

The Cube

THE LIGHTNESS AND VERSATILITY OF A POP-UP STRUCTURE WITH THE DESIGN COMPLEXITY OF A BUILDING.

The Cube is a pavilion designed to house an itinerant restaurant commissioned by Electrolux. Conceived to be placed in unexpected and dramatic locations, the pavilion has traveled through some of the major European Cities between 2011 and 2012, offering lunch and dinner for eighteen guests at a time.

The construction has the lightness and versatility of a pop-up structure yet with the design complexity of a building. It uses materials that are highly innovative in terms of technology, eco-sustainability and energy saving as well as enabling constant re-use.



TYPOLGY
Travelling restaurant

CLIENT
**Electrolux Appliance
S.p.A.**

ADDRESS
Various

LOCATION
**Brusselles, Milan,
London, Stockholm**

PROJECT
2010
REALIZATION
2011

PROFESSIONAL SERVICE
**Concept
Architectural project
Site Supervision**

AREA
sqm 140

The Cube Stockholm



The Cube London



The interior of the Cube has been designed to suit different arrangements; the pavilion consists of a large open-planned space with a visible kitchen and a single large table that can be made to disappear by raising it up to the ceiling to form a lounge area for use after eating. The total floor area of 140 sqm is divided between the open-planned space and a 50 sqm terrace.

THE CUBE HAS BEEN CONCEIVED AS A MODULE THAT CAN BE PUT UP AND TAKEN DOWN RELATIVELY EASILY, ONE THAT SUITS ALL CLIMATIC CONDITIONS, EVEN THE MOST EXTREME, WHILE ALWAYS EXPRESSING THE MAXIMUM IN LIVING COMFORT WITH ITS REFINED AESTHETICS AND USE OF HIGH-QUALITY MATERIALS.

AWARDS

IDA 2011, 1st Prize in category 'Other Architectural Design'

AIT Award 2012, shortlisted in the category 'Bar and Restaurant'

Premio Nazionale Bar e Ristoranti d'autore 2014, Special mention

The Cube Bruxelles





CORPORATE IDENTITY AND
TEXTURE DESIGN
Studio FM,
Milan

EVENT CONCEPT
Absolute Blue,
Brusselles



The pavilion's lightness of form is emphasised on the exterior by its white colour and given a sense of movement through the use of an aluminium "skin" that has been laser-cut to create a texture with a geometric design that covers the whole of the outer surface.

THE BASE OF THE BUILDING, SLIGHTLY RAISED WITH RESPECT TO THE GROUND, ACCENTUATES THE IDEA OF LIGHTNESS AND THE CLEANNESS OF FORM THAT CHARACTERIZES THE ENTIRE STRUCTURE. INSIDE, MORE HIGHLY ADVANCED TECHNOLOGICAL SOLUTIONS CAN BE FOUND IN THE LIGHTING, HEATING, SOUND SYSTEM AND OF COURSE, THE KITCHEN EQUIPMENT.



THE CUBE BY
ELECTROLUX
VIDEO