Creative Hub

Pezinok

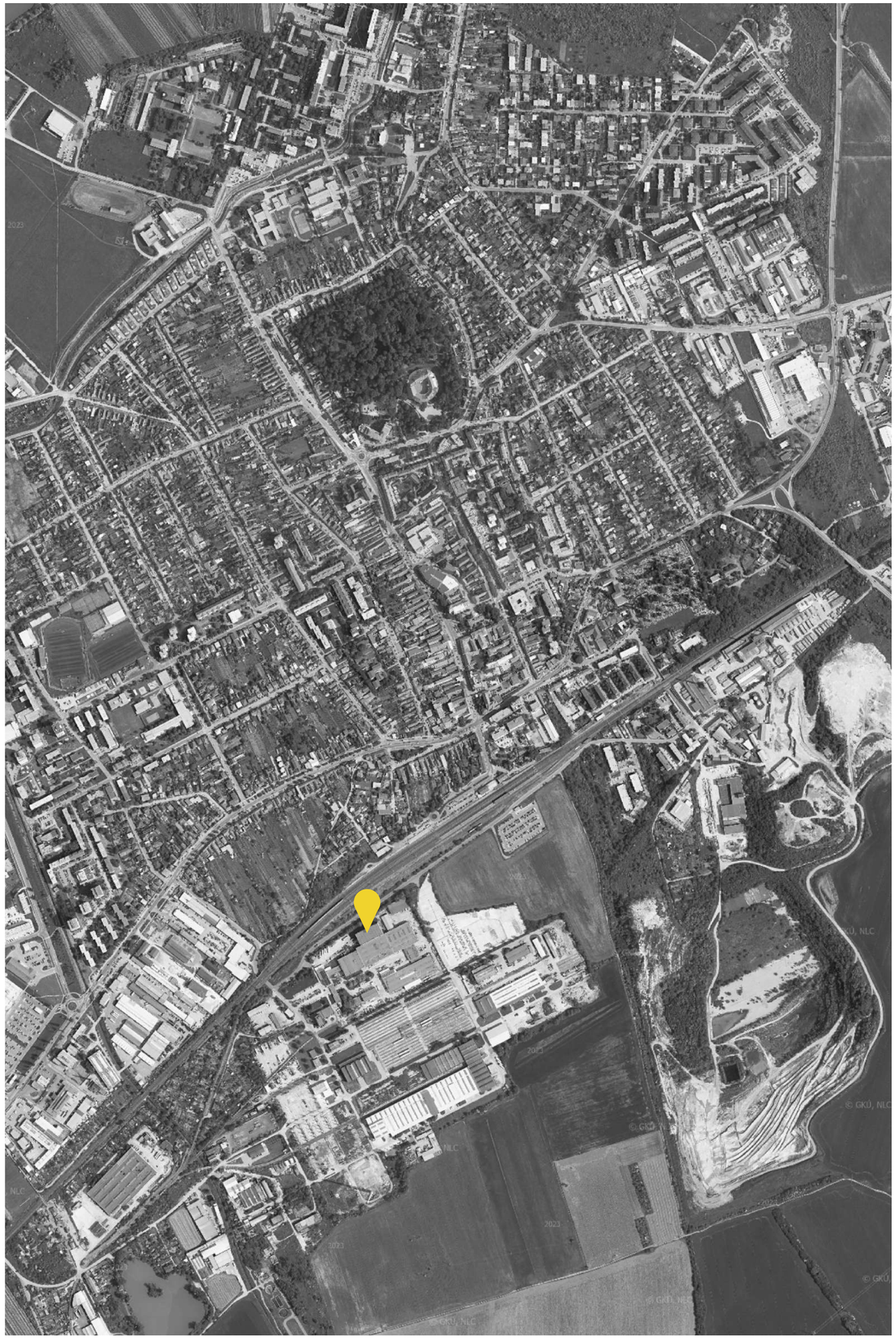
STU
FAD

<u>Academic Year</u>
2025/2026
<u>Student</u>
Bc. Tamara Kocianová
<u>Head of Course</u>
doc. Ing. arch. Alexander Schleicher, PhD.
<u>Supervisor</u>
doc. Ing. arch. Alexander Schleicher, PhD.,
Ing. arch. Simona Kolimárová, PhD.

Assignment

The assignment focused on the transformation of a former winery industrial complex in Pezinok, where wine production had ceased, leaving behind a set of highly specific and architecturally demanding structures. These included large-scale halls, fermentation tanks, and infrastructural elements tied to the original production process. The task was to critically engage with this existing fabric and propose a new, meaningful future for the site, both in terms of program and architectural approach.

A key question was how to balance preservation and intervention: determining what should be retained, adapted, or removed, and whether to introduce a clearly defined function or instead create a flexible framework capable of accommodating diverse and evolving uses over time. The goal was to establish a coherent design strategy that responds to the character of the place while ensuring its long-term relevance, usability, and integration into a new cultural and social context.



Location

The area is located in the southern part of Pezinok, in close proximity to the railway line. It is a former mono-functional technical and industrial zone that was primarily used for production and logistical purposes. Currently, the site is undergoing a transformation from a single-purpose industrial area into a polyfunctional urban district. The aim is to create a mixed-use environment that combines residential functions with civic amenities and cultural facilities, potentially including a cultural or community hub.

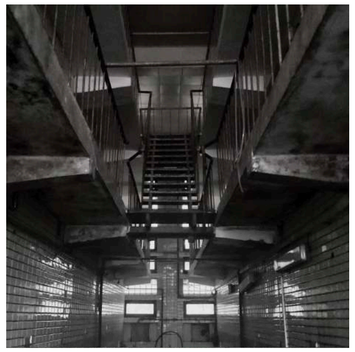
An important aspect of the proposal is the integration of the site's existing industrial identity with its new urban role, while gradually revitalizing the area and opening it up to the wider public.

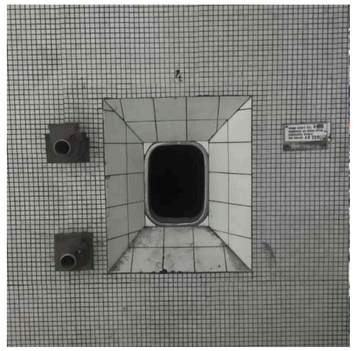
Architecture

The building contains a series of highly characteristic industrial spaces defined by their strong structural and material presence. These include large production halls with generous spans, as well as massive concrete fermentation tanks and other specialized infrastructural elements originally designed for wine production.

Rather than neutral interior volumes, these spaces carry a distinct functional logic, reflected in their scale, repetition, and robust construction. Together, they create a spatial environment that is highly specific and difficult to replicate in contemporary architecture.

The intention is to preserve this character as an essential value of the site. Instead of removing or significantly altering these structures, the proposal seeks to maintain their identity while introducing new uses in a way that respects and works with the existing industrial fabric.

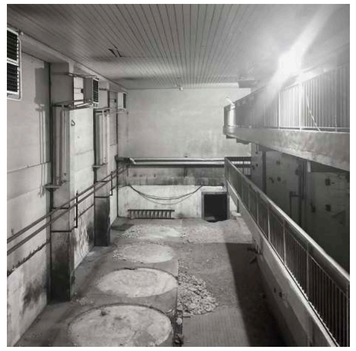








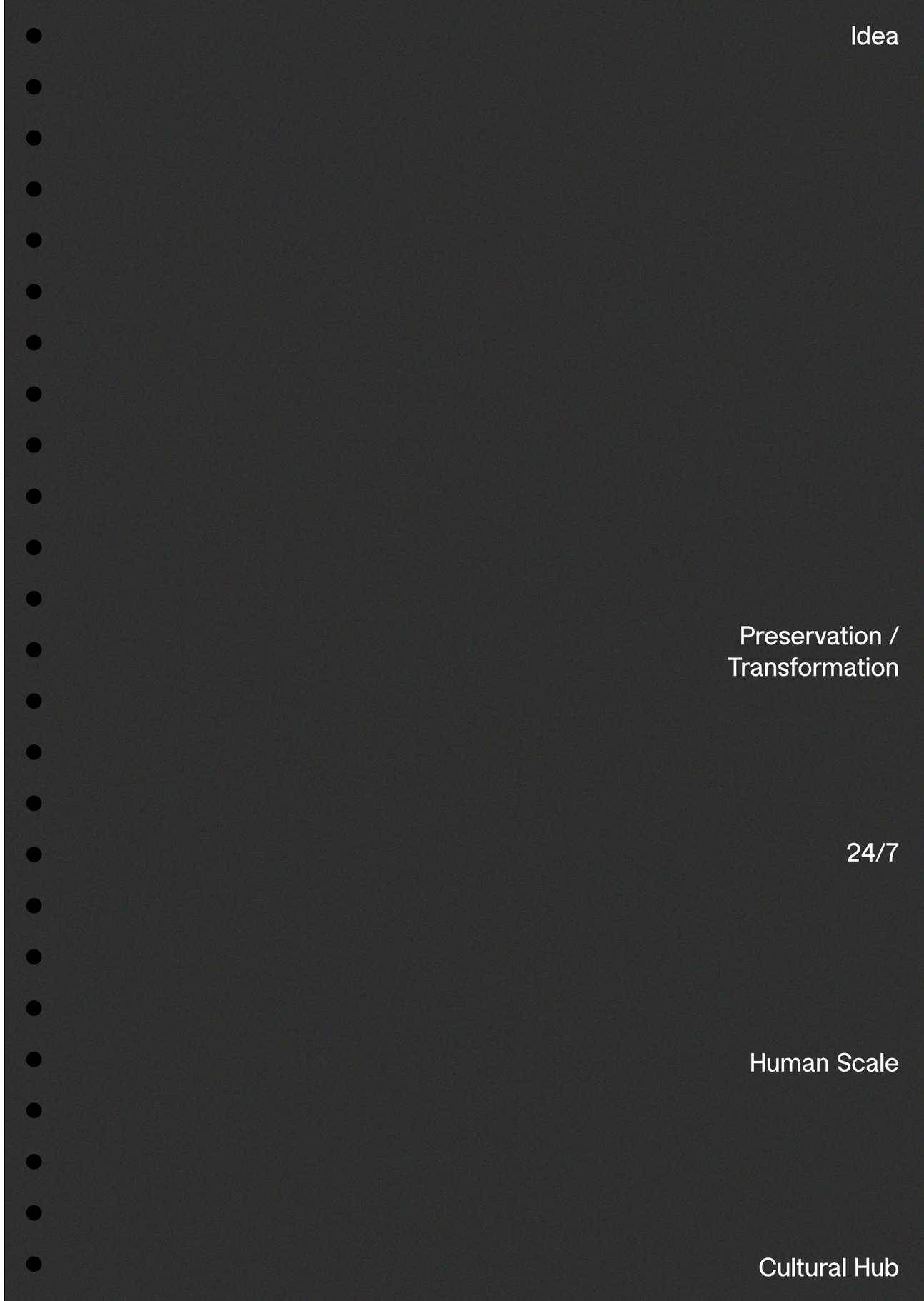




Idea

The main idea of the project is to see the existing industrial buildings not as old or useless structures, but as valuable spaces that can be reused and given a new life. Instead of removing everything, the design works with what is already there and carefully decides what should stay, what can change, and what can be added.

The goal is to create a clear and balanced approach that combines preservation with new interventions, while slowly opening the area to the public and connecting it back to the city. In this way, the former single-purpose industrial site can become a lively and flexible place that supports culture, living, and everyday urban life in the long term.



A key conceptual layer of the proposal is the search for balance between preservation, demolition, and new construction. The project does not treat the existing industrial fabric as something that must be either fully preserved or entirely replaced, but instead as a field of values that need to be critically evaluated.

Some structures may be removed in order to unlock spatial or functional potential, while others are retained for their architectural, functional, and historical significance. This approach is based on negotiating between ecological responsibility, spatial quality, and the economic logic of development, ensuring that the transformation brings long-term value both for the site and for potential investors.

At the same time, the project questions today's tendency to automatically preserve everything in the name of sustainability or heritage. In many cases, this can lead to spaces that remain untouched but also unused. Left in a state where they technically "exist," but no longer serve any meaningful purpose. The proposal therefore reflects on where preservation actually becomes productive, and where selective demolition might create more value, both in terms of usability and long-term ecological and spatial performance.

The project aims to ensure continuous activation of the site throughout the entire day and night. It proposes a mixed-use environment that naturally supports different groups of users at different times:

Workers and stundets in the morning and day, visitors during the day, and residents or event audiences in the evening and at night. This overlap of functions creates a layered program where workspaces, cafés, school, cultural venues, housing, and event spaces coexist within the same area. As a result, the site remains constantly inhabited and socially active, increasing its safety, vibrancy, and long-term resilience, while avoiding the condition of a static or monofunctional district.

Human Scale

The architectural and urban strategy of the proposal focuses on breaking down the scale of the existing industrial structures into a more human and inhabitable environment. Large halls are not simply reused as oversized volumes, but are carefully restructured, subdivided, or partially removed to create a finer spatial grain.

This introduces diversity, permeability, and adaptability into the site. In some cases, selective demolition is used as a positive design tool to create courtyards, connections, and new spatial sequences. The result is a more complex and flexible urban structure that can evolve over time, while also offering potential phased development strategies that are attractive for investors.

Cultural Hub

The main programmatic focus of the proposal is the development of a cultural hub that responds to the contemporary need for dedicated space for artistic and creative production. In the Slovak context, cultural infrastructure is often limited, fragmented, or dependent on external conditions, which makes it difficult for artists and creative communities to develop in a stable and continuous way.

The choice of this topic itself can be understood as a certain gesture. It reflects the current political and cultural situation, where cultural institutions often experience instability and shifting conditions that affect how they function and develop over time. In this sense, the project is not only a spatial or architectural proposal, but also a reaction to a broader context.

The project therefore proposes a cultural hub as a place where artists and creators can come together, collaborate, and maintain continuity in their work and community. It is intended as a framework for production, exhibitions, events, shared work, and potentially housing for creators, forming a connected cultural ecosystem. Rather than being isolated or dependent on external institutional control, the hub aims to support long-term cultural resilience and cooperation, both locally and in relation to the broader context of Bratislava and the region.



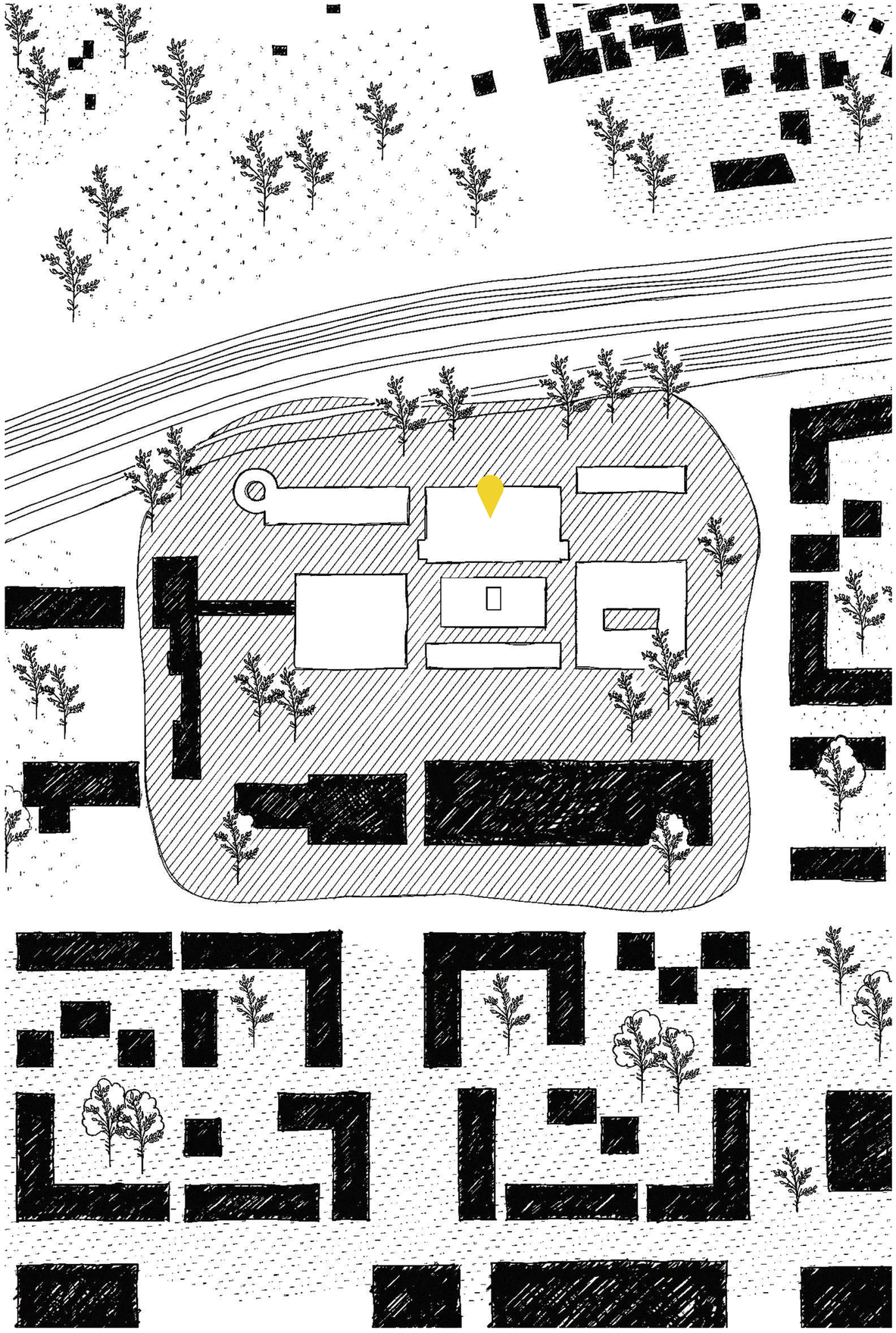
Schwarzplan

existing buildings

proposed buildings

designed area

The area is located in the southern part of Pezinok, in close proximity to the railway line, which ensures good transport accessibility. In this context, we are considering a design proposal for the site as part of a broader urban development concept. The surrounding area is planned to include a new mixed-use district based on an architectural and urban vision, within which the proposed site would function as an extension of social and community life.

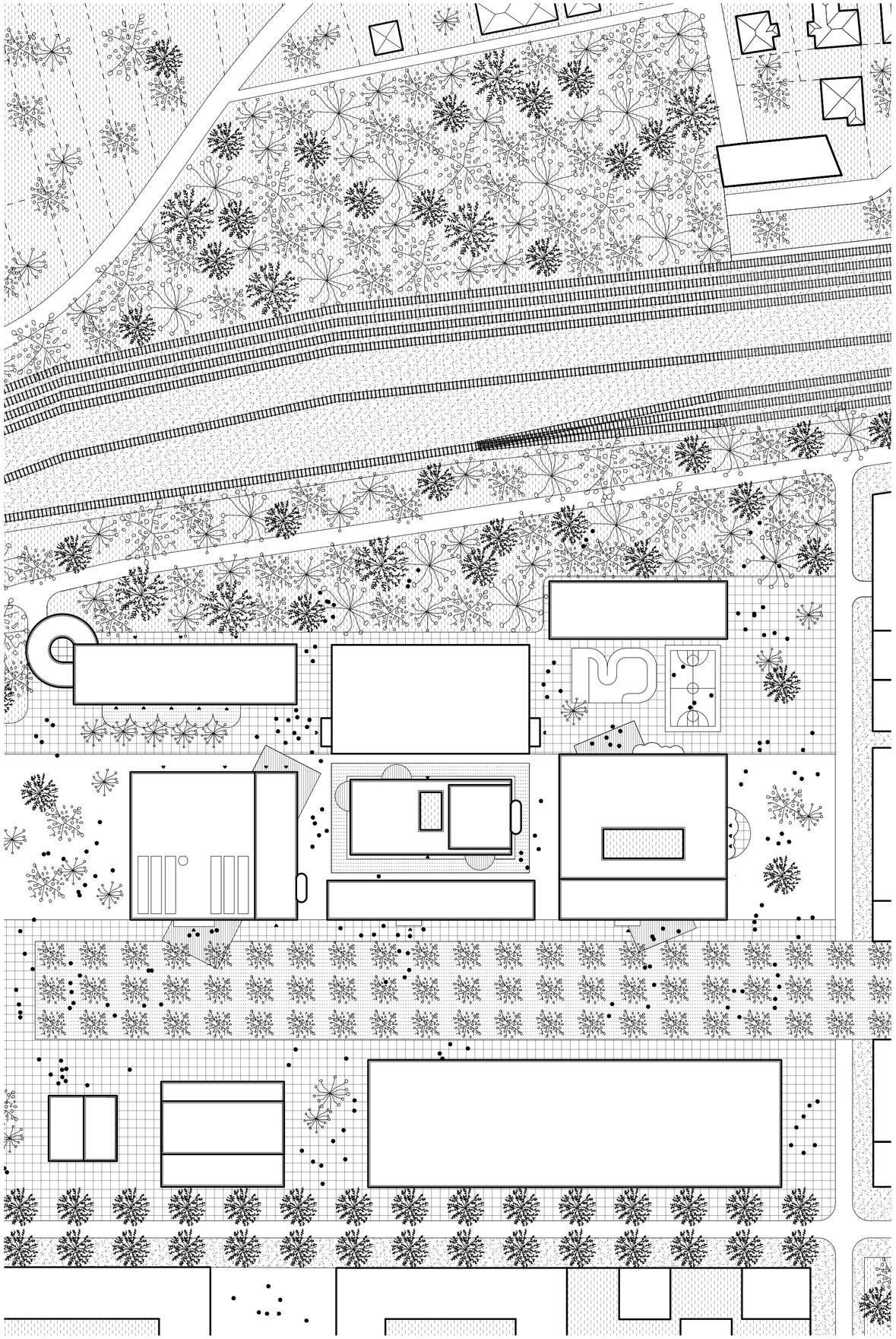


Schwarzplan

surrounding buildings

designed area

The core urban planning strategy of this project is based on the fragmentation of a massive, monolithic structure into smaller, interconnected blocks. By strategically removing specific sections of the original volume, a vibrant “micro-urbanism” is created within the complex. This architectural intervention breaks down the intimidating scale of the site and introduces a welcoming human scale to the environment. While the overall volume is segmented, the original structural grid and construction system are strictly preserved, maintaining a historical link to the site’s past while fostering a porous, accessible, and pedestrian-friendly public realm.



Site plan

existing buildings

proposed buildings

designed area

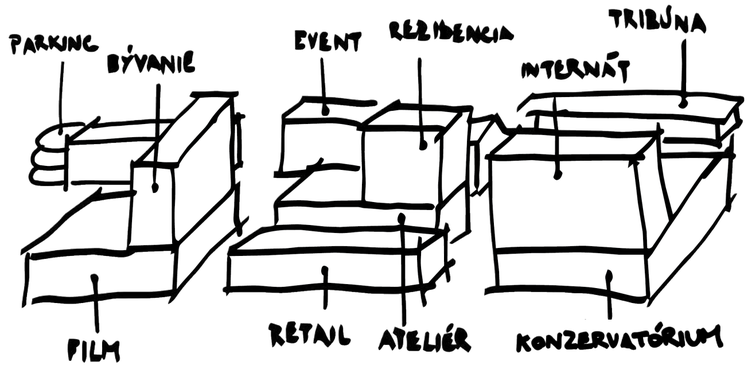
As a result of this subtraction process, the original single building is transformed into five distinct, standalone objects that can operate completely independently. This division offers immense functional and economic flexibility, allowing for a phase-by-phase development of the entire complex. From a developer's perspective, these five individual units can be commercialized, leased, or sold separately over time, significantly reducing financial risk and adapting dynamically to current market demands without disrupting the overall integrity of the urban zone.

Program

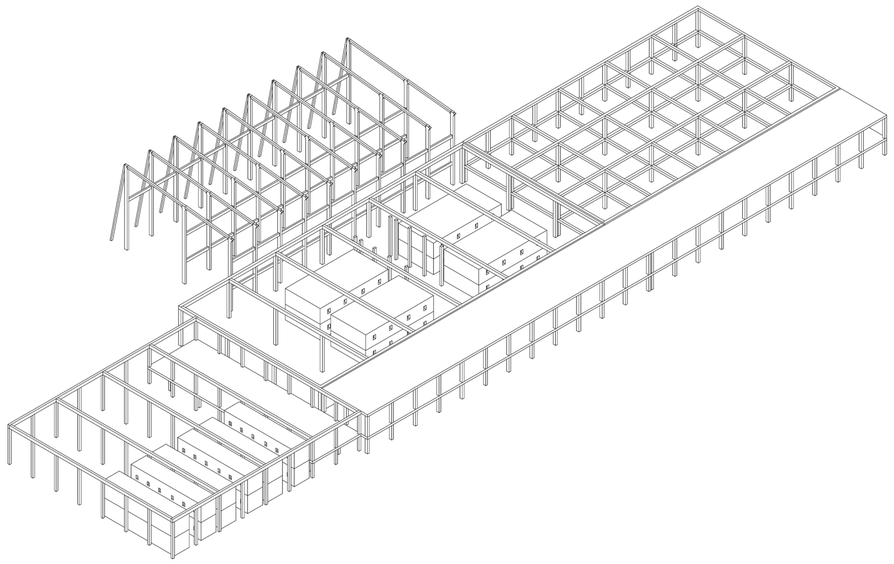
The programmatic transformation revitalizes what is currently a closed, strictly industrial area, turning it into a vibrant public hub for the wider community. The project introduces a rich and diverse mix of cultural, educational, and social functions, anchored by a comprehensive film studio complex and a cinema club.

The program further integrates a multi-functional event hall, an arts conservatory with a student dormitory, an open-air tribune, and a variety of culinary venues alongside leasable commercial services.

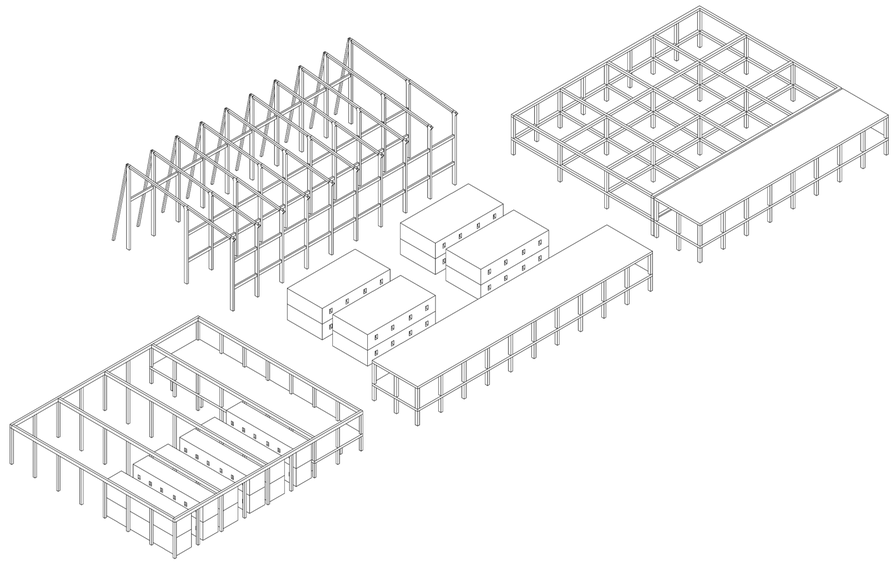
Diverse living spaces are layered into the design, ranging from permanent housing to flexible, short-term accommodation and creative artist residencies. By injecting these interconnected activities, the former production-only site is transformed into a thriving cultural catalyst that safeguards the local neighborhood, ensuring a dynamic, 24/7 urban life for a broad spectrum of users.



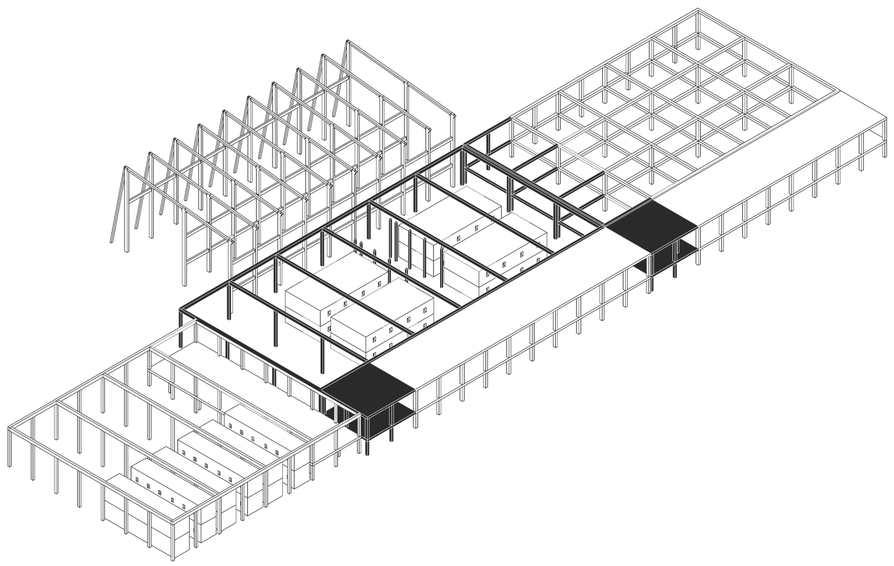
Existing Structure



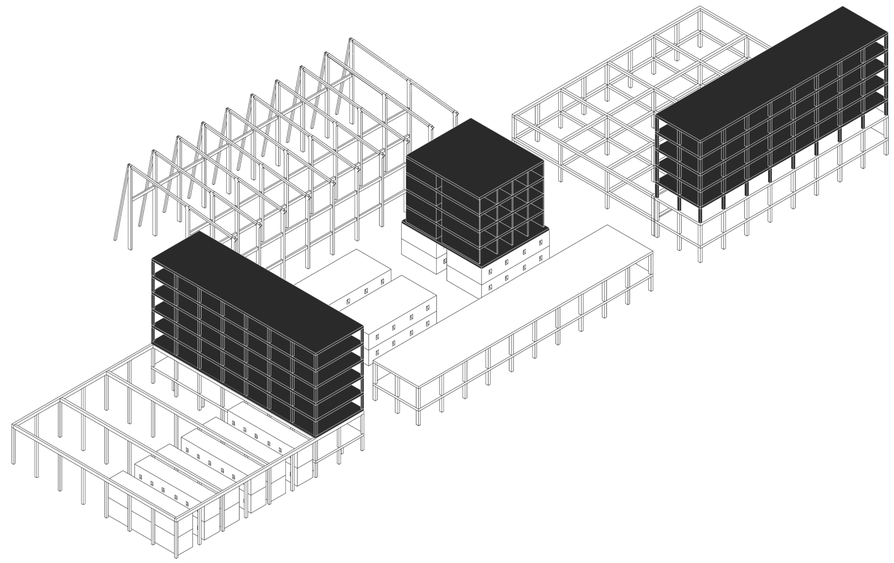
Retained Structure



Demolished Parts



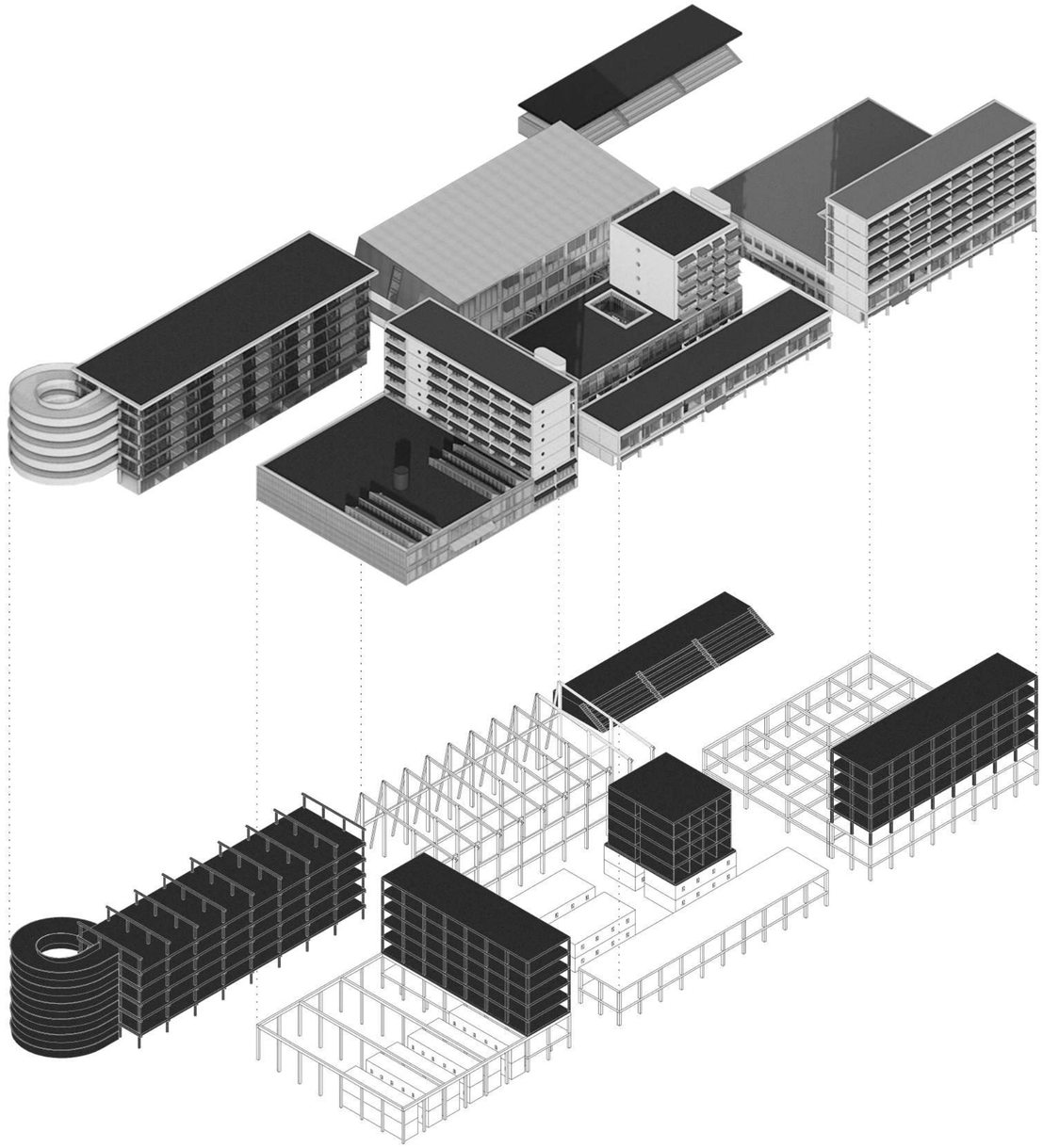
Extensions



Structural Strategy

The design process was guided by finding the critical balance between what was structurally and historically viable to preserve versus what was necessary to remove. To achieve this, strategic sections of the existing volume were demolished to carve out new public streets and pedestrian connections, effectively transforming a single monolithic building into a series of independent blocks. Beyond these selective demolitions, the remaining structural framework was integrated into the new design, combined with vertical extensions and the addition of new objects to fully optimize the potential of the entire site.

A key defining feature of the site's architectural character is a series of specific concrete tanks. Recognizing their unique identity, these structures were largely preserved. By cutting precise openings into their heavy concrete shells, natural light was introduced, retrofitting them into fully functional, atmospheric spaces. These unique volumes are adaptive-reused to serve as creative studios, offices, and support facilities, maintaining the raw industrial genius loci while infusing it with new programmatic life.





Timeless Design

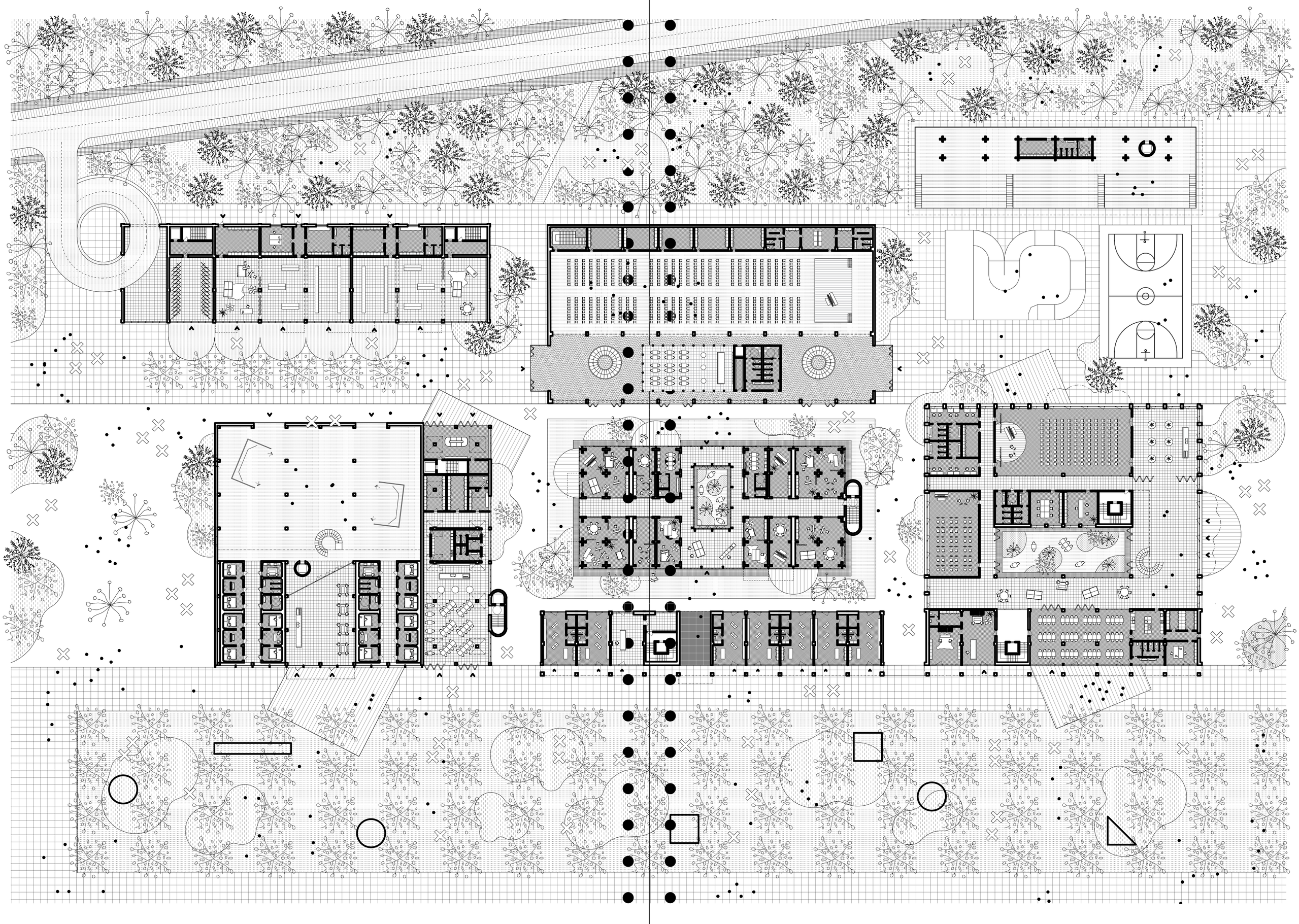
The architecture is deliberately simple, clean, and subtle. Instead of creating a loud design that tries to attract attention, the project focuses on a timeless look that respects the industrial character of the site. The new interventions are lightweight and minimal. By avoiding rigid, single-purpose shapes, the buildings become flexible spaces that can easily change their function or look over time.

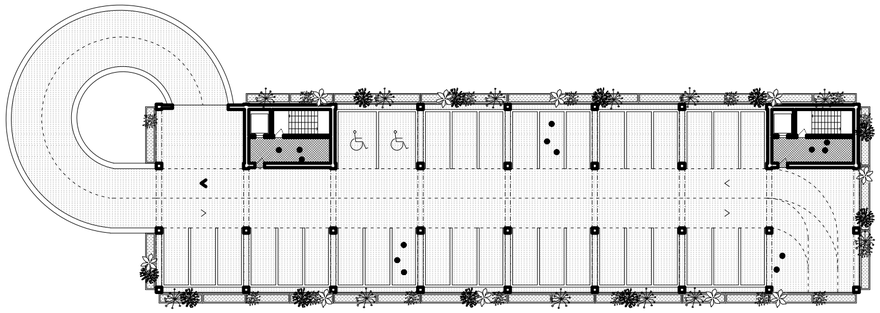
This approach is directly connected to long-term sustainability. Instead of designing for one specific use that might become outdated, the open and flexible structure allows the spaces to evolve. The buildings can easily adapt to new social, cultural, or economic needs in the future. This ensures the project remains useful and sustainable for a long time, showing that true sustainability means being ready for the needs of tomorrow.

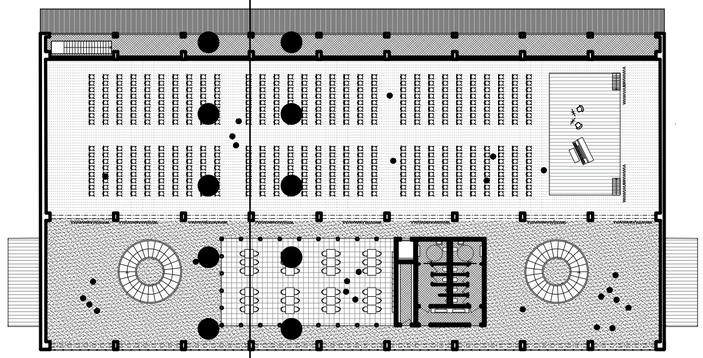


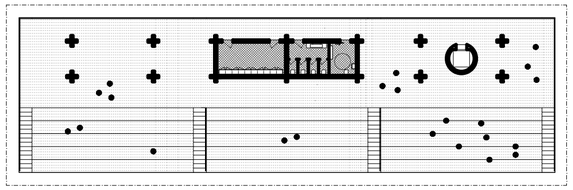


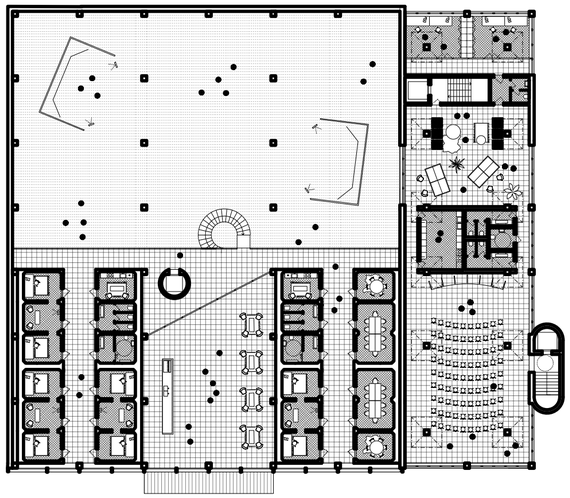


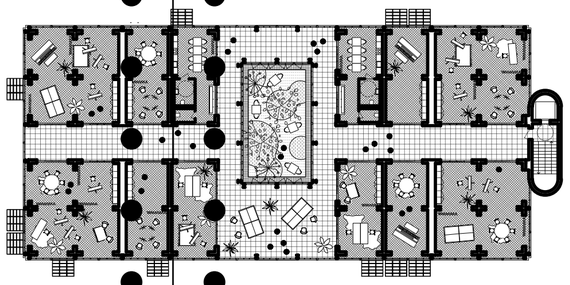


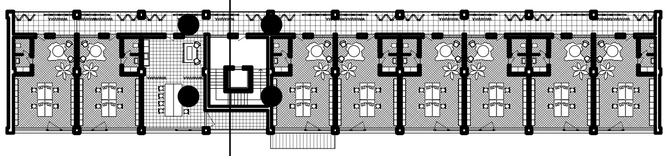


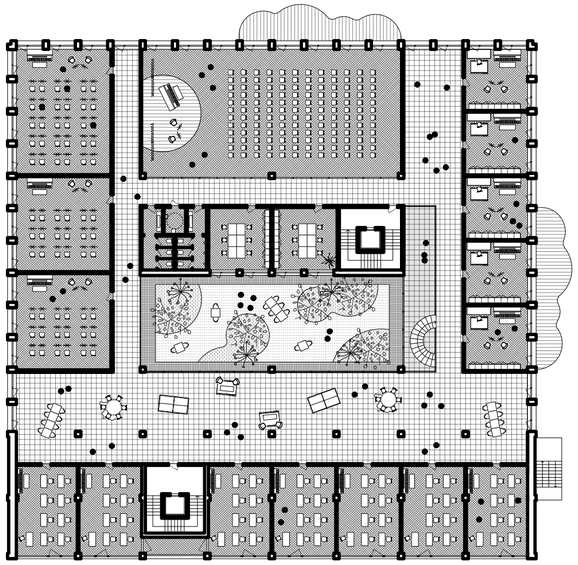


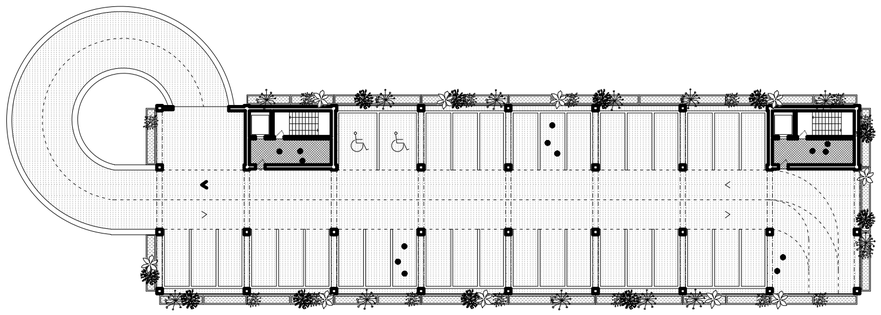


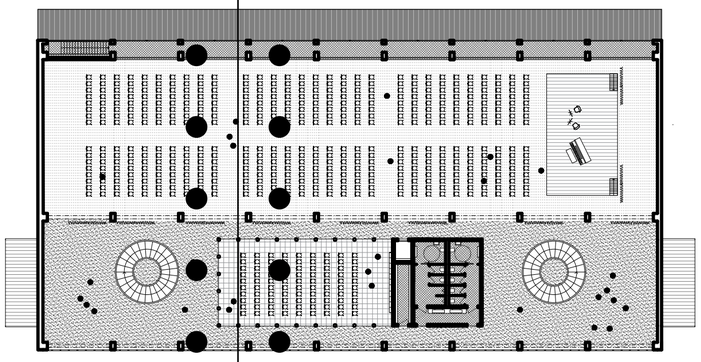


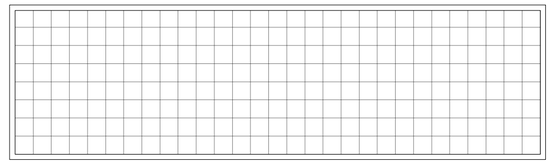


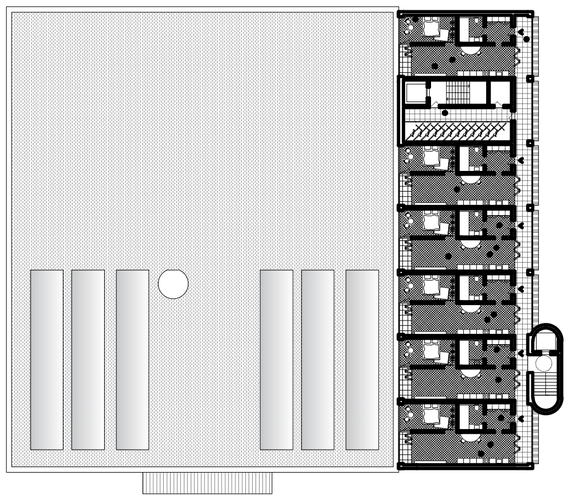


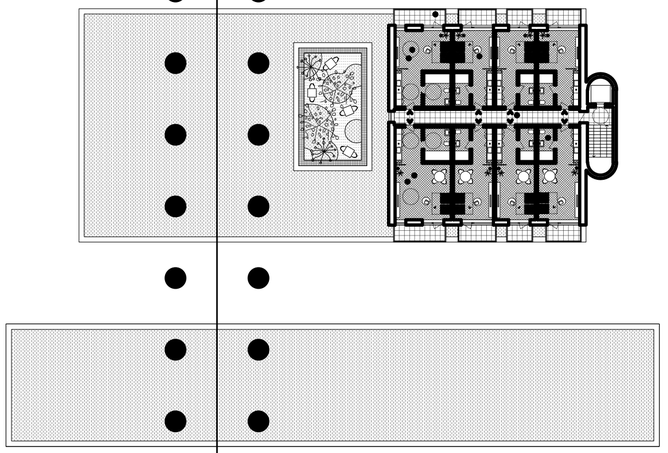


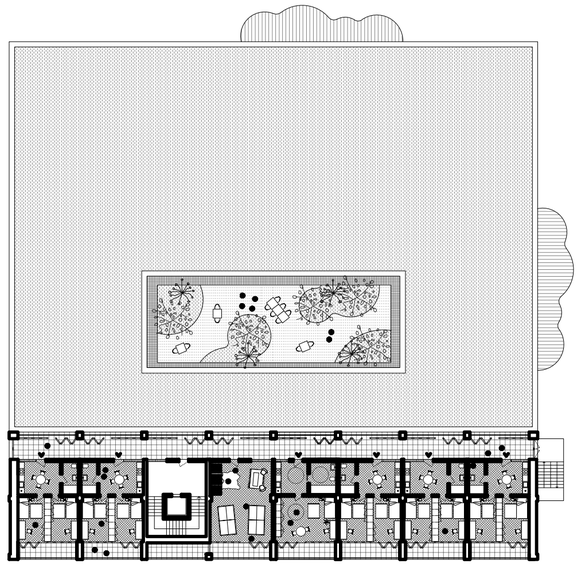




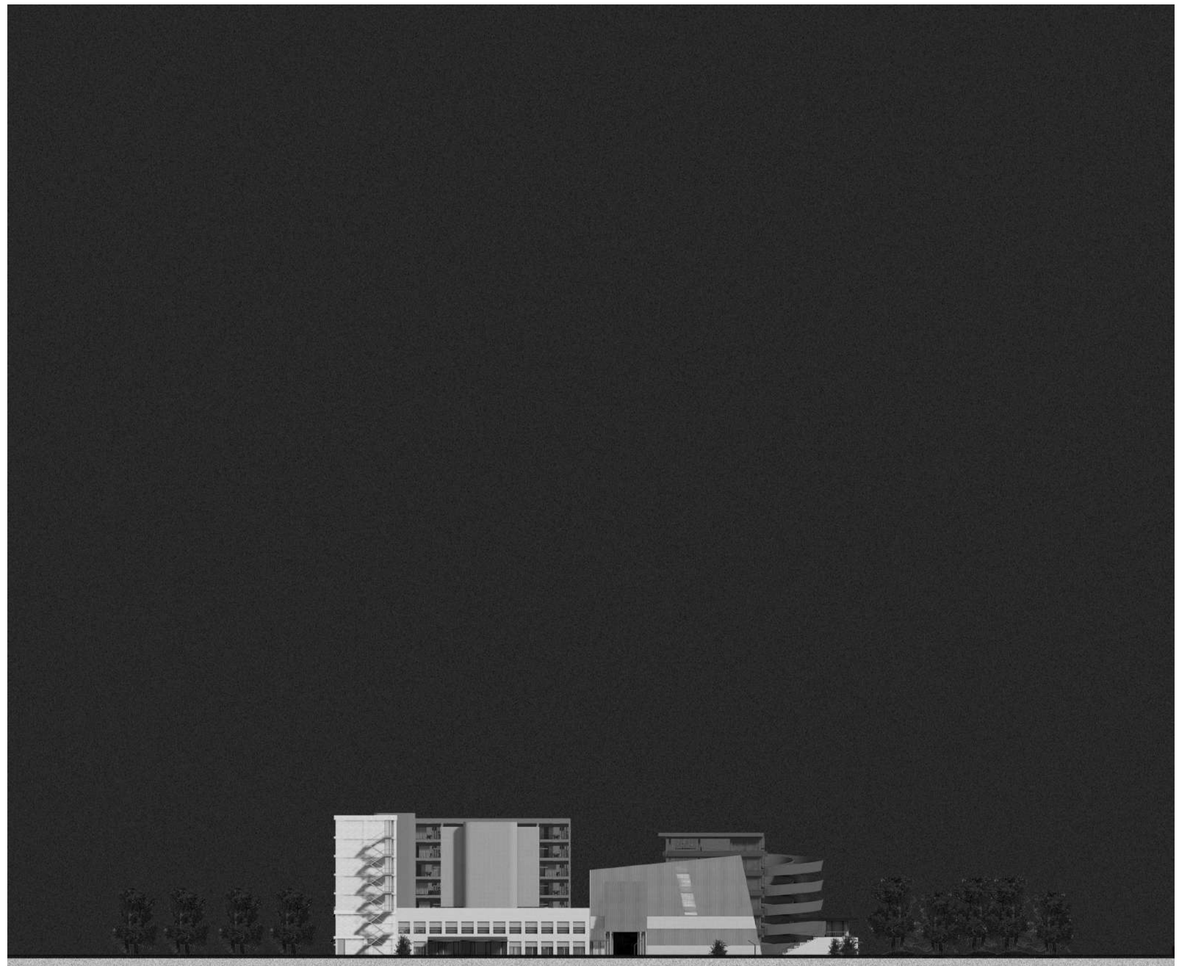


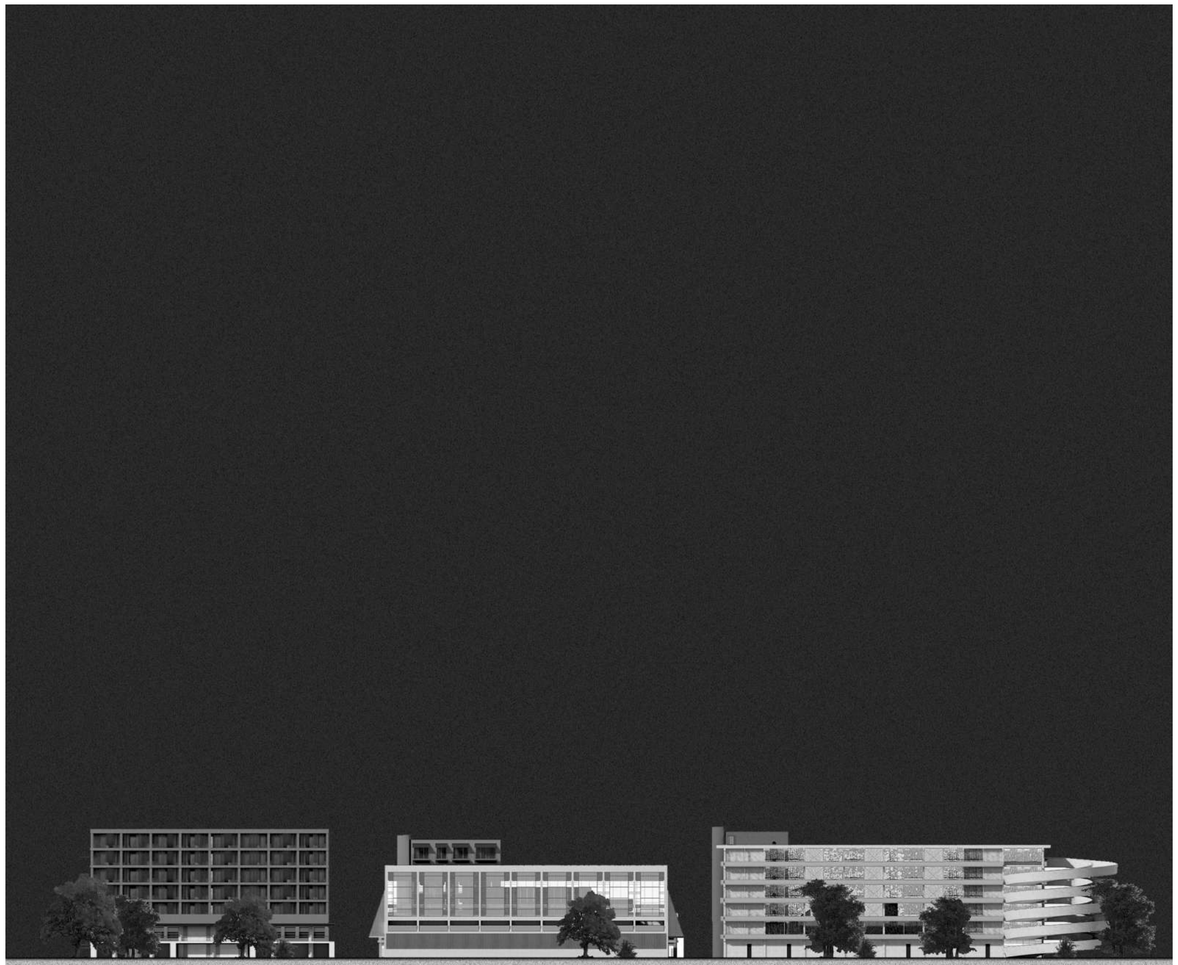














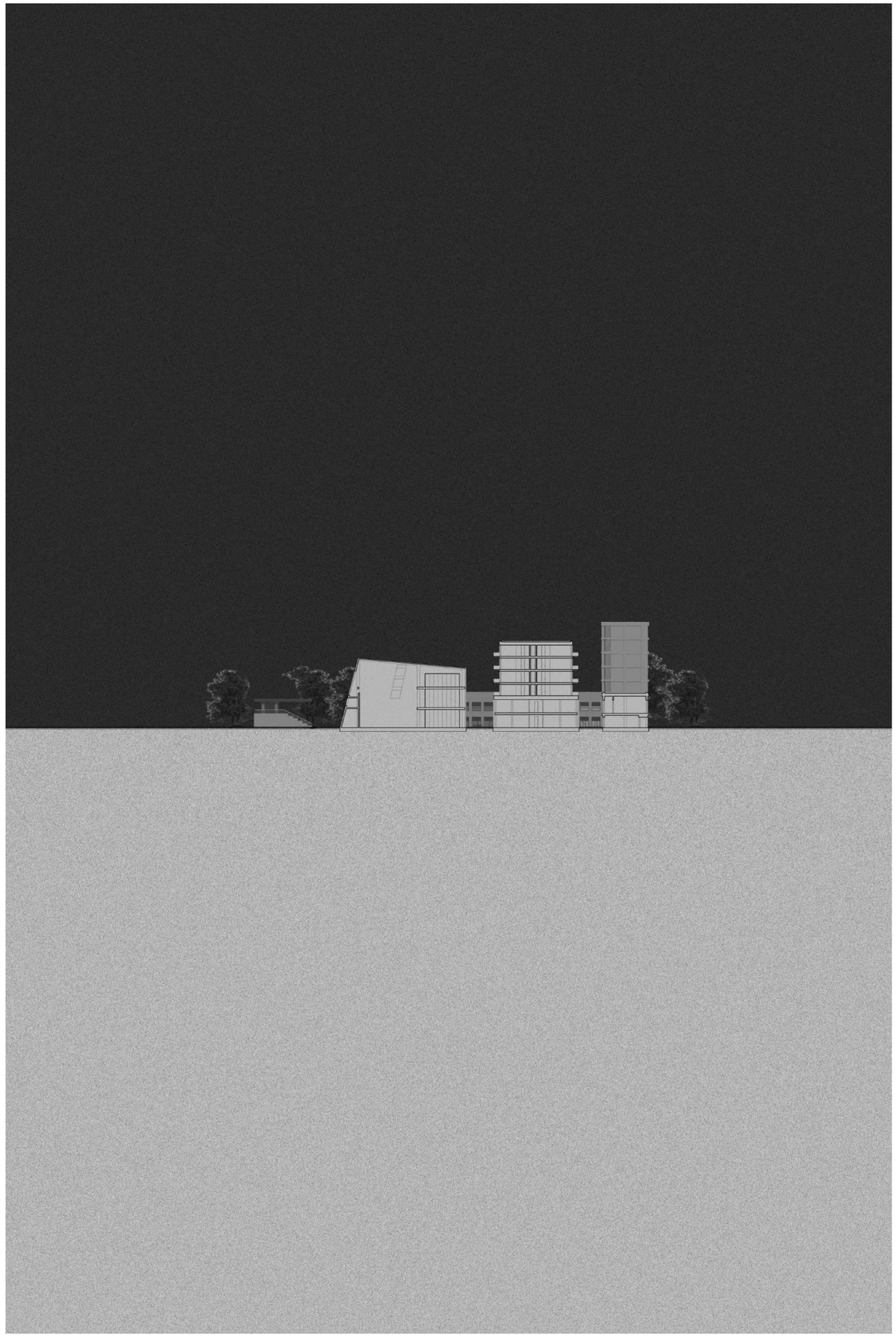
Sections

The sections highlight the contrast between the new extensions and the different scales of the public space. The project deliberately alternates between a large, open central square and a network of narrow, intimate streets. The main square serves as a lively public gathering area, while the smaller gaps between the blocks offer a quiet, private, and human-scale atmosphere.

By balancing the heights of the extensions with the widths of the streets, the architecture creates a diverse spatial experience. This variation in scale guides natural light into the area and allows dynamic public life and quiet, intimate moments to exist perfectly side by side.







The Film & Residential Hub

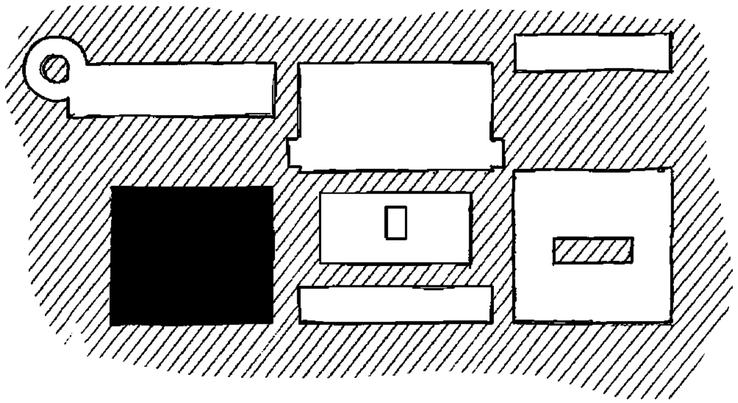
This building focuses on cinematography, creative production, and community life, combining the original industrial framework with a new vertical extension. The interior is strategically divided into two functional zones to separate professional production from public social spaces, while a new residential layer is added on top.

Production & Studio Zone

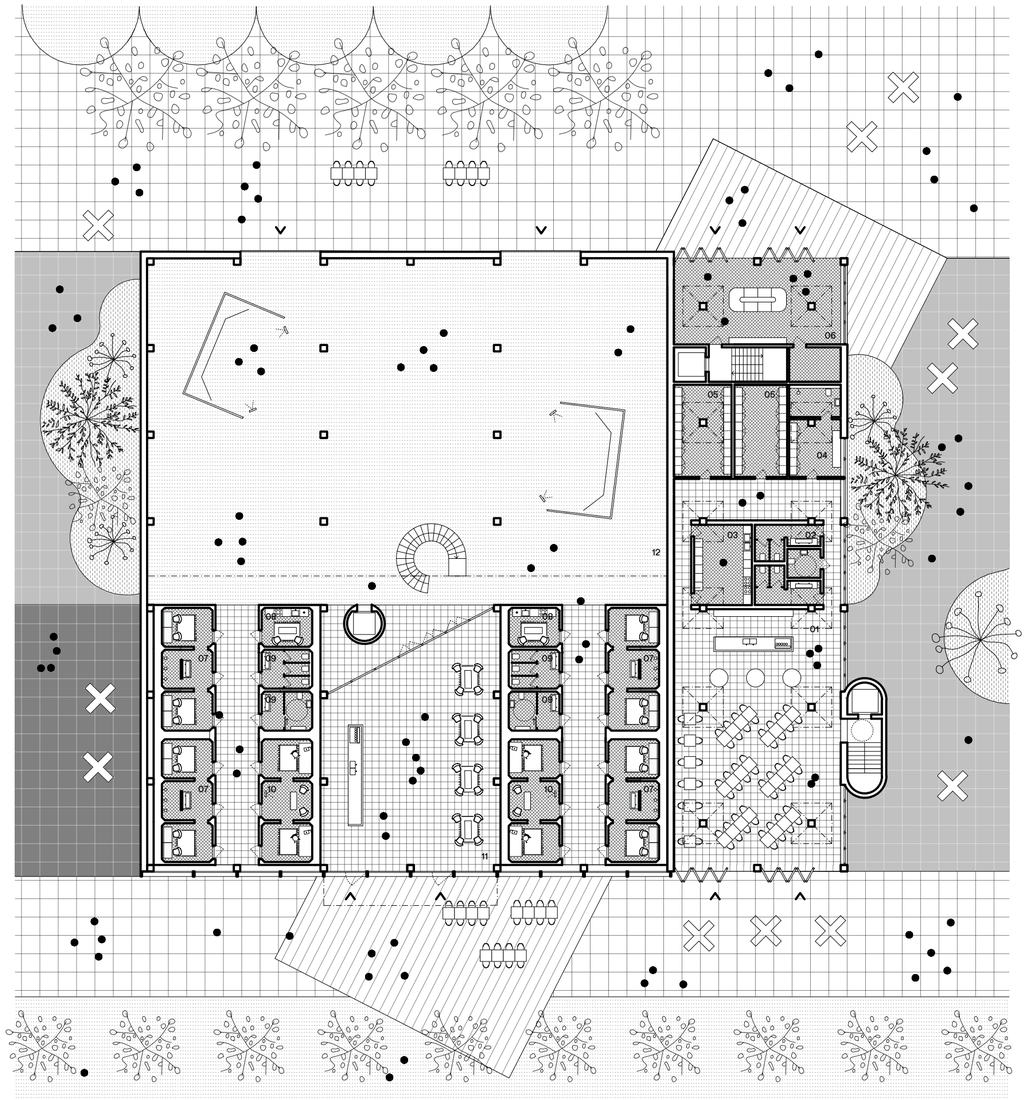
The core of the original structure features a double-height open space designed for film studios. This flexible volume allows for the easy construction and rebuilding of movie sets. Directly connected to this studio are the preserved concrete tanks. These unique architectural elements are retrofitted to house production support facilities, including makeup rooms, backstage areas, meeting rooms, dressing rooms, and post-production ateliers, utilizing their heavy shells for acoustic and visual privacy.

Social & Residential Program

The other section of the building vertically separates public and private social functions. The ground floor houses a lively gastro venue that serves as a cafeteria for staff and visitors. Directly above it, on the first floor, the cinema club is located, offering a quieter, more acoustic, and controlled environment for film screenings and cultural events. Above this active base, a new vertical extension introduces residential spaces. These units provide a flexible mix of permanent housing and short-term accommodation, catering perfectly to visiting film crews and creatives working on site.

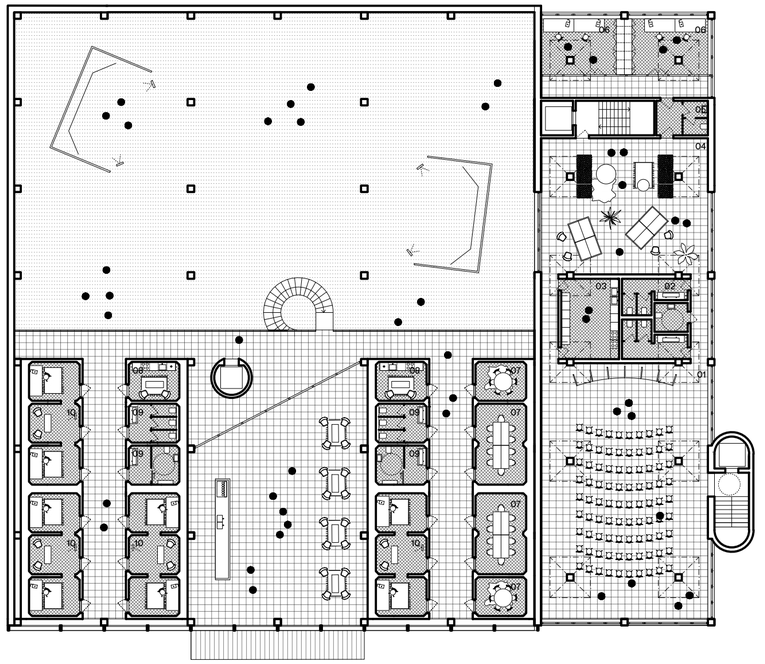


Ground Floor



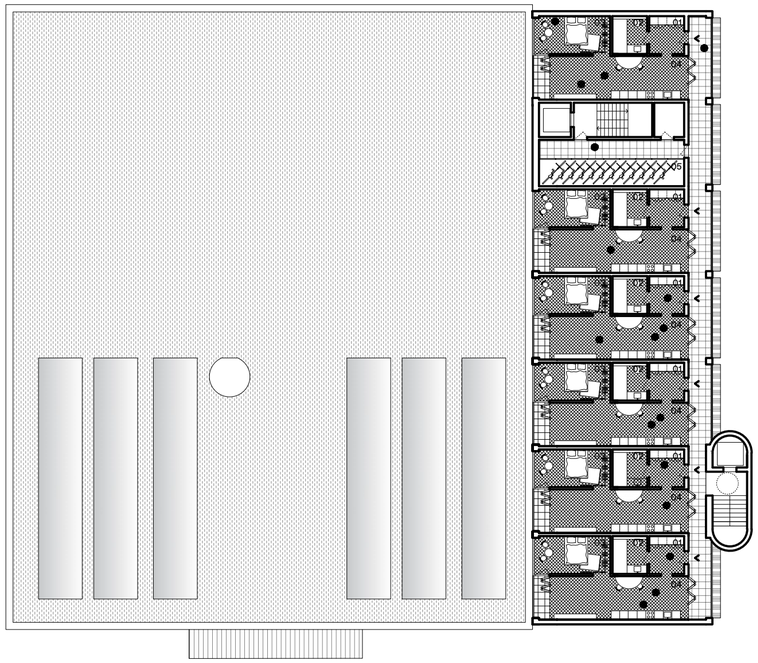
01 Bistro
02 Restrooms
03 Kitchen
04 Office
05 Storage
06 Foyer /Apartments/
07 Dressing Room
08 Kitchen
09 Restroom
10 Studio
11 Foyer / Movie Studio/
12 Movie Studio

1St Floor

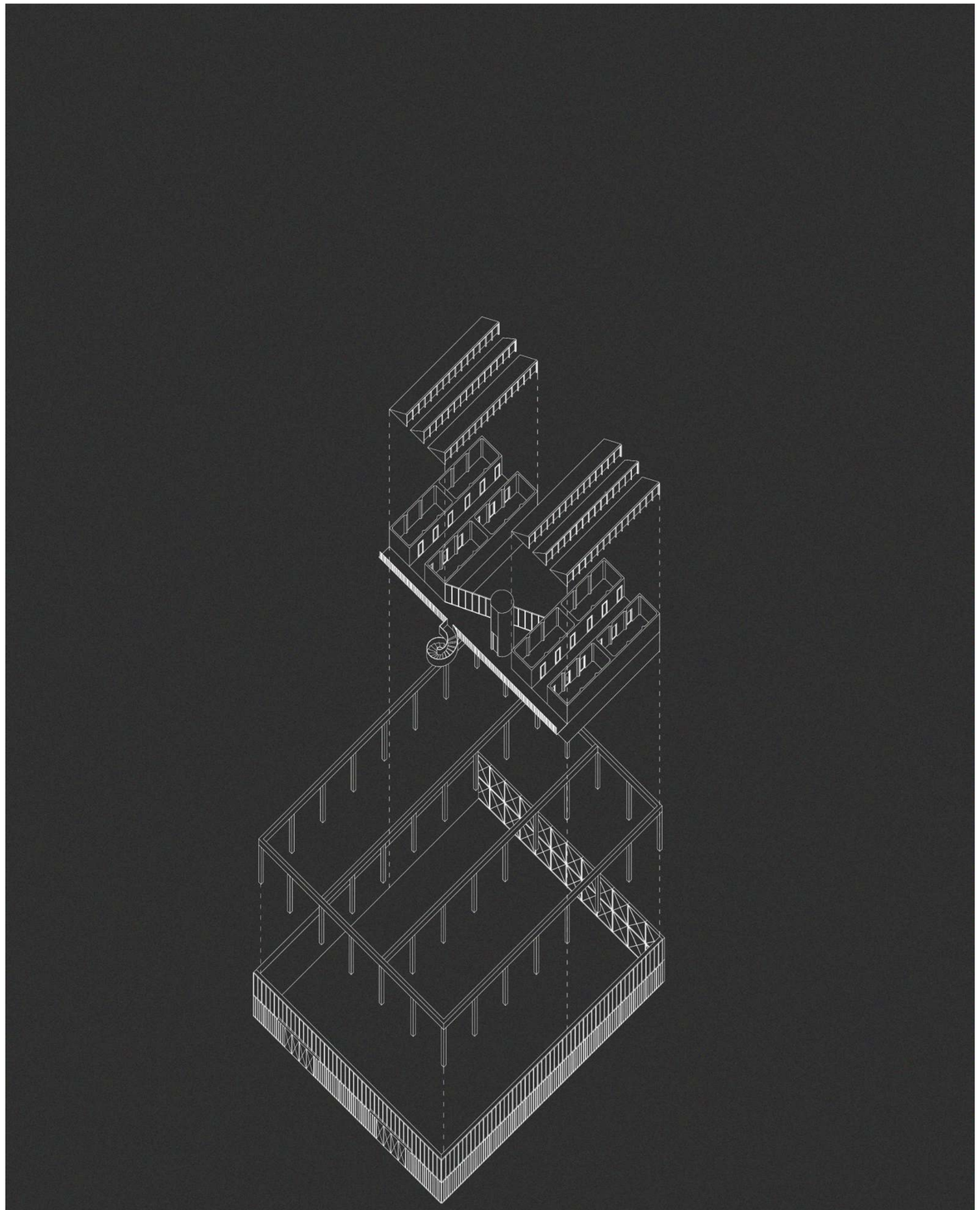


Screening Room 01
Restrooms 02
Kitchen 03
Community Room 04
Bathroom 05
Office 06
Meeting Room 07
Kitchen 08
Restroom 09
Studio 10

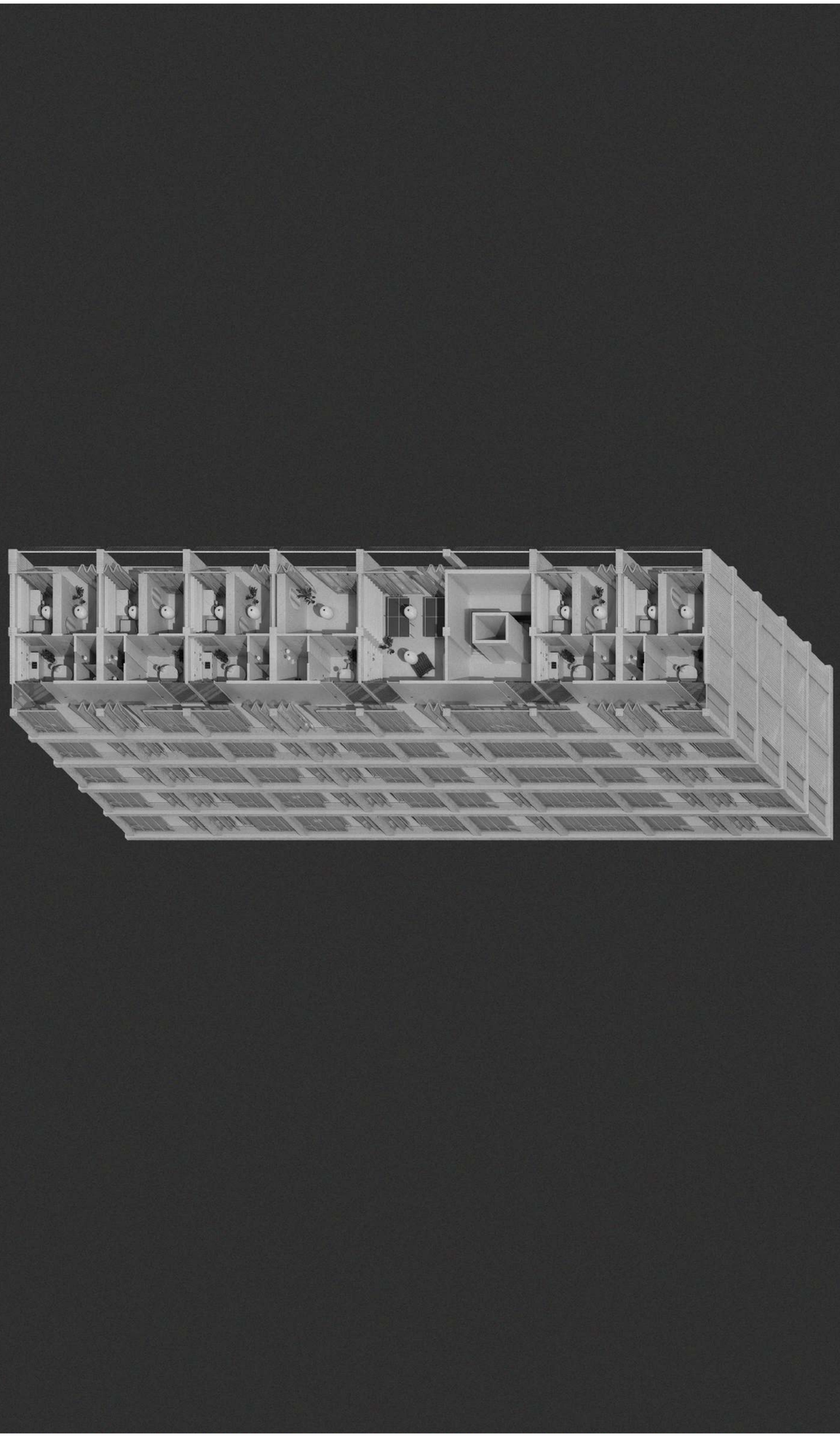
Typical Floor

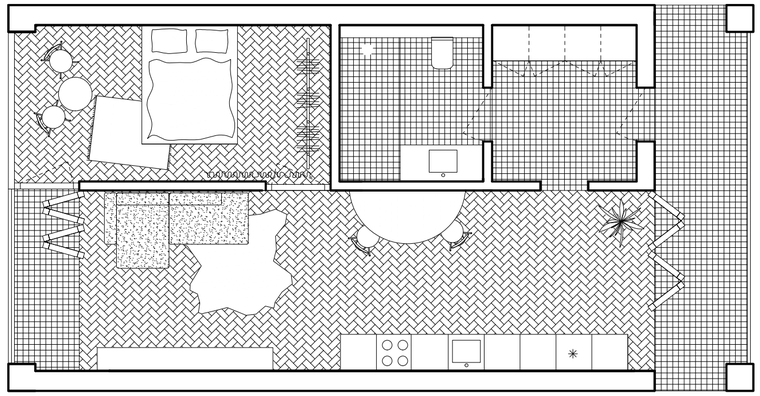


01 Entrance Hall
02 Bathroom
03 Night Zone
04 Day Zone
05 Bike Room



Out of the three original concrete tanks, two were preserved and integrated into the design. Inside the remaining structures, an elevated gallery was added to provide easy access to the second floor of the tanks. To bring natural light into these oncrete volumes, a shed roof system was added on top, transforming the former dark industrial tanks into fully functional, well-lit spaces for creative work.





The residential extension is designed as a gallery-access apartment building . The residential units are two-room apartments with a open layout. A key feature of these units is the “through-apartment” design of the main living area, which opens up to both the access gallery on one side and a private balcony on the other. This dual-aspect configuration allows for excellent cross-ventilation and natural light throughout the day.

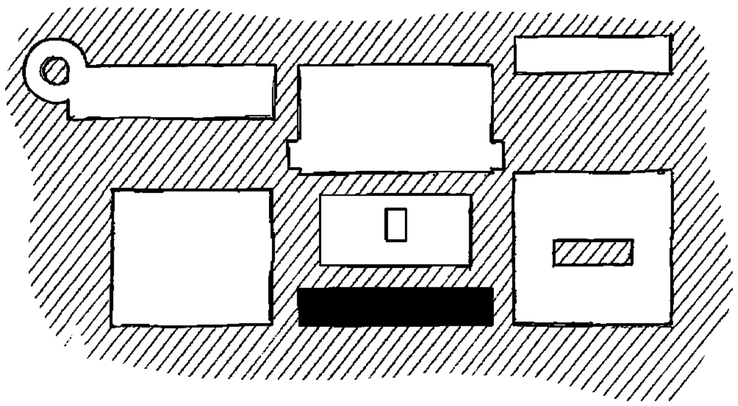




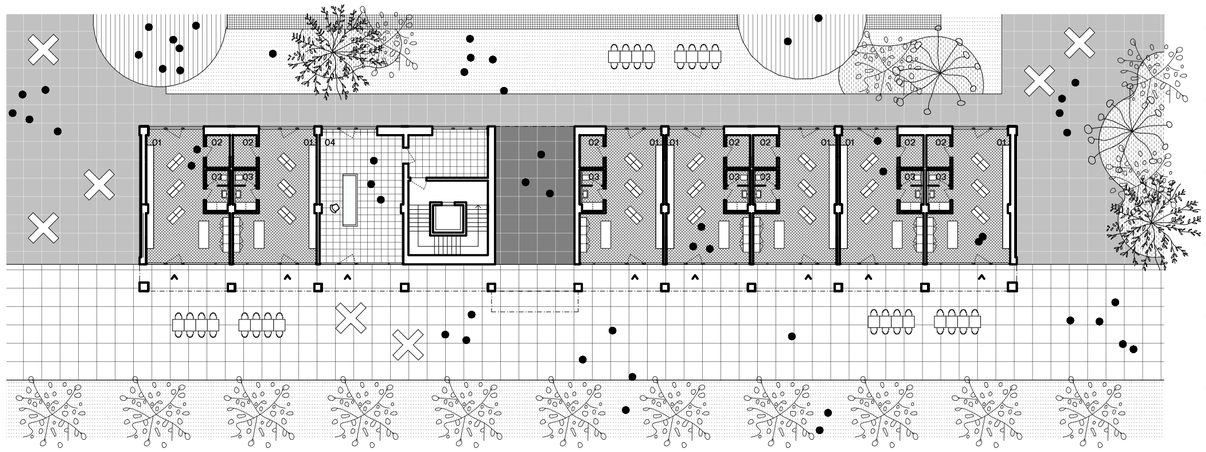
Market & Office Block

Active Ground Floor & Square Activation
This building consists of two original floors where all internal non-bearing partition walls were removed to maximize the interior volume. The ground floor houses flexible, leasable units designed for small businesses, local services, and entrepreneurs. These retail units are intentionally oriented directly toward the main square to generate foot traffic, stimulate public life, and actively enliven the outdoor public space.

Adaptable Office Framework
The first floor is fully dedicated to flexible, leasable administrative and office spaces. Instead of a rigid layout, both levels function as an adaptable spatial framework for the future. The individual units are modular, meaning that two or more separate spaces can easily be combined into one large office or shop depending on current requirements.

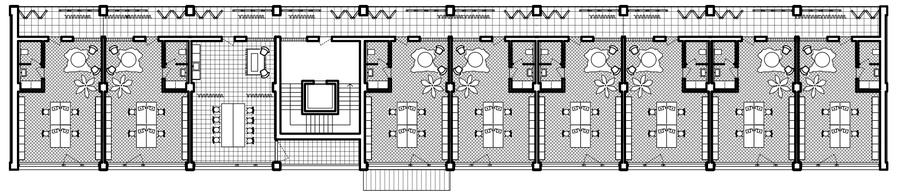


Ground Floor

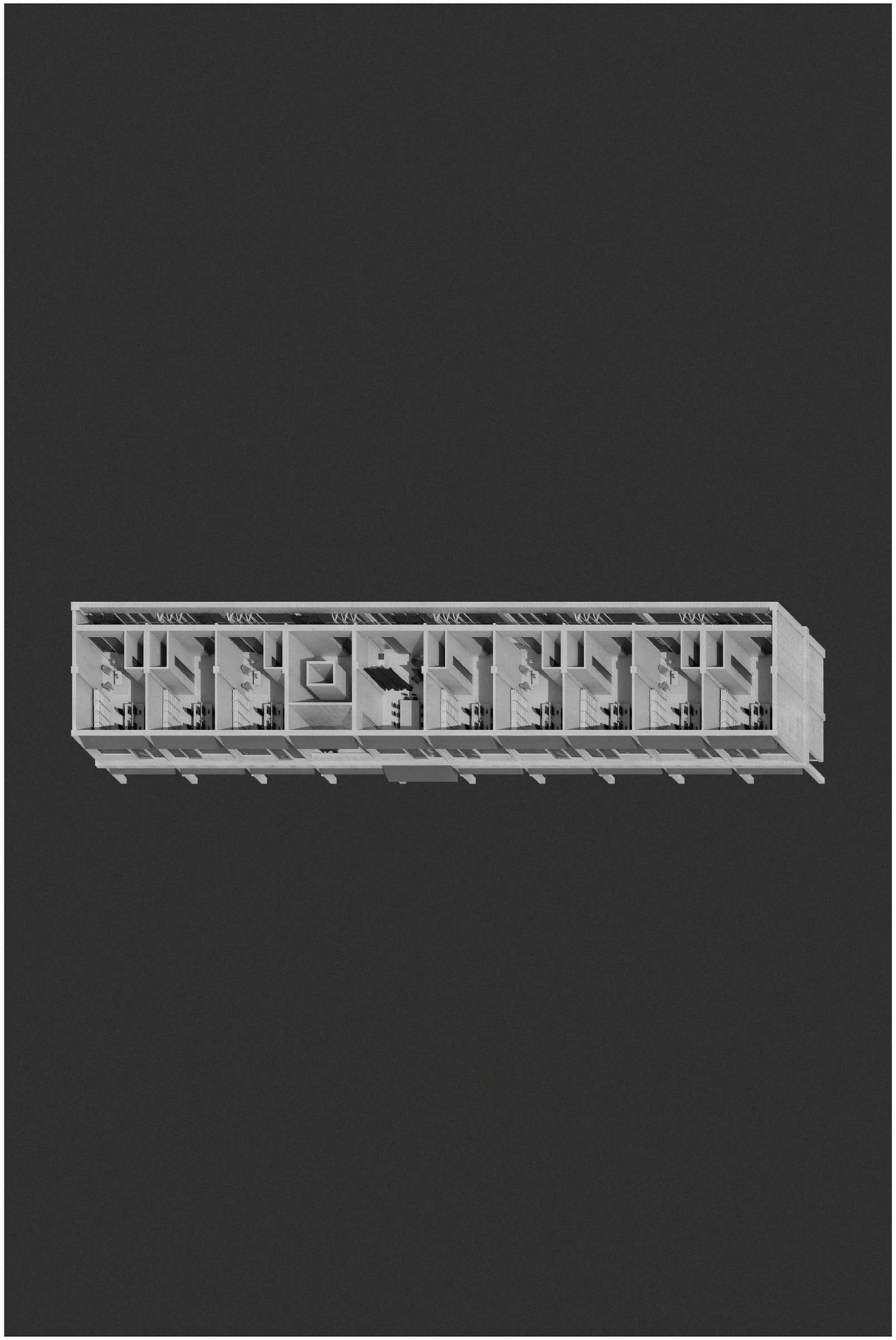


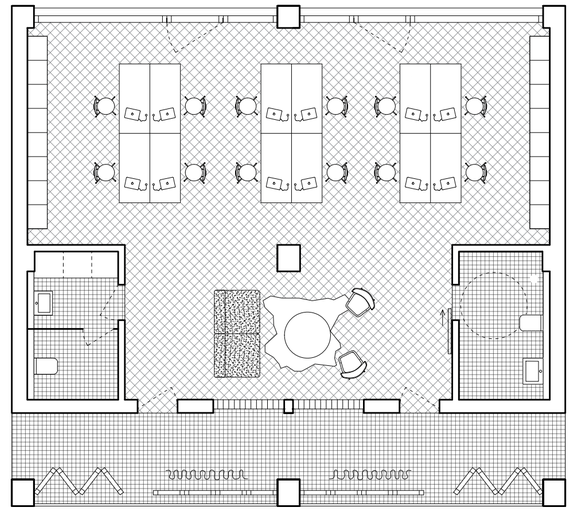
01 Retail
02 Storage
03 Restroom
04 Reception

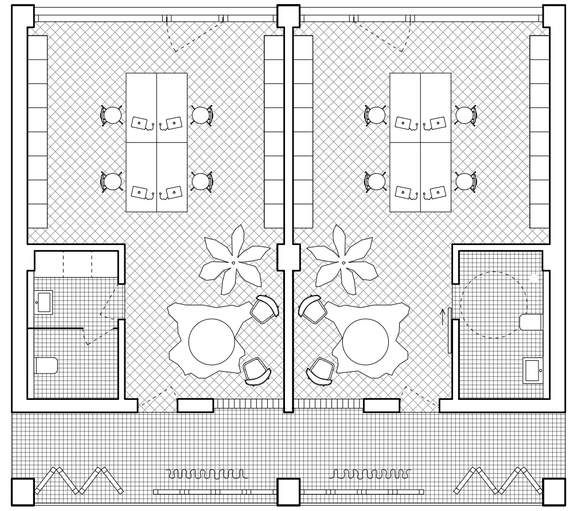
1St Floor



Office 01
Restroom 02
Meeting Room 03







Offices

The diagram shows how the leasable units can easily merge to fit different tenant sizes. This flexibility also applies to the restrooms. The service cores can be reconfigured to switch between standard layouts and fully accessible, barrier-free setups, matching the specific needs of each business.

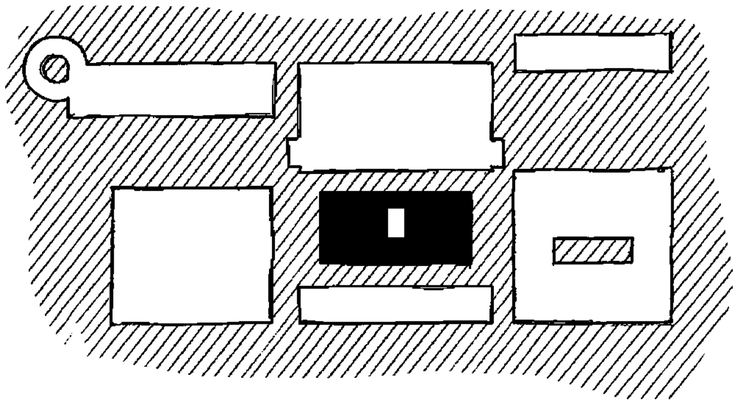
Art Residency & Hotel

Raw Creative Studios

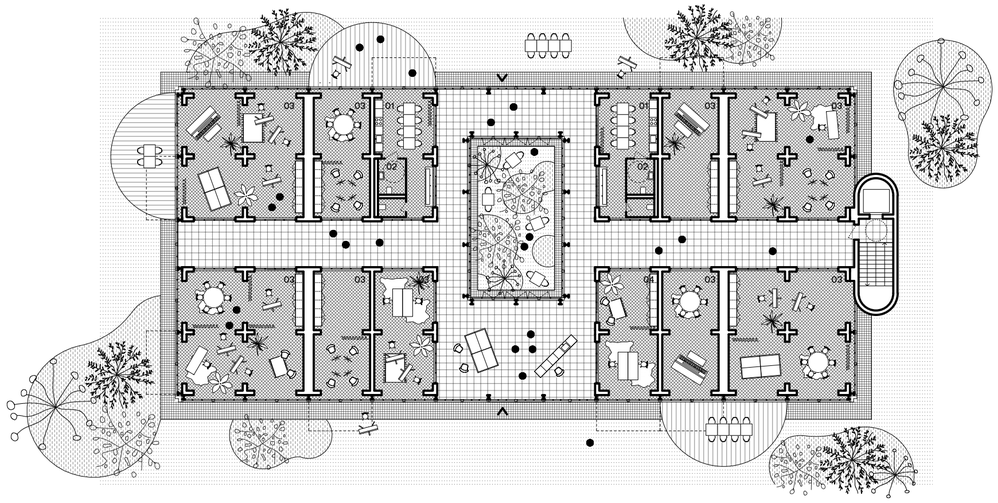
This building is formed by the original concrete tanks, which serve as the creative heart and production center of the entire complex. By cutting openings directly into the concrete walls and installing a new glass facade system, the interior spaces are filled with natural light. These highly specific, raw industrial volumes are transformed into residency studios that artists can lease for short-term or long-term creative work. It is a unique space where art is actively born and shaped.

Design Residency & Art Hotel

On top of this industrial base, a new vertical extension introduces a dedicated artist residency program designed as a design hotel. This section provides accommodation for visiting artists, designers, and performers. Offering both flexible short-term stays and permanent living options, the hotel creates a close, supportive link between the workspaces below and the living quarters above, strengthening the creative community of the site.

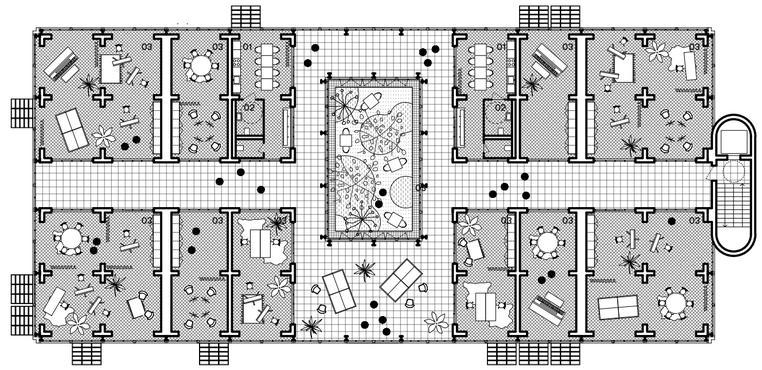


Ground Floor



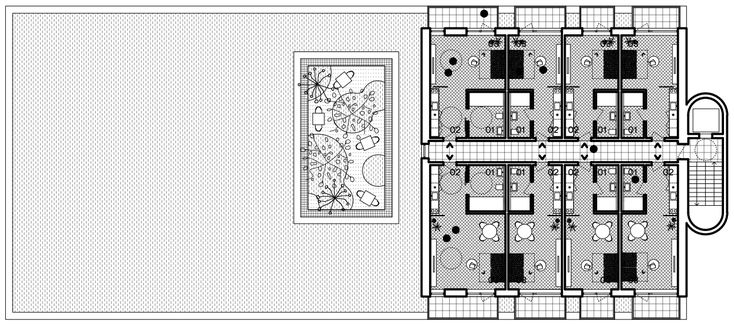
01 Kitchen
02 Restrooms
03 Atelier
04 Office

1St Floor

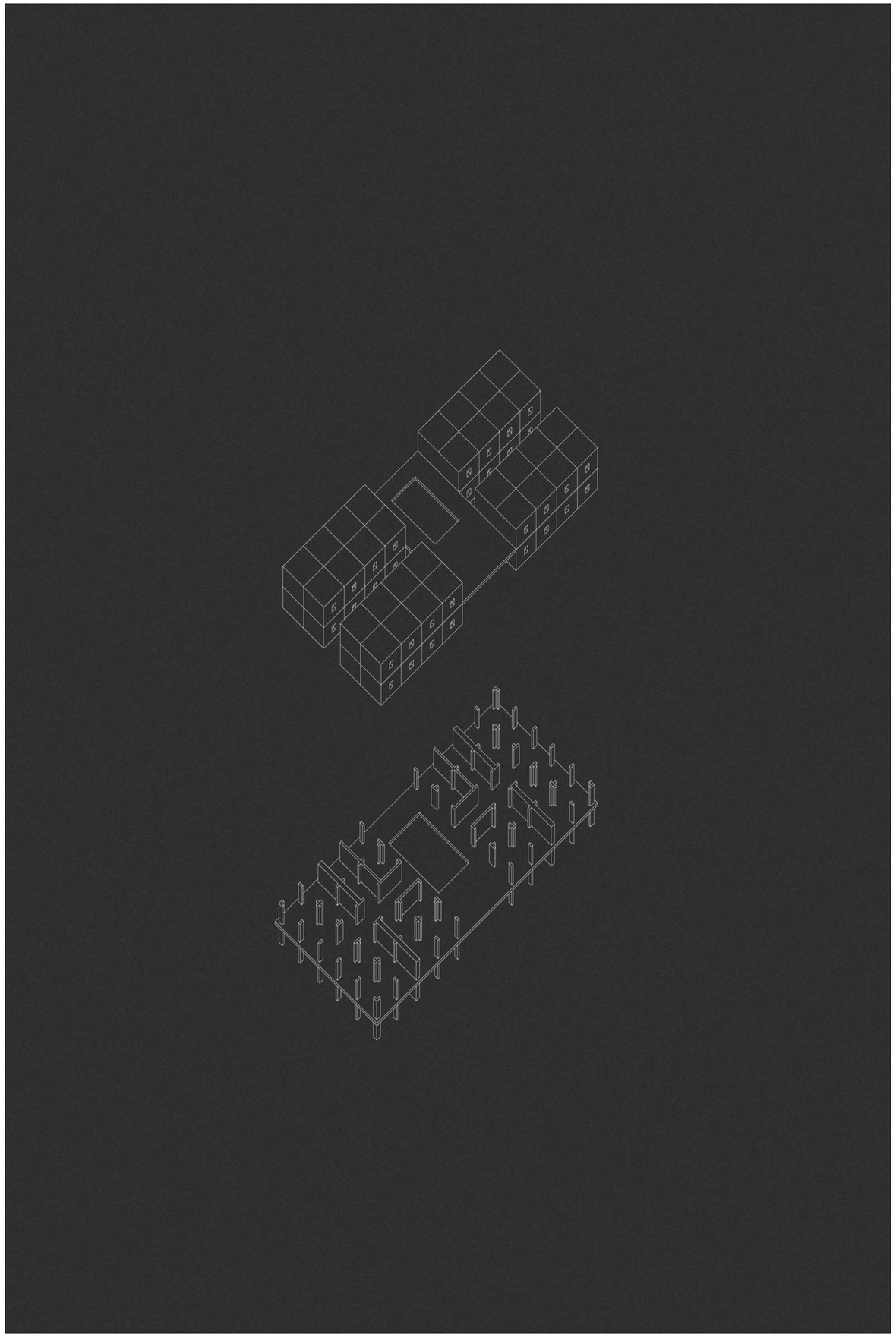


Kitchen 01
Restrooms 02
Atelier 03

Typical Floor

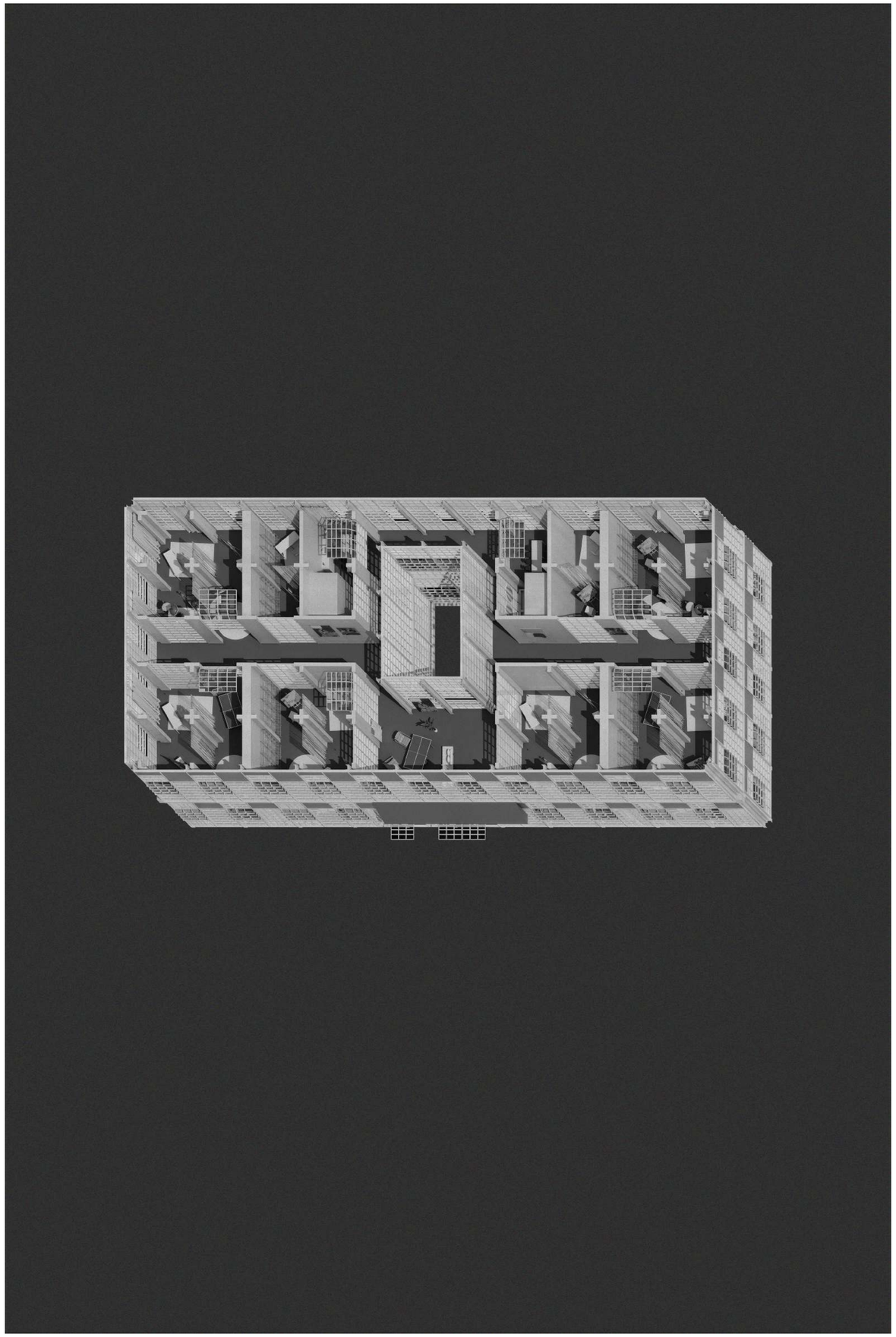


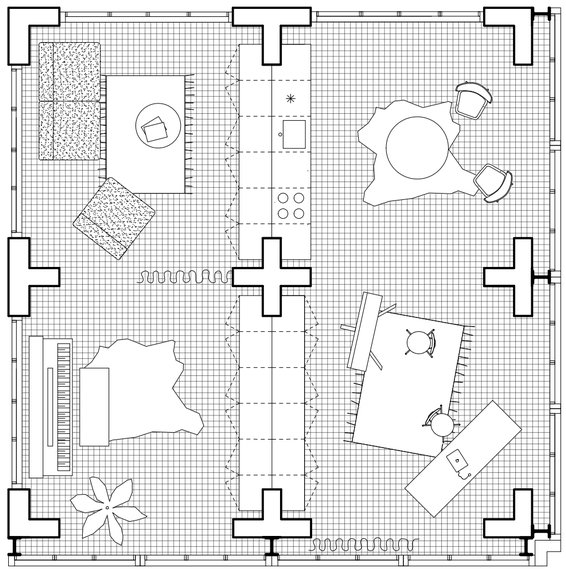
01 Bathroom
02 Entrance / Kitchen
03 Room

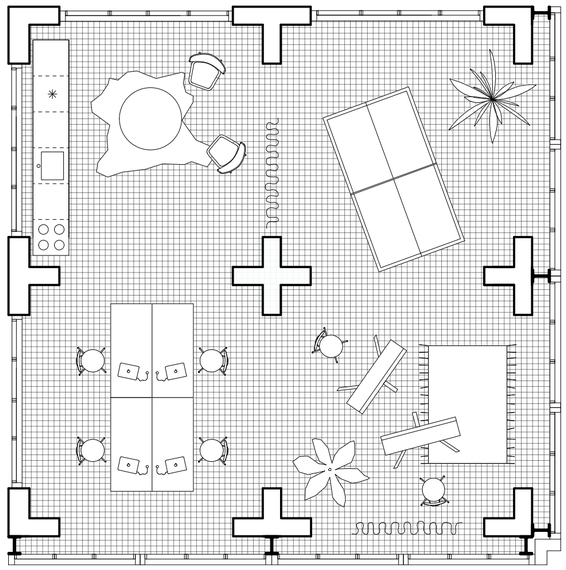


Transformation of the Concrete Tanks

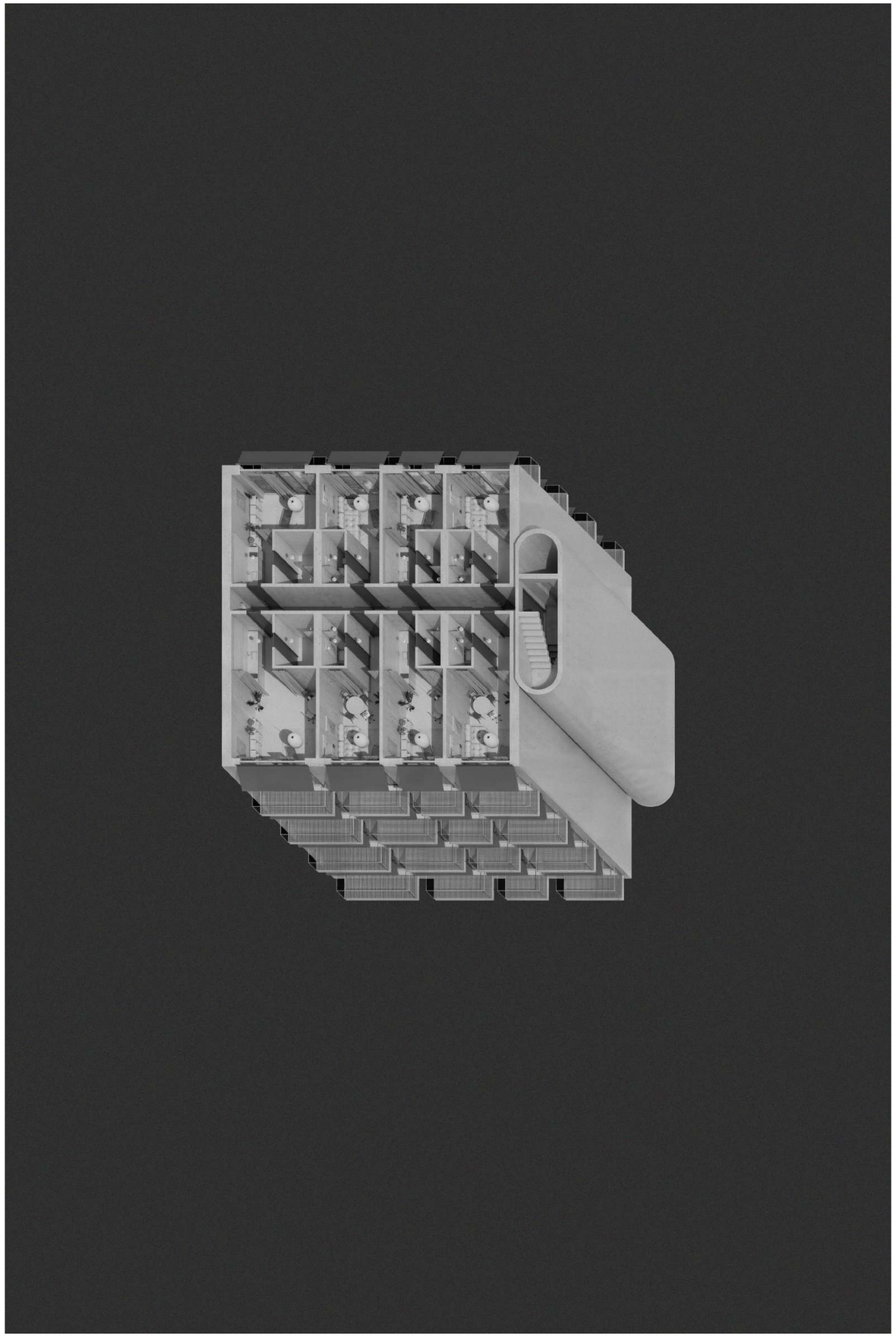
Full demolition of such massive concrete structures is financially and environmentally unsustainable. Instead, the project chooses a smarter, low-impact path by precisely cutting openings into the existing tanks. A lightweight facade is then added over these cutouts to flood the dark interior with high-quality natural light. This architectural transformation saves a massive amount of embodied energy and turns the heavy industrial volumes into well-lit, highly unique spaces for creative residency studios and workshops.



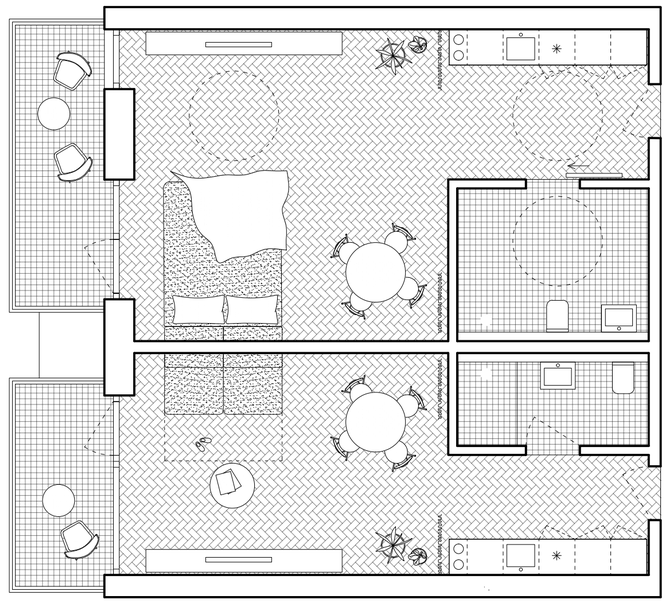




The creative studios are designed as generous, open spaces with a standard unit of 16 square meters. Instead of rigid, permanent walls, the layout relies on lightweight drywall partitions or mobile custom furniture to divide the space. This allows tenants, such as carpenters or designers, to easily split a unit into smaller work zones or customize the layout over time to match their specific creative needs.



Site plan



The surrounding area is planned to include a new mixed-use district based on an architectural and urban vision, within which the proposed site would function as an extension of social and community life.



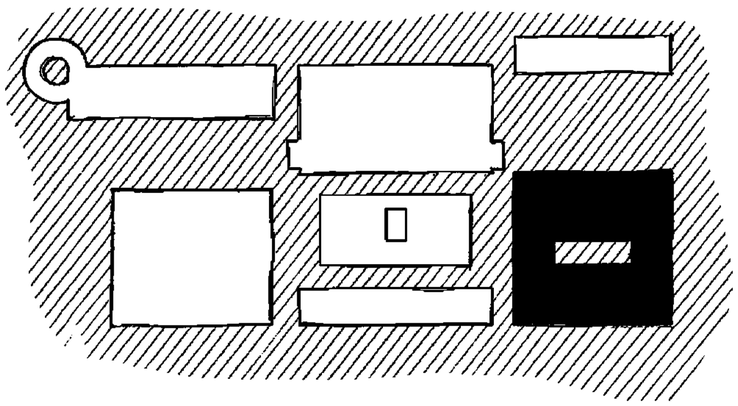


The Conservatory & Student Residence

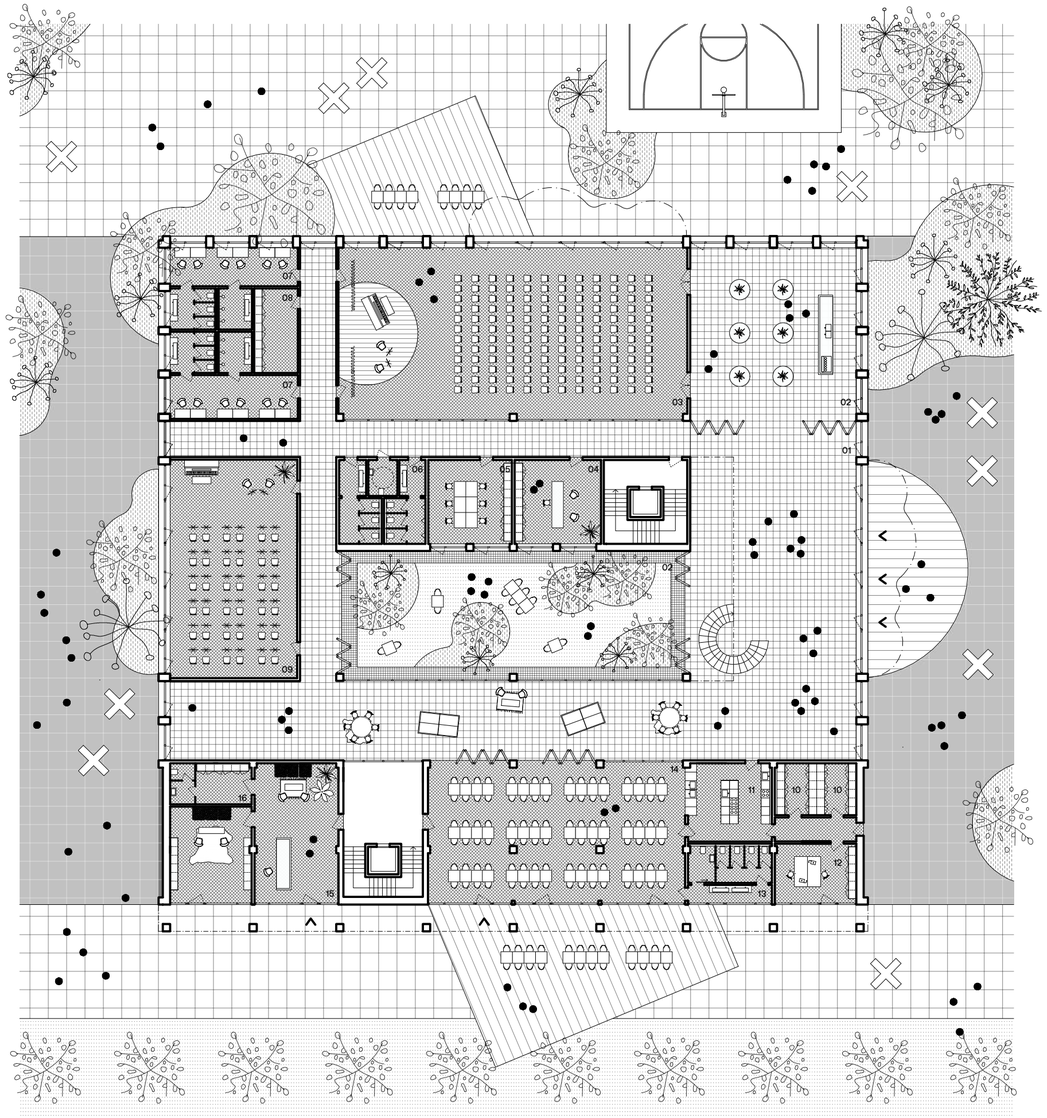
Courtyard Intervention & Daylight
The original building features a very deep floor plate, making natural light access a challenge. To solve this, a central atrium is carved out of the original structure. This vertical courtyard intervention allows natural light to penetrate deep into the core of the building, illuminating the interior from both the outer perimeter and the inside.

Educational Program & Performance
The ground and first floors house a conservatory. The heart of the school is a double-height performance hall that opnes to public space. The rest of the layout consists of specialized theoretical classrooms, music spaces, and individual practice rooms. The educational base also includes a student cafeteria.

Student Residence
Directly above the conservatory, a new vertical extension introduces a student residence. The cafeteria on the lower floors serves both the school during the day and the residents of the dormitory. By stacking the living quarters directly above the classrooms and dining facilities, the building functions as a compact, self-sufficient educational campus that remains active throughout the day.

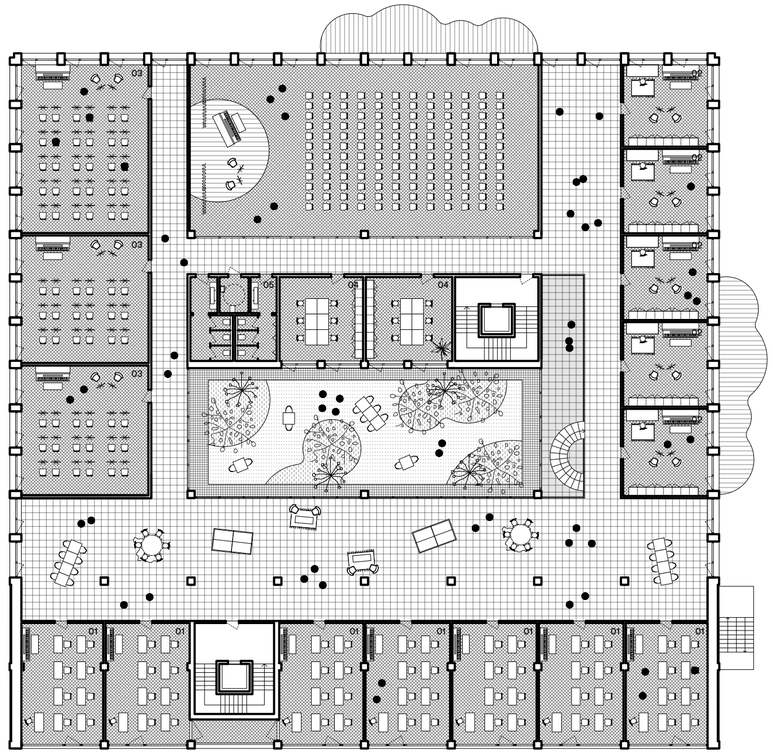


Ground Floor



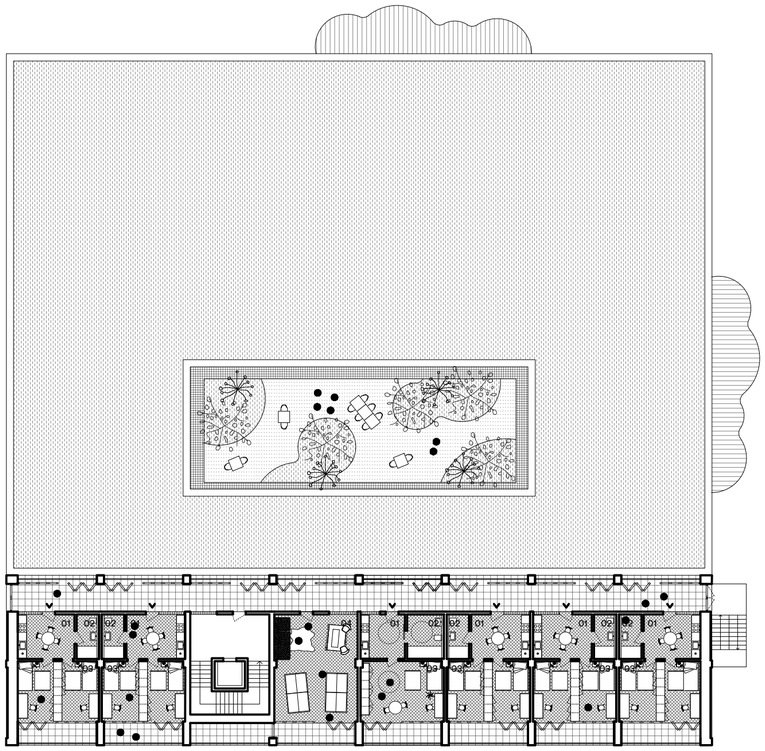
01 Foyer
02 Foyer for Multipurpose Hall
03 Multipurpose Hall
04 Director’s Office
05 Teachers’ Office
06 Restrooms
07 Changing Room
08 Storage
09 Multipurpose Room
10 Storage
11 Kitchen
12 Office
13 Restrooms
14 Canteen
15 Reception
16 Janitor’s Office
17 Laundry Room

1St Floor



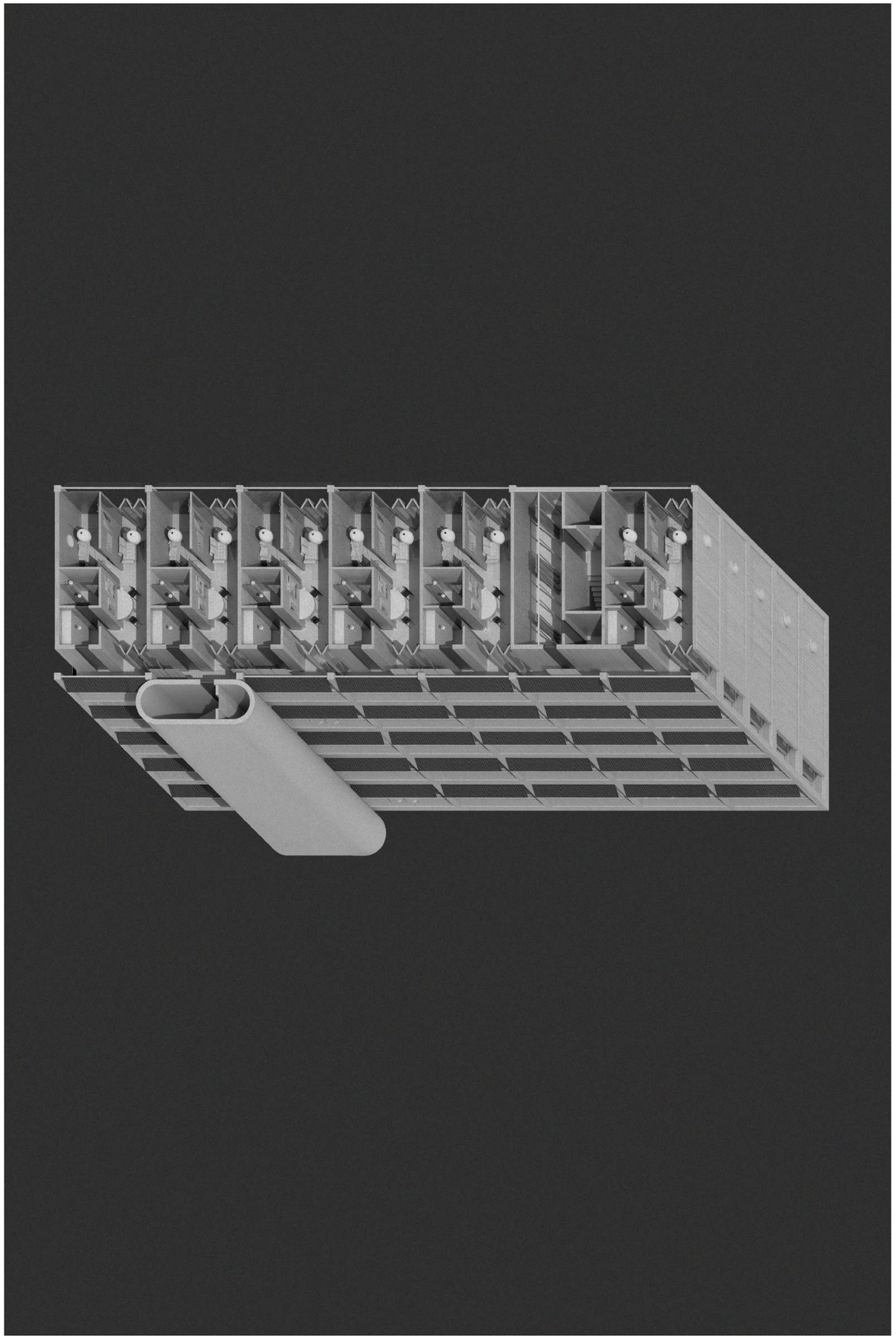
Theoretical Classroom 01
Individual Practice Room 02
Chamber Music Classroom 03
Teachers’ Office 04
Restrooms 05

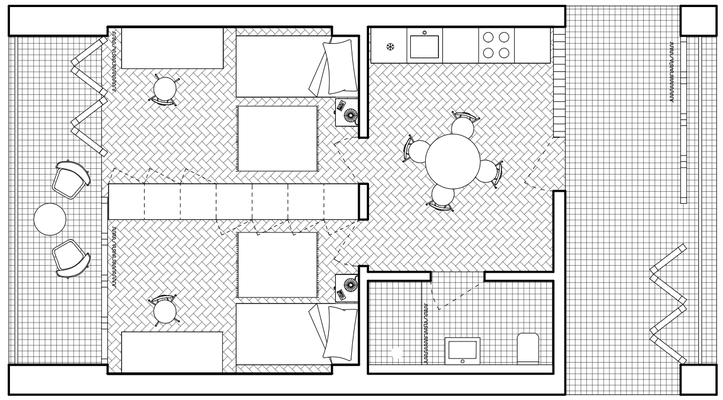
Typical Floor

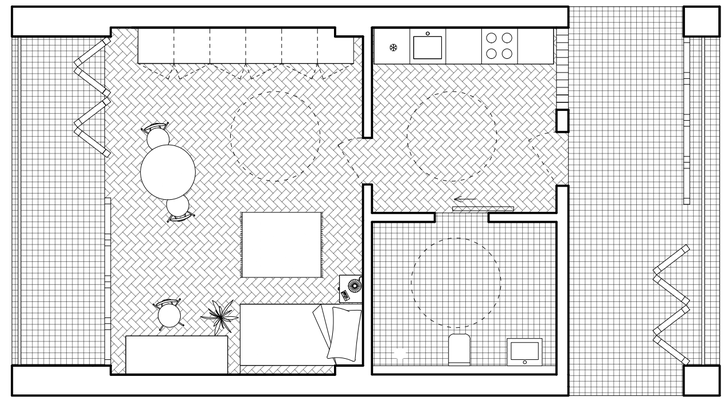


01 Kitchen
02 Bathroom
03 Student Room
04 Community Space

Student Clusters

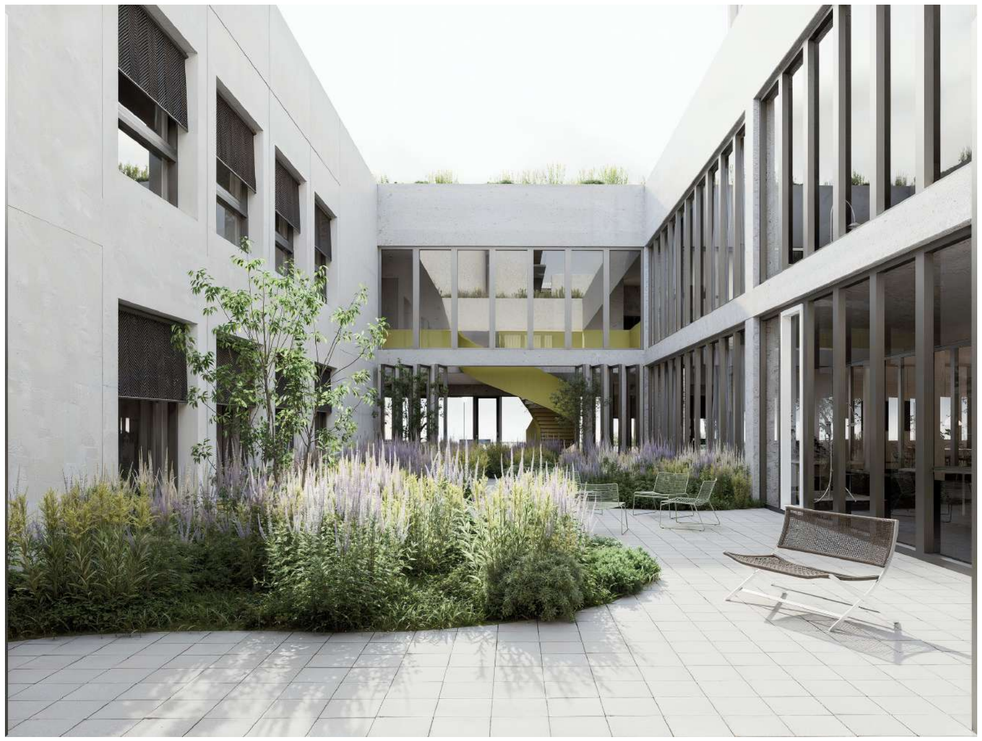






The residence is organized into modular living clusters sharing a kitchen and bathroom area that connects to two private bedrooms. Instead of permanent walls, the bedrooms are divided by custom, non-bearing furniture partitions. If a fully accessible, barrier-free unit is needed, this partition can be removed to create a single, spacious room.



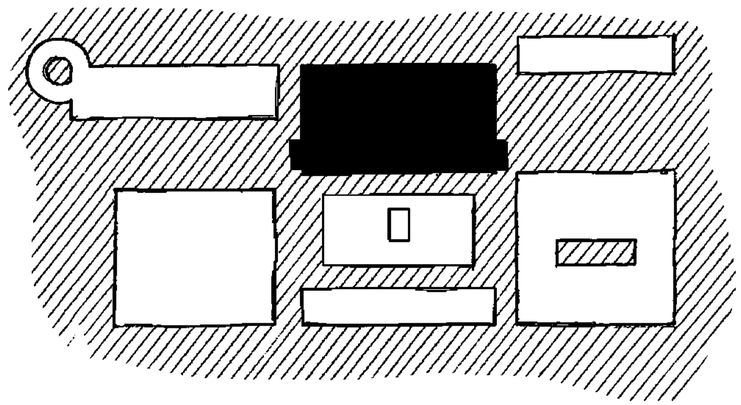


The Event Hall

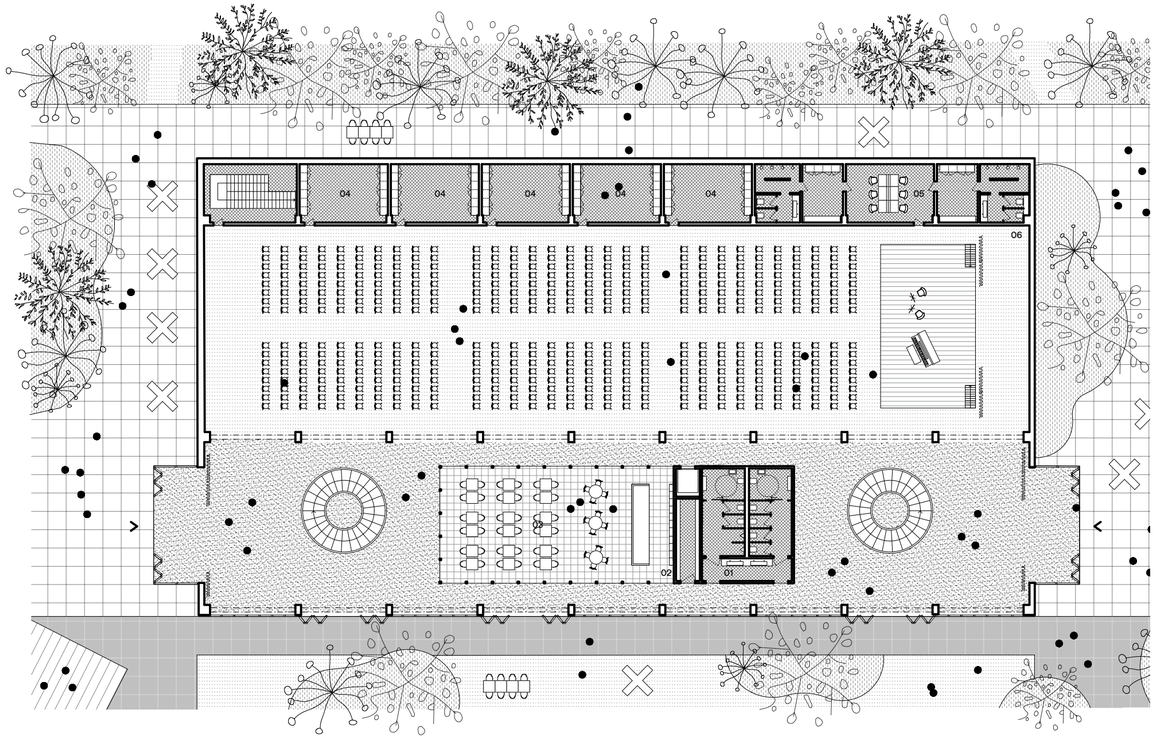
The original industrial hall features a highly specific, high-value architectural character that is fully preserved. Due to its massive internal volume, the building is divided into two distinct functional zones. The first section is left completely open as a grand, multifunctional event space. Designed for maximum flexibility, this clear-span arena is equipped with necessary service facilities, including cloakrooms, technical storage, and artist backstages.

The second section introduces new interior floor plates to create a multi-level visitor hub. This structured zone houses smaller lecture halls and public amenities designed to engage visitors.

To clearly define the access from the public square extension structures are added to the facade. These entrances function as a covered, protected pre-space, providing weather protection.

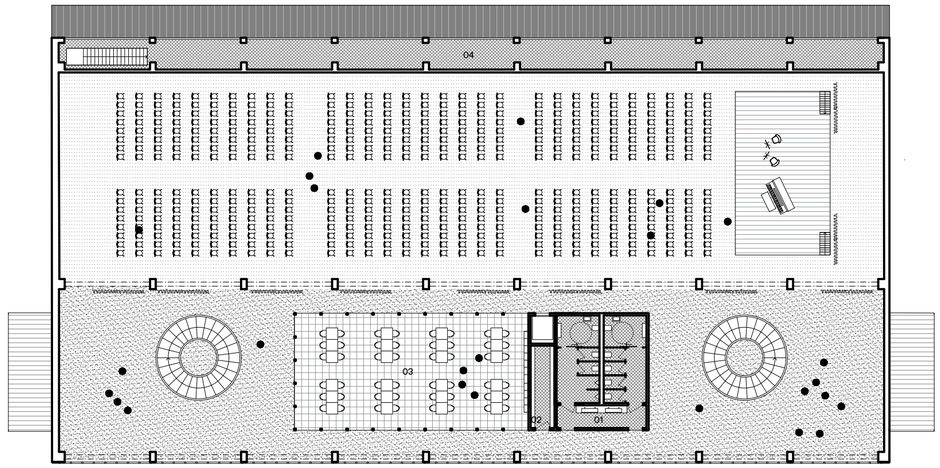


Ground Floor



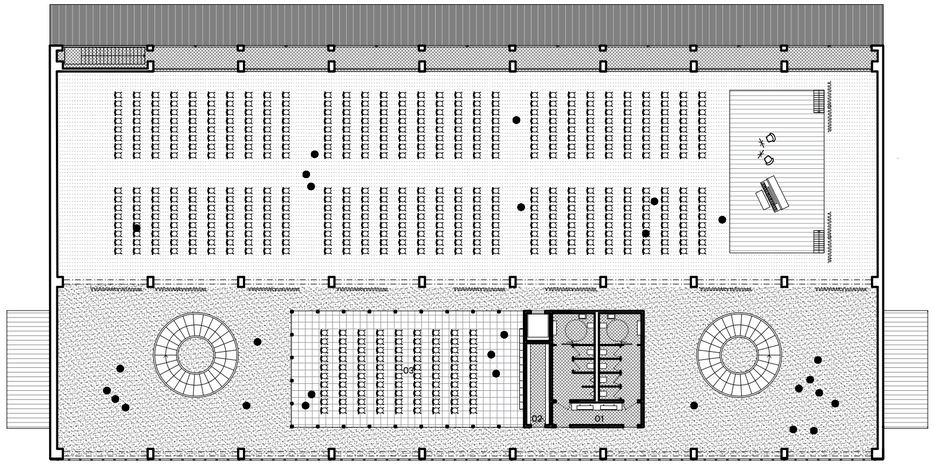
01 Restroom
02 Storage
03 Multipurpose Space
04 Storage
05 Artist Backstage
06 Main Multipurpose Hall

1St Floor

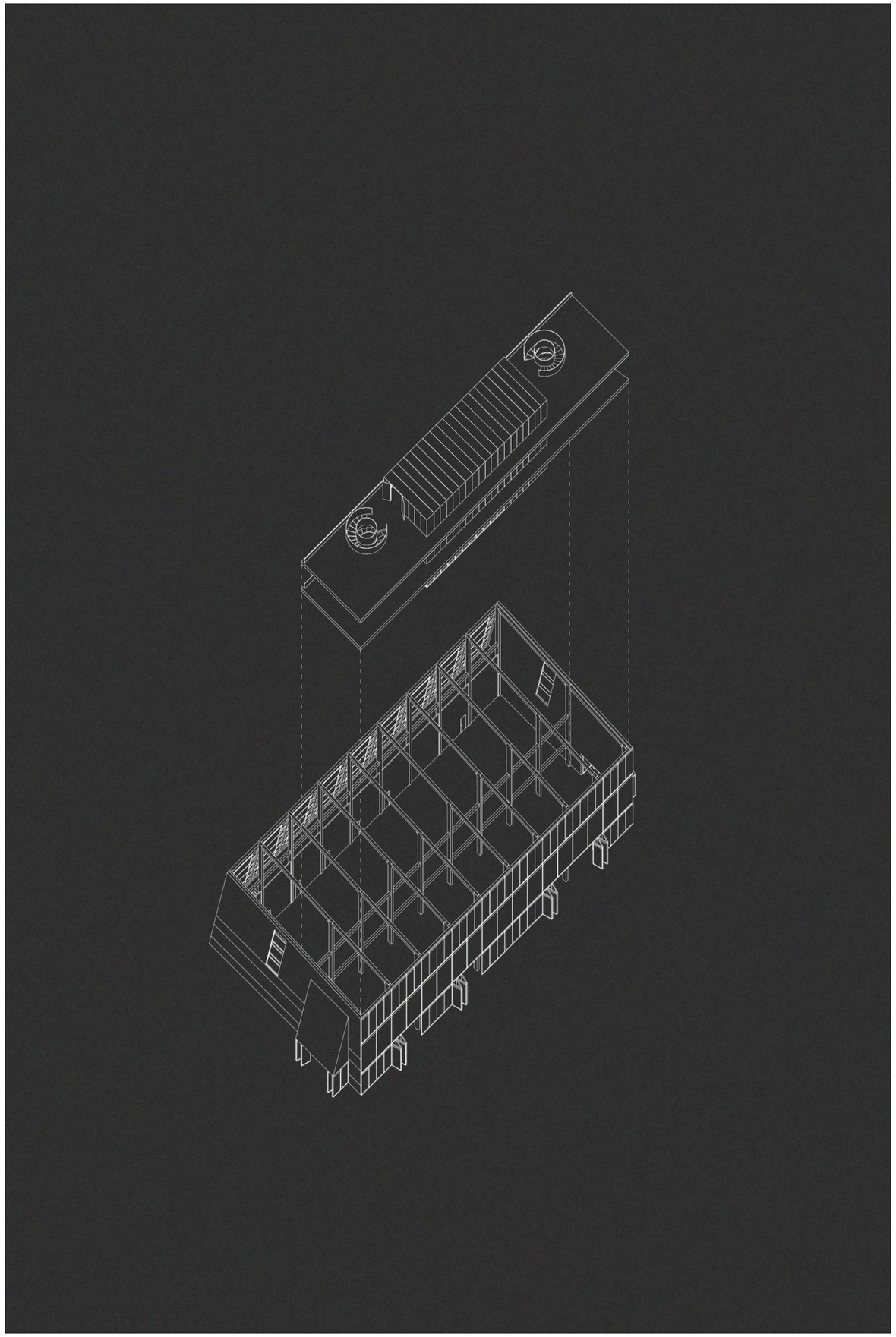


Restroom 01
Storage 02
Multipurpose Space 03
Teracce 04

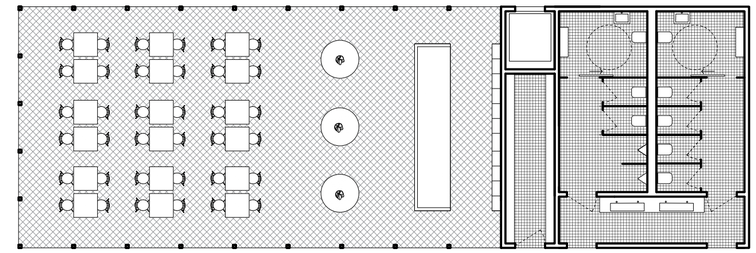
2Nd Floor

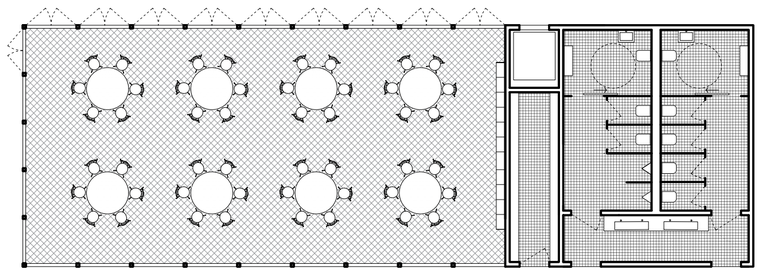


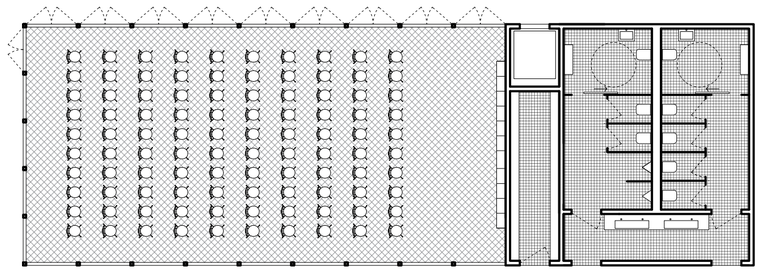
01 Restroom
02 Storage
03 Multipurpose Space



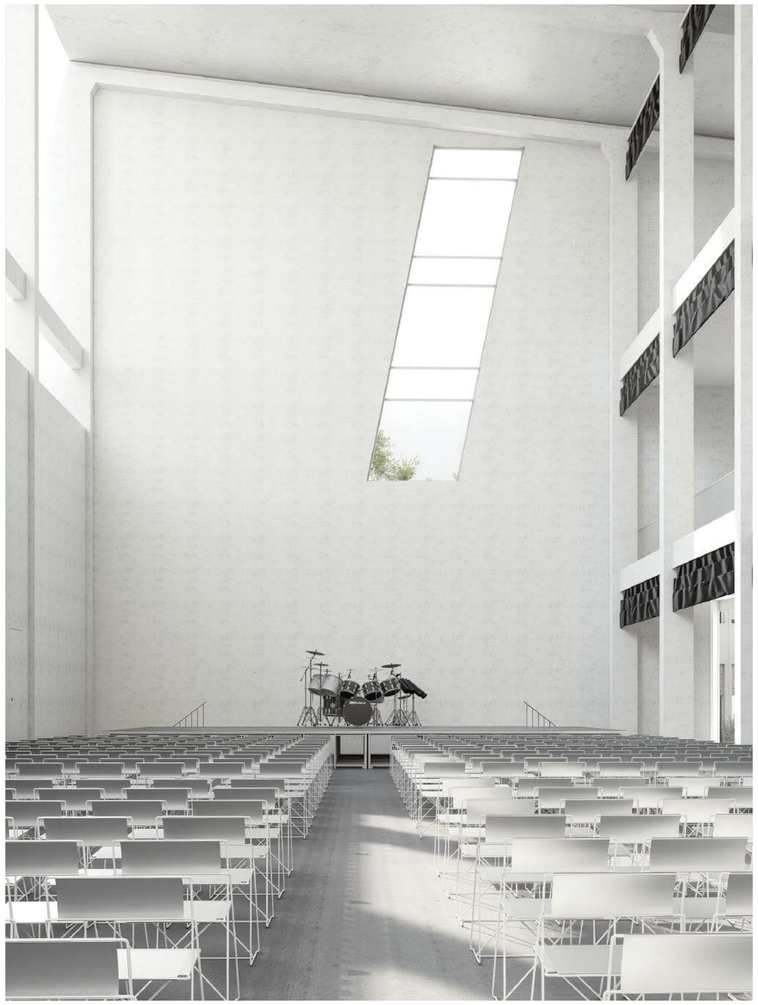
Site plan

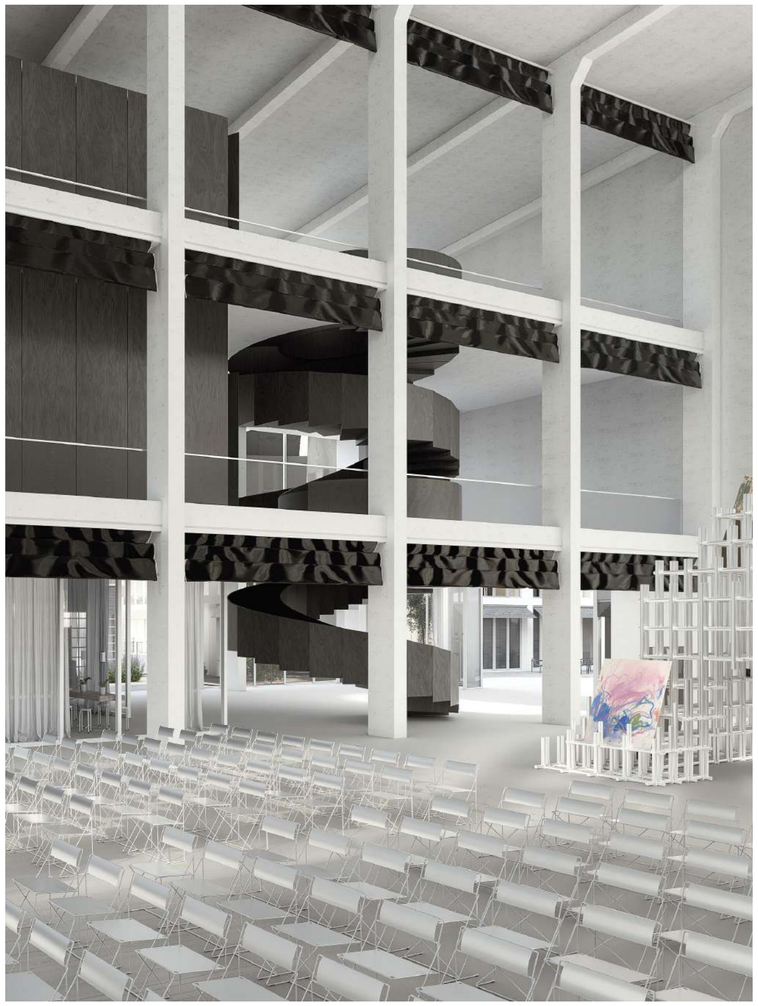






Three interior floors are added to the structure. Within these levels, a self-contained, enclosed architectural cube is inserted. This volume is separated from the main event hall. This allows the cube to host independent activities simultaneously, such as a bar, private workshops, or film screenings, without any noise disruption from the main arena.



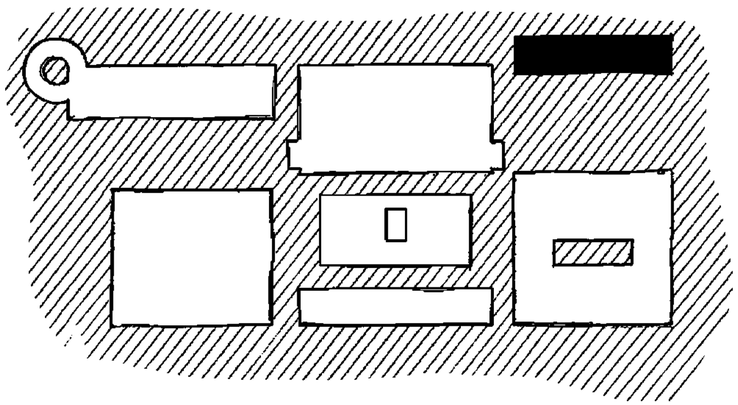




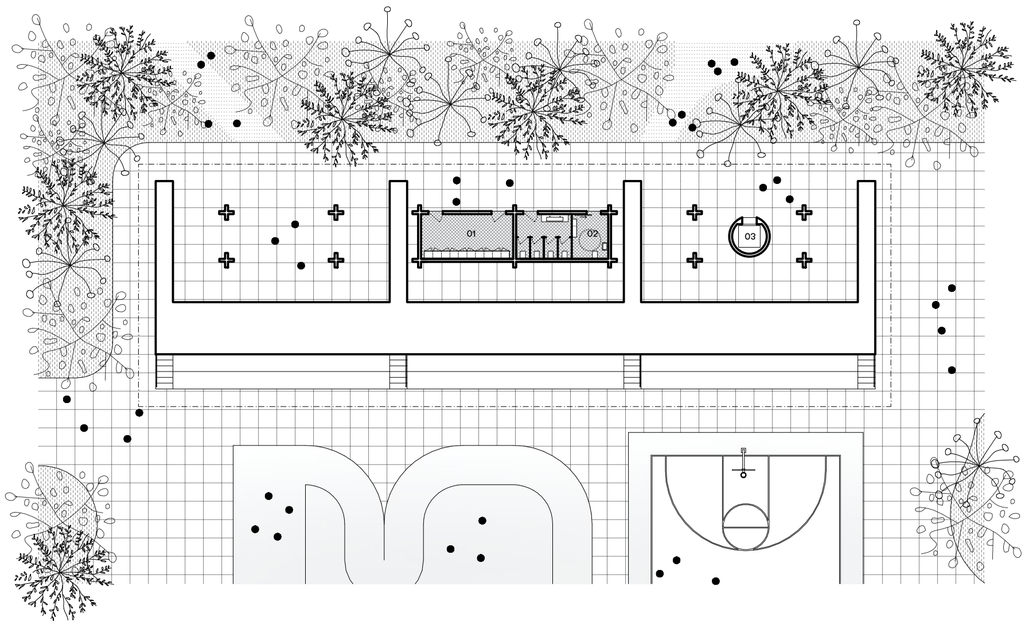
The Grandstand

Sports Viewing & Performance Platform
This grandstand structure directly responds to the adjacent sports yard, which features a skate bowl and a basketball court. It serves as an elevated viewing platform for spectators watching daily sports activities, skate sessions, or outdoor cultural performances. The terraced design creates a natural gathering point that blends seating with active public space.

Dual-Level Public Toilets
To support the park behind the grandstand, the structure integrates public restrooms accessible from two different levels. The upper-level restrooms serve visitors directly on the grandstand, while the lower-level restrooms open from the opposite side, directly facing the park floor.

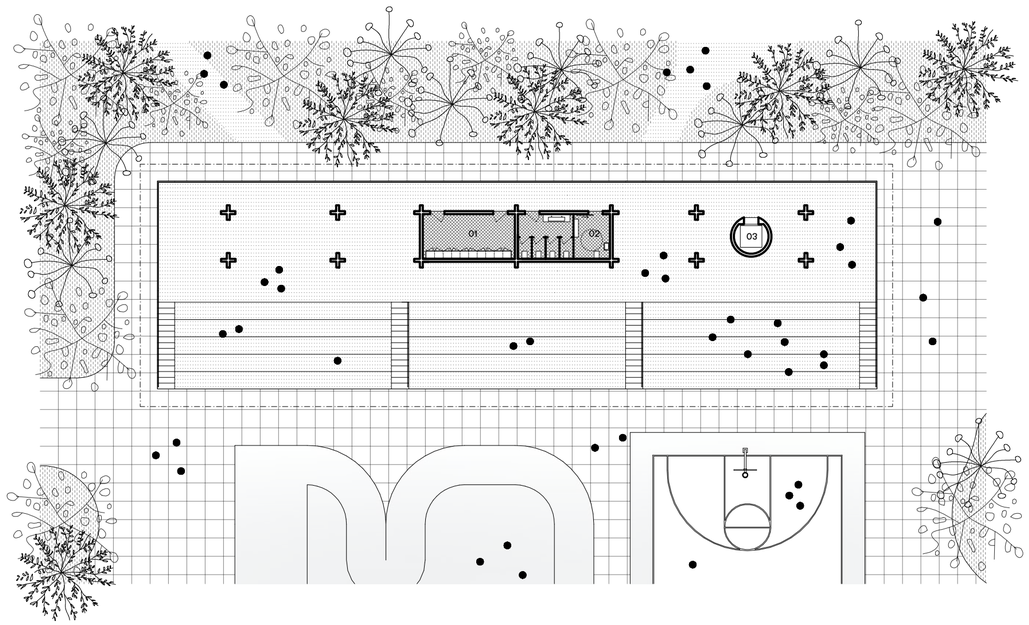


Ground Floor



01 Public Toilets
02 Storage
03 Vertical Circulation

1St Floor



Public Toilets 01
Storage 02
Vertical Circulation 03

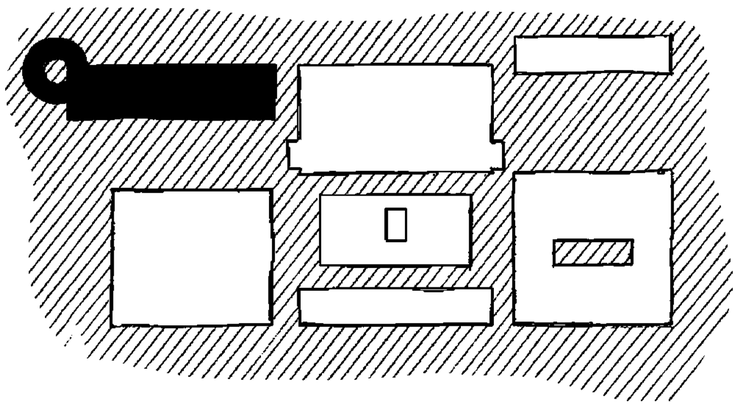
The Adaptable Parking House

Artisan Workshops & Active Ground Floor

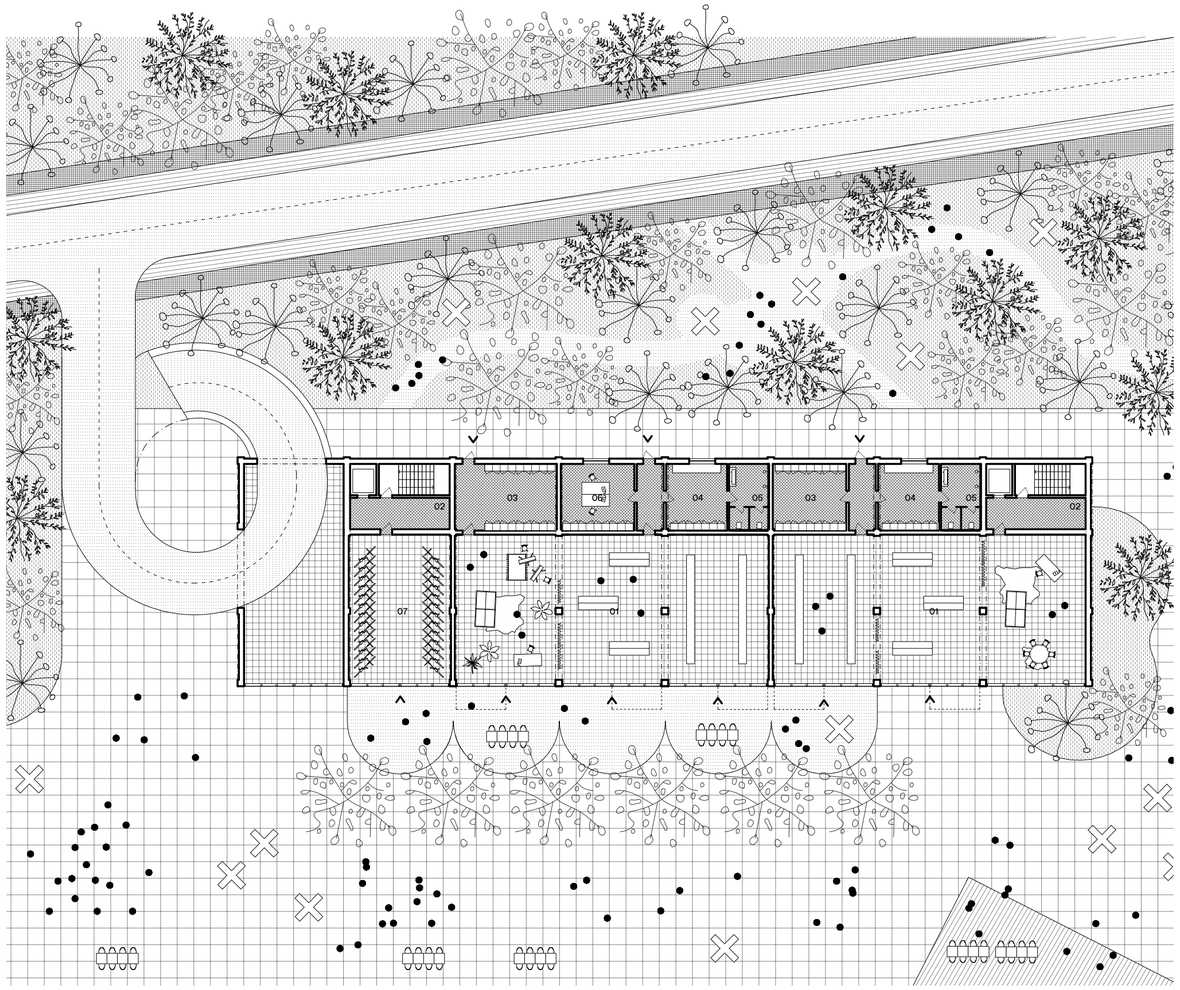
To eliminate surface car parking along the streets and communication pathways, a parking house is introduced to serve the entire complex. The ground floor of this building is dedicated to workshops. These spaces are for scenographers, carpenters, and makers supporting the nearby film studio, but they remain flexible enough to accommodate various other creative and manual crafts over time.

Reversible Parking Strategy for Future Housing

The upper levels function as a structured parking house designed with a crucial long-term vision. The building's structural grid, floor heights, and load-bearing layout are engineered for future reversibility. If the demand for car ownership decreases in the future, these parking decks can be seamlessly converted into a residential building. The open circulation galleries will naturally transform into traditional courtyard access walkways, turning the parking house into a vibrant residential block.

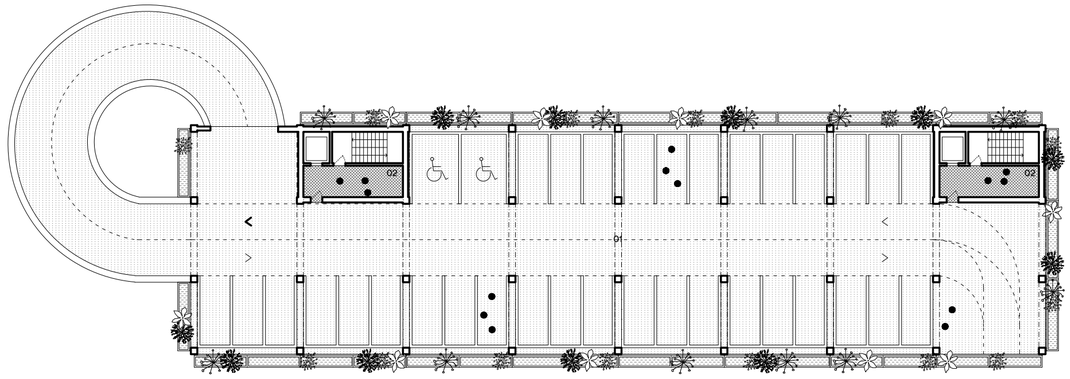


Ground Floor



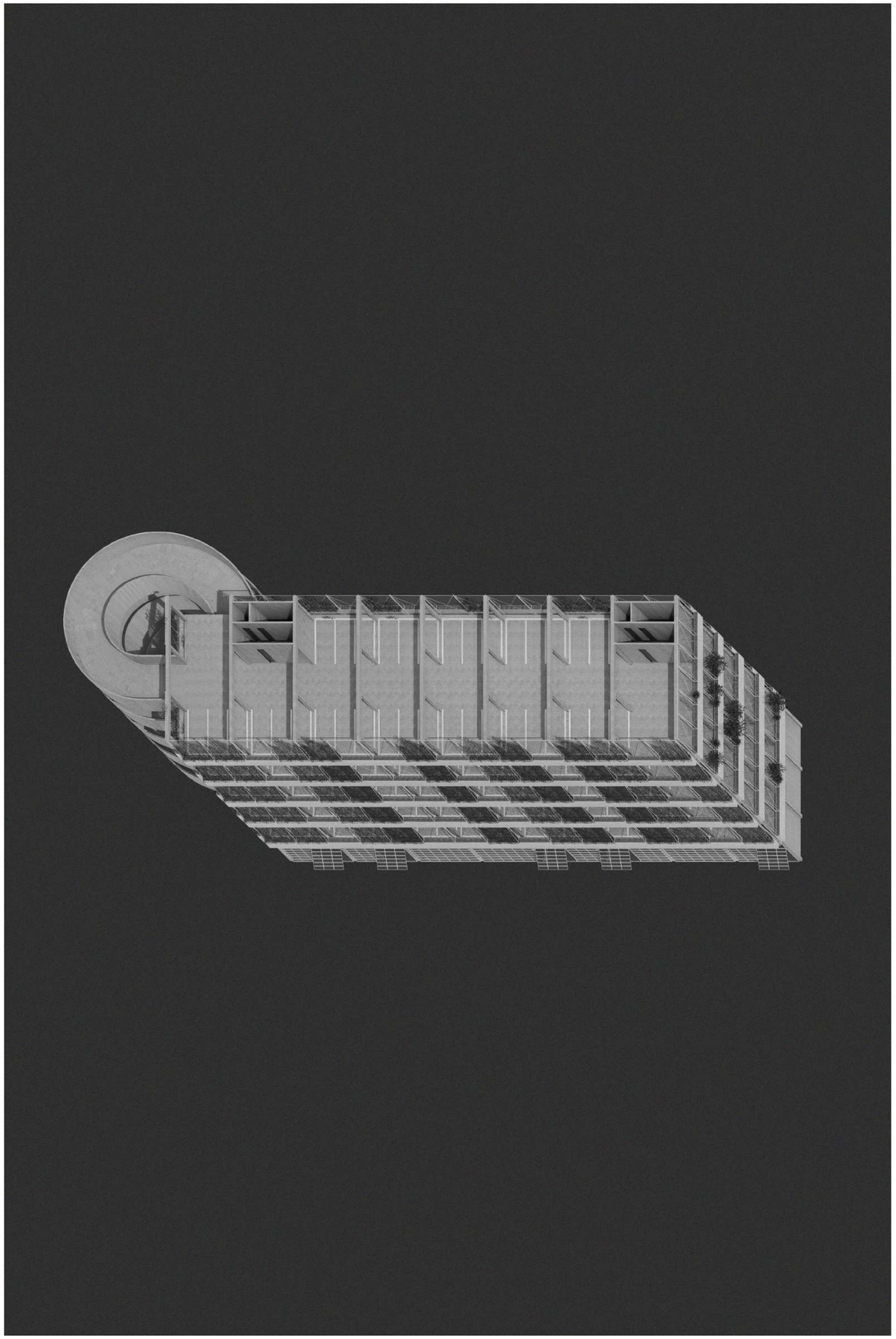
01 Workshop
02 Vertical Circulation
03 Storage
04 Changing Room
05 Restrooms
06 Office
07 Bike Room

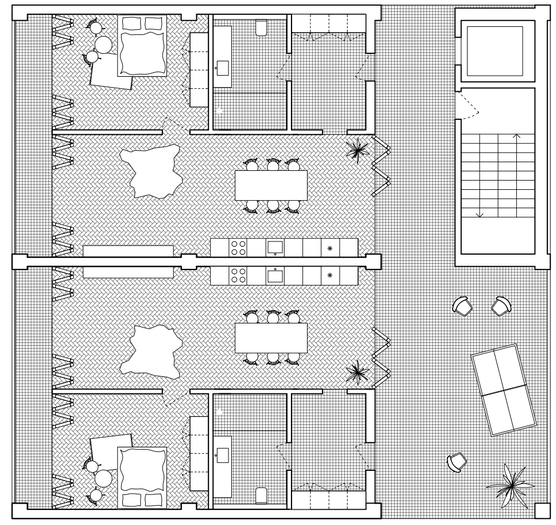
Typical Floor

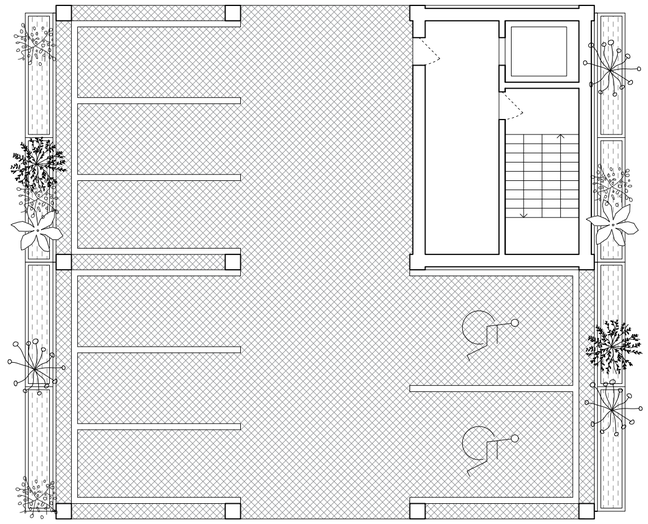


Parking Space 01
Vertical Circulation 02

Transformation







The building’s structural grid is optimized for a future conversion into residential apartments accessed via open walkways. Each bay can transform into a two-bedroom apartment.

Culture

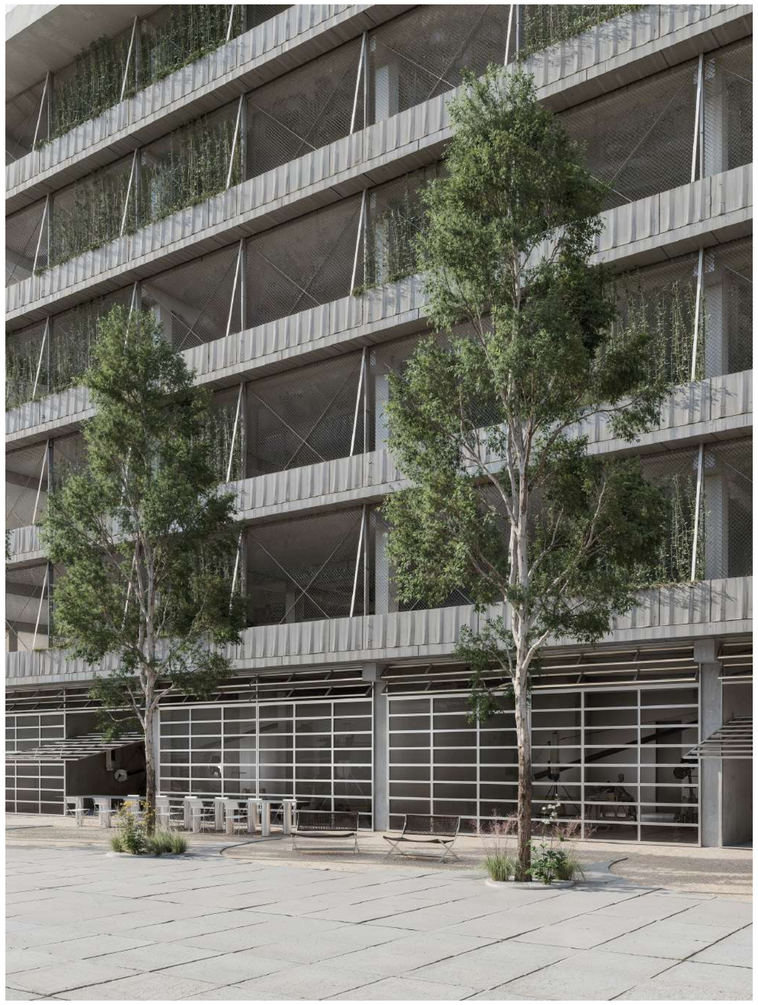
The project transforms a former industrial site into a self-sustaining cultural ecosystem where art is not merely exhibited, but actively born, lived, and sustained. Moving away from the traditional, passive model of a cultural center, this design creates an intense, multi-layered environment where production, education, and daily life seamlessly blur. It is a place where visitors do not just look at culture from a distance. They step directly into the machinery of creation.

This is not a place where culture comes to visit; this is a living ecosystem where art is born, housed, and sustained.

This project represents Open Culture as an inclusive and barrier free sanctuary where art is not just preserved but lived and created by everyone for everyone.





































Creative Hub

Pezinok