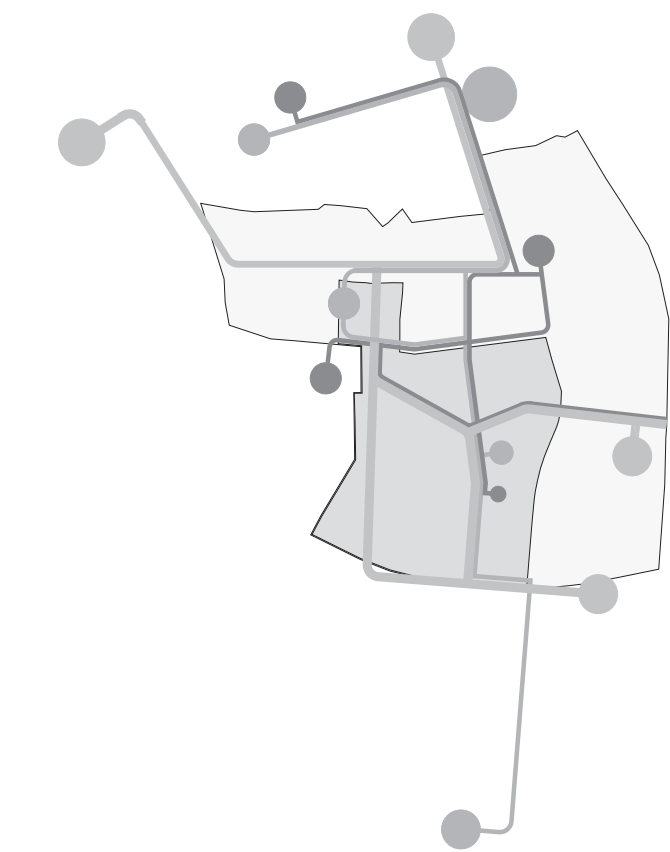


THERAPEUTIC FIELDS
Anti-Stress tactics.

A psychoanalytic domestic therapy used
against stress in Residential Districts

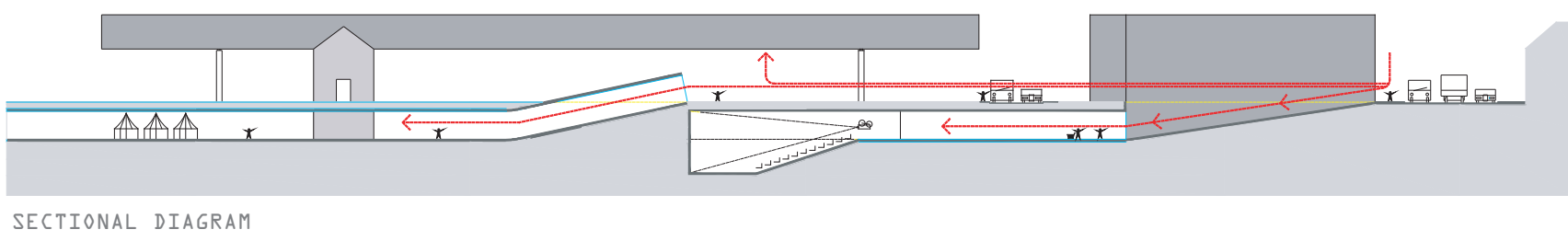
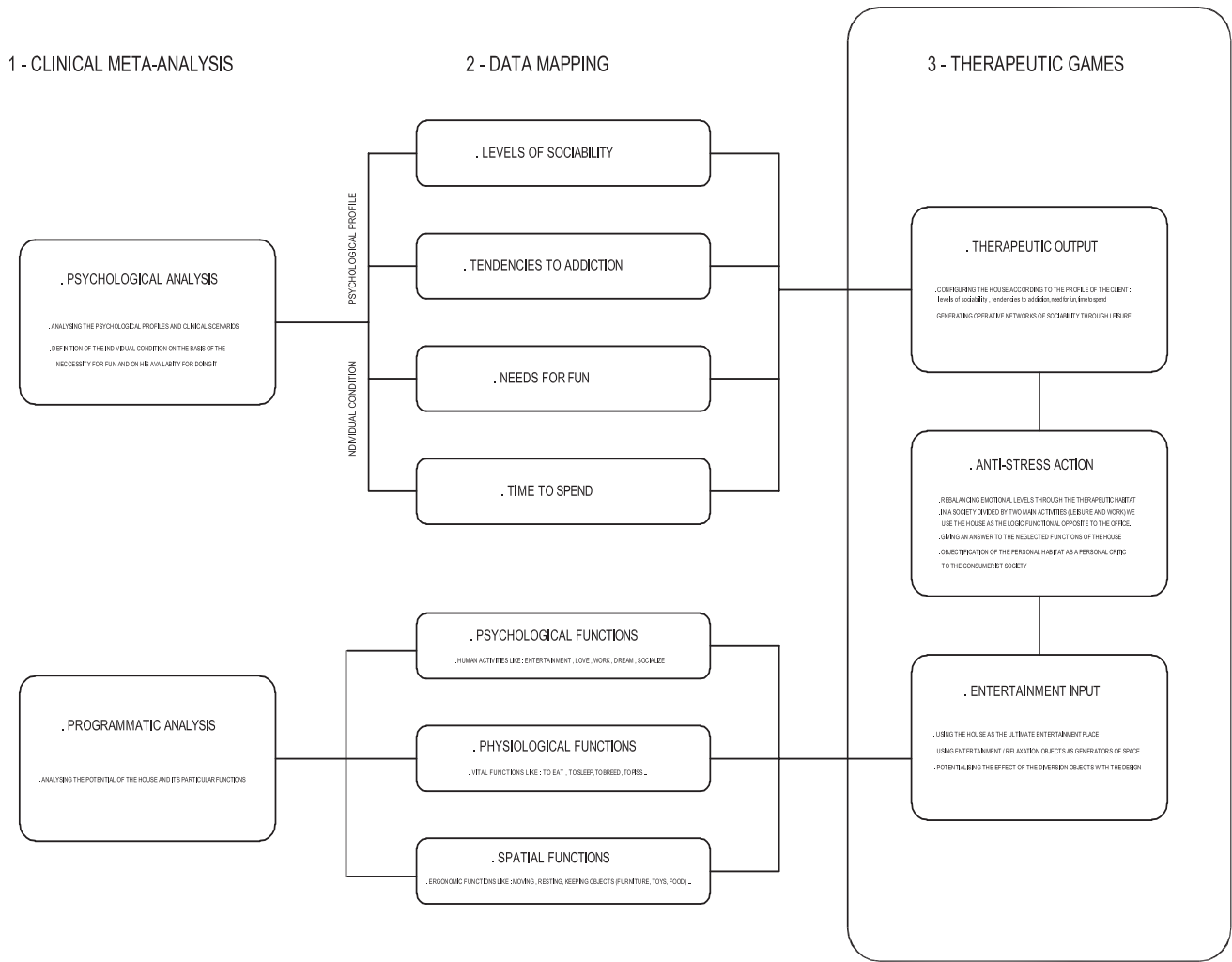


THERAPEUTICAL ANALYSIS

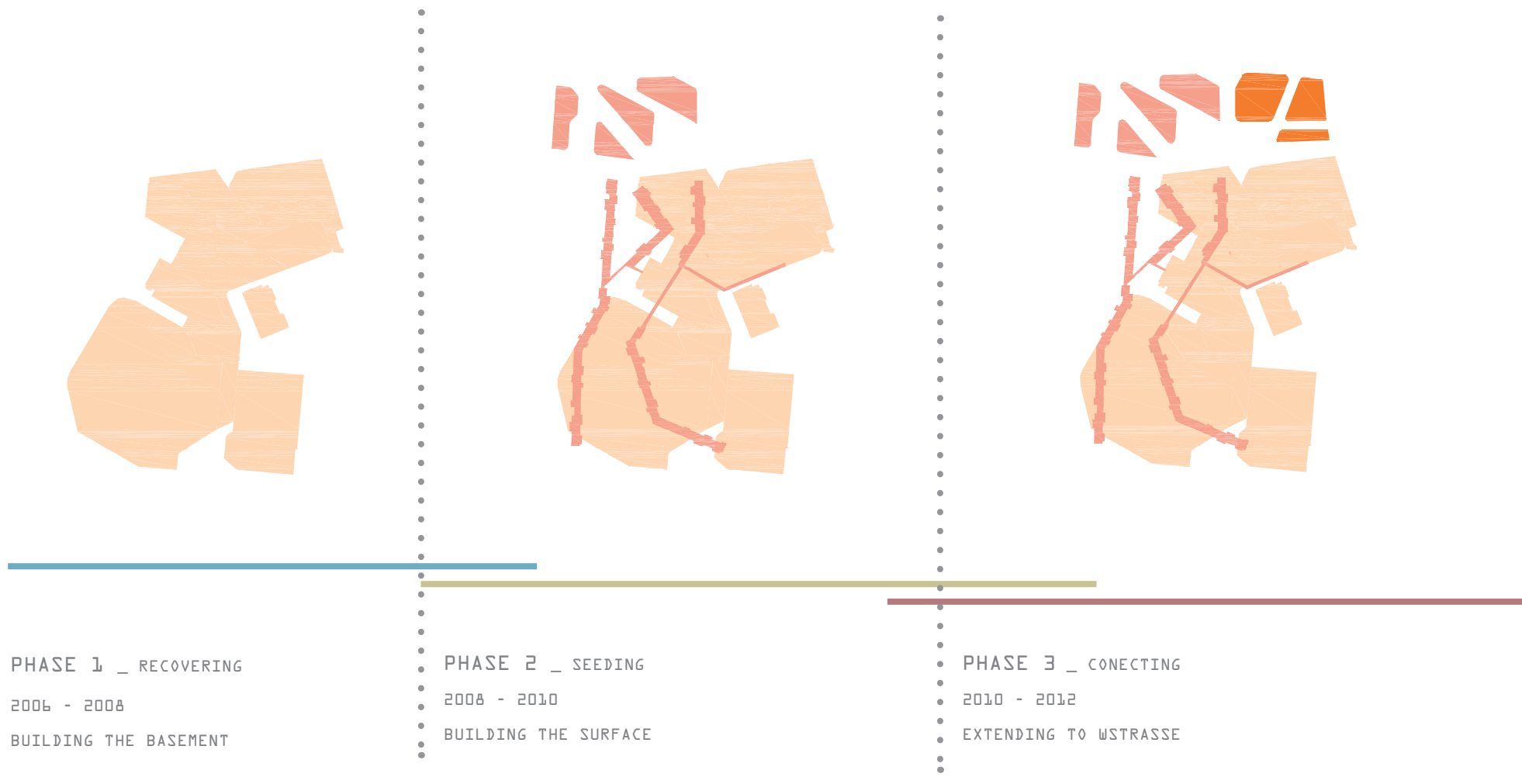
	NODES	NODE INDUCED STRESS LEVELS
PROGRAM CONFIGURATION KEY		
AF CHANNEL	PHYSICAL: 64.0% Absolute value (Avg): 389	ASSOCIATED INDOOR PROGRAM: Fitness center ASSOCIATED OUTDOOR PROGRAM: Jogging / Running paths / Mini golf
	MENTAL: 10% Avg: 138.6	ASSOCIATED INDOOR PROGRAM: Shopping ASSOCIATED OUTDOOR PROGRAM: BBQ barbecuing / Sun bathing
	SOCIAL: 6.0% Avg: 33	ASSOCIATED INDOOR PROGRAM: Business Center ASSOCIATED OUTDOOR PROGRAM: --
AG CHANNEL	PHYSICAL: 64.4% Absolute value (Avg): 392	ASSOCIATED INDOOR PROGRAM: Fitness center ASSOCIATED OUTDOOR PROGRAM: Basketball / Running / Mini golf
	MENTAL: 16.1% Avg: 196	ASSOCIATED INDOOR PROGRAM: Green House / Shopping / Record Store ASSOCIATED OUTDOOR PROGRAM: BBQ barbecuing / Sun bathing
	SOCIAL: 15.5% Avg: 158.2	ASSOCIATED INDOOR PROGRAM: Supermarket / Restaurant ASSOCIATED OUTDOOR PROGRAM: Children Playground
BF CHANNEL	PHYSICAL: 45.7% Absolute value (Avg): 309.3	ASSOCIATED INDOOR PROGRAM: Fitness center ASSOCIATED OUTDOOR PROGRAM: Basketball / Running / Mini golf / BBQ barbecuing
	MENTAL: 44.4% Avg: 303.8	ASSOCIATED INDOOR PROGRAM: Shopping ASSOCIATED OUTDOOR PROGRAM: BBQ barbecuing / Sun bathing
	SOCIAL: 14.9% Avg: 152.3	ASSOCIATED INDOOR PROGRAM: Supermarket / Restaurant ASSOCIATED OUTDOOR PROGRAM: Children Playground
BG CHANNEL	PHYSICAL: 50.1% Absolute value (Avg): 455.6	ASSOCIATED INDOOR PROGRAM: Fitness center ASSOCIATED OUTDOOR PROGRAM: Basketball / Running / Mini golf
	MENTAL: 22.4% Avg: 196	ASSOCIATED INDOOR PROGRAM: Shopping / Green House / Record Store ASSOCIATED OUTDOOR PROGRAM: BBQ barbecuing / Sun bathing
	SOCIAL: 25.5% Avg: 255.8	ASSOCIATED INDOOR PROGRAM: Supermarket / Restaurant / Night Club ASSOCIATED OUTDOOR PROGRAM: Children Playground
CF CHANNEL	PHYSICAL: 46.9% Absolute value (Avg): 387.8	ASSOCIATED INDOOR PROGRAM: Fitness center ASSOCIATED OUTDOOR PROGRAM: Basketball / Running / Mini golf
	MENTAL: 36.8% Avg: 303.6	ASSOCIATED INDOOR PROGRAM: Shopping ASSOCIATED OUTDOOR PROGRAM: BBQ barbecuing
	SOCIAL: 16.6% Avg: 137.8	ASSOCIATED INDOOR PROGRAM: Supermarket ASSOCIATED OUTDOOR PROGRAM: --
CG CHANNEL	PHYSICAL: 74.1% Absolute value (Avg): 910.7	ASSOCIATED INDOOR PROGRAM: Fitness center ASSOCIATED OUTDOOR PROGRAM: Basketball / Running / Mini golf
	MENTAL: 13.3% Avg: 103.1	ASSOCIATED INDOOR PROGRAM: Green House / Shopping / Record Store ASSOCIATED OUTDOOR PROGRAM: BBQ barbecuing / Sun bathing
	SOCIAL: 15.5% Avg: 154.1	ASSOCIATED INDOOR PROGRAM: Supermarket / Restaurant ASSOCIATED OUTDOOR PROGRAM: Children Playground
DF CHANNEL	PHYSICAL: 32.0% Absolute value (Avg): 115.5	ASSOCIATED INDOOR PROGRAM: -- ASSOCIATED OUTDOOR PROGRAM: Jogging / Running
	MENTAL: 38.1% Avg: 128.5	ASSOCIATED INDOOR PROGRAM: Cinema / Shopping ASSOCIATED OUTDOOR PROGRAM: --
	SOCIAL: 31.0% Avg: 113.2	ASSOCIATED INDOOR PROGRAM: Business Center / Night Club / Supermarket ASSOCIATED OUTDOOR PROGRAM: --
DG CHANNEL	PHYSICAL: 38.8% Absolute value (Avg): 263.5	ASSOCIATED INDOOR PROGRAM: -- ASSOCIATED OUTDOOR PROGRAM: Running
	MENTAL: 19.3% Avg: 151.3	ASSOCIATED INDOOR PROGRAM: Green House / Shopping / Record Store ASSOCIATED OUTDOOR PROGRAM: BBQ barbecuing / Walking
	SOCIAL: 41.0% Avg: 276.6	ASSOCIATED INDOOR PROGRAM: Business Center / Night Club / Supermarket ASSOCIATED OUTDOOR PROGRAM: Children Playground

.CUSTOMIZED THERAPEUTIC METHOD

_A PSYCHANALYTIC DOMESTIC THERAPY USED AGAINST STRESS IN RESIDENTIAL DISTRICTS



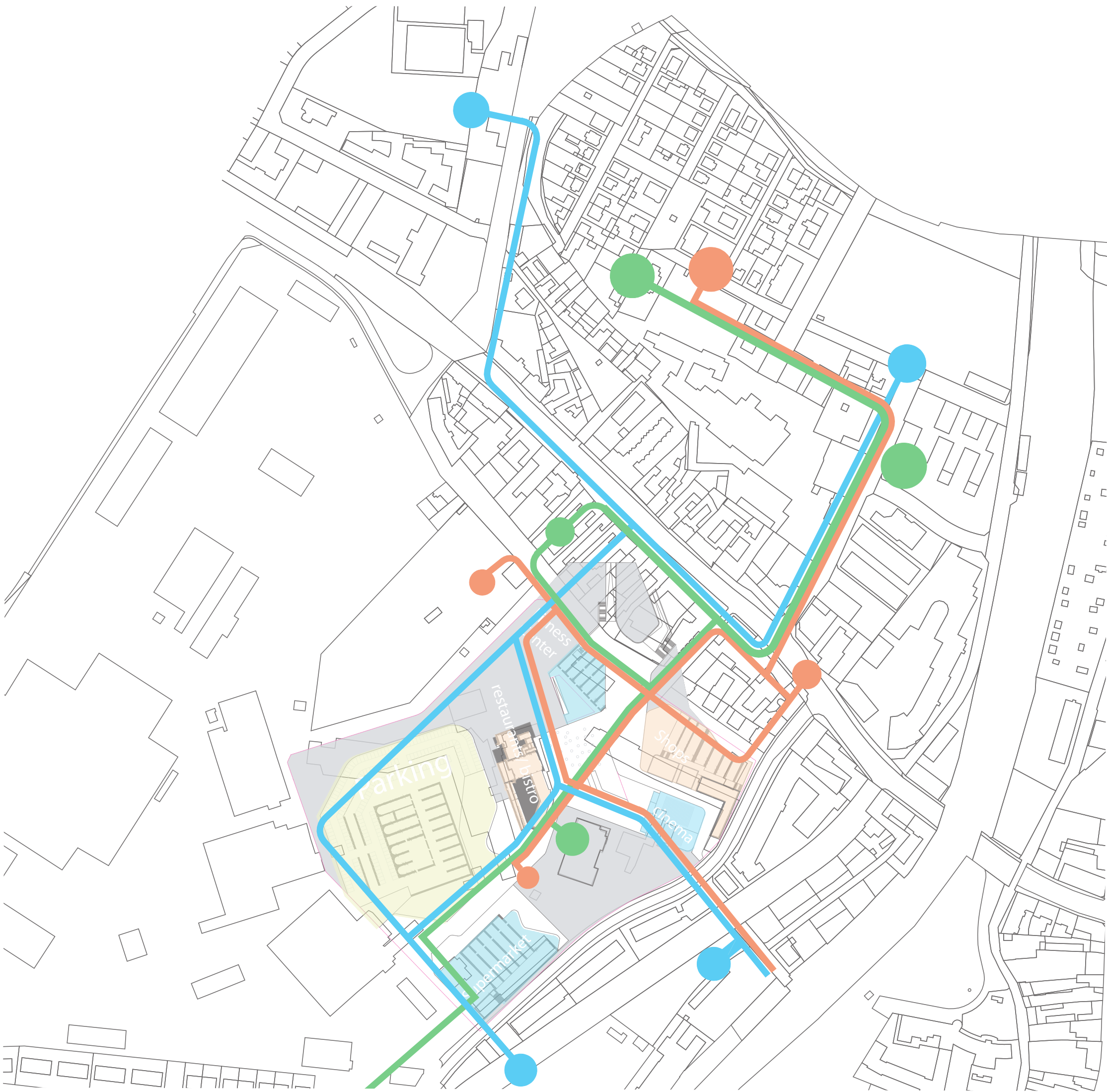
SECTIONAL DIAGRAM



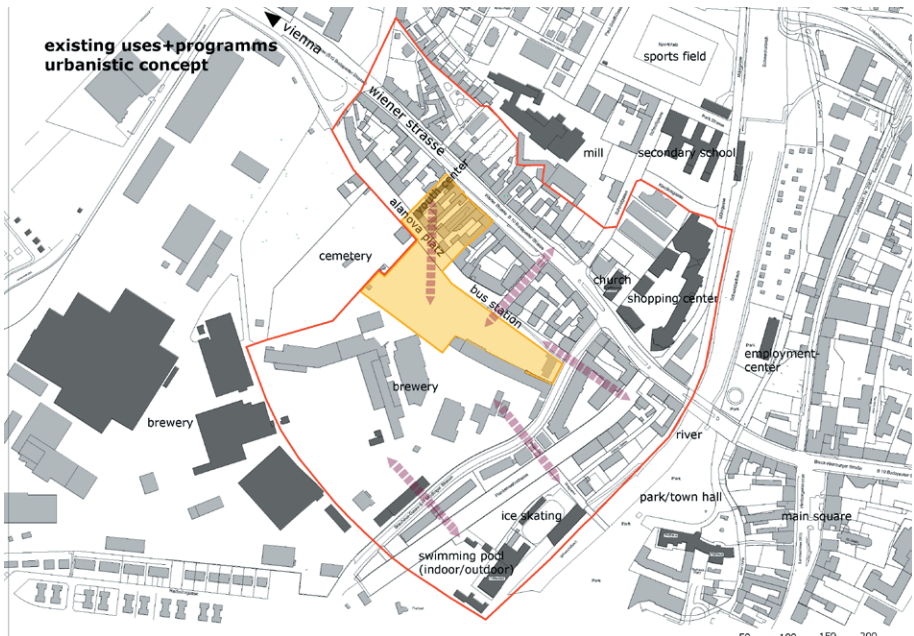
PHASE 1 _ RECOVERING
2006 - 2008
BUILDING THE BASEMENT

PHASE 2 _ SEEDING
2008 - 2010
BUILDING THE SURFACE

PHASE 3 _ CONNECTING
2010 - 2012
EXTENDING TO USTRASSE

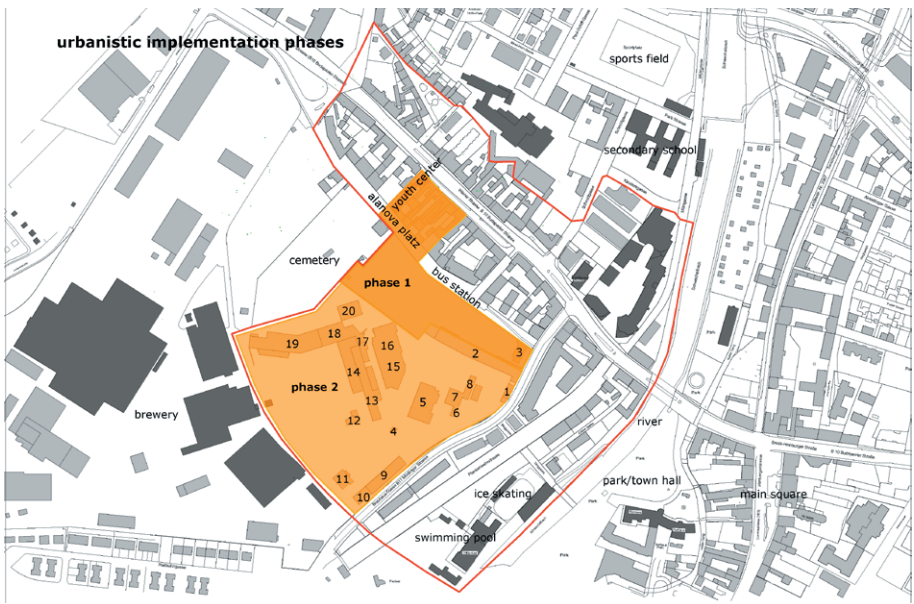


PROGRAMMATIC AND FLUXOMETRIC PLAN



The European B, as an experimental and front lead contest, gave us the real chance to test and apply our ideas using the CTM as method and the site of SCHWECCHAT as laboratory. In this sense the site approach was done with a background knowledge and a strategic concept.

We decided to choose Schwechat due to its strong urban conurbation and to its close relation with Wien. Problems like the proximity of the airport, the loud noise of aeroplanes and the quick urban transformation seemed good motives to act with therapeutical and social ambitions. This project was the closest step we have been from engaging a social action in the operation field, not only producing an urban design but also trying to reevaluate the housing program and its current status.



Urbanity is becoming more and more intensive and this fact tends to affect directly our environment and consequently our way of life. A stressful condition may be generated by a noisy coffee shop, by claustrophobic offices and intensive work or by the traffic jams and rush hours. In fact the ordinary problems of everyday life may be quite amplified by intensive and aggressive urban conditions.

Nevertheless it is more feasible that our psychological condition improve than for urban conditions to change to less intensive parameters. We have to assume that the future may no longer be the brighter scenario that we all aspired but that realistically it will probably engage new levels of climatic and environmental problems and certainly a new step in the evolutionary process of mankind. Maybe we have reached the time to confront the real problems of urbanity and consider the urban pathological condition as a sociological status that we have to consider.

In this sense our team's position in this work was to reevaluate the urban environment (with all its problems and complexities) in relation to the individual psychological condition. We wanted that the city we are thinking off can bring a new kind of sustainability that involves the human being in a way that as never been considered before.

It was important for us to trace strategic guidelines in order to develop a psychological analysis which could define psychological profiles and clinical scenarios. The individuals would be defined by their necessity for fun and on their availability for performing it.

In this sense we traced psychological profiles, using basically two analitical parameters: levels of sociability and tendencies to addiction. We also defined the individual condition on the basis other two parameters: needs for fun and time to spend.

We believe that these parameters can define with more accuracy the possible interactions between the future inhabitants and the urbanized plot that we intend to plan. They can even suggest a programmatic rescheduling of the house in the design process in order to create a more personalized environment, specifically orientated to a therapeutical action.

ANTI STRESS ACTION

The therapeutical action was defined through a combinatory programmatic intervention defined in the CTM (Customized Therapeutic Method). This psychoanalytic method is the domestic evolution of the GTM (Generic Therapeutic Method) which was the urban therapeutical program used against the economic and social depression in a shrinking city context (Ivanovo). Whether in Ivanovo the GTM acted as a tool to perform an ANTI DEPRESSIVE ACTION in the CTM the main challenge is to create an ANTI STRESS ACTION.

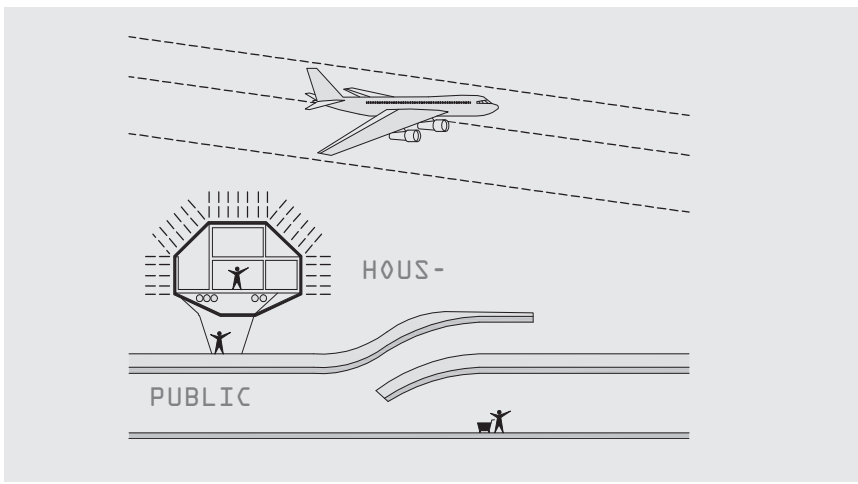
The CTM operates in a first step through a clinical meta-analysis that defines the psychological profiles of the users and that simultaneously evaluates the therapeutic potential of the house and its functions. In a second step this method evolves to an extensive data-mapping that creates the main coordinates to sustain the ANTI STRESS ACTION. In a third step it defines the desired Therapeutic Output and the Entertainment Input necessary to its completion.

Actually this method recognizes entertainment as the main therapeutic and psychological tool to counterbalance the predominant spatial and physiological functions of the house. In this sense it defines the operative tools that create an anti stressful environment. Urbanism and architecture are the medicines that insure the therapeutic output.

The program of the house is adapted according to the profile of the user (identified in the analytical moment according to parameters like levels of sociability, needs for fun, time to spend and tendencies to addiction) and results in several typological solutions that respond to a careful and almost "clinical" therapeutical environment. To achieve this architectural idea we used objects of entertainment and relaxation as the main generators of space.

The entertainment input is not only introduced at the scale of the house but also at the scale of the city. House and housing District are indissociable realities. In this sense both the individual and the collective can have the possibility to enjoy the entertainment program (playing alone or in group) and create a complex network of entertaining activities and socialising environments.

The ANTI STRESS ACTION prevails over the project in a way that it should make it directly the result of the CTM in all its considerations, from the definition of the program to the urban and architectural design.

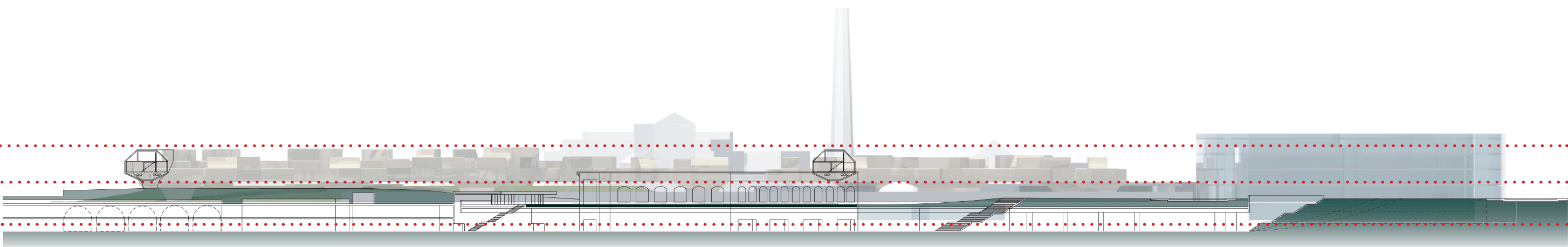


ANTI STRESS ACTION - HOUSING AS NOISE PROTECTION

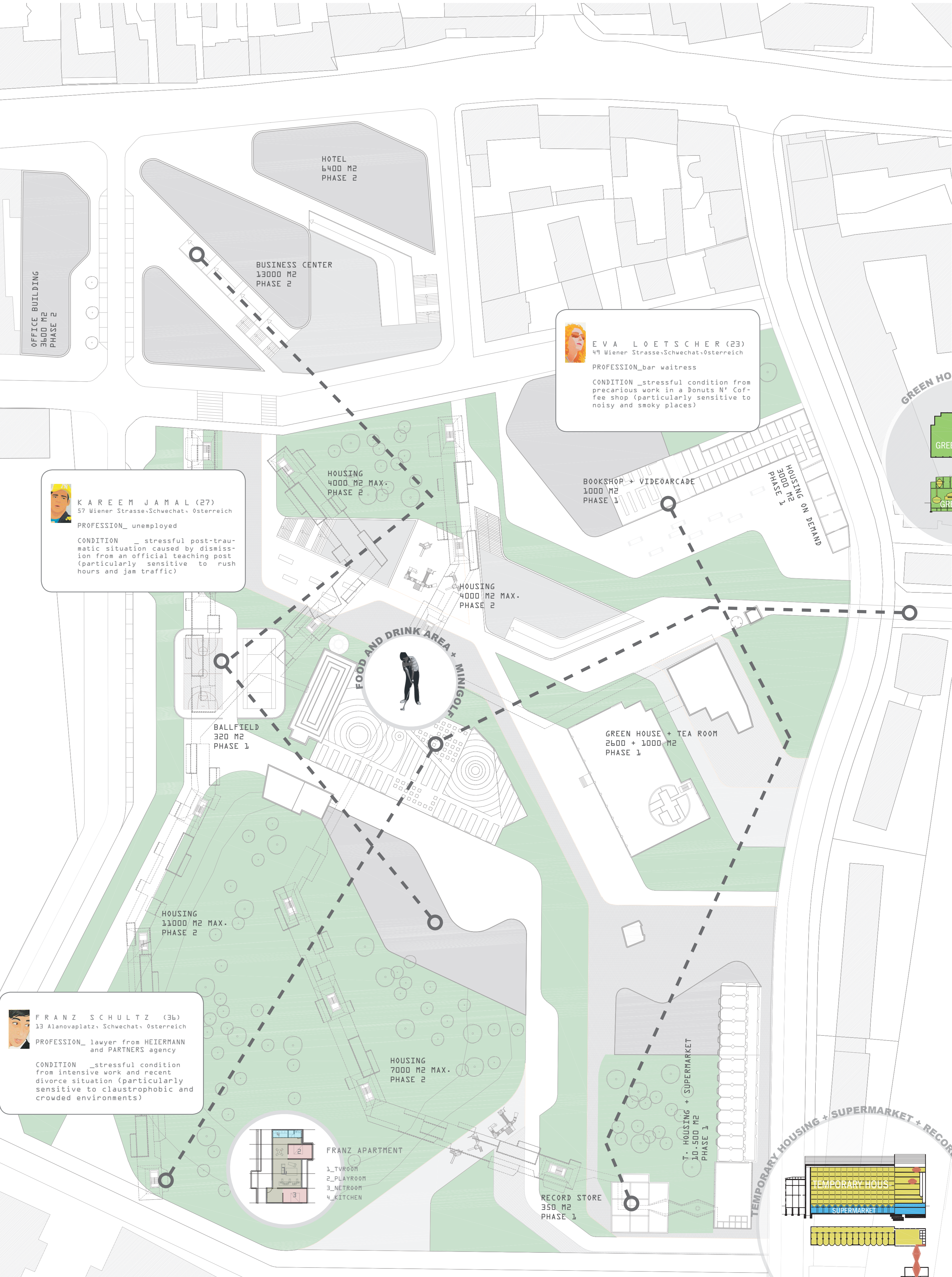
THE THERAPEUTIC FIELDS
Anti-Stress tactics.

1. A psychoanalytic domestic therapy used
2. Against stress in Residential Districts

1st Floor_ Housing
Ground Floor_ Public Space
Underground_ Collective Equipment



LONGITUDINAL SECTION SHOWING THE 3 LEVELS OF THE INTERVENTION



ENTERTAINING:the voyeur·the adventurer·the cibernaut

The first step according to the CTM is the analysis of the psychological profile of the future users. This analysis suggests the individual condition on the basis of his necessity for fun and on his availability for doing it. The parameters of evaluation (levels of sociability , tendencies to addiction , need for fun and time to spend) construct a special individual profile. In our perspective the profile should be directly associated with the entertainment theme creating three types of users : the voyeur, the adventurer and the cibernaut.

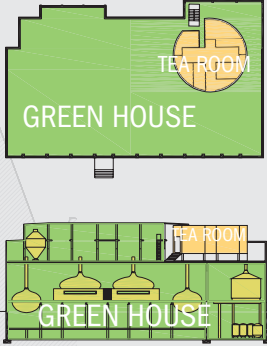
The voyeur performs a passive ludic experience. He is the spectator. He is virtually projected in a real scenario. He perceives the reality as an image in two dimensions. He does not use his body. He is centered, hypnotized on his visual apparatus.

The adventurer performs an interactive ludic experience. He is the performer. He is realized in a real scenario. He perceives the reality as a space in four dimensions. He uses his body completely. He is centered in his sensorial apparatus.

The cibernaut performs an interactive ludic experience. He is the player. He is realized in a virtual scenario (mediated). He perceives the reality as a virtual space (multidimensional). His body is used actively but mediated. He uses his imagination.

These three types of users create the fictional program used in the housing typologies.

GREEN HOUSE + TEA ROOM



THE FETICHISATION OF THE HABITAT

One of the main tools that we used to define the housing space was the close relation between the domestic functions and the objects of the daylife. Each function is in part symbolised and defined by the objects that we use to perform each activity, like doing the make up or simply couching in the sofa. The power of this relation is so effective that even space is submitted to its importance. These objects can transform the meaning of the rooms and displace our activities from one place to the other.

We tried to translate these principles in the design of the housing typologies that flow in the space between the old brewery buildings.

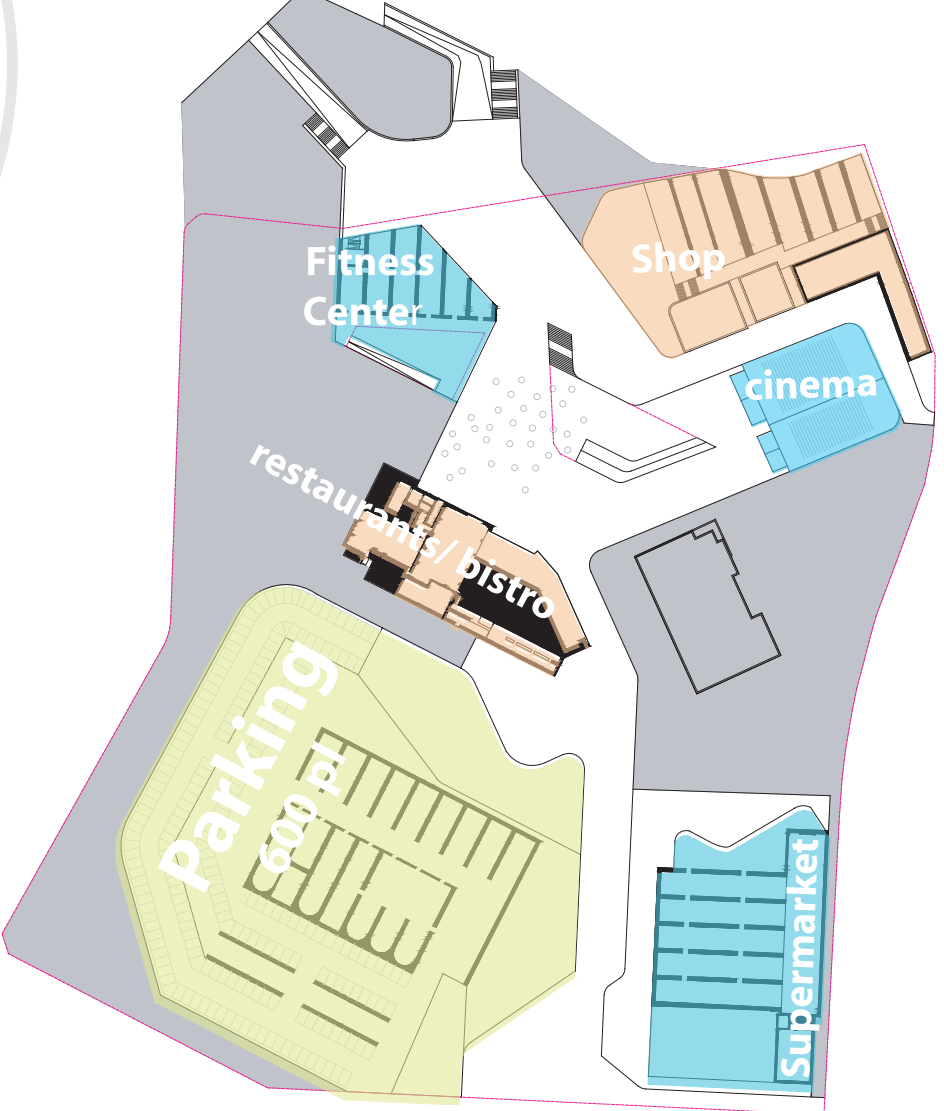
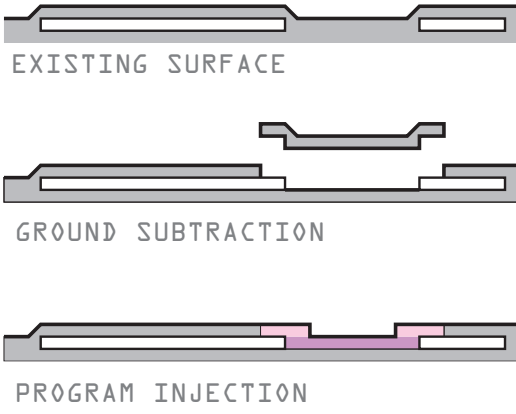
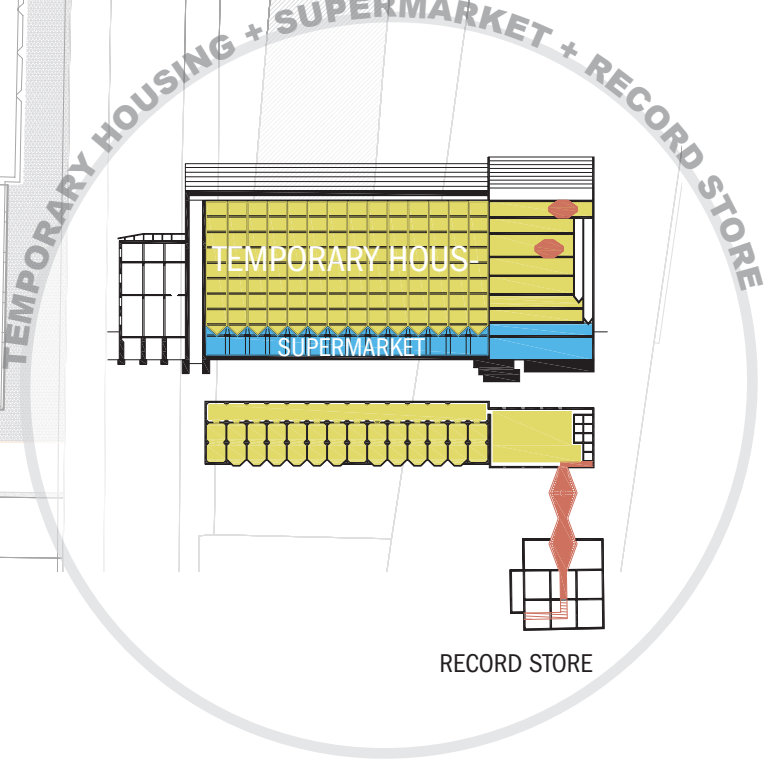
Each one is designed with a great flexibility and possibilities of expansion according to the users needs. We even predict a progressive occupation based in the colonization of a common infrastructure (access, electricity and water). The result would be an unpredictable form made of living spaces united under the same skin.

The principle of spontaneous adition is stimulated encouraging the users to expand their housing units at their description and according to their needs and desires. The fetichisation of the habitat is clearly assumed and potentialised. The space is generated through a permanent addition of objects, entertainment capsules and fantasy modules.

Inside we centered our attention in the configuration of three domains of use : the physical, the social and the mental. These spaces would be prepared to receive specific objects, like the TV, the PlayStation, a huge mirror or even a bubble bath. Some are designed as capsules and others as open spaces, each one with a specific atmosphere.

Apart from the individual entertainment program (defined by each user) the collective therapeutic effect is achieved through an accurate distribution of housing program and an intentional implementation of indoor and outdoor ludic activities. The housing buildings are assumed as a network, connecting the collective entertainment places located in the old brewery buildings, along a common gallery that gives access to each unit.

The acoustic problem created by the proximity of the airport made us reconsider the material and formal aspect of the housing solutions. We think that an absorbent material and an angular continuous skin can be useful to protect the houses from the disturb created by the aeroplanes.



TYPOLOGICAL STUDIES_ SEVERAL POSSIBILITIES FOR FLEXIBLE USE

BASEMENT PLAN

THE RAPEUTIC FIELDS
Anti-Stress tactics.

A psychanalitic domestic therapy used
against stress in Residential Districts

ONSE_ Operative Networks of Sociability through Entertainment

The network of houses expressed by the the intuitive association of housing modules is intended to create a complex social system. A system of cross breeding experiences translated in the use of the entertainment parasites located in the Brewery buildings (Record Store / Mini Golf Circuit/ Bookshop / VideoStore, etc...) and in the Therapeutic space of the housing modules.

The system operates at three levels: basement, surface and elevated ground. These levels correspond to three different uses. In the basement you will find a mixed use program with shopping areas, fitness center, cinemas and parking. In the surface an extensive garden with direct access to the brewery buildings where we have injected new program _restaurant and bistros, housing on demand, hostel and stores. The elevated ground gives access to the proposed housing infrastructure and creates an independent path to the entertaining parasites.

The concept of sociability is explored in this combination of houses and entertainment places, using the mixity to counterbalance the isolation of the housing modules and the monotone of this residential district of Wien periphery. In this sense we decided to call this system ONSE_ Operative Networks of Sociability through Entertainment.

conectors 2

these buildings make the transition to the underground levels where most of the noise protected program is. This strategy allows an intermediate solution between the old and the new.

conectors 1

light connections link all the buildings in the site (above and underground) giving the idea of a well integrated complex not only physically, but also socially and mentally.

inner islands

because of the quantity of land that is over the sellors, these artificial topographies are perfect shields to air traffic noise pollution. Our proposal tries to tackle the problem of making these structures a buffered public place

ludic housing program

the habitat is seen as an open program that have in mind this therapeutic aproach. We have thought the development of the housing types as part of a sociological recognission of the contemporary lifestyle

layering the uses

Our proposal is an area of programatic high density , with a superimposition of programes hoping to get a positive contamination between then (a kind of ACTIVE area). To avoid the typical bidimensional zoning, we also propose certain combinations - 2x1 - of these programs. This means that in any point of the proposal, it will be at least two (therapeutical) activities. We also plan a use stratification that relate in a fluid way: this means that the public and the private spaces are put in different horizontal layers.

regulable modules

we propose elements and a constructive system that can evolve and adapt to diferent needs

anti noise skin

as the housing prototypes act as shields to the urban space, the cells were conceived wrapped in a protective anti-noise membrane that should give some protection from the aerial traffic above

infrastruturing the site

the housing "tubes" are in fact giant conectors of most of the stuctures of the site, suplying and carrying the physical infrastructure that this quantity of diverse program requires

wienastrasse

the new business center will ancor our proposal in the wienastrasse. The idea is to have a powerful urban image and at the same time connect this artery with the inner old brewery site