

PLATFORM

architecture and design

INTERNATIONAL SPECIAL ISSUE
MARBLE FOR ARCHITECTURE
PLATFORM FOR MARMOMAC

ESRAWE STUDIO **GRUPO ARCA**	AAU ANASTAS STUDIO **THE FLAT VAULT**	
ONE DESIGN BUILD **603 SOLAR ISLES**	STUDIO CONTINI **CHURCH AND COMMUNITY CENTRE**	
STUDIO DONIZELLI **VILLA LEA**	STUDIO TOGGLE **A HOUSE IN YARMOUK**	VGZ ARQUITECTURA **P 29 HOUSE**
AXIS MUNDI **MINIMAL SURFACE TABLES, PHILOSOPHERS PRESIDENTS AND TYRANTS**		



Esrawe Studio

GRUPO ARCA





**A UNIVERSE IN WHICH
MEN UNINTENTIONALLY
SCULPT PLEATS AND
VOLUMES THAT RESULT
IN A STRANGE AND
VISUALLY STRIKING
GEOLOGY.**



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A quarry is the evidence of man's action on nature. A manufactured landscape*, an organic architecture created by the trace of the search for raw materials, which brings us back to the origin from which the raw materials come.

The captivating and unique nature of this landscape nourishes the concept. The access through a small opening in the monolithic facade links the visitor with the central space of monumental character, the "arrival to the quarry", the Agora. It is the starting point to begin a new journey of museographic character, where the multiple exhibition halls - with materials of diverse characteristics are articulated around the Agora, creating a dynamic and versatile experience.

PROJECT
Grupo Arca

ARCHITECT
Esrawe Studio

LOCATION
Mexico

CATEGORY
Retail

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GRUPO ARCA

The concept moves away from traditional retail space and promotes learning and dissemination, understanding of why and how architecture, design, art, and culture are generated in our country and worldwide. A platform that stimulates dialogue and knowledge; and establishes a relationship of mutual benefit with the community, its clients and partners; its main objective is to promote involvement in the construction of the cultural and creative expression of Mexico.



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The building is divided functionally and physically into two universes. Two separate volumes that are woven and related to each other: the universe of the quarry (which houses the Agora, the Design Center, the cafeteria, and the multipurpose room) and the warehouse, in which the experience ends.

This warehouse acts and expresses itself as a container and distribution center, a translucent and neutral space, a canvas that grants the relevance of the scene to the stones and that is framed in the background by a forest that links us again with the origin of matter. Technology plays a vital role because it allows the interaction of mobile devices with materials through QR codes. Thus, it immediately provides the user with the information, description, and costs of the selected materials, and allows the creation of a database of the contents of interest and the client's history, as well as analyzing trends and purchasing behavior.



Esrawe Studio



Esrawe Studio is a cross-disciplinary design atelier located in Mexico City. At Esrawe Studio, design is a living process of dialogue, linking the users with their surroundings. It is all about feeling the evolution of design, which stems from an understanding of basic physical and emotional needs of a given moment, and in each context.

The studio breathes of dedication and persistence, passion and devotion, focusing on fine details and quality, always pushing boundaries and taking on new challenge.