

RUNNER-UP/ GRAZ/

MAGNETIC URBAN FIELD STUDIOGRUBER

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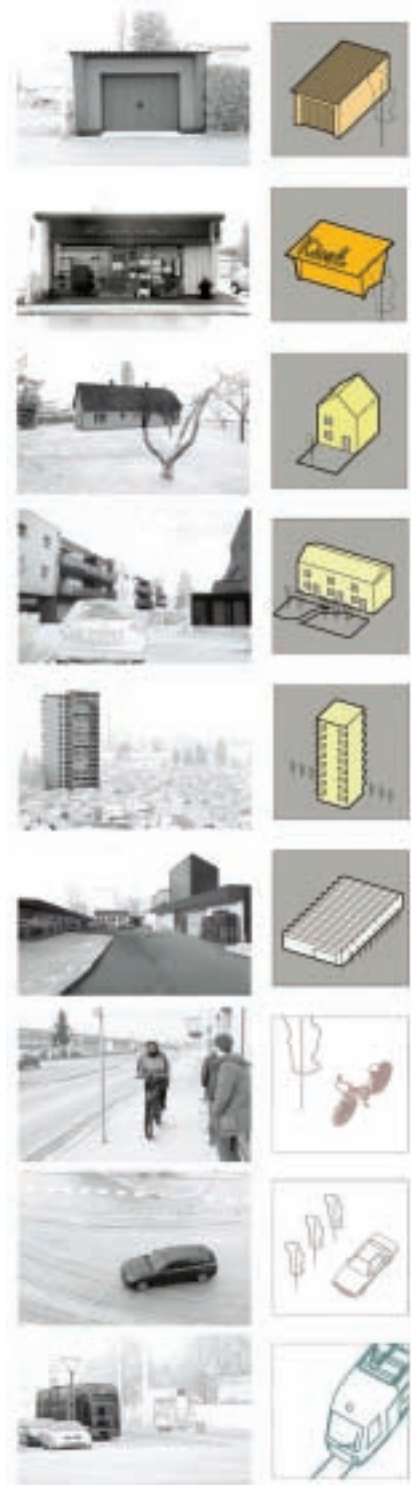
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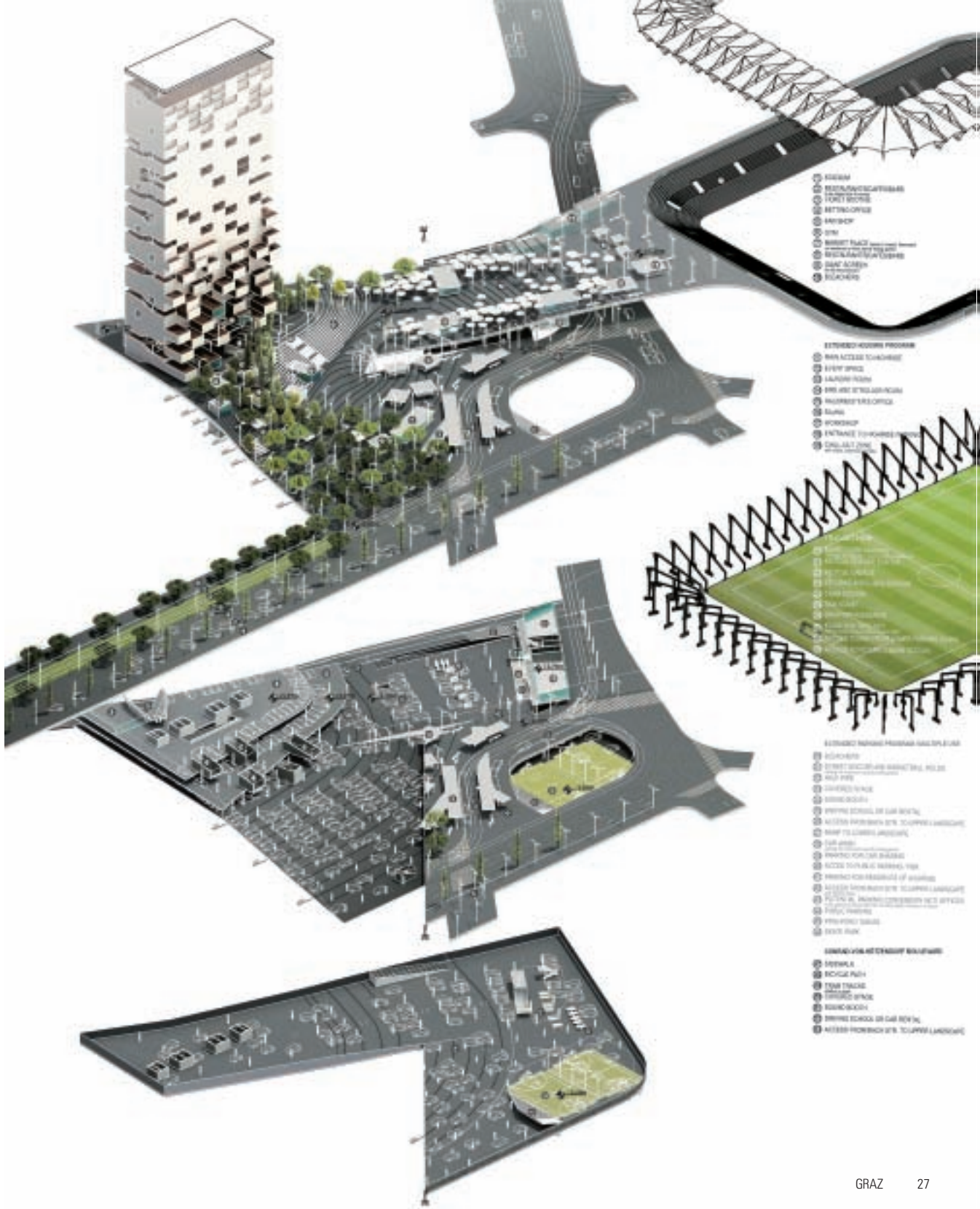
“STUDIOGRUBER is a Vienna-based design and planning practice for architecture, urbanism and research. We are dedicated to the performative capacity of space: how architecture, its material organization and atmosphere affect people and the environment. Projects engage and challenge prevailing ecologies, inscribed cultural codes and the local socio-political forces at play. Through strategic interventions arising from the thorough investigation of a milieu, we aim at producing maximum effects with minimal means.”





Situated at Graz's urban fringe, Magnetic Urban Field combines a transportation hub, park-and-ride facility with a large parking lot for the city's soccer stadium and a 100 m tall housing high-rise performing as a gateway when entering the city from the south. In the ambiguous environment of urban sprawl, most buildings demonstrate an autistic behavior towards their context. Adding another singular piece – regardless of size or style – would make little difference. Instead the project reconfigures "found objects" in Graz's sprawling cityscape – kiosks, street lamps, parked cars – and condenses them into a new artificial landscape: a field condition blending the notion of landscape, architecture and infrastructure. Their intricate aggregation acts as a catalyst to activate the latent space of the parking lot (sized for occasional peak events) and re-imagines it as a public space for a variety of formal and informal urban activities. Thus the project responds to the harsh rhythms of events and turns underused resources into a community asset. A clockwise spiral organizes flows of cars, public transport, bicycles and pedestrians on a unifying topography cross-programmed with temporary commercial, cultural and leisure activities. Here the spectacle of the arena is transposed to its urban setting: the props of suburbia's everyday turn into a stage for the "choreography" of traffic and re-frame its condition as an urban potential. Rather than a fixed design, the project is syntactical in nature, offering a robust framework to accommodate change as needs and desires evolve.





- ① KISSUM
- ② EXHIBITION/CLIFFHANG
- ③ CONCOURSE
- ④ METROCONCOURSE
- ⑤ AIRSIDE
- ⑥ STM
- ⑦ MARKET PLACE
- ⑧ EXHIBITION/CLIFFHANG
- ⑨ MARKET PLACE
- ⑩ EXHIBITION/CLIFFHANG
- ⑪ MARKET PLACE
- ⑫ EXHIBITION/CLIFFHANG

- EXTENDED ACCESS PROGRAM**
- ⑬ RAMP ACCESS CONCOURSE
 - ⑭ ENTRY SPACE
 - ⑮ LAMPON PAVILION
 - ⑯ PRO ART STUDIO/WORKSHOP
 - ⑰ MULTIPURPOSE OFFICE
 - ⑱ RAMP
 - ⑲ WORKSHOP
 - ⑳ ENTRANCE CONCOURSE
 - ㉑ CONCOURSE

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- ⑳ CONCOURSE
- ㉑ CONCOURSE

- EXTENDED PARKING PROGRAM**
- ① EDUCATION
 - ② STREET SECTOR/ART MARKET/STREET
 - ③ ART PAVILION
 - ④ MARKET PLACE
 - ⑤ EXHIBITION
 - ⑥ ENTRY SPACE/ART MARKET/STREET
 - ⑦ ACCESS PROGRAM/ART MARKET/STREET
 - ⑧ ART PAVILION
 - ⑨ MARKET PLACE
 - ⑩ EXHIBITION
 - ⑪ ENTRY SPACE/ART MARKET/STREET
 - ⑫ ACCESS PROGRAM/ART MARKET/STREET
 - ⑬ ART PAVILION
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 - ⑲ MARKET PLACE
 - ⑳ EXHIBITION
 - ㉑ ENTRY SPACE/ART MARKET/STREET

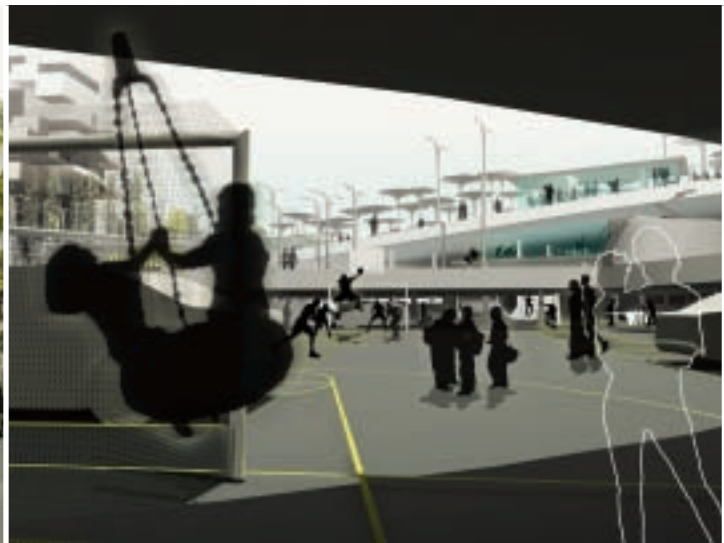
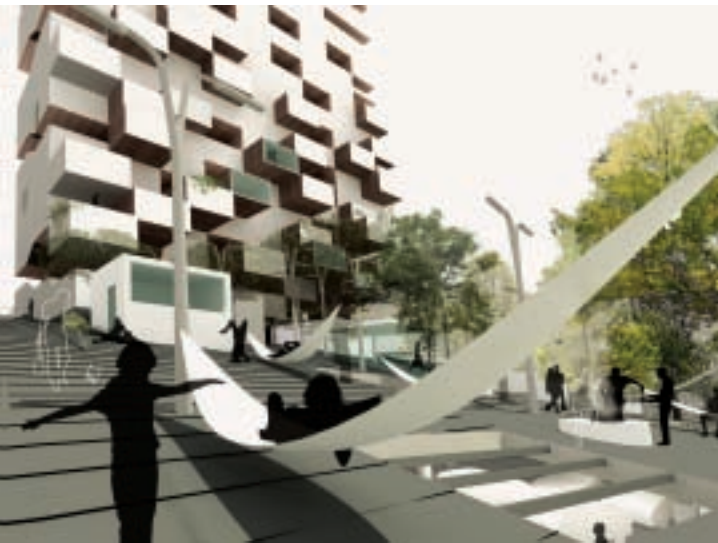
- CONCOURSE ACCESS PROGRAM**
- ① MARKET PLACE
 - ② EXHIBITION
 - ③ ENTRY SPACE
 - ④ MARKET PLACE
 - ⑤ EXHIBITION
 - ⑥ ENTRY SPACE/ART MARKET/STREET
 - ⑦ ACCESS PROGRAM/ART MARKET/STREET

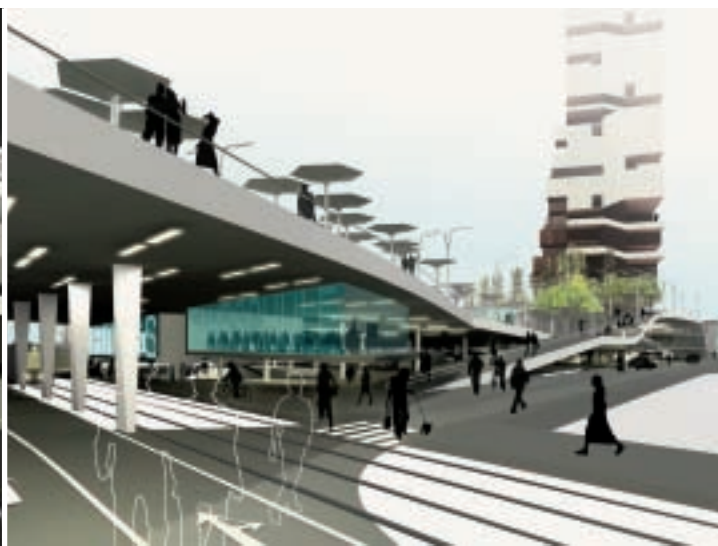
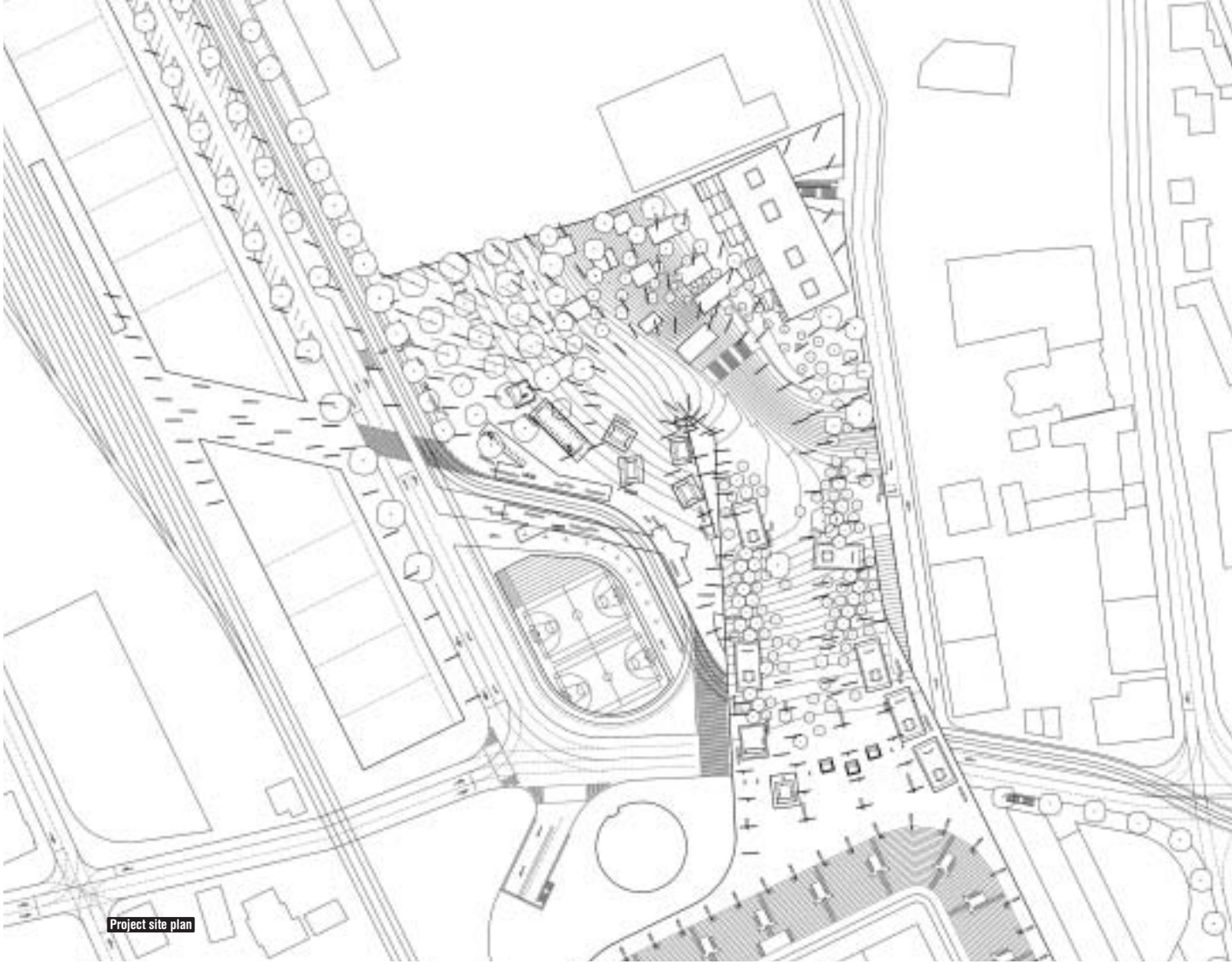


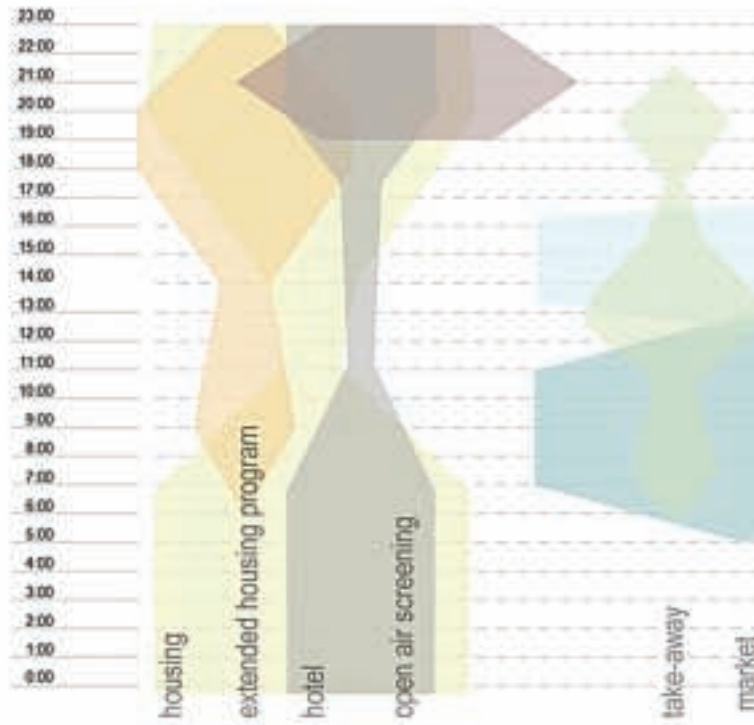
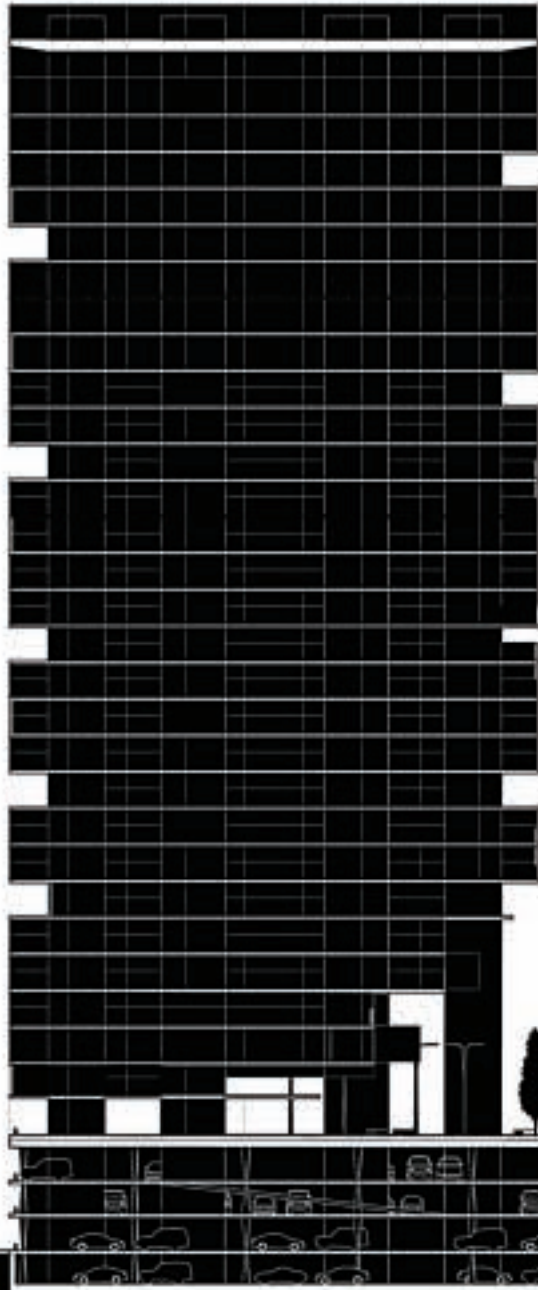
“The project suggests an interesting field of coexistence between mobility and public spaces, suggesting a folded surface development which tries to merge the different organizational levels ... the project demonstrates a strong and unique approach, which addresses the intermingling of programmes as a scenario of dramatic and attractive coexistence. “Magnetic Urban Field” takes the power of traffic to be translated directly in urban qualities. >>



Field infrastructure









» “Magnetic Urban Field” proposes to intensify the spot by intermingling the various flows of movement in a space of critical proximity and exciting compression. The clear idea to create a “theatre” of traffic can be seen as the primary condition for an attractive urbanity. This is a most valuable “message” for the urban planning strategy, offering an alternative response which includes the potential of the existing and extrapolates its qualities in a poetic way.”

