

Our spaces

Roche guide to photographing our built environments

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Our spaces

Our buildings, interior and exterior spaces are messengers of Roche's culture and are seen as a reference to the quality of our brand. The perception of the environment has a great impact in how we feel, interact and work.

[Spaces.Roche.com](https://spaces.roche.com), explains and illustrates Roche's architectural fundamentals. Clear, functional structures and spartan elegance, relating to the local context, new technologies and the focus on people, are essential to Roche's sustainable approach to the design of our spaces.

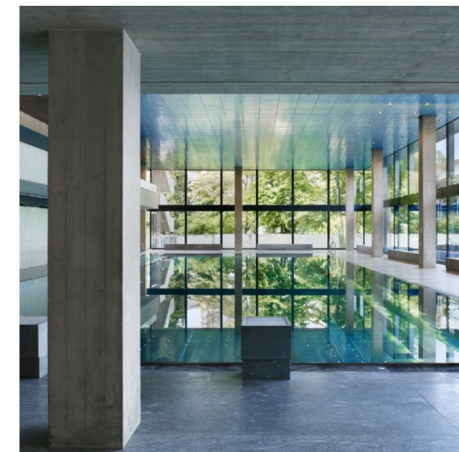
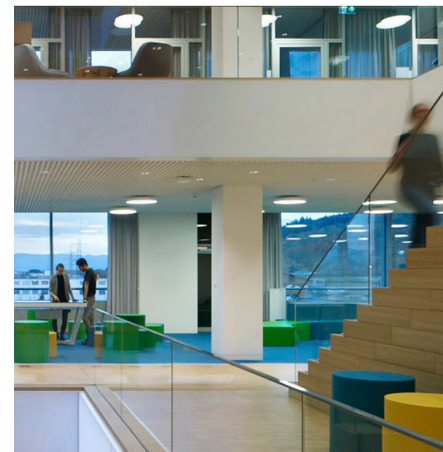
Capturing our spaces through imagery

Our buildings, interior and exterior spaces are messengers of Roche's culture and are seen as a reference to the quality of our brand.

The perception of the environment has a great impact on how we feel, interact and work.

This guide explains and illustrates how our images reflect Roche's architectural fundamentals.

- Ahead of time: Innovative by being adaptable to change and new ways of working, committed to technology and sustainable design.
- Fit for purpose: Designed from inside out, focused on purpose and performance.
- Form at human scale: Timeless expression, spartan elegance, reduced & honest use of materials.
- The atmosphere of space: Spaces with soul, engaging comfortable design to improve people's experience at work.
- Adapted to the local environment: Respectful and inclusive with diversity and the local context.



Learn more about the Roche built environment at spaces.roche.com.

Experiencing our spaces

It is important to understand the nature of how the space is used and what type of functions operate in the Roche spaces.

While you are in the planning stages of your photo assignment seek to:

- Understand the experience of being there and the general scope of the site so that you see the depth and how different things come together.
- Identify what makes the space unique and special features including how it reflects the local context.
- Learn about when people use the spaces.
- Take into account the timing of the year and how the light influences the space and the play of natural and artificial sources.



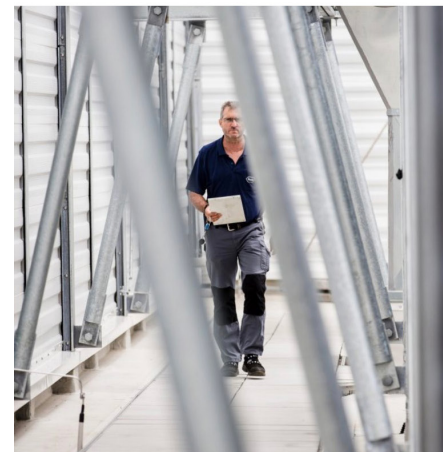
The perspective of our people

Spaces are experienced by people through movement, images should reflect this by introducing dynamism.

Show how our spaces influencing how we are able to interact and collaborate at work.

Photographs are meant to explain the essence of the building and its function by focusing on people's activities.

- Focus on a natural experience of the space, relating to human scale and perspective.
- Convey people's well being as one of the main drivers of the design of our interior spaces.
- Do not use forced angle of the camera, which appear artificial.
- Show our spaces influencing how we are able to interact and collaborate at work.
- Make sure you feature people, new ways of working and technology.

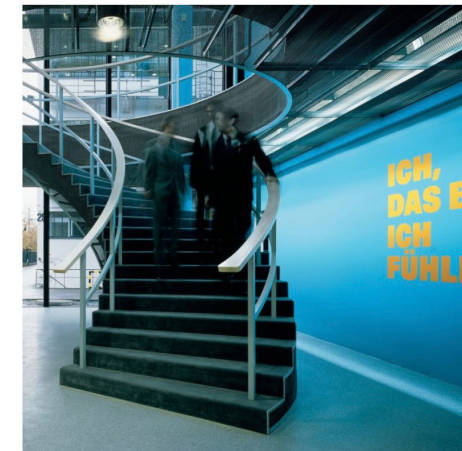


Idea with intention

Our projects relate and are adapted to the local cultural and also the geographical context.

Our images should capture how our buildings, natural landscapes, and open spaces relate to each other and their surroundings to create a sense of place that uniquely expresses the local qualities and functional requirements of a Roche site.

- Elements of a project that relate to the context are of special interest to show inclusion, diversity and to strengthen the identity of the site.
- Reference the surroundings with a bird's eye perspective.
- Relation to nature and the views of the surrounding environment from the building are key aspects of Roche spaces.
- The integration of art in our buildings and the sites is an important aspect with a long tradition at Roche which should be captured.

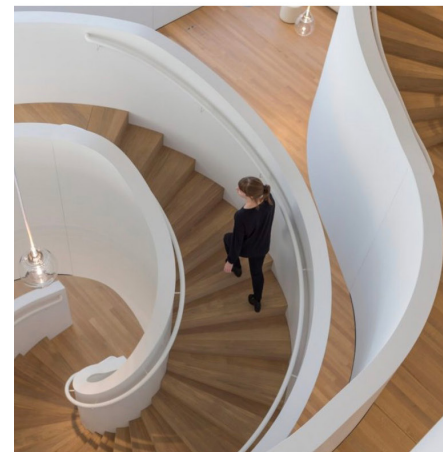


Finding the distinct character

Focus on key elements or materials which confer a distinctive identity to a building or space, reflecting Roche timeless elegant appearance.

Images should explain the unique character of a building, recognizable through its elements, details and their relation to the whole.

- Space is a three dimensional experience. Focus on showing vertical connections, cross views.
- Our spaces are experienced by people through movement, images should reflect this by introducing dynamism.
- Showcase innovation by showing display areas which focus on our purpose, history or achievements.
- Characteristic elements with special form related to people's movement should be captured, for example you could feature stairs or walkways that connect spaces.

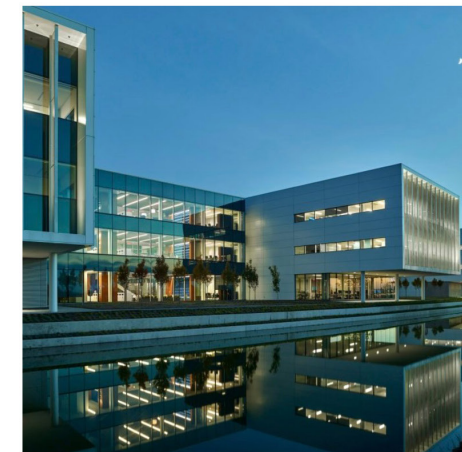
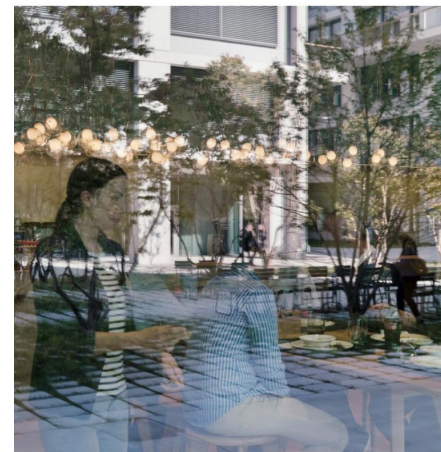


The atmosphere of space

Our pictures should show the ambience, light, mix of materials, surrounding vegetation, and people, to express the soul of a space.

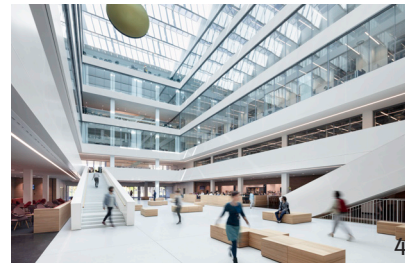
Details should bring human scale to the building with a focus on materiality, texture, and/or colour if they are of special interest in a particular project.

- Showing how working with light to transform our perception of space to achieve a psychologically comforting environment.
- Capturing relection and twilight photos when the lit interior comes to life explains the building function from inside out.
- Relation to nature through plants and views of the exterior spaces should be captured.
- Include how natural light combines with the use of artificial light to create atmospheres.
- Lighting should appear natural in the images, avoiding artificial effects which would make the photos look staged.
- Colour should be experienced as a natural quality of the materials, do not highlight colours artificially.



Documentating consistently

The different types of spaces should be captured to document the various functions within a building and to be able to reference typological spaces between projects. Additional images should focus on special details or materials.



- 1 Aerial view
- 2 Facade view
- 3 Entrance
- 4 Atrium - stairs
- 5 Office - workstations
- 6 Laboratory
- 7 Open collaboration spaces
- 8 Enclosed meeting rooms
- 9 Break out space
- 10 Training areaa
- 11 Outdoor - art integration
- 12 Facade - twilight view

Professional notes & technical details

The Roche picture language intends to capture moments that move people.

It is human-centric, editorially driven, spontaneous, and intends to show the full range of emotions and, in the case of our spaces, should reflect our purpose-driven work.

What our picture language is NOT

Our photography is never staged or static. It avoids looking bluish-green and desaturated.

There are no super close-ups of partial faces or body parts without context or emotional expression.

The use of telephoto lenses is discouraged. There are no flat backgrounds or “eye-level only” shots.

What it means to the photographer

Get involved, study and become part of the story. Be interested and bold. Study the interior and exterior dynamics of the spaces as well as the emotions that can be captured of the subjects who use them.

Consider the perspectives of the people who are using our spaces. So get out and move about the space from floor to floor to understand the best angles that capture the intended use. This may be best realised through drone photography.

Focal length

Preferred lenses are in the 21–50 mm range. Avoid using telephoto lenses unless absolutely necessary.

Lighting equipment

Use reflectors to enhance natural light sources but flash only as a last resort.

ISO

ISO 1600 max. Check for excessive noise in your images frequently.

Format

Use landscape and portrait formats to cover all needs for various media.

Aperture and speed

Try to shoot with wide open aperture to achieve shallow depth-of-field. Motion blur is desired.

Post production

The use of post-production techniques to further improve the quality of images and to increase saturation and contrast is desired. Be careful with technical interventions regarding authenticity. Do not change the picture language style by excessively zooming into images.

Proof format

- Format: 2400×1600.
- File type: JPG.
- File size: about 1 MB.

Please deliver a selection of images as a link to: media.library@roche.com for evaluation and feedback.

Final format

- Size for print and digital use: 6000×4000 (24Mp) or better.
- File type: TIFF (LZW comp.).
- File size: Max. 50MB.

Legal

Consent must be given by every person recognizable in a picture either by electronic disclaimer (event) or by consent form.

Non-Roche accredited photographers must release all rights to all images prior to shooting. All necessary forms and more information can be found at brand.roche.com.

Learn more about the Roche built environment at spaces.roche.com.