

green invasion

[first people then mobility]

First time being at site C, you can easily notice several problems that ruin the first impression of incoming people.

One of them is the separation of the territory in different zones. Those are mainly provided by wide asphalt streets, designed for cars and not people.

People pass this area heading to the beach or harbor, not staying and causing an abandonment of this area.

Secondly it must be noted that the terrain is dominated by concrete and the cold atmosphere that it gives.

This feeling is underlined, by pedestrian streets and buildings that seem to be out of scale.

Also existing green area are out of function and use.

As the result of site analysis, we persuade a green axis, which connects all zones and lowers the borders.

In this case, the greenery is the main actor, which gives this territory the possibility of reactivation.

In combination with "active points" and a leading system, it brings liveliness back to the whole area.

Our concept is based on using elements that bring attention of visitors and give them a new chance to explore la Marina.

To not lose the focus on the people living in Cabanyal, defining this area, we provide a cultural Center as the heart of our site.

It is a place that brings people together and let them express their selves. Additionally to connect it with a traditional thought, we implement ceramic tiles and colours, related to Valencia.

To conclude, the "green invasion" creates a new promenade and spreads out like fingers of a hand that holds everything together.