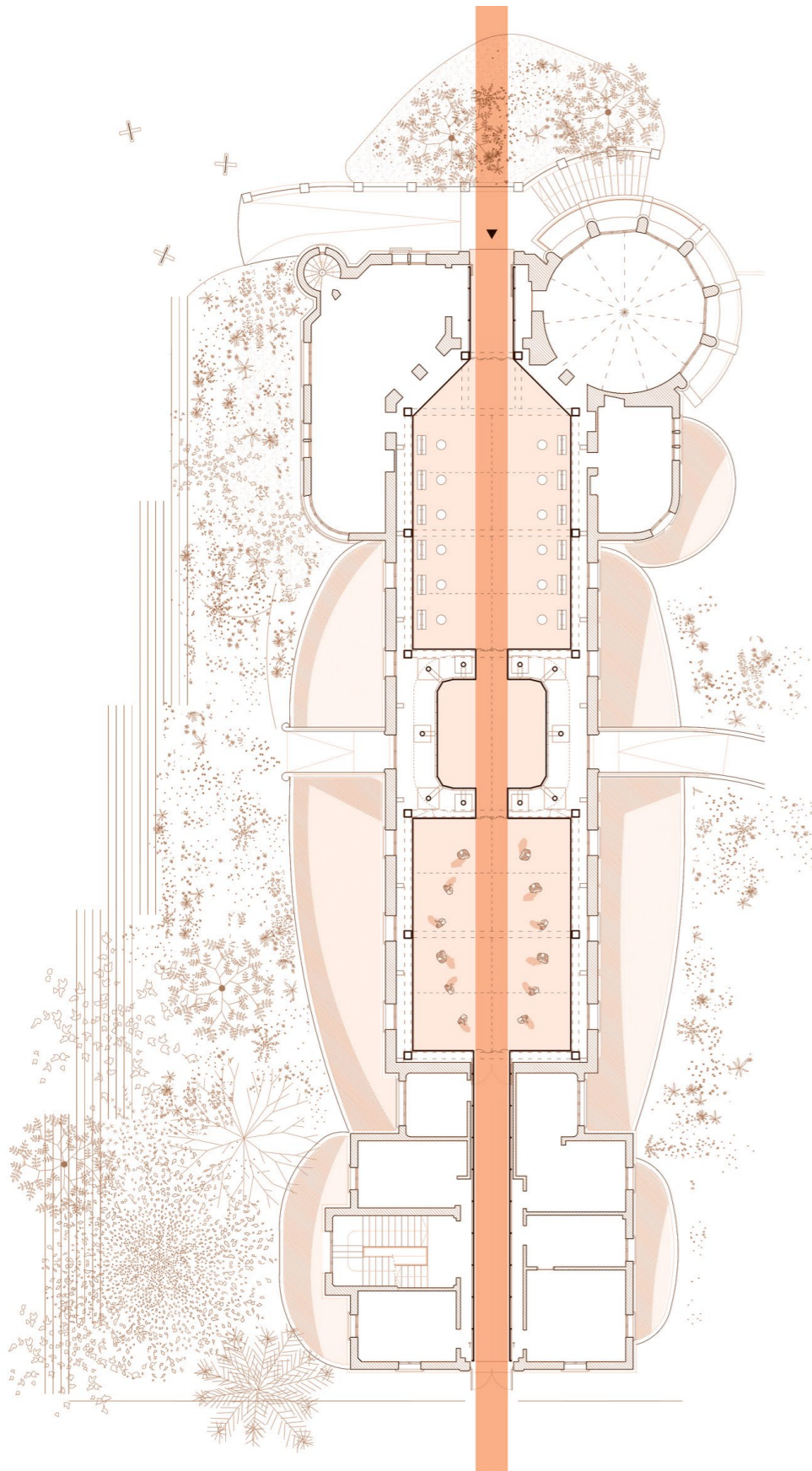


LR3 Pavilion

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



Current state of the pavilion. One of the last buildings still to be refurbished in the modernist enclosure of Sant Pau.



Here, you have the option to immerse yourself in the virtual experience, where the viewer is transported to the brand's universe and learns about its new collection.



Once inside the pavilion, you enter the first space which bathes in an orange overhead lighting that tints the white tarpaulins with the representative colour of the brand. The possibilities offered by the original space, in relation to the goals of the brand, resulted in a proposal of 50 linear meters of non-glued carpet. Basically, the project was a big runway. The use of this solution allowed the brand to remove the floor system once the event finished and reuse it in future expositions.