

THE EVENT CITY

BRUSSELS, A VENTUROUS CITY WITH A IDENTITY CRISIS.

Brussels is a city full of events and happenings, positive or negative. The city is constantly moving which is also a cause for even more and new events. A lot of these events take place at the Grote Markt in the city center because of its classical appearance. The other events are spread around town or take place on the now car free Anspachlaan.

With the current design being under construction the boulevard will lose a lot of its free space, since it's being obstructed with vegetation and furniture. Big events like the Zinneke Parade can hardly take place when there is such a big loss of space. This design is a perfect example of Brussels it's architecture, taking something which is already being used somewhere else and trying to implement it into the city. This has been happening a lot in Brussels over the century.

Brussels is constantly looking for a new identity by taking elements from other cities. What makes the city? What is the identity of Brussels? In my opinion the diversity in architecture is the identity of Brussels. Even though it isn't always pretty, there is something about it. It makes the city. Why don't we embrace this diversion and emphasize it for the sake of the events in Brussels?



Flower Carpet



The project which is under construction now, is just a 'beautification' of the boulevard. Something which can be seen all across Europe. Just because it's functioning somewhere else doesn't mean it will function in Brussels in the same way.



Brussels 'clash' in architecture. This plays a big part in the city's identity.



Zinneke Parade



Irisfeest



Mariahilfer Strasse, Vienna



Promenade, Salou



La Rambla, Barcelona



Wenceslas Square, Prague



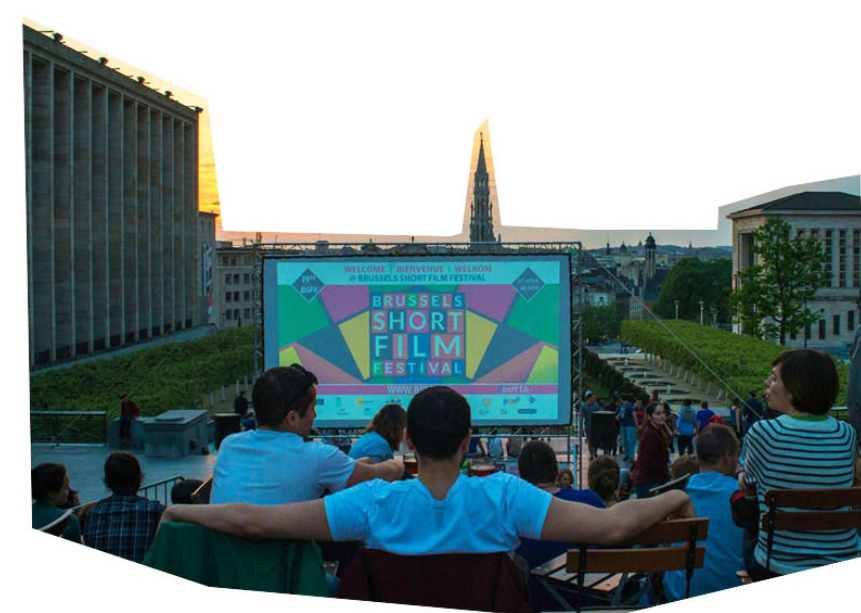
Exhibition Road, London



Købmagergade, Copenhagen

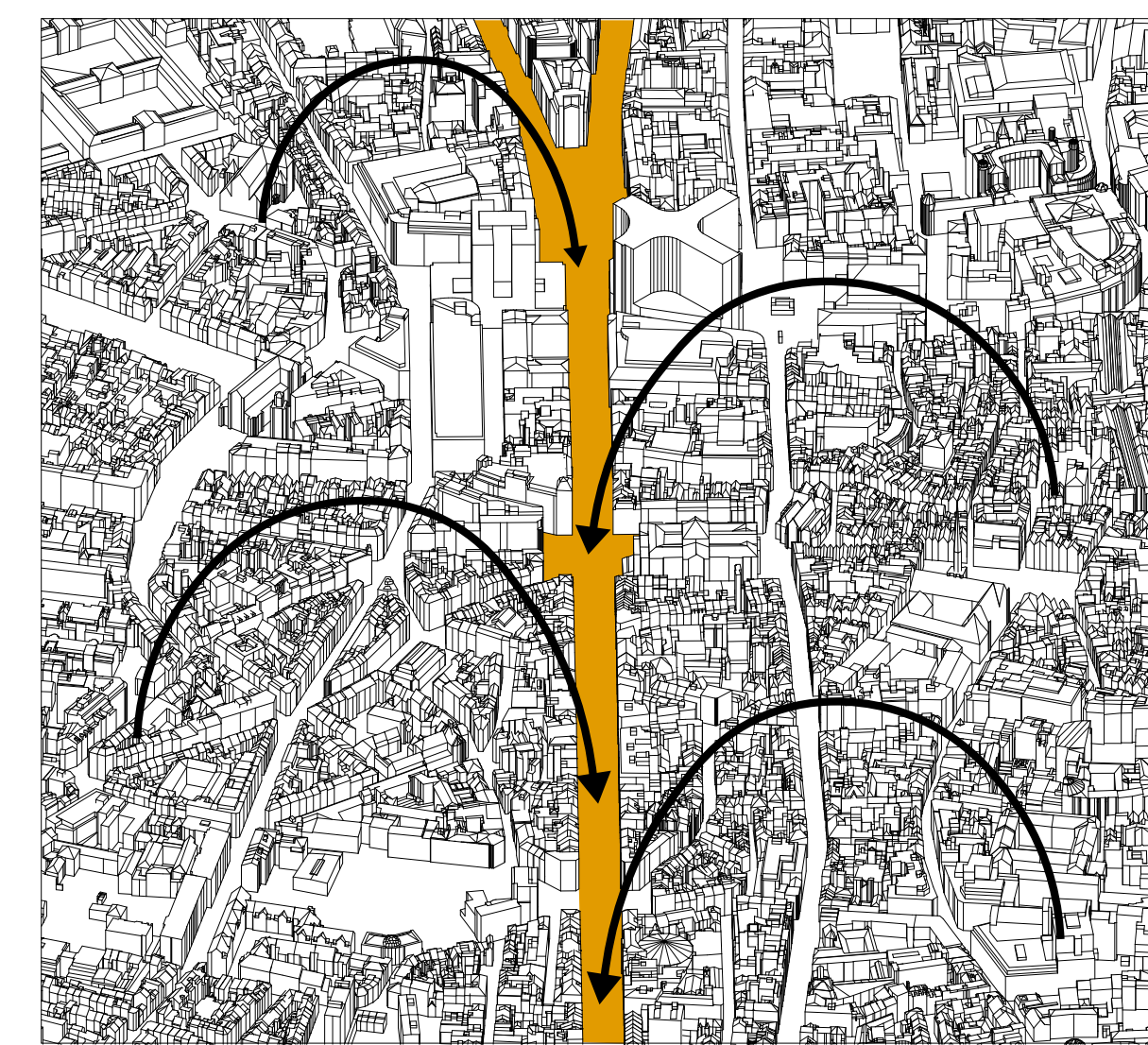


Beer festival

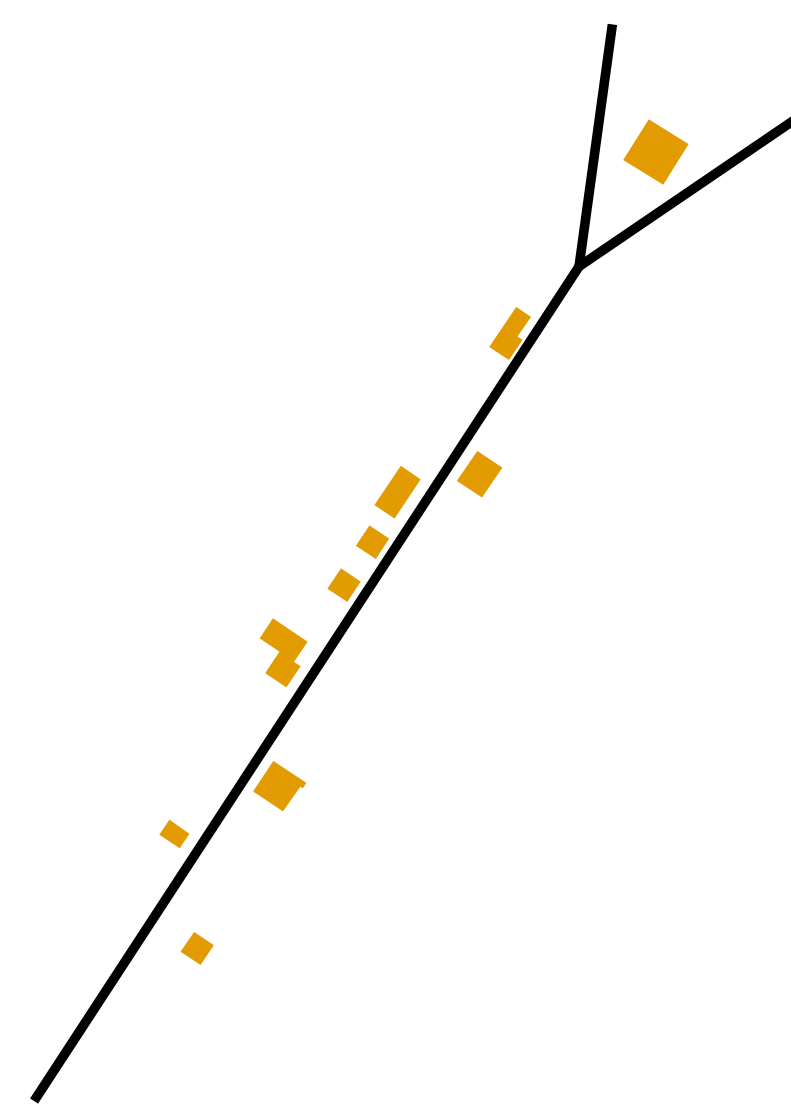


Brussels Film Festival

THE INTERVENTION



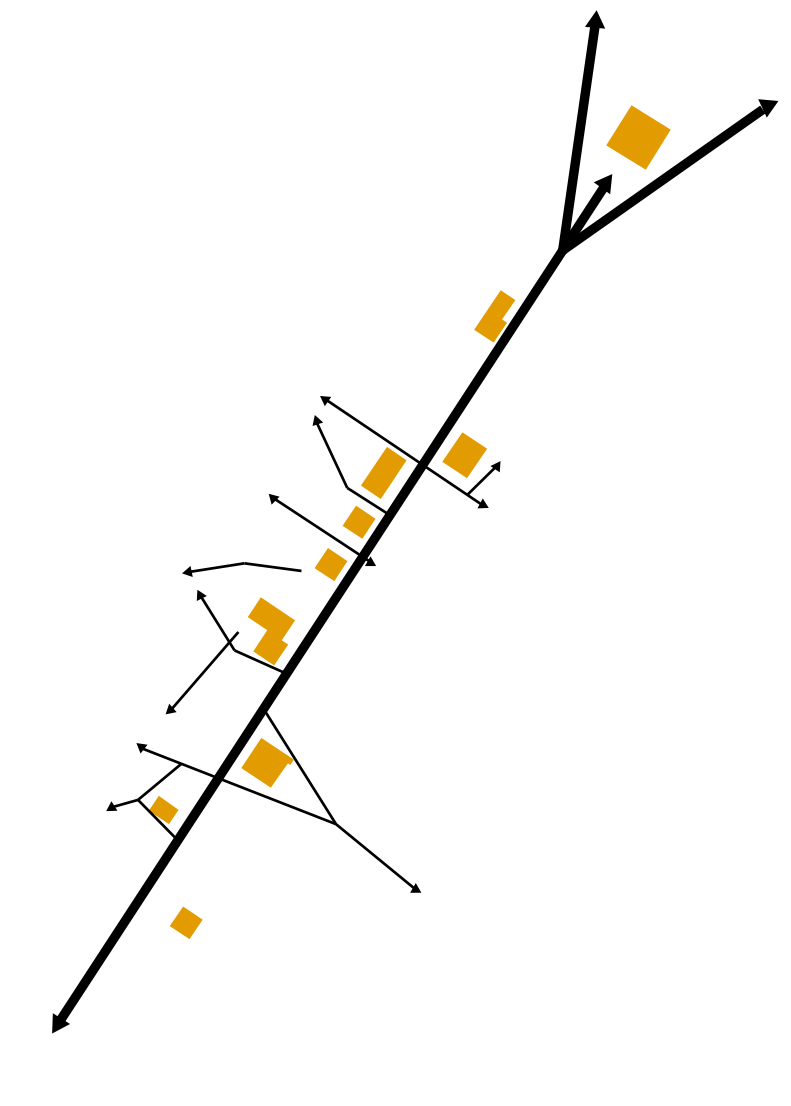
Boulevard Anspach is a place for the city to express itself. The people of Brussels come to the boulevard to celebrate, to grieve, to remember, to demonstrate. A lot of people in the city come to this place to express those emotions. A lot of big scale events take place on the boulevard.



To stimulate the boulevard for more events, 10 new structures will be placed alongside the boulevard reaching from The Brouckère Square to The Fontaines Square. It is important that they will be placed alongside the boulevard, not to obstruct the large space which the boulevard offers.



The new structures will make use of the neighbouring streets. They will mostly be placed on streetcorners to create a dialog between the boulevard and the smaller streets. Therefore the deserted side streets won't be ignored anymore and will become more accessible as well.



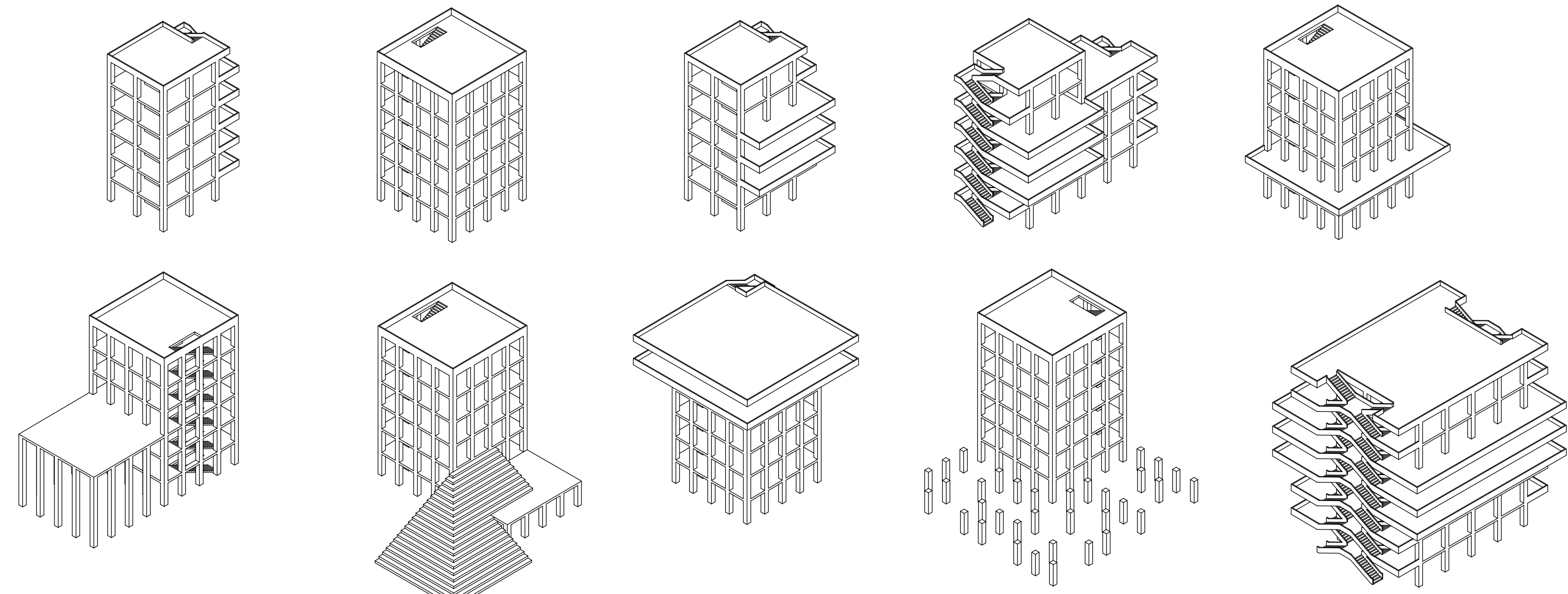
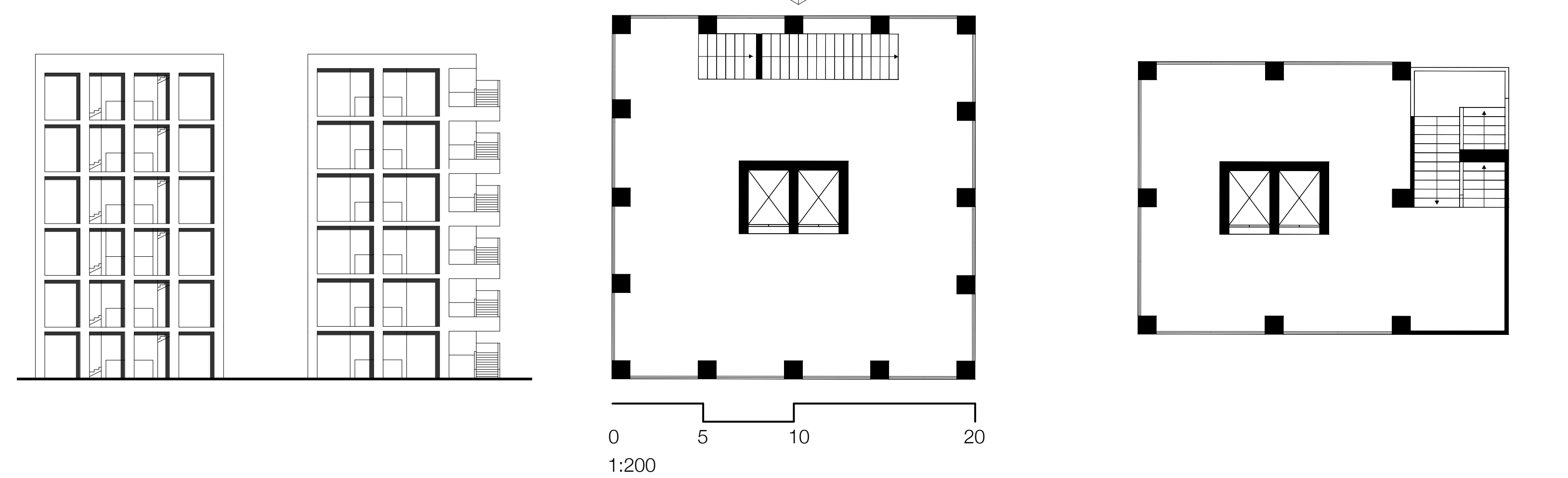
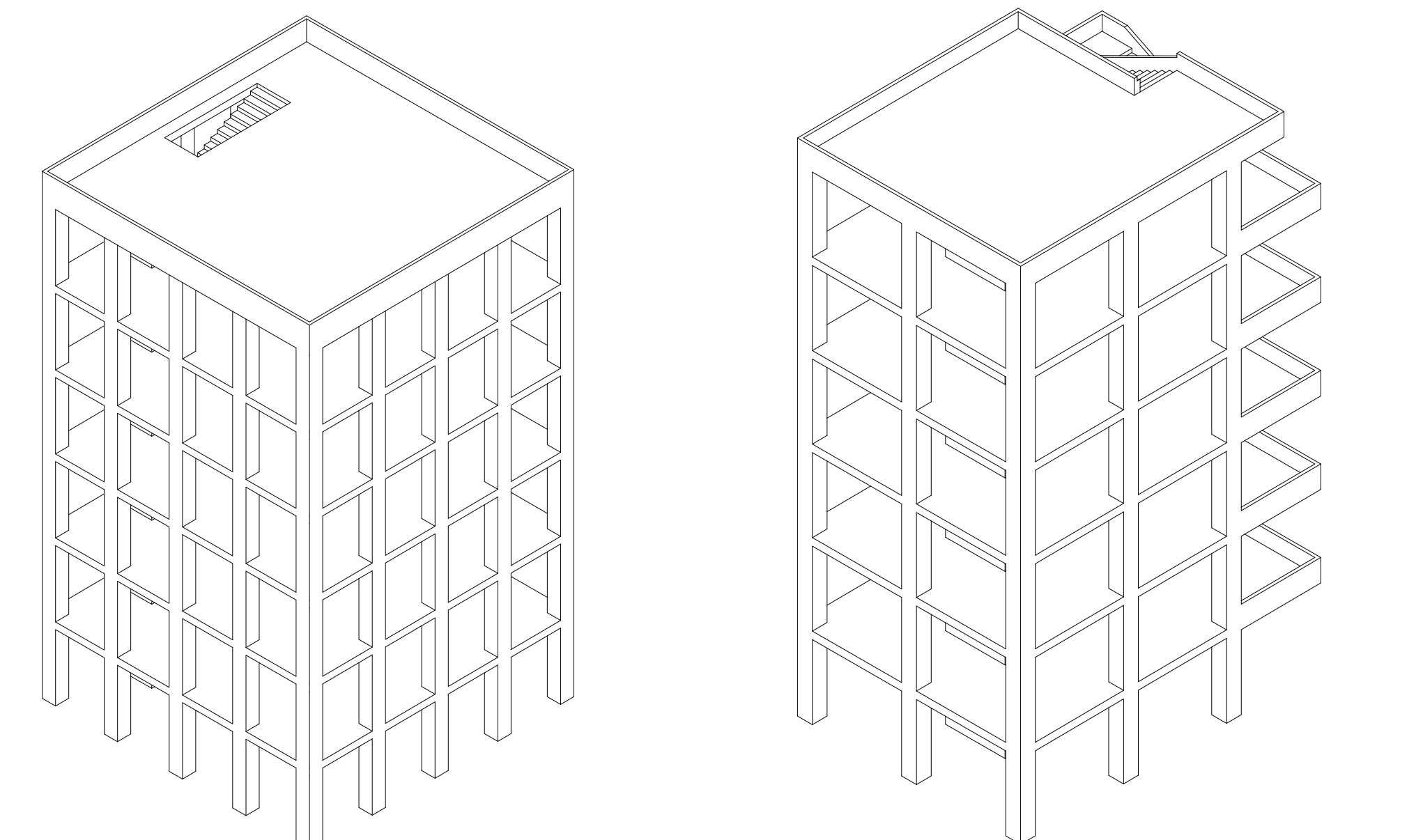
The result is that the boulevard will keep its large amount of space while creating new places for events to take place. The structures placement will also cause for a dialog between the boulevard and its side streets. This will make the context more relevant for the boulevard.

A STAGE FOR THE CITY

The intervening structures will have a basic shape to start from, so that it is easy to develop and redesign them. The two basic shapes are 20x20 meters and 15x15 meters. One for the larger spaces and the other one for smaller more narrower spaces.

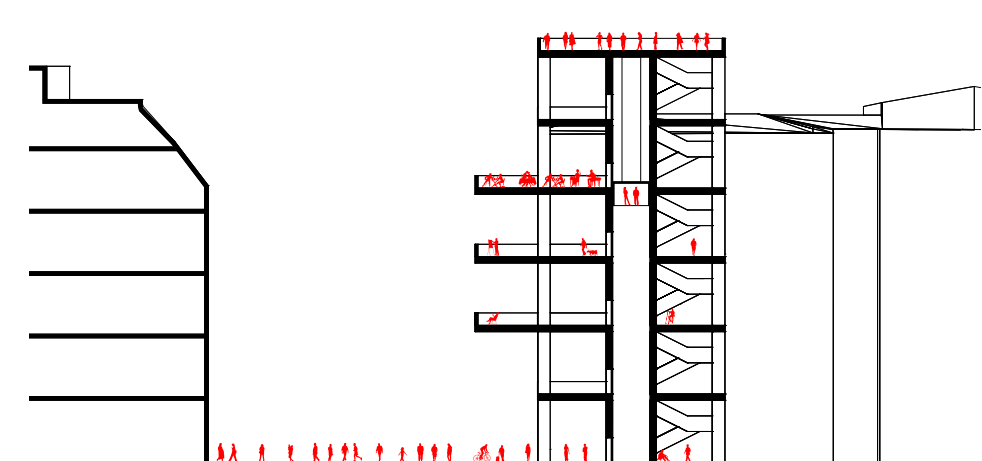
The groundfloor is completely open, to let people easily in and out onto the boulevard. Each structure has access to the rooftop, which gives a nice viewpoint over the city.

There are also different types. These are shaped for events and for daily use. The types are equipped with balcony's, large stairs to sit on, open spaces for concerts, a larger viewing platform, and larger floorspaces.



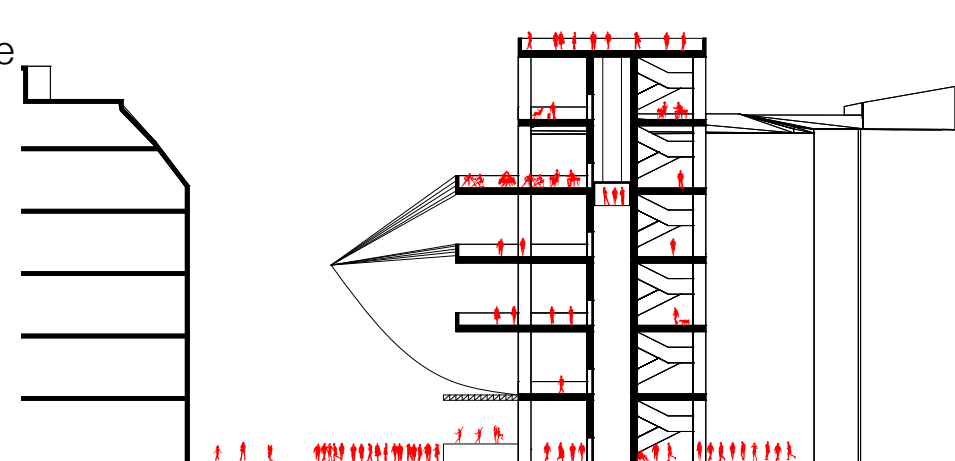
DAILY LIFE

In the daily life the structure can be used as a new public space. The platform can be used as a vantage point for a view over the city. The other floors can be used as a place to get together, or to use it as a market space for example.



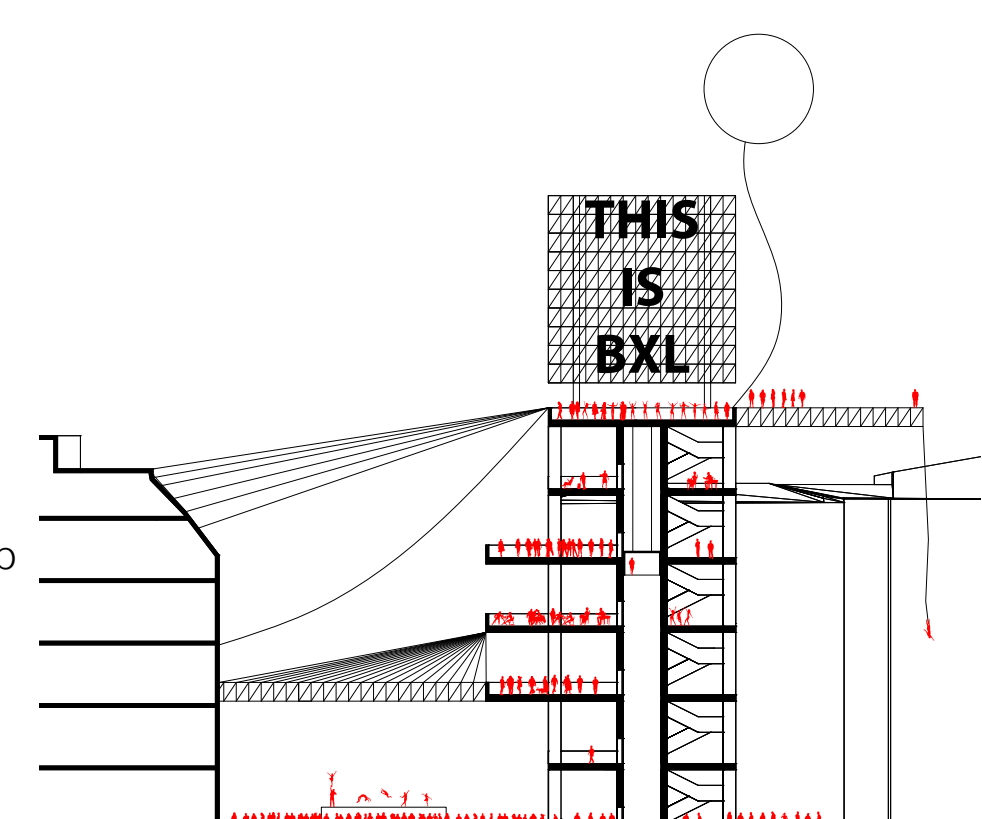
SMALL EVENT

When a small event is organized it can take place anywhere inside the structure. Objects which help the event to take place can be attached to the structure itself. A temporary roof for a theater play or a light installation for a concert.



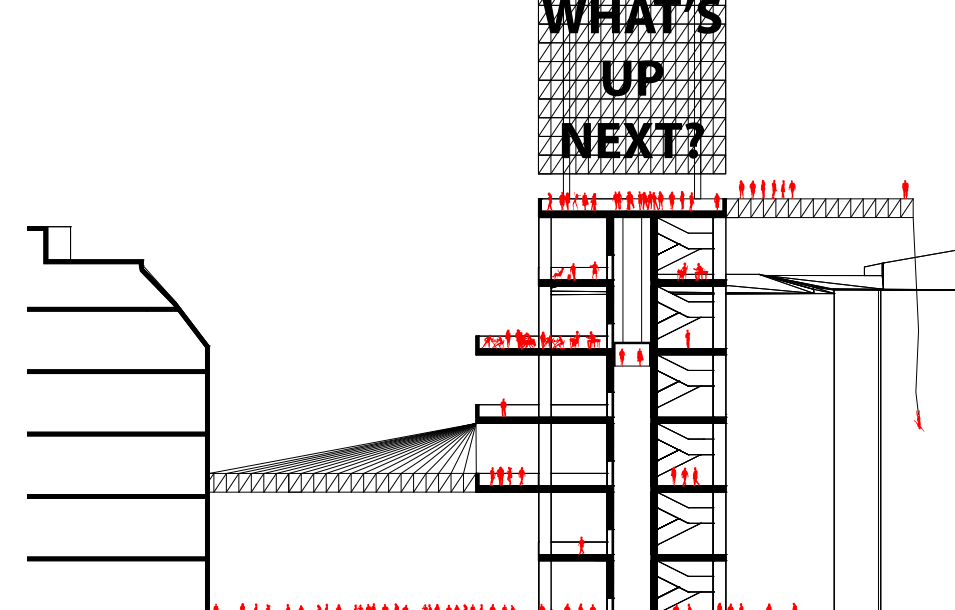
LARGE EVENTS

If a large event attends the structure, it can be used to its full potential. More objects can be attached: Billboards, steel structures, temporary roofs and maybe even a bungeejump platform. All the floors will be used for one or multiple events. Moving through different floors and with a constant view on the city gives the event in question a whole new dimension.



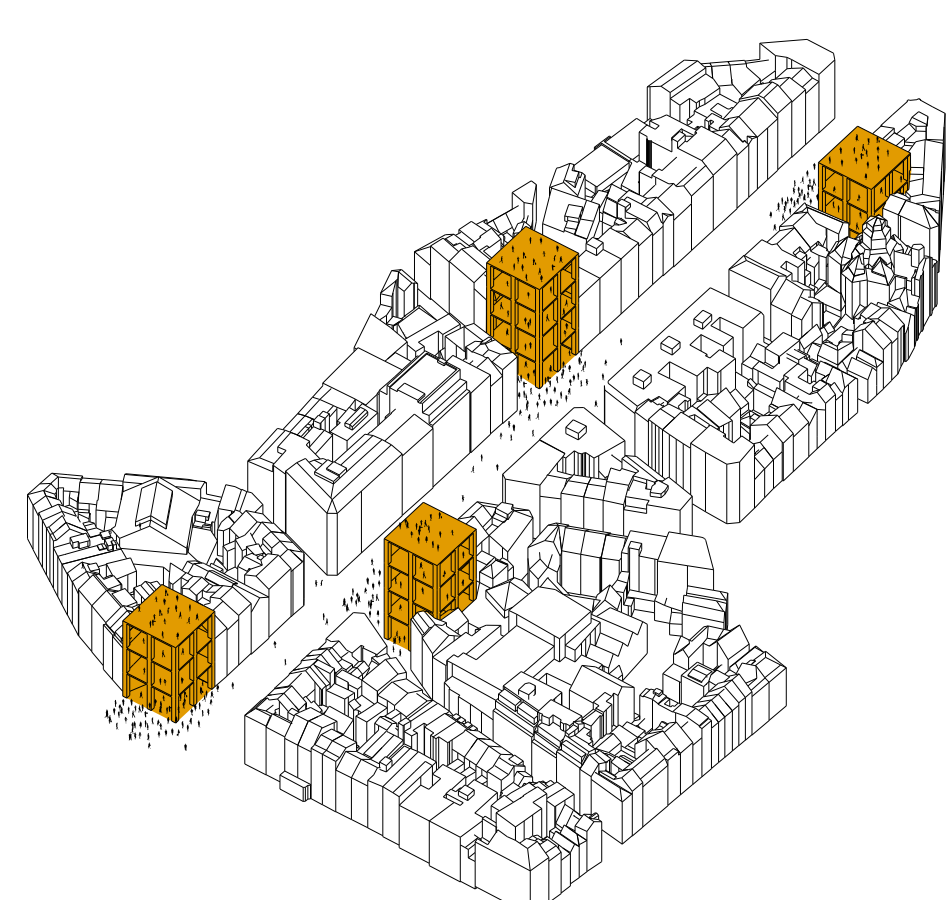
WHAT'S UP NEXT?

After a large event some objects can be left behind. Objects to which people got used to or which has gained a large amount of popularity. These objects can be a part for future small or big events. After an amount of time a lot of structures will look unique because of all the objects which were installed.



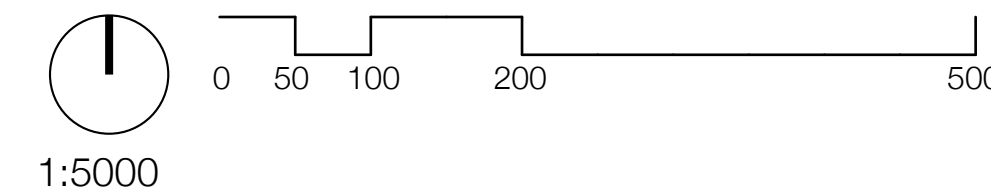
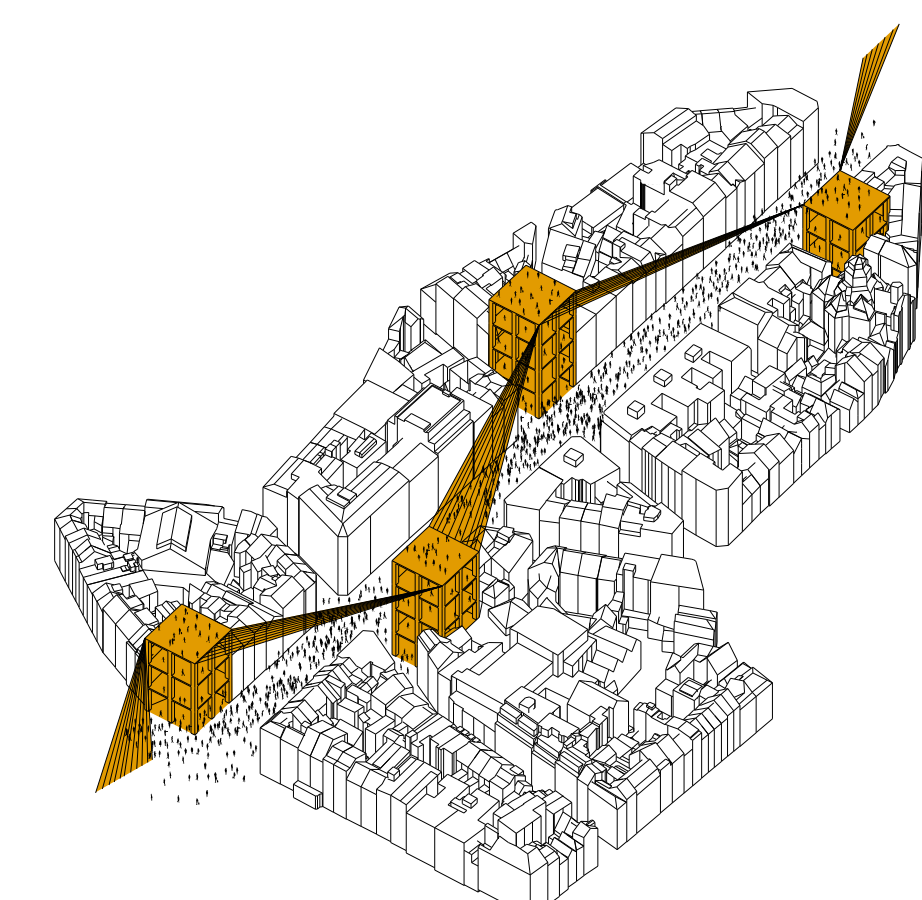
INDEPENDENT

The buildings can operate separate from each other so that multiple events can take place at the same time. These events can cover a single floor, multiple floors or even the whole building.



TOGETHER

When there is a large scale event in the city, the separate structures can work together to host the event and can even help expanding it. Objects and information can be shared with each other. The structures on the boulevard function as anchor points for happenings and events.





DAILY, DURING WORK HOURS



DAILY, AFTER WORK HOURS



CULTURAL EVENT



A GIG



THE STRUCTURE AT BROUCKÈRE SQUARE, HOSTING THE FLOWER CARPET EVENT



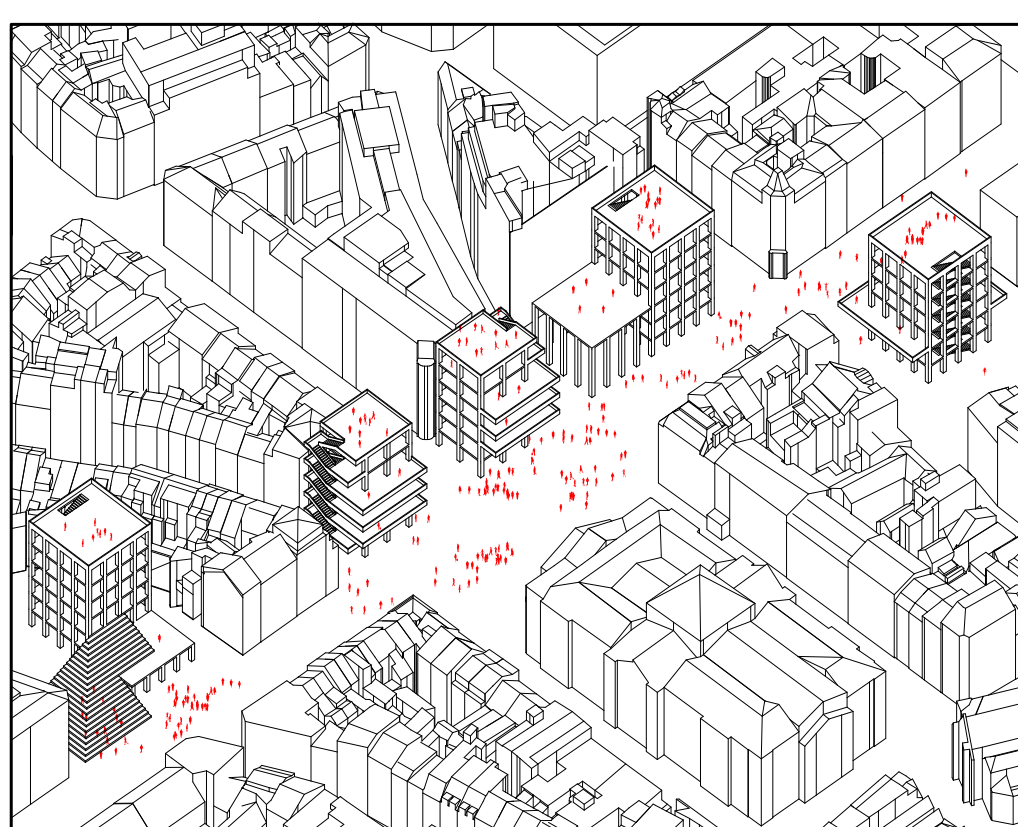
VIEW ON THE BEURS SQUARE

EVENT CITY ANSPACH

The interventions will give Brussels a whole new place to celebrate and a place to come together. During and after events objects will stay behind and they will make the boulevard a unique space to experience. This will be a place where the city can truly express its emotions. The largest structure is located at Brouckère. The large open space can finally be used properly and it creates a new landmark for the boulevard as well.

DAILY SITUATION

On a daily situation the boulevard and its structures can be fully used as a public and open space. Locals will use it as a meeting or relax point and tourists will make use of the viewing platforms and various activities taking place in the structures.



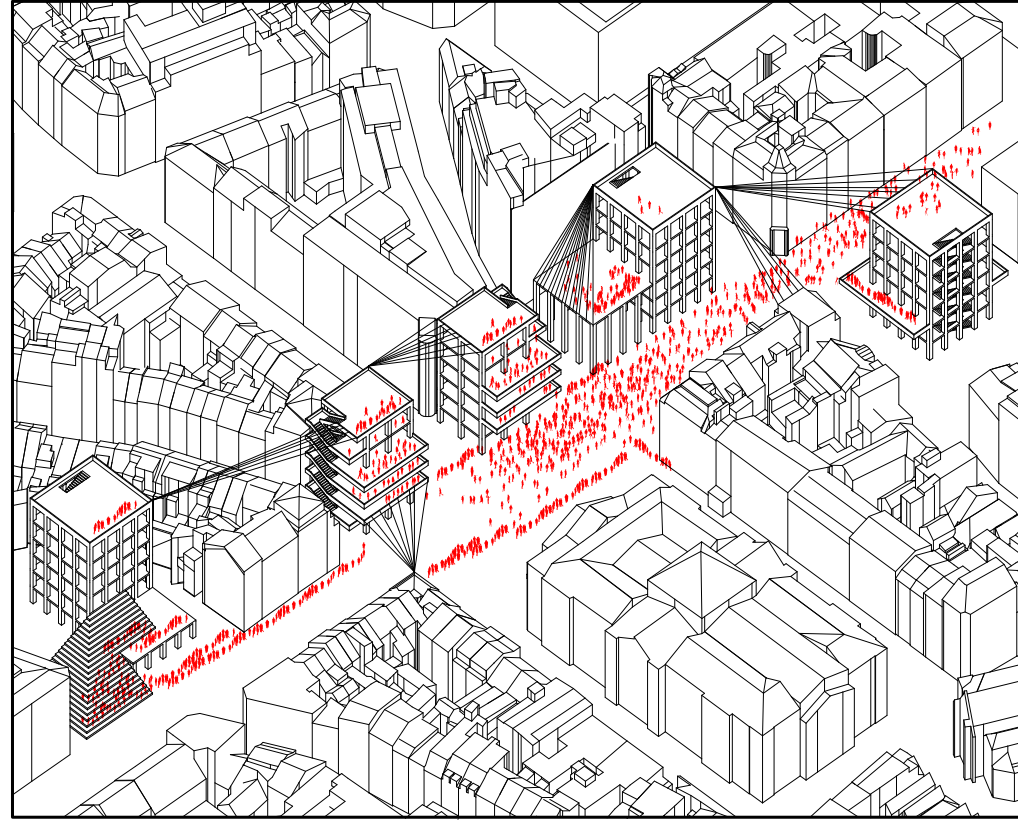
GATHERING

When there is a protest or gathering on the boulevard, The Beurs Square is the most popular place to go. The viewing platforms give a great look out over the square and can also host more people for the gathering. The protesters can hang their banners over the buildings.



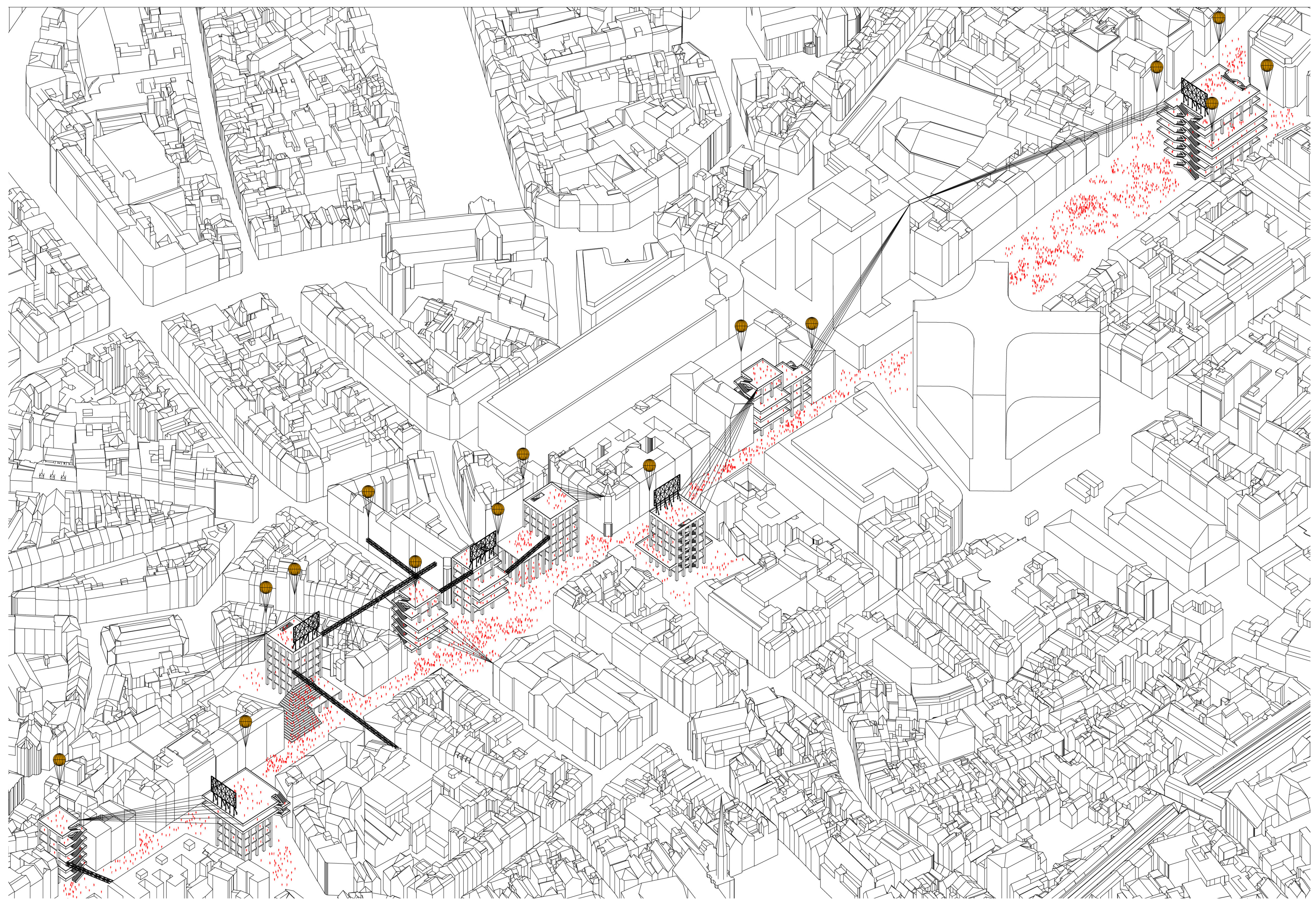
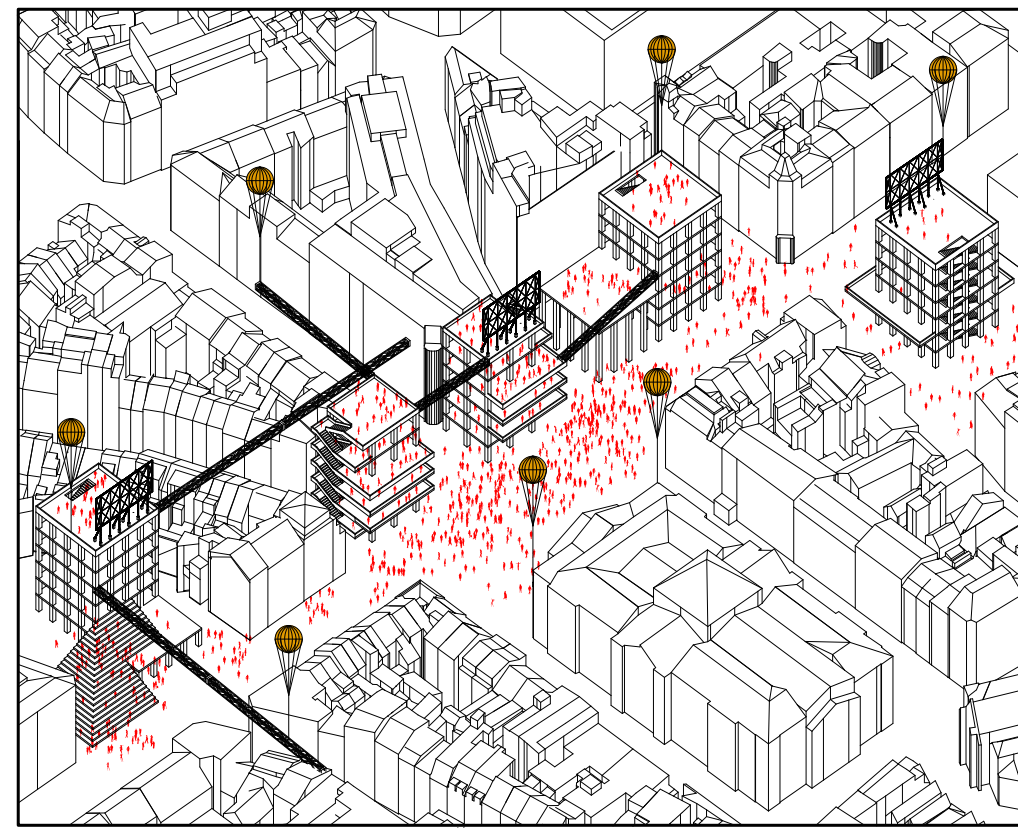
PARADE

When the Zinneke Parade takes place the balconies can be used as tribunes and to look over the whole parade. The large open space on streetlevel has a lot of advantages too.



LARGE EVENT

Objects, structures and information will be exchanged when there is a big event. The buildings can be used to their full potential. The boulevard's context will benefit from this exchange. The event can be spread out in the side streets.



WORKING AS A SYSTEM

As explained before, when fully used the whole boulevard works together as one system. Objects can be exchanged and the event can use the structures as its anchor points. The spatial quality of the boulevard has been improved. Because the events can easily make contact with the context now, it can even be spread out over a larger part of the city.