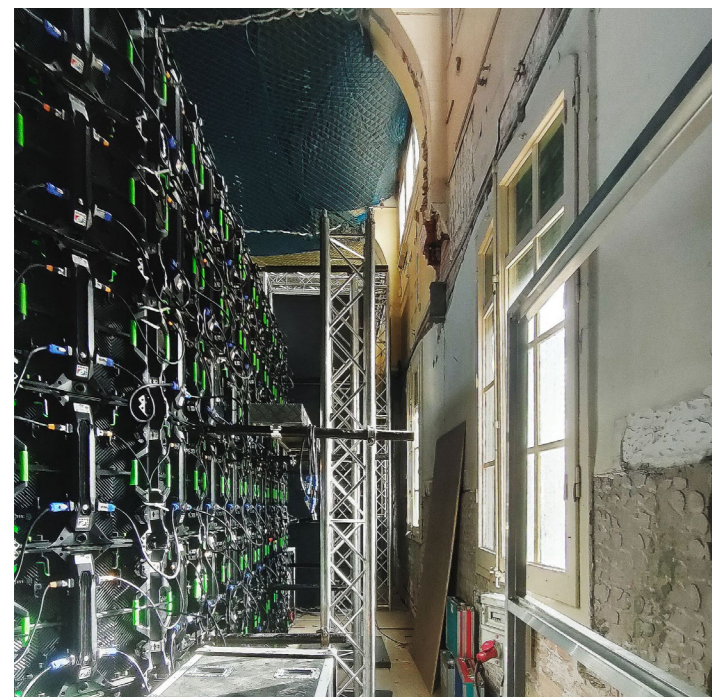
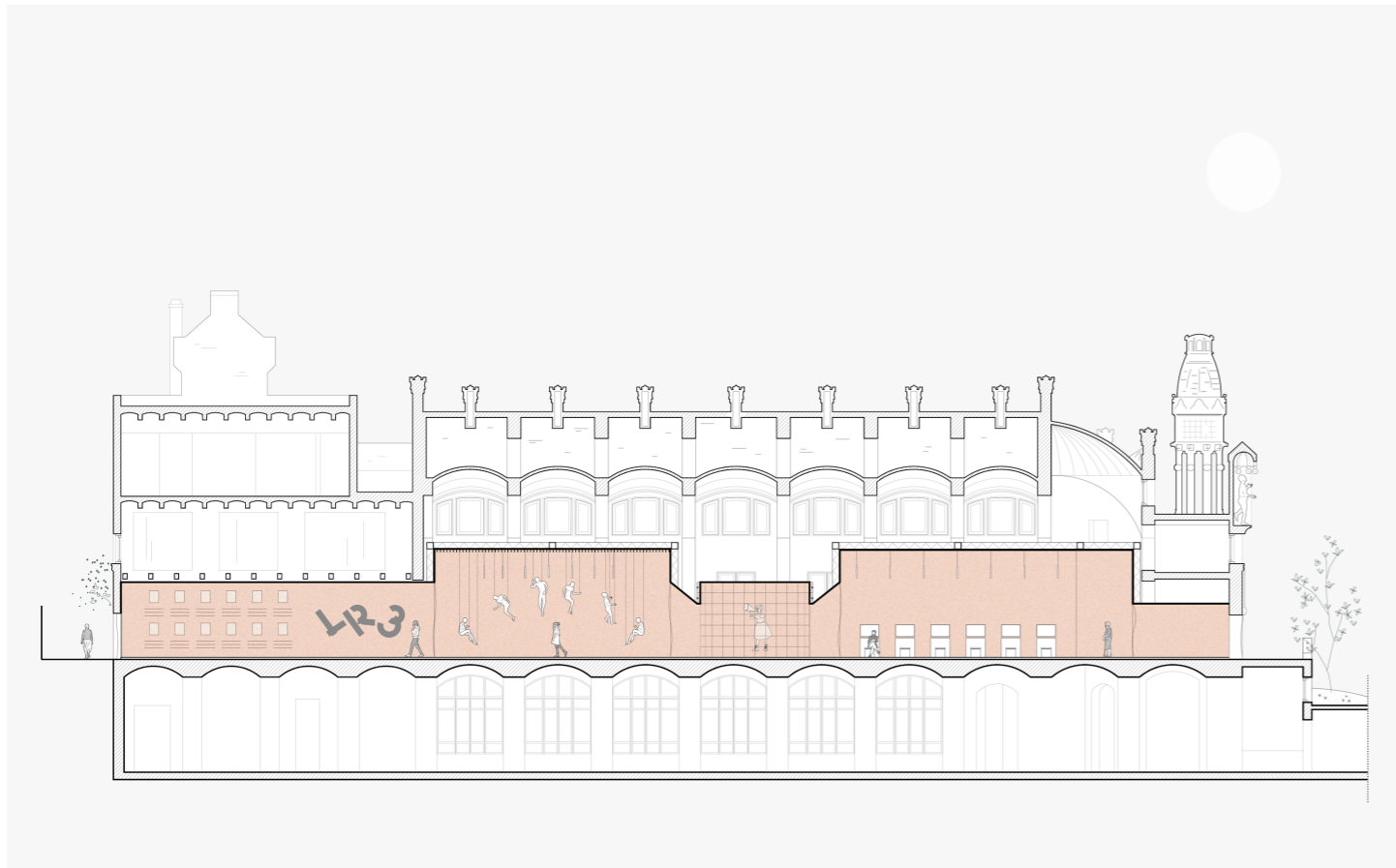
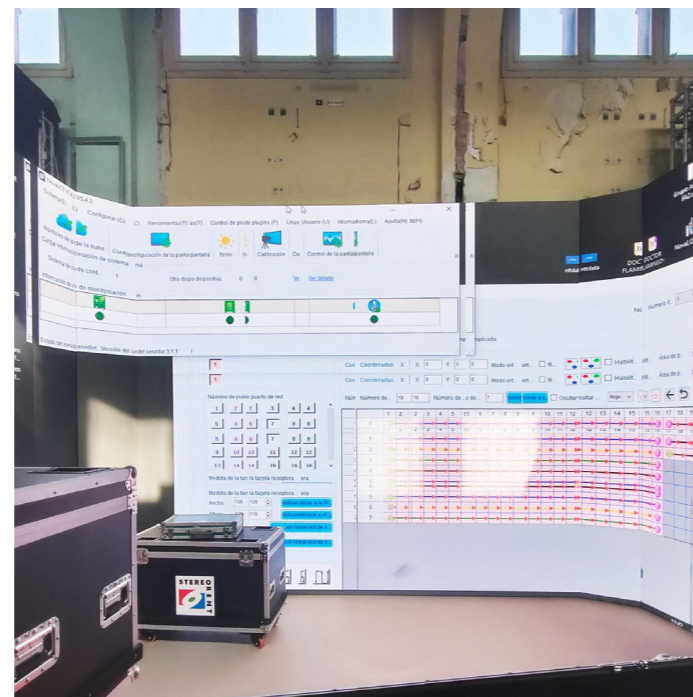


LR3 Pavilion

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



The poor level of interior conservation favored the idea of building a new skin, separate from the original building and used to wrap the new runway. Somehow, it was a pavilion within a pavilion.



We thought it was convenient to move away from the heavy and ornamental construction of the historical heritage and propose a light and simple environment.



The second room is formed by a perimeter of LED displays that form a one big screen where the avatars of the previous experience are walking on a completely white neutral background, dressed in the new collection that is being showcased. In this space, the visitor blends in as if he or she was yet another avatar, walking across the orange carpet. This so-called carpet alludes to the fashion runway that extends across the entire linear route of the installation, connecting the three environments of the pavilion.

To achieve the seamless integration of the virtual, digital and physical experience across the three spaces, a dense ambiance has been created, incorporating different sensory stimuli. A hazer machine was used to achieve the thickness of the fog and natural scents were added to evoke an ecclesiastical environment. From an acoustic point of view, the space has been filled with the drony binaural sounds. These factors were in play to stimulate the different senses and create a tactile atmosphere, conveying the sensations of viscosity and texture captured by sight.