



## With people at the heart of architecture

**With the Norwegian Ministry of Foreign Affairs and the prime minister's residence as just some of the impressive ticks on their CV, Metropolis' interior architects' exceptional record and their uniquely creative work with buildings have been achieved through one essential common denominator: the people in them.**

By Didrik Ottesen | Photos: Metropolis Arkitektur & Design AS

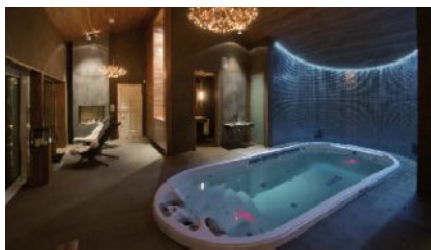
With a philosophy built around its name, Metropolis puts an emphasis on the big city; where everything is happening and where people assemble, the company create rooms that will produce the optimal atmosphere.

"It's all about people at the heart of the architecture; we create rooms where people gather," says Hanne Arvik, co-owner and manager of Metropolis Architecture and Design.

"Our main ambition is for us to have people in the centre of the surroundings in

which we are creating, as well as the function, meaning how the room is used to maximise its potential."

"Every room needs to work in the manner in which it is intended, particularly for the



people working there. However, additionally, it should also provide the appropriate atmosphere; a project room is a room for activity and working, whereas a spa is a place to relax - we use the means available to create that," co-owner Kari Ihle explains.

Using their vision to create the optimal frame for what they are designing, whether that is an office or a café, Metropolis considers it all to be an encounter with people.



They explain how everyone has a vision and a dream in relation to their home, office or company, and for Metropolis it is important to partake in that vision to create the finest interior to realise those dreams.

“Consider a private home: every owner thinks about how to use their home, not only to represent who they are, but also how the house can visually represent what functions they want it to have. For us it is important to build the framework that emphasises the home owners’ desires,” Arvik explains.

For Metropolis, architecture and design are about understanding the desires and requests of the people they are designing for, and to create their vision using architecture. In order to help this process, the company uses 3D visualisation to optimise what their designs are expressing.

“3D improves the relationship between us and the customers as not everyone is used to reading drawings and then visualising the room; with 3D we can show them how we make the most of every square and how we can personalise the room. It really improves the expression

we want to provide and the process of how to show it,” Ihle says.

The Oslo-based company is currently working on many smaller and larger projects for both private people and various companies in Norway, including the Norwegian prime minister’s residence, the country’s embassy and ambassador’s residence in New Delhi, Ernst & Young, Aberdeen Asset Management, Microsoft and the Bank of Norway.

The company, also designing the Norwegian Ministry of Foreign Affairs, learnt after working with many clients in different areas how to use branding as part of their company plan.

“We hold seminars on how to create effective personalised areas for companies, as that is one of the unique competences we possess; it is all about using energy the right way and making the most out of the space available. If someone wants to redecorate, it’s important that they are rewarded for it financially in the long run,” Ihle clarifies.

“The foundation has to be more than just the interior as well, but we help make the

interior part of the profitmaking process for a company, as the right interior will provide the right customers, employees and is in general an integral part of selling and marketing the business,” she says.

Metropolis has seen some of their customers experience a revenue rise of 50-70% after working with them to re-brand their business, as well as seen a significant rise in housing value after collaboration on a private level, an accomplishment attained after close cooperation and a focus on the Metropolis way of doing it.

“It’s important to consider how the businesses look at themselves internally and how they want that to be presented, and most importantly, it has to work - that’s obviously vital. If money is spent, it’s important that it’s spent the right way.”

“We create an identity with people in the centre of everything we do - that’s what it’s all about,” Arvik concludes.

For more information, please visit: [metropolis.no](http://metropolis.no)

