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FEBRUARY 2008

MANUELLE GAUTRAND ARCHITECTURE | FACILITIES WATERPARK | URBAN GWANGHWAMUN SQUARE

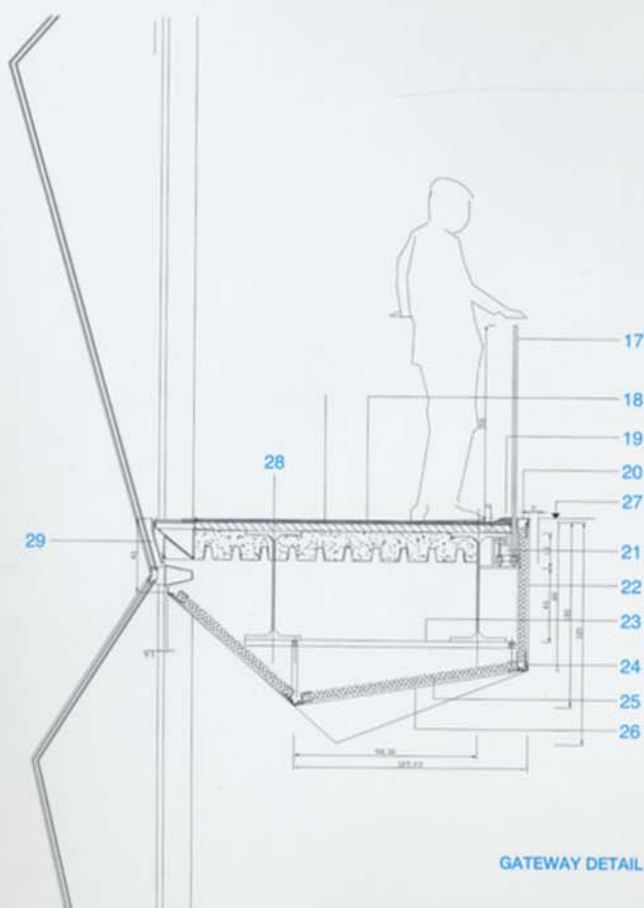




View of the central mast and platforms



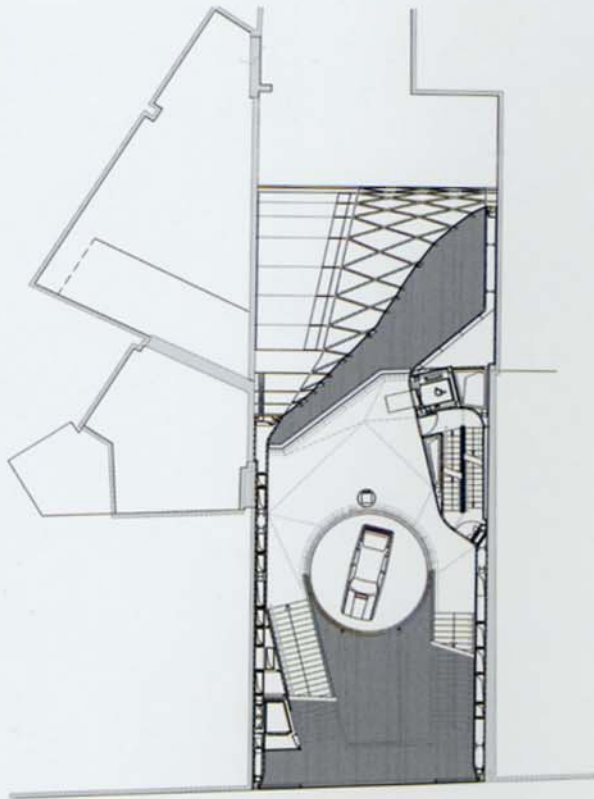
Diaphanous pearly white atmosphere



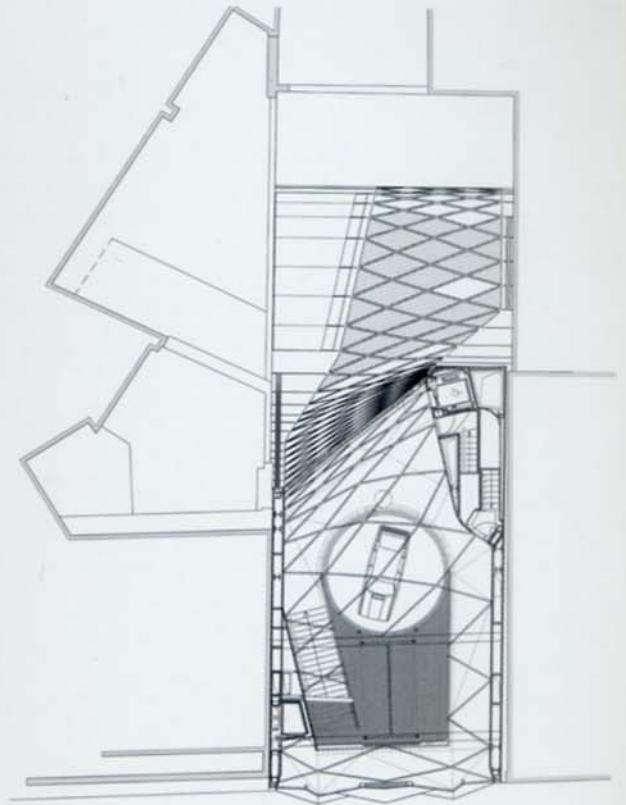
GATEWAY DETAIL

- 1 GLASS PLATE: ABRASION GLASS + WHITE PVB FILM TEMPERED PAIRED GLASS + POLYCARBONATE PLATE 1PLY AND ALUMINUM HONEYCOMB NET + FRAME
- 2 SLIDING FOLDING-TYPE JOINING
- 3 REINFORCED POLYESTER RESIN
- 4 GRAVEL ROAD
- 5 ROULETTE
- 6 SPRING
- 7 CLEAR METHACRYL CAPSIZING
- 8 DECO INSTALL CART GUIDES (CARROTS)
- 9 BENDED FLUO-TUBE
- 10 UPN 200 BEAM
- 11 FIXED RAIL FOR STAGE
- 12 REINFORCED COMPOSITE POLYESTER CAPSIZING
- 13 SPOTS
- 14 WALL DECORATION - STAINLESS MIRROR
- 15 FLUO-TUBE
- 16 REINFORCED POLYESTER RESIN ROLLOVER DISPLAY COUNTER TRUSS COLUMN JOINING
- 17 BODY WITH TEMPERED PAIRED GLASS
- 18 COMPOSITE-MORTAR GROUND
- 19 DOORSILL, FINISHING METAL BRACKET AND CORNERSTONE OF RESIN MORTAR
- 20 WHITE LACQUERED METAL ANGLE BOARD
- 21 SLIDING COMPLEX: FLAT PLATE + GUIDES
- 22 PERFORATED TIGHT CANVAS
- 23 ALUMINUM PIPE STRUCTURE
- 24 GROOVED ALUMINUM SECTION + ISERMATIC TYPE CLIP
- 25 DAMPING SOUND ISOLATOR
- 26 PERFORATED TIGHT CANVAS
- 27 DECO INSTALL AT THE HEIGHT OF PLATFORM
- 28 3 + 53.83 NVP FLOOR
- 29 BENDED SHEET ZINC TO MAKE TEMPORARY CEILING + PERFORATED SCREEN CLOTH (TOILE: MEMBRANE)

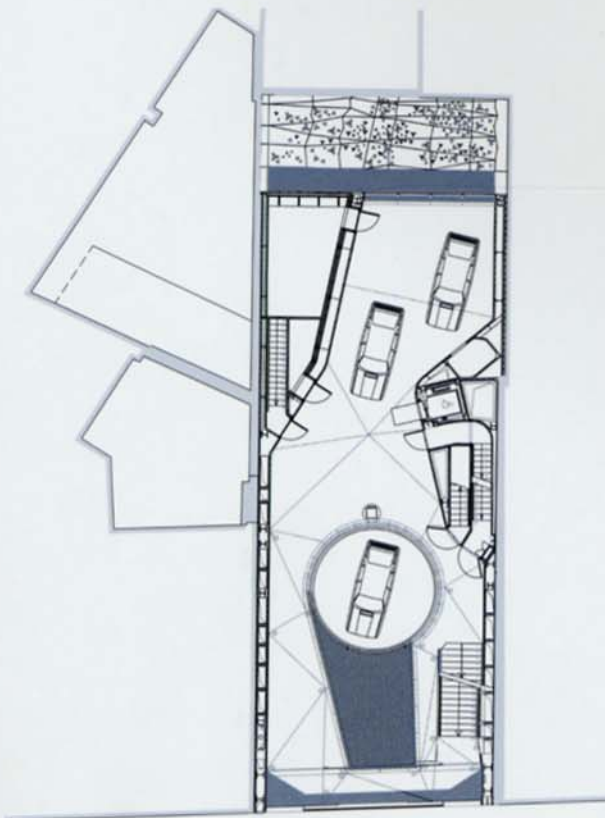




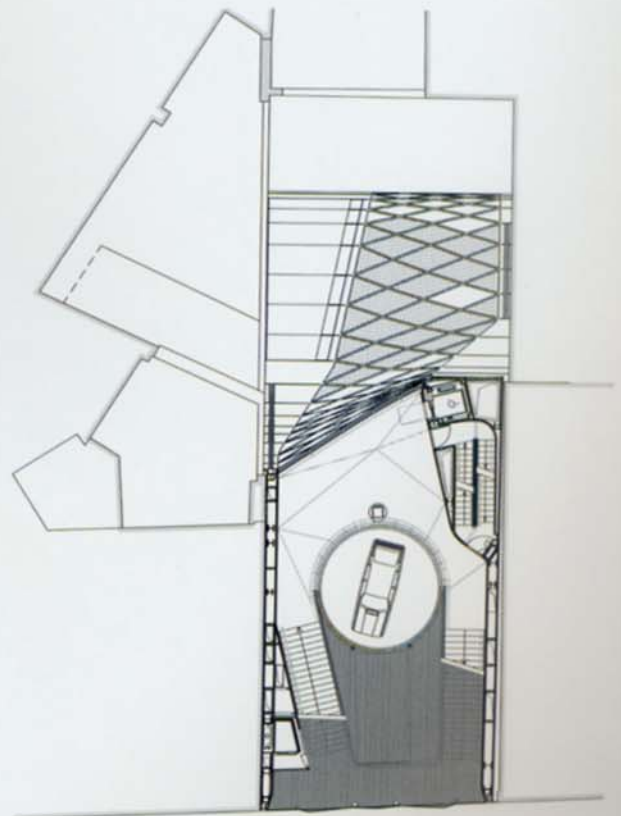
2ND FLOOR PLAN



4TH FLOOR PLAN



1ST FLOOR PLAN



3RD FLOOR PLAN



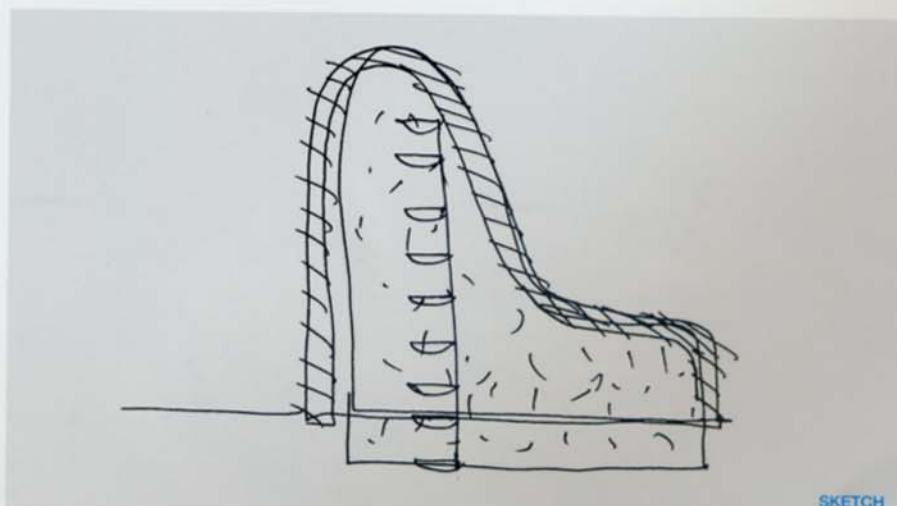
CITROEN FLAGSHIP SHOWROOM

씨트로앵 플래그십 쇼룸

ARCHITECT_MANUELLE GAUTRAND ARCHITECTURE

Location 42, Avenue des Champs-Élysées Paris, France **Total floor area** 1,200m² **Completion** 2007 **Project team** Anne Feldmann **Engineers** Khephen (structure), Alto (fluid), Lucigny-Talhouet (economist), Lamoureux (acoustic), Labeyrie (multimedia), Casso (security), Spectat (mobil equipment) **Client** Automobiles Citroën **Editor** LEE Kyung-eun **Editorial Designer** JEONG Eun-hee **Photographer** Philippe Ruault

The new Citroën showroom will be at number 42 Champs Élysées; Citroën have owned the site since André Citroën set up shop there in the 1920s. His original showroom was beautiful, the interior was extremely theatrical, and the glass rectangle facade beautifully proportioned, very minimalist and contemporary. On street level, the glass facade will be minimalist and demonstrate a certain rigour with its flatness and use of large rectangles, but the introduction of the chevron will signal the start of some much more original design, with lozenge shapes, triangles and chevrons. The higher up the building one looks, the more three-dimensional it will become with the introduction of prisms that will bring new depths to the design. Finally, the top section of the new building will be like a great glass sculpture, recalling origami in its complexity. The chevron will remain present yet discreet, becoming less defined and more suggested in the overall form, and almost subliminal, in this exciting project, midway between a building and a fine art sculpture. We originally conceived the use of red, the brand's signature colour, in the glass panels but we decided it would be too bright from the outside. There were some concerns about the building not harmonising with its neighbours on the Champs Élysées, so we've created a filter that on first sight, masks the red colour from the exterior. This totally original filter, which is cleverly constructed inside the finished glass, also minimises the heat of the sun passing through, and will also create a diaphanous pearly white atmosphere inside the building. The red colour can still be seen from the inside of the building, reflecting the brand's signature colours. The main role of the building is as a place to show cars, and we wanted to express this primary aim in the form of the space itself. The shape of the building itself is inspired by the shape of a car, it's not an object with a front, a roof and a rear, but something moulded with curves and fluidity, that links the front, roof and rear with a continuity that is like the form of a car itself, creating unity between the place and the product, and makes a rich and complex interior. To display the cars themselves, attached to a central mast will be eight circular platforms each of which will take a car. The platforms will be six metres in diameter, and each one turns to show off the car on all sides and has a mirrored base to reflect the car below. Around the display, the public will be led by a series of staircases and walkways that spiral past the cars. We were trying to create something like a museum or a cultural building, a space which would encourage people to spend time there. There will be a panoramic lift to take people to the top of the building, and they will be able to enjoy an exceptional view of both Paris and the sky. Text by MANUELLE GAUTRAND ARCHITECTURE



SKETCH



Mirrored base to reflect the car below



View of the basement floor



AXONOMETRIC



Night view of the facade

새로운 시트로엥의 전시장은 상젤리제 42번지에 자리하고 있다. 앙드레 시트로엥이 1920년대 처음 매장을 오픈한 이래, 이곳은 줄곧 시트로엥의 차지였다. 그의 오리지널 쇼룸은 황홀했고, 인테리어에는 연극적 요소가 다분했으며, 유리로 된 미니멀한 느낌의 직사각형 파사드는 황금 비율을 자랑했다. 디자이너는 새롭게 지층의 유리 파사드를 미니멀하게 제작하여 건물의 평평함과 직각성을 강조했다. 그리고 세브론(거꾸로 된 V자형)의 도입은 건물 적재적소에 적용될 마름모꼴 형태, 삼각형과 더불어 독특한 디자인의 단초가 됐다. 건물 위를 올려다보면, 디자인에 색다른 깊이를 도입함으로써 보다 3차원적인 프리즘이 느껴진다. 마지막으로 신축 건물 최상부는 오리자미를 연상케 하는 근사한 유리조각으로 디자인됐다. 디자이너는 맨 처음 보이는 사이트 마스크에 브랜드의 시그니처 컬러인 레드로 구성된 v필터를 완성했다. 오리지널 그대로인 이 필터는 유리 마감재 안에 제작되어, 내부로 들어오는 태양열을 최소화하는 동시에, 투명할 정도로 하얀 내부를 완성해준다. 브랜드의 시그니처 컬러인 레드 컬러는, 반사를

통해 건물 안에서 볼 수 있다. 이 건물의 주 역할은 자동차를 선보일 만한 장소를 제공하는 것으로, 공간 그 자체의 형태를 이용해 목표를 실현했다. 건물의 형태는 자동차 차체에서 영감을 얻은 것으로, 정면과 루프, 후면은 서로 다르지만 곡선과 유연한 면이 연속적으로 이어진 전체적인 느낌 그리고 팍 찬 느낌의 실내구성 등은 자동차와 닮았다. 자동차를 보다 입체적으로 전시하기 위해, 중앙 기둥에는 여덟 개의 순환식 플랫폼이 설치됐다. 이들 플랫폼은 어느 쪽에서 보더라도 자동차가 잘 보일 수 있게 지름 6미터로 제작됐으며, 바닥에는 차체 아래쪽이 보일 수 있게 거울로 꾸며졌다. 매장을 둘러보다 보면, 나선형으로 이어진 계단과 통로에 발길을 들여놓게 된다. 이곳을 사람들이 더 오랜 시간을 보내고 싶어할 박물관 내지는 문화적 공간으로 꾸며졌다. 건물 내에는 맨 꼭대기로 사람들을 실어다 주는 파노라믹한 리프트가 설치되어, 이 리프트를 이용하여 파리 전경과 푸른 하늘을 동시에 감상할 수 있다.

글: 마누엘 가우트란드 아키텍처

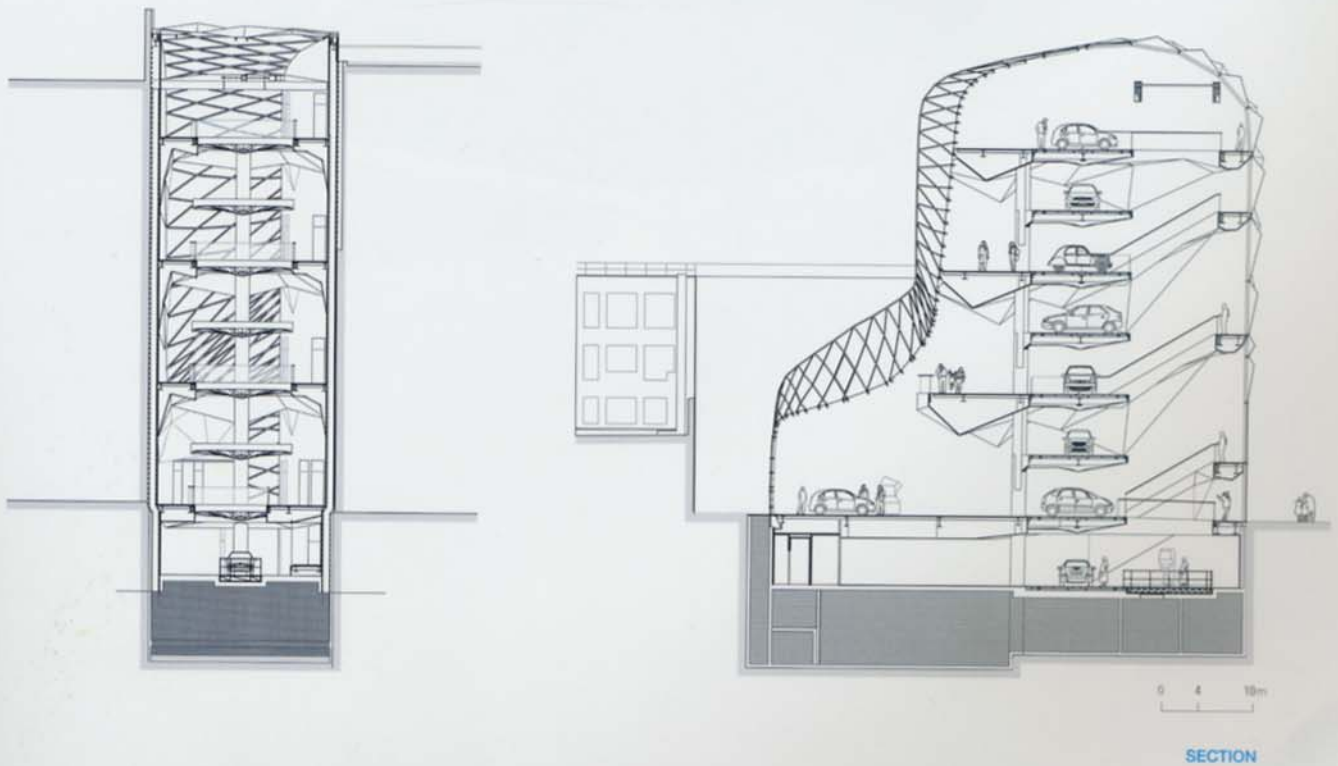


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Eight circular platforms take eight cars

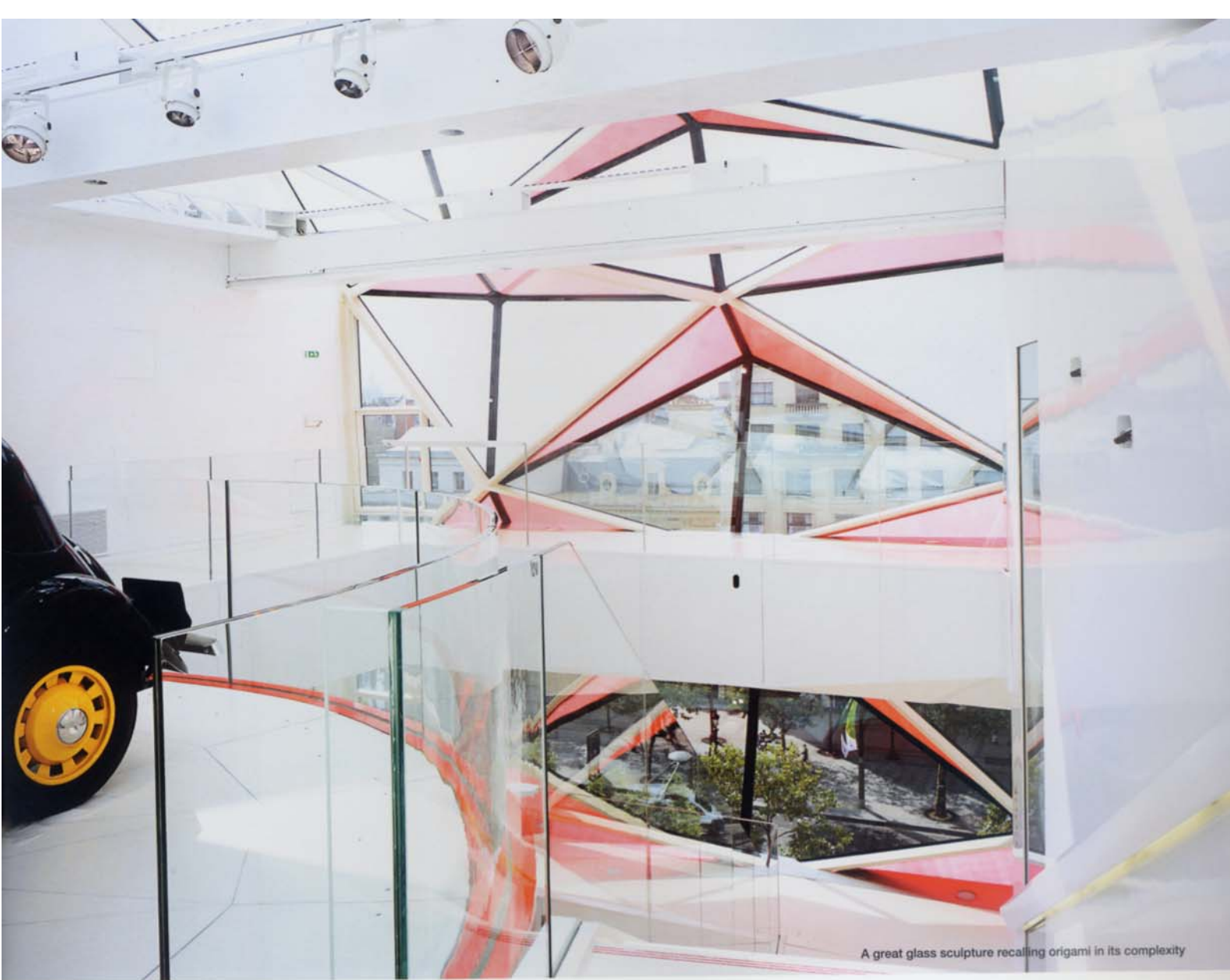


The shape of the building is inspired by the shape of a car

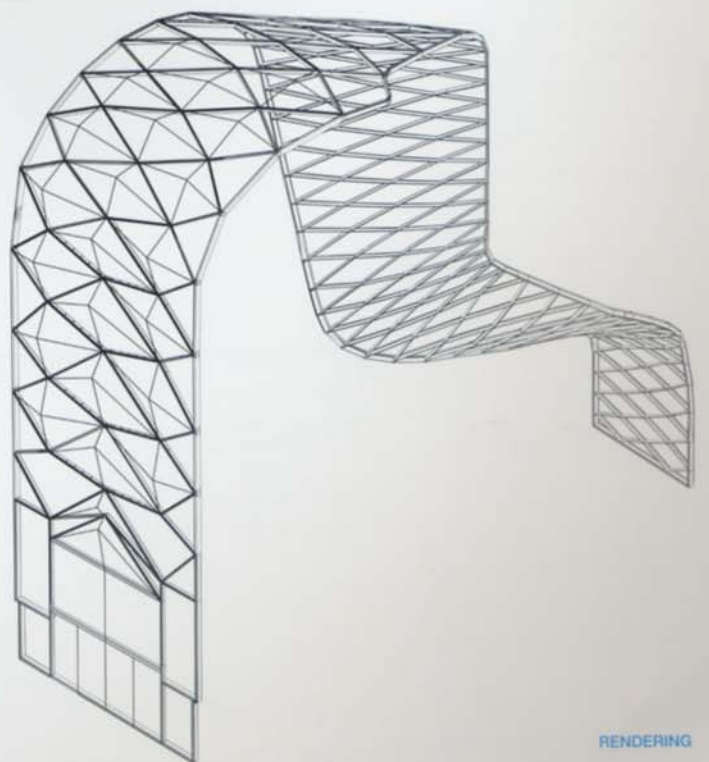




The introduction of prisms brings new depths to the design



A great glass sculpture recalling origami in its complexity



RENDERING

