

# MARK

MARK #12

FEBRUARY / MARCH 2008

EUROPE €19.95 / UK £ 14  
JAPAN ¥ 3,570 / KOREA 40,000 WON  
CANADA \$ 29.50 / USA \$ 24.95

BY THE MAKERS OF  
FRAM3

★ ANOTHER  
ARCHITECTURE

★ AI WEIWEI: CLOSING SALE

★ NEW  
MUSEUM

MORE THAN  
10 PAGES  
★ STUDIO  
GRANDA!

★ FOA: 2 FOR THE PRICE OF 1

THE FUTURE  
OF SHOPPING







PHOTO CONTEXTES



PHOTO BRUNO FERT



# CHOC ROCK

BECKMANN N'THÉPÉ  
RESIDENTIAL TOWER  
PARIS

**AS PART OF THE REVITALIZATION OF THE MASSÉNA DISTRICT IN PARIS, BECKMANN N'THÉPÉ CREATED A CHOCOLATE BAR WITH A BIT OF GOLD WRAPPING.**

TEXT MARTIJN GOEDEGEBUURE

Would you describe your apartment building for the Masséna district as a marriage between Art Deco and brutalism?

Françoise N'Thépé: No. Nor would we say that we have been influenced by these two styles. The complex is our personal and sensitive response to a programme comprising 48 apartment units, parking spaces and shops. I find the term 'sensitive response' interesting in this context. We understand your comparison to certain styles, which we respect. But

this architecture is very specific – closely related to particular historical facts and ideological beliefs. Maybe subconsciously we were reacting against current architectural production. Sounds pretentious, no? The 'sensitive' element is the colour, in combination with strong forms.

**What is the overall idea – or perhaps ideal – behind your building?**

The idea was to create a strong yet elegant building within a varied urban context. Because the building stands at the intersection of three streets, facing a major traffic flow, we wanted to design a sculptural and colourful mass, in order to give it inertia. It had to be a unique and coherent volume and had to respond to the programme set out by

Christian de Portzamparc who is the supervisor of the Masséna project.

**How do you expect or hope the future inhabitants of your building will interact with one another and with their environment?**

To maintain the sculptural look of the building, we had to create a sharp, flat skin – no balconies and only a few private terraces. We developed the idea of a big collective garden for all residents: a courtyard above street level. The inhabitants have really taken to the idea of this communal space. We met some of the people, who told us how happy they are living in the building.

WWW.B-NT.BIZ