DESIGN AS A MEDIATING INSTRUMENT

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P5 PRESENTATION
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Losing identities...
A Multi-actor Approach

Treviso Municipality

UNINDUSTRIA TREVISO
Bond of industrials

Università Ca' Foscari Venezia
Bond of education

CONFCOMMERCEO
Bond of commerce

NGO

Inhabitants of the 'golden cage'
-Low income
-Immigrants
-Elderly

'OTHERS'

Visitors
Treviso as a Showcase of Postfordist Economy
Flexible specialization
Effective production units
Decentralization
The ‘rich and complex relationships’ between clients and subcontractors

The clusters of small industries

Local brands, export oriented, international spin off
MODERNISM

MASS PRODUCTION IN A MASS SOCIETY

POSTMODERNISM

FLEXIBLE PRODUCTION IN A FRAGMENTED SOCIETY

Source: Toward Resilient Architectures 2: Why Green Often Isn’t, Michael Mehaffy and Nikos A.
Fiera- a free zone for ‘otherness’
<table>
<thead>
<tr>
<th>AGRICULTURE</th>
<th>FAMILY BASED LOCAL BUSINESS (IMPORT)</th>
<th>IMMIGRANTS</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>4.3%</td>
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<td>THE WALL</td>
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<td>FIERA</td>
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<td>AIRPORT</td>
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<td>TREVISIO</td>
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- Treviso: 2nd in the province
- 12% from other municipalities
- 16% from other countries
- 72% other reasons
A DORP OF SCALE

RESIDENTIAL

AGRICULTURE

SMALL INDUSTRIAL

The Heart of Fiera – Site
‘How can actor-oriented urban design approach be elaborated in Fiera area to reclaim multiple identities?’
DESIGN CASE

THE ‘HEART’

SERVICES

HISTORIC BUILDINGS
SO...
'design as a mediating instrument'

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Confcommercio IMPRESE PER L'ITALIA TREVISO

ME as an urban designer

People

NGO
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 appartment, has two kids

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

Old lady
lives in one of the private neighbourhoods
Mixing all ingredients
Collective while specific...
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.

THE PARK:
The only connection to the other side of Sile

FLOW CONCENTRATION

NATURE-PRESERVE AREA:
Adding natural quality to the riverside

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

A. 4754 m²  200 parking spots
B. 7982 m²  300 parking spots
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BUSINESS INCUBATOR

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

INDOOR

- Business workshops (coworking)
- Conference rooms
- Offices

OUTDOOR

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

Source: http://thebusinesslounge.org/us/
PROGRAM

Existing programs

New programs
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.

Auto traffic are placed on the outside circle which makes this area less car-oriented.

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.
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

Privately owned public space in New York City—you’ve seen ‘em everywhere. On Park Avenue in the film *Breakfast at Tiffany’s*. In the Financial District with the Occupy Wall Street protests. And Midtown’s own 6½ Avenue, now named the “Holly Whyte Way”. It’s clear these are not parks and are in fact private spaces, but who owns them, and why would anyone want the public trudging on their property?

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

"Urban space is complex, so is urban design process"
Urban design is a resilient learning process.
Decision making moment

Evaluating alternatives

Alternatives precluded because of previous choices or change in constrains

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 water front 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

Regional Level
- Regional Network
  - bicycle system
  - public transport

Local Level
- Waterfront
  - landscape
  - facilities
- Local Traffic
  - auto
  - bicycle
  - pedestrian
- Fiera
  - square
  - traffic
  - program
- Service
  - bike renting
  - bar/restaurant/shop
- Housing

Site Level
- Architecture Level
  - PHASE 1
  - PHASE 2
  - PHASE 3
  - PHASE 4
  - PHASE 5
  - PHASE 6

Phase 1-2: A change to the profile of traffic

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

Mediating a multi-actor approach...

what everyone does

DESIGNER
- come up with ideas
- coordinating the process
- suggest conditions

MUNICIPALITY
- setting rules
- providing fundings when necessary
- making decisions

NGO
- numbers discuss then make decisions
- could invest

PRIVATE INVESTOR
- invest if interested
- help making decisions according to their interests and volume

OWNER
- selling/buying according to the conditions
- have freedom to make changes to properties

ANYONE
- after developed to certain stage anyone in this system can become an actor

IDEA STAGE
- negotations
- setting the goals

CO-FOUNDER STAGE
- contract
- making decisions

DEVELOPMENT STAGE
- future
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?**

**What do you think makes you one of the most successful young entrepreneurs?**

**Welcome!**

**Your order!**

**Thank you! Let me check.**

**Finally we got a place to perform! This is awesome!**

**This is a nice place. We can propose our press conference here!**
STORY-2  ‘a fun weekend’

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

I heard there's something interesting in Fiera...

Come to our show in Fiera if you like rock too!

I'll bring my kids to Fiera next time...

Sure, sweetie!

Mom, I want ICECREAM!

Look! What's going on there?

Our band is gonna perform here this weekend!

Hmm...

I think it's here...

Very Beautiful!

Blossom!

A good place for reading!

A fun weekend!
What is this design meant for the people?

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