

Unifying Power of FIRE

New Markt, originally situated in a fertile marshland, dramatically transformed after being engulfed in flames, reflecting the fire's power and the Greek mythology where fire symbolizes knowledge and progress. The area, formerly an old **pottery factory**, is being revitalized through architectural restoration that preserves its historical structure. Inspired by these cultural elements, New Markt's **central space** is designed to encourage community interaction, embodying the significant role of fire in Greek culture. This central area not only highlights fire's **transformative power** but also serves as a vibrant hub for social engagement and communal activities, enhancing the cultural heritage and collective spirit of New Markt.

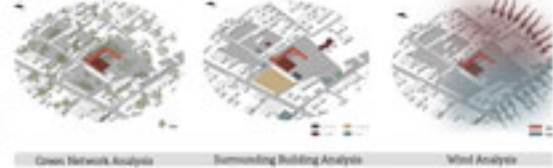
Conceptual KEYWORDS

- Fire**: Once used for high-temperature manufacturing, now spiritually present despite its physical absence.
- Paths**: Abstract fiery paths within the factory symbolize its transformation and dynamism.
- Light**: Lighting highlights fire's presence and spirit by illuminating dark factory spaces.
- Dynamism**: Symbolizes the factory's revival and dynamism. Abstract fiery circulation reflects its energy.
- Historic Marker**: Fire's spiritual presence highlights the factory's history and existence.

Building Program

- Loc-hall performance hall 4000'
- Pop-up sales modules 3000'
- Traditional Pub 3000'
- Take-away Coffee Shop 4000'
- Re-cycled Auditor 3000'

Site Analysis



- Loc-hall / performance hall**
The central object within the structure serves as a focal point, fostering community gathering and hosting a range of events. Additionally, it transforms into an observatory on the rooftop accessible via a ramp.
- Pop-up Sales Module / Kiosk**
Pop-up sales units redefine the shopping experience with desks filled with a variety of different products.
- Take Away Coffee Shop**
At the take-away coffee shop, customers will savor diverse coffee experiences in every cup.
- Traditional Pub**
At the traditional pub, customers will enjoy traditional drinks and chill in a relaxed atmosphere.
- Bakery**
A post-shopping haven for customers before events, our establishment serves as the perfect stop for relaxation and refreshment.

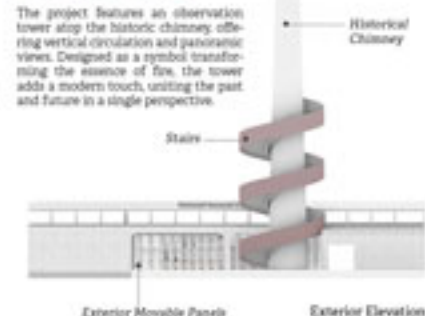


Plan SCALE: 1/1000

CONCEPTUAL DEVELOPMENT

- Step 1: Conceptual Approach**
A multifunctional **central area**, akin to the **agora** in ancient Greek culture, will be established as a vibrant hub for various activities and social interactions. This thoughtfully designed space will serve as a focal point where visitors can gather, connect, and engage with one another. With flexible seating arrangements, open areas, and dedicated zones for activities, the central space will accommodate a wide range of events, from cultural performances to art exhibitions.
- Step 2: Placement and Visual Impact**
Based on the concept of the central area and the unifying power of fire, the designed object will be prominently placed in the heart of the space. Rising dramatically from the floor to the ceiling, it will mimic the upward movement of flames and be visible from various angles. This striking structure will serve as a visual anchor, symbolizing connection and warmth. The interplay of light and materials will enhance its presence, inviting exploration and interaction from all visitors.
- Step 3: Multifunctional Features**
The designed object features multifunctional surfaces for exhibitions and sales. Its interior seating provides comfort, and the adaptable space suits demonstrations. Effective lighting makes it a visually compelling centerpiece. Its modular structure allows the space to be easily adapted for various events. With these features, the designed object becomes a visually striking centerpiece that is both functional and appealing.

Historical Chimney



Exterior Movable Panels Exterior Elevation

Determinants



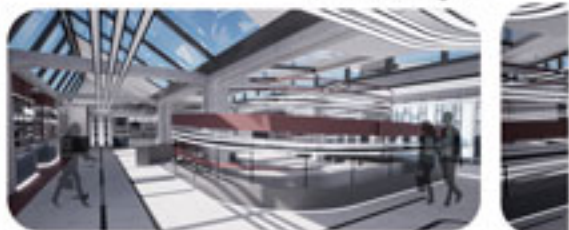
Unifying



Sales Passage

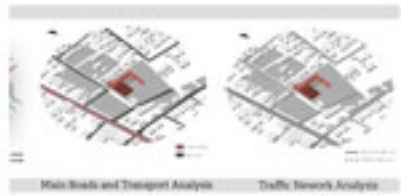


Entrance-Welcoming Area



Loc-Hall

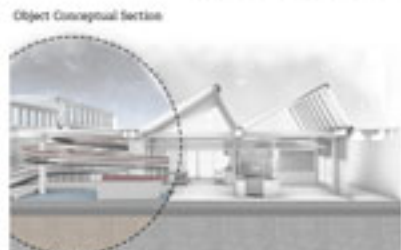
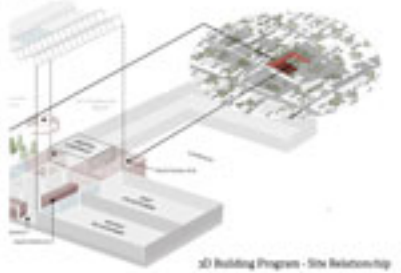




STRATEGY
A central point has been established in the area for the designed object. This center is strategically positioned to serve as both a visual and functional focal point. The location of the object will enrich the ways in which visitors experience the space while allowing for interaction with the surrounding area. Additionally, the center has been designed to provide a platform for various activities and social interactions.

FORM
At this stage, the object has been positioned, and connections between the interior and exterior have been established by creating transparent surfaces. These glass elements enhance visibility while allowing the outside environment to flow into the interior. This approach strengthens the sense of openness and encourages interaction between the indoor and outdoor areas, creating a more inviting atmosphere for visitors.

INTERNAL SPACE
At this stage, other functions have been placed around the central area, and connections have been established. This arrangement allows for a relative flow between different spaces, facilitating interaction and accessibility among various functions. By integrating these elements, the design promotes a harmonious environment that encourages engagement and enhances the overall user experience.



Elevation A



Elevation B



Elevation C



Take Away Coffee Shop



Bakery



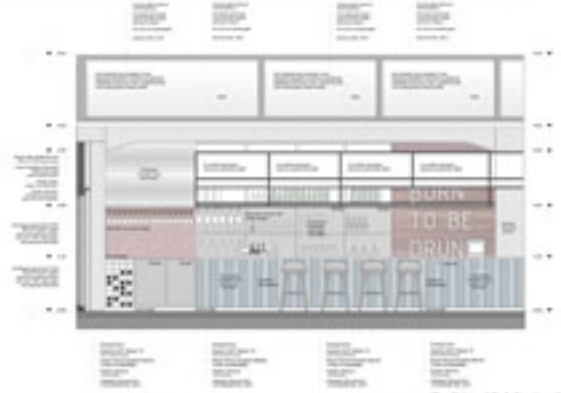
Sales Passage

Acoustic Solutions

GROUND	CEILING	WALLS	ACoustic GLASS	ACoustic MESH	ACoustic DECORATIVE WOOD
<ul style="list-style-type: none"> 100mm Acoustic Insulation Acoustic Ceiling Tiles Acoustic Wall Panels Acoustic Floor Mats 	<ul style="list-style-type: none"> 100mm Acoustic Insulation Acoustic Ceiling Tiles Acoustic Wall Panels Acoustic Floor Mats 	<ul style="list-style-type: none"> 100mm Acoustic Insulation Acoustic Ceiling Tiles Acoustic Wall Panels Acoustic Floor Mats 	<ul style="list-style-type: none"> Acoustic Glass Acoustic Mesh Acoustic Panels 	<ul style="list-style-type: none"> Acoustic Mesh Acoustic Panels Acoustic Tiles 	<ul style="list-style-type: none"> Acoustic Decorative Wood Acoustic Tiles Acoustic Panels



Traditional Pub FLOOR PLAN SCALE 1/100



Traditional Pub SECTION AA SCALE 1/100

Colors / Materials

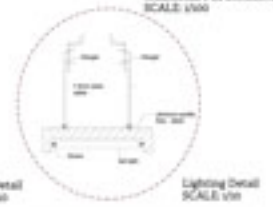
RAL 9005	RAL 9005	RAL 9005	RAL 9005	RAL 9005	RAL 9005	RAL 9005	RAL 9005	RAL 9005	RAL 9005
Porcelain	Porcelain	Porcelain	Porcelain	Porcelain	Porcelain	Porcelain	Porcelain	Porcelain	Porcelain

Ground & Wall

Porcelain	Porcelain	Porcelain	Porcelain	Porcelain	Porcelain	Porcelain	Porcelain	Porcelain	Porcelain
Porcelain	Porcelain	Porcelain	Porcelain	Porcelain	Porcelain	Porcelain	Porcelain	Porcelain	Porcelain



Window Detail SCALE 1/10



Lighting Detail SCALE 1/10

