

Seaside Boulevard Crimea

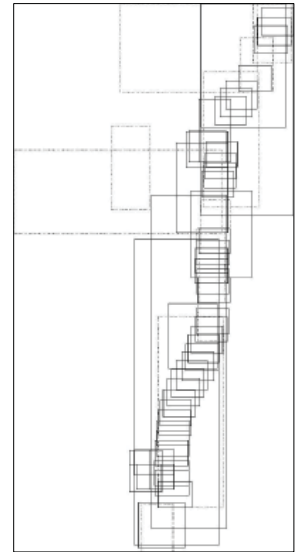
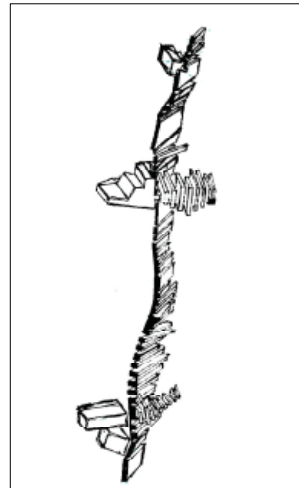
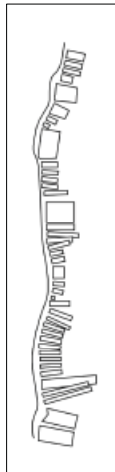
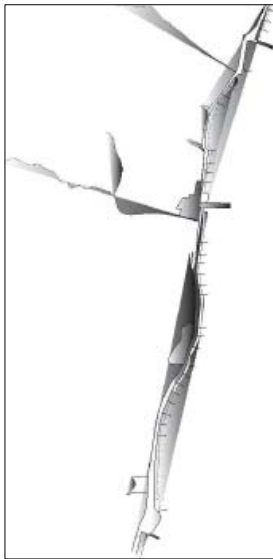
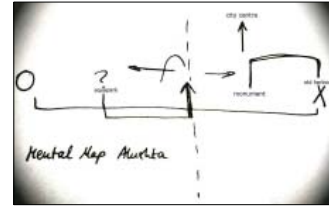
location: Alushta, Ukraine

population: 42 500

founded: 1450

length: 3.56 km

promenade: build in C19/C20



site analysis:

The current state of the promenade of Alushta is that of neglect. Trees have overgrown the place blocking any view into any direction. This makes it difficult for a stranger to perceive the space and orientate himself within it. It is also a safety risk in terms of theft and burglary.

The prominent mountains with their thick unpenetrable forests evoke a feeling of being pushed to the edge and out into the open.

Along the promenade a number of attempts like fountains to make it more attractive to visitors can be found, but again these have been neglected over the years and are therefore mostly hidden away.

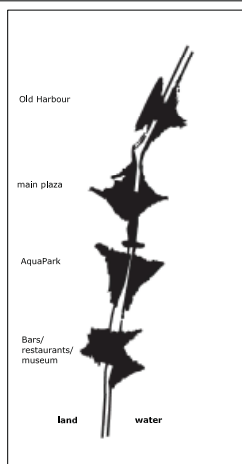
There are no seating or other facilities provided.

The beaches are mostly private and cut off from one another via break waters.

Four main destinations can be identified, Old Harbour, main plaza, (V-Cafe), AquaPark and a lonely Morpheus Disco (as far advertised as Yalta). Inbetween those places hardly anything of interest can be found though a few street sellers and fun fair enthusiasts try to make the most of the abundant amount of space provided, i.e. between 8 and 15 metres.

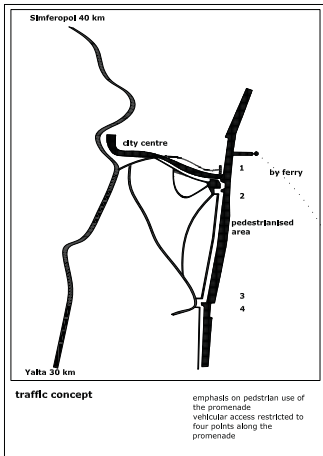
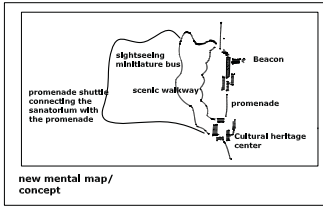
There is no connection between these destinations. Rather the visitor has to circumnavigate through woods and urban landscape and hills.

There is no connection between the city and the promenade.



historical development

"DER EIGENTLICHE SINN EINER PROMENADE IST J. W. Goethe



Concept

The idea is to define the promenade of Alushta as a place and destination for local tourists while at the same time creating something the citizens of Alushta can be proud of.

In order to do so, the promenade is structured according to the following principles:

1. Because the promenade itself is a long piece of 'street', four areas of special interest and specific activity will be introduced along the promenade:

The Old Harbour in the north will become a Youth Corner, allowing Alushta's Youth to experiment with different outdoor sports (paintball, skating, etc) and forms of art. Two new buildings will be erected, one as a Clubhouse and one as a workshop space for sculpture and other arts. A small cinema/ stage will be adjacent to that space.

The main plaza with the Post office will be the designated entrance to the city. Marked with a beacon and a long pier it will be the first point of encounter for tourists coming by sea.

Two rows of trees get replaced to open up the space and to allow for orientation. A monument of Alushta becomes clearly visible and a destination. Different floor covers accentuate the edge with its buildings, structuring the space into a walking and sitting area.

A broken parapet structure will be erected on the big space next to the post office. Underneath various wellness- activities can be enjoyed.

Because this space is cut off from the rest of the promenade by a big mountain, it now receives a new connection via a woodbridge along the sea.

The promenade now can be clearly perceived as being structured into four lanes, one reserved for vehicular traffic, one for bicycles, one for green spaces and one for pedestrian activities. Because the promenade is located at 3m above sea level, sublevels can be introduced at certain distances to accommodate and channel the various sellers and public amenities.

On sealevel the break waters that give the promenade its specific rhythm will be pierced to foster contact between each section of tourists.

It can also be used to accommodate amenities.

The commercial power of the AquaPark will be used to introduce a watersports center with jetties and a slipway.

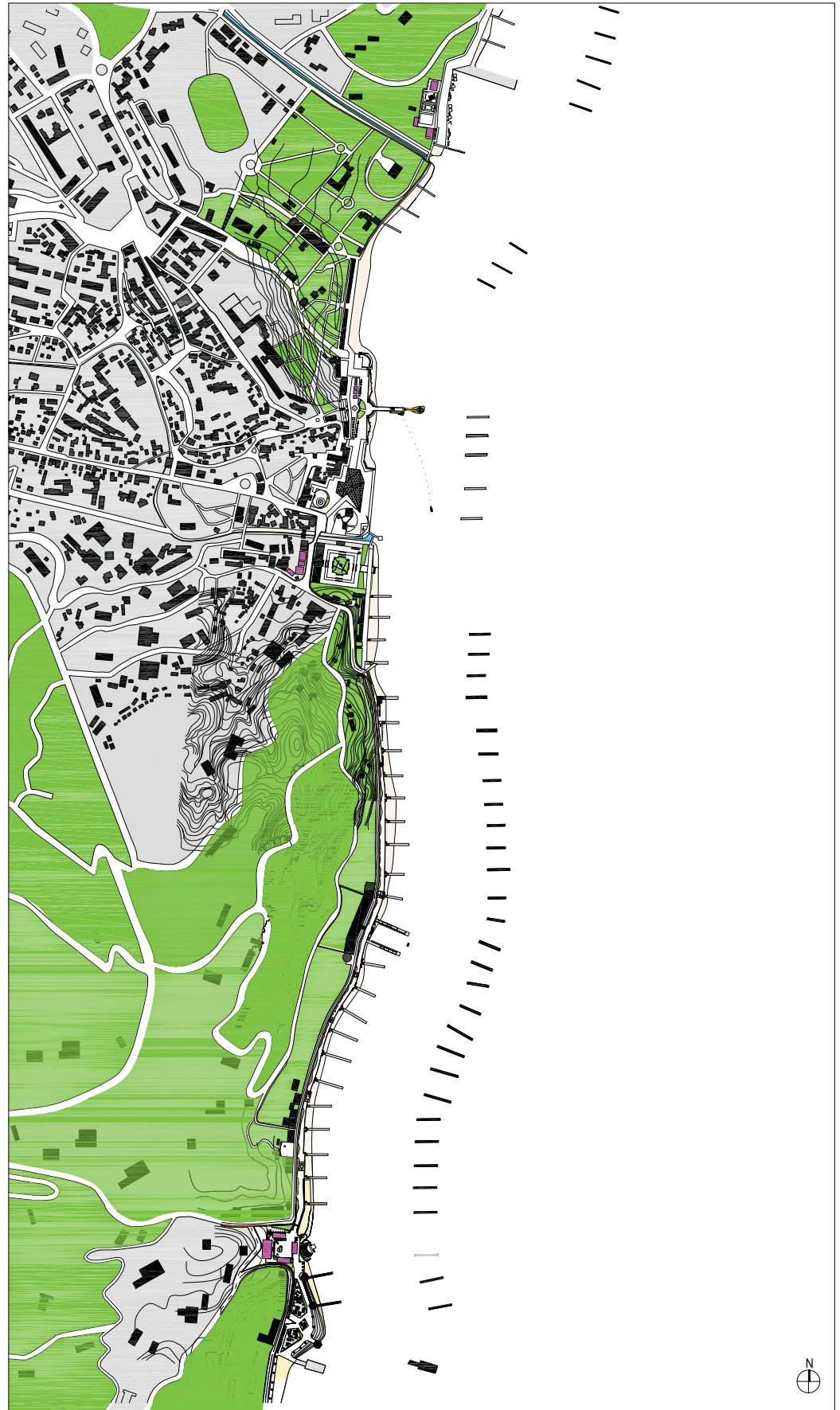
The heart of the promenade will be a cultural center to be built on the grounds of derelict building with a fountain in front of it and the Morpheus Disco. Those will be refurbished to accommodate the Center of Cultural Studies and the center for international relations. A friendship garden for its sister city of Santa Cruz, CA is included as well as a Dance School, archive and a stage. Designwise a hierarchy is established by introducing different levels for the buildings and a gate will be stand at the entrance to the space to greet the visitors and to emphasize the sanctity of the space.

The rest of the promenade is occupied by little bars, cafes and restaurants before eventually making space for the rest of public beaches belonging to Alushta's coastline.

Context:

A scenic walkway will be introduced across the mountain range allowing for viewpoints onto the sea and its promenade.

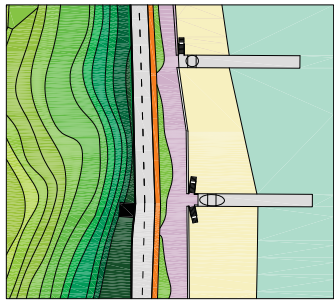
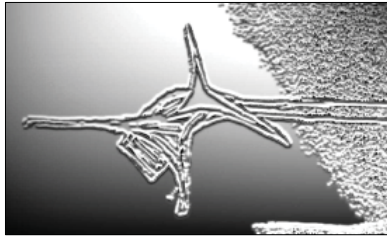
A 'Pride of Place'- miniature sightseeing train/ bus will drive along the promenade and Alushta's other sights, e.g. museums, archaeological and recent monuments.



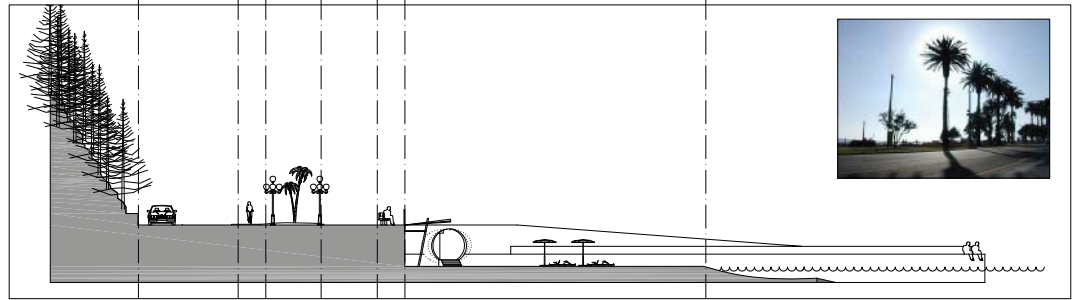
**Promenade Alushta
masterplan**

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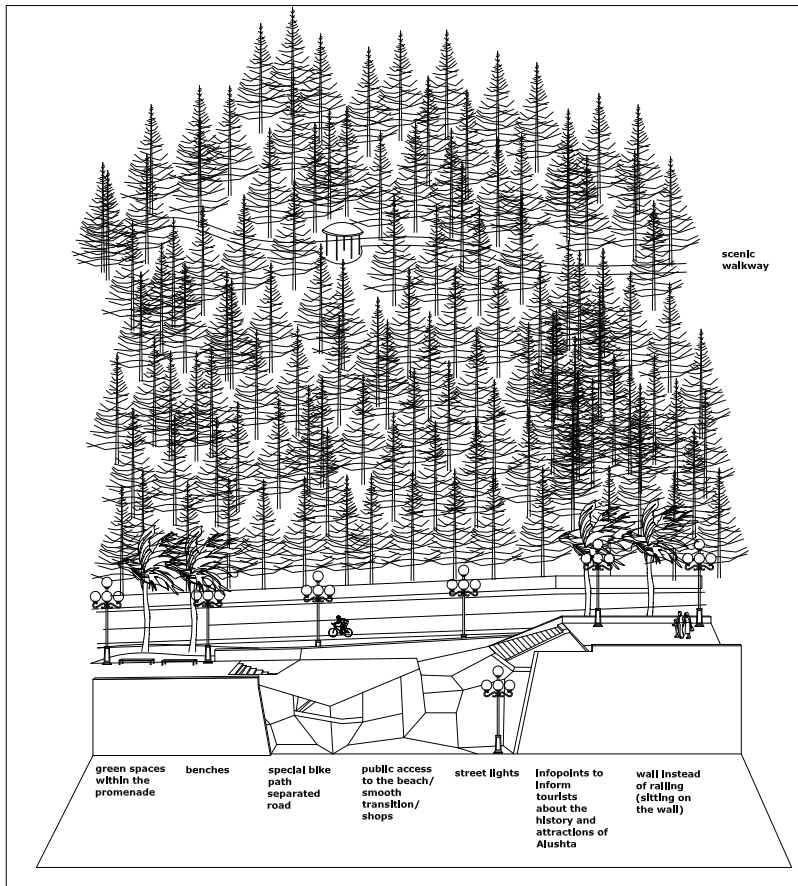
ST DER ZWECKFREIE GENUSS IHRER SELBST."



plan
1:1000



Typical section through the promenade
1:200



'breaks': accommodating public amenities
and street sellers
concept sketch

1:200



Theoretical context:

consumption
"... consumption is central to the creation of culture; it involves a process of objectification that enables material things and discourses to become forms through which people have consciousness of themselves..."

tourist
"... a tourist is a hunter for aesthetic spectacle and staged locality through signs and atmospheres..."

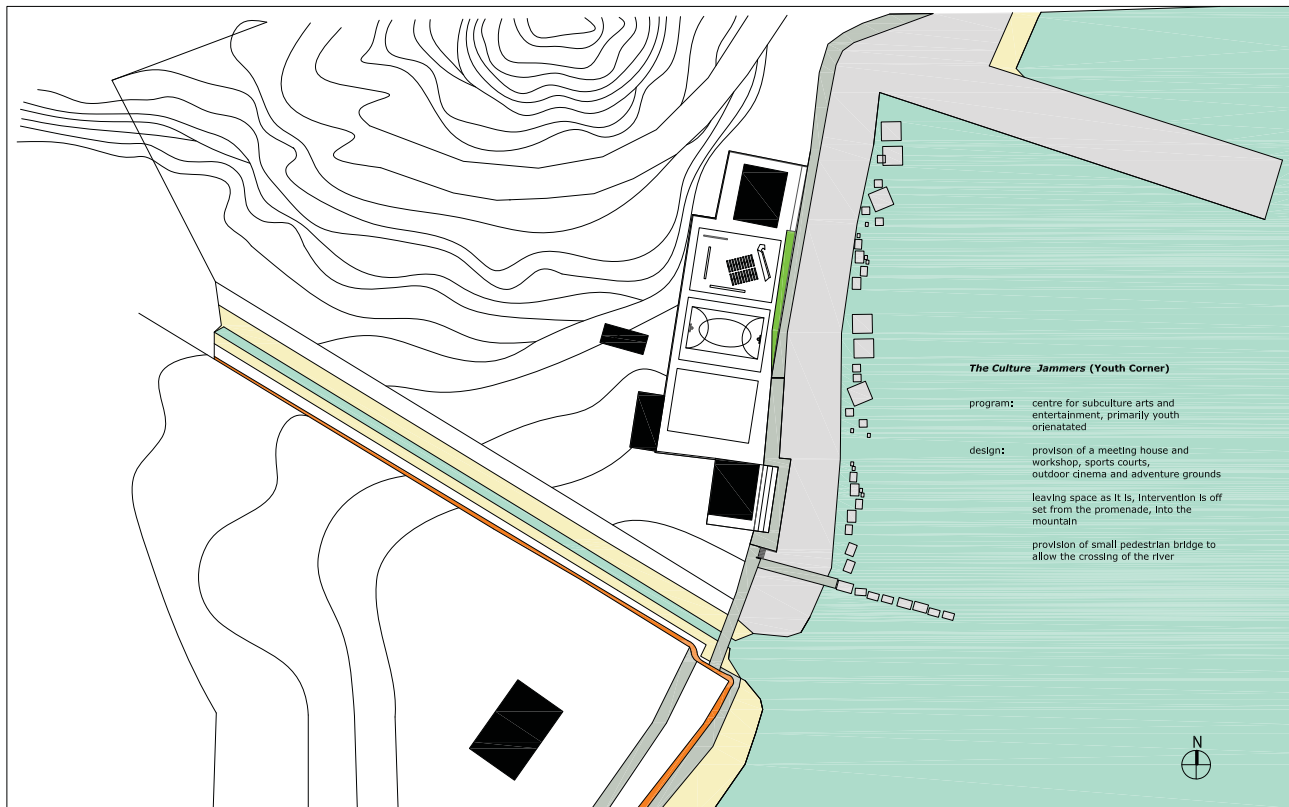
sanatorium
a sanatorium is an institution where people can get treated for respiratory and cardio-vascular diseases the average stay is between 12 and 21 days each sanatorium provides full board as well as a dance hall, hairdresser's, doctor's, cinema, library there are 19 sanatoria in the Alushta area It is the main competitor to the promenade mainly located in the woods up the hills, it takes an average of 20 min to walk to the promenade which is too long, especially at night.

myth of the Crimea
"... Pushkin reinvents the Crimea as a poetic space in which the paradoxes of individual experience reverberate In nostalgia for the murky realm where heaven can only be found by descending into an abyss..."

a holiday spot of the tsarist family later good workers and bright children were awarded with a holiday on the Crimea

"... monuments of the Crimea: ruins and scenery, there are seven zones of landscape to be found: the sea, rocks-cypresses-poplars, shrubbery, the Italian terrace-palace-courtyard, ruins-caves-local vegetation, poplars-boulders, sheer wall of rock..."





'Youth Corner'

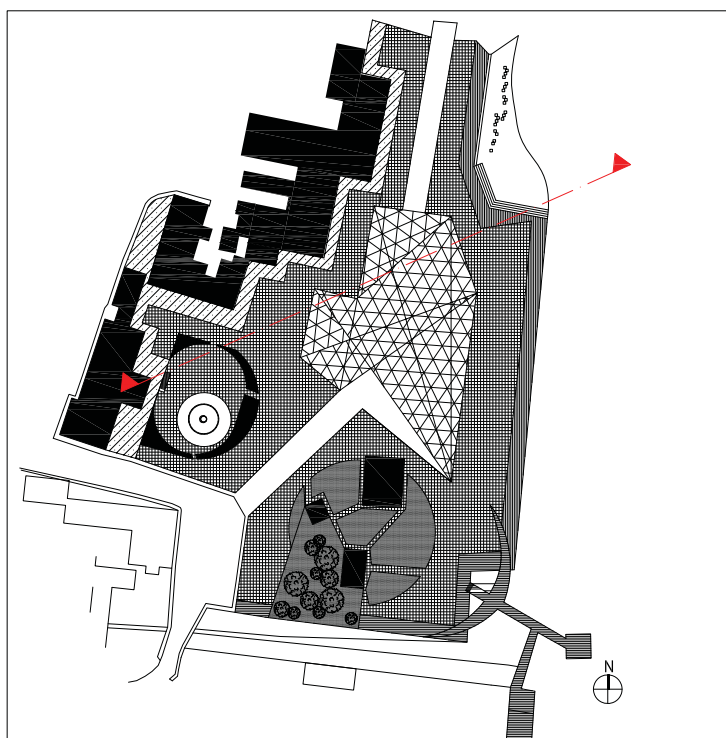
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Entrance

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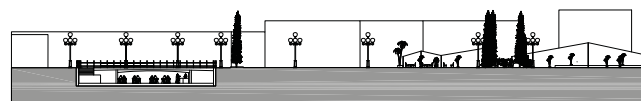


other promIner



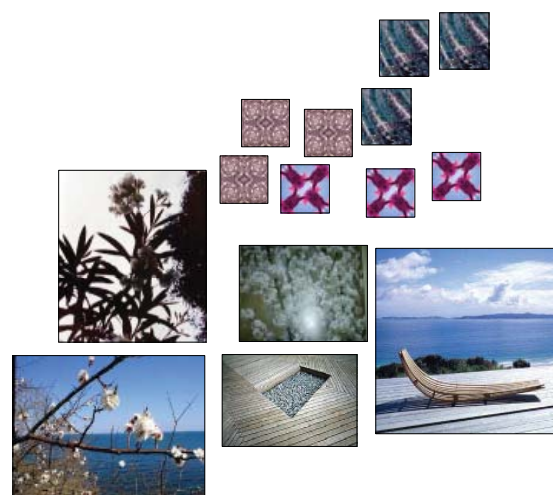
main plaza:
public recreation

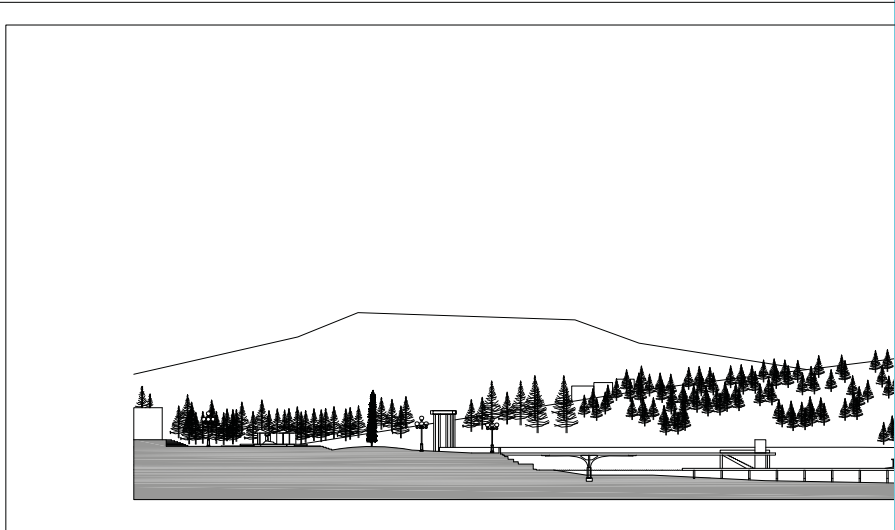
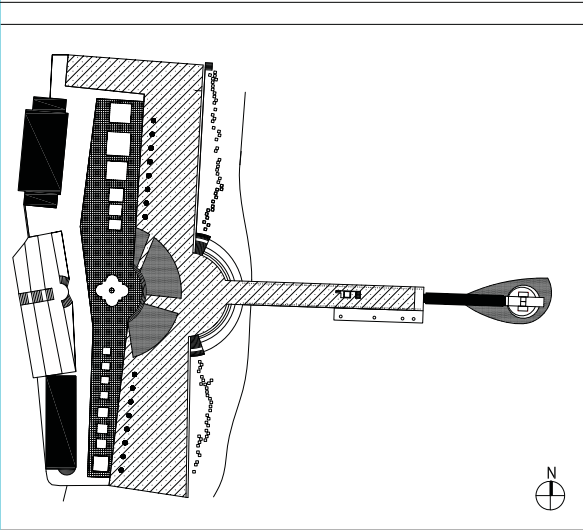
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section 'main plaza'

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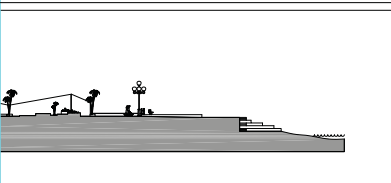


**View
entrance with beacon**

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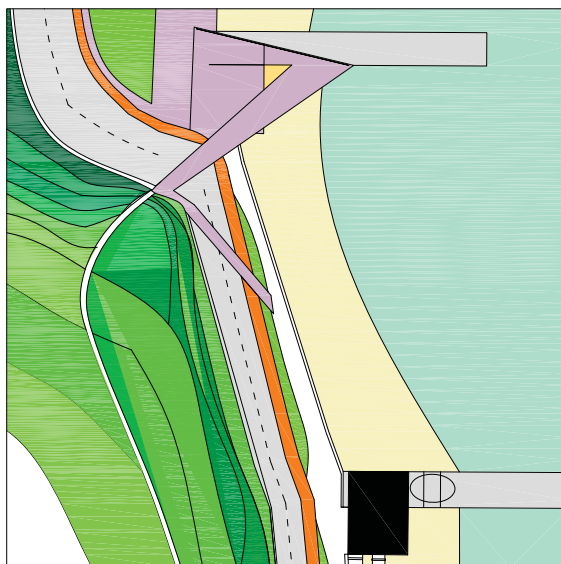
nt features along the promenade



Main Plaza/ Entrance:

program: arrival point for tourist coming by sea

design: big open space
use of different floor covers to mark the boundaries of the space, e.g. ceramic tiles
use of colour to liven up the space
use of point (floor) lights to encourage 24h use of the space
use of local plants to smooth the transition between nature, city and sea



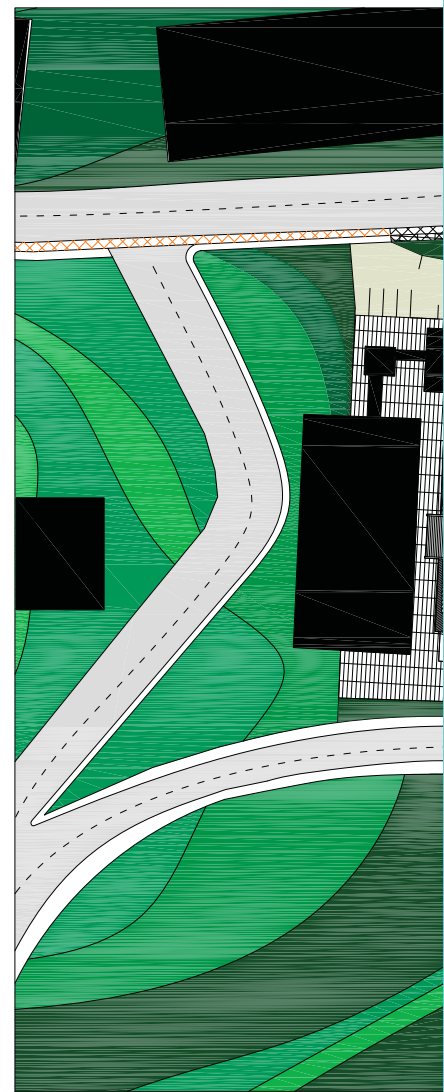
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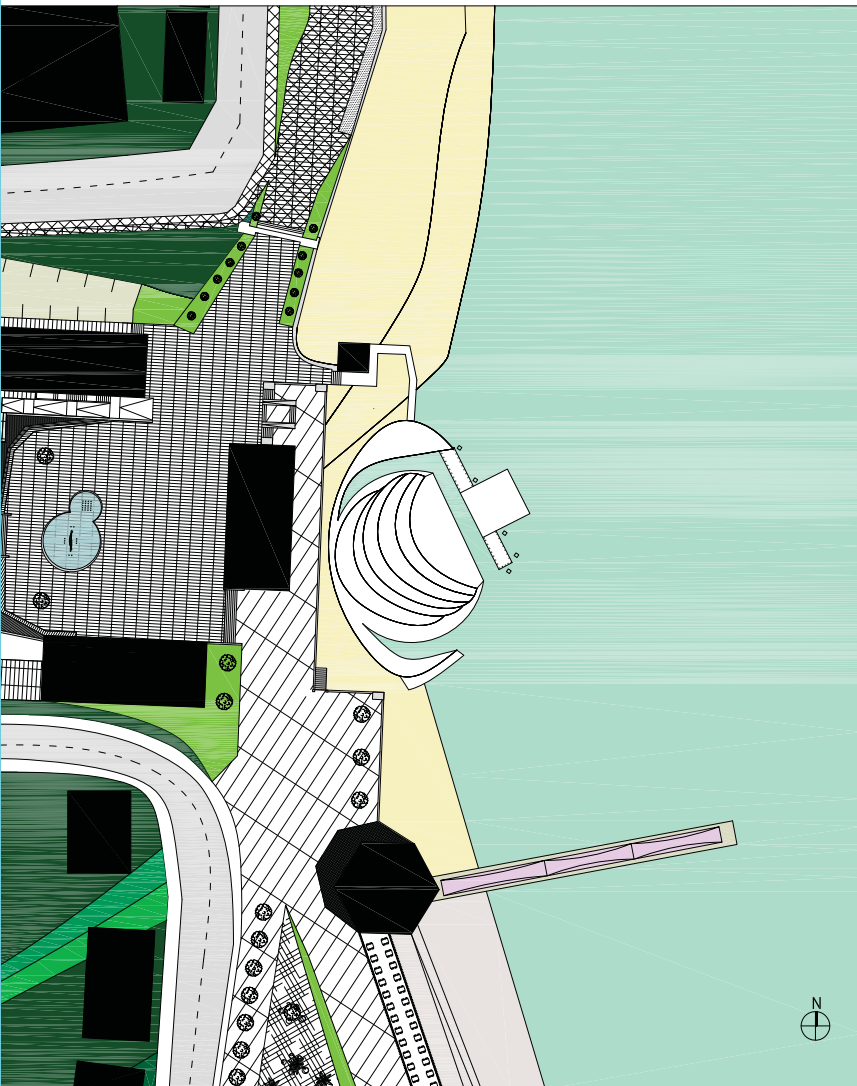
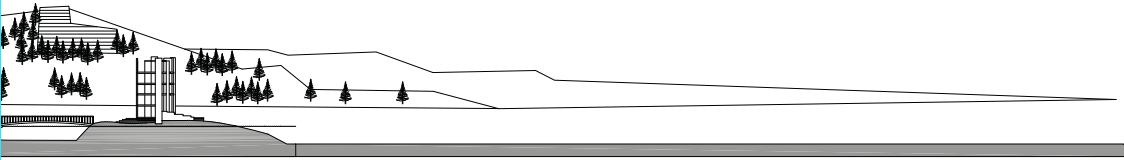
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'Cultural Corner'

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"Tradition ist nicht das Bewahren von Asche, sondern das Schützen der Flamme." Jean Jarres



Destination 'Cultural Corner':

program: accommodation/ provision of 'high culture' via purpose built buildings

design: New Buildings:

Center for Cultural and Ethnological Studies
Archive
Dance School with OmnimaxSpace Theater for private and commercial use
Center for International Relations

summer stage build into the water
museum (already exists)

the idea is to create an inner courtyard and separate the space from the rest of the promenade
It is raised on a platform
the buildings enclose the space, the existing water feature becomes a focal point
a gate interrupts the flow of the promenade to greet the visitors ('Tradition ist nicht das Bewahren von Asche, sondern das Schützen der Flamme' Jean Jarres)
the use of shaped cypresses should stand in contrast to 'wild' forest surrounding the area