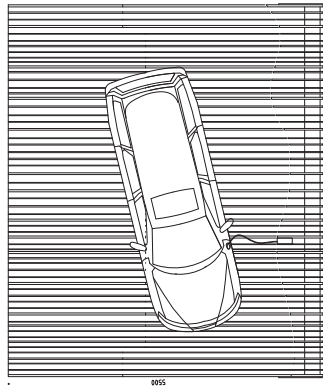
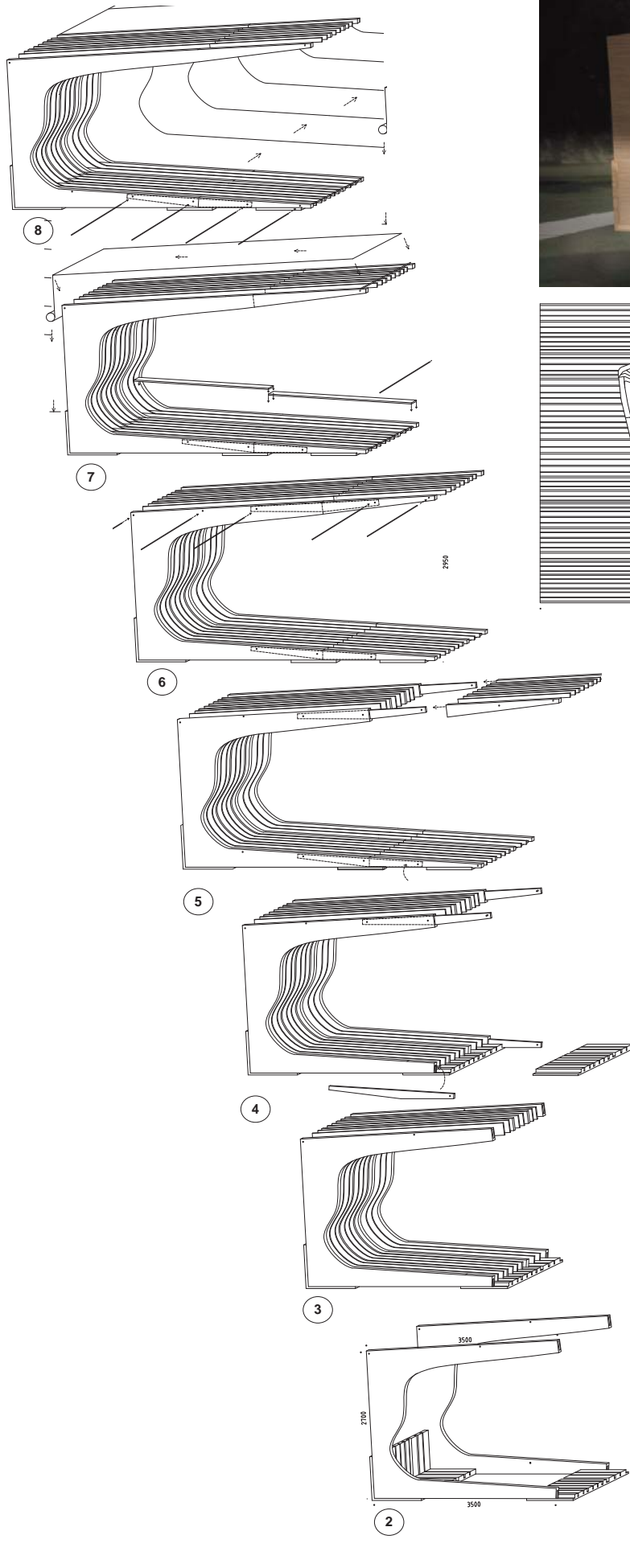


BJÖRK, SHOWROOM



Showroom for Volvo 60 cars: BJÖRK

Björk, The Birch-The Lady of the Woods, symbolizes growth, renewal, stability, initiation and adaptability. It also represents cleanliness and purity and is appreciated for its strength and flexibility in the places it inhabited. The birch is highly adaptive and able to sustain harsh conditions with casual indifference ... just like Volvo V60 !

People want to be responsible. They want to show others that they are responsible, when it comes to the environment and the choice of car. By understanding the global effects of our actions, we can avoid or reduce the negative impacts in our planet and creating a healthier environment. Pavilion with wood construction manifestates this matter of fact.

The ecology of plywood.

Construction is made of vertical birch plywood panels, which are linked together. The panel thickness varies between 12 and 32 millimeters.

Each panel is made of cross-bonded 1.4 mm thick veneers. The panels are sanded on both sides and their surface, excellent quality of birch veneer, is smooth, hard and durable. The surface of the panels are protected with oil.

Architect

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The Plan Magazine,
Volvo Auto Italia
2013**

Film, animation

3-D

Competition

