

NEW GERSY

A CULTURAL SEED FOR THE FALLOW LAND

1. INTRODUCTION

The city of Fleurance, founded in the 13th century still presents an unmistakable grid structure as a testament to its ongoing heritage. Once surrounded by defensive walls, the bastide has gracefully evolved through the ages, organically expanding onto itself without losing its identity. Along the outer fringes of this historical plan, the Gersycoop site found its place, strategically positioned near vital thoroughfares linking the city to its surroundings. Throughout the 20th century, it thrived in its industrial role, but as industries shifted away from the city center, the area now seeks rejuvenation, and the untapped potential of the wasteland becomes a crucial resource for the city's regeneration.

The challenge lies in redefining the old Gersycoop wasteland to align it with the city's vision for attractiveness and development. Underneath its generous spaces and spatial intricacies, lies a hidden wealth waiting to be revealed and appreciated. Harnessing situational intelligence, we can uncover the site's adaptability and potential to breathe new life into the site's specific spatial organization.

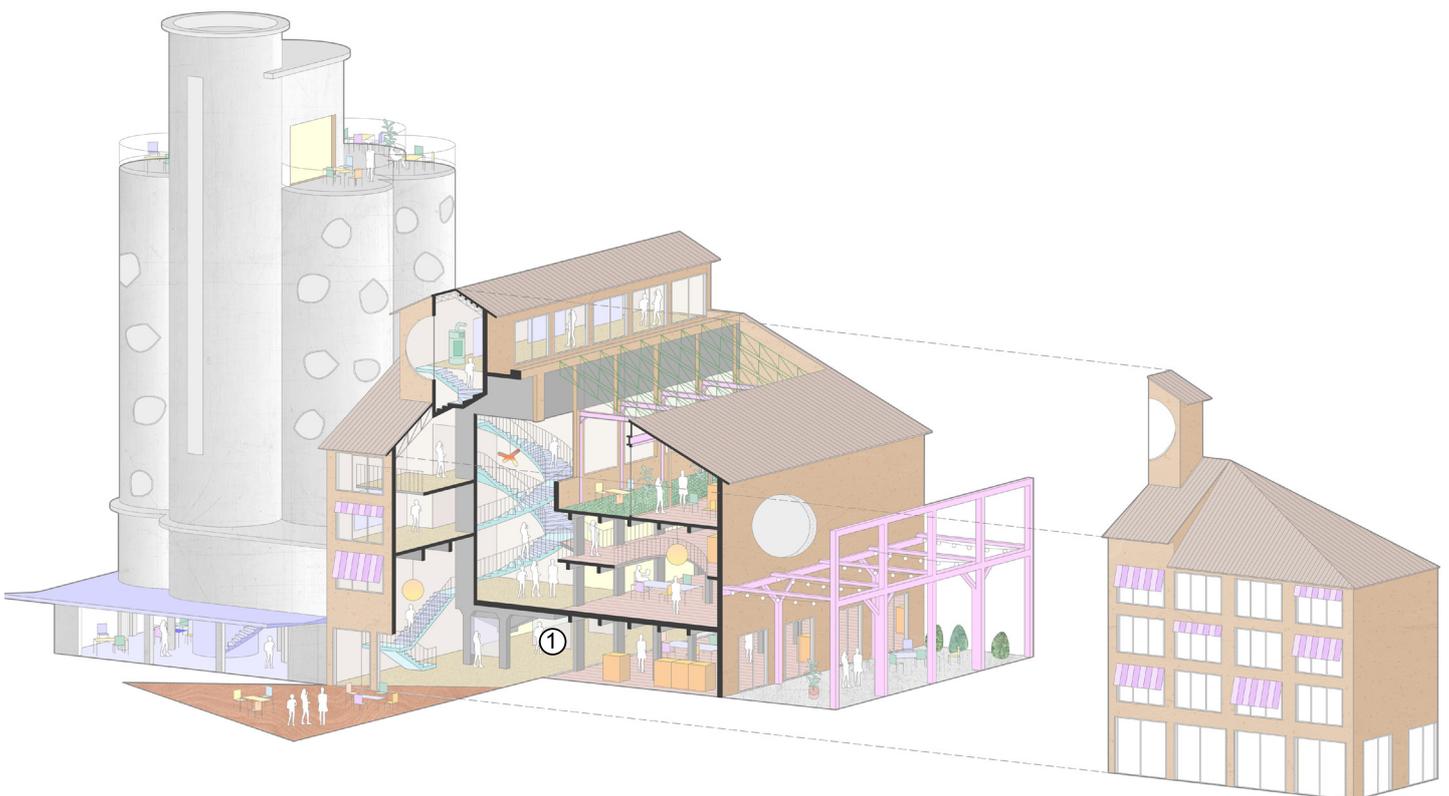
The key is to translate the past industrial corpus into a fully functional, inclusive, and adaptive neighborhood. This transformation will be guided by a fresh, common narrative, intricately connected with the site's history. By updating the industrial and commercial landscape, we can foster a harmonious coexistence with the past, allowing the city to flourish once again on this site.

The strategic approach is to overhaul the old logic and tailor it to meet the city's future development. Through careful planning and thoughtful design, the Gersycoop site will become a thriving hub that resonates with the community, acting as a catalyst for growth and prosperity. It will embrace its heritage while embracing the present, creating a space where people can live, work, and thrive in harmony.



1. Exhibition space

How can the city grow within its boundaries and evolve with minimal effort?



NEW GERSY

A CULTURAL SEED FOR THE FALLOW LAND



2. ABOUT URBANITY

On the urban scale, our approach seeks to achieve three objectives :

- 1. Increase the ground permeability
- 2. Reclaim the ground floor for the inhabitants.
- 3. Requalifying the streets around the site.

By vastly planting indigenous vegetation, we create an inviting habitat for local wildlife and establish a vibrant natural setting close to the city center. The «green smile» initiative entails a dense alignment of trees along «rue du Dr Lapeyre,» clearly marking the boundaries of our intervention and transforming the street into a lush green urban facade.

To reduce car presence within the site, we propose converting «rue du Dr Lapeyre» into a one-way street. This change in traffic flow aims to limit the impact of vehicles and promote a more pedestrian-friendly environment.

In terms of circulation, our intervention addresses both pedestrian pathways and technical distribution for various programs. The «Rue des Amours» is designated as a pedestrian-only street, turning the entire site

into a secure space for inhabitants. Some parking spaces are strategically allocated within the site to cater to functional needs, but the majority of parking facilities are situated on the outskirts of Fleurance, specifically on «Avenue Pierre de Coubertin.»

In addition to that, three mineral plazas, built with the material collected after the demolition work, act as urban landmarks, signaling entrances to main venues. They extend programs onto public space creating places for community engagement. The ground floor generously opens up towards the interior of the buildings promoting a more porous urban fabric.

By focusing on green spaces, pedestrian-friendly avenues, and limited car presence, our vision is to create a sustainable and environmentally conscious urban development.



1. Event space

How can we clarify the existing plan to allow it to transition to its new purpose ?



NEW GERSY

A CULTURAL SEED FOR THE FALLOW LAND

3. DECONSTRUCTION

To address these challenges, we believe a strategic deconstruction of the site is necessary to create a coherent urban structure that complements the bastide's historic urban fabric. Our intervention has to be sober in both construction and deconstruction, leading to rationalized interventions that highlight the inherent spatial qualities.

Let's initiate the process by deconstructing elements that are unnecessary, allowing for a critical transformation of the current spatial layout. It allows us to introduce natural light and incorporate dense vegetation at the core of the buildings while simultaneously addressing the distribution of spaces. By doing so, we can delineate programmatic strategies to organize and schedule different stages of construction, separating the program based on the economical reality of the project in accordance with the city's priorities.

Starting with the old «Gamm'vert» store within the historic urban fabric of Fleurance, this site is designed to cater to the day-to-day needs and activities of the local inhabitants. Within the store complex, we are removing the unsalvageable buildings along «Rue de Montablon,». In place of these buildings, we are creating plazas, one of which is lushly vegetated. The other plaza acts as a connection to the heart of the project, which faces «Rue du Dr Lapeyre.» This establishes

distinct programmatic areas within the «Gamm' Vert» site, which can be then transformed at different stages of the project. It includes the house of associations, as well as a community center providing a space for gatherings, events, and social interactions. Additionally an urban plant farm, promoting sustainable practices and green initiatives within the city.

Moving to the old warehouse, the ample volumes available makes it a perfect place to house a venue for cultural events, and entertainment. We are emptying half of one warehouse, giving way to a delightful outdoor garden that benefits both the housing units and the concert hall. This space not only brings natural light and vegetation into the building but also plays a crucial role in structuring the plan with distinct stripes, facilitating easy reconfiguration as needed.

Finally, the grain silos, being the most iconic site, houses the most exceptional cultural programs such as the museum and the library. The upper floor of the grain silos is excavated to create an expansive rooftop plaza connecting these two programs. To optimize the vertical distribution of spaces, we have decided to deconstruct two of the silos. This strategic move facilitates the efficient arrangement of various areas within the building. Moreover, we are repurposing the remaining silos as lightwells.



Warehouse - Le jardin



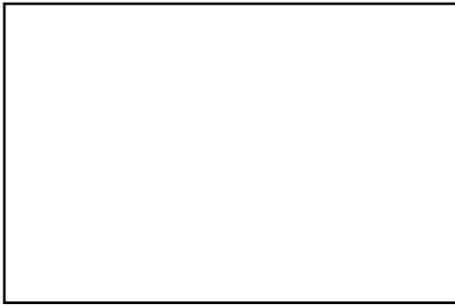
The Store - La Serre - Urban farm



Grain Silo- Le Patio - Between Library

NEW GERSY

A CULTURAL SEED FOR THE FALLOW LAND



4. GERSYCOOP AND BEYOND

Our project aims to address not only the specific issues of this site but also to tackle broader questions applicable to various industrial areas for future operations.

In this matter, we want to reveal the true worth of these neglected lands, which possess a rich heritage value hidden within the industrial past. These elements, such as the metallic trusses, vintage machines, and unique silos, serve as significant markers that firmly ground the project in the present time.

On a smaller scale, the repetitive and standardized design of the silos provides an opportunity to develop a strategy that can be replicated in other buildings. Strategically, we believe that incorporating housing within these structures is a smart choice, as well-designed housing units can be created regardless of the silo's location, and there is always a demand for housing. Moreover, this approach benefits the industry, as prefabricated elements tailored to each type of silo can be manufactured in series, streamlining the construction process.

The creation of remarkable housing within the silos on the Gersycoop and similar sites not only enhances the appeal of these locations but also offers a distinctive living experience for those seeking a characteristic habitat. This unique housing concept has the potential to boost the tourism value of these areas, making them attractive destinations for seasonal rentals.

Moreover, these housing typologies exhibit high adaptability, making them suitable for a diverse range of residents. Young families with children can find these homes appealing due to their functional design and the presence of nearby green spaces and pedestrian-friendly areas. Additionally, the flexible layout of these housing options can also cater to shared living arrangements, attracting individuals or groups seeking cooperative or communal living setups.

Furthermore, our objective is to reveal the true worth of these neglected lands, which possess a rich heritage value hidden within the remnants of the industrial past, particularly the old machinery and striking structures. These elements, such as the metallic trusses, vintage machines, and unique silo designs, serve as significant markers that firmly ground the project in the present time. Importantly, this transformation not only focuses on the physical aspects but also embraces the intangible elements, offering an optimistic vision for revitalizing other industrial sites too.

This shows how the old Gersycoop site presents an opportunity to become a model for renovating abandoned industrial and commercial sites across the large territory. Our project aims to address not only the specific issues of this site but also to tackle broader questions applicable to various industrial areas for future operations.



The warehouse - L'atelier triplex



The store - the square



Grain silo - the hive