

AUDI CENTRE IN RIVONIA



The construction of the new 10 000 square meter 'Audi Centre in Rivonia' has commenced and will be complete in December 2012.

The Audi brand architecture has evolved into the twenty first century from the original 'hangar' into the 'terminal' concept. The exterior façade of the showroom is also unique, largely clad with honeycomb-perforated and folded aluminum profile, accented only by large glazed areas. The interiors of the showroom are as neutral as the exterior and primarily designed to showcase the Audi brand.

Alchemy architects have made use of high performance materials such as thermal glass to reduce the overall heat gain to the showroom interior.

Between the multi-curve of the showrooms on the ground and second floors lies a customer interface area. Here on the mezzanine floor you will find the Bavarian coffee bar and the Audi 'exclusive' zone. The client can customize his or her new Audi by selecting the interior and exterior of the vehicle in a semi private environment.