



Gardens

Pavilion 2012

A structure used by a real estate company as a sales office for residential tower they are building. The project examines the line between architecture, marketing and consumption. The program was to build, alongside a very old Eucalyptus tree, a sales office for a tower planned for the future. The architect chose to relate to the project as a contemporary pavilion with him attempting to combine, within one building, modern, minimalistic, architectural principles and thereby create a building that is almost an object or a piece of sculpture almost akin to a small, architectural pavilion. At the same time, the architect attempted to cope with consumer principles relevant to the period, the need to sell and the reasons for the structures construction – marketing, marketing, and marketing.

It is interesting to see the mutuality between pure architecture which, despite everything, manages through purity and constraint to serve the brand needs of a large real estate company which usually seeks ways to stand out, to be bigger and more grandiose. The structure succeeds in bringing to the world of aggressive marketing used by real estate companies a structure which, despite its temporary nature also brings with it qualities associated with permanence.

The structure arouses curiosity, draws attention whilst still maintaining its monochromatic restraint and quiet strength. It uses reflecting pools to strengthen its look and to create illusions and reflections and combines central, internal courtyards with trees bursting out from two dimensional, white spaces which suggests the volume and the space inside the structure. A geometric pattern of interlinked triangles serves as a "skin" that divides the spaces or as a texture which is imprinted, using special techniques, on the outside, western wall. The sun's rays, striking the wall, create a repeating, three dimensional illusion – this despite the fact that both the texture and the plaster are white.

The pavilion succeeds in fulfilling both of its functions – architectural and marketing. It was built entirely from a metal skeleton (lightweight construction), most of which was built in the factory and transported to the site for erection and finishing touches.



Design: pitsou kedem architects (www.pitsou.com)

Design Team: Pitsou Kedem, Irene Goldberg,
Raz Melamed

Location: Shoham, Israel

Built Area: 300m²

Photographer: Amit Geron

Editor: Kim Eun-ji

주 최: 피츠 케덤 아키텍츠

진 리: 피츠 케덤, 이레 골드버그

면 적: 300㎡

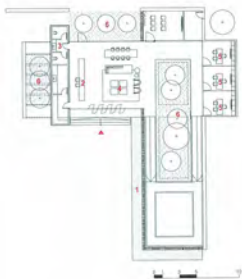
사진: 암릿 게론

편집: 김은지



Entrance





1. Pool
2. Counter
3. Toilet
4. Rest area
5. Sales area
6. Courtyard

Floor plan



Corridor





이 전시관은 부동산 기업의 주거 해체 사무소로 사용되는 임시 건물로서, '건축'과 '홍보'라는 두 가지 기능을 동시에 충족시키는 효율성이 높은 구조물로 설계되었다.

건축가는 미니멀한 근대 건축 원리들을 건물 내부에 결합하여 현대적이면서도 마치 작은 건축 전시관과도 같은 오묘한 느낌의 전시관을 만들어내고자 하였다. 이에 건물은 금속 골조와 칠해진 무채색을 적용하였으며, 외부에 연못을 배치하여 주변 곳곳을 반사시키고 경관을 강조함으로써 시선을 끌고 있다. 또한, 벽석의 공간에 중성적 내부 장면을 결합하여 건물의 불협을 부각시키고 있으며, 상징성을 연출하여 상형된 기하학적 패턴은 공간을 분할하거나 외부 벽에 새겨져 3차원적인 환경을 수없이 만들어내고 있다.

이곳은 임시 건물이라는 특성을 극복하고 크고 웅장한 건물만을 추구하는 빅 경쟁사들과는 차별화된 완성도 높은 공간을 선보인다.