MOBILE AVANT-GARDE

TAKE TWENTY-FOUR SHIPPING CONTAINERS, TWO CRANES, ONE FORK LIFT, ONE FREIGHT ELEVATOR AND 20 WORKERS, COMBINE WITH A HIGHLY-INNOVATIVE PROJECT AND YOU HAVE ALL THE MAKINGS TO CREATE, IN LESS THAN A WEEK, PUMA CITY, THE LARGEST MOBILE CONCEPT STORE TRANSPORTABLE VIA CARGO SHIP EVER BUILT.

VENTIQUATTRO CONTAINER, DUE GRU, UN CARRELLO ELEVATORE, UN MONTACARICHI E 20 OPERAI: SE A QUESTI SI COMBINA UN PROGETTO DI GRANDE INNOVAZIONE SI OTTENGONO TUTTI GLI INGREDIENTI PER REALIZZARE, IN MENO DI UNA SETTIMANA, PUMA CITY, IL PIÙ ESTESO CONCEPT STORE TRASPORTABILE VIA NAVE MAI REALIZZATO.
Twenty-four steel shipping containers measuring fifteen meters in length and each weighing eleven tons make up the 1,000 m² of Puma City, the first concept store that tangibly expresses in a single space topical issues and modern traits such as mobility and sustainability. Conceived by the New York-based firm Lot-Ek and built in record time in China, the structure is designed to be movable, dismantlable, transportable via ship and re-assemblable. “The structure reuses the standardized technology of a shipping container and its connectors and assembly systems,” says Giuseppe Lignano of Lot-Ek, underlining that the design is also sensitive to environmental matters, “Puma City features an excellent natural ventilation system, LED lighting and is composed of recycled and recyclable steel.” The building was unveiled in September 2008 in Alicante, Spain to kick off the Volvo Ocean Race, which Puma competes in with the sail boat Il Mostro, and in May was then disassembled in Boston, where it welcomed the competing boats sailing in.

Puma City is a tri-level shipping container whose stacked and staggered structure creates double heights and wide open spaces, in opposition to the volumetric and compositional restrictions of modular buildings. The interior, where red metal and glass combine with wood-clad horizontal elements, is divided into three macro areas that lead visitors towards the heart of the company. The ground floor houses the retail area with products from several lines; the second level, houses the retail area with products from the Volvo Race collection. The third and last story features an open space with area lounge and event space that opens onto an enormous outdoor wooden deck. The massive cantilever beam underscores, like an imposing bow, the link with the sea, providing a dynamic effect and jutting out ideally that opens onto an enormous outdoor wooden deck.

The three levels and the store’s interiors open up dynamically and create a double height space offering a clear visual and spatial hierarchy. The first floor features a double height space opening onto the retail and volume of the retail space, with a large glass window to the sea, making the store a true store; on the second floor, the second level, features a double height and wide open space that opens onto a large outdoor wooden deck; and on the third level, with the remaining level of the container, features a double height and wide open space that leads to a large Director’s lounge. The central axis of the building is formed by two glass elements which connect the three levels.

The massive cantilever beam underscores, like an imposing bow, the link with the sea, providing a dynamic effect and jutting out ideally that opens onto an enormous outdoor wooden deck.