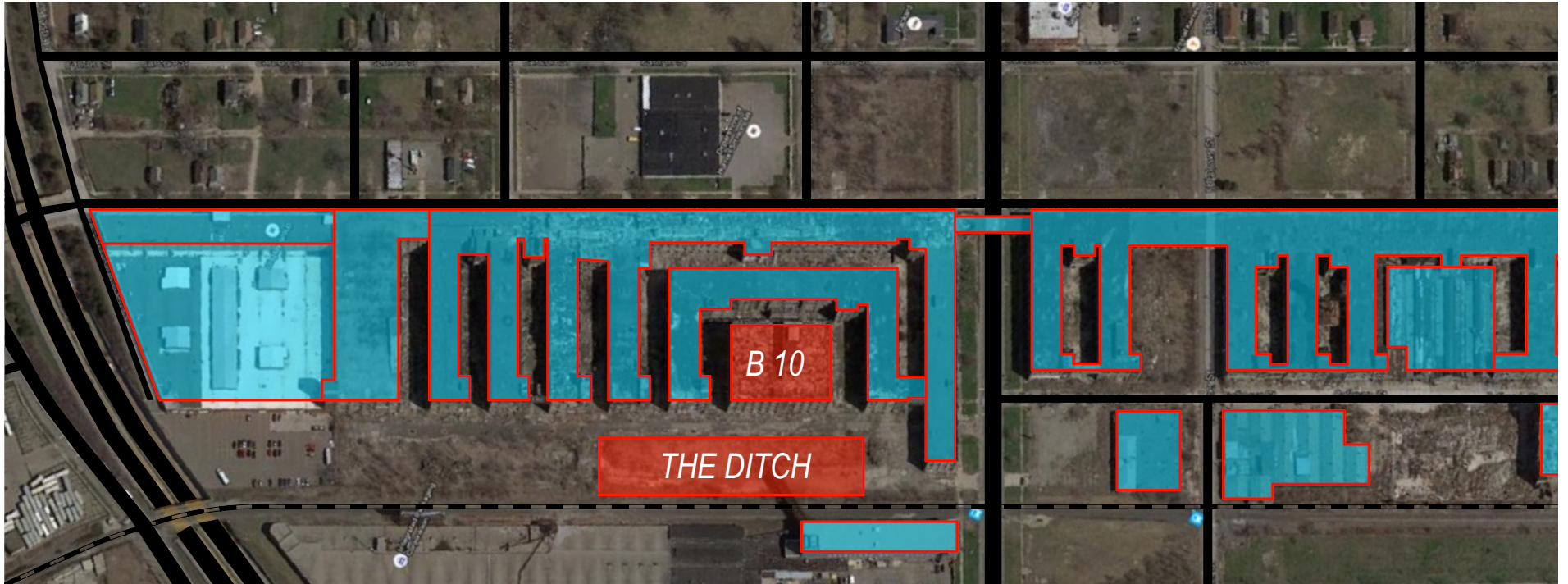


# packard music district detroit



## packard music district detroit

To get the concept from an abstract to a specific level, we started to work out a space allocation to fix the spaces needed to start the concept and to show some examples about a possible zoning.

As a starting point, a hostel will be established in one of the upper floors. At the same time the ditch and other parts of the outside area will be prepared, to be used as an open space for temporary events such as festivals, pop-up restaurants and bars.

Events and exhibitions bring the Packard Plant back into the consciousness of the people and establish the area as **brand for cultural activity** and fun. The mixture of the surrounding ruins and signs of appropriation set the tone and make the Packard Plant interesting for urban pioneers and settlers.

After establishing the first stepstones, the next stages of development, such as small scale units for workshops and shops can be implemented.

With the revitalisation of the first areas inside the Packard Plant the whole of the building complex will become more attractive for possible customers of all kind and will support the revitalising process for the whole of the area.

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The next steps would be :

- adopt the spacial layouts and allocations with the specific conditions on site and choose suitable spaces and buildings
- examine the condition of the building complex and determine the minimum requirement on building measures
- planing and realising the hostel aera together with a pop up restaurant as a first step
- transforming the ditch in an outside attraction and organize concerts, art events, food markets etc. to brand the packard plant as an area of cultural activity and fun
- extending the hostel with restaurant / club facilities, and galleries on the groundfloor
- developing the workshopzone on the groundfloor
- developing studios for artist in residence on the floor on top of the hostel
- the strategy of spacial development will be permantly crosschecked with the experience of the steps before, so that the project can be adjusted to the actual needs

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We suggest to start with **block 10**, together with the surrounded outside areas, but the concept could be realised in other parts of the complex as well as in Block 10. It is crucial to look for a good connection between the inside spaces and outside areas that could be used for cultural events, as for example the ditch would work fine for all kind of outside activities.

The first thing to employ will be the **hostel**, we would start with a capacity of around 50 beds and enough space to extend to apx. 100-120 beds. (spacial requirement around 700 -1200 sqm)

30 % of the inbetween is left open and used as undirectional connection spaces instead of floor areas. It can be complemented by green areas and informal meeting places. That would give the customers enough space to experience the look and the spirit of the building, making a stay a unique experience which can't be compared to other hostels or even hotels.

Pop up **restaurant** and club/evening entertainment should be layed out for apx. 200 guests, including a small bar/coffee venue for apx. 25-50 guests. (spacial requirement from 300 sqm to 400 sqm)

While the hostel should be situated on the 3rd floor, the restaurant should be on 1st and 2nd floor and the bar/coffe should be connected to an outside area.

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All three units should be connected by staircases that lead to the rooftop area to employ a **roofgarden** with bar a maybe a small open air summer theater. The cafe/bar area should include the reception service for the hostel above to enable an economic use of service personal.

The outside area and the **ditch** are being converted into a cultural zone with art installations, summer BBQ, beergardens and sport facilities.

The groundfloor (1st floor) contains **workshops** connected with little shops, like bike manufacturing and selling, furnitures, coffee roasting, food stores which sell products that could be grown and manufactured on site, from organic smoothies to gin distilleries.

The size of those units can variey from 30 to 70 sqm. It would be good to start with around 6-10 different tenants. The tenants will be given fixed points to connect to the building facilities. (data, water, electricity, heating)

The spaces will be prepared topped out (safe, dry and ready for finishing work). The finishing will be done by the tenants to keep the startings costs low. A **gallery space** for exhibitions of around 250 sqm will be integratetd on the ground floor area with a possible spacial connection to the stories above.

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summing up the space required

**1st floor (groundfloor)**

workshops, shops 300 to 700 sqm

exhibition space 600 sqm

cafe /reception 70 -150 sqm

**2nd floor**

restaurant with kitchen and service spaces 250 - 400 sqm

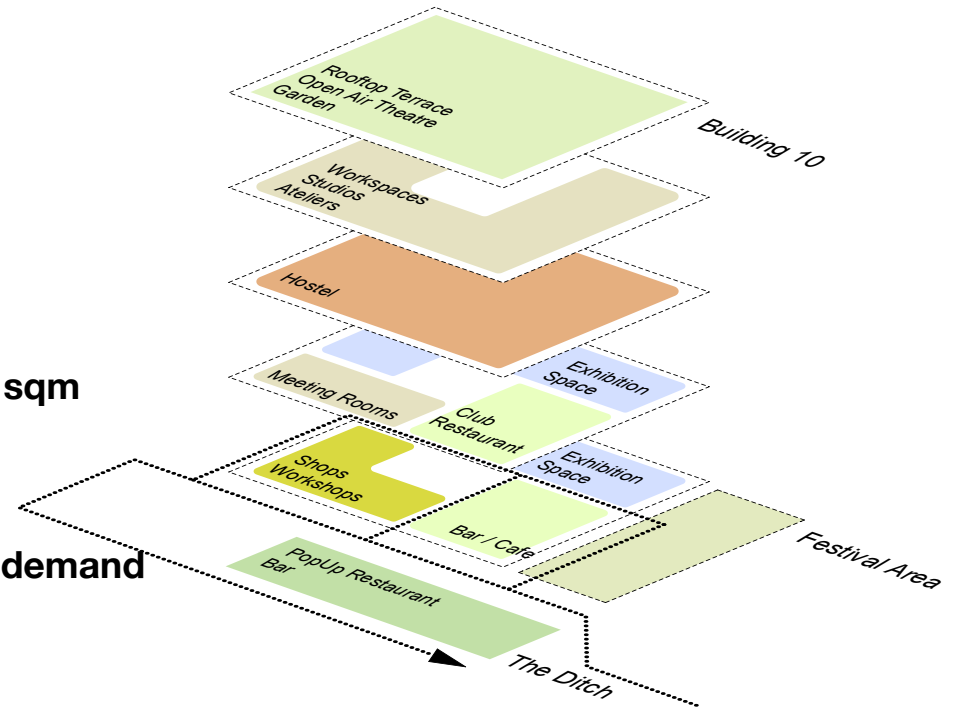
clubarea 400 sqm

**3rd floor**

hostel area starting with 700 -1200 sqm extending to demand

**4th** artist units to rent as serviced apartments

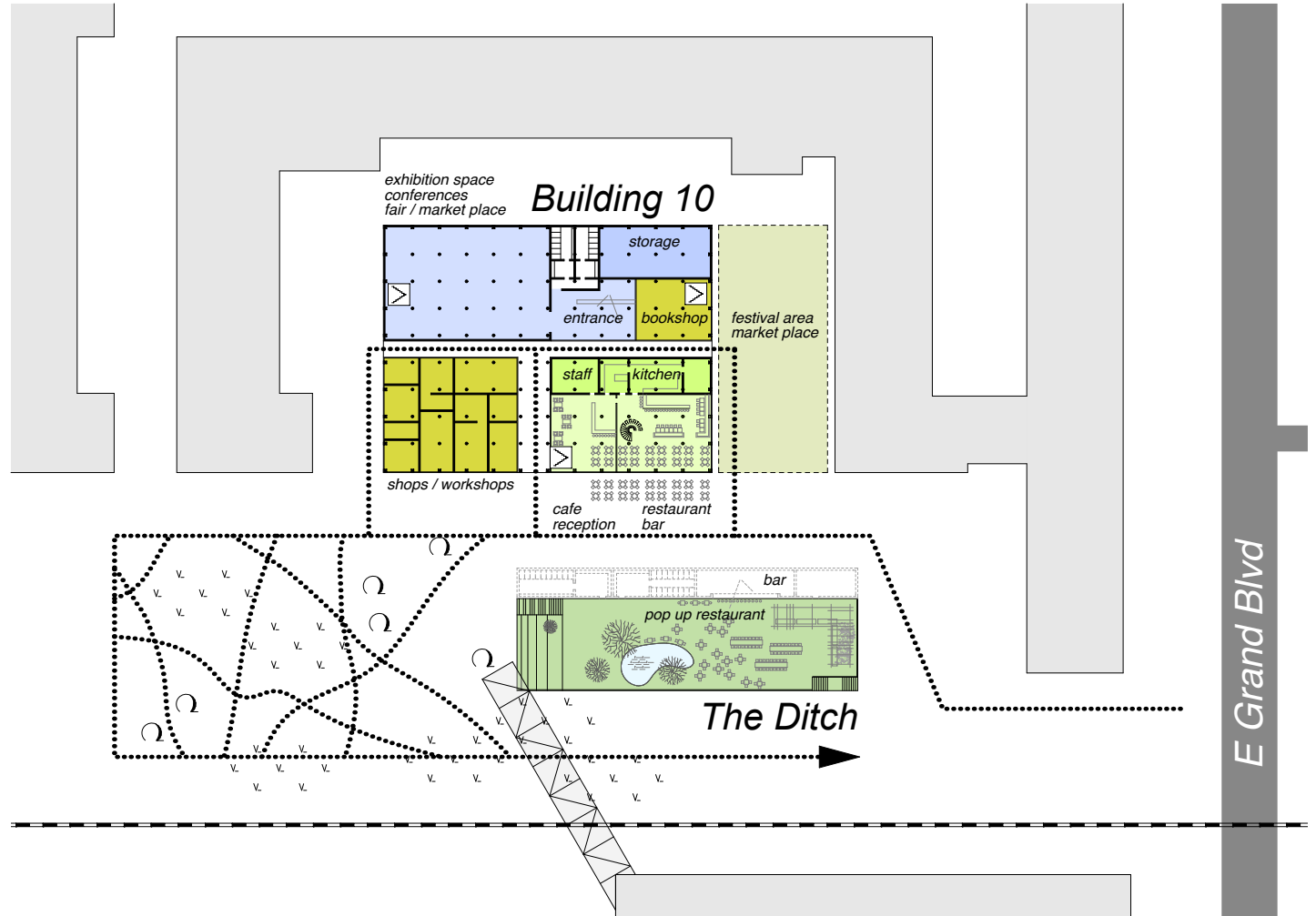
starting with 600 sqm extending to demand



# packard music district detroit

The outside area and the ditch are being converted into a cultural zone with art installations, summer BBQ, beergardens and sport facilities.

We think, the connection between the outside spaces and the chosen building is the important issue, as the outside will be the first area which can be easily activated for public venues.



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Example room layout hostel for 100 guests.

We think it is important to leave around 30 % of the inbetween spaces to be left open and used as undirectional connection spaces instead of floor areas. They can be complemented by green areas and informal meeting places.

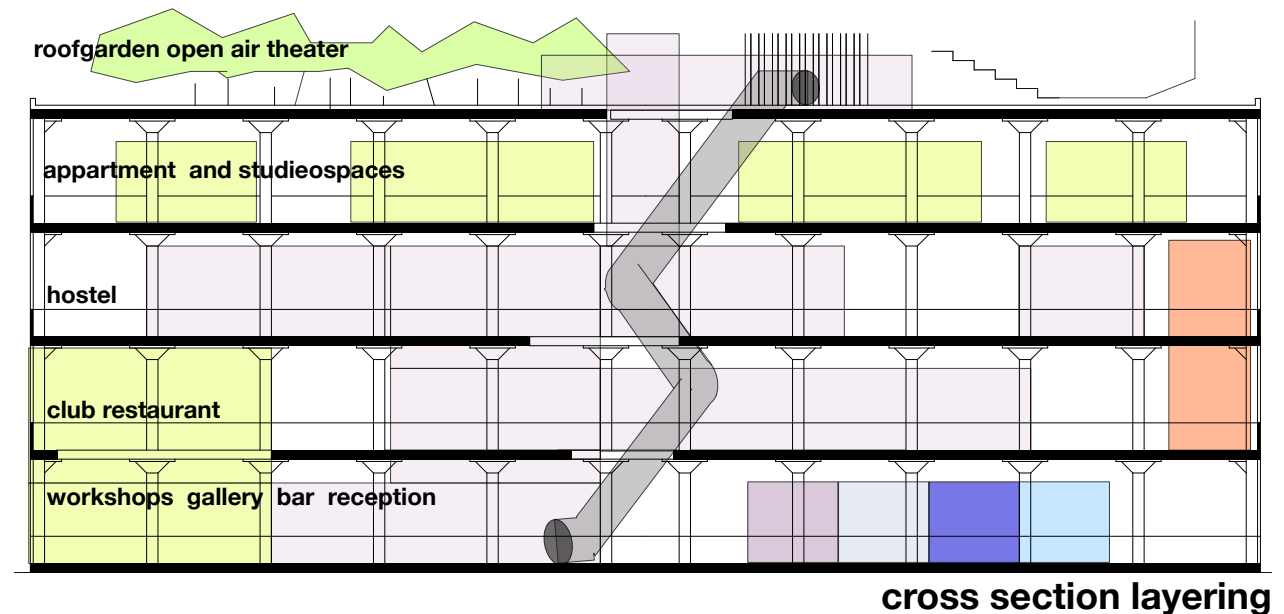
The spacial layout can be organized to customer needs, water and electricity is provided in an industrial standard, by open installations underneath the ceiling, all cabins and rooms can be connected to the mediagrid.





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The vertical layering of the multistory building is putting different uses on top of each other, each interacting and attracting the other, so that the addition of all will be more than just counting each. The mix of tenants will be crucial, therefore one has to apply to the management to get a studio/workshop or office space, rentout times could be limited in order to guarantee a constant flow to keep the spirit alive.



## **packard music district detroit**

**All spaces are based on the basic geometry of „Building 10“, but It will be easily possible to adopt the spacial layouts to other buildings in the Packard Plant Complex.**

**We think, the connection between the outside spaces and the chosen building is the important issue, as the outside will be the first area which can be easily activated for public venues.**

**All spacial and architectural interventions will be planned in close consultation with the overall aims of the [packardplantproject](#) and the architectural team in Detroit, to avoid double planning or contradictional strategies.**

## packard music district detroit

Walls and floors could be made of insulated plywood panels, the local configuration and customized fit out can be supervised by inhouse craftsmen and workshops, internal floors are made of boardwalks, the space in between is used as indoor nature.



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## packard music district detroit

Windows could be restored in analogy to the original industrial glazing, providing a buffered climate zone, the built-in rooms reduce the energy consumption by heating just the volume you actually use.



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Basically we use what is given, provide it with a new infrastucture and fit out the different layers with just the structure it needs to create a warm an creative atmosphere to attract customers.



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