

# GANZ CULTURAL CENTRE

by: TRINH HAI DANG

MSc ARCHITECT



*My architectural diploma thesis is a presentation of a possible utopia in GANZ district in Budapest, Hungary. It is a functional, social and urbanistic revitalization. The choice of location is important for me due I have spent my childhood helping my parents in their shop and I saw different impacts and cultural changes happening. These factors were determined and motivated me to make this thesis.*

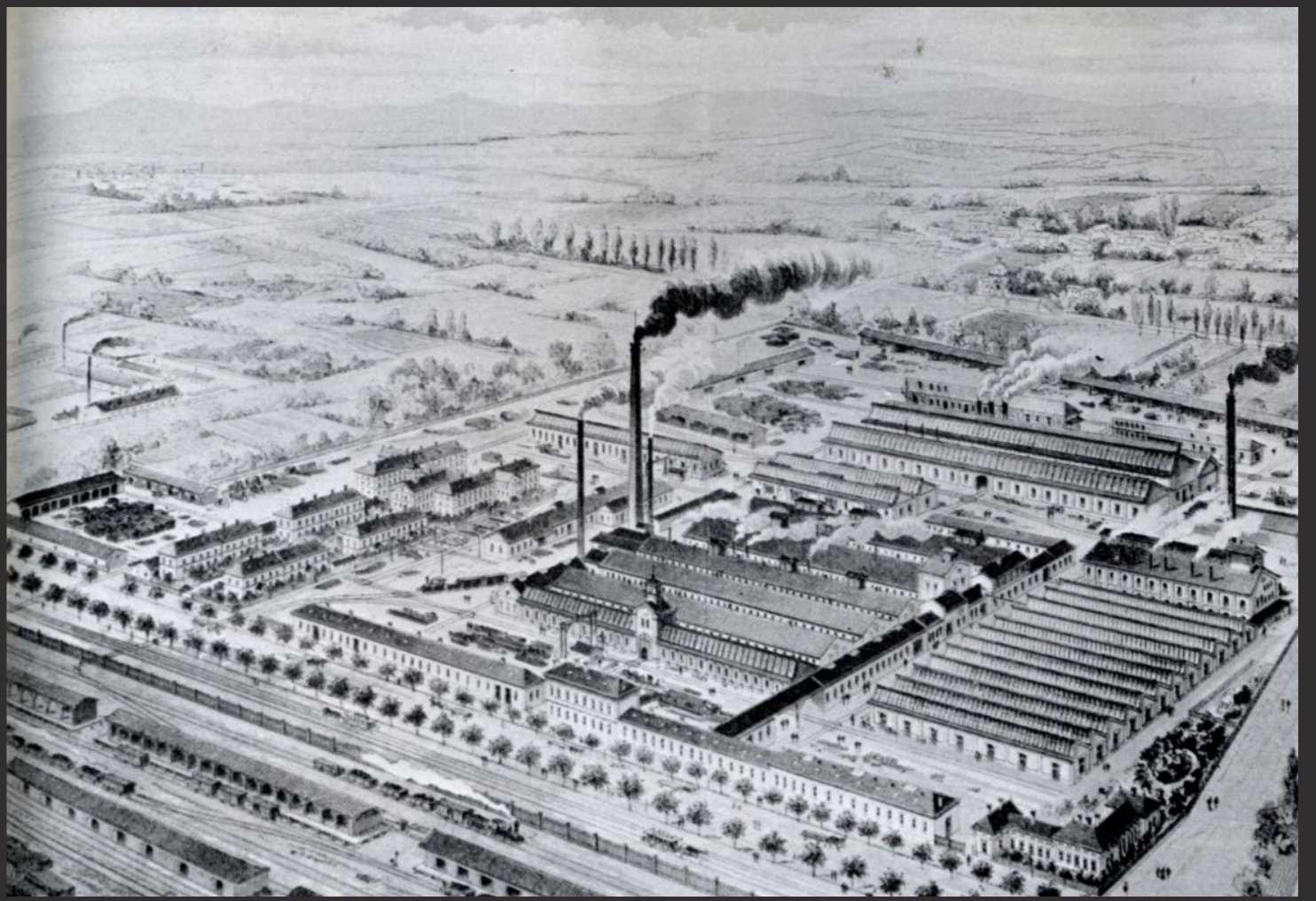
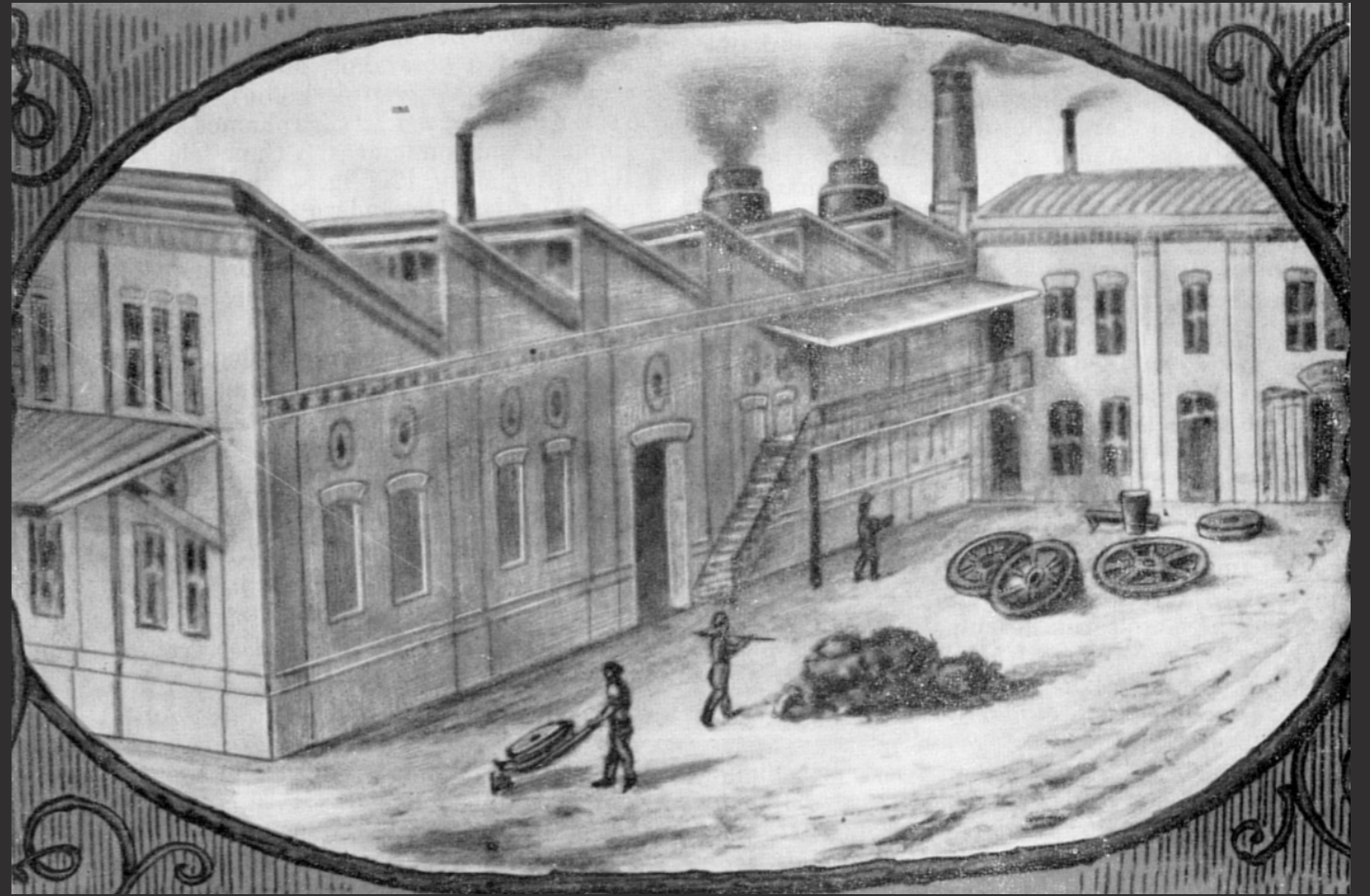
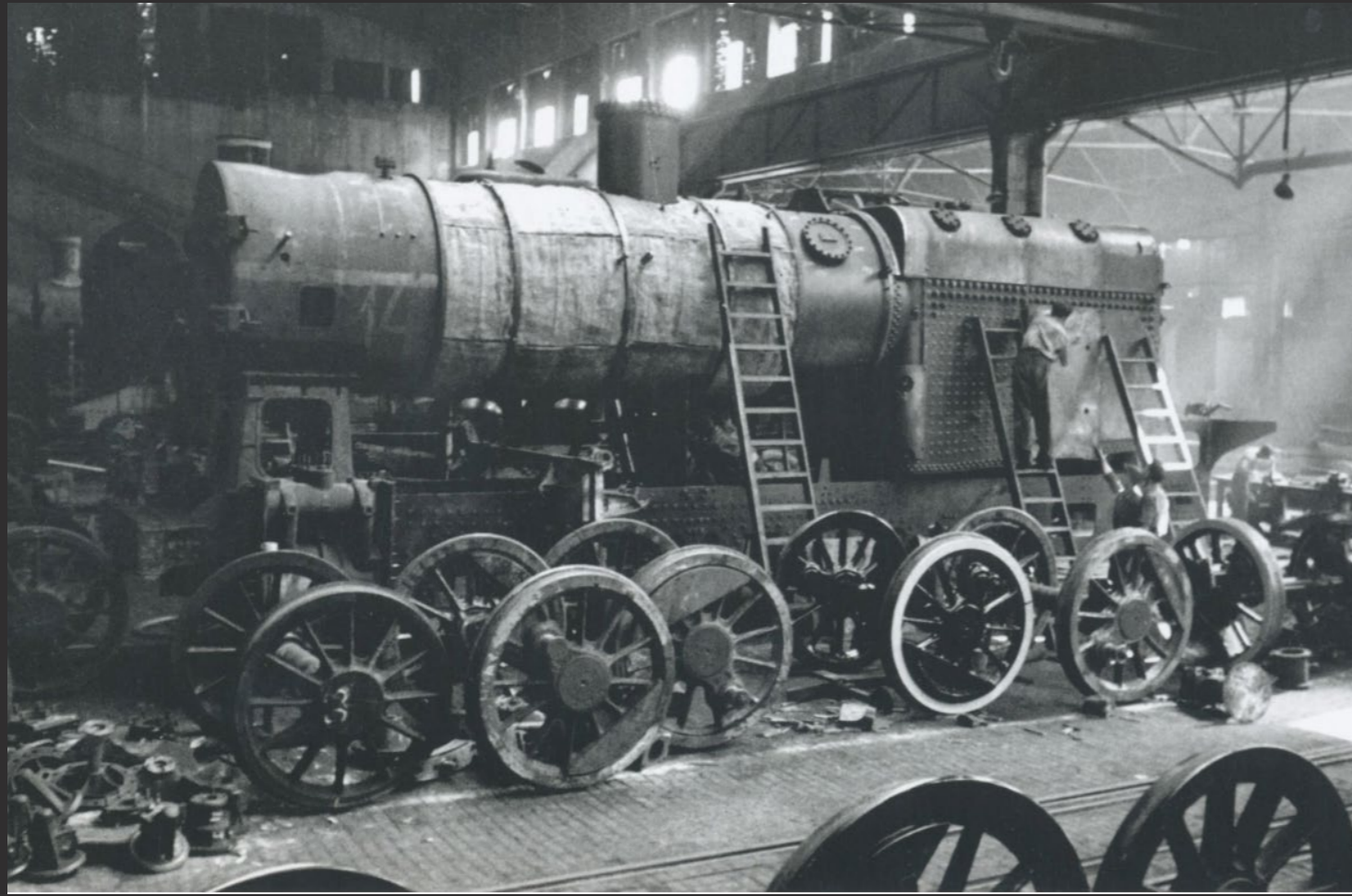
*GANZ QUARTER*

## DAY ONE

*GANZ industrial quarter was founded by Abraham Ganz iron manufacturer and entrepreneur in 1868 in Józsefváros, Budapest and since the change of regime in Hungary in the 1990's, many immigrant families from far east Asia moved to Hungary starting a new life and hoped for a better future for their children. Nowadays Ganz quarter became the combination of industrial manufacturers, storages and one of the biggest asian market in Europe.*



JÓZSEFVÁROS



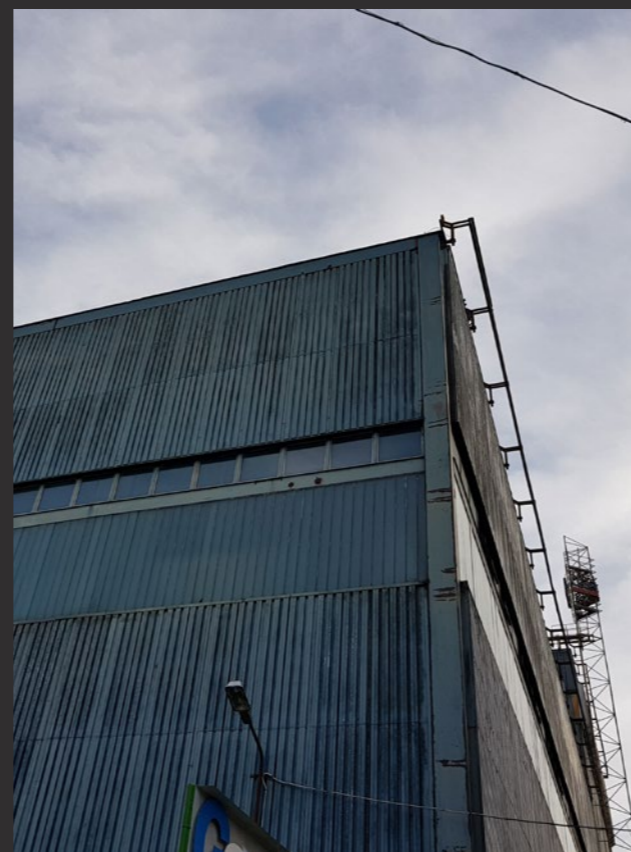
PUBLIC TRANSPORT



### *Development zone*

*The existing brownfield industrial area is overbuilt. Ganz quarter have always been an isolated zone in Budapest, there are minimal communication and no feedback to the environment, that is why different false prejudice and stereotypes exist. With a new architectural layer and new openings, people and visitors would know the true far east asian society in Ganz quarter and Budapest.*





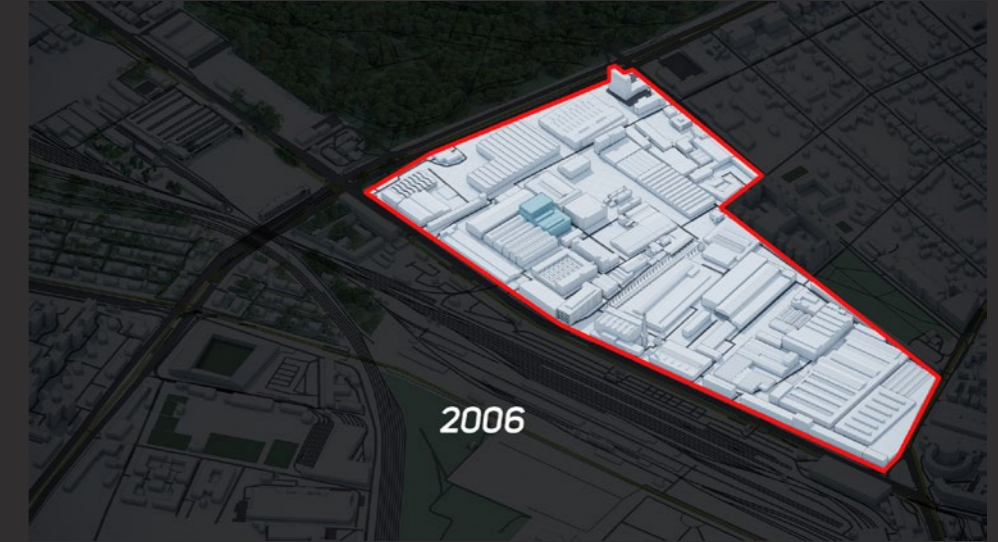
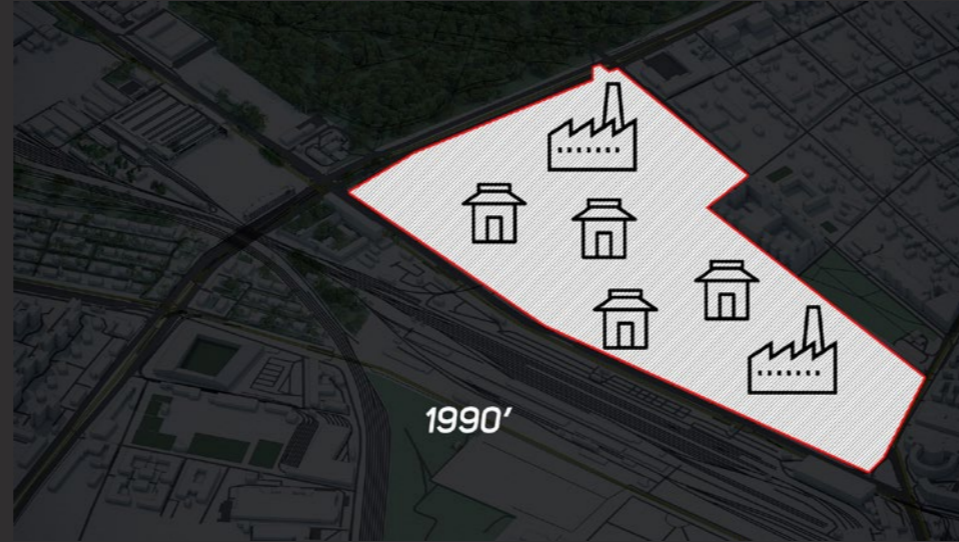
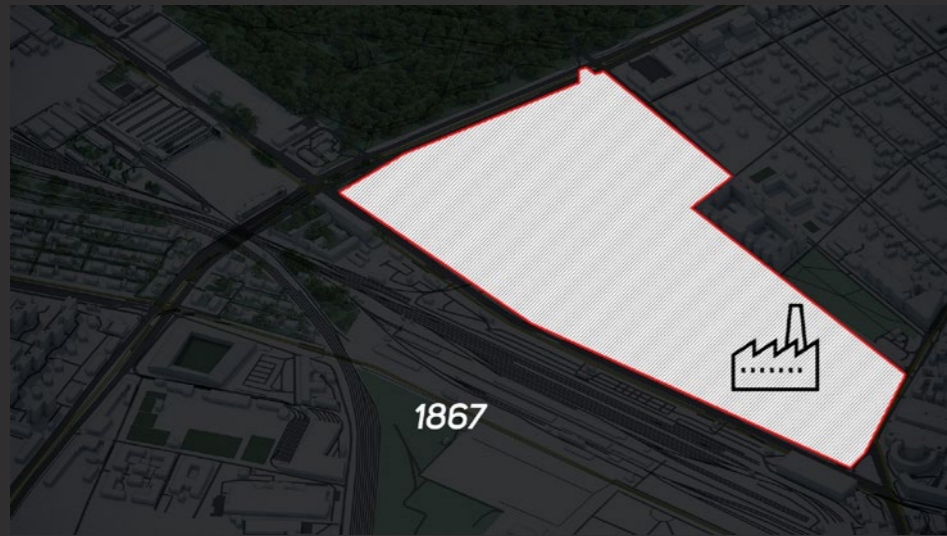




*NEW NARRATIVE*

## *"MESSAGE FROM HOME"*

*The scenario is to keep the existing zone layer, I think it would be a disastrous move if we demolish, change or have any intervention in this zone. Instead, I create a vertical urban layer a cloud symbol over the existing zone and fill it with new connection points and functions. It could be a huge step to the next generation change for Ganz quarter.*



*My vision is in the next decades market trading will evolve from physical to fully autonomous activity, and will jump to digital commersion. Therefore, people who have shops in this zone will move up to the new space and the existing old building will transform to storage, where automated robots will do the packaging and logistic.*

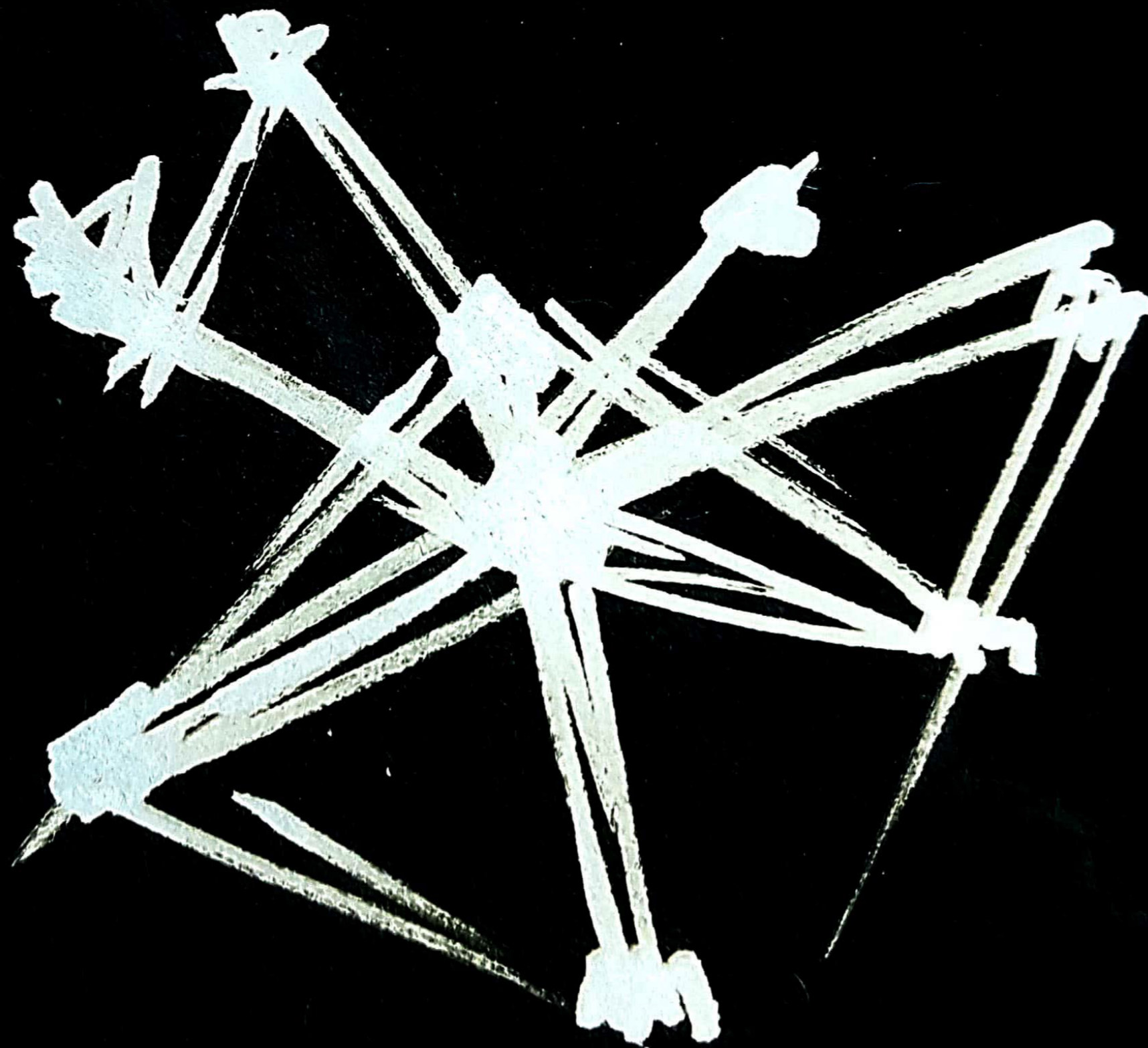
*People here in Ganz district have monotonous life. They are traders, that means most of the time they live and work in their small shop and this activity repeat again and again everyday, from Monday to Sunday. They have no time for social programs. Other problem is that there is no centerpoint for them to get together and celebrate their culture.*

*My architectural and social vision which is named GANZ FUTURO PHASE ONE will give answers for these multicultural and social problems.*

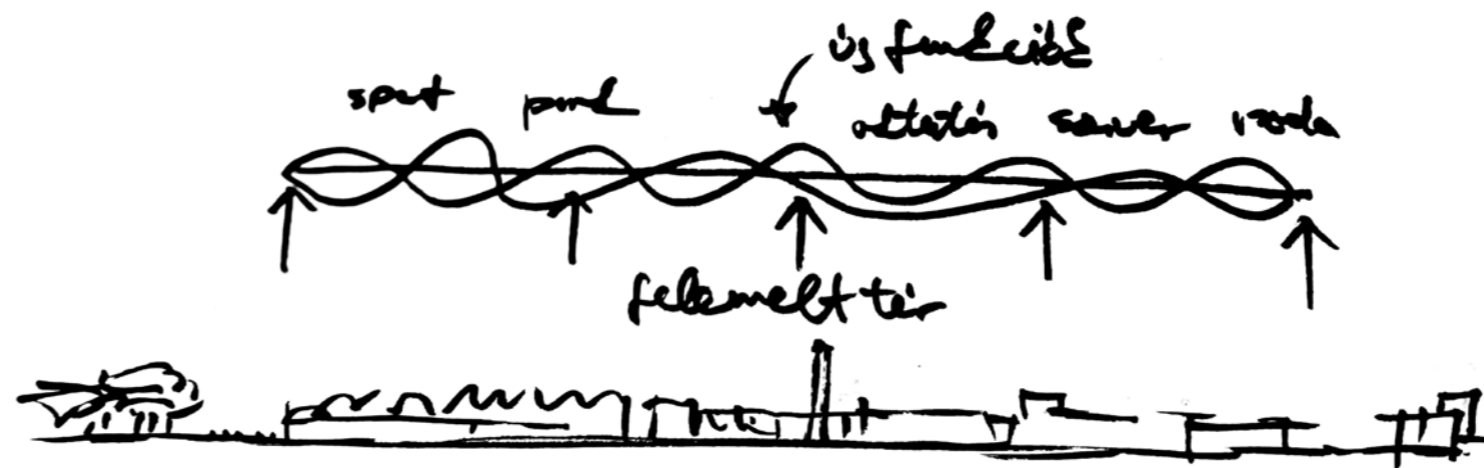
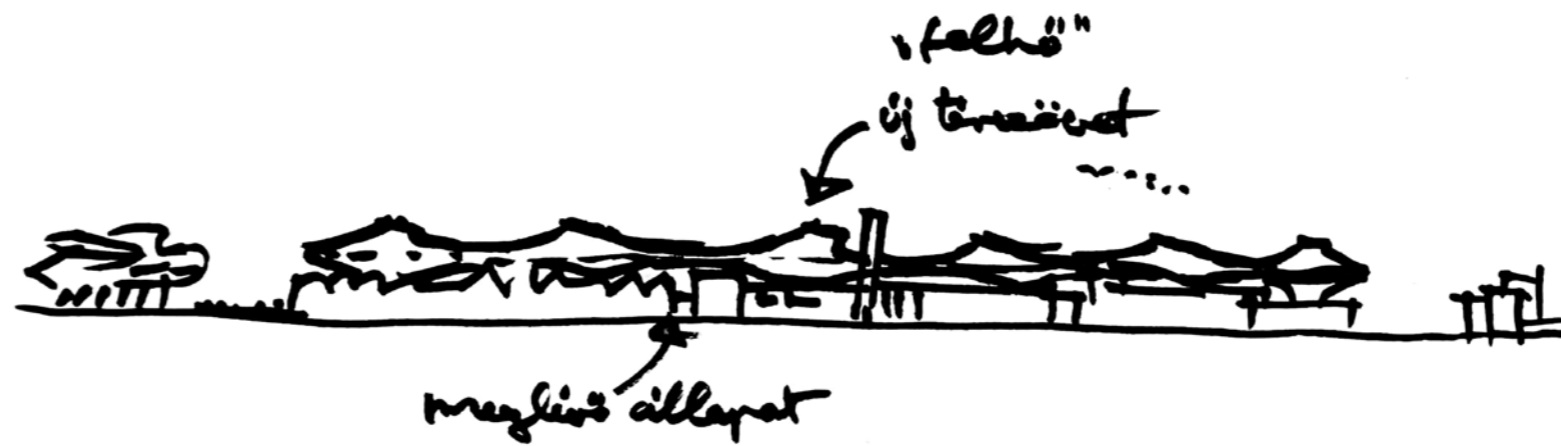


GANZ FUTURO PHASE ONE





*„Form follows fiction“*



8 tree-like -or cell- parametric structural buildings with new functions.

The following functions are:

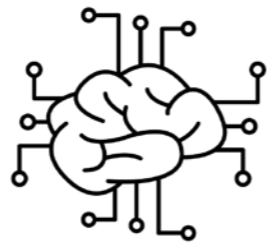
- Automated parking buildings with electric charging systems
- Sport and recreation centre, and later will have connection to People's Park
- Learning and social integration centre will help immigrant families know Hungary's culture and present their cultural values to hungarian or any other visitors
- Green gate and exhibition space
- Gastronomy centre presenting different traditional cuisine
- Serverpark and energy supply building for self-sustainability
- Digital trading office building



Automated parking buildings



Sport and recreation centre



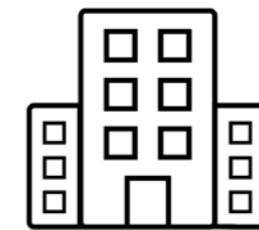
Learning and social integration centre



Green gate and exhibition space



Gastronomy centre

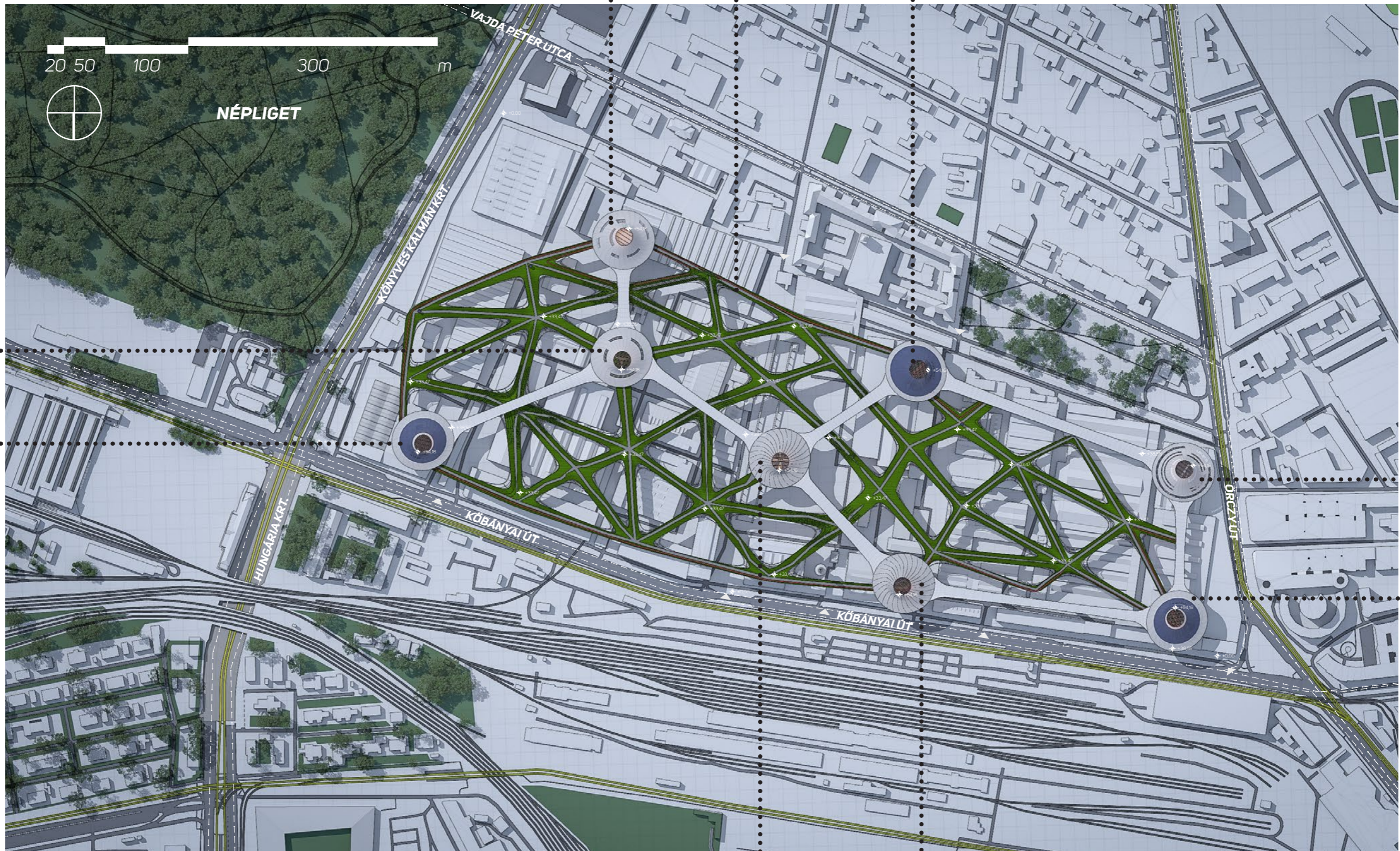


Digital trading office building



Serverpark and energy supply building





20 50 100 300 m



NÉPLIGET

Vajda Péter Utca  
Könyveskálman Krt.

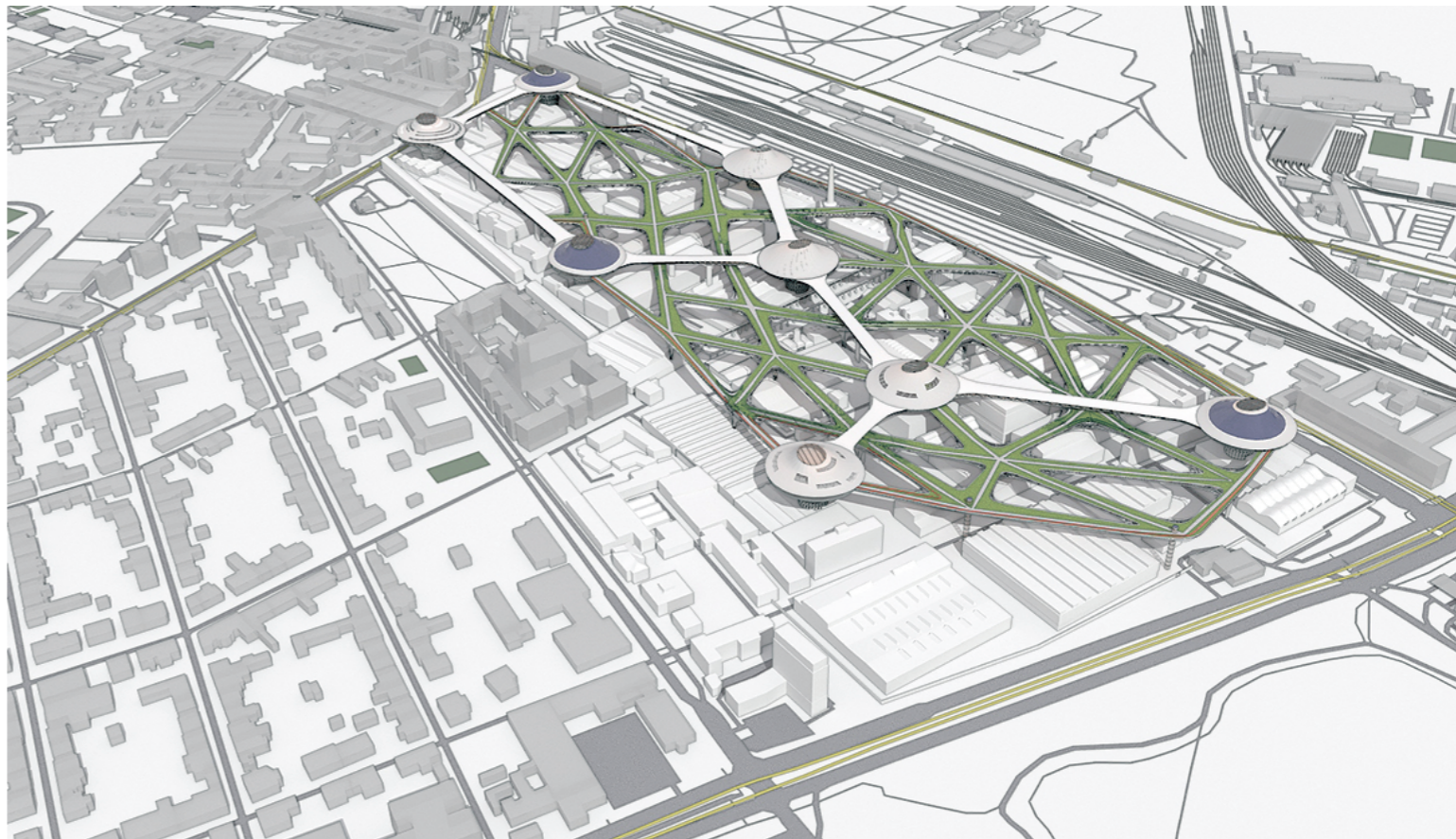
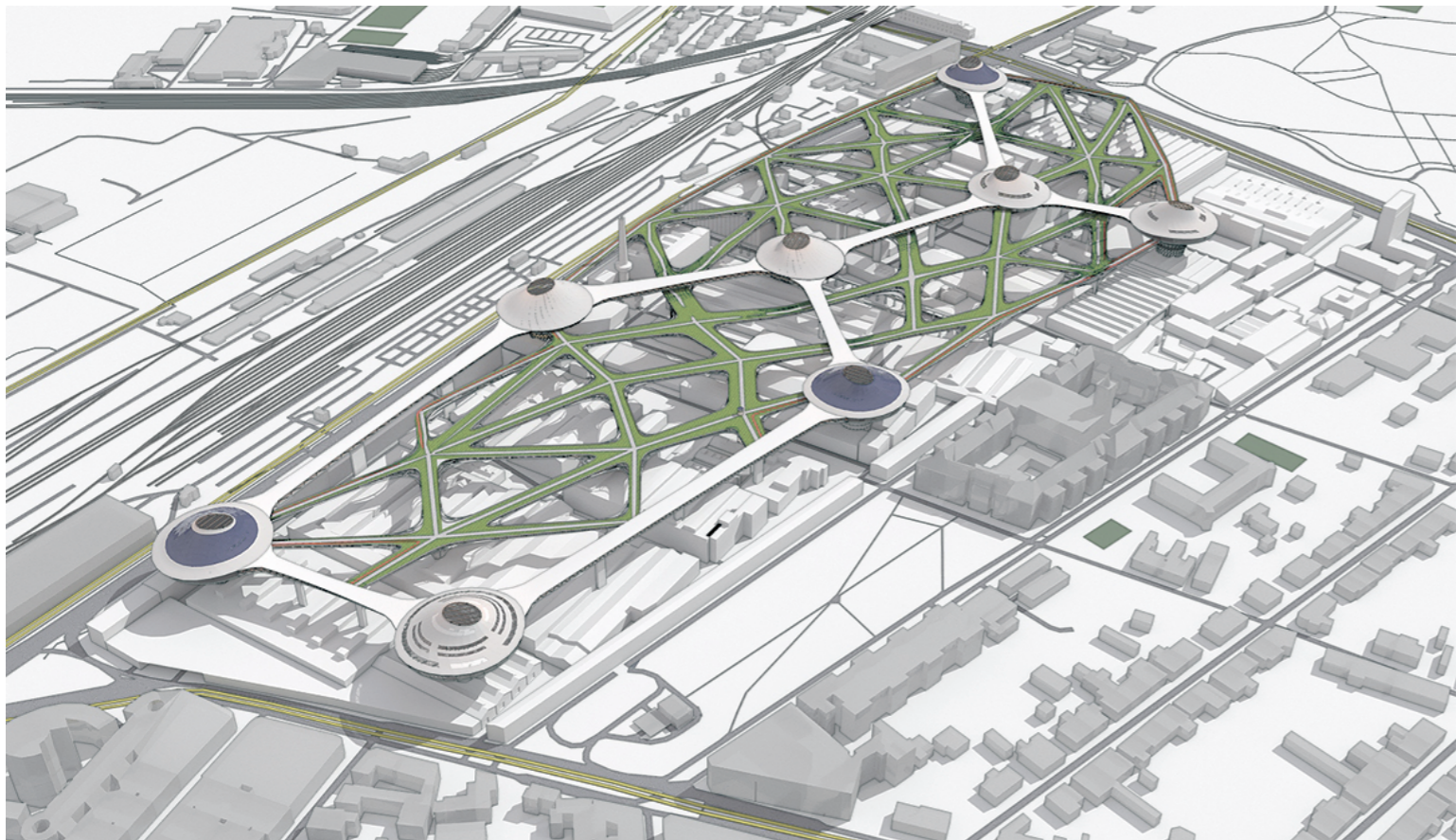
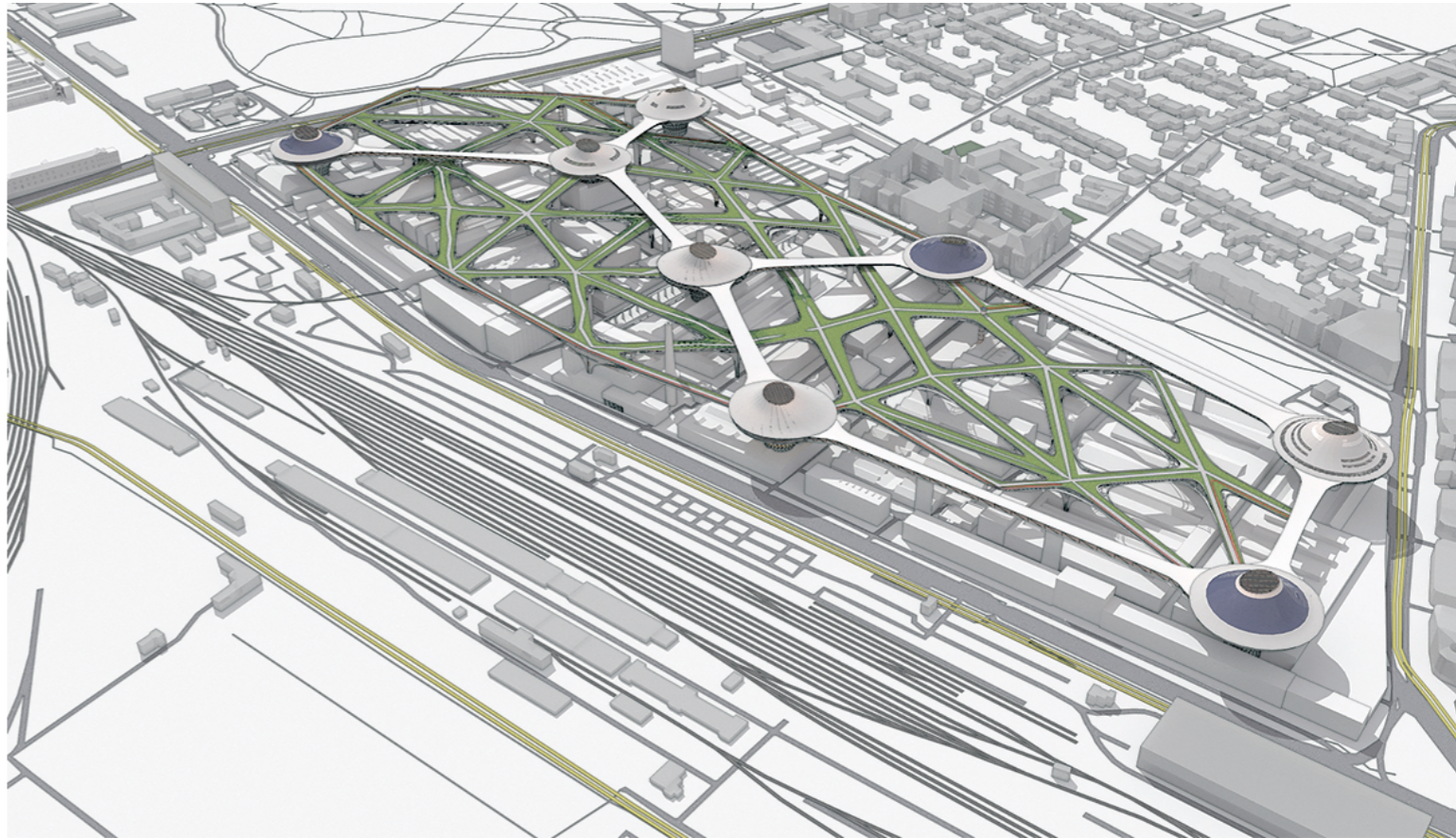
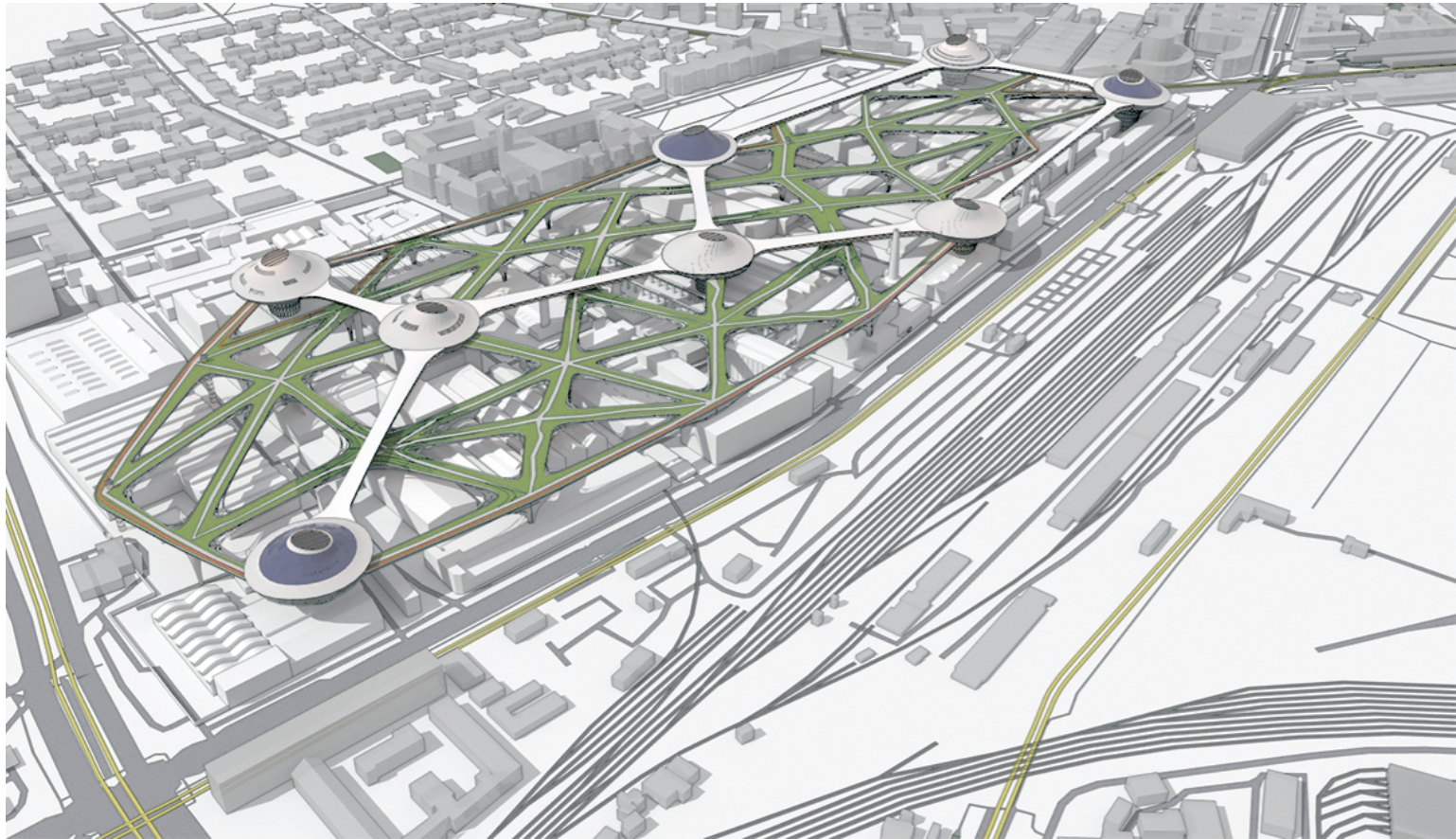
Hungaria Krt.

Kőbányai Út

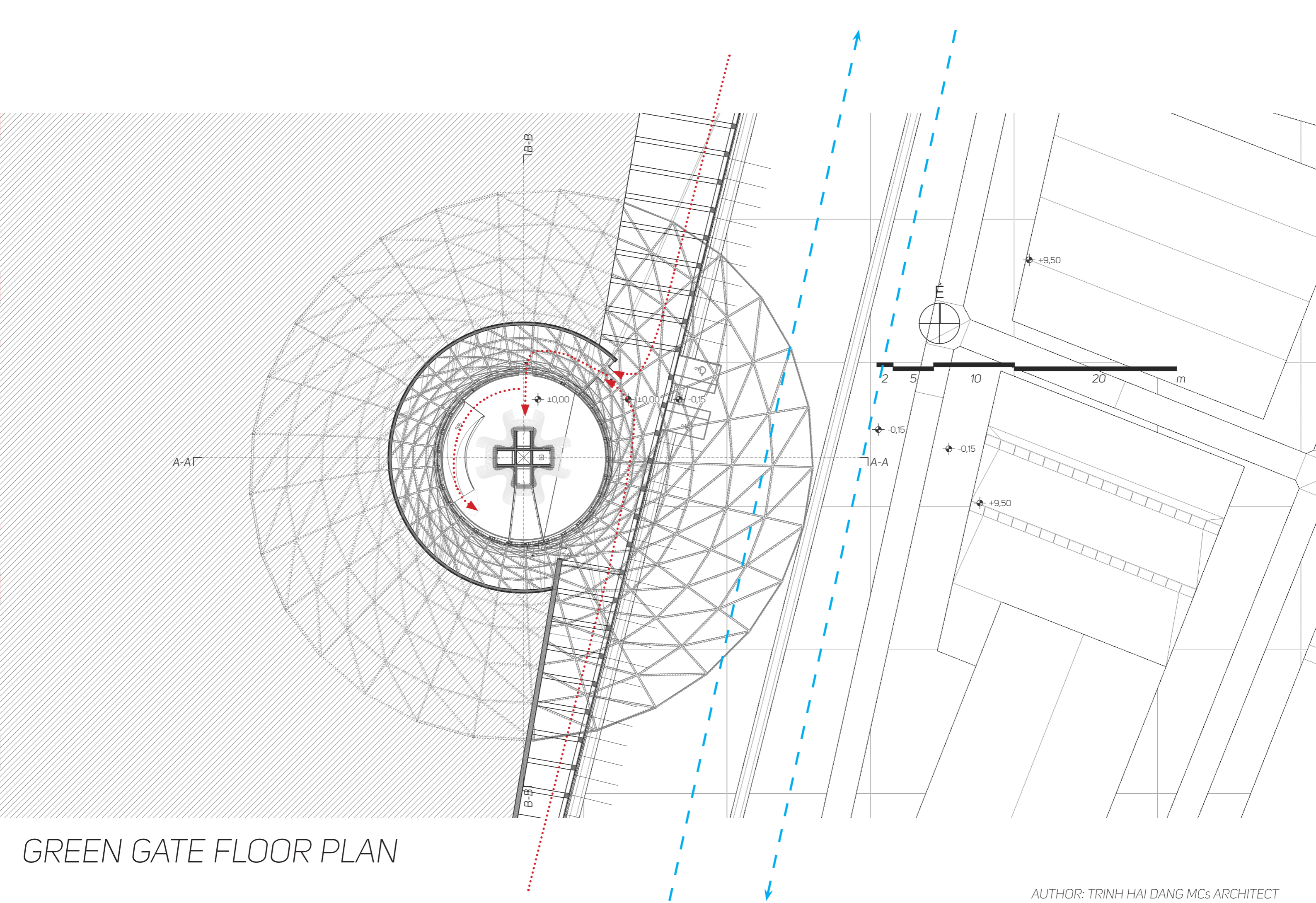
Kőbányai Út

Örczy Út





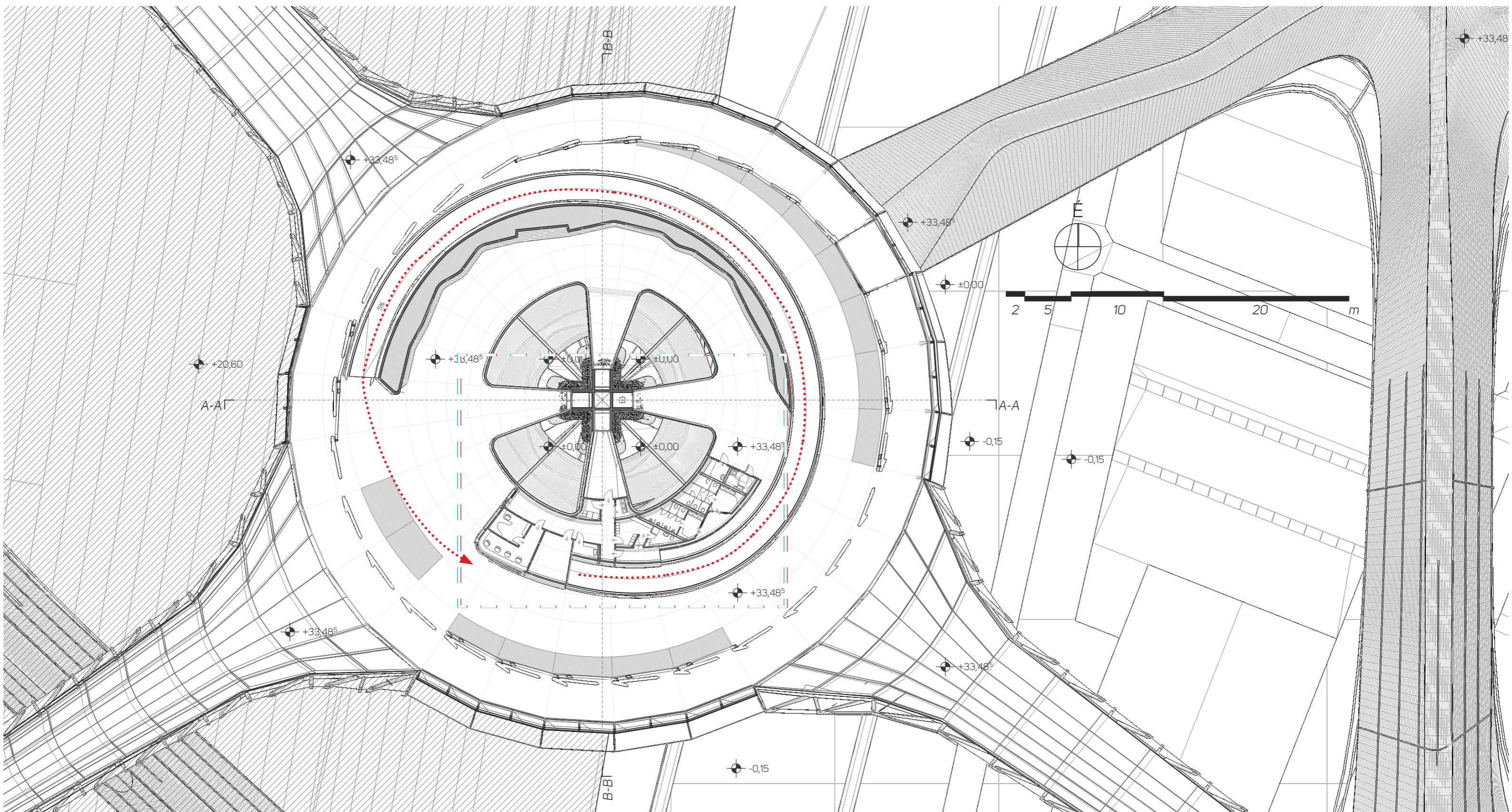
*Each buildings grow from existing buildings and are connected with bridges. These buildings are sustainable and self-supporting and provide vertical connection between existing and new architecture. The most important part of new architecture is the outdoor green walkway (and running track starting from Sport and recreation building). It creates green surfaces and connection points to welcoming visitors.*



GREEN GATE FLOOR PLAN

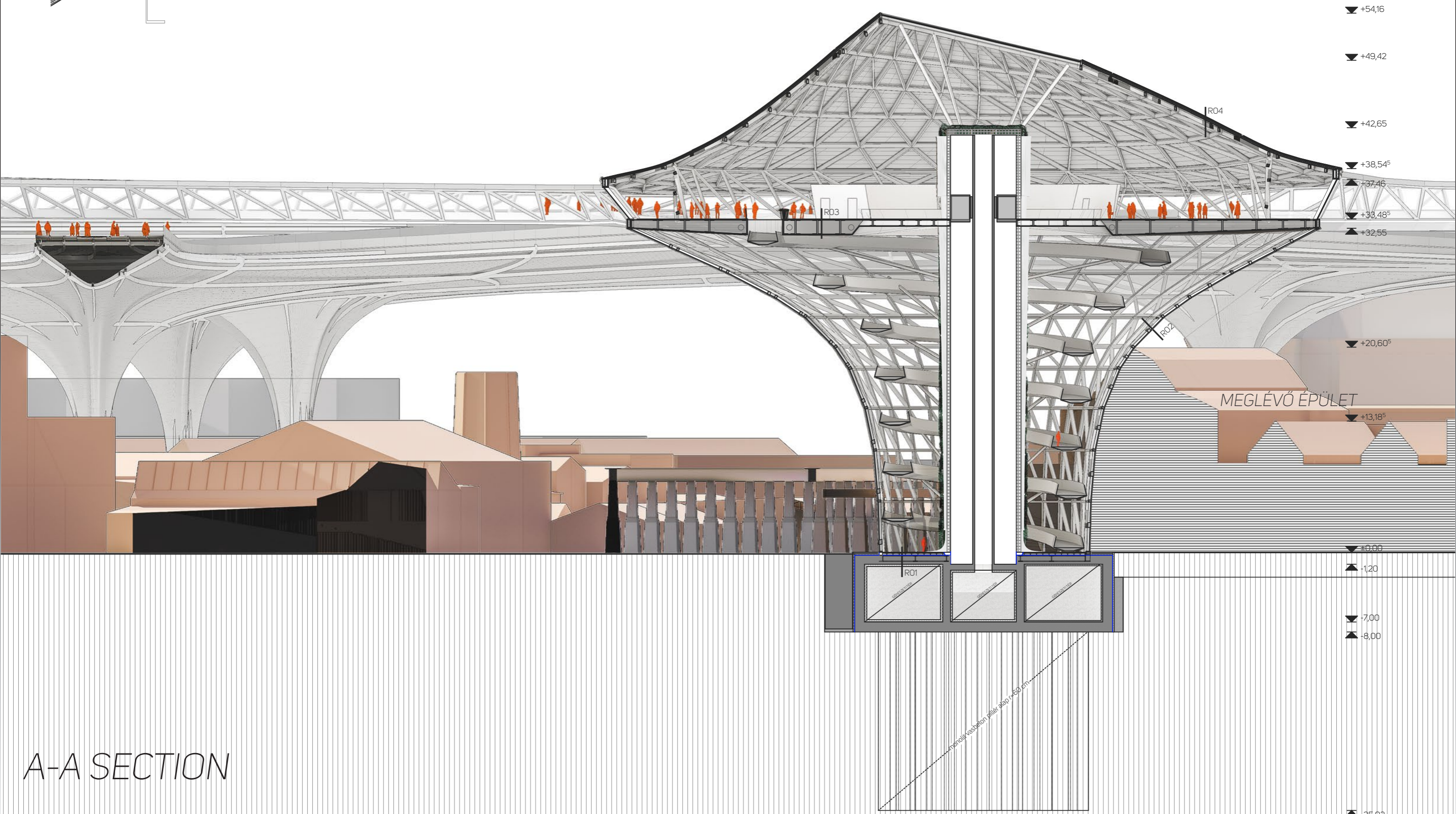
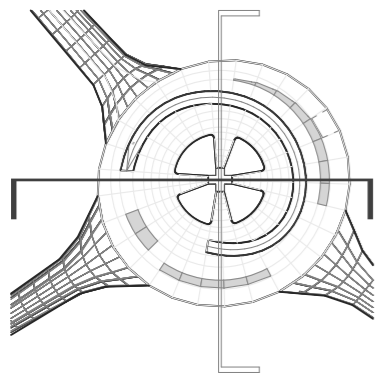
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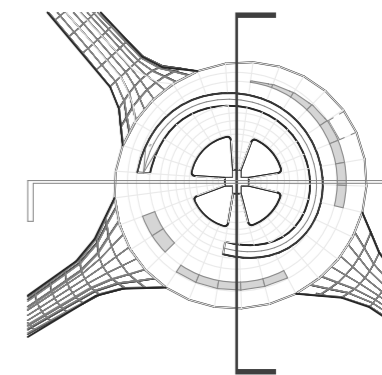
GREEN GATE EXHIBITION SPACE FLOOR





- ▼ +54,16
- ▼ +49,42
- ▼ +42,65
- ▼ +38,54<sup>5</sup>
- ▲ +37,46
- ▼ +33,48<sup>5</sup>
- ▲ +32,55
- ▼ +20,60<sup>5</sup>
- ▼ +13,18<sup>5</sup>
- ▼ +0,00
- ▲ -1,20
- ▼ -7,00
- ▲ -8,00
- ▲ -25,93

A-A SECTION



▼ +54,16

▼ +51,55

▼ +37,70

▲ +37,11<sup>5</sup>

▼ +33,48<sup>5</sup>

▲ +32,55

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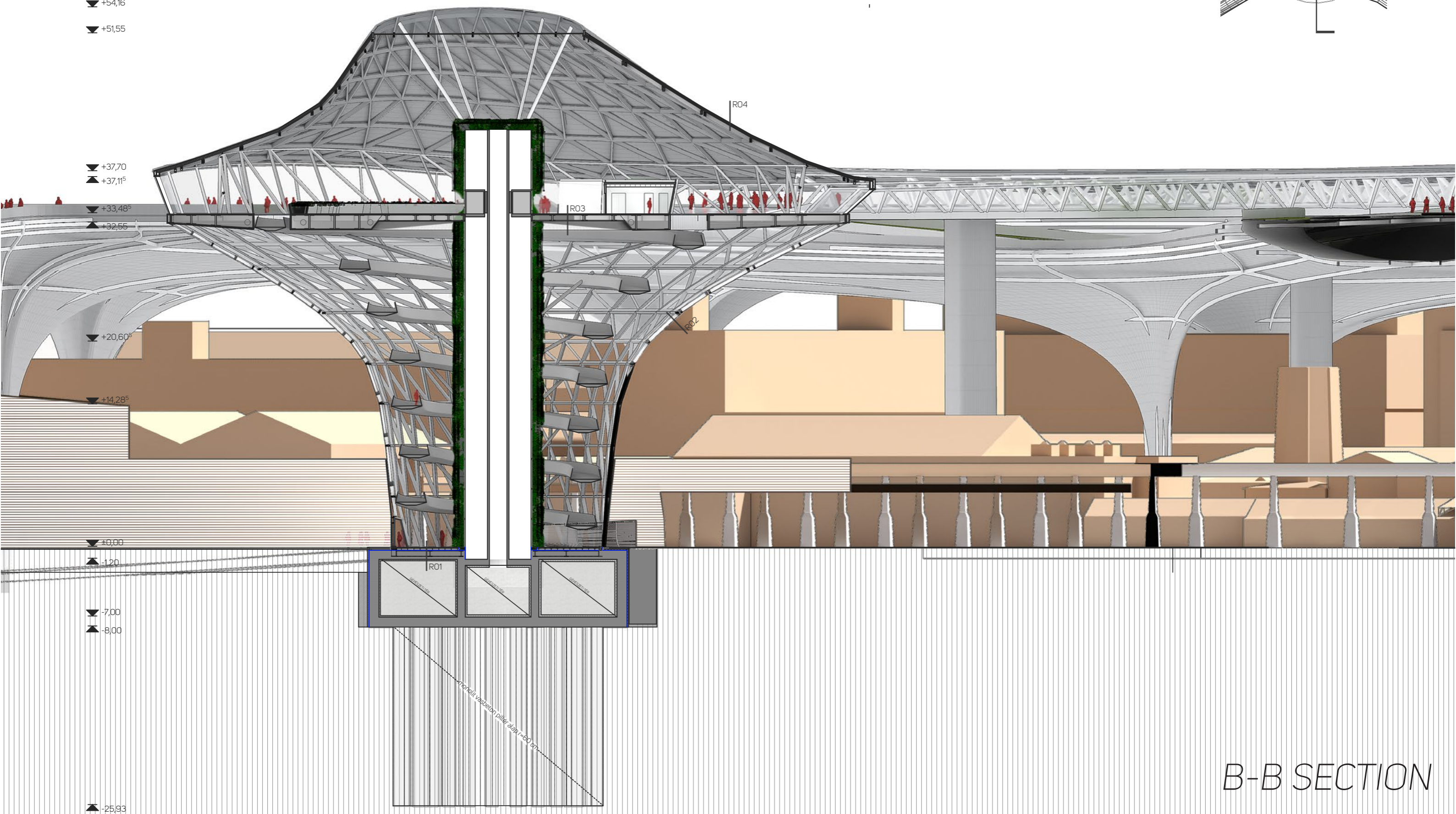
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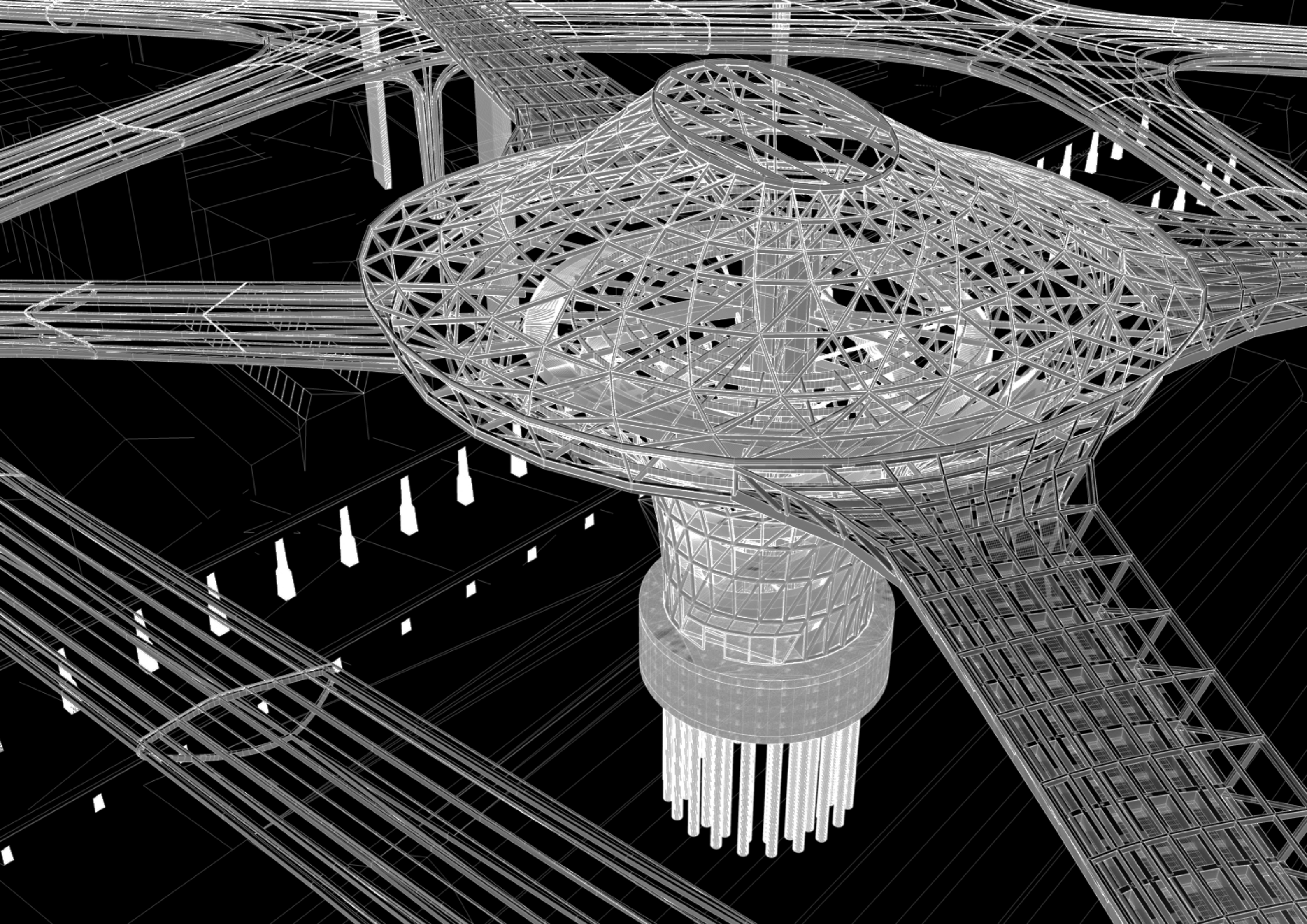
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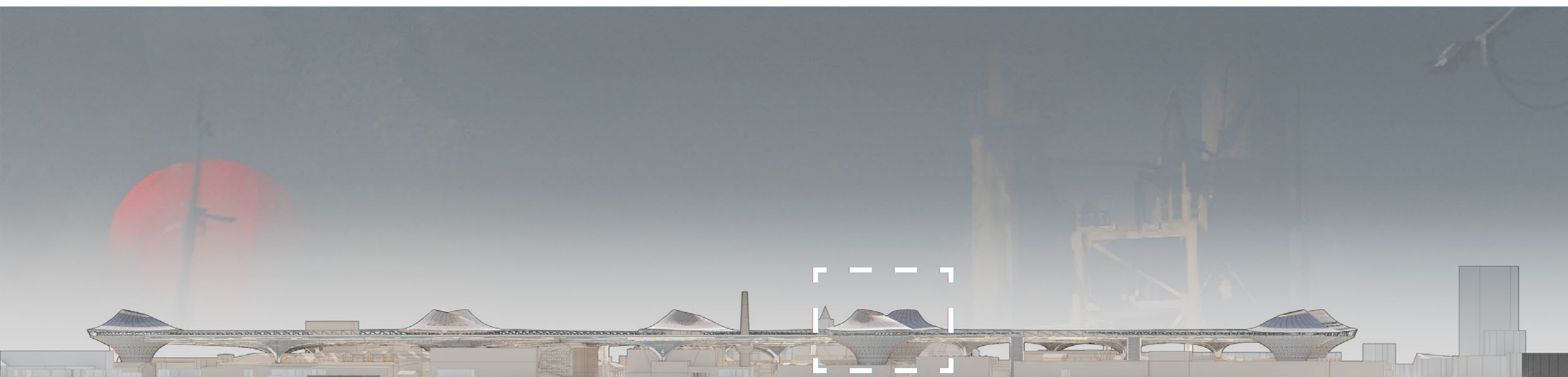
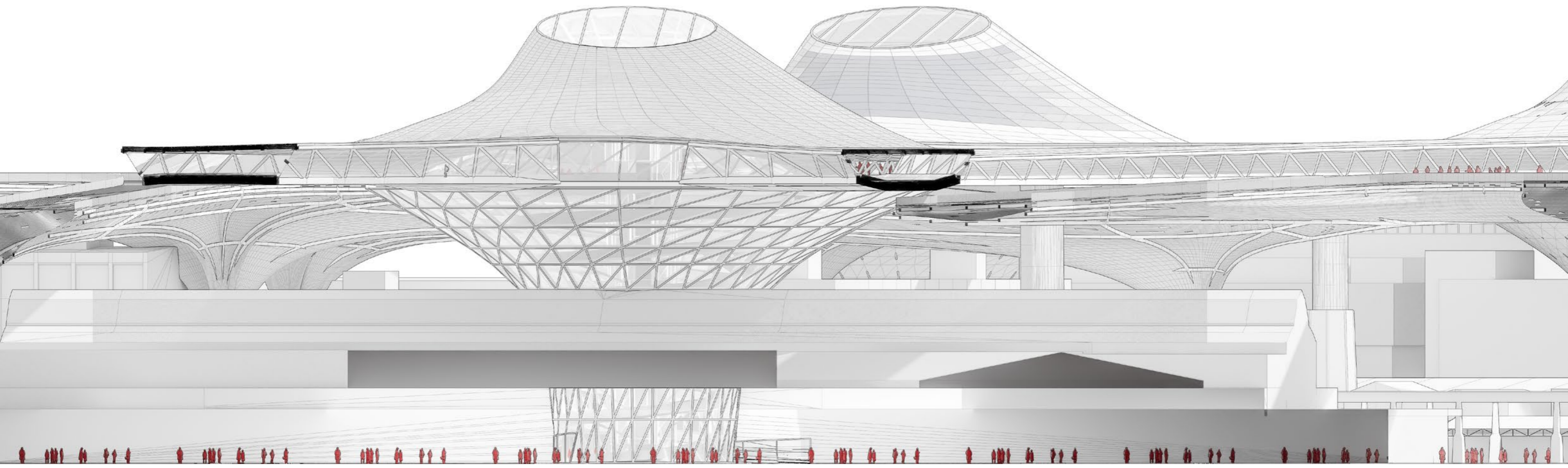


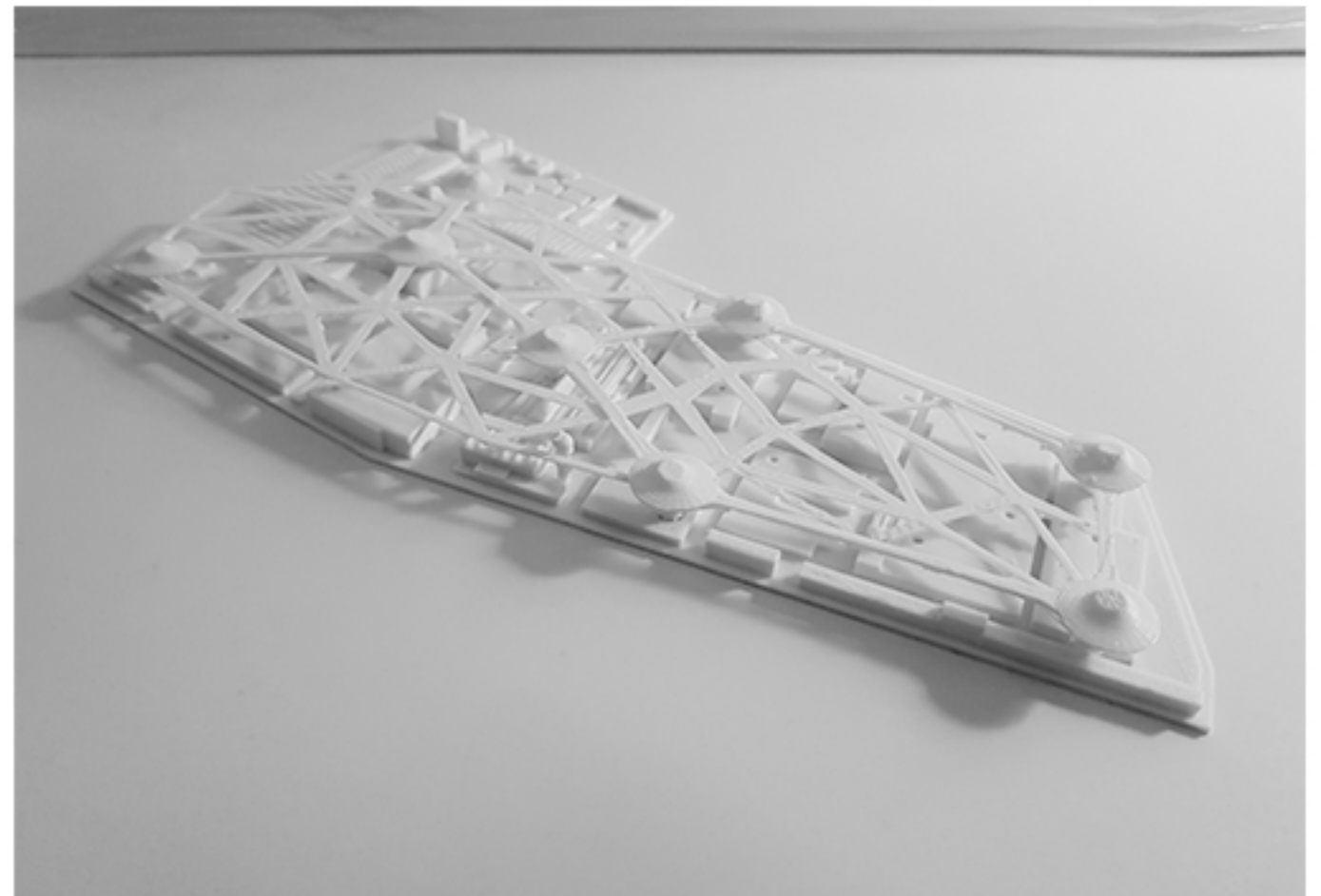
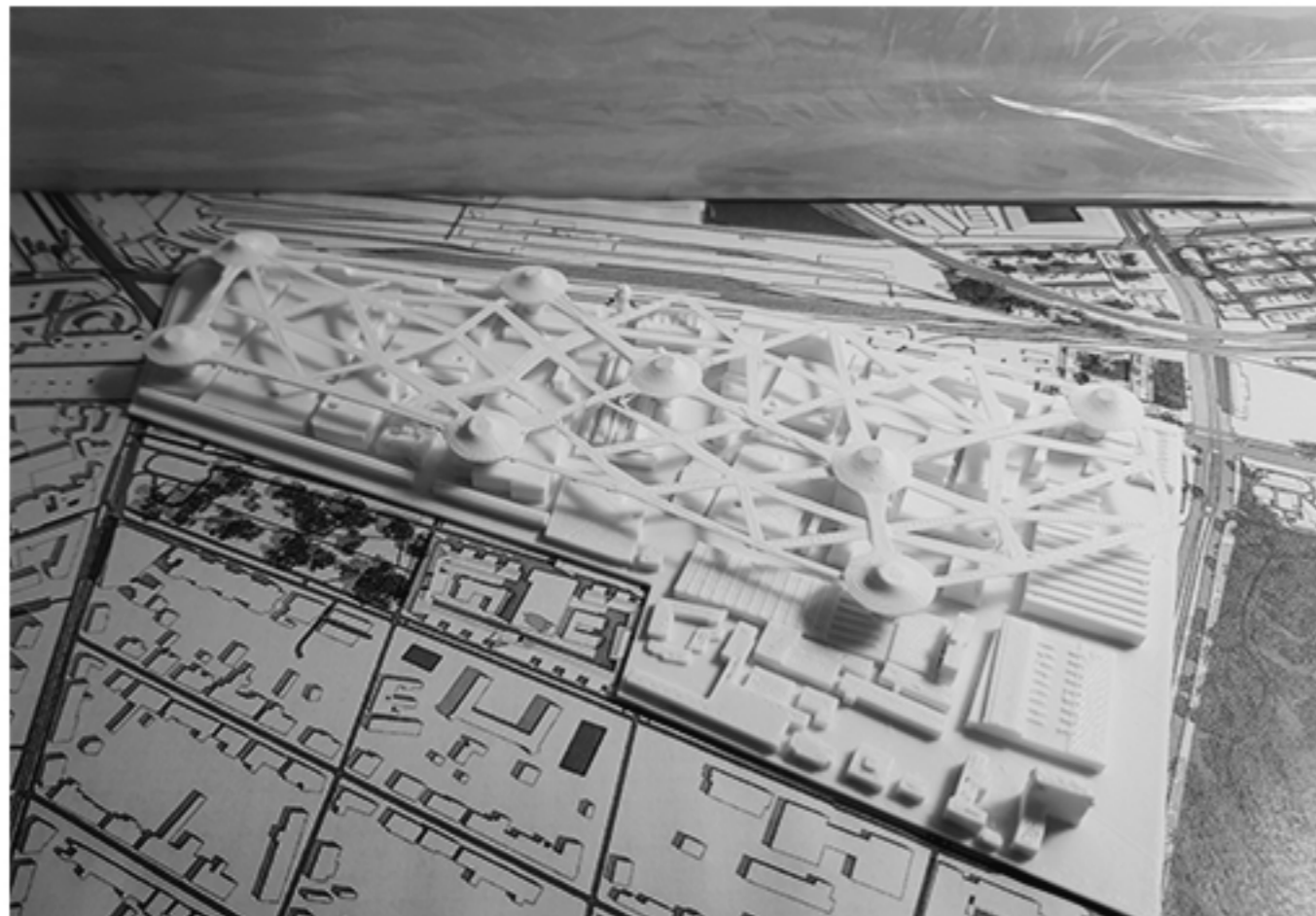
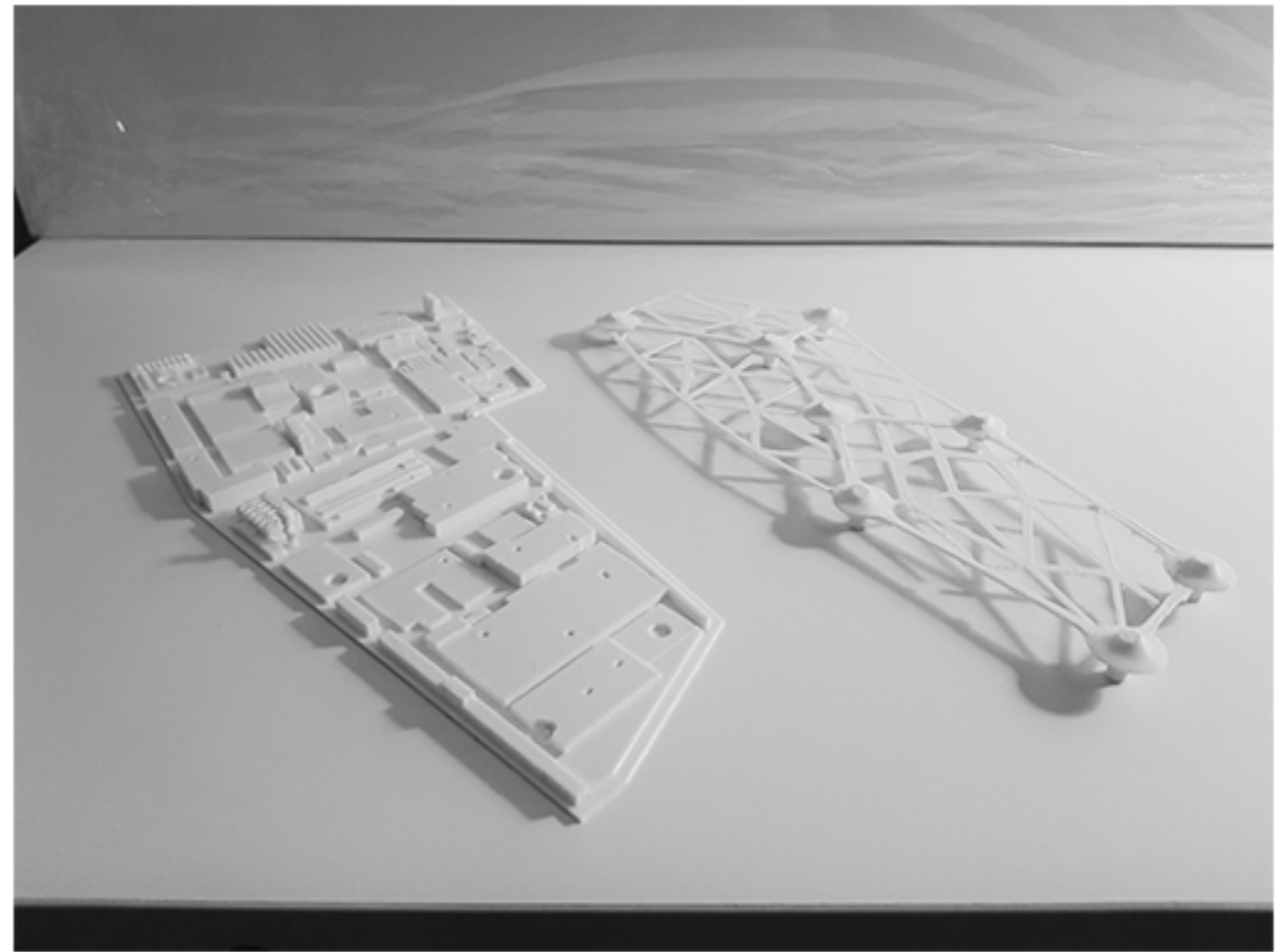
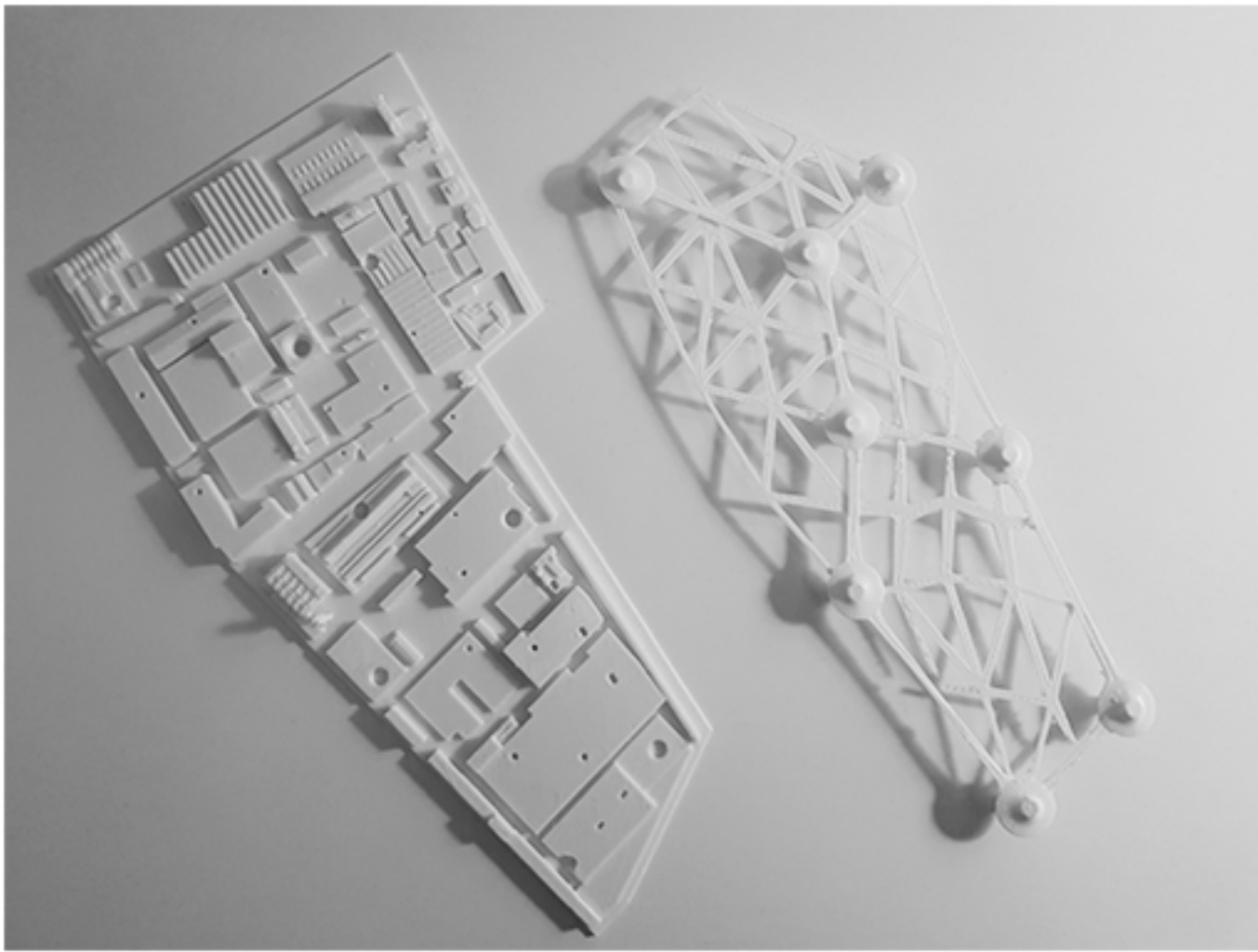
# B-B SECTION

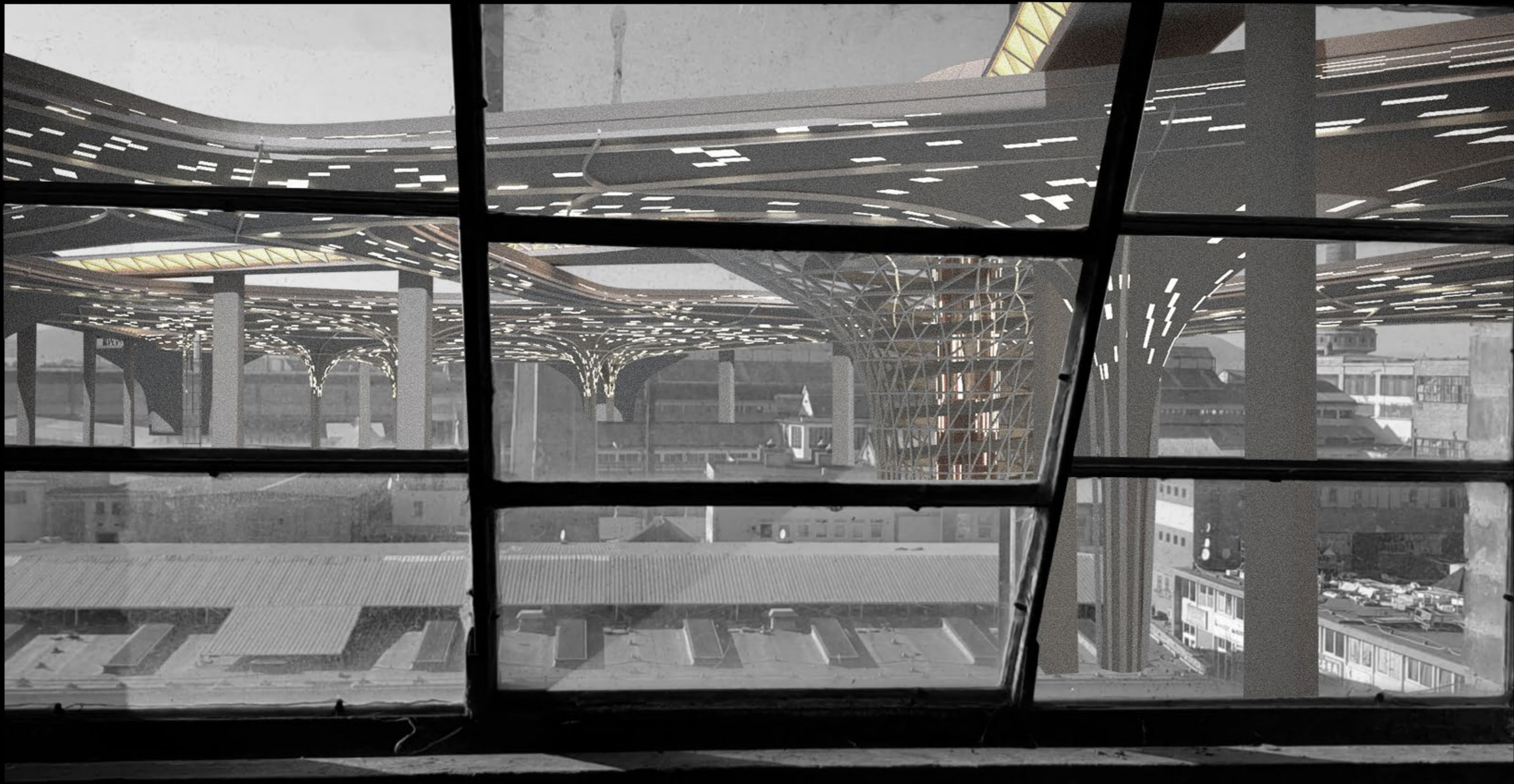
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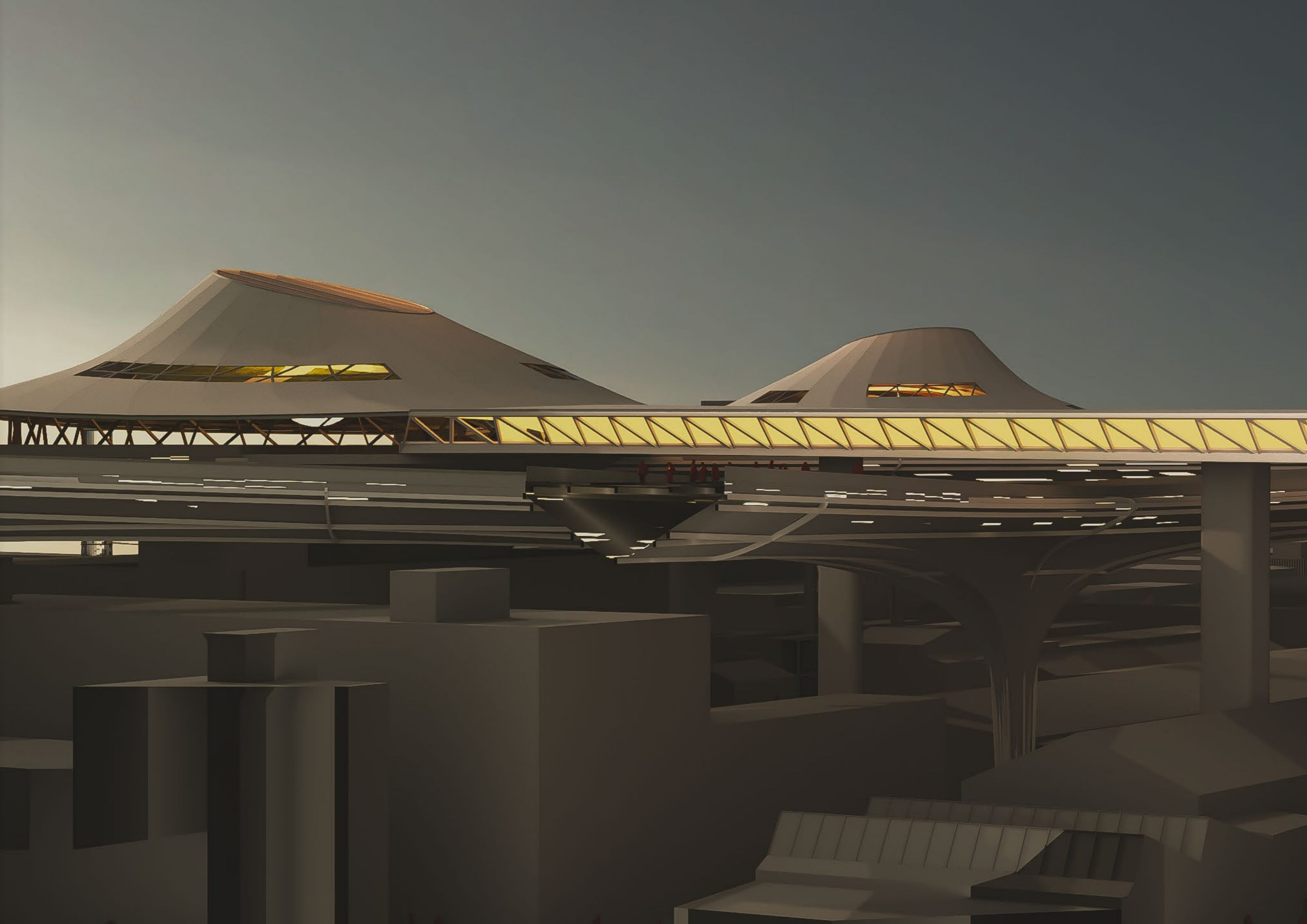


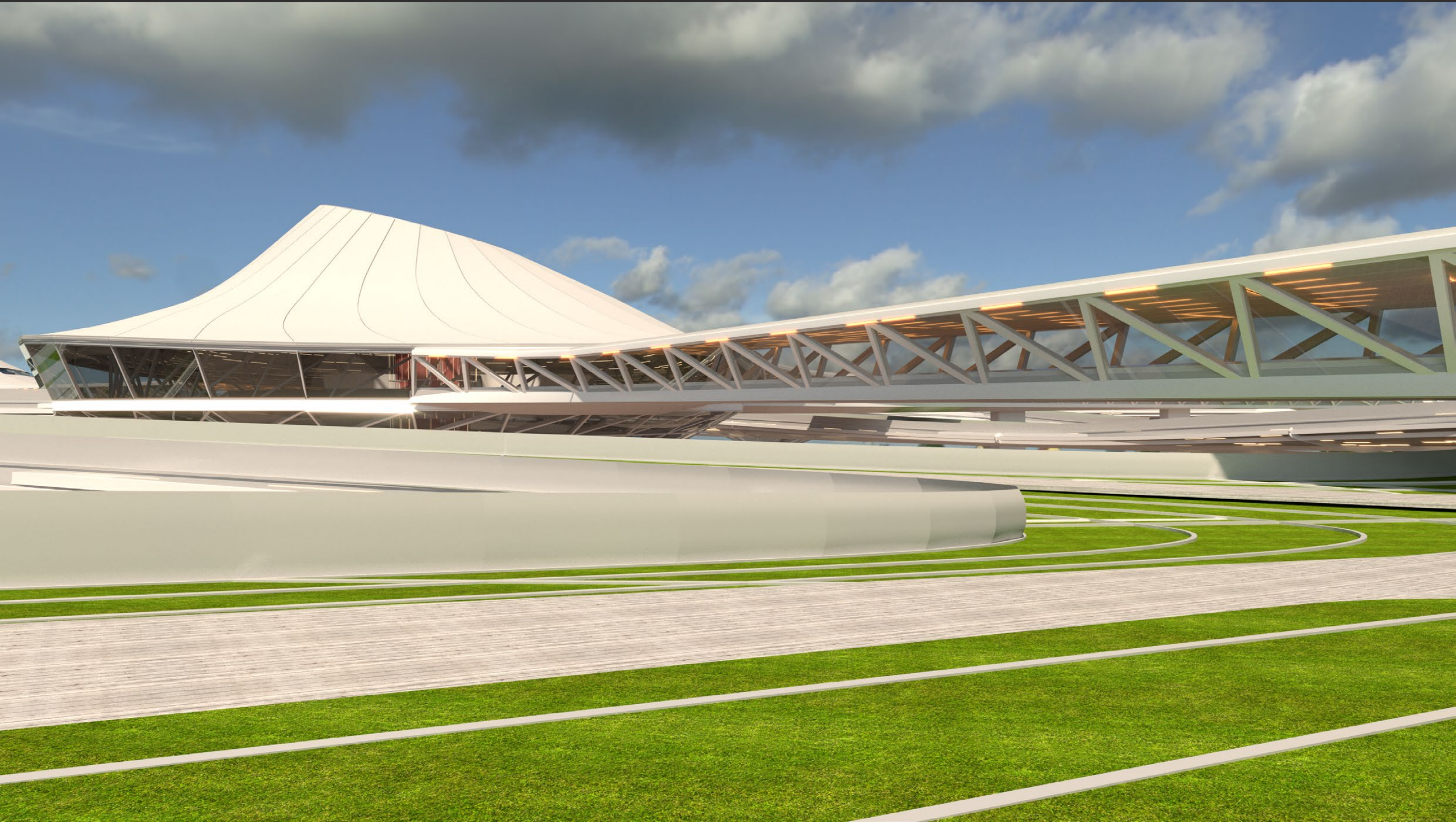


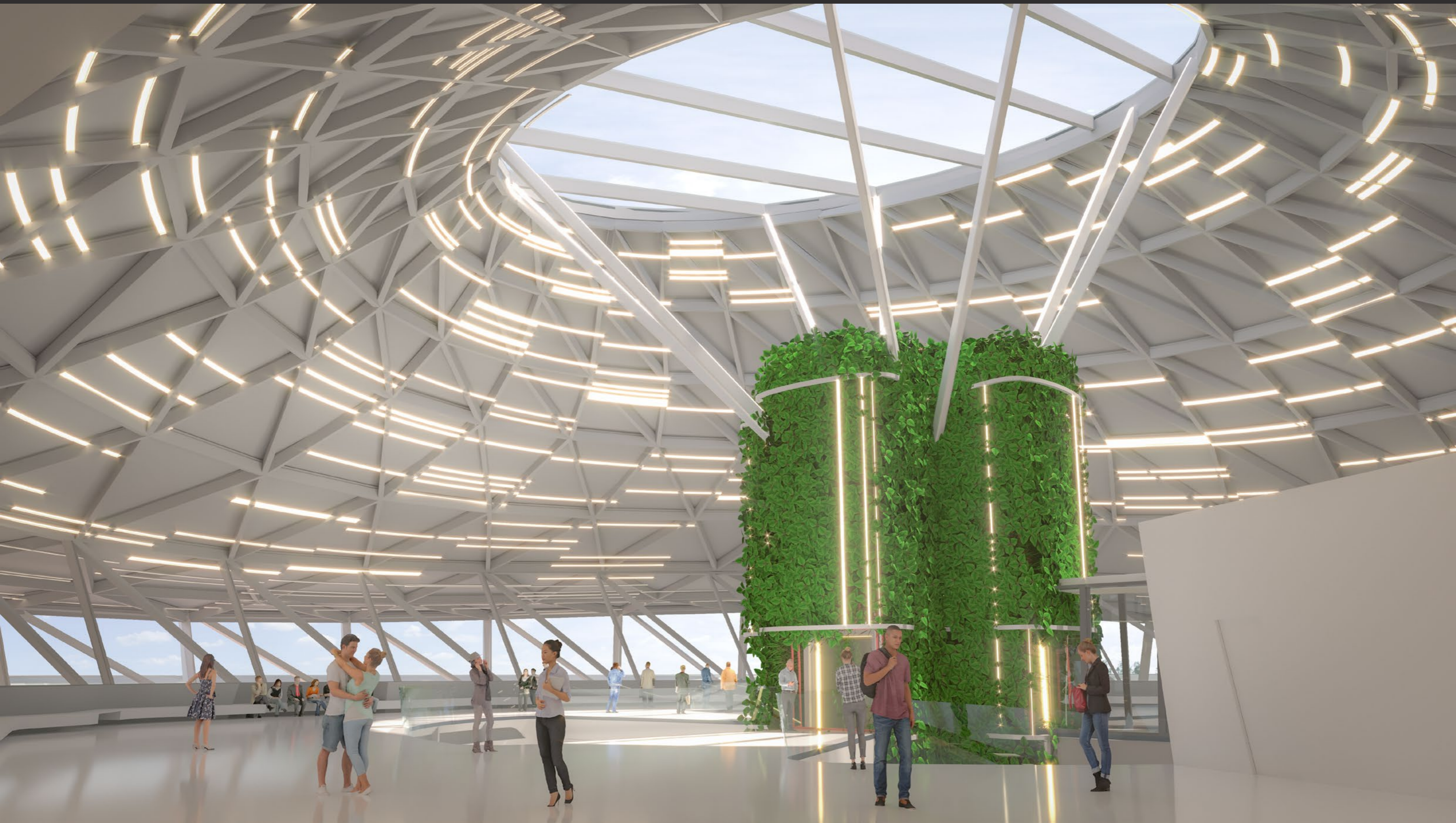


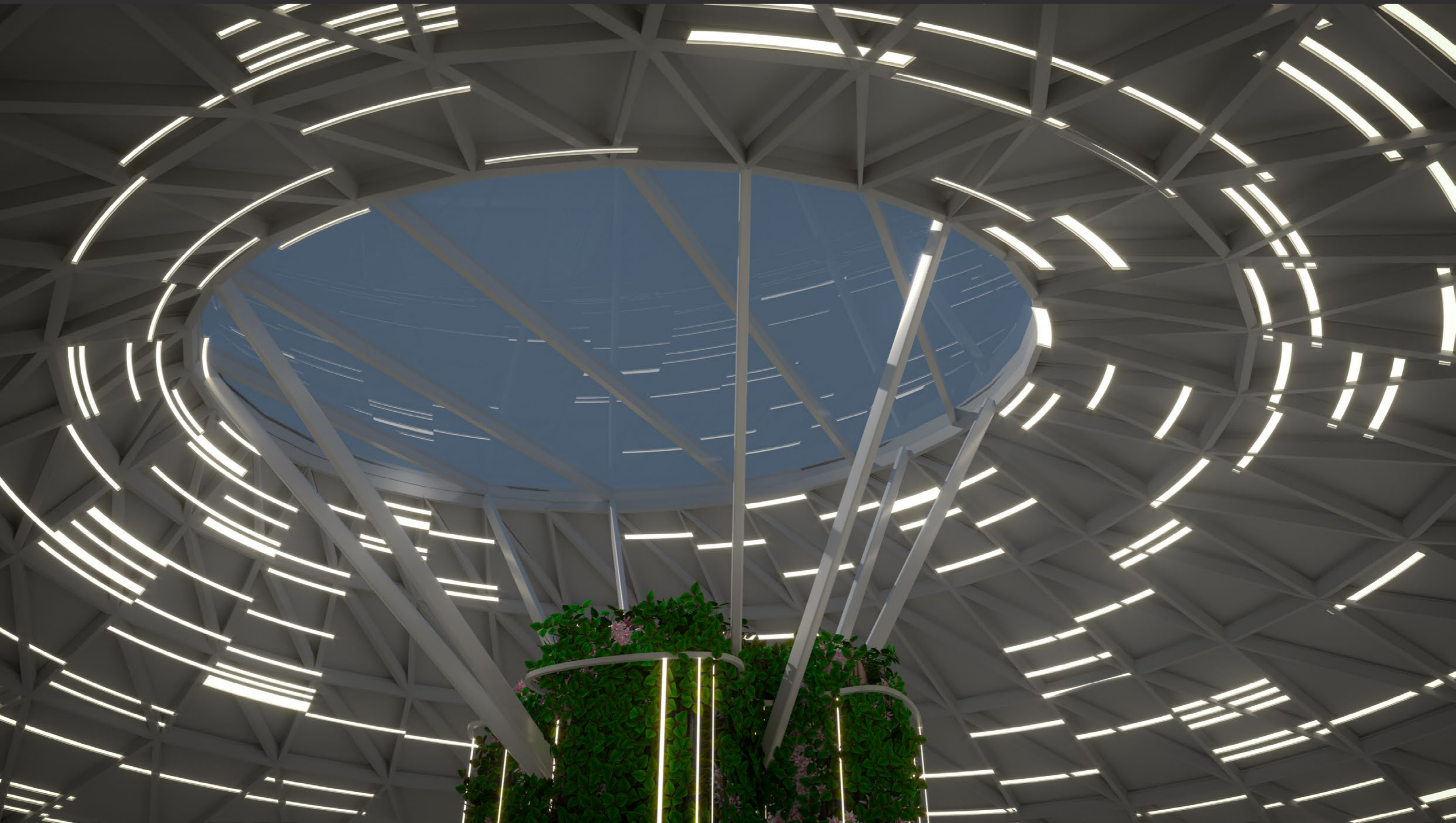
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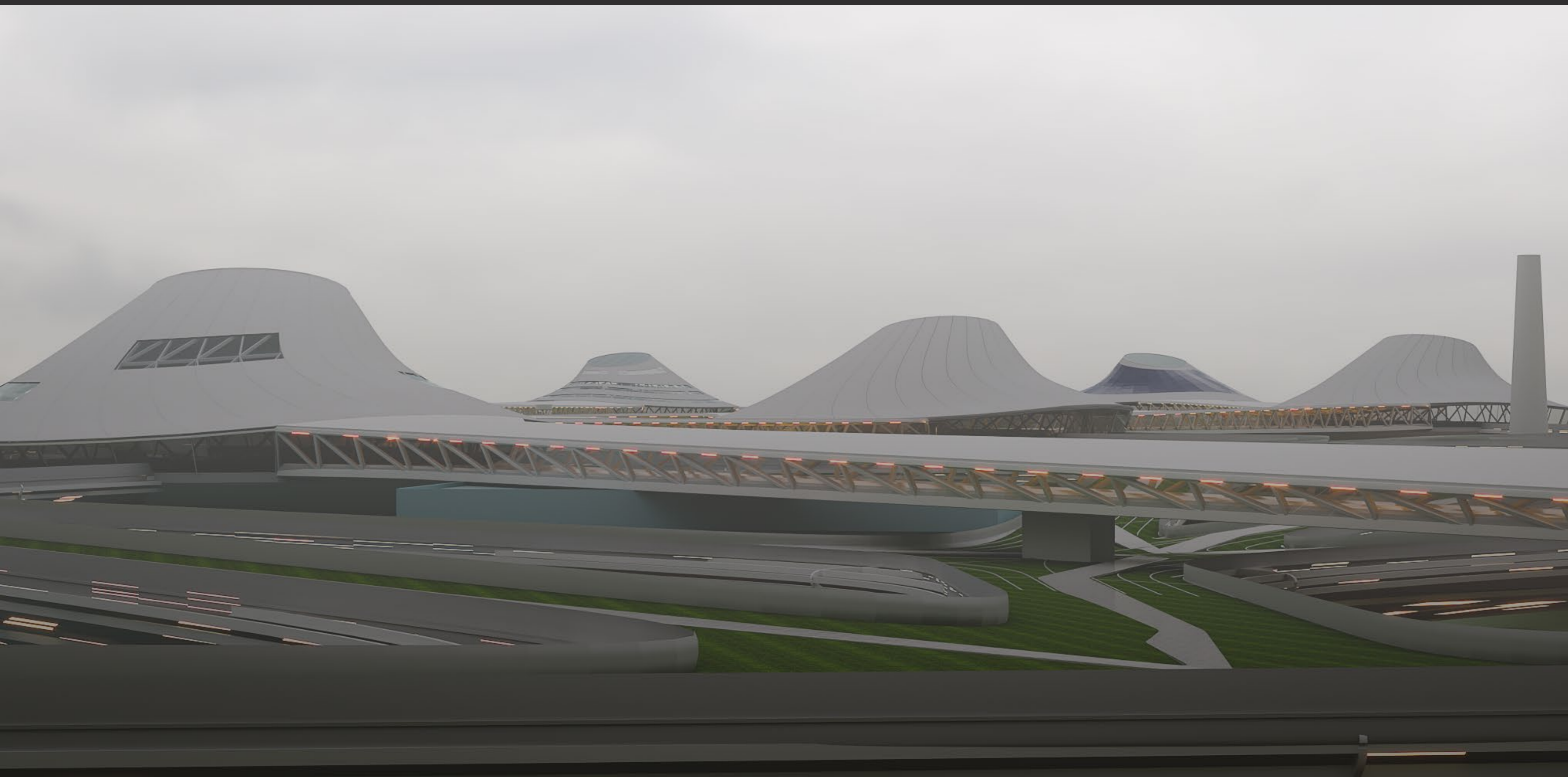


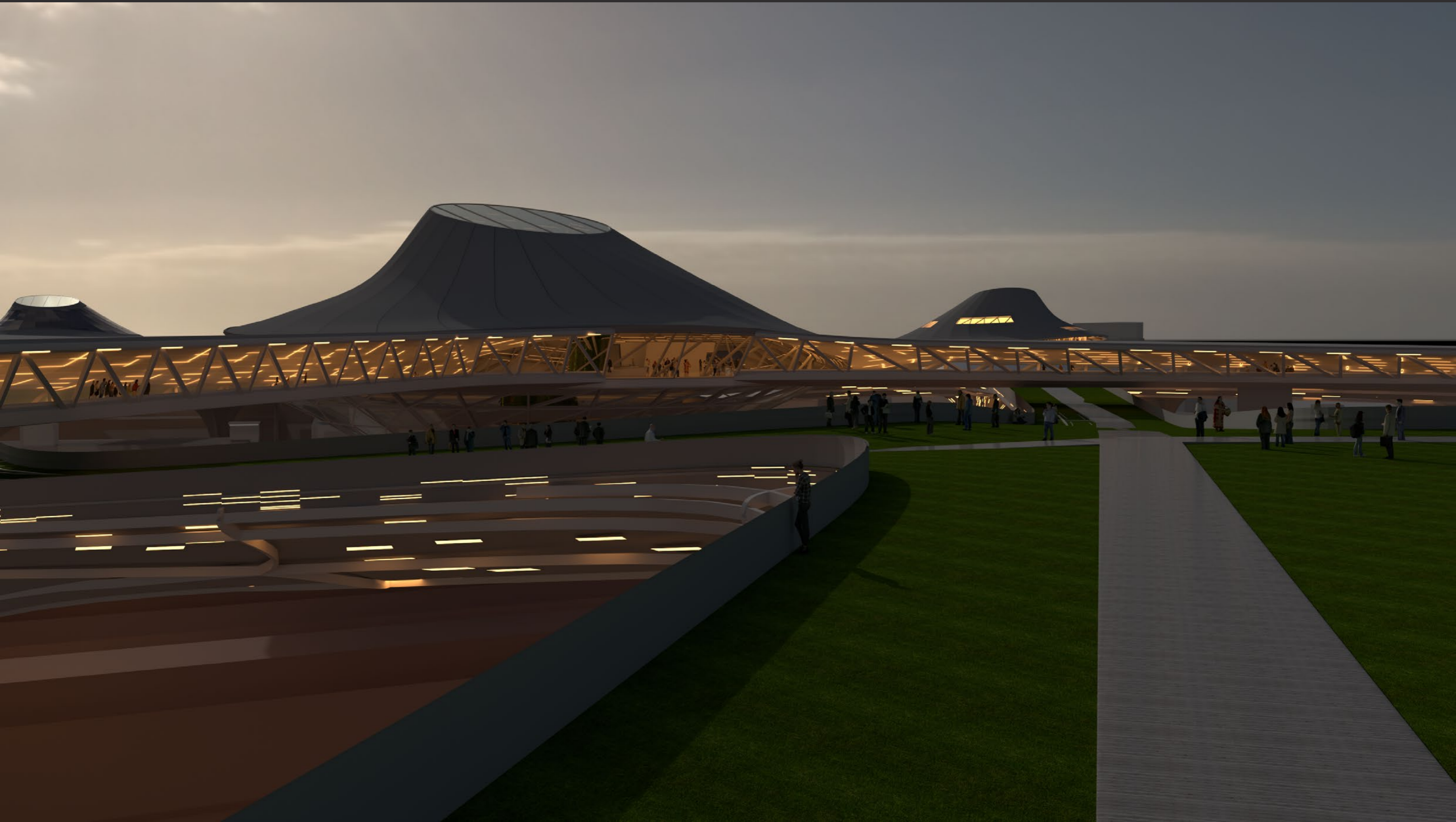


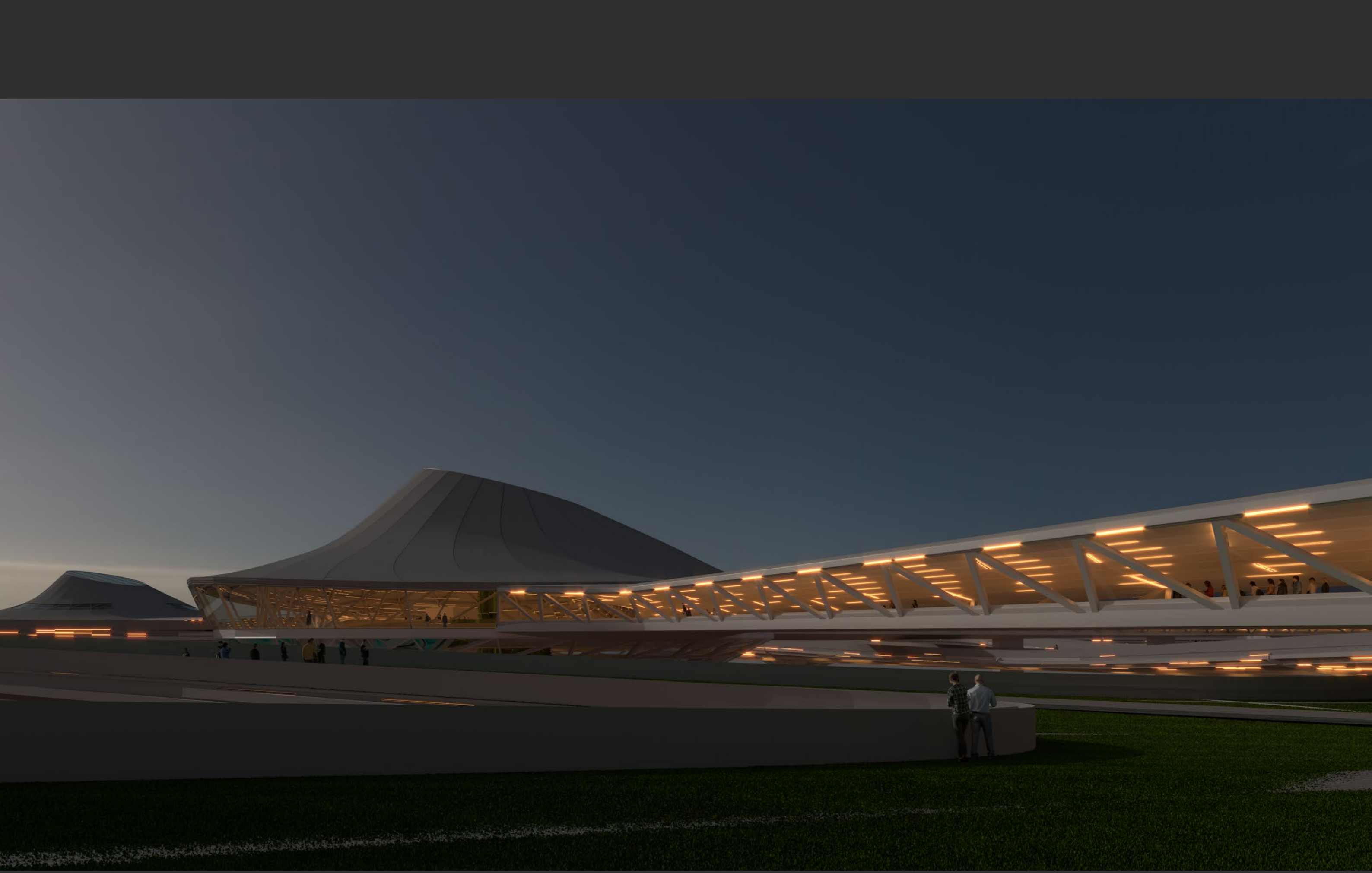






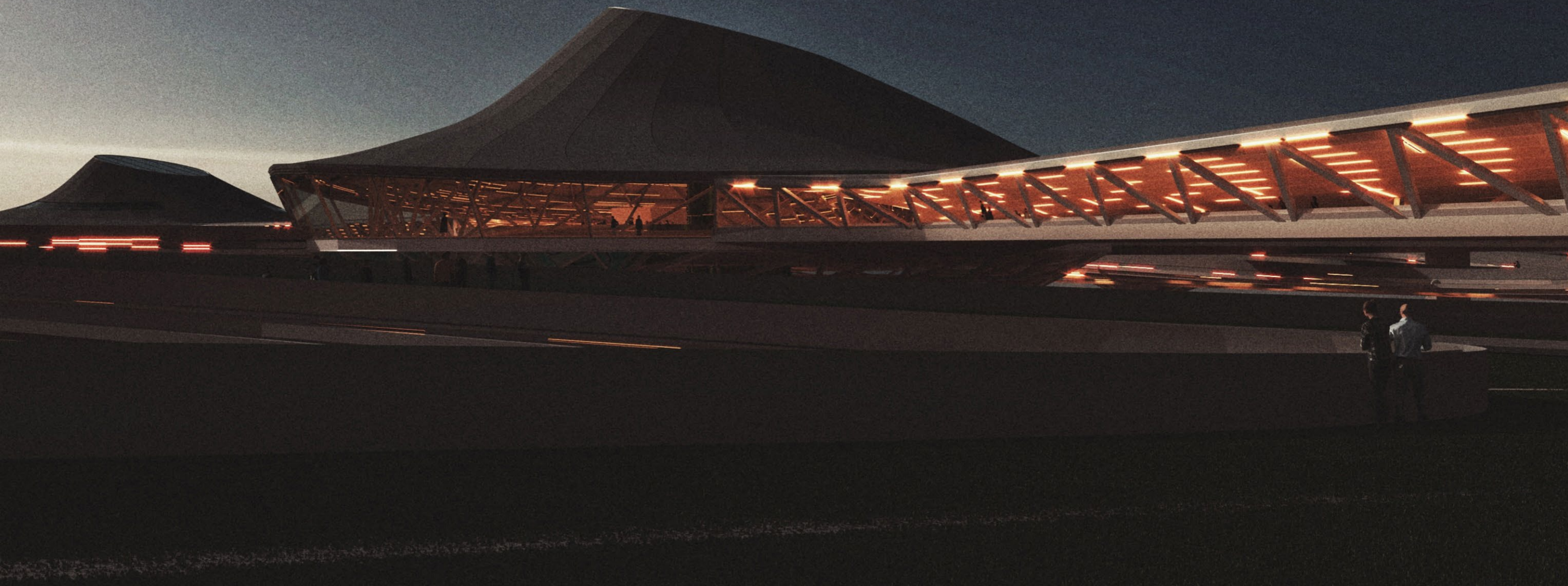






*THANK YOU FOR YOUR ATTENTION!*

GANZ FUTURO PHASE ONE



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