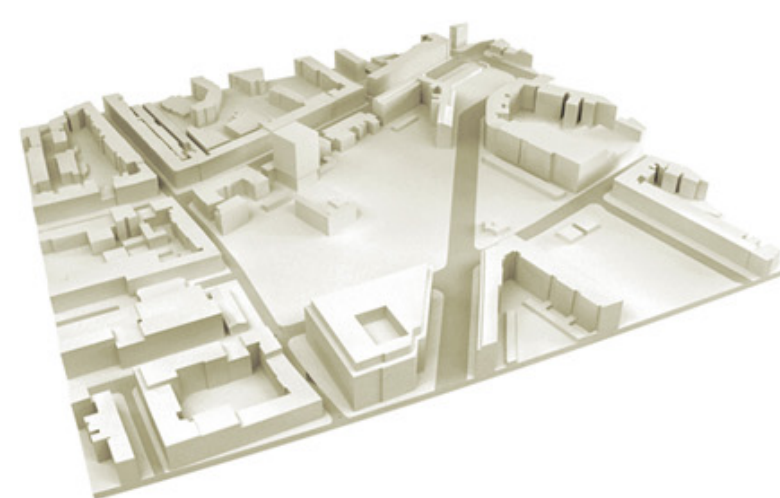
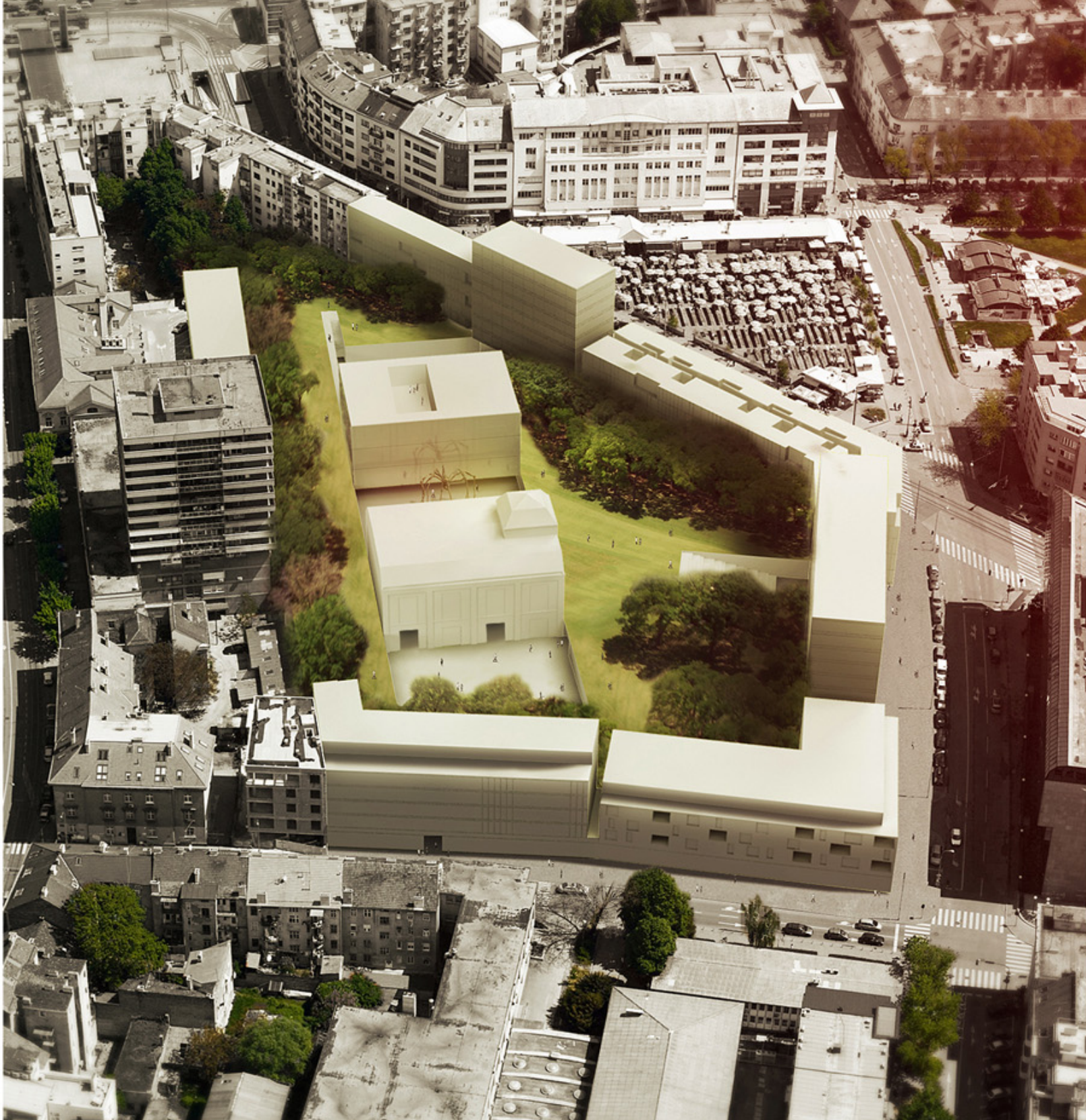
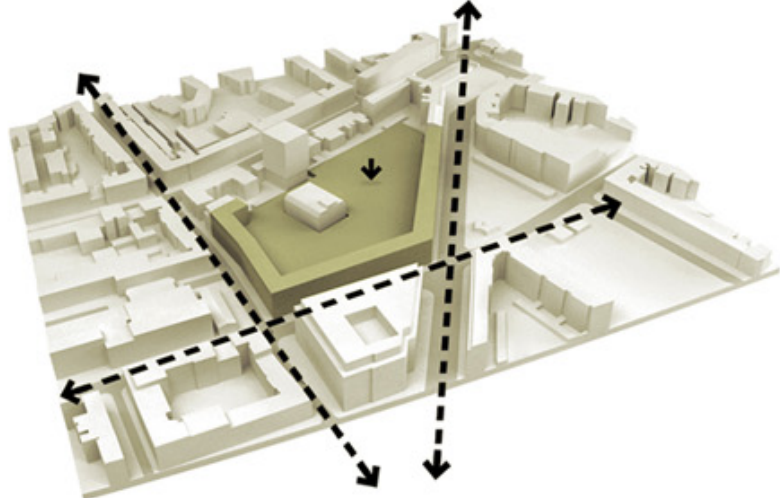


BADEL BLOCK ZAGREB

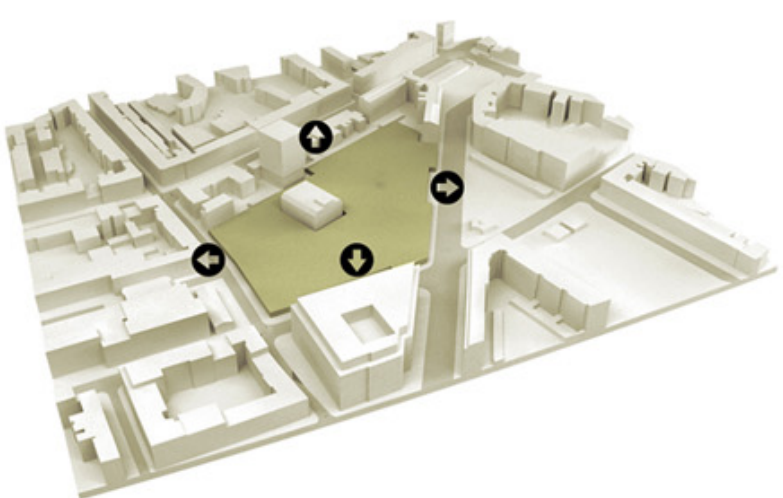
COMPETITION
URBAN-ARCHITECTURAL CONCEPT DESIGN
FOR THE BADEL SITE REDEVELOPMENT



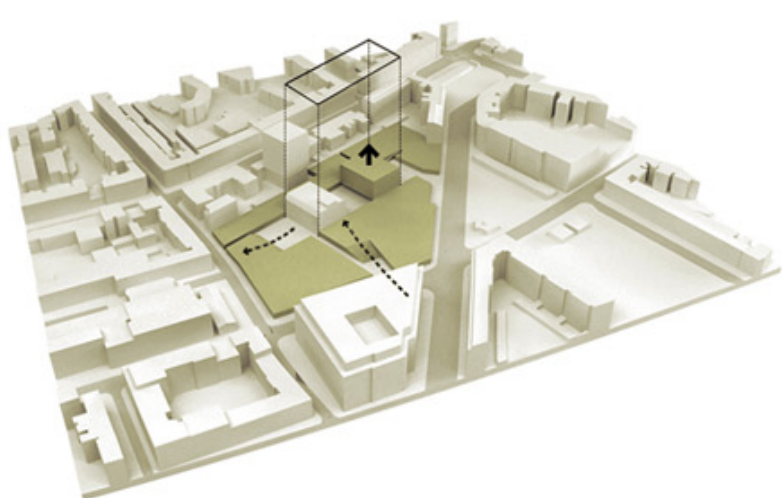
1. INTERVENTION SITE
- eastern side of the Donji Grad
- transit point
- lack of urban definition
- industrial heritage



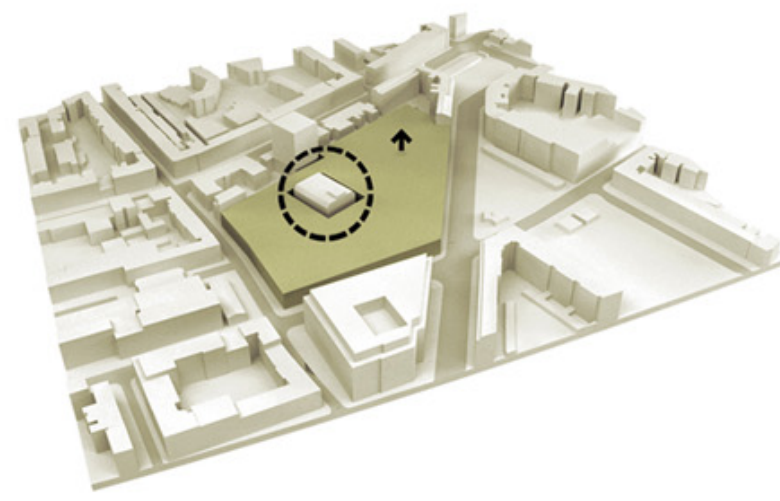
3. BLOCK DEFINITION
- perimeter construction ring
- urban awareness
- enhance Zagreb's block morphology
- intervention tailored to context



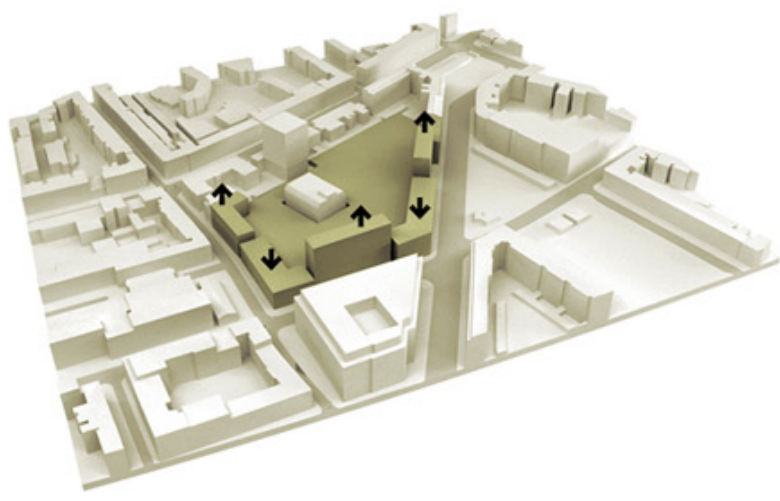
5. GREEN PLATFORM
- definition of a one-story platform
- creation of an urban green park
- establish relations with different streets
- two-story underground parking



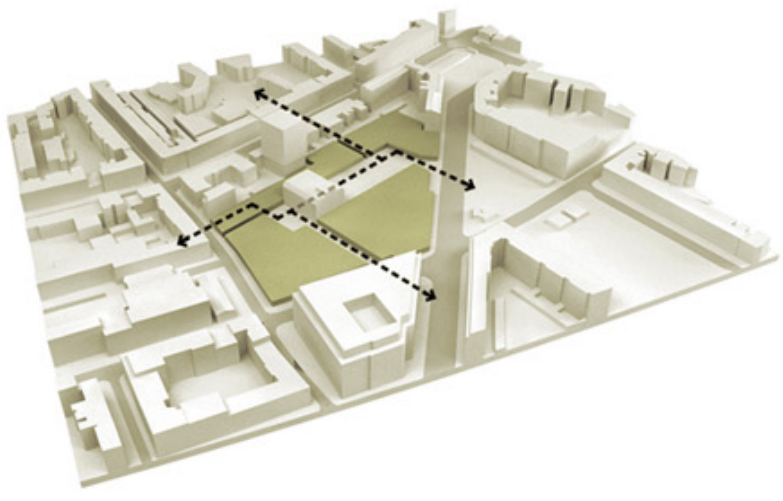
7. CULTURAL CENTER
- main character of the Core
- new cultural structure
- shaping new gathering places
- new living icon



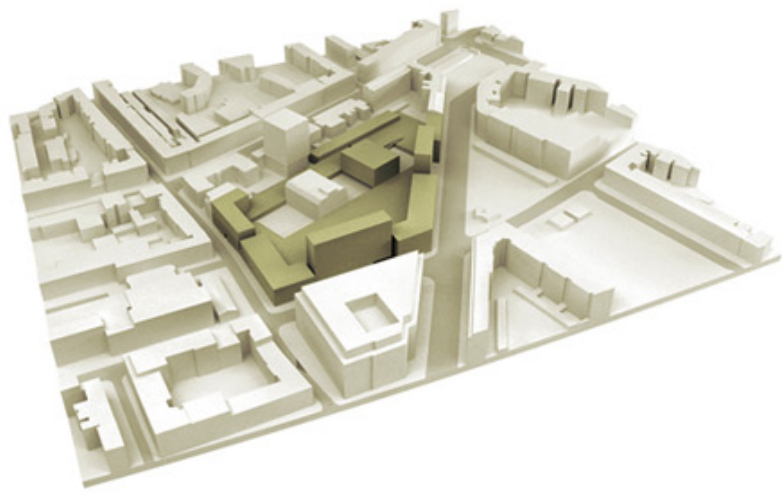
2. OBJECTIVES
- new urban value
- creation of a mixed-use block
- old distillery as main character



4. MIXED-USES
- residential-offices-hotel
- continuous-discontinuity
- gorica façade into boutique hotel
- enable phased construction



6. WALKTHROUGHS
- assuring the pedestrian flow
- connecting different streets
- retail along walkthrough
- social sustainability of the block
- enhance livlihood from near markets



8. LIVING GREEN CORE
- the harmony between the
open-retail areas, the shades of
the park, the dwellings, the
office daily routines, along with
cultural dynamics are the
keys that contribute to a
singular living space

BADEL BLOCK ZAGREB
LIVING GREEN CORE

Concept

The Badel Block intervention stands in an important key concept: THE CORE. The existence of such a rich structure as the old distillery building defines the approach. That is the main character and it sets an opportunity to develop a new structure that enhances new urban routines as a strong new urban value. The Core as a Living Icon.

Context

The intervention site is located in the eastern side of the Donji Grad, the Lower Town. An area with a strong urban pattern and a clear block typology. The scope however is set in a transit point where the obsolete structures contribute for the lack of urban definition. It is an expecting plot with an important industrial heritage and full potential to evolve into an important gathering spot in this urban context. In the nearby there is the Kwaternikov Trg Square, which nowadays is one of the major transport hub, and was once an important market place. The site still inherits this commercial condition, as seen on the eastern side of the scope, showing how pedestrian routines are still alive. The Badel Block is also limited by important city routes, namely, Vlaška and Šubičeva.

The Zagreb Lower Town has this European characteristic of urban stability, rooted in well defined block morphology. The traditional European block, with its perimeter construction and center courtyard, that worked as a cell in the definition of a city that sought in the late XIX for a strong and balanced growth.

Strategy

The solution emerges where this two subjects overlap: the concept + the context. The need for a strong iconic structure that sets a new pace as a heart – a Core. And the sensibility to understand the urban morphology, enhancing its qualities.

A well defined mixed-use block with a cultural center and a park are the grounding principles. A Green Core that can be lived, with pedestrian walkthroughs, that offers restaurants, commerce, culture... New urban value for new social interaction always with the presence of its heritage and industrial memory. The old distillery adapted to a new cultural center stands out in this contrast offering new outdoor spaces that can not only be easily included in the social routines of the community but also attract new visitors.

One action aiming several goals. Attract the arts niche investing in a large industrial structure already coveted. Introduce a new and rich urban value, offering the inhabitants a new social dynamic. Refurbish the Gorica façade into a Boutique Hotel, as seen in many other successful industrial adaptations around the world. Establish an important business center and strong retail, vital for the daily living of the block. Offer different ranges of residences from middle to high standards for the economic sustainability of the investment.

Intervention

The design approach establishes a perimeter construction ring tailored to the existing buildings. It consolidates Šubičeva, Martičeva and Drenčinova Str., defining the Badel Block and its surroundings. This urban awareness is one of the key principles to enhance the quality of the building environment in order to create attractive, high-amenity environments people will choose to live in, work and visit. The mixed-uses that the Badel Block aims to, defines the morphology of the construction ring, breaking it down in several pieces. This enables the intervention to be phased and sets the right urban scale. Different shapes, different sizes and different uses. The continuous-discontinuity that defines cities - with gaps and passages that encourages you to visit the block interior.

Uses

Three buildings will accommodate Residential uses, offering different dwelling typologies that would benefit from the environment set by the Green Core. For another niche the Boutique Hotel offers high quality loft apartments in its penthouses. The Office area is divided in three buildings. Two of them are high-rise buildings that stand out and define the entrances to the Green Core with wide passages facing the market in Šubičeva and Martičeva Str. The third building is set in the block interior with access from Vlaška Str and reusing the north facade from the former Business and Process Section. In the SE corner of the block the Hotel maintains the old Gorica Factory façade, giving the block that industrial hallmark that has been present through many decades. The old metal advertisement remains as an important visual benchmark helping to strengthen this overlap of new and memory. Leaving the main façade features untouched this is a five-story building with a new extension. It is set as a 60-room boutique hotel and also features 12 loft apartments in its penthouses. The main entrance faces the Šubičeva and offers in the level floor a Restaurant and a Bar, as well as meeting rooms to complement the business center possible needs. The boutique hotel concept suits the scope. It takes advantage of the industrial heritage and the artistic niche that an iconic cultural center could bring, following one of the strongest hospitality trends.

The Retail is set in the street level plan. It is defined as one of the key strategies to keep the pedestrian flow between the streets and block interior. The context was taken into consideration trying this way to complement and enhance the livelihood from the near markets and commerce. It offers new commercial spaces, mixing well-known brands with smaller local stores. The interior of the block ambience is conducive to establish small restaurants and coffee shops, currently lacking in the nearby.

Core

Being the key concept of the intervention, the definition of the core is established by 4 principles. Definition of a one-story platform. Creation of a green urban park. Establishment of a walkthrough system and different gathering places. Introduction of a cultural structure. These are the premises that will define the social sustainability of the intervention. A strong urban value that not only is accessible, usable and permeable to inhabitants but also inspires, excites and delights. A living icon with a balanced urban and human scale.

A system of walkthrough cross the block, connecting Šubičeva, Vlaška, Martičeva and Drenčinova Str. Featuring commerce and restaurants, they shape gathering places like amphitheatres and plazas, connected to the park at a higher ground. The harmony between the open-retail areas, the shades of the park, the dwellings, the office daily routines, along with cultural dynamics are the keys that contribute to a singular living space.

Cultural Center

The distillery building accommodates new cultural facilities. Being the main character of the Core, it is part of a new structure that aggregates a new volume, seeking to achieve a unified building which responds to the needs of artists and visitor. The Cultural Center incorporates a variety of functions including a wide range of galleries, a theatre, a library, education facilities, offices and catering spaces. The exterior configuration takes an important role in this complex, blending the block walkthroughs to "cultural plazas" where street performances can take place or temporary sculptures can be placed. The main characteristics of the distillery building are left untouched. The façades, the iron-concrete structure and the metal ruff truss. It passes through a depuration process where the plaster is removed revealing its rich brickwork. This process of restoration enriches the building expression – transforming it into a subtly detailed volume – painted with an earthly shade like the existing one. The ground floor is an open-space for public use interrelated with the block walkthroughs. The cultural structure is complemented with an underground floor that connects the two gallery volumes and features the theatre, library and education facilities. The cantilevered volume has a mirrored skin, reinforcing its light condition by reflecting the park shades and distillery details.

Parking and Traffic

The Badel Block parking is a new two-story underground structure which is divided in 4 nucleuses. This division is related to the possible construction phases. Overall they offer 950 parking lots. The uses are divided through the different levels. Street parking lots may be considered if necessary. The traffic scheme remains the same as present and underground entrances are placed at Šubičeva, Martičeva and Drenčinova Str.

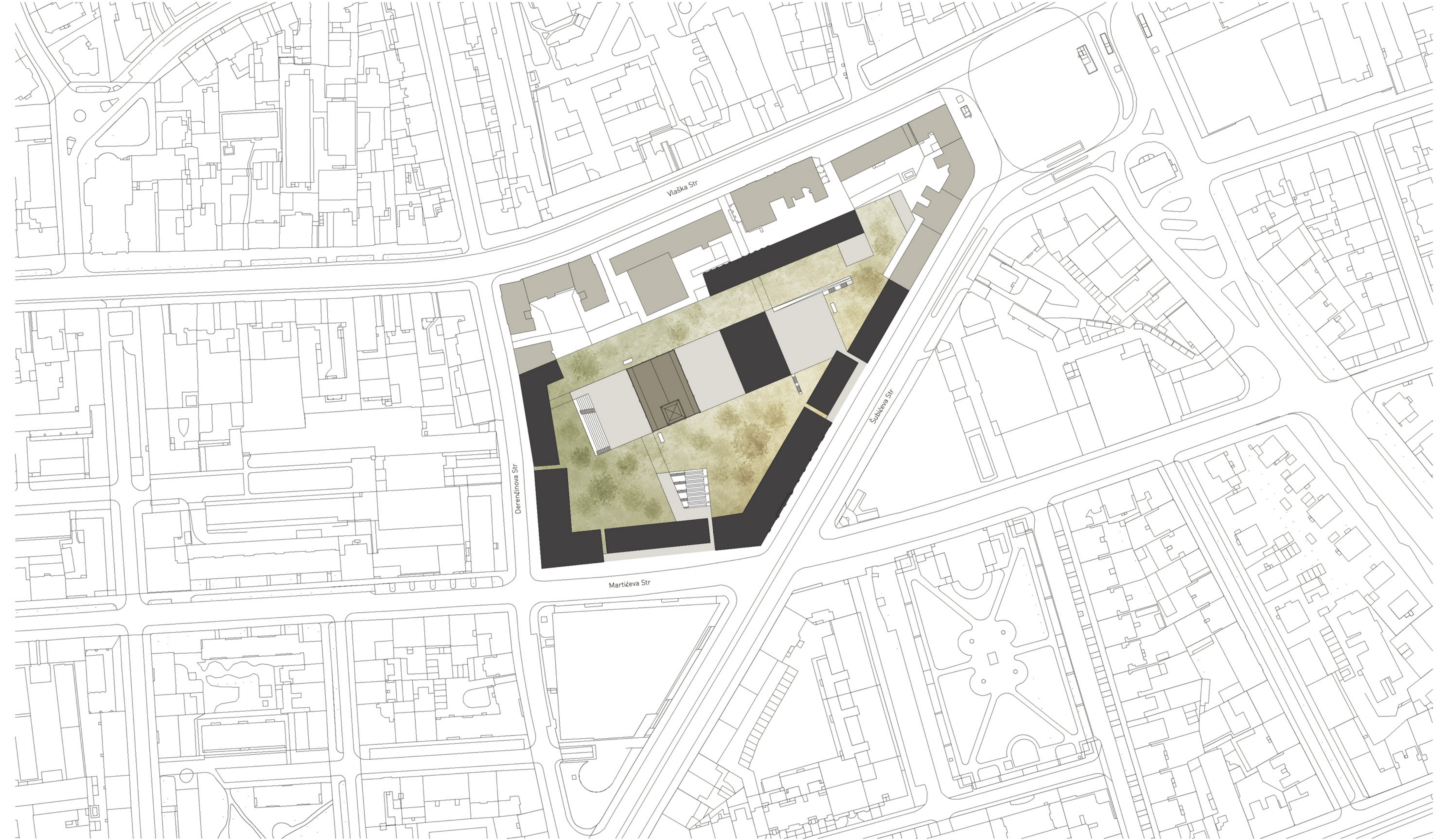
Sustainability

The decision to establish all the construction in the perimeter ring of the block took into consideration the solar exposure. The southern exposure is favorable to a general reduction on energy consumption. The size of the park allows distributing strategic storage tanks for rainwater harvesting for use as grey water. Solar hot water installation on the rooftops provides part of the heating requirements for the buildings. The Green Core is set as a micro-ecosystem in opposition to denser solutions helping the climatic balance of the block.

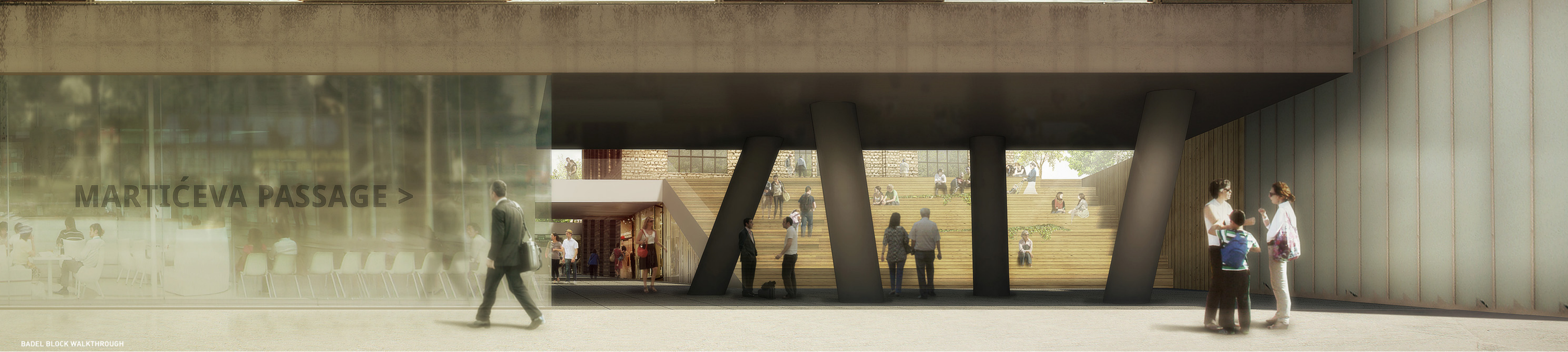
TOTAL CONSTRUCTION AREA : 56.050 m2

RESIDENTIAL	24%
OFFICE	32%
RETAIL	22%
HOTEL	7%
CULTURAL	15%

SITE PLAN . SCALE 1:1000



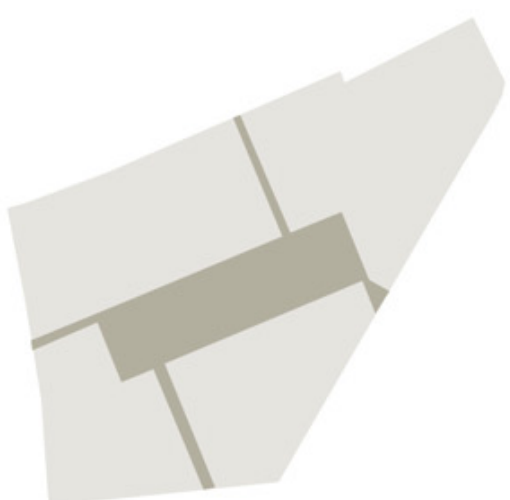
BADEL BLOCK ZAGREB
COMPETITION
URBAN-ARCHITECTURAL CONCEPT DESIGN
FOR THE BADEL SITE REDEVELOPMENT



BADEL BLOCK WALKTHROUGH



- 1.RETAIL**
Retail Shops 3,080m2
Commercial 5,080m2
Restaurants 4,080m2
One-story platform featuring retail, commerce, restaurants and coffee shops
The interior of the block ambience is conducive to establish small restaurants



- 2.WALKTHROUGHS**
A system of walkthroughs cross the block, connecting Šubićeva, Vlaška, Martićeva and Derenčinova Streets.
Exclusively pedestrian



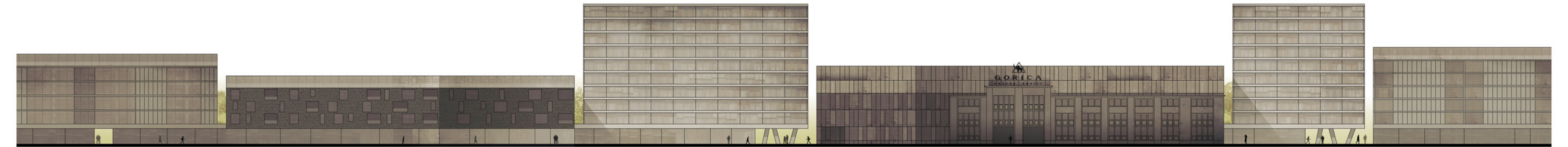
- 3.GATHERING PLACES**
The platform is shaped creating gathering places like amphitheatres and plazas
Connect the street level to the Badel Park at a higher ground.
Urban value accessible, usable and permeable to inhabitants



- 4.CULTURAL CENTER**
Main entrance through the Distillery building lobby
Permeable disposition where the Cultural Center blends with the walkthroughs
Cultural Plaza open to exterior temporary instalations and sculptures



GROUND FLOOR PLAN - SCALE 1:500



Derenčinova Str | Martićeva Str

Šubićeva Str

BADEL BLOCK ELEVATION - SCALE 1:500

BADEL BLOCK ZAGREB
COMPETITION
URBAN-ARCHITECTURAL CONCEPT DESIGN
FOR THE BADEL SITE REDEVELOPMENT



CULTURAL PLAZA WITH TEMPORARY SCULPTURES



1.RESIDENTIAL
Residential area 13.500 m²
.24% of the total construction area
.Offer different dwelling typologies



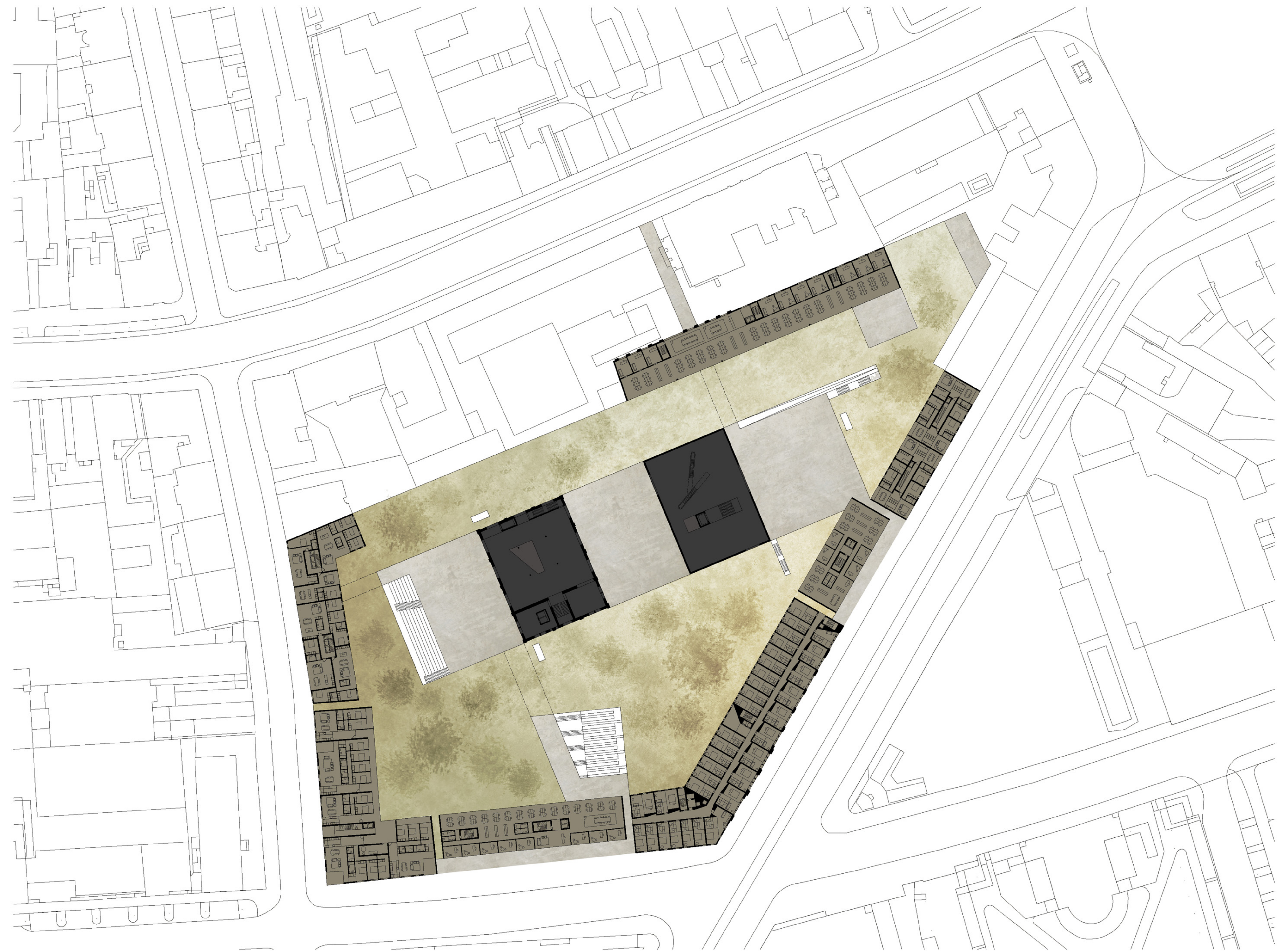
2.OFFICES
Offices area 18.142m²
.32% of the total construction area
.Establishment of an important business center



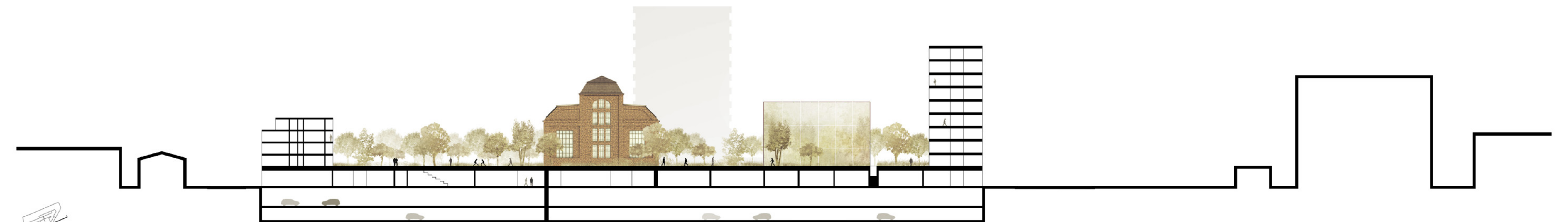
3.HOTEL
Hotel area 4.000m²
.7% of the total construction area
.Features 68 rooms + restaurant + meeting rooms
.Set as a Boutique Hotel



4.CULTURAL CENTER
Cultural Center area 8.245m²
.15% of the total construction area
.Features 4 different galleries



CHARACTERISTIC FLOOR PLAN - SCALE 1:500



BADEL BLOCK ELEVATION - SCALE 1:500

BADEL BLOCK ZAGREB
COMPETITION
URBAN-ARCHITECTURAL CONCEPT DESIGN
FOR THE BADEL SITE REDEVELOPMENT

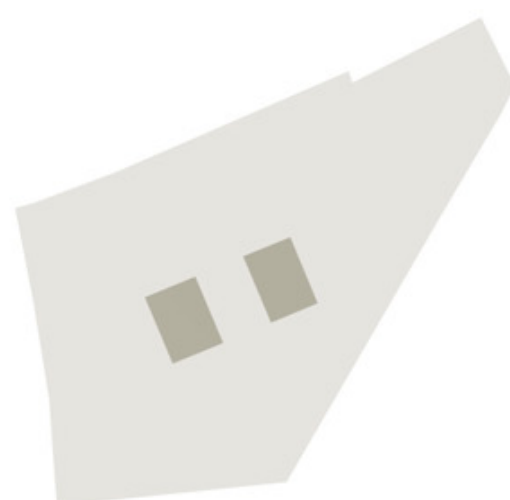
GATHERING AT THE AMPHITHEATRE



- 1. RESIDENTIAL**
- Rooftops with terraces
- Southern solar exposure
- High quality loft apartments in the hotel penthouses



- 2. OFFICES**
- Two high-rise buildings shape the silhouette of the Badel Block



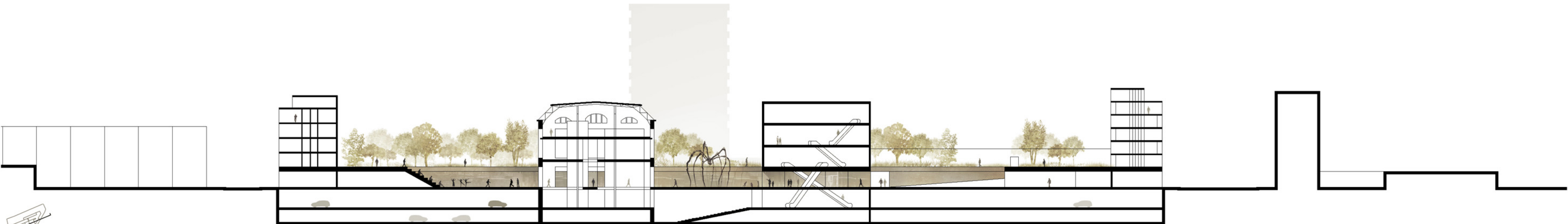
- 3. CULTURAL CENTER**
- Rooftop with a cafe and terrace
- Management offices in the top floor



- 4. BADEL URBAN PARK**
- Green Core established in the interior of the block
- Ecosystem balancing the block climate
- Rainwater harvesting system
- New urban value



ROOFTOP FLOOR PLAN . SCALE 1:500



LONGITUDINAL SECTION . SCALE 1:500

BADEL BLOCK ZAGREB
COMPETITION

URBAN-ARCHITECTURAL CONCEPT DESIGN
FOR THE BADEL SITE REDEVELOPMENT



ŠUBIČEVA STREET



1. PARKING
- two-story underground parking with
17,500m² each
- 960 parking lots
- Division enables phased construction



2. ACCESSES
- 4 underground parking accesses
- 3 vertical accesses to the street level
and Badel Park



3. SERVICES
- Cultural Center services
- Large facilities for storage and unloading
- Mechanical rooms



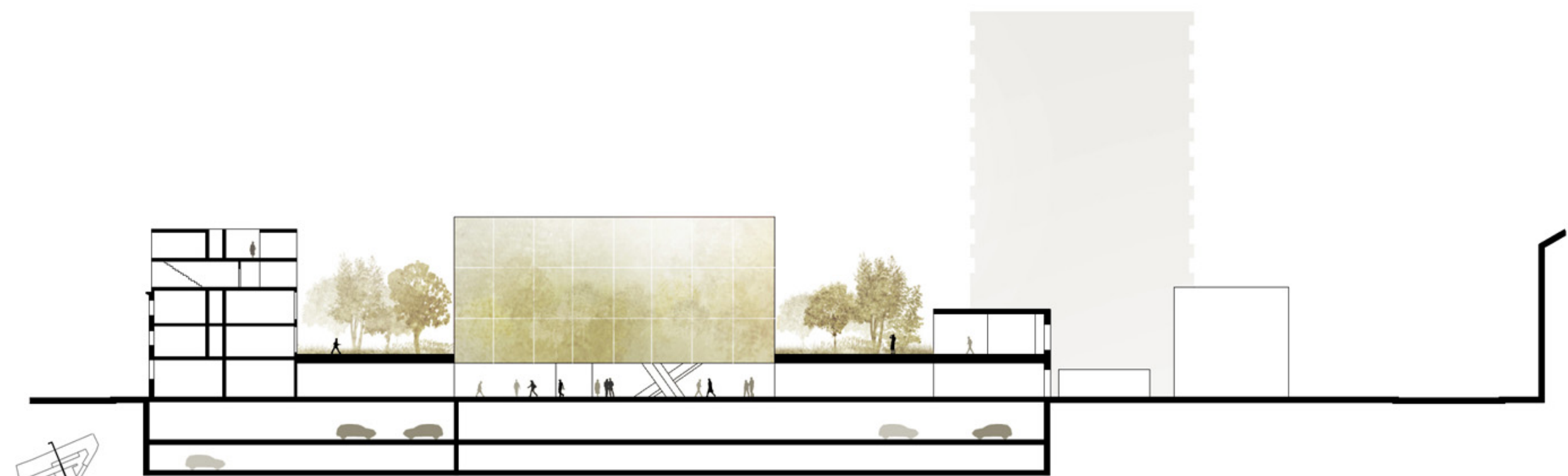
4. CULTURAL CENTER
- Underground level is set as a bond
between the whole complex
- Features a library + theatre + education center



UNDERGROUND FLOOR PLAN - SCALE 1:500



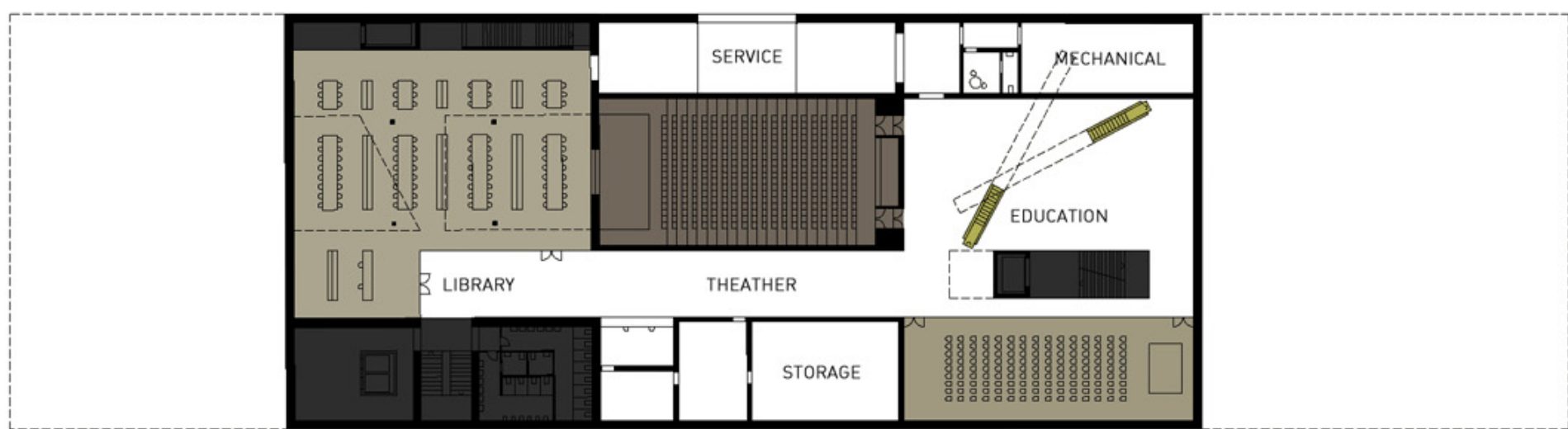
CROSS SECTION - SCALE 1:500



CROSS SECTION - SCALE 1:500

BADEL BLOCK ZAGREB
COMPETITION
URBAN-ARCHITECTURAL CONCEPT DESIGN
FOR THE BADEL SITE REDEVELOPMENT

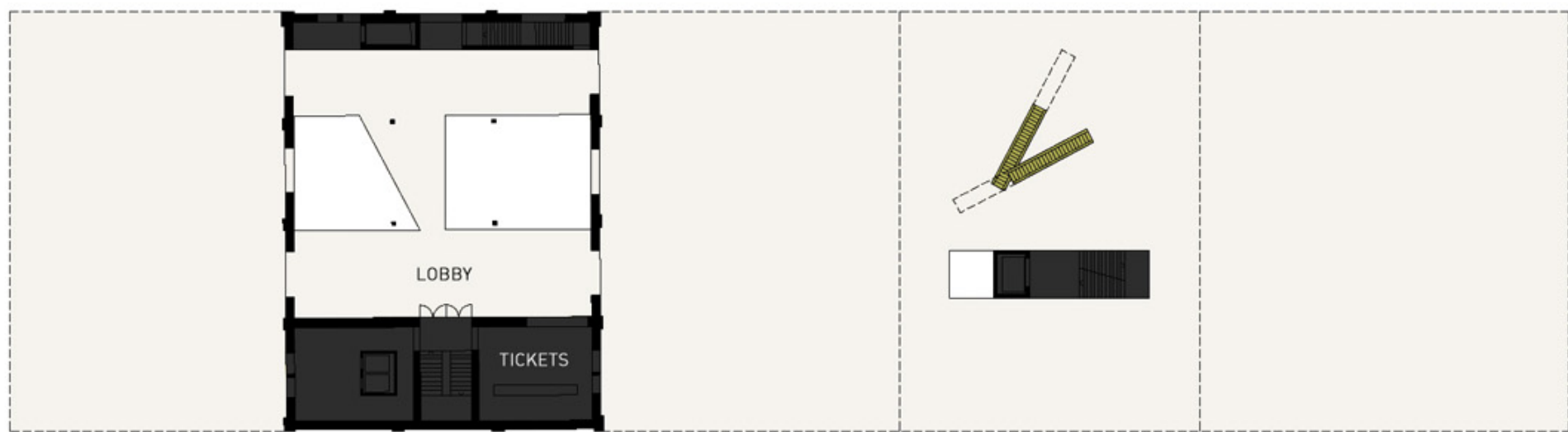
VIEW FROM THE BADEL PARK



UNDERGROUND FLOOR PLAN . SCALE 1,500
CULTURAL CENTER



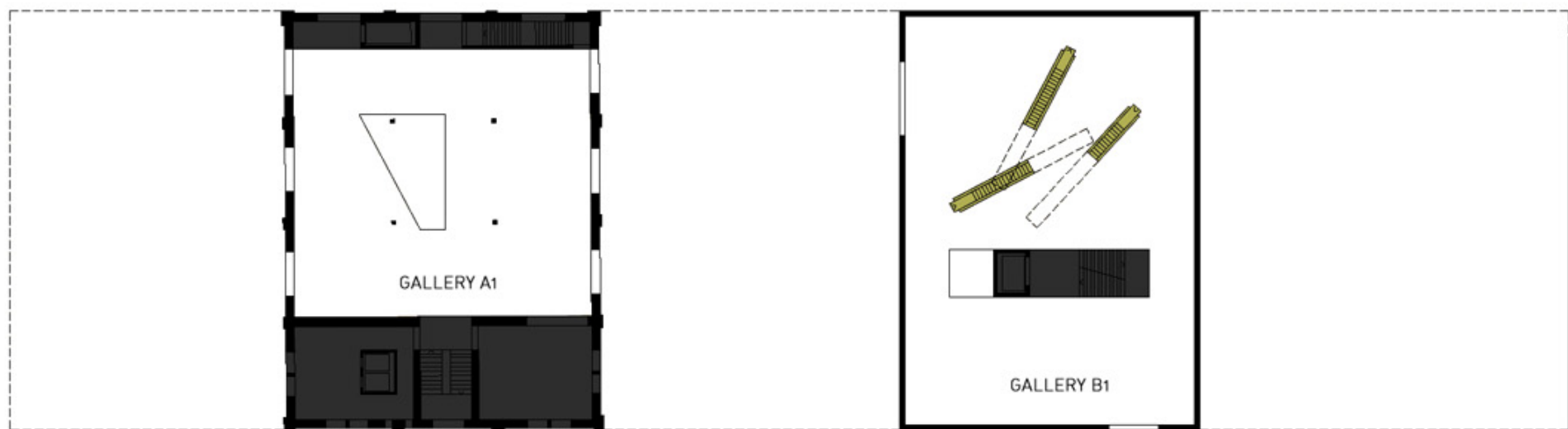
SECOND FLOOR PLAN . SCALE 1,500
CULTURAL CENTER



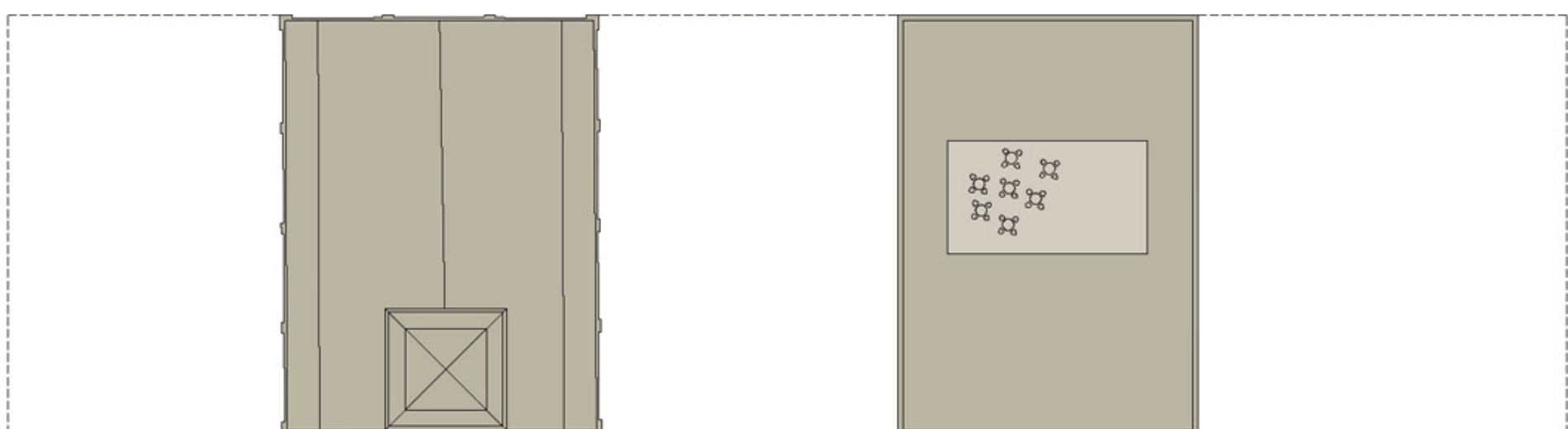
GROUND FLOOR PLAN . SCALE 1,500
CULTURAL CENTER



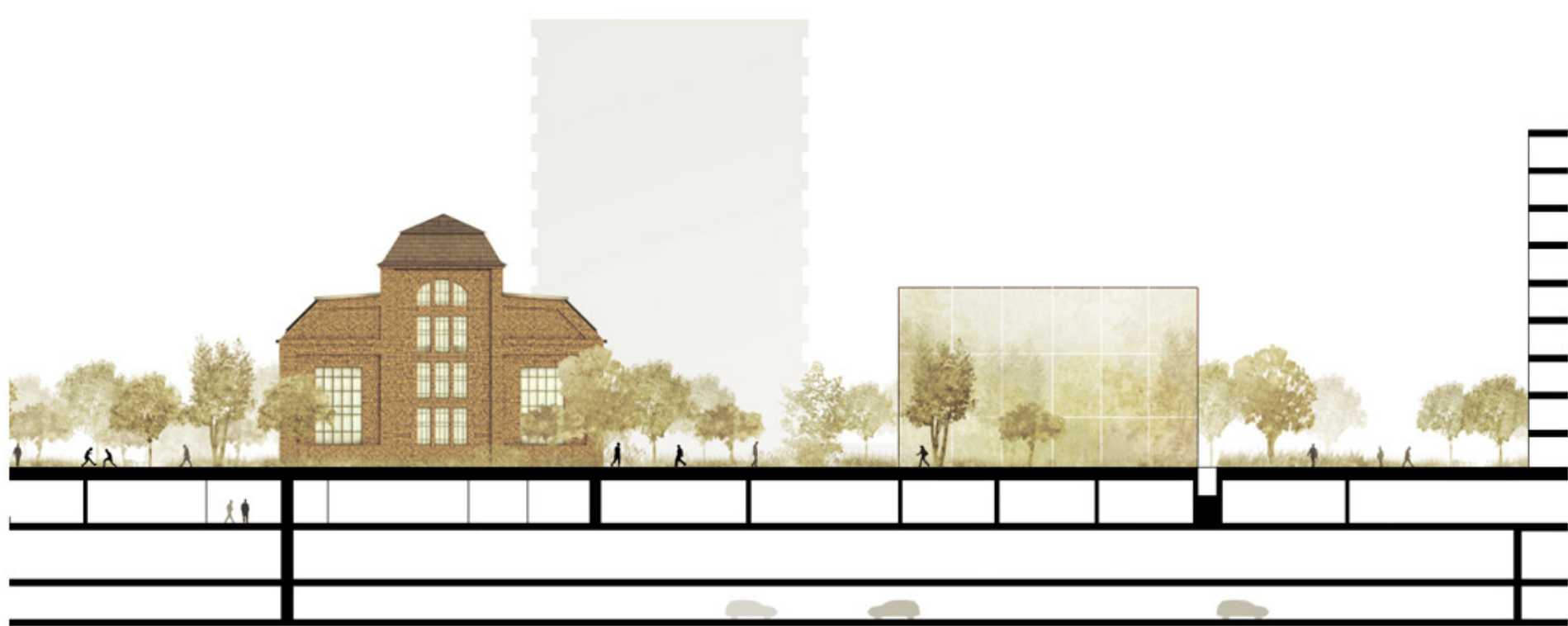
THIRD FLOOR PLAN . SCALE 1,500
CULTURAL CENTER



FIRST FLOOR PLAN . SCALE 1,500
CULTURAL CENTER



ROOFTOP PLAN . SCALE 1,500
CULTURAL CENTER



SOUTH ELEVATION . SCALE 1,500
CULTURAL CENTER



LONGITUDINAL SECTION . SCALE 1,500
CULTURAL CENTER

