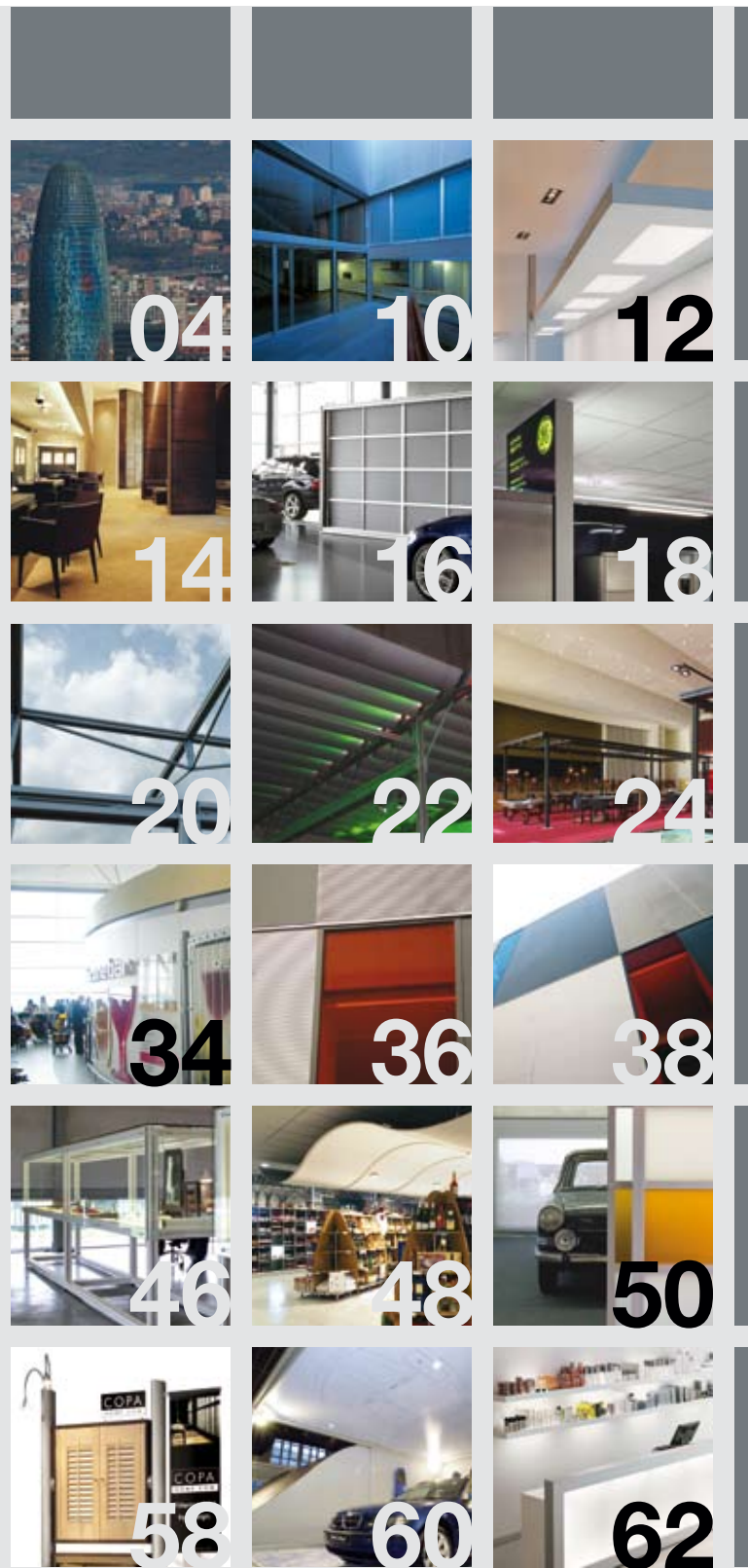


# 27 recent projects

fractal custom-made projects

01



# issue 01

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september 2006

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recent projects is a magazine by fractal which tells you all about the things we do and the things we can do. Please contact us if you would like to stay up-to-date.

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## 03 inside

03 the fractal way

04 torre agbar

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## 10 projects

### 56 product special

56 shelf

58 micro kubus

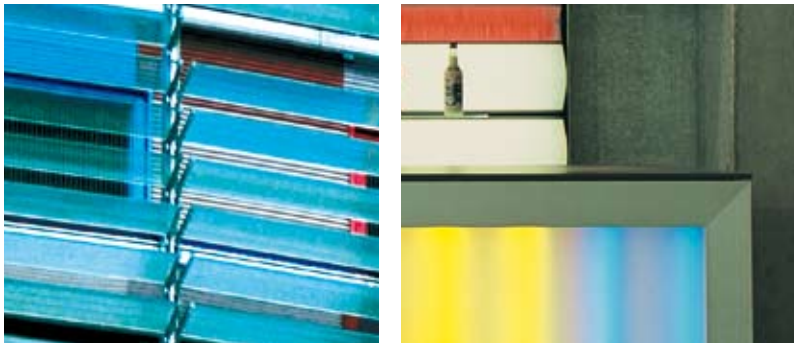
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### 60 product overview

60 sheets

62 profiles

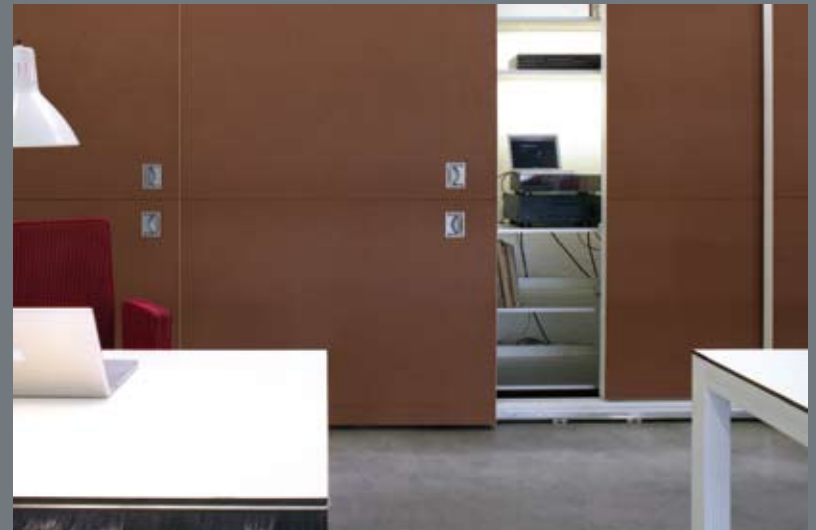
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our new **Technical Catalogue** has just come out. Packed with all our technical sheets, profiles, and accessories, it makes a great introduction to our products and shows you the endless possibilities of fractal materials.

Please contact us if you are interested in a copy.



# custom made projects

fractal derives its name the fractal; random computer drawings based on mathematical formulas which result in endless unpredictable forms. In much the same way, our product range has evolved from our own ideas and the suggestions of other architects.

our in-house designers have created an extensive range of aluminium panels and sheets, but can also design and manufacture custom-made solutions for our clients.

as a trendsetter in the world of design, fractal continues to manufacture new profiles and panels. The Micro Kubus and the Shelving sheets have recently seen the light of the day. Though the fractal identity is closely connected with the aluminium, we are producing more and more variants in other materials to satisfy our clients' needs.

it is our company philosophy to work closely with clients and offer the type of service that gives rise to new products. If a designer wishes to use glass, pvc or wood for a particular design, we offer advice on the best way to integrate these materials.

the fractal design office is right next to the workshop where the ideas and drawings come to life. Decisions can be made on the spot and in the client's presence. Prototypes can be modified or adjusted instantly. Our philosophy that concepts should always be problemsolving by their very nature ensures that we achieve the best results through this close collaboration.

inside:

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# torre agbar

---

lowtech from cyberspace

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**Although Barcelona is known as a city of architecture, it is not a city of architectonic masterpieces, with the exception of an occasional work, such as those created by Gaudí. Its outstanding reputation is due largely to the Cerdà grid with its obliquely cropped blocks, which generates a unique atmosphere in the city, and to a drive to recover lost ground in the 1980s and 1990s, when a raft of new plazas and parks testified to the benefit of design on public space.**

For the most part, Barcelona is interesting from the perspective of urban design, a fact that may help explain the city's relative lack of tall buildings: the accent lies on the communal and not on the individual. Towers have made little headway, even along the coast, an area that seems inexplicably unpretentious when compared with the costas to the north. At 170 metres, the tallest building in Barcelona is the Sagrada Família, followed by 154-metre tall twin towers erected in the Olympic Village in 1992.

Only two of the city's remaining buildings top the 100-metre mark: the Colón office tower (110 m) and Hotel Princess (109 m). Change is just round the corner, however. A substantial number of high-rise buildings are either in the planning stage or already under construction. New on the scene is the 144-metre

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thanks to Frame for providing the text

tc  
ag

---

tall Torre Agbar, a design by Jean Nouvel and local outfit b720 that can be called, and rightfully so, a new monument for Barcelona.

One might claim, nonetheless, that a primary function of the Torre Agbar is to influence the urban design of the city. It plays a role in long-awaited plans to develop and extend, all the way to the coast, the famous Avenida Diagonal - the Broadway of Barcelona - which runs transversely across the ordered precision of the urban grid. Even today, the Diagonal ends rather vaguely at the Plaça de Les Glòries Catalanes, where it lends access to major arterial roads to the north. This last remnant of the street had long been hiding behind the disorderly roundabout. Absent is the large-scale axial effect of Cerdà's gridded city. The neighbourhood surrounding this forgotten piece of the Diagonal was becoming, bit by bit, a run-down industrial zone. The situation called for change. At present the area is being redeveloped as a business district for companies representing 'the new economy'. Under construction on the coast, at the far end of the axis, is the Forum, a complex boasting cultural functions and public venues such as Herzog & de Meuron's congress centre, a project completed in 2004.

The story of Torre Agbar begins with this urban renewal operation. Prop-



tc  
ag

erty developer Layetana commissioned b720 Architects to design a master plan for a parcel of land near Plaça de Les Glòries Catalanes.

Architect Fermín Vázquez of b720 recognized the opportunities inherent in realizing a high-rise building on the site in question. ‘Keep in mind,’ he says, ‘that Cerdà envisioned this plaza as the centre of the city.’ A tower would mark this important spot, visually link the two sections of the Diagonal, and call attention to the new business district. While Vázquez and his team were brainstorming on the potential of the site, to their surprise and quite by coincidence a client appeared with an interest in building a sizable new main office: Aguas de Barcelona (Agbar), the municipal waterworks and a subsidiary of Ondeo, the water division of Suez, a worldwide utilities conglomerate. This confluence of events nearly led to the absence of b720 from further proceedings. For if the site was to accommodate a genuine office tower, radiating the prestigious image of this somewhat notorious multinational, surely the young and relatively inexperienced firm would have to make way for a big - name architect.

The developer - who owned the land and who would build the skyscraper and lease it to Aguas de Barcelona for a minimum of five years (with an

option to buy after that) - decided to give the local architects a fair chance. He asked three firms to develop a concept for Agbar’s office tower: b720, Renzo Piano and Jean Nouvel.

After viewing the presentations, to Vázquez’s surprise the client suggested that b720 and Nouvel join forces, with Nouvel as head architect and b720 in a supporting role. It is a role apparently cut out for Vázquez, who is currently working with Nouvel on a project for Madrid’s Reina Sofía Museum; with Toyo Ito, commissioned to design two towers near Barcelona Airport; and with David Chipperfield, who is involved in no fewer than three projects in Spain.

The Agbar project, which took four years to build, was finished in June 2005. The building, which more than lives up to expectations, has planted Barcelona’s waterworks firmly on the map. Right up to the last minute, persistent rumours circulated through the streets of the city, including a tale that promised a flow of water trickling down the sides of the building day and night. Such assumptions showed that familiarity with the company, combined with Nouvel’s metaphoric description of the project as an erupting geyser and the intriguing appearance of the structure, had made the tower a subject of interest among local citizens.

torre agbar



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re

It's hard not to interpret the forest of towers now rising in Barcelona, a boom spearheaded by Torre Agbar, as the sign of a new wave of optimism in Spanish architecture

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As befits a symbol of corporate identity, the tower is a unique product. Because of morphologic similarities between the two, the Torre Agbar is spoken of in the same breath as London's Swiss Re tower, realized by Norman Foster in 2004, but a closer inspection of the two nullifies the comparison. The refined perfection of Foster's creation makes it an industrial product. One can imagine an entire park full of these buildings. The office tower erected by Nouvel and b720 is a defiant object that is not logical, not sensible, not repeatable. It looks like a designer's whim imbued with arbitrary choices and individualistic tastes.

The tower has 35 storeys above ground and four subterranean floors. Instead of resting on the ground, it rises from what the architects call a 'crater' containing 50 centimetres of water. In this way, they skilfully skirted the problem of how to merge such a fluid form with the site at ground level. And their choice of words invites us to interpret the immediate surroundings of the tower, a lightly undulating surface of black asphalt, as a lunar landscape of sorts, a suitable setting for a rather otherworldly skyscraper.

Beneath the highest slope in this landscape is the dome of an auditorium with an underground connection to the tower.

The floor plan of the Torre Agbar - not circular but slightly oval - has an eccentrically positioned core. Both core and exterior wall are of concrete. Floors spanning the distance between the two are free of columns.

The concrete exterior wall rises to the twenty-fifth storey. Starting farther up, on office floors for the managing staff, is the conical top of the skyscraper, which offers a greater degree of spatial spectacle: floors here, which project from the core, feature voids and have fully glazed exterior walls. The 4400 square windows encircling the lower 25 storeys are meant to seem randomly arranged, according to Vázquez. The concrete façade of the tower is clad in aluminium panels of different colours. Wrapping the entire building is a membrane of glass louvres in varying degrees of translucence - some more matte than others and some displaying a pattern of black dots - tilted at 14 angles (making them appear to be adjustable, which they are not).

All the components that went into treating the façade have a single concerted effect: they blur the image of the tower. The exterior has depth, plays with one's ability to focus, changes colour with every movement. The result is a kind of gobstopper or kaleidoscope, dynamic and animated but not garish. More appropriate adjectives would be 'subtle' and 'stylish'.

## torre agbar

The blurred effect makes this building, rather self - evidently, an example of the digital age. It's an image made familiar by those images that appear daily on our monitors. For the first time, a realized building may seem to be more a product of cyberspace than the computer-controlled artists' impressions that preceded it.

Fair's fair: the interior has less to offer. Noticeable, for example, is that - owing to the double skin and the relatively small openings in the concrete shell - views are less spectacular than perhaps anticipated. Vázquez points to a singular row of three windows, one beneath the other: 'As a tribute to Gaudí, each storey has an open view from floor to ceiling, precisely on the axis aligned with the Sagrada Familia.' But nowhere have the architects opted for what might have been an interesting deviation from the 90-x-90-centimetre window dimensions. Also noticeable is the limited height between floors. Apparently unable to increase this height, the architects came up with two less-than-ideal but effective solutions. The first is a purpose-designed ceiling system that gives the lowered ceiling extra overhead space, in the form of recessed areas, wherever possible (between the steel beams that support the floors and the piping and ductwork for mechanical systems). By cladding these recesses with mirrors, the designers added 30 'virtual' centimetres to the height between floors. The second solution takes advantage of the presence of three intermediate storeys so created are not only appealing, but also suitable for special functions: cafeteria, restaurant and conference room.

It's hard not to interpret the forest of towers now rising in Barcelona, a boom spearheaded by Torre Agbar, as the sign of a new wave of optimism in Spanish architecture, which can be traced to the Bilbao effect. Architecture works, and Spaniards know it.

At the same time, the building designed by Nouvel and b720 exemplifies a new generation of European towers. In contract with its American counterpart, the European tower is characterized by small floor plates, a high degree of symbolism and relatively high price. Added to this is the current tendency to make skyscrapers more energy-saving through the use of smarter, low-tech technologies. The Torre Agbar, for example, has no air conditioning. The choice of a concrete exterior wall is based on climatic considerations: during the day the bulk of the exterior wall protects the interior from the hot Mediterranean sun. And the outer skin of the building is more than simply a sophisticated sunshade. It also transforms the zone along the exterior wall into an airy, semi-temperature-controlled space. It is now possible for office workers, even those on the twenty-fifth storey 100 metres above the city, to open their windows.



# tenerife house

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design  
**virgilio l. gutierrez herrero**


**santa cruz, tenerife**

commission  
**interarqui**

---

profiles  
**wave alu perfo**

---



full covering façade a private villa. Inside the lowered ceiling is made from wave perfo for excellent acoustics. The huge sliding frames in wave perfo cover the windows to keep the sun at bay.



tenerife house



# edisac

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lille, france

design  
**jean marc vynckier**

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profiles  
**mini sl standard alu**

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shelving holders starting at 7 cm in height were specially developed for this project. The tables are all custom-made with fluorescent lighting and special brackets to support the load.

For fixation to the wall, the construction slides along pre-attached tubes in translucent Perspex along the bottom and 6mm trespa along the top for the handbags.





suarez



# suarez

GCA Arquitectes Associats approached our Spanish branch for a project commissioned for a famous jewellery store on the Paseo de Gracia in Barcelona. The architects requested a brass wave panel treated with sulphurate to give it a used, antique look. The panels were used to cover the columns around the piece of jewellery.

design

**gca arquitectes associats**

commission

**ems**

profiles

**wave**

**barcelona, spain**

suarez



# bmw closed room

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bornem, belgium

design  
**fractal**

profiles  
**kubus, h2**

---

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a flexible conference room which converts easily into a presentation room or small office area depending on the client's needs.



bmw closed room



Isy



batibau 2006  
showroom tournai

the stand was made to be dismantled and reassembled in the show-room after the exhibition.

Profiles used are micro kubus painted black with black gloss panels. The raised floor is made of minithepel stainless steel panels for a strong industrial look.

The refrigerators are placed on black rubber squares.

The signage is made from mini sl light boxes with printed graphics, which are easily changed.

Isy

tournai, belgium

design  
fractal

profiles  
micro kubus, mini sl, mini thepel inox





# philips box

---

various cities, germany

---

design  
**wwm system service,**  
**dipl.-ing. architekt thomas montag**

---

profiles  
**kubus**

---

## philips box



a number of 5 x 5 x 5m cubes were made for VIP ticket collection at the 2006 world cup finals in Germany. They were commissioned by Philips, the leading sponsor of the world cup. The VIPs were able to pick up their tickets here.

The construction was entirely waterproof and covered in a waterproof pvc screen. Six cubes were made, one each for Berlin, Munich, Frankfurt, Leipzig, Dortmund and Stuttgart.



philips box



jaguar carshow

# jaguar carshow

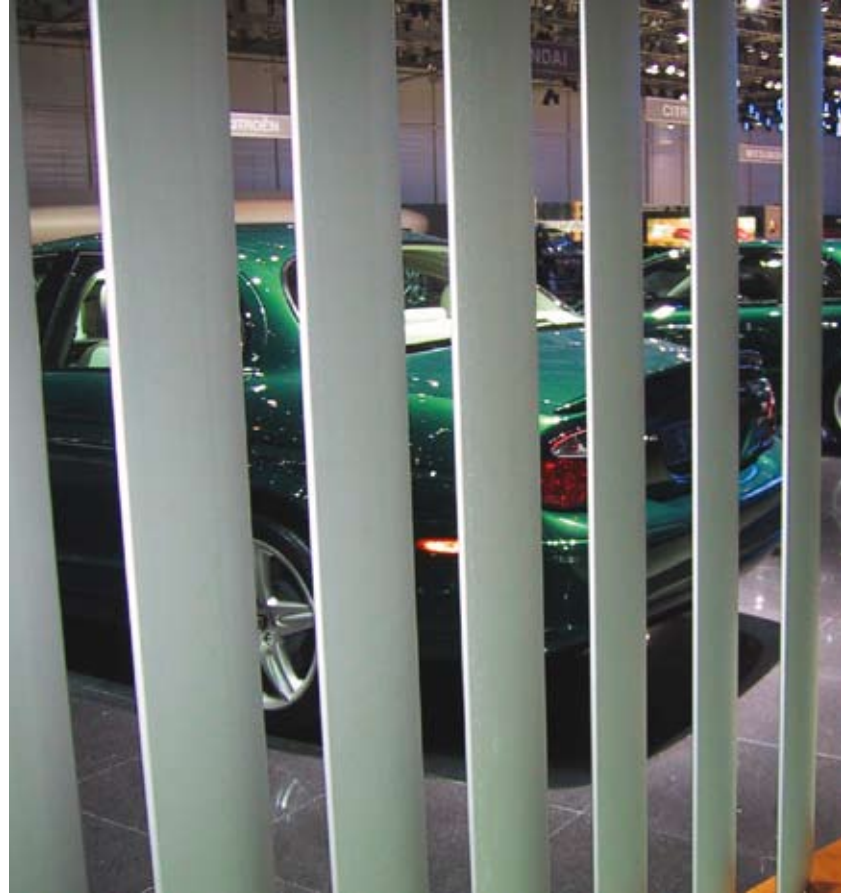
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geneva, switzerland

design  
**gls**

profiles  
**fractal, aero wing**

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## jaguar carshow



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an exhibition stand realised from a concept developed for Jaguar based on semi transparent partitions for offices and meeting rooms. The roof is made from aluminum to create a more intimate atmosphere and support the lighting fixtures. Audio and projection systems are also included.



## casino kursaal



it was a massive challenge trying to fit out a listed casino hall without applying fixings and suspension devices or drilling holes. In the end the only solution was to build a freestanding construction over the playing tables to house the lighting, sound and security systems.

# casino kursaal

ostend, belgium

design  
**Fractal**

profiles  
**kubus, big fractal**



# casino kursaal



# luxembourg bib

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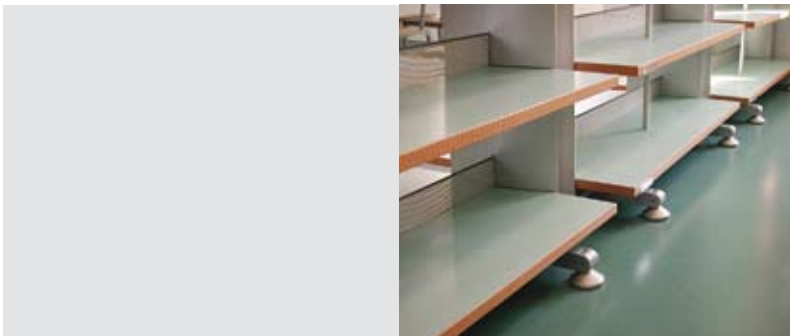
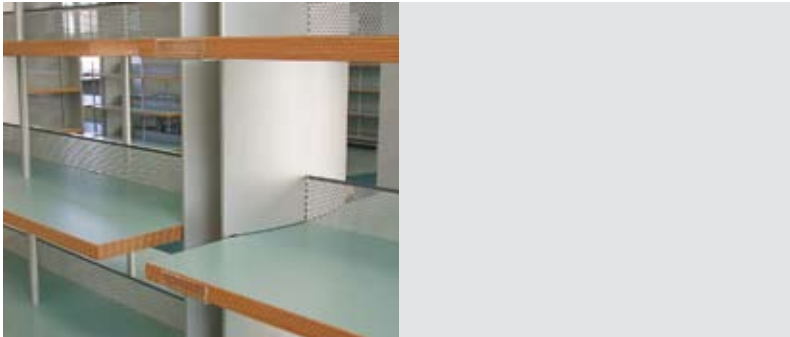
architect  
**christine roland**

profiles  
**big aero, standard perfo**

luxembourg, luxembourg

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a custom made library system in big aero frames with stable bases. The seating can be adapted to double or single use and the height-adjustable shelves are made from formica on wood.



# luxembourg bib



# added value

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design

**fractal**

comission

**added value, design 4 rent**

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belgium

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profiles

**sl, bibb**

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**multifunctional counters**

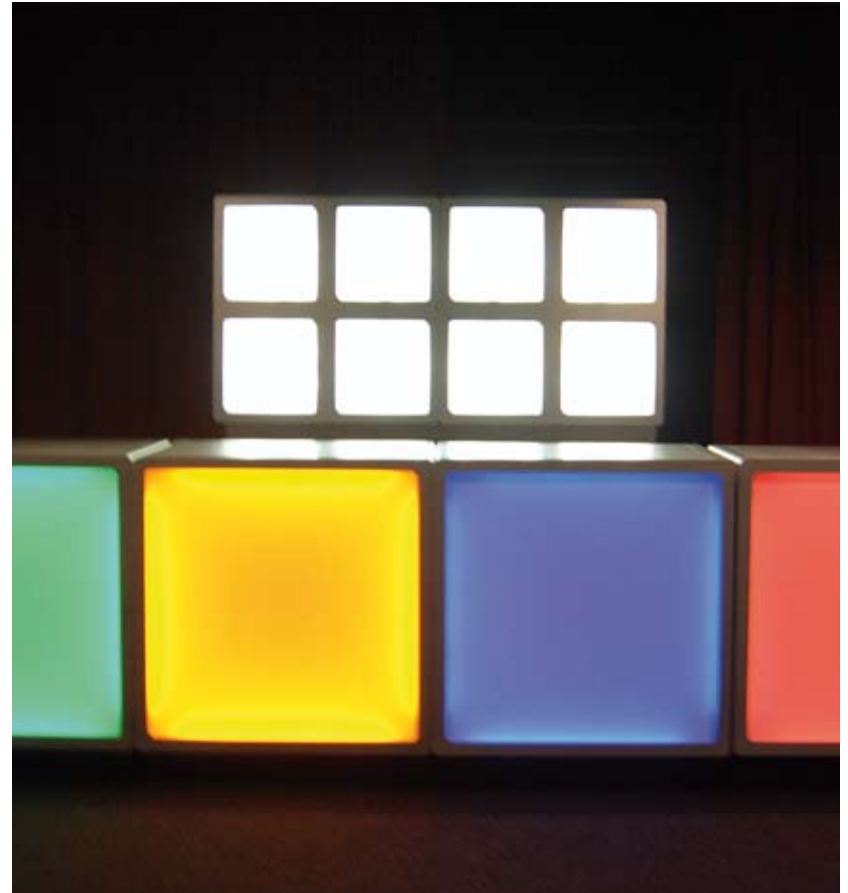
sl profile frames with fluorescent lights and perspex cover

tubes are easily replaceable

the counters are freestanding and very compact

the top and shelves are made from bibb profil

specially developed for the rental business



added value



added value





# bonsoir florian

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roeselare, belgium

design  
**fractal**

profiles  
**mini sl, alu standard**

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a custom-made shelving system, built from vertical mini sl light boxes with Perspex on either side and horizontal shelving in between. The non-adjustable shelves are made from standard folded aluminium.



bonsoir florian



# schiphol airport

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amsterdam, holland

architect  
**gielissen**

---

profiles  
**wave, wing**

---

the revolving doors close off the tax-free shopping area at night. They are made from steel frames on wheels with wing profiles on the side. The wing profiles are covered in a graphic film which can easily be changed.





# codesca

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design  
**gca arquitectes associats**

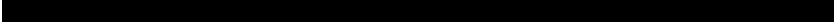
**barcelona, spain**

commission  
**ems**

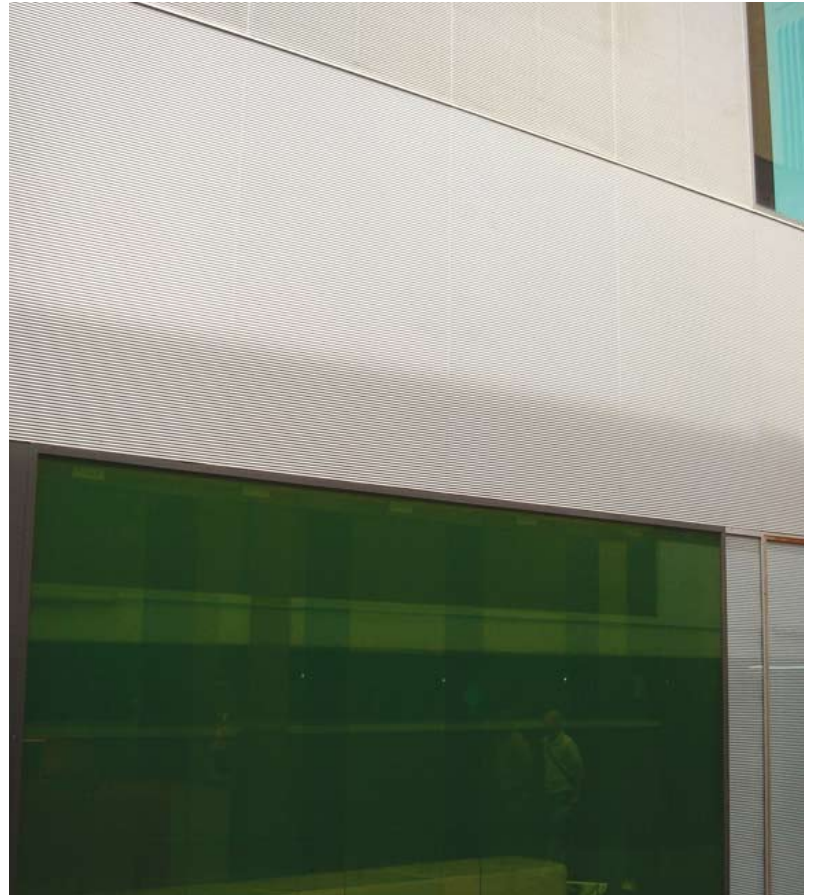
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profiles  
**wave alu, wave alu perfo**

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the Spanish branch of fractal worked with GCA Arquitectes Associats on this project. A second skin was made to cover the front of this construction company's, office using wave alu perfo for the upper area and wave alu for the lower.



# codesca 2

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barcelona, spain

design  
**gca arquitectes associats**

---

profiles  
**wave alu, wave alu perfo**

---



the Spanish branch of fractal worked with GCA Arquitectes Associats on this project. A second skin was made to cover the front of this construction company's, office using wave alu perfo for the upper area and wave alu for the lower.



# odk west littoral

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oostduinkerke, belgium

design  
**fractal**

profiles  
mini city, c2, standard perfo

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a window poster display for an estate agent's office. The pivoting system allows easy replacement of posters in Perspex envelopes. Flat screen and cabling integrated in a mini city profile.





## ems showroom



# ems showroom

fractal's partner in Barcelona created a showroom in an old factory in the trendiest district of Barcelona, not far from the torre agbar. It displays the whole range of ems products shows fractal profiles in a variety of applications.

barcelona, spain

architect  
isern serra

profiles  
blobb, tristar, wave

ems showroom



# bmw art cars

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bornem, belgium

design  
**fractal**

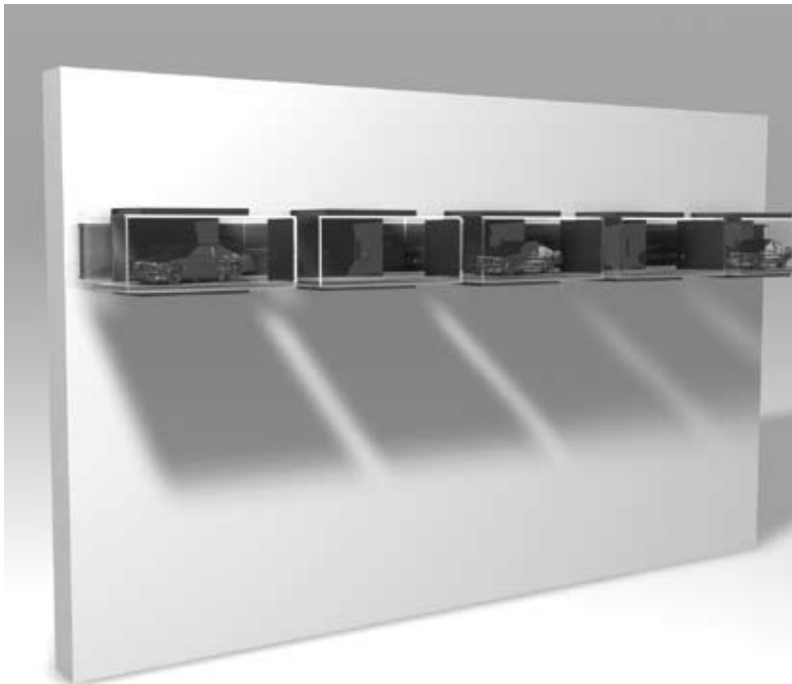
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profiles  
**joint shelf**

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the bmw art car collection is a series of bmw production models artistically reinvented by some of the world's foremost artists.



# bmw art cars



# fractal showroom

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roeselare, belgium

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design  
**rotor**

profiles  
**micro kubus, mini sl, bibb**

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brand new offices for fractal and rotor, with custom-made working tables made from micro kubus with tabletop in 10 mm trespa, a library with sliding doors in mini sl, and a display cabinet in micro kubus and glass with mini sl light boxes.



## fractal showroom



# delhaize

roeselare, belgium

design  
**fractal**

profiles curved ceiling **micro fractal, wave**  
racks **bibb, shelf**  
meat counter **tristar, mini thepel inox, wing**

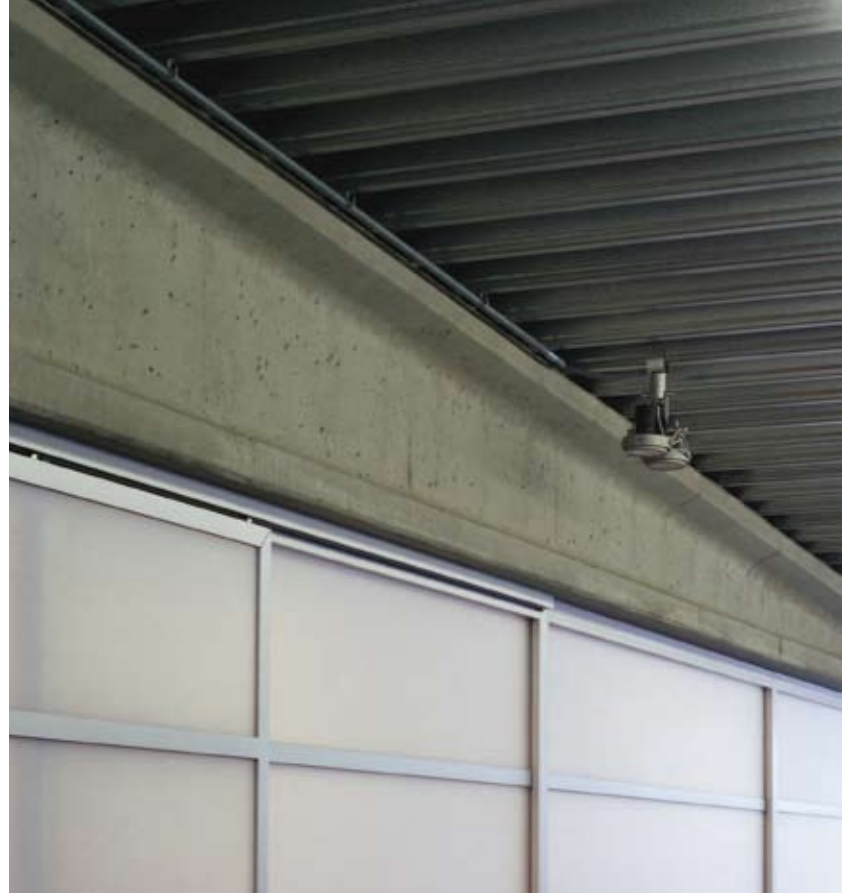
this was a total transformation of a local supermarket. The idea was to create an intimate atmosphere in the wine department. The ceiling was made from curved fractal micro profiles with waved panels between, which were suspended on the existing panels and glued in the profile runners. The wine racks themselves were made of bibb and backlit shelving profiles to highlight the wine bottles.

The meat counter is made of stainless steel panels fixed between tristar profiles with fluorescent lights in the company's colours. The ceiling is shaped as a sun louvre to add to the intimate atmosphere and hide the existing construction.





bmw dejonckheere



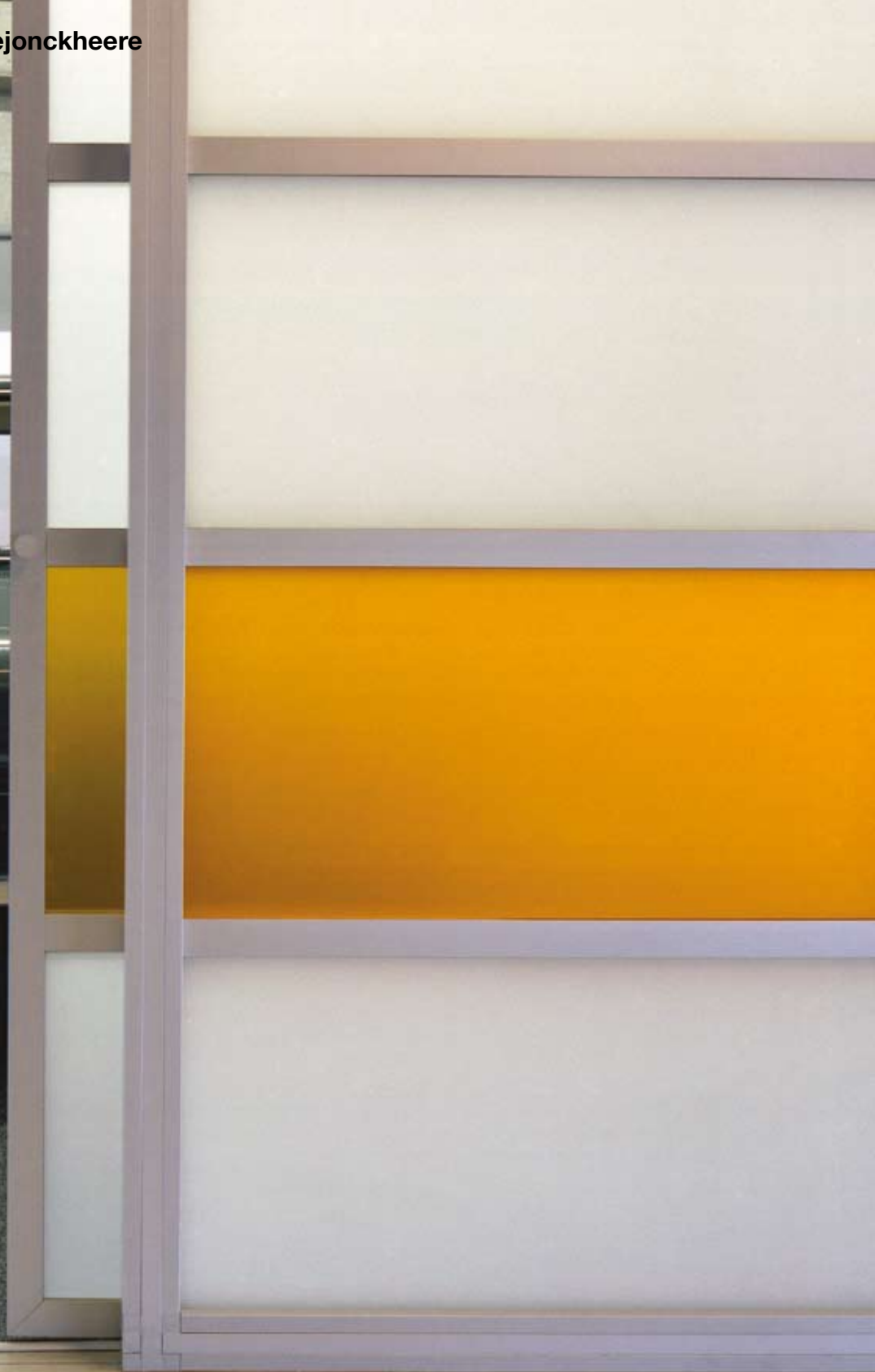
# bmw dejonckheere

a conference room annex and office for the board of directors, featuring huge sliding doors which can be transformed into a showroom for special occasions.

roeselare, belgium

design  
fractal

profiles  
microkubus, h2



# lvd

gullegem, belgium

design

**René PJ Van Daele, fractal**

profiles

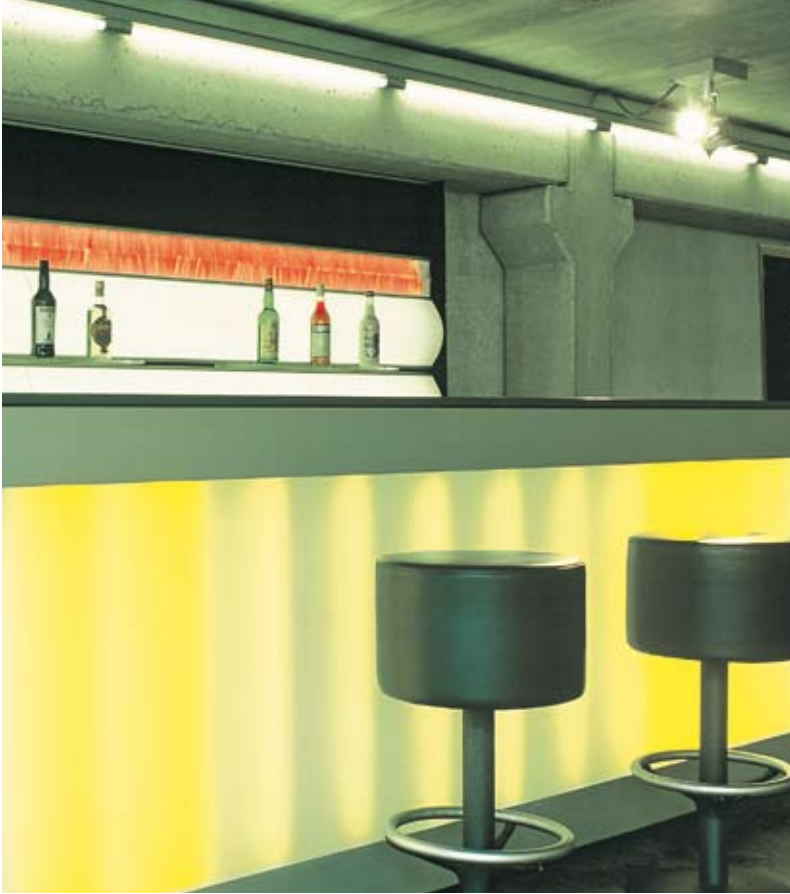
**micro kubus, standard alu**

a new breath of life for the machinery showroom in which the emphasis lies on colour and space. A huge lamp gives a sense of warmth and security to the sales and discussion area. The volume is 8m l, 3.6m h, 1.5m w.





## mini cooper bar



# mini cooper bar

a nice little project in a mini dealer's showroom. The corner area is designed as a place to offer customers a drink. The bar is made from sl profile and Perspex, with fluorescent lighting. The construction behind the bar is made from a blobb profile with Perspex shelving, again with fluorescent lighting.

european motor show brussels 2006

roeselare, belgium

design  
fractal

profiles  
blobb, sl

## mini cooper bar



# cordis

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barcelona, spain

architect  
?

---

profiles  
?

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qsdfPute te tem dolor si. Unt iure miniatue molutpat inim zzrit elesequis niscin veliqui esectem iriusciliqui tatueri liquisi te del et, commy num-sandrem erat. Gait, conse con ea feummodipsum iustiss ismodolore tationsequat utet alisi.





cimar



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# cimar

cimar was looking for a functional, modular and easily assembled display, fractal designed this design, which allows for easy construction of anything from a single display to a complete stand. Thanks to a sliding element, cimar can display any product in its range.

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kortrijk, belgium

desingn  
fractal

profiles  
mini city



# bmw carshow brussels

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brussels, belgium

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design  
**rotor**

profiles  
**kubus, mini sl**

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## bmw carshow brussels



a 500 square metre exhibition stand for utility vehicles, featuring boxes from kubus profiles to show bmw cars at their best in all weathers and conditions - fog, rain, mud or snow.

The carport was incorporated to help demonstrate the space in the estate models. and a transparent window was used to display the huge range of accessories for SUV's.



bmw carshow brussels



# cybersaloon

---

uithoorn, netherlands

architect  
**guy sarlemijn**

---

profiles  
**mini sl, sl**

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a new concept for a hairdressing salon. The counters are made from sl frames with fluorescent lamps and white glass. Shelves in mini sl with fluorescent up and down lighters.

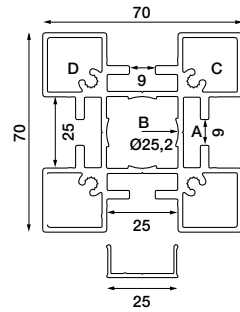




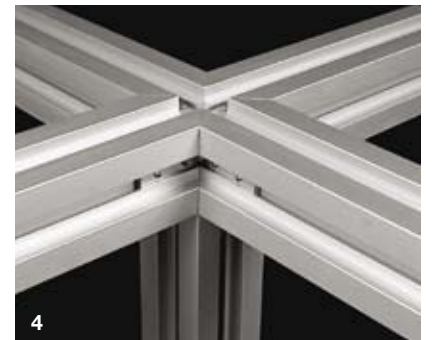
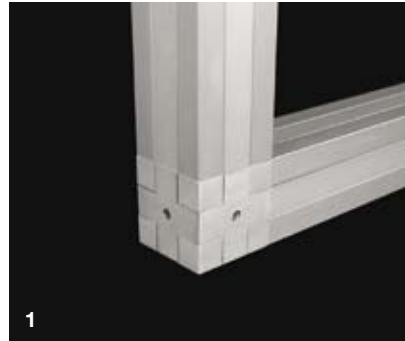
productspecial



micro kubus



- ∟ micro-kubus + clip
- ∟∟ micro-kubus + rectangular floor plate
- ∟1 micro-kubus + remote
- ∟2 micro-kubus + anchor point
- ∟3 micro-kubus + panel
- ∟4 cross connection



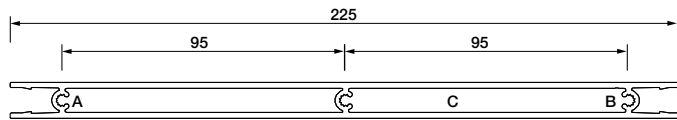
product special



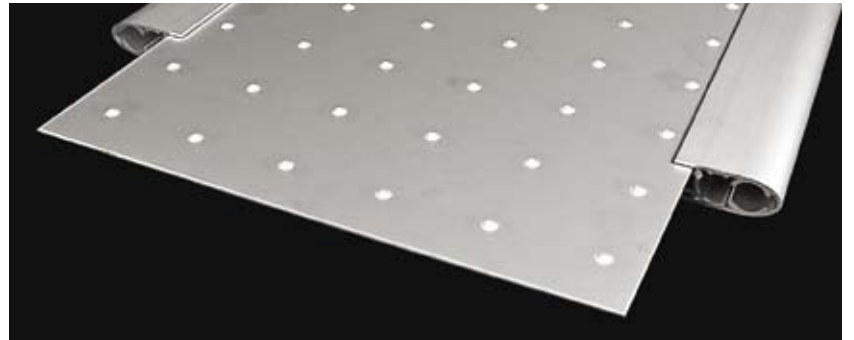
productspecial



shelf



- └ shelf + clip
- └└ shelf + nose / shelf + front / shelf + back
- ┘ corner 90°
- ┘┘ shelf + 2 fronts + sheet



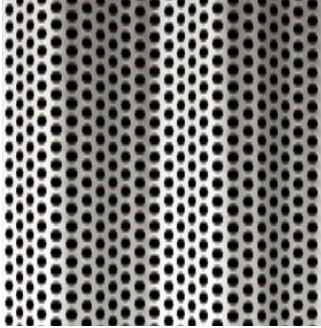


# fractal sheets

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we show you our basic building elements on these pages.  
This spread shows all the sheets, and the next spread shows our profiles.

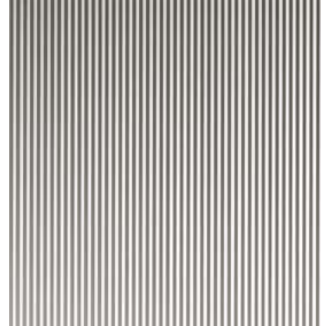
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big filter



crosshead



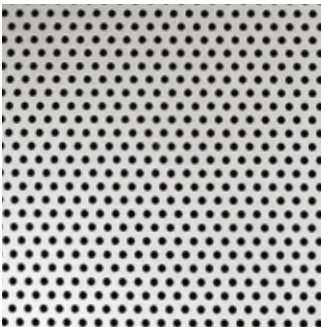
ebb small



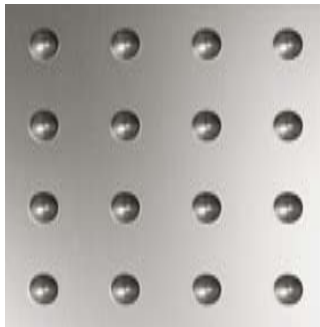
ebb medium



line



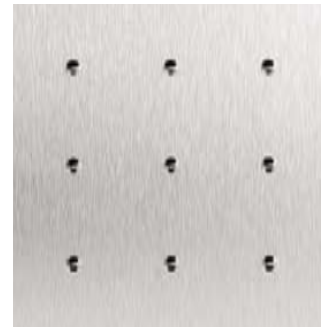
mini perfo



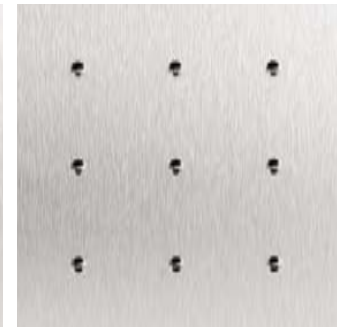
thepel



maxi thepel



mini thepel



mini thepel stainless steel

# product overview



ondule



ribb medium



ribb small



ribb flatt



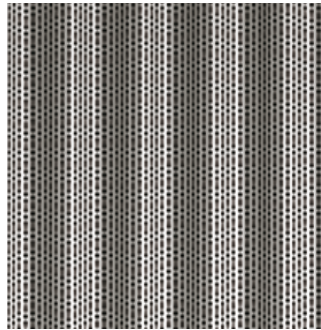
big ruff



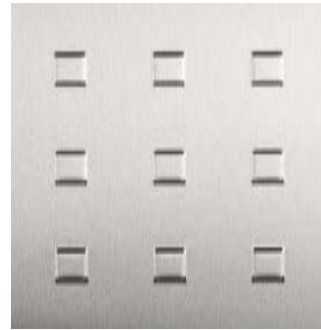
small ruff



slow wave



slow wave perfo



square alu



square stainless steel



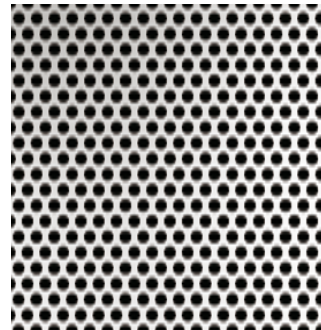
squeeze



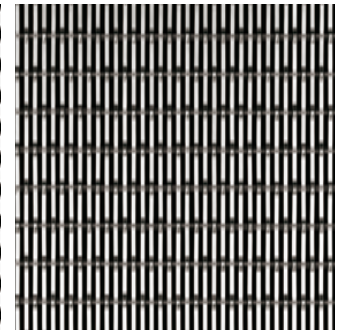
standard alu



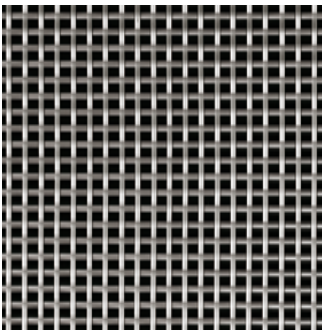
standard stainless steel



standard perfo



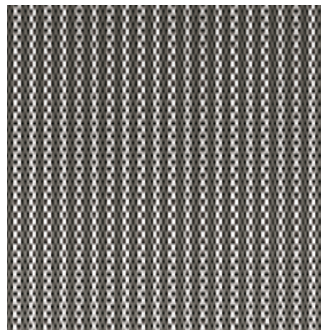
transistor



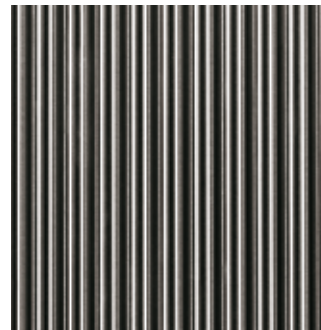
tricot



wave alu



wave alu perfo



wave stainless steel

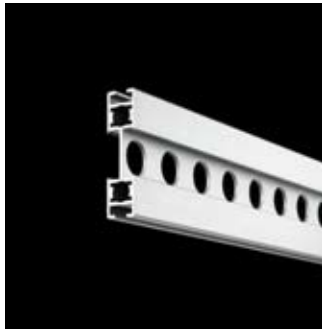
# fractal profiles



big fractal



fractal



mini fractal



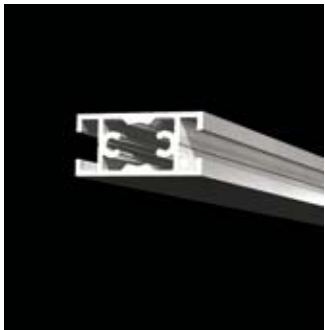
micro fractal



tristar



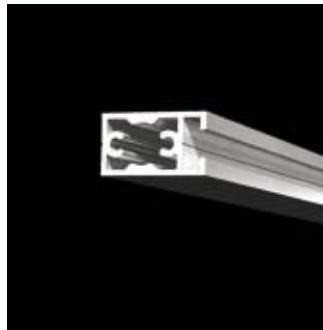
presstal plus



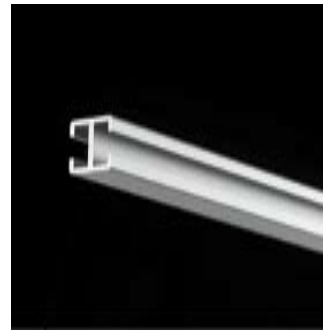
h2-profile



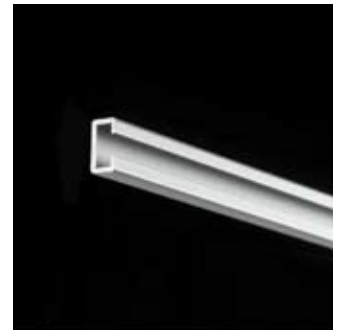
glass + clip



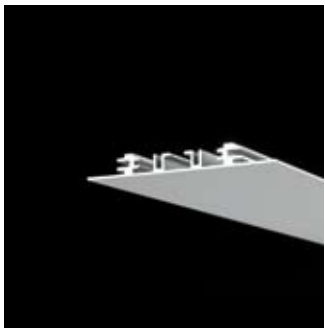
c2-profile



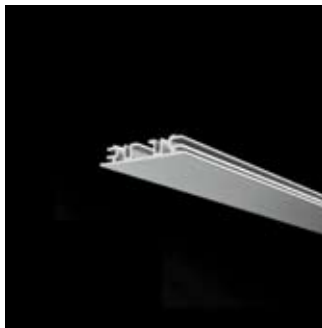
h-profile



c-profile



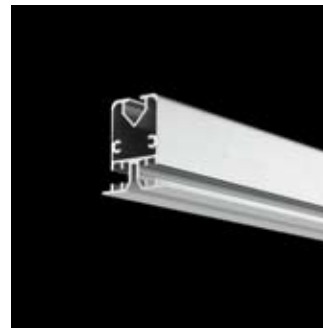
sl



mini sl



mini contour

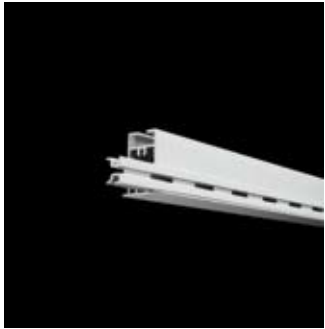


contour



plus

# product overview



plusminus



primex



kubus



mini kubus



micro kubus



fries I



fries II



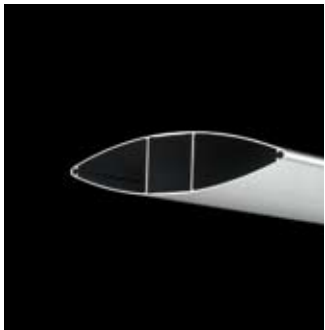
wing



superwing



aero 275



big aero



jazz



woody



city



mini city



blobb



question



bibb



shelf



corner 90°

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**fractal**  
**custom-made projects**

populierstraat 73  
8800 roeselare

t +32 (0)51 26 73 73  
f +32 (0)51 24 47 23

welcome@fractal.be  
www.fractal.be

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