

Project overview

Project name: Novaceramic Design Center

Project location: Pabellón Atlixcáyotl, Junta Auxiliar, Lateral norte, Atlixcáyotl 7218, San Antonio Cacalotepec, Puebla, Pue.

<https://goo.gl/maps/axB729aHRnp71pxA7>

Project size: 915 sqft.

Project budget: 36,800.00 US Dollars

Built: 2023

Contact information

Architectural Firm: ZD Architecture

Location: Puebla, Pue. México

Contact: projects@zdarchitecture.com

Web site: www.zdarchitecture.com

Architect: M. ARCH. Federico de Zatarain Dachs / IG: @zd_architecture

Credits

Photographer: Rafael Cortés Casas / IG: @rafael_cortes_casas

Renders by: Architect Eduardo Munguia / IG: @_eduardomunguia

Collaborators: Astrid García Victory / IG: @astrid098

Brick supplier: Novaceramic / IG: @novaceramic.oficial

Materials supplier: Grupo Amvia / IG: @grupoamvia

Project description

The project is Industrias Novaceramic's first Showroom in the State of Puebla, a leading company in manufacturing and selling structural ceramic products for construction.

With an area of 85M2, a right trapezoid shape and 6.85M height, the client specifies the need of having an office on the top floor and requests the highest surface area of walls to display materials.

After deeply analyzing the difference between a materials store and a showroom, the Architect establishes that the main idea is to generate a central amoeba as an exhibition

object. As a result, the pavilion is completely detached from the existing walls and structure to achieve the highest surface area of walls as requested by Novaceramic.

The project can be walked and experienced 360° through a perimetral circulation, while the zigzag geometry contains spaces to check out the materials without blocking the corridor. The amoeba's skin harbors a small warehouse, a tiny bathroom and a staircase that connects to the upper floor with an office and a sales area.

The pavilion's structure is made of fourteen 10x10CM steel columns in a 1.68x1.68M grid that is hidden inside the exhibition object, so there is a total independence between walls and structure. Consequently, the client has the absolute freedom to modify the configuration of the materials exposed on the ground floor according to their needs.

In the same way, the metal beams never touch the ground floor walls giving the impression that the attic slab is floating. With a 50CM cantilever, the Architect extends the office area allowing a 36M² open and flexible space.