

# RIVIERA

*a new identity*

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INTERNATIONAL URBAN DESIGN COMPETITION  
ATENA STUDIO & ATELIER4 STUDIO

# METHODOLOGY



## A I M

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The project will create attractive and sustainable products that provide unique and customised experiences. Therefore, it should develop a process promoting attractiveness and accessibility of coastal integrating archaeology, maritime heritage, underwater tourism, eno-gastronomic activities etc.

## A C T I O N

Diversification and Integration of coastal and inland **attractors**

# RESOURCES, VALUES & ACTIONS

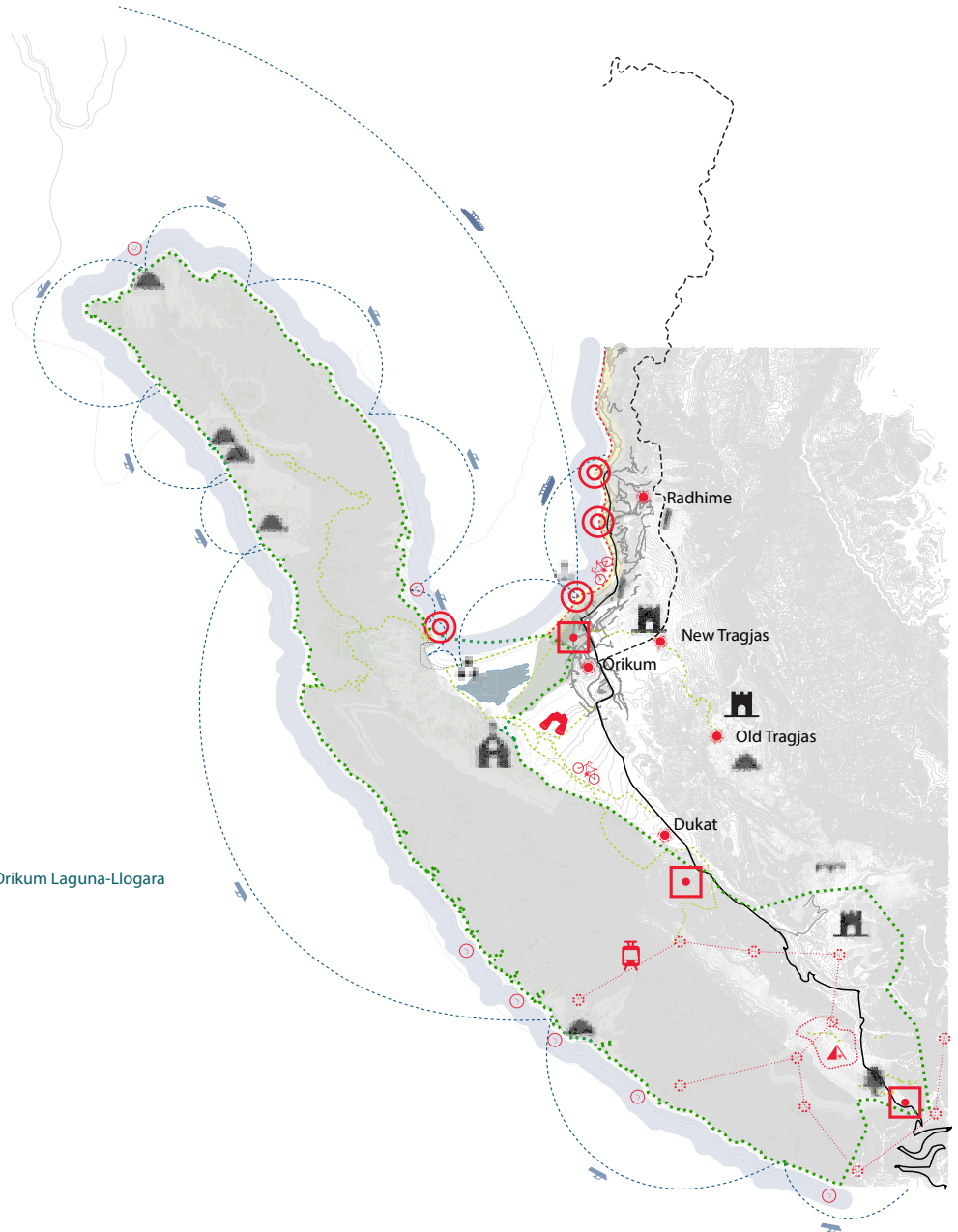




# TERRITORIAL STRATEGY

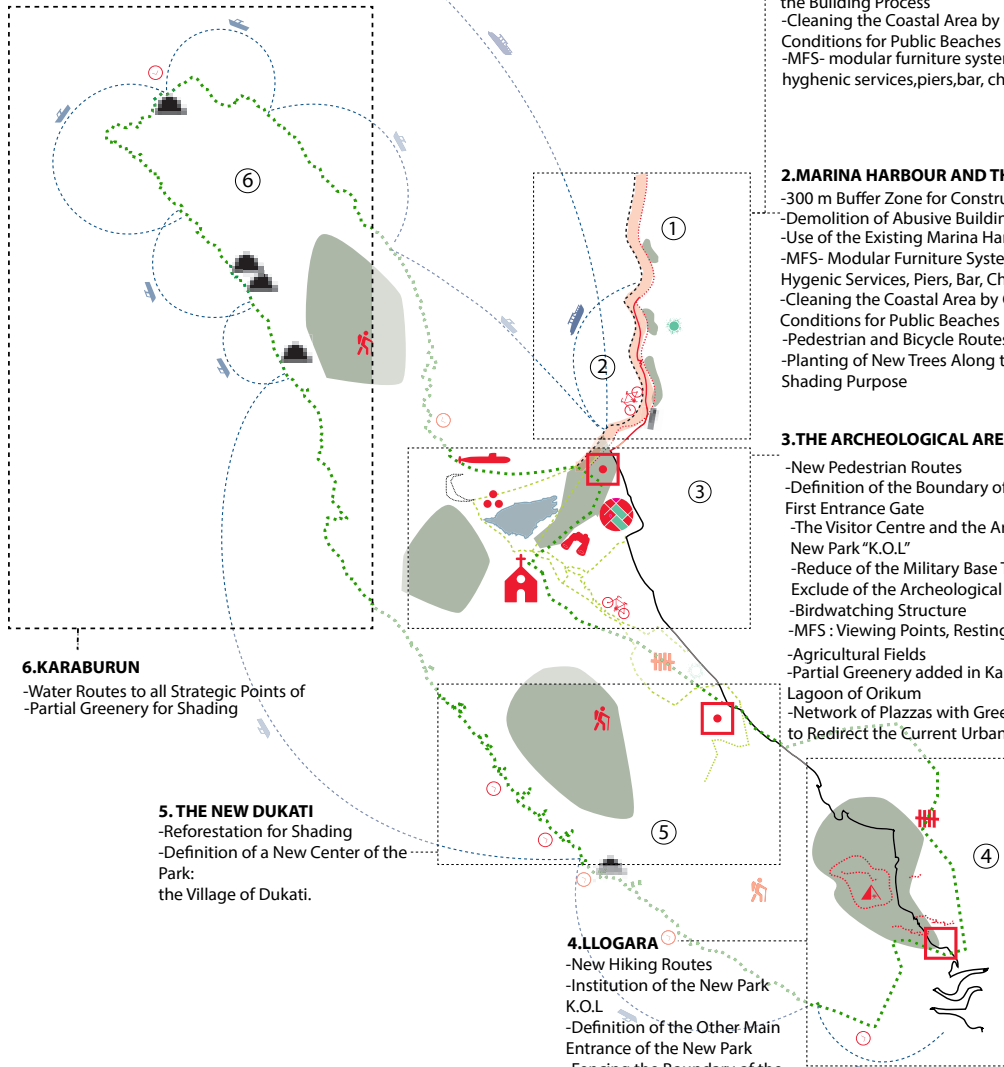
## LEGEND

- Topography
- Existing Main Road
- Vlorë Bypass
- Inhabited Centers
- ..... Military Base Boundary
- 🏰 Archeological Sites
- 🚗 Vehicle Road
- ⛪ Religious Building
- 🏰 Castle
- 🕒 Cave
- 🌲 "Flag" Pine
- 🌊 Marine
- 🚰 AquaDuct
- New Park : Karaburun-Orikum Laguna-Llogara
- 🗡️ Park Entrance Gate
- ..... Waterfront Promenade
- ..... Pedestrian Route
- ..... Park Significant Paths
- 🚲 Bicycle Lane
- 🌿 Reforestation Inland
- 🎯 Intervention Zones
- 🟡 Building Buffer Zone
- 🦋 Bird Watching
- ⛺ Camping Area
- ..... Proposed Water Tracks
- Pier



# PLANNING AGENDA

Phase 1



## 1. RADHIMA

- 300 m Buffer Zone for Construction on the Sea Cost
- Demolition of Abusive Buildings
- Planting of New Trees Along the Coastal line for Shading Purpose
- Division of the Pedestrian Route and Cars Street with
- Keeping the Hillside as Natural as Possible, Stopping the Building Process
- Cleaning the Coastal Area by Creating Appropriate Conditions for Public Beaches
- MFS- modular furniture system such as benches, hygienic services, piers, bar, chioscs

## 2. MARINA HARBOUR AND THE COASTAL

- 300 m Buffer Zone for Construction on
- Demolition of Abusive Buildings
- Use of the Existing Marina Harbour for Water Transport
- MFS- Modular Furniture System such as Benches, Hygienic Services, Piers, Bar, Chioscs, etc.
- Cleaning the Coastal Area by Creating Appropriate Conditions for Public Beaches
- Pedestrian and Bicycle Routes
- Planting of New Trees Along the Coastal Line for Shading Purpose

## 3. THE ARCHEOLOGICAL AREA, THE LAGOON AND

- New Pedestrian Routes
- Definition of the Boundary of the New Park and of the First Entrance Gate
- The Visitor Centre and the Archeological Site of the New Park "K.O.L"
- Reduce of the Military Base Territory and the Exclude of the Archeological Area from it
- Birdwatching Structure
- MFS : Viewing Points, Resting
- Agricultural Fields
- Partial Greenery added in Karaburun and in the Lagoon of Orikum
- Network of Plazzas with Greenery and Waterscape to Redirct the Current Urban Pattern of Orikum

## 6. KARABURUN

- Water Routes to all Strategic Points of
- Partial Greenery for Shading

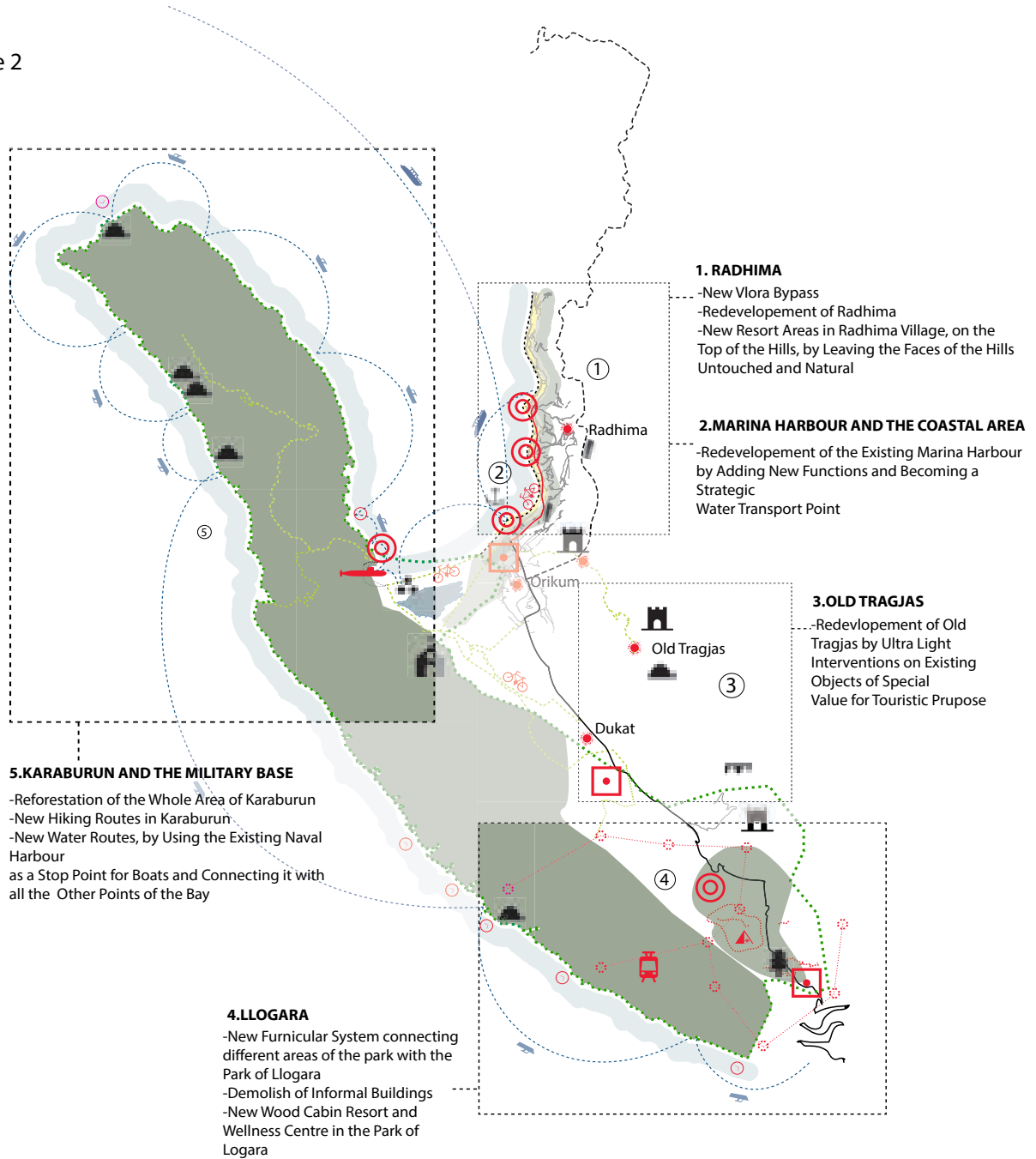
## 5. THE NEW DUKATI

- Reforestation for Shading
- Definition of a New Center of the Park:
- the Village of Dukati.

## 4. LLOGARA

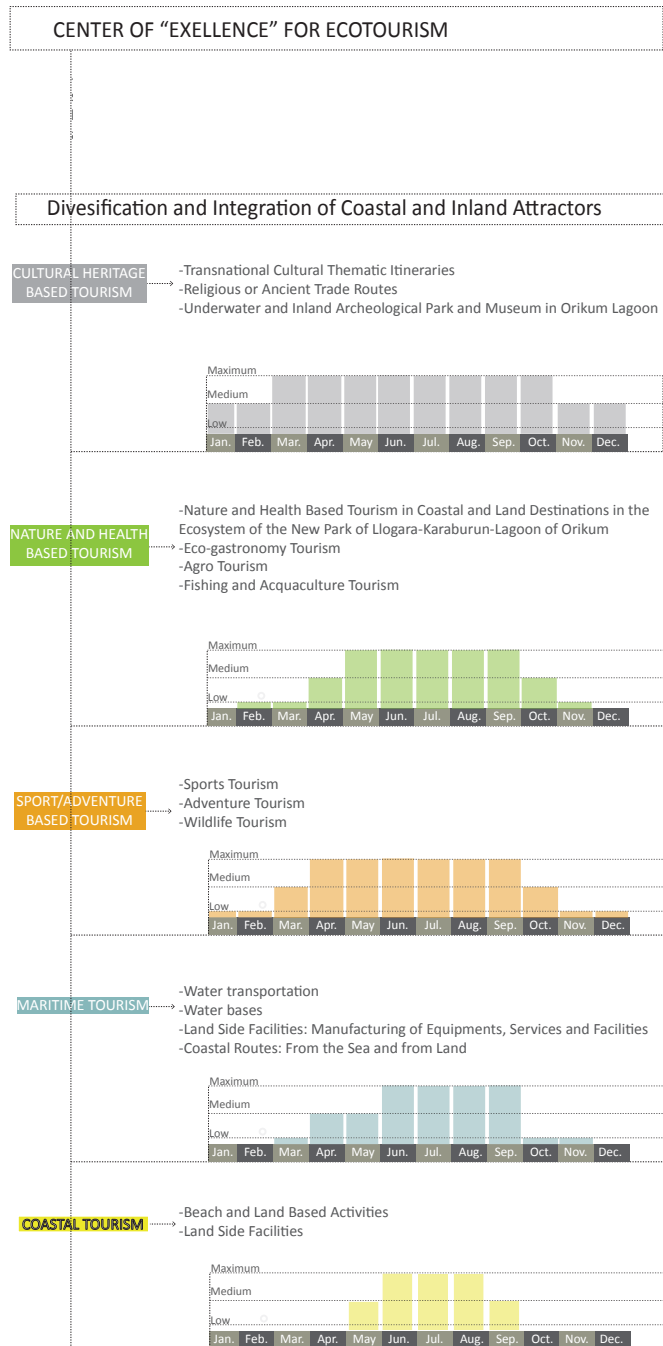
- New Hiking Routes
- Institution of the New Park K.O.L
- Definition of the Other Main Entrance of the New Park
- Fencing the Boundary of the Park
- New Free Camping Areas
- Definition of Old Paths:
- 1) Path of Cesar
- 2) Path of Zaho

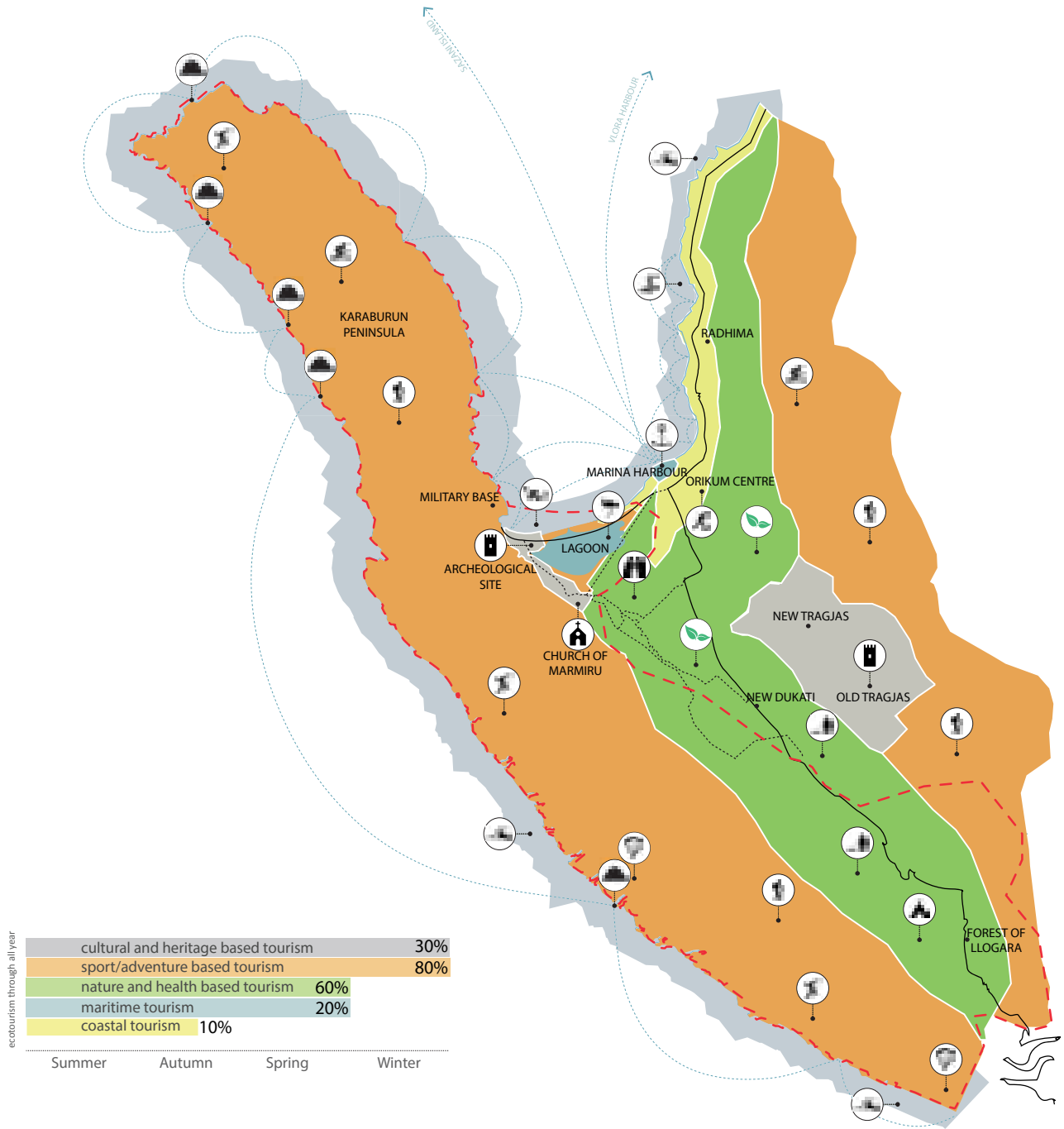
## Phase 2



# ECO TOURISMS DEVELOPMNET TOURISM OF EXELLECE

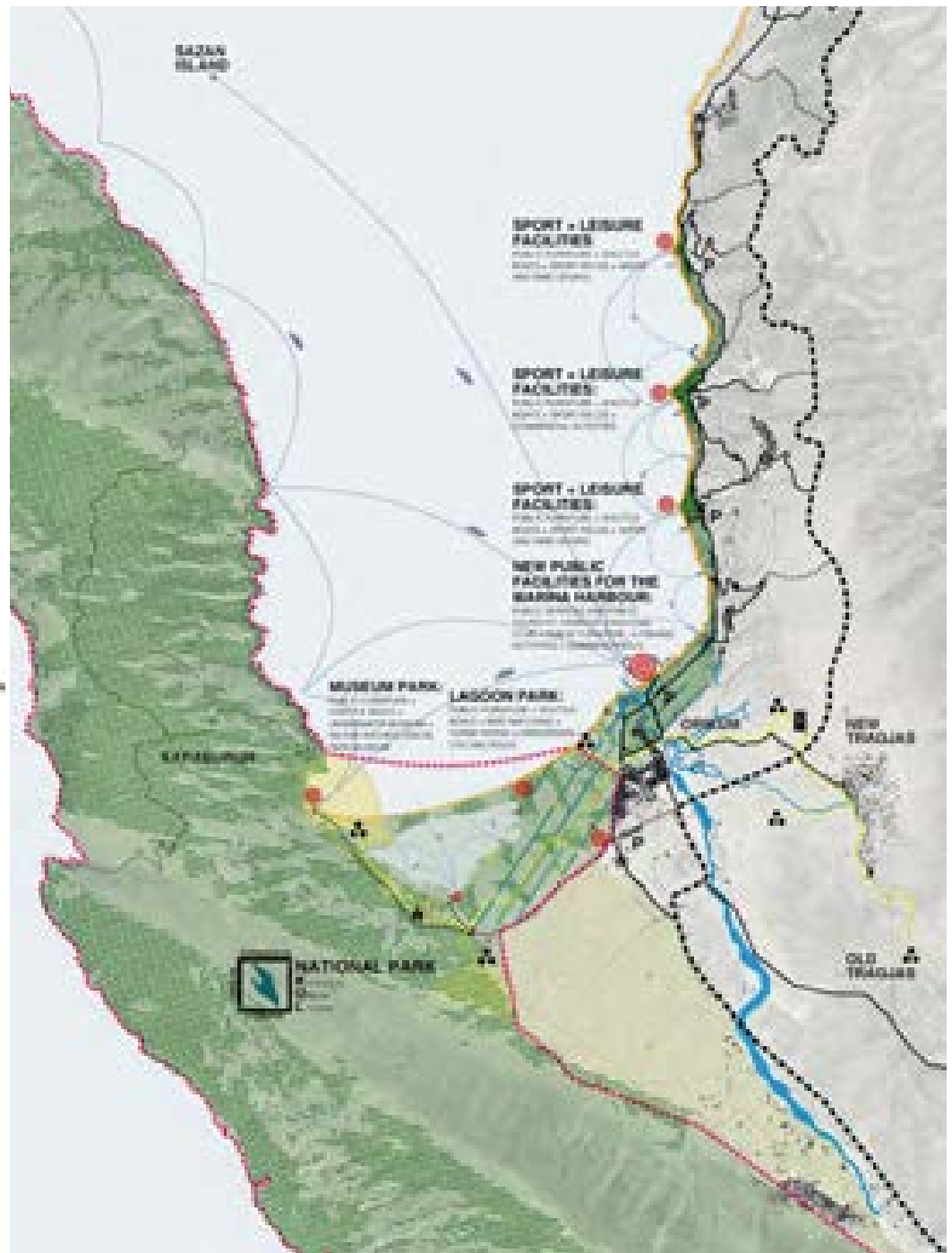
The scope of this project is creating a **Centre of Excellence** by creating attractive and sustainable products that provide unique and costumised experiences. Therefore, it develops a process promoting attractiveness and accessibility of coastal areas integrated with archeology, maritime heritage, underwater tourism, eno-gastronomic activities, etc.

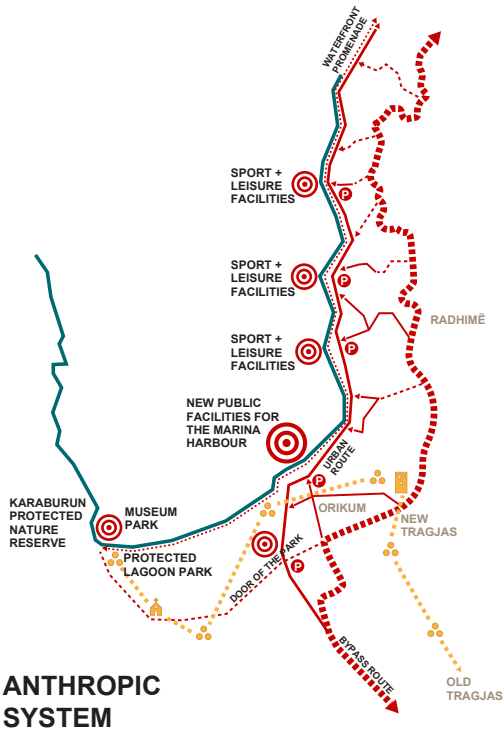




# INTERVENTION MAP / ZOOM IN

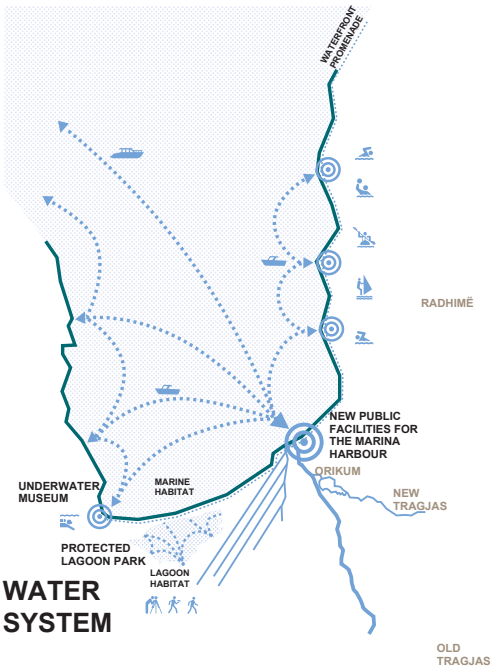
- LEGEND**
- EXISTING NATURAL SYSTEM**
- CANAL
  - LAKEON
- EXISTING ANTHROPIC SYSTEM**
- EXISTING ROADWAYS
  - EXISTING CANALS
- PROJECT ANTHROPIC SYSTEM**
- IMPROVED PROMENADE (PROMENADE AND CHILD PATH)
  - IMPROVED PROMENADE (WALK THE LAKEON (PROMENADE-CHILD PATH))
  - NEW URBAN ROUTE
  - BIPODE ROUTE
  - BIPODE WALK
- PROJECT NEW CANAL/ET POND**
- NEW CANALS/ET
  - NEW URBAN/ANTHROPIC SYSTEM
  - EXISTING POND TO BE CONVERTED
  - NEW POND
- PROJECT LANDSCAPE SYSTEM**
- NEW BRANCH OF THE "ICE PARK"
  - PROTECTED LANDSCAPE
  - OPEN AREA
  - RECREATION/RECREATION
  - FORMER TOURISM ROUTE
  - TOURISM ROUTE WALK THE LAKEON
- PROJECT ARCHAEOLOGICAL ROUTE**
- ARCHAEOLOGICAL ROUTE
  - ARCHAEOLOGICAL SITE
  - RELIGIOUS BUILDING
  - CASTLE



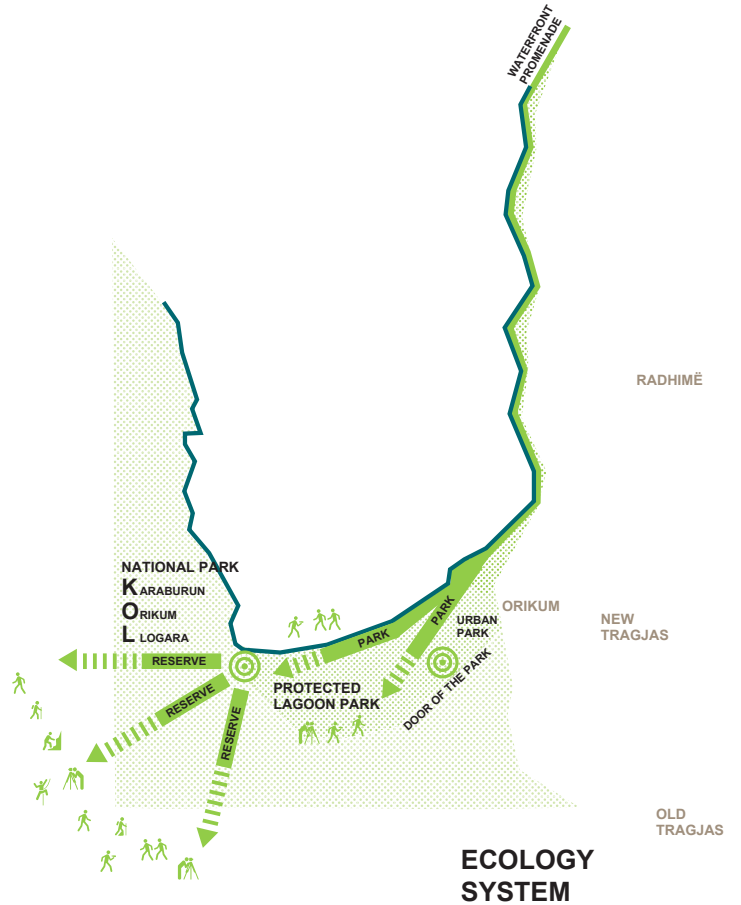


**ANTHROPIC SYSTEM**

## INTERVENTION MAP / SYSTEMS



**WATER SYSTEM**



**ECOLOGY SYSTEM**



# ENVIRONMENTAL INTERVENTION

## KARABURUN RESERVE

### Strategy of intervention

According with a computational aided approach the numerical results is not only a descriptive outcome but also, and above all, a numeric input, needful to plan a design strategy algorithmically connected to the initial analysis outputs.

In this case, to each test point of the entire morphology, is firstly assigned a numerical value in terms of solar radiation (accordingly with the analysis outcome) and afterward a set of rules, algorithmically defined, establishes the specific design strategies.

The amount of insulation in terms of Kwh/m<sup>2</sup> represents the starting point and the computational input which determines the density and the correct position of the new vegetation. This strategy aims to achieve the following goals:

- To muffle the overheating of the overexposed areas during the summer period;
- To supply turistic public areas with a high standard of therm-hygrometric comfort:
- To re-establish and balance the original ecosystem environmental conditions.





**GREENERY SPECIES**

Tree species



Shrub species



Other types



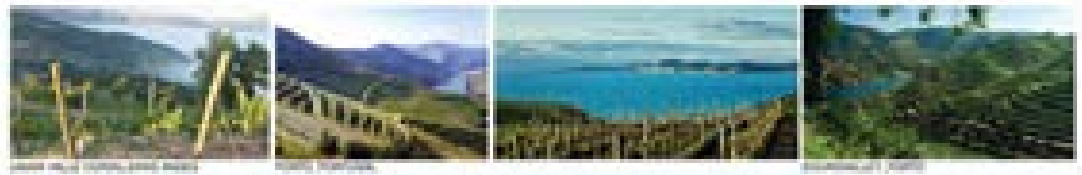
**LAND FILL AGRICULTURE**

**AGRICULTURE**

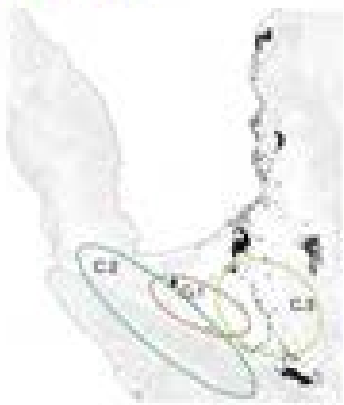
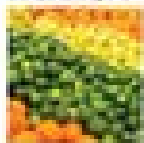
C.1. Bank of Seed: Mediterranean Endemic, Resistant and Medical Species' Lagoon to Karaburun



C.2 Viticulture: Implementation of vineyard on the Karaburun Adriatic side



C.3 Landscaping terrace for citrus and fruits



**GREENERY SPECIES**

C.1. Bank of Seed: Mediterranean Endemic, Resistant and Medical Species' Lagoon to Karaburun



C.2 Viticulture: Implementation of vineyard on the Karaburun Adriatic side



C.3 Landscaping terrace for citrus and fruits



# ENVIRONMENTAL INTERVENTION

## ORIKUM LAGOON PARK

### Strategy of intervention

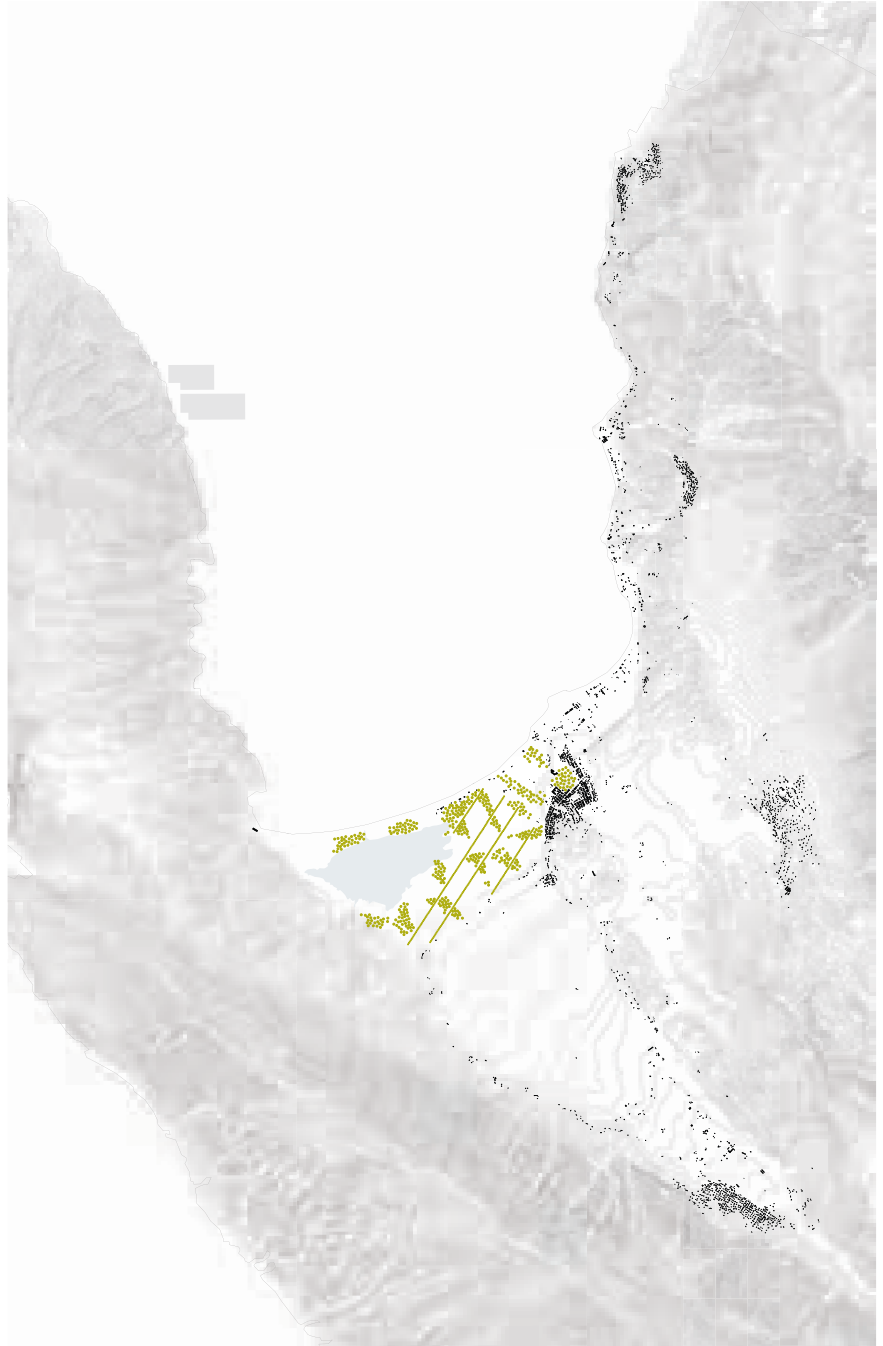
**Catalyst:** Identification of catalysts by intersecting the main axes related both to the canals and to the orthogonal directions which define the field in original.

**Voronoi:** After identifying the catalyst points, Voronoi diagram allows to establish a relationship among them and in relation with the context.

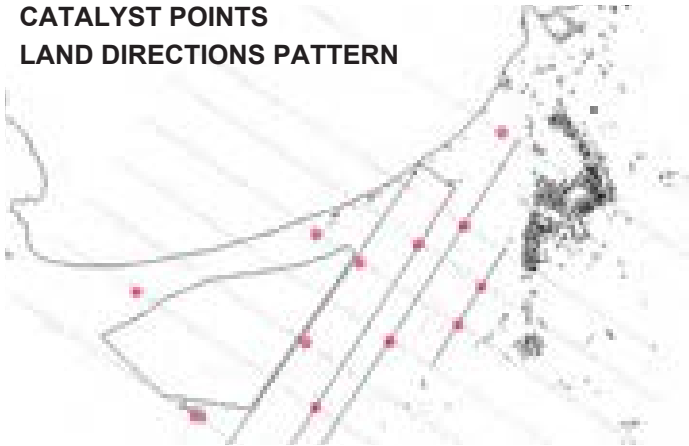
**Strategy 1:** Voronoi diagram identifies a number of direction along which it is recommended to place, close to the catalysts, in favour to the summer wind and in opposition to the winter wind.

**Metaball:** After identifying the catalyst points, metaball diagram allows to establish a relationship among them and in relation to the context.

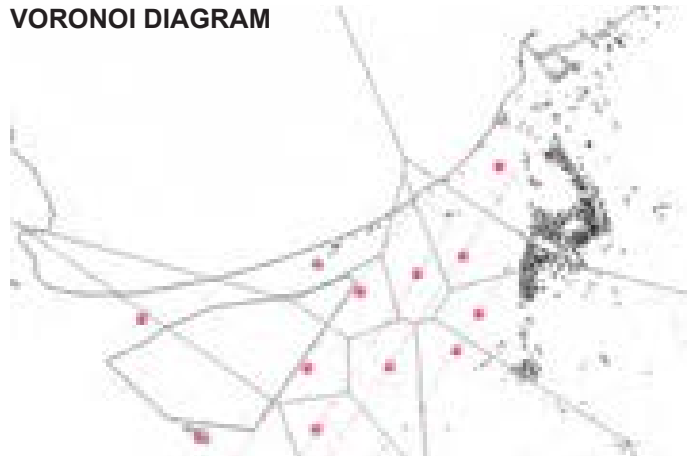
**Strategy 2:** Metaball diagram identifies a number of isocurve which defines a more organic pattern for the new planting, close to the catalysts, in favour to the summer wind and in opposition to the winter wind.



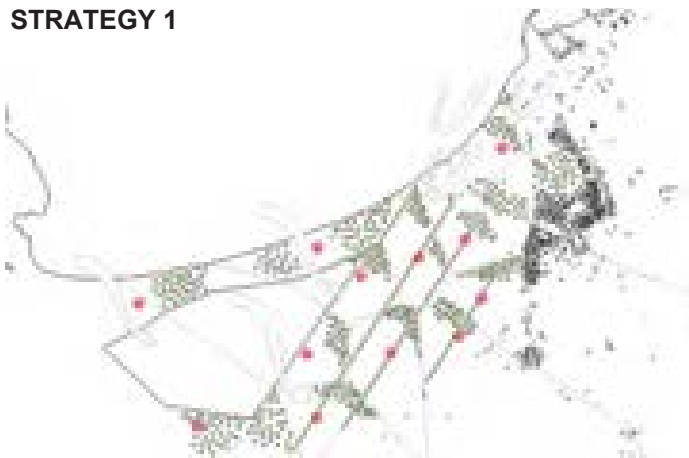
**CATALYST POINTS  
LAND DIRECTIONS PATTERN**



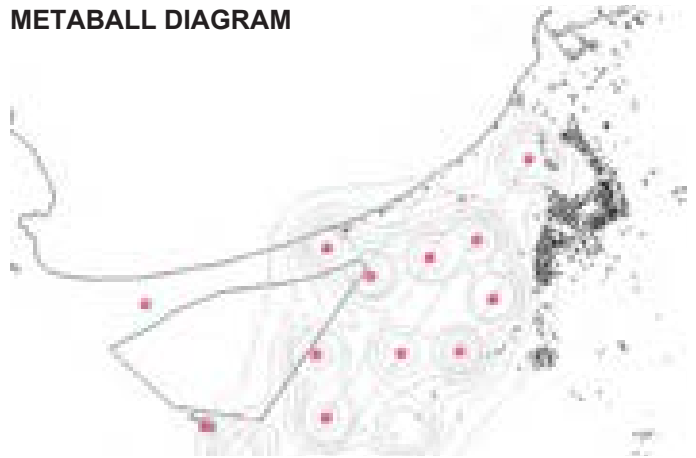
**VORONOI DIAGRAM**



**STRATEGY 1**



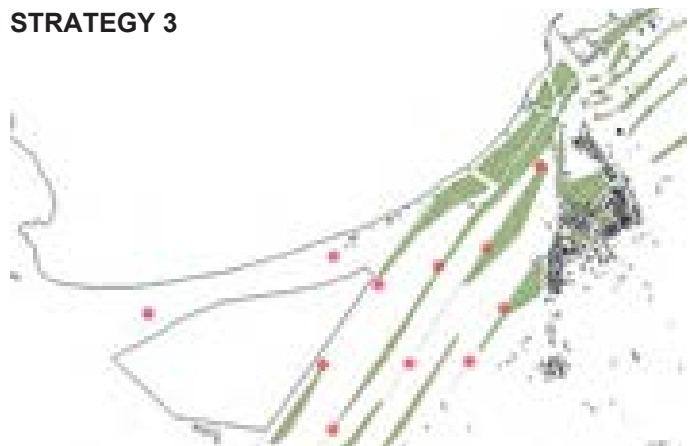
**METABALL DIAGRAM**



**STRATEGY 2**



**STRATEGY 3**




**PROJECT IDENTITY / MODULAR FURNITURE SYSTEM**  
**NEW IDENTITY AND A TERRITORIAL MARKETING**



**KARABURUN**

**CRIKUM**



**LLOGARA**

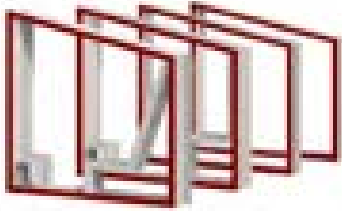
**NATIONAL PARK**

**K** ARABURUN  
**O** RIKUM  
**L** LOGARA

**CUSTOMIZATION\_ FLEXIBILITY**  
**MANUFACTURE\_ PROCESS &**  
**QUALITY CONTROL**



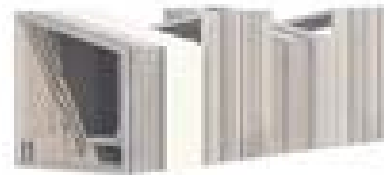
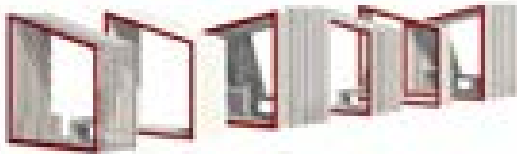
## TOOL KIT\_ MSF \_READY TO USE



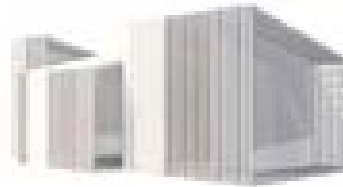
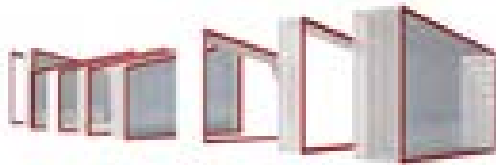
RESTING MODULE 1



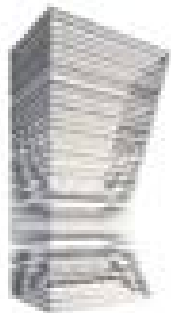
RESTING MODULE 2



INFO POINT



BAR / RESTAURANT



VIEW POINT TOWER



BELVEDERE



PATH WITH SITTING SYSTEM

\_BOOKSHOP

\_PARK ENTRANCE

\_ECOLOGICAL AREA

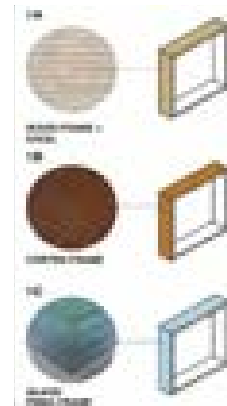
\_WC MODULES

\_SHOWER CABIN

\_RECYCLING AREA

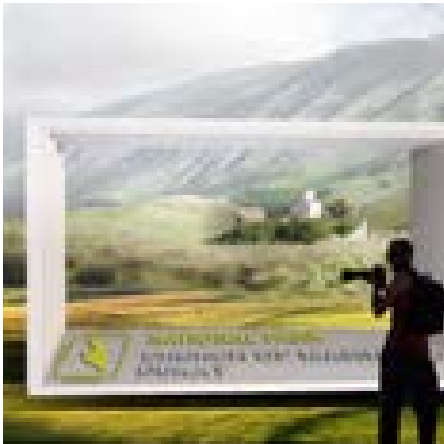
\_LIFEGUARD TOWER

## FRAME MATERIALS



## FRAME FINISHING





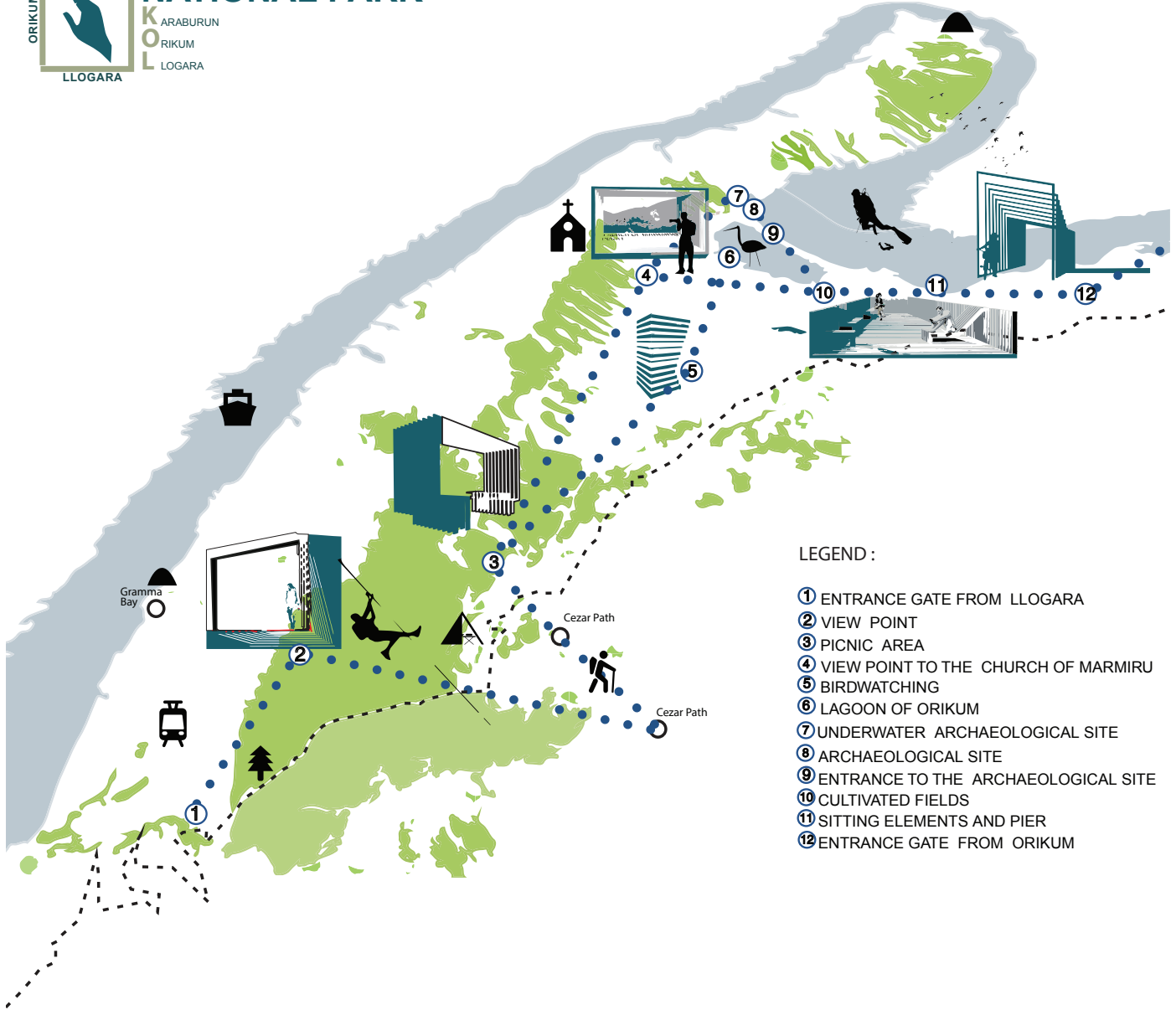
**MODULAR  
FURNITURE  
SYSTEM  
PROVIDING  
FACILITIES  
NEW IDENTITY OF  
THE NATIONAL  
PARK**





# NATIONAL PARK

KARABURUN  
ORIKUM  
LLOGARA



## LEGEND :

- ① ENTRANCE GATE FROM LLOGARA
- ② VIEW POINT
- ③ PICNIC AREA
- ④ VIEW POINT TO THE CHURCH OF MARMIRU
- ⑤ BIRDWATCHING
- ⑥ LAGOON OF ORIKUM
- ⑦ UNDERWATER ARCHAEOLOGICAL SITE
- ⑧ ARCHAEOLOGICAL SITE
- ⑨ ENTRANCE TO THE ARCHAEOLOGICAL SITE
- ⑩ CULTIVATED FIELDS
- ⑪ SITTING ELEMENTS AND PIER
- ⑫ ENTRANCE GATE FROM ORIKUM

# PROJECT AND IDENTITY/NEW DUKATI



Let's discover this features in the modern context with 2 approaches:

LOW TECH APPROACH

## COLORS



## MATERIALS

Plaster  
Stone  
Cement  
etc.

Stone  
Wood  
Terracotta  
etc.

Vegetation  
etc.

## APPLICATIONS

Facades  
etc.

Walls  
Windowed walls  
Shading  
Outdoor spaces  
etc.

Private gardens  
Public gardens  
Green walls  
Urban gardens

HIGH TECH APPROACH

## COLORS



## MATERIALS

Steel  
Copper  
Aluminum  
etc.

Glass  
Concrete  
etc.

Vegetation  
Micro-organisms culture  
etc.

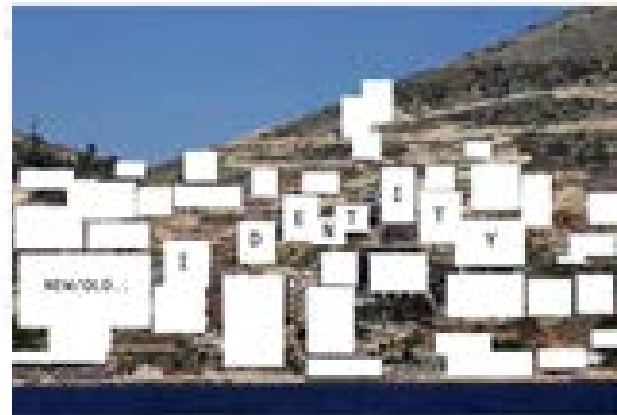
## APPLICATIONS

Micro-organisms  
Windowed walls  
Facades  
Light structures  
New technology facades

Openings  
Windowed walls  
Decorative walls  
etc.

Hanging gardens  
Private gardens  
Phytoremediation walls  
Bioscience farms

**Re-styling existing building**  
**Manual of material and technology for rehabilitation to create a village identity**





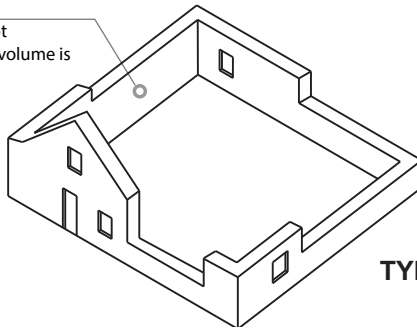
# PROJECT IDENTITY /DIFFUSED HOTEL

An experiment of the  
 process of  
 Public-Private  
 Urban Transformation  
 Society// Ultra  
 Light&Light interventions

**ACTIONS:** Diffused hotel with plural property  
 Keeping the inside of the village unaccessible by the vehicles and restoring pedestrian paths. Creating a system of squares inside the village. There are two zones created in the village:  
 -the area of existing untouched buildings

-the area of diffused hotel that has three typology of residences, the main hotel buildings, youth hostel and residence for artist;  
 -the area of existing untouched buildings  
 Each of this area have their corresponding square with different functions, such as artistic performances, art installation, community centre, open air cinema

EXISTING BUILDING  
 when the building is not completely ruined, the volume is kept as it is



TYPE 1

TYPE 2

SMALL DIFFUSED HOTEL WITH 4 ROOMS

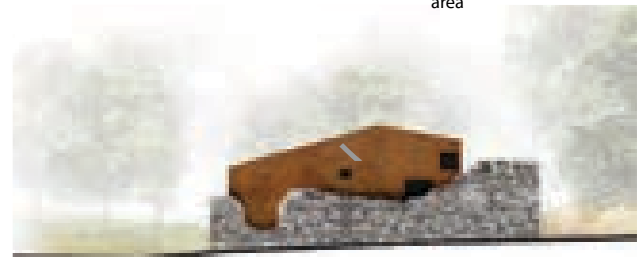
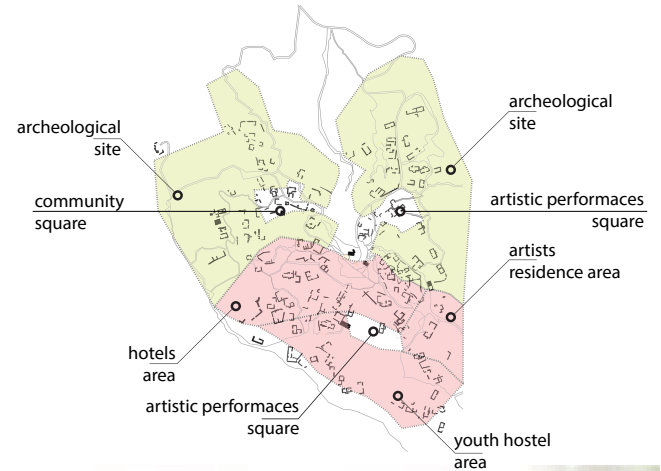
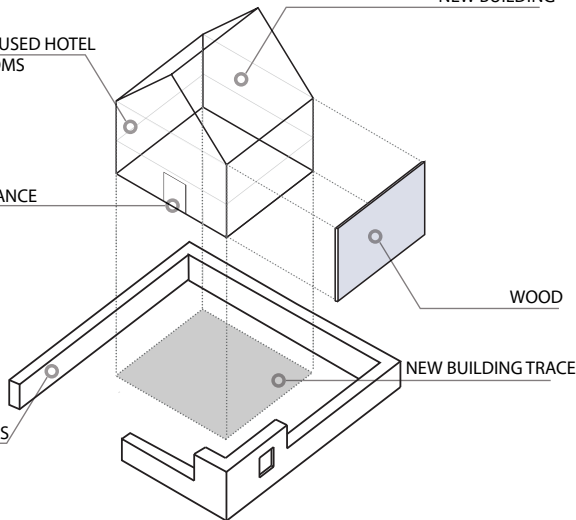
MAIN ENTRANCE

NEW BUILDING

WOOD

NEW BUILDING TRACE

OLD BUILDING RUINS



## PROJECT AND IDENTITY/Urban Renewal



### Network of Public Spaces to structure the Urban Pattern of Orikum

Urban fabric of little value. Limiting the expansion lock in the direction towards the sea. Structuring a new fabric "weak" designed with solid sinuous lines, derived from the coastal strip north and then going back scattering in the valley for agricultural and realized mainly with rows of new planted trees.

The new fabric generates interstitial areas and new urban spatiality to be completed with the design of public open spaces conceived as "fields" or "rooms" functionalized predominantly as entertainment and service in support of tourism (other sites for tourism, as Tragjasi old Rradhima, or the coast, are mainly residential, here instead focused the necessary tourist services).



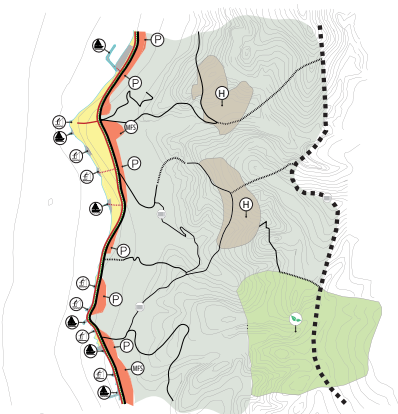
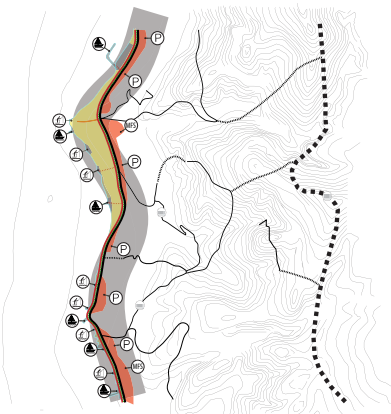
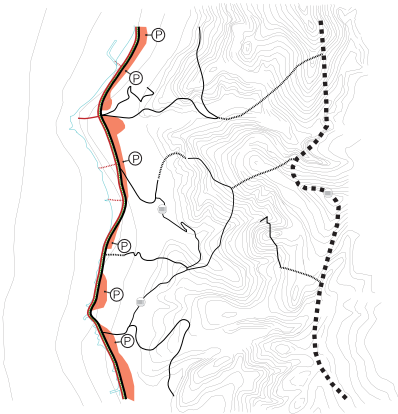
# Rradhime



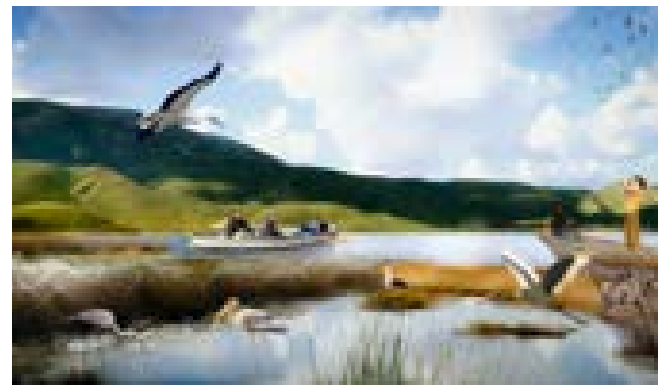
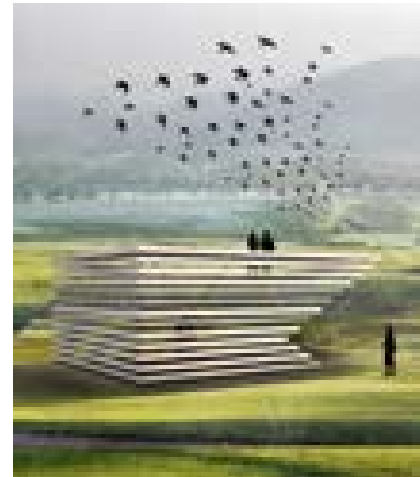
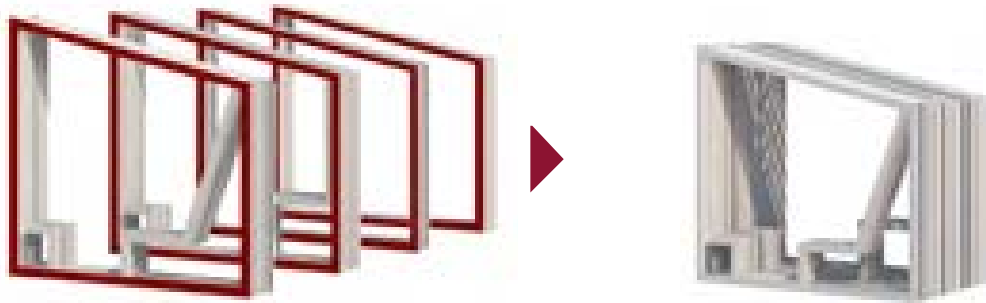
1-Completing the infrastructure system by making the pedestrian the primary user  
 -Division of the pedestrian path from the emergency street with greenery  
 -Creating new parking spaces and services along the main street, away from the waterfront

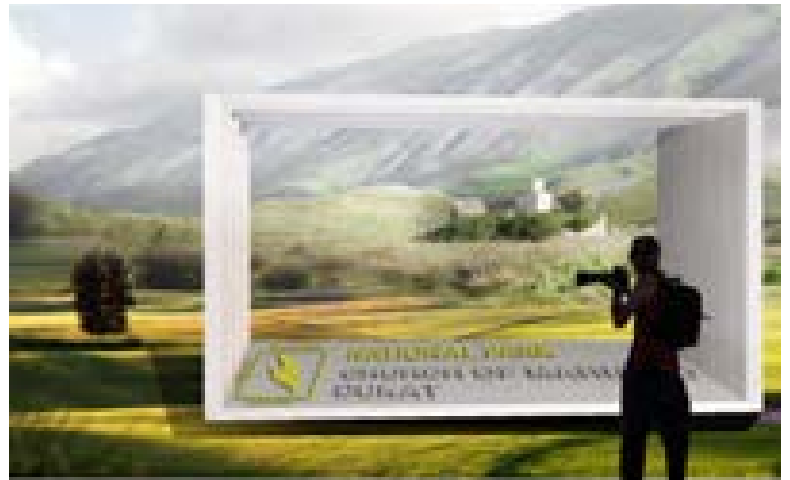
2-Demolition of abusive buildings along the coastal line  
 -Cleaning the beach area and the coastal line  
 -Transforming the concrete existing piers in wooden piers

3-New Buildings Resort in the existing village of Radhima only and leaving the faces of the hills completely natural  
 -Development of agriculture



# TOOL KIT\_MSIF\_READY TO USE





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■ A T E N A S T U D I O

ARCHITECTURE | URBANISM | LANDSCAPE

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**November, 2014**  
**ALBANIA**