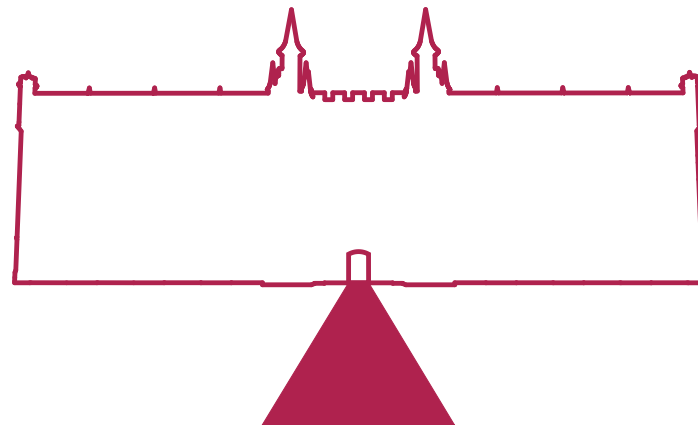


Place of Unpretentiousness



PRESENTATION

Fady Yassa

Content

INTRODUCTION

01

RESEARCH

02

CONCEPT

03

VALUATION

04

DESIGN

05

01

INTRODUCTION

Introduction // Project site

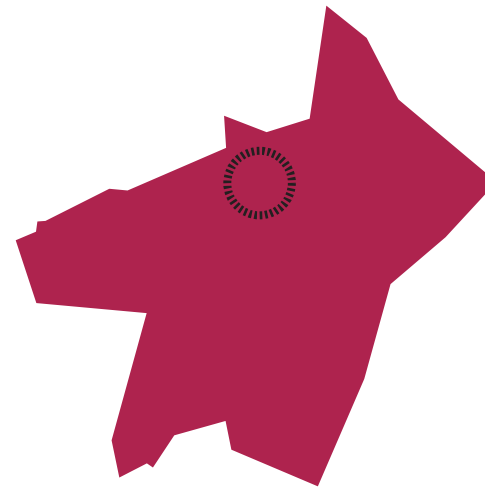
Denmark



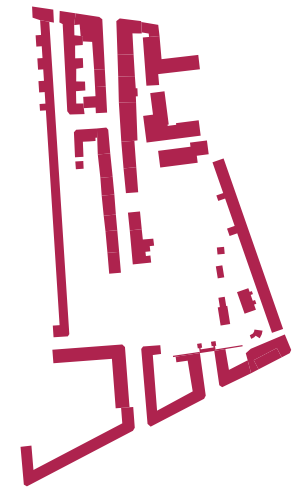
Copenhagen



Vesterbro

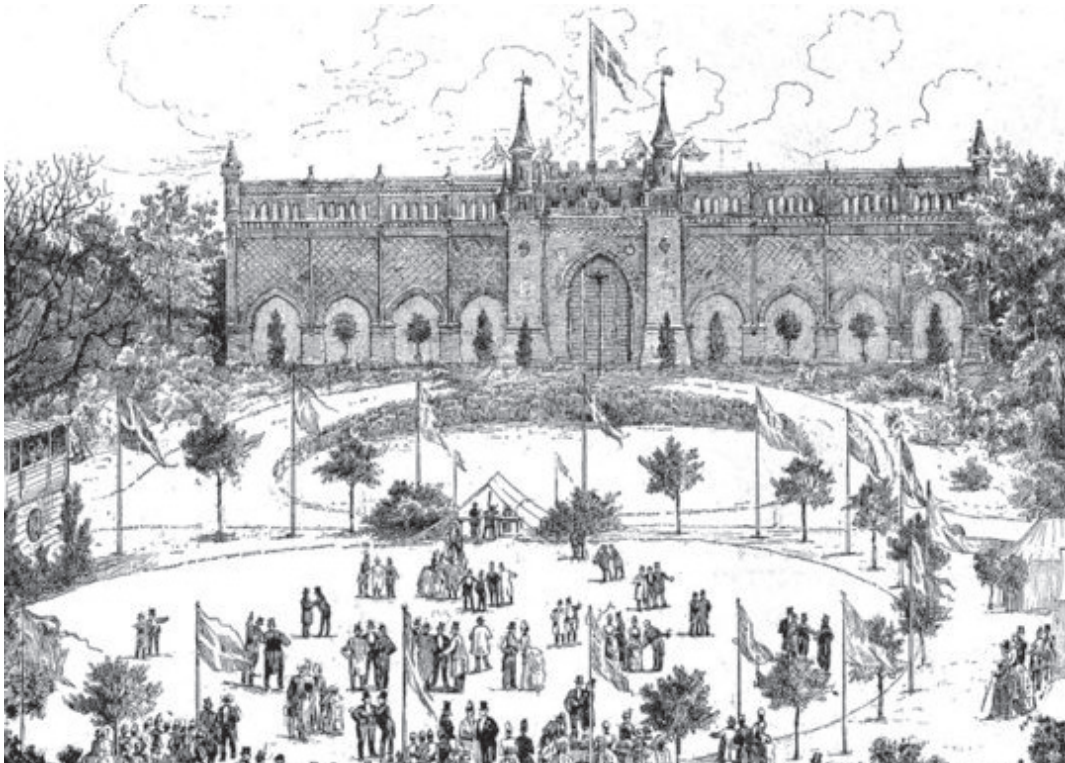


Skydebanehaven



Introduction // Shooting range > playground

shooting range since 1890's



playground since 1950's



02

RESEARCH

“Consumerism - or more accurately, the culture-ideology of consumerism - refers to a set of beliefs and values, integral but not exclusive to the system of capitalist globalization, intended to make people believe that human worth is best ensured and happiness is best achieved in terms of our consumption and possessions.”

Sklair, 2010

“Shopping is arguably the last remaining form of public activity.”

Koolhaas, 2001

Through psychoanalysis and psychogramming, people are being manipulatively forced to consume even more for the sake of making economic profit.

Hosoya & Schaefer, 2001

“Perhaps the beginning of the 21st century will be remembered as the point where the urban could no longer be understood without shopping.”

Koolhaas, 2001

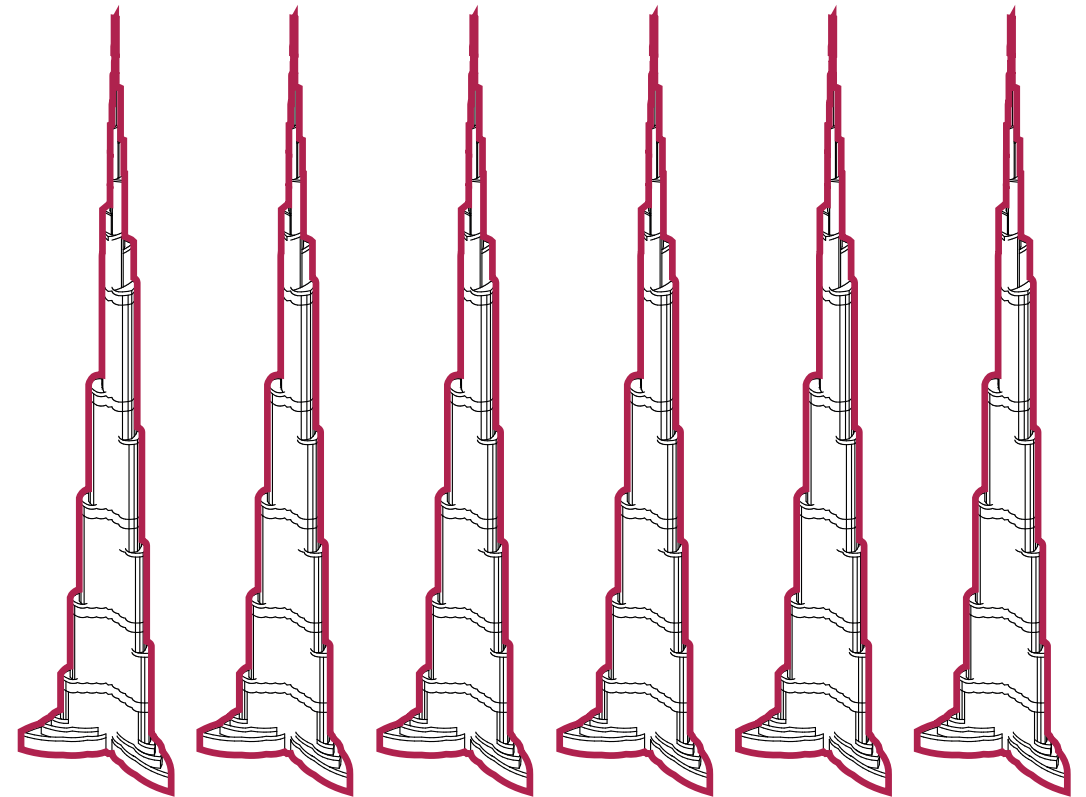
Research // Total retail area

Total retail area, **World** = 1.998.171.000 m²

Total retail area, **Asia** = 736.950.000 m²

Total retail area, **Europe** = 180.600.000 m²

Total retail area, **Denmark** = 1.901.692 m²



Total retail area, **Denmark** = 6 x Khalifa tower

as factor of Copenhagen land surface area (Copenhagen = 88.25 km²)



Total retail area, **World = 22.6** x Copenhagen land area



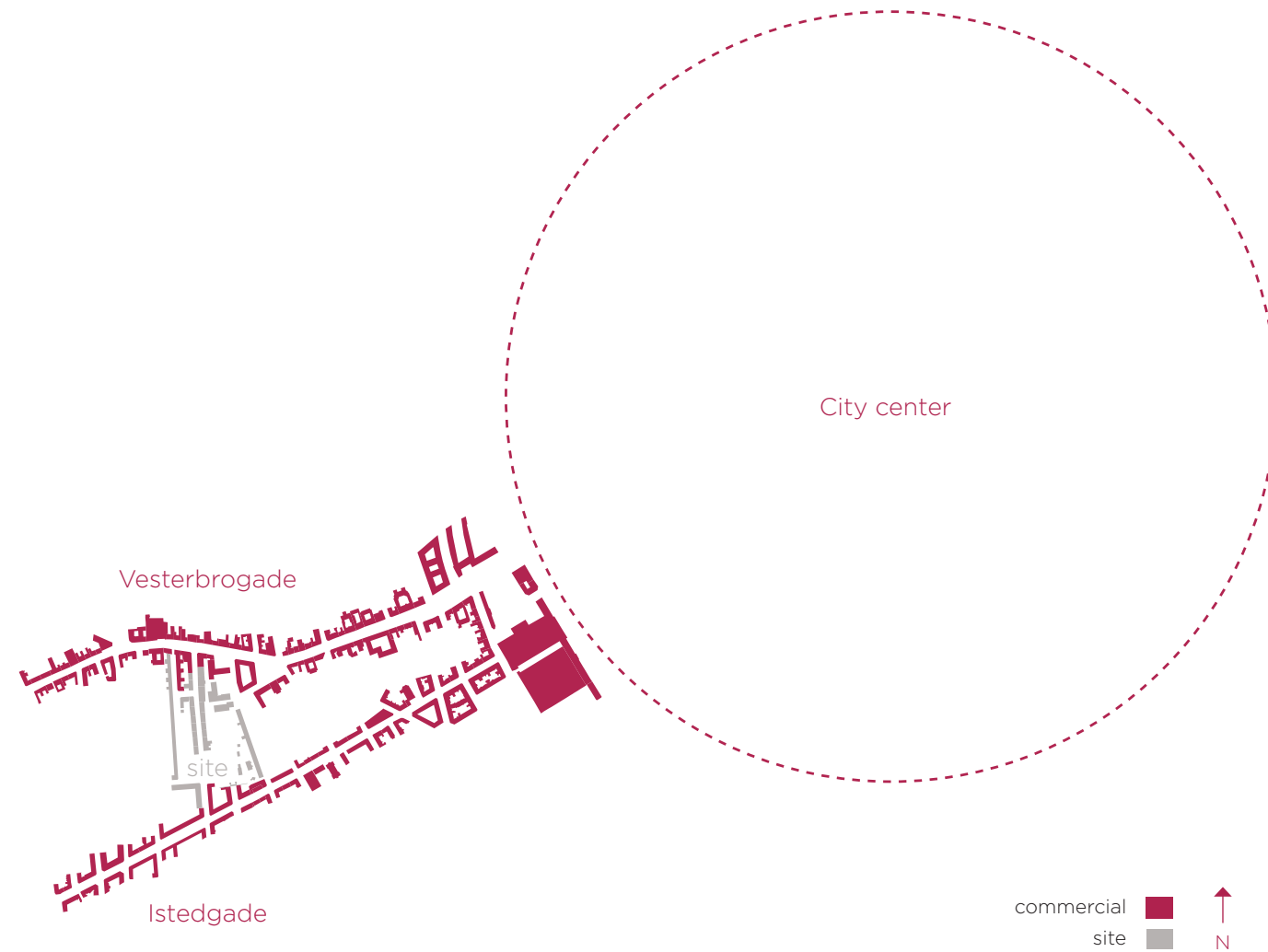
Research // Scandinavian Mediterranean Corridor

In 2030, **GDP = 1.468 billion eu**

In 2030, **Job years = 4.2 million yrs**

In 2030, **Projects = 666 n**





City center



Vesterbrogade



Istedgade





airport = shopping

railway station = shopping



DAN
EXCHANGE

WESTERN UNION WU
moving money for better

09 2
08 2
07 2

SEND & RECEIVE
MONEY
HERE



city = shopping



vesterbrogade = shopping



istedgade = shopping



escape consumerism

03

CONCEPT

Concept // Escaping consumerism



Concept // Non-consumerism

“But immaterial production- the production of the ideas, innovations, experiences and other intangibles that virtually everybody agrees to be the most important source of value and development is increasingly performed by another economy that does not primarily move according to monetary incentives.”

Arvidsson, Bauwens, Peitersen, 2008

“Rather it is about finding ways in which free human beings, without any apriori obligations to each other, whether monetary or hierarchical, can live together.”

Arvidsson, Bauwens, Peitersen, 2008

Consumerism

material profit

manipulative

psychogramming

forcing

ordinary

class polarization

maximum effort to reach the maximum

Non-consumerism

immaterial profit

honest

trustworthy

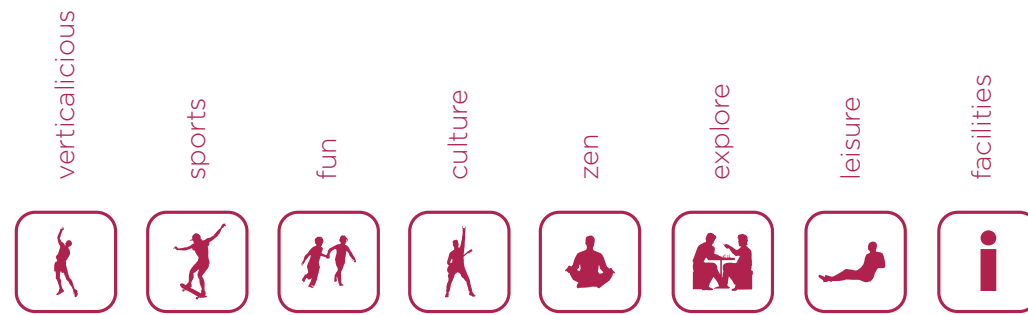
inviting

unique

inclusive

minimum effort to provide the maximum

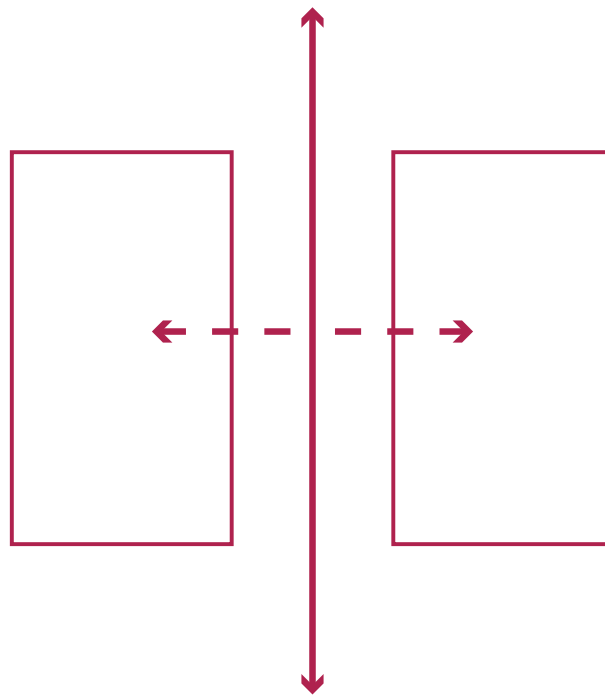
immaterial profit



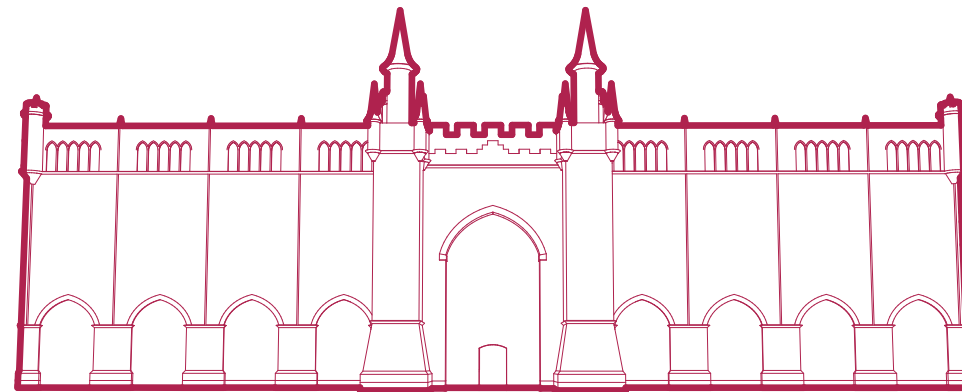
inclusive



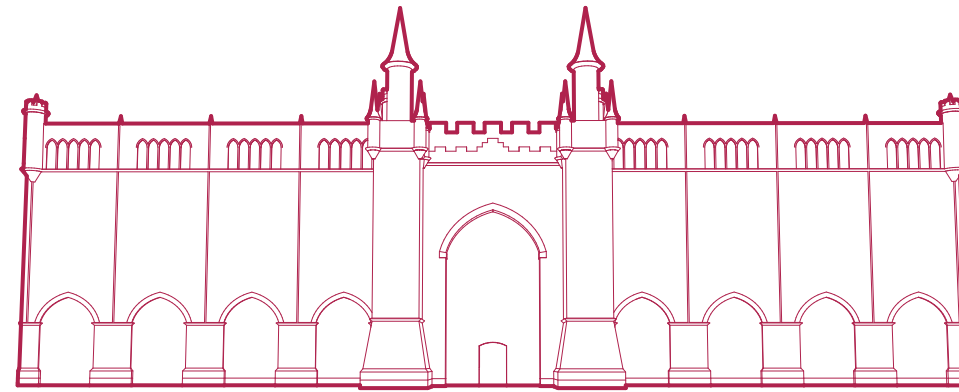
inviting



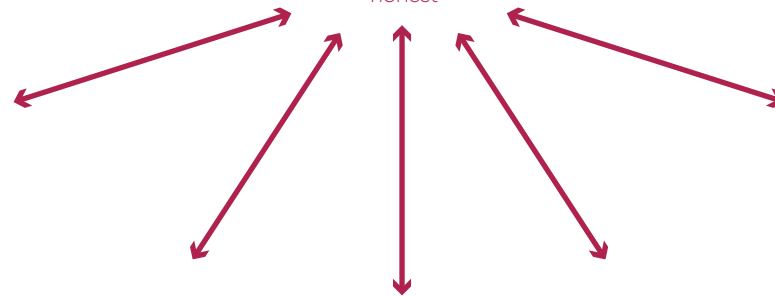
unique



honest & trustworthy



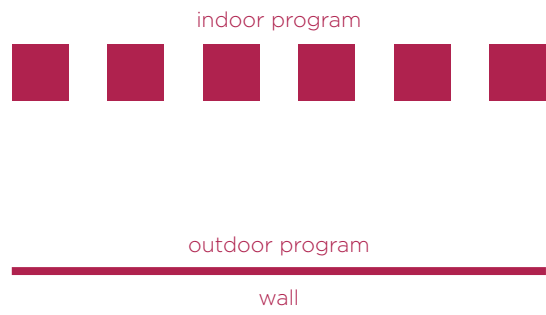
focus on existing
honest



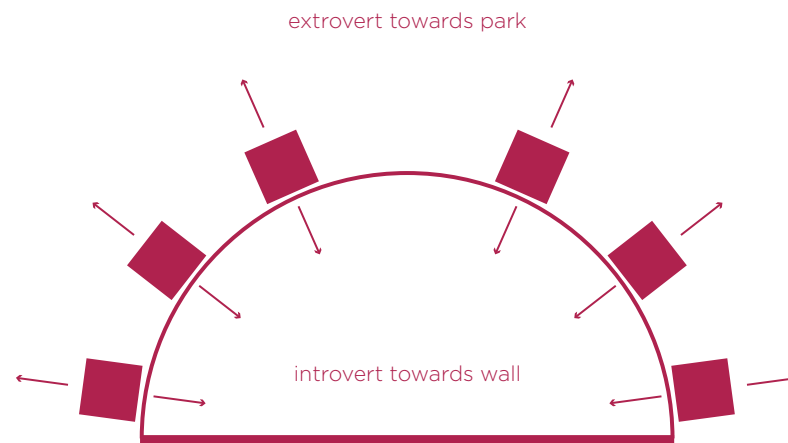
trustworthy
focus on new

minimum for maximum

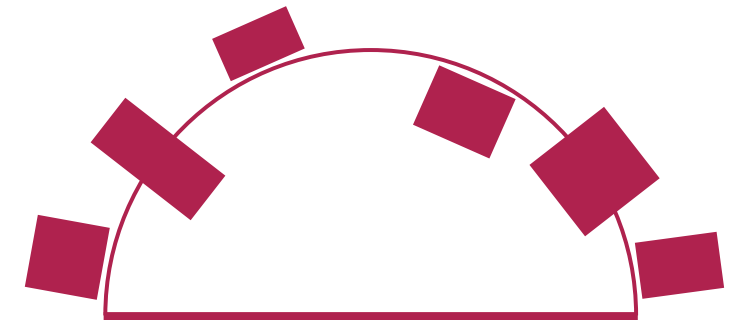
program



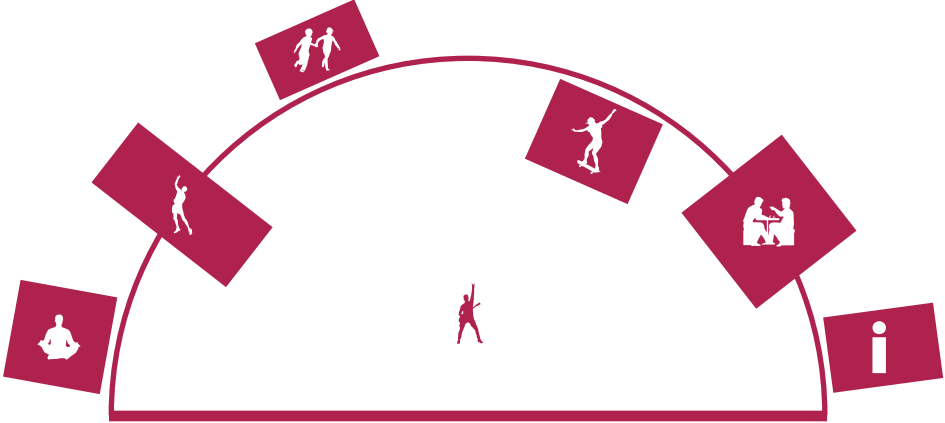
focus



differentiate



multiplicity



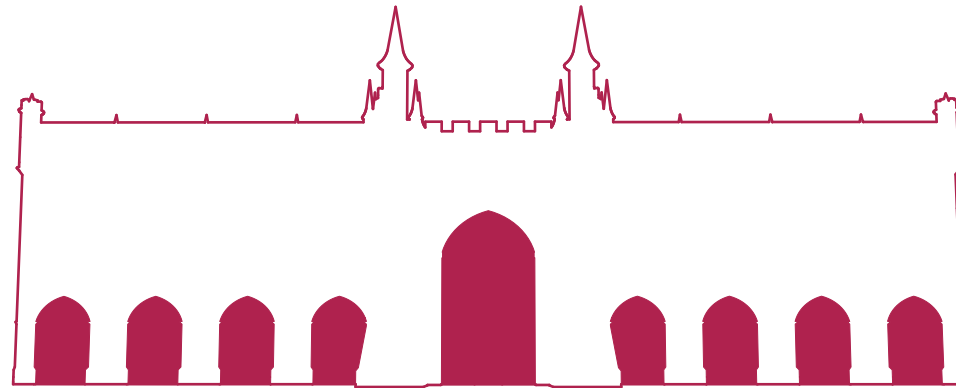
04

VALUATION

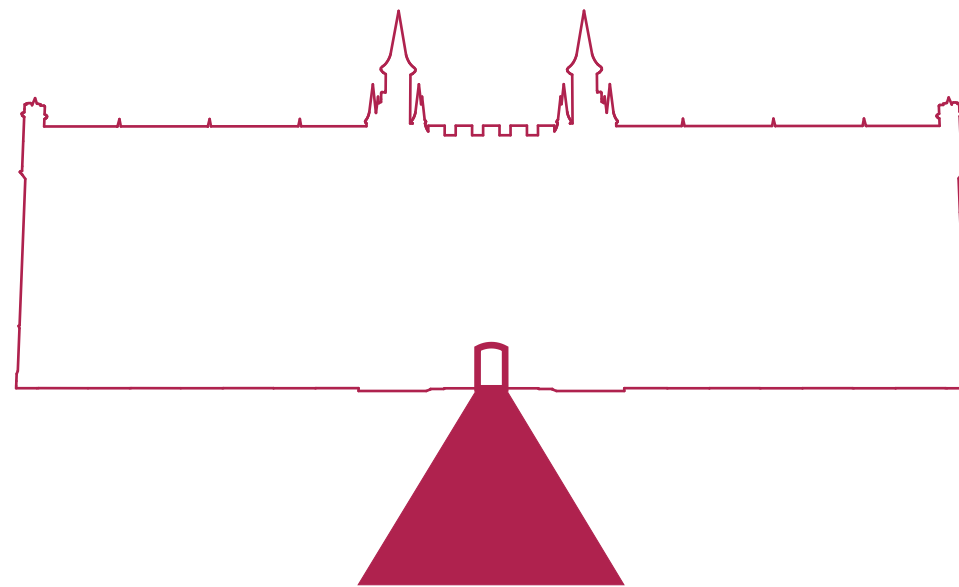
visible entity



centered hierarchy



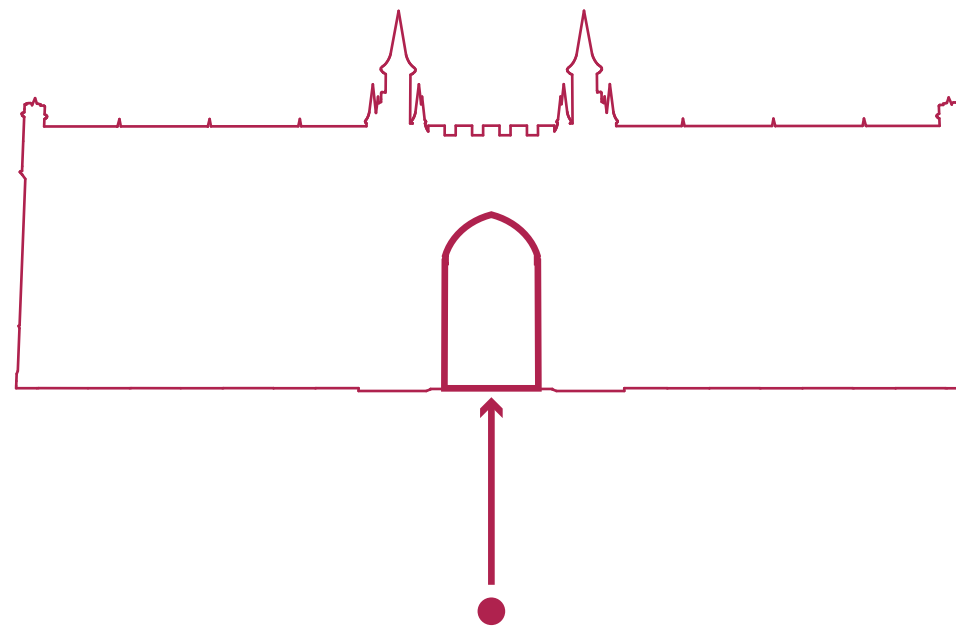
centered axis



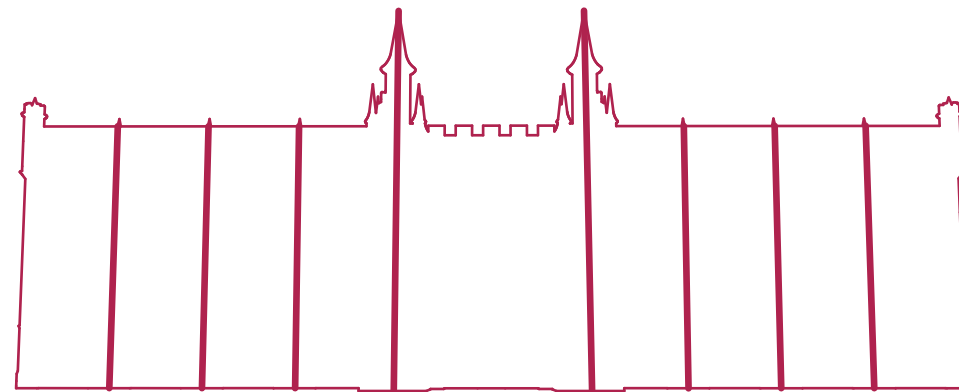
narrow entrance



historical shooting direction



vertical fragmentation



horizontal fragmentation

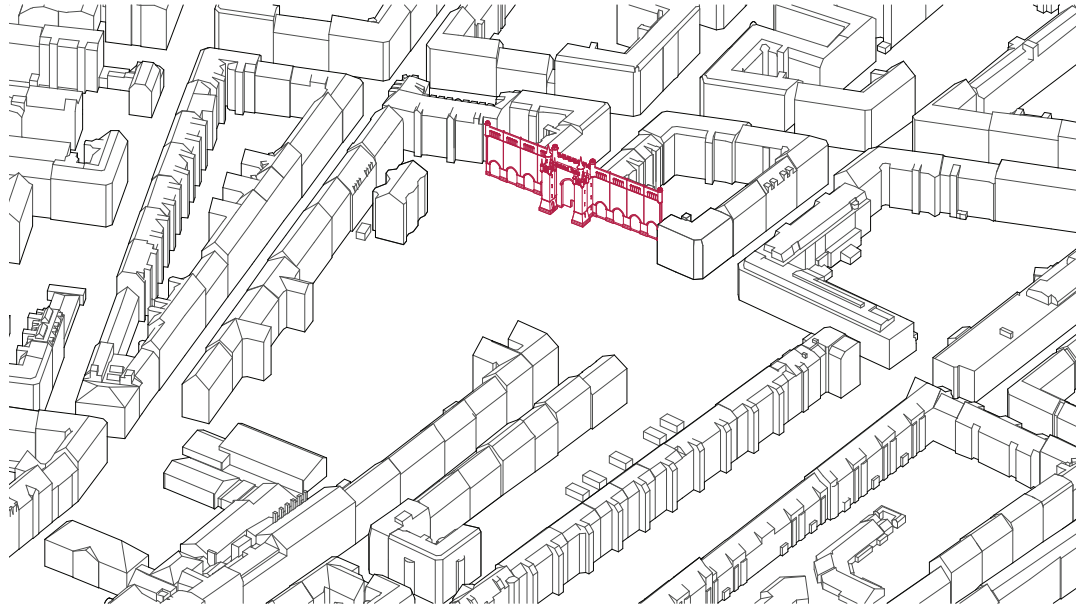


05

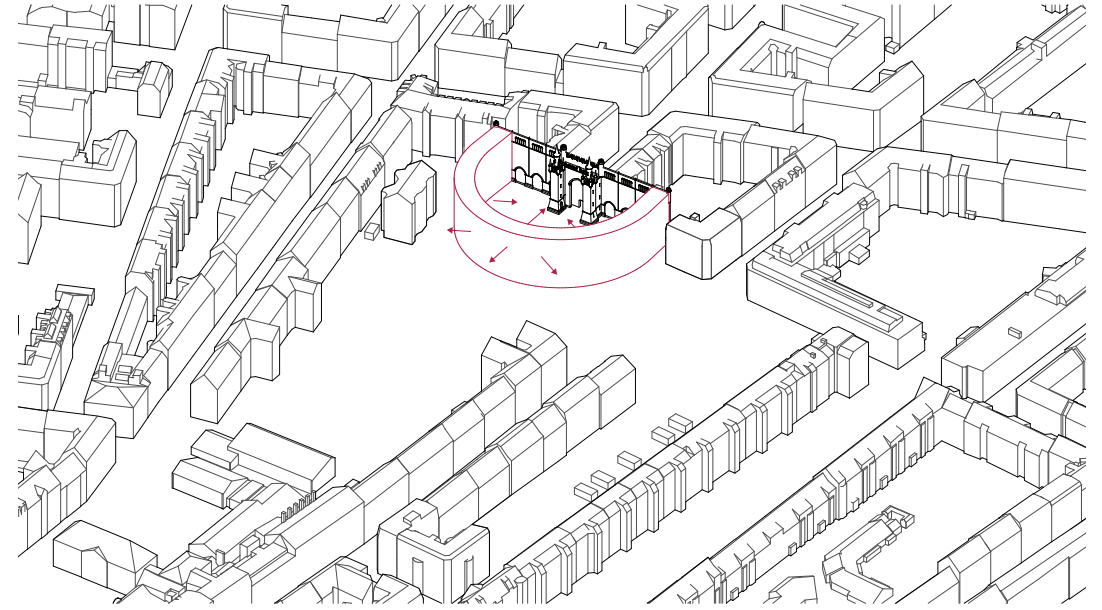
DESIGN



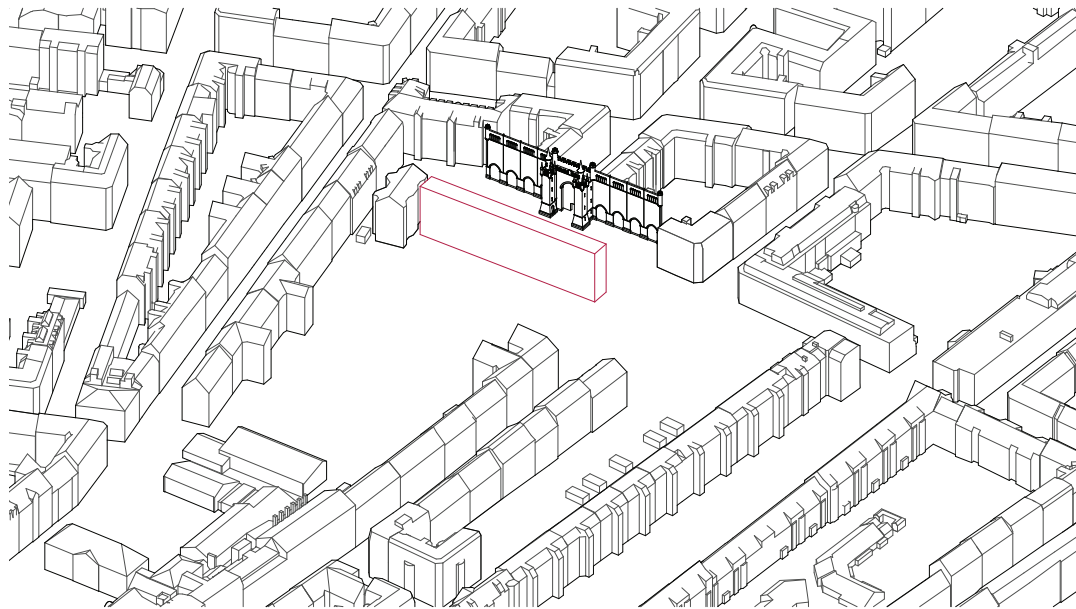
1. status quo



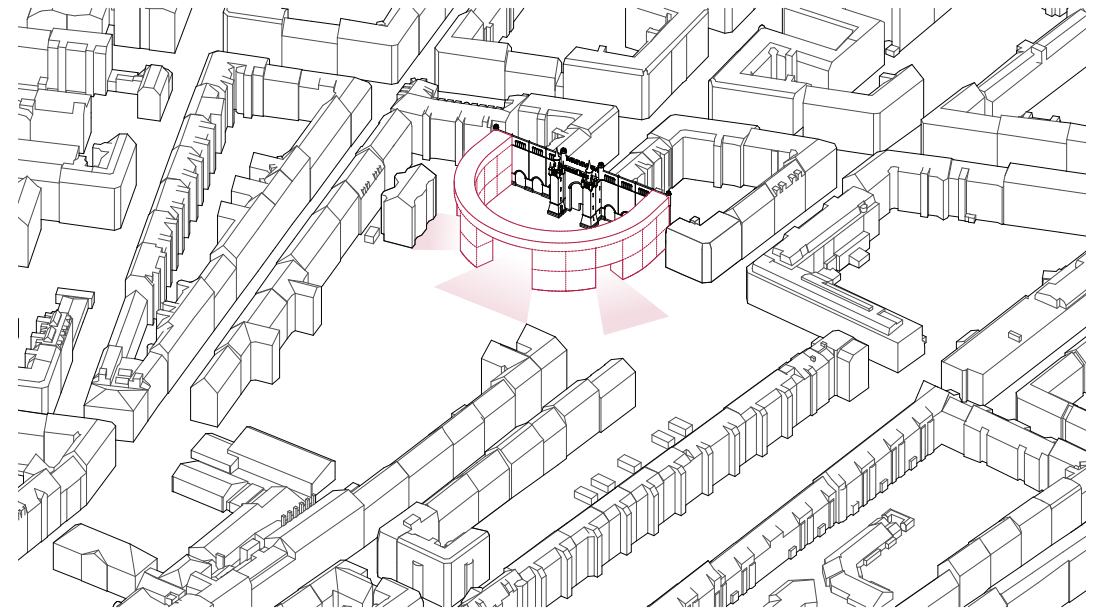
3. bend - introvert towards wall and extrovert towards park



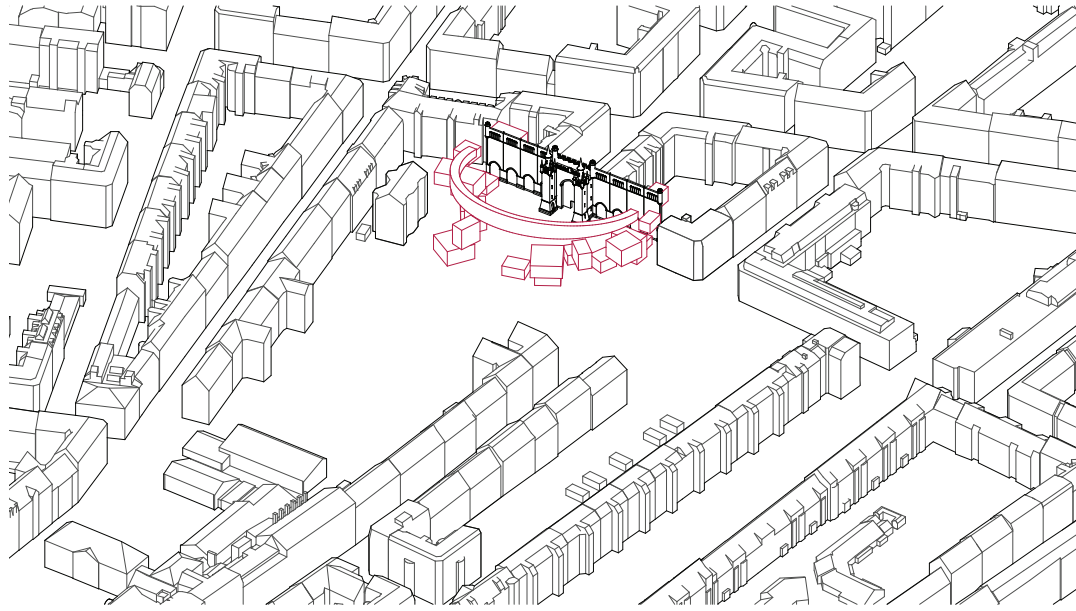
2. program



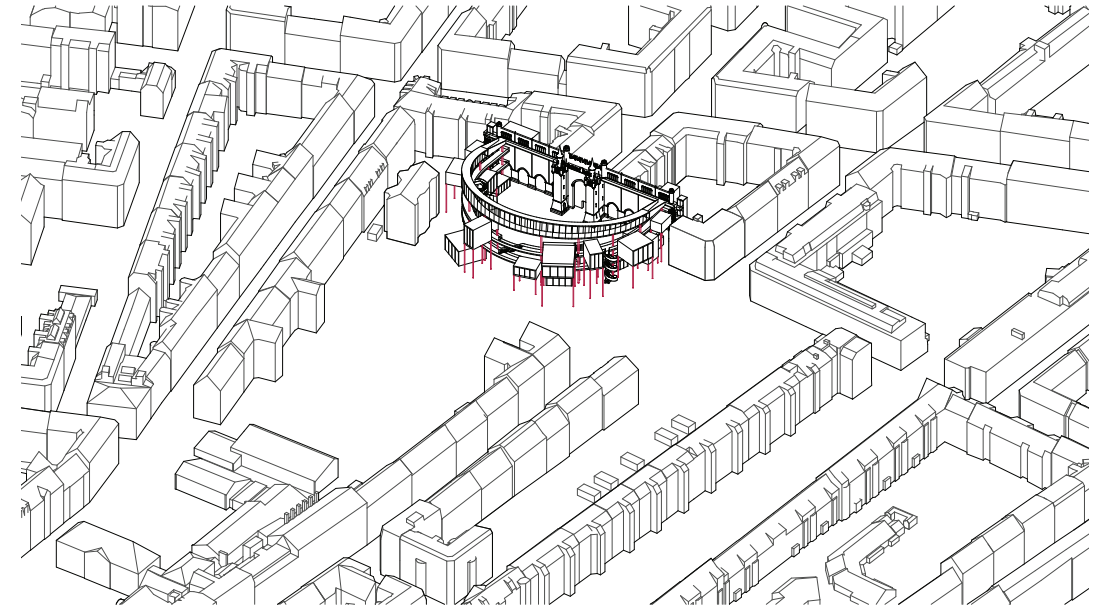
4. cut



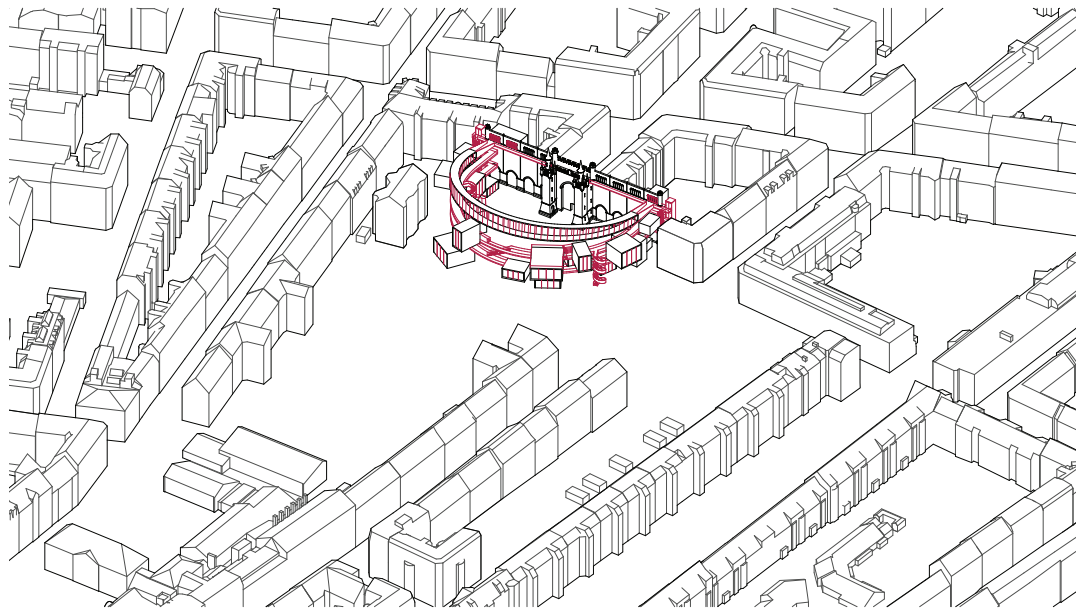
5. differentiate



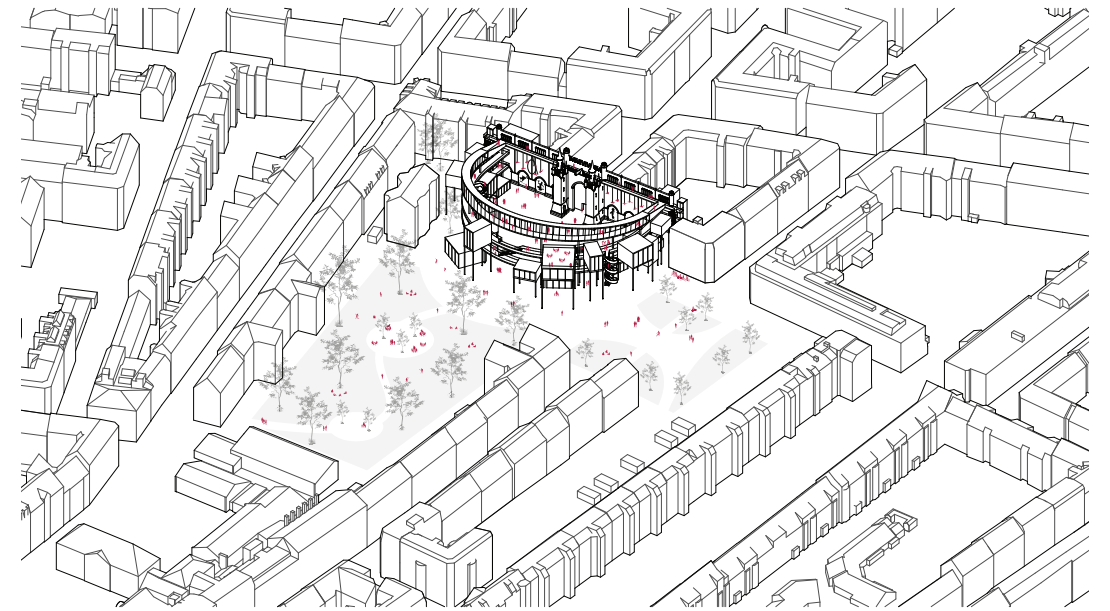
7. support



6. connect - physically as well as visually



8. activate





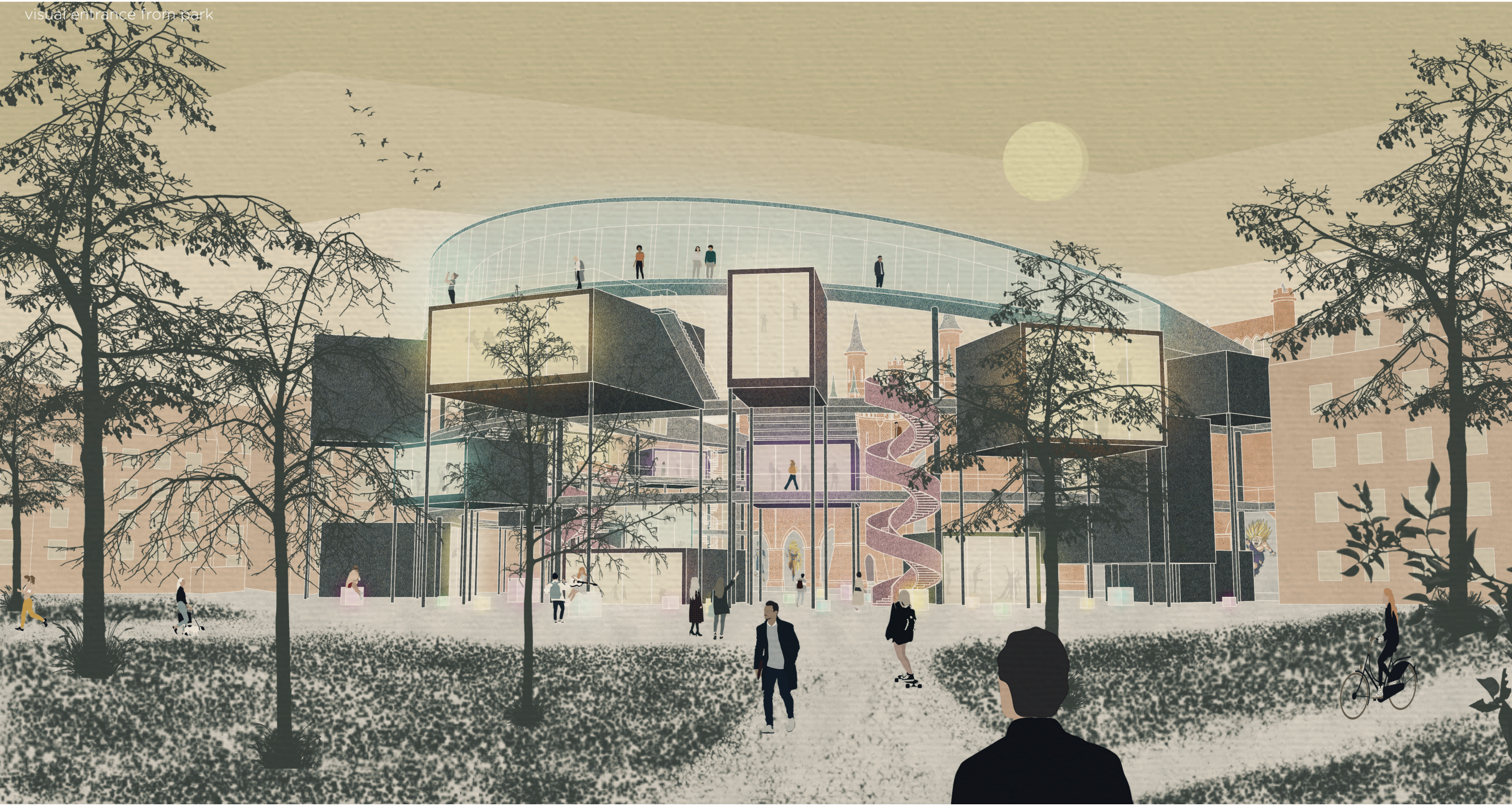
escape consumerism



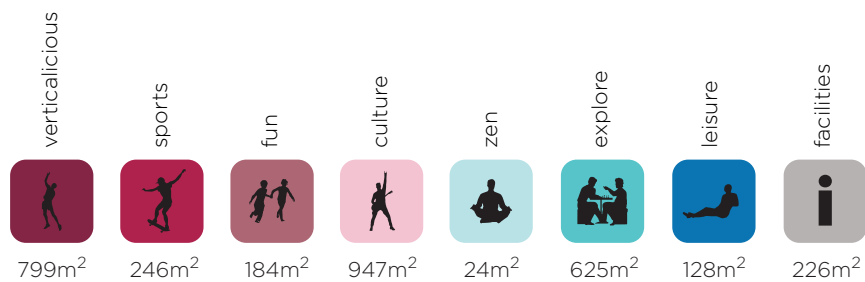
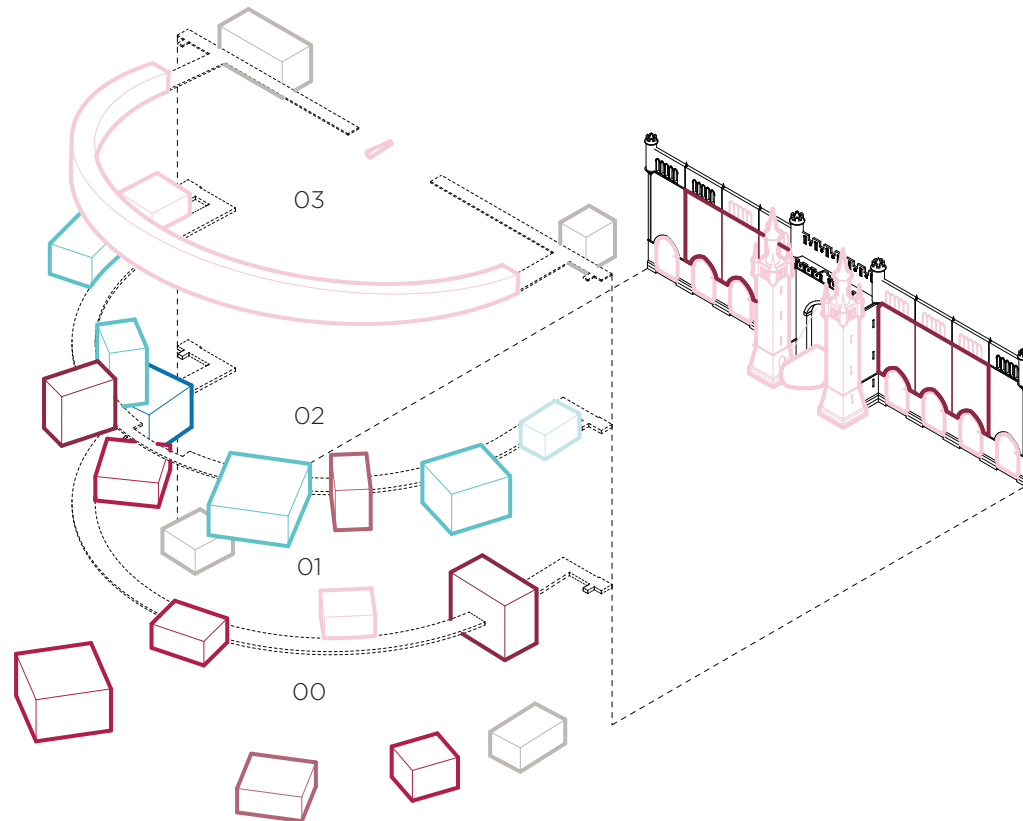
visual main entrance



visual entrance from park



program = 3179 m²



verticalicious

- vertical soccer
- vertical tennis
- vertical dance
- vertical yoga
- vertical cinema
- climbing

sports

- skateboarding
- BMX
- parkour
- dance
- fitness
- gymnastics

fun

- slides
- ball pit
- jump XS

culture

- panorama gallery
- performance
- graffiti art
- vertical timeline
- shoot for the stars
- music studio
- canvas painting

zen

- yoga
- meditation
- contemplation

explore

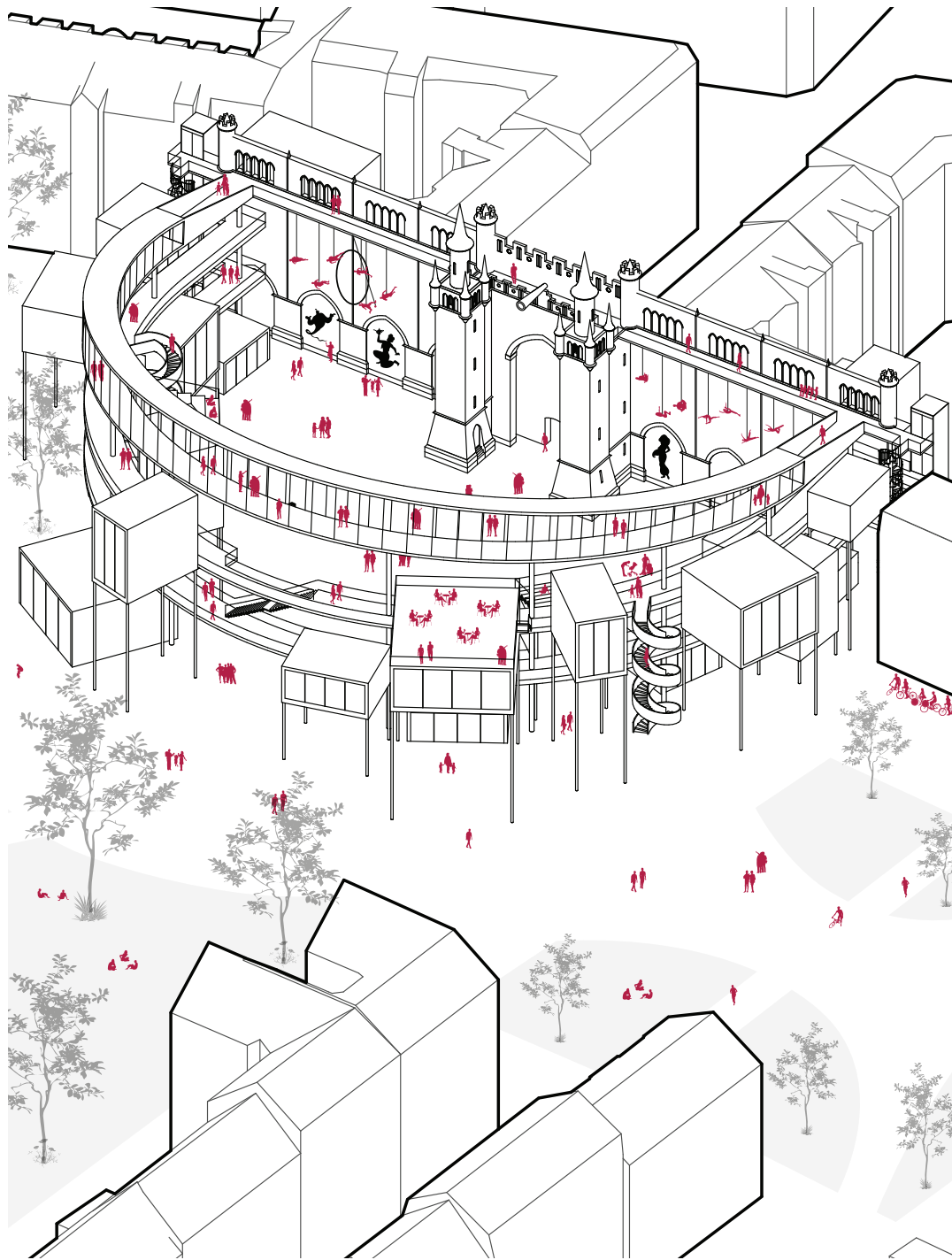
- cinema
- auditorium
- library
- workshops
- the digital

leisure

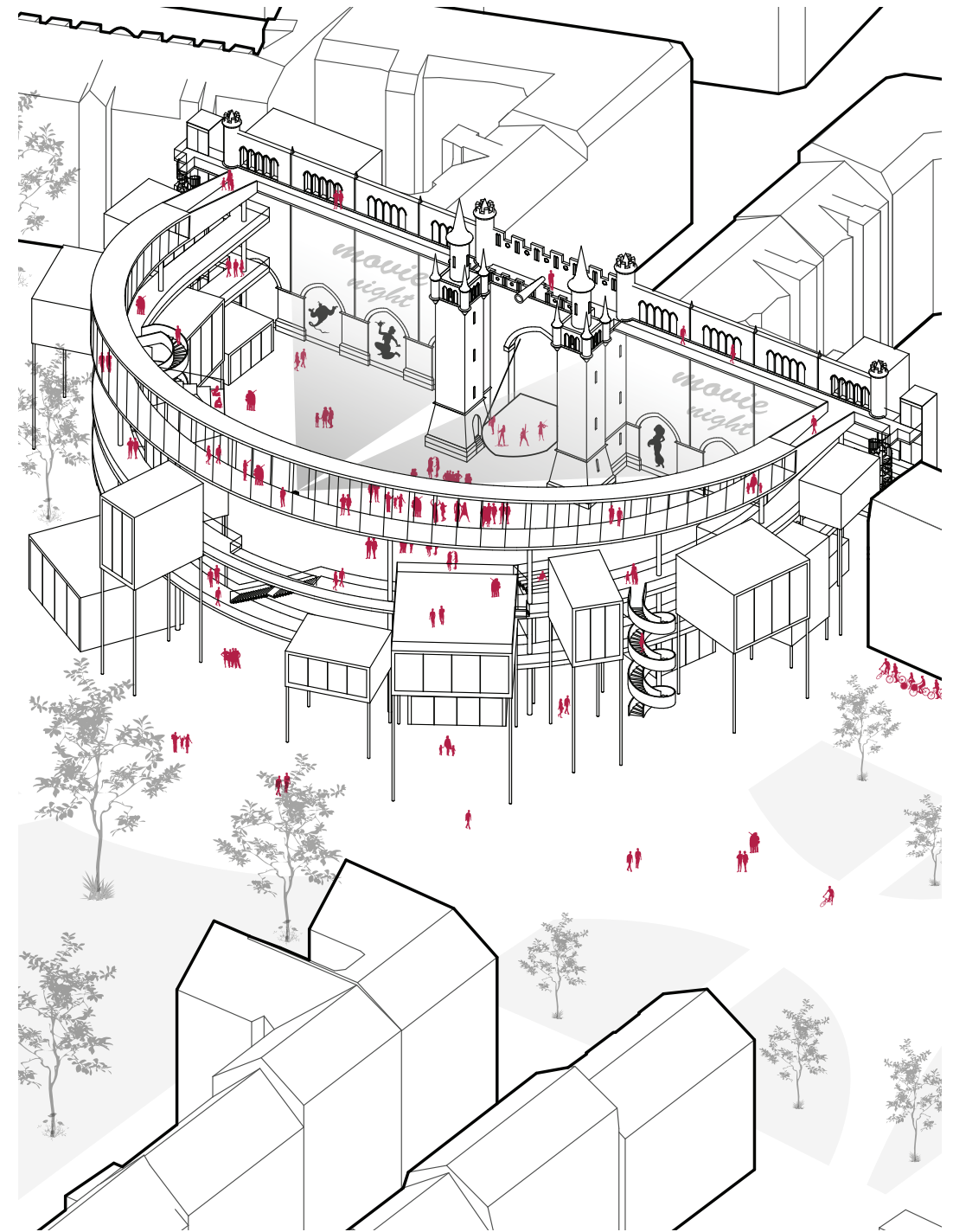
- relaxation
- interaction

facilities

- staff
- do-it-yourself kitchen
- toilets/showers
- changing rooms



activity by day - wall as vertical playground

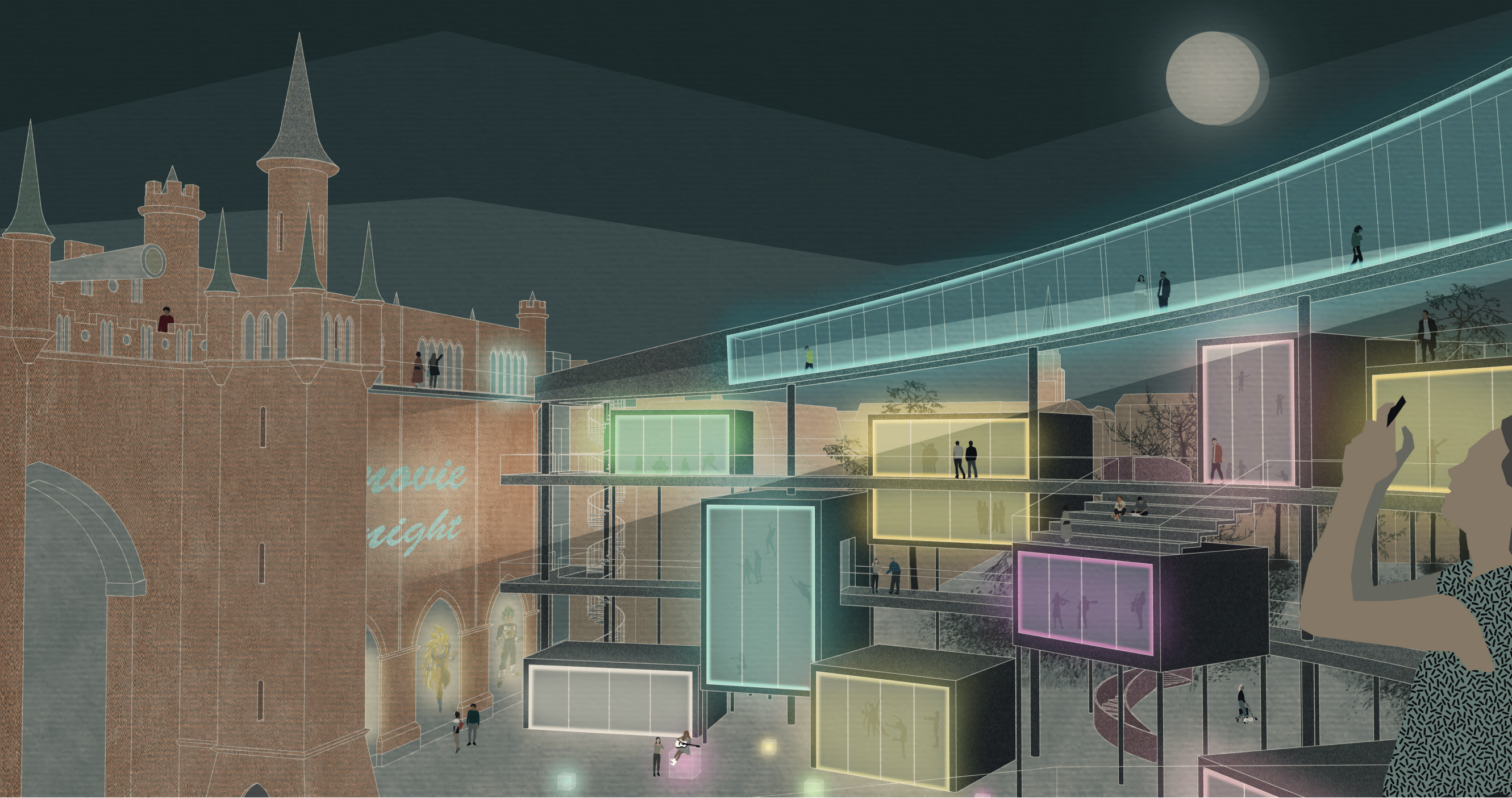


activity by night - wall as projection screen and stage for events

visual by day - wall as vertical playground

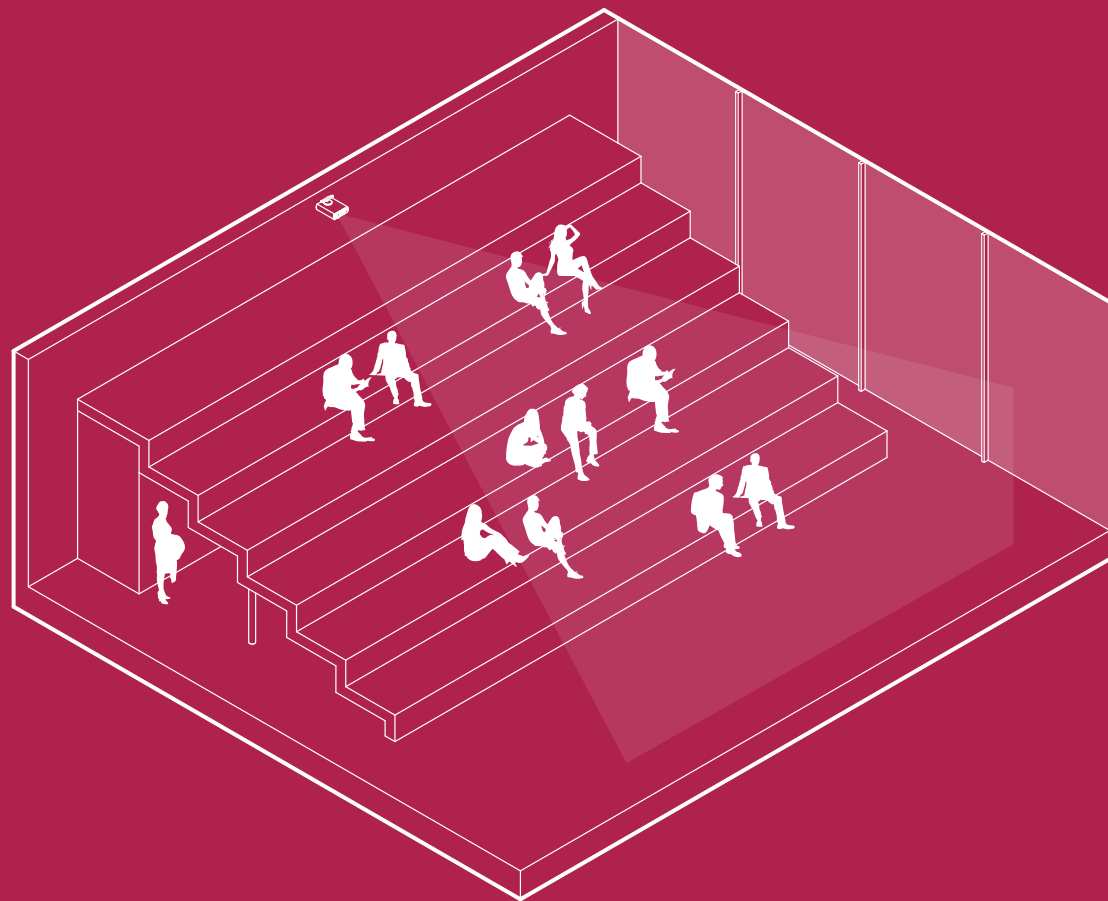


visual by night - wall as projection screen



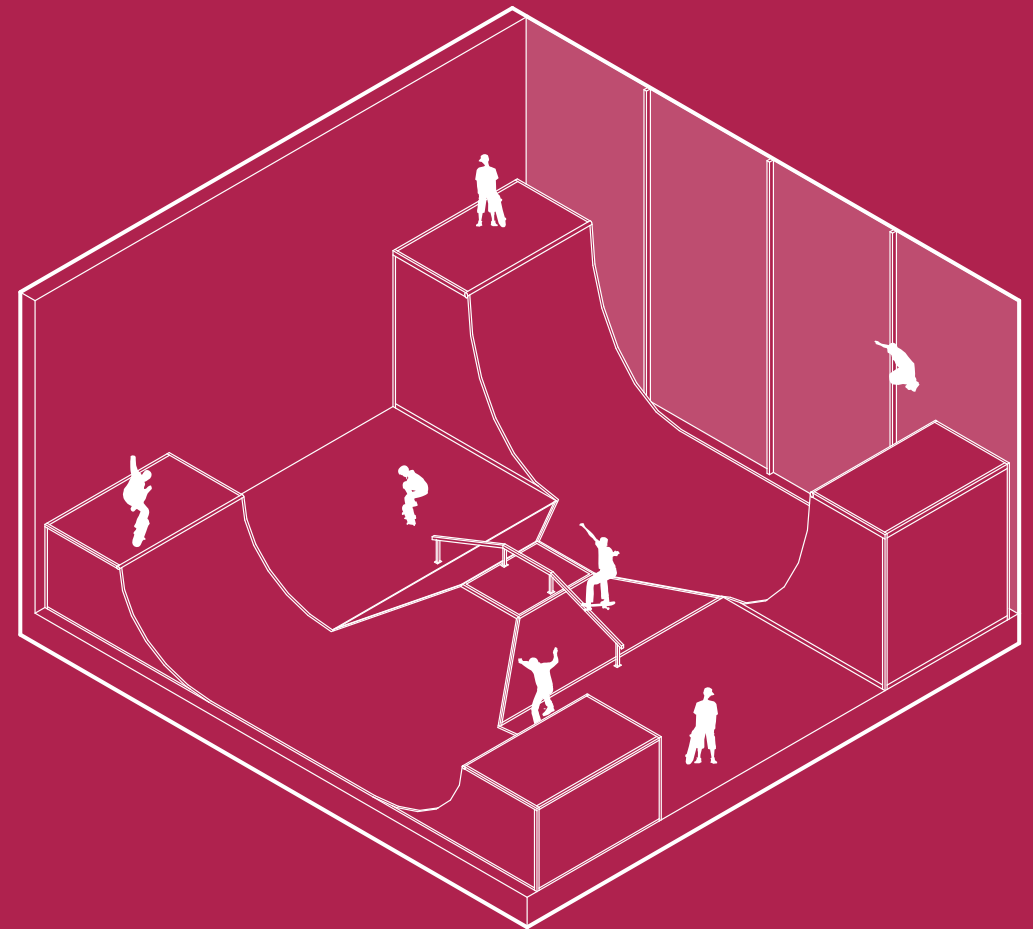
auditorium

lectures, gatherings and cinema



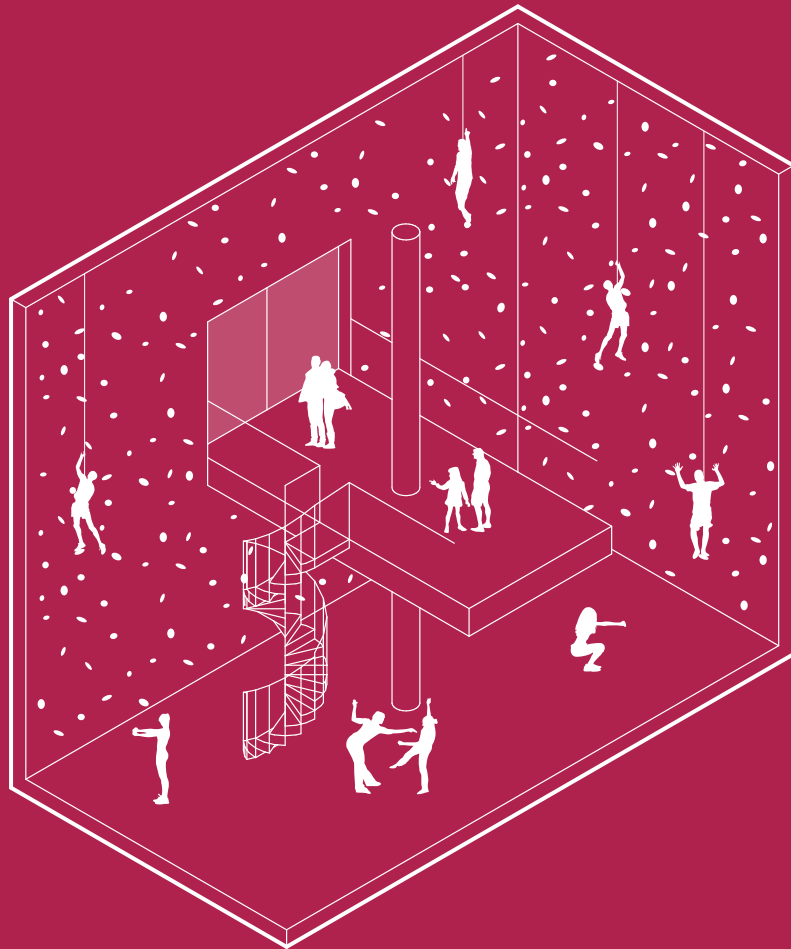
skating

ramps for professionals as for beginners



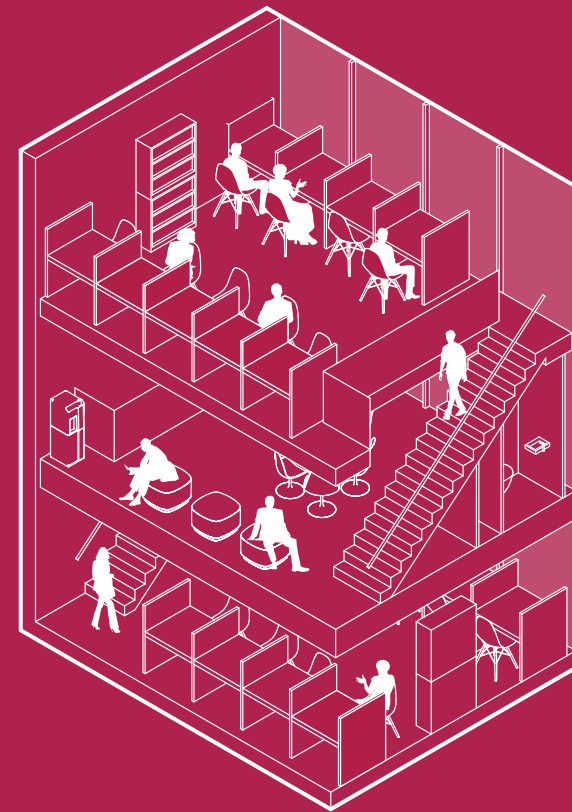
climbing

gravity defying sports



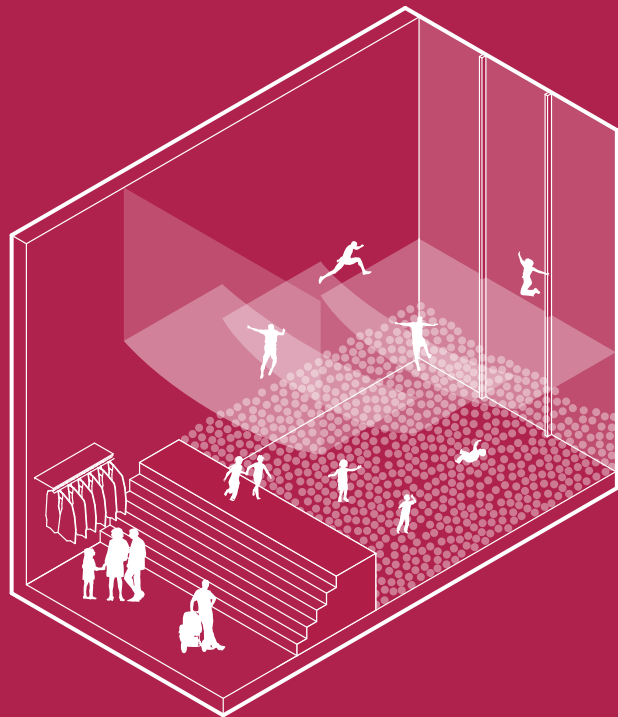
library

study spots with an extraordinary view



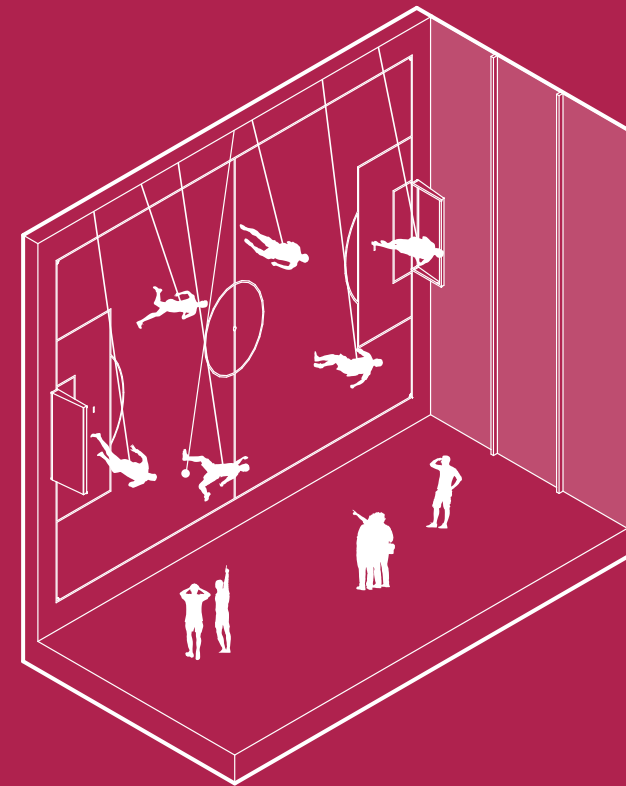
play

ball pit and jump XS



verticalicious

vertical soccer



dance

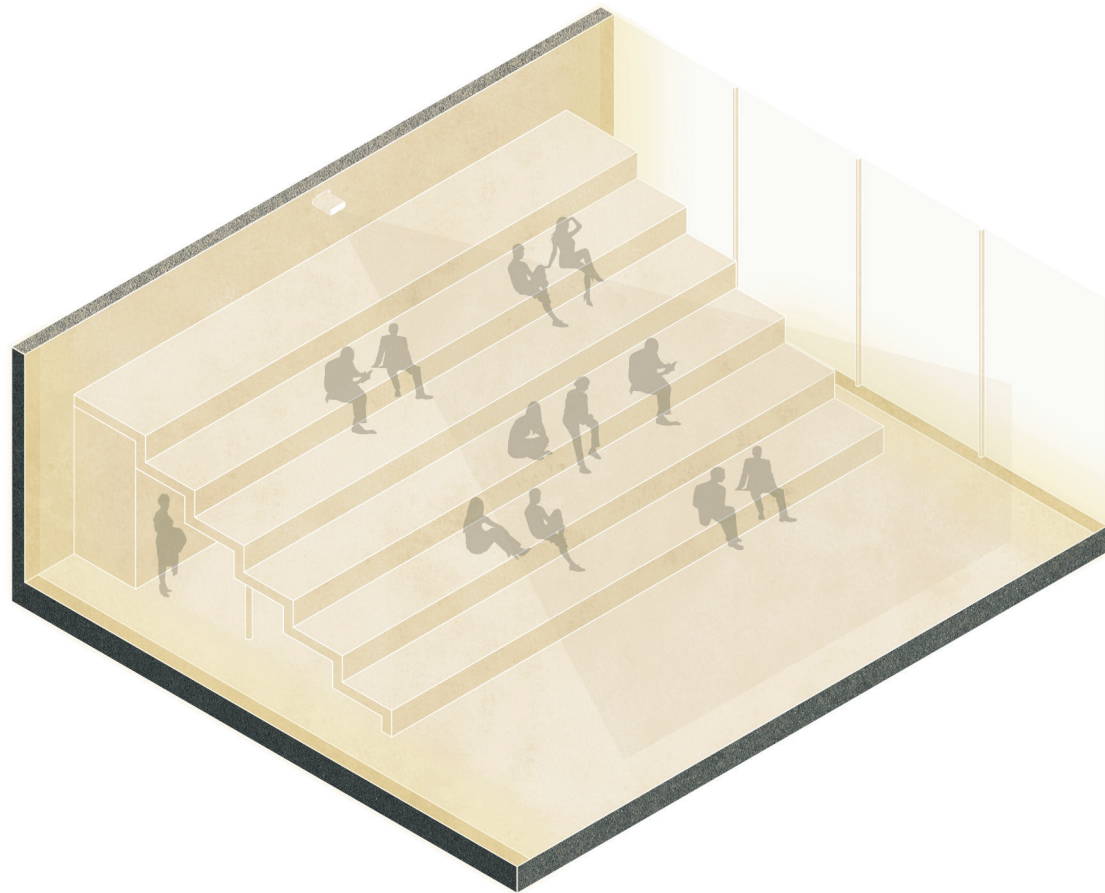
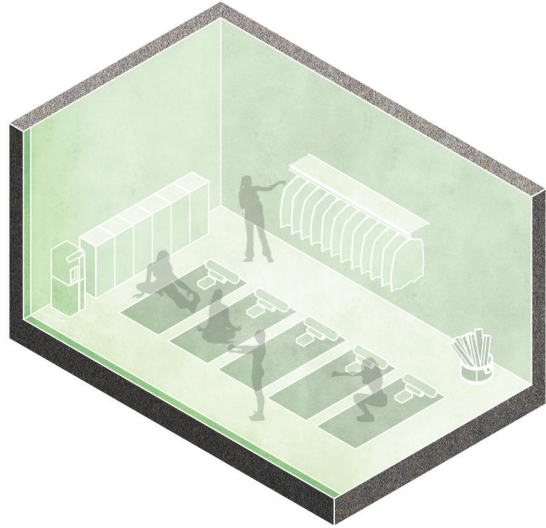
show your moves



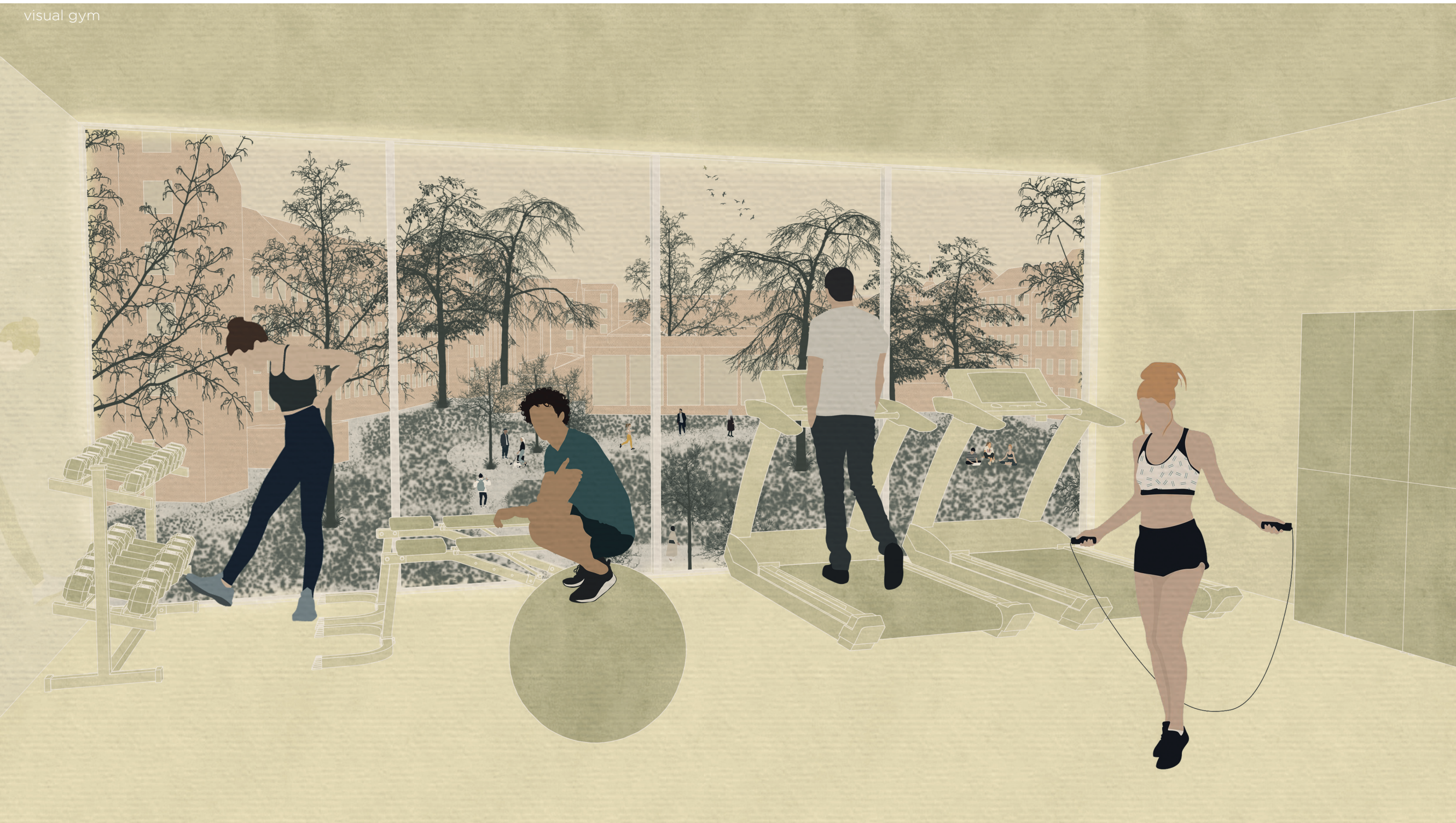
the digital

hologrammic experience



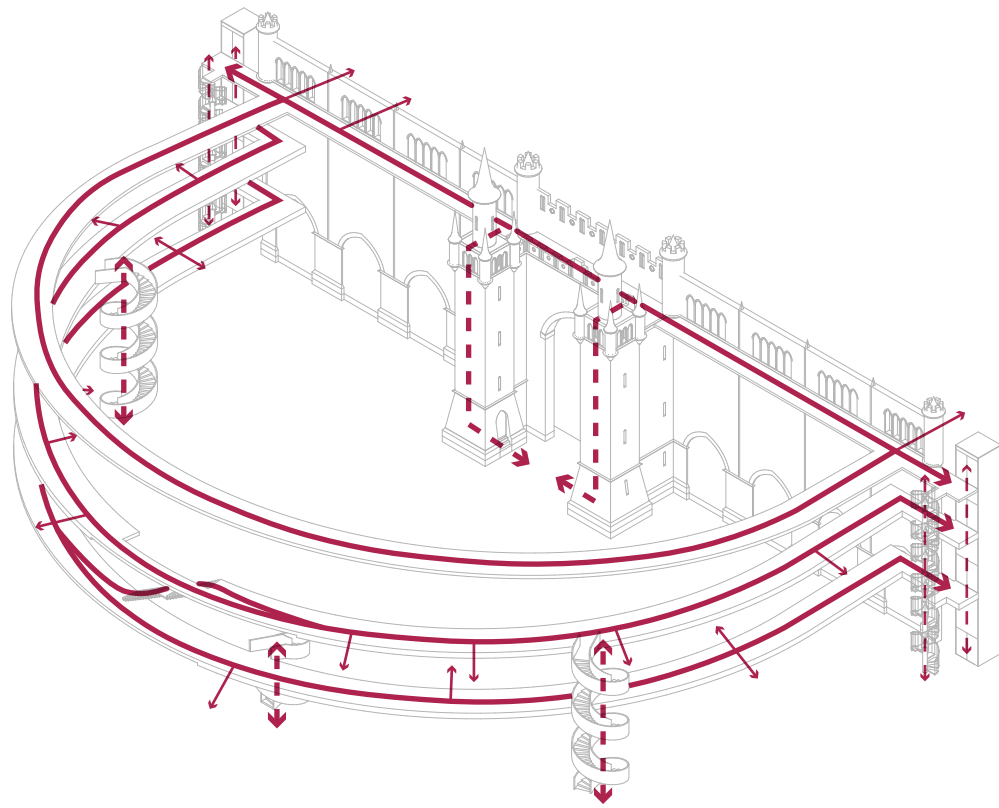




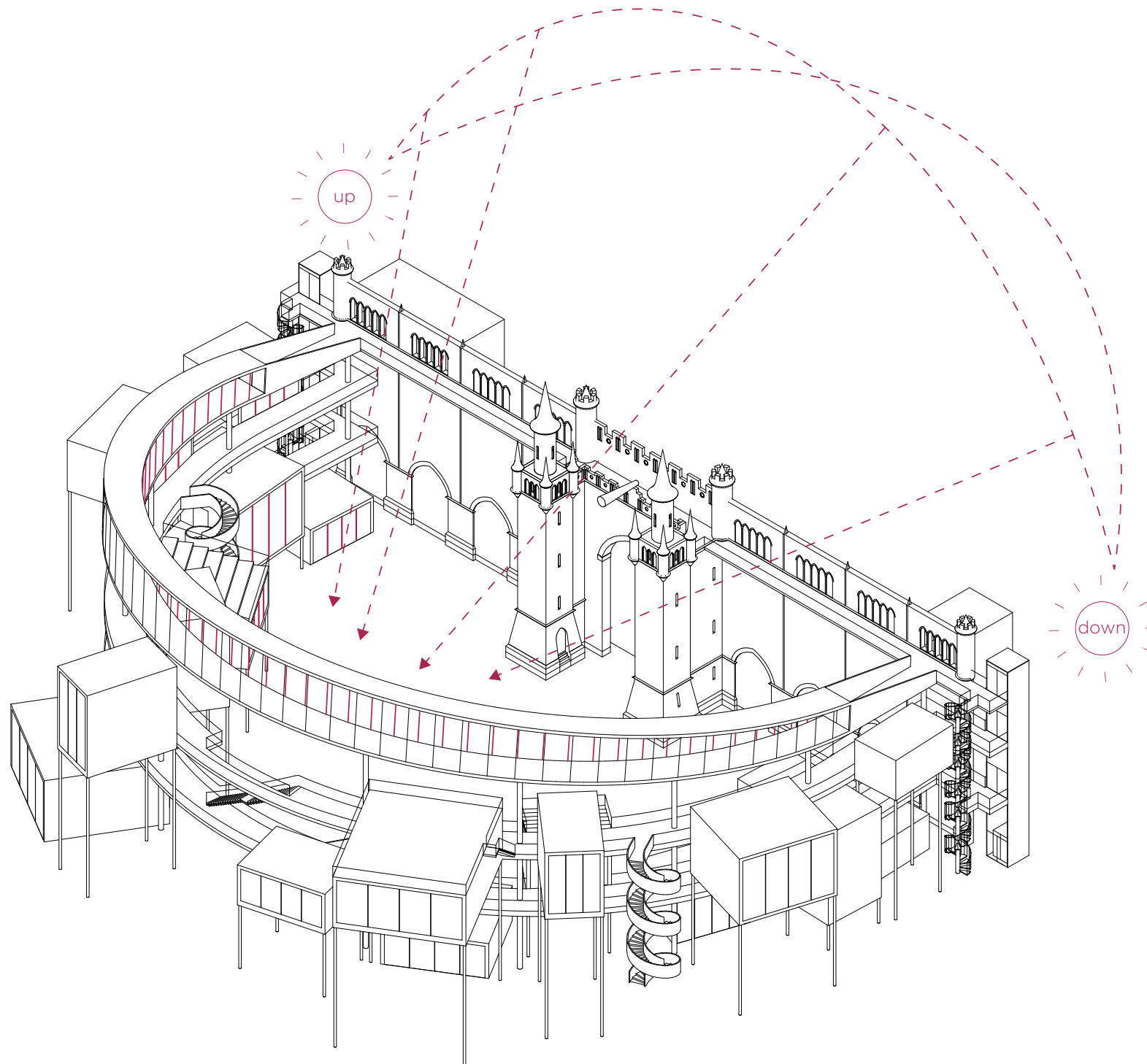


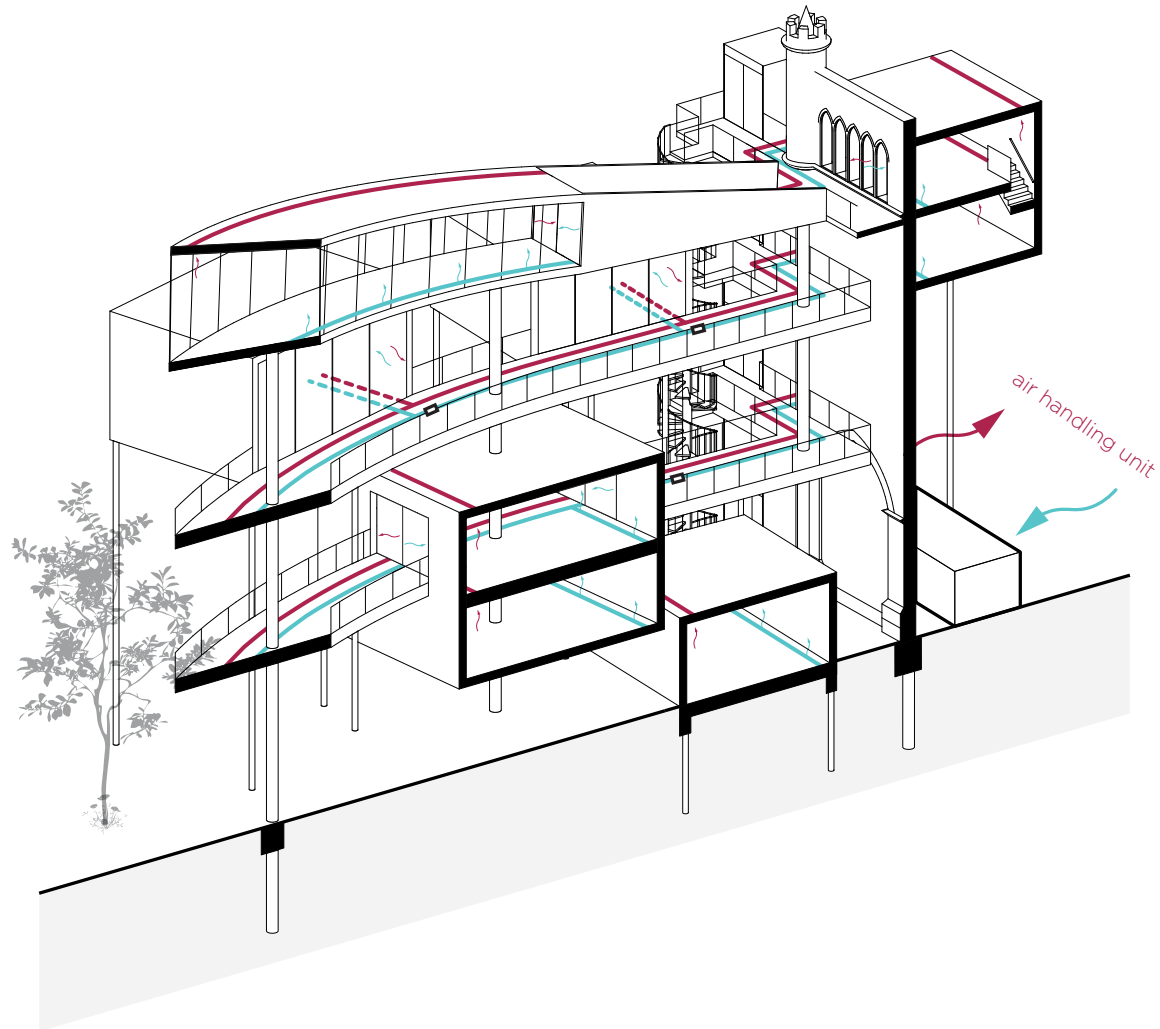


north elevation

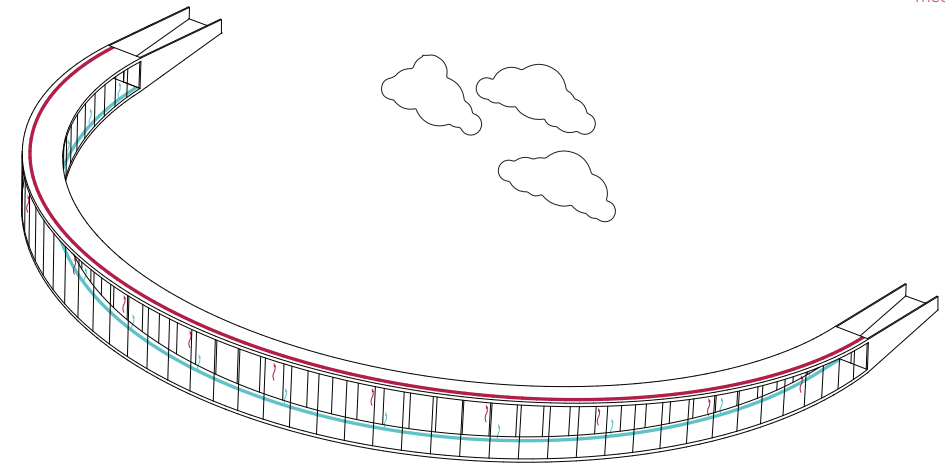




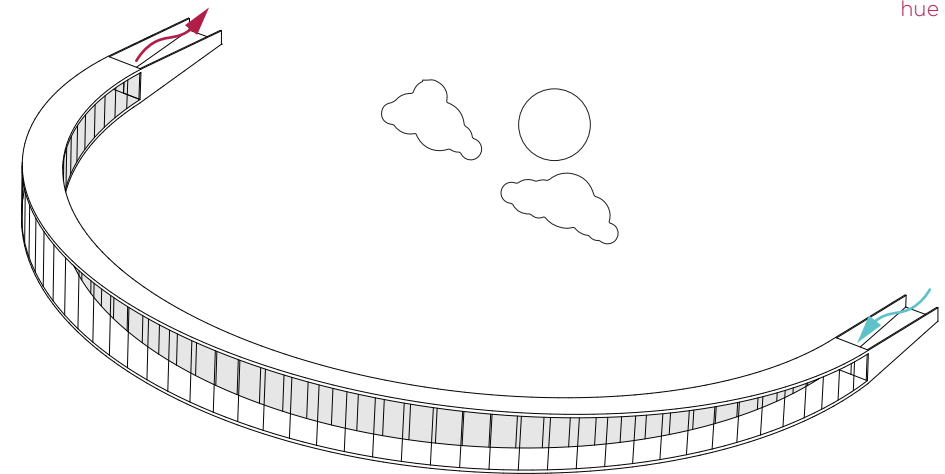




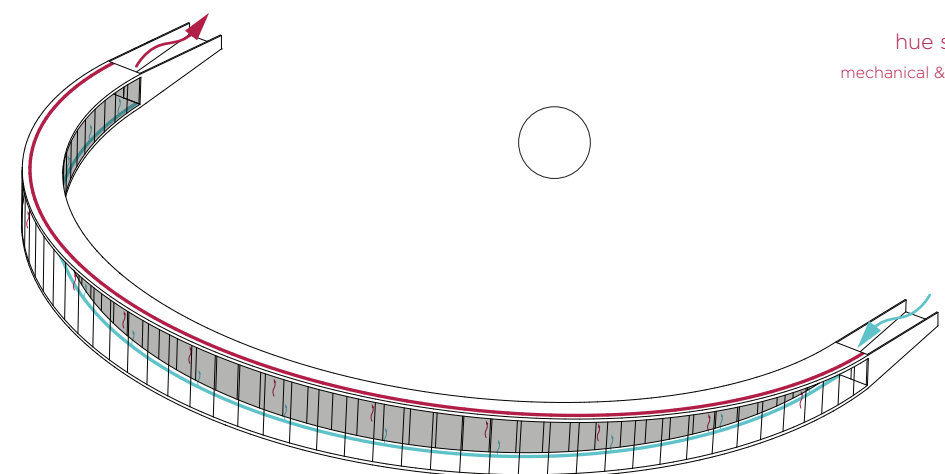
hue shift 0
mechanical

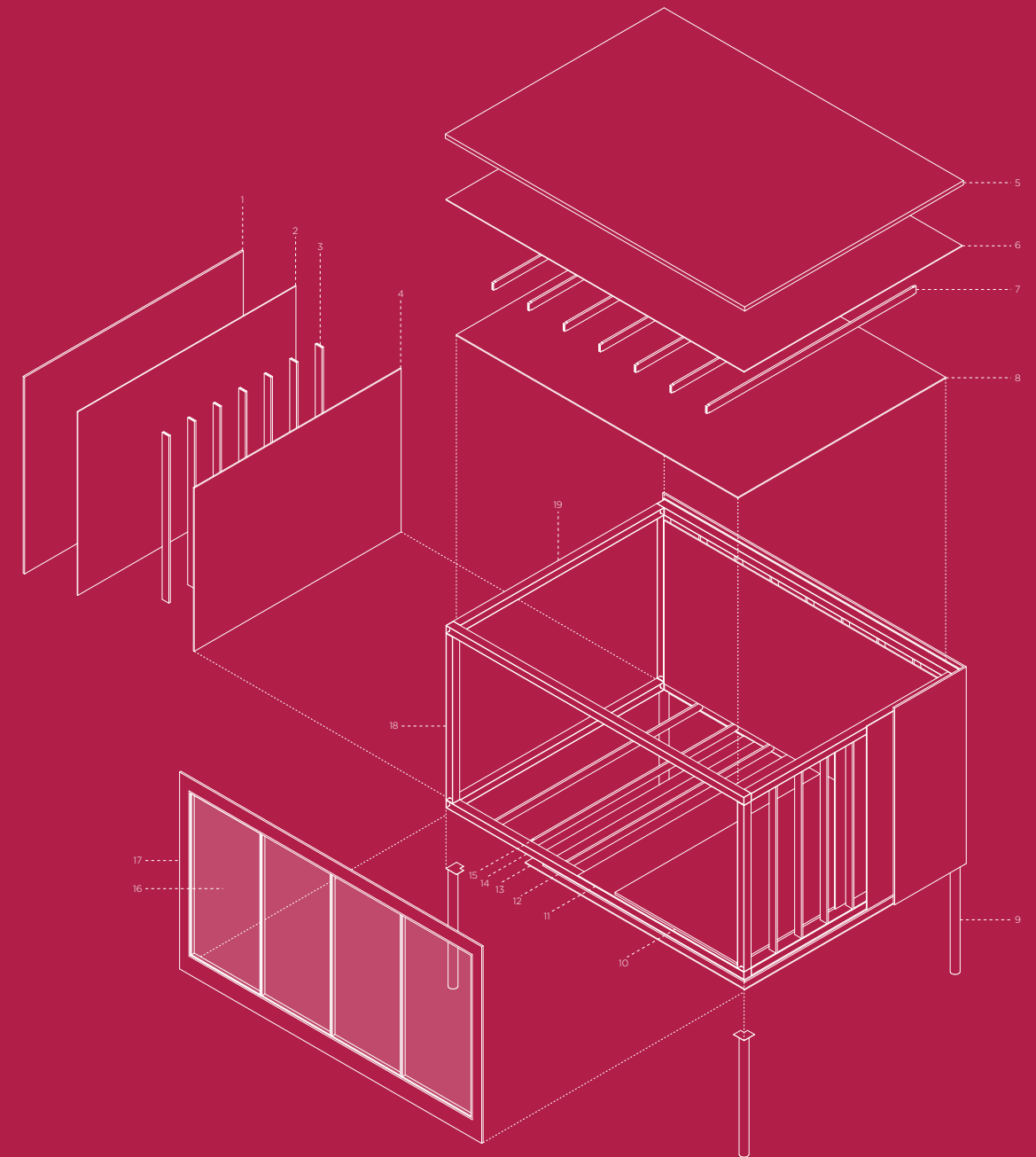
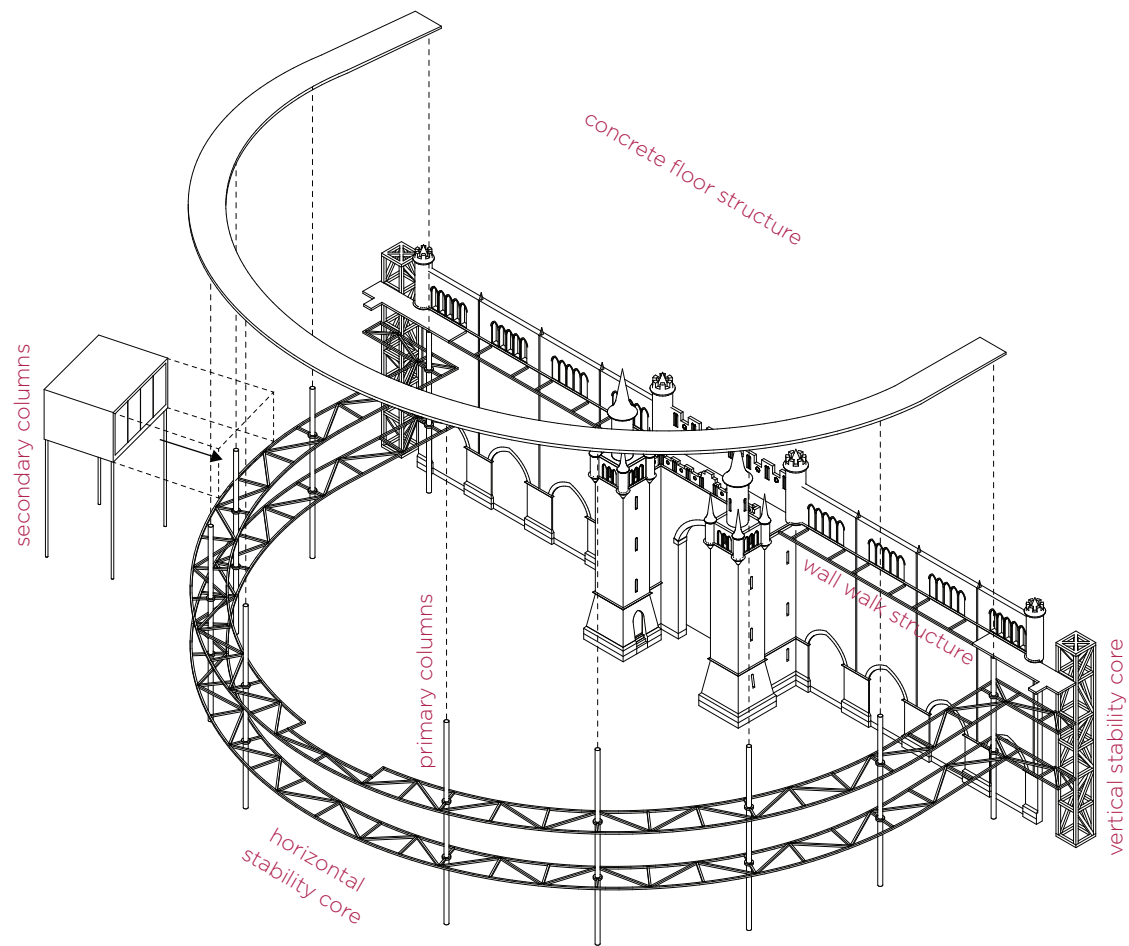


hue shift 1
natural

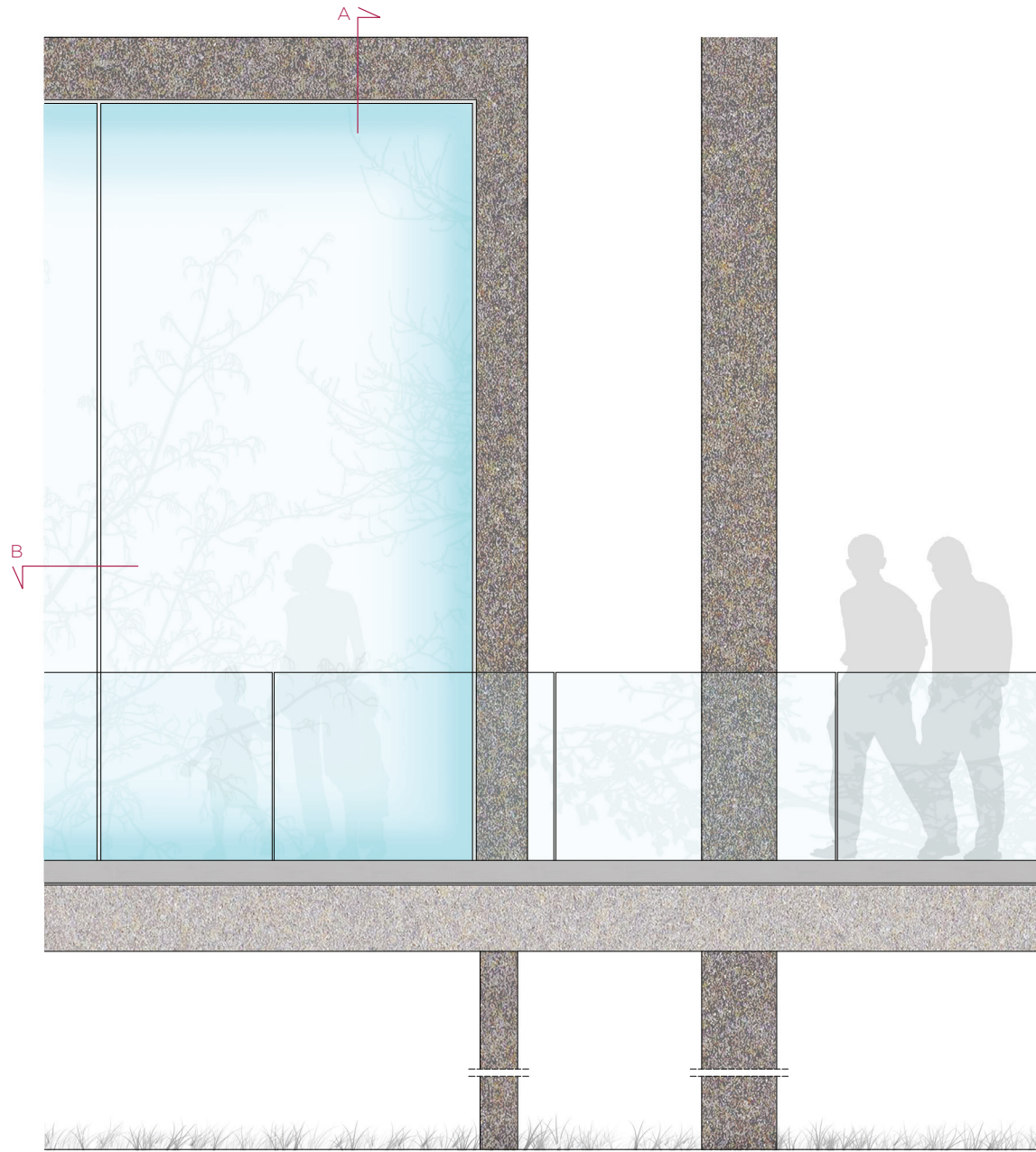


hue shift 2
mechanical & natural



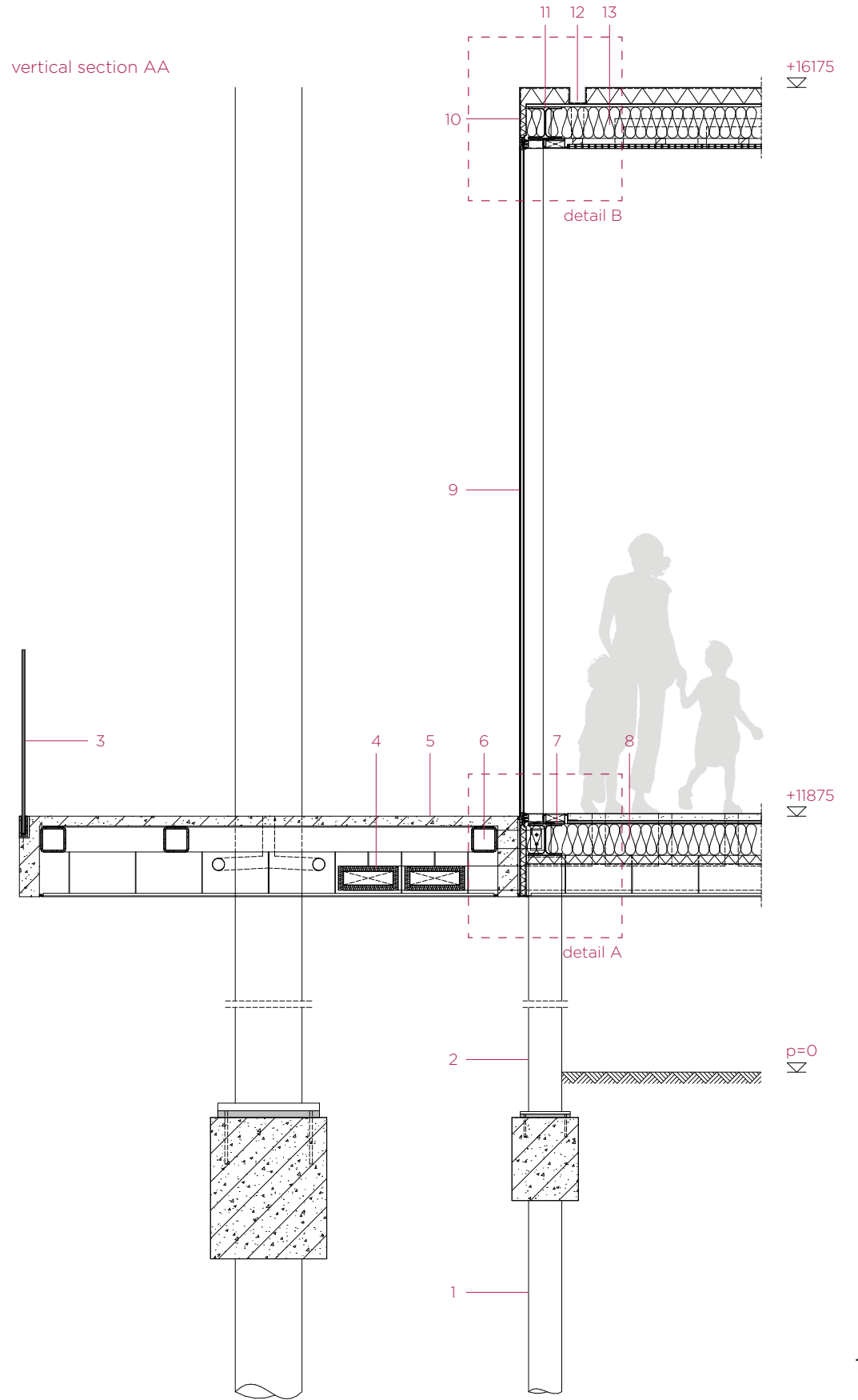


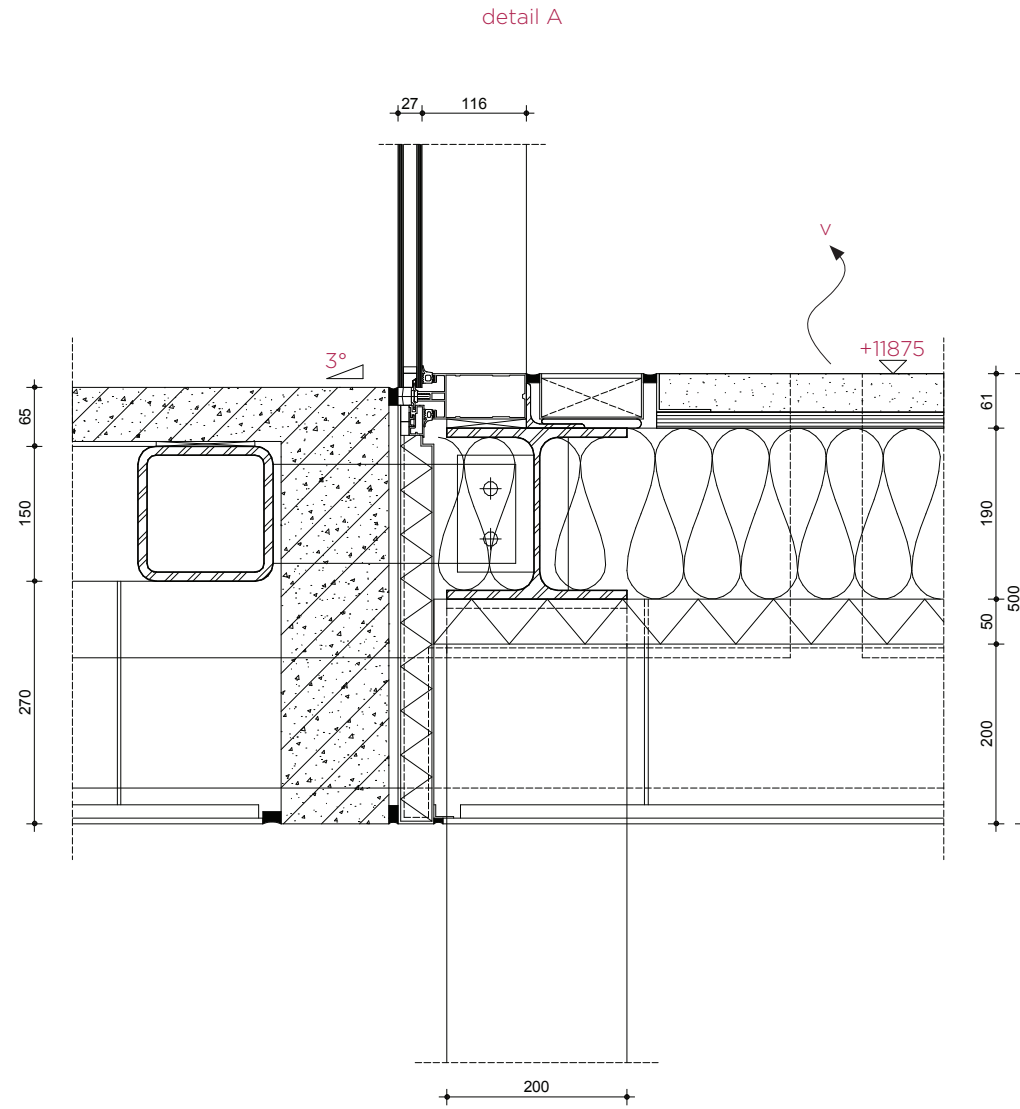
- 1 - roughly coated aluminium sandwich panel
- 2 - multiplex layer
- 3 - timber joisting
- 4 - finished plasterboard
- 5 - roughly coated aluminium sandwich panel
- 6 - multiplex layer
- 7 - timber joisting
- 8 - finished plasterboard
- 9 - roughly coated steel column with poured concrete
- 10 - poured resin floor finishing
- 11 - multiplex layer
- 12 - thermal layer
- 13 - roughly coated aluminium ceiling finishing
- 14 - steel HEA beam
- 15 - timber joisting
- 16 - double glazed curtain wall with transparent solar panels
- 17 - roughly coated aluminium sandwich panel
- 18 - steel HEA column
- 19 - steel HEA beam



elevation

vertical section AA





now enjoy your privileged view

by looking through the telescope





QUESTIONS