Citroën Flagship Showroom
Paris, France

Client
Citroën

Project Team
Manuelle Gautrand, Anne Feldman

Structural Engineer
Kephren

Mechanical Engineer
ALTO

The new Citroën showroom on the Champs Élysées in Paris features a dramatic glass facade that incorporates the iconic Citroën 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 Élysées. 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.