Re_inventing the site
Evolution in urban and extra-urban territories control

University of Architecture and Urbanism Ion Mincu Bucharest
Faculty of urban and territorial planning

phd. ass. urb. arch. Constantinescu Cristina
Re_inventing the site

attraction of the place:

crowds

culture

beauties of the nature

quietness

people

events

habits

exotic places

daily local specific activities

traditions

different rithm of life

new
Re_inventing the site

our days risks:
speed travelers
mixture of nations
daily routine
residual places
abandoned areas
virtual travel
trends
lost traditional activities
solitude
uncoperation
hardly communicates
different rhythm of life
trash
Re_inventing the site

a place:

- physic geometry
- image
- own characteristics
- material form
- the scale
- specificity
- ambiance
- natural elements
- economy
- social network

University of Architecture and Urbanism Ion Mincu Bucharest
Faculty of urban and territorial planning

phd. ass. urb. arch. Constantinescu Cristina
Re_inventing the site

**quality of public space:**
- comfort
- accessibility
- orientation
- fluency in scroll

**utility of public space:**
- use
- occasionally
- frequently
- daily

**feelings in public space:**
- security
- integration

- typology:
  - virtual public space (immaterial)
  - urban public space (urban landscape)
  - public space in the territory (territorial landscape)

- touristic services use:
  - public urban spaces
  - resorts
  - extra-urban areas
  - transport infrastructure
  - hotel services
Re_inventing the site

cultural events
production activities

these structures appears designed with and around a clearly defined field of activity

public space involves the location of human interactions and people to interact: resident consumers visitors

activities

sports

business

manufacturing local economy transportation

University of Architecture and Urbanism Ion Mincu Bucharest Faculty of urban and territorial planning

phd. ass. urb. arch. Constantinescu Cristina
Re_inventing the site

nature:
nature is all the elements on which the man has not occurred
was the first socialization place (public place)

senses

texture
color
effects
light

University of Architecture and Urbanism Ion Mincu Bucharest
Faculty of urban and territorial planning

phd. ass. urb. arch. Constantinescu Cristina
Re_inventing the site recycling places: transformation phases:

- decide when the place become useless
- evaluate the new opportunities
- evaluate the scale of the new intervention
- evaluate the edge segment and profile of the visitors
- estimate the number of users, intervals and variation
- establishment of project scale
- functions and flows
- estimate economic effort
Re_inventing the site

**transformation:**

In many urban areas in Romania were in the range of twenty years after the revolution, several development proposals and projects were born, but the inhabitants often had controversial opinions.

It is like an unrecognized fear of changing.

This fear of the difficult start in a period of twenty years stoped many infrastructure projects aimed at tourism.

The upside of this attitude is that the community could protect certain areas of historical and cultural value, but on the other hand to extend this state of conservation and caused a negative effect, is that many of these areas been degraded due to isolation, the lack of interest and inability to maintain the local financial values (either areas or architectural objects, customs, traditions).

Cultural tourism is a priority activity by the ability to access and knowledge through direct feeling on the one hand is an economic activity, to whose good manegeriat reinsforcement the local economies depend.
Re_inventing the site

**case of study:** public space project at Cluj Napoca

re_using of the place

cultural tourism

the great concert halls

word circuit

University of Architecture and Urbanism Ion Mincu Bucharest
Faculty of urban and territorial planning

phd. ass. urb. arch. Constantinescu Cristina
Re_inventing the site

**case of study:** public space project at Cluj Napoca

re_using of the place 

de-structured urban tissue

University of Architecture and Urbanism Ion Mincu Bucharest
Faculty of urban and territorial planning

phd. ass. urb. arch. Constantinescu Cristina

Cultural Center of Transilvania
Re_inventing the site

**case of study:** public space project at Cluj Napoca

re_using of the place

**existing place**

decommissioned military base land
Re_inventing the site

University of Architecture and Urbanism Ion Mincu Bucharest
Faculty of urban and territorial planning

phd. ass. urb. arch. Constantinescu Cristina
Re_inventing the site

University of Architecture and Urbanism Ion Mincu Bucharest
Faculty of urban and territorial planning

phd. ass. urb. arch. Constantinescu Cristina
Re_inventing the site functionality
Re_inventing the site

new scale / new imagey
Re_inventing the site

new scale / new image

architectural solution

urban landscape

University of Architecture and Urbanism Ion Mincu Bucharest
Faculty of urban and territorial planning

phd. ass. urb. arch. Constantinescu Cristina