

Project

BMW DISCAR - ADVANCED CLIENT SERVICE AND TECHNOLOGY

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Architects

FCM ARCHITECTS

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Address

Boulevard Frankignoul 8, 4020 Liège

Programme

Renovation and extension for a car show-room & workshop.

About

Situated in the center of Liège, 2.800m² of design and technology spread on 3 floors in order to optimize the confined site space.

FCM Architects processed with a consequent transformation of an existing building as well as the creation of extensions allowing BMW Discar to expand its activities.

The different commercial areas have been organized on 2 levels and oriented towards the main boulevard, offering maximum visibility to the brand and its products, while the workshop has been located at the rear of the building.

A new access leads the client to 3 new interactive receptions areas. Finally, a parking is located on the roof served by an access rail presenting pure and futuristic lines.

Every single detail has been thought in order to propose the ultimate BMW commercial and after-sales concept, all of this done hand in hand with the client, our studio and the city authorities in order to smoothly implement this new building in its urban environment.

OTHER PROJECTS :

BMW Brussels Evere
- 2012 2014
- Brussels

Bella Vita ? An innovative and intergenerational concept
- 2006 2015
- Waterloo

Le Manège - Brussels
- 2000 2004
- Saint-Gilles

Jaguar Land-Rover - Brussels East
- 2011 2014
- Zaventem

Typology

Offices (include mixed use)

Status

Built

Conception

2012

Delivery

2015

Client

BMW Discar

Area

2800



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