



Događaj u Rumi

Poslovni objekat „DDOR Novi Sad” a.d.o.,
ogranak – glavna filijala Ruma

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Tokom poslednje decenije kompanija „DDOR Novi Sad” a.d.o. izgradila je ili rekonstruisala više svojih poslovnih zgrada u Bačkoj Palanci (1997), Novom Sadu (1999), Pančevu (2003), Subotici i Šidu (2005). Projekte za nove objekte i rekonstrukcije radio je novosadski arhitekta Bora Radusinović, a kasnije mu se priključuje i arhitekta mlađe generacije Nemanja Radusinović koji je koautor projekata novih zgrada u Pančevu, Šidu i Rumi.

Prateći svoju originalnu razvojnu i poslovnu filozofiju, kompanija „DDOR Novi Sad” a.d.o., lider u oblasti osiguranja u Srbiji, posebnu pažnju poklanja svojim novim objektima kroz koje pokušava da stvori adekvatne zgrade za svoje zaposlene, kao i da podigne kriterijume u arhitekturi, građevinarstvu i uređenju enterijera u sredinama u kojima objekti nastaju. Polazeći od pažljivo odabranih lokacija, uglavnom smeštenih na najatraktivnijim pozicijama, ova kompanija postavlja nove parametre u izgradnji poslovnih objekata oslanjajući se na detaljno isplaniranu izgradnju i reprezentativnost arhitekture objekta-eksterijera i enterijera. Neki od zadatih ciljeva na kojima kompanija i arhitekti uključeni u proces projektovanja insistiraju su opredeljenje za kvalitetne i trajne materijale, kvalitetna termička obrada koja donosi dobru održivost i uštede energije, kao i pojačana briga za udobnost svojih radnika i klijenata kroz visok standard radnog, poslovnog i javnog prostora. Kao i prethodni objekti ove kompanije i objekat u Rumi podignut je, za naše prilike, u neuobičajeno kratkom periodu – od juna 2007. godine do januara 2008. godine.

Oblik prati funkciju (i filozofiju kompanije)

Značajna promena u odnosu na prethodne objekte DDOR-a na filijali u Rumi je prvenstveno lokacija. Ovoga puta novi objekat je smešten, sasvim u vojvođanskoj varoškoj tradiciji, u nizu na regulacionoj liniji što je u značajnom meri uticalo na izgled i oblikovanje zgrade. Mada na prvi pogled neupadljiv, sistem koji arhitekti Radusinović primenjuju je, u arhitektonskim krugovima već davno zaboravljeni “zlatni presek” preuzet sa susednog objekta, hotela “Orao”, jednog od prvih hotelskih objekata u Sremu koji je izgrađen poč-

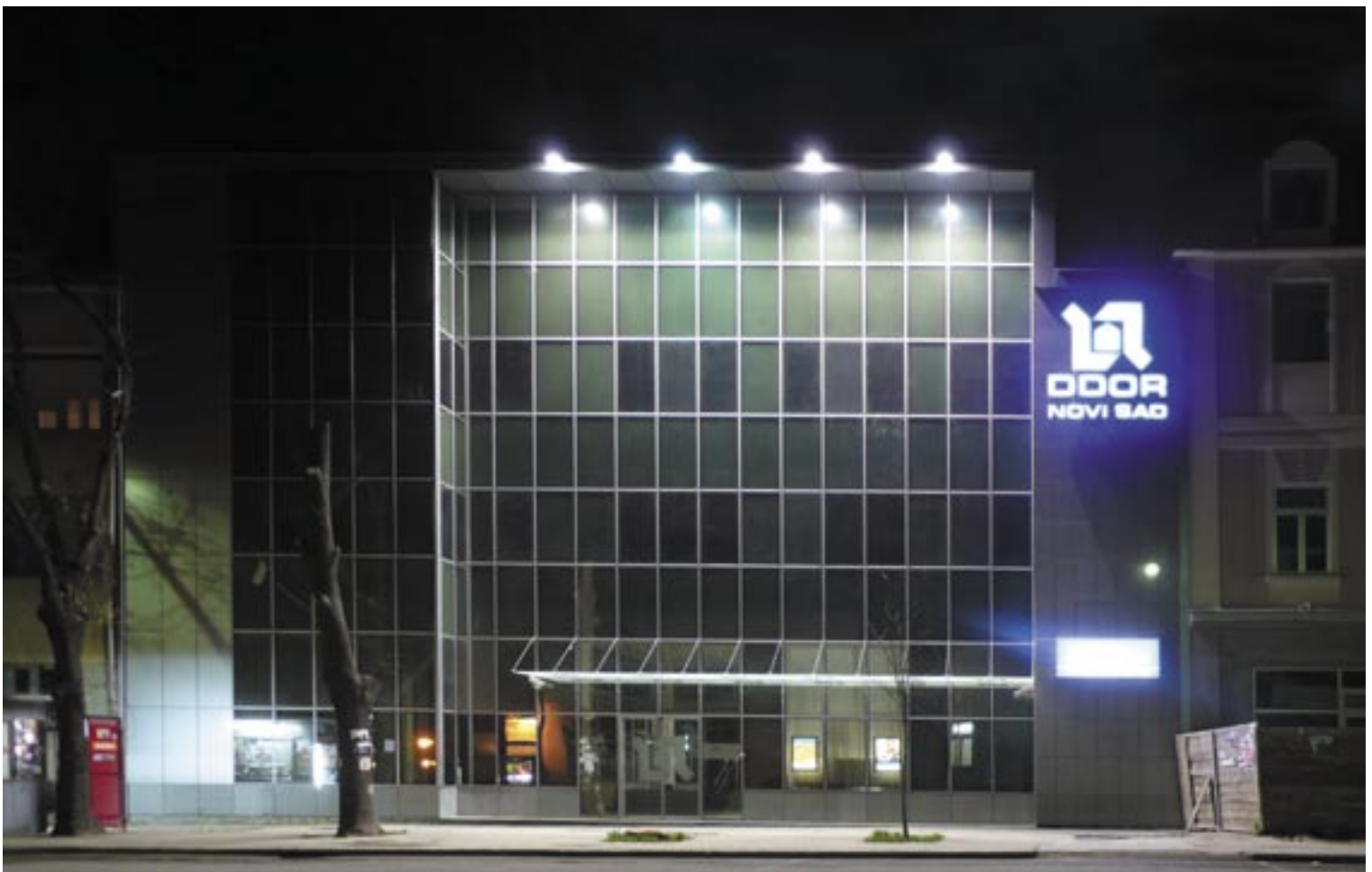
tkom XX veka. Dakle, interpolacija i kontekst, što svakako ima direktne veze sa funkcijom i jasnom porukom koju je klijent ovom zgradom hteo da uputi svojim korisnicima i građanima. Osetljivost glavne rumske ulice, u kojoj se nalaze brojni objekti arhitektonsko-istorijskog nasleđa, uslovlila je prisutnost u projektnom zadatku koji je potpuno u skladu sa zahtevima nadležnog Zavoda za zaštitu spomenika kulture iz Sremske Mitrovice.

Gabarit novog objekta „DDOR Novi Sad” a.d.o. u Rumi prostire se u obliku ćiriličnog slova “g”, sa dvorišnim krakom postavljenim uz levu brazdu i smeštenim na građevinskoj liniji i dvorišnim delom čini celovit unutrašnji prostor bloka sa susednom stambenom zgradom i nedavno renoviranim hotelom. Konstruktivni sistem je izveden u standardno armirano-betonskom skeletu, sa liftovskim oknom kao jezgrom i punim armirano-betonskim pločama sa skrivenim gredama. Glavna fasada je izvedena u vidu staklene zavese jednostavne plastičnosti, nenametljivog izgleda i preciznih proporcija, flankirana je vertikalama i horizontalnim pojasevima u kombinaciji poliranih granitnih ploča i aluminijumske oplata. Staklena fasada, naizgled umirujuća, daje dramatični odsjaj sremačkog neba i veselih prolećnih oblaka. Uspelom oblikovanom i materijalizovanom dvorišnom fasadom dominira središnja, zastakljena vertikala i aluminijumska oplata tretirana u horizontalnim pojasevima što pojačava ukupnu likovnost ovog dela objekta. Unutrašnjost objekta se odlikuje dobrom organizacijom prostora u kome su razdvojene funkcije – uz ulicu su šalter sale a ostali prostori, kancelarije i manje sale za sastanke prilagođeni su broju i potrebama zaposlenih. Komunikacije su logično i racionalno rešene, jasnih pravaca i čistih dispozicija. Ugrađeni materijali su visokog kvaliteta a prostori su pogodni za lako održavanje. Sve u svemu, kompanija „DDOR Novi Sad” a.d.o. je dobila odgovarajuću poslovnu zgradu a građani Rume novu i savremenu arhitektonsku atrakciju u svojoj glavnoj ulici.

Visoko stručna organizovanost investitora i izvođača radova, kao i njihova međusobna saradnja, izrodili su zdanje koje će svojim oblikovanjem, dispozicijom, tj. svojim izrazom, obeležavajući današnjicu nastaviti da traje kao značajna vrednost dajući kvalitetivan doprinos našoj savremenoj arhitekturi.



Lokacija: Glavna ulica br. 111, Ruma
 Autori: arhitekti Bora Radusinović i mr Nemanja Radusinović
 Projektovanje i nadzor: „DDOR Vestans”, d.o.o. za projektovanje, inženjering i usluge
 Godine projektovanja i izgradnje: 2007-2008.
 Spratnost: P+2+Pk
 Površina: 1.241 m²
 Investitor: “DDOR Novi Sad” a.d.o., Bulevar Mihaila Pupina 8, Novi Sad
 Izvođač: GP “Dom”, Novi Sad (sa podizvođačima)





osnova 2. sprata

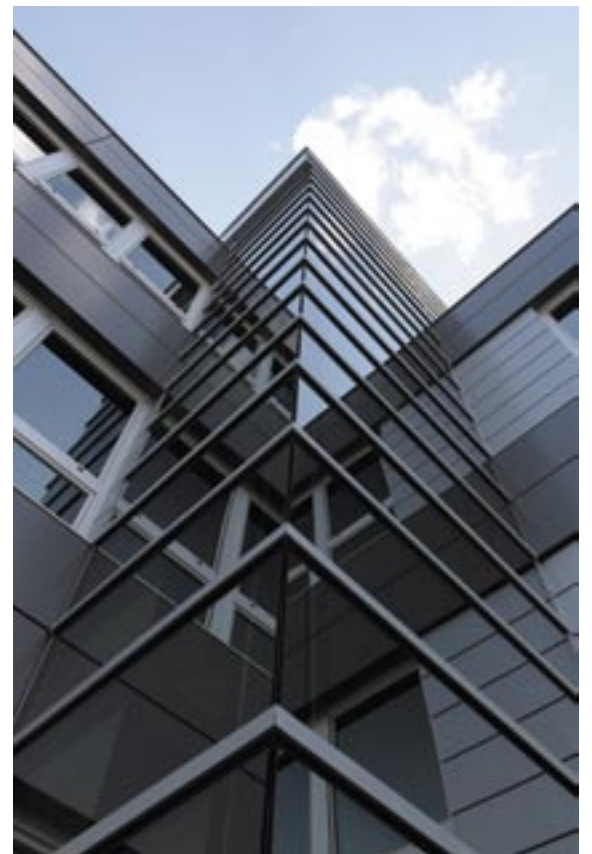


osnova 1. sprata



osnova prizemlja







EVENT IN RUMA

Business premise of „DDOR Novi Sad” a.d.o. (Limited Liability Joint Stock Insurance Company Novi Sad), branch office Ruma

During the last decade the company „DDOR Novi Sad” a.d.o. has built or reconstructed several of its business premises in Backa Palanka (1997), Novi sad (1999), Pancevo (2003), Subotica and Sid (2005). The projects for these new buildings and reconstruction works were designed by the Novi Sad architect Bora Radusinovic and later on an architect of younger generation, Nemanja Radusinovic, who is the co-author of projects of all new buildings in Pancevo, Sid and Ruma joined him.

Following its original development and business philosophy, the Company „DDOR Novi Sad” a.d.o., the leader in the field of insurance in Serbia, pays a special attention to all its new buildings through which it tries to create adequate buildings for its employees as well as to raise the criteria in architecture, civil engineering and interior decoration in communities that these building are made in. Starting from carefully selected sites, which are mainly located on the most attractive positions, this company sets new parameters in building of business premises relying on construction planned in details and representational character of architecture of structures-exterior and interiors. Some of the set tasks that the Company and architects included in the process of designing insist on, include the commitment to quality and durable materials, quality thermal processing that brings good sustainability and energy savings as well as the emphasised care for comfortability of its employees and

clients through a high standard of work, business and public space. Just as previous buildings of this Company, the one in Ruma was erected, for our local circumstances, within an unusually short period - from June 2007 to January 2008.

A significant change in the branch office in Ruma in relation to previous buildings of the DDOR is primarily its position. This time a new building is located, in complete compliance with Vojvodina tradition, in a row along the regulation line, which affected significantly the appearance and shaping of the building itself. Although inconspicuously at the first sight, the system that the architects Radusinovic apply is the system of the „golden cross-section”, which has been forgotten in architectural circles long time ago and which has been taken over from the adjoining building of the Hotel „Eagle”, one of the first hotel buildings in Srem (built by the beginning of the 20th century). So, the interpolation and context, which certainly has direct connection with the function and clear message that a client wanted to send with that building to its users and citizens. The sensitivity of the main street in Ruma, which accommodates many buildings of architectural-historical heritage conditioned the approach in the defined Terms of Reference that is completely in accordance with the requests of the competent Institute for Protection of Monuments of Culture from Sremska Mitrovica. A new building of „DDOR Novi Sad” a.d.o. in Ruma is in the shape of Cyrillic letter „g”, with a yard arm set along the left groove and set on the construction line, the yard piece of which makes a unified internal block space with the neighbouring residential building and recently renovated

hotel. The construction system was made as a standard armoured concrete skeleton, with the elevator shaft as core and filled armoured concrete plates with hidden beams. The main facade was made in the form of a glass curtain, with simple plasticity, unstriking appearance and precise proportions, flanked with verticals and horizontal belts in combination of polished granite plates and aluminium covering. The glass facade, seemingly calming, gives a dramatic reflection of the Srem sky and cheerful spring clouds. The successfully shaped and materialised yard facade is dominated by the central, glass vertical and aluminium covering treated in horizontal belts, which enhances the overall fine art-like appearance of this part of the building. The interior of the building is characterised by good organisation of space with divided functions – along the street there are cashier counters while other facilities, namely offices and smaller halls, are adapted to the number and needs of employees. Communications are resolved logically and rationally, with clear directions and dispositions. The materials that were used are of high quality and the space is easy to maintain. All in all, the Company „DDOR Novi Sad” a.d.o. has got the appropriate business premise and the citizens of Ruma have got a new and contemporary architectural attraction in their main street.

A highly expert organisation of the investor and contractor, as well as their mutual co-operation, have yielded with the building that shall continue to last as a significant value that marks the current times thanks to its shaping, disposition, i.e. its expression and giving a qualitative contribution to our contemporary architecture.