



Chia, Colombia

fontanar

CENTRO COMERCIAL

ongoing

- ARCHITECTURE
- PLANNING
- GRAPHICS
- LANDSCAPE

site area | 34 acres / 14 hectares

total GBA | 753,200 sq ft / 70,000 sq m

client | Cimento

Mall Fontanar's sense of place builds from a compelling connection to surrounding parkland.

Chia is a suburb of Bogotá that represents significant buying power. It is also a quiet neighborhood community, consequently not an area that an architecturally exciting mall would be welcome. How to build a substantial project with a quiet footprint? By focusing on natural simplicity – a term not commonly used to describe retail centers.

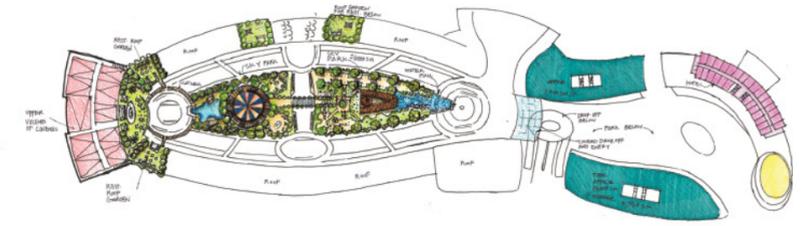
Rather than molding the mountain to the mall, DDG's clients wanted Fontanar to blend serenely with the existing topography. Every surface, restricted to a subtle palette, represents the natural beauty of the region: curvilinear forms and natural materials for

facade finishes distinguish the mall's exterior, and like the natural landscape, speak with a quiet voice.

DDG used deliberate simplicity in the architectural modeling. Rough- to smooth-surfaced stones transition upwards, solidly grounding the design – together they create an exterior that is visually strong but unassuming, and contemporary yet timeless. The natural connection extends indoors, where soaring atria, large open spaces, and exterior-style detailing give the mall's interior a memorable and distinctive outdoor sensibility.



The logo implies a sensitivity to Fontanar's setting by emphasizing the merging of regional ecology with a distinctive retail experience. The leaf pattern offers an enduring image for logo revisions.

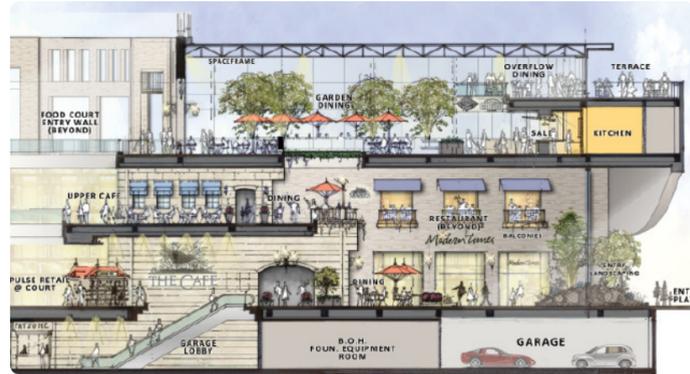


Fontanar is the first phase of a mixed-use development with a boutique hotel, office tower, health club, a hypermarket, state-of-the-art cineplex, and significant public parklands, as well as additional retail space.





SOUTH CROSS SECTION

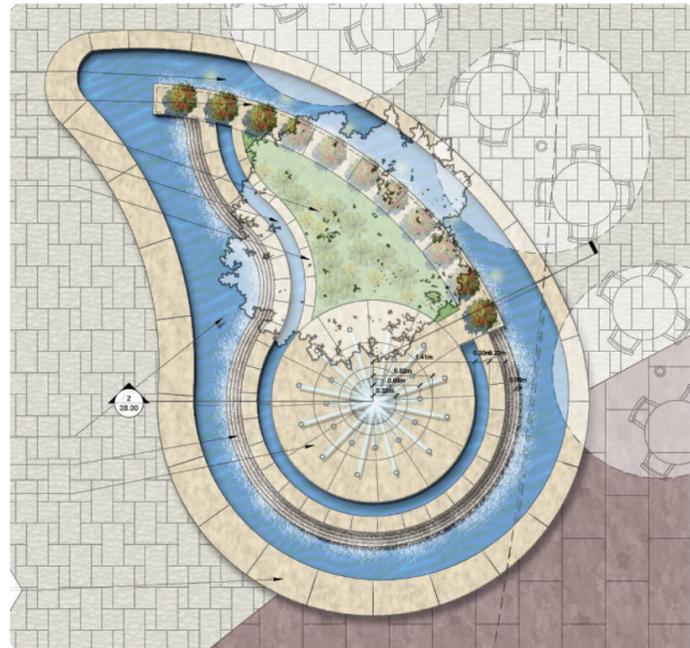


FOOD COURT CROSS SECTION

Rough, oversized materials and expansive interior spaces project a feeling of being outdoors.

Fontanar's color palette and surface appearances took their lead from indigenous features. Primary colors were excluded in favor of soft grays, greens, and warm earthy oranges and ambers which contribute to the mall experience: softer tones provide a comfortable ambiance. Natural illumination was also important to the indoor experience, so clerestory windows were used to maximize daylight throughout the space.

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Water features – typically used for visual impact – offer yet another opportunity for visitors to connect with the outdoors. Final designs include generous rock ledges where people can experience the water features at close range.



The project's eco-connection begins with its integration with the natural environment and extends to the interior, which offers a welcoming place to relax in a safe atmosphere. Day-long exploration of the center's parkland is encouraged and a sense of adventure is communicated via the project's wide interior

pedestrian bridges that cross the heavily landscaped atrium of the mall. Additionally, Fontanar's outdoor park environment extends inside to a children's play area, where Coco the bull monkey welcomes families to a jungle-themed food court and community party room; all opportunities for a high level of design detail.



All wayfinding elements have layered designs. Wood grains and Corten steel offer warmth, while lower-case fonts contribute to an approachable, friendly experience, and reference the building's architecture via a wave element and frosted etched glass. The signage and graphics package – which is consistent from approach signage to interior wayfinding – combines all elements for a memorable experience.