

# ADIDAS EAST VILLAGE EXTENSION

# TEAM WORK

PORTLAND, OREGON, USA

## LEVER Architecture



With offices in Portland and Los Angeles, this architecture firm is known internationally for its pioneering use of cross laminated timber (CLT) and other alternative design methods, with an eye towards achieving natural, efficient, green architecture.



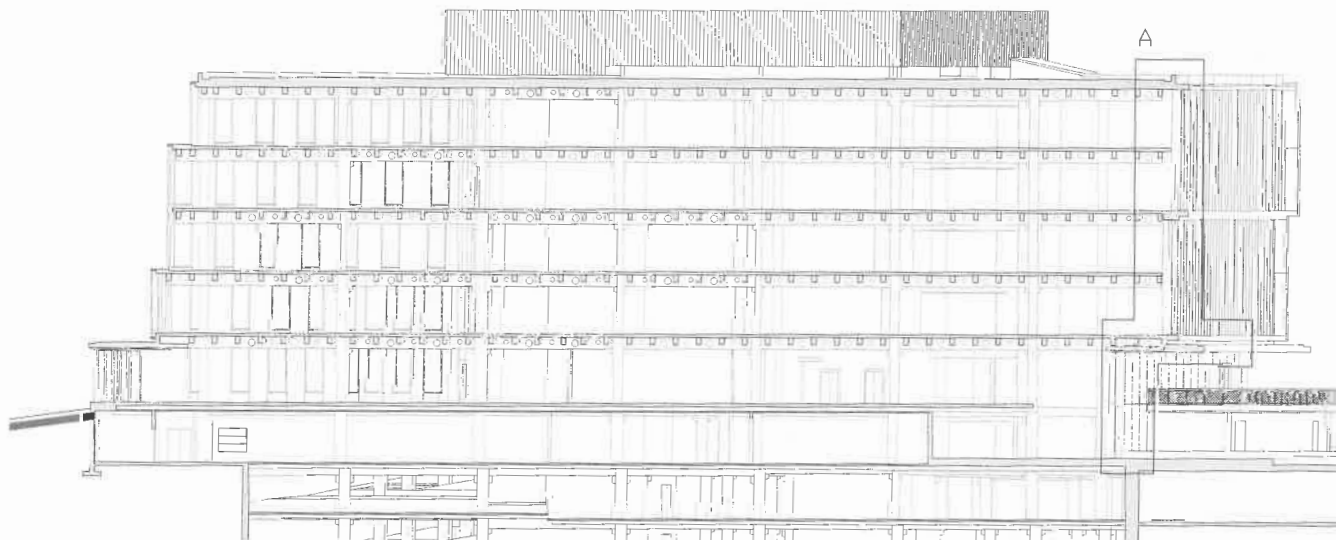
## Studio O+A



For over 30 years, Studio O+A has created environments that have changed how work and workplace are defined. The firm's groundbreaking designs for companies like Facebook, McDonald's, Microsoft, Nike, Slack and Uber demonstrate the power of design to utilize the work environment as a catalyst for creativity and a vehicle for change.

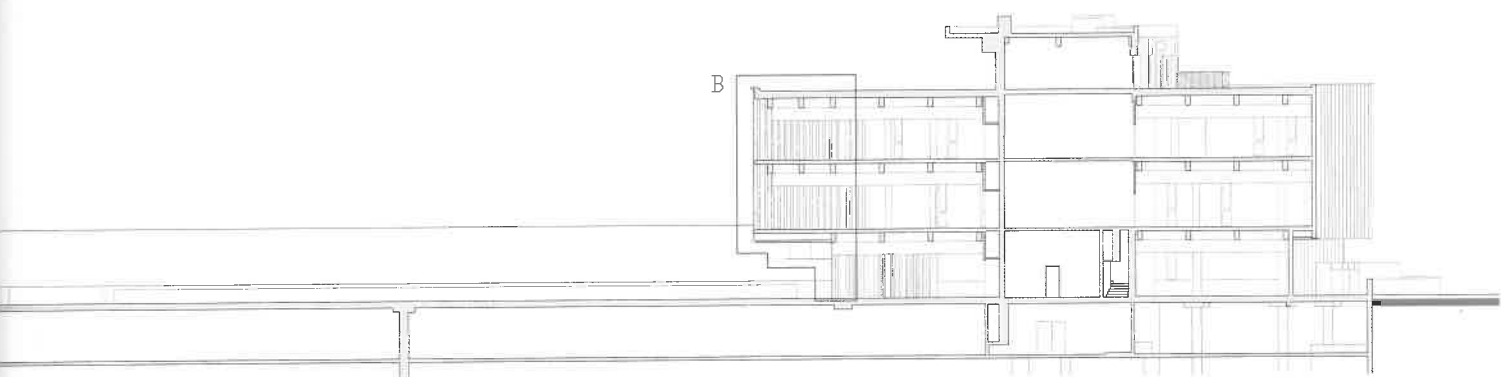


Jeremy Bitterman, courtesy LEVER Architecture





XX section – Scale 1:500



The North American headquarters of adidas, the multinational sports apparel company, is located north of downtown Portland, Oregon, along the eastern bank of the Willamette River, which flows through the city. Although essentially made up of two sections separated by a busy main road – Greeley Avenue – the campus forms a compact unit, joined by an elevated walkway across the thoroughfare. It fits comfortably into its urban setting, the segment to the west near the river surrounded by the dense vegetation lining the bank, while the eastern volume abuts onto a densely built quarter of detached family homes.

One of the goals posited for the new campus extension was to further improve the way the whole adidas complex blends with the city by adding a new public access on its eastern side. This requirement led the architects to decide on two new volumes, the Gold Building and the Performance Zone Building, located at opposite ends of a large soccer field close to the residential district.

The competition called by the client was swiftly concluded, with Lever Architecture winning the brief along with the firms Studio O+A and GGN. The budget and delivery date specifications were particularly challenging: adidas required a construction whose architecture reflected its corporate culture and commitment to quality, authenticity and innovation but which had to be completed within 24 months.

Having identified the best way to connect the two new volumes to the existing campus and the surrounding neighborhood, the project developed following the brand's design principle of working "from the inside out", i.e., creating sports apparel to fit the shapes and needs of the human body. Similarly, the extension's architectural design is based on the way people work, at times as a collaborative team, on other occasions alone, but always with the same goal: to conceive, prototype and develop new products.

From the outset, adidas was directly involved, providing advice as to its business model. This proved essential to the success of the project since it brought together everyone engaged in the creative process and allowed any criticalities emerging to be rapidly resolved.

As well as key to meeting the time constraint, the choice of construction technique also impacted the layout of the two buildings. The whole extension rests on the below-level grid of the underground parking floors: newly built in the case of the Gold

Building, already existing for the Performance Zone Building. These two underground grids led the designers to adopt two different solutions, both, however, using prefabricated elements for rapid on-site assembly that cut the construction schedule by more than three months: a hybrid of precast concrete and mass timber for the former, and a mass timber post-and-beam configuration for the latter.

The five above-grade levels of the Gold Building (offices and administration) are made up of two wings converging towards a new plaza. The trapeze-shaped Performance Zone Building rises only three stories and looks out onto an open space in front of the fitness-boutique center.

The soccer field between these two parts is a clear reflection of adidas values: team spirit, physical fitness, agility, enjoyment and fairness. The company's esthetic of sleek simplicity is echoed by the choice of building materials and construction technique, both conducive to sustainability and energy efficiency: exposed glulam beams and mass timber panels. In both cases, the precast concrete girders were perforated to allow insertion of the utilities, and so keep the visual focus on the wood.

As in sport, where the best game strategy needs agility and flexibility, the concept underpinning the new work spaces likewise allows employees to introduce changes quickly as circumstances demand. Indeed, the experience of the pandemic has highlighted how companies need built-in agility to drive new thinking and the ability to seize opportunities as they arise, however unexpectedly. Accordingly, the broad range of spaces for individual work, workshops, team meetings, presentation and relaxation can all be adapted and rearranged as the situation requires.

Just as the architecture mirrors the corporate culture, the interiors are an important fashion statement in keeping the adidas brand. Authenticity is the pervasive message of the finish selections, the environmental graphics turn patterns and colors into wall-size celebrations, and much of the furniture was made from trees felled to clear the construction site.

The close collaboration that characterized the entire project led to innovative and experimental workplace solutions that promote the team spirit, indispensable in the workplace as it is in sport, the lifeblood of adidas.

The project developed following the adidas design principle of working "from the inside out", i.e., creating sports apparel to fit the shapes and needs of the human body

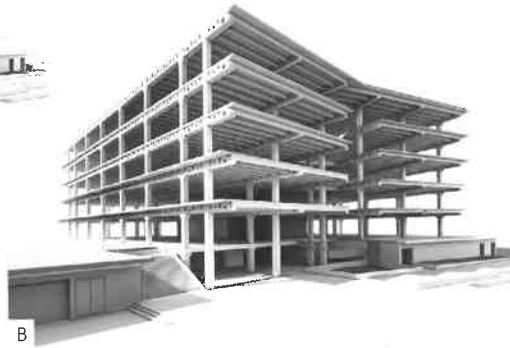


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# GOLD BUILDING



A



B



C

Perspective concept diagram of the structural frame

- A- Skeleton in prefabricated concrete
- B- Horizontal structure in glulam beams
- C- Outer envelope

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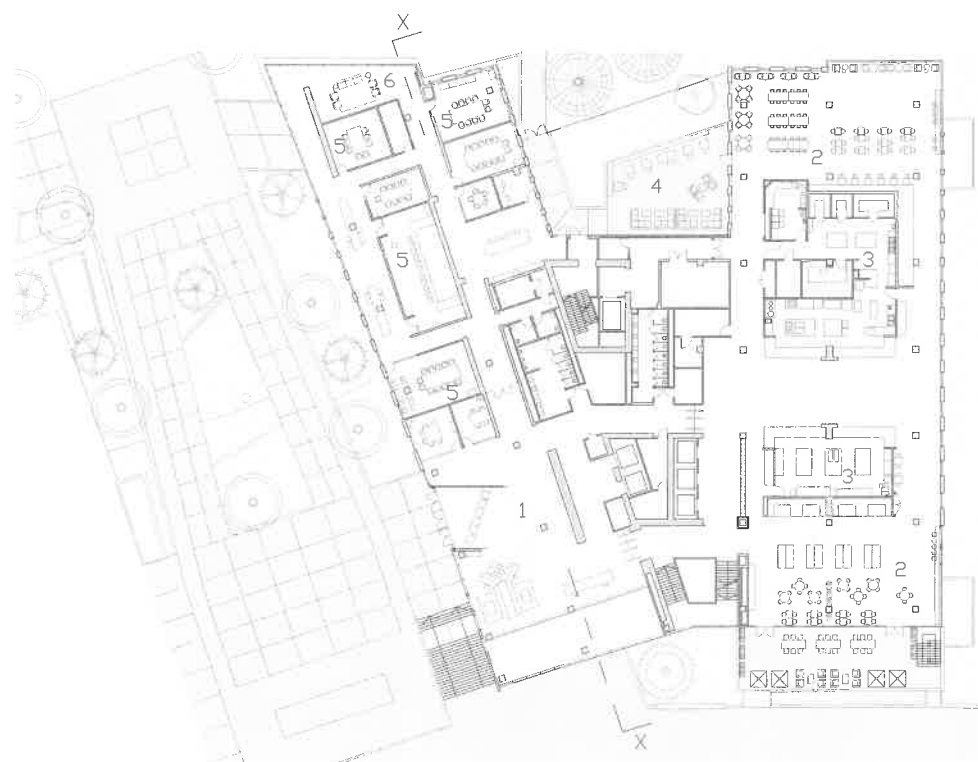




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First level floor plan  
Scale 1:800



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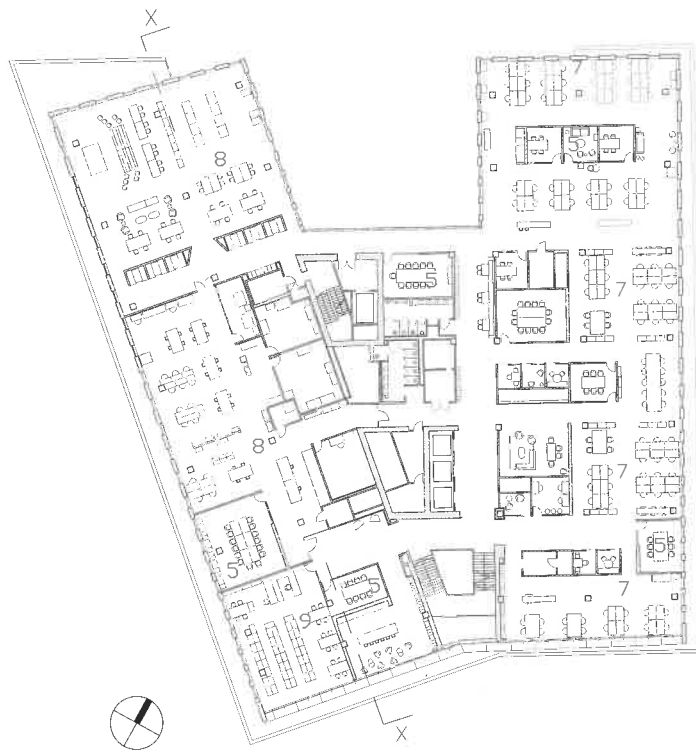
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Second level floor plan  
Scale 1:800

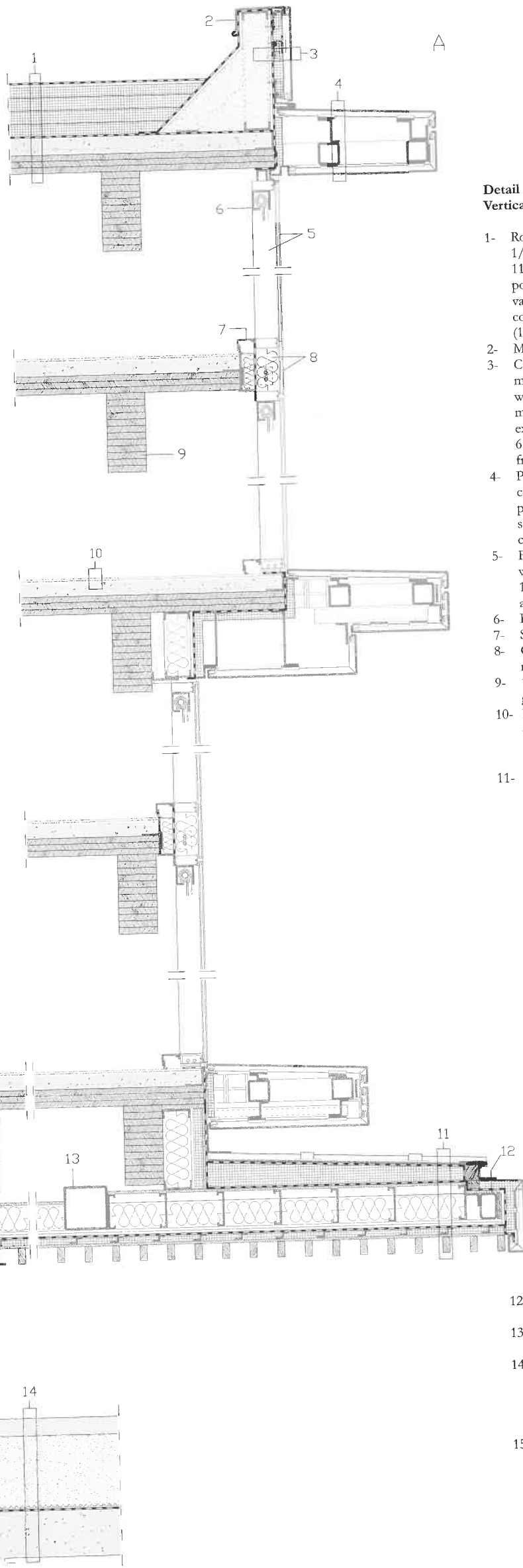
- 1- Lobby
- 2- Dining area
- 3- Kitchen
- 4- Courtyard
- 5- Meeting room
- 6- Lounge
- 7- Office
- 8- Laboratory
- 9- Archive

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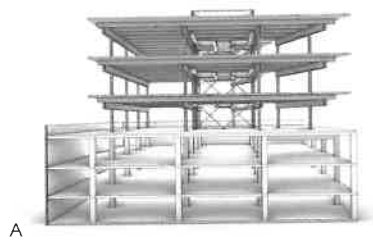
**Detail A: Gold Building, south façade**  
Vertical section – Scale 1:30

- 1- Roof comprising bitumen roofing, 1/2" (13 mm) cover board, 11 3/4" (300 mm) tapered polyisocyanurate insulation, vapor barrier, 4" (100 mm) concrete topping, 4 1/8" (105 mm) CLT panel
- 2- Metal flashing
- 3- Composite metal cladding panel on metal fasteners, 2" (50 mm) mineral wool rigid insulation, waterproofing membrane, 5/8" (16 mm) exterior gypsum sheathing, 6 x 2" (150x50 mm) metal C-profile framing, fiberglass insulation fill
- 4- Projecting cornice comprising composite metal panel, metal profiles, 5 x 5" (125x125 mm) steel box profile framing, composite metal panel
- 5- Full-height glazed curtain wall with aluminum framing and 1/4 - 1/2 - 1/4" (6/13/6 mm) aluminum glazing units
- 6- Roller blind
- 7- Sheet metal closure
- 8- Glazed spandrel glass over foil-faced mineral wool insulation
- 9- 18 x 8 3/4" (460x220 mm) glulam beam
- 10- Floor comprising 4" (100 mm) concrete topping with polished finish over 4 1/8" (105 mm) CLT panel
- 11- Projecting cornice with standing seam roofing, self-adhered underlayment, 5 1/2" (140 mm) max h tapered polyisocyanurate insulation, vapor barrier, 5/8" (16 mm) plywood panel, 8" (200 mm) metal C-profile framing with 5 7/8" (150 mm) fiberglass insulation, double 1 1/4" (32 mm) exterior gypsum sheathing, self-adhered underlayment, metal Z-profiles with insulation, 5/8" (16 mm) plywood panel, suspended ceiling with 3 1/2 x 1 1/2" (90x40 mm) Douglas fir slats
- 12- 5 7/8 x 4" (150x100 mm) steel box girder
- 13- 10 x 10" (255x255 mm) steel box girder
- 14- 4" (100 mm) concrete paving, foamed insulation fill, drainage panel, waterproofing membrane, 10 5/8" (270 mm) existing reinforced concrete slab
- 15- 4" (100 mm) concrete topping with polished finish, foamed insulation fill, 4" (100 mm) reinforced concrete slab, 11 3/4" (300 mm) hollow-core plank

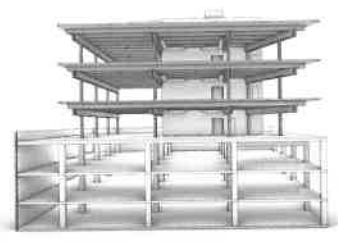


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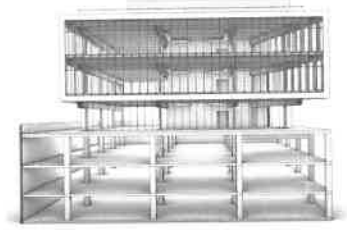
# PERFORMANCE ZONE BUILDING



A



B



C

Perspective diagram of the whole project

- A- Underground parking and timber frame
- B- Insertion of utilities
- C- Placement of outer envelope



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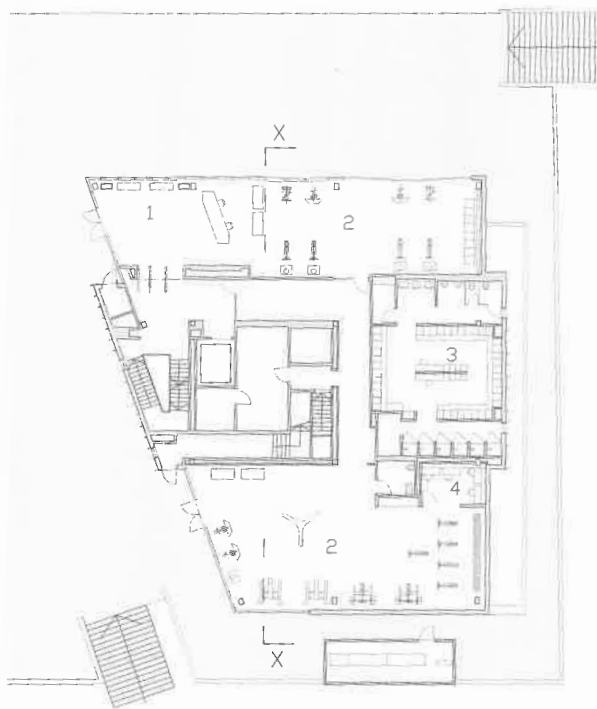
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Ground floor plan  
Scale 1:500

- 1- Lobby
- 2- Gym
- 3- Locker room
- 4- Office
- 5- Café
- 6- Kitchen
- 7- Lounge
- 8- Meeting room

Second level floor plan  
Scale 1:500

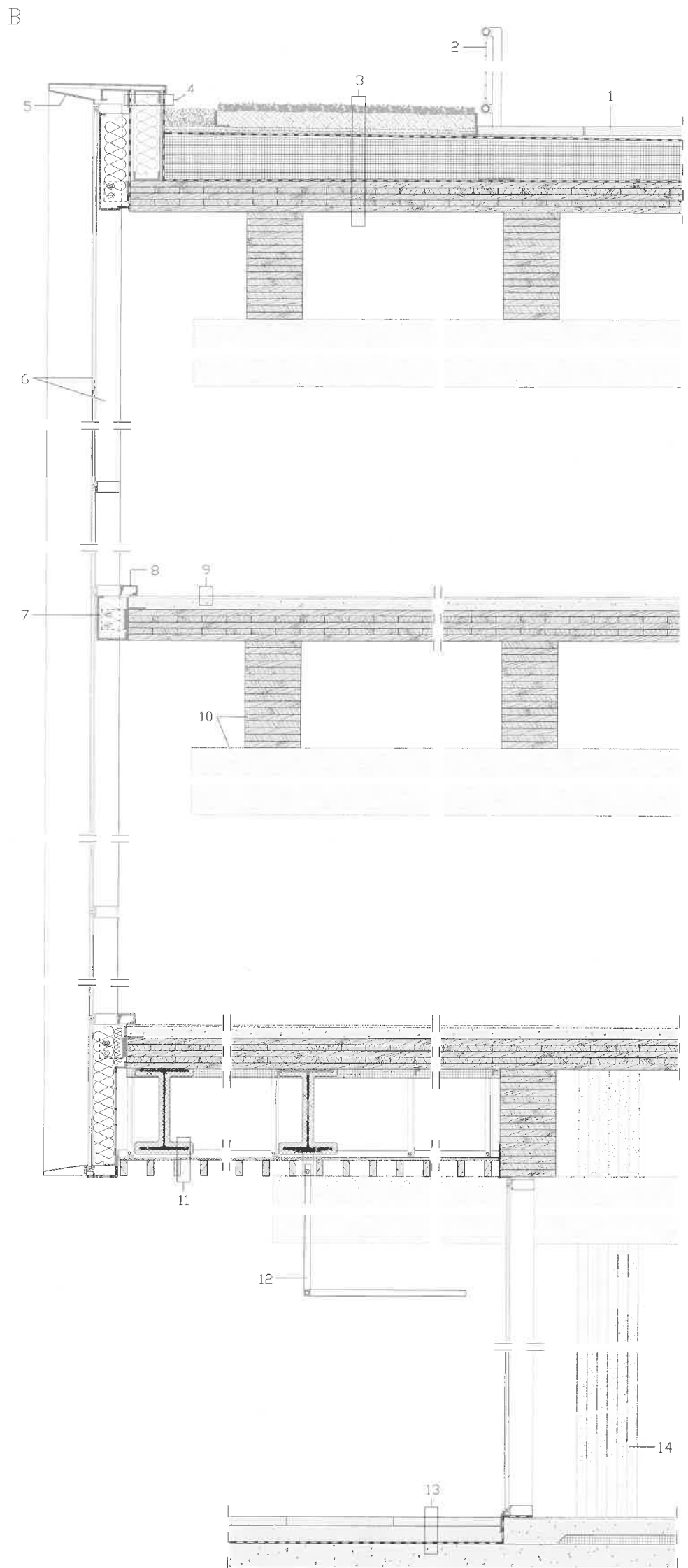


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**Detail B: Performance Zone**  
**Building, north façade**  
**Vertical section – Scale 1:30**

- 1- Concrete pedestal pavers
- 2- Railing comprising mesh on metal frame
- 3- Green roof comprising soil, geotextile membrane, drainage panel, single-ply PVC roofing, 1/2" (13 mm) cover board, 9 5/8" (245 mm) max h tapered polyisocyanurate insulation, vapor barrier, 6 7/8" (175 mm) CLT panel
- 4- Waterproofing membrane, 5/8" (16 mm) plywood panel, 6 x 2" (150x50 mm) metal C-profile framing with insulation, 5/8" (16 mm) exterior gypsum sheathing, waterproofing membrane, metal profile
- 5- Projecting cornice comprising composite metal panels
- 6- Full-height glazed curtain wall with aluminum framing and 1/4 - 1/2 - 1/4" (6/13/6 mm) aluminum glazing units
- 7- Metal profile fascia on mineral wool insulation
- 8- Sheet metal closure
- 9- 3" (75 mm) concrete topping with polished finish over 6 7/8" (175 mm) CLT panel
- 10- Glulam beam framing
- 11- Suspended ceiling comprising 3 1/2 x 1 1/2" (90x40 mm) Douglas fir slats, 3/4" (20 mm) plywood panel, suspended metal framing, 18 1/8 x 11" (460x280 mm) steel H-beam with flame-retardant treatment
- 12- Stainless steel TRX training frame
- 13- 2" (50 mm) concrete pavers, 3 1/2" (90 mm) screed, waterproofing membrane, reinforced concrete slab
- 14- Glulam beam column (parallel to plane of section)





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## CREDITS

**Location:** Portland, Oregon, USA  
**Completion:** 2021 – **Client and Owner:** adidas – **Size:** 42,000 m<sup>2</sup>  
**Architect:** LEVER Architecture  
**Principal-in-Charge:** Thomas Robinson  
**Design Principal:** Doug Sheets  
**Project Director:** Dannon Canterbury  
**Project Architects:** Chris Grosse (office building), George-Michael Rusch (athletic center) – **Designers:** Katie O’Connell, Kevin Lee, Alexa Cano – **Interior Architect, Environmental Graphics:** Studio O+A – **Principal:** Primo Orpilla  
**Managing Principal:** Lisa Bieringer  
**Design Director:** Mindi Weichmann  
**Brand Director:** Elizabeth Vereker  
**Senior Designer:** Chelsea Hedrick  
**Landscape Architect:** GGN – **Main Contractor:** Turner Construction

### Consultants

**Structures:** KPFF Consulting Engineers  
**MEP:** Interface Engineering – **Lighting:** Niteo Lighting – **Acoustics:** Stantec  
**AV, IT, Security:** Teecom – **Brand Fabricators:** Acme, Axiom Custom, EyeLevel, Infinity Images – **Food Service:** Next Step Design – **Green Wall:** Habitat Horticulture – **Sustainability, Commissioning:** RWDI

**Text:** Caterina Testa

**Portrait image (LEVER Architecture):** Courtesy of LEVER Architecture

**Portrait image (Studio O+A):** Mindi Weichman, courtesy of O+A