



Bregenz • Hard • Fussach • Höchst (AT)

How can the landscape act as a dynamic force in shaping transformation and fostering interconnected environments?

Scale
XL/L

Team composition: architect mandatory

Location: Bregenz, Hard, Fussach, Höchst

Population: 55,788 inhabitants (2024)

Reflection site: 1,286 ha

Project site: 120 ha

Site proposed by: Federal state of Vorarlberg

Actors involved: Federal state of Vorarlberg, Planning office and mayors of Bregenz, Hard, Fussach and Höchst

Owners of the site: Federal state of Vorarlberg, private

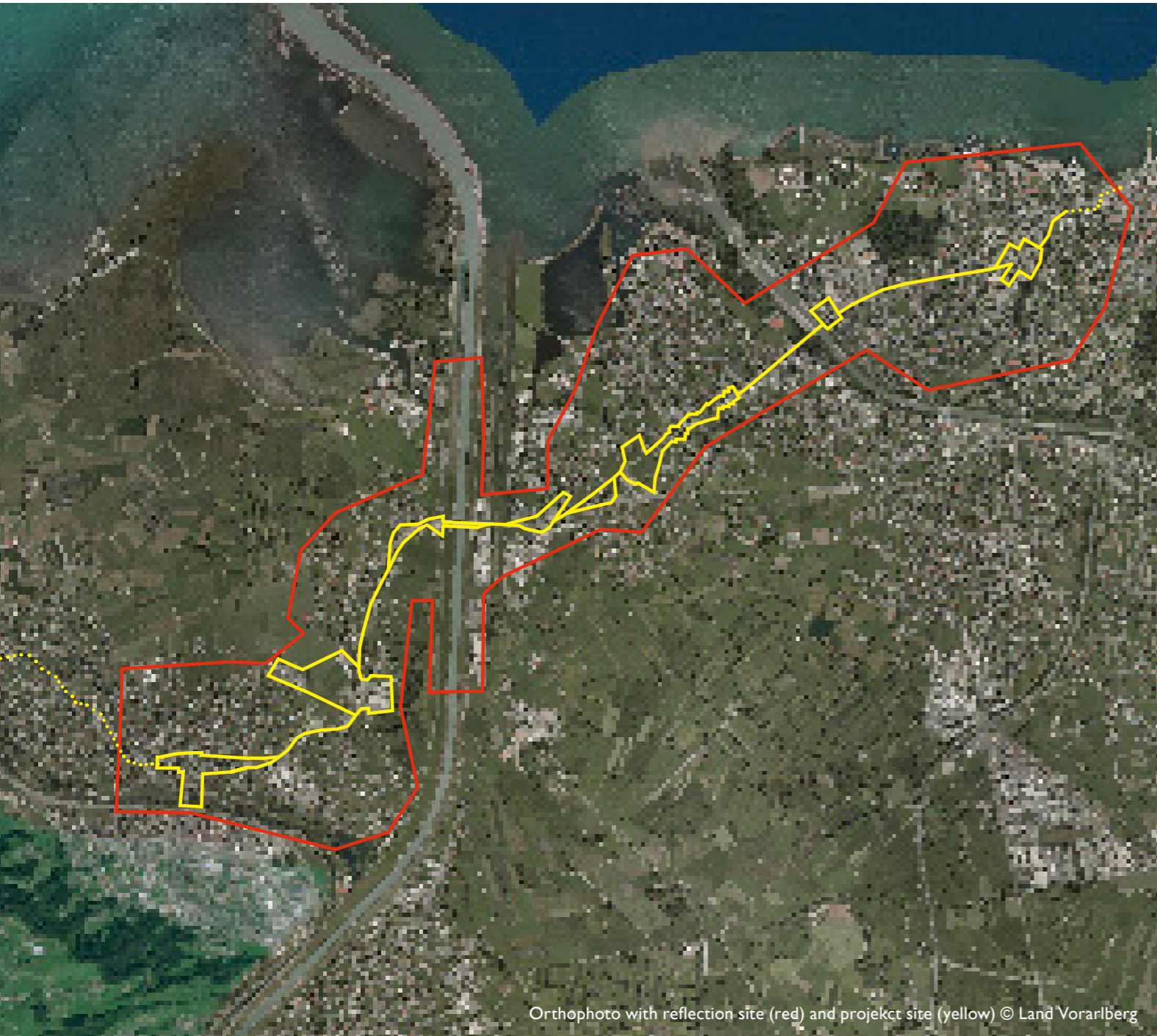
owners, municipalities

Commission after competition:

The aim is to explore opportunities for involving the selected team in workshops and to consider integrating the expertise of the awarded team in the broader development process, whether at the urban planning level or in an advisory capacity.



Natura 2000 area © Land Vorarlberg



Orthophoto with reflection site (red) and projekt site (yellow) © Land Vorarlberg

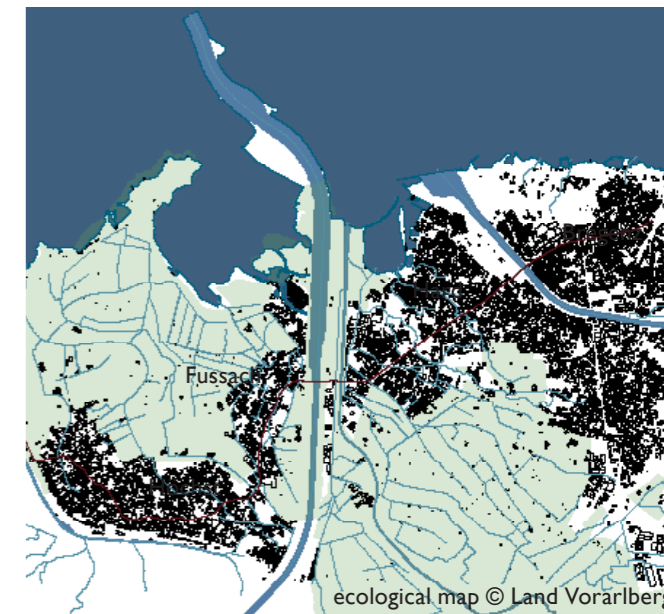
Site context

In Vorarlberg, the L202 or “Magistrale” is a crucial logistical artery linking Switzerland, Austria, and Germany. It drives economic growth by enabling trade and supporting local industries. However, this prosperity comes at a cost for villages along the route, where heavy car and lorry traffic disrupts daily life, creating noise, pollution, and safety concerns. The contrast between high-speed transit needs and the slower rhythms of village life highlights the urgency for solutions that balance mobility with livability.

The L202 runs through three villages—Höchst, Fussach, and Hard—before reaching the city of Bregenz. This corridor is part of the Rhine Delta, an economic hub that, together with the Rhine Valley, is home to 80% of Vorarlberg’s population and most of its commercial activity. The region’s proximity to Lake Constance and the Alps makes it a popular tourist destination, while two Natura 2000 sites underscore its environmental significance.

Urbanization has shaped the region into a continuous settlement. Its polycentric landscape distributes cultural, educational, and health services across multiple centers, while strong cross-border links encourage commuting.

The Magistrale interacts with village centers, edge zones, and natural landscapes, creating diverse spatial experiences. Nearby train stations further enhance connectivity and support alternative mobility. The overarching vision is to transform the Magistrale from a traffic-dominated corridor into an inclusive, green, and safe space for all users. By integrating infrastructure with ecological, social, and programmatic needs, the road will no longer serve as a barrier but as a corridor of change—one that enhances existing structures while fostering new ideas for a dynamic and sustainable future.



ecological map © Land Vorarlberg



climate map © Land Vorarlberg



view towards Bregenz, Hard, Höchst and Fussach in south direction © Land Vorarlberg

What framework conditions need to be established to reduce the separation between car traffic and community life?



Questions to the competitors

This brief calls for a concept that formulates a strategy for reimagining this heavily frequented motorized street, which cuts through villages and sensitive landscapes. What tools and actionable guidelines can address the entire length of this corridor to gradually transform it into a space of potential and a forward-thinking approach to infrastructural corridors like this?

At the core of your strategy lies a pivotal question: How can this route be transformed into an open space of possibilities—one where neighborhoods, green areas, and active mobility can thrive alongside motorized traffic? Can this very infrastructure, which supports economic prosperity, evolve into a system of synergy, fostering an “Erlebnisraum” that benefits all who interact with it?

From your initial thoughts to the acts of creating, designing, writing, and drawing, the principle of *Re:sourcing* should be woven into every decision, ensuring a holistic and sustainable approach at every step.

How can transit traffic become aware of the villages’ pace?

Ways to highlight arrival and transit points?

