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 depth 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 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 we 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.

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

Manuelle Gautrand was born on July 14, 1961 in Marseille (France). She obtained her graduate diploma in Architecture from the École Nationale Supérieure d’Architecture de Montpellier in 1984. She worked for 6 years at different architecture studios in Paris.

She founded her office in 1996 first in Lyon and then in Paris. She lives and works in Paris since 1996. She is the principal architect and director of the agency MANUELLE GAUTRAND ARCHITECTURE. She mainly designs buildings in areas as diverse as cultural facilities (libraries, 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 was a delegate of the City of Montpellier for the 8th Urban Design Biennale in Montpellier. She has been a visiting professor at the University of Illinois at Chicago, the University of Michigan, and the University of Texas at Austin.

Outofstock Design

Outofstock is an international collective of award-winning designers based in Singapore [founded out of a meeting in Zürich - hence the name of the studio].

Gustav Tied and Wendy Chiu from Singapore, Gustavo Maggio from Argentina and Sebastian Alber from Spain met at Zürich International Furniture Fair in 2005. They carried out as a cross cultural creative experiment grew into a design studio with offices in Singapore and Argentina. They currently work on interior design, industrial design and design for international clients such as: Vitra, Nike, Environment Puerto Rico, and the Museum of Fine Arts, Boston.

Their accolades include Elle Decoration Spain Young Designer of the Year 2008, the Singapore Furniture Design Award 2003, open category first prize and the President’s Design Award 2010. Design of the Year

P-06 Atelier

D-06 is an international, award-winning firm specializing in communication and interior design on a wide range of scales. Based in London, the studio was founded in 2000 by partners Nuno Guimaraes, Edelita Colombo, Pedro Aytes and Camila Camera. It has since undertaken a variety of projects from complex, large scale awareness/ systems museum and exhibition design, to communication and editorial design for the interface, with a bold driving style that has garnered a number of distinctions. P-06 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 outcomes.

Pierluigi Piu

Pierluigi Piu was born in Capri, Italy, in 1956 and studied at the University of Architecture in Florence. He opened his own office and began working in the field of interior design and architecture in 1990. From 1996 until 1999 he was based in Brussels, where he had been summoned by the architect Steven Beckers to collaborate on a project for the redefinition and refurbishment of the Antwerp Palais – the historic seat of the Council of the Ministers of the European Community and so it underlined the supervision and coordination of the aesthetic and formal language for the latter 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 Arch-Bau Design Award 2009 in Munich, Germany; the Compasso d’Oro in Rome and the Penton IC2’ award from the International schools Istituto Europeo di Design.

People’s Architecture Office (PAO) / People’s Design Industry Office (PIDO)

People’s Architecture Office (PAO) and People’s Industrial Design Office (PIDO) is a new act of collective architecture and design. It started as an experiment in democracy and self-organization from the remains of a group of designers that worked together at the end of the 90’s.

Being based in People’s Architecture Office (PAO) and People’s Industrial Design Office (PIDO) approaches design from the framework of the realities of daily global economies and horizons; mass production, mass markets and social realities. PAO’s projects include the recently completed headquarters for Nokia in Beijing, the River Thames Residences and the design of the Shenzhen South Residences. PIDO’s products include the Tetris Tables, the Clamp Lamp and the Dumping Chair. In 2012, Paolozzi, Founder of PIDO, was awarded the Companion of the Order of the British Empire for his Services to Design and Industry.

Roisyn Patston Arkitektur

Roisyn Patston Arkitektur is an independent architectural firm (IRA) an independent architectural firm with a high level of expertise and knowledge and a distinct ideology. IRA plays a leading role in Norway within its field. The office has a strong conceptual approach combined with experiences from past accomplished projects. The studio has achieved awards and has been profiled in a wide range of innovative and ground breaking projects and has experienced the overall process, from the first concept stage 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 prizes and awards for their projects.

Salvetti studio

Salvetti 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 material and technology. All this from his sculpture and design studio remodeled from an old jute factory in a worldwide closing with young assistants and his countryside home.

He finds his main inspiration from the hills and woods and the rules with the environment, where he lives and this particular place defines the spirit of his projects. He is involved at all stages of the creative idea to the realisation of the peace in the workshop including the descriptions and comments upholding the leading role of the functionalities 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 wider interdisciplinary spaces. His pieces can be labeled as sculpture and design, but the architecture and sculpture is creating horizontal line between these various fields.

Stamberg Aferiat + Associates

Founded in 1985 by Peter Stamberg and Paul Aferiat, Stamberg Aferiat + Associates is a New York based architectural firm based in New York City. Stamberg and Aferiat defy the belief that design is for the masses, PAO/PIDO

people’s design industry office. Stamberg, Aferiat have many representative works of interior design and open spaces, and special projects by Stamberg Aferiat include the Saica Sofia building in production by Kari Kivinen 2005 and an updated edition of their award-winning monograph published by Nizolli featuring essays by art and architecture icons Paul Goldberger, Benjamin Brafman, Rosa David hodin, Richard Meier and Charles Gwathmey and hotel branded merchandise.

Stamberg Aferiat + Associates are recognized for their innovative and imaginative interior design and architecture, 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 needs. The result is an incomparable group of built works ranging from the cubist forms at the Shiner 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 many representative works of interior design and open spaces, and special projects by Stamberg Aferiat include the Saica Sofia building in production by Kari Kivinen 2005 and an updated edition of their award-winning monograph published by Nizolli featuring essays by art and architecture icons Paul Goldberger, Benjamin Brafman, Rosa David hodin, Richard Meier and Charles Gwathmey and hotel branded merchandise.

Softroom Architects

Softroom Architects have developed a reputation for design excellence creative innovation and skillful delivery. Recent projects have won national and international recognition 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 in a range of books and periodicals, and is held in the permanent collections of museums and institutions around the world.

Softroom have worked on a wide spectrum of projects including buildings, bridges and interiors for public, educational, residential, retail and commercial use. The projects include transport and exhibition work with a broad range of brands, public and private clients. The practice has also collaborated with the University of Technology, Sydney, the Queensland Art Gallery, the Museum of Contemporary Art, Sydney, the Barbican Centre, London, the British Museum, London, the Whitworth Art Gallery, Manchester, the British Council and the Association of Arts Councils, England.

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Spatial Ops

Spatial Ops is an interdisciplinary collaborative between Shawn Christopher Architecture and Anika Sinta / ANCAE. 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 identity, and contemporary culture.

SPEECH Tchoban & Kuznetsov

Architectural workshop SPEECH Tchoban & Kuznetsova run by Sergey Tchoban and Sergey Kuznetsov was established in 2008 as a result of effective cooperation of architectural bureau ‘tchoban voss’ Berlin and partners ‘Tchoban + Kuznetsov’ for many years.

Today over 100 people work in the workshop and the ‘SPEECH Tchoban & Kuznetsova’ portfolio includes more than 20 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 packages of tasks – from shaping a city-planning concept and expressive dimensional-space (decision 31 detailed working) out of façade decisions with the view for long-term exploitation of a building as well as interior design including the design of auteur pieces of furniture. The buildings constructed upon the workshop’s design are already built with use of highly modern technologies and materials, many of which are applied on the territory of Russia for the first time.

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