

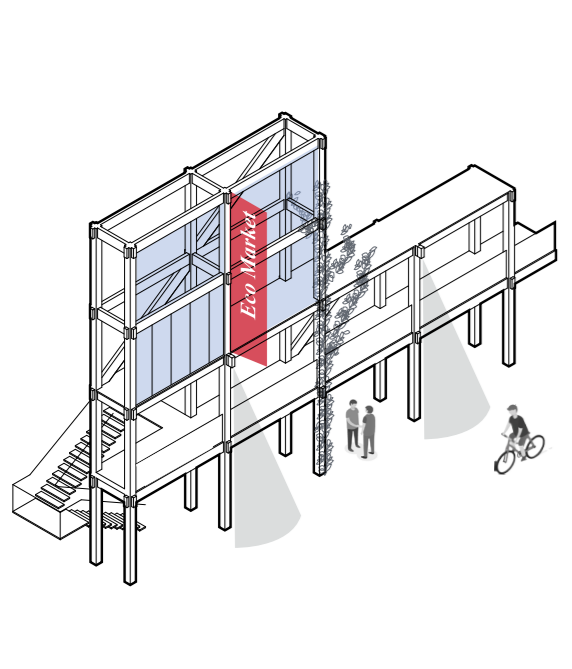
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Tools

The guidelines for the project provide three major tools to activate the new vision of Kärntner strasse: Skin, Urban farm and seed.

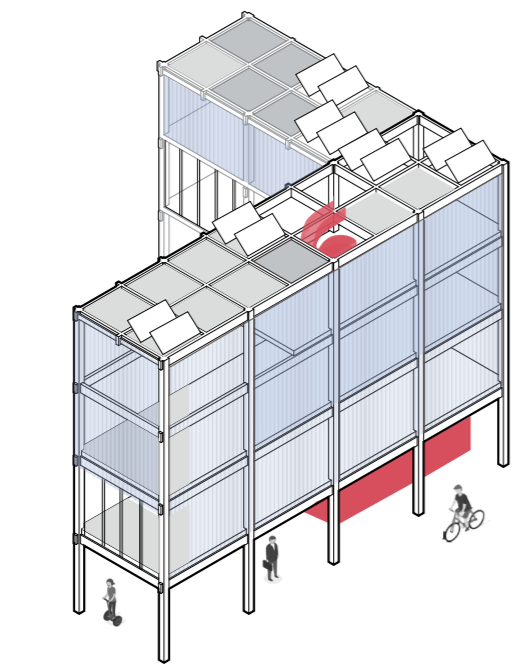
Wood

The project uses a wood structural system. A product that can be found locally and represents a sustainable, renewable and cheap material.



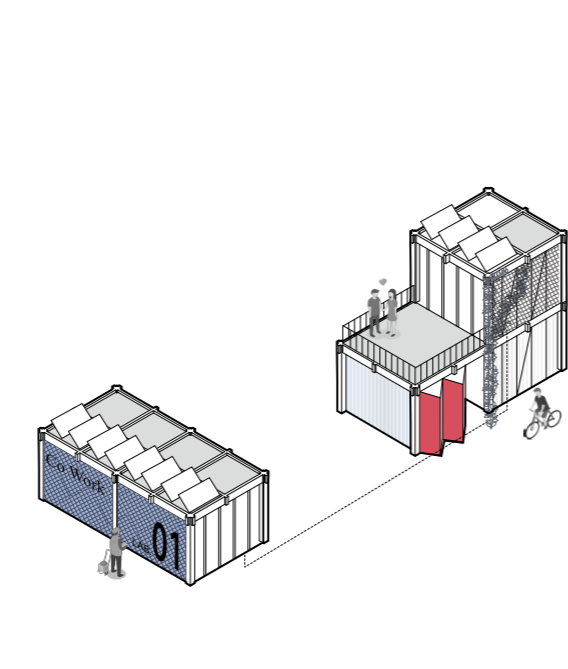
Modular

All the parts that compose the project are modular, to better integrate one with each other and in order to give a general order to the new road.



Flexible

The only fixed part of the project is the structure. All of the other parts are customizable by the owners.



Skin

- gives a new order and creates a new image for Kärntner strasse;
- contains public lights, billboards and vegetation;
- is built by the municipality;
- takes place near the bicycle path and can be placed adherent to the existing buildings.

Urban farm

- is the first element of the new vision, the base unit of all the new constructions;
- it contains commercial activities at the ground floor, public productive activities on the first floor, and on all the other levels can contain productive or housing spaces, with a minimum of 2 floor plan and a maximum of 4.

Seed

- is easy to build, it can host only affordable housing, startup/makers, or personal space for the local families;
- a deal made by the municipality with local producer of wood, will allow the inhabitants to have the material at a lower price;
- takes place in the rear of the existing lot or in the second row.

Programmatic concept

Turning back into front
Upgrade transversal relation

All the new constructions have to leave at least 40% of the ground floor free for the public. This regulation gives an extreme permeability to the new vision of Kärntner strasse. A step by step process creates more attraction point in the rear part of the lots. The seeds will help this process by creating a secondary network of activities and energies between the back of the existing buildings and the second row of the houses.

Vertical Hybrids

The urban farms are supposed to let the ground floor free in order to give more permeability to the city. The height is at least of two floors, the ground floor free in order to create a continuous space and the first floor is public. The other floors can give life to a new panorama of relation between owners and new startup, local and global activities all mixed with one each other to create a new vertical hybrid.

Strengthen local economies

The new front gives a new Global identity to Kärntner strasse, but how this meets the need to reinforce local economies? Few Rules regulate the new construction process, mainly regulating the structural concept, in order to create a unitary vision but giving free choices to the citizens. The existing urban space is a fragmented panorama, of different shaped and colored buildings.

Rules

It's impossible to think that a city or a part of it can be designed from above. The rules are designed in order to create a continuous pedestrian space and to give more importance and space to the public transportation. The rules for the mobility are:

- NO access from Kärntner strasse;
- public mobility and soft mobility come first;
- delivery and parking managed from existing road and rear front;

Mobility

Few rules regulate the mobility aspect of the project, these rules are designed in order to create a continuous pedestrian space and to give more importance and space to the public transportation. The rules for the mobility are:

- NO access from Kärntner strasse;
- public mobility and soft mobility come first;
- delivery and parking managed from existing road and rear front;

Upgrade of urban space

The existing urban space is a fragmented panorama, of different shaped and colored buildings. The new skin give the possibility to achieve a new urban form by adding a new layer in front of the existing buildings. Behind this new Skin a modular new landscape will rise, made of new and old buildings that live and work together.

Space densification

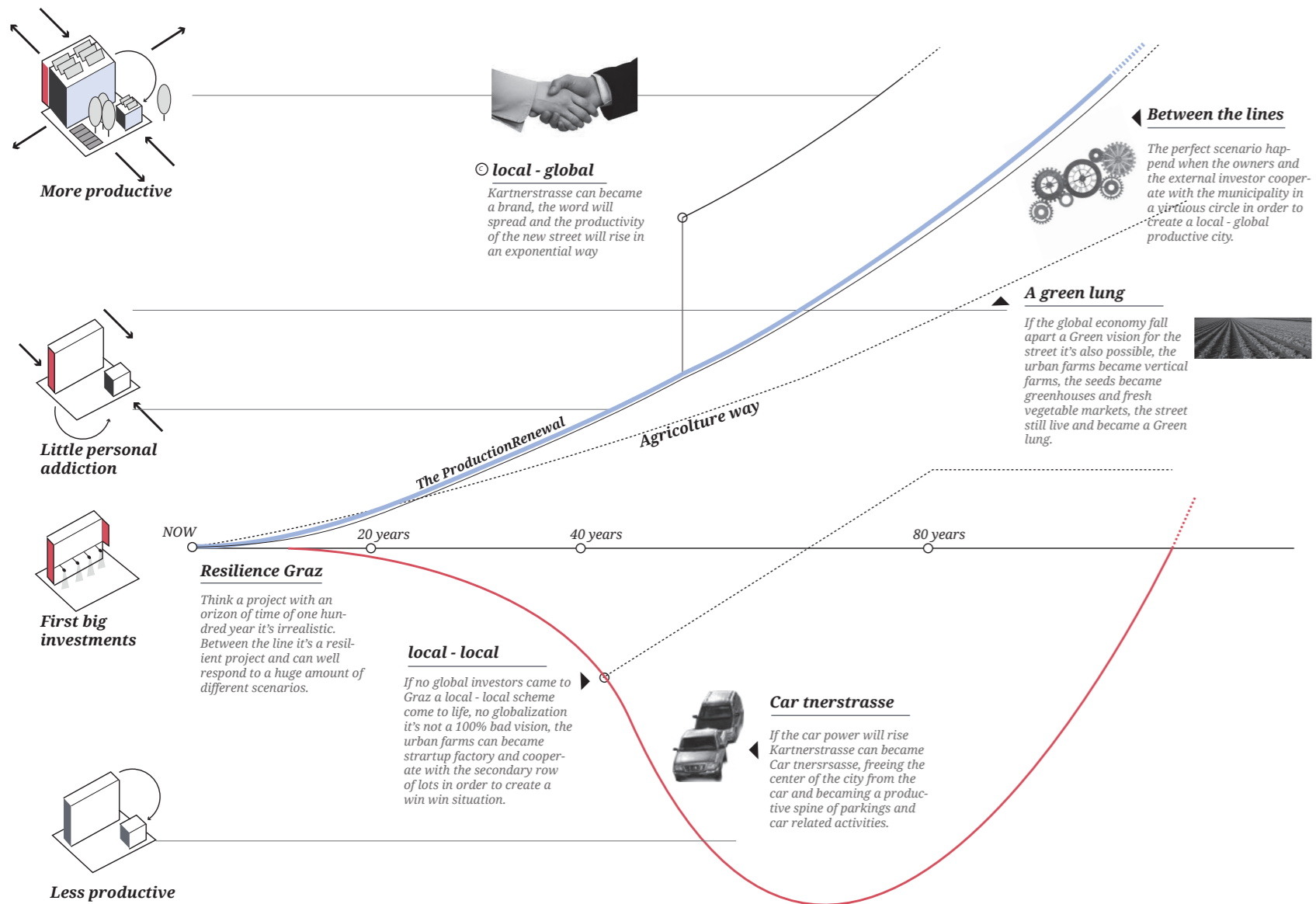
Between the lines proposes to densify the first row of lots. The first step of the project is the construction of the skin, right behind this the densification theme are the seeds. Seeds can be built with a facilitated bureaucratic process and at a lower cost thanks to the collaboration between the municipality and the local producers - they can be easily integrated in the new modular buildings.

A resilient project

Think a project with an horizon of time of one hundred year it's unrealistic. Between the line it's a resilient project and can well respond to a huge amount of different scenarios. In the perfect scenario the owners and the external investors cooperate with the municipality in a virtuous circle in order to create a local - global productive city.

If the global economy should fall apart a Green vision for the street it's also possible, the urban farms could become vertical farms, the seeds greenhouses and fresh vegetable markets, the street still live and become a Green lung.

No globalization will not be a 100% bad vision. The urban farms could become startup factory and cooperate with the secondary row of lots in order to create a win win situation.



Site plan

