The new Citroen showroom will be at number 42 Champs Elysees. Citroen have owned the site since Andre Citroen 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. We’ve created a filter that on first sight masks the red colour, the brand’s signature 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.

Location
42, avenue des Champs-Elysees, Paris, France

Use
Exhibition

Floor area
1,200m²

Design team
Anne Feldmann

Engineer
Khephren, Alto, Lucigyn-Tahouet, Lamouroux, Labeyrie, Casco, Spectat

Design
2003

Construction Period
2004 – 2007

Modeling New Tone

3D graphic Platform

Client
Automobiles Citroen

Photographer
Philippe Ruault

세로운 시트로엔의 전시장은 샴페일리에 42번지에 자리하고 있다. 엔드레시 시트로엔이 1920년대 이곳에 처음 매장을 오픈한 이래 줄곧 시트로엔의 차제였고, 그의 오리지널 소통은 환상적이며, 인테리어에는 연극적 요소가 다분했으며, 유리로 된 미니멀한 느낌의 착각형 파시트는 황금 비늘을 자랑한다. 지층의 유리 파시트는 미니멀하게 제작되어 건물의 매력함과 작가성을 강조할 예정으로, 세브론(가로로 된 V자형)의 도는 건물 정직소에 적응될 마름모형 형태, 상각형과 더불어 독특한 디자인의 단조로울 수 있다. 건물 위로 올라디면, 디자인에 대한 깊이를 도입함으로써 보다 3차원적인 프리피가 느껴진다. 마지막으로, 신축 건물 최상부는 오리지널을 연상하게 하며,
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 / Manuelle Gautrand Architect

The text is about the design and purpose of a building that is inspired by the shape of a car, creating a rich and complex interior. The display of cars is designed to be viewed from multiple angles, and there will be a panoramic lift for visitors to enjoy the view of Paris and the sky.
facade process sketch

1. SAFETY LOCTITE EQUIPPED M 16X58 DIN 963 10.9
2. SAFETY LOCTITE EQUIPPED M 16X35 DIN 963 10.9
facade (front view) & side joint section / 외부(전면) & 중앙 연결제 상세

facade (front view) & middle joint section / 외부(전면) & 중앙 연결제 상세

facade development figure / 외관 전개도