

Brennero Designer Outlet Italy

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DOB
DESIGNER
OUTLET
BRENNERO



Brennero Designer Outlet Italy

Location and Brief



Project
Designer Outlet, Brennero

Location
Brennero, Northern Italy

Accommodation
19,000 m² factory outlet in 60 units plus food & drink

Value
€25m

Client
Designer Outlet Brennero AG





Brennero Designer Outlet Italy

Concept

Italy

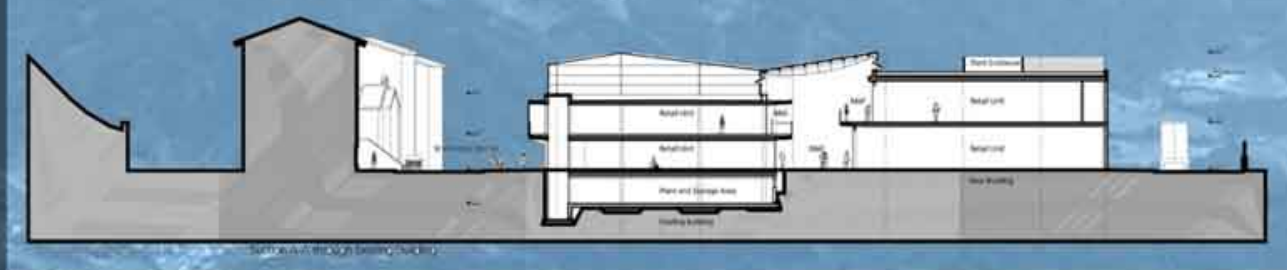


Designer Outlet Brennero
FIRST FLOOR PLAN
Scale 1:1500 @ A4
November 2007



Designer Outlet Brennero
GROUND FLOOR PLAN
Scale 1:1500 @ A4
November 2007

Sections



The Brief
The Austrian client saw the potential for a commercial retail development, given the site's position half way between wealthy Munich and Verona. The brief called for a 19 000m² building to be built in two phases.

The Response
The design is sensitive to both context and climate. The building forms an extension to the town's high street, the bulbous end is its 'full stop'.

In summer a series of huge glass walls slide vertically up linking the mall with the high street in an open colonnade. In winter the glass slides back down forming a sheltered environment.

The mall is naturally lit and ventilated, with external solar shading and automatically opening windows. A green roof 'forms the fifth elevation' so climbers on the surrounding mountains don't have their view spoiled. Heating is provided by a central wood chip boiler located under the service yard.

Inside, a beautiful glulam structure recalls the Alpine trees and the Tyrol's traditional timber architecture. Shopfronts and balustrades are also made of larch giving a warm tactile quality. Everywhere you look there are stupendous views out to the Alps. An existing building has been refurbished and included in the development, resulting in split levels, double height voids and a mezzanine restaurant. At the main entrance the glass façade pulls back to allow space for a pavement café, creating a new public space on the cramped high street.

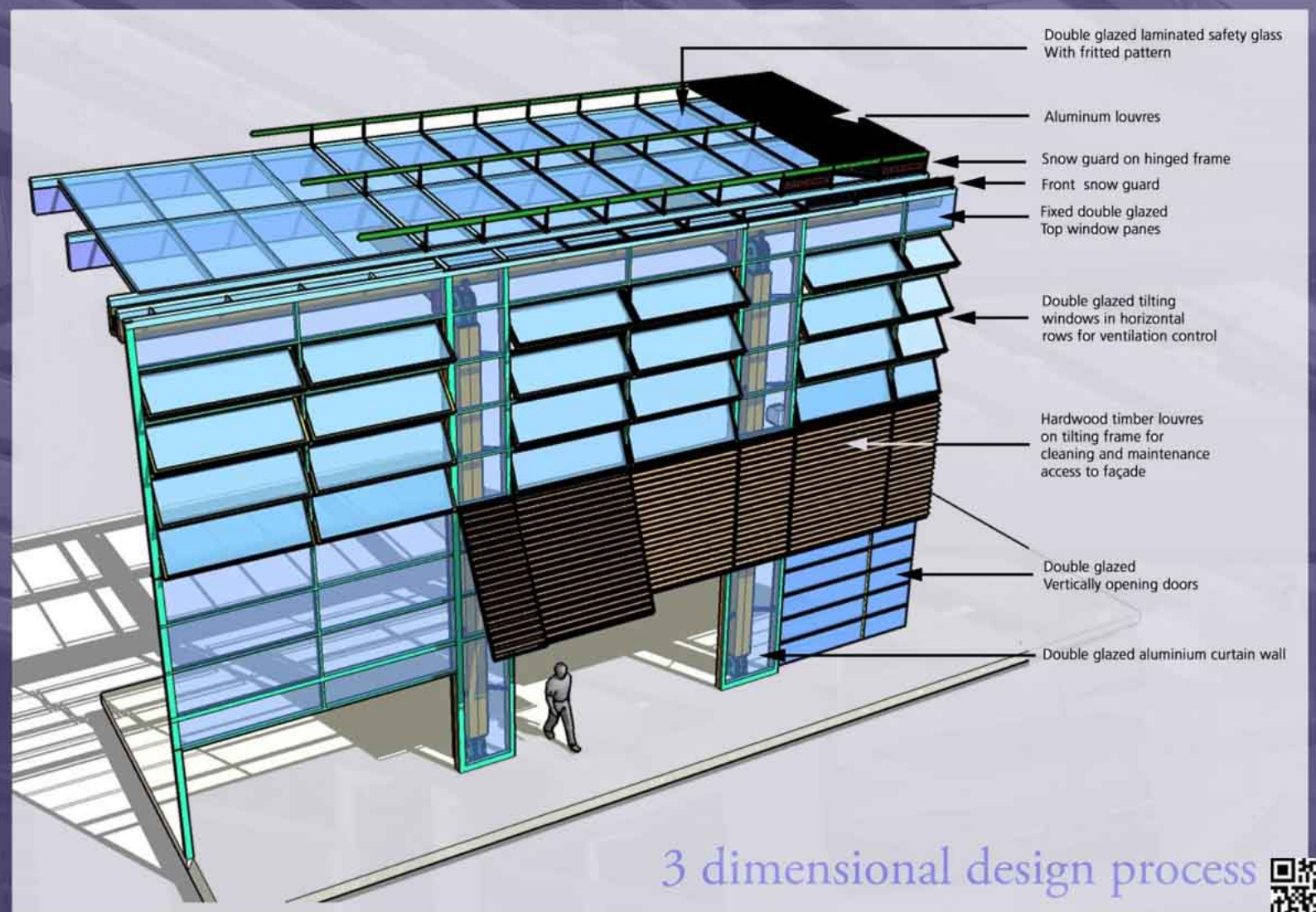
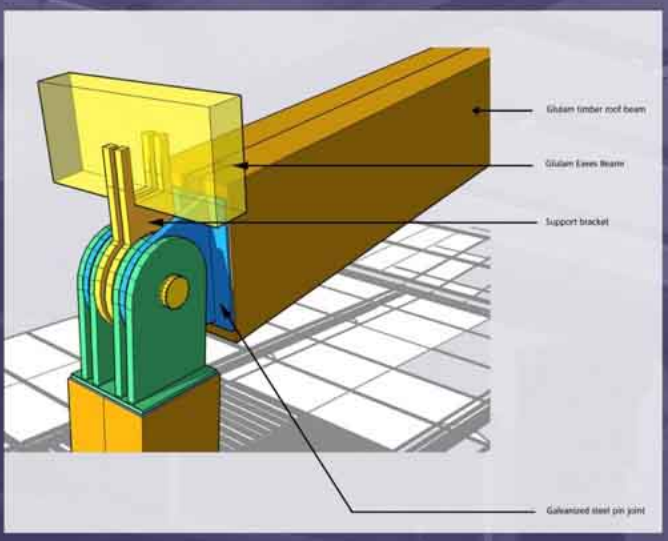
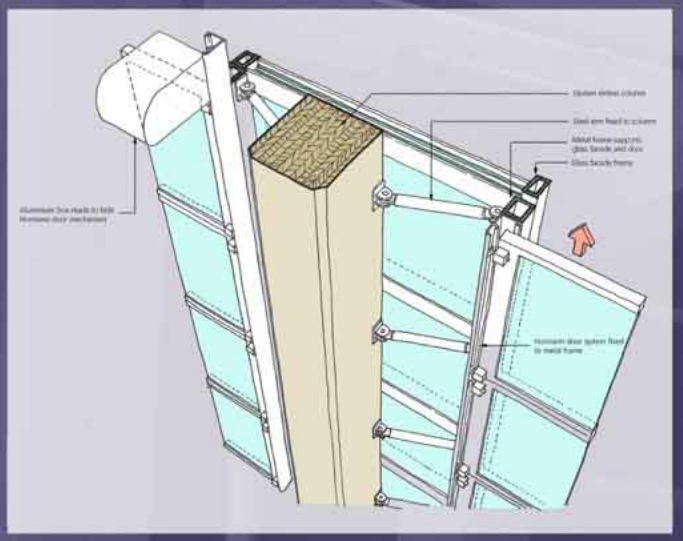
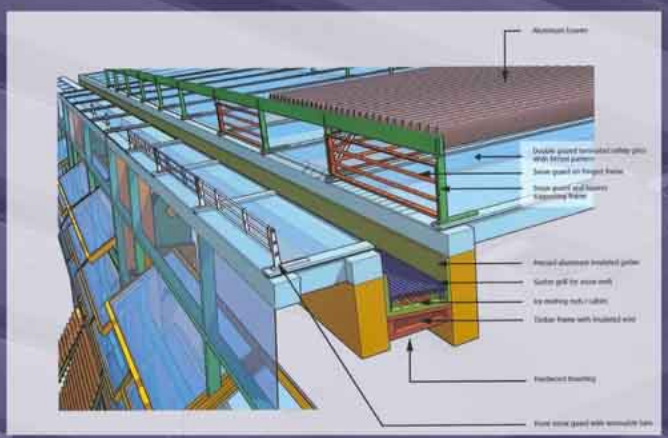
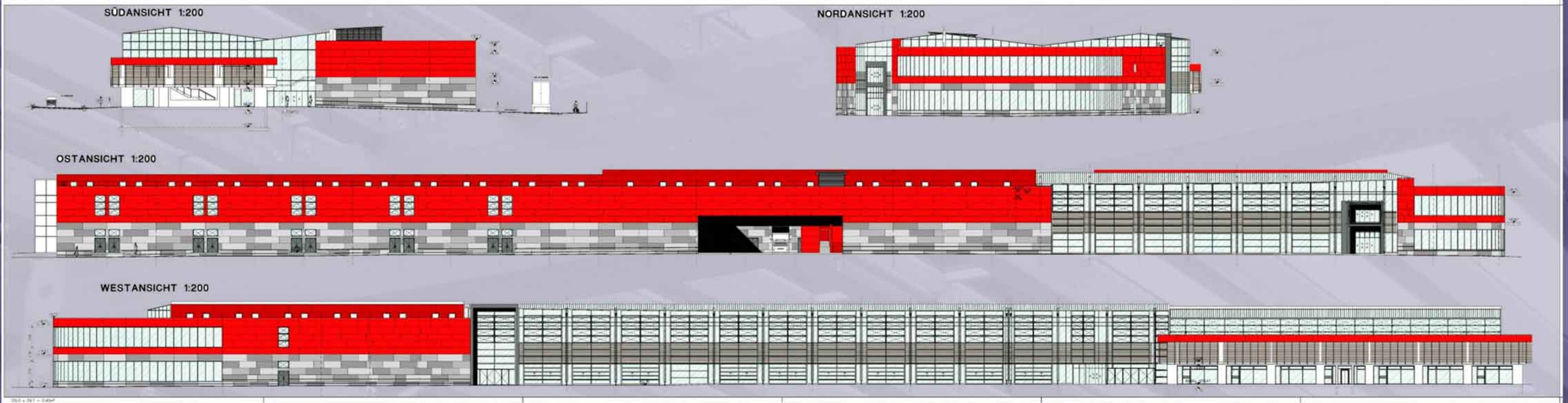
The back side of the building is coloured the client's red and the façade panels include a system to fix branding as and when required. A car park building is entirely clad in stainless steel mesh and includes the centre management offices in a white rendered pod.



KEY		
	1 Existing Building	6 Pedestrian Bridge to Car Park
	2 Main Entrance from Street	7 Car Park Building
	3 Food Court with Information Point and Children's Creche	8 Italy / Austrian National Border
	4 One-sided Mall with Sliding Glass Façade	9 Mountains
	5 Service Areas	10 High Street (St Valentin Strasse)

Austria









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External Views



Main Street View Towards Centre



View from Parking



Main Street View Towards Border



Sliding Door





Brennero Designer Outlet Italy Night Views



Main Entrance



Main Street View Towards Centre



Rear Elevation Toward Parking Block



Administrative Block and Bridge Link





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Internal Views



Internal Street



Internal Central Street



Event Space



Bridge Internal View



Main Open Space Café





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External Views

