

WEST LONDON VOLKSWAGEN, BRENTFORD
ARCHITECTURAL PROFILES LIMITED



West London Volkswagen with Metal Envelope by Architectural Profiles Ltd.

“Behind every good wall there is a good support system” ... in this case StrongBak™. StrongBak™ is the structural steel support lining from Architectural Profiles Limited and it sits behind a 230 square metres Living Wall with its 22,000 plants and auto-irrigation system. It is behind the Alucobond Rainscreen on the super-high VW Tower. It is also the internal face of the customer car parking areas, and it supports the bespoke embossed and perforated and APL louvre panels which were also produced for VW by Architectural Profiles Limited.

The relatively small site meant that the dealership needed to be multi-storey and the site constraints demanded an innovative design.

Following extensive concept development, an optimum solution was identified where customers drive to a dedicated first floor car park and then enter the showroom directly. Pedestrian only entrances are located on both sides of the building.



Just three of the profiles and panels integrated into the metal envelope

Architects Bond Bryan say, "From the outset the building was designed to incorporate the latest technology and the building materials used contributed to a BREEAM 'excellent' rating. All the APL installed systems are non-combustible being mounted on steel sub frames and all cavities filled with stonewool insulation.

The new West London Volkswagen is in Brentford, sitting alongside the Chiswick Flyover. It is VW's flagship dealership retail centre which is understood to be one of the largest in Europe and APL are proud to have been so integral in its construction through the close working relationship with architects Bond Bryan.



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