

Competition Villeroy & Boch, Mettlach (GER)

project conversion of the factory site for the benefit of new uses such as exhibition and trade awarding authority V&B Mettlach (GER) team WW+, Esch-sur-Alzette/Trier (LUX/GER), ernst+partner landschaftsarchitekten, Trier (GER) rendering rendertaxi, Aachen (GER) gfa approx. 12.000 m² competition phase 07/2012 - 11/2012 restricted competition 1st price comission for master plan+architecture

Objective

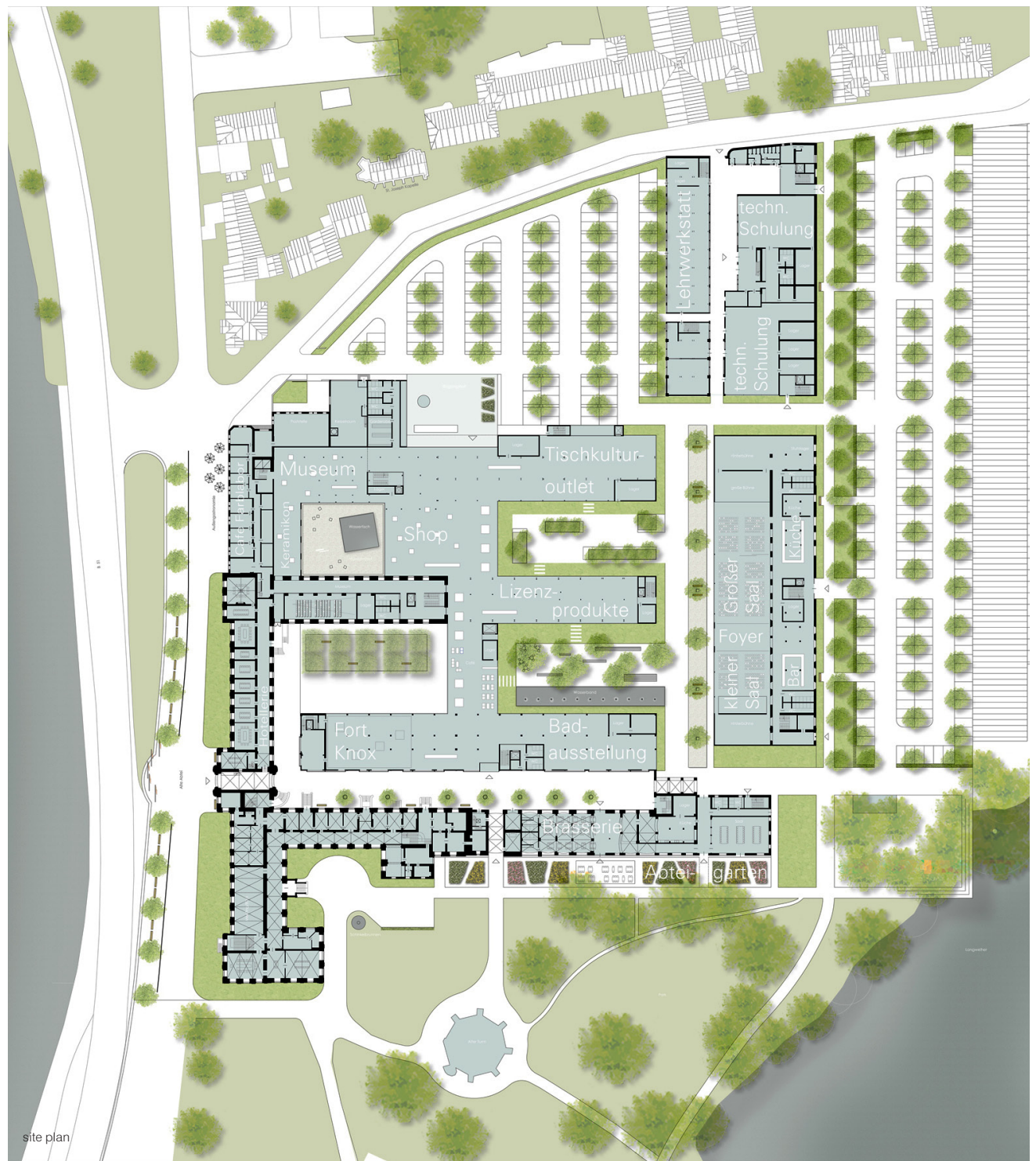
The concept pursues the objective of breathing new sustainable life into the Villeroy & Boch precinct. This is achieved, on the one hand, via the basic idea of creating an exciting, lively and creative site and, on the other hand, via the sensitive treatment of the existing site, in parts well-preserved and known beyond the region. The building and future court ensemble is to inject new life into the character of the old site following renovation and conversion. New emphases will create a new setting for the existing site and attract the interest of employees, visitors and future clients. Highly customised solutions characterised by a love for detail will create a site with a unique distinctive character, a location that only exists right here, in this form, with its very own charm. A location that captures people's hearts and beckons visitors to discover the building ensemble steeped in history. Despite the presence of the existing structures, the aim is to achieve a high degree of flexibility regarding specific requirements of types of use and dimensions. Furthermore, the individual urban districts of Mettlach are set to 'move more closely together' in the future. A targeted pedestrian-friendly thoroughfare of the V&B precinct will result in connecting the surrounding districts and encourages the possibility of future urban planning developments west of the abbey.

Networking – transparency as a central theme

To wander from site to site, exploring the surprising worlds of the ground floor area, all the while using the inner courtyard as an orientation point and a reference to the outside... that is the idea behind the creation of a largely outward-looking passageway. This concept creates visitor-friendly surface areas, which intuitively guide the visitor and allow flexibility for the newly gained ground floor zone.

The 'V&B-Welt' as well as the concentration of all the V&B shops on the ground floor, which lend themselves to a journey of discovery, adjoin the inner courtyards, offering secluded bench seats, while the outdoor seating of the gastronomy facilities is an invitation to linger and observe the hustle and bustle. The stone courtyards partially covered with greenery as well as the dispersed ground floor structure create a flowing connection between the precinct and the existing natural environment.

Spatially and visually, the high degree of transparency leads to an intertwining of various room zones, resulting in a 'place of communication'. This has a positive influence on the internal communication as well as the interaction between Villeroy & Boch and the adjoining quarters.





elevation



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