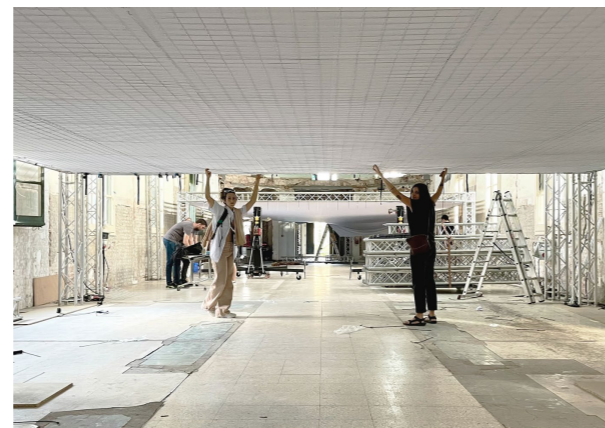
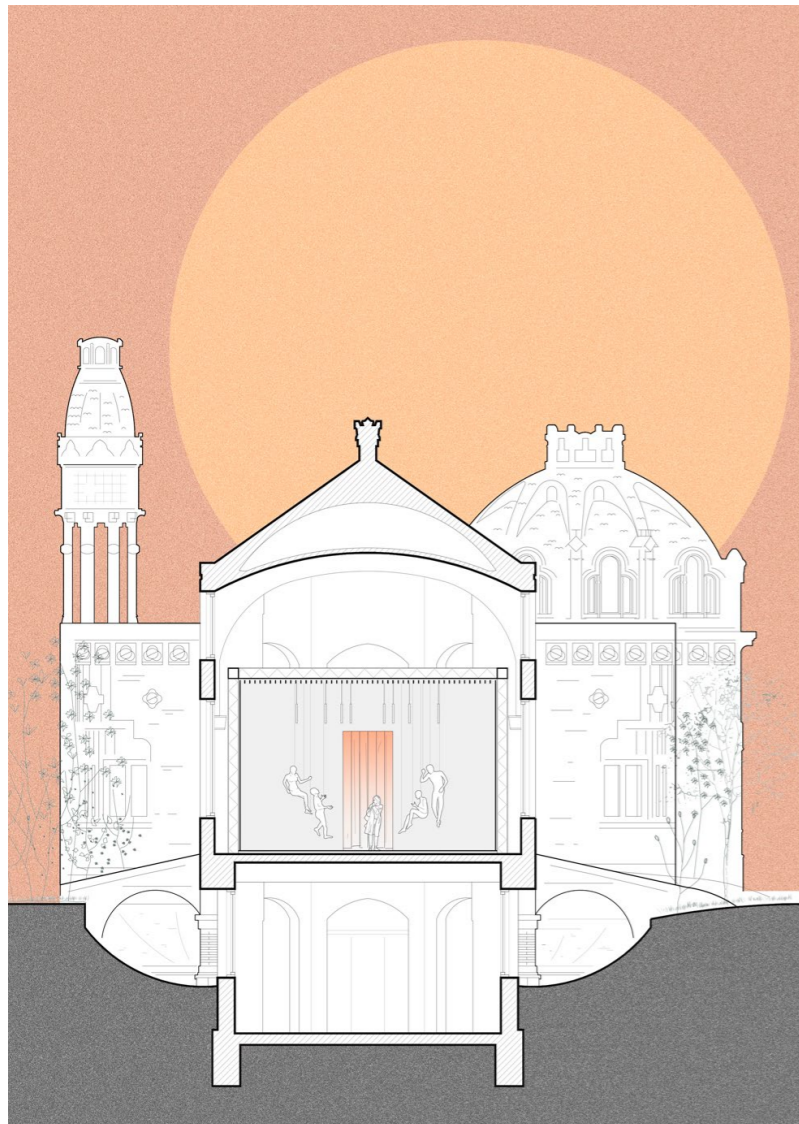


LR3 Pavilion

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



The ceiling is made by a simple and thin fabric grid, to avoid the use of heavy or non-recyclable materials. Some weight testing were needed before lifting up the solution.



In the third room, you finally get to see the tangible and physical collection, displayed on mannequins of different shapes and sizes that are suspended from the ceiling with invisible threads. The mannequins appear to float in space, recreating the virtual experience seen in the first room.

This proposal for the presentation of the new LR3 collection replaces the traditional fashion show with an immersive experience in which the spectator is also the protagonist. The goal was to achieve that all kinds of bodies, sizes, identities and aesthetics parade down the runway of this ephemeral pavilion. And once the Barcelona Fashion Week ended, all the materials could be saved and reused for future expositions, meanwhile at the same time, the pavilion remained intact.

