



03-15 | PROJECT OF THE MONTH

Audi Capitan Haya, Madrid [ES]



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COMPLETION Winter 2014
ARCHITECTS ARTELIA Spain, Madrid [ES]
PRODUCT **S4-RHOMBOS EXPANDED METAL CEILING SYSTEM**
1 mm thick steel sheeting; panel sizes [LxW]: 1 250x625mm
und 1 250x312.5 mm; free cross section: 67 %;
centre mesh M260: 28x12x2,0x1,0 mm;
powder-coated in white aluminium similar to RAL 9006
[approx. 240m²]

With its new "Digital Showroom", premium car manufacturer Audi extends its classic sales system and combines the digital world with the traditional car showroom. As is the case with the Audi car dealership Capitan Haya in the centre of Madrid. The futuristic, nearly fully glazed new showroom offers customers the opportunity of configuring their desired car directly in the dealership using the latest digital technology, while offering personal advice at the same time. The S4 RHOMBOS expanded metal ceiling by durlum underlines the modern sales and design concept of the car manufacturer which resembles an elegant boutique more than a car dealership.

The expanded metal ceiling by durlum with its free cross section of 67% has the same laid back effect as the minimalistic design of the interior, so offering the new digital world sufficient free space. Powdered in a white aluminium RAL colour shade, the metal ceiling integrates well into the clear colour scheme of the car dealership. Depending on the viewing angle of the customer, the three-dimensionality of the expanded metal offers an open or closed ceiling image. Used in the presentation, hall and configuration areas, the expanded metal ceiling with a mesh of 28x12x2.0x1.0mm also embellishes the so-called "consultancy suites" for discussions with customers. The welded, invisible frame gives the expanded metal panels a high level of stability and accuracy, providing a uniform ceiling look which meets the high quality demands of the architects and the premium car manufacturer. Designed as a hook-on system, the expanded metal ceiling system provides easy and quick access to the ceiling cavity at all times. Backed with an acoustic lining, the expanded metal ceiling provides the different areas of the car dealership with optimal acoustics.

With the new concept of integrating the online and offline world in a sensible manner, and all that in a well-feel environment for premium customers, Audi has created a new brand experience together with its dealer. Customers can configure their desired car in the "Digital Showroom", view it on large screens as well as enjoying the tactile experience of material samples, while also receiving personal advice. Matching the minimalistic, futuristic design concept, the high quality S4 RHOMBOS expanded metal ceiling integrates well into the new digital world of experiences.

PHOTOS: JAVIER ORTEGA

NEW! **RHOMBOS BASIC EXPANDED METAL CEILING SYSTEM**
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