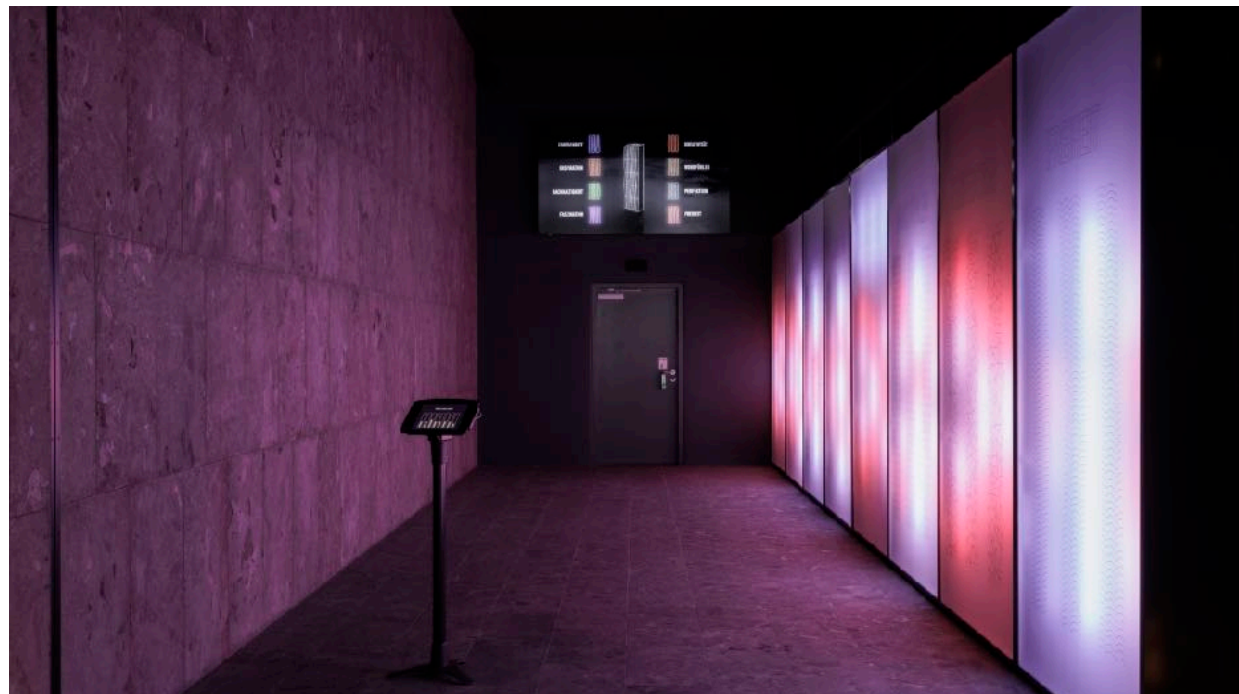
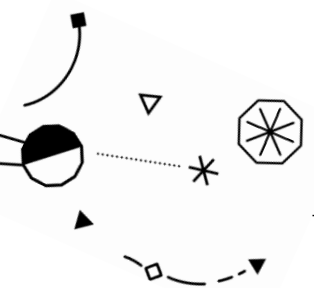


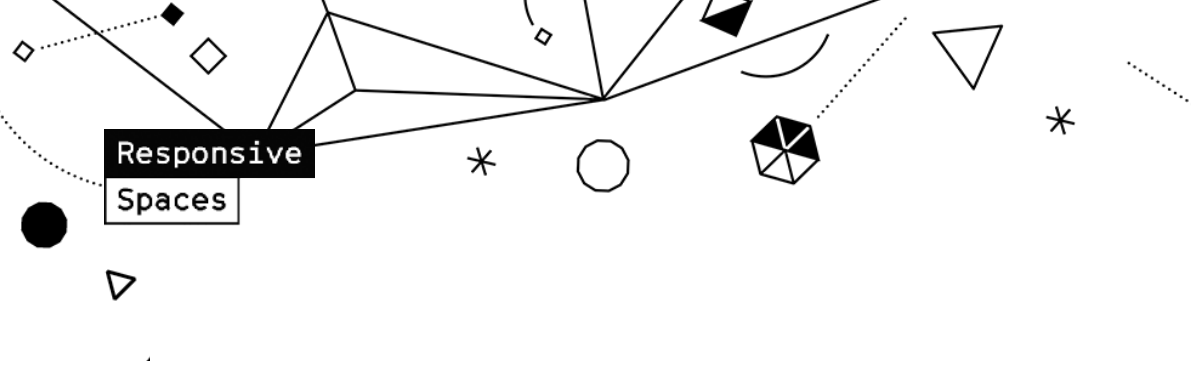
DC Tower (CRBE)

Nexus

Vienna, 2024

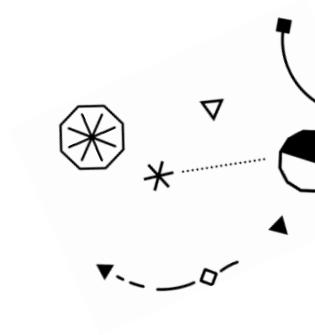
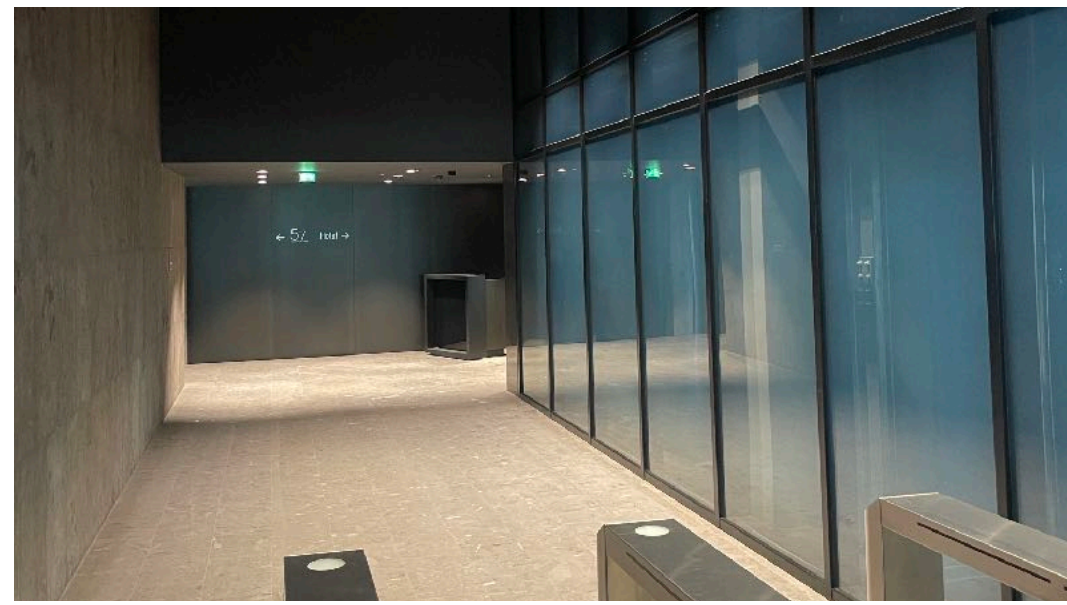


project video
<https://vimeo.com/responsivespaces/nexus>



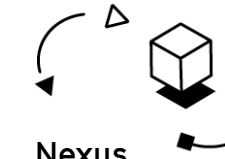
Starting situation and project environment.

The DC Tower, located in the green heart of Vienna, is a remarkable piece of architecture and truly stands out in the cities skyline. Containing 60 floors and rising up to 250 meters, it is not only the highest office building in Austria but also arguably a fine blend of aesthetics and functionality. Built by the famous French architect Dominique Perrault, who envisioned a building that combines all the topics of a modern society into a single package while also allowing its form to resemble the flow and the waves of the Danube and the change of time itself.





Responsive Spaces

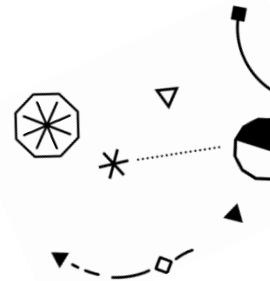


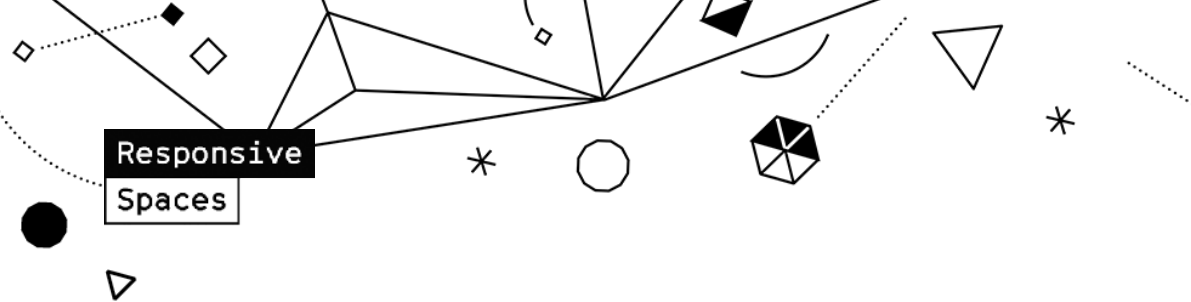
Nexus
DC Tower (CRBE) - Vienna, 2024



The "DC Nexus" is an interactive real-time installation at the heart of this monument of modern virtues. It is a place where visitors are able to interact and connect with all of the 8 core values that define the essence and vision of the building and its inhabitants themselves. Accompanied by pulsating light and an ambient soundscape, visitors can explore each of the topics at their own pace while being fully immersed in the experience. With the push of a button, the story starts to flow and engulfs the whole room in light and sound while a screen on the wall tells the concrete stories about the offerings of the tower. These include a selection of restaurants, a top-class fitness center with wellness area, e-mobility options for tenants and much more. The overall aesthetics of the Nexus are carefully crafted to also resemble and embrace the formal language of the architecture.

The Nexus of the tower is a place to rest, connect and reconnect. A place to start a different journey than those you are used to. And also a place to come back to again and again. It enables the visitors to really "feel" the tower and its underlying philosophy.





»Your State of Mind«

Nexus - A central location that brings the DC Tower brand to life. This Installation with light takes visitors on a visually charged journey through eight DC Tower brand values.

A place of multiple dimensions - light emotionalizes the focal points of inspiration, creativity, freedom, progress, togetherness, sustainability, future and design with unique intensity. The tablet allows individual exploration.

State of your Mind - At the heart of the DC Tower, the Nexus inspires every time. The selected themes flood the room in color-coded patterns, to support the detailed information on the display.

