A FACADE LIKE A PLEATED CINEMA SCREEN

Given the urban setting of this project, the main facade on the Avenue du General Leclerc plays a vital role; it is virtually right above the Alesia metro exit, giving onto the generously broad pavement. The maximum authorised height on this section of the street is 21 metres, with a maximum width of 35 metres; thereby it is more than 550m² of facade that stands over this very visible section of the Avenue. The facade is broken down into two 100m² vertical strips, like ribbons. Each strip supports several facets, alternately orientated upwards or downwards as if folded.
Extrait

In the central area, these glass plates are made of glass and covered by irregularly spaced LED modules, forming a large, animated grid. Towards the edges of the facade, the large plates are spaced and formed of metal cladding, sometimes covered in the same shape as the LED's, sometimes simply faulked to maintain the rhythm. These plates discreetly integrate the constraints imposed by the urban planners; one is not aware of a lack of continuity between the upper and lower sections of the facade, although fragmented by successive recesses. Indeed the project is formed of 12 vertical ribbons, each following its own rhythm of folds.

These ribbons can function either independently of one another, each showing different picture from its neighbours, or as a whole, showing a single picture across all the LEDs, thus greatly increasing the number of different possibilities.

The bottom section of each ribbon folds upwards to form surfaces that are almost horizontal, creating a vast canopy that overlaps the pavement by some 3 metres. These panels are also covered in LEDs, providing the public with different images, which are time-based within reaching distance.

This gives the public the sensation of walking into the picture as they go into the building.

The facade is primarily viewed from outside, but it also constitutes an important feature on the inside of the various theatre entrances, the foyers, walkways and large areas of tiered seating all showcase the facade, providing the chance to discover its Internal face.

And this facade is as beautiful from the inside, composed of large glazed panels protected by the grid of LCDs. It provides views of the Avenue de l’Ouest below, the church opposite, and also the consolidated ownership of the modules of LCDs shift at irregular intervals to the grid of parallel metal supports. At dusk, the luminescence of the LEDs is perceptible from inside, illuminating the foyers and circulation spaces with the diffuse light of the animated images.

The dense arrangement of LED modules also serves as a sunscreen for this sunny facade, solar as well as thermal gain (as the sunscreen is positioned on the outside) are thus avoided.

The Rive d’Aisne facade also plays an important role in the project as it too provides access into the cinema, which was not previously the case. The aim is to make this cinema more visible and welcoming to the neighbourhood, so the Rive d’Aisne entrance is vital. This facade uses the same materials established on the Avenue de l’Ouest, but since more discreetly its reduced scale allows for a small facade made up of few glass panels, but without LEDs.

Location 75013 Paris, France
Program Théâtre
Gross surface area 5,600 m²
Number of LED pixels ca 127,500 m²
Number of bars 2,700
Completion 2017
Architects Manuelle Gautrand Architecture
Client Gaumont Pathé
Photographer Luc Novely, Guillaume Guerin

Architect

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