

ASPIRATIONS AND OPPORTUNITIES

Linz and Upper Austria occupy a **unique position** in the national landscape of production and innovation. The city successfully leverages its strong manufacturing and R&D heritage and currently is the Austrian urban area with the higher concentration of Industrial Clusters. [1]

During the Fourth Industrial Revolution, "Factories are returning to the city in a different guise." [2] **People+production+space** is the new equation in making, while heavy, large scale, polluting plants are replaced by smaller and cleaner spaces, intertwined with other urban activities - more varied and closer to the end consumer.

Linz E14 site is poised to play a pivotal role in the transition of the City towards **new modes of production**. Crafting the right mix of uses and stakeholder relationships is essential to ensure the success of the initiative and raise the competitiveness of Linz as a whole.

The re-development of the site is also the one-off opportunity to **stitch the urban fabric** between the north and the south of Linz and implement place-making in the surrounding neighbourhoods.

OUR SOLUTION: FABLINZ

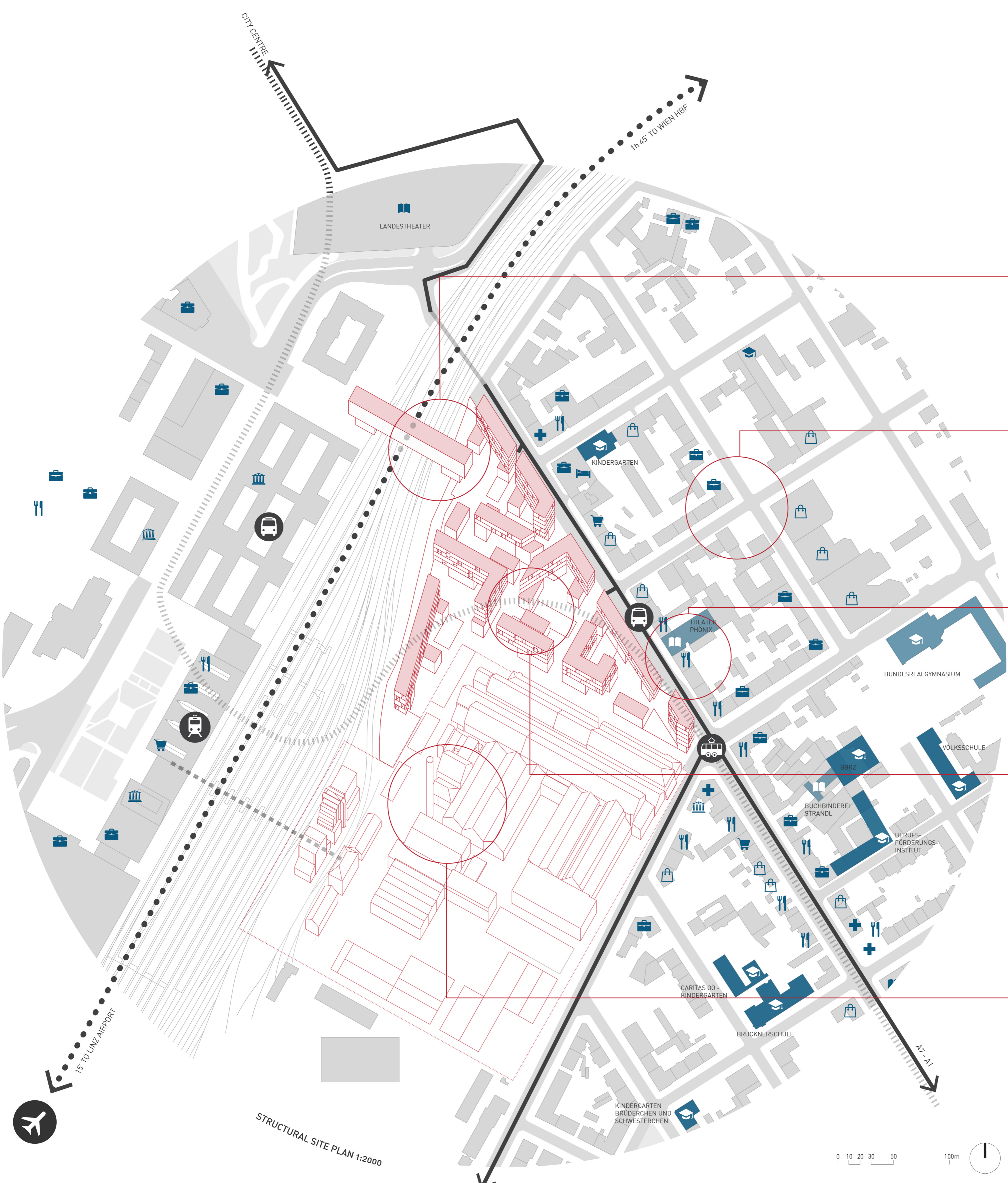
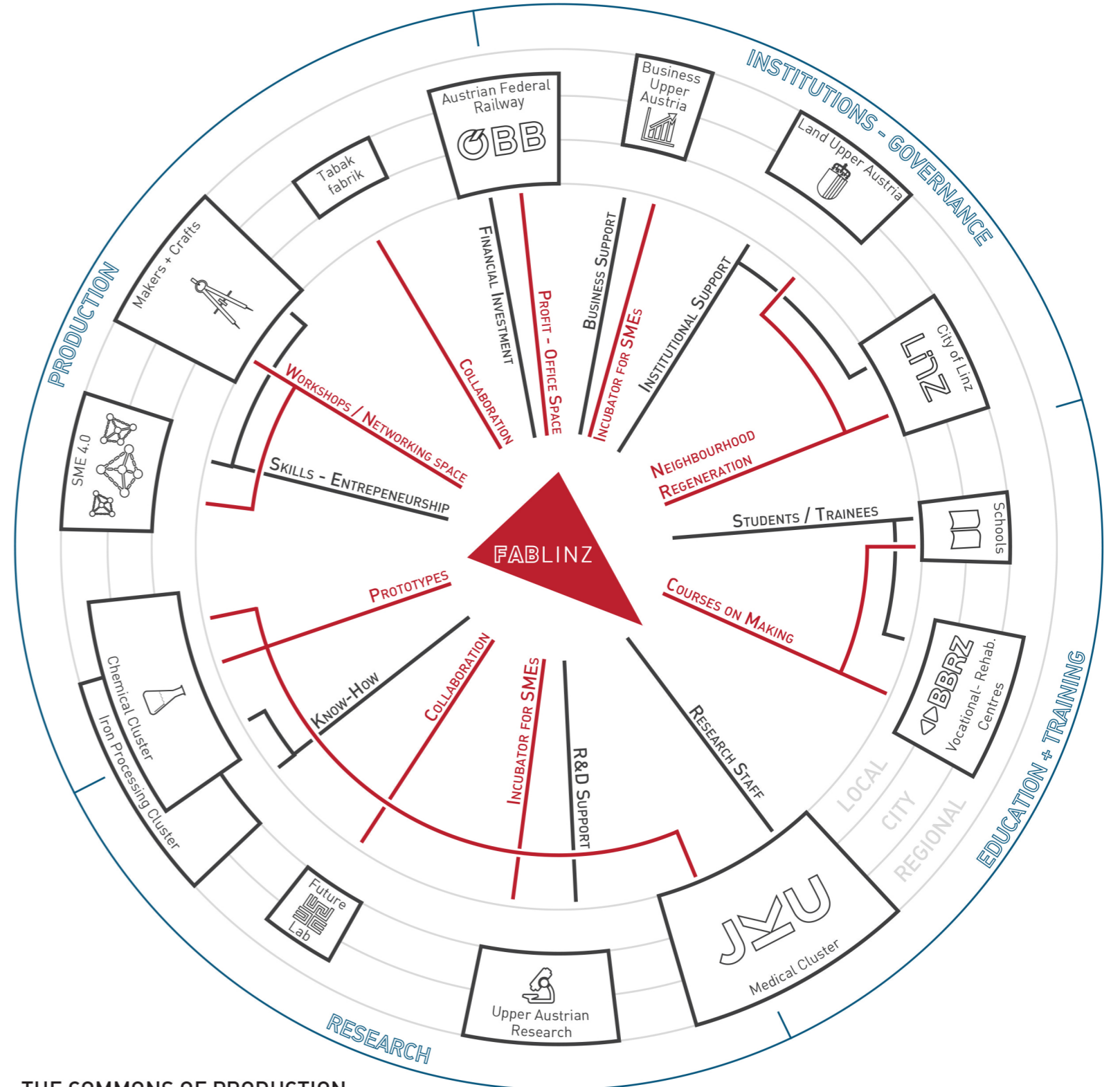
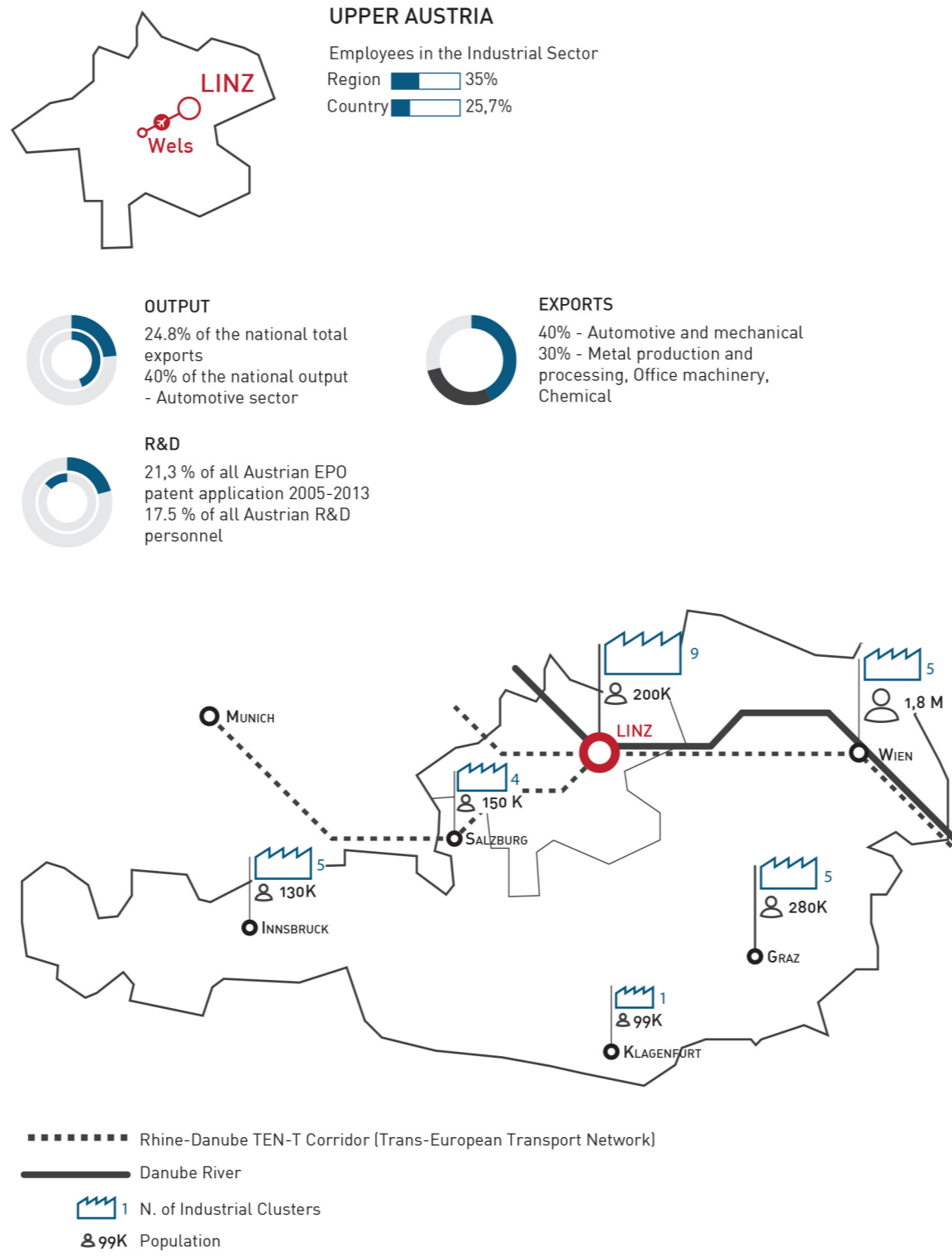
FABLINZ is first of all an **innovation ecosystem**. The new quarter will establish relationships between stakeholders at different scales and spanning across sectors (from education to manufacturing, from the institutional to research). The spaces provided, and the programmed activities, translate into the breakdown of traditional silos within and outside manufacturing, stimulating the serendipitous discovery of innovative products and services.

FABLINZ is meant to be governed by a same-name not-for-profit body which will implement the **"Commons of Production"**, a vision of shared knowledge and know-how, where the major players in the local and regional manufacturing and research panorama can meet grassroots enterprises, SMEs and local skills.

FABLINZ works in **synergy** with its surroundings. The quarter will leverage local assets, such as vibrant street retail, the many schools and vocational institutes, but also the proximity to the Medical Campus in order to provide new services and spaces to stakeholders not usually involved in fabrication and innovation.

The **urban morphology** of the project reflects this vision. The new quarter can accommodate a range of uses thanks to a flexible and modular structure, based on the re-interpretation of the local traditional urban block. Housing, offices and retail seamlessly integrate productive activities and complete the on-site mix of uses.

[1] Cluster Platform Austria [2013]
[2] Arup [2015] Rethinking the Factory



A BEACON OF INNOVATION

The design of FAB LINZ maximises the advantage of the existing location and accessibility. The scheme ties to the city's and regional infrastructure with a bridge-building that has a strong functional purpose (see Board02) and enhance the visibility of the district. The corner building, at the far south of the area, will welcome the visitors and passers travelling towards the city centre. FAB LINZ is also planned to develop a district's distinctive brand that will consolidate the site's identity both offline and online.

A CATALYST FOR REGENERATION

FAB LINZ will trigger the renaissance of Wienerstrasse and Andreas-Hofer districts, acting as a link between the old town and the XIXc-XXc expansion of the city. The FAB LINZ programme will generate increased footfall which will benefit local retail and small manufacturing workshops - while its design will reactivate the west frontage of Wienerstrasse and add a buzzing cluster of activities. SMEs flocking to the area, plus a rich programme of events and engagement initiatives will make this whole section of Linz a destination on its own, without displacing local activities.

ZERO-MILE PRODUCTION

FAB LINZ aims at being a key player in a local eco-system of production. Urban density allows for a symbiotic relationship where one productive activity can use the waste from another as a resource; these can be heat, food, or even second hand tools and objects that can be up-cycled and given back to locals. The exchange of know-how is as important as the making. The new spaces will offer learning labs where local craftsmen can meet schools and vocational school trainees and offer opportunities of learning new skills.

AN EVOLUTIONARY APPROACH

In an age when productive activities come back to inner city areas, cleaner and smarter, FAB LINZ is the evolution of the traditional workshop-and-housing urban block. Taking inspiration from the morphology of the surrounding fabric, progressively saturated with a mix of retail and small craftsmanship, FAB LINZ offers a new, more permeable model of mixed use. At street level, the new development opens up to its surroundings, while the alignment of masses still suggests the continuity of Wienerstrasse. The fragmented slabs of the upper floors suggest a sense of enclosure while keeping an open and permeable structure. The result is a deconstructed and re-engineered version of the productive block, with a richer variety of spaces and opportunities for interaction.

LONG-TERM FUTURES

In a scenario when ÖBB will decide to discontinue its activities in the neighbouring site, FAB LINZ district will be able to grow without the need to re-define its building typologies and settlement principles.

