

## Project

# JAGUAR LAND-ROVER - BRUSSELS EAST

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## Architects

FCM ARCHITECTS

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## Programme

Creation of a car show-room & workshop.

## OTHER PROJECTS :

## About

More than 16 years of partnership between FCM Architects and the car manufacturer allowed our workshop to create the first European site dressed with the new Jaguar Land-Rover visual guidelines, in Zaventem.

Due to their mutual trust and experience, FCM Architects and the client managed to create and finalize this new construction in only 6 months, while respecting and enhancing the updated visual identity of the brands.

The store is set on 2 levels; the first is hosting the commercial services and the second is dedicated to the after-sales department, all of this reflecting the quality and the refinement of Jaguar Land-Rover.

A unique experience specifically developed for the customers but also for the daily usage of the commercial and technical teams.

BMW Brussels Evere  
- 2012 2014  
- Brussels

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

Le Manège - Brussels  
- 2000 2004  
- Saint-Gilles

BMW DISCAR - Advanced client service and technology  
- 2012 2015  
- Liège

## Typology

Shopping (include mixed use)

## Status

Built

## Conception

2011

## Delivery

2014

## Client

Jean-Michel Martin Group

## Area

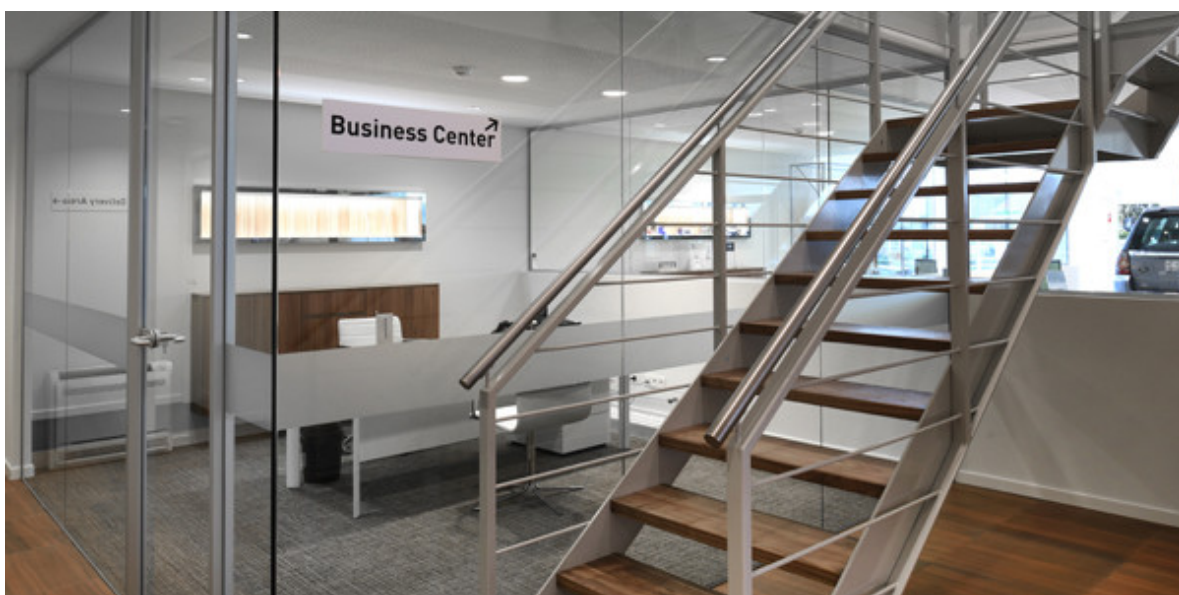
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