“Architectural landscape in the BAT terrain (British American Tobacco); Flora exhibition space in hall 12”
Contents/ Presentation Zevenaar

- Conclusions Previous analysis

- Value Assessment: Urban scale
  Manorial Estate
  BAT terrain

- Starting points for the design: Criteria
  Master plan – Bird view

- Concepts & design chosen building:

  Zoom in Master plan
  Values (architectural, construction & detail)
  Proposal program: Functions
    Organization
    Facades
    Bird view
  Atmospheres
  Climate control
  Zoom in main intervention: Construction
    Materialization & detail
  Atmospheres

RMIT Monica Casanegra Morelli
Conclusions previous analysis
Regional Connection/Borders/Areas/Structure

Regional connection (Liemers)
Conclusions previous analysis
Regional Connection/Borders/Areas/Structure

Borders

City center
Manorial estate
BAT terrain

Areas

Structure & Grains
Urban Values
Biodiversity in the landscape/Primary and secondary roads

Primary & secondary roads
Sequences of squares (public spaces)
Manorial Estate Values
Biodiversity in the landscape/Biological growth/
Dense forest & Gardens

Manorial Estate/Biodiversity in the landscape

Historical agricultural function (Wittenburgstraat)
Dry out canal (Manorial)
BAT terrain / Values
Period construction buildings/Ensemble buildings 27-12-04-03

Period construction BAT buildings
Relevant starting points/ Manorial Estate & BAT terrain

- Buildings within a function:
  - Production
  - Industrialization
  - Form related with function
  - Structure (assemble)
  - Big open inside spaces
  - Rhythm
  - Industrial style

- Cultivation > Biological growth:
  - Experience > Green areas > Garden landscape
  - Senses > Magical atmosphere
  - Intimate space
  - Landscape park
Extensions (city center - landscape)

Diversity in the Landscape:
- Close & Open Forest (Flora & Fauna)
- Agricultural (Ecological Farming)

To Create in Between Landscape (Intermediary Areas):
- Botanical Garden & Research Center
Extensions (city center - landscape)
Masterplan

Botanical park & research center
Bird view

References/ gardens
Biological Growth
Plants & vegetable shop
Open market (biological growth)
Organic Restaurant
Library
Organic Restaurant
City hall
Liemers museum
Science center
Building 12/Architectural values (the sight, the style and the construction)
Building 12/Architectural values (the sight, the style and the construction)
Building 12/Intermediate nature

BUILDING 12 (IN BETWEEN THE CITY AND THE LANDSCAPE)

VIEW TO THE LANDSCAPE

STATION

CITY CENTER

CITY
Urban scale concept (connections to the building)
Building concept (functions)

- Open patio
- Herbarium
- Vegetable greenhouse
- Tropical glasshouse
Building 12/Architectural values
Relations to the gardens
Façades (old-new)
Climate control (Underground water resource & harvested rain water)

Air handling units
Reheat warm air system supplies
Passive methods for climate control

International horticulture exhibition, Venlo
Main intervention
Main intervention/ground floor & 1st floor plan
Main intervention/Construction
Main intervention/Materialization, Cumaru wood

West façade (brickwork pattern & wood)
Main intervention/Materialization

Cross section (brickwork pattern & wood textures)
Main intervention/Materialization, Cumaru wood

Cross section (brickwork pattern & wood textures)
Details
Atmospheres/view from the open patio
Atmospheres/ view from the open patio to the library
Atmospheres/ view from the entrance hall to the patio
Atmospheres/ view from the staircase to the patio
FIN