



GENERAL BIRD EYE VIEW

HORIZON PARK

AMBITION

Bearer of twenty-three-centuries of history and crossway between the East and the West, Thessaloniki is facing the historical opportunity to redevelop a crucial part of its city centre, and to turn it with this operation into a vibrant international business hub and tourist attractor. Inspired by this vision, our project arises from the ambition to add a missing piece in the urban plan of the city, a living platform that will be strategically able to link, converge and orchestrate new and old urban flows, guiding Thessaloniki towards a the future and providing a new lecture of its local qualities and immense heritage.

AN ATTRACTOR AT MULTIPLE SCALES

The project has been conceived in order to meet the city expectation and provide for Helexpo a powerful urban device, necessary to mediate and strengthen multiple scales of interaction. The project site is transformed to an architectural catalyst, where history, economy and sustainability could work together in harmonious sync providing a place where local, urban and international flows could cohabit. Specifically, the meticulous urban re-stitching operation carried out on what is currently an urban void, will make the project an attractor of daily and local life, capable of restructuring the disconnected urban tissues that now surround the site. This pedestrian flow, thanks to the new urban park will represent the new central attractor of Thessaloniki, converging public life.

A VISIONARY AND INNOVATIVE LANDMARK

The project provides a new landmark for the city, both in the architecture configuration and in the public flux. This new living monument will therefore create a place for the city to be inhabited thanks to its potential multiple use: an organism for the city and its inhabitants, a quiet presence that acts as a platform for multiple uses and environmental regulation needs, mediating between global ambitions and local needs.

A MULTIFUNCTIONAL CLUSTER

The architectural body has been conceived as a multifunctional system, able to respond to requirements through the interaction of various components, architectural elements and layers of design. The choice of compactness, far from translating into a dense, blind and opaque mass, has allowed the emergence of an immaterial, changing object, an architecture made of lightness, glazing and concrete.

A SEQUENCE OF MULTIPLE ACTIVITIES

The project plan is organized around a flexible sequence of multiple spaces, able to host an infinite range of activities, thanks to their extreme level of resilience. This flexibility is achieved thanks to the choice

of grouping all the service spaces and vertical circulation into functional stripes, serving and framing multifunctional buffer spaces of transit, and functional mega-halls able to connect, visually and physically, outdoor and indoor spaces opening to the landscape.

AN INHABITED PERMEABLE BORDER

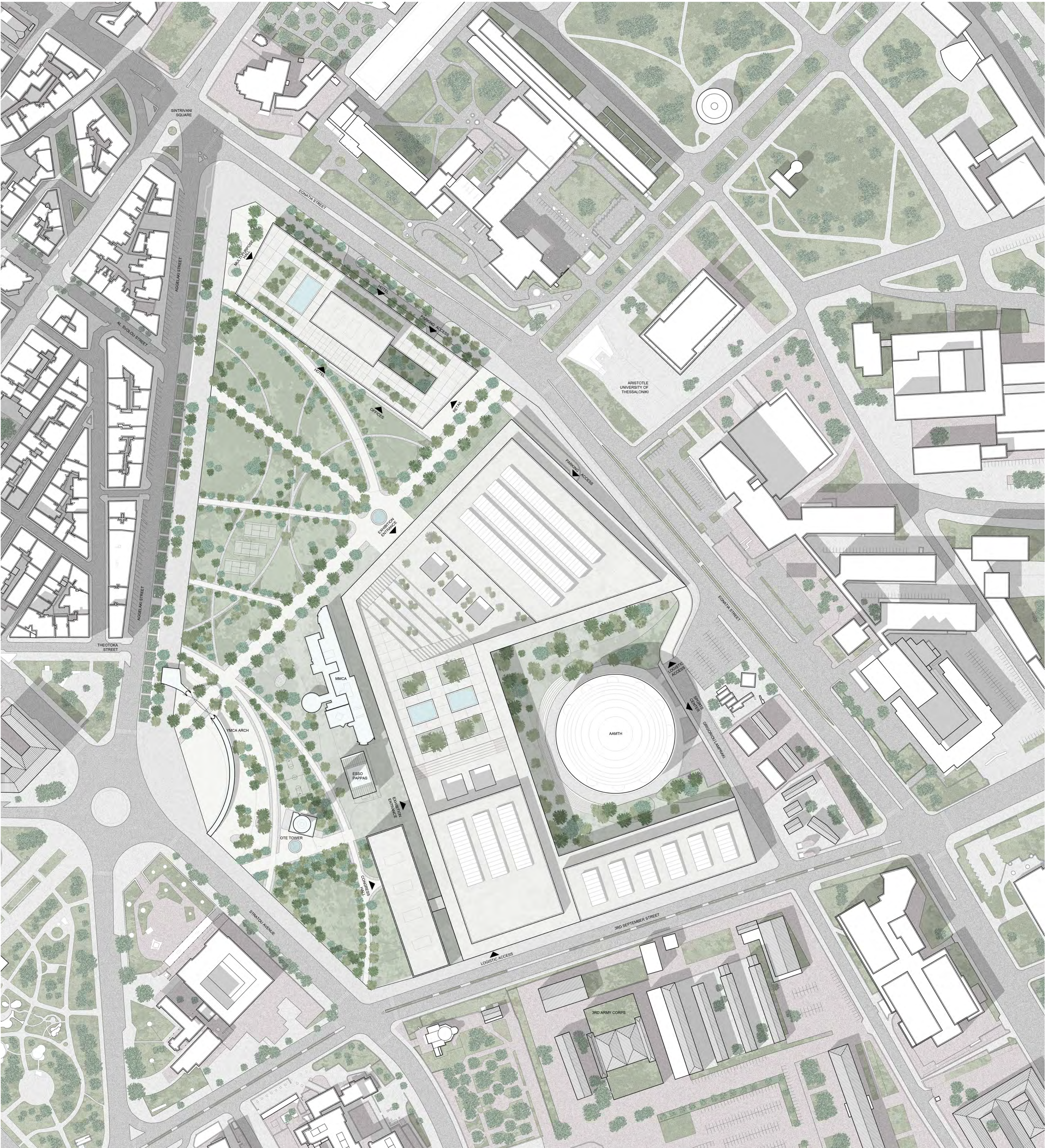
Thanks to the ability of closing or opening its gates and glazed skin, this functional belt acts like a smart permeable border, able to mediate the dialogue between the various range of public spaces that surrounds the site, sometimes enclosing or framing them, sometimes directing flows through them, always offering a dialogue and visual connection between the main elements of the context.

AN ICONIC AND UNIFYING FLOATING ROOF

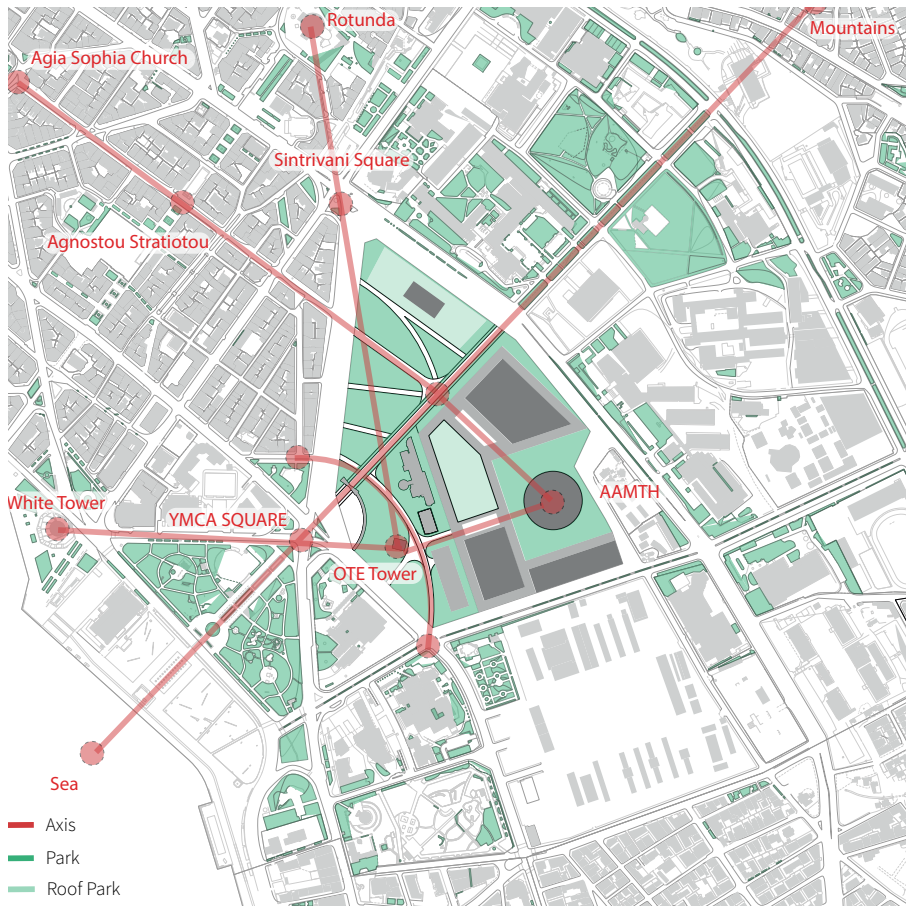
This sequence of service stripes and multifunctional voids are covered by a functional roof, a floating sculpted mass, a quiet presence in the landscape able to give a clear identity to the whole project while connecting and unifying this cluster of activities. While serving as necessary element of technical support, the roof is a crucial element of the architectural configuration, providing and filtering natural light and hosting a second level of program. It is also an important environmental device, serving as sun protection device, but it is also represents a unique urban social condenser, a public space that connects enclosed exhibition spaces and conference halls through elevated terraces able to host open air activities and eventually extend exhibitions to panoramic outdoor spaces.

AN URBAN AND PANORAMIC PROMENADE:

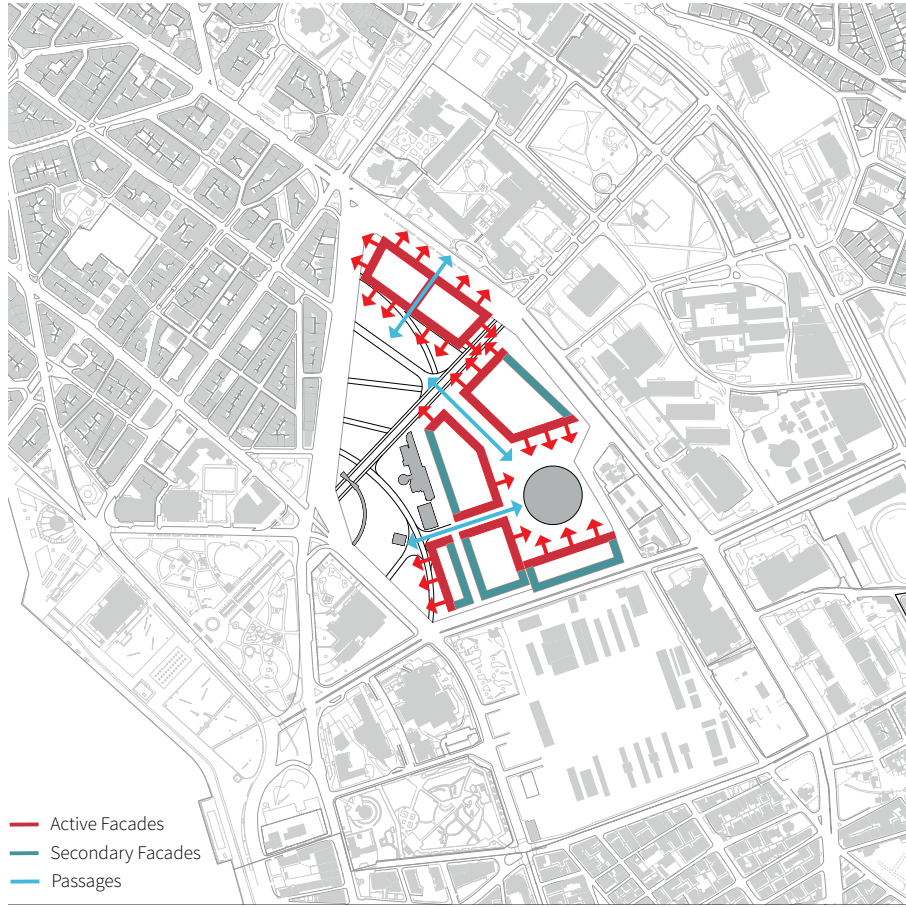
While responding to a functional requirement, the roof can also be experienced as an elevated and covered walkway. This wall is marked by rhythmic openings that frame panoramic views of specific parts of the city: from the sea to the mountains, from the historical monuments of city centre to the modern ones, present on site. This extension of the park on the roof of the Exhibition Centre building, gives the opportunity of an outdoor cultural experience for visitors and an additional exhibition space that can be also used for events.



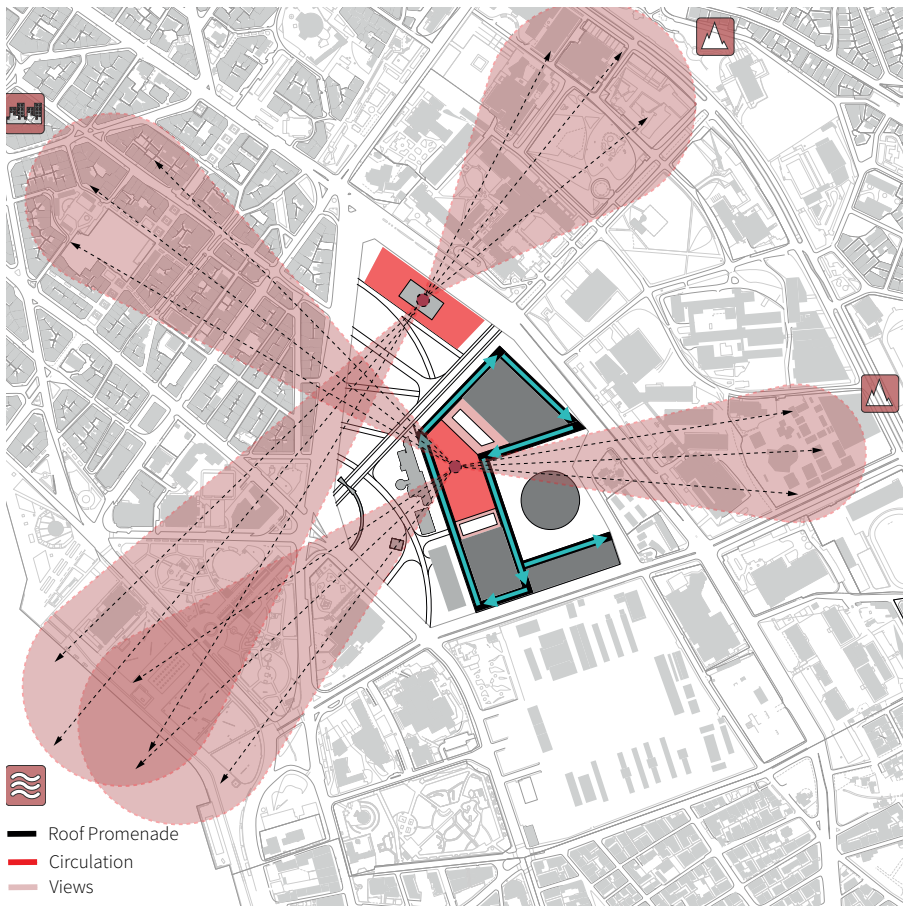
SITE PLAN - 1/1500



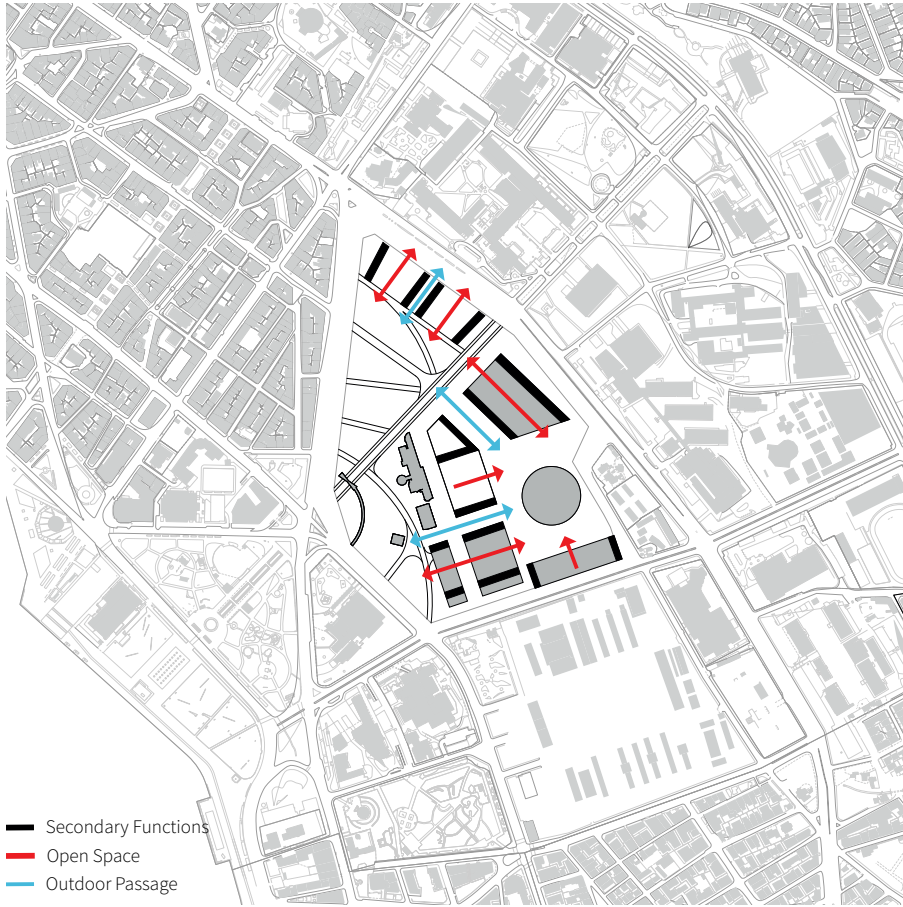
ENVIRONNEMENT : GIVING BACK TO THE CITY - HERBARD PLAN



ACTIVATION: IDENTIFYING THE MAIN FACADES

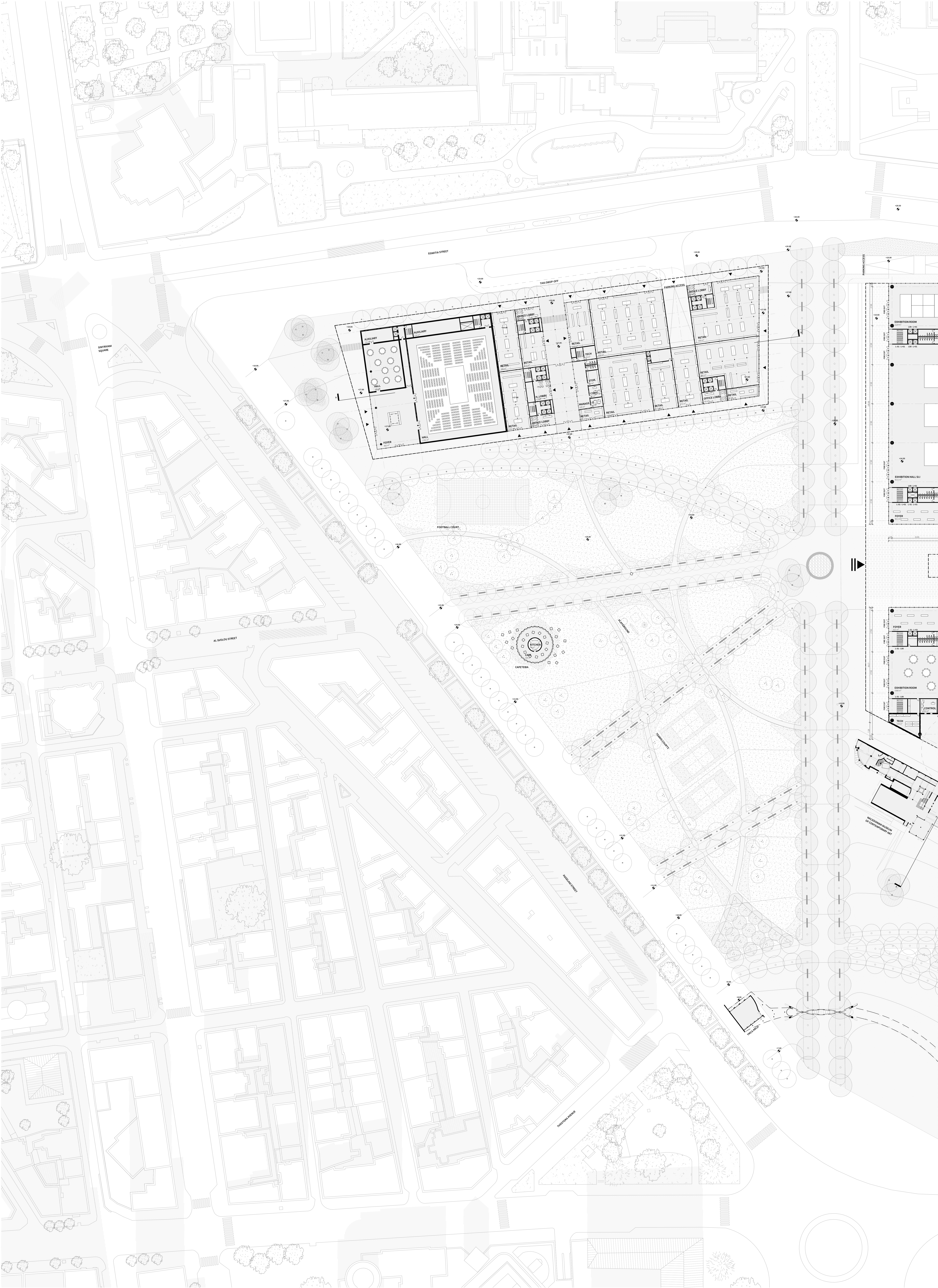


ELEVATION : A ROOF PROMENADE

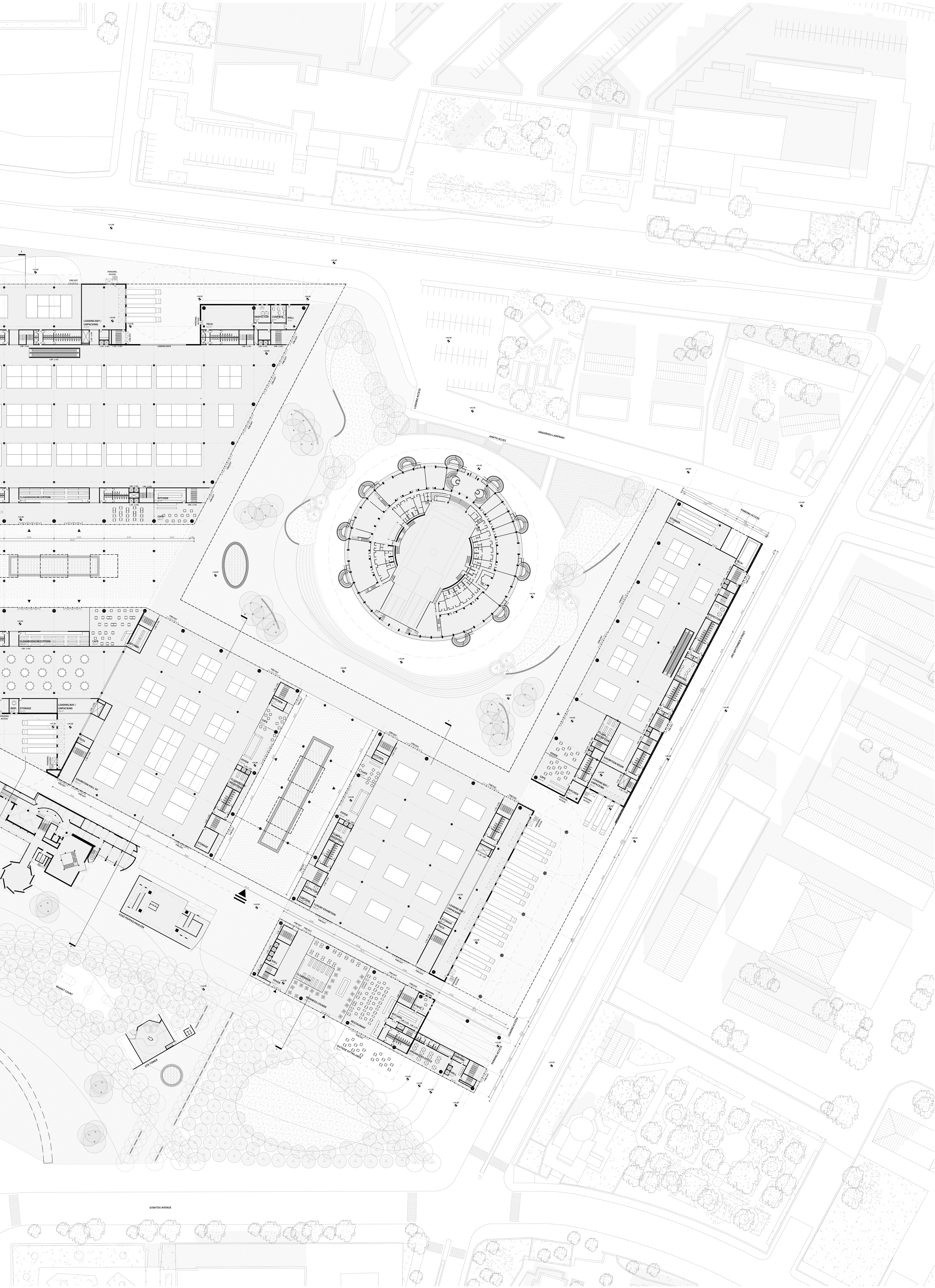


POROSITY : OPENING UP TO THE PARK













VIEW ON THE MAIN ENTRANCE OF THE EXHIBITION CENTER

## THE PARK

The proposed landscape intervention in the ConfEx Park site addresses the need for a cohesive and adaptive public park for Thessaloniki: its territorial, urban, and neighbourhood scales take shape in the dimensions and directions of the park, ready to welcome both ordinary activities and extra-ordinary exhibitions and events promoted by the vocation of this new urban centre.

The formal translation of the influence of these three scales (landscape, urban, and district) occurs on three levels, i.e. topography, routing system, and vegetation and water features, which have concurred to hierarchise coherently the outdoor spaces.

The topographic gradient of the ConfEx Park site is designed accordingly to its natural essence, gently sloping from the mountain seawards. Hence, allées and pathways, following the site contour lines, are conceived as belvedere routes panoramically opening onto the clearings they enclose. The routing system is structured according to landscape entities, urban connections, and district necessities. The monumental allée, running through the whole ConfEx Park site from north-east to south-west, connects physically and symbolically the important landscape entities of mountain Seikh Sou and Aegean Sea; the secondary allée system addresses Thessaloniki city scale through the discovery of its relevant urban directions, especially along the north-south axis parallel to Aggeliki street; the meandering system of smooth pathways introduces the neighbourhood level within the park, giving it an intimate and almost domestic importance.

The vegetation palette responds tolerantly to the temperate humid subtropical climate characterising the territory of Thessaloniki. The chosen species equipped with important and dense canopies (as *Pinus pinea*, *Platanus occidentalis*, *Quercus ilex*, *Cedrus libani*, *Pinus halepensis*, *Calocedrus decurrens*), contribute to the reduction of urban heat island effect providing shade and coolness along the park allées. Medium and small size ornamental trees (*Olea europaea*, *Ficus carica*, *Citrus sinensis*, *Prunus dulcis*) dot the clearings with their distinctive bright and vibrant features, flowers, fruits, and berries while dense groups of shrubs (*Pistacia lentiscus*, *Myrtus communis*, *Nerium oleander*) markedly define their perimeters.

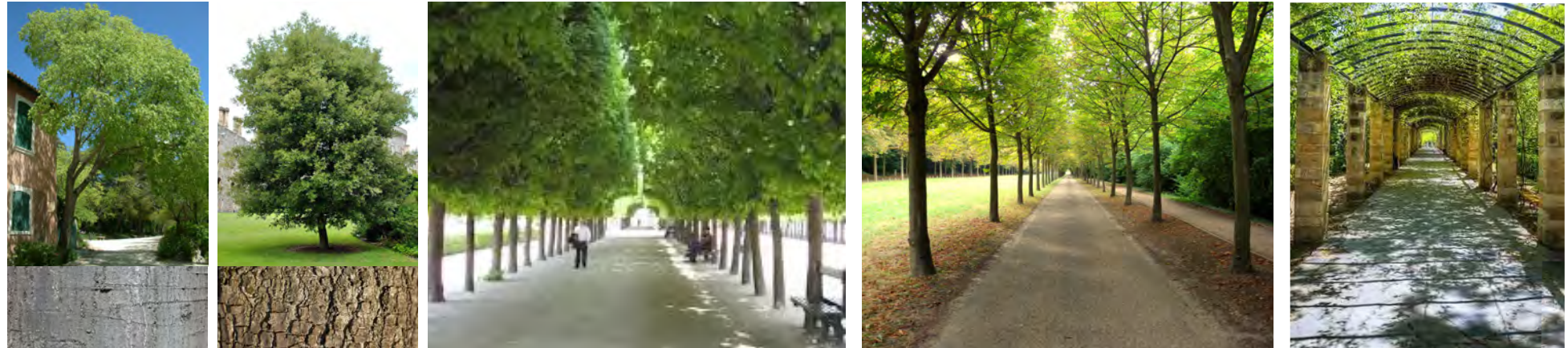
Ultimately, through and around the element of water we want to propose three moments of public and social aggregation: the two circular water fountains equipped with stone benches, positioned outside the entrances towards the core of the exhibition centre, emphasise stasis and rest, highlighting the environment that welcomes them; the two rectangular water tables, through their elongated shape, accompany the visitor on his walk towards the inner core of the complex; the elliptic basin, thanks to its shallow waters, invites visitors to make contact with it by approaching, creating a real scene around it.

### VEGETATION PALETTE SCHEMATIC REPRESENTATION

#### 1. MONUMENTAL ALLÉE



#### 2. SECONDARY ALLÉE



#### 3. CROSSING PATHWAYS - ORNAMENTAL TREES



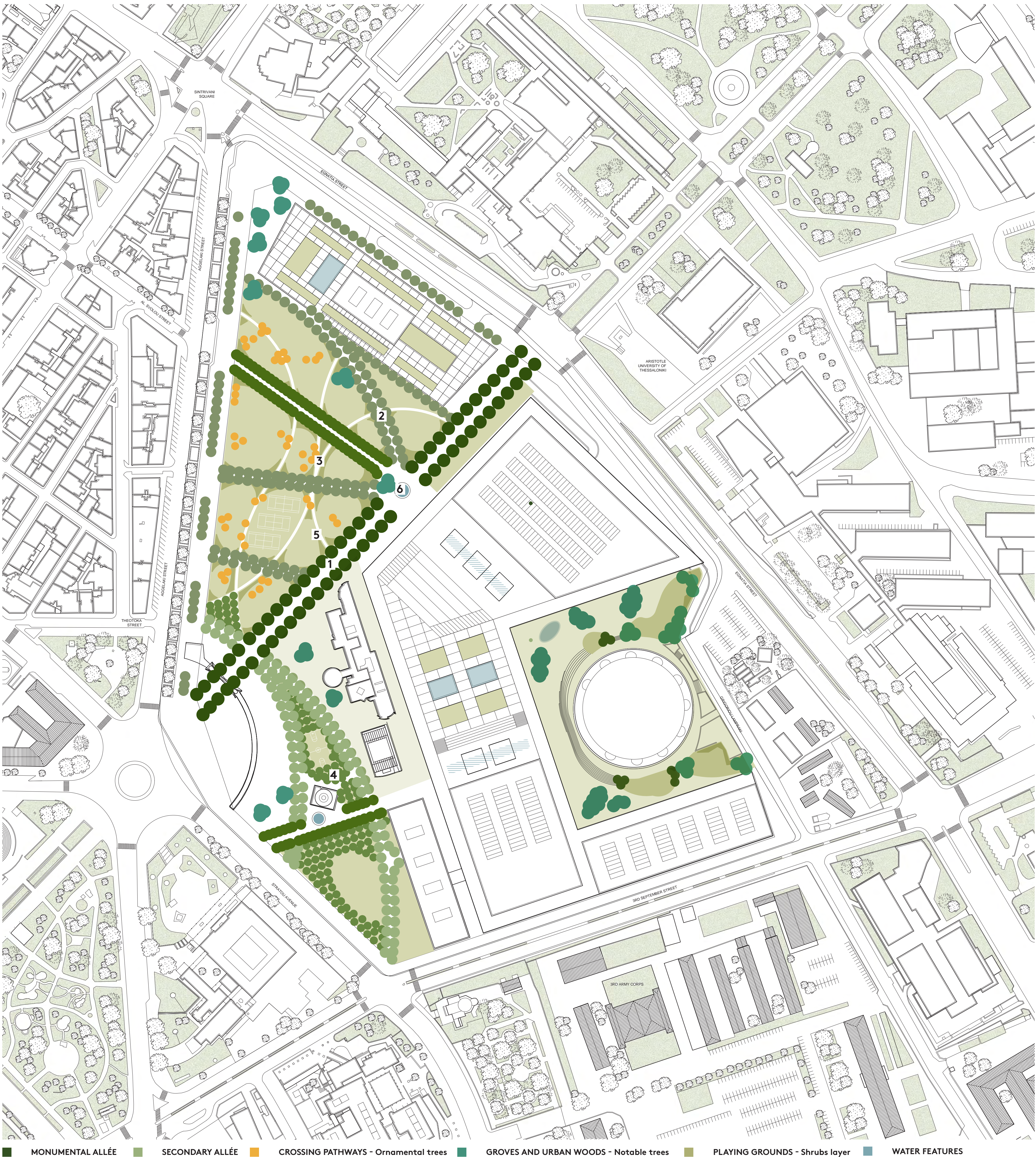
#### 4. GROVES AND URBAN WOODS - NOTABLE TREES



#### 5. PLAYING GROUNDS - SHRUBS LAYER



#### 6. WATER FEATURES

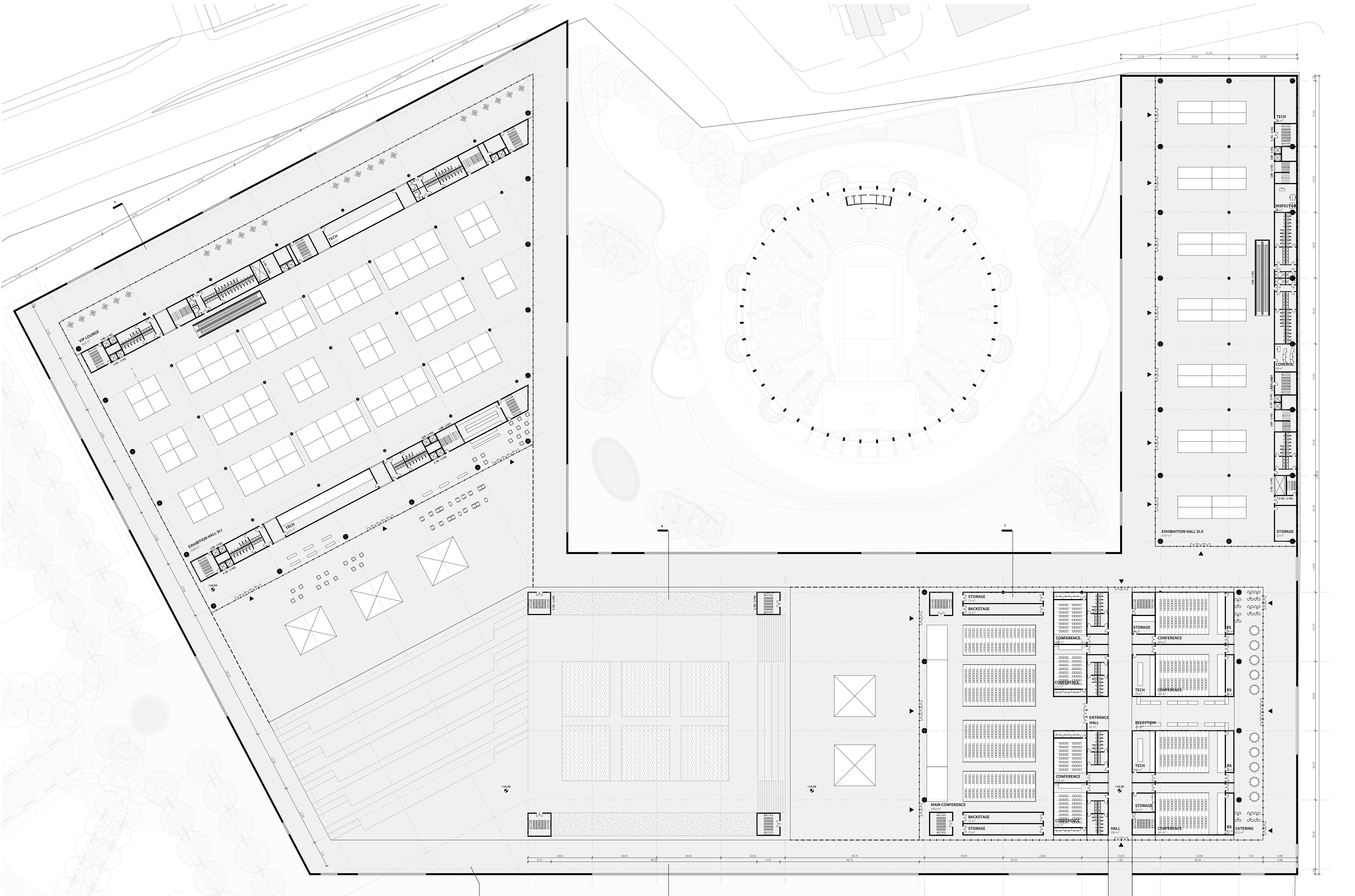






VIEW FROM THE EXHIBITION PARK

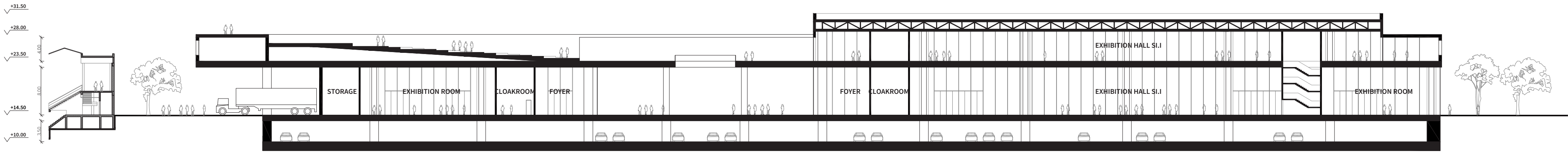
THE EXHIBITION CENTER



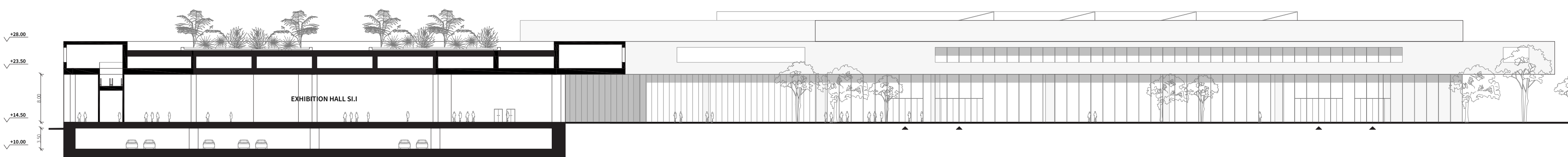




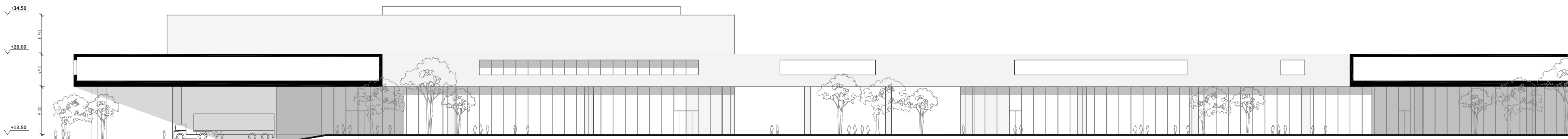
VIEW OF THE GREEN MAIN AXIS BETWEEN EXHIBITION AND BUSINESS CENTER



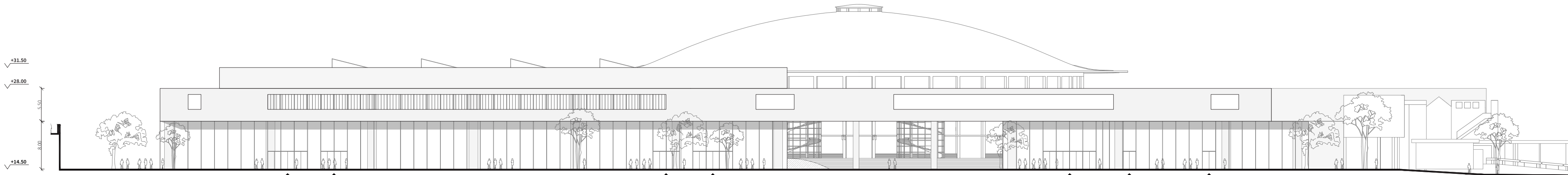
SECTION AA' - 1/500



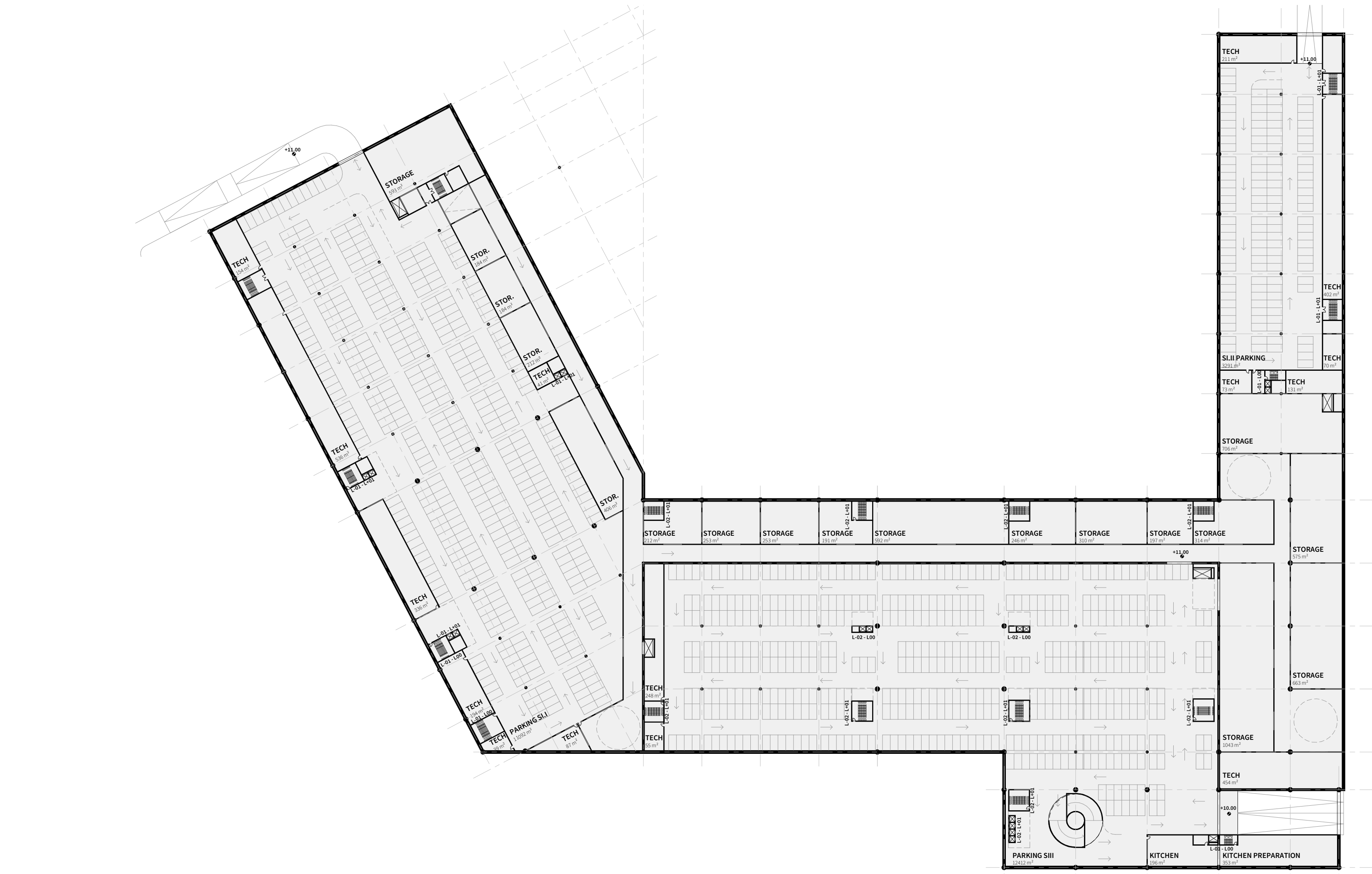
SECTION BB' - 1/500



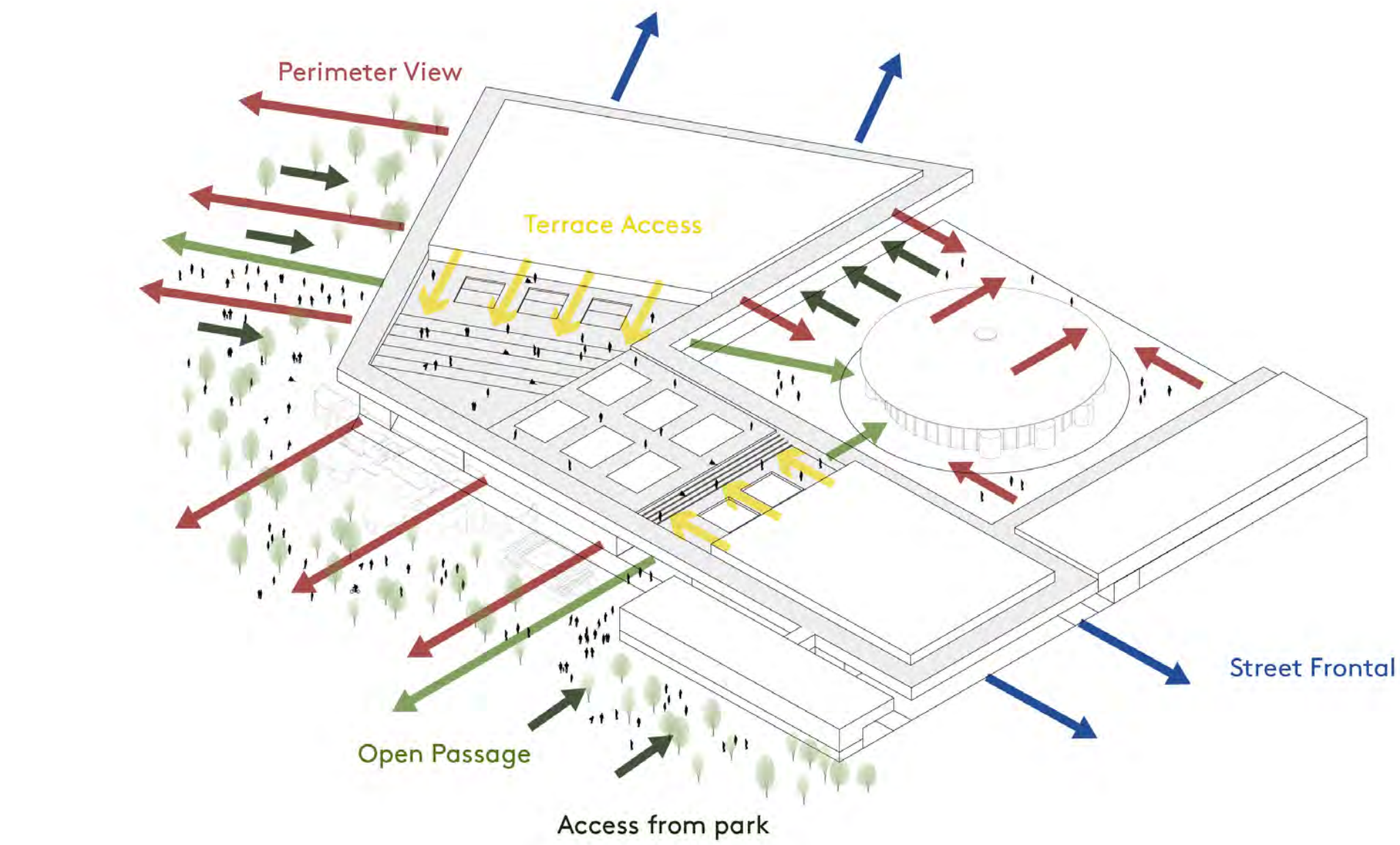
INTERNAL EAST ELEVATION - 1/500



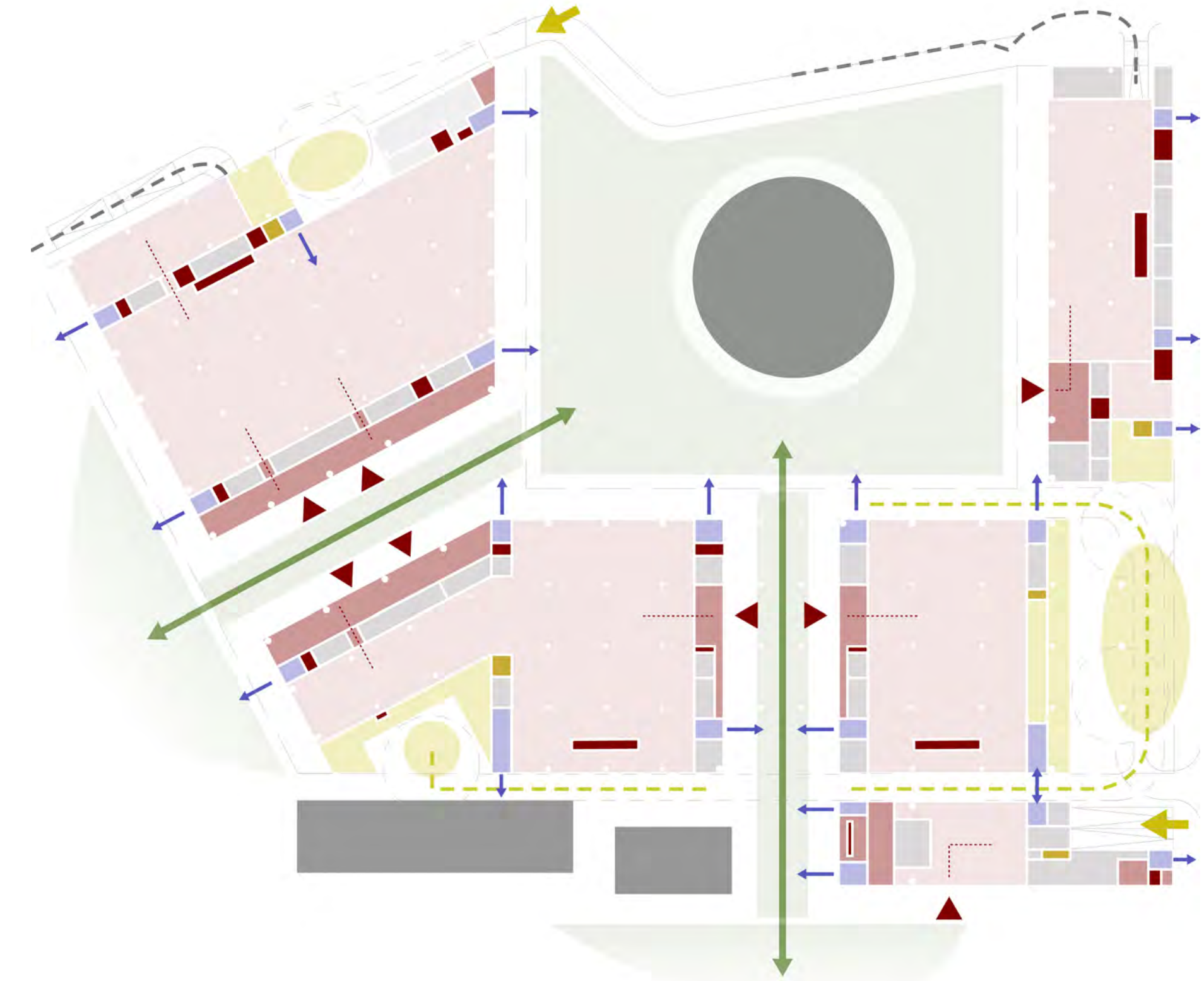
NORTH-WEST ELEVATION - 1/500



UNDERGROUND LEVEL -1 - 1/1000

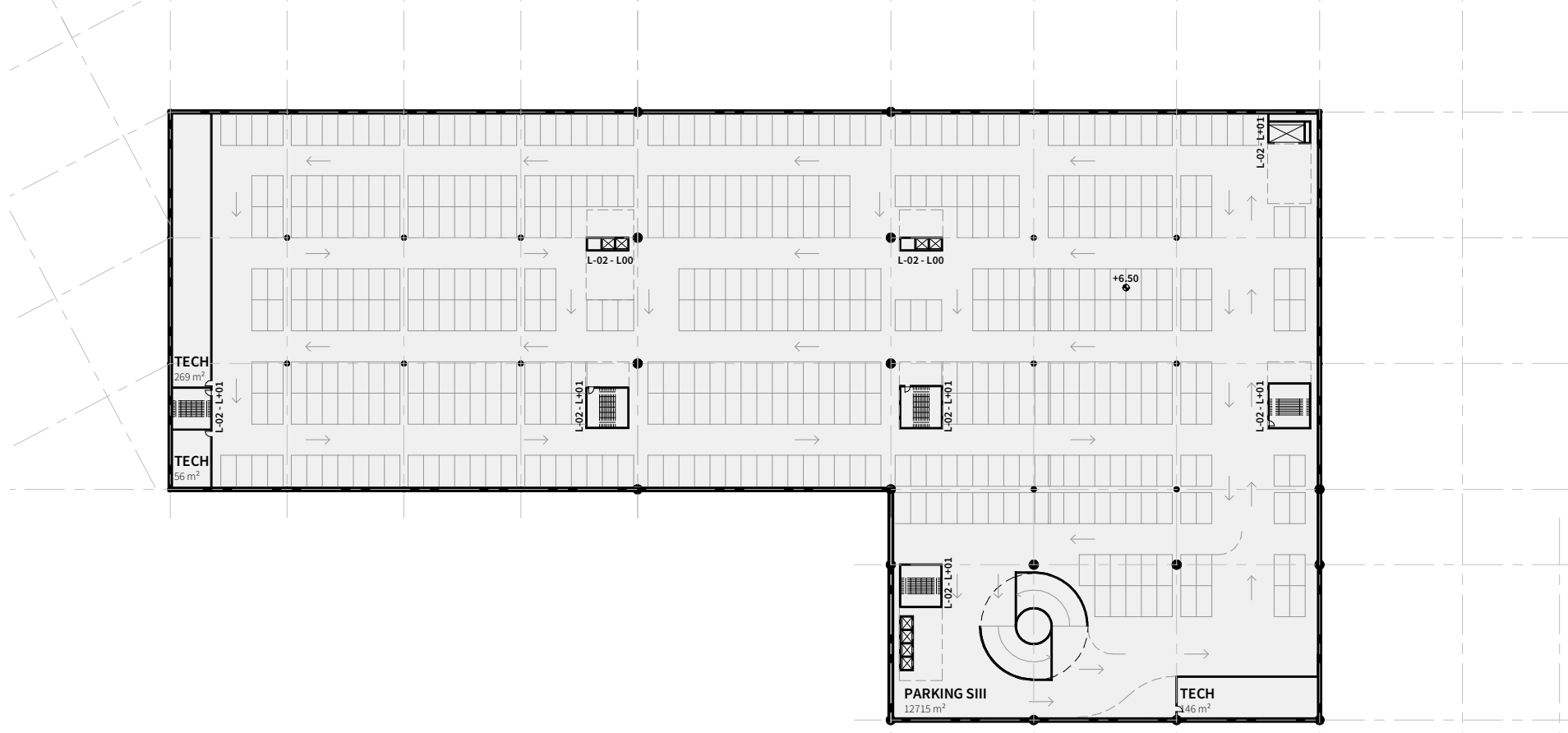


EXHIBITION EXPERIENCE DIAGRAM - AXONOMETRIC VIEW OF THE EXHIBITION CENTER



- Exhibition Spaces
- Foyer
- Public Vertical Circulation
- Private Spaces
- Fire Escapes
- Service Area
- Service Lifts
- Park
- Preserved Buildings
- Main Public Entrance
- Main Service Entrance
- Fire Exit
- Outdoor Circulation

EXHIBITION PLAN DIAGRAM - 1/1500



UNDERGROUND LEVEL -2 - 1/1000

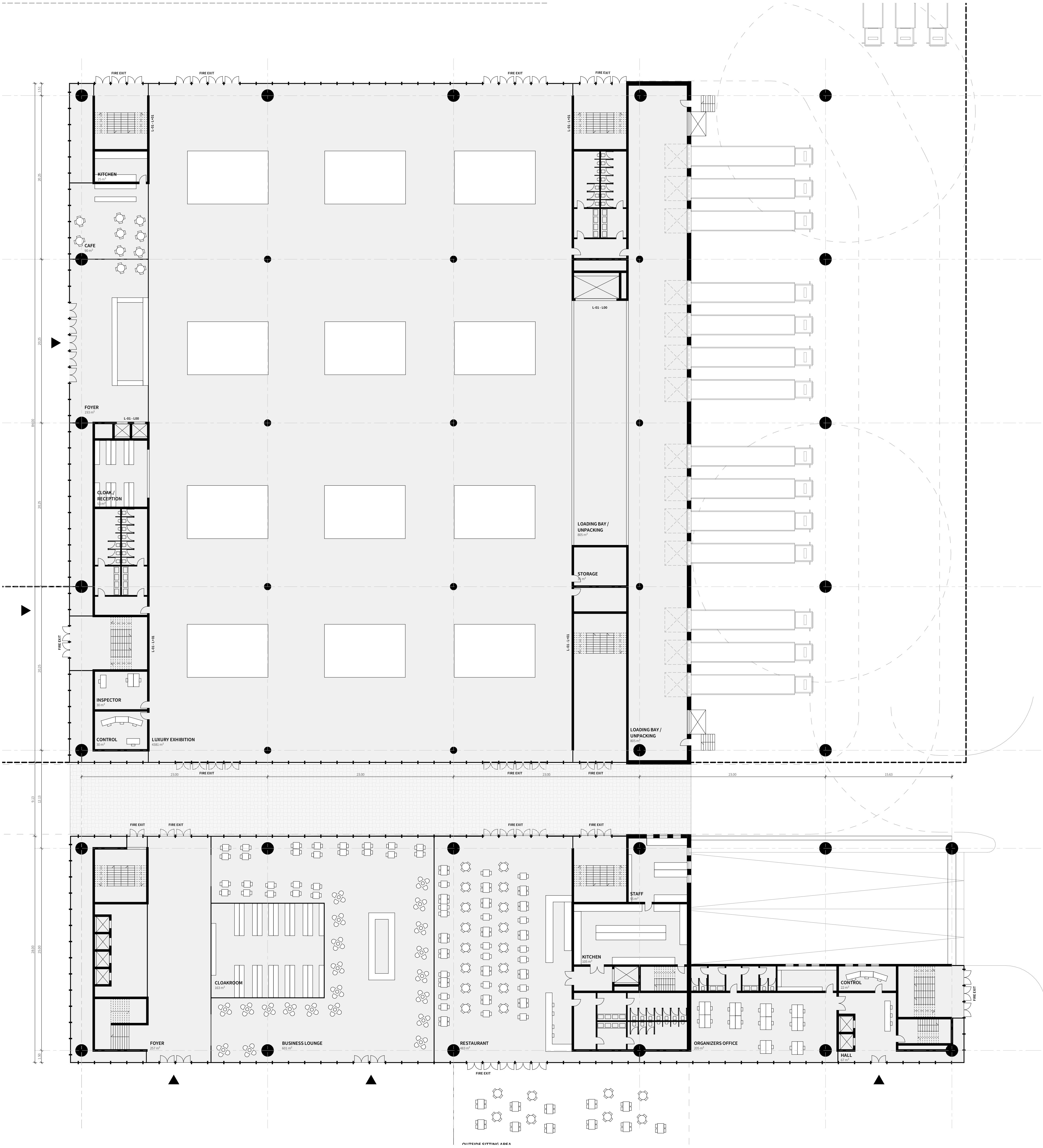




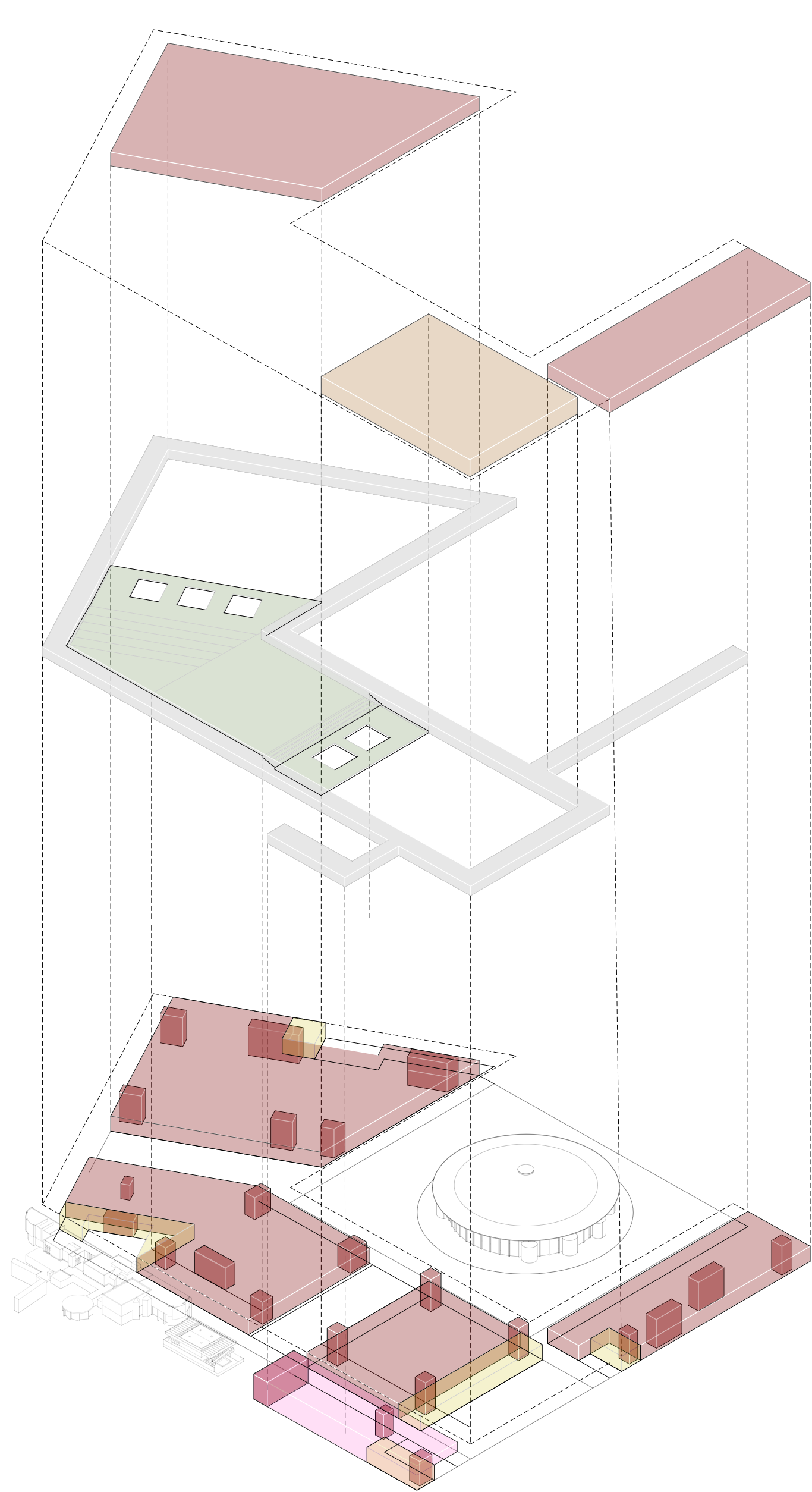
VIEW OF THE FOYER OF CONGRESS AND LUXURY EXHIBITION CENTER

INTERIOR VIEW OF THE CONGRESS CENTER

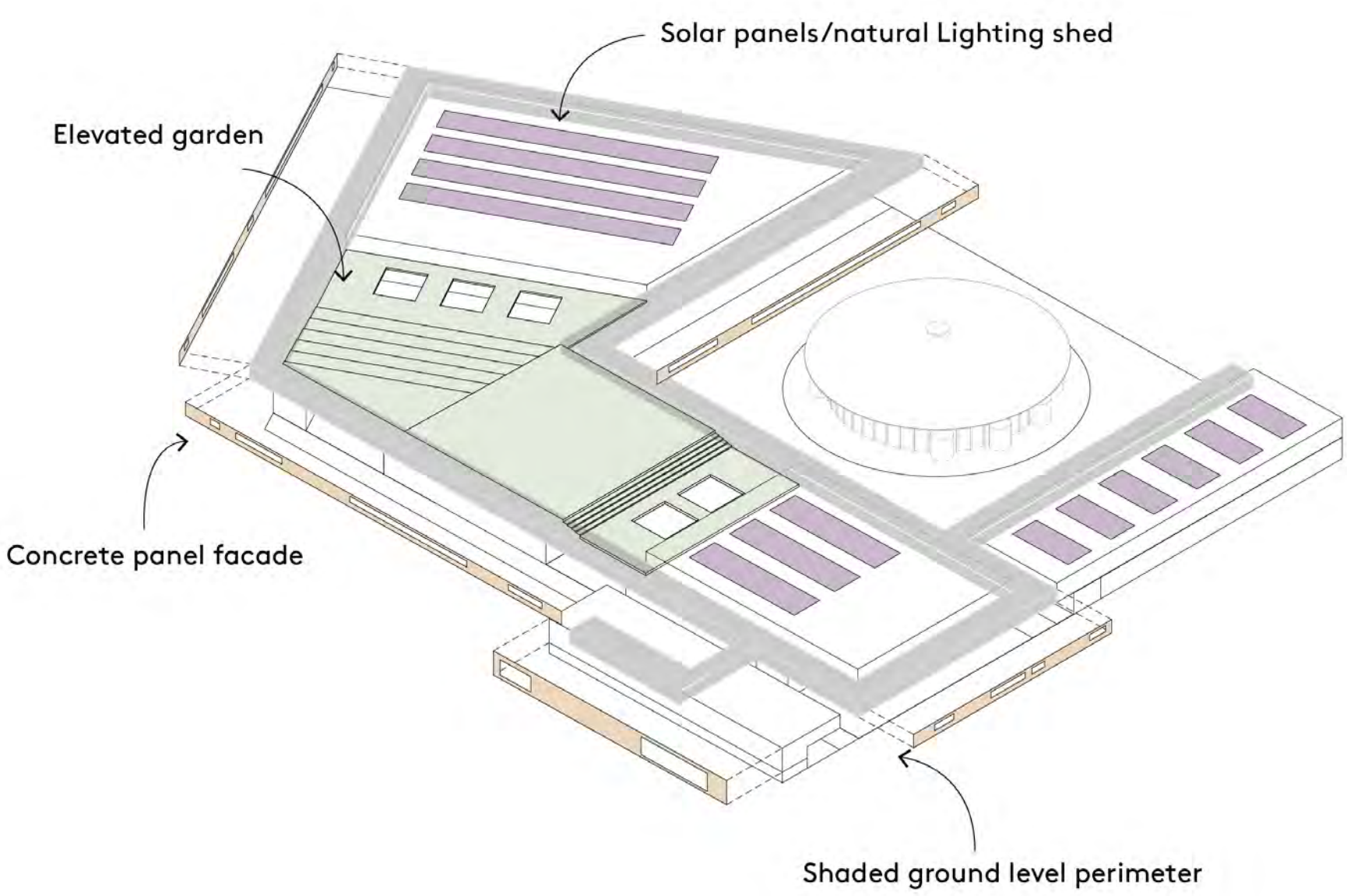
THE CONGRESS CENTER



GROUND FLOOR LEVEL - 1/250

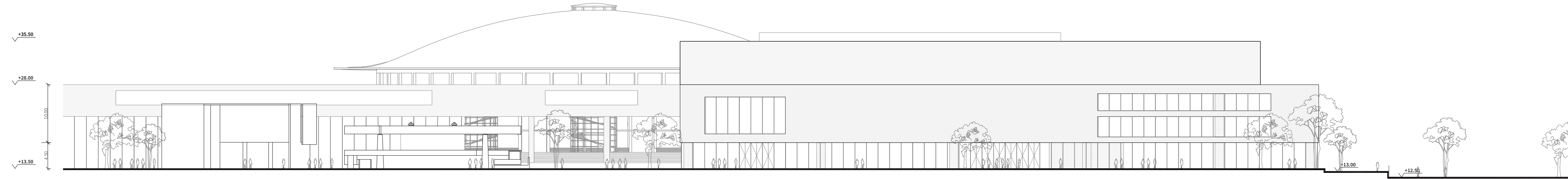


EXPLODED EXHIBITION AXONOMETRIC 1/2500

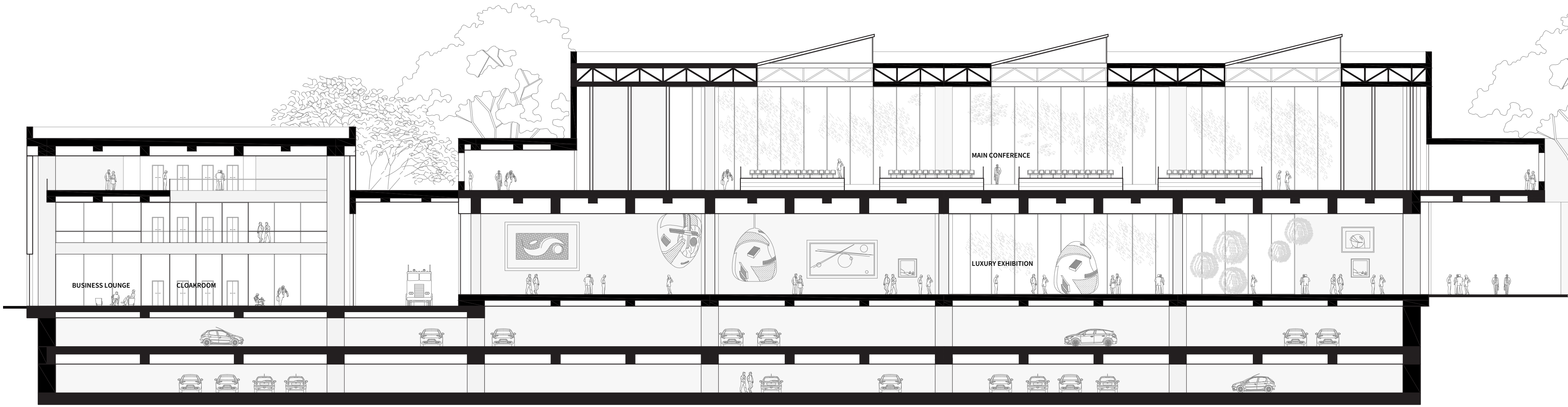


SUSTAINABILITY DIAGRAM - EXHIBITION AND CONGRESS CENTER - AXONOMETRIC 1/1500

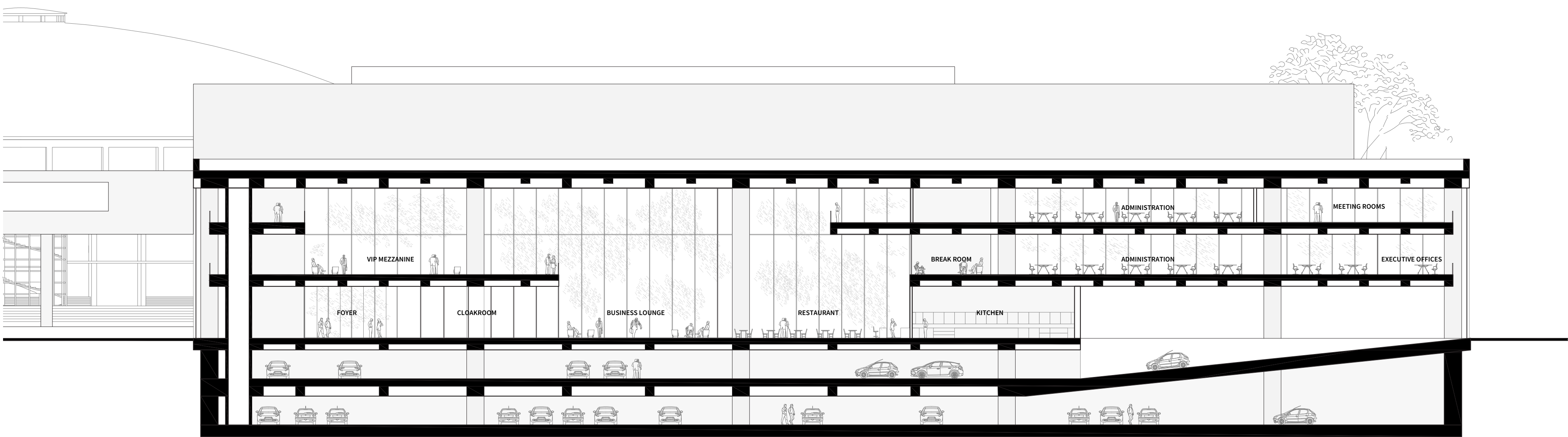




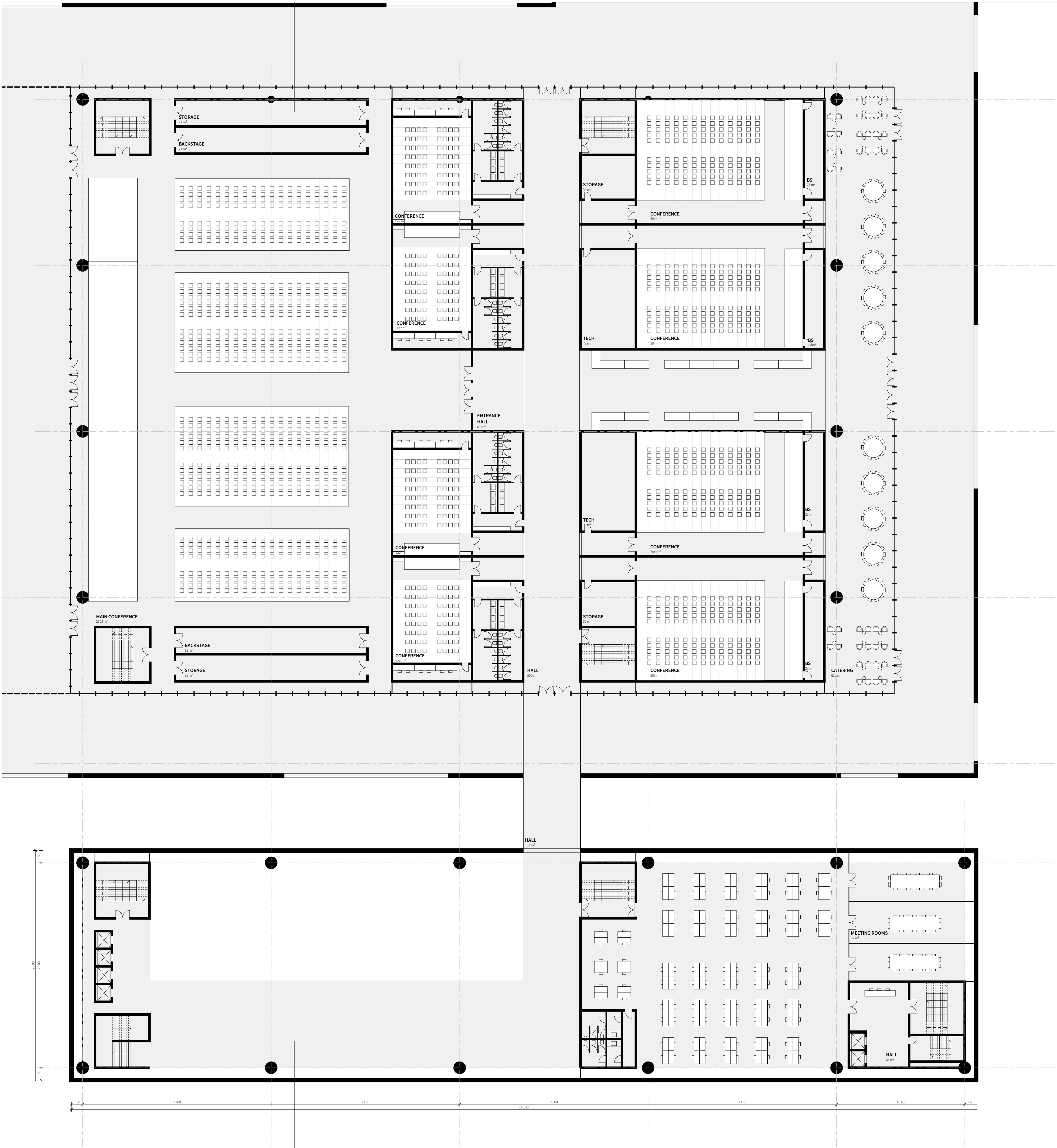
SOUTH ELEVATION - 1/500



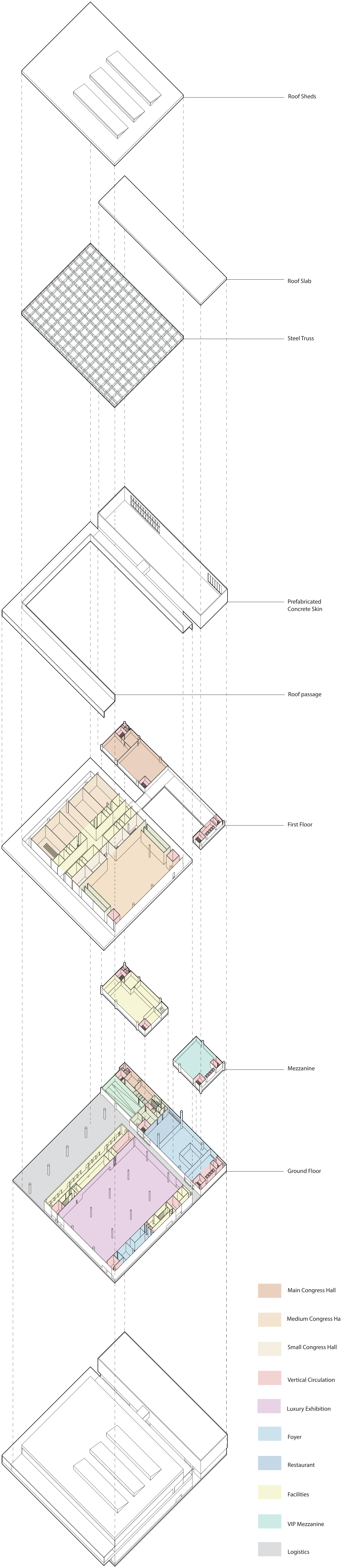
SECTION CC' - 1/250



SECTION DD' - 1/250



LEVEL 1 - 1/250



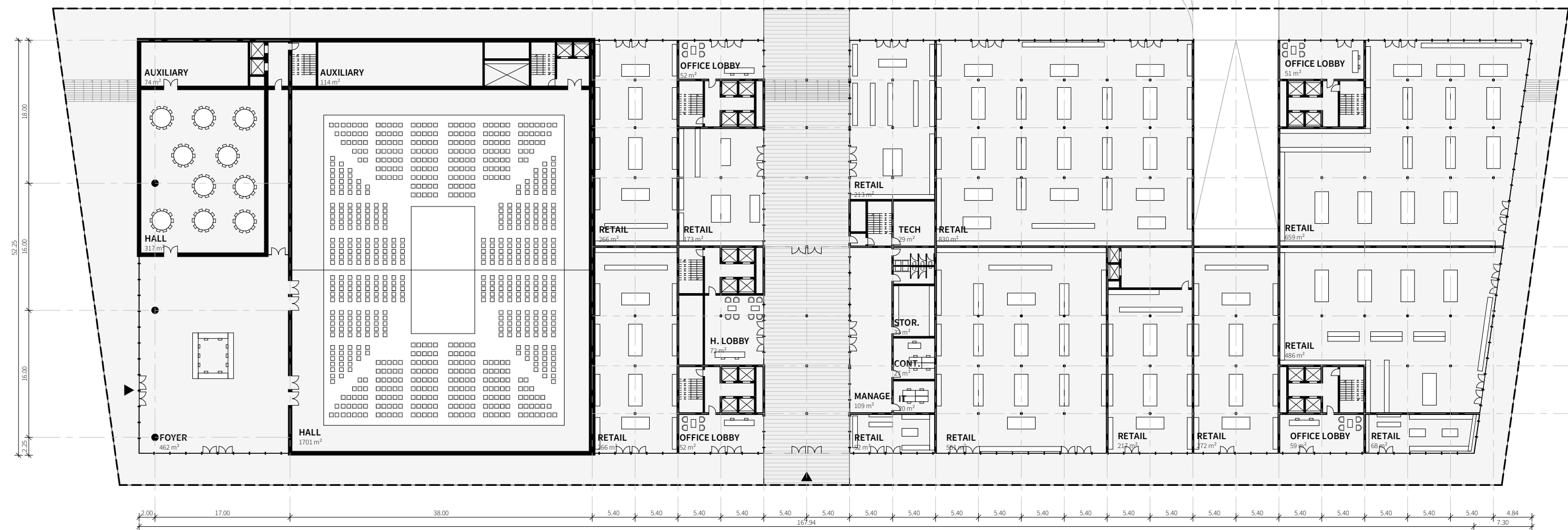
AXONOMETRIC VIEW



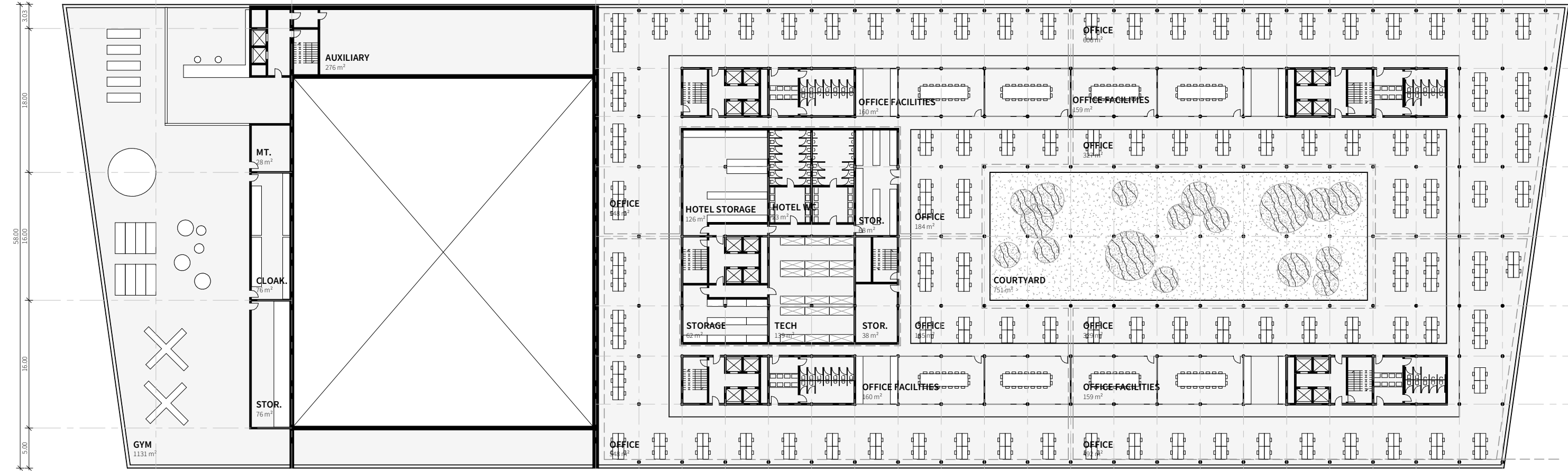


NIGHT VIEW OF BUSINESS CENTER FROM SINTRIVANI SQUARE

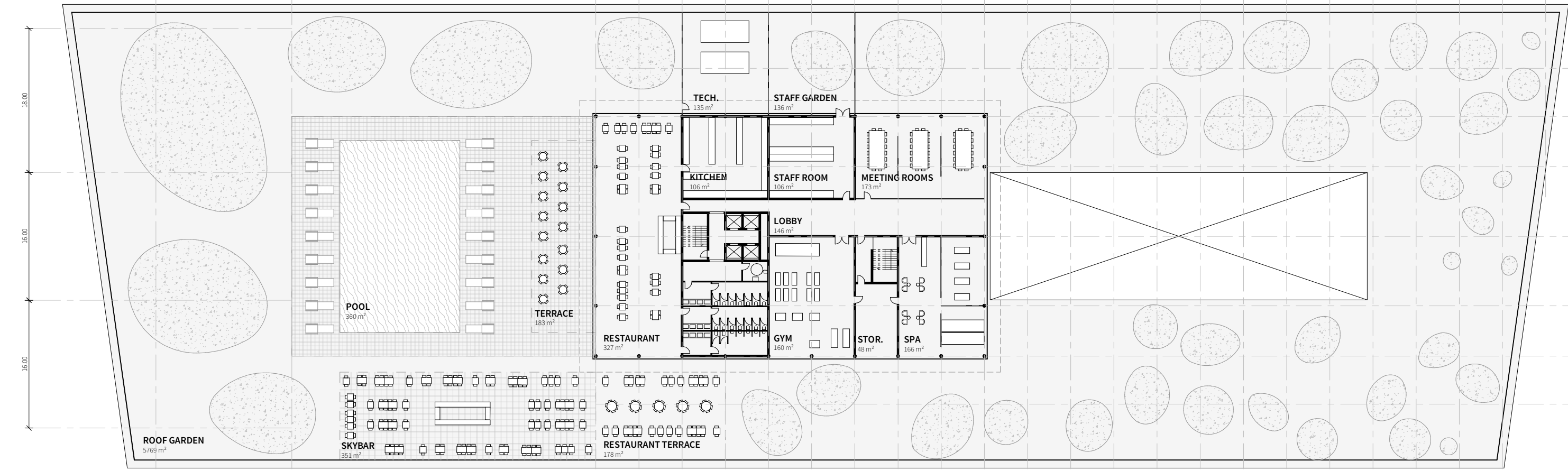
THE BUSINESS CENTER



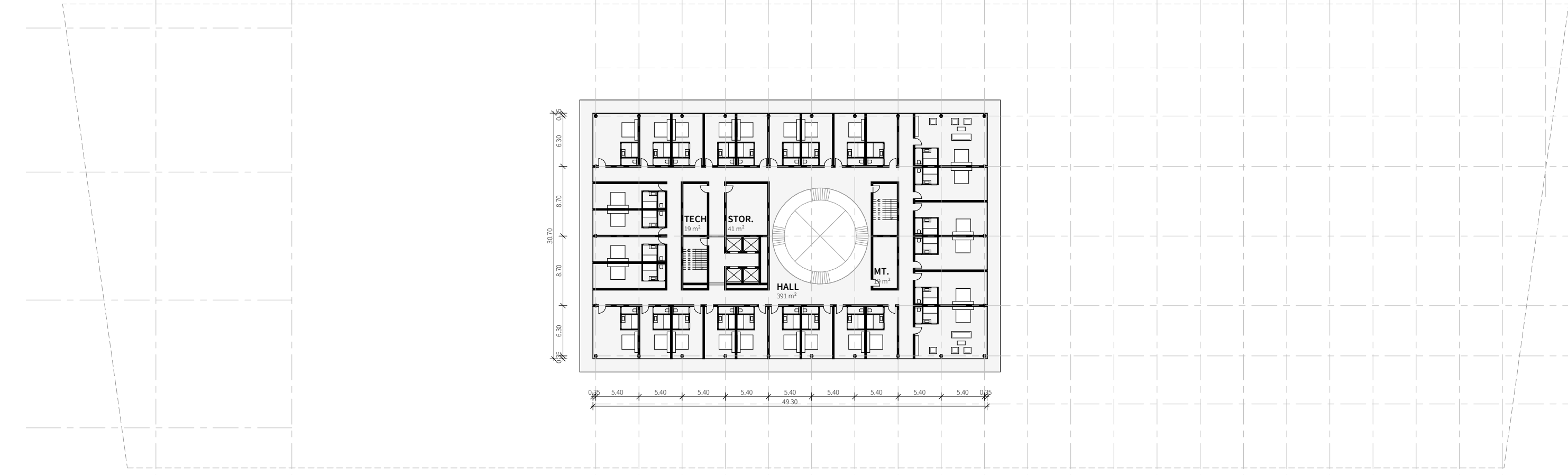
GROUND FLOOR LEVEL - 1/500



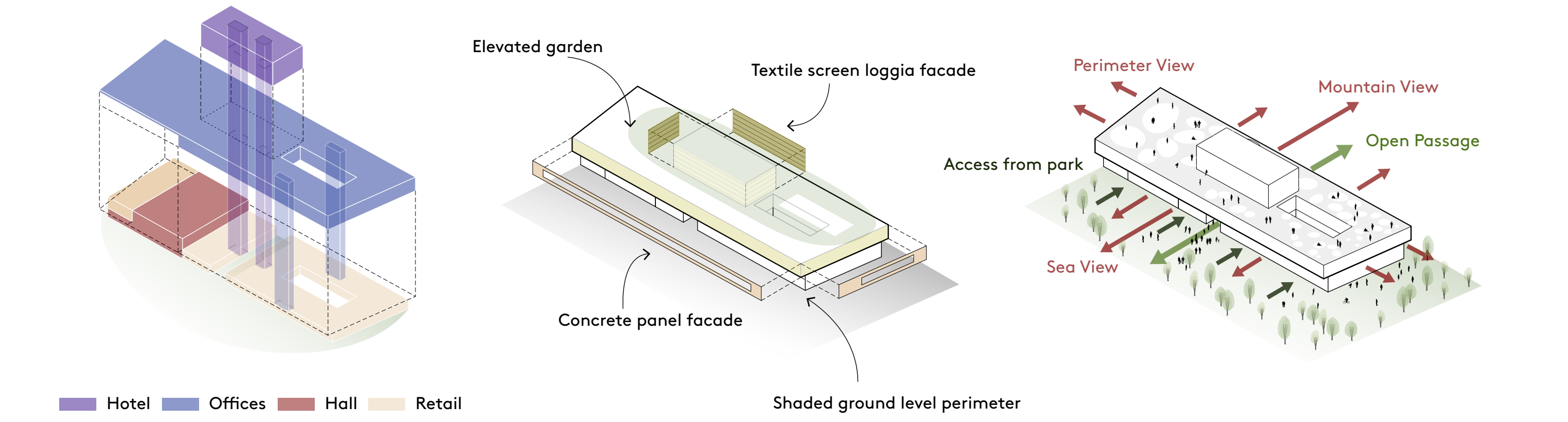
LEVEL 1/2 - 1/500



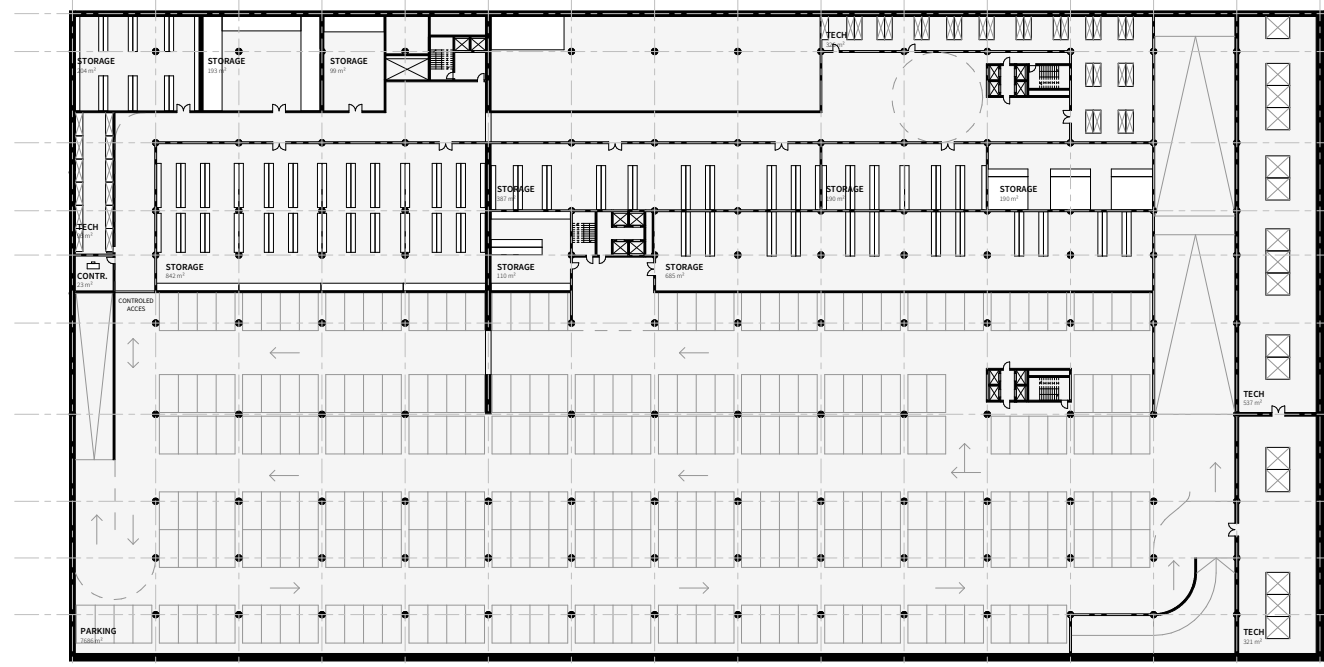
LEVEL 3 - 1/500



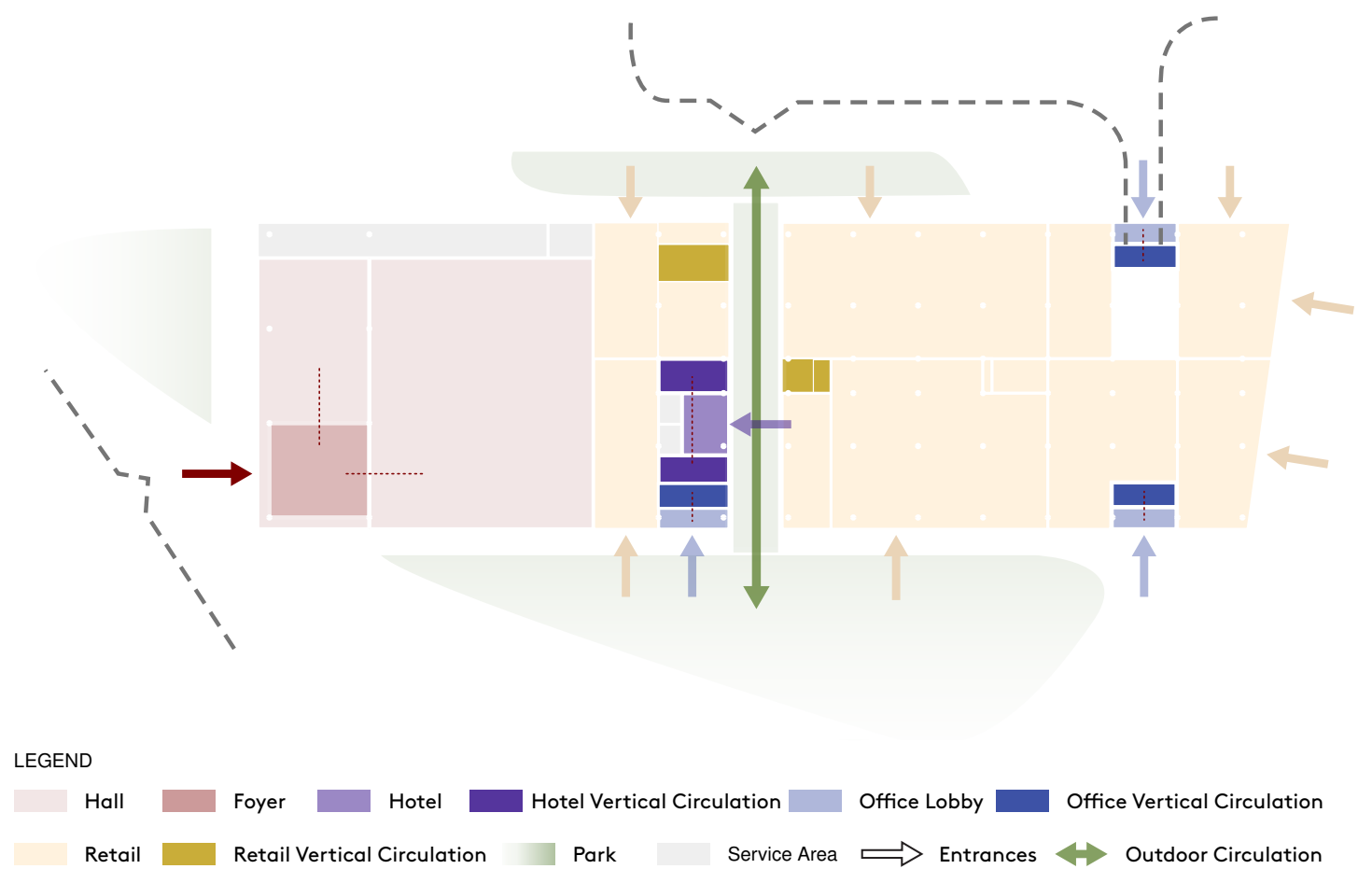
LEVEL 4-8 - 1/500



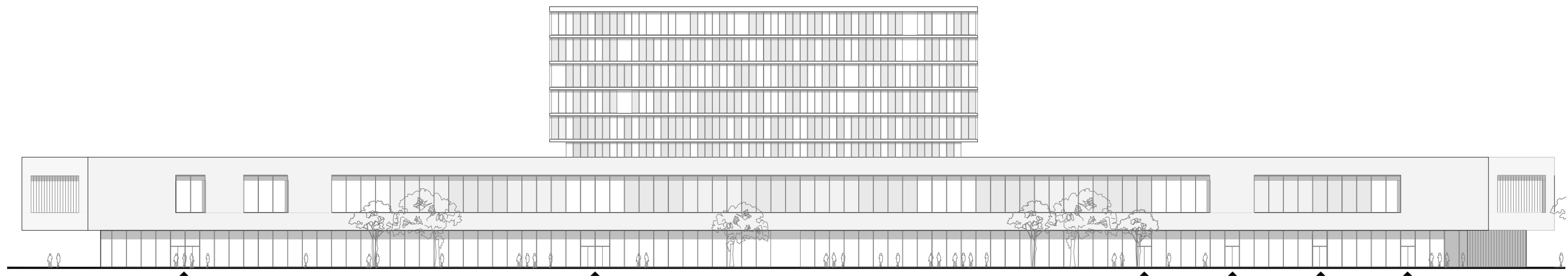
EXPLODED BUSINESS CENTER AXONOMETRIC 1/2000



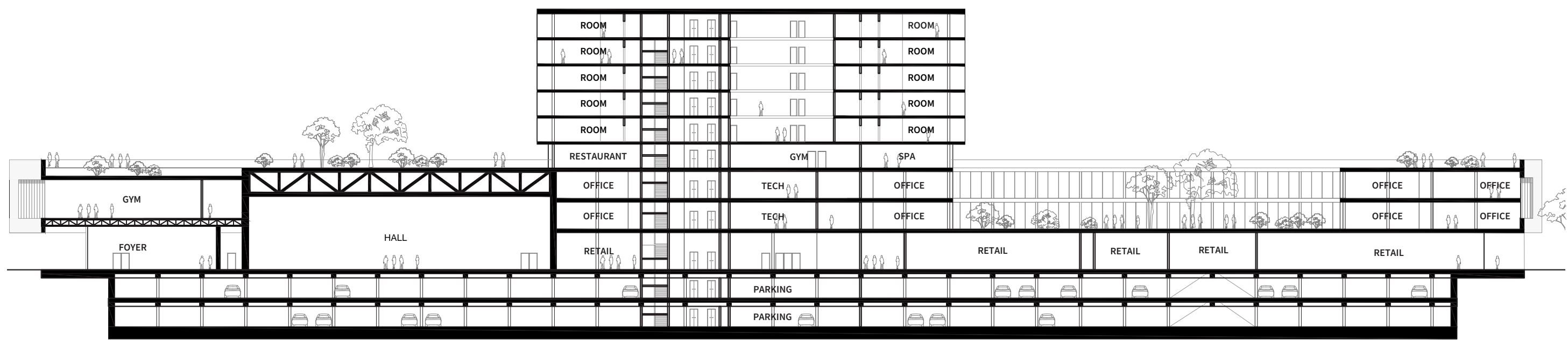
UNDERGROUND LEVEL -1 - 1/1000



BUSINESS CENTER PLAN DIAGRAM - 1/1000



SOUTH ELEVATION - 1/500



SECTION - 1/500





VIEW FROM THE ROOFTOP LEVEL OF THE EXHIBITION HALL



VIEW OF THE MAIN ROOF OF EXHIBITION CENTER