

**DESIGN**

**AS A  
MEDIATING  
INSTRUMENT**

**WENWEN SUN**

**P5 PRESENTATION**

**JUNE 30 2015**

**MAURICE HARTEVELD**

**EGBERT STOLK**







TREVISO





Losing identities...



# A Multi-actor Approach



Treviso Municipality



Bond of industrials



NGO



Bond of education



Bond of commerce

Inhabitants of the 'golden cage'

'the OTHERS'

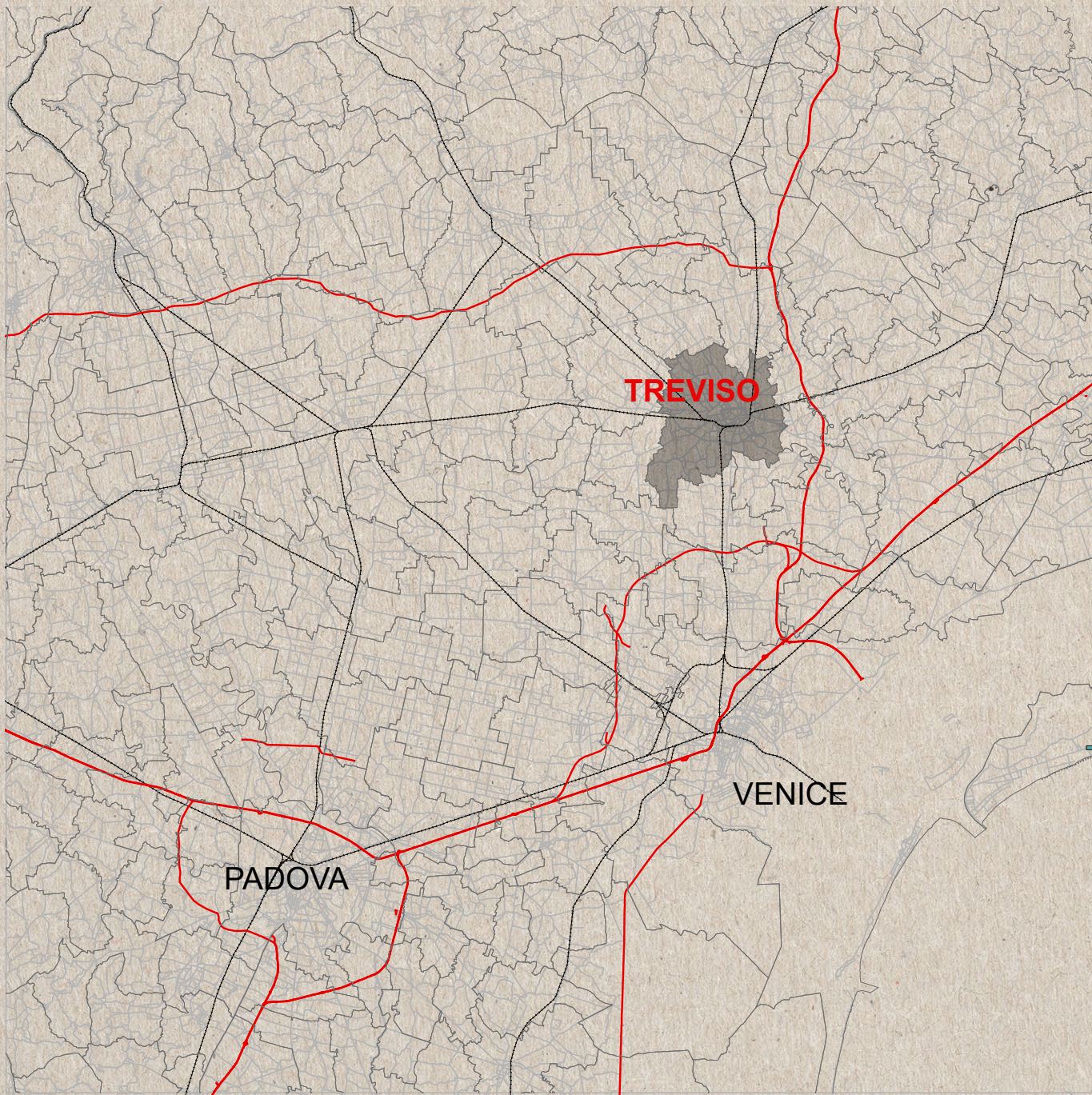
- Low income
- Immigrants
- Elderly

Visitors

PEOPLE



# CONTEXT



L

Treviso as a Showcase of  
Postfordist Economy



Flexible specialization  
Effective production units  
Decentralization



Vineria  
'winery, studio, restaurant'



B. Giacomini  
'food packaging'



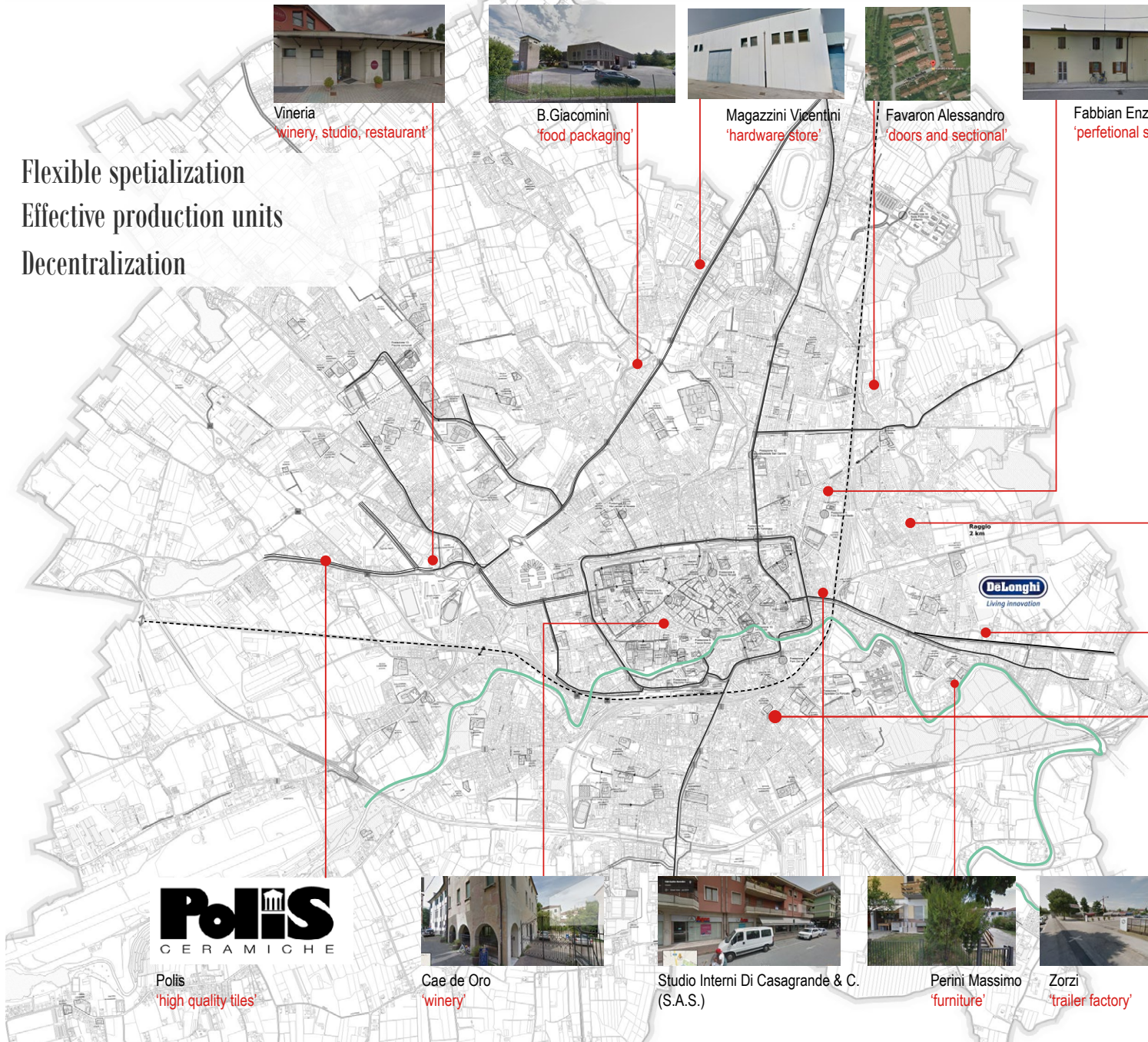
Magazzini Vicentini  
'hardware store'



Favaron Alessandro  
'doors and sectional'



Fabbian Enzo  
'perfessional service'



Room111sr  
'clothes and fabric wholeseller'



Arrotino Coltelleria Alessandro Nascimben  
'knife making'



Polis  
'high quality tiles'



Cae de Oro  
'winery'



Studio Interni Di Casagrande & C.  
(S.A.S.)



Perini Massimo  
'furniture'



Zorzi  
'trailer factory'



The 'rich and complex relationships' between clients and subcontractors

The clusters of small industries

Local brands, export oriented, international spin off

appianita  
prodotti



Living innovation



UNITED  
COLORS  
OF  
BENETTON

IRINOX






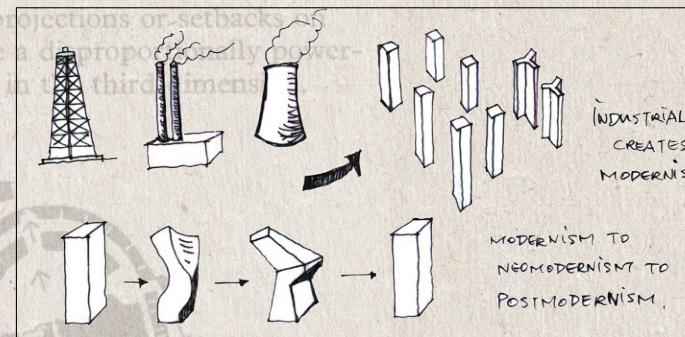
# MODERNISM

# POSTMODERNISM

To walk from one end of the plan to another, at a uniform pace, will provide a sequence of revelations which are suggested in the serial drawings opposite, reading from left to right. Each arrow on the plan generally indicates a direction of view. The evenness of the plan is illuminated by a series of subtle contrasts and so an impact is made on the eye, bringing the plan to life (like nudging a man who is going to sleep in church). My drawings bear no relation to the place itself; I chose it because it seemed an evocative plan. Note that the slightest deviation in alignment and quite small varia-

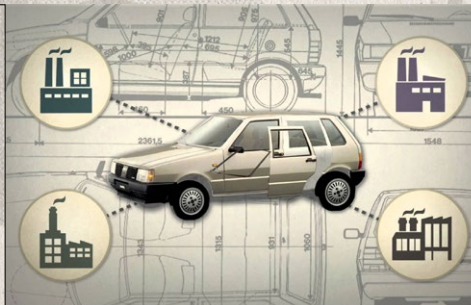
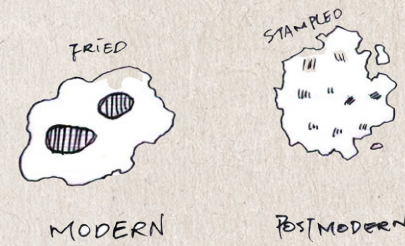
from Modernism

MASS PRODUCTION IN A MASS SOCIETY

to Postmodernism...

FLEXIBLE PRODUCTION IN A FRAGMENTED SOCIETY

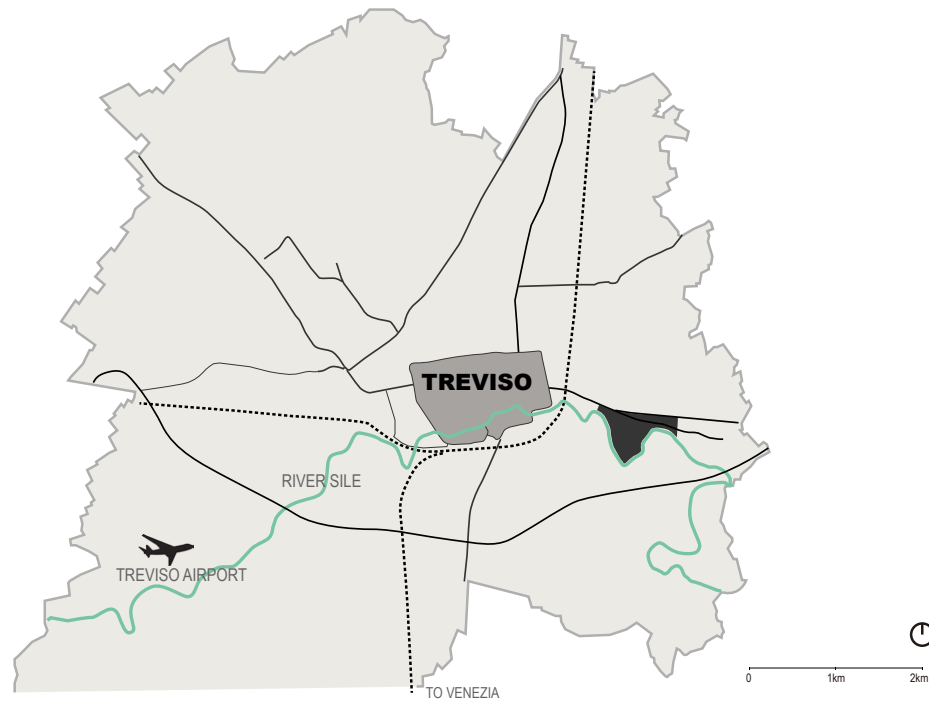



Source: *Toward Resilient Architectures 2: Why Green Often Isn't*, Michael Mehaffy and Nikos A.

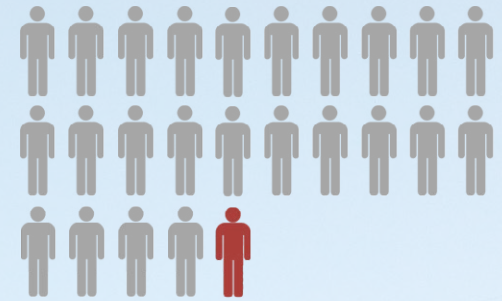
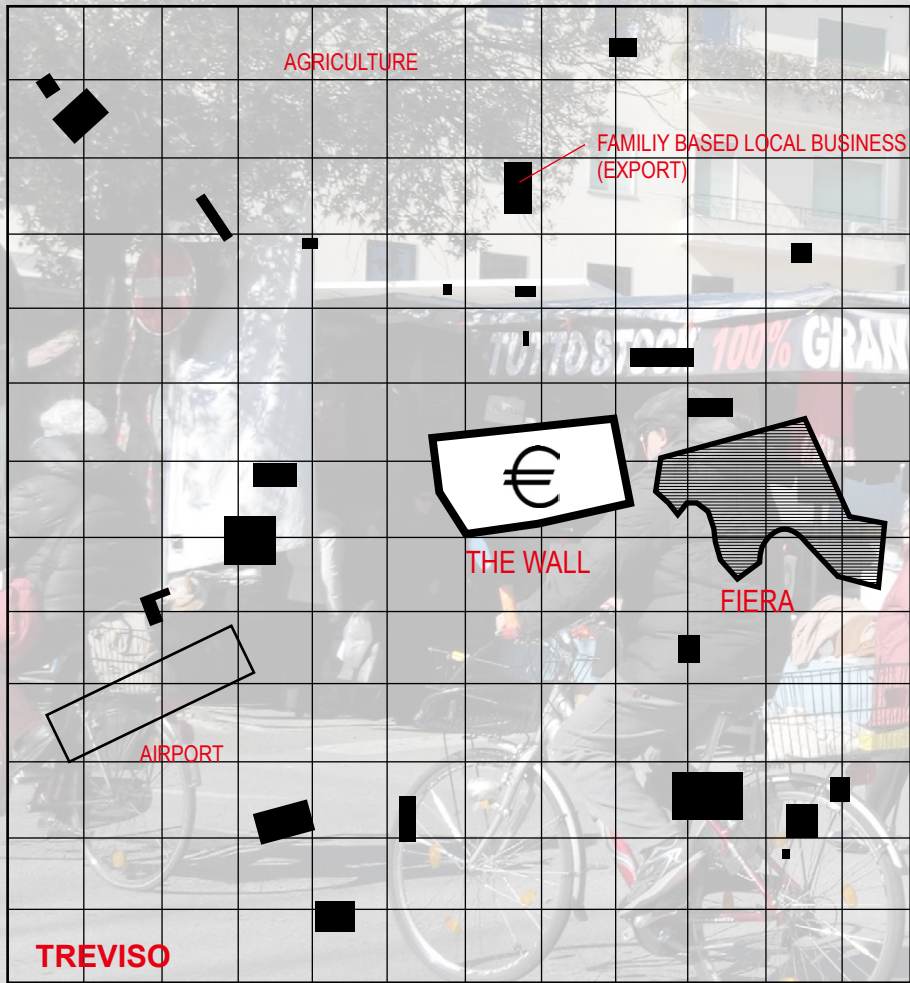


# M

Fiera- a free zone for 'otherness'





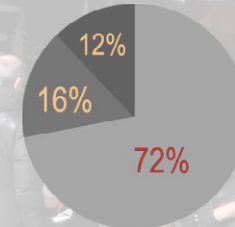


### IMMIGRANTS



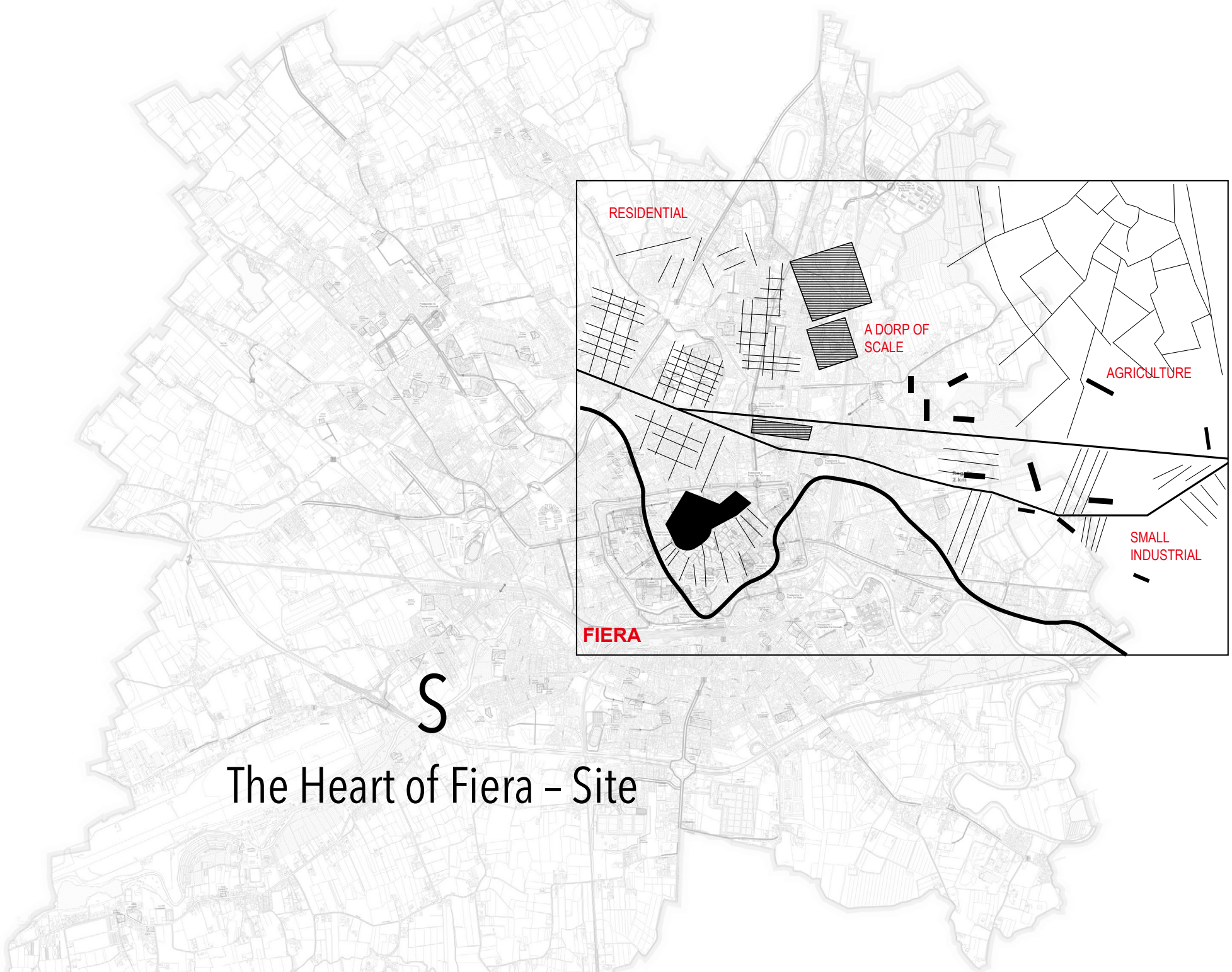
4.3%

Treviso: 2nd in the province



- from other municipalities
- from other countries
- other reasons





RESIDENTIAL

A DORP OF  
SCALE

AGRICULTURE

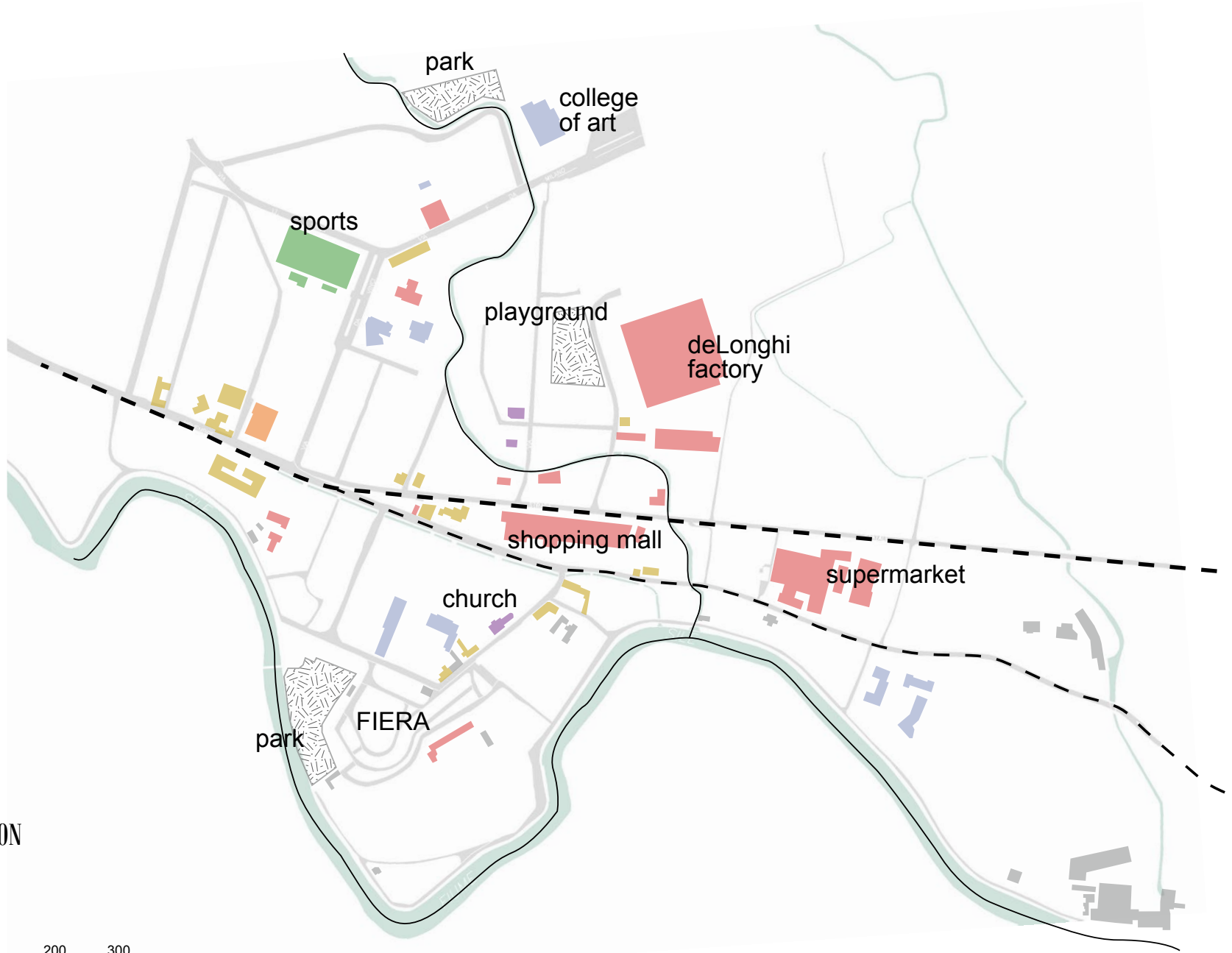
SMALL  
INDUSTRIAL

FIERA

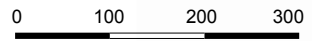
S

The Heart of Fiera - Site



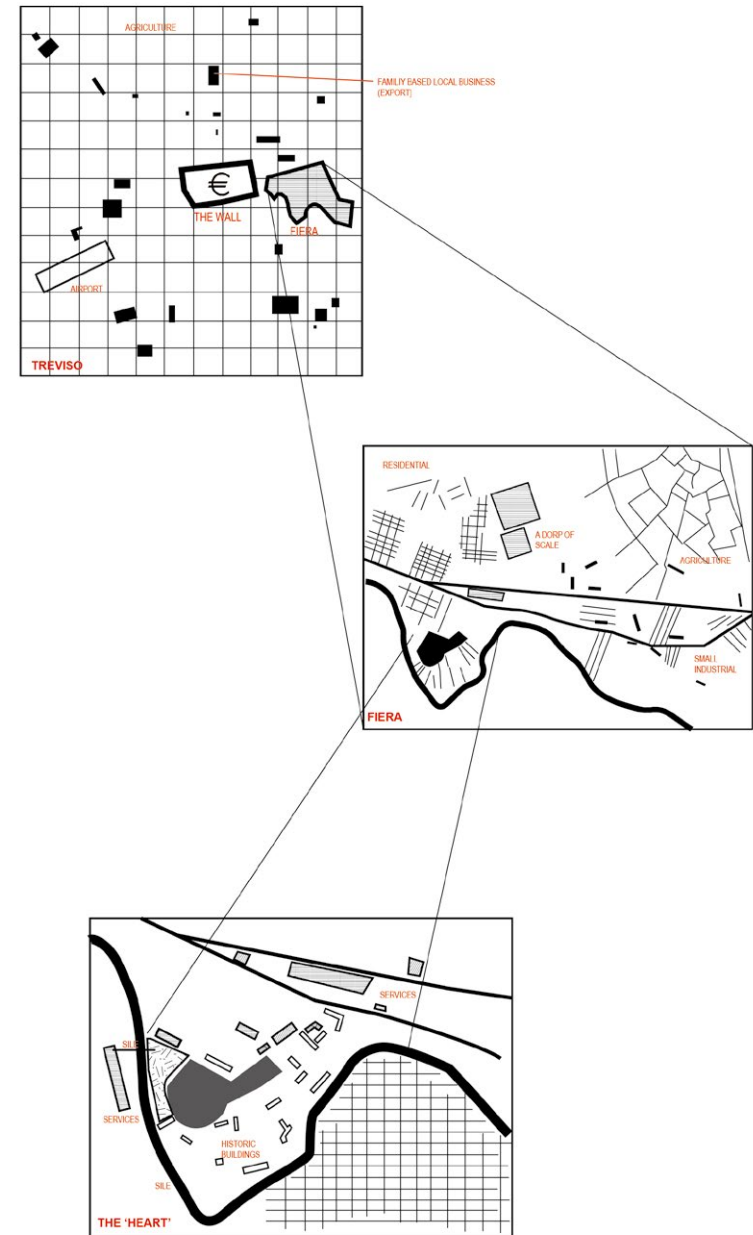


OCCUPATION

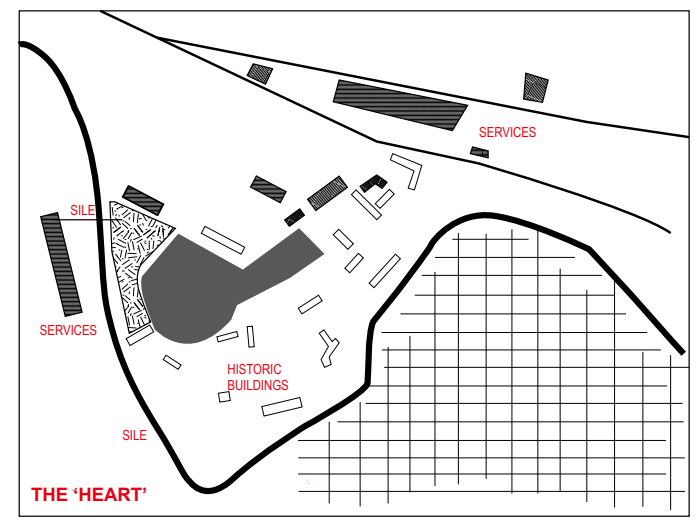
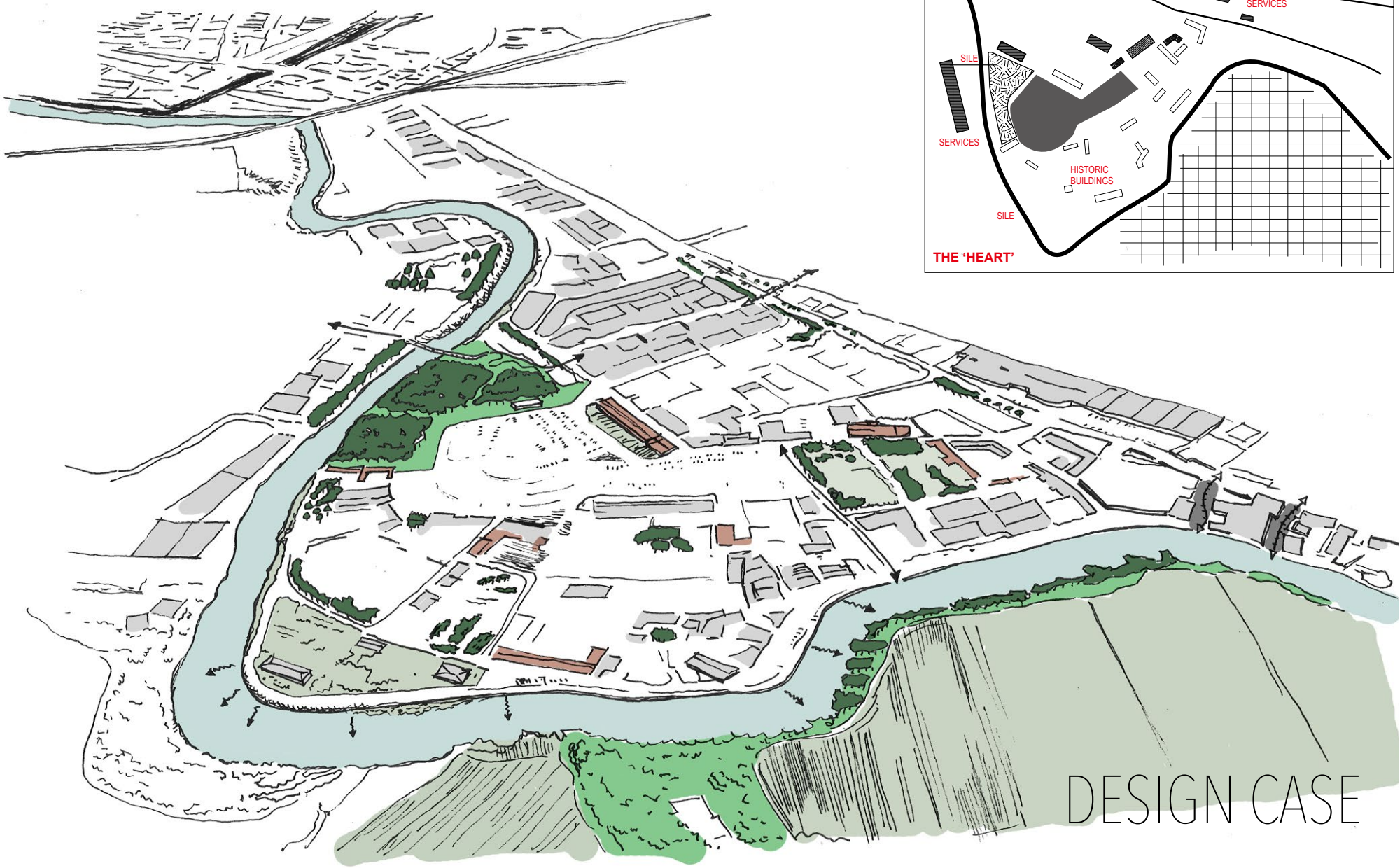




'How can actor-oriented urban design approach be elaborated in Fiera area to reclaim multiple identities?'







DESIGN CASE





MILANO



ROMA



PADUA



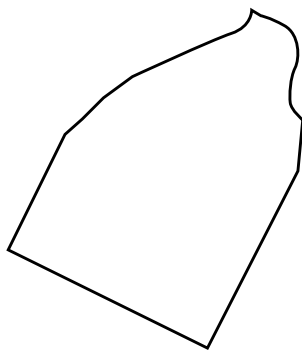
TRENTO



TREVISO



# FIERA



PADUA



TREVISO

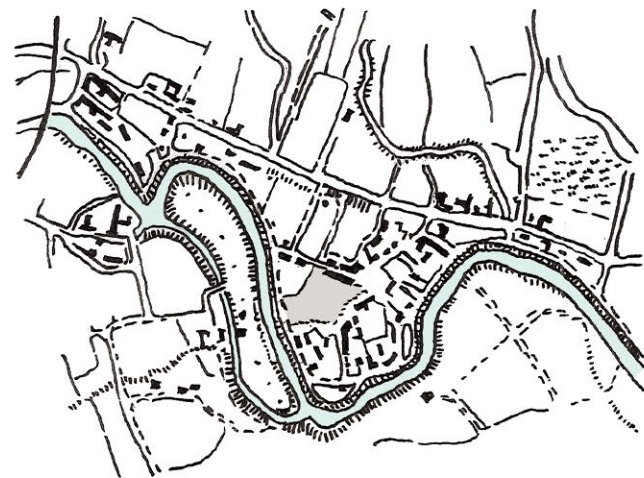






# HISTORY

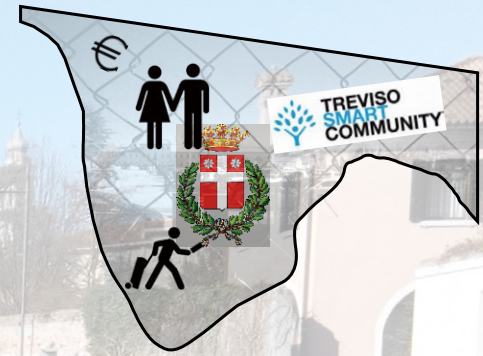
1887





SO...

'design as a mediating instrument'



Treviso Municipality



Bond of industrials



Bond of education



Bond of commerce

NGO

ME as an urban designer

Inhabitants of the 'golden cage'

'the OTHERS'

- Low income
- Immigrants
- Elderly

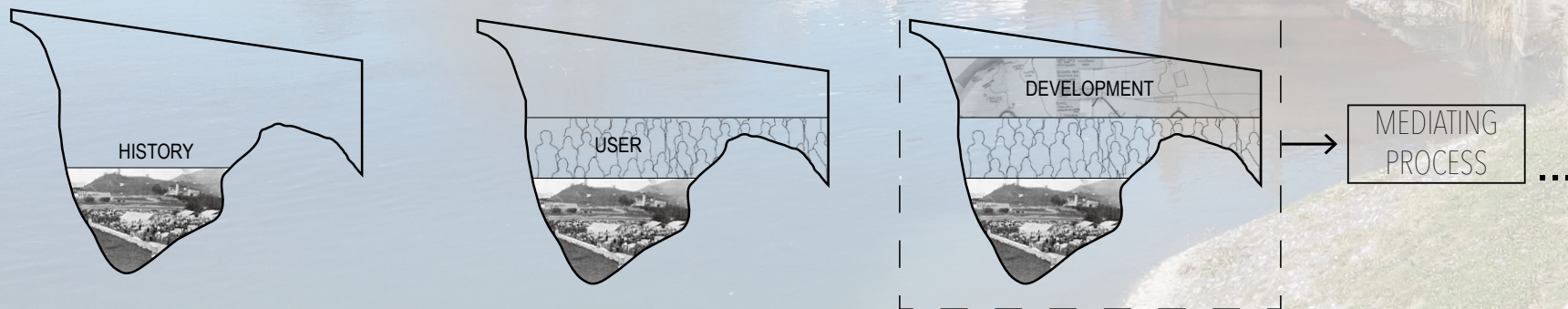
Visitors

PEOPLE



SO...

'design as a mediating instrument'







**College student**  
study music in the local musical school



**Owner of the local factory**  
lives in Treviso, one of the stakeholders from NGO

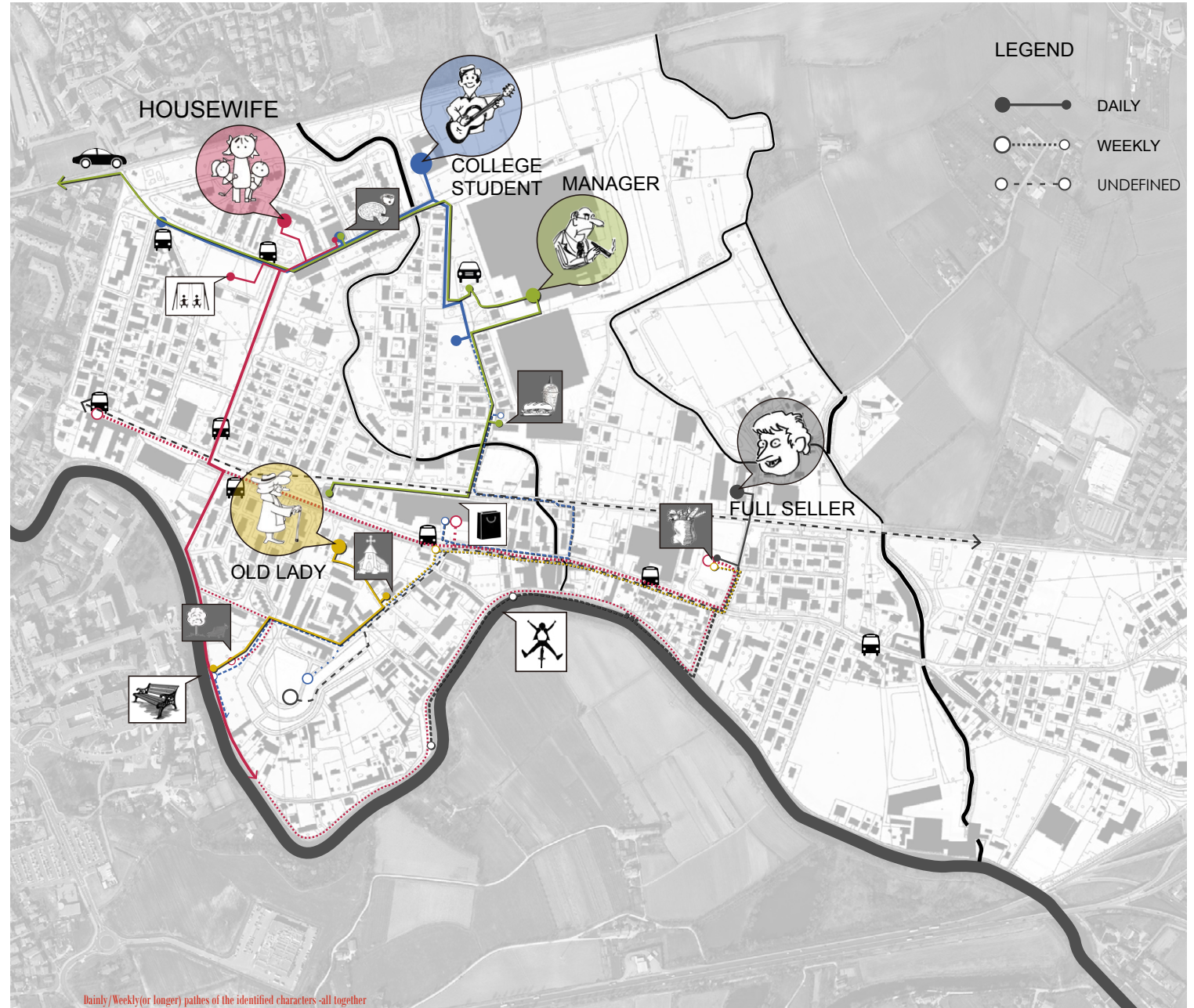


**Housewife**  
lives in a community apartment, has two kids

**Whole seller**  
runs family business with his brother, works mailly at home



**Old lady**  
lives in one of the private neighbourhoods





Mixing all ingredients

Collective while specific...





# DESIGN INTERPRETATION

Culture and climate differ all over the world, but people are the same. They'll gather in public if you give them a good place to do it.

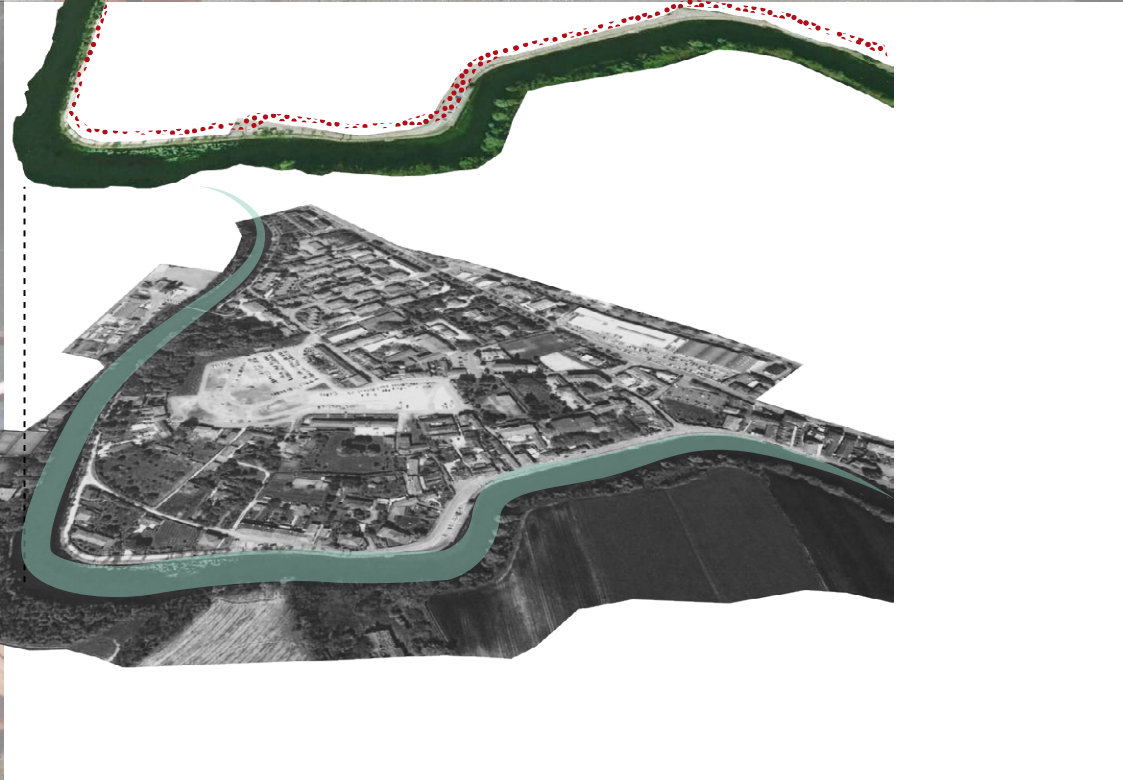
--Jan Gehl



# SPATIAL QUALITY ANALYSIS



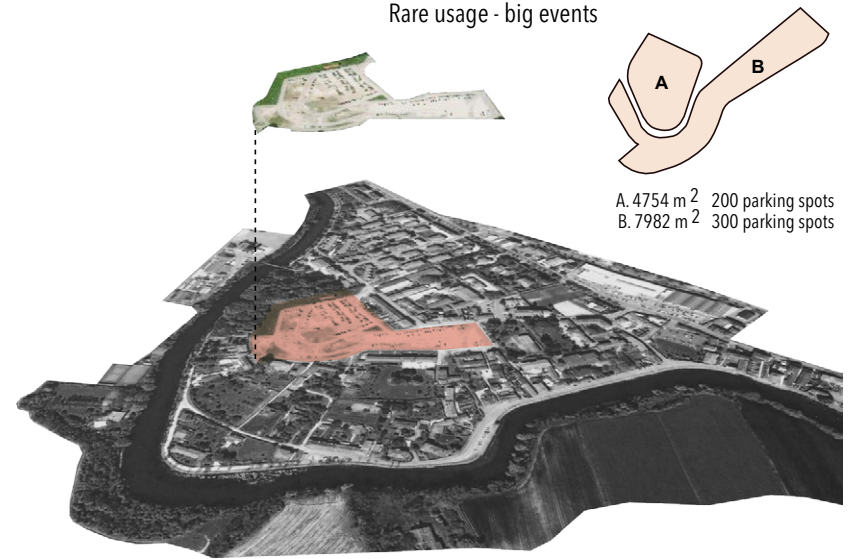
**RIVER SILE:**  
Long continuous water front provides unique spatial qualities. It's also where activities concentrate.



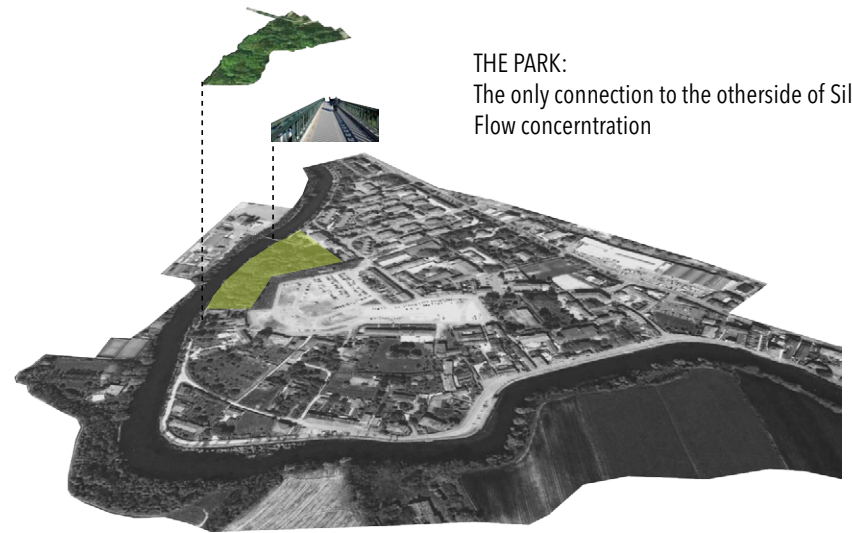




FIERA:  
Constant usage - car parking (free)  
Rare usage - big events





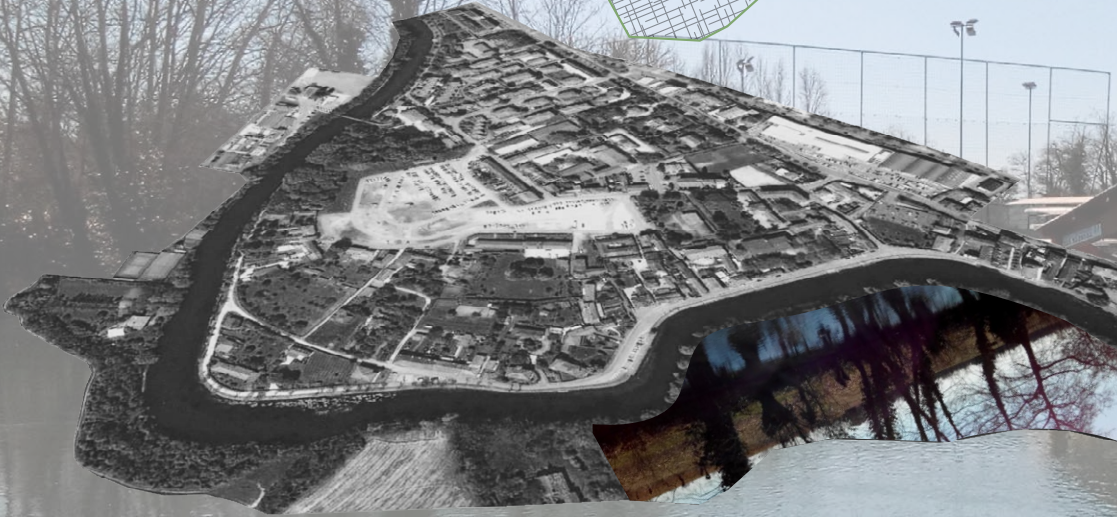


THE PARK:  
The only connection to the otherside of Sile  
Flow concentration



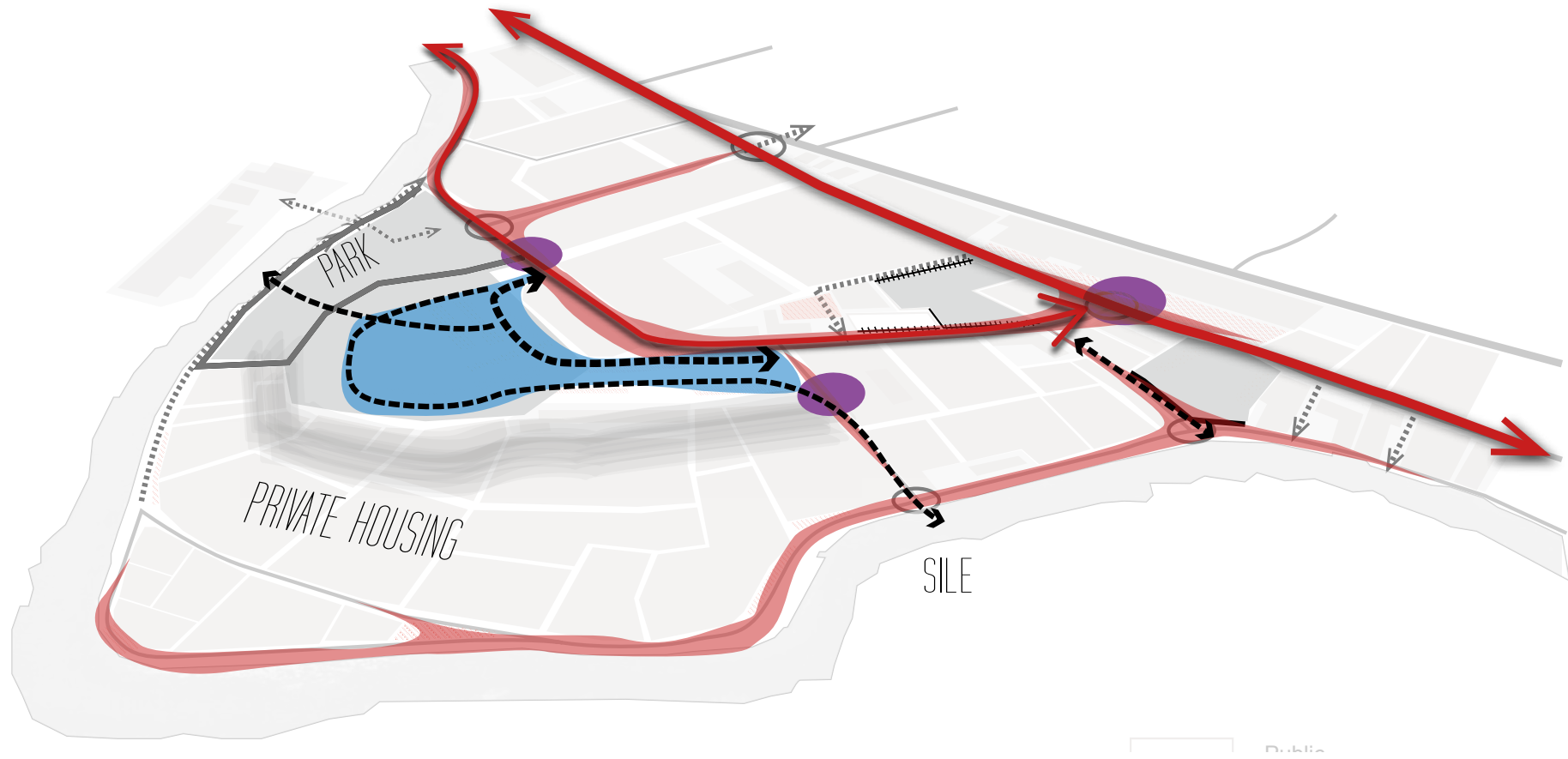


NATURE-PRESERVE AREA:  
Adding natural quality to the riverside





# CONCLUSION





# BUSINESS INCUBATOR

- Business creation and retention
- Local economy accomodation
- Encouraging immigrants and low incomes to succeed in business

## INDOOR

- Business workshops (coworking)
- Conference rooms
- Offices



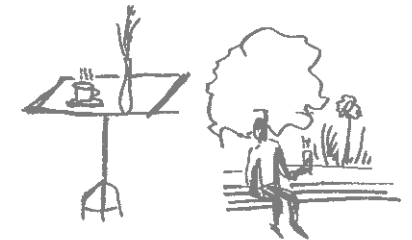
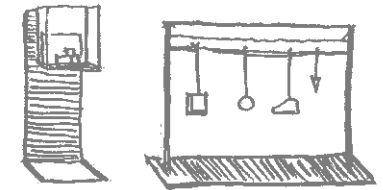
Source: <http://thebusinesslounge.org/us/http://www.nycdc.com/press-image/bronx-business-incubator>



Source: <http://thebusinesslounge.org/us/>

## OUTDOOR

- Products display and retail
- Supporting services (parking lot, public space)
- Meeting spot

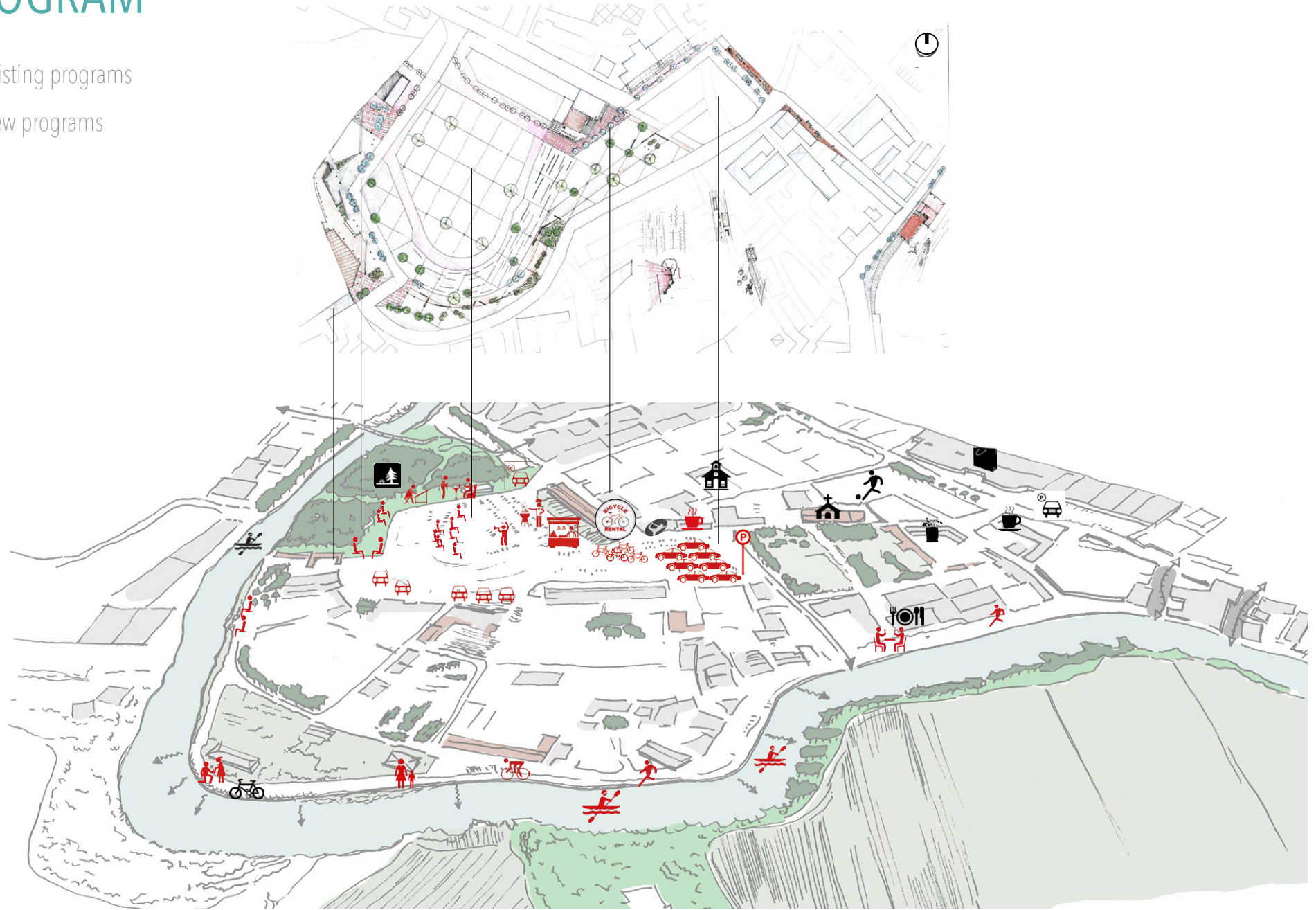




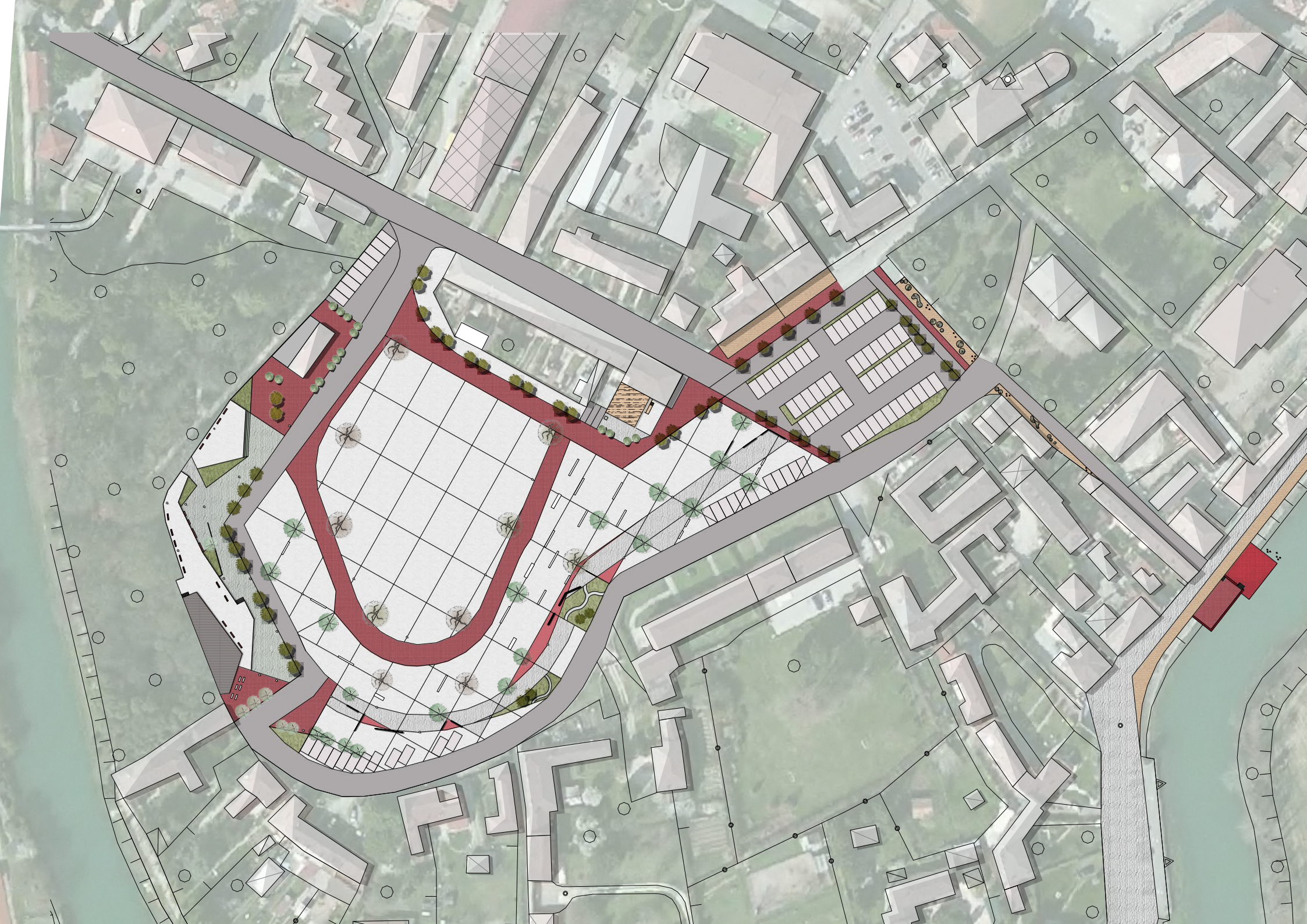
# PROGRAM

Existing programs

New programs

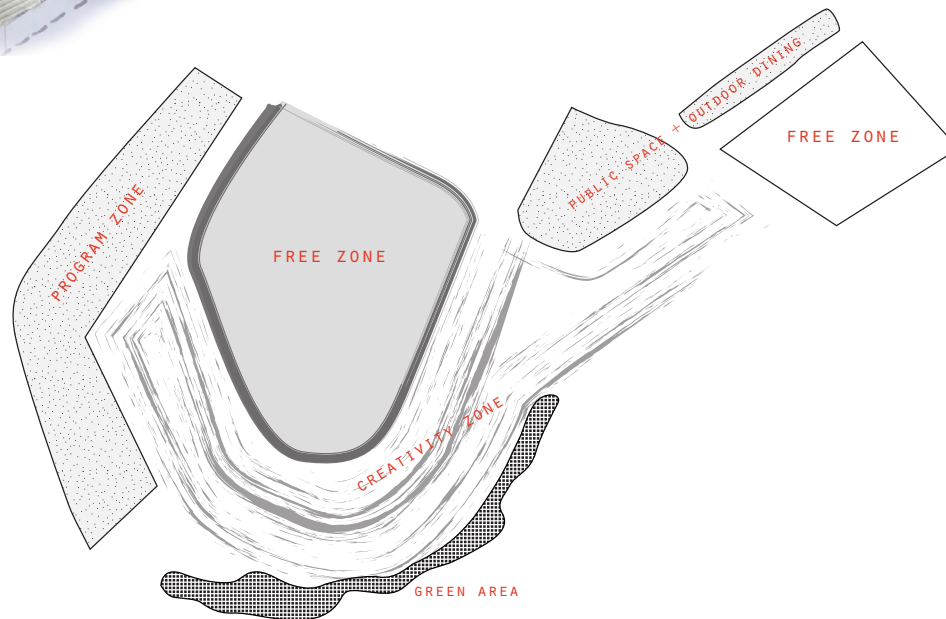
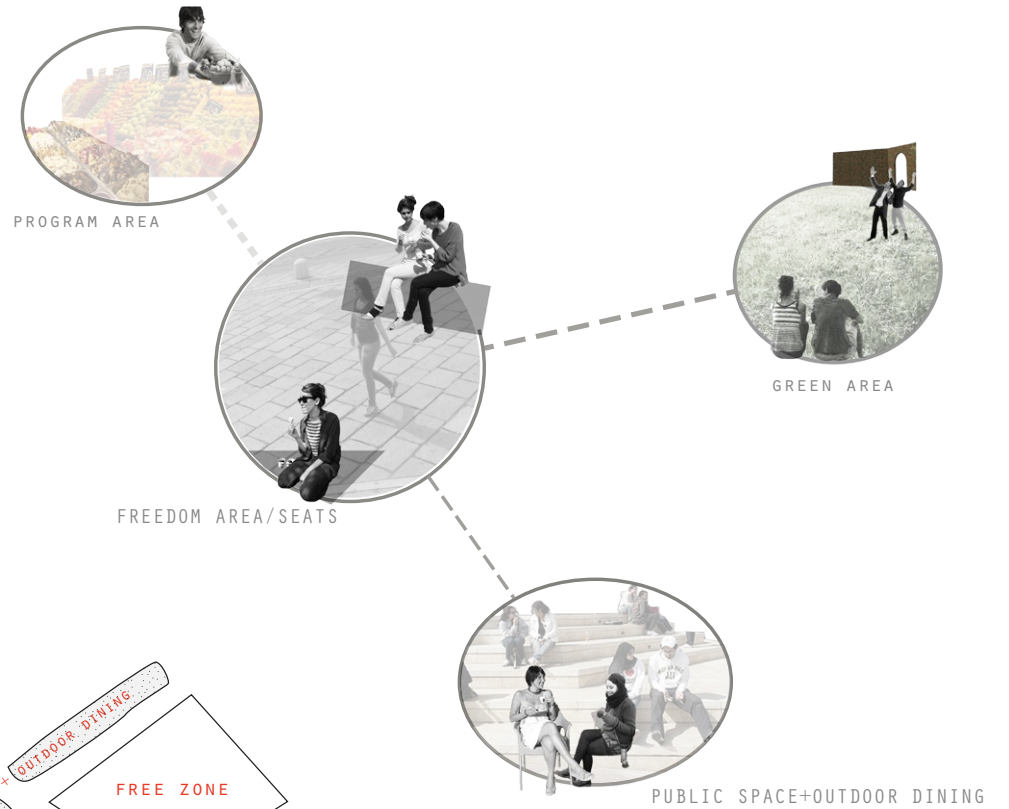
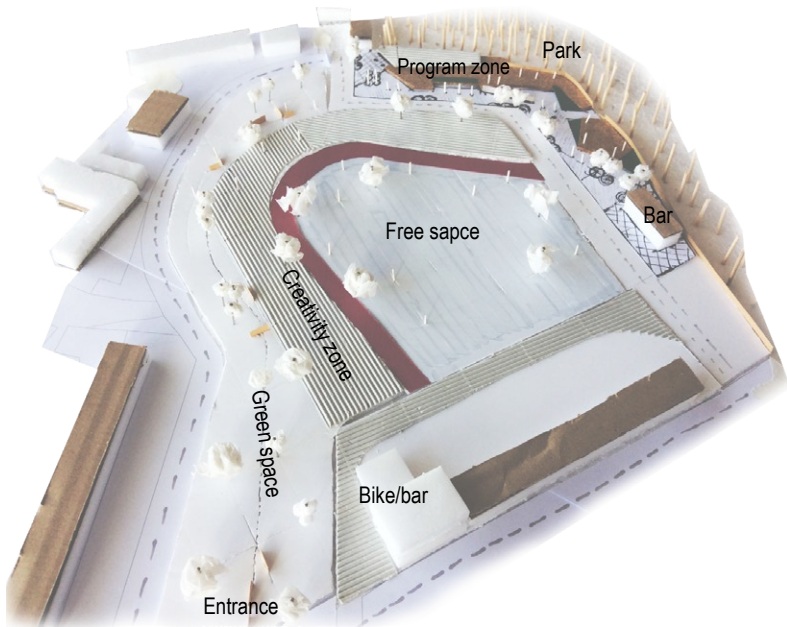




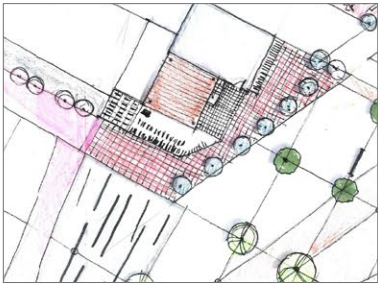




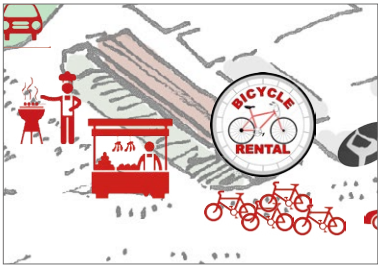
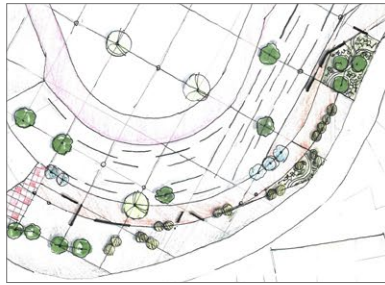
# SPACE AND ACT



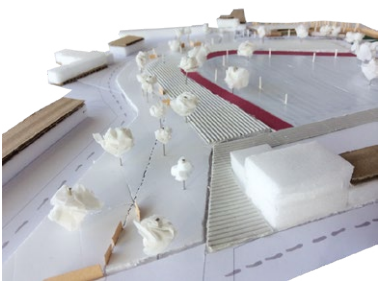
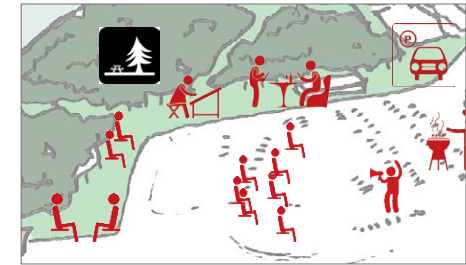
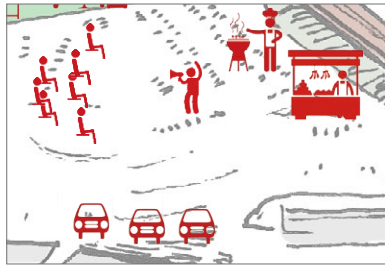




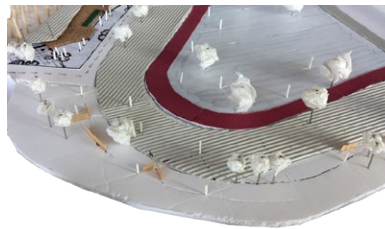
PLAN



PROGRAM



MODEL



### Bike Service

Making use of the empty building and transforming it into a bike service kiosk to serve the cyclers and other people around this area.

### Creativity Space

Creating diverse forms of activities by making different levels of constrains provided by physical forms and programatic elements.

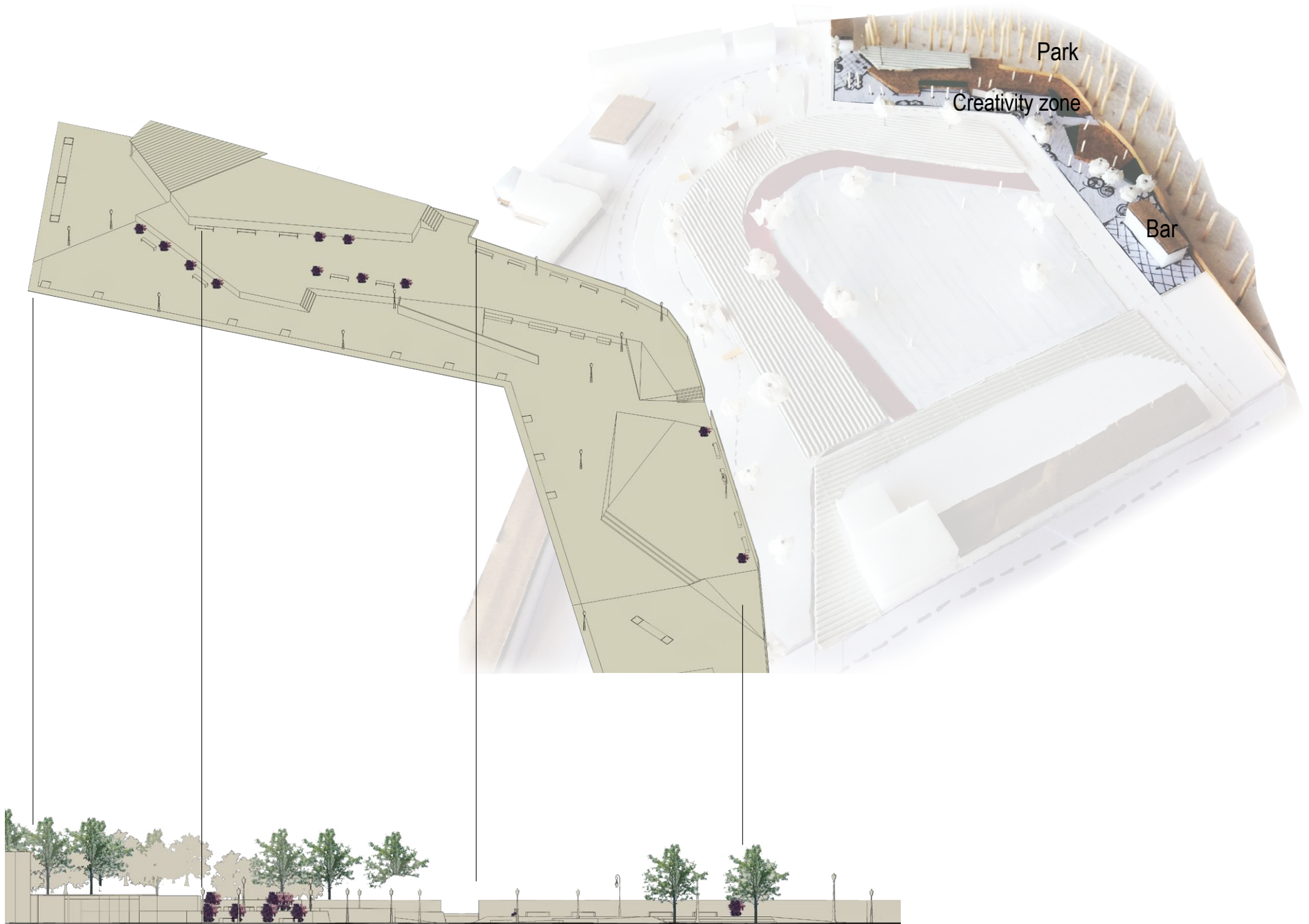
### Program Zone

Providing spaces for business incubator and the activities attached to the park, the soft transition area between the bushy puzzle to spacious monument. The empty house next to the park wall is designed to be a cafe, which helps to orientate visitors and offers supporting services to the activities.



# DESIGN ARTICULATION









Public space

a transition zone





Opening the park...









Business activities





The idea of the walls is taken from the existing elements in the area as a design language.

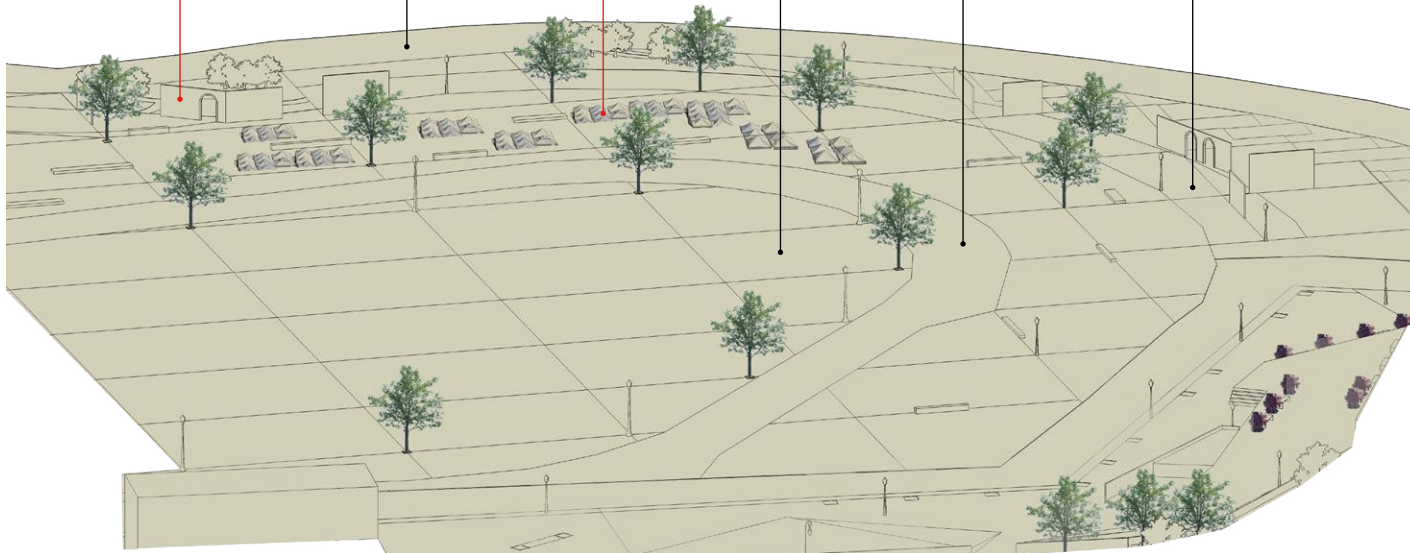
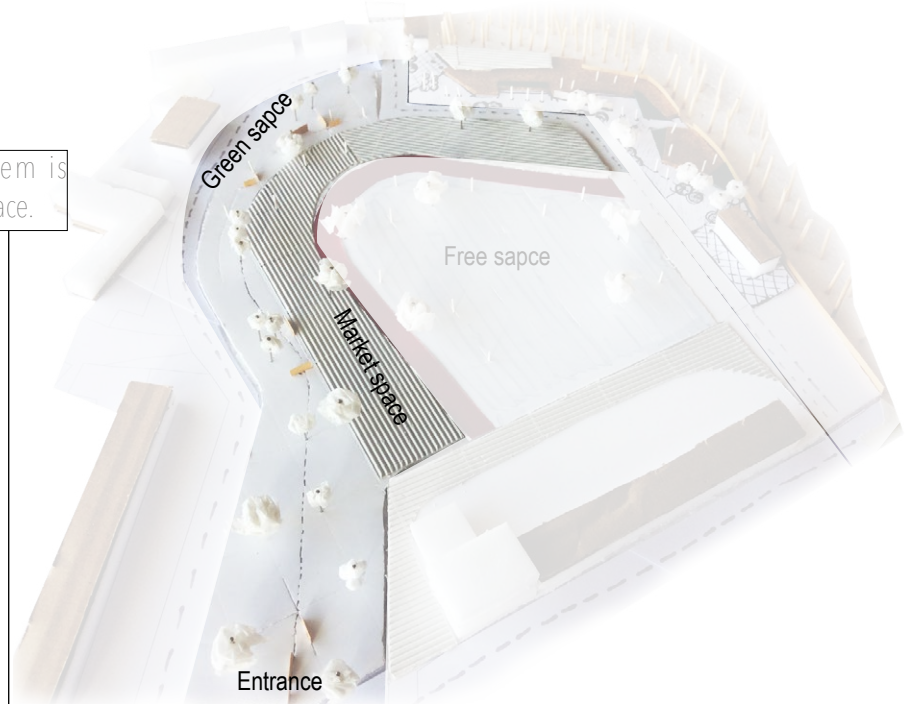


Some programs like market and outdoor exhibition which sell local products.



The central square with few elements is for big events which remain the original functions of Fiera.

A good pedestrian system is necessary for any public space.







A sign of history

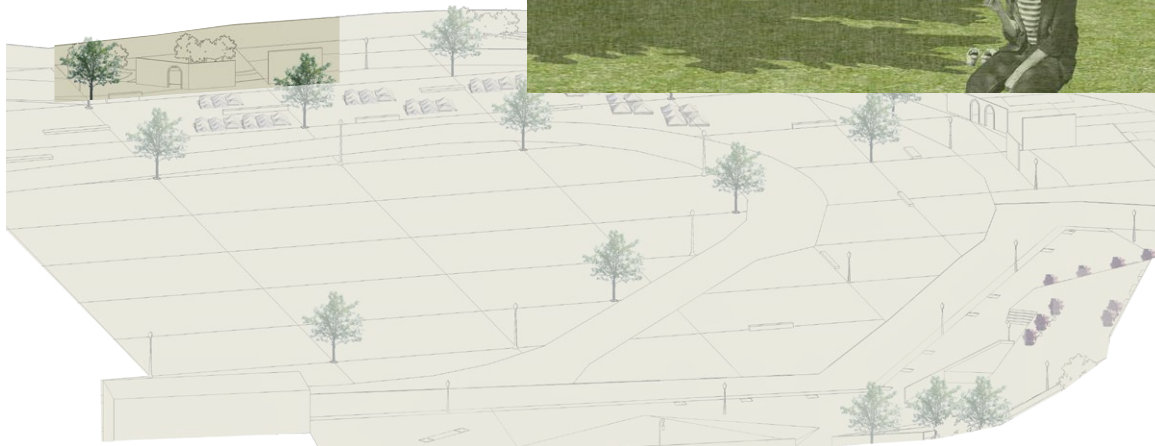
A continuous walking experience



The elements that are proposed in this space have their undefined nature. They offer choices and possibilities to people who want to use them but yet leave some space for imagination.







B - B



Green space



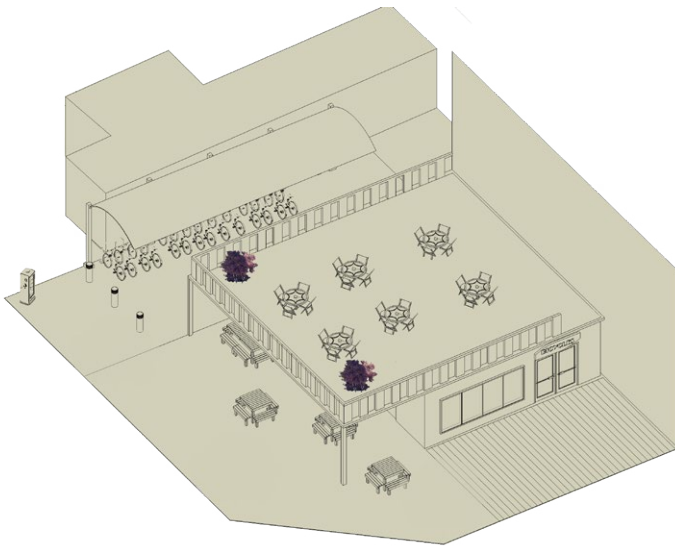


'Made in Treviso'





## Bicycle Service Kiosk





- Emphasize individuality in the spatial design
- Make spaces understandable by most people yet comprehended specifically by 'individuals'





## Open Space in New York City: Is It Public or Private?

*June 19, 2012*



- Increasing complexity and contradiction in cities



BRYANT PARK\_NEW YORK



- Increasing complexity and contradiction in cities
- The gap between latent and pro at many levels

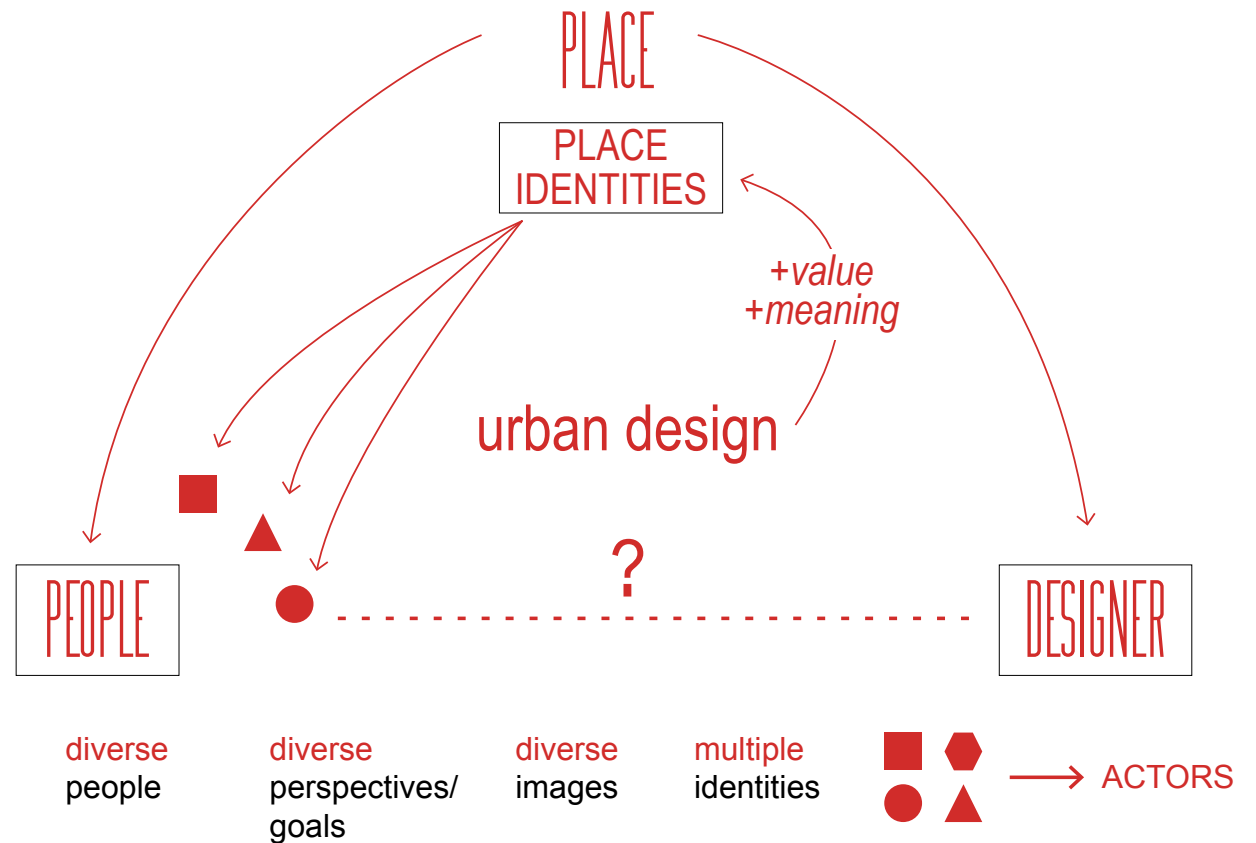
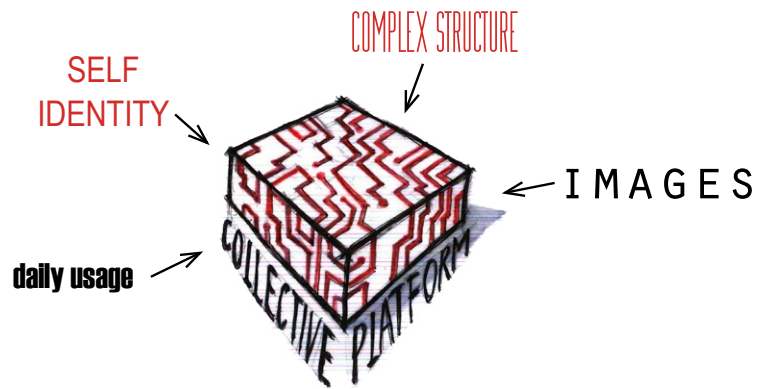


PALEY PARK\_NEW YORK



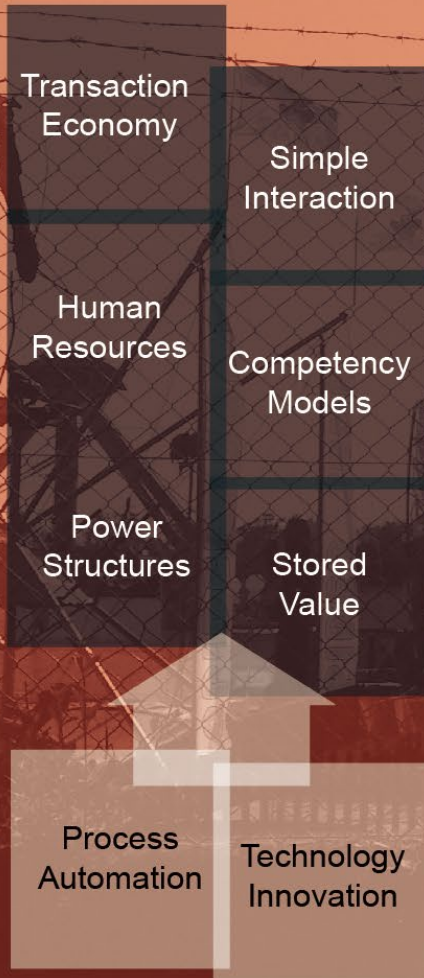
# RESEARCH GOAL

'Urban space is complex,  
so is urban design process'

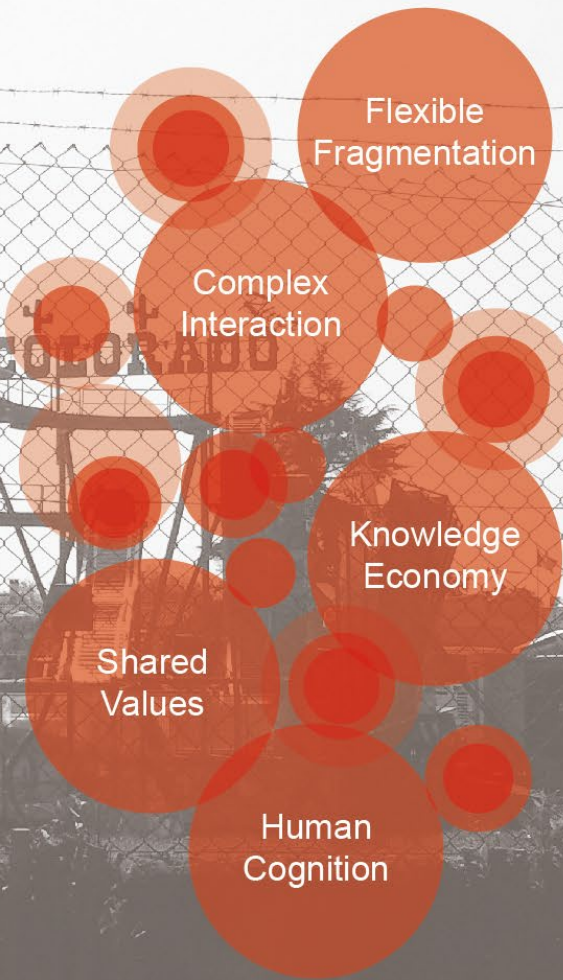




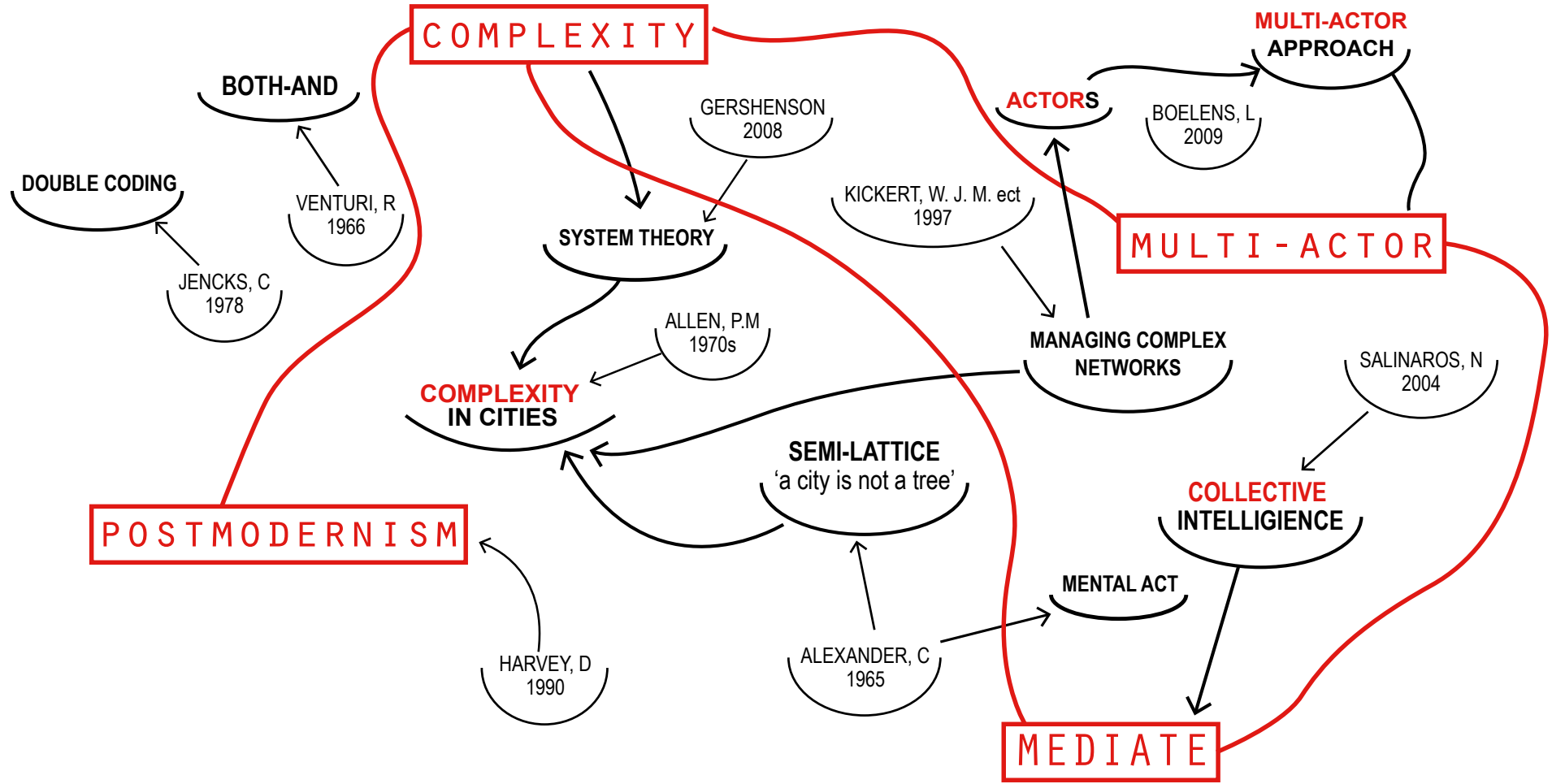
# FORDISM



# POSTFORDISM





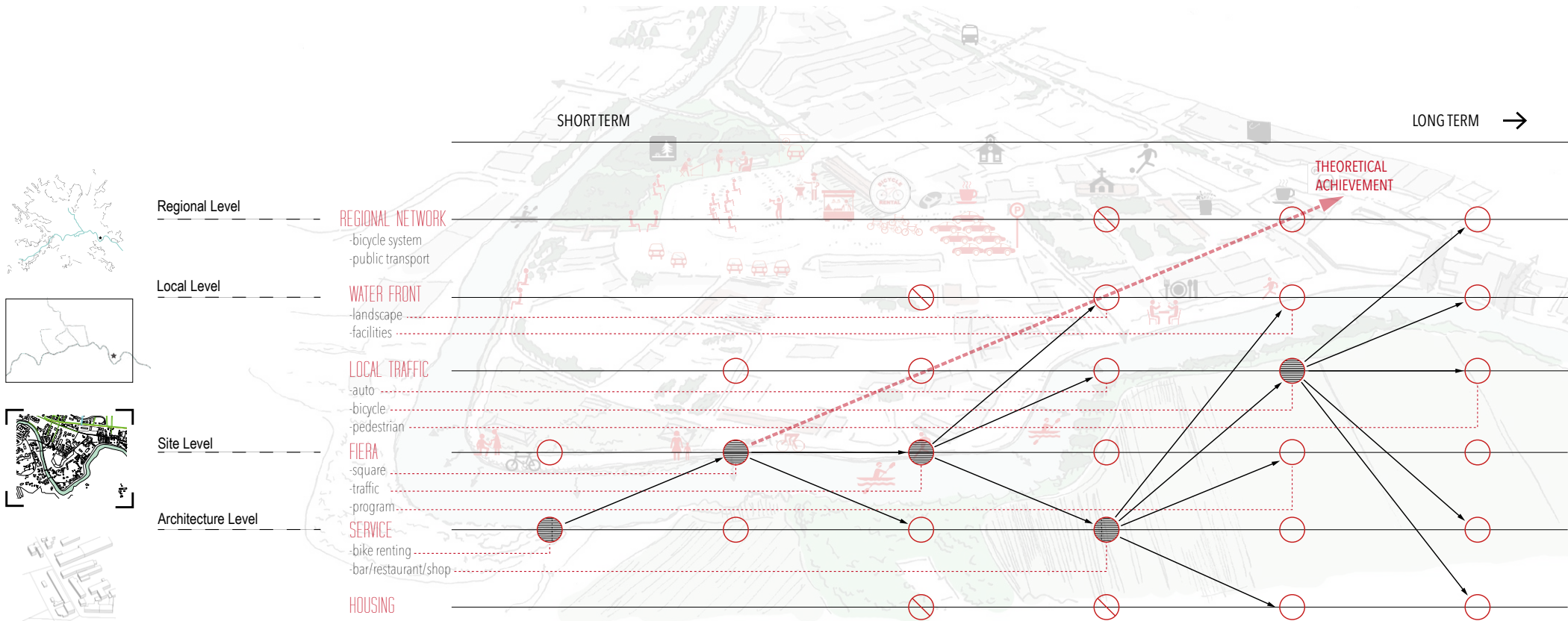




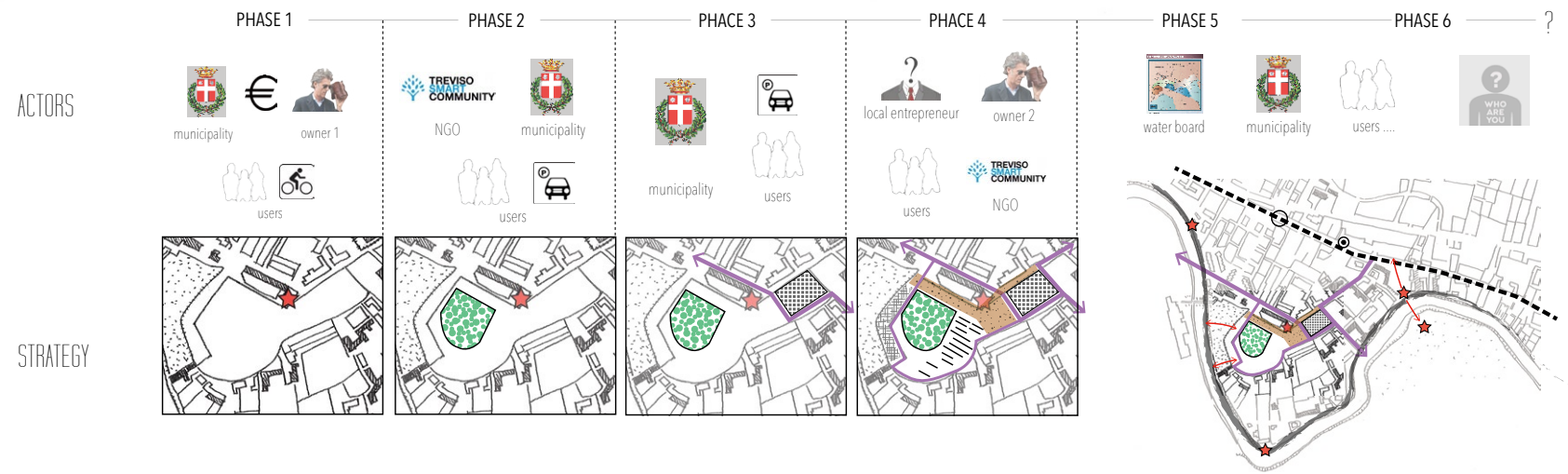
Urban design is a resilient learning process.

SCENARIOS & PROCESSES





- Decision making moment
- Evaluating alternatives
- Alternatives precluded because of previous choices or change in constraints

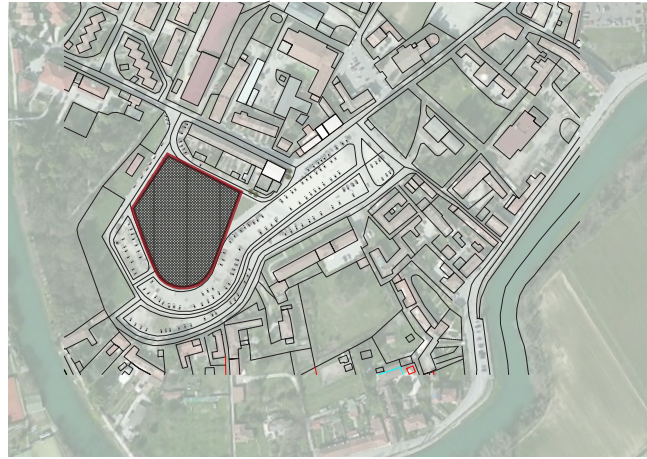


Reference: BUTTENWIESER, A. L., WILLEN, P., ROSSANT, J. S., & WILLIS, C. (2002). *The lower Manhattan plan: the 1966 vision for downtown New York*. P75

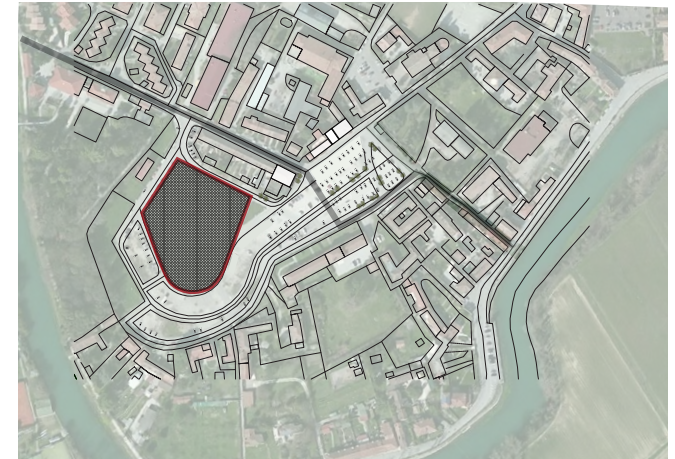
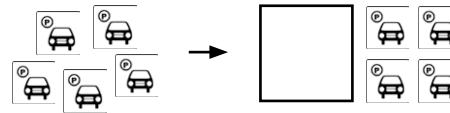




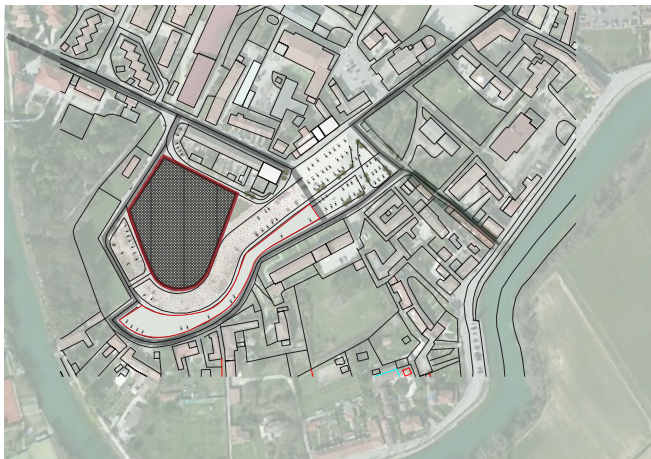
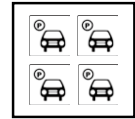
Phase 1- Bike renting kiosk+ existing services



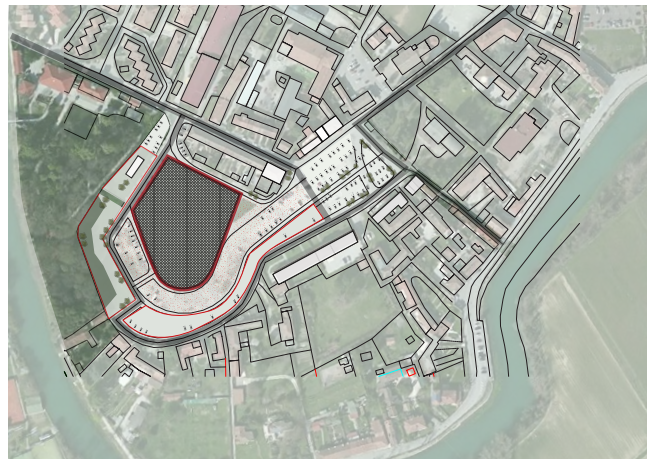
Phase 2- The 'square' + traffic integration



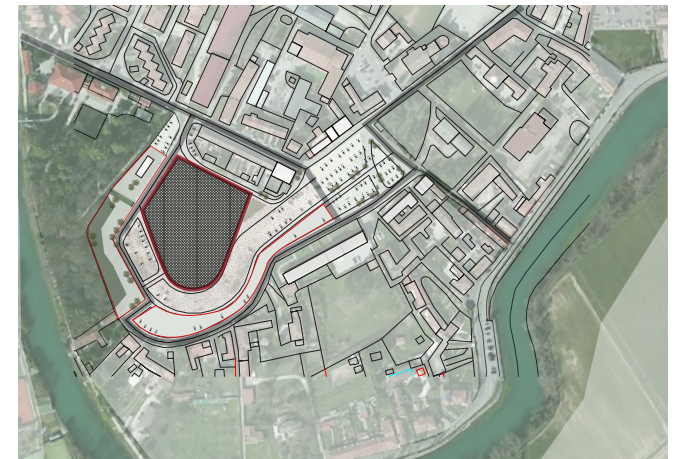
Phase 3- A change to the profile of traffic + develop the program zone



Phase 4- Public spaces and programs



Phase 5- Opening the park + business incubator



Phase 6- Improving waterfront quality





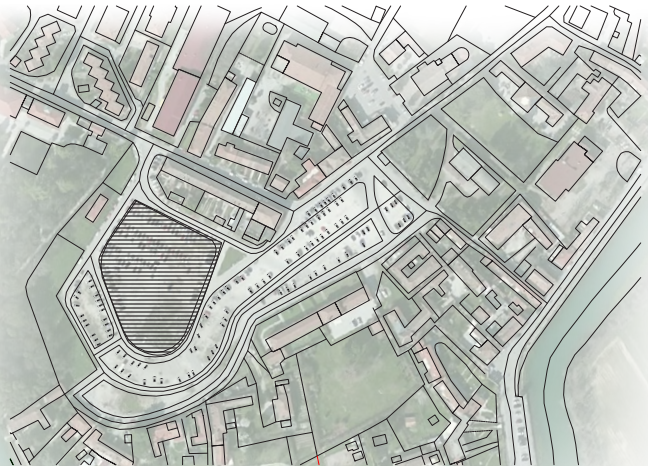
However, there's never just **one** possibility!



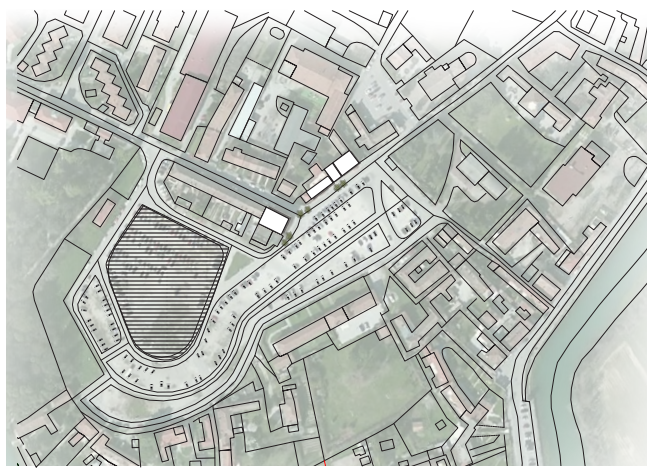
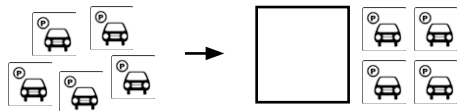
# Scenario 1: Service Center



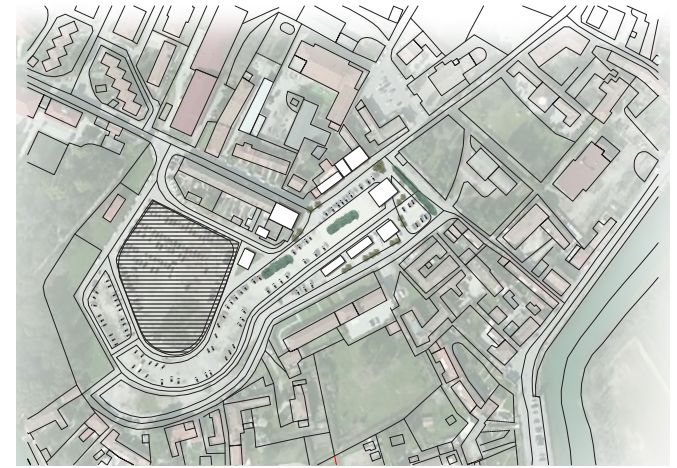




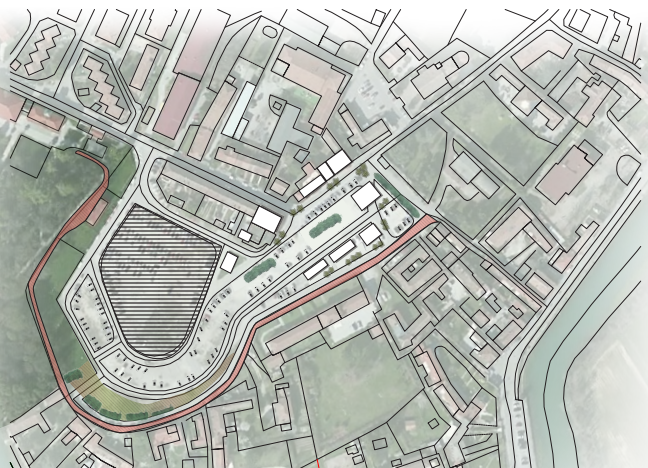
Phase 1- The 'square' + traffic integration



Phase 2- Bike renting kiosk+ existing services



Phase 3- New programs constructed by local investors



Phase 4- Opening the park, forming traffic system

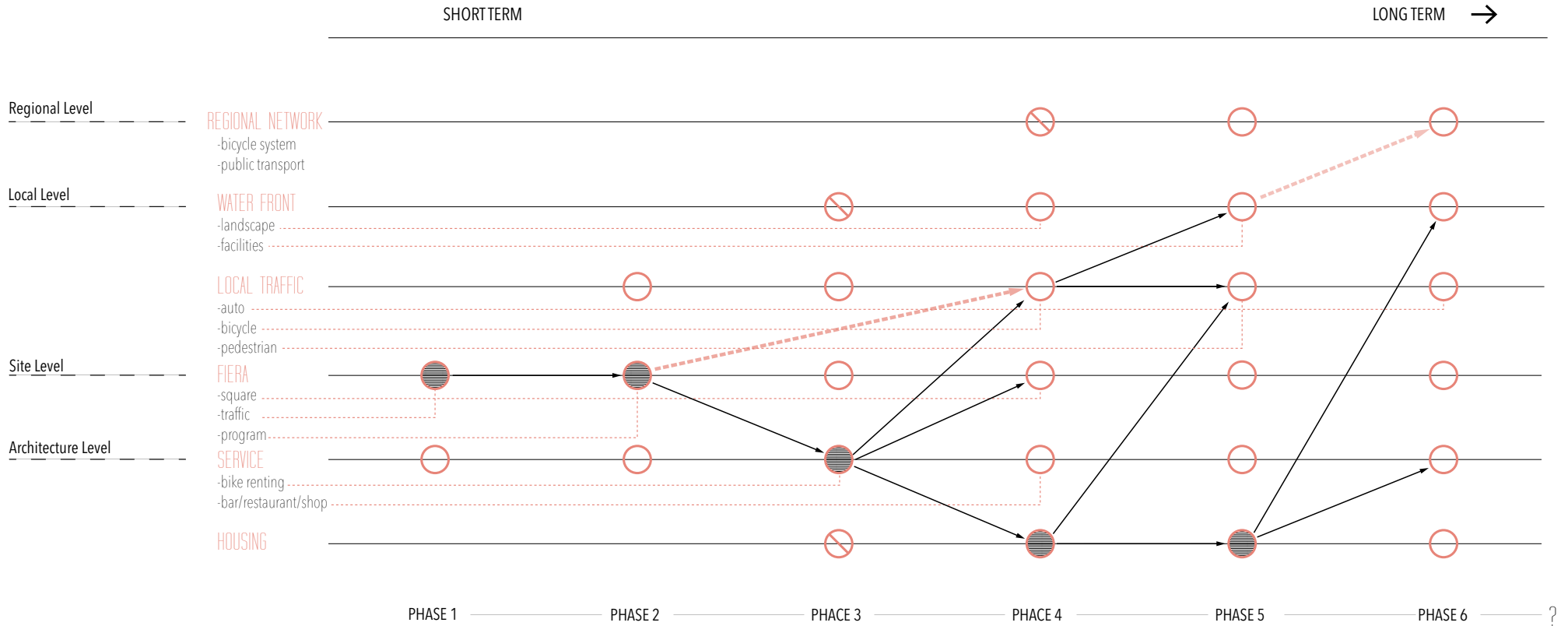


Phase 5- Developing towards the water, making more connections





# Scenario 2: Living Community



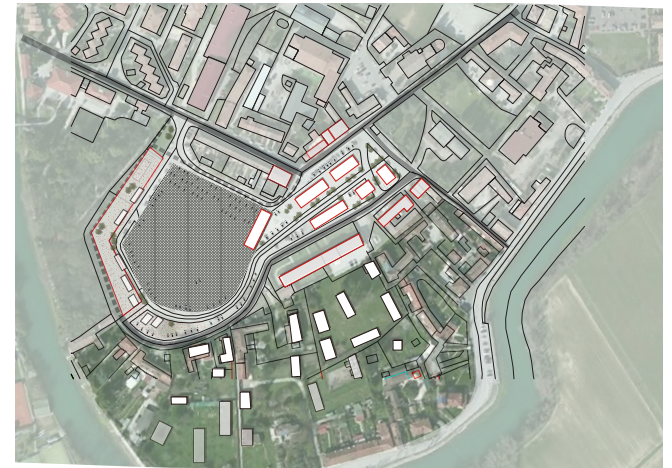
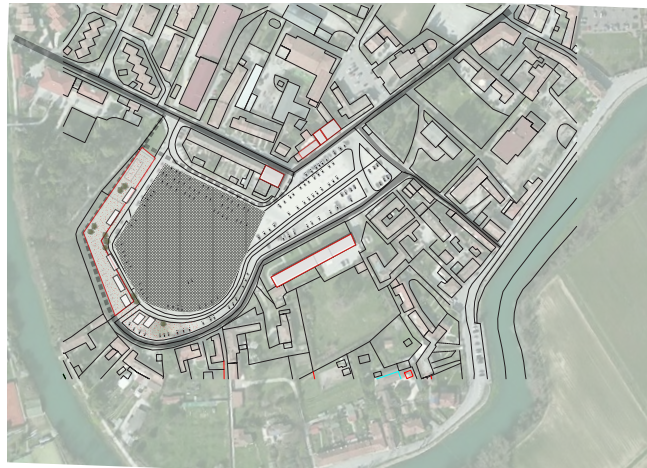
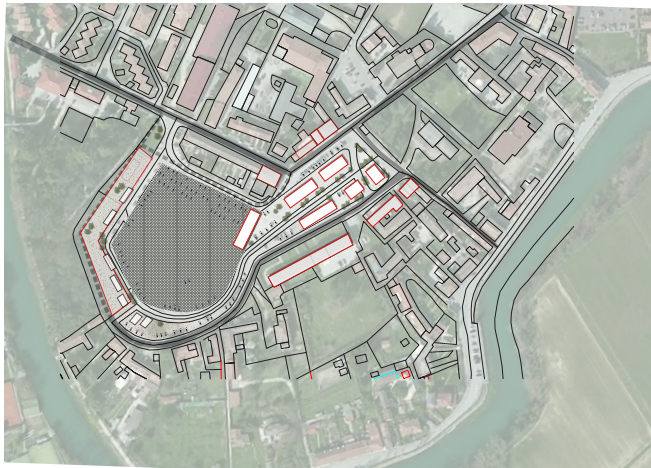
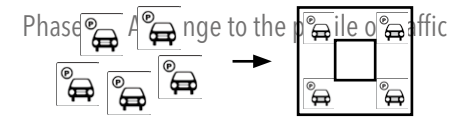
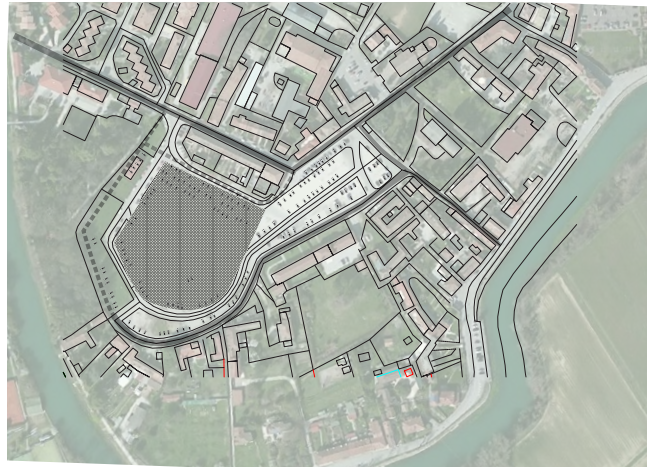
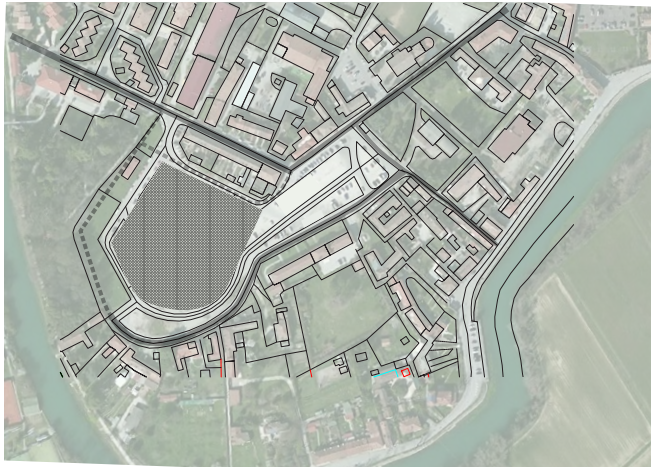
Decision making moment

Evaluating alternatives

Alternatives precluded because of previous choices or change in constraints

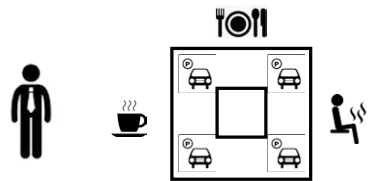
Reference: BUTTENWIESER, A. L., WILLEN, P., ROSSANT, J. S., & WILLIS, C. (2002). The lower Manhattan plan: the 1966 vision for downtown New York. P75





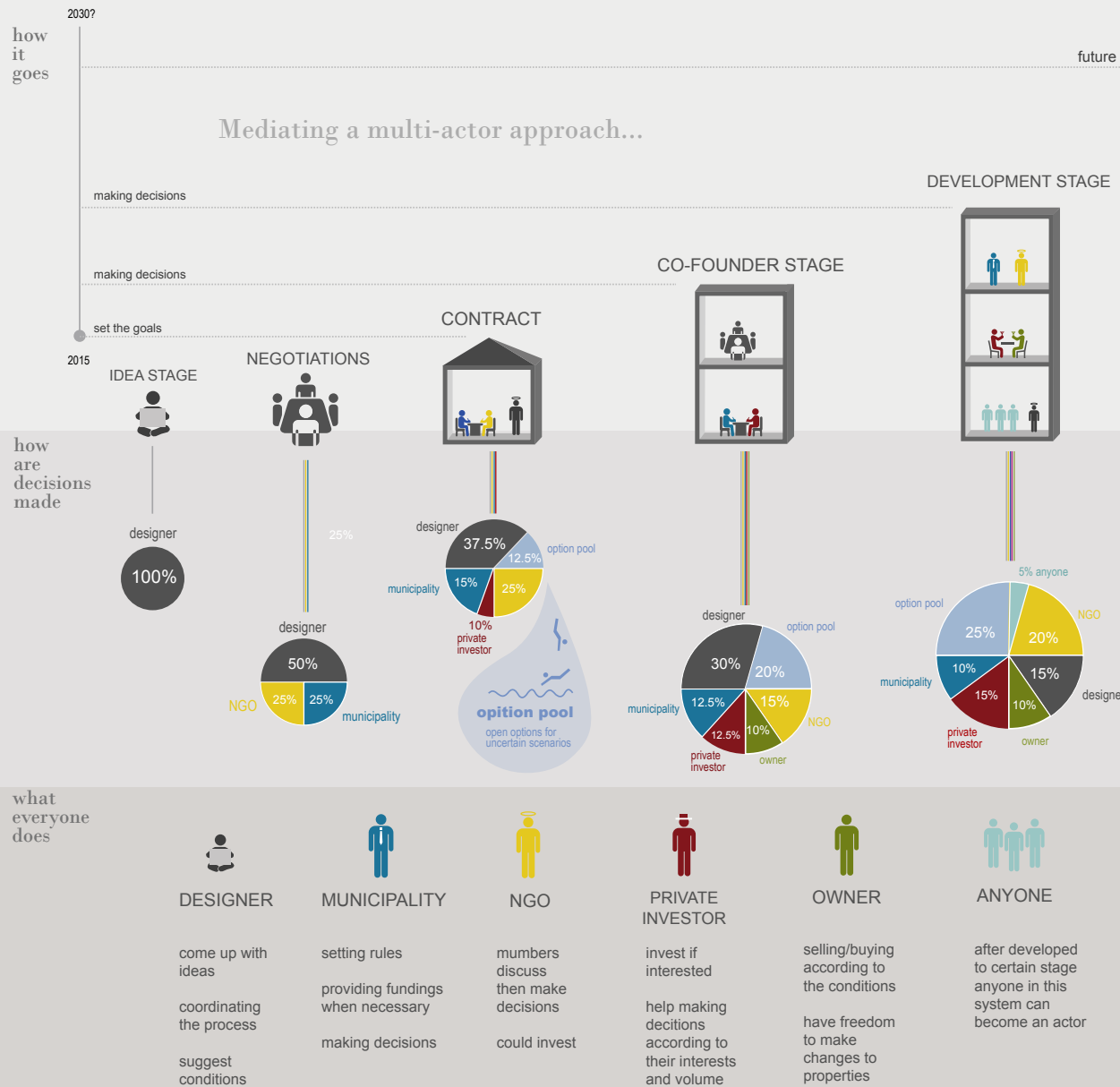
Phase 3-4 Developing a service system to serve the local business and life

Phase 5- Real estate and housing development





# A HYPOTHETICAL STARTUP GOES FROM IDEA TO FUTURE SCENARIO





# STORY-1 'a day of conference'

Actors: manager, wholeseller, others



Fiera is the best place for our next product fair.



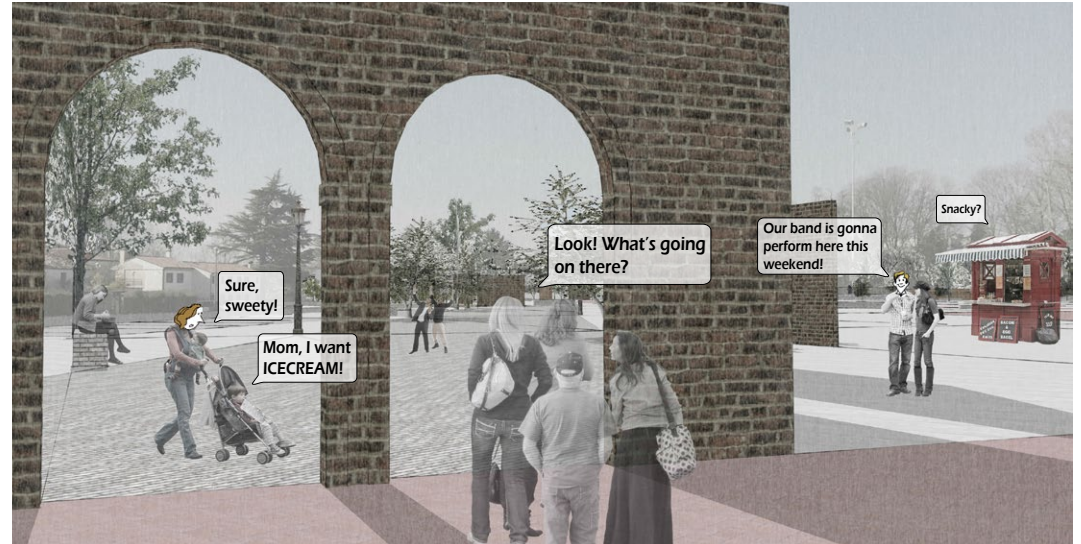
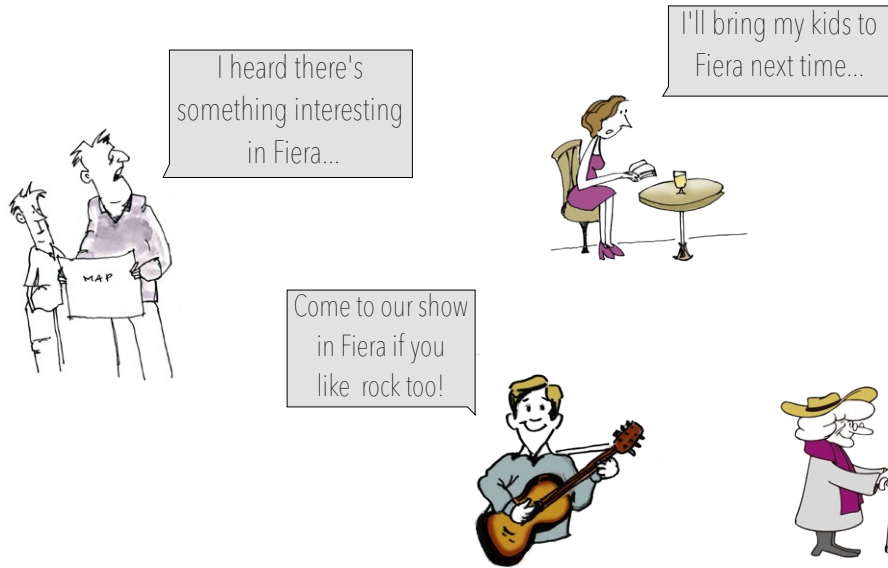
I am an entrepreneur. You wanna know about my story?





# STORY-2 'a fun weekend'

Actors: housewife and her kid, student, old lady, visitor







What is this design meant for the people?

When you choose one design,  
you choose a way of life.





**Thank you!**

**DESIGN AS A MEDIATING INSTRUMENT**

**WENWEN SUN**

**FIERA**



TV