Steel Architectural Awards ASEAN 2026

Presented by BlueScope

Pandora Crafting Facility

Vietnam

The facility stands out by using BlueScope steel roofing to shape a unified Pandora brand identity across the factory buildings, connecting canopies, and administration roof.



Crafting Identity Through Steel and Sustainable Innovation

Industrial buildings are often judged by productivity alone. PANDORA CRAFTING FACILITY demonstrates that industrial architecture can also express craftsmanship, strengthen brand identity and enrich people's daily experience.

The Pandora Craftting Facility is the fourth global manufacturing campus for Pandora and one of the company's most significant investments in Asia. Located within VSIP III Industrial Park, Binh Duong Province, Vietnam, the 7.5 hectare campus accommodates more than 50,000 m² of manufacturing and workplace facilities while creating approximately 7,000 highly skilled jobs.

Rather than designing another conventional factory, the project set out to create a new generation of industrial campus - where production, people, landscape and architecture become one integrated experience.

From Brand to Built Form

Pandora's jewellery is recognised for precision, elegance and timeless craftsmanship. These values became the inspiration for the architecture itself.

Instead of treating the factory as a collection of isolated industrial buildings, the campus was conceived as a connected environment where manufacturing, offices, employee facilities and landscape are woven together through a continuous architectural language.

Crafting Identity in Steel

BlueScope steel roofing systems became the architectural language of Pandora Craftting Facility. Rather than being limited to conventional factory roofs, BlueScope steel was extensively applied across three distinct architectural scales: the expansive manufacturing buildings, the signature connecting canopies and the sculptural shell roof enveloping the administration building.

Architectural Continuity in Every Detail

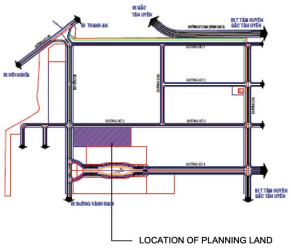
Beyond the main buildings, LYSAGHT® SPANDEK® in COLORBOND® Opt White extends the campus's architectural language to its ancillary structures. The crisp linear profiles and restrained white finish bring subtle texture and definition to canopies, covered walkways, and connecting elements. Though modest in scale, these details complement the larger architectural forms, reinforcing a cohesive and refined identity throughout the campus.

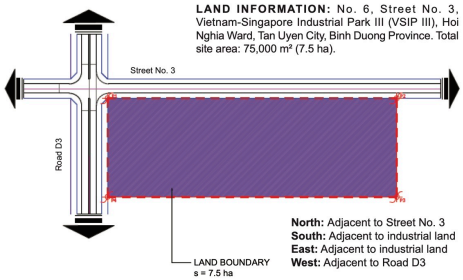
Building Better Through Innovation

Complex architectural forms required equally sophisticated project delivery. An integrated BIM workflow, supported by cloud-based collaboration and Design for Manufacture and Assembly (DfMA), enabled multidisciplinary teams to coordinate seamlessly from design through construction.











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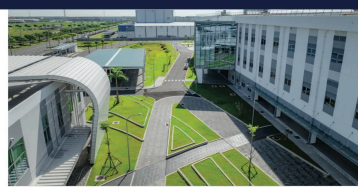
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Sustainability as Design

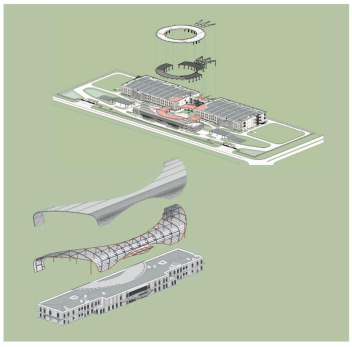
Environmental responsibility was embedded into the project from the earliest design stages. Passive design, high-performance building systems, renewable energy integration and extensive landscaping work together to reduce environmental impact while creating a healthier workplace for thousands of employees.

Pandora Crafting Facility has achieved LEED Gold Certification under the U.S. Green Building Council's rating system, reflecting Pandora's commitment to responsible manufacturing and sustainable industrial development.



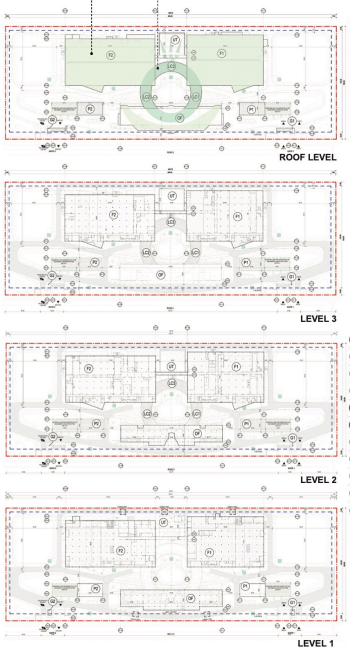








COLORBOND® steel - LYSAGHT® SMARTSEAM™ solution

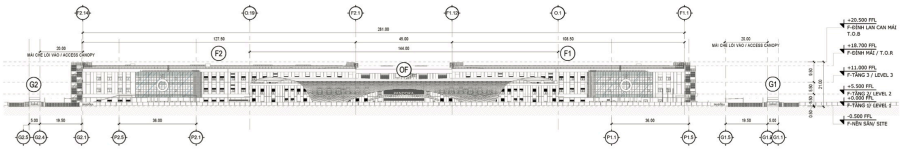


Project Impact

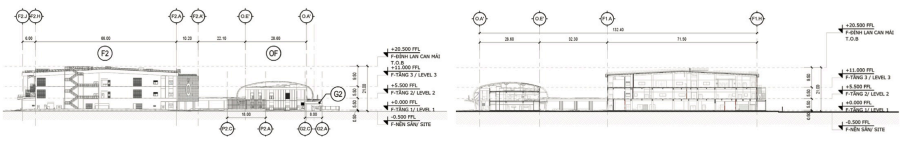
Pandora Craftting Facility demonstrates that industrial architecture can successfully unite operational excellence, environmental responsibility and memorable architectural identity.

Designing for People

Behind every piece of Pandora jewellery is a skilled craftsperson. Pandora Craftting Facility was therefore designed not only as a manufacturing facility but also as a workplace community. Generous landscaped spaces, shaded pedestrian routes, welcoming communal facilities and abundant natural daylight create an environment that supports wellbeing, collaboration and daily comfort for approximately 7,000 employees.

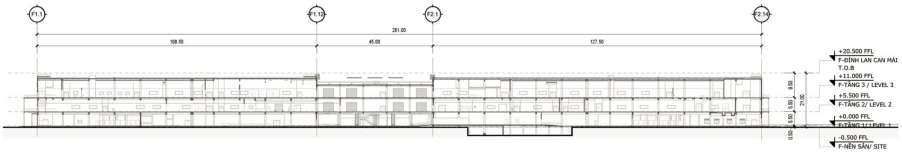


ELEVATION 01



ELEVATION 02

SECTION 01



SECTION 02





Project Name:
Pandora Crafting Facility In Vietnam

Project Owner Name:
Pandora Group

Architect Name:
Archetype Vietnam Ltd.

City & Country:
Tan Uyen City, Binh Duong Province, Vietnam

BlueScope Product:
COLORBOND® steel - LYSAGHT® SMARTSEAM™ (Roofing) & LYSAGHT® SPANDEK® OPTIMA®

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