

AMERICAN UNIVERSITY OF BEIRUT

NEW CITY LIFE
ARCHITECTURAL TRANSLATION FROM MAN & THE
CITY

by
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An Undergraduate Architecture Design Thesis submitted in partial fulfillment of the
requirements
for the degree of Bachelor of Architecture
to the Department of Architecture and Design
of the Maroun Semaan Faculty of Engineering and Architecture
at the American University of Beirut


Beirut, Lebanon
May 2021

AMERICAN UNIVERSITY OF BEIRUT

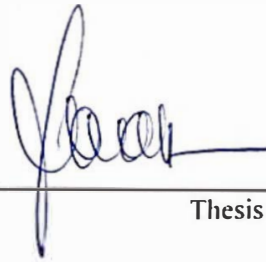
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Department of Architecture and Design



Thesis Advisor

Date of project presentation: May 12, 2021

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28/05/21

Date

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I would like to express my sincere gratitude to my advisor Joy Kanaan who supported me and inspired me to complete my Thesis. She has been a constant source of motivation and guidance without whom this project would have been a distant reality.

NEW CITY LIFE

Architectural translation from Man and the city
-Unborder

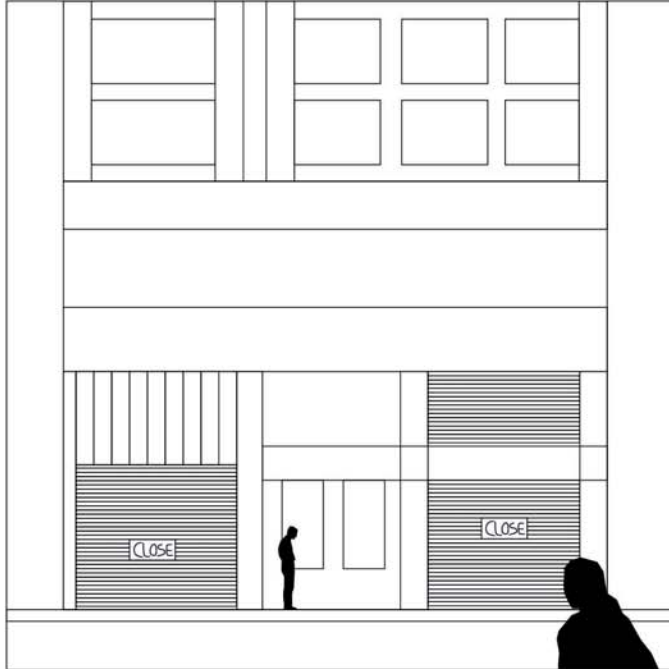
American University of Beirut
Advanced Thesis I & II/ 2020-2021
Advisor: Joy Kanaan
Laure Jaber

ABSTRACT

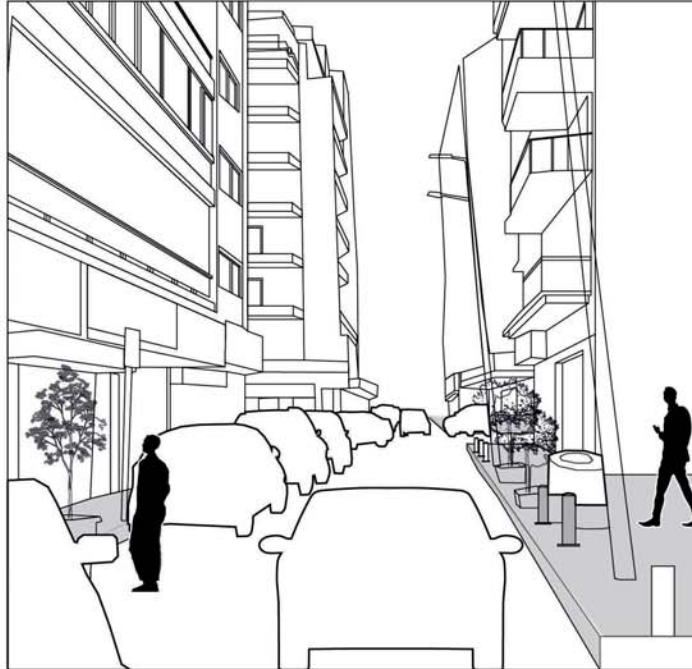
New City Life, Architectural Translation from Man & the City

After rising geo-political issues, an acute economic crisis, a blast that destroyed half of the city and the to date coronavirus pandemic, Lebanon has been victim of its worst crisis of all time. Shops are closing, people are migrating and others are cutting off their expenses. Never has anyone seen such a disaster in the capital of Lebanon, Beirut. The aim of this Thesis is to revive the culturally rich area of Hamra by proposing an experience rather than products through a new business, social and physical formula for living and consuming in the city. My thesis explores the different social, cultural, historic, economic and physical layers of Hamra while also investigating the modern popular spaces of consumption, the malls and the souks. Thus, it proposes networks synthesized from the existing layers of Hamra and the “trendy” modern spaces of consumption that people are attracted to nowadays. "Unborder", an architectural intervention that is part of the New City Life’s network aiming at boosting Hamra’s experience and entertainment activities to increase its economy, is the structure that this Thesis will be focusing on as an attempt to set the guidelines for the design of the rest of the network. The design of this structure was informed by the research conducted throughout the Thesis, leading to a fully porous structure that is blurred with the outdoor and its circulation systems. Finally, this Thesis proved that synthetizing the existing layers of a city with trendy spaces that people are attracted to, can lead to a fully integrated, decentralized and dynamic structure at the urban scale while catering to people's needs at the architecture, social and object scales in order to revive the different fabrics of a city.

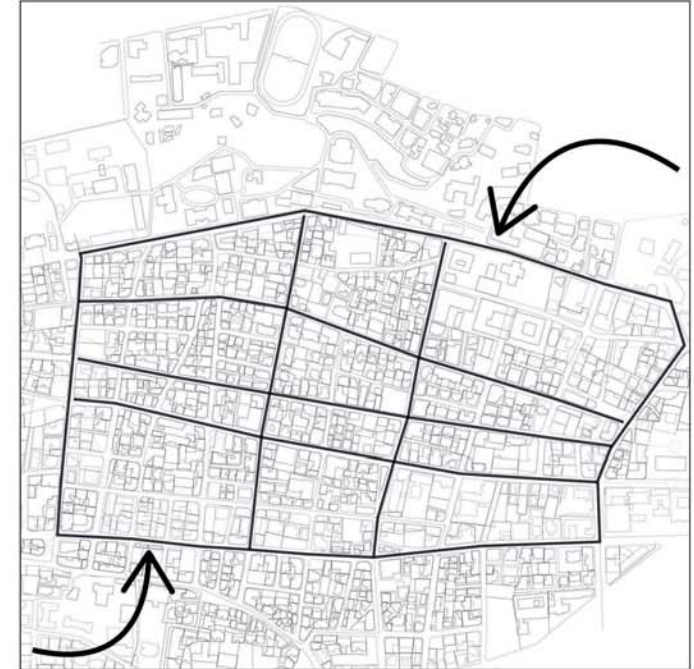
HAMRA'S REALITY



Hamra is struggling economically due to online shopping and Covid19.



But also due to street traffic and non suitable pedestrian experience. Therefore, people prefer to consume from the comfort of the home.



Hamra relies heavily on importation and does not have a production power. Making Hamra vulnerable and dependant.



Hamra is an expensive area with area prices of 4,216\$/sqm. Leaving workshops struggling and overlooked on the outskirts of the area.

OLD RENT

Owner: Mustafa Bekdash

Workshop: Jammoul bags

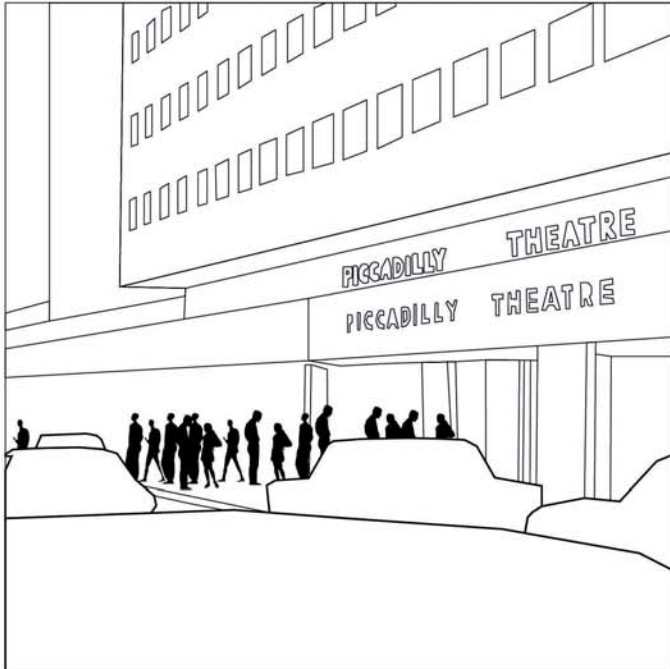
*Tenant name: Ammin
Jammoul*

Price/Month: 700,000 L.L

But thanks to the old rent, workshops are able to stay there which diversifies the scope of interests in Hamra.



Hamra was always a beacon in Lebanon, known for its cafe, art and theatre cultures.



Theatres were open all over Hamra, activating the streetlife day and night. Today, all of them are closed.

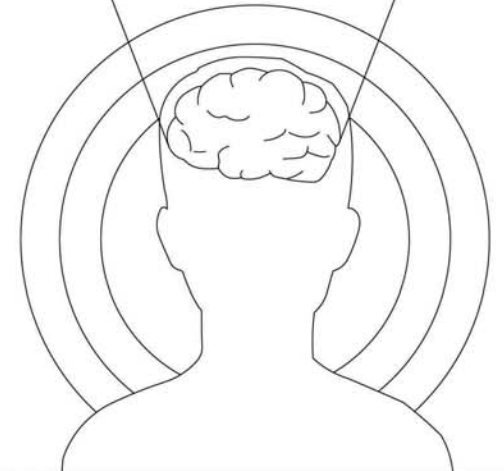
POSITION



REVIVING HAMRA BY PROPOSING AN EXPERIENCE RATHER THAN PRODUCTS.

Nowadays with Covid 19 and online shopping, physical products shopping declined tremendously. Leaving commercial structures struggling.

**UNRAVELLING MY UNCONSCIOUS IN HAMRA
"HAMRA AS MALL" -FYP1**



Thus in my FYP 1, I looked at the way developers have been using strategies of consumption to make dwellers feel comfortable to consume and used them in Hamra!

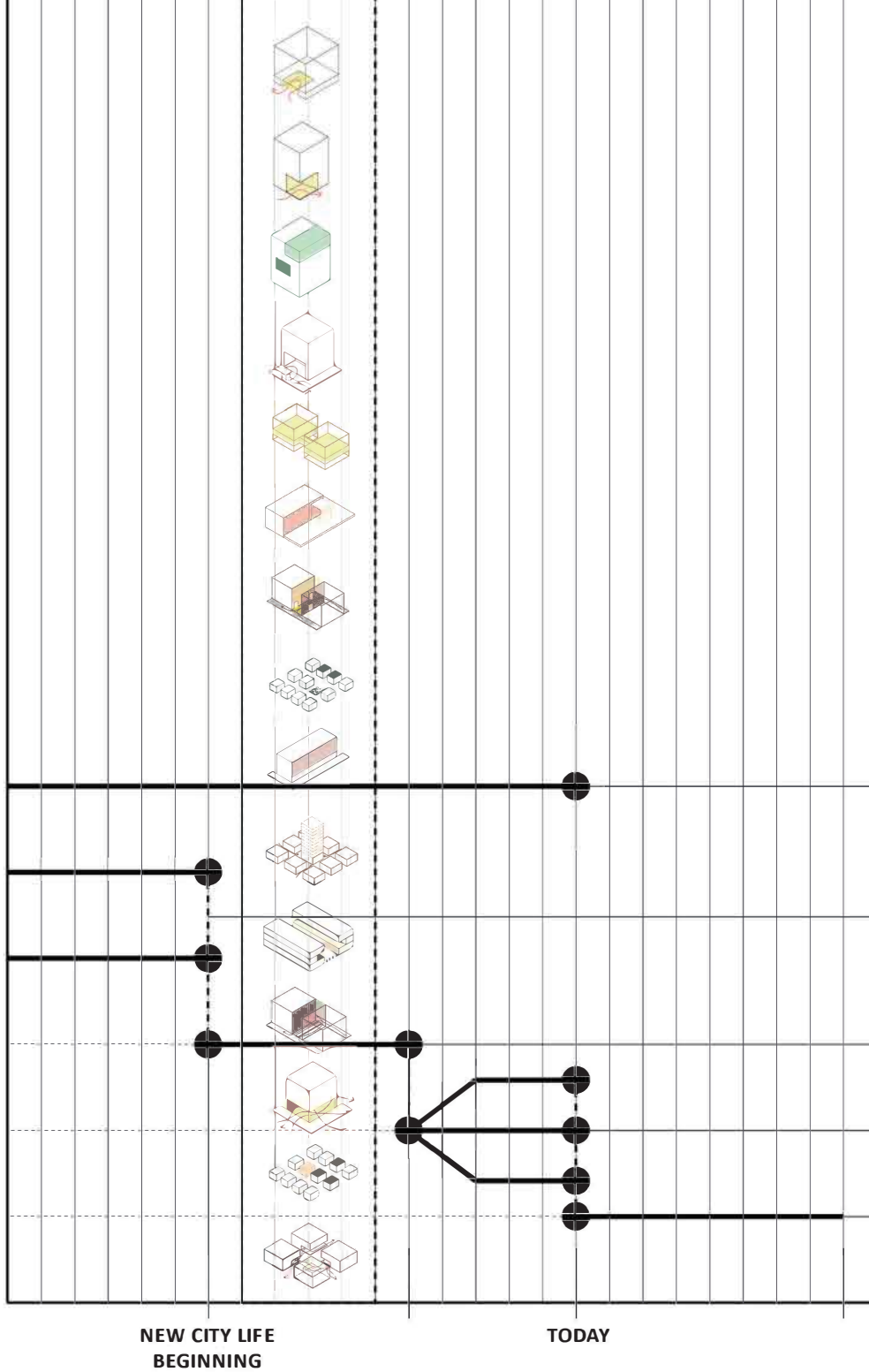


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3. STAKEHOLDERS: A NEW LAYOUT FOR THE CITY

Explosion of the mall and the souk typologies in Hamra in order to boost the economy through stakeholders identities and partnerships.

4. HAMRA'S SOCIAL CHALLENGES AND CASE STUDY

Case studies based on the experiences that make people comfortable to consume in a place, inspired by moments in commercial structures.

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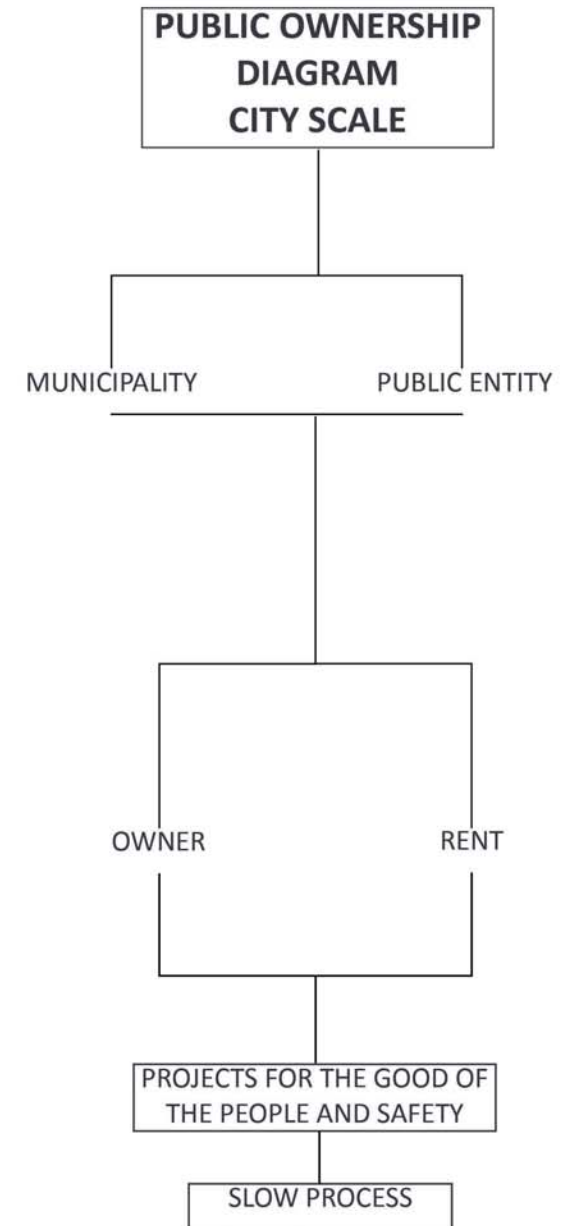
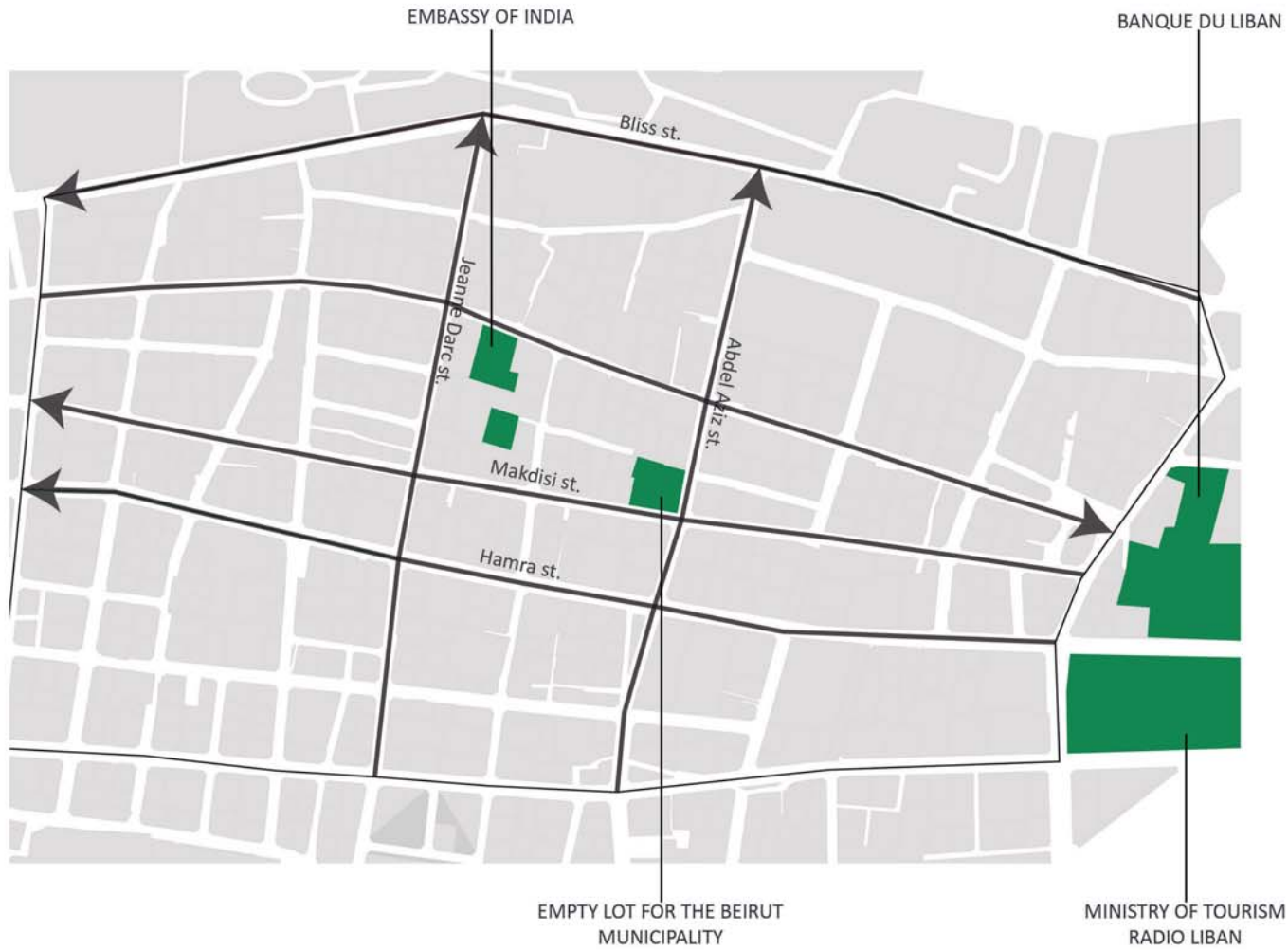
Creating an architecture responding to Hamra's socio, cultural and economical struggles.

NEW CITY LIFE BEGINNING

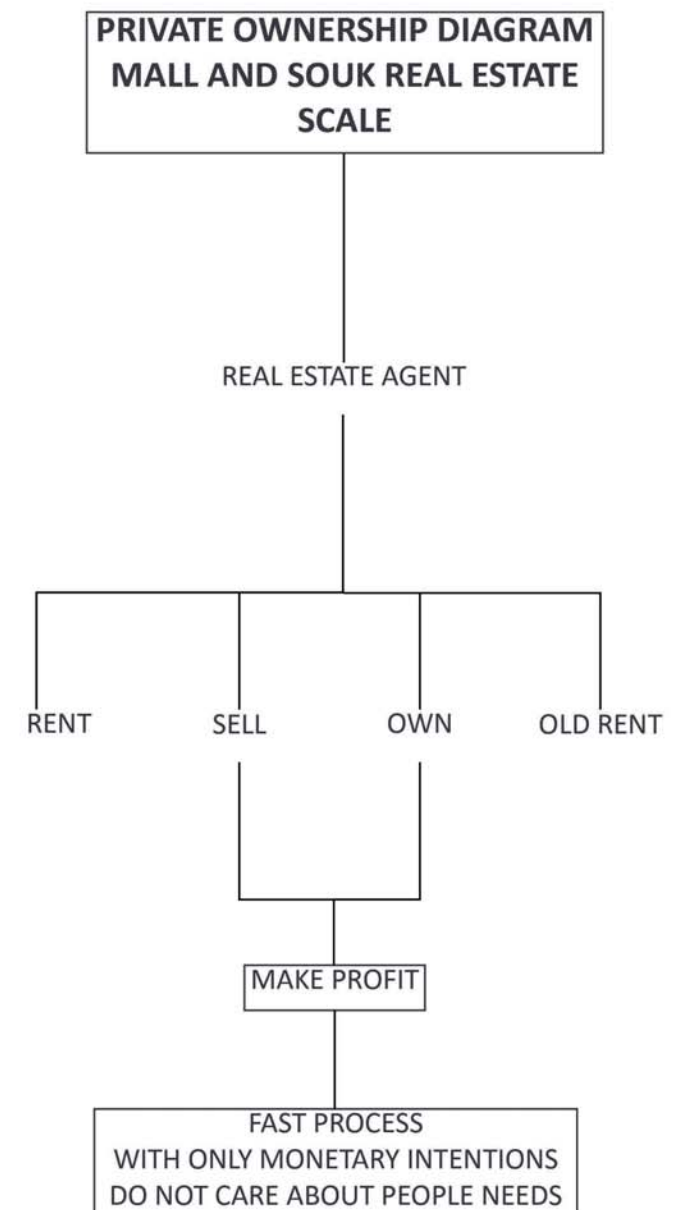
TODAY

WHO WILL BE IN CHARGE?

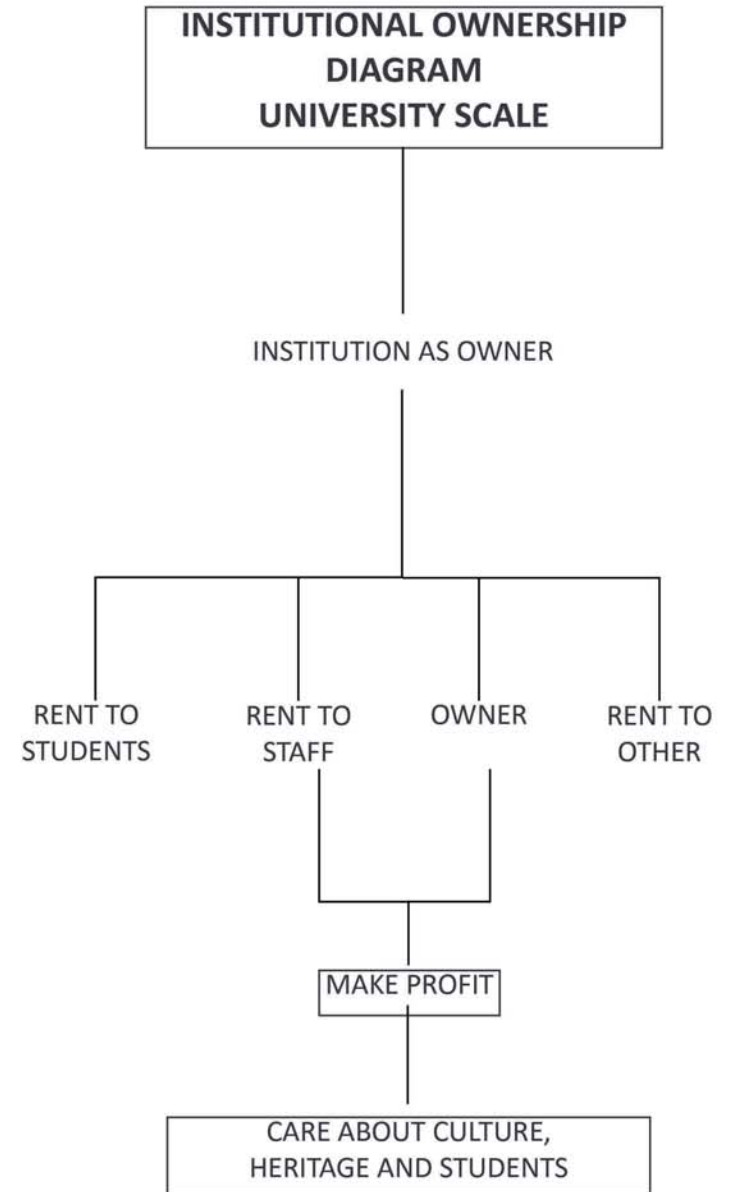
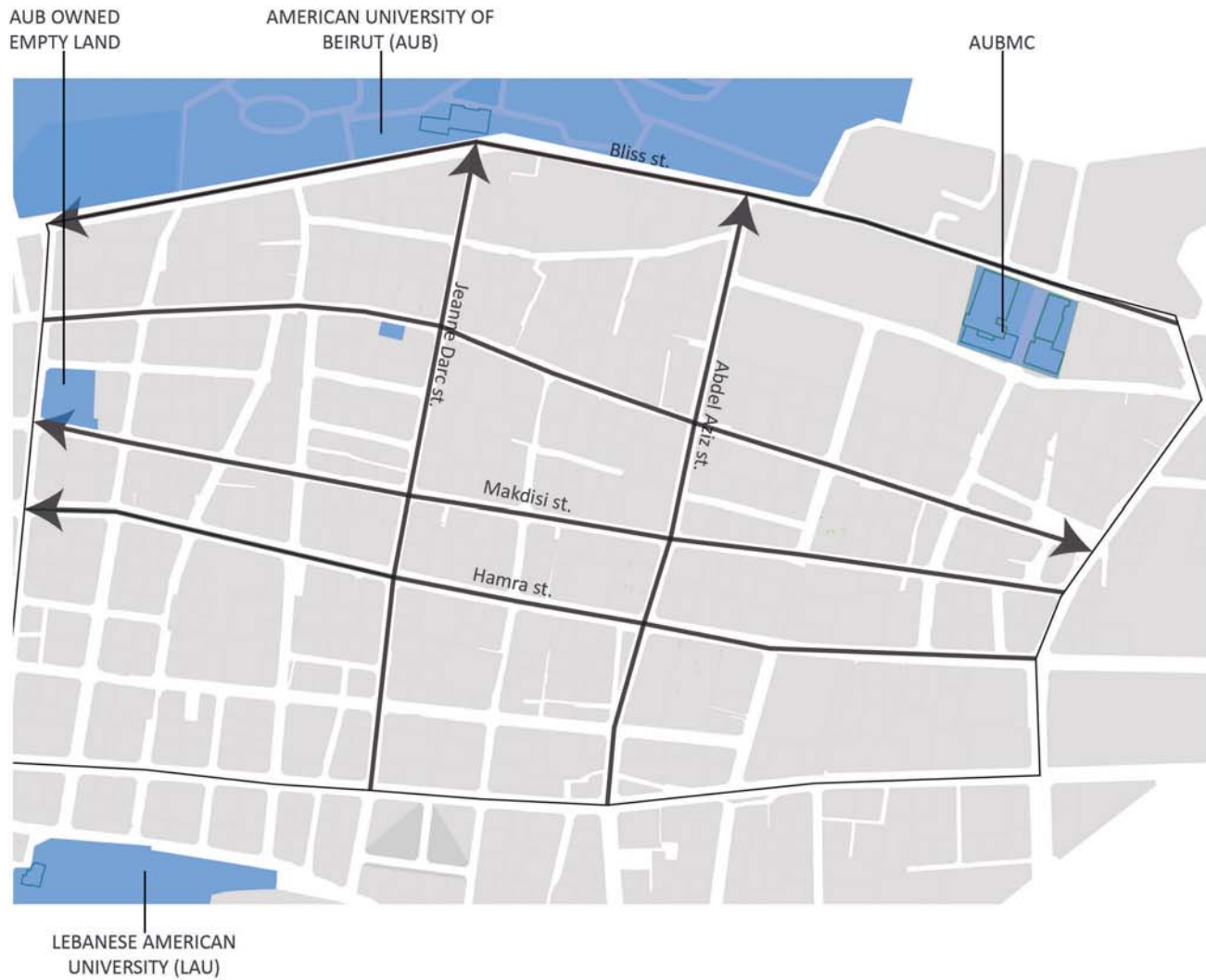
MUNICIPALITY AS STAKEHOLDER



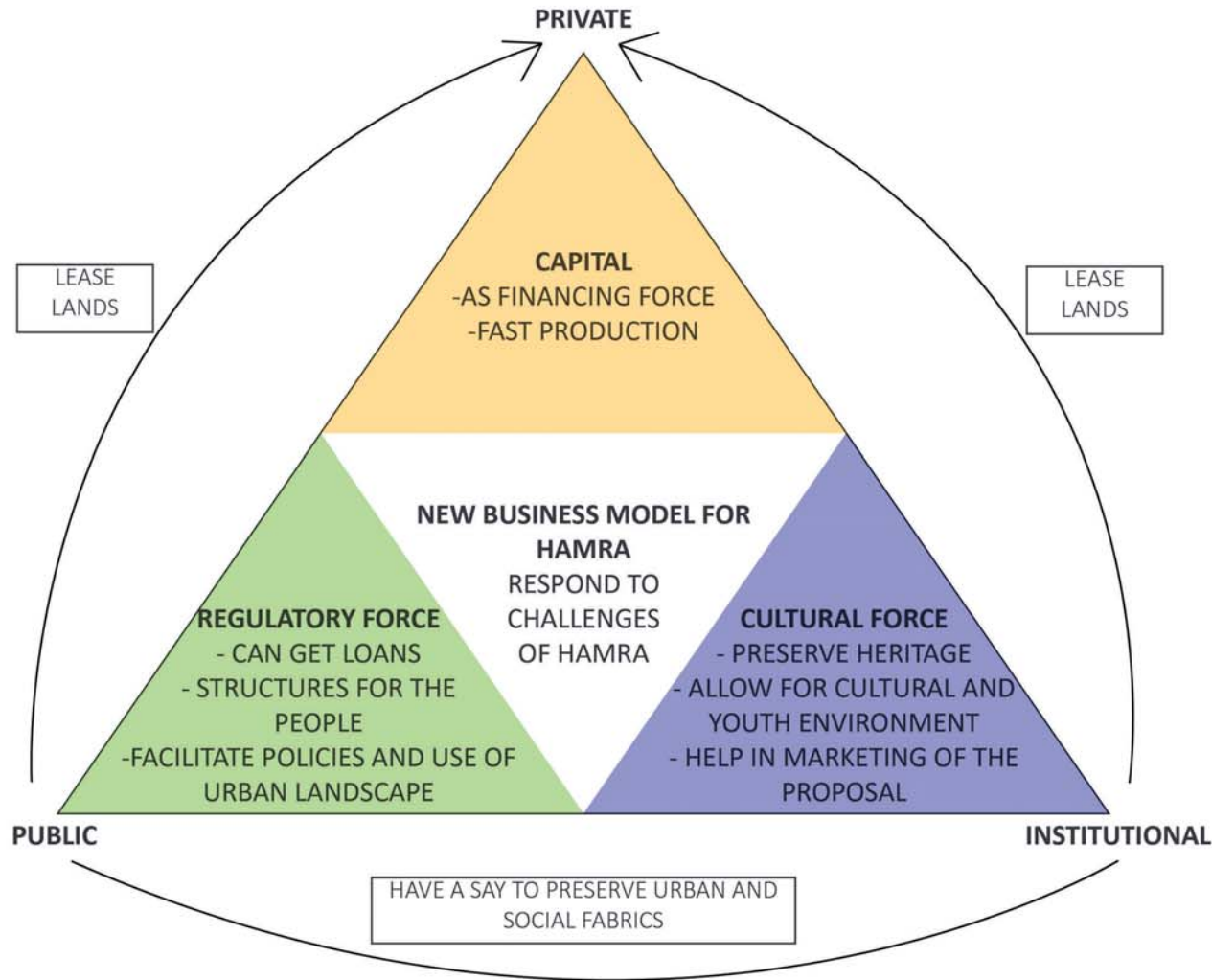
PRIVATE AS STAKEHOLDER



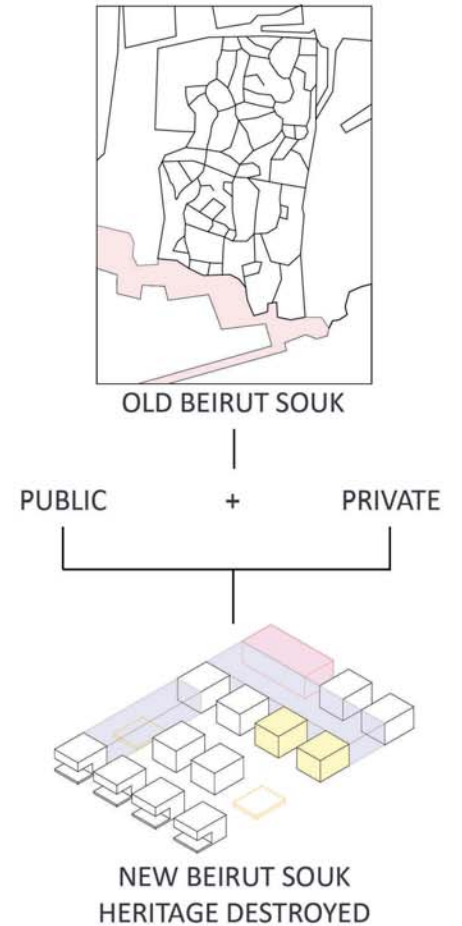
INSTITUTION AS STAKEHOLDER



NEW BUSINESS FORMULA FOR THE CITY THROUGH PUBLIC-PRIVATE-INSTITUTIONAL PARTNERSHIPS A RESPONSE TO HAMRA'S STRUGGLES

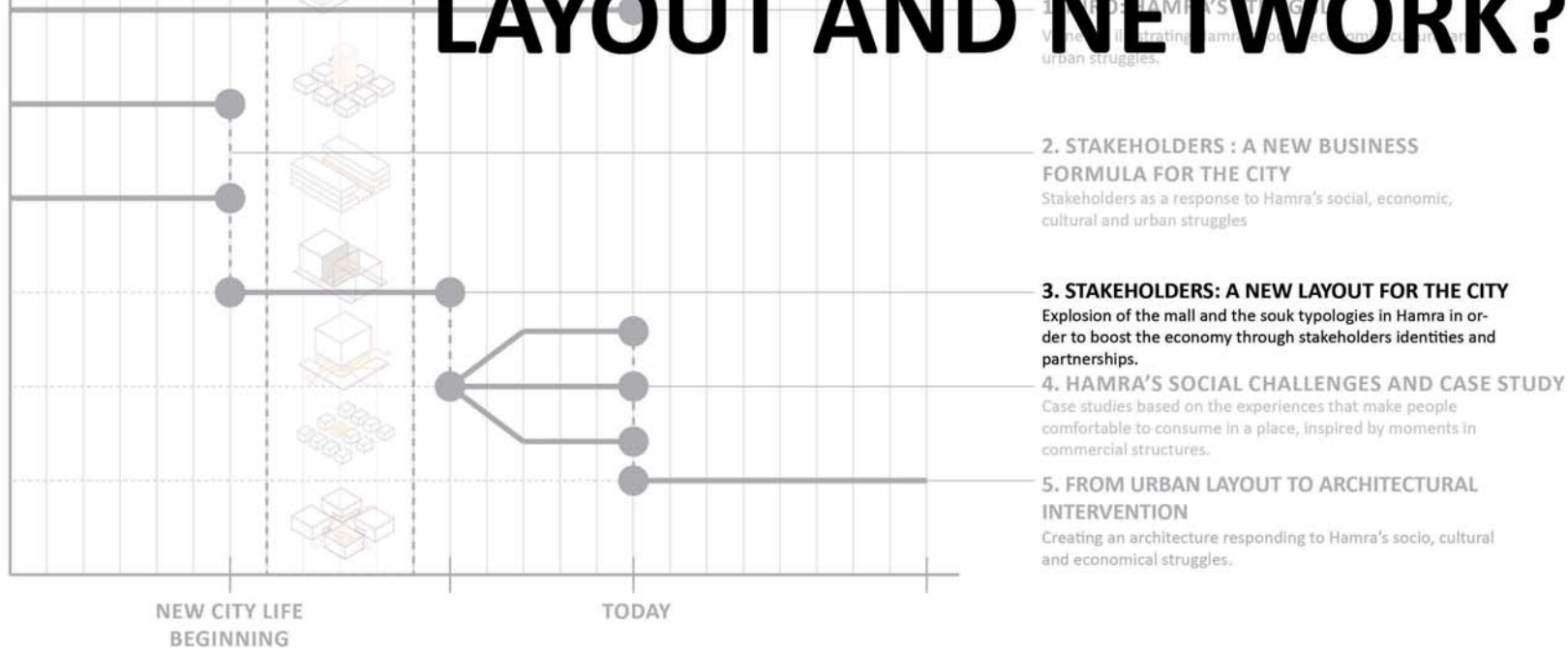


Public and Institutional forces make profit by leasing lands to the Private sector. Stakeholders own the project and use the space or rent to students, staff and business owners to make profit.



WHAT IS THE MODERN WAY TO ATTRACT PEOPLE?

HOW TO CHOOSE THE NEW CITY LIFE LAYOUT AND NETWORK?



MY CASE STUDY TO CHOOSE THE NEW CITY LIFE'S LAYOUT IS **THE MALL AND THE SOUK** BECAUSE THESE ARE THE SPACES THAT THE MODERN MAN IS **ATTRACTED** TO. REAL ESTATE OWNERS USE **TOOLS** SUCH AS THE DIGITAL AND THE USE OF ATTRACTIVE SPACES SUCH AS CINEMAS, PLAY SPACES, FUN AND SAFE EXPERIENCES TO MAKE US GO TO THESE COMMERCIAL STRUCTURES AND TO **CONSUME**.

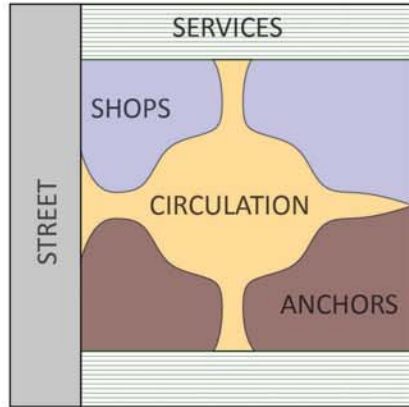
THIS IS WHY I WILL BE LOOKING AT COMMERCIAL STRUCTURES TO UNDERSTAND **HOW** I CAN **RE-ACTIVATE** THE CITY AT AN **URBAN** LEVEL.

ESTABLISHING NETWORKS IN HAMRA BASED ON THE MALL LAYOUT TO PROVIDE A COMFORTABLE CONSUMER EXPERIENCE

THE PERMANENT NETWORK

THE MALL TYPICAL TYPOLOGY

-> CONNECTING ZONES

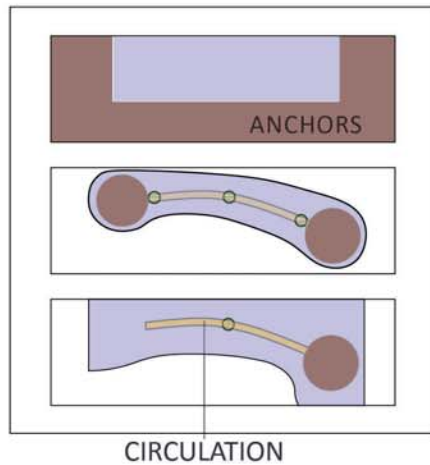


MALL PLAN DIAGRAM

Connection of main zones through a common circulation system.

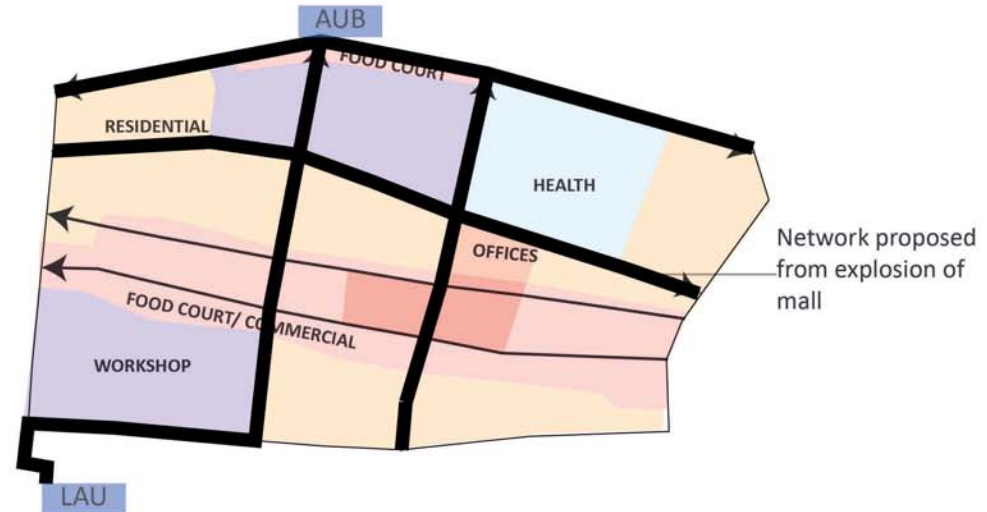
HAMRA'S RESULTING NETWORK FROM THE MALL EXPLOSION

-> THE INDEPENDANT PATH



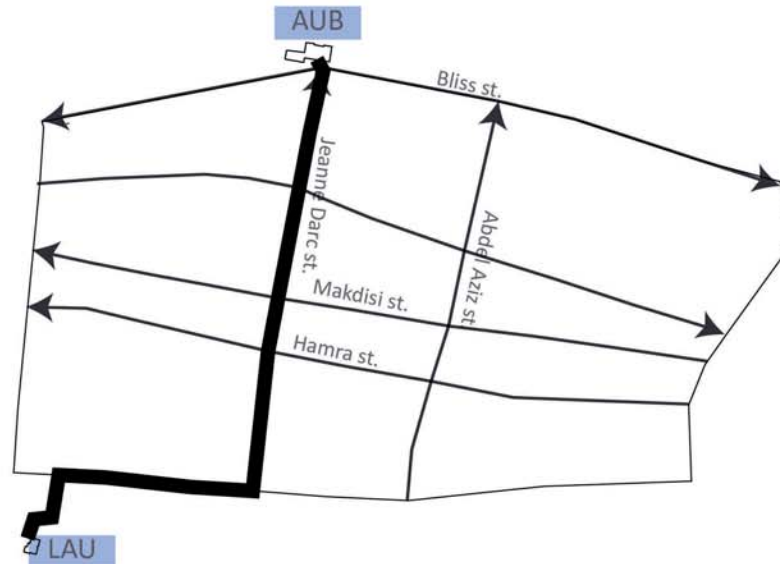
BEVERLY CENTER PLAN DIAGRAM CASE

Anchors at the extreme ends that create an activated in-between space. The structure is not related to the context therefore, is independent to the surrounding fabric.



IN HAMRA: ZONING CONNECTION

Connection of main zones in Hamra to create an independant, self-sufficient structure.



IN HAMRA: TWO ANCHOR CONNECTION
FIXED INDEPENDANT/ INSTITUTIONAL PATH

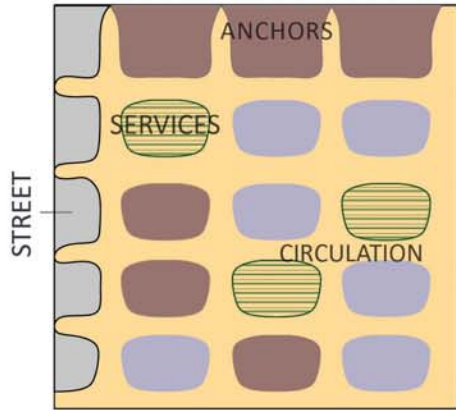
Result of the explosion of the mall in Hamra is to connect AUB and LAU which are permanent and independant powers in Hamra.

- LEGEND
- Parking
 - Anchor
 - Historical theatre
 - Institutional
 - Private
 - Public

ESTABLISHING NETWORKS IN HAMRA BASED ON THE MALL LAYOUT TO PROVIDE A COMFORTABLE CONSUMER EXPERIENCE

THE ORGANIC NETWORK

**THE SOUK
TYPOLOGY
-> CONNECTING
VOIDS**



SOUK PLAN DIAGRAM

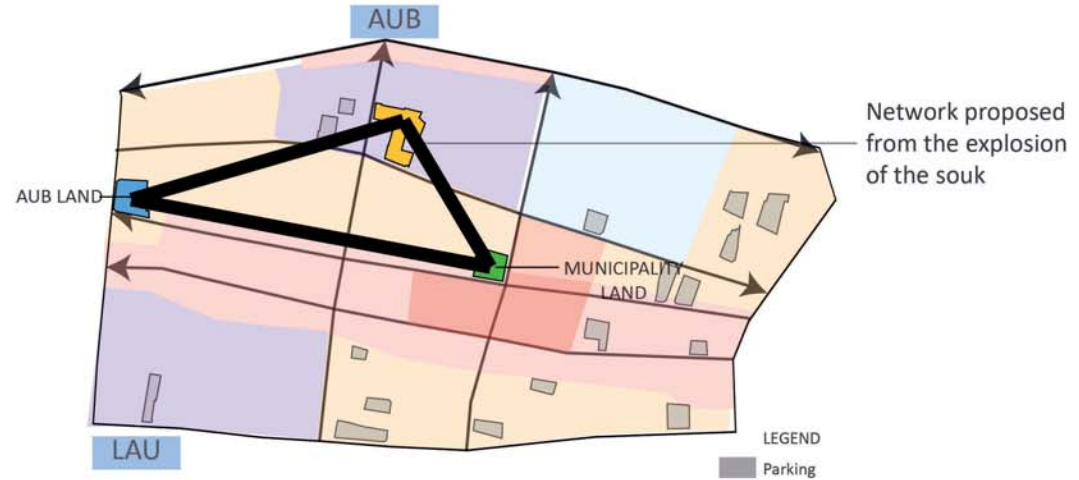
Services and entrances located at different places and are always connected by the circulation system. The structure is contextual.

**HAMRA'S
RESULTING
NETWORK FROM
THE SOUK
->THE ORGANIC
PATH**



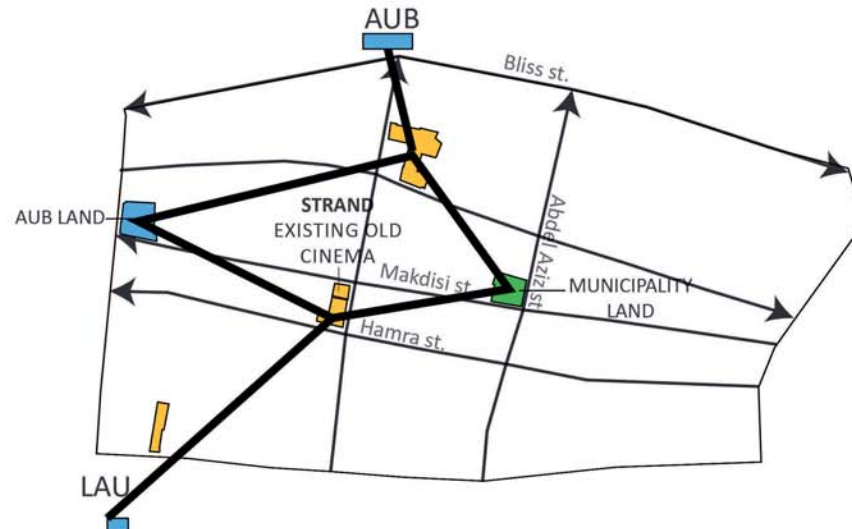
THE GROVE PLAN DIAGRAM CASE

The souk typology is integrated with the existing urban and historical fabrics.



IN HAMRA: VOID CONNECTIONS

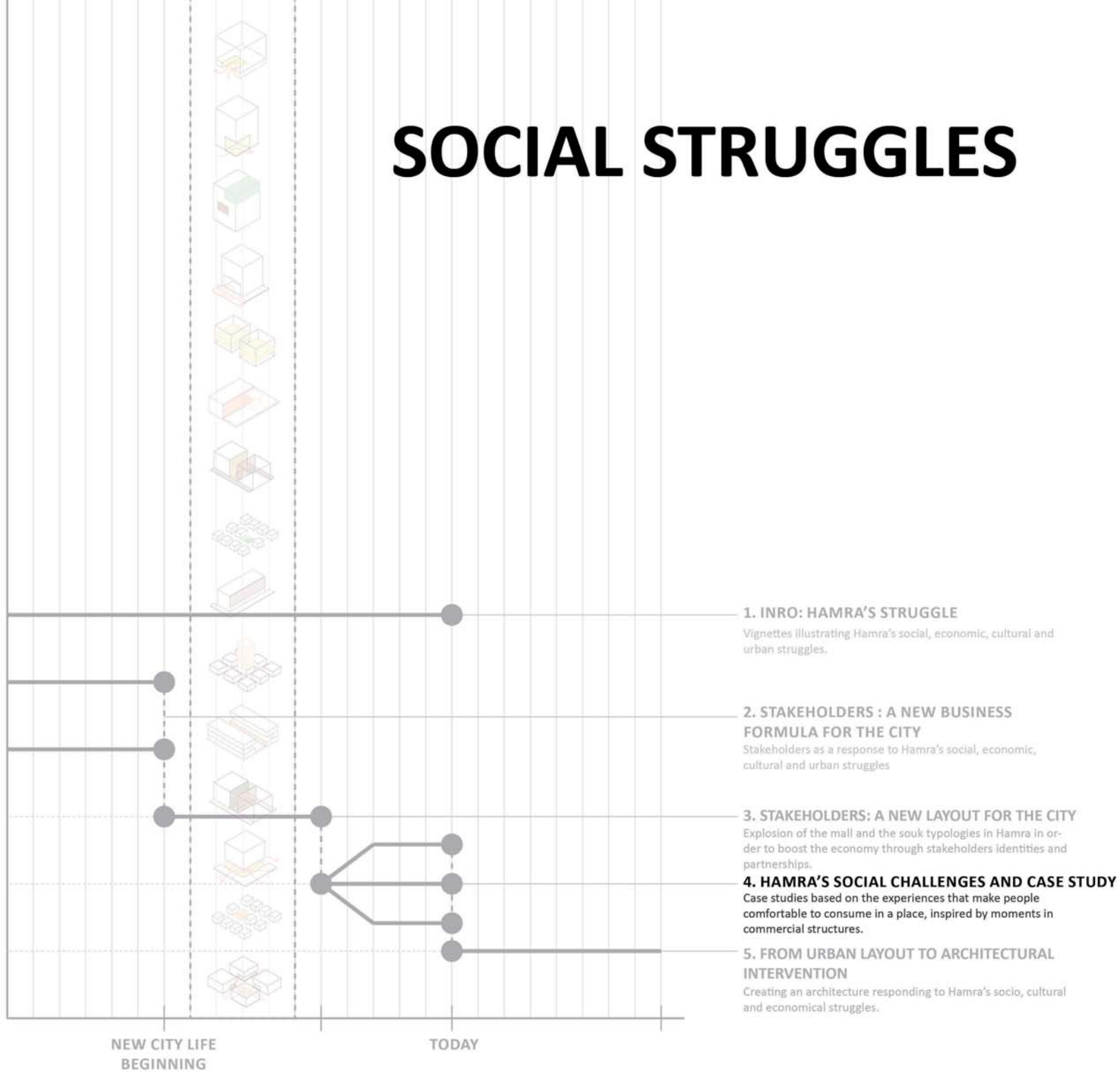
Connection of the largest voids connecting Hamra's different zones together along the main streets and belonging to the selected stakeholders.



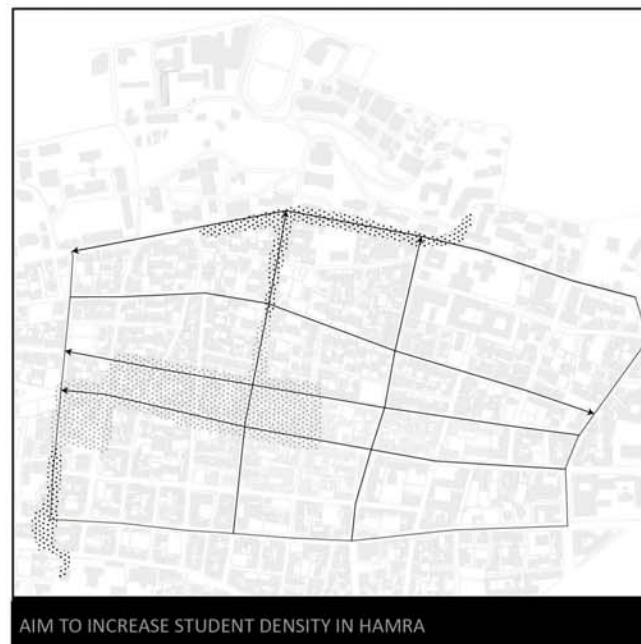
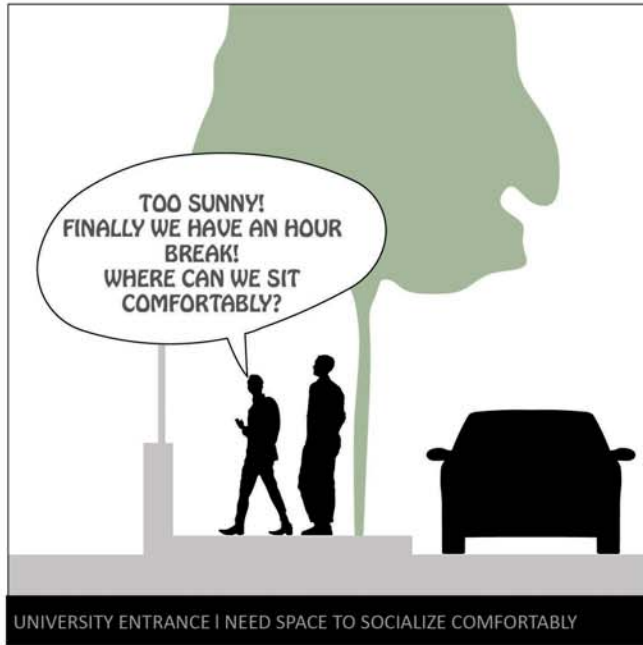
IN HAMRA: VOIDS CONNECTIONS WITH HISTORICAL FABRIC.

Connecting AUB and LAU with new type of infrastructures and historic elements such as the Strand building. The resulting structure becomes complementary to the existing fabric.

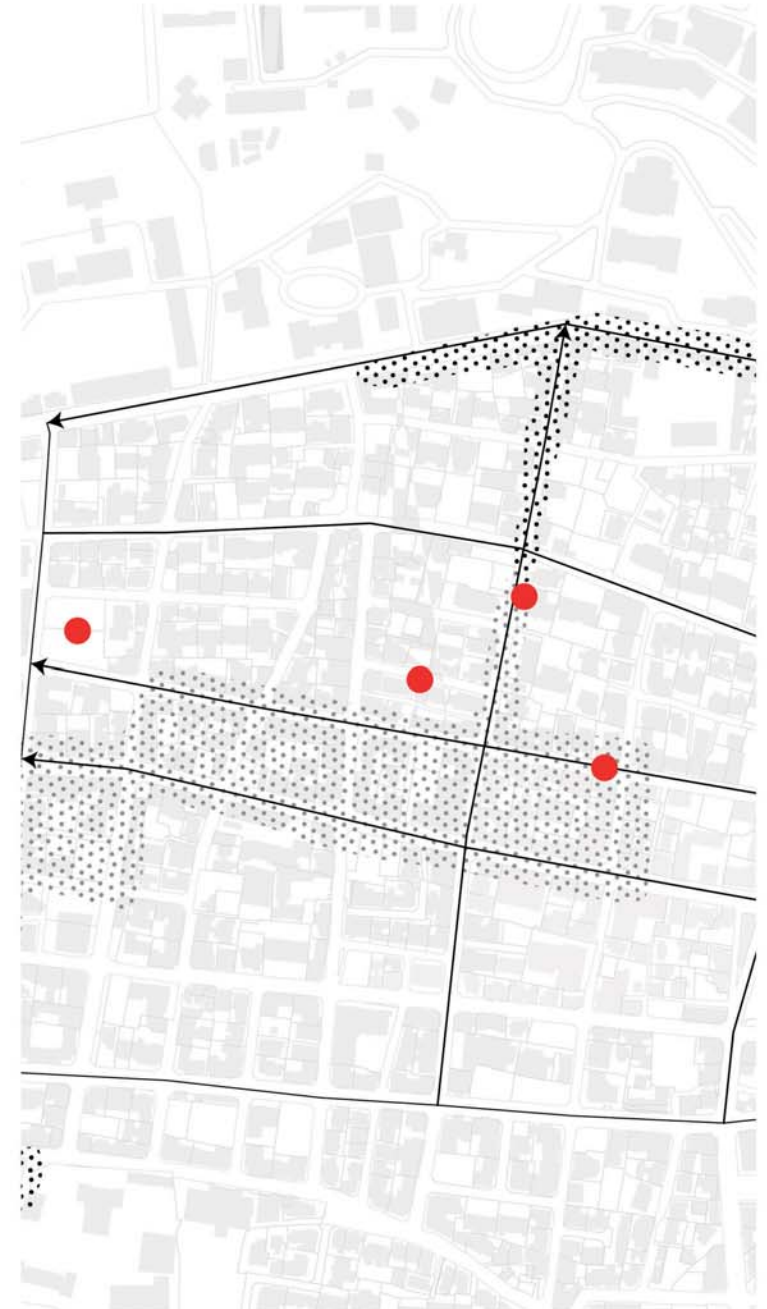
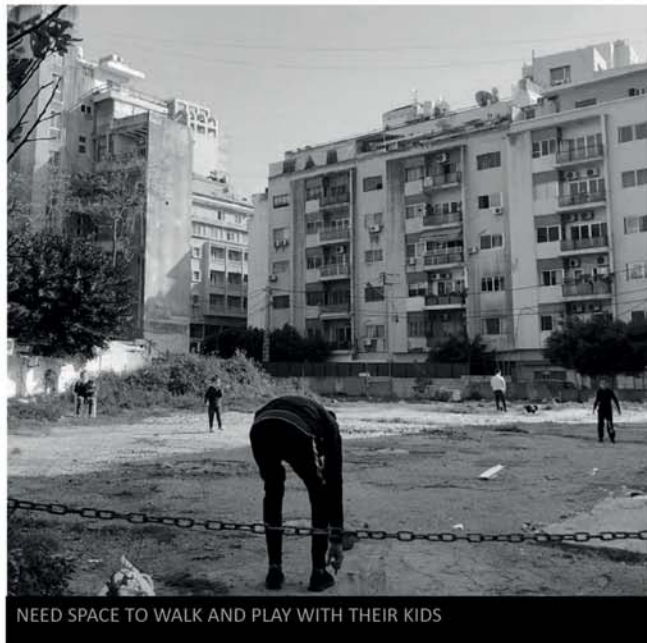
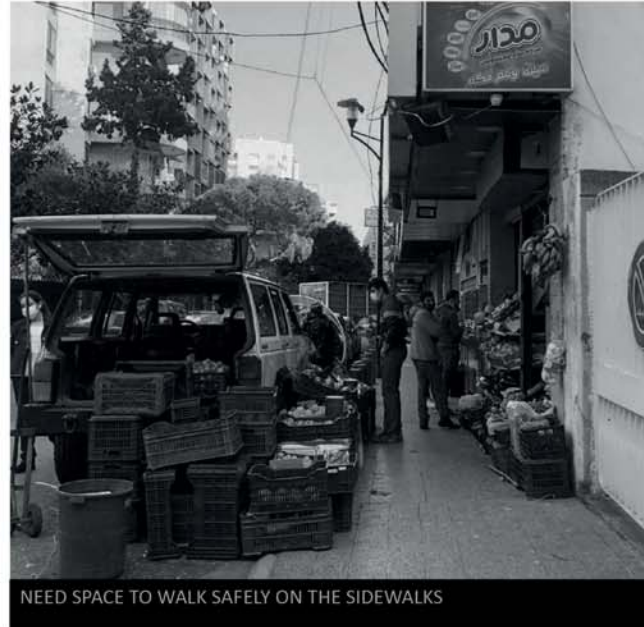
SOCIAL STRUGGLES



STUDENT EXISTING EXPERIENCES IN HAMRA | IDENTIFYING THE PROBLEMS



RESIDENTS EXISTING EXPERIENCES IN HAMRA | IDENTIFYING THE PROBLEMS



EMPLOYER/EMPLOYEE EXISTING EXPERIENCES IN HAMRA | IDENTIFYING THE PROBLEMS



NEED TO BE MORE VISIBLE AND ATTRACTIVE



NEED SPACE TO DISPLAY MERCHANDISE



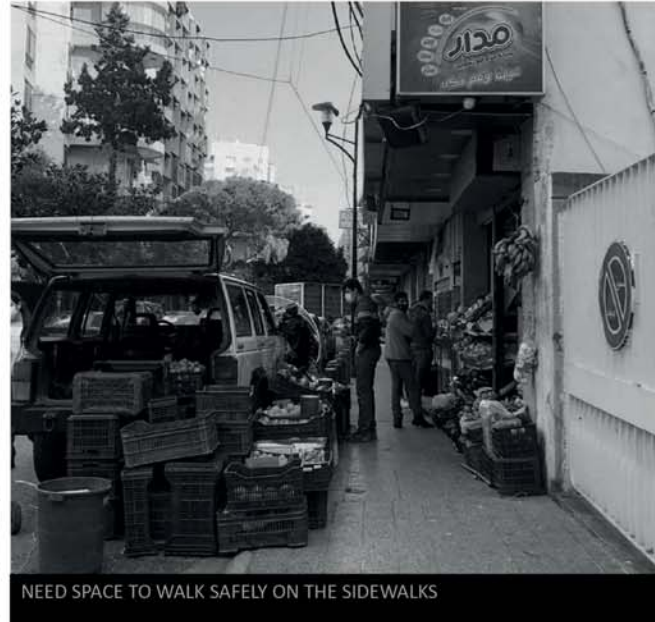
NEED LOW COST/ TEMPORAL SPACE TO REACH PEOPLE AND CARS



NEED SPACE TO SOCIALIZE



VISITORS EXISTING EXPERIENCES IN HAMRA | IDENTIFYING THE PROBLEMS

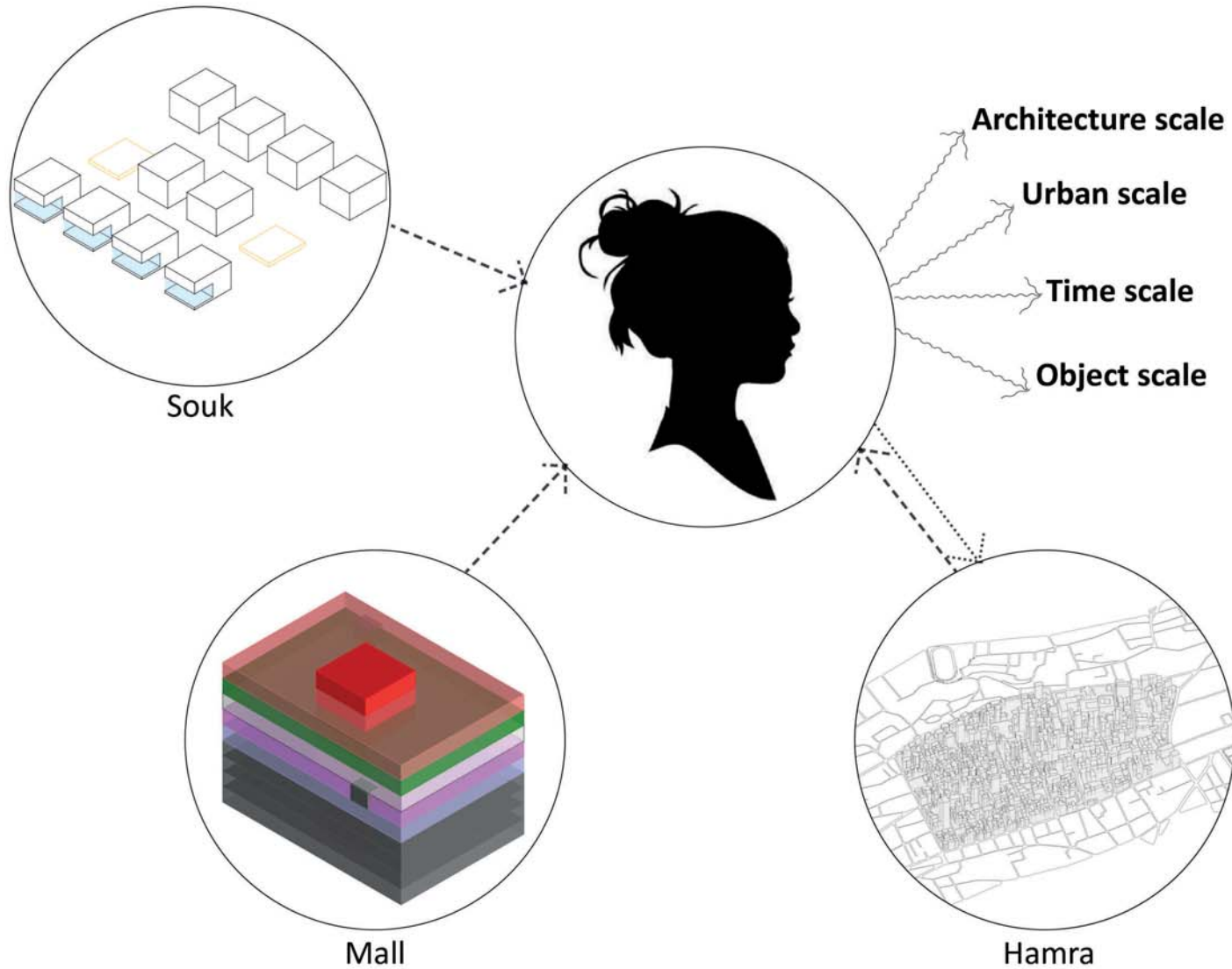


CASE STUDY

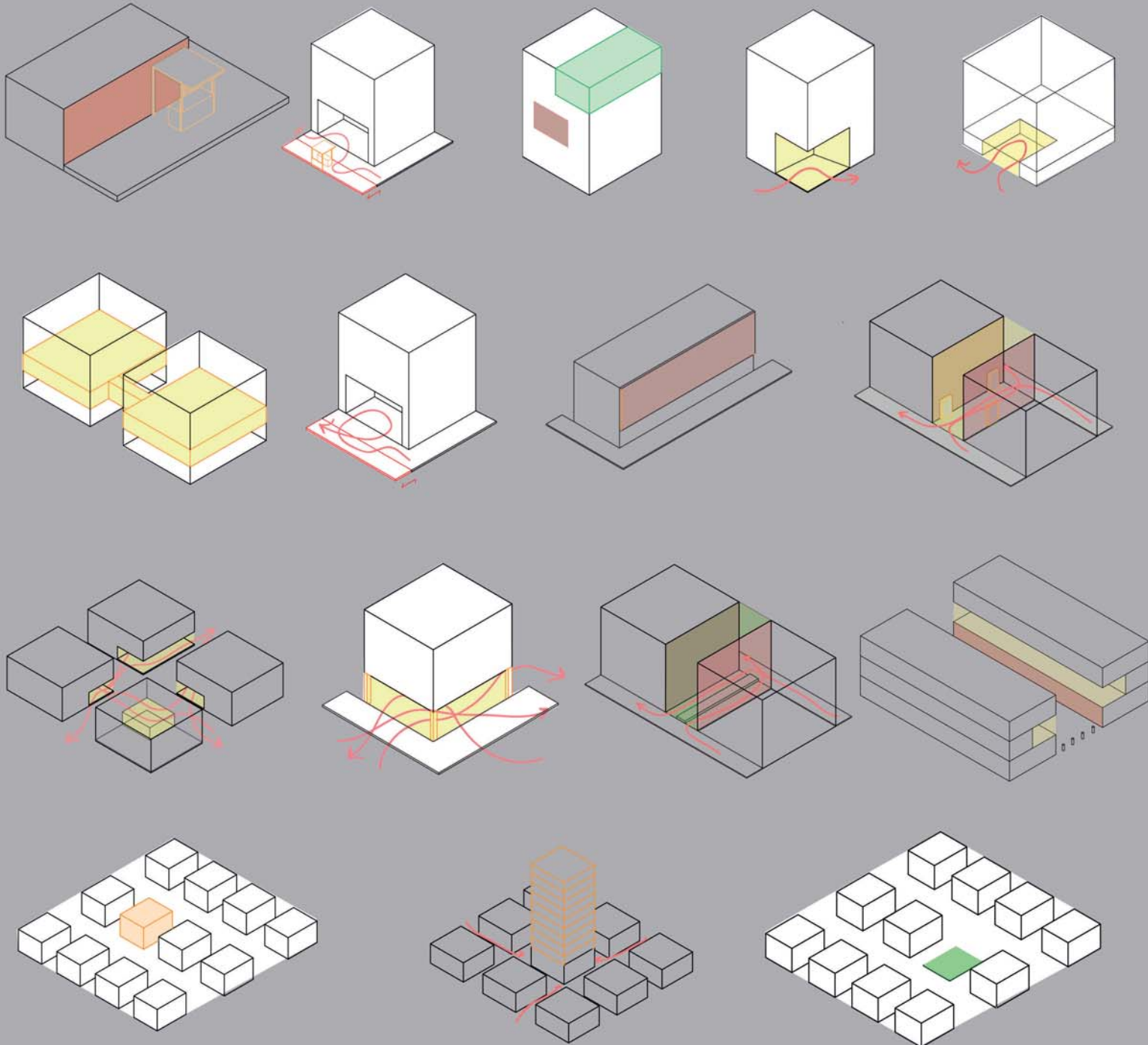
Based on the experiences that make people comfortable to consume in a place, inspired by moments in commercial structures.
Aim is to extract typologies that boost consumer behavior in a space.

**Developpers have been using strategies to make people feel comfortable to consume in a space.
LET'S USE THEM IN HAMRA!**

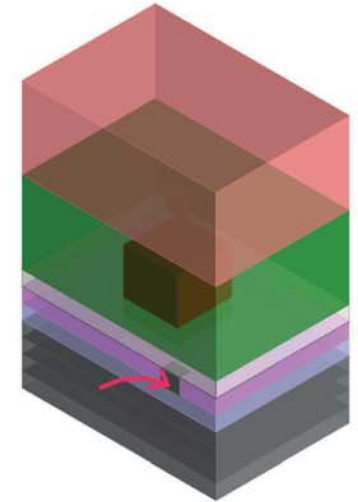
Unravelling my unconscious in Hamra's streets



COMMERCIAL STRUCTURES STRATEGIES OF CONSUMPTION



ARCHITECTURE SCALE



ABC VERDUN / Main attractors on last floors

Vertical strategy to expose dwellers to all types of shops before getting to their destination through the escalators.

LEGEND

	Fast food, cinema, play center		Parking
	Restaurant, cafes Open forest		Main core
	Electronics, clothing, 1 cafe House shop, Make up, sports, clothing		Entrance
	GF, luxury shops, jewellery clothing		Entrance arrow
	Kids floor, play area, clothing, food, Parking, ATM		

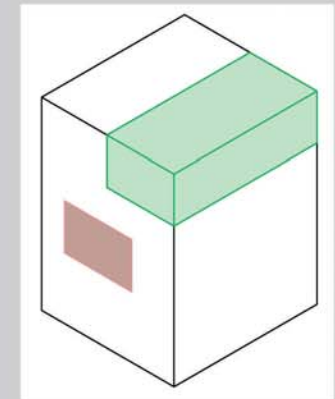


What a nice bar!

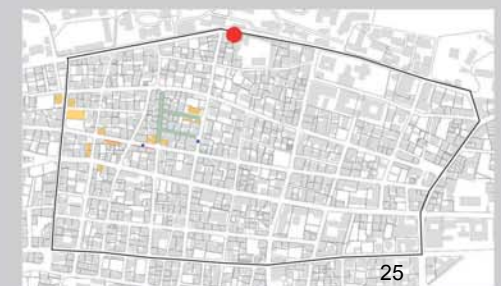
Bliss Street

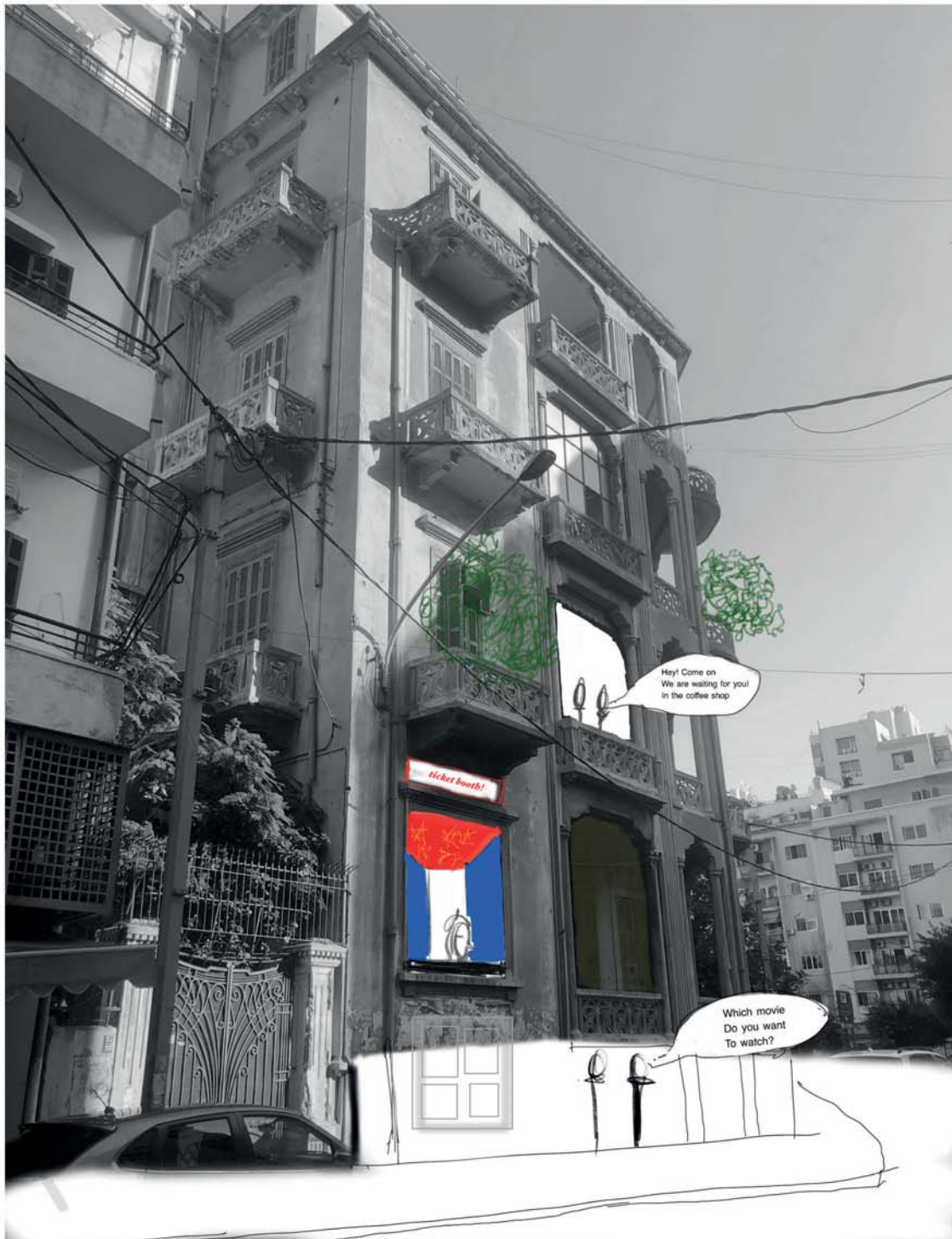


Vertical-Horizontal dialogue,
visual attraction at Hamra's
boundaries
Activation of abandoned build-
ings

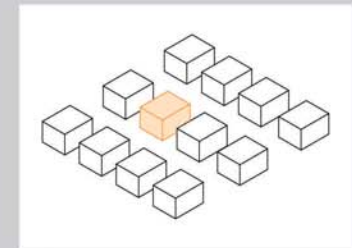


Vertical-Horizontal interaction
Upper floors activation





Abandoned area
 The area needed an attractive activity
 I added a cinema in an abandoned building that interacts with the street level

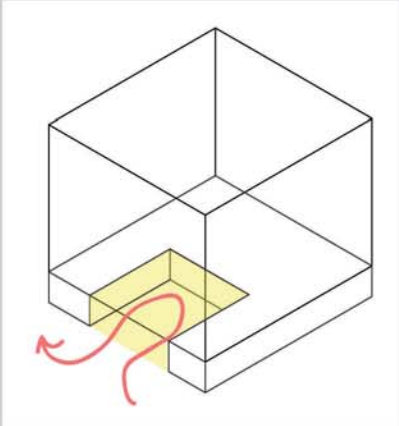


Anchor of attraction in abandoned area
 Vertical-Horizontal interaction
 Attractive anchor, generating flow



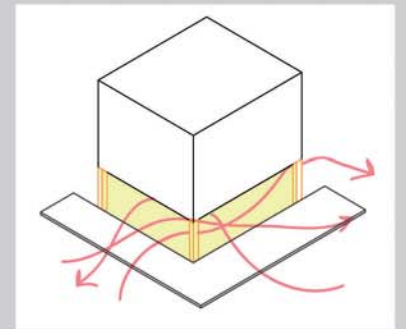


Inside interacting with the outside
 Inviting people to go in
 Complementary activity to the cinema



Indoor-Outdoor fluid flow



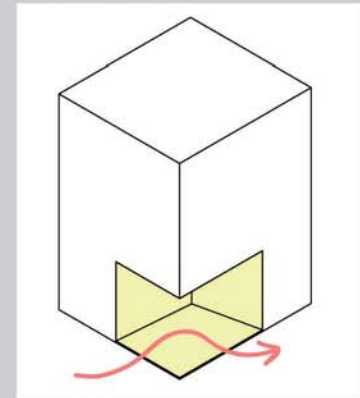


Fluid flow indoor-outdoor
 Opening and activating corner ground floors to create a fluid flow of people inside-out.





While walking I felt the need to have a shaded sitting, socialising area. Like in the malls. Adapting closed stores to be open socializing areas would be a great step to attract passers to sit and spend time in Hamra without feeling pressured to order something.



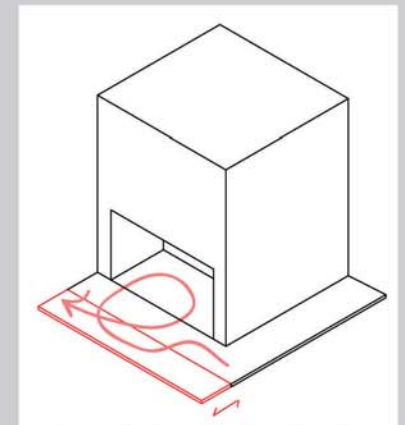
Indoor-Outdoor fluid flow
Sheltered socialisation spaces



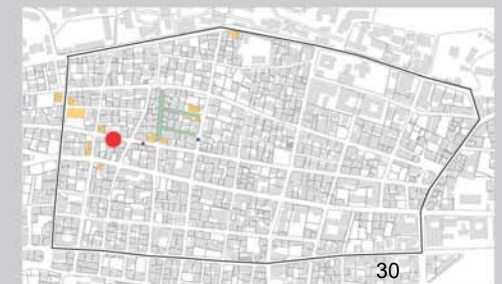


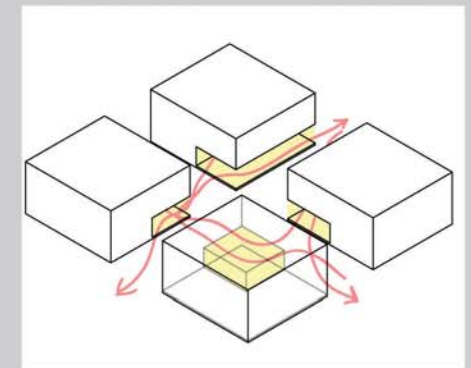
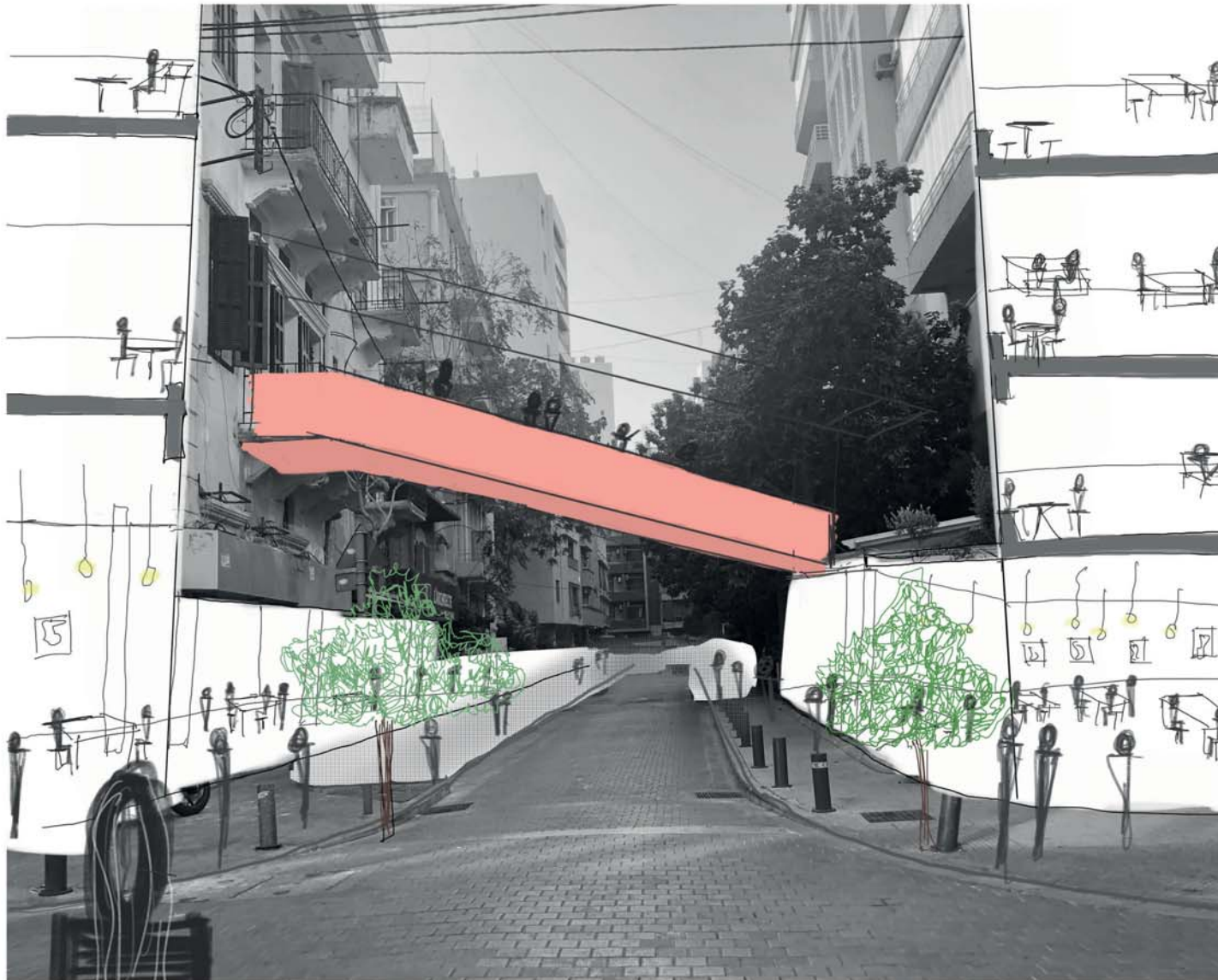
Clostraphobic experience. I found myself walking so fast in this area of Hamra on Makdisi street due to the visual and physical chaos that was happening all over the street.

I decided to remove all the cars parked in Makdisi street and to extend the sidewalk. I added to this extension sitting areas for people to feel more comfortable to stop in front of shops and to sit while enjoying the music from the bars.

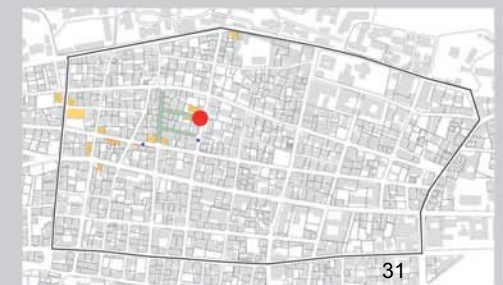


Car parked removal, extension of sidewalk and bars for a more comfortable experience and dynamic experience.



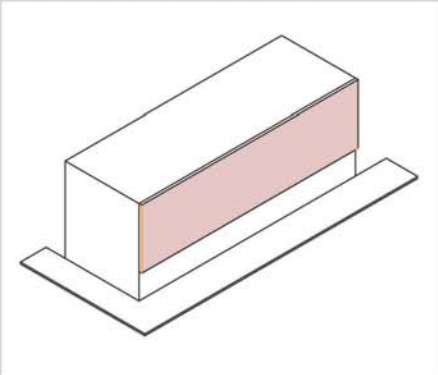


Indoor-Outdoor fluid flow by taking the street to the Ground floor of the buildings. Leading one from one street to another in intersections.

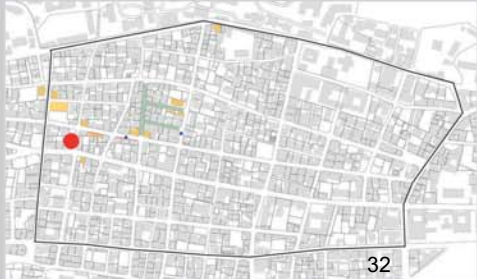




In Hamra main street, all the Ground floors should be activated and specially those leading to the other streets of Hamra. Activating the corners and using interactive facades as a way to drive people in.



Activating corners by interactive facades as a visual attraction. Vertical-Horizontal interaction.

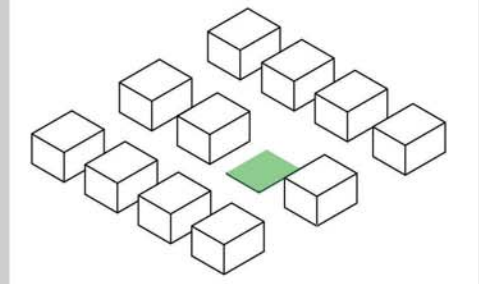




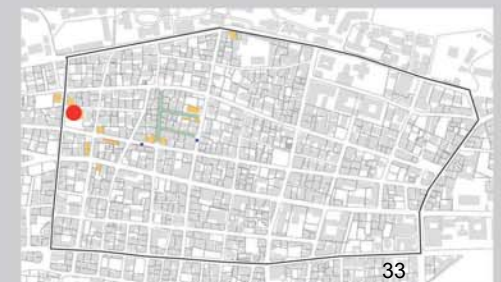
This area needed an open park to sit and walk in a safe and green environment.

To forget the traffic of the city, walk a dog or interact with friends.

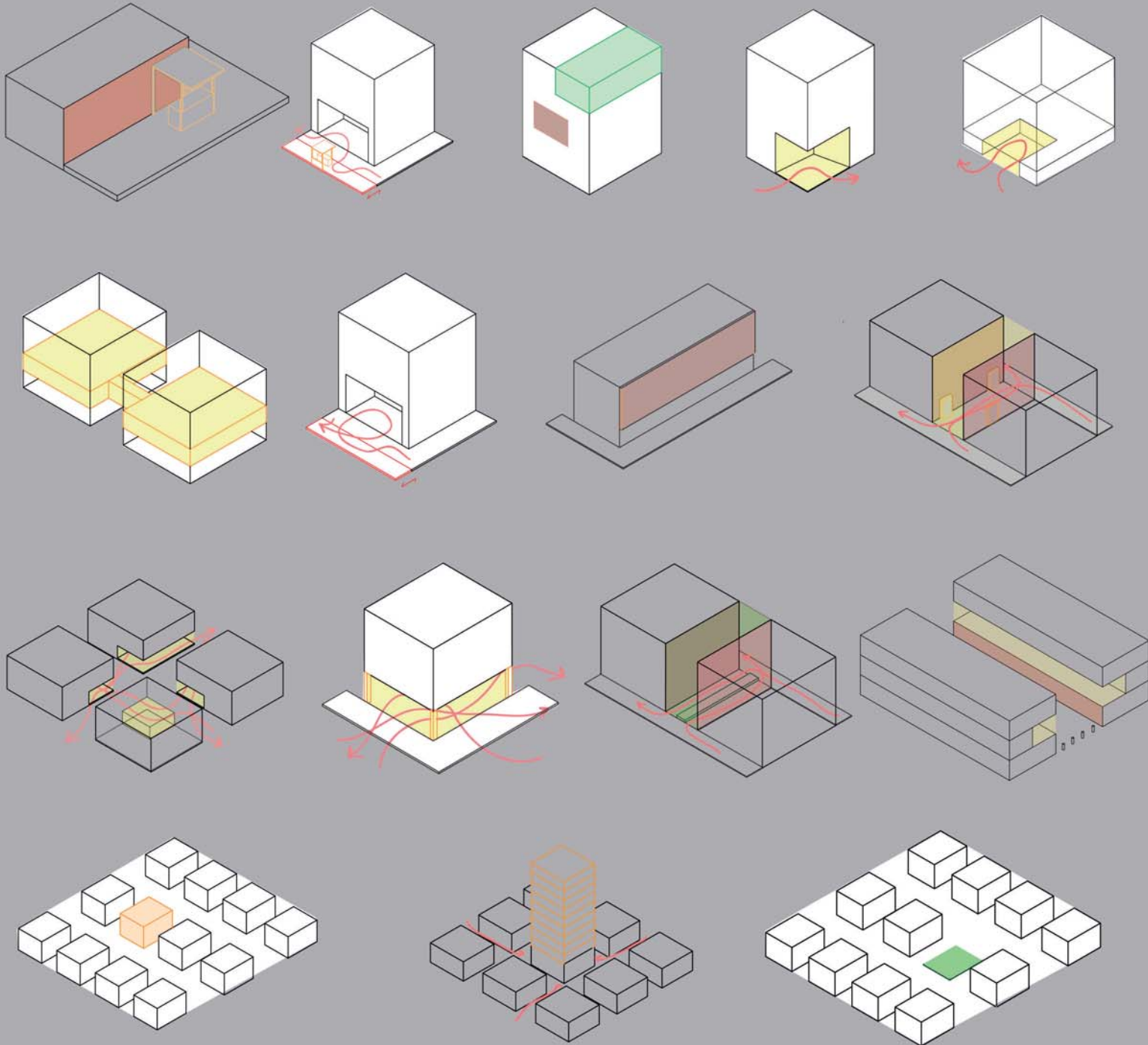
Here, we can bring back the parking on the underground and have a park on the street level.



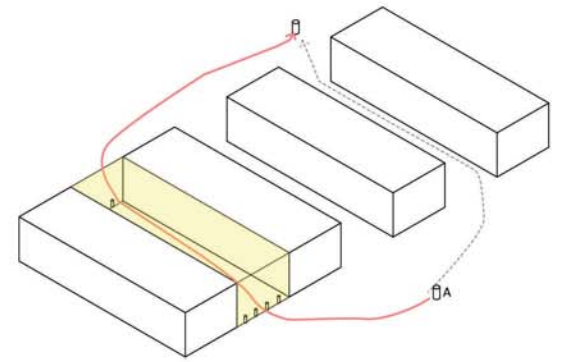
Green space addition as new feature in Hamra.



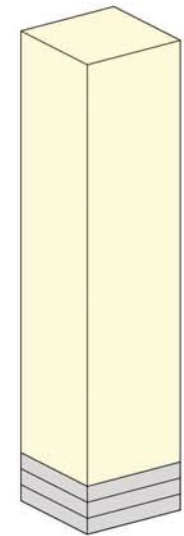
COMMERCIAL STRUCTURES STRATEGIES OF CONSUMPTION



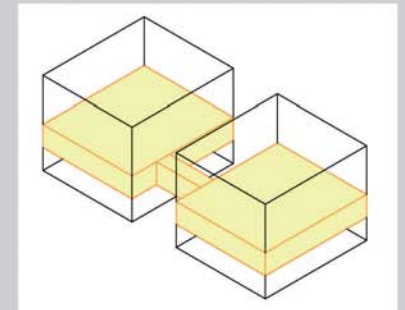
URBAN SCALE



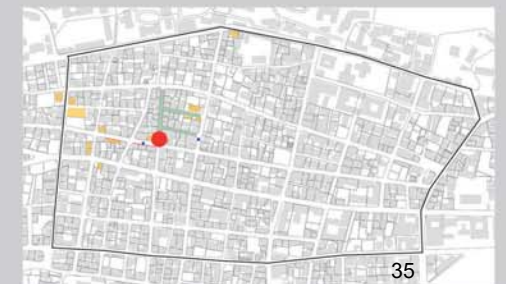
Paris Arcades, activated shortcuts
Horizontal infrastructure

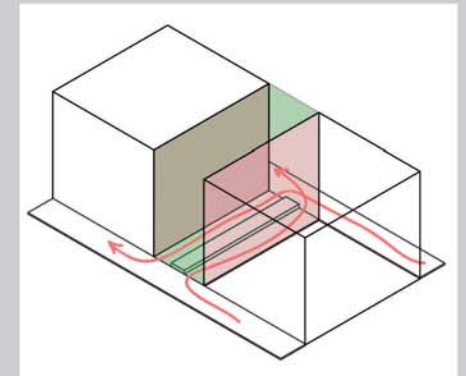


Beacon, visual attractor and low cost structure
Vertical infrastructure

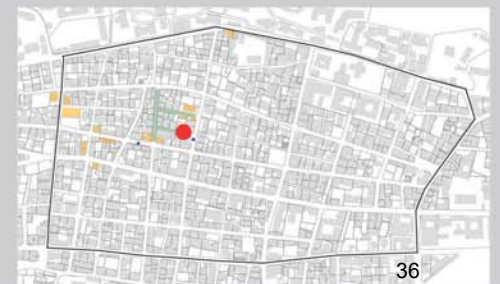


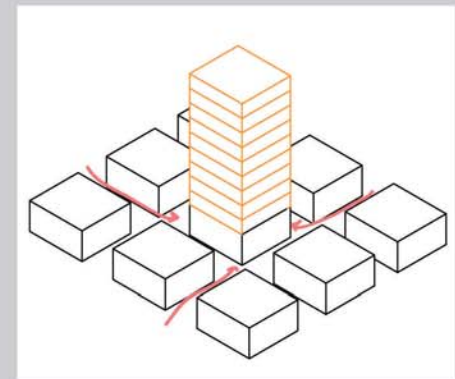
Choice of mood, activated path
 Closing off street, creation of open market on street level and adaptive reuse and connectivity of first floors to activate the vertical plane and visual attraction.





Choice of mood, calm paths
 Closing street, generating flow by adding green elements and socializing areas in the middle of the shopping street.

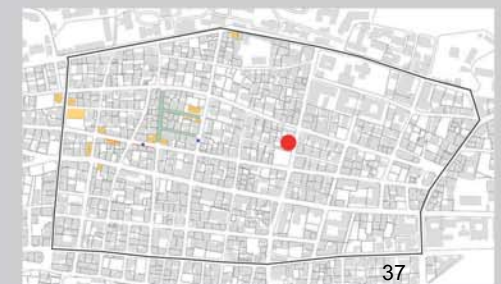




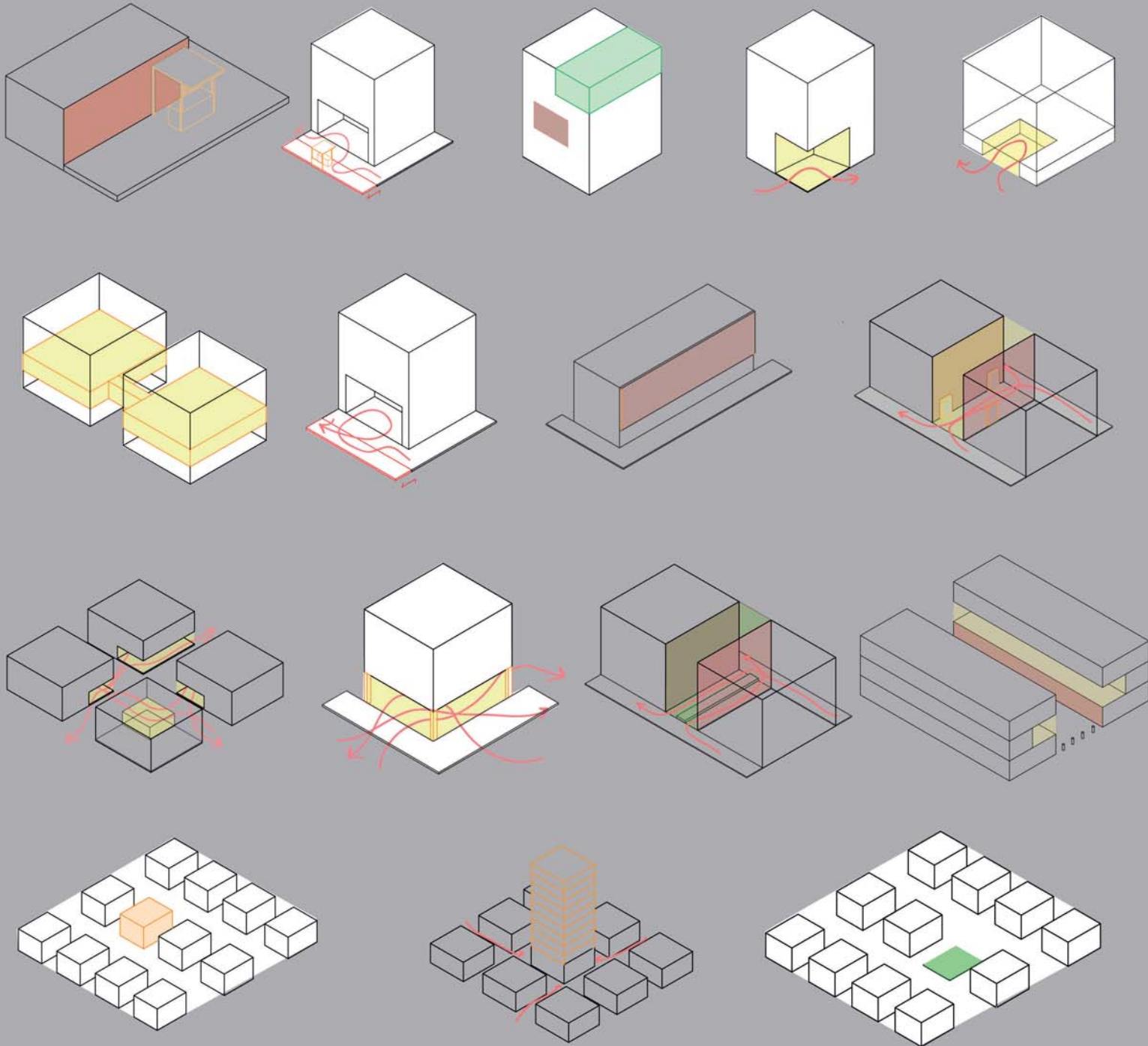
Centralisation, all activities meet in one low cost mixed used tower.

Creating a beacon and a visual attraction in Hamra.

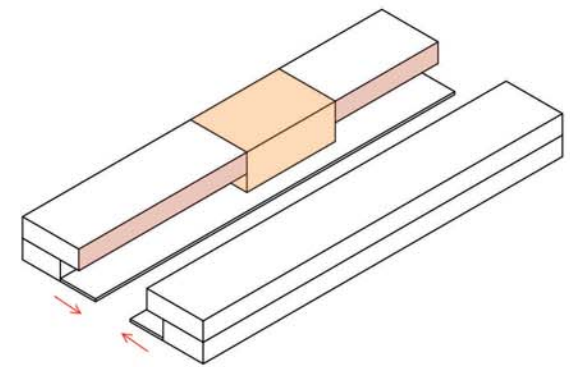
And most importantly, a potential to low cost housing in order to attract people from all background and bring a new clientele to the streets.



COMMERCIAL STRUCTURES STRATEGIES OF CONSUMPTION

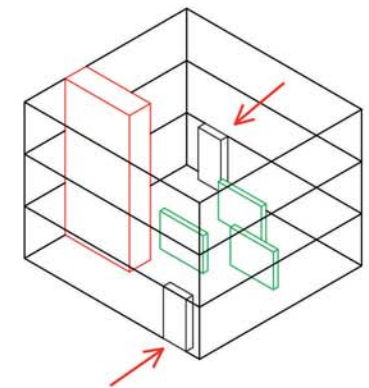


TIME SCALE



Las Vegas strip, interactive facades and activities, time is limitless

- Interactive activity or landscape
- Interactive facade day and night
- extension of activities to sidewalk

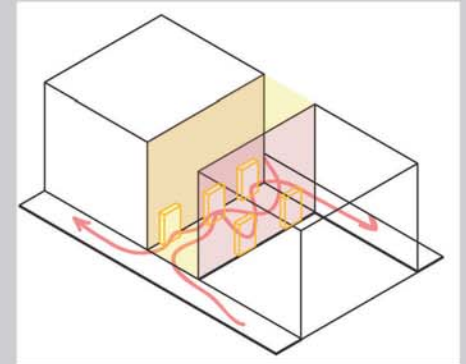


**Closed commercial structure
Strategy to stay in the box.**

- Core
- Obstacles - products
- Entrance - Exit

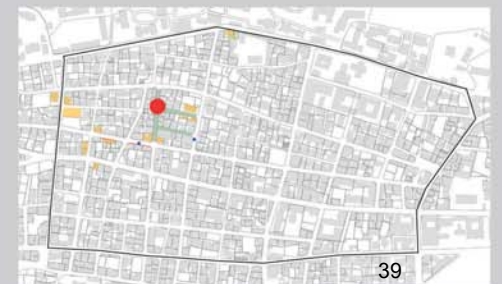


This street had bit of shops, no pedestrian flow and no car flow. I decided to close it and activate it by making it fully pedestrian, adding interactive facades and attractive activities for the young generation. I wanted to activate the space in between the shops to create a flow of people by adding sitting areas to interact with friends or read a book.

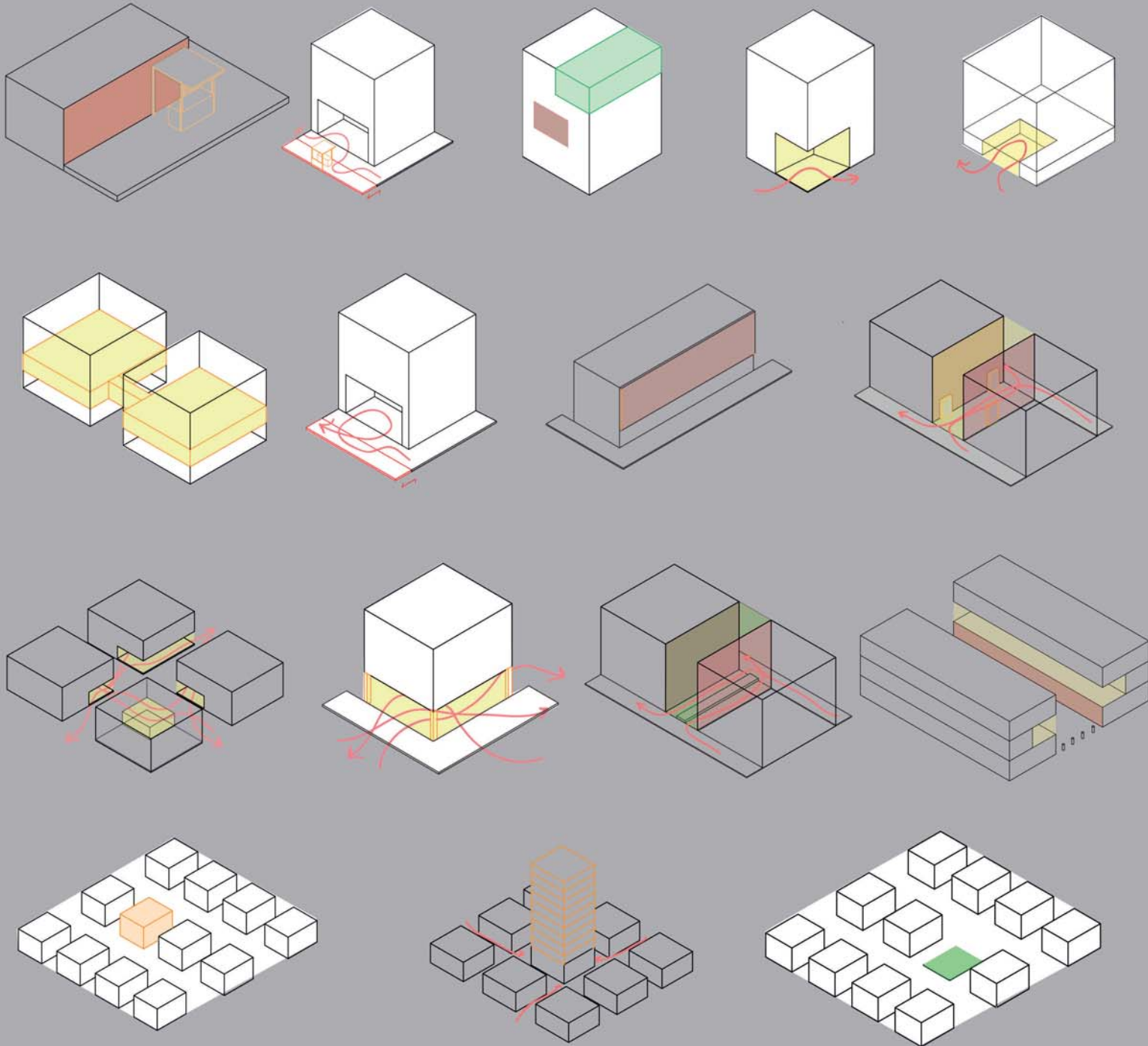


Obstacles to stay

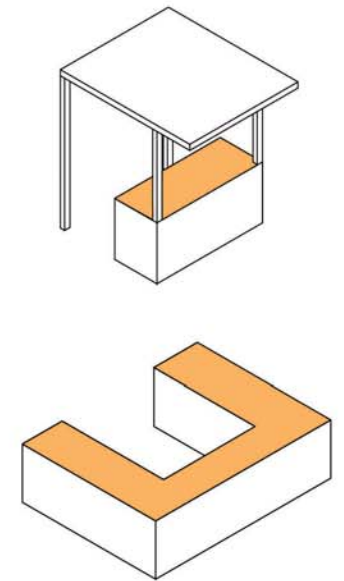
Closing street, generating flow by adding green elements and socializing areas in the middle of the shopping street.



COMMERCIAL STRUCTURES STRATEGIES OF CONSUMPTION

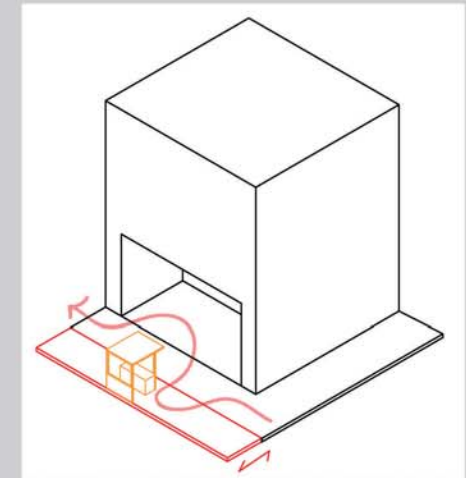


OBJECT SCALE

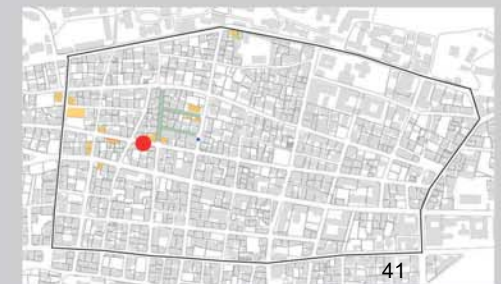


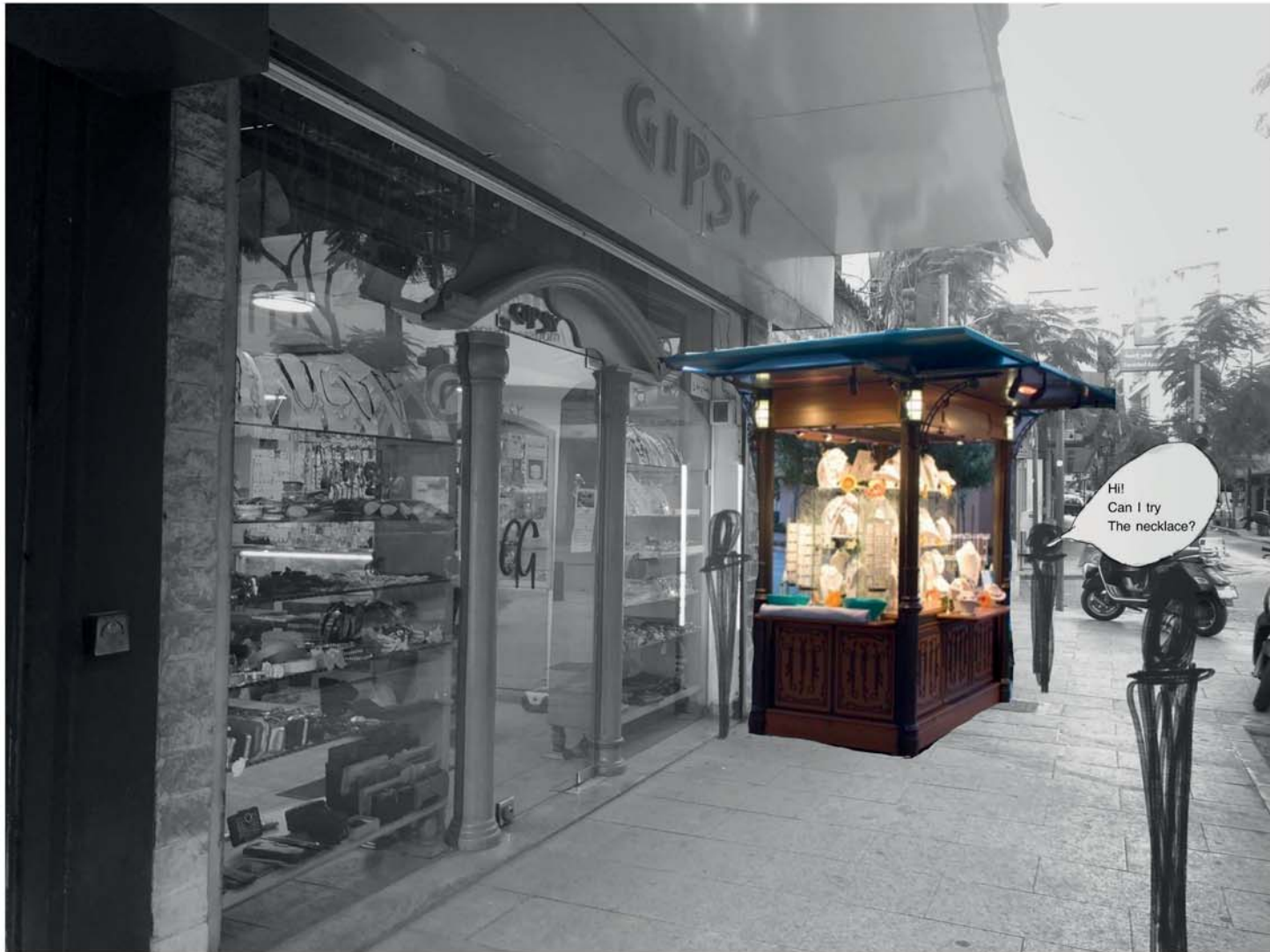
Stands extending to the pathways, interaction with dwellers.

 Products



Drive-thru and take-away options through open stands for Covid19 precaution
Car parked removal and extension of sidewalk for a more comfortable

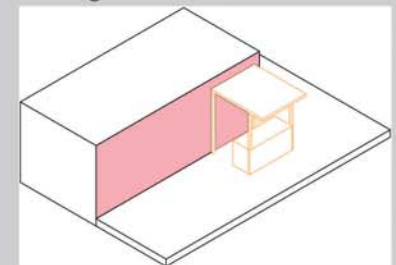




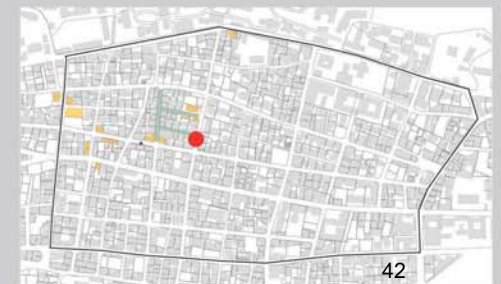
In this area, I felt that the shopping experience was too limited to the inside of the shops and there was not a lot of interaction with the street level other than visually.

I decided to get inspired by the stands scattered all over the mall. These creates a dynamic and more interaction in the street level.

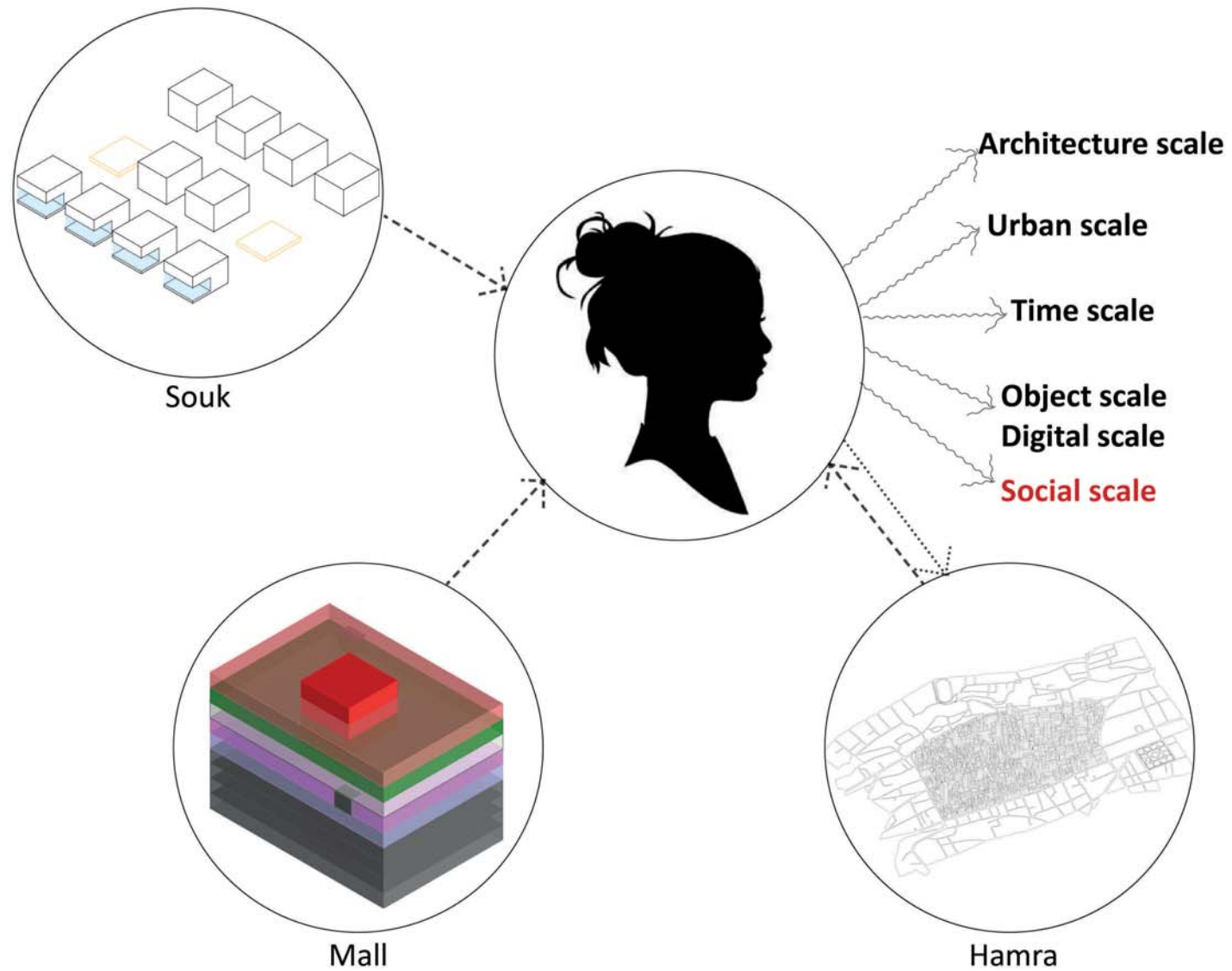
Taking the inside out.



Addition of stands on the street level for more interaction with dwellers.



How to create a dialogue between the mall, the souk and Hamra?

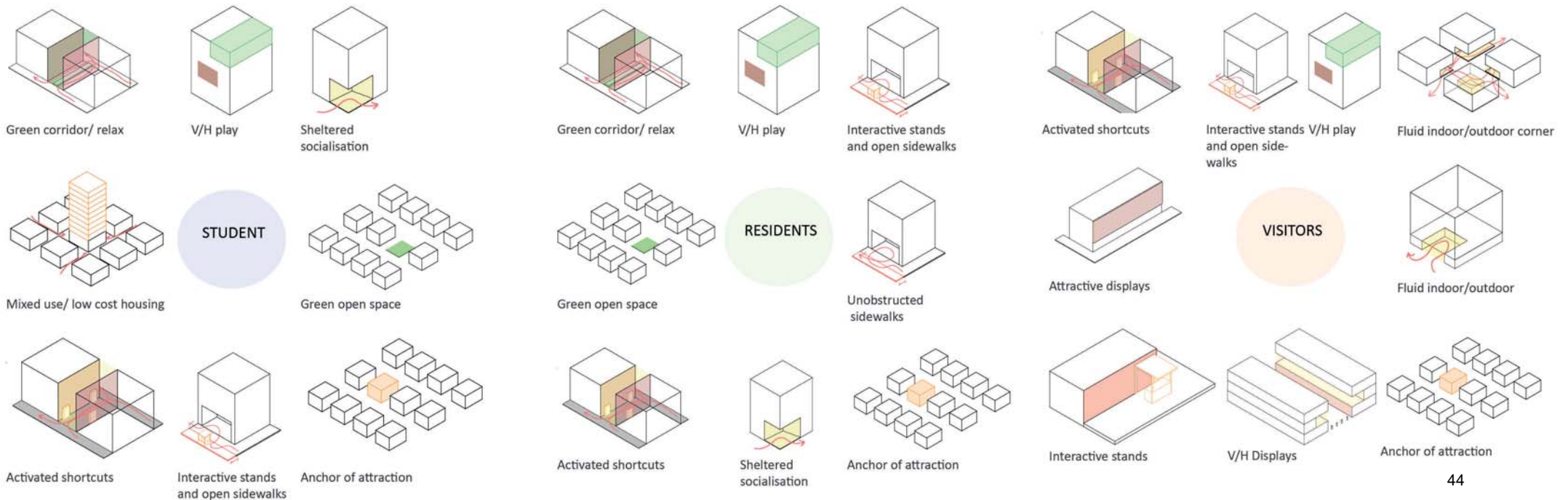


EXTRACTION OF CONSUMER IDENTITY IN HAMRA AND TYPOLOGIES THAT MAKE THEM FEEL COMFORTABLE TO CONSUME.

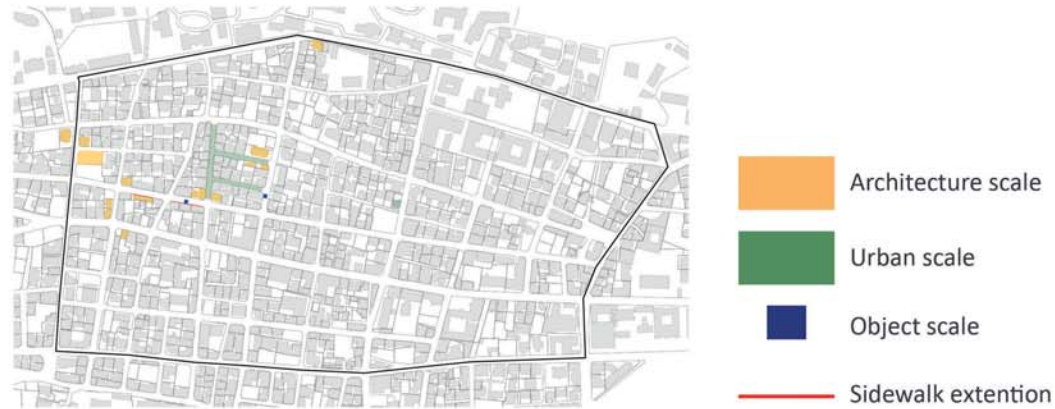


- Architecture scale
- Urban scale
- Object scale
- Sidewalk extension

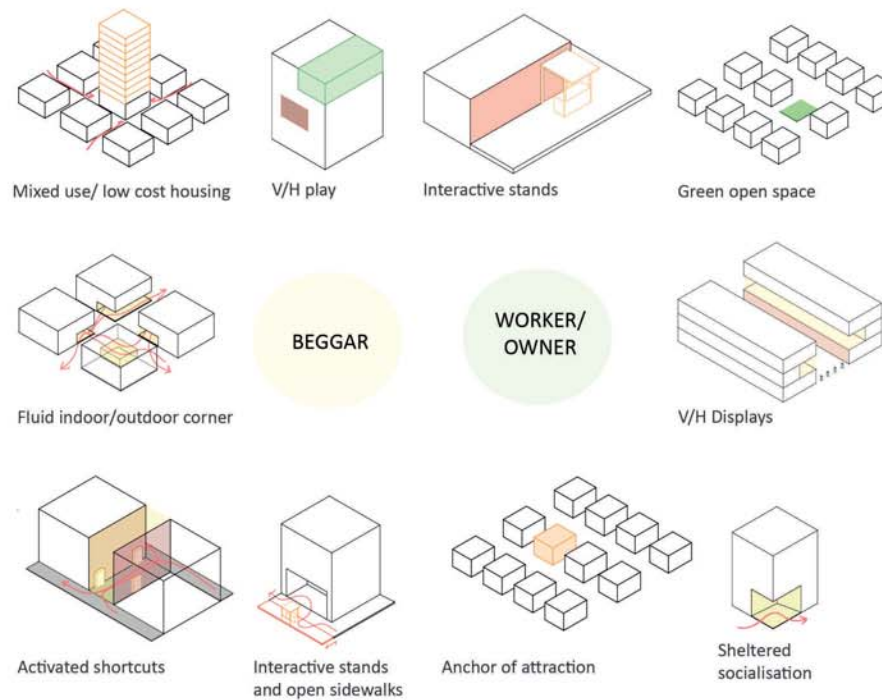
DEDUCTION OF 3 TYPES OF USERS THAT HAVE DIFFERENT AND SIMILAR SPATIAL PREFERENCES



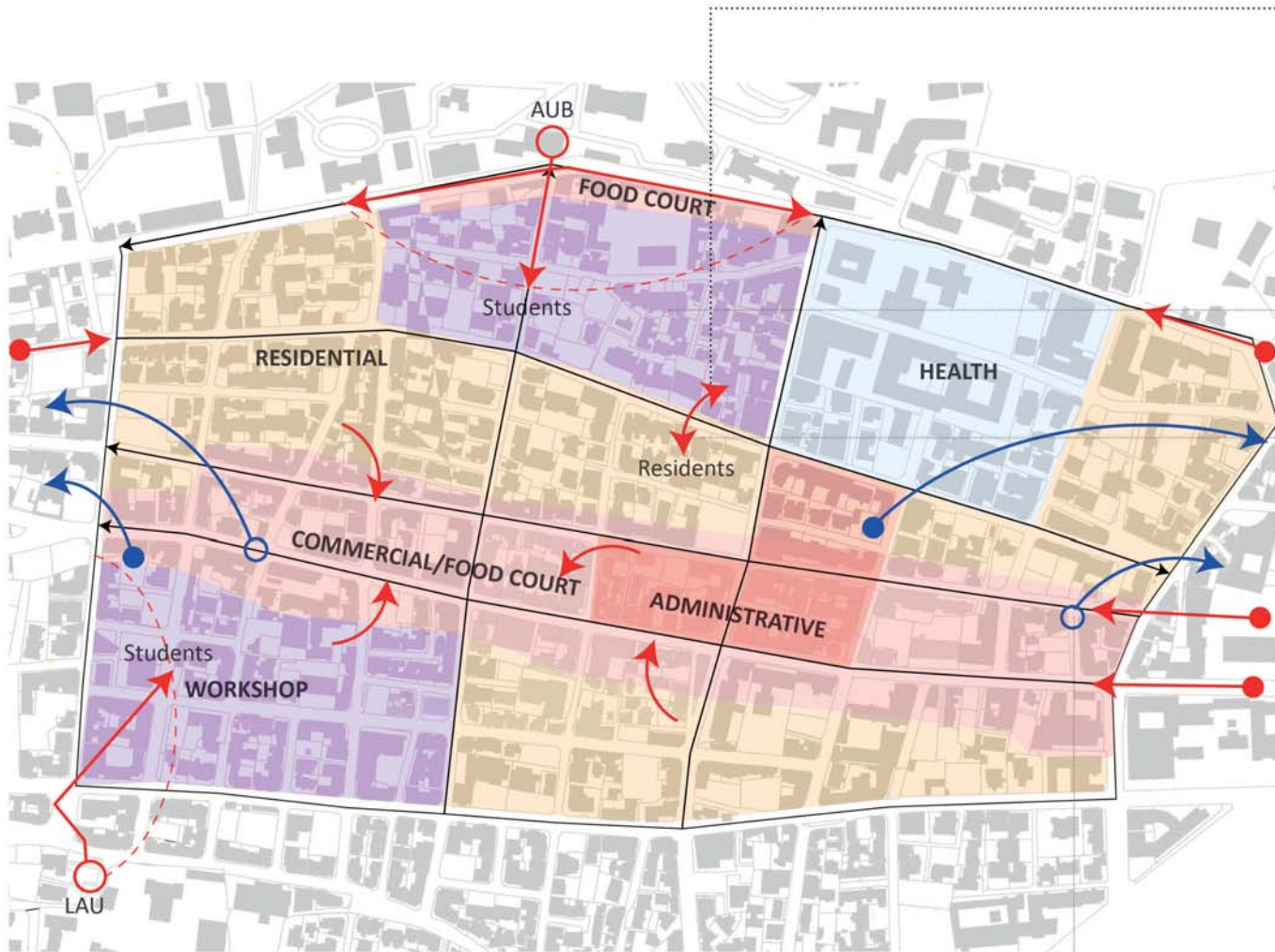
EXTRACTION OF BENEFITER IDENTITY IN HAMRA AND TYPOLOGIES THAT INCREASE THEIR PROFIT



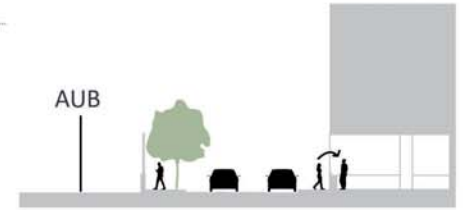
BENEFITER SPACIAL TYPOLOGIES THAT INCREASE THEIR PROFITABILITY DUE TO PEOPLE ATTRACTION



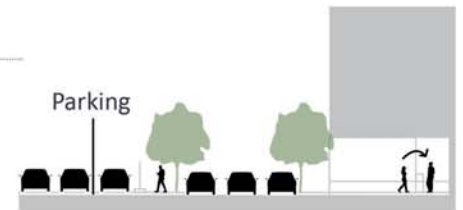
HAMRA'S EXISTING MONEY CYCLE - CONSUMER/BENEFITER INTERACTION



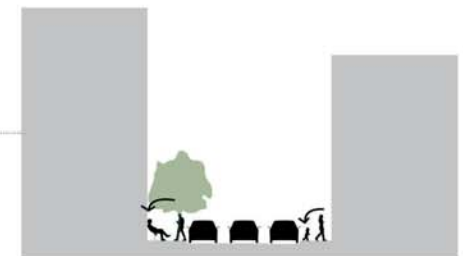
Residents economy in Hamra



Students economy in Hamra



Visitor economy in Hamra



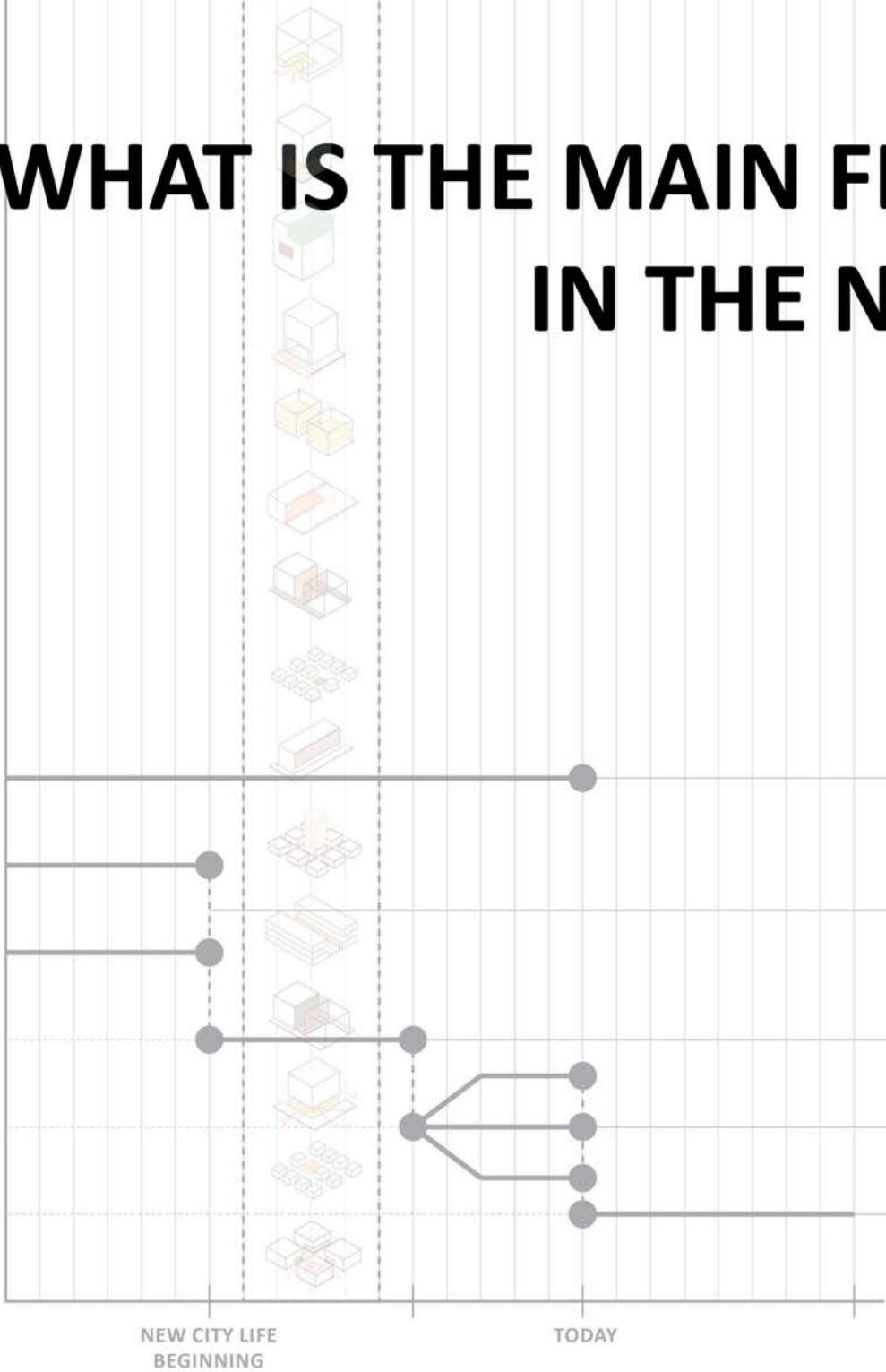
Beggar/benefiter economy in Hamra

MONEY CYCLE IN HAMRA

Aim: Optimize money that is consumed in Hamra by extending the paths of the students
By giving importance to the experience of the consumers
and to Parkings which are the starting points of the visitors

- Money injected in Hamra
- Money taken from Hamra

WHAT IS THE MAIN FEATURE TO HIGHLIGHT IN THE NEW CITY?



1. INRO: HAMRA'S STRUGGLE

Vignettes illustrating Hamra's social, economic, cultural and urban struggles.

2. STAKEHOLDERS : A NEW BUSINESS FORMULA FOR THE CITY

Stakeholders as a response to Hamra's social, economic, cultural and urban struggles

3. STAKEHOLDERS: A NEW LAYOUT FOR THE CITY

Explosion of the mall and the souk typologies in Hamra in order to boost the economy through stakeholders identities and partnerships.

4. HAMRA'S SOCIAL CHALLENGES AND CASE STUDY

Case studies based on the experiences that make people comfortable to consume in a place, inspired by moments in commercial structures.

5. FROM URBAN LAYOUT TO ARCHITECTURAL INTERVENTION

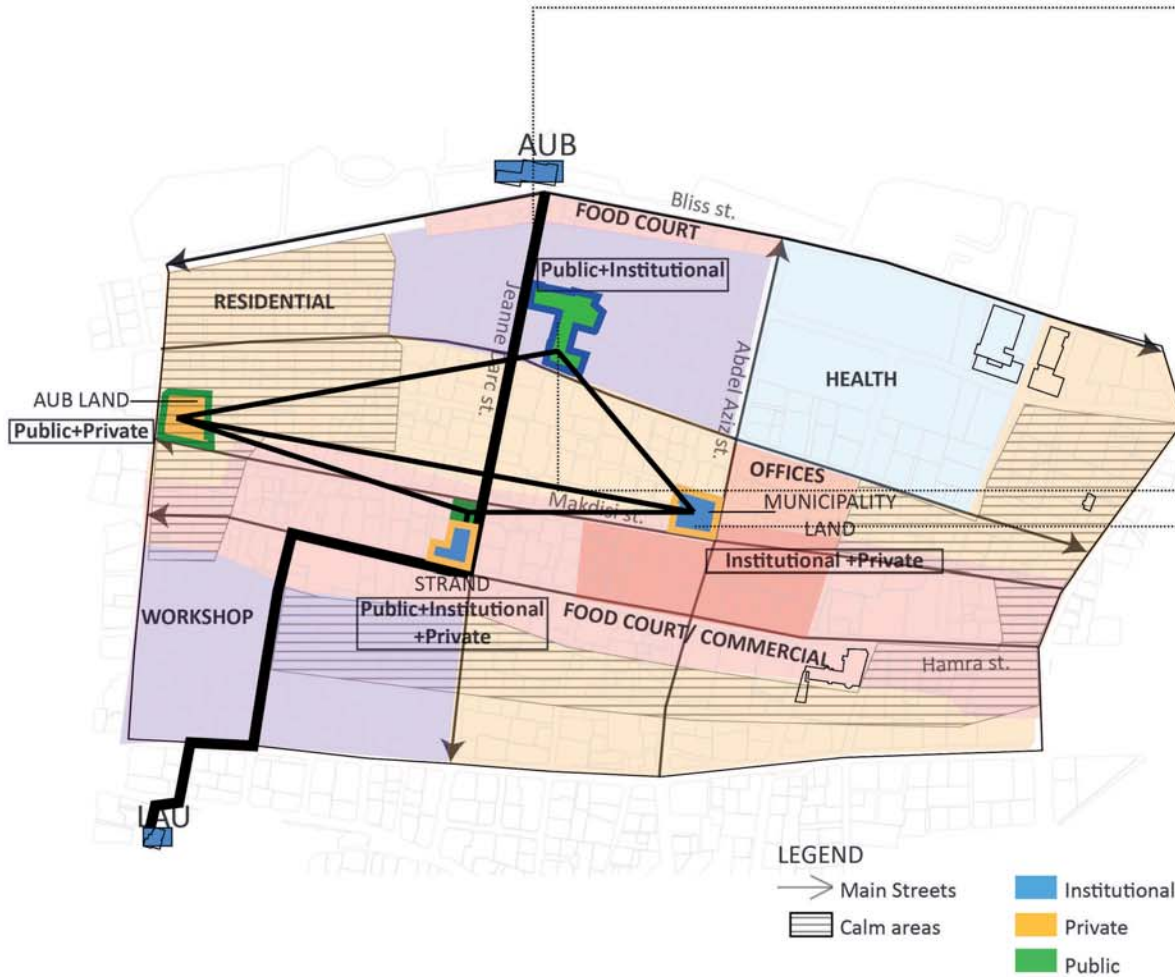
Creating an architecture responding to Hamra's socio, cultural and economical struggles.

NEW CITY LIFE BEGINNING

TODAY

PROPOSAL SYNTHESIS / THE NEW CITY LAYOUT FROM SOUK + MALL TYPOLOGIES

FOCUSING ON THE ENTERTAINMENT NETWORK AS A MAJOR ASPECT TO ATTRACT LIFE AND PEOPLE IN HAMRA

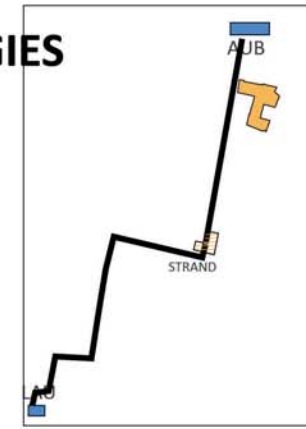


PROPOSAL OF A FIX AND ORGANIC NETWORKS TO RESPOND TO HAMRA'S SOCIAL, CULTURAL, ECONOMIC AND URBAN NEEDS. THE SELECTED PLOTS ARE GIVEN DISTINCT PARTNERSHIPS DEPENDING ON THEIR LOCATIONS.

PARTNERSHIPS

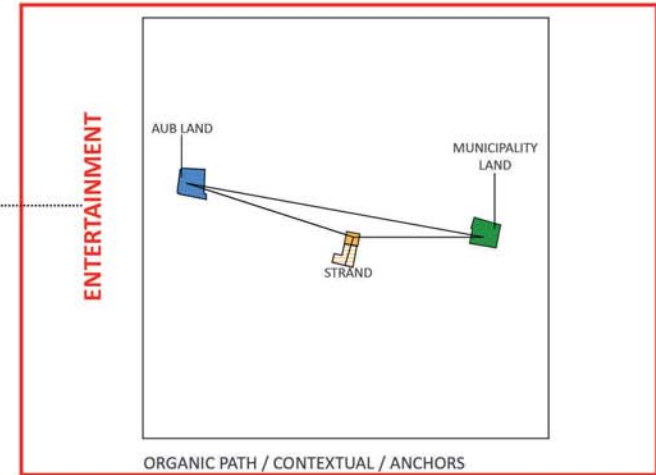
CULTURAL

+



FIXED SPINE / INDEPENDANT

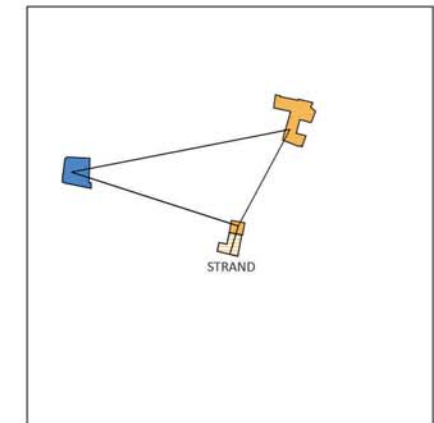
ENTERTAINMENT



ORGANIC PATH / CONTEXTUAL / ANCHORS

+

SOCIAL



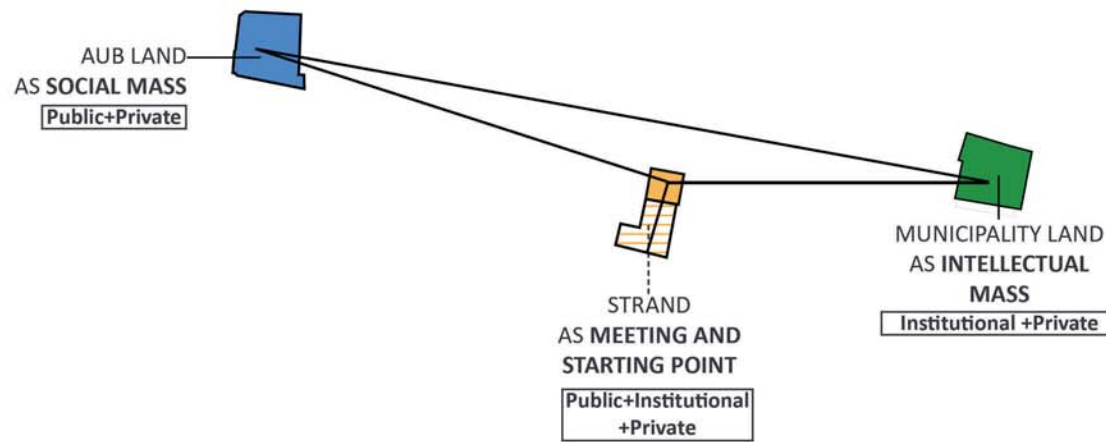
GREENERY / LOW COST / INTERACTION /

IDENTITY OF PATH

THE ARTERY PROPOSAL

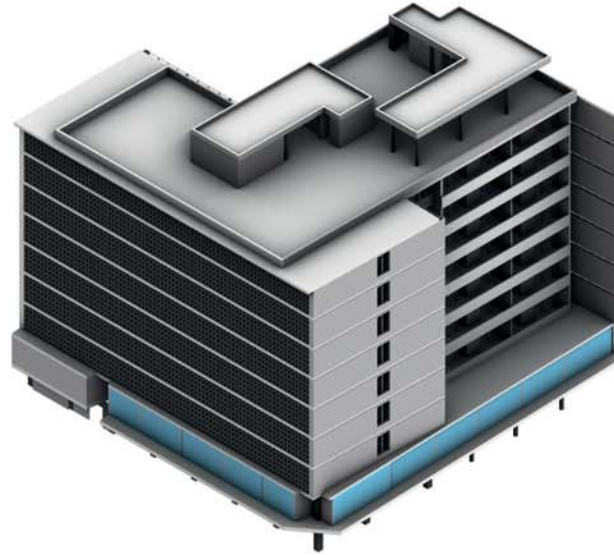
CREATING AN EXPERIENCE OF ENTERTAINMENT AS MAIN ATTRACTION IN HAMRA

THE CHOSEN ARTERY : AUB LAND-STRAND-MUNICIPALITY LAND



Overall linked by bike lanes, sidewalks and bus lanes

THE STRAND / POTENTIAL ADAPTIVE REUSE



- Built in the 1960s
- Privately owned building

History and Programs

The Strand is a building situated in the intersection between Jeanne D'Arc Street and Hamra Street. Its significance comes from its initial function as an entertainment center that had a cinema on the underground, cafes and an open courtyard linking the two Hamra streets on the Ground floor, commercial activities on the first Level, an office block and a residential block topping that.

Architecture

The Strand has also an architectural significance since its courtyard opens to the streets of Jeanne Darc and Hamra, allowing the building to be fully integrated in the urban fabric of the city.

Moreover, the Strand building is also famous for its Aluminum facade that allows to filter the southern direct sun rays into the building without overheating and disturbing vision.

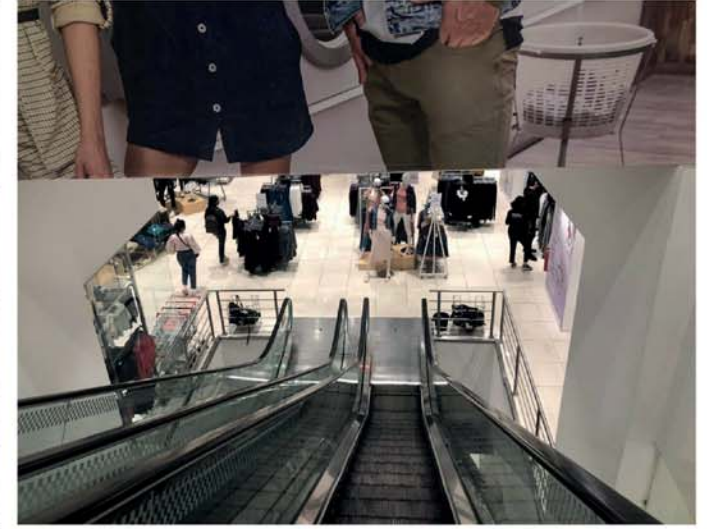
THE STRAND / 21_04_01



Open courtyard linking Hamra with Jeanne Darc streets



Office and residential blocks



MAX shopping center that replaced the old cinema



First floor as glazed commercial street



Abandoned residential block



Closed street on the West side of the Strand

THE STRAND / 21_04_01 PROGRAMS

ROOF CAFE AND
RESTAURANT WITH
ACCESS FOR RESIDENTS

OFFICES SPACE

LIBRARY WITH STUDY
SPACES

CAFE AND WORKSHOP
SPACES

FOOD COURT
OPEN SPACE

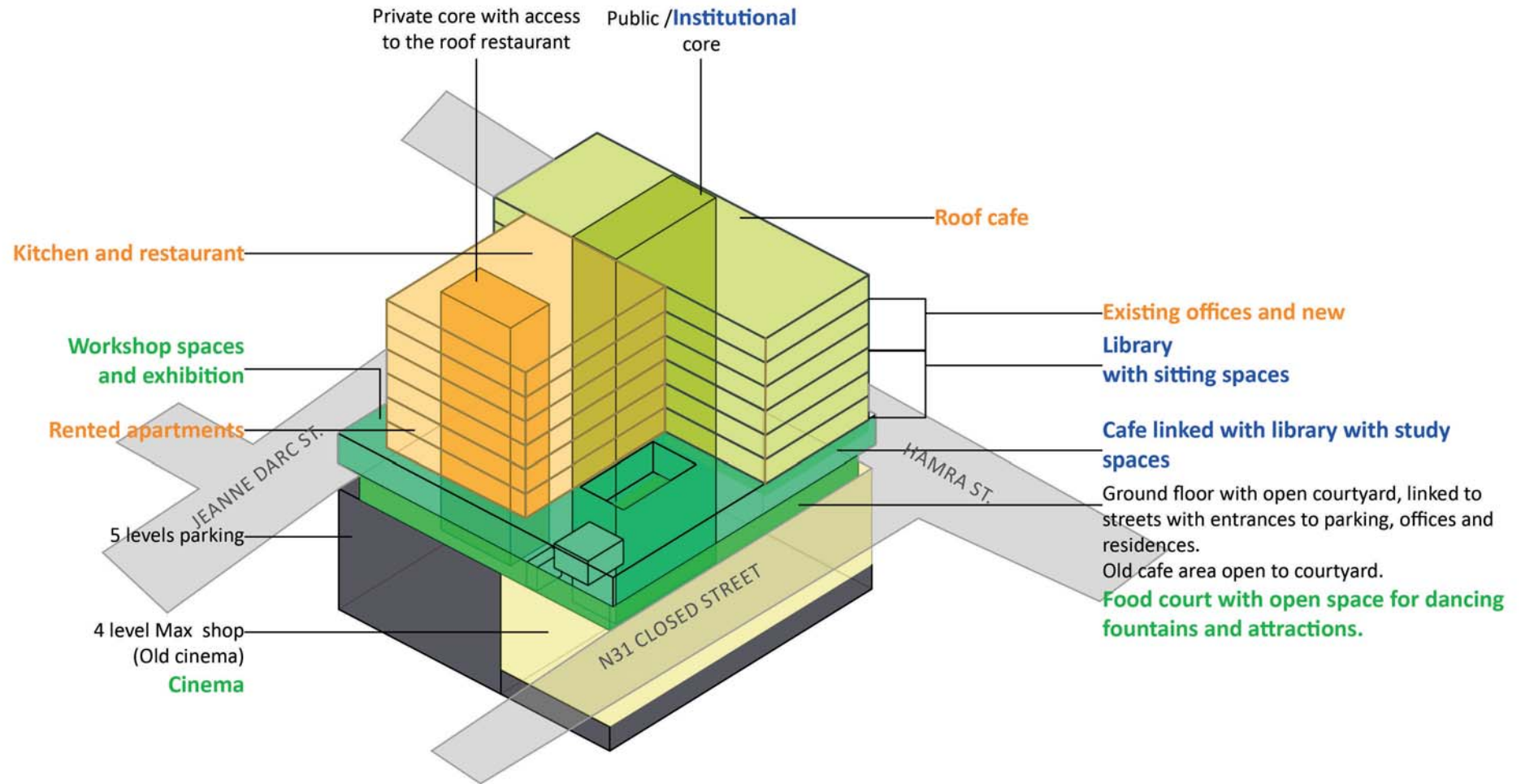
PARKING
CINEMA

بنایة ستراند	
7	الشركة اللبنانية للبناء والمقاولات ش.م.ل. - سوليكو
6	المؤسسة العربية للتجارة والعقار
5	<div style="display: flex; justify-content: space-between;"> <div>مرزى وعمود وشركاه MRZA & AWDEH & CO</div> <div>ACREAGE</div> <div>جمعية لتنمية الإنسان والبيئة طاقم فنانين، مكتب ٤٧</div> <div>عبدالله محمد سمر مركز تجاري، تجاري، فروع مركز تجاري، تجاري، فروع</div> </div>
4	<div style="display: flex; justify-content: space-between;"> <div>MODE DE PARIS Model & Event Agency Tel: 71/33 70 38</div> <div>الأستاذ موسى الحاج مترجم قانوني، مكتب جميع الفئات ٧٧/٣٣٧-٣٨-٥</div> <div>SPEC</div> <div>شركة الجال للخدمات العقارية</div> <div>ASHEKMAN</div> <div>مؤسسة محمد الصالح مكتب ٣١-٤١</div> </div>
3	<div style="display: flex; justify-content: space-between;"> <div>MAC</div> <div>مكتب المحامي ابن الغضن</div> <div>المحامي حسام أديب الحكيم</div> <div>UEC</div> <div>المحامي معن قياض</div> </div>
2	<div style="display: flex; justify-content: space-between;"> <div>ZEN TRADING OFF 1 مكتب ١</div> <div>in Ten ٥/٥٥ مكتب ١</div> <div>المهندسة هند المهندسة هند المهندسة هند</div> <div>شركة هند العبدية للتجارة مكتب ١</div> <div>هادي عبدالله الحلو شركة هند العبدية للتجارة مكتب ١</div> <div>الخبير باسم فارس عقارات 01/748 725 - 03/642 715</div> </div>
2	<div style="display: flex; justify-content: space-between;"> <div>شركة سداكو ومركز مكتب ٩-١٠</div> <div>خلدون أديب الموري مترجم بالاسستانت مكتب ٥</div> <div>الدكتور خليل كرم DR. KHALIL KARAM</div> <div>شركة سداكو ومركز مكتب ٩-١٠</div> </div>
1	<div style="display: flex; justify-content: space-between;"> <div>MIP</div> <div>BELLE MARIEE</div> <div>OMT</div> <div>جدالة محمد سعيد عازدي مكتب ١٩-١٤، ١٩-١٤</div> <div>MOD for Italian Fashion Lovers</div> </div>
	<div style="display: flex; justify-content: space-between;"> <div>ستراند شوزز تصليح أحذية Shoes Repair مكتب ١٨</div> <div>شركة ستراند للتصليح مكتب ١٨</div> <div>كاتب ستراند شوزز مكتب ١٨</div> <div>BELLE MARIEE</div> <div>الوقت شركة ستراند للتصليح مكتب ١٨</div> <div>لطر شاعين مكتب ٢١</div> </div>
GF	<div style="display: flex; justify-content: space-between;"> <div>Look Lingerie</div> <div>شركة ستراند للتصليح مكتب ١٨</div> <div>EXCHANGE</div> <div>CAPRICE HADWAN BROS مكتب ٩</div> <div>حسن الحرير لهندسة مكتب ٩</div> <div>LE SAM</div> <div>إ. لهندة الشوك مكتب ٩</div> <div>PET ZONE</div> </div>
-5	PARKING / MAX

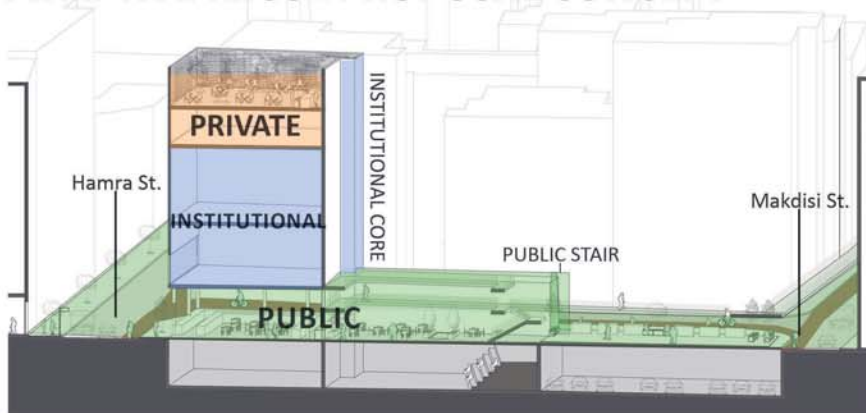
 TO KEEP
 TO REMOVE

THE STRAND / ADAPTIVE REUSE / 21_04_01

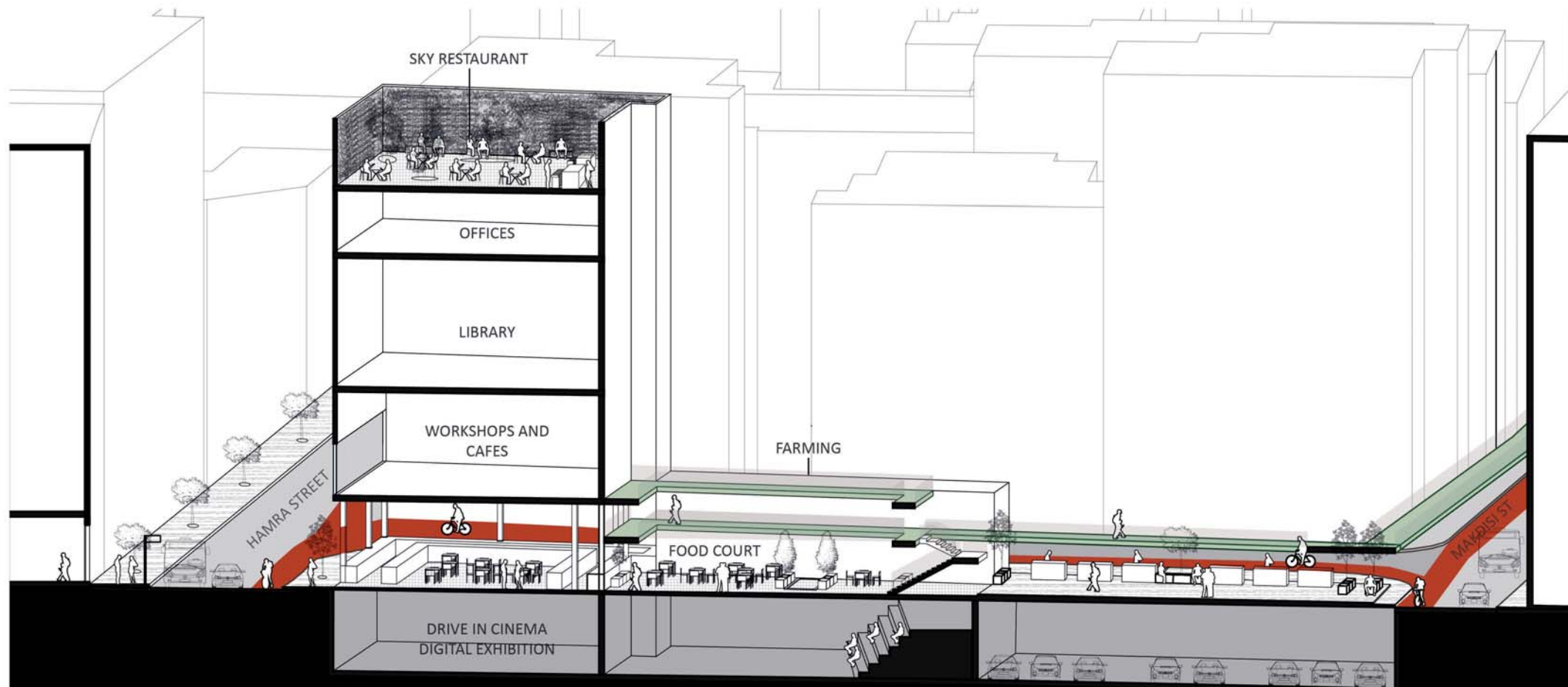
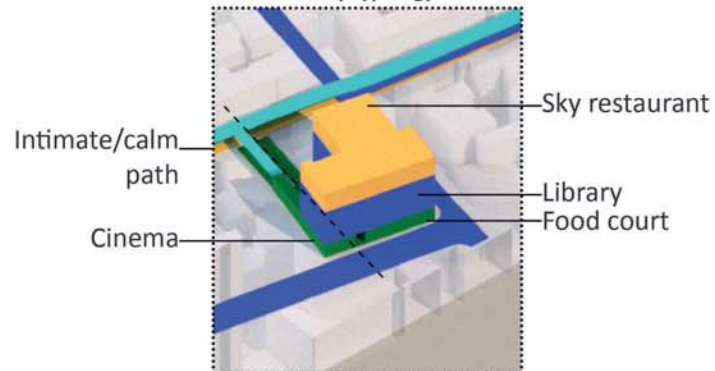
A PUBLIC-PRIVATE-INSTITUTIONAL IDENTITY



THE STRAND ADAPTIVE REUSE PROPOSAL CONCEPT



Starting point
The Strand: Block/courtyard/
fluidity typology

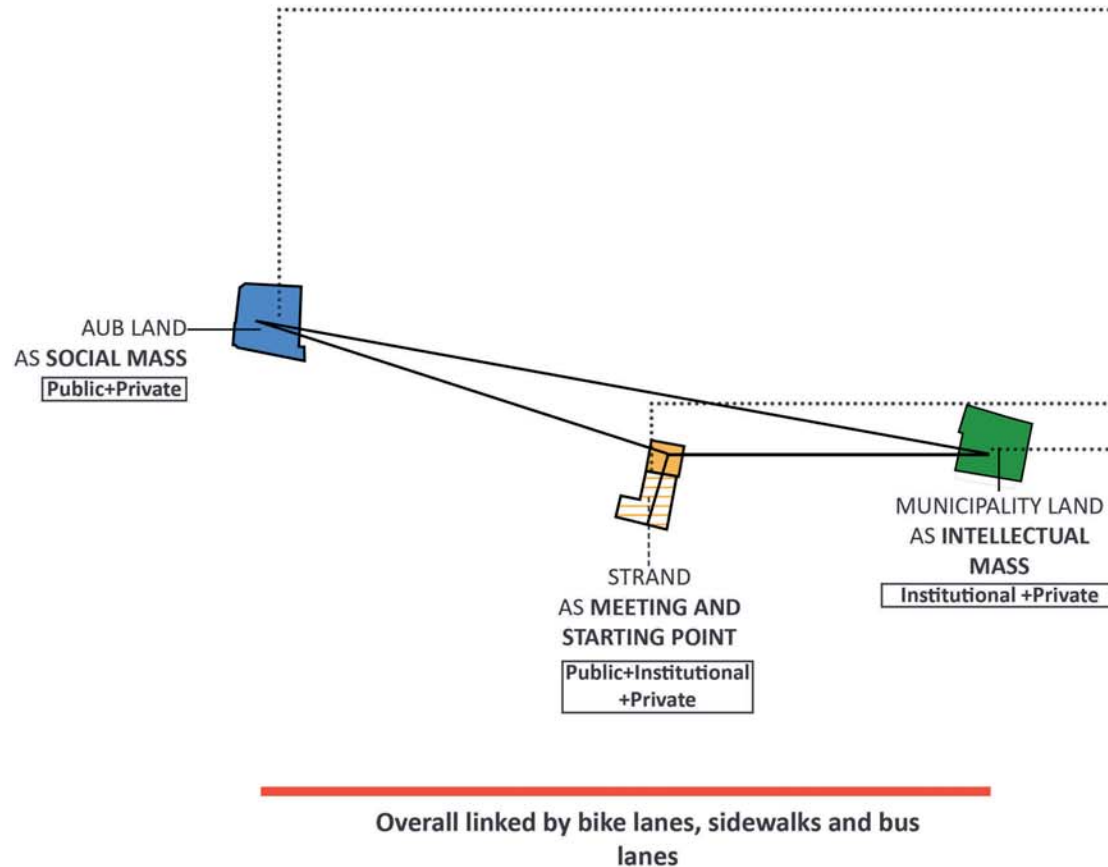


FROM HAMRA STREET TO MAKDISSI STREET THROUGH THE STRAND

THE ARTERY PROPOSAL

CREATING AN EXPERIENCE OF ENTERTAINMENT AS MAIN ATTRACTION IN HAMRA

THE ARTERY PROGRAM DISTRIBUTION



PROPOSED ANCHORS



Market/Event venue



Low cost housing to bring social diversity



Cinema



Food court



Library to bring students in



Horseshoe cafe inspiration as meeting and debating space



Antwork as coworking spaces to create interaction between workers and students

LEGEND

- Main Streets
- ▨ Calm areas
- ▭ Chosen site
- Institutional
- Private
- Public

PROPOSED ANCHORS OF ATTRACTION IN THE ARTERY ON THE STREET LEVEL, BLURRING THE LINE BETWEEN THE STREET AND THE BUILDING

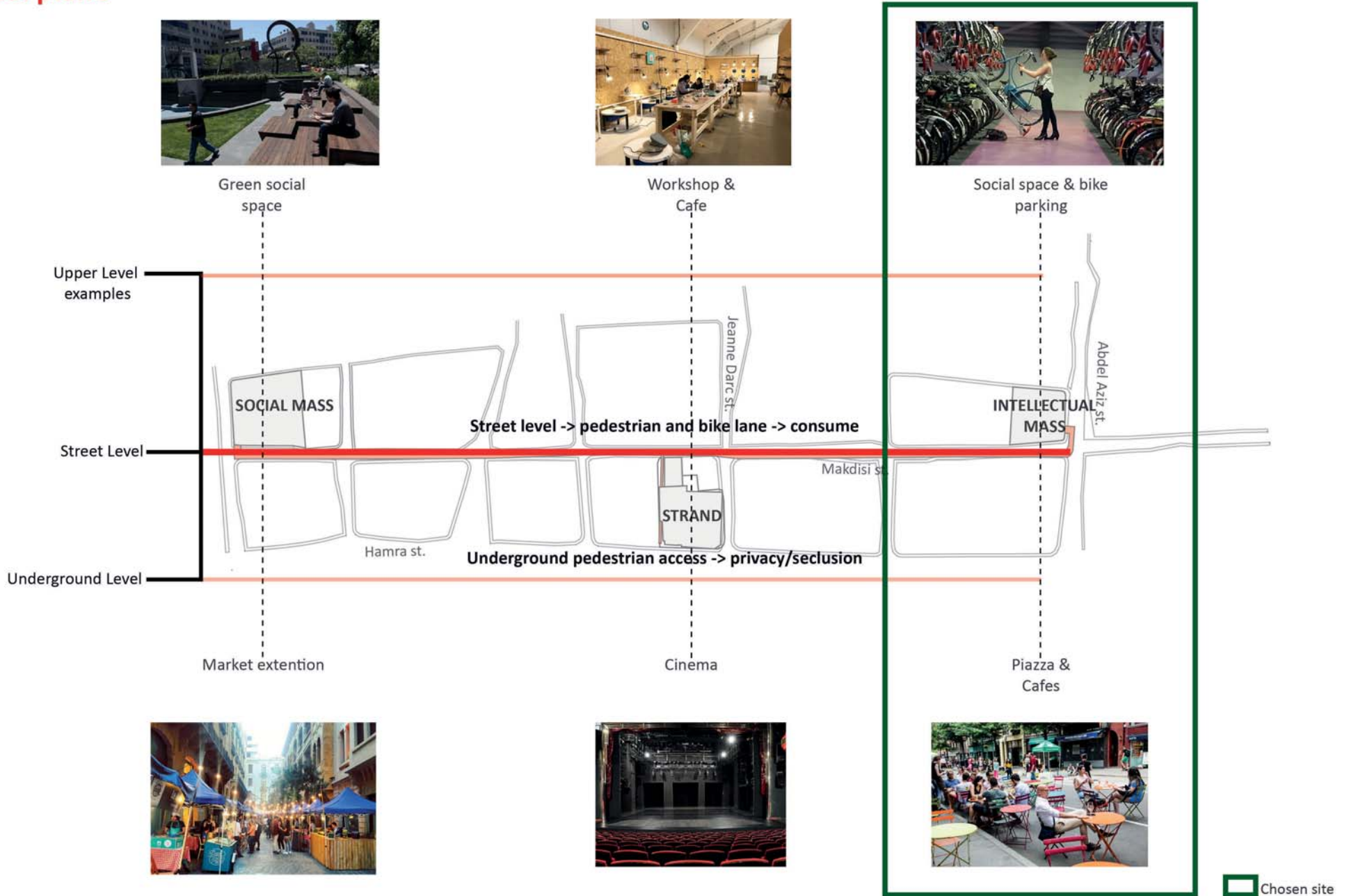
Horizontal plane



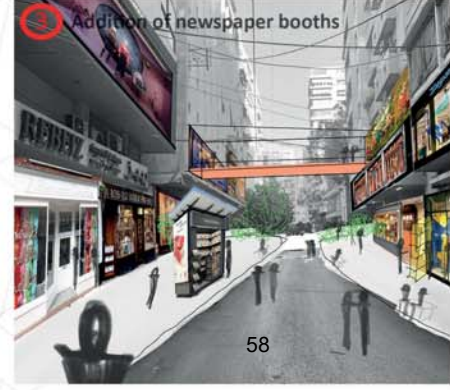
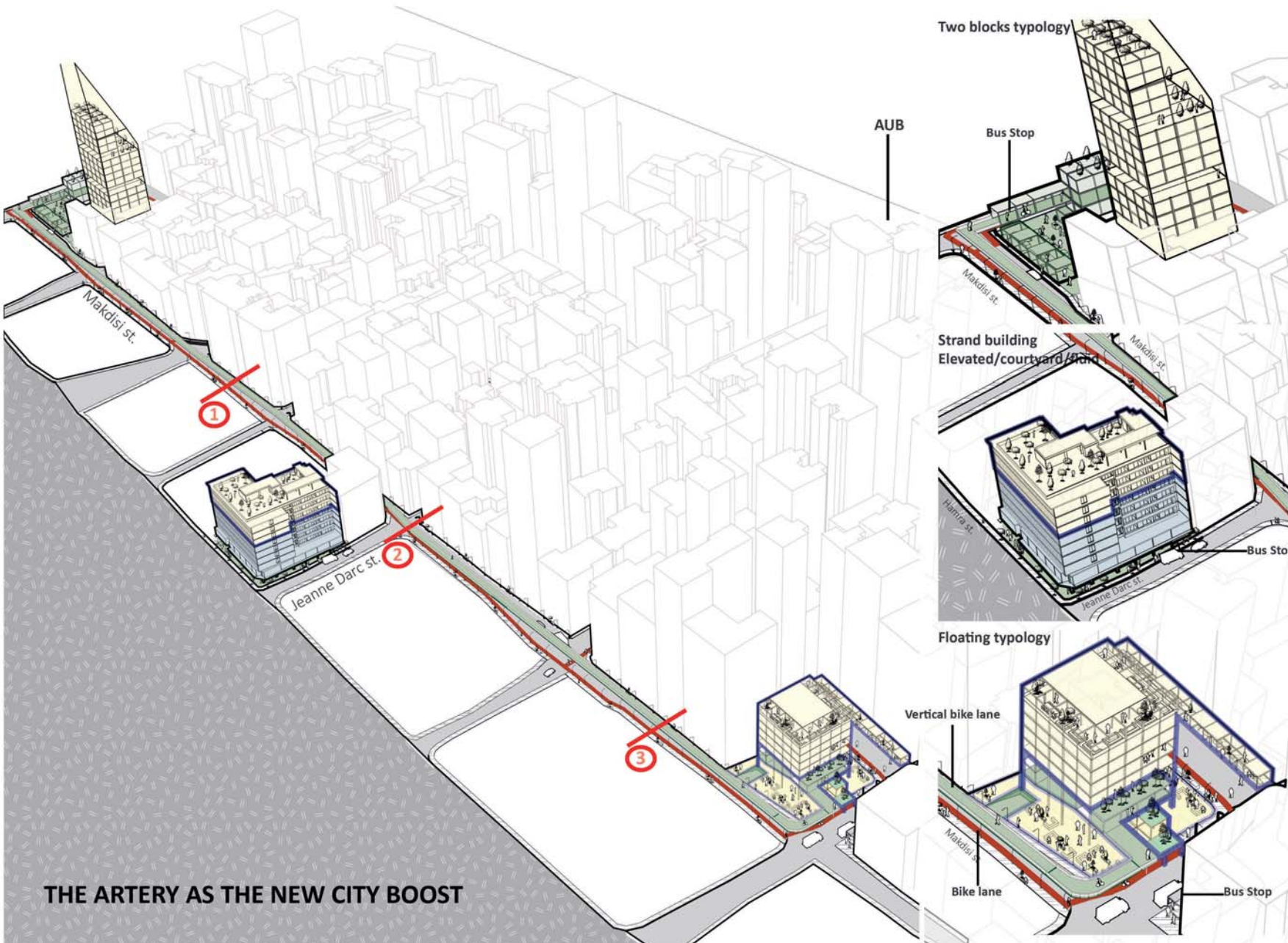
- Bus Stop
- Bike parking
- Chosen site

PROPOSED LEVELS IN THE ARTERY, TAKING THE PUBLIC AND ENTERTAINMENTS IN THE STRUCTURES

Vertical plane

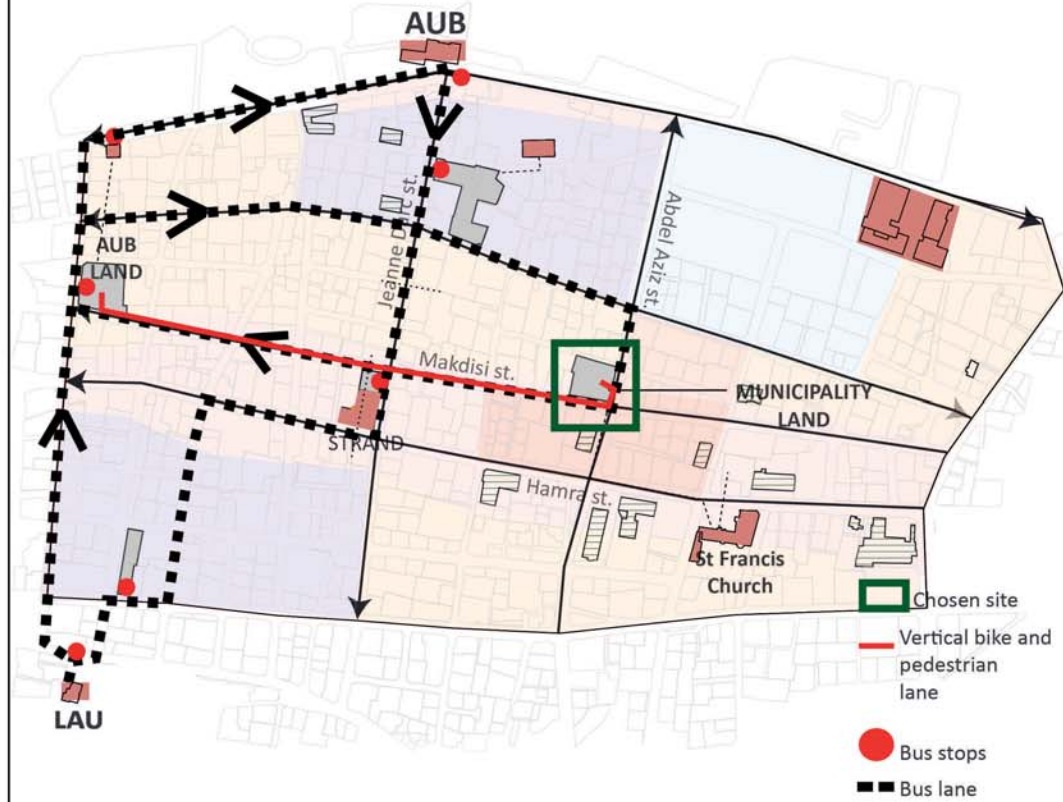


THE ARTERY AS THE NEW CITY BOOST

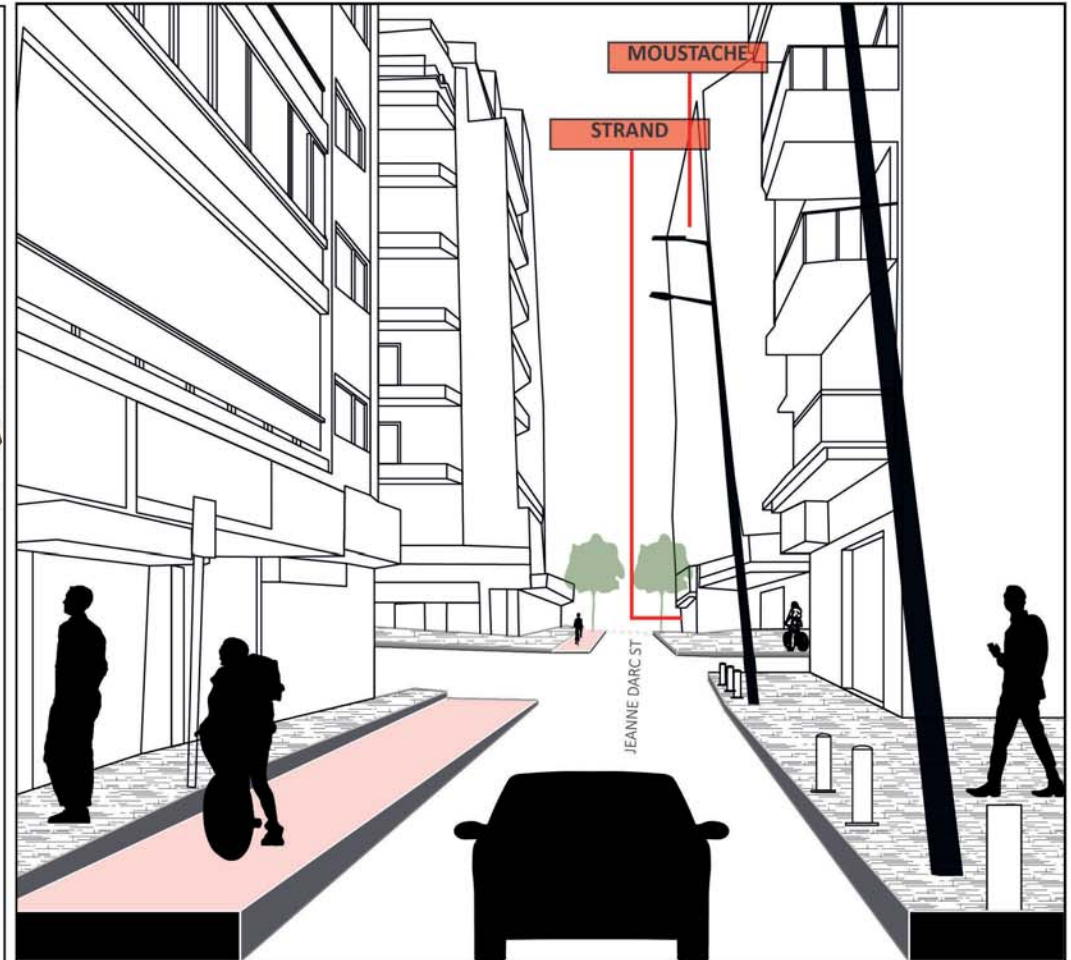


SYNTHESIS OF NEW WAYS OF COMMUTING IN HAMRA BY ADDING BIKES AND BUSES TO LESSEN THE USE OF CARS AND ALLOW FOR A SAFER PEDESTRIAN EXPERIENCE

FIXED AND ORGANIC NETWORKS EXTRACTED FROM COMMERCIAL CASE STUDIES



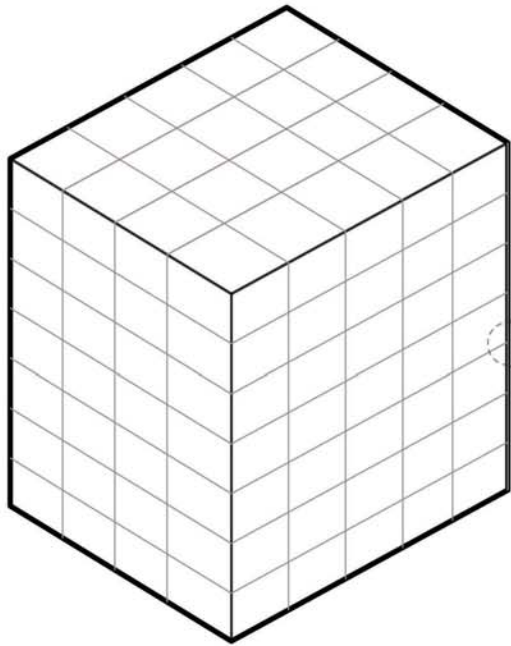
BUS LANE TRAJECTORIES AND BUS STOPS LOCATION.
BIKE LANES ALSO LOCATED ALONG THE BUS LANE



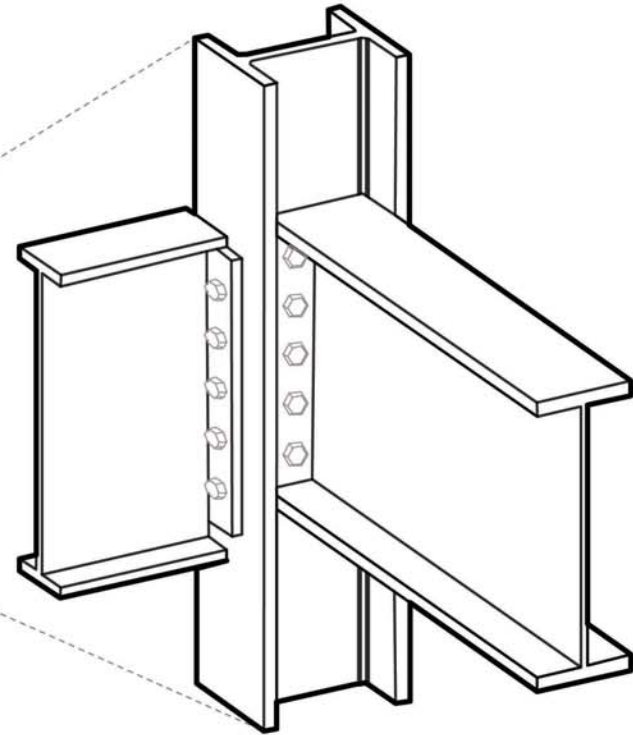
BIKING AND WALKING EXPERIENCE / REMOVAL OF CARS PARKED ON THE STREET

HOW DOES THE NEW CITY LIFE TRANSLATES ARCHITECTURALLY ON THE CHOSEN SITE

MASSING - STRUCTURE

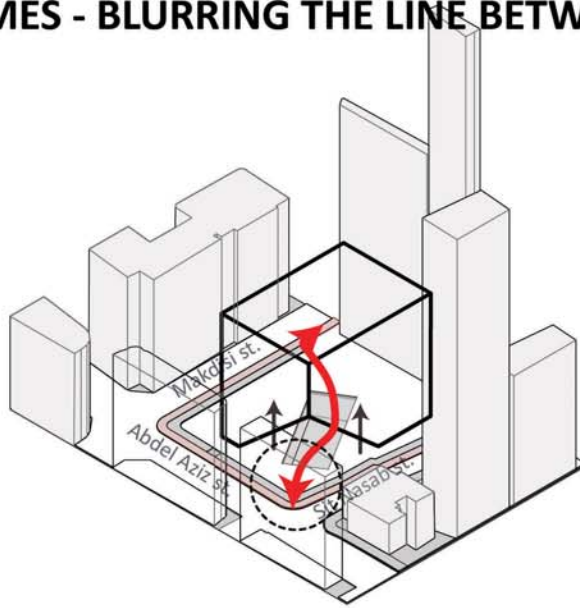


Grid structure in case of a change in partnerships
Flexible architecture

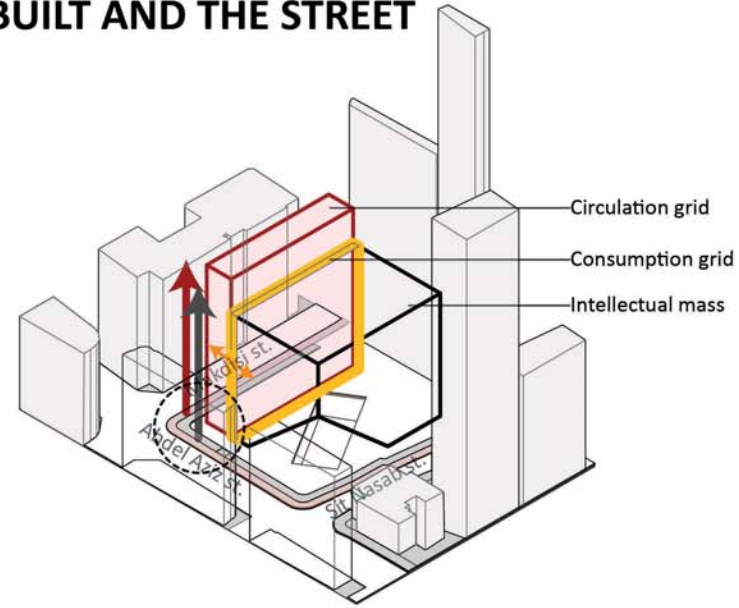


Steel columns and beams
Columns: 320 HEA (300X320mm)
Beams: IPE 360 (360X170mm)

MASSING - VOLUMES - BLURRING THE LINE BETWEEN THE BUILT AND THE STREET

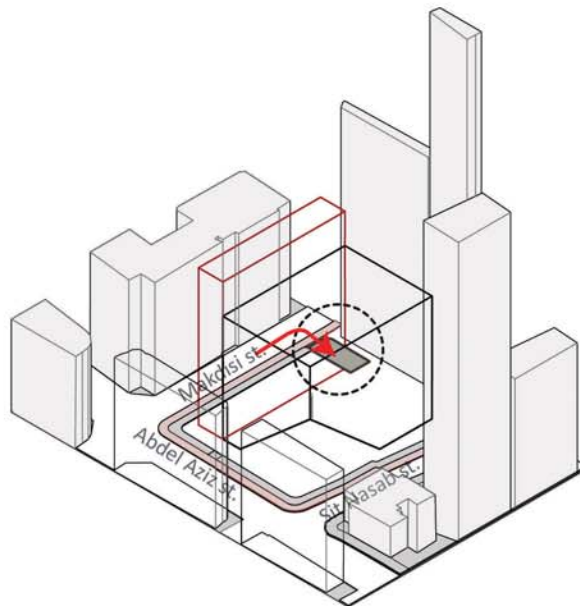


Corner site: Linking two streets with the underground
Elevating corner 1 to emphasize the link and take the street in the building

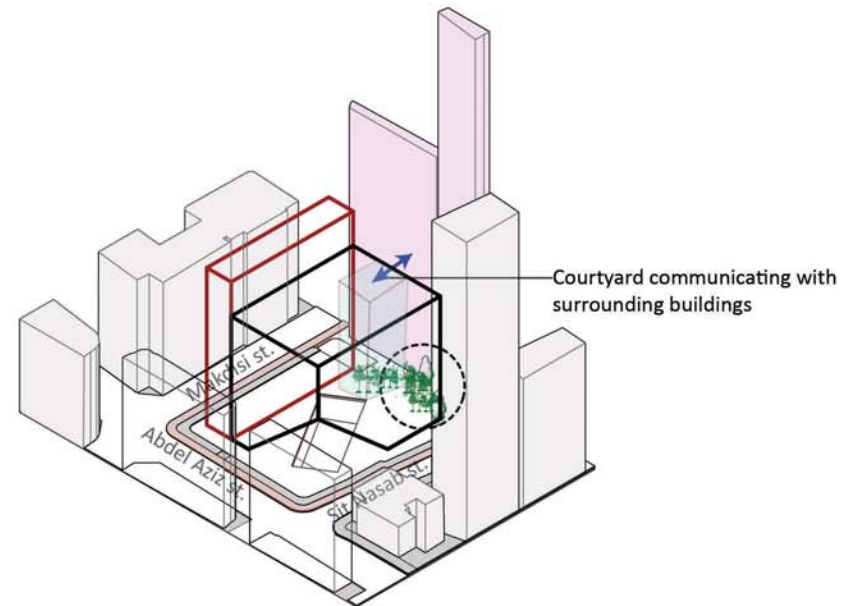


Corner 2: extending the bike and pedestrian lanes vertically to communicate with the building through elements of consumption
-> the stand grid

- Bike lane
- Pedestrian lane

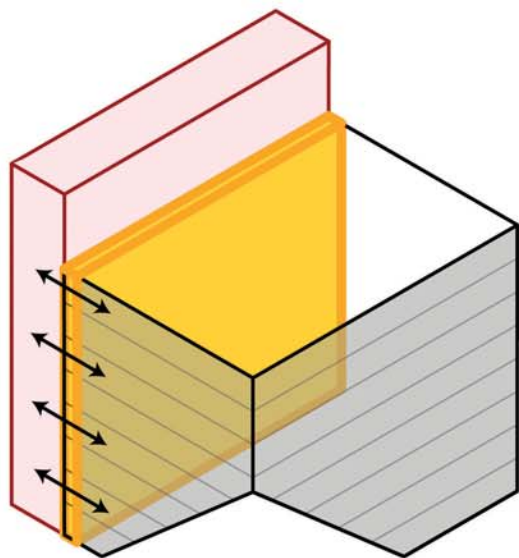


Corner 3: Parking entrance

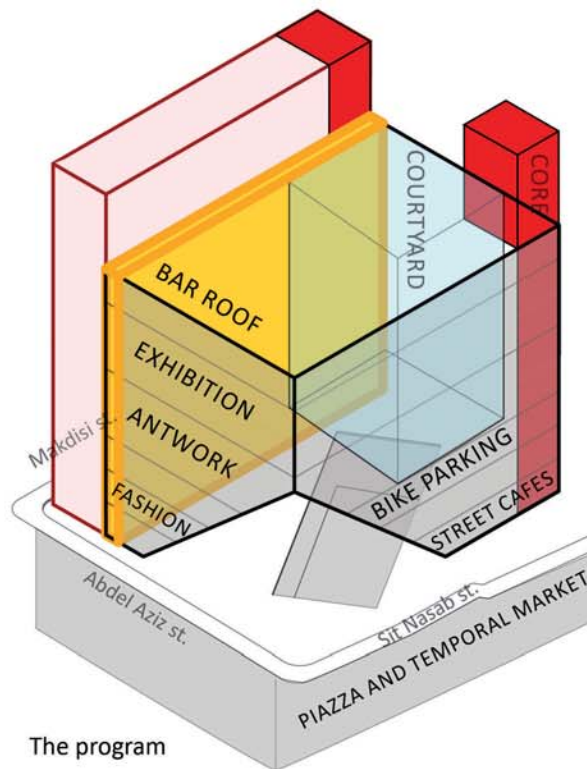


Corner 4: Green socializing area as a cafe extension

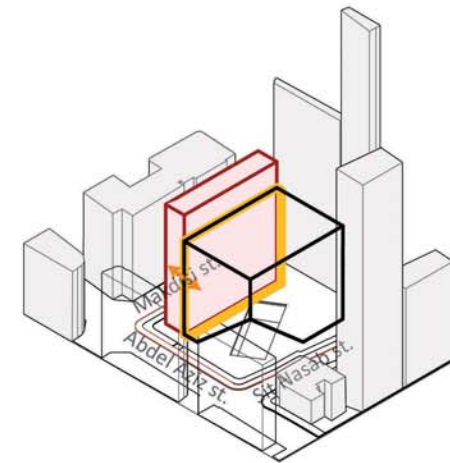
MASSING - PROGRAM



Consumption grid as interface between circulation and anchors that the building proposes in order to optimize consumption



The program



FYP | MOMENTS OF INSPIRATION

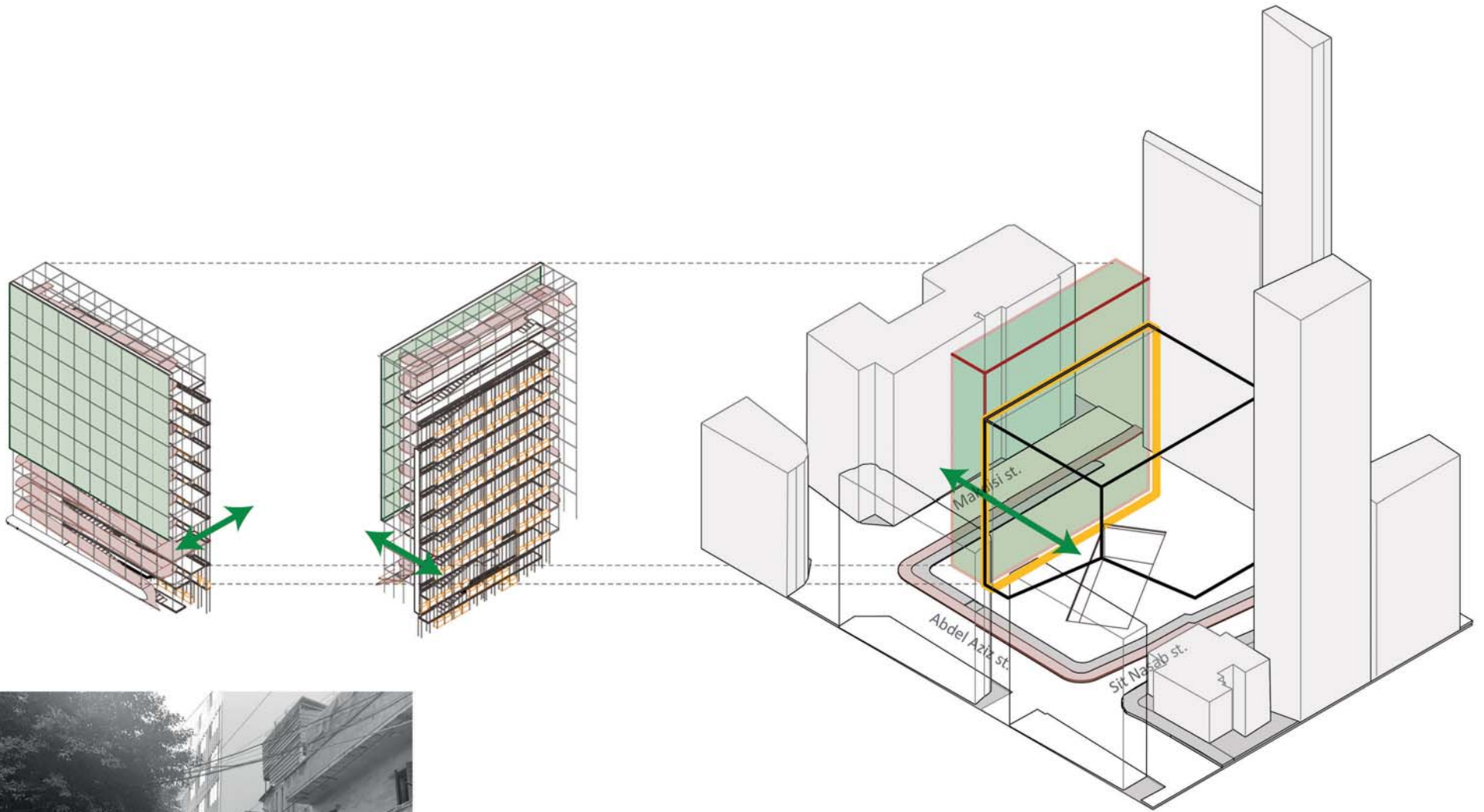


Bridges activating the interaction between street and building



Attractive displays to activate street experience and expose the dweller to consumption

MASSING - THE BREATHING/CIRCULATION FACADE



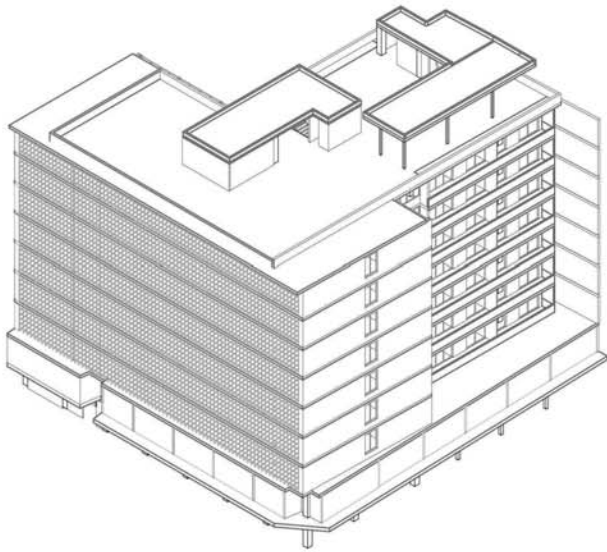
Green facade to allow for comfortable climatic conditions, a smell and sound buffer and a generator of fresh air to the mass

FYP | MOMENTS OF INSPIRATION

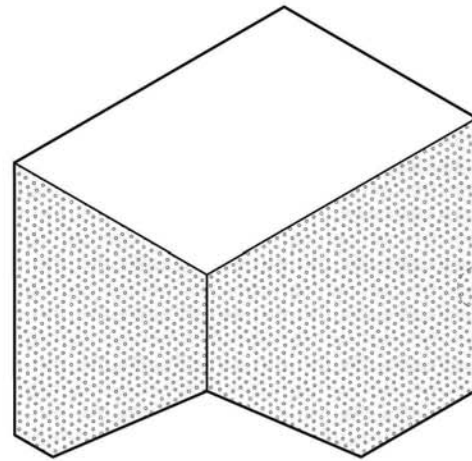


Adding green elements to the city in order to create breathing and walking areas

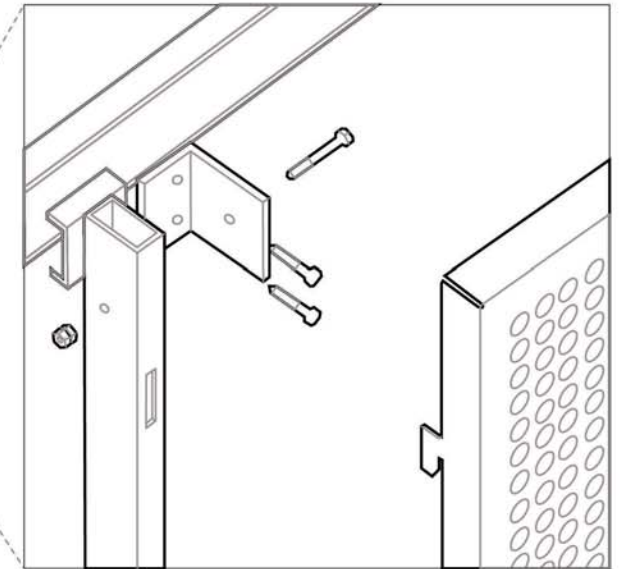
MASSING - POROUS FACADE



The Strand Cinema
Porous facade inspiration that allows views and comfortable climatic conditions

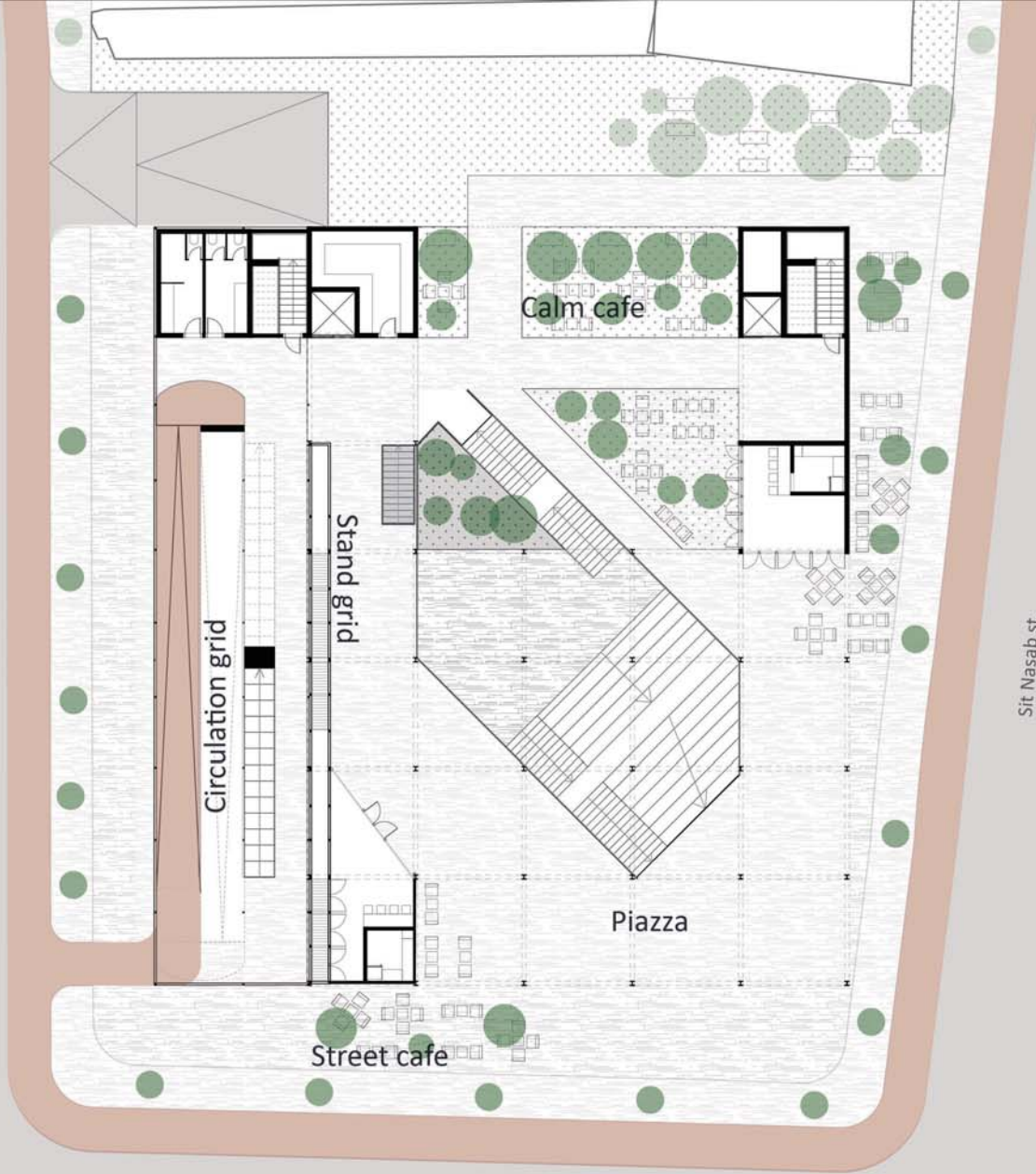


The intellectual mass facade
Porous metal facade that emphasizes the merge between indoor and outdoor



Detail of the metal sheet facade hook onto the steel beams of the building

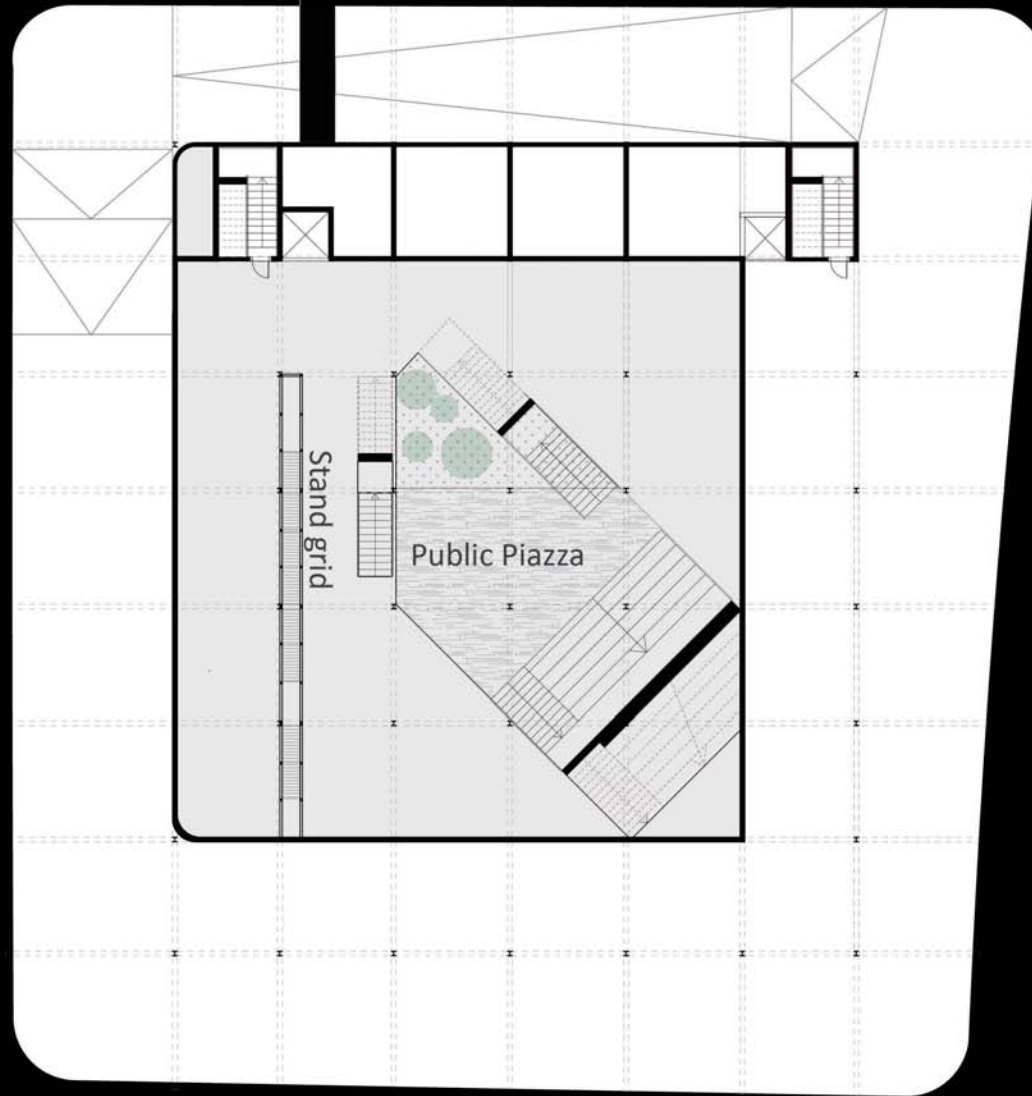
Makdisi st.



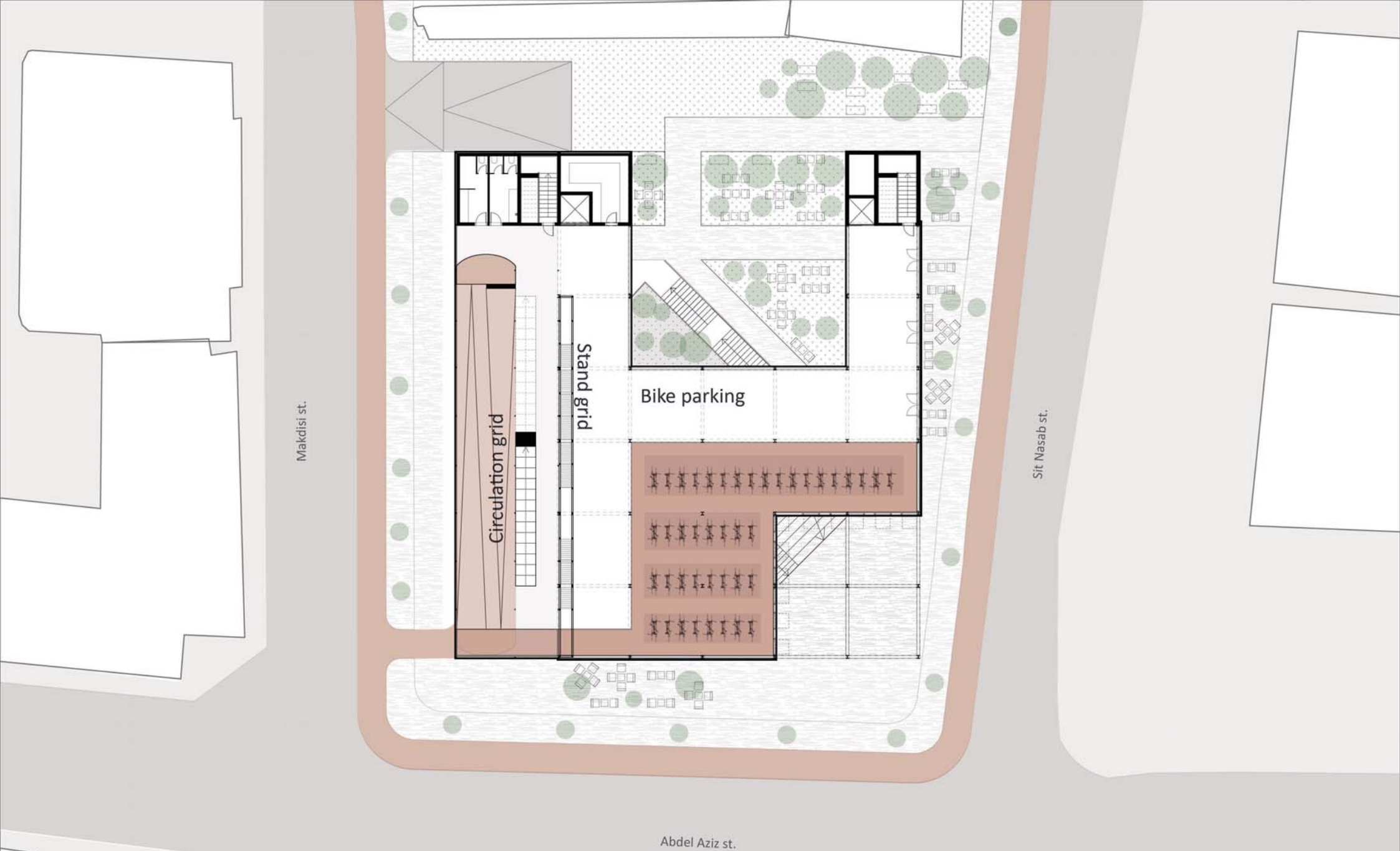
Sit Nasab st.

Abdel Aziz st.

GF PLAN - Blurring the line between built and street

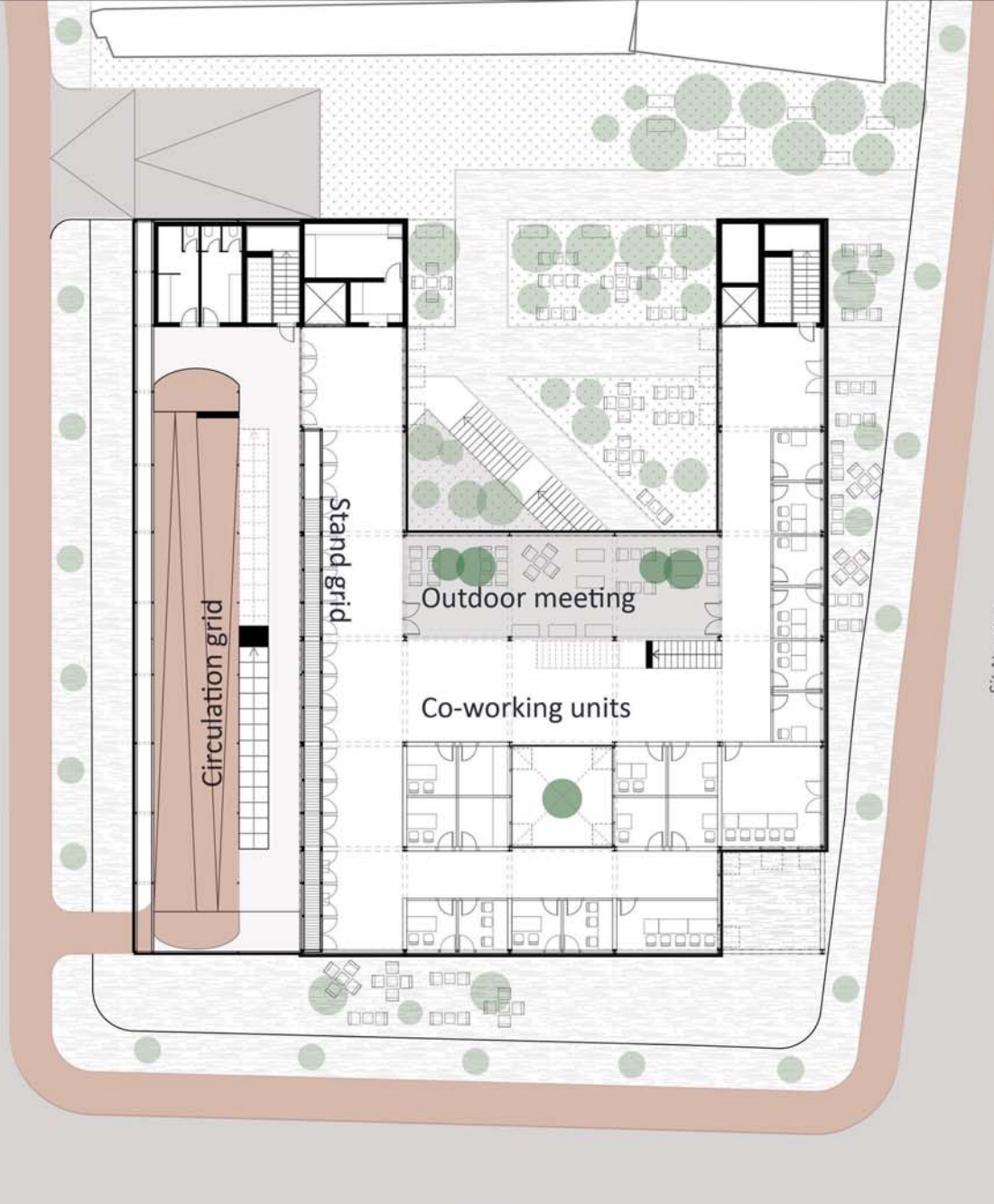


B1 PLAN - Bringing the street underground with a public activity



L2 PLAN - Bringing the street above ground with a bike parking

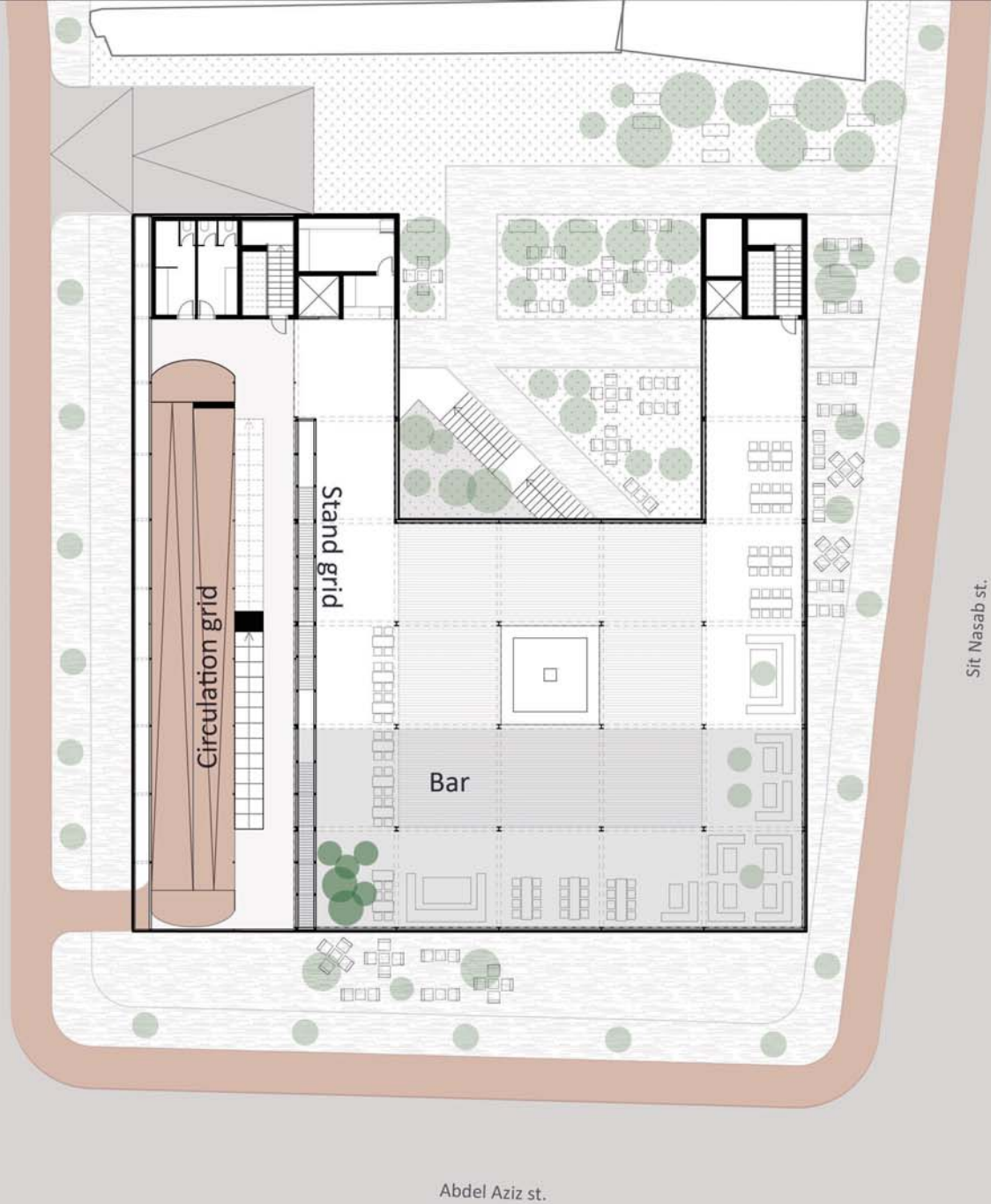
Makdisi st.



Sit Nasab st.

Abdel Aziz st.

L4 PLAN - Rentable co-working spaces



Makdisi st.

Sit Nasab st.

Abdel Aziz st.

L7 PLAN - Rooftop bar for students and working people to meet

SECTION PERSPECTIVE - Stitching Abdel-Aziz with Makdisi street



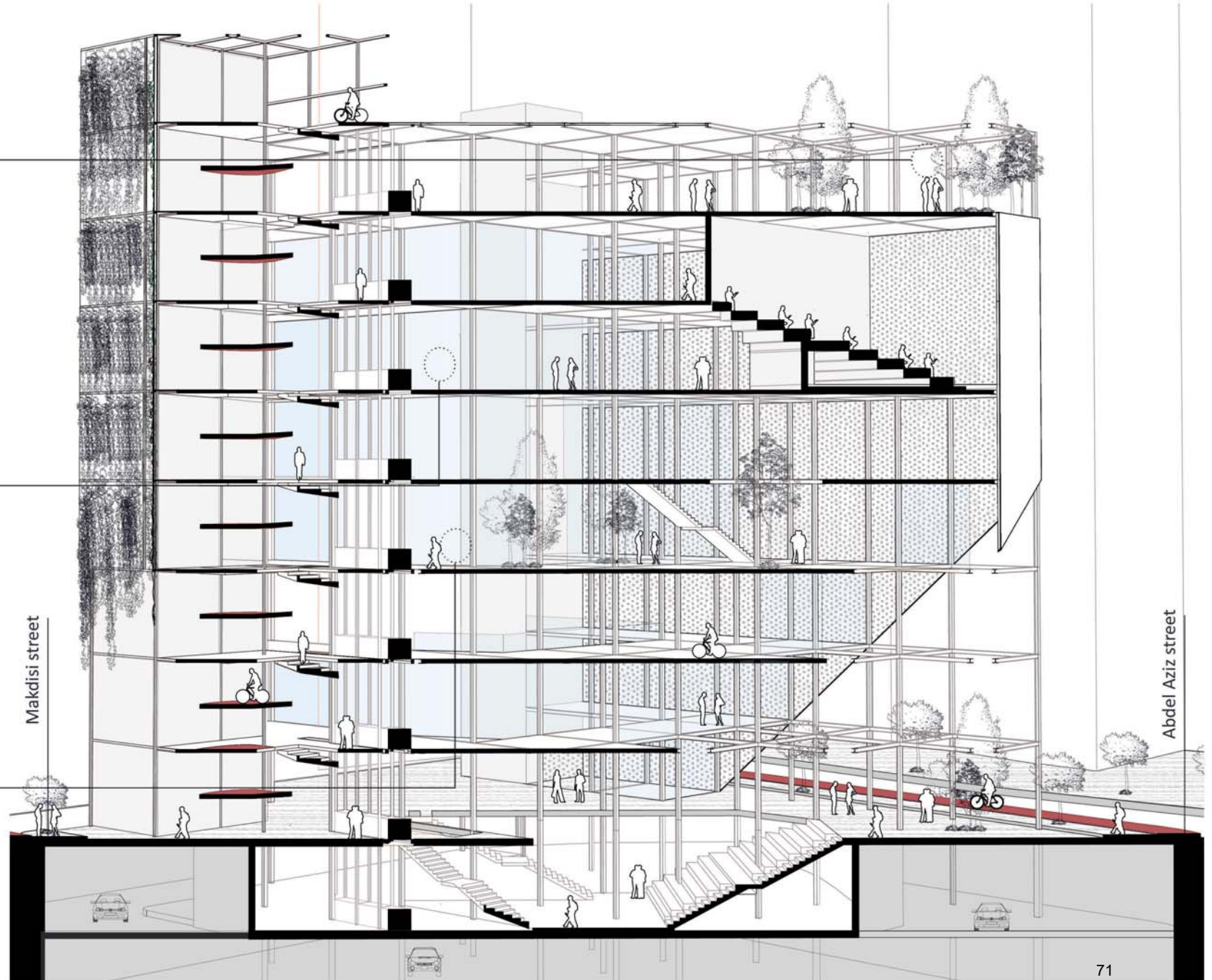
Roof Bar moment

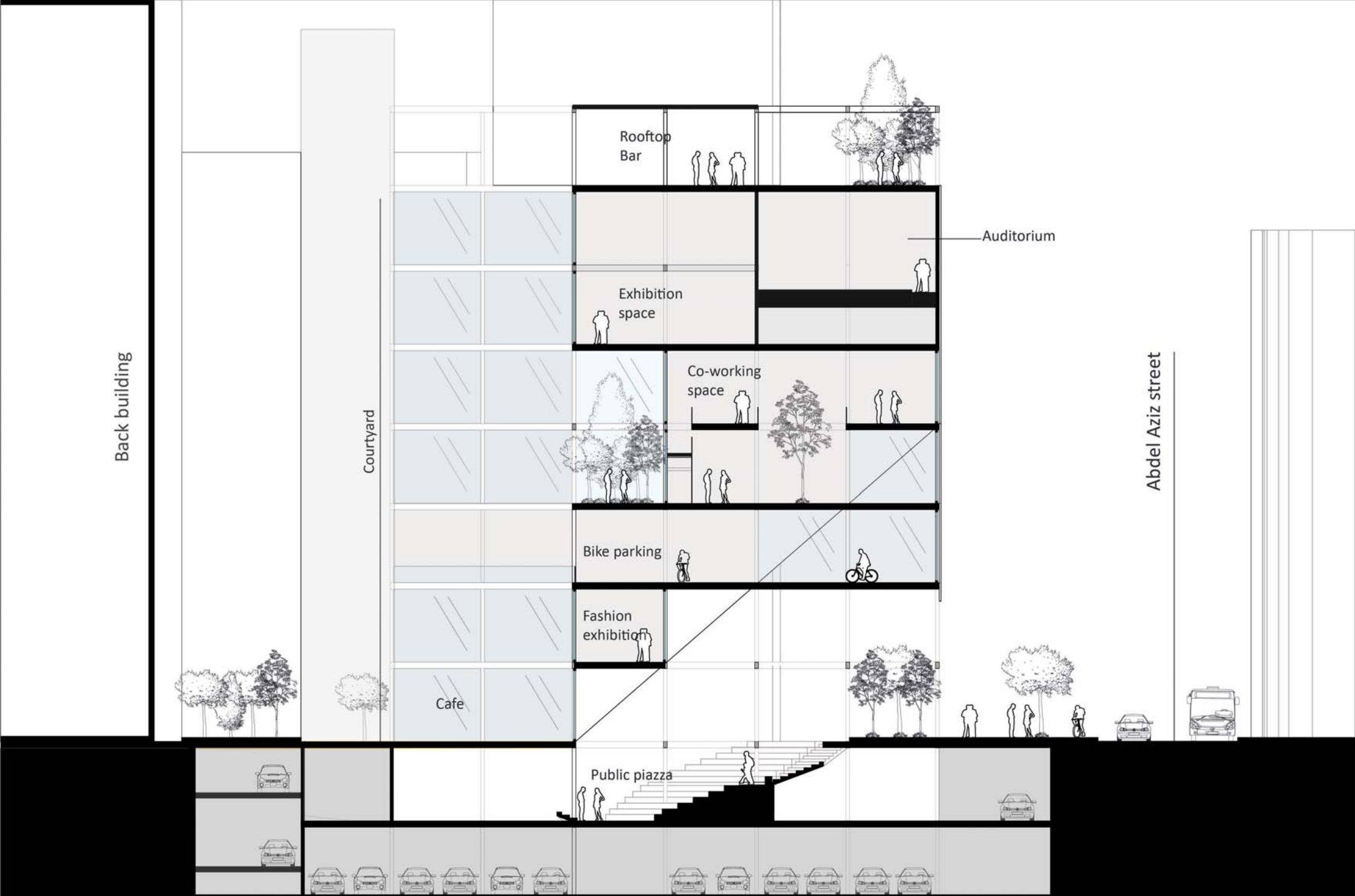


Exhibition moment



Co-working space moment





Back building

Courtyard

Rooftop Bar

Auditorium

Exhibition space

Co-working space

Abdel Aziz street

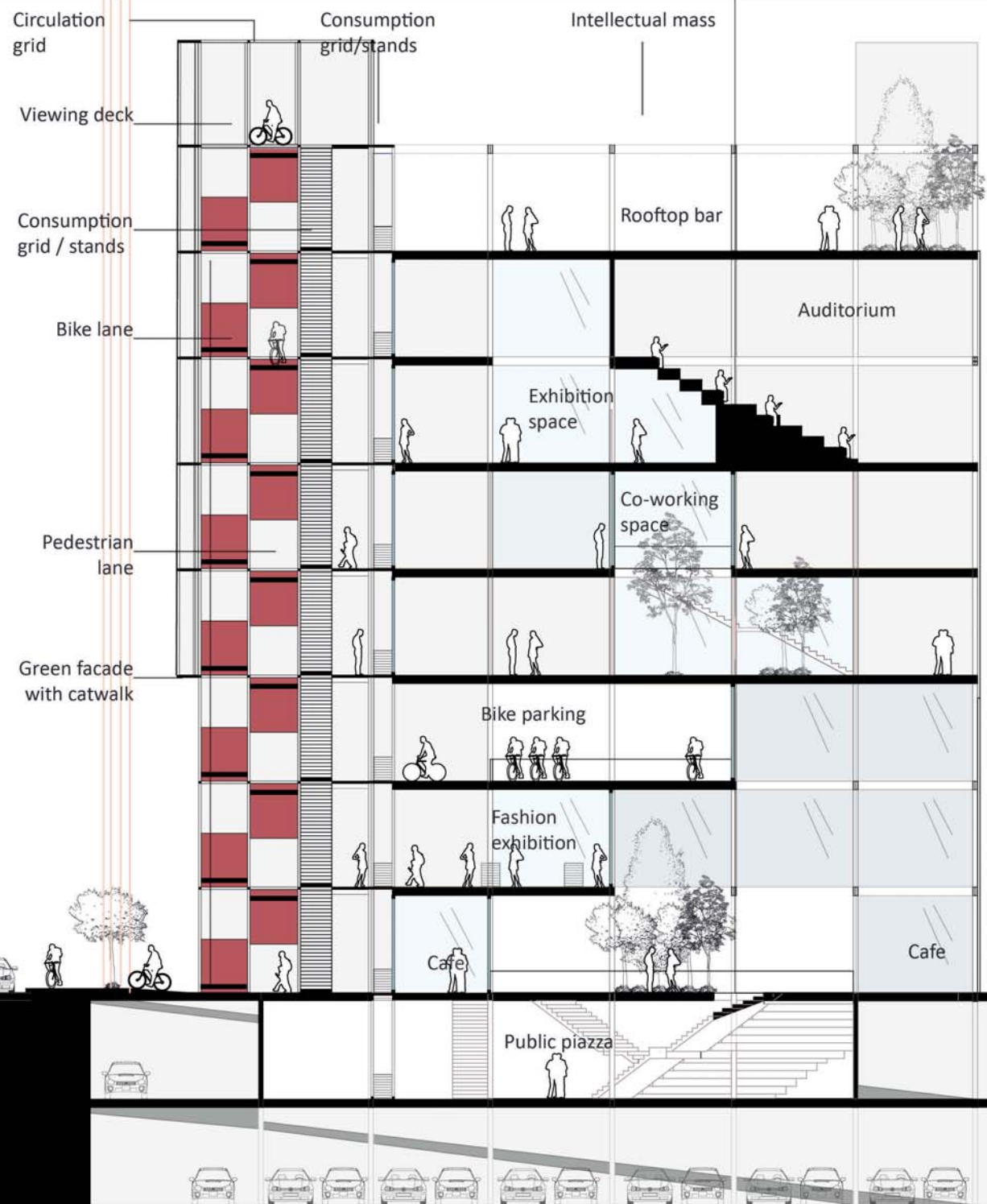
Bike parking

Fashion exhibition

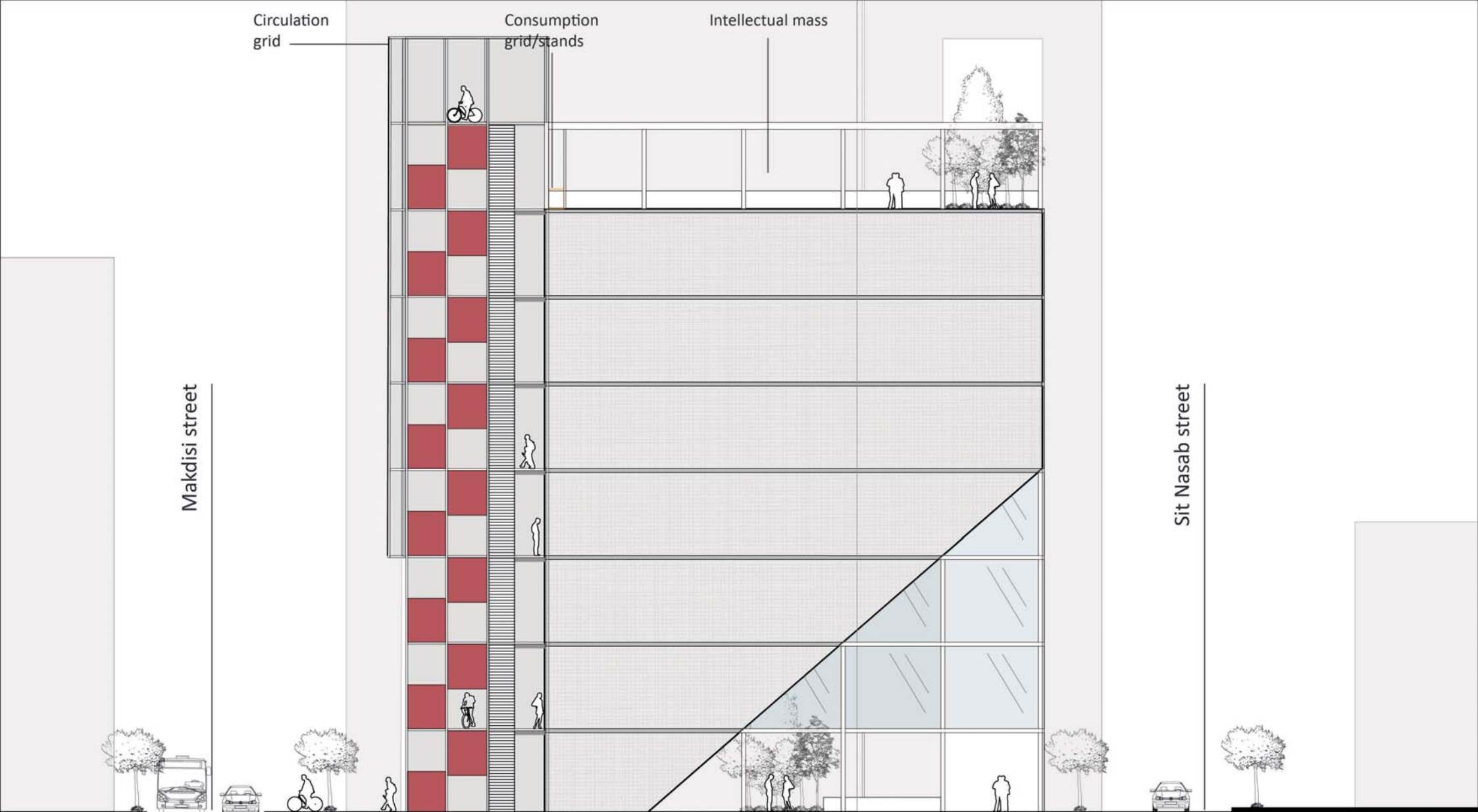
Cafe

Public piazza

SECTION AA - Perpendicular to Abdel Aziz street



SECTION BB - Perpendicular to Maksidi street



East facade - Facing AbdelAziz street, Porous facade, blurred line between street and structure



Bird eye view of the Unborder structure



Can I get some candies please?

Hey!
Look at Mat on top! He is doing some shopping
Let's go say hi..

Moment on the ground floor showcasing the smooth transition between street and building