

**#Numberproject# Yellow Street Pantone**

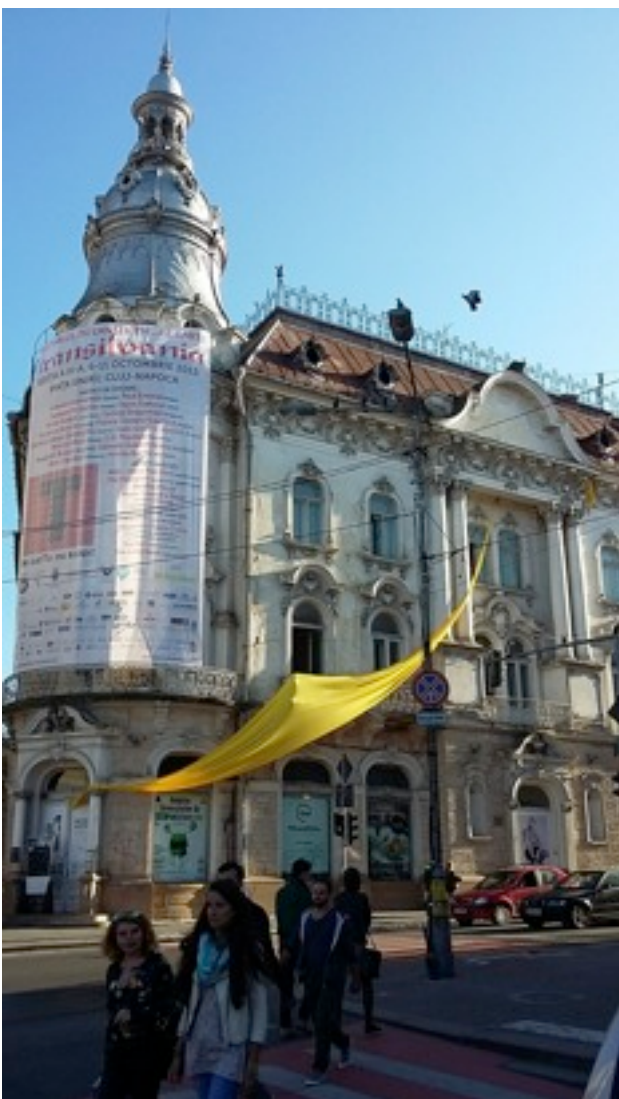
**BATRA Cluj-Napoca  
Biennial of Architecture of Transylvania  
October 2015**





## #Number# BATRA Cluj 2015

In October 2015 for the third time I am invited in Cluj-Napoca, Romania by the Order of Architects of Transylvania and its cultural branch, the *Scena Urbana* association. The president Daniela Maier believes in the convergence of arts and expression in public places in order to federate people and to develop a sensibility towards architecture and urban context. This year, the exhibition for the Biennial of Architecture of Transylvania takes place in a particularly symbolic building for the city, the Continental Hotel built in 1895 which sheltered several functions (a casino, the german army headquarters, a school of medicine, then back to a luxury hotel) before falling into the hands of a private stockholder who tried to turn it into a shopping mall but faced justified resistances. Many people entered the whole magnificent ground floor for the first time.





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Since the 2000s, the prestigious Continental Hotel of Cluj-Napoca is abandoned and punctually invested by cultural or festive events which accelerated its decay but still remains very attractive and beautiful. Its mixture of neo-classical and baroque facade, became a porous skin with two contrasted faces. The one extremely ornamented and the other one empty and pierced with breaches and open rooms, attic and windows, that can be reached freely from inside.

Yellow Street Pantone settles down all the duration of the Biennial exhibition and plays as a sewing with these gaps since the attique and draws in diagonal towards the main Unirii Square an inviting smile disguised as stylized mustache. Then it infiltrates by the main entrance of the angle tower in order to open towards the exhibition hall in a bright vault echoing the existing lustres.





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In the Museum of Ethnography of Transylvania (MET) 50 writers are invited to read their "housing poem". In the beautiful inner green courtyard, Yellow Street Pantone draws two long wings which contact the trunk of one chestnut tree to the branches of the second one, connecting ground and sky, occupying all the volume of the patio and inviting the visitor since the active Memorandum Street through the covered up passage onto the entrance of the Museum.

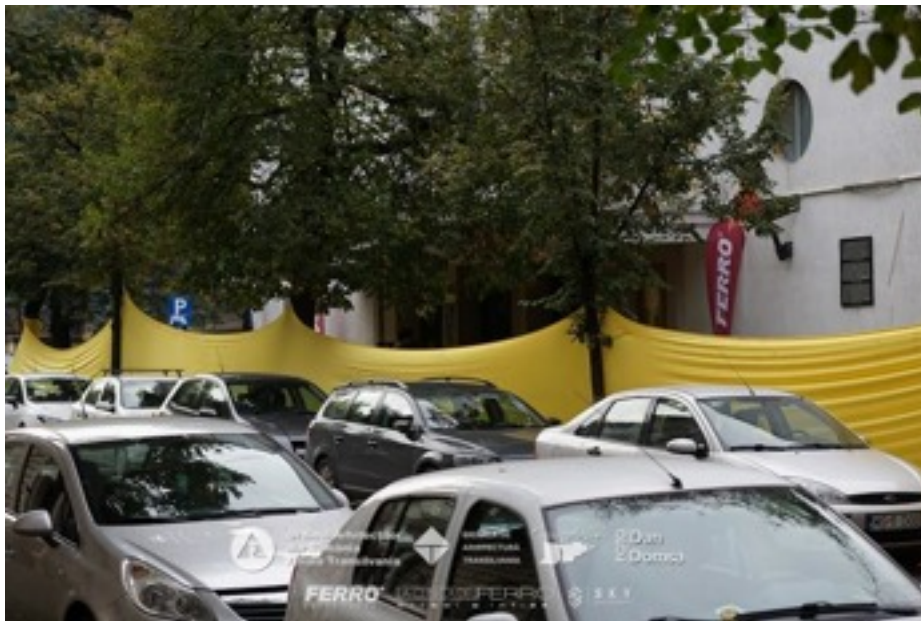


Cour Visconti, Islamic Arts, Le Louvre, Paris. Rudy Ricciotti architect





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Mihail Kogalniceanu Street presents the paradoxical situation to be at the same time an intimate space in the city and to have a permanent flow of car parked or in circulation. For the master conference of the eight architects constituting the jury, Yellow Street Pantone stresses its longitudinal axis, and protects the entrance of Philharmony's Auditorium Maximum, generating a special space that plays with light for the numerous guests who wait there, discuss or smoke... The rhythm of the passers-by is also modified.

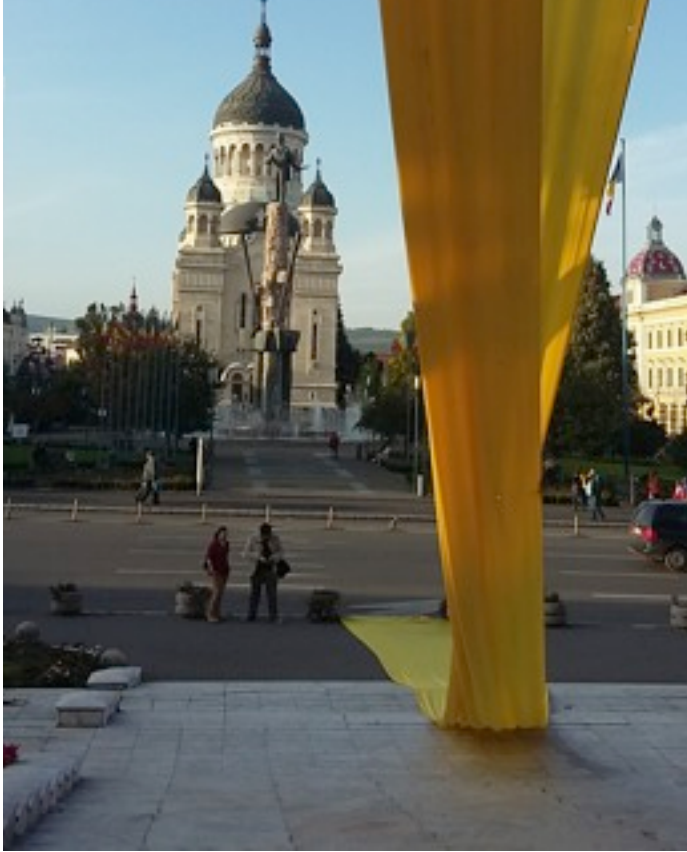




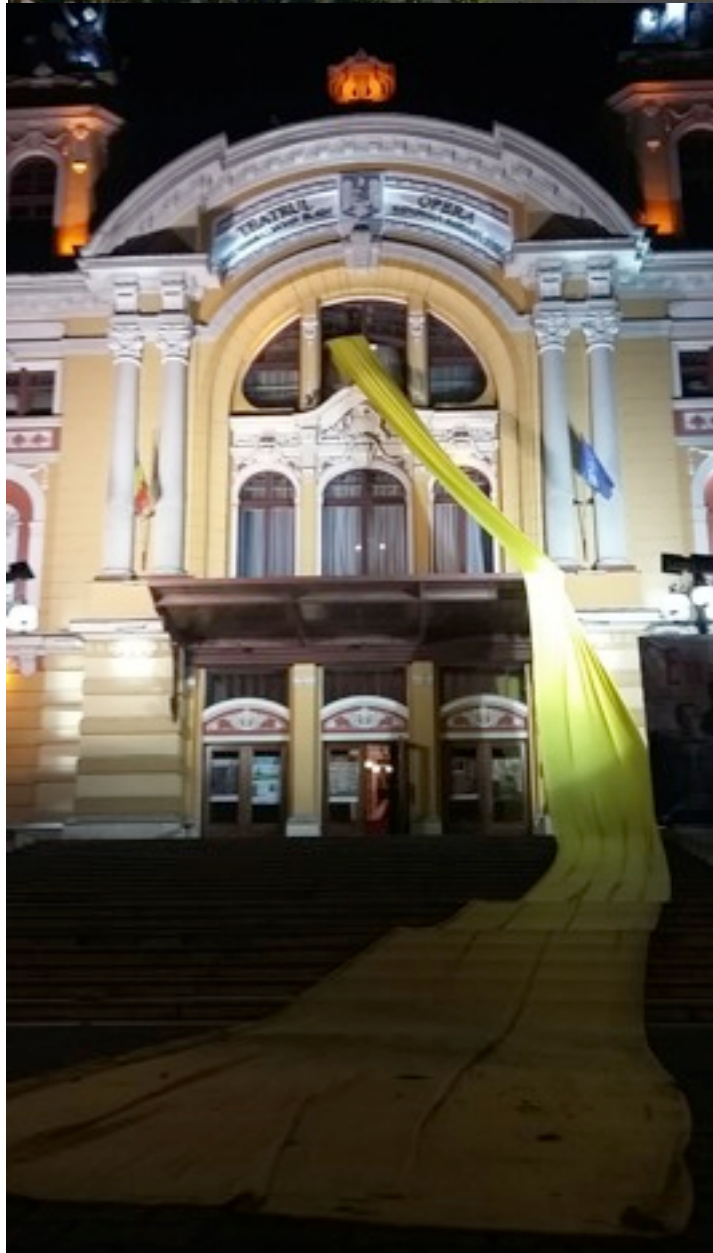
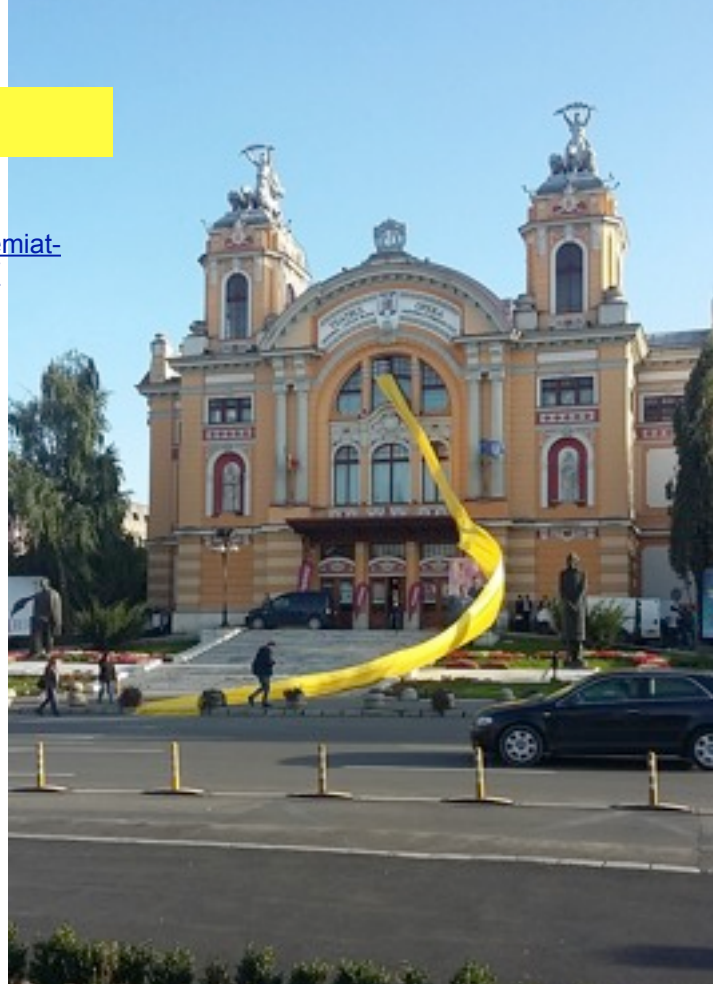
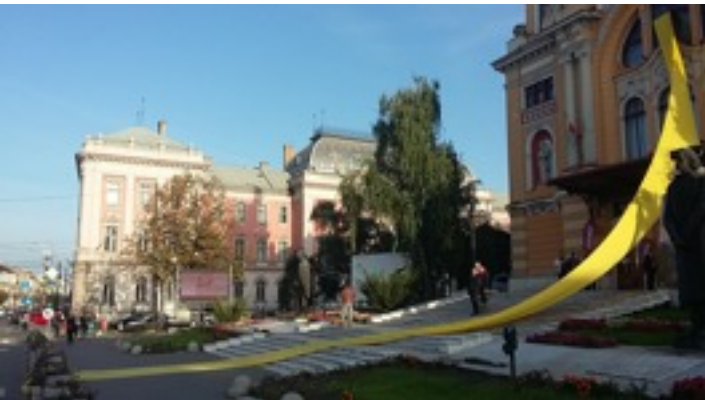
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Article of daily newspaper *Actual de Cluj*:

<http://actualdecluj.ro/ce-au-decis-judecatorii-de-afara-ca-merita-premiat-in-arhitectura-de-transilvania-bienala-mesajele-si-trofeele-de-2015/>



The National Theater welcomes the Gala evening of prize-giving. Presenting numerous ornamental signs and colors, it dominates the Avram Iancu Square. Yellow Street Pantone strengthens his verticality and marks its symmetry with a majestic carpet, connecting the street up to the cars, the pedestrians, the monumental staircase and flies away up to the upper foyer. The wind plays freely with the 30 meters long fabric as a vibrating string for the whole square.







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