



BRNO EXHIBITION CENTRE

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INTRODUCTION

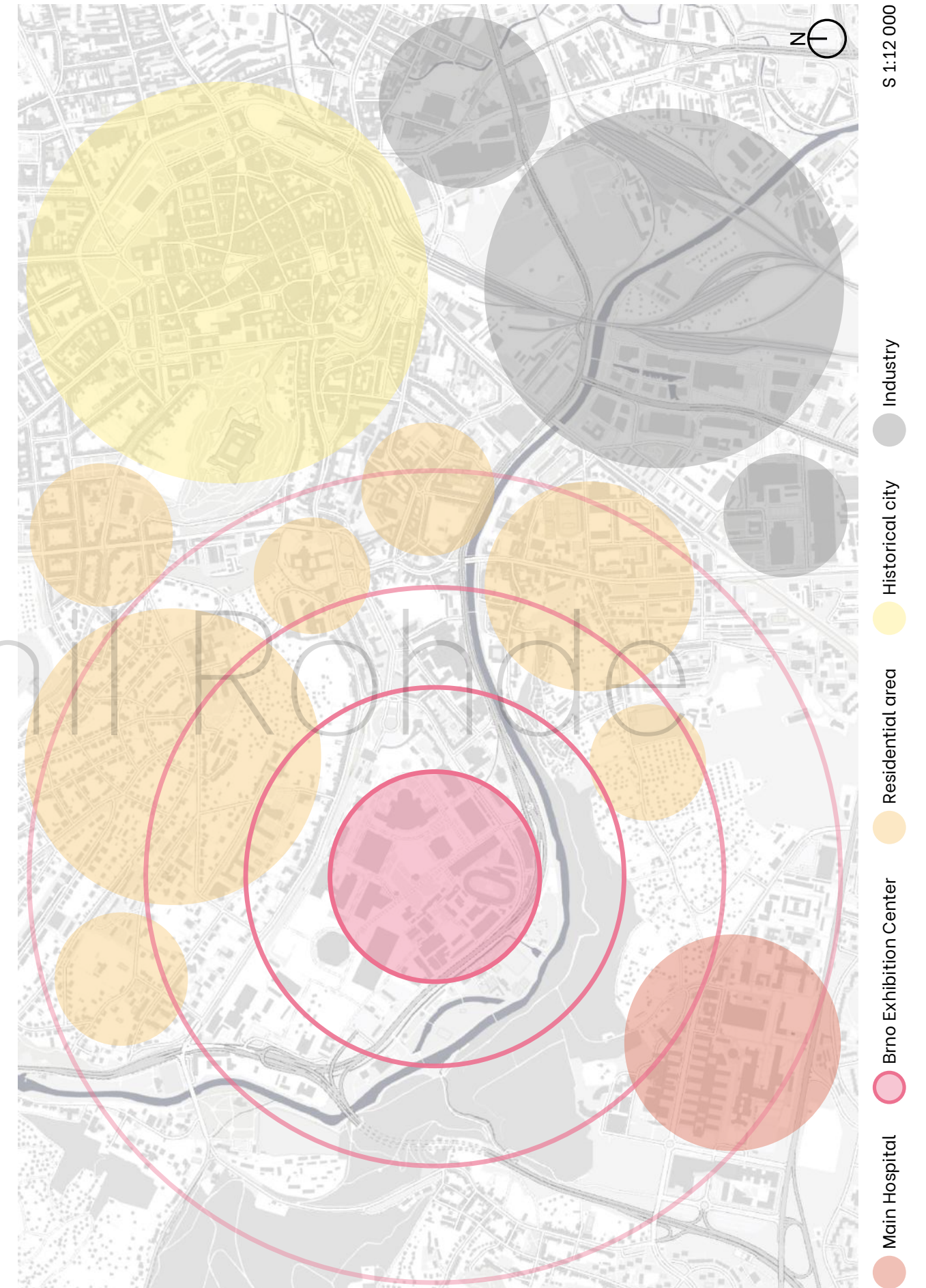
ASSIGNMENT | CIRCUMSTANCES

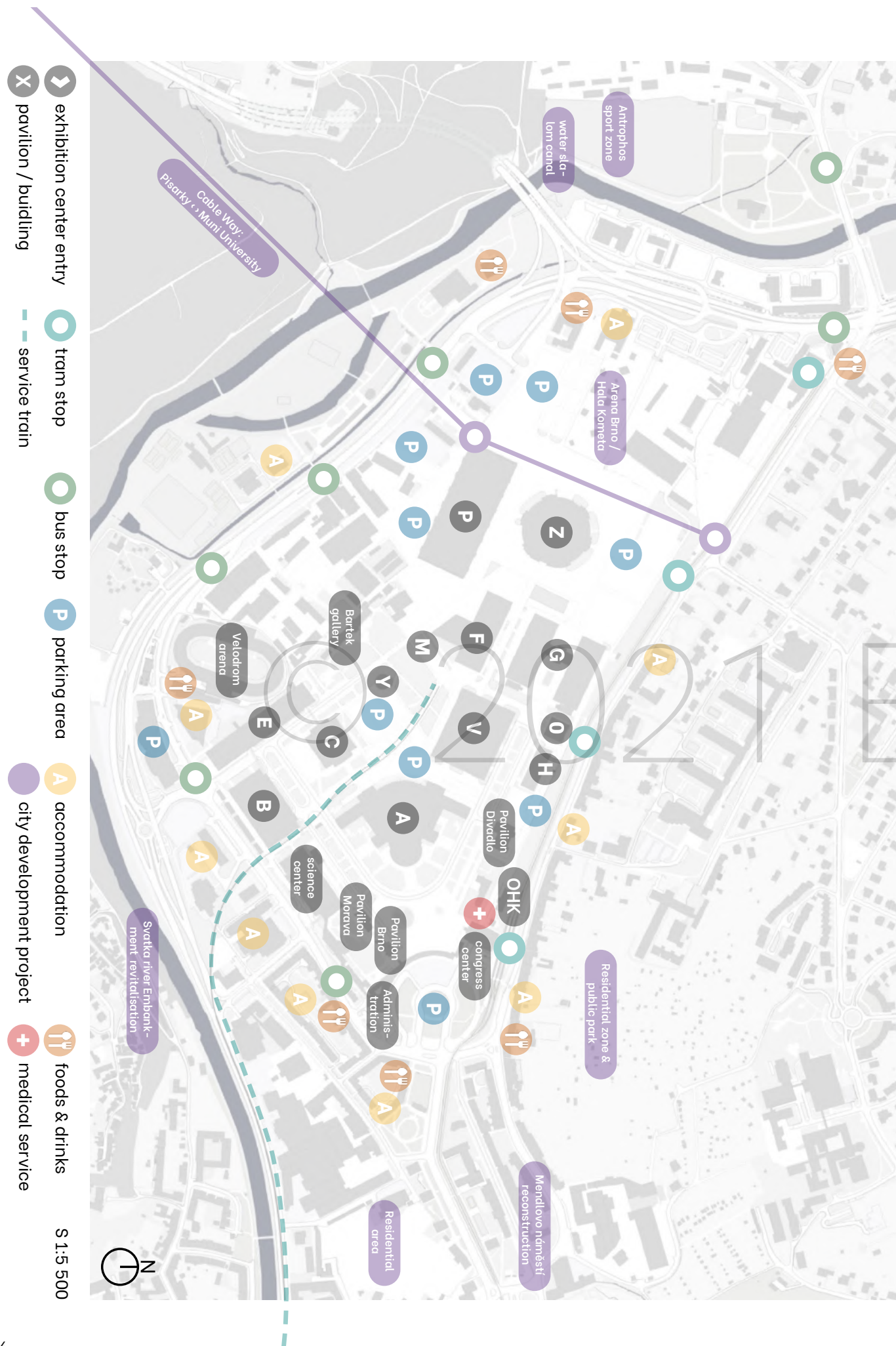
The Brno Exhibition Centre (BBV) is an area of great historical and architectural meaning, reminding of successful and influential fairs, many events like concerts and festivals as well as the valuable architecture of 20th century Europe. As in every part of society, needs, conditions and habits are changing throughout time which causes the necessity of reinvention to meet new demands and requirements.

The site reinvents itself in post-covid era as a place for mega events and European congresses. Urbanistic and architectural intervention should bring new life to main entrance area and change it into bustling social and cultural space.

The studio work will be going on with cooperation of the main BBV architect Ing. arch. Lenka Stepankova.

On the right can be seen the relation of Brno Exhibition Centre to the historical city center as well as other important places such as residential areas around Brno and the main train station.





ANALYSIS

FUNCTION ANALYSIS

The analysis that was made in the first part of the project as well as the long history of the exhibition grounds are essential to understand the importance of dealing with the multifaceted problems of Brno exhibition Center but also to justify and explain reasons for the design decisions being made during the planning process back in 1927/1928. It also reminds us of preserving and protecting historic monuments and its atmosphere while examining the exact issues on the site.

Almost 100 years ago, when the historical part of the convention center was built, fairs appeared differently as they were visited by up to 50.000 people per day which led to certain requirements like the wide main streets and large-dimensioned squares and entrance areas.

The historical pavilion A from the 1920s was enhanced by buildings in modernists style in the 1950s-1990s such as pavilions C and B, pavilion Brno and pavilion Morava as well as the Administration Office Building. Other pavilions were added later finishing with the multi-functional hall P in 2009 as shown in the map to the left.

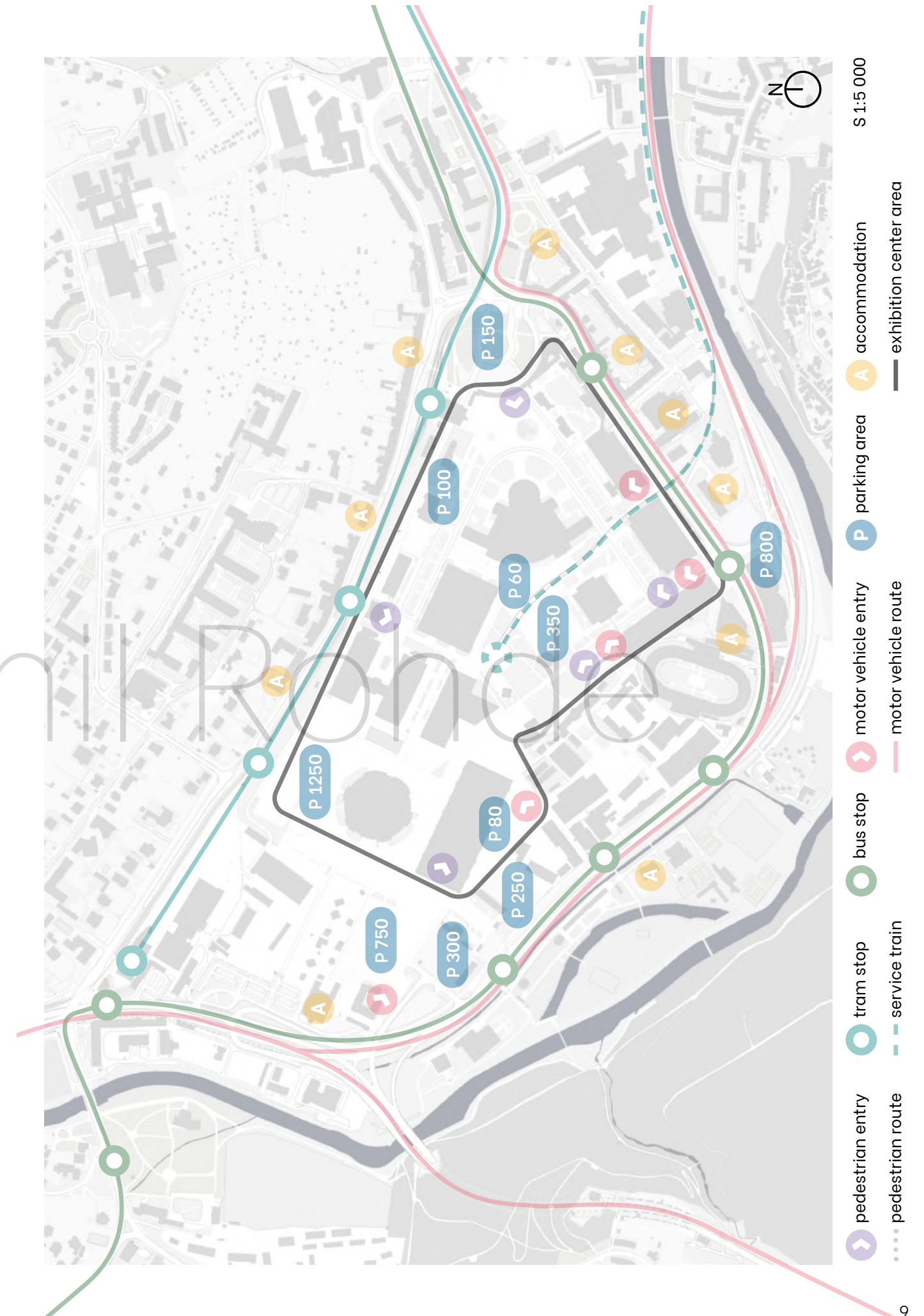
Today the exhibition center consists of 15 exhibition halls and provides space for ca. 30.000 people per day but 60.000 maximum although many fairs are only hold in parts of the Center as they don't require the whole space and generally expect less amounts of visitors than almost 100 years ago.

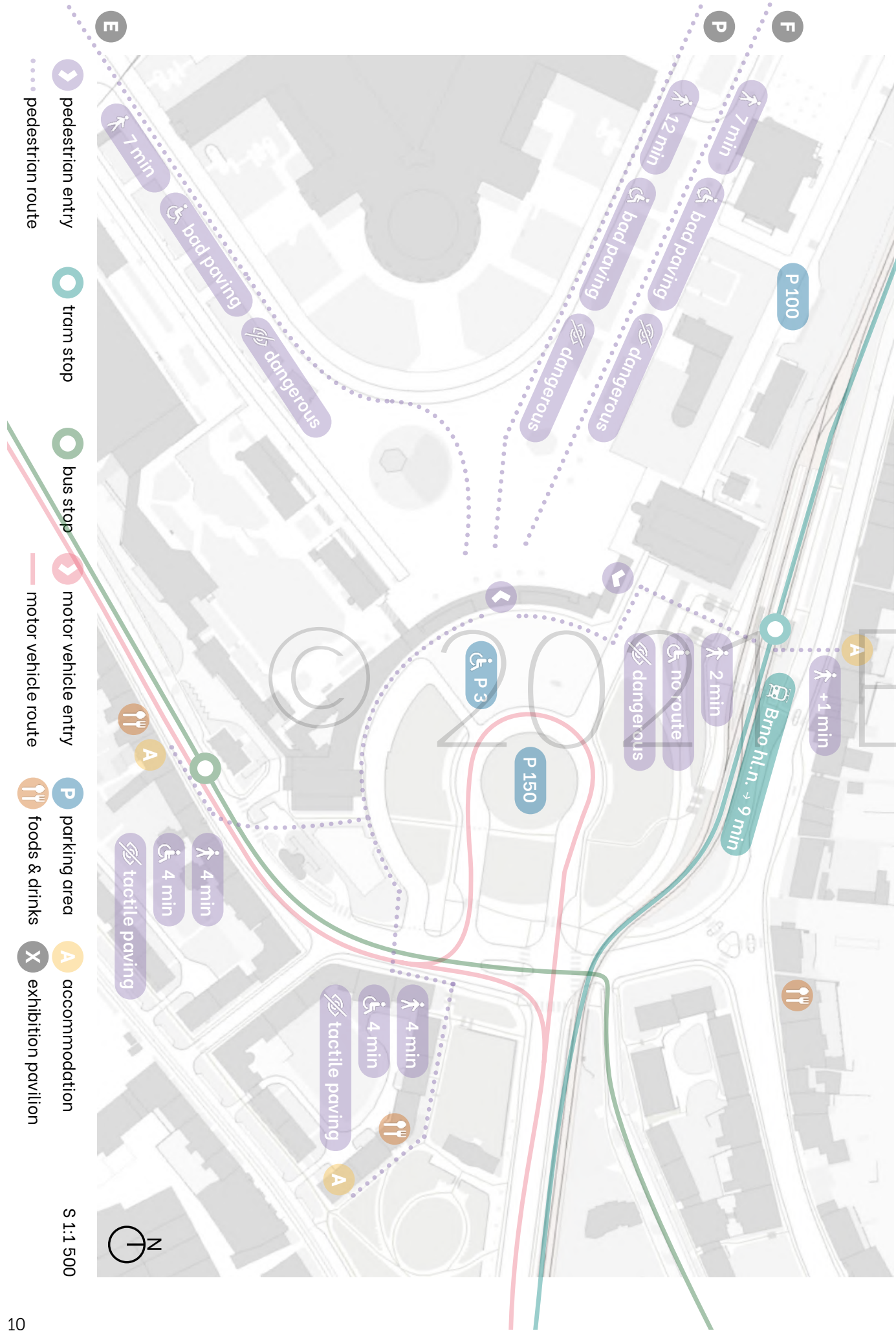
Analyzing the site using maps and first hand experience from a fair visit leads to four major conclusions which I am going to exemplify in this chapter by focusing on transportation, greenery and ambiance.

ANALYSIS

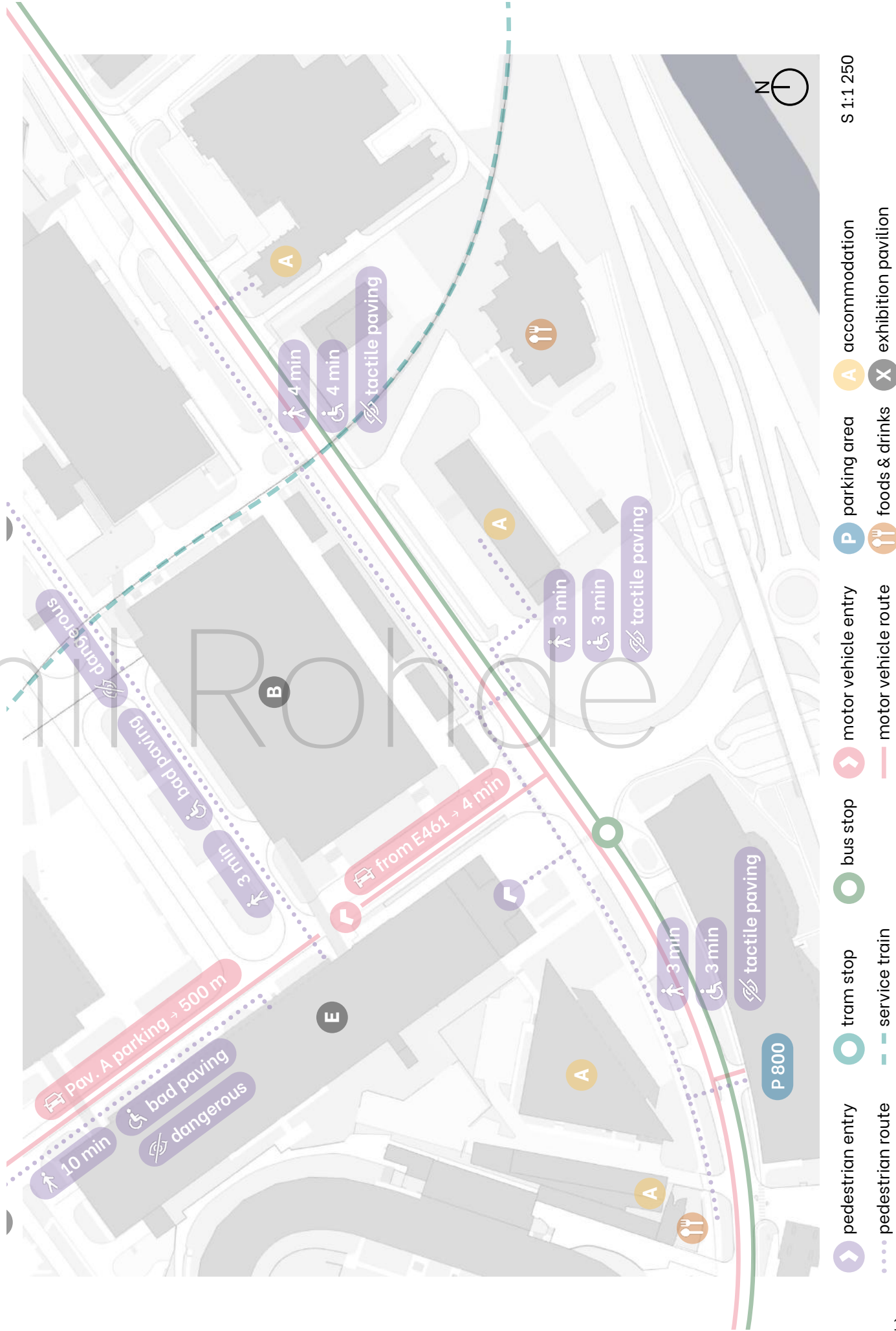
TRANSPORTATION

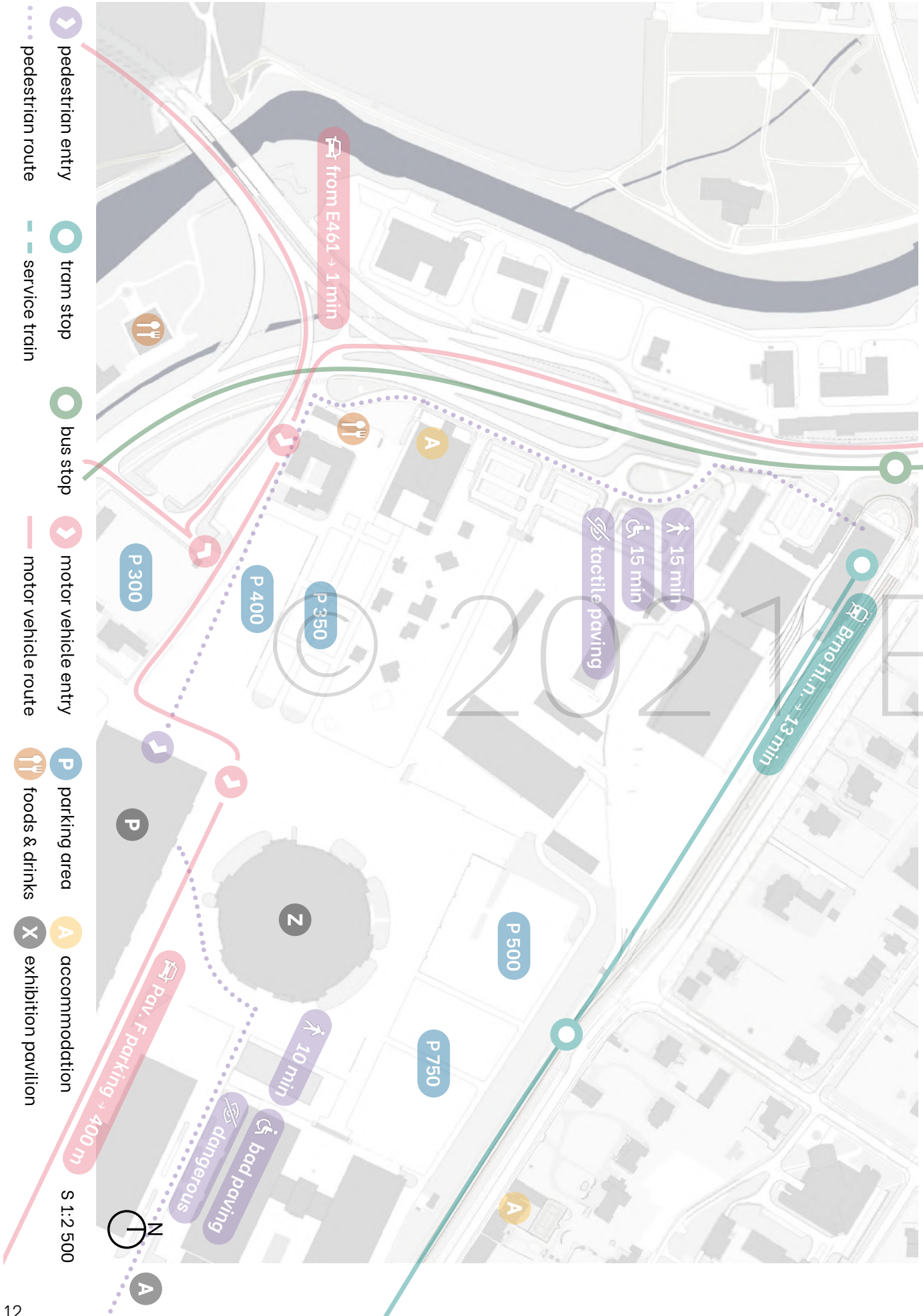
1. The way to the exhibition center with the public transport is fast and easy but once I left the tram stop and reached the main entrance the paving was damaged and ramps for wheelchairs and orientation helps for visually impaired people were missing. Combined with the distances between pavilions due to the huge area walking distances are quite long and the arrival is complicated especially for disabled people as described in the detailed maps of the three main entrances on pages 12–14.
2. The situation of parking is hardly understandable as parking areas are spread all over the place as can be seen in the map on the right. During a fair the main square behind the entrance was used as a parking space as well whereby it loses its historic valuable first impression for visitors. It led to the feeling that every free space can or is being used as parking space which lets the site seem disorganized.





mini Rohde





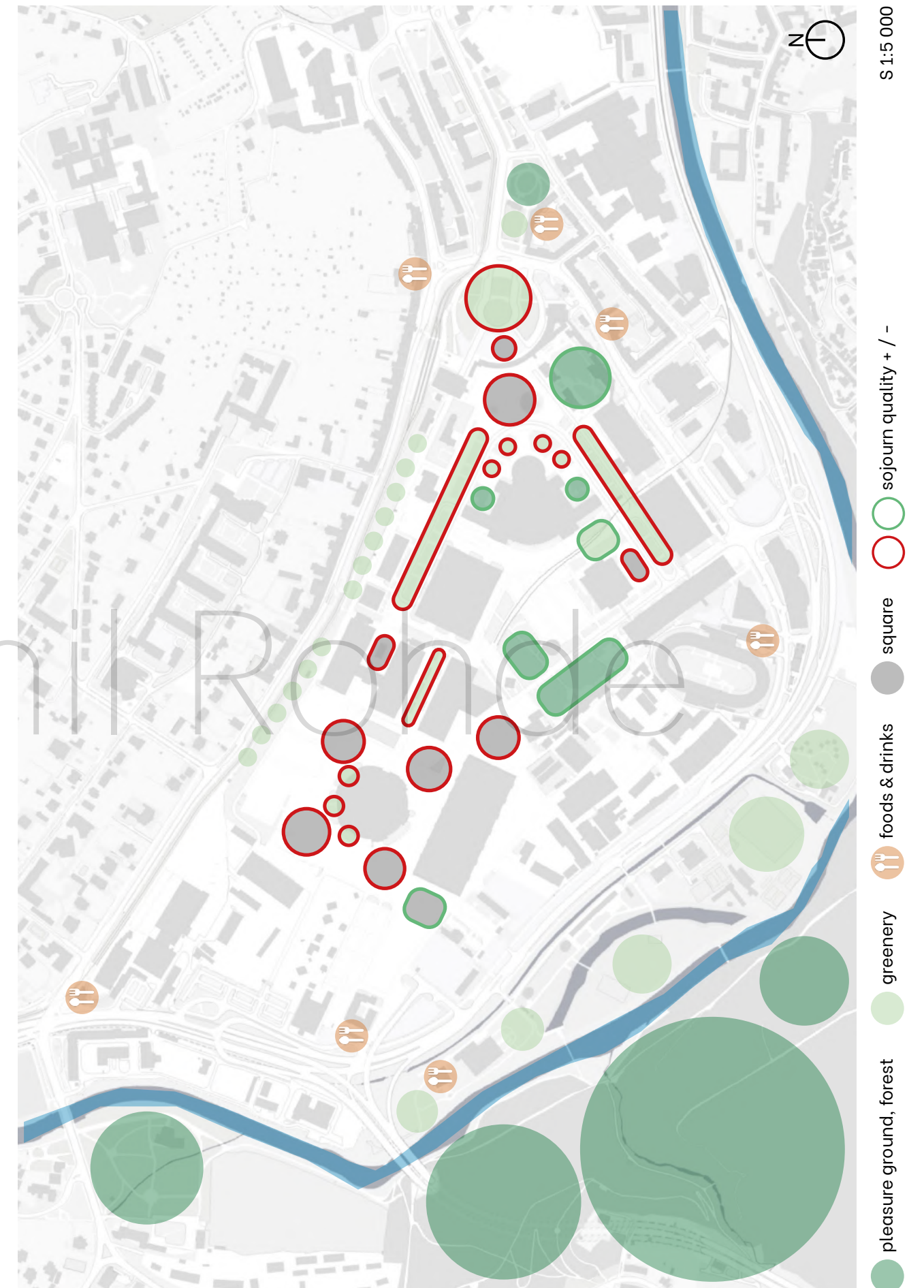
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ANALYSIS

GREEN SPACE AND AMBIENCE

3. Due to the numbers and conditions mentioned before the wide streets and squares appear to be out-sized in dimensions and empty. Accompanied by the lack of visitor streams I almost felt lonely till I reached the actual exhibition hall during my visit.
4. The last important point is greenery. On the site greenery is applied in many places by having grass, smaller trees, bushes and sometimes walking paths accompanied by benches. Also the main streets are equipped with benches on the green area next to the road. However, a sojourn quality that makes people resting, abiding and having a rest on the outside is missing as described in the map.

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Analyzing the site led to the conclusion that not only the main entrance area but the whole exhibition center needs to be the field to focus on. The lack of on-site transportation offers and orientation, clear (non-)parking zones, inaccessibility due to damaged paving and missing enhancements for disabled people as well as out-sized street and square dimensions that might be outdated for today's visitor amounts and unfortunate green areas and pleasure grounds are main factors that make people not feel welcomed and pleased to abide in the outside area of Brno Exhibition Center.

Café

PROJECT DESIGN

BRNO EXHIBITION CENTRE

The project design *Brno Exhibition Centre: adaptive – innovative – inclusive* deals with these exact issues and aims to improve accessibility, a fast and well-structured transportation, ambience and orientation system. Consisting of three major ideas which are used in multiple areas, a network of smaller, permanent and non-permanent interventions enhances the quality of the entire site and adapts to changing requirements and location of exhibitions and events.

↑ Perspective
the evening of an impressive day



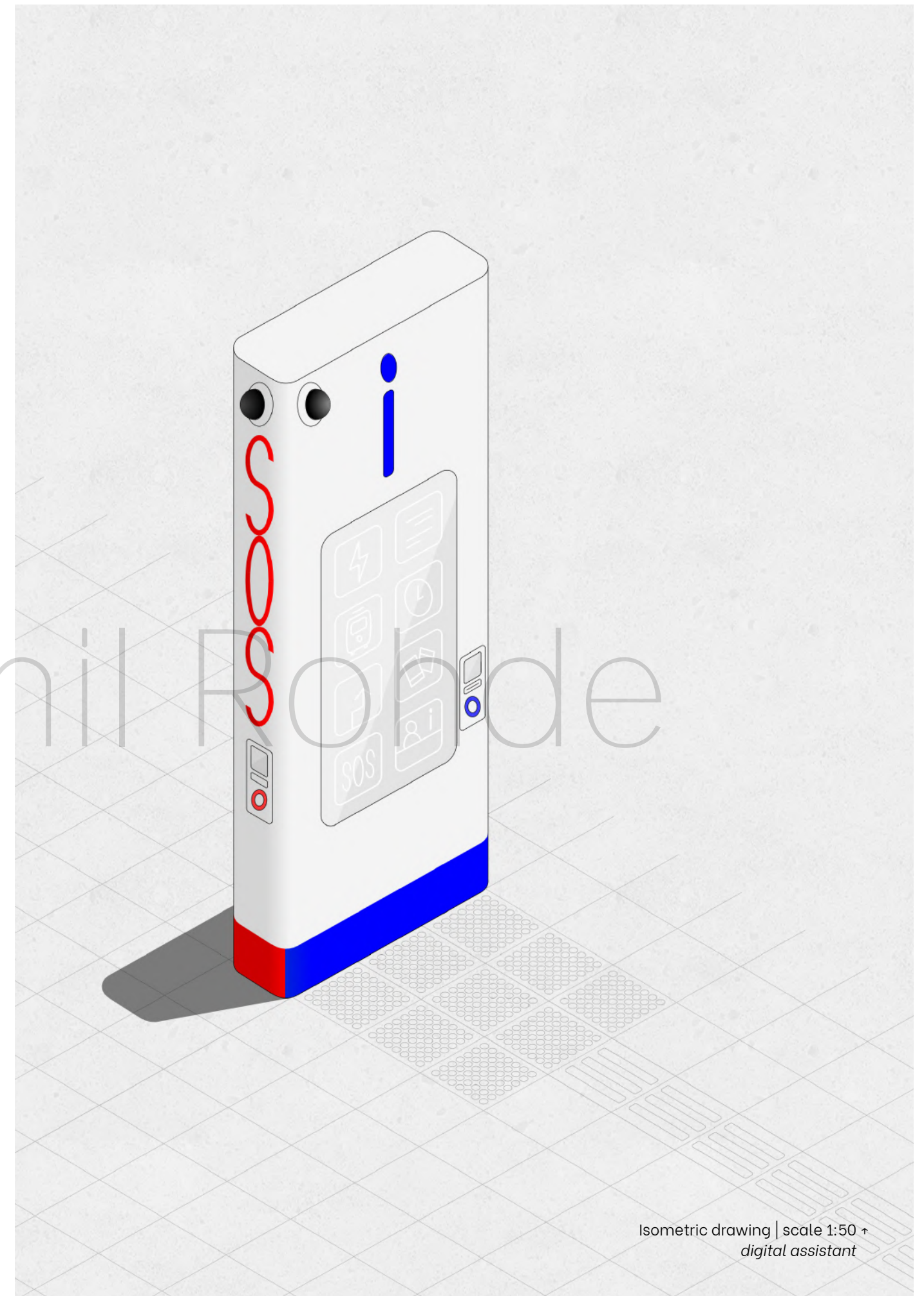
↑ Floor plan | scale 1:1500
mobility hubs, manipulation area, greenery

PROJECT DESIGN

HUBS | MANIPULATION AREA | DIGITAL ASSISTANT

All three main entrances are converted into mobility hubs, offering multiple means of transportation such as permanent tram stops, e-bikes for rent as well as a digital information and assistance system. It provides information on fastest routes to a location based on a scanned ticket, tram schedules, a ticketing system, emergency SOS, historical guides, opening hours and much more.

Especially people who arrive by car should be encouraged to change here for another mean of transportation and leave their car at the main parking area in the west that is connected to the highway or in the car park next to the southeastern entrance. That again makes it possible to clear the inside area of exhibition center from desolate, inaccessible parking lots and relocate special parking for disabled people, VIP and service in manipulation areas next to every exhibition pavilion.



Isometric drawing | scale 1:50 ↑
digital assistant



PROJECT DESIGN

TRANSPORTATION BELT | ISLAND-TO-ISLAND

A transportation belt gets all exhibition halls and the three major entrances (mobility hubs) connected in an island-to-island-principle. Elevated islands between road and tram lane mark possible locations of non-permanent tram stops precisely next to the requested exhibition hall. Movable installations like bistros, exhibition information, cycle stands, benches and greenery enrich the tram stop and atmosphere.

↑ Isometric drawing
non-permanent tram stop setting



transportation belt & sidewalks | above road level: 0,1 m | width: 4,0 m

floor outlet boxes for easy power and data supply | concrete pavement slabs 600 x 400 x 50 mm | cable duct for power and data supply | drop kerb at pedestrian crossing | tactile indicators 300 x 300 mm concrete paving for visually impaired people

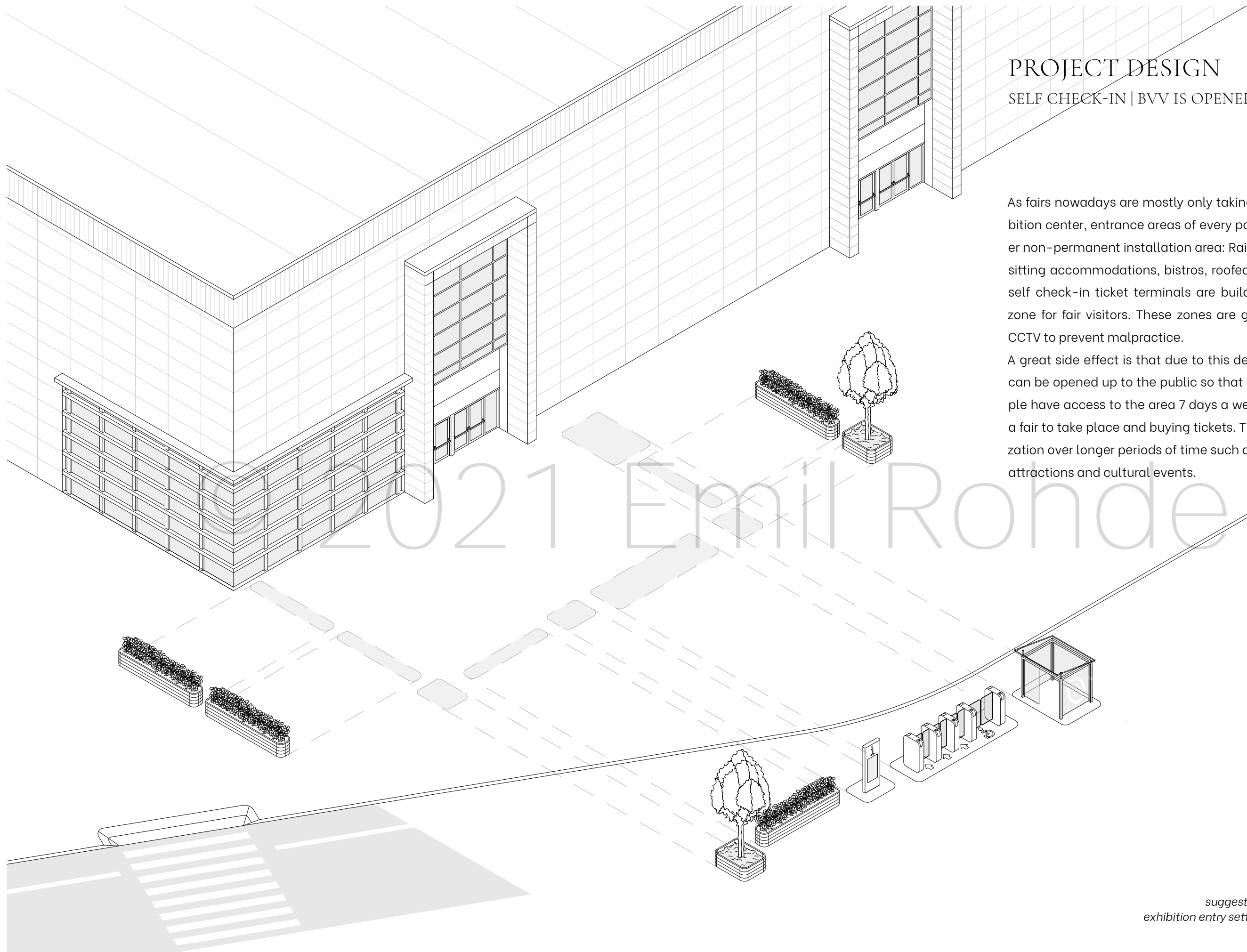
cycle path | 1,4 m

mastic asphalt surface with red color pigment

road | 8,0m

repairs and new streets with common layering and asphalt surface | adding of road markings

Cross-section A-A | scale 1:200 ↑
transportation belt, expanded greenery
with non-permanent installations



PROJECT DESIGN

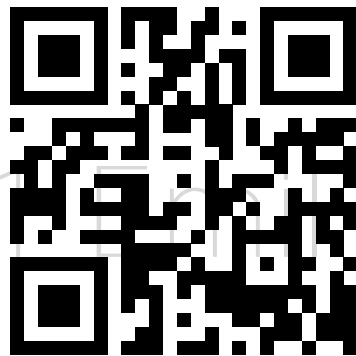
SELF CHECK-IN | BVV IS OPENED TO THE PUBLIC

As fairs nowadays are mostly only taking place in parts of the exhibition center, entrance areas of every pavilion are becoming another non-permanent installation area: Raised greenery and tree beds, sitting accommodations, bistros, roofed smoking sections and the self check-in ticket terminals are building a prioritized, enclosed zone for fair visitors. These zones are guarded by security staff or CCTV to prevent malpractice.

A great side effect is that due to this decision the exhibition center can be opened up to the public so that tourists and interested people have access to the area 7 days a week even without waiting for a fair to take place and buying tickets. This again allows a new utilization over longer periods of time such as cafes, restaurants, tourist attractions and cultural events.

Isometric drawing ↑
suggestion for non-permanent
exhibition entry setting (here at pavilion P)

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