The project in a gigantic upright display around which visitors move in a spiral movement to cars and landings. At the top, the sculpture offers superb views up and down the avenue, over the city, and across the nearby gardens and river. The cars are displayed on rotating circular platforms under a faceted mirrored ceiling that fragments into distinct tree-like forms. The skin is of faceted glass and plays on the distinctive chevron of the Citroën logo - the chevron. At street level on the Champs-Élysées, it looks like a simple flat curtain wall. The glass front unfolds like a gigantic wheel.

01 - 02 Flagship Communication Center

03 - 04 Display display | 03 Cross section | 04 Reception | 00 | 01 top of the building