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Subject: Commercial District for Venice

April 2019

Commercial District: as a new component of a metropolitan cities

Commercial districts in a city are areas or neighborhoods basically composed of buildings which the primary land use is commercial activities, such as a downtown, business district, financial district, Main Street, commercial strip, or shopping center. Commercial activity within cities includes the buying and selling of goods and services in retail businesses, wholesale buying and selling, financial establishments, and a wide variety of uses that are broadly classified as "business".

The first real international financial center was the City-State of Venice which slowly emerged from the 9th century to outmost in the 14th century. In the 16th century, financial centers transmitted to other parts of Europe and in the 18th century, it becomes global.

In the mid-20th century, by increasing the knowledge of urban design, Commercial districts appeared as the combination of landscape and architecture. This combination, generally occur in developed cities or metropolitans which rebranding themselves for larger economies of tourism, recreation, and destination entertainment. In that time, city planners usually focused on the city centers, often historical part of the city as the commercial, cultural, political and geographic heart of a city where commerce, entertainment, shopping and political power are concentrated.

Now the issue is why to centralize commercial in center of the city. Cities often use zoning laws to prevent conflicts between residential homeowners and businesses. Land designated as a commercial area is rarely located in the middle of residential zones. City planners encourage businesses to congregate along busier streets and central downtown areas. This benefits to keep traffic to these sites manageable, and in case of emergency may reach to the area more rapidly. Some areas of the city may be designated for mixed usage, which means some commercial areas may be used for residential purposes. A quaint downtown shopping area with apartments would be an example of mixed usage. Commercial areas definition may include industrial usage as well, although zoning laws still regulate the level of industry permitted. Some commercial zones in the city allow for light industrial usage, usually smaller factories with minimal emissions and transportation needs.

In most cases, Commercial District represents a city by defining a new atmosphere, or a new icon for the city by a new building. One model for such a conflation that comes to mind in this context is Louis Kahn's proposal for Market Street East in Philadelphia, which has four themes: iconographic figure, the field of action, operation method and imaginary. Kahn's diagrams suggest the need for contemporary techniques of representing the fluid, process driven characteristics of the city, as a living arena of processes

and exchanges. It leads to surfaces that constitute the urban field when considered across a wide range of scales, from the sidewalk to the street to the entire infrastructural matrix of urban surfaces, that makes a surface understood as an urban infrastructure. These kinds of infrastructural landscapes will surely continue to be important to the overall culture and wealth of urban residence.

For a Commercial District, architecture mainly appears as high-rise, in other word skyscrapers, with multiple functions, connected to the city texture of streets, transportation and buildings by a unique landscape able to unite high-rise architecture, as a vertical element, with urban as a horizontal element. To achieve this purpose, landscape as a medium plays a role as a joint to synchronize these different elements and work as a linkage to hold multiple layers all together. This infrastructure has an ambiance, to make the architecture figure iconic, through a surface with a variety of tasks, impress the urbanist to act different which outcome new experience of living in the environment.

The landscape is a medium, it has been recalled by Corner, Allen, and others, uniquely capable of responding to temporal change, transformation, adaptation, and succession. These qualities recommend landscape as an analog to contemporary processes of urbanization and as a medium uniquely suited to the open-endedness, indeterminacy, and change demanded by contemporary urban conditions.

In addition, through deployment of postmodern ideas like open-endedness and indeterminacy, Tschumi's and Koolhaas's projects for Parc de la Villette in 1982 is one of the unexecuted competition designs in modern architecture history with a significant historical importance, signaled the role that landscape would come to play as a medium through which to articulate a postmodern urbanism: layered, non-hierarchical, flexible, and strategic.

To be familiar with a Commercial District in a city, it is better to look at some samples such as Canary Wharf in London, La Défense in Paris or Porta Nuova in Milan to comprehend how they formed initially. Canary Wharf is a major business district in London, within the London Borough of Tower Hamlets. It is one of the United Kingdom's two main financial centers, along with the City of London, and contains many of Europe's tallest buildings, including the second-tallest in the UK, One Canada Square and it is home to the world or European headquarters of numerous major banks, professional services firms, and media organizations. Canary Wharf is located on the West India Docks on the Isle of Dogs.

From 1802 to 1939, the area was one of the busiest docks in the world. After the 1960s, the port industry began to decline, leading to all the docks being closed by 1980. Then, the British Government adopted policies to stimulate redevelopment of the area, and The Canary Wharf of today began when Michael von Clemm, came up with the idea to convert Canary Wharf into a back office. Further discussions with G Ware Travelstead led to proposals for a new business district. The first buildings were completed in

1991, including One Canada Square, which became the UK's tallest building at the time and a symbol of the regeneration of Docklands.

La Défense, a major business district just west of the city limits of Paris, is Europe's largest purpose-built business district, that is located at the westernmost extremity of the 10-kilometre-long Historical Axis of Paris, which starts at the Louvre in Central Paris and continues along the Champs-Élysées, well beyond the Arc de Triomphe along the Avenue de la Grande Armée before culminating at La Défense.

In September 1958, The Public Establishment for Installation of La Défense buildings were built and began to slowly replace the city's factories, shanties, and even a few farms. The Center of New Industries and Technologies (CNIT) was built and first used in 1958. These "first generation" skyscrapers were all very similar in appearance, limited to a height of 100 meters (330 ft.). In 1966, the Nobel Tower was the first office skyscraper built in the area. In the early 1970s, in response to great demand, the second generation of buildings began to appear, but the economic crisis in 1973 nearly halted all construction in the area. The third generation of towers began to appear in the early 1980s. The biggest commercial centre in Europe (at the time), the Quatre Temps, was created in 1981.

Porta Nuova, literally "New Gate" is the main business district of Milan, Italy. It is named after the well-preserved Neoclassic gate built in 1810 on this site. The business district project was born around 1997, took fourteen years to develop and has been built on a large area of central Milan affected by decades of urban decay, after a series of failed development plans in the 1970s. The mixed-use project was definitively approved in 2005 and was designed by three master planners, Pelli Clarke Pelli, Boeri Studio and Kohn Pedersen Fox.

The common point of these examples, is the infrastructural surface that holds different functions such as bank headquarters, office towers, commercial centers, public buildings and residential towers, work properly alongside each other and this task is impossible without their unique landscape medium. This is undeniable to agree on this new component of the city, is essential in city contest around the world to attract more visitors and investors to achieve financial benefits for the city. This contemporary space in the city is desired for contemporary demands, specifically new generation because it is a perfect spot to explore the new soul of the city. It required refreshing city's character to prevent immigration to developed cities, create the opportunity for city vitality by providing nightlife.

To apply this concept, I suggest Venice, because of the history in commerce. Venice (Venezia) is a city in northeastern Italy and the capital of the Veneto region. The Republic of Venice which existed for a millennium between the 8th century and the 18th century was a major financial and maritime power during the Middle Ages and Renaissance, The city became home to an extremely wealthy merchant class, who

patronized renowned art and architecture along the city's lagoons. Venetian merchants were influential financiers in Europe. This made Venice a wealthy city throughout most of its history.

As this motive, Venice worth to have a new-fashion Commercial District to return back to its triumph. To locate this idea, it is inappropriate to form this concept on Venice island, thus on the land side of this metropolitan, beside the main bridge Strada Regionale 11 Padana Superiore, along with Forte Marghera, there is an industrial island that has vacant industries and also a natural part called Porta Marghera. This area has potential to transform to a Commercial District as long as it becomes a medium, between nature and industry, like the concept of the landscape used in this component.

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