urban-architectural concept design for the BADEL SITE redevelopment
Area Analysis

Zagreb has regular plan development. It consists mainly of the blocks of buildings outlined by perpendicular roads. Each of those has structured in a form of a circumference. The most characteristic urban areas in Zagreb are pools, fountains, recreation parks, and squares.

The city has low or mid-rise building structures.

Badel block is in the commercial zone of the city: there are protected buildings with constructive architectural style and is surrounded by commercial sites on. The Badel block has prospects of developing in lines with commercial buildings and facilities. It surrounded with residential low and medium-rise dwelling houses and also with commercial high-rise buildings.
protected industrial heritage

existing buildings

protected industrial heritage

street facade line
Conceptualization

First step - Badel is one of the city blocks. In order to preserve the overall style and concept of the city plan, it is necessary to adhere to conceptual solution of circumventing planning of the building set up in the area.

Second step - Zagreb has mostly low-rise and mid-rise buildings. In the surrounding area of the Badel blocks there are old low-rise buildings, which are typical of this city architecture, and the number of buildings in the Badel block has direct link with this point.

The third step - set-up of the buildings inside the Badel block itself. From the inside, the planning of the blocks is not conspicuous or well-structured. There are some aged buildings that need preservation or renovation including modernization. Therefore, it is important to build the new structures around the existing historical buildings and to use those as a décor for the new block.

By joining the endpoints of these buildings together it will be possible to form the new plan. These structures will knit these buildings together and help those function in a new organic way. And the main creator-points of this new one will be old buildings.

With second step we have to select those areas which will enable to form the circumference of the block. The circumference of the new block will have healthy new unit in the all Zagreb's master plan and will form a “safety” area for Gorika's central factory. Now we will have one organic fusion and Gorika will become an ornament in the center of this area while all the entrances to this area will lead to Gorika and emphasize its importance.
existing traffic flow
public vehicle approach
private vehicle approach
foot road
tramway
designe concept of the Badel block area
art center
shopping center
restaurant center
resident building
eperimental theater
hotel
restourant center
Zoning

Proposed requirements for the urban block

1. the block is in the commercial zone on the city's master plan
2. it must become an interesting point for tourists
3. it has to provide every day quality life environment for its inhabitants currently and in the future.

These are the 3 requirements for this area. Besides Vladimir Arko (the owner of the old factory) highly appreciated architecture, design and other forms of art.

Purpose - we will have 6 zones - residential area, shopping center, business center, art center, park, and a hotel.

There is one way road on the Derenchinova Street and there are some residential buildings along this street. This is a very comfortable place for new residential and hotel buildings. This kind of structure will complete the urban concept of this street.

On the Subicheva Street there is the old Gorika factory building. From the backside we suggest attaching a new structure to this building. It will help us to save the old factory building and make it useable for new art center. The new structure will be only one level higher of the factory building and will not distort the existing facade of the street.

There is an open-air market in the other side of Subicheva Street where we can complete this area by building a shopping center on this site.

Adjacent to the shopping center and the oldest wall - part of the factory will be used for a business center. The oldest part of the factory will be reconstructed and modified into a wine restaurant.

The east factory will be reconstructed and it will be used as an experimental theater. This way the building will be useable for both tourists and inhabitants.
masterplan of the Badel block
entrance to the area from Marticheva str.

entrance to the area from Derenchinova str.
Residential area - the residential building consist of two blocks. These blocks are separated with glazed staircase. The staircase can be approached from two sides - road and yard sides. The one block has two-story kinder center in first two levels. The rest of the block can be used for apartments. On the first level of the second block we have two-story restaurant. The rest part of this block also can be used for apartments. On the tops of these two blocks can accommodate open air gardens. This entrance will reflect an artistic image to the building.
A shopping mall, shopping centre, shopping arcade, shopping precinct or simply mall is one or more buildings forming a complex of shops representing merchandisers, with interconnecting walkways enabling visitors to easily walk from unit to unit, indoor version of the traditional marketplace.
**Hotel** - the first two stores of this building are used as shops, and in the rest are hotel rooms. On the top of the hotel is the swimming pool area with small cafeteria.
Art center - the art center consists of two different parts. The one part is existing building of Gorika factory and the second part is a new building. This new building is one level higher than the Gorika factory. It attached to the old building from the back side. It can be made with concrete and glazed surfaces and works like a frame for the old building. The Gorika factory building has to be reconstructed. The covering material must be cleaned to ensure new atmosphere with brick walls, which will let the building get a new spirit and become much welcoming. This new image will help us make this building comfortable and usable for art center.

Art center will have two levels - ground floor and first floor with art-shop galleries. On the 3rd level there will be the large and open space gallery area. This will enable to hold large-scale exhibits such as furniture. The rest of the levels in the building will be used for architecture, design and painting studios. There will be a cafeteria on part of top the Gorika factory and open air garden on the top of the new part of the building. This garden can be used by artists as a walking, contemplation, sketch making and as an open “liberty” area. In this garden we will have the endpoint of the glazed bridge and the end point of the open air bridge.
residential garden. fragment

entrance to the area from Subicheva str.
Shopping center - the shopping center consists of two blocks. The one is staircase with elevators, recreation area and storages. The second block consists of shops. The top of this block uses partly as garden and partly as a brand shop and cafeteria. Shopping center is relatively as high as the existing residential buildings. It is made by concrete and glass surfaces. This building will complete the missing part of existing residential mini block.

Business center - this building consists of six levels which are used for office areas. The top of the building will have a regular planed garden.
Contemporary theater - the contemporary theater is in the Gorika east factory. The main concept of the existing building will be preserved as much as possible. This will make possible to save the harmony of the interior and exterior design of the building. The material of the façade will be cleaned and as that of other buildings of Gorika factory, and the brick walls will create new warmer image for this building. The production image of building will be replaced with artistic one. The building is fit to be used for theater because of its large areas. There will be some classrooms and large auditoriums for installations and other specific form of contemporary art. The Gorika factory building doesn't have any area which can be used as an entrance hall that is why we will build entrance area with glassed walls. These walls will have different directions and height. They will be directed to the main entrances of the block. This entrance will reflect an artistic image to the building.
Gardens

There are 3 large areas in this zone

1. “Residential” garden - with little avenues, green and water areas.
2. “Art” garden - square - with two water areas. One of them is fountain pool, which is very characteristic for Zagreb. The second one has bench-frame and glazed ground which was once the cover of the art centers underground show room. There is also a cafeteria in this garden-square.
3. amphitheater - with screen and grass-covered sitting area. The Gorika’s wall will be as a decoration of a scene.

These garden-square zones are comfortable for all the residents of the block, for tourists, for inhabitants of the city who will work here. These area can host open air theater performances and different kinds of fashion and art shows.