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Tasteful Restraint

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Car Dealership in Schwandorf

Obviously anticipating the trend towards smaller, economical cars, the car dealer Johann Baptist Lell in Schwandorf has set up a new dealership for the make "MINI".

The architecture provides a restrained setting moving the building's contents, the new cars, into the foreground. The material glass – here used in the form of special UNIGLAS® products – supports the presentation in a special way.



It is not only because of the lettering that the visitor to Schwandorf can see at just first glance that this is a MINI car dealership. The appearance of the brand in the media has been incorporated into the design of the

building: constructed like a car, the structure of the building has been realised in the clear, deep-black contours (RAL 9005) of a reinforced concrete skeleton, the entrance marked by a luminously colourful frame. Several frames in different colours serve as decorative elements in the presentation room.

Transparent and Energy-Efficient

The tendency of cars and sometimes even their manufacture to be presented very elaborately and for great value to be attached to transparency is also noticeable in the car dealership in Schwandorf.

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The bearing structure of the hall is divided into three stories, the two lower ones are glazed over their full surface, and the third – pure engineering structure and open – balances the building's proportions.

The glazing has been carried out with UNITOP® Premium 1.1 – the first choice from the extensive UNIGLAS®-product range when it comes to the application of car presentation: the high light transmission $\tau_v = 80\%$ (in accordance with EN 410) and the especially low outward light reflection – at an extremely low τ_v - value of 13% (EN 410) - allow an unobstructed view of the objects on show. At the same time, the U_g value of 1.1 W/m²K (EN 673) ensures minimal energy loss and a high energy gain due to the high total energy conductivity of $g=63\%$ (EN 410). The glazing and the solar collectors thus make an effective contribution to the efficient energy use of the building. All windows were finished under the umbrella brand UNIGLAS® by the renowned specialist company KÖWA Isolierglas GmbH from Wackersdorf.



Interior : Structure

The clearly divided structure of the façade continues in the interior. The floor plan follows a grid of 5 x 5 metres. Adjoining the hall are a café, a tea kitchen, and sanitation and secondary rooms. In the rear part, a meeting room is "suspended" in the upper floor as a steel construction. The visible cross-pieces underline the building's structural character and make the bearing structure understandable. As a neutral background, the deep black colour of the exhibition hall allows the colours of the exhibited MINI to be shown to particular advantage.

The new MINI car dealership in Schwandorf is positive proof that even a media design can be more or less transferred into three dimensions, unobtrusively and without neglecting architectonic qualities. Few materials, glass, steel and reinforced concrete, and sparingly used touches of colour create a successful presentation platform for modern automobiles.

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