

## CONCEPT

### Layer 1 :

#### Stringing together the different precious stones

Each point of attraction has its own local identity and character, they all are very different from each other and each one of them is special and unique in its own way. It's our job to bring out the beauty of each of these sites. We imagine each one of these point of attractions as a precious stone, which awaits to be chiselled out into its most suitable shape by a jeweller and at the end all these different stones are strung together to make a beautiful piece of Jewellery.



### Layer 2 :

#### The family Tree

Certain points of attractions/precious stones, even though they do not have the same appearance, share certain characteristics that are the same and follow the same theme, they are like members of the same family which have the same surname but are still different personalities at the end of the day and yet somehow belong together as a group.

Families/Themes for Loops :

Historical, Recreational, Cultural and Industrial.



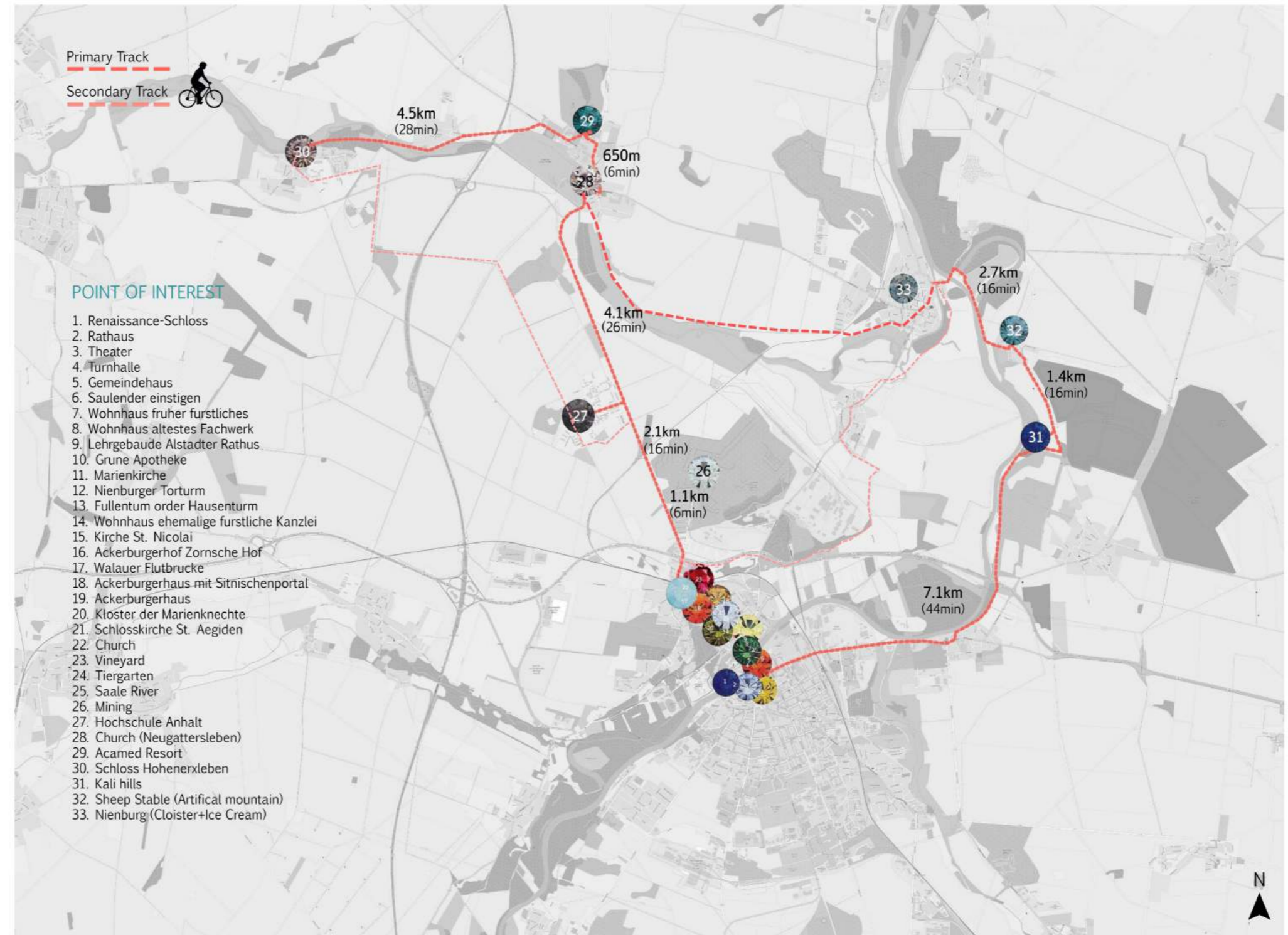
### Layer 3 :

#### Making people interact with point of attractions

Generating interesting designs/marketing ideas at each point of attraction that compel the visitors/tourists to participate/interact with the points of attraction, so as to make them explore.

Using public participation to elect/choose a gem stone for every point of attraction ( a stone that they would relate their point of attraction to) and then giving out the final gem stone names for every site. Except for the Vineyard which is our point of interest for designing so we shall name it the Ruby for our design purpose and theme.

## THE TREASURE HUNT





# PERFORMATIVE NATURE

Barcelona International Landscape Architecture Biennial

September 2018 **Barcelona**

SCHOOL PRIZE

X International Landscape Architecture Biennial

Máster d'Arquitectura del Paisatge -DUOT - UPC

ETSAB- Escola Tècnica Superior

d'Arquitectura de Barcelona

Avenida Diagonal, 649 piso 5

08028 Barcelona-Spain

## TECHNICAL DOSSIER

Title of the project Bernburg Loop- Treasure Hunt  
Authors Bao Guotai, Bayu Hafiz Saputro, Harirpiya Singh, Jessica Seriani  
Title of the course Masters of Landscape Architecture  
Academic year 2016-2018  
Teaching Staff Prof.Dr.Nicole Uhrig  
Department/Section/Programofbelonging Faculty and Instructors teaching in the MLA Program. Professors and Associates.  
University/School Hochschule Anhalt, University of Applied Sciences

### Written statement, short description of the project in English, no more than 250 words

Concept Layer-1 : Stringing together the different precious stones

Each point of attraction has it's own local identity and it's own character, they all are very different from each other and each one of them is special and unique in it's own way and as landscape architects it is our job to bring out the beauty of each of these sites. We imagine each one of these point of attractions as a precious stone, which awaits to be chiselled out into it's most suitable shape by a jeweller and at the end all these different stones are strung together to make a beautiful piece of Jewellery.

Concept Layer-2 : The family Tree

Certain points of attractions/precious stones, even though they do not have the same appearance, share certain characteristics that are the same and follow the same theme, they are like members of the same family which have the same surname but are still different personalities at the end of the day and yet somehow belong together as a group.

Families/Themes for Loops : Historical, Recreational, Cultural and Industrial.

The Vineyard: The Tipping point

1. Using the local identity, or character of the Vineyard and enhancing it to it's full potential.
2. Using the activities that are already being carried out there and building upon, developing upon them to give them a more prominent identity.
3. Involving people in the design of the space, maybe letting a small patch of the site, unaltered, left for the public to make a decision together and design it together.
4. Using the multiple aspects of the site and somehow putting them together, for example: the spectacular view from the vineyard, the train passing through every hour, the church and the free open space outside the church, the abandoned space.
5. Maybe try to string these series of small activities, small movements aspects together to become together one important significant activity together, like the progression of chapters in a story, that add up to make the entire novel.

For further information

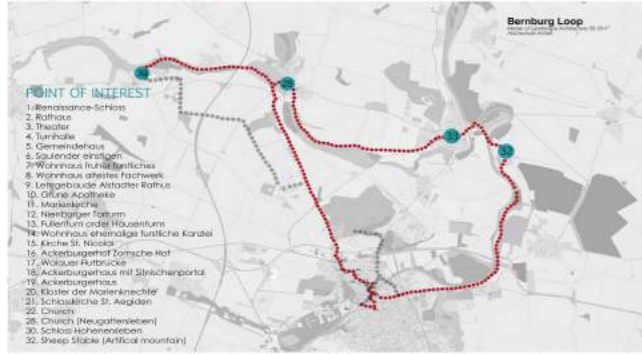
Máster d'Arquitectura del Paisatge -DUOT - UPC

T: + 34 93 401 64 11 / +34 93 552 0842

Contact via email at: [biennial.paisatge@upc.edu](mailto:biennial.paisatge@upc.edu)

Consult the web page <http://landscape.coac.net/>

## HISTORICAL LOOP



## RECREATIONAL LOOP



## CULTURAL LANDSCAPE LOOP



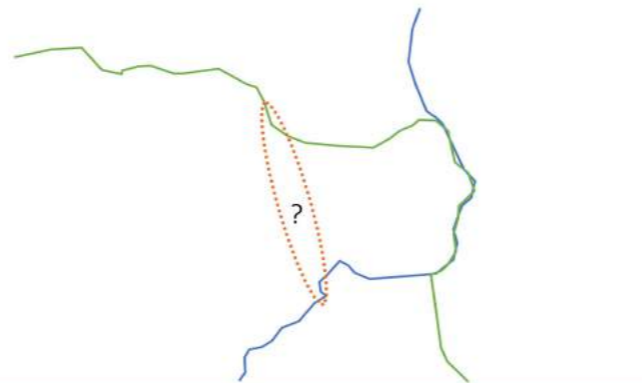
## INDUSTRIAL LOOP



## EXISTING BICYCLE PATH



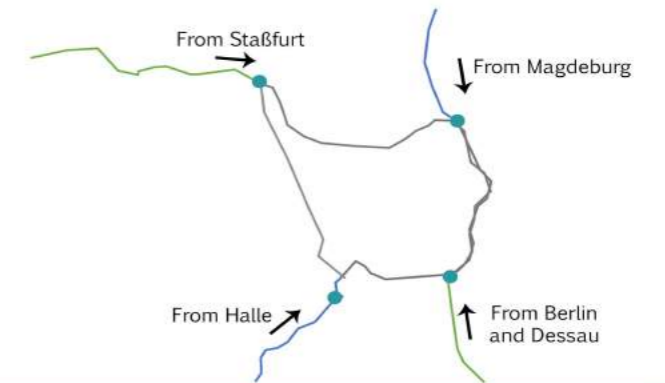
## MISSING LINK



## BERNBURG BICYCLE PATH



## TURNING POINTS



## SIGNAGE

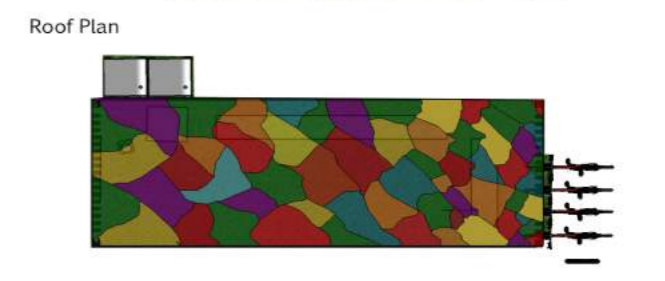
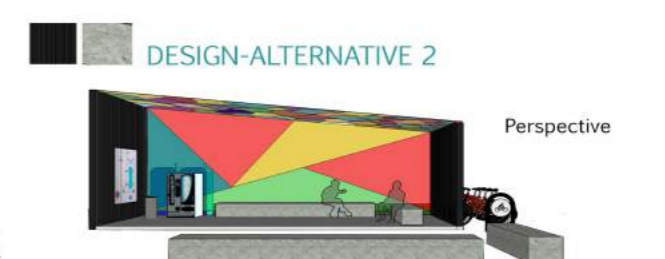


- 5 signage will support the tourism and bicycle track in Bernburg area:
- Red bicycle road
  - Existing direction sign
  - Bicycle sign
  - New description sign
  - New Bernburg map



## TURNING POINTS

- PARTS**
- Charging Area
  - Wifi
  - Toilet
  - Vending Machine
  - Information Board
  - Bicycle Parking
  - Drinking Fountain
  - Seating



## TURNING POINT-GRIMSCHLEBEN



## TURNING POINT-SCHIFFERSTEG



## TURNING POINT-TIERGARTEN



## TURNING POINT-NEUGATTERSLEBEN



## VINEYARD

### CONCEPT: THE TIPPING POINT

- Using the local identity/character of the Vineyard and enhancing it to its full potential.
- Developing the activities that are already being carried out to give more prominent identity.
- Involving people in the design of the space.
- Using multiple aspects of the site and putting them together: the spectacular view from the vineyard, the train passing through every hour, the church and the free open space outside the church, the abandoned space.
- String these series of small activities, small movements aspects together to become one important significant activity, like the progression of chapters in a story, that add up to make the entire novel.

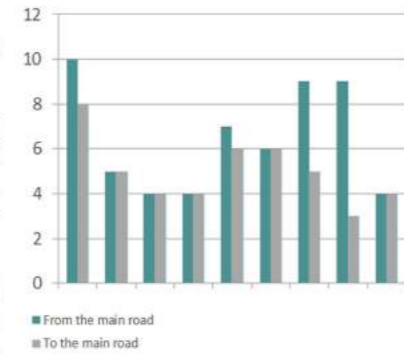
### WHY VINEYARD

- One of the most beautiful view in Bernburg
- a very old culture-historical tradition is revived here (Strasse der Romanik)

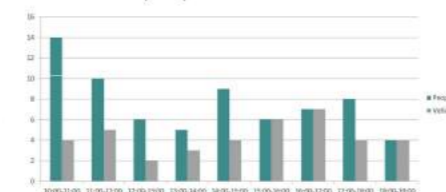


### VINEYARD VISITOR

Movement Directions Chart



Number of people and vehicle at the site



### SITEPLAN



#### THE STORAGE

Enhancing the existing storage with pastel colour treatment. Cleaning the area, fixing the pavement, planting white colour shrubs and flowers to make the storage more attractive for public. the storage has potential to become a hidden spot recreation.

#### VINEYARD CAFE

Using local identity/character of the Vineyard and develop it into a natural rustic style cafe which can be very entertaining for tourist and local people to enjoy the magnificent view at one of the best place in Bernburg.

#### CHURCH FOUNTAIN

The relaxing lawn in front of St Stephani Church as one tourism spot from Strasse Der Romanik's point of interest will be more delightful with the appearance of a classy and calm fountain.

### PLANTS LEGEND

	<b>Red Zone</b>
	<b>Blue Zone</b>
	<b>Purple Zone</b>
	<b>White Zone</b>

### REPRESENTATION

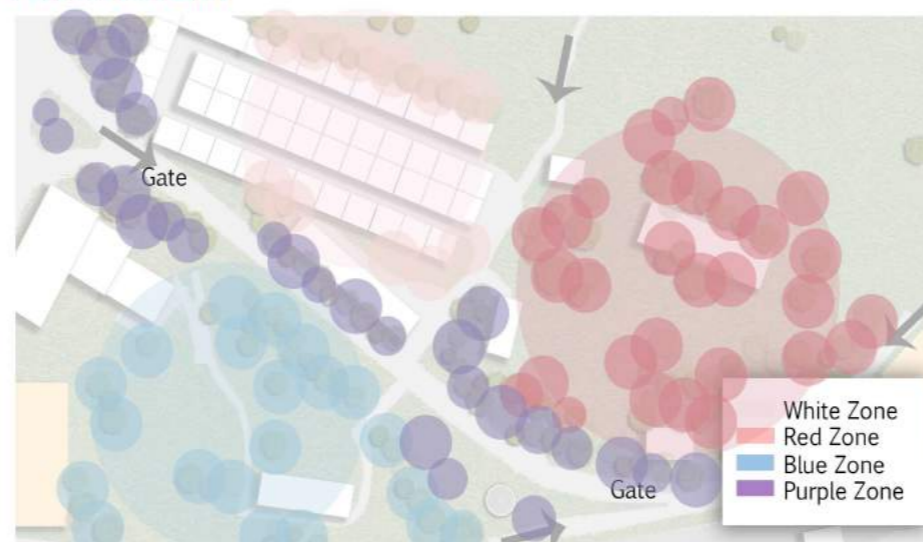


Ruby stone as representation of wine drop in Vineyard point

### WELCOME GATE

Species: *Acer truncatum*, *Picea asperata*, *Acer elegantulum*, *Platanus acerifolia*, *Cotinus coggygia Scop.*, *Lagerstroemia indica*

### PLANTING PLAN



### PERSPECTIVE-VINEYARD 2

### PERSPECTIVE-VINEYARD CAFE



### PERSPECTIVE-ST STEPHANI CHURCH

### PERSPECTIVE-VINEYARD



IMPRESSION-COLORFUL STORAGE



IMPRESSION-WELCOME ALLEY



IMPRESSION-VINEYARD SIGN



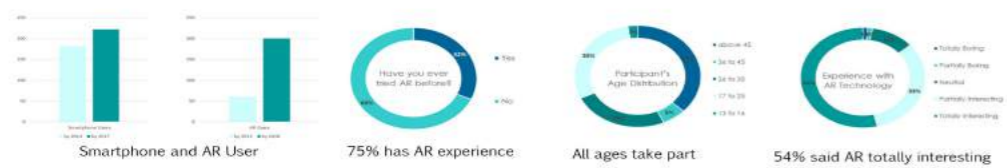
MARKETING AND IMAGE

BERNBERG KEYWORDS

Crown Palace History Kingdom  
 Precious Royal Luxury Glamour Castle Valuable



INVASION 4.0: AUGMENTED REALITY



Source: Testing the Effectiveness of Augmented Reality in the Public Participation Process: A Case Study in the City of Bernburg Toomaj Goudarzian, Matthias Pietsch, René Krug (Anhalt University of Applied Sciences, Bernburg/Germany)



MLA 2016/2017



Bao Guotai | Bayu Hafiz | Haripriya Singh | Jessica Seriani

LOGO TRANSFORMATION

Bernburg Logo represent 'The Crown of Anhalt' tagline

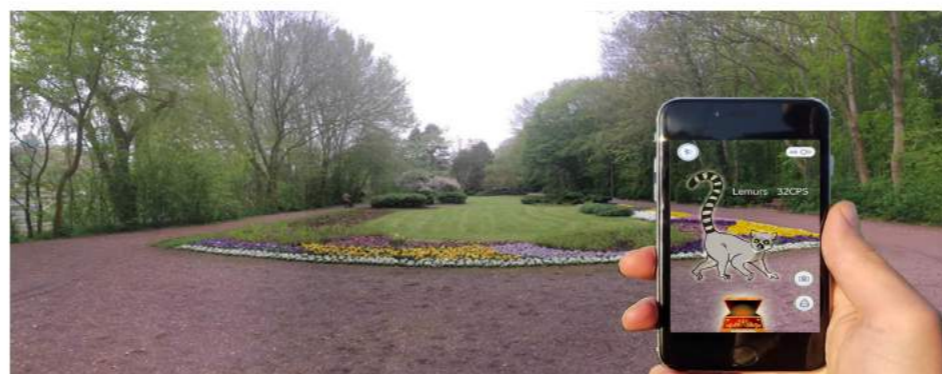


Water Body Cultural Landscape Industrial Historical Bicycle Road

BERNBURG APPS



fun + challenging + up to date + active + valueable + flexible + MAKES YOU WALK



TOURISM STRATEGY

- Connect the missing link, do improvements, provide clear signage
- Make more fun activities in Bernburg (color/music/water run/cycling)
- Provide new brochure, introduce new points of interest
- More publications in social media (Facebook, Youtube, Instagram)
- Make an Invasion!

APPS USER



ADVANTAGES

- For City:
- Registrants is database
  - Flexibility: Points of interest can change every season
  - Online shop/advertisement
  - Easier publication of city history
  - No boring place

For User: city souvenir as reward



Hochschule Anhalt  
 Master of Landscape Architecture

