

# THE ARCHITECTURAL REVIEW

WWW.ARPLUS.COM

UK £8/€15 USA \$25 FEBRUARY



**ARCHITECTURE AND ECOLOGY**

**Morphosis in Madrid Hübner's self-build Greening Seattle**



The new Paris showcase building for Citroën, at 42 Champs-Élysées, is as unexpected as it is refreshing. This replacement for André Citroën's original 1920s building is designed by Manuelle Gautrand, a rising star in the Paris architectural firmament. You can see why.

Her challenge was to produce a piece of architecture which synthesises form, interiors and engineering, plus the manufacturer's colours and branding – the world in which car design operates. Her solution has produced a brilliant one-off which looks curiously contextual, despite its utterly different architecture.

You cannot buy a car in this dramatic infill, but you can admire different examples of Citroëns which occupy all the entire height of the 30m void that comprises the building's interior. Eight revolving turntables, cantilevered off a concrete-filled mast, display cars which form the basis of temporary exhibitions (the current offering is sports cars from the 1920s to the present).

The Citroën chevron is exploited in the design of the exterior, which stretches over the entire building as a form of prismatic truss, dealing with planning requirements to produce a much lower rear elevation at its base. The structure also allows the motif to be expressed three-dimensionally rather than being merely imprinted on the facade.

Gautrand has designed the interiors and the Corian cabinets which house electronic display systems (providing films and technical information about the vehicles). It is the cars that are the stars of the show for most visitors; but the architecture is just as memorable. PAUL FINCH