GARDEN STORE LOUISE

Project	
Architects	DDS & PARTNERS ARCHITECTS
Address	Bruxelles
Programe	Reconversion of a former store into a new concept store
About	'Garden Store Louise' is situated on the avenue Louise, one of Brussels most monumental and prestigious streets, within a zone of recognized cultural, historical and aesthetic interest and at the edge of an important commercial core. The project envisages the creation of a commercial pole that consolidates and even strengthens this position. It foresees the introduction of a for the Louise quarter new commercial concept - the 'concept store', a top-of-the-line store offering a large variety of brands - as well as a new architectural image. A new commercial trajectory is moreover created, running from the avenue Louise to the other side of the site, where two new duplex stores will replace an existing parking and contribute to the redevelopment of the parallel street Dejoncker. The particularity of the project bears on its architectural quality resulting from the material selection and the created spaces. The vast specialized commerce will be realized with a suspended three story-high showroom bordered by screen-printed surfaces. While the maximal transparency at the ground level invites the public to visit the two internal courtyards, the crowning in metal meshes incites to discover the building's upper stories. The Art Nouveau Pavilion situated at the inside of the building block will be conserved, but also respectfully integrated and given extra value in the new project.
Typology	Shopping (include mixed use)
Status	Ongoing building work
Conception	2015



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OTHER PROJECTS :

Bara De Lijn
- 2006 2011
- BRUXELLES

GENEVE PARK
- 2008 2011/2013
- BRUXELLES

SME Park Magellan
- 2010 2016
- BRUXELLES

Site Van Oost
- 2014 -18 2018
- Bruxelles (Schaerbeek)