

Apheleia – Integrated Cultural Landscape Management for Local and global sustainability

**BRIDGING ARCHITECTURAL HERITAGE, URBAN NEEDS AND MOBILITY,
THROUGH REFUNCTIONALIZING STRUCTURES AND SPACES. MAJOR DILEMMAS.**

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The industrial era in Europe, in which medieval towns transformed its image and functioning, or even brought the creation of new towns.

This period of the 19th and 20th centuries significantly shaped the face of number of cities, often imprinting them unique character.

With the decline of many traditional manufacturing sectors, which began in the developed countries of Europe in the early 1970's, but in Czech Republic 20 years later, numerous production facilities were abandoned in many industrial cities.

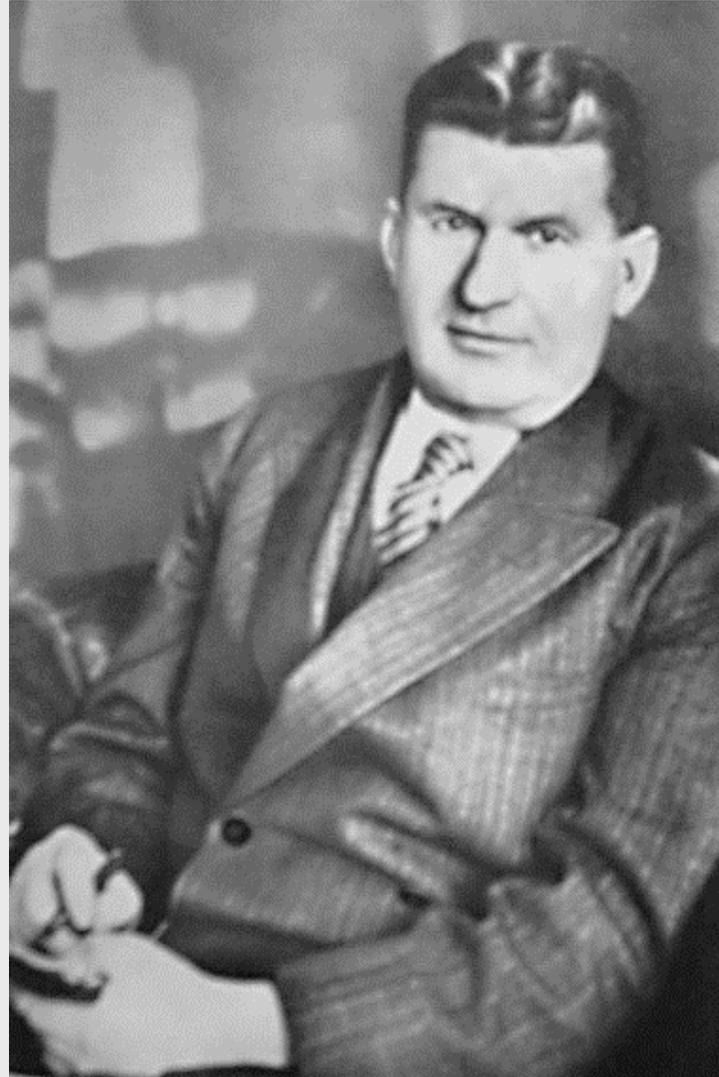
The cities and their industrial zones underwent a process of economic transformation and functional and spatial restructuring.

Is it possible to connect the rescue of industrial heritage with the sustainable development of city ?

The question is asked not only by city councils of industrial cities but also by numbers of architects and urbanists, by owners of factories and by their inhabitants.

ZLÍN - A MODEL INDUSTRIAL CITY

Zlín , a town in the southeast region of Moravia , is one of the European and maybe even the world's most unique heritage. It represents a rare type of urban unit, constructed according to the plans of Tomáš Baťa, an authoritative builder, who conceived them between the two World Wars.



Zlín is a modern industrial city founded by the great industrial entrepreneur and manager Tomáš Baťa.

By building Zlín, the owner of the country's largest shoe making industrial giant, a typical representative of the international capitalism, implemented the Utopian visions of the left-wing architects and intellectuals.

Rectangular system of streets and their names were inspired by urbanisme of american cities.





BUDUJEME VELKÝ ZLÍN
BOUJEME MINULÉ STOLETÍ
PROVÁDÍME REGULACNÍ PLÁN

KUP PRACUJÍCÍ
NEDEJME DUŠI

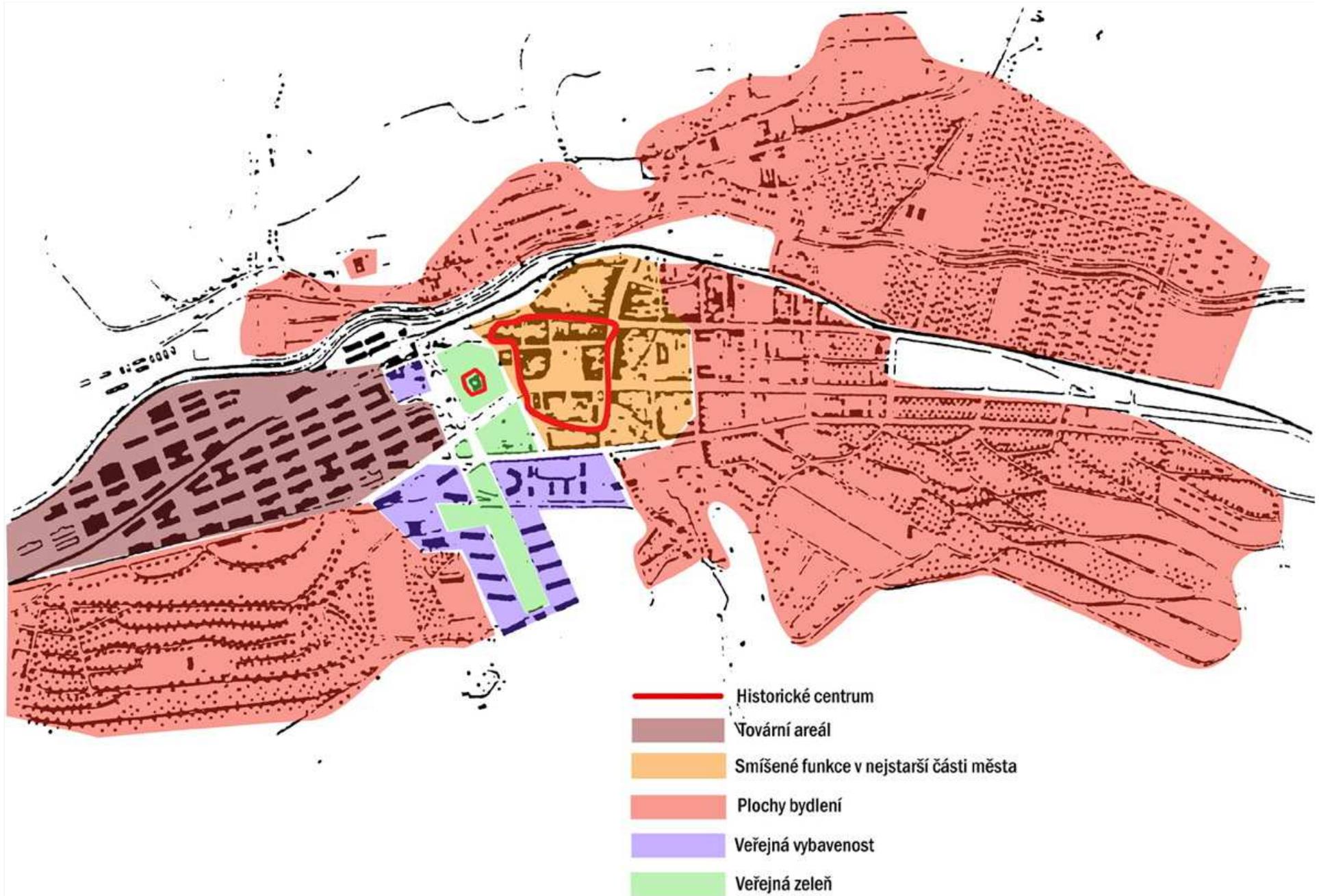
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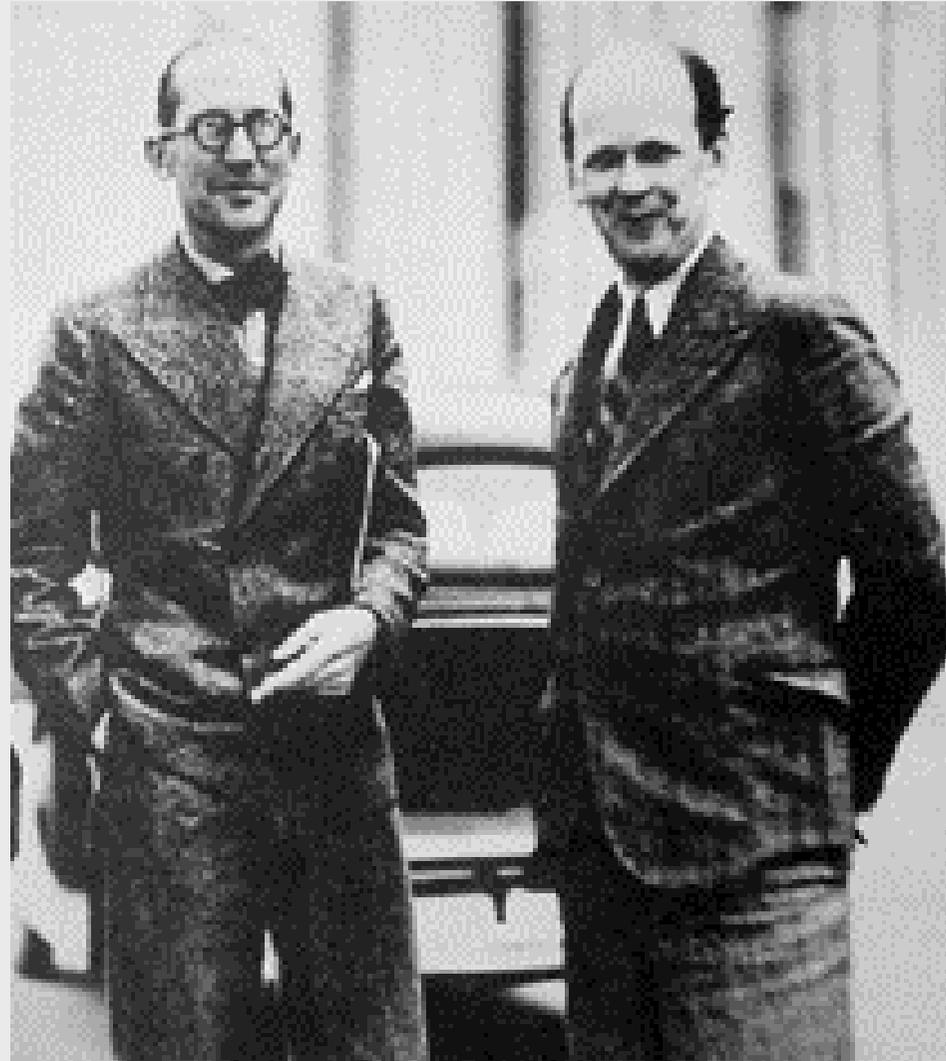
The industrial town of Zlín was built for a community united by the ideology of positive work. It was well-conceived and elaborated urbanism that brought to each component of the urban organism (industries, residential zones, education, public conveniences....) the chance of a further development.



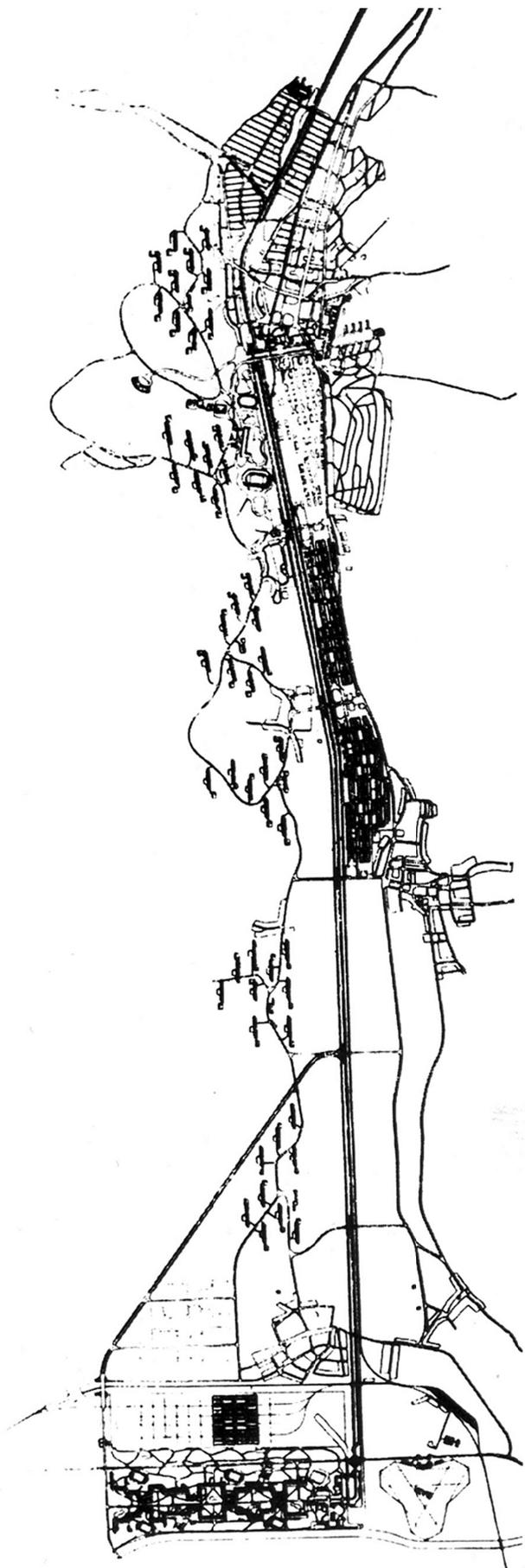
The city development in the valley of river Dřevnice bears a striking resemblance to Tony Garniers' linear city

In the above displayed urbanism, traces can be found of the ideal project of a linear city “ Tony Garnier’s *cité industrielle*”, whose concept of zoning is close to the one used in Zlín, mainly in its clear division of the working and residential zones and in the importance of social institutions.

However Bata's Zlín, like the *cite*, is also conceived as a social organism, community of work and an ethical phenomenon. Zlín's architecture has been set up to high cultural standard since its very beginning.



No only Zlín's famous architects participated on projects for a model industrial city. We could mention Le Corbusier, in the picture seen with Bohuslav Fuchs.



Le Corbusier, Projekt na regulaci Zlína, 1937
Le Corbusier, Project of regulation plan of Zlín, 1937

In a commentary by F.L.Gahura, one of the outstanding architects of Bata's Zlín, in the newspaper Stavitel (The Builder) No.14 entitled " Building Bata's Zlín" we can read the following lines:" **Since the beginning of the town's development, we wanted its style to be built upon an industrial architecture, as new forms to express the way in which an architect views work and life in an industrial city.**"



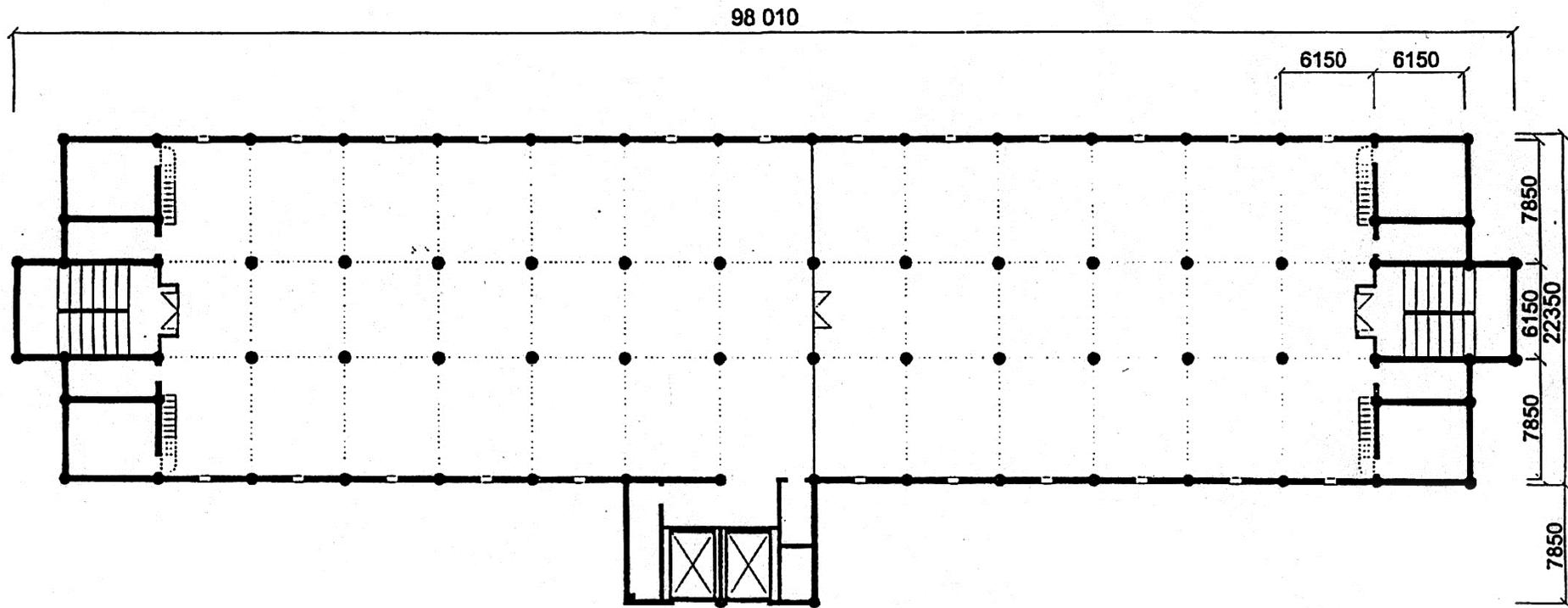
The picture shows the square in the twenties called „work square“ with public equipments and entrance to the factory.

Factory building is the *leitmotif* of Zlín's architecture.

This motive is repeated in different variations even in public buildings too. An architect has always had to use all his inventive power to cope with complicated adaptation of factory construction standard arrangement to public building (module 6.15m by 6.15m).

Budova 14

Příloha č. 1



Universal multi-floors buildings of a concrete construction on modul 6,15x6,15 were applied in various buildings.

For this reason, the outside appearance of Zlín's architecture is characterized as unity of style with many variations.

Community House, Dormitories of Apprentices, Study Institute,
Department Store, Administrative Building

However, material and formal unification implies the danger of monotony, uniformity and schematism, which could mostly affect the premises of the factory and housing units.

One of the best-known methods generally used to prevent this danger was using green vegetation in the town. A certain role in the construction of Zlín was played by the philosophy of a modern town in green vegetation derived from an English concept of Garden Cities.



Plenty of green space was inspired by „ city garden“.

The Zlín urbanism has kept its specific character being situated in the landscape among the foothills of Valachian region in Moravia.





Workers lived in houses in the residential zones.



By their area, arrangement, and hygienic comfort, Bata's houses met the demands of the avant-garde, including those upon standardization, industrialization, planning and economy. Standard detached house type was reduced to utmost architectural minimum, with an analogy hardly to be found anywhere else. Even with these strict limits, they never lost the character of an architectural work.

Even in the period after the World War II, the managerial rationalism of the Zlín's builders refers to local building tradition and can be considered as one of the most significant achievement of urbanism and architecture of that time and region. This development is considered as one of the greatest works of the Czech post-war urbanism and architecture.

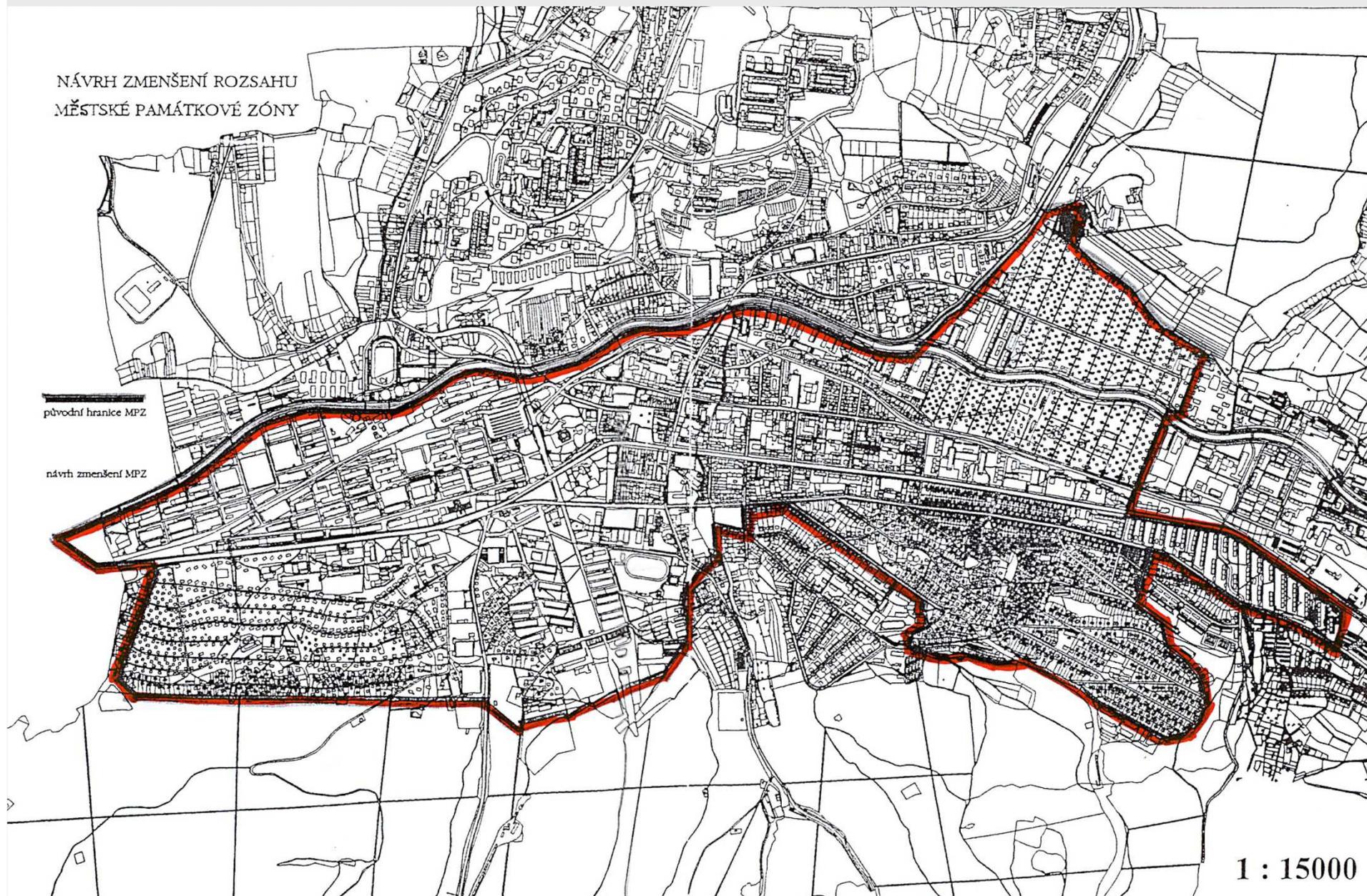
An example of the Collective House by the architect Voženílek.
Today converted into apartment house, eating and city exhibition
space.

In this space was organized International conference about Zlín's
exceptional heritage (in 2013) by french society Rencontre.



At the beginning of the 1990's, recognized urbanism and architecture of the city of Zlín received support from the state as the city was included in the List of protected urban zones. This was to preserve, above all, the value of a specifically created town of modern architecture.

NÁVRH ZMENŠENÍ ROZSAHU
MĚSTSKÉ PAMÁTKOVÉ ZÓNY



At the beginning of the 90s Zlín architecture was declared as protected city zone.

All the buildings, even those not included in the list of protected monuments, are remarkable works by the architects and at the time of their construction, they were progressive in terms of expression, material and technology.

In the 2008 Zlín, a model industrial city received an label of European Heritage and it was inscribed on UNESCO Tentative List.

The changes in our society over the last two decades have had their effect upon the town and its architectural and urban richness. This has resulted in numerous production and public buildings being vacant and ready for potential reuse. Even some has been demolished.



In the future, an conceptual approach should be adopted particularly to convert of the production and public buildings. It should set clear rules for behavior in each part of the protected urban zone. This is the way to preserve these values.

The renovation and conversion approach has also been influenced by changes in the ownership structure of the buildings.

These have reached the stage where repairs are inevitable. The original owners (the city council and factory) had no funding available, and perhaps no will either, to do this. The new owners, stakeholders have not been sufficiently informed about the restrictions given by the existence of an protected urban zone.

As the topic of this presentation suggests there are dilemmas in the process of bridging architectural heritage and urban needs through refunctionalizing structures and spaces. Never the less as you can see on this example, former factory buildings, which were originally in the heart of the city, are being temporarily used or in the process of rescue nowadays.



The reconstruction of multi-story administrative building no. 21 designed by architect Vladimír Karfík is now housing a regional administration office.





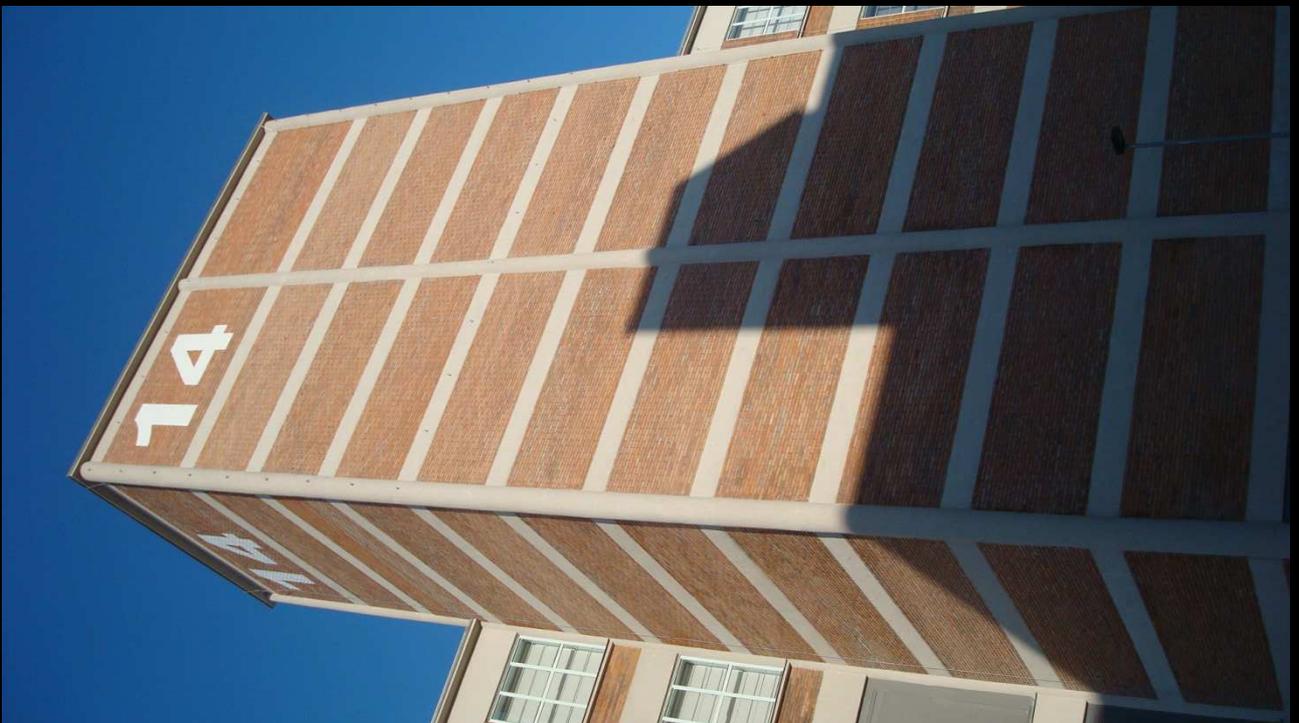
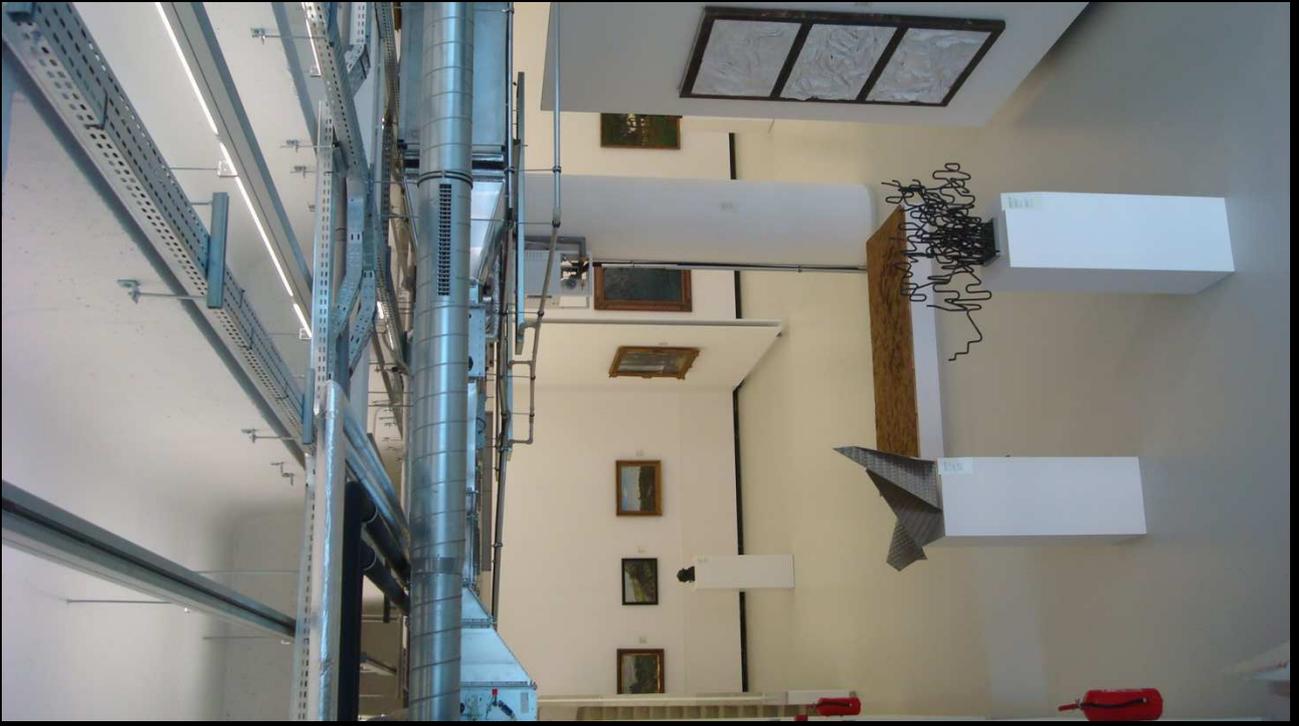


Re- use of former industrial bulding No23 as the Business and
Innovation Center





Re-use of former industrial buildings No 14, 15 as Gallery and Library



These examples of refunctionalization of existing structures demonstrate conceptual approach. Previous experience can be an important asset of architects and designers, in the process of revitalisation and search for new appropriate functional use.

All examples of conversions, as part of the sustainable development, require high quality management of industrial heritage , involvement of stakeholders in the process of protection and reuse, participation of owners and engagement of city council.

Looking for the ways of rescue of this unique heritage, and by its revitalization adding a new dynamism to the town. These are one of the tasks that students at the Brno Faculty of architecture work on in their specialised studio.

ANALYZA

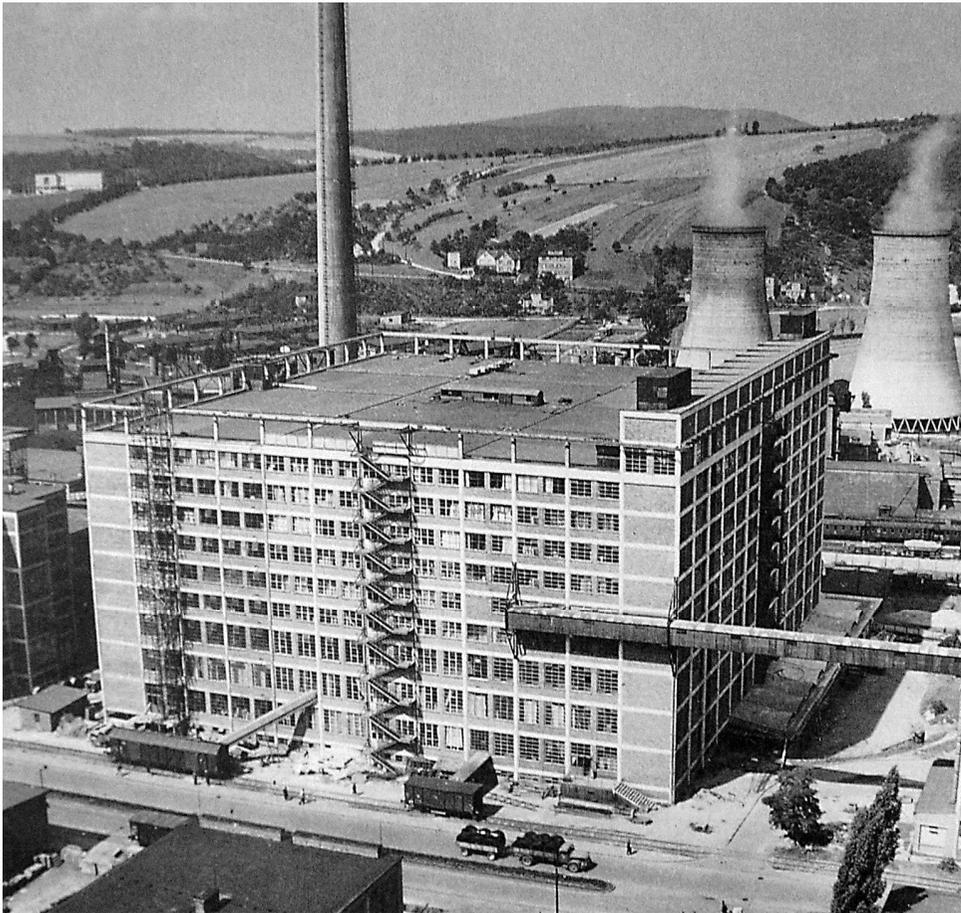
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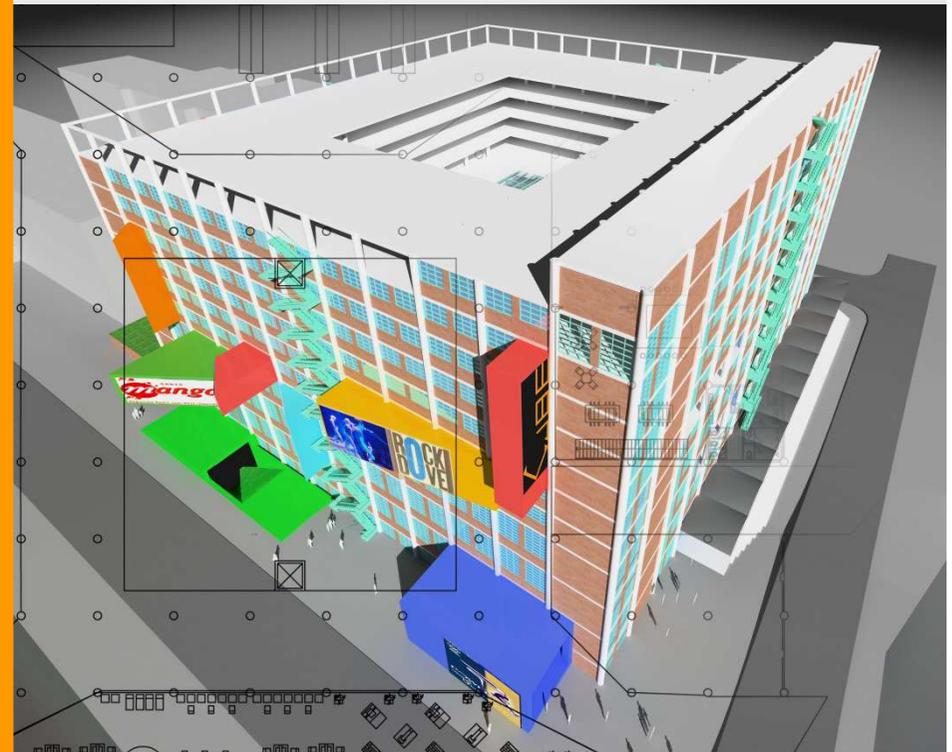
Atelier de reconstruction

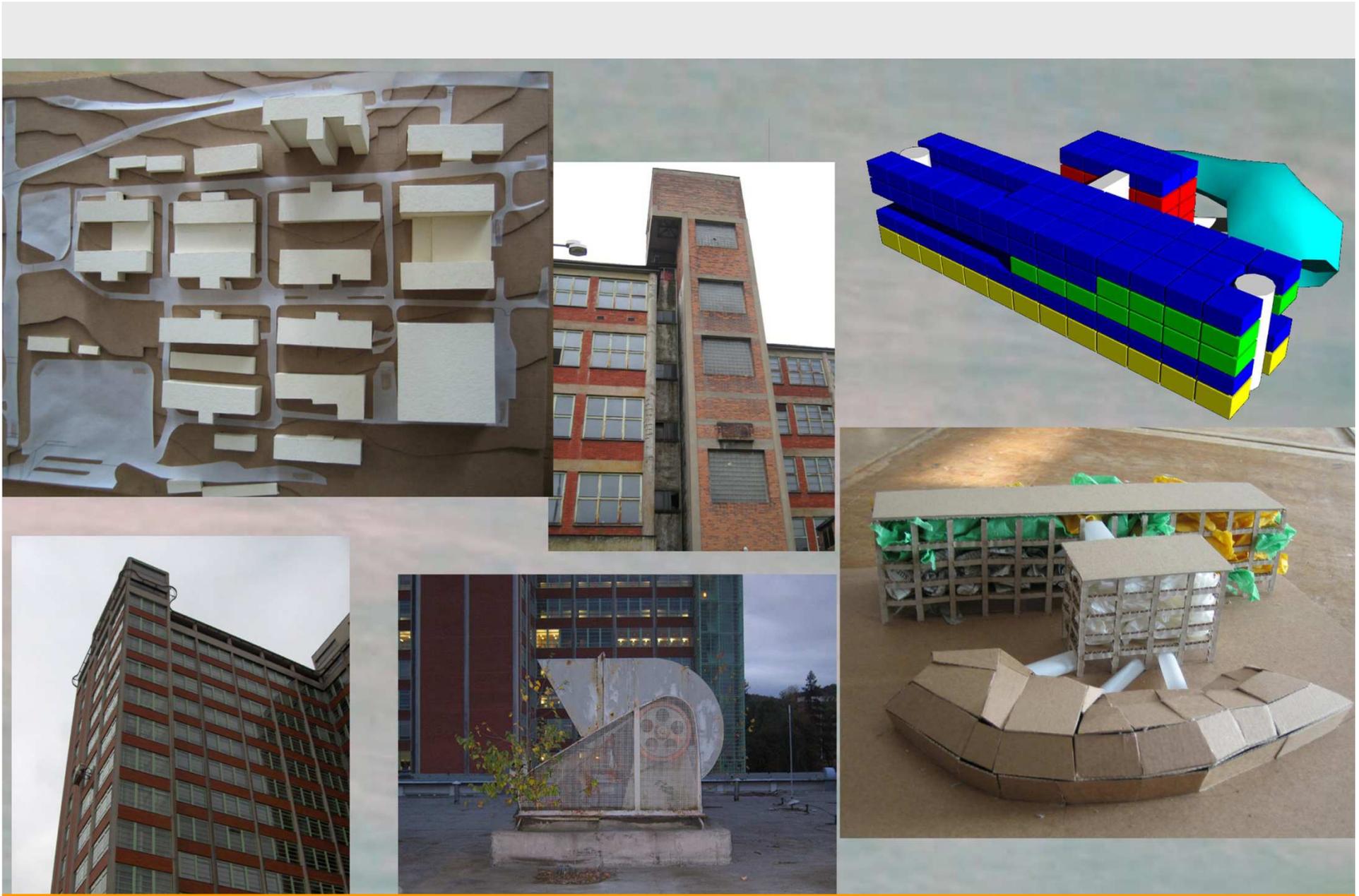
Prof. Ing. Arch. Helena ZEMANKOVA [CSc.]



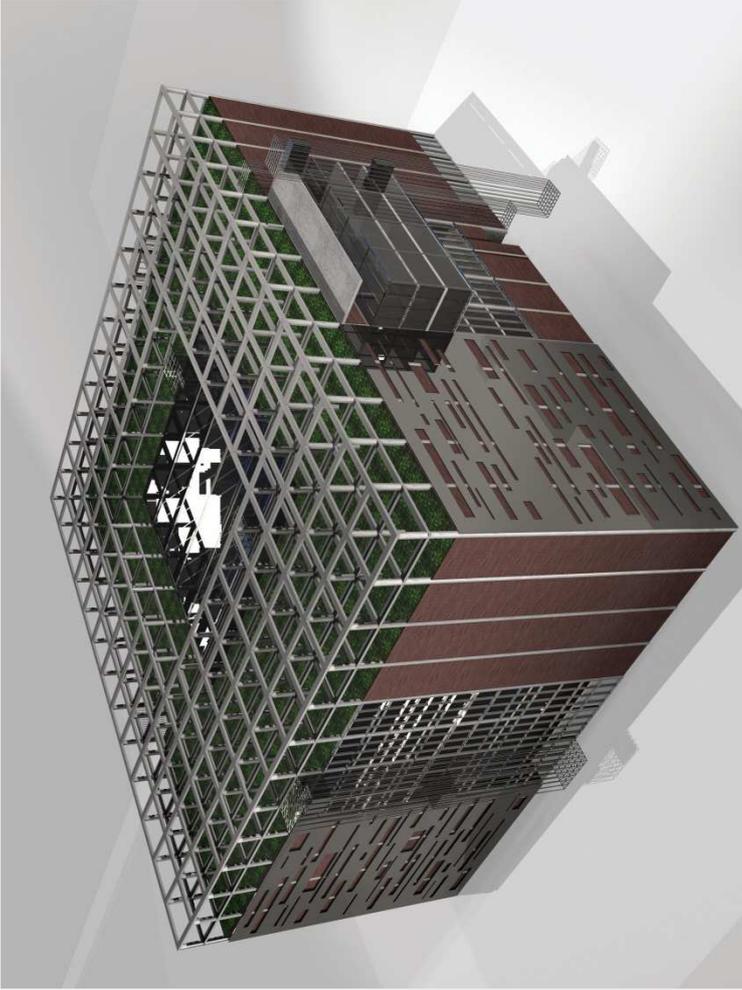


The reconstruction of the central shoe warehouse dates to back to after the war. Student project propose its conversion to an administrative and commercial building with sports facilities and services.

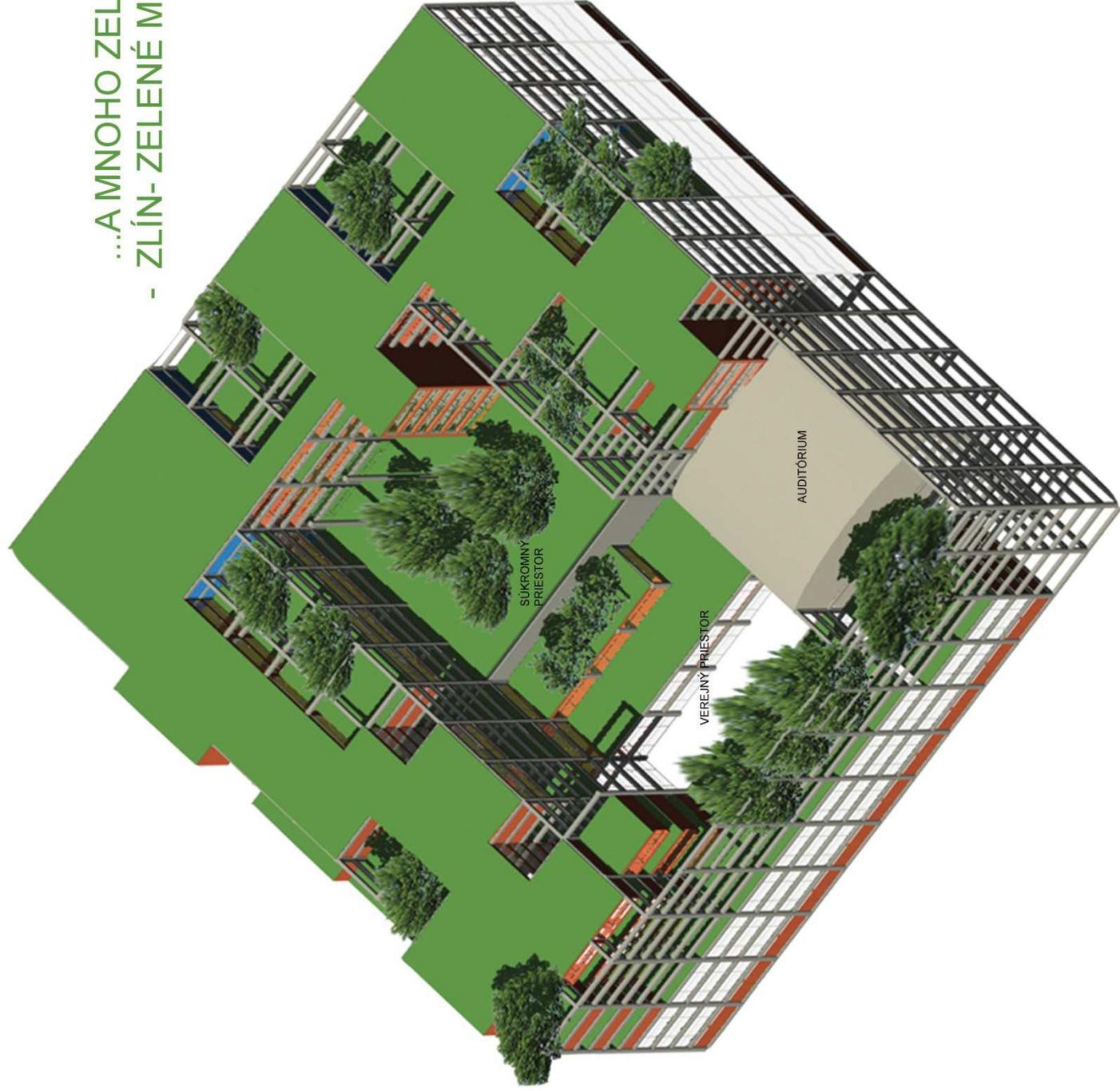


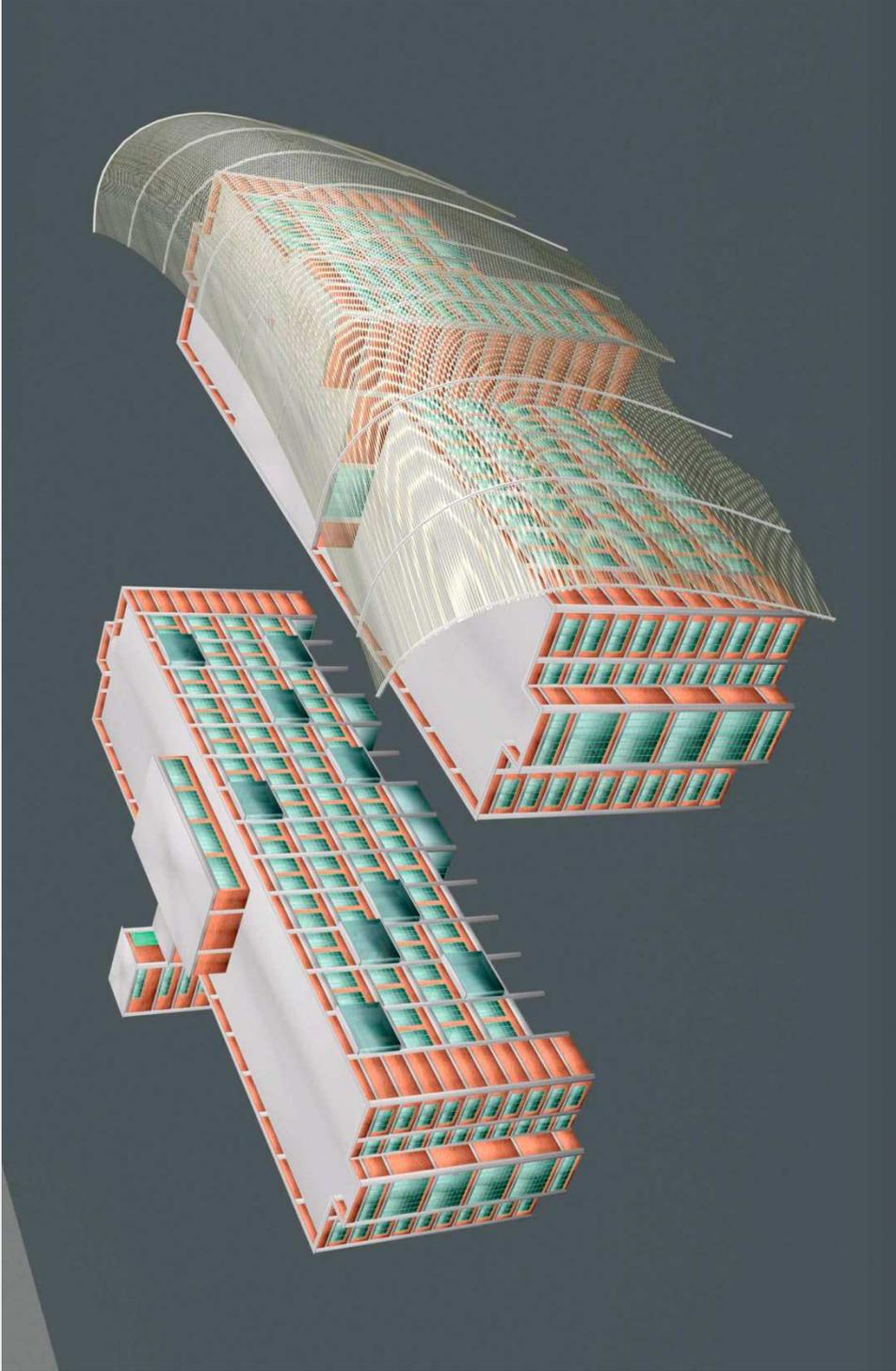


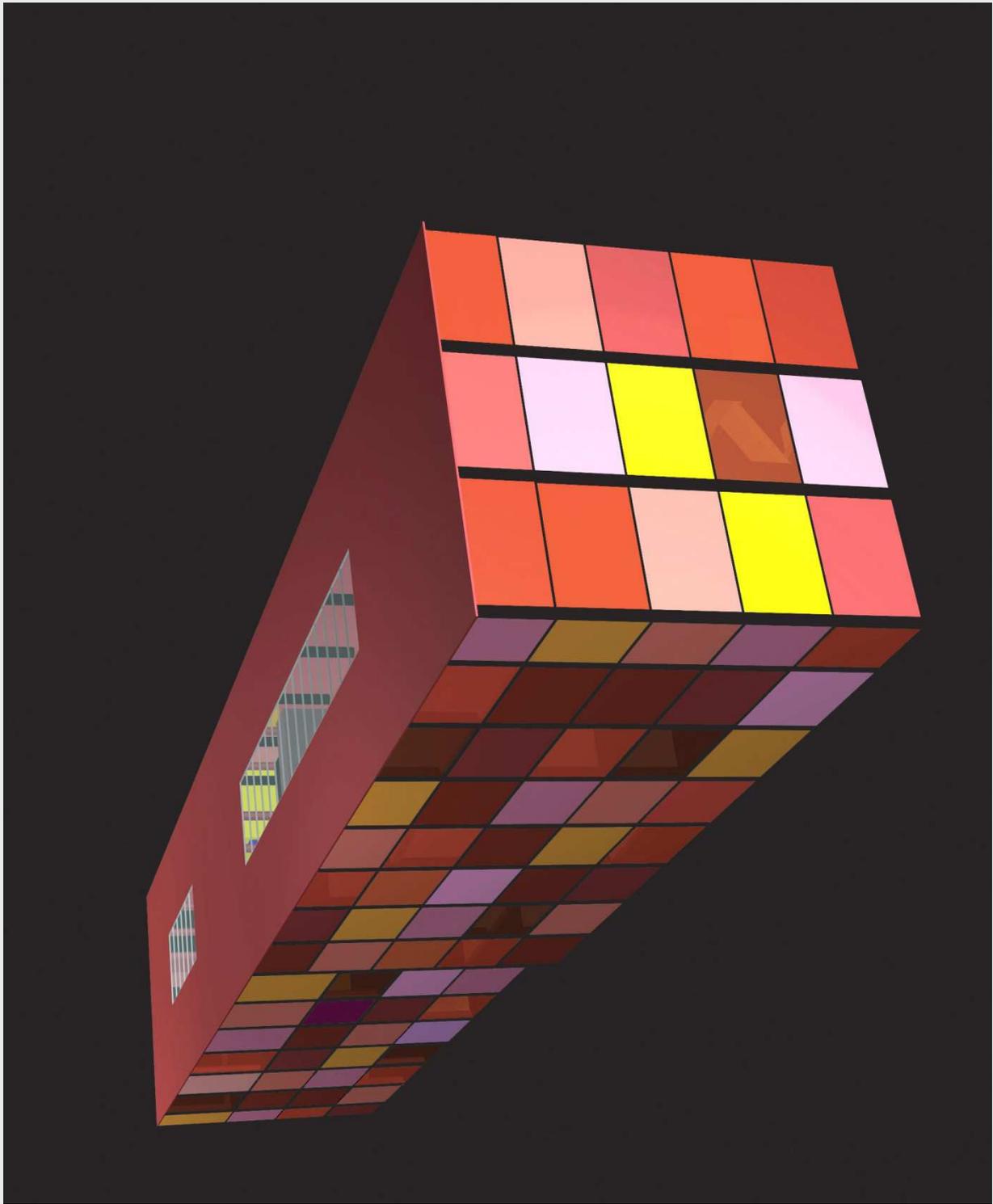
The exhibition includes conversion studies of former production hall no. 23 into a city gallery, library and history information centre.



...A MNOHO ZELENE
- ZLÍN- ZELENÉ MESTO...







For my reconstruction project I chose building no. 24 which is situated in the area of Svít in Zlín. I designed a spacious discotheque which people in Zlín still miss. I imagined divided building into two sections. Because there are different construction heights of storeys. These sections are connected with ferroconcrete platform where it is possible to dance as well. I tried to illustrate the industrial atmosphere of this place as I used a lot of concrete, steel, bars and glass in my draft.



Major sustainable dilemmas:

Architecture and urban heritage – economy

Conversion - new functional use of abandoned structures is usually economically more complicated as new construction

Architecture and urban heritage – communication, education, formation

Representatives of the city (politics, municipality) aren't aware of outstanding heritage, or possibilities of its reuse for contemporary needs of the city, as well as possibilities of engagement into development projects.

Architecture and urban heritage – law

Managers – stakeholders dealing with the heritage and its owners often don't accept, or even don't know, the law (heritage protection), guidelines for rescue, reconstruction and new function.

Keys words (Lexicum):

industrial era

cultural heritage

industrial heritage

industrial patrimony (patrimoine de l'industrie, patrimonio industriale)

brownfield, abandoned buildings

national cultural monument, label of European heritage, UNESCO

Tentative List, World heritage

culture heritage and European identities

protection, preservation, renovation, rescue

conversion , re-use ,adaptation, refunctionalisation of existing structure,

functional and spatial restructuring (reconversion, reutilisation en

architecture, reuso, rifunzionalizzazione)