

The new House of Industry

a complete TRANSFORMAtion

d line
KNUD HOLSCHER DESIGN



The House of Industry in 2013. For the client - Danish Industry – it was important that the exterior of the building still could host the names of all their members. The challenge was solved by using energy efficient LED-lights. Photo: Jens Lindhe

The history

House of Industry has a long history, which began way back in 1800s Copenhagen. Since then, the Town Hall Square in Copenhagen and the building itself has undergone many changes.

The building, that most Danes associate with House of Industry was built in 1979 – designed by the Danish architect Erik Møller. It was a huge brick building with a shopping arcade and cinema on the ground floor, but is properly best known for its many neon signs on the facade.



The House of Industry in 2005. Photo: Henrik Sendelbach

The new building

In 2011 a comprehensive rebuild of the original building began - a transformation from heavy 1970's façade to a more contemporary look with glass from top to bottom. In the new building it was decided to break with the heavy and closed off facade and instead rejuvenated the building with a pure glass facade in a slender steel frame.

The new facade is made of two layers - an inner glazing retains heat, and an outer layer of glass protects against wind and weather and shields the interior from the traffic

noise from one of the country's busiest intersections just outside the front door. In terms of energy the double facade has the advantage that the inner insulating part is not affected by the wind and, therefore doesn't cool as much as the outer facade. During the summer period, the heat from the outer facade is naturally vented by opening a hatch between the two layers.

The Atrium

The heart of the building is the new atrium in the center. The inner atrium is 55 meters long, 18 meters wide and up to 26 meters high. The atrium is a visual and spatial reference point for the life and the flow of the building, and works as a natural hierarchy for both guests and employees, as a building of 50.000 m² easily seems confusing.



The Atrium, House of Industry 2013. Photo: Jesper Lindhe

The architect

For the small Danish architectural firm TRANSFORM - who won the competition on the rebuild of House of Industry in 2007 - it has been a great chance to build on one of the most prestige's addresses in Denmark - as The House of Industry is placed in the heart of Copenhagen City Center with the Copenhagen Town Hall and Tivoli as its closest neighbors.

As said by TRANSFORM Architect Lars Bendrup: *"I can't imagine a place in Denmark where I would rather build. The House of Industry is a dream project and it HAS to be good - and the final result definitely measures our visions for the project"*

We wanted to create an open and transparent visual expression, where the buildings technical details are all visible. To let the building materials act as a visual factor - matches in fact the client's universe completely.

fact

d line has supplied 16 mm L shape door levers and door accessories for the entire building including special pull handles in 38 mm



fact

TRANSFORM, by architect Lars Bendrup, is a design studio based in Aarhus. The studio has marked itself in Denmark, as well as internationally, with projects that have professional focus on urban plans and urban buildings. TRANSFORM has won numerous national and international awards for their work.