

## Project

# D'IETEREN GALLERY

## Architects

URBAN PLATFORM

## Address

Rue du Mail 50, 1050 Bruxelles

## Programe

Museum for 85 vintage cars and company history into an industrial building

## About

The aim of this project was the conversion of an industrial site into a kinetic and historic car museum capable of housing 85 vehicles. The cars are exhibited in a dynamic context generated by a series of curved strips suspended from the ceiling, illustrating both the continuity of the company and its evolution over time.

The winding strip beneath the ceiling symbolizes the timeline, the 'thread of history of the D'Ieteren company' that guides the visitors through the museum.

The lower strips are the 'pages of history'. They each contain a zone and illustrate the company's great achievements.

The floor having been freed up in its entirety, it is possible to gradually discover the cars associated with a zone.

The choice of walnut for the surface of the strips is an allusion to the accessories of the day.

## Typology

Exhibition

## Status

Built

## Conception

2003

## Delivery

2005

## Client

D'Ieteren sa

## Area

2700

Rue du Mail 50  
1050 Ixelles

Tél : 32 2 502 73 28  
Fax : 32 2 502 29 85

mail@urbanplatform.com  
www.urbanplatform.com

## OTHER PROJECTS :

Private house Lepage  
- 2008 2010  
- Bruxelles

Fancy  
- 2007 2010  
- Seneffe

Dubrucq  
- 2006 2010  
- Molenbeek-Saint-Jean

Vivegnis  
- 2005 2010  
- Liège



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