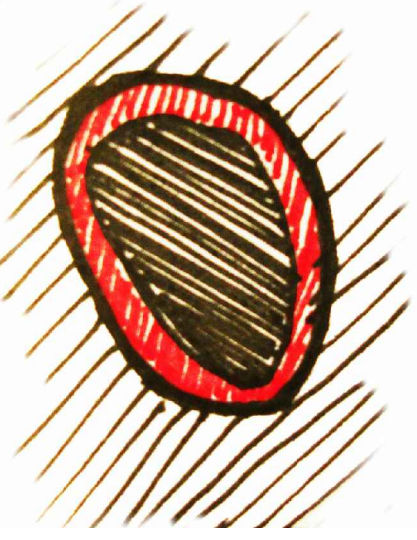


1STEPS: Are the plans sufficiently related to their surrounding areas?

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

conclusions

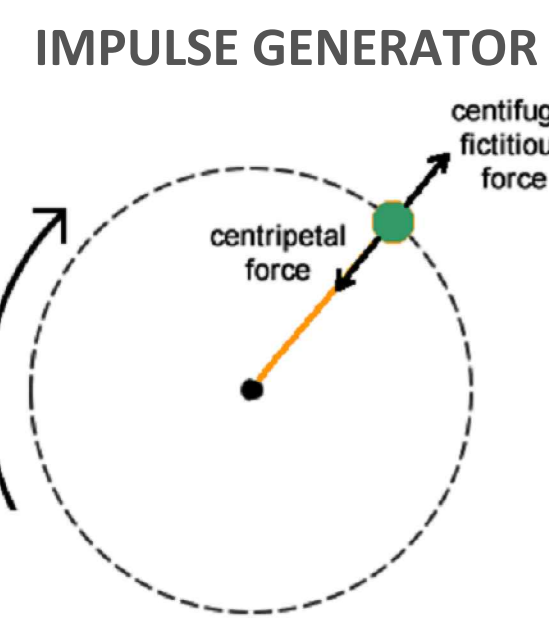
- might not be contextualized enough with aspern's surroundings
- might not be tailored satisfyingly to the 22nd district's inhabitants' urban requirements, not a really strong center
- process of building a living place.



objective

INTEGRATION

- an activating centrifugal force and an appealing centripetal force.



- CONNECTION to the surroundings
- ATTRACTION to the inside of Aspern



How much should a space be defined in order to be used but not over designed?  
What tools / strategies can we use to define the space?



What kind of activities can be held in those places? How should that place be in order to be able to support those activities?

2:WORKSHOP: citizens approach with the 22nd district

AIMS

- Needs of the neighborhood
- Social activities
- Problems and advantages of the district



- Most of them were in favour of the project
- They specially felt good with the lake and with the subway connection to the inner city
- Some were worried about the future generations that would have to deal with the heavy car traffic in the district.



- We conform to Gehl's designs of landscape architecture, however: Gehl's landscape architecture is missing an urban design emphasis which also sustains the surrounding's identity.

PROGRAM DESIGN STRATEGIES

- Pockets as connection points between different functional sectors
- Pockets as connections between the inside of the ring and the surroundings

