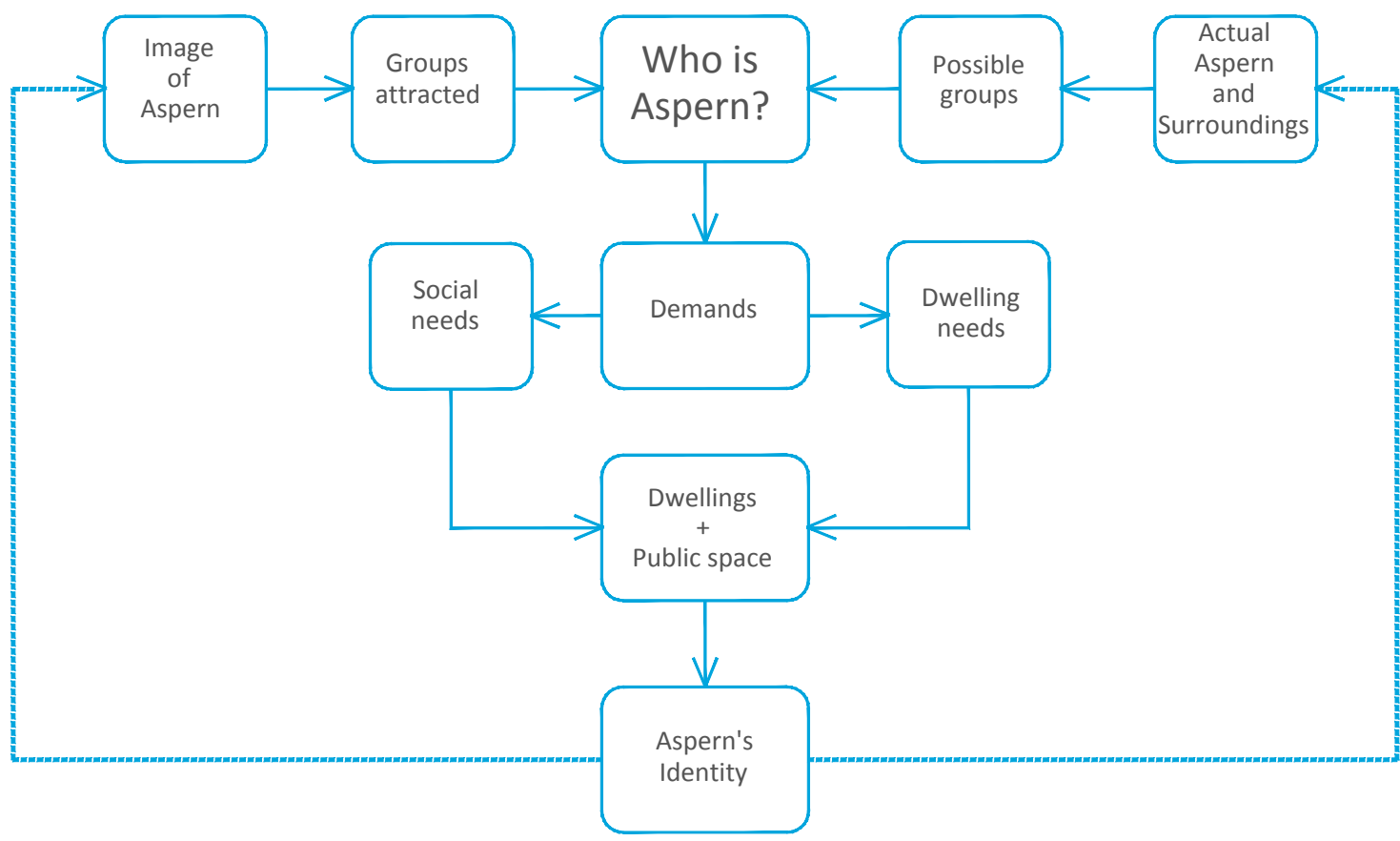


::Who is Aspern?::

::CREATION OF A NEW IDENTITY FOR ASPERN'S CITY LAKESIDE::

::1:: ANALYSIS

- 1:What is the image they are trying to Construct in Aspern?
- 2:Who is going to live/go there?
- 3:What kind of promotion is being produced?



: Brand study case

- This is a place to form a **FAMILY**, mainly families with children
- They mark the **PERMANENCE** of this place

: Vienna's population

- In Donnaustadt, near Aspern, there is a **high average of elderly people** above 60 years old.
- Young people** mainly live in the surroundings
- The amount of **non-austrian** people has **increased** a lot from 1994 to 2001 and they are mainly living in the surroundings

: External examples

- Alterlaa, Vienna; **low income residences** in between lot of green spaces
- 22@Barcelona; **reurbanization** of an obsolete industrial zone
- Alta de Lisboa; a varied and complex urban fabric, with **different typologies**. Is a place where work and leisure are part of life



::ACTUAL IMAGE::

- 1:What is the image they are trying to Construct in Aspern?
::Existing: Business City ::Alternative: **Living City**

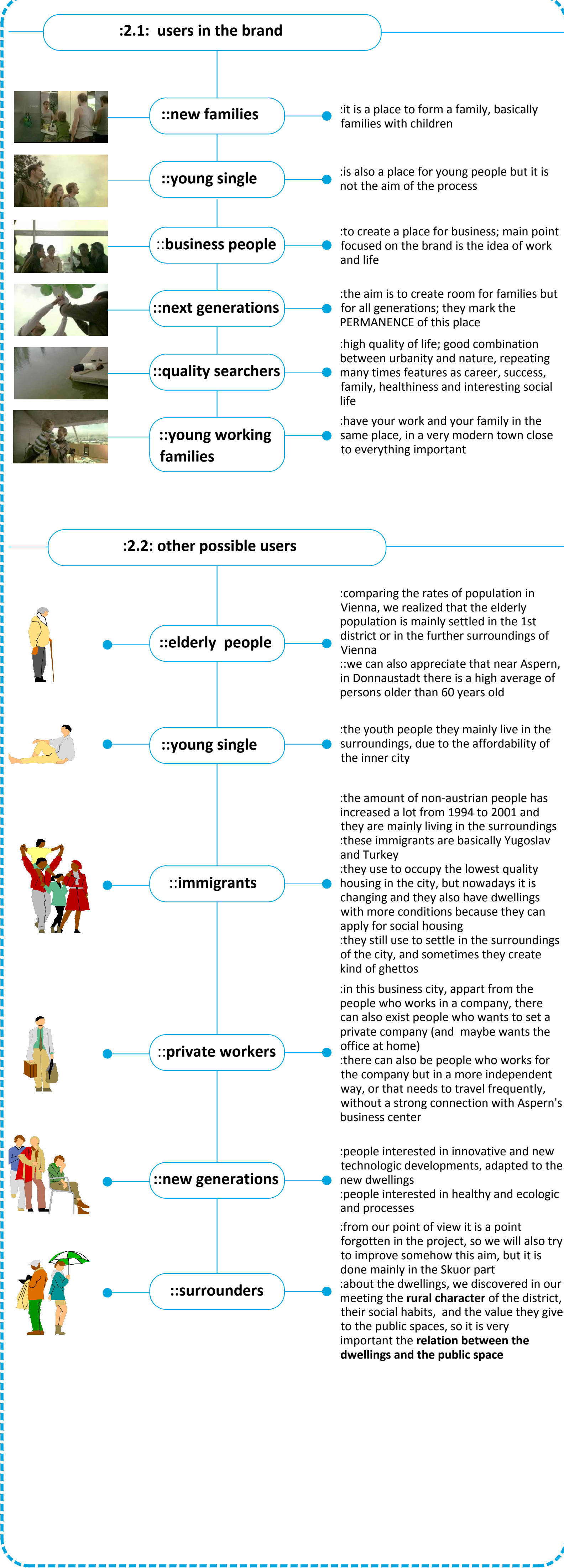
- 2: Who is going to live/go there?
::Existing: Young single people; Young families; Non-traditional families; High-socioeconomic level people
::Alternative: **Immigrants ; Traditional Families ; New young families ; Old people**

- 3:What kind of promotion is being produced?

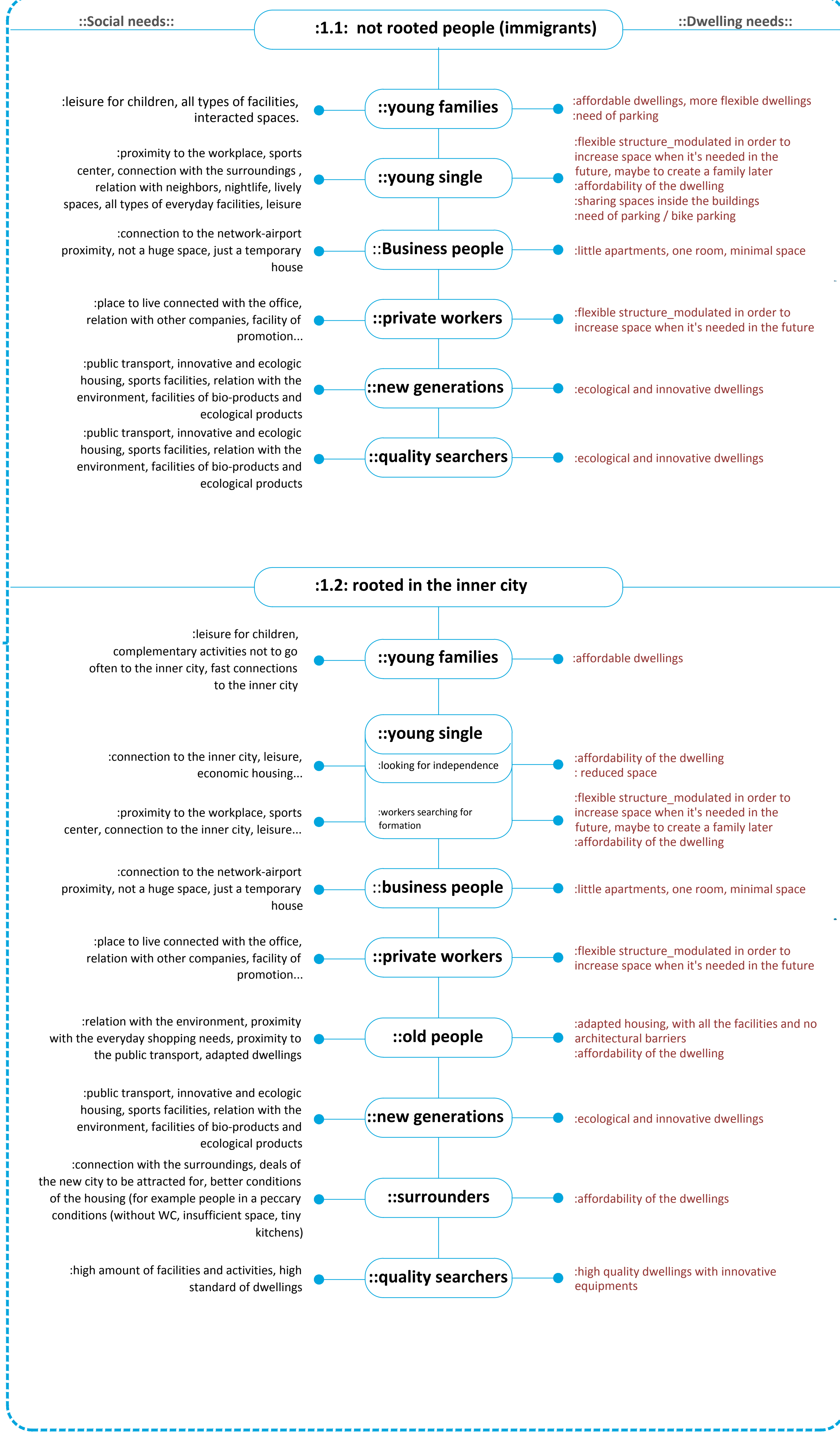
- ::Existing: Modern, elitist and thought for young population.
- ::Alternative: **Realistic, flexible place for everyone and integrated**

::2::APPROACH

::TYPES OF GROUPS GOING THERE::



::DEMANDS::



::TYPE OF DWELLINGS::



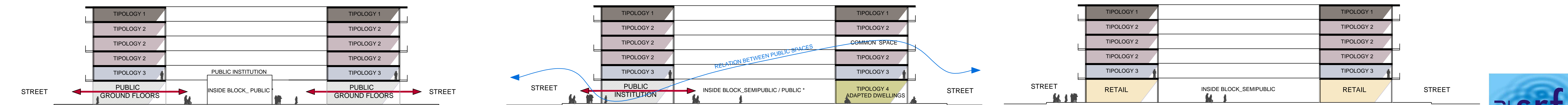
::3::CONCLUSION

::MAIN IDEA::

RELATION BETWEEN HOUSING AND PUBLIC SPACE

" YOUR HOUSE DOESN'T END IN THE DOOR, YOUR HOUSE IS IN THE STREET AND THE STREET IS IN YOUR HOUSE"

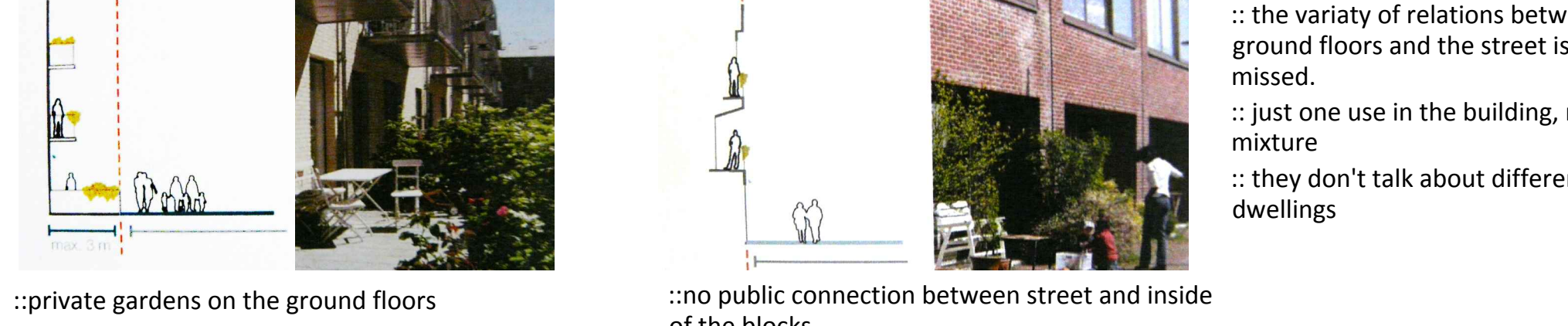
::SECTIONS (EXAMPLES)::



::EXAMPLES OF BUILDINGS::



::RELATION BETWEEN RESIDENCE AND PUBLIC SPACE IN ASPERN::



::security

- high amount of visual connections, in the street and inside the indoor spaces
- participation between ground floors and street
- creation of semipublic spaces inside, to be related with the public space outside, public terraces, casual meeting with the neighbors
- opened spaces for flexible use
- mixture of users in the same buildings