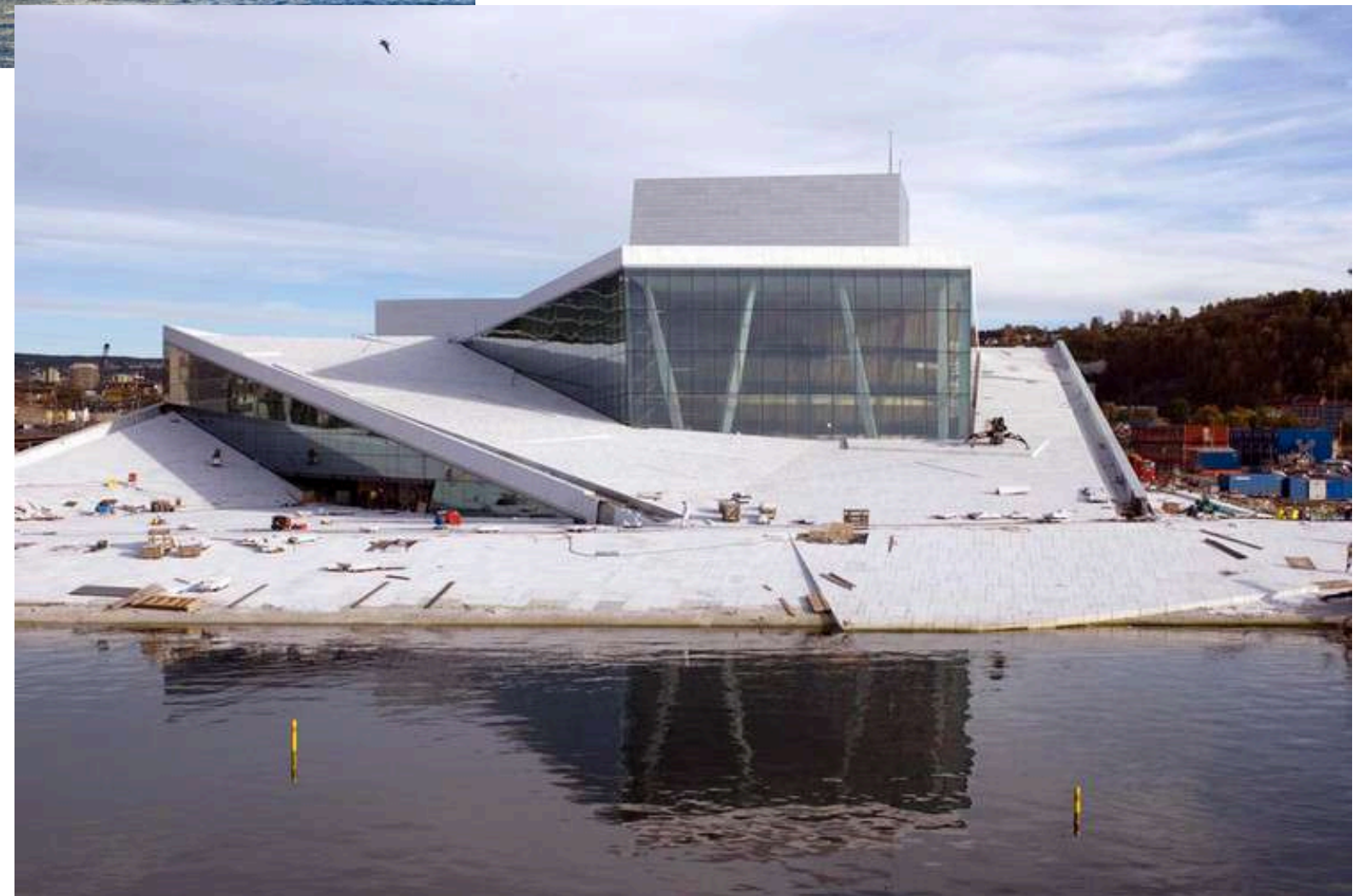
# Go Green!



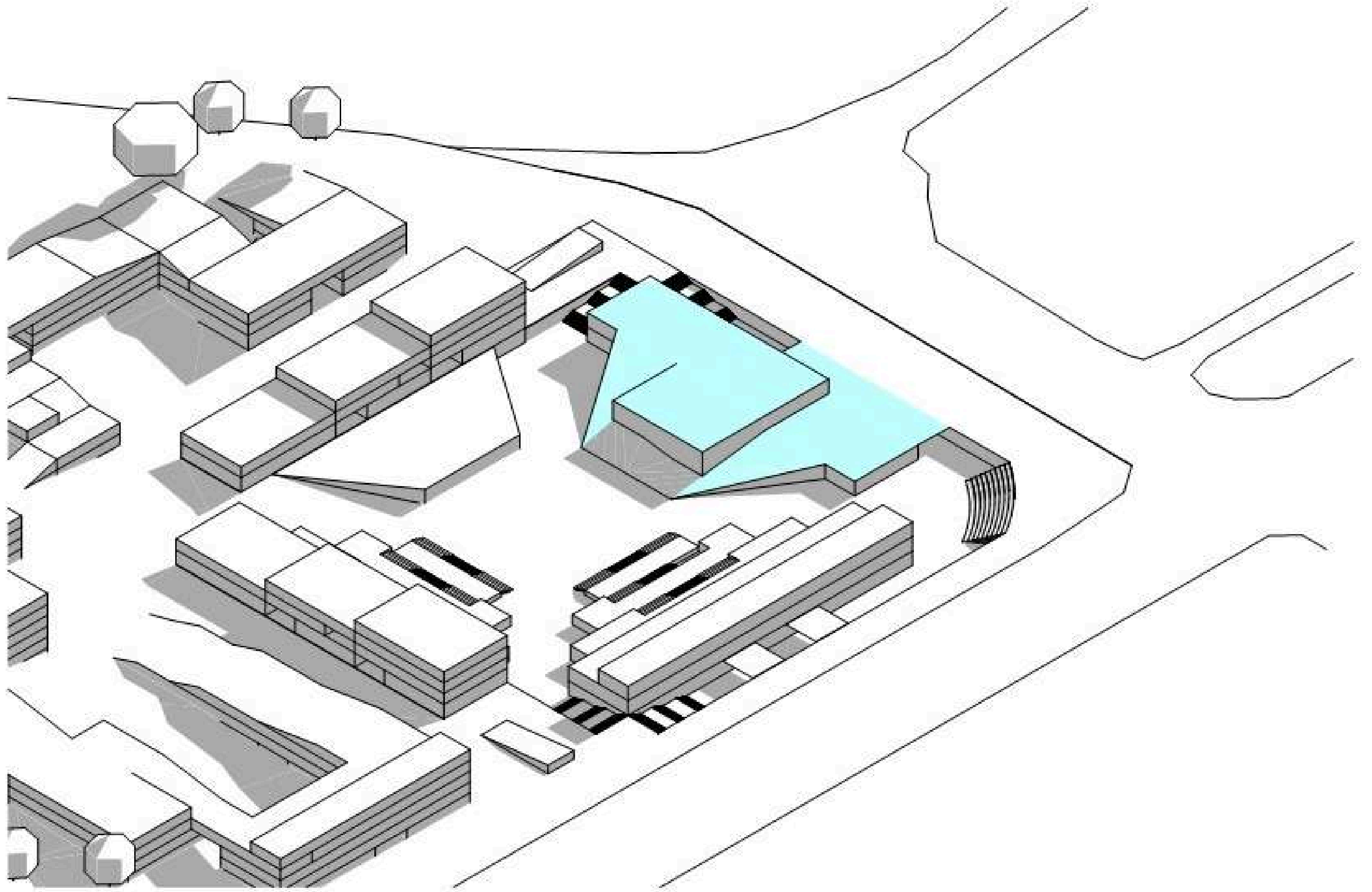




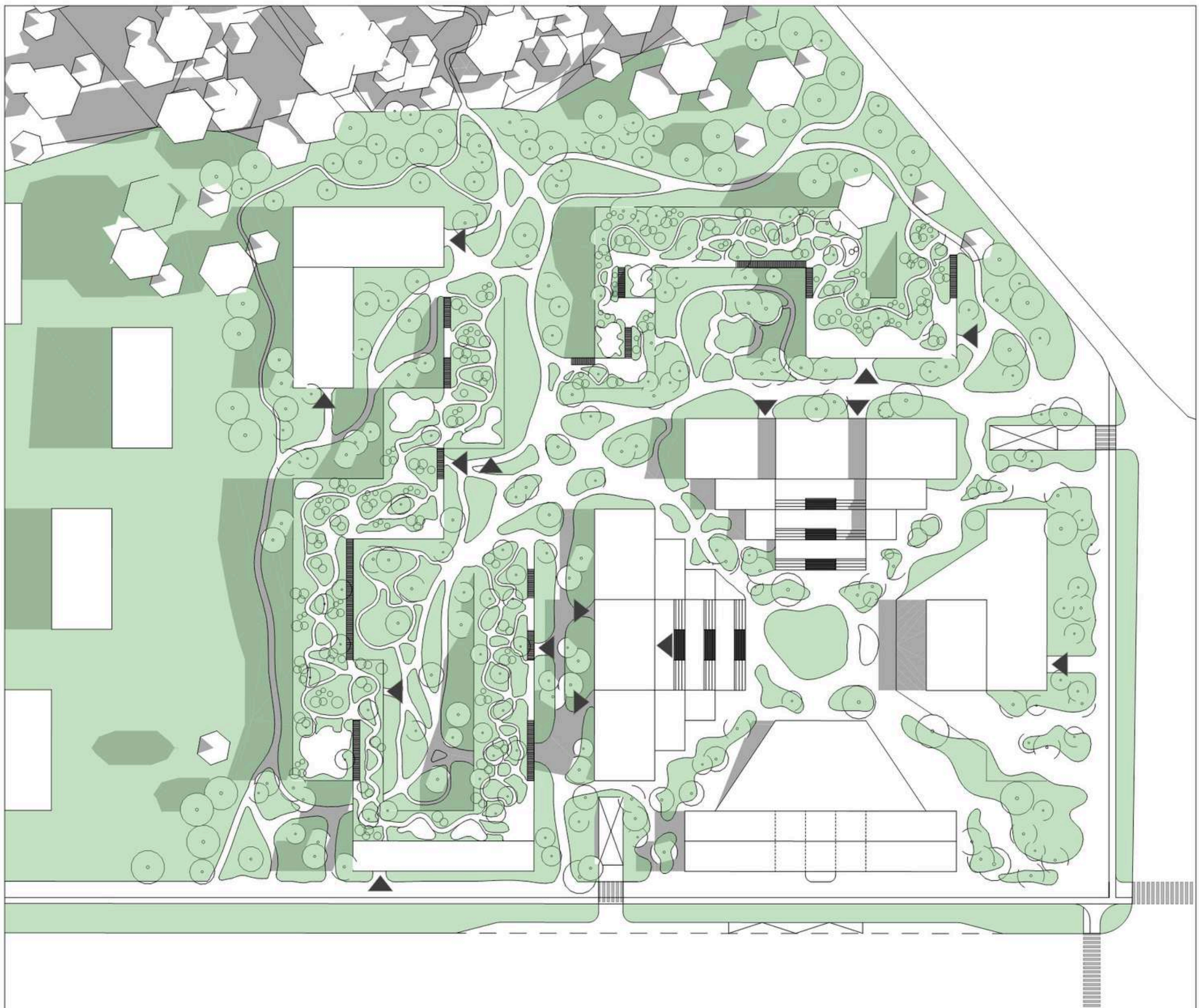








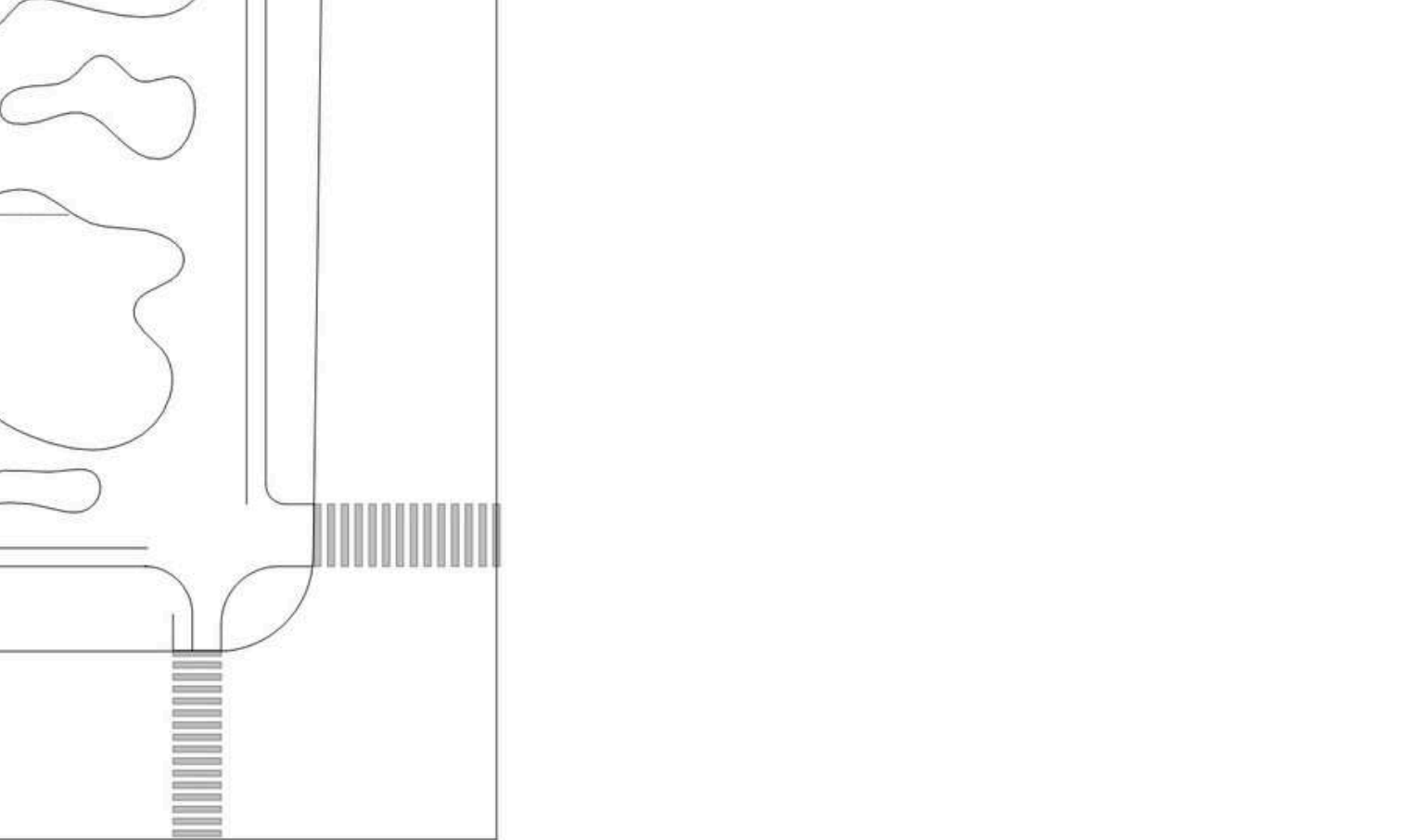
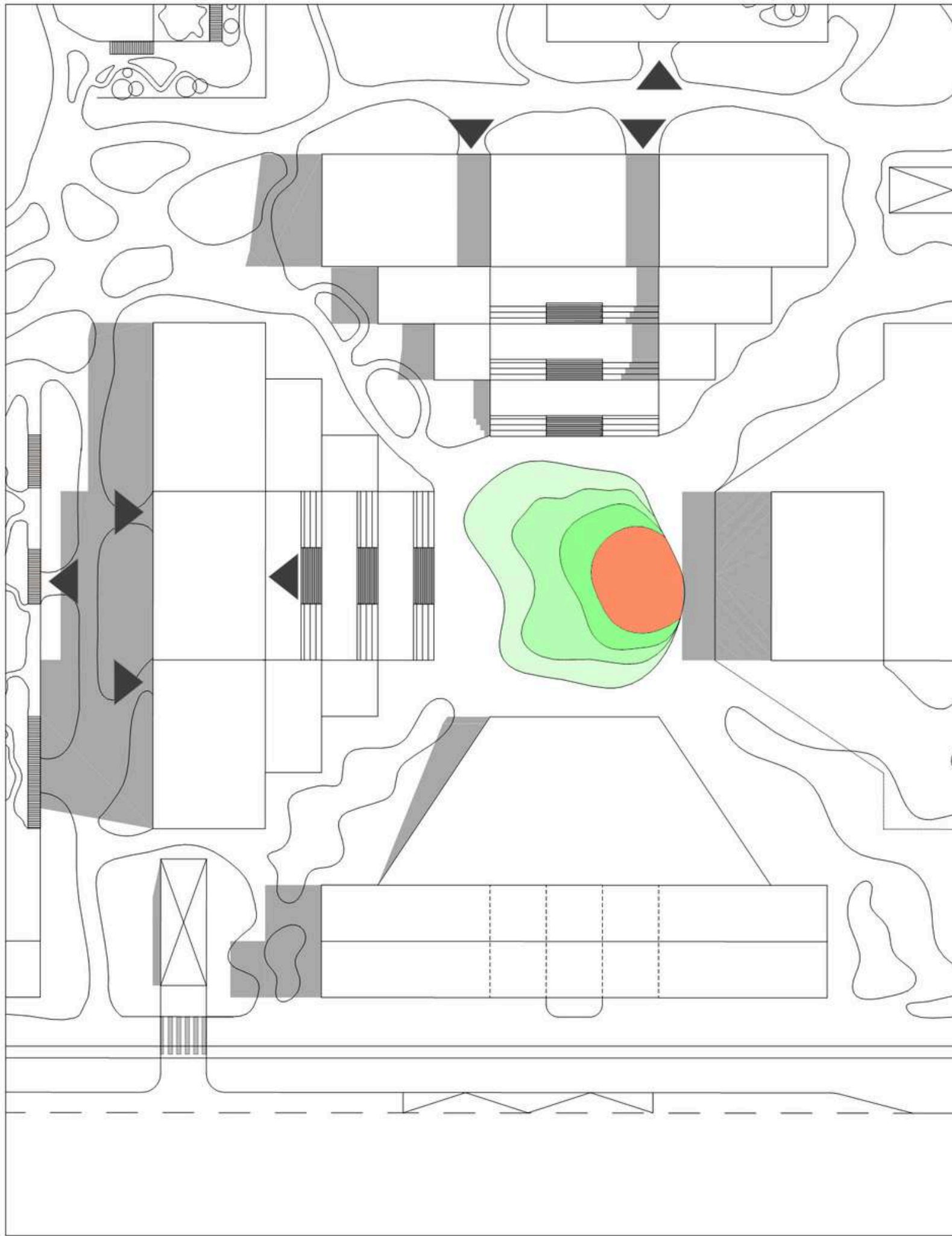




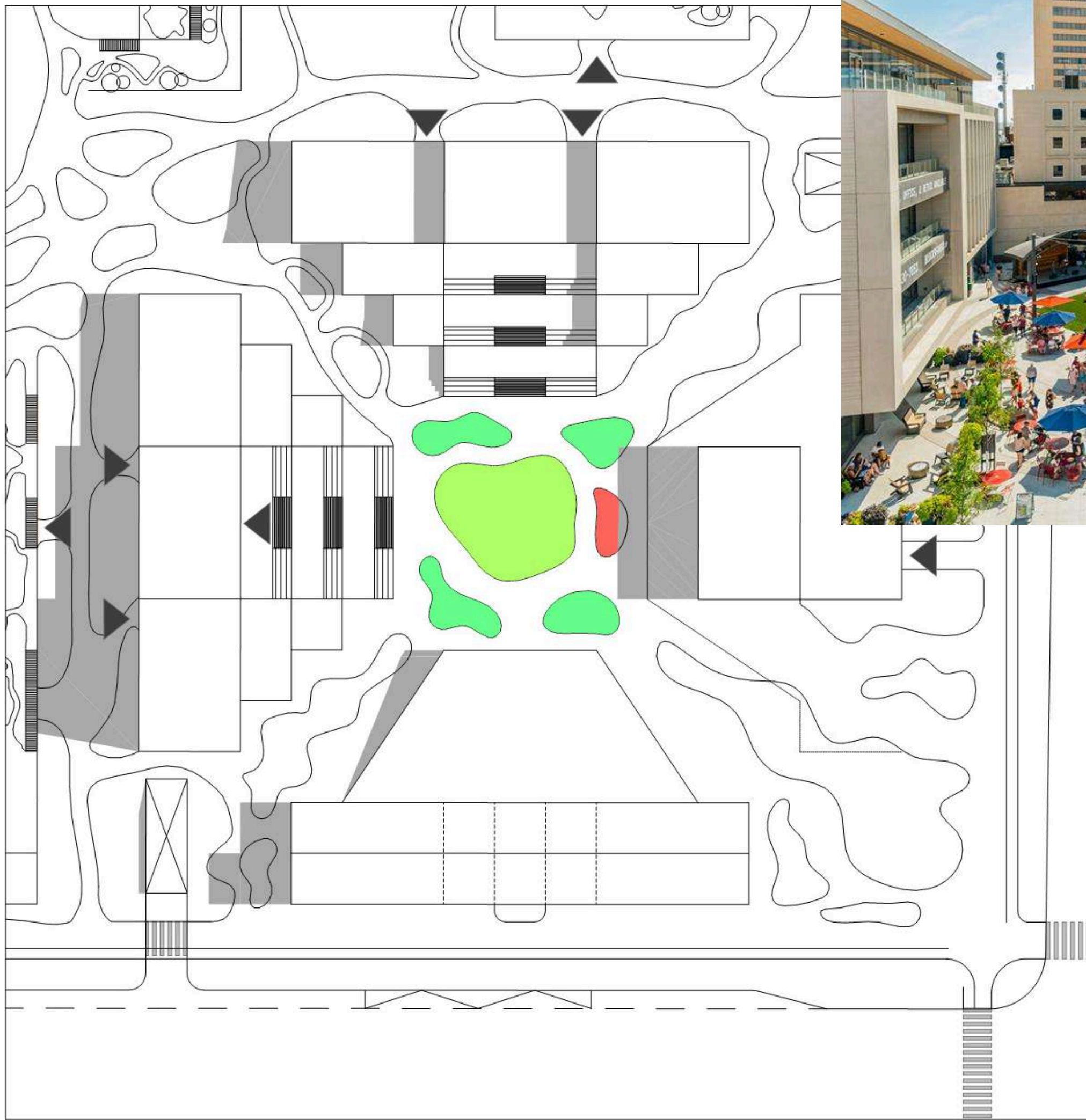




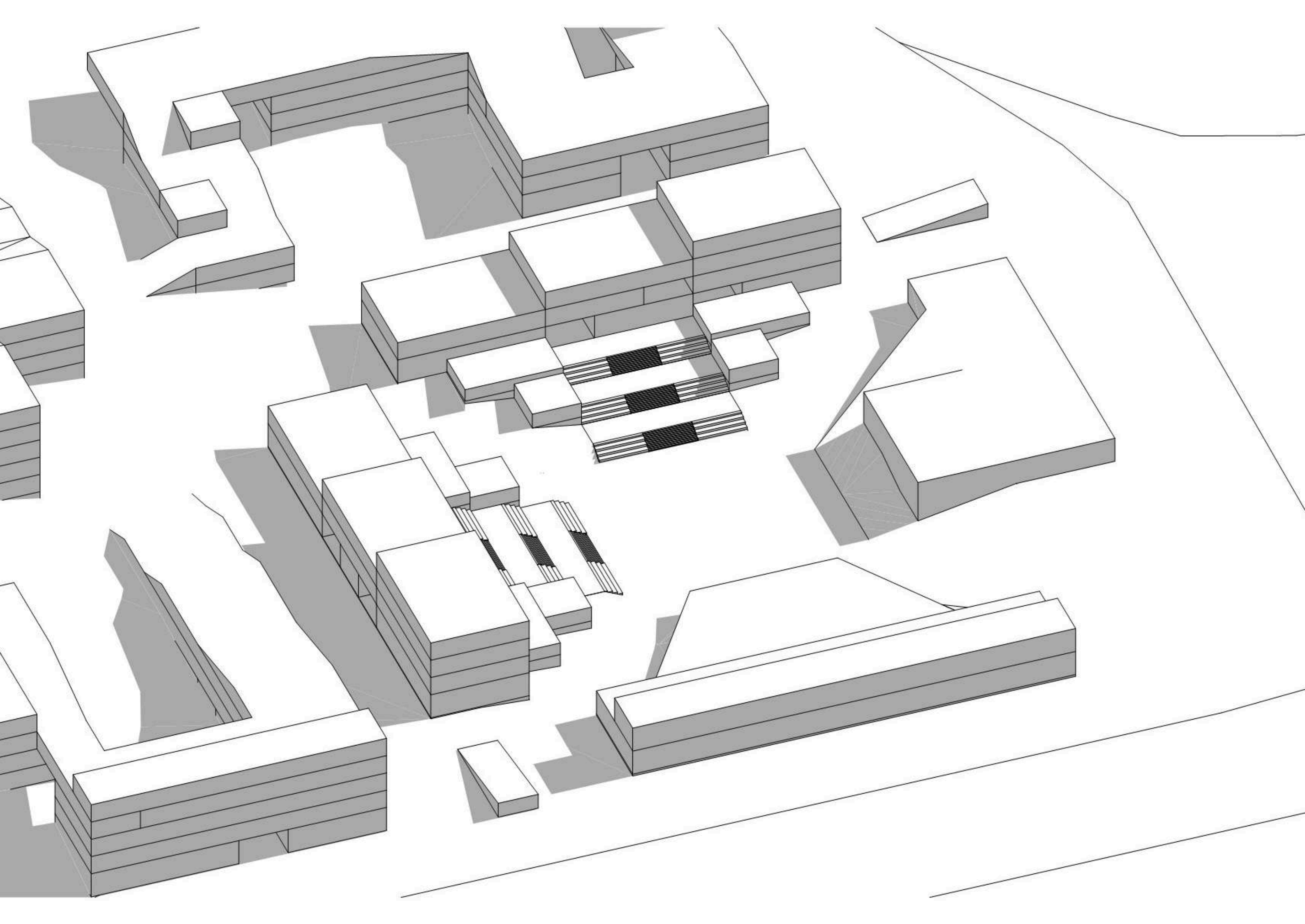








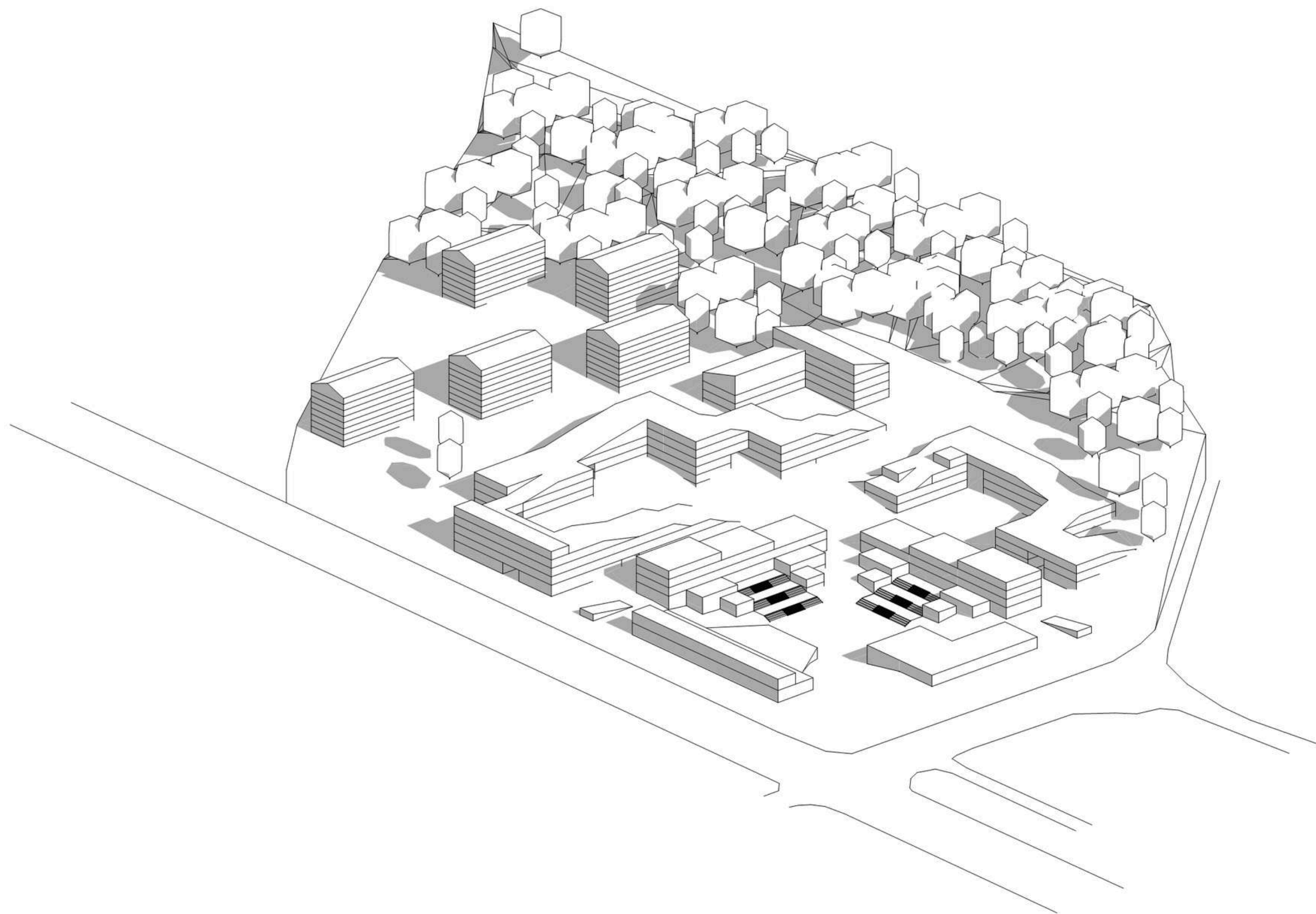




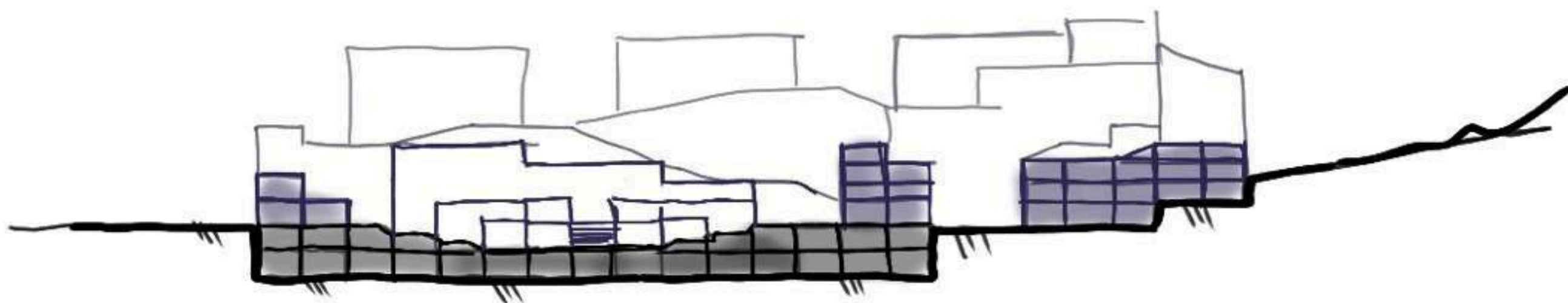








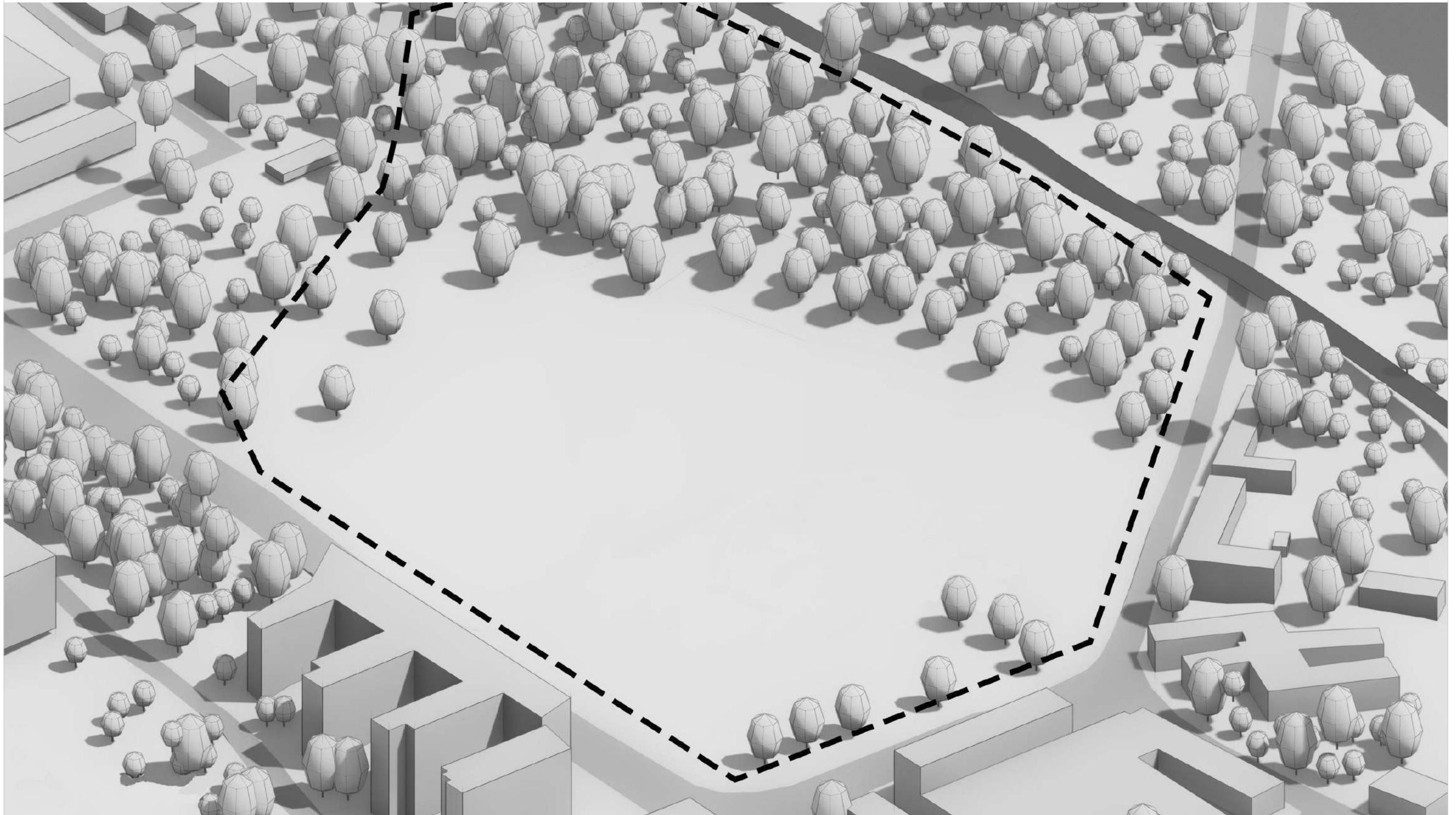






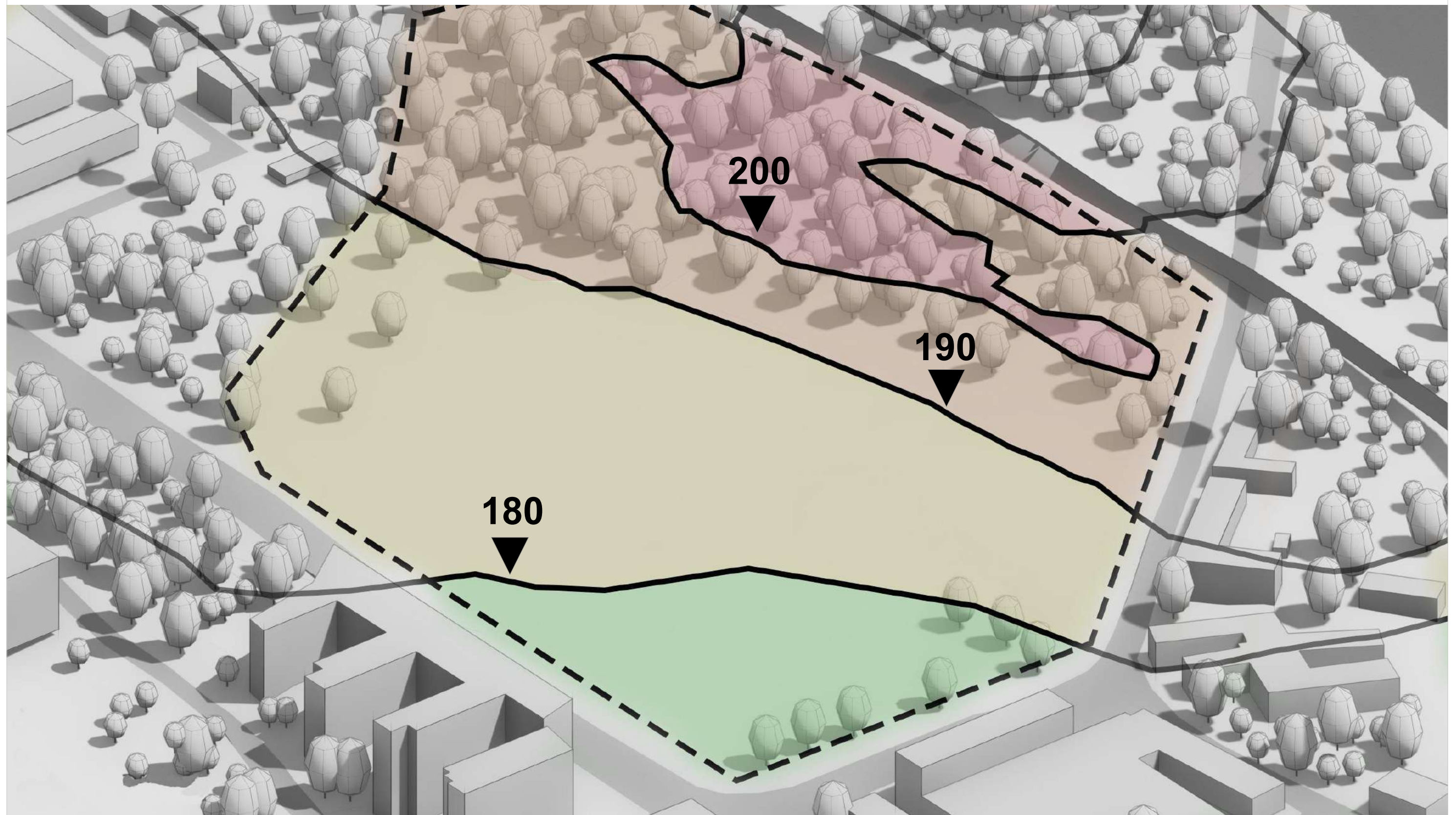
CONCEPT





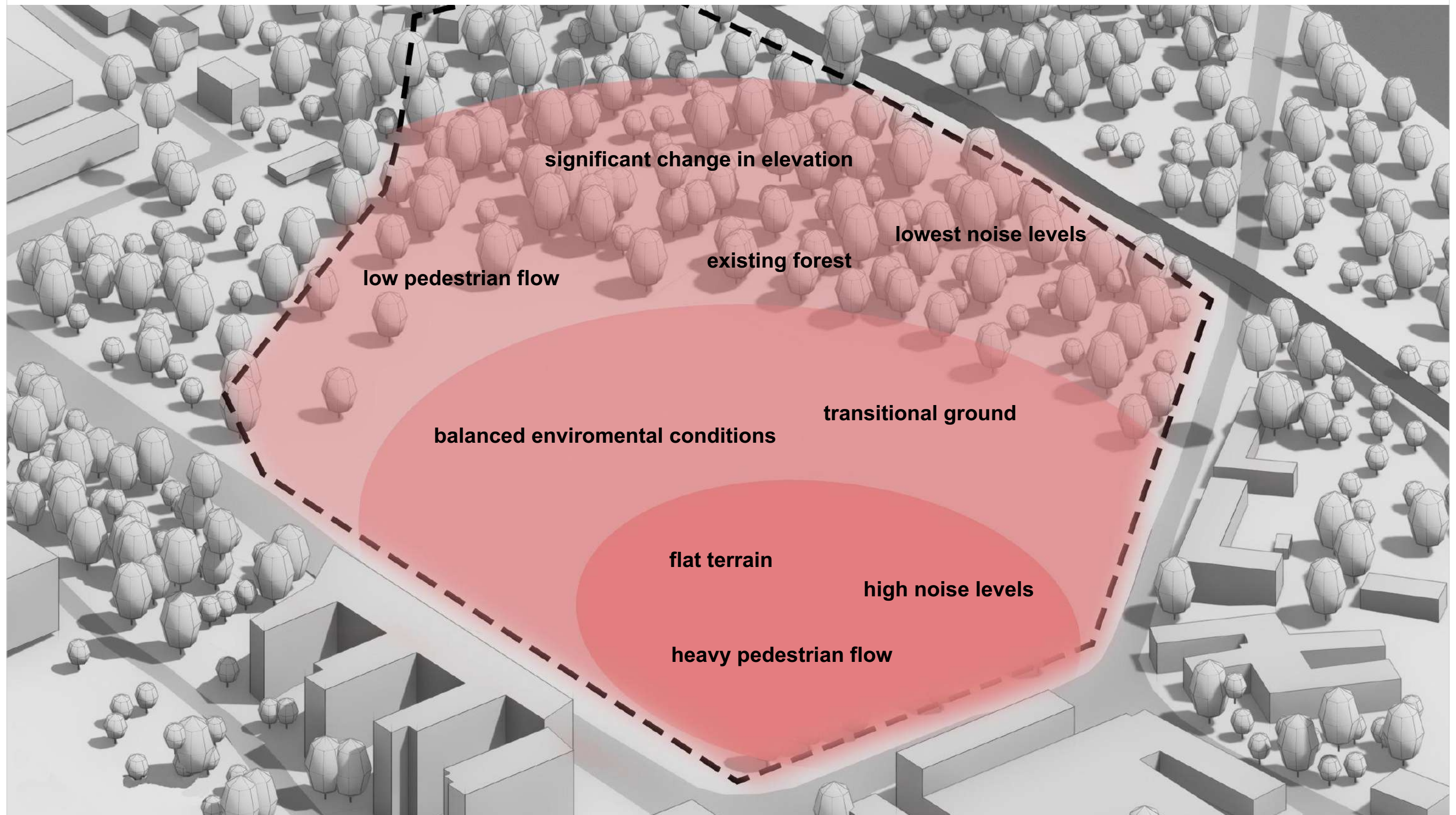
The project site covers approximately 9 hectares and is located at the threshold between the urban fabric and the forested landscape of the Small Carpathians. Around 2 hectares of the site are occupied by existing woodland, which is preserved and becomes a defining spatial condition of the project.





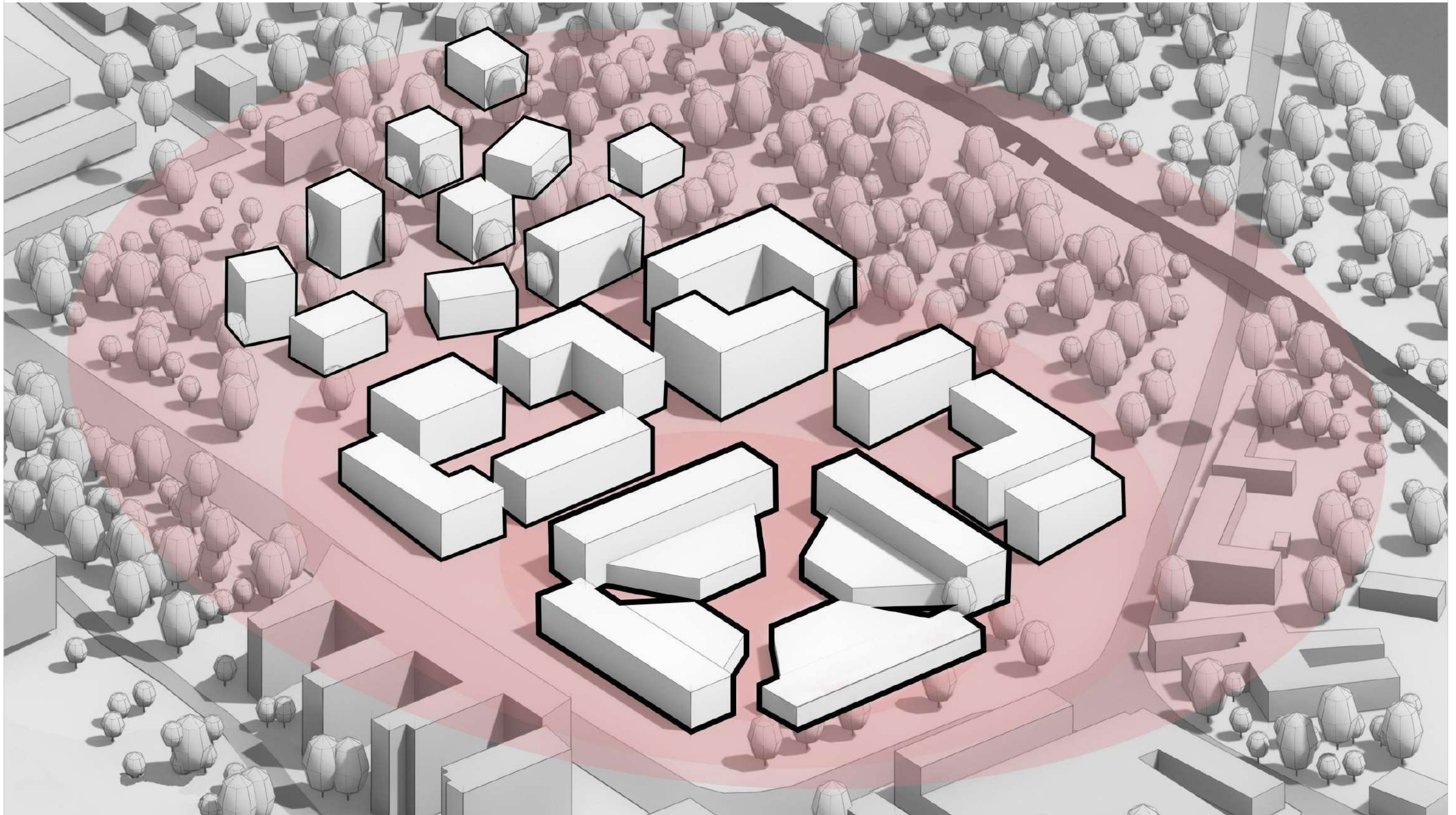
The site features a gradual height difference, rising from its lowest point towards the upper areas of the plot. This natural slope becomes a key spatial condition informing the overall organization of the project.





Based on topography, noise levels and pedestrian intensity, the site is divided into three distinct zones, each defined by specific spatial conditions.

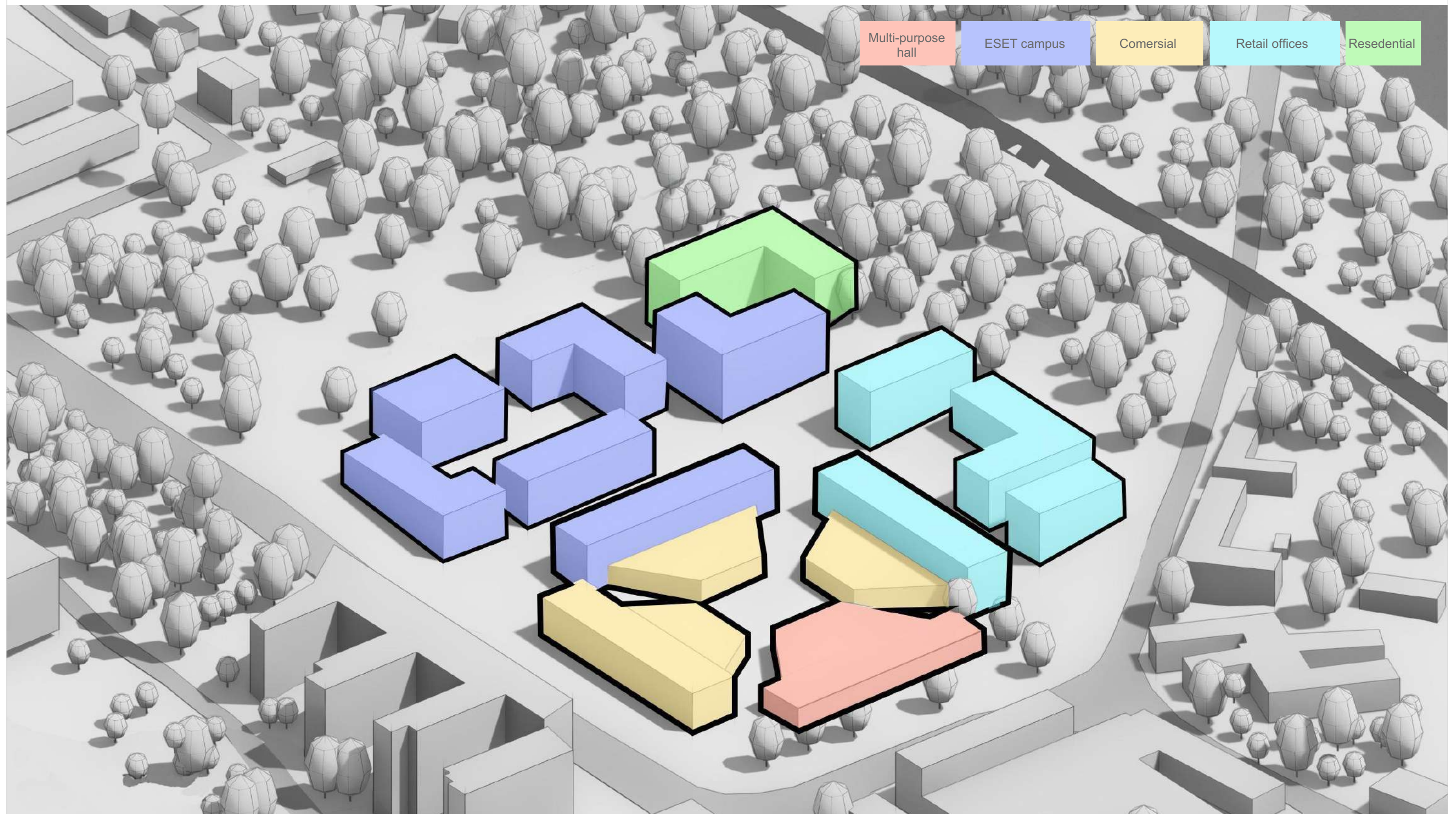




The massing responds to both topography and spatial intensity. The lowest level forms a dense and clearly structured urban layer around the public core. As the volumes step up the slope, they become smaller, more fragmented and gradually transition towards a rural, landscape-like condition.



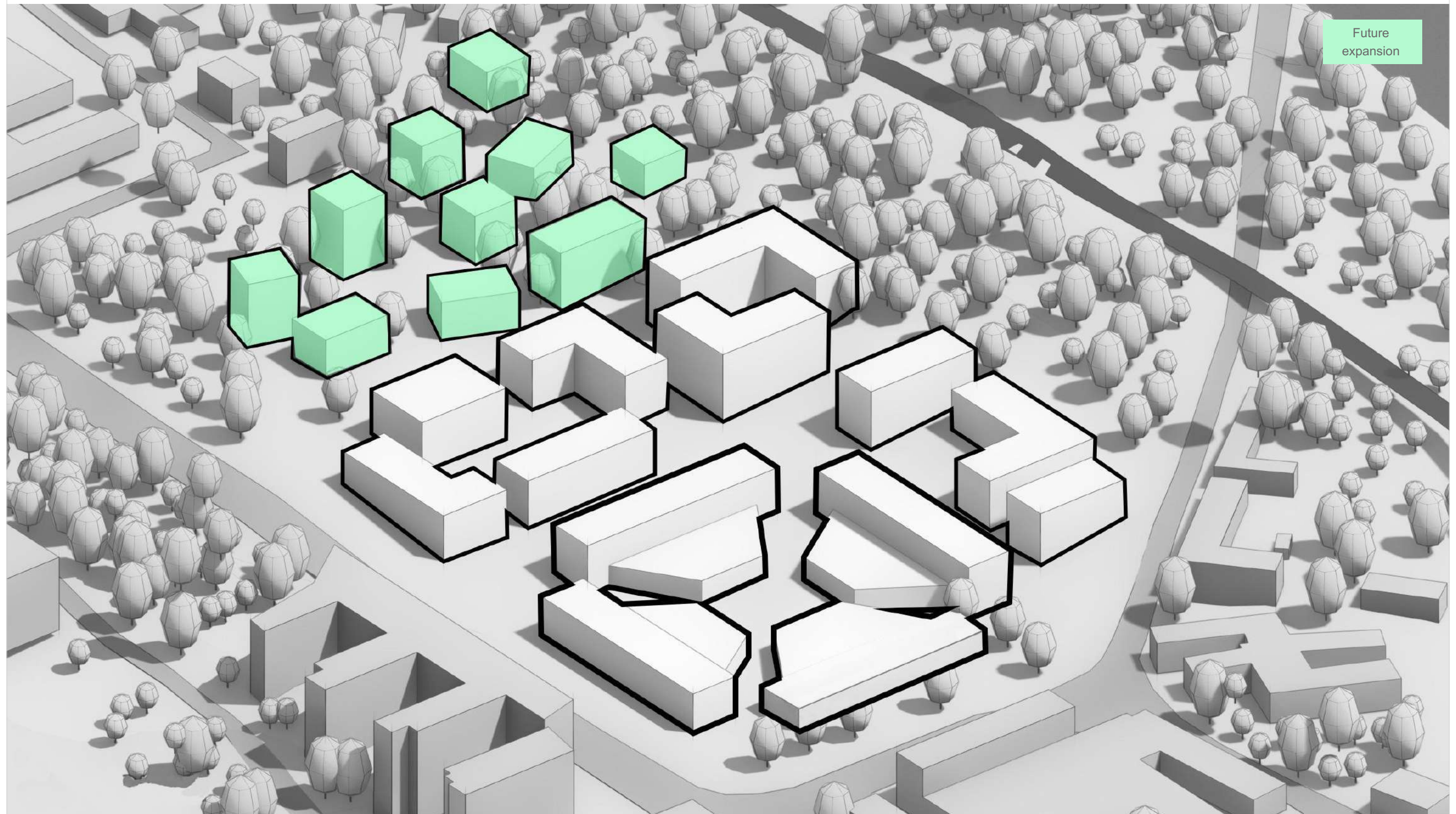
## POGRAM DISTRIBUTION (Core Program)



The core program is concentrated within the first two levels of the masterplan, aligning with the most accessible and active parts of the site.



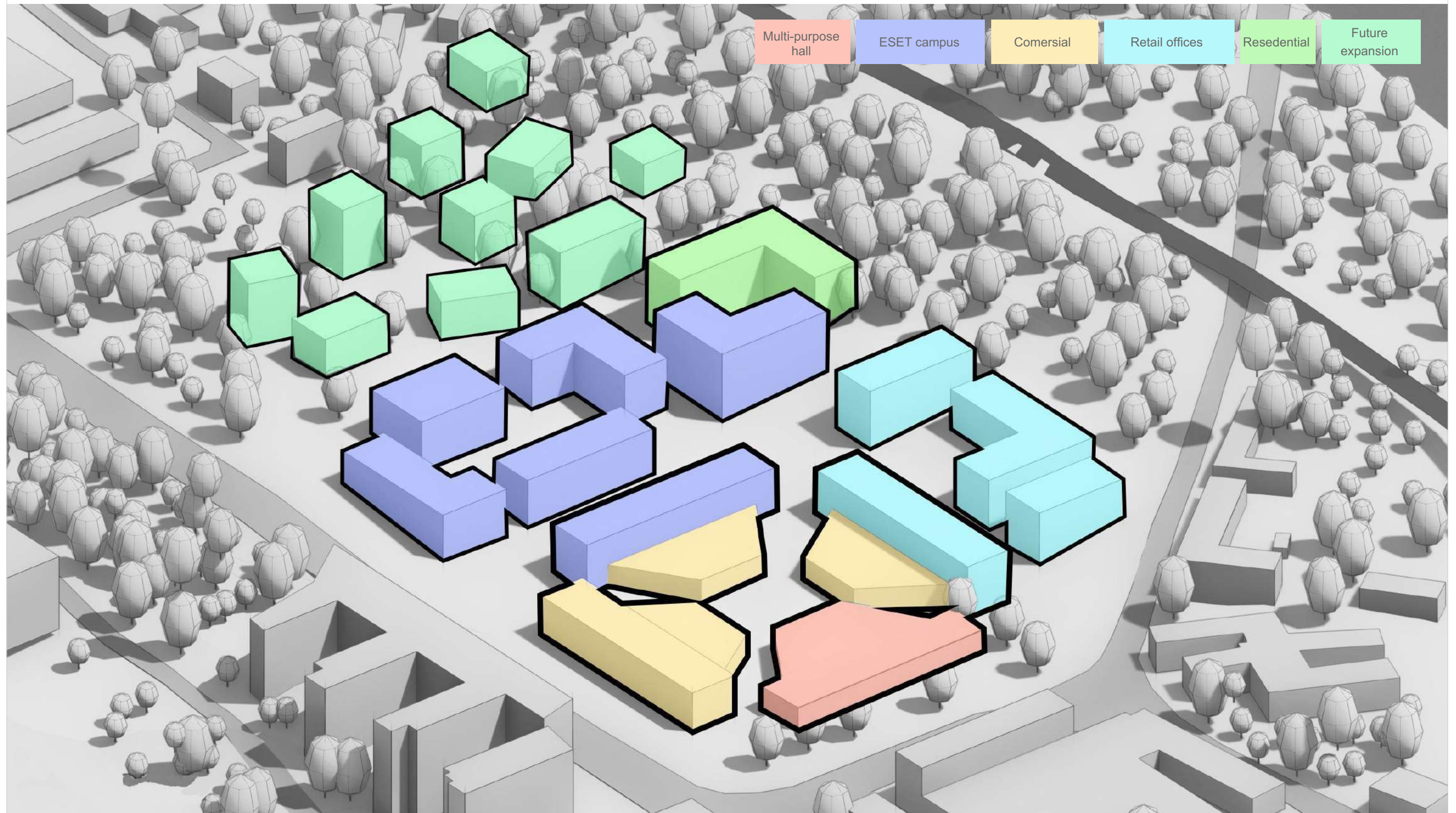
## Future Expansion Strategy



The surrounding district lacks residential presence. The upper part of the site is therefore proposed for residential use, supporting long-term vitality of the campus and contributing positively to the wider neighbourhood.



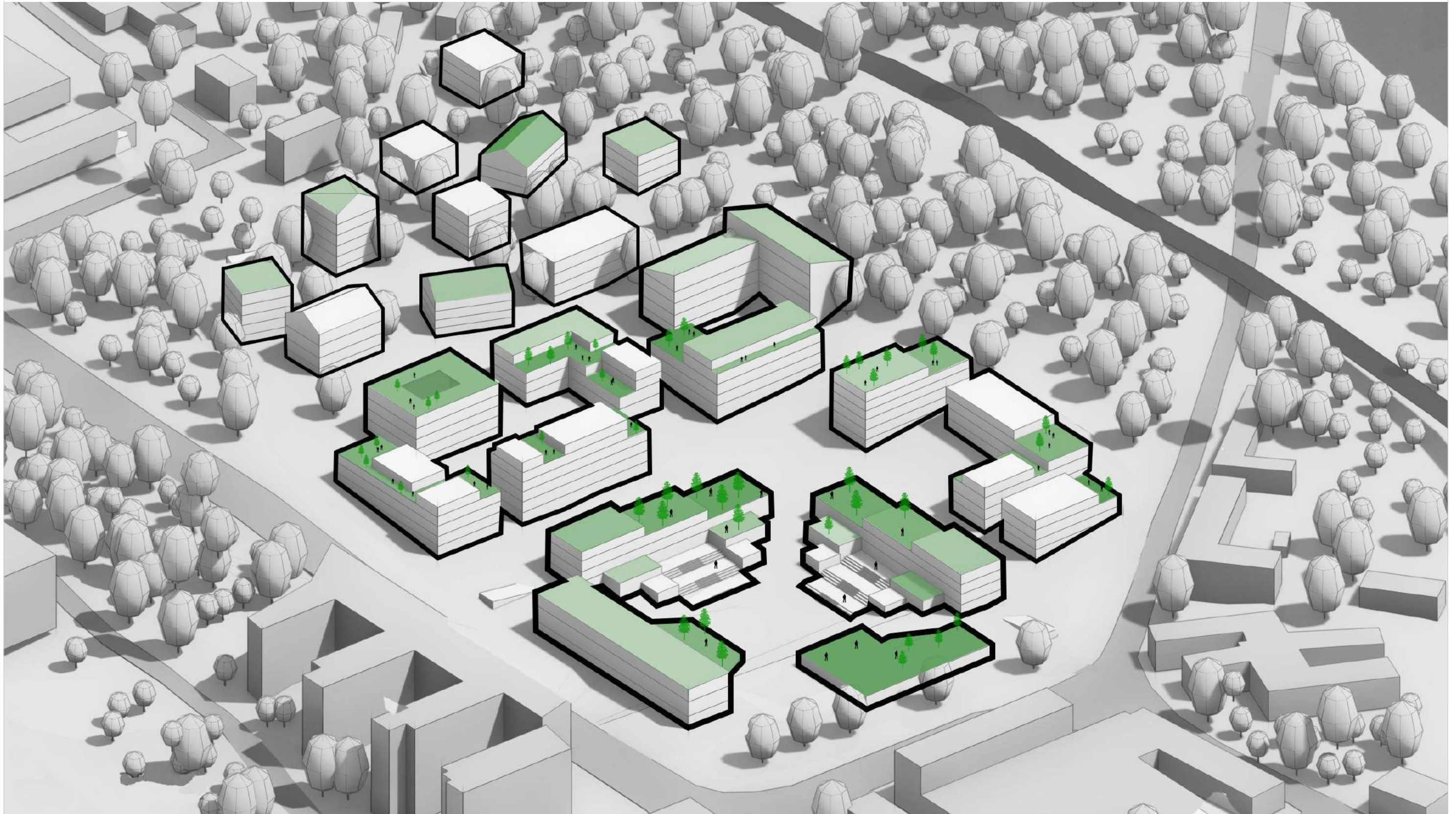
## FULL PROGRAM OVERVIEW



The complete program is distributed across the site following the spatial gradient from urban core to landscape edge.



## An Amphitheater-Like Campus



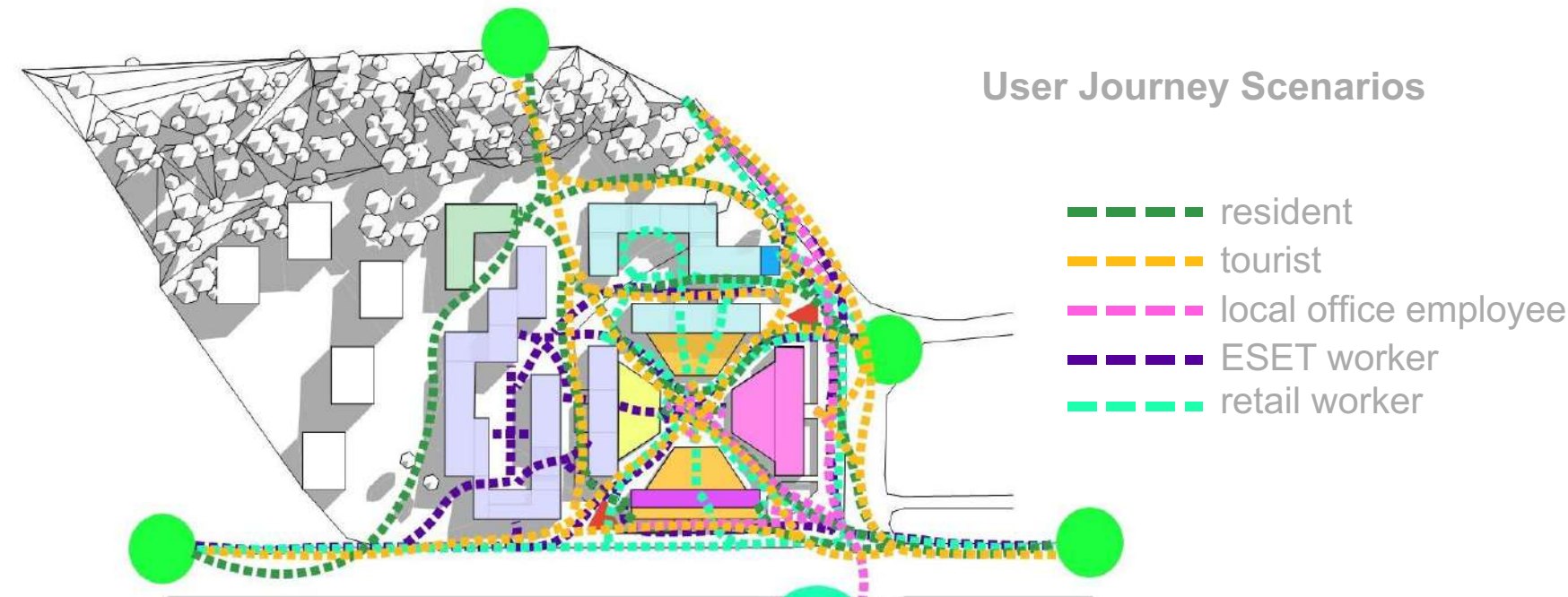
The campus is conceived as an open urban landscape shaped by topography, movement and program. Architecture, landscape and public life are integrated into a continuous spatial experience.



People Flow Analysis as a Design Driver

User Journey Scenarios

Five key user groups were analysed through individual movement scenarios across the site.



Movement Intensity Map

Overlay of all user journeys reveals areas of high and low pedestrian intensity.



Design Response

“Movement intensity directly informs path width, materiality and spatial hierarchy — from wide paved routes in active zones to softer landscape paths in quieter areas.”





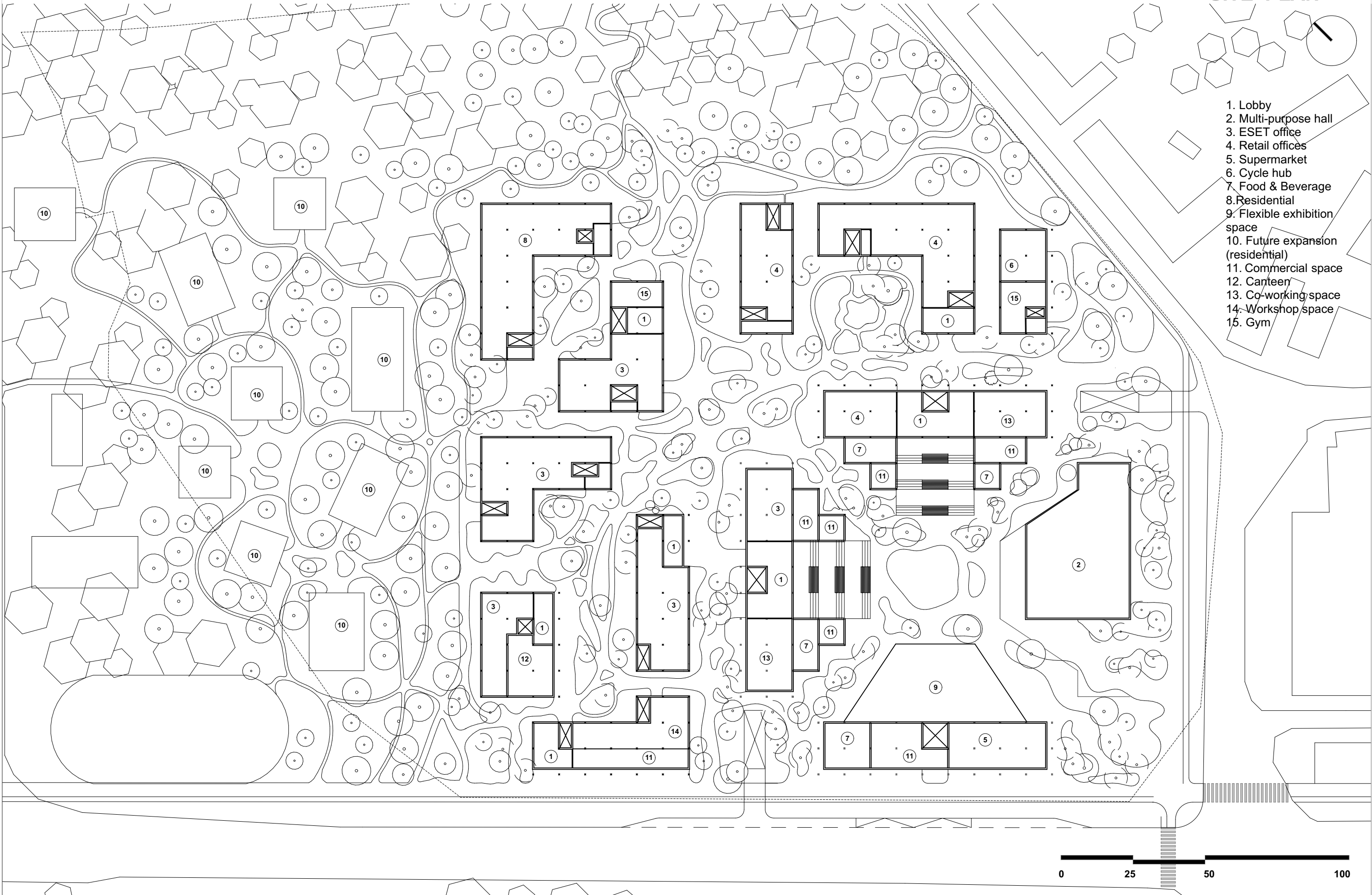
# MASTER PLAN



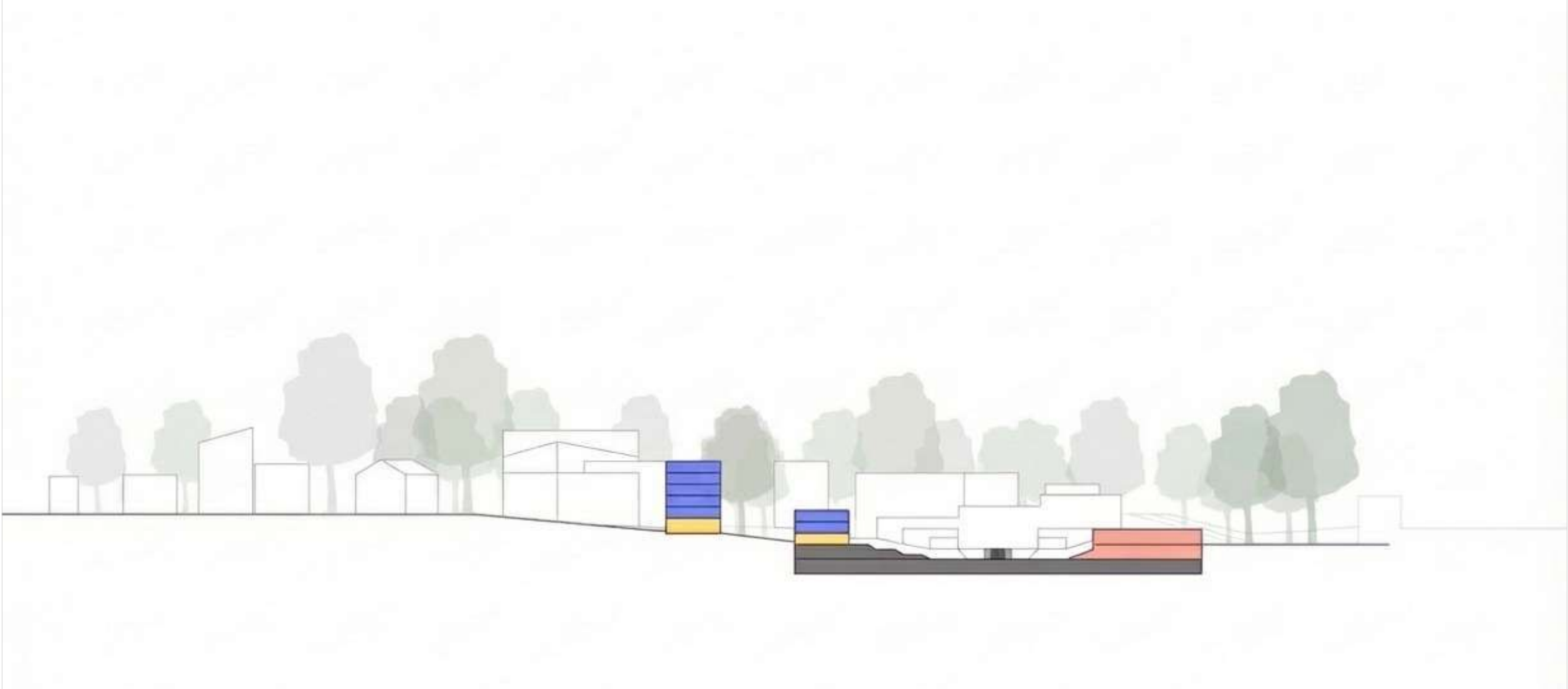


SITE PLAN

- 1. Lobby
- 2. Multi-purpose hall
- 3. ESET office
- 4. Retail offices
- 5. Supermarket
- 6. Cycle hub
- 7. Food & Beverage
- 8. Residential
- 9. Flexible exhibition space
- 10. Future expansion (residential)
- 11. Commercial space
- 12. Canteen
- 13. Co-working space
- 14. Workshop space
- 15. Gym







Multi-purpose  
hall

ESET campus

parking

Comersial

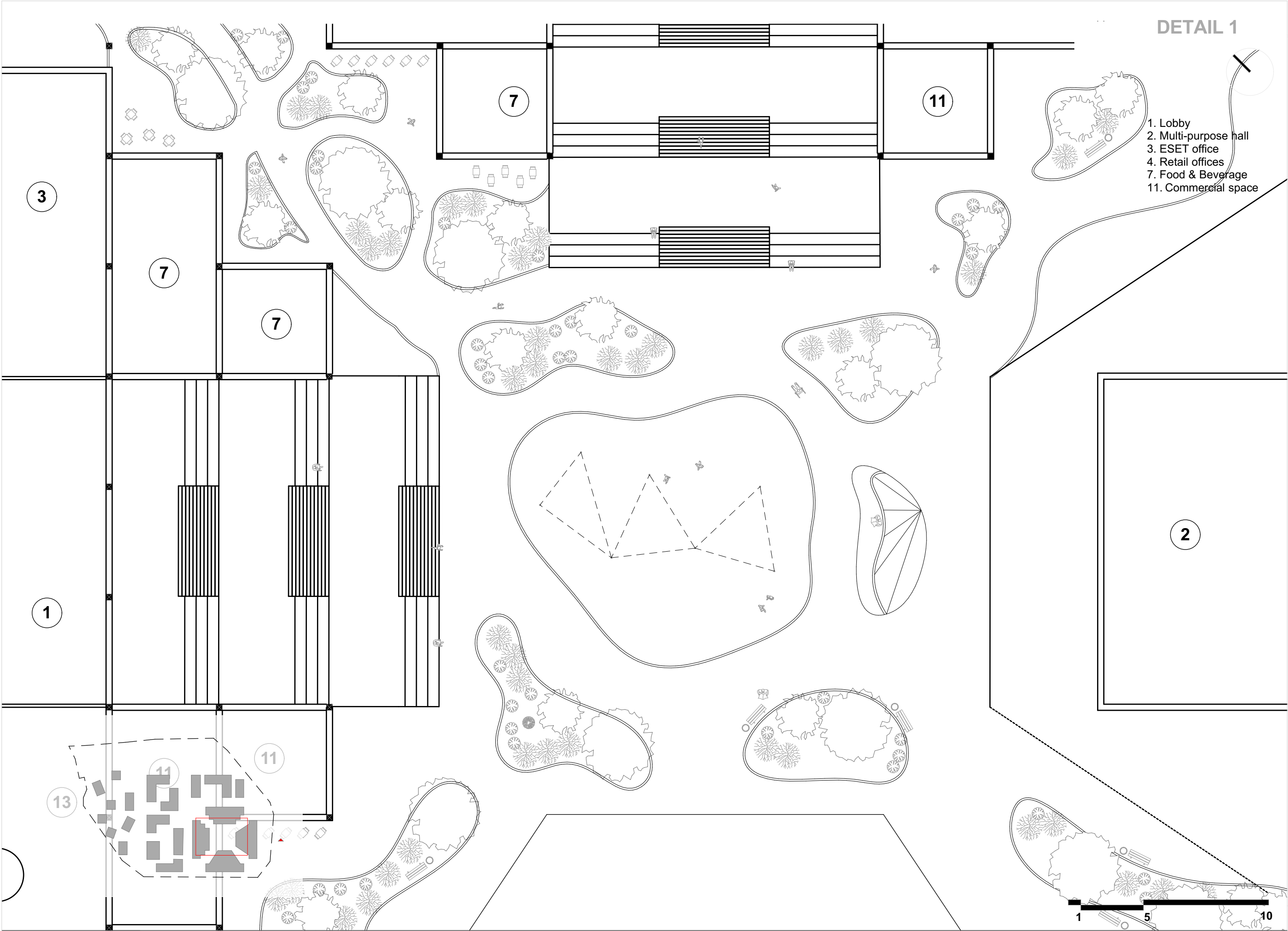






DETAIL 1

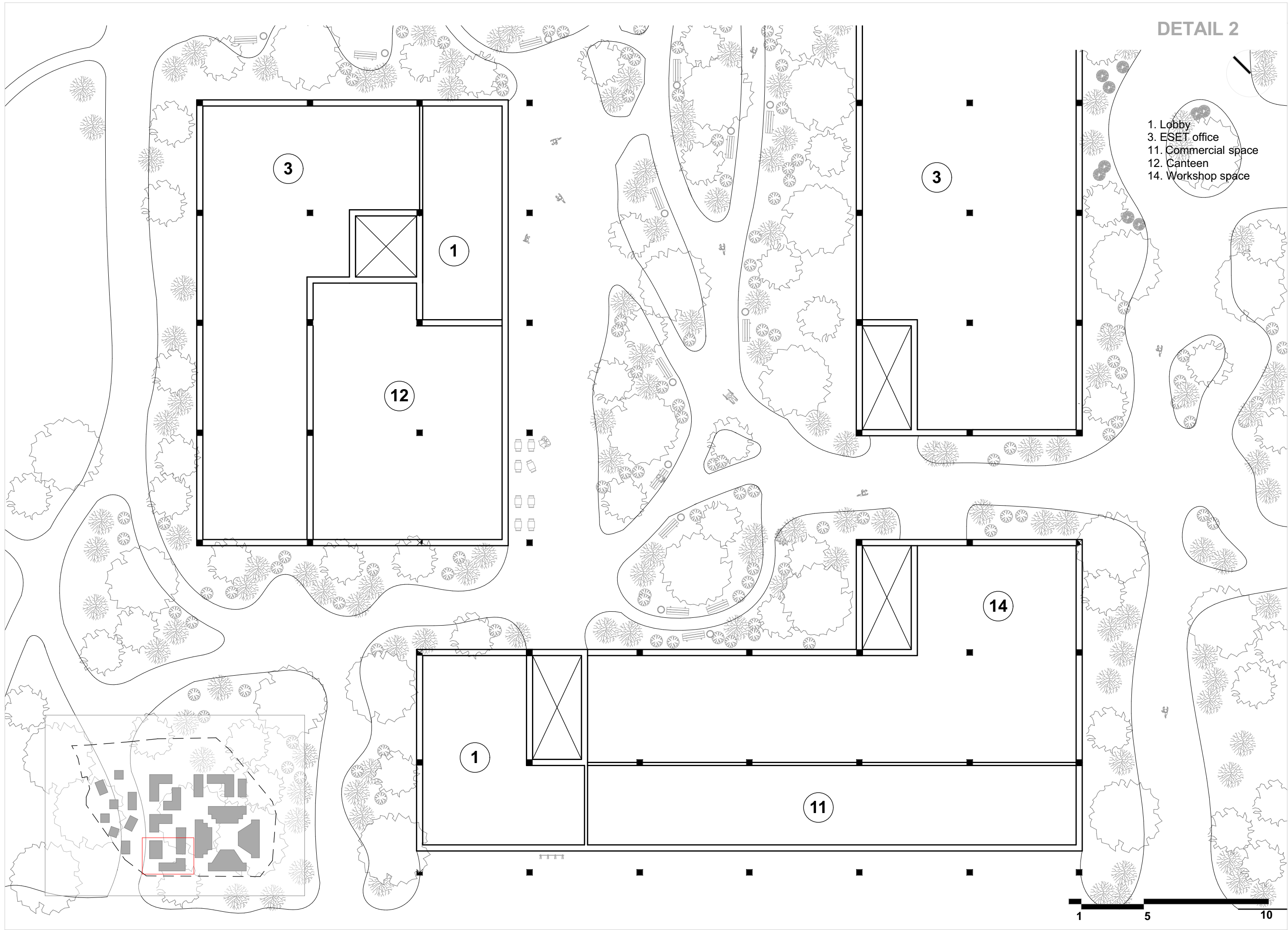
- 1. Lobby
- 2. Multi-purpose hall
- 3. ESET office
- 4. Retail offices
- 7. Food & Beverage
- 11. Commercial space





DETAIL 2

- 1. Lobby
- 3. ESET office
- 11. Commercial space
- 12. Canteen
- 14. Workshop space





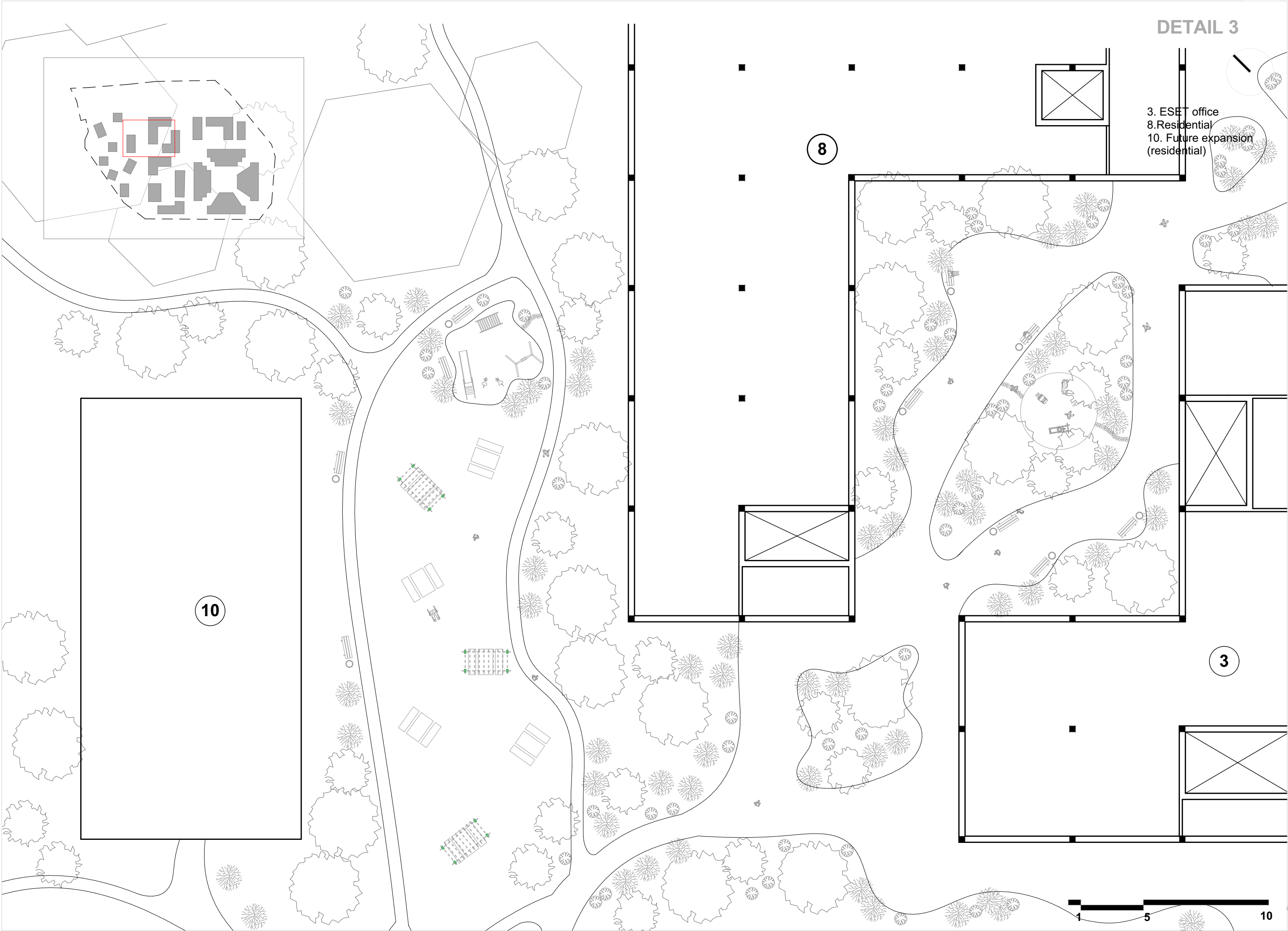
DETAIL 3

3. ESET office  
8. Residential  
10. Future expansion  
(residential)

8

3

10







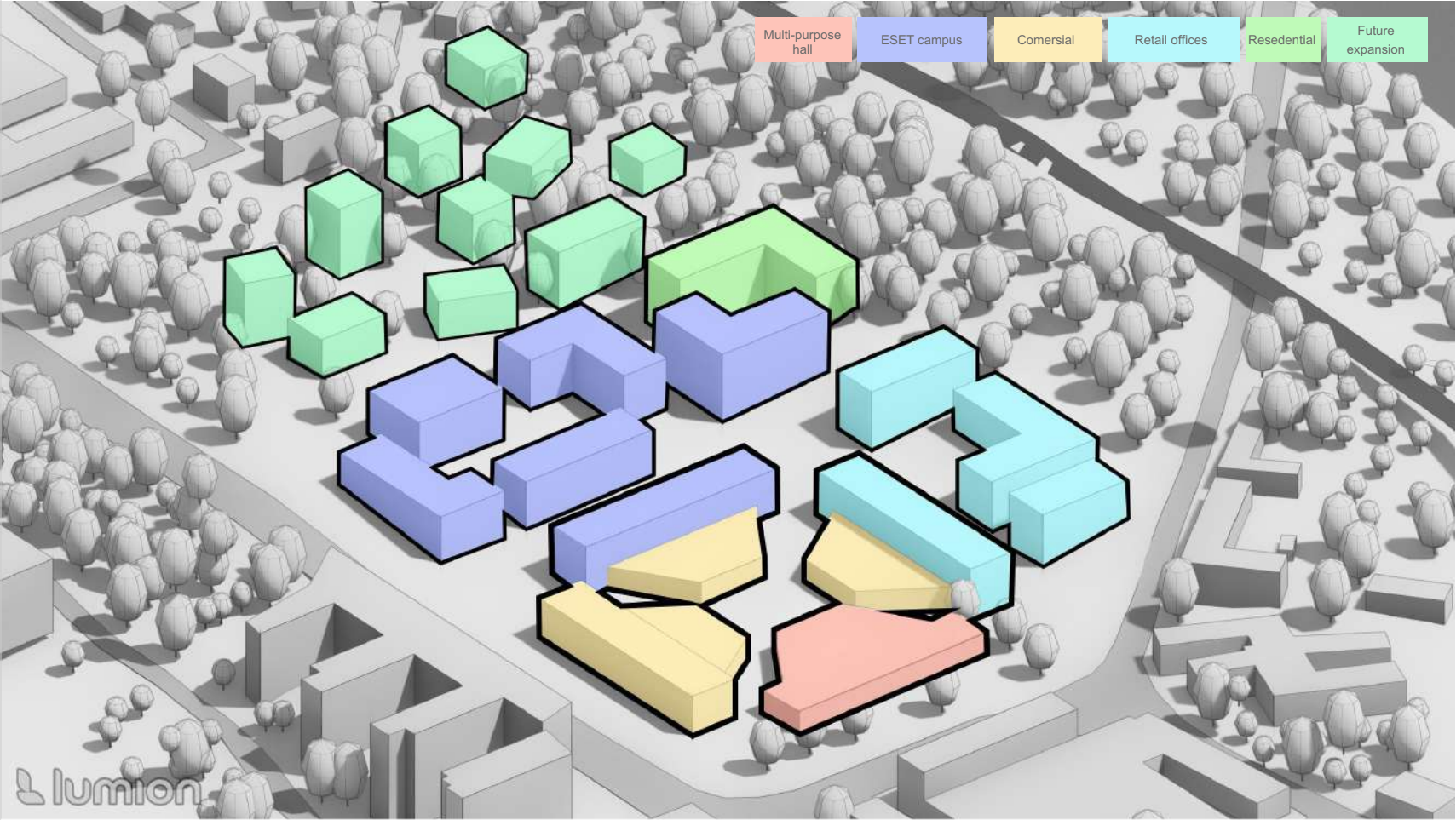




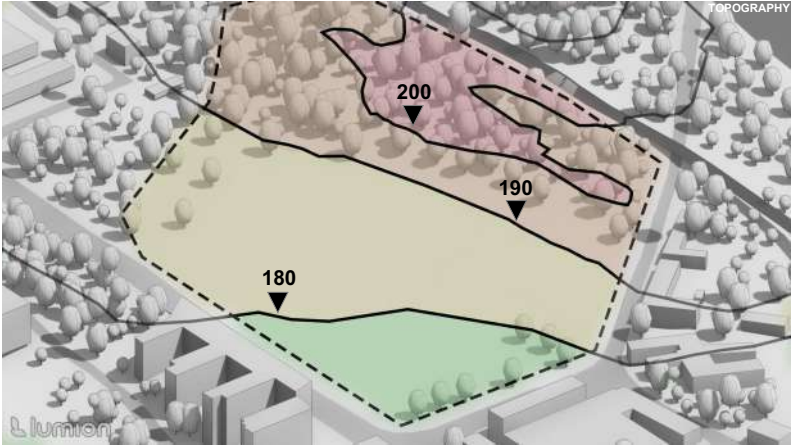


# ESET CAMPUS

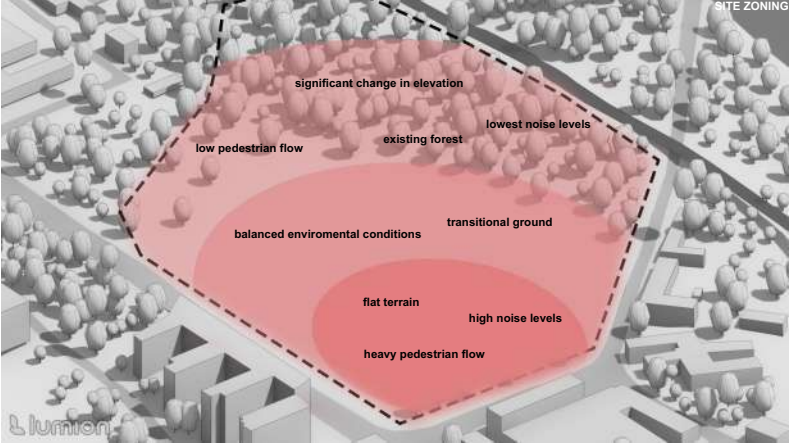
Ateliér BIG



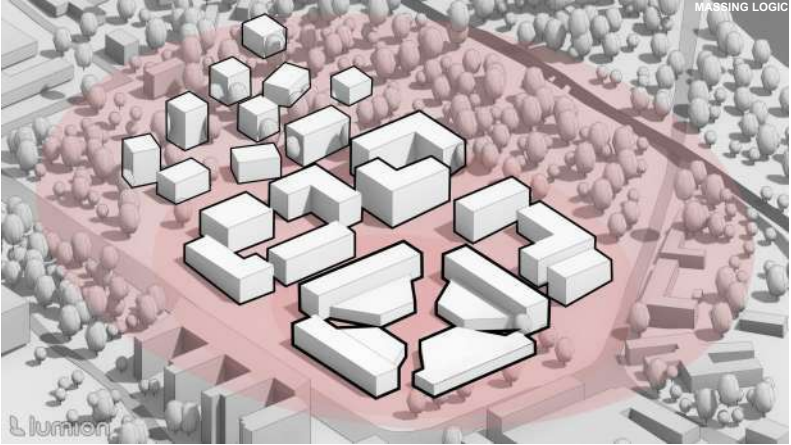
The project proposes a new corporate campus located at the threshold between the city and the forest.  
Shaped by topography and pedestrian movement, the campus is organized as an amphitheater-like landscape with a public core at its lowest point.  
Building massing and program gradually transition from an urban, dense environment to a more fragmented and landscape-oriented condition.



The site features a gradual height difference, rising from its lowest point towards the upper areas of the plot.  
This natural slope becomes a key spatial condition informing the overall organization of the project.



Based on topography, noise levels and pedestrian intensity, the site is divided into three distinct zones, each defined by specific spatial conditions.

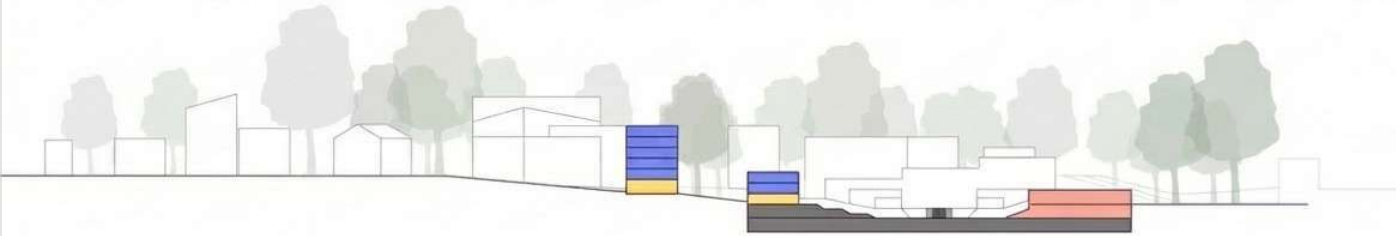


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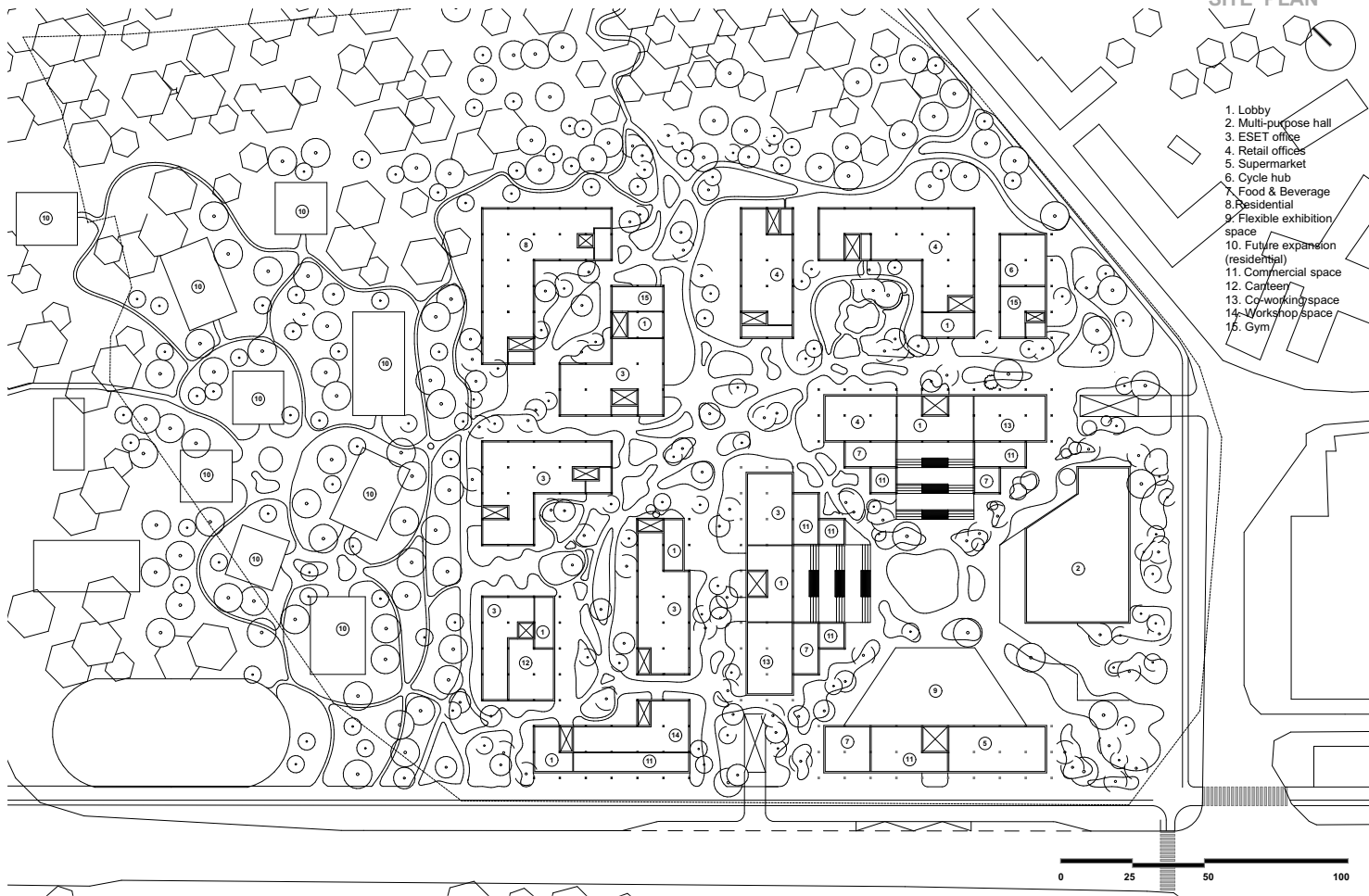


# ESET CAMPUS

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MASTER PLAN



SITE PLAN

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- 12. Carleer
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- 14. Workshop space
- 15. Gym

Movement Intensity Map



- high intensity
- medium intensity
- low intensity

Five key user groups were analysed through individual movement scenarios across the site.

Overlay of all user journeys reveals areas of high and low pedestrian intensity.

“Movement intensity directly informs path width, materiality and spatial hierarchy — from wide paved routes in active zones to softer landscape paths in quieter areas.”



# ESET CAMPUS

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