

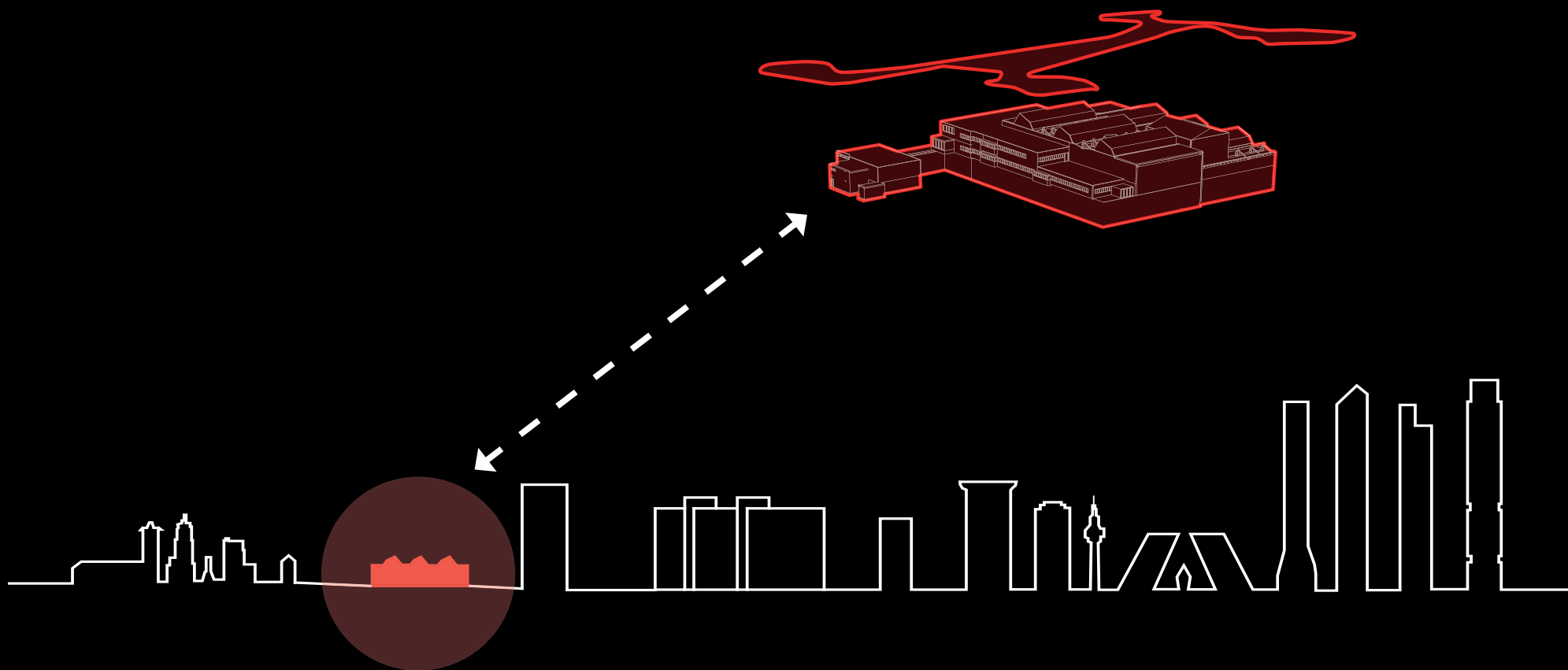
MEMORY OF **HISTORY**...

CLESA Madrid, Centro Comercial CMCC

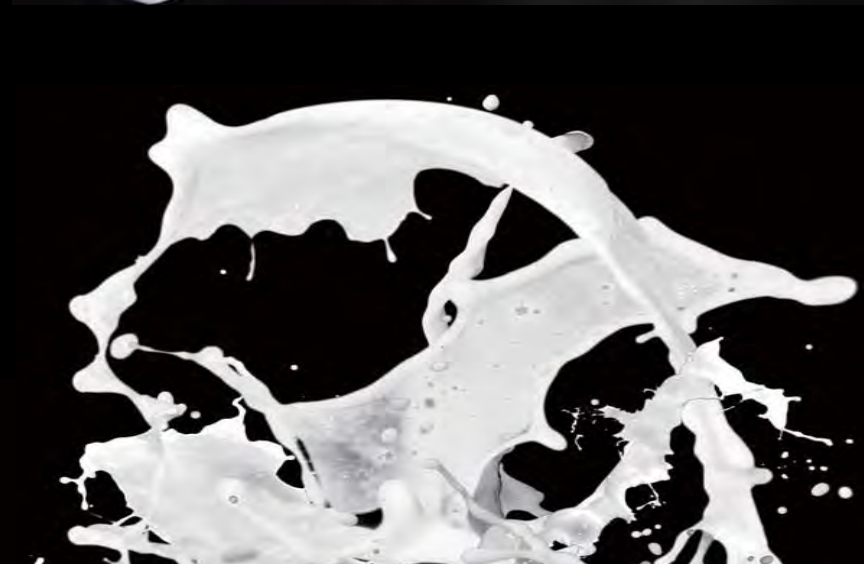


NEW MADRID SKY LINE

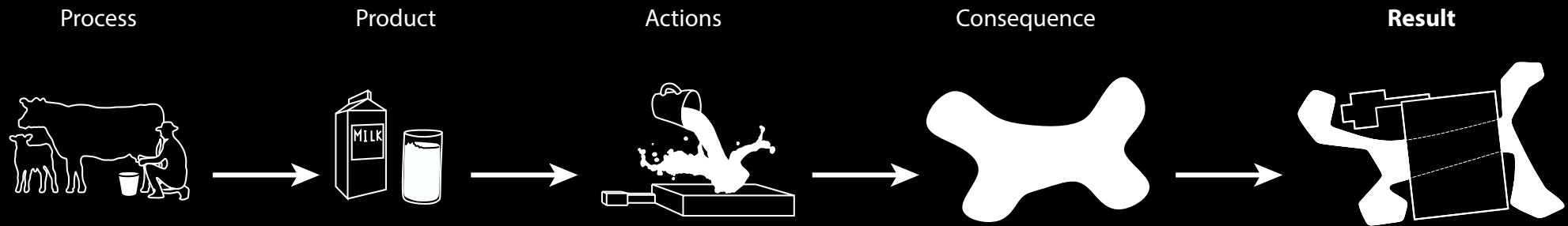
CLESA SKY LINE



REFERENCE PICTURE



CONCEPT



History is an important part of our society , it contains the memory of generation and represent the process of development , so does architectures . Architectures not only represent the process of the society , also bears the memory of the local people . We honor the history , we honor the architect Ajeandro de la sota , what we do is to change not to destory , what we want is through our efforts , let the old building burst into a new life .

The design comply with the maximum of history, and keep the original form to a great extent.

Being originally a milk factory makes milk an important element that needs to be considered in this design. We think about the milk , we think about the process of making milk , we think about the lively scenery in the building in the past . Although the milk factory never work again , but the memory of the milk factory continue exists in the local people's memory , so what kind of deign can recalled the memory of the local people ? What kind of design can attract people come to the new people .

We abstract the shape of milk splashes out, forming the additional canopy outside of the building.



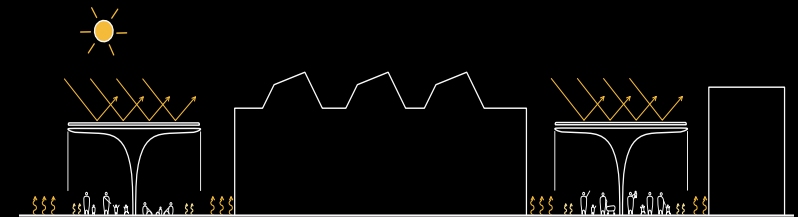
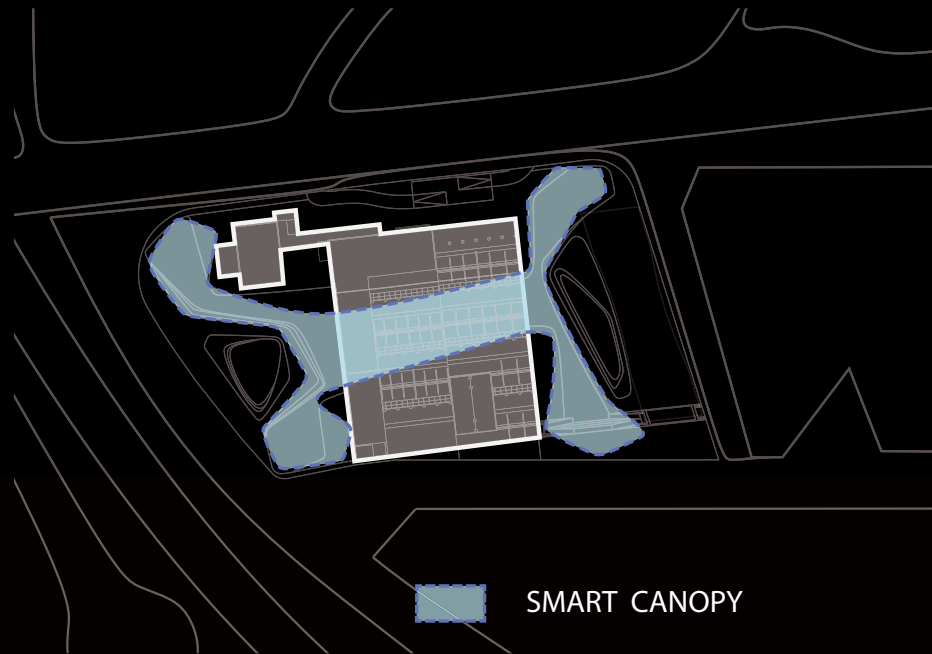
SMART CANOPY

TO PROTECT PEOPLE, TO USE NATURE ENERGY

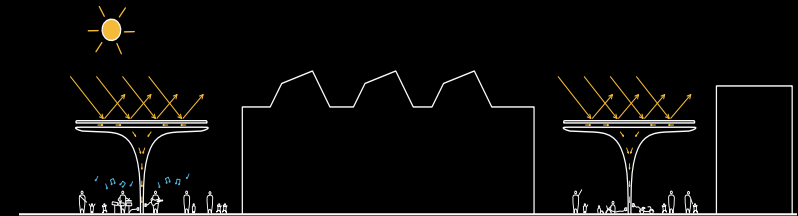
The canopy here can provide us shadow for people to rest and stay , this basic function - create more opportunity for people to come to the site and enter the new building.

The canopy can keep power of the sun by the solar panel on it , with that power it kept , the canopy can provide electricity for people to charge and night lighting of the plaza .

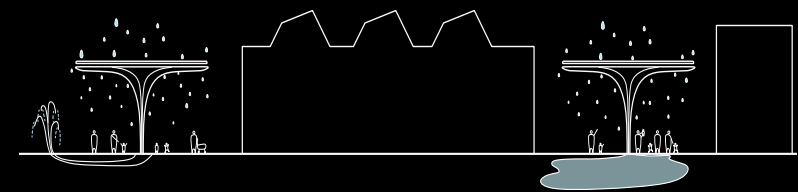
The canopy can collect rain in the raining day , with the water it kept , the canopy can provide water for fountain and irrigation on the site.



PROVIDE SHADOW



KEEP POWER

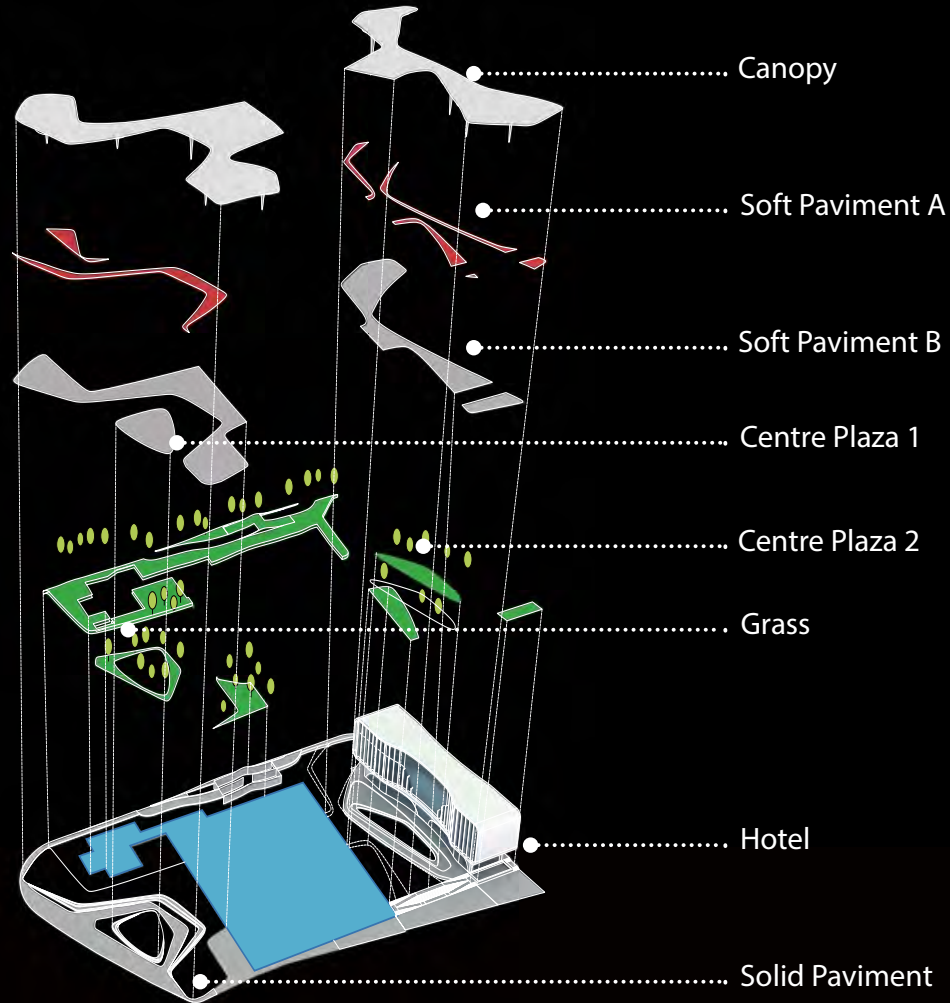


KEEP WATER



LANDSCAPE ANALYSIS

- The canopy provide shadow , electricity and water for the site .
- The two plaza provide public sapaces for people to wait and rest .
- The two also contains stairs for people to rest and holding activities .



BUDGET

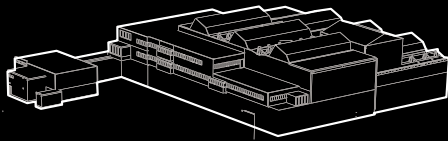
PARTIDA	PRECIO (euros)
Antigua Fábrica de CLESA	
Descontaminacion, demoliciones y desmontaje	1.500.000
Movimiento de tierras	350.000
Estructura y cubiertas	5.300.000
Fachadas	1.200.000
Particiones y acabados interiores	2.600.000
Instalaciones	3.300.000
Rehabilitacion Fábrica de CLESA	14.250.000
HOTEL	
Descontaminacion y desmontaje	750.000
Movimiento de tierras	260.000
Estructura y cubierta	1.900.000
Fachada	1.250.000
Particiones y acabados interiores	950.000
Instalaciones	2.000.000
HOTEL	7.110.000
Urbanizacion Exterior	
Zonas verdes	850.000
Parasol INTELIGENTE/ SMART Canopy	870.000
Urbanizacion	1.720.000
TOTAL	23.080.000

Nota: se realiza un presupuesto aproximado de la obra

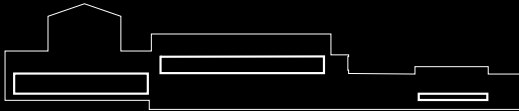
FACADE ANALYSIS

In order to respect the original building architectural form and try to reduce the construction cost of the modified, we will be building facade is divided into two parts, the upper part use ivory translucent material; Second half set a BoGe concrete structure type, open the window forms continue to use the window size and pattern of original milk factory, with large glass curtain wall.

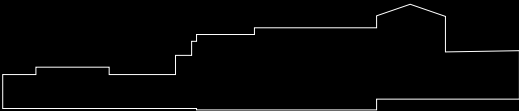
OLD FACTORY



North Elevation



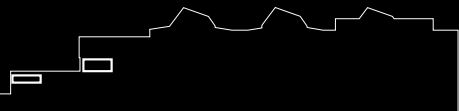
South Elevation



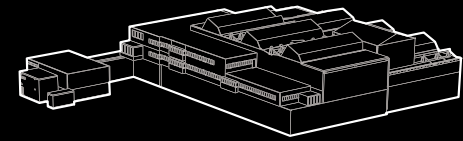
East Elevation



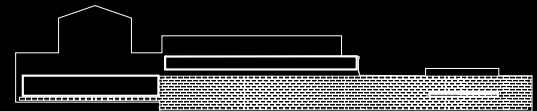
West Elevation



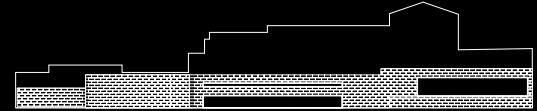
NEW FACTORY



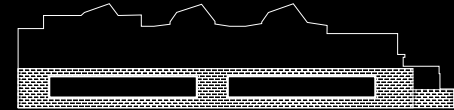
North Elevation



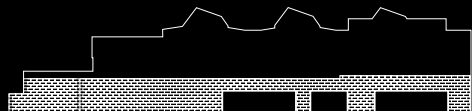
South Elevation



East Elevation



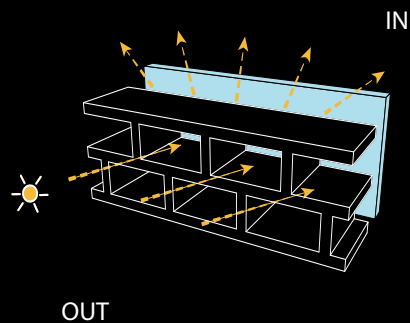
West Elevation



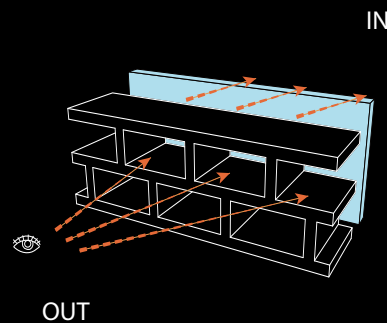
MATERIALS

- The sunshine through the concrete grid from outside, which improve natural lighting and make the light-admitting quality better.
- The sight penetrating through the concrete grid make this building more transparent.
- The wind blows away in all directions form the intervals of the concrete grid and carry off the heat of the building.
- The heat transfer to all directions through the concrete grid , which is greatly meaningful for energy reduction in building

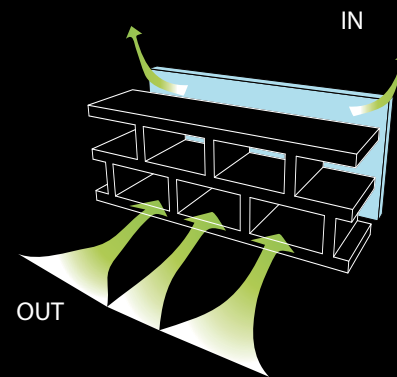
SUNLIGHT



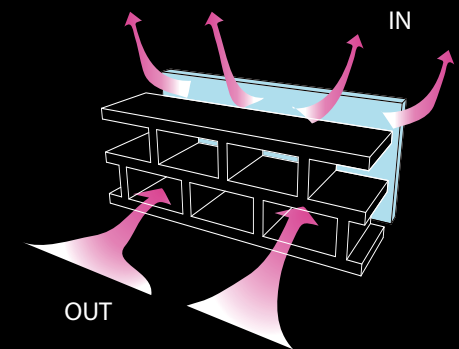
SIGHT



WIND



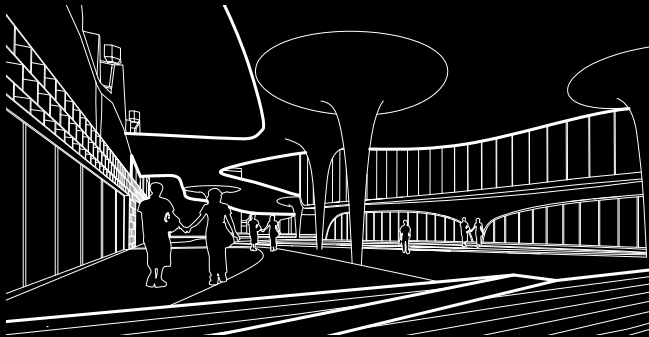
HEAT



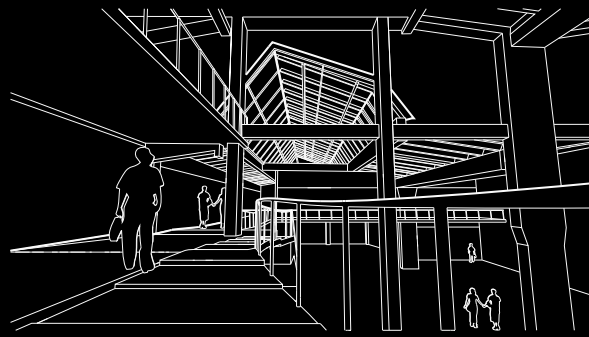
KEY POINTS

The key point of this design is to increase the canopy, to make indoor and outdoor space together , enhance the door inside and outside the continuity of space, the pillars of outdoor rendering dynamic form of milk flow, an circular hole cast light on the canopy, as the sun rises east and west down, unpredictable.

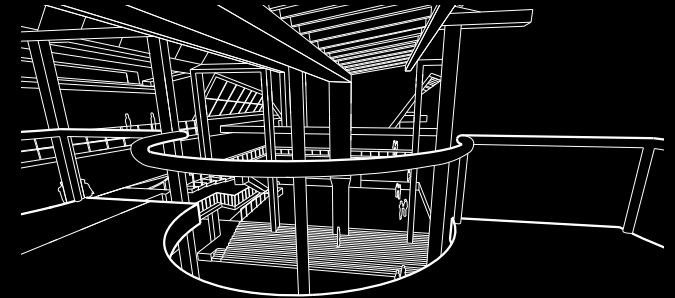
In addition, to incense the indoor space and commercial atmosphere , and the using of the factory original architectural elements, bring us brand-new space experience.



OUTDOOR PLAZA



INTERIOR CIRCULATION



LOOK OUT FACTORY



MODEL

