

# A Work/Live/Play proposal.

## La Cote Tower – Strategy

The main idea behind this project is to create a vertical neighborhood.

The goal is to define a vertical green promenade that is reinforced by a horizontal public park on the street level. A circulation band envelops the whole building and therefore draws the attention of the passengers and invites them to discover a new approach

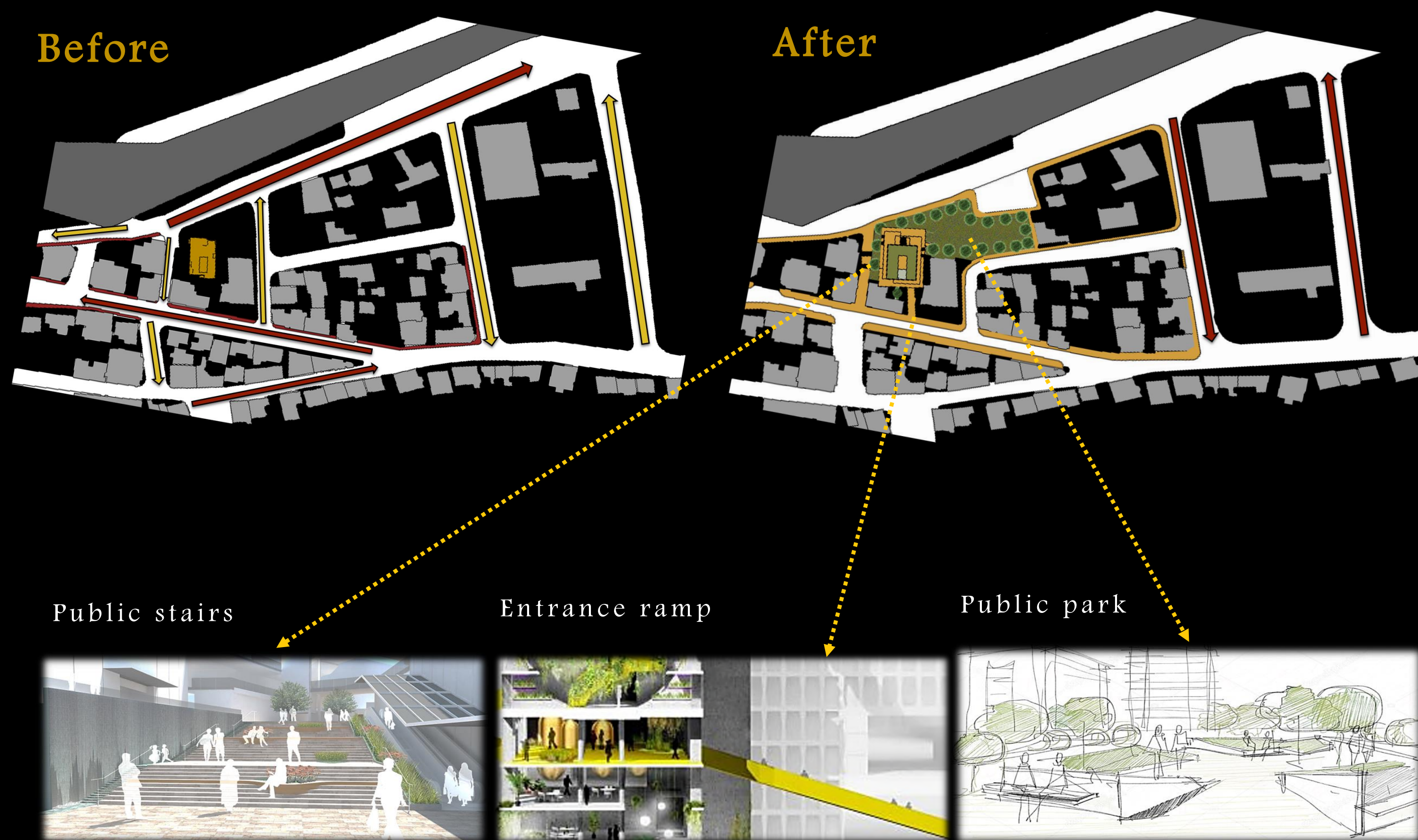


Located at the entrance of Pasteur Street, La Cote is a residential tower of one apartment of 500m2 per floor. Considered as a parasite, La Cote presents several challenges when it comes to rethinking its architectural approach.

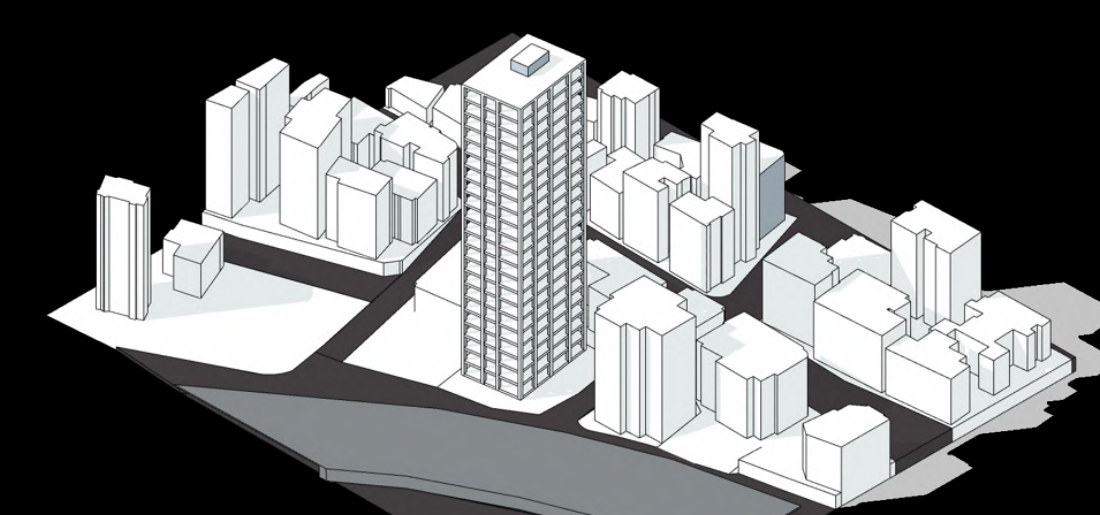
- Monolith impact
- Imposing structure
- Small land plot
- Impostor
- Disconnection



### Contextual intervention

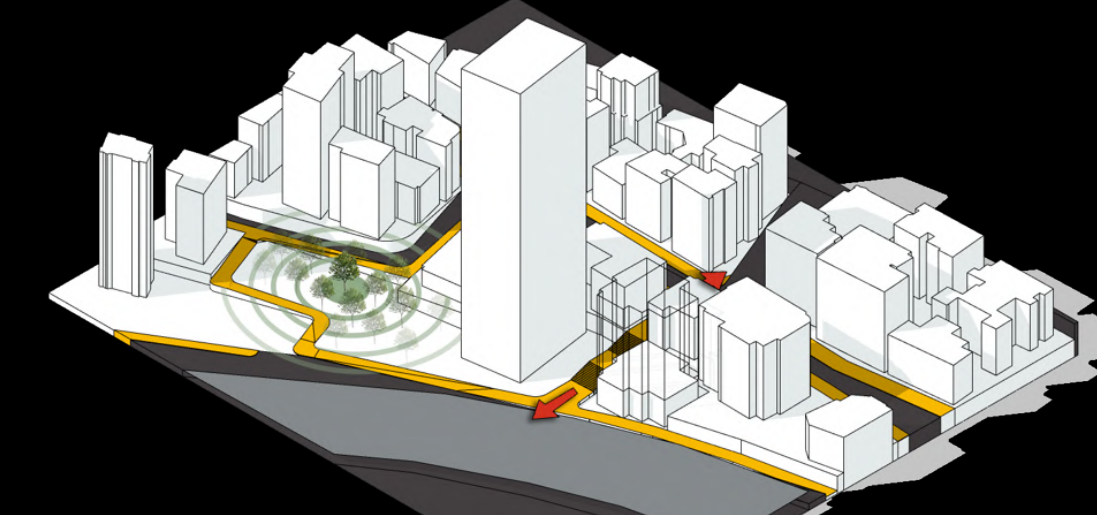


## DIAGRAMS



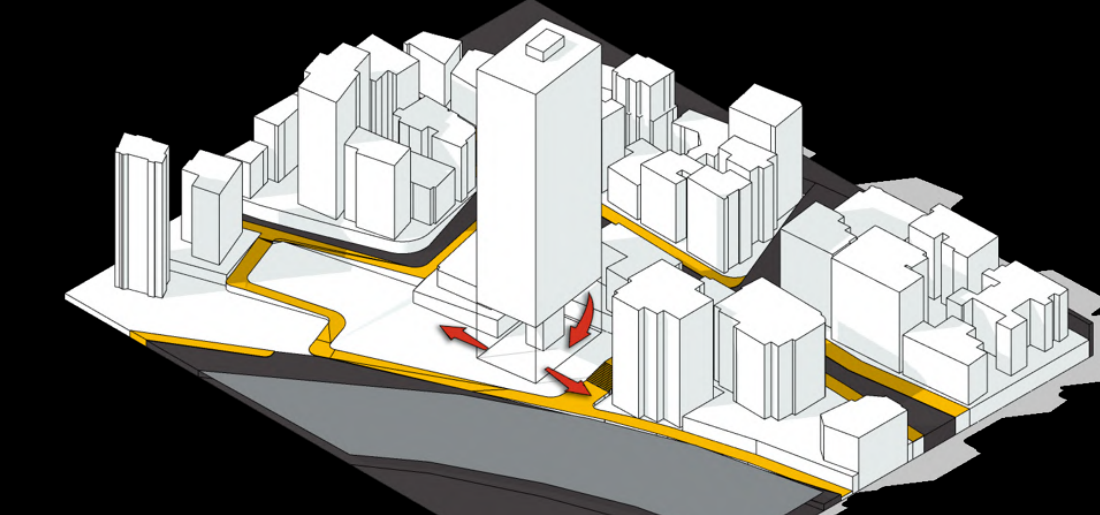
01 Initial Tower

La Cote Tower with its surrounding. Impostor mass in the neighborhood.



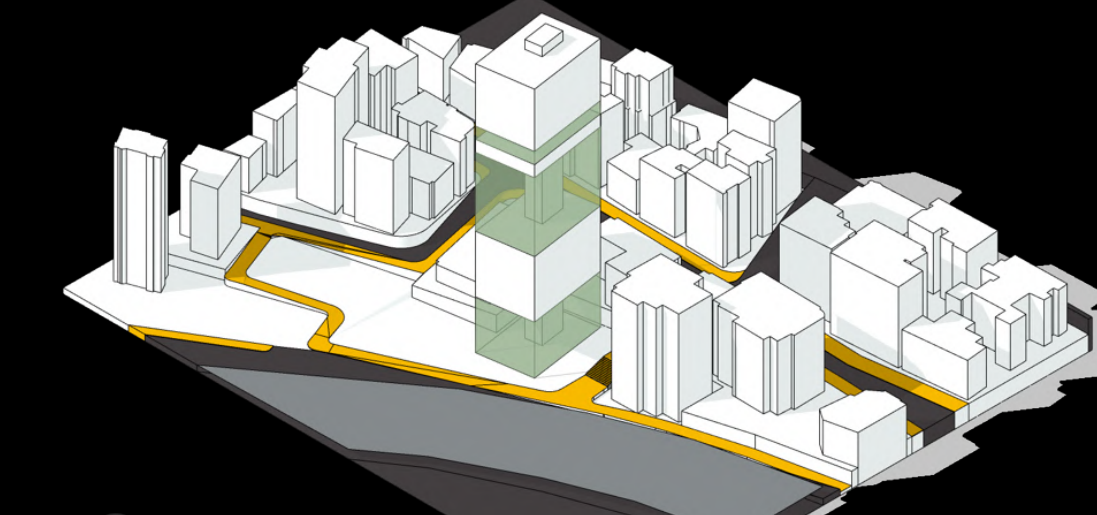
02 Context Urban Intervention

Context urban intervention aiming to maximize the connection between the project and the community by offering a safe zone for pedestrians.



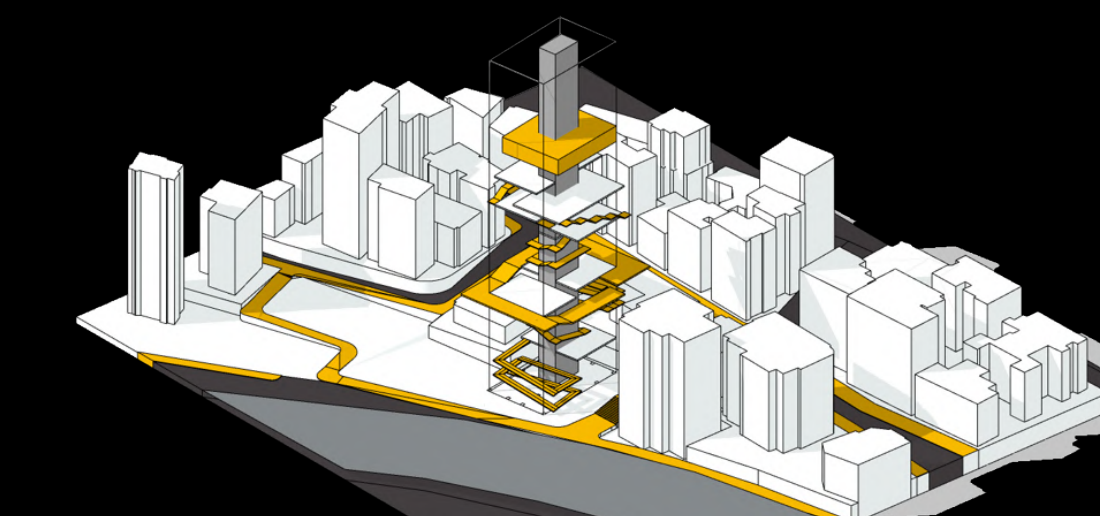
03 Liberation

Ground floor liberated and opened for the public, creating a link between Pasteur street, Berbari street and the public park.



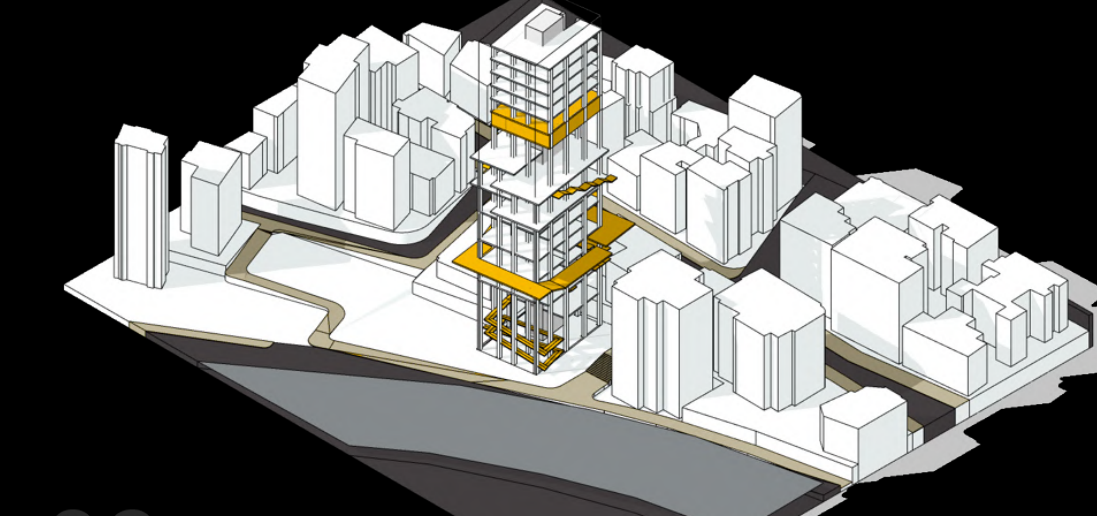
04 Green Belts

Green belts becoming an essential part of the project and affirming its sustainable aspect, enabling the project to breathe and minimizing the impact of the heavy mass.



05 Vertical Promenade

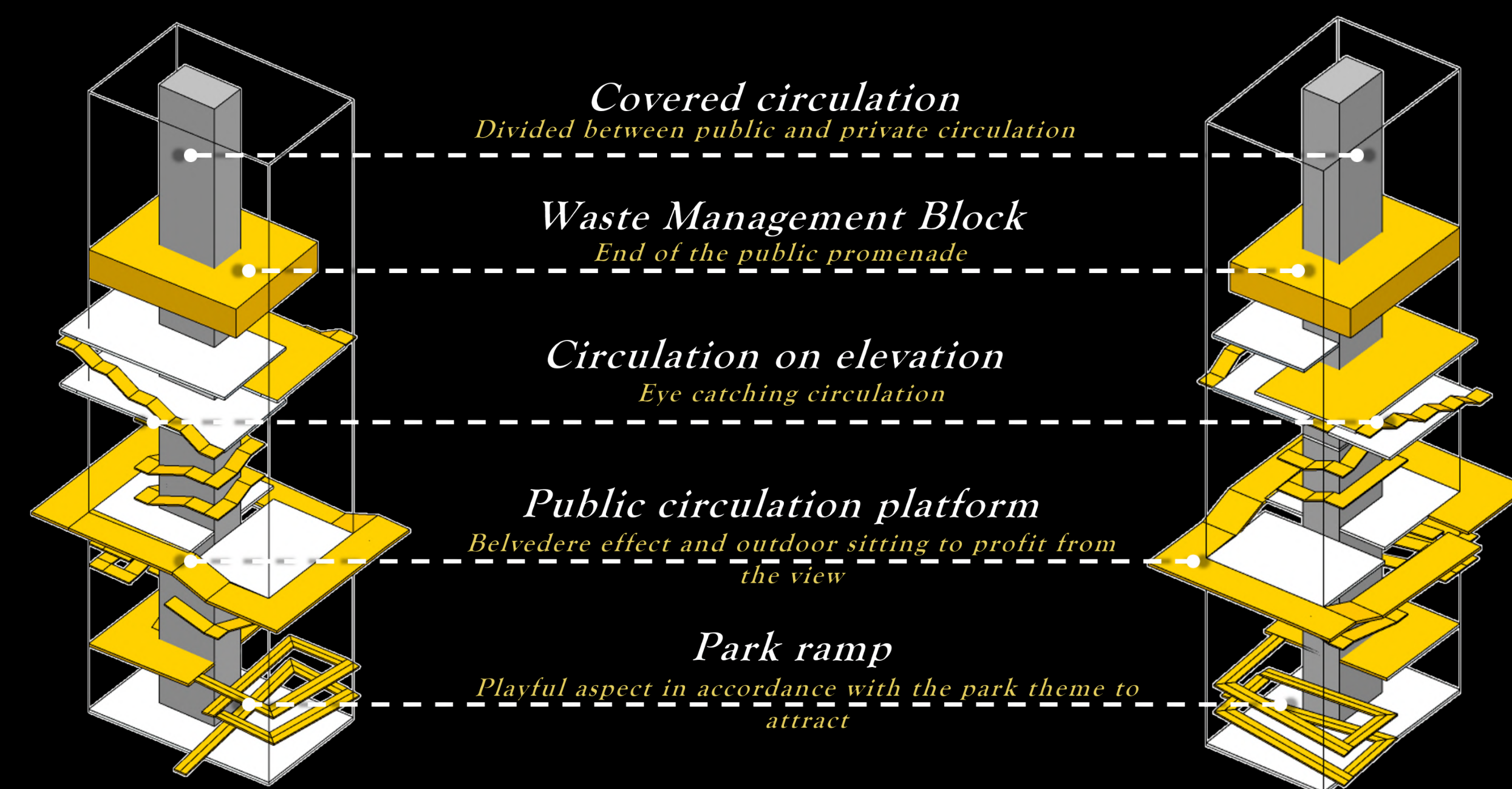
Eye catching vertical public circulation encouraging the people passing by to discover the project and be part of this life changing experience.



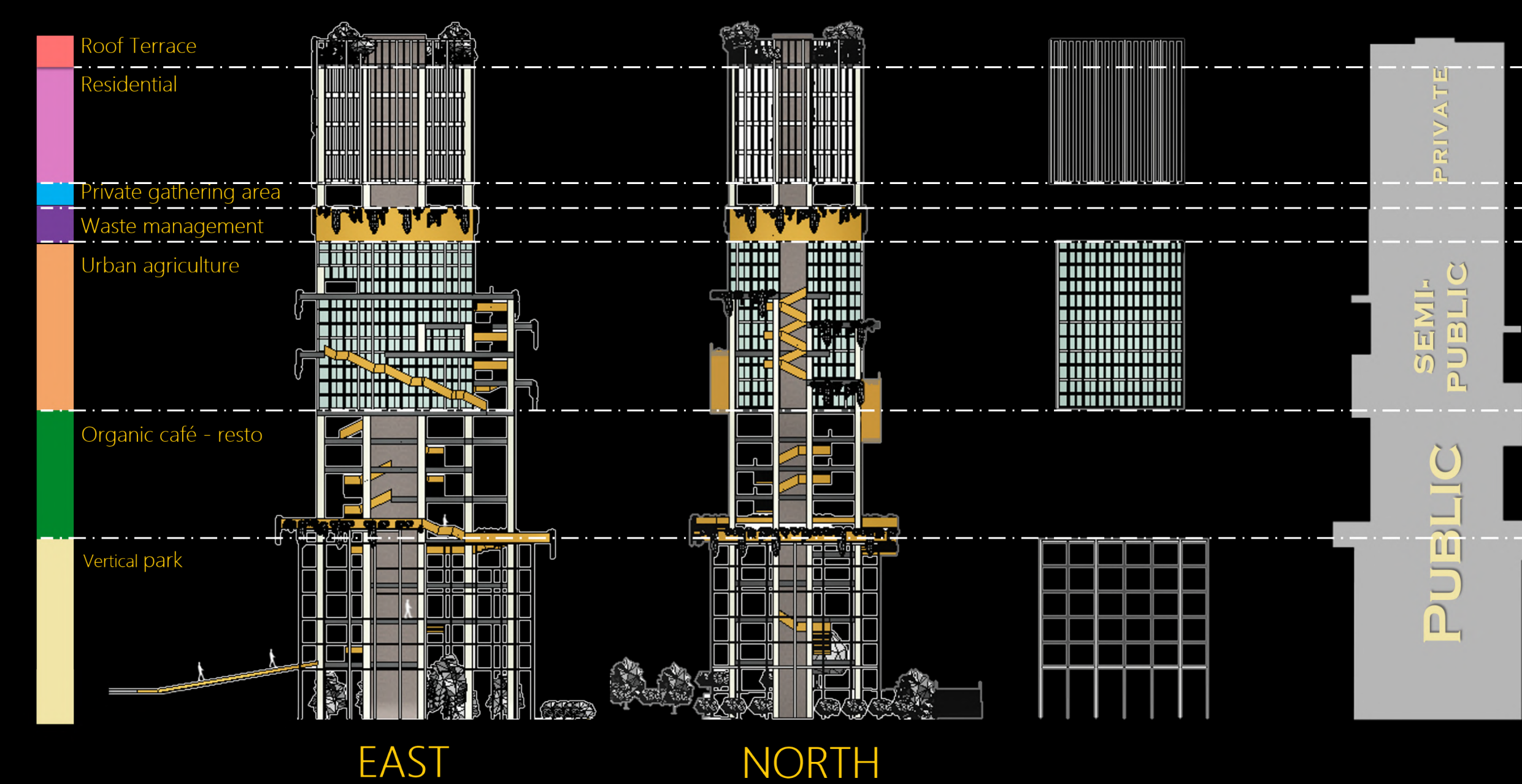
06 Final Proposal

Final proposal characterized by its public integration, with voids created to reduce the heavy impact of the tall building and enhance its relation with the surrounding.

### Circulation diagram



### Functional Diagram



## PERSPECTIVES

