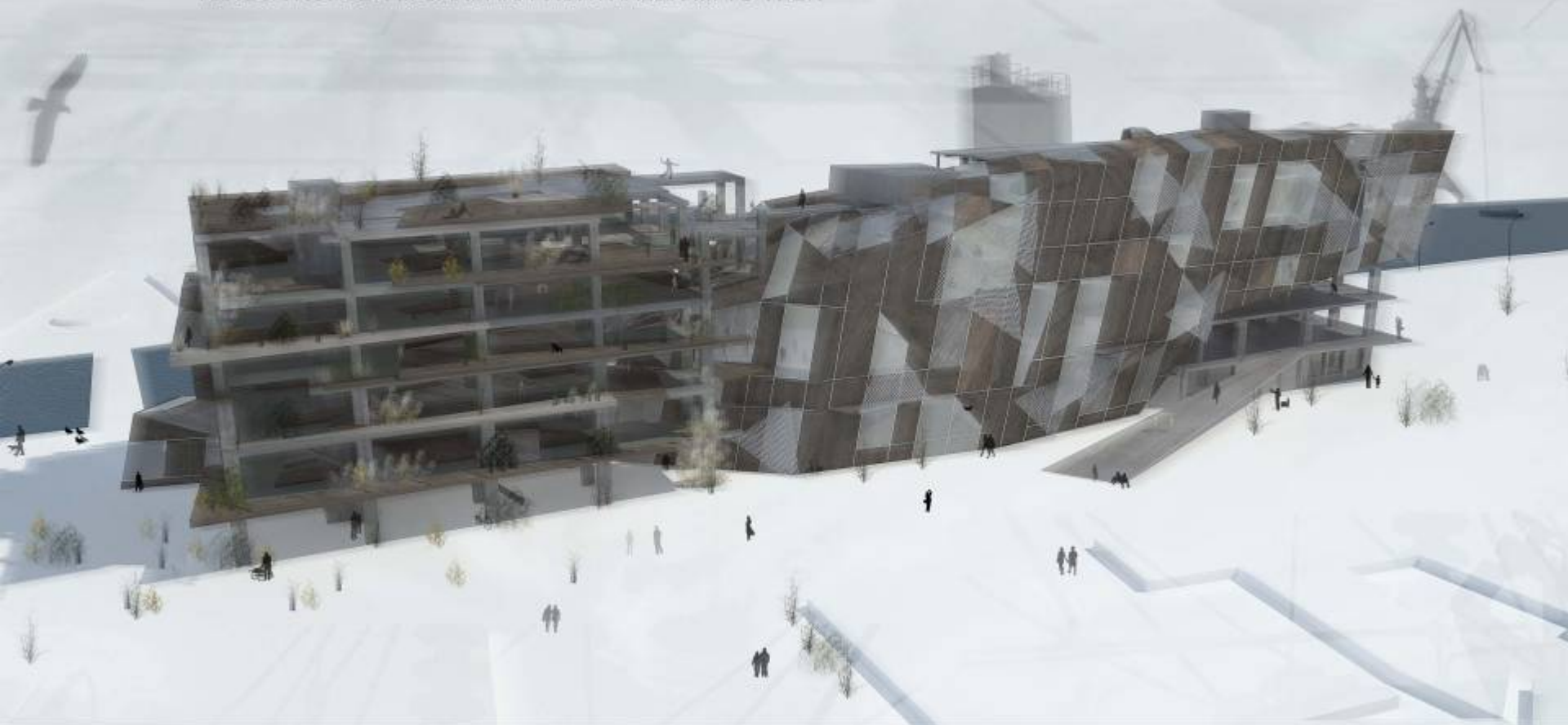


SQUAT SHOP

TERESA KÖHLER ... BARBARA VIERTHALER TU WIEN

SQUAT SHOP

TERESA KÖHLER ... BARBARA VIERTHALER TU WIEN





the intro

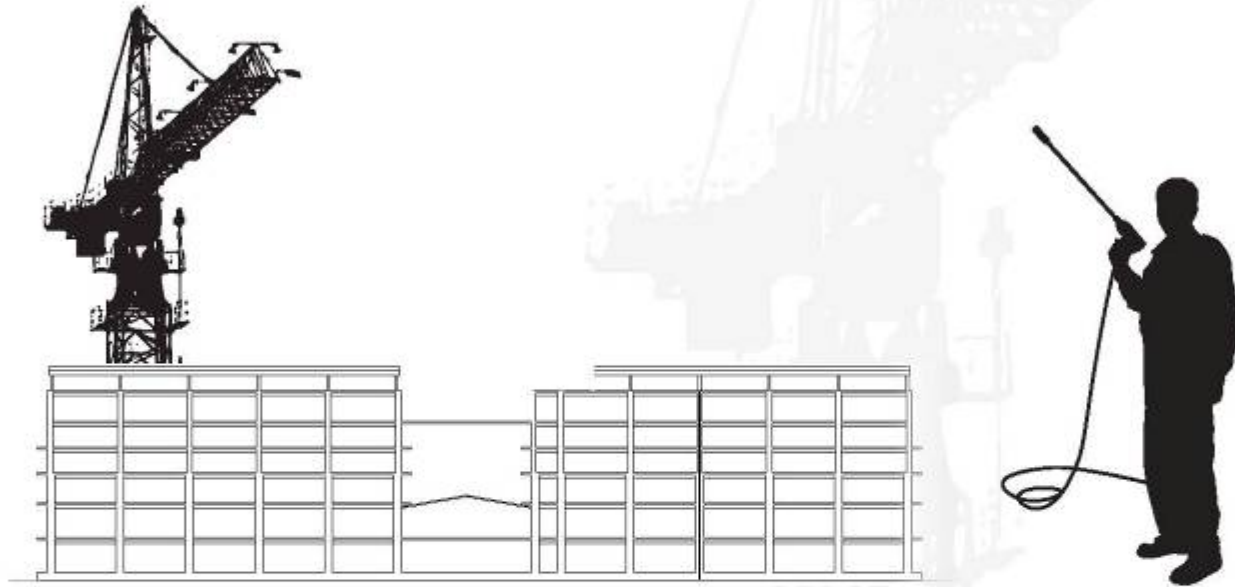
idea

morphosis

eco concept

focus

action



work with the substance ...



... to bring out its star-potential

*** coco chanel

the intro

idea

morphosis

eco-concept

focus

action

haute couture meets eco-design

intro

the idea

analysis

concept

focus

action





weaving mill

- reviving past times of Parisian textile industry
- reviving Paris image as one of the fashion metropolises
- new place

money



catwalk/ showroom

- presentation of the work
- public area of the building
- cafe, bar etc.

publicity

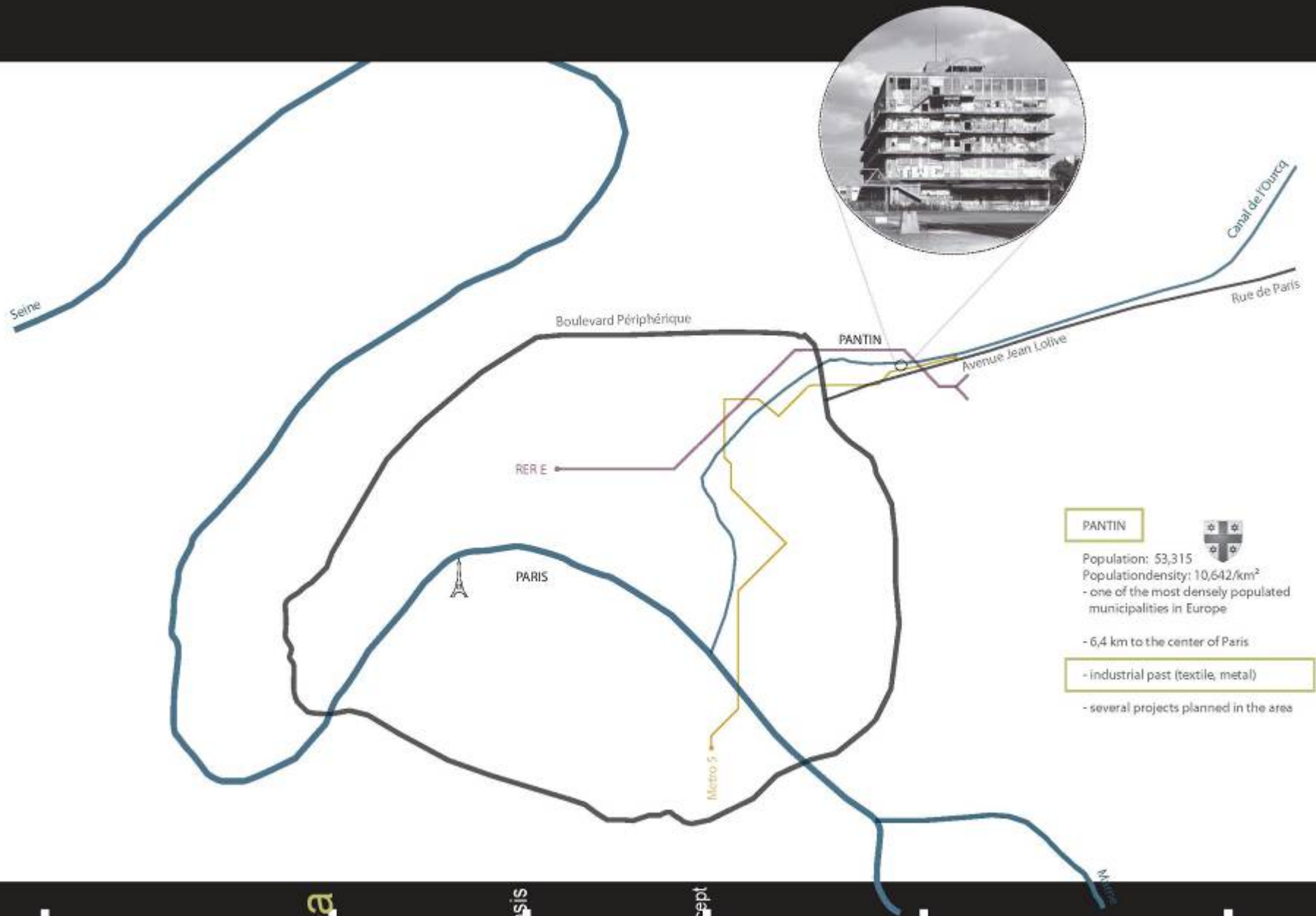
materials



design/tailor studios

- designer units for rent
- creative pool







formerly existing building

ADD

MORPH

PRESERVE

METAMORPHOSIS

the morphosis

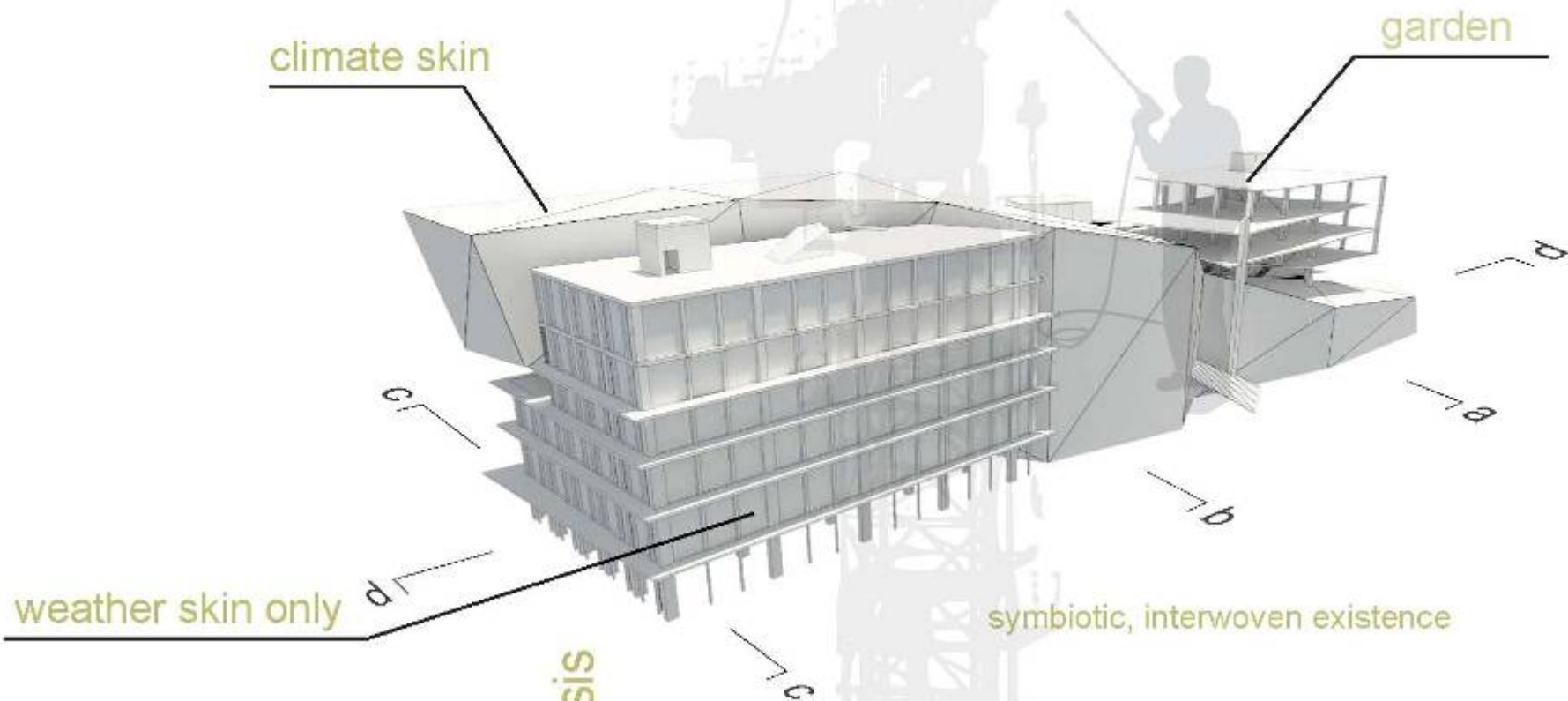
intro

idea

eco concept

focus

action



the morphosis

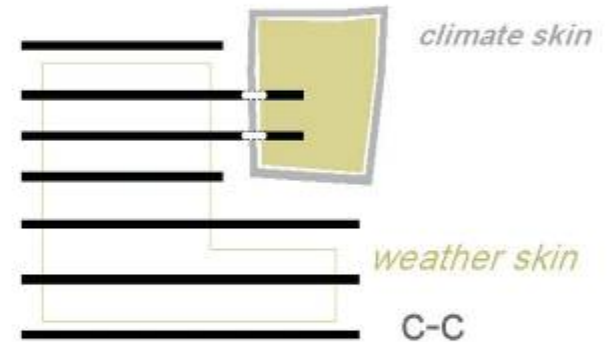
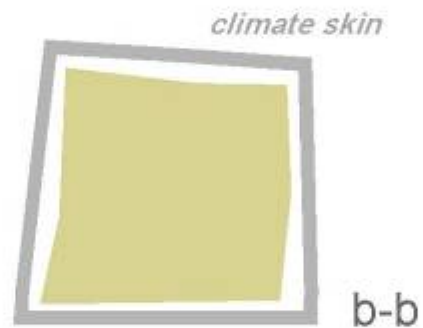
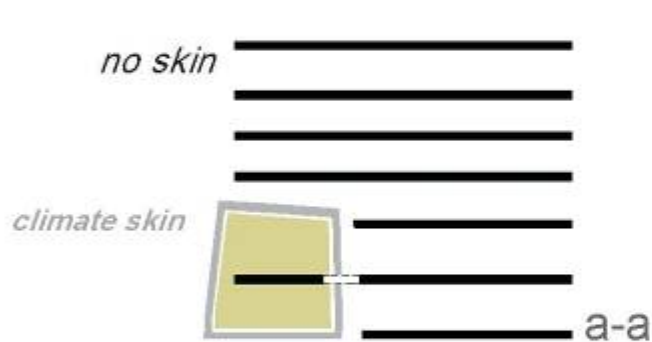
intro

idea

eco-concept

focus

action



climate zones ///
facade-types

... influence distribution of functions

the eco-concept

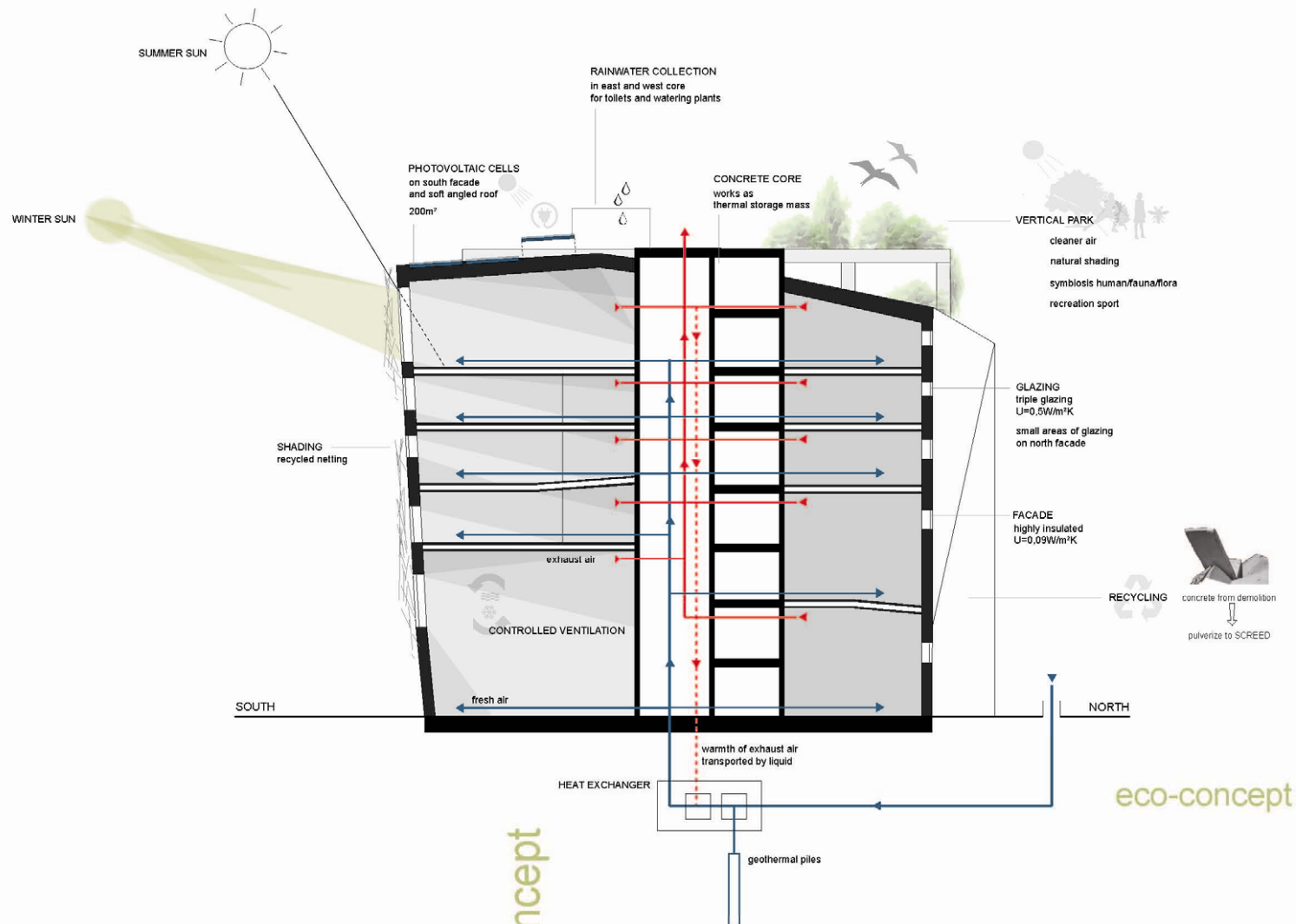
intro

idea

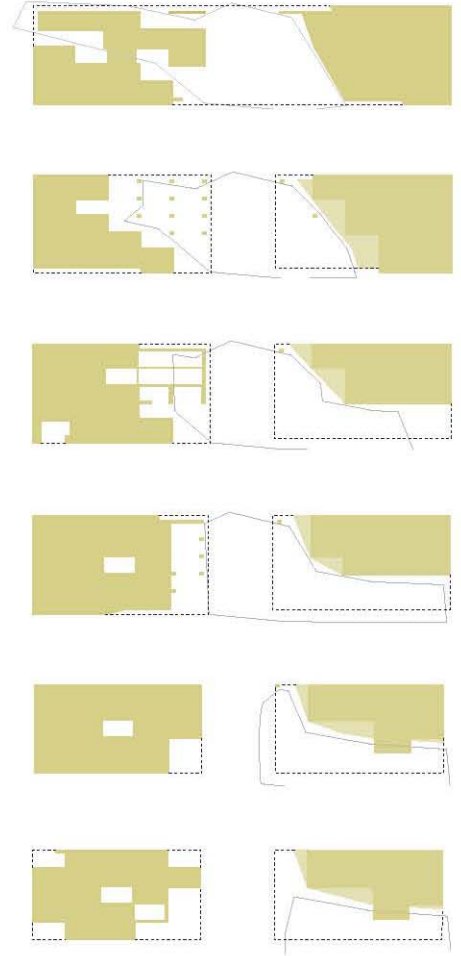
morphosis

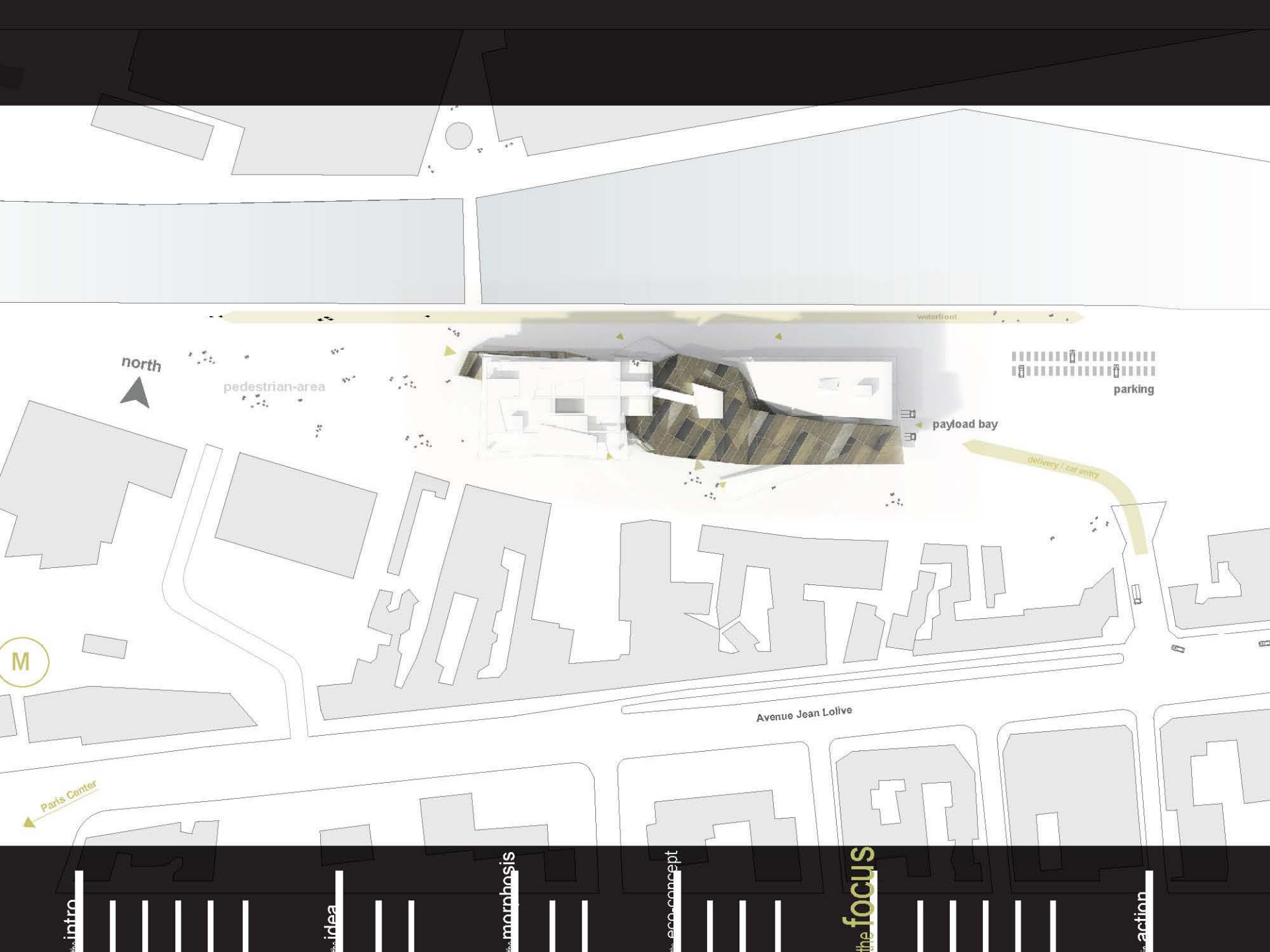
focus

action



preservation of the existing structure >> 61%





pedestrian-area

waterfront

payload bay

parking

delivery / car entry

Avenue Jean Lolive

Paris Center

the intro

the idea

the morphosis

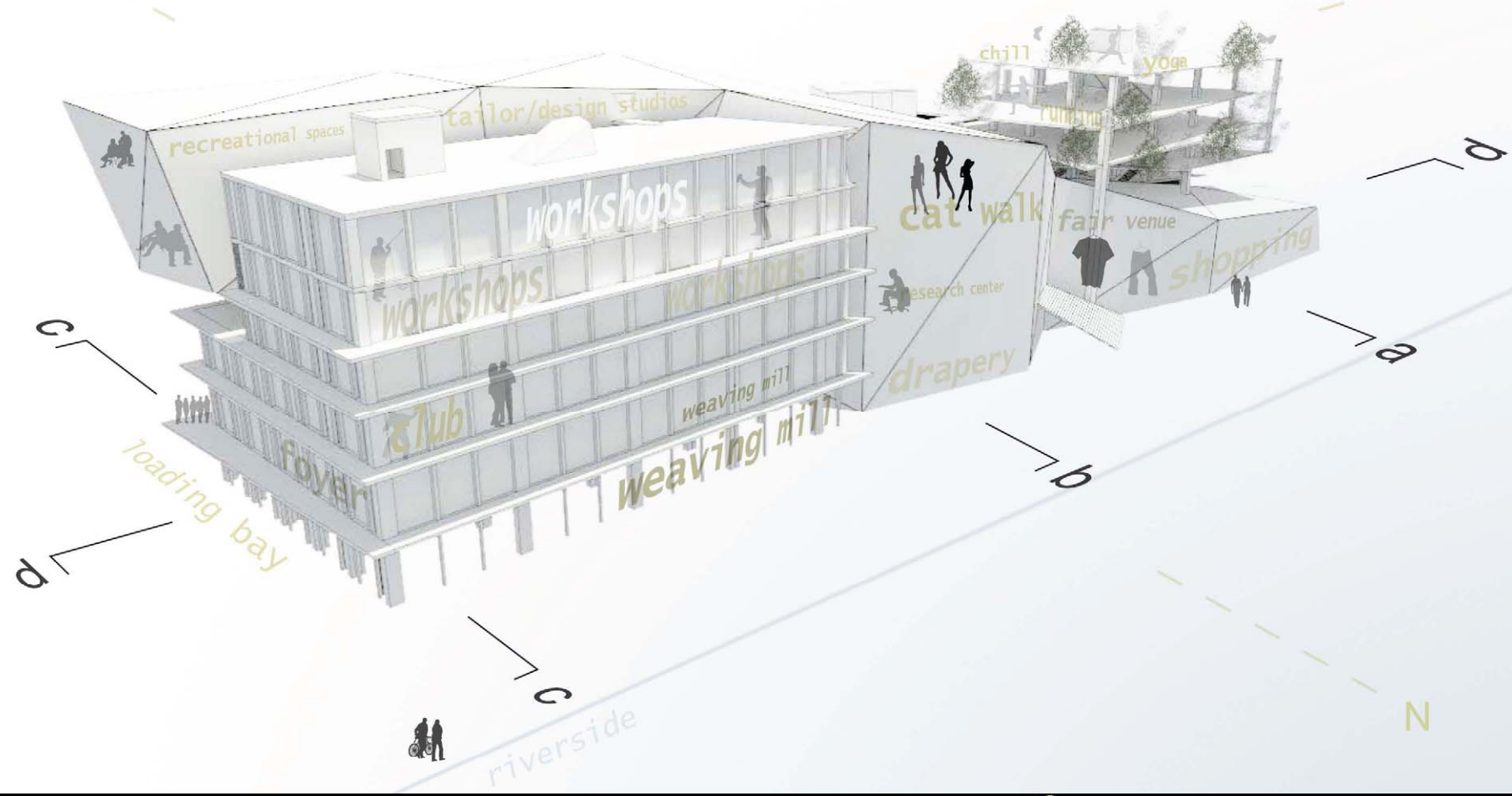
the eco-concept

the focus

the action

S

W



the intro

the idea

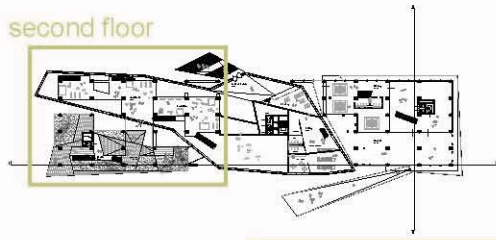
the morphosis

the eco-concept

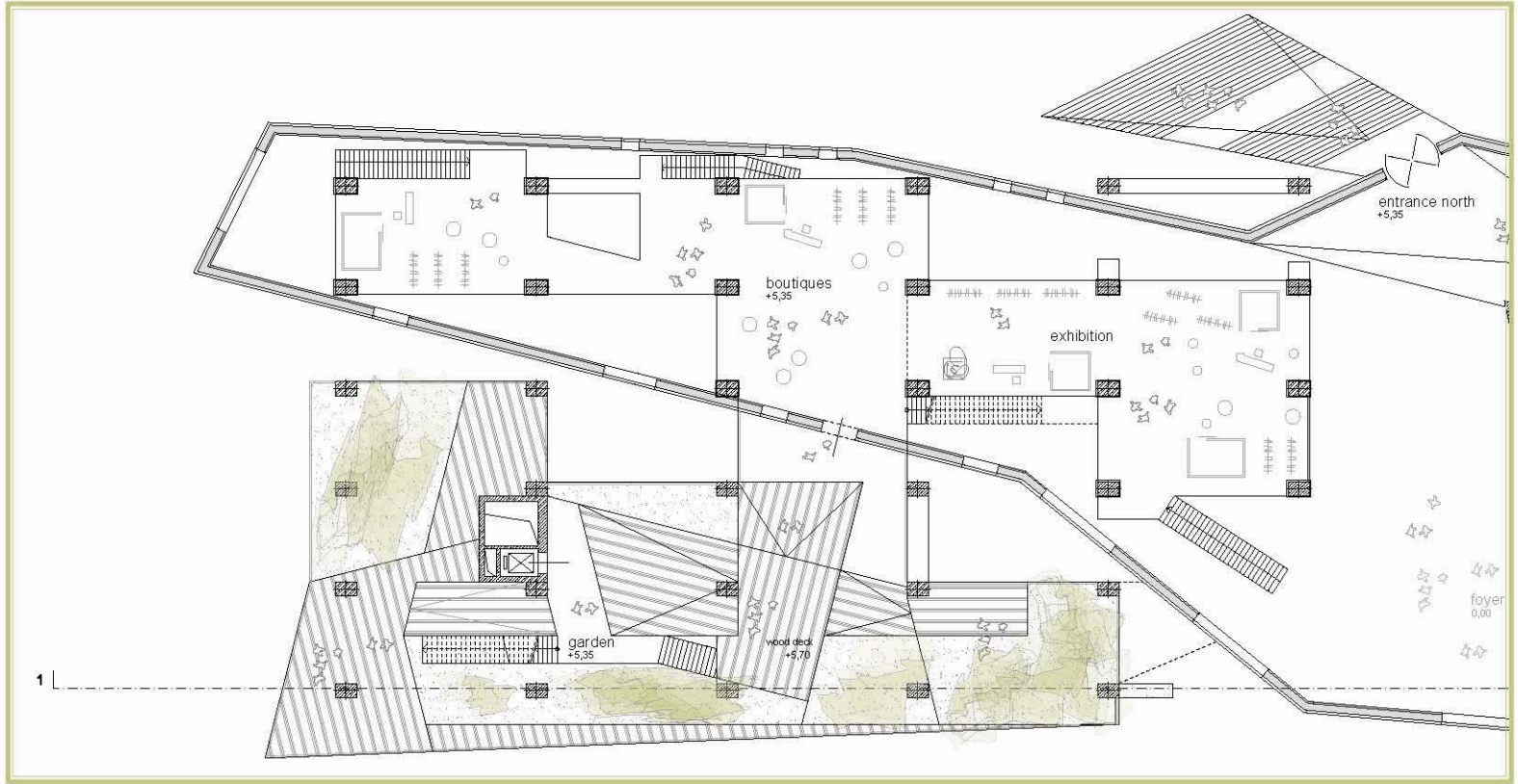
the focus

the action

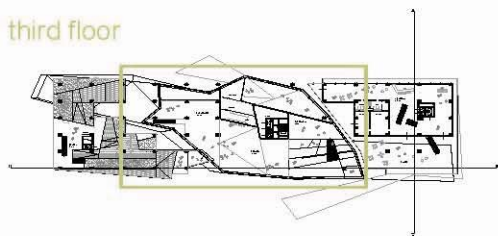
second floor



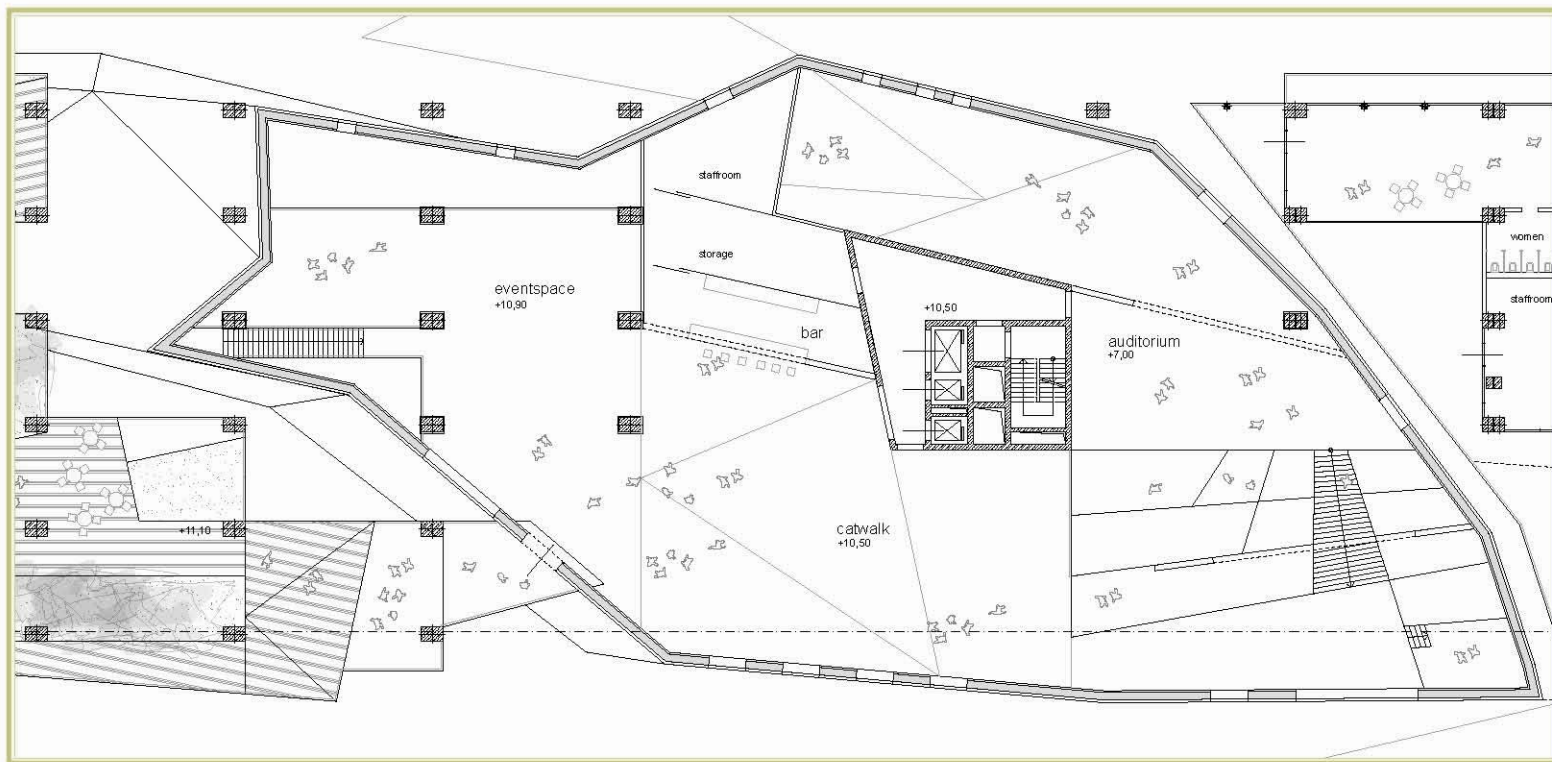
boutiques /// fair venue /// park



third floor



catwalk /// bar /// auditorium



intro

idea

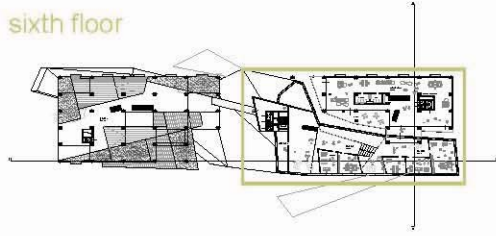
morphosis

eco concept

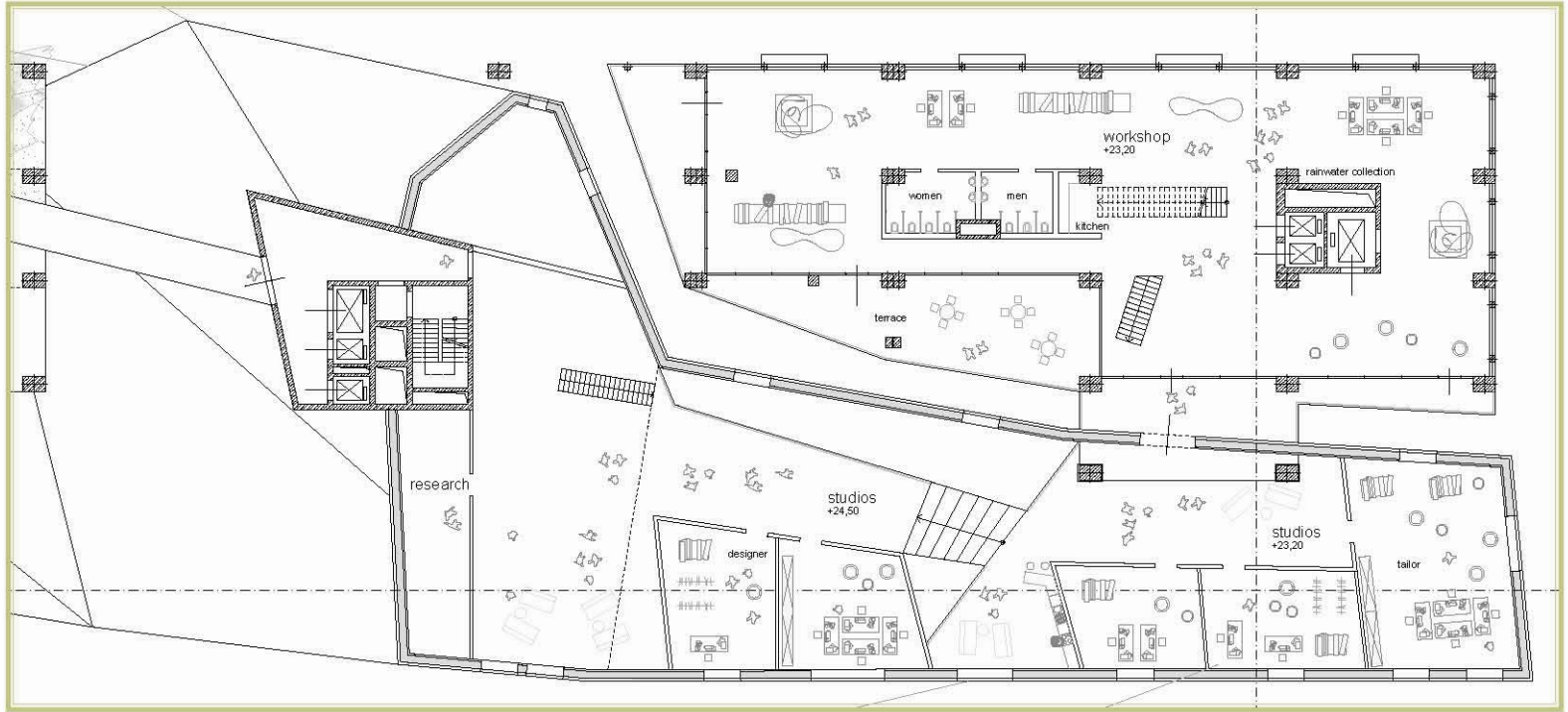
the focus

action

sixth floor



workshops /// chill-out ///
communication zone /// studios



sections

