



## Show room

manufacturer with the handsomest (redand-white) garages is undoubtedly Citroën. Following in the footsteps of founder André Citroën, who regarded architecture as an important part of his marketing strategy, architect Manuelle Gautrand built the company the ultimate show room on the Champs Elysées.

Gautrande used the glass of the faceted window as a symbol of the marque's creativity and innovativeness. She fused the corporate logo with the facade structure: the frame is made up of inverted V shapes. Behind this skin is the spectacle of a completely open space in which cars are displayed in a metreshigh tower.





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