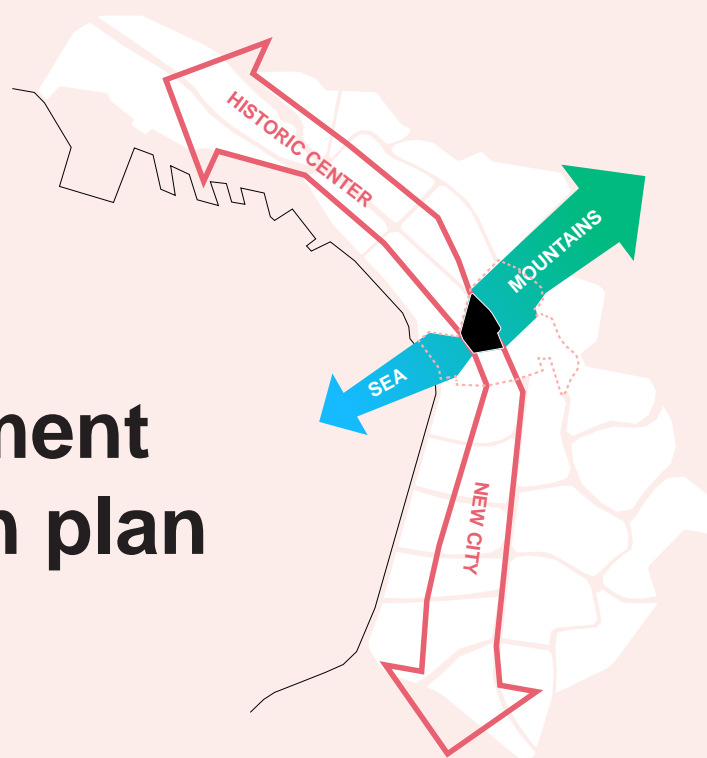


01 | Site Plan

Our proposed masterplan seamlessly integrates the site with the historic center of Thessaloniki and its eastern expansion through the reinstatement and enrichment of the 1918 urban plan for the city by Ernest Hébrard.



Site

The position of the site for the Thessaloniki International Fair (TIF) sits at a pivotal junction within the greater city, between the western historical center and the eastern expansion. The site, at the narrowest point between the Central-Western and Central-Eastern Sectors of Thessaloniki, is currently a bottleneck. A physical impediment to pedestrian flow, with controlled and limited access. By breaking down this urban barrier, the new ConfEx Park Project will play a pivotal role in redefining the center of the city, becoming a central metropolitan zone for business, culture, recreation, exhibition, and congress.

The position of the site within the Direct Impact Zone of the city additionally provides the opportunity for ConfEx Park to be a key connector. Our scheme marks and celebrates the epicenter of the site sectors, which are immediately relative to the surrounding cultural, educational and heritage use.

Hébrard's Plan

Thessaloniki is a city that produces and resonates with history: an important economic and political hub in Roman Macedonia, Byzantium's second city, a major Ottoman metropolis, and gateway to the Balkans. The 20th century transition of the Ottoman Empire into nation-states is manifest in Ernest Hébrard's plan for the city following the catastrophic 1917 fire. Key interventions were the grid pattern opening to the sea, monumental axes linking historic landmarks, preservation of the old town in Ano Poli, and the preservation of a green ring. . Remnants of Hébrard's plan are evident in the current TIF – Helexpo Fairgrounds. Built loosely following the urban plan as conceived by Hébrard, only the polygonal shape of the site and the main axis through the site from Egnatias Street to Stratou Avenue remain. Conceived in the urban plan largely as a park, the site as intermittently open fairgrounds has never met it's fully envisioned potential.

Axes / Circle

Our proposal rematerializes Hébrard's plan and reconnects the city, redefining the ConfEx site as a new metropolitan center. Fundamental to this is the reintroduction of the axes, connecting major historical and archaeological sites.

- The “Hébrard Axis” conceptually connecting Seikh Su forest with the Thermaikos Gulf and Mount Olympus.
 - The north to south ‘Hagia Sofia’ axis, an extension of Alexander Svolou reconciles the site with the city realm.
 - The Rotonda – Square axis connects the Arch of Galerius/Rotonda to Sintrivaniou Square and ‘propels’ the urban fabric towards the site;
 - The Tower-Melathron axis connects two city landmarks: the White Tower and Alexandreio Athletic Melathron of Thessaloniki;
- At the center of the site is “Hébrard’s Circus”, linking 4 sectors of the site at a major landscape intervention, further reflected in the roofscape of the new buildings.



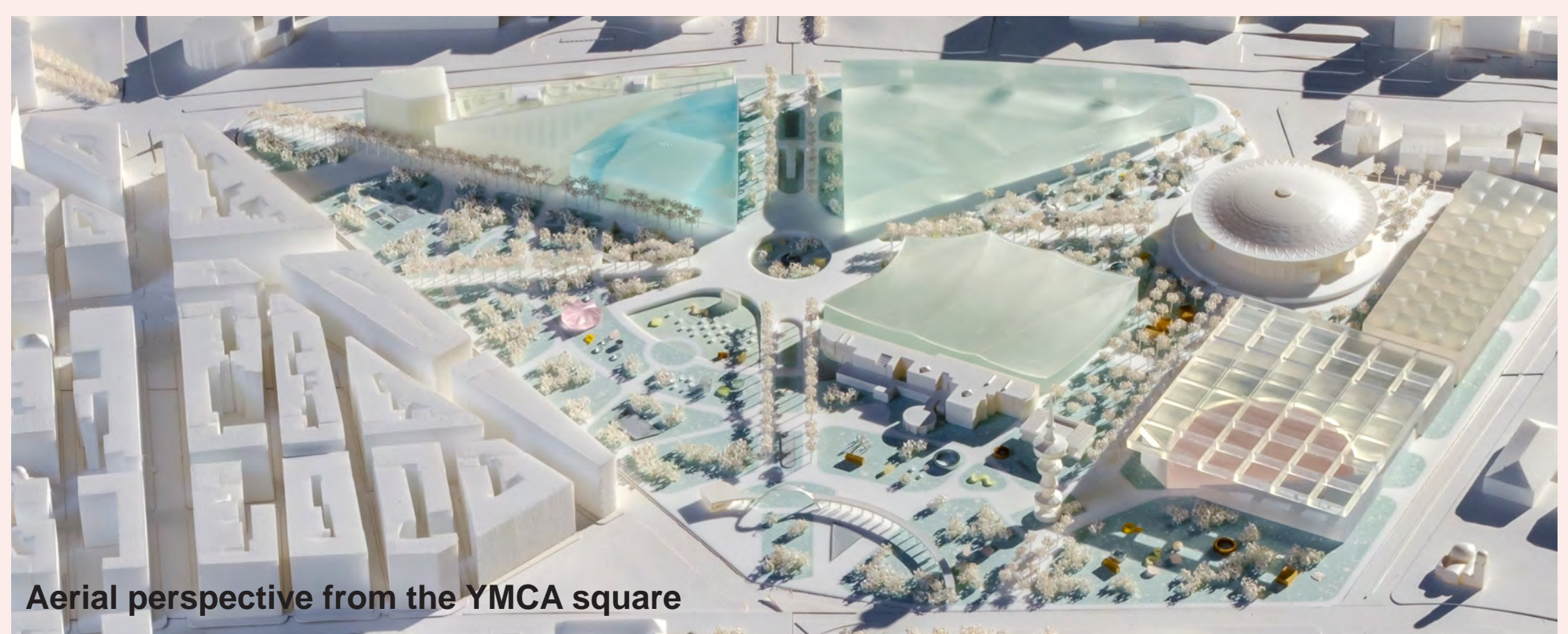
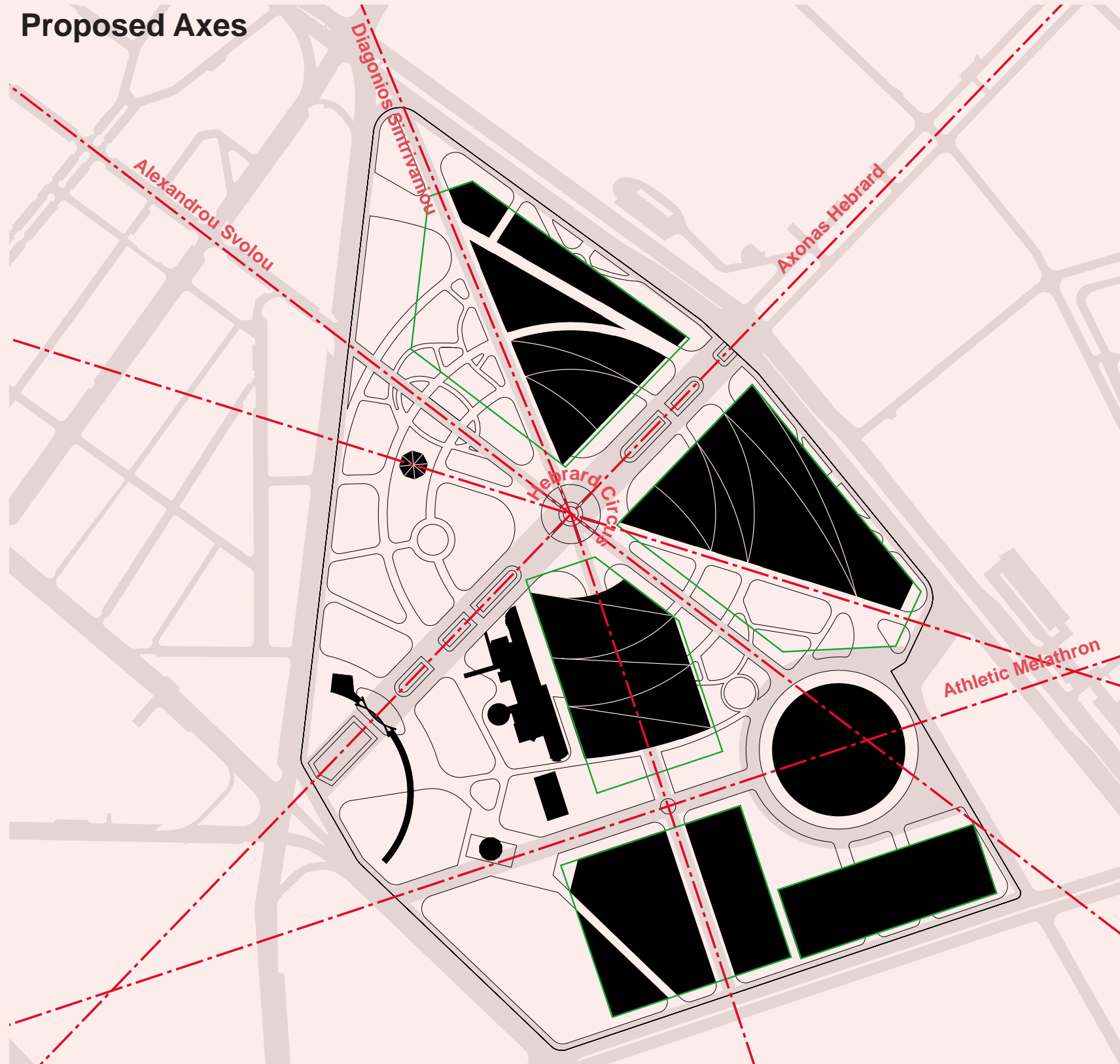
The Hebrard's Plan for Thessaloniki 1919. TIF-Helexpo Site inhabits part of the Hebrard's plan.



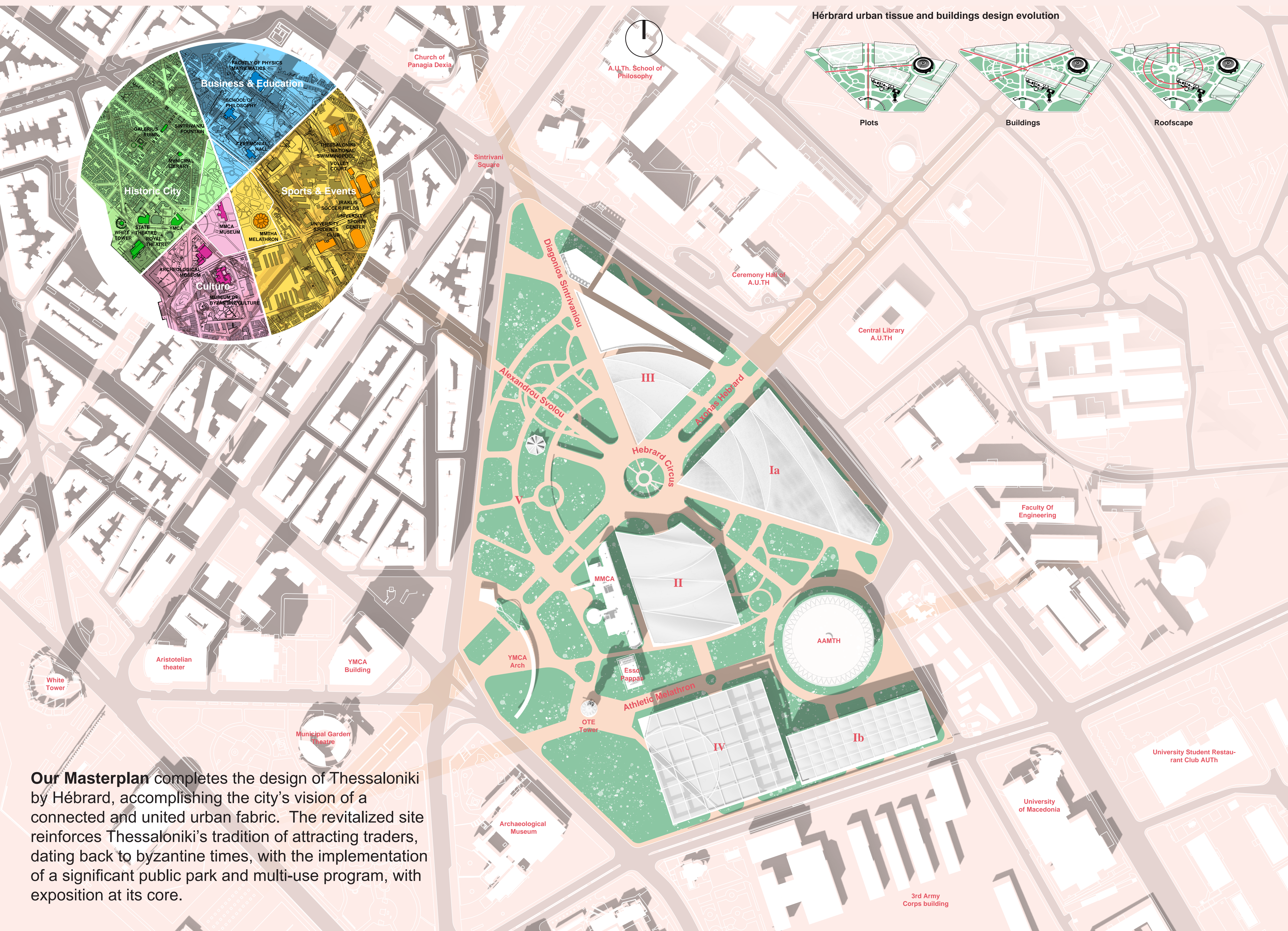
1918 Hebrard's Plan for Thessaloniki

The Vertical Axis and the Diagonal leading to Sindrivani square are the only remnant from Hebrard's Proposal.

embracing Hebrard's Plan for Thessaloniki.



Aerial perspective from the YMCA square

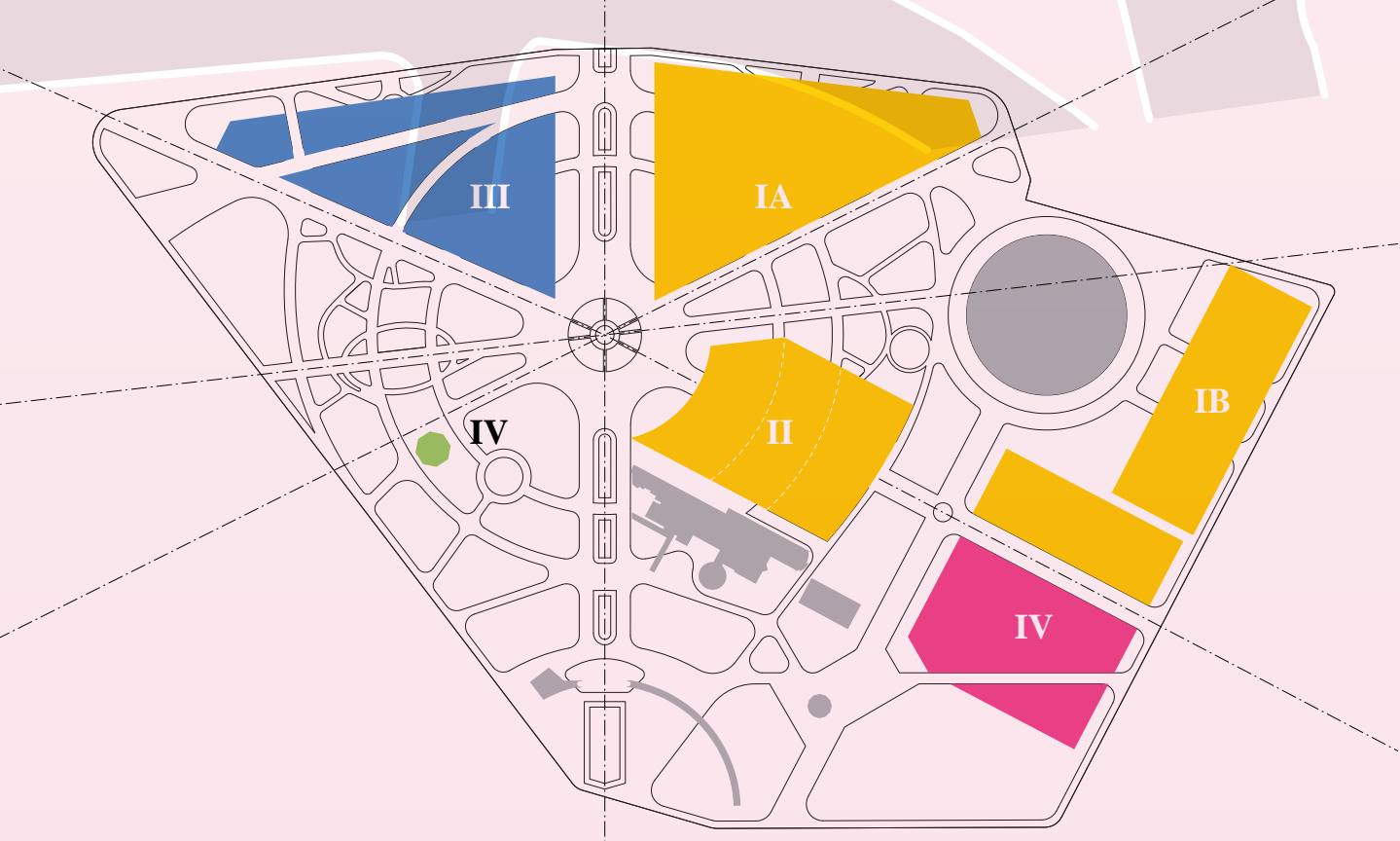


Our Masterplan completes the design of Thessaloniki by Hébrard, accomplishing the city's vision of a connected and united urban fabric. The revitalized site reinforces Thessaloniki's tradition of attracting traders, dating back to byzantine times, with the implementation of a significant public park and multi-use program, with exposition at its core.

02|Ground Floor Plan

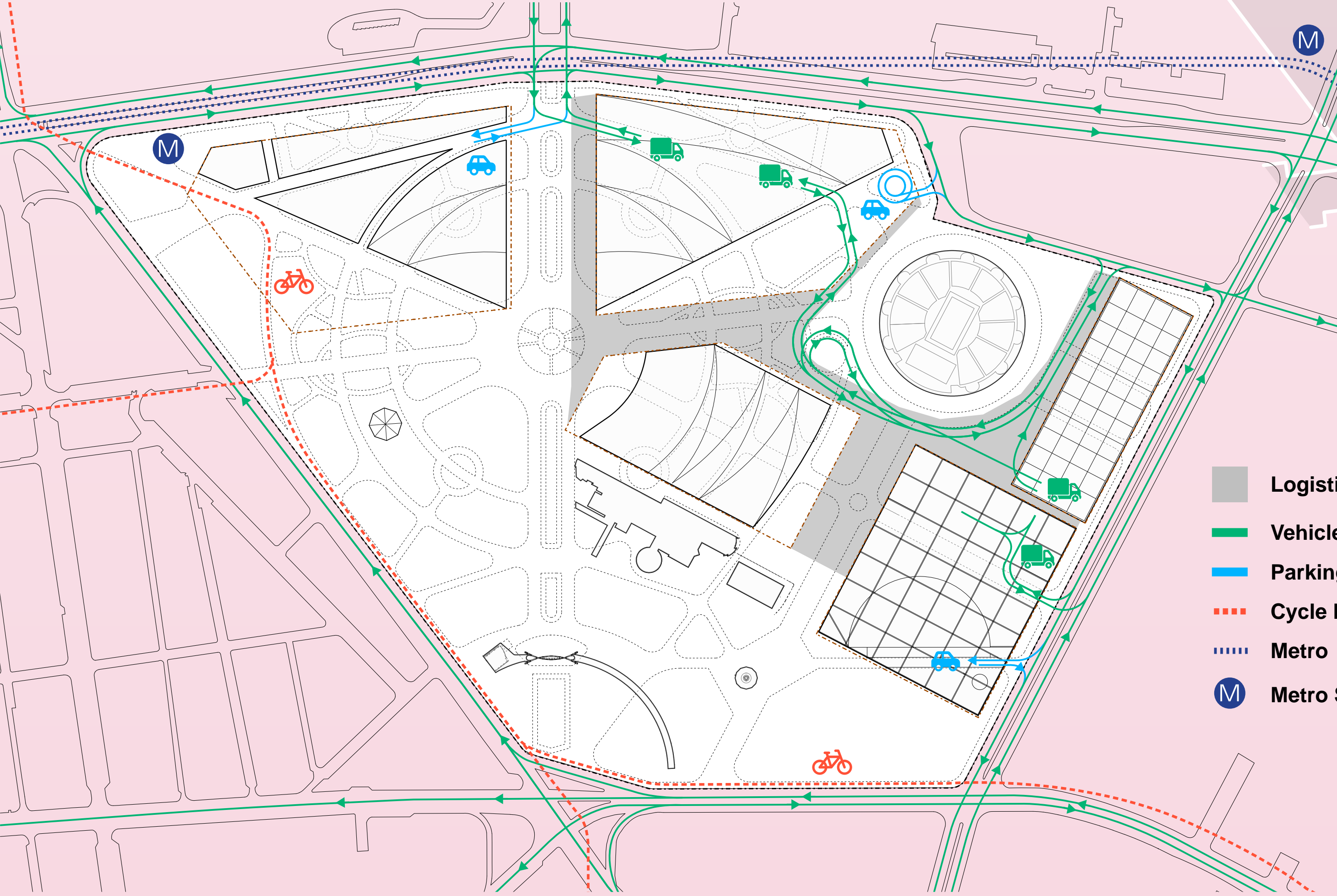
The ground floor plan explicitly denotes the reinstatement of the Hébrard plan for the site, where the key axes are visible and reinforced. These continue where appropriate through buildings as interior thoroughfares and cross pollinate the defined sectors. The concentric circles additionally delineate routes through the public realm as well as building edges.

Program

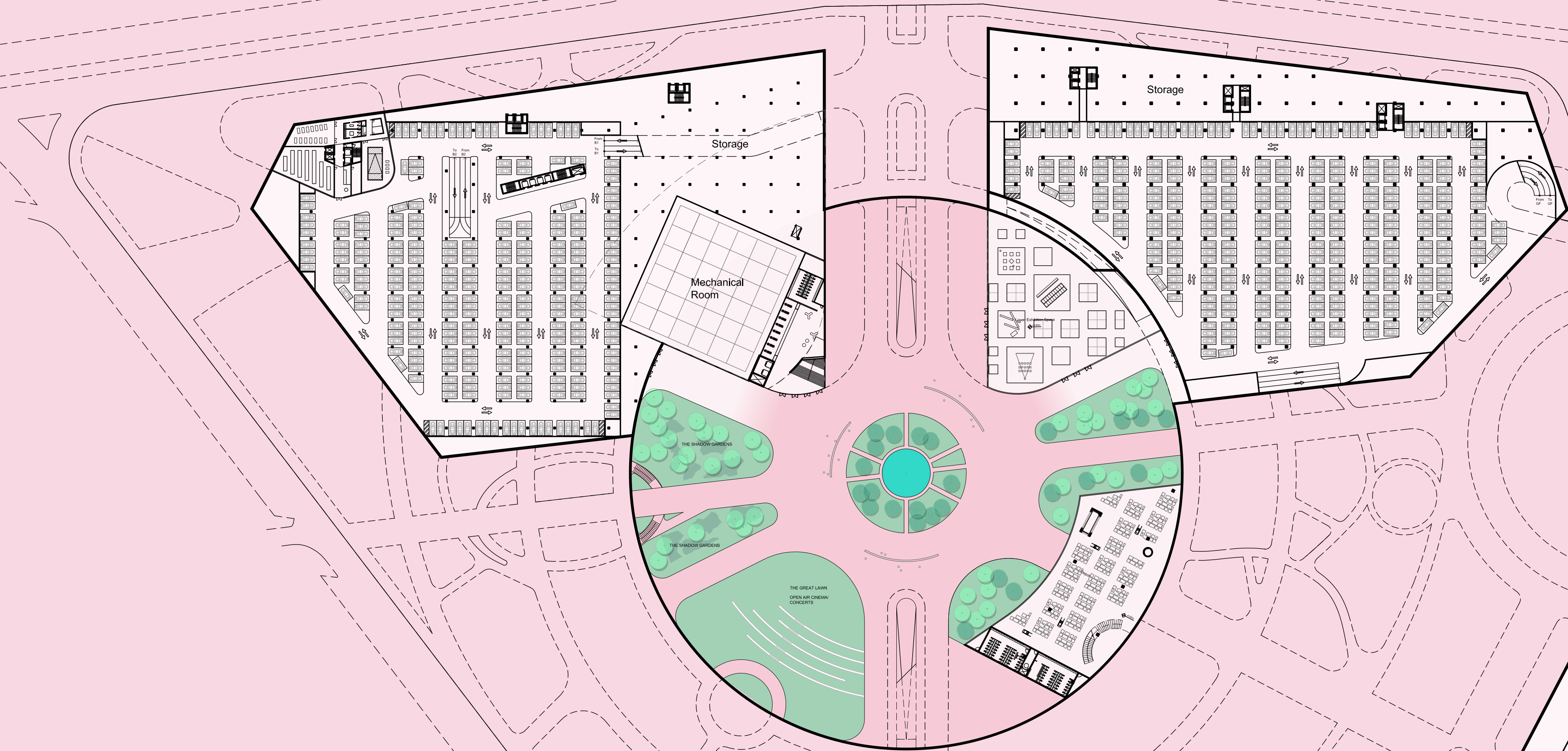


Vehicle Access and Loading

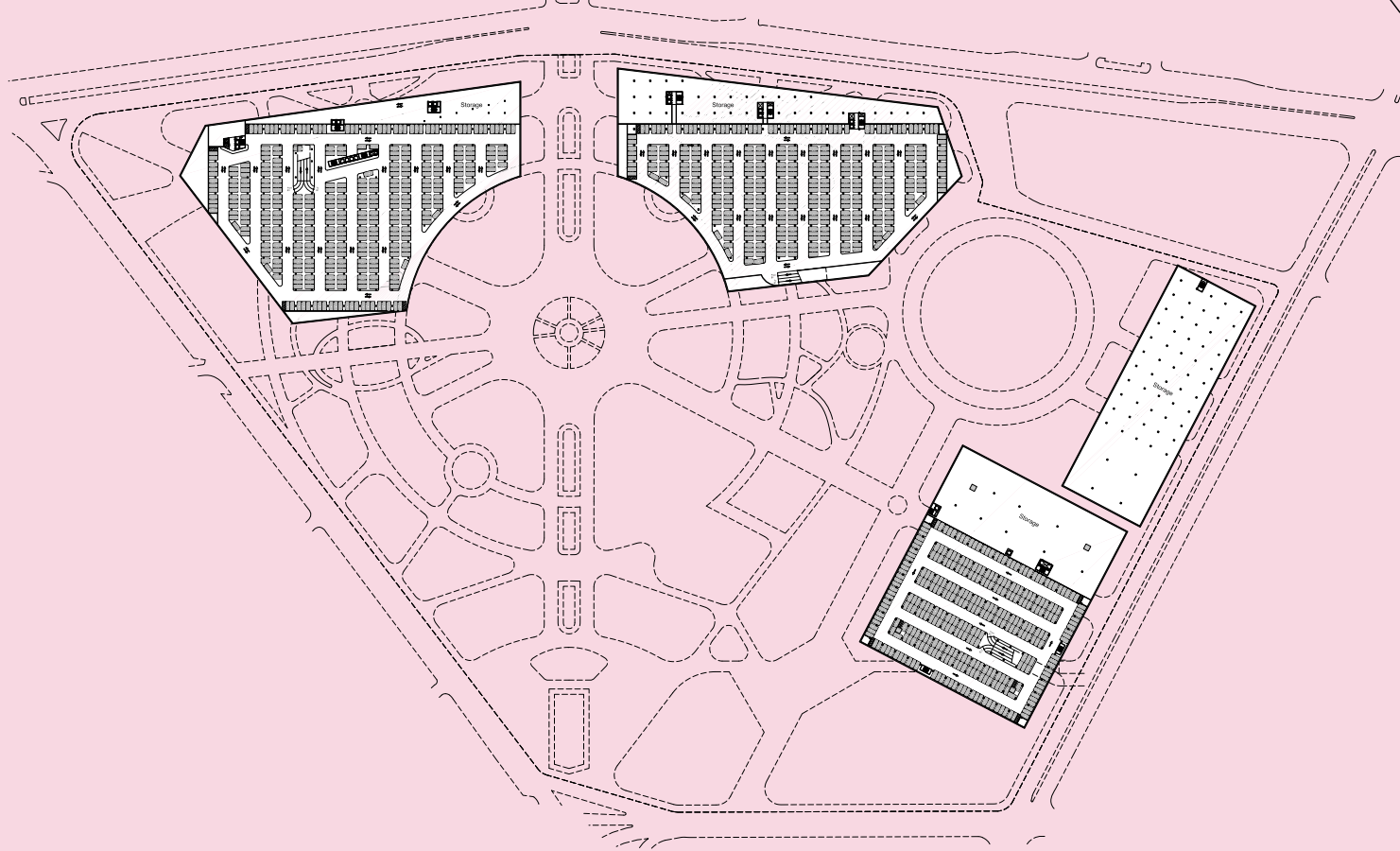
Primary access into the site is facilitated via Egnatia Street and the other on the extension of Lambraki Street. For sector IV an access/exit point is located on the 3rd September street. Loading and logistics have been consolidated around the Alexandrion Athletic Melathron, facilitating vehicular axes for cars and delivery trucks. Logistics are also considered underground at Sectors 1b and IV.



Parking Layout - Basement 01



Parking Layout - Basement 02

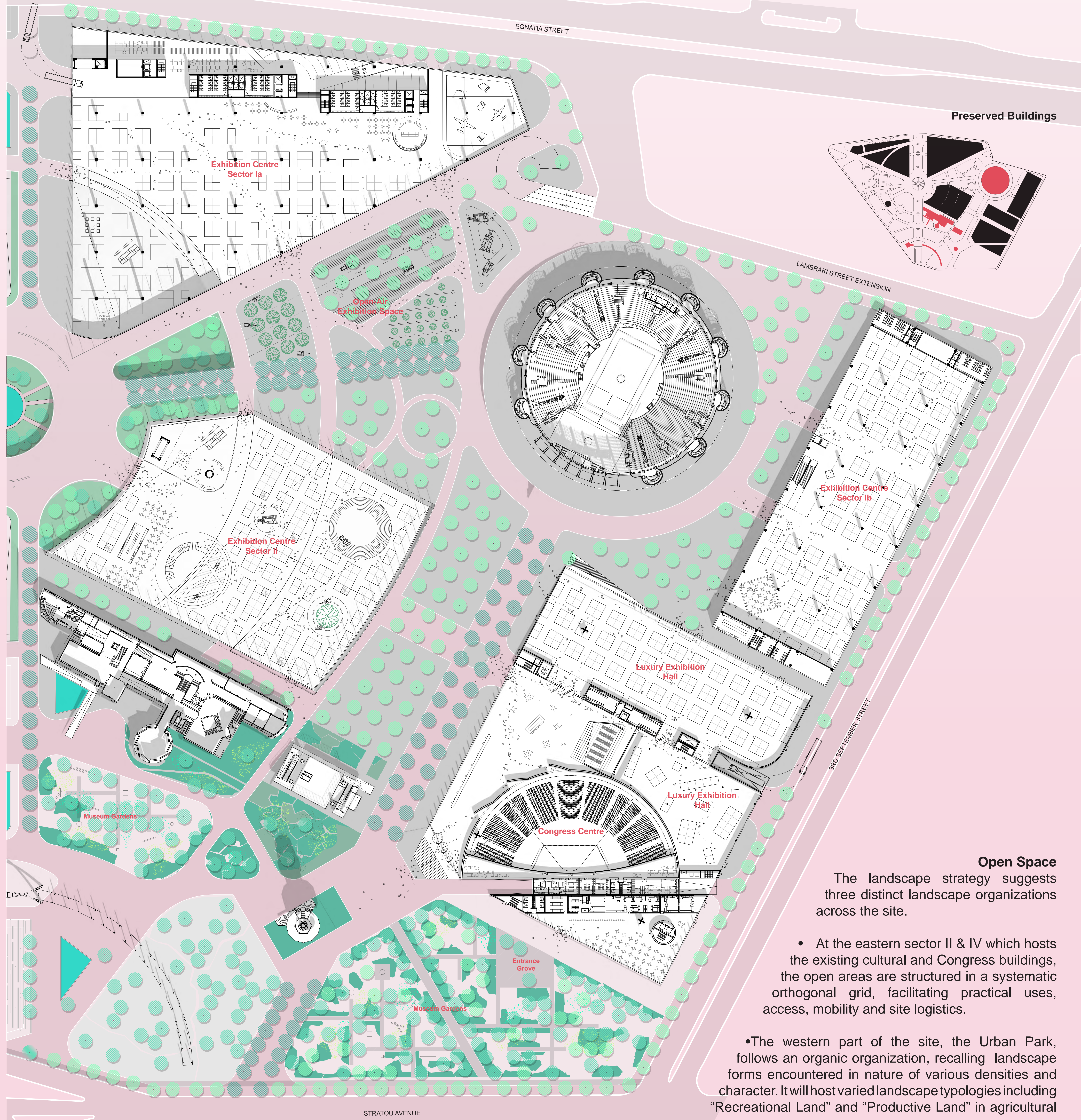


Parking
Each sector has dedicated parking located at the lower ground floor(s) of the perimeter buildings and accessed from the adjacent streets, utilizing level differences across the site to arrive below ground level. The park and landscape will therefore be car free, enhancing the pedestrian connectedness of the site. The parking structures have been considered in phases, which allows for flexibility in implementation as car parking strategies change in the future course of the development.

Total number of vehicles: 2141					
Sector	IA	IB	II	III	IV
B01	326	146	-	260	474
B02	365	-	-	382	334
Total	691	146	-	642	808

03|Ground Floor Plan

Preserved Buildings
The Alexandrion Athletic Melathron of Thessaloniki (AAMTH), Macedonian Museum of Contemporary Art (MMCA), Agricultural Bank PAVILION with the OTE Towers, and the YMCA Arch are proposed to be maintained and are complemented with adjacent new buildings and public realm. The Athletic Melathron punctuates the OTE Tower-Melathron axis.

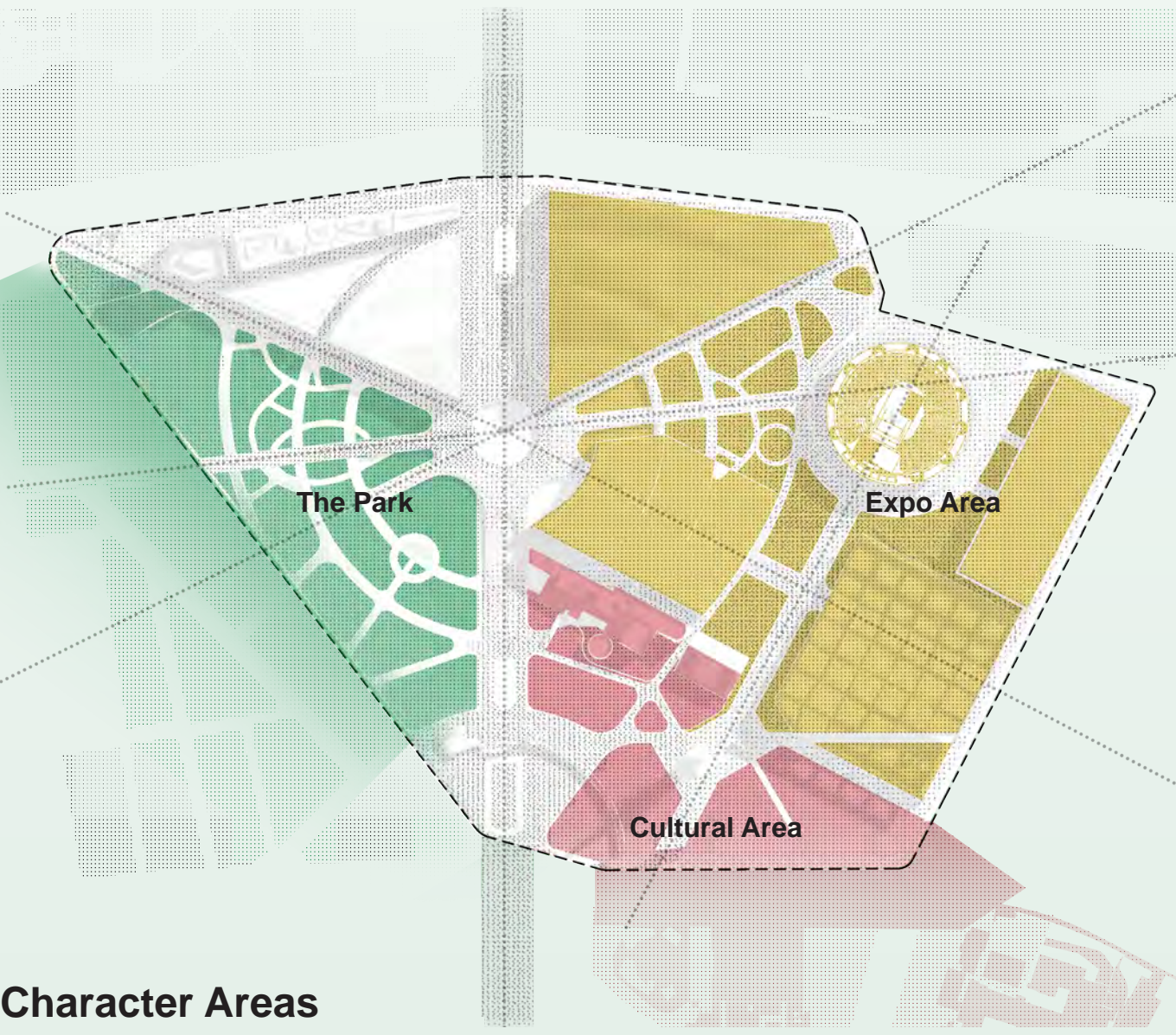


Open Space
The landscape strategy suggests three distinct landscape organizations across the site.

- At the eastern sector II & IV which hosts the existing cultural and Congress buildings, the open areas are structured in a systematic orthogonal grid, facilitating practical uses, access, mobility and site logistics.
- The western part of the site, the Urban Park, follows an organic organization, recalling landscape forms encountered in nature of various densities and character. It will host varied landscape typologies including "Recreational Land" and "Productive Land" in agricultural zones.
- In the southeast area, where the site is connected with the city and the museums, the Museum Garden, the Cultural sector, is articulated as a transition between the structured landscape and the free/organic layout of the Park.

At the center of the site, Hébrard's Circus is embossed into the ground, interconnecting adjacent 4 sectors (I,II&III,V) as a dynamic cultural, exhibition, recreational and professional hub and point of reference for locals and visitors. The circus will have a direct connection to the metro network through the Sintrivani station on the north edge of the site, and with the underground car park for sectors I & III.

04|Landscape Design- Sector V



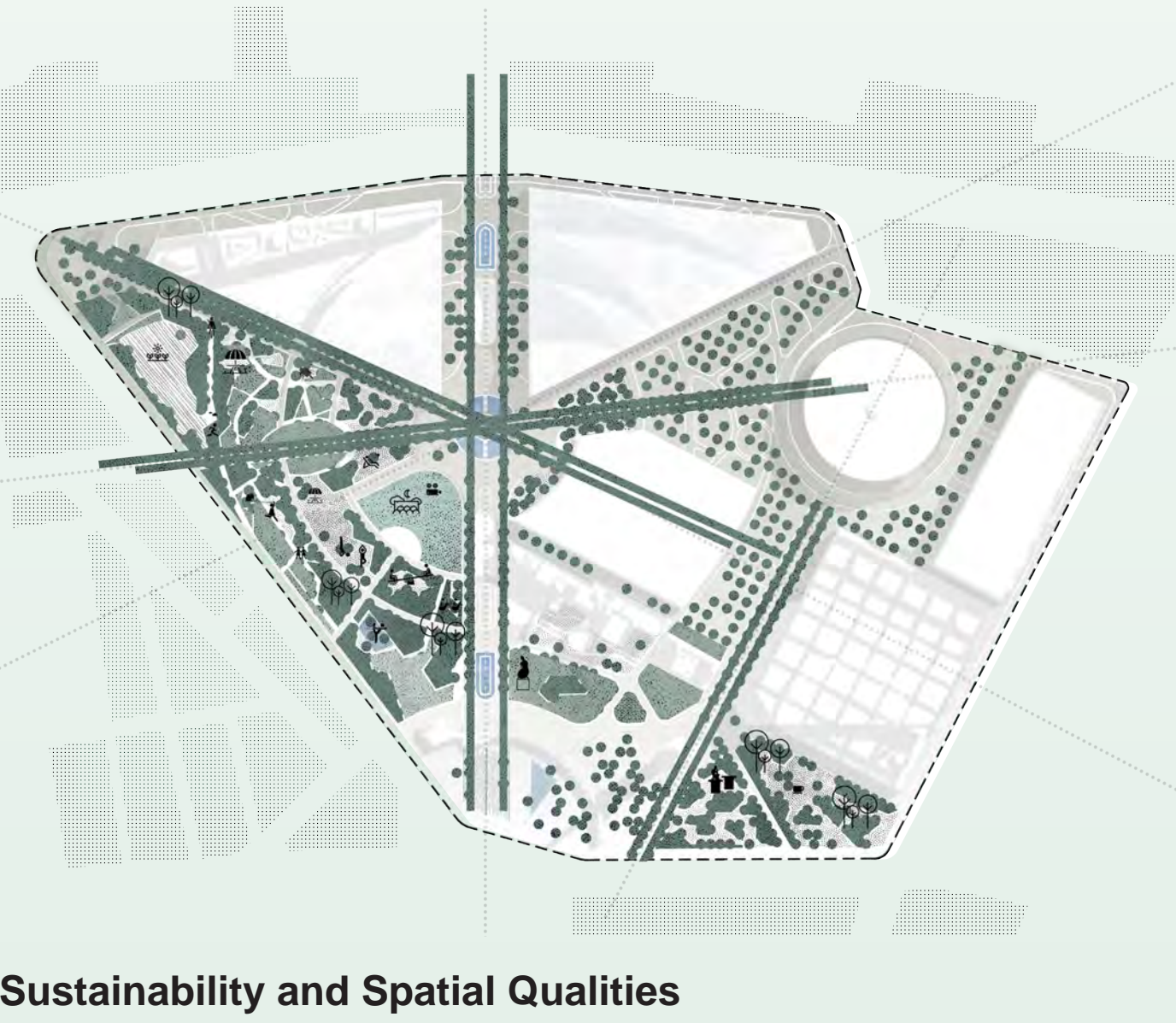
Character Areas



Landscape Destination

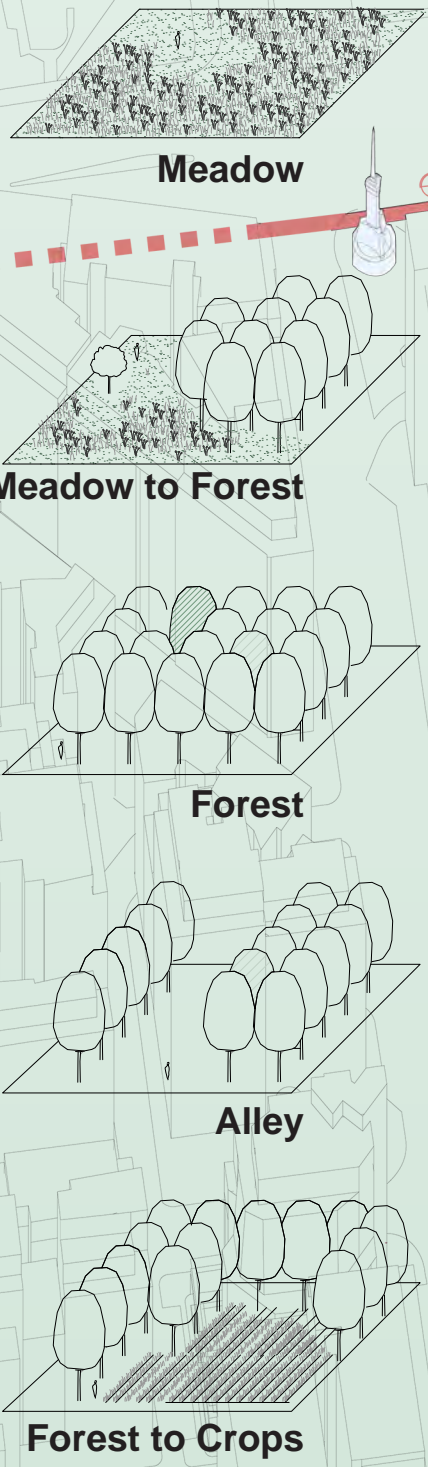


Resilience and Water Management



Sustainability and Spatial Qualities

Place making Strategies



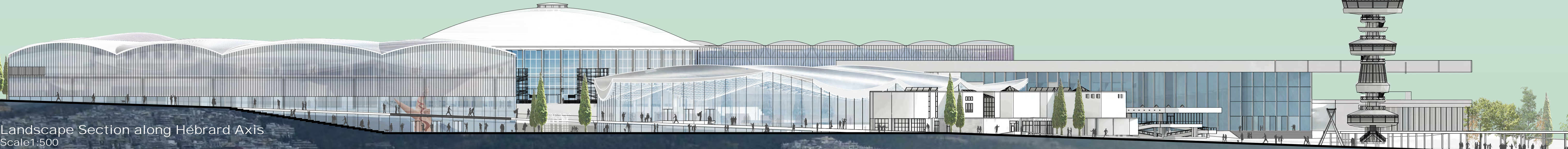
The landscape strategy creates active open space, a “green thread”, an urban Park, as a destination with timeless qualities that will enrich everyday life experiences. The Park connects and relates the city to the fairgrounds. The edges of the Park are active, and provide multifunctional spaces that are open and accessible to all.

The Circle
The landscape follows and re-interpretes Hébrard's layout of axes and circles across the site. At the core is Hébrard Circus. This “embossment” of the Circus, contrasts with the strict geometry and natural topography of the site, offering a valuable release point. Located at the epicenter of 4 out of 5 sectors, through indentation, natural light is brought to the lower levels of the Exhibition Center and Multipurpose Hall, transforming these into ground floor spaces. Visitor circulation is seamlessly connected from the foyers of these buildings, as well as the parking areas, straight to the heart of the scheme and to the Urban Park.

The Urban Park
The Urban Park is the predominant landscape element, implementing a series of interventions of active open air public spaces across the site, with distinct landscape typologies that can be referenced as Recreational and Productive Land. The Recreational Land comprises a series of open-air spaces, lawns, pavilions, playgrounds and water features that can be adapted to different uses and activities. The Productive Land is intended for urban agricultural and for use as a teaching laboratory, following on from AGROTICA, hosted on site from 1985. The west part of the Business Center (Sector III) is seamlessly integrated into the Park to allow for a vital connection with the city. Museum Gardens integrate the cultural institutes on and adjacent to the site.

The YMCA Square
A significant reference point for the site is a set of Squares that comprise the major entrance points to the site. The YMCA Square at the south-western part of the site attracts and coordinates people flow, directed from the city to the site's interior and vice-versa, while Sintrivaniou Square directs the intensive pedestrian movement from the adjacent Metro Station to or away from the site.

The new ConfEx Park is vitally connected with the city's existing green infrastructure – YMCA Municipal Park, the Beach Promenade, and the Pedion tou Areos Park – adding to and enhancing the city's green policy and sustainability agenda. Green infrastructure, landscape dynamics, adaptability, accessibility and the creation of social places where people can meet and exchange is the strategy of the ConfEx landscape and the new urban Park for the citizens and the visitors.



Landscape Section along Hébrard Axis
Scale 1:500



Aerial Perspective (View from the southwest YMCA square)

05|Exhibition Buildings - Sector Ia

Types of Exhibition Landscapes. Studies on Hebrard's Plan



The Expo program is expressed in three distinct Exhibition halls. Hébrard’s diagonals define the massing of these exhibition halls, while at Sector II, the axis has been interiorized as a boulevard through the exhibition areas. All exhibition halls are designed to minimize structural components, and maximize flexibility. The ground floors are planned on a 18x18m Grid while the exhibition spaces on the 1st floors are column free, facilitating spaces for circulation and movement. Layouts are spacious and the spans between columns are wide, providing the necessary flexibility and versatility required for exhibition purposes. The clear heights of the ground floor is set to 8.5m while the halls above the ground floor level are provide a clear minimum height of 5m. Each exhibition hall includes allocation of reception and control areas, cafeterias, and an adequate number of WCs. The roof profiles of the exhibition halls are conceived to reinforce the concentric circles of Hébrard’s plan, emanating from the water fountain at the epicenter.

The open spaces between sectors I and II are planted with green and directly connected to the exhibition spaces. The open space will host outdoor exhibitions in loose arrangements within tree clusters that enable open views and visual corridors across the site.

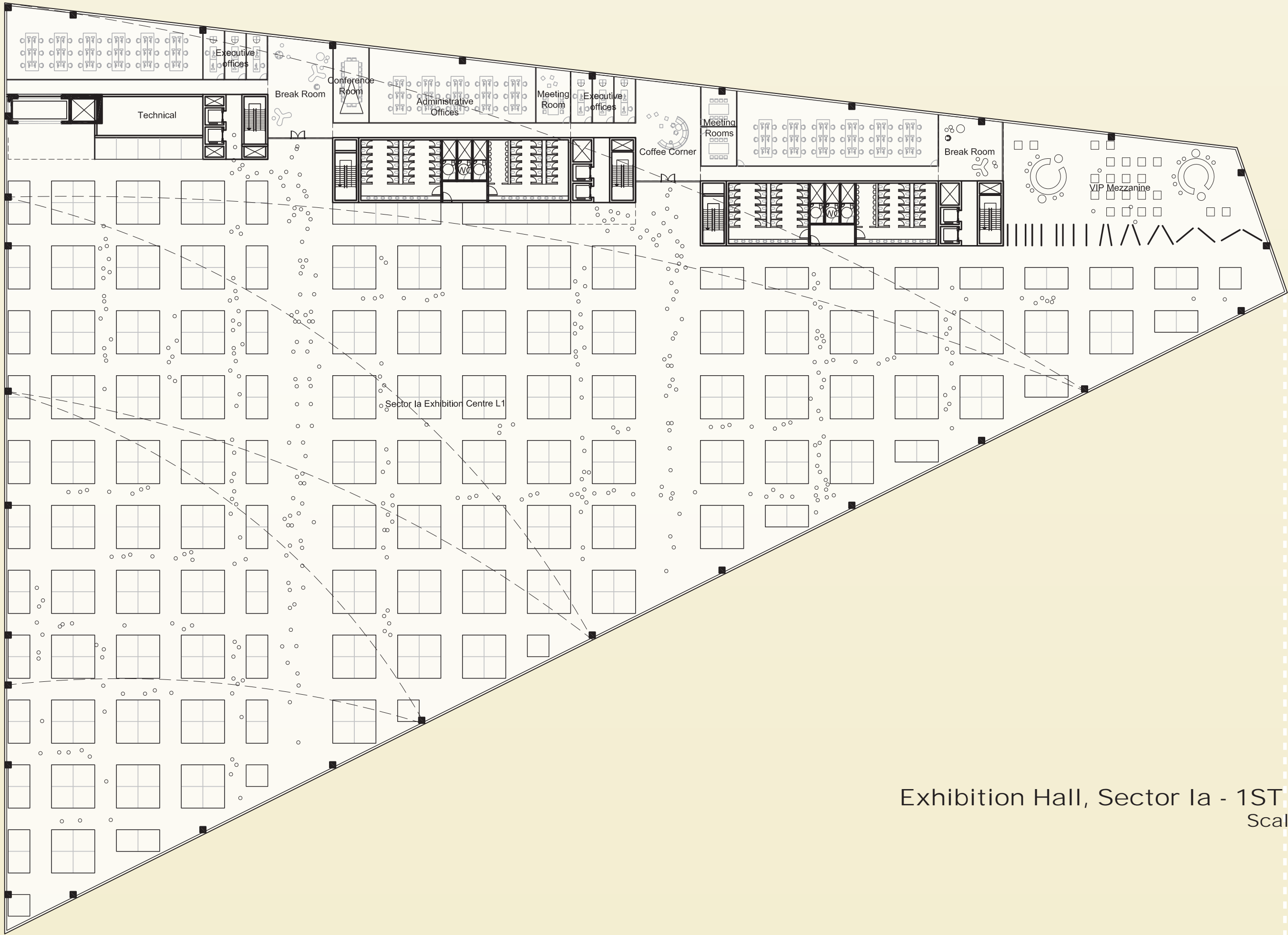
More than just defining the entrance to the exhibition buildings, the open spaces of sector I, II and IV are designed as an urban plaza with an open exhibition space. It is directly connected with the city via the Alexandrion Melathron axis attracting public life outside of trade fair times.



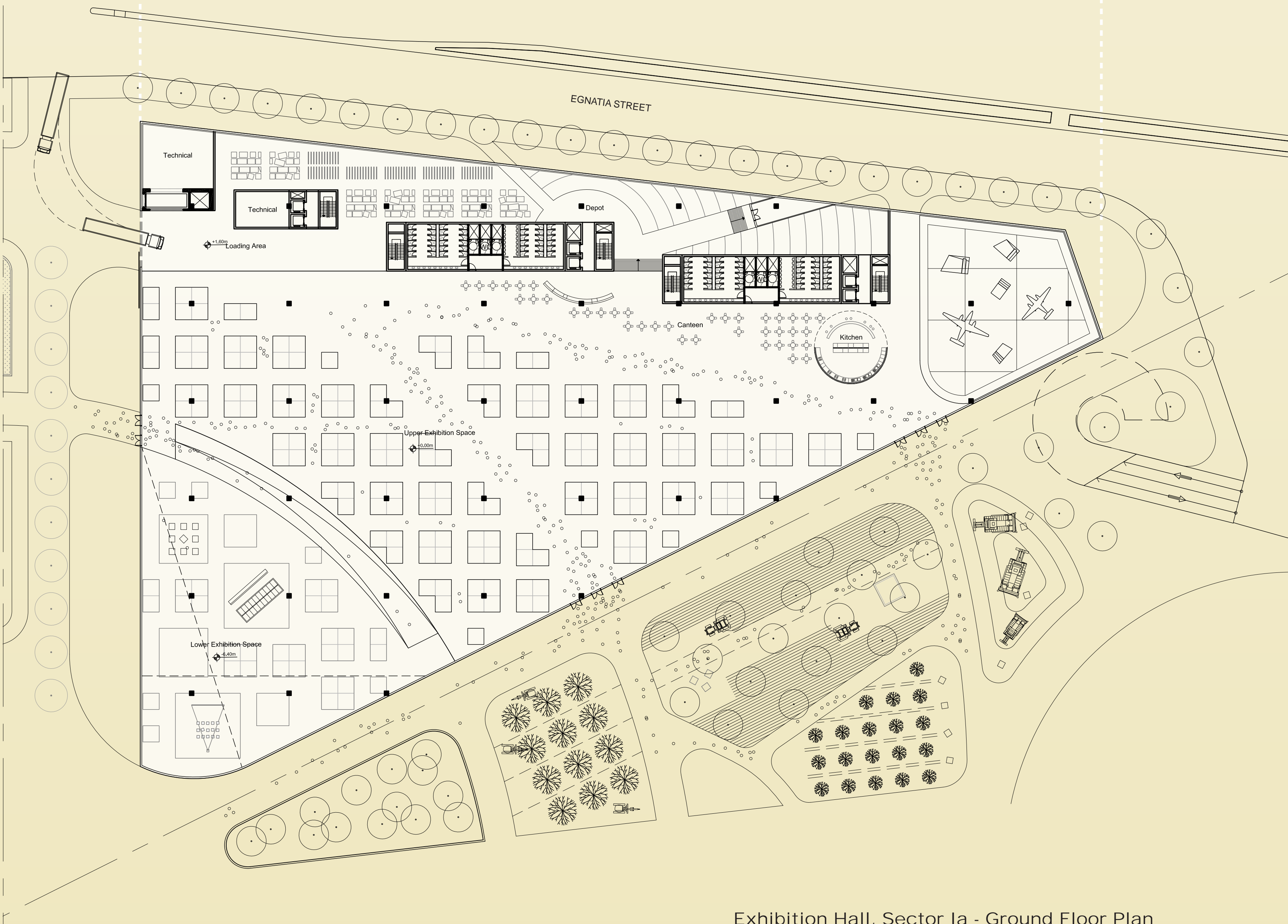
Outdoor Exhibition Space



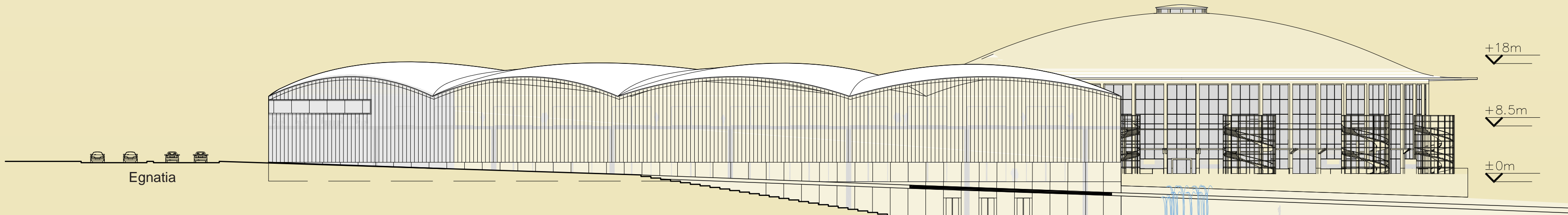
Outdoor Exhibition Plaza- Landscape



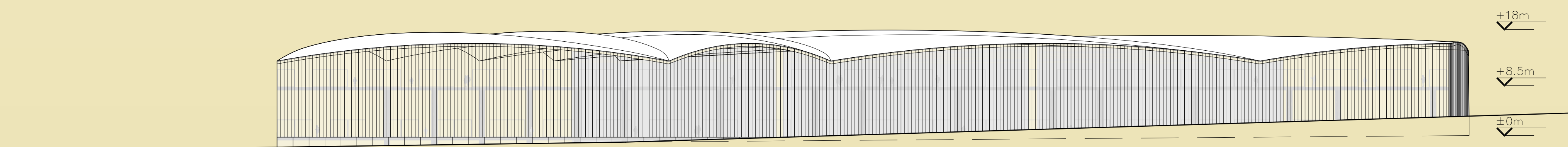
Exhibition Hall, Sector Ia - 1ST Floor
Scale1:500



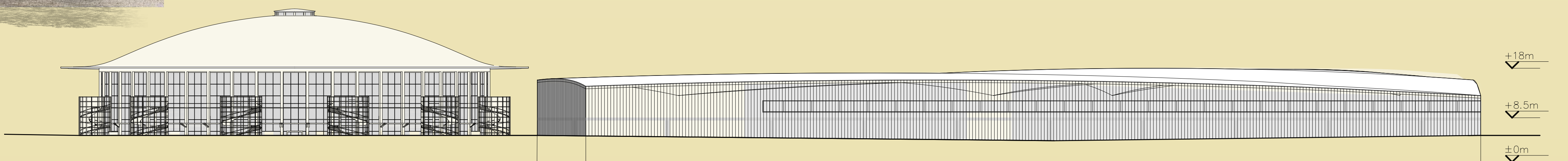
Exhibition Hall, Sector Ia - Ground Floor Plan
Scale1:500



North Elevation
Scale1:500



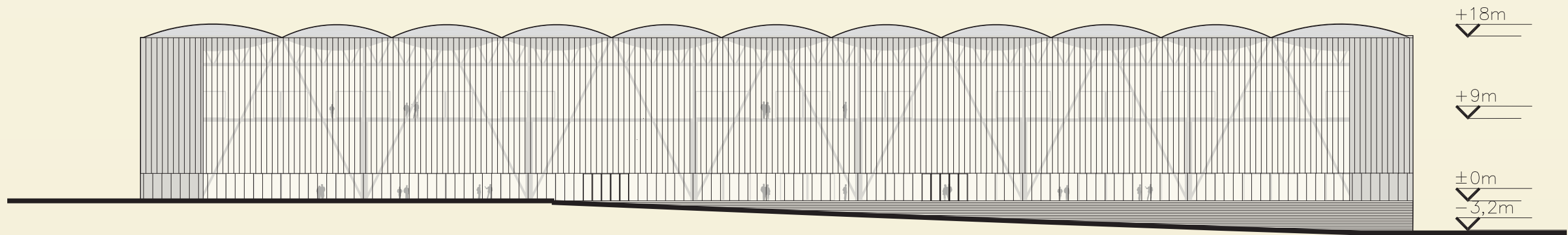
SW Elevation
Scale1:500



NE Elevation facing Egnatia road
Scale1:500

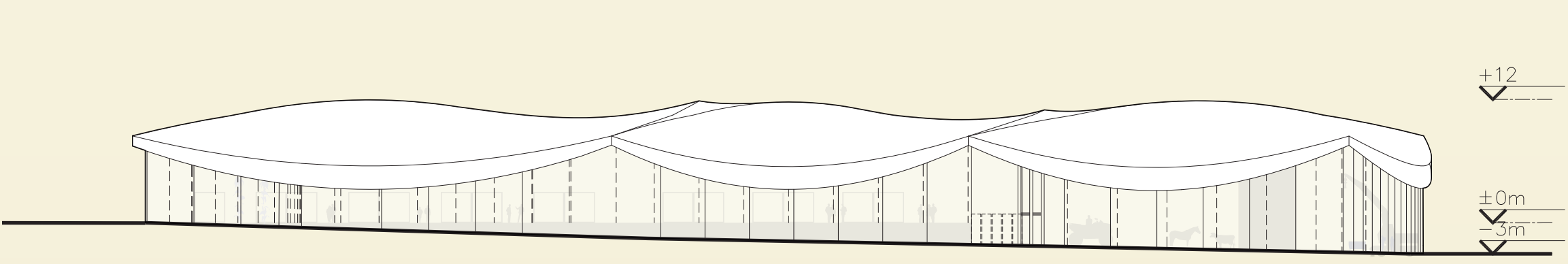
06|Exhibition Buildings- Sector Ib&II

Sector IA - Exhibition Hall (Interior view)

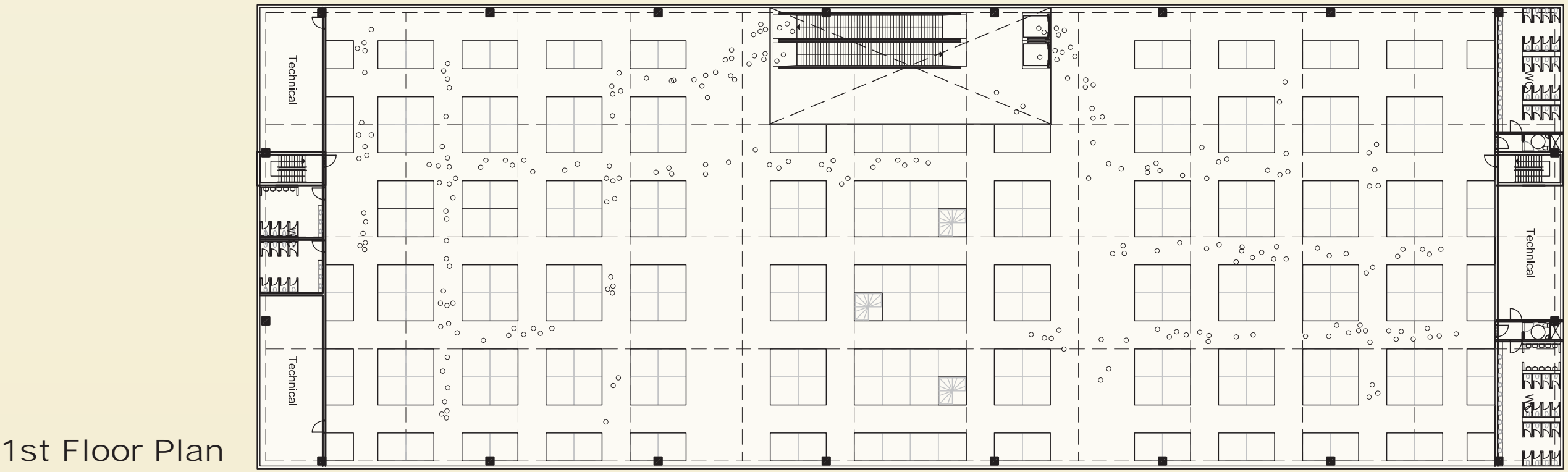


North Elevation facing Alexandreo Melathlon
Scale1:500

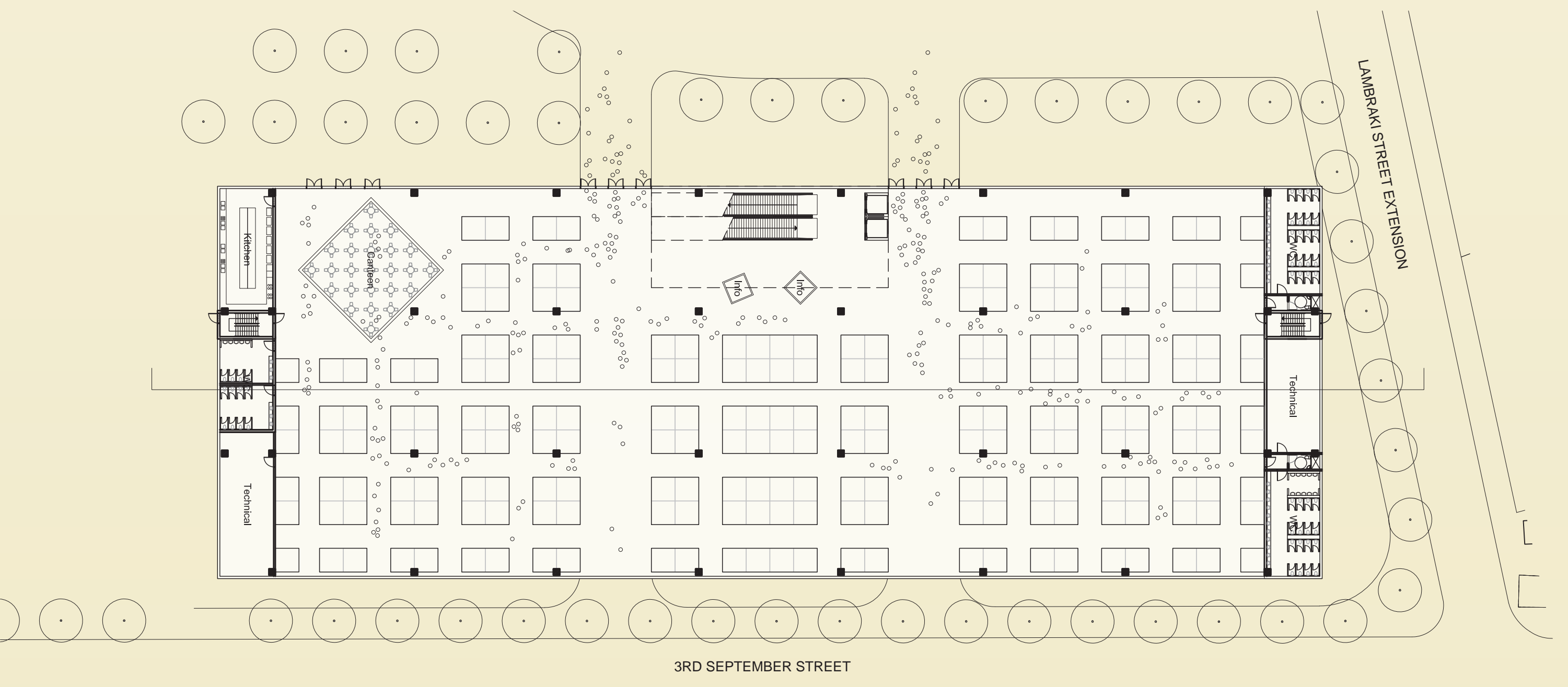
Sector II - Exhibition Hall (Interior view)



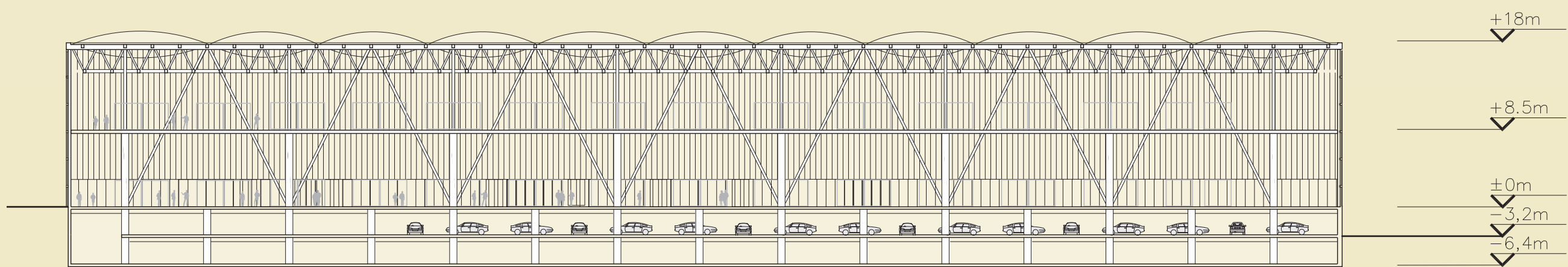
Sector II, NE Elevation
Scale1:500



1st Floor Plan
Scale1:500



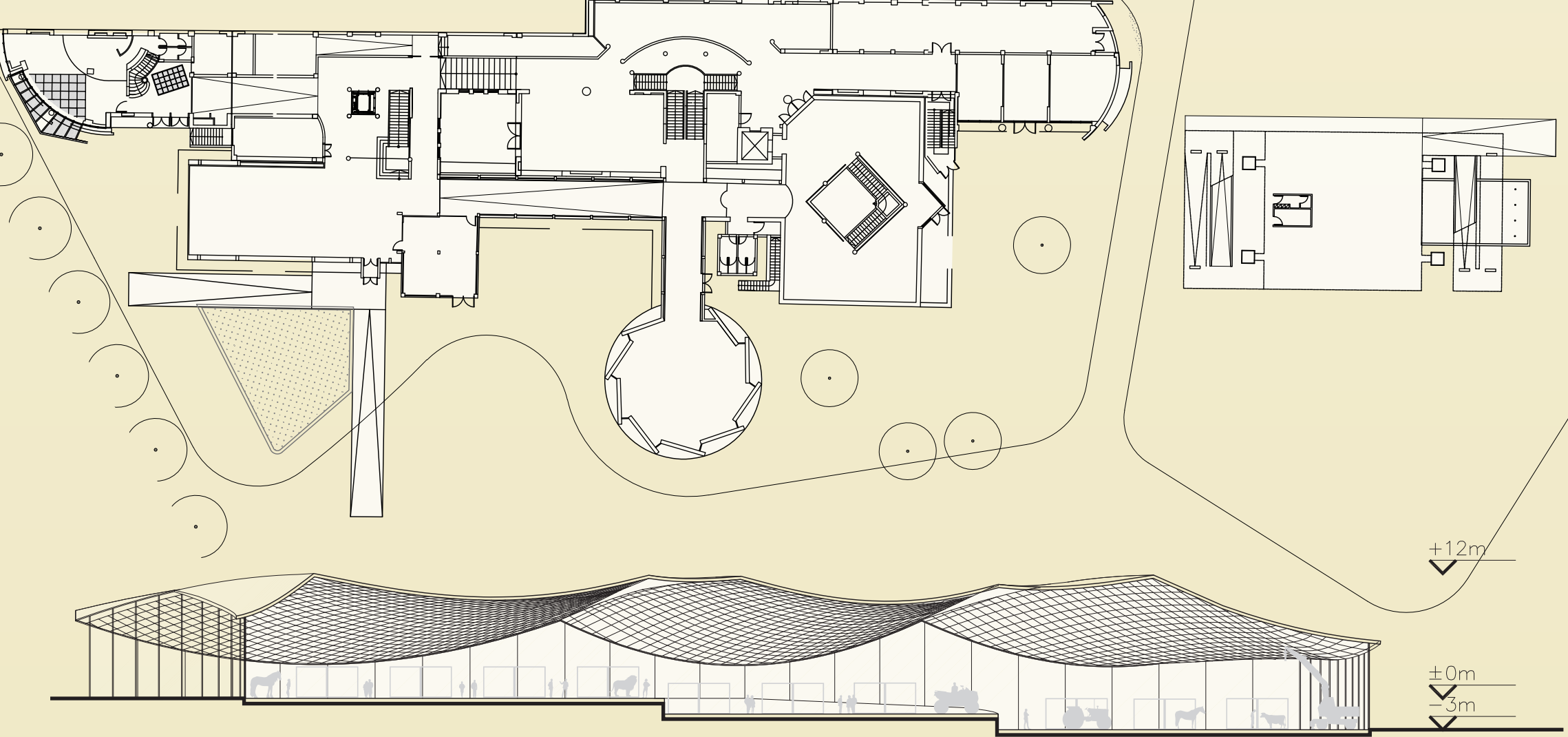
Ground Floor Plan
Scale1:500



Longitudinal Section
Scale1:500



Sector II, Ground Floor Plan
Scale1:500



Sector II, Longitudinal Section
Scale1:500

Exhibition Buildings - Aerial View



07|Congress Centre IV

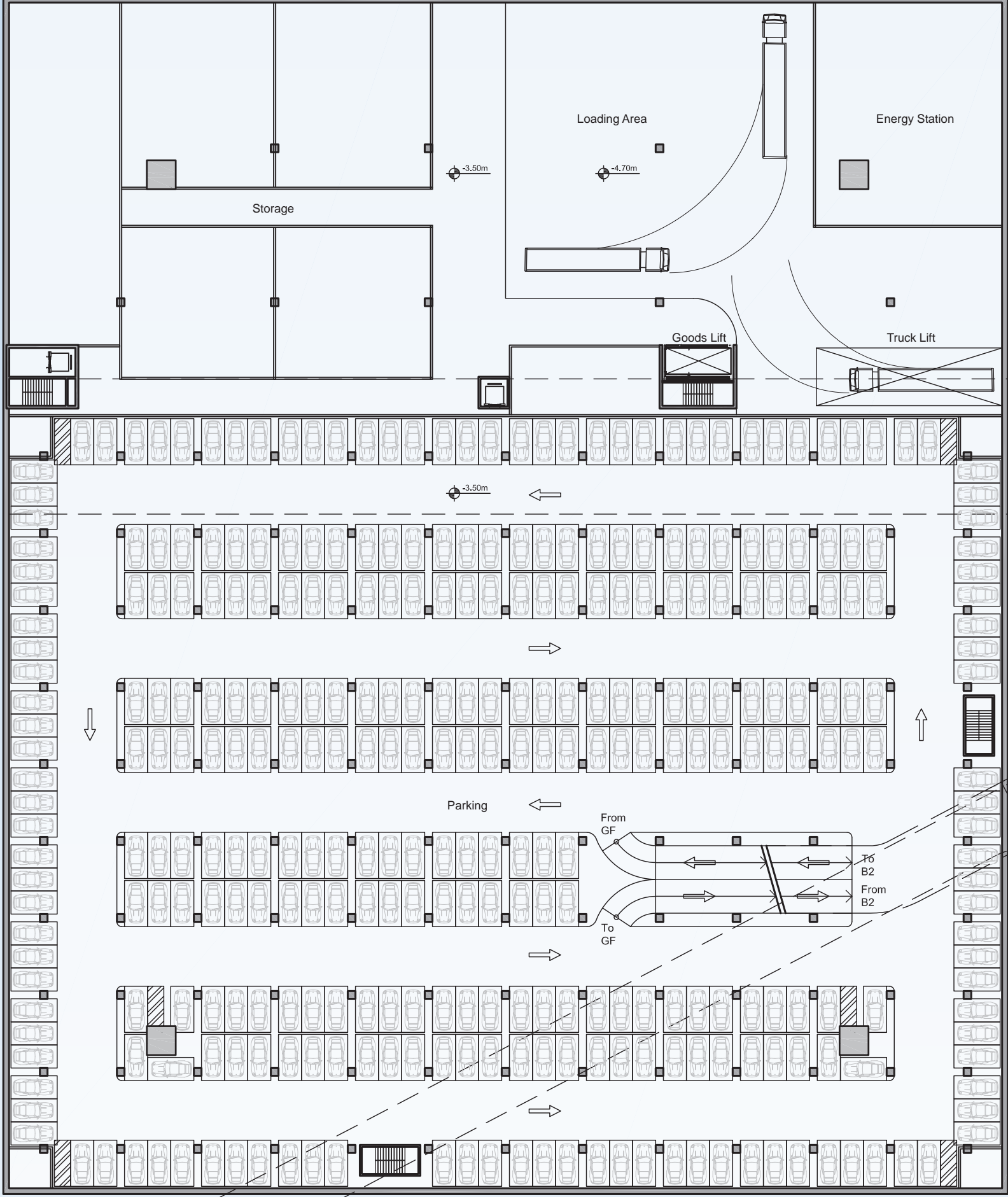
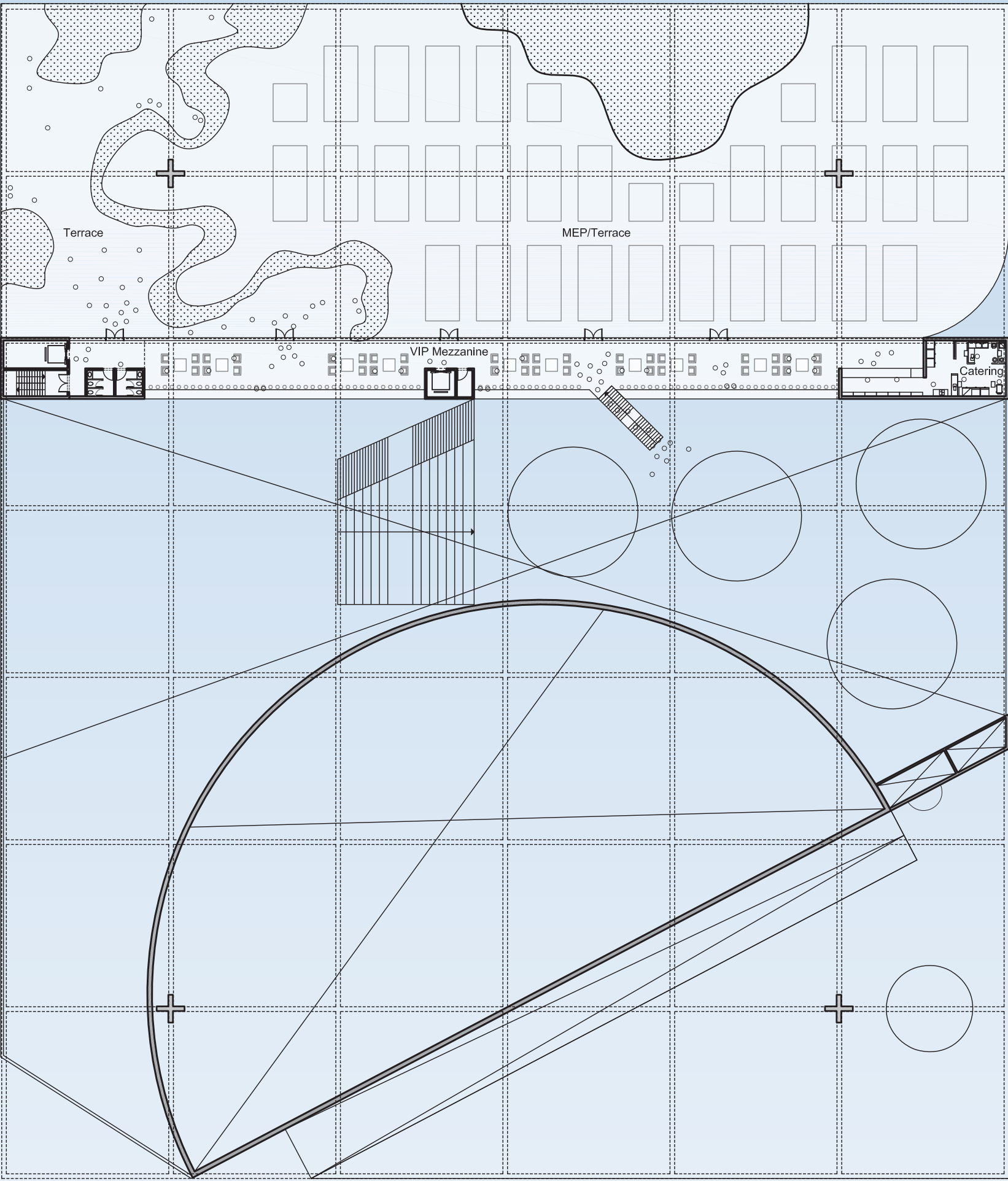
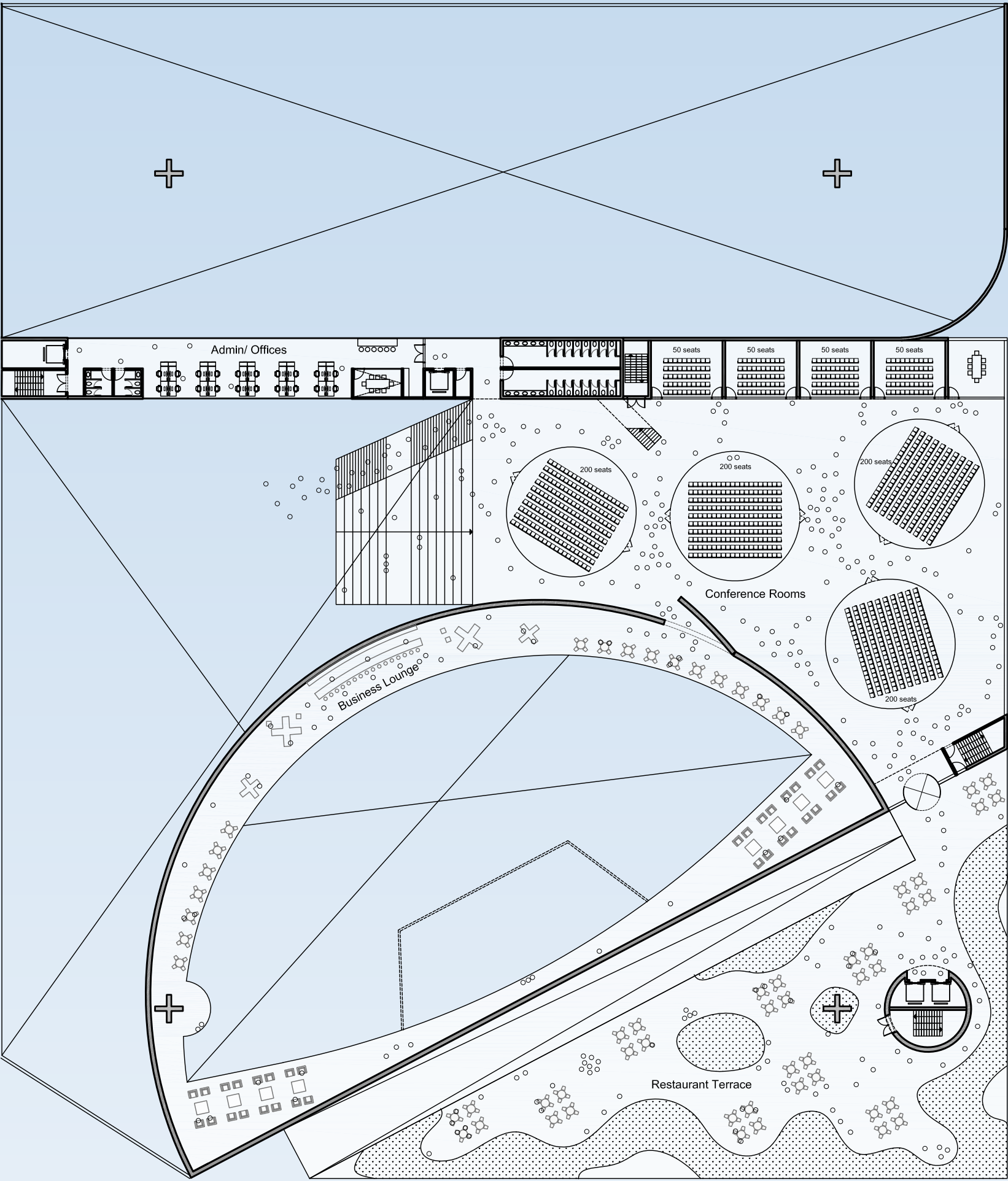
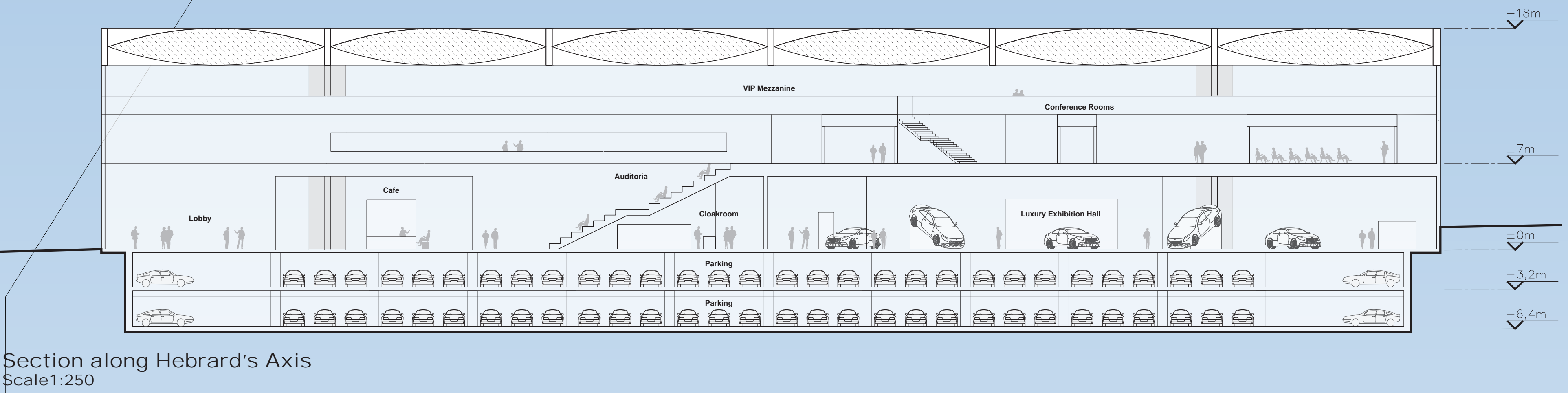
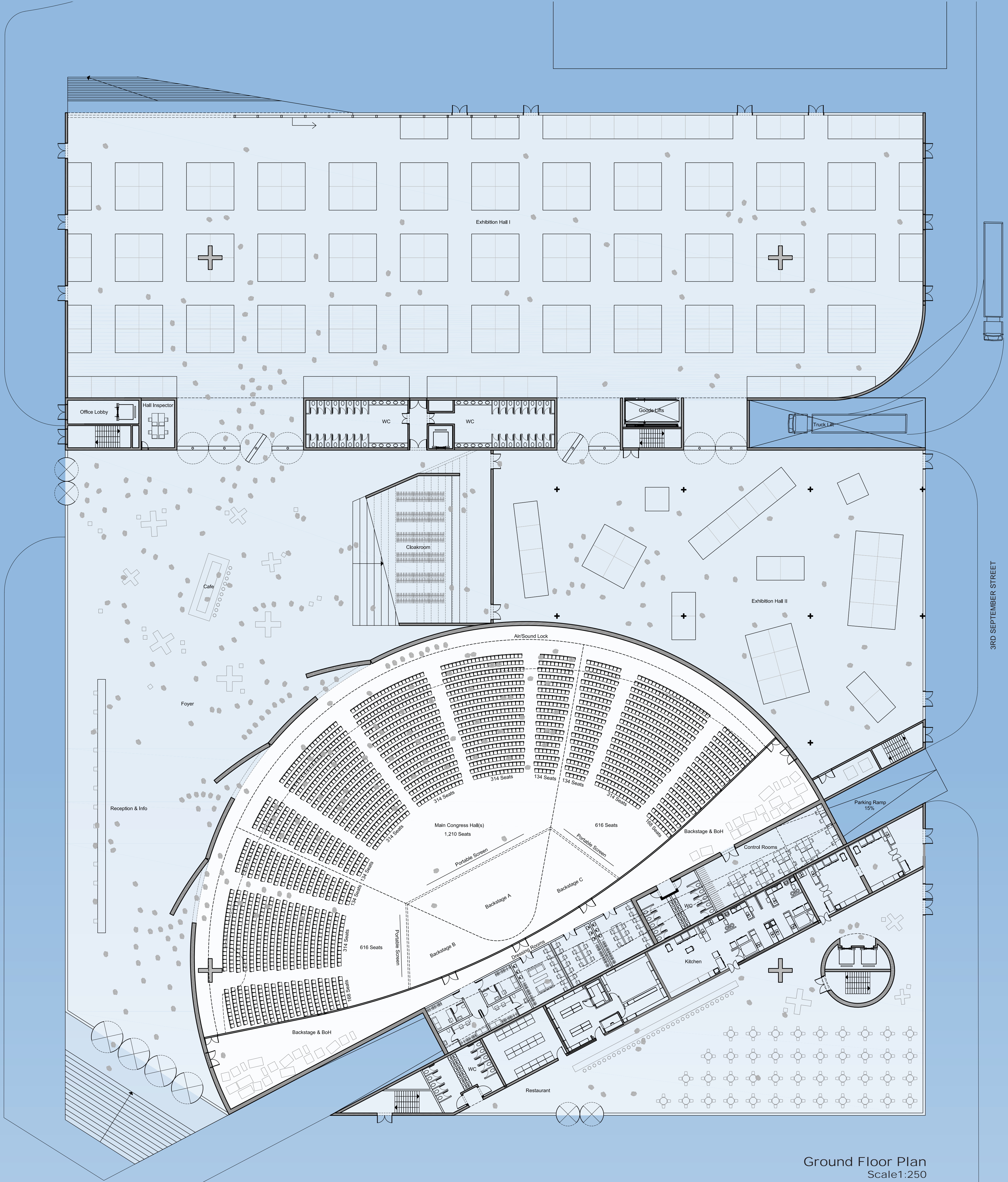
The Congress Center located in Sector IV at the southern part of the site is in proximity to the intersection of 3rd Septemvriou and Stratou avenues.

The Congress center is bordered to the east by the new park of sector V and to the north and west by the new exhibition halls of sector I and II. Further to the east the site overlooks the Archaeological Museum and to the south the Byzantine Museum as well as the green area of the 3rd Army Headquarters forecourt. The expression of the congress hall is simple, minimal and rectilinear, and sympathetically complements the adjacent modernist building of the Archaeological Museum, designed by Patroklos Karantinos. Together with the Byzantine and the Archeological museums, these buildings complete a trilogy, setting up Sector IV as the epicenter of the cultural district.

Hébrard's axis connecting Sindrivaniou square with the congress hall extends within the building. The access leads directly to the Foyer of the Congress Hall and divides the floor into 2 programmatic entities. The Event Hall, and the Luxury Exhibition space. A grand stair departing from the main Foyer leads to the 1st floor, where the conference rooms are located.

The intent is to create a unique and attractive multifunctional venue that is able to programmatically complement major events taking place at the Exhibition Center (sectors I and II), while also operating independently with an emphasis on business and science events.

The restaurant with its outdoor roof terrace facing Stratou avenue overlooks the Archaeological museum, providing an idyllic panoramic view towards the gulf of Thermaikos and mount Olympus.

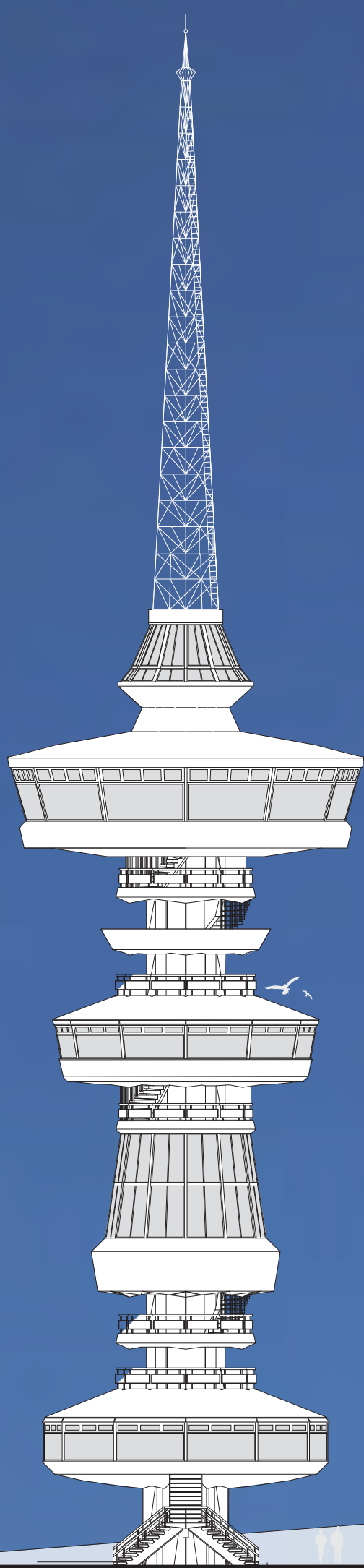


1st Floor - Conference Rooms
Scale 1:500

VIP Mezzanine
Scale 1:500

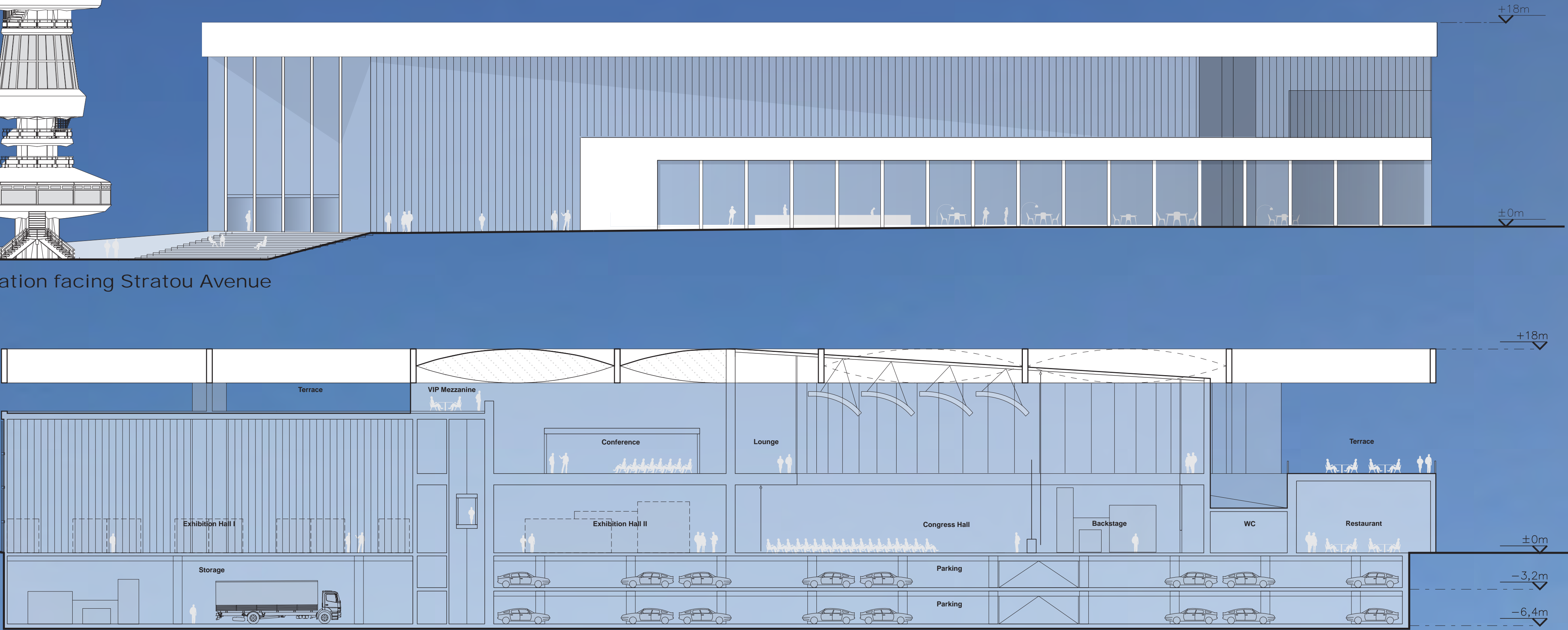
1st Basement - Parking
Scale 1:500

08|Congress Centre IV



Special attention is given to the connection of the new Congress Center with the Urban Park of sector V, and the way its relationship with the iconic OTE tower. Between the tower and the multipurpose hall, a new square is proposed that establishes direct access and connectivity to those 2 buildings with the city.

Sector IV, West Elevation facing Stratou Avenue
Scale 1:250



Sector IV, Longitudinal Section
Scale 1:250



The Museum Garden - Cultural Sector



Congress Centre Foyer- Interior view

09|Business Centre III

The **business sector** (Sector III) integrates a complementary mix of uses including hotel, leisure and recreation as well as office, retail and events spaces. Sector III is positioned at a sensitive urban site, adjacent to the historic city centre. Here the blocks differ in size, relating typologically to the urban grain of the city as implemented per the 1921 Plan, thus providing a seamless continuation of the urban tissue towards the Exhibition site.

The Business Sector is a prominent building complex that visibly marks the north entrance to the ConfEx Park from a distance, while blending into the built environment as naturally as possible. It is designed as a public and dynamic quarter between city and park, easily accessible by the adjacent Sindivaniou Metro station. The direct connection to the metro via the proposed ‘Diagonios Sindrivaniou’ axis will improve the pedestrian experience, and enhance the accessibility to the site. This connection facilitates the transition between metro station to Hébrard’s Circus, where the entry to the exhibition sector is located.

The hotel sitting at Sindrivaniou Square echoes the footprint and height of adjacent city blocks; the office building along Egnatia is paired with the north-west of the university’s modernist buildings ; and the Event Hall with it’s curved roof enriches the roovescape across the site. The leisure/commercial use unites the diverse buildings of the business sector into a cohesive yet unique urban cluster.



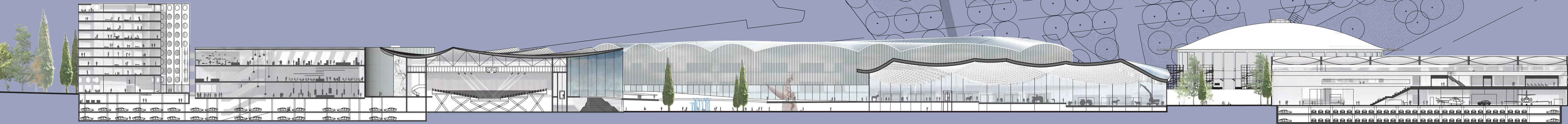
Hotel Rooftop



The Event Hall - Interior



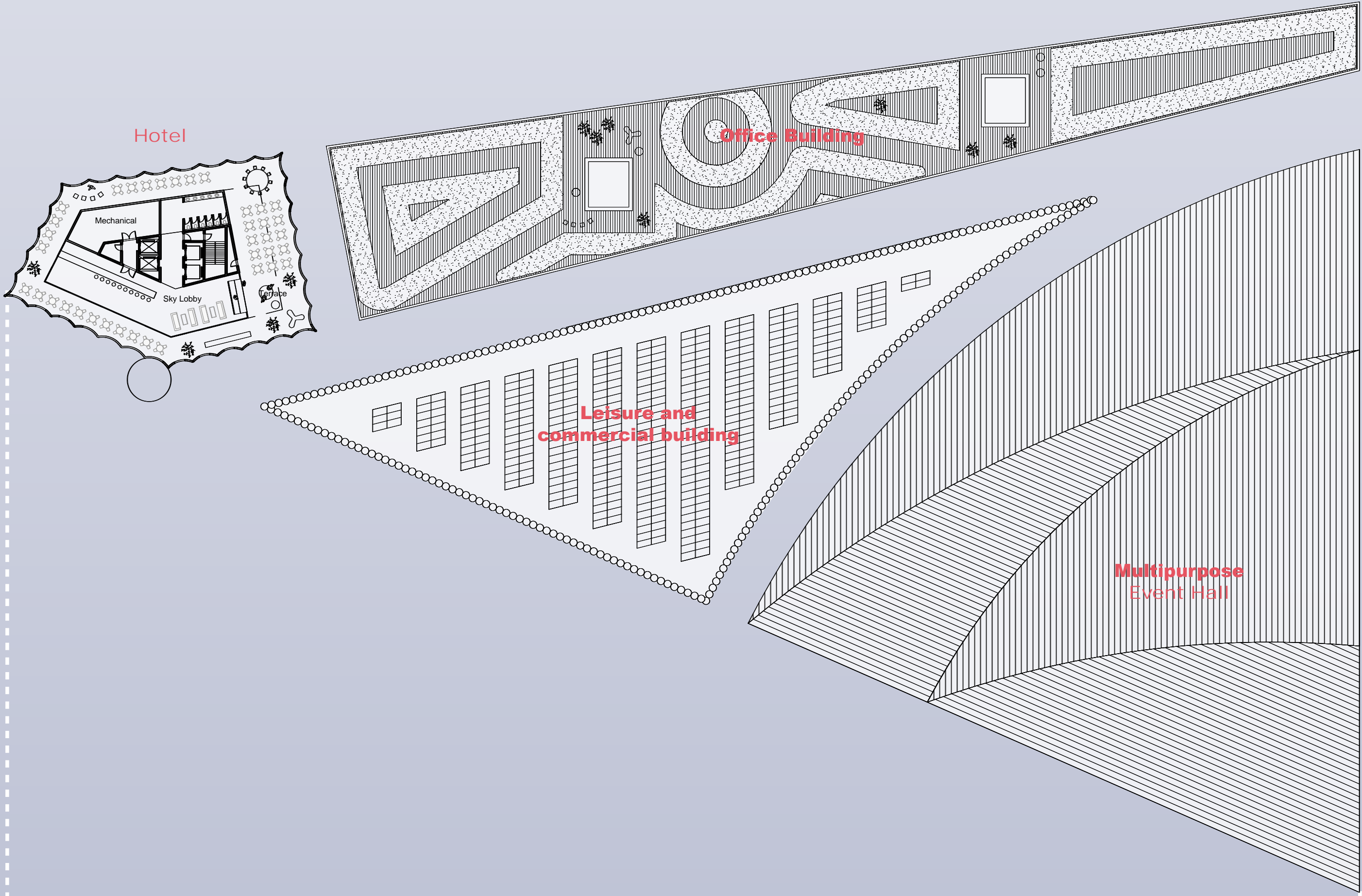
The Park - Business Sector



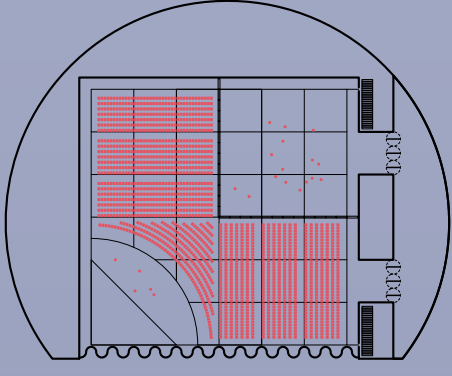
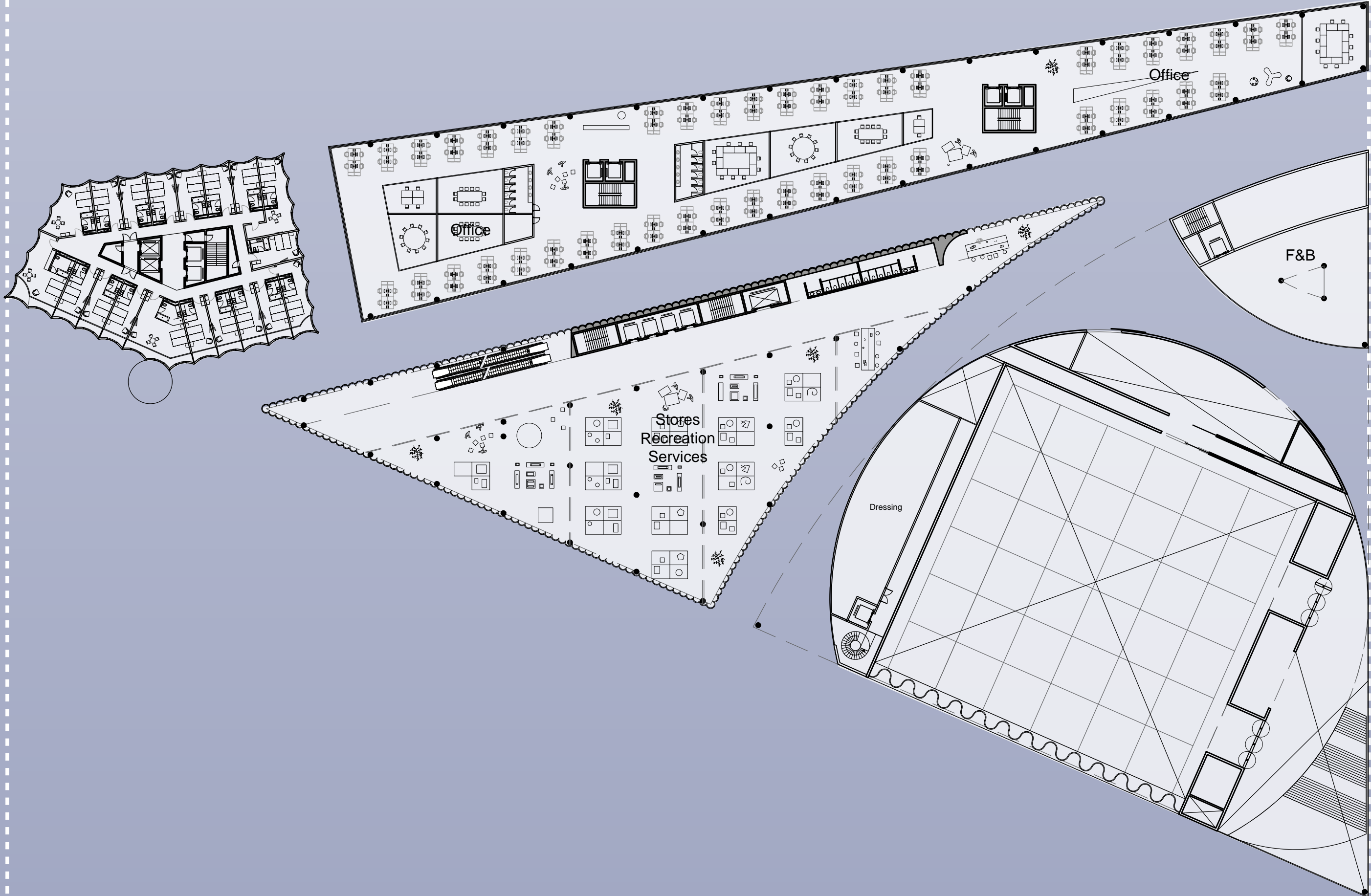
Section along Diagonios Sintrivaniou str.

Scale1:750

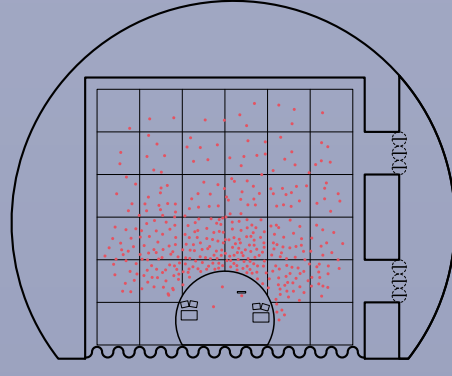
Rooftop Plan
Scale1:500



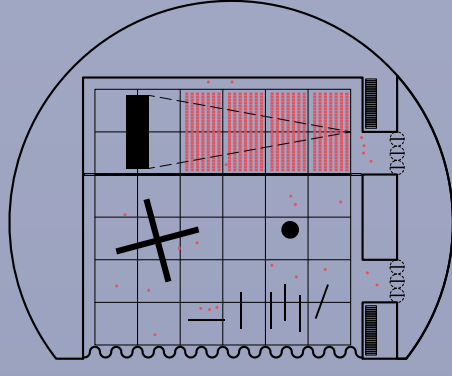
Typical Floor Plan
Scale1:500



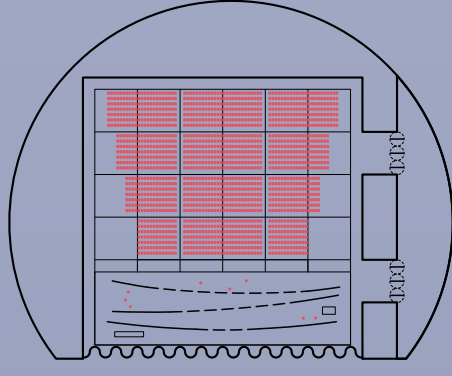
Two Events
Main Hall and Hall for
Rehearsals/Small Events



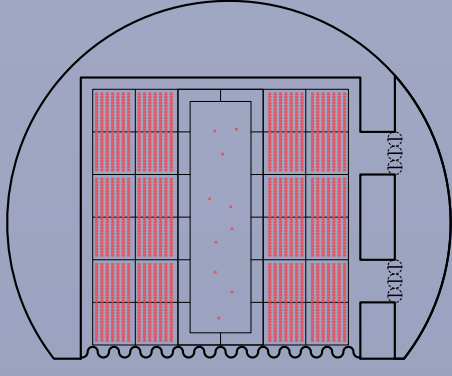
Concert



Two Events
Exhibition and Movie Screening



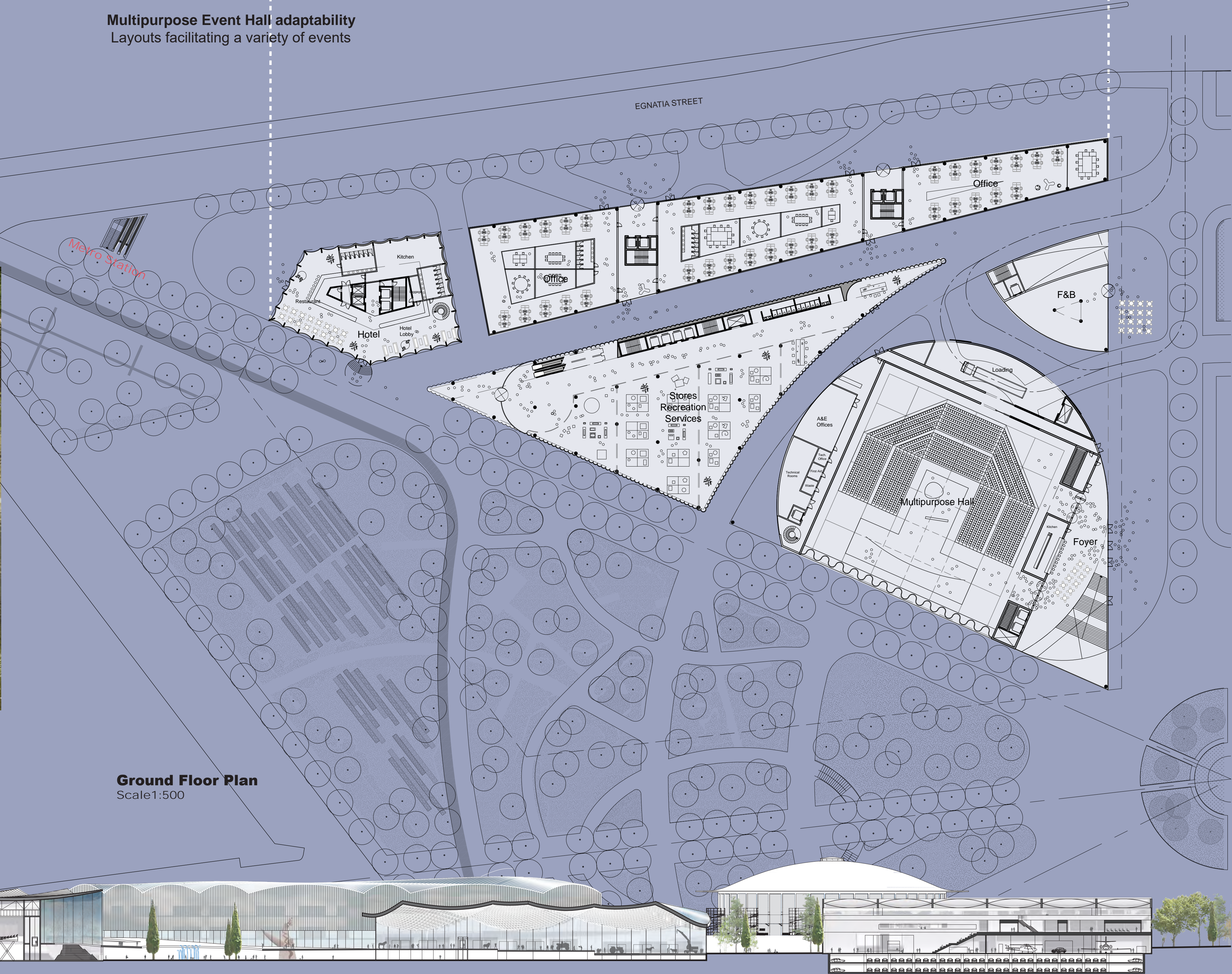
Theater



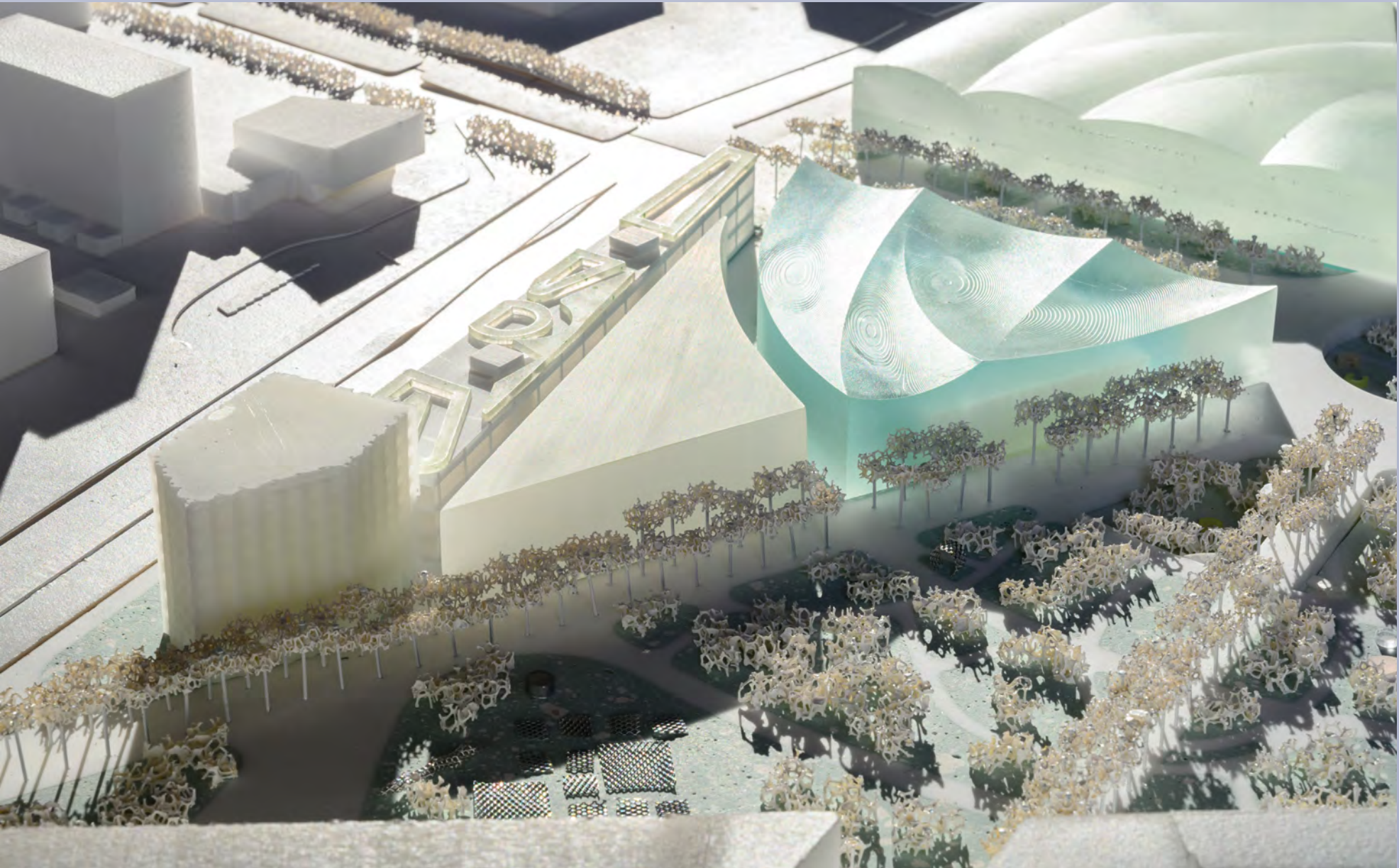
Fashion Show

Multipurpose Event Hall adaptability
Layouts facilitating a variety of events

Ground Floor Plan
Scale1:500

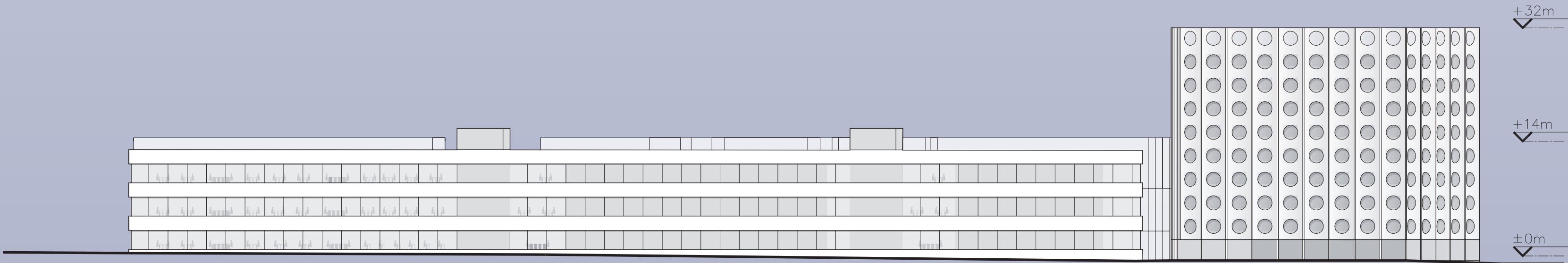


10 | Business Centre III

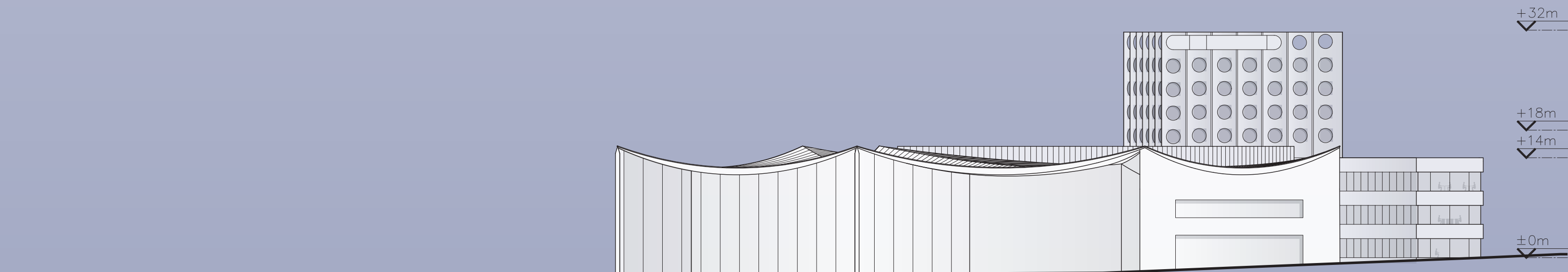


Positioned at the key crossroads at the northern tip of the site, where Egnatia Avenue intersects the junction of Aggelaki and Ethnikis Aminis Streets, the hotel serves as a visual landmark for ConfEx Park within the urban fabric of the city. The massing, orientation and height provide key views towards the Byzantine walls of the Ano Poli at northeast and the Nea Paralia towards Thessaloniki at the south.

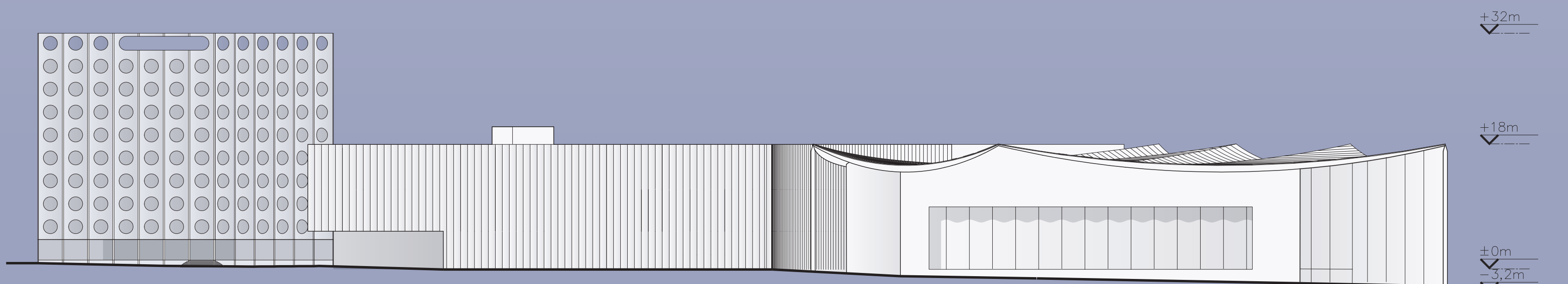
The design proposals, preserve and highlight the axis view to the roman monument of Rotunda re-establishes the visual connection between the Rotunda, Hébrard's Circus, and the new park to the south.



NE Elevation facing Egnatia Road
Scale1:500



SE Elevation facing Hébrard's vertical Axis
Scale1:500



SW Elevation facing the Park
Scale1:500

