

Design Studio VII - WS 2025/26

Supervised by

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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





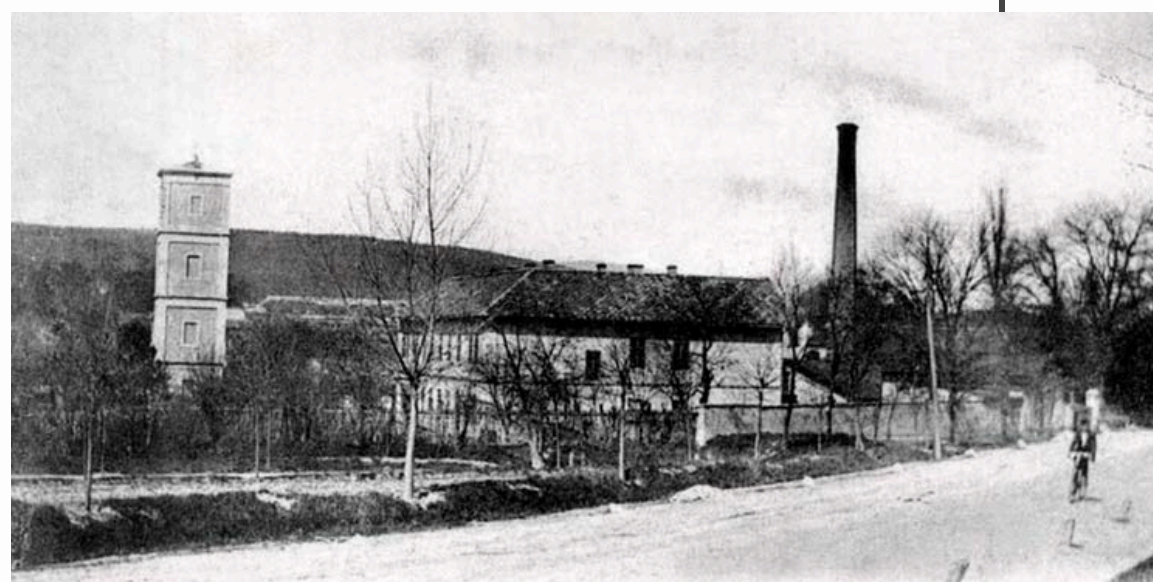
Orphanage & Institute
for the disabled



Communist era &
military hospital



What future ?



Patronka factory



Jewish deportation
camp



ESET compagny
buying the site

1880

1940

March 1942

1950-90

2017

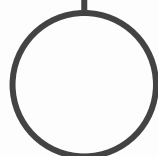
2025-

PROJECTS NEARBY

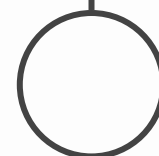




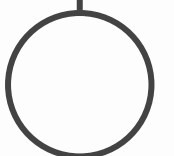
Norbert Dvorčák
Retail space project
?



Transformation project
of the building
?



Čechvala Architects
Housing & office
building
2026-28

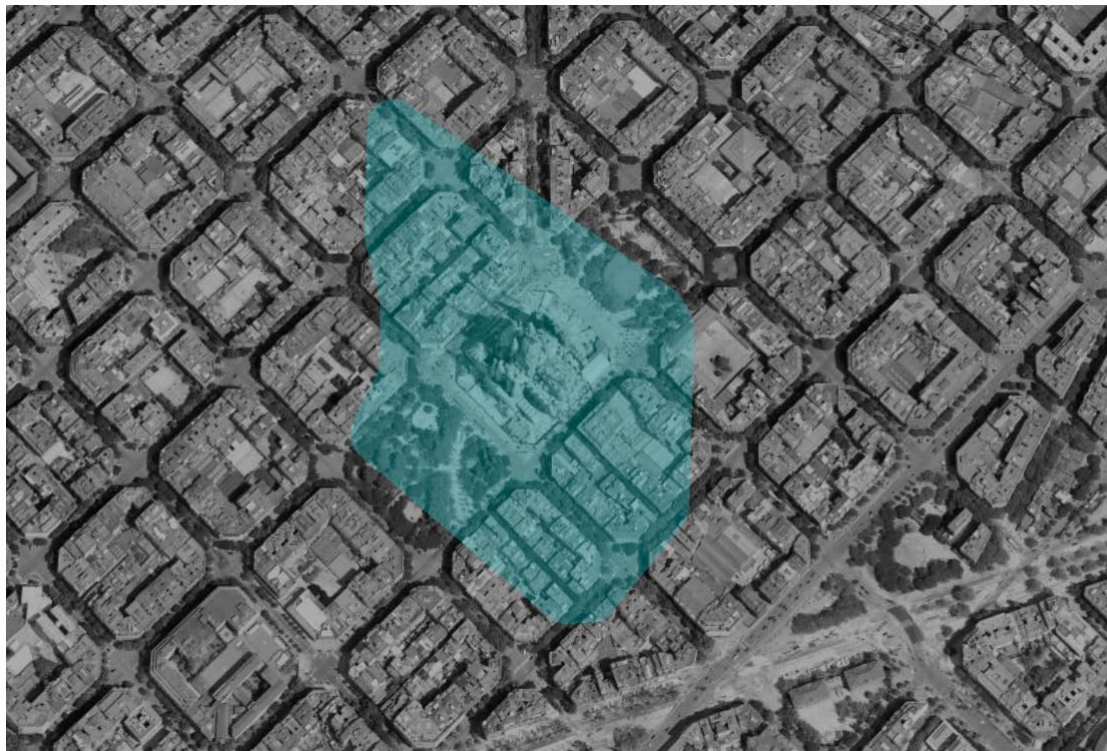


ANALYSIS

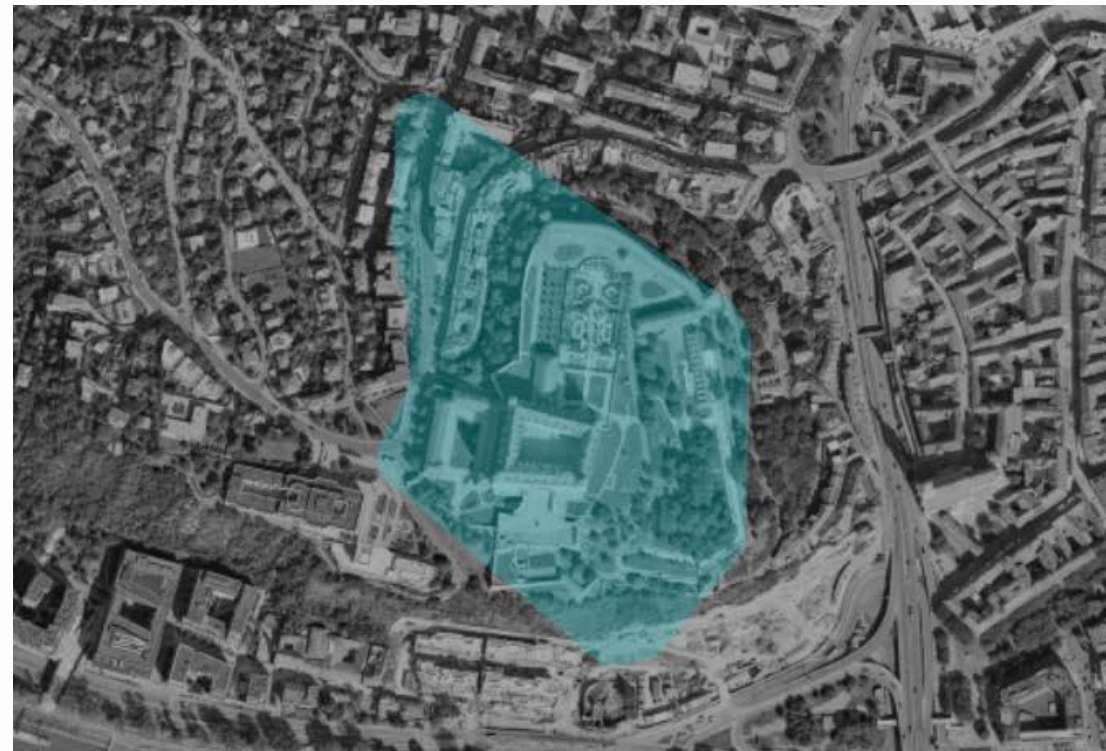


Site size comparison

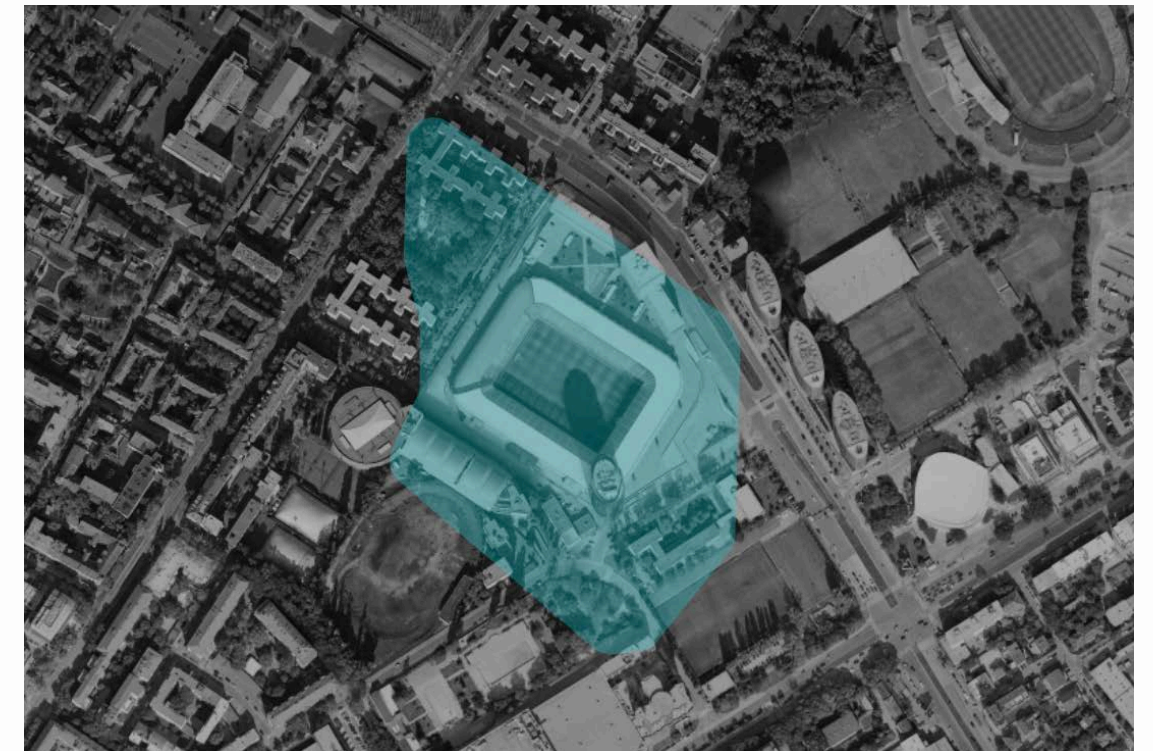
Sagrada familia,
Barcelona

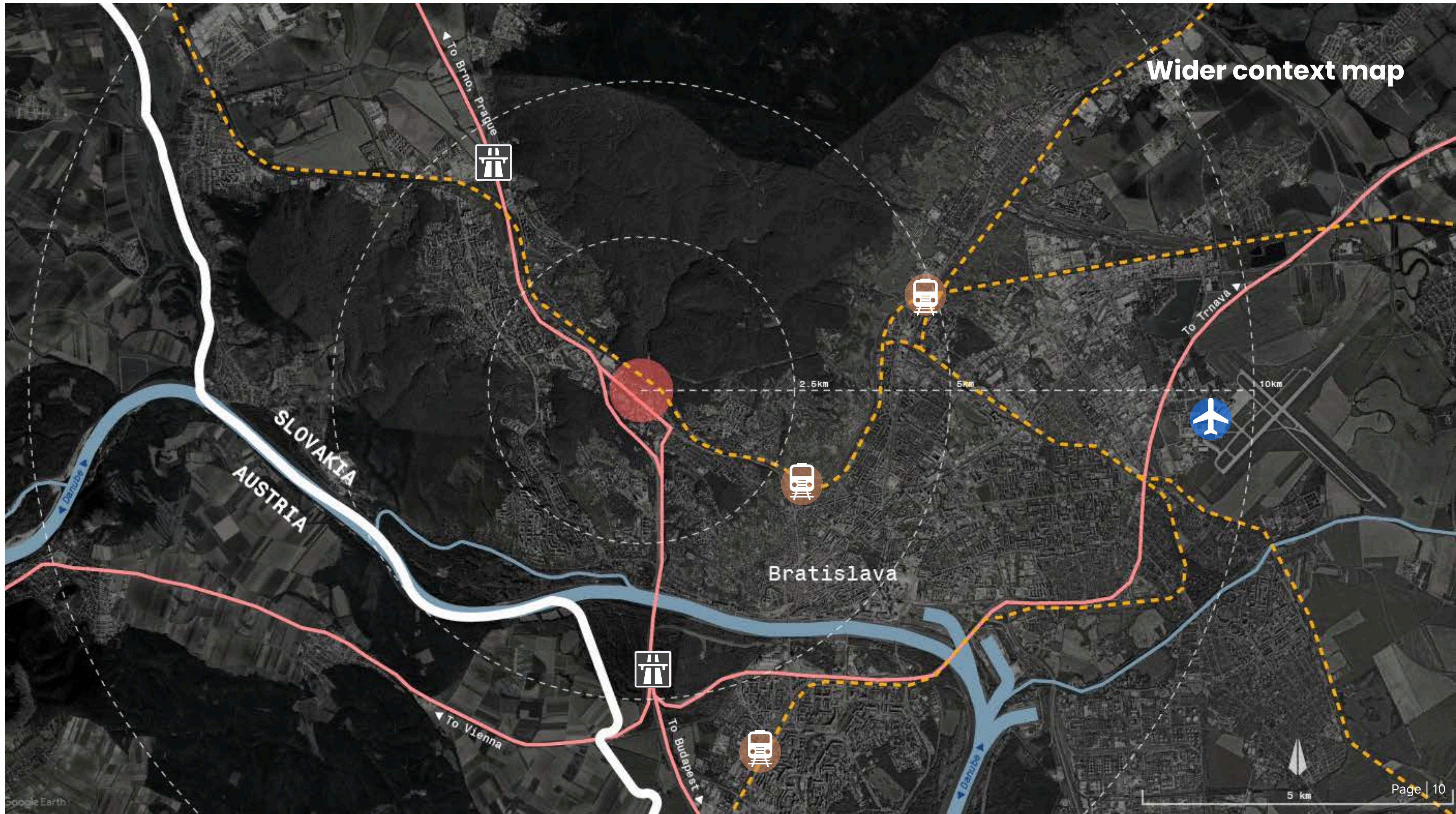


Bratislava castle,
Bratislava



Bratislava Stadium,
Bratislava







**Greenery & water
analysis**

- Water bodies
- Parks, greenery
- Forest

250 m 500 m 1000 m

250 m

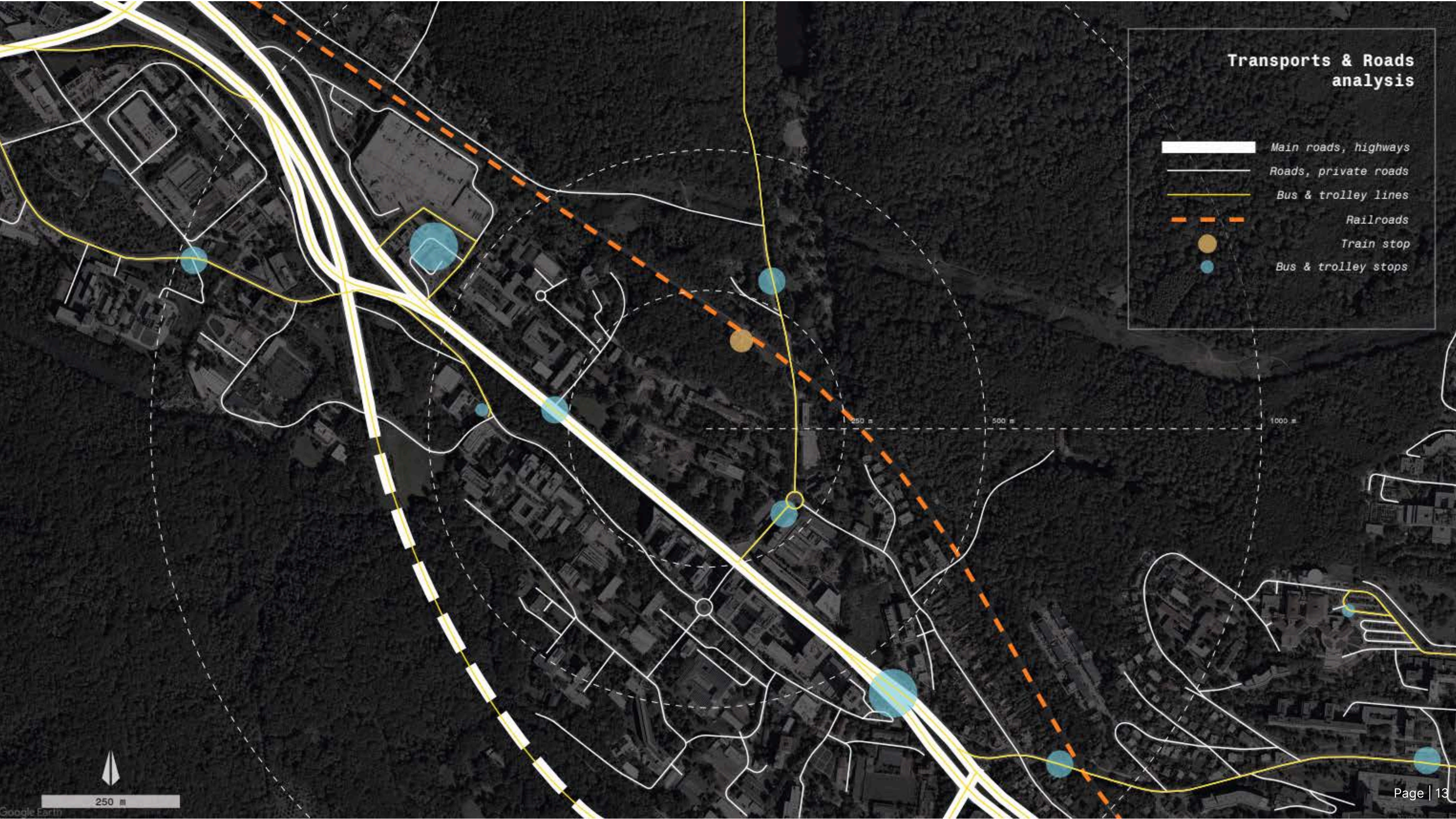


Mobilities analysis

- 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

250 m 500 m 1000 m

250 m



- 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



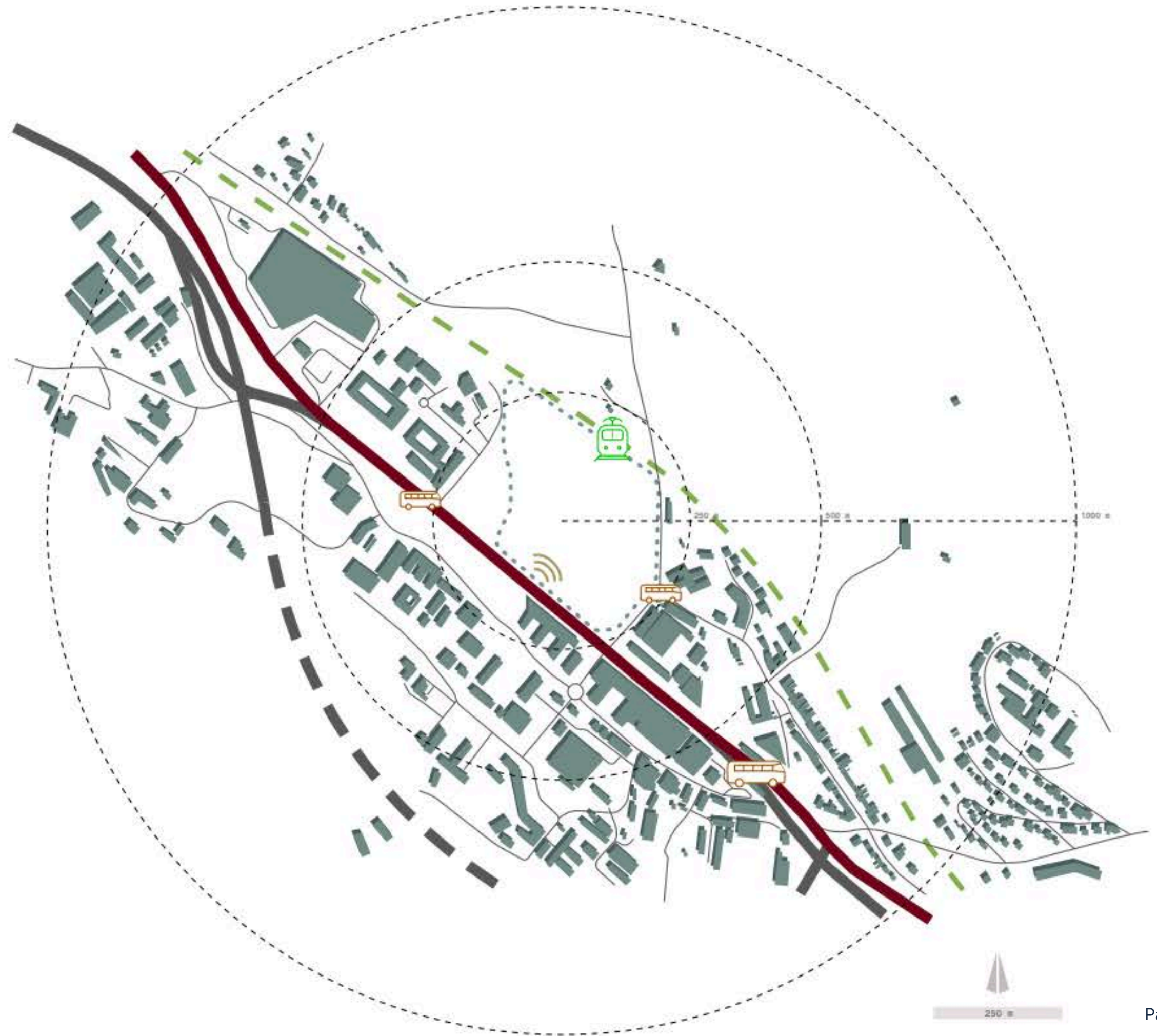
- Busy axis produces noise pollution
- No tramway access
- Important bus stops far for pedestrians
- Loud space, no calm atmosphere
- Industrial area
- Far from city center
- Poor train stopping line



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



- 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

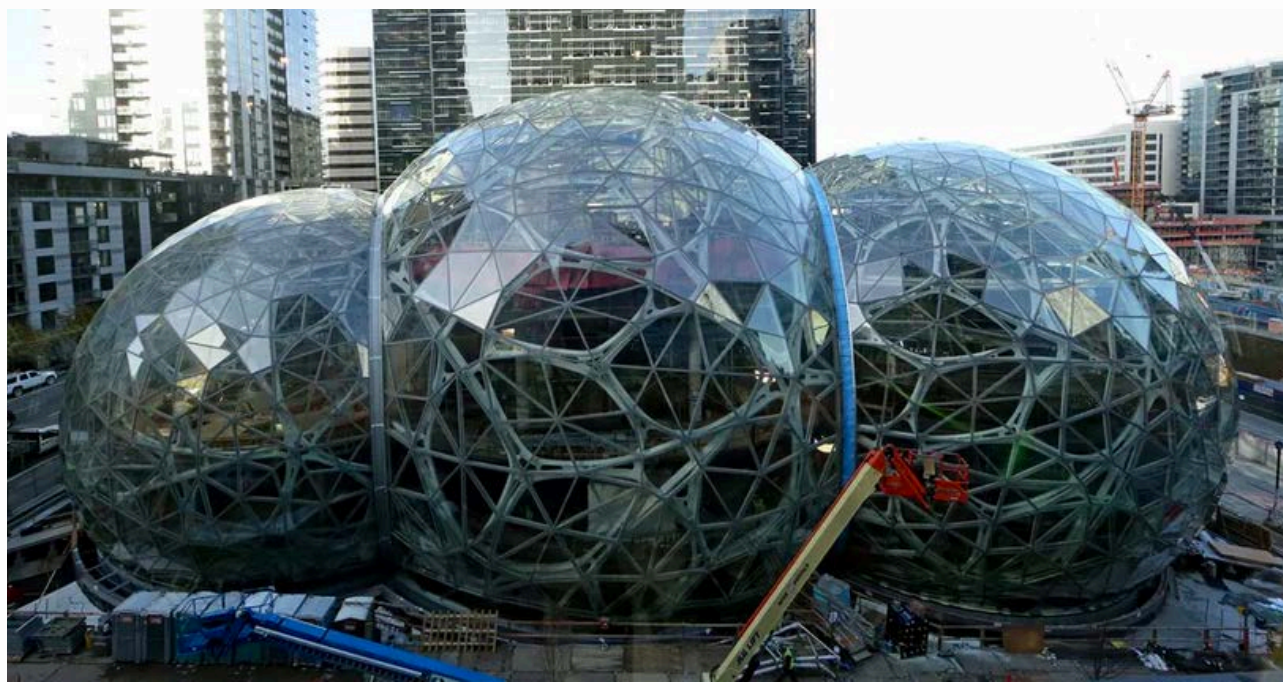
LEGO Campus, CF Møller Architects – 2015–2022

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

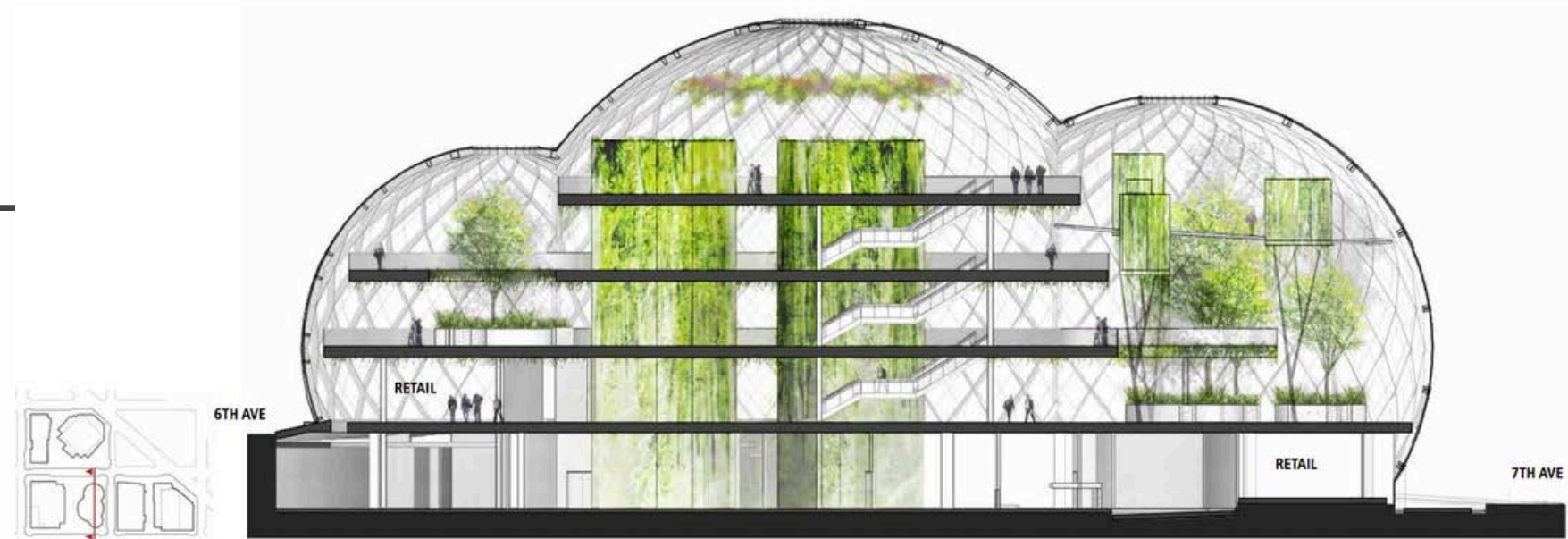




Seattle Spheres – Seattle, USA

Amazon Spheres, NBBJ Architects – 2018

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

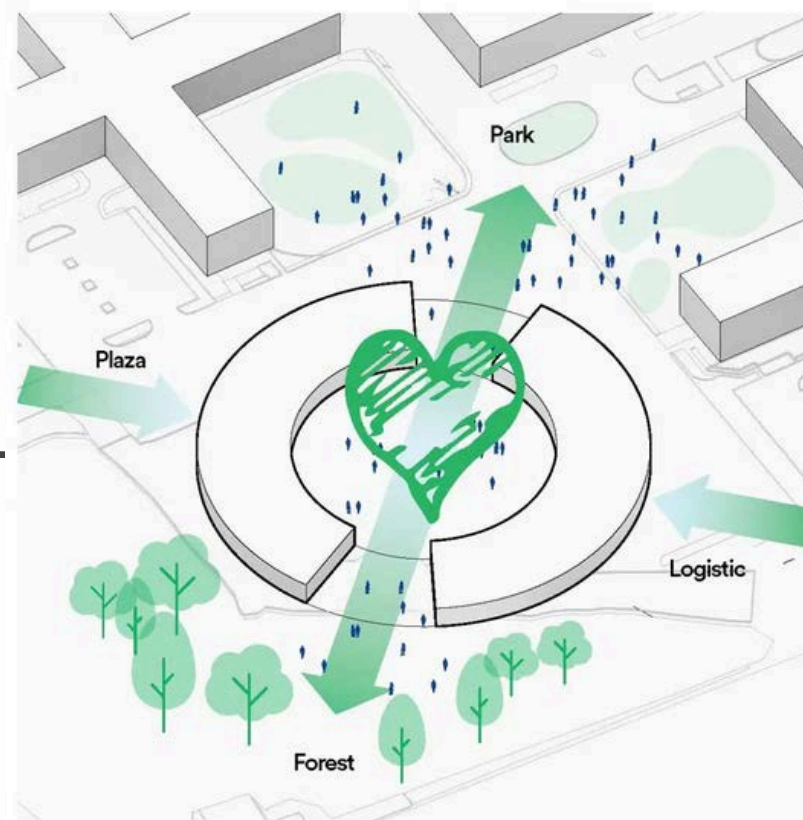




B777, CERN – Prévessin-Moëns, France

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

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

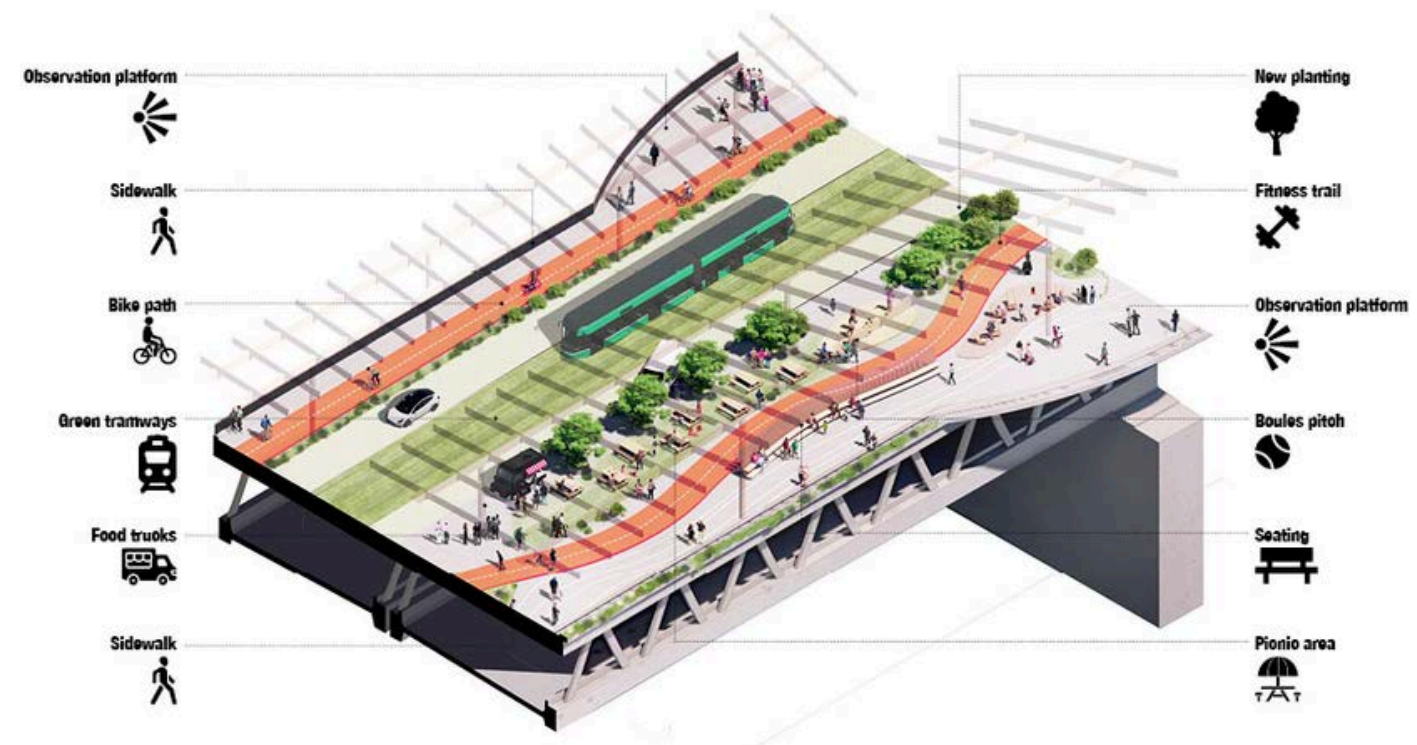
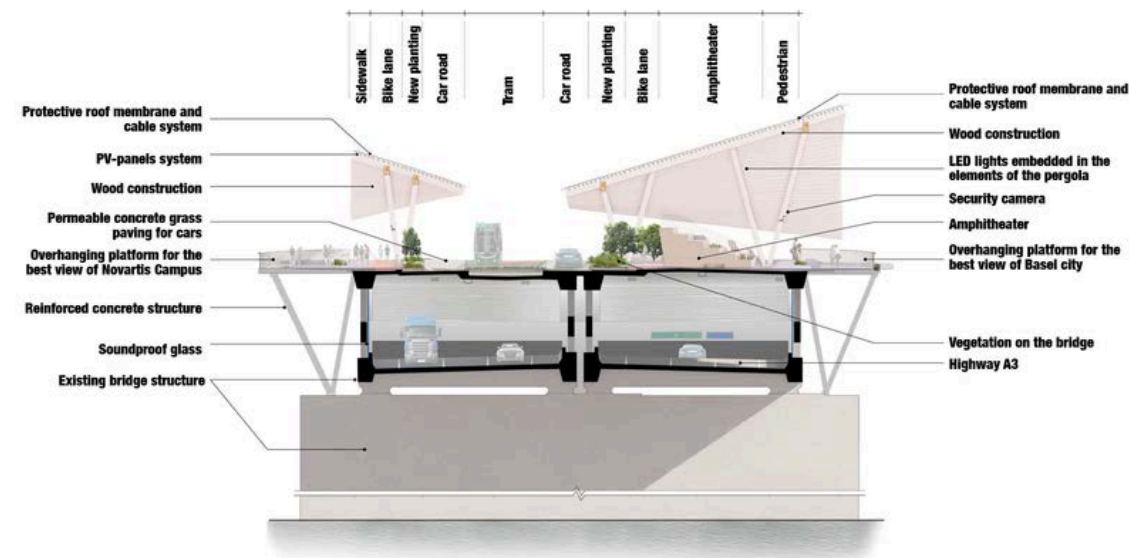




Dreirosenbrücke – Basel, Switzerland

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

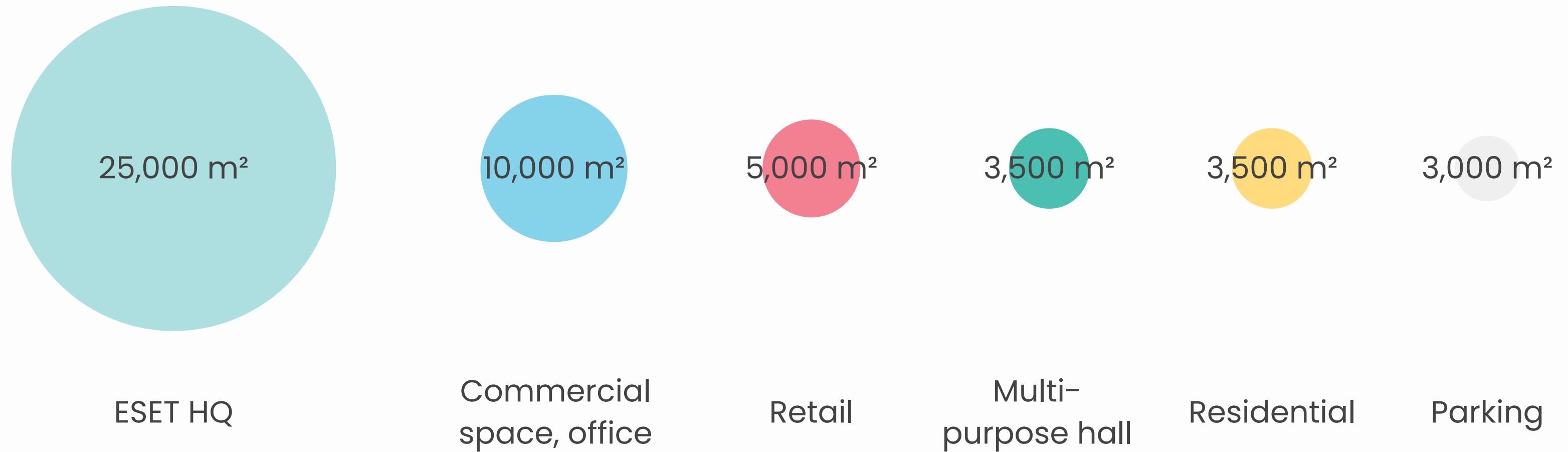
- A place like an oasis over the Rhine
- Elevation of the soft transportation, set apart from cars



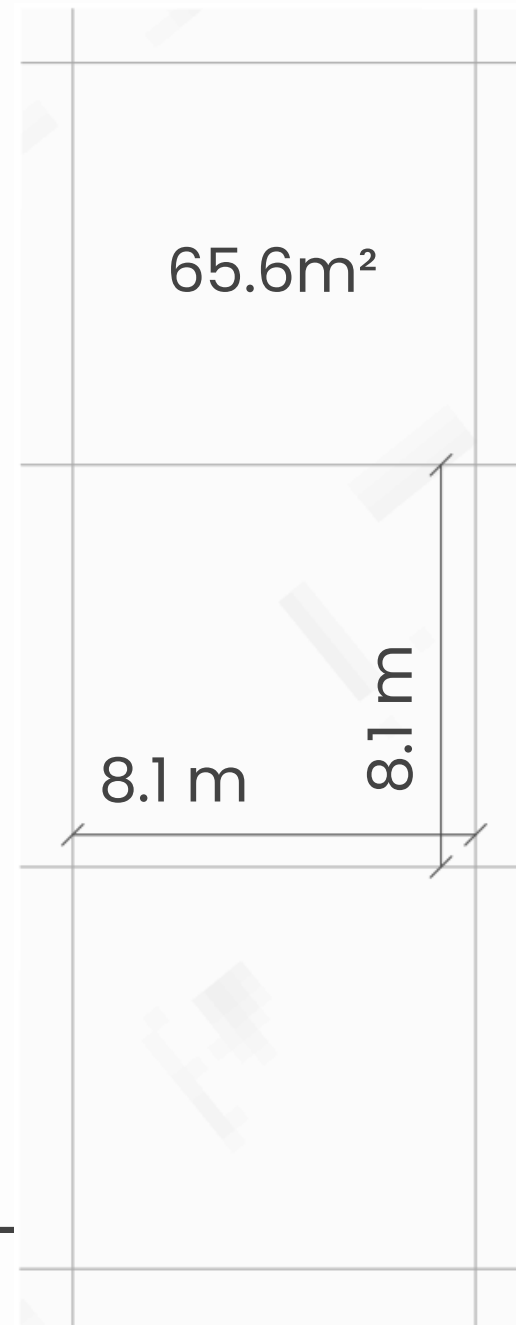
CONCEPT



Brief



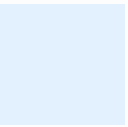
Grid



Basics



ESET



offices



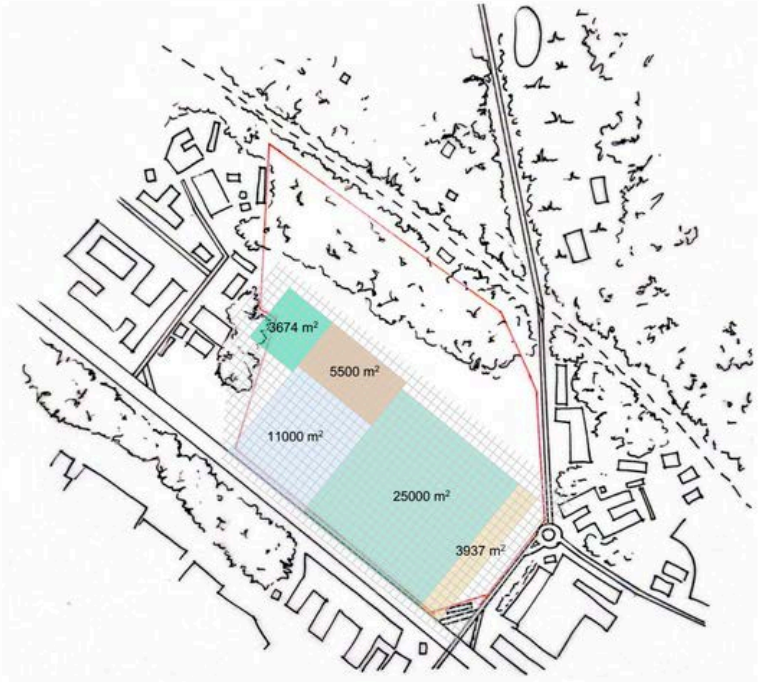
residential



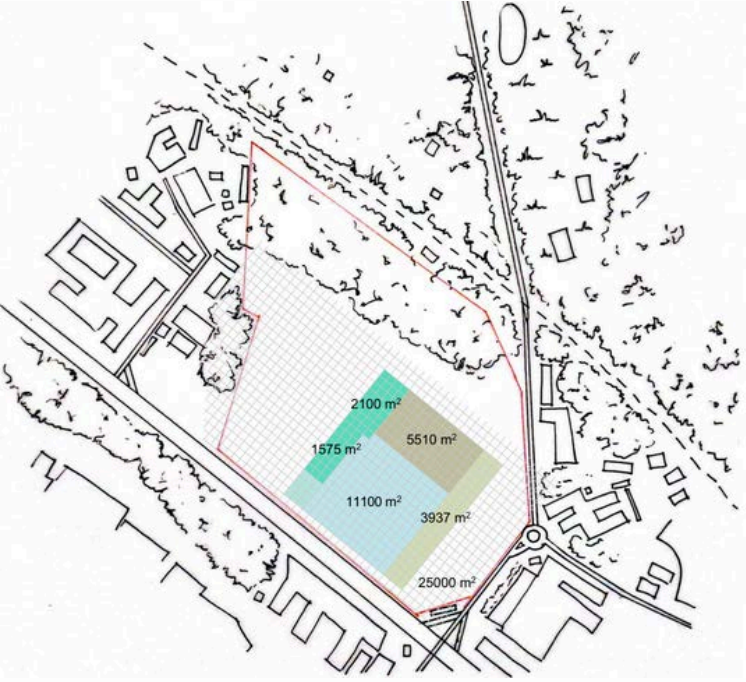
retail



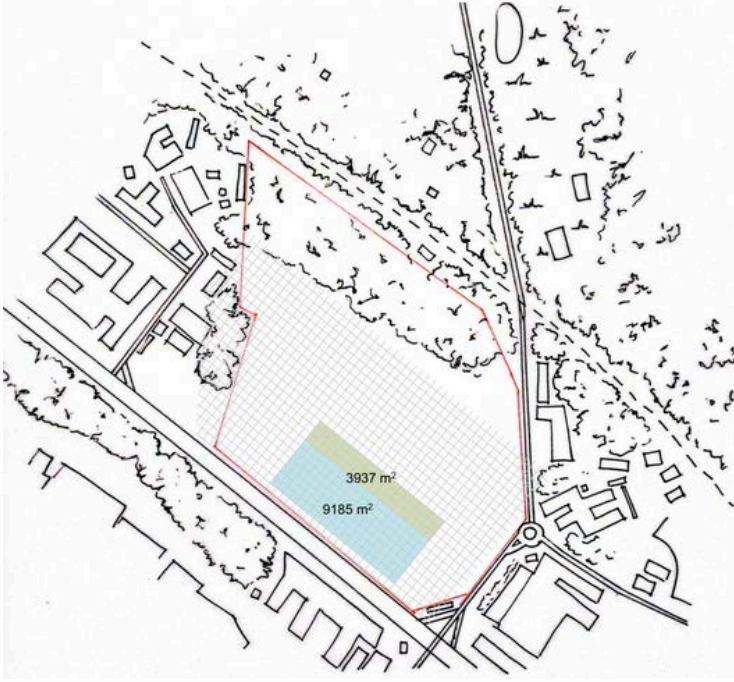
hall



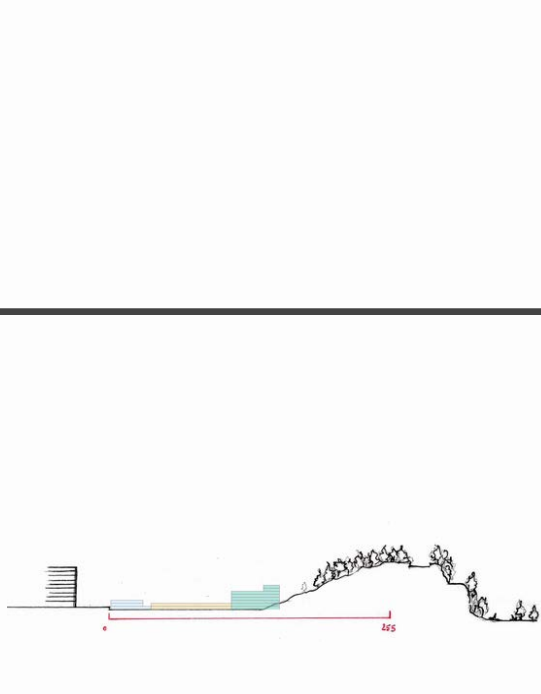
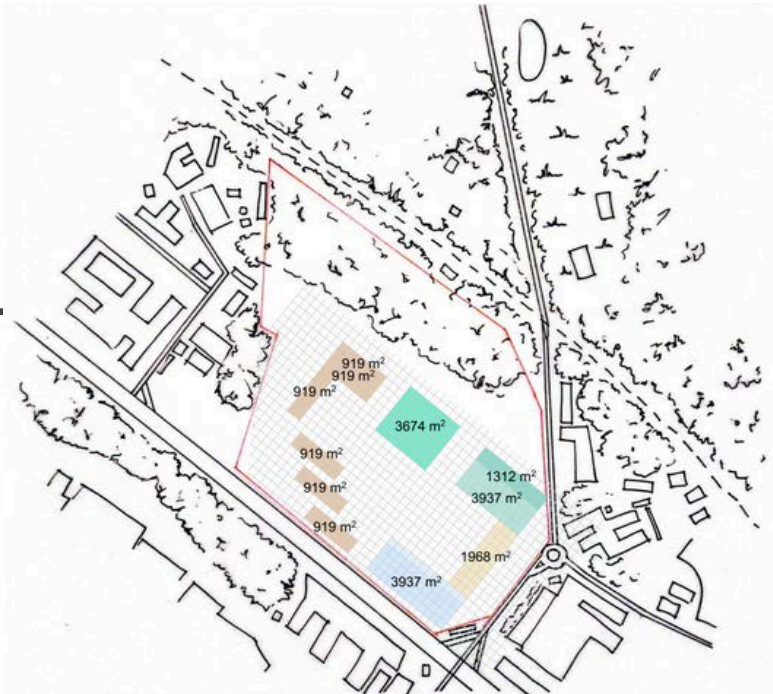
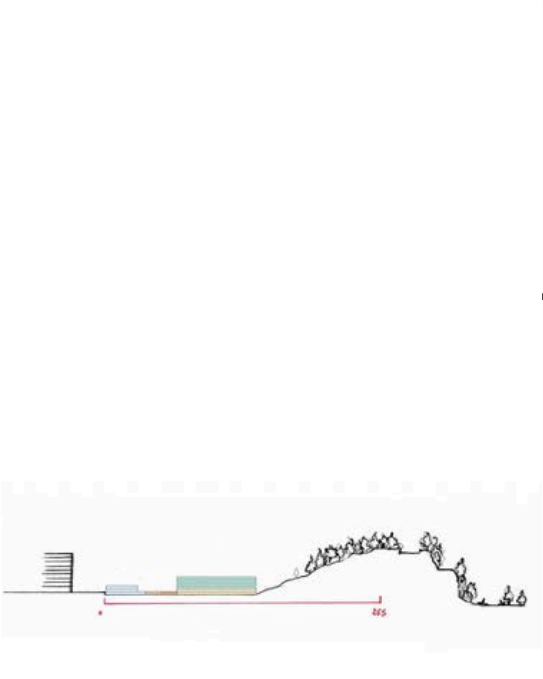
1-story



2-stories

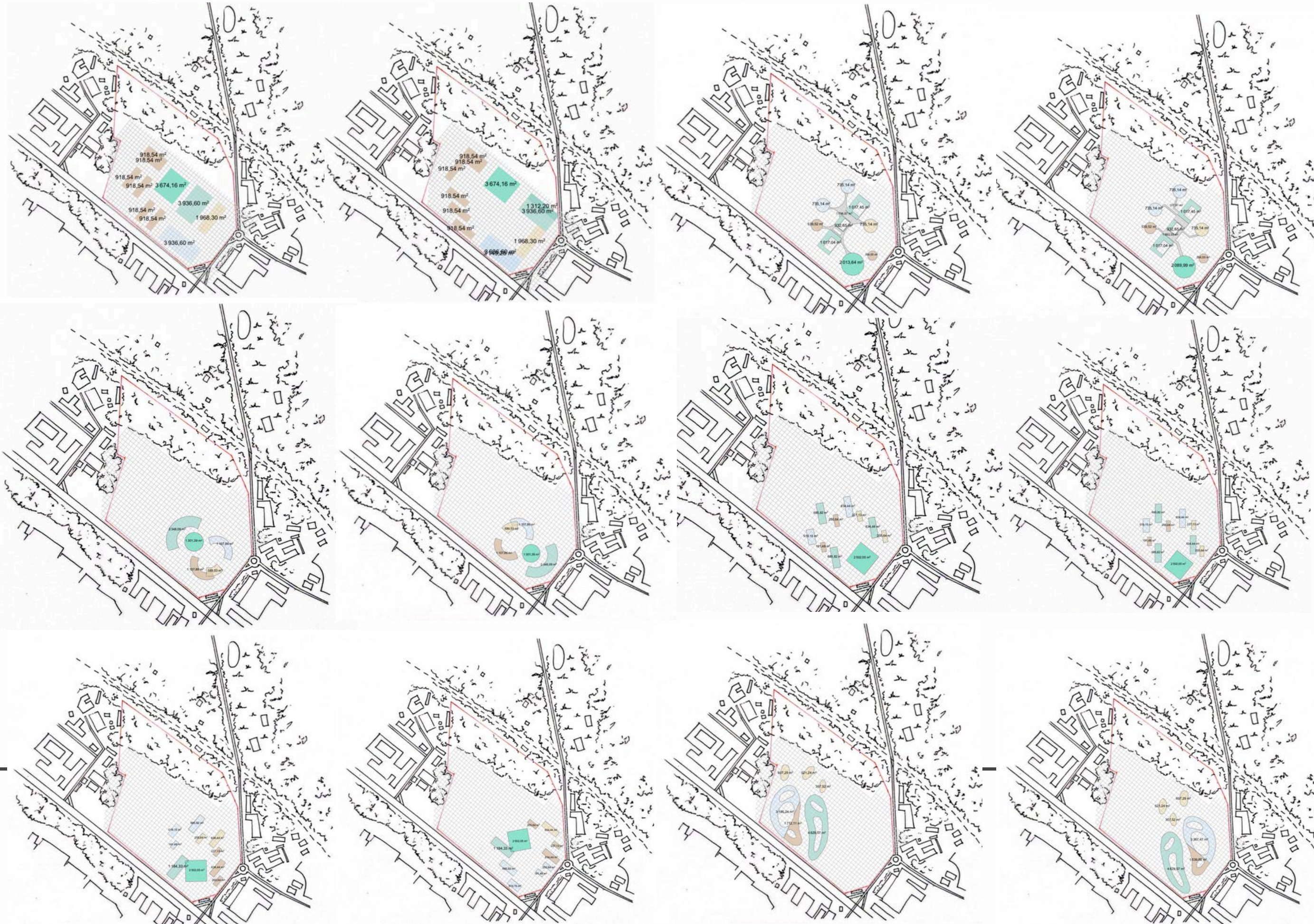


4-stories



FIRST SKETCHES

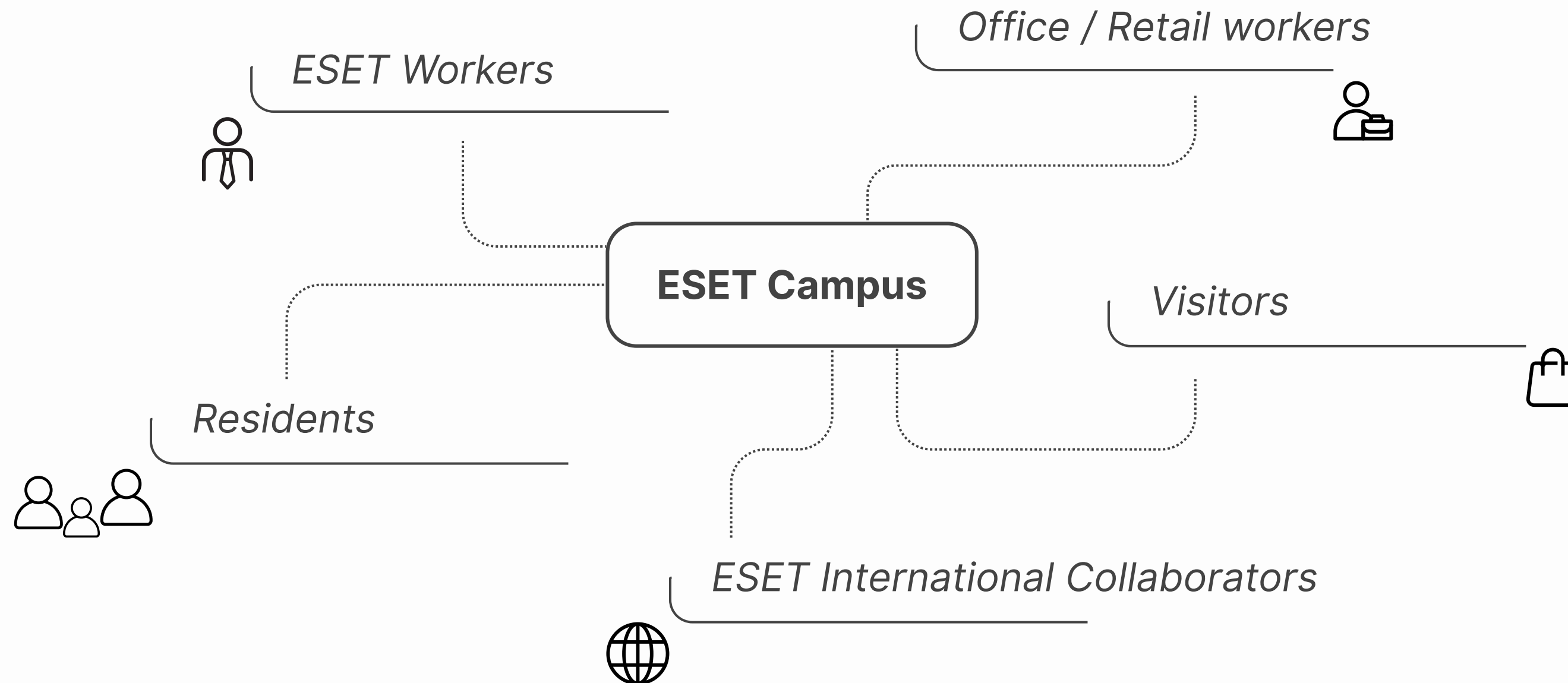


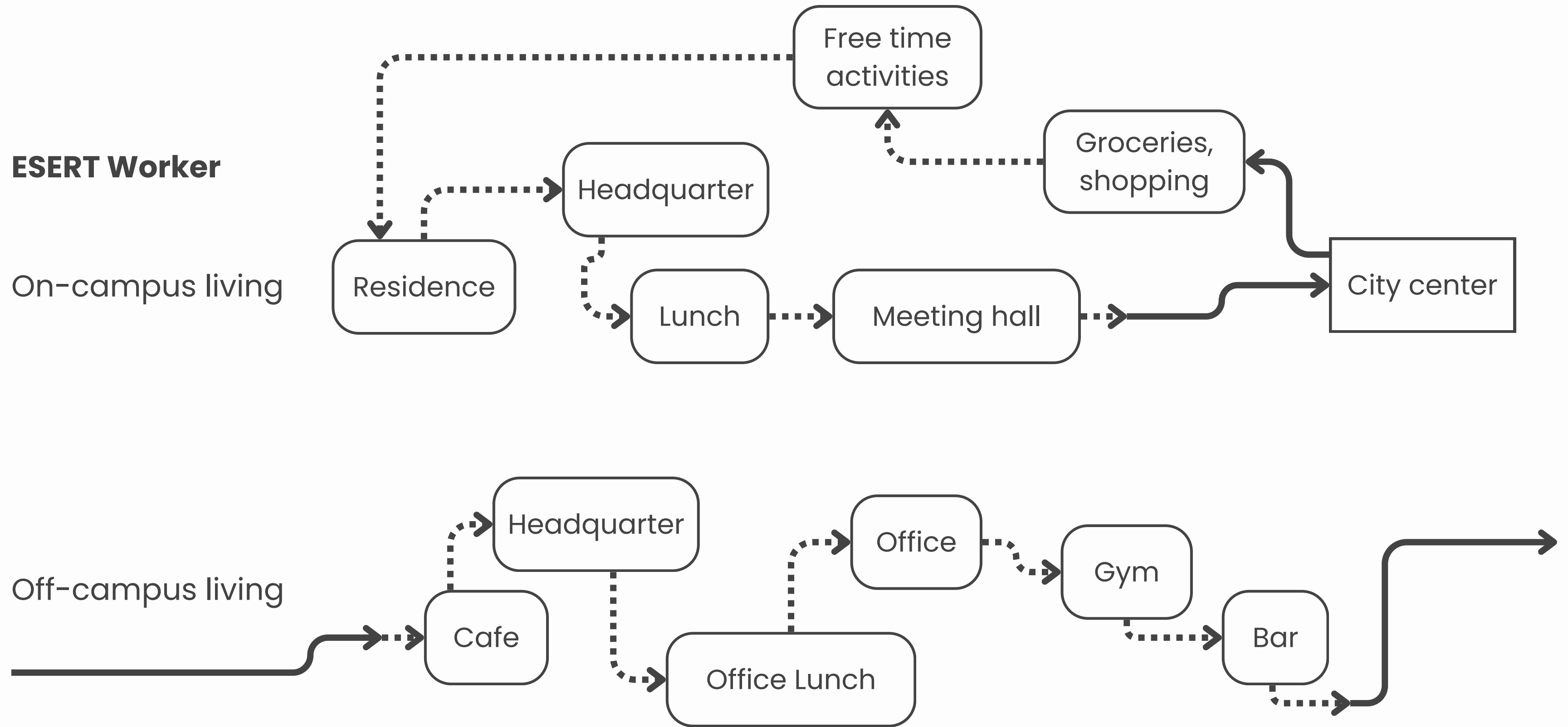


USER PROFILES

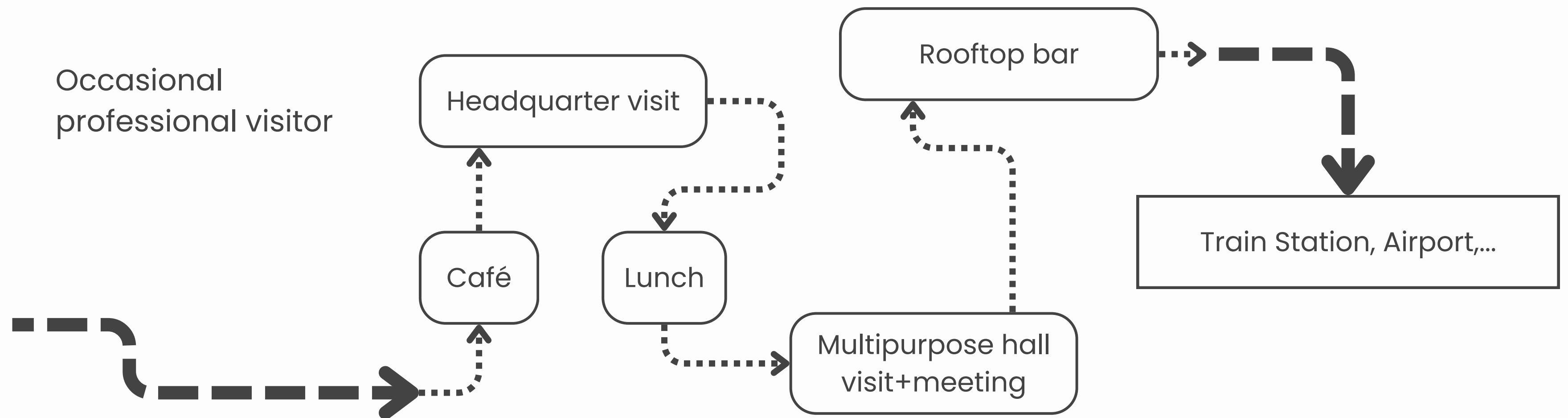


User types & journeys

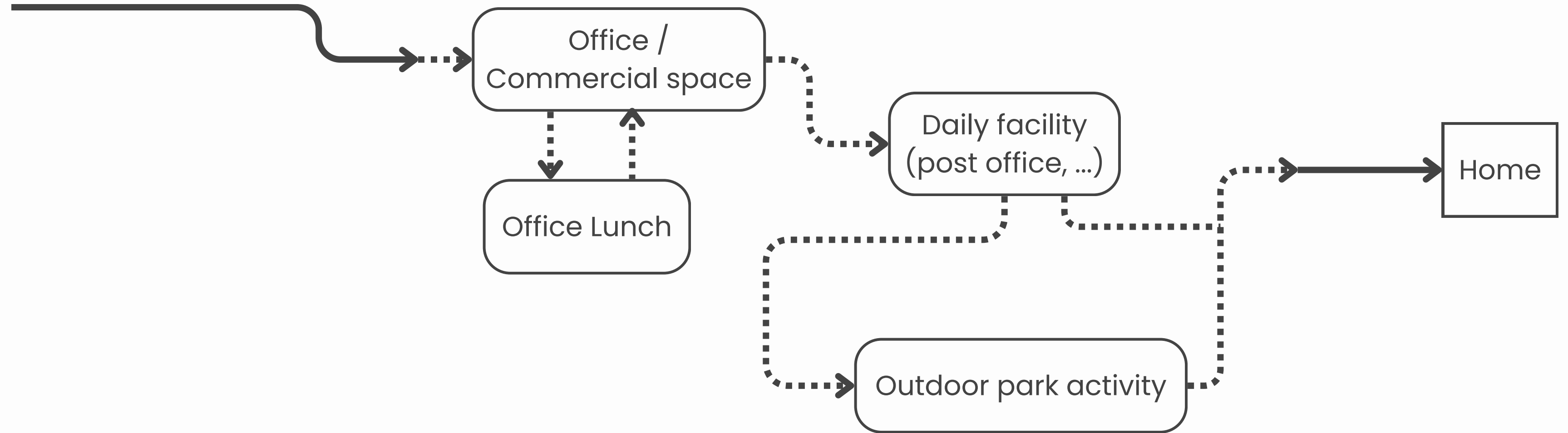




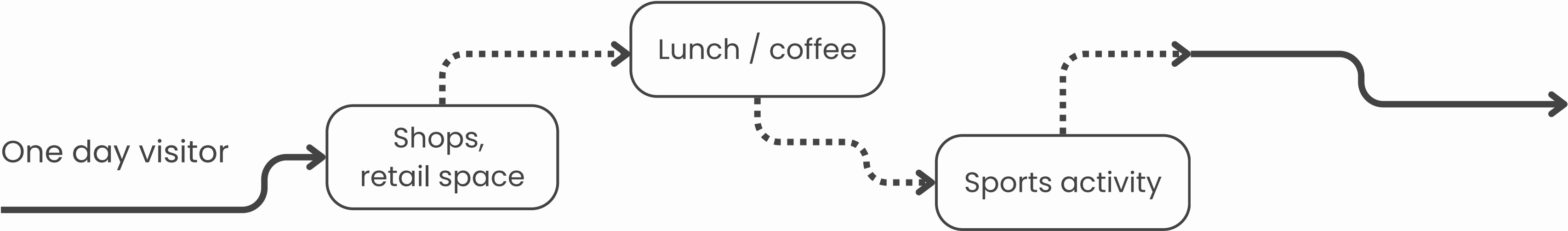
ESET international collaborator



Office / retail worker

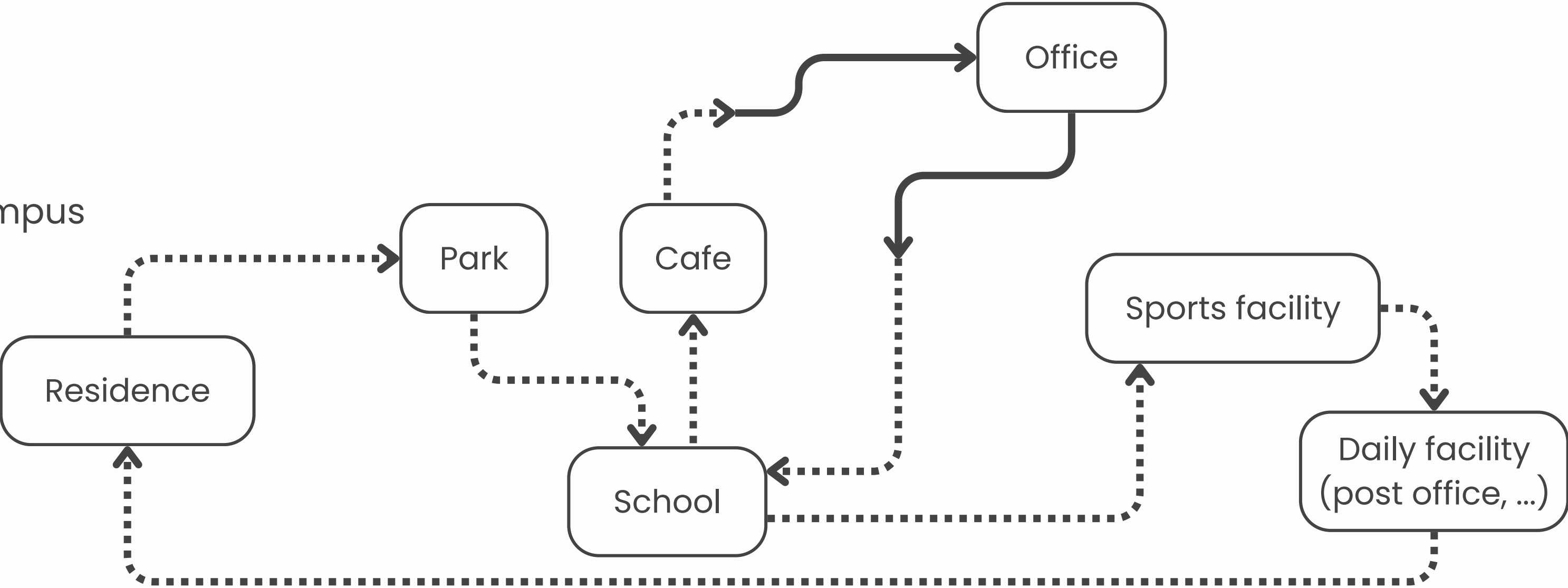


Extern visitor



Resident

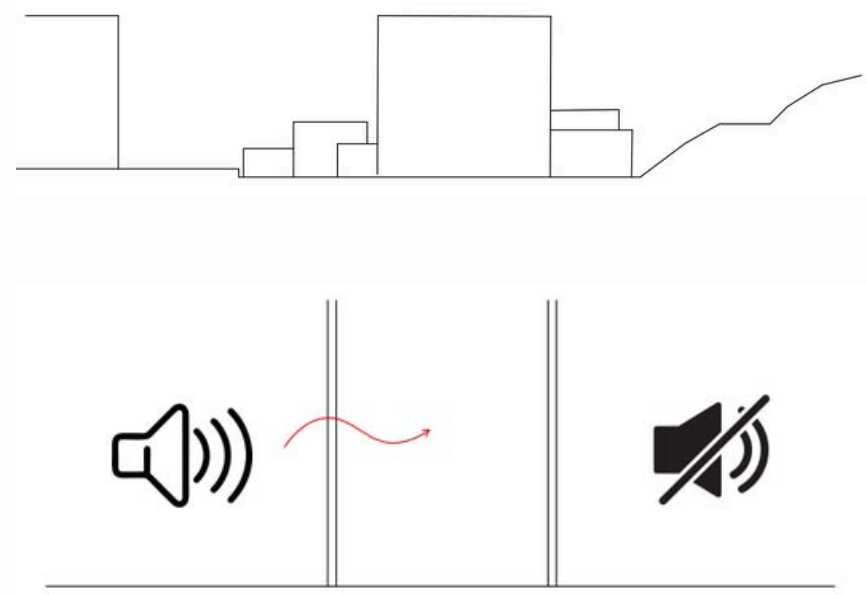
Off-campus
office



CONCEPT DEVELOPMENT



1. Linear orientated



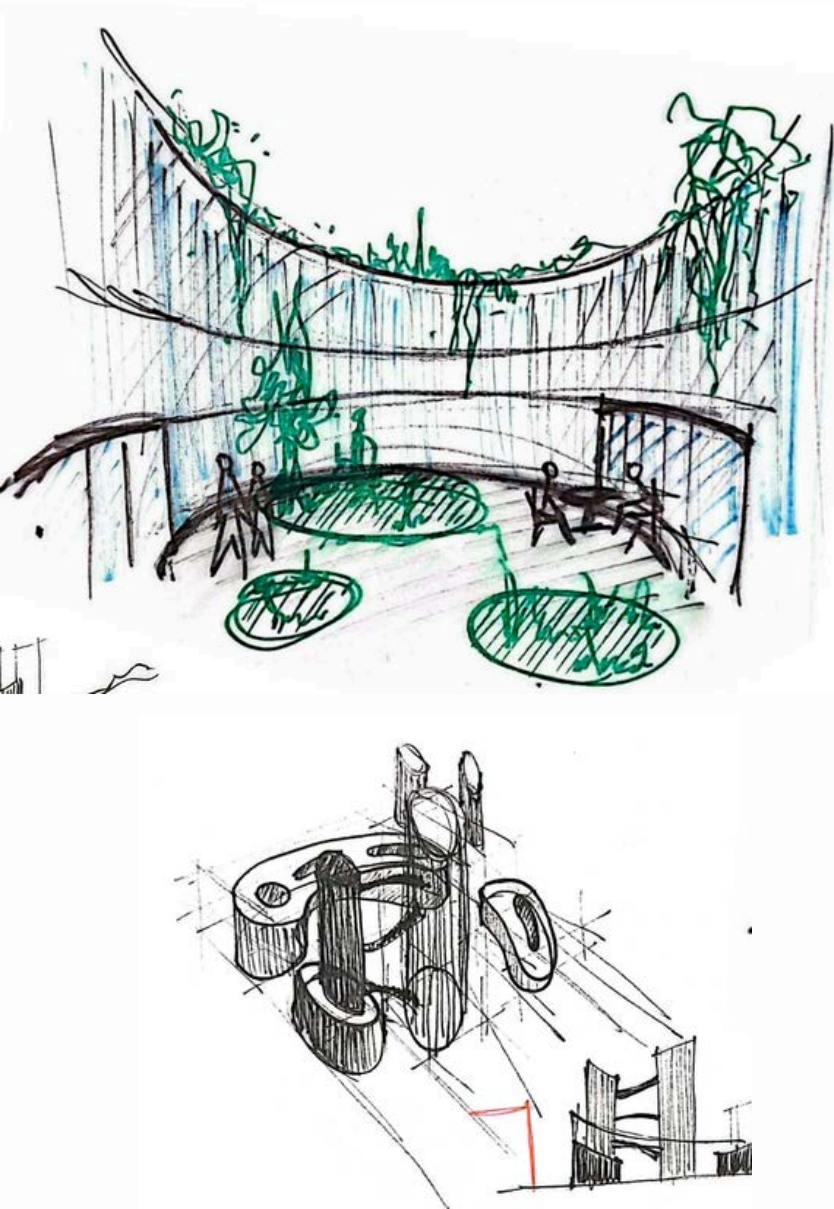
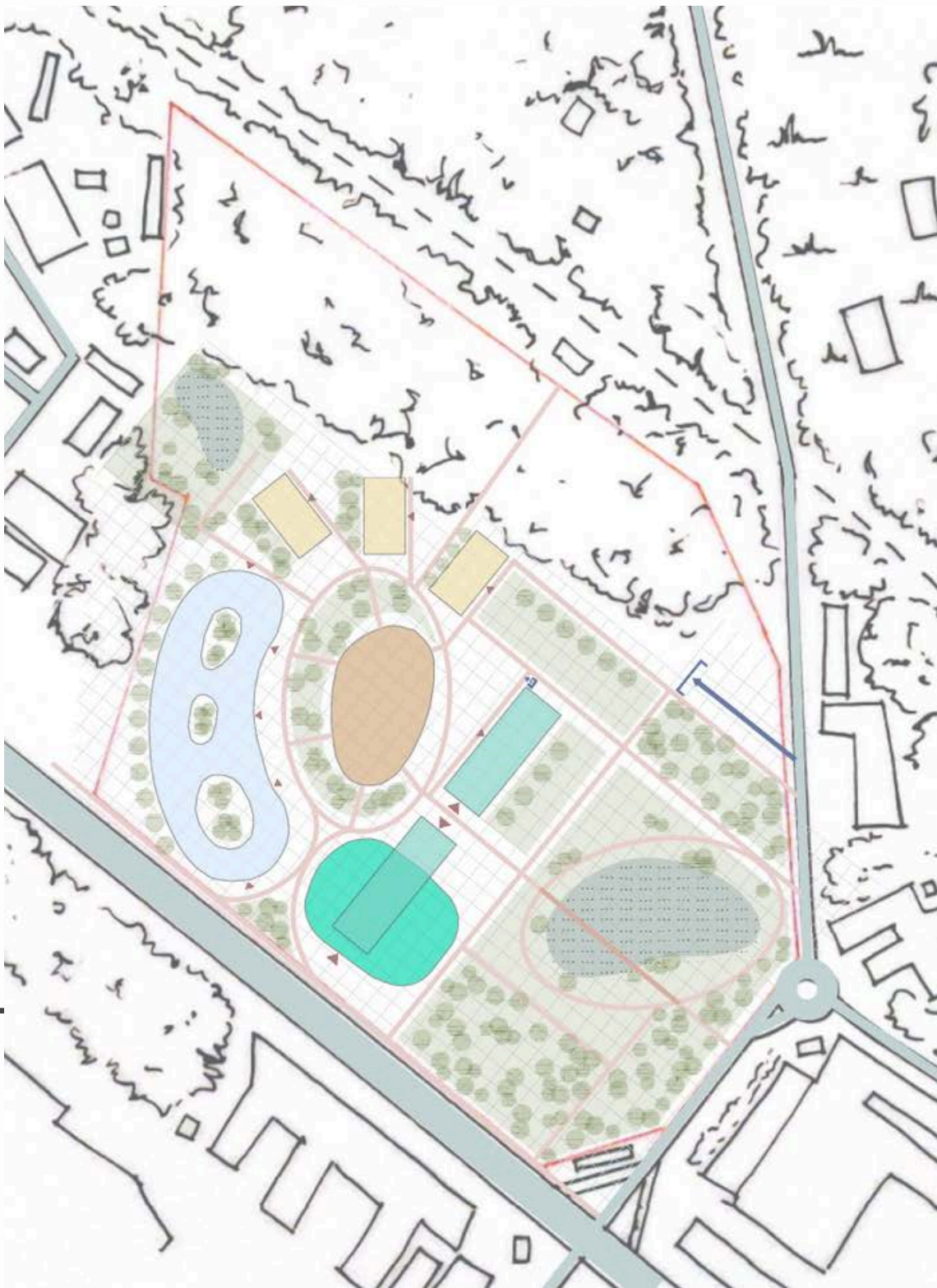
- | | |
|--|---|
| <ul style="list-style-type: none">• Distinguished functions• Sound Barrier• Headquarter principal place• Large greenery | <ul style="list-style-type: none">• No right to build this high• Noise buffer area too expensive |
| <ul style="list-style-type: none">• Very polarized site | 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

S T
W O

- ESET
- offices
- residential
- retail
- hall

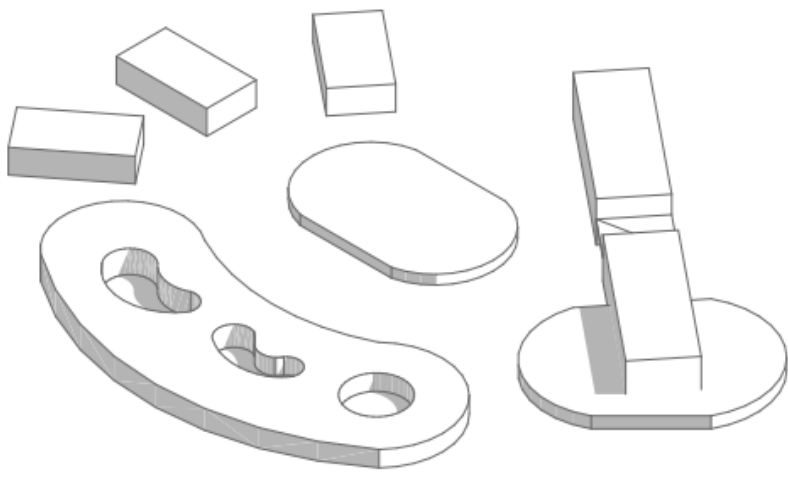
- Noise buffer promenade
- Pedestrian paths
- Building entries
- Parking entrie
- Parking pedestrian exit
- Roads
- Greenery space
- Trees
- Water bodies

2. Organic spreaded

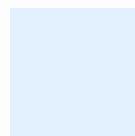


- | | |
|--|---|
| <ul style="list-style-type: none">• Strong center• Functions division• Greenery place | <ul style="list-style-type: none">• Car traffic• On-site placement |
| <ul style="list-style-type: none">• Too organic• Space consuming• Too spreaded headquarter | <ul style="list-style-type: none">• Developing east side• Attract by building on street• Direct transport connection• Direct train station |

S T
W O



ESET



offices



residential



retail



hall



Noise buffer
promenade



Pedestrian
paths



Building
entries



Parking
entrie



Parking
pedestrian
exit



Roads



Greenery
space

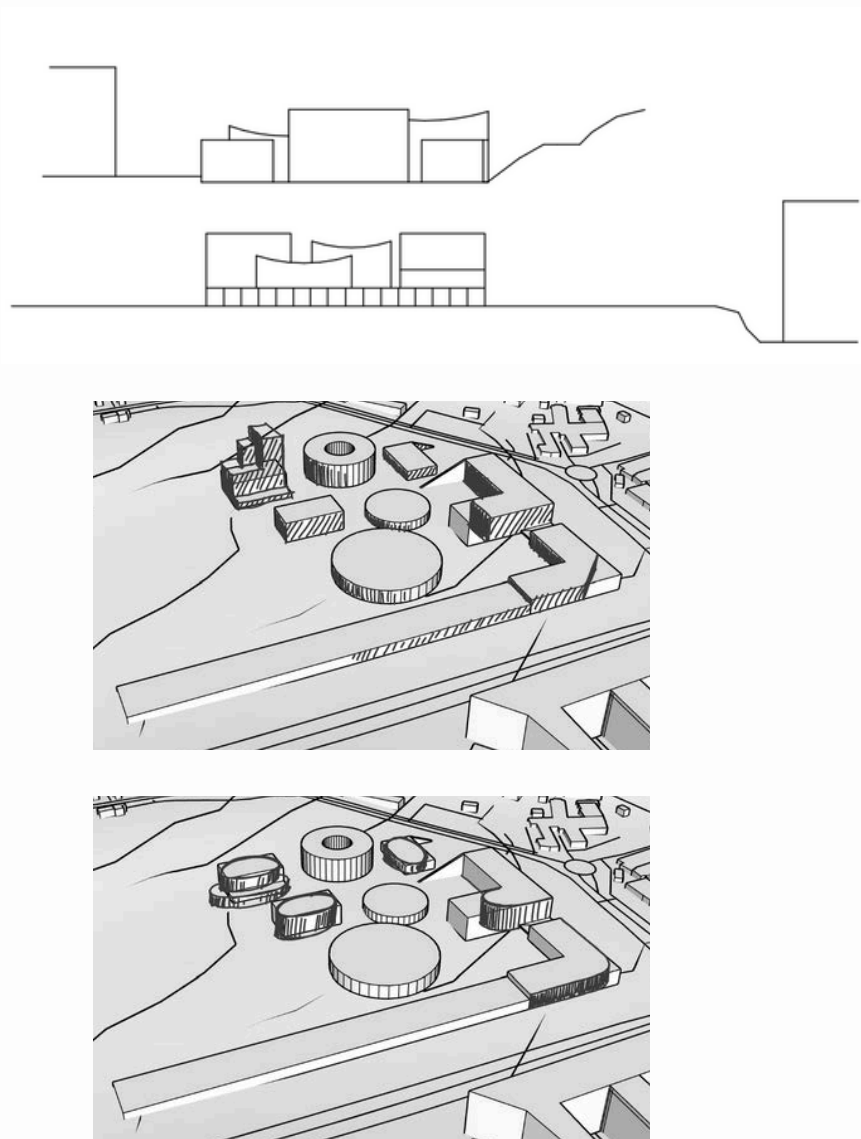
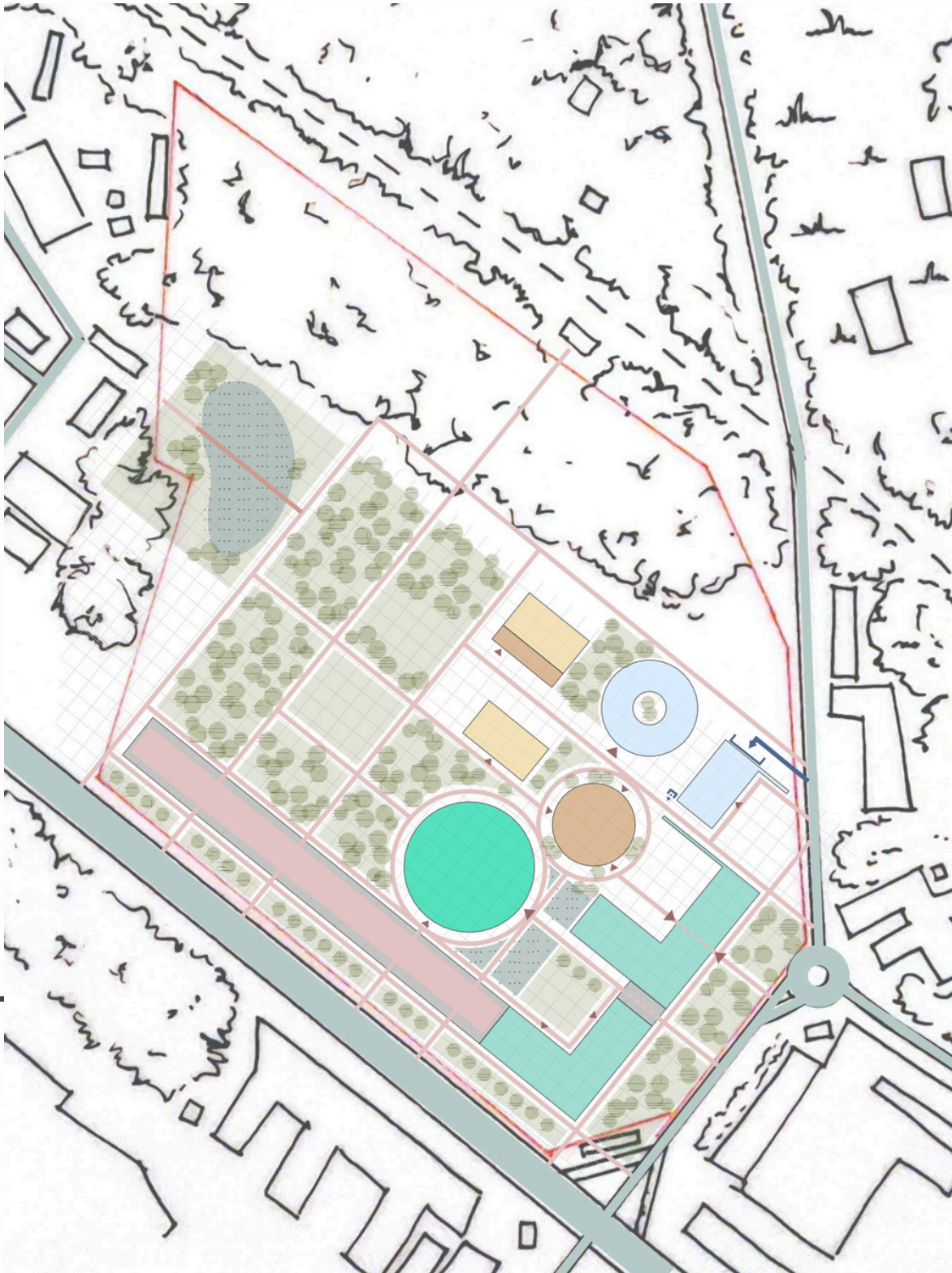


Trees



Water
bodies

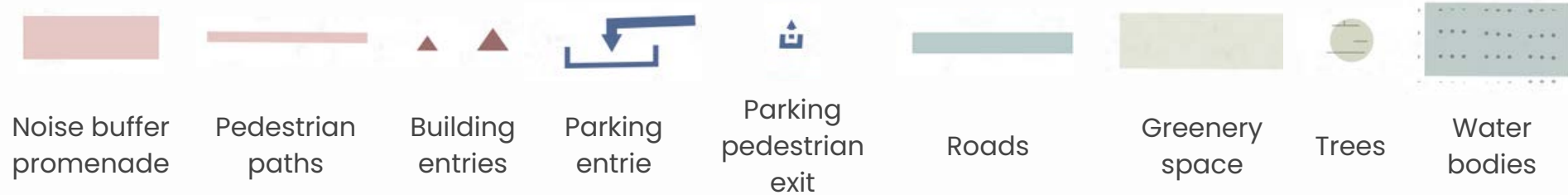
3 . Mixed shapes



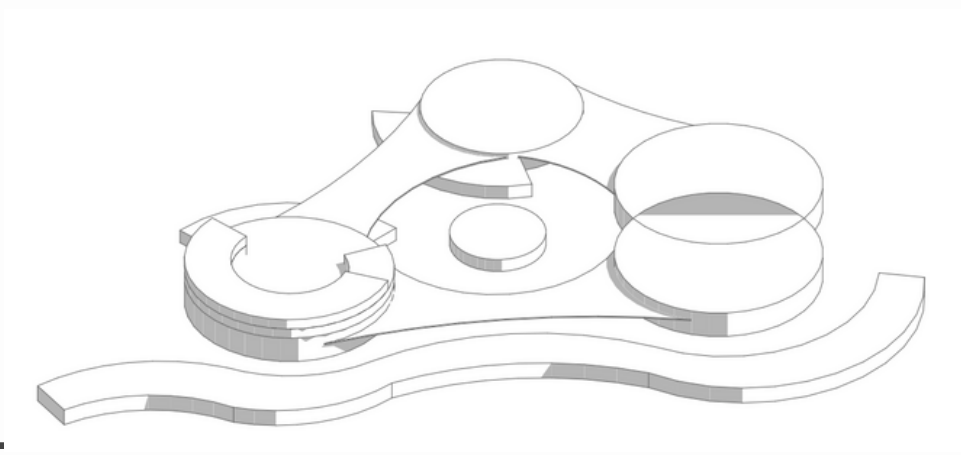
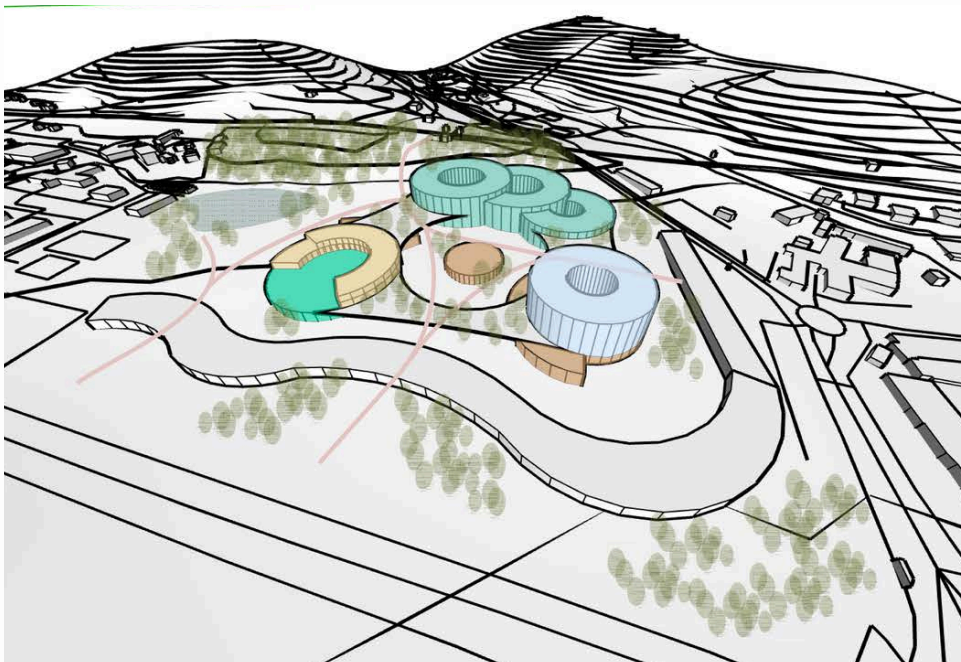
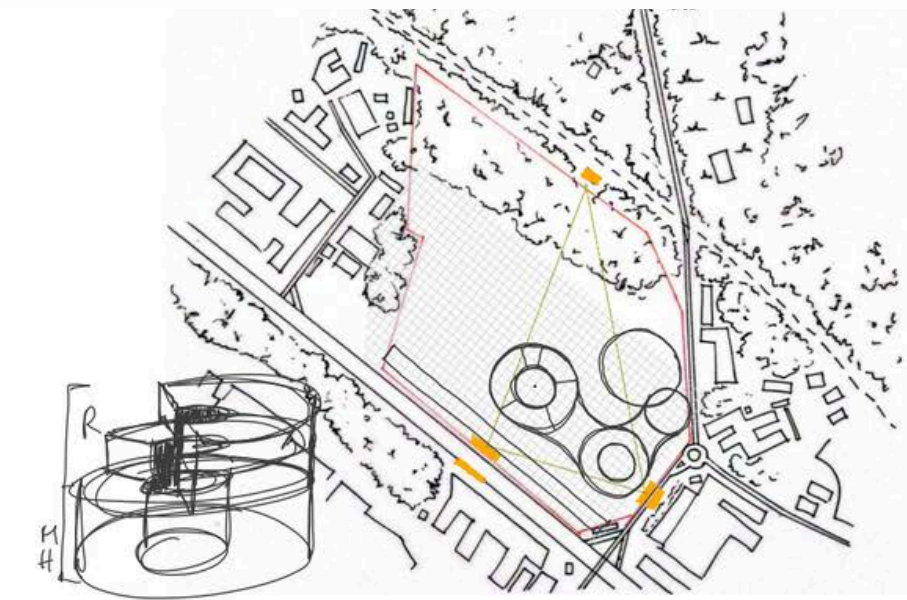
- | | |
|--|---|
| <ul style="list-style-type: none">• High functions mix• Low level spreaded headquarter• Structured urban space | <ul style="list-style-type: none">• Residual places left• Weak development possibility? |
| <ul style="list-style-type: none">• Train station proximity | <ul style="list-style-type: none">• Powerful outdoor places• Catching people by transport stops• Greenery |



- ESET
- offices
- residential
- retail
- hall



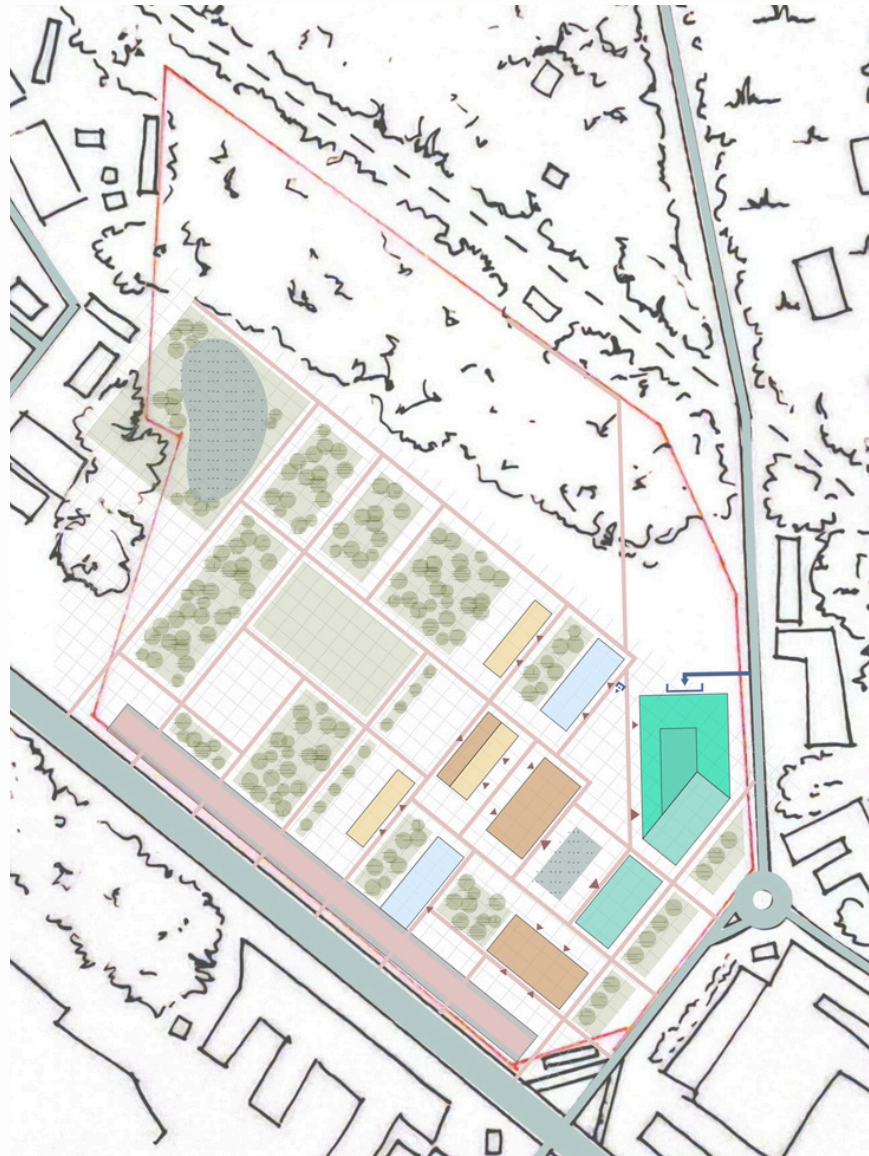
4 . Full circular



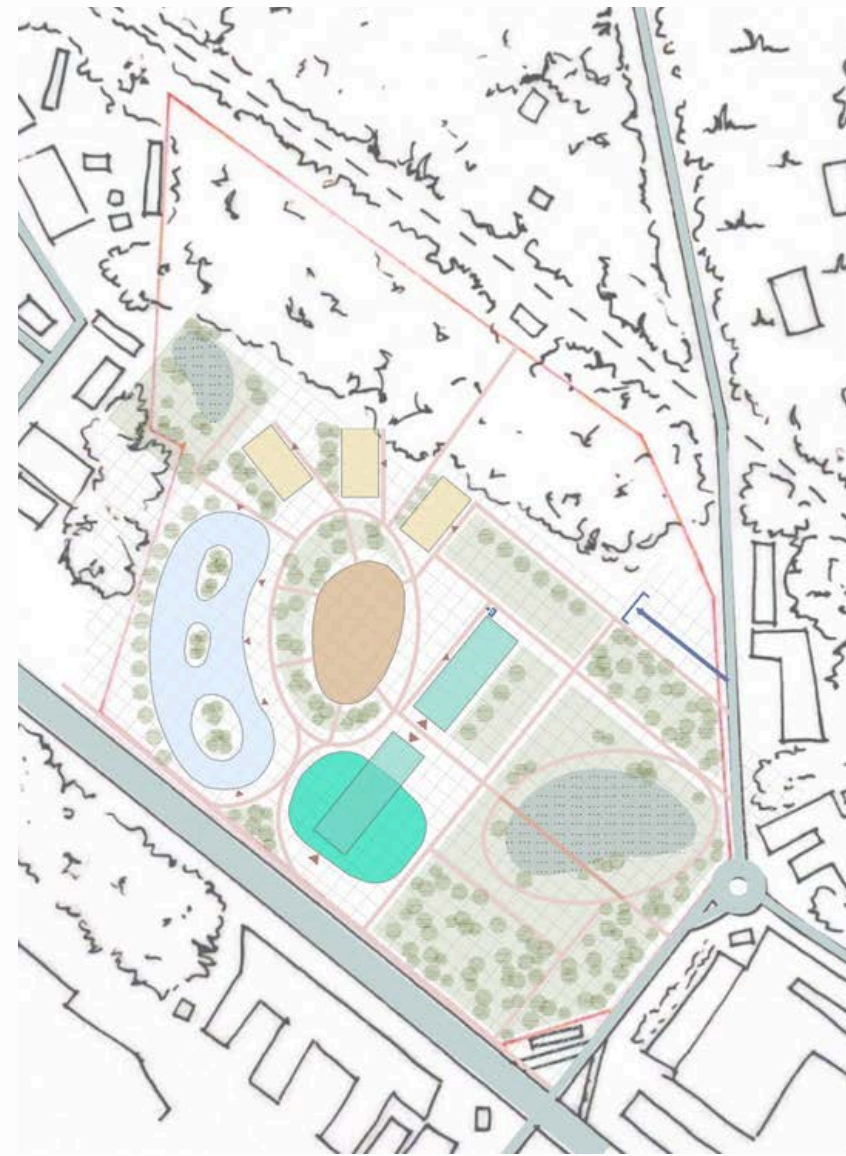
- ESET
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- residential
- retail
- hall

COMPARATIVE SUMMARY

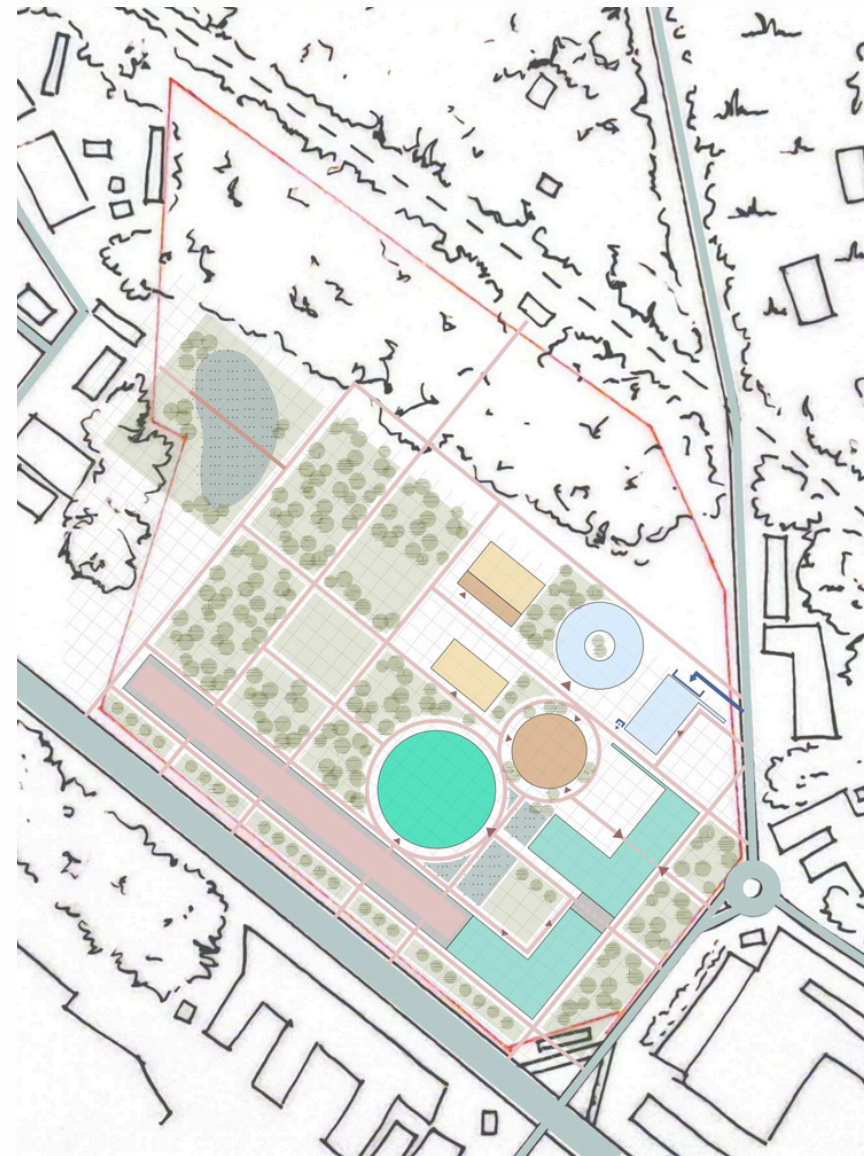




1 . Linear orientated



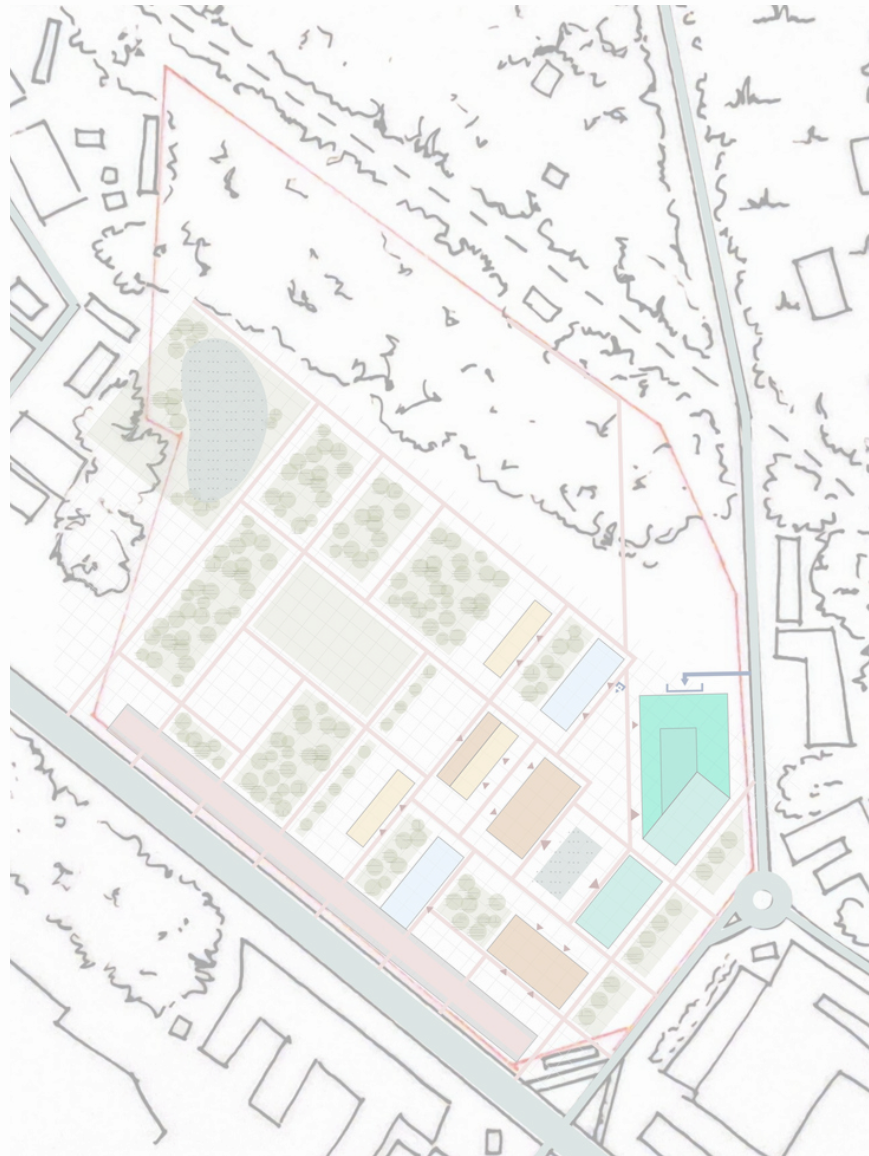
2 . Organic spreaded



3 . Mixed shapes



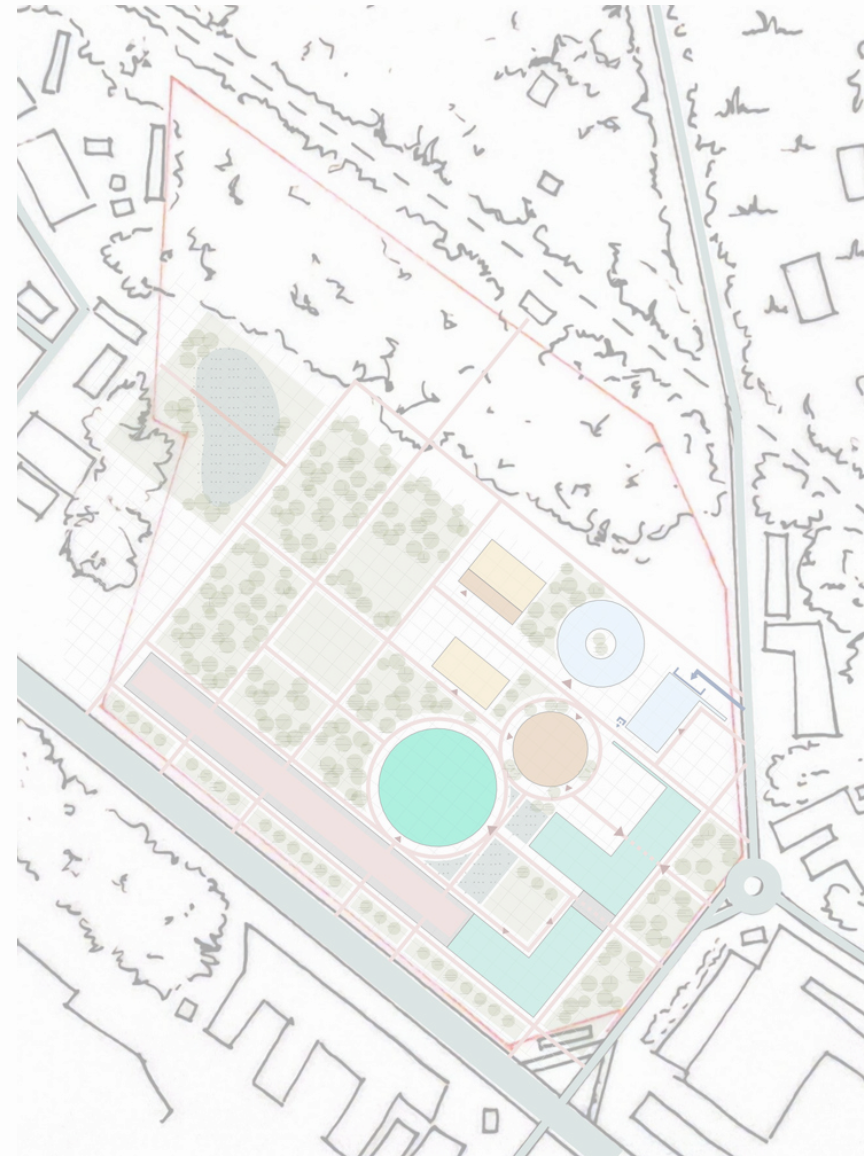
4 . Full circular



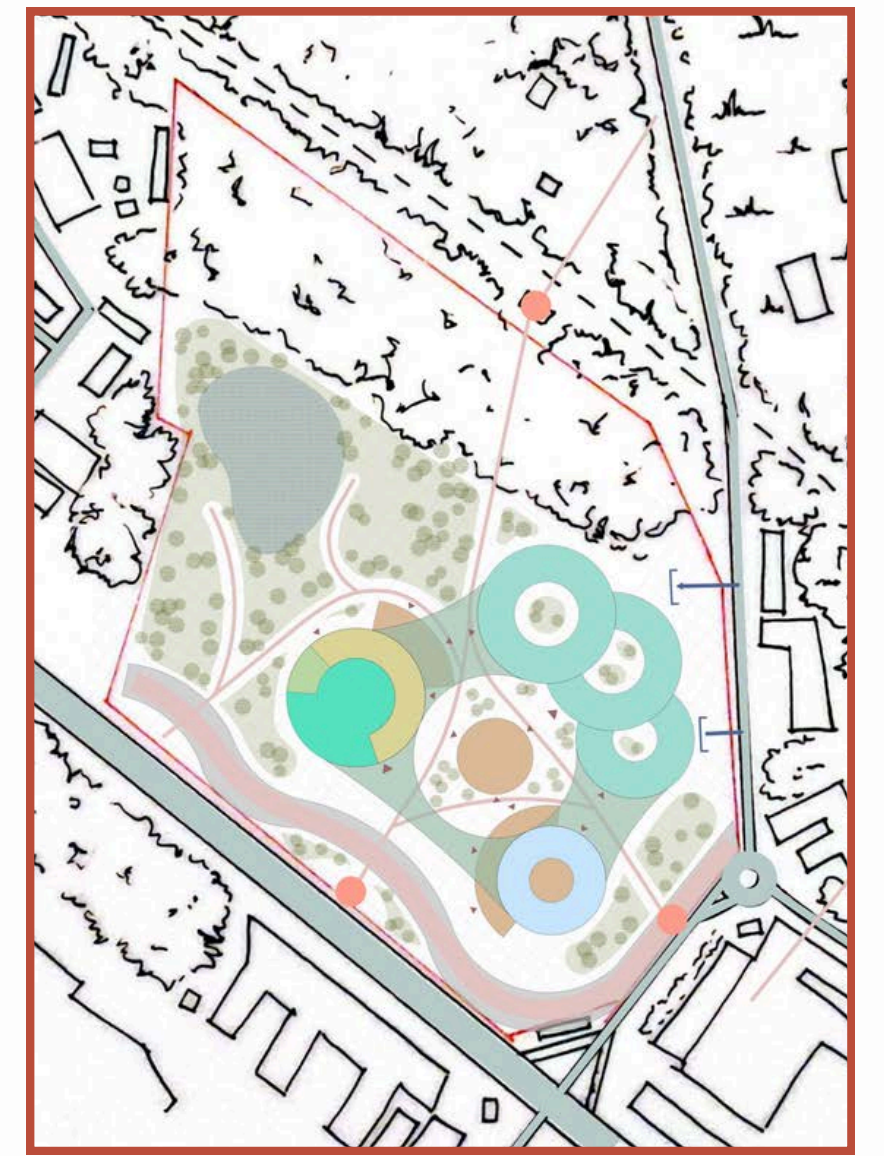
1 . Linear orientated



2 . Organic spreaded



3 . Mixed shapes

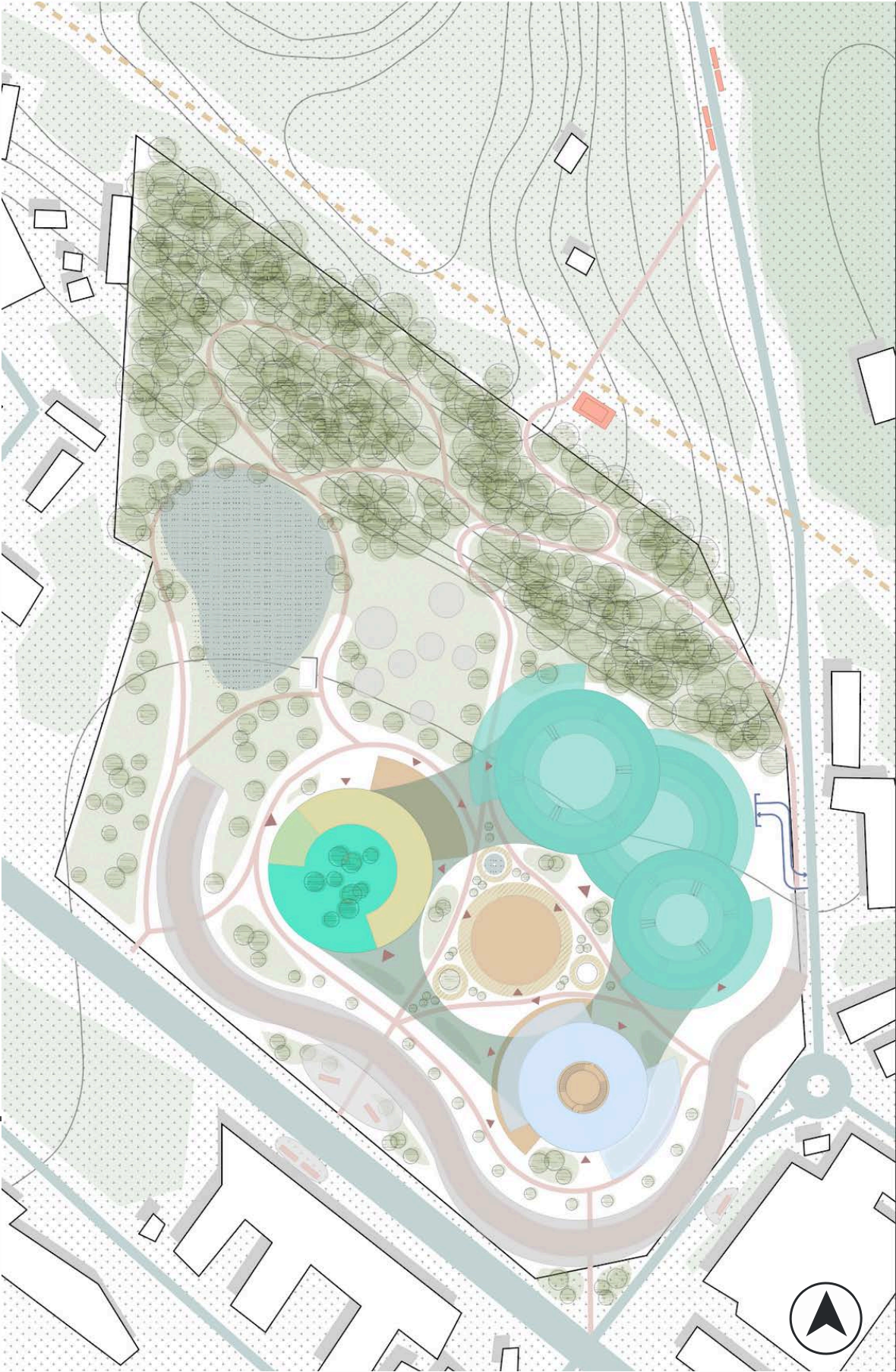


4 . Full circular

FINAL CONCEPT



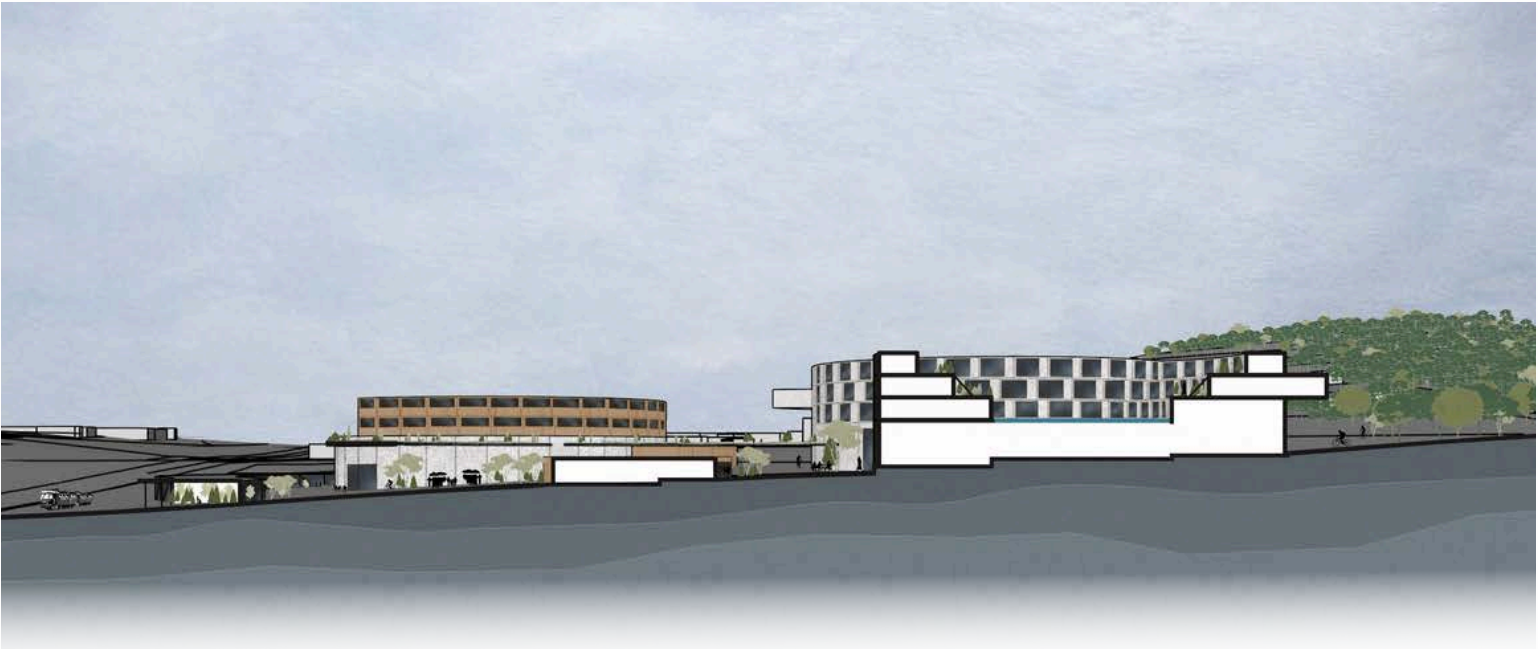
Mass plan



Aerial view



Section



- ESET
- offices
- residential
- retail
- hall

- Noise buffer promenade
- Pedestrian paths
- Building entries
- Parking entrie
- Roads
- Greenery space
- Trees
- Water bodies

Ground floor plan



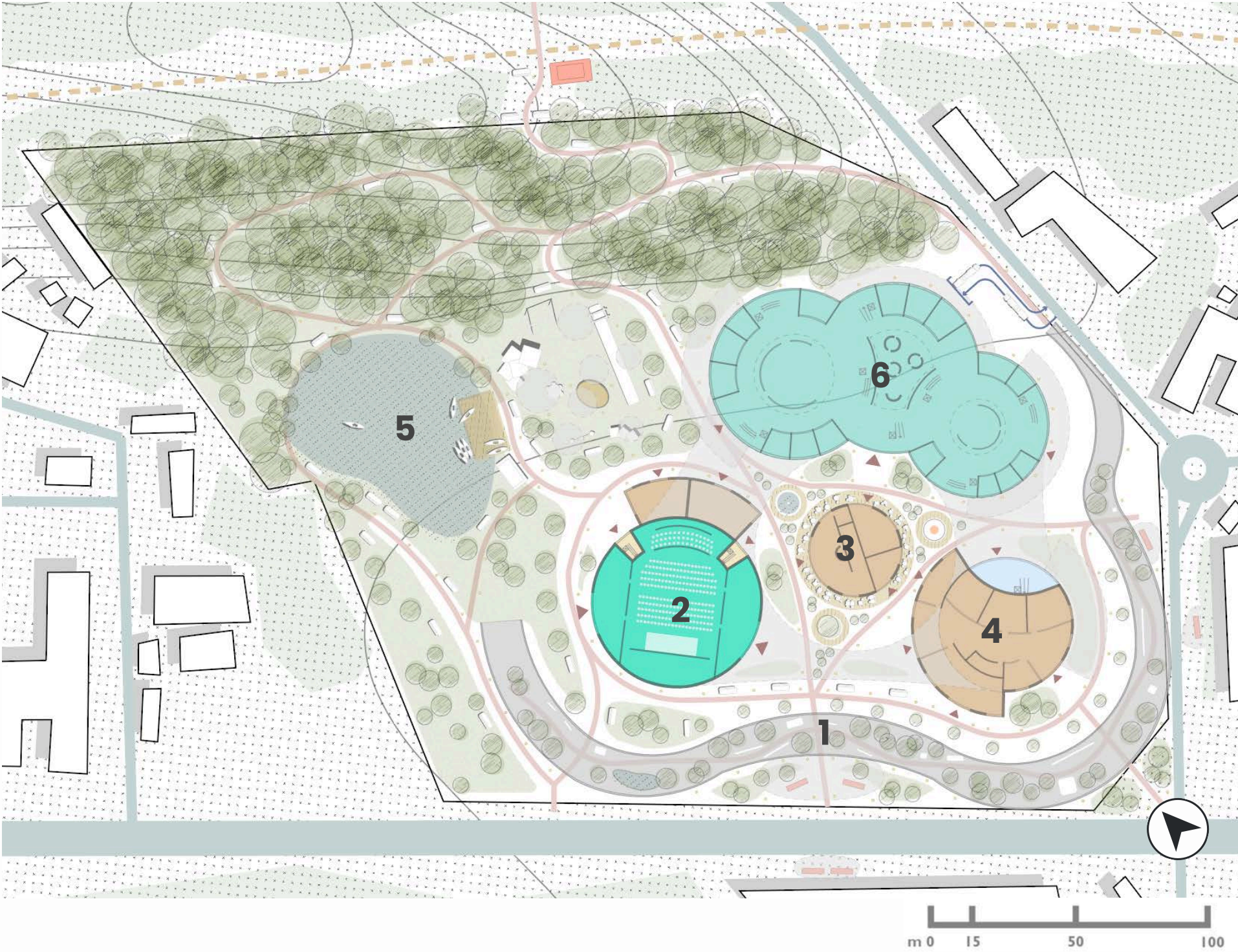
- ESET
- offices
- residential
- retail
- hall



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 developement by passing through the underwater world exploration.

AI is a tool that will propulse 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





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. Beggining with a glass-house type passage from street to campus

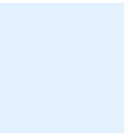


Kiseki No Hoshi Botanical Museum

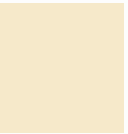
Awaji Yumebutai, Japan
2000



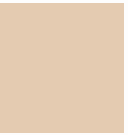
ESET



offices



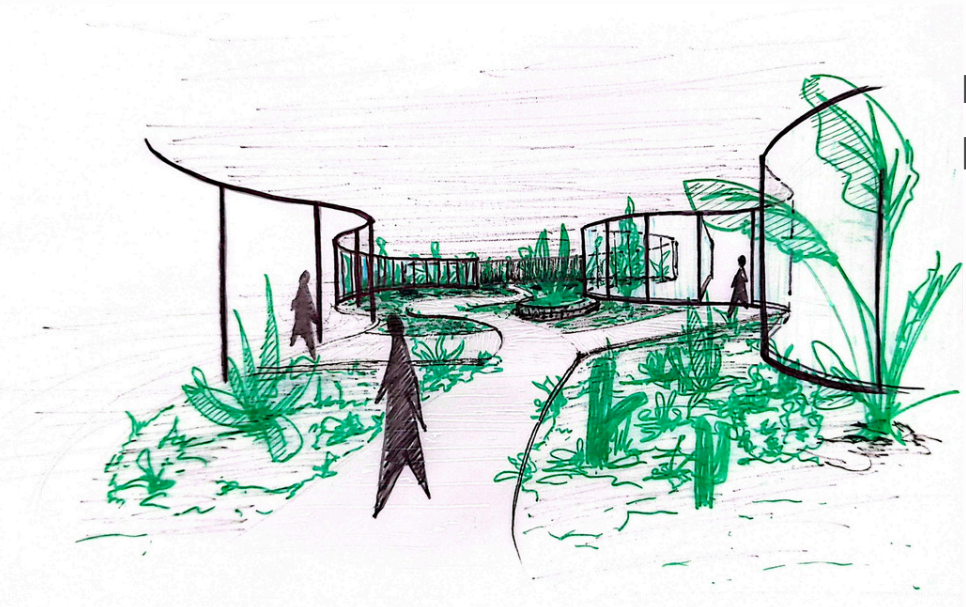
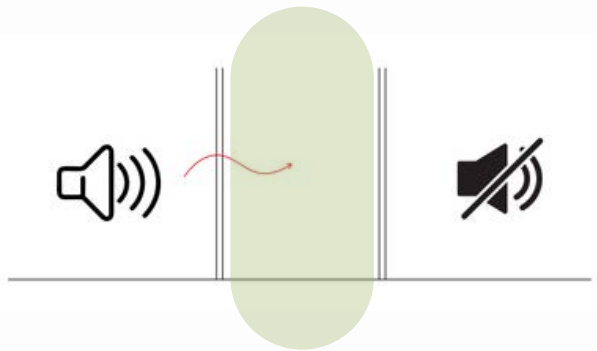
residential



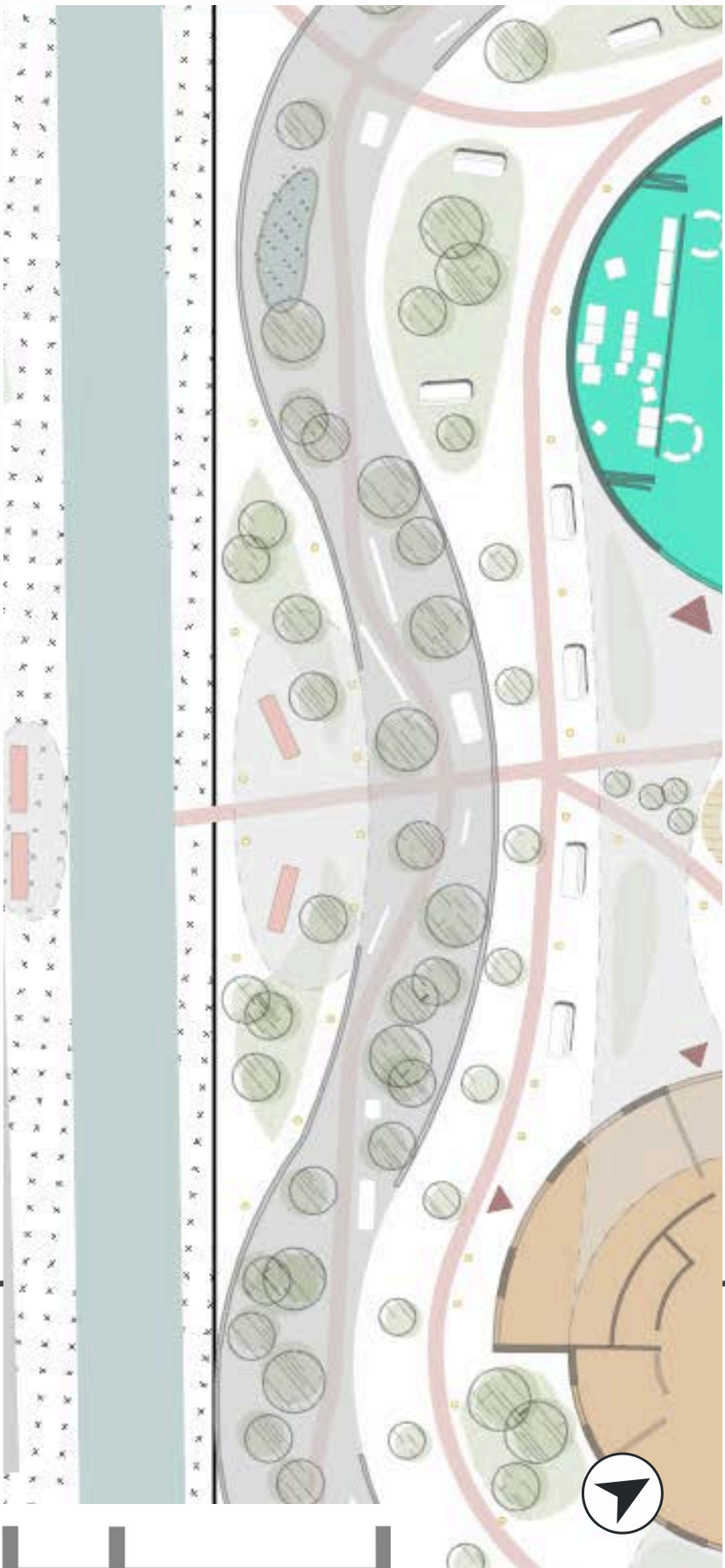
retail



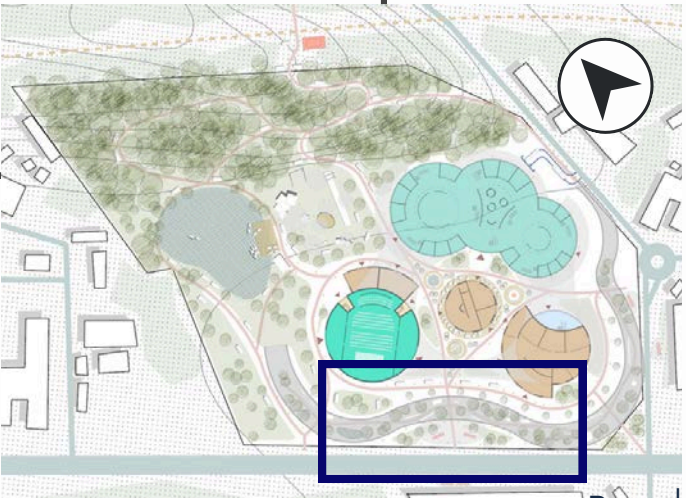
hall

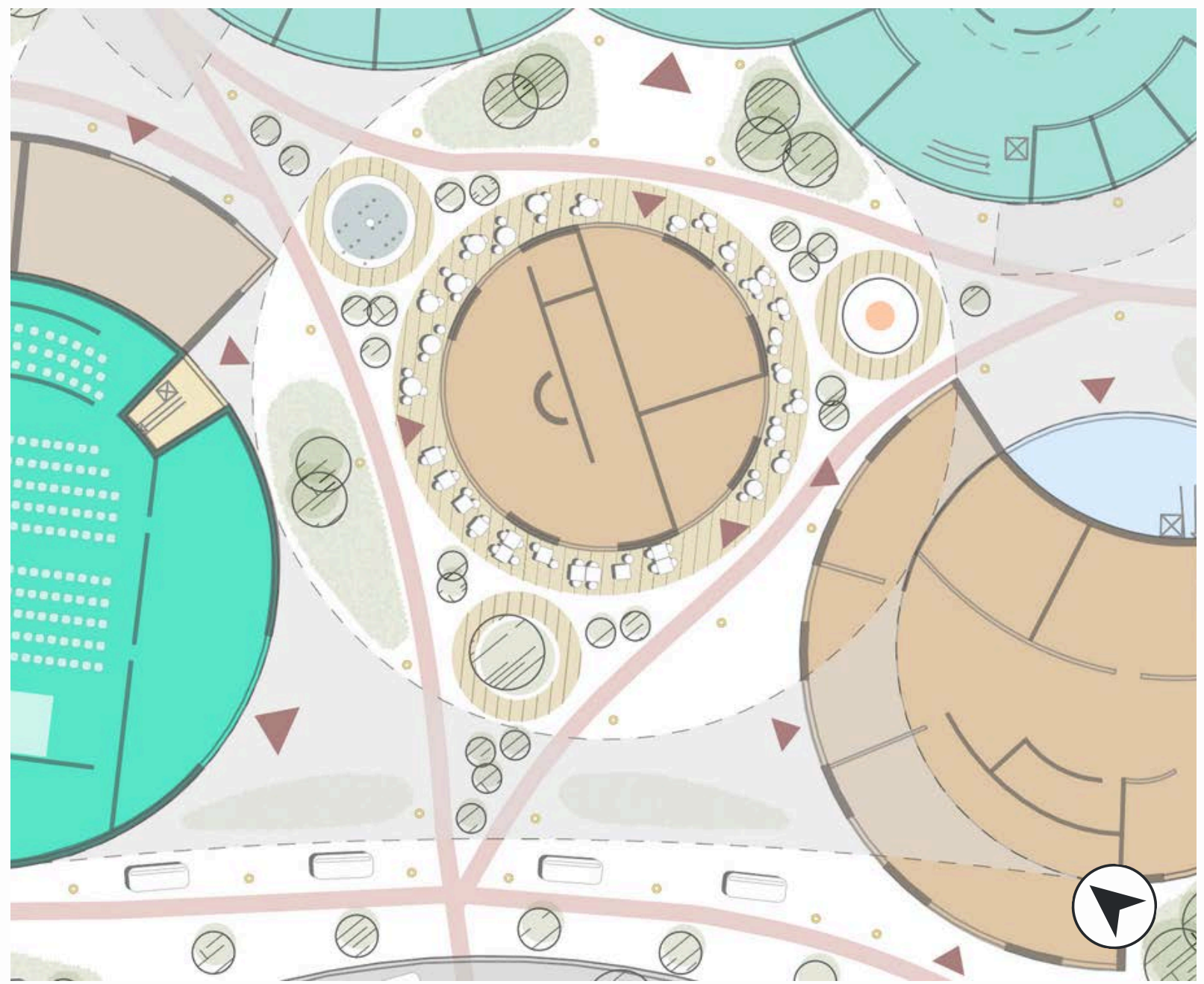


Entrance of the campus passage, sketch



- Pedestrian paths
- Building entries
- Roads
- Greenery space
- Trees
- Water bodies
- Bench
- Lighting
- Bus stop

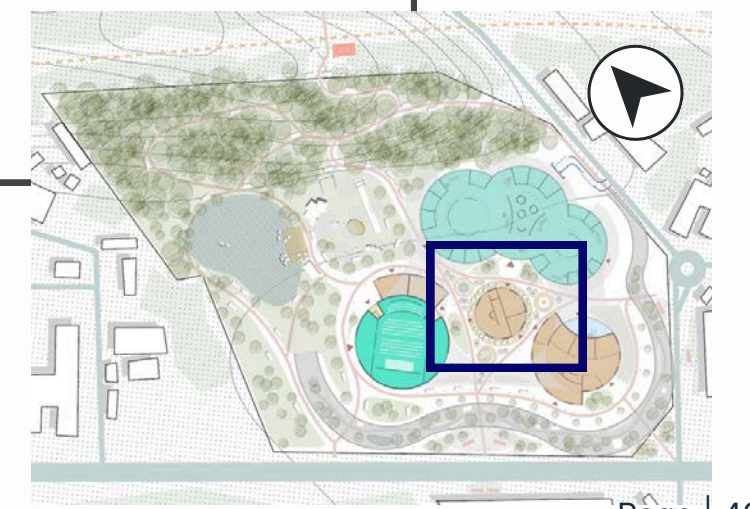


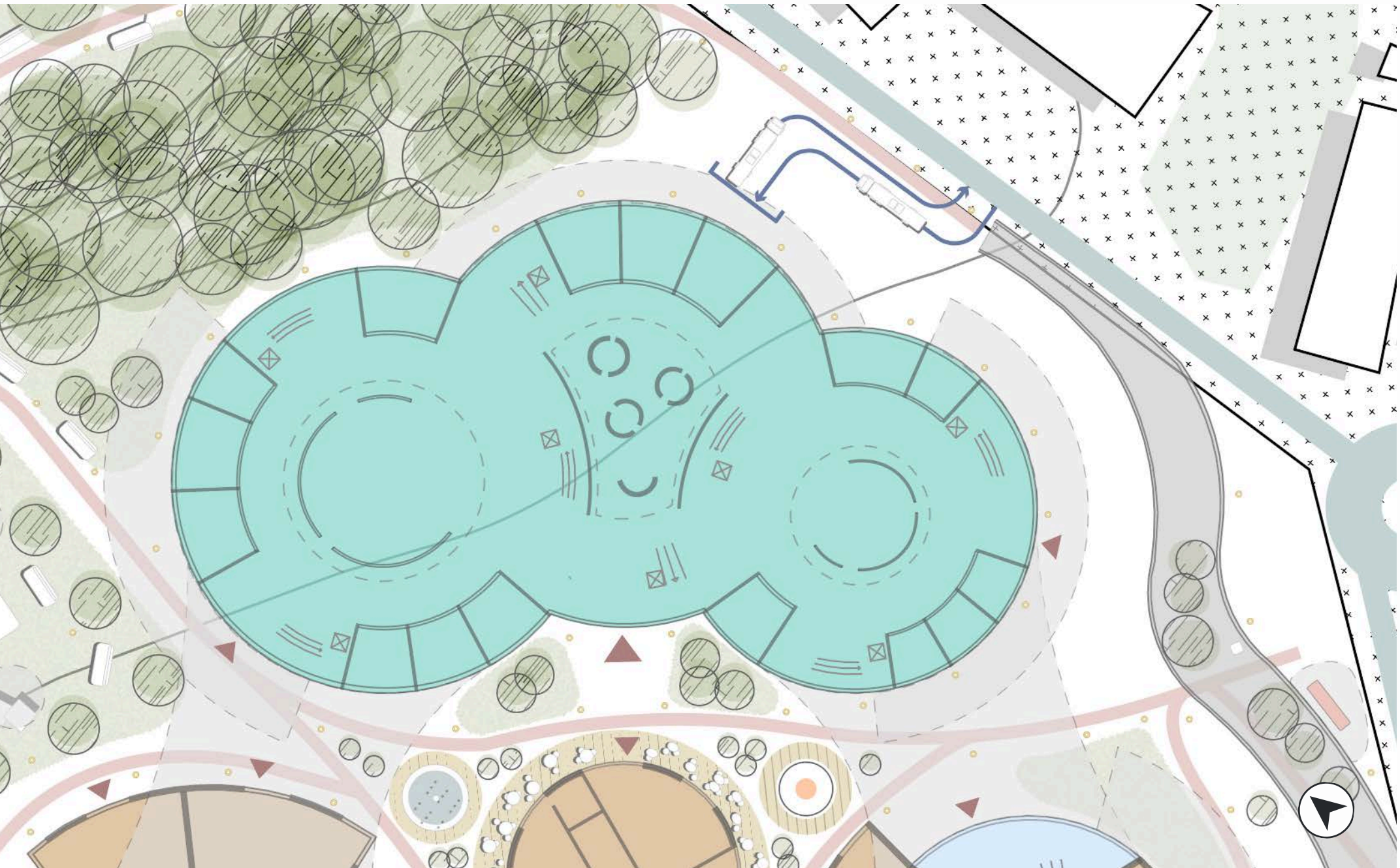


The terraces directly onto the place give an opportunity to everyone to meet and greet, in the objective of people reconnecting inside the chain

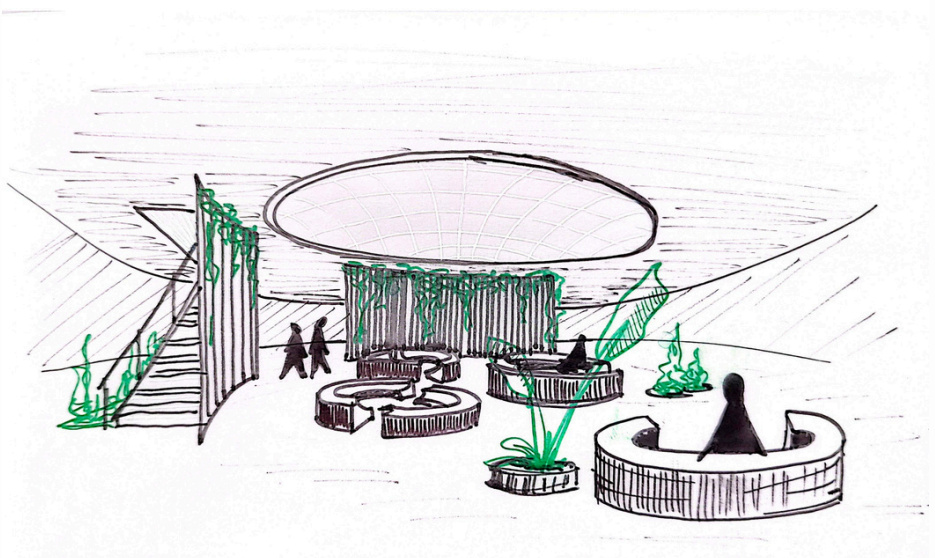
- ESET
- offices
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- hall

- Pedestrian paths
- Building entries
- Roads
- Greenery space
- Trees
- Water bodies
- Bench
- Lighting
- Bus stop
- Fountain
- Collective fire place
- Cafe terraces





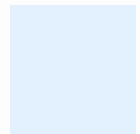
Central spaces where workers reunite, share under the glass roof protecting from climate conditions but still letting the sunshine through



ESET Headquarters lobby, sketch



ESET



offices



residential



retail



hall



Noise buffer
promenade



Pedestrian
paths



Building
entries



Parking
entrie



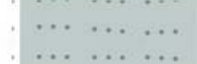
Roads



Greenery
space



Trees



Water
bodies



Bench



Lighting



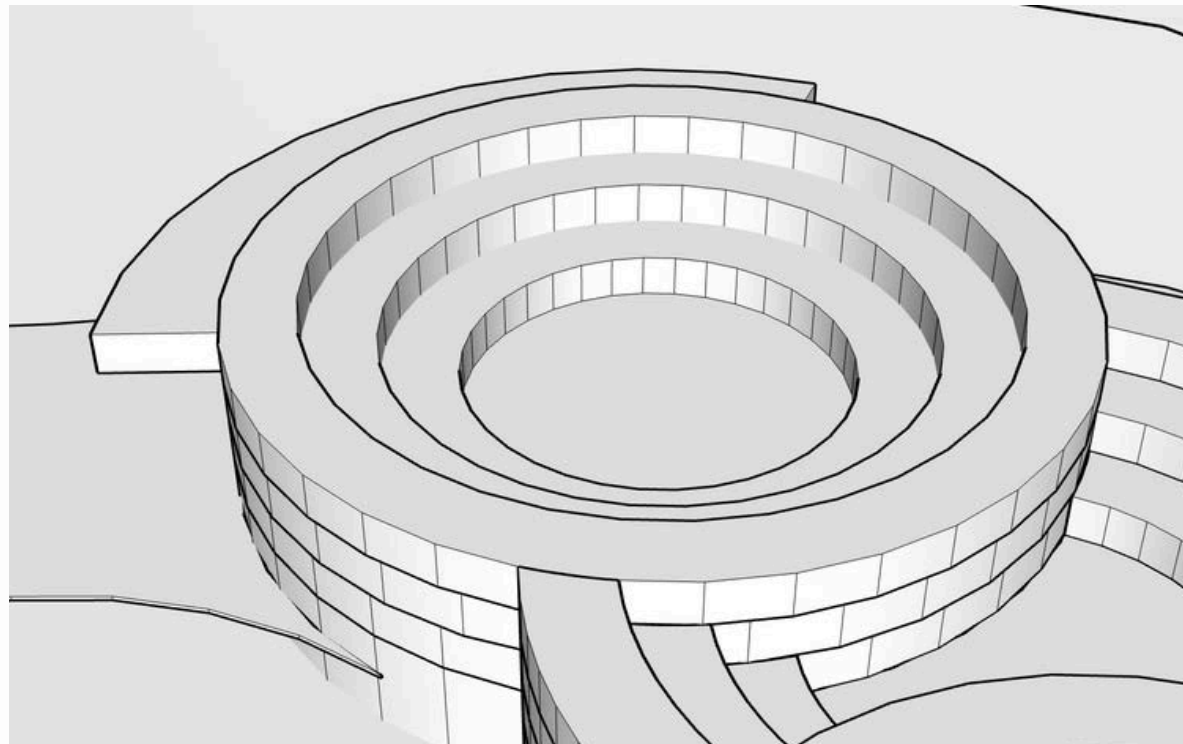
Sun
protection



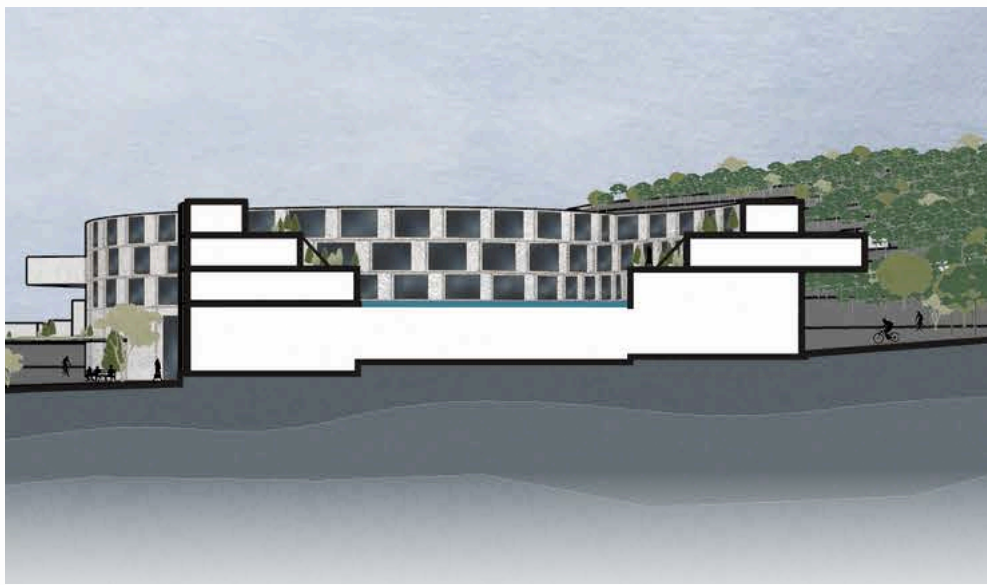
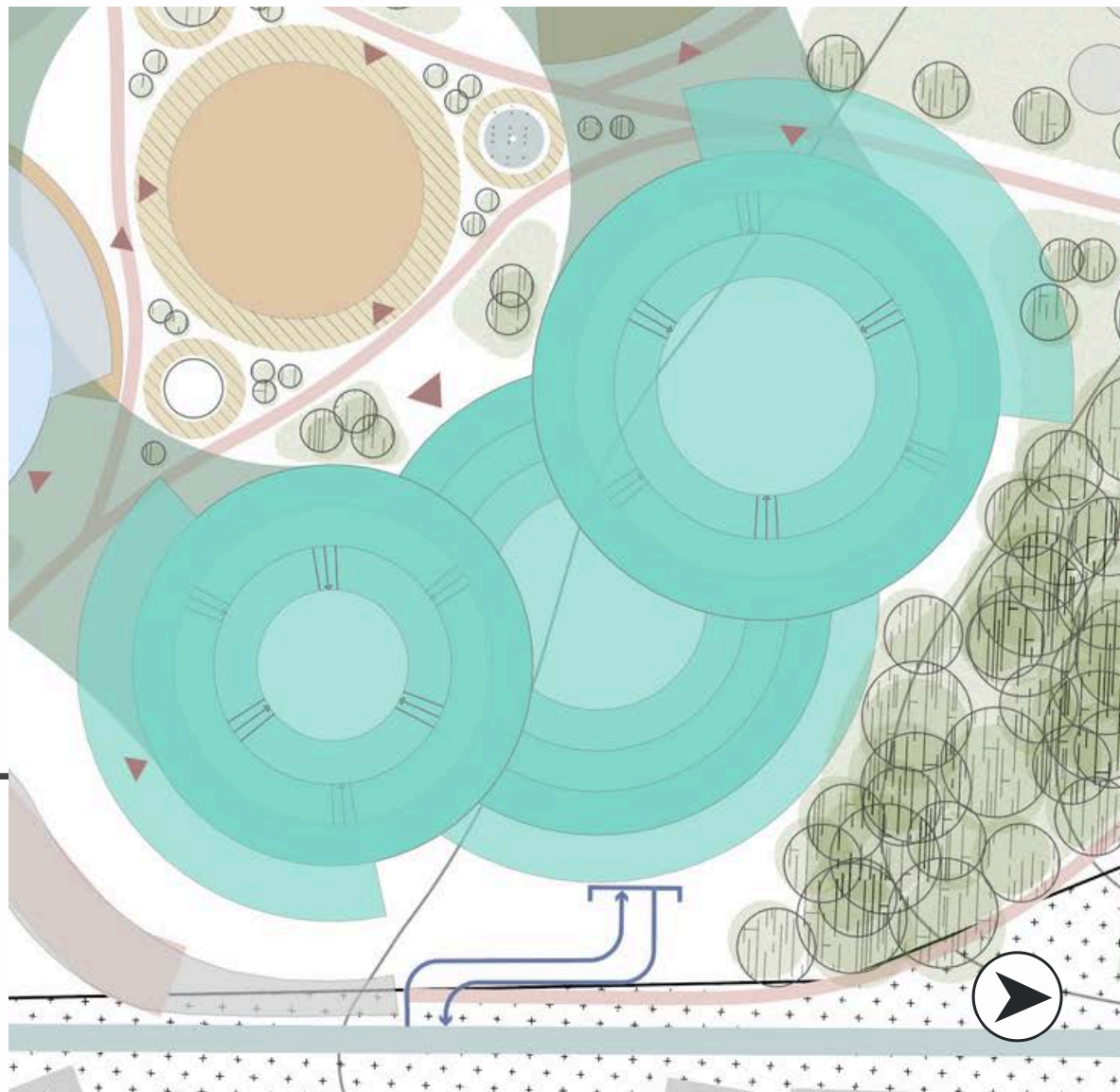
Sand pit



Play Blocs



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



Research sketch



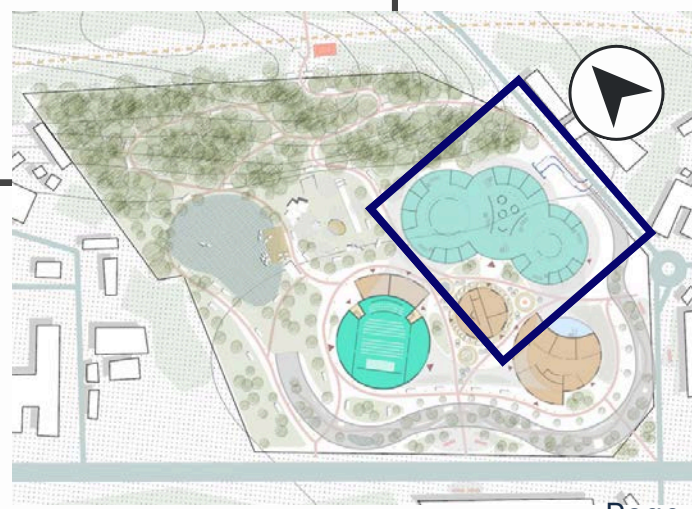
ESET

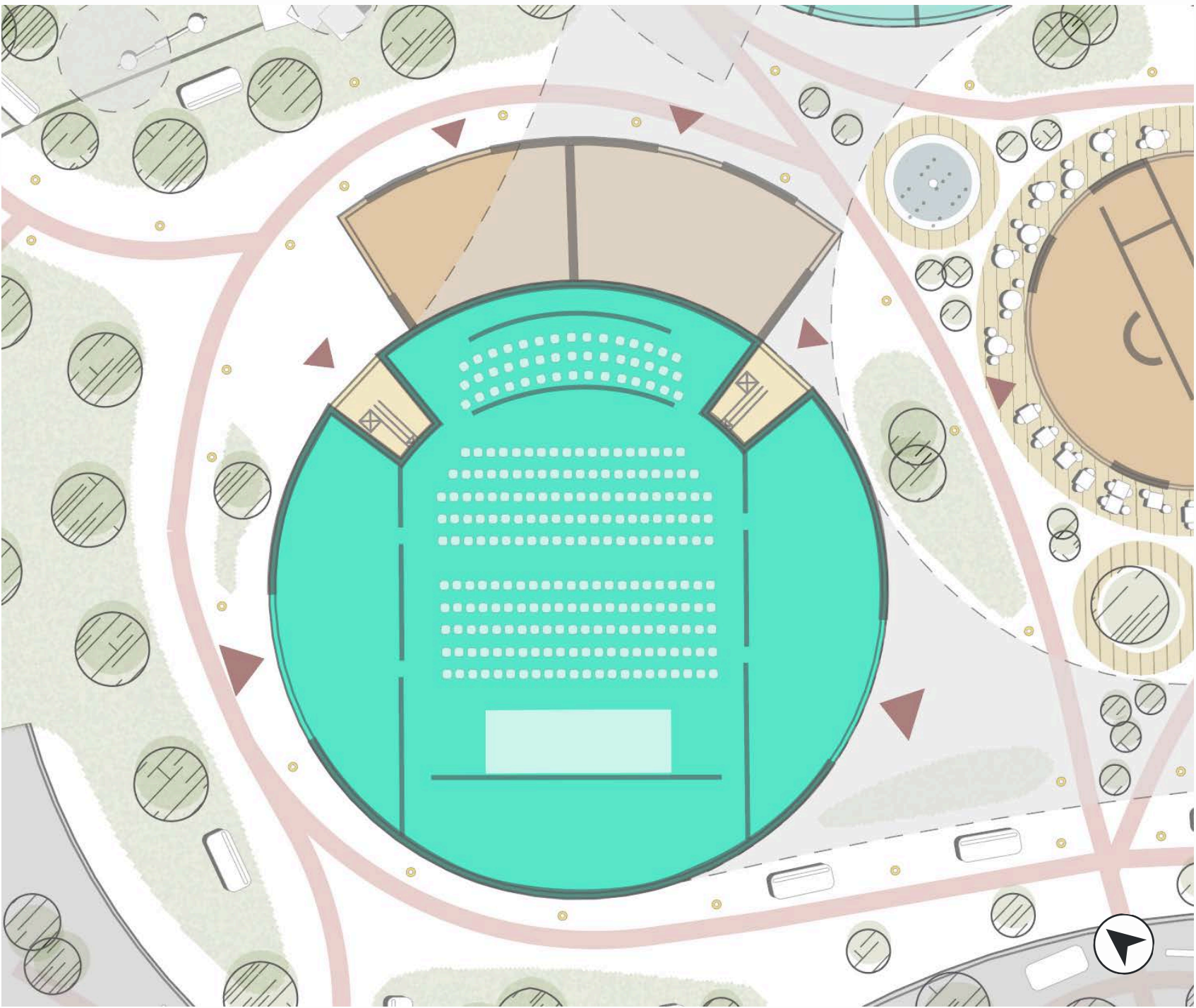
offices

residential

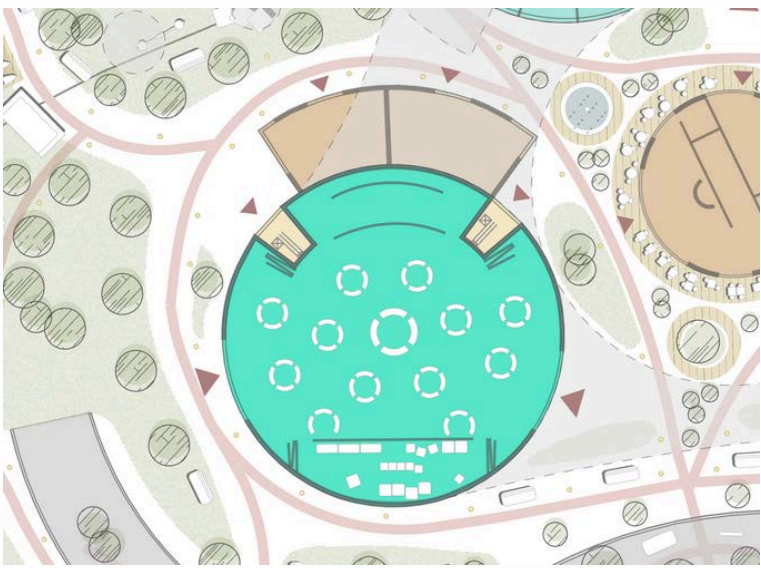
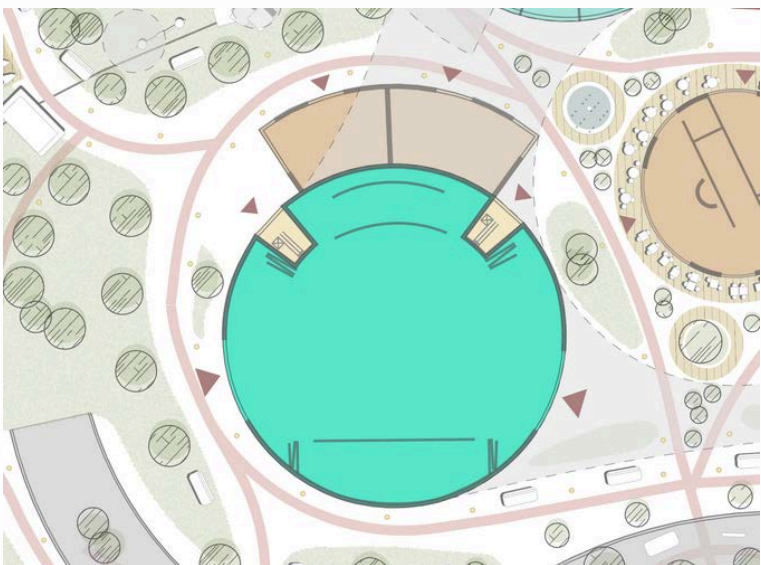
retail

hall

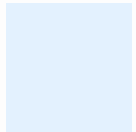




The multi-purpose hall can be modulable with its movable long walls. It can be used as a market hall, concert hall, exhibition hall, and more.



ESET



offices



residential



retail



hall



Noise buffer
promenade



Pedestrian
paths



Building
entries



Parking
entrie



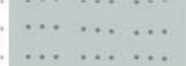
Roads



Greenery
space



Trees



Water
bodies



Bench



Lighting



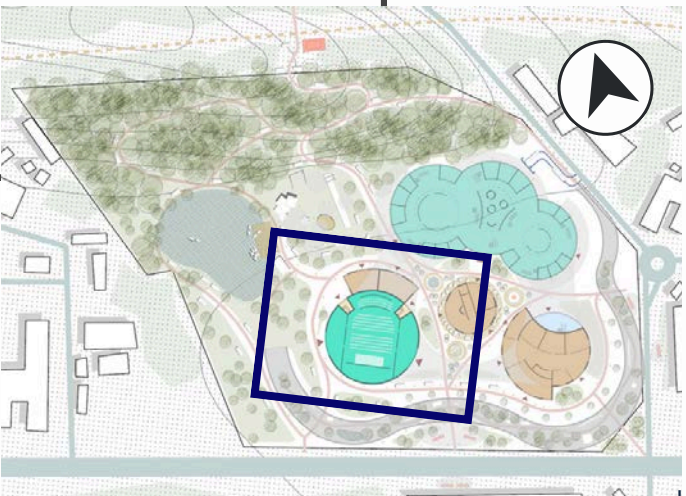
Sun
protection

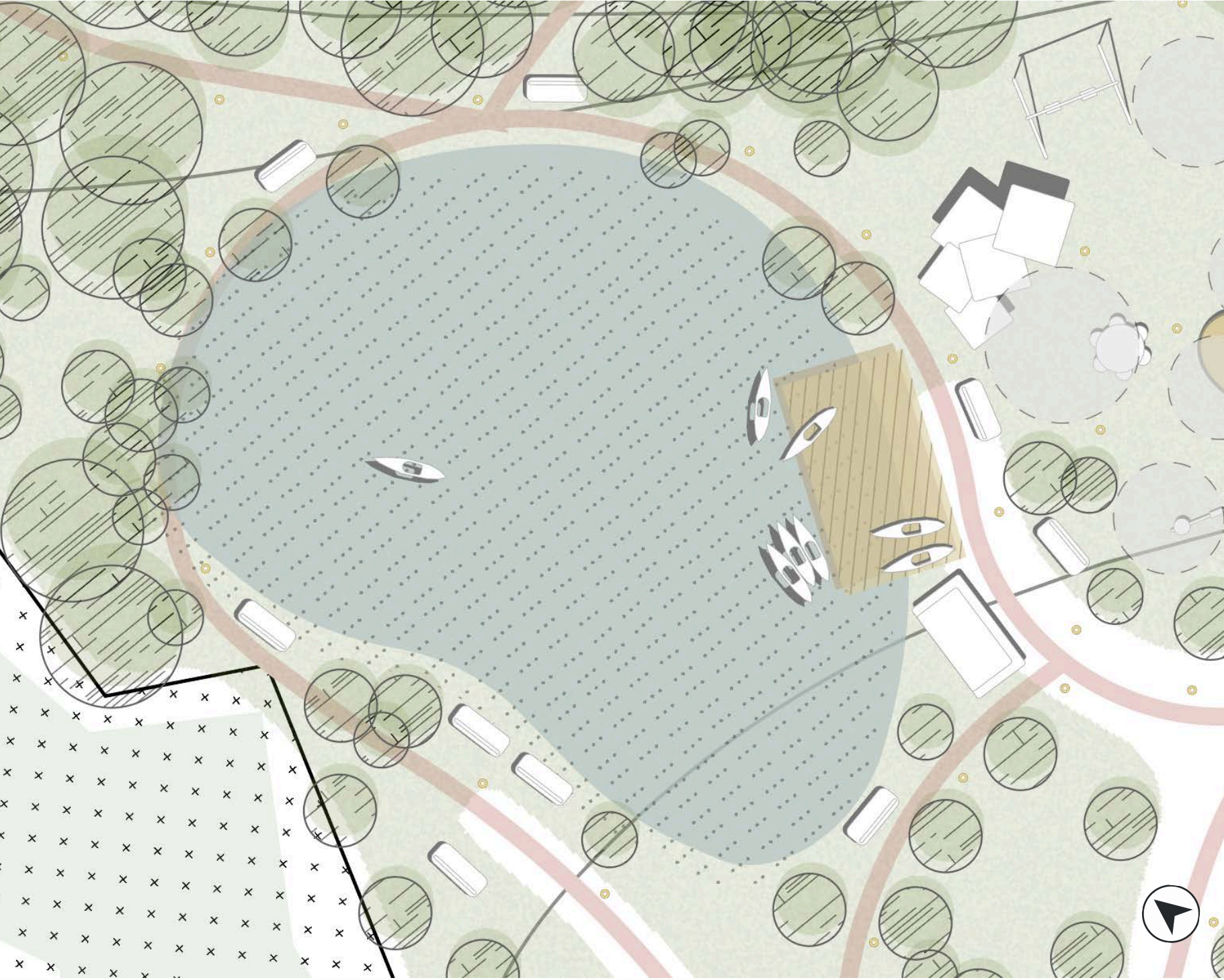


Sand pit



Play Blocs





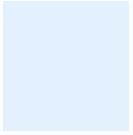
Water activities are known for calming people and offering a relaxing time



Photography of a pond,
unknown source



ESET



offices



residential



retail



hall



Noise buffer
promenade



Pedestrian
paths



Building
entries



Parking
entrie



Parking
pedestrian
exit



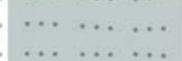
Roads



Greenery
space

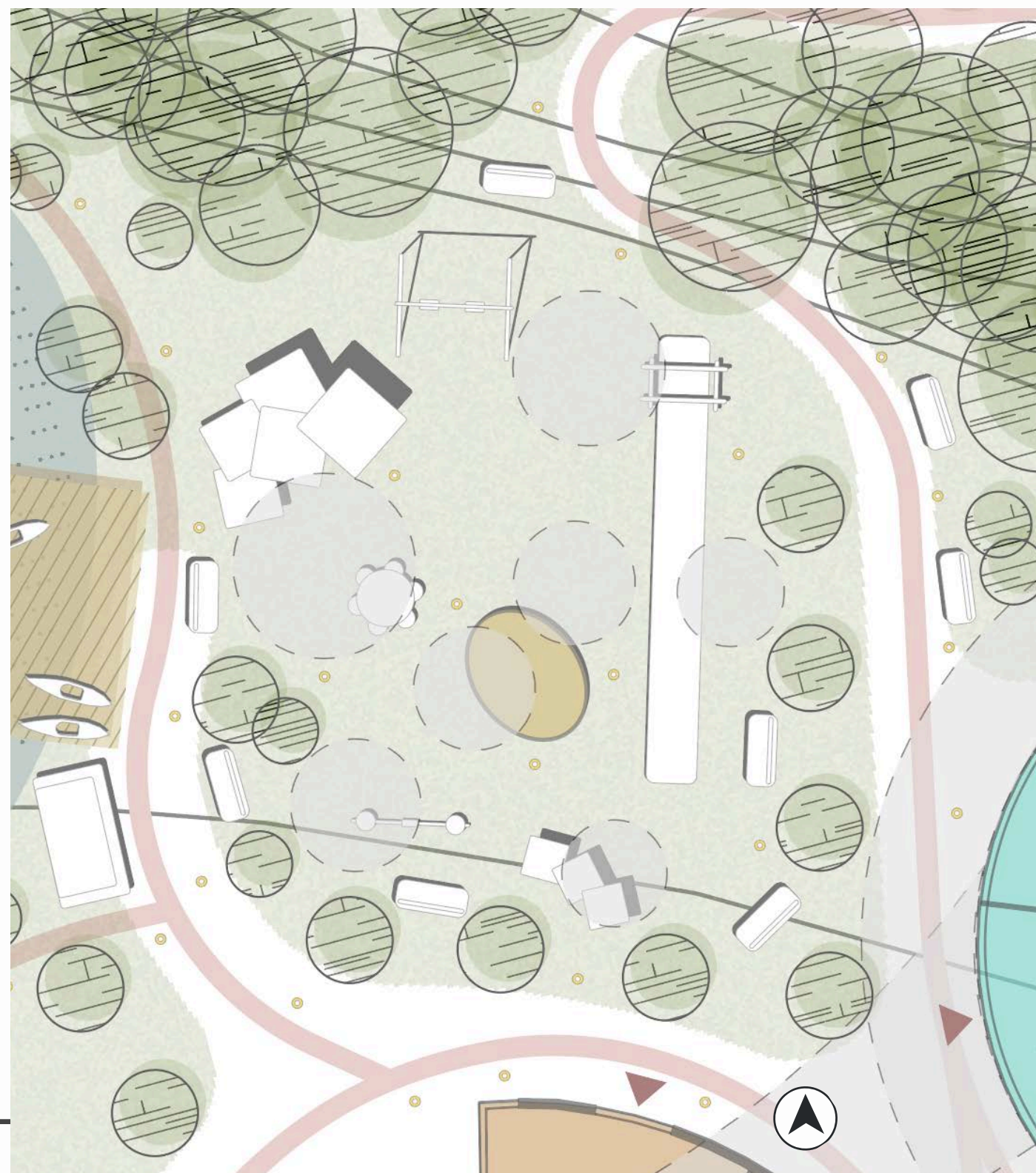


Trees

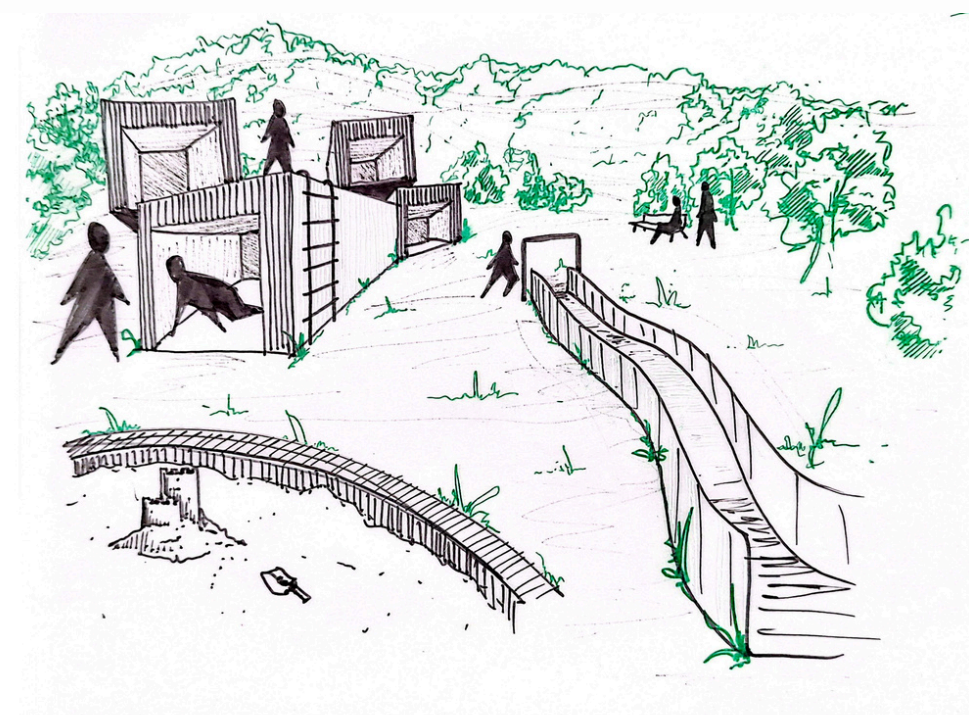


Water
bodies

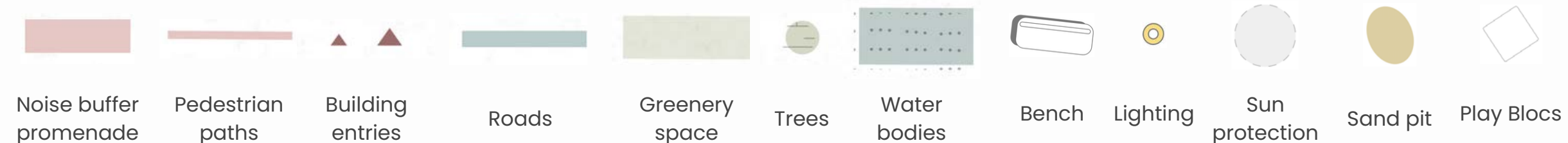




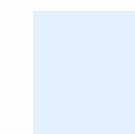
Kids area is to ensure each type of user finds a peaceful place on the campus, to welcome and attract a maximum of people



Playground area, sketch



ESET



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residential



retail



hall



THANK
YOU

