



Between mountain and sea, at the crossroads of different eras of town planning, in the heart of a clearing of umbrella pines, the roof design of the new Exhibition Center will express the influence of Thessaloniki and its role in the concert of contemporary events.

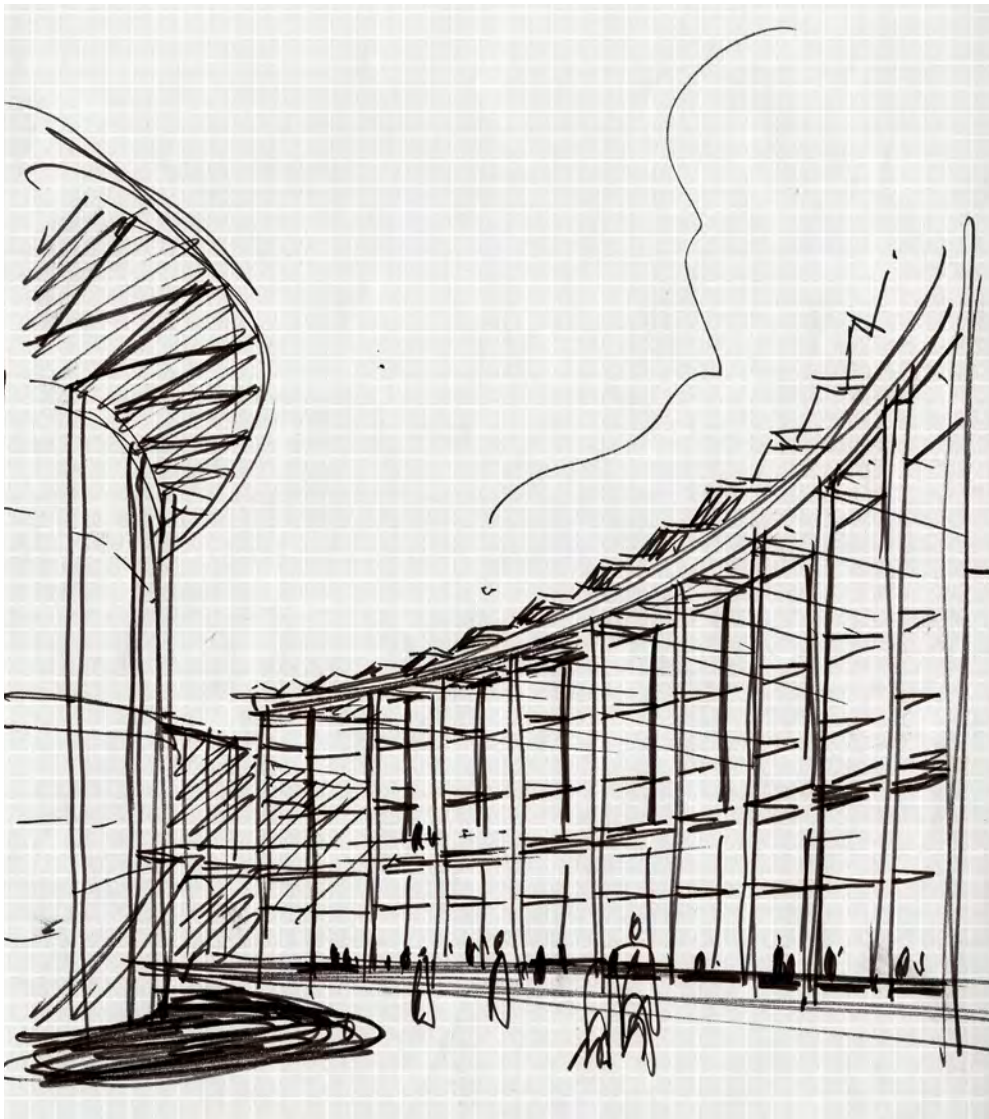


# VISION



The project addresses a dual scale, that of city blocks and that of the international iconic image. The gardens, on the other hand, are designed in the continuity of the city's landscapes.





A welcoming and lively reception area, created by the dialogue between the two porticoes – the Stadium's and the Exhibition Halls', offers a majestic atmosphere echoing Greek architecture.



Shaded spaces protected by the large roof's overhang, places of rest and get-togethers, conducive to the Mediterranean climate.

The project's ambition is to create, on the one hand, a large-scale global iconic image which will embody the Park and the City of Thessaloniki and, on the other hand, a lively venue on a human scale that responds effectively to the strong functional constraints inherent to this kind of facility.

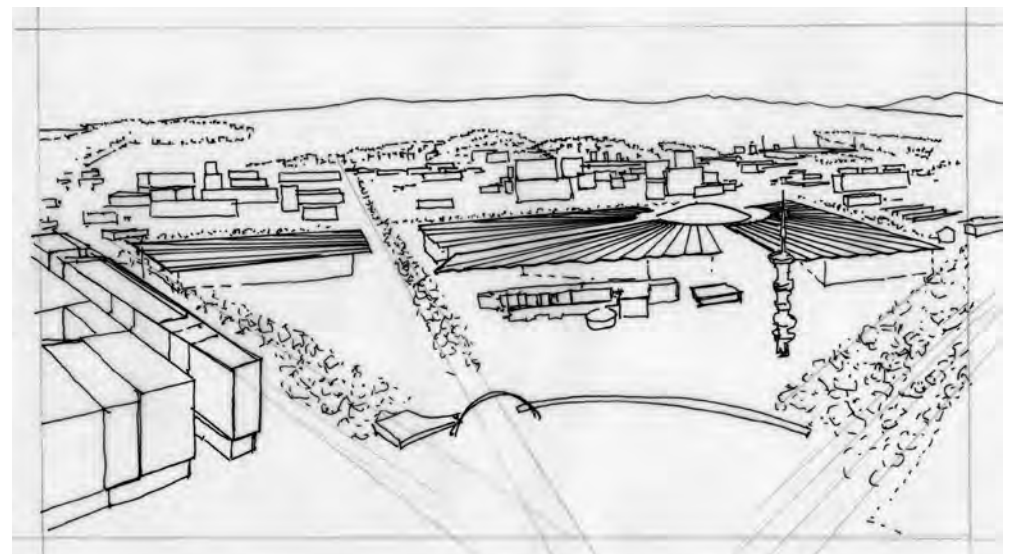
At a large scale, the Architectural Concept proposes a vast roof that unifies all the elements of the program under a radiating pleated surface organized around the Stadium. The Stadium is thus highlighted and integrated into a very strong overall image and within the historical continuity of the site's architecture. This pleated roof is cut along the sight lines from the Stadium towards the sea and towards the Agia Sofia Church, as well as along the historical axes of the University and the heritage Park. This partition gives an intimate scale to the new Park. A circle also cuts the pleated roof around the Stadium and thus forms a circular portico that mirrors the Stadium's. These two face-to-face porticoes, form a reception and entrance space, both very lively and majestic, echoing the Greek architectural tradition.

Arrayed like a fan along this portico, the different event venues are organized to allow for multiple setup scenarios. This is also facilitated by the Congress Center's position between the exhibit halls and the provision of security accesses between buildings via the upstairs walkways.

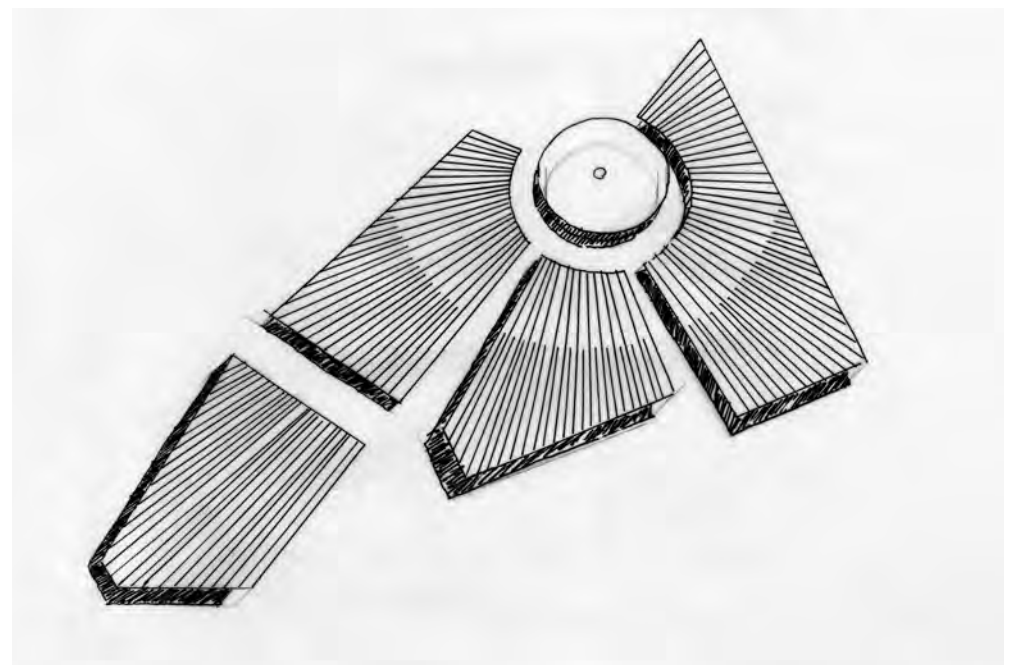
The Business Center takes part in this logic as it is independent and yet an element of the overall composition. It is organized along the axis that corresponds to the outline of the heritage Park's axis and that links the Sintrivaniou Place to the heart of the new Park. With its shops largely open onto the street, the Business Center is at the crossroads between the City and the Exhibition Center. The roof is designed to express immense lightness. The double pleated surface accompanies the spacing of the radii over the entire length of the buildings. This shape dictates the geometry of the slender three-dimensional wooden grid placed on wooden posts.

The outdoor spaces of the Park are exclusively dedicated to the public as the loading docks are located on the periphery of the site along Egnatia Street and 3is Septemvriou Street. They form a genuine garden made up of places varying in scale and onto which the Congress Center's cafeteria opens. Along the buildings and under the roof's overhang, the garden offers shaded spaces for rest and get-togethers, conducive to the Mediterranean climate. The quality of this garden is enhanced by the creation of a clearing effect. A forest of umbrella pines is planted on a wide strip along the entire periphery of the site, amplifying and extending the character of the urban gardens of Thessaloniki, like the one along the Aggelaki Avenue next to the site of the 6th Army.

Both a technical instrument and a place of interaction, inscribed in the midst of medieval, neo-classical and modern town planning, located between mountain and sea, in the heart of a clearing of umbrella pines, and by the design of its characteristic roof, the new Park will express the influence of Thessaloniki and its taking part in the concert of contemporary events.



A global iconic image, at the scale of Thessaloniki and its site, made up of elements at the visitors' scale.

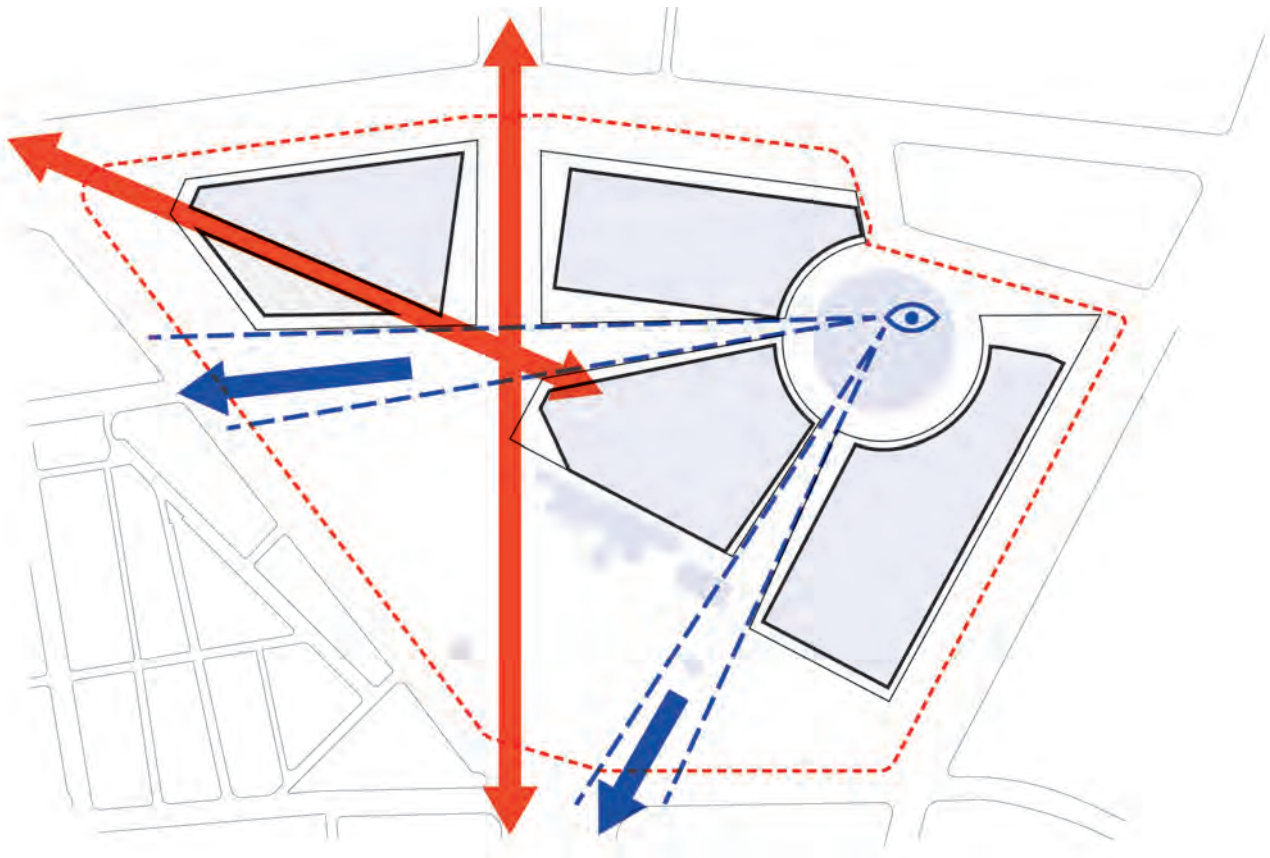


A large roof unifying the whole project in the form of a radiating pleated surface organized around the Stadium, emphasizing it and making it the center of the graphic as well as functional composition.

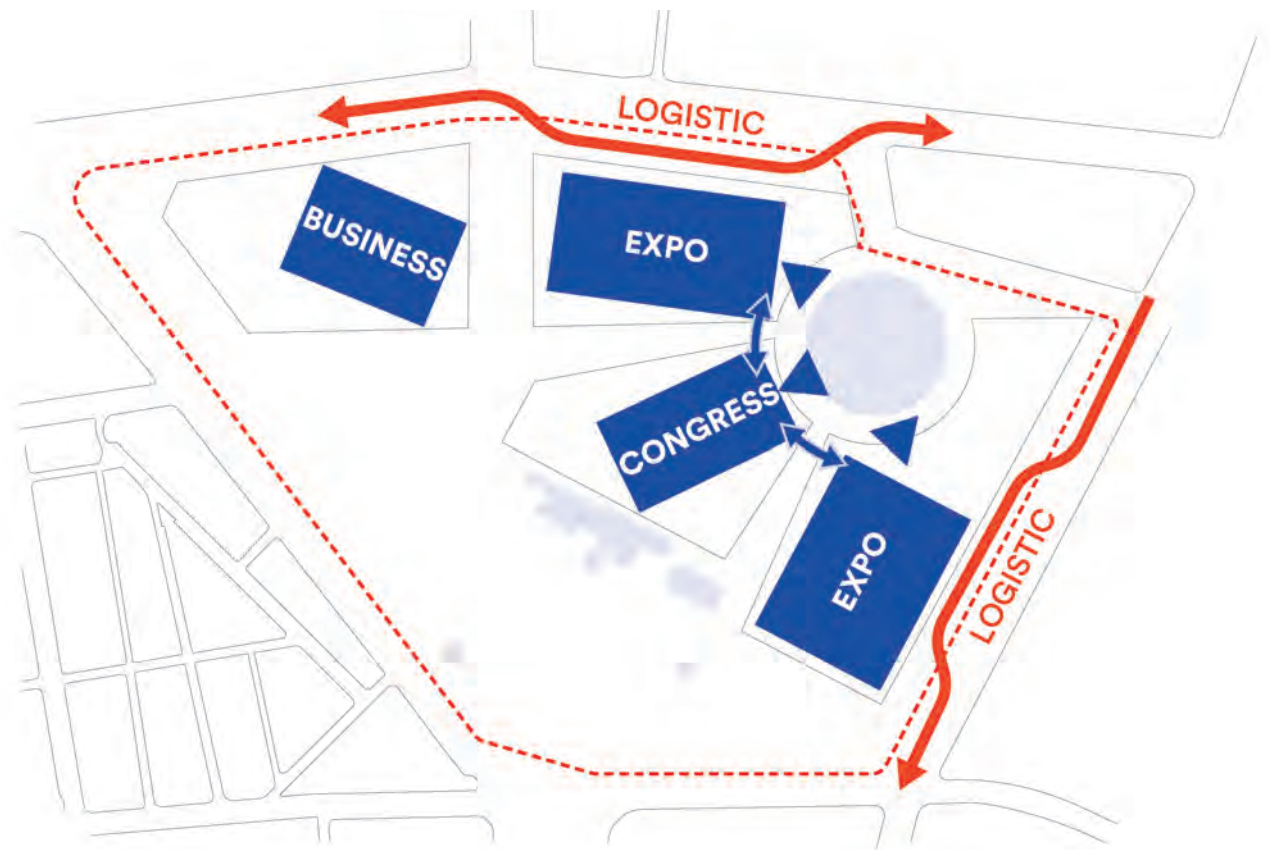


# PHILOSOPHY

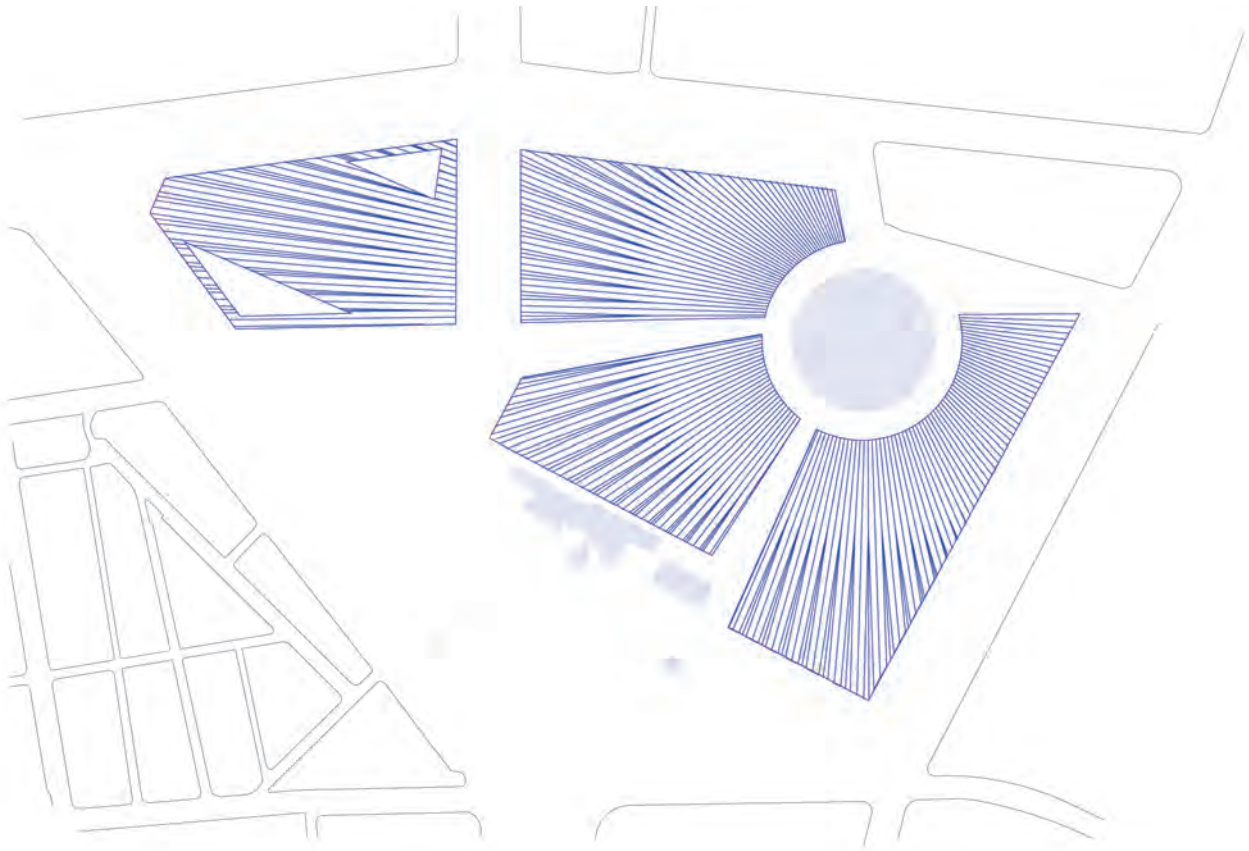
Integration of the project between the sight lines and the historic axes of the city.



Site entirely dedicated to the public since the loading docks are located on the street side. Autonomous or combined layouts for Exhibitions and Congresses.



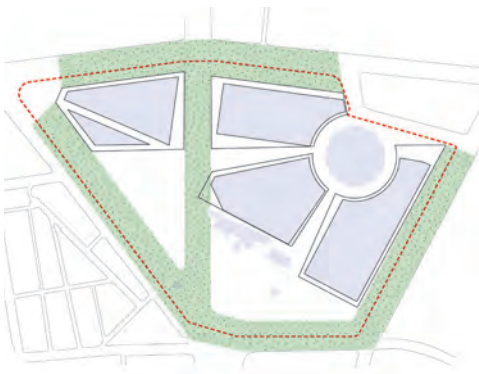
Separate buildings and overall architectural composition at the scale of the landscape. Radial roof layout integrating the Stadium into the emblematic image of the project.







Double pleated roof to accompany the spacing of the radii. Three-dimensional structure and wooden posts.



The transformation of the Thessaloniki ConfEx Park provides the opportunity of placing the buildings within a landscape suited to its size and up to its standards.

The challenge lies in transforming how the site is read, how it is perceived and how people move and interact within it, whilst also recognizing and reinforcing its qualities. A “canopy” in which the buildings literally float is created out of Aleppo pines and stone pines, whose heights match the ConfEx Park buildings. The planting plan is composed of thick edges at its periphery, to give visitors the illusion of a vast forest landscape.

We believe it would be relevant to use the project as an opportunity to restructure this

urban area. From a territorial point of view, the wooded edge will create a wide planted area that the users will benefit from.

The peripheral wooded landscape integrates both existing transportation infrastructures and internal pathways giving the feeling to penetrate a large park. Following the principles of American parkways, the different transportation lanes will be clearly distinguished and separated by vegetated areas, thus minimizing the perceivable impact of traffic. It also hosts planted streams for the drainage system that create a great refuge of biodiversity in the heart of the city.

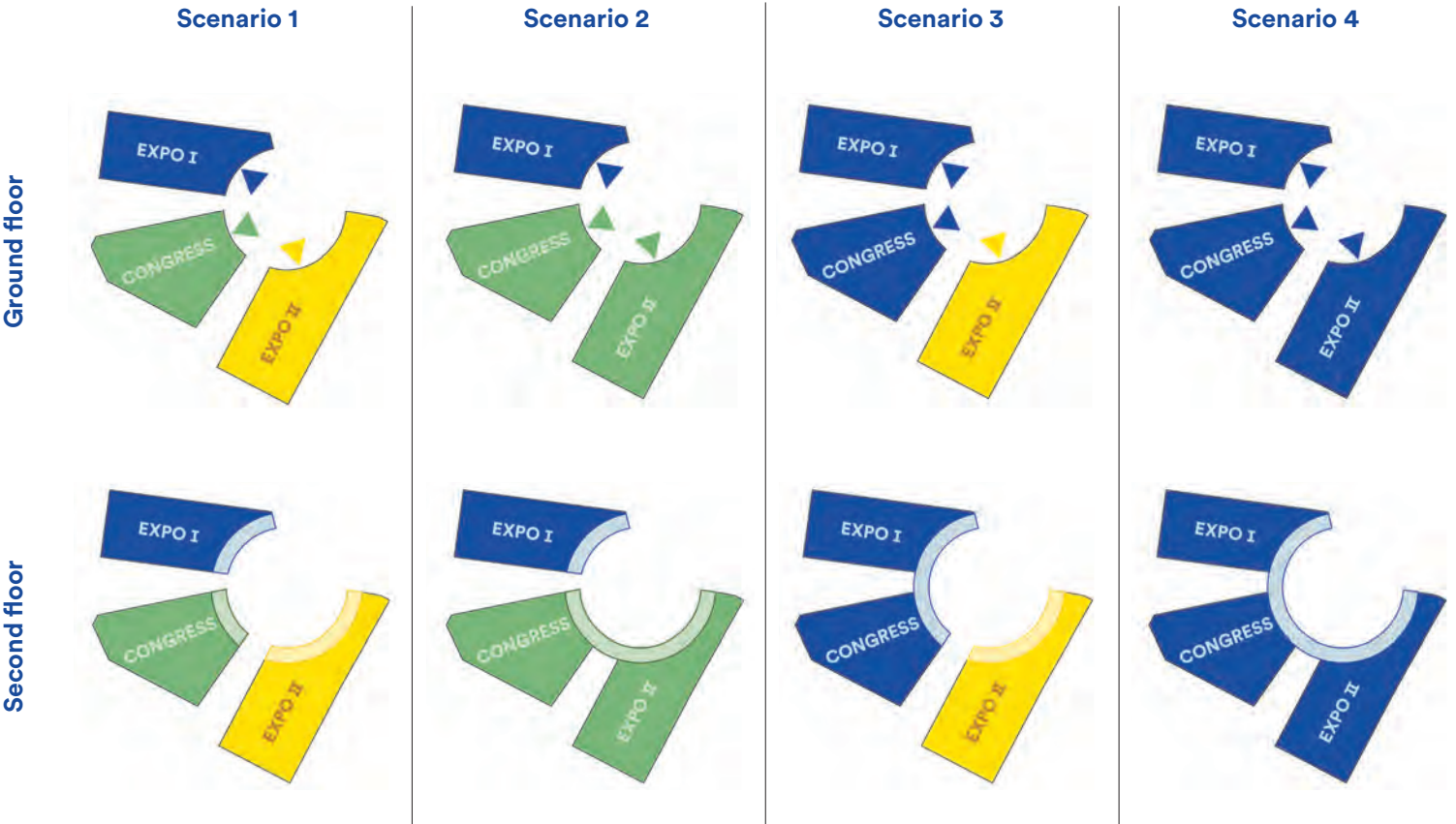
The planted streams collect stormwater reducing the load of the city’s rainwater sewage.

Peripheral wooded landscape, tree hedges, small groves and great meadows will become the main tools, the main figures of the project. Multiple paths of varying width, crossing the park, connect the various access points allowing the circulation of a great number of visitors. This new landscape entity constitutes the reintroduction of a natural environment in the urban context. It is both the ambition to implant a Mediterranean ecosystem and to offer a park which could be partially accessible to residents of the neighborhood.

The image of this site which is currently dominated by hardscape, roads and parking is therefore radically changed.

The ring-like organization around the Stadium and the location of the Congress Center between exhibit halls allow for multiple event setup scenarios.

The security access between buildings is via the upstairs walkways, thus freeing access and circulation on the entire ground floor.



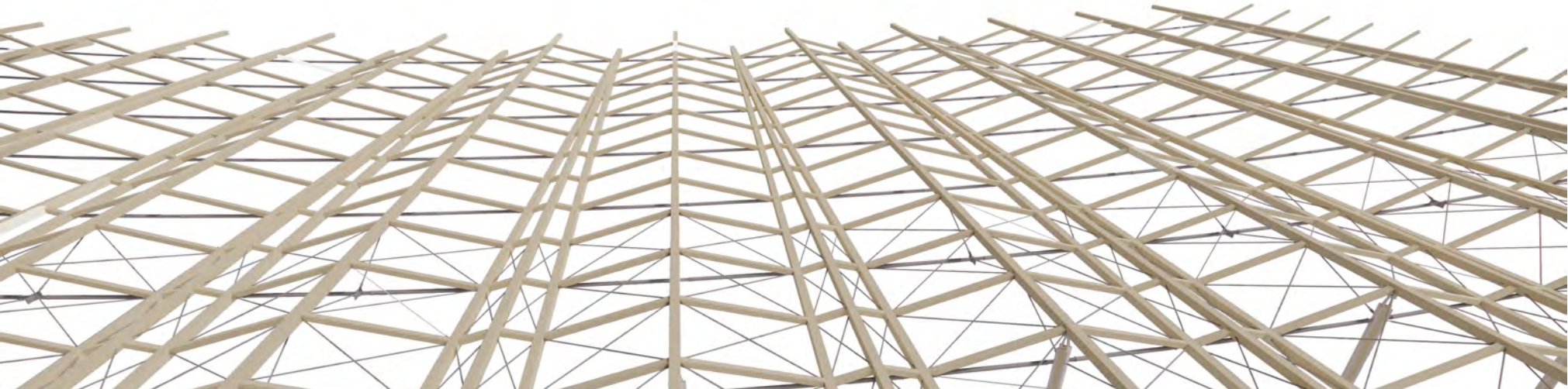


# STRUCTURE

PLEATS



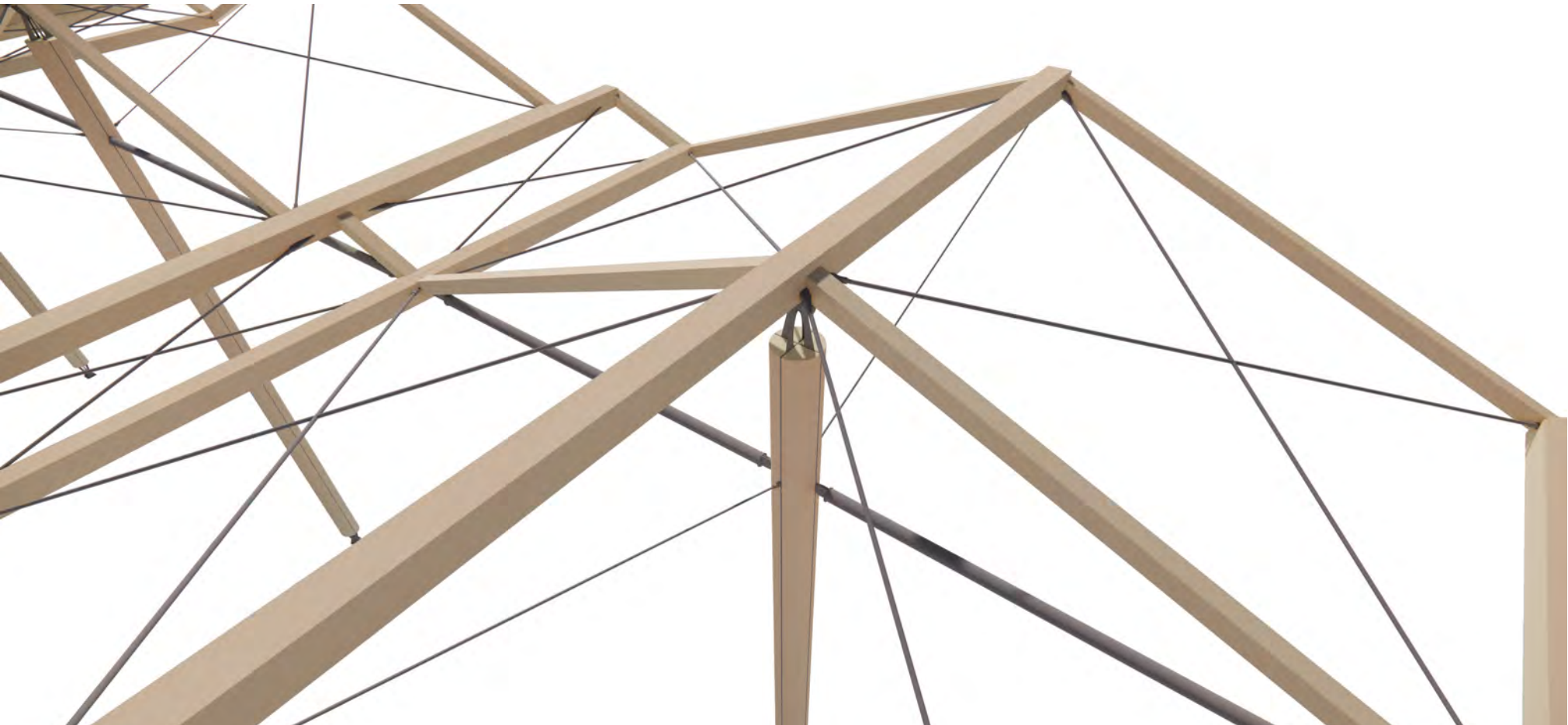
STRUCTURE



SYNTHESIS



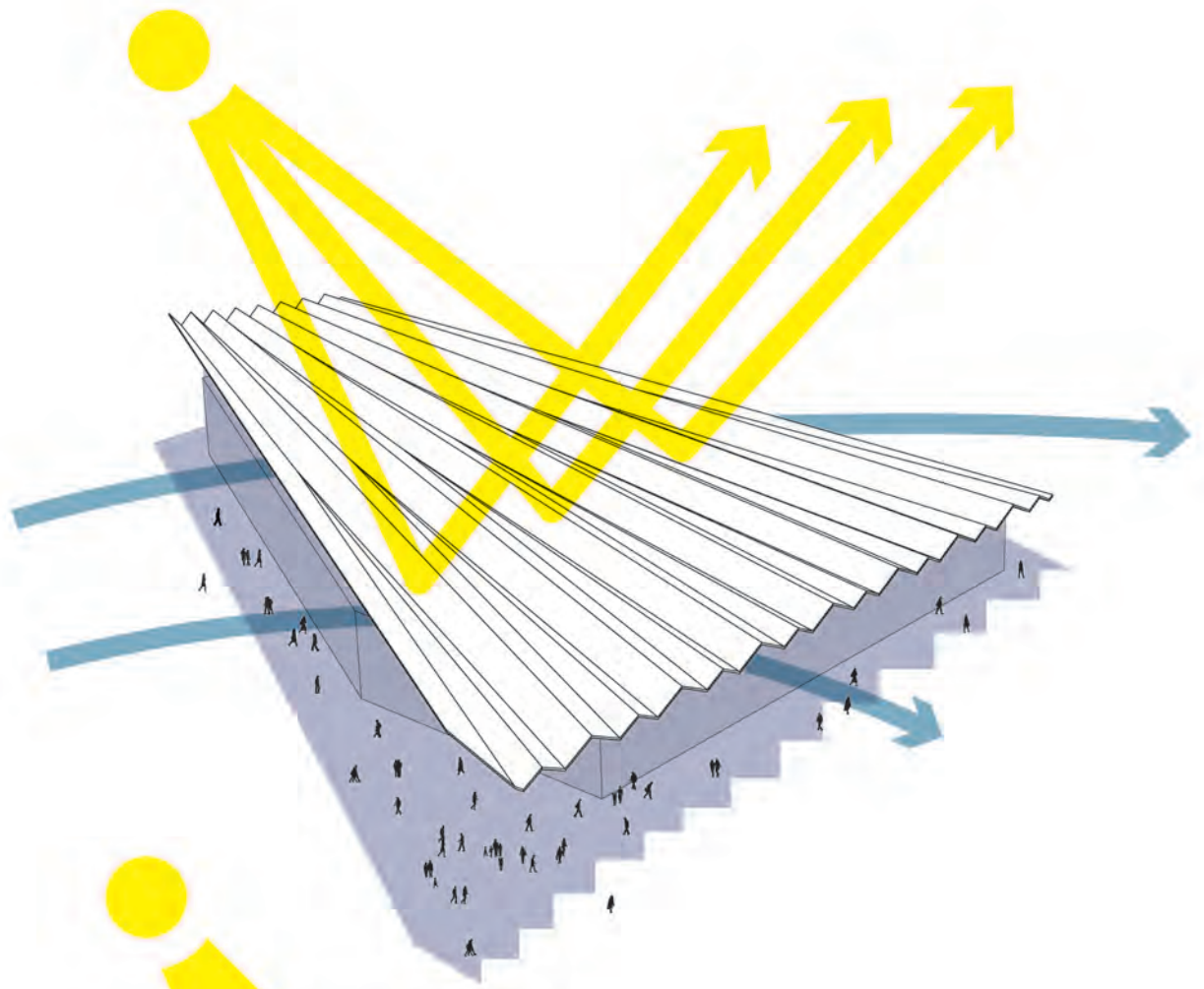
STRUCTURAL DETAILS





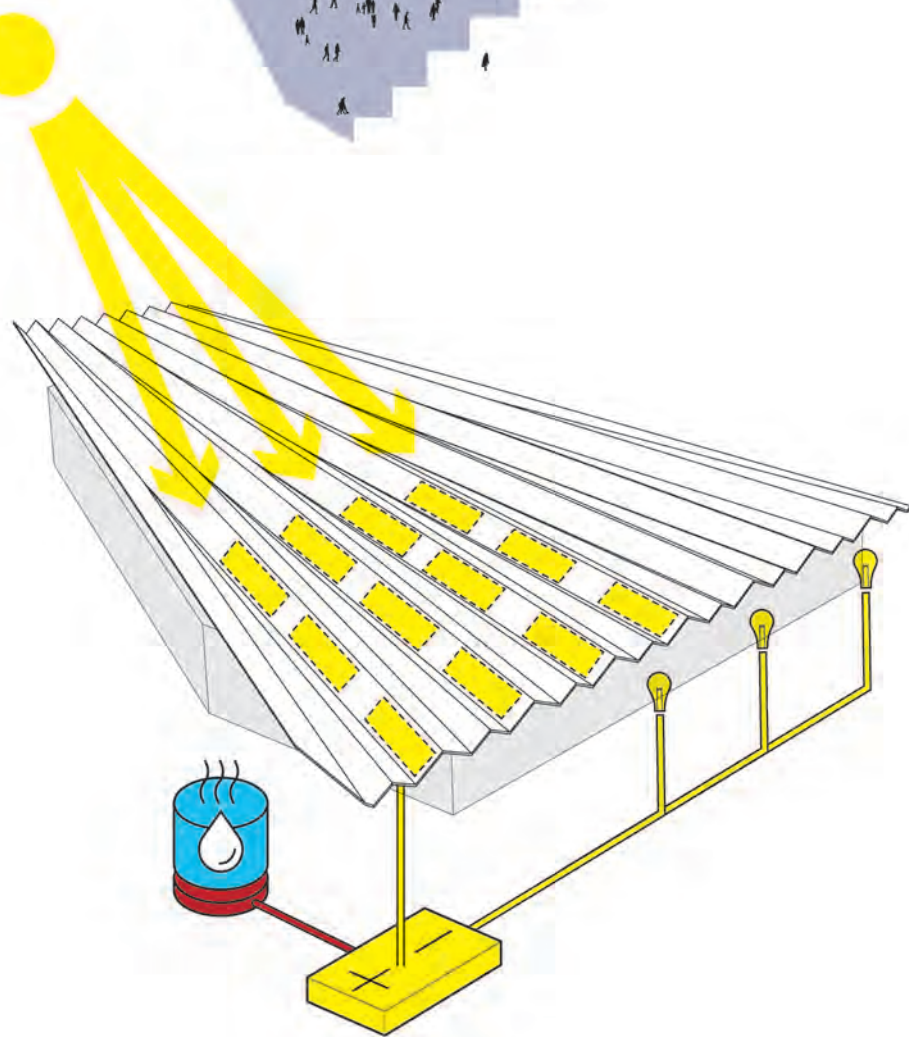
## ROOF

- Overhanging roofs sheltering facades from heat gain due to solar radiation
- Ventilated roofs to dissipate heat and limit air conditioning needs
- Enhancement of the Albedo effect with light-colored roofs partially reflecting solar radiation back towards the sky. This measure will reduce both the energy requirements for cooling the buildings and the heat island effect.



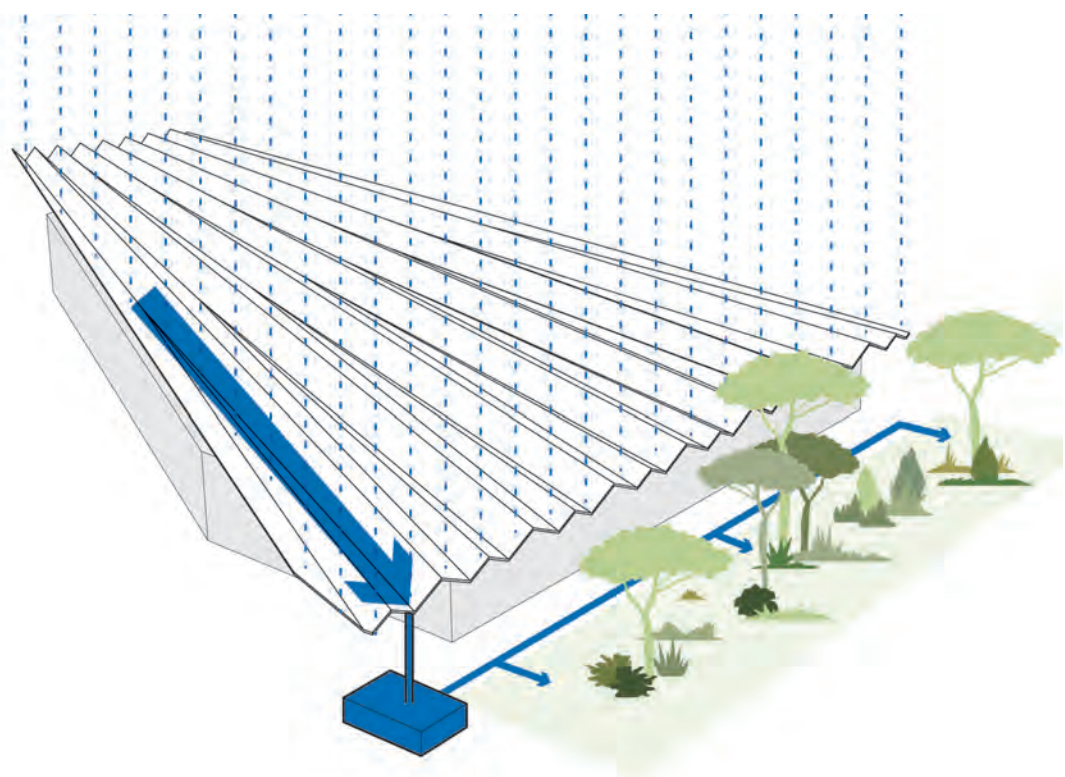
## ENERGY

- The roof configuration makes it possible to install a large area of photovoltaic solar panels (up to 10,000m<sup>2</sup>) to produce part of the energy required for lighting the site.
- Thermal solar panels installed on the roof will meet part of the domestic hot water needs of the park.



## WATER

- Rainwater harvesting from the roofs will allow rainwater to be redirected into the garden irrigation system.
- Reduction of impermeable paved surfaces and increase of vegetation on the site will minimize the heat island effect

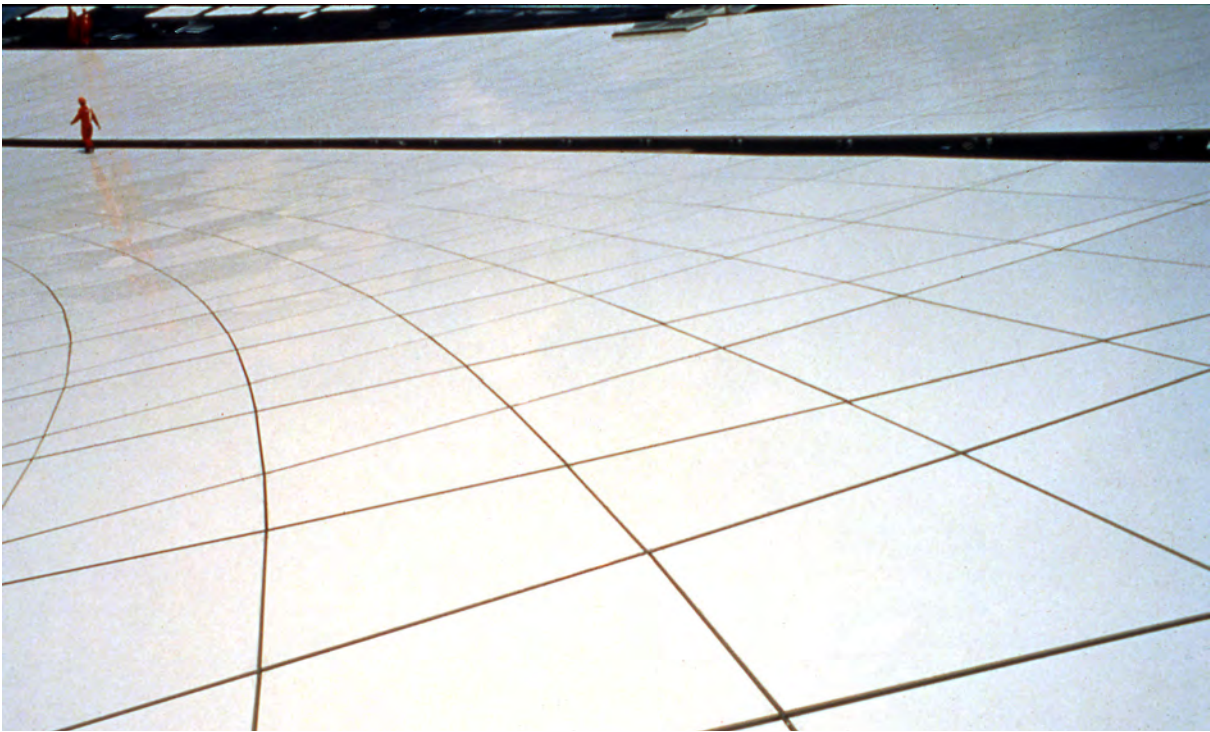




# MATERIALITY



**Wood structure.**



**Roof made of metallic panels.  
Possibility to install a large  
are of photovoltaic solar panels.**



**Interior spaces made of wood.**



## APPROACH TO ECONOMY OF THE PROJECT

Preliminary Works	Sector	Total Fl. Ar. (sqm)	outdoor area	Pk places	Unit Cost (€/sqm)	Construction Cost (€)
Demolitions	All	-			-	2 200 000 €
Infrastructure	All	-			-	2 450 000 €
Total						4 650 000 €

Exhibition Centre	Sector	Total Fl. Ar. (sqm)	outdoor area	Pk places	Unit Cost (€/sqm)	Construction Cost (€)
Exhibition Centre	I and IV	46 500			1 250 €	58 125 000 €
Administration offices	IV	1 450			1 400 €	2 030 000 €
Underground storage space *	I and IV		12 000		450 €	5 400 000 €
Underground parking *	I and IV			500	12 000 €	6 000 000 €
Open exhibition space*	I and IV		6 000		180 €	540 000 €
Internal road network*	I, II and IV		9 200		70 €	1 120 000 €
Total	I and II	47 950	27 200	500	15 350 €	73 215 000 €

Congress & Exhibition Centre	Sector	Total Fl. Ar. (sqm)	Outdoor area	Pk places	Unit Cost (€/sqm)	Construction Cost (€)
Congress Centre	II	16 500			1 730 €	28 545 000 €
Luxury Exhibition Hall	II	5 300			1 400 €	7 420 000 €
Underground storage space *	II		1 850		450 €	832 500 €
Underground parking *	II			600	12 000 €	7 200 000 €
Total	II	21 800	1 850	600	15 580 €	43 997 500 €

Open Spaces	Sector	Total Fl. Ar. (sqm)	Outdoor area	Pk places	Unit Cost (€/sqm)	Construction Cost (€)
Cafeteria	V	250			1 080 €	270 000 €
Preserved Buildings	V	4 000			0 €	0 €
Park *	V		53 500		200 €	10 700 000 €
Total	IV V	4 250	53 500	0	1 280 €	10 970 000 €
		250	excl. Preserved bdl			

Business Centre	Sector	Total Fl. Ar. (sqm)	outdoor area	Pk places	Unit Cost (€/sqm)	Construction Cost (€)
Stores – Recreation	III	8 600			910 €	7 826 000 €
Offices, banks	III	6 900			1 050 €	7 245 000 €
Hotel (160 Rooms)	III	6 900			2 150 €	14 835 000 €
Multipurpose Hall	III	3 240			1 700 €	5 508 000 €
Underground storage space *	III		2 000		450 €	900 000 €
Open spaces*	III		13 000		180 €	2 340 000 €
Underground parking *	III			1 000	12 000 €	12 000 000 €
Total	III	25 640	15 000	1 000	18 440 €	50 654 000 €

Grand Total		95 390				183 486 500 €
* Excluded from Lot and Total Floor Area sum						
** Unit cost in €/place						





International Architectural Design Competition for the Thessaloniki ConfEx Park  
Data Sheet for the evaluation of the Economy of the Project



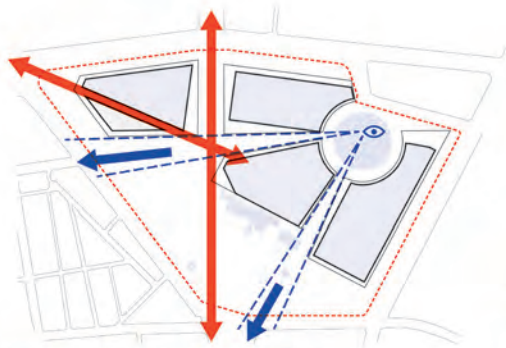
No	Description	SECTORS I & IV*			SECTOR III		SECTOR II*		SECTOR V		TOTAL	
		Plot Area (I) = 39.397,11 m² Plot Area = 13.971,22 m²			Plot Area = 20.034,00 m²		Plot Area (II) = 16.339,68 m²		Plot Area = 58.900,71 m²		Plot Area = 161.769,04 m²	
		Proposed by Competitor (SECTOR I)	Proposed by Competitor (SECTOR IV)	Programme Requirements (SECTOR I & IV)	Proposed by Competitor	Programme Requirements	Proposed by Competitor	Programme Requirements	Proposed by Competitor	Programme Requirements	Proposed by Competitor	Programme Requirements
A. General Metrics												
A1	Above Ground GFA (m²)	27.250	20.000	max 48.500	24.740	max 26.750	16.250	max 16.500	250	max 250	89.190	max 92.000 excl. preserved bldgs
A2	Below Ground Parking use GFA (m²)	6.500	6.000	-	23.600	-	13.600	-	0	-	49.700	-
A3	Below Ground other Aux uses GFA (m²)	6.000	6.000	-	2.000	-	2.650	-	0	-	16.650	-
A4	Net Floor Area NFA (m²)	24.525	18.630	-	22.266	-	14.625	-	225	-	80.271	-
A5	Building Coverage ratio (%) & Area (m²)	40% -15.900	95% - 13.300	-	60% 12.010	max 60% - 12.020,40	52% - 8.500	-	0.004% - 250	-	31% - 49.960	max 45% - 64.000 excl. AAMTH – pres.bldgs
A6	Gross Volume above Ground (m³)	260.000	208.000	-	280.000	-	230.000	-	750	-	978.750	-
A7	Foundations Footprint (m²)	16.200	13.000	-	14.200	-	14.150	-	250	-	-	-
A8	Façade (m²)	8.200	9.200	-	9.500	-	9.600	-	30	-	-	-
A9	Exterior Openings (m²)	2.200	3.800	-	6.800	-	1.400	-	400	-	-	-
A10	Accessible Roof surface (m²)	0	0	-	0	-	0	-	0	-	-	-
A11	Inaccessible Roof surface (m²)	22.900	19.300	-	16.500	-	16.500	-	0	-	-	-
A12	Green Roof surface (m²)	0	0	-	0	-	0	-	0	-	-	-
A13	Balconies / Open Covered Areas (m²)	1.200	1.200	-	1.200	Hotel: max 40% of GFA	1000	-	0	-	-	-
B. Programme Area												
B1	Exhibition Center Area (m²)	25.800	20.700	47.000	-	-	-	-	-	-	-	-
B2	Administration Offices Area (m²)	0	1.450	1.500	-	-	-	-	-	-	-	-
B3	Hotel (m²)	-	-	-	6.900	7.250	-	-	-	-	-	-
B4	Commercial Complex / Retail–Recreation (m²)	-	-	-	8.600	9.000	-	-	-	-	-	-
B5	Commercial Complex / Offices (m²)	-	-	-	6.000	7.000	-	-	-	-	-	-
B6	Multi-purpose Hall (m²)	-	-	-	3.240	3.500	-	-	-	-	-	-
B7	Conference Center Area (m²)	-	-	-	-	-	16.500	10.500	-	-	-	-
B8	Luxury Exhibition Hall Area (m²)	-	-	-	-	-	5.300	6.000	-	-	-	-
B9	Cafeteria (m²)	-	-	-	-	-	-	-	250	250	-	-
B10	Underground Parking Area (m²)	8.500	9.000	12.500	35.000	25.000	21.000	15.000	-	-	-	-
B11	Underground Storage Area (m²)	6.000	6.000	12.000	2.000	3.500	1.850	2.000	-	-	-	-
C. Open Areas												
C1	Provide Area of Roadways (m²)	-	-	-	-	-	-	-	9.200	-	-	-
C2	Provide Area of Pedestrian Pathways (m²)	-	-	-	-	-	-	-	16.400	-	-	-
C3	Provide Area of other Hardscape (m²)	-	-	-	-	-	-	-	20.600	-	-	-
C4	Provide Area of green Landscape without underground buildings (m²)	-	-	-	-	-	-	-	58.000	-	-	-
C5	Provide Area of green Landscape over underground buildings (m²)	-	-	-	-	-	-	-	0	-	-	-
C6	Provide Area of other Landscape (m²)	-	-	-	-	-	-	-	0	-	-	-
C7	Provide Area of Water Features (m²)	-	-	-	-	-	-	-	0	-	-	-
C8	Provide Area of other structures (m²)	-	-	-	-	-	-	-	0	-	-	-

\*Due to the project specifications, the Exhibition Centre occupies Sectors I and IV as Congress & Exhibition Centre occupies Sector II. Maximum GFA by functions remains identical.

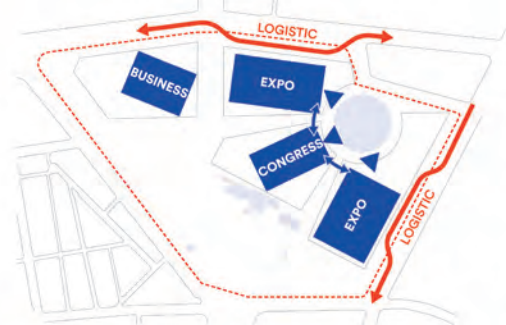




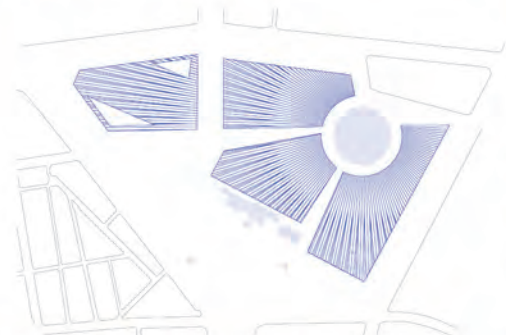
# CONCEPT



HISTORICAL AXES AND SIGHT LINES



PUBLIC SPACES FREED OF LOGISTICS



RADIATING AND INTEGRATED COMPOSITION

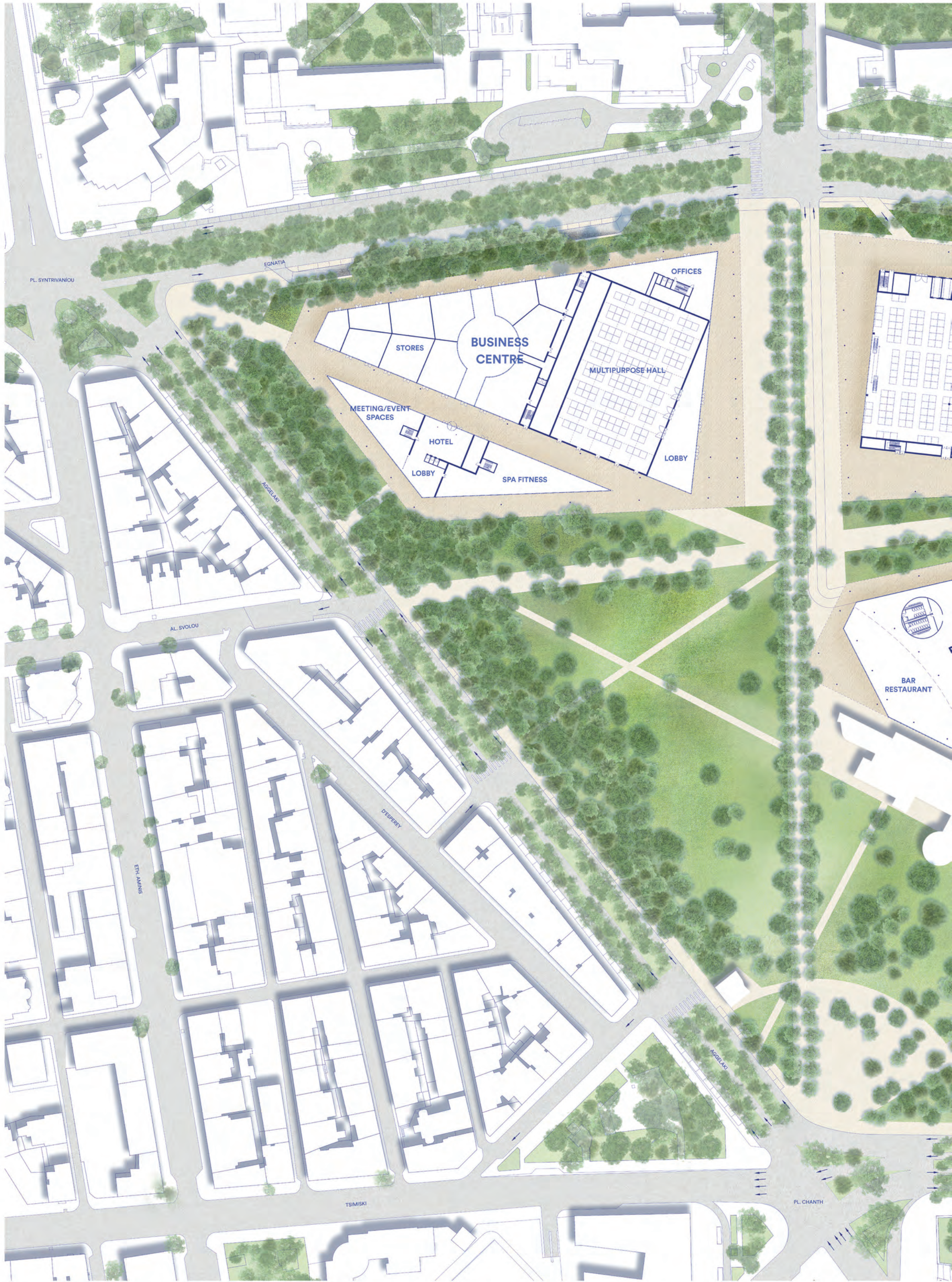


ACCORDION PLEATED ROOF

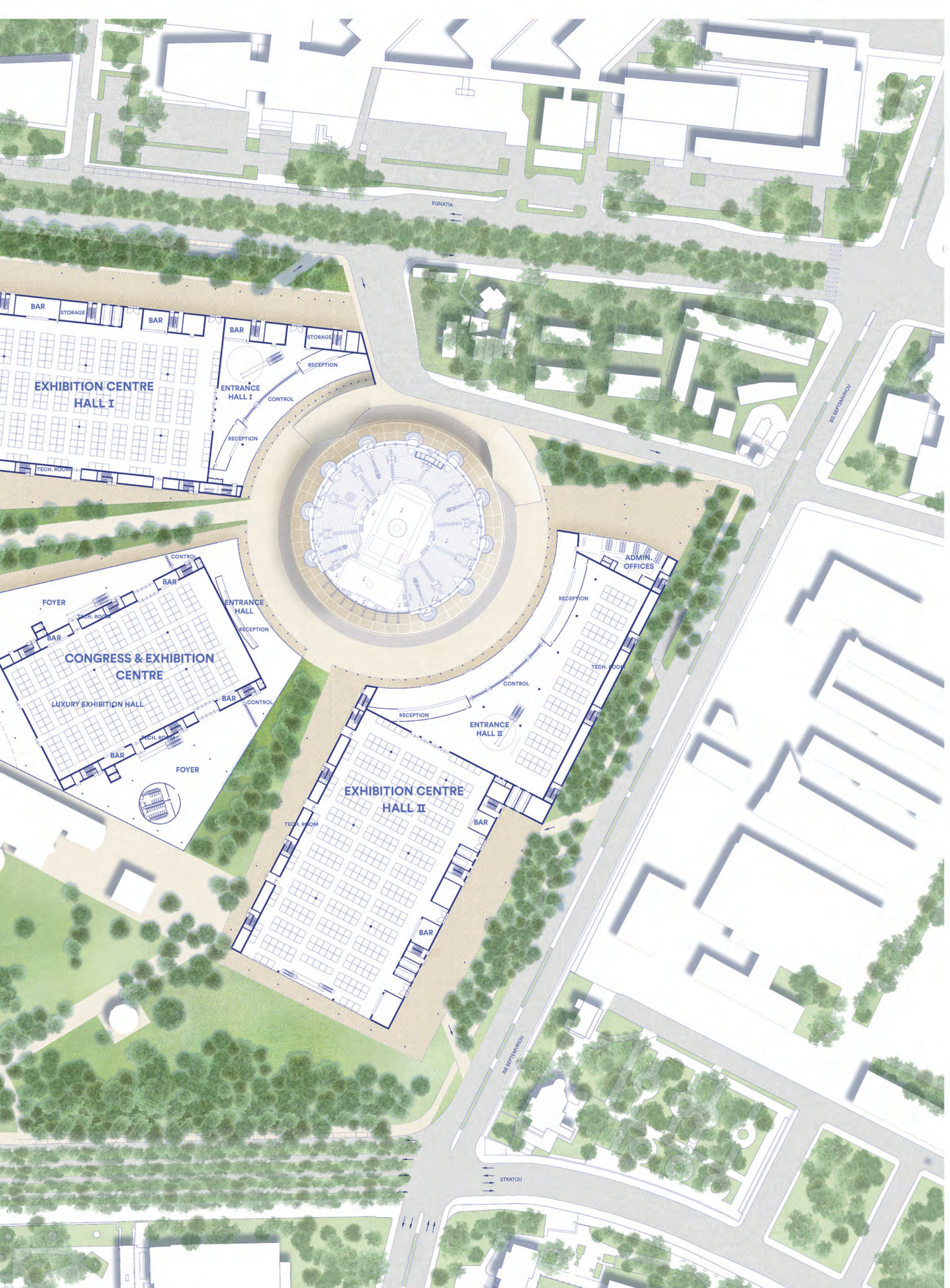


MASTER PLAN 1/1500





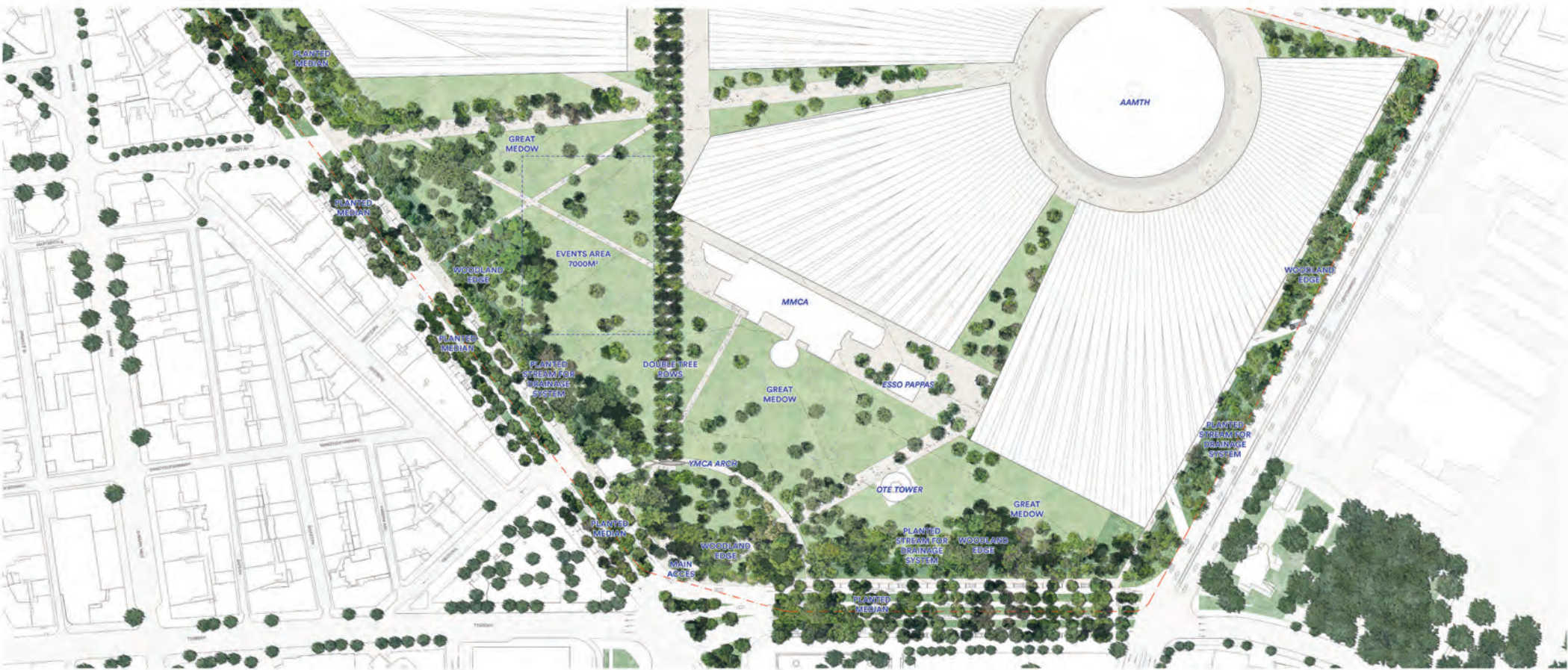








LANDSCAPE



LANDSCAPE MASTER PLAN 1/1000

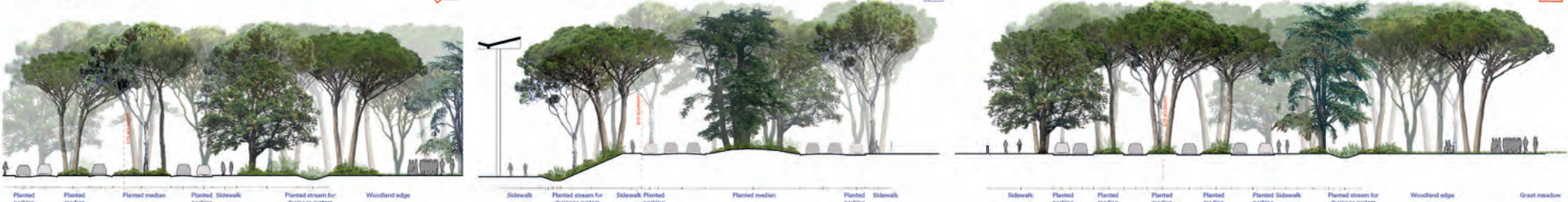
REFERENCES



PLANTING PALETTE



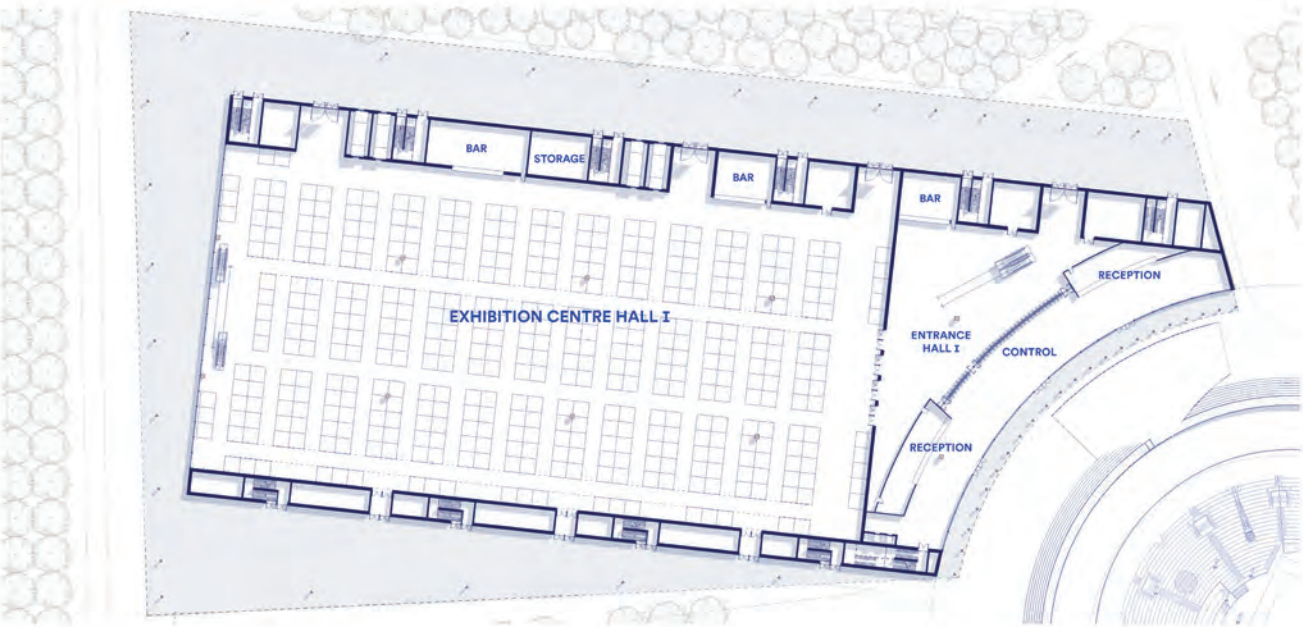
SECTIONS 1/250



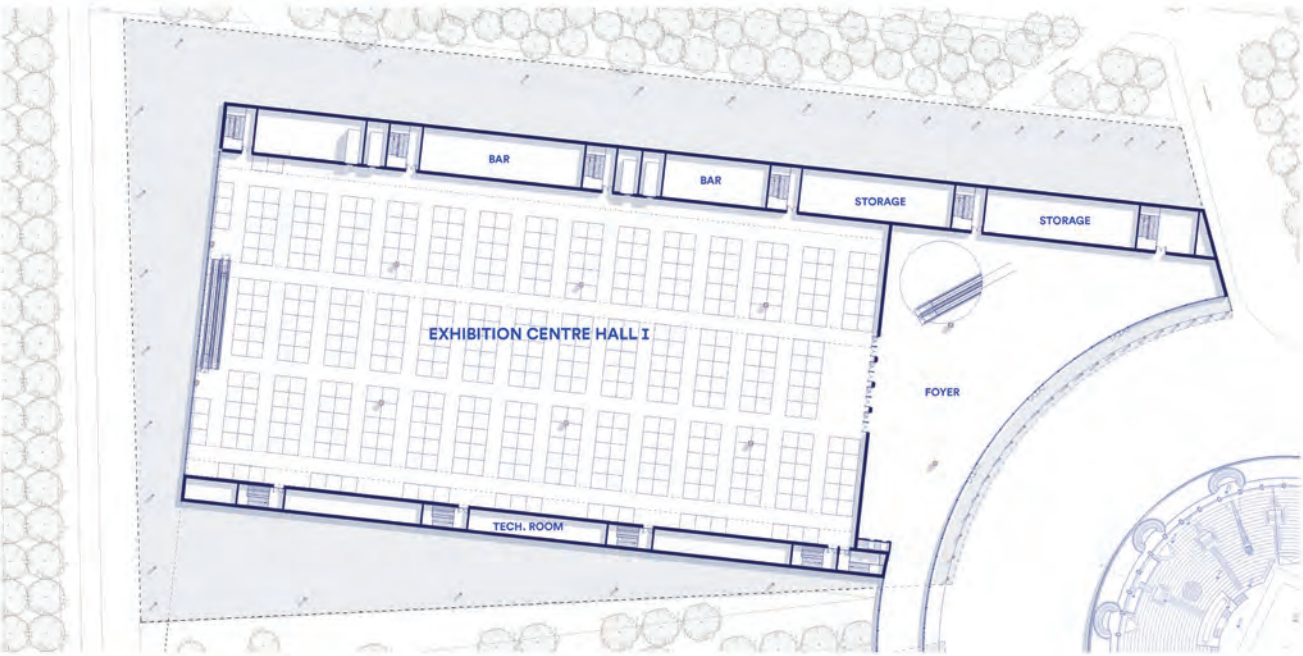




# EXHIBITION CENTRE *HALL I*

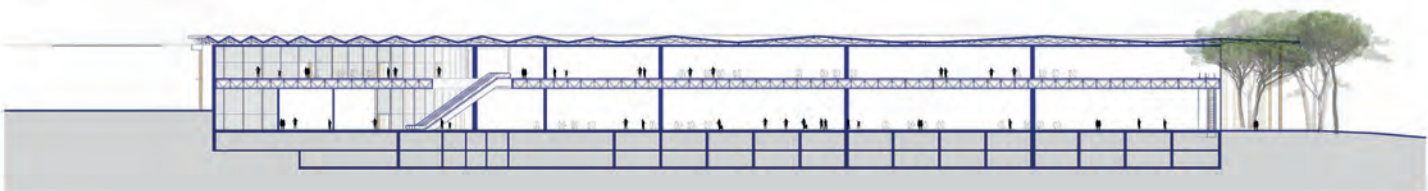


HALL I GROUND FLOOR 1/500



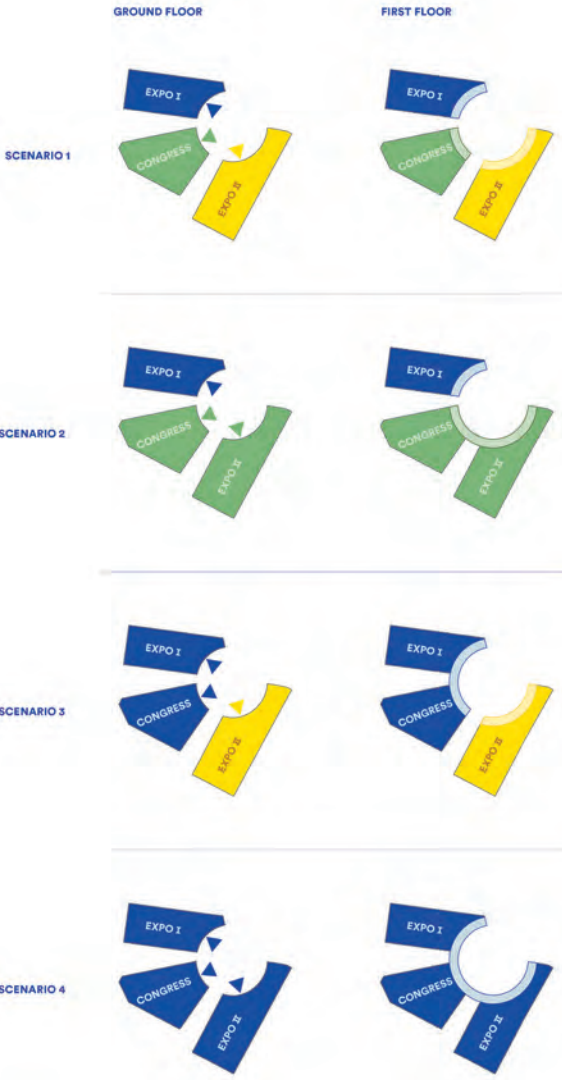
HALL I FIRST FLOOR 1/500

HALL I LONGITUDINAL SECTION 1/500



The ring-like organization around the Stadium and the location of the Congress Center between exhibit halls allow for multiple event setup scenarios.

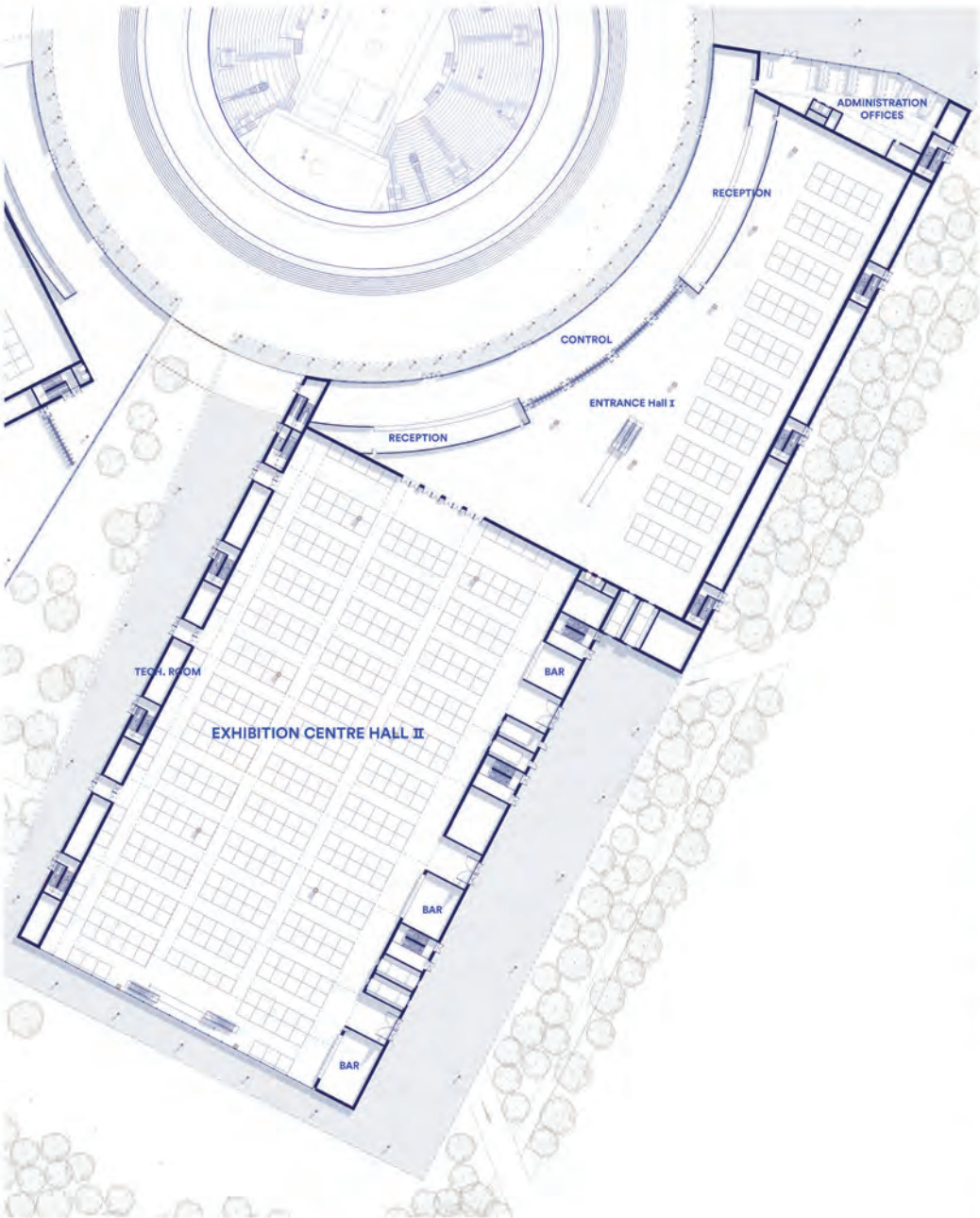
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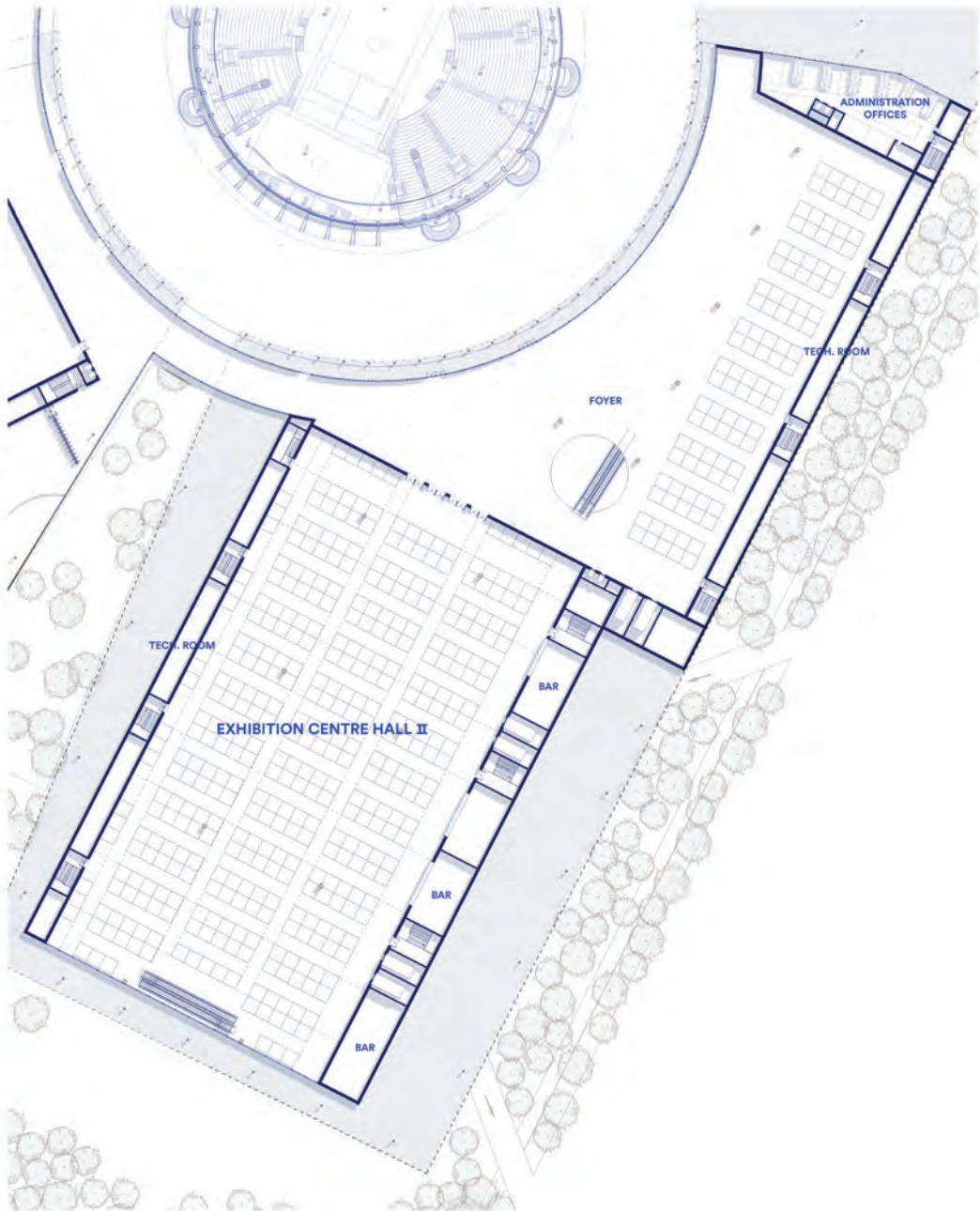
# EXHIBITION CENTER *HALL II*



HALL II GROUND FLOOR 1/250



HALL II CROSS SECTION (A) 1/500



HALL II FIRST FLOOR 1/250



HALL II LONGITUDINAL SECTION (B) 1/500

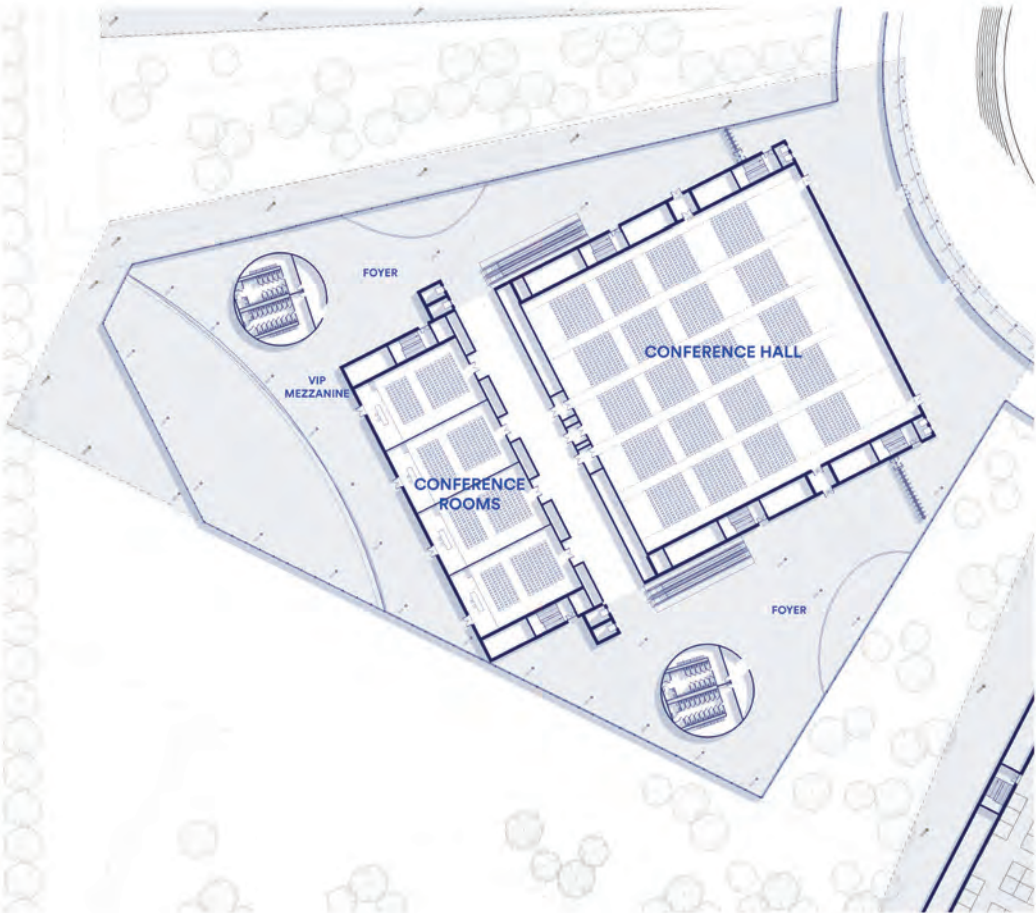




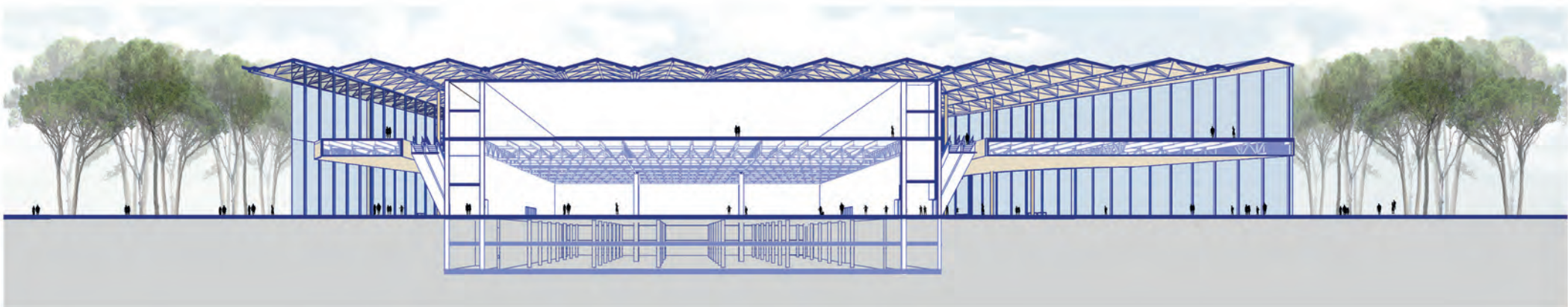
# CONGRESS CENTRE



CONGRESS CENTER GROUND FLOOR 1/500



CONGRESS CENTER FIRST FLOOR 1/500



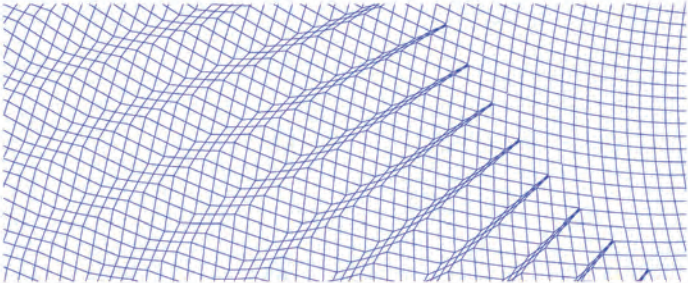
CONGRESS CENTER CROSS SECTION 1/250







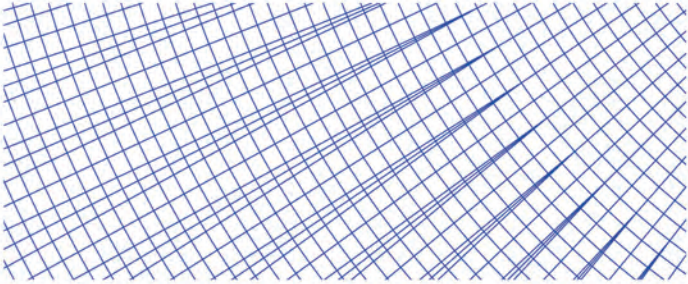
CONGRESS CENTER



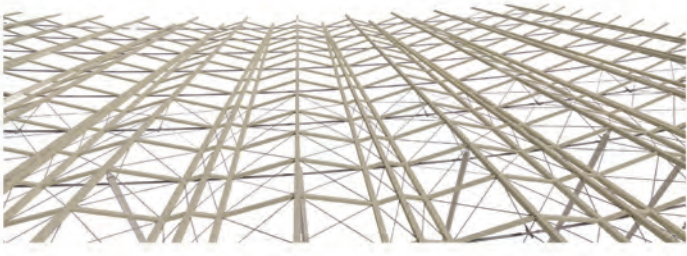
TIE ROD LAYOUT



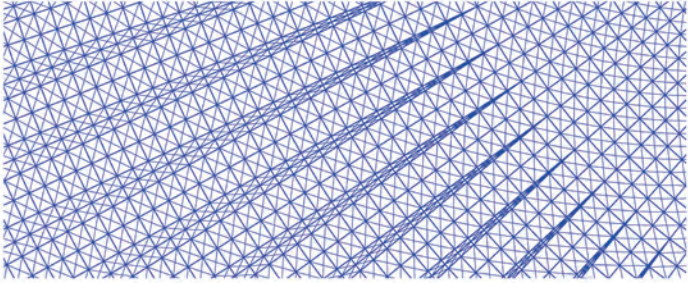
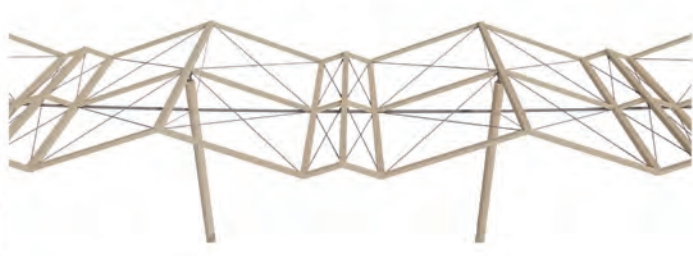
PLEATS



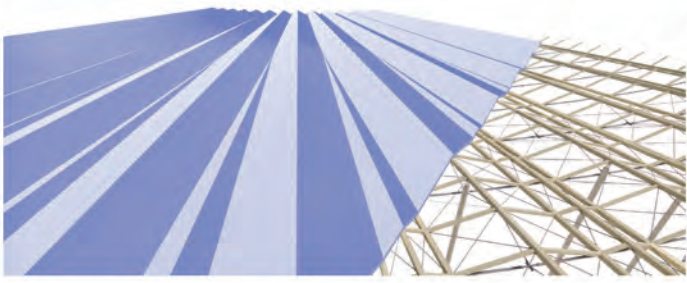
WOODEN STRUCTURE



STRUCTURE



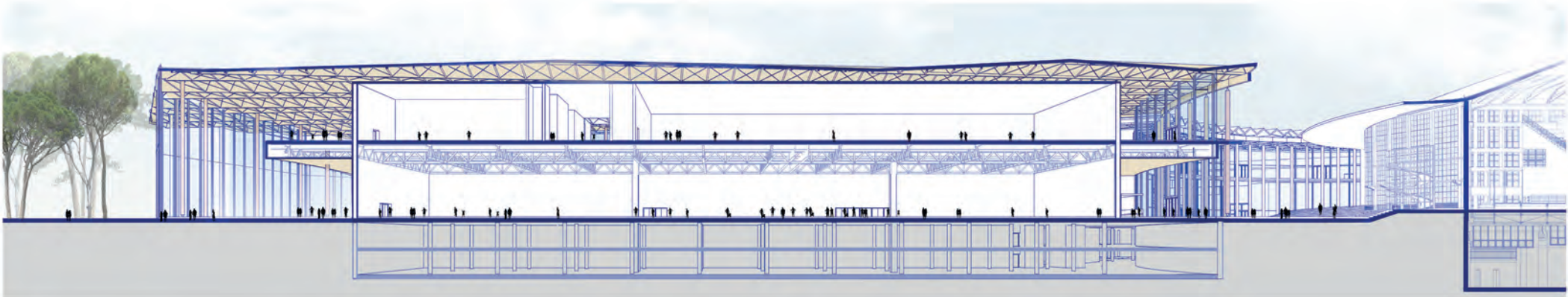
SYNTHESIS



SYNTHESIS



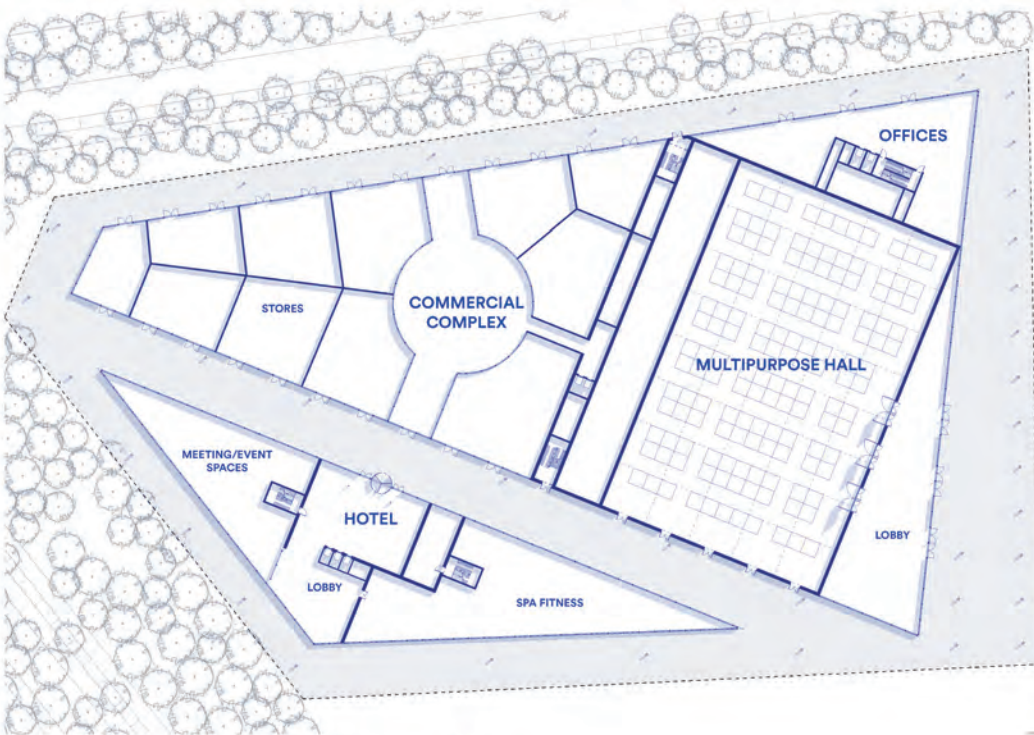
STRUCTURAL DETAILS



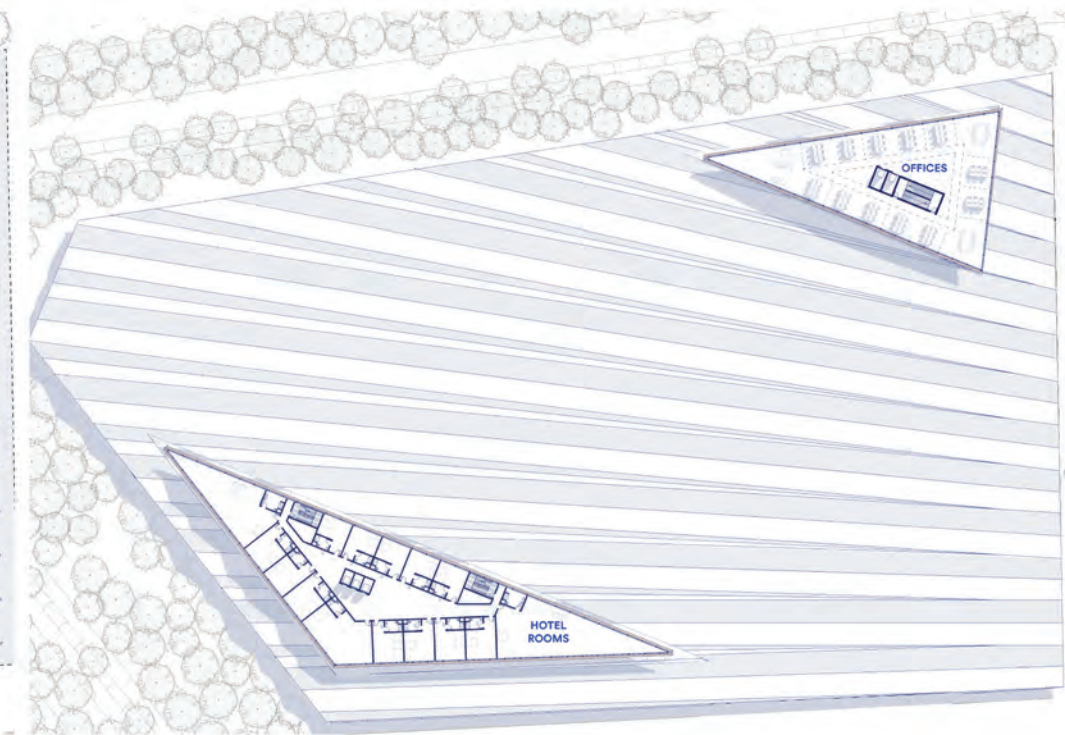




# BUSINESS CENTER

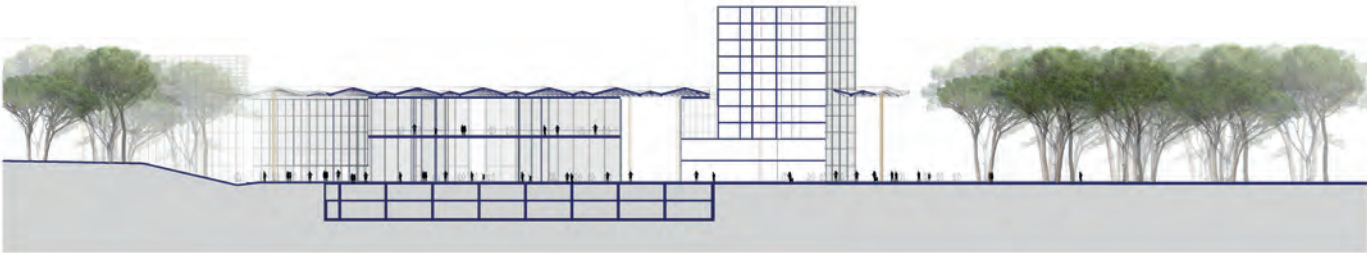
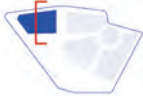


BUSINESS CENTER GROUND FLOOR 1/500



BUSINESS CENTER FIRST FLOOR 1/500

BUSINESS CENTER CROSS SECTION 1/500



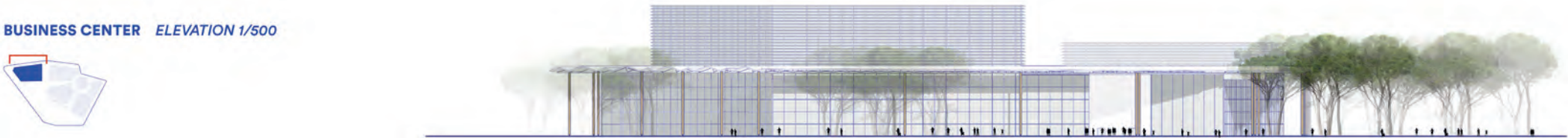
BUSINESS CENTER LONGITUDINAL SECTION 1/500







# BUSINESS CENTER



# PARKINGS

