

Project: Hannibal Advertising Office Building

Design Team: ROHM

Size: 850 m²

Location: Roeselare, BELGIUM



Feature:

Project - Nestled in the historic port city of Roeselare, Belgium, the Hannibal Advertising Offices by local firm ROHM artfully transforms a forgotten summer garden into a creative workspace. Preserving the wild charm of the existing trees and foliage, ROHM added winding pathways leading to a compact three-story volume with iconic brick and angular facades. Inside, common spaces like the bar-styled cafeteria encourage collaboration, while open floor plans allow for visual connections via a central void. ROHM's thoughtful approach honors the site's heritage while providing an inspiring, modern environment for Hannibal's 32 employees. Technical strategies such as concrete core activation and strategic window placement ensure comfort with minimal energy use. Though compact in footprint, the tiered programming connects users to stunning city views from the upper floors. Balancing preservation and progress, this adaptive redesign proves architecture's power to uplift context and community. Crisp yet inviting, Hannibal's new offices showcase ROHM's skill for fusing innovation with sensitivity.

Design Team - ROHM represents the collaborative union of Dirk Liekens Architecten and Sander Verhanneman Architecten. Their diverse portfolio illustrates a multi-faceted approach encompassing urbanism, architecture, infrastructure, heritage, and landscape as part of a unified vision for human-centered environments. This perspective explains ROHM's hesitation to specialize, preferring to explore architecture's broad spectrum. For ROHM, good design requires an iterative, dialogic process with stakeholders to read needs and constraints creatively. This yields integrated, sustainable solutions tailored specifically for each client. ROHM's custom approach denies generic designs, aiming instead for contextual sensitivity. Through thoughtful listening and creative vision, the firm actualizes architecture's potential to uplift. ROHM's integrated practice and bespoke process underscore their

commitment to realizing responsive, responsible designs.