

BRAND : THE NEW CULTURAL INDUSTRY

pavilion/
expoziții/
ateliere

industrie creativă

piațetă prin

Teatru
Muzică
Industria creativă
Cultura
Spectacol
IDEI
INOVARE

e japoneză

Country / City
University / School
Academic year
Title of the project
Authors
mici-evenimente

Romania, Bucharest
"Ion Mincu" University of Architecture and Urbanism
2017-2018
Urban park with cultural activities in Giurgiu
Codrut Papina





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	Conversion of Giurgiu's industrial site The Sugar Factory into a cultural centre
Authors	Codrut Papina
Title of the course	Urban Park
Academic year	2017-2018
Teaching Staff	Conf. Dr. Arh. Angelica Stan teaching assistant Andreea Simion
Department/Section/Program of belonging	Faculty of Urban Planning, department Landscape Design and Planning
University/School	"Ion Mincu" University of Architecture and Urbansim

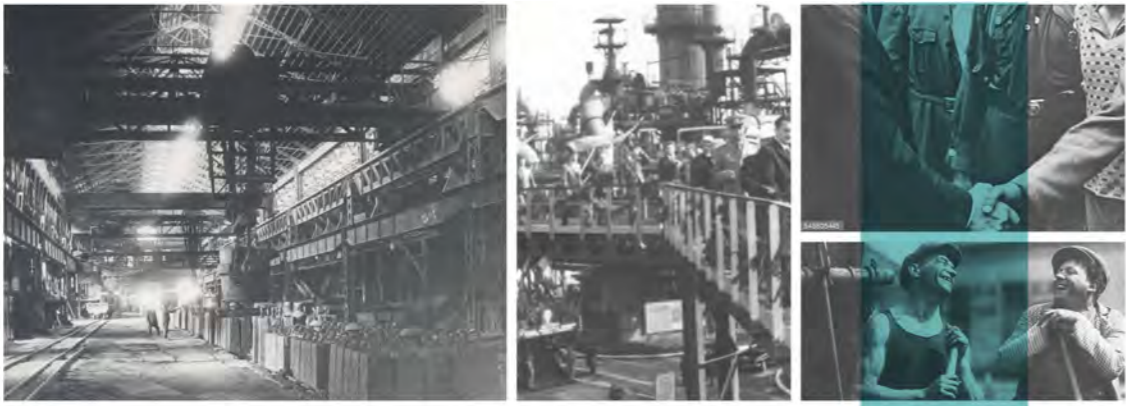
Before deciding the conversion of the industrial site Sugar Factory, we must understand the elements that created the existing social, cultural and urban landscape.

The industrial activity was the most important economic activity for Giurgiu since 1900 until 1989, when the communist leadership was replaced. This industry shaped the city, made the city known, and through that, the people had steady jobs and were able to provide for their families. This industry became the identity of the city, which now it's gone. Giurgiu became a city without identity. The past symbol of development, today stand for degradation, abandonment. The industrial sites that were regional landmarks, now are areas with safety issues and degraded urban landscape, that drive investors away.

This urban park with various cultural, educational and recreational activities is meant to be the main attractor of the city, in this way helping developing tourism, residential areas, economics. With this initiative it's possible to make Giurgiu more appealing for youth, students, young artists, creators.

The park has cultural activities : open air museum (as a reminder of the industrialisation time), amphitheater, spaces for events, spaces for expositions, spaces for learning; educational activities : different kinds of workshops; commercial activities : pubs, library; work related activities : a space for the new creative industry, a space for young creators and artists; recreational activities : green areas, promenades, lake, plaza, skate area, room escape, greenhouse/glasshouse, spaces for concerts, big events, mediation areas, reading areas.

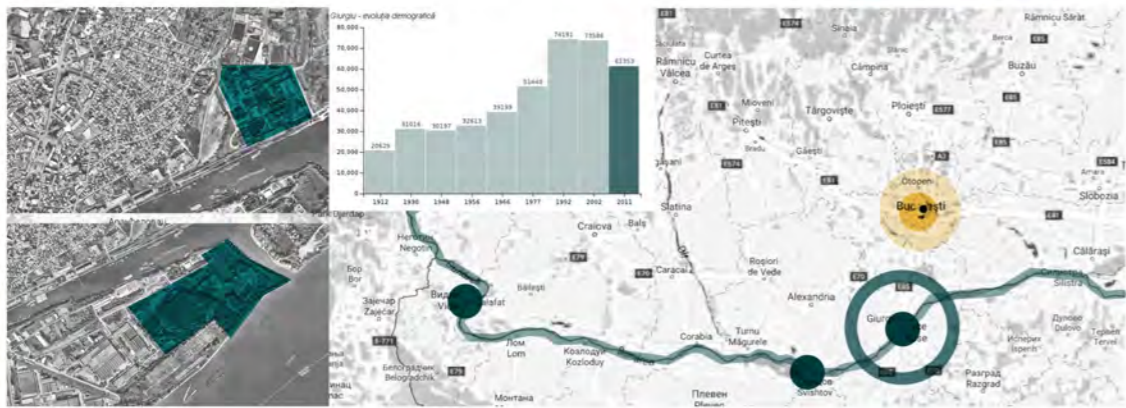
PAST



PRESENT



CONTEXT



NECESSITY



OPORTUNITY



BRAND : THE NEW CULTURAL INDUSTRY



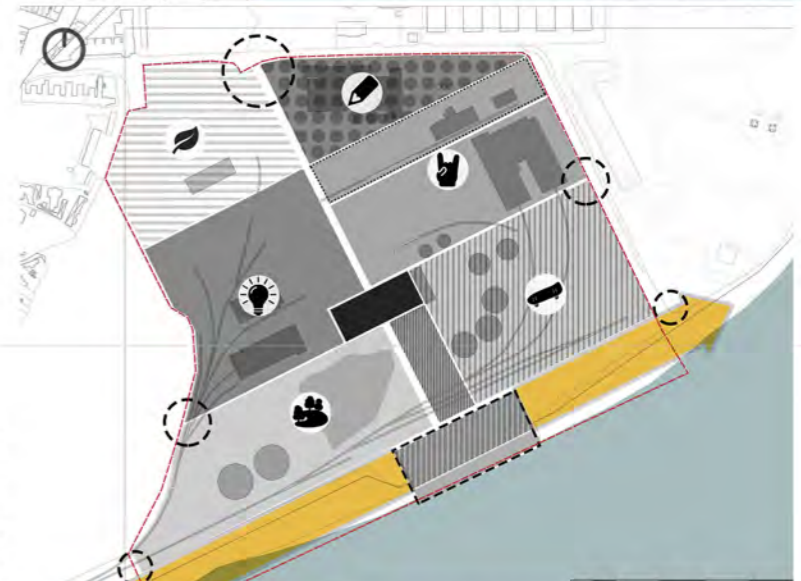
THE GREEN SYSTEM - AXES AND NODES



BUILDINGS - REUSE



ZONING

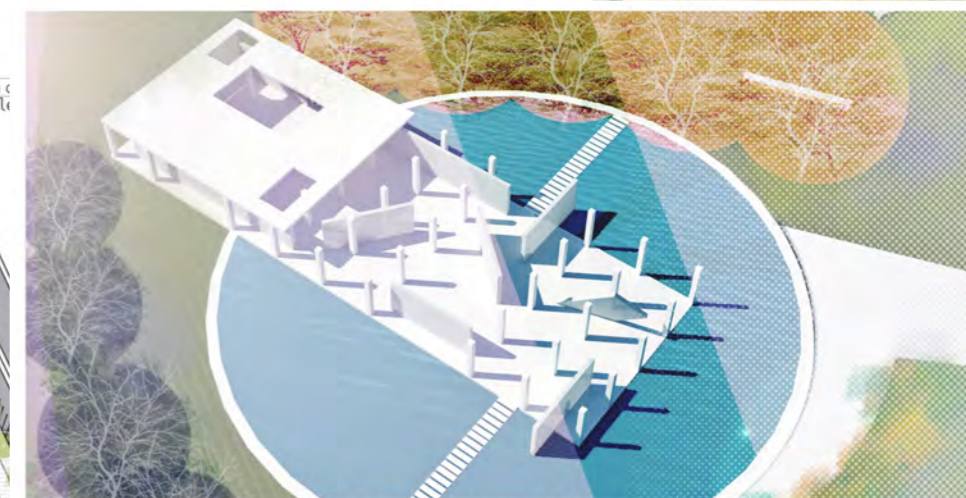
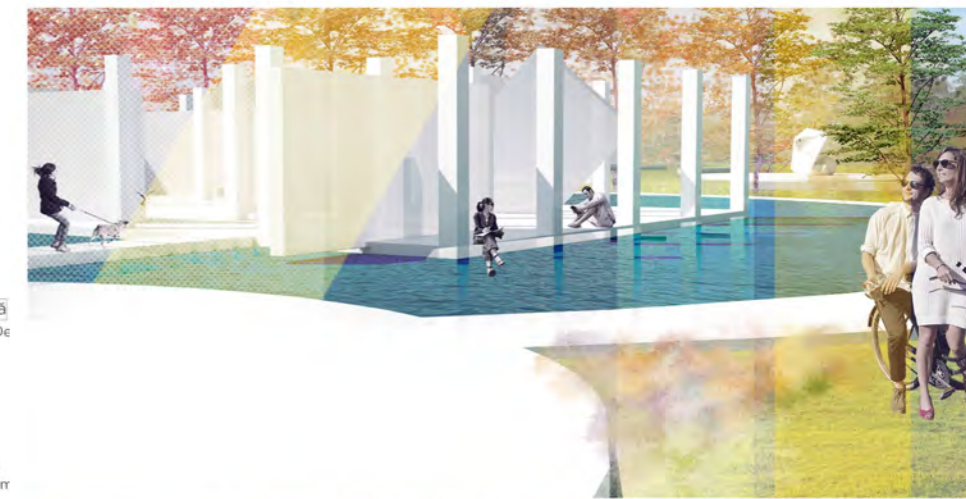


LIMITS RELATIONS





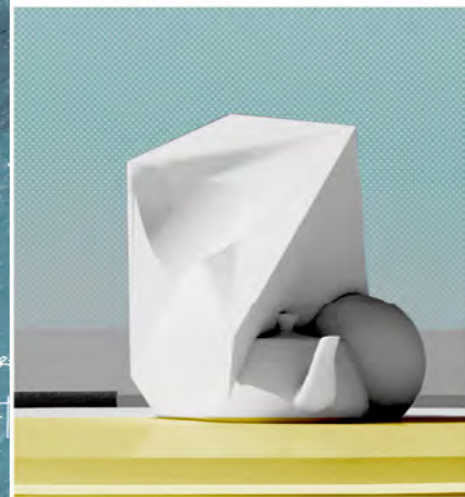
RENDERS PAVILION



CONVERTING THE INDUSTRIAL CONTAINERS

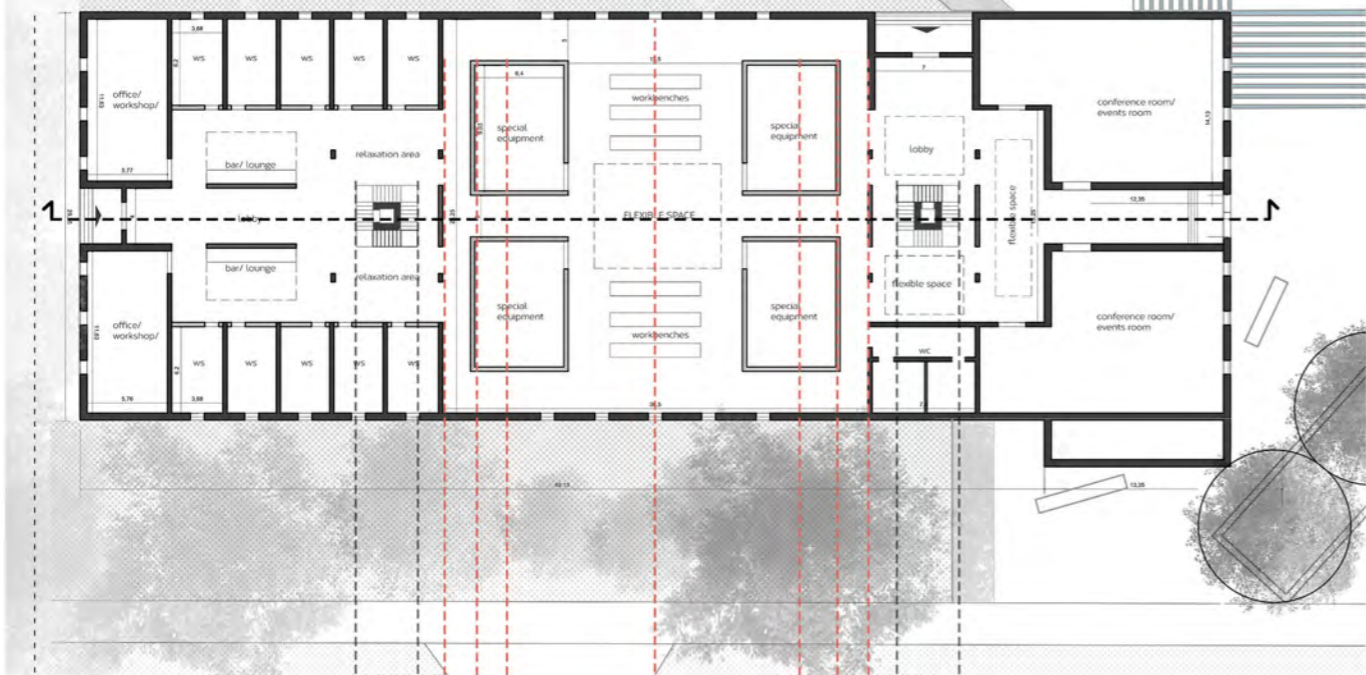


SIGNAL ELEMENTS - URBAN ART

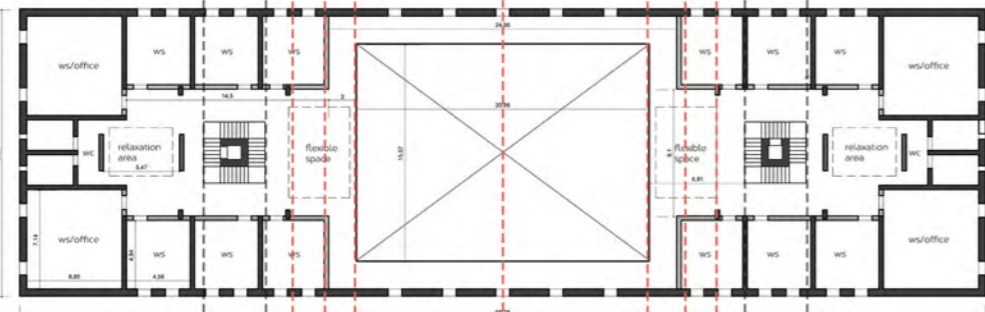


THE CREATIVE INDUSTRY BUILDING- CONVERTING AN ABANDONED SILO

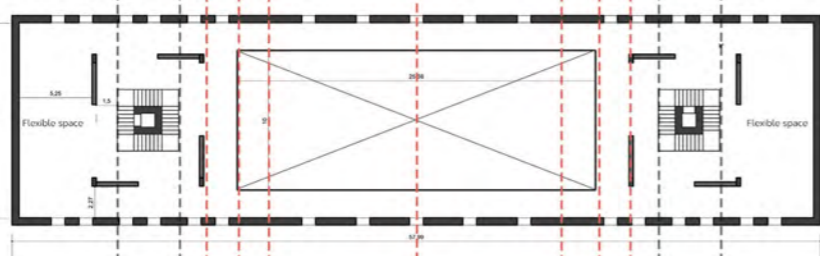
PLAN PARTER - BIROURI ATELIERE SPAȚII PRINCIPALE



PLAN ETAJ 1 - BIROURI ATELIERE



PLAN ETAJ 2 - GAME ROOM RELAXARE



PLAN ETAJ 3 - SKY BAR

