

# FY127 **agora XXIII**

an industrial urban hub for liesing



## conceptual approach

The main challenge of Industrial City Liesing is to establish a cluster of businesses that is building a new industrial network complex with the aim to benefit from shared infrastructure and informal exchange of knowledge.

To achieve this strategic goal, Liesing needs a clearly defined centre – a vibrant urban hub with a high density of both people and uses as well as attractive open spaces where social, commercial and knowledge exchange can take place. Due to the favourable location, the project site is very well qualified to evolve into such a centre. The concept at hand was inspired by the historic Agora from ancient Greece, projecting a central public space in the heart of Industrial City Liesing.

The proposed design breaks open the *representative crust* in favour of creating a hybrid between an urban square, a park and a working environment. The Agora concentrates social infrastructure and services for employees and business-partners of the entire commercial area and is framed by high-density buildings offering a rich spectrum of flexible work-scapes. To facilitate the interexchange and the visibility of the various micro-businesses within the *Industrial City Liesing*, the new hub integrates different shared infrastructures, ranging from rentable representative spaces for meetings, to a big auditorium for larger events as well as a common kindergarten and spaces for informal gatherings of for example local action groups.

To encourage the role of the newly created hub of *Industrial City Liesing*, the layout of the *Boulevard Prefektastraße* and the *Entrée* is rather understated. The aim is to offer an attractive arrival with a broad offer of new kinds of mobility, which help to connect the *Industrial City* in sustainable ways.



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