

Makarska (HR)

I. Territory and Place

Located at the edge of the Bjokovo mountain and facing the Adriatic Sea, the city of Makarska is characterized by its unique territorial situation. It extends as a long strip, finding its historic center around a naturally protected harbor embraced by two lush peninsulas. The city founded its identity around this exceptional landscape, benefiting both from the sea and the specific microclimate of the mountain. Strong winds, formed between the cooled hinterland and the warmer coast, participate actively in the flavors of the place and therefore in the cultural identity of Makarska. Tumbling down from the mountains, Bura dries out the salted and pressed meat, giving a unique aroma to the meat and milk as well as to a wide variety of locally grown products such as olive oil, honey, cheese, dried figs, salted sardines, rakija. On top of that, Makarska is among the few cities where residents and tourists have the opportunity to buy freshly caught fish directly from fishing boats.

II. Public Space and Program

With more than 2750 hours of sun a year, and an air temperature of more than 20°C from June to September, tourism has always been closely tied to Makarska. However, during the last 30 years, Makarska has known significant transformations related to mass tourism, such as congestion, traffic jam, and urban settlement issues. Some inhabitants have deserted the old city center, the former home of artists and artisans, revealing a loss of local identity.

For a few years, the city of Makarska has been investing great efforts in rebranding its image as a tourist destination and in building infrastructure that will change the representation of the city and provide residents with additional cultural and social facilities. Projects of transforming the harbourfront into a pedestrian promenade or reconverting a tourist market next to the beach into a park are supporting this new dynamic.

The three sites of the historic center, proposed in this competition, present great opportunities to give back to Makarska a strong “spirit of a place”, centered around its local community and the evolution of cultural tourism. They would accommodate a new city food market next to St Marks Church, a gastronomic center in the old fish market, and transform a former parking lot into a cultural platform. Together these places would play a major role in the new city center dynamics interacting with each other, the territory, and the climate.

III. Earth, Wind & Water

The existing character of emptiness of these three proposed future public spaces is maintained and even accentuated in such a dense context of an old city core.

Each part of the project interacts in a different and complementary way with the existing: its natural and built environment. Specific climatic conditions are offered on each site to meet the program and the comfort of users.

Systematically, these voids are reconfigured through their topography, from which superstructures and series of elements could offer polyvalent activities and programs.

Thus, we propose a covered square for the market, a terrace for the gastronomic center and wine cellar, and a performative park for the cultural platform.

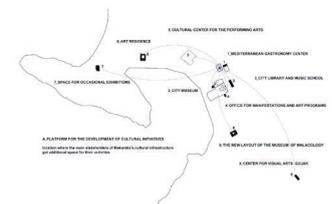
Small canopies are also envisioned on the waterfront to provide fishermen extra shelter for their sales, supporting this unique experience of buying fish at the harbor. During high season, these lightweight and flexible structures could become ferry stops, with clear identity and visibility.



Historical Makarska plan



Makarska beach in the 90's



Reviving Makarska's cultural identity



Earth, Wind & Water



Historic Makarska riviera

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III.a Food Market - Plaza

The intervention aims to preserve the convivial and gathering character of the Mediterranean markets. We offer a continuous plateau covered and completely open to the adjacent public spaces. A roof with a permanent character and identity built with the know-how of local architecture, protects the central space from rain, sun (and overheating), and wind. Its geometry gives the market a unique spatiality and a great supply of natural light.

1. Topography & Accessibility

During our site visit, the existing building closing the corner of the market caught our attention. With a hybrid architecture, this construction drastically cuts the possible link between the market square and Makarska's main plaza as well as St Mark's Church plinth. The existing program at the market level, a carpet store, does not seem to us to interact well with the market program. We propose to move it to the commercial street of Kalalarga, following the initiatives of the city to reopen stores in this commercial axis. However, the existing program on the ground floor, a supermarket, could become complementary to the market.

The project introduces a large flat surface from which the market can take place. This new impermeable ground, easy to maintain and clean, allows accommodating generous parking underneath due to the level difference with Kalalarga. The parking could at least have two floors, therefore hosting 50 car parks. It is a new steady infrastructure, able to carry a large roof and technical rooms.

2. Structure & Polyvalence

A grid of 10x10m with concrete columns responds to the grid of the underground parking and gives the market a clear and generous central space.

The central space is covered by a roof made up of four vaults following the structural grid. These vaults offer a unique spatiality and an identity aspect from the square while being respectful of its built environment. The construction is inspired by the know-how of traditional Mediterranean architecture. With local materials that respond well to the climatic conditions of the place, the brick gives a domestic character to the market. The roof blends in with its context while remaining unique.

The shape of the roof recalls the waves of the sea and the profile of the Biokovo mountain. at the origin of the local products in the market.

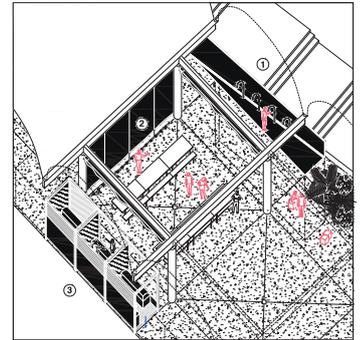
The fixed program (kiosks) and the circulations are located within the perimeter of the site in order to offer the possibility of using the central covered space for other types of events (community, sports, etc.). Tables and benches can fold up and be stored. A grid on the ground indicates the positioning of the tables. A fixed bar is proposed within the food market. Some food and drinks can be served during the day and mostly at the end of the day for locals and tourists. When the market closes, the tables of the stands can be used for the bar, or to eat some fruit from the market after a beach day with a view overhanging the main square.

3. Elements

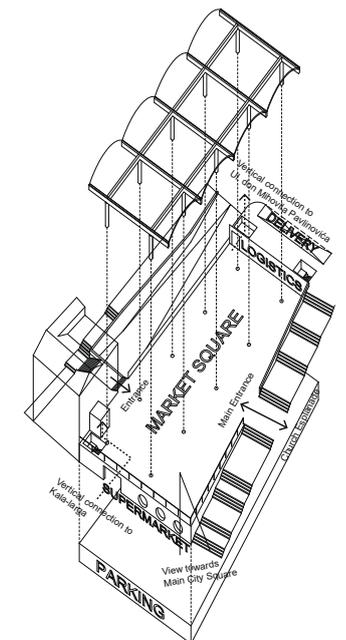
Following the rhythm of emblematic fountains located in the main square, the market's public fountain (1) provides comfort to the users as a gathering and social point. As a closed circuit, rain and used water are collected and filtered in a water tank.

A flexible and light plastic curtain (2) provides rain and wind protection. As a transparent membrane, it maintains the visual connection between the market and the main city square.

Each kiosk (3), built in a light structure, works as an individual unit and is independent of the market structure. The floor is raised from the market floor with holes to enable the users to clean. The cleaning the water is filtered and collected in a water tank.



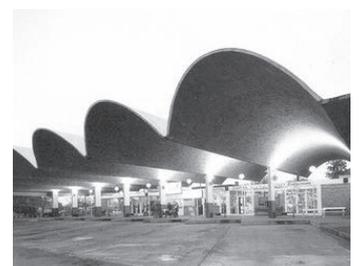
Existing situation



Topography and Superstructures



Makarska City Center brick roofs



Omnibus station, Eladio Dieste, 1973

Makarska (HR)

III.b Gastronomic Center - Terrace

The gastronomic center is where culture and production meet. The elements already present on the site, like the old fish market building and the majestic pine tree, constitute the memory and identity of the place. Thus our approach aims to highlight and connect the existing in order to offer a narrative about the origin of the products and a meeting place between tourists and locals.

1. Topography & Accessibility

The existing site, elevated and protected from the street, constitutes a generous esplanade, exposed to the sun and offering great views towards the sea, the mountain, and the church. The car parks currently occupying this place are removed and relocated to the main parking below the market square. Thus emptiness of the site allows for a large terrace, leveled with bleachers to reach the winery ground level. A lightweight spiral stair could lead to the roof of the wine cellar, overlooking the terrace and the pine tree.

The current hard surface of the parking is replaced with semi-permeable ground, through which rainwater could regenerate the soil of the pine tree.

2. Structure & Polyvalence

Outside, a grid of 2.5x2.5m is placed on the floor. On this grid, holes in the ground allow the positioning of vertical light elements. By linking these elements together with textiles or garlands, they can bring light or shade to improve the comfort of users on the terrace. In addition, the preserved pine ensures thermal comfort by its size. The public space is configured to accommodate different types of events. The tables can be moved and configured in different ways: a long table for a convivial meal, exhibition, or fair can also be divided and grouped into smaller tables for a more intimate configuration. Outdoor furniture can be stored under the bleachers.

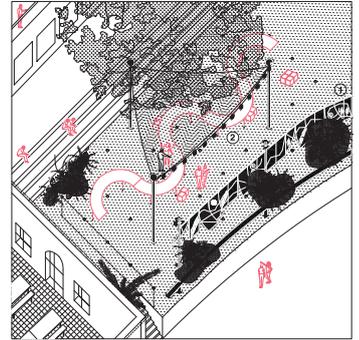
Inside, the renovation of the building is based on enhancing the existing construction: removing false ceilings and walls that are not load-bearing in order to open up the space to its maximum extent and enhance the timber frame and vaults. The interior of the gastronomic center consists of a main open space ready to accommodate 80 people seated (restaurant) but can also accommodate exhibitions, workshops, etc. The kitchen is open to this space and can function as a bar/catering area in a more eventful setting. Maintaining the typology of the building, the technical part (toilets, changing rooms, storage) is located at the back to guarantee maximum flexibility. The treatment of the interiors aims to preserve the character and the memory of the place (old fish market).

The gastronomic center can easily adapt its configuration according to the season and its users in order to promote symbiosis between locals and tourists. A place of tasting, creation, and production. A local branch of the culinary school of Makarska, where locals and tourists could also taste the creations of the students. A possible meeting place to organize local and international artistic and craft workshops (ceramics, paintings, fabrics...). The products could be presented (f.e serve gourmet dishes in unique plates produced on site) and possibly sold afterward to restaurant customers.

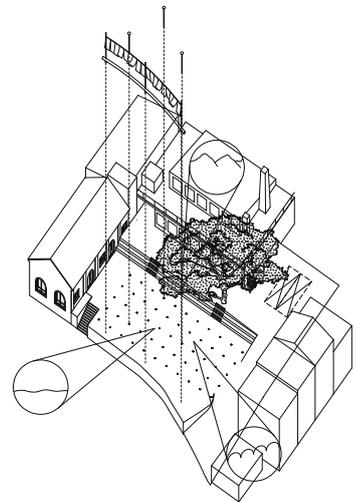
3. Elements

An illustrated banner (1) explains where the products offered in the gastronomic center come from: the sea, the mountain, the wind, and that makes those products unique to experience. The textile moves with the wind to heighten the narrative and creates a signal towards the street. A workshop with local artists and people could be organized to manufacture it in order to strengthen the community spirit.

A fish net (2) installed as sun protection introduces a direct reference to the old fish market. It is a flexible and light element that provides sun and rain protection but with wind and light permeability for maximum comfort underneath.



Existing situation



Topography and Superstructures



Nona pizza, Bruxelles



Bourse commerce, 2020, Bouroullec Narratives

Makarska (HR)

III.c Performative Stage - Park

The project enhances and accentuates the quality of the site's existing topography. Surrounded by two party walls and two stone walls, one of which was built at the end of the 18th century, the existing void presents a rather exceptional typology. This bathtub effect provides protection from wind, sun, and vehicles driving nearby (sound and vision). We actively maintain this void by occupying it as a performative park.

1. Topography & Accessibility

Alike the old fish market site, the existing parking is relocated under the main market. The current asphalt layer can be turned into fully permeable soil, from which tall trees can grow and form a new ecosystem. The low ground level is maintained and long bleachers provide a vertical connection to the upper street and offer views toward the historic wall. A ramp along the adjacent lower building gives accessibility to the site.

2. Structure & Polyvalence

A 7.5x7.5m grid of palm trees is placed on a permeable floor. Even if the palm trees are not native to Croatia, they adapt to the Mediterranean climate and are already numerous to be present in Makarska, which gives them an identity character of the place. These palm trees are high enough and spread apart to accommodate different types of events in the park (projections, scenes, guinguette...). Leave the space empty by occupying it like an oasis.

The fixed program (scaffolding), and the circulations are located within the perimeter of the site in order to offer the possibility of using the central space for other types of events (screenings, fashion shows, central stage, etc.). Furniture for events could be stored inside the scaffolding or under the bleachers.

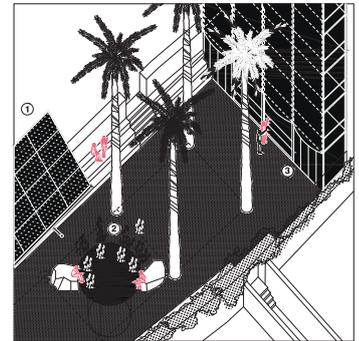
The park could provide a wide range of possibilities during the whole year (off-season-locales/peak season-locales and tourists): flea market, flower market (flower store next to the site), performances, projections, concerts...

3. Elements

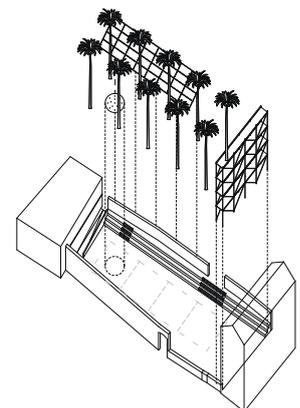
A south-oriented solar panel (1) provides solar energy and shade underneath for future events hosted. As a signal, it offers protection towards the city street. Rainwater is collected in the water tank.

A water fog diffuser (2) provides comfort in warm temperatures without using a lot of water and offers a performative atmosphere. As a closed circuit, rain and used water are collected in a water tank.

A scaffolding (3) provides multiple configurations: bar, stage, balcony, projections... as a polyvalent and light element.



Existing situation



Topography and Superstructures



Diocletian Palace, Split



Outdoor cinema screening



Teatro Oficina, 1982, Lina Bo Bardi