

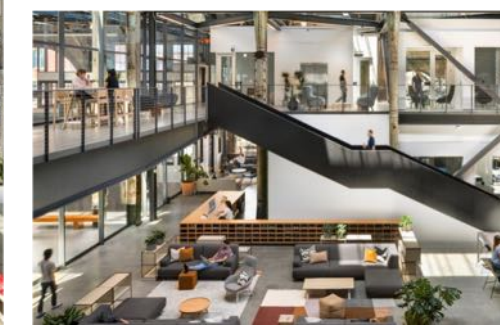
RECHARGE

23-24 JANUARY 2023 LISBON, HEDEN SANTA APOLONIA

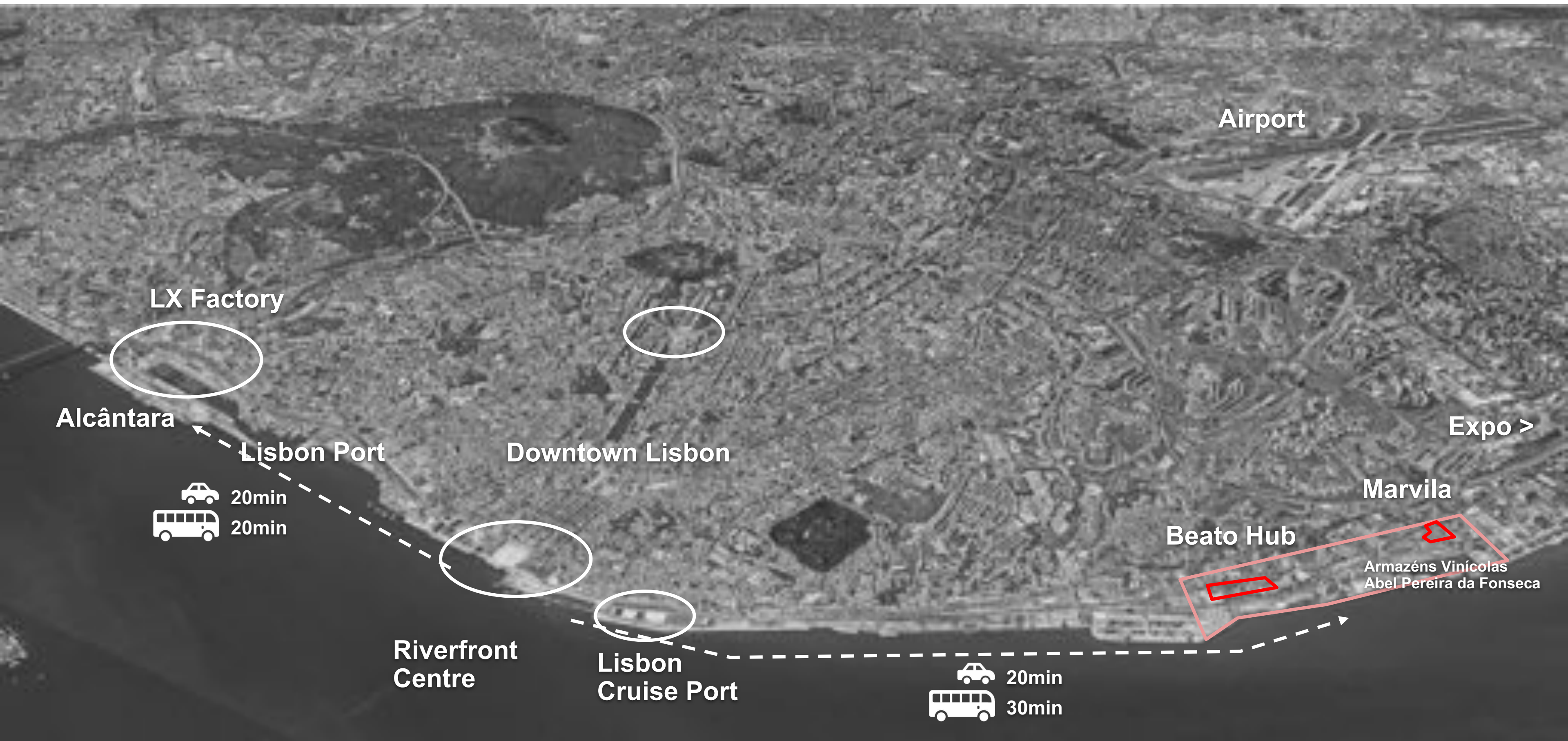
MASTERPLANNING WORKSHOP

*Marvila
Past, Present and Future
Sociedade Comercial
Abel Pereira da Fonseca*

 heden  spaceworks

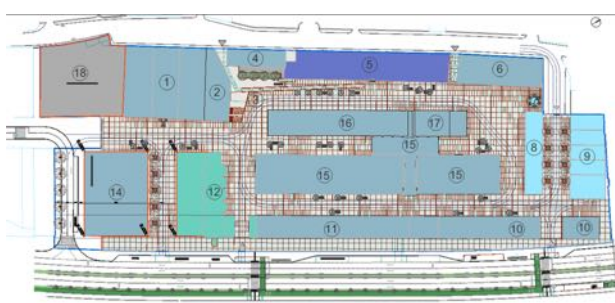
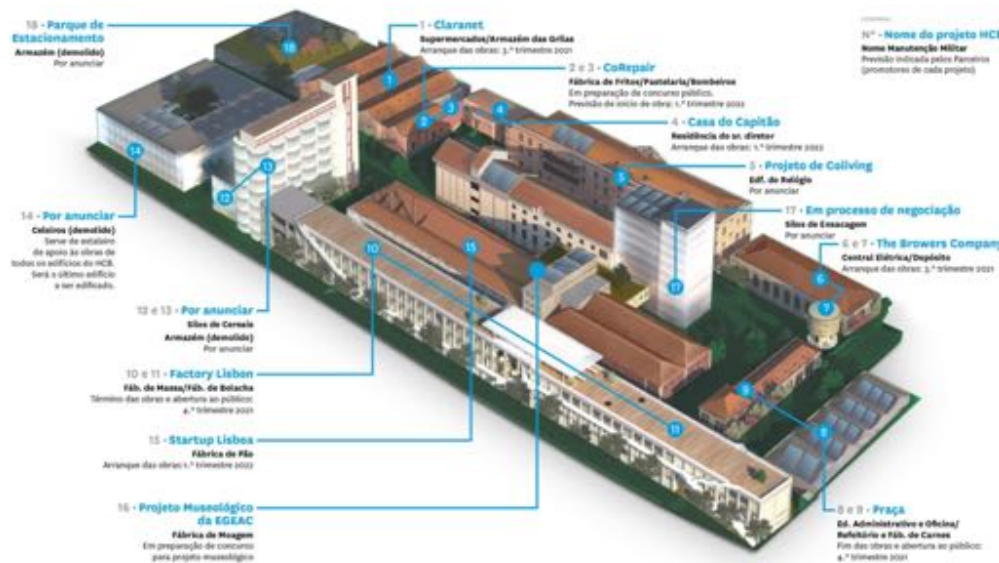


Lisbon City Context Overview



Beato and Marvila Neighbourhood Context

Beato Creative Hub / Unicorn Factory



Marvila



Marvila Warehouses - Site Overview



Workshop Format and Methodology

PART 1	1 Pick your preferred category of exploration	A Short Term Intervention (temporary masterplan & programming strategy)	B Long Term Intervention (mixed use masterplan & urban intervention strategy)
	2 Form Your Team	Join one of the teams (Short Term 1,2,3 - Long Term 4,5,6) Make quick introductions so everyone knows each other's names and basic professional backgrounds (investor / developer / economist / marketeer / planner / etc)	
	3 Explore Together	Conduct a brainstorming session where in collective discussion you list, document and evaluate potential strategies and interventions - this can include for the short term intervention event typologies, specific acts and brands - or for the long term intervention types of uses, orientation, access, building height, transport solutions, etc.	
PART 2	4 Present Your Ideas	Present in a structured and tangible form your ideas and explorations. (The workshop facilitators team will be at hand to assist with including lists, diagrams, plans, photos etc to help visualize)	

Workshop Format and Methodology

A
Short Term Intervention
(temporary masterplan & programming strategy)

Group 1
Group 2
Group 3

B
Long Term Intervention
(mixed use masterplan & urban intervention strategy)

Group 4
Group 5
Group 6



YOUR TEAM'S WORKSPACE

TOOLKIT

FACILITATORS

László & Karen

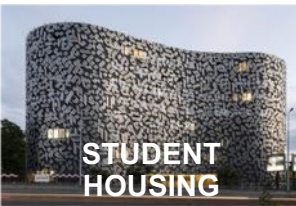
FLIPCHART

For the big concepts & ideas

1:500 BUILDING & CONTEXT PLAN

The Chess Board

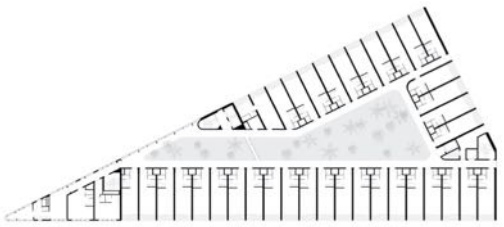
USE / PROGRAMMING CARDS



BUILDING TYPOLOGY LEGO PIECES



COWORKING



HOTEL



RESIDENTIAL



COLIVING

Workshop Format and Methodology



Short Term Intervention

**Place Branding =
Place Making + Place Marketing**

The role of events & short term activations as placemaking tools - with Place Marketing playing a key role for the economic and social revitalisation of an old industrial area.



Long Term Intervention

**Sustainability & Flexibility
Mixed-use Development for the 21st Century**

The physically integrated and consolidated combination of residential, commercial, cultural, and leisure functions in a cohesive and considered form.

Workshop Format and Methodology



Short Term Intervention

**Place Branding =
Place Making + Place Marketing**

Consider the following key aspects

- The role of events & short term activations as placemaking tools
- Adoption of a holistic approach with the mobilisation of a wide range of stakeholder
- Develop a multiannual events programme designed to be stimulating visitation, increasing visitor spend and raising the international profile of the area



Long Term Intervention

**Sustainability & Flexibility
Mixed-use Development for the 21st Century**

Consider the following key aspects

- development of “age-friendly cities”, reducing the risks of functional failures caused by changing living circumstances
- Strategies that enable adaptation of the system to changing environmental, functional, social and technological conditions are essential to the long service life and the resilience of buildings
- Flexible design strategies within the concept of sustainability, defined as a key tool of value-enhancing urban renewal and resilient city development

Workshop Format and Methodology



Short Term Intervention



CLUBS



GALLERIES



BARS



RESTAURANTS



FOOD TRUCKS



SHOPS



COWORKING



STUDIOS



SPORTS



EVENTS



RESIDENTIAL



COLIVING



COWORKING



HOTEL



RETAIL



SPORTS



CULTURAL



SOCIAL

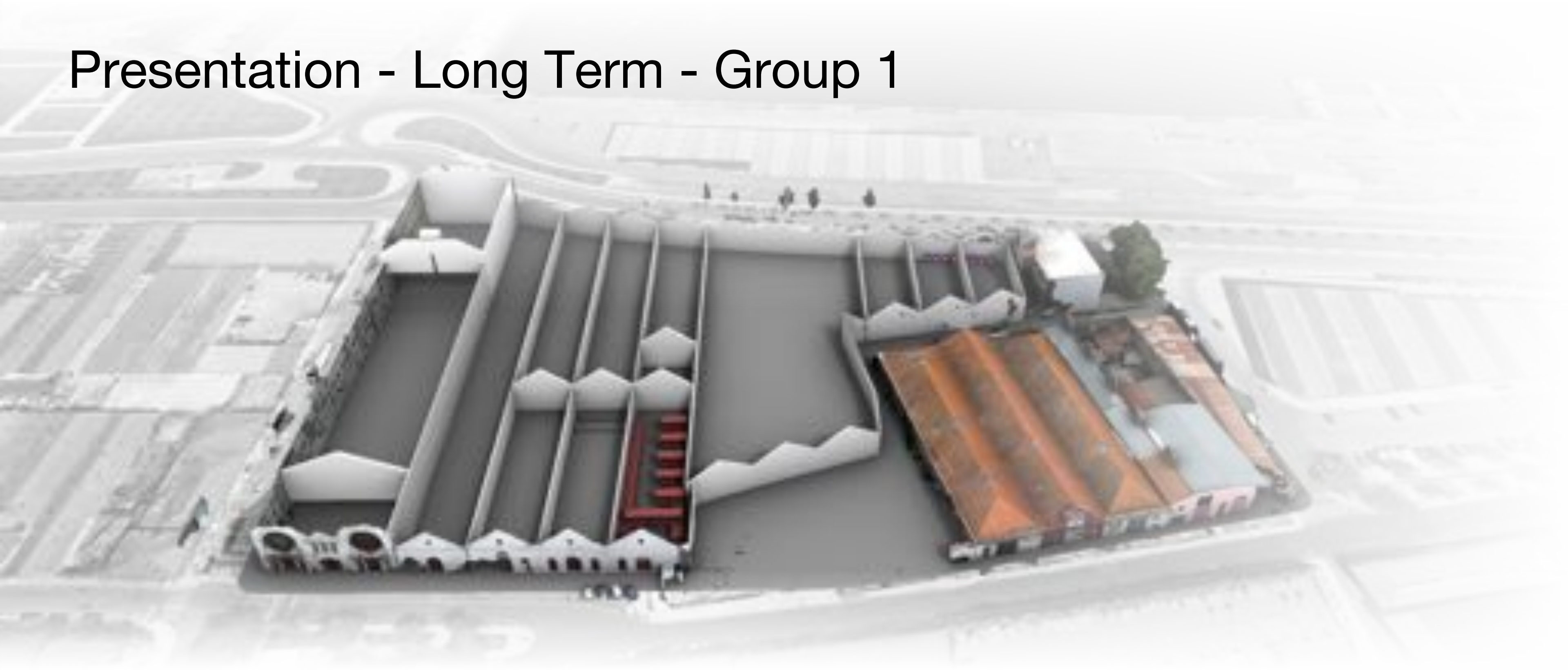
Site Overview



Site Scale Comparison



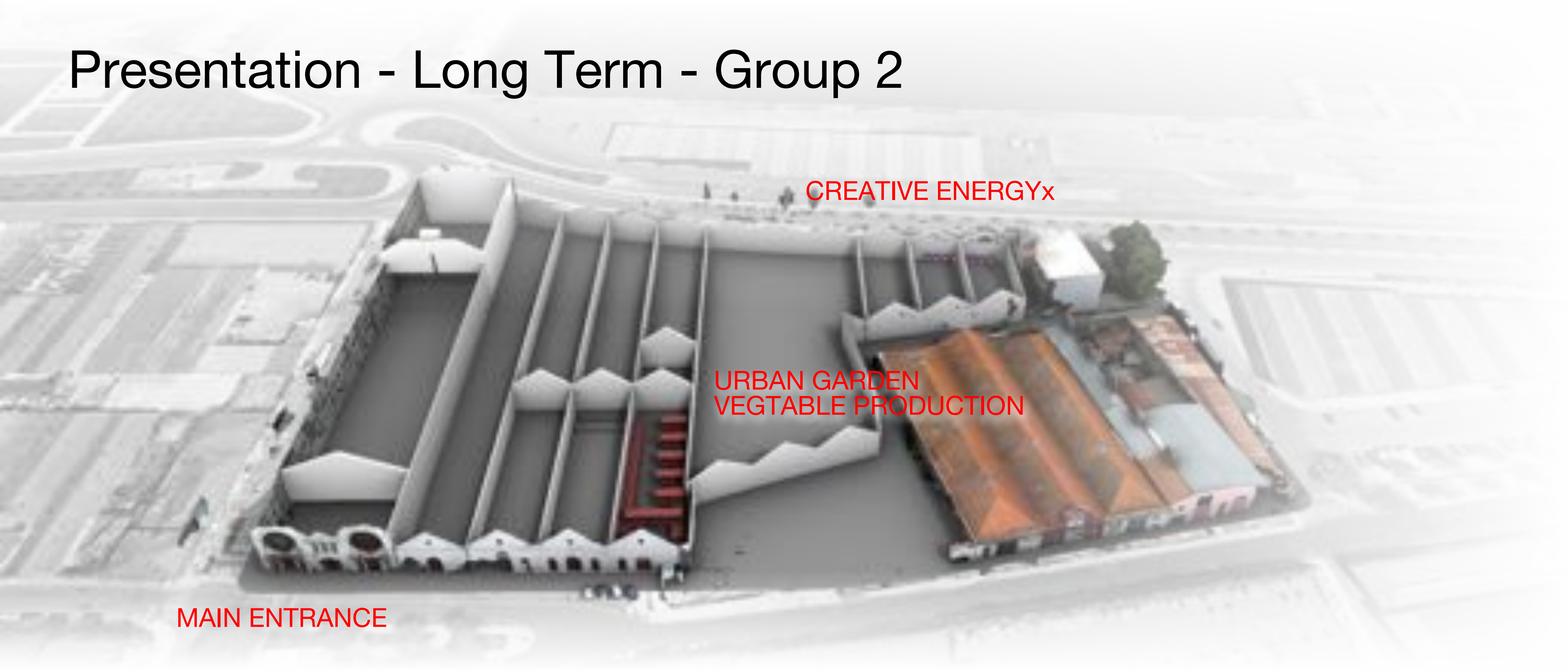
Presentation - Long Term - Group 1



Film studios
Rehearsal Space
Performance Space
Performance Educational Space

Adjacent retail & related activities
Student Living

Presentation - Long Term - Group 2



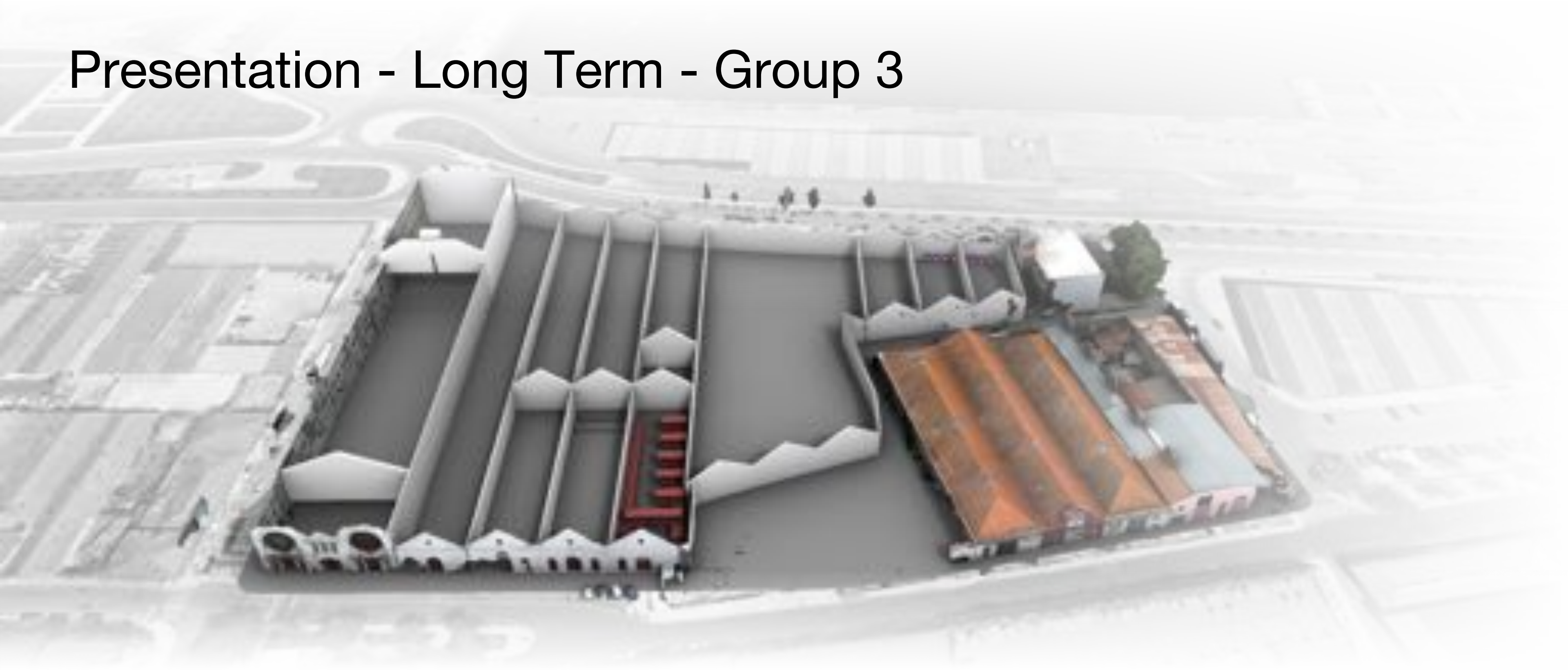
MAIN ENTRANCE

CREATIVE ENERGYx

URBAN GARDEN
VEGTABLE PRODUCTION

Film studios
Coworking
Events
Festival Area
Urban Gardening

Presentation - Long Term - Group 3



Educational Hub
Coding School 24/7
Coliving & Coworking

Presentation - Short Term - Group 4

SOCIEDADE

Creating a destination
Creating a cultural multifunctional
immersive event space

Next Gen LX Factory

Perception issue
Access
Isolation

EVENTS - PRIVATE CORPORATE
EVENTS - CULTURAL EVENTS AT NIGHT & WEEKENDS
WATER PARK
POP-UP FASHION HOUSE
MAKER SPACE
VERTICAL COMMERCIAL GARDENS
'FOUR SEASONS THEMES'

STORAGE UNITS
PARKING LOTS
RV PARKING
DAY MARKET / FLEA MARKET / SECOND HAND STORES
STALLS & FOOD TRUCKS
POP-UP GALLERIES
OBSTACLE COURSE / MILITARY GYM
GAMERS CENTRE

Presentation - Short - Group 5

CREATING AN AUTONOMOUS
ECOSYSTEM

PHASE 1 & PHASE 2

POD HOTEL

COLIVING

GREEN BOULEVARD



PHASE 1 & PHASE 2

POD HOTEL
COLIVING
RECORDING STUDIOS
FILM STUDIOS

LOCAL SUPERMARKET
INDOOR / OUTDOOR GYM
FILM FESTIVALS / INDOOR AND OUTDOOR CINEMAS
ART GALLERY
INNOVATION HUB FOR INDUSTRIES