

# The Village

Graduated film merges white glass-enamelled gables and roofs with glazed facades at an outlet by Gianni Ranaulo Design

Photos

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The Village, an outlet shopping centre for premium brands, is located near Villefontaine, en route from Lyon to Grenoble and the winter sports playgrounds of the French Alps. Luxury is intended to be invoked in the black-and-white/shadow-and-light contrast of the two building forms: gabled glass pavilions gathered in four ‘hamlets’ and large green-roofed, hill-like terraces that curve around the perimeter. Paris-based architects Gianni Ranaulo Design’s core idea was of a place “where luxury meets natural life and vernacular tradition”.

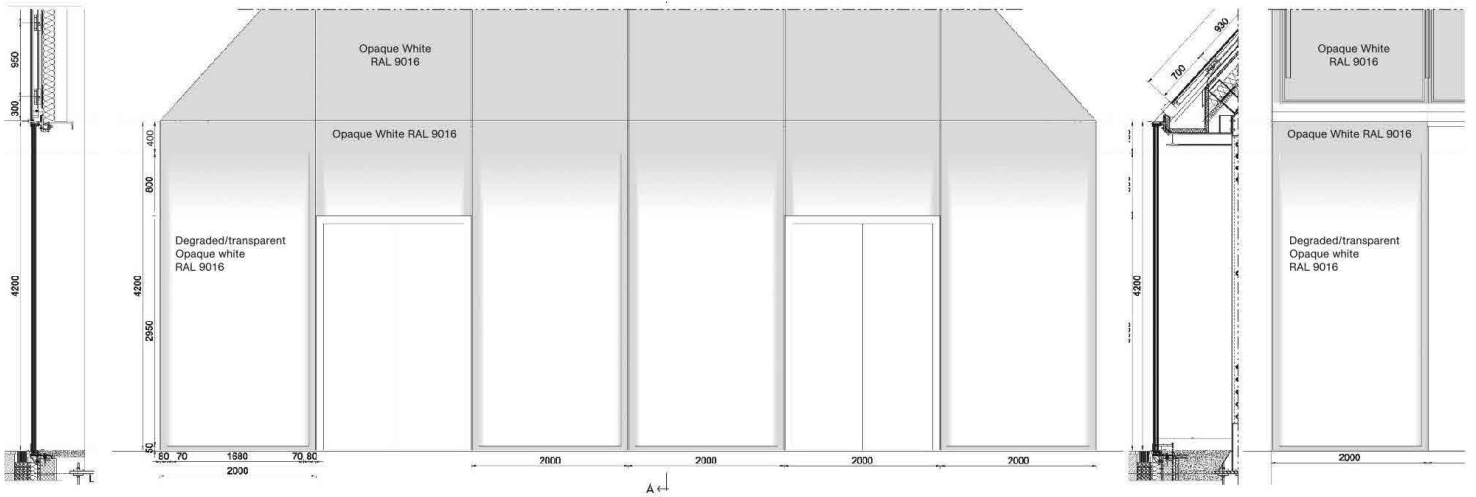
The white pavilions, with double-pitched roofs, fit within the perimeter of curved forms covered in vegetation. Silo parking is located beyond, with hillside ramps offering a landscaped walk to the shops.

The Village is conceived as more than a retail destination, with green spaces, concert stages and 11 restaurants. A large lake flanking the development provides stepped seating for visitors to enjoy a fountain show and visual projections on the water at night. Technical installations and service areas are masked by vegetation and decorative elements embedded within the architecture.

The artificial lake, green roofs, wooden pergolas, exterior walls made of stone-patterned concrete, and pebble-motif walkways refer to the old gravel pit on which the project was built. They are intended to harmonise with the natural setting of the site, as if the project was cut from the landscape.

In the centre, the 68 retail pavilions have roofs, gables and walls clad in white glass-enamelled panels, their faceted forms intended to recall precious stones in an unrefined state.

The white panels and clear glass facades are fixed to a laminated wood structure up to six metres in height. The insulated glass panels incorporate a graduated film that extends across the top of each panel, starting from clear at the bottom to opaque white at the highest point. The cover plates are coated with white lacquered glass and structurally bonded to aluminium frames. The sealants are perfectly flush with the planar surfaces to create a virtually seamless finish.



## Project team

### Architect

Gianni Ranaulo Design

### Main contractor

TPFI

### Client

Compagnie de Phalsbourg

### White building facades

Simeon Group

### Steel structure

Briand

### Above

Sections and elevations showing the film on the glass facades, which fades from opaque white to transparent.

### Right, below

Construction shots showing the laminated wood and steel structure to which the enamelled and glazed panels are fixed.

