

In the name of God
Concepts and Ideas of Project

The Badel block is only area in the east of Zagreb that has not been fully developed. It has also no clearly affected urban manner and purpose. So this project tried to design a whole complex with a lot of solutions for probable future's problems. This planned complex has diversity of amenities like Bank, Bars, Shopping center & Retail Shops, Residential apartments, Commercial units (Official & Administration buildings), Museum & Gallery, Library, Cinemas, Restaurants, Cafes, Supermarket, Green Spaces, Informal gathering place . . . And also it has a lot of shoppings, catering amenities, Pool, Amphitheater, Sport hall for residential apartments.

- 1 . Residential complex is situated at the north-east of the site, near the existing residential and commercial buildings of Badel block along Valska streets, Kvaternikov trg square and Subicava street. It designed like L and combined with existing residential buildings to generate a greater complex. consequently a semiprivate yard formed in the middle that has less noise pollution and more safety and security for owners. The other hand, it's a sector in the block with ability of self-solving.
- 2 . Surfaces along Derencinova, Subicava and Marticeva streets earmarked for variety of commercial uses, such as administrative, official and Shopping . . . Like existing urban tissue of Zagreb, buildings are situated in a line along the streets in different heights and uses. For that the designed buildings of project are situated along the surrounding streets. This idea gives a lot of opportunities to the complex.
 - * Open spaces are joined together and made a greater open area
 - * Buildings don't protect themselves from sunlight and daylight
 - * Access area decrease to the lowest degree (minimum)
 - * Readability and legibility of construction are more



Figure A. Tissue of common blocks in Zagreb

- 3 . Conservation and repair of the existing historical building (Yeast production factory) is one of the major importance for the city of Zagreb. So after renovation and necessary reparations, the whole factory with original plan will remain in use and convert to the museum. A museum full of history of this industry, from past until now. Where that visitors can find process of distillery, purify a liquid by condensing, . . . Yeast factory located almost in the middle of the site, so it can be a visual benchmark and gives a character to the new constructions. For use of this opportune moment the new buildings are arranged around and created some axes towards factory from surrounding streets. People can get into the site by openings of the new buildings from the streets. Most important access is created at the corner of Subiceva and Marticeva streets by coming down and folding the principle lines of new construction (Figure B). This pedestrian entrance is situated beside an old façade (Gorica factory as another visual benchmark) and almost opposite of the traditional market. This access creates a good relationship and connection between two trade centers, a new shopping building and an old market on the opposite side. Between two corners of junction, N-E and N-W.

Pedestrian entrances invite people to come into the site from the streets and encourage them to spend time in comfortable spaces around the industrial architectural heritage, in green spaces with less of street's traffic, in cafes,

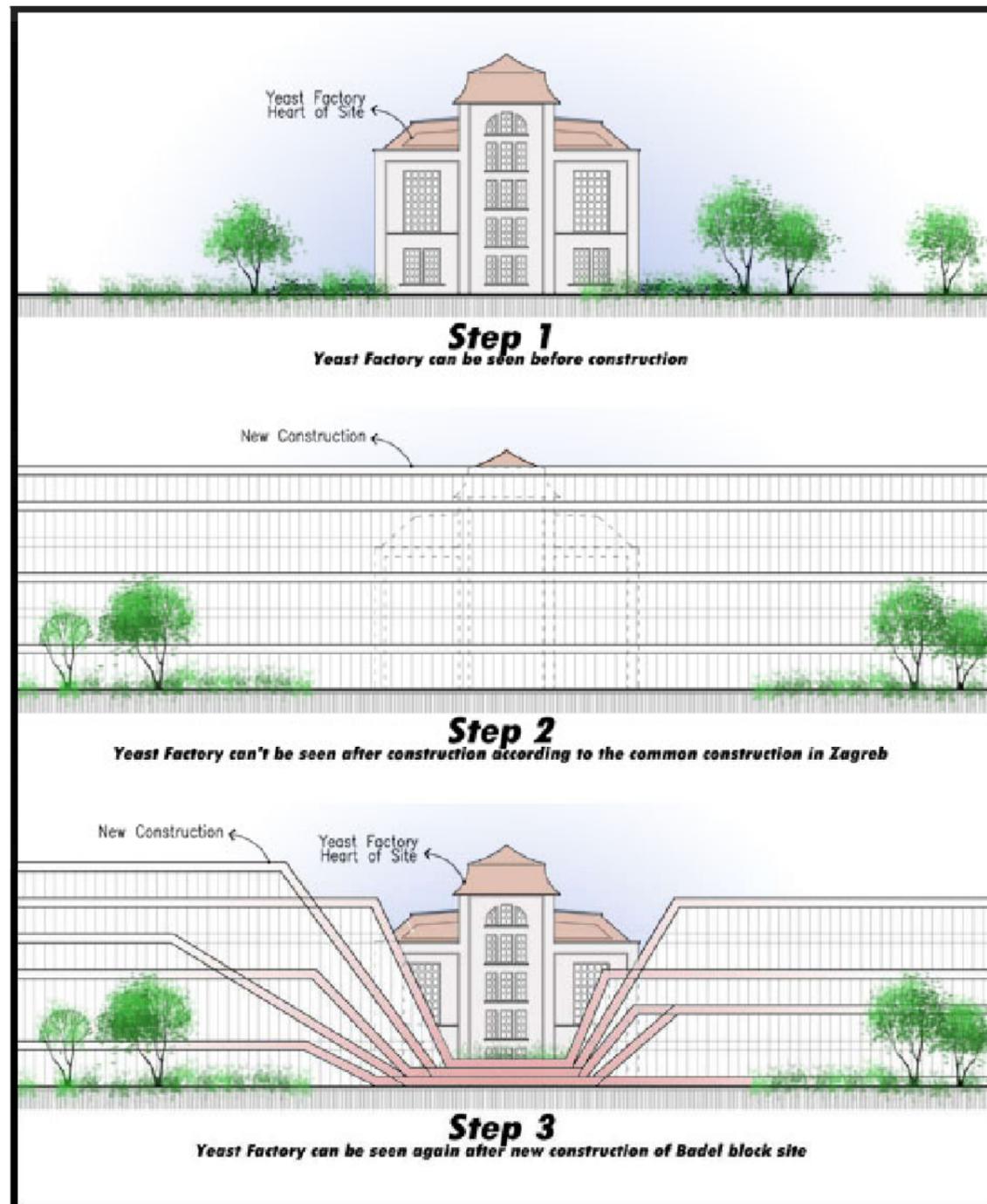


Figure B. Main Pedestrian Entrance

restaurants, open gathering space and . . .

The new construction is transparent. All of its ingredients are hollow box with glasses that cover two side. So the center of site, Yeast Factory and internal green spaces can be seen from every interior spaces. That means the Yeast factory looks like a sweetheart which all of eyes are gazing at.

On the west and east side of the Yeast factory another two boxes are placed under the level of ground because of don't preventing the tension of views and perspective. One of them nearby the residential apartments is Library, because it doesn't any noise pollution and the other next to the official and commercial buildings is club, when it's on the official is off and viceversa. Their functions are related to the leisure time. One in day and one in night However, All efforts -told above- are attempting to respect the old heritage and keep continuing its life among the new style of living.

4 . AUTUMN IS FAIR.

The *Europe* is famous *Green Continent*. All of its countries like Croatia are known too. But this country has got a lot of another beauties that are hidden and placed out of sight. One of them is its *Fall*. Season of playing colors all around, top of the trees, on the ground, under the feet, floating in the air . . . Some elements of complex can have autumn's family color (Red, Orange, Yellow, . . .) like Sunshaders of facades. It gives variety of effects to the elevations. In the other hand the colores like red, orange, . . . are known as warm-color and can complete the color Green. Because in color cycle red and green are complement and use of complementary colors can balance visual effects of city around the Badel block. It highlights the block identity and generates a new urban value.

Most of housetops in Zagreb are red-colored too and it's the reason that why the use of complementary colors is important (figure A) and it can continue the culture of Zagreb by new graphic language (figure C). Also many other elements can use this idea, for example colored glasses are suitable for simulating the sense of autumn in exterior and interior of new construction.

So the whole of project can be name "Fall in Zagreb"



Figure C. Autumn color's in sunshade

5 . Traffic and Parking lots

Traffic in Marticeva and Subiceva goes in both directions, and in Derencinova

goes in one direction. 3 main driveways designed to access underground parkings, one in Marticeva, in Derencinova and in Subiceva. Car access in Marticeva used for public under the shopping in 3storeies. This parking space provides about 630 parking lots (PLGS), this amount can increase up to 810 PLGS, by adding parking spaces and one another driveway.

Car access in Derencinova almost belongs to the commercial use (official). One another way planed in Subiceva. This way has got less capacity and is used only for owners (residential and admin.)

In design of complex for achieving more use of land surface , greater open spaces, transparency and respect to the historical elements of side, all the parking lots planed underground. i.e. no car can park on the land.

Finding the car access is clear and can be seen easily in surrounding streets by drivers.

All of concepts -told above- tried to design an whole complex to provide a comfortable spaces for stay, movement , living and working of pedestrians and permanent users.

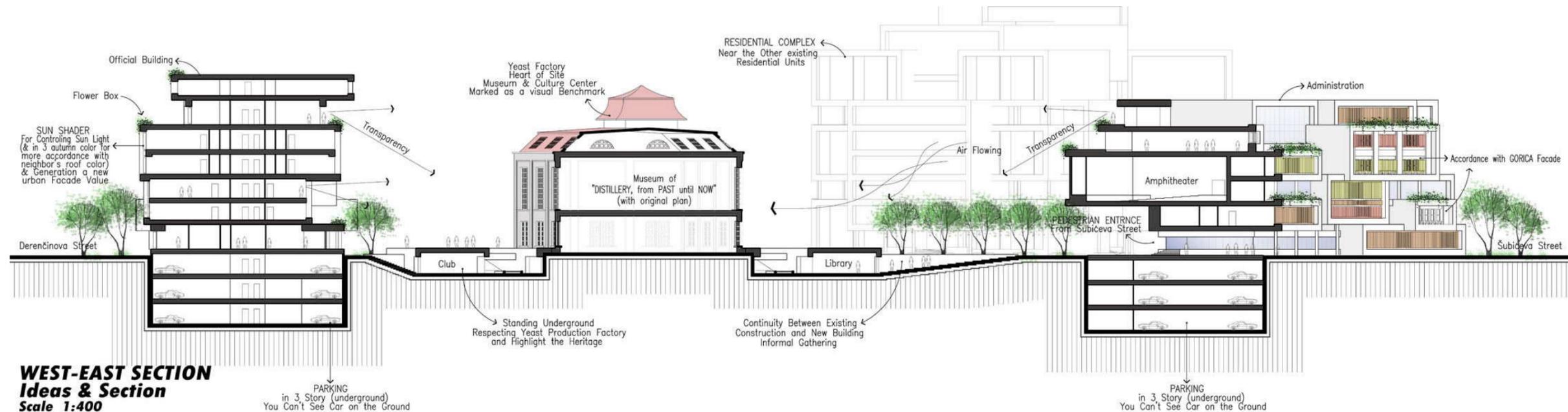


Figure D. Concepts and Ideas in a short view