



# 10000x

New Edition  
**100%**  
new projects

# EUROPEAN

# ARCHITECTURE



**BRAUN**

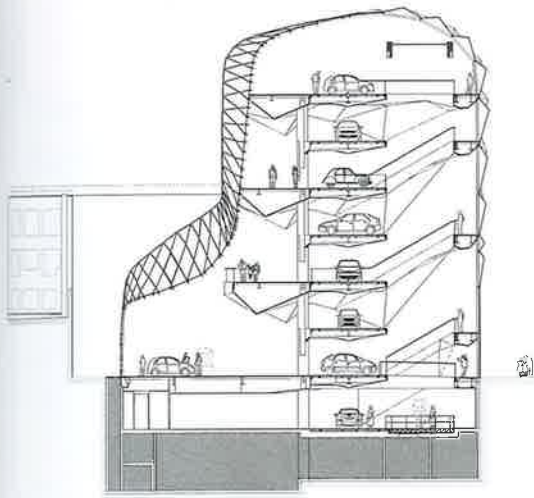




01



02



03



04



05

## 02\_Citroën Flagship Communication Center

This project is a gigantic upright display around which visitors move in a spiral movement via stairs 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 revolving circular platforms under a faceted mirrored ceiling that fragments and multiplies their lines and details. The skin is of faceted glass and plays on the distinctive shape of the Citroën logo – the chevron. At street level on the Champs-Élysées, the façade begins as a simple flat curtain wall. The glass front unfolds like a gigantic origami.

01 View from the Champs-Élysées | 02 Upright display | 03 Cross section | 04 Reception desk | 05 Top of the building