

1-1-2000

## Jaguar Dealership

Enrique Norten

Follow this and additional works at: <https://newprairiepress.org/oz>



This work is licensed under a [Creative Commons Attribution-Noncommercial-No Derivative Works 4.0 License](#).

---

### Recommended Citation

Norten, Enrique (2000) "Jaguar Dealership," *Oz*: Vol. 22. <https://doi.org/10.4148/2378-5853.1347>

This Article is brought to you for free and open access by New Prairie Press. It has been accepted for inclusion in *Oz* by an authorized administrator of New Prairie Press. For more information, please contact [cads@k-state.edu](mailto:cads@k-state.edu).

## Jaguar Dealership

*Enrique Norten*





*Site plan*

Visibility from the distant road was the main charge of the Jaguar dealership, located on the sparsely developed edge of Mexico City where upscale office parks and shopping malls are just beginning to cluster around newly paved expressways. We gave the building a clearly legible form, stacking two strongly geometric boxes one upon the other: a gleaming, four-story tall vertical balances precariously on a dark, low-lying horizontal. The upper volume is clad in corrugated metal, its eye-catching surface only minimally interrupted, three portholes perforate one elevation while two glazed swaths are cut out from it: one wrapping a corner top to bottom to convey the full height of the atrium showroom, the other tracing the ground level to display the jaguars on the floor. This semitransparent viewing case is cantilevered over a solid mass; it juts toward the street, dangling its tempting goods before the commuting consumer.

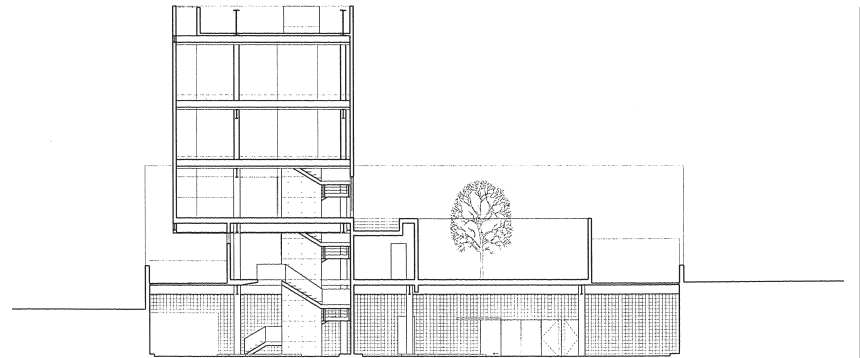
The lower, limestone-clad volume contains the garage. It is backed into the base of the hill and partially sunken into the site, providing a firmly anchored foundation for the towering block above. The entrance to the showroom is situated directly beneath the suspended block, as is the head of the ramp that descends into the garage. Visitors cross this “portico” to enter the dramatic, three-story high, skylit showroom. The windowed offices at the rear of the space mimic the stepped exterior section, with a glassed-in conference room that hangs from the ceiling like a lookout platform and steps back to two levels to rejoin the showroom floor.



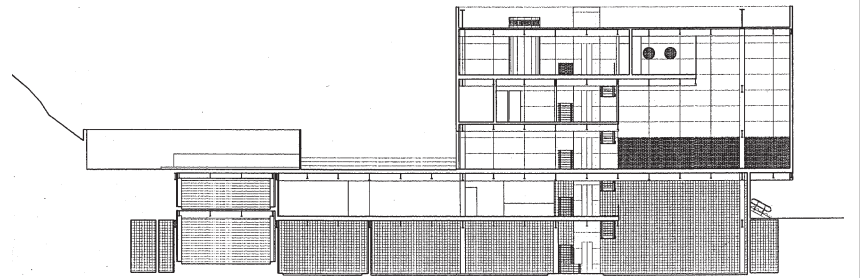
*Photo Luis Gordoa*



*Photo Luis Gordoia*



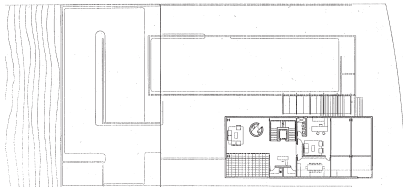
Transverse section



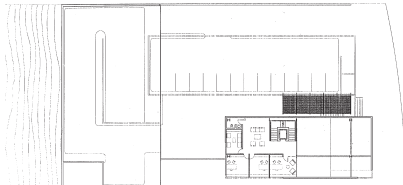
Longitudinal section



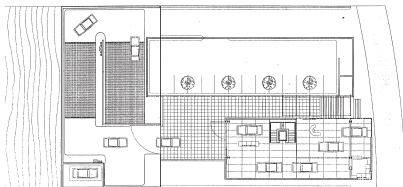
*Photo Luis Gordoia*



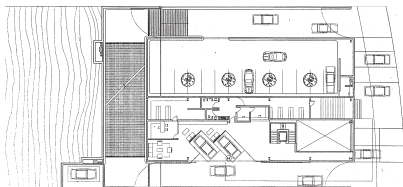
*Level three*



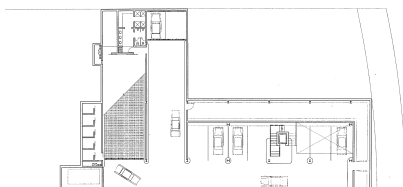
*Level two*



*Level one*



*Access level*



*Basement level*



*Photo Luis Gordoa*



*Photo Luis Gordoa*



*Photo Luis Gordoa*