



Emilia Pavilion

Relocation and reinterpretation
New functional program

Zarząd Zieleni m.st. Warszawy
BBGK Architekci
Skwer Sportów Miejskich
Warsaw, July 2017



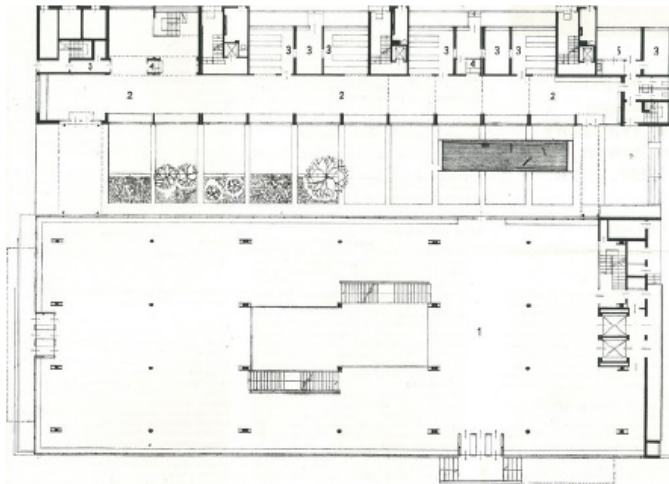
Where do new ideas come from? The answer is simple: differences. While there are many theories of creativity, the only tenet they all share is that creativity comes from unlikely juxtapositions. The best way to maximize differences is to mix ages, cultures, and disciplines.

prof. Nicholas Negroponte, architect, founder of the MIT Media Lab

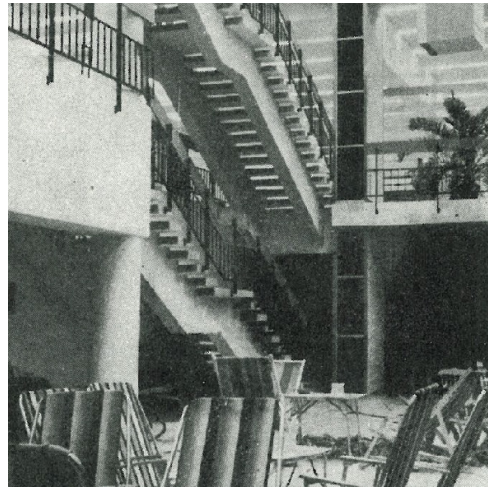
Past / Bright beginnings



Emilia pavilion after opening in 1970



Emilia floor plan including patio and office space



Emilia exposition with plants
as its element

Emilia opened in January 1970 as a furniture store. With its glassed facade it became a lighthouse in downtown area of Warsaw. Numerous plants were an important element of interior composition.

Past / Modernist gems



Emilia pavilion



Supersam building



Chemia pavilion



"Moskwa" cinema



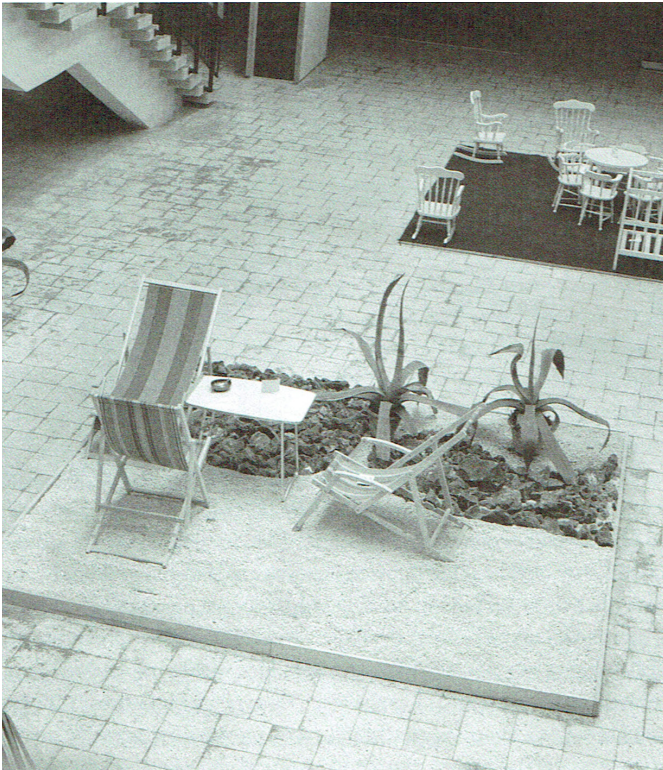
Wenecja pavilion



"Skarpa" cinema

After the breakthrough of 1989 Warsaw lost most of its modernist gems, which were demolished with little regard to the protests of architecture community. Among the little number of still existing gems is Emilia, which is a solid fixture in Warsaw landscape, a bearer of memory of its kind and their uneasy history during early years of transformation.

Past / Functions



1970–2012
Furniture store

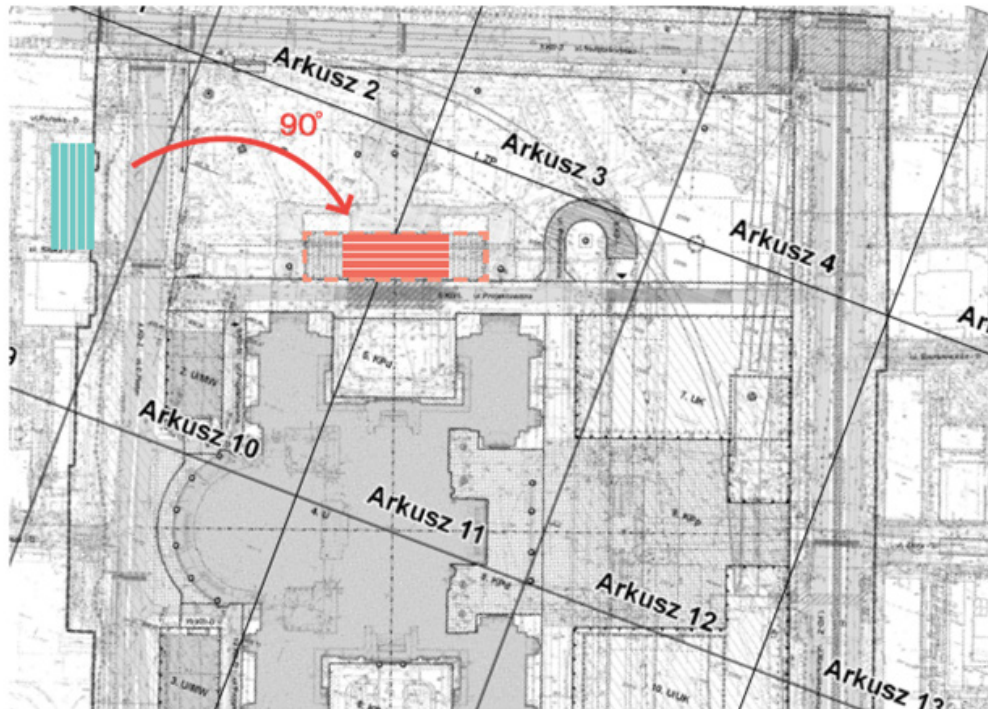


2012–2016
Museum of Modern Art in Warsaw



2013
“Square in a Pavilion” temporary public space prototype

Now / Relocation & masterplan



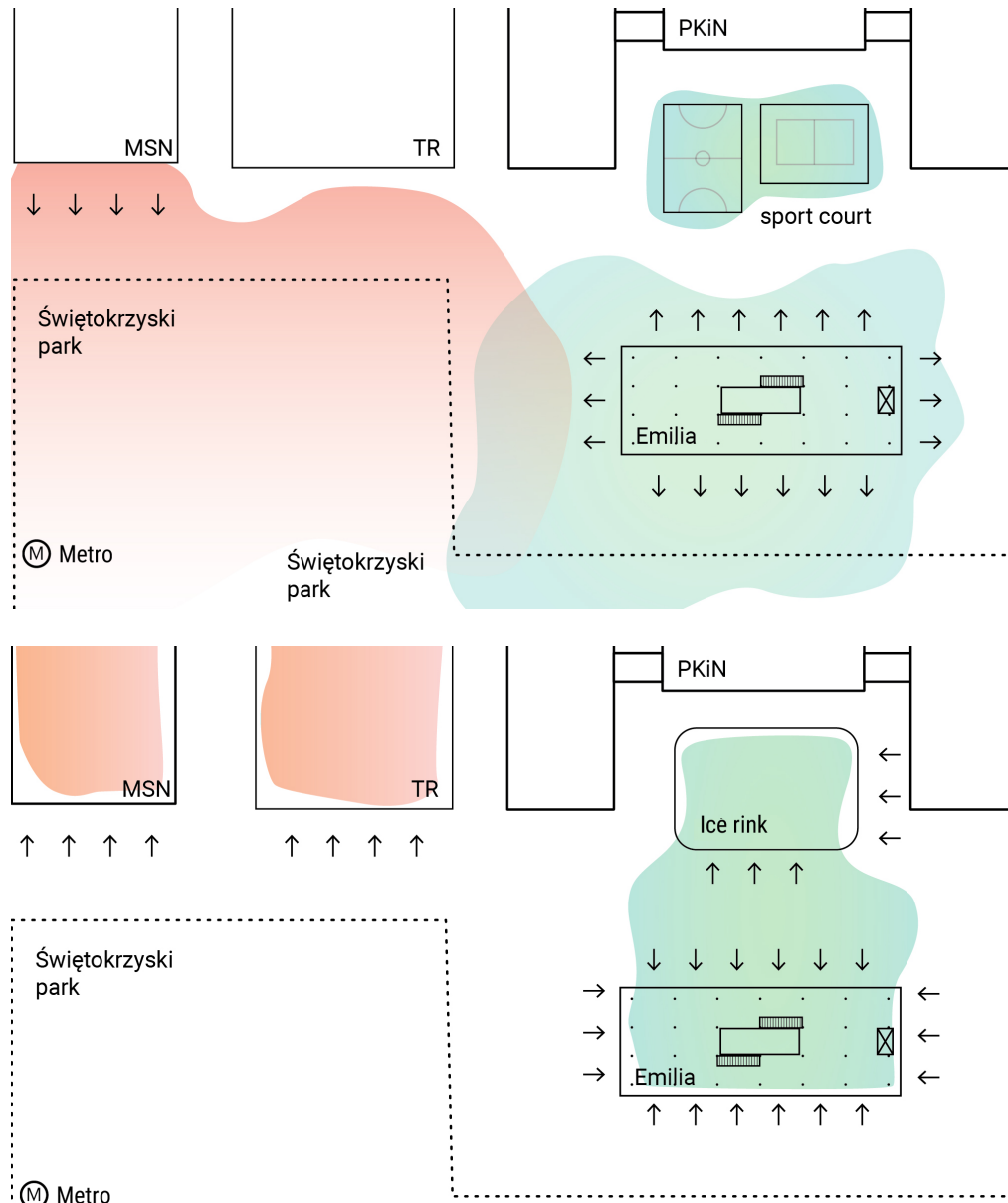
Emilia building will be relocated closely to its original site. It will keep exposition function and also include:

- Winter garden;
- Recreational activities for people of all ages;
- Gastronomy (supplementing function).

Project schedule

Oct.2016 – Emilia building disassembly;
Aug.2017 – Draft program;
Sep.2017 – Public discussion;
Oct.2017 – Preliminary design;
Apr.2018 – Building permit;
Oct.2018 – Construction start.

Now / Świętokrzyski park



Summer (top) and winter season interplay of Emilia and its surroundings

Emilia will be located in the close vicinity of one of the most iconic buildings in Poland - Palace of Culture and Science (PKiN), just next to metro lines' junction and other major transportation hubs.

After a few years in process, the space is about to undergo major changes, as the new building of MoMA Warsaw (MSN) and the theater (TR) are approaching design phase completion.

Additionally, Świętokrzyski park is set for revival with a large investment from the local government, preceding and preparing for arrival of Emilia and the MSN building. Both Emilia and MSN will interact with their surroundings and the park.



Cities are replacing central government in creating pragmatic solutions to fundamental modern problems. They are becoming the primary incubator of the cultural, social, and political innovations which shape our planet.

dr Benjamin Barber „If Mayors Ruled the World”
Yale University Press 2013

Inspirations / Garden



Sunqiao Urban Agricultural District, Shanghai, China - Sasaki Associates, 2017



Second home - coworking space in Lisbon, Portugal.
José Selgas + Lucía Cano, 2017



Orangerie in the Saski Garden,
Warsaw (1849)

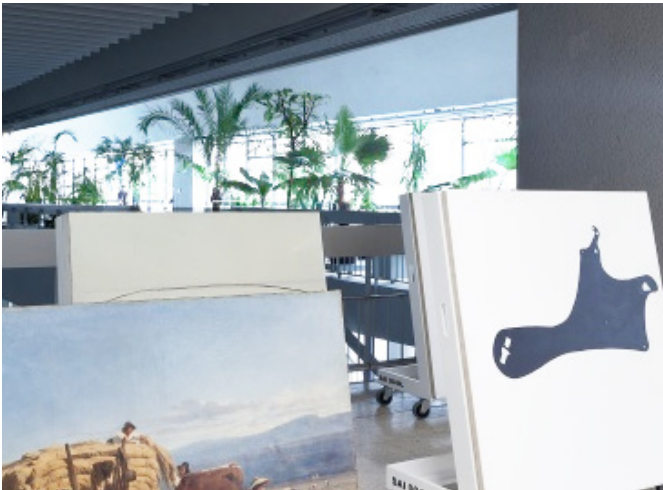
Nature brings great benefits to humans, however urbanization disconnects us from it. Luckily, Warsaw is a city rich in green spaces and tradition of cultivating interaction with nature, challenging the idea of division between urban and natural environment.

In recent years we can observe almost omnipresent interest towards natural elements in many design disciplines such as public space, interior and work-space design to name a few. This makes our task especially exciting, as Emilia should wisely support the future development of this trends.

Inspirations / Expo



"City for sale" exhibition in Emilia during "Warszawa w Budowie" festival exposing flexibility of Emilia space



Plants in Emilia during MoMA exhibition



Crystal Palace building,
London (1851)

Commercial exposition was the usual purpose of pavilions such as Emilia, which originated as a furniture store. Commercial spaces are often mimicking public space and greenery is elevated to the role of crucial layout component.

Exposition spaces create value by their flexibility, which is well proven by Emilia's multiple use cases.

Inspirations / Public health & wellness



Lowline - underground public space in New York. Estimated project completion in 2021



Vertical gym in Caracas, Venezuela



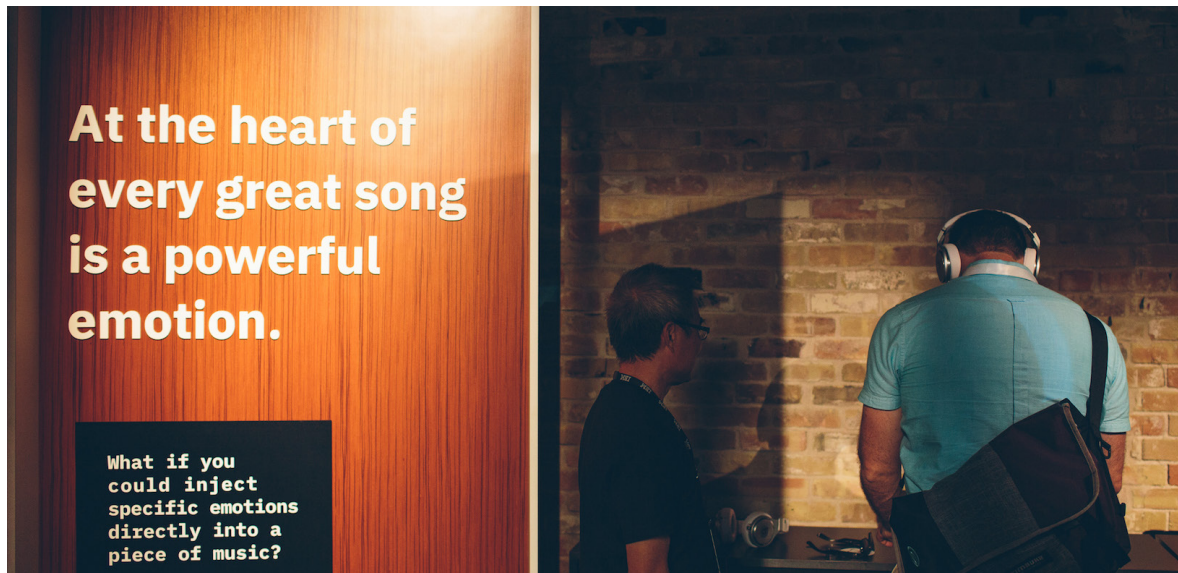
Senior using outdoor gym



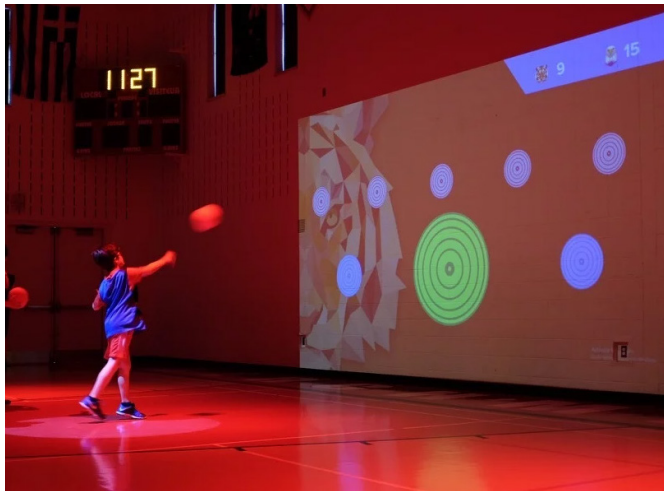
Preschool inside a nursing home in Seattle, USA

Ageing population and lack of activity resulting in obesity is a worldwide challenge. Cities have long been integrating wellness-oriented infrastructure within populated areas and currently new formats of such spaces emerge.

It has become a priority to prolong the availability of unpaid recreation in different weather conditions. Especially winter season exposes scarcity of indoor walking spaces beyond commercial malls which are dominated by unhealthy consumption patterns.



Cognitive technology showcase in Experience IBM pavilion at SXSW festival 2017



Play-Lu, interactive system supporting physical activity

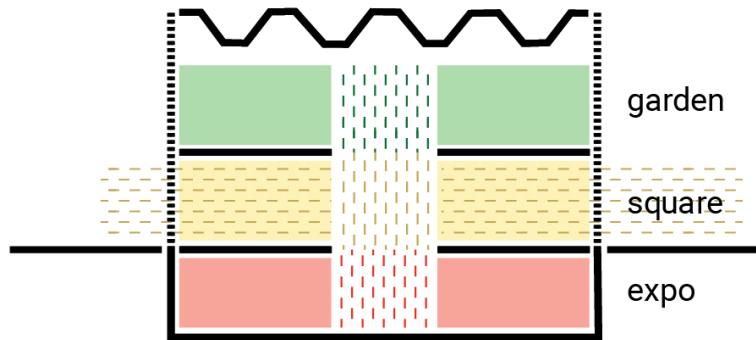


Pokemon Go crowd in Warsaw (2016)

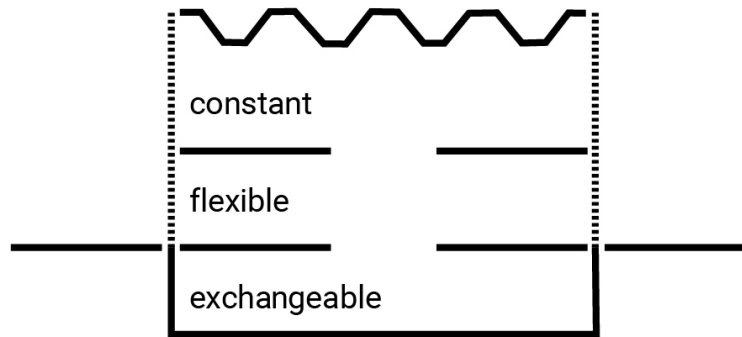
Digital disruption and information technologies' convergence with virtually every sector of life is one of the central processes of the 21st century. Warsaw is steadily building position among main European hubs of knowledge-based economy, nurturing both its startup ecosystem and promoting export of local products.

As many urban challenges are being addressed by the use of innovative technologies worldwide, Emilia can become a space to showcase new products from local powerhouses a proving ground for innovative products delivering social value, which can benefit from early stage user feedback or attract investment boost.

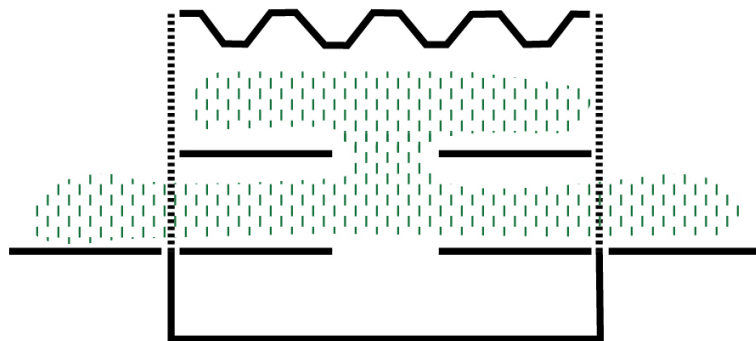
Spaces / General idea



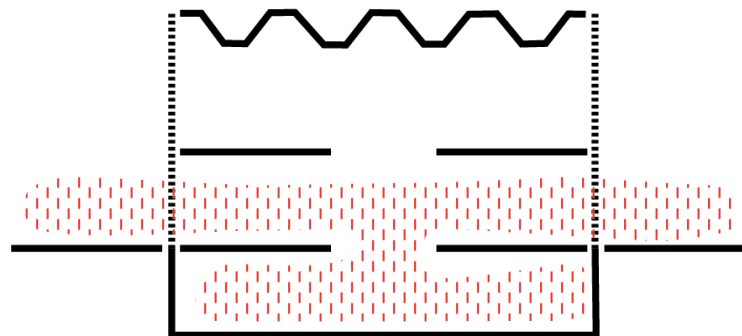
Garden and expo meet on the ground floor to create flexible square space



Levels of Emilia space flexibility



Garden space interacts with the park through the square and culminates on the top floor.



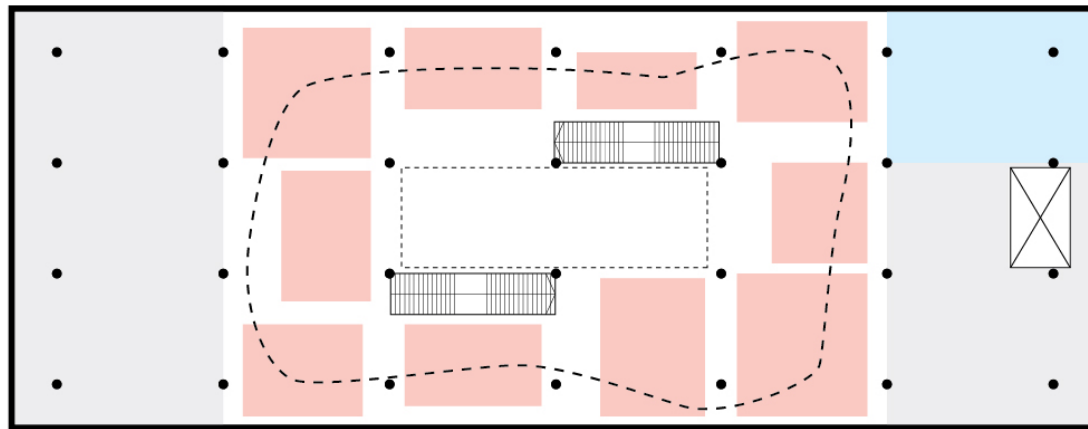
Expo space temporarily spills over to the ground floor and the park from -1 level.

Key space parameters

- Three floors;
- 1700 sq m per floor;
- 3500 sq m – functional;
- 550 sq m – technical;
- 115 sq m – atrium;
- 2 x 650 sq m – side plaza
- 450 sq m – terrace

Spaces / -1 level - expo & atrium

^ Świętokrzyski
park



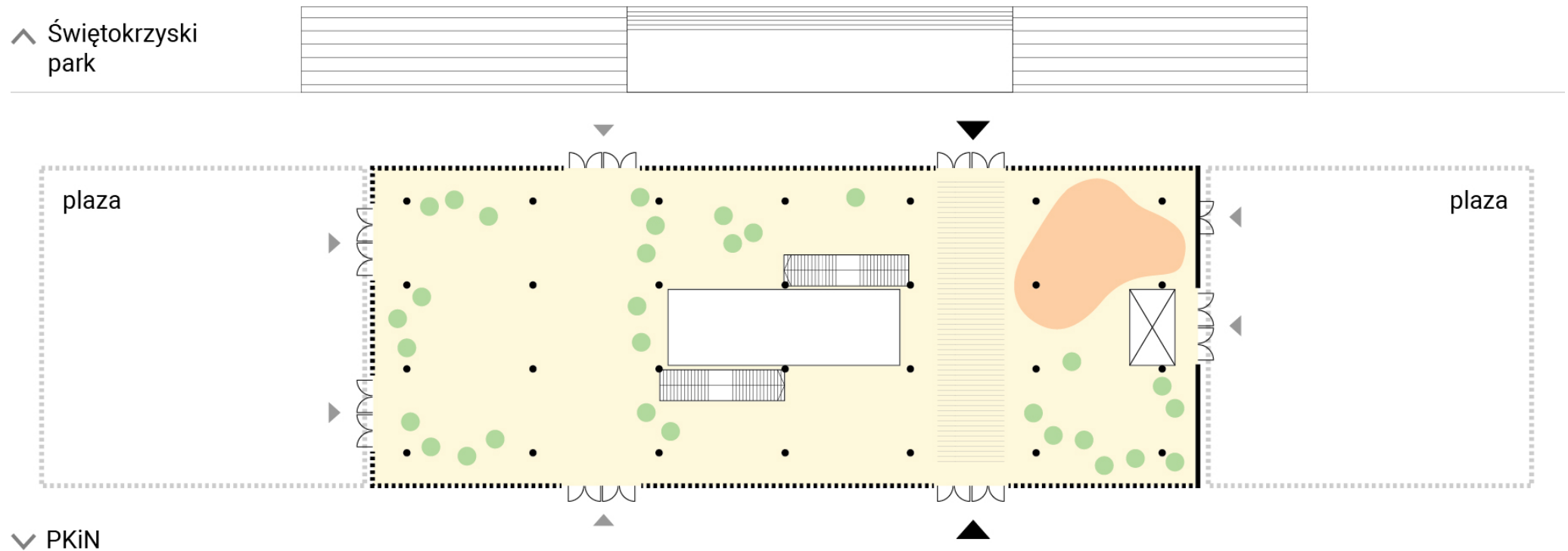
▽ PKiN

● Reconfigurable exposition space for long-term exhibitions. Space can be separated to provide adequate lighting and humidity. Open auditorium located on the central atrium area equipped with a movable projector screen

● Storage and utility areas

● Rest rooms

Spaces / Ground level - square



Gastronomy function connected with the pavilion exterior



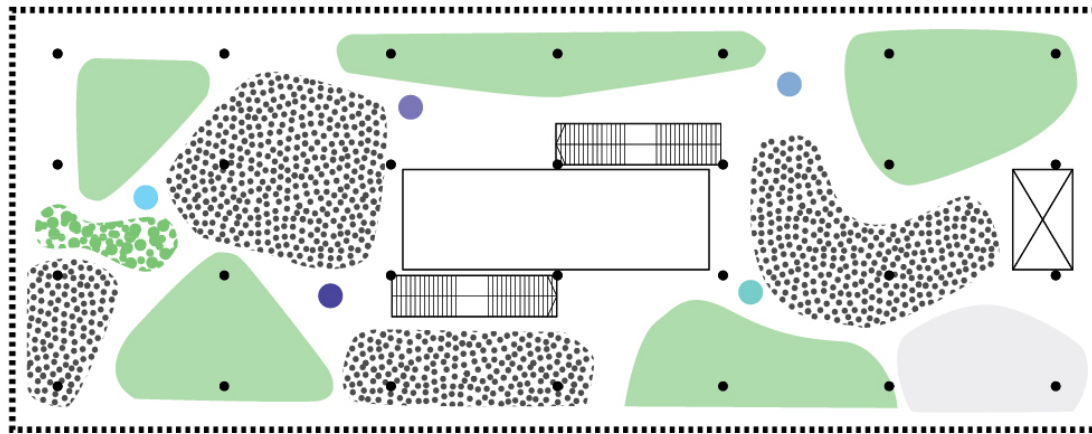
Movable and modular greenery allowing flexible space arrangements



Open plan area extending public space to the interior, easily adaptable for different purposes eg. exhibitions, fairs, events

Spaces / First floor - garden

^ Świętokrzyski
park



▽ PKiN



Fixed greenery organized to create variety of social situations, allowing tranquil recreation and physical activity in between



Greenery maintenance stand used by employees – utility and educational functions, partly opened to the public



Drinking water fountains allowing free access to water for all users



Fixed recreation structures for disciplines such as dance, parkour and less dynamic activities



Office space – working place for administration employees

Program / Garden



Vertical landscape



Integrated



Spatial structure



Floating installaion



Moveable

Winter garden is the key component of Emilia reinterpretation. The story of greenery's role which carries biological, social and aesthetic function will be expressed through five ways of plant display.

The garden will allow wandering and create multiple settings for different social situations with varying level of perceived privacy.

During summer, the garden will spill to the surrounding area with many plants being moved outside to connect the interior with the park.

Program / Breathing



Main mineral water drinkery in Krynica Zdrój (before renovation)



Oxygenator installation by Joanna Rajkowska (2007)



Graduation tower in Warsaw (2017)

While quality air is a traditional source of health present in many cultures for centuries, access to it is among central issues of many modern cities. Warsaw is allocating large resources (€4bn) to increase air quality with the “Breathe Warsaw” strategy and Emilia will be one of many important elements of this effort.

Whereas health benefits from breathing fresh air are personal, culture of cultivating wellness and social value derived from common experience within healthy environment, especially visible in spa towns, is just as important.

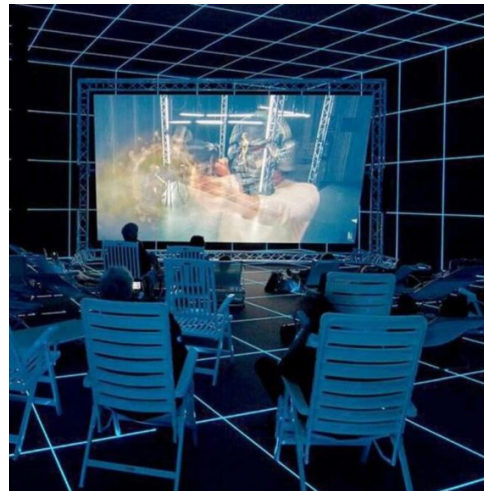
Program / Expo



"Tomorrow is today" exhibition in Milan (2017)



Commercial event in Emilia's atrium during exhibition (2014)



Hito Steyerl – Factory of the Sun
La Biennale di Venezia 2015

We see four components of Emilia's new exposition space: heritage, design, art and innovations, combining past and the future in unlikely juxtapositions.

As Emilia is a living monument of modernism, it is a natural space to present its story and subjects connected with it. Looking forward, using central location of Emilia will allow to spread future visions of many industries, to inspire and promote achievements of businesses and creators.

While the main expo space will maintain flexibility, fixed elements of Emilia and its working model will itself become an inspiring product.

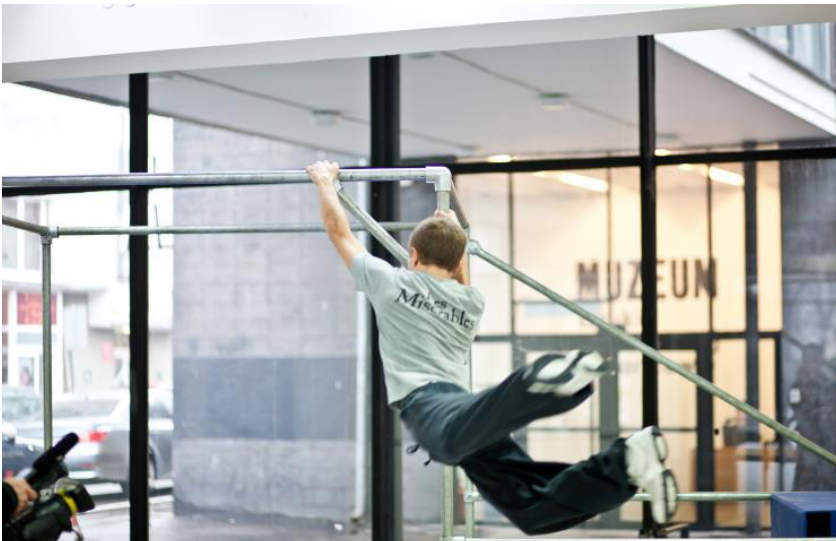
Program / Physical activity



Vogue Rio Olympics session (2016)



I. Noguchi "Slide Mantra"



Parkour tricks recording in Emilia (2013)



Street tango performance



Skateboarding at MACBA

We aim to emphasize two aspects of physical activity. Firstly, its strong performative value, as they can quickly grasp and maintain observers' attention, support friendly interactions between disconnected groups and encourage active participation.

Secondly, the fact that training infrastructure itself might be a work of art - designed objects delivering function can transcend the activity and attract critical interest.

Such approach creates value for surrounding space, attracts regular users and professionals travelling the world seeking unusual, recognizable settings for visual content production.

Program / Gastronomy



The Line Hotel restaurant, Los Angeles, USA. Knibb Design, 2014



Ilse Crawford collection for IKEA, 2015



Mineral water cafeteria in Warsaw, 1847

Being only a supplementary function within Emilia, gastronomy is positioned consistently with general approach. It supports closeness to nature, sustainability and togetherness. These ideas are expressed through notions brought by Scandinavian influence over modern Polish cuisine, which stands for local, seasonal, low processed and honest food.

While served meals demand payment, we aim to support own food consumption and preparation, place water drinking fountains throughout the area, which will especially suit regular users spending long hours inside Emilia and correspond with tradition of drinking mineral water in spa areas.

Emilia / Summary



Emilia in the new location is the epitome for unobvious Warsaw history after the year 1989 – period of rapid changes, opening to the world, development of culture, art and economy.



Warsaw is a city of growing population, which is increasingly gaining recognition for its current and foreseen development as a contributor within global community of innovative cities. Emilia's program aims to support the vision of Warsaw and creating ambitious and effective answers to important modern challenges.

Space of Emilia becomes a format, which can be multiplied - an export product in itself coming to life because of unexpected coincidences, openness and creativity of Warsaw's citizens.