

WHAT?
**PARTICIPATORY
 PROCESS TO
 DESIGN & BUILD
 BADEL BLOCK**

We propose to implement the current development process with public participation. We think there is no optimal solution but a plenty of them. These closed proposals can fulfill the expectations of certain groups or accomplished the diverse understandings of what the future of the city should be. However the city cannot depend on the success of a visionary idea. Therefore, we propose an open process to make sure the different sensibilities are taken into consideration in order to live in a city as complex and diverse as the society that lives in it.

WHY?
**BECAUSE
 THE CITY IS A
 PUBLIC ISSUE**

We are used to closed design processes that show the architect as the oracle and the spaces of the buildings as finished objects. We understand the city as the ongoing result of complex and diverse dynamics, and the role of the architect as the manager of these energies always ready to operate on unexpected scenarios. As a result, our proposal is to open Badel Block development process to the citizens.

WHEN?
**NEXT 3 YEARS
 AND ZAGREB
 FUTURE**

We propose to refurbish the Distillery in order to use it as the office for the Open Block Agency and to hold the several events and workshops through the process. A rough sketch at the beginning, it will collect successively a variety of infra-structure, furniture and gadgets that may serve its next use or raised in some of the buildings. During the first stages its purpose can be reconsidered and it could end up as a community social centre, a pioneer collaborative design lab or any other decided purpose. The agency also operates online. Visiting its web page www.openblockzagreb.org you can get to know the project and the process and take part of it whether you live close by or in a far away part of the world. It is possible to access the proposals, extract data and compare them. You can give your opinion, comment others' opinion or suggest any idea or modification on the plan of the design.

HOW?
CURRENT PROCESS **PROPOSED PROCESS**

Not only the Municipality, a main private investor and the architects and urban experts should be able to express their hopes or ideas for the future of Badel Block. Also potential users such as small investors, business potential owners, local associations or citizens should have the chance to express themselves about the convenience or not of the different proposals or even to propose any aspect they consider relevant. In order to meet these unlinked agents we create the Open Block Agency that will have its Office in the neighbourhood. Several events will be arranged such as Exhibitions, Lectures, Meetings, Workshops and online Applications.

WHEN?
**NEXT 3 YEARS
 AND ZAGREB
 FUTURE**

The process is divided in three stages. The first one takes 12 months and the second one will last two more years. The third one is open to the uncertain future. This is one of the last opportunities of Zagreb to boldly take part in its centre.

In a three stages process that completes and opens the current process. For the first stage, we propose an open public debate. We have developed several tools to analyse the different proposals of the present ideas competition. The decomposition of the so-presented ended proposals in four different faces allowing citizens and urban experts to debate on the same basis and recombine and synthesise them in partial or global solutions. On the second stage, we propose a collaborative design process that allow creative people outside the standard path of developing the city to participate. The way to do it cover a broad field from the "domestic scale to giving" to the membership in a work group focused on the guidelines to a bike friendly solution that will inform the Area Master Plan. We understand the third stage, the construction, as a process with no beginning or end. It had already started before the beginning of the process and plans on the Badel block and it will not be finished with the inhabitation of the buildings or the successful use of the public spaces. We think it is essential to inoculate the solutions with resiliency abilities in order to be able to cope with stress and adversity in the potential and unexpected scenarios the city will have to face.

STAGE 01
IDEAS COMPETITION
PARTNER SEARCH
PUBLIC DEBATE
POTENTIAL ANALYSIS
SYNTHESIS SIMULATION
INTERPRETATION TOOLS

STAGE 02
MASTER PLAN
DESIGN COMPETITION
COLLABORATIVE DESIGN
ON SITE
ON LINE
PARTICIPATION TOOLS

STAGE 03
CONSTRUCTION
INHABIT
WORK IN PROGRESS CONSTRUCTION
SIMULATION
RESILIENCY ABILITIES



OPEN BLOCK ZAGREB POTENTIAL 02

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1 PLOT AND POSSIBLE FUTURES

THEY COULD BE THE OPTIMAL SOLUTION OR NOT.

ABOUT

WE PRESENT 21 SIGNIFICATIVE PROPOSALS AS 21 CLOSED VISIONS OF WHAT THE FUTURE OF BADEL BLOCK COULD BE. THEY COULD BE MUCH MORE AND MOST OF THE ENTRIES OF THE PRESENT IDEAS COMPETITION COULD BE THERE AS WELL. AMONG THEM WE CAN FIND PROPOSALS THAT DON'T FOLLOW THE SUBSEQUENCES OF THE COMPETITION AND ALSO THE WINNER PROPOSALS OF PAST BADEL BLOCK COMPETITION WE CAN ALSO SEE DIFFERENT PROGRAMS OR SET DIFFERENT WAYS TO OCCUPY THE PLOT AND DENSITY IT.

THEREFORE WE HAVE POSTORED THEM IN A MATRIX BY AGENTS, PROGRAM, URBAN PARAMETERS AND SUSTAINABILITY.

PROGRAM

WHAT USES SUPPORT THE CITY AND HOW THEY ARE RELATED

AGENTS

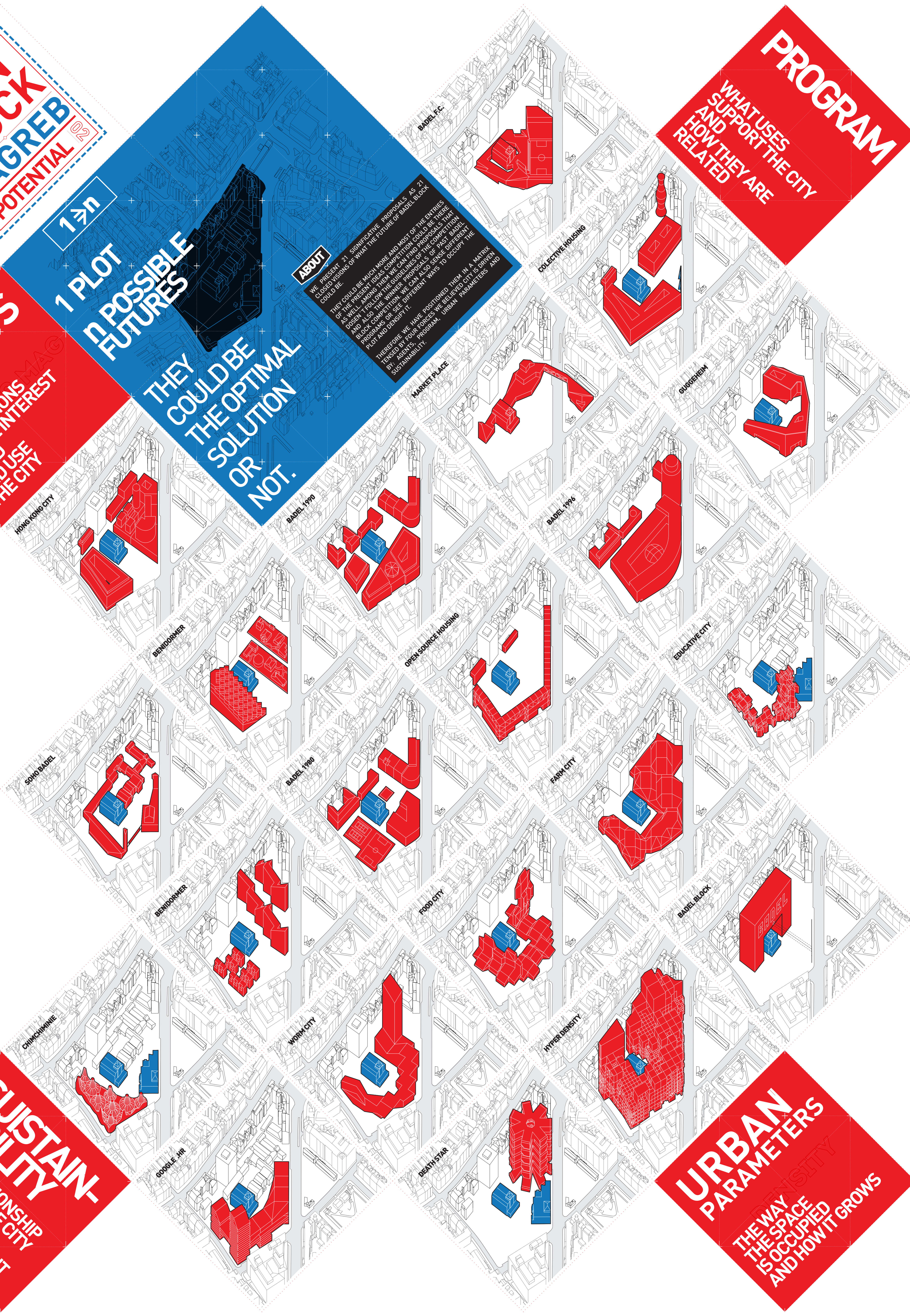
THE GROUPS AND INSTITUTIONS WHOSE INTEREST BUILD AND USE THE CITY

SUSTAINABILITY

THE RELATIONSHIP BETWEEN THE CITY AND THE ENVIRONMENT

URBAN PARAMETERS

THE WAY THE SPACE IS OCCUPIED AND HOW IT GROWS



OPEN BLOCK ZAGREB ANALYSIS

ABOUT

IN ORDER TO MAKE THE 21 PROPOSAL, WE NEED TO ANALYZE AND DECOMPOSE THEM INTO OPERATIVE PARAMETERS. THESE DATA DEFINE THE PRECISELY HOW TO FOCUS THE CITY DYNAMICS. THE DIAGRAM IS ABLE TO DESCRIBE A PROPOSAL AS BETTER IN RELATION WITH THE ENVIRONMENT OF THE PROGRAM. DIVERSITY, WE CAN EVEN SAY MAKING SOME OF THESE CONDITIONS IN ORDER TO IMAGINE A NEW PROPOSAL.

WE CANNOT BE SURE THAT ANY OF THESE VISIONARY IDEAS WILL WORK FOR LABEL BLOCK, BUT THROUGH THESE ANALYSIS WE CAN ISOLATE WHAT IS THE SWEET SPOT.

n>1 POSSIBLE FUTURES EVALUATION DIAGRAM

WHAT DATA IS CRUCIAL FOR THE SUCCESS OF ANY PROPOSAL?

CITY GENERATORS

AGENTS

URBAN PARAMETERS

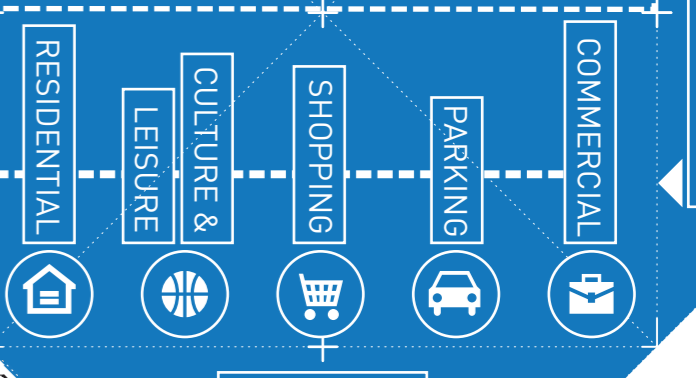
SUSTAINABILITY

WHO PAYS IT?

- MUNICIPALITY
- PRIVATE PARTNER
- PUBLIC ORGANIZATION
- CITIZENS

WHO USE IT?

PROGRAM HYBRIDIZATION DEGREE



%

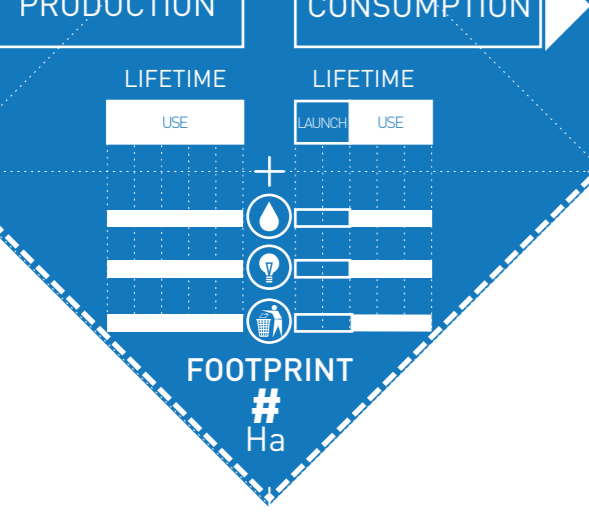
PROGRAM

AGENTS

KEY

KEY

SUSTAINABILITY

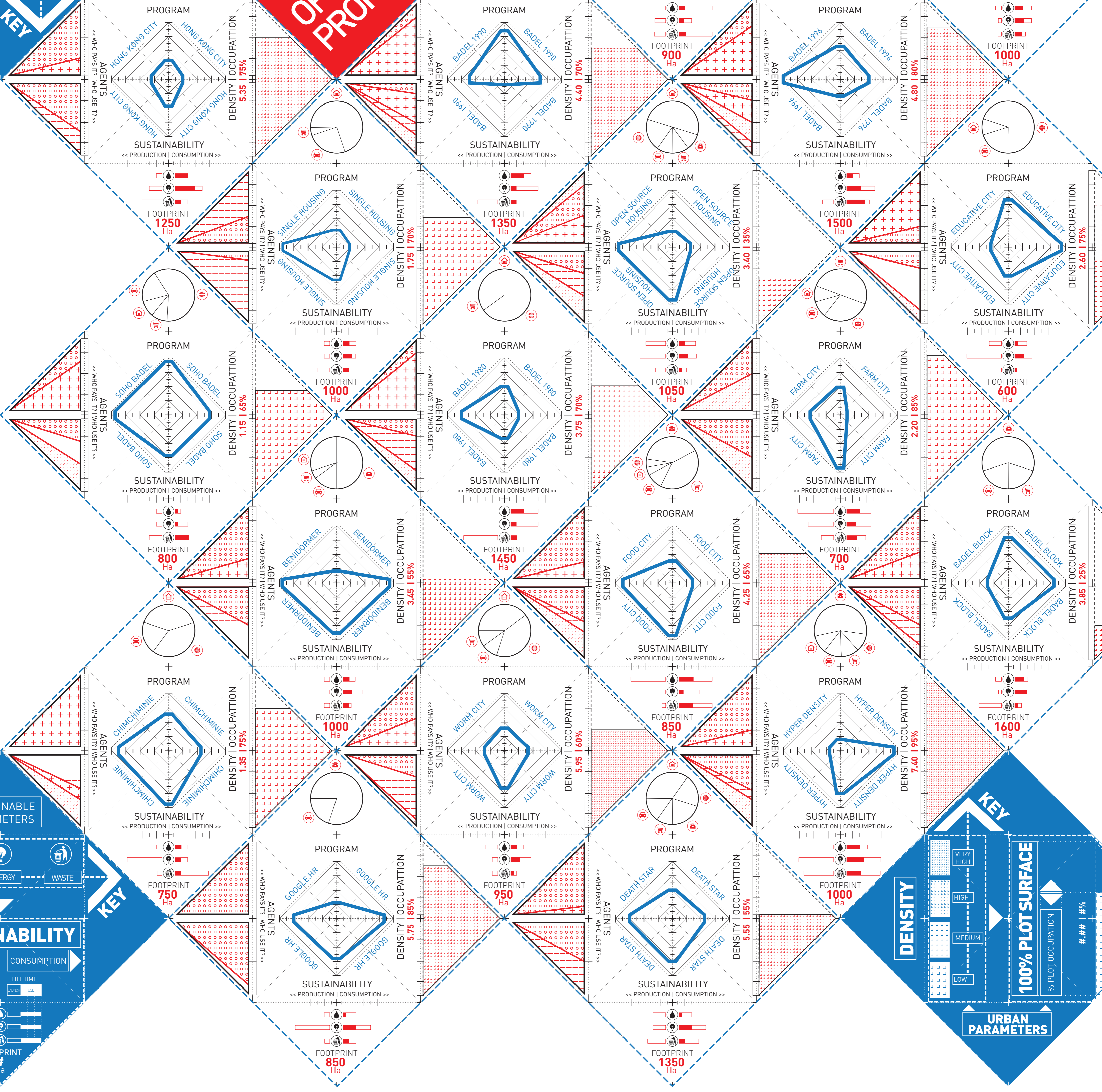


100% PLOT SURFACE

% PLOT OCCUPATION

| %

URBAN PARAMETERS



OPEN BLOCK ZAGREB SYNTHESIS 04

ABOUT
 FOLLOWING THE LOGICS OF EACH ONE OF THE FOUR VERY DIFFERENT SCENARIOS WE HAVE SYNTHESIZED SEVERAL OPERATIVE STRATEGIES THAT ALLOW THE AGENCIES INVOLVED IN THE PROCESS COMBINING THEM TO ALLOW THE BUILDING PARTIAL SOLUTIONS. DEPENDING ON THE CONTEXT, THE STRATEGIES HAVE A DIFFERENT WEIGHT AND THEY FOCUS ON DIFFERENT TOPICS.

WE WANT TO MAKE A SPACE FOR THE FUTURE OF ZAGREB

WE MADE THE MASTERPLAN WITH THE DESIRES & THE EXPECTED USES

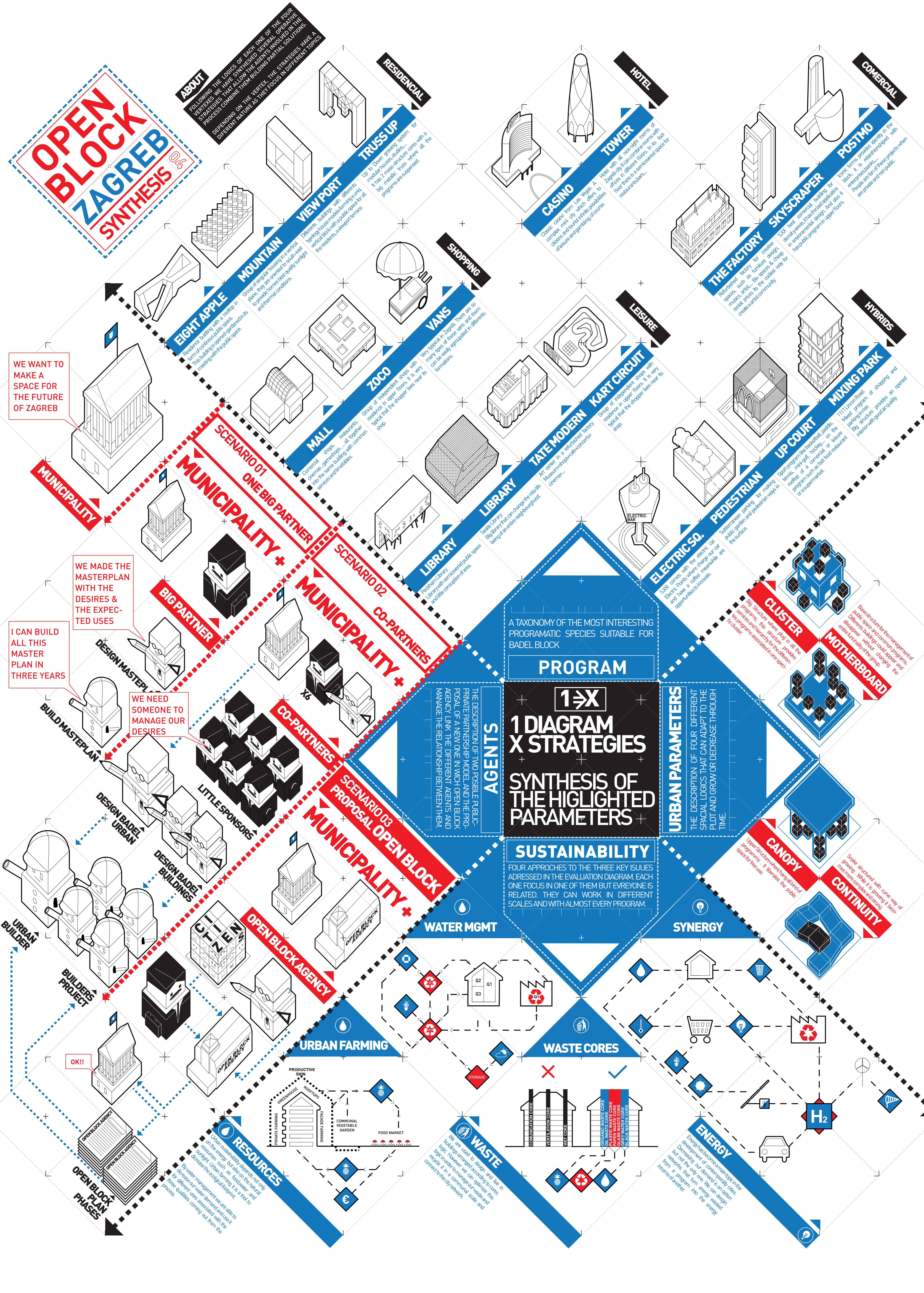
I CAN BUILD ALL THIS MASTER PLAN IN THREE YEARS

WE NEED SOMEONE TO MANAGE OUR DESIRES

OK!!

URBAN BUILDER BUILDERS PROJECT

OPEN BLOCK PLAN PHASES



OPEN BLOCK ZAGREB SIMULATION 05

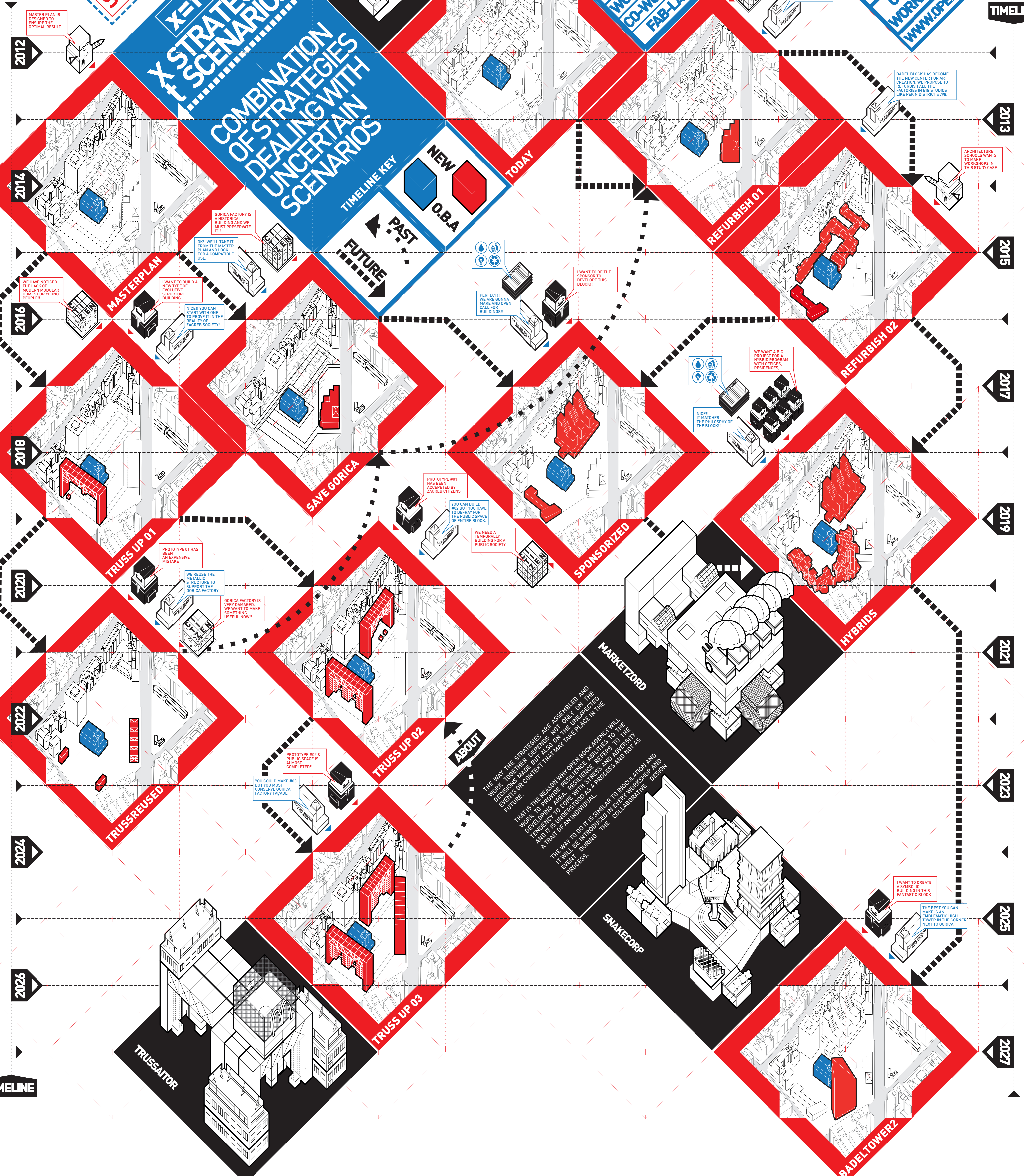
X=f(t)
STRATEGIES SCENARIOS
COMBINATION OF STRATEGIES DEALING WITH UNCERTAIN SCENARIOS

OPEN BLOCK AGENCY ON-SITE

OPEN BLOCK AGENCY ON-LINE

ARCHITECTURAL ADVISORY OFFICE O.B.A.
 EXHIBITIONS
 LECTURES
 WORKSHOPS
 CO-WORKING
 FAB-LAB

OPEN BLOCK NETWORK
 MOBILE APPS
 WEB PLATFORM
 ON-LINE WORKSHOPS
WWW.OPENBLOCKZAGREB.ORG



2012
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022
2023
2024
2025
2026
2027

TIMELINE

MASTER PLAN IS DESIGNED TO ENSURE THE OPTIMAL RESULT

GORICA FACTORY IS A HISTORICAL BUILDING AND WE MUST PRESERVE IT!

WE'LL TAKE IT FROM THE MASTER PLAN AND LOOK FOR A COMPATIBLE USE

I WANT TO BUILD A NEW TYPE OF EVOLVING STRUCTURE BUILDING

NICE! YOU CAN START WITH ONE TO PROVE IT IN THE REALITY OF ZAGREB SOCIETY!

WE HAVE NOTICED THE LACK OF MODERN MODULAR HOMES FOR YOUNG PEOPLE!

PERFECT! WE ARE GOING TO MAKE AND OPEN CALL FOR BUILDINGS!

I WANT TO BE THE SPONSOR TO DEVELOP THIS BLOCK!

NICE! IT MATCHES THE PHILOSOPHY OF THE BLOCK!

WE WANT A BIG PROJECT FOR A HYBRID PROGRAM WITH OFFICES, RESIDENCES...

PROTOTYPE #1 HAS BEEN ACCEPTED BY ZAGREB CITIZENS

YOU CAN BUILD #2 BUT YOU HAVE TO DEFEND FOR THE PUBLIC SPACE OF ENTIRE BLOCK.

WE NEED A TEMPORALLY BUILDING FOR A PUBLIC SOCIETY

PROTOTYPE #1 HAS BEEN AN EXPENSIVE MISTAKE

WE REUSE THE METALLIC STRUCTURE TO SUPPORT THE GORICA FACTORY

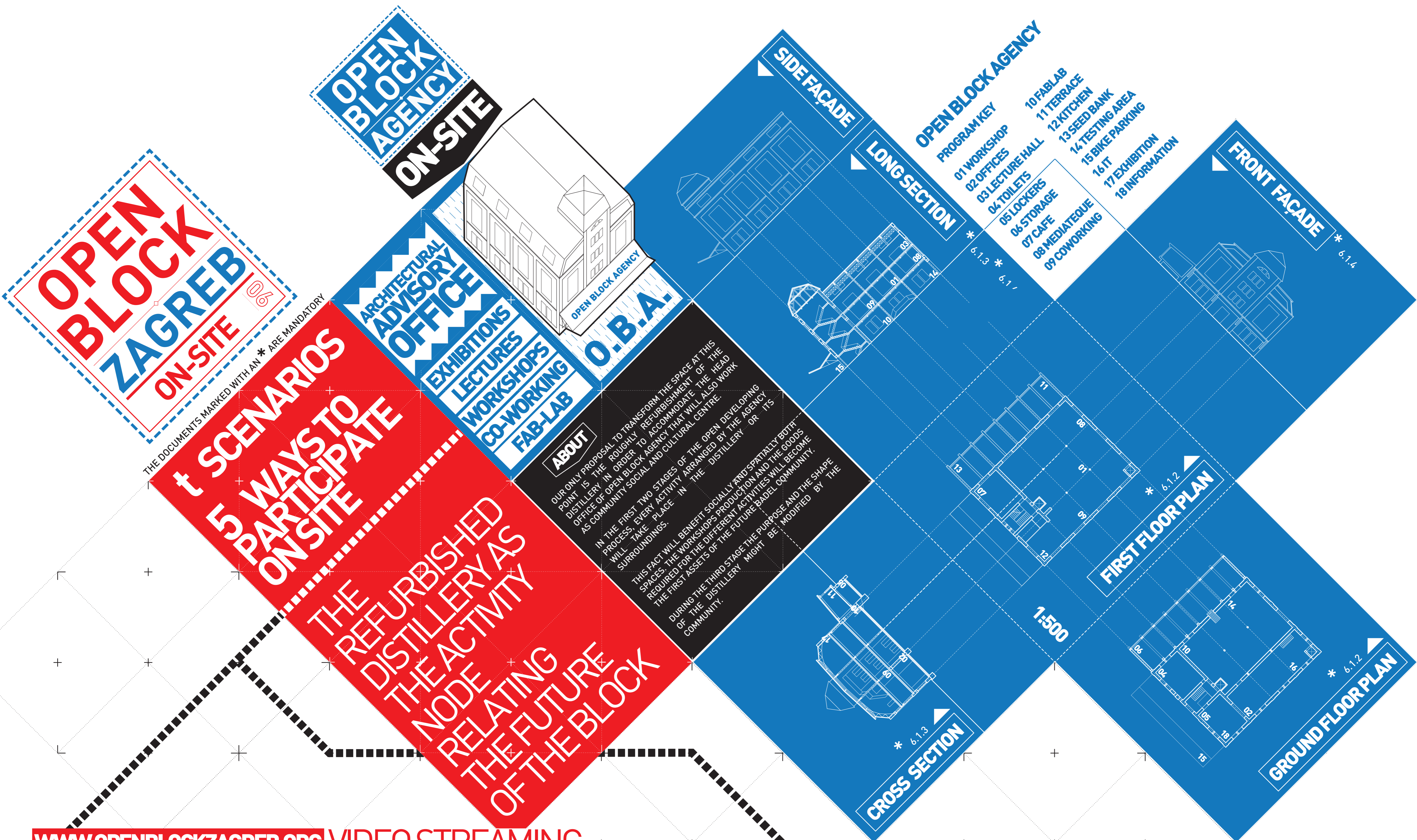
GORICA FACTORY IS VERY DAMAGED WE WANT TO MAKE SOMETHING USEFUL NOW!

PROTOTYPE #02 & PUBLIC SPACE IS ALMOST COMPLETED!

YOU COULD MAKE #03 BUT YOU MUST CONSERVE GORICA FACTORY FACADE

I WANT TO CREATE A SYMBOLIC BUILDING IN THIS FANTASTIC BLOCK

THE BEST YOU CAN MAKE IS AN EMBLEMATIC HIGH TOWER IN THE CORNER NEXT TO GORICA



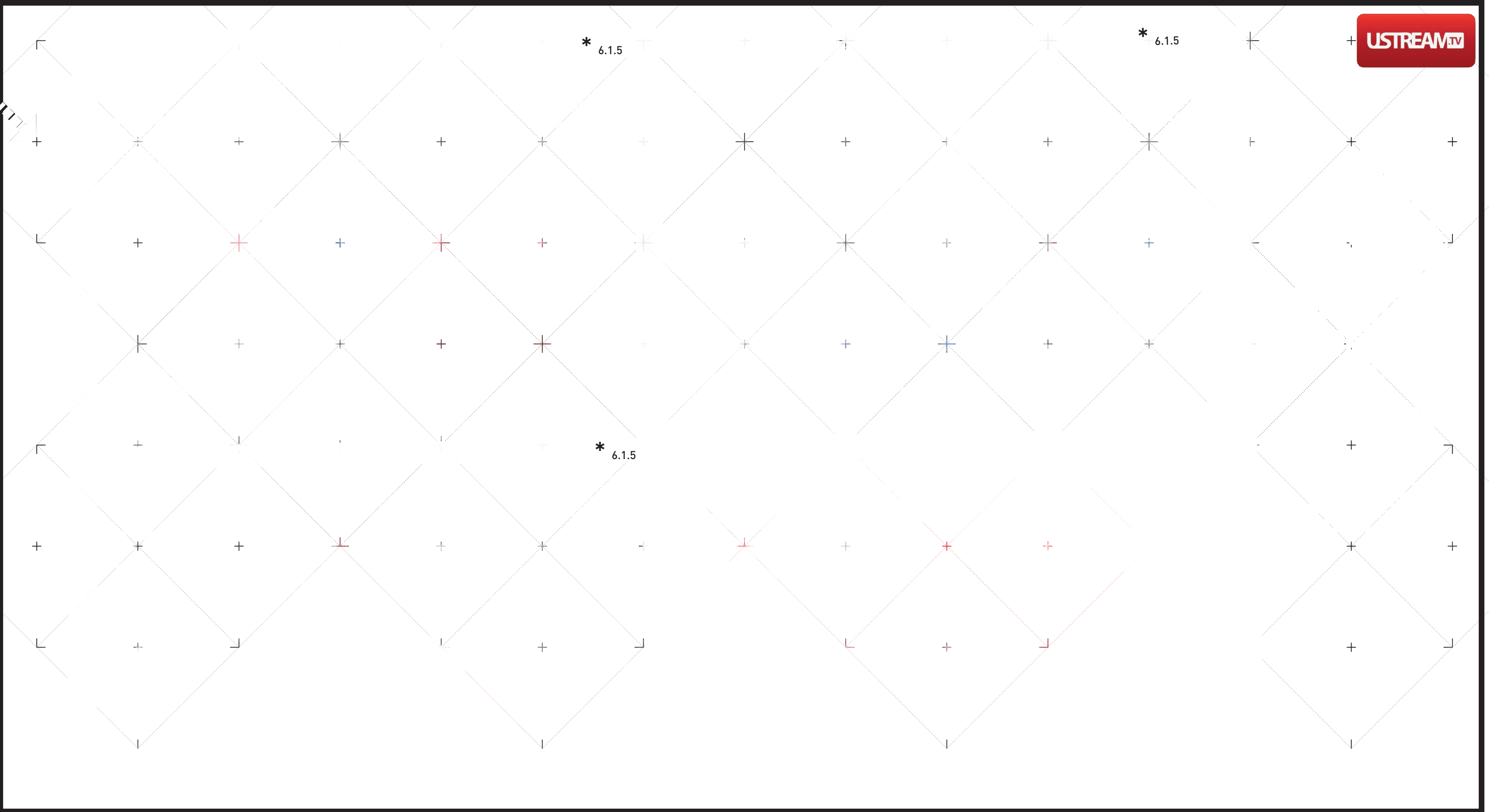
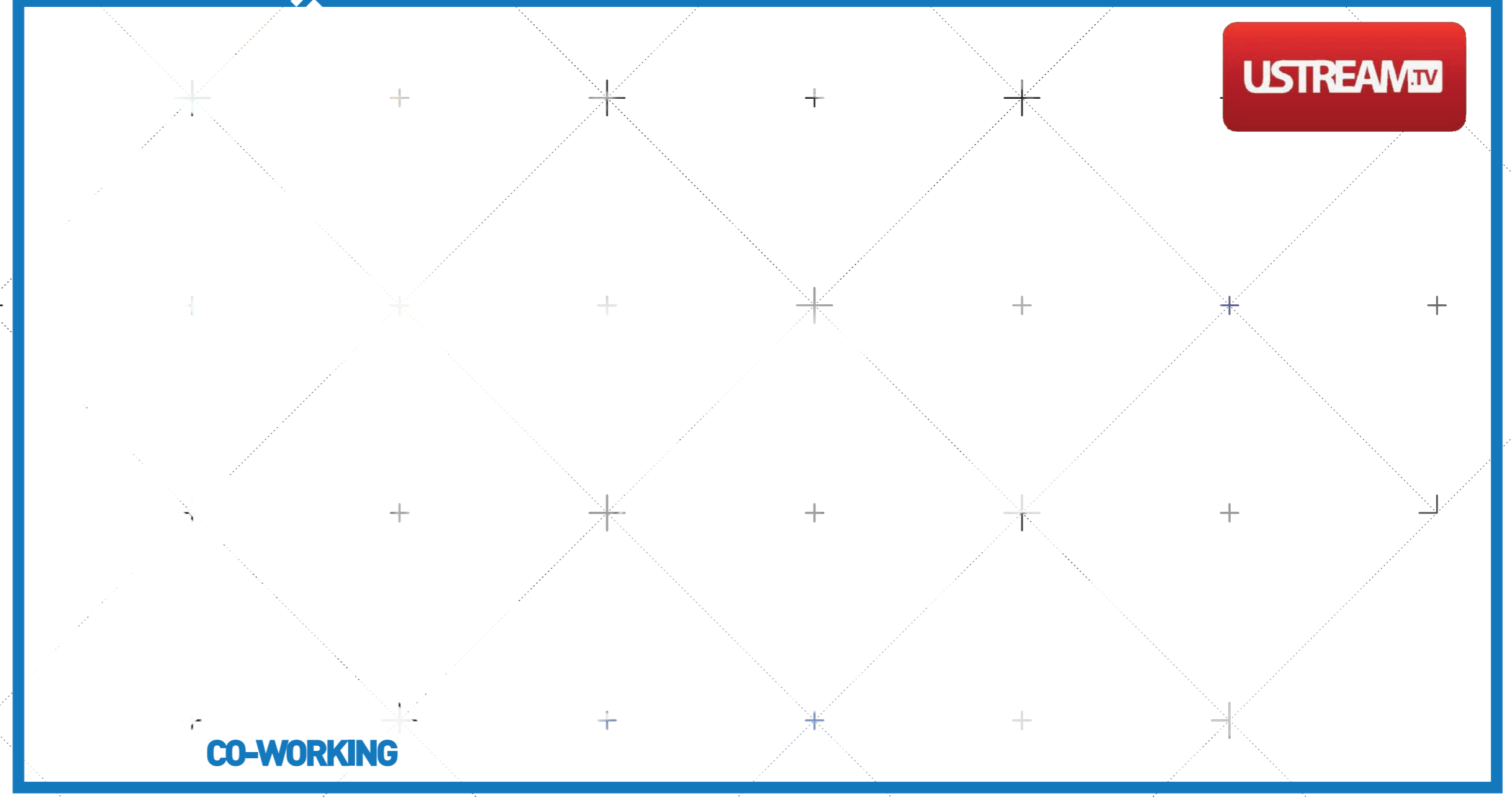
5 SCENARIOS

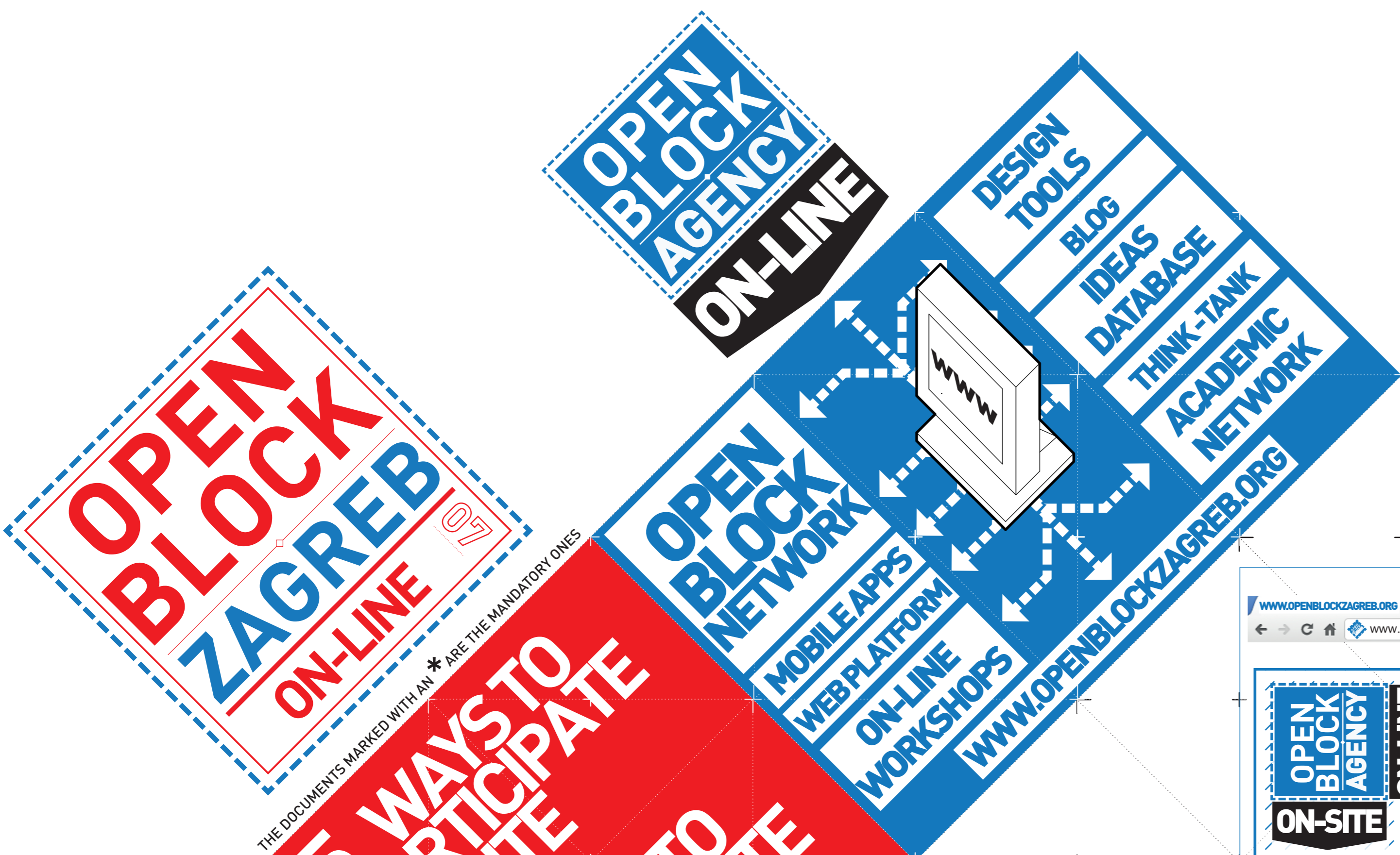
5 WAYS TO PARTICIPATE ON SITE

THE REFINISHED DISTILLERY AS THE ACTIVITY NODE RELATING THE FUTURE OF THE BLOCK

WWW.OPENBLOCKZAGREB.ORG VIDEO STREAMING

ON LINE PUBLIC TOOL





SCREENSHOT WWW.OPENBLOCKZAGREB.ORG
 DOWNLOAD MOBILE APP



15 WAYS TO PARTICIPATE ON-SITE
3 WAYS TO PARTICIPATE ON-LINE
WWW.OPENBLOCKZAGREB.COM
 AS AN OPEN NODE TO CONNECT WITH ABROAD NETWORKS

ABOUT
 NOWADAYS EVERY EVENT THAT TAKES PLACE HAS AN IMPACT IN SOMETHING ELSE THAT WAS THERE BEFORE AND PLACES CAN BE STROUNG LINKS DISPERSE PEOPLE REASON WHY OPEN BLOCK AGENCY WORKS ALSO IN AN ON-LINE LEVEL. THE MAIN LEVEL OF NETWORKS BASED ON INTEREST TO THE EXISTING NETWORKS. BOLD BLOCK CAN BENEFIT FROM EXTERNAL AGENTS WITH PREVIOUS INITIATIVES. OPEN BLOCK ASPIRES TO PUT NEIGHBOURS AND GIVE THEM THE TOOLS TO STA ORGANISED BY THEMSELVES BUT ALSO WOULD LIKE TO BE ITSELF LINKED TO WORLD WIDE ACADEMIC NETWORKS OR CREATIVE CLUSTERS.

THE DOCUMENTS MARKED WITH AN * ARE THE MANDATORY ONES

WWW.OPENBLOCKZAGREB.ORG SCREENSHOT
 ON LINE DESIGN TOOL

