



PAVILION MARTELL: MULTIFACETED ARCHITECTURAL PROJECT

Posted on October 19, 2022 by xavigonzalez



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Pavilion Martell: Multifaceted Architectural Project

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The site-specific commission of the Fondation d'entreprise Martell, the *Pavillon Martell de SelgasCano*, is a new, multifaceted architectural project created by Spanish architects SelgasCano and intended to completely fill the vast paved courtyard situated behind the Foundation during the first phase of work. After the installation *Par nature* by Vincent Lamouroux, the *Pavillon Martell de SelgasCano*, conceived this time for the exterior of the building, brings a new architectural and international dimension to the Foundation.



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This exterior pavilion is comprised of modules constructed from hi-tech materials, which will house specific activities prefiguring the Foundation's future schedule of events.



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True to their aesthetic of transparency and openness to the outside world, SelgasCano constructed the pavilion from a metal framework covered by a translucent material developed by French brand Onduline. Strong and watertight, the material is permeated by a soft, changing light which creates intriguing iridescent effects. The rainbow reflections thus created are ideally suited to the architects' aesthetics. This large pavilion, composed of flexible and organic shapes, is in harmony with environment, the architects defending the idea that "nature must prevail over architecture". The Pavilion also illustrates the transversality of technologies, uses and materials, which is a major focus for future projects developed by the Foundation.

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Designed to host visitors and events, the *Pavillon Martell de SelgasCano* brings together a diverse programme centred on activities and themes that prefigure the Fondation d'entreprise Martell's programming. Inflatable seats installed in the structure, attached by straps, will allow visitors to sit, lean, or stretch out in the context of workshops, concerts, presentations, conferences, markets, games, moments of relaxation, wanderings, etc. From summer 2017, visitors will be able to enjoy creation and performance-based experiences with invited designers including Atelier W110 and 71bis, and artistic partners such as the Abbaye aux Dames.

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The Fondation d'entreprise Martell reaffirms its intention to ensure an eco-responsibility dimension from the initial assembly of the projects to the final destination of the materials. Reusing some of the wood from the previous installation *Par nature* by Vincent Lamouroux, the *Pavillon Martell de SelgasCano* will be dismantled in 2018 to be reconstructed elsewhere to give it a second life.

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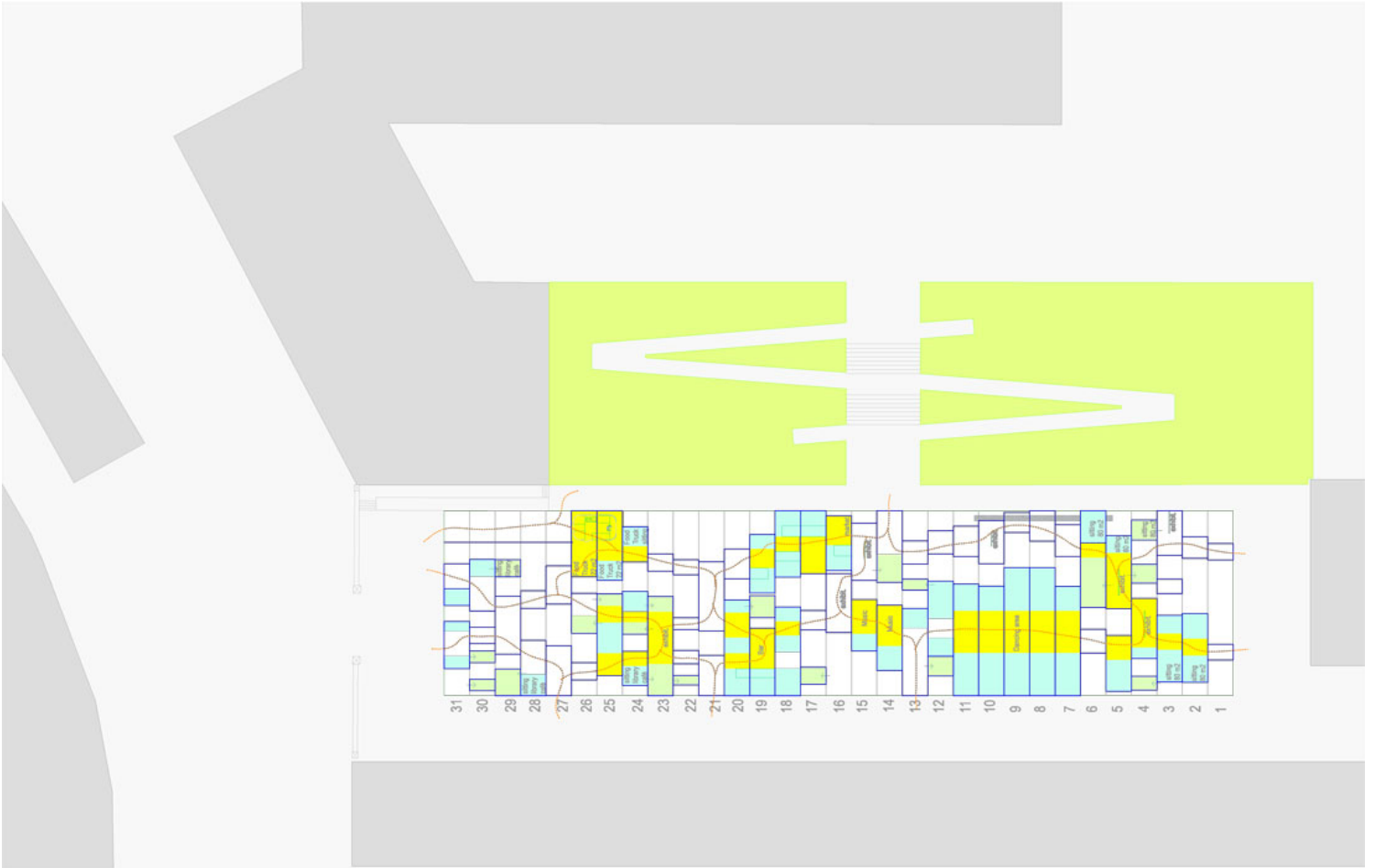


The *Pavillon Martell de SelgasCano* will have multiple destinations. A limited portion will be kept at the Fondation d'entreprise Martell for archival and testimonial as well as practical purposes, and for visitor experiences in the Foundation's future spaces. Another, larger part, will be reinstalled abroad within the framework of a social and community initiative.

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Plan

Number of sections: 31 of 2,40 m wide each.

Materials:

- Structure: Steel tubes.

Ø5cm.

2,844 linear meters

- Finish: Onduline in rolls 1.25m wide.

2370 sqm

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- Furniture and foundation of the pavilion: PVC yellow cushions inflated with air and water.

Ø40=314 units

Ø20= 472 units

tela (wide=2,30m)= 125m

- Flooring: existing of the square and wood in pointed areas.

Mounting process on site: time 370 hours.

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