

Design Studio VII - WS 2025/26

Supervised by

Matthew Oravec - Jan Baska - Michal Rachela

ESET CAMPUS

Ulrike SIMON - PROJECT



ESET Campus Project

The ESET company aims for a new technological investment in central Europe and opening doors for a new dynamic in Bratislava. Our goal is to translate this intention into the campus' structure in order to make each visitor who comes truly feel its core spirit.

Enter a new world, physically and digitally where each space reflects the traces of a history which led us to the evolution level ESET is a representative of today.

HISTORY



1836 Presburg



1938
Bratislava





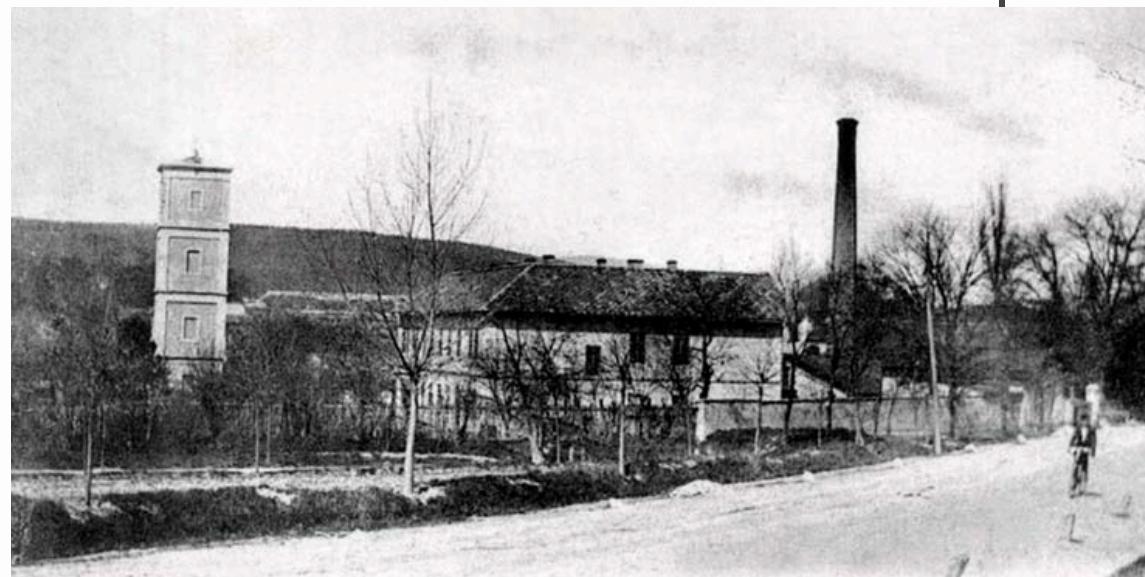
Orphanage & Institute
for the disabled



Communist era &
military hospital



What future ?



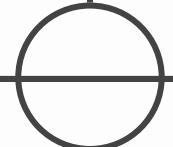
Patronka factory



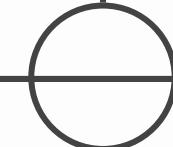
Jewish deportation
camp



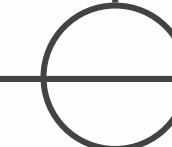
ESET company
buying the site



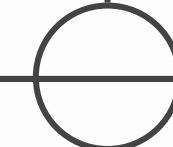
1880



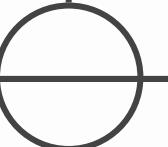
1940



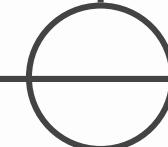
March 1942



1950-90



2017



2025-

PROJECTS NEARBY





Norbert Dvorčák
Retail space project

?



Transformation project
of the building

?



Čechvala Architects
Housing & office
building
2026-28

ANALYSIS



Site size comparison

Sagrada familia,
Barcelona



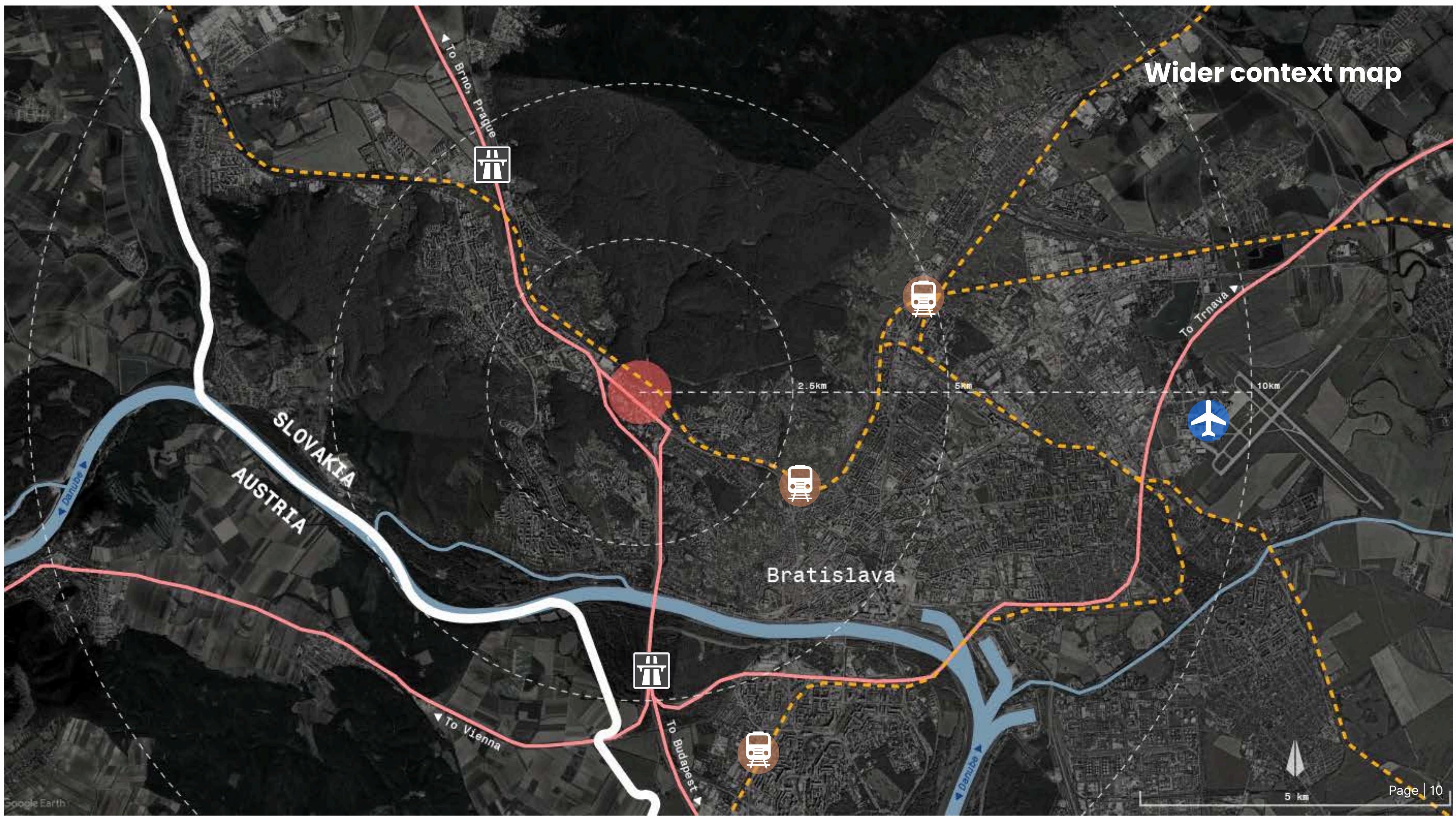
Bratislava castle,
Bratislava



Bratislava Stadium,
Bratislava



Wider context map





Mobilities analysis

Main roads, highways

Roads, private roads

Cycling paths

Walking paths

250 m

500 m

1000 m

250 m

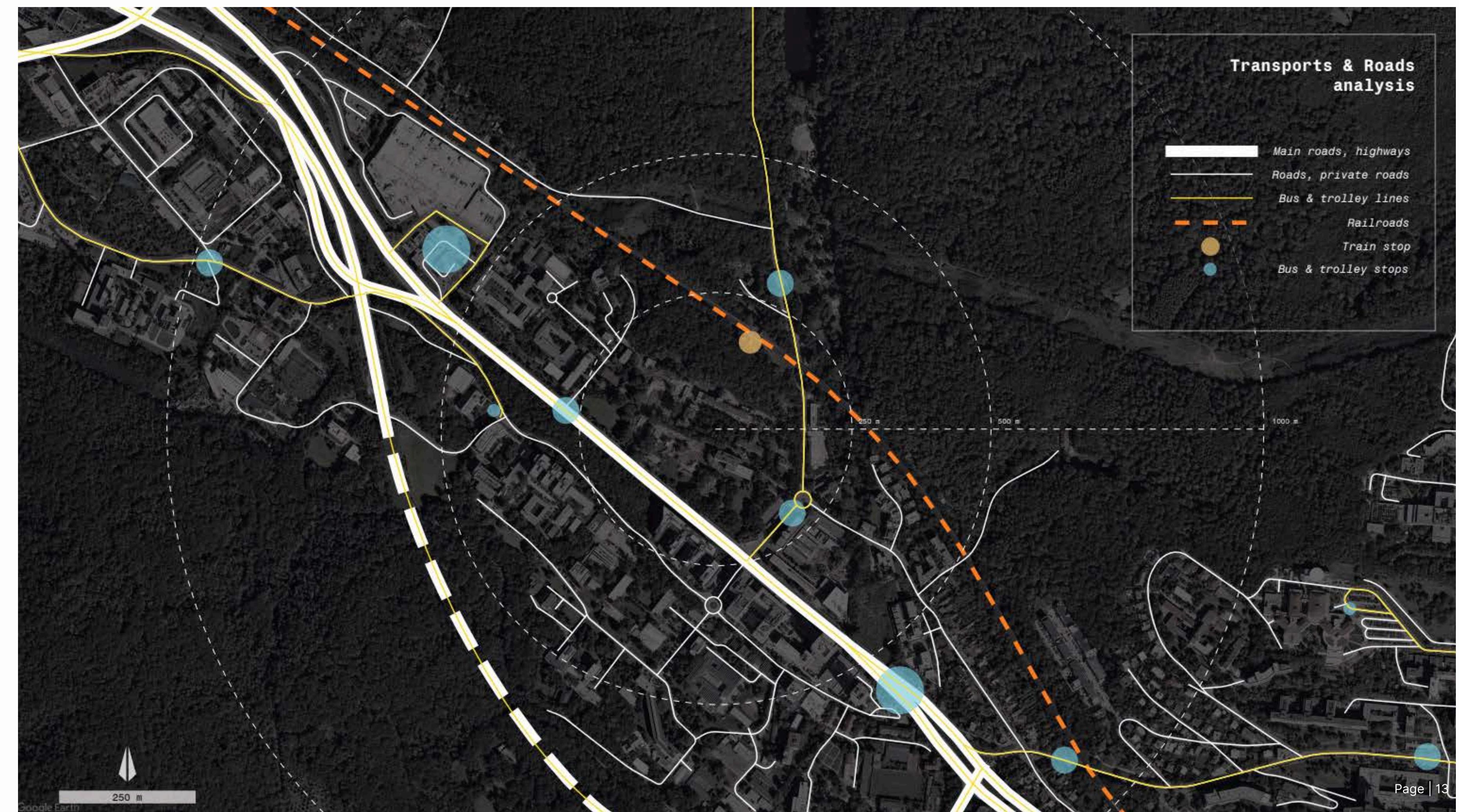
Transports & Roads analysis

- Main roads, highways
- Roads, private roads
- Bus & trolley lines
- Railroads
- Train stop
- Bus & trolley stops

1000 m

500 m

250 m



S

- Direct train connection
- Numerous bus & trolley stops around
- Historic transit area
- Important road axis leading to city center & abroad (Vienna, Brno, Prague...)
- Great natural spaces nearby
- Proximity with 2 country borders
- Existing urban infrastructures
- International airport connection <1h

W

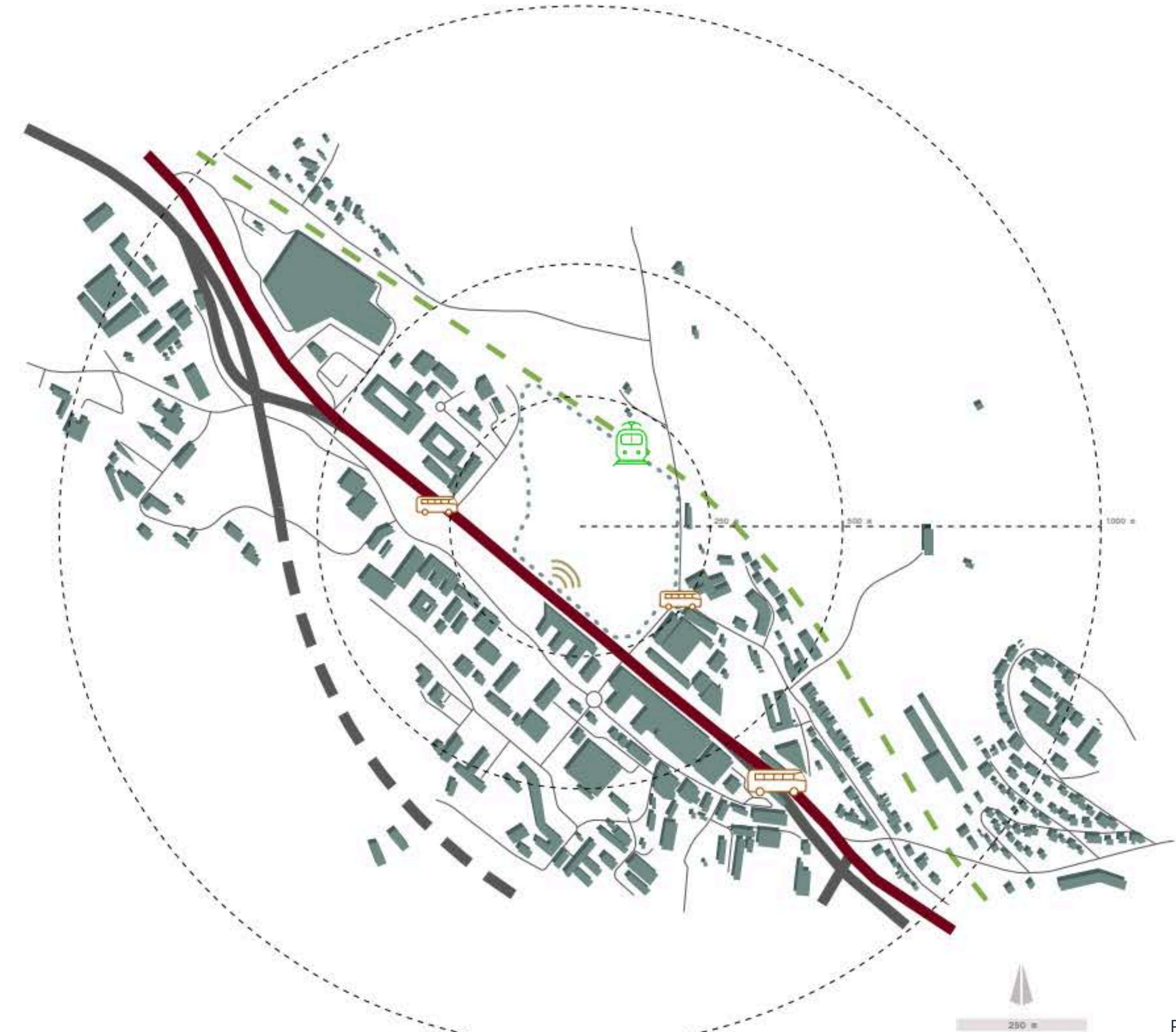
- Busy axis produces noise pollution
- No tramway access
- Important bus stops far for pedestrians
- Loud space, no calm atmosphere
- Industrial area
- Far from city center
- Poor train stopping line

O

- Creating a new innovation hub
- Developing a dynamic center outside of the city
- Existing retail spaces in buildings around
- Unite the surrounding development projects

T

- Passing zone, people not having a reason to stop
- Inhospitable environment for pedestrians
- Too busy area after campus construction
- Tense area if traffic increases



CAMPUS INSPIRATION





LEGO Complex – Billund, Denmark

LEGO Innovation Campus, CEBRA Architecture – 2022

LEGO Campus, CF Møller Architects – 2015-2022

LEGO Visitor Center, Bjarke Ingels Group – 2017



- Composition of buildings embodies the spirit of LEGO
- Company's core represented by its architecture
- Playful campus for a better living & working

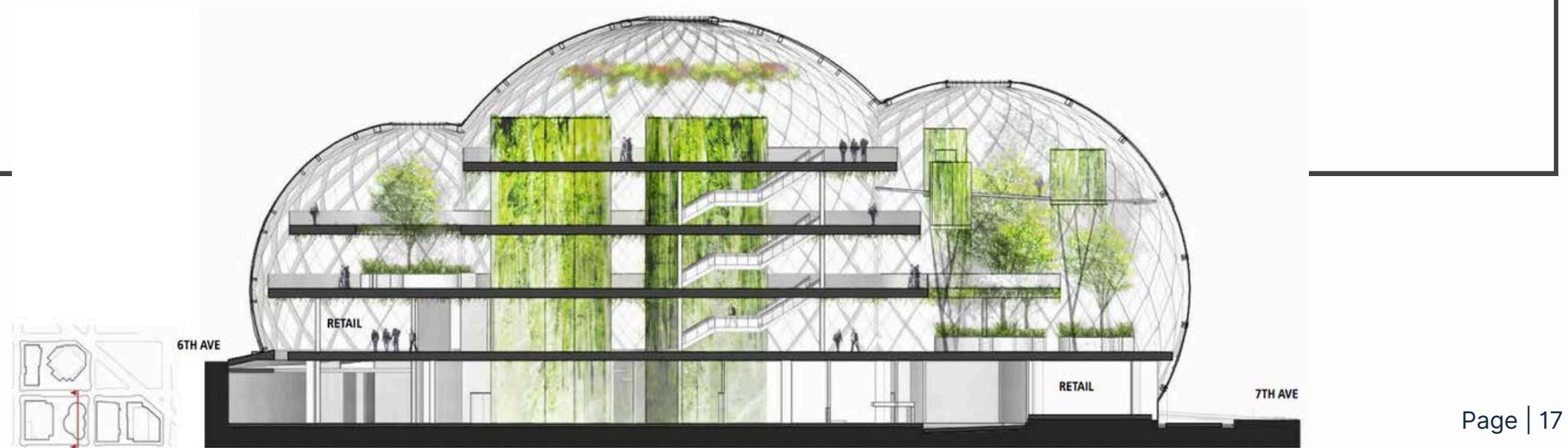
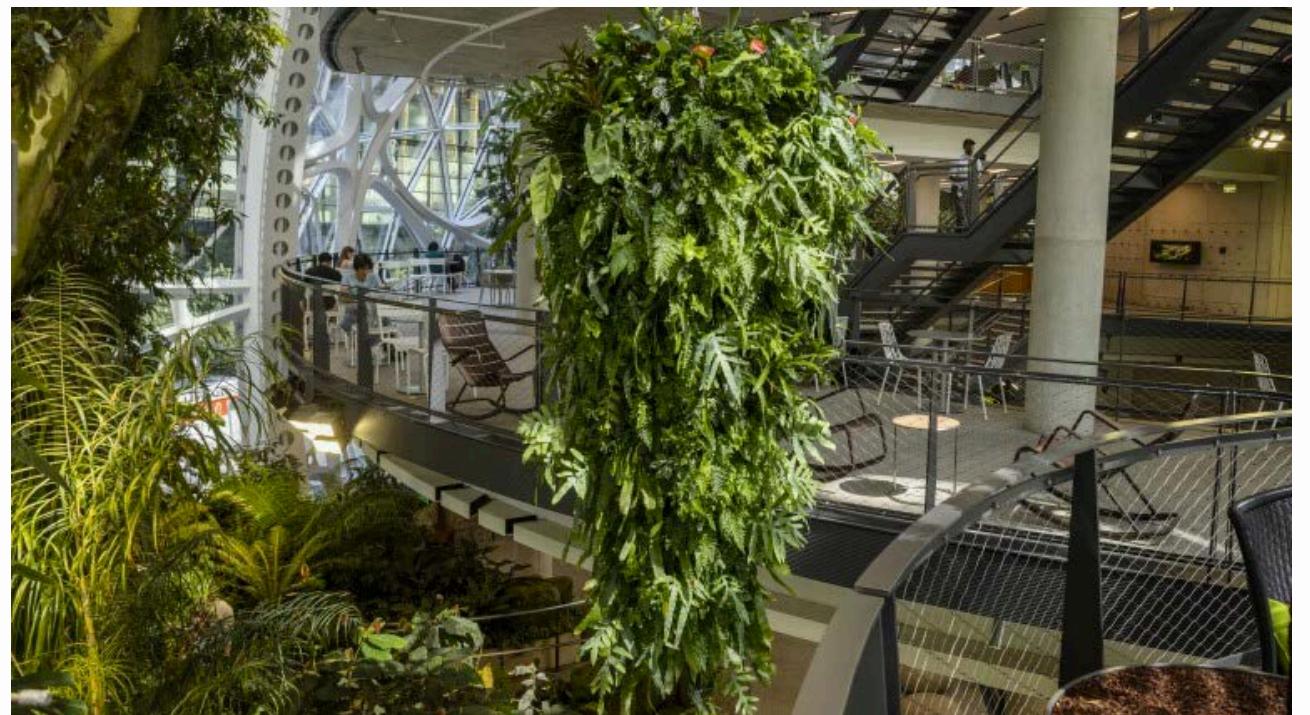




Seattle Spheres – Seattle, USA

Amazon Spheres, NBBJ Architects – 2018

- Nature integrated campus
- Dynamic spaces, playful to be around
- Open meeting functions

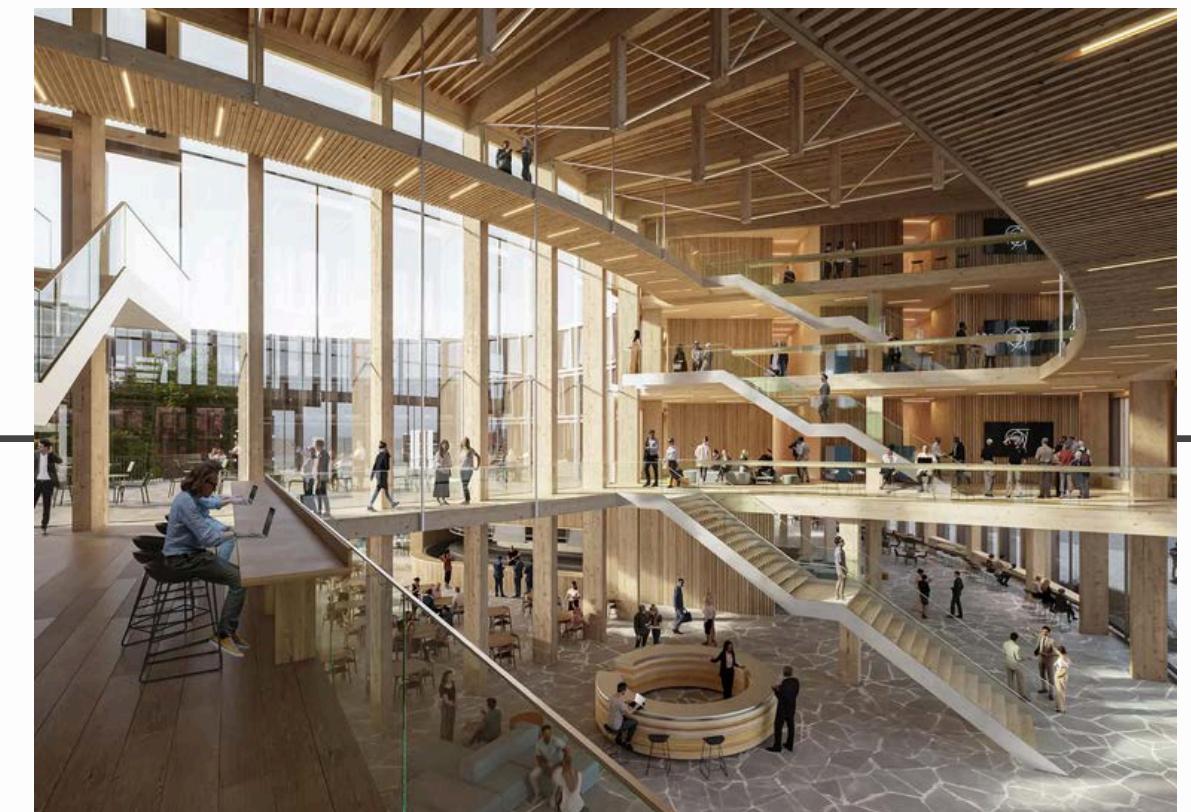
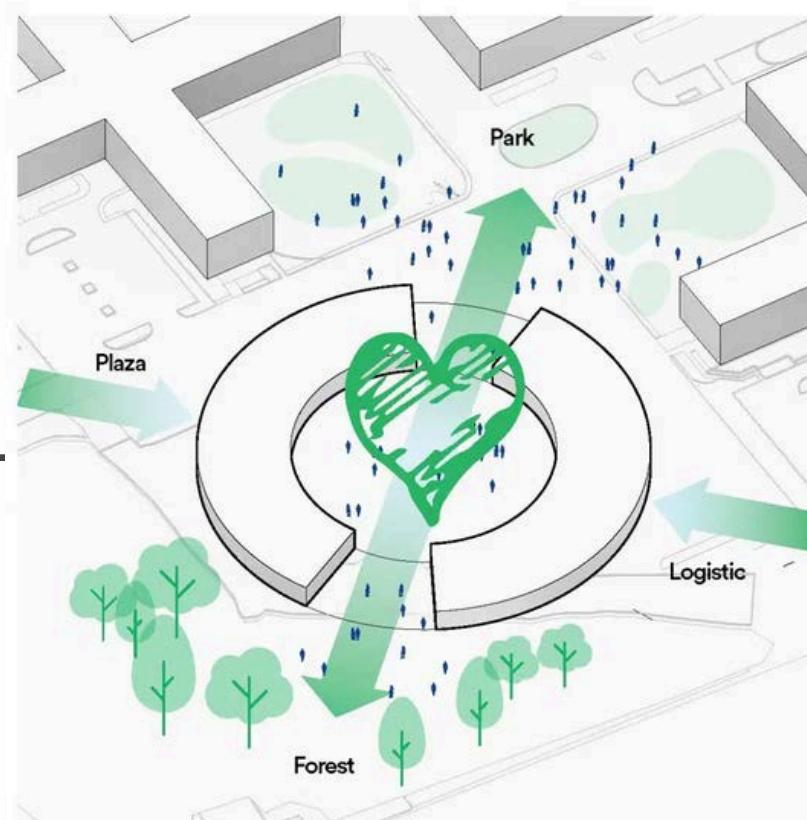




B777, CERN – Prévessin-Moëns, France

B777 CERN Building, (Henning Larsen) - 2022-ongoing

- A dynamic central courtyard & atrium to reunite
- Adapting full glazed facade for well-livable offices

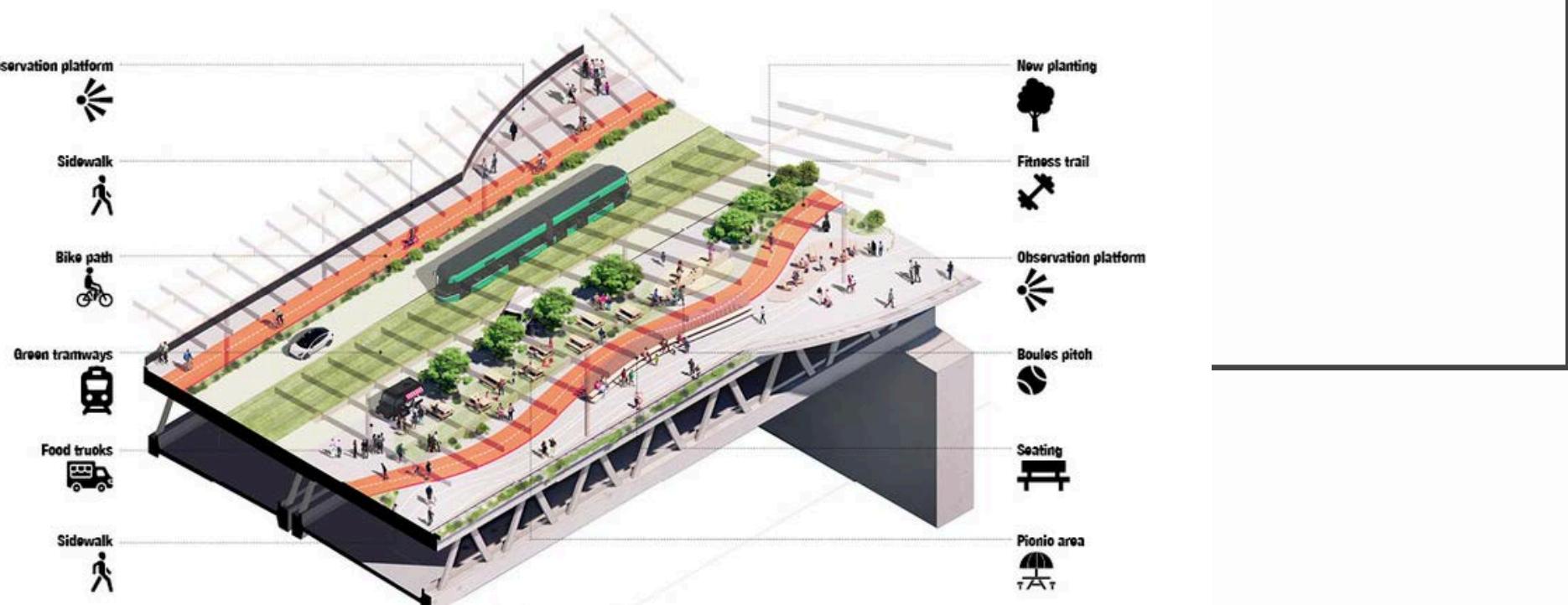
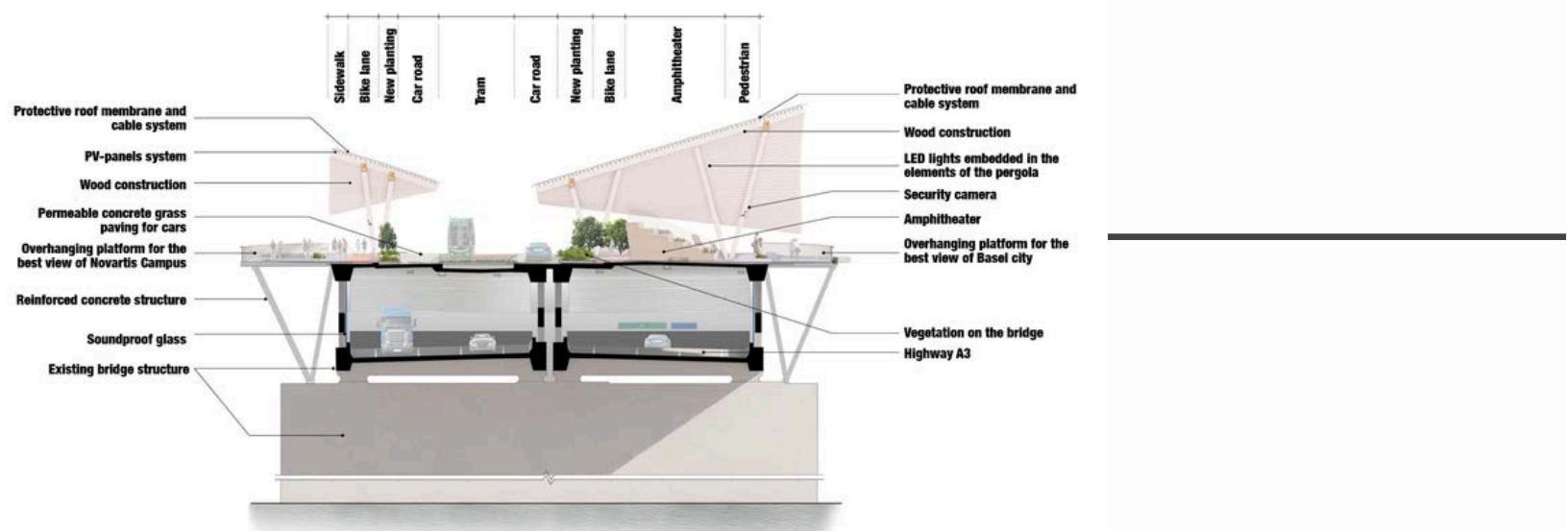




Dreirosenbrücke – Basel, Switzerland

Dreirosenbrücke project (GRUNER&FRIENDS) - 2021-2023/2024

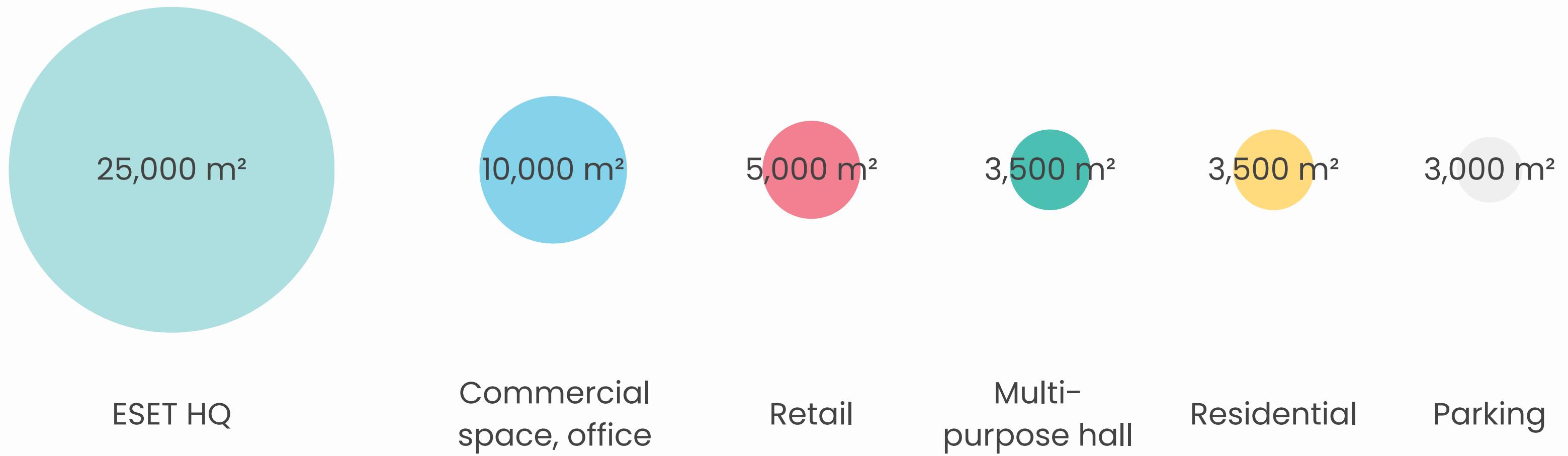
- A place like an oasis over the Rhine
 - Elevation of the soft transportation, set apart from cars



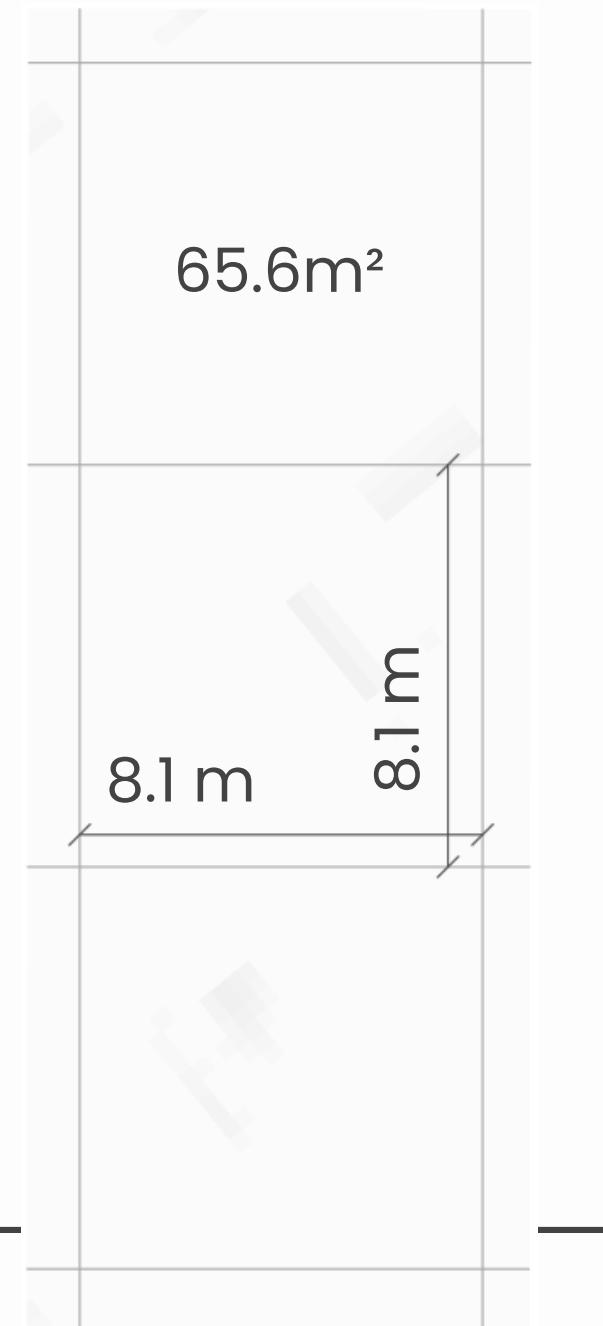
CONCEPT



Brief



Grid



Basics



ESET



offices



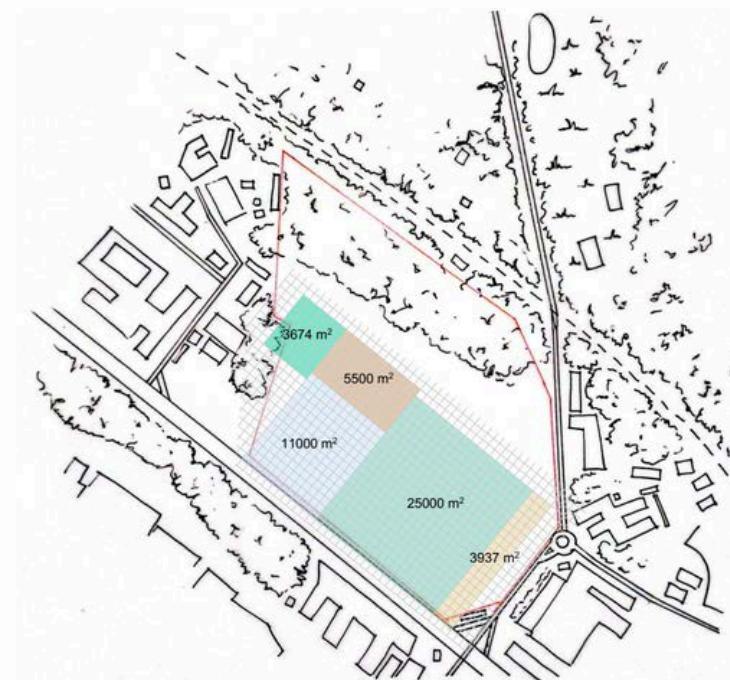
residential



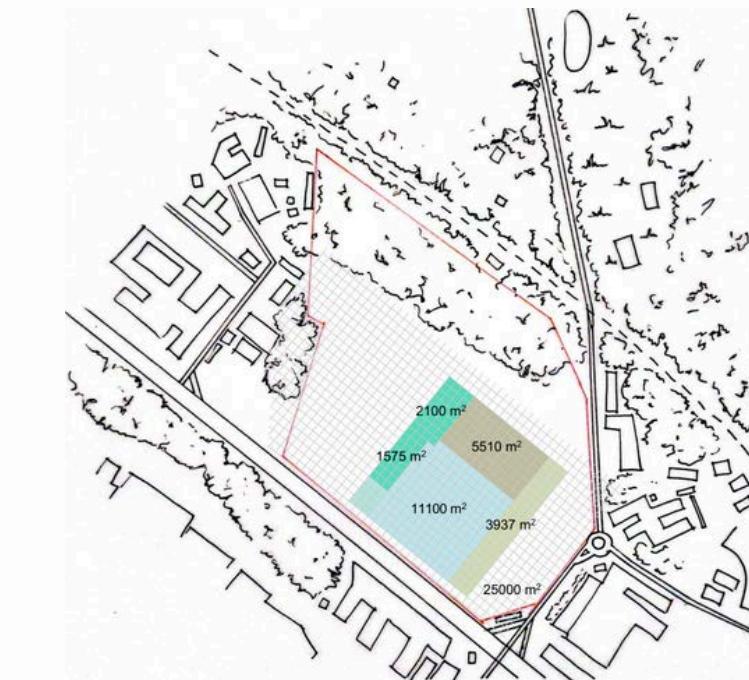
retail



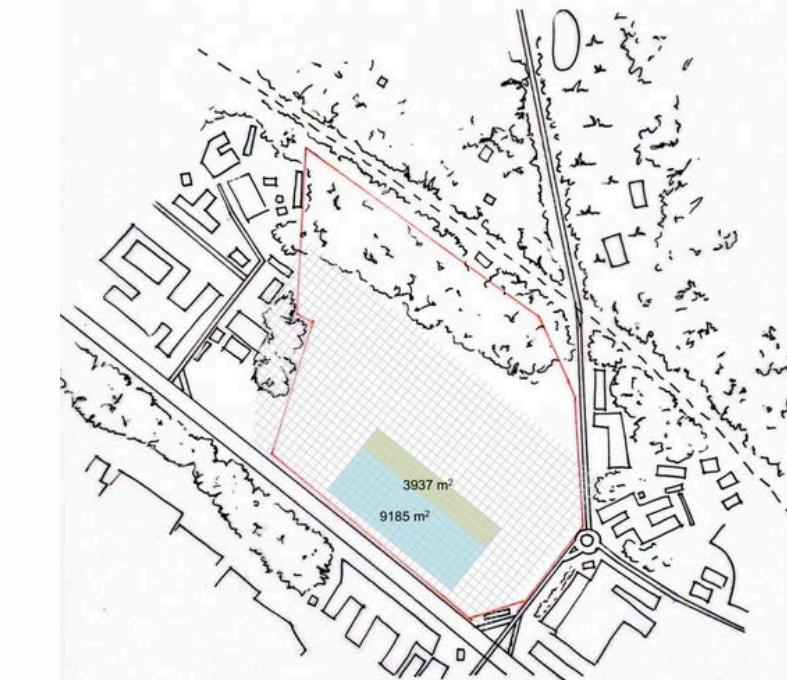
hall



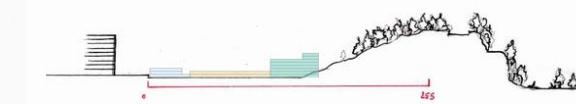
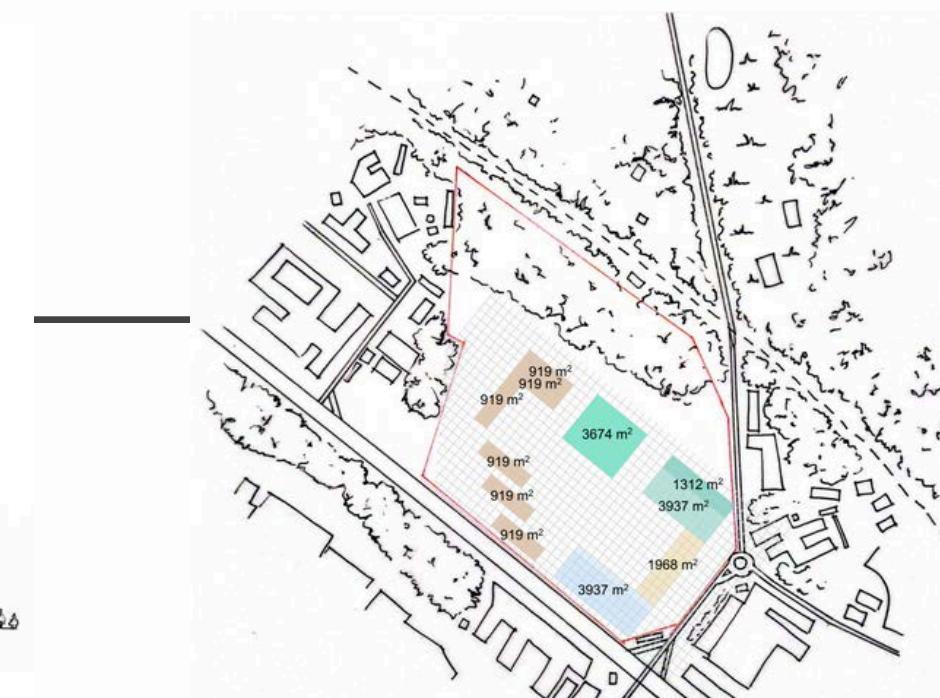
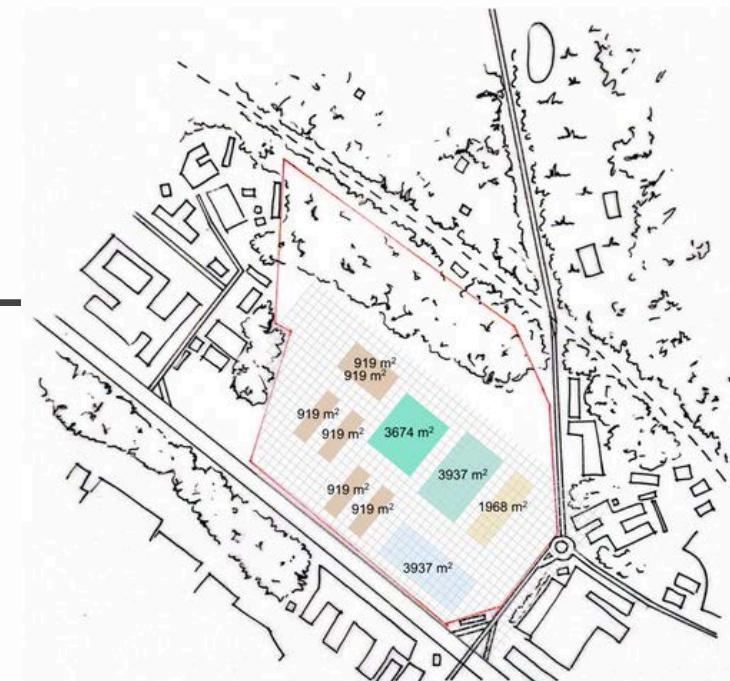
1-story



2-stories

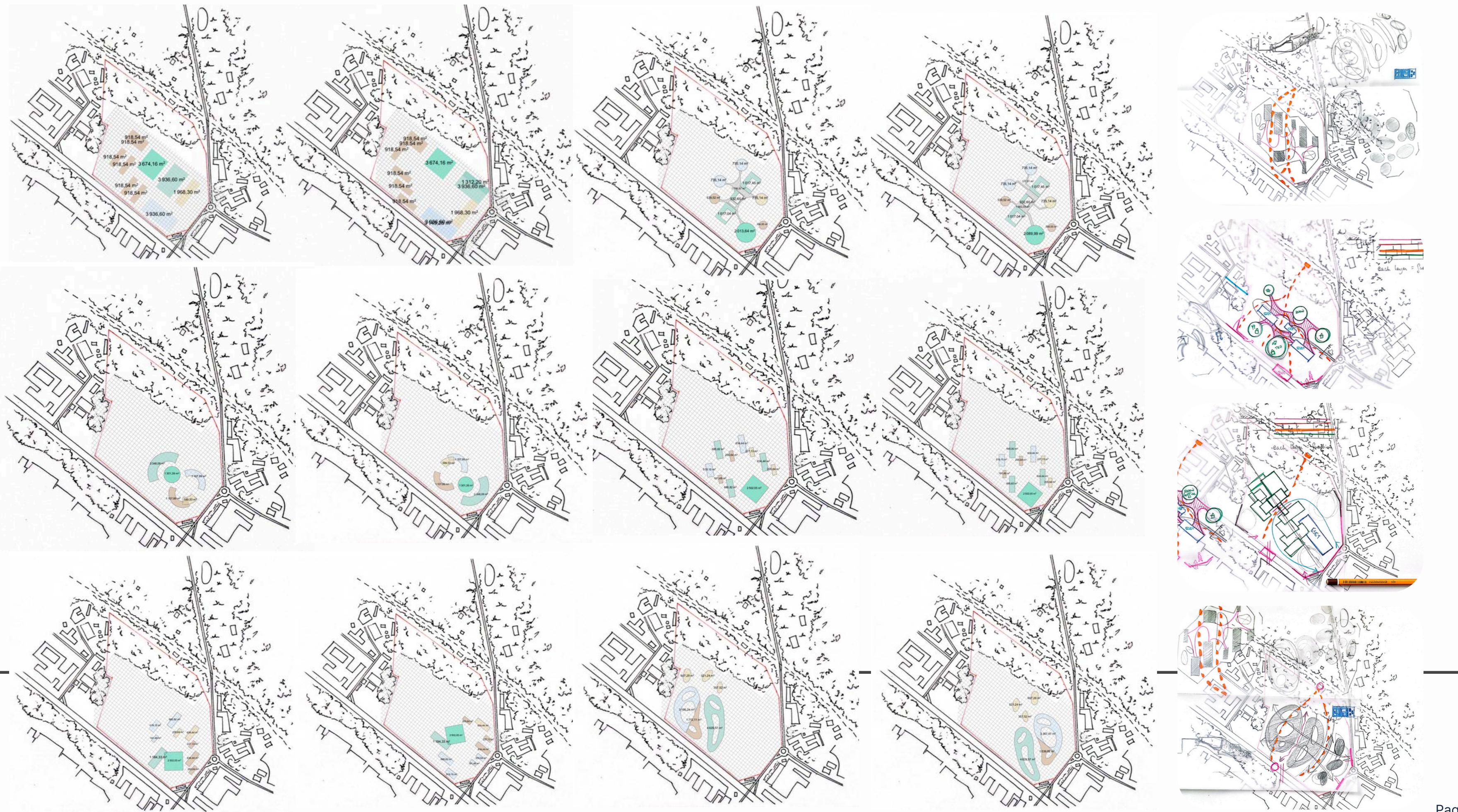


4-stories



FIRST SKETCHES

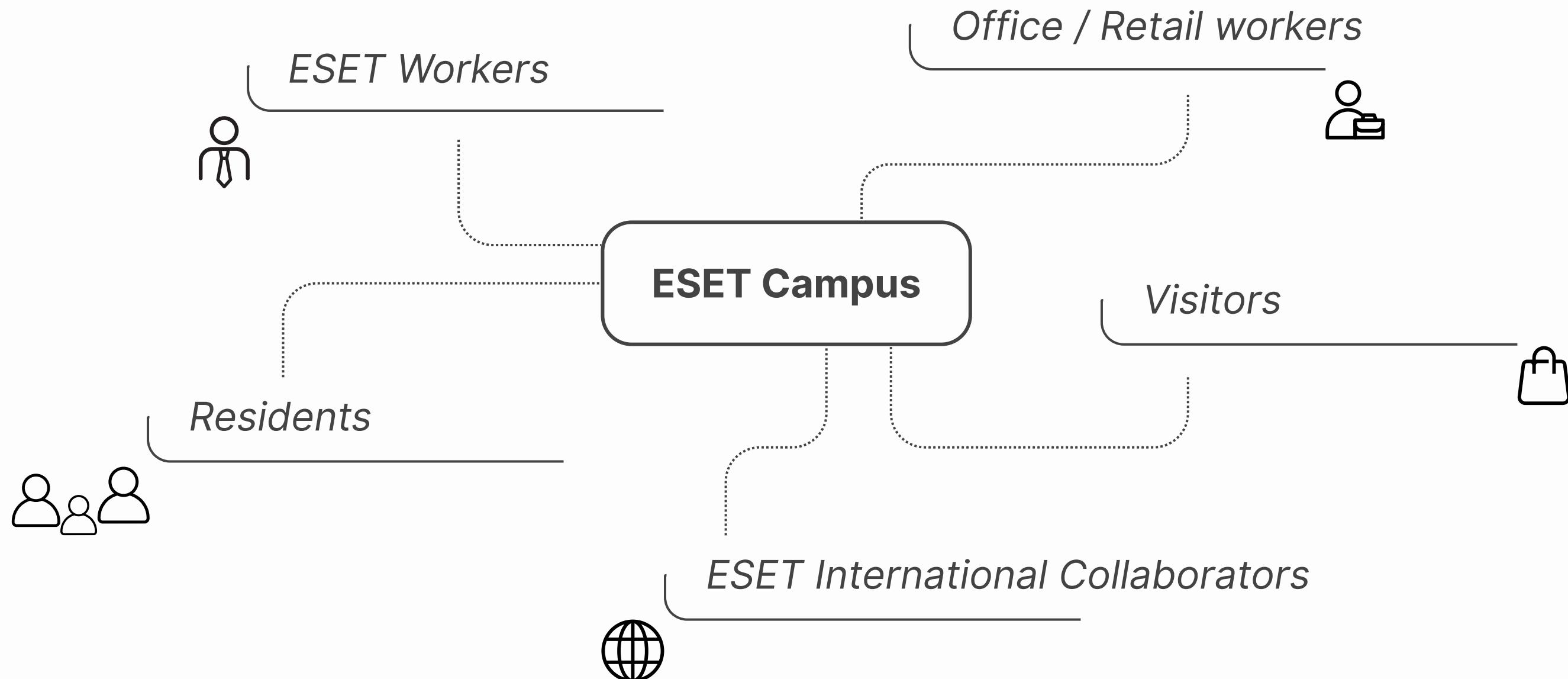




USER PROFILES

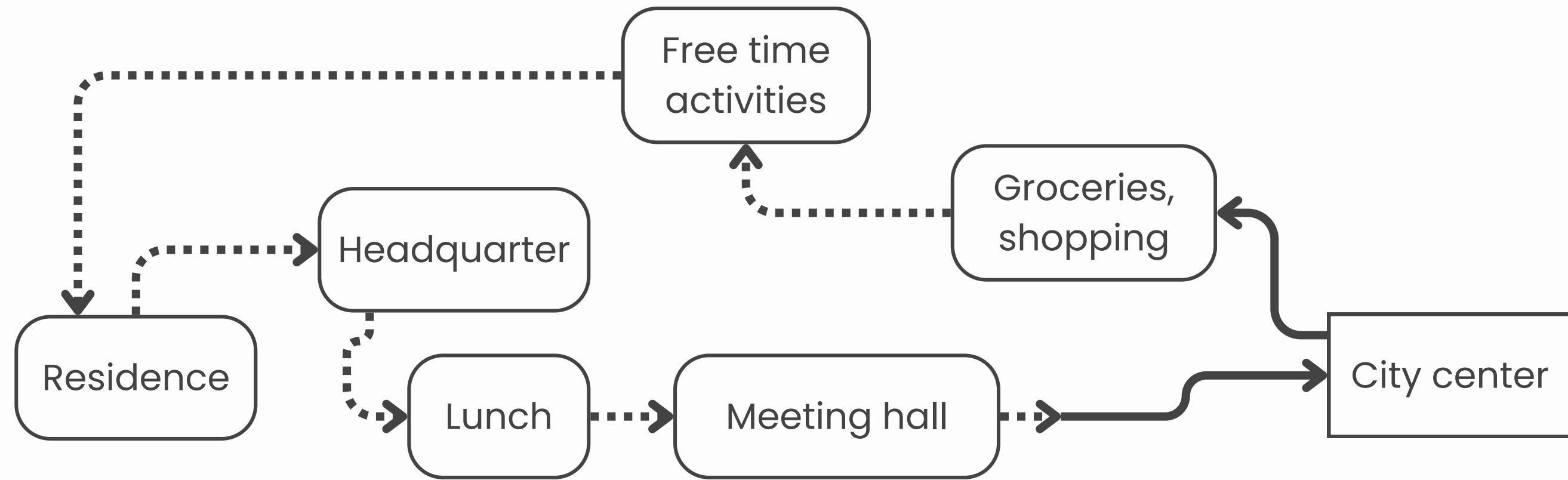


User types & journeys

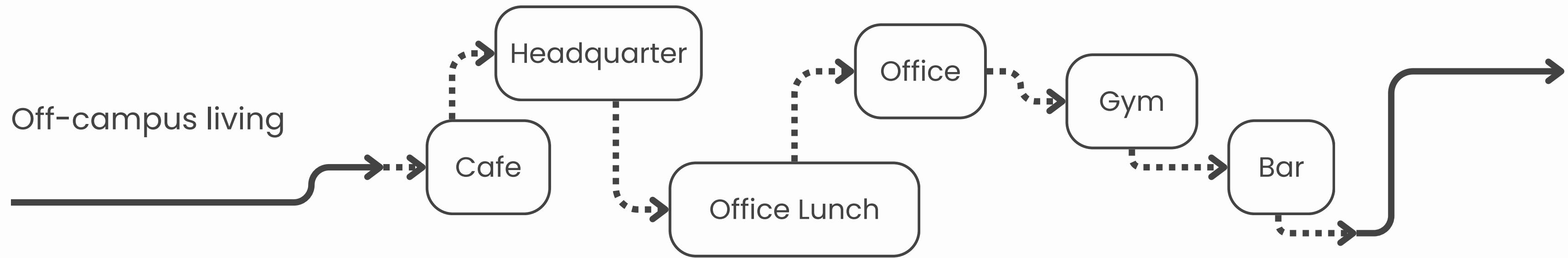


ESERT Worker

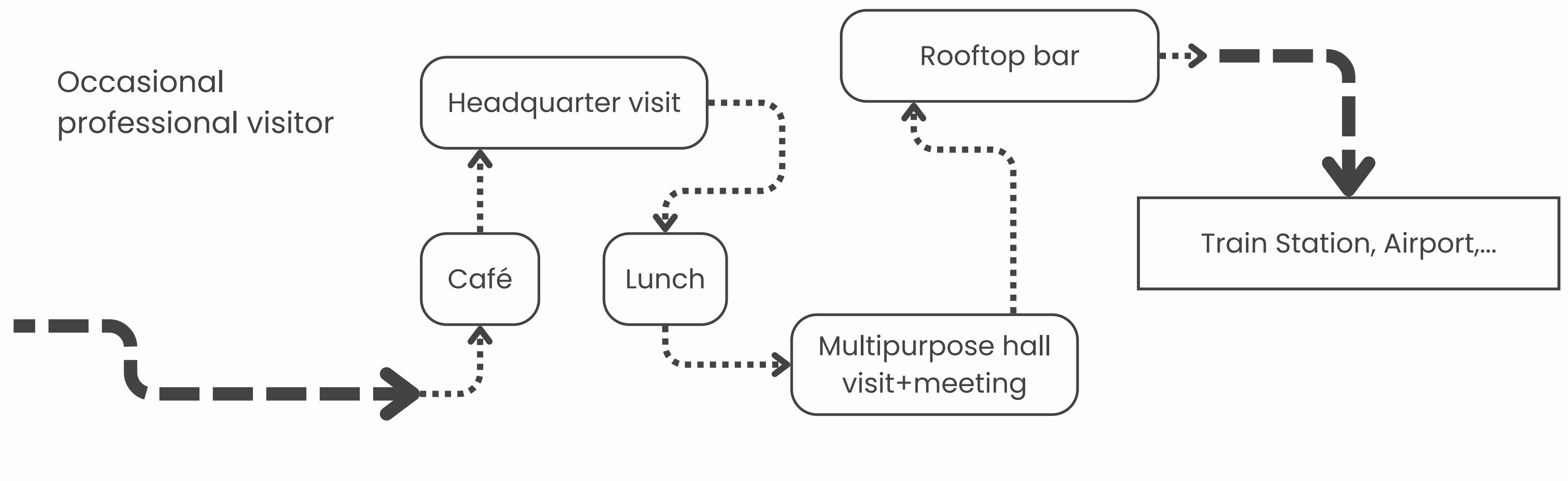
On-campus living



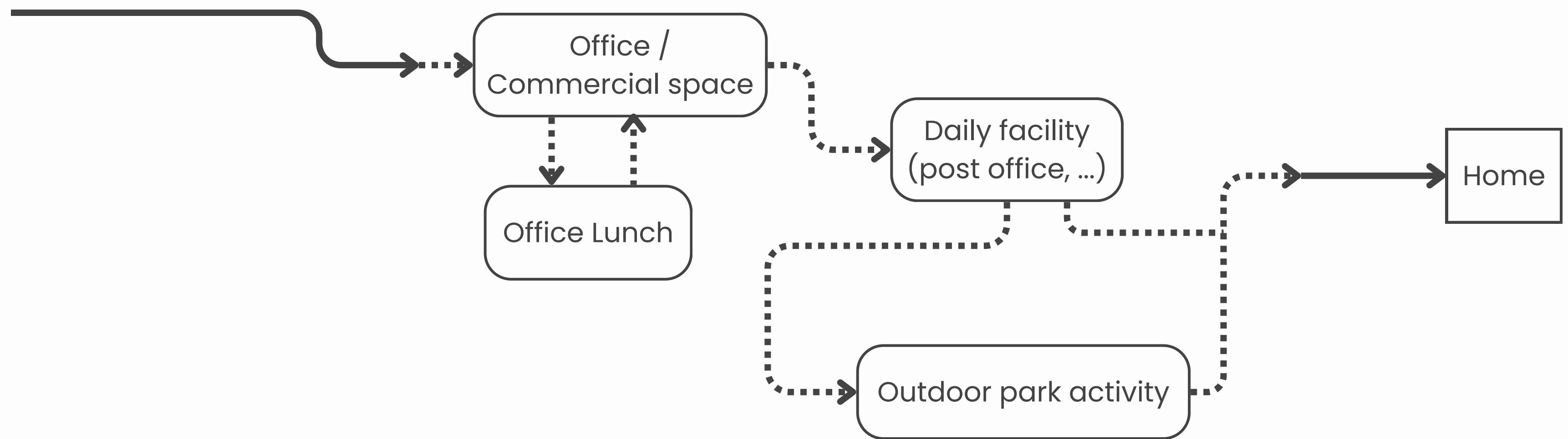
Off-campus living



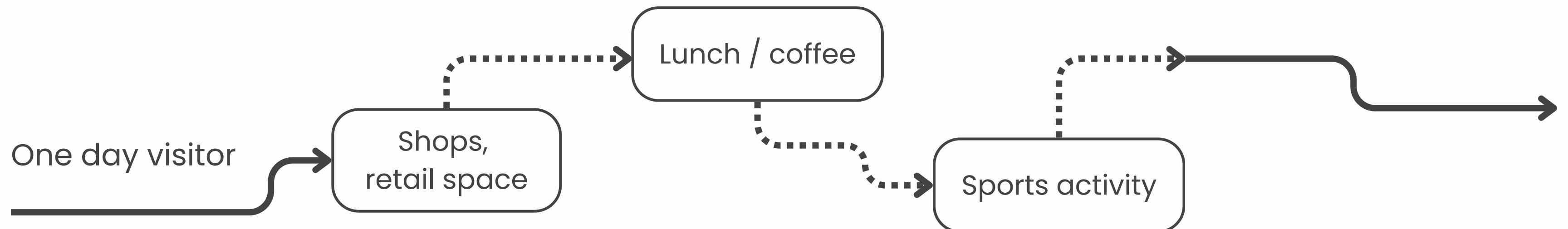
ESET international collaborator



Office / retail worker

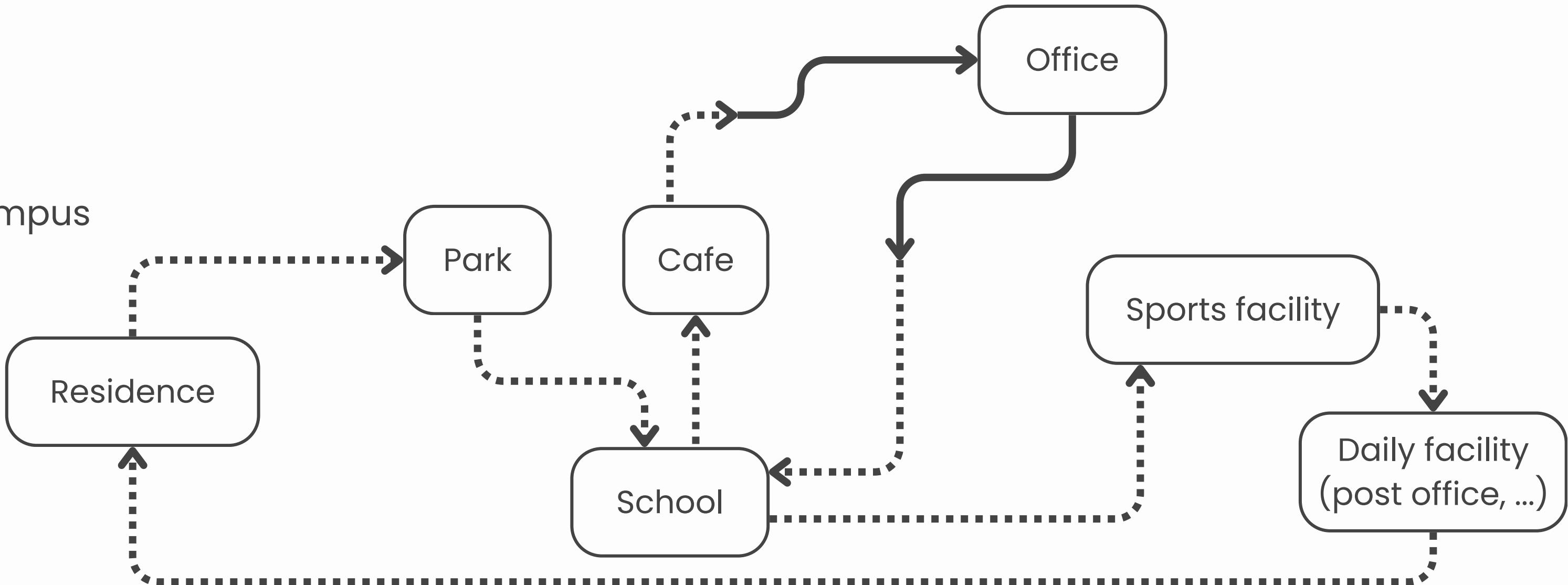


Extern visitor



Resident

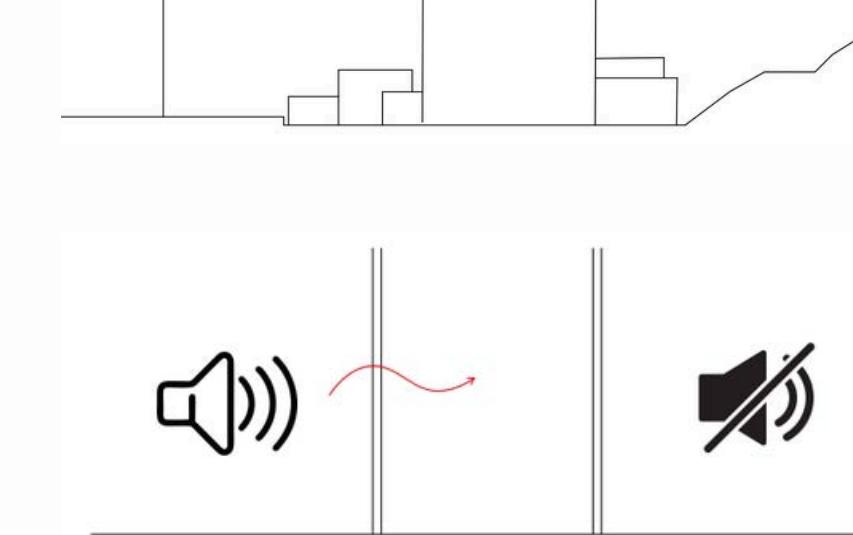
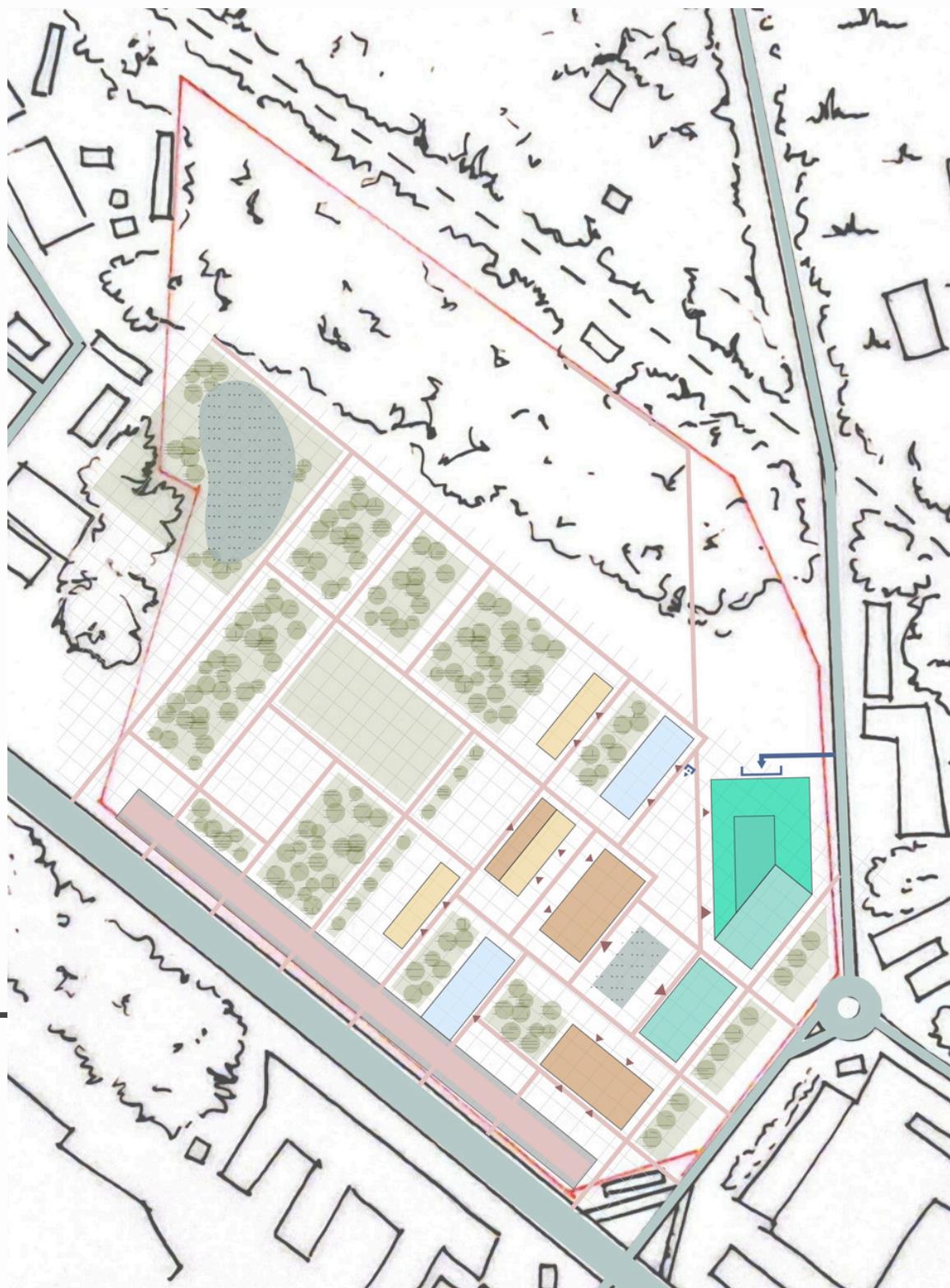
Off-campus
office



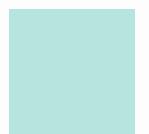
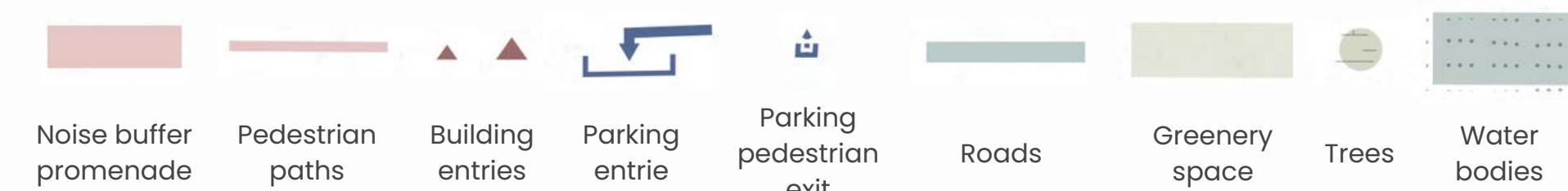
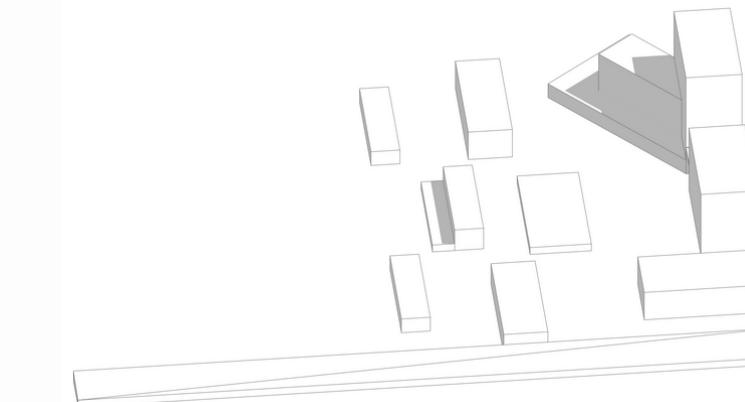
CONCEPT DEVELOPMENT



1. Linear orientated



- | | |
|---|--|
| <ul style="list-style-type: none"> • Distinguished functions • Sound Barrier • Headquarter principal place • Large greenery | <ul style="list-style-type: none"> • No right to build this high • Noise buffer area too expensive |
| <ul style="list-style-type: none"> • Very polarized site | <ul style="list-style-type: none"> • Development space • Sound barrier to host other function |



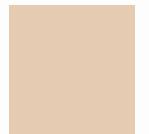
ESET



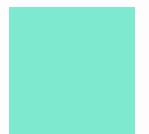
offices



residential

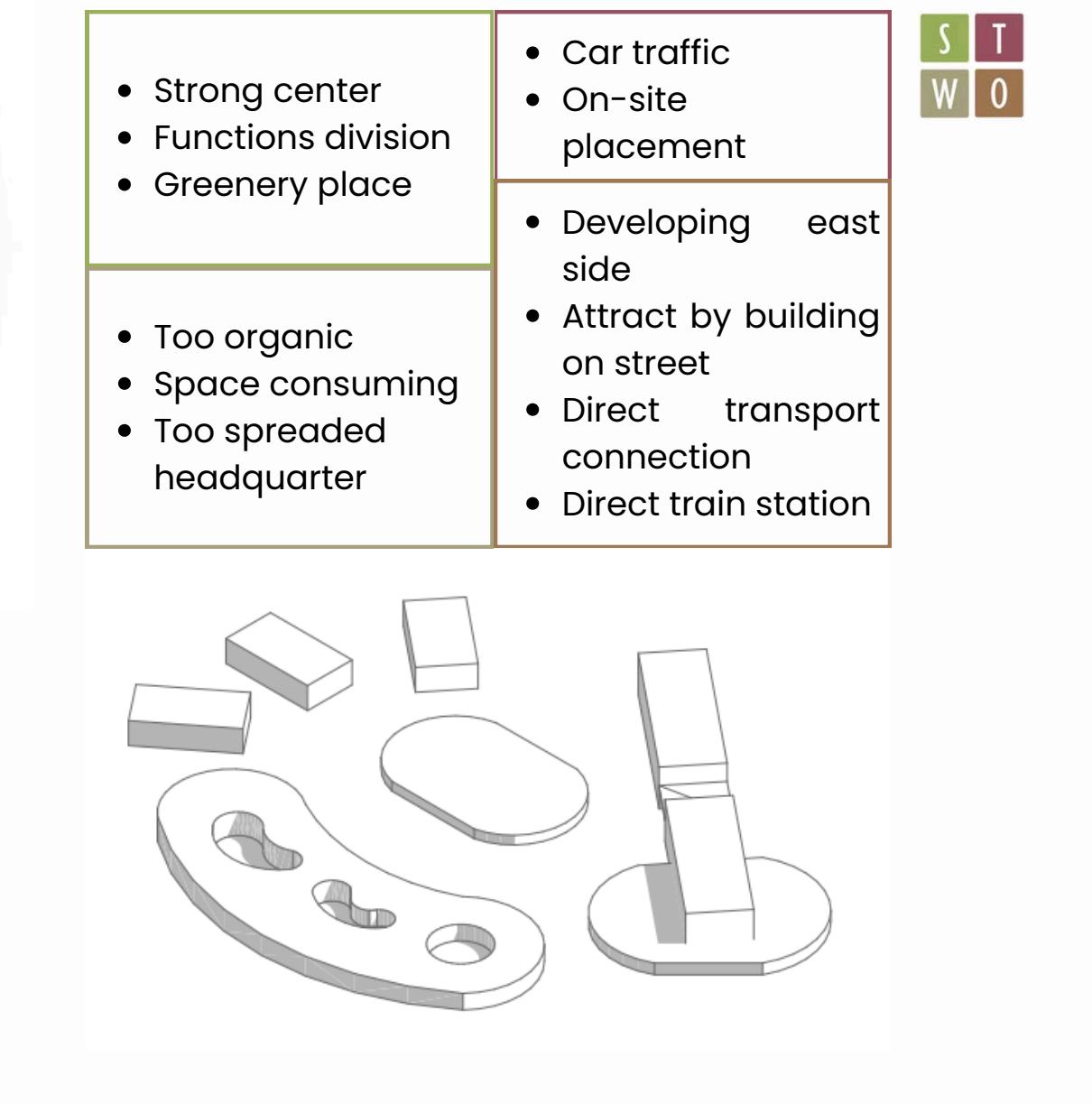
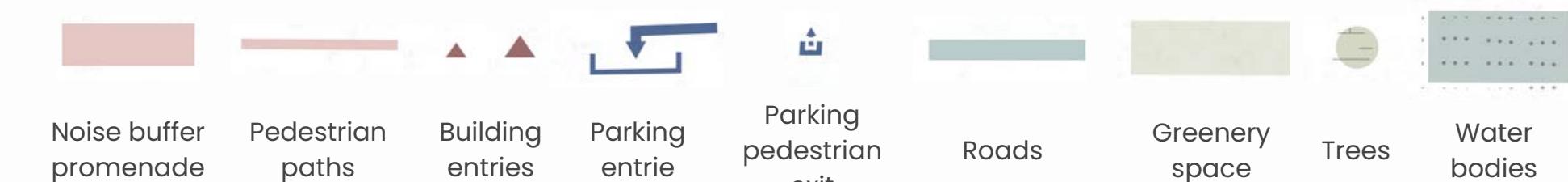
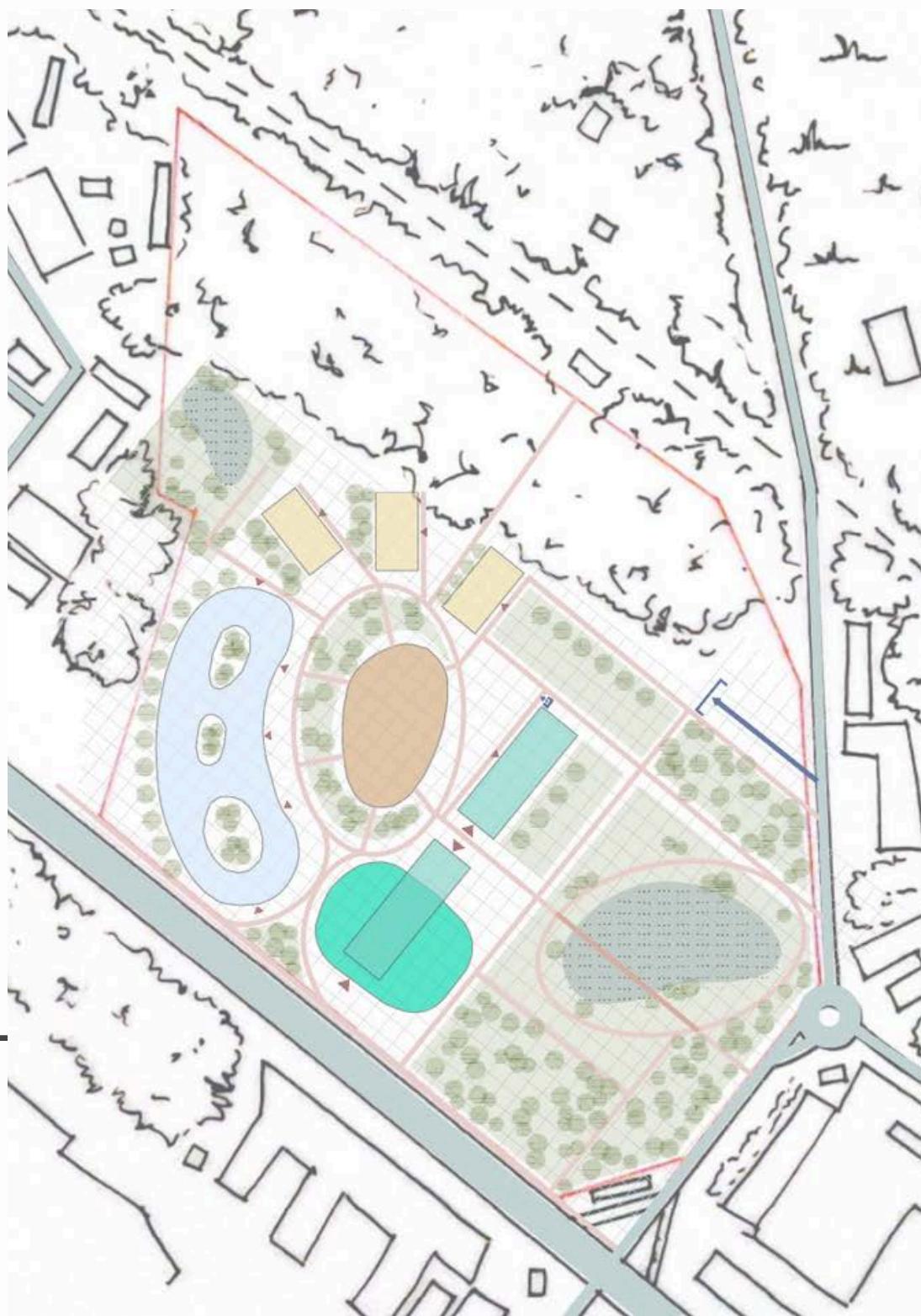


retail



hall

2. Organic spreaded



ESET



SWOT



offices



residential

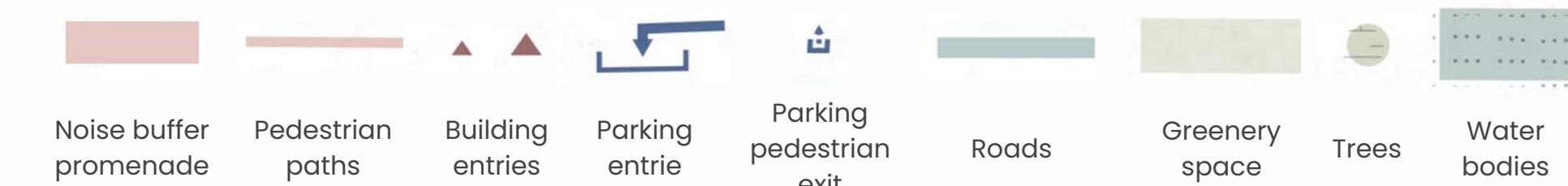
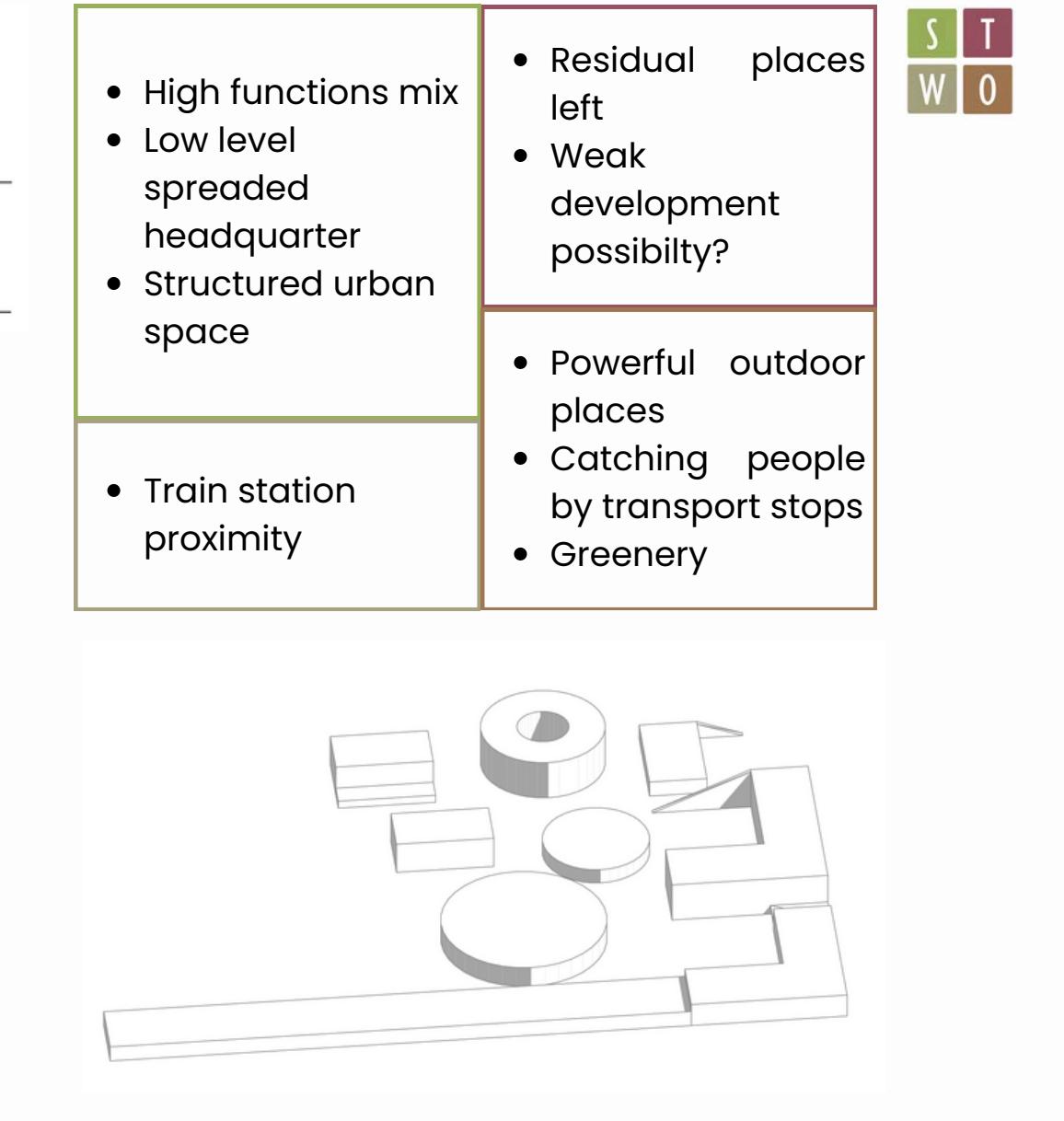
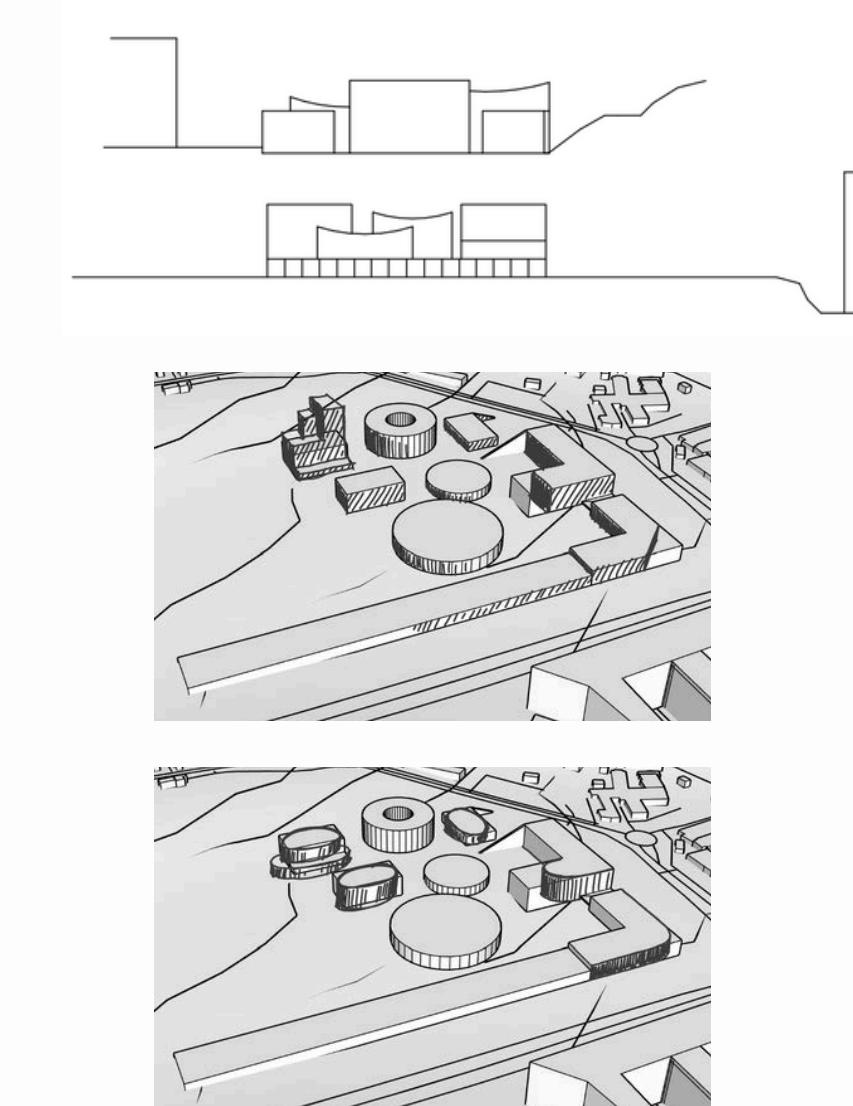
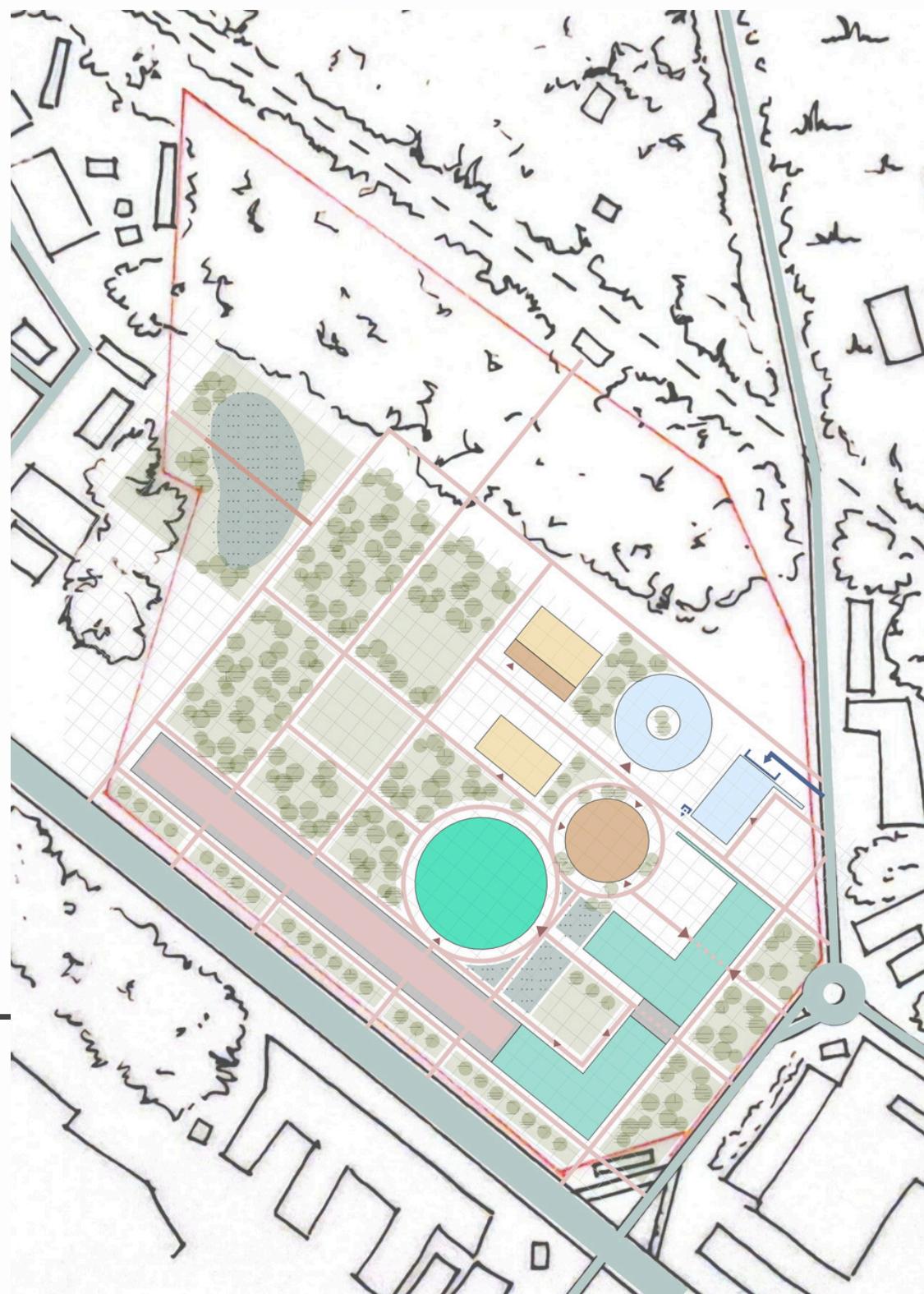


retail

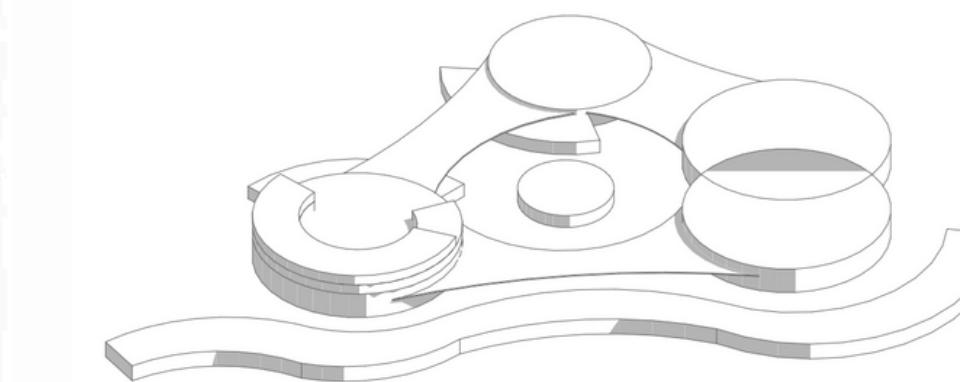
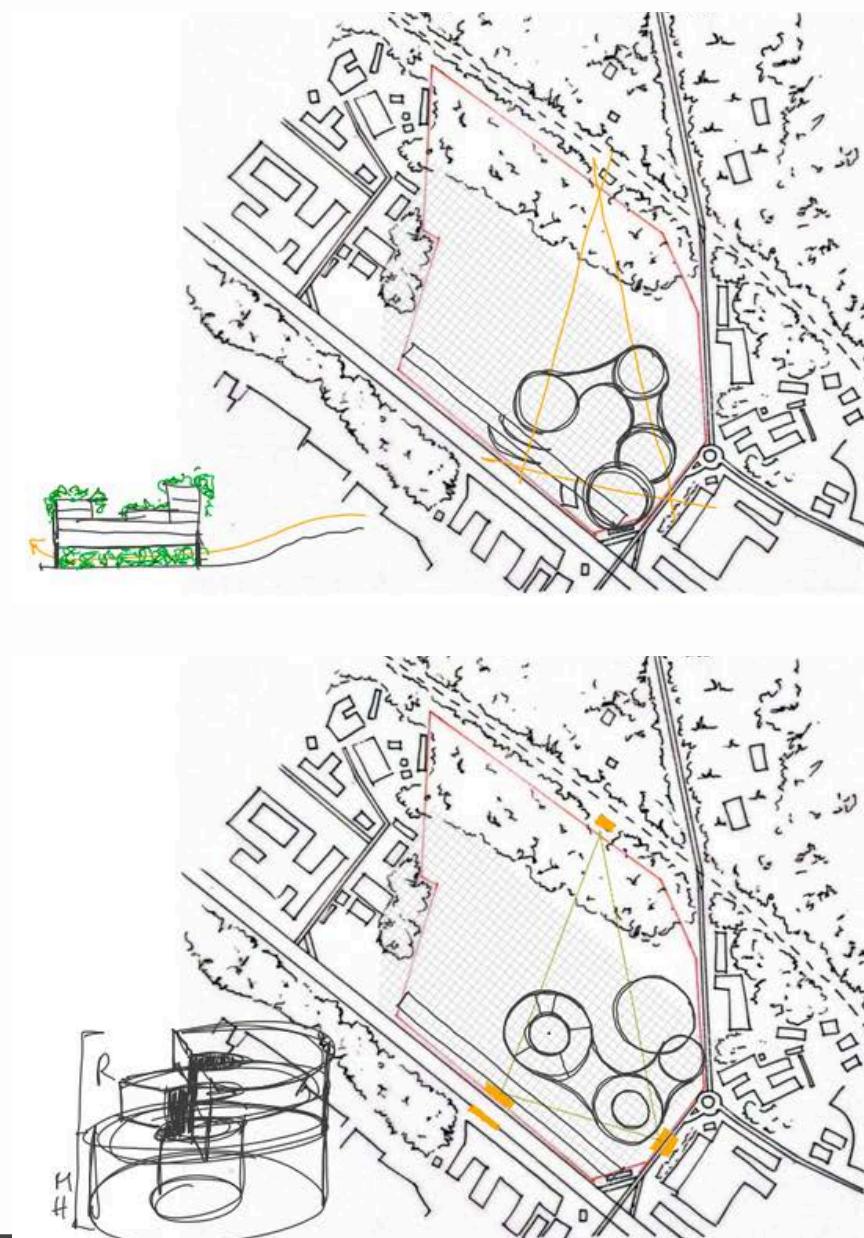


hall

3. Mixed shapes

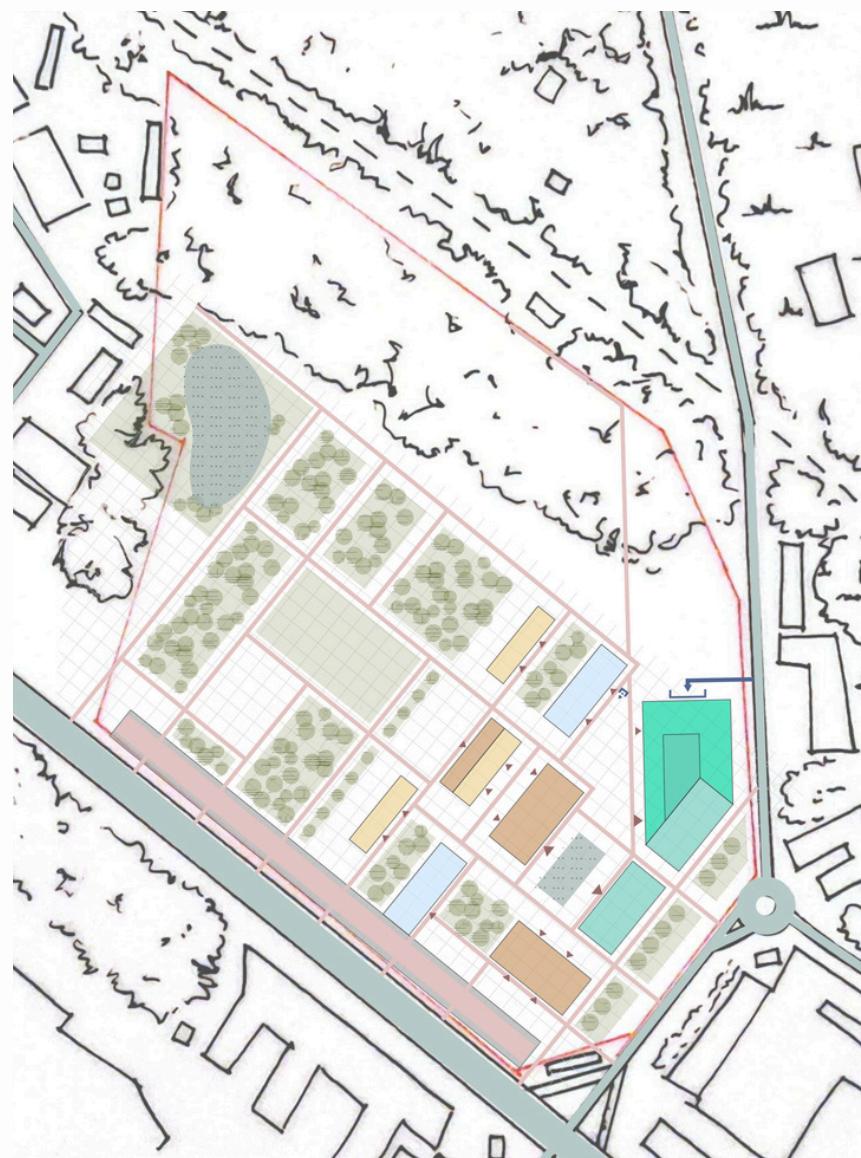


4. Full circular

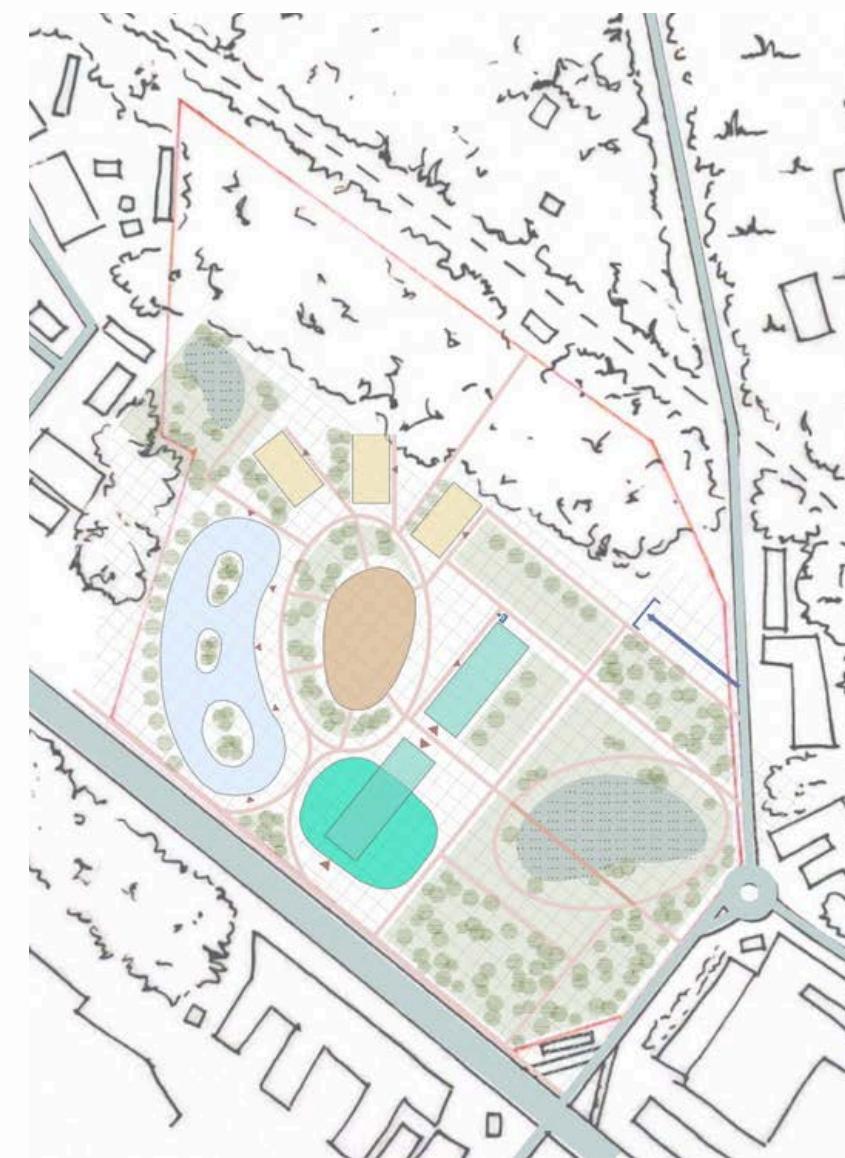


COMPARATIVE SUMMARY

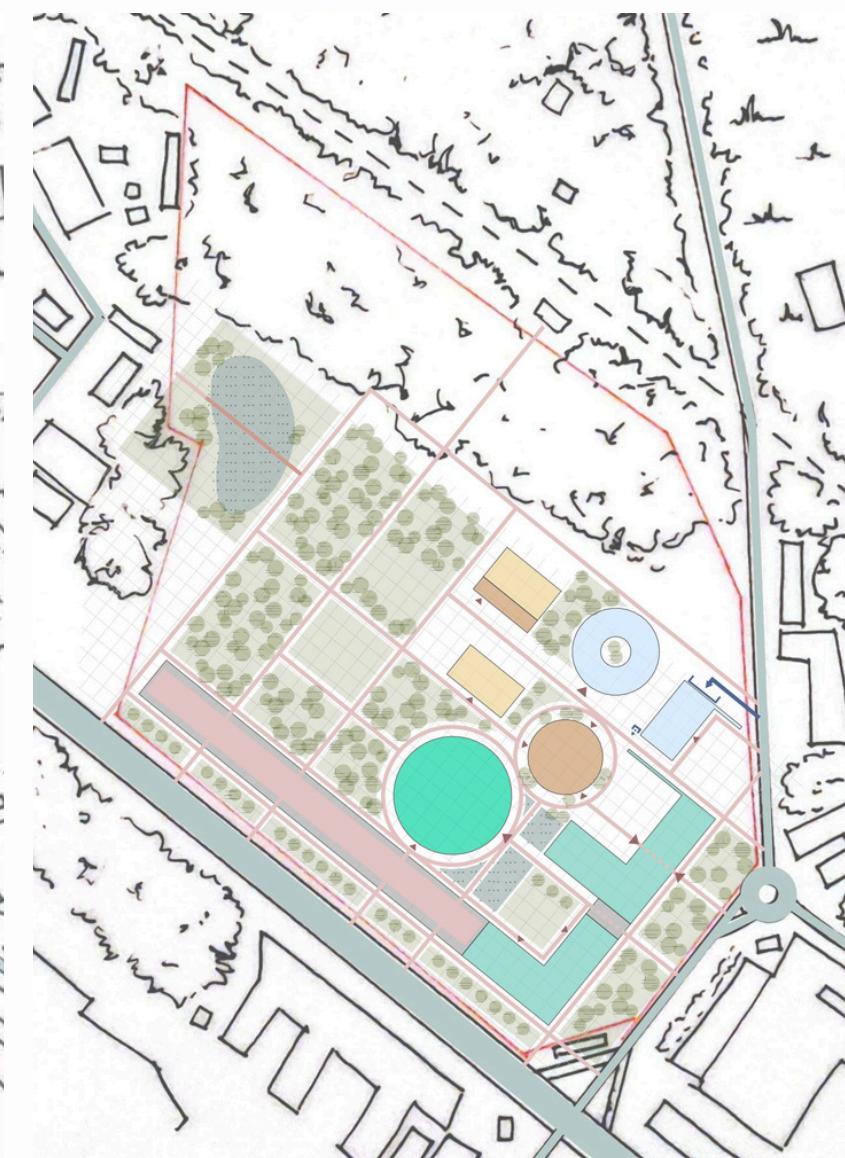




1. Linear orientated



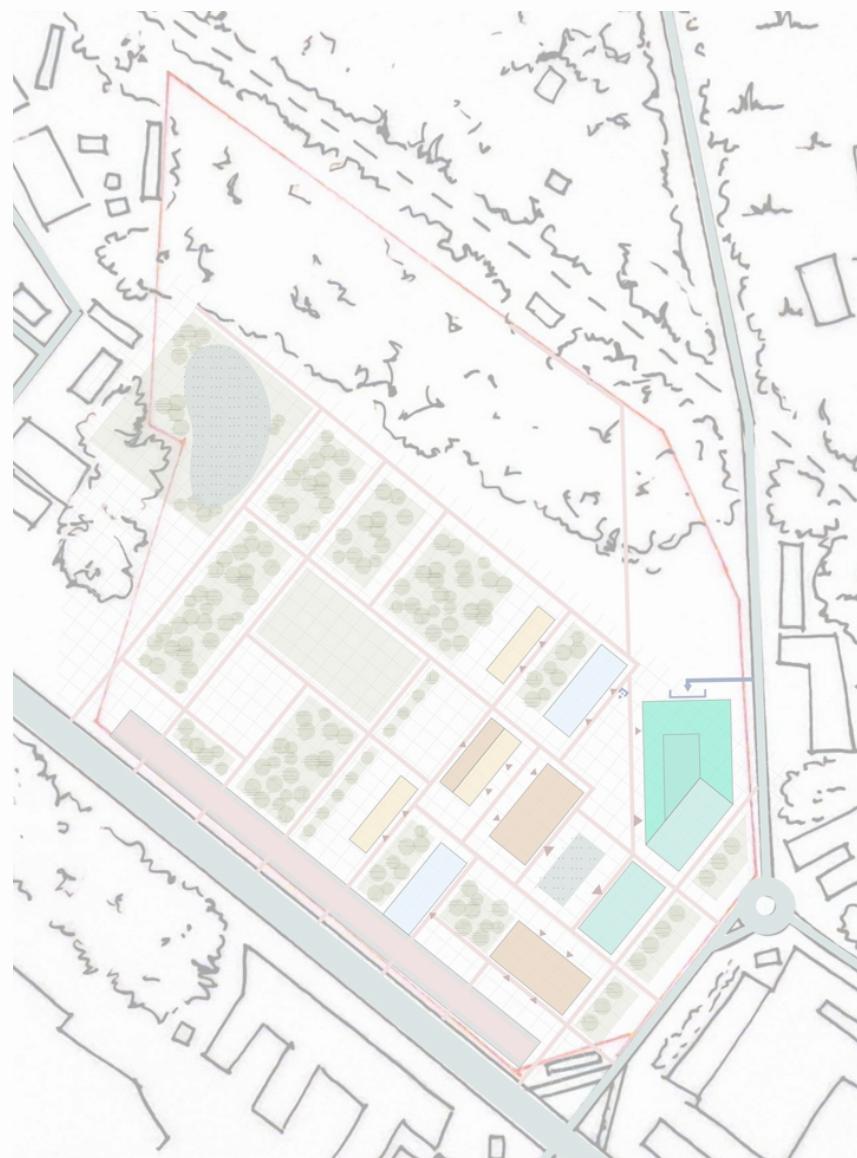
2. Organic spreaded



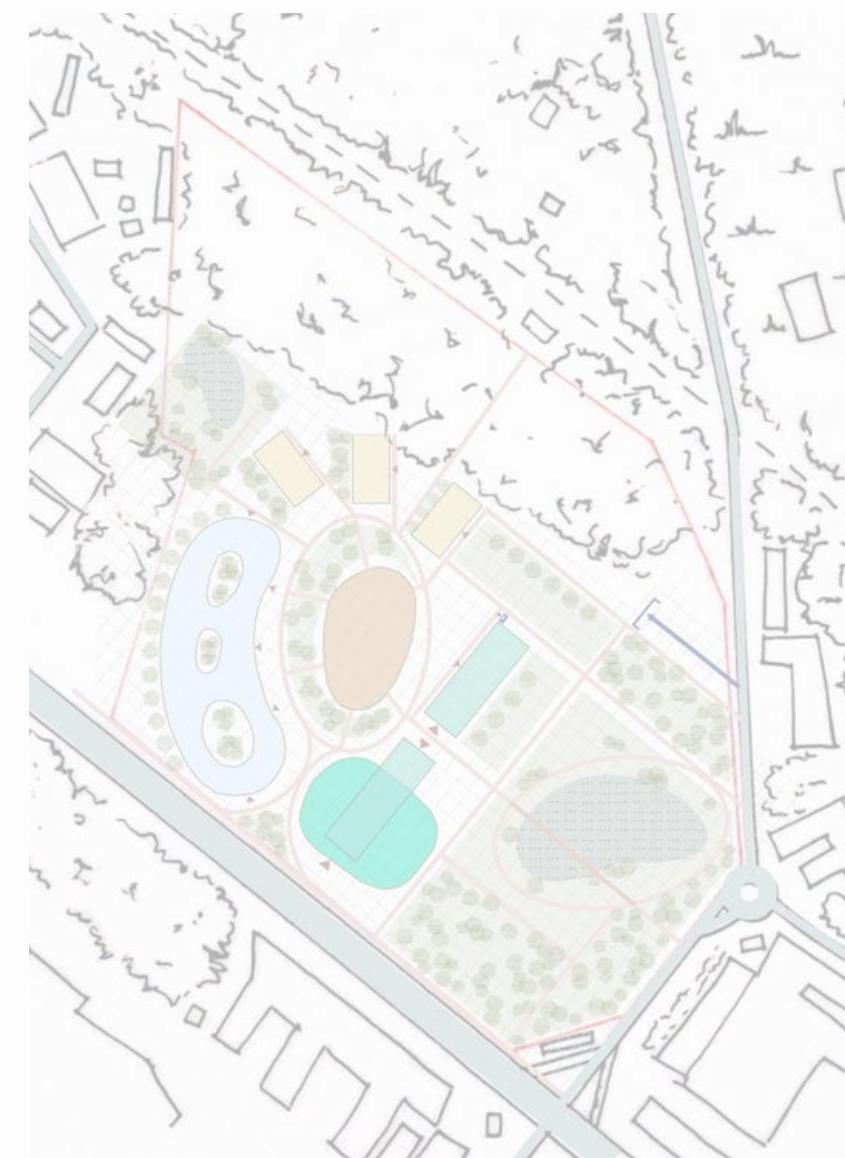
3. Mixed shapes



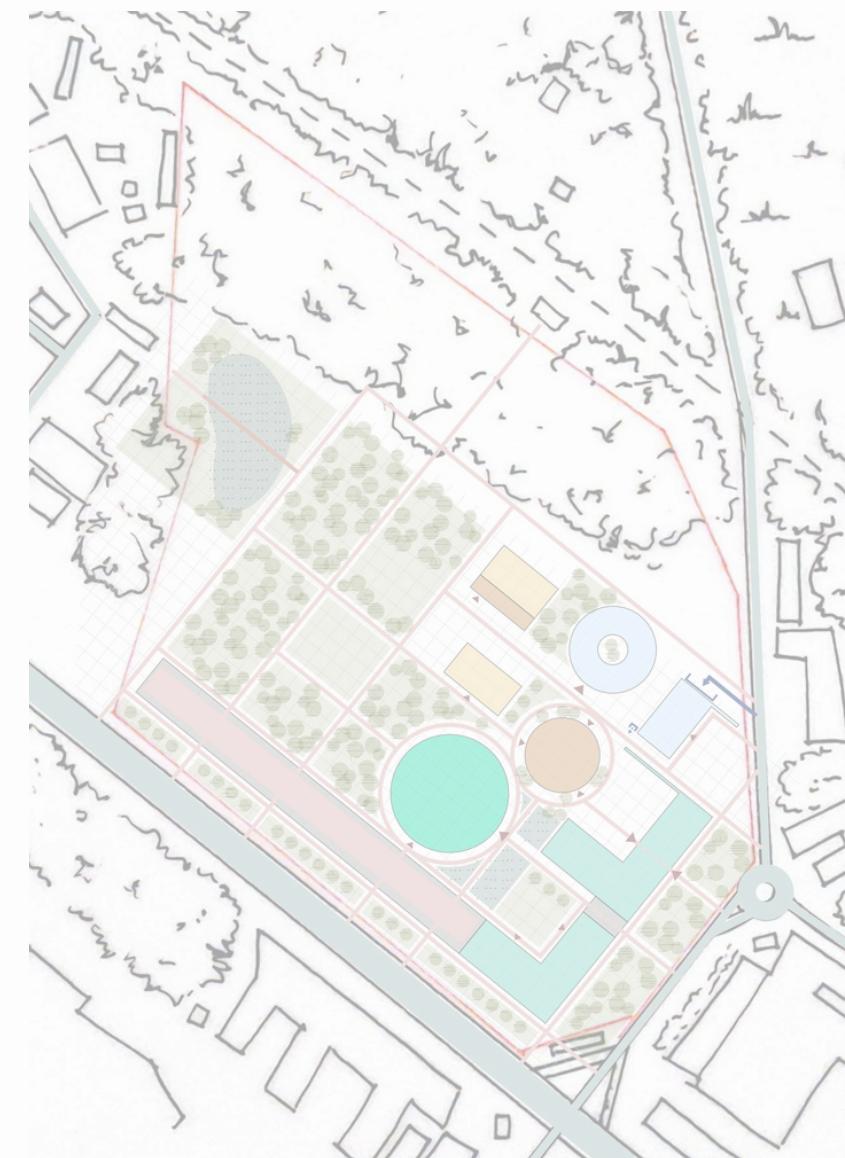
4. Full circular



1. Linear orientated



2. Organic spreaded



3 . Mixed shapes

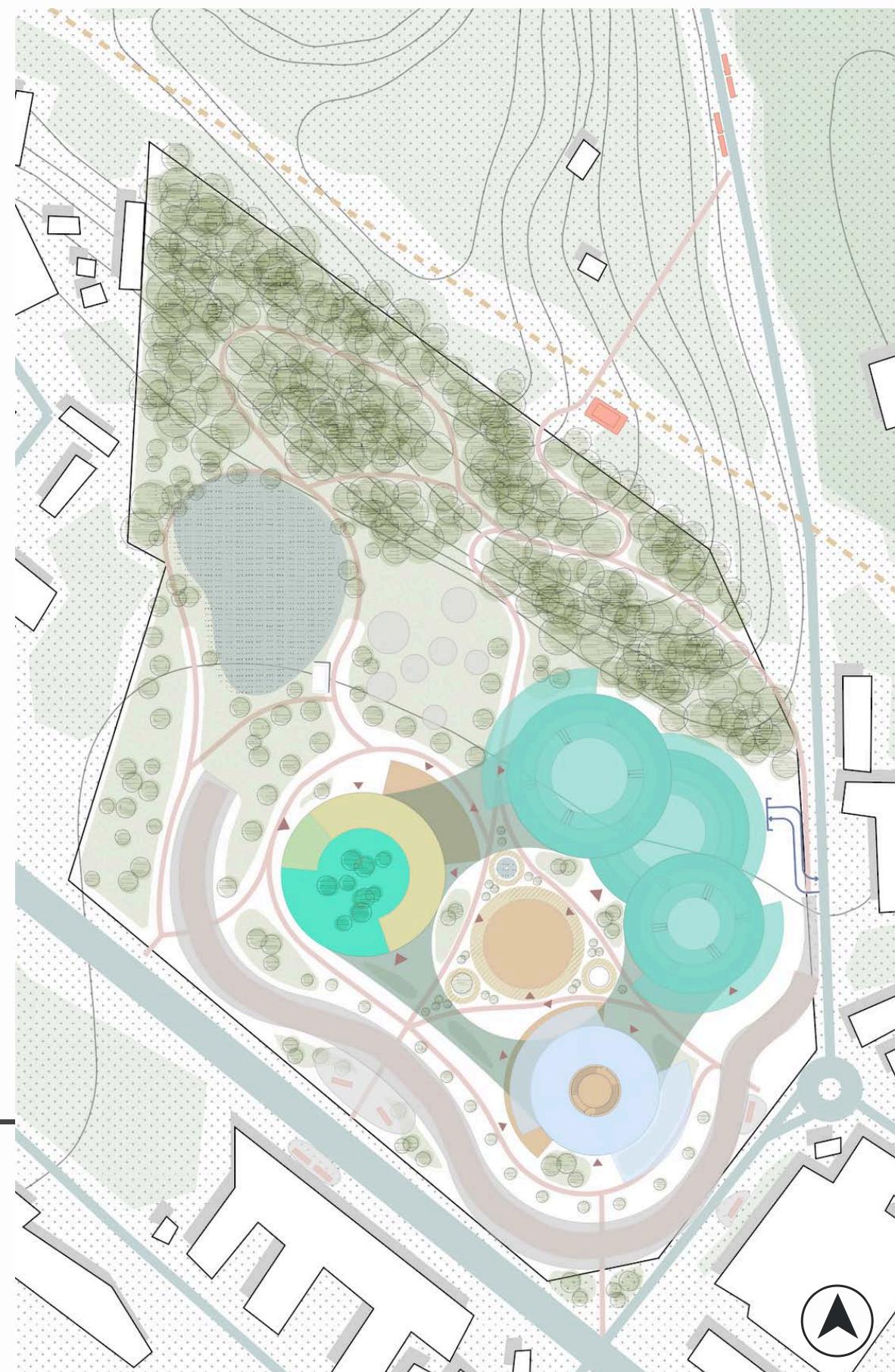


4 . Full circular

FINAL CONCEPT



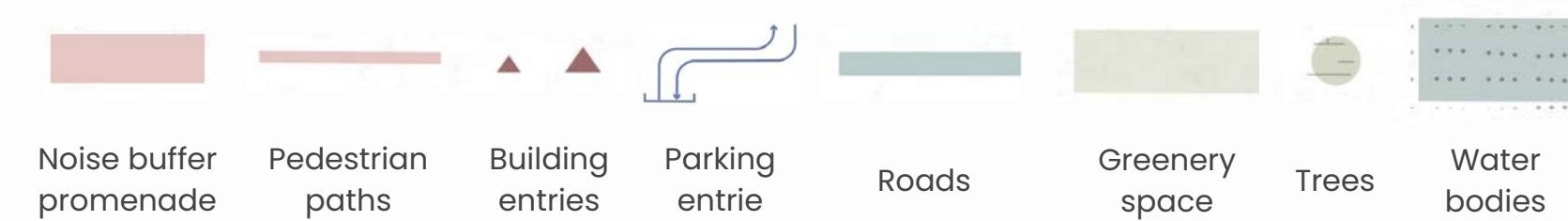
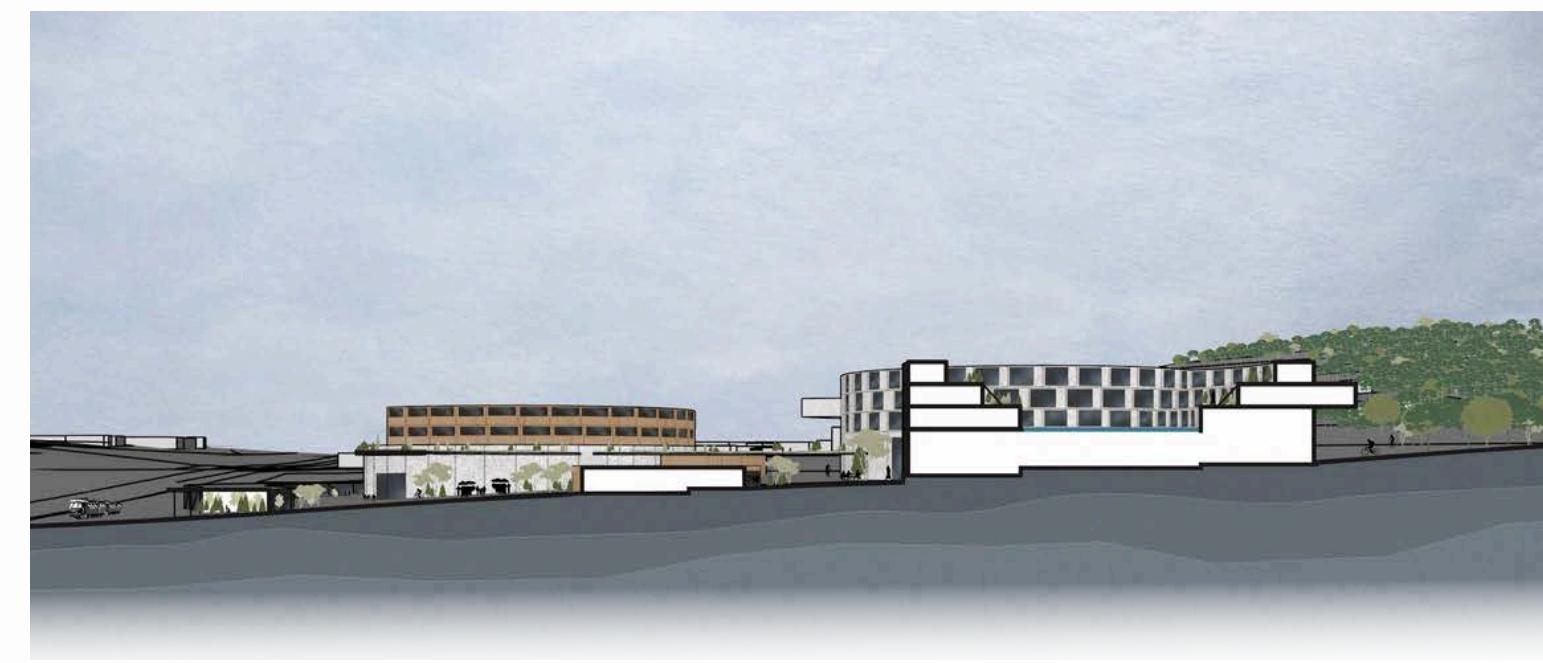
Mass plan



Aerial view



Section



ESET



offices



residential

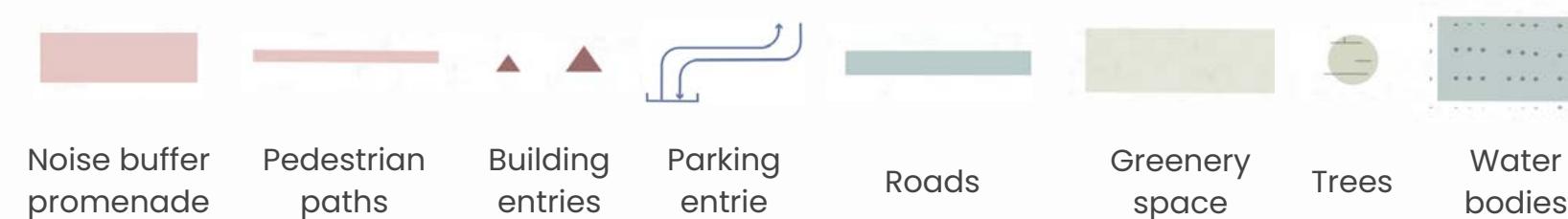
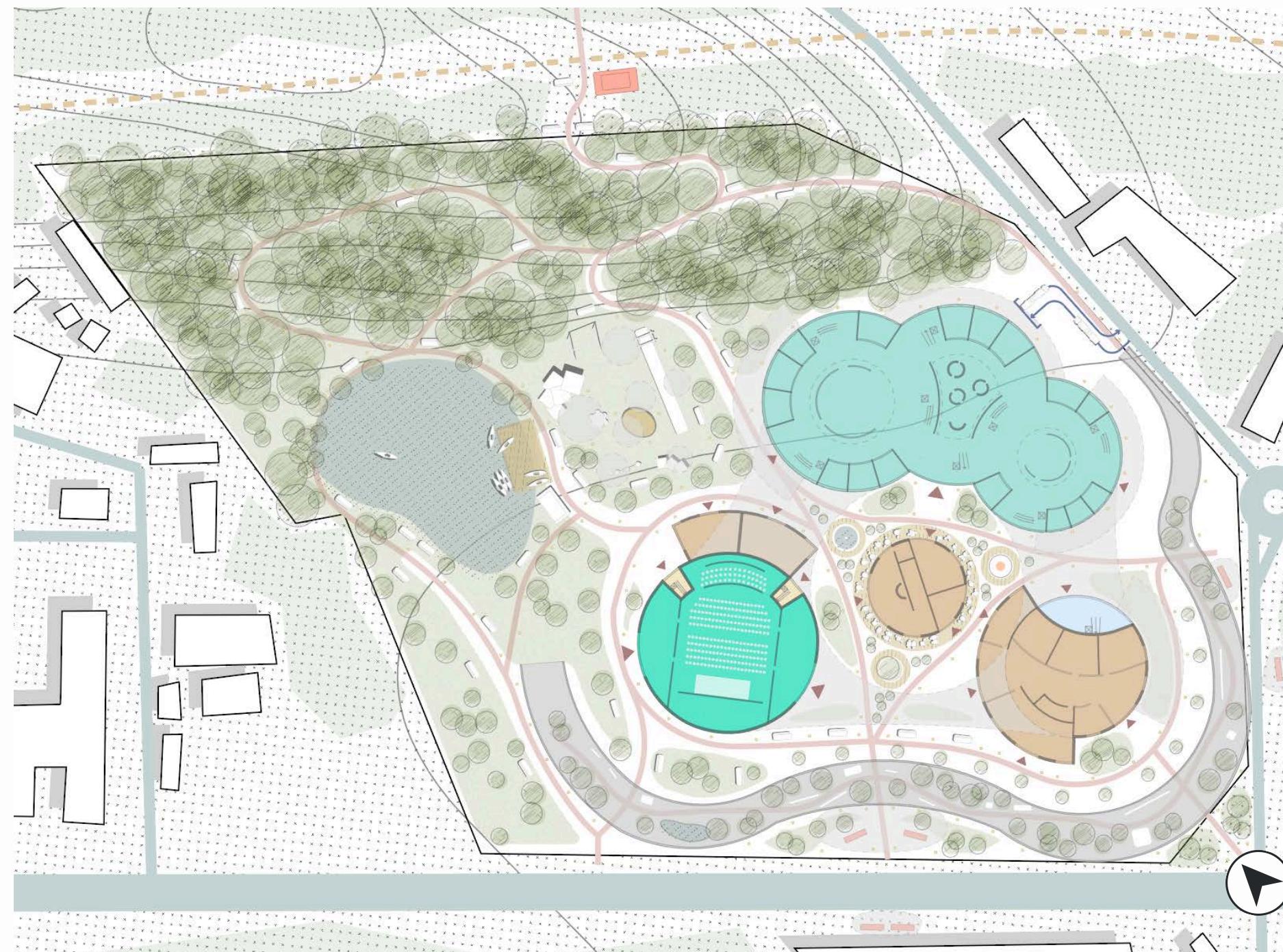


retail



hall

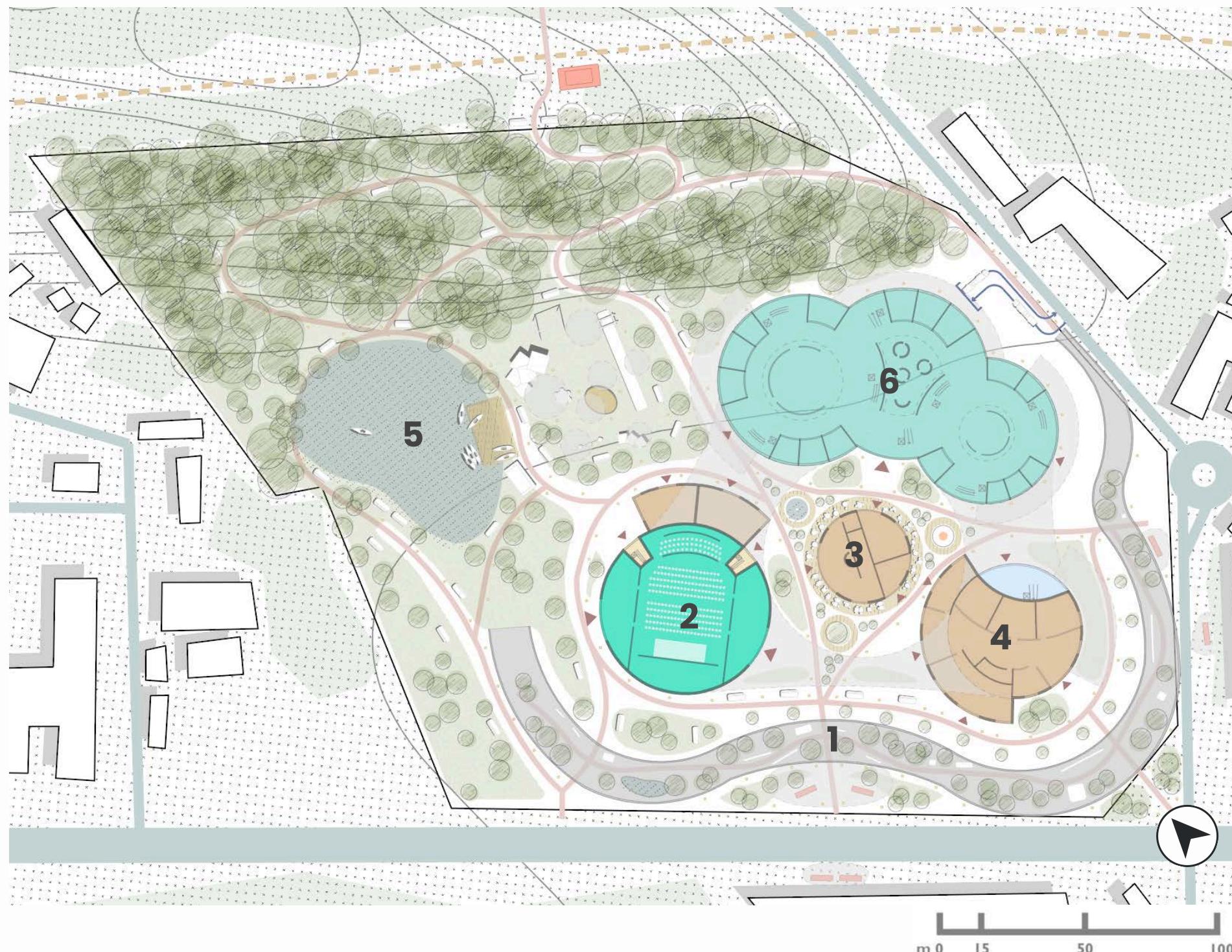
Ground floor plan



DIGITAL TWIN



Ground floor plan



6 worlds, 6 spaces on site

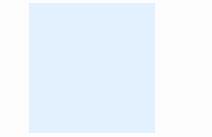
6 ways to explore our world's heritage and evolution.

From natural history to cultural heritage, going to the industrial revolution we arrive to the technological development by passing through the underwater world exploration.

AI is a tool that will propel us into this historical simulation of how the human evolution has taken place until today's technological revolution, represented by ESET.



ESET



offices



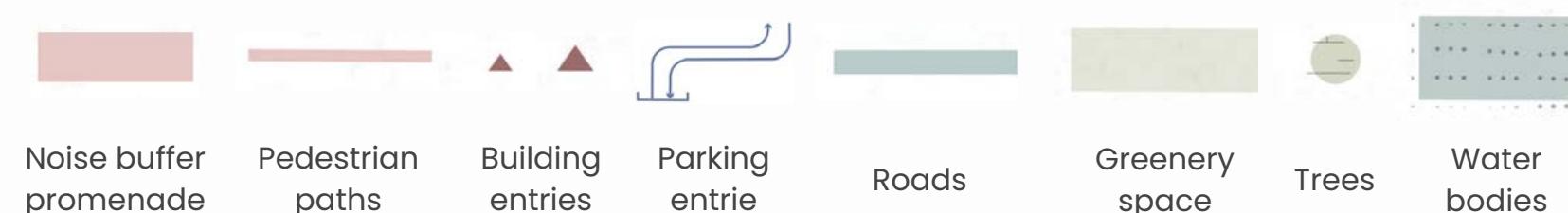
residential



retail



hall



Noise buffer
promenade

Pedestrian
paths

Building
entries

Parking
entry

Roads

Greenery
space

Trees

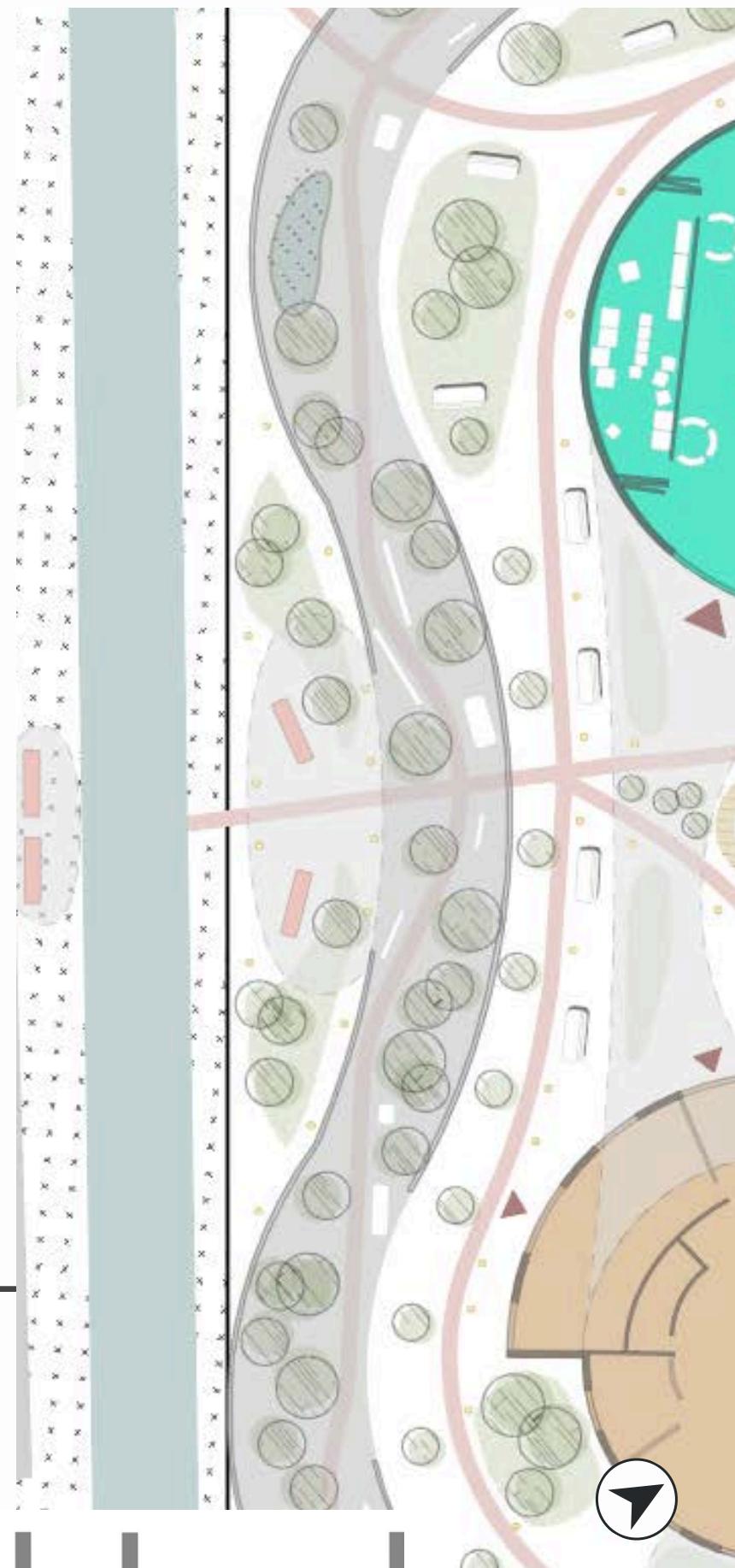
Water
bodies



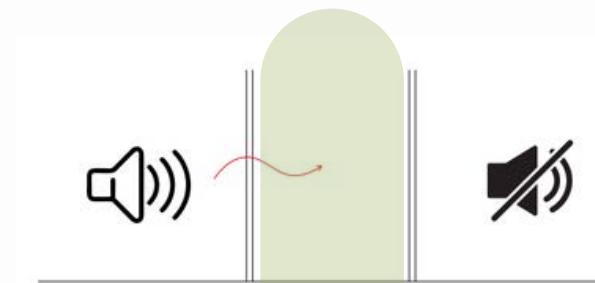
Augmented reality glasses will allow everyone to discover in an impressive & fun way, the world's technological heritage, and where it comes from thanks to each hub's theme on the campus.

PLAN ZOOM-INS

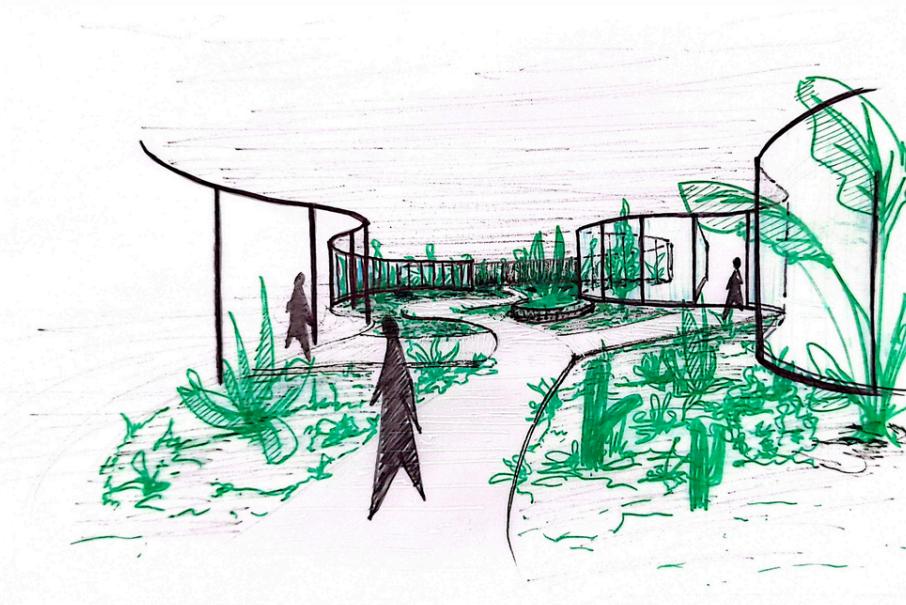




Entering a new world
on the campus.
Beginning with a
glass-house type
passage from street
to campus



Kiseki No Hoshi Botanical Museum
Awaji Yumebutai, Japan
2000



Entrance of the campus passage, sketch



ESET



offices



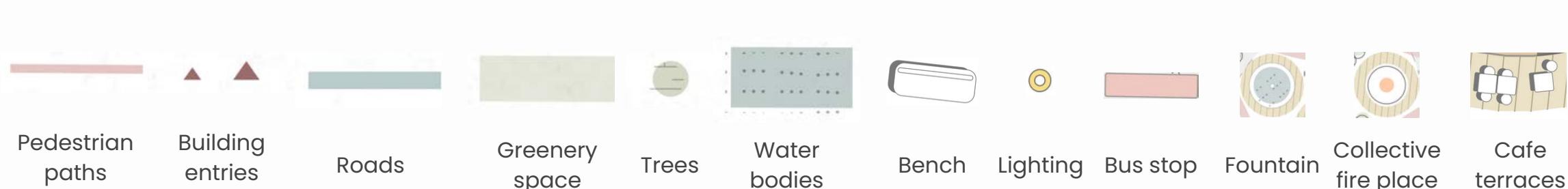
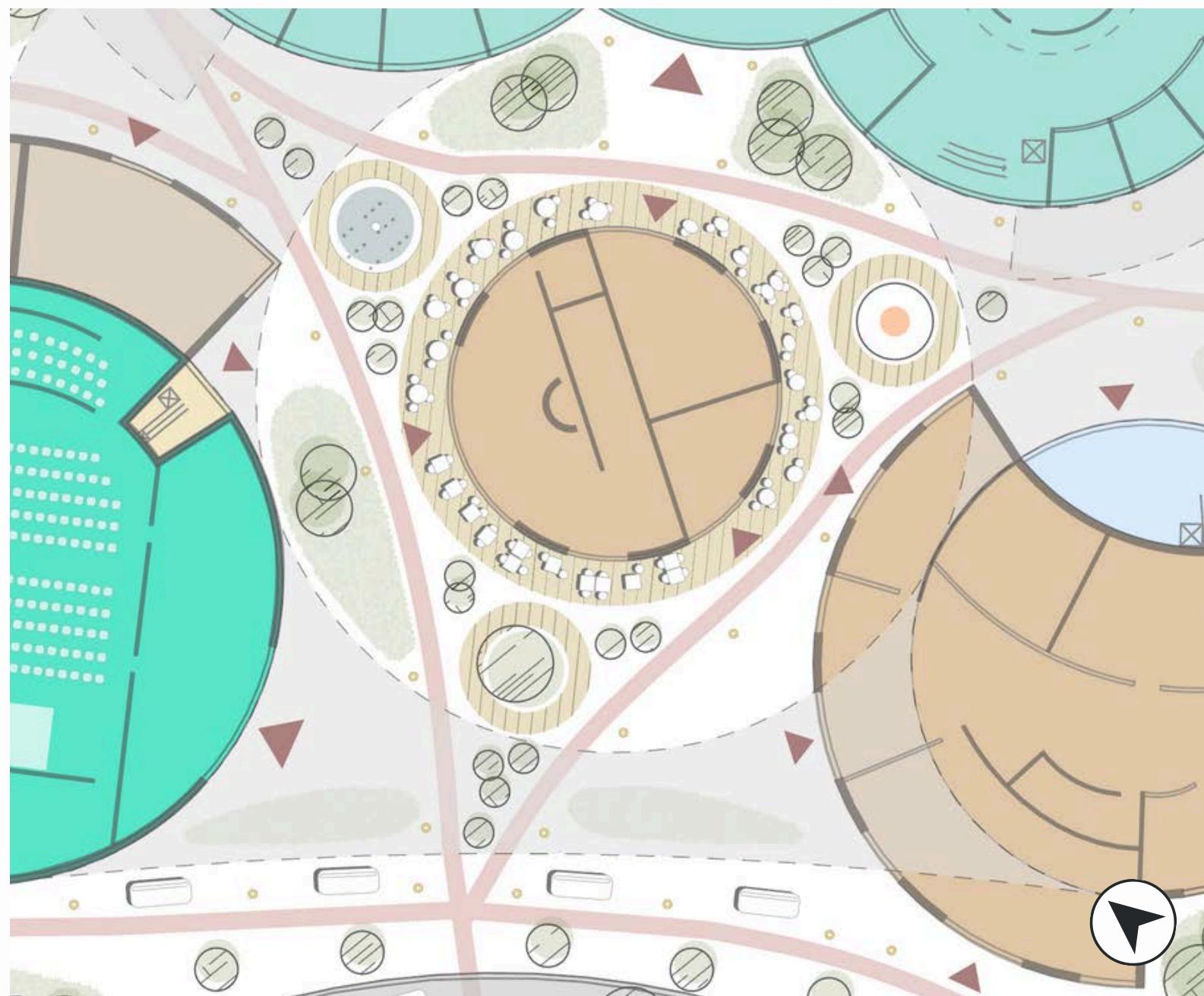
residential



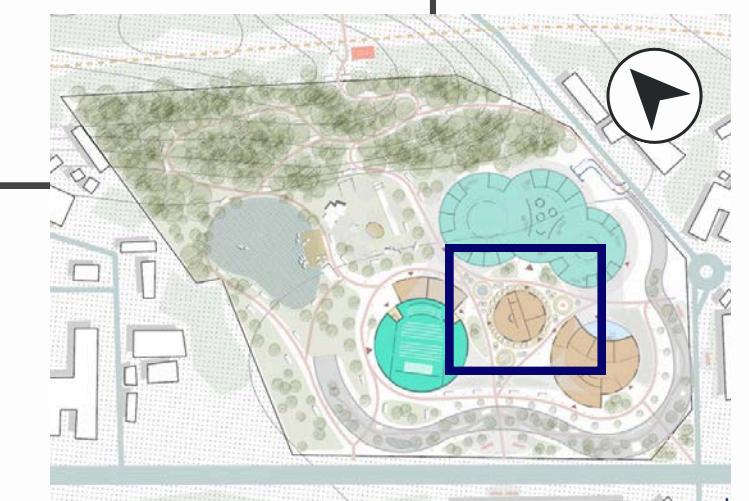
retail

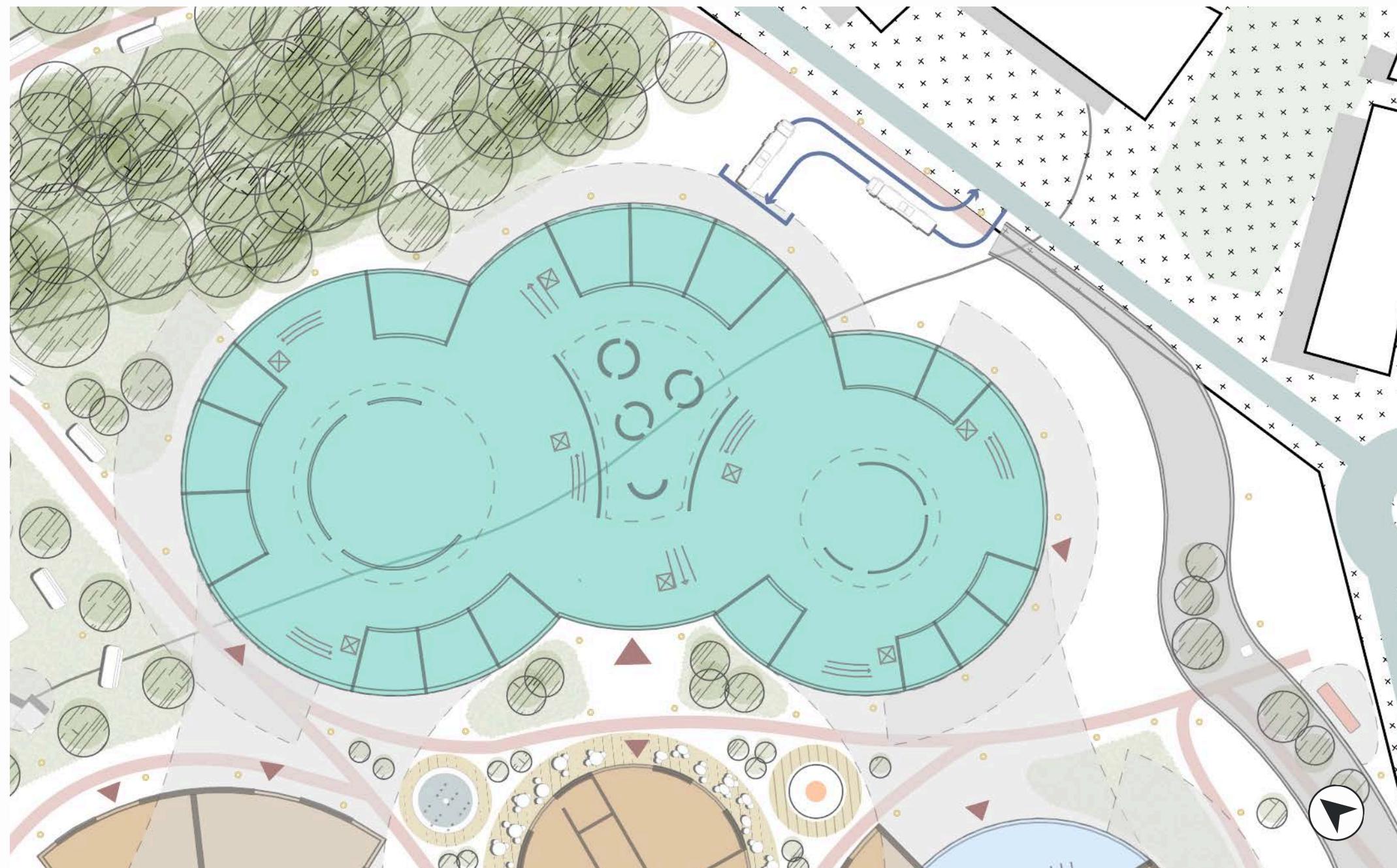


hall



The terraces directly onto the place give an opportunity to everyone to meet and greet, in the objective of people reconnecting inside the chain

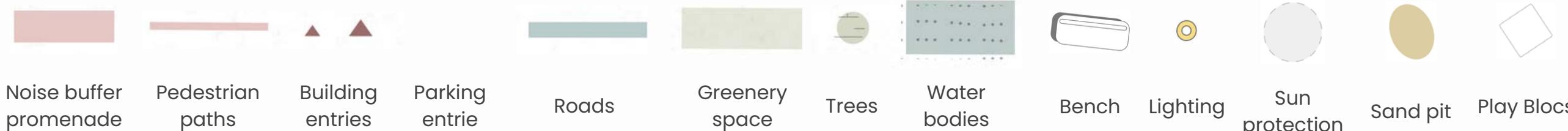


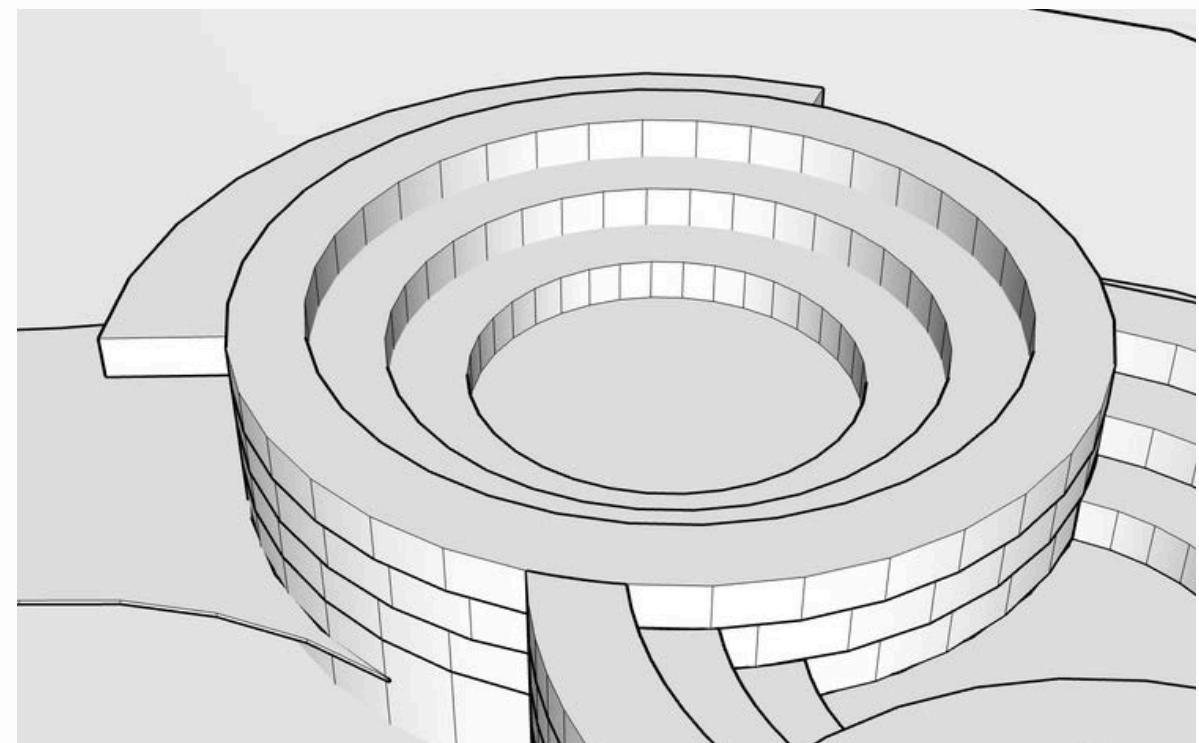


Central spaces where workers reunite, share under the glass roof protecting from climate conditions but still letting the sunshine through



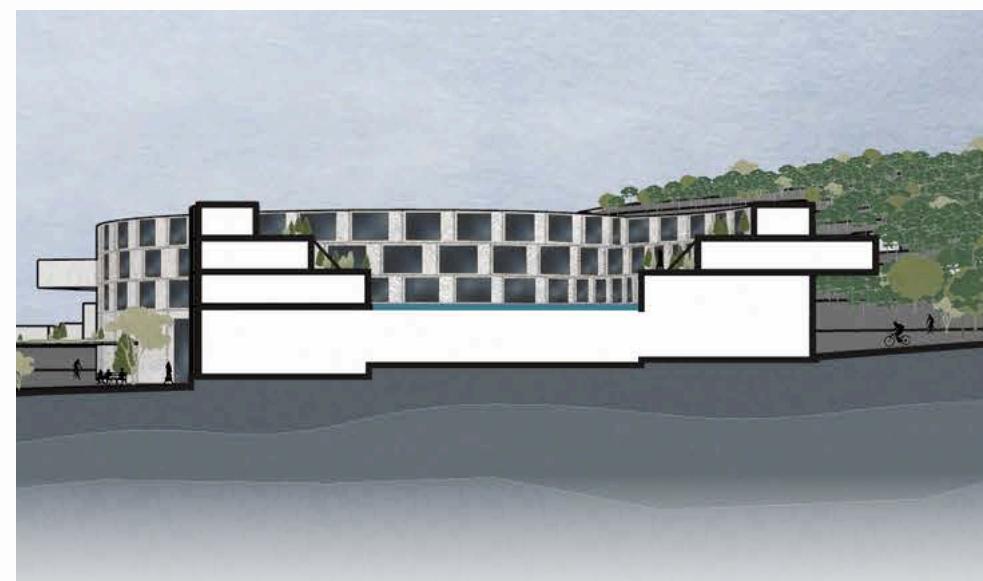
ESET Headquarters lobby, sketch



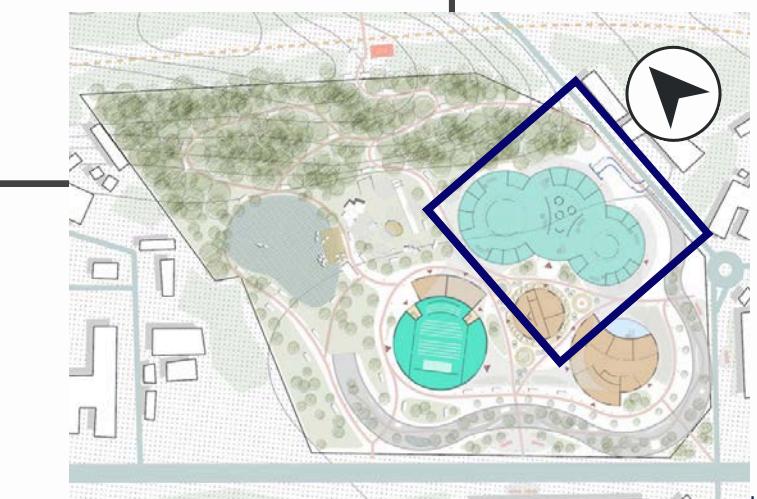


Terraces :

- Dynamic meeting & passing points
- Visual and physical contact created
- Joyful spaces with greenery & sun



Research sketch



ESET



offices



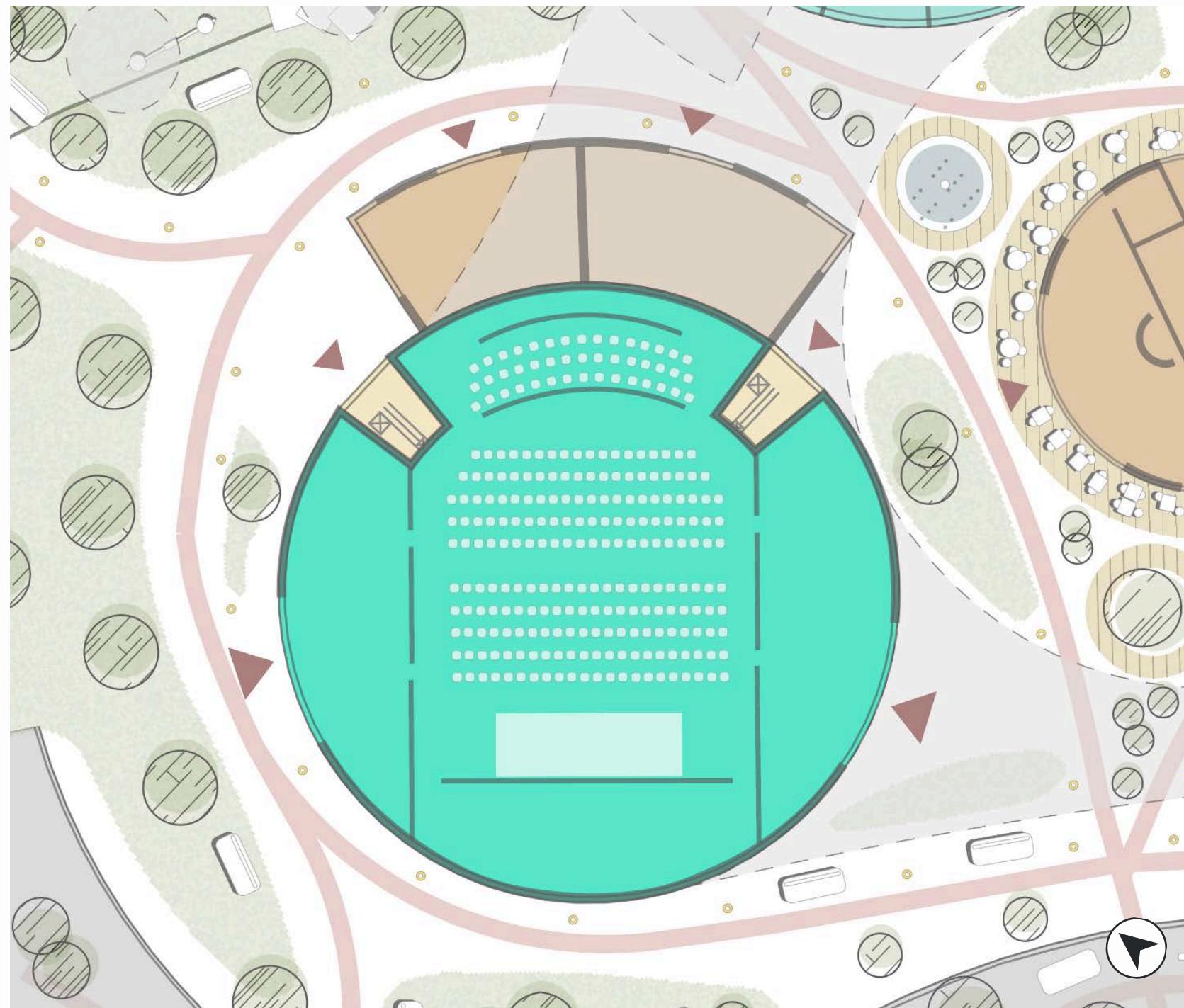
residential



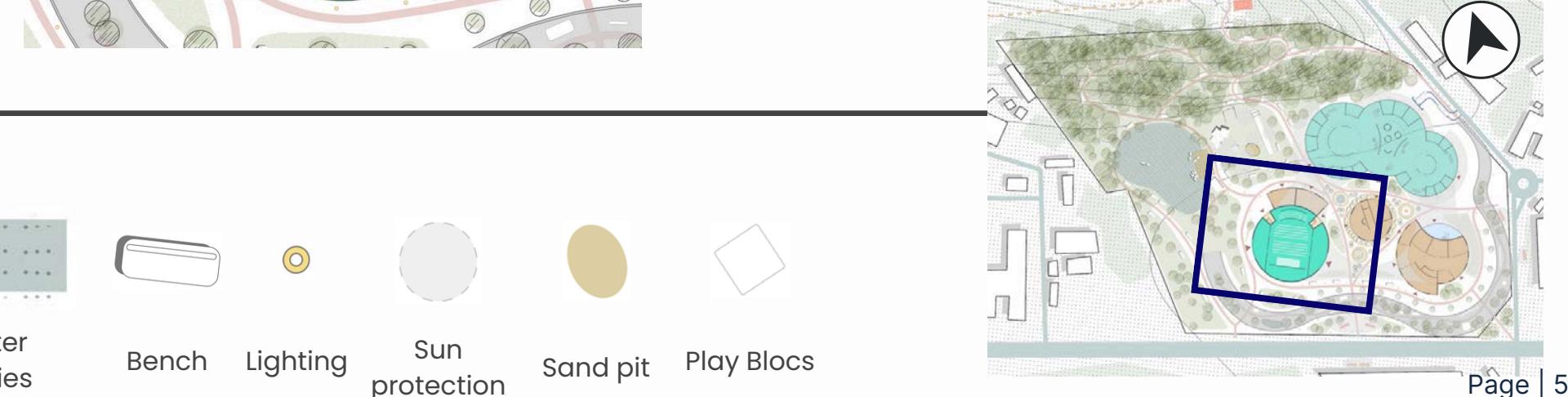
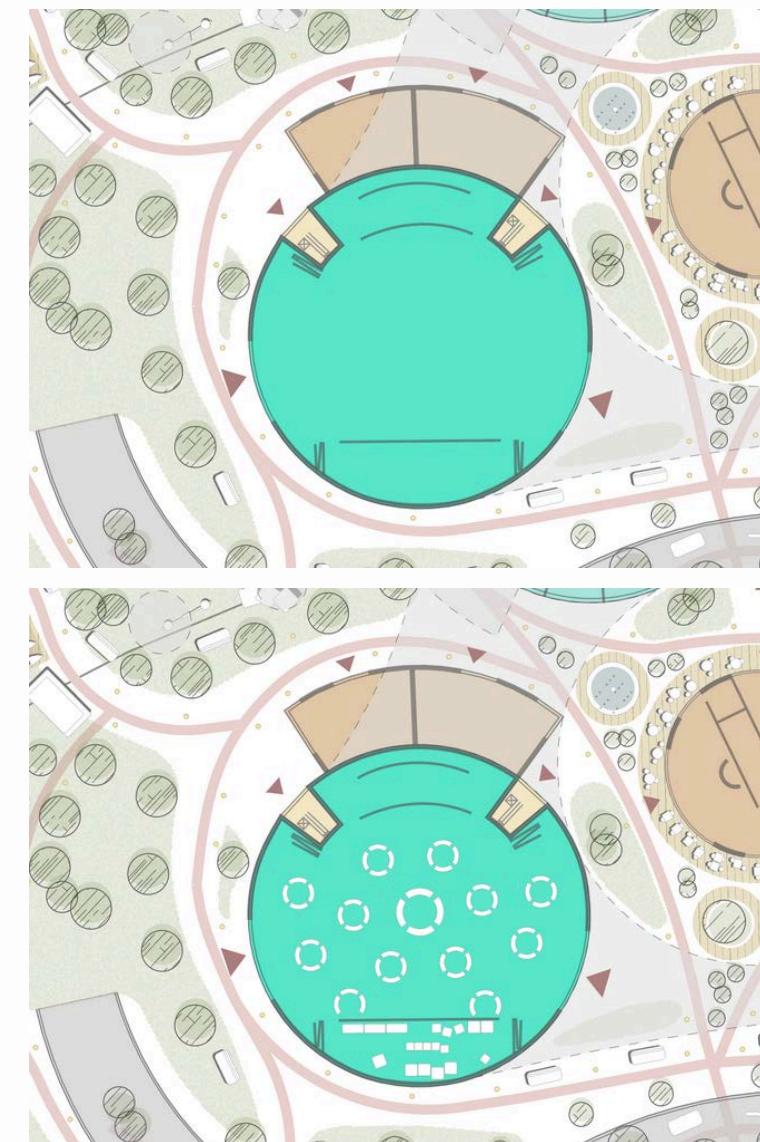
retail



hall

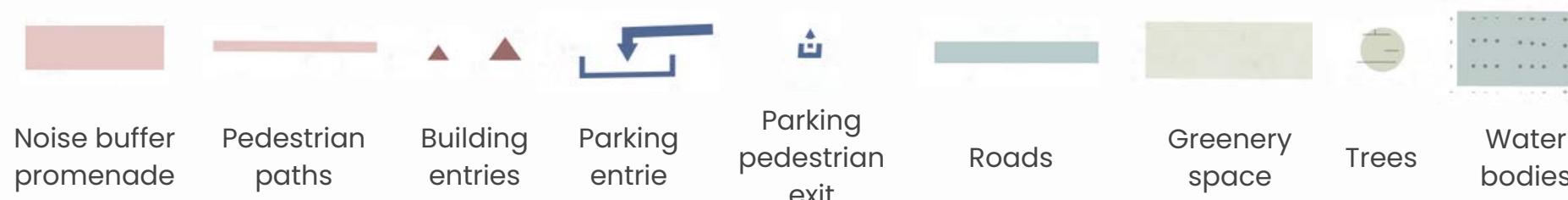
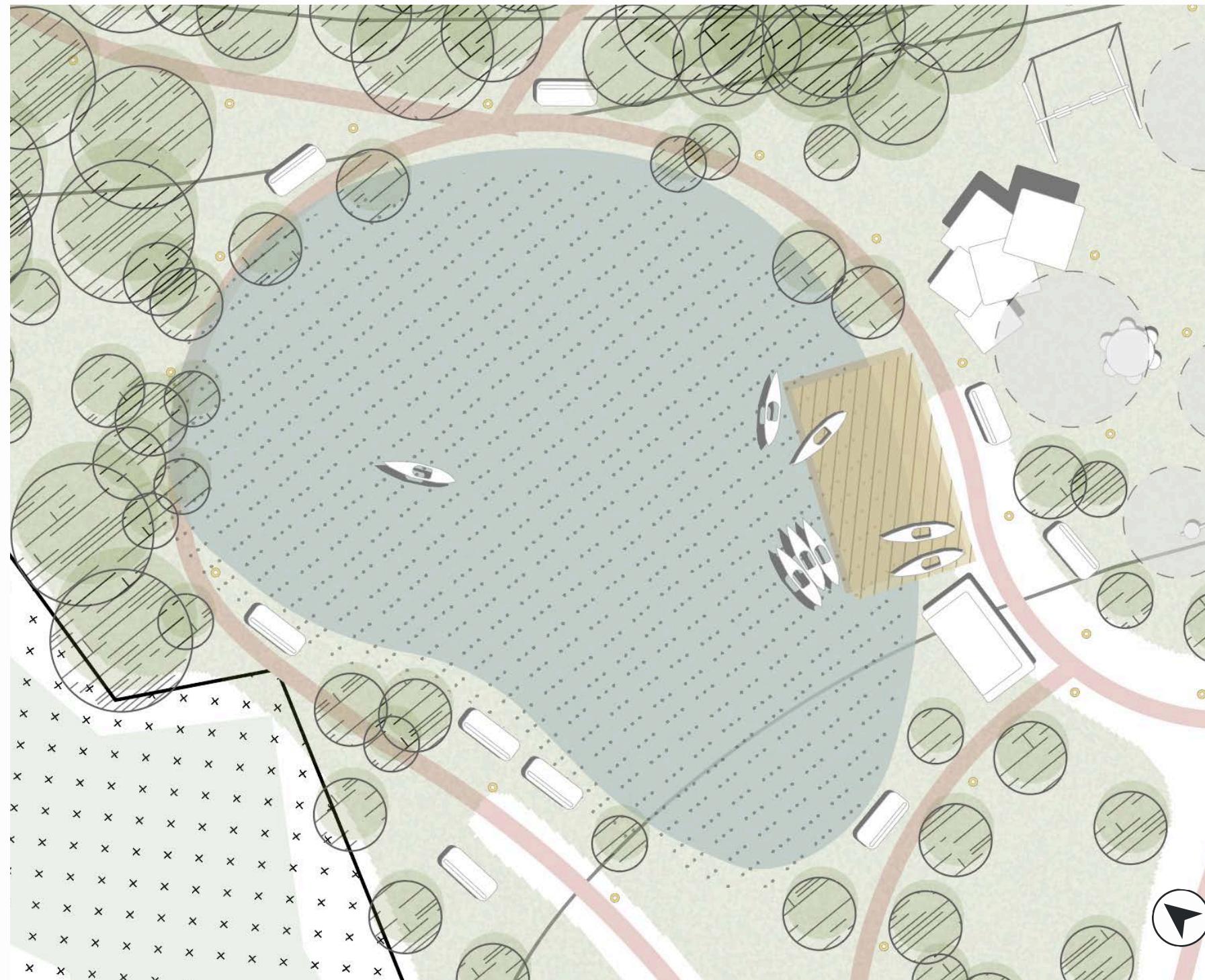


The multi-purpose hall can be modulable with its movable long walls. It can be used as a market hall, concert hall, exhibition hall, and more.



Noise buffer promenade Pedestrian paths Building entries Parking entries Roads Greenery space Trees Water bodies Bench Lighting Sun protection Sand pit Play Blocs

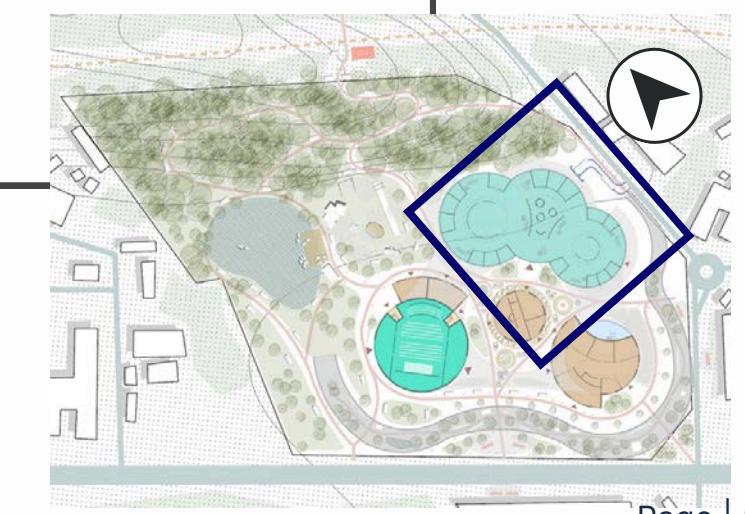
ESET
offices
residential
retail
hall



Water activities are known for calming people and offering a relaxing time



Photography of a pond,
unknown source





Noise buffer promenade

Pedestrian paths

Building entries

Roads

Greener space

Trees

Water bodies

Bench

Lighting

Sun protection

Sand pit

Play Blocs

Kids area is to ensure each type of user finds a peaceful place on the campus, to welcome and attract a maximum of people



Playground area, sketch



ESET



offices



residential



retail



hall

THANK
YOU

