

NEO.VERDE QUARTIER in Magdeburg: Forward-Thinking Workspaces with OBJECT CARPET



*A flagship project for modern office work: With the NEO.VERDE QUARTIER, AOK Sachsen-Anhalt has created a new office building in the heart of Magdeburg that combines openness and flexibility with a profound commitment to sustainability. Spanning approximately 12,000 square meters, the future-oriented campus accommodates around 450 employees, making it a place for encounters, movement, and new perspectives. A key part of the concept: the innovative carpet solutions by **OBJECT CARPET**.*

NEO.VERDE: A name that speaks for itself

The seven-storey new building is located in the immediate vicinity of the long-established health insurance company's existing headquarters. Constructed between 2022 and 2025,

the project is rooted in a clear architectural vision: to create a building that meets the latest criteria for sustainable construction while simultaneously offering a dynamic work environment that makes the AOK's identity palpable. The name itself captures this ambition: NEO stands for new beginnings, innovation, and a new work culture, while VERDE references the connection to nature, sustainability, and AOK's traditional green brand color. The completed quarter now unites light-flooded office spaces, ergonomic workstations, and inviting lounge areas with an environmentally conscious construction method, thereby creating a pleasant, vibrant atmosphere throughout.

Openly designed spatial concepts

As is characteristic of contemporary office landscapes, the workspaces are defined by open and varied spatial structures. Areas for focused individual work alternate with zones designed for collaborative exchange: small lounges with armchairs and coffee tables, standing desks, and flexible settings tailored to a wide variety of teamwork formats. Several conference and meeting rooms in varying sizes and layouts help to cultivate ideas, while the spacious open areas provide room to think and take a breath. Furthermore, an employee restaurant serves as an additional meeting point that strengthens everyday interaction among colleagues. Complementing this is a multifunctional arena designed for talks, workshops, and events of all kinds.

A vibrant interior full of detail

The interior design was created by the Berlin-based studio msg. The result is consistently vibrant and energetic: where many offices rely on white and muted shades of grey, this space embraces a fresh and expressive colour palette. Tones of lime yellow, spring green, turquoise, and sage meet minimalist furniture and cosy lighting, masterfully combined with a variety of patterns and textures. Additional variety is provided by small lounge ensembles dedicated to key figures and institutions associated with the city of Magdeburg – such as the successful handball team of SC Magdeburg or the football club 1. FC Magdeburg. The interiors are also filled with thoughtful details throughout, whether sepia-toned wall prints depicting historic views of the city, a large-scale coral reef artwork, gallery walls, or tropical plants.

Perfectly tailored carpet landscapes

The carpet solutions by **OBJECT CARPET** play a vital role within the overall concept. Not only are they an essential component of the aesthetic design language, they also structure the open-plan areas, improve acoustics, and ensure a noticeably pleasant, relaxed atmosphere. **OBJECT CARPET** worked closely with msg studios to realise the project. The qualities FUSION, ARCTIC, CANYON, DUNE, POODLE, and VELAA were used in a variety of color schemes. Implemented as carpet tiles, broadloom flooring, or custom-made RUGX solutions, they are precisely coordinated with the surrounding interior: at times acting as a subtle contrast to the bold color palette, at others perfectly complementing it. The carpets themselves also become visual highlights, whether as a bright yellow circle placed in front of a cream-coloured sofa or as a dark green turf-like surface in the FC Magdeburg corner. Because they simultaneously meet the highest demands for durability and quality, **OBJECT CARPET** products are a crucial element in shaping a new generation of work environments that intelligently merges aesthetics, functionality, and sustainability.















AOK Sachsen-Anhalt, Fotos Vothana Khieu

About **OBJECT CARPET**

Since 1972, **OBJECT CARPET** has stood for quality, design and innovation in the commercial and home sectors. A sense of aesthetics and color, in combination with advanced production techniques, results in elegant and unusual designs in the form of broadloom, carpet tiles and custom-cut carpets (RUGX). With over 1,000 styles and colors as well as individually-customized products, the **OBJECT CARPET** collection offers a unique diversity for modern interior design, manufactured from high-quality raw materials. All **OBJECT CARPET** styles are also free from harmful emissions and are bitumen-free, latex-free, and PVC-free. They bear the German Environment Agency's Blue Angel ecolabel. **OBJECT CARPET** products are also recommended by the TÜV (German Technical Inspection Association) for allergy sufferers and are proven to reduce dust content and particulate matter. Partners and customers around the world, such as Porsche, Daimler, Google and Adidas appreciate this, as do initiatives like „Healthy Seas“.

The use of recycled materials and the systematic conversion of the product range to recyclable products have now become standard practice for **OBJECT CARPET**. The company set a milestone in 2022 with NEOO, the first circular carpet for the commercial sector. Eight years of development work together with NIAGA® produced a mono-material carpet that raises the bar for circularity. Building on this pioneering achievement, **OBJECT CARPET** has now gone one step further: DUO technology introduces the next generation of recyclable carpets. It consists of just two easily separable layers and combines maximal design versatility with minimal use of materials. The vision: step by step, the range is being converted to recyclable products – much of it already by the end of 2026.

Numerous design and business awards, such as the renowned Good Design and Red Dot Awards, attest to **OBJECT CARPET**'s outstanding design competence and corporate achievements. For example, **OBJECT CARPET** was chosen as one of the „top 50 German luxury brands“ by Ernst & Young and voted one of the „brands of the century“ by Langenscheidt. **OBJECT CARPET** has also been an official partner of the Berlinale for many years, where its carpets not only ensure that the stars make a glamorous appearance but also help reduce the environmental footprint of Germany's largest film festival.

With innovative production techniques and sustainable manufacturing methods, **OBJECT CARPET** is a pioneering enterprise that enables design visions to become reality. Experience **OBJECT CARPET**'s world of color and materials in any one of the company's showrooms in Germany, Austria, and Switzerland.

Contact:

Yvonne Schumacher

Yvonne.Schumacher@object-carpet.com

Tel.: +49 711 3402 191

Contact for editorial offices:

GeSK | Ziegelstr. 29 | 10117 Berlin

pr@gesk.berlin

Tel.: +49 (0) 30/217 50 460

www.gesk.berlin