

Heinzelova building



category Housing, Hospitality
location Zagreb
year 2013.
size 7420 m2
client Astoria d.o.o.
author Ivan Galić
team Goran Mraović, Kristina Martinec,
Tamara Barešić, Marija Beg
status 2nd prize - public competition

project description

The new mix used complex is situated on a plot of unusual shape surrounded by roads on three sides, which almost became an independent city block. Within the complex there are offices on the lower floors with apartments on higher floors, while the ground floor is reserved for restaurant, bars and entrance areas which whole ground floor takes on public character. Prominent position in Heinzelova Street, the busiest of the surrounding street allows the creation of new attractors in the space while relatively neutral program of offices and apartments explore architectural form.

Hybrid office and housing complex is designed as a series of regular cubes stacked on each other, with different cantilver creating a recognizable form. Similar formal research is present in a number of works of Vjenceslav Richter that will introduce a series of sculptures called Relief-meter. Alternating horizontal movements creates covered entrances and the terraces while opening views to the north. The transversal displacements enabled side-lighting and the additional entrances. The effect of visual shimmering is further enhanced due to the proximity of roads and the experience from the car.