



## Ford Direct Stevenage

Client: Ford Direct Stevenage Year of Completion: 2004

Architect/Designer: Derrick Wade Waters Main Contractor/Customer: City and County Construction

For a Ford showroom in Stevenage, Architen Landrell was asked to design, manufacture and install a conical tensile canopy to cover an octagonal shaped steel framed glazed area where cars were displayed.

The design of this canopy was carried out by Architen Landrell as the recognised suppliers of tensile fabric canopies for Ford Direct. Throughout the design process, Ford was fully involved, and the project became a collaboration of the two companies.

At Stevenage a single conical structure made from Silver PVC coated polyester fabric was installed. The canopy itself was a large structure, spanning 24m in diameter and standing 14m tall, supported by a stainless steel mast in the centre and several smaller masts around the outskirts.

The installation of the large mast was not straightforward, and a fifty tonne crane was adopted to lift the mast and lower it carefully through the small opening in the showroom ceiling.

The silver fabric cone provides a beautiful canopy for the cars below and shows the luxury that Ford strives to exude with its cars and showrooms.

**Location:**  
Stevenage, UK

**Category:**  
Exterior

**Market Sector:**  
Retail  
Transport

**Scope Of Works:**  
Design  
Engineering  
Manufacture  
Project Management  
Install  
Steelwork

**Fabric Type:**  
PVC - Fabric

**Design Style:**  
Conic

**Function:**  
Weather Protection  
Roof