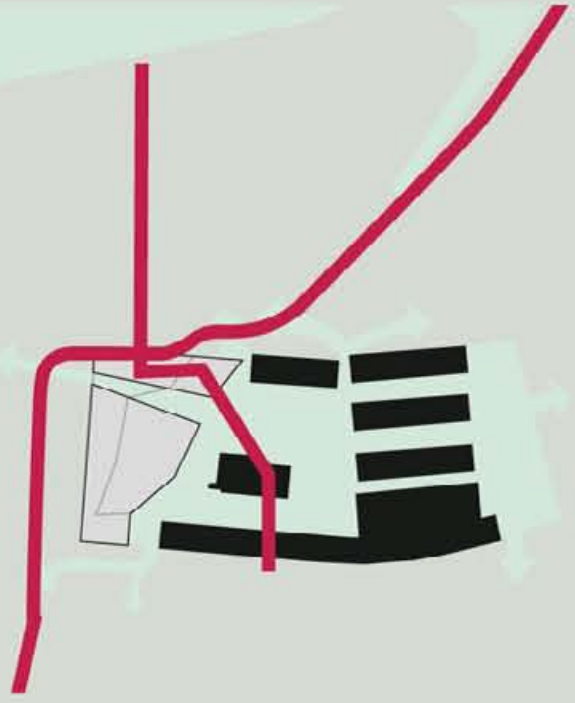
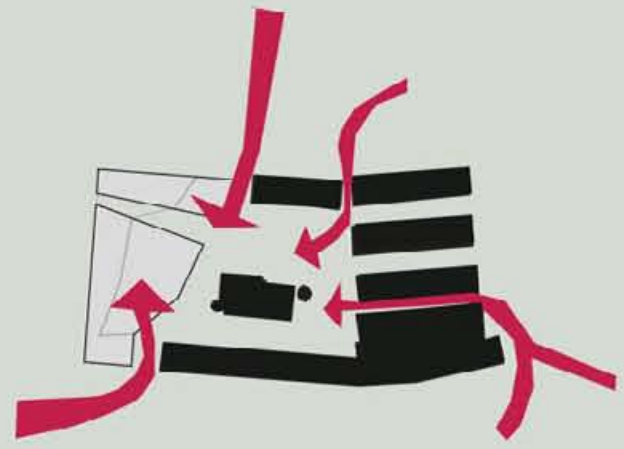


shared use / connectivity



connectivity

- elevated tramway with station on the site (second floor). visual connections and encounters with the site
- bridges between the donaulände and buildings of the tobacco factory
- foot – and bicycle paths to and through the tobacco factory
- park and ride at the intersection of motorway and tramway



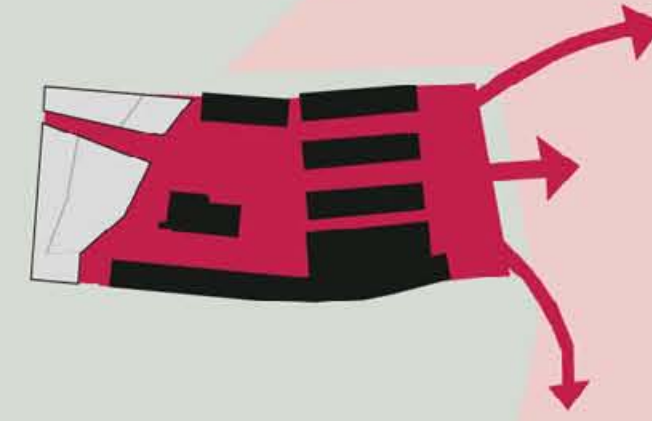
shared use

- urban activities living, working, leisure, recreation, supply and mobility are combined
- a common ground is created. traditional divisions are replaced by an open and dynamic model
- shared use and more possibilities for communication form the background for innovation



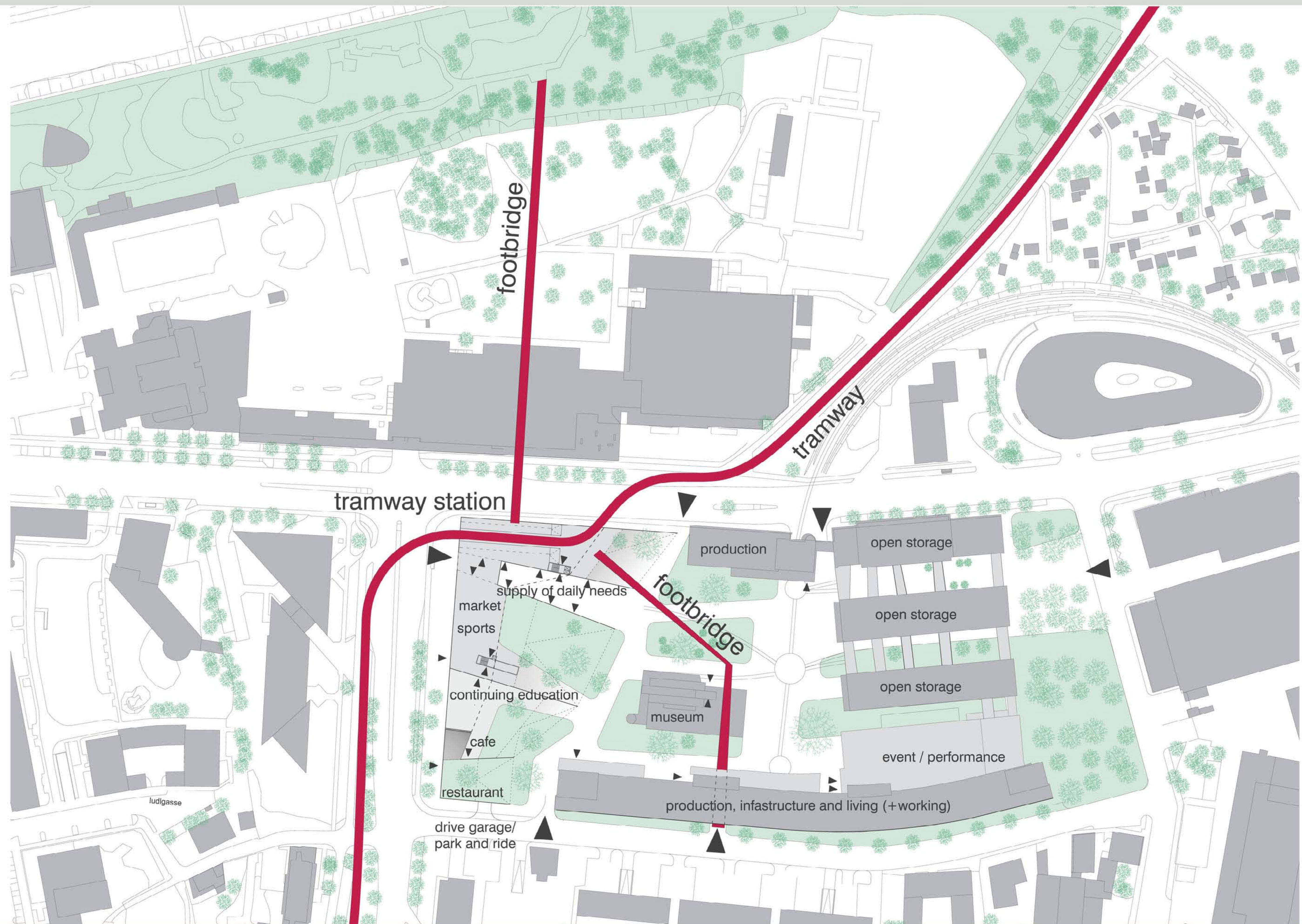
extension

- common ground as new quality for surrounding areas
- existing, surrounding activities are upgraded. they move into an attractive location and create new potentials for development



expansion towards east

- the tobacco factory opens towards east and becomes test ground for future urban developments
- the industrial area at the danube is opened for new activities
- higher quality of life! overloaded landstrasse and urban sprawl is challenged



interchangable stages of development



tramway

- partial demolition of buildings from 1983 (with or without construction of bridges)



hill

- complete demolition of buildings from 1983 (with or without construction of bridges)



magazines

- demolition of connecting buildings
- development of spaces in between
- development of new use



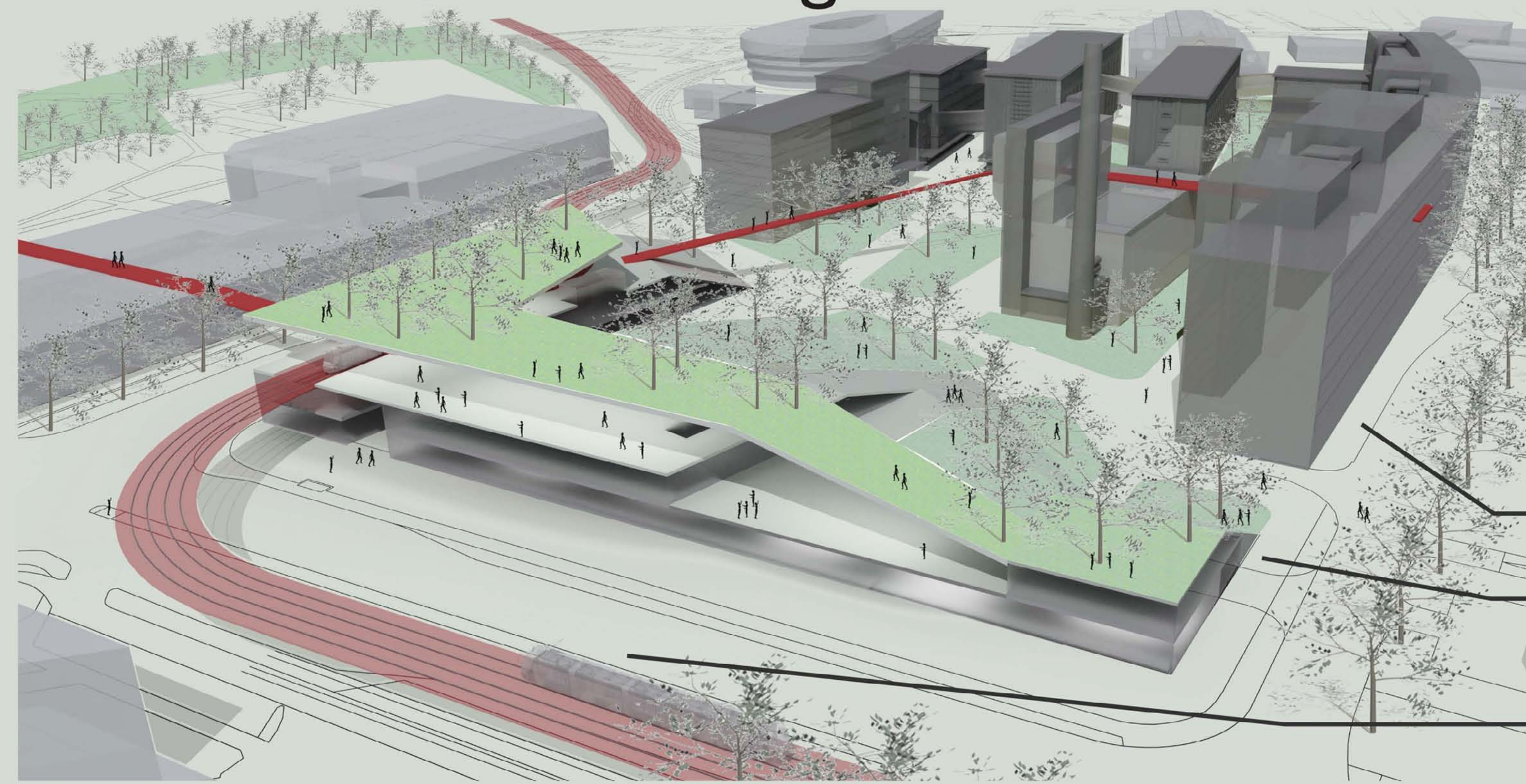
expansion towards east

- acquisition of land parcels along holzstrasse
- integration of the meat market hall
- opening up for the city development towards east
- park

shared use / common ground

concept

linz gets a new type of urbanity based on extended shared use and common ground principles. themes and usages relevant for linz and the tobacco factory are combined at the site. by removing the division between centre and periphery, and with it between living and working or culture and identity their localization at the site can be constantly renegotiated. the site remains open for development. this creates a dynamic and culturally open model for a complex reality.



conversion

hill / free space

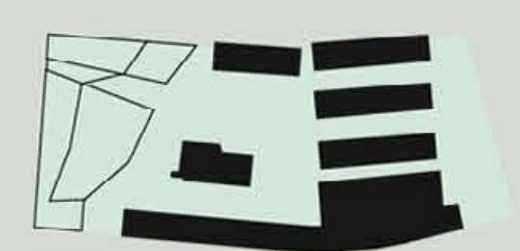
tramway / bridges



ground floor 1/500

10m

localization



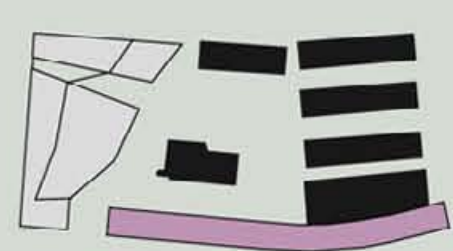
open space

- the open space connects programs within the area and creates penetrability of the site.
- the three-dimensional landscape can accommodate various activities hence supports the development of a public.
- the combination of yard and hill creates a site specific identity.



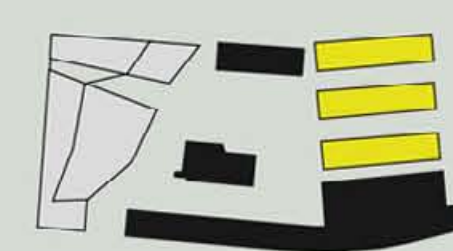
hill

- provides new space for programmatic extensions.
- multiple connections with the yard and the town make the hill the central interface.
- activities associated with public or high frequency: library, shops, gastronomy,...



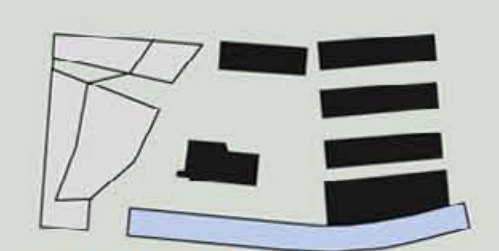
production

- activities associated with production: technology, creative industries, education, civil society, ...
- the vertical development makes the programmatic diversity / instability perceptible at the ground floor.
- the public ground floor together with common infrastructure and supplementary activities functions as urban foyer.



open storage

- activities associated with storing. storing is explored with regards to its contemporary relevance.
- complementary activities (museum, theatre and workshops) are added.



living

- building 1 offers unique living opportunities in the town centre. lofts with roof terraces for self-finishing from 30 sqm upwards.
- the programmatic addition activates the site 24/7.
- the semi-public third floor together with common infrastructure and supplementary activities functions as indoor 'wohnstrasse'.

shared use / conversion



behrens linearity

based on principles of 'neuen sachlichkeit' identity of architecture was derived from the production process. the selection of structural concepts and materials was based on utilization. behrens named intended use, raw material and technology coefficients of friction for the new design.

meaning

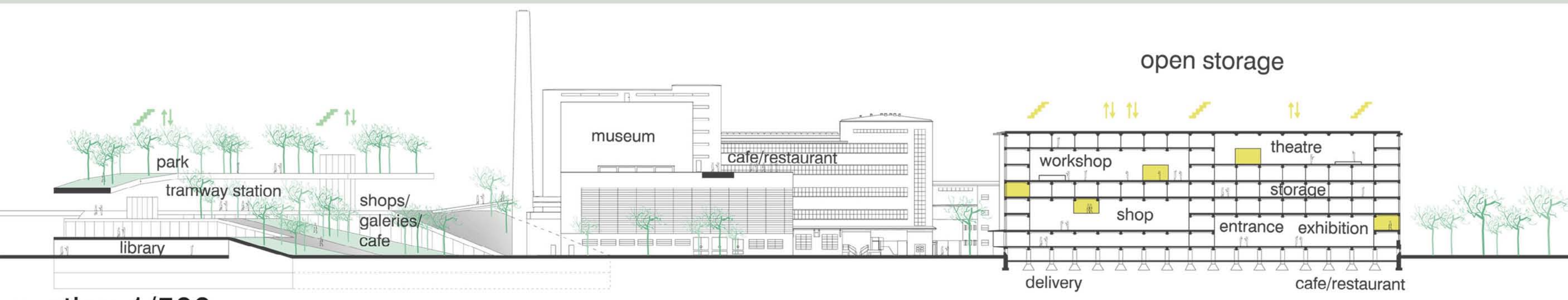
the tobacco factory was deprived from the original intended use. the modernist architecture is emptied of meaning.

addition

the modernist linearity is broken up by additional vertical connections, which enhance the complexity of the buildings.

conversion

new modes of productions alter the architecture. new usages position the presence in a lively relationship with the past.



section 1/500



1. floor 1/500

1. and 2. floor

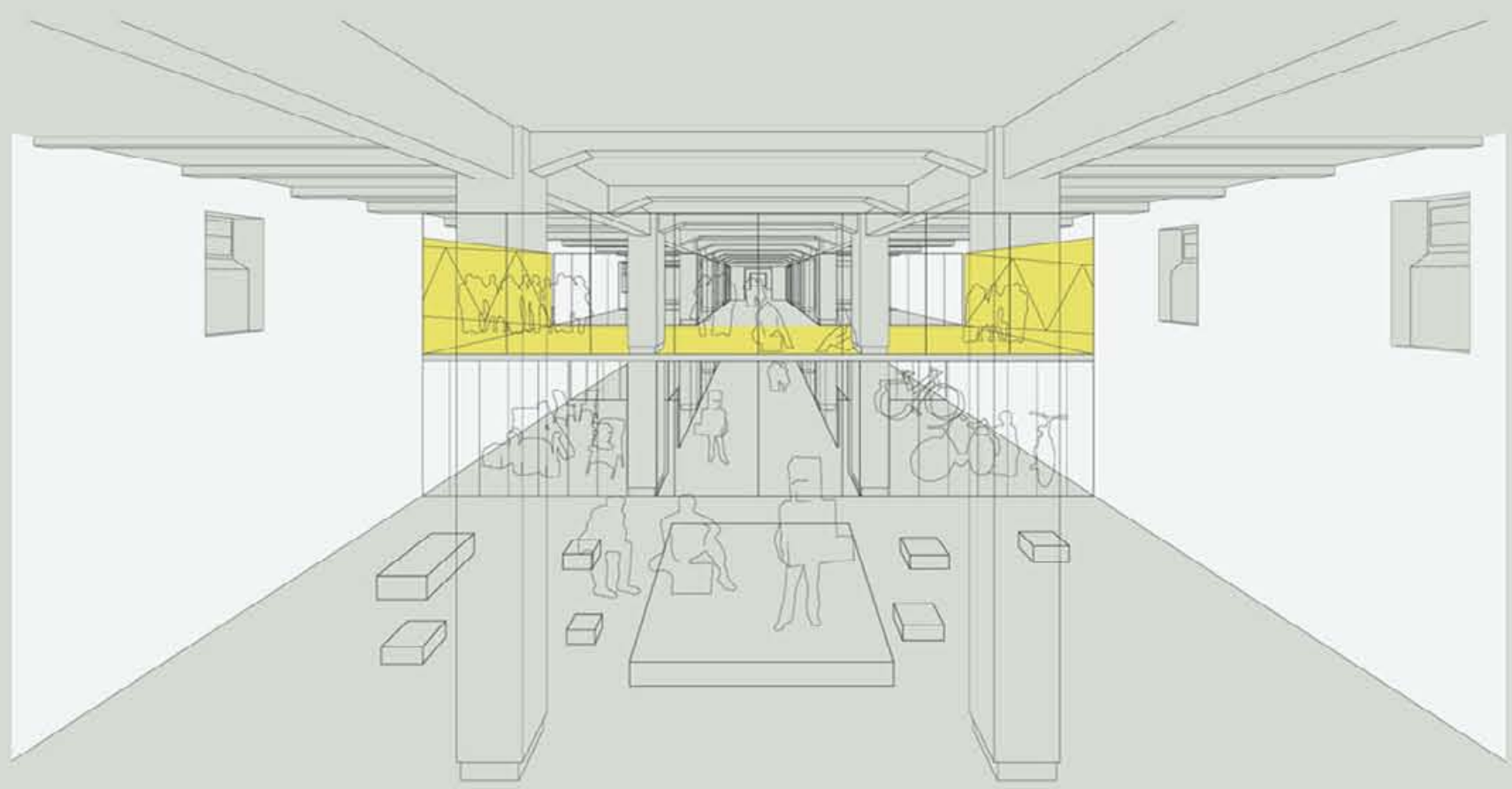
3. floor

4. floor

5. floor

open storage

- storing + museum subjective, globally oriented CVs lead to an increased demand for storing - self storage. a viewable storage depot provides insights into the private collection of others.
- storing + theatre abandoned storages used as stage props for reenactments - play with / search for identities.
- storing + workshop utilizable objects from abandoned storages are sorted out, repaired and put on sale.



section 1/250

