



URBAN-ARCHITECTURAL CONCEPT DESIGN

FOR **THE BADEL**

**SITE** REDEVELOPMENT

## PROJECT FOR THE RENOVATION OF THE BLOCK IN BADEL ZAGREB

Zagreb has become a strategic point in Eastern Europe, especially after it gained independence in the late nineteenth century. Today is presented as the connection point between Central Europe and the Adriatic Sea, also is the place where the industry is concentrated with the scientific and technological development in the region, all of this, with a great development in the last decade.

The city of Zagreb throughout the history has witnessed the war and the destruction that it brings. After the Second World War, in the half of the last century Croatia saw a boom of development due to the reconstruction, and today, after gaining the independence seventeenth years ago, the country has grown steadily the development in the renewal of the cities, towns and neighborhoods. Today Croatia is to become a growing center of development for the region.

Zagreb realize this in the old city and it have made many efforts in the renovation of the historic city neighborhoods, but still has not materialized in a final draft for the neighborhood east of the old city, where the block is located Badel, a former industrial center.

The lower city of Zagreb is fully equipped and connected with the rest of the country and the rest of Europe. The Badel block is very well connected to the railway station and to the bus station via tram and the public transportation, and in a few blocks away from the lower city center, which it makes the Badel block being in an strategic point for the redevelopment of the city.

The Badel block is in an strategic sector and an accessible point within the lower city. It is the pinnacle of the Šubića Pavla axis, which connects directly with the lower city center and to the main bus station by public transportation and the with the tram, which it circulates via Vlačka, Maksimirska cesta and Pavla Šubića with an tram station in front of the Badel block. It is also near to the train station located to the other side of the bus station along the railway and to the lower city center, making the Badel block a place with huge development potential within the urban layout of the lower city of Zagreb.

The Badel block now stands at a run down area with a lack of identity within the lower city of Zagreb. The place is now a large parking area and a place of old industries and businesses without much success, where there is also in the corner close to the tram station housing towers with another isolated housing building in the middle of the block which is in front of the old industry. So the Badel block is completely alienated from the urban layout of the city due to its abandonment and appearance today. With perimeter walls, old and declining industries in the open inside with no purpose, which increases the feeling of insecurity and abandonment of the sector.

After analyzing the work context arises the first question that we need to answer: How do we create the identity, the character and regeneration of the lost urban components of the block?

Our project involves the intervention of the Badel block by developing a unique structure that acquires an iconic character that can tie the existing buildings into an harmonious system, recomposing the edges that finishes in a recognizable visual landmark that can become into the focus of the development of the northeast part of the lower city of Zagreb.

Our discussions about how the project should be approach and how we should organize a building to achieve the develop of an urban role that also will become into a recognizable architectural element, that led us to think in an element that should be dynamic and fluid, with the ability to adapt to a place where there were different forms and previous uses. So we think in a building that could push out into the block and occupy the void like a snake that moves, a discreet and solid volume that will gently taking over the edges and shapes incorporating them into its own structure determining its own personality. This volume goes into the block accommodating itself and mimic with the scale and the form of the immediate environment. By the inside this volume is containing and shaping the public space at to its most distinguishing and recognizable place standing up to show itself to the rest of the city, especially to the entrances of the lower city as are the railway station and the bus station.

The building is designed as a winding volume and an structure that articulates the block, which goes and stands over the buildings to finish in a sightseeing tower overlooking the city of Zagreb. Accentuating the top part of the axis Pavla Šubića and connecting

visually with the center of Zagreb and to the bus station. Announcing its presence and warning the events and attracting visitors from a distance through figures of light, colors and shapes.

The total project development is organized as a system composed by two layers: The structure and mantle. The structure is in charge of reconstructing the lost urban structure and building the landmark. The strategy is to restore the limits and the lost edges to deliver new relationships and scales to the place as well to the inner space through acquiring a new urban function. The structure is inserted as the platform of the historic buildings generating an interconnected cultural circuit parallel to the use of the interior park inside the Badel block, ending in an iconic tower that rises above the other buildings to become into the beacon of attraction and observation. A tower that proclaims through light and color activities that occur within the park and the cultural center and museum of Zagreb.

The landmark creates an urban form recognizable at a distance and is manifested as the trigger for the new character and the identity of the neighborhood, where public spaces acquire vital importance. The Badel block becomes a platform for a new space dedicated to the history of the Croatian people and the new cultural life in Zagreb. On the other hand, the mantle is emplaced as the support of the cultural circuit, generating new scenarios for the congregation and the public act, connecting to the park system and public spaces around. In this way we seek to build a core of public spaces within the urban layer, composed by the four adjacent public spaces: The park, the market, the train station and the square of the Croatian culture. Generating a focus of public congregation and recognizable for the city and the tourist.

The proposal for the Badel block seeks to become a dynamic, pioneering, vanguardist and identified with the local collective imagination, which dazzle by the impact generated by its morphologic, function and the visibility that it takes due to the scale and the role it will play in the redevelopment of the neighborhood. Becoming the beacon of this new point of an increasingly modern Zagreb, becoming into the new point of attraction that achieves the urban revitalization of the sector.

## **INTERVENTION STRATEGY**

### **IDENTITY AND CHARACTER:**

It is consolidates the Badel block as a square - park dedicated to the Croatian city culture. It is reevaluating the historic buildings turning them into a hybrid system, incorporating the structure that connects all the main points within the block. The cultural program is supported on the public space connected to the parks: Trg Bartola Kašića, Kvatric Market and the Trg Eugena Kvaternika to form a metropolitan public system.

### **Reconstruction of the urban facade:**

It strengthens the continuity of the facade of the block using the historical concepts of the architecture of the city so to achieve in a modern structure the mimesis in an ancient city.

### **URBAN PRESENCE AND LOCAL IDENTITY:**

Is gestated by the intersection between a full volume (structure) and a vacuum volume (the mantle), which the structure roams freely on the public mantle repositioning the losses urban and architectural relations until get erected on the top of the path as a tower that becomes the landmark for the neighborhood and the city.

### **HYBRID PROGRAM:**

The new block is projected as a multifunctional support for the neighborhood, adding more variety of functions necessary for the development of the neighborhood. The program includes a building consisting of: commercial, office, hotel, culture, housing, public spaces and parking lots.

### **CIRCULATION AND ACCESSIBILITY:**

It creates a layered system of circulation that cross the block at different levels. The first layer is the circulation on the perimeter of the block, which connects through multiple accesses to the inner square throughout a flexible and permeable first level of commercial use, then, a second layer of circulation is develop on the second level in a semi - covered path inside the building, this path is developed as a pit across the building that runs along the perimeter of the entire new structure, connecting the different uses to the different points inside the block. The third layer accentuates the civic and the public

character of the project, opening a large space in the front of the block as pedestrian portal, creating a circulation axis that runs through Trg Bartola Kašića and the Kvatric Market to the square of the cultural space in the Badel Block.

**MATERIALITY AND SUSTAINABILITY:**

First, its thought as a complex hybrid that manages to atomize the services that are needed in the neighborhood and also achieves shorten and compress trips and tours by citizens across the city satisfying their needs. The building fulfills a cultural and social role, renewing old industrial facilities as the new museum and cultural center of Croatia, it also creates a new urban center which is the home of the programs required in the development of the neighborhood. On the other hand the skin of the building consists in different layers formed from a steel frame and a ventilated masonry facade using broken recycled bricks facing them outward, creating a rough-textured skin.

