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New corporate offices for a forward-thinking Company: Modern architecture and advanced materials for Petrom headquarters in Bucharest, Romania

(High resolution images available upon request)

July 2012 – In line with the modernization program undertaken in the last years, Petrom, the largest oil and gas producer in South Eastern Europe, has taken the decision to build new modern and comfortable headquarters in Bucharest, Romania. The project aims at giving its employees a unique office environment, as well as aligning the company image with the highest international standards.



Petrom City, Bucharest, Romania, main building atrium filled with round shaped furnishing elements realized with a DuPont™ Corian® “organic skin”; photo Cosmin Dragomir, all rights reserved.

The design and construction project of the new Bucharest headquarters is based on the Working Environmental Branding (WEB) concept and include the interiors and exteriors of a compound of five buildings under the name of Petrom City, and has been commissioned to the Bucharest-based architectural studio Square One. Between Petrom City’s two main buildings, organic shaped furnishing elements realized with DuPont™ Corian® combined with natural stone and light, pave the way for visitors towards the large entrance atrium. DuPont™ Corian® has been masterly fabricated



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by Ekerö, a Rumanian company specialized in the fabrication of DuPont™ Corian® and part of the “Corian® Quality Network”.

In the first building, DuPont™ Corian® was used to create reception desks, signage panels, benches and flower pot containers in two of the buildings’ atria, each characterized by round and fluid lines. Realized with natural stone and DuPont™ Corian®, the huge monolithic design of a 14 meter long reception desk is curved at its end and smoothly transforms into the wall that continues on behind receptionist staff. The wall height gently decreases to create an area that includes flower pots and a bench: four heights are linked together to create four functional areas. Each furnishing element is based on the same concept: natural stone for the base and a DuPont™ Corian® “organic skin” for the functional upper part. The two material layers are separated by LED illumination, an indirect light that underlines the division using soft lighting and gives a floating-like effect.



Petrom City, Bucharest, Romania, main building reception desk and area entirely made with round shaped DuPont™ Corian® “organic skin”; photo Cosmin Dragomir, all rights reserved.

The atrium of the second main building is filled with modular round shaped benches made with DuPont™ Corian® that can be easily moved and stack together to minimize the storage space, as this atrium is often used to host company events.



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Adrian Cancer, general manager of Square One studio comments, “We had to choose a material that could be curved and twisted to thermoform the parts, and also unite them on site to get a monolithic look with seamless joints. DuPont™ Corian® responded perfectly to these functional and technical requirements and the outcome is perfectly adapted to the Petrom transformation. Also, we had a strict deadline to finish the work and for this reason we did not use traditional architectural sketches that would have taken too long to implement. Instead, we sent the 3D files of our project to the fabricator that made the molds very quickly, helping us save considerable time. The entire process from virtual shapes to the physical implementation on site was incredibly smart and quick, with great results.”

The material aesthetics, its pure white colour, the ideal combination with natural stone and illumination give the entire structure a sense of lightness despite its huge dimensions.



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About Petrom (www.petrom.com) - With activities in the business segments of Exploration and Production, Refining, Marketing, Gas and Power, Petrom has proved oil and gas reserves of 854 mn boe, a maximum refining capacity of 8 million metric tons per year, approximately 540 filling stations in Romania and 270 filling stations in Moldova, Bulgaria and Serbia. In 2009, the turnover of the company was EUR 3,029 mn and EBITDA was EUR 696 million. After its privatization in 2004, the company recorded positive results. The modernization process initiated in 2005 is underway in accordance.



From left to right:
Ionel Pascu, Sabin
Dumitriu, Adrian
Cancer-Zeana.

About Square One (www.squareone.ro) - Square One was formed in 2001 in Bucharest Romania. Its primary goal was to create visual art and experiments, unconventional spaces architectural installations in general visual forms of communication. It grew very fast given the demanding emerging Post Communist Romanian market and so the team widened the spectrum of knowledge in the field of architecture. By now Square One interior design portfolio includes TV news sets and editorial-offices spaces, library spaces, bars and restaurants, nightclubs and lounge, office, residential and retail spaces.

Since 2005 it developed a construction oriented department and had built more than 5 residential ensembles, private housing units and commercial spaces, an approx 40000 sqm of build space.

An important feature is the "key turn" services that Square One provides to its clients. Since 2006 Square One builds its own visions and delivers to the client the final product for a wide variety of architectural programs, whether it's an interior design, object or construction. Given the budget and time limitations of the various projects Square One is able to adapt the concept, materials, technology, even for the most complex situations and deliver within the given deadline.



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The team, formed by an interdisciplinary design collective, has been creating groundbreaking visual and spatial experiences in the architecture and interior design, graphic and media design fields. In a creative synergy, atypical forms of two and three dimensional design are created: Square One graphic works develop a spatial impact, while their architectural drafts are based in well balanced proportions on communication, function and decorative oriented principles.

A constant analytic study into the genesis of each project is meant to generate a broadening of an absolute understanding of space and image towards a dynamic, processual approach. In addition to this progressive conceptual method the project management skills, developed during hard working years of implementation for various objectives, are meant to deliver each concept into the tight frame of financial and chronological requirements.

About DuPont™ Corian® techno-surface (www.corian.com, www.facebook.com/coriandesign) - First marketed as a high performance solution for kitchen and bathroom worktops, DuPont™ Corian® is now a leading global brand in superior quality surfacing materials for design, architecture and furnishing, a solution chosen worldwide by many dozens of thousands of architects, designers and companies and by millions of consumers.

The continuous efforts, the investment and the creativity of DuPont in research and technology, product innovation, new applications development and marketing have made DuPont™ Corian® high-tech surface a design tool offering exceptional versatility and almost limitless possibilities for producing high quality, effective, functional and reliable solutions addressed to residential, public and commercial environments, both indoor and outdoor. From kitchens to lamps, from bathrooms to the skin of buildings, from seating solutions to home automation systems, from radiators to touch control surfaces, from tables to furnishing and fashion accessories, to mention just a few...: the “magic” of DuPont™ Corian® can be found today in an extremely wide variety of products, systems and objects that everyone uses or experiences in daily life. And the list keeps on growing...

About DuPont - DuPont (NYSE: DD) has been bringing world-class science and engineering to the global marketplace in the form of innovative products, materials, and services since 1802. The company believes that by collaborating with customers, governments, NGOs, and thought leaders we can help find solutions to such global challenges as providing enough healthy food for people everywhere, decreasing dependence on fossil fuels, and protecting life and the environment. For additional information about DuPont and its commitment to inclusive innovation, please visit www.dupont.com.

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