



Out of the Box!

Brand Experiences
between
Pop-Up and Flagship

gestalten



C_42:
Citroën Flagship
Showroom

2002 / Paris, France

**MANUELLE
GAUTRAND**

Client: Automobiles Citroën

The 1200-square-meter Citroën showroom remakes the automaker's original 1920s home at No. 42 Champs Élysées in Paris. Gautrand added chevrons, lozenges, and triangles to the minimalist glass facade and, as the building ascends, nearly three-dimensional prisms. At the top, it becomes a grand sculpture that resembles origami. The shape of the building was inspired by the abstracted shape of a car while the brand's signature red adorns glass panels but is masked slightly by a filter built into the finished glass. This also minimizes the heat of the sun and creates a diaphanous, pearly white atmosphere inside. The architect sought to create a museum-like space, but more beautiful than the "artifacts" on show inside is the view of the Paris sky from the roof, accessed via a panoramic lift; one of the most awesome vehicles in the building.



