# Detail in Contemporary Glass Architecture 

## Virginia Mcleod

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## Citroën Flagship Showroom Paris, France

Client
Citroën

## Project Team

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The new Citroën showroom on the Champs Elysées in Paris features a dramatic glass facade that incorporates the iconic Citroen chevron motif built into the design. The higher up the building one looks, the more three-dimensional the facade becomes with the introduction of prisms that bring new depths to the design. Finally, the top section of the building resembles a great glass sculpture, recalling origami in its complexity. The brand's signature colour red was originally proposed for the entire facade but this was considered to be too bold given the historic context of the Champs Elysées. Instead, a filter that on first sight masks the red colour from the exterior, is cleverly constructed inside the finished glass. The filter also minimizes heat gain and creates a diaphanous pearly white atmosphere inside the building.

The main function of the building is as a car showroom and the shape of the building itself is inspired by the shape of a car. As such, the building does not appear as an object with a front, a roof and a rear, but something that has been sculpted with curves and fluidity, creating unity between the place and the product. The interior features eight circular platforms each of which is a car display area. The six metre ( 19.5 feet) diameter platforms revolve to display the cars in the round and have mirrored bases to reflect the car below. Visitors are led by a series of staircases and walkways that spiral past the cars, more in the manner of a museum or a cultural building, a space which encourages people to spend time enjoying both the cars and exceptional views of Paris.


1 By day, the specially filtered glass lends the sculptural facade a dignity that respects its neighbours on the Champs Elysees. 2 At night, the iconic red Citroën chevron
logo is apparent as the interior lighting overrides the effects of the filters.
3 Bridges and ramps that travel the height of the building afford breathtaking views
across the city.
4 Eight revolving platforms with mirrored bases display the cars to great dramatic effect.



| 28.05 | lift platform |
| :--- | :--- |
| Revolving Display | 13 Inox mirror base |
| Platform Section, | 14 Spotlight |
| Elevation and Plan | 15 Steel support frame |
| Detail | 16 Beam pole junction |
| 1:100 |  |
| 1 Guide for lift |  |
| platform |  |
| 2 Fixing rail |  |
| 3 Resin mortar |  |
| flooring |  |
| 4 Aluminium structure |  |
| flooring |  |
| 5 Inox mirror base |  |
| 6 Aluminium structure |  |
| 7 Steel beam |  |
| 8 Resin bearn |  |
| 9 Steel pole |  |
| 10 Resin floor |  |
| 11 Inox mirror base |  |
| 12 Guide for basement |  |

### 28.06

Detail Section

## Through Facade and <br> Mezzanine Walkway

1:20
1 Continuous glazed
facade
2 Mortar structure
3 Stainless steel grille
to floor edge
4 Ceiling edge panel 5 Steel frame supporting glazed facade
6 Resin floor
7 Upper part of
alurninium and plastic
floor profile system
8 Lower part of
aluminium and plastic floor profile system

9 Steel beam
structure
10 Aluminium structure
11 Aluminium structure 12 Acoustic insulation
board
13 Aluminium structure
14 Steel beam
structure
15 System of bearing
and guides for
maintenance
16 Aluminium and
plastic floor profile
system
17 Laminated glass balustrade



### 28.07

Typical Glazing Junction Details 1:5
1 Door sill profile 2 Sill profile element 3 Grooved aluminium section
4 Silicone joint
5 Double glazing
6 Glazing profile
7 Silicong profile
8 Cover strip.
9 Glazing profile 10 Glazing profile cover panel
1 Rubber seal

