

***:: aspern Vienna's Urban Lakeside
as the 22nd district's impulse generator ::***

:: How can an artificially built urban area stimulate
an old district's character?::



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Content

:: Our assumption and our tools to find out::

:: Our position towards Gehl's landscape architecture ::

:: Our position towards *aspern's* branding strategy::

:: Our objective ::

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:: Our assumption ::

asperm's landscape architecture in *Partitur des öffentlichen Raums* might **not be contextualized** enough with the **surrounding district** and might not be tailored satisfyingly to the **urban requirements** of the 22nd district's inhabitants.

Tools to find out:

- extensive **internet research**
- **street-interviews** in the 22nd district
- interviews with **branding experts**
- a moderated **afternoon discussion**



:: afternoon discussion with some inhabitants from Donaustadt ::





:: The results of the street interviews and the discussion afternoon ::

- +/- Question remained open: **Why** building an **artificial lake**?
- The district lacks of **nightlife** and a solid club-culture.
- Too large **spatial distances** between the district's shopping offers.
- Lack of **vegetable market** areas and **quality and healthy gastronomy**.
- + Most of the afternoon debate **participants** were **in favour of** the new urban development project.
- There exists a **citizen's initiative against** the new urban development project.

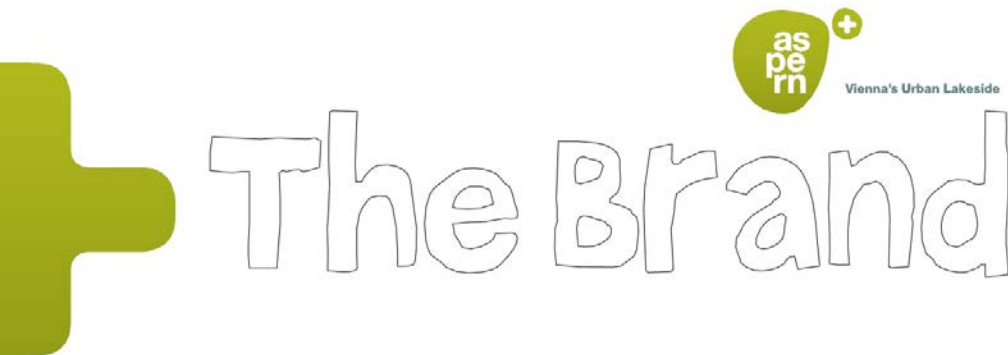


:: The real-estate player's philosophy behind *asperm* ::

The analysis of *asperm*'s brand-finding process (2007-2008) unveiled that it had followed a **top-down approach** without participation of the local residents.

Thus the brand communicates an **exclusive character** today and does not come together with the district's historic nor current identity.

asperm's brandbook – the guideline for this and the coming generations

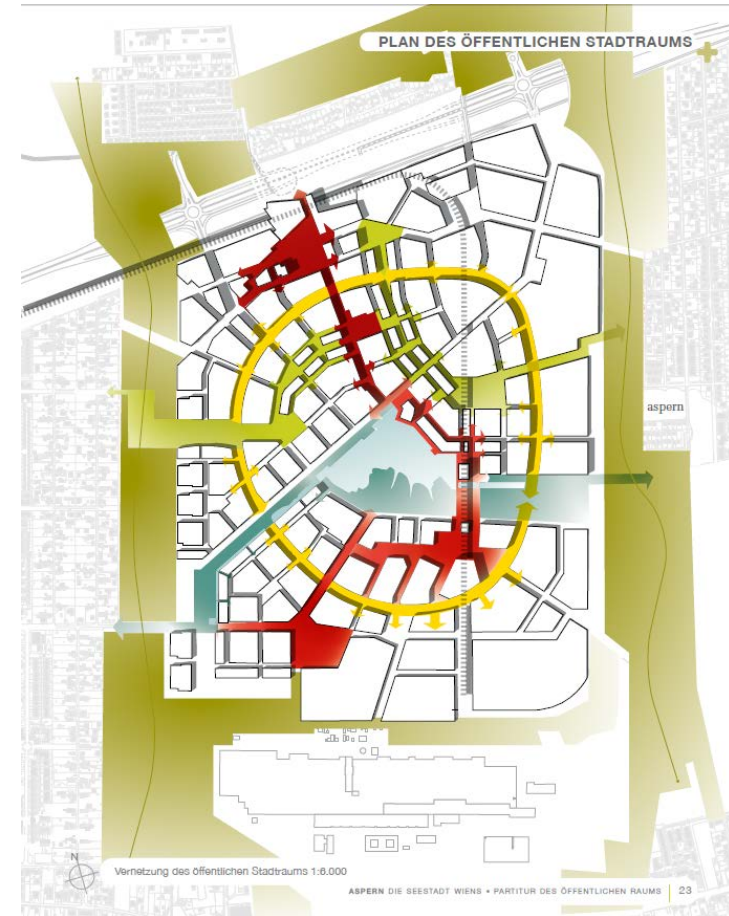


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:: Our position towards *aspern's*
landscape architecture::

We conform to small landscape design units proposed in *Partitur des öffentlichen Raums*. We strongly criticize though the **landscape architecture's introversion**. It is spatially not aligned enough to its surrounding areas. In short: The *Partitur des öffentlichen Raums* seems rather like a manual for **a self-expressing 24th district** than an integrative, urban stimulation for Donaustadt.

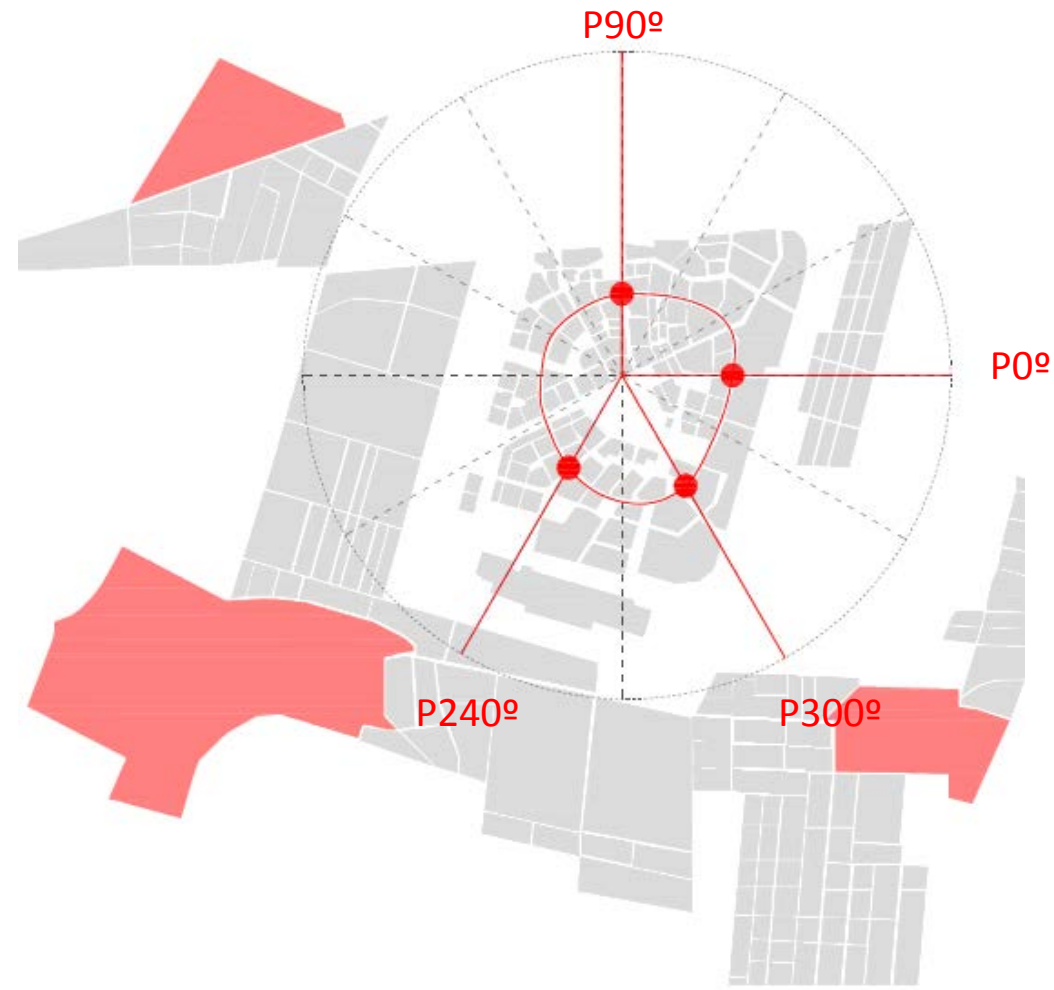


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:: Our objective ::

Our objective consists in **socio-spatial cohesion** between Donaustadt's and *aspern's* future residents. By linking the results from our analysis **integrative localities** in *aspern's* landscape architecture could easily be installed. Local people's as well as new comer's urban requirements could be **satisfied at the same time**.

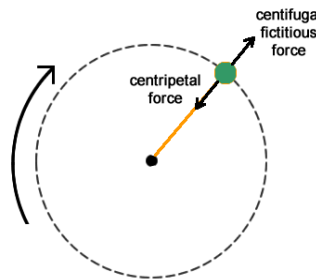


:: Our vision behind the design experiments::

Our vision consists in creating public spaces which **extroversively** radiate a **locational attraction**. *aspern's Ringstrasse* could therefore serve as an unprecedented circle which exhales

- an **activating centrifugal** force and
- an **appealing centripetal** force.

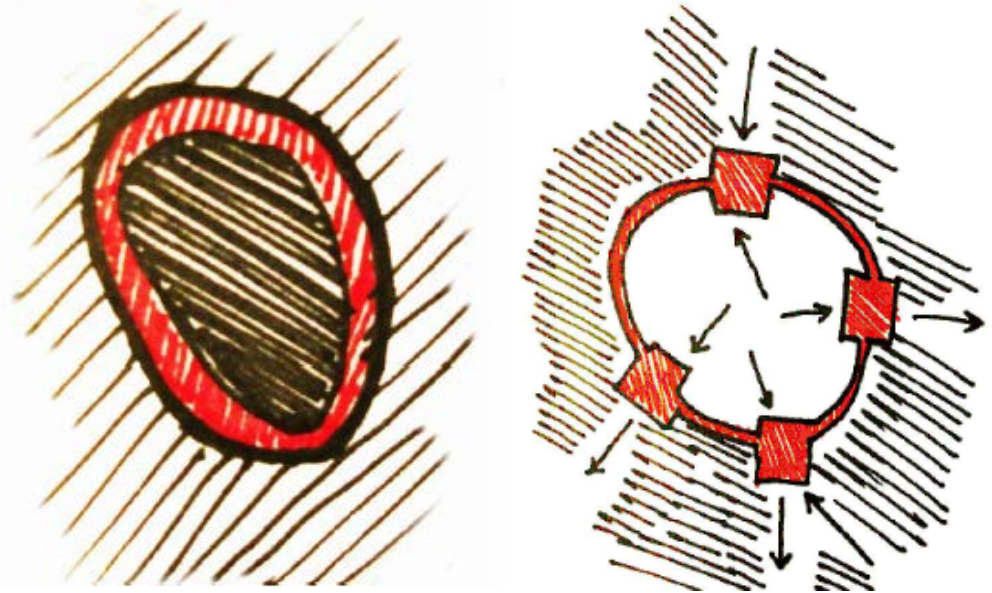
In this way *aspern* could act like an **impulse generator** which activates and attracts its surrounding areas at the same time.



:: Our strategy ::

We agree with the actual master plan about how the new city should be (a **compact city** model) and with the importance is given to the **public spaces**.

We decided to keep the “strong main elements” of their proposal - the Ring and the Lake - but changing its character in order to achieve the **integration** we want to reach with our experiment design.



:: THE RING :: continuous line, barrier → sequence of **points of attraction**

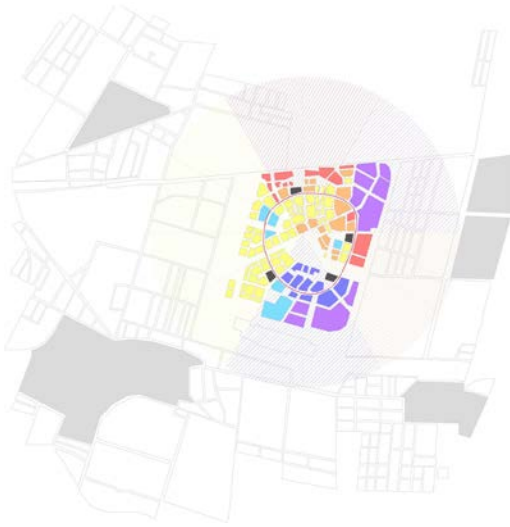
:: THE LAKE :: static destiny, place to see → focus of movement, **place to live**

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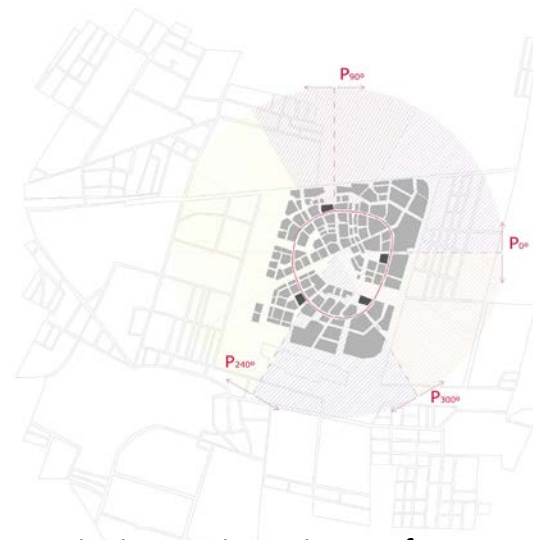
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:: Our strategy ::

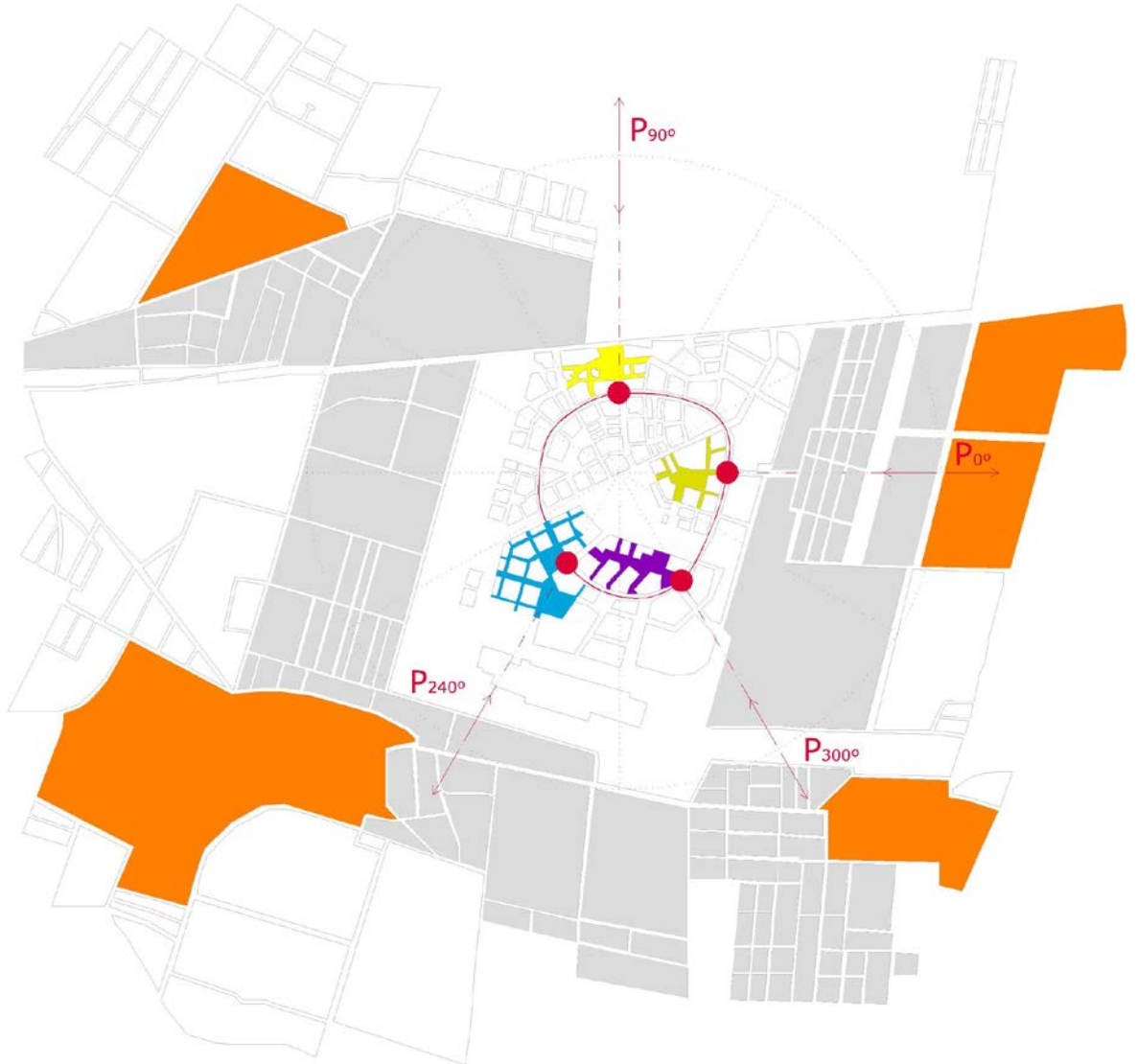
:: If the ring was opened at some points these **pockets** could serve as particular **integrative localities** to satisfy local's and newcomer's urban requirements.



:: Located between different functional sectors



:: Interior integration: mixture of usages



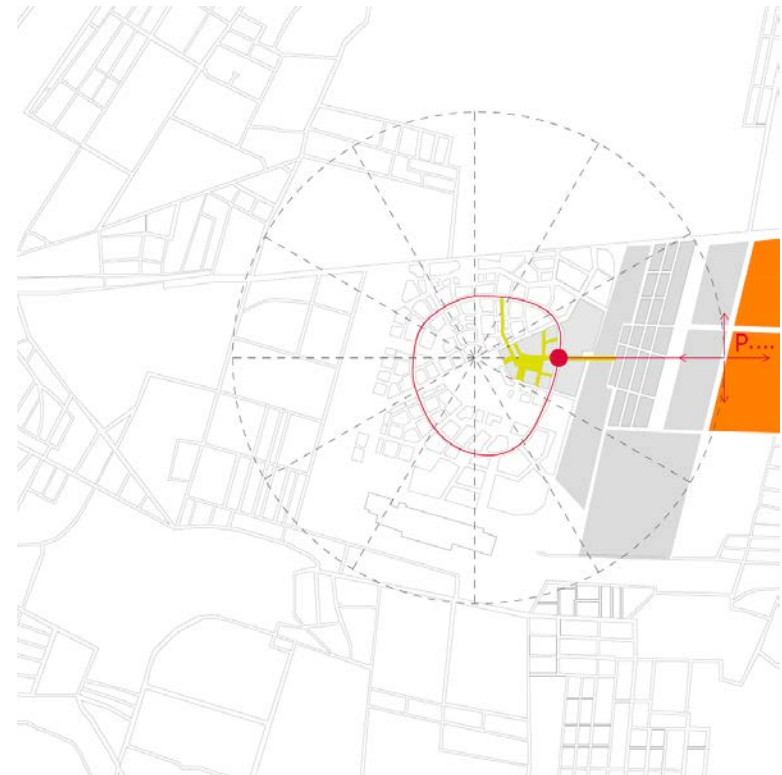
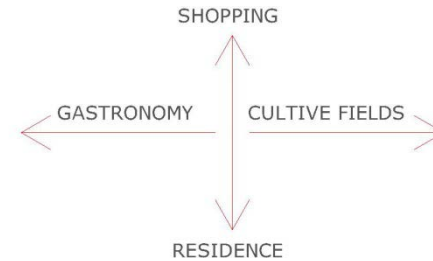
:: Inside-outside integration: connection with the surroundings



:: P0° : Growing Aspern ::

The **integrative function** is twofold: Residents from the new and old part come to buy products and farmers from the surroundings offer their products there. The ground floor of the buildings around the square are reserved for **quality and healthy gastronomy**.

The **ecological footprint** of transportation is kept low and district socially grows together.





:: P0° : Growing Aspern ::

:: Donaustadt's farmersmarketet ::



GASTRONOMY STREET

high-medium gastronomy on the ground floors around the pocket



ECOLOGICAL LINE

organic street market
products from surroundings
and cultivars
temporary
wide pedestrian paths to set
the markets
green street
bicycle paths

GROWING MARKET

temporary: once a week
the meeting point between Aspern's green line and the surroundings cultivars



MULTIACTIVITY FIELDS

agricultural rented fields to cultivate products for the city
public fields with different activities during the months for the inhabitants (PRINZESSINEN GARTENS)



FARMSCHOOL AND GREENHOUSES

farm school
agricultural field
small mobile greenhouses could be installed and also moved to the different surroundings

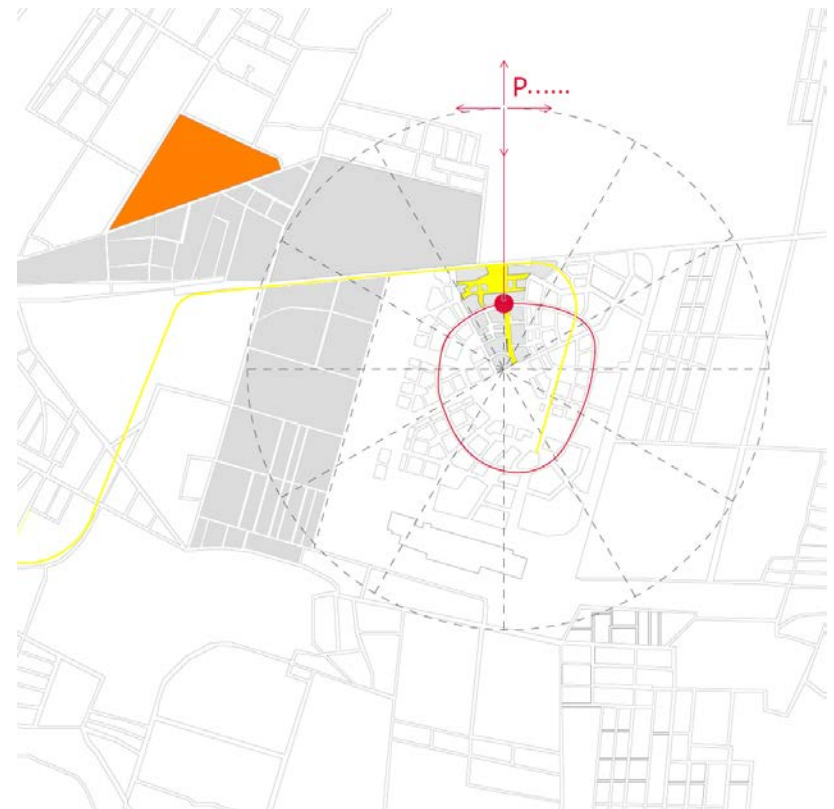
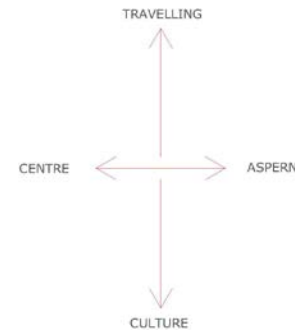




:: P90° : Tasting Arts ::

In the intersection between the new train station and the cultural “red line” we expect from this Pocket to be the **meeting point** between different types of cultural activities.

We focus in the design of a square, which will be the place for a youth centre, a “Culture House”, book markets, cafés, restaurants... a place for the **social interaction**; and regarding the main street that leads to it, it will be a route of libraries, cinemas, theatres, art galleries, art schools... a place for any kind of **cultural activity**.





:: P90 ° : Tasting Arts ::

FREE ART ZONE

_landart



PUBLIC TRANSPORT

_connection to the surrounding, city center,
Train station
S-Bahn Line S 80 (suburban train)
Underground station : Aspern

TASTING SQUARE

_social interaction
_meeting point of information, and between different
types of cultural activities
_cultural market : book market,
_one day per month fair bike : people can sell or buy
their secondhand bike
_urban art installation



HOT AIR BALLOON SITE

_people can discover Aspern and the surrounding
from the sky
_follow the evolution of the new city
_special events

RED LINE

_ "commercial and cultural activities"
_ "active ground floor"
_ "place where people shop , meet friends"



CULTURAL CENTRE

_young and old people activities
_cultur house



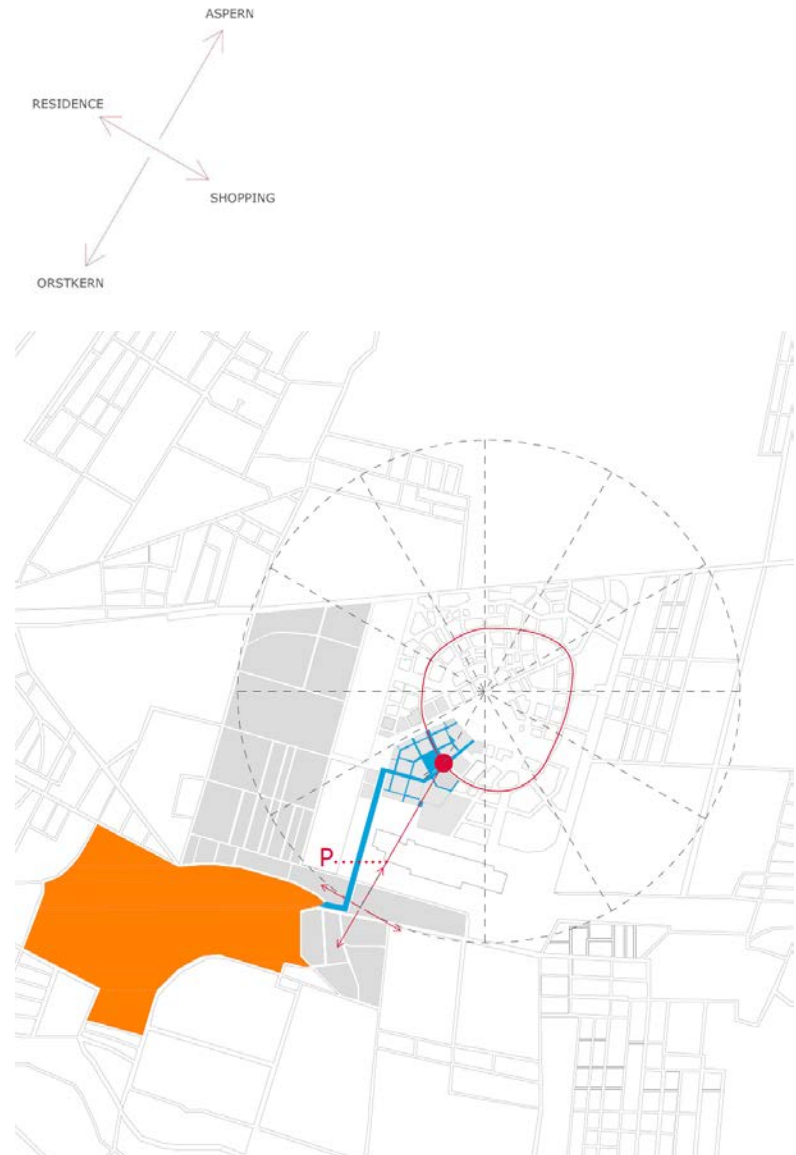


:: P240° : Purchasing Ways ::

It is proposed in order to solve the problem of **the large distances between the living spaces and the shopping** and all the other social activities. All the residences blocks will be occupied by everything needed to the **everyday-life** not to make people go far away to buy **essential things**.

Also in the inside space of the opened residence blocks, **activities for children, young and old people** could be held.

In order to connect this residential zone to the neighbour town of Aspern, Orstkern, we propose the development of a **pedestrian way**, also viable for bicycles.





:: P240° : Purchasing Ways ::



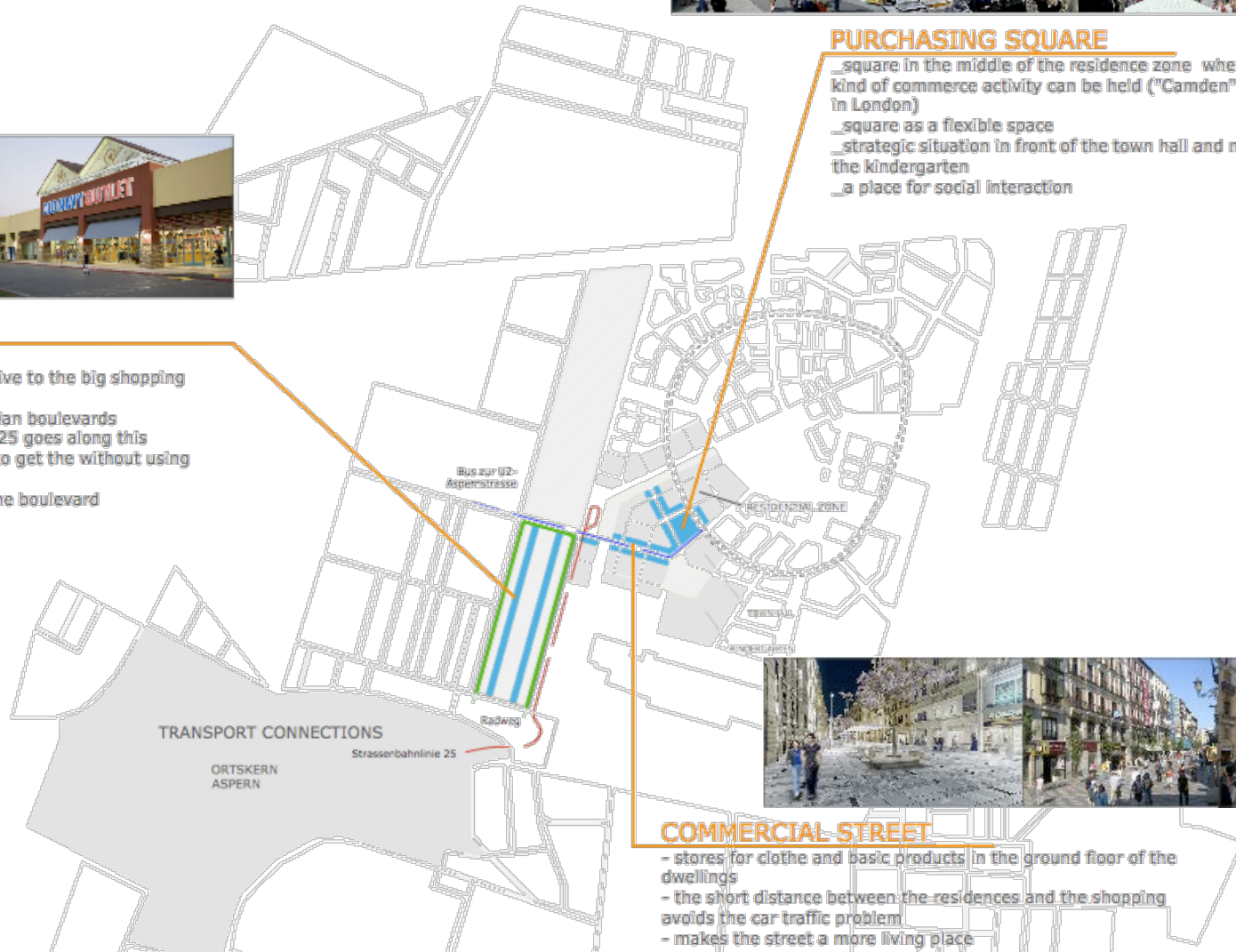
PURCHASING SQUARE

- square in the middle of the residence zone where all kind of commerce activity can be held ("Camden" style, in London)
- square as a flexible space
- strategic situation in front of the town hall and near to the kindergarten
- a place for social interaction



OUTLET STORES

- commercial boulevard
- outlet stores as an alternative to the big shopping malls
- surrounded by two pedestrian boulevards
- the new Starnessebahnlinie 25 goes along this boulevard, making possible to get there without using the car
- bike rails in both sides of the boulevard



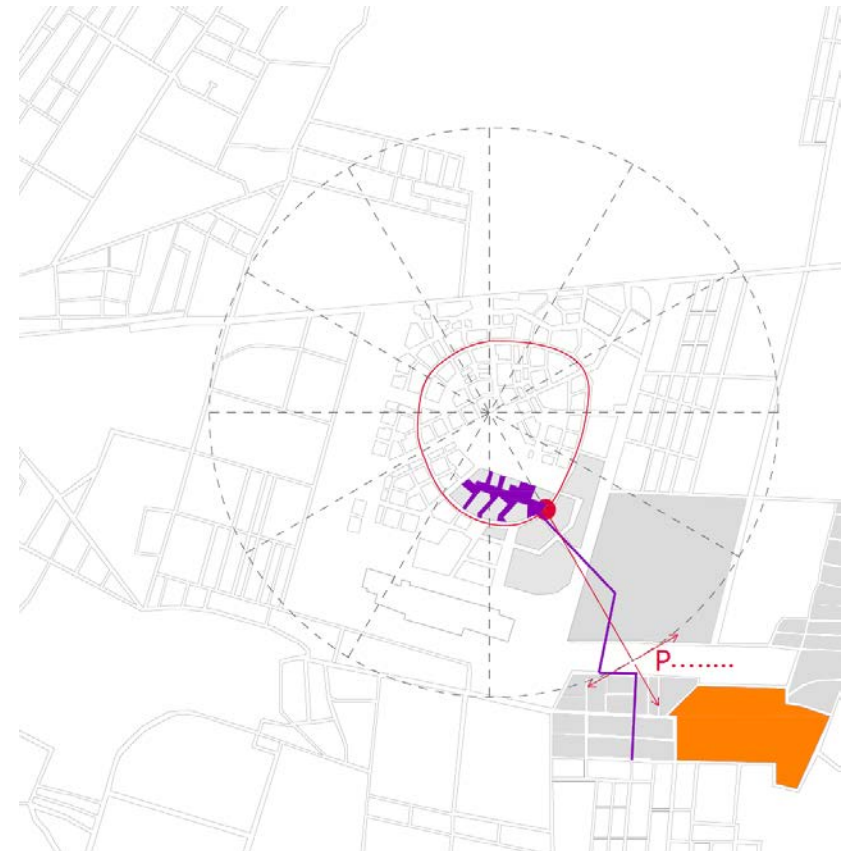
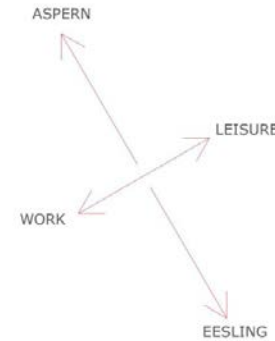
COMMERCIAL STREET

- stores for clothes and basic products in the ground floor of the dwellings
- the short distance between the residences and the shopping avoids the car traffic problem
- makes the street a more living place



:: P300° : Delighting Work ::

Apart from *aspern's* southeast character as R&D and office district its identity is upgraded by installing an **intact nightlife area**. A public square serves as the heart of the area. The pedestrian **plaza** with *piazza* character is easily accessible and surrounded by a shared space area. Every second or third parcel of the ground floor of the surrounding buildings are reserved for **bars and clubs**. In this way the R&D district does not only gain a first function and identity during night but also serves as an **integrative tool** since a lack of nightlife offers was determined in the 22nd district.



:: P300° : Delighting Work ::

:: Former Airfield quarter ::

PIAZZA

- _meeting point between work and leisure
- _concentration of night activities
- _bar terraces



Concentration of nightlife activities in one specific point.
Mixture of people with:

- _bars
- _night bars
- _discotheque
- _dance school/club
- _after works activities



SUMMER NIGHTLIFE ACTIVITIES ON THE GREEN AREAS

- _outdoor concerts
- _music festival
- _outside theater/cinema
- _outside discotheque



LEISURE ACTIVITIES

- _cinemas
- _theaters/concert hall
- _casino

ATTRACTIVE LIGHTING

Along the street to attract people from the surroundings and highlight this night district.
Bicycle paths
pedestrian paths



Street related with the main road of its surrounding called Esslinger Hauptstrasse.
a permanent ground floor will be settled along the street.

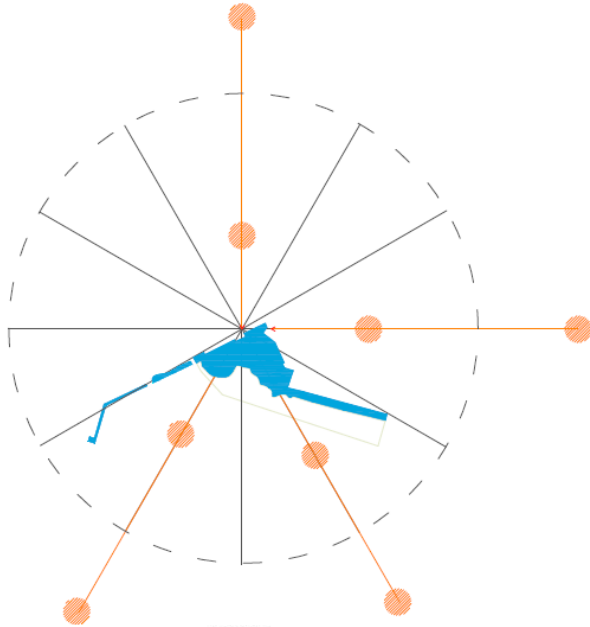
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:: Lake as a center::

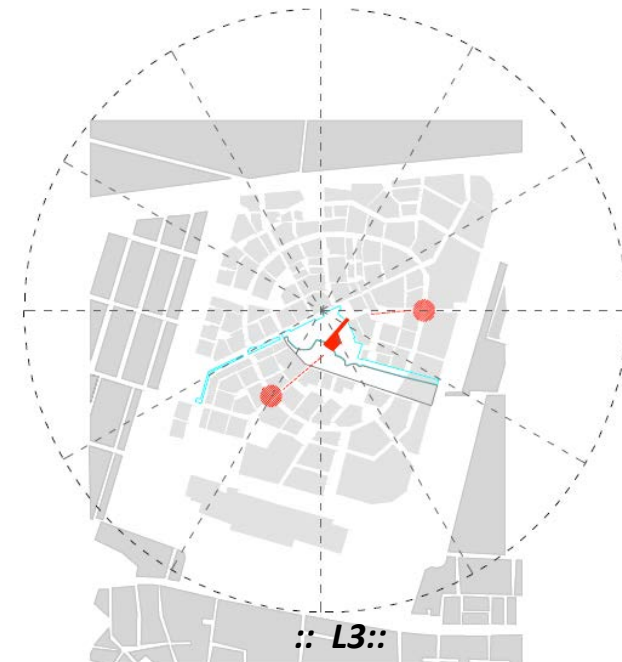
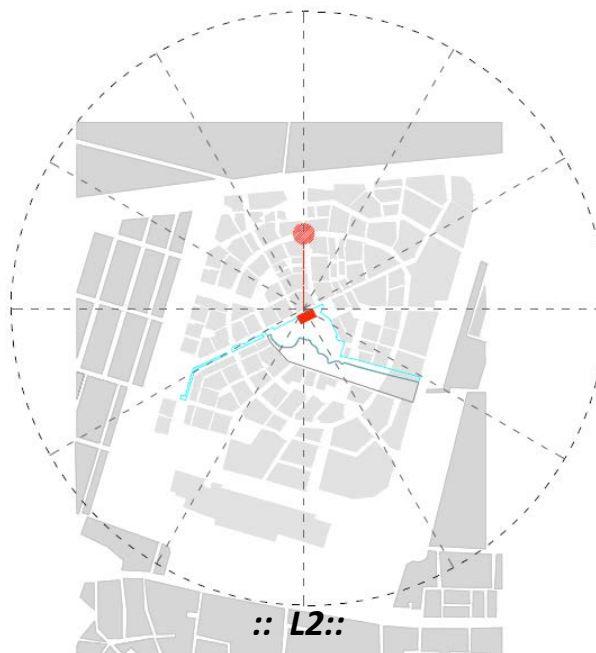
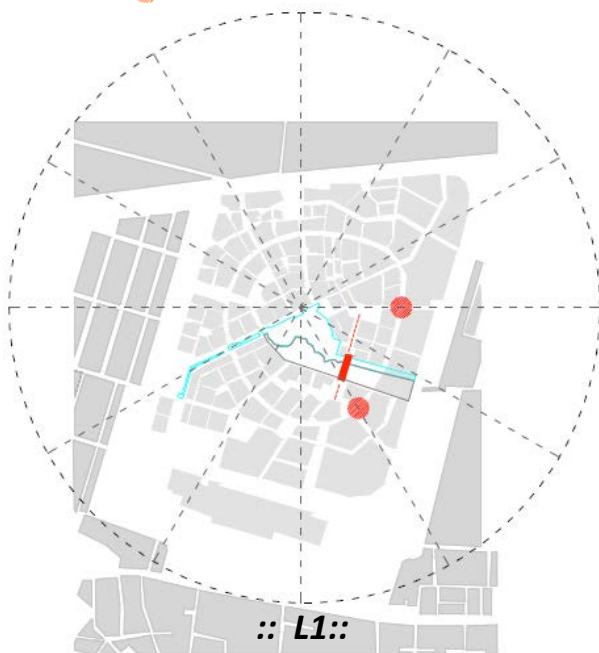
Together with the proposed pockets, and once our main critic to this project is that there is **too much space but little life**, we also find important to deal with the space occupied by the lake and its surroundings. Therefore, we present here some ideas that can turn the lake into **a living place** instead of a contemplation one, that cannot be used by anyone.



L1 : Pedestrian connection between two lake sides

L2 : Extension of the main public way

L3 : Public swimming area

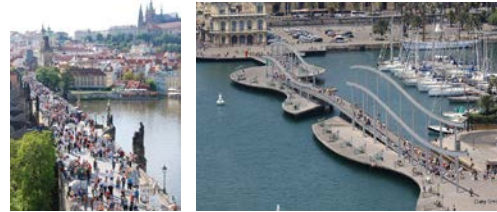


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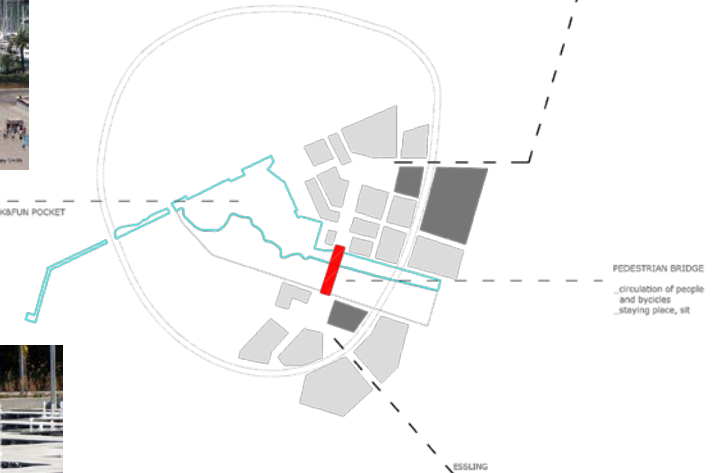


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::L1 : Pedestrian connection between two lake sides::



CONNECTION
FIELD POCKET _WORK&FUN POCKET



PEDESTRIAN BRIDGE
_circulation of people
and bicycles
_staying place, sit

ISSLING

GREEN FIELDS

PEDESTRIAN CONNECTION

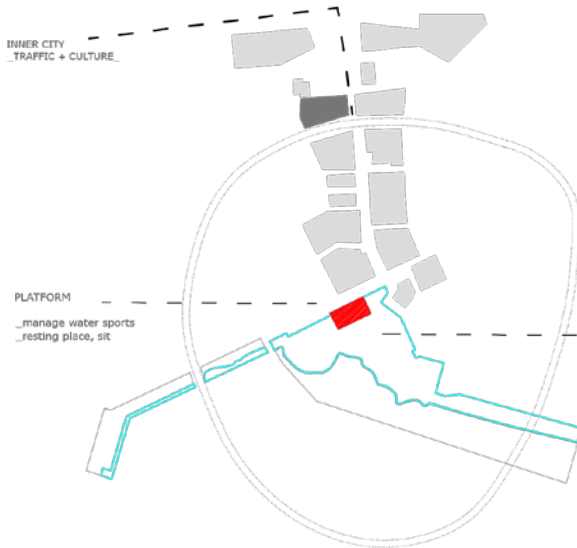
PUBLIC USAGE OF THE LAKE
_lake as a connector and not a
barrier_

CONNECTION
FIELD POCKET _LIVING POCKET

ORTSKERN
ASPERN

EXISTENT
RESIDENCES
LIFE + SPORT

::L2 : Extension of the main public way::



INTERACTION WITH THE LAKE
EXTENSION OF PUBLIC SPACE
INTO THE LAKE
CONNECTION LINE CULTURE

::L3 : Public swimming area::

PUBLIC SWIMMING AREA
_central connection of two
lake sides
_public swimming pool
_resting area
_water activities/sports

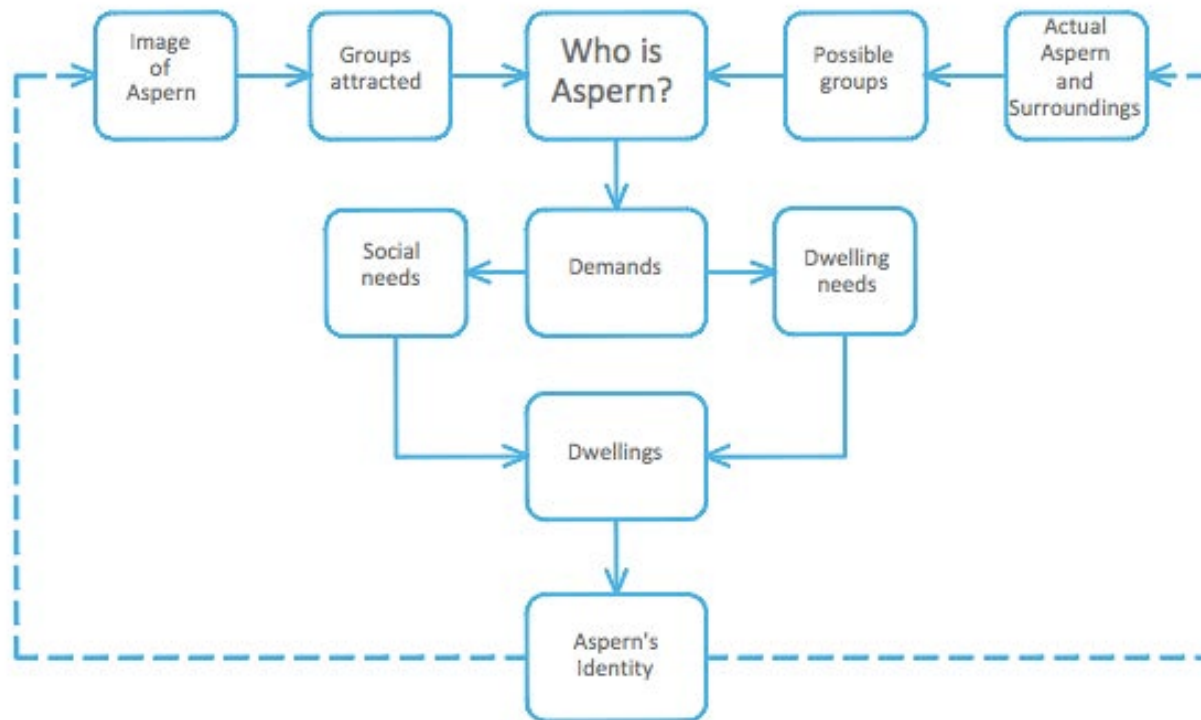


PEDESTRIAN CONNECTION
PUBLIC USAGE OF THE LAKE
_lake as a connector and not a
barrier_





:: Who is going to live/go there ::



• **Existing:** Young single people;
Young families; Non-traditional families;
High-socioeconomic level people

• **Alternative:** Imigrants ;
Traditional Families ; New young
families ; Old people

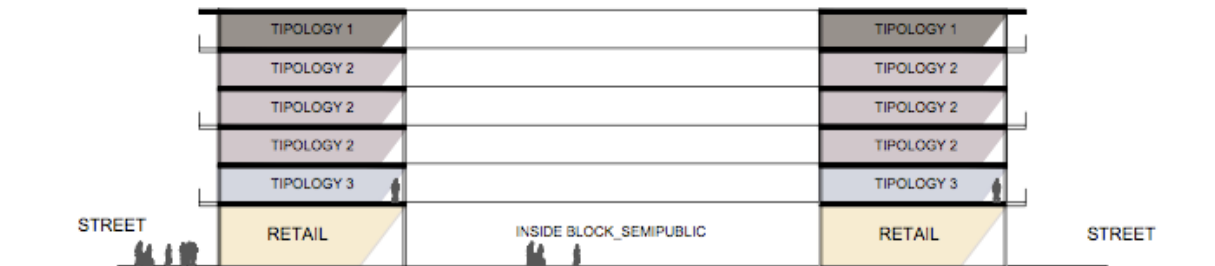
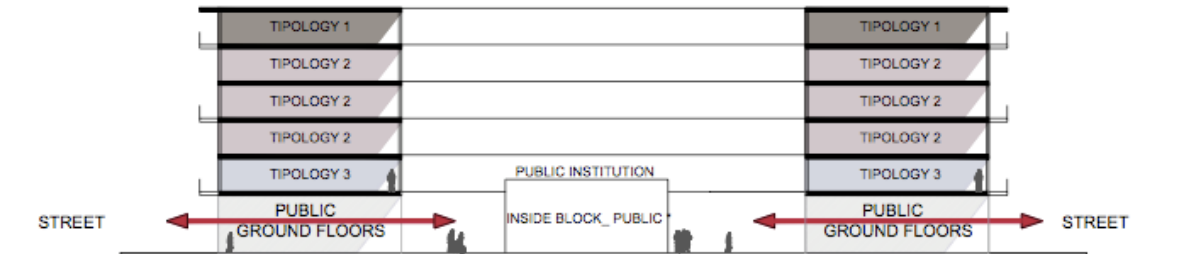
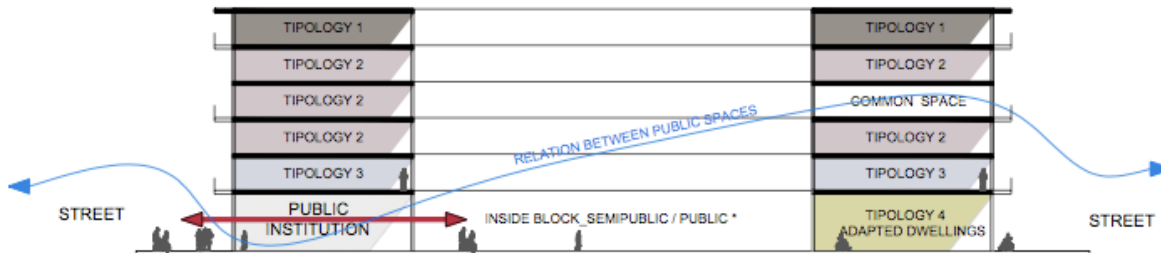
:: Types of Dwellings ::

- Adapted Dwellings
- Experimental and Ecological Dwellings
- Youth Dwellings
- Flexibe usage_Office and House
- Social Dwellings

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- High amount of **visual connections**
- Participation **between ground floors and street**
- Creation of **semipublic spaces** inside, to be related with the public spaces outside, **public terraces**
- **Mixture of usages** in the same building

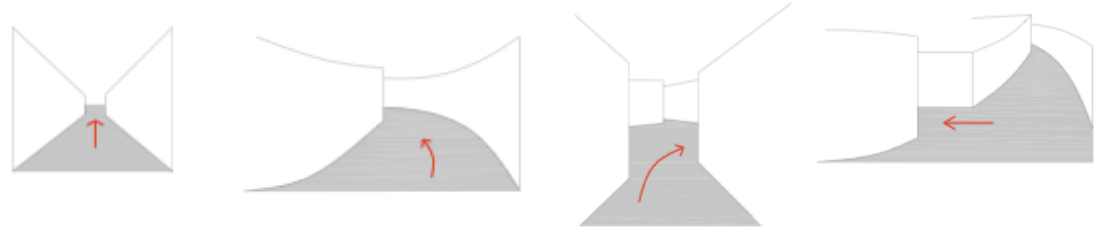




:: Public Space::

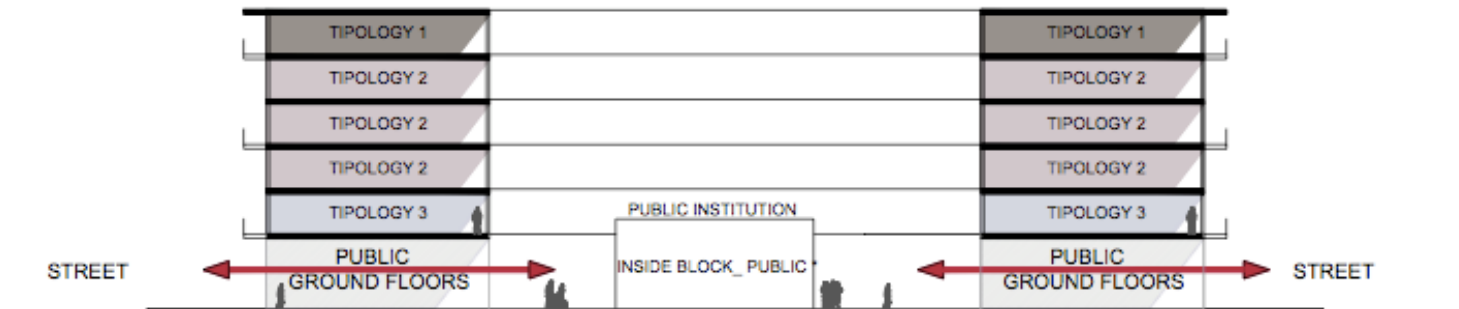
: Our intention :

- Open the Ring
- Avoid too long boring streets
- Create living spaces



: Our proposal :

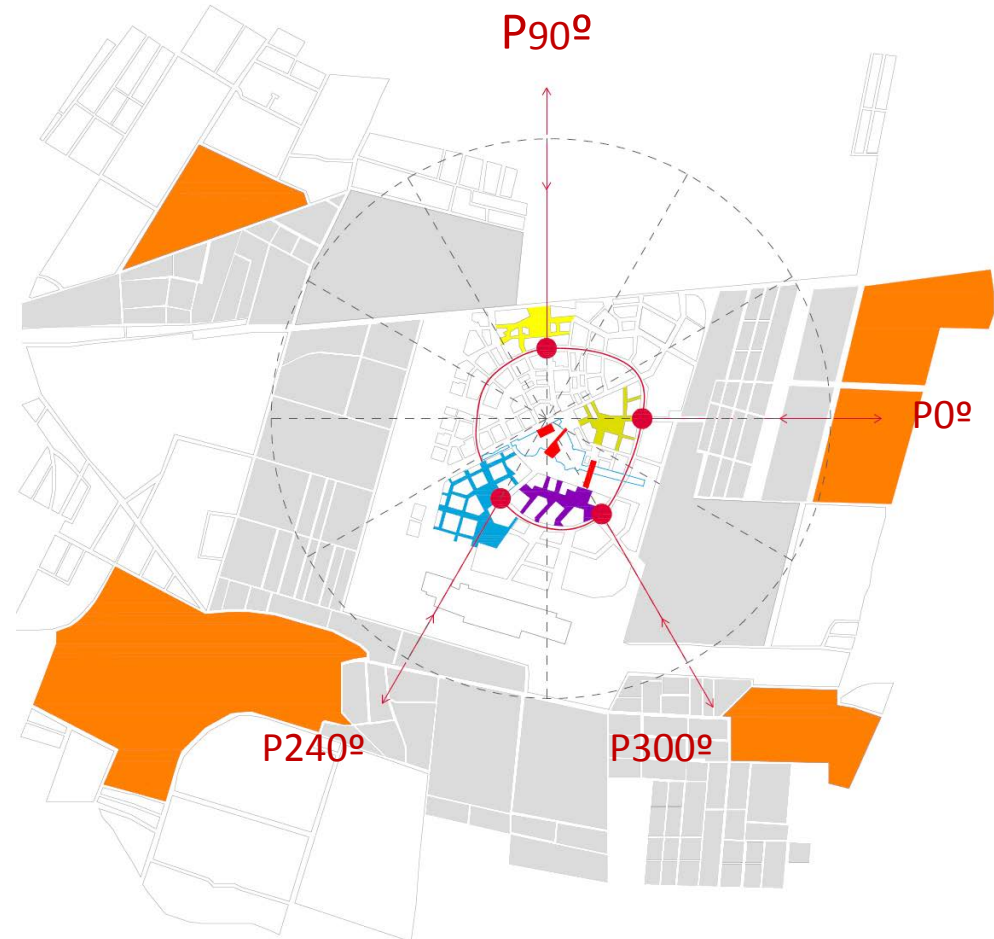
- Intersect **new interest points** with the ring
- Create **flexible areas** that attract people
- Use the public area as a common place for **social cohesion**
- Public space as **a connector between inside/outside** of the plan
- Participation between **ground floors and street**



:: Competition Brief ::

We invite all architects, urban designers and architecture students to participate at the *aspern's public space 2011 International Ideas Competition*.

The competition seeks to apply a socially responsible approach to the future public spaces of the new urban quarter. It is open to landscape, urban design and infrastructure projects. The goal is to create visionary urban environment while at the same time establishing close links between the new urban area and the surrounding district.



Thank you for your attention!

