

COMMERCIAL

Jeff Grey BMW

NZIA Regional Award 2006

This car dealership was among the first designed in the Asia Pacific region based on BMW Group international guidelines offering customers a truly memorable and unique retail experience.

The showroom embodies BMW and Mini brand elements synonymous with innovation, quality, technology and design through considered selection of materials and detailing.

A modernist architectural response encapsulates the three primary dealership functions of showroom, administration and workshops.

Expansive glazing creates a transparent and inviting facade. Internal environmental conditions are moderated by external louvers to control both heat gain and glare whilst still providing generous natural lighting. A structural solution providing expansive spans is aesthetically integrated to express the engineering spirit of BMW. At night, a creative lighting solution displays an inviting interior enriched with BMW quality.



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auto showroom

