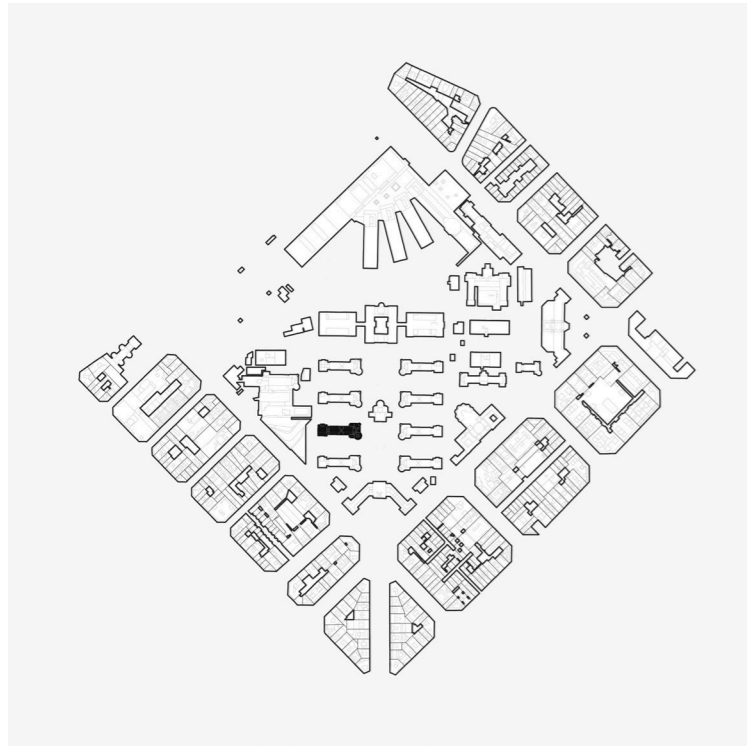


LR3 Pavilion

Ana García (NeuronaLab) + Ruben Casquero
Category A: Built heritage



A bright orange curtain has been used to enhance the contrast to the delicate ornamentation of Sant Pau's floral motifs and to transmit the idea of access to the oneiric world that the LR3 invites us to.

The project emerged from the desire to present the new collection of the fashion brand LR3, merging virtual and digital reality with the physical one. The approach consists of creating an ephemeral space located inside the pavilion of Nuestra Señora del Carme, in the modernist complex of Sant Pau, designed by the architect Domènech i Montaner. The access to the pavilion is from the north side of the old hospital, and naked, pixelated avatars serve as a lure to the experience.

The proposal for ephemeral architecture highlights the contrast between the ornamental and heavy construction of the historic heritage and the lightness of the technological environment created inside it.

To achieve this, a lightweight self-supporting structure has been installed that respects the original shell without coming into contact with it, generating an interstitial space that makes evident the separation of the two constructional worlds while providing the access for the installations. This autonomous structure is made up of three different environments and has been lined on the inside with white fabric tarpaulins stretched with a system of modular canvases. The entrance to the pavilion is through a small door within the building's original abraded wooden carpentry.



The brand-colour night lightning allowed us to create a contrast with the rest of the buildings, without affecting the pavilion or the surroundings in anyway.



The arrival to the pavilion during the day is surrounded by a number of naked bodies, who will accompany us during the whole experience. These figures are settled on an adaptable base, in order to be reused on future events.