



Architect: Manuelle Gautrand
Client: Automobiles Citroën
Location: Paris, France
Photographer: Philippe Ruault, Jimmy Cohrsen

outside. There were some concerns about the building not harmonising with its neighbours on the Champs Elysées, 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 are eight circular platforms each of which takes a car. The platforms are 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 is 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 is a panoramic lift to take people to the top of the building, and they are able to enjoy an exceptional view of both Paris and the sky.

Citroën Flagship Showroom

The new Citroën showroom is at number 42 Champs Elysées: 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 façade beautifully proportioned, very minimalist and contemporary.

On street level, the glass façade is minimalist and demonstrates a certain rigour with its flatness and use of large rectangles, but the introduction of the chevron signals 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 becomes with the introduction of prisms that bring new depths to the design. Finally, the top section of the new building is like a great glass sculpture, recalling origami in its complexity. The chevron remains 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





Manuelle Gautrand



Manuelle Gautrand was born on July 14, 1961 in Marseille (France). She obtained her graduate diploma in Architecture from the 'Ecole Nationale Supérieure d'Architecture de Montpellier' in 1985. She worked for 6 years in different architecture studios in Paris.

She founded her office in 1991, first in Lyons and then in Paris. She lives and works in Paris since 1994. She is the principal architect and director of the agency MANUELLE GAUTRAND ARCHITECTURE. She mainly designs buildings in areas as diverse as cultural facilities (theaters, museums, and cultural centers), office buildings, housing, commercial and leisure facilities, etc..

Her clients are public contracting authorities as well as private firms, in France and abroad.

In 2007 Manuelle Gautrand's the 'C42' Citroen Flagship Showroom on the Champs-Élysées Avenue in Paris gained attention and widespread acclaim in the international arena and from a large audience.

NAU | Architecture & Design



NAU is an international, multidisciplinary design firm, spanning the spectrum from architecture and interior design to exhibitions and interactive interfaces. As futurists creating both visual design and constructed projects, NAU melds the precision of experienced builders with the imagination and attention to detail required to create innovative exhibits, public events and architecture.

NAU has quickly garnered recognition as an accomplished creator of fashionable interiors for retail, hotels, restaurants and residences. Its dedicated teams offer a personal touch, working with clients to align design approach with the appropriate market. Distilled in clear, contemporary forms, the designs of NAU promote modern, flexible solutions that engage and welcome.

Outofstock Design



Outofstock is an international collective of award-winning designers based in Singapore, born out of a meeting in Stockholm - hence the name Outofstock.

Gabriel Tan and Wendy Chua from Singapore, Gustavo Maggio from Argentina and Sebastián Alberdi from Spain met at Electrolux Design Lab, Stockholm, in 2005. What started out as a cross cultural creative experiment grew into a design studio with offices in Singapore and Barcelona. They currently work on furniture, industrial design and interior design for international clients such as Ligne Roset, Environment, Quantum Glass, and Discipline.

Their accolades include Elle Decoration Spain's Young Designer of the Year 2008, the Singapore Furniture Design Award 2009 open category first prize and the President's Design Award 2010, Design of The Year.

P-o6 Atelier



P-o6 Atelier is an international award-winning firm specializing in communication and environmental design on a wide range of scales. Based in

Lisbon, Portugal, the studio was founded in 2006 by partners Nuno Gusmão, Estela Estanislau, Pedro Anjos and Catarina Carreira. It has since undertaken a variety of projects from complex, large scale wayfinding systems, museum and exhibition design, to communication and editorial design for the printed page, with a bold, striking style that has garnered a number of distinctions. P-o6 Atelier actively engages in collaborations with architects, urbanists, landscape designers and engineers, in a continuous, seamless workflow with complementing disciplines, enriching the firm's scope of work and amplifying every intervention's outcomes.

Pierluigi Piu



Pierluigi Piu was born in Cagliari (Sardinia, Italy) in 1954 and pursued his studies at the University of Architecture in Florence. He opened his own office and began working in the field of interior design and architecture in 1991. Then, from 1996 until 1998, he was back in Bruxelles, where he had been summoned by the architect Steven Beckers to collaborate on a project for the reconstruction and refurbishment of the Berlaymont Palace, the historic seat of the Council of Ministers of the European Community, and so undertook the supervision and coordination of the aesthetic and formal language for the interior design of the entire building.

He has won many awards, including the 'Russian International Architectural Award 2007' in Moscow, the 'International Design Award 2008' in Los Angeles, the 'Archi-Bau Design Award 2009' in Munich, Germany, the 'Compasso d'Oro' in Rome and the 'Premio IED' award from the international school Istituto Europeo di Design.

People's Architecture Office (PAO) / People's Industrial Design Office (PIDO)



Beijing-based People's Architecture Office (PAO) and People's Industrial Design Office (PIDO) was founded by He Zhe, James Shen and Zang Feng in 2010, and consists of an international team of architects, engineers, product designers and urbanists. With the belief that design is for the masses, PAO/PIDO aims to be conceptually accessible and culturally pragmatic. PAO/PIDO approaches design from the framework of the realities of scale, global economics and flows, mass production, mass markets and social networks. PAO's projects include the recently completed headquarters for 21cake in Beijing, the River Heights Residences and the design of the Shenxing South Road Residences. PIDO's products include the Tetris Tables, the Clamp Lamp and the Dumpling Chair. In 2012, People's Architecture Office and People's Industrial Design Office will curate the Urban Design, Architecture and Product Design sections of the biennale Get It Louder exhibition in Beijing.

Reiulf Ramstad Arkitekter



Reiulf Ramstad Arkitekter (RRA) is an independent architectural firm with a high level of expert knowledge and a distinct ideology. RRA plays a leading role (in Norway) within its field. The office has a strong conceptual approach combined with experience from past accomplished projects. Over the years the office has produced a wide range of innovative and ground breaking projects and has experienced the overall process, from the first concept phase to the completion of high quality projects. The firm has shown a multitude of approaches in solving assignments, both national and international and has received numerous of prizes and awards for their projects.

Salvetti studio



Andrea creates works of art that reflect the themes of nature and the environment using a number of materials and varied techniques paying particular attention to fusion metals. All this from his sculpture and design studio, renovated from an old jute

factory outside Lucca, working closely with young assistants and his wife Patrizia.

He finds his main inspiration from the hills and woods and the links with the environment where he lives and this puts its mark on the themes and aims of his projects. He is involved at all stages of the creative process, from the initial idea to the realisation of the piece in the workshop, including the descriptions and comments, upholding the tenet that 'know-how' guarantees awareness and independence of one's work.

Andrea has been a proponent of 'self-production' for some time now and this has allowed him to explore a wide interdisciplinary space. His pieces can be labelled as sculpture and design, touching architecture and cooking, thus creating horizontal links between these varied fields.

Rosan Bosch



As a Dutch-born artist, Rosan Bosch has had an international launch pad for her professional work. She is partly educated at Hogeschool voor de Kunsten,

Utrecht, Holland, and partly at Universitat de Bellas Artes, Barcelona, Spain, and has for many years lived in Spain and Belgium, among other places. She now lives at the centre of Copenhagen with her husband and two boys. From 2001-2010, Rosan Bosch was cofounder and partner of the art and design company Bosch & Fjord, which was a professional cooperation between Rosan Bosch and Rune Fjord.

Stone Designs



Stone Designs is the story of two creators (Cutu Mazuelos 1973 and Eva Prego 1974) who in

September 1995 started their adventure by creating their own studio, in order to develop their projects from a personal perspective, without censure or interference. For this reason they never worked for anyone else and they forged their apprenticeship as it was done in the past, from below and with a lot of sacrifice. They began by doing interior designs, stands and displays. This field served them during the first years of their career, experimenting and studying different languages, showing a new understanding of design and our relationship with it.

This allows them to concentrate exclusively on what they do best, designing. It has left them time to take on projects of much greater depth and to work with companies with which they truly feel an affinity with. Being independent has its advantages. From companies of friends that they love and admire for their dedication to designing premises for companies such as Lexus, Telepizza, Havaianas, Coca Cola, and furniture for brands such as the Japanese Muji, the Swedish Effect of the Spanish RS.

Stamberg Aferiat + Associates



Founded in 1989 by Peter Stamberg and Paul Aferiat, Stamberg Aferiat + Associates is a comprehensive design firm based in New York City. Stamberg and Aferiat defy the predictable by synthesizing form,

light, color and context into clear and compelling architectural experiences. For three decades they have received widespread acclaim for projects that captivate global audiences and challenge the status quo in residential, hotel, commercial and cultural typologies.

While still remaining at the forefront of design conversation, Stamberg Aferiat's work is bespoke to clients' aspirations and realities. The result is an incomparable group of built works ranging from the cubist forms at the Shelter Island Pavilion to an elegant and minimal phased expansion to one of Richard Meier's earliest works, the Hoffman House.

Challenged by working within existing conditions, Stamberg Aferiat's has many representative works of interior design and open landscapes, and special projects by Stamberg Aferiat include: the Salsa Sofa Collection in production by Knoll since 1994; an updated edition of their award-winning monograph published by Rizzolli, featuring essays by art and architecture icons Paul Goldberger, Joseph Rosa, David Hockney, Richard Meier and Charles Gwathmey; and hotel branded merchandise.

Softroom Architects



Softroom Architects have developed a reputation for design excellence, creative innovation and skilful delivery. Recent projects have seen the practice working on large-scale and international schemes of increasing size and complexity.

Founded in 1995, the company is led by two directors, Christopher Bagot and Oliver Salway, backed by an enthusiastic and committed team. Work by the practice has been published and exhibited worldwide.

Softroom have worked on a wide spectrum of projects including buildings, bridges and interiors for public, educational, residential, retail and commercial uses, transport and exhibition design. Working with a broad range of brands, public and private clients have resulted in a portfolio that is regarded as both stylish and imaginative.

Softroom have received many accolades during their career, including RIBA awards, the Stephen Lawrence Prize, 'Building of the Year' from the Royal Fine Arts Commission, 'Best in Show' from Design Week and prestigious 'Yellow Pencils' from D&AD.

Spatial Ops



Spatial Ops is an intermittent collaborative between Steven Christensen Architecture and Anya Sirota / AKOAKI. Informed by the team members' diverse backgrounds in architecture, photography, psychology, and film, their work explores the relationship between space, media, and perception. The team is based in Los Angeles and Ann Arbor, and includes faculty from the UCLA and the University of Michigan. Their tactical design interventions seek to catalyze conversations about the relationship between urbanism, individual liberty, and contemporary culture.

SPEECH Tchoban & Kuznetsov



Architectural workshop 'SPEECH Tchoban & Kuznetsov' run by Sergey Tchoban and Sergey Kuznetsov was established in 2006

as a result of effective cooperation of architect bureau 'nps tchoban voss' (Berlin) and 'Tchoban and partners' (Moscow) with the workshop 'SPProject' for many years.

Today, over 170 people work in the workshop, and the 'SPEECH Tchoban & Kuznetsov' portfolio includes more than 40 projects and buildings accomplished for Moscow, St. Petersburg and other cities of Russia as well as in CIS and European Union countries.

Works of the workshop are distinguished by a highly professional approach to solution of all package of tasks - from shaping a city-planning concept and expressive dimensional-space decision till detailed working-out of façade decisions with the view for long-term exploitation of a building as well as for interior design including the design of auteur pieces of furniture. The buildings constructed upon the workshop's design are always built with use of highly modern technologies and materials, many of which are applied on the territory of Russia for the first time.