



SCALES: S – architecture + context

TEAM REPRESENTATIVE: architect / urbanist / landscaper

SITE FAMILY: CHANGING METABOLISM - From linear to circular economy

LOCATION: Puchstraße, Graz, Styria, Austria

POPULATION: 292,269 inhabitants

STRATEGIC SITE: 48 ha

PROJECT SITE: 2 ha

SITE PROPOSED BY: City of Graz & Developer P41

ACTOR(S) INVOLVED: City of Graz / Developer/ Stadtlabor

OWNER(S) OF THE SITE: Developer P41

COMMISSION AFTER COMPETITION: Architectural implementation

HOW CAN THE SITE CONTRIBUTE TO THE PRODUCTIVE CITY?

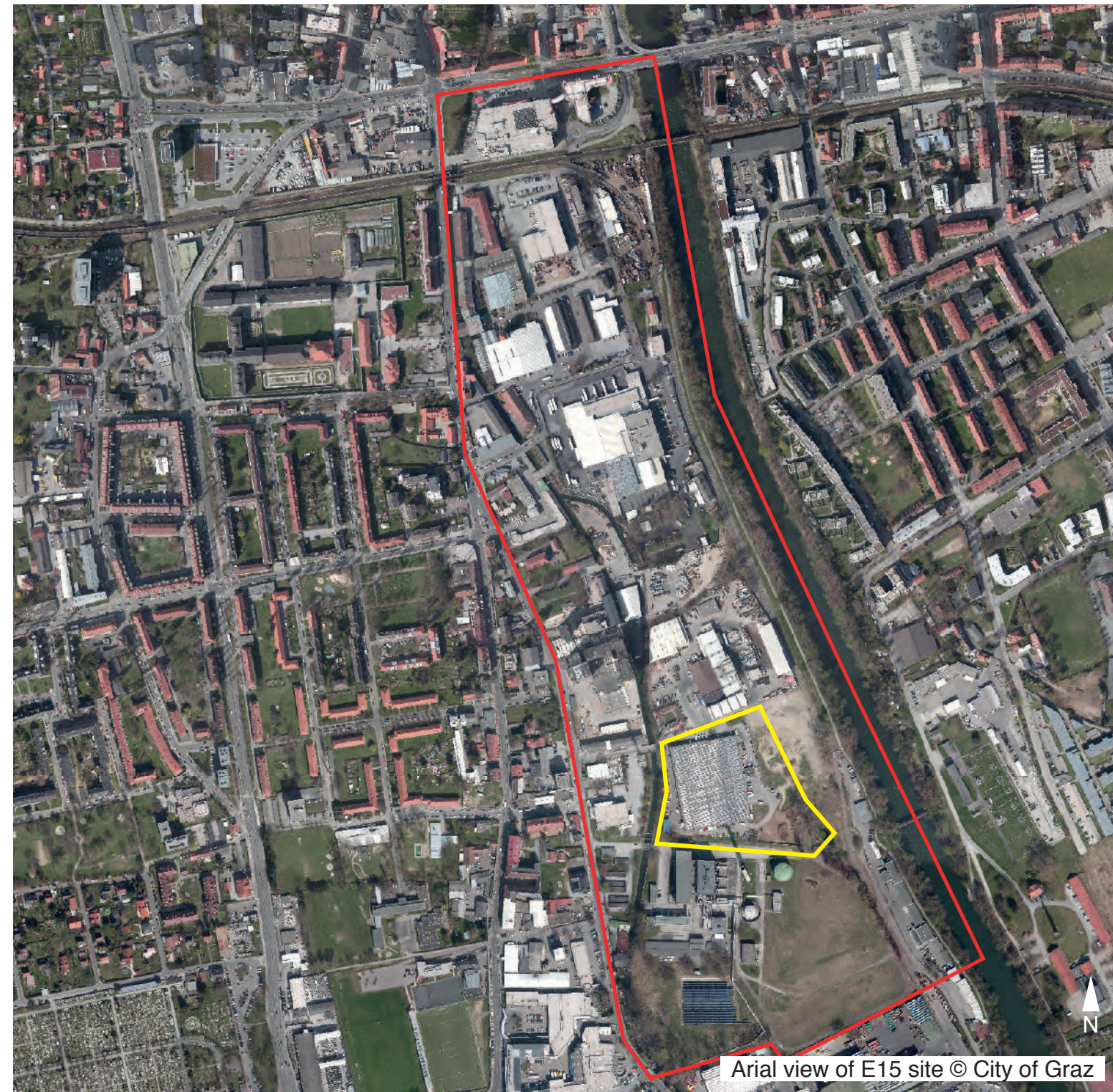
Two things are vital in order to understand the importance of the E15 site. First, its position within the city-structure: Graz consists of a beautiful old town surrounded by residential districts with industrial areas on the outskirts. However, there is one part of town wedged across these different zones. Defined as a productive strip, it bears the exceptional potential to bring innovative forms of production right into the middle of Graz.

The second crucial parameter is the development of a hydropower station – part of the “Smart City” strategy – within close proximity. This project will regenerate the entire area bringing the river back to city level. The E15 site sits enticingly within a unique testbed for new ideas, ready to surface.

CITY STRATEGY

In 2013 the city council of Graz anchored the “Smart City” concept as the principal strategy for future urban development. This progressive approach has since generated several innovative projects and sparked an adventurous spirit for new departures. Graz’s beautiful, but environmentally delicate topography - a basin surrounded by hills – calls for a low-emission city. Therefore, new mobility concepts, resource and energy efficient projects paired with the latest technologies are key to achieving this goal. The prevailing mood for innovation is grounded in the raised awareness of requiring a sustainable lifestyle.

With ambitious force the city has sent signals installing neighbourhood managements and fostering a culture of participation. Nothing less than ground-breaking projects are expected within this context.



SITE DEFINITION

A creek skirts the site, a forgotten railway line runs nearby, and the River Mur is only a stone's throw away. Picturesque landscape elements are not the only things waiting to be rediscovered. The site includes a factory hall with a ground floor area of 9,000m². With part of the existing structure to be kept, the new density can reach 2.5. Diverse vertical productive typologies and possible stacking of programs can be envisaged in order to achieve a vivid cluster. A colourful mix of tenants is ready to be included in the new project.

The task at hand is to develop a hybrid of productive scenarios embraced within a pioneering project. Create a sense of place with an iconic concept and make the idea a reality.

HOW IS PRODUCTION CONSIDERED IN THE URBAN DIVERSITY PROGRAM ?

The E15 site is embedded in an interesting field of diverse projects, allowing for an experimental approach. Old factories occupied by the creative scene can be found next to a waste site or a district heating plant - in between those, hidden places of beautiful and wild landscapes are thriving.

Instead of mixing industry with housing this project is about creating a hybrid of productive scenarios. A cluster accommodating different types of production, education and services which could especially profit from exchanging knowledge, synergy of skills, and facilities for work and recreation. Weaving existing components of the site into the new project will promote interaction and sharing. Combined with the culture of parti-

cipation and supportive monitoring it could easily trigger a vivid quarter. The intensification of the green network, the remodeled river banks, the introduction of leisure activities will regenerate the whole area. The already popular north-south connection for bicycles and pedestrians will become even more important. In this setting a beacon project of intelligent typologies will easily attract new businesses. EUROPAN's call is for an extremely innovative project, yet it must be realistic. The owners are at the ready.

European 15 – GRAZ (A)



Project site on the right - view from east

