

Project

Mobile Art Chanel Contemporary Art Container

Location

Hong Kong, China

Date

2008 / 2010

Client

Chanel

Status

Built

Size

700m²



04



01



05

The form of the 700sqm Chanel Pavilion is a celebration of the iconic work of Chanel, unmistakable for its smooth layering of exquisite details that together create an elegant, cohesive whole. The resulting functional, and versatile architectural structure of the Pavilion is a series of continuous arch-shaped elements, with a courtyard in its central space. Artificial light behind the translucent ceiling washes the walls to emphasize the "arched" structure, and assists in the creation of a new artificial landscape for art installations. A large roof light opening dramatically floods the entrance in daylight to blur the relationship between interior and exterior. In addition to the lighting and colour effects, the spatial rhythm created by the seams of each segment gives strong perspective views throughout the interior.

The 65sqm central courtyard has large transparent openings to the sky above and is designed to host events as well as provide an area for reflection after visiting the exhibition. The courtyard serves as an intermediate space between the exhibition and public area of the Pavilion. In light of the extensive shipping between cities, the steel structure has been designed to be built in under one week, which is essential for an ephemeral pavilion. With a direct visual connection to the courtyard, the 128sqm terrace continues the dialogue between the Pavilion's exterior and interior. During an event, the two spaces can be linked to become one large event zone.



02



03

Design
Zaha Hadid
Patrik Schumacher

Project Architect
Thomas Vietzke
Jens Borstelmann

Project Team
Helen Lee
Claudia Wulf
Erhan Patat
Tetsuya Yamasaki
Daniel Fiser

Engineering
Arup
(London, UK)

Lighting Designer

Project Management

Cost Consultant
Davis Langdon
(London, UK)

Main Contractor/Tour Operator
ES Projects

FRP Manufacturing
Stage One Creative
Services Ltd

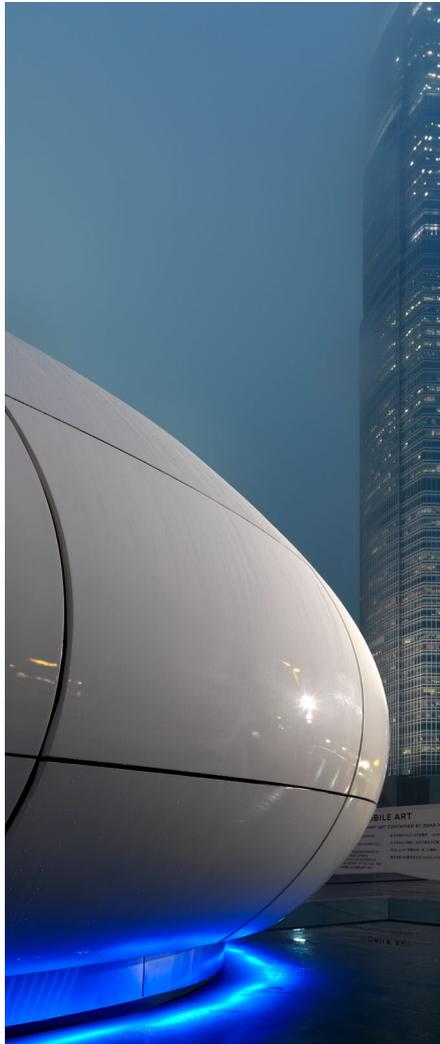
Facade Cladding
Fibre Re-inforced Plastic

Roof
PVC, ETFE roof lights

Secondary Structure
Aluminum extrusions

Primary Structure
Steel 74t (69t Pavilion
and 5t Ticket Office)
1752 different steel
connections.

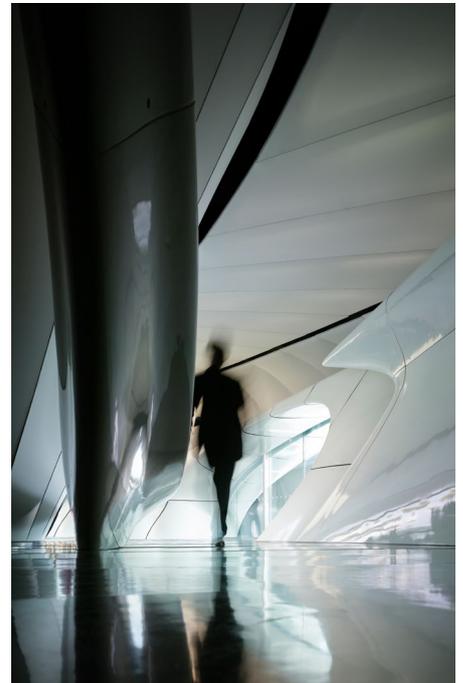
Reflective materials allow the exterior skin to be illuminated with varying colours which can be tailored to the differing programmes of special events in each city. The dichotomy between the powerful sculptural mass of the Chanel Pavilion's structure and the lightness of its envelope create a bold and enigmatic element. The Pavilion's exterior develops into a rich variety of interior spaces that maximize the potential to reuse and rethink space due to the innate flexibility of its plan. The total fluidity of the Chanel Pavilion's curvilinear geometries is an obvious continuation of Hadid's 30-years of exploration and research into systems of continuous transformations and smooth transitions. With this repertoire of morphology, Zaha Hadid is able to translate the ephemeral typology of a pavilion into the sensual forms required for this celebration of Chanel's cultural importance.



06



07



08