Meziuniverzitní studentská soutěž

BVV Trade Fair Brno

Development of the trade fair complex and the form of representative pavilion of Brno

2016/2017

Abstract

Team 87:

Petr Karčmař, Adéla Kordulová, Martina Langhammerová, Ľuboš Minárik, Tomáš Tvaroška, Patrik Vaněk

July 5, 2017

Contents

1 Introdution **2**

2 Objectives **3**

3 Structure **3**

4 Idea of work **3**

5 Proposals **4**

6 Main zone **7**

7 Cultural and entertainment zone **9**

8 Zone for families with children **11**

9 Long-term and other proposals **13**

10 Conclusion **17**

1 Introdution

Area of Brno exhibition centre is one of the dominant of Brno. Now, when someone asks where to look and where to go in Brno, the most frequent answers are Špilberk castle or Petrov. The intention of the city and the outcome of this work is that the people answer this question like: ”You should go to the exhibition centre!” This imposing space has a huge potential and can become a popular place for spending free time for citizens and for visitors, too. It is a large area within the city that occupies more than 630,000 square meters. But exhibition area of the site is 130,000 square meters, which means that the site provides a huge amount of space that can be used by citizens and for citizens of Brno.

The establishment dates back to 1928 on the occasion of the celebration of the 10th anniversary of the establishment of an independent Czechoslovak state. The area thus experienced the period of the First Republic, World War, Occupation and Communism and serves its purpose to this day. That’s why it seems convenient for us that opening to the public should be at the exhibition EXPO 2018, celebrating the 100th anniversary of the establishment of an independent Czechoslovak state.

Nowadays, the main exhibition area is concentrated to the most modern pavilions P, V and F. Our proposals will be focused outside of this exhibition core. These area, the rest of exhibition centre is inaccessible for visitors outside the time of exhibitions. It is huge untapped potential and also impenetrable obstacle that separates the parts of the city.

2 Objectives

It is necessary for the site to provide its visitors a range of activities that would not only attract them to visit Brno Exhibition Center but to impress them so that they like it and regularly return and spend there their free time. The proposed activities and possibilities of using the exhibition center in this work will cover multiple usage – study, cultural, sports and recreation.

The first goal of this work is to propose the concept of using the space of the Brno Exhibition Center where people could spend their free time. Part of this goal is to ensure that the site is passable so that visitors can visit and explore it.

The second goal is to create a space in the Brno Exhibition Center to serve as a place for the representation of Brno itself. This is an alternative and an improvement of the current Urban Center, which is used to communicate the city with its citizens. It will be located in Morava pavilion. The opening of the Brno Exhibition Center should promote a good image of the city, increase the quality of life and support the innovative and educational process, which is in line with the basic priorities of the Brno strategy.

3 Structure

The structure of the work will be divided into several parts. The first part will focus on mapping the current state of the exhibition center, searching the available materials, processing inspiration from foreign exhibition centres and evaluating the questionnaire that was created for this work. The second part will present the overall idea, concept and target group of this work. The third part contain proposals and will be the heart of the whole work and will be so crucial to achieve objectives of this work. The final part of the thesis will introduce a long-term, promotion and summary. The work as a whole will reflect the city's desire to get closer to its citizens and provide them with the widest range of services and activities at the highest level. The opening of the Brno Exhibition Center should promote a good image of the city, increase the quality of life and support the innovative and educational process, which is in line with the basic priorities of the Brno strategy.

4 Idea of work

The proposals outlined in this work contribute to local economic development, both at the level of private individuals who could apply their trades within the programs at the site as well as at the level of economic self-sufficiency of the BVV itself. Another priority of the city of Brno is the quality of life of citizens, which would increase the availability of such favorable spaces for spending free and working time. Research, development, innovation and education are therefore behind all the fundamental ideas in this work. The target group that we have used for the premises of the BVV area is related to the main priority that is defined. Nearly 400,000 inhabitants live in Brno, up to 550,000 people are going through daily. It is known for its advantageous strategic location and high number of universities. Brno is a city with over 90,000 college stu-

dents. There are 13 universities offering a wide range of study fields. The main target group of college students and fresh graduates was selected on the basis of the analysis of the Strategy for Brno and coincides with the priorities of the city. BVV position within Brno is the ideal for our target group. Secondary target groups for which we made proposals within the premises of the Brno Exhibition Center are families with children, seniors and other public groups.

The realizations are divided into two time horizons, on the short-term (up to one year) and long--term (within ten years). Proposals for long-term horizons are more difficult not only in terms of time but also financially. In addition to splitting proposals within the time horizons, we have decided to divide the projects also according to their significance. Therefore we propose to implement three main programs at BVV, which would attract visitors to the area and would become an integral part of it. It should be the creation of an "alternative CPS" in the Brno pavilion and the relocation of the Brno Urban Centre and creation of student event agency, both in the Morava Pavilion. The other programs and proposals described below are intended to be an important addition to the three main attractions.

5 Proposals

Educational trail for pedestrians, cyclists and in-line skaters – This chapter aims to propose to make people more comfortable in the way to the area. The basis will be the design of a new trail that would lead the public from the center of Brno to the exhibition area. In order to promote the diversion from the car transport in the city of Brno to alternative means of transport we came up with the proposal of a pedestrian-cycle-in-line educational trail.

Figure 1: Proposal of educational board for educational trail through BVV.

Source: Web geograph.org.uk, edited by author.

Spatial solution of the area – The exhibition area itself was divided into three main functional zones – the main zone of Moravia and Brno pavilions, the cultural and entertainment zone and the area for families with children. Each of the functional zones will fulfil the purpose for which it was created. Individual zones will be linked and can cooperate in their activities, but they are also able to work independently.

Outer public spaces – The dominant of the public space right behind the main entrance should be a fountain area. The main philosophy is to make this space an easy-to-remember specific space that will make people easy to navigate and also serve as a meeting point.

Figure 2: Proposal of layout of educational information boards in exhibition area.

Source: Screen from web mapy.cz, edited by authors.

Figure 3: Proposal of spatial solution of the area.

Source: Screen from web mapy.cz, edited by authors.

Figure 4: Example of furniture for public spaces – light movable chairs.

Source: Web marcomartinelli.it.

Figure 5: Example of furniture for public spaces – furniture made from pallets.

Source: Web moveisdepaletes.blogspot.cz.

Figure 6: Example of furniture for public spaces – light movable loungers.

Source: Web thewestbridge.com.

6 Main zone

Study cells – These cells with a capacity of six people are proposed to be placed in a parcel between Pavilions Y and M and also along the way from the main entrance to Pavilion E. The location of the first group should ensure a pleasant natural environment and a peaceful environment undisturbed by urban traffic.

Figure 7: Example of outdoor study/work cell.

Source: Web zizkovskelisty.cz.

The core of the spaces open to the public – These are two pavilions of Moravia and Brno and the adjacent park between them and the building of the BVV Directorate. On the sides, this space is bounded by the VIDA! building Science Center and the Exhibition Center's administrative building, along with a half-circle entrance to the grounds.

Figure 8: Proposal of space solution of the Main zone.

Source: Screen from web mapy.cz, edited by authors.

Brno Pavilion – This pavilion will be a new and modern multimedia study room. The space of this multimedia study room should be open to all students of Brno universities. There will be a space where students from not only different faculties will be able to meet, but also the various universities that are located in Brno. Space can thus generate many useful contacts and collaborations on various projects that will promote inter-university collaboration among students.

Figure 9: Study box at Masaryk University.

Source: Web econ.muni.cz.

Morava Pavilion – This building is near the main entrance and located in the main part of the Brno Exhibition Center which will be open to the public. The building itself has enough airspace not only for exhibitions and projections, but also for representative lectures for citizens and visitors of Brno, as the main hall has a capacity of up to 200 people. Vision is to transform the Pavilion into a new Urban Center. The main objective of this center should be the development of the city and the promotion of innovations and ideas with the cooperation of as many stakeholders as possible. On the left side from the main entrance into building are two offices with a total area of almost 20 square meters, which could be used for a student event agency. It was created mainly for our chosen target group. However, her own work would focus on broader groups of the population of Brno, not only students and fresh graduates. The idea of creating a student office is due to a constant need for a program and events in BVV.

Citizens' involvement into city´s life – Respondents from the questionnaire survey have expressed the wish to be better informed about current events (like changes in the Brno City Plan). This fact leads us to idea of using Brno urban center to regular meetings with the mayor and representatives of the city, as a lecture or discussion hall for events related to events in the city.

Coffee place – In this environment, as well as the functional part of the exhibition center including the pavilions of Moravia and Brno and the adjacent park, there is also a need to provide sufficient refreshments and meals. Our proposal envisages the existence of a café in the Morava Pavilion. The sights for visitors will be also found in the outdoor areas in front of the Morava Pavilion and its terrace. However, the café will not only provides its services in front of the Moravian pavilion, but also from the back of the pavilion towards the park.

Connection of Morava and Brno pavilions – Rest zone behind pavilions Moravia and Brno: The use of the above-mentioned pavilions corresponds to both, study work and the creation of repre-

sentative space. Visitors of the Urban Center, its staff, students and the general public also need a place to relax. And it is precisely this space that should be changed for the pavilions of Morava and Brno, where the park is already located.

7 Cultural and entertainment zone

As a ”cultural zone” of the complex, we refer to the building of the former kinocavary and open areas that extend through the corridor from the ”main square” behind the main entrance in front of Pavilion A. The cultural part is bounded by the ”square” at the main entrance to the pavilion A. The boundary of the exhibition core in front of Pavilion V and from Hlinka Street is then separated by a slope and bounded by a fence. Due to the concept of our work, the cultural zone, as well as the zone for studying and working aims primarily at the students. For this reason, they are placed close each other. At the same time, it is easily and quickly accessible from the main entrance to the BVV, thus in close proximity to surrounding high schools. At the heart of the cultural zone is a stage and a space for weekly festivals on a regular basis. In the longer term we propose the reconstruction of the cinema building.

Figure 10: Proposal of space solution near the former cinema building.

Source: Screen from web mapy.cz, edited by authors.

Stage – The space for the stage is located from the main entrance to the right of the fountain and continues further to the right wing of the pavilion A and the UMPRUM building. The area for the stage occupies approximately 4000 square meters. For larger events, the stage can be equipped with a portable removable tribune. The content and the purpose of the stage placement is to create the possibility of grasping space by different communities – event student agency, civic asso-

ciations, cultural institutions, etc., thereby stimulating the creation of a society that is a decision--maker itself – a smart community, which is one of the basic prerequisites of smart city.

Figure 11: Example of removable stage.

Source: Web airarea.cz.

Summer cinema – due to a certain competition on the market of summer cinemas in Brno, it is necessary to offer potential customers the reason why to visit the summer cinema at the BVV. BVV could bring and stepped out from a number of competitors by organising a special events like thematic weeks. In this case, the cinema will spend movie nights for a week, for example, from the same director. Viewers will be able to vote on the selection of the movie from the variants offered no via websites or social networks.

Another events – events that we would like to place in cultural zone are thematic festivals and thematic markets and sporting events. Due to the extensive outdoor spaces and large area of the Brno Exhibition Center, the complex is suitable for organizing various competitions and races. All sports events organized within the exhibition center will be connected to the sports and recreation area Anthropos.

Figure 12: Example of kiosk proposed for markets.

Source: Web smolotelskydvur.cz.

Theater building – in this building should be created a small scene that could be used by amateur and student theaters operating in the city of Brno. Since the city is the owner of the BVV arena, such theater clubs should have the opportunity to rent a beautiful and sufficient theater space at a minimal cost. Similar space can also be a stimulus for the creation of new amateur and student theaters, which will expand the cultural area of the city of Brno. It would be possible to renew the second part of the former conception of the cinema building – The café or an alternative bar from 30s. It would be a completely unique place in Brno, which could attract other visitors to the exhibition grounds while also referring to its history.

8 Zone for families with children

We have placed this section in more distant places from the main entrance, but to the nearby sports and recreation area outside the BVV and close to VIDA! science center that focuses on the already mentioned target group. In our chosen location, the area for families with children is accessible either from the northern part of the main entrance or from the entrance to the Bauer street through the nature trail. This zone includes the Bauer mansion with the adjacent park, the open space A, Pavilion Y, the free area C and partly some smaller areas along the route from the VIDA! pavilion to free area C.

Figure 13: Proposal of spatial solution of Zone for families with children.

Source: Screen from web mapy.cz, edited by authors.

Near the last mentioned space will be placed outer VIDA! exposition which will be linked to the proposed playground. This playground will be placed in free A area and is also linked with educational trail. The phenomenon of recent years is to enable children to develop analytical skills in a non-violent way through specially equipped playgrounds and attractions. We come up with several designs of playgrounds – vertical dismountable playground, musical and imagination playground.

Figure 14: Wallholla playground – which is based on vertical dismountable segments.

Source: Web vdryml.cz.

Figure 15: Imagination playground – is constructed from soft, blue, simply dismountable modules.

Source: Web justrealmoms.com.br.

Figure 16: Musical park Moab Rotary Park.

Source: Web freenotesharmonypark.com.

Bauer's mansion and the park in front of him are highly architecturally valued but we do not seem to be sufficiently used. We recommend focusing on the promotion of rented spaces in the castle.

This is mainly the use of Loos Hall, which is suitable for holding banquets, corporate events and weddings. As to the longer-term vision of the future of Bauer's mansion, it would be appropriate to complete its reconstruction, which would be in line with its heritage preservation. The outdoor areas in front of the Bauer's castle are suitable for a relaxation zone.

9 Long-term and other proposals

Some of our proposals are demanding both in time and financially. In one chapter we outlined proposals of usage of Velodrom, Pavilion Z and about creating smart park and ride system and we also considered placing solar panels on newer pavilions that are not protected by monument conservation.

We admit a possibility that the exhibition area couldn't be opened in the overall scope from multiple reasons. In this case, we come with a limited option including opening of the main zone. The picture below shows this limited option, while the use of the building remains the same as we suggested before.

Figure 17: Proposal of opening of main zone.

Source: Screen from web mapy.cz, edited by authors.

Our project brings variety of other suggestions dedicated to outdoor facility and to activities using this facility. As an example, we may present chess tables or a human chess field, both with the possibility to borrow a playing equipment in Urban Centre (in Morava pavilion).

Figure 18: Example of chess table made of concrete.

Source: Web tischtennis.biz.

Figure 19: Example of human scale chess field.

Source: Web krusnohorci.net.

Other suggestion we have is to install several sports or leisure time facilities. One of them could be the table tennis made of concrete or a barbecue made of bricks, both available for free.

Figure 20: Example of table tennis made of concrete.

Source: Web oceanhomemag.com.

Figure 21: Example of barbecue made of bricks.

Source: Web kamin-maker.ru.

Bike sharing stations pictured below, might be an integral part of the cycle trail mentioned before. As the bicycle transport becomes an important element for the smart cities, we believe that bike sharing points would become very popular.

Figure 22: Example of station for bike sharing.

Source: Web travel.stackexchange.com.

Another element showing that the city of Brno is a “smart city” are charging stations on the picture below. These charging stations are using the solar energy for charging small electronic devices.

One of other activities we mention in our work, which is worth presenting is the idea of a public place for sports activities like public yoga or a place to try driving a car for kids under 18 years old. As the exhibition centre offers big spaces, we believe that these activities could be the best way to use them.

Figure 23: Example of charging station based on energy from solar panels.

Source: Web blog.bryantpark.org.

Figure 24: Example of public yoga event.

Source: Web tbo.com.

Figure 25: Example of “young driver” attraction.

Source: Web youngdriver.eu.

10 Conclusion

Brno Exhibition Center represent an enormous potential for Brno to develop all five of the city's priorities set out in the Strategy for Brno. The opening of the Brno exhibition grounds to the public will enable the city to improve its image. The proposals for implementation mentioned in this work contribute to local economic development, both at the level of private individuals who could apply their trades in the programs as at the level of economic self-sufficiency of BVV. Another priority of the city of Brno is the quality of life of citizens, which would increase the availability of such convenient spaces for spending free and working time.