A cinematic community — Reactivate the waterfront space of Järntorget

Zhiyi Qi
Informal cinemas have now the opportunity to reach and create other publics than those produced by mainstream cinema. More important, it can organize public and creating cultures of participation, interaction and self-presentation.

In the thesis I am trying to figure out how to transform the abandoned waterscape near Järntorget into a dynamic cinematic community through the combination of different types of informal screening space connected to a major walking spine.
departure point
research
strategy
proposal
design process
reference
1

departure point
Founded in 1621, Gothenburg was and is largest port in Scandinavia which has a long tradition of national and international commerce, trade, shipping and industry; the river is a very important source to the city.

Historically, the waterfront of Gota river were used as former shipyard area (1850s-1970s). Shipbuilding, ship repair, associated businesses, harbour facilities there were crucial and the traditional industry was a major income for town. But during the shipyard crisis in 1970s, all shipyards went bankrupt, 20,000 workers were unemployed, the transition was major losses to town.

To date, the traditional manufacturing industry which significantly contributes to the city's wealth are being gradually replaced by high tech industries and the city is now searching for a way to express itself, the former industrial sites in central parts of town will be developed for housing as well as host for new business in the future.
Benefit from the void in the city center, Gothenburg now has a chance to grow inside instead of simply expanding outwards.
Originally Lindholmen was a shipyard and now it offers industry, academia and society an environment in which to develop as well as access to a valuable network. It consists mostly of office buildings which date back to the times. Today there are several different owners, who are further developing the site. Newly design area is attracting companies to move their offices there.

Nowadays, there are only two working docks here and it will be developed into a dense inner city in central Gothenburg.

Ringön is a large industrial area on the north bank of Göta Älv, between Göta Älvbron on the west. The vision is not to tear down and rebuild, but to continue working with large variation of activities and accommodation.

It is an old port, opened in 1914. After being in use for several years, with several warehouses and storerooms, nowadays it is being transferred to a housing district - Sannegården. The port is used by the inhabitants.

It is a place surrounded by high scarp and a road running under. Maritaiman Museum locates on water and Casino Cosmpol on bank of Packhuskajen. The whole harbour area is in good shape but nevertheless there are not many passers-by.

Eriksberg was a shipyard and nowadays it can be distinguished by its 84 meters high red crane. It seems attract sun in abundance and has several open-air restaurants.

Eriksberg
Sanneegardshamnen
Lindholmen
Lundbystrand
Frihamnen
Ringön
Lilla Bommen
Pockhuskajen
Klippan
Majnabbe
Fiskhamnen
Norra Masthugget
Skeppsbron
Göta Älv

Originally Lindholmen was a shipyard and now it offers industry, academia and society an environment in which to develop as well as access to a valuable network.
new identity of the city: an event city

The present city is a place "where always something going on", it is well-known for hosting a wide range of multinational meetings as well as conferences and is also referred to as "The Event City". These big events through the year make Gothenburg a dynamic city with great charm.

Other than the activities, all these events provide great opportunities for people to re-experience the city when moving from a venue to another, because they share a similar characteristic of taking the urban space as a stage.
With the reduction of traditional industries, the city now has a new way to express itself.

**An Event City!**
issue: a cinematic city learning from the GIFF

The Goteborg International film festival implements a different experience of viewing and understanding the film, a follower of the festival has the opportunity to become involved with different modes of experiencing such an event. This kind of unique experience could be applied to specific site as a method to fascinate people and transformed the desolate place into an all year round populated social place.

It appears that the organizers have been particularly interested in sustaining a climate of collaboration between people from the film industry and academics by holding discussions that are open to the general public. In this way, they encourage an atmosphere of dialogue and create a space for an exchange of experiences between the areas of "theory" and "practice". Also, this type of activities strengthen the interaction between general viewer and the professionals.
2

research
research: fact of the city
research: public activities in the city
Great mix of activities

Highly stay

Hagaparken
Järntorget
Magasinstorget
Brunnstorget
Haga Nygata (Pehr Erikssons plats)
Brunnsparken
Domkyrkoparken
Esperantoplatsen
Kungstorget
Kungsportsplatsen
Kungsinnstapeln
Gustav Adolfs torg
Kongparken (next to the water)
Grönsakstorget
Drottningtorget
Kungsparksplatsen
Nordstadstorgare
Kanaltorget
Highly stay

Stay Quantity

- highly stay
- moderate stay
- low stay
- Very little stay

Sell
Propagate
Culture
Sports and Recreation
Play
Observer
Seating
Talk
Eat
Shopping
Wait
Other

Reference: Stadslivet i centrala Göteborg Upplevelsen, användningen och förutsättningarna
research: history of the site

The wateredge changes through ages.
Fortification
Harbour development

1850

Haga and Masthugget
developing

1860

Spreading out of banks
Waterfront redefinition
for naval logic
Perpendicular streets by
waterfront

1880

1900

1921

Harbour and industry on
both sides of river

2000

TODAY

SOUTH used for ferry
NORTH Industrialization
Residential district in
The section of the site shows that the water front area and sources are seriously cut out from the inland part of the city by infrastructure, green belt and artificial barrier.
Reference: Stadslivet i centrala Göteborg Upplevelsen, användningen och förutsättningarna
programmatic strategy
spacial strategy
wateredge strategy

transform urban scape into screen scape
programmatic strategy: a sustainable system

The present system of the film industry is basically single direction. The viewers are at the end of the chain and there is no interaction between each step. This kind of system is solidify by the interest of profit, and the cinema remains a place of consumption.

The emergence of new types of film form and screening platform make it possible for normal people to participate in the process. The aim of the project is to provide a place where people have a better chance to communicate, to try producing and exhibit their work to the public without high budget.
Cinema plays a role more than just an entertain place in the town. The projection place should also be demonstrated in various forms other than just in the enclosed darkened room.

Street cinema
This kind of urban furniture can occupied the small empty space shortly in town and then built up an acupuncture net work system.

Temporary Open air cinema
The open air cinema make it possible for people to have a free “come and go” viewing experience in urban scape during good weather.

Waterfront cinema & Stage
The bank of Gota river have a possibility of providing a hydrophilic experience of film-viewing, which at the sametime enhanced the characteristics of Gothenburg as the port city.
wateredge strategy: DE-Boder
existing situation

adding pedestrian road
cutting down the border to fit human scale
gradual change from land to water
introduce water to inner land following the flow of existing river
adding pedestrian road creating protected waterspace
spacial strategy: a walking spine with functional stop

Interact with water

Shape the Spine

Space sequence
SITE CONSTRUCTION

TARGET GROUP
- Film hobbyist
- Citizen
- Potential Professionals

Demand: free access to social places that provide a variety of activities.

Demand: a place to express, communicate, and learn freely.

Demand: a chance to produce and be involved in the industry, with low budget.

Outdoors cinema
- Film Club
- Study Center
- Studio

WEAK LINK

CITY

Järntorget
- Järntorgsgatan

Olof Palmes Plats
- Esplanadsgatan

Esperantoplassen

STUDY CENTER

LAND FORCE

WATER FORCE
4

proposal

the site

the building
Potential of Järntorget
Järntorget is not only an important traffic hub of the area, but also a gathering place especially for young. It can be regarded as the most important point where people come from.

Potential of GIFF
As a major venue place of GIFF, Folkhus has a great influence of the site even when not during the festival.

Public space link
The site can build up a great connection with Järntorget and Esperantoplatsen which have different quality as public square.

Weak walking link
The whole area is now surrounded by car way and in bad walking conditions there are little attraction for pedestrian to walk to the waterfront from Järntorget.

Isolated water front
The water space is not accessible and cut away from the city.
TOOLBOX

SPACIAL STRUCTURING ELEMENTS

SCREENING NEED

LEARNING NEED

EVENT NEED

event platform

district connection / boundary

private study

group study

workspace

Sliding track

Communal space

path

A designed path connecting the whole area which also define different district

screen

lecture room

Data storage unit

Graphic Exhibition/Gallery

IDEA MARKET

Green shelter

Isolated water front

The water space is not accessible and cut away from the city.

Weak walking link

The whole area is now surrounded by car way and in bad walking conditions there are little attraction for pedestrian to walk to the waterfront from Järntorget.

Public space link

The site can built up a great connection with Järntorget and Esperantoplatsen which have different quality as public square.

Potential of GIFF

As a major venue place of GIFF, Folkhus has a great influence of the site even when not during the festival.

Potential of Järntorget

Järntorget is not only an important traffic hub of the area, but also a gathering place especially for young, it can be regarded as the most important point where people come from.

demand: free accessed social places provide a variety of activities
demand: a place to express, communicate and learn freely
demand: a chance to produce and involved in the industry, low budget
occupy the site: a test for the strategies

The inland part of the site will be used as an event square to bring more vitality to this area. Together with Esperantoplatser and Järntorget, the open space at this special node can work as a mutual benefit system.

The green belt along the river will continue to the wateredge which also create a green shelter to provide the site from heavy traffic noise.

To create dynamic spatial atmosphere at the riveredge, the boundary of the present round will be modified. This allows water to go inside the land which brings longer wateredge and more reachable waterspace.
Andra Långgatan is stretching from the square Järntorget in the east to Masthuggstorget in the west. The street is busy by night, with people walking between the different bars and pubs.

Hagabion is a movie theater runs by the nonprofit association of Folkets Bio Gothenburg. It has three salons and provides quality films from around the world, with an emphasis on films that do not come from Hollywood. With bar and restaurant.

Haga used to be Gothenburg’s oldest suburb, now is a lovely neighbourhood in the centre of town with pedestrian paved streets and well-preserved brick and wood houses. Plenty of cafés, boutiques, fashion, antiques and second-hand shops.
occupy the site: a test for the strategies

The walking path fits into the urban context as an extension of the existing walking system. People can easily get into the site and waterfront space following the existing flow of pedestrian. Also, the entrance area of the site is located around the existing public traffic node, making it easier for pedestrians to get to the community.
"The joy of walking, the pleasure and fringe benefits which can be associated with walking in the city, the human activities which can start and develop only when people moving about on their feet."

Jan Gehl <making room for people>
SKELETON OF THE SITE: THE WALKING SPINE

- Main walking spine
- Shortcut to venue place
- Wateredge path
- Open air screen
transforme of the spine: how people interact with it
- Link between different levels
- Middle level enlarge as auditorium
- Function unit underneath
- Zigzagging Path
- Under level enlarge as stage
- Multi-layer entrance
- "Peak hole" along path
- Upper level enlarge as viewing platform
- Extended path as upper auditorium
- Upper level enlarge as auditorium
- Middle level enlarge as auditorium
- Function unit underneath
- Zigzagging Path
- Under level enlarge as stage
- Multi-layer entrance
- "Peak hole" along path
strategies applied: set up new order of the site

transform urban scape into screen scape

programmatic strategy
spacial strategy
wateredge strategy
In order to provide a different type of cinema viewing experience where allow different related activities encounters, the design of the projection center create an open and changeable space at the same time connected to the major walking spine.

The form and spatial logic follows the overall tactics of the site. Or to say, the under-cover inner space is just an enlarged part of the continued walking spine.
Night View
SITE CONSTRUCTION

TARGET GROUP

Film hobbyist
Citizen
Potential Professionals

Demand: Free access. Social places provide a variety of activities.

Demand: A place to express, communicate, and learn freely.

Demand: A chance to produce and get involved in the industry, low budget.

OUTDOOR CINEMA
FILM CLUB
STUDY CENTER
STUDIO

CITY

STRONG LINK
WEAK LINK

Järntorget
Olof Palmes Plats
Esperantoplatsen
Järnvågsgatan
Järntorgsgatan

SPACE SEQUENCE
SHAPE THE SPINE
INTERACT WITH WATER

WATER FORCE

LAND FORCE
SITE CONSTRUCTION

TARGET GROUP

Film hobbyist
citizen
Potential Professionals

demand: free accessed
social places provide a variety of activities

demand: a place to express, communicate and learn freely

demand: a chance to produce and involved in the industry, low budget

Outdoor cinema
Film Club
Study Center
Studio

CITY

STRONG LINK

WEAK LINK

Järntorget
Olof Palmes Plats
Esperantoplatsen

Järnvågsgatan

Järntorgsgatan

Space sequence
Shape the Spine
Interact with water

Water Force

Land Force

2nd floor entrance

lounge

auditorium

self-bar
discussion area
auditorium
spatial sequence: outdoor public place

Extended leisure pier

step-in waterspace
water cinema

lifted pedestrian way

floating stage

flooded platform
Life is an ongoing process, different activities inspire each other and interact. If human activity are confined to specific-mono-functional areas, the dynamic and self-reinforcing character of life in public space get lost.

**Variability**: a multi-use indoor screening place

- Auditorium in/ Pushed out screen
- Flowable space with multi-func
- Stage performance
- Film Shooting/ Exhibition
- Film Viewing/ Seminar

- Auditorium out
- Mono space with no limited boundary
- Film Shooting/ Exhibition

- Auditorium in/ closed screen
- Flowable space with multi-func
- Film Viewing/ Seminar
Perspective_Escape
Blurred boundaries from outside to inside
5

design process
FILM WORKSHOPS AS POLYVOCAL PUBLIC SPHERES: MINOR CINEMAS IN SWEDEN

http://www.giff.se/en

"500 FILMS, 500 WAYS OF LOOKING AT THE WORLD": A report from the 37th Göteborg International Film Festival
http://filmiconjournal.com/blog/category/13/film-festival

Lukas Feireiss, 2011, Testify: the consequences of architecture, NAi Publishers, Rotterdam

François Penz & Andong Lu, 2011, Urban cinematics: understanding urban phenomena through the moving image, Intellect, Bristol


Stadslivet i centrala Göteborg Upplevelsen, användningen och förutsättningarna
http://goteborg.se/wps/wcm/connect/71f2744b-fa19-4546-8959-00178310c2d1/Stadslivsanalys+centrala+G%C3%B6teborg+%28l%C3%A4tt%29.pdf?MOD=AJPERES
reference cases

Kineforum Misbar open air cinema/ Csutoras and Liando

NLA skywalk/ Carmody Groarke

Archipelago Cinema/ Ole Scheeren

Theatre on the Fly/ Assemble

Folly for a Flyover/ Assemble

Maritime Youth House/ PLOT
With special thanks to Ana, Carl-Johan, Joaquim and all dear friends in U+A/DL, who kept helping and encouraging me during the hardest time.