



Country /City .....  
University / School .....  
Academic year .....  
Title of the project .....  
Authors .....

GERMANY / MUNICH  
TECHNICAL UNIVERSITY OF MUNICH / TUM School of Engineering and Design  
2019  
BEYOND ALPINE IMAGE  
BERNADETTE S. BRANDL

## TECHNICAL DOSSIER

Title of the project	<i>BEYOND ALPINE IMAGE Landscape-aesthetic conception between image and identity in the postindustrial Alpine region using the example of the refractory works in Leoben, Styria AT</i>
Authors	<i>BERNADETTE S. BRANDL</i>
Title of the course	<i>MASTER'S THESIS</i>
Academic year	<i>2019</i>
Teaching Staff	<i>PROF. Dr. sc. ETH Zürich UDO WEILACHER   M.A. Irina Glander</i>
Department / Section / Program of belonging	<i>CHAIR OF LANDSCAPE ARCHITECTURE AND TRANSFORMATION</i>
University / School	<i>TECHNICAL UNIVERSITY OF MUNICH / TUM School of Engineering and Design</i>



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

*The former refractory works of the Styrian Magnesite Industry AG is located in the Austrian city of Leoben. The tradition-conscious city with its global players in business and research strengthens its position as the second largest city in Styria. The industrial wasteland is an exemplary case for industrial change in the Alpine region since the 1980s. Exactly these landscape gaps need to be explored in a time when the landscape, its socio-cultural, economic and ecological demands, as well as its image and its identity, are on trial. „Beyond Alpine Image“ gets in touch with the handling of a new landscape aesthetic in a changing regiopolis. The design shows how alpine communities can view their industrial wasteland as an opportunity for a new sustainable landscape. The site-specific qualities of the area are elaborated by developing a linkage of open space between the urban part and the naturally shaped landscape with the river. The aim is to create a link between traditional or local conditions and the new transformation process towards regional offers, so that the peculiarities of the alpine region are emphasized and the space-sociological significance of this place is revalued. Neighborhood and regional offers can contribute to the landscape change and create a tension between intensive and extensive spaces. Between image and identity it is about relating local and regional scale levels in order to serve as a catalyst for further development in the 21st century.*

For further information

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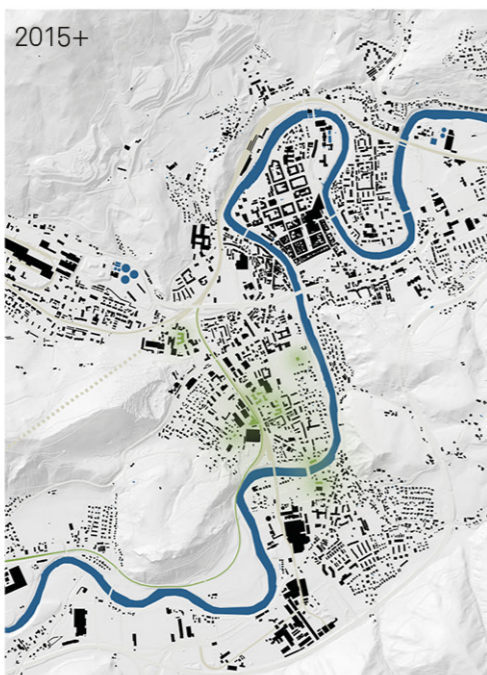
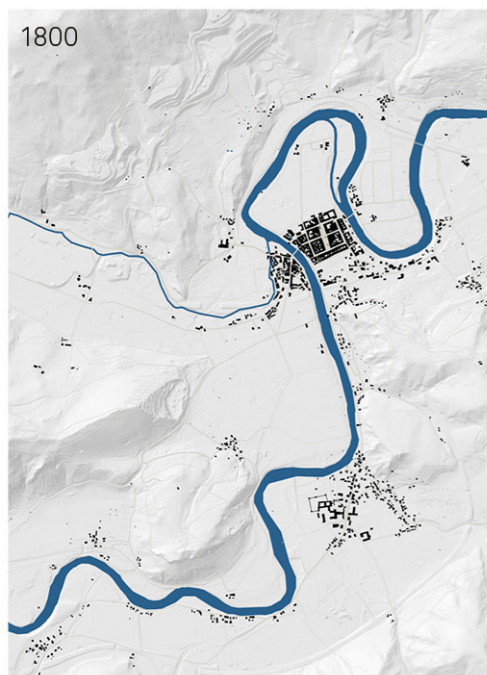
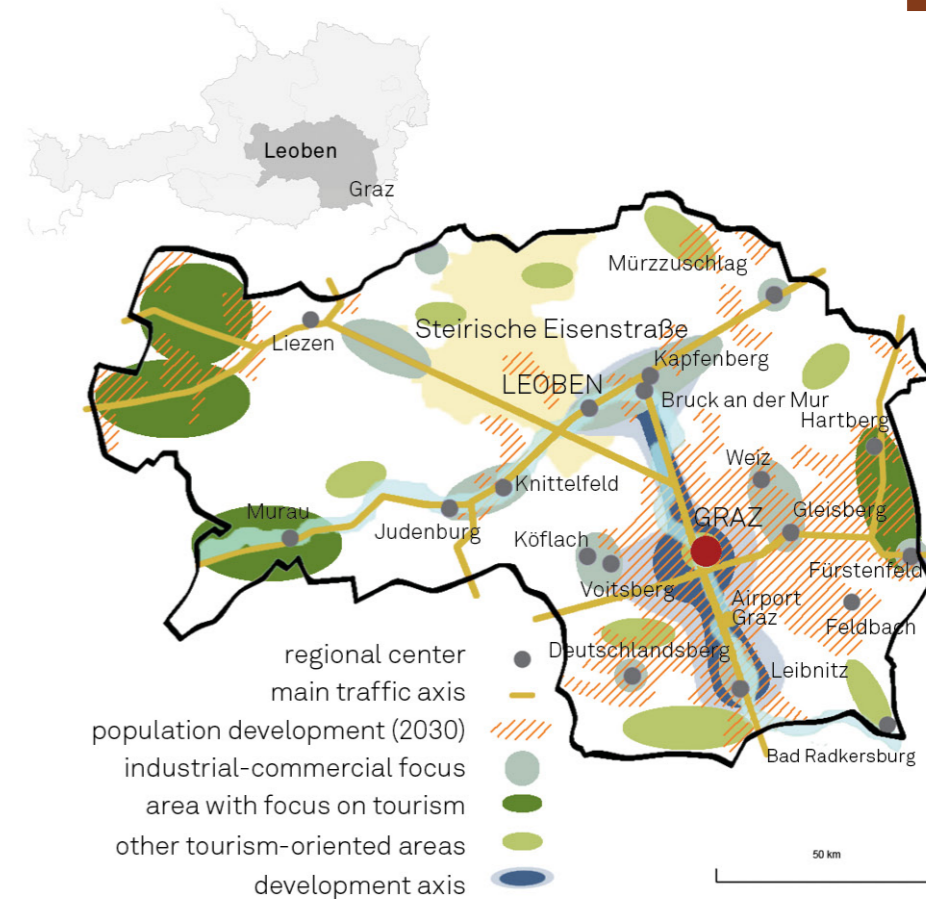
**12th International Biennial Landscape Barcelona**

**Barcelona November 2023**

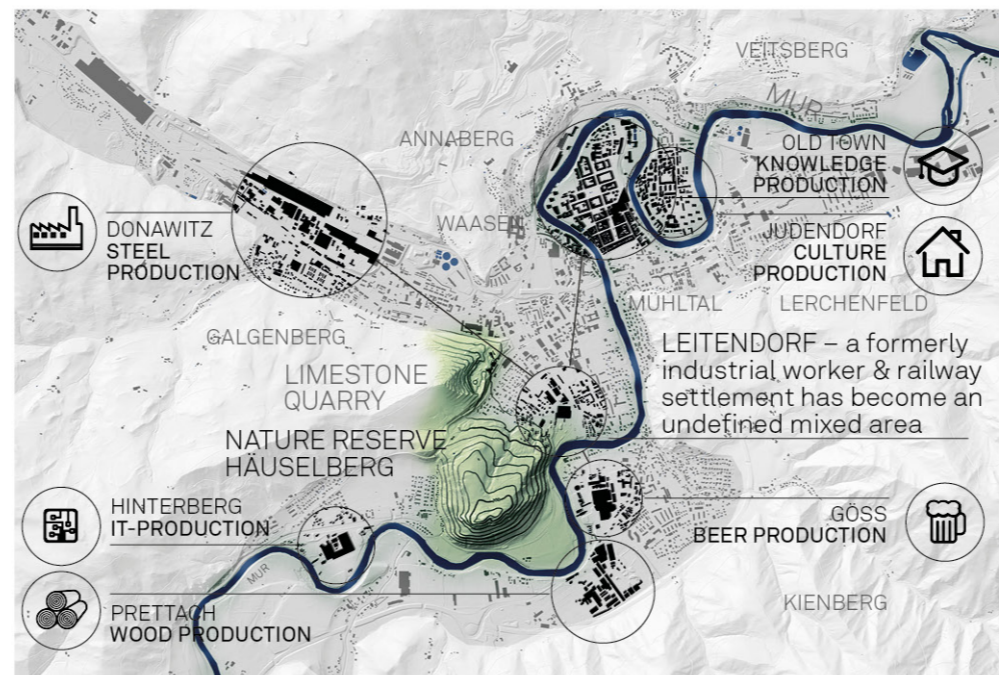
**SCHOOL PRIZE**

# BEYOND ALPINE IMAGE

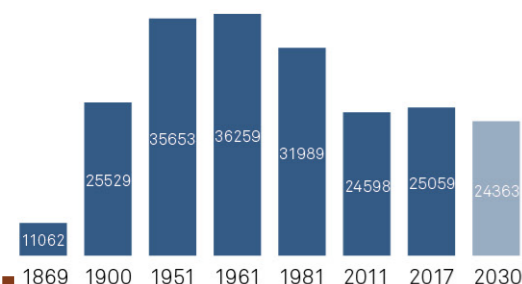
Transformation of a refractory plant in Leoben in the post-industrial Alpine region



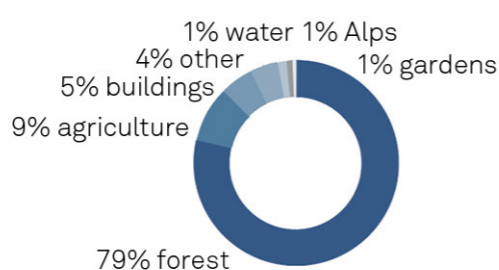
DEVELOPMENT OF LOEBEN'S URBAN FABRIC – 1800 UNTIL 2019+



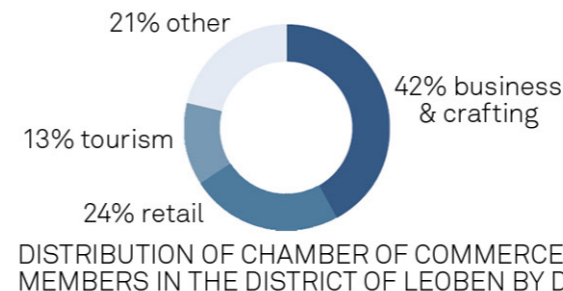
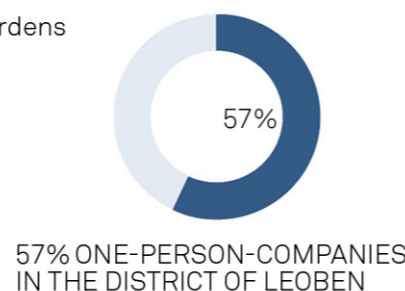
PRODUCTION-ORIENTED IMAGE OF LOEBEN AND ITS URBAN PERIPHERY



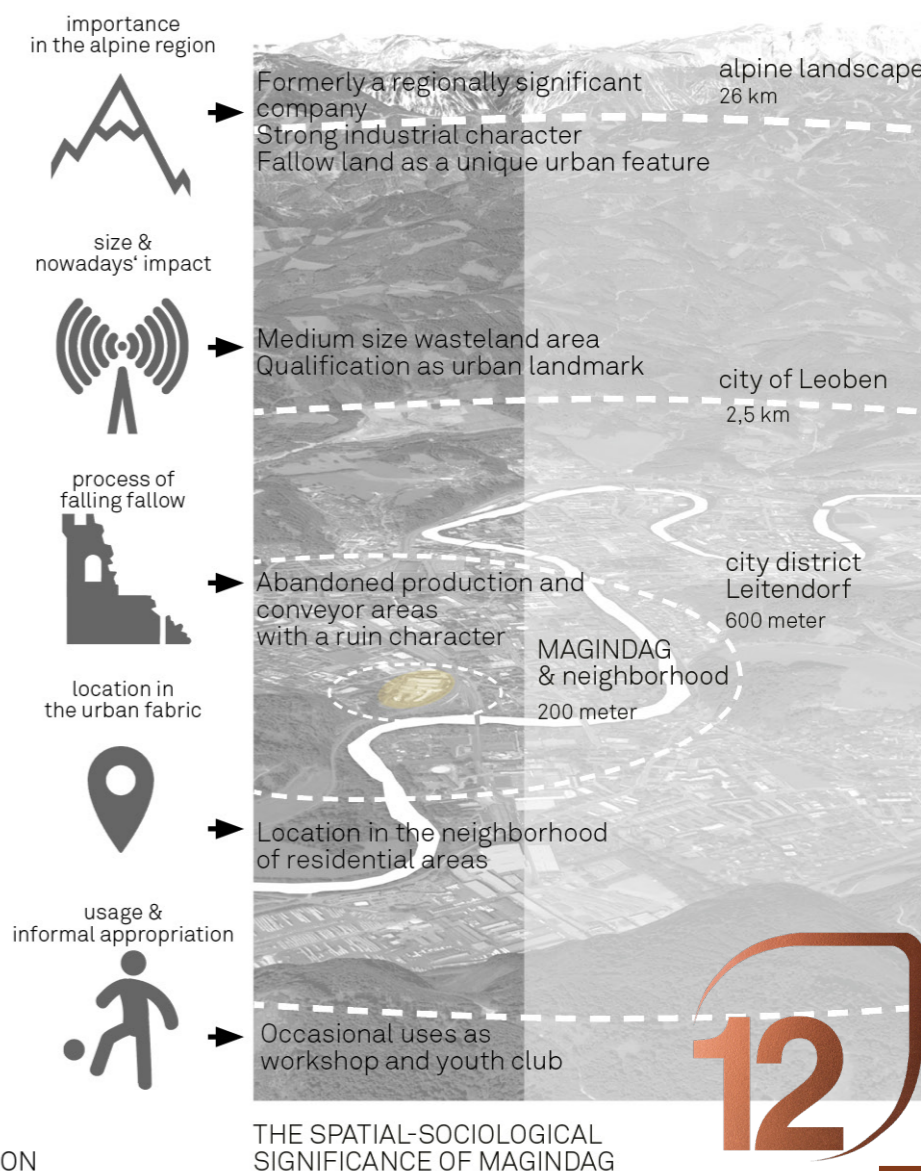
ANALYSIS | POPULATION DEVELOPMENT OF LOEBEN



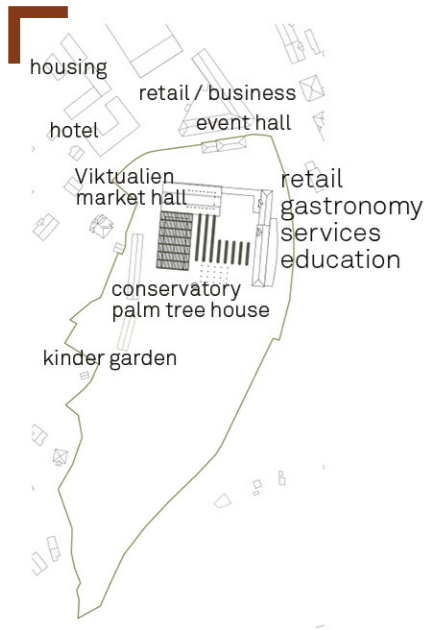
LAND USE OF LOEBEN



DISTRIBUTION OF CHAMBER OF COMMERCE MEMBERS IN THE DISTRICT OF LOEBEN BY DIVISION



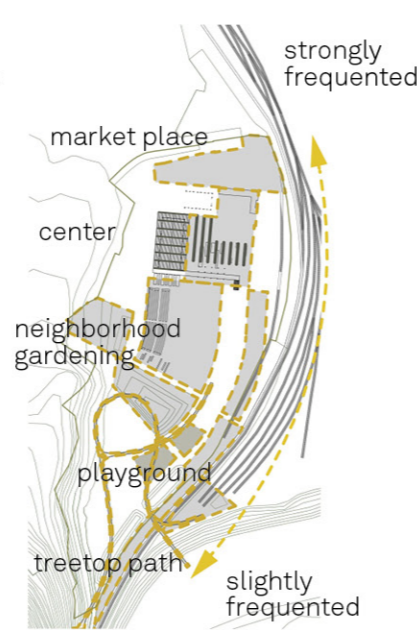
THE SPATIAL-SOCIOLOGICAL SIGNIFICANCE OF MAGINDAG



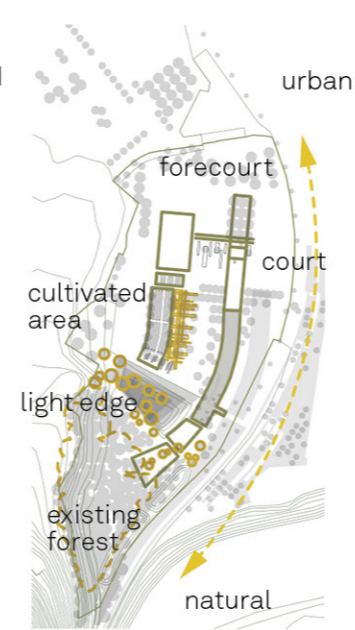
CONCEPT | BUILDING



ZONES



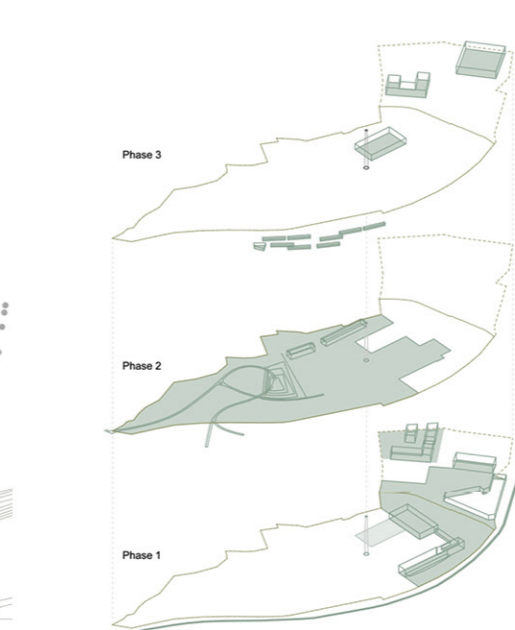
TYPES OF USAGE



TYPES OF OPEN SPACE



GREENERY



SPATIAL DEVELOPMENT | SHORT, MEDIUM AND LONG TERM PHASE

REGIONAL CONNECTING POINTS

- hotel & youth hostel
- conservatory & palm tree house
- gastroonomy
- „bed & bike“ hostel

NEIGHBORHOOD OFFER

- central plaza
- kinder garden
- neighborhood gardening / club house
- platform hill & treetop path
- sports & playground

DISTRICT CENTER

- Viktualien market hall
- multifunctional hall / cinema
- temporary community work spaces
- retail, gastroonomy, services, education
- housing

