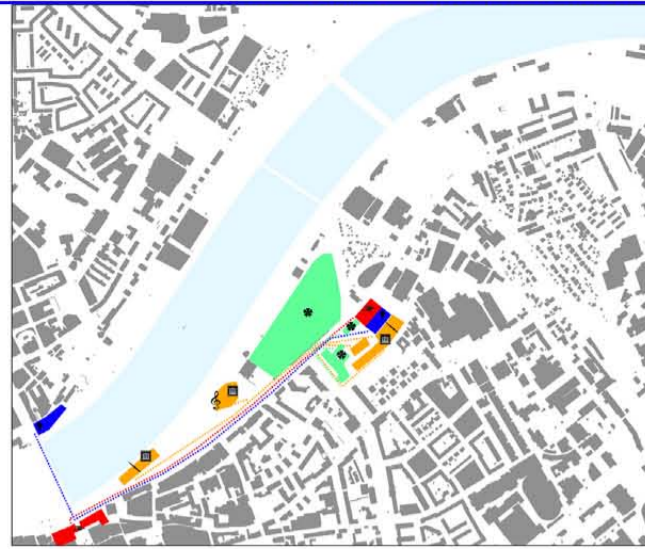
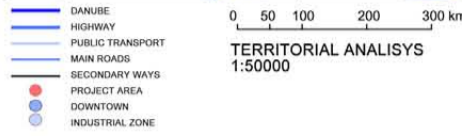
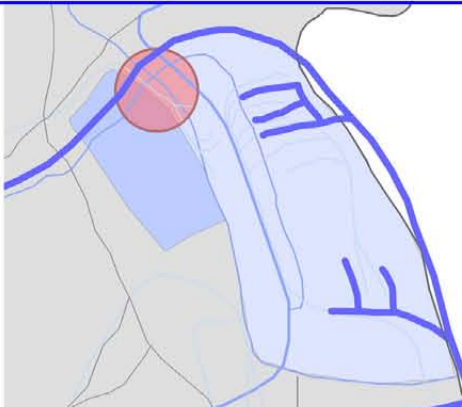


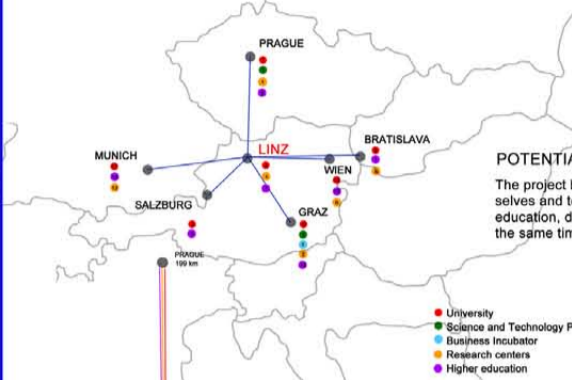


PROJECT AREA

The choices on new functions have been dictated by some considerations at urban scale: Linz is a medium-small city, whose endowment of services and infrastructures offers interesting possibilities of implementation and economic raising.

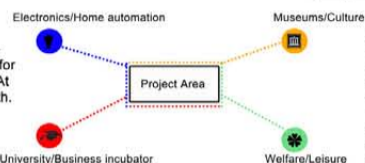


URBAN ANALYSIS 1:10000

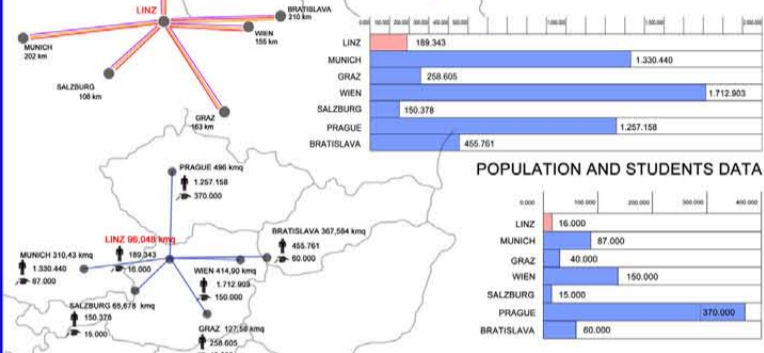


POTENTIAL AND RESOURCES ANALYSIS

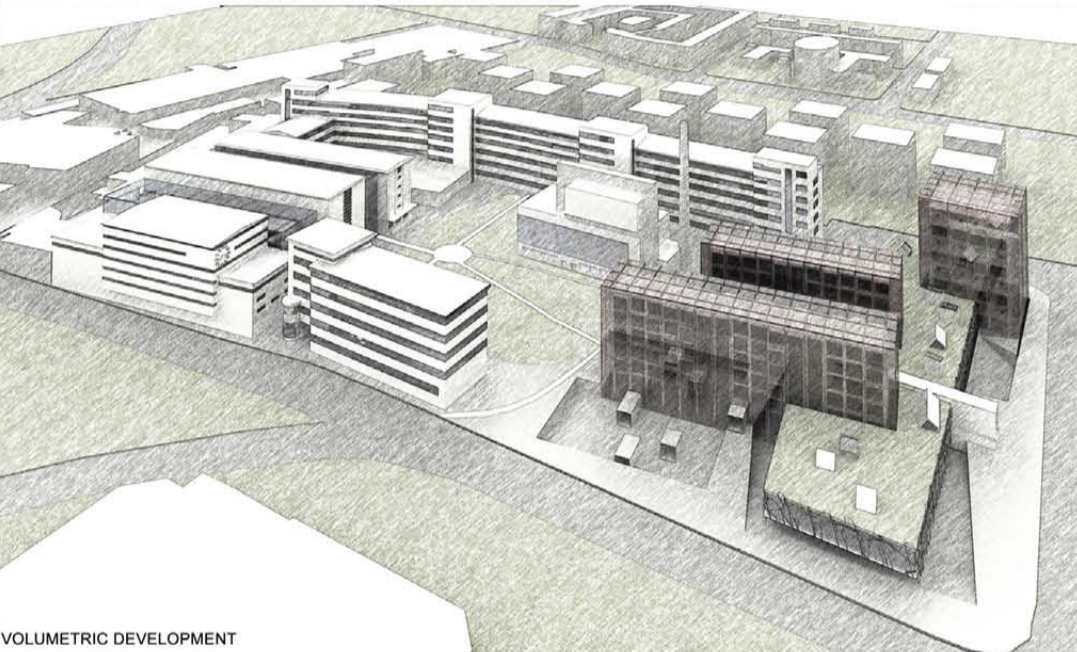
The project builds a place for young people that want to form themselves and to develop here some new enterprises, offering spaces for education, development of the ideas and research and enterprise. At the same time it already aims to young people present and in growth.



Concept takes form beginning from reflection on the whole area in reference to urban context and in comparison to its intrinsic architectural, historical and cultural qualities. Compared to the widest urban zone, area strategically places in interesting position: to borders of consolidated industrial area distributed along trade port situated to east, complex of the manufacture is set as aspired waiting for to be reinstated. The new system comprises temporary dimension and a stable one, setting the attention on all the aspects of the urban ecosystem: people, growth, comfort, environment. This way it is born the functional program we suggest: creative / productive pole, somewhere to live, to work, to have good time. A sustainable city to 360°.



POPULATION AND STUDENTS DATA



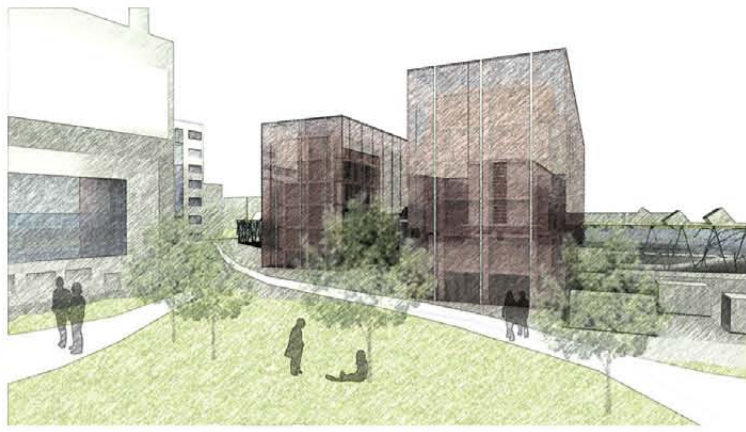
VOLUMETRIC DEVELOPMENT



The development's process that has invested the whole urban organism, has maintained in the time tendency to the new appropriation and consequent retraining of riverside's area, gradually watching conversion of industrial vocation in cultural vocation: nearby Concert Hall, Ars Electronica Center, university of Design manifest a particular urban attention to cultural development and territorial raising. Besides, strong infrastructures' presence makes easy to attain area from rest of the city. The river park's proximity represents a chance to restyle the whole area with attention to environment.

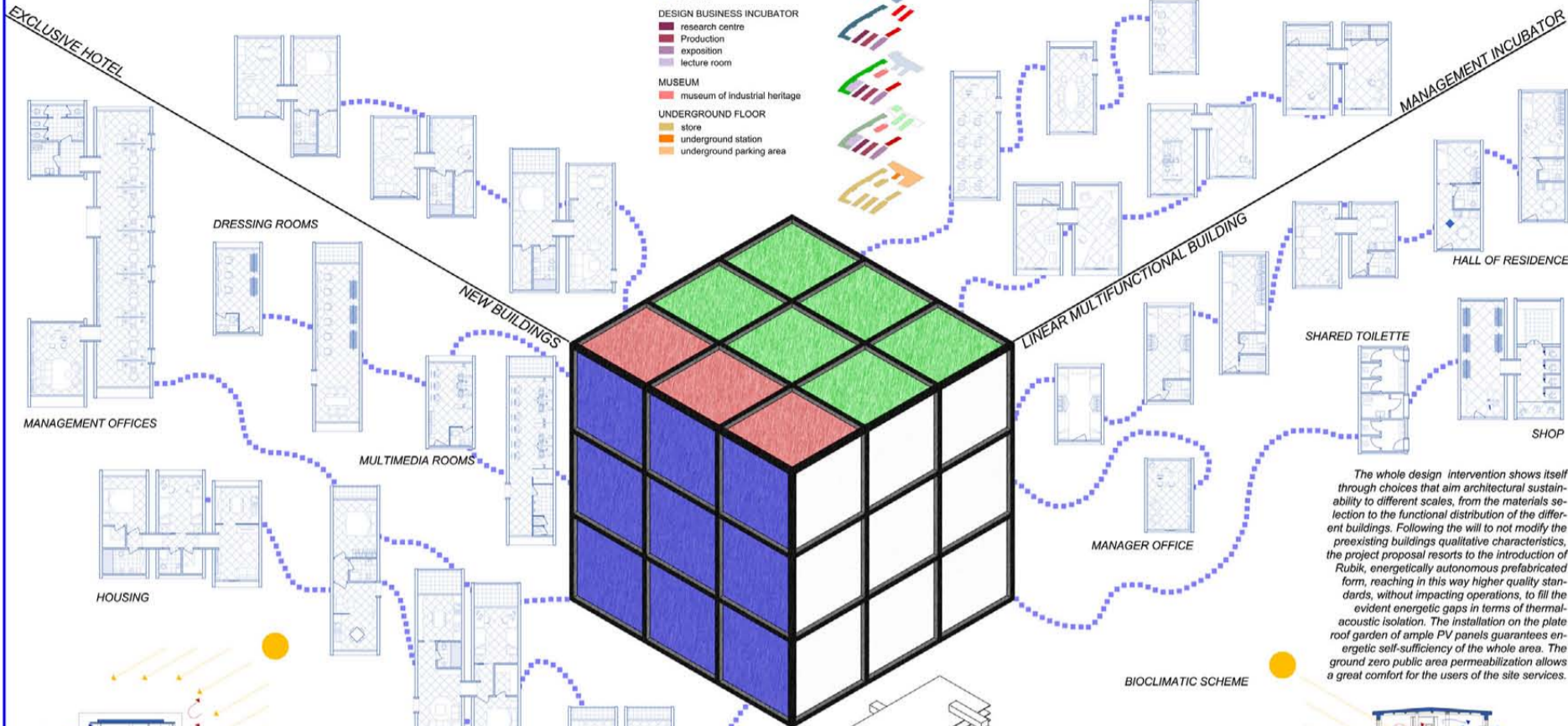
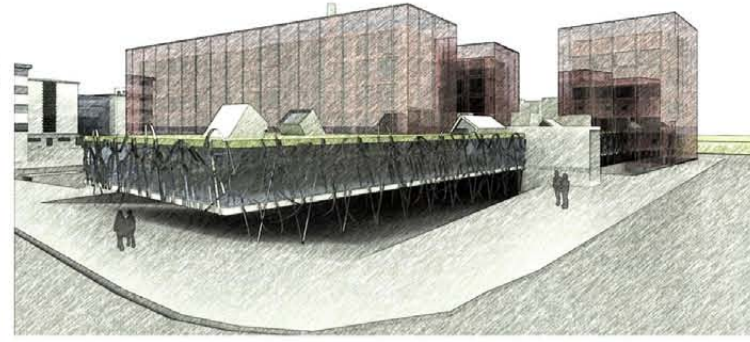
The particular industrial complex's configuration is based on concept of enclosure with strong architectural gesture of building-stick which gives a precise orientation of composition: structural metrics defined in this way marks the whole plan. Composition's rule of reiteration of discreet elements, typical of industrial productive trial, is core issue of the project "simple and extended" of this complex. In the 1930 original version, Behrens gives great emphasis to longitudinal development of building-stick and its meaning of infinite space, defining in this area a door toward city, and at the same time pursuing a great organicity on front overlooking riverside through planning of administrative building in angle. Interpreting following historical moments that have modified as soon as area, accretions built in the years '80 have disfigured settlement's philosophy of the whole complex, not answering to architectural aspirations of the original project. In this sense, planning suggestion tries to recompose figuratively ex-industrial complex articulating buildings and open spaces to give back balance to the whole site.

MASTERPLAN SCALE 1:1000

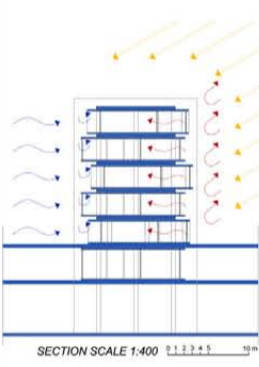


These same parallelepiped units, proposed in existing buildings as much as in the new ones, represent leit motif of the whole project: this plan of prefabricated unit shows the value that possesses architecture in choice of materials, coatings and design. In this prefabricated building in fact coating, mechanical parts, electric system etc. are all interdependent so that to be easily dismantled and recycled. The principle of repetition of few and simple elements becomes planning act once more. Existing buildings are re-projected in metaphor of shrine to put in versatile and flexible uses of contemporary city.

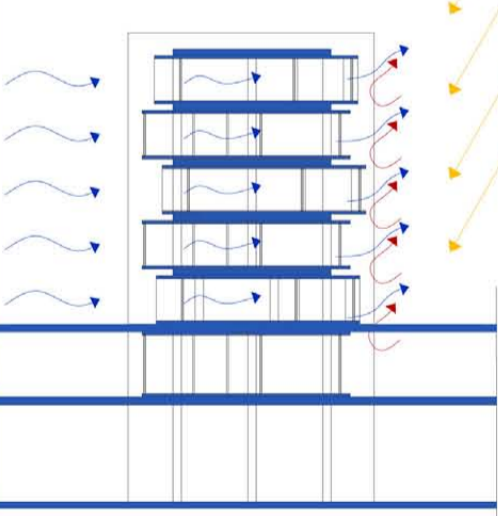
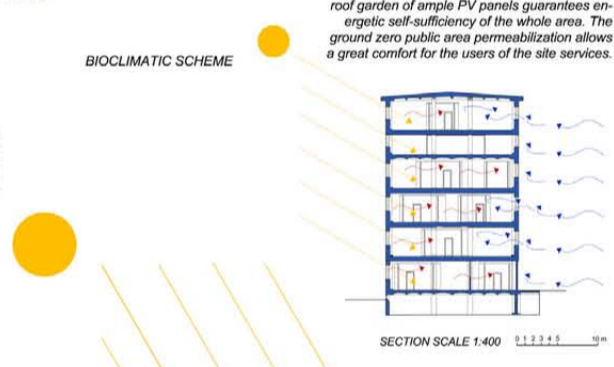
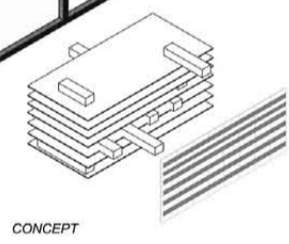
- HOUSING**
  - hostel
  - hall of residence
  - young couples house
  - common area - exclusive hotel
  - rooms - exclusive hotel
  - housing
- TRADE**
  - shopping mall
  - mega store
  - shopping area + underground
- OFFICE DISTRICT**
  - office
  - manager office
  - Studios
- DESIGN BUSINESS INCUBATOR**
  - research centre
  - Production
  - exposition
  - lecture room
- MUSEUM**
  - museum of industrial heritage
- UNDERGROUND FLOOR**
  - store
  - underground station
  - underground parking area



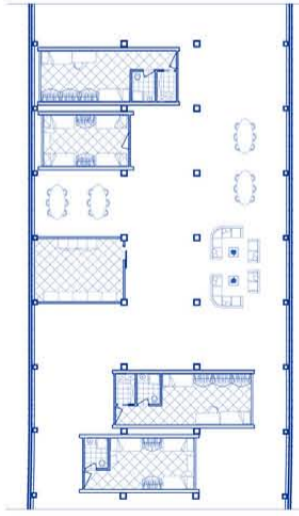
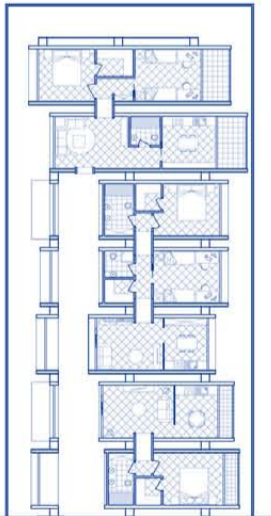
The whole design intervention shows itself through choices that aim architectural sustainability to different scales, from the materials selection to the functional distribution of the different buildings. Following the will to not modify the preexisting buildings qualitative characteristics, the project proposal resorts to the introduction of Rubik, energetically autonomous prefabricated form, reaching in this way higher quality standards, without impacting operations, to fill the evident energetic gaps in terms of thermal-acoustic isolation. The installation on the plate roof garden of ample PV panels guarantees energetic self-sufficiency of the whole area. The ground zero public area permeabilization allows a great comfort for the users of the site services.



BIOCLIMATIC SCHEME

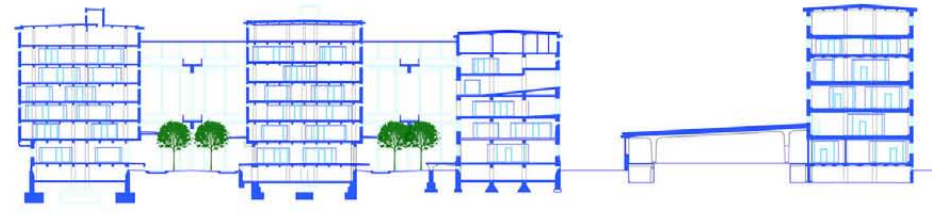
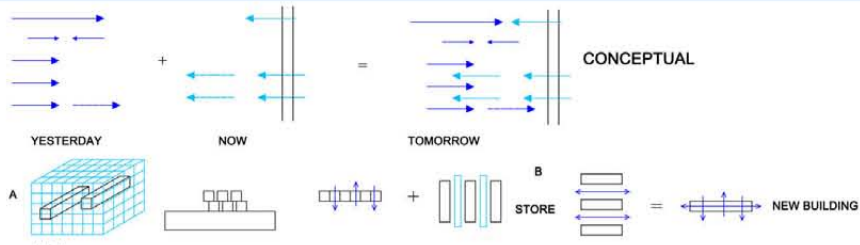


PLAN AND SECTION SCALE 1:200 0 1 2 3 4 5 10m



PLAN AND SECTION SCALE 1:200 0 1 2 3 4 5 10m





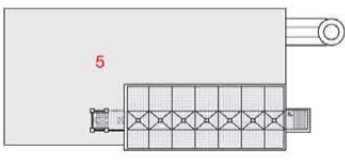
The philosophy of our planning suggestion is to preserve and to enhance historical and cultural pre-existent buildings, planning new interaction with urban context. For these reasons, the project of the whole area takes back existing rhythmic contrasting to primary geometric position, identified by longitudinal building's strong direction, an element that designs the limit of the area and at the same time it marks city entrance from northern front near the river. In architectural scale, existing buildings will preserve intact their external aspect, also their functions will be internally changed: to wish to preserve the external wrap it is contrasted action to insert internally small cells, planning their size on escort of the existing structural step, whose plan articulation will allow great flexibility in functions and ample versatility in aggregative schemes.



- 1. auditorium
- 2. linear building
- 3. store
- 4. toilets and service
- 5. museum
- 6. rails
- 7. warehouses
- 8. manager's office
- 9. classrooms
- 10. workrooms
- 11. urban horticulture
- 12. workshop
- 13. show floor
- 14. stairs and elevators
- 15. hall
- 16. reception
- 17. bar
- 18. restaurant
- 19. kitchen
- 20. offices
- 21. dining hall
- 22. technical compartment
- 23. relax area
- 24. newsroom
- 25. dressing room
- 26. rehearsal rooms
- 27. exhibition hall
- 28. footbridge
- 29. post production room
- 30. multimedia room
- 31. cloakroom
- 32. auditorium / cinema

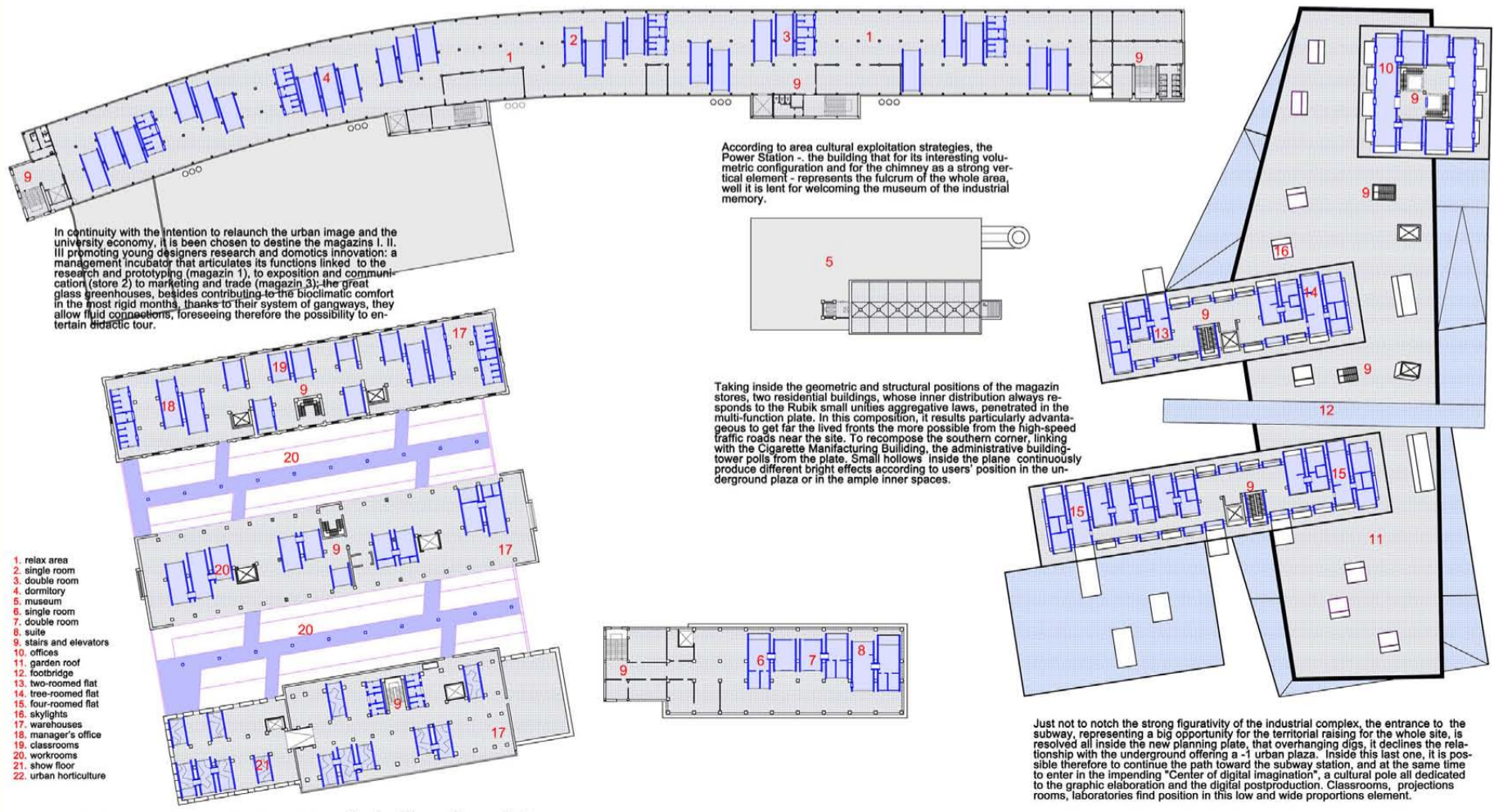
Many are the possible city users of the whole complex: citizens, families, students, young people and tourists. The game of the volumes redefines a multiplicity of open spaces in which the green texture is interrupted only to underline the old platforms of the ex-manufacture and the line projection of the subway and to mark its presence on the ground zero. In this manner, according to the spatial articulations of each building, the project team has tried to guarantee the principle of the functional mixité, placing specialistic functions side by side to different residential typological declinations. In the project, it's possible to contain a huge variety of houses: from the temporary residences for tourist- (youth hostel in the old Cigarette Manufacturing Building, and a 5 stars hotel in the Pipes Tobacco Factory) to students' houses, up to designate a conspicuous quotient for single and young couples housing.

According to area cultural exploitation strategies, the Power Station - the building that for its interesting volumetric configuration and for the chimney as a strong vertical element - represents the fulcrum of the whole area, well it is lent for welcoming the museum of the industrial memory.



Taking inside the geometric and structural positions of the magazin stores, two residential buildings, whose inner distribution always responds to the Rubik small unities aggregative laws, penetrated in the multi-function plate. In this composition, it results particularly advantageous to get far the lived fronts the more possible from the high-speed traffic roads near the site. To recompose the southern corner, linking with the Cigarette Manufacturing Building, the administrative building-tower polls from the plate. Small hollows inside the plane continuously produce different bright effects according to users' position in the underground plaza or in the ample inner spaces.

In continuity with the intention to relaunch the urban image and the university economy, it is been chosen to destine the magazines 1, 11, 17 promoting young designers research and domotics innovation: a management incubator that articulates its functions linked to the research and prototyping (magazin 1), to exposition and communication (store 2) to marketing and trade (magazin 3), the great glass greenhouses, besides contributing to the bioclimatic comfort in the most rigid months, thanks to their system of gangways, they allow fluid connections, foreseeing therefore the possibility to entertain didactic tour.



- 1. relax area
- 2. single room
- 3. double room
- 4. dormitory
- 5. museum
- 6. single room
- 7. double room
- 8. suite
- 9. stairs and elevators
- 10. offices
- 11. garden roof
- 12. footbridge
- 13. two-roomed flat
- 14. tree-roomed flat
- 15. four-roomed flat
- 16. skylights
- 17. warehouses
- 18. manager's office
- 19. classrooms
- 20. workrooms
- 21. show floor
- 22. urban horticulture

Just not to notch the strong figurativity of the industrial complex, the entrance to the subway, representing a big opportunity for the territorial raising for the whole site, is resolved all inside the new planning plate, that overhanging digs, it declines the relationship with the underground offering a -1 urban plaza. Inside this last one, it is possible therefore to continue the path toward the subway station, and at the same time to enter in the impending "Center of digital imagination", a cultural pole all dedicated to the graphic elaboration and the digital postproduction. Classrooms, projections rooms, laboratories find position in this low and wide proportions element.