***"A SECOND SKIN"* - ESPCIO MAHOU**

REMODELACIÓN DEL PALACIO DEL DUQUE DEL INFANTADO

CONCEPT SOLUTION

The Palacio del Duque del Infantado is an historical building, notoriously merged within the Madrid city fabric.

This buiding, elevated to Monument of Cultural Interest in 1977, has had many architectural interventions, since the XVII century until today. Some of these interventions were relevant, contributing to its current status, while others were not.

This particular context underlines a clear contrast between "Container" vs "Content", leading to the search and study of the real boundaries of each one.

As for the "Container", it's important to know all the elements that have true historical and architectural value.

As for the "Content", it's vital to understand the existing cultural and protected spacial matrix, in order to have a correct approach.

It is inside the "Palacio del Duque del Infantado" (Container) that the new "Espacio Mahou" will be carefully placed.

A SECOND SKIN

All nature is provided with a second skin. Man, animal or tree, all find the correct balance with their contexts by using a second skin.

A second skin is a surface but it's nothing of superficial. Rather than a mask, it's an extension.

Because of its Monument condition, the Palacio del Duque del Infantado" can't be formally altered or expanded, both in depth or in height. But, that doesn't mean that it can't be extended! An extension within - that's the aim of a Second Skin.

A new technological and state of the art material is the vehicle to generate a new surface in an umbilical relationship with the existing building.

Concrete Canvas® is a flexible, concrete impregnated fabric that hardens when hydrated to form a thin, light, durable, water proof and fire resistant concrete layer. Concrete Canvas® is also ecological, once it uses 95% less of concrete, it has low levels of alkalinity and high resistance to abrasion, being an awarded and certified material, also recomended from environmental agencies.

This new material is the key to implement a surfaced "Content" with an inovative technology in the "Container", that has the following potential:

- to not stress the preexisting historical structure, due to its low weight;;
- to be agile and adaptable, generating new programmatic spaces along with infrastructures areas, thought to spare the preexisting historical structure, due to its low thickness;;
- to be a well suited material to the durability needed for the new uses, due to its water, fire and abrasion resistance;

- to be an ecofriendly material to the environment;

The astronaut suit stands for the astronaut himself what this new material stands for this project, both technologically and functioningly.

The Second Skin allows an historical building to travel to the 21st century, without loosing its identity, becoming the “Casa” of Mahou.

PROJECT

Main Entrance and Circulation

The main entrance for the “Espacio Mahou” was rethought.

Due to the classical composition of the preexisting building, the main entrance was placed on an axial spot, facing the Carretera de San Franscisco, contributing to the symmetry of a façade that has a higher sense of urban scale.

The positioning of the new entrance, at a central point, allows the access to the reception and the store. Once at the store, the visitor may choose if he wishes tho enter the “Espacio Mahou” or to leave. If the visitor chooses to have a Mahou experience he gets to decide wether to take the sair case or the elevator, each of them providing a diferent kind of route inside the Mahou Experience.

At this space, the Second Skin shapes the floor and the walls, while the preexisting ceiling is made visible.

VIP Entrance and Institucional spaces

The entrance for special guests has to be special!

In this way, the original main entrance of the Palacio del Duque del Infantado, facing the Calle D. Pedro, with its majestic door and outer arch, as well as the inner Renaissance arches, is more suitable for Institucional purposes.

By entering from the Calle D. Pedro, Institutional guests have the opportunity to climb the palace’s staircase, with all its magnificente. Even so, this does not mean that the Institucional areas are apparted from the rest of the program. In fact, its quite blended within the whole functioning of the building, but clearly hierachized.

For those who have the privilege of using the VIP entrance, will also have the possibility of taking the elevator. This new feature in the building grants general access to people with disabilities or locomotion dificulties, forcing the oppening of a structural wall and the placement of the elevador where it now stands.

The Institucional guests have a Private Tasting area, as well as private Dining Room and a private Hall.

The dissemination of the Second Skin is a clear idea in this project. However, its propagation troughout the building has criteria. If, in one hand, apparently merges all the spaces equaly, in the other hand, every spaces has their own particularities. The Private Dining Room has a chimeny and two aches from the renaissance, which in this point the Second Skin does not invade, emphasizing the cultural elements on the room.

Services

The services spaces are those of offices, storages, locker rooms, staff lounge, service circulations and routes.

The service entrance is placed in the left end of the facade facing the Carretera de San Francisco. This is the service entrance for the staff and unloading activities.

Microbrewery

The project for the “Espacio Mahou” was set on a pivotal space: The preexisting Pátio.

From all the constraints that condition the intervention on an historical building, the Pátio became an enormous asset to explore!

What better existing space to place the microbrewery? What better way to emphasize the Mahou brand, than to have a central space, that could be interacted and seen from all the floors?

In this way, the former Pátio was transformed in to a vertical microbrewery, allowing the visitors to understand the beer manufacturing process, as well as it is allways a focal point of interest in all of the Mahou Experience.

The new material also has a pivotal role, once it rises through the Pátio until it rests in the last floor, generating a new space - a Terrace Lounge.

Aditionally, it’s instaled on the microbrewery struture a single lift column platform that allows the vertical service communication between the diferent floors.

Bar

This space was designed with an umbilical relacion with microbrewery, and with is a defining moment in the Mahou Experience!

Inspired in the classic “Bar Madrileno”, with its long counter to sit at, promotes a close and familiar ambient, with the brewery always on the background and ready to interact with the visitors. The high fluidity in the space provided by the dissemination of the Second Skin contributes to an informal social space.

Experiences rooms

The design for the new “Espacio Mahou” was based on an idea where all spaces are clearly interlinked. The new material acts as a skin that connects everything as if it was one single unified space.

In this way, we can experience the building as a whole, but at the same time, hierarchies, routes and curatorial approaches are simple to engage because of the plans versatility.

Historical archive showcase

The Historical archive showcase is placed at the top floor of the building, resembling the idea of an attic, where the memories are stored.

The design of this particular space was based on a fluid space experience, where the visitor can be emerged in the rich heritage of Mahou as you are surrounded by a showcase of artifacts from yesterday and today. in a collection that represent more the 125 years of Mahou.

The Second Skin shape s the space in order to hold and preserve Mahou assets, taking part of the excelent technological behavior of the Concrete Canvas®.

ESPACIO MAHOU - PROGRAM

FLOOR	DESCRIPTION	AREA [M2]
GROUND FLOOR	EXPERIENCES	
	Reception	20
	Experience room	62
	Education Activities	40
	STORE	
	Store	40
	MICROBREWERY [vertical system]	35
	SERVICES	
	Unloading Dock	69
	Locker Room	20
	Staff Louge	15
	Office	15
	Storage	25
	Toilets	23
	OTHERS	
	Transformation Station	20
	CIRCULATION SPACES	
1ST FLOOR	EXPERIENCES	
	Experience rooms	230
	MICROBREWERY [vertical system]	35
	SERVICES	
	“Open” Brewery Storage	18
	Toilets	23
	BAR	105
	INSTITUTIONAL [Vip Entrance]	
	CIRCULATION SPACES	
2ND FLOOR	EXPERIENCES	
	Experience rooms	160
	MICROBREWERY [vertical system]	35
	SERVICES	
	Kitchen	35
	Storage	28
	Toilets	23

FLOOR	DESCRIPTION	AREA [M2]
	INSTITUTIONAL [Vip Stairs]	
	Private Tasting	40
	Private Dining Room	60
	Private Hall	70
	CIRCULATION SPACES	
3RD FLOOR	EXPERIENCES	
	Self-service tasting	45
	Lounge Terrace	80
	MICROBREWERY [vertical system]	35
	SERVICES	
	Meeting Rooms	30
	Offices	30
	Work Space	20
	Toilets [Staff]	23
	Toilets	23
	HISTORICAL ARCHIVE SHOWCASE	
	Archive Studio	50
	Historical Archive	240
	OTHERS	
	Machinery	30
	CIRCULATION SPACES	