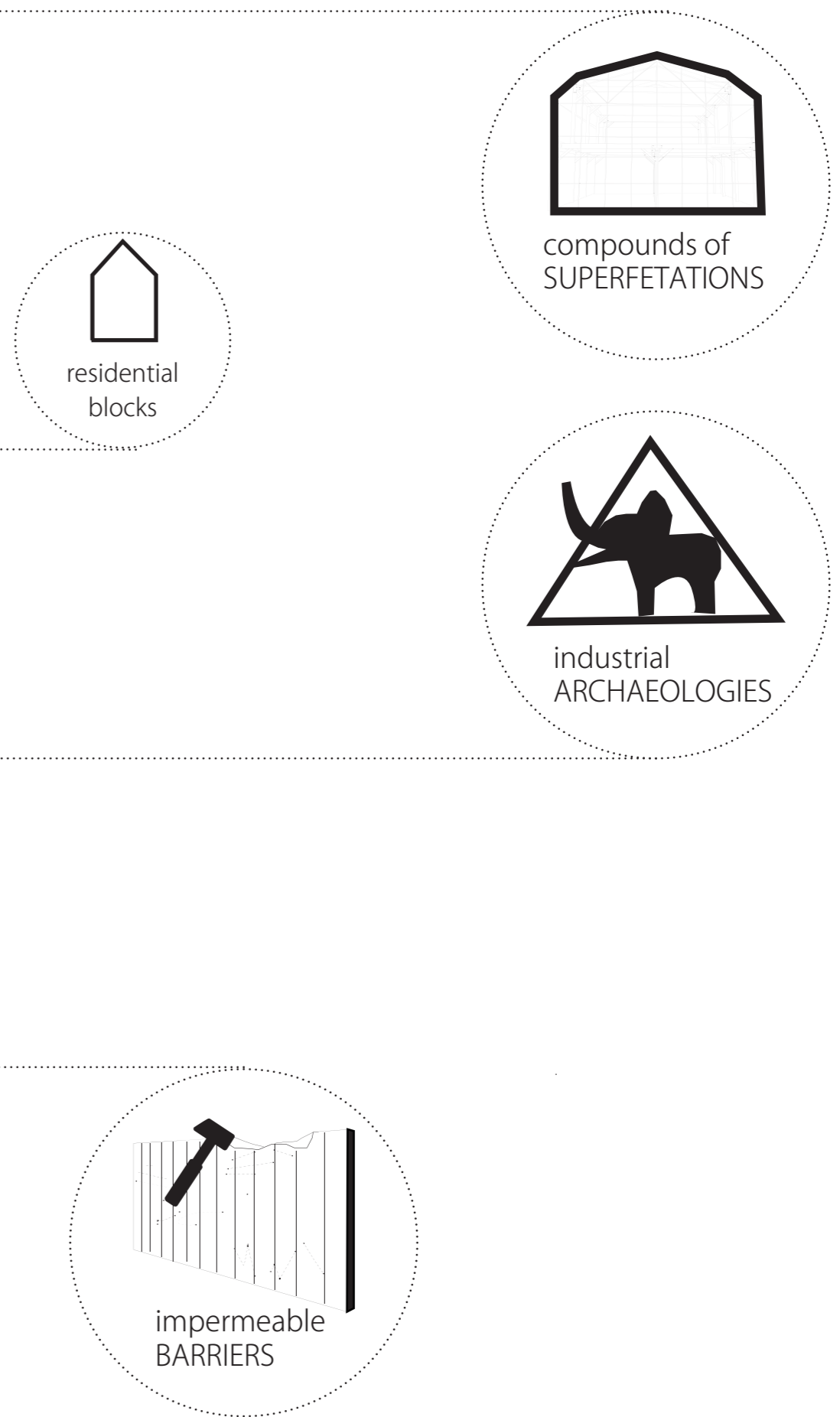
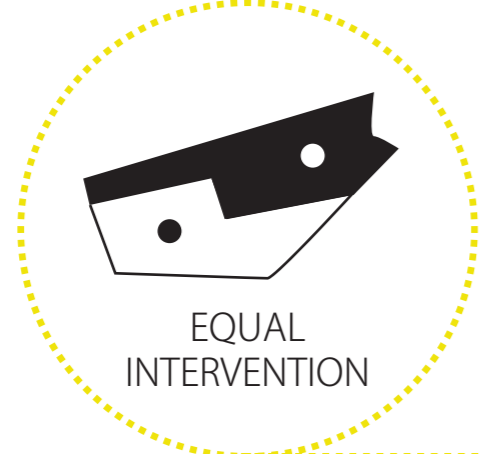
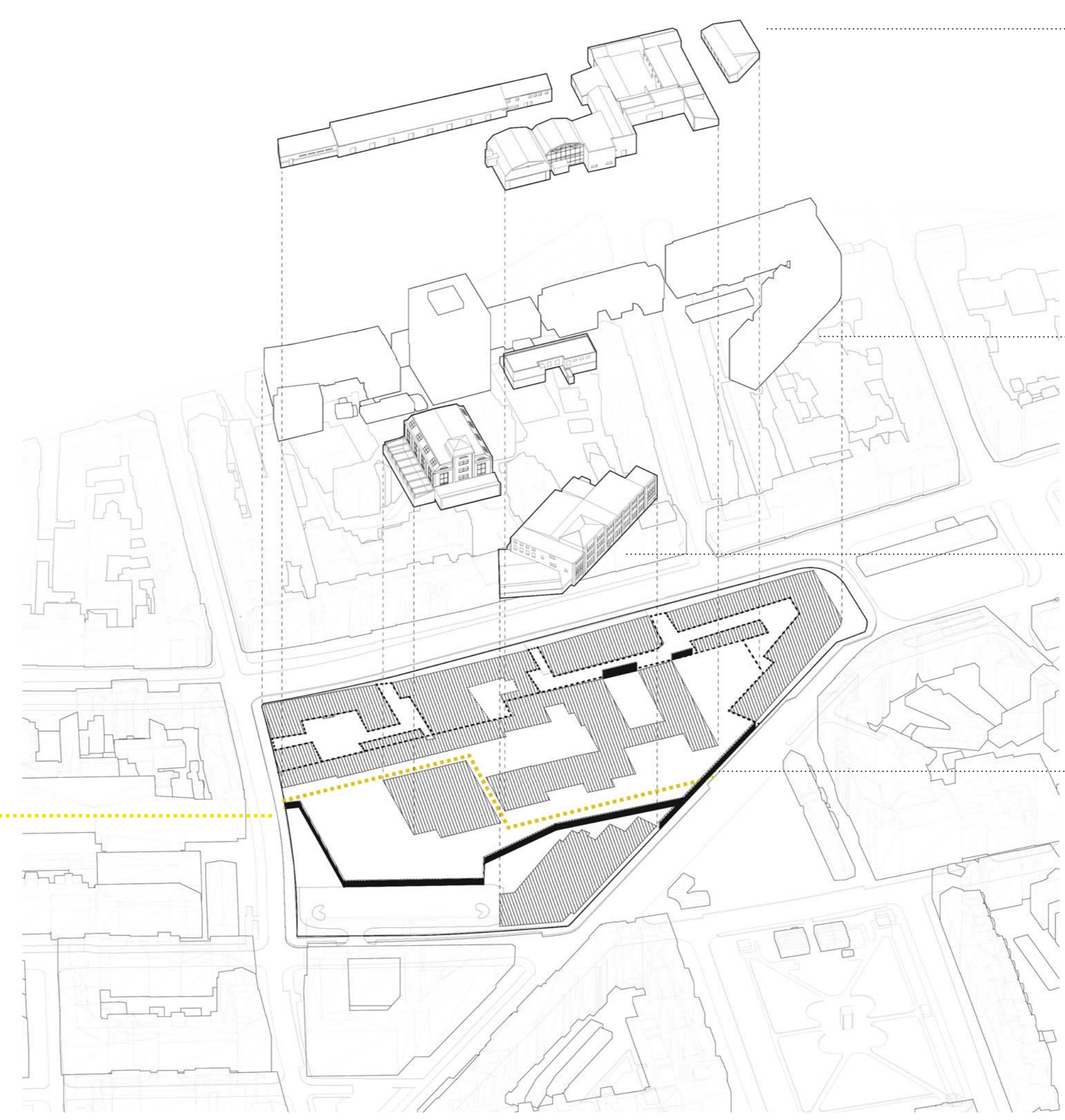


Coexistence

REGENERATION MODEL FOR URBAN ECOLOGIES

The majority of large urban regeneration schemes fails to recognize the ambivalence of contemporary cities (global economy vs local users) and the schizophrenic mindset behind them. In this context, the post-socialist city makes no exception; continuous juxtapositions and overlaps, of both physical structures and social hierarchies, prevent us from approaching the peculiar conditions of citizens in a global economy. But behind the curtains of shopping malls and office boxes, the fundamental component of cities (people, communities) is waiting for recognition. Zagreb and the Badel Block are the perfect chance to implement an alternative model of urban regeneration, that is at the same time sensible to local conditions and open to extra-territorial economic dynamics: equality and balancing effect are key-qualities of what we will call the Coexistence strategy. Three basic elements form Badel's ecology: the industrial archaeologies (i.e. old distillery's spaces), the residential blocks at the northern edge and the compounds of superfetations acting as interconnective tissue between the first two components. First and fundamental action of the Coexistence strategy is to recognize and exploit the potentials of such urban ecosystem. When reality is more complex and intriguing than anything you can imagine, then you can't avoid working with it

WE MEASURE THE PLOT'S CAPACITY NOT IN TERMS OF MAXIMUM SQUARE METERS FOR CONSUMERS (as in the traditional sense of urban regeneration) BUT AS OPTIMIZATION OF THE EXISTING CAPACITY (obtained through careful renovation of Badel assets) AND A COORDINATED VOLUMETRIC UPGRADE!

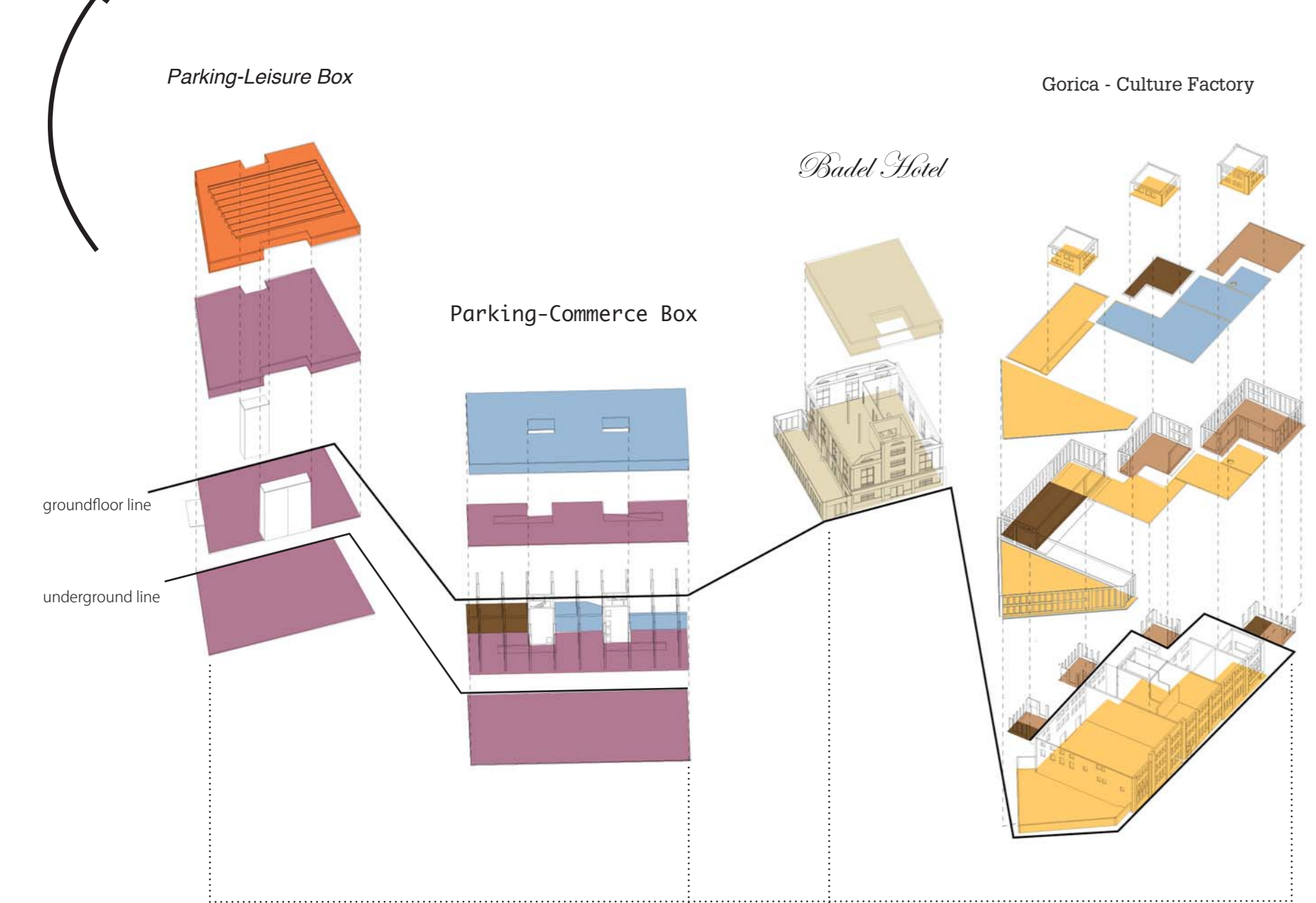
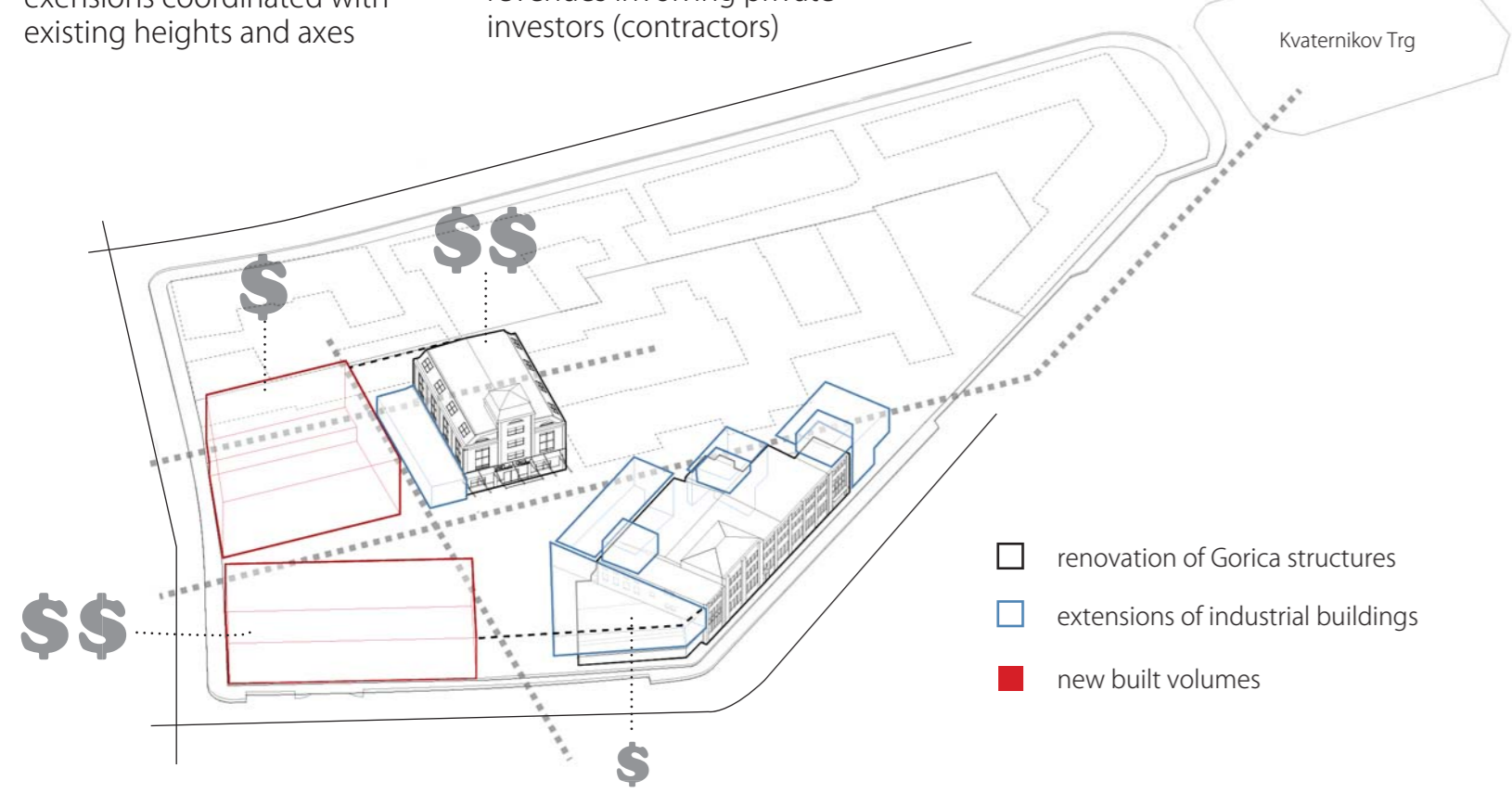


TOP_DOWN

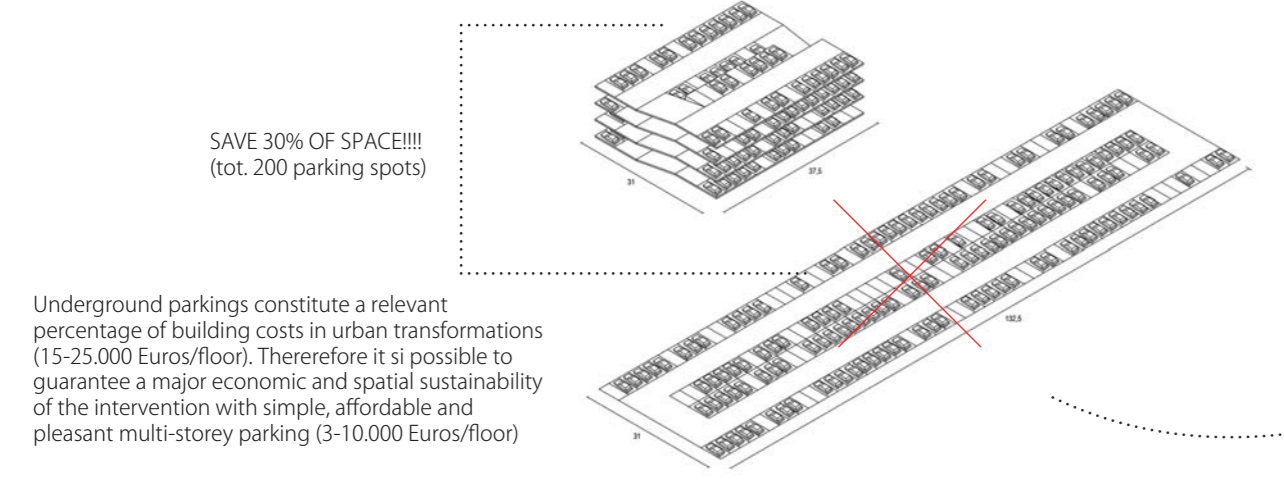
SHORT TERM STRATEGY / MARKET-DRIVEN ECONOMY

Zagreb Municipality acts as triggerer and supervisor of the process + Private investors companies and firms, professionals, retailers

MAX VOLUME new structures and extensions coordinated with existing heights and axes + MAX PROFIT to optimize municipality's revenues involving private investors (contractors)



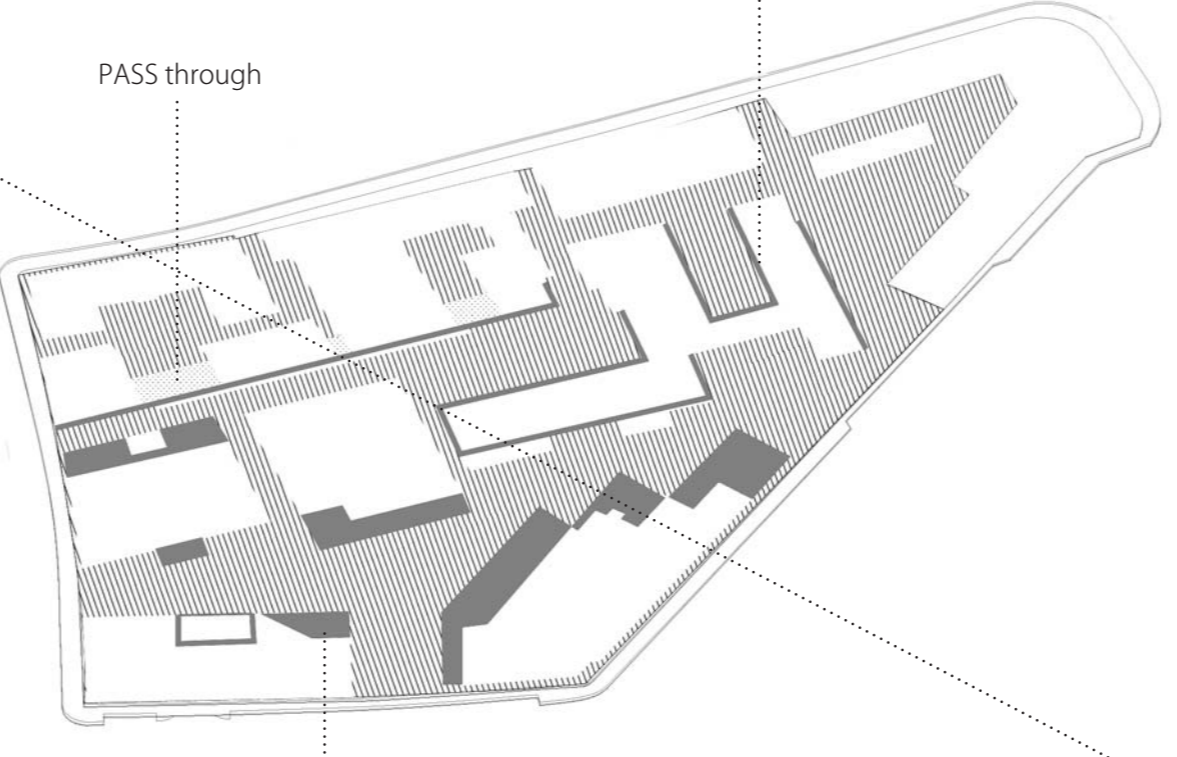
- leisure/commerce
- multi-storey parking
- offices, services/commerce
- restaurants, bars
- hospitality
- cultural amenities
- retail



(% of investments goes to)



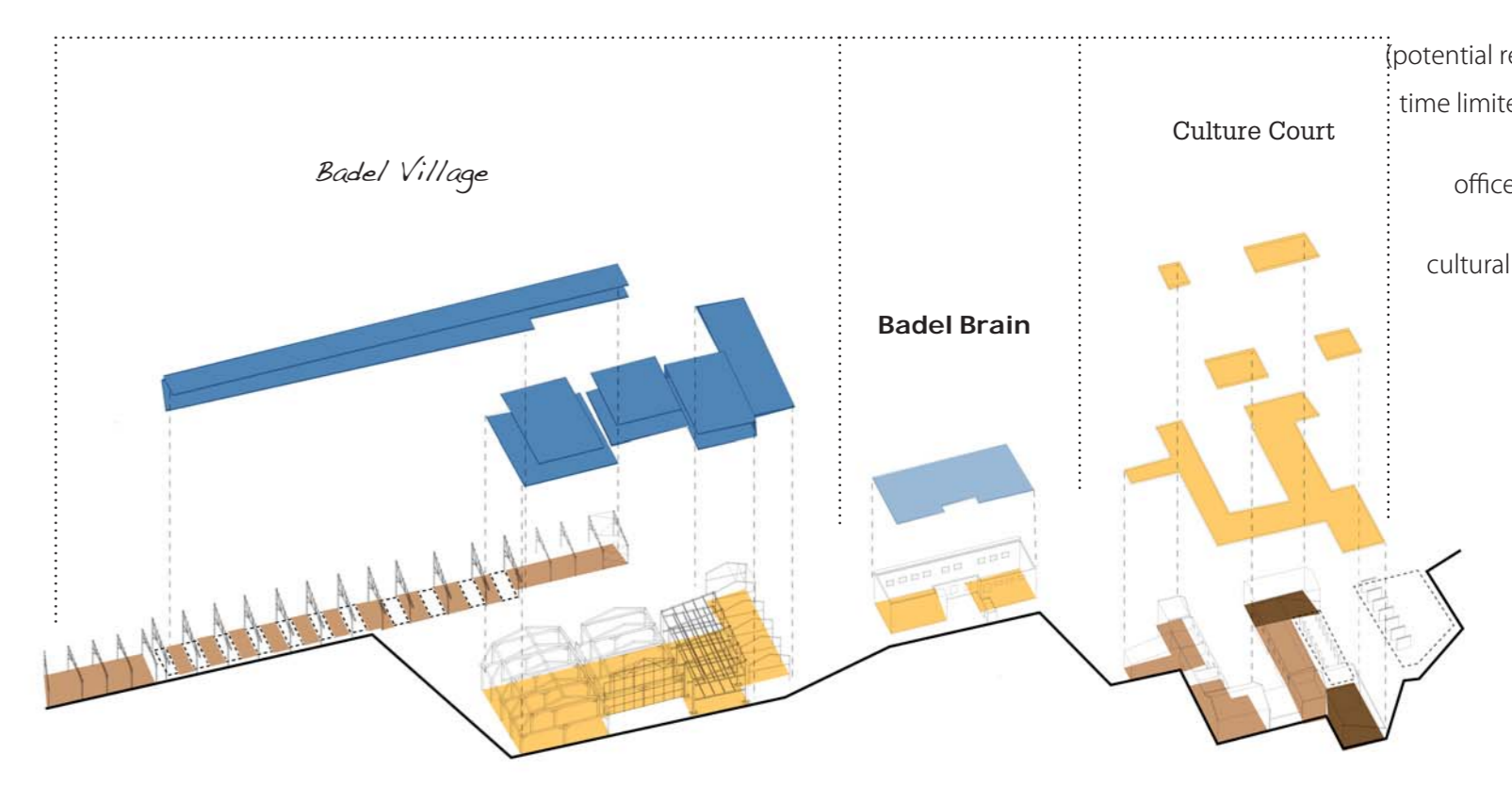
SOFT threshold (continuous surface)



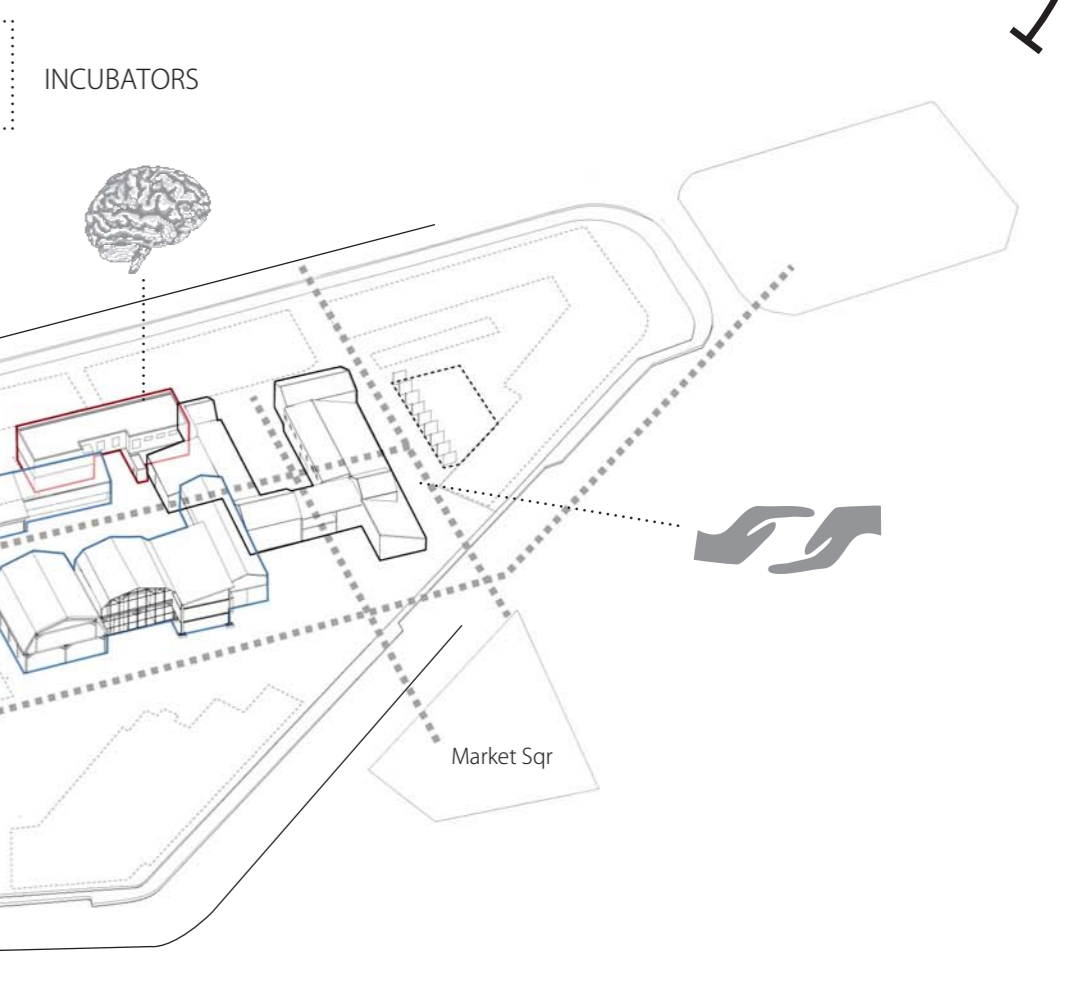
NET threshold (discontinuous surface)



(% of investments goes to)



- brick/concrete structures regeneration
- metal sheds regeneration (to be filled with temporary structures)
- Badel Brain / community's headquarter



COMMUNITY INVOLVEMENT: Badel as open-ended social experiment of participation and self-organization, involving communal activities and shared spaces + SOCIAL COHESION: enhancing mutual knowledge and empowering people

Zagreb Municipality acts as organizer/spin off and warrantor + Private Citizens as single persons and/or organized collectives (NGOs)

LONG TERM STRATEGY / COMMUNITY-DRIVEN ECONOMY

BOTTOM_UP

KICK OFF / ARISE

MUNICIPALITY SEARCHES FOR INVESTORS - starts renovation for Badel Culture Factory and the Hotel

COMMUNITY INVOLVEMENT - meetings and NGO creation (in Badel Brain), initial investment (self-organized) in renovation of smaller sheds (Badel Village)

SYMBIOSIS

INVESTORS COMPLETE DEVELOPMENT - beside the two new volumes with parking, leisure and offices, this is the phase of public surface's arrangement in coordination with Badel Brain NGO

COMMUNITY SOLIDIFICATION - decisional process about activities of the Cultural Court and collective effort for the definition of the public surface (thresholds, equipment) in coordination with municipality and private investors

COEXISTENCE

All commercial activities and cultural services guarantee a constant flux of users for the Badel complex, while profiting from the proximity of the community (cohesive effect)

There is no last stage in a participation process: the ever changing conditions (social, spatial) of the community allow for different temporary uses of the surfaces and aim at the highest flexibility and pliability (loop effect)



MUNICIPALITY REVENUES savings from parking construction and rental/leasing/contracting economic return

Coexistence

