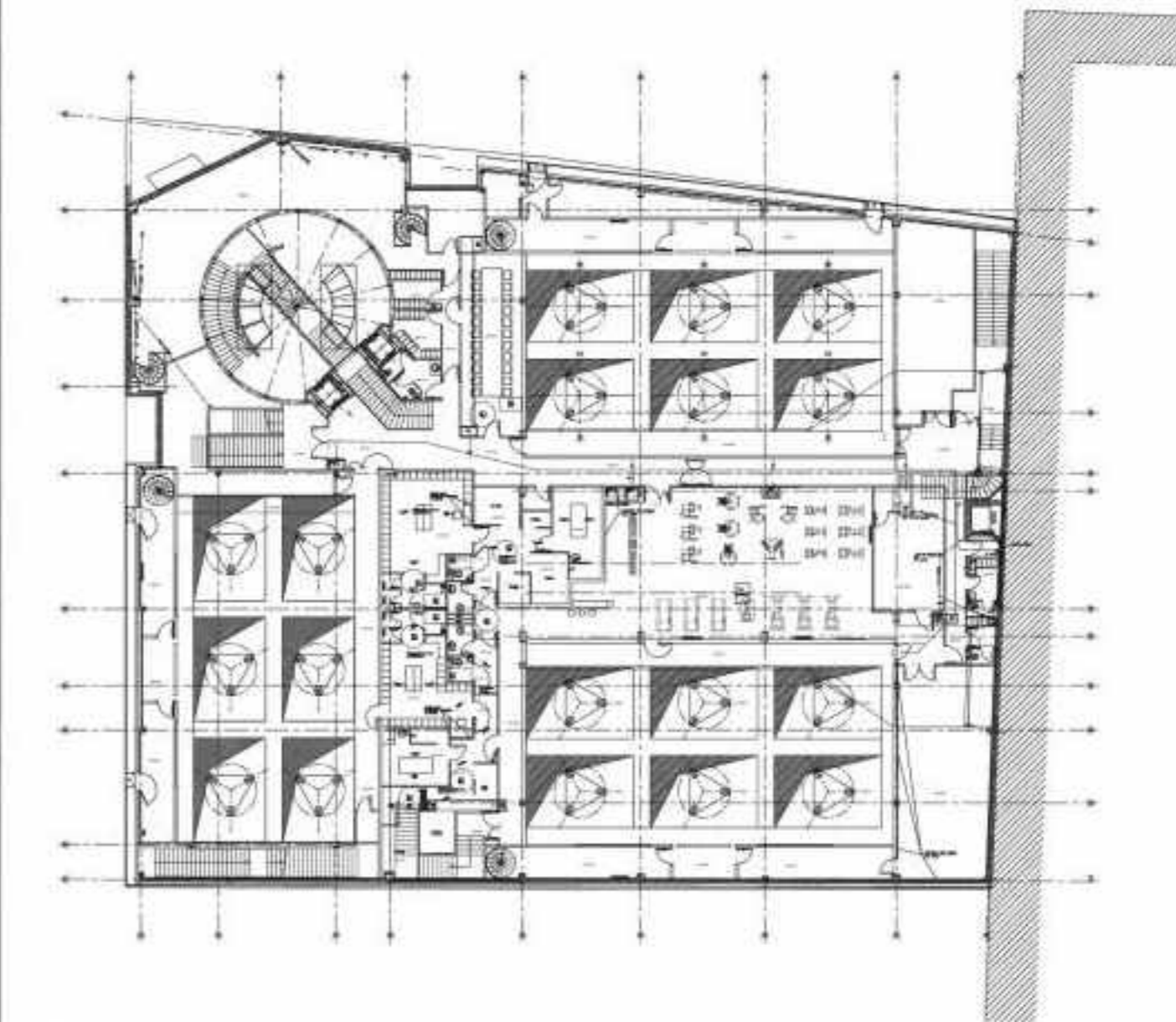




# I-WAY

Lyon, France, 2008  
Agence Cyrille Druart

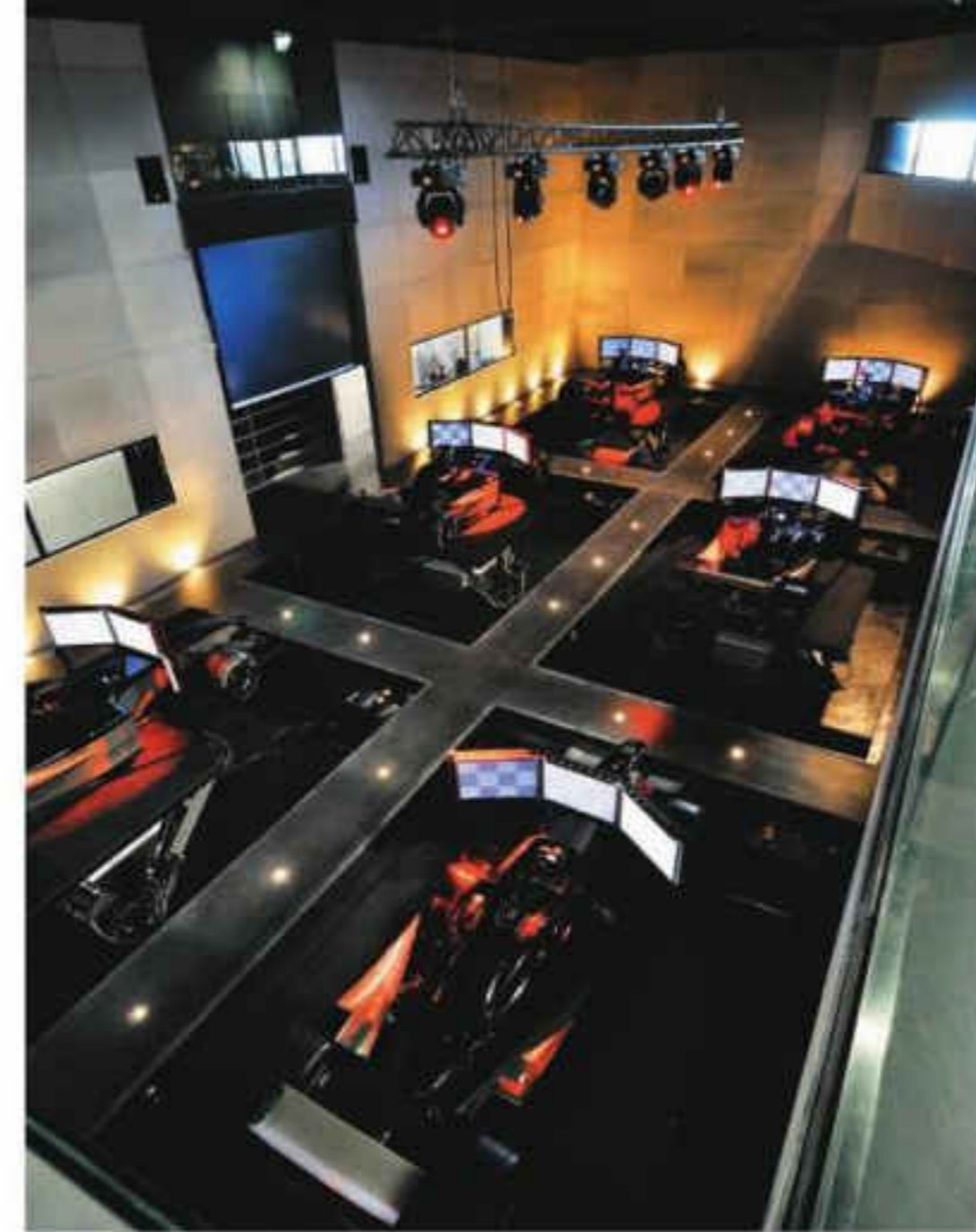
Inaugurated in July 2008 in Lyon, France, I-WAY is a building devoted to automobile simulations inspired by the aeronautics industry. The structure is laid out on three levels and there are three simulation zones (Formula 1, Endurance, Rally/Touring) as well as a fitness room, an alcohol-free bar that features a 10-metre counter made of Corian, like most of the furniture, a bar/restaurant lounge with terraces, two conference rooms, meeting rooms and offices. A total of 18 vehicles are also on display. The main activities are located on the first floor, including the simulation zones that are conceived as empty concrete cubes. The designer Cyrille Druart (born in 1980 in Paris) describes the structure as an 'impenetrable box' that willfully hides its functions. He states, 'It is a box that collapses and huddles in a heap during the day and comes to life at night thanks to its lighting, through a rigid plastic skin. Based on a centripetal design, the building focuses inward on itself.'



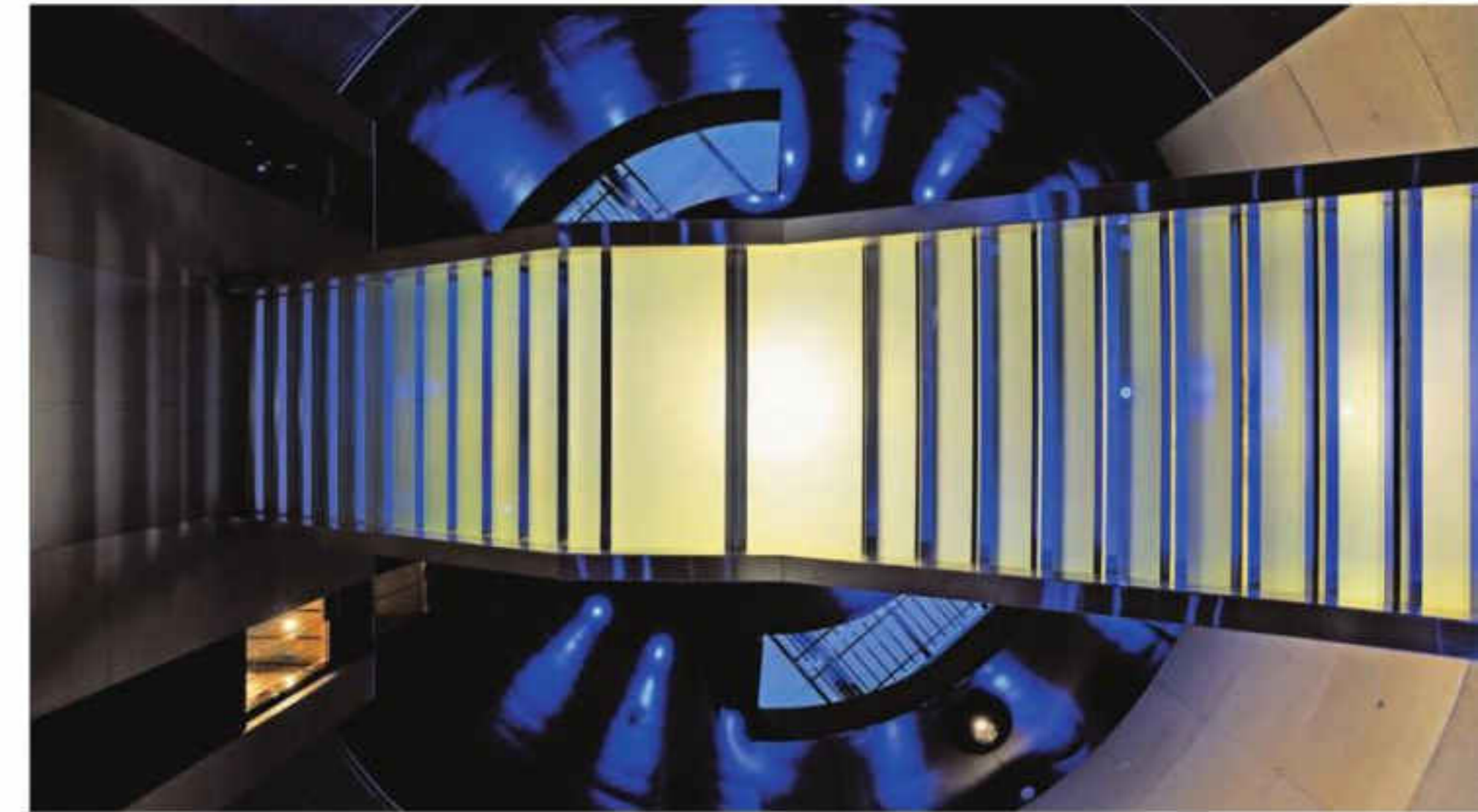
1 First floor plan 2 The exterior of the I-WAY building contrasts black and white blocks



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3 Simulators set up in racecar replicas 4 A walkway provides access to the simulator spaces 5 Formula One race simulators aligned in I-WAY 6 The Lounge Bar with a 4-metre truncated cone in black Corian and restaurant offering gourmet food 7 The massage room with heated Corian tables designed exclusively for I-WAY 8 The White Bar with a 10-metre long white Corian bar



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