

The World of Sports in Herzogenaurach – a unique workplace

Fact sheet

The year 2019 marks a milestone in the development of the sporting goods manufacturer with the 3-Stripes: All the employees at the company's headquarters now work in the same place, at the 'World of Sports' complex in the north-eastern part of Herzogenaurach. The move from the city center began in 1999, when the first adidas employees moved into Spikes, a converted barracks building. The former military site was then gradually developed into the current 59-hectare sports campus. In 2011, around 1,700 employees moved into the modern 'Laces' office building. Followed by the opening of the company's 'World of Kids' daycare center in 2013, and the fitness studio a year later. Both facilities are currently being expanded. There are also numerous outdoor sporting facilities for soccer, tennis, climbing and basketball around the campus. The Halftime building has been in operation since 2018. This provides employees with another company restaurant and meeting rooms. In total, adidas is investing around one billion euros in the "World of Sports".

The completion of the new Arena building, after 34 months of construction, completes the expansion of the World of Sports. The newly constructed building looks like a soccer stadium and has space for more than 2,000 employees on its approximately 52,000 square meters of floor space. The entrance area is dominated by a stunning stairway construction with 136 steps. This provides the opportunity to integrate physical activity into daily working routines, and also forms the basis for unplanned encounters and thus improved communication. If you go up and down the stairs once every working day for a year, you expend as much energy as in a marathon. In the outdoor area, a running track and trampolines complete the very wide range of sporting opportunities on the campus. Recycled adidas trainers are used to create the weatherproof underfoot surfacing.

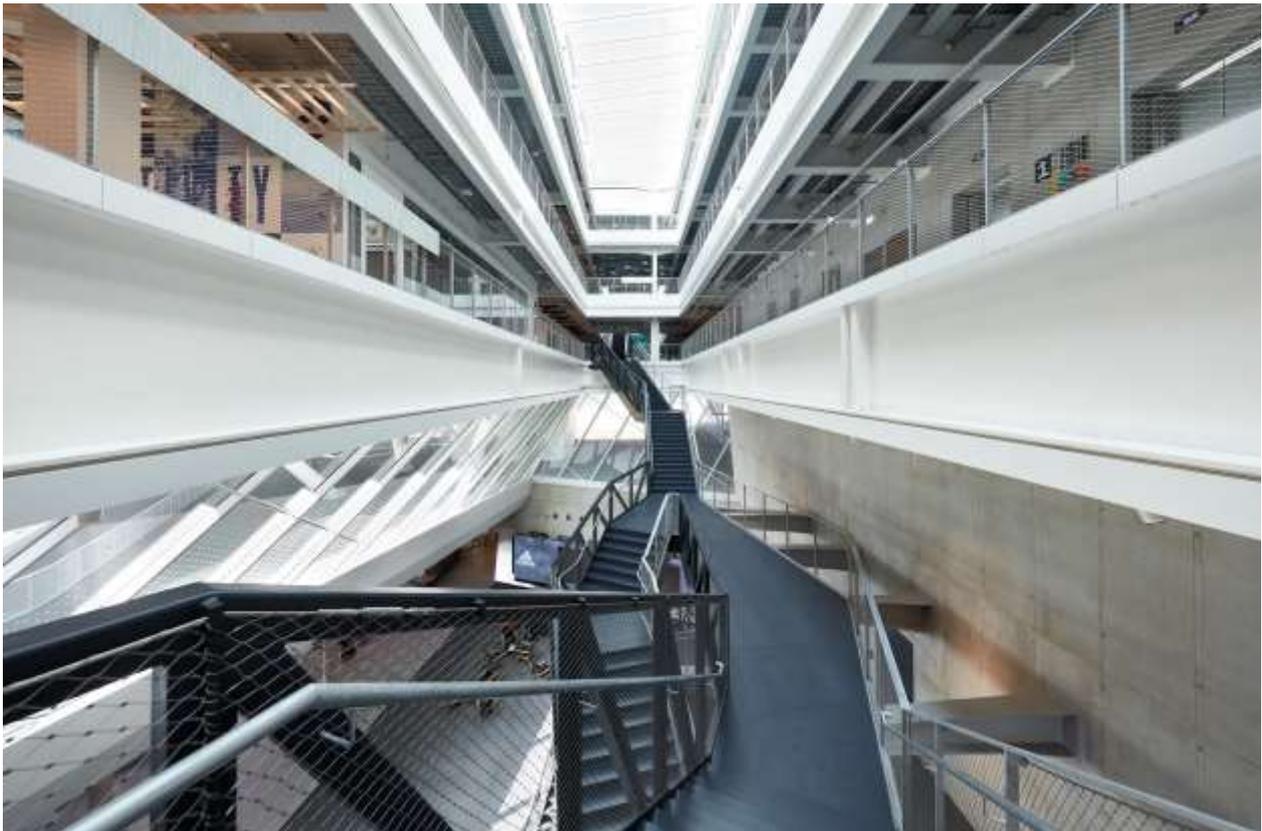
Inside the building, the adidas has implemented an innovative, flexible workplace concept that combines the advantages of open, communicative areas with those of retreat areas for focused activities and meetings. This gives the employees the choice to find a suitable workplace for each activity. This concept was developed as part of a multi-year trial in a purpose-built building and is currently implemented at all the company's office locations.

The building, designed by the renowned German architectural firm Behnisch Architekten, is based on 67 irregularly arranged composite supports made of steel and concrete, which give the building a floating lightness. After pre-assembly of the steel structure on the ground, it was raised by more than ten meters and set down on supports. The three-story building has a floor area of 143 x 118 meters, which equates to the size of 2.4 soccer pitches. Six atria of varying sizes ensure that there is plenty of natural light in the building.

A static, external sunshade guarantees high use of natural light and low interior heating requirements, thanks to its tailor-made design. This reduces the energy required to provide light and air-conditioning in the building, which has been developed in accordance with the latest energy standards and will be LEED-certified to the Gold level.

Facts, figures and data

- From 2019, all 5,600 adidas employees in Herzogenaurach will work in the same place, at the World of Sports
- More than 2,000 workspaces on three floors in the Arena building
- A total of 136 steps lead up to the working areas – going up and down the steps once a working day for a year equates to the energy consumption required for a marathon
- Total investment "World of Sports" around one billion euros, of which 350 million in the last expansion stage with Arena and Halftime.



The stairway of all stairways: a sporty climb to the workspaces in the Arena building

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