

# HOUSE OF TEXTILES

Flagship Experience Center  
made in beirut

COMPLEX PROJECTS

Edda von Hodenberg



P5  
15.06.2022



**01 INTRODUCTION**

**02 SITE**

**03 AMBITIONS**

**04 DESIGN CONCEPT**

**05 CONCLUSION**





# 01 INTRODUCTION

## 02 SITE

## 03 AMBITIONS

## 04 DESIGN CONCEPT

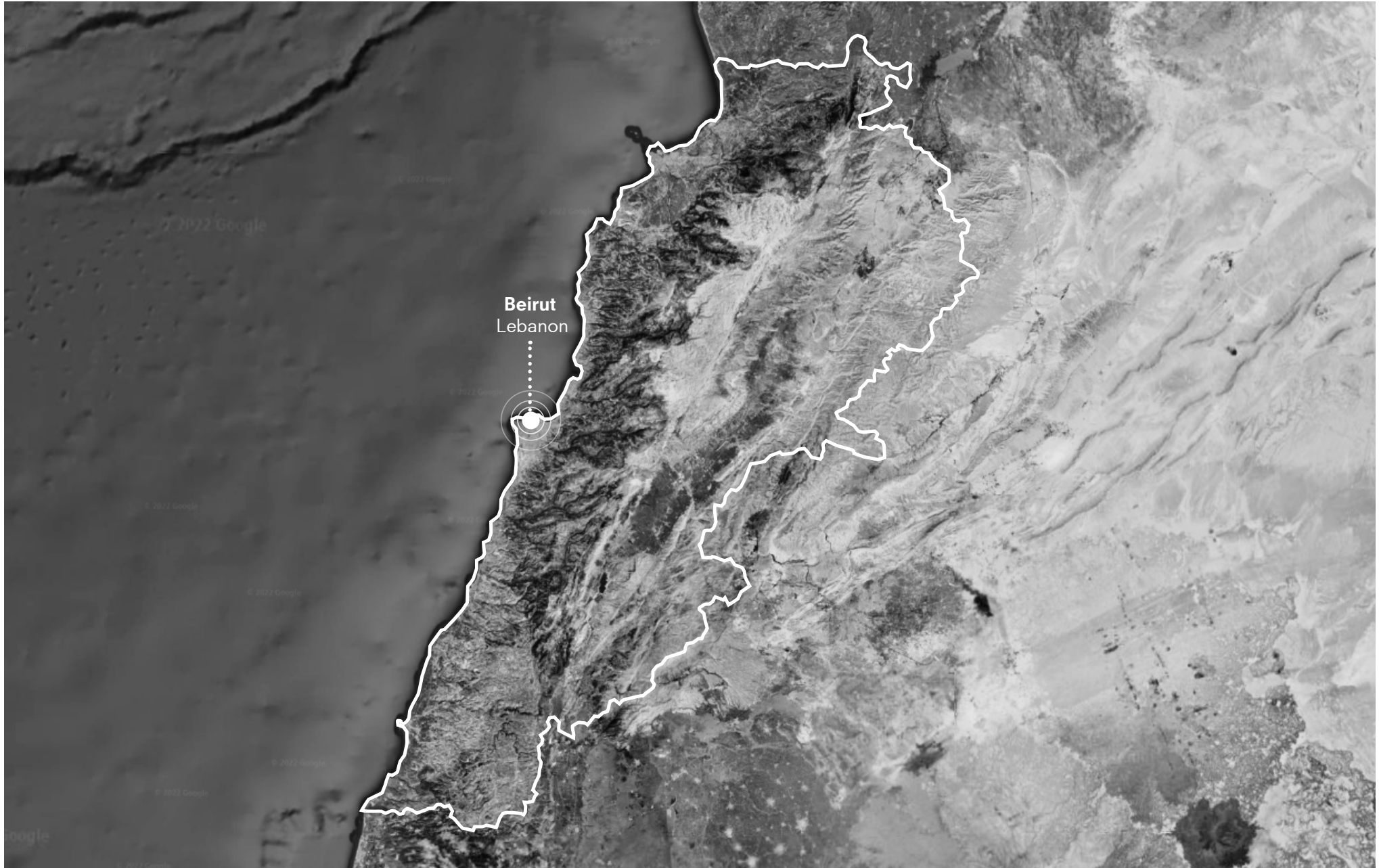
## 05 CONCLUSION





01 introduction

# LOCATION





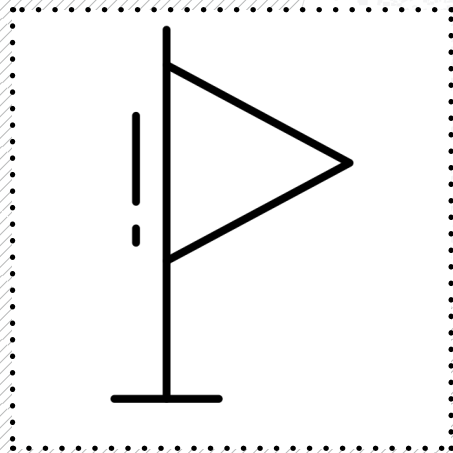
# URBAN CONTEXT





01 introduction

# AMBITION

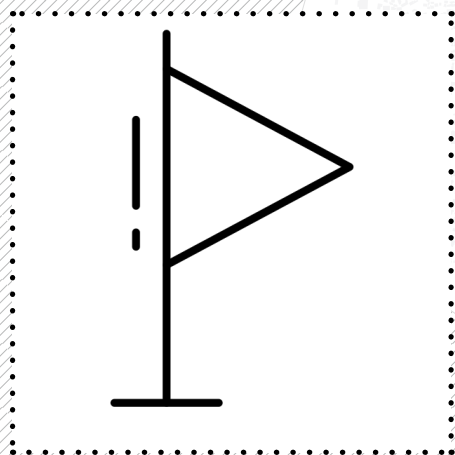


**FLAGSHIP EXPERIENCE  
CENTER**

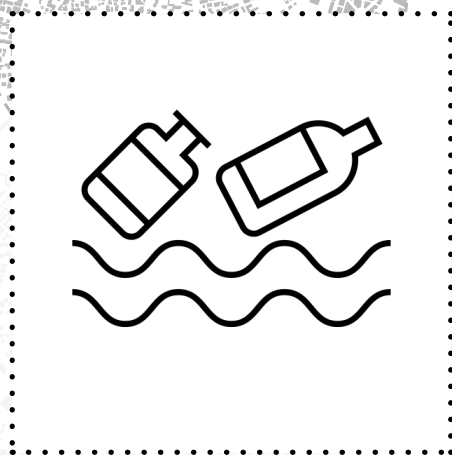




# AMBITION

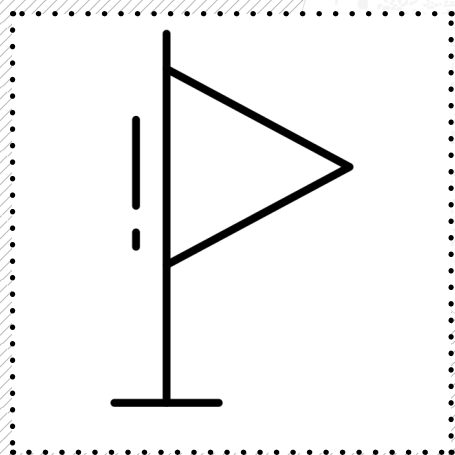


**FLAGSHIP EXPERIENCE  
CENTER**

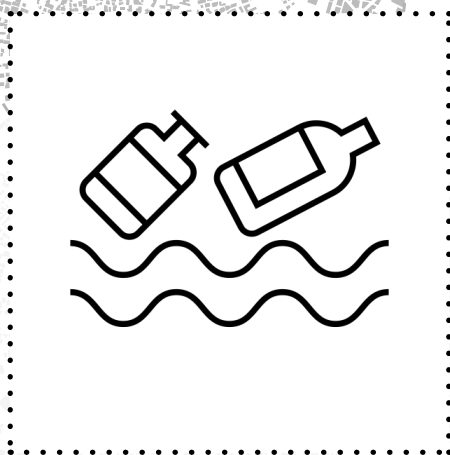


**WASTE AS A RESOURCE**

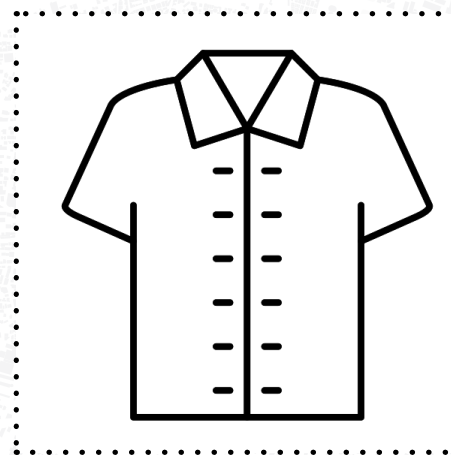
# AMBITION



**FLAGSHIP EXPERIENCE  
CENTER**



**WASTE AS A RESOURCE**



**TEXTILE INDUSTRY**



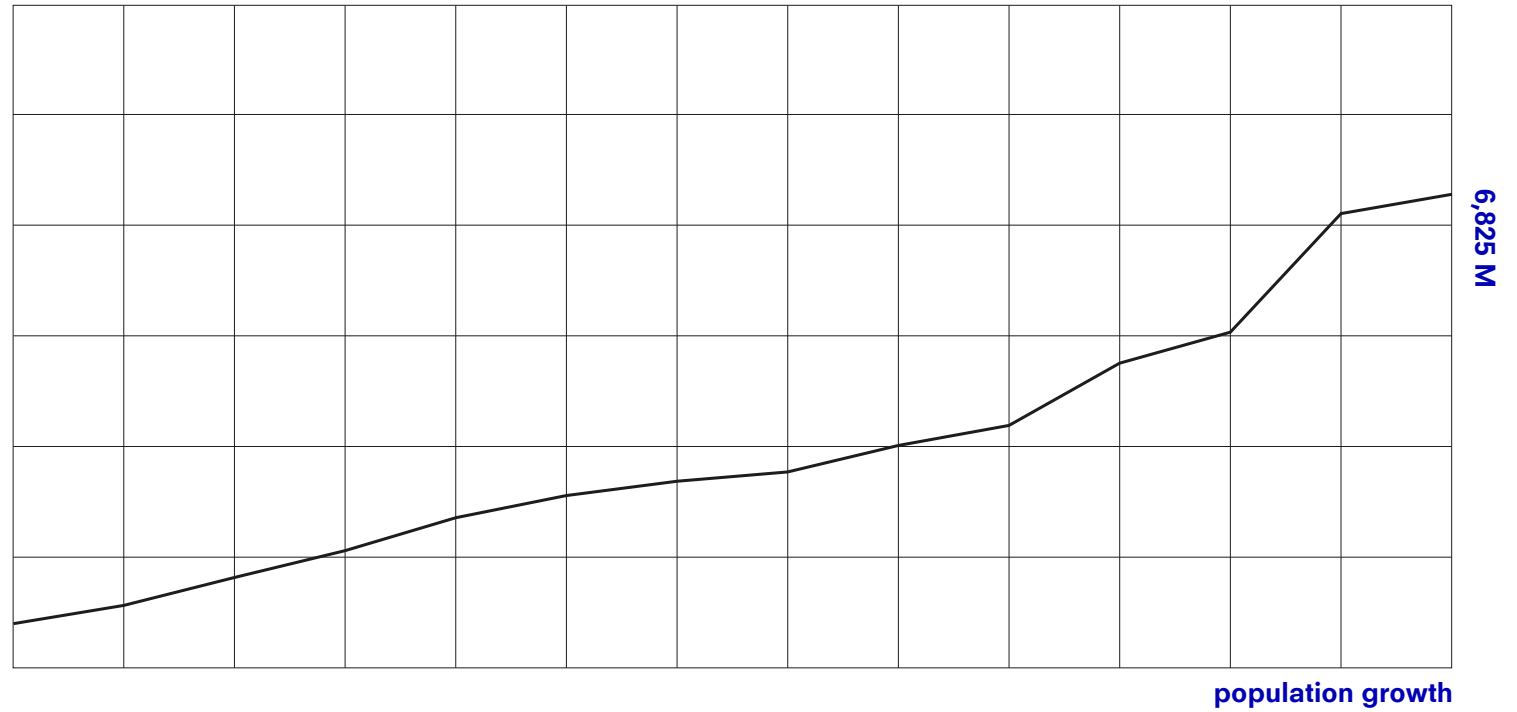
01 introduction

# WASTE CRISIS 2015



# 01 introduction

## TRIGGER





# 01 introduction

## TRIGGER



01 introduction

# COLLAPSE JULY 2015





# COLLAPSE JULY 2015

## Lebanon rubbish crisis: Cabinet agrees to resume waste disposal

9 September 2015



## To Make Sense of Lebanon's Protests, Follow the Garbage

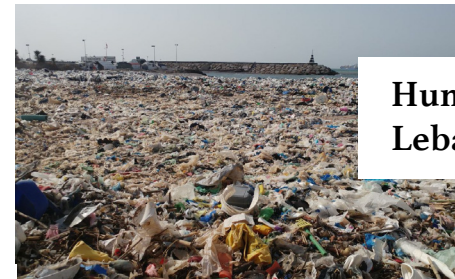
The country's perpetual refuse crisis is just one example of the government corruption and dysfunction that have brought protesters into the streets.

Dec. 3, 2019



## This is the Lebanese Government's Solution to the Garbage Crisis

[Gino Raidy](#)



## Lebanon: Beirut faces 'rubbish health crisis'

17 August 2015



Human Rights Watch condemns Lebanon's inaction in garbage crisis

## See the 'River of Trash' That's Taken Over Beirut's Suburbs



Lebanese government responds to mounting trash crisis by 'dumping it all in the sea'



Lebanon's waste crisis 'a threat to public health'

## Garbage governance: Poor waste management causes environmental crises

Trash is a big problem at the moment for Lebanon - and for governments all over the world. It can lead to major environmental problems. But there are solutions - if the authorities are ready to take them on.



# 'YOU STINK' CAMPAIGN





# INACTIVE GOVERNMENT



# TRASH TO TR(E)AS(H)URE





# RECYCLING AS MARKETING

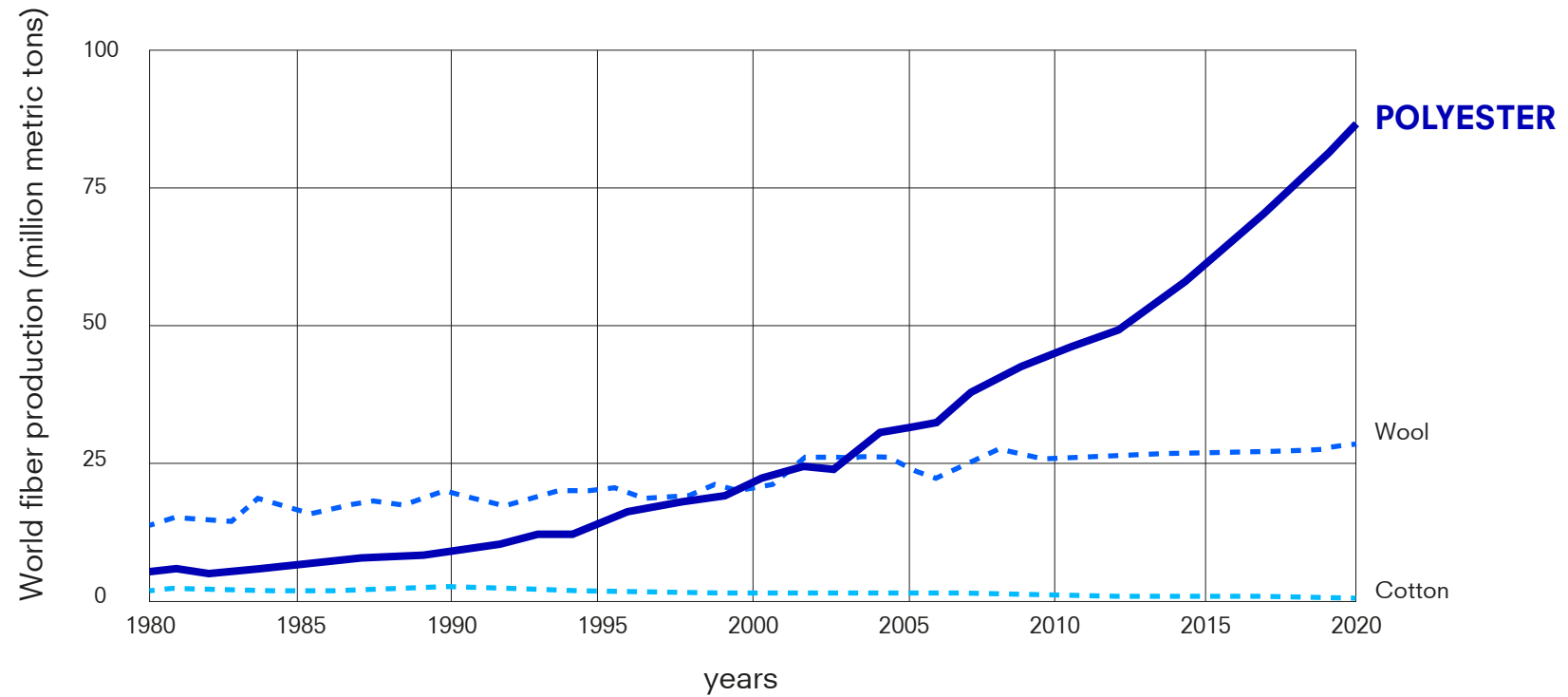


# RECYCLING AS MARKETING





# WORLD FIBER PRODUCTION



# RECYCLED PLASTIC FIBERS



# INTERNATIONAL COMPETITION



**China**



**Lebanon**



01 introduction

# CULTURAL DECAY



# FROM PROBLEM TO OPPORTUNITY



## WASTE CRISIS

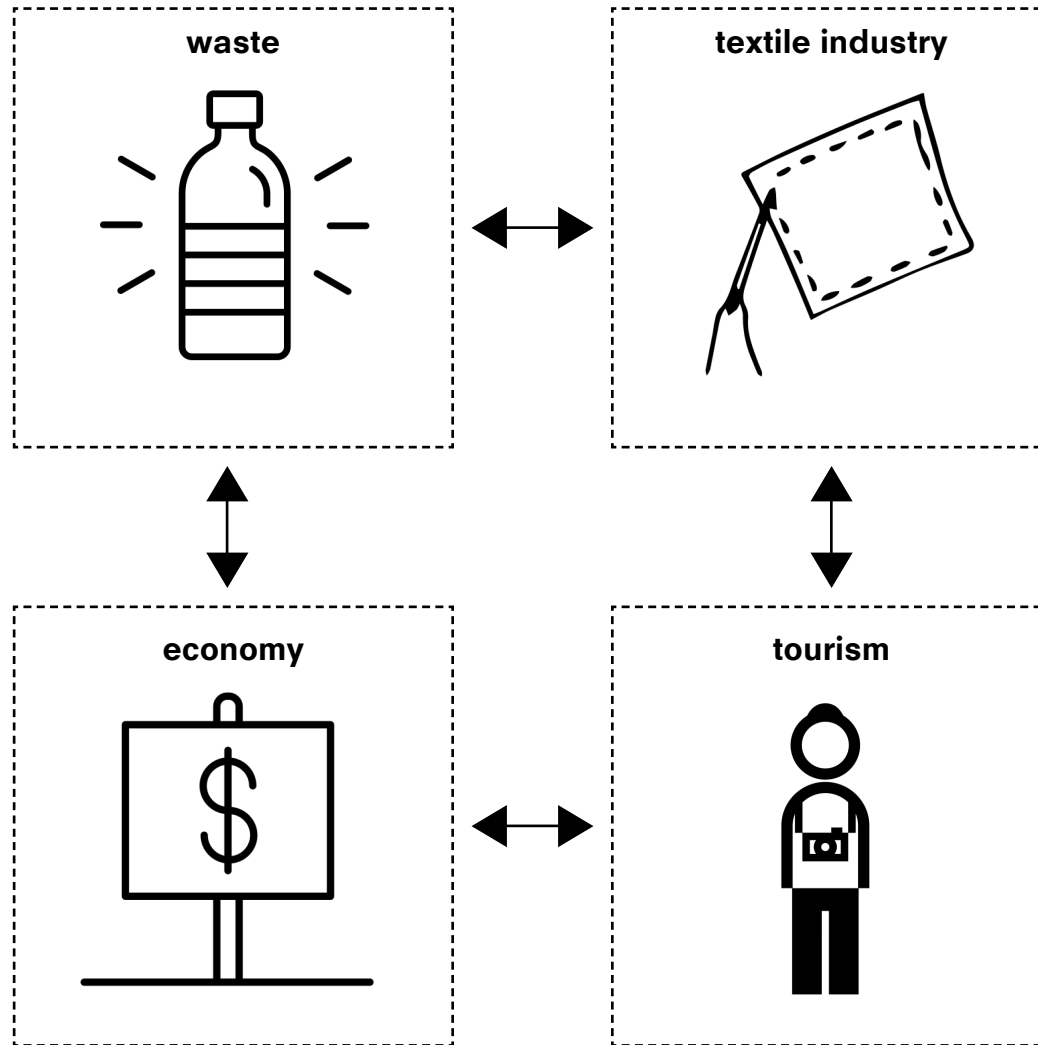
environmental

## TEXTILE INDUSTRY

socio-economic



# SYMBIOTIC BENEFITS





# RESEARCH QUESTION

How can an architectural intervention encourage the perception of waste as a resource instead of a burden through the activation of Lebanon's textile heritage?

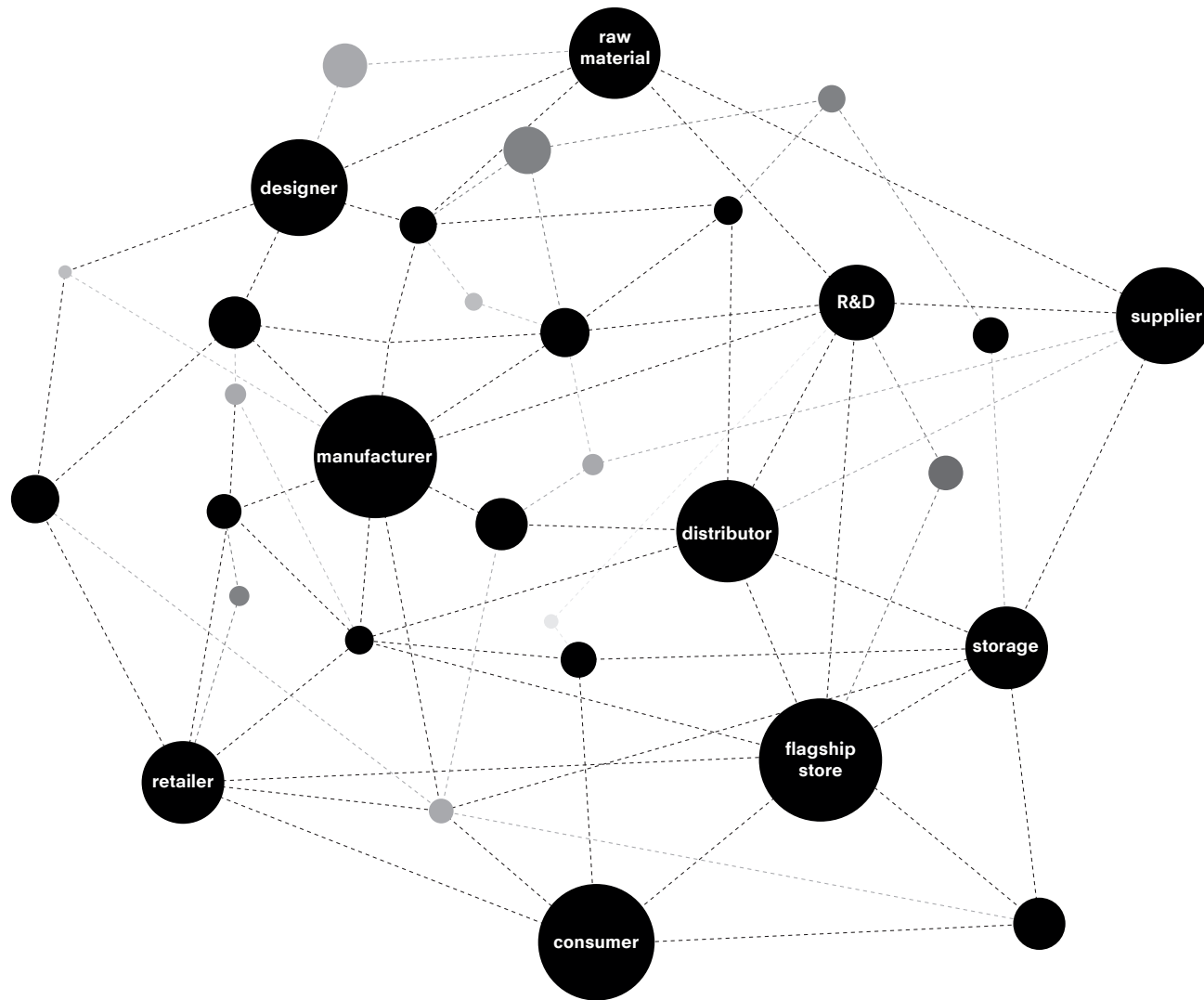


# RESEARCH QUESTION

How can an **architectural intervention** encourage the perception of waste as a resource instead of a burden through the activation of Lebanon's textile heritage?

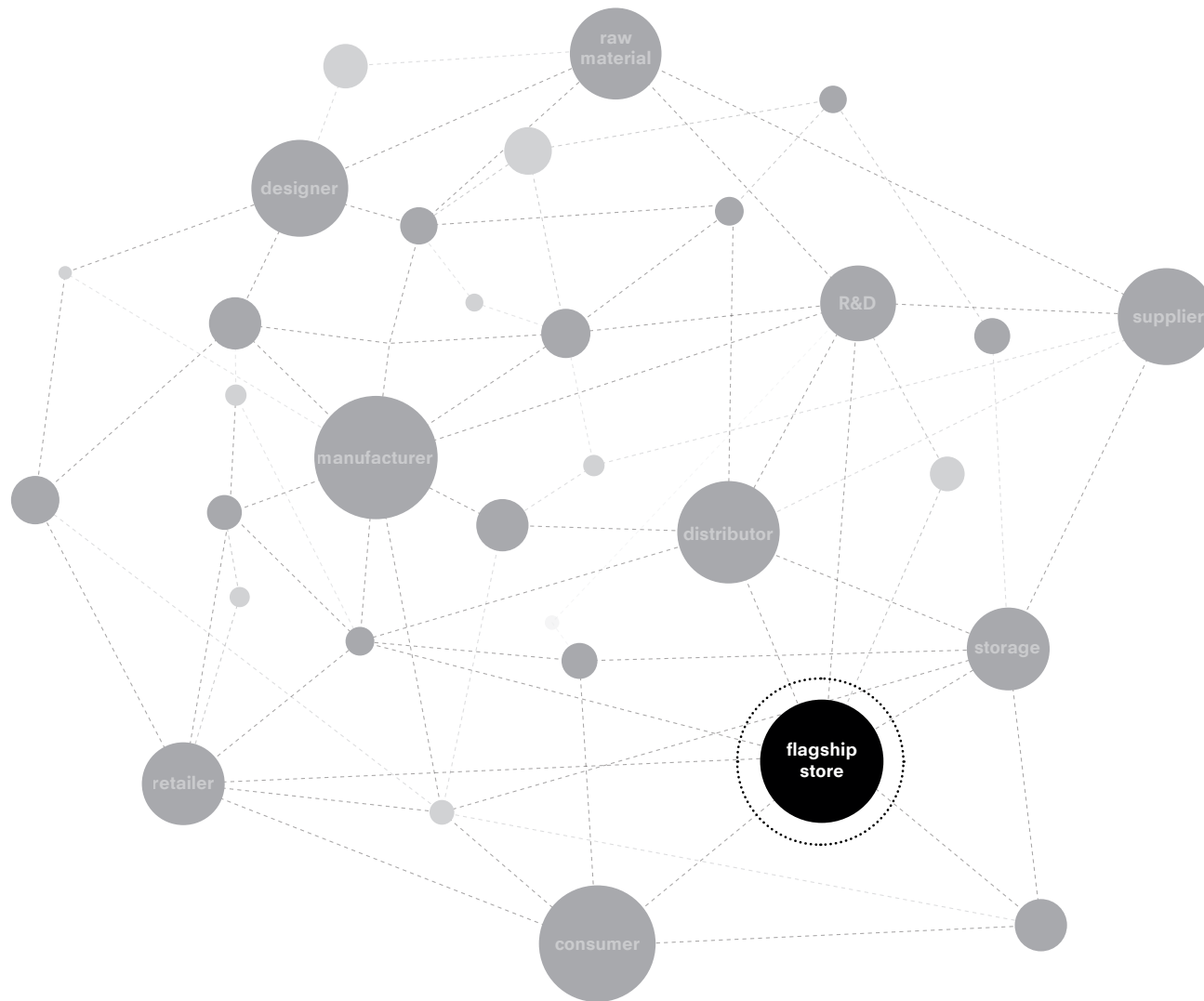


# FRAGMENTED PRODUCTION NETWORK





# FRAGMENTED PRODUCTION NETWORK



# SIGNIFICANCE FOR BEIRUT

**HOPE**



# SIGNIFICANCE FOR BEIRUT

**HOPE**

**INSPIRATION**





# SIGNIFICANCE FOR BEIRUT

**HOPE**

**INSPIRATION**

**NEW  
NODE**



01 INTRODUCTION

**02 SITE**

03 AMBITIONS

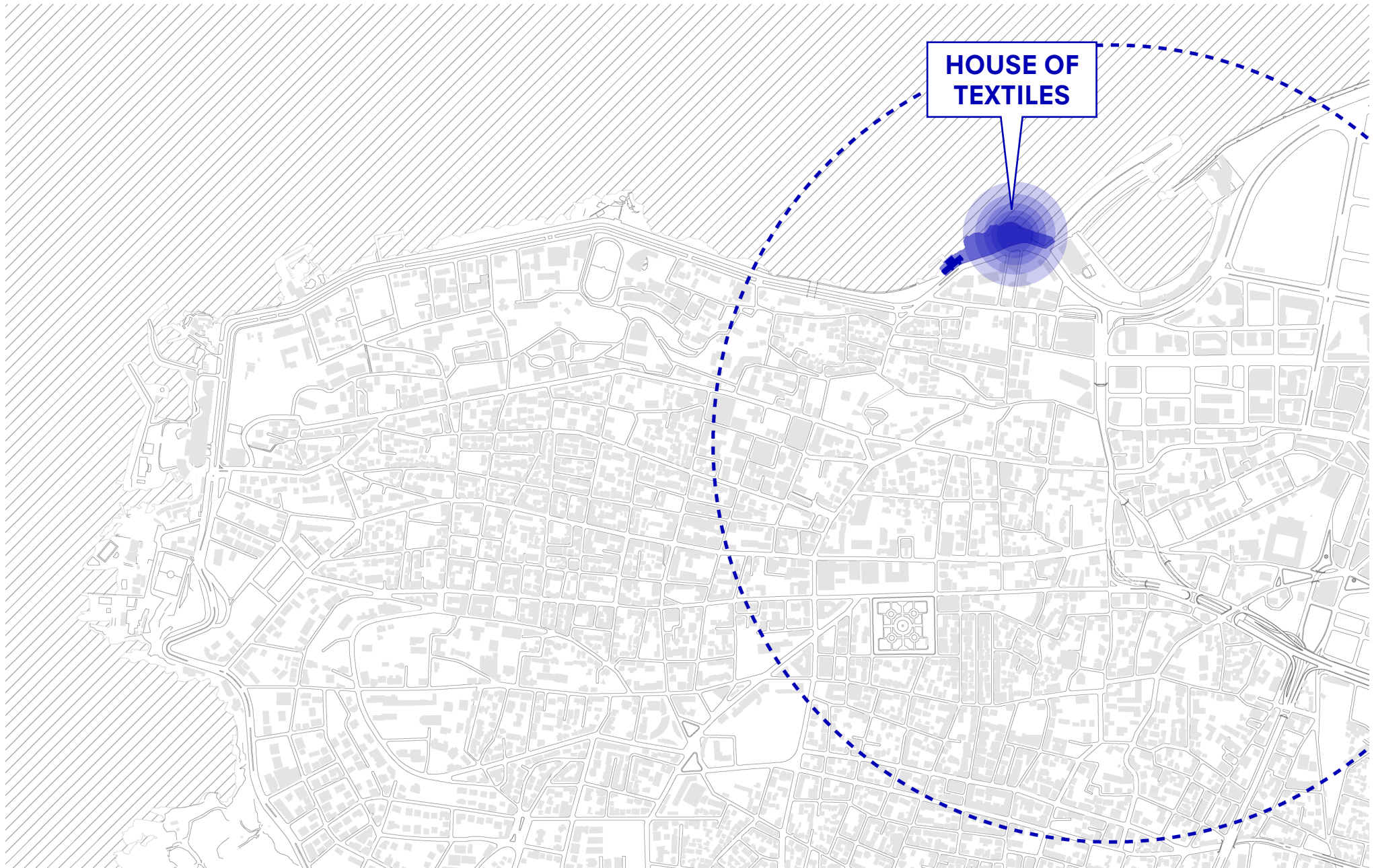
04 DESIGN CONCEPT

05 CONCLUSION





# SITE LOCATION





# HOPE IN HISTORICAL CONTINUITY.



# HOPE IN HISTORICAL CONTINUITY.



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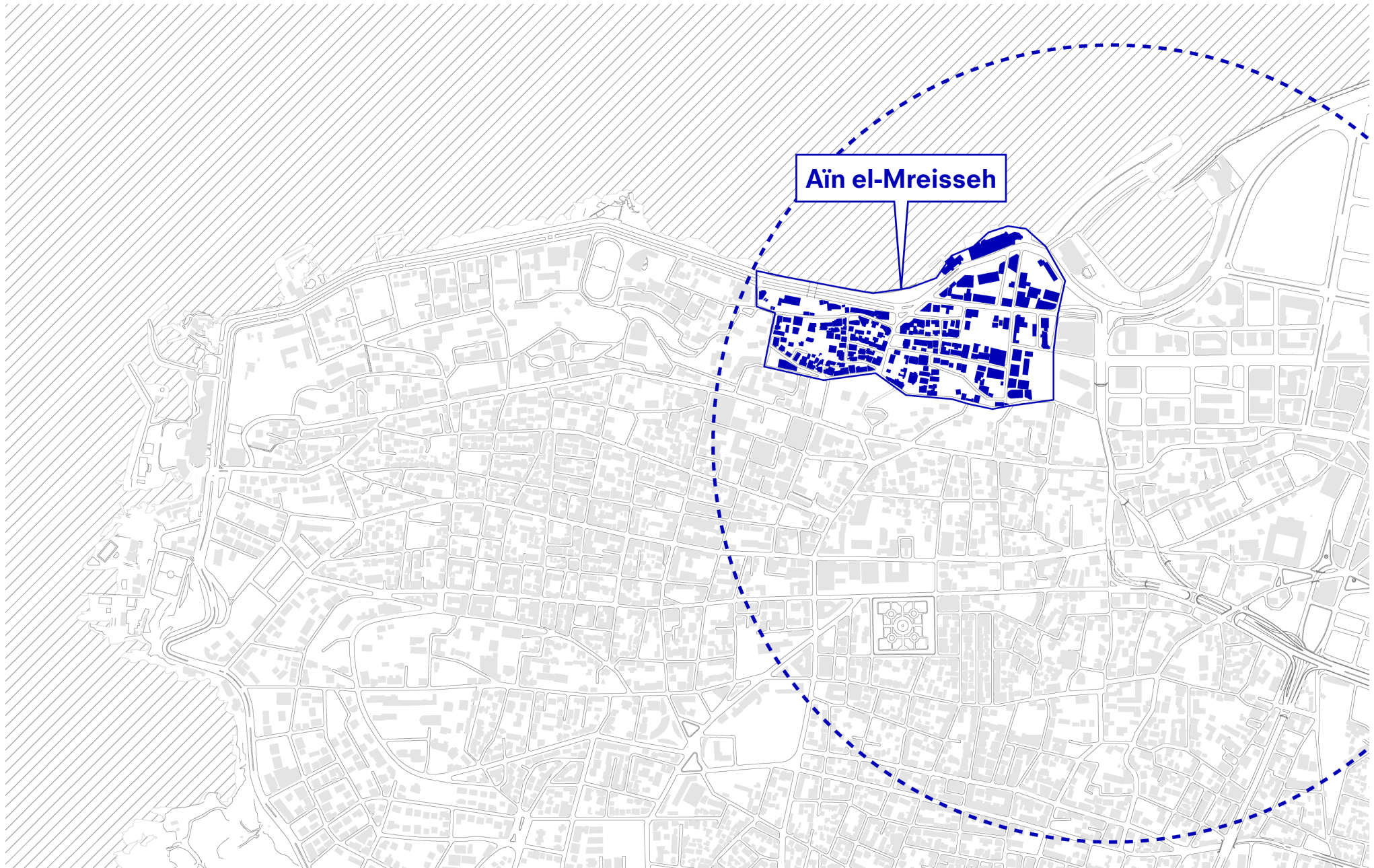
REDISCOVERY  
OF BEIRUT'S  
WATERFRONT

REACTIVATION  
OF LEBANON'S  
TEXTILE INDUSTRY





# AÏN EL-MREISSEH



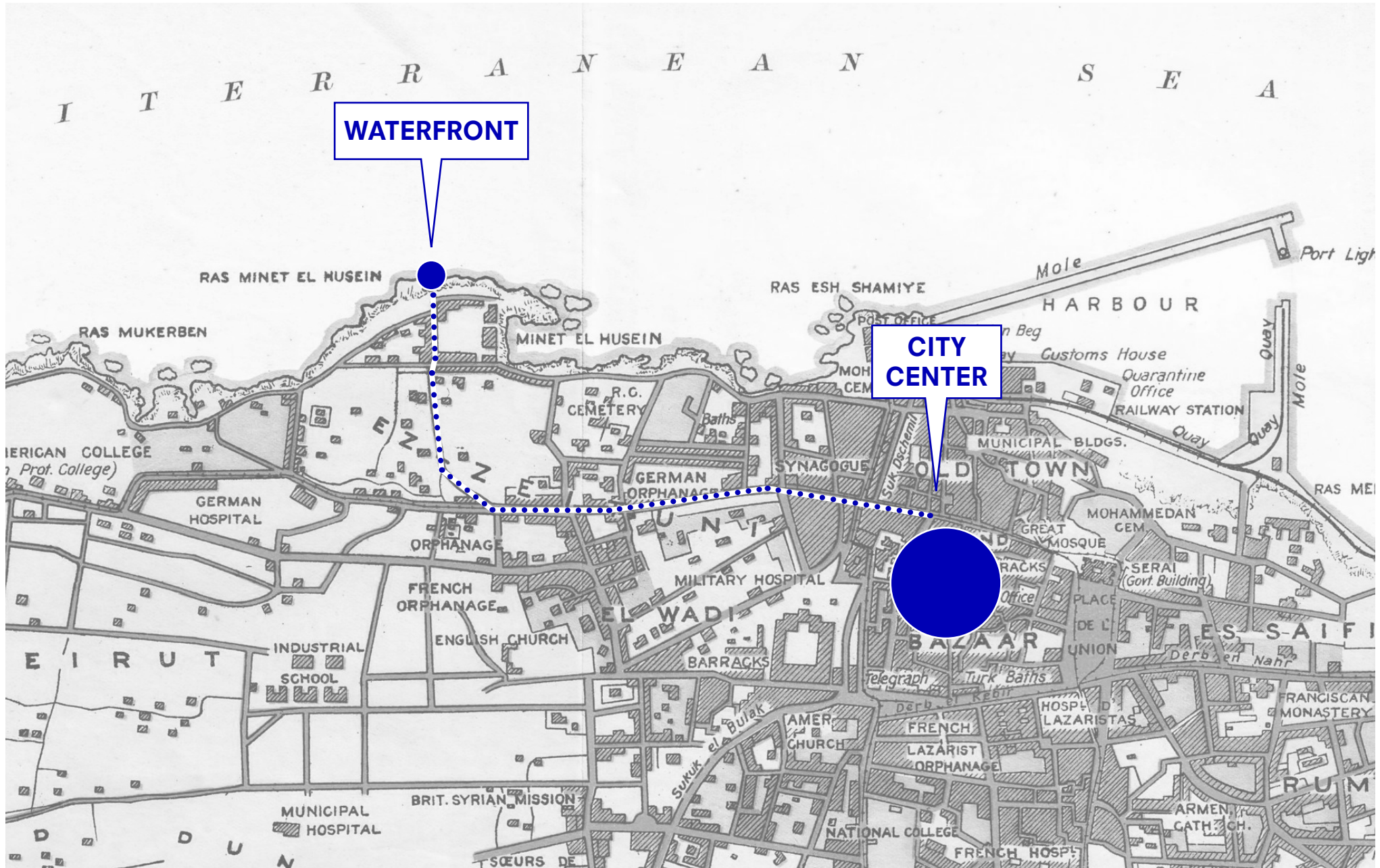
02 site

# AÏN EL-MREISSEH



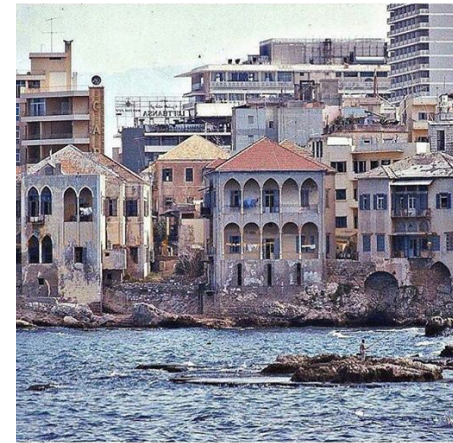
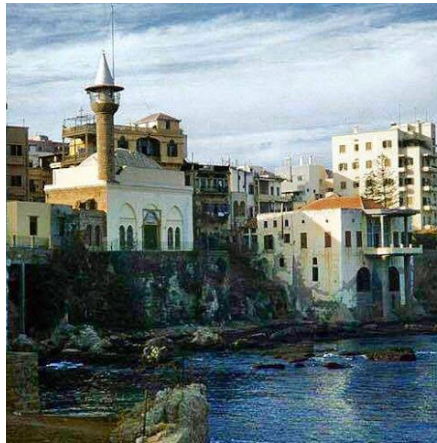


# HISTORICAL CONNECTION





# AÏN = SPRING; SOURCE OF WATER

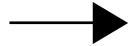


02 site

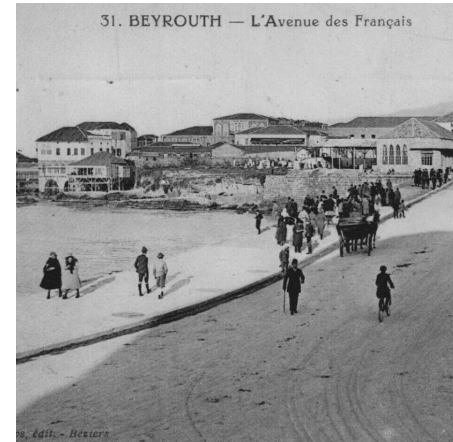
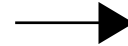
# TRANSITIONS



**NATURAL**



**FUNCTIONAL**



**ARTIFICIAL**

# PHYSICAL TRANSFORMATIONS

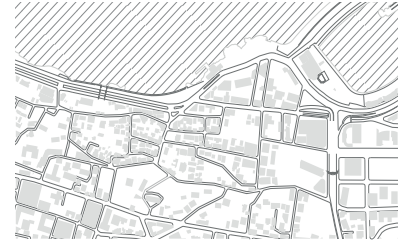
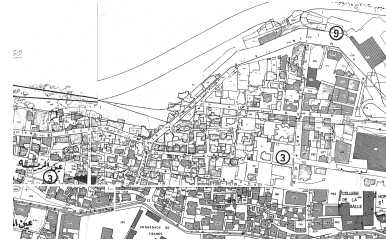
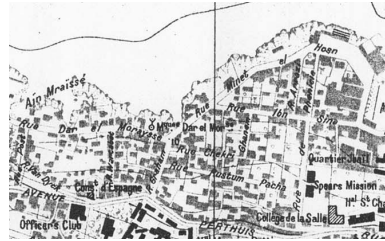
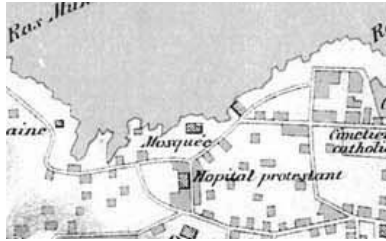
1876

1915

1945

1963

2021





# PHYSICAL TRANSFORMATIONS

1974



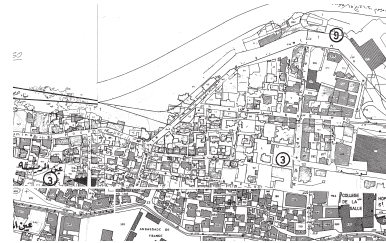
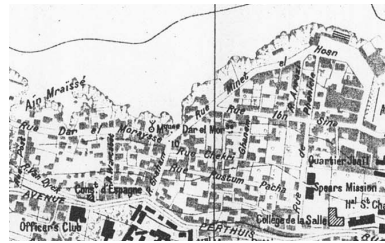
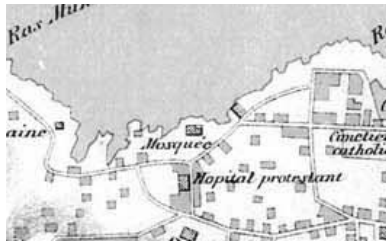
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1915

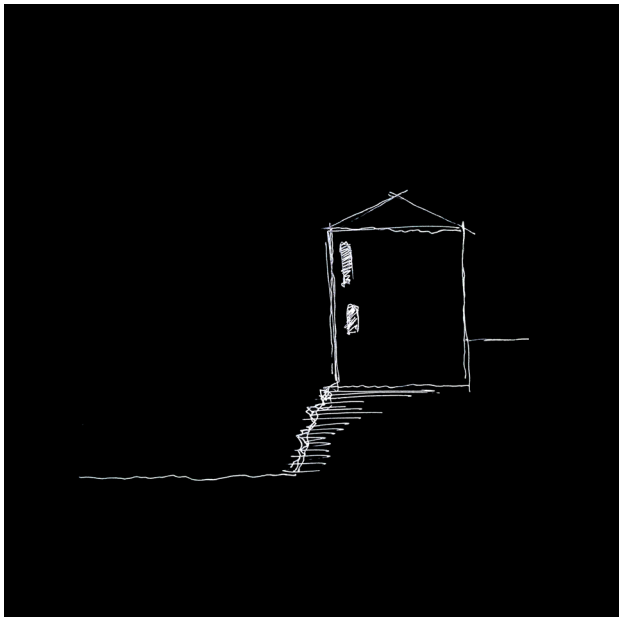
1945

1963

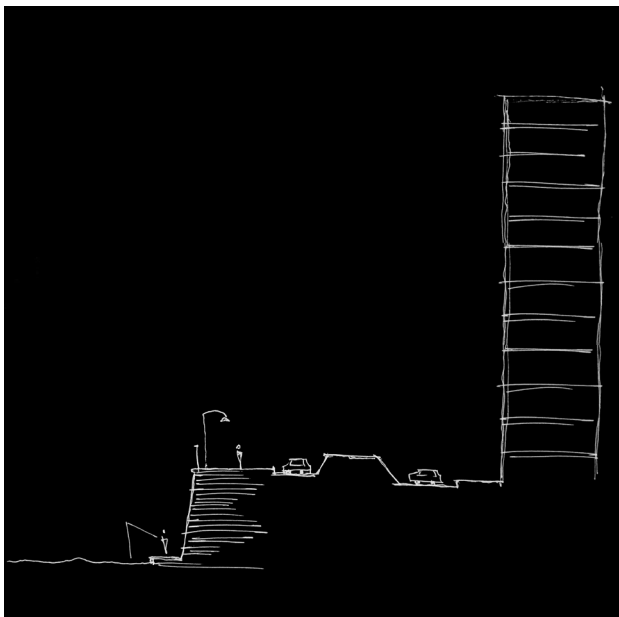
2021



# TRANSFORMED SECTIONS



~1950



~2020

# INFRASTRUCTURAL BARRIER



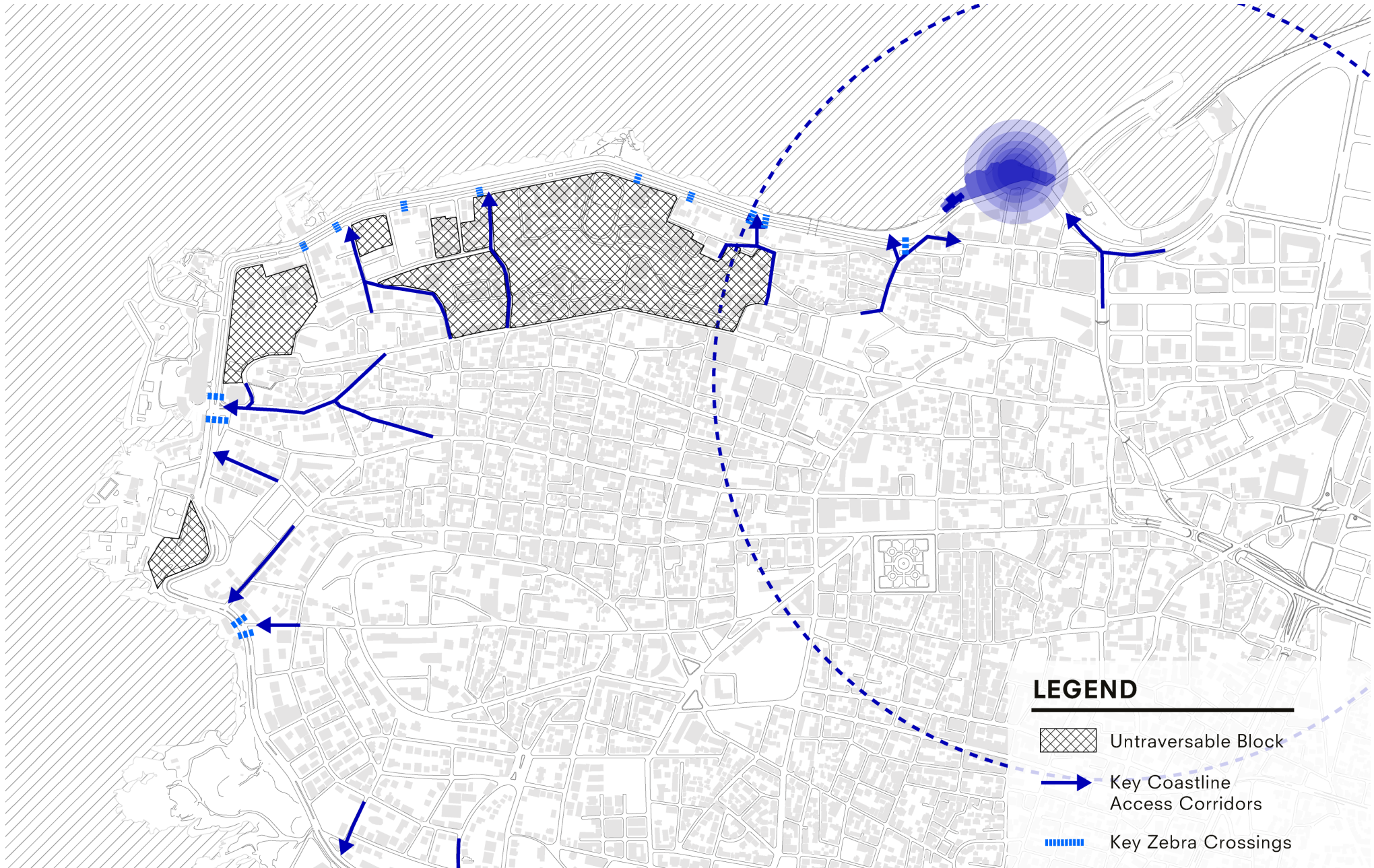


02 site

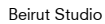
# INFRASTRUCTURAL BARRIER



# URBAN IMPERMEABILITY









# VISUAL OBSTRUCTIONS



02 site

# VISUAL OBSTRUCTIONS



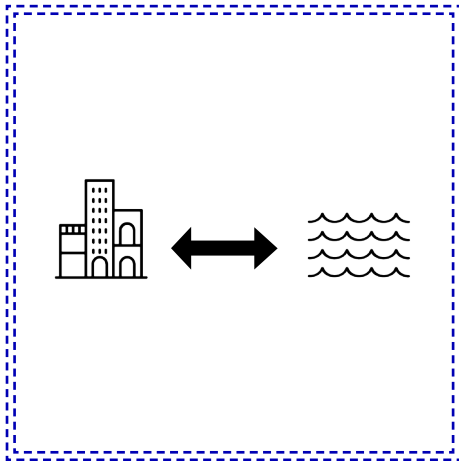


# VISUAL OBSTRUCTIONS

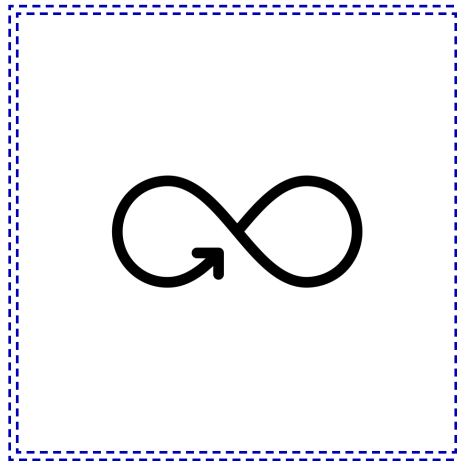




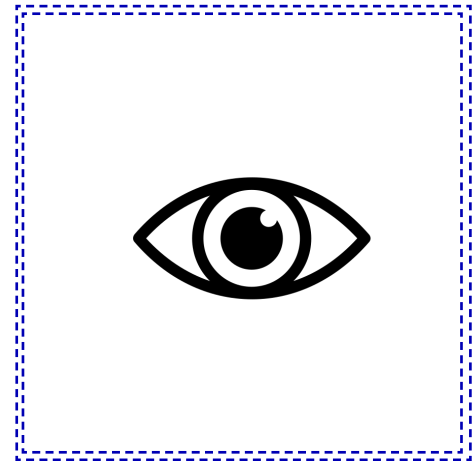
# SITE AMBITIONS



**PERMEABILITY**

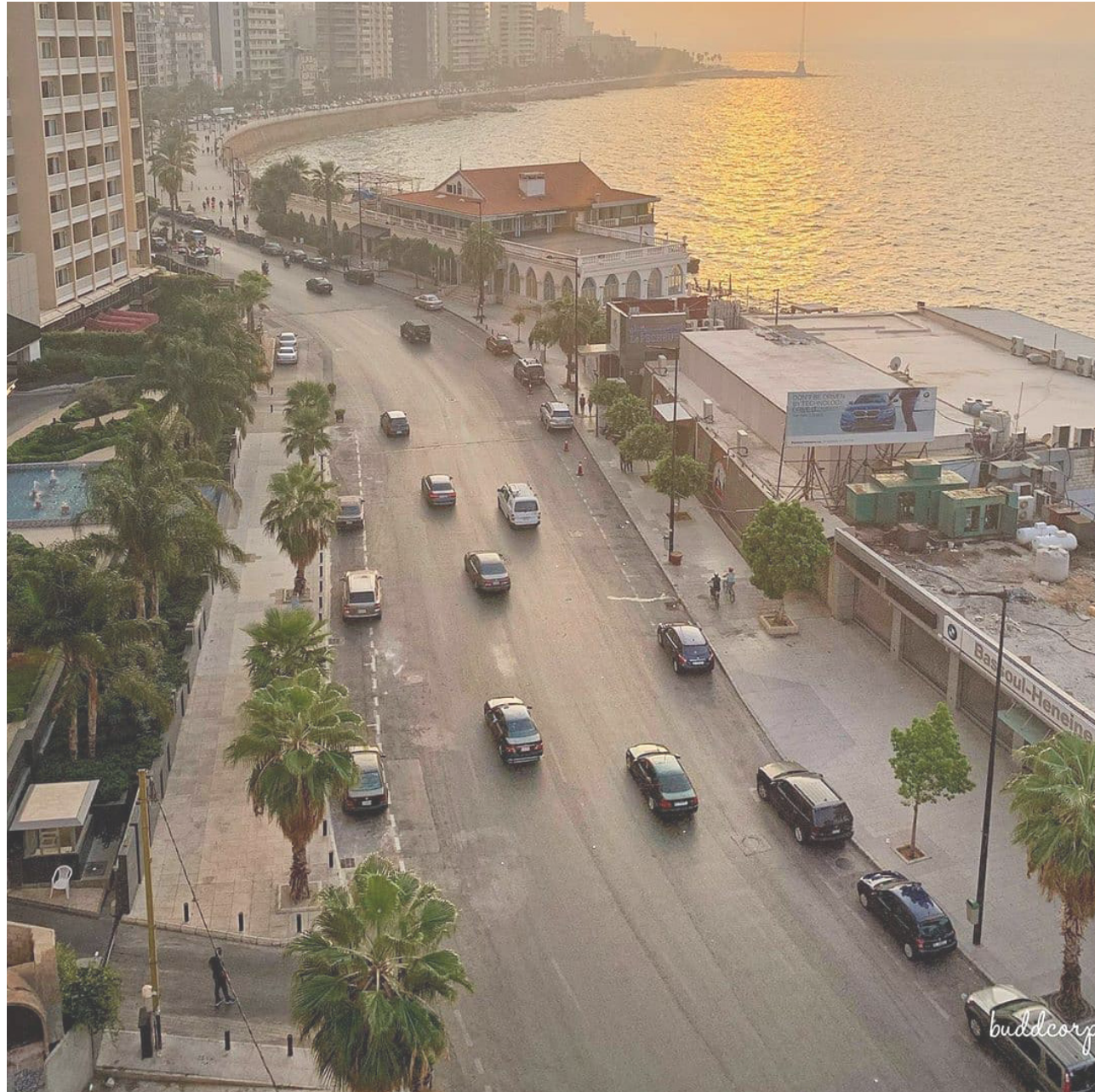


**CONTINUITY**

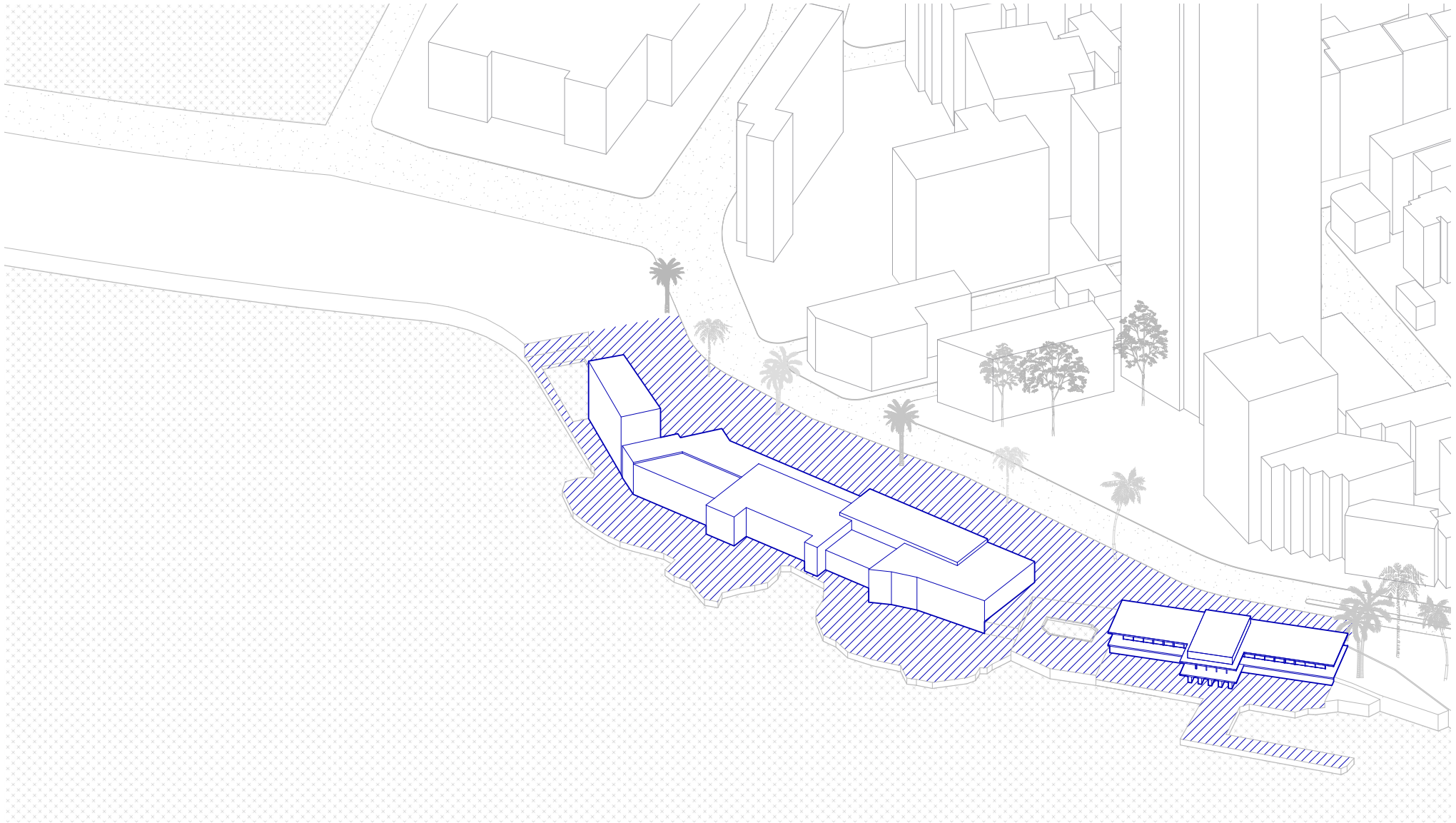


**VISIBILITY**

# SITE SITUATION TODAY

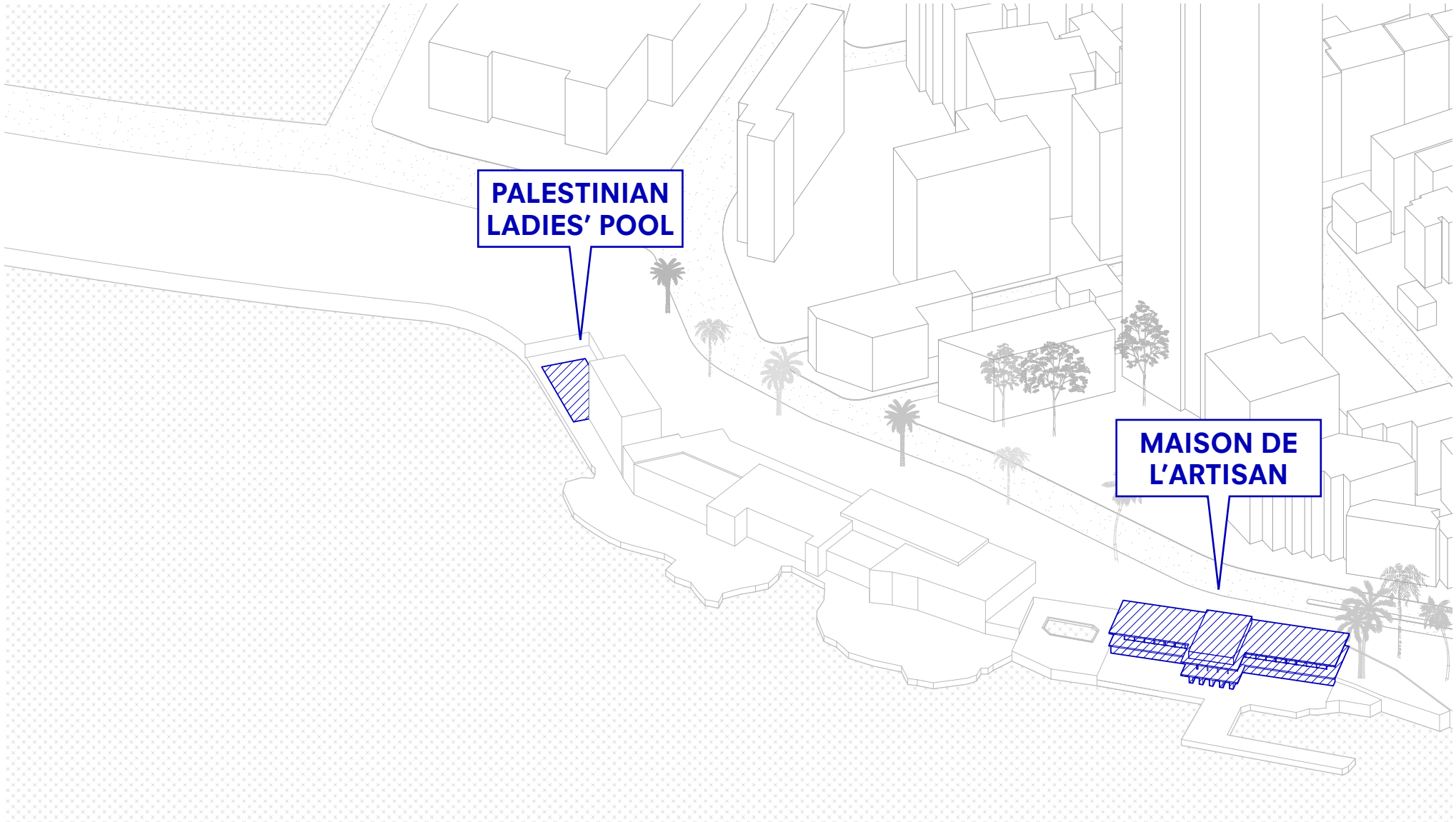


# SITE SITUATION TODAY

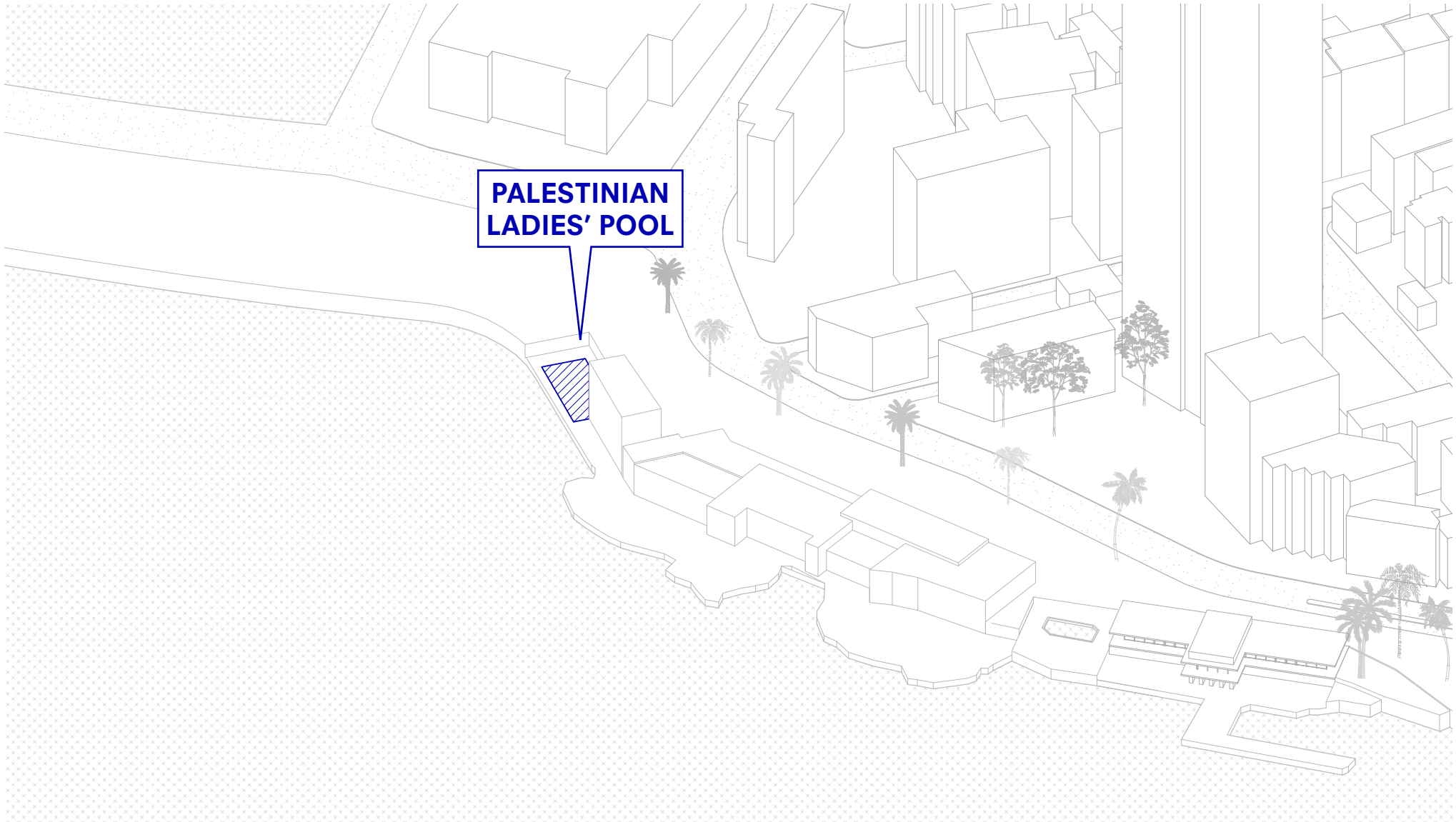




# HISTORICAL ELEMENTS



# HISTORICAL ELEMENTS





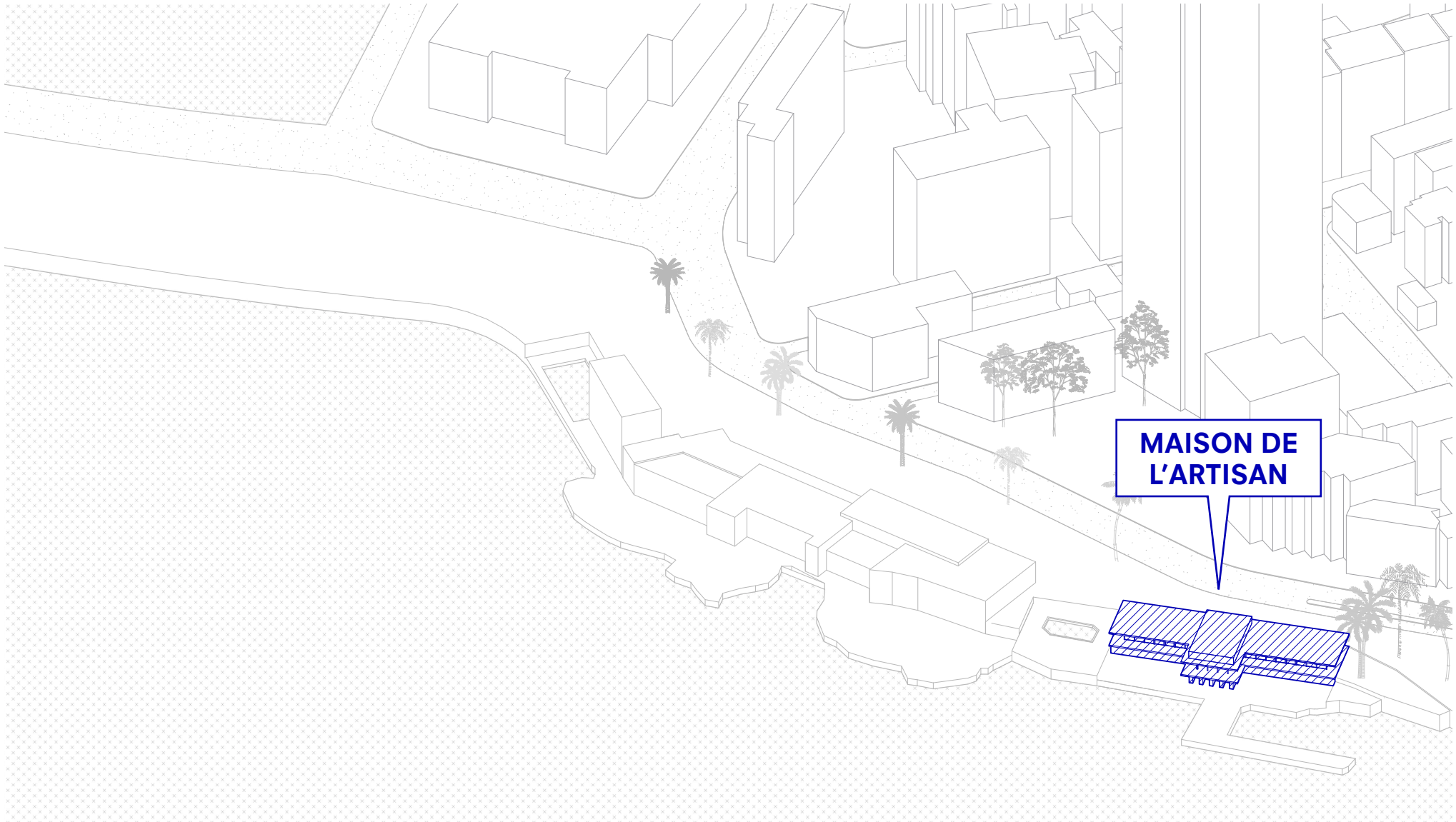
02 site

# PALESTINIAN LADIES' POOL

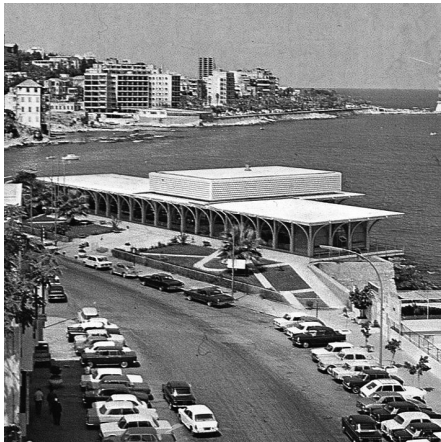




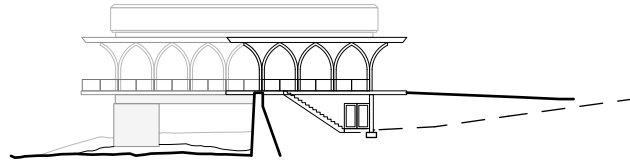
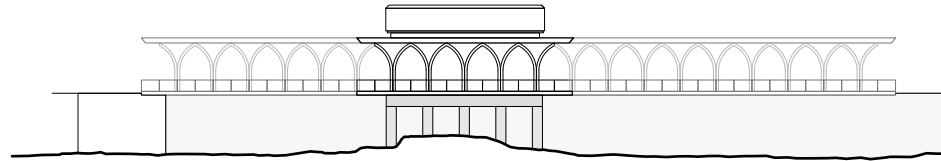
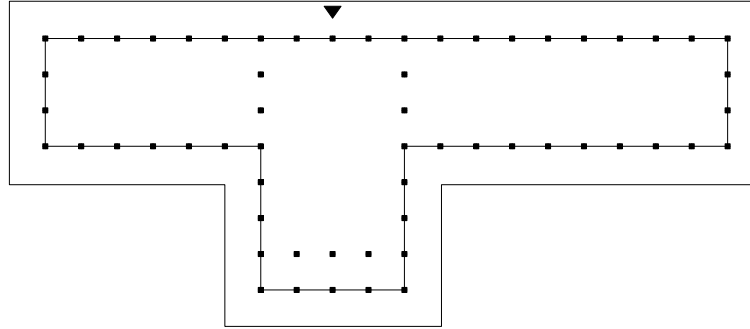
# HISTORICAL ELEMENTS



# LA MAISON DE L'ARTISAN 1963

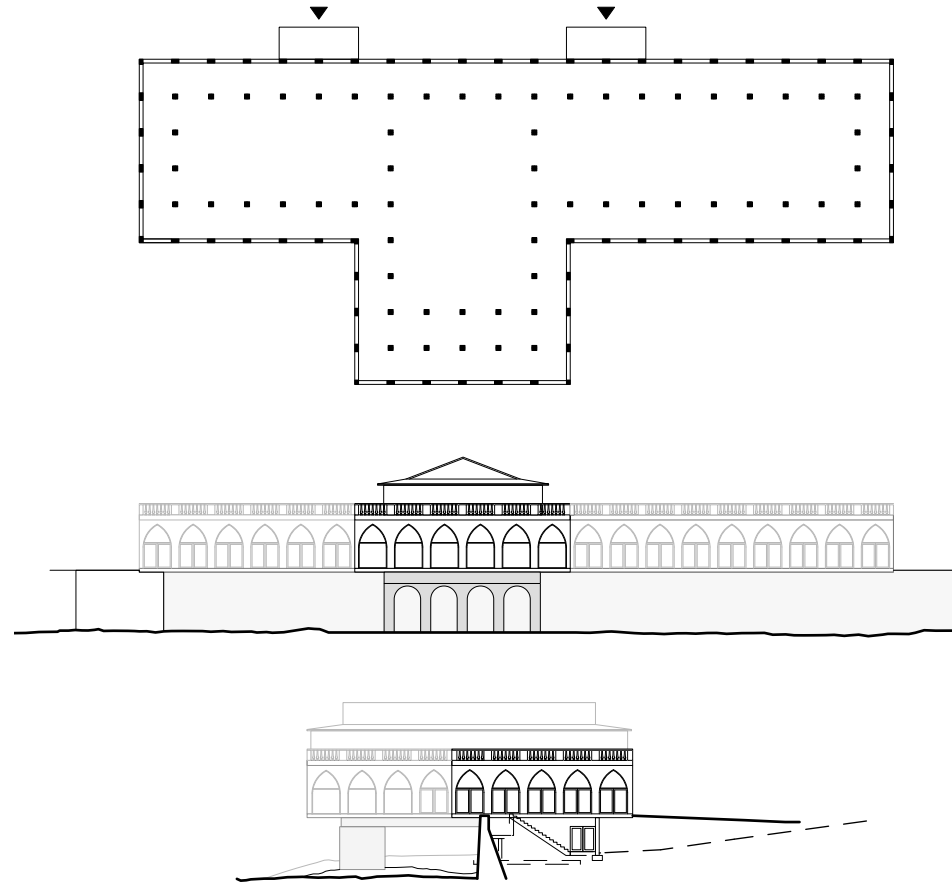


02 site  
**1963**





02 site  
**2021**

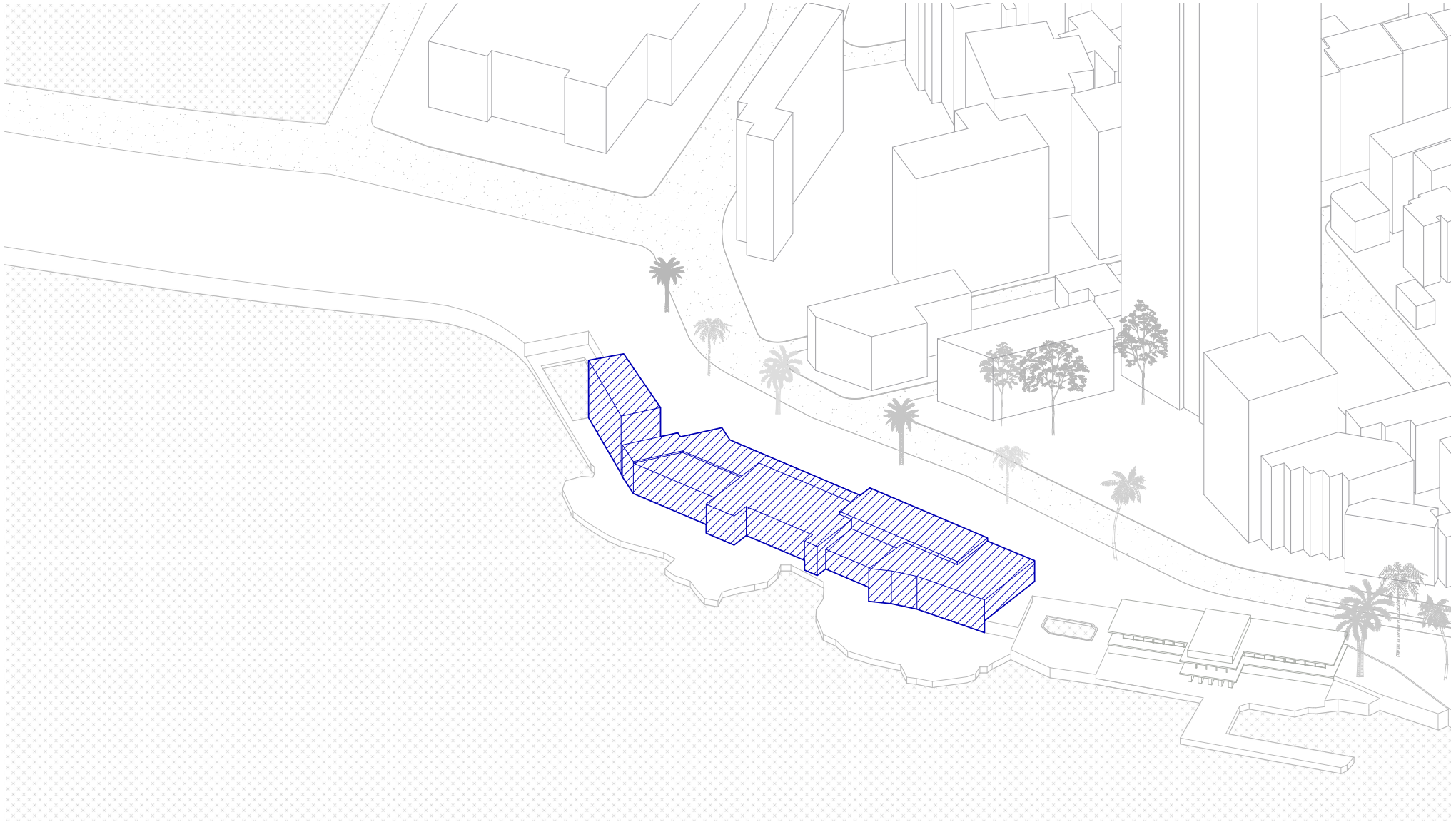


02 site  
**TODAY**



02 site

# URBAN NEIGHBOURS





# URBAN NEIGHBOURS



**LE PECHEUR**  
seafood restaurant



**AL SHAREK**  
argulieh & restaurant



**BMW SHOWROOM**



**KARAMNA**  
restaurant



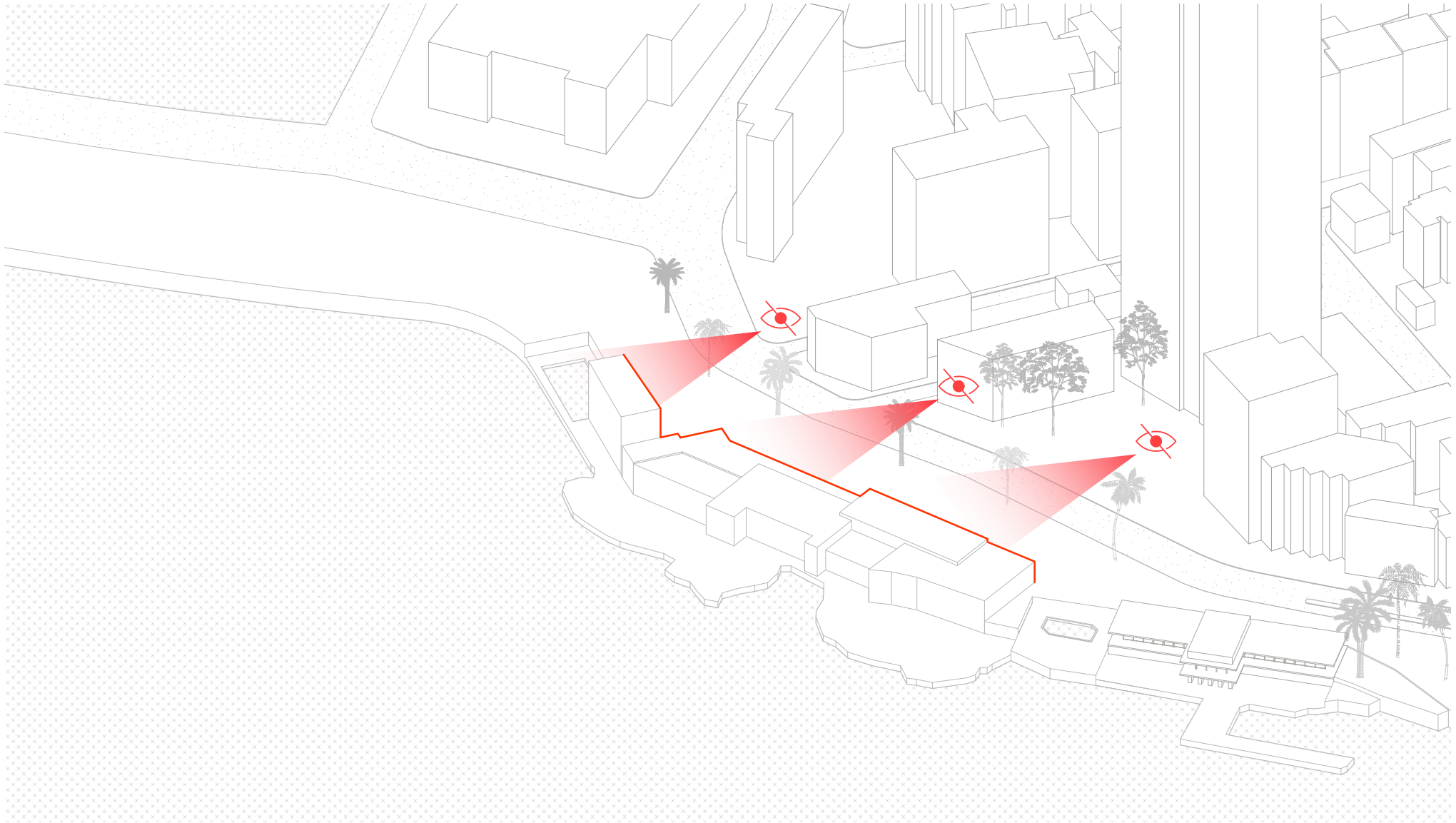
**ARTISANS  
DU LIBAN**



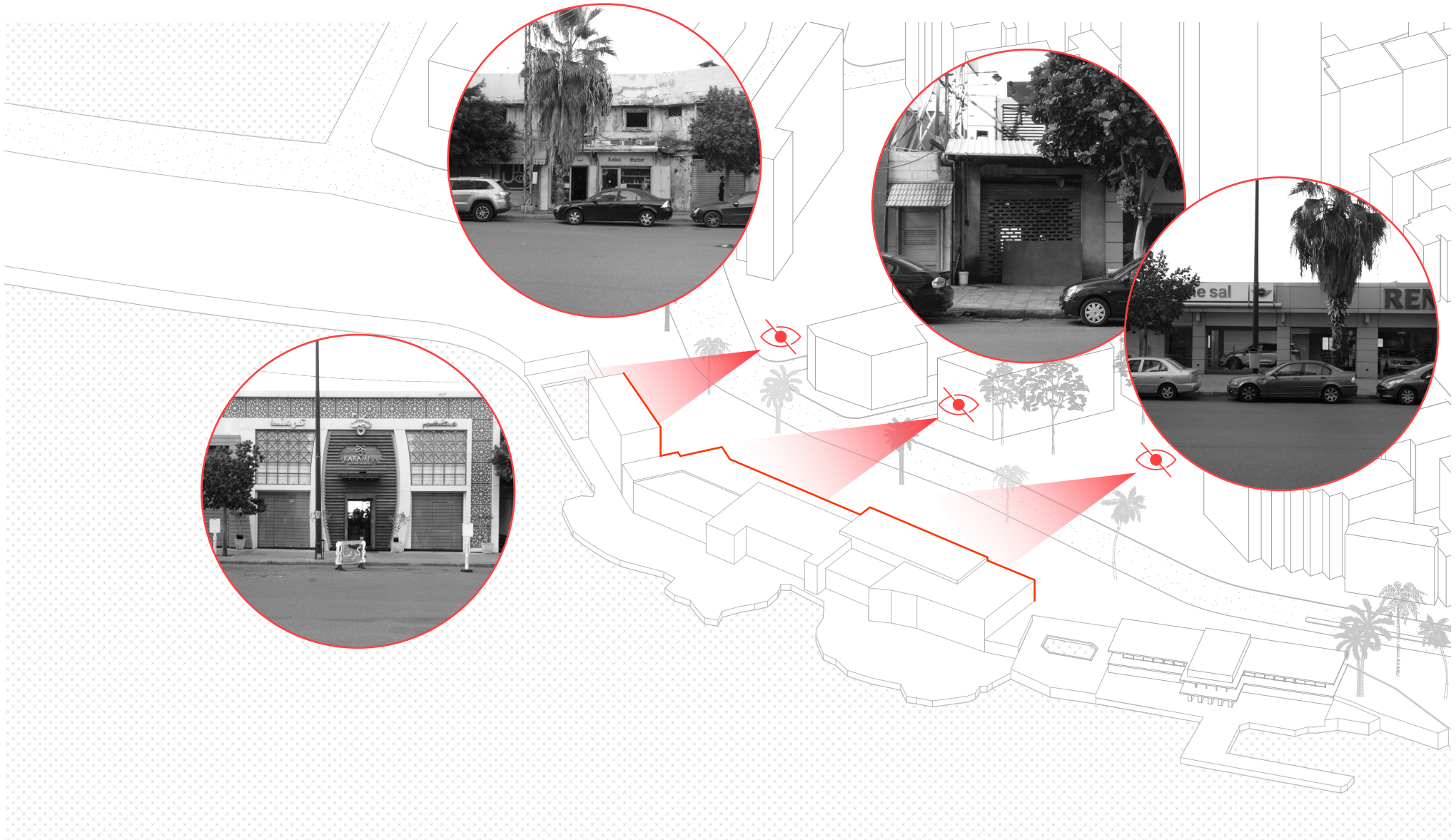
**LA PAILOTTTE**  
restaurant



# VISUAL OBSTRUCTION

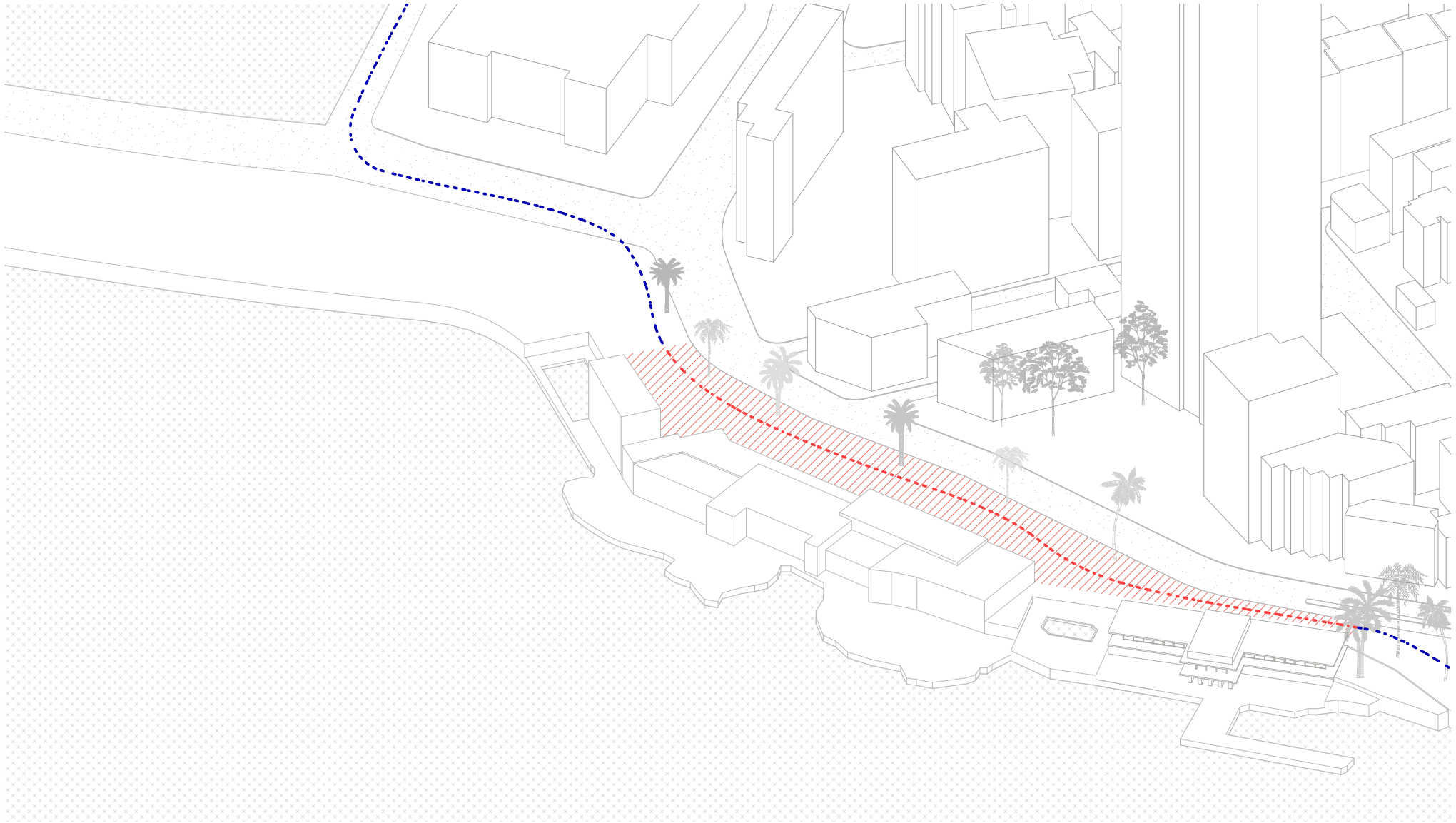


# VISUAL OBSTRUCTION





# HINDERING CONTINUITY



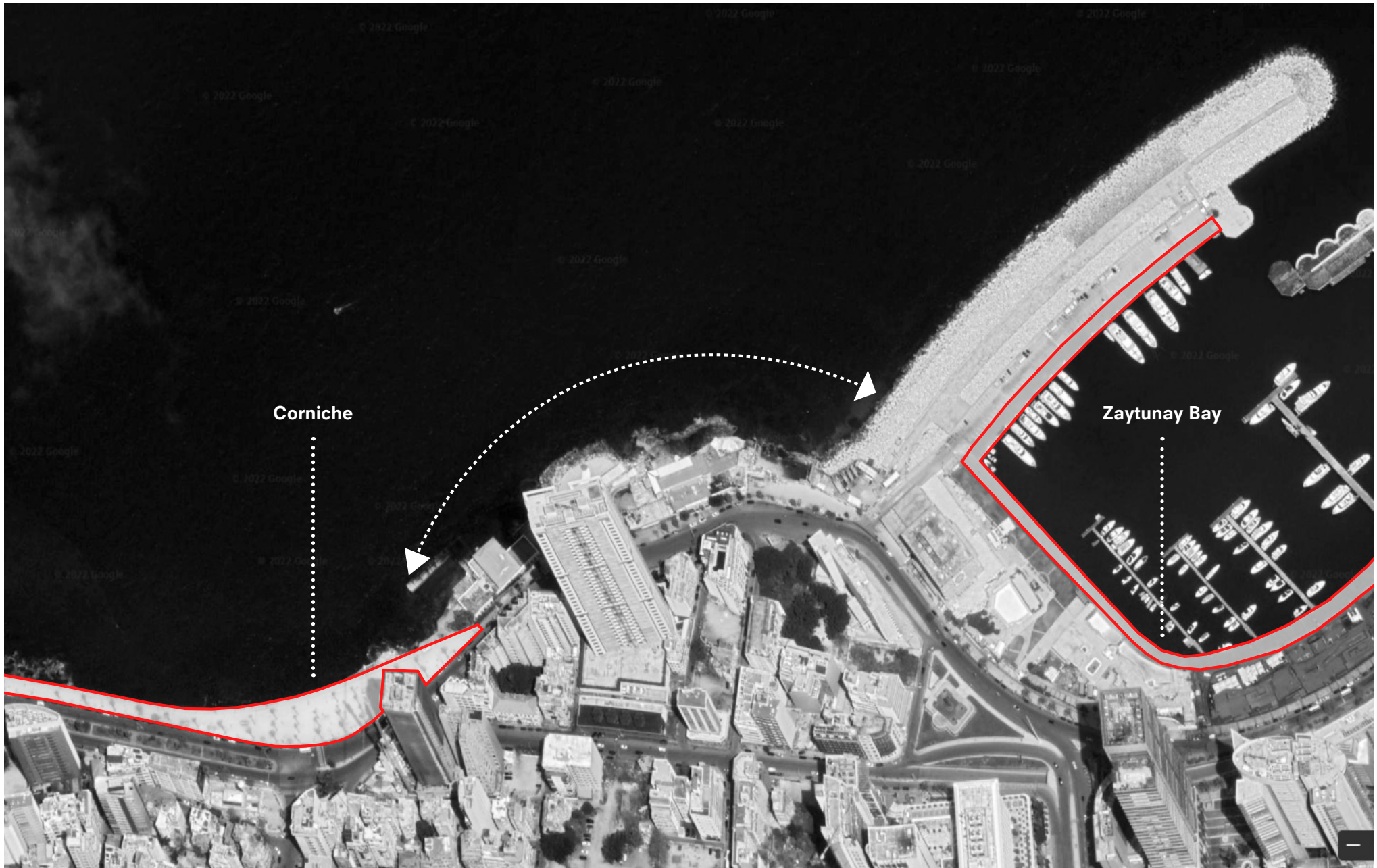


# HINDERING CONTINUITY



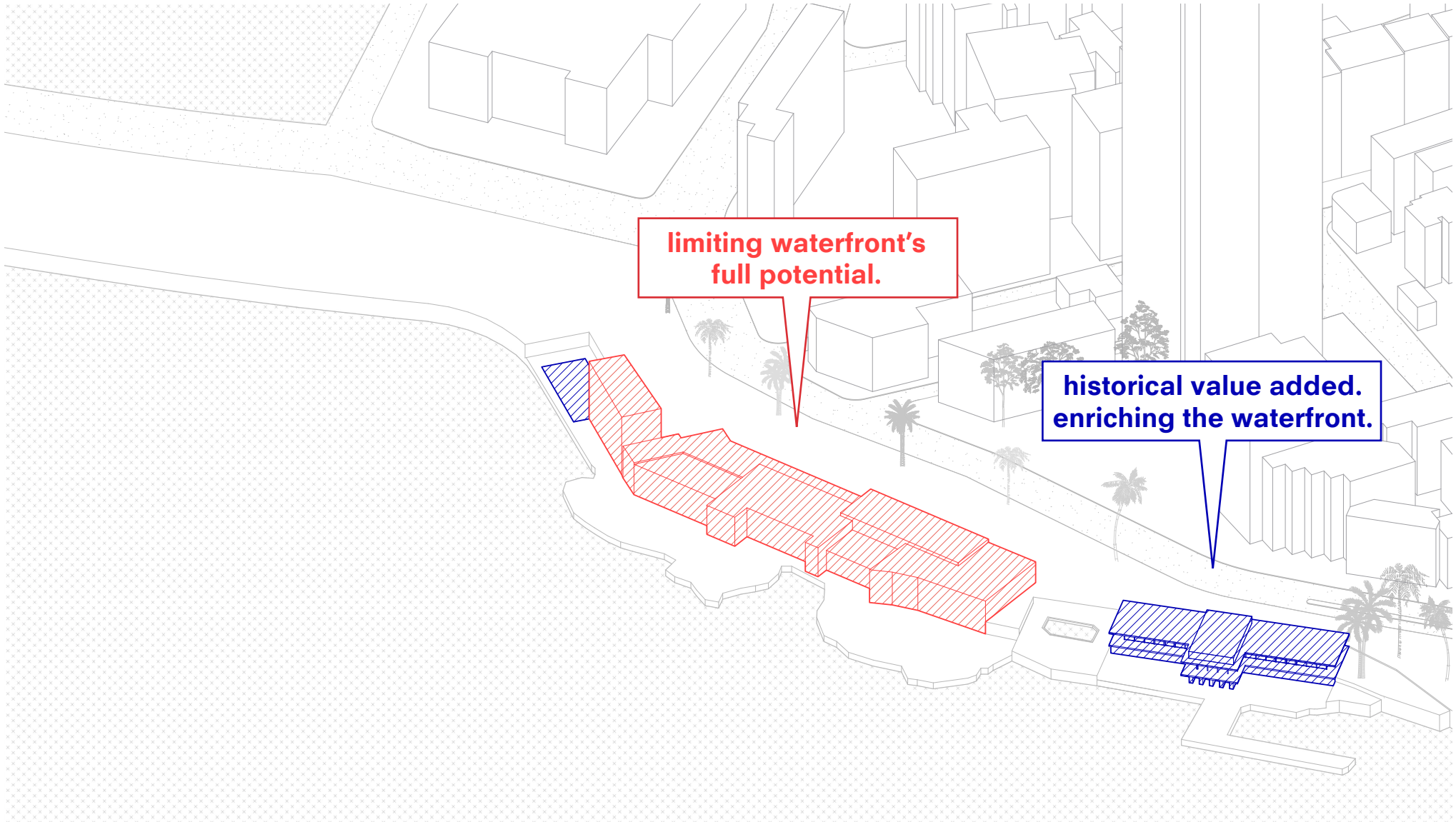


# PHYSICAL INTERRUPTION





# CONCLUSION



01 INTRODUCTION

02 SITE

**03 AMBITIONS**

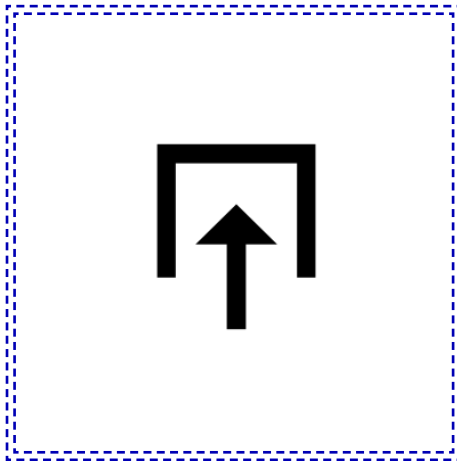
04 DESIGN CONCEPT

05 CONCLUSION



03 ambitions

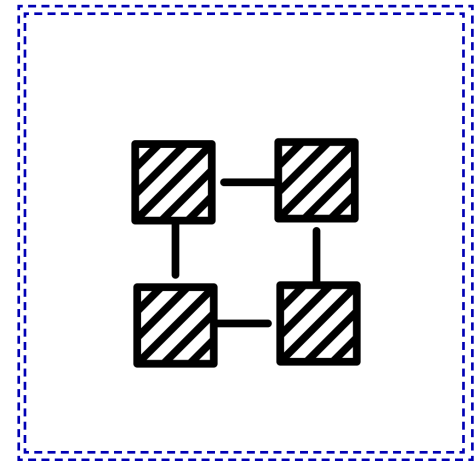
# DESIGN AMBITIONS



**ACCESSIBILITY**



**LANDMARK**

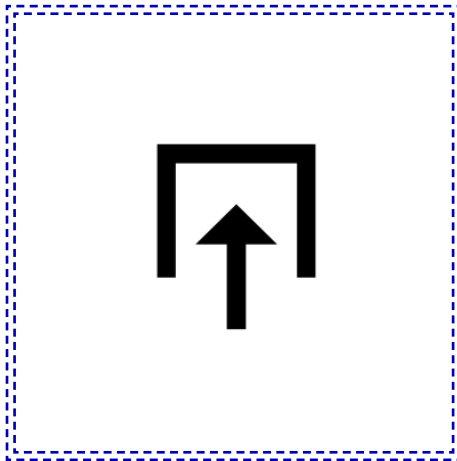


**CONNECTIVITY**



03 ambitions

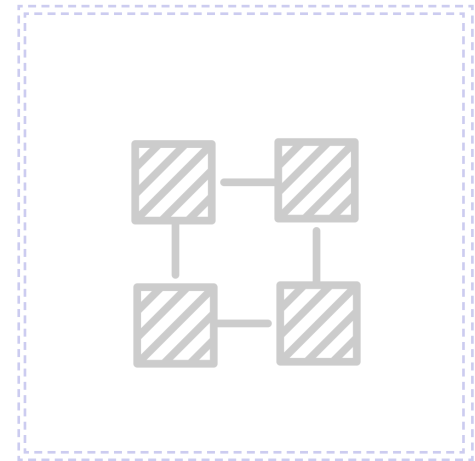
# DESIGN AMBITIONS



**ACCESSIBILITY**

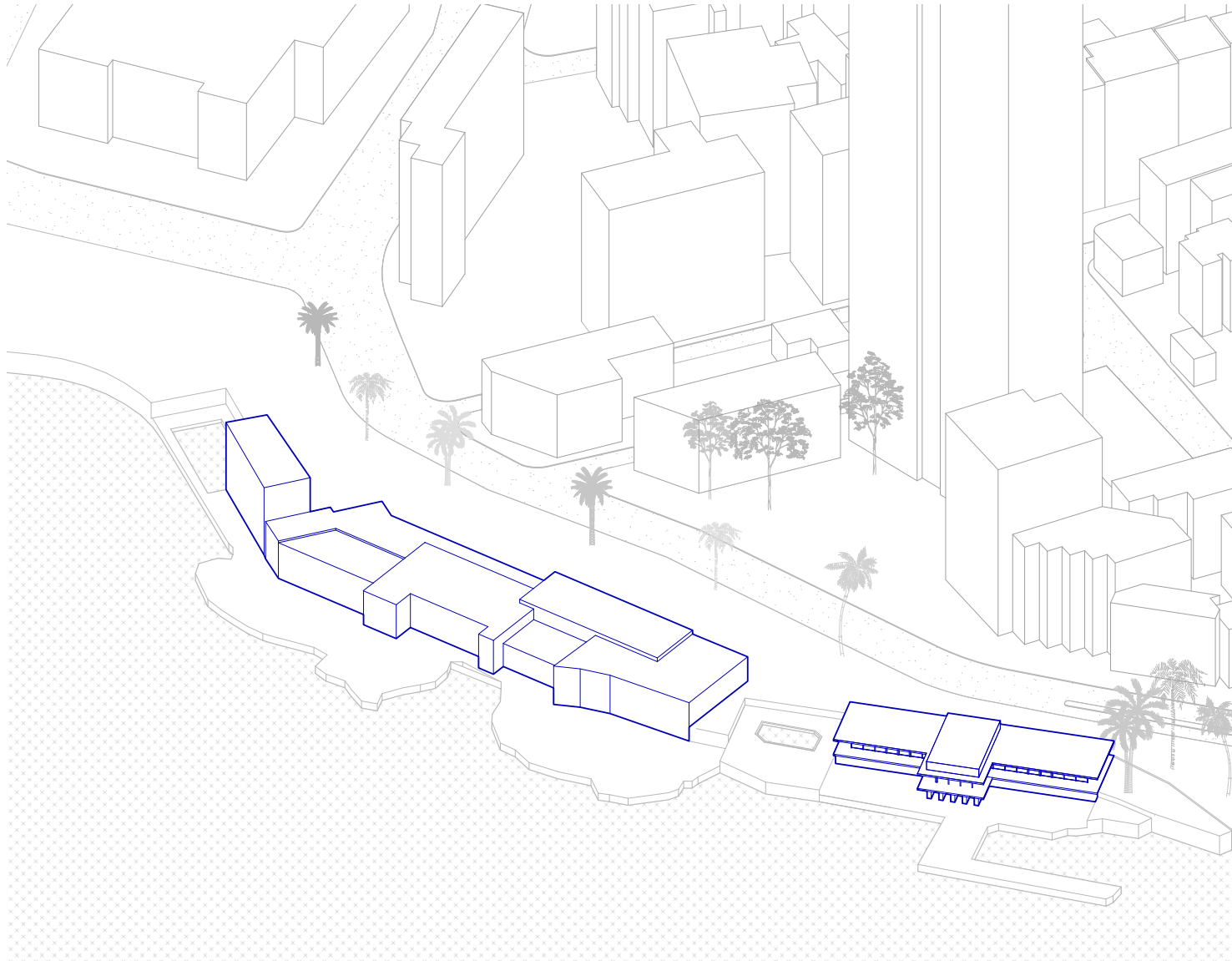


LANDMARK

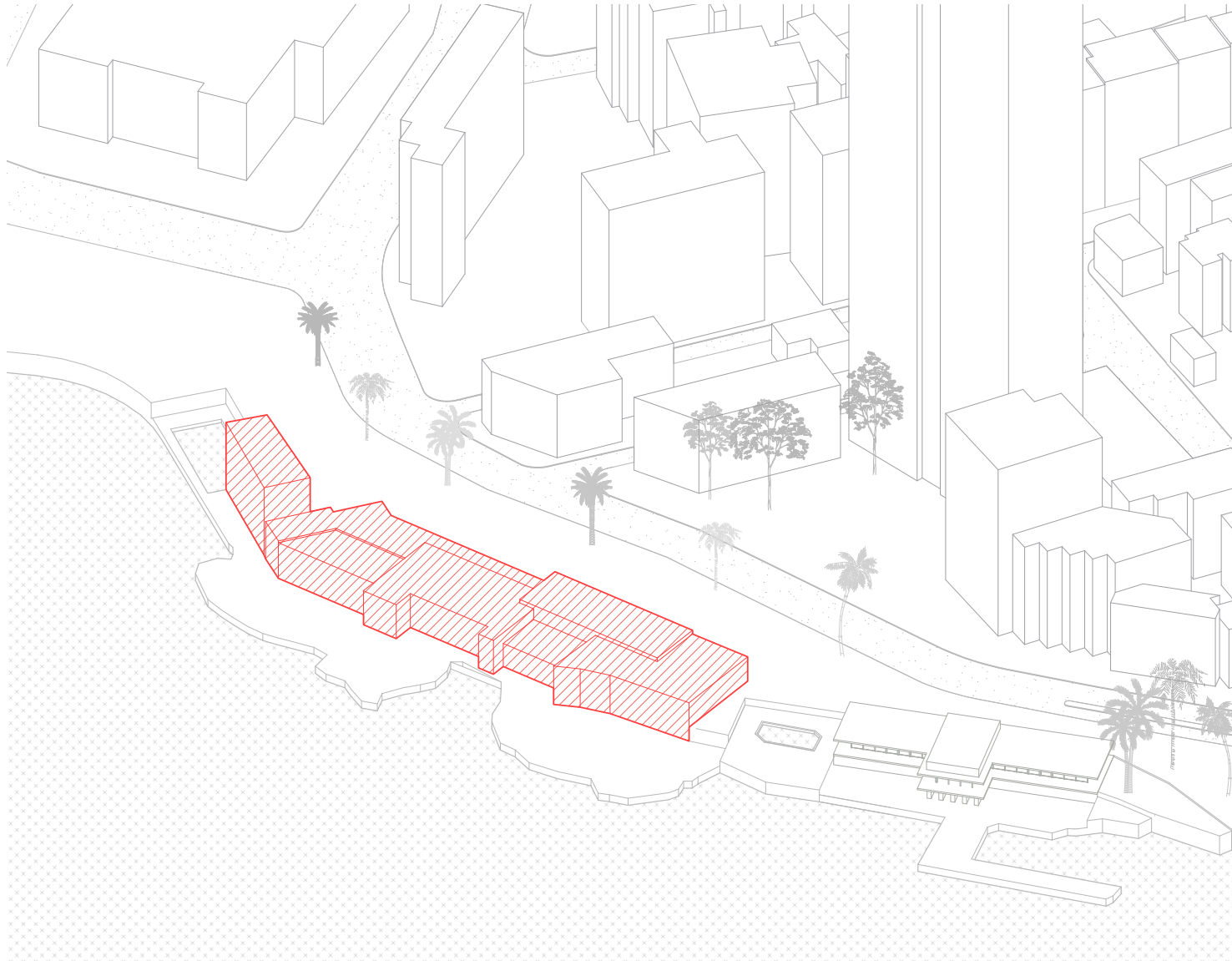


CONNECTIVITY

# EXISTING STRUCTURE



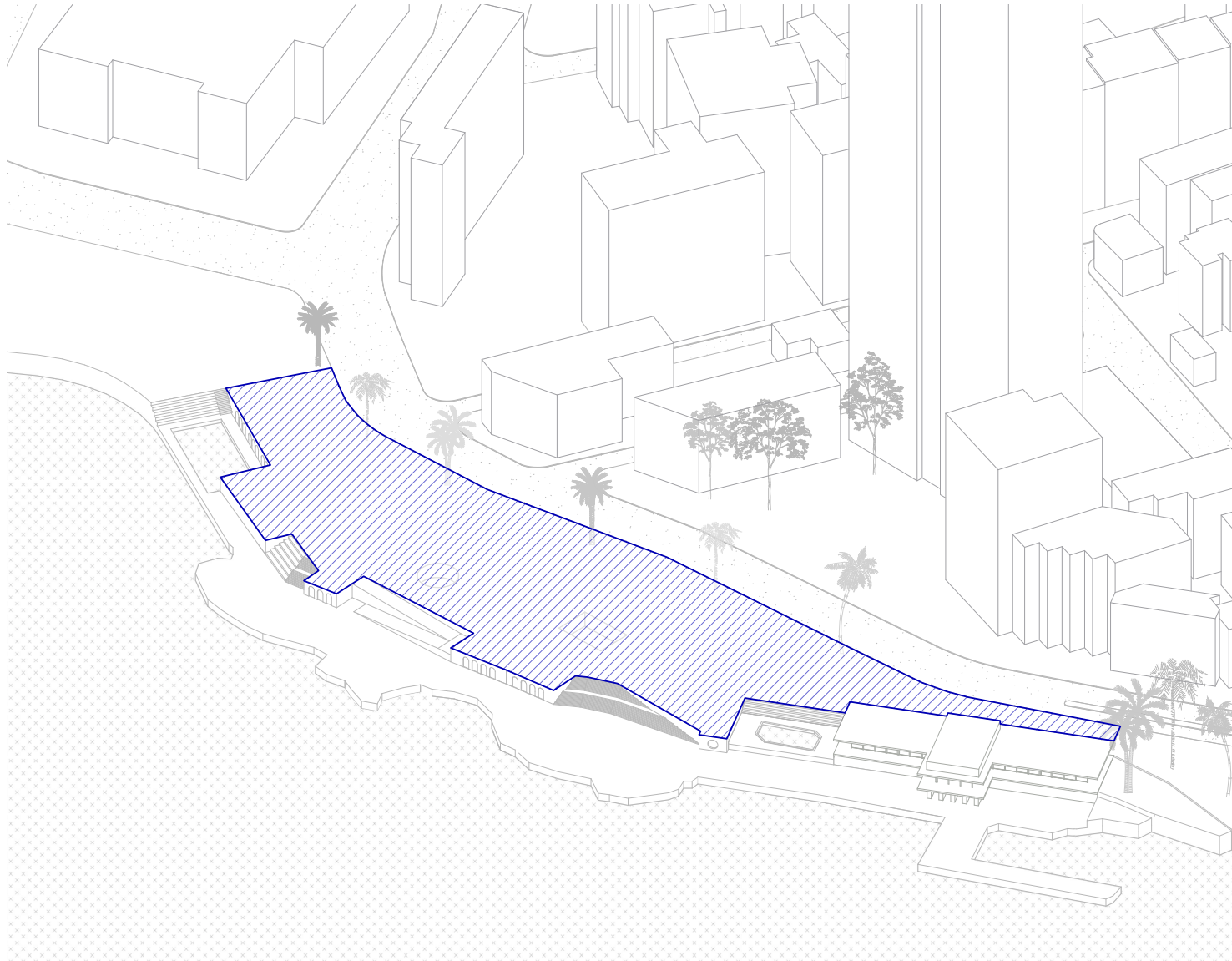
# PROPOSED DEMOLITION





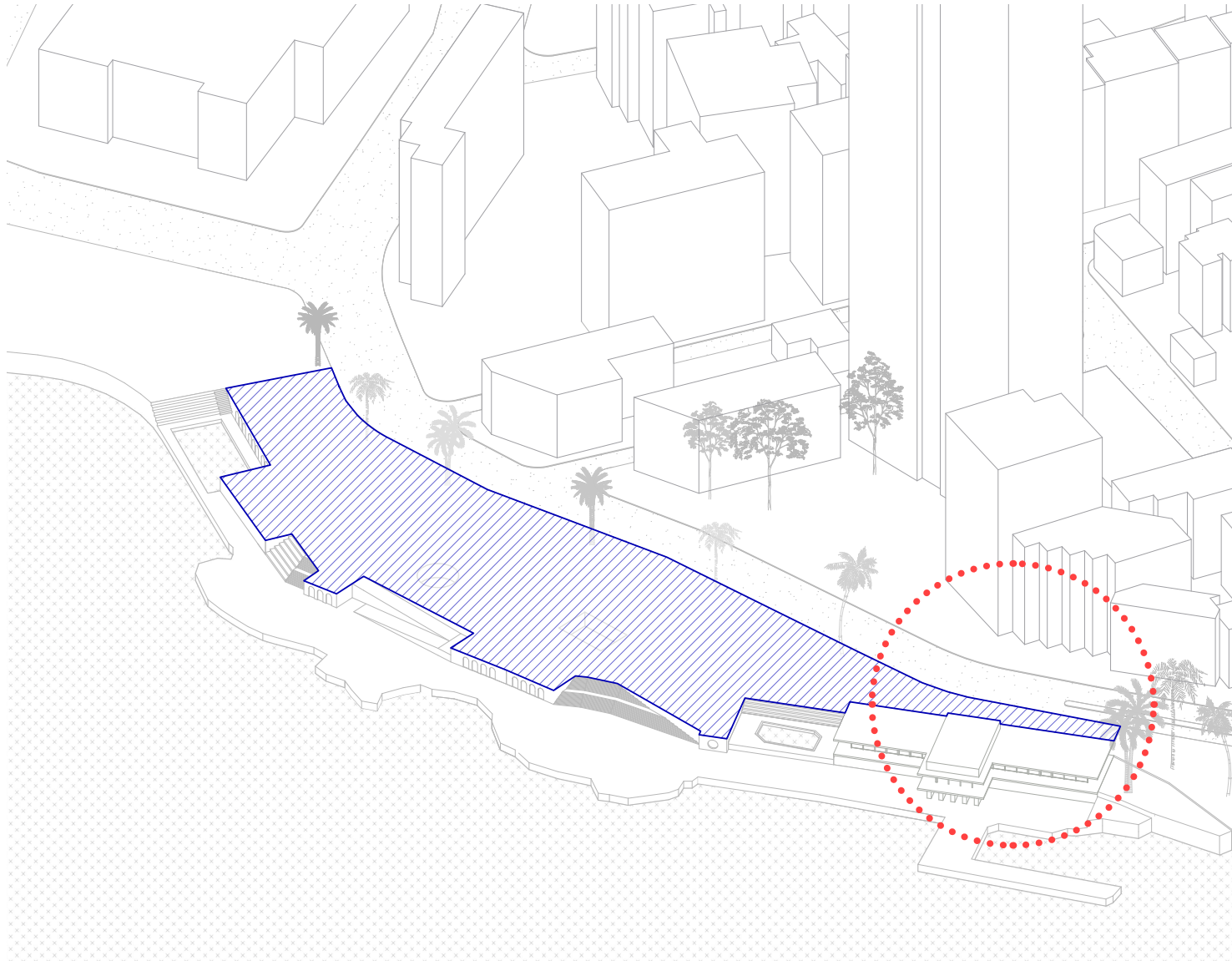
03 ambitions

# FLUENT, OPEN SPACE



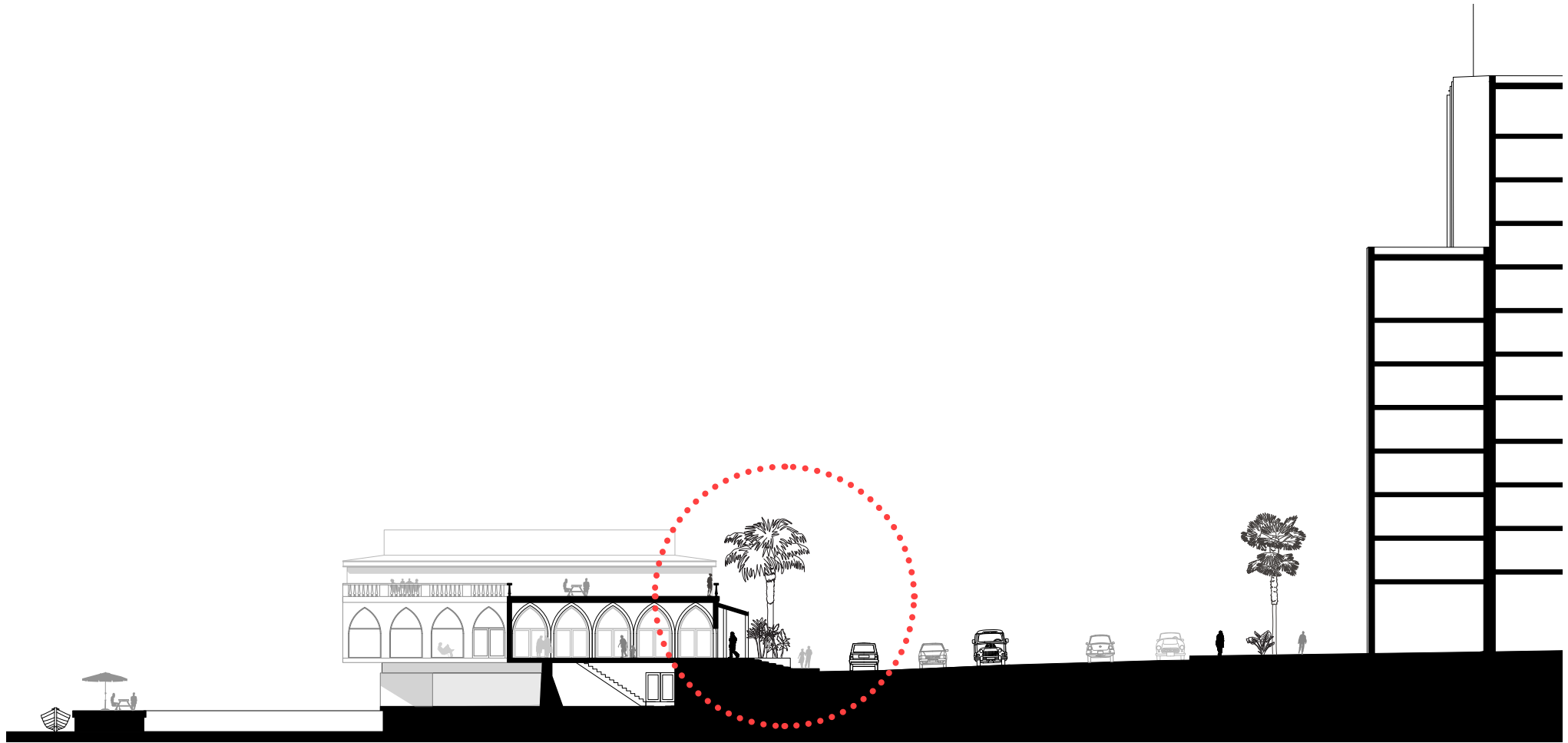
03 ambitions

# FLUENT, OPEN SPACE



03 ambitions

# EXISTING SECTION

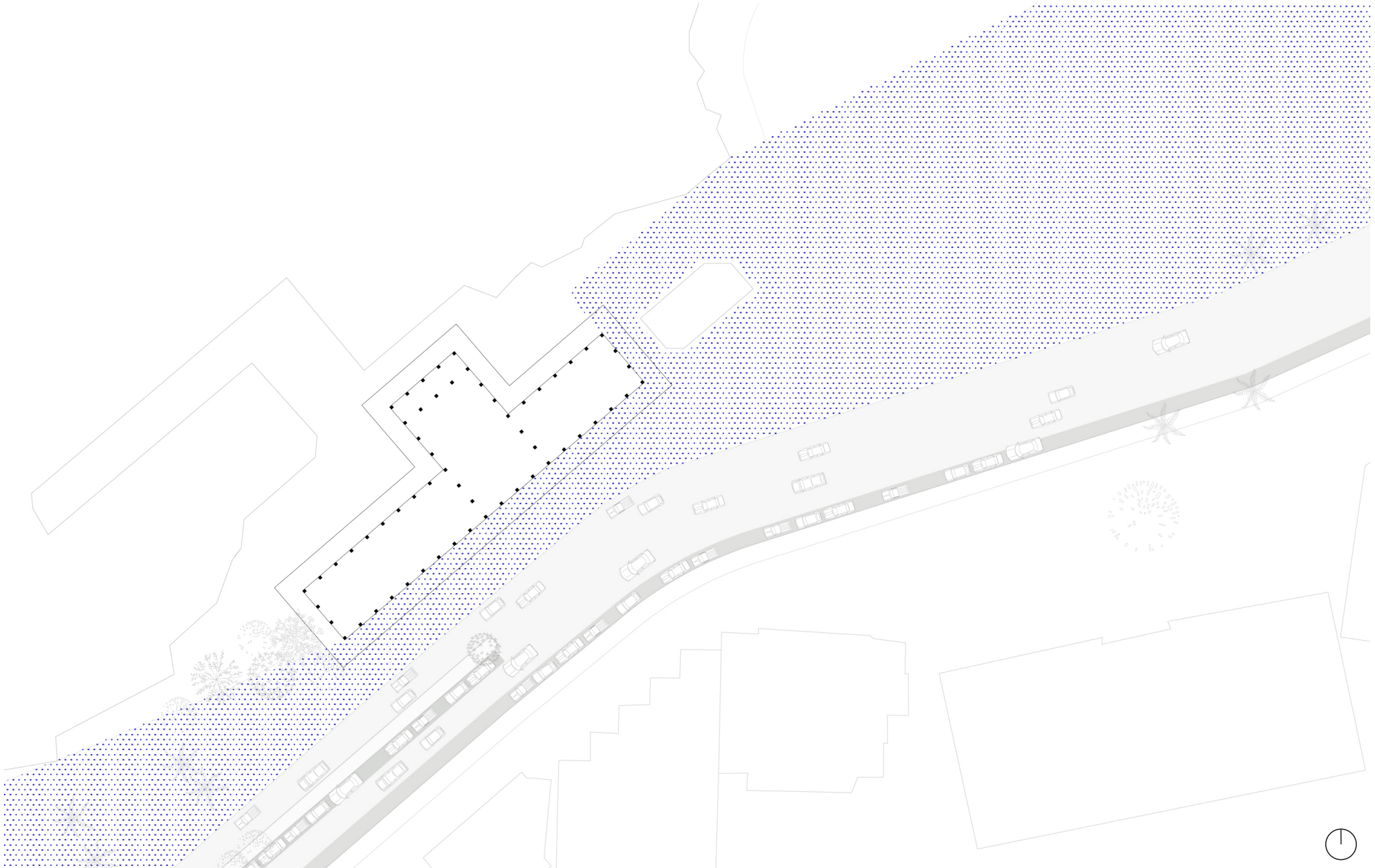




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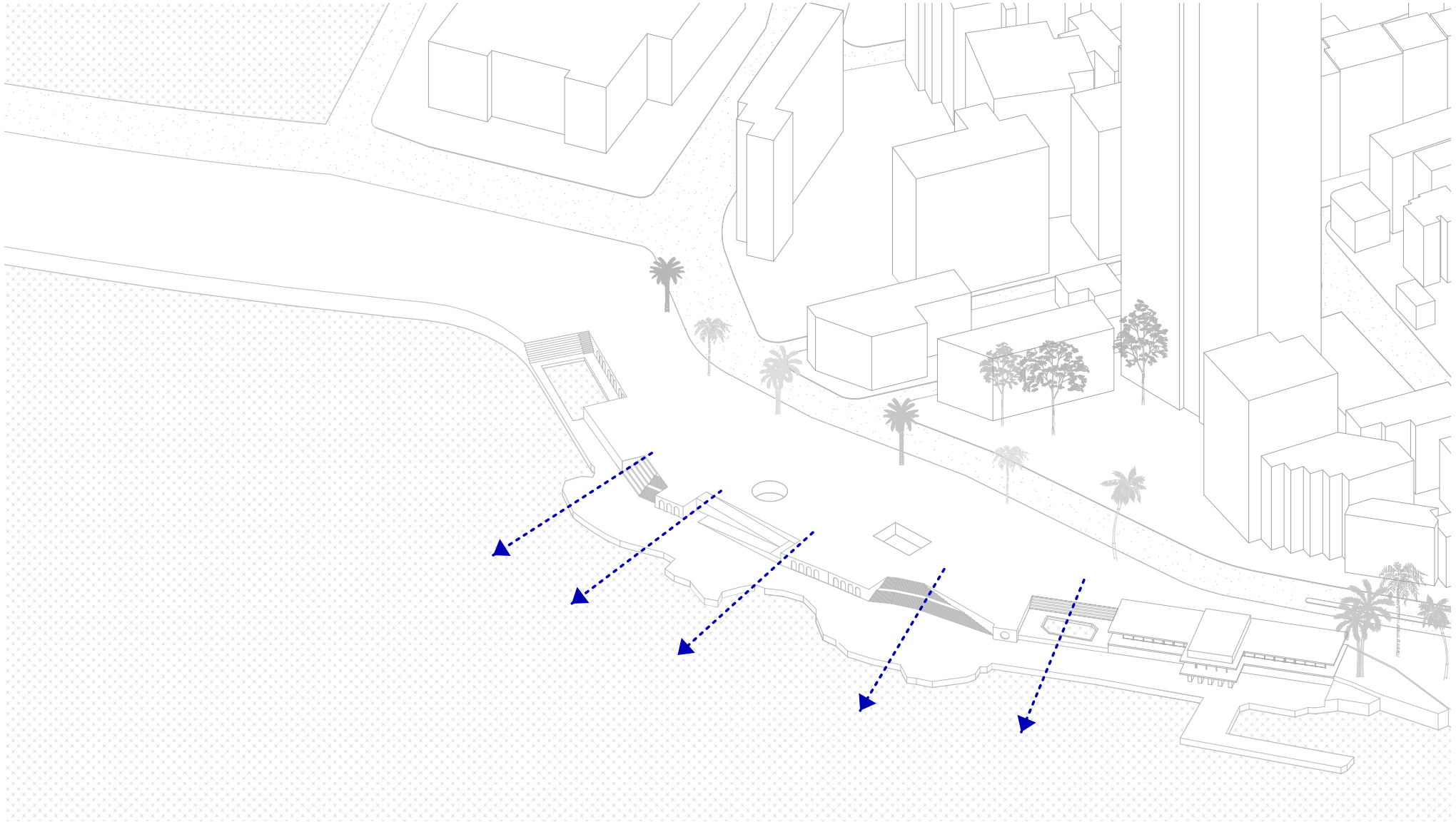


# PROPOSED FLUENT SPACE



03 ambitions

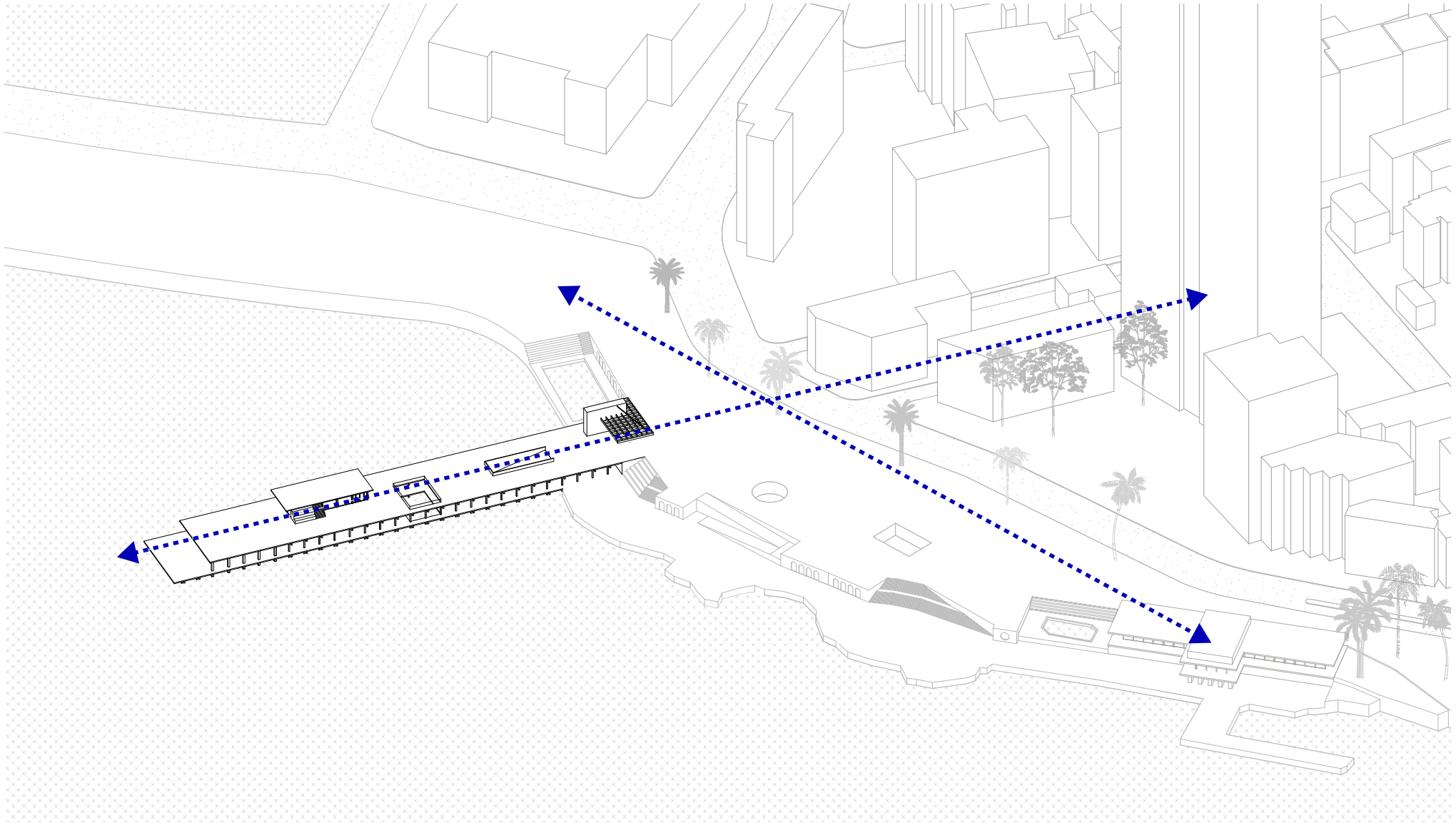
# OPEN VIEWS





03 ambitions

# PERPENDICULARITY



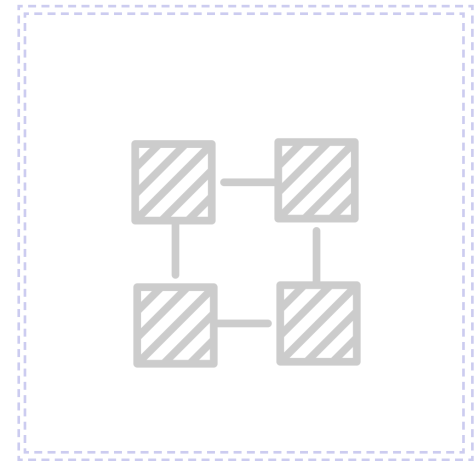
# DESIGN AMBITIONS



ACCESSIBILITY

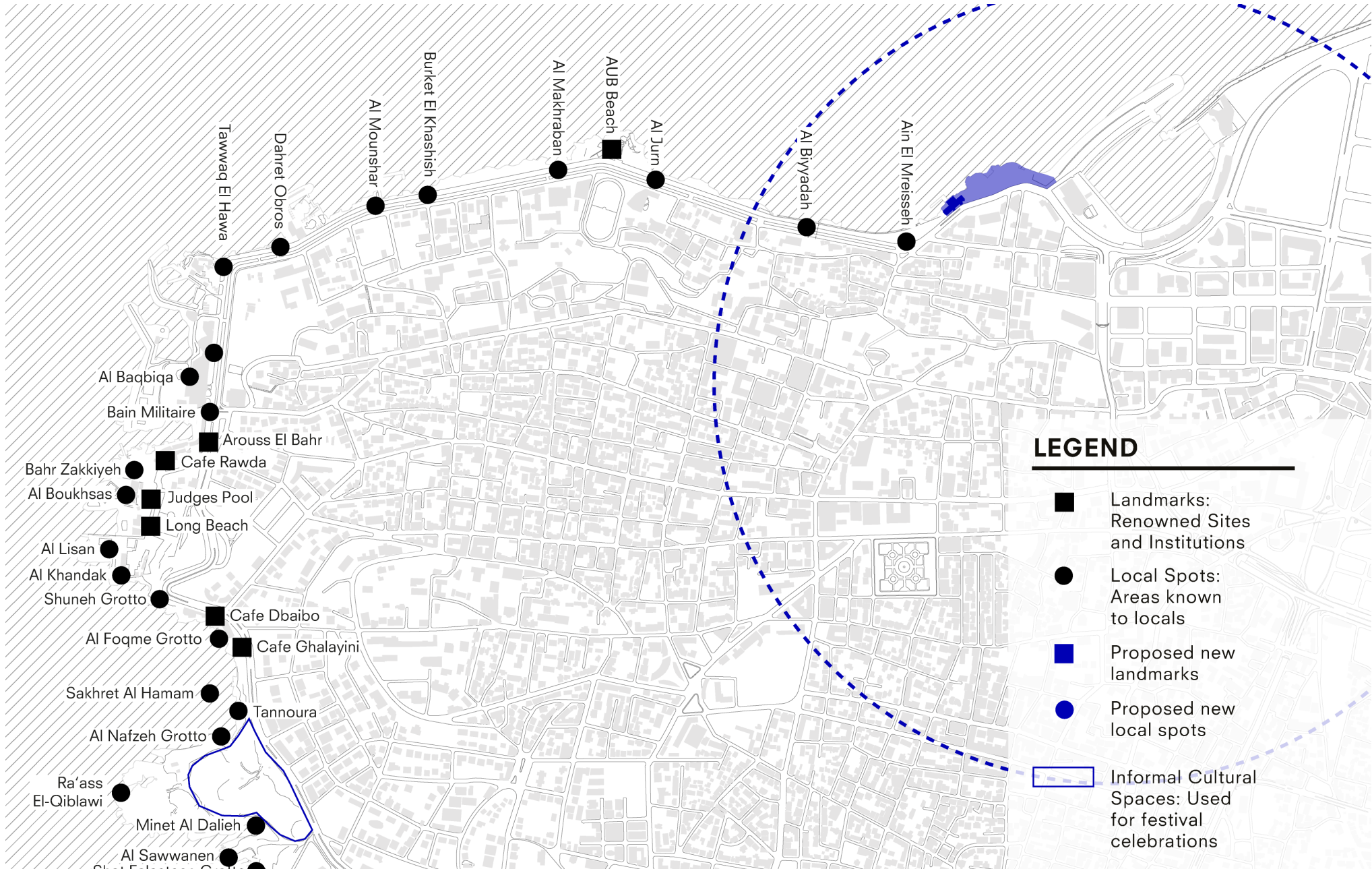


LANDMARK



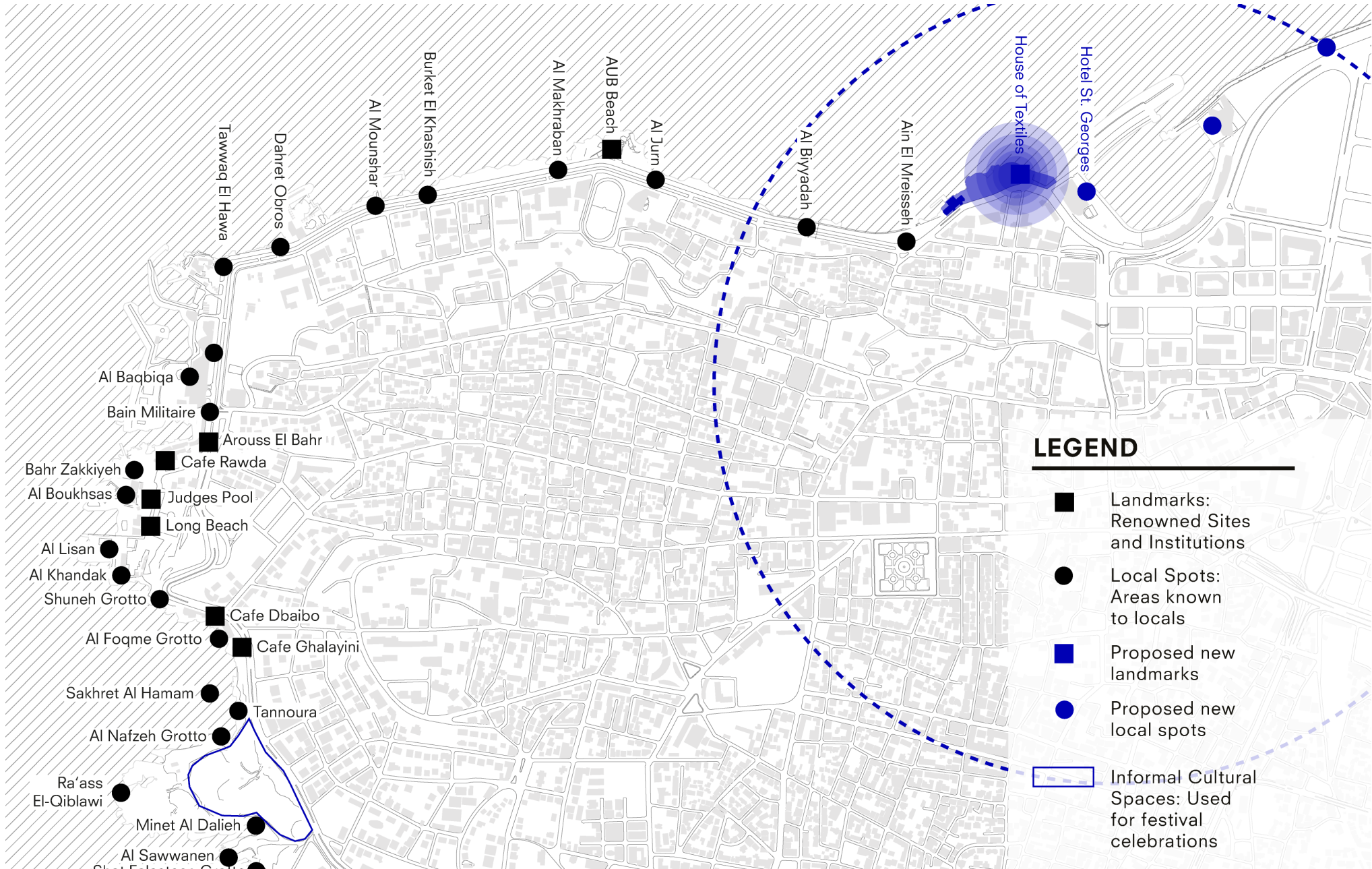
CONNECTIVITY

# LANDMARK CONTINUATION



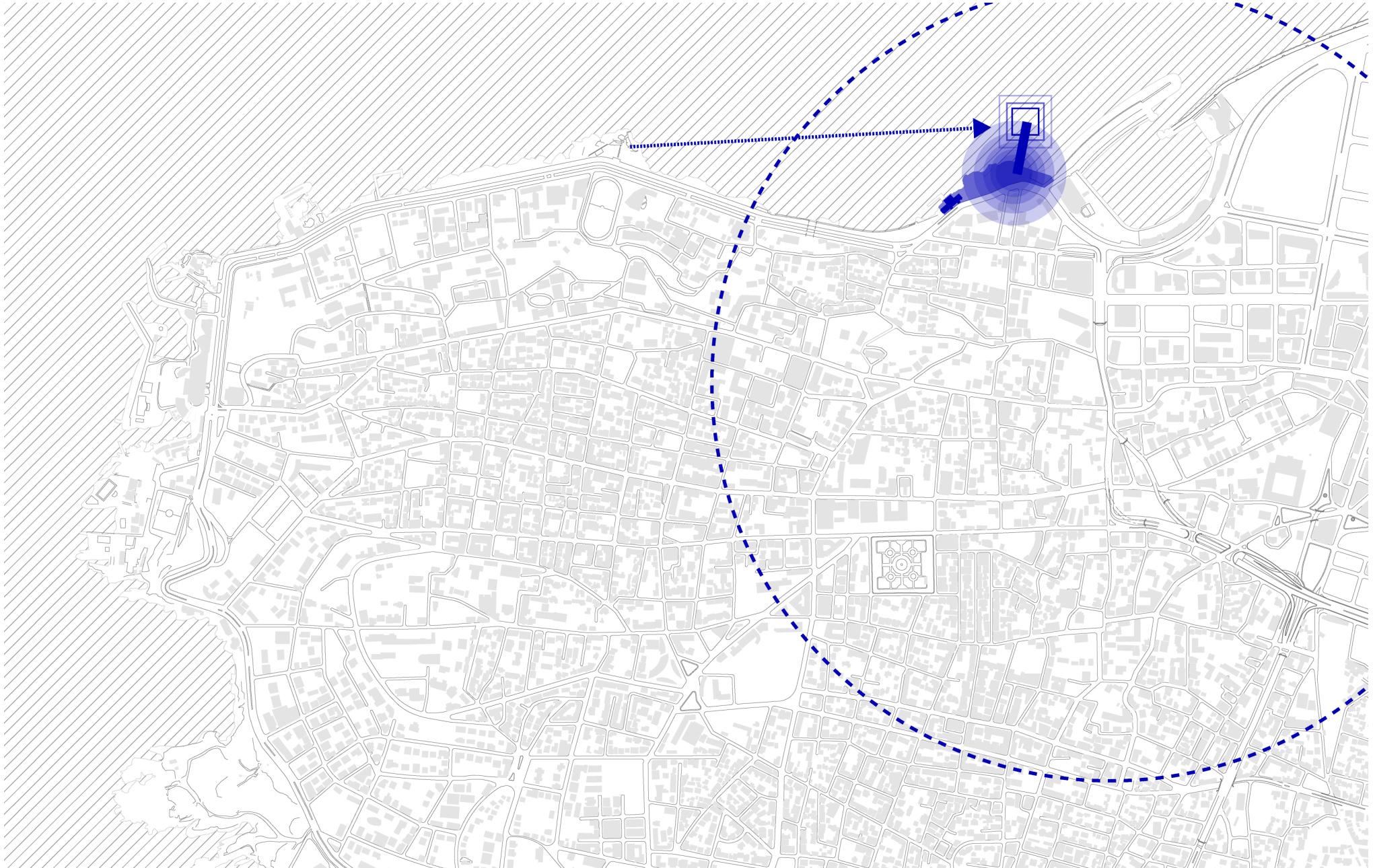


# LANDMARK CONTINUATION



03 ambitions

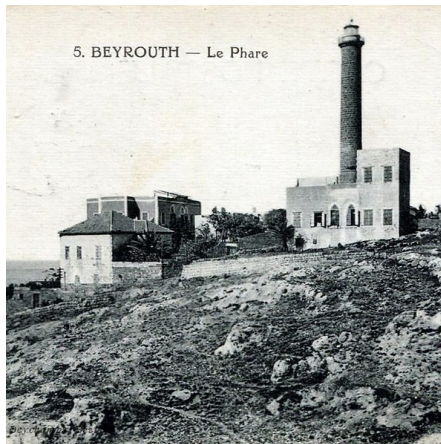
# VISIBILITY





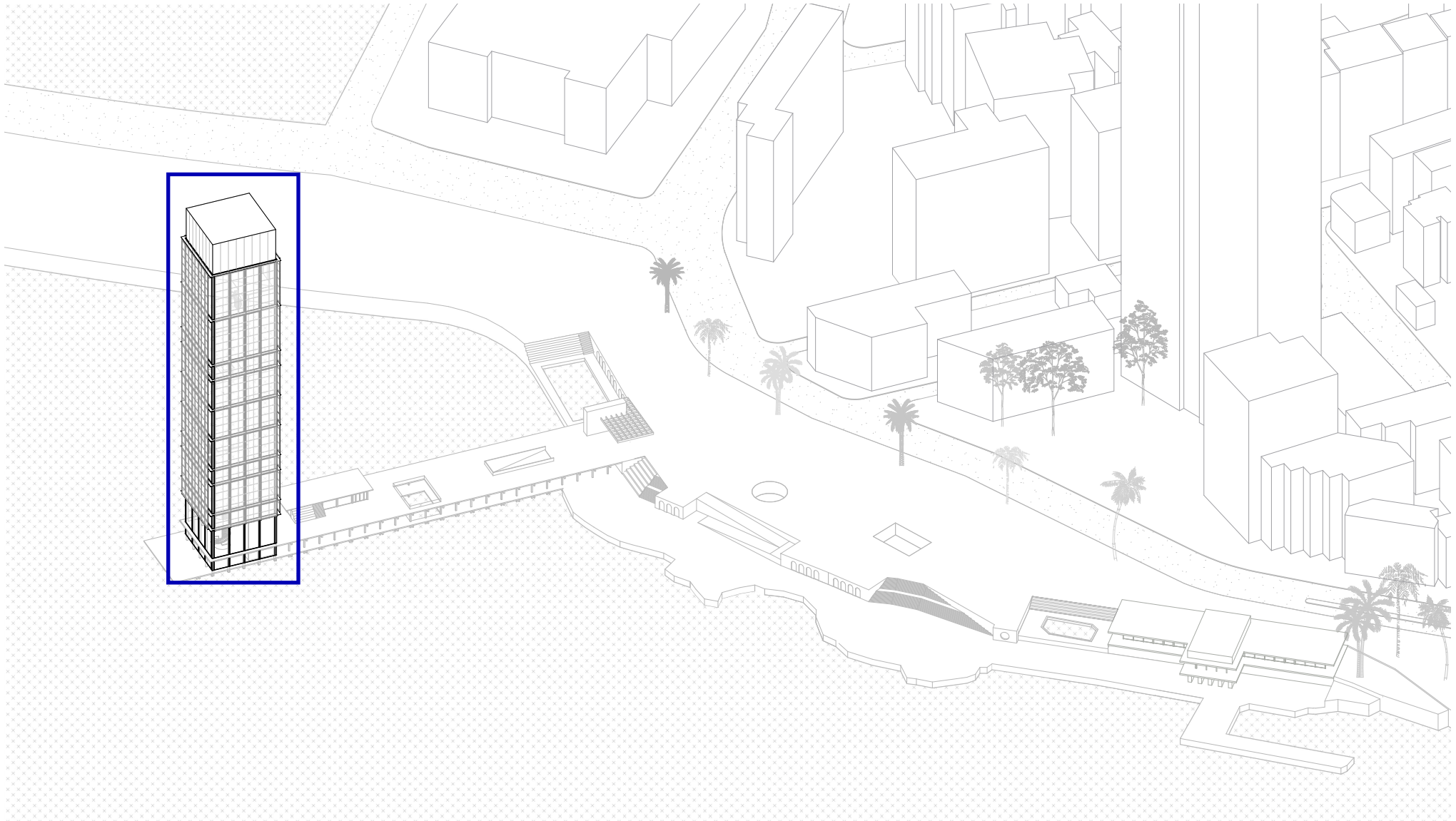
03 ambitions

# COASTAL NEEDLES

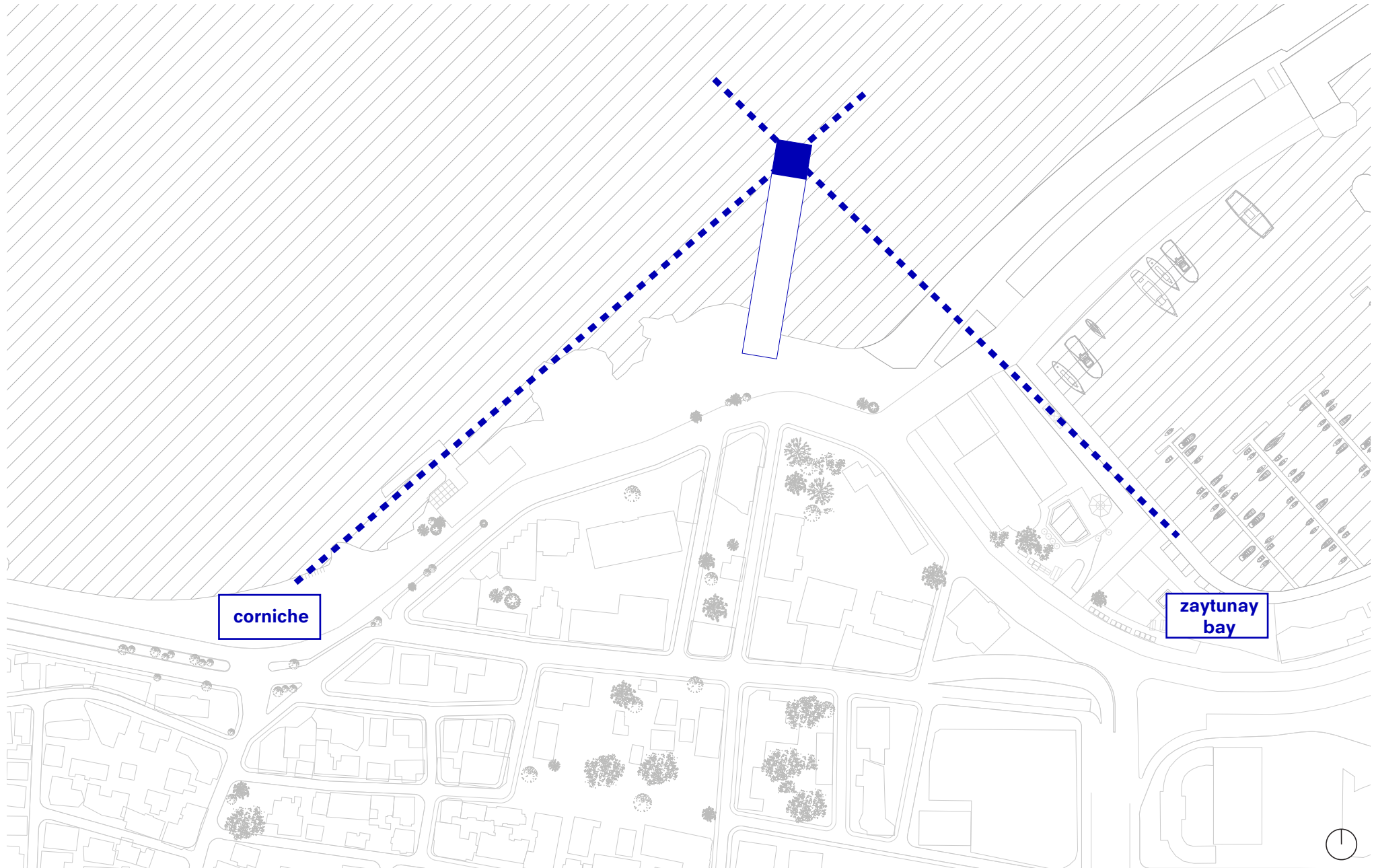




# TOWER AS A LANDMARK



# TOWER POSITIONING





03 ambitions

## POINT OF REFERENCE





03 ambitions

# A VIEW FOR ALL



03 ambitions

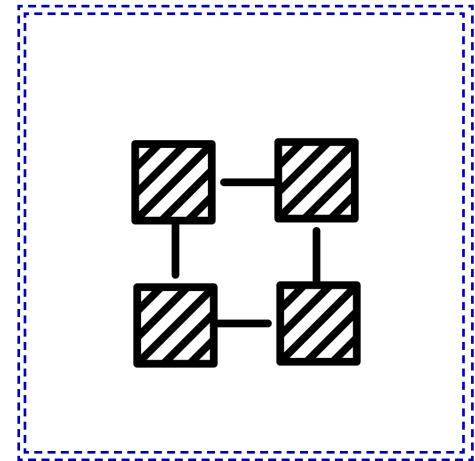
# DESIGN AMBITIONS



ACCESSIBILITY



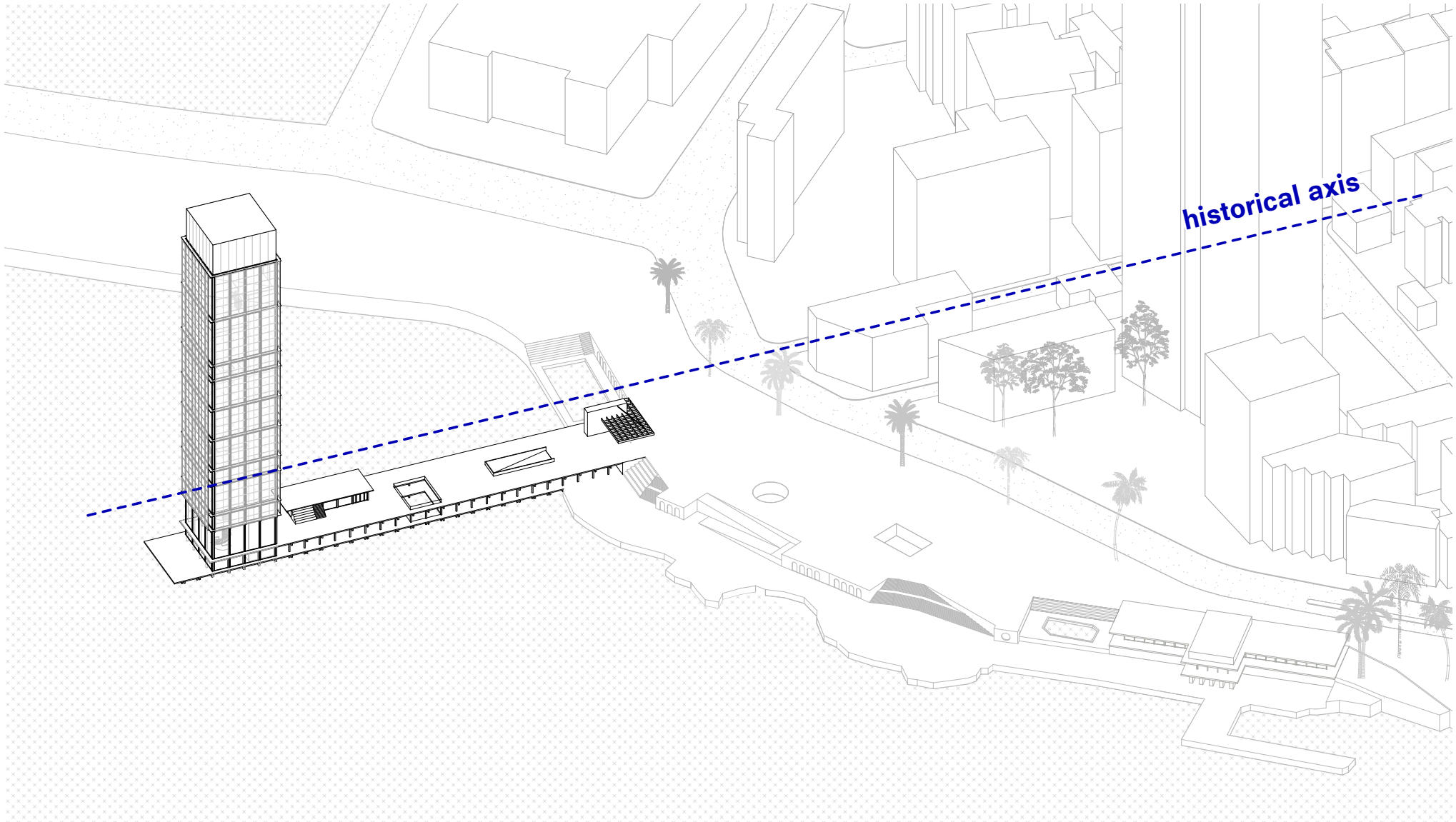
LANDMARK



CONNECTIVITY

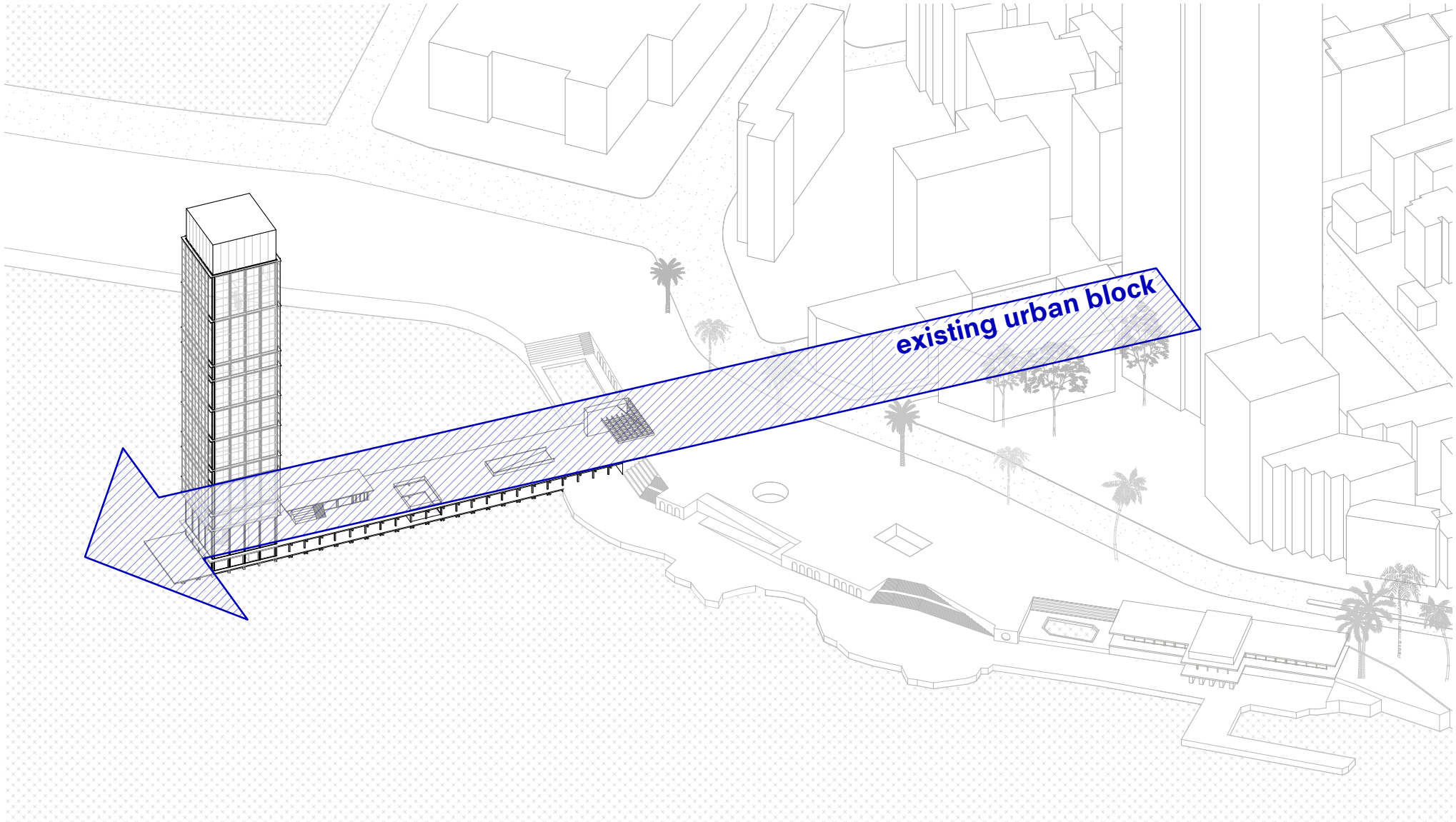


# EXTENDING HISTORICAL AXIS

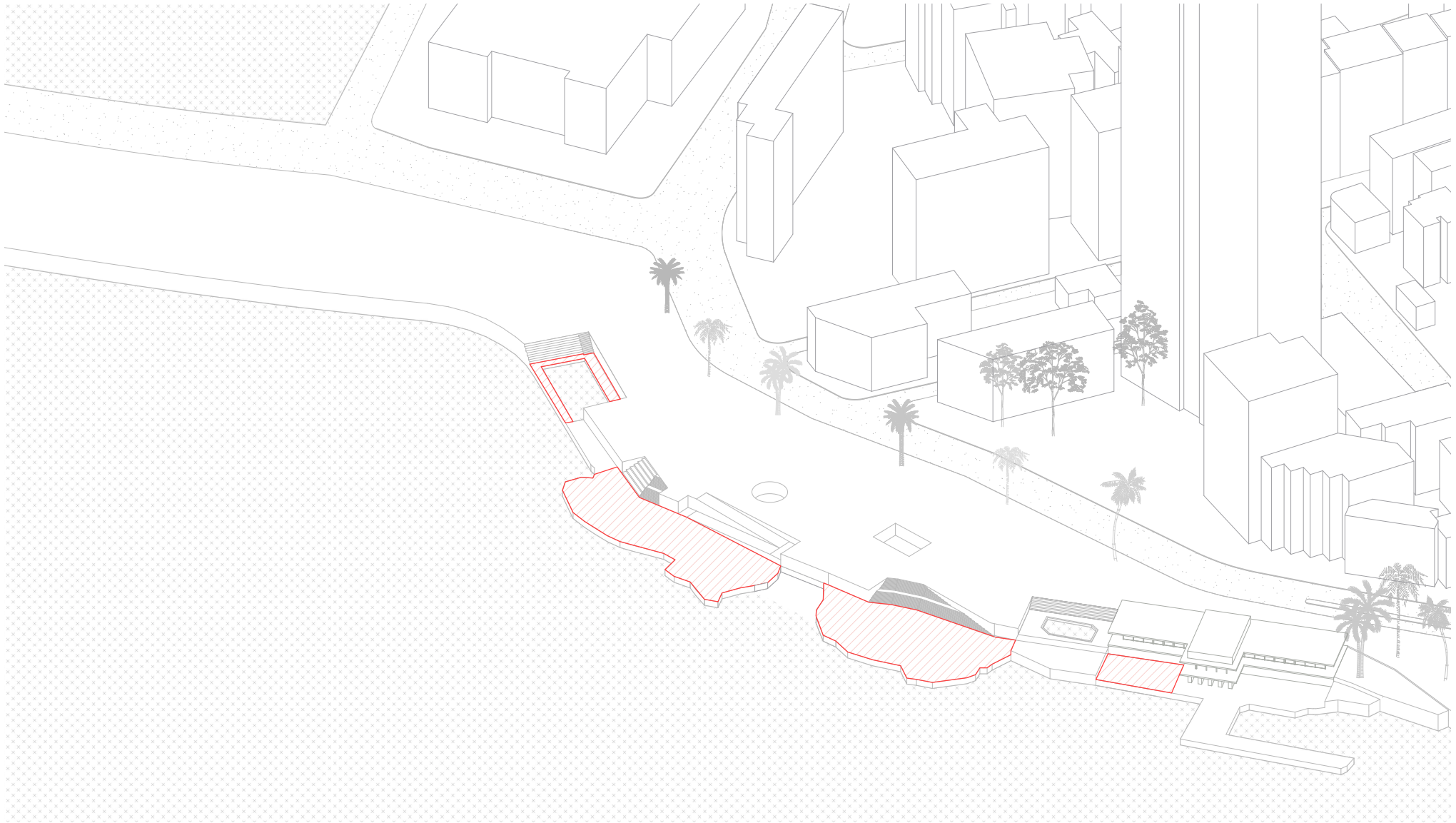




# EXISTING URBAN BLOCK

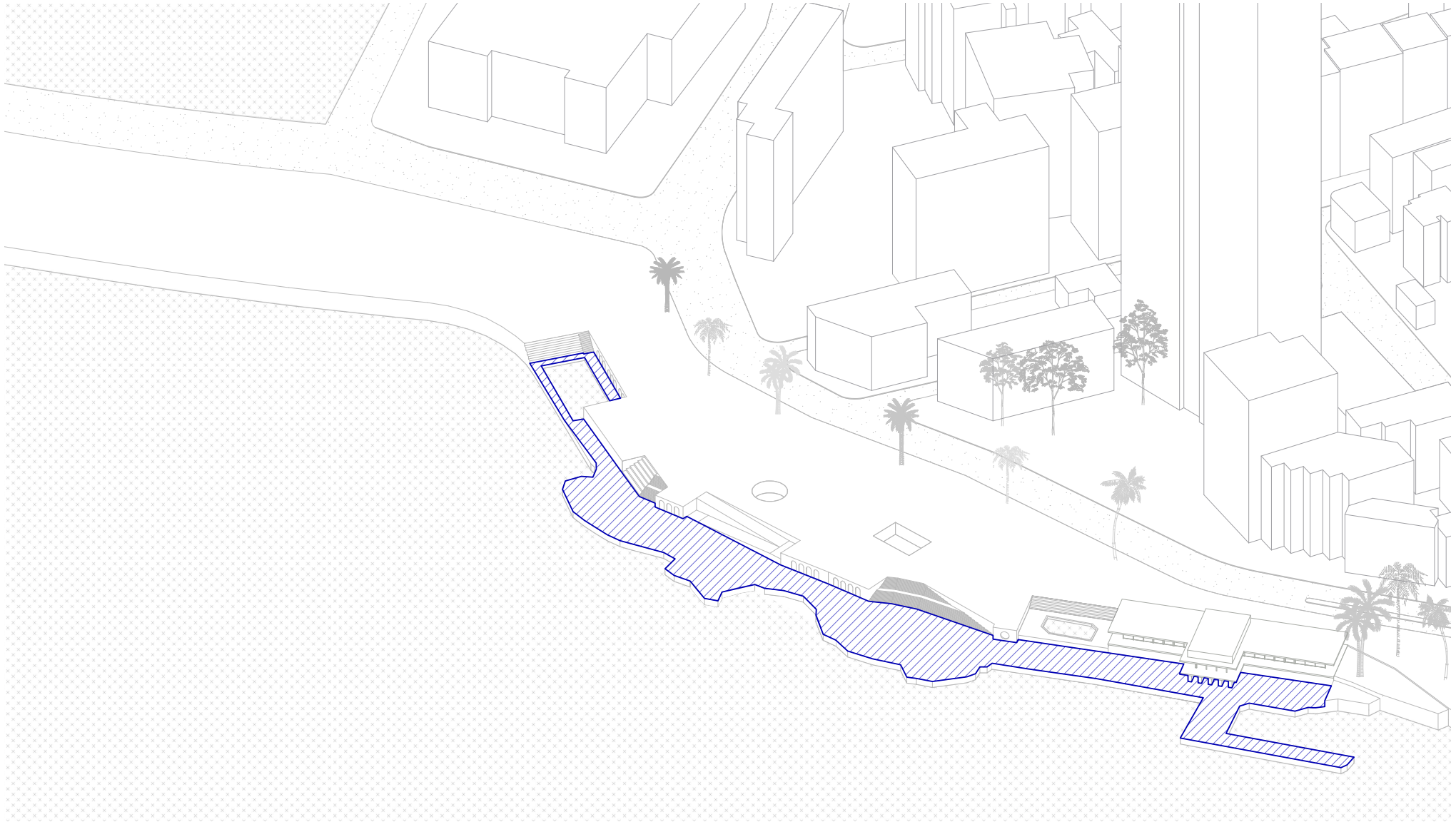


# FRAGMENTED COASTAL LAYER



03 ambitions

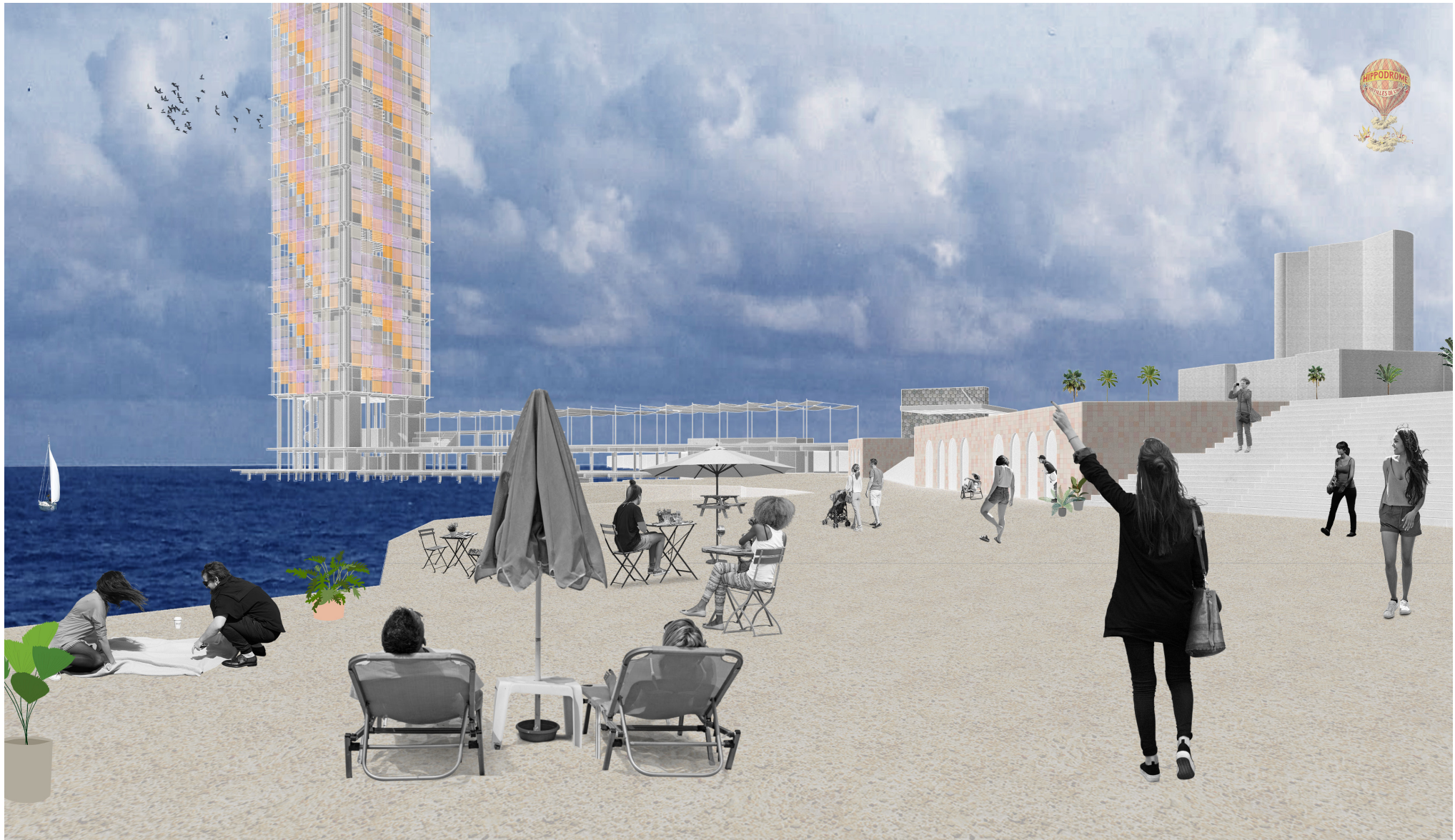
# CONTINUOUS SPACE



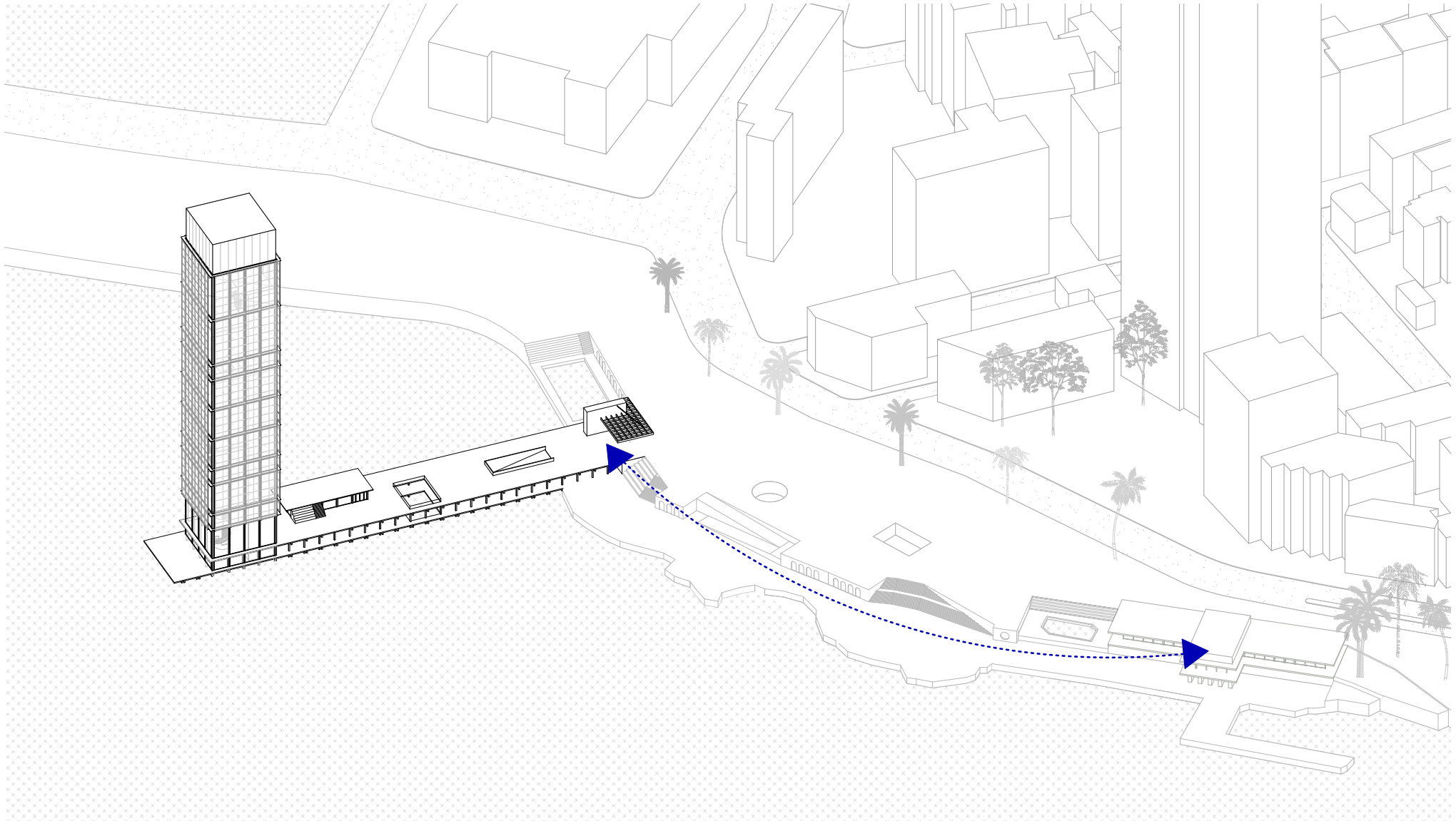


04 design concept

# EXTENDED PUBLIC SPACE



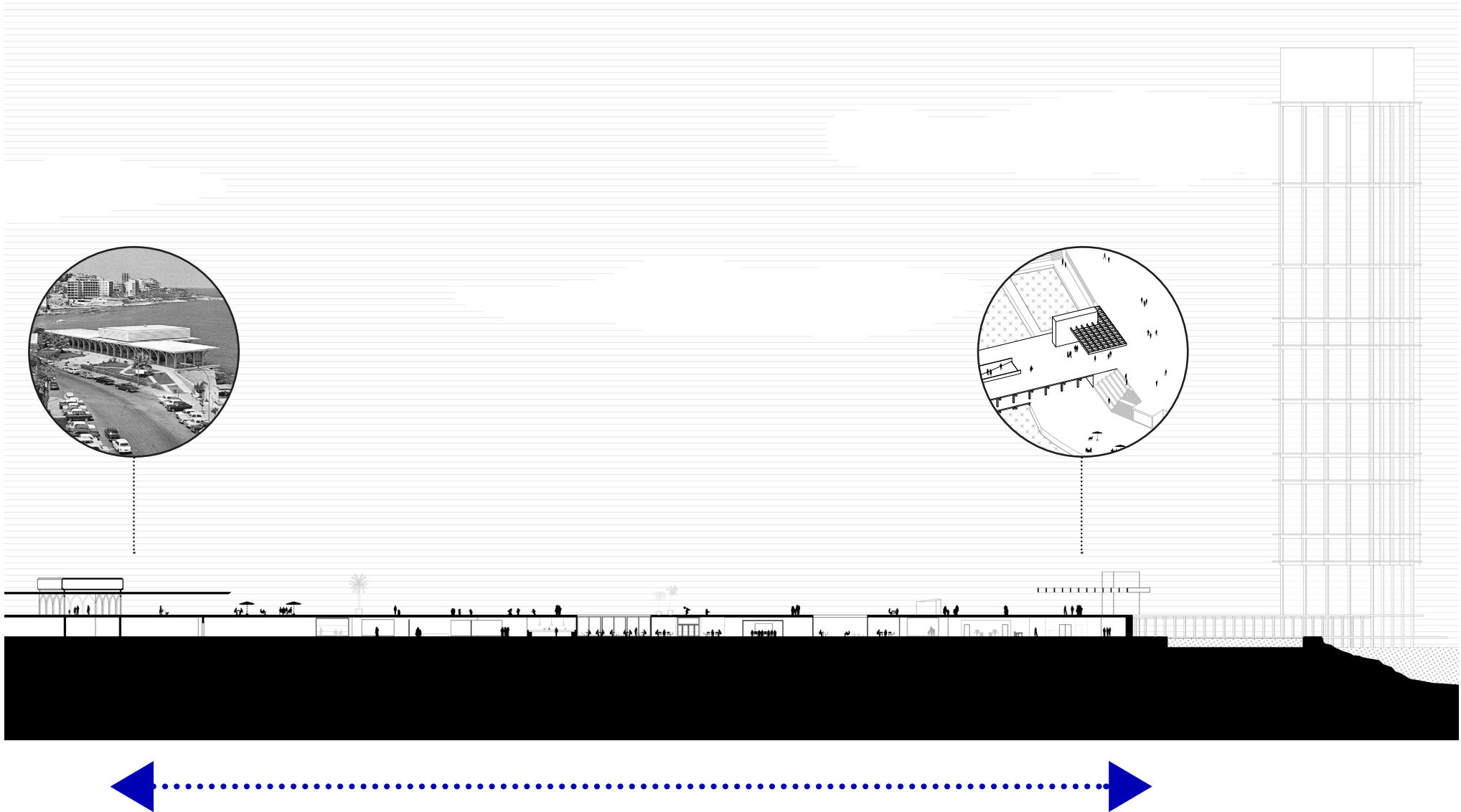
# UNDERGROUND CONNECTION





03 ambitions

# UNDERGROUND CONNECTION



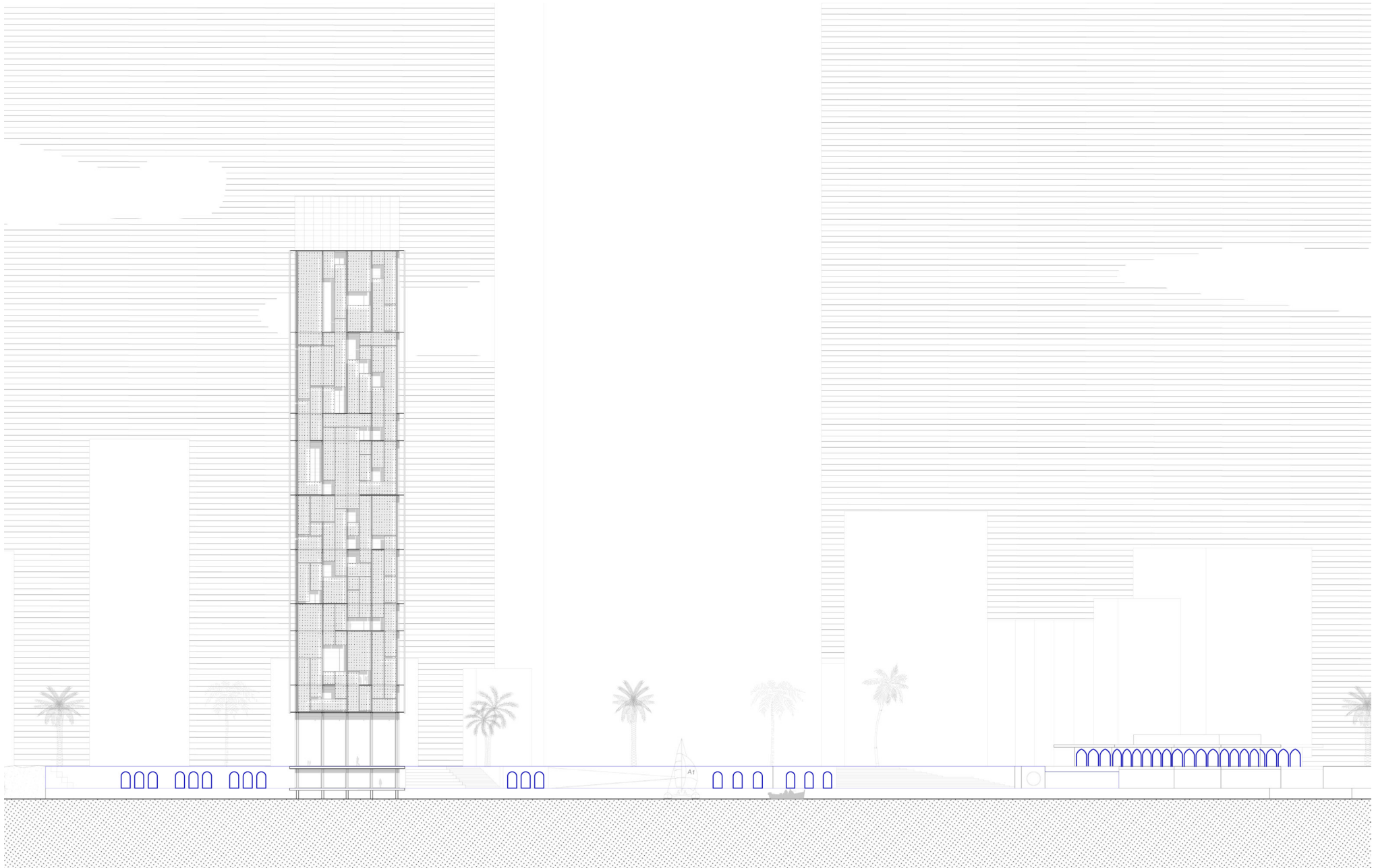


04 design concept

# RECONNECTING OLD & NEW



# CONTINUOUS FACADE ELEMENT





01 INTRODUCTION

02 SITE

03 AMBITIONS

**04 DESIGN CONCEPT**

05 CONCLUSION





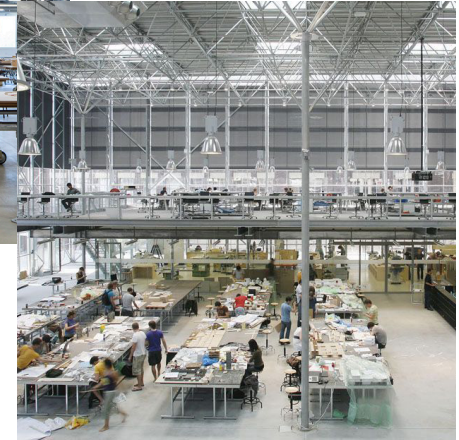
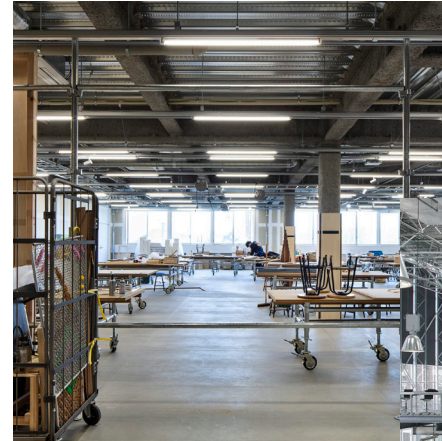
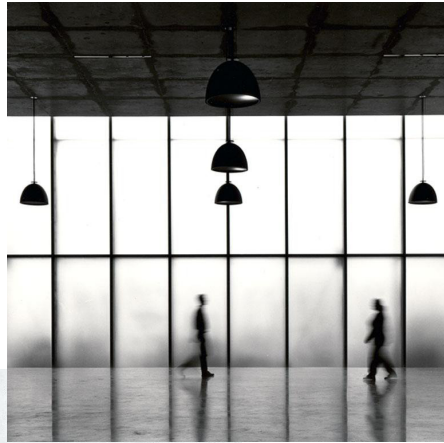
04 design concept

# PROGRAM

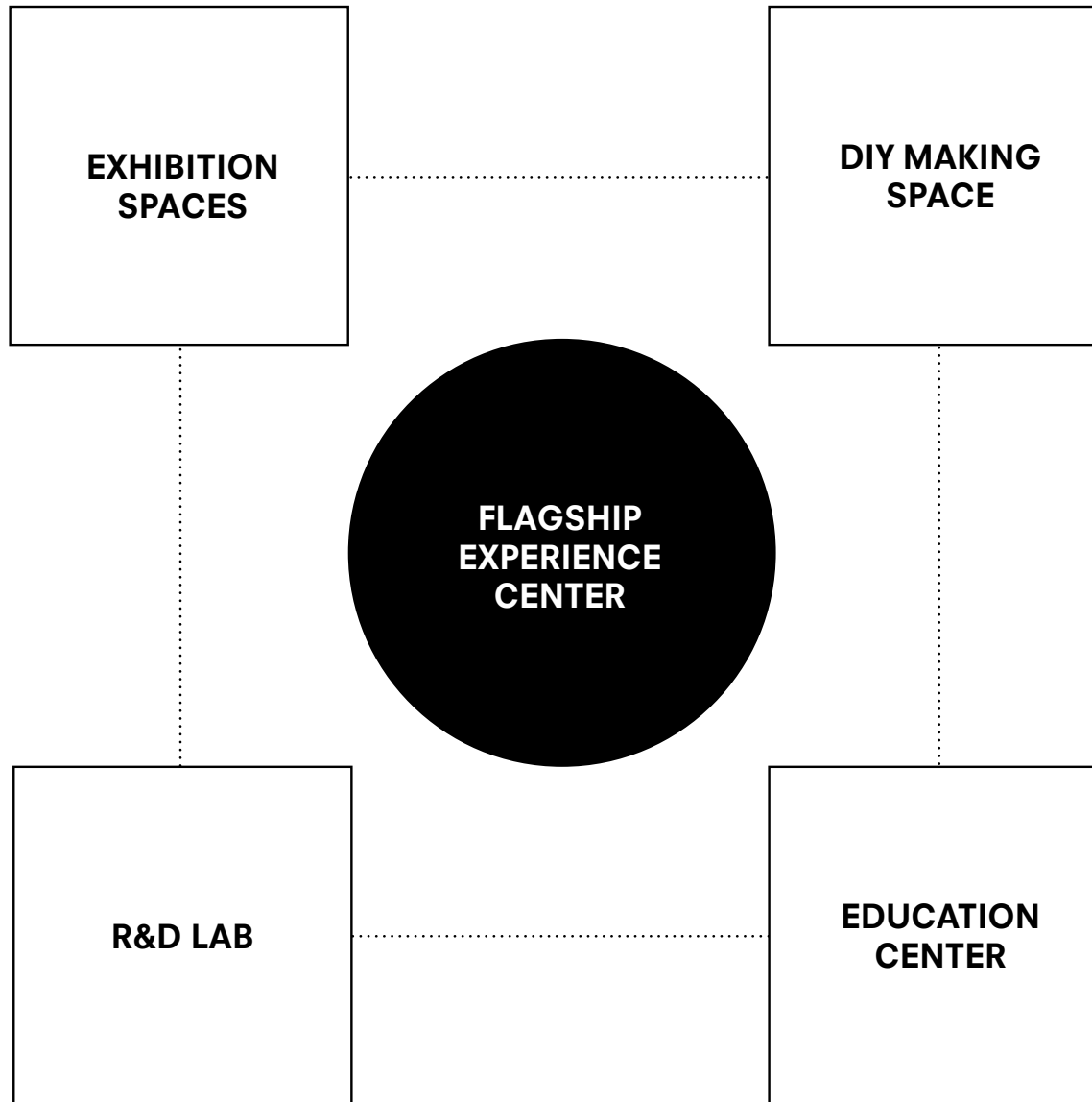
**FLAGSHIP  
EXPERIENCE  
CENTER**

## 04 design concept

# PROGRAM



# PROGRAM





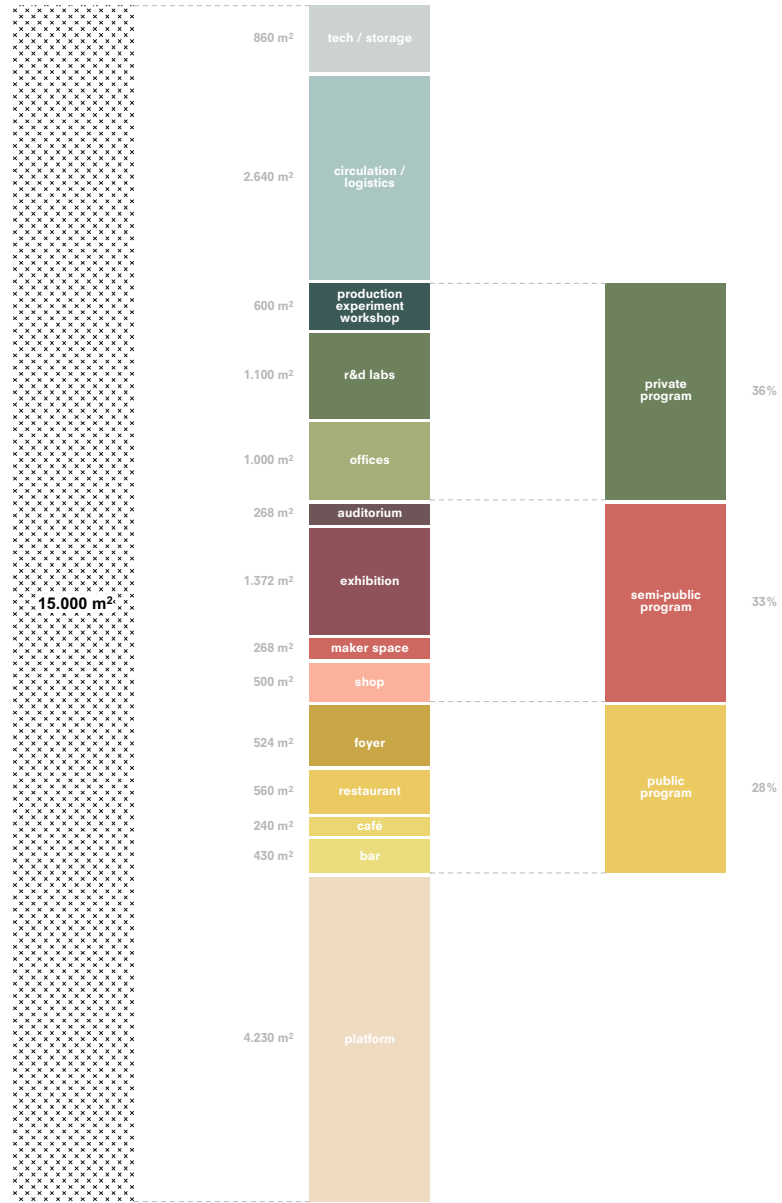
## 04 design concept

# PROGRAM BAR

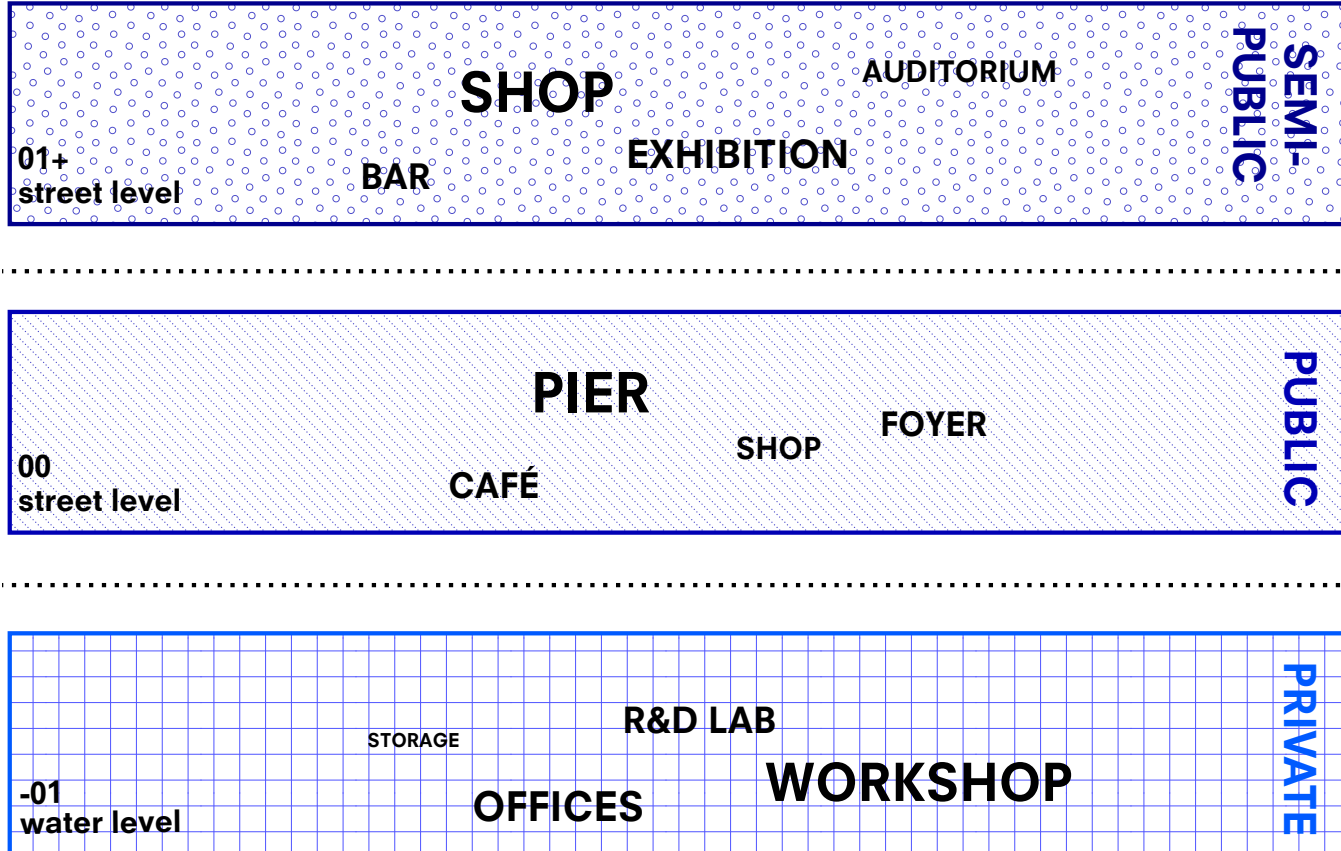


# 04 design concept

## PROGRAM BAR



# PROGRAM DIVISION





# PROGRAMATIC DIVISION

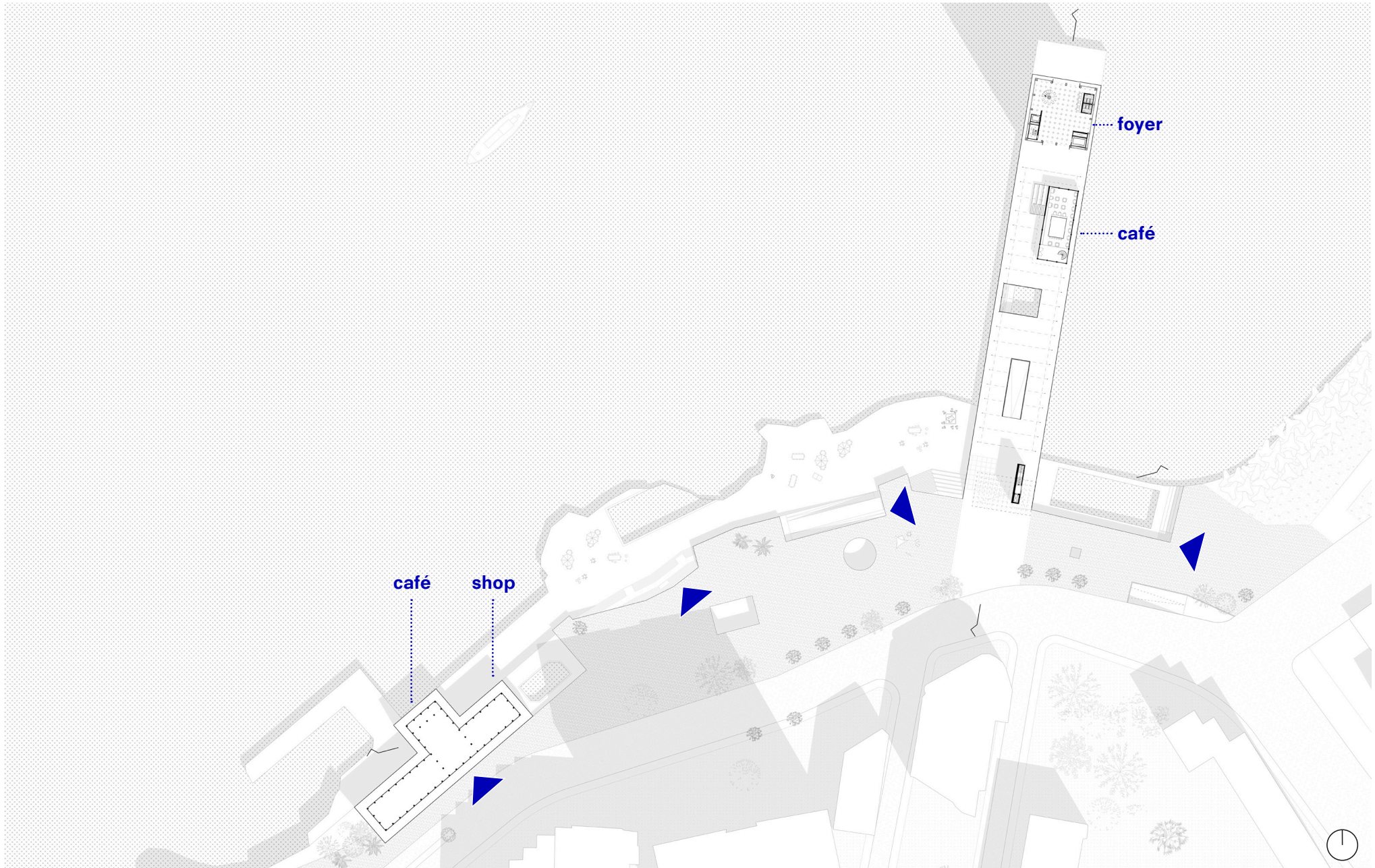
semi-public

public

private

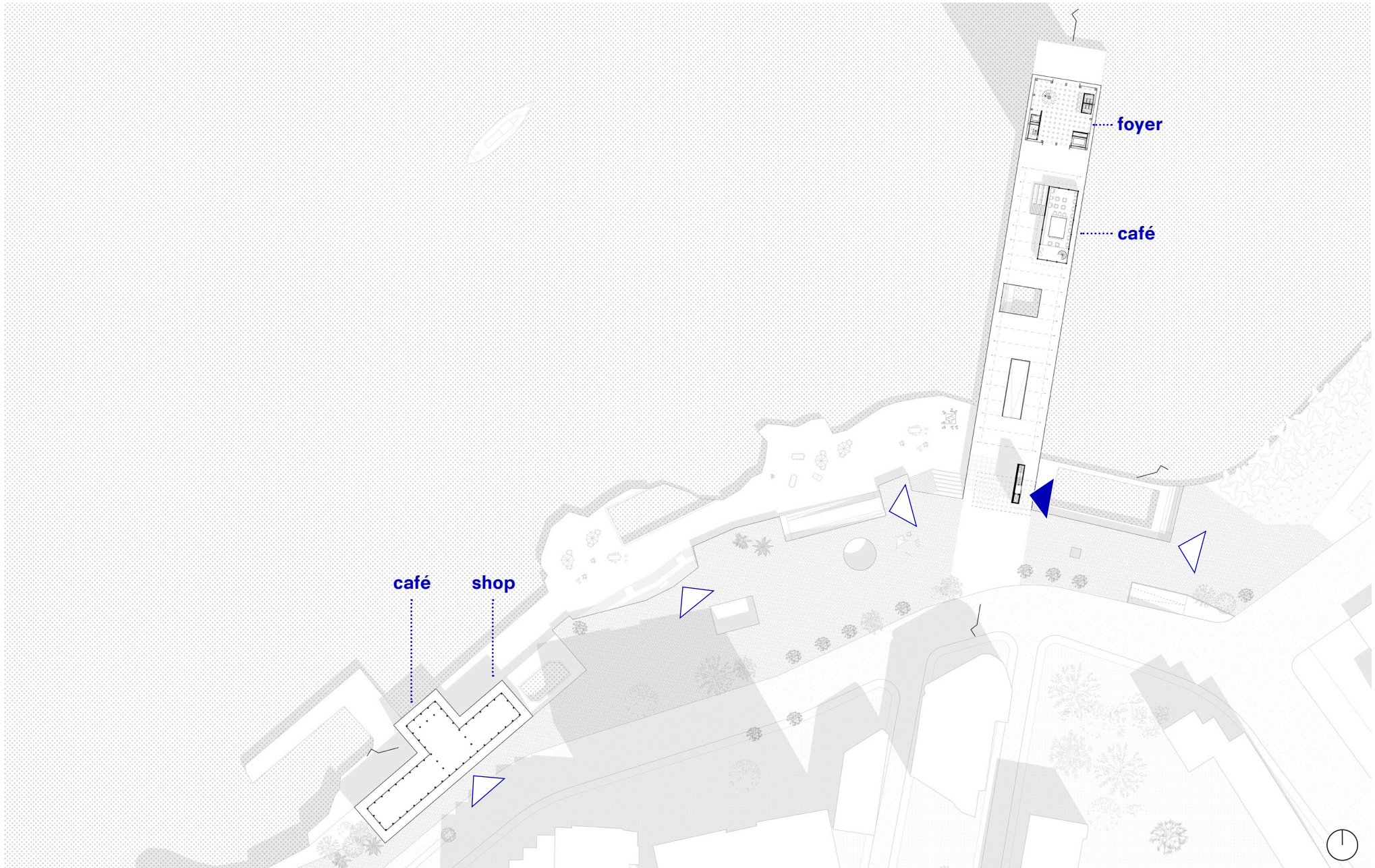


# PUBLIC ENTRANCES TO -1





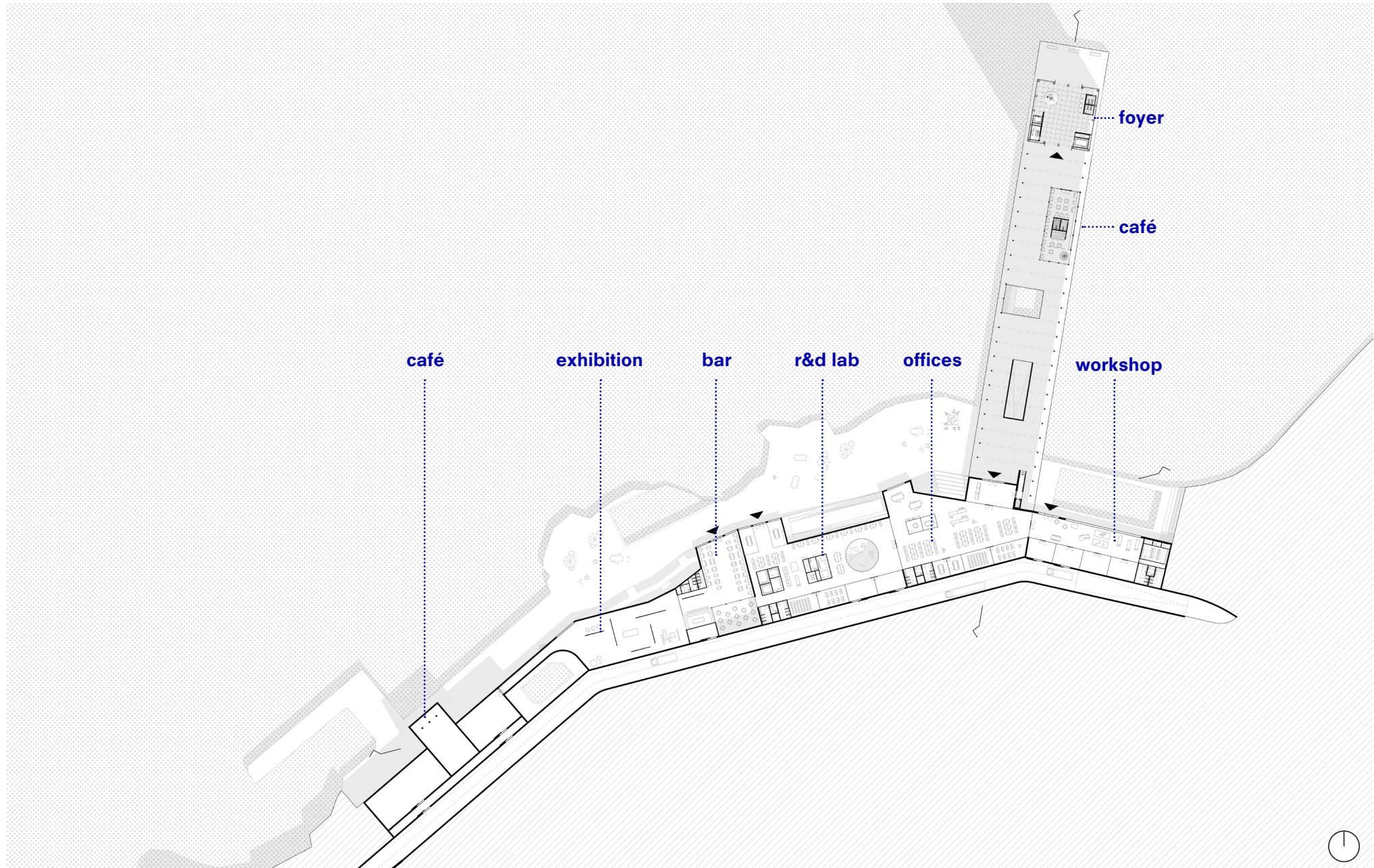
# PRIVATE ENTRANCE TO -1





04 design concept

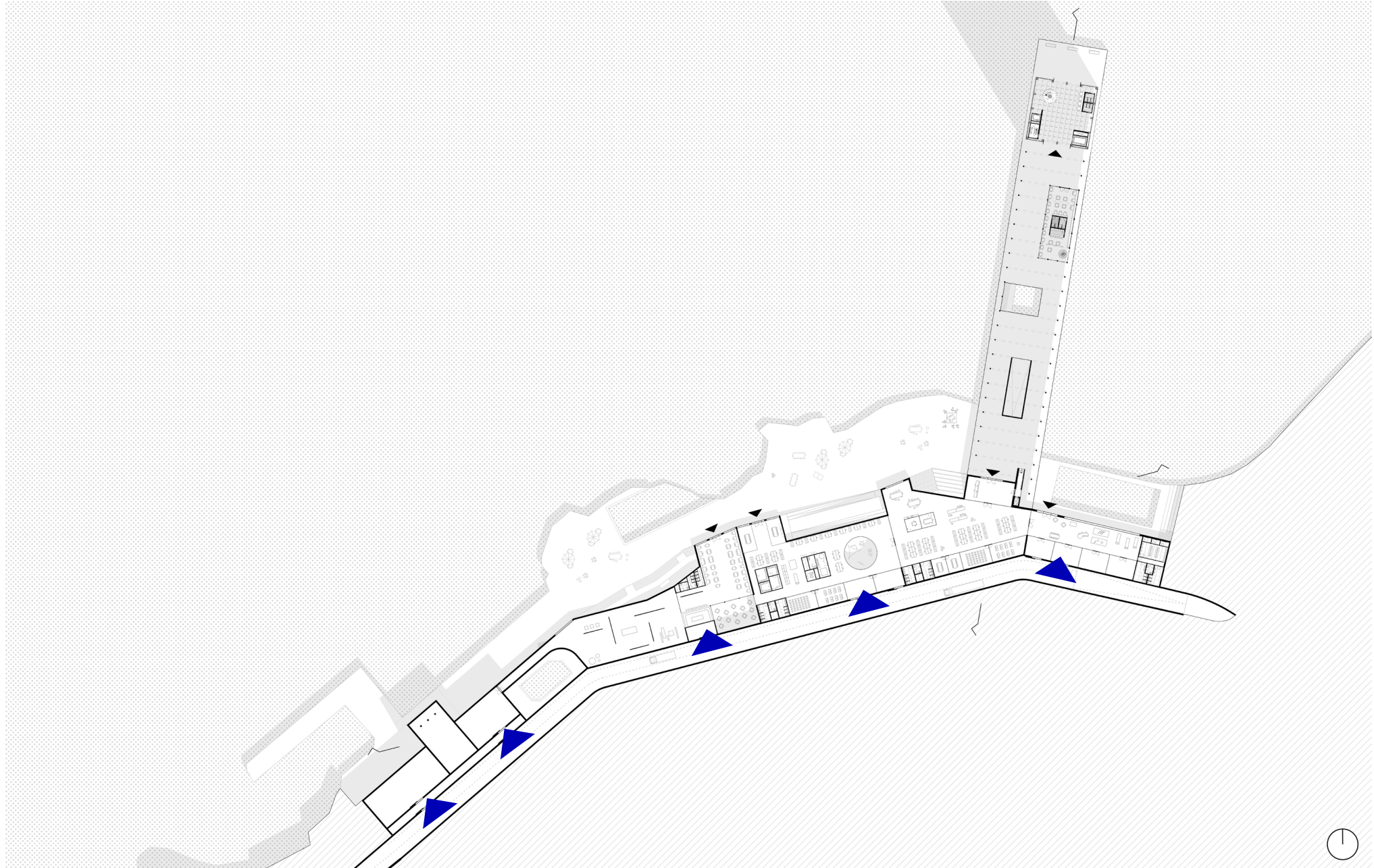
# WATER LEVEL -01





04 design concept

# LOGISTIC ACCESS





04 design concept

# VISUAL CONNECTIONS





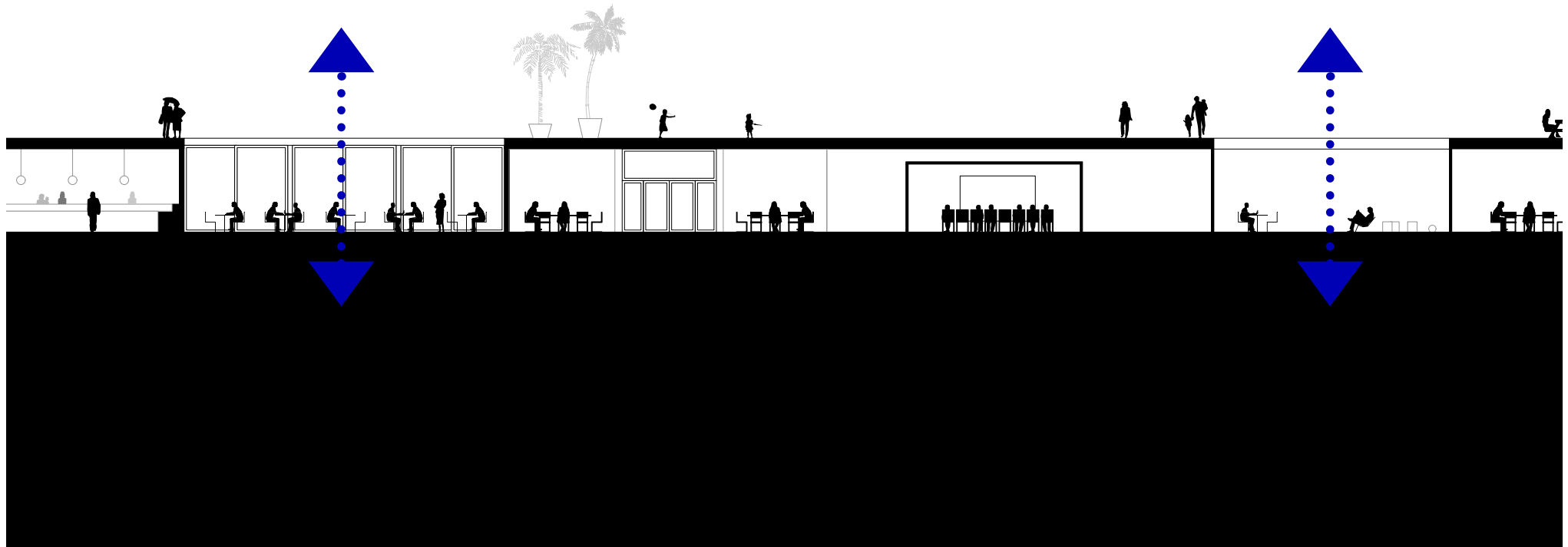
04 design concept

# TOPOGRAPHICAL VOIDS



04 design concept

# CONNECTING BOTH LEVELS





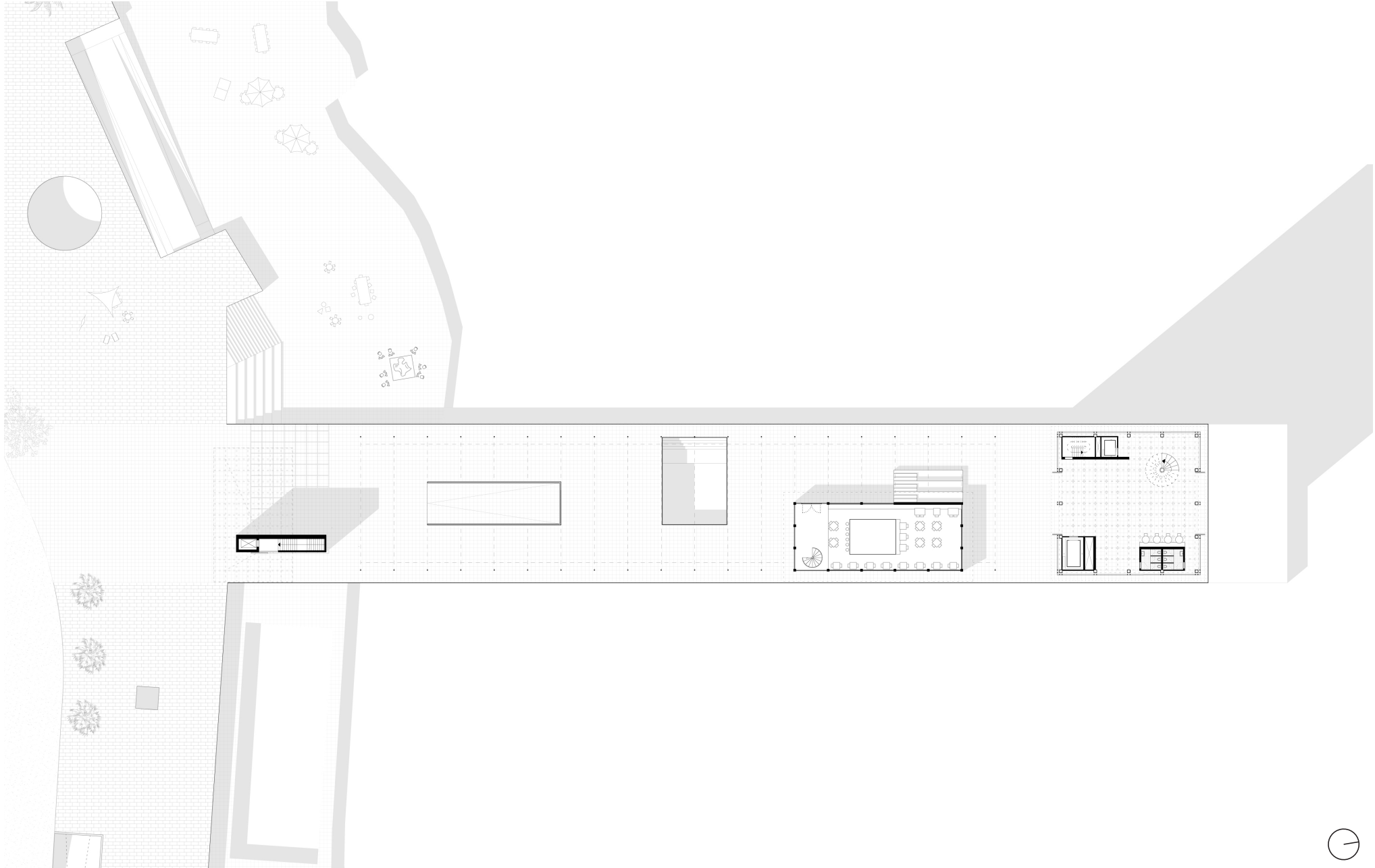
# USE OF EXISTING FOUNDATIONS





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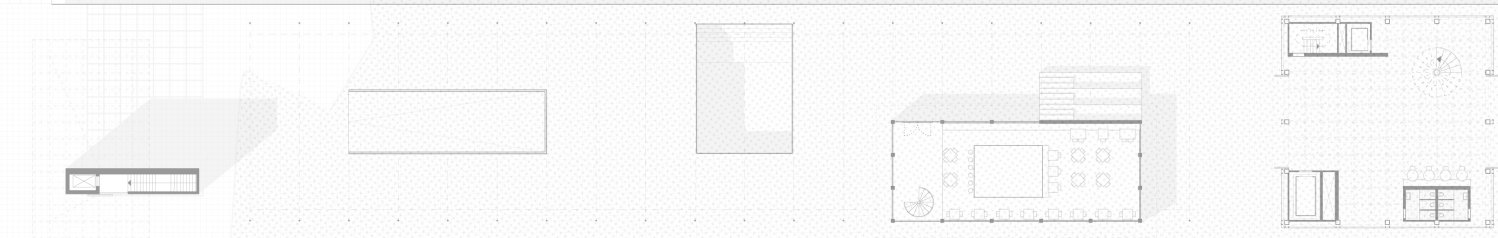
# GROUND FLOOR 00



# CONCEPT OF PROCESS



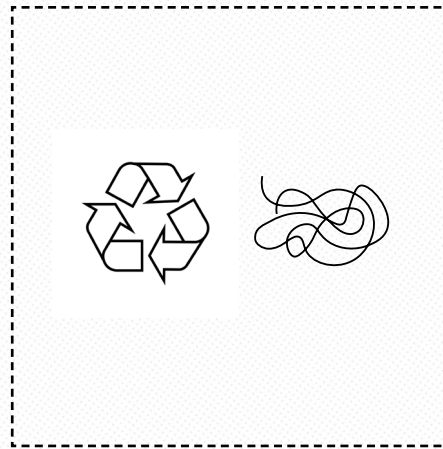
waste as a resource  
**URBAN ROOF**



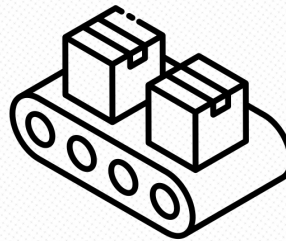
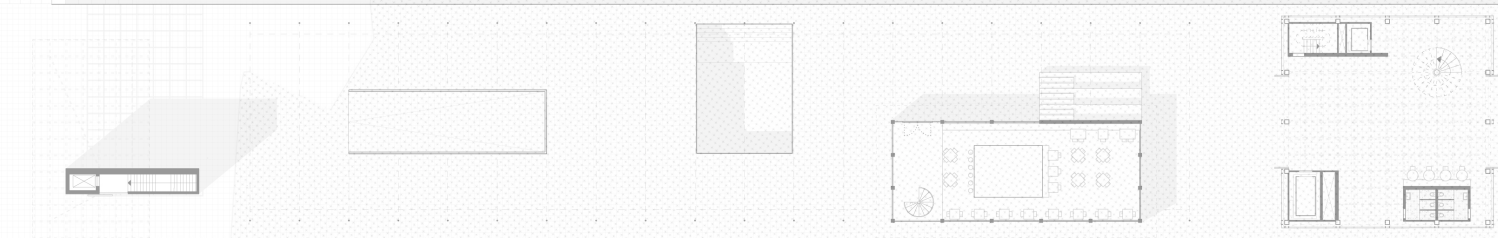
# CONCEPT OF PROCESS



waste as a resource  
**URBAN ROOF**



recycling process  
**PIER**

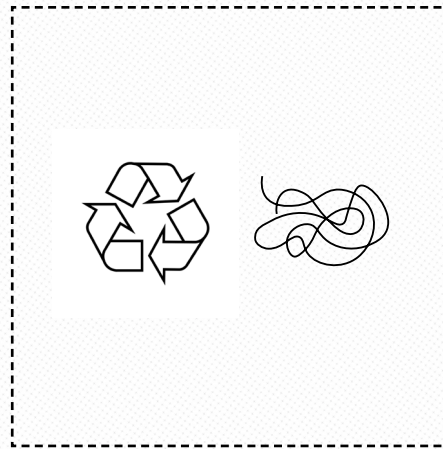




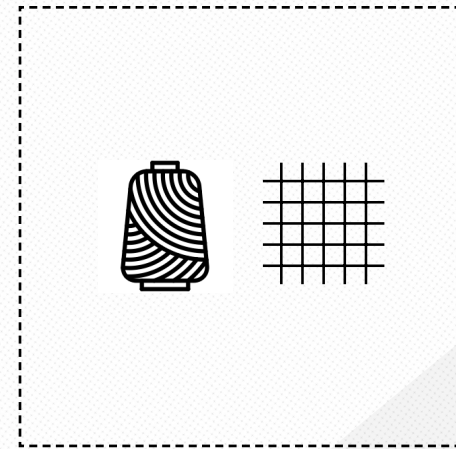
# CONCEPT OF PROCESS



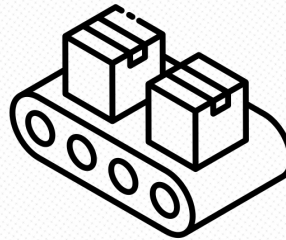
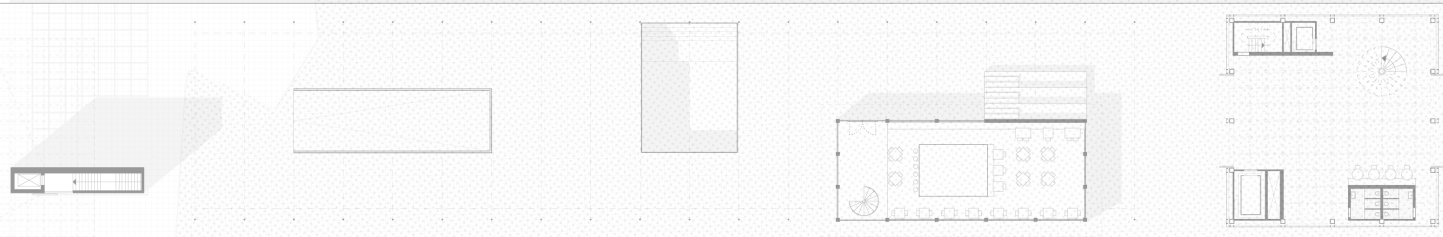
waste as a resource  
**URBAN ROOF**



recycling process  
**PIER**

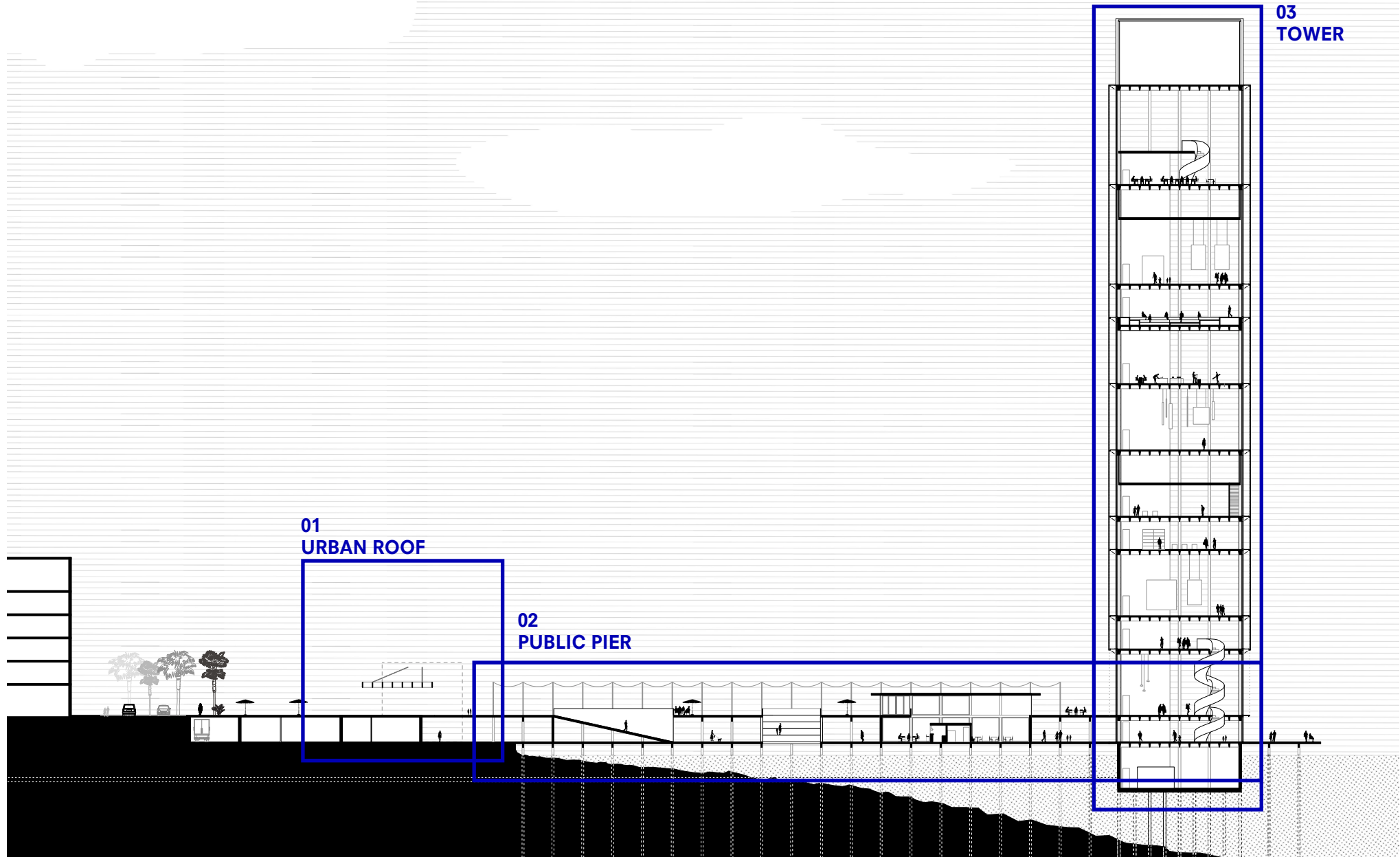


textile as final product  
**TOWER**



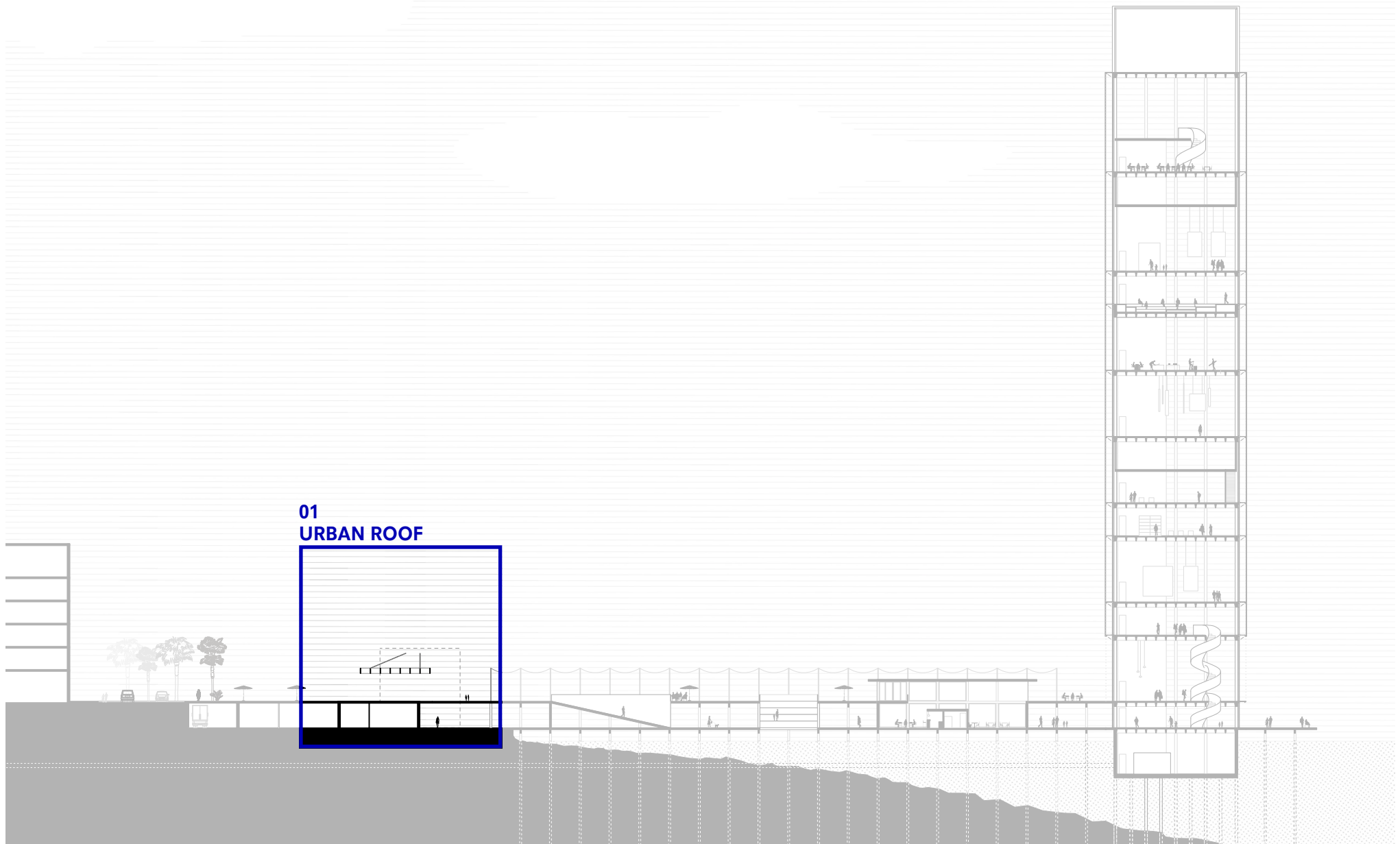
04 design concept

# ROUTING STAGES



04 design concept

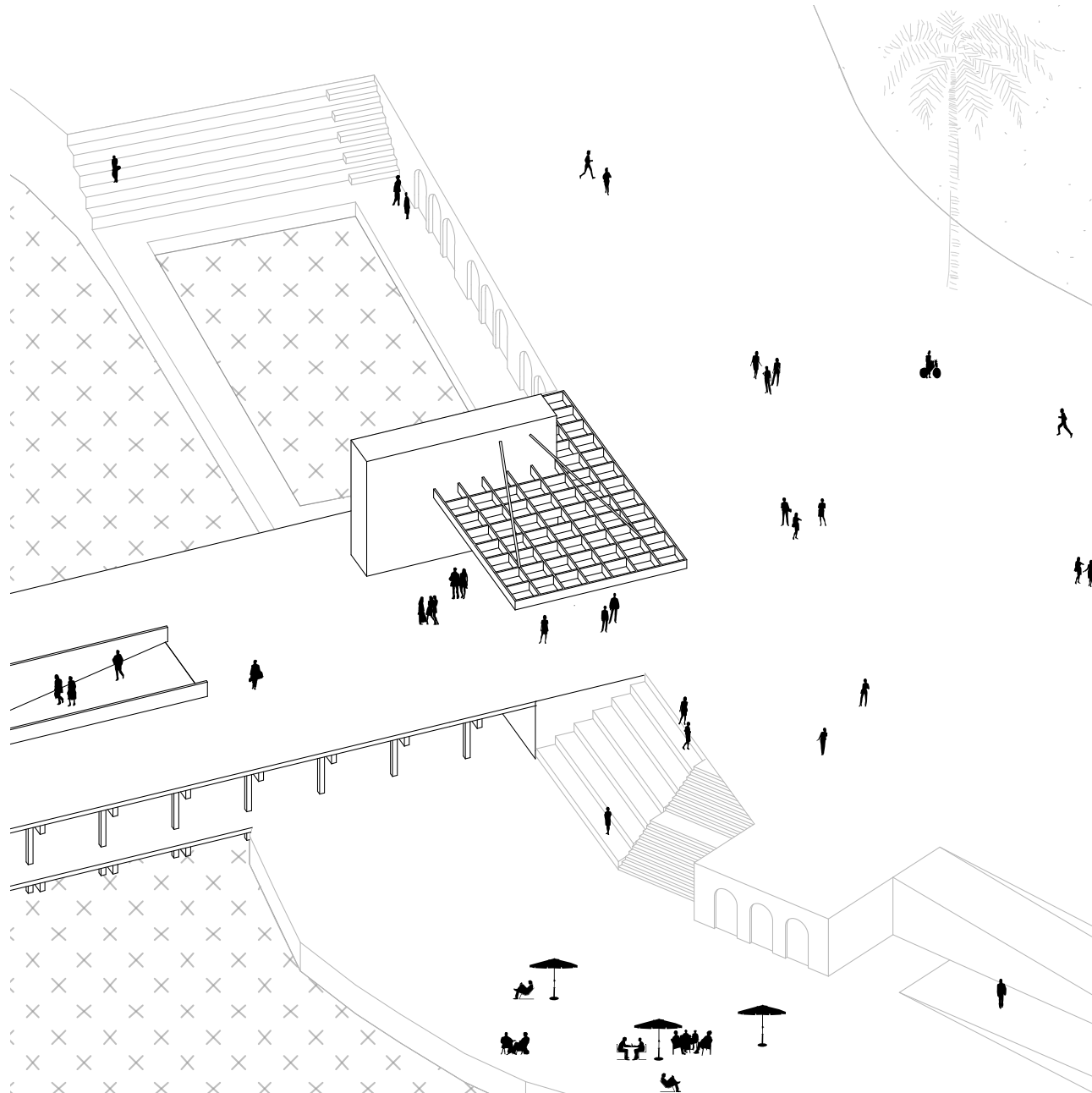
# URBAN ROOF



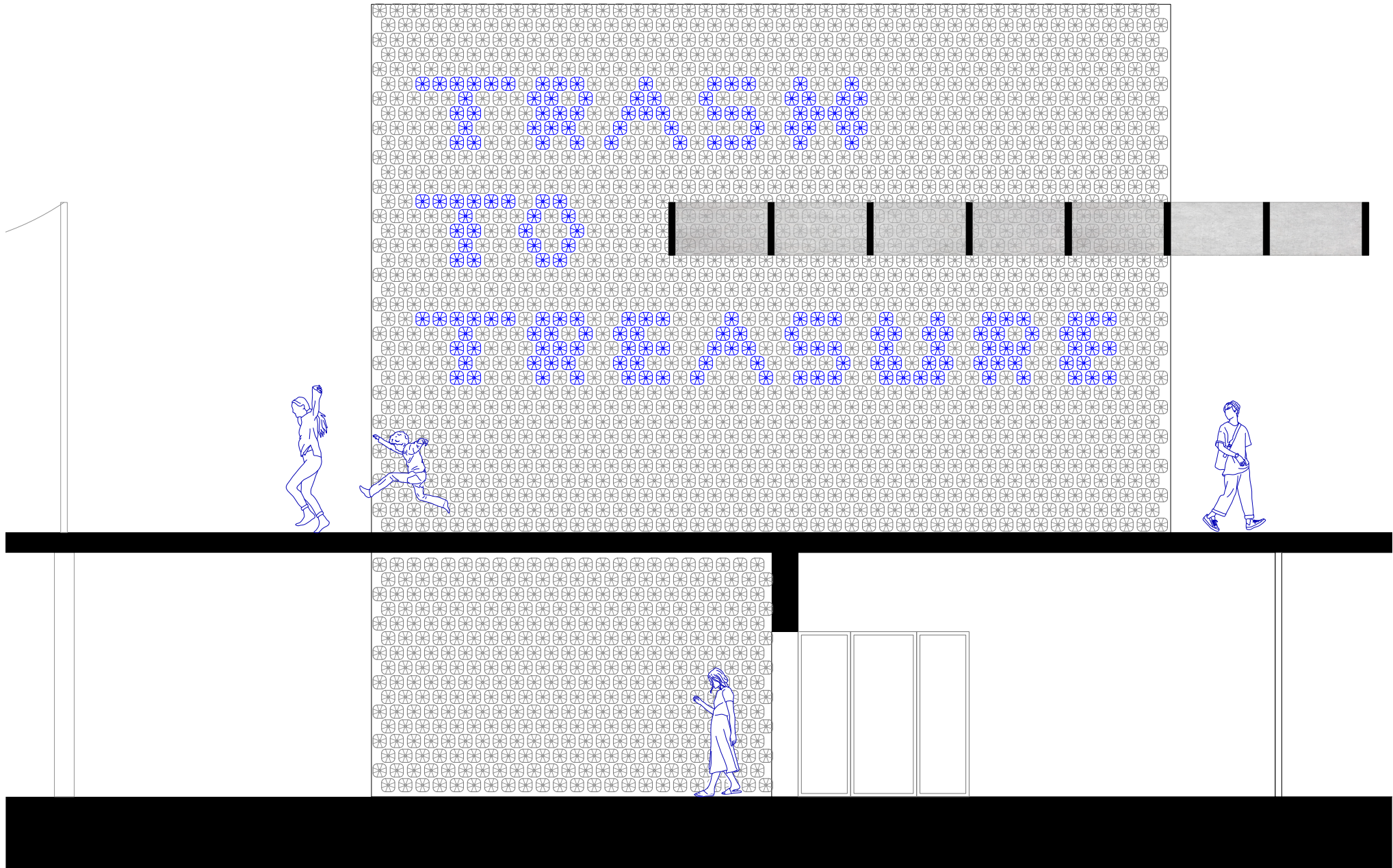


## 04 design concept

# URBAN ROOF

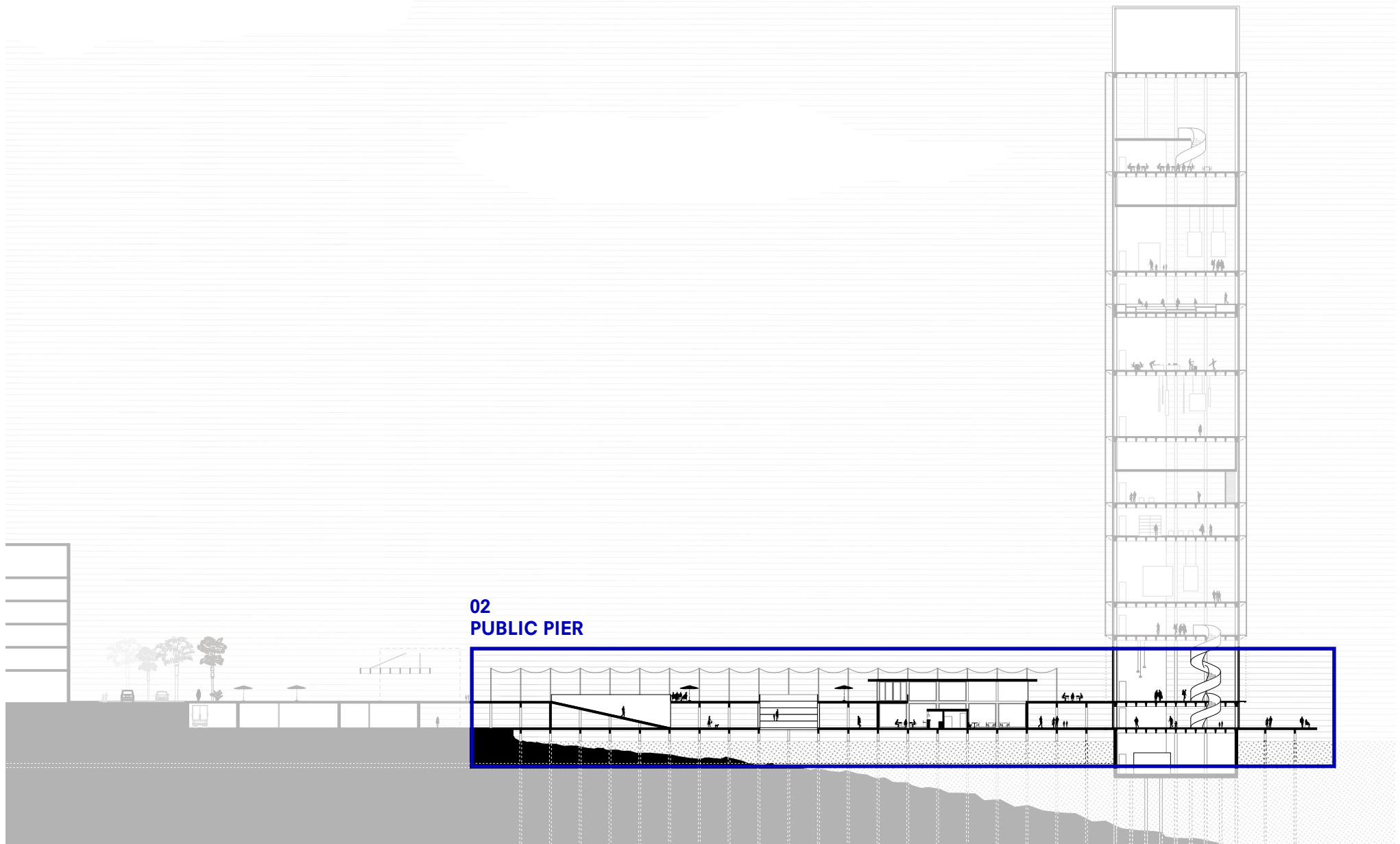


# WASTE AS A RESOURCE



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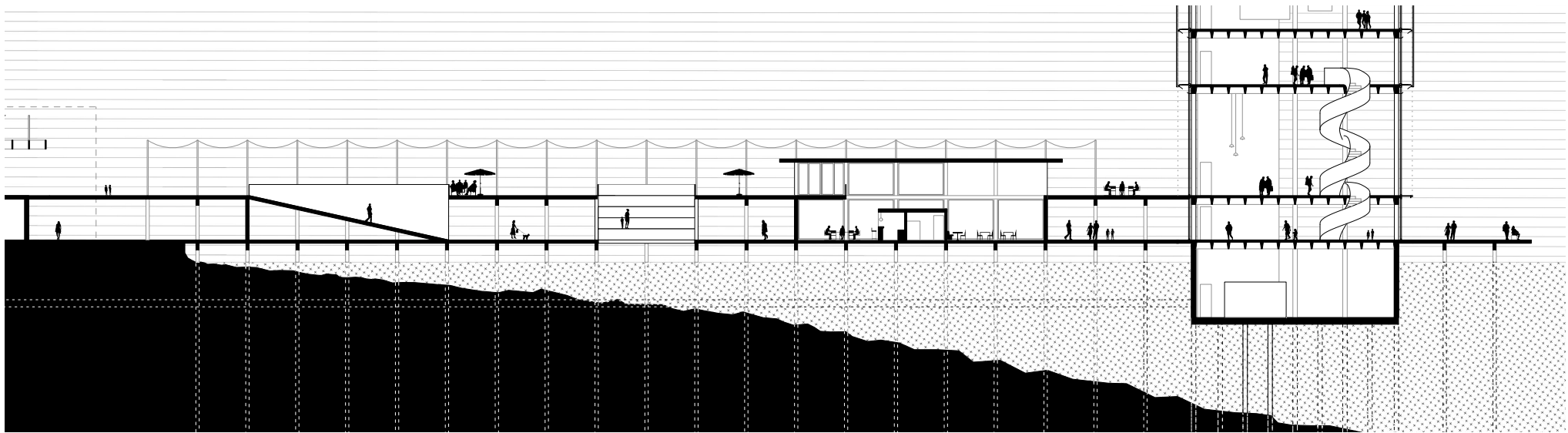
# PIER STRUCTURE





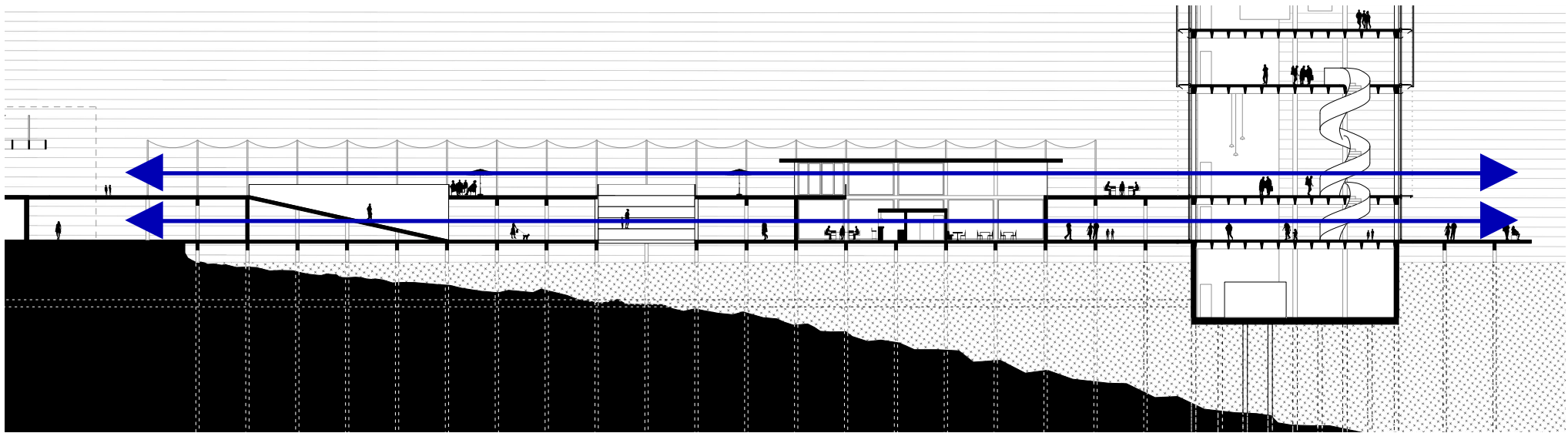
04 design concept

# PUBLIC PIER

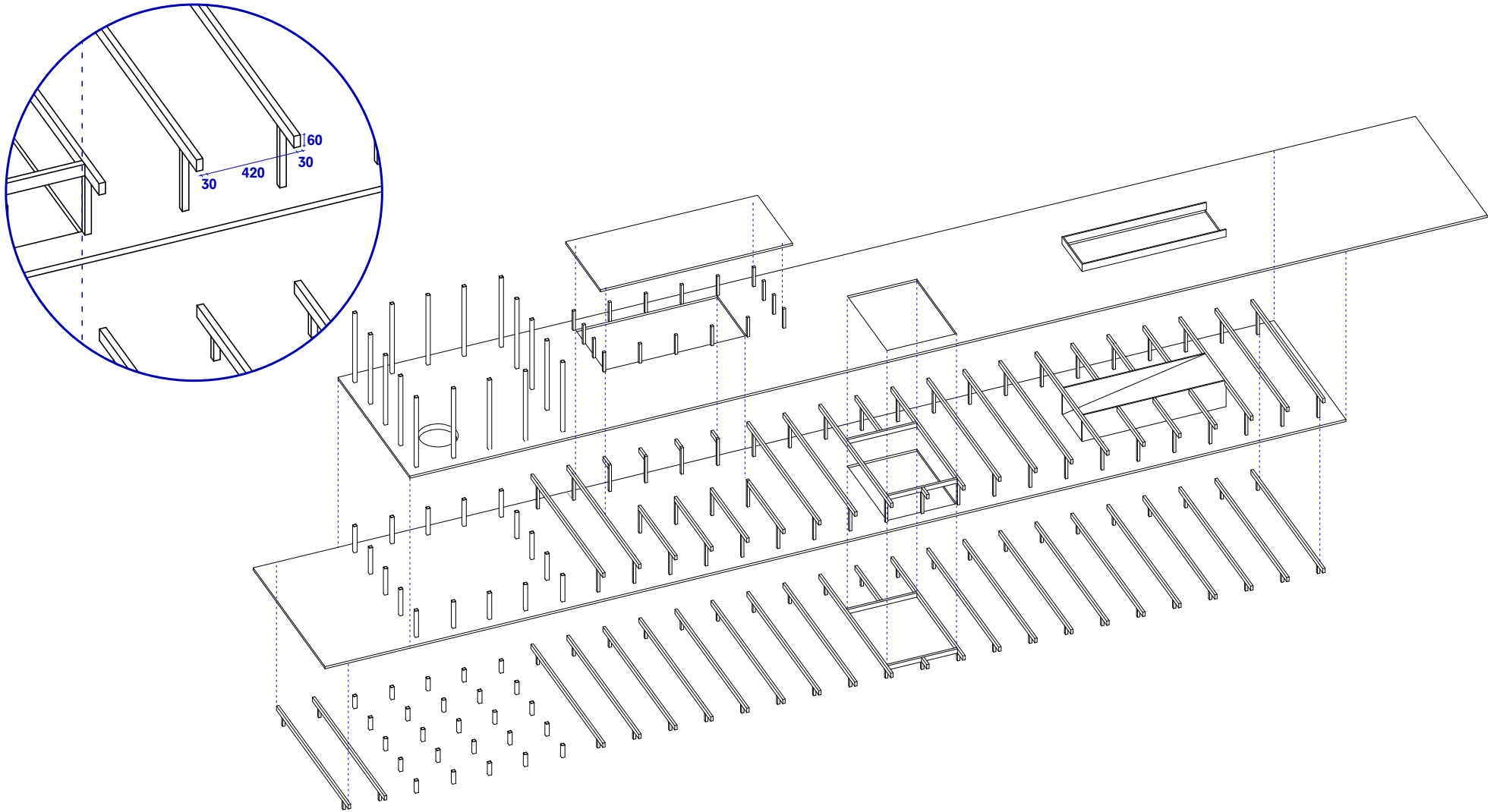


04 design concept

# PUBLIC PIER

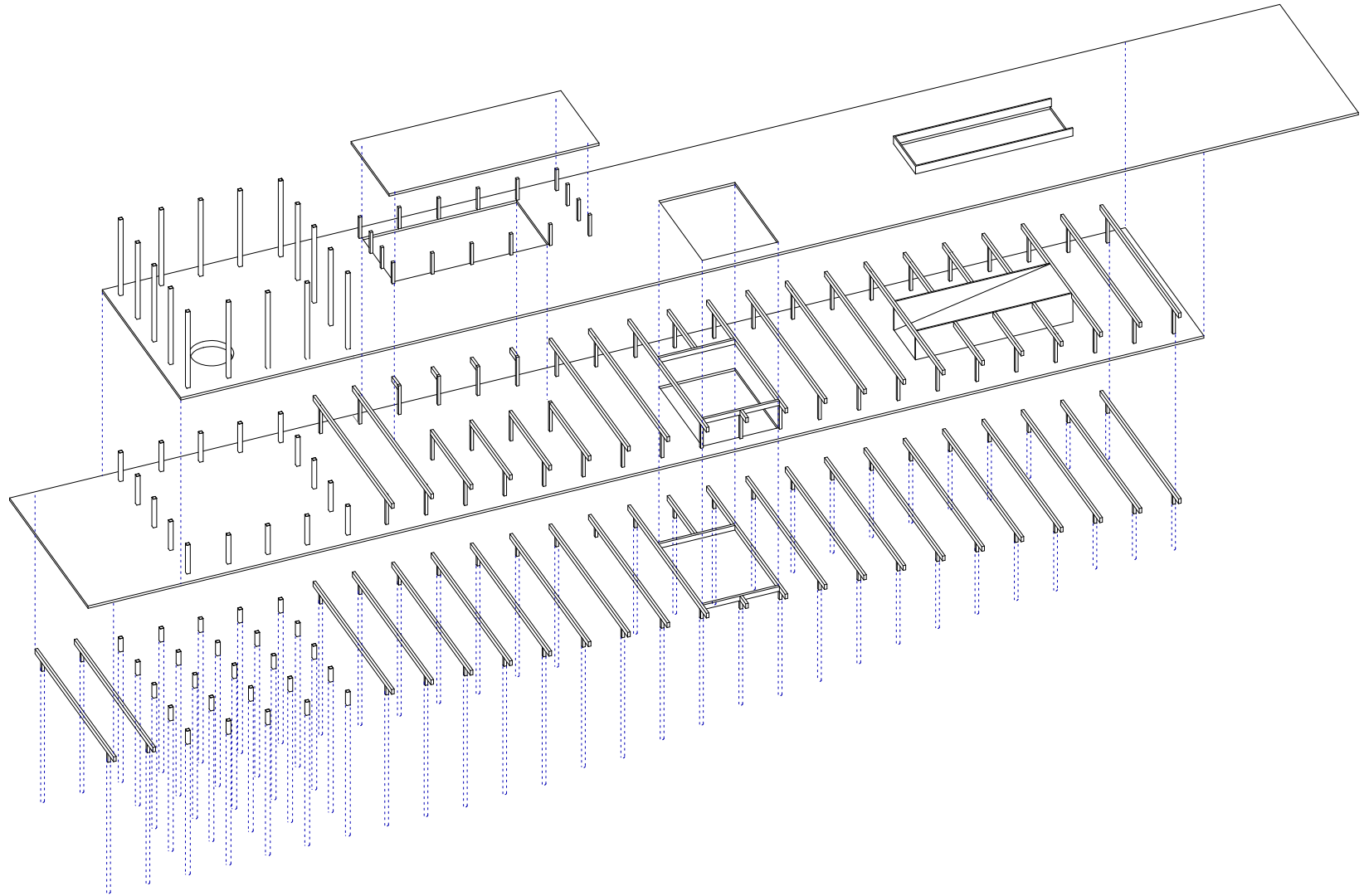


# PRE-STRESSED CONCRETE BEAMS



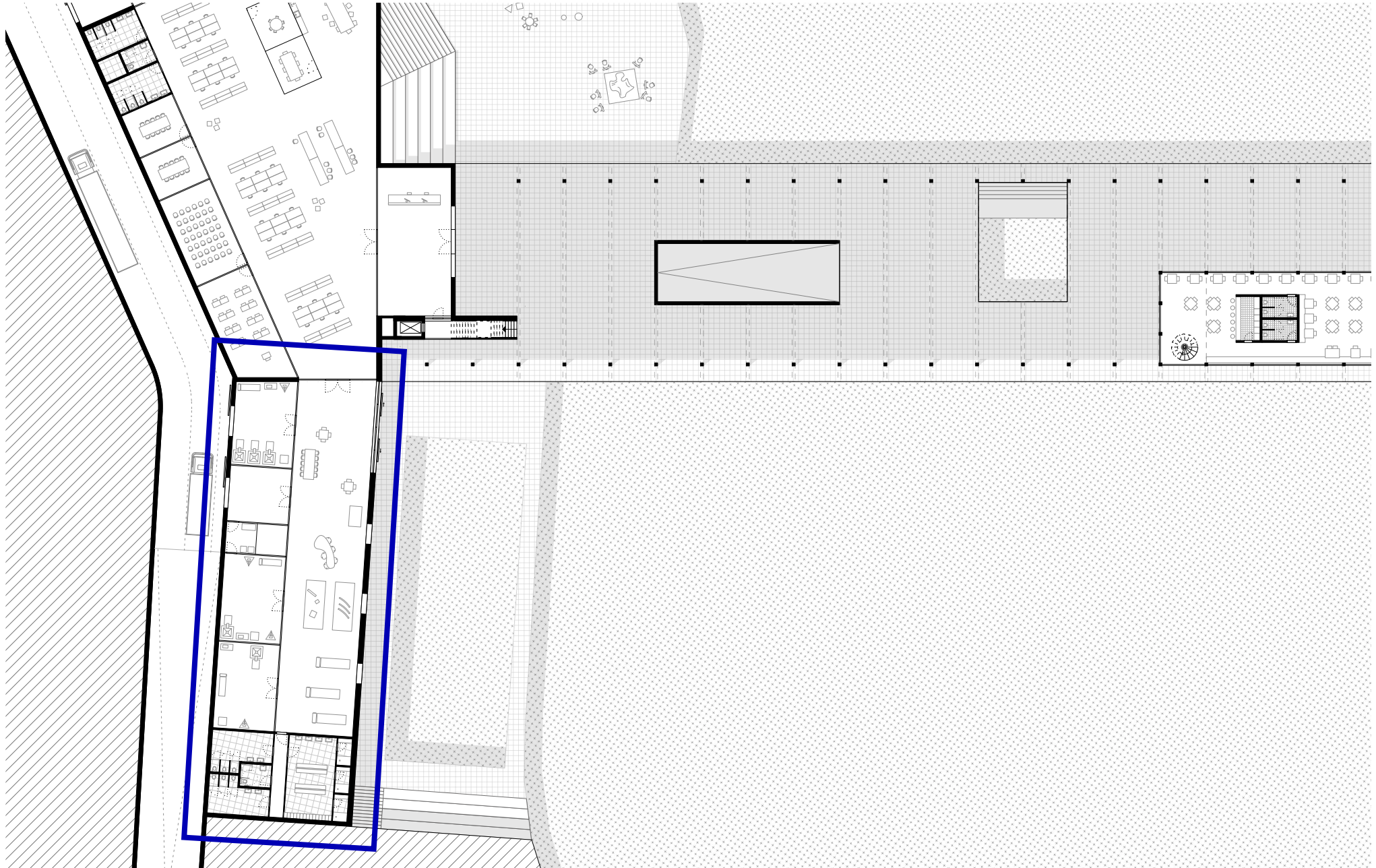


# PRE-STRESSED CONCRETE BEAMS



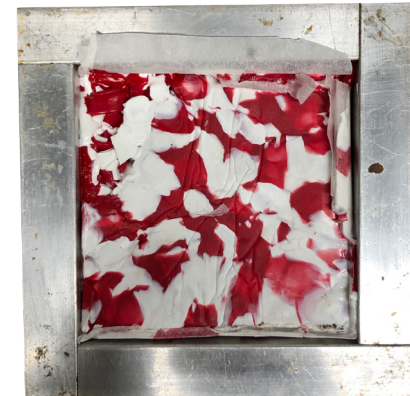
04 design concept

# PUBLIC WORKSHOP



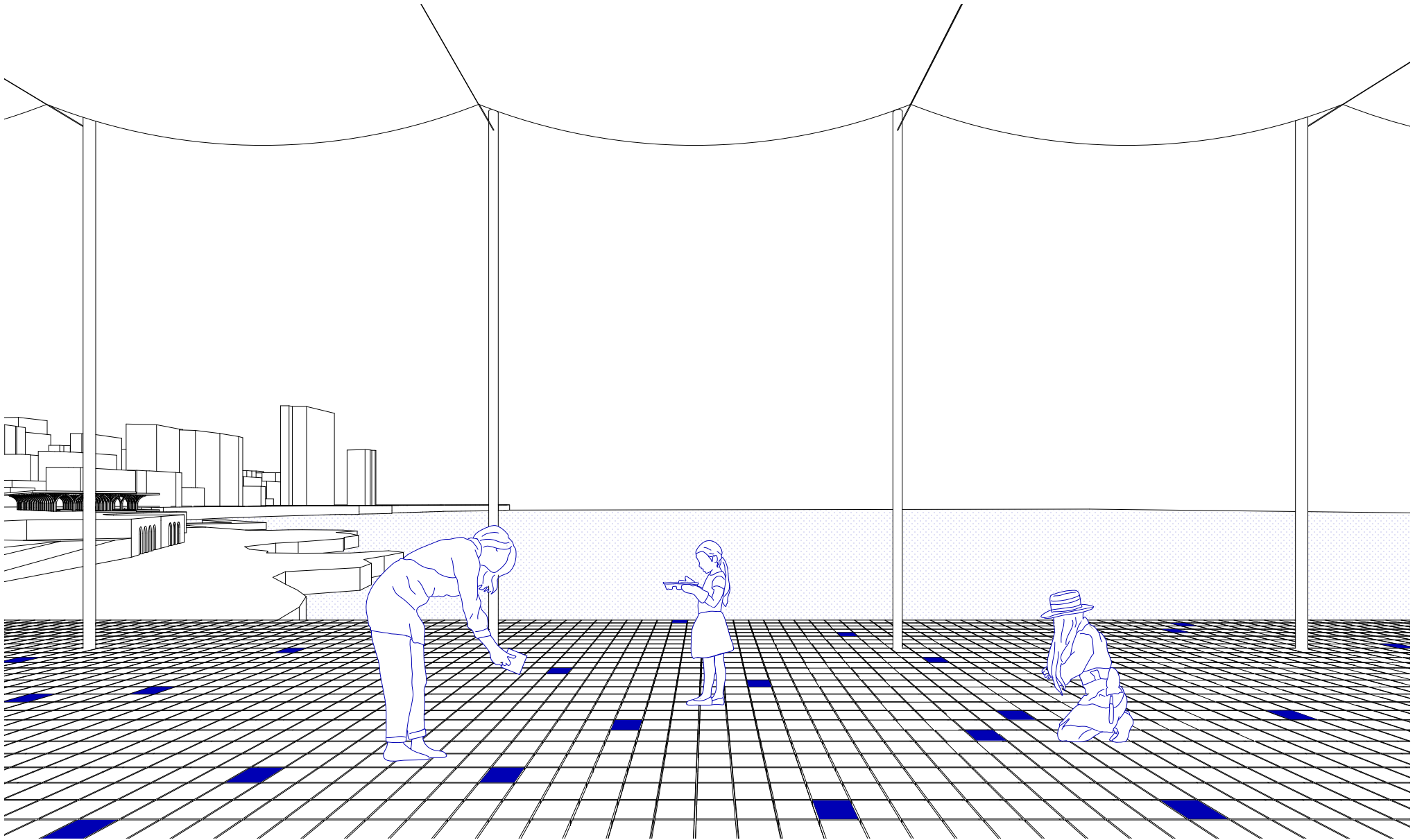
04 design concept

# PLASTIC RECYCLED TILES





# PARTICIPATIVE PAVEMENT CONCEPT



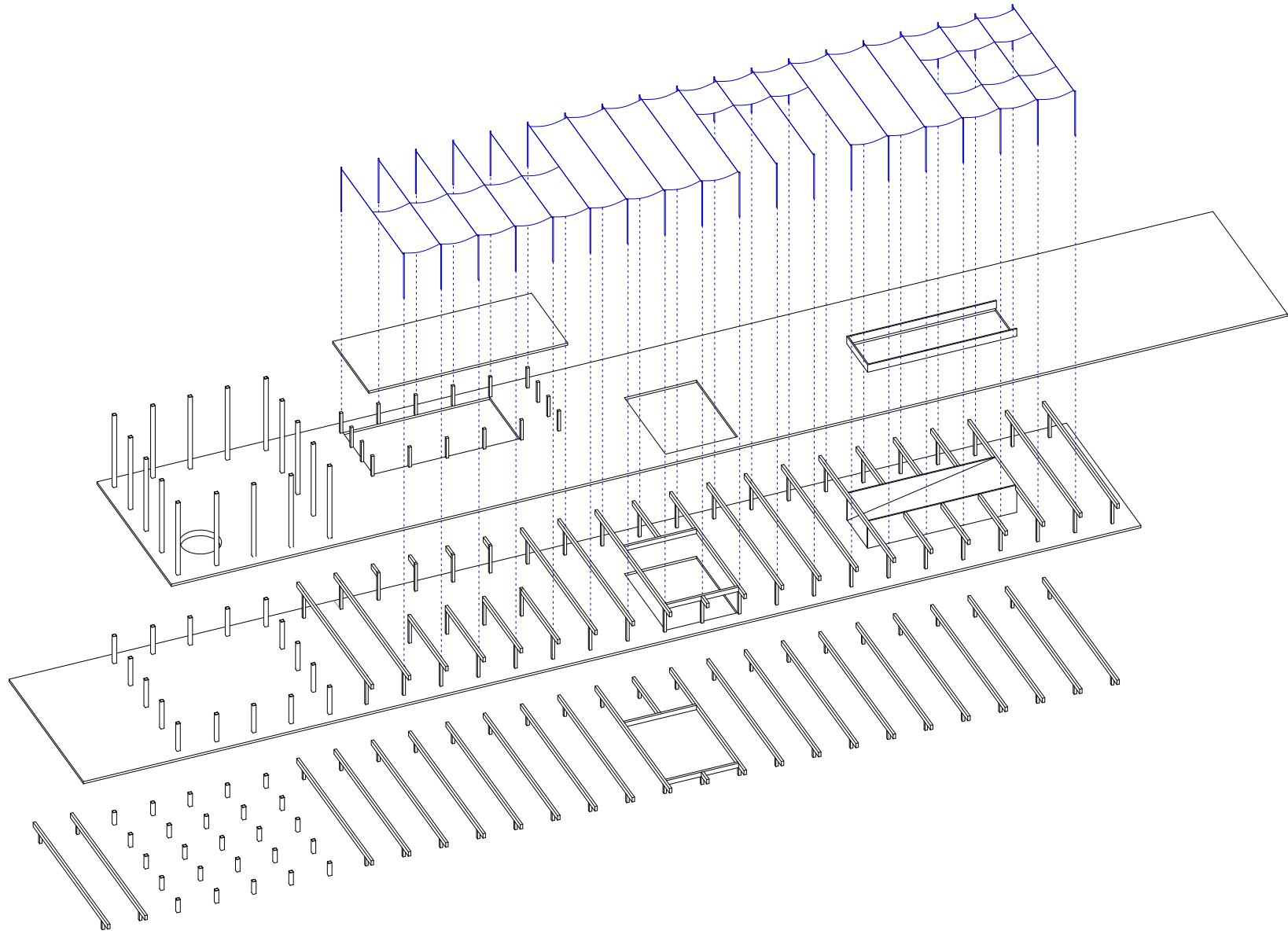
04 design concept

# TEXTILE SHADING ELEMENTS



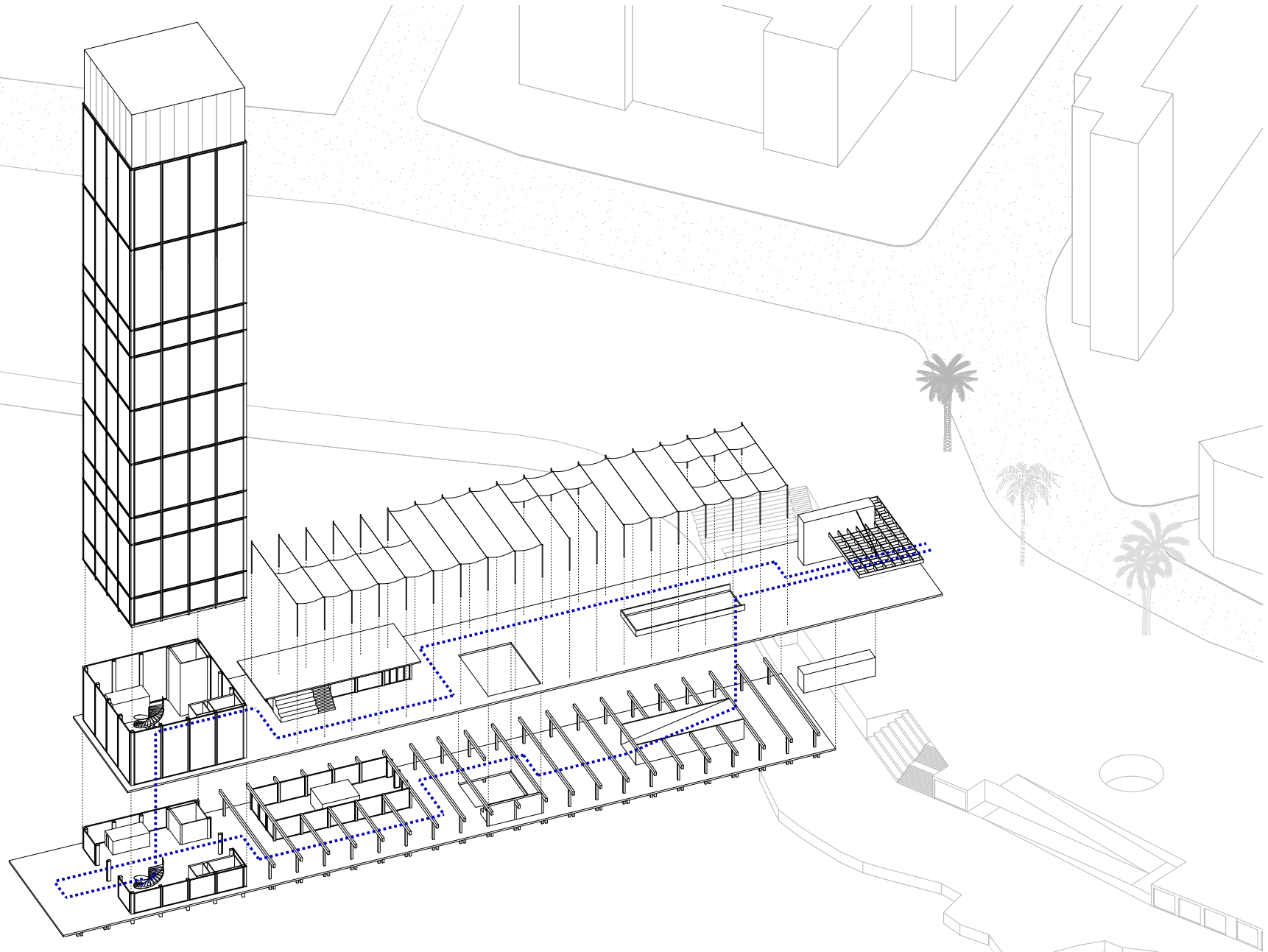
04 design concept

# SHADING STRUCTURE





# CONTINUOUS PUBLIC SPACE



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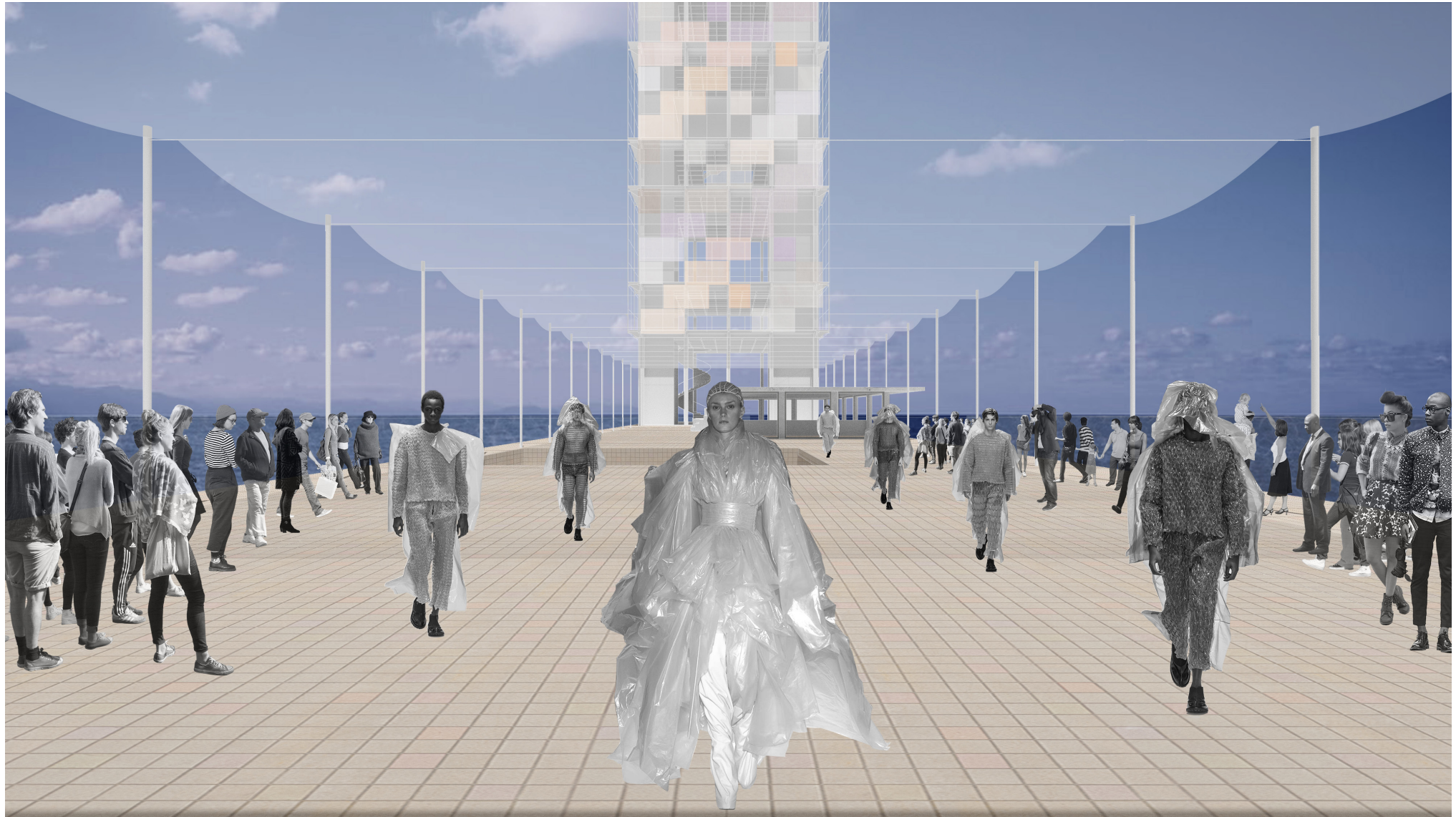
# MORNING SCENARIO





04 design concept

# AFTERNOON SCENARIO





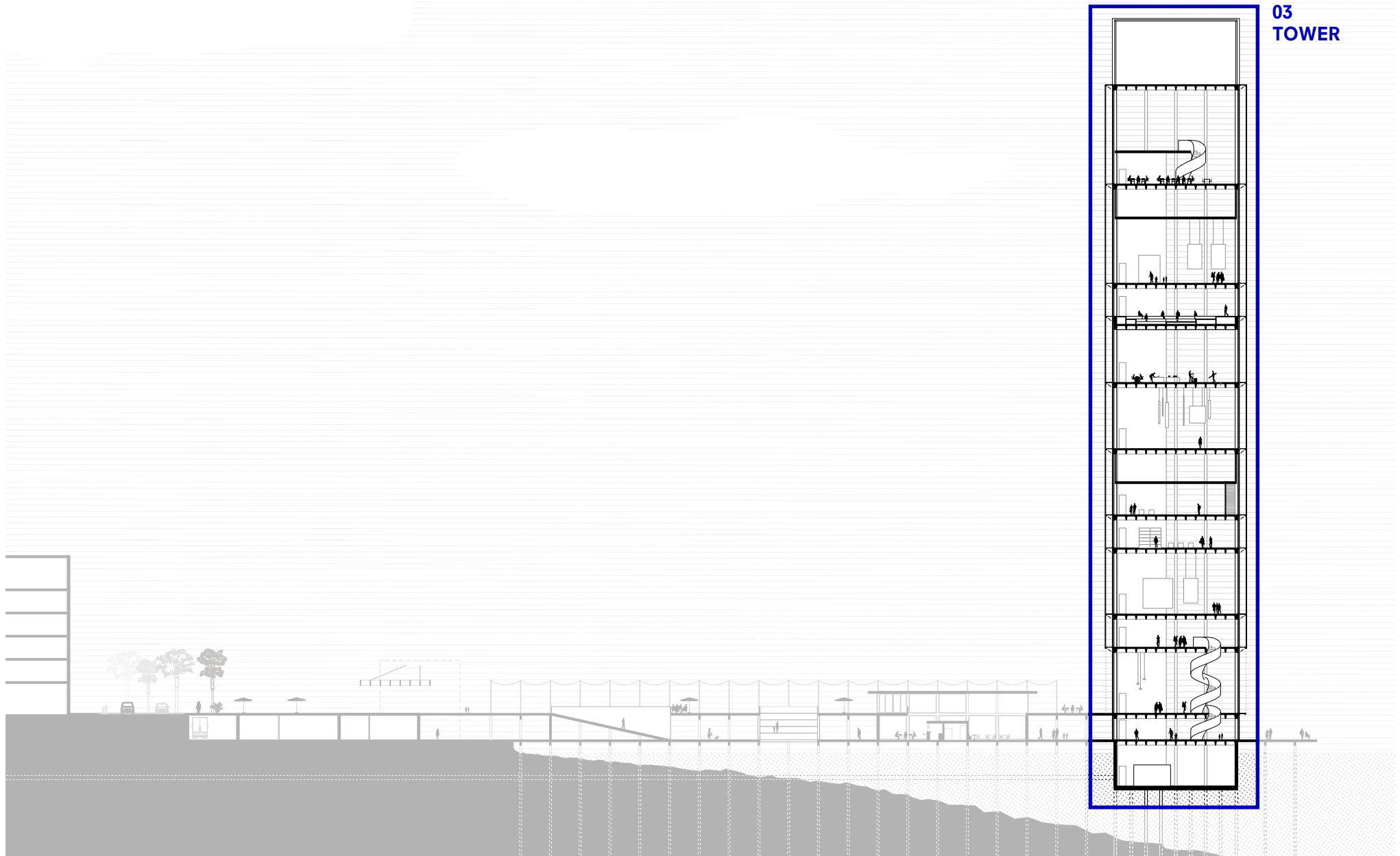
04 design concept

# EVENING SCENARIO



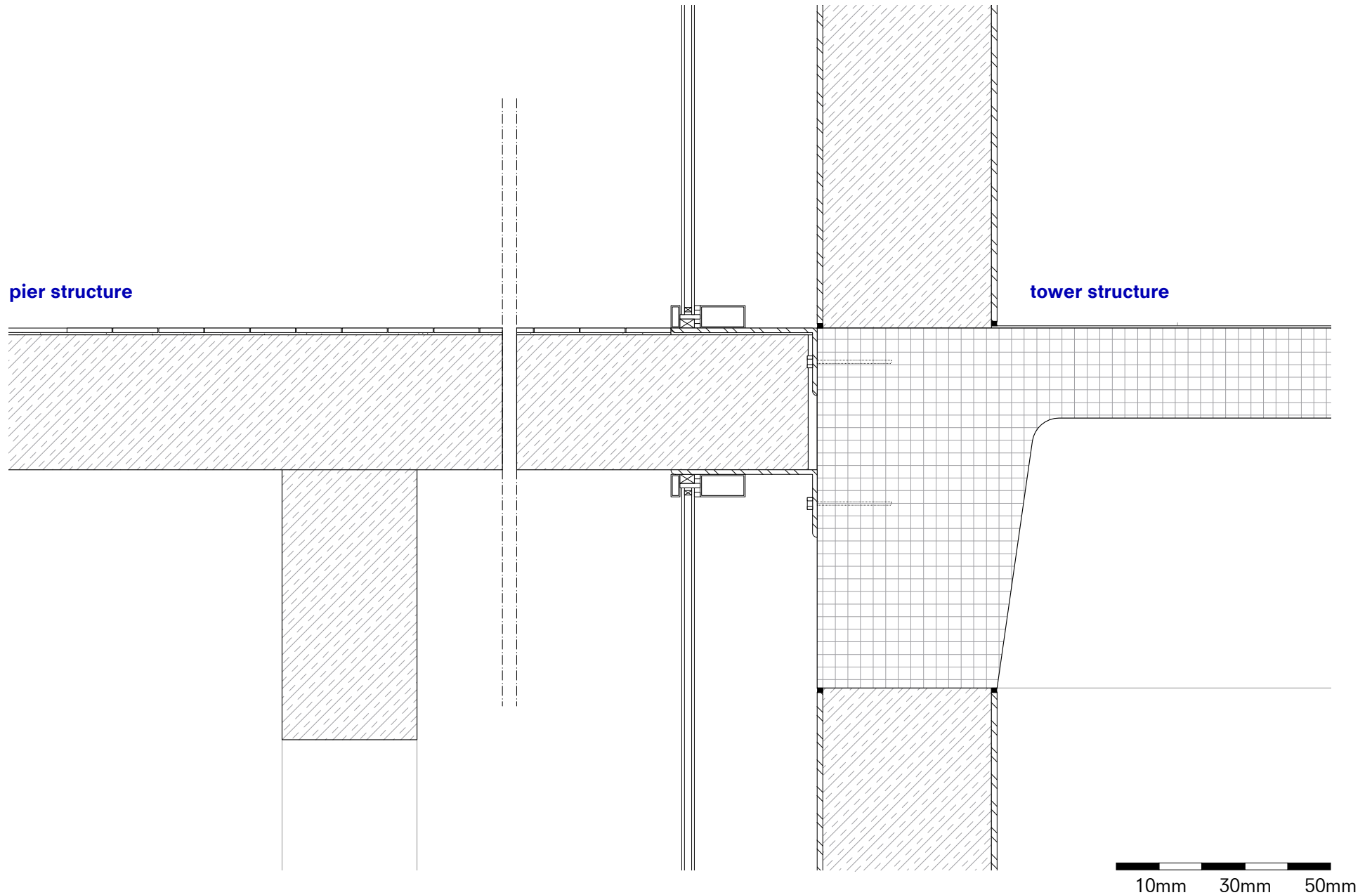
04 design concept

# TOWER STRUCTURE



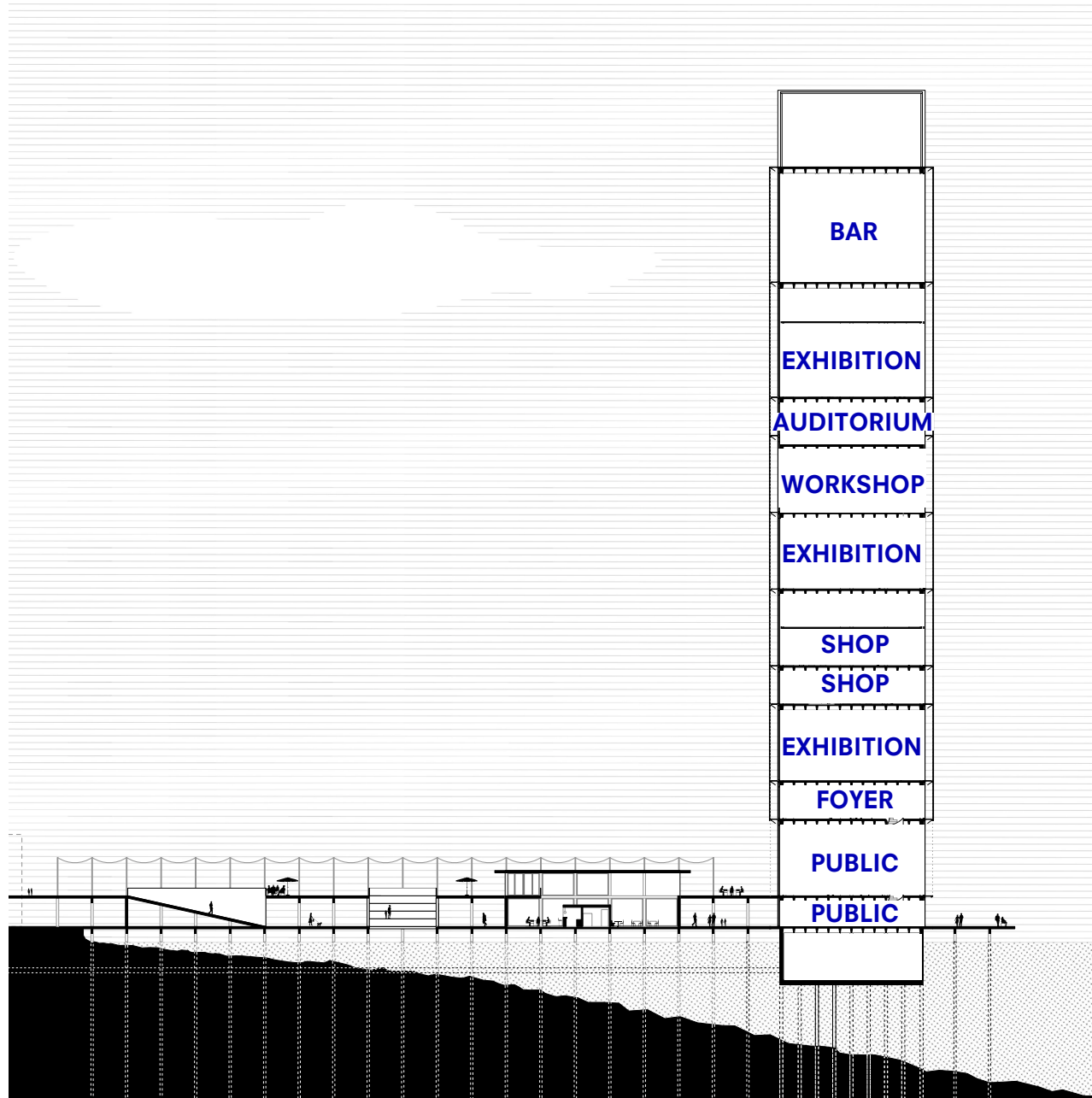
04 design concept

# CONNECTION DETAIL



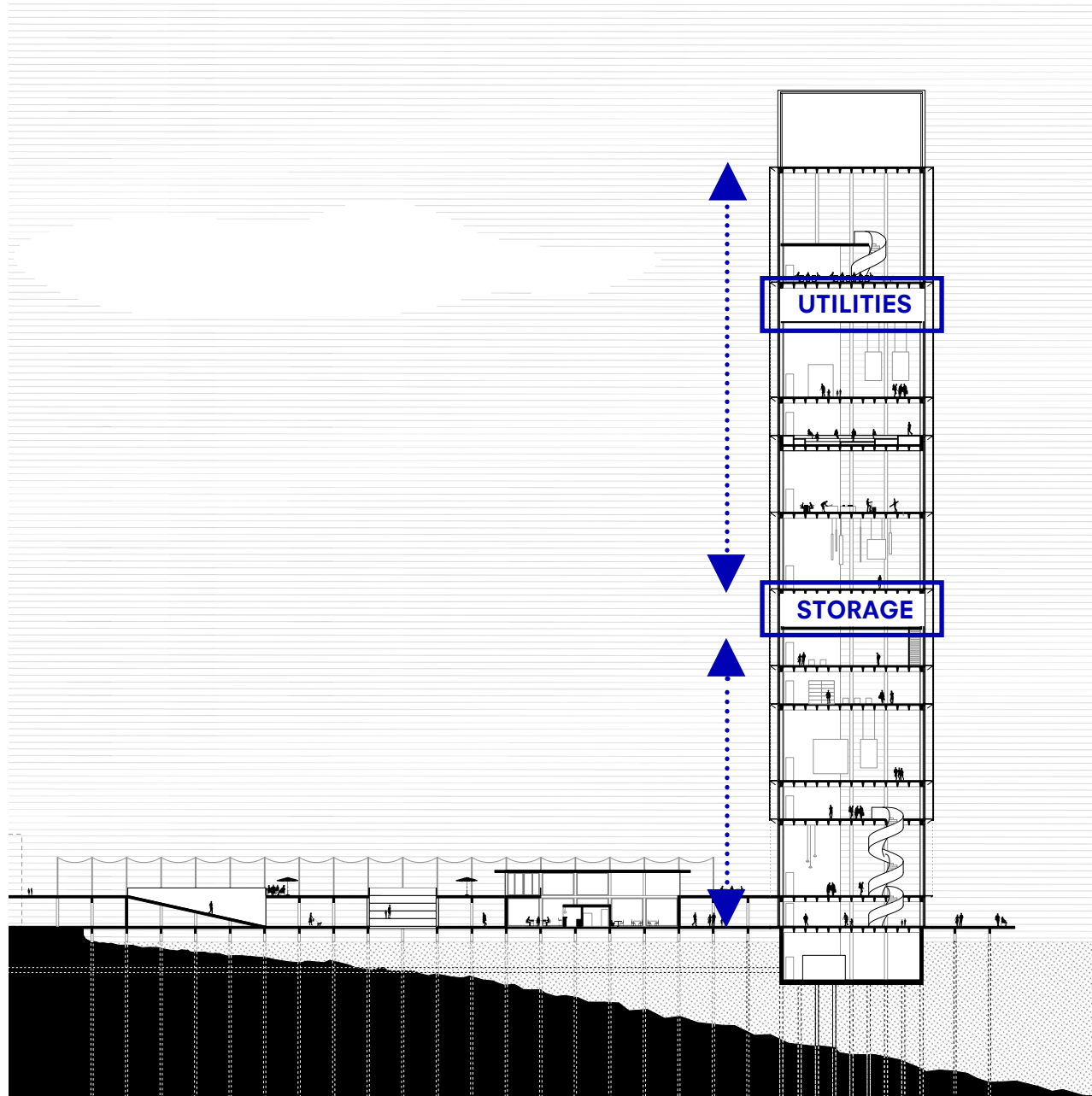


# PROGRAM DIVISION



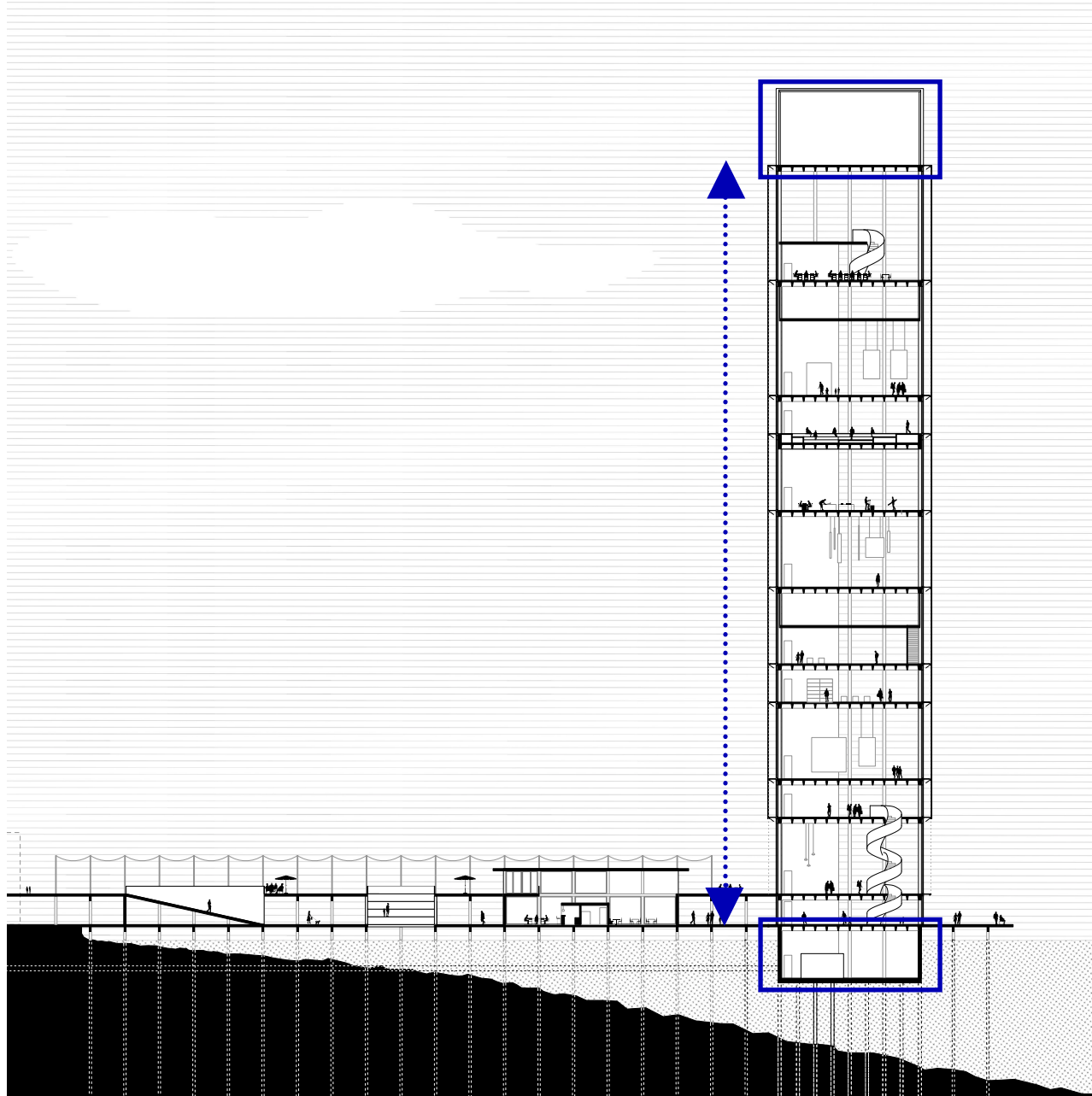
04 design concept

# LOGISTICAL SPACES



04 design concept

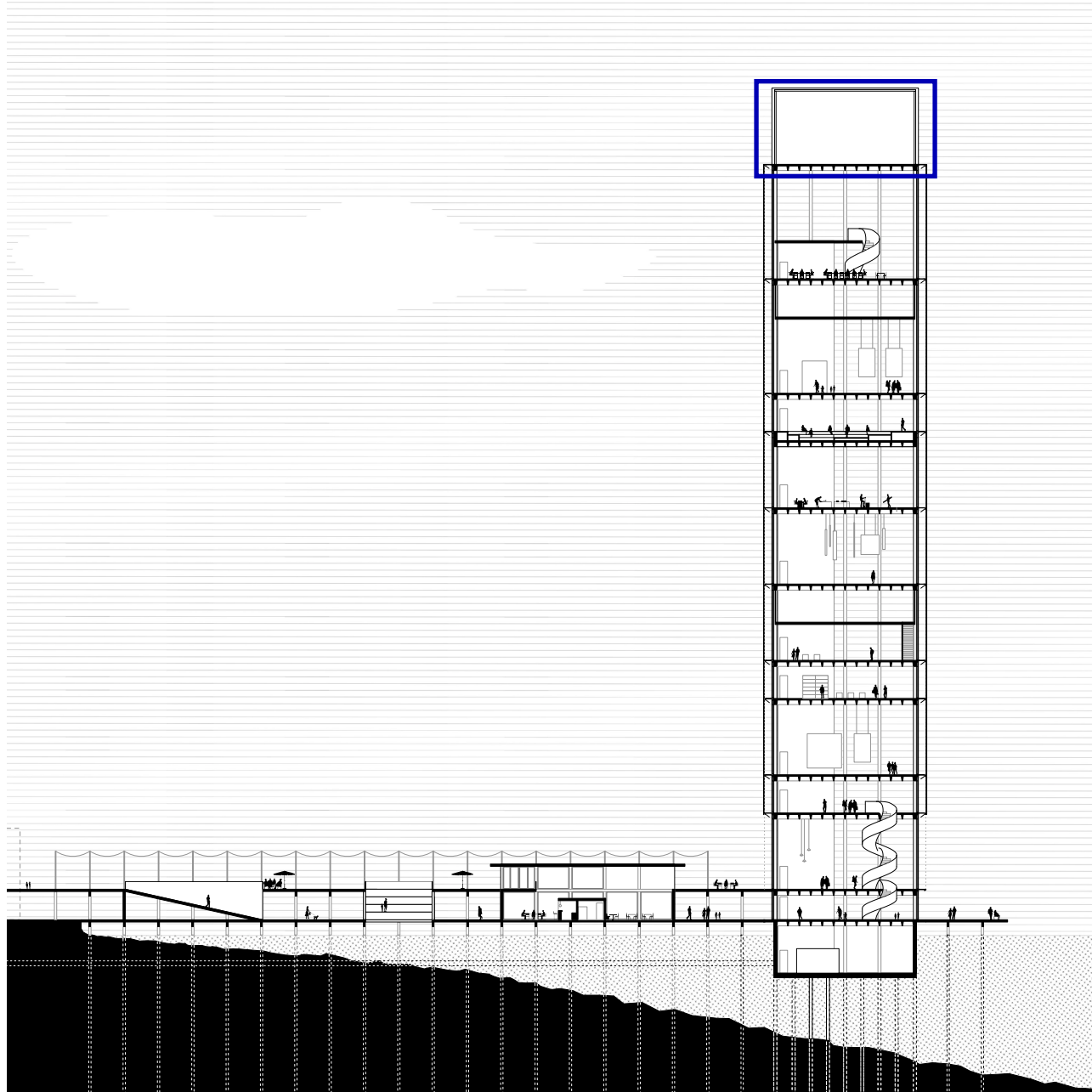
# TECHNICAL SPACES



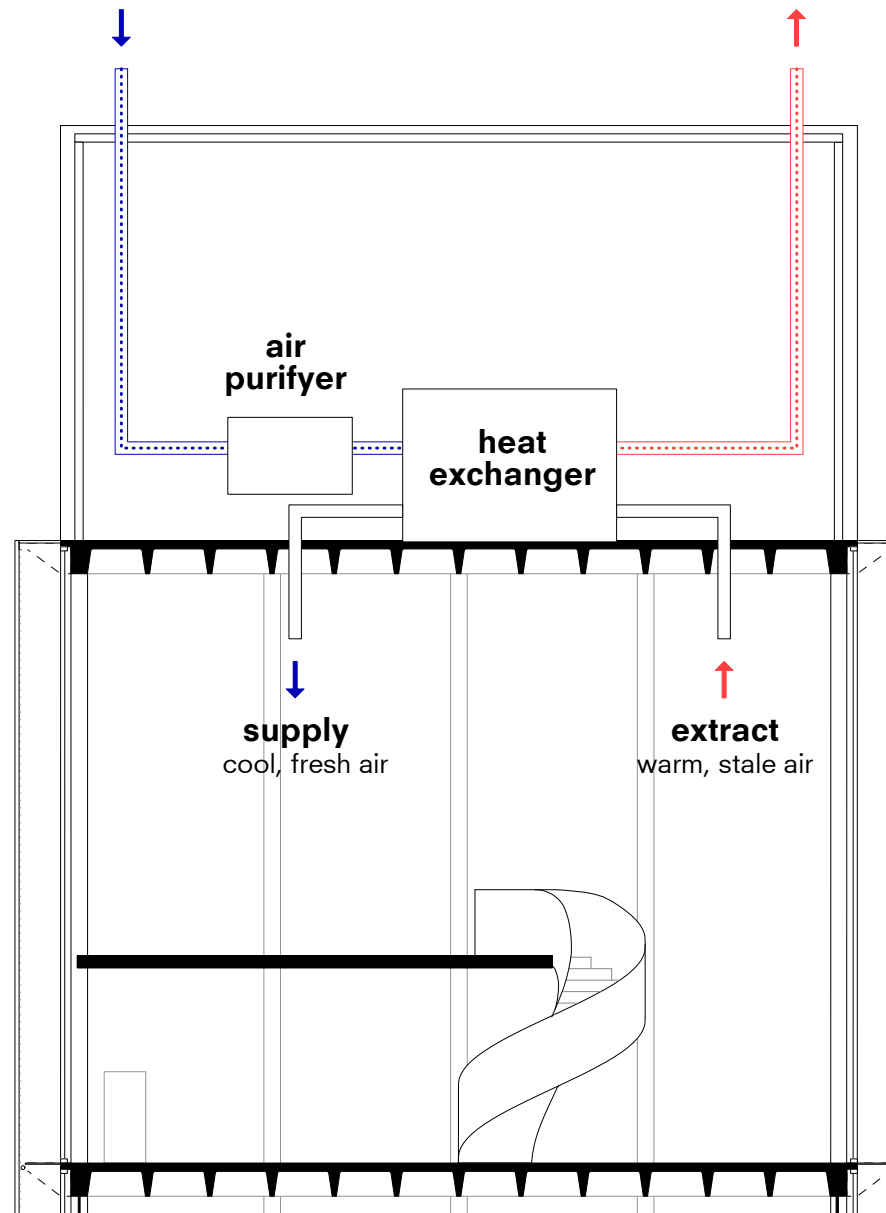


04 design concept

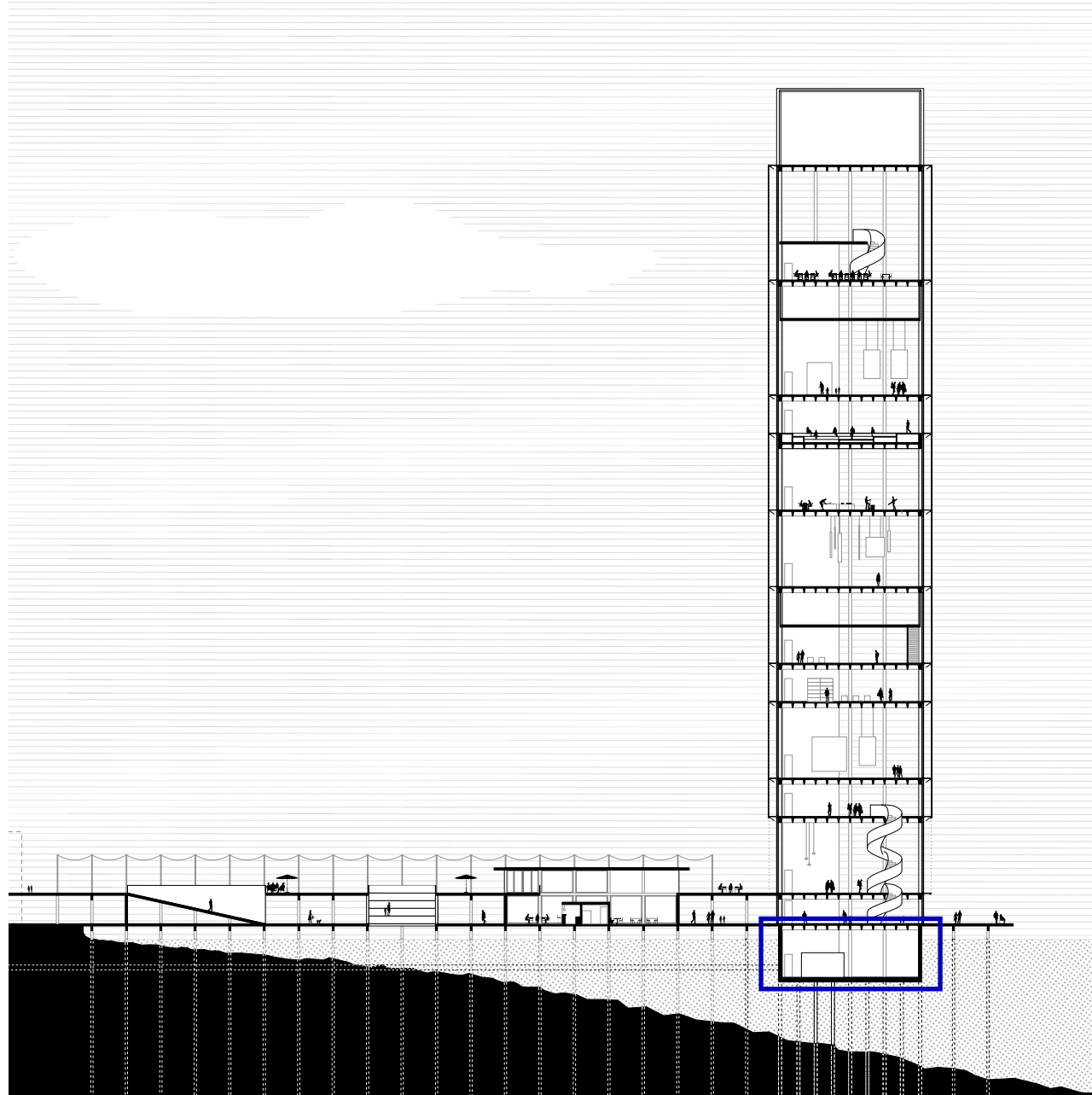
# TOP-UP SPACE



# MECHANICAL VENTILATION



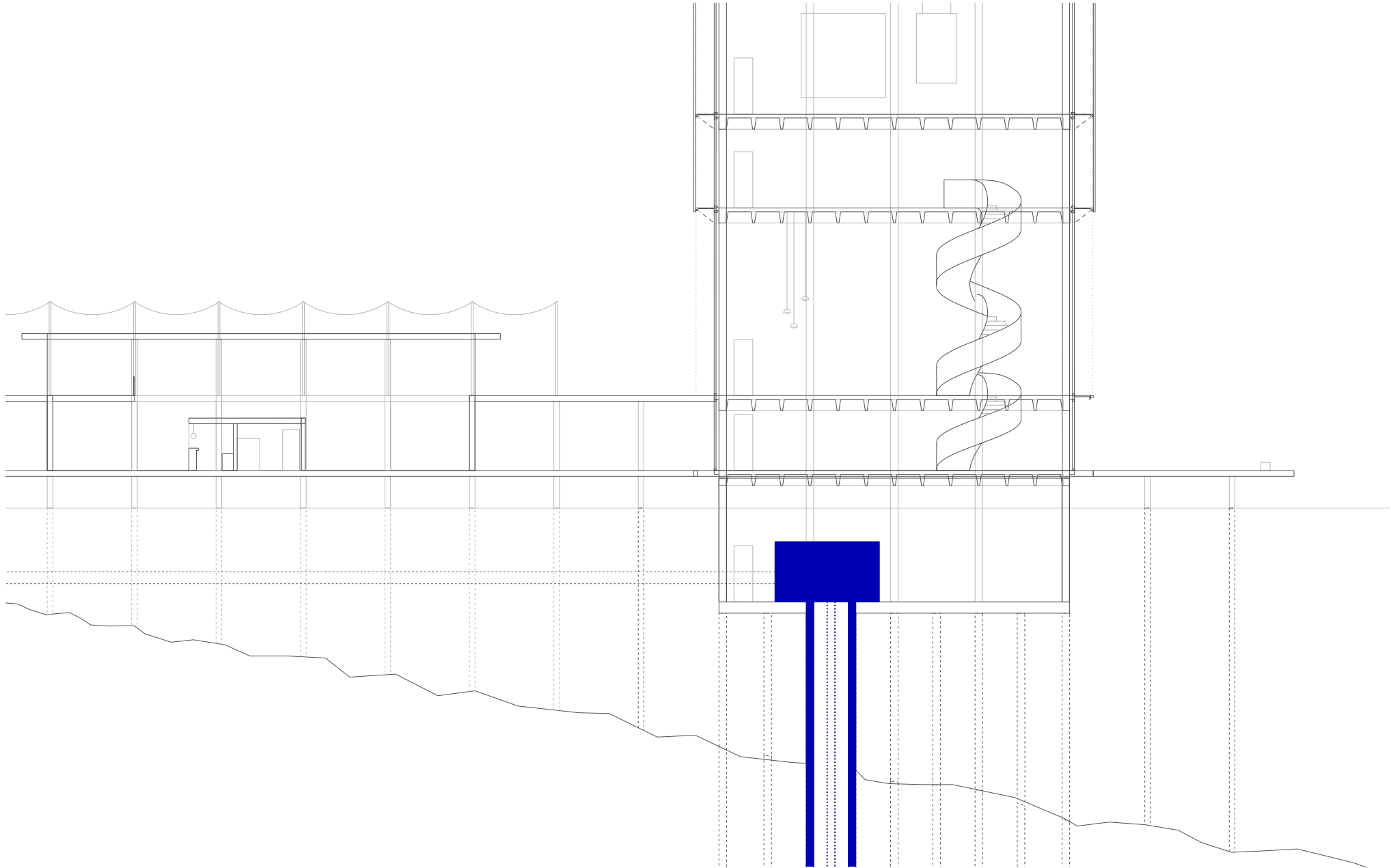
# GROUND-SOURCED HEAT PUMP



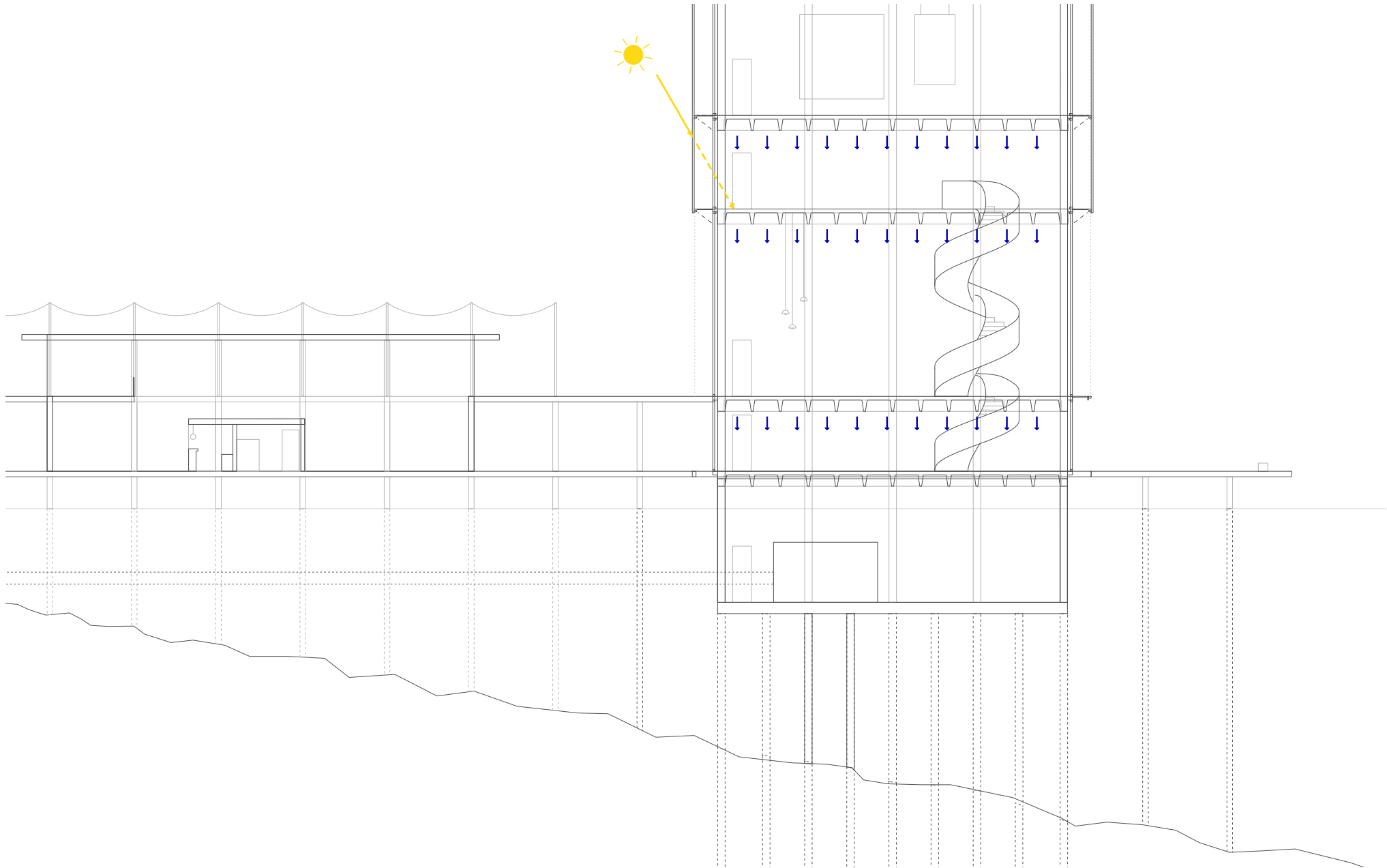


04 design concept

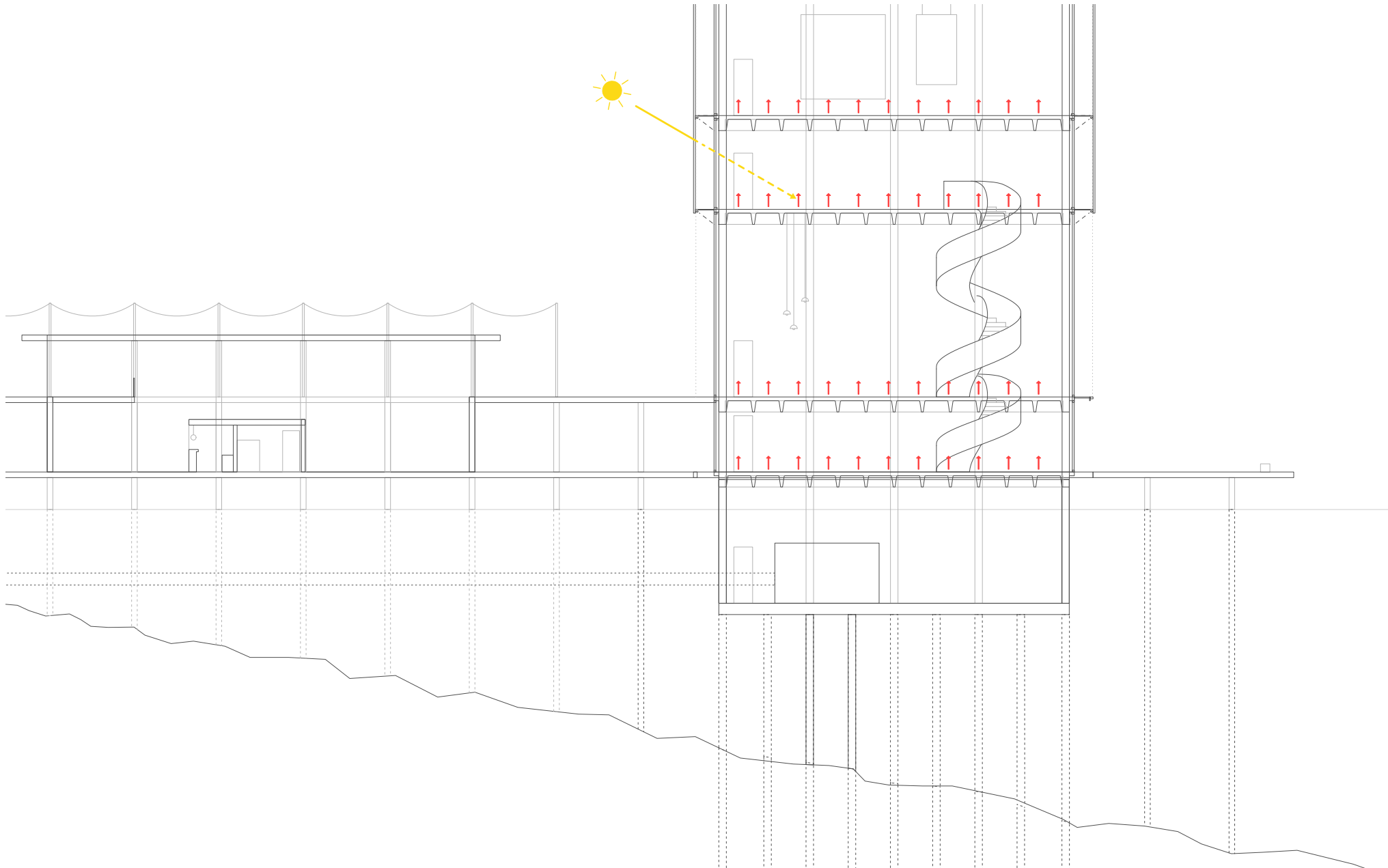
# GROUND-SOURCED HEAT PUMP



# SUMMER COOLING SCENARIO

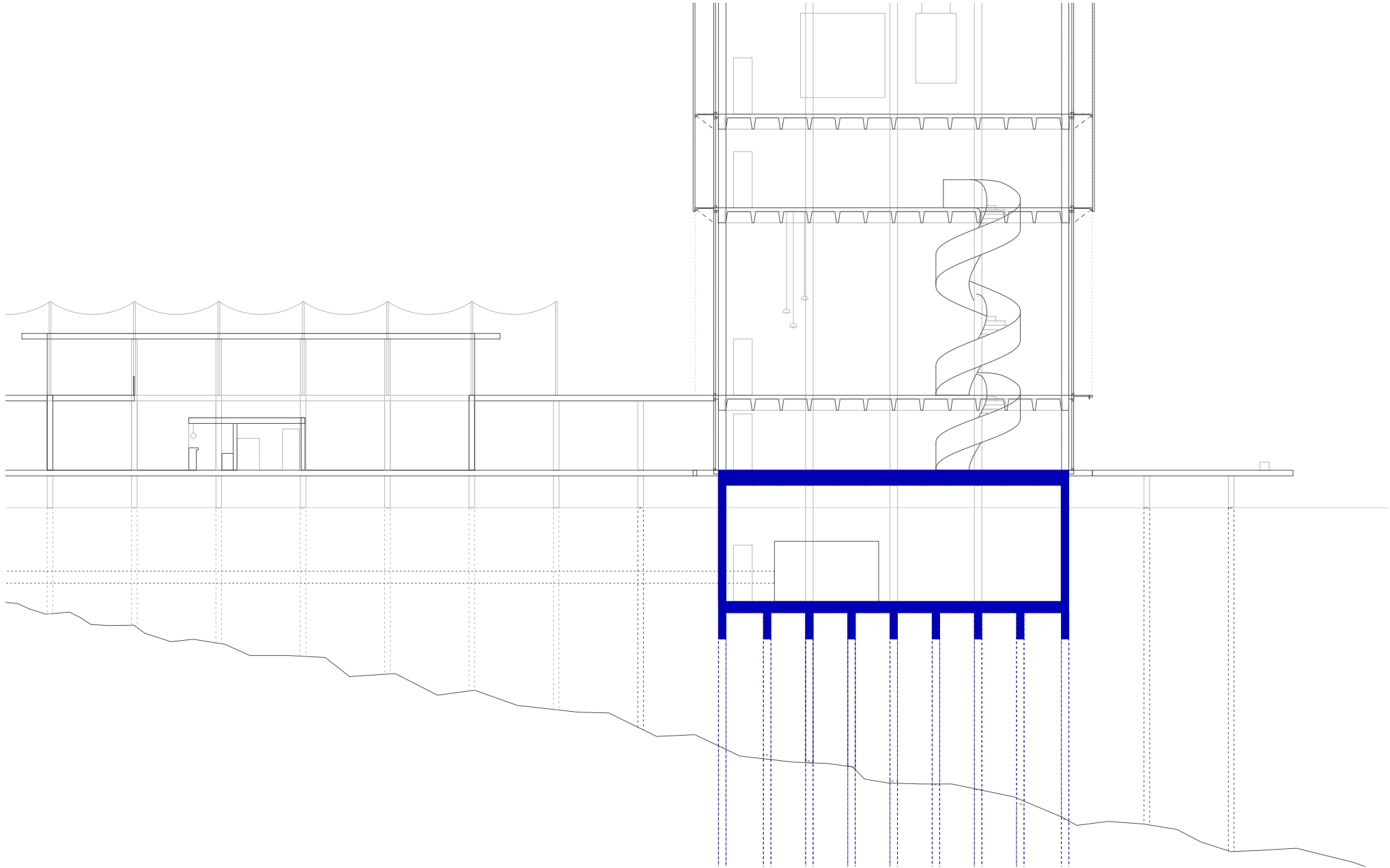


# WINTER HEATING SCENARIO



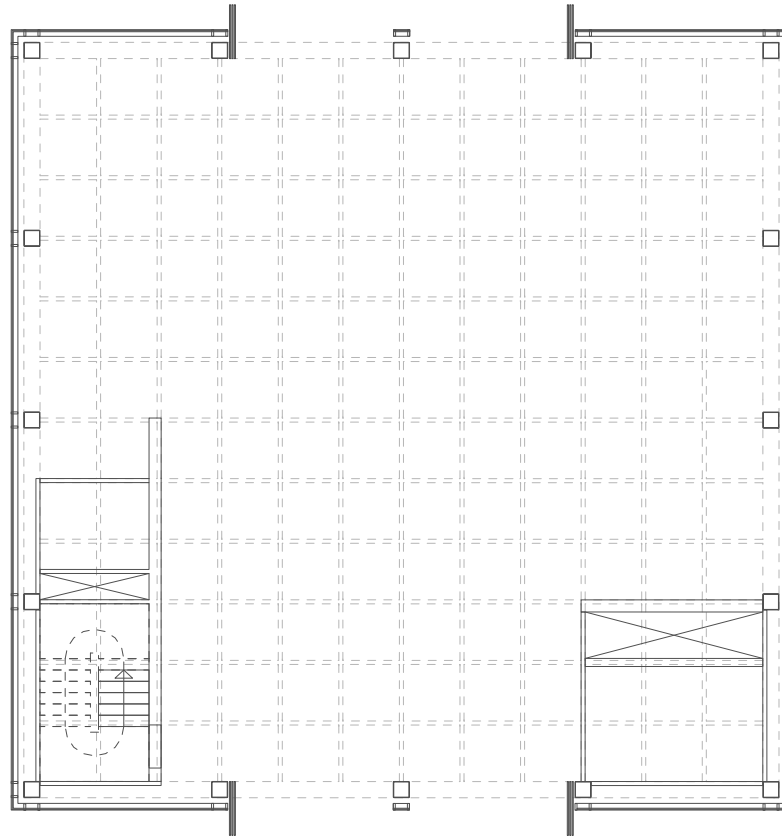


# CONCRETE FOUNDATION ON PILLARS



04 design concept

# INTERIOR CONCEPT

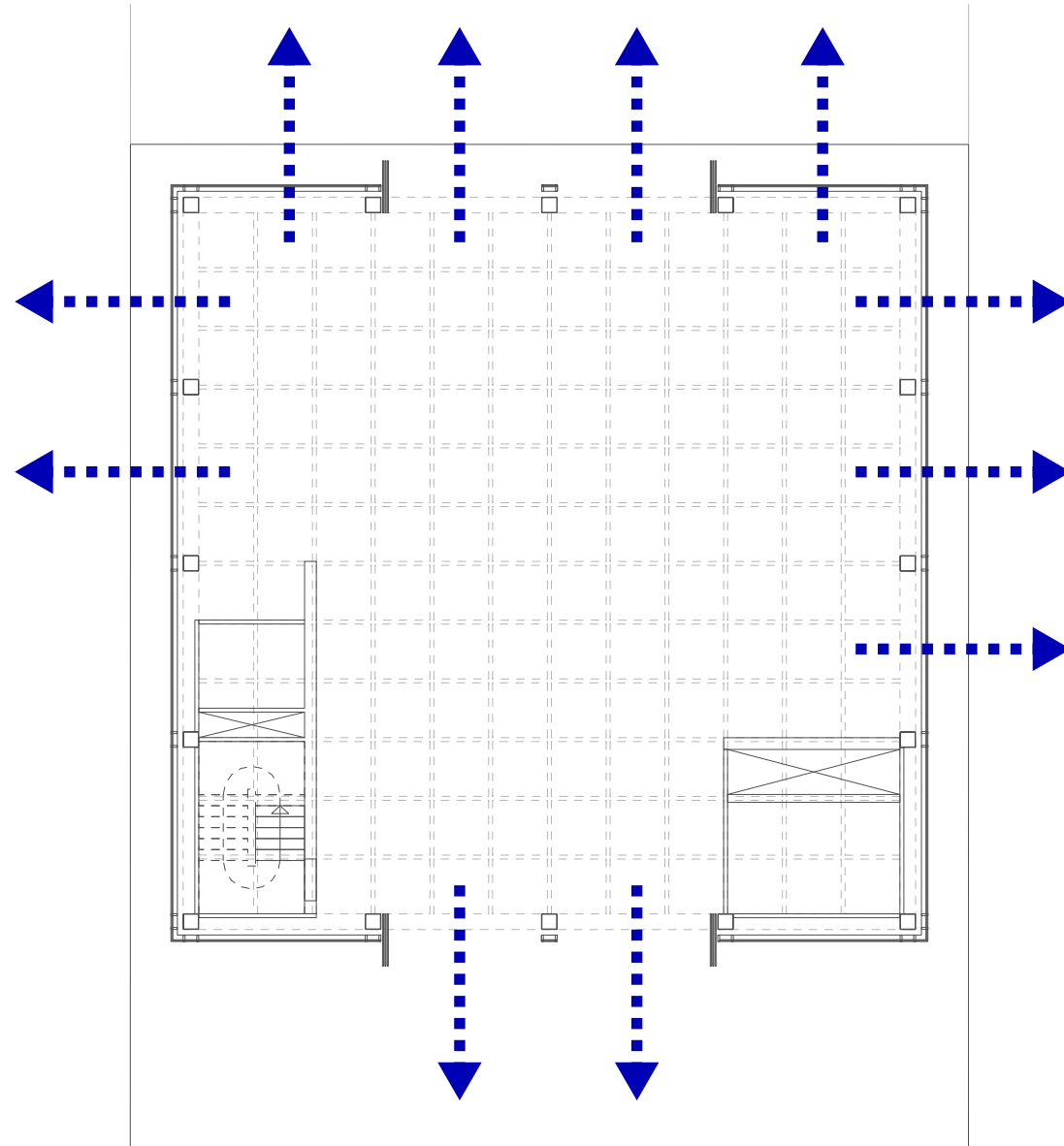


floor plan 00



## 04 design concept

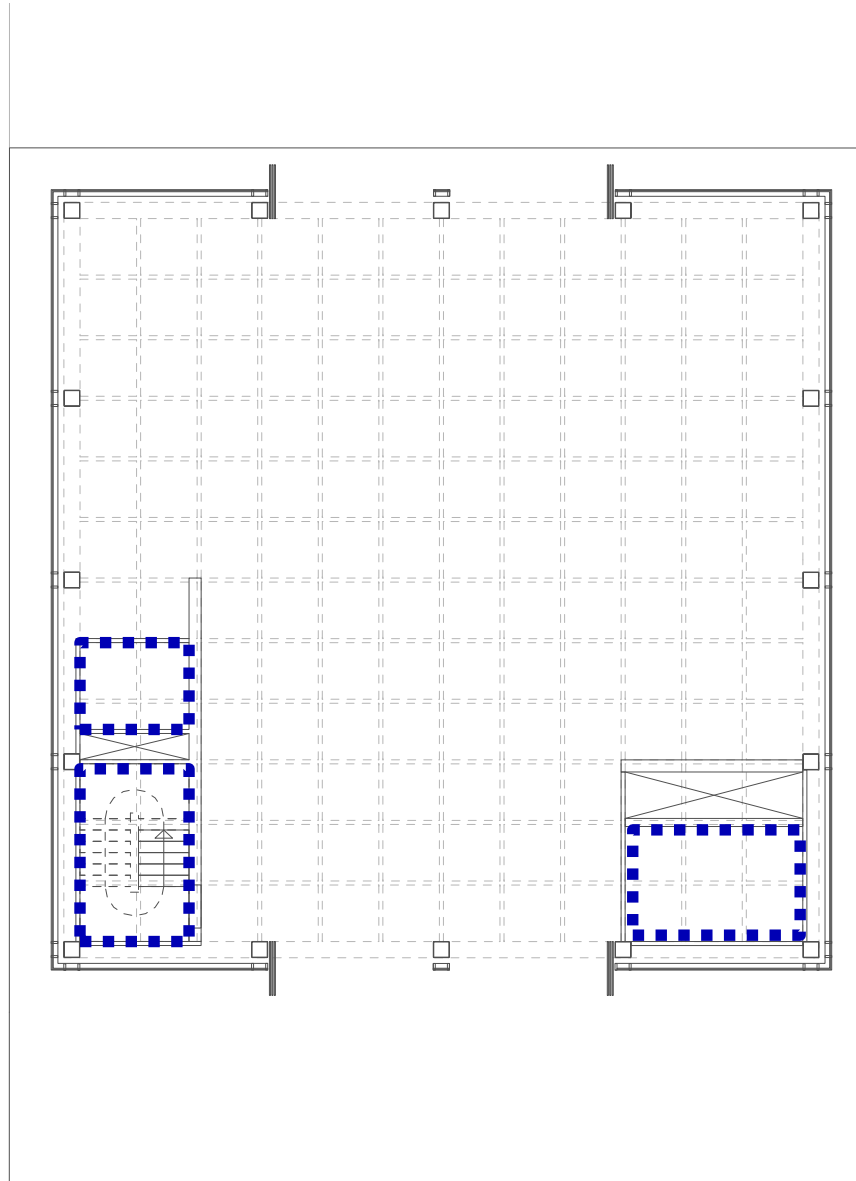
# OPEN VIEWS



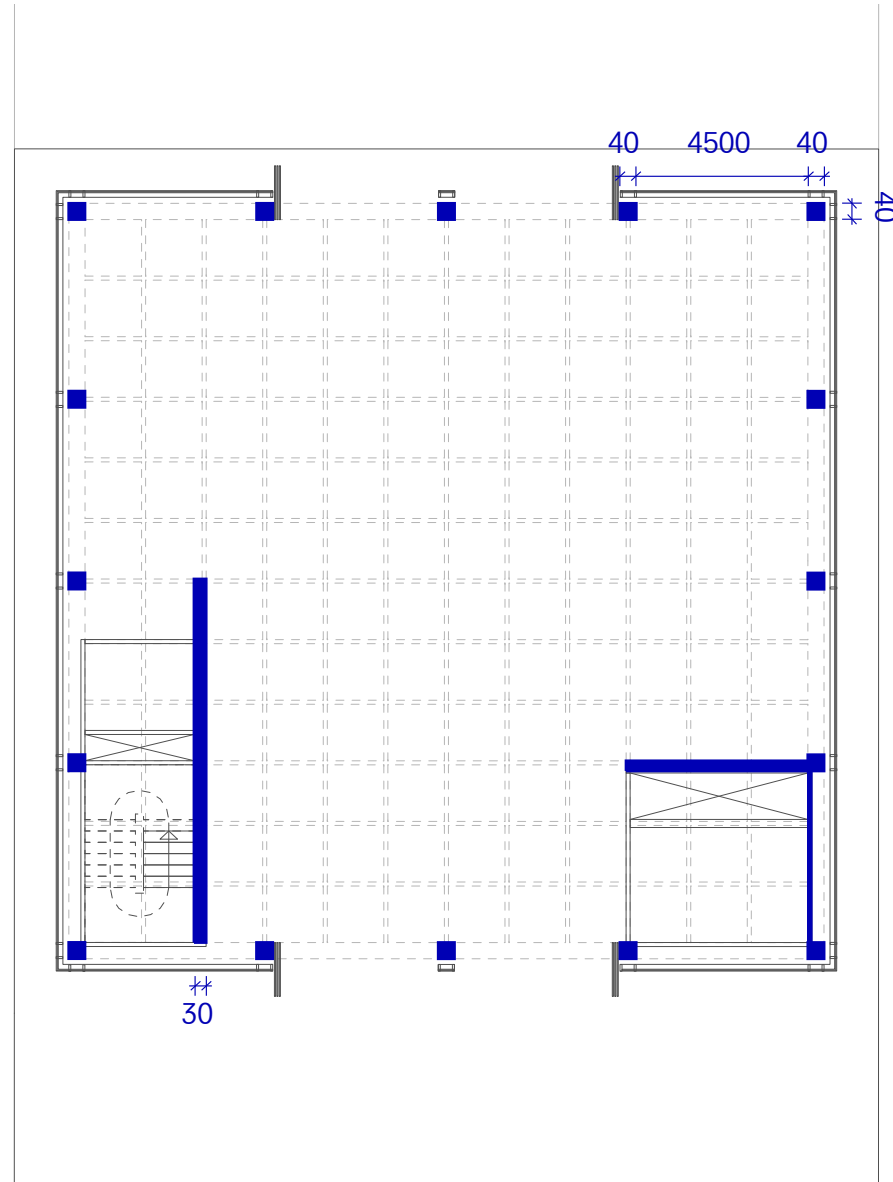


04 design concept

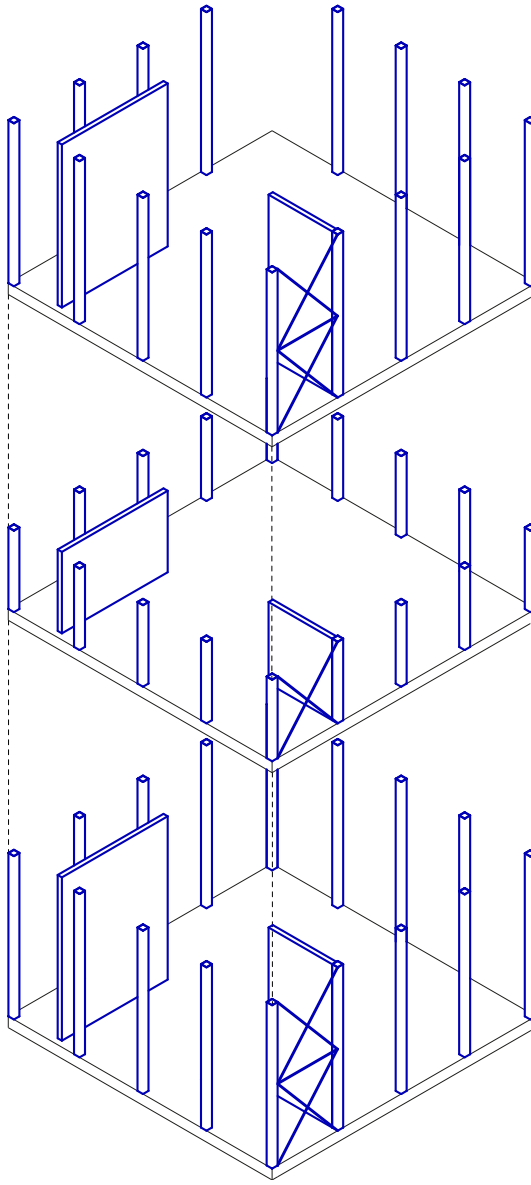
# HIDDEN CIRCULATION



# LOAD-BEARING ELEMENTS



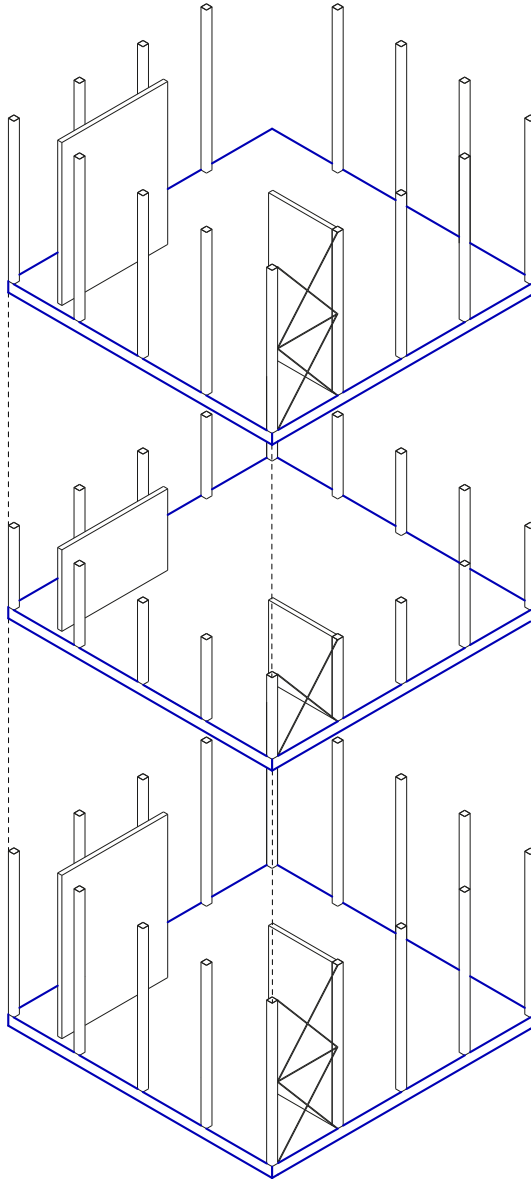
# LOAD-BEARING STRUCTURE



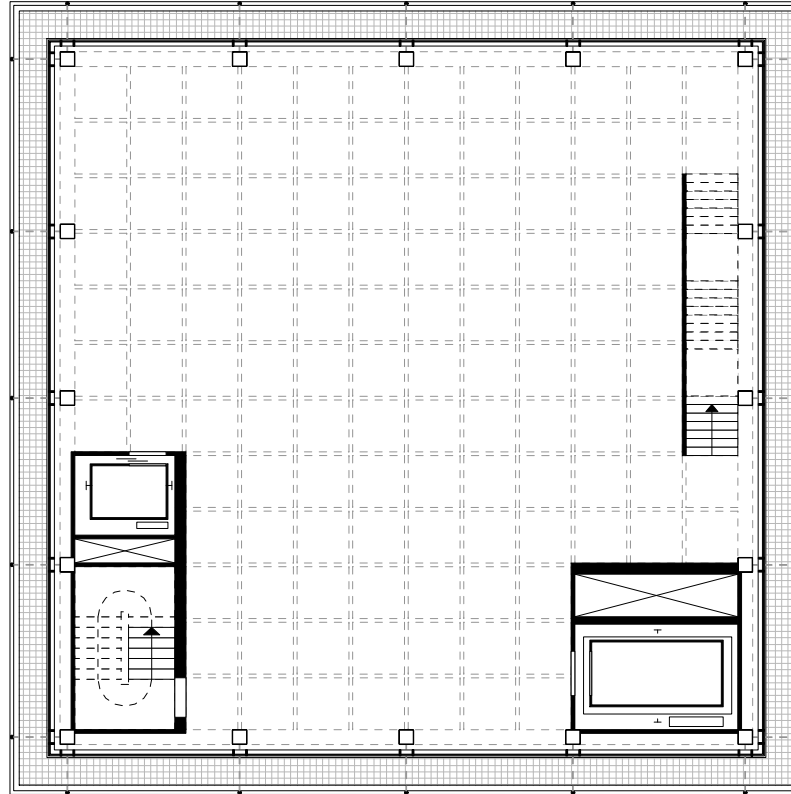


04 design concept

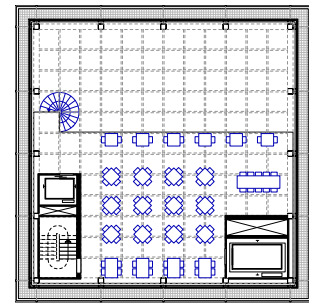
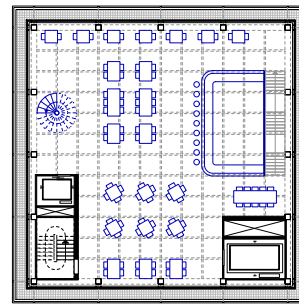
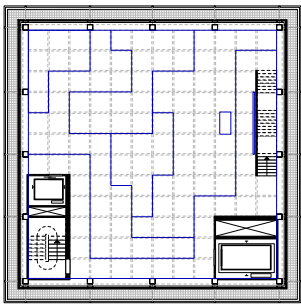
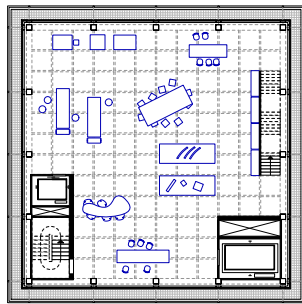
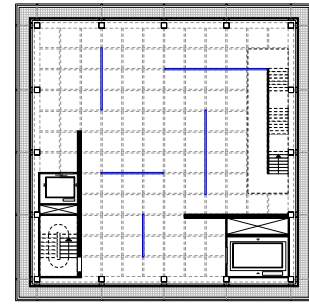
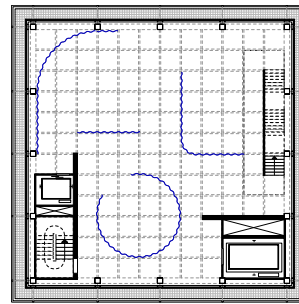
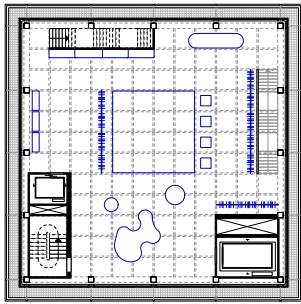
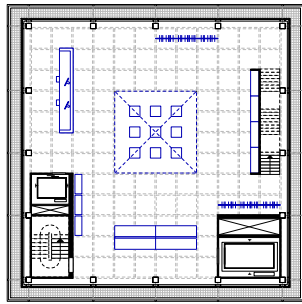
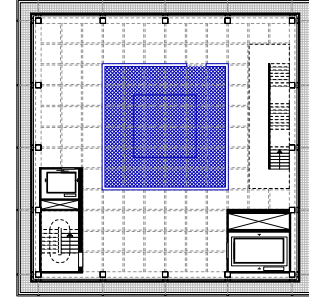
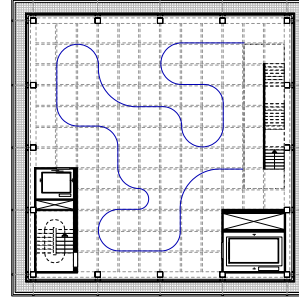
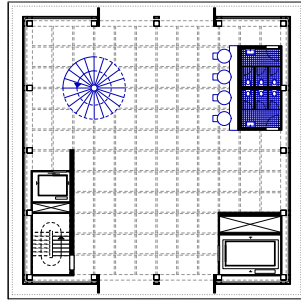
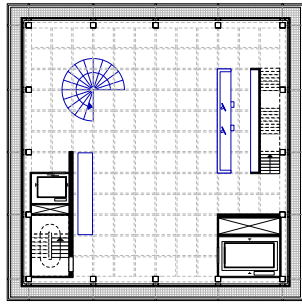
# WAFFLE CEILINGS



04 design concept  
**'BASE LAYER'**



# MATRIX OF FLOOR PLAN OPTIONS



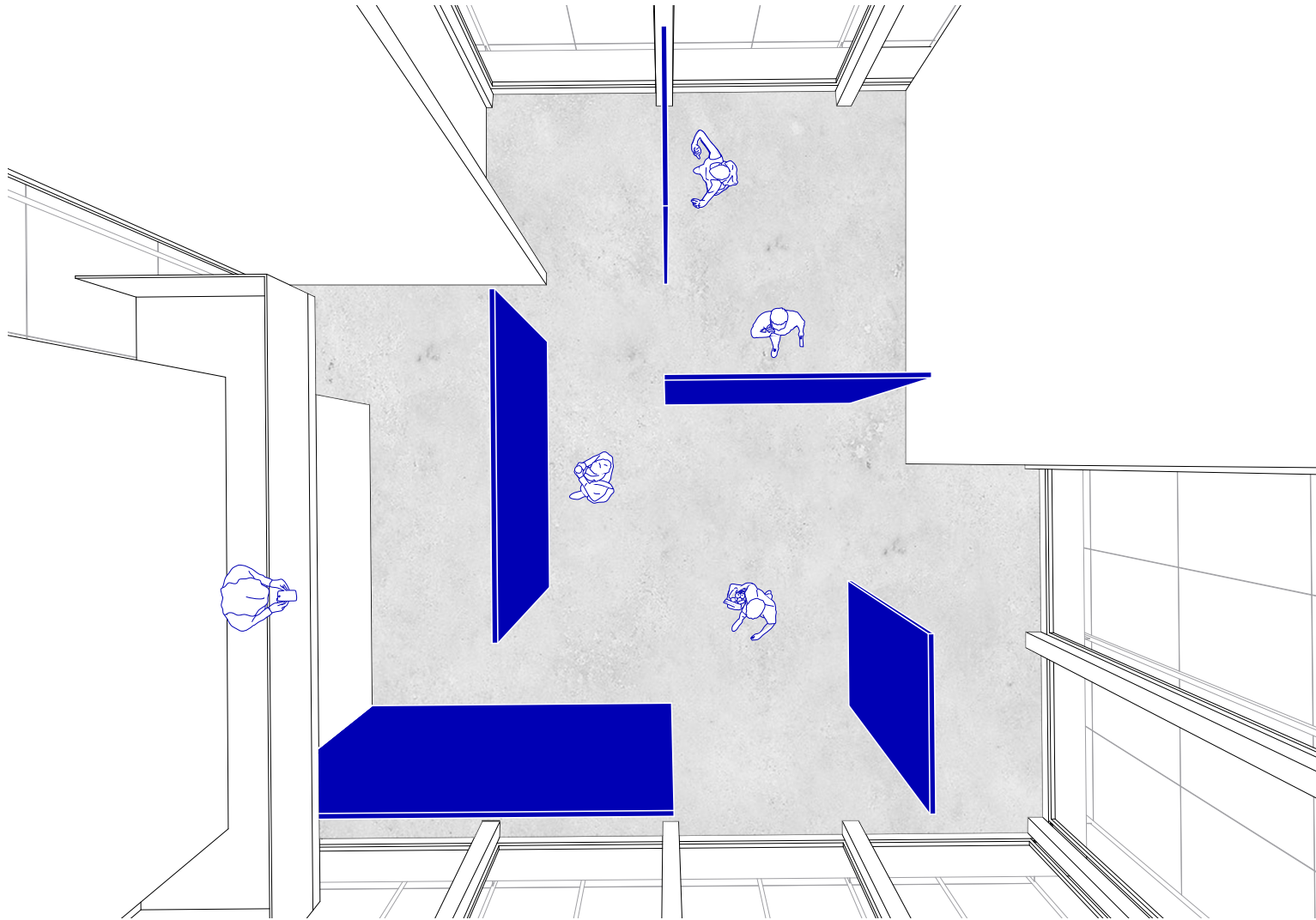
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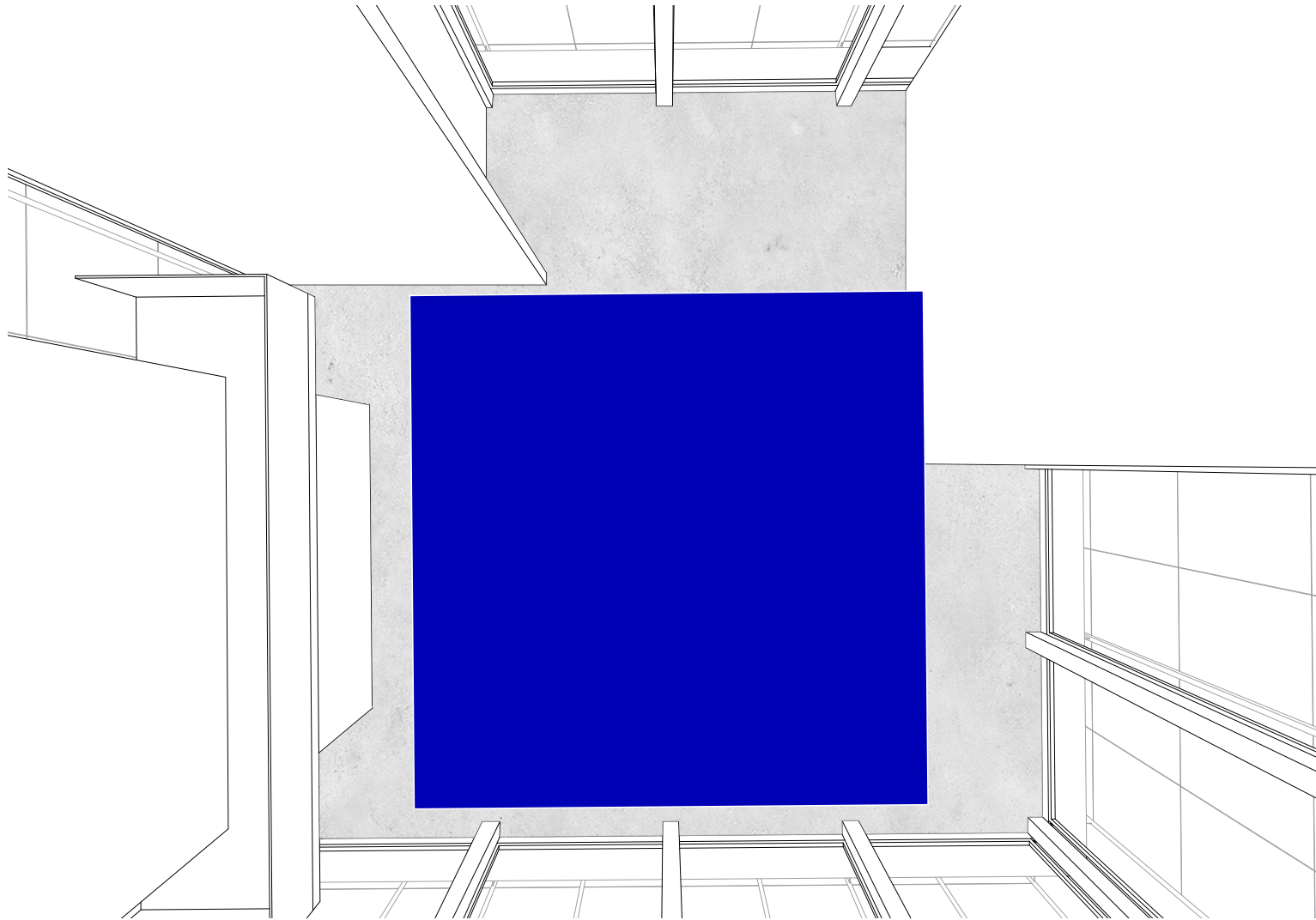
04 design concept

# SCENARIO 1



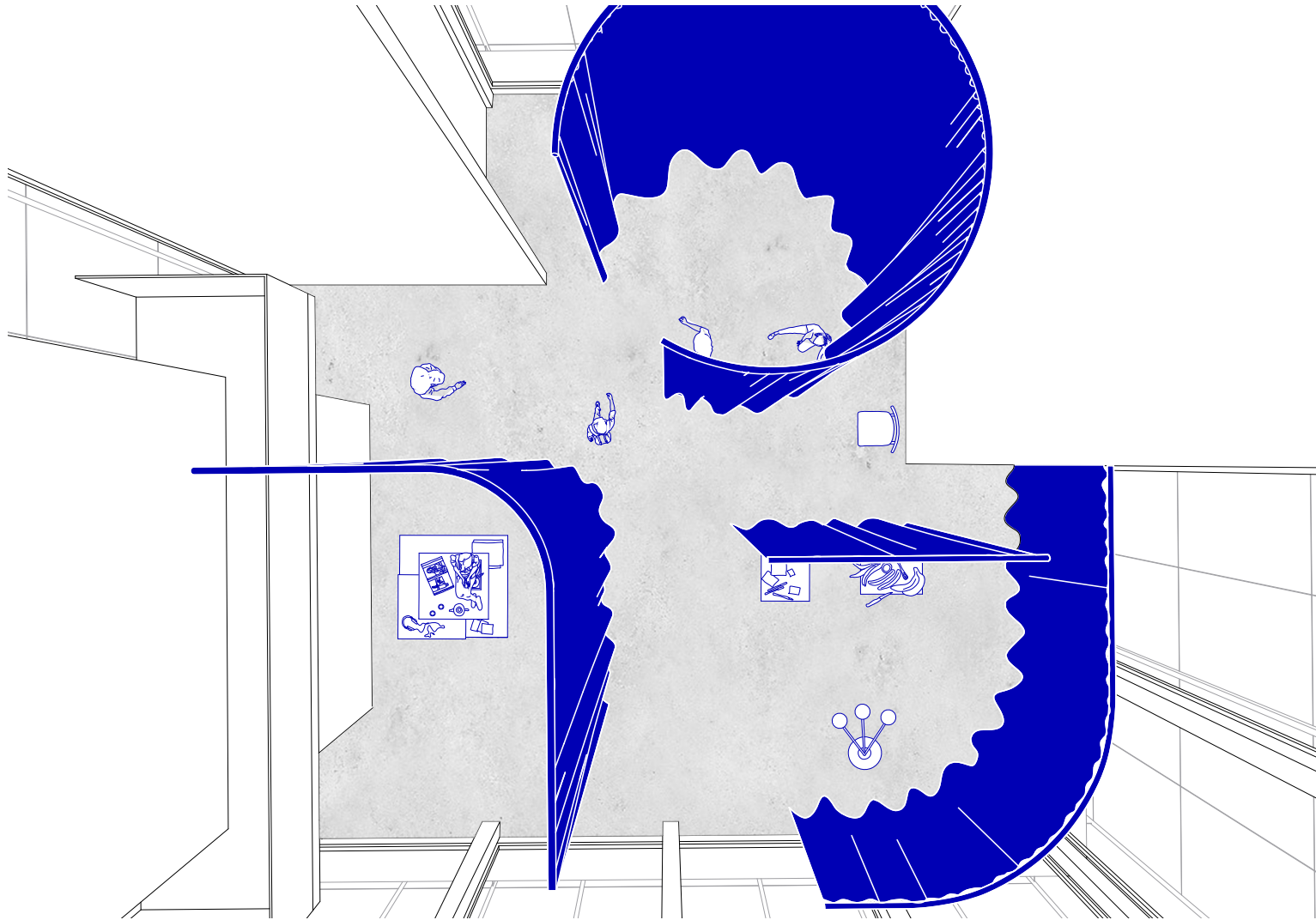
04 design concept

## SCENARIO 2



04 design concept

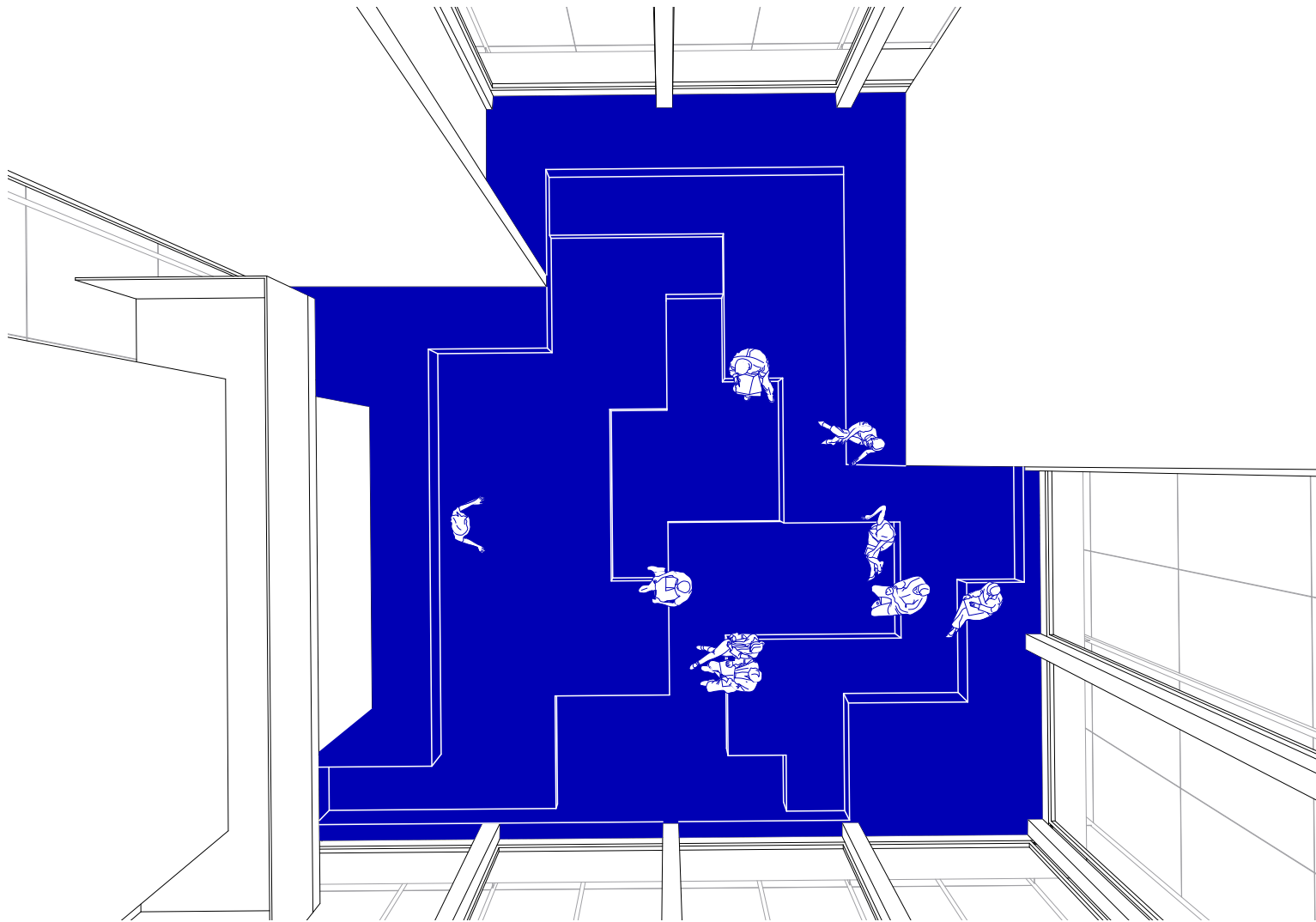
# SCENARIO 3





04 design concept

# SCENARIO 4

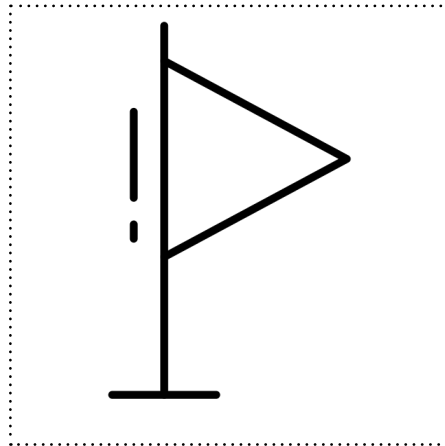


04 design concept

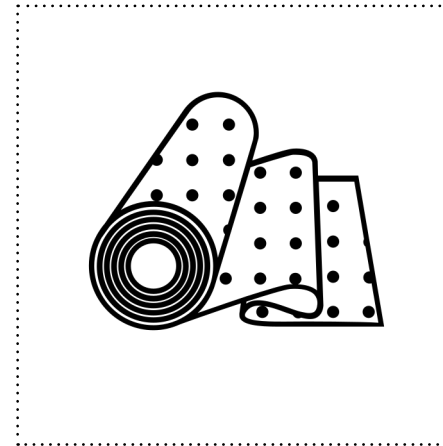
# INTERIOR FRAGMENT



# FLAGSHIP REPRESENTATION



**FLAGSHIP EXPERIENCE  
CENTER**

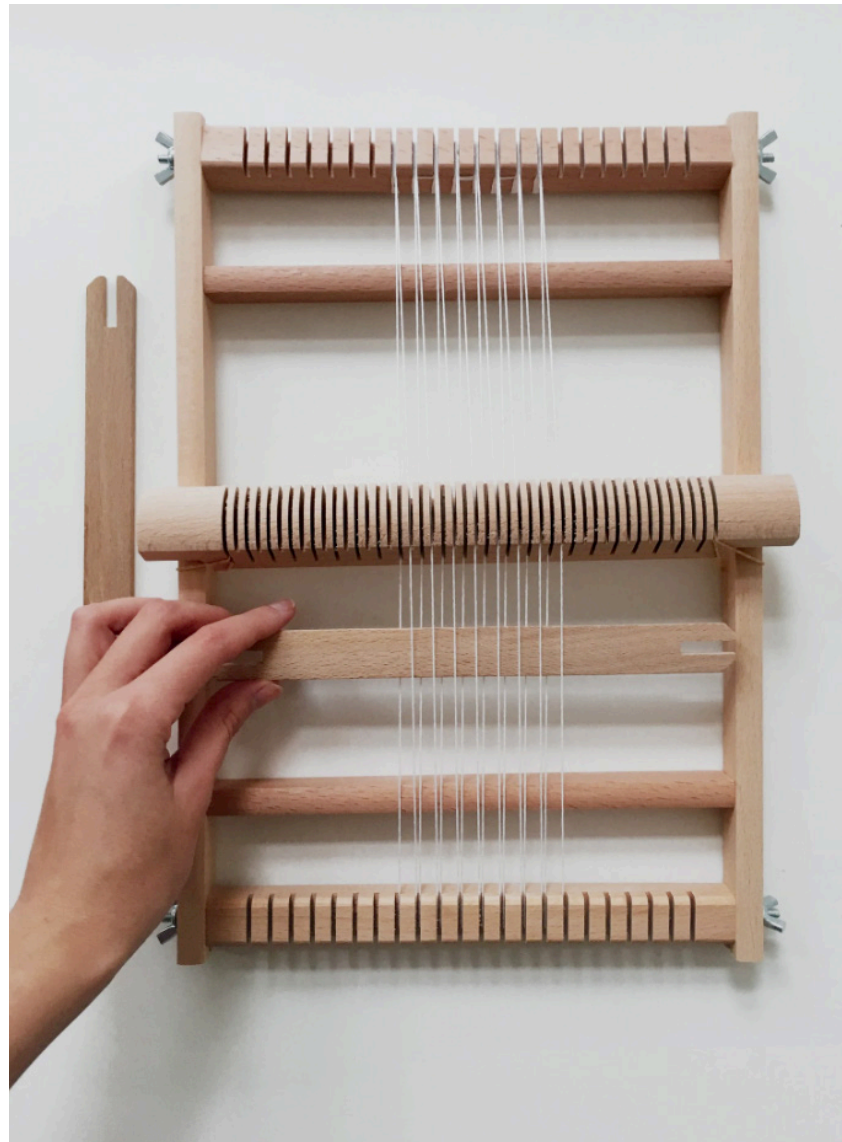


**REVIVED TEXTILE  
INDUSTRY**

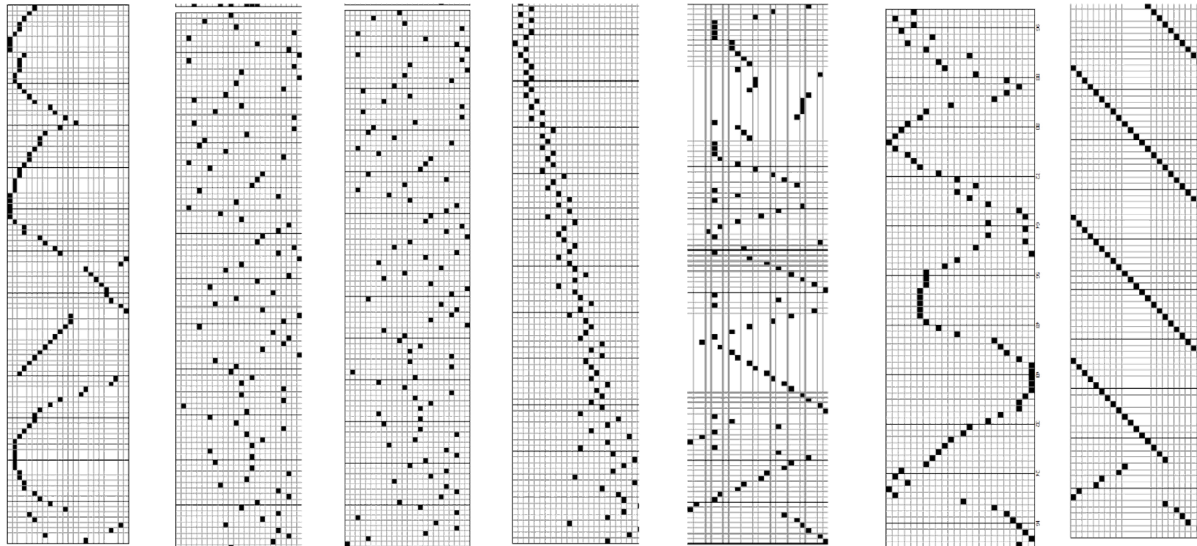


04 design concept

# WEAVING FRAME CONCEPT

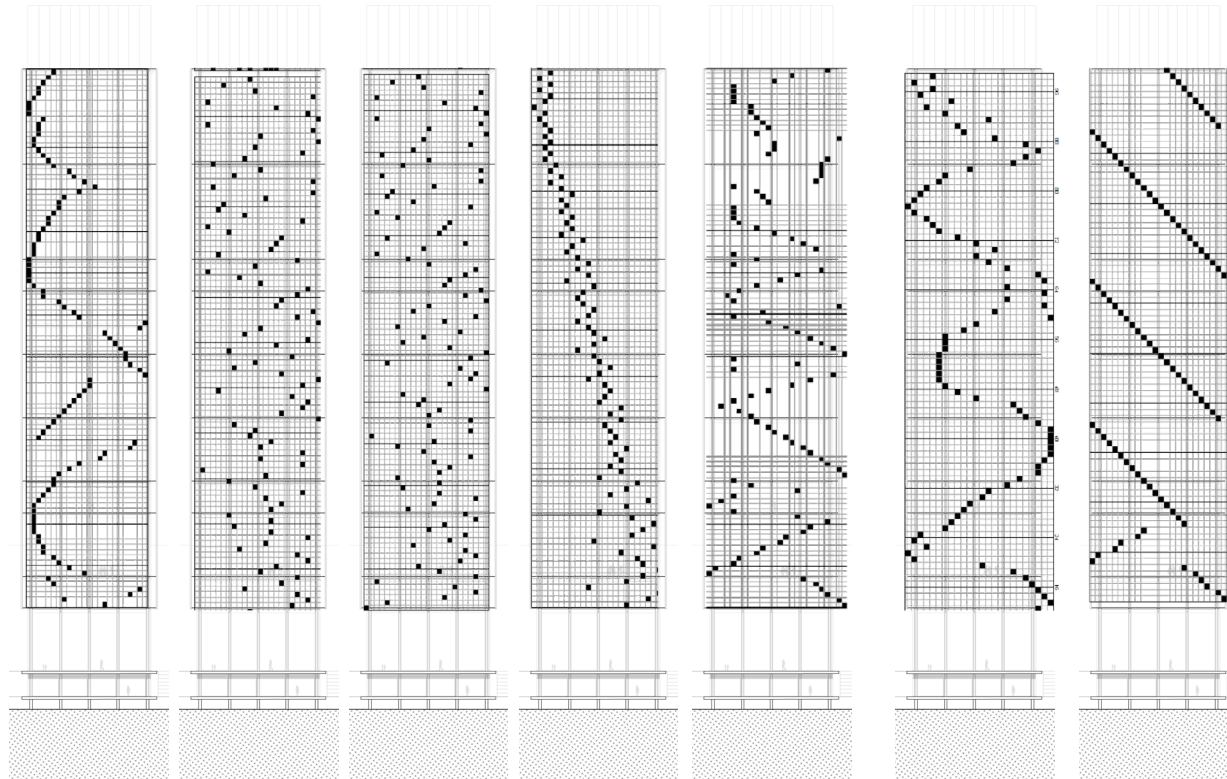


# WEAVING PATTERNS



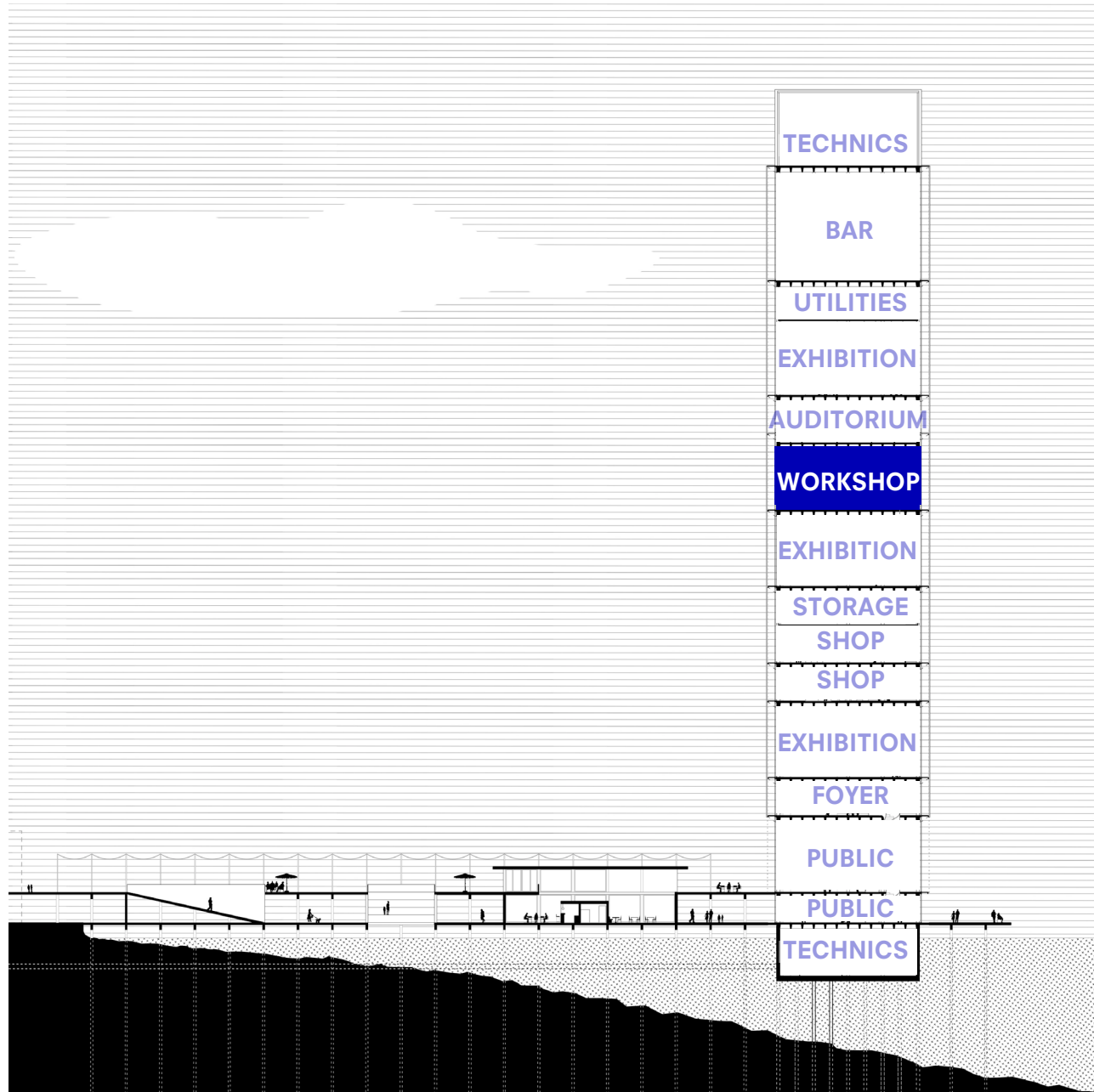
04 design concept

# FACADE PATTERNS

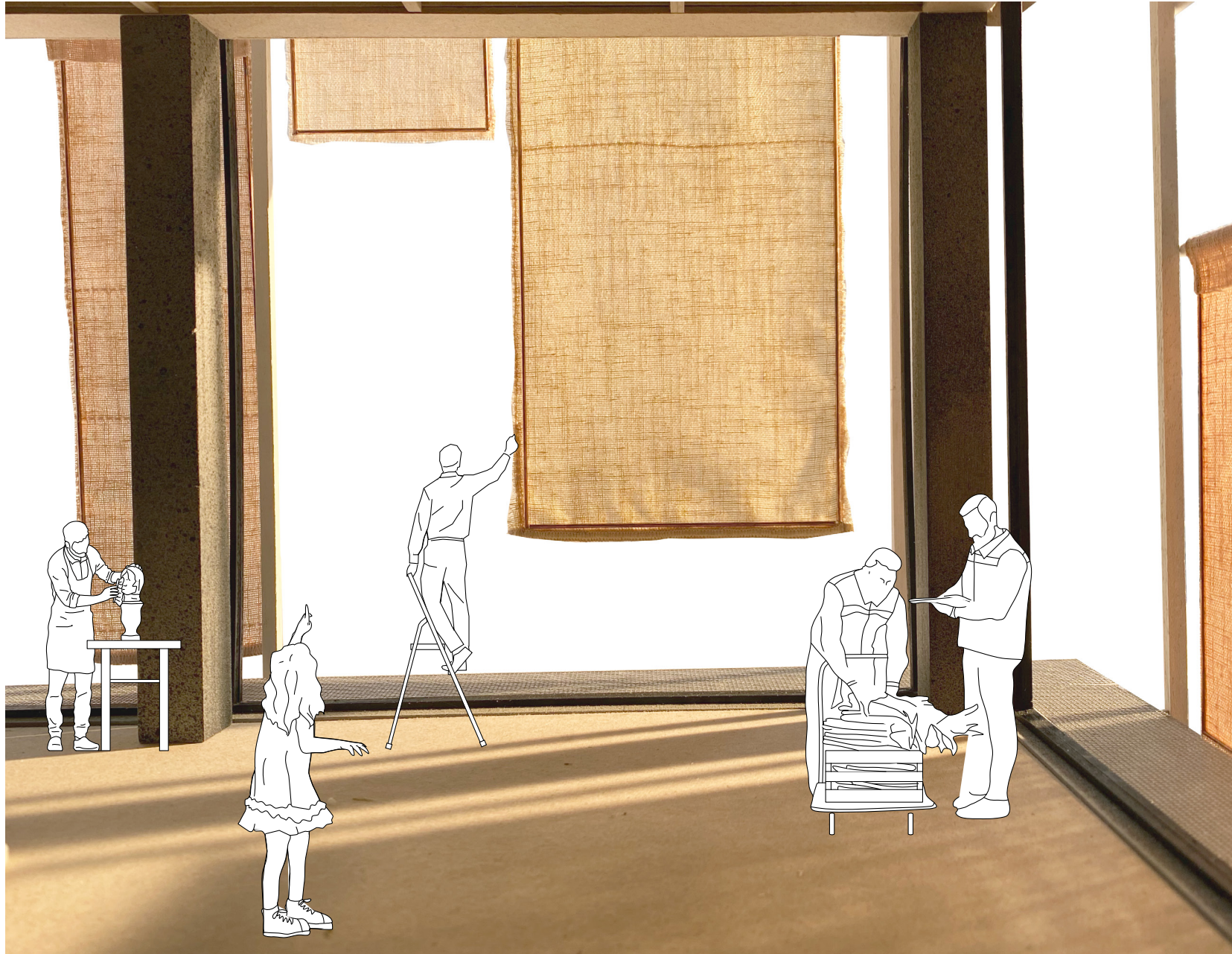




# PARTICIPATIVE WORKSHOP



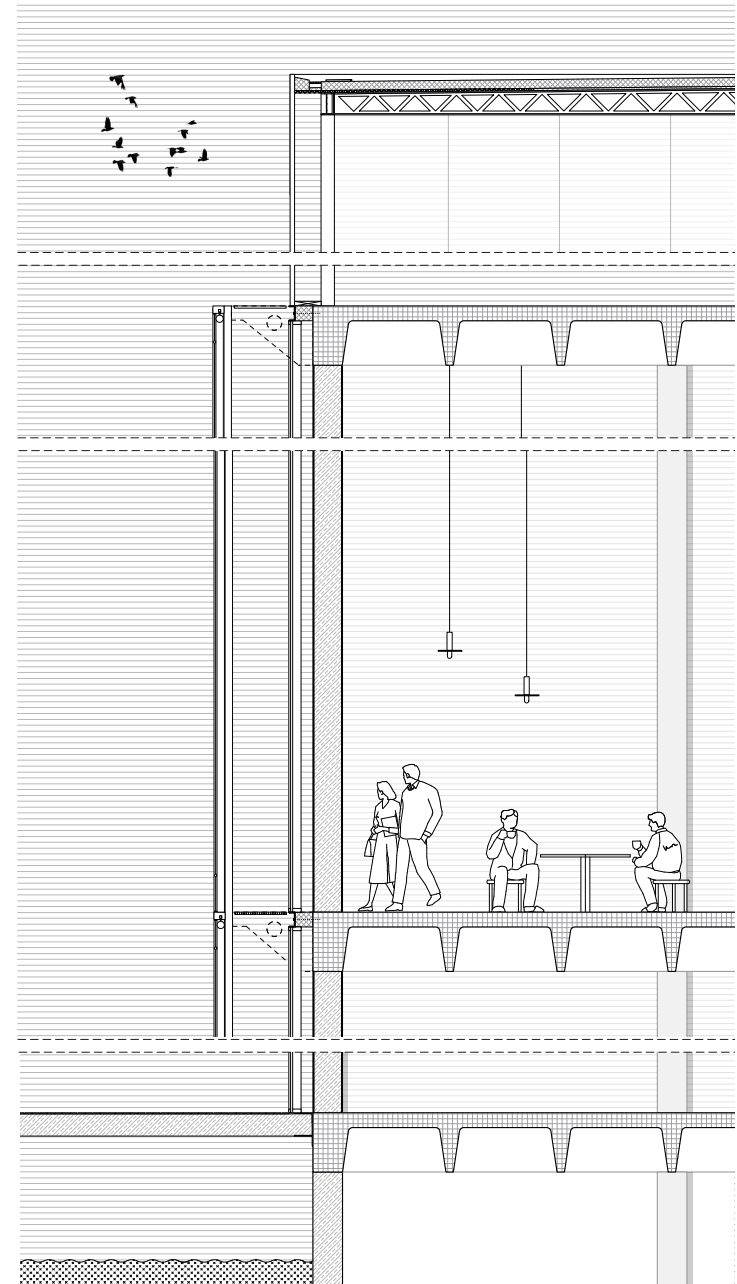
# PARTICIPATIVE WORKSHOP





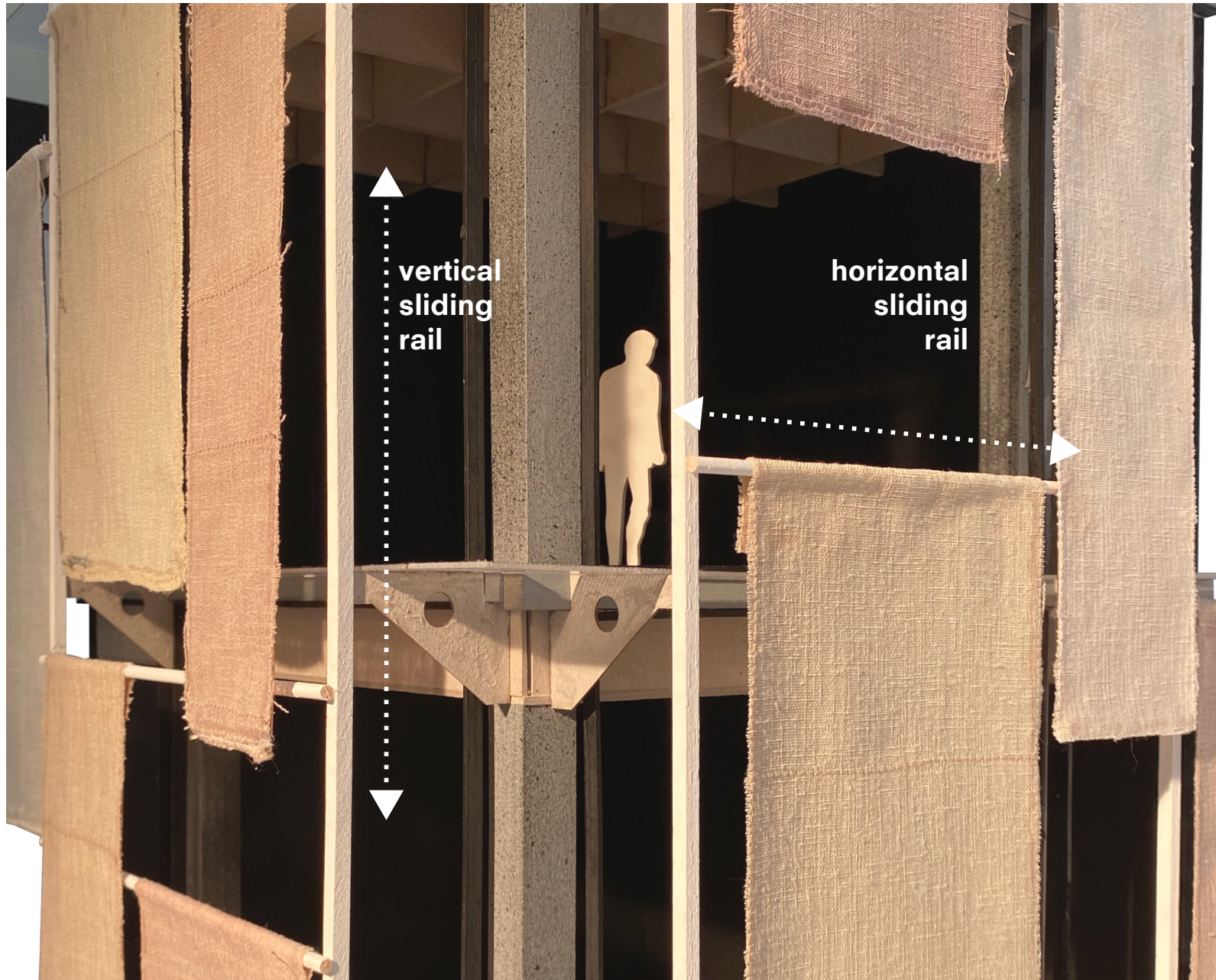
04 design concept

# FACADE FRAGMENT





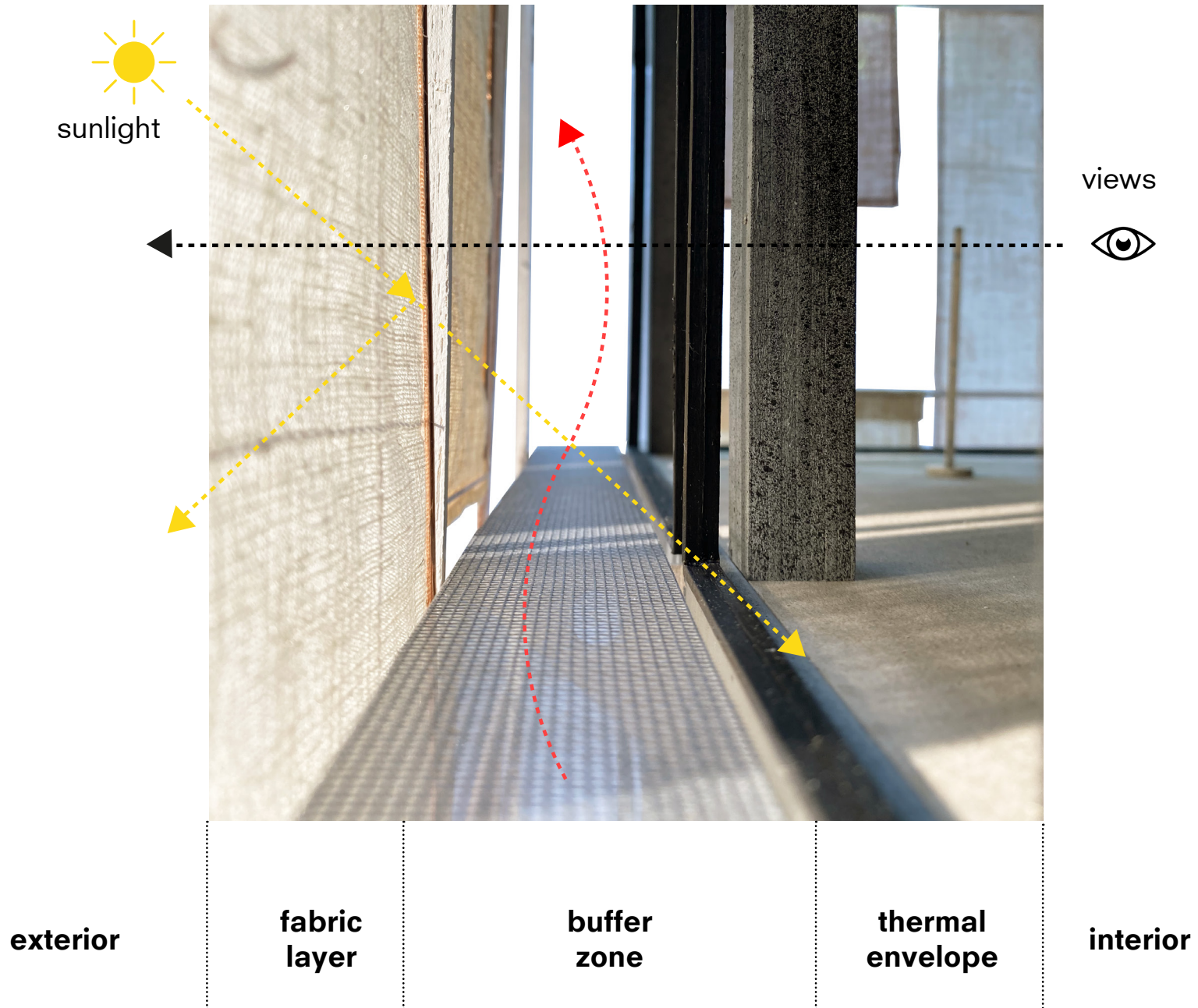
## FLEXIBLE FACADE SYSTEM





04 design concept

# DETAIL FACADE



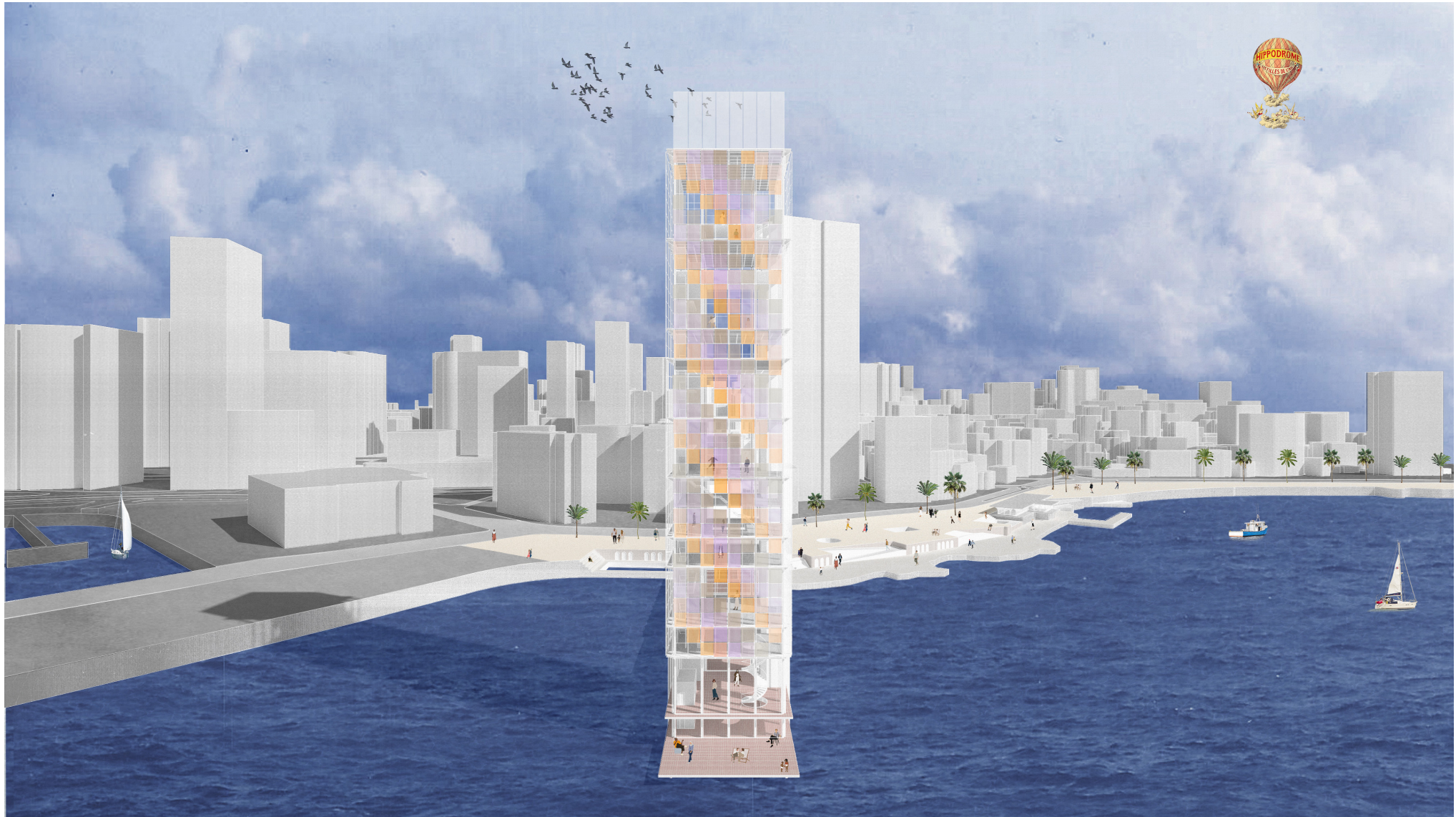
04 design concept  
" BASE DUMMY "





04 design concept

# SPRING COLLECTION





04 design concept

# SUMMER COLLECTION





04 design concept

# AUTUMN COLLECTION





04 design concept

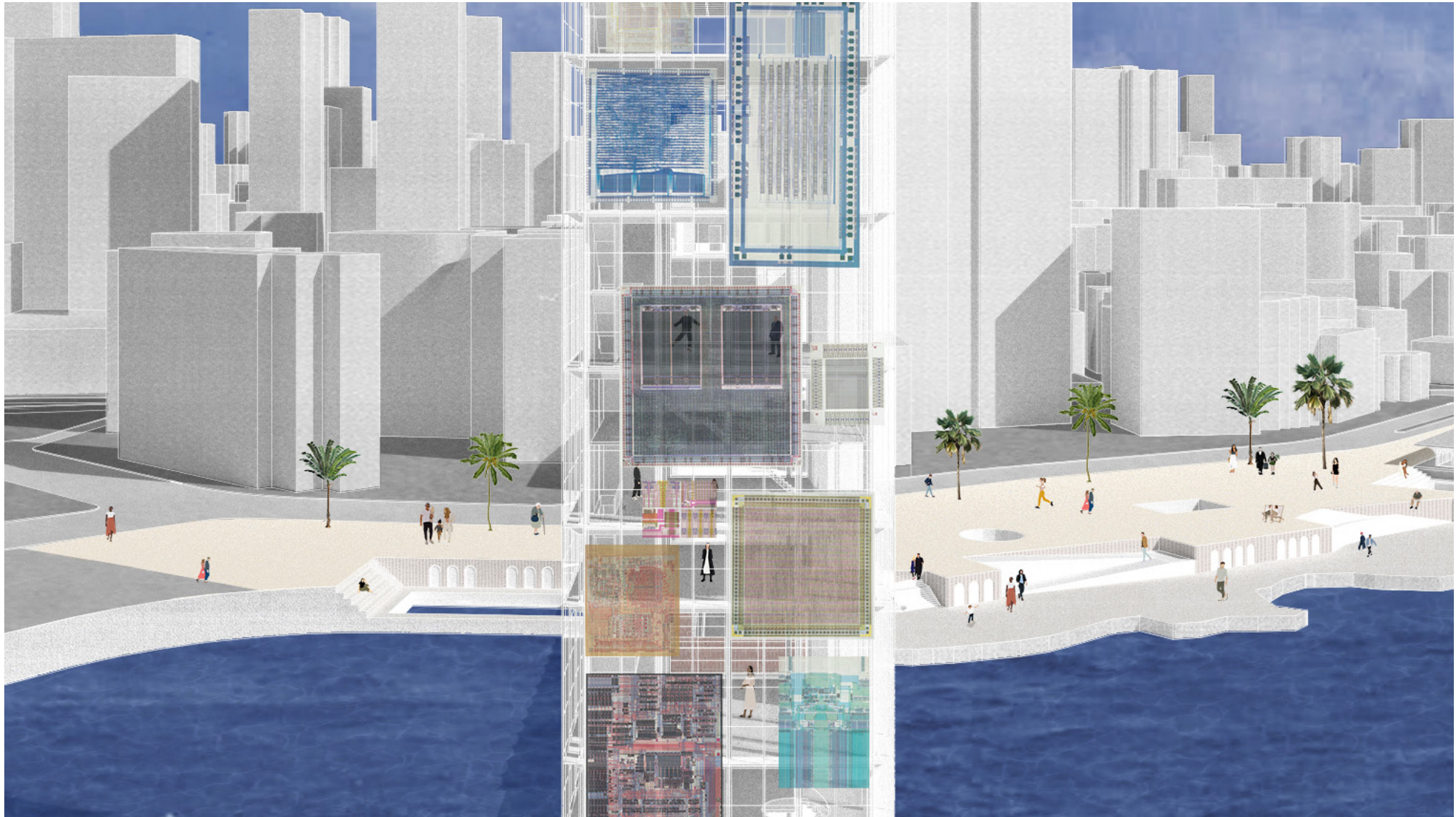
# WINTER COLLECTION





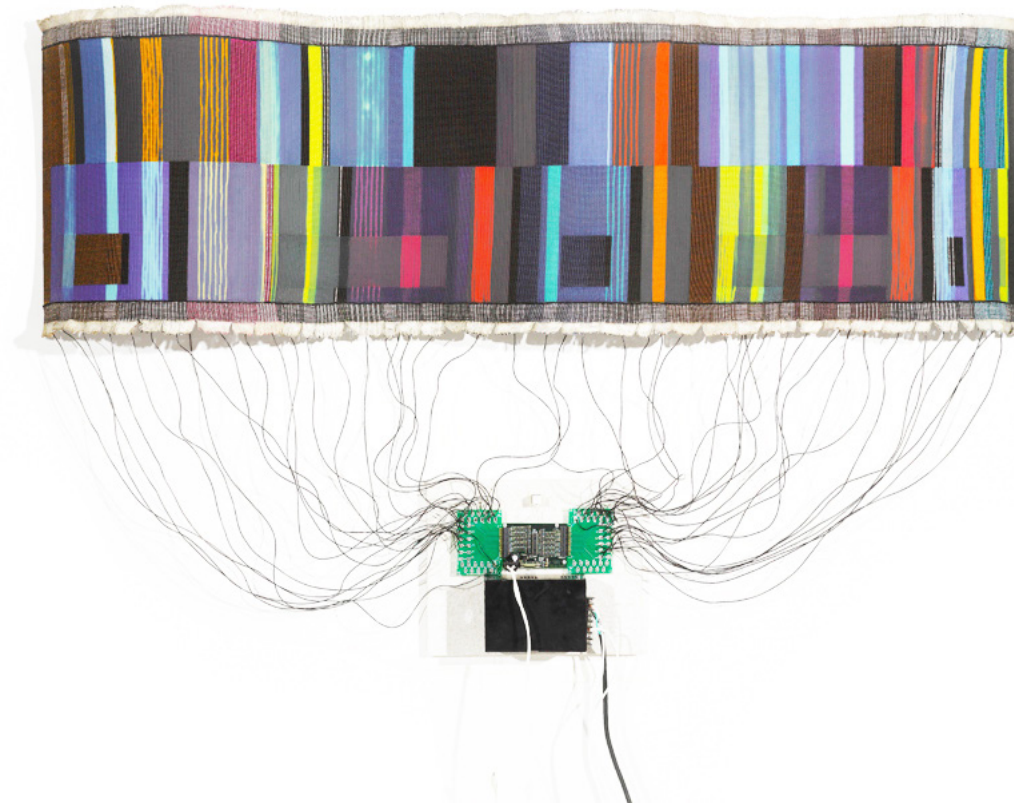
04 design concept

# SMART TEXTILES



04 design concept

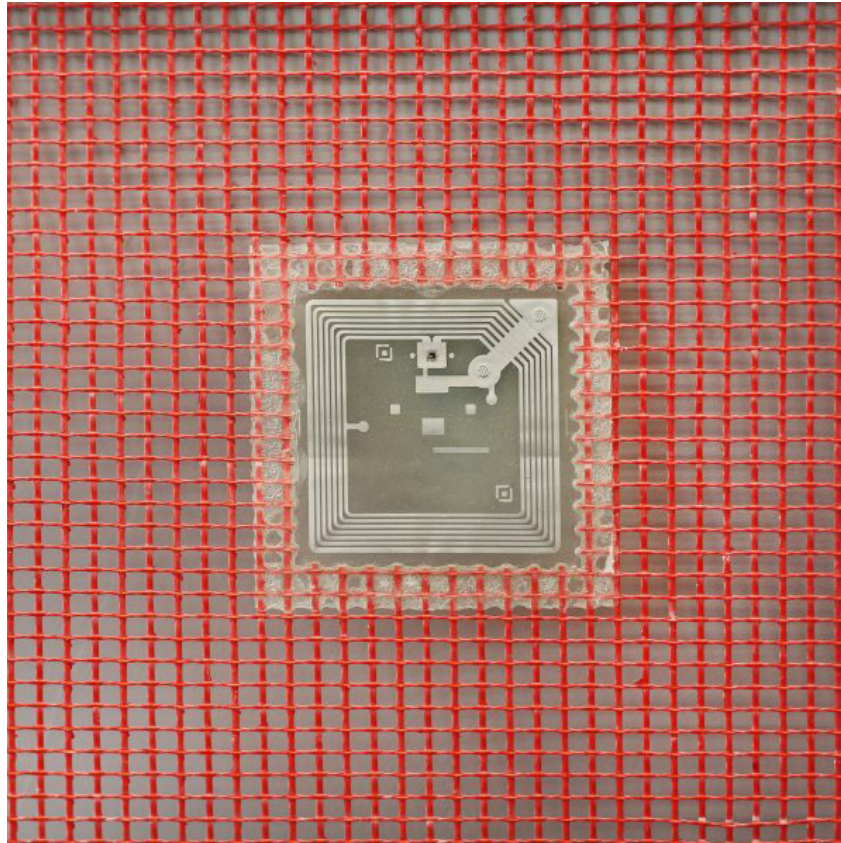
# SMART TEXTILES





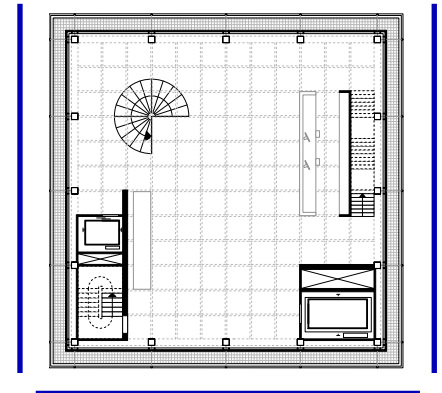
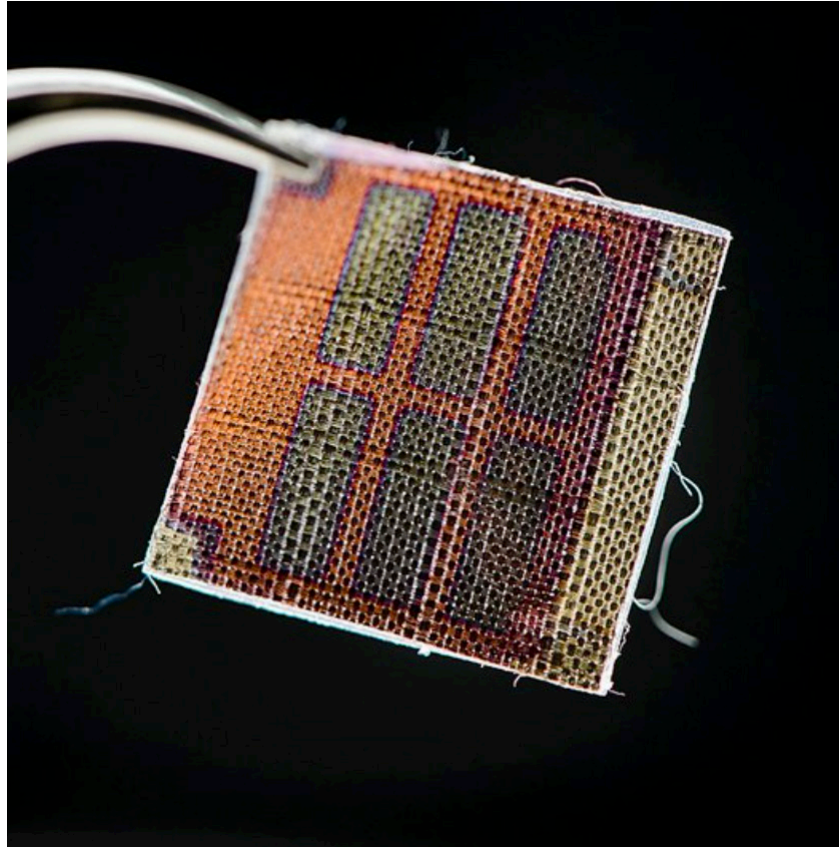
04 design concept

# DATA HARVESTING



04 design concept

# ENERGY HARVESTING



04 design concept

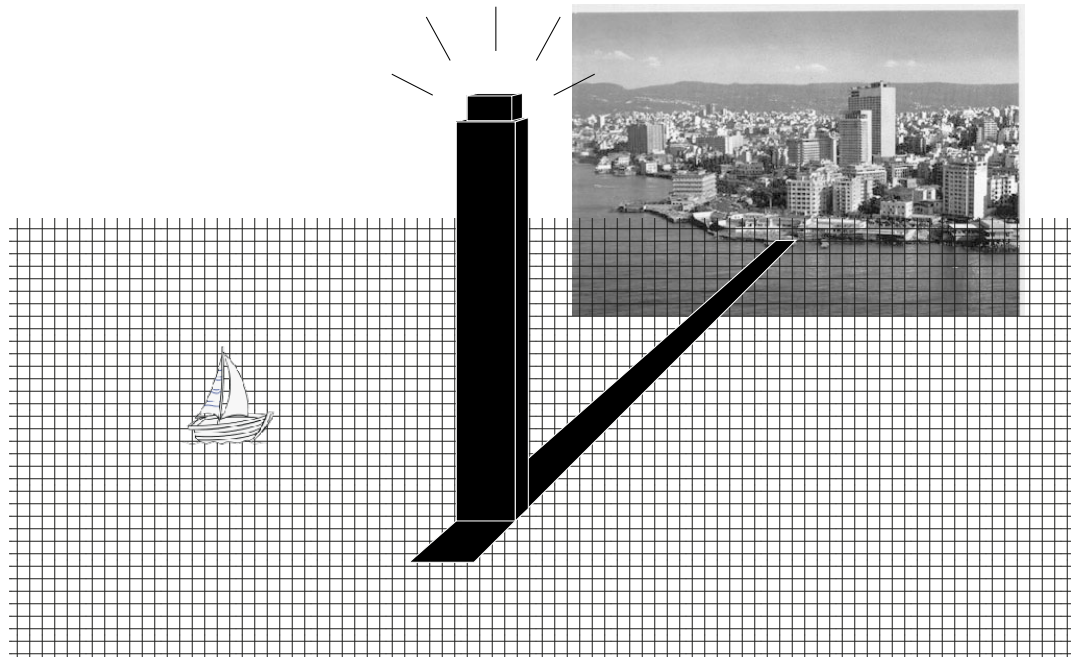
# LED LIGHTS





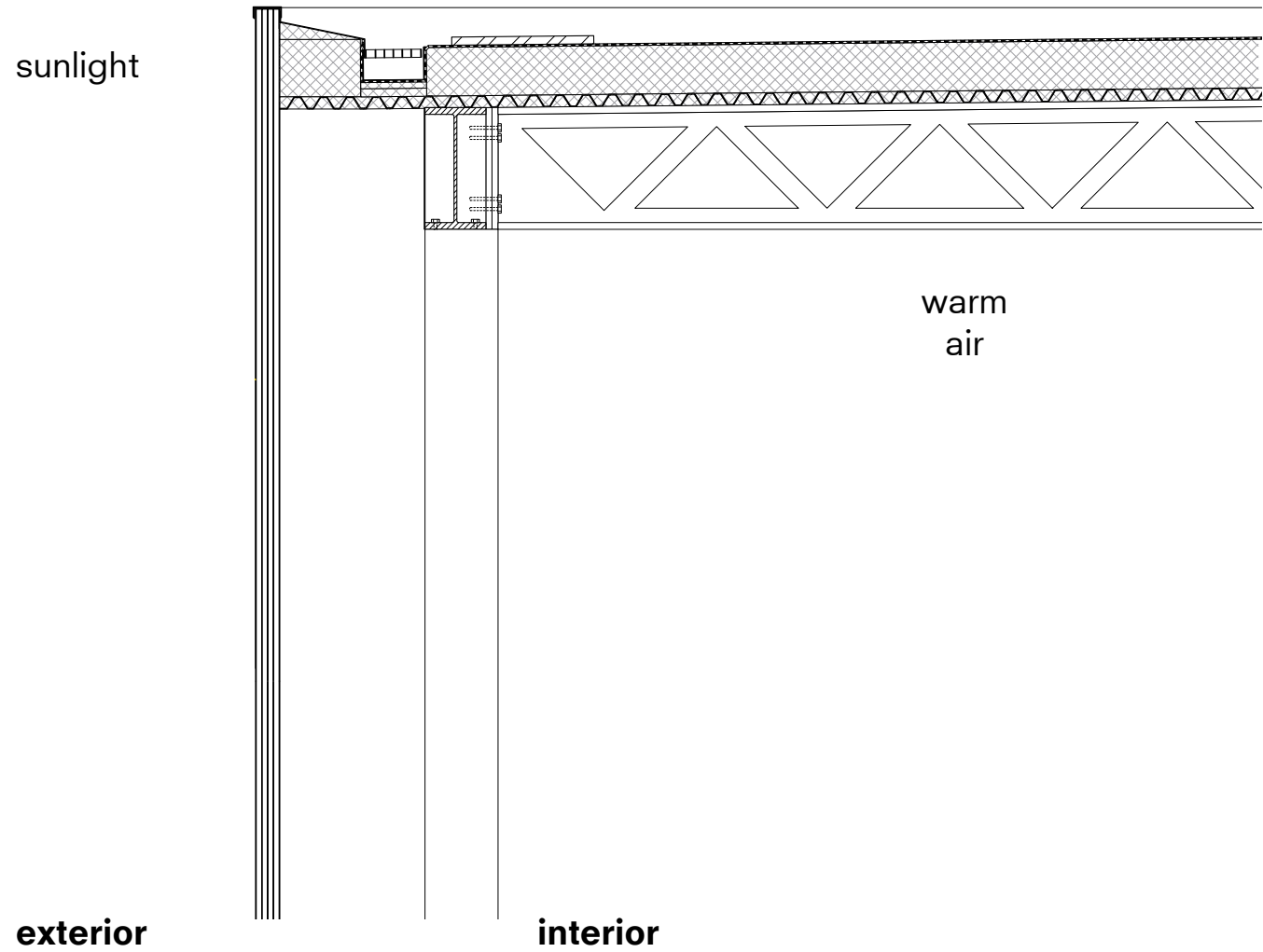
04 design concept

# LIGHTHOUSE CONCEPT



04 design concept

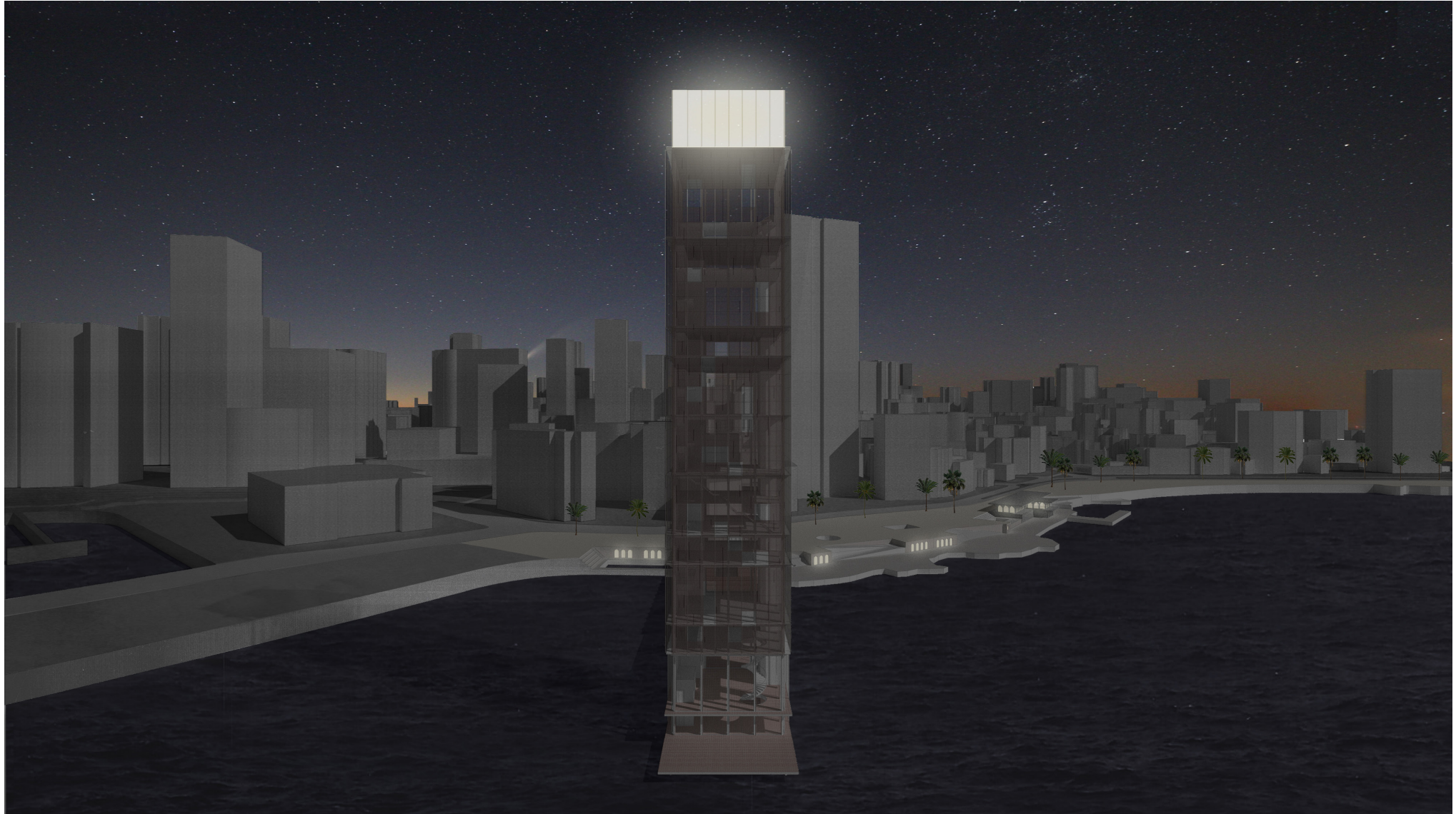
# DETAIL TOP-UP



10mm 50mm

04 design concept

# TOWER AS A LIGHTHOUSE





01 INTRODUCTION

02 SITE

03 AMBITIONS

04 DESIGN CONCEPT

05 CONCLUSION



The project reflects a speculative design that examines the extent to which an architectural intervention is able to represent **HOPE** through...

...the perception of **WASTE AS A RESOURCE**  
for the **LEBANESE TEXTILE INDUSTRY.**



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...an urban **NODE** for Beirut's city center that  
promotes a new **POTENTIAL FOR CHANGE.**

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...an inspiration for **INNOVATIVE** and  
**PROGRESSIVE** thinking within industrial fields.

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promotes a new **POTENTIAL FOR CHANGE**.

...an inspiration for **INNOVATIVE** and  
**PROGRESSIVE** thinking within industrial fields.

... the concept of **TEMPORALITY** and  
**FLEXIBILITY** to act as an exemplary intervention  
for future projects in Beirut.







THANK YOU.