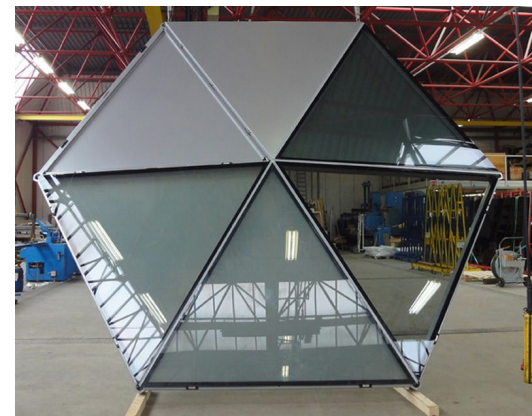
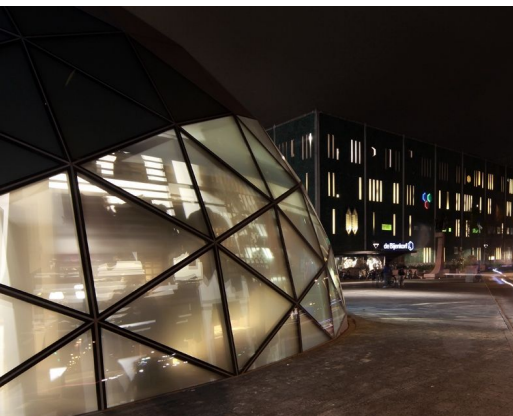
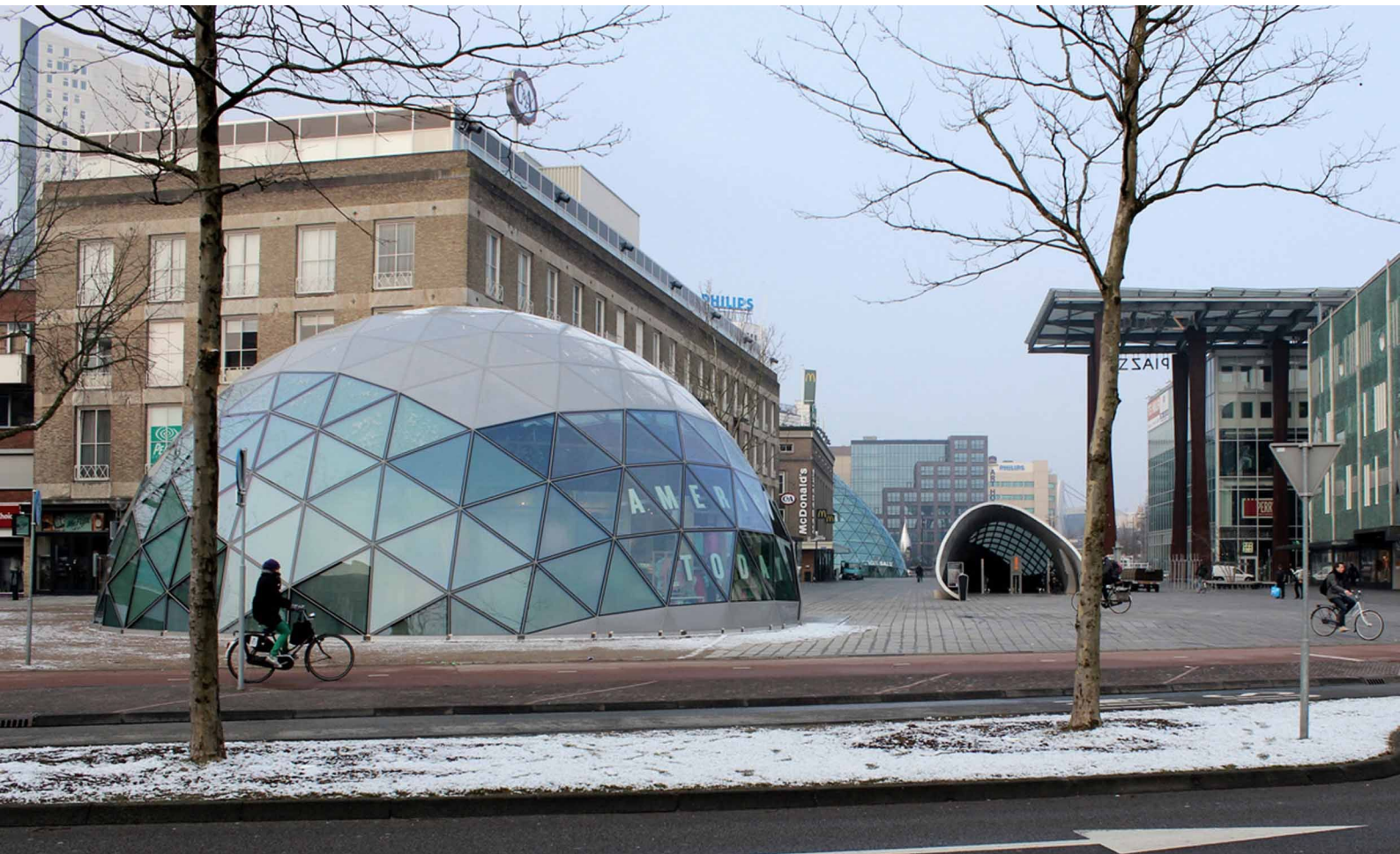


THE BUBBLE

Architect
Client
Location
Year

TARRA
HOUTA B.V.
NEDERLAND, EINDHOVEN
2013

06839



The urban master plan of the shopping area around the 18 Septemberplein in Eindhoven contains 2 eye-catching buildings. One of them has already been realised. For the other one, an architectural design has been made by the architectural firm Tarra. The building is called 'the Bubble'. The design consists of a geodesic dome with a triangular subdivision, just like its bigger twin. The facade design is characterised by a high level of finishing, in which fixings have been totally hidden from view.

The Bubble will be a flagstore of the retail chain America Today. The developers of the building have high ambitions in the field of sustainability and innovation. Also the circulation of visitor-flows in the city center together with the human scale have been important starting points of the design. The Bubble covers 600 square meters of retail space, divided over 3 building stories.

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