

Recyclable pavilion designed for BBC Studios in Cannes

London-based architecture and interior design practice Universal Design Studio and Giles Miller Studio have built a recyclable pavilion for BBC Studios in Cannes, France. Commissioned by BBC Studios, the BBC Pavilion has been designed for the MIPCOM trade fair, a global entertainment content market held annually in Cannes.



All images courtesy of Edvinas Bruzas and Cheerful Twentyfirst

The BBC pavilion has been designed with a special skin and structure so that it can be dismantled, reused and rebuilt in any place of the world. The external skin also shows the structure as a semi-transparent object on the waterfront. The pavilion was in development for almost two years, and is a large-scale organic structure located on the beachfront in Cannes.

"The building fuses an iconic sculptural aesthetic with highly innovative architectural functionality," said Giles Miller Studio.

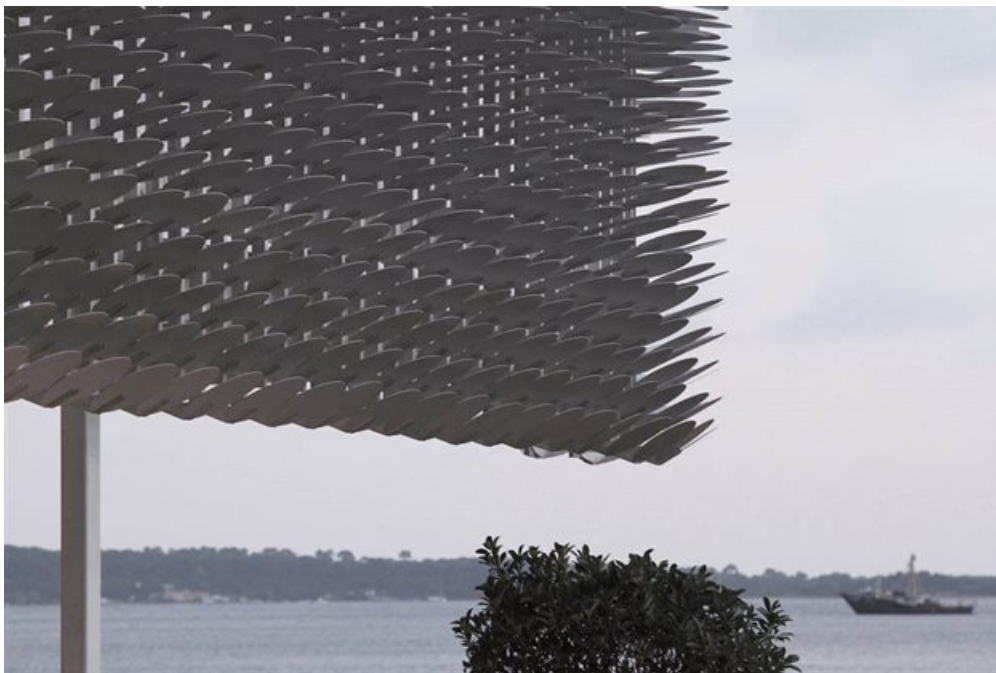


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Recyclable aluminium 'petals'

The sculptural composition of the skin is made of thousands of recyclable aluminium 'petals' which resulted in an object of inherent natural beauty. The undulating front of the building opens up during the day in a unique and complex mechanical concertina, exposing visitors to open views of the Mediterranean whilst referencing the performative nature of BBC Studios output.

GMS' organic exterior is complemented by a sleek and finely crafted interior scheme designed by Universal Design Studio to create a unique and enhanced experience of the building for its many visitors.



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The project was led by Cheerful Twentyfirst and Christine Losecaat and was built by York-based Stageone in a mere six-day install.

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