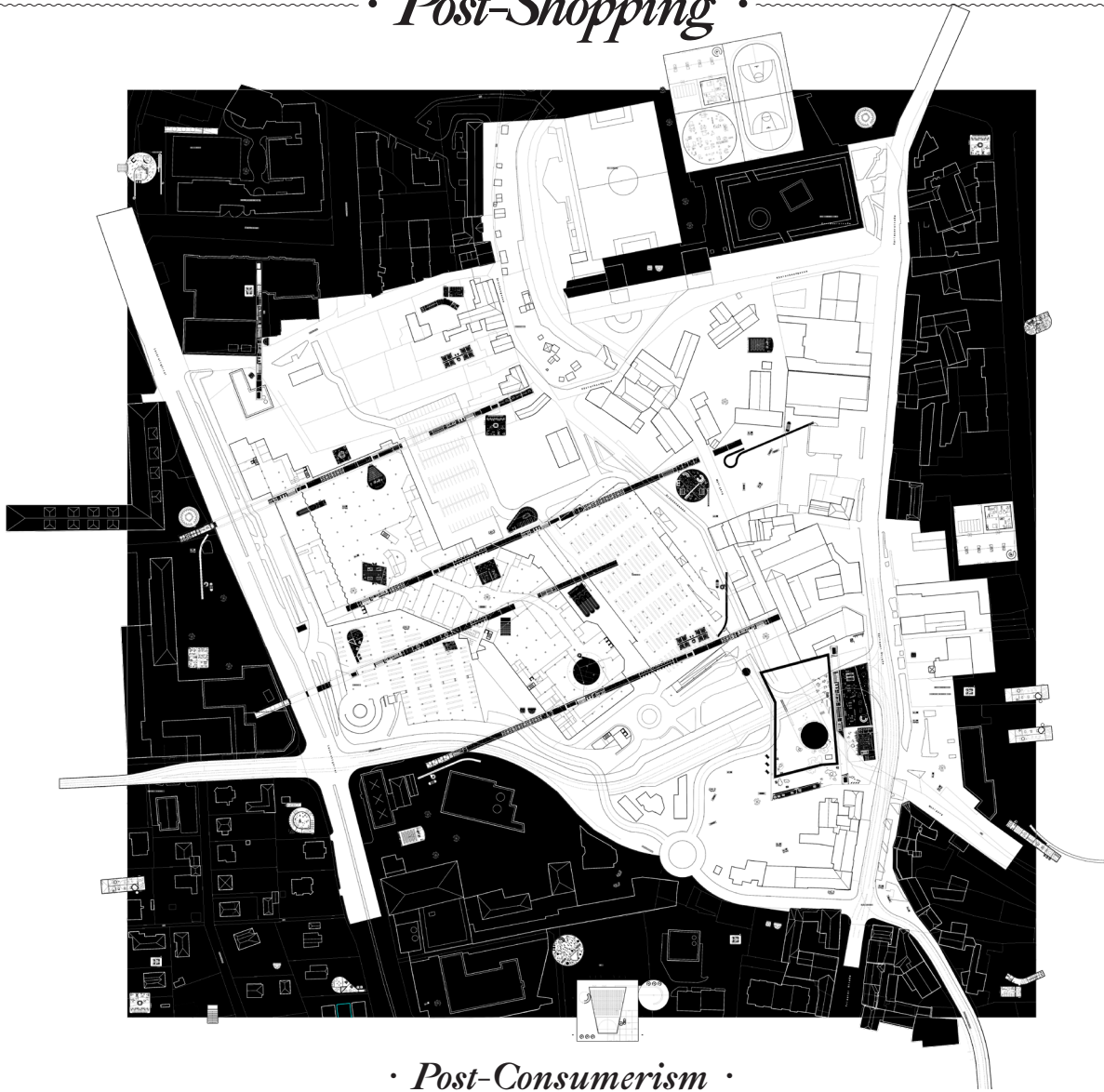


• *Post-Shopping* •



• *Post-Consumerism* •

TOWARDS A NEW PARADIGM

Nowadays, in a historical period characterized by social transformations, continuous technological improvements and political uncertainties, our contemporary cities are much more complex than back when the CityPark was designed. Our societies are evolving in a way where the traditional concepts of private and public are becoming obsolete and are being transformed into updated and augmented conceptions.

It is precisely around those blurring limits, between what seems urban and what seems domestic, where the new contemporary public realm is constructed.

Our proposal will be based on the exploration of those uncertain boundaries. Trying to achieve a gradient of spaces where urban and domestic are not so clearly delimited but colonize each other.

The new CityPark will become a Social Condenser for the local communities, creating not just the architectures that shelter certain commercial uses but also many other public uses, providing the tools and mechanisms to develop such an expansion of the urban space.

from Consumerism to Prosumerism

ABOUT THE DIFFUSION OF LIMITS BETWEEN PRODUCTION AND CONSUMPTION

Facing the homogenization in consumption during twentieth century's last decade's, "prosumption" implies admission of practices that include the disparate in their ways of working and in which the distribution of production and consumption processes does not follow a linear pattern but a heterochronic one.

Prosumption appears as an activity that hybridizes Production and Consumption, putting both concepts in crisis as antagonistic states. Austria has been a pioneer worldwide of this type of alternative to conventional consumption patterns of activities well rooted in the culture of its citizens.

By constructing a Prosumer oriented Post-Shopping space, urbanism multiplicities are injected into the former Shopping Mall in a way to encompass all uses and facilities that Prosuming practices require, enhancing and optimizing the cross-relationships among them. The proposed design displays a context in which to develop those border negotiations between production and consumption, between centre and periphery, between the excluded and the admitted.

By colonizing the old-paradigm architectural programs, a connection between seemingly disparate elements define the architectural proposal; and

• *Post-Shopping* •

by folding models so far juxtaposed, the protocols that limit their management are established. Situations like overproduction and hiperarchivism are complementary patterns in our society, where relationships predominate over objects and paths predominate over the moments of rest. The intervention is ruled by a series of Architectural Frames for Prosuming, which host many activities that hybridize with consumption, defining architecture from the connection between elements that do not necessarily have to be architectural.

The new Post-Shopping CityPark brings together all the uses and facilities required by the analyzed typologies of this type of consumption in the city, enhancing and optimizing the transversal relationships between them. The project thus unfolds a context in which these border negotiations between product and consumption, between center and periphery, between what is excluded and what is admitted take place.

• *Post-Shopping CityPark* •

What if we analyze the urban ethos of Graz?

What if we use the urban breeding ground of the city itself as a prototype for the site, as a recipe that orders the urban ingredients of a Prosumer Oriente Shopping Mall ?

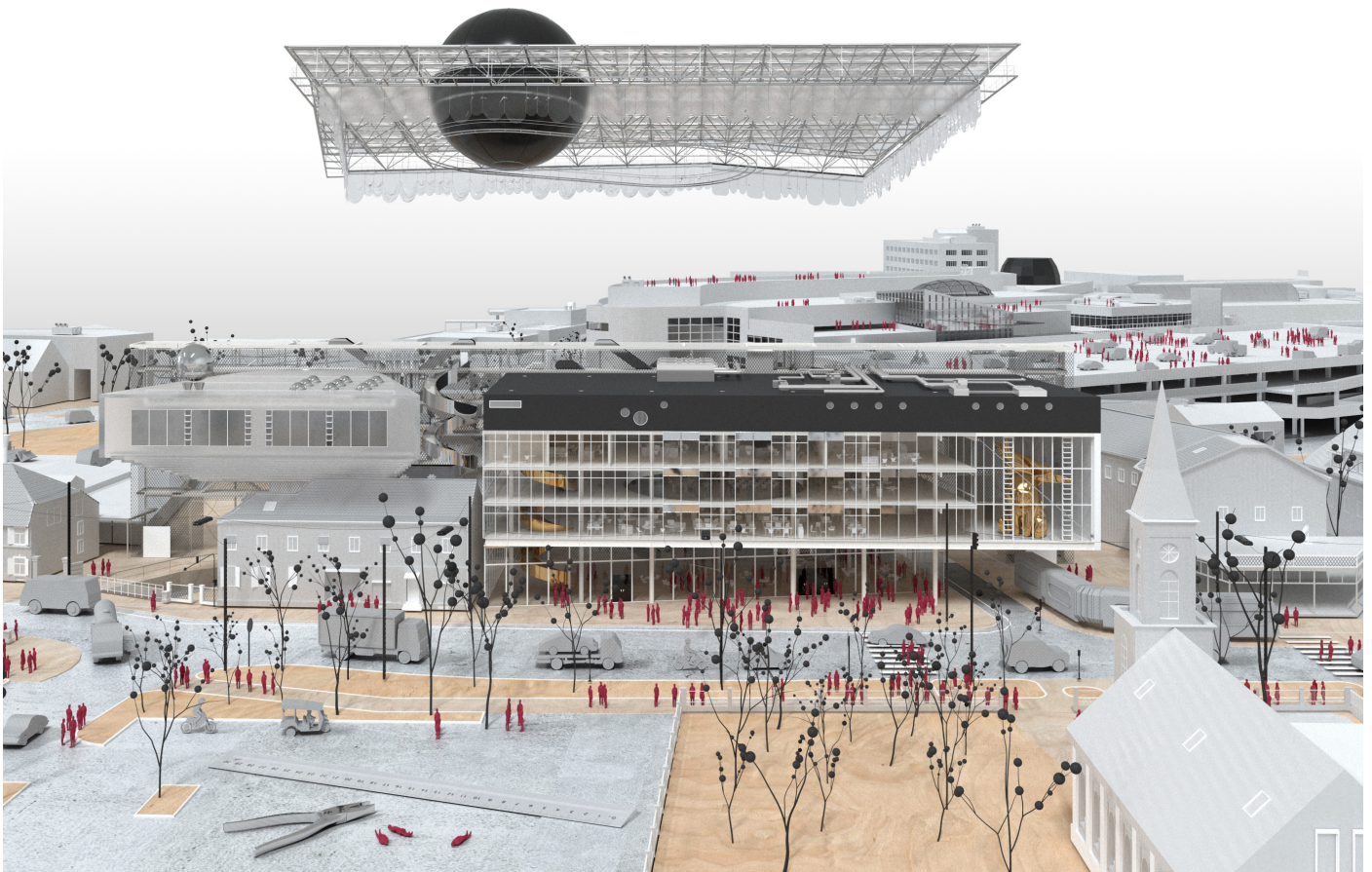
And what if we implement that formula, as in a lab, with a seires of Ecological, Cultural and Social improvements?

The project catalogues Graz's unique public programmatic character through its urban realm qualities, in order to later pour those qualities into the site, implementing them with resilient strategies and adaptable architectures.

The project is intended to develop in time, constructing a series of four infrastructural corridors that enable to inject Prosumer Oriented activities into the Shopping Mall.

These Architectural Spines, these infrastructures, do not just allow the connection between both sides of the CityPark, but also introduce and articulate a series of complementary activities, hosted within architectural pieces, that hybridize de Cosumer Oriented ethos of the Shopping mall with many other type of non-commercial programs.

This strategy allows the CityPark to become a public active space for citizens, where production and consumption overlap, and where citizens do not just come to shop but also to life, to love, to share and to work together.



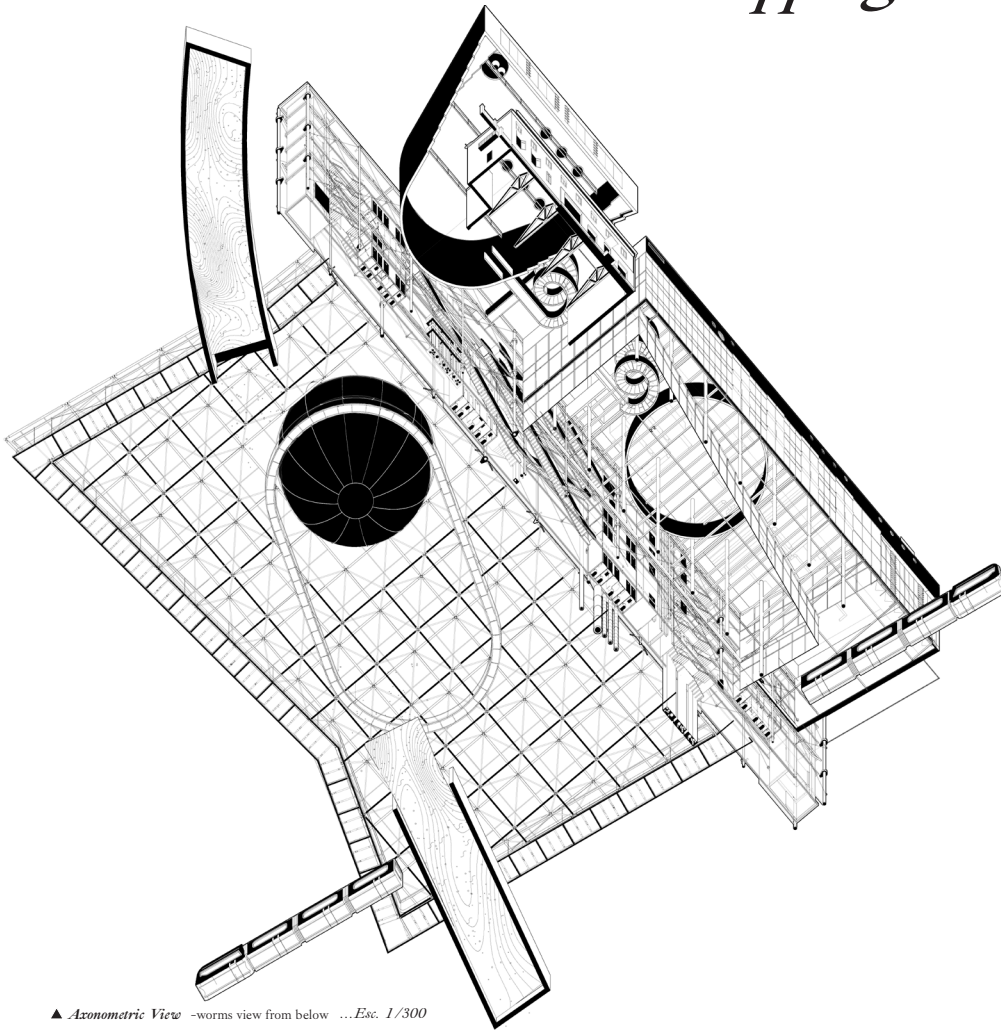
• *Social Condenser* •

FROM THE BUILDING TO THE ARCHITECTURAL DEVICE

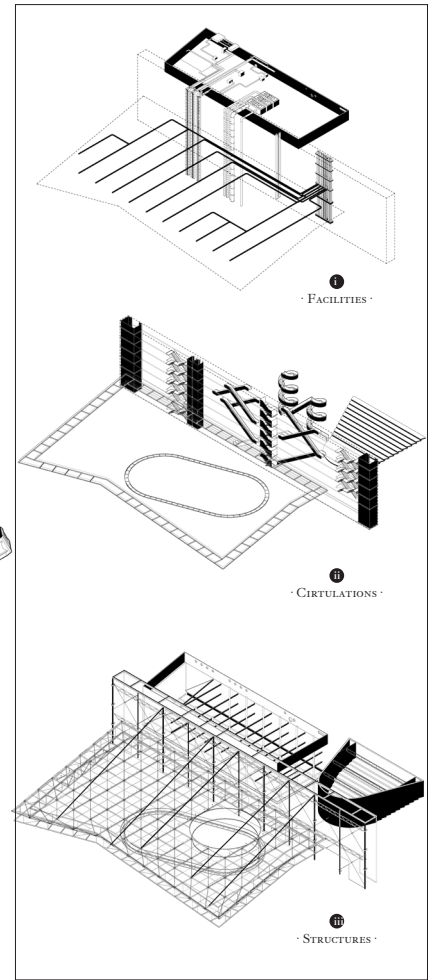
The project functions more as a Machine than as a conventional Building. As it will become a Urban Tool that will create infinite types of spaces for cultural production and consumption, activating the city and the City Park area

The project is more a Device for social congestion than a mere building. As it has the capability to trigger the necessary functions that would construct cultural, social and metropolitan contexts surrounding its main program, a concert hall, and extending it to further realms.

The project is nor a plaza nor a building but something in between. A place amid urbanism and architecture. A common framework for social gathering, cultural exchange and dialogue. The project stands as the transformation of the site into a place amid a public plaza and a public living room, sheltered under the cover of an ultra light ETFE roof that contains all the facilities and infrastructures to transform the underneath exterior plaza into an almost-interior



▲ *Axonometric View* -worms view from below ...Esc. 1/300



CityPark's Urban Living Room

CONSTRUCTING A URBAN CONTEXT

The project for the Project Site stands as a social condenser of a whole urban context. It is carefully connected with the cultural and social infrastructures of the city, in order to create an archipelago of architectures that active the whole area.

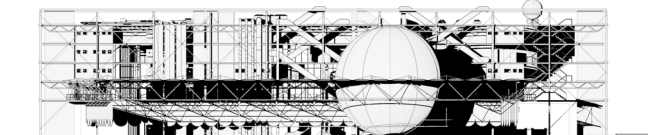
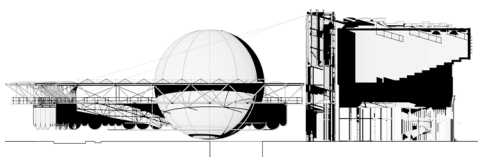
The new CityPark's Living Room is more than a building, it becomes the core, the social heart of the wider masterplan for the City Park. And also the urban gate that defines a transition, a migration from the domestic ethos of the surrounding area, to the commercial and public ethos of the New CityPark.

In fact, we are not focusing on merely solving the urban problems of the designated area, but instead, we are extending the intervention to a wider area, creating a series of public devices than connects the CityPark to the city.

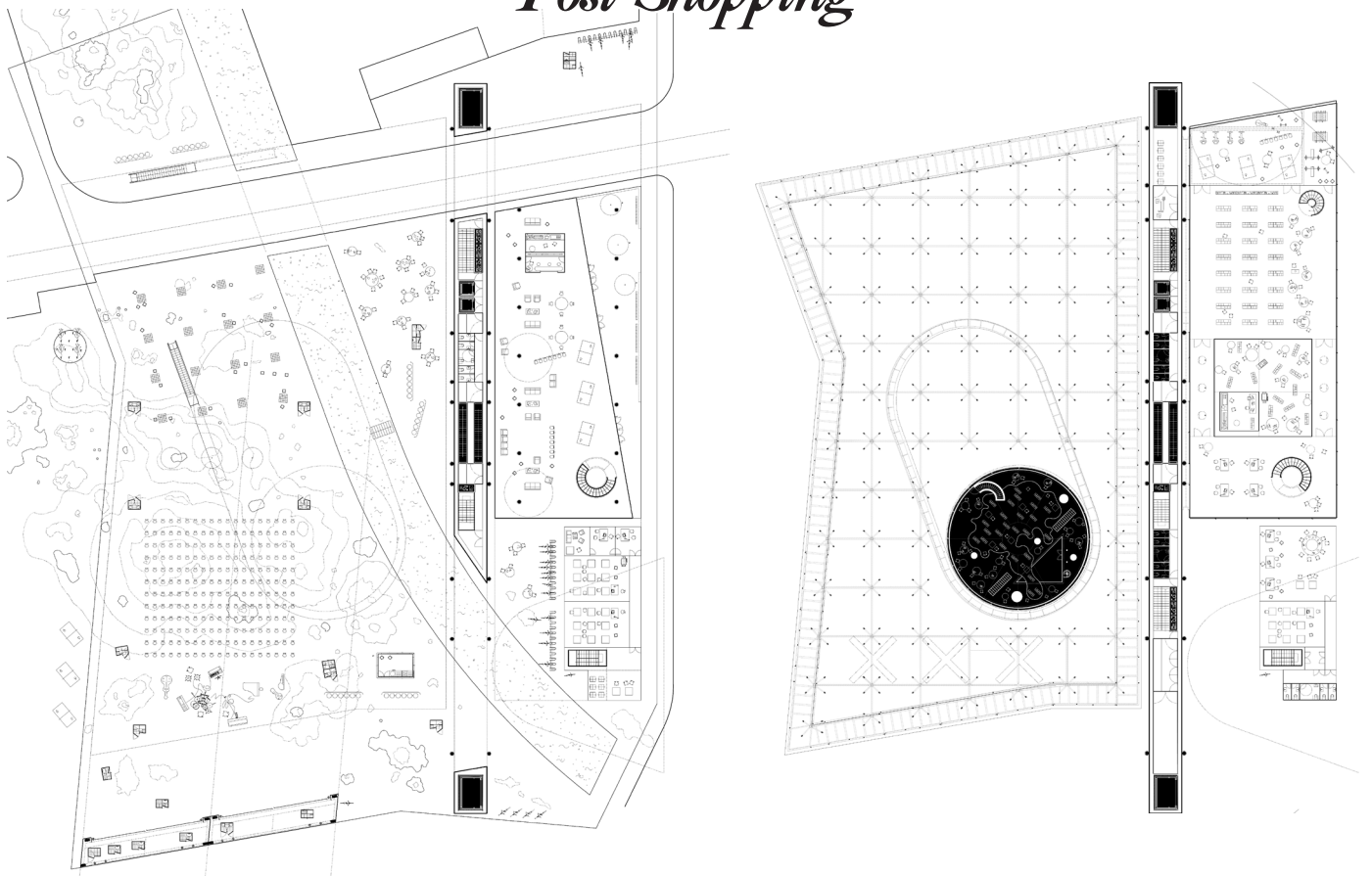
The generation of the new urban public context of 'CityPark Living Room' is structured through three basic architectural operations:

- 1- Liberating the ground floor by emplacing the all restrained functions in an adjacent architectural piece that faces Karlauerstrasse. Also, the roof contains all the required infrastructural facilities to catalyze activities underneath.
- 2- Raising the building up so that urbanity flows in two directions for both pedestrian, tram, cycles and cars. Creating a connection of the public space from both sites of the city
- 3- Using the CityPark Living Room Building as a urban connector. The building shape emphasizes the connection among both sides of the block, becoming also an elevated public corridor that surrounds the roof.

The new space between a urban plaza and a building is not restricted to the competition area but is stretched out to Karlauplatz, creating a big public space for events and for daily uses of the future University Quarter that is integrated in the masterplan for the whole area.

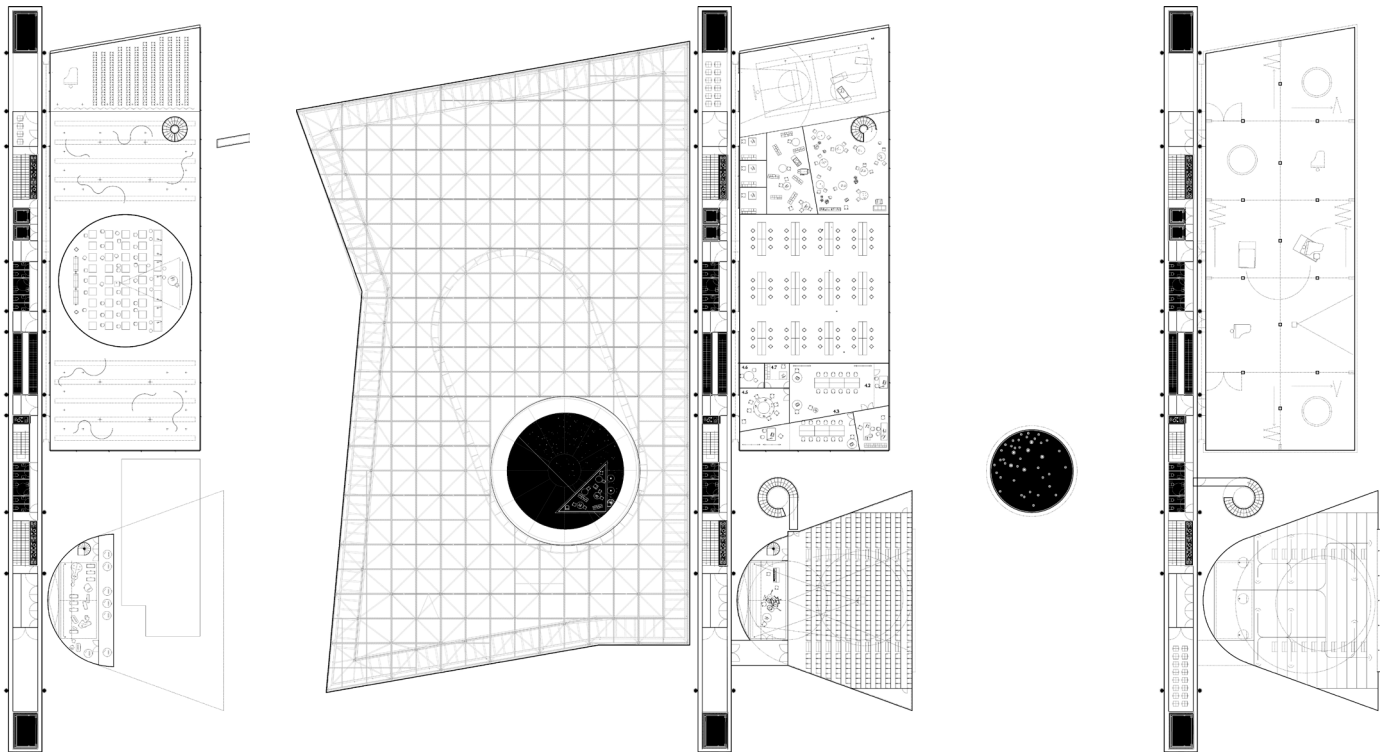


• Post-Shopping •



▲ Ground Floor Plan - a Public Living Room under the new Roof · LEVEL +0,00 ...Exc. 1/300

▲ First Floor Plan - a Suspended Technical Ceiling to qualify public events underneath · LEVEL +6,00 ...Exc. 1/300



▲ Third Floor Plan · LEVEL +9,00 ...Exc. 1/300

▲ Fourth Floor Plan - Working Spaces, Auditorium and the ETPE Rooftop

▲ Fifth Floor Plan LEVEL +15,00

• the Building's Scheme •

BUILDINGS WITHIN THE BUILDING

Contemporary culture requires innovative spaces for the expression of their societies. Nowadays more than ever, our cities demand architectures that are catalyzers of contexts, more than just mere buildings.

This project does not stand as a static container of a cultural or musical program. Instead, it aims to provide the architectural and urban tools that would help to build up a social context around its core function.

The proposal offers an open multipurpose scheme in which its architecture performs as a Machine, providing the spatial tools that allow that several juxtaposed events can simultaneously take place.

Each fragment of the building behaves as a 'Building within the Building', as an independent architectural piece that has its own entrance, opening hours, electrical system and management.