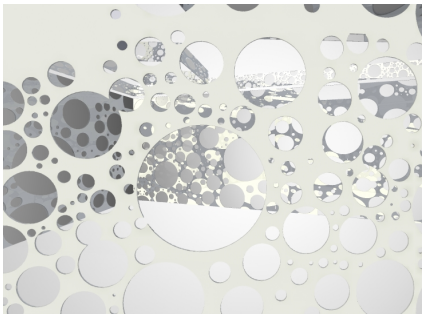
Memory

Concept Idea – MAHOU Bubbles

The building is a glass of Mahou - metaphorically.
The well-served Mahou has good foam bubbles rising up to the top of the cup, which are grouped in a very own texture. Beyond the eye contact this is the first tasty contact with the drinker.
This healthy material image is our intent to convey to the entire space to propose, public and private.



Pic. 1. Concept.



Pic. 2. Materialized concept.

Background

Situated in Bairo La Latina, Madrid our building has its:

- North facade to Calle Don Pedro – a secondary road with parked cars, it ends at Plaza Carros with no automobile acess from there;
- The east facade to Plaza Carros, an encounter point where people meet, an intersection of paths;
- The south facade to Carrera San Francisco, and
- The west facade for a sports park.

From the south limit of Plaza Carros is visible the continuity of the Carrera San Francisco culminating in the Real Basilica San Francisco El Grande – An important visual axis.
Similarly Plaza Carros is visible the access and the entry of the church of San Andrés.



Pic. 3. Visual axis, Real Basilica San Francisco, El Grande.



Pic. 4. The path to San Andrés' church.

Proposal

We propose an entirely new main entrance from Plaza Carros in order to enhance the programmatic offer of the exhibits of Mahou space to the public.



Pic. 5. Main entrance in MAHOU space.

The Plaza Carros is a point where people rest and meet. It's a transition space that connects a pedestrian walk from a church to another.
In the summer, in August, is celebrated one of the biggest carnivals. All bars have terrace, lots of music and fun.
When defining a public entrance to the building facing the plaza Carros, Mahou is offering unequivocally their services to people who pass through there in a obvious and direct way.
In addition the new main entrance due to their transparent nature allows you to visually connect an early contact either the Plaza environment or the Calle Don Francisco traffic.

The building's entire interior partitioning is demolished except 3 notes to be kept:

- the portico in "hall access" on the ground floor plan for those who enter the Calle Don Pedro;
- the portico in "aula 22" in the first floor plan, and
- the tiny courtyard -patio .



Pic.6. "Hall Acess".



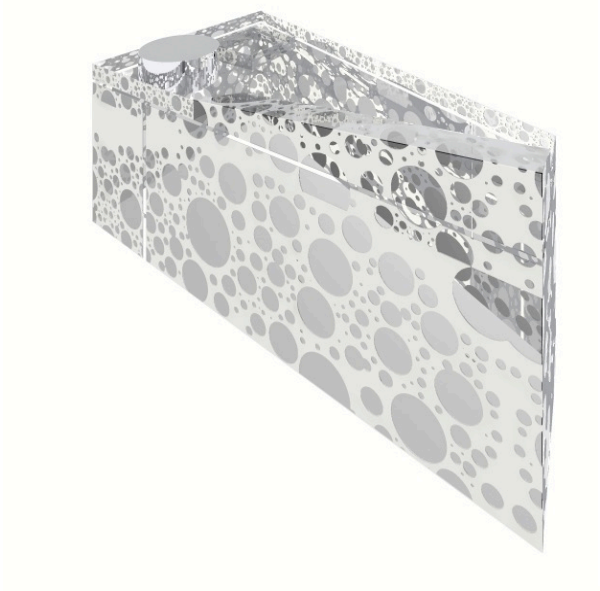
Pic.7. "Aula 22".



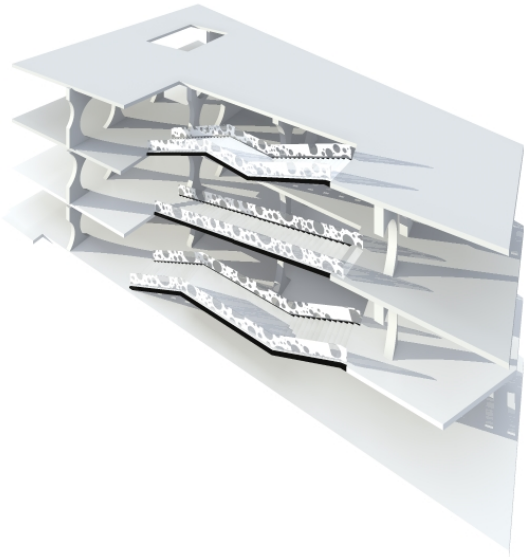
Pic.8. "Patio".

All the walls' pathologies will be treated and main floor levels will be maintained.

We propose creating a glass skin around the interior of the building with bubbles as reference to cup. The essence of the



Pic.9. “Skin” - Materialized concept.



Pic.10. Central staircase view.

matter, this skin will be practically glued to the inside area of facade and develops in high finishing as a protection guard.
The interior of the building is communicating through a central staircase and elevator.

Programmatic Spaces

Semi basement floor plan - The shop – “tienda” - and the storage area as well as facilities are in this floor. The entrance for the shop is the same existing today in “garage”.



Pic.11. Shop – Attendace.

Ground floor – Contains main entrance from Plaza Carros and main hall for the new reception exhibit space and archiving, multi-purpose room and toilets. Staircase and elevator.



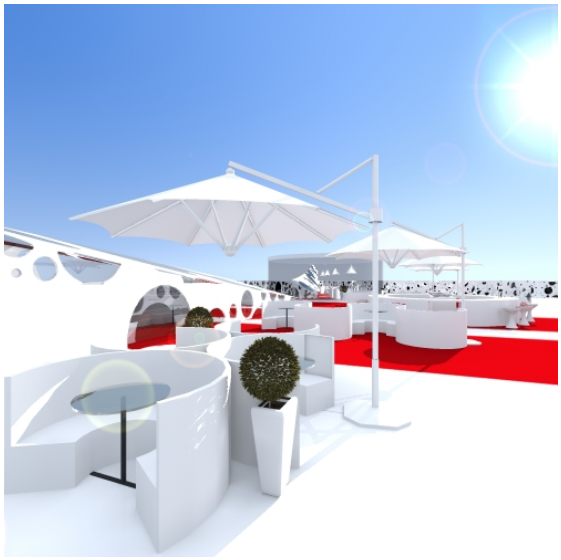
Pic.12. MAHOU Main entrance.

Floor 1 – mess room, kitchen, microbrewery, administration offices, meeting rooms, and toilets;



Pic.13. Mirobrewery and bar.

Floor 2, terrace – Public Bar. The access to this bar is a consequence of the after exhibit. People can have a magnificent view of the city skyline while enjoy a nice fresh glass of MAHOU.



Pic.14. Terrace bar.



Madrid Skyline

1st of July, 2015