

ART FACTORY

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THIS IS SHOREDITCH, THE STREET ART HOTSPOT.

Within the district, there is a place that is different from the others laying nearby. Even though the quarter is full of graffiti, there is a significant place where it feels like the peak of the local street art scene. Why? Because the canvas is the concrete skeleton of a prior multi-storey carpark. It stretches upwards, and the art is visible from every angle. The creativity here knows no bounds.

When walking around, you can notice that the image of the city, with the graffiti canvas in front, suddenly looks like a patchwork. Layers upon layers upon layers, created and built over the years of the living environment of the city. And now I'm designing another new layer that is, though not trying to silence the existing one, but it's trying to help it to stand out.

Overall, the conversion of the building makes the abandoned place come to life again. The former carpark, originally designed with repetition and efficiency, is reimagined and serves as a foundation layer of a vibrant space for people, creativity and interaction. Instead of cars, it became a destination for anyone passing by, for encounters, for workshops and events and many of the worktime and freetime activities.

FORM: A DIALOGUE BETWEEN THE EXISTING AND THE NEW

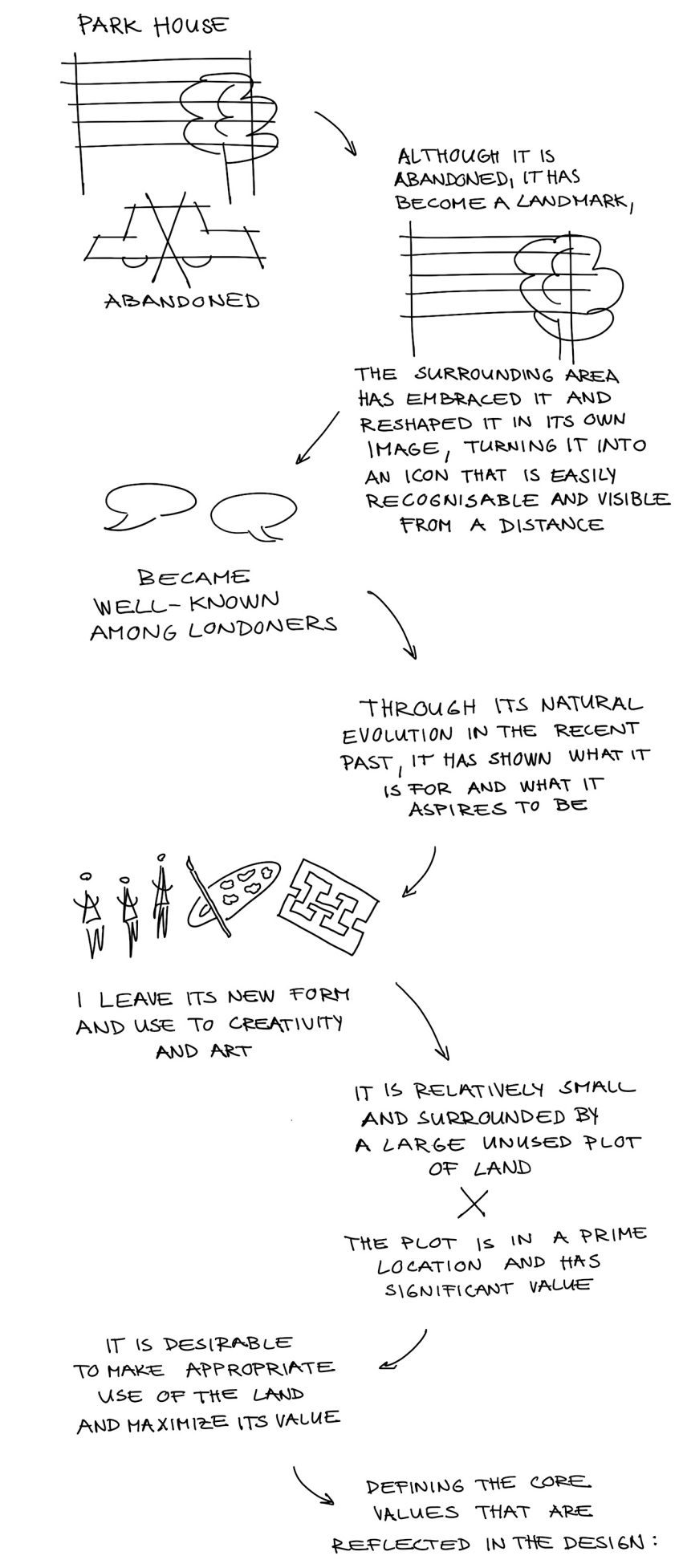
For me, the existing building is like an iconic sculpture that I can breathe new life into through adjustments and a new extension. A dialogue between the existing and the new emerges.

FUNCTION: COMBINING PRIVATE AND PUBLIC

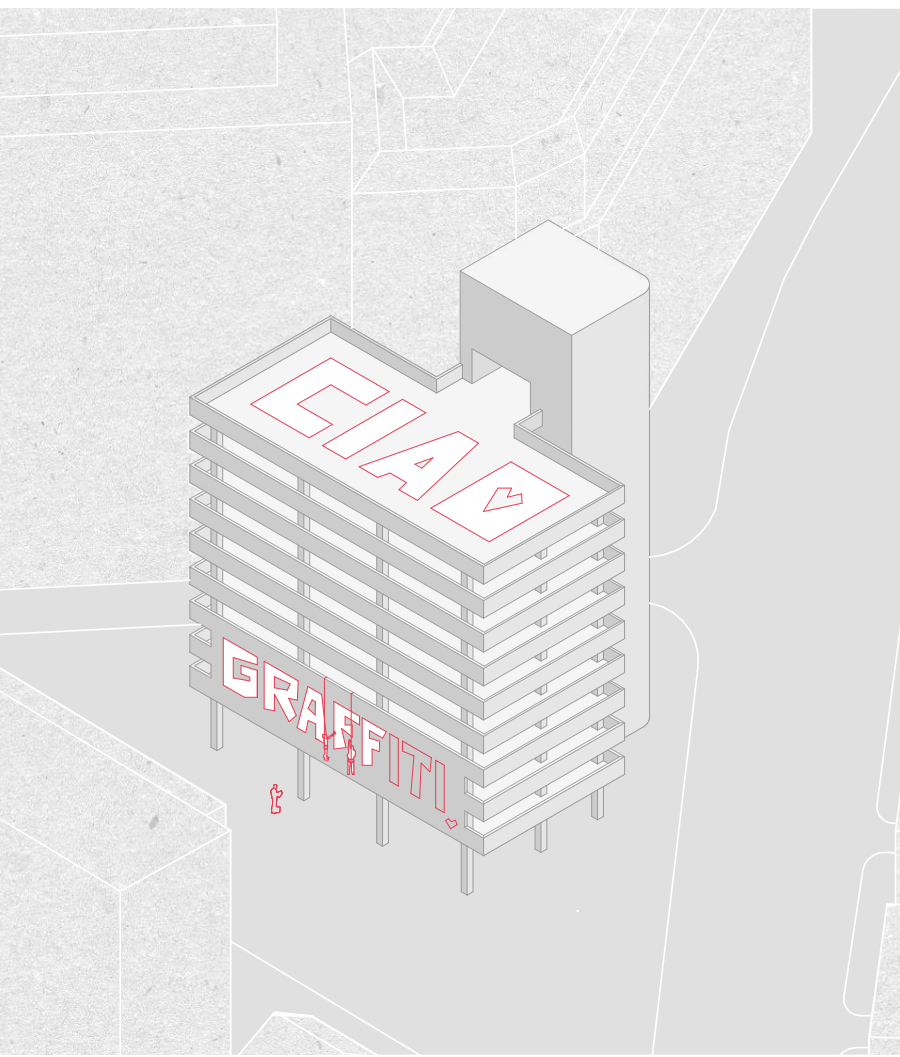
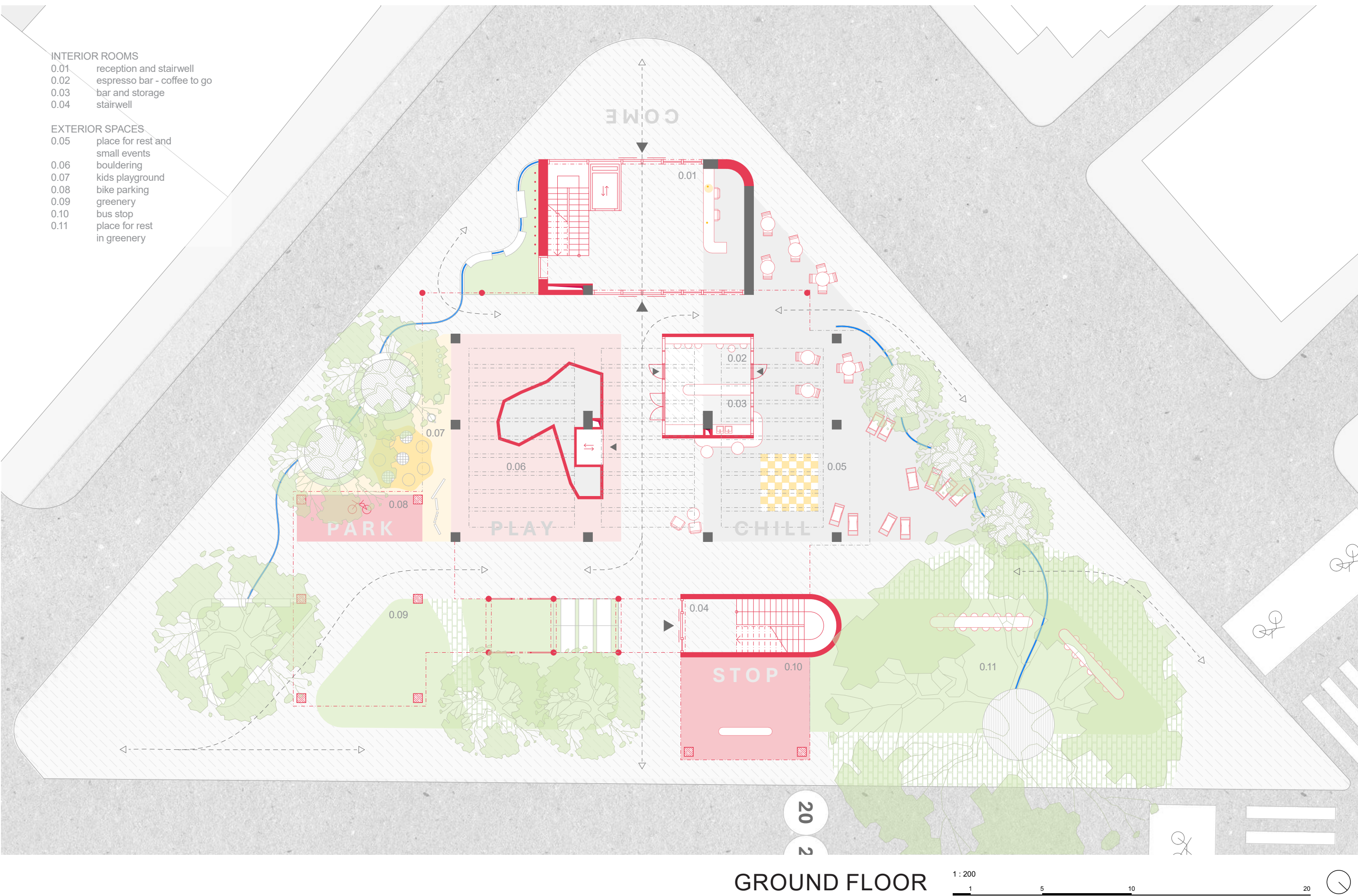
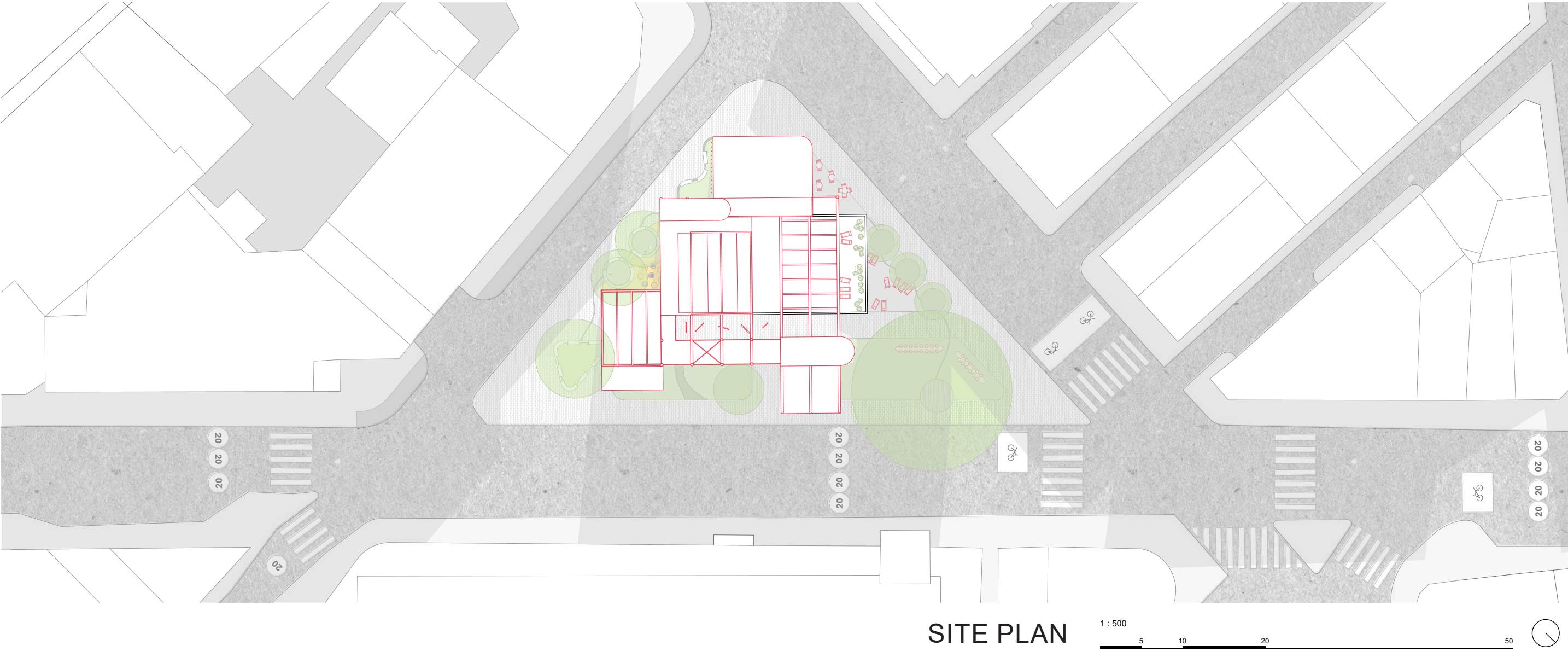
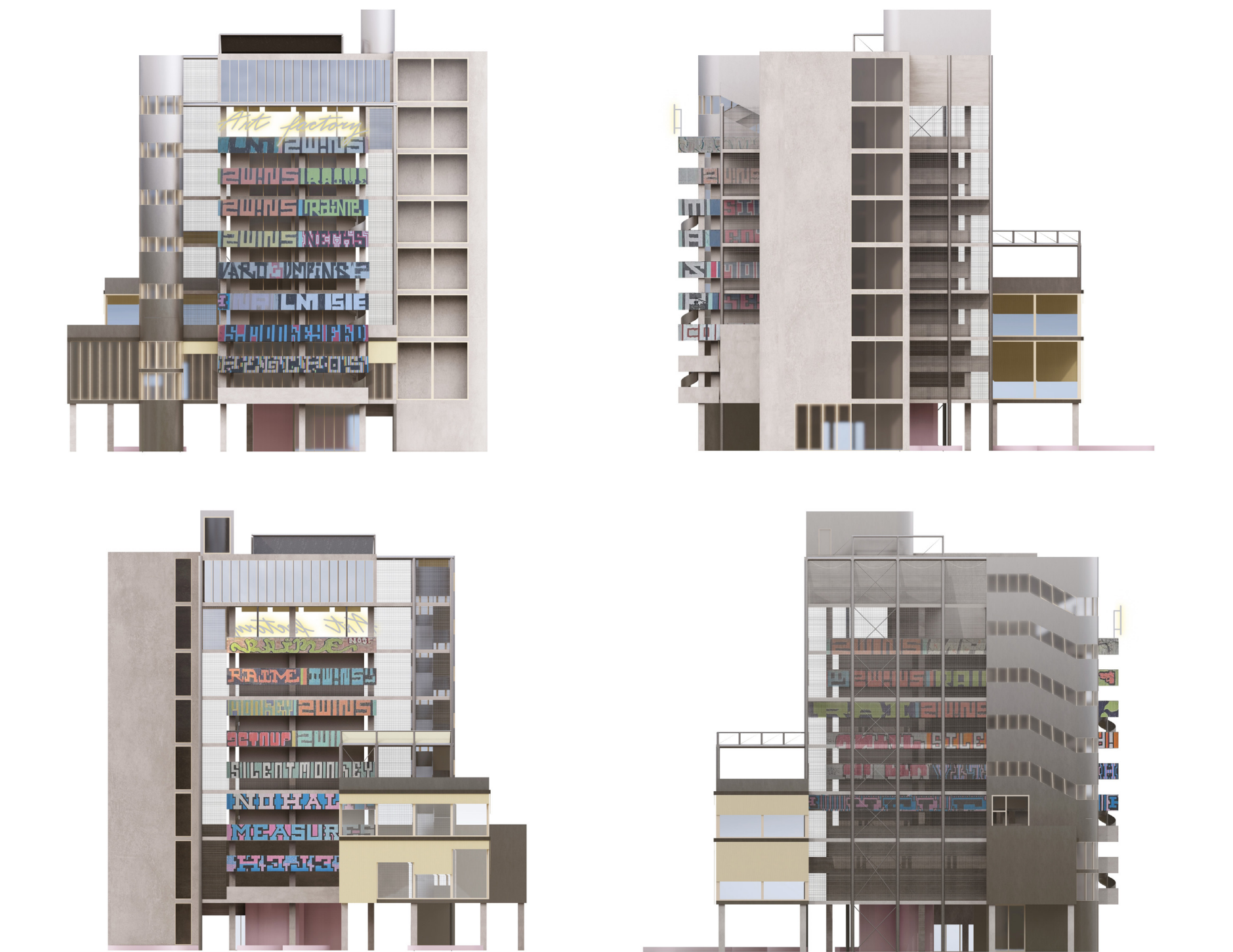
The patchwork continues even inside the building, where I combine private and public functions. The private part is designed as studios for creative professionals, while the public one is dedicated to supporting the district's local identity. Besides accommodating smaller public functions, it is suitable for exhibitions and events. The design aims to support the local communities of street artists and to match the Shoreditch vibe.

AND HERE IT IS: ART FACTORY, HIGHLIGHTING VALUES ALREADY EXISTING, FOLLOWING THE DISTRICT'S IDENTITY.

THOUGHT PROCESS BEHIND THE CONCEPT:

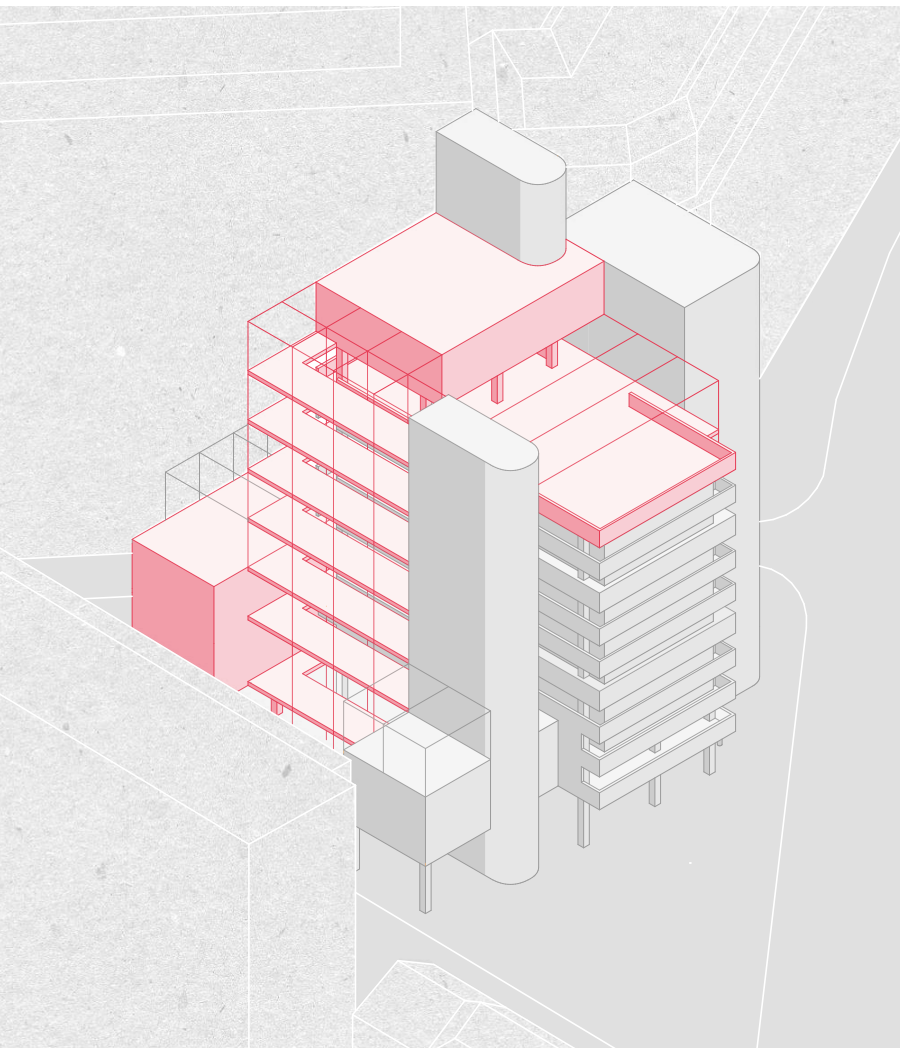


- It is already well-known and, in a way, famous
- There is plenty of outer space that is ideal for a high-quality public space
- Accessibility - it is not located within a built-up area but is surrounded by access roads
- Strong visual identity



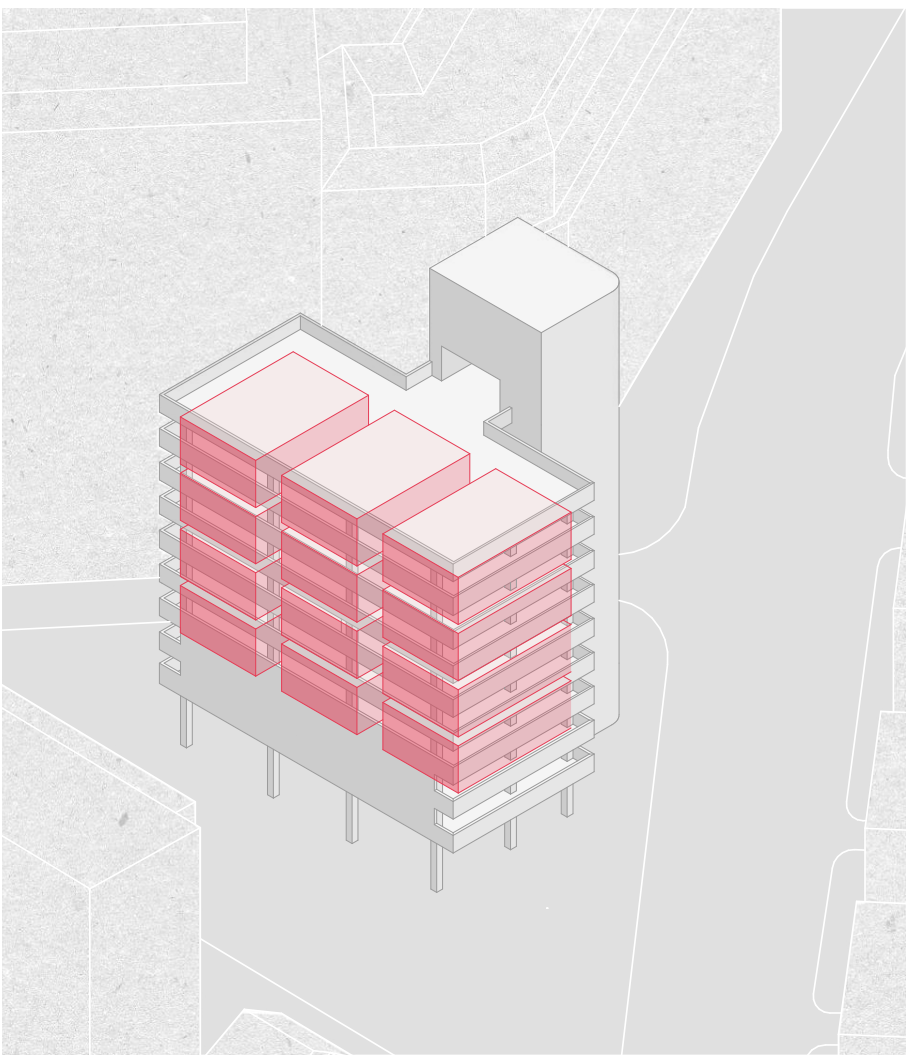
STREET ART CANVAS

In a neighborhood full of street art, artists have found this large concrete canvas to showcase their work. I am preserving it as an important street art landmark.



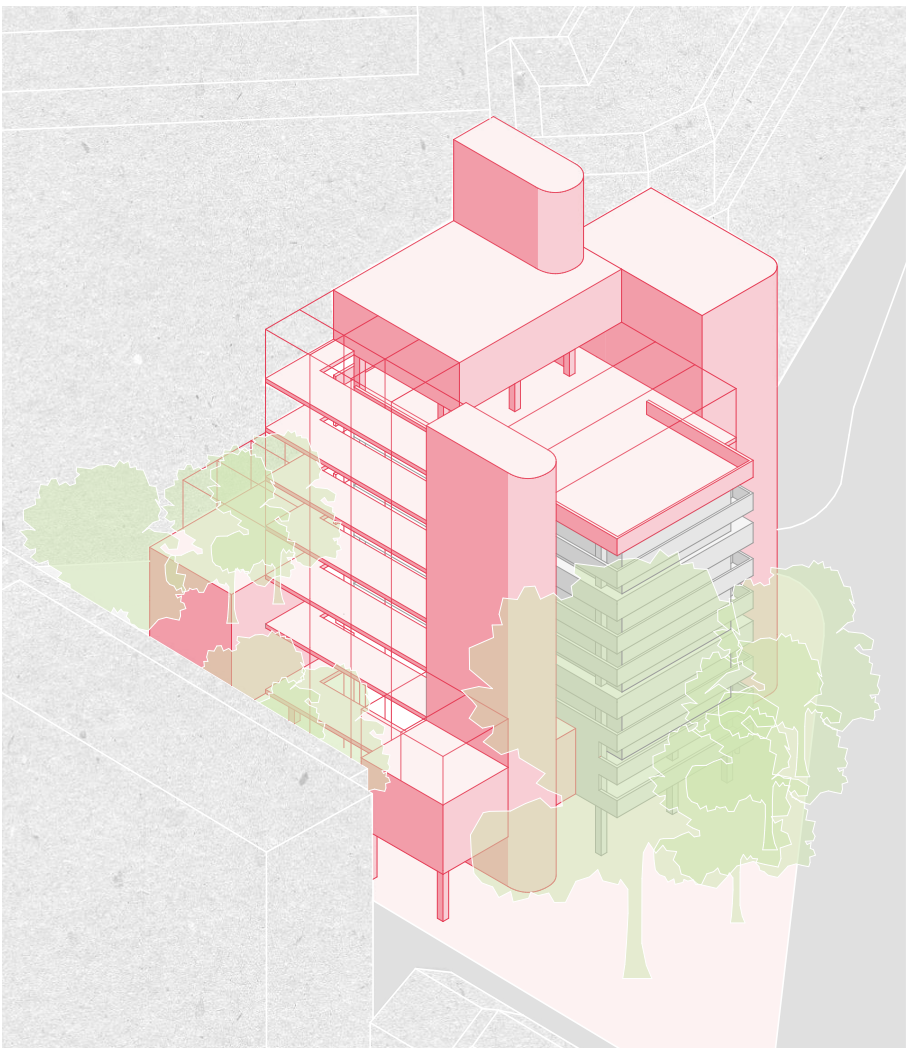
PUBLIC GALLERY

In the case of street art and graffiti, the art is intended for the public. This aspect is reflected in the new addition, which is largely used to display artistic works for the public.



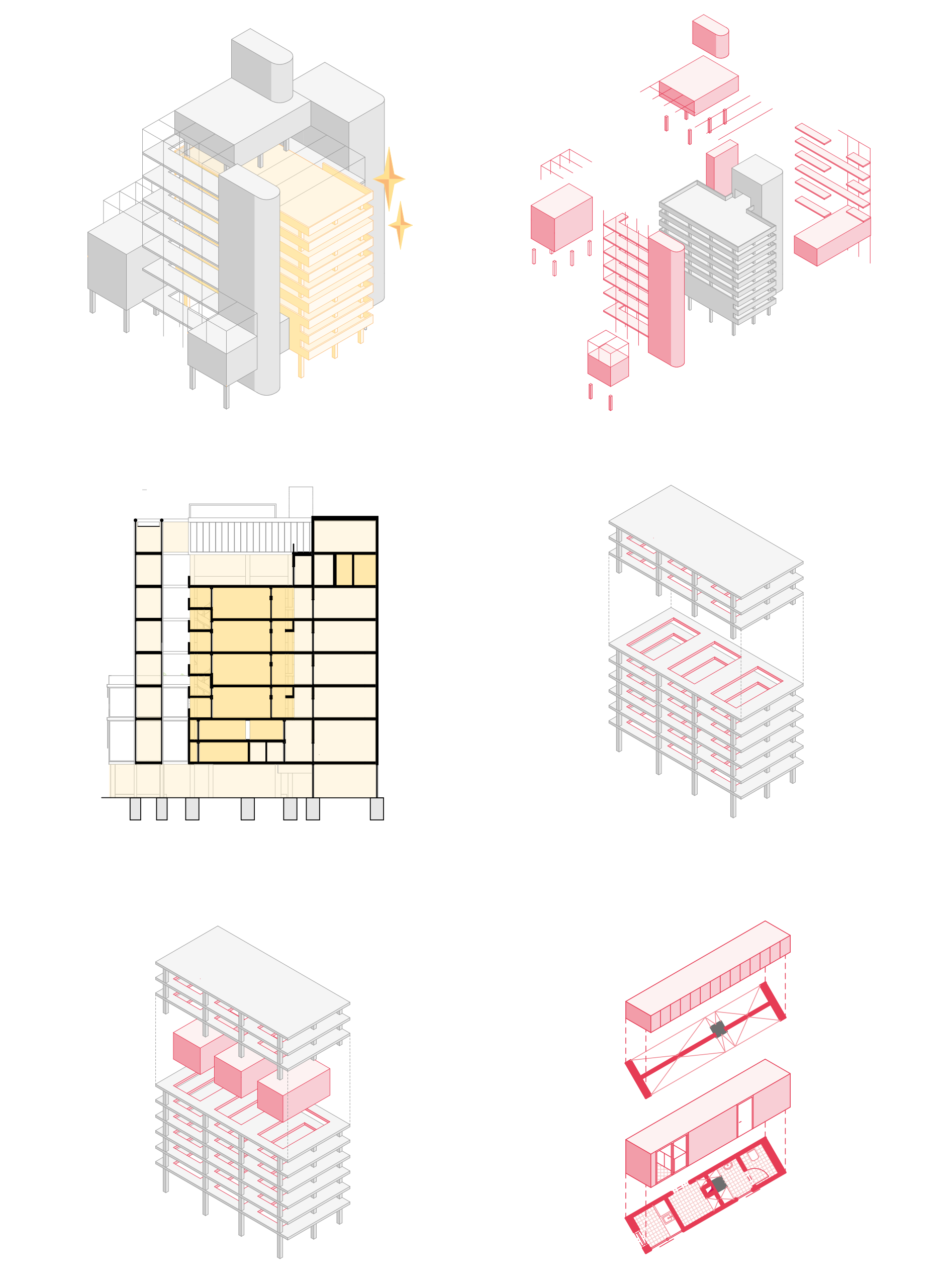
CREATIVE STUDIOS

Following this, I've incorporated studios into the building for creative professionals such as graphic designers, architects, illustrators, etc.

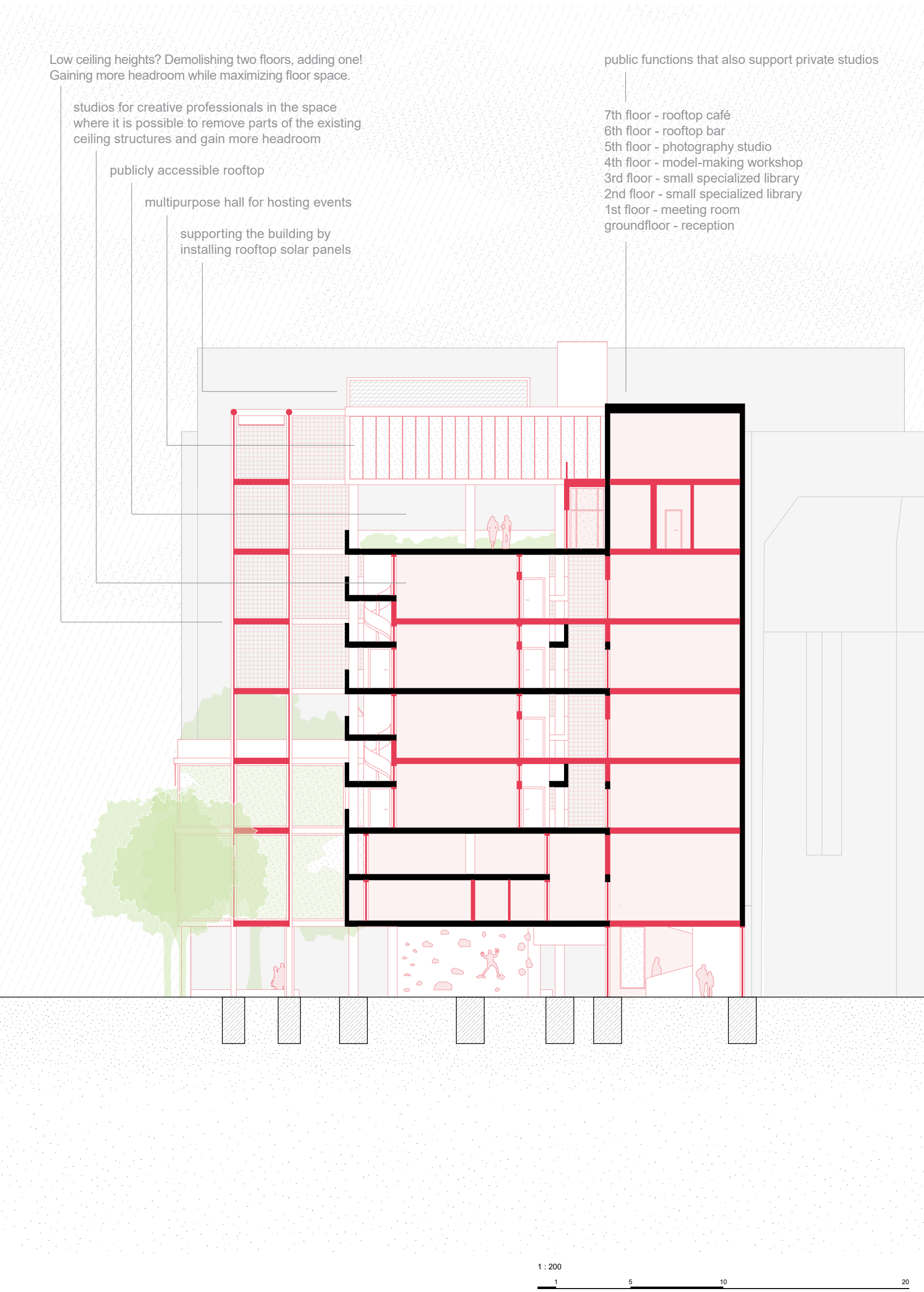


RICH PUBLIC SPACE

Furthermore, the entire building is surrounded by a rich public space. Altogether, the Art Factory is serving the public, art, and creativity.



1. Letting the original building stand out
2. Inspired by the city's patchwork
3. Combining public and private spaces so that they complement each other. /high yellow - public, dark yellow - private/
4. Adjusting the headroom
5. "Heigh ceiling" spaces
6. "Low ceiling" spaces



MIX- USE TYPOLOGY

Art Factory is designed to become a living, vibrant urban space that can be used during both worktime and free time. The building aims to be able to host a wide variety of events and to be suitable for many different occasions. Within the studio rooms, there is one dedicated to the creative director of the whole building, who is responsible for the program of events and the creative management of the building in relation to the public. The events can take place on the ground floor, in the open gallery, in the meeting rooms, on the roof, or in the large multipurpose hall at the top. The typology is similar to a couple of references, such as the creative and cultural center Nová Cvernovka in Bratislava, the platform of art, work, and creativity Telegraph in Olomouc, or Vechtlclub XL in Utrecht.

