

REGENERATION OF THE HOP BUILDING "ŽATEC CULTURAL HUB"

diploma project / Ceren Gül Gülaydın / atelier Efler / FA CVUT



CZECH TECHNICAL UNIVERSITY IN PRAGUE

Faculty of Architecture

International Office Thákurova 9, 166 34 Prague 6, Czech Republic





Czech Technical University in Prague, Faculty of Architecture

ASSIGNMENT of the Diploma project

Master degree Architecture and Urbanism

Name and Surname: Ceren Gül Gülaydın

Date of Birth: 04.03.1997

Academic Year / Semester: 2023/Summer

Department Number / Name: 15114/Department Of Architectural Conservation

Diploma Project Tutor: Tomas Efler

Diploma Project Theme: Cultural Hub Zatec

See the Application Form for DP

Assignment of the Diploma Project:

1/description of the project assignment and the expected solution objective

2/description of the final result, outputs and elaboration scales

3/list of further agreed-upon parts of the project (model)

To this list further attachments can be added according if necessary.

- 1. The subject of the diploma thesis is the re-use of the courtyard hops building number 396 in Neruda Square. The main purpose is to analyze how the square can be a more useful and attractive place by considering the needs of the square. The aim of the study is to find a suitable functional use for buildings. Prior to the diploma thesis was followed by a diploma seminar, which was an analysis of the solved area #396, including finding the cases and an explanation of the history of the area.
- 2. The Diploma proposal is an architectural study that should support the importance and potential of Žatec's historic centre. Regarding its location and size, the complex will be designed as a cultural center with performance stages with a restaurant, kino and a cafe in the use of the complex's courtyard.
- 3. a) Analytical part
- Description of Žatec, and Neruda Square with appendices
- Description and history of area 396 with annexes
- Finding statuses
- Reference
- b) Design part
- State drawing of wider relations (1:5000), state drawing of the area (1:500)
- Floor plan of all underground, above ground floors and roof (1:100) with significant changes according to the current situation

aracteristic episodes with significant changes compared to the current situation (1:100) rchitectural sections and views (1:100), marked adjustments according to the current situation Selected exterior and interior drawings for photographs/visualization of architectural design Selected Architectural Detail (1:20)

- Concept of construction solution, building technology, modern sustainable annexes and construction practice The scope, content, numbers and scales of the resulting pictures are determined in agreement with the advisor while preparing the diploma thesis.

- Physical model of the area at a scale of 1:500 (scale to be specified in the agreement with the
- Exhibition poster 4 x A1 according to the model of the FA CTU
- 2x portfolio incl. diploma seminar

Date and Signature of the Student:

Date and Signature of the Diploma Project Tutor:

Date and Signature of the Dean of FA CTU:

CZECH TECHNICAL UNIVERSITY IN PRAGUE

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CZECH TECHNICAL UNIVERSITY IN PRAGUE FACULTY OF ARCHITECTURE

AUTOR, DIPLOMANT: bc. Ceren Gül Gülaydın AUTHOR OF THE DIPLOMA WORK / DIPLOMA PROJECT Academic YearLS.2022/2023...... Semester TITLE OF THE DIPLOMA WORK / DIPLOMA PROJECT (IN CZECH LANGUAGE) KULTURNÍ HUB ŽATEČ TITLE OF THE DIPLOMA WORK / DIPLOMA PROJECT (IN ENGLISH LANGUAGE) CULTURAL HUB ŽATEČ LANGUAGE OF THE DIPLOMA WORK / DIPLOMA PROJECT: IN ENGLISH Diploma Work | Ústav: Department | DEPARTMENT OF ARCHITECTURAL CONSERVATION / Diploma Tomas Efler Project Supervisor Diploma Work / Diploma Tomáš Kocourek Project Opponent Key Words Průmyslová regenerace, opětovné použití, kampus, kultura, knihovna (Czech) Annotation (Czech) Annotation (English)

The Author's Declaration

I declare that I have elaborated the submitted diploma work / diploma project independently and that I have stated all the used information sources in coherence with the "Methodological Instruction for Ethical Preparation of University Final Works".

(The complete text of the methodological instruction is available for download on http://www.fa.cvut.cz/En)

In Prague onSignature of the Diploma Project Author

This document is an essential and obligatory part of the diploma project / portfolio / CD.

1

1.INTRODUCTION

2.ANALYSIS

3.REFERENCE

4. DESIGN CRITERIA

5. PROPOSAL

6.SOURCE



Location and landscape: Situated in the Žatecká basin, the estate benefits from a favorable natural environment for hop cultivation. The landscape itself plays a crucial role in demonstrating the unique hop heritage of the region, showcasing both rural hop farms and the hop center in the town of Žatec. Preservation of historical residences and buildings: The nomination acknowledges the importance of preserving historical residences and buildings associated with hop processing. These structures provide insight into the historical methods and techniques employed in hop cultivation and contribute to the cultural heritage of the region.

Potential for tourism and economic benefits: If the estate receives international recognition by ICOMOS, it could attract increased attention from tourists and beer enthusiasts worldwide. This could lead to a boost in tourism, local business opportunities, and economic growth for the region.

International evaluation process: The ongoing evaluation process by ICOMOS signifies the international recognition and credibility of the estate's cultural value. It highlights the estate's significance beyond the local context and places it within a global framework of cultural heritage.





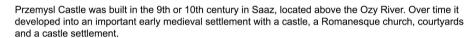
history of **ŽATEC**







voor: 1843

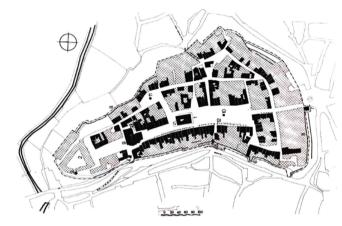


The first mention of the name Žatec is in the 1004 Tietmar his Merseburg Chronicle. From the 11th century to his 13th century, Žatec grew in importance as the administrative and ecclesiastical center of the central Puzy region, once inhabited by the Lucans.

In 1265, Przemysl his Otakar II granted Saaz important privileges through a charter, consolidating its status as a feudal city. Žatec's economic prosperity was based on craftsmanship, agriculture and trade, and benefited from its location on the trade route between Prague and Nuremberg. However, Saaz has become particularly well-known as the center of a famous hop-producing region.

The first historical mention of a hop plantation in Zatec dates back to his 1348, and to this day the town exports hops all over the world. Zatec also has a rich cultural history, including a Latin school. It is worth noting that the principal of the school, Jan from Zatec, wrote The Cultivator of Bohemia around 1400, a work that contributed to the development of German literature. In the 15th century, Žatec became a stronghold of the Hussite movement and in 1421 was threatened with destruction by the armies of the Second Crusade.

In the 16th century, Žatec was one of the most populous towns in Bohemia. This is evidenced by his 1611 Jan Willenberg remarks. The town experienced economic decline and population exodus in the aftermath of the Thirty Years' War, leading to religious changes. And nationality took the lead. However, Žatec he remained the regional center until 1850 and served as the seat of the district governor's office. In the 19th century, Saaz underwent a major modernization due to the boom in hop cultivation, but unfortunately several monuments were lost during this period.



municipal monument reserve 1960

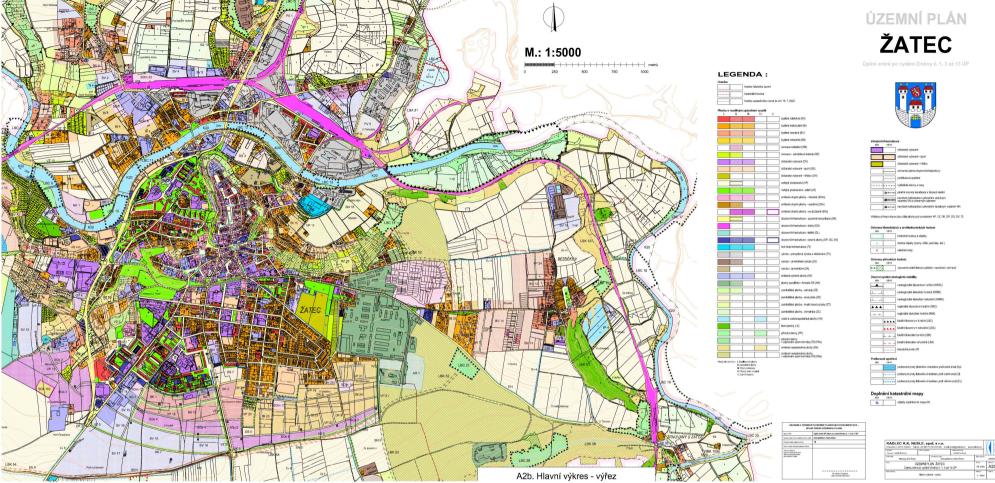
www.muzeumza



the oldest depiction of the reaper (Willenberg) 1611

www.muzeumzateo





Land-use Plan of ŽATEC

www.mesto-zatec.cz





1-Today's Zbyslavova street

2-Zbyslavova street (old)



1-Today's appearance of us. Prokop Holé



2-US Prokop Holé



1-Today's The place of Okurkové náměstí



2-Cucumber Square









In Žatec, the town's historic center, specifically the area known as Praské předměstí (or "Prague Suburb"), is home to a majority of the buildings and infrastructure related to hop processing. This distinctive area offers far vistas that showcase not only the towering structures of the town hall and cathedral but also the slender chimneys of the medieval hop drying houses.

The hop processing in Žatec involves several key processes:

Drying: After the hops are harvested, they undergo a drying process to reduce their moisture content. This step is crucial for preserving the hops and preparing them for further processing.

Sulphurisation: Sulphurisation is a common technique used in hop processing to preserve the hops and prevent spoilage. It involves treating the hops with sulphur dioxide or sulphur compounds to inhibit microbial growth and oxidation.

Packing: Once the hops are dried and treated, they are packed into appropriate containers for storage and transportation. The packaging may vary, ranging from bags to bales, depending on the intended use and market requirements.

Certification: Hops produced in Žatec, known for their quality, often undergo certification processes to ensure their authenticity and adherence to specific standards. Certification programs provide assurance to buyers and consumers regarding the origin and quality of the hops.

Trade: Žatec has a long history of hop trading, and the town is known for its active involvement in the international hop market. Hop producers and traders engage in the buying and selling of hops, often participating in domestic and international trade networks.

Transportation: The transportation of hops plays a vital role in connecting Žatec to various markets. Whether by road, rail, or other means, the hops are transported from the town to breweries and other destinations worldwide.

These processes collectively contribute to the thriving hop industry in Žatec, highlighting the town's significance as a major center for hop cultivation, processing, and trade.









URBAN HERITAGE ZONE - RESERVE



HOPS RELATED BUILDINGS - VILLAS



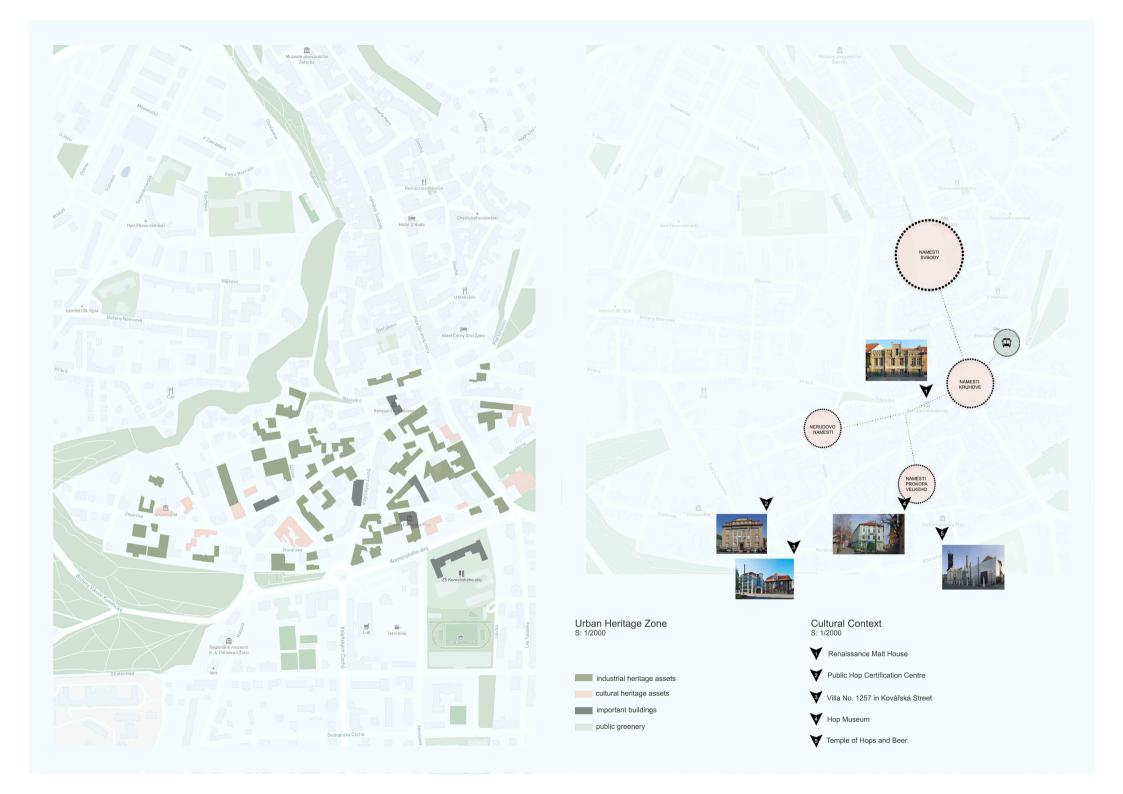
RESTAURANTS - HOTELS - MUSEUMS



BAR - PUBS



CULTURAL HERITAGE ASSETS





Alšova Street to Nerudovo Square



Nerudovo Square to Příkrá Street connection (eastern part of the builing)



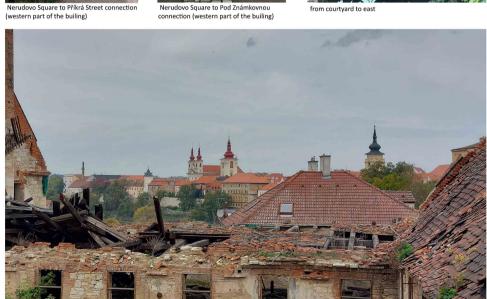
Nerudovo Square to the courdyard



Nerudovo Square to Pod Známkovnou connection (western part of the builing)



from courtyard to east



from hops building to Zatec old town



curent situation of interior





from courtyard to south







from courtyard to west



from courtyard to east



from hops building to Zatec old town



CEREN GUL GULAYDIN, TURKEY SECOND YEAR MASTER WINTER SEMESTER 2022/23, ATRN

CREATIVE ŽATEC HUB ŽATEC, CONVERSION/ ADAPTIVE RE-USE OF HOP DEPOSIT BUILDING, ALŠOVA STREET ÚSTÍ NAD LABEM REGION. CZECH REPUBLIC

DESIGN STUDIO EFLER
DEPARTMENT OF ARCHITECTURAL CONSERVATION
FACULTY OF ARCHITECTURE, CTU IN PRAGUE







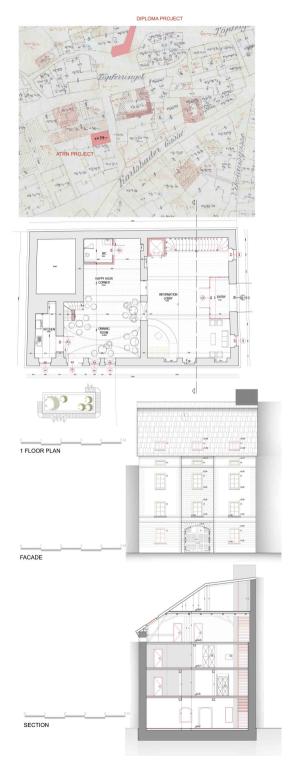




Thanks to processes of the hop processing (drying, sulphurisation, packing, certification, trade, transportation) the area has the **unique structure.** In line with the technological developments, all these buildings were replaced by a single building. One of these idle buildings is hop deposit building on Alsova street.

Suggestion: Contributing to the town's respectful and potential reopening, making it an attractive place by transforming the building into a design and research center.

The most striking feature of the building; four hearths in the basement and their chimneys as seen in the section.



SWOT

STRENGHS

- -Connection with the square: The building enjoys a strong connection with the square, providing a sense of integration with the surrounding urban fabric. This enhances accessibility and visibility, making it a prominent feature in the area.
- -Unique architectural style: The building is composed of four distinct parts, each showcasing a different architectural style. This diversity adds visual interest and contributes to the overall character of the structure.
- -Inner semi-private garden: The presence of an inner semi-private garden accessible from all parts of the building offers a tranquil and pleasant environment. It provides an opportunity for relaxation and connection with nature within the building's premises.
- -Terrain differences
- -Easy access from Prague (1 hour)

WEAKNESSES

- -Lack of social connection: The building may have limited opportunities for social interaction and community engagement. This could be due to its design, layout, or lack of communal spaces, which may hinder the development of a strong sense of community among its occupants.
- -Poor condition of the building and surrounding structures: The building and its surrounding structures may exhibit signs of deterioration or lack proper maintenance. This can detract from the overall appeal and functionality of the building, potentially affecting its usability and long-term sustainability.
- -Limited presence of young people: The building or its location may have a low presence of young people, which can impact the vibrancy and diversity of the community. This may result in fewer opportunities for intergenerational interactions, creative initiatives, and a lack of fresh perspectives.

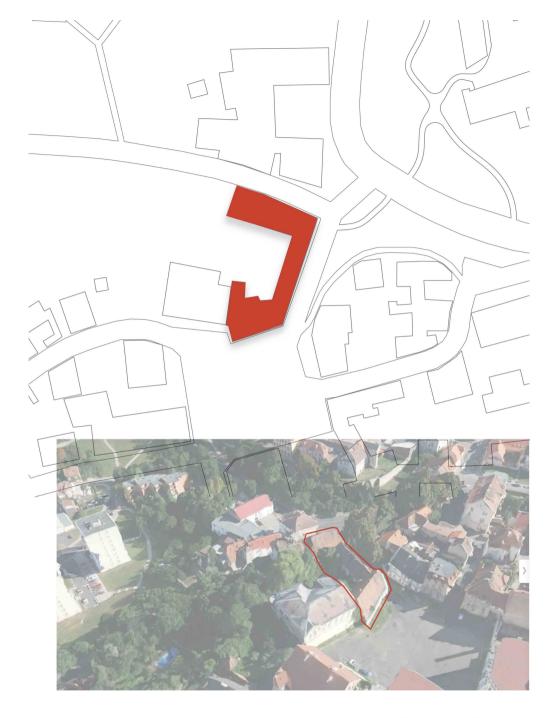
OPPORTUNITIES

- -Citywide design and development: The readiness of the entire city for design and development presents an opportunity to not only focus on the specific building but also contribute to the overall growth and enhancement of the urban environment. This can involve collaboration with local authorities, urban planners, and community stakeholders to create a cohesive and sustainable development plan.
- -UNESCO opportunities: If the building or the surrounding area has potential cultural or historical significance, there may be opportunities to leverage UNESCO recognition or engage in heritage preservation initiatives. This can bring international visibility, support funding opportunities, and attract tourists interested in cultural heritage.
- -Option for extension: The availability of an option for extension provides an opportunity to expand the building's footprint or functionality to meet evolving needs.

THREATS

The silence of the region will change. The introduction of new development or increased tourism may alter the serene and quiet character of the region. This could potentially disrupt the peaceful atmosphere that currently exists.

-Inadequate infrastructure: The existing infrastructure in the region may not be equipped to handle a large influx of visitors or increased development. Insufficient transportation, accommodation, and amenities can result in strained resources, traffic congestion, and diminished visitor satisfaction.



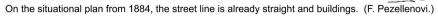
CONSTRUCTION SCHEMES dating according to preserved documentation:







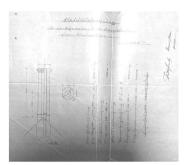






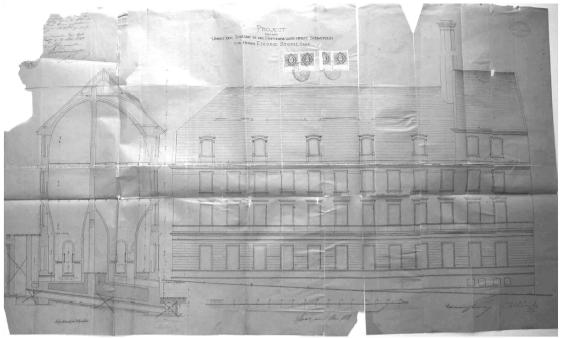


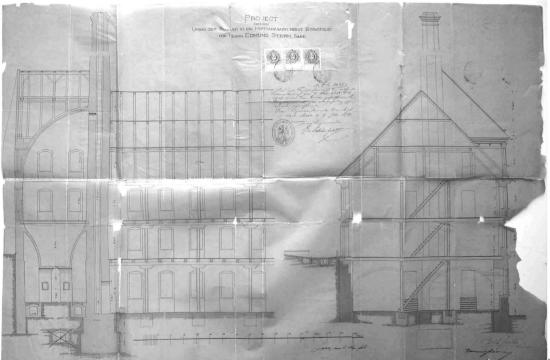




detail of the chimney

the drawings dated 1888
It resembles a sulfur refinery and has a hexagonal chimney. The design also calls for the rebuilding of Building . Mr. Edmund Stern already owns the property.

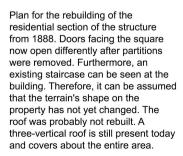


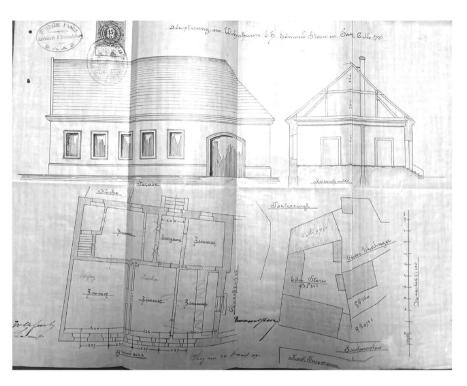


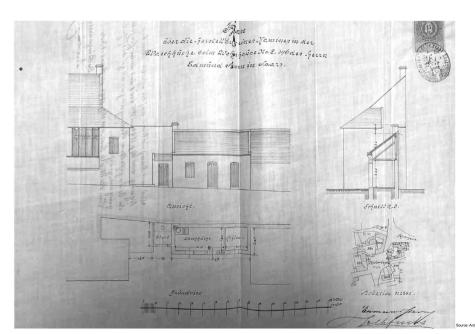








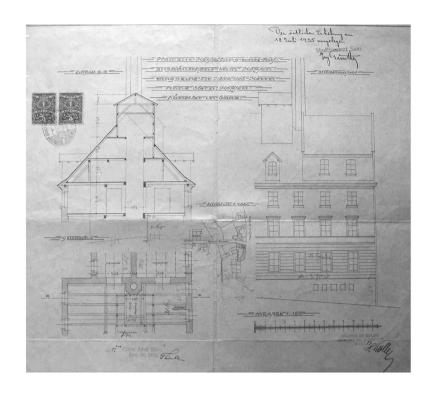


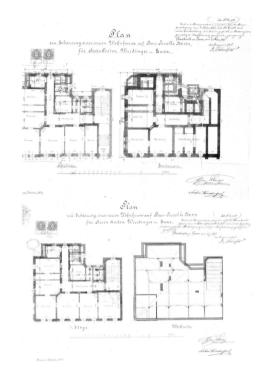


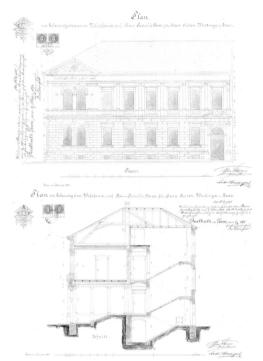


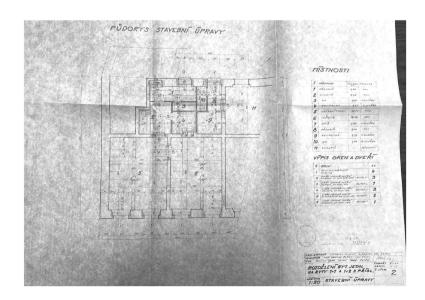


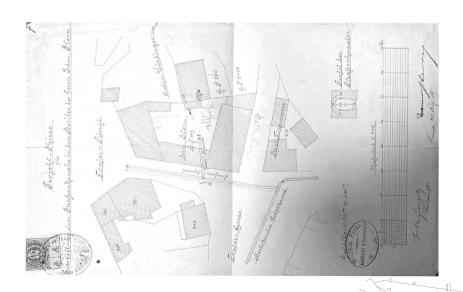






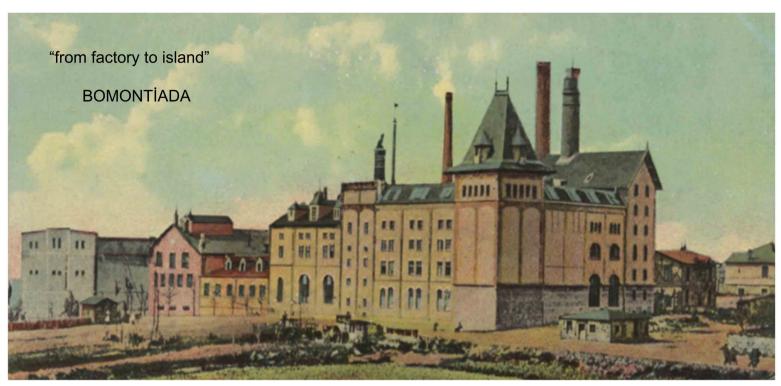






CONTENT

- 1. Bomontiada (İstanbul/Turkey)
 2. Santral İstanbul
 3. Vnitroblock



CULTURE CAMPUS

Project Location: İstanbul, Şişli Project Type: Reconstruction

Project Group: Culture, Urban Design, Commercial

Employer: Bomonti Culture and Arts Inc.

Architectural Professional Supervision: SANALarc

Architecture, Research and Urban Design

Project Start Year: 2015 Project Completion Year: 2015 Construction Start Year: 2015 Construction Completion Year 2017

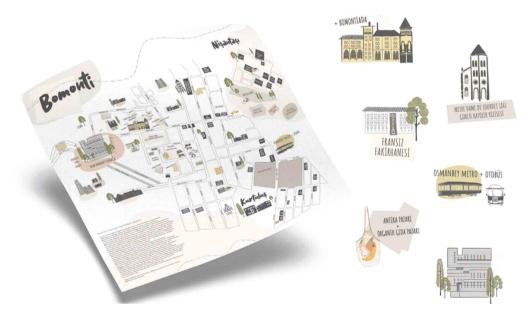
Land Area: 3700 m2

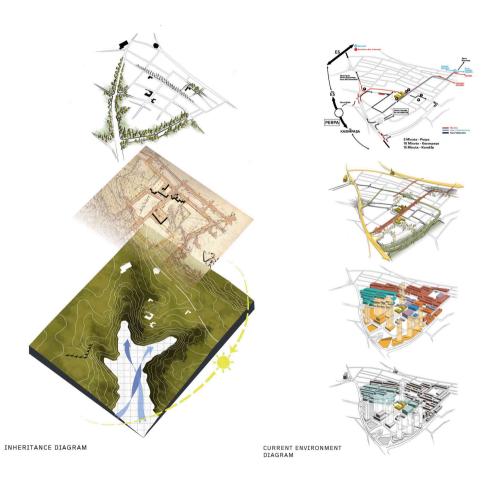
Total Construction Area: 2300 m2

The Bomonti industrial area has a historical origin dating back to 1892, and its oldest industrial establishment is the brewery. The Bomonti Brewery, which lends its name to one of Istanbul's oldest districts, holds the distinction of being the first beer production facility in our country to adopt advanced brewing techniques. The preservation of its original character is a vital aspect of the building's heritage. Founded in Feriköy in 1890 by the Swiss Bomonti brothers, the brewery played a significant role in introducing beer to the local community.

Bomontiada not only serves as an integral part of the district's transformation but also represents its outcome. In other words, bomontiada provides a dining and entertainment space for individuals who prefer to reside in, work at, or visit the neighborhood's residential, office, and hotel projects. Throughout the process of repurposing, it is essential not only to ensure the continuity of the space and its function but also to preserve the cohesion and essence of the community. As part of the efforts to repurpose the area, it is crucial to examine the harmonious and continuous relationship between people and their surroundings. By undertaking these repurposing initiatives, bomontiada revitalized the once-lost spirit of the place and transformed it alongside its environs. The endeavors carried out within this context not only preserved the social and cultural hub that is Bomonti but also facilitated the transformation and progression of the surrounding fabric. The aim was to manifest the spatial embodiment of the Bomonti brothers' legacy of gathering. Consequently, the desired concept of communal gathering has been achieved, enabling individuals to partake in cultural and social activities. Additionally, the objective of integrating with the modern world without compromising the historical fabric was pursued, resulting in an urban texture that exudes a sense of dominance while coexisting harmoniously with the historical context.

I have frequented Bomonti island on various occasions for a range of events, including concerts, serene gatherings, exhibitions, and dining experiences. It has consistently served as an exemplary venue for cultural and artistic activities, showcasing its versatility and value as a cultural center.





The sequencing of experiences at the entrance to the courtyard served as a fundamental element in the courtyard's design. Drawing inspiration from the concept of traversing a bustling metropolis, we crafted an entrance that gradually narrows, simulating the sensation of walking through the city streets. As visitors progress, they find themselves in an "outer room," where they are enveloped in an immersive atmosphere that imparts a sense of being indoors. Here, they are introduced to an ecology of vibrant vertical gardens, establishing a spacious threshold that rekindles a connection with nature. Finally, as they continue their journey, they emerge into a vast and open space, reclaiming a sense of expansiveness.





NEAR CONNECTIVITY



URBAN DESIGN PLAN/SECTION

During the public space and urban design phase of the campus, the project actively engaged residents, diverse creative communities, and their visitors. The aim was to comprehend how to establish a dynamic social culture and an ever-evolving physical design that could effectively respond to their needs. Beyond the architectural elements, it was crucial to consider how this space connects with the surrounding city. The design of the art space was conceived with the intention of meaningfully intertwining with public life.

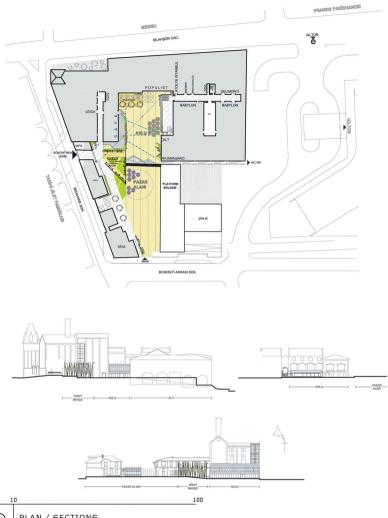
The integration of different urban ecology scenarios played a vital role in blending the city with the campus and vice versa. By carefully structuring the urban design and landscape, the project sought to recreate the land and revitalize the watersheds, fostering a sustainable and enduring recreational culture.

Moreover, the project aimed to serve as a role model for creating small pockets of excellence in public space within the Bomonti district. Our participation primarily focused on the design and configuration of communal areas, with the objective of enriching the quality of social life and public space. By shaping these shared spaces, we aimed to create an environment that fosters community engagement and enhances the overall urban experience for residents and visitors alike.











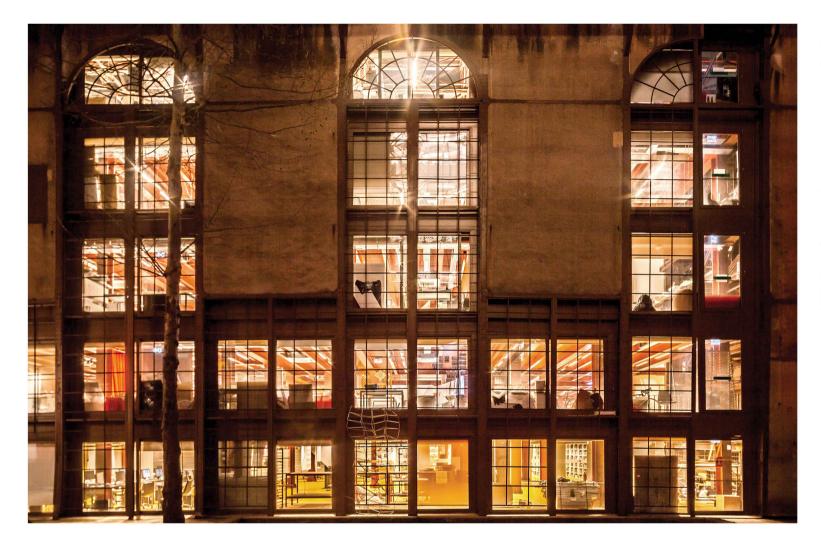


LANDSCAPE DESIGN OF THE YARD









BİLGİ UNIVERSITY FACULTY OF ARCHITECTURE

SANTRAL İSTANBUL (POWER PLANT ISTANBUL)

Project Location: Eyüpsultan, İstanbul

Project Type: Reconstruction

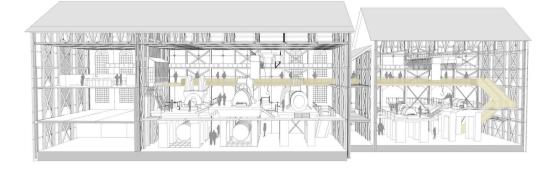
Project Type: Necestated on Project Group: Museum, Education, Library Employer: İstanbul Bilgi University

Employer: Istanbul Bilgi University Architect: Nevzat Sayın (NSMH) Project Start Year: 2012

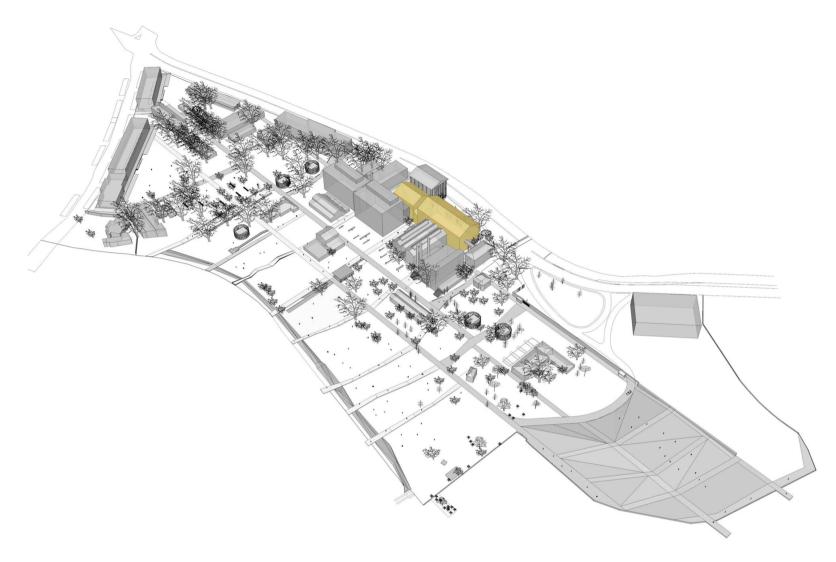
Project Completion Year: 2014
Construction Start Year: 2013
Construction Completion Year 2014

Land Area: 4 660 m²

Total Construction Area: 7 800 m²



The Faculty of Architecture's workshops, exhibition rooms and examination rooms are designed to support the principle of building openness. The initial increase in enrollment caused problems in many areas, but an attempt was made to provide much-needed transparency by creating interconnected studios on five different levels. rice field. The student studios, model workshops, and exhibition areas are located in Building 2, while most of the library and jury areas, graduate studios, community studios, and faculty rooms are located in Building 2.





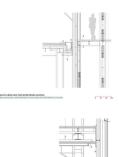












ŠVÁBKY

Located in the industrial transformation district similar to Zatec province, this campus includes kino, dance studio, office, cafe, garden and workshop areas. The interior architecture is quite shabby and every possible part of the building has been preserved.

VNITROBLOK (PRAGUE)

Project Location: Tusarova 31, Prague 7
Project Type: Reconstruction
Project Group: Cafe, Kino, Dance Studio, Gallery





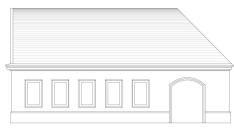




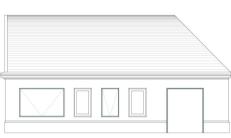


TRACE OF THE PAST...









Based on the drawings of the past of the building, new openings of the building were created. The fundamental question is how much light we need or how much outdoor connection we should have.

The small façade of the building facing Nerudovo square needs to be associated with the square and to say a warm hello.



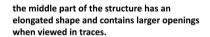


Based on its interaction with both the square and the garden, a bar function was envisaged at the entrance.

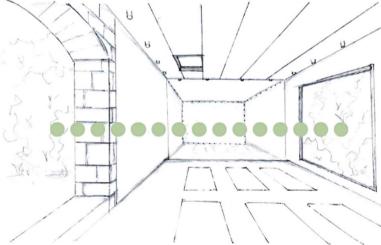
TRACE OF THE PAST...











This section, which has a strong connection to the public green and the inner garden, and also has large windows and doors; It is envisaged to be used as an open and closed yoga

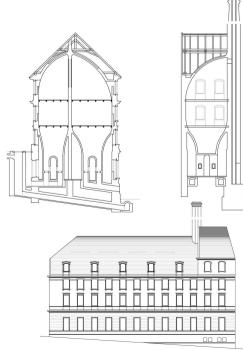
TRACE OF THE PAST...

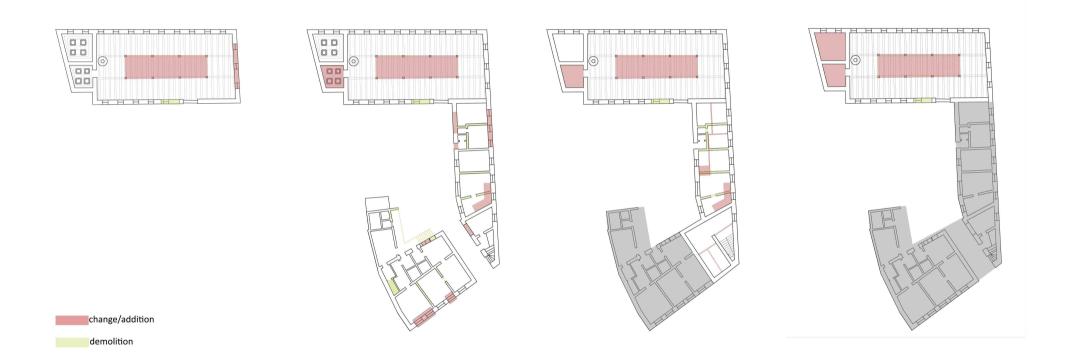


Considering its very spacious interior, high ceiling, city view and entrance to the building from two different levels, it was decided that this part of the cultural center would be the library and conference hall.

The idea was to turn the chimneys, which are the original structure of the building, into a part of the building to be exhibited. In this way, the pre-transformation state of the building will be revealed by the library visitors.





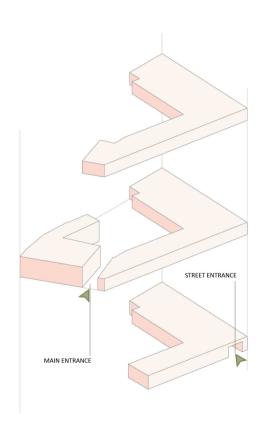


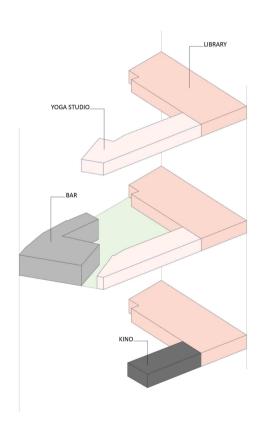
If the old state of the building is sufficient in terms of function, it is requested not to make any changes.

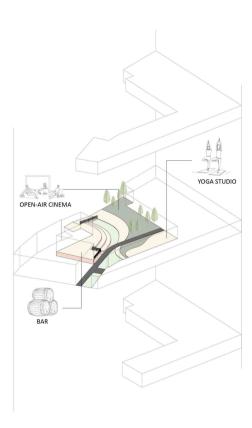
It was deemed appropriate to make the changes in a way that would allow maximum daylight or respect the old ratio of the building.

In the completely deformed parts of the building, a modern industrial but friendly atmosphere will be tried to be created.

FUNCTION







THEATRE CONNECTION



One of the first rural stone theaters in the Czech Republic, the Zatec Theatre is older than the National Theater in Prague. The structure in the late classicist style was opened on April 22, 1849, after the foundation stone was set on July 8, 1848. Engineer Schulze and constructor Anton Grimm were responsible for the theater's design. The towering New Tower was located next to the Municipal Theater until 1871.

Although the connection between the theater and hops bulding is not obvious due to the lack of a direct pedestrian path, it can be strengthened by the presence of a street-side door and a small urban intervention.

This link is a suggestion



MOOD CHART

industrial (yet cozy)



roof idea



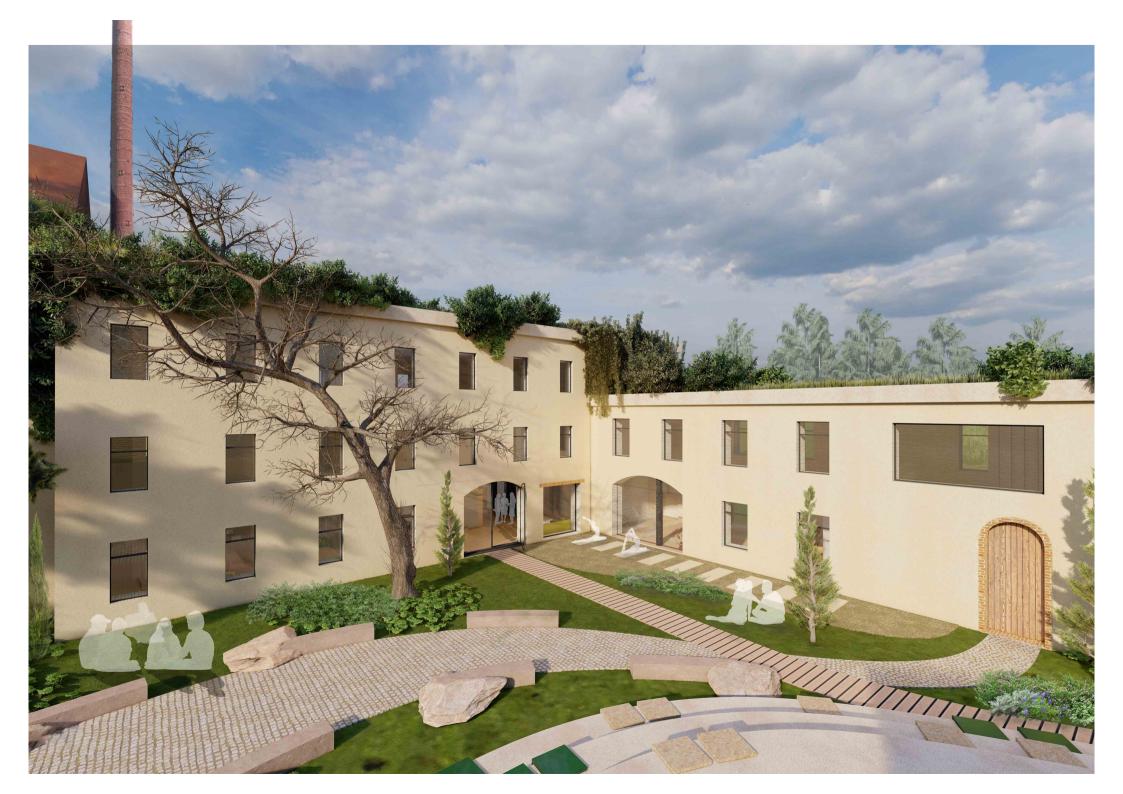
library / galler

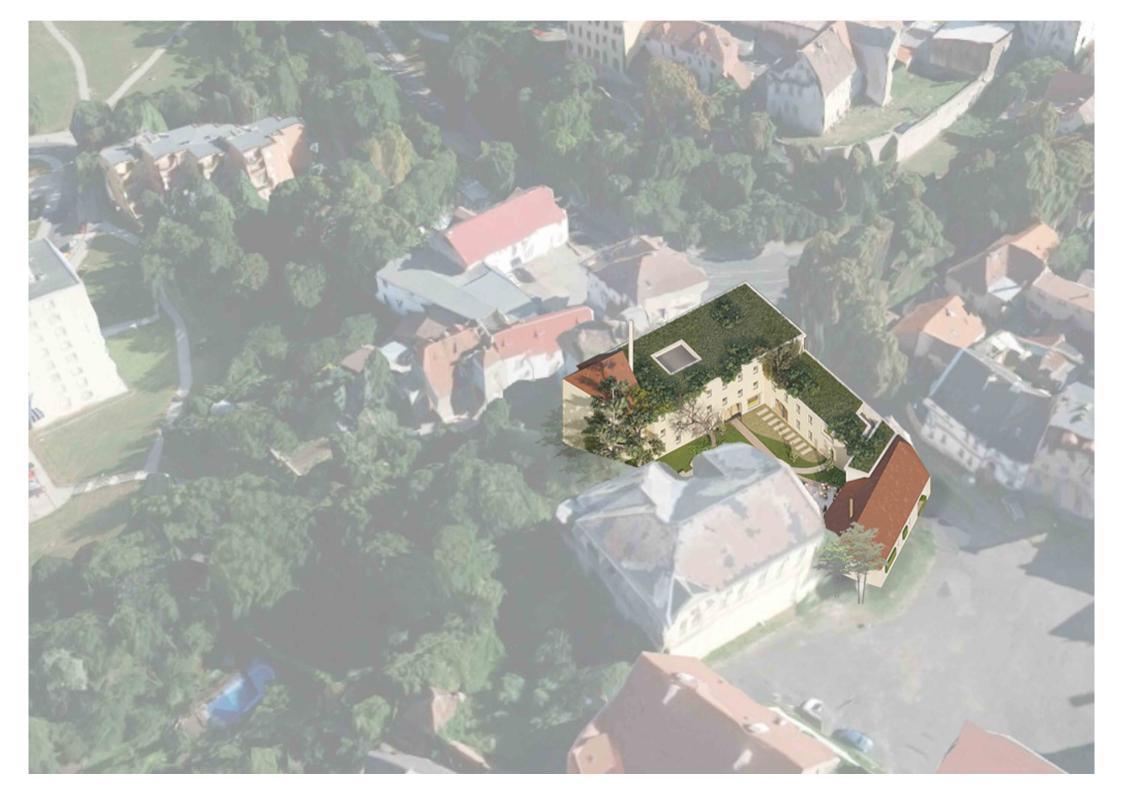


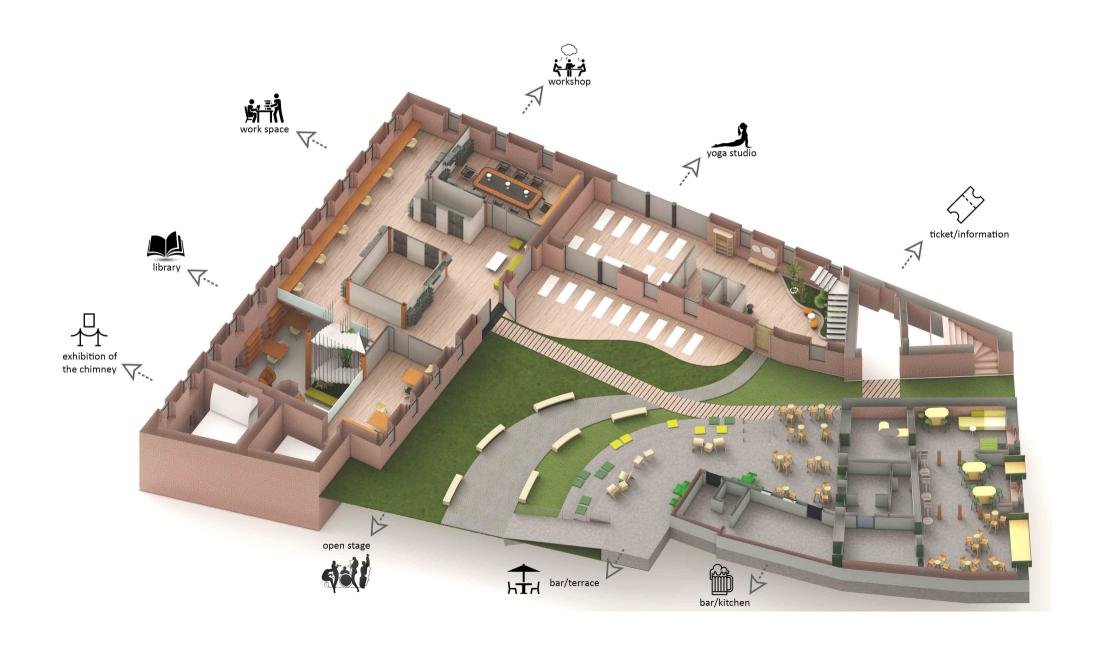
yoga center / door, stairs



library / meeting room







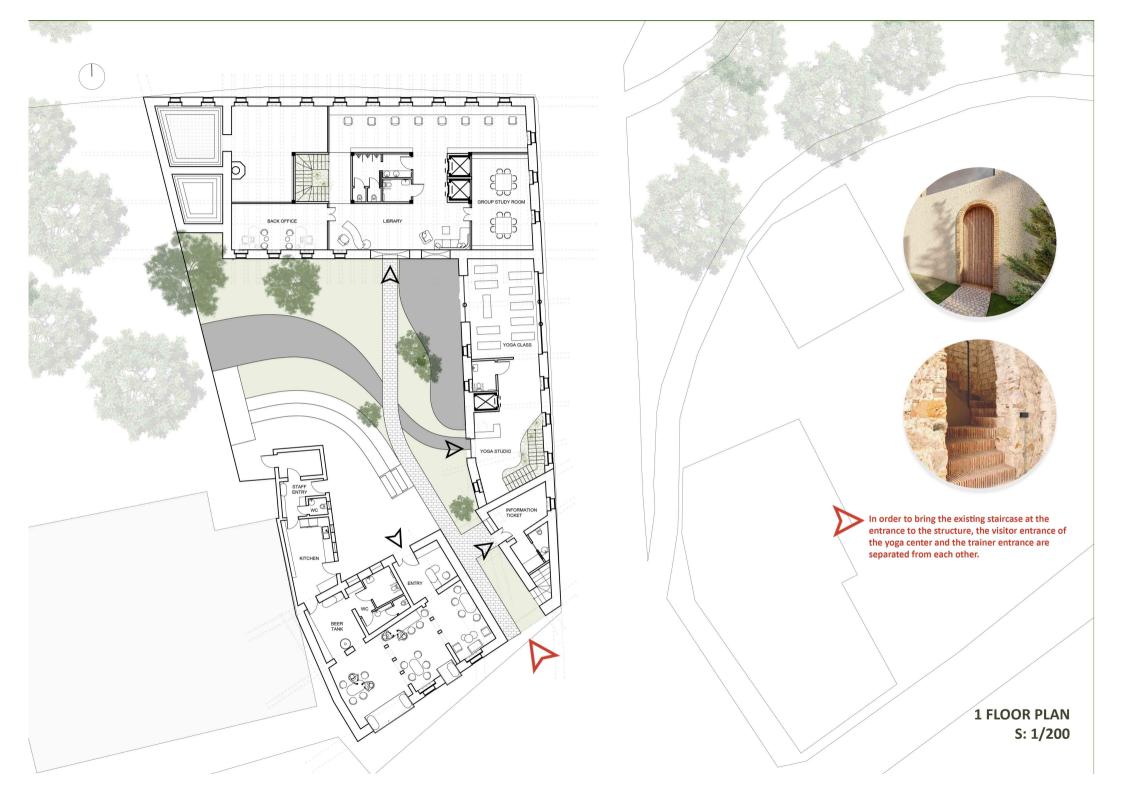






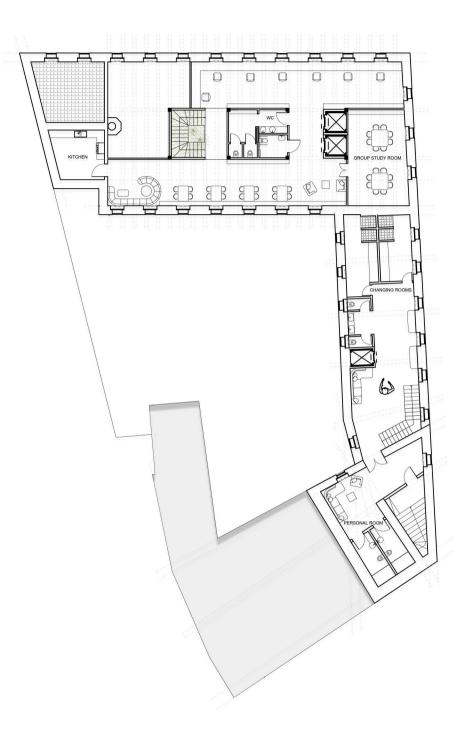
cozy kino and a foyer on the left. In the continuation of the consultant, the library welcomes the visitors. The library building offers a deluxe working environment with a 4-floor gallery space and a roof window at the end. The technical area in the middle is the modern industrial addition serving the entire structure. The stairs of the building also provide a small inner garden for the relaxation area. The chimney in the existing structure becomes a waste place in this transformation.

GROUND PLAN S: 1/200

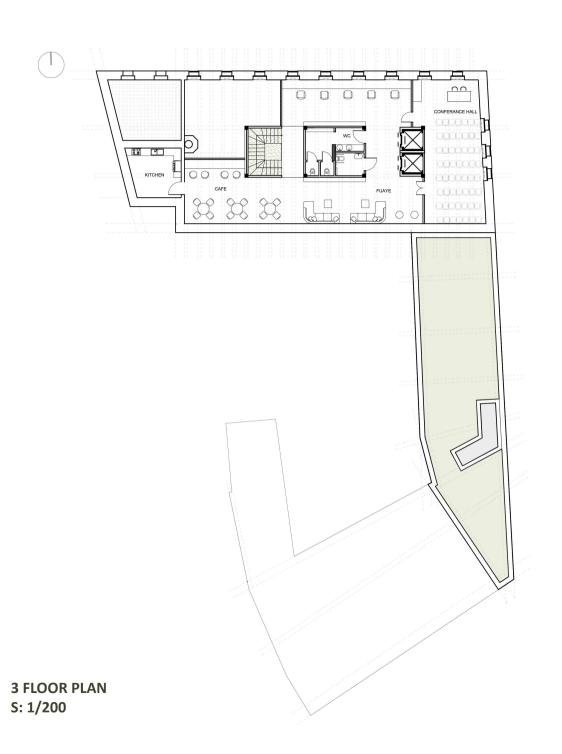




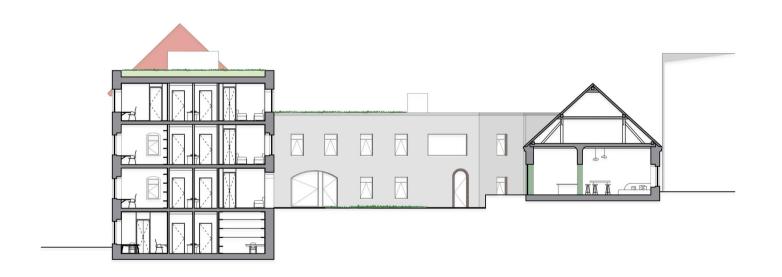


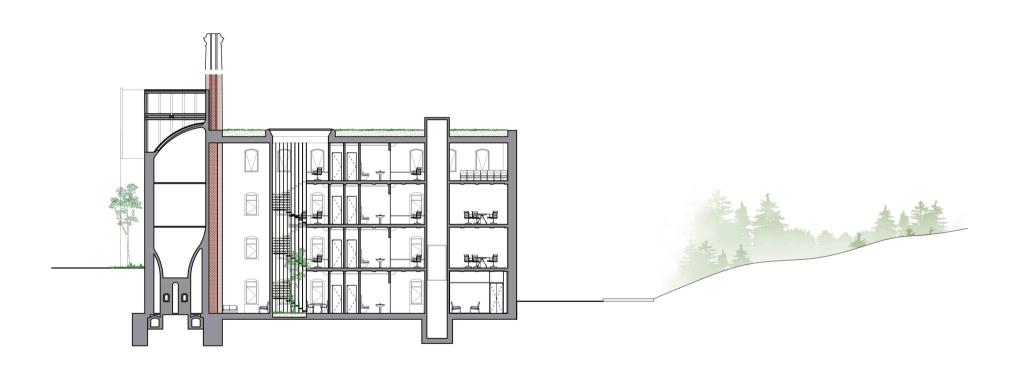


2 FLOOR PLAN S: 1/200

















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