



Utilization of BVV area



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1. Theoretical concept

The aim of our project is to devise new effective ways of using selected areas of BVV (Trade Fairs Brno). Since 1928 till present times BVV holds many different exhibitions, conferences, concerts, sport events and many others. Up to now the most important event is MSV International Engineering Fair. This is the only fair where all the pavilions are being used. During other events, most of the area isn't used. This means that most events aren't big enough to fill all the area available. As most of the areas are not being used regularly and the number of visitors is constantly falling new options are necessarily needed. Moreover, since the end of 2016 the main shareholder of BVV Trade Fairs Brno is city Brno. The change of ownership provides new opportunities for utilization of the BVV area.

The project is divided into separate chapters focusing on suggestions made for two parts of BVV area - the outside area and pavilion Moravia. First chapter focuses on outside area, separately in summer and winter season. Second chapter is dedicated to pavilion Moravia and new suggestion of its use. Third chapter works with ideas for other areas not primarily aimed for. Last, fourth chapter considers different ways of promoting suggested ideas to public.

2. Practical solutions

The most important suggestions of this project include outside areas and pavilion Moravia in the BVV area. Nevertheless, it is not possible to focus just on these two specific topics. To provide complete solution it is needed to widen the perspective to other parts of the BVV area as well as ways of transforming the ideas into reality. Therefore, in the practical solutions we also provide other necessary information of the subject.

2.1. Outside areas

The most important part of the project are the outside areas. Therefore, we focus on this topic the most as it is key to the whole suggested solution. For this part of BVV we planned two separate plans, while taking in consideration mainly the changing weather during the year and resulting possibilities of outside area.

Summer season

The summer season focuses on the period March – September. During this time, we suggest sport activities and ways of relaxation for people. This leads to creating open-air sport centre. Before realization of this idea it is necessary to provide open access to the BVV area to public. Taking this in consideration we suggest using the summer plan for outside areas. This means outside climbing wall, multifunctional sport field, workout field and skate park representing sport possibilities and chill out zone as a way of relaxing.

In addition to mentioned another object for summer season will be open-air cinema located between Moravia pavilion and A pavilion. This place is selected primarily for its location close to the entrance of the BVV area. Beside movie projections, film festivals, theatre performances and lectures will be held in open-air cinema place.

The whole solution addresses wide variety of public and provides different possibilities of leisure time activities attractive for all kinds of visitors. Also, each plan is constructed to be removed when needed due to regular exhibitions held in BVV area.

Winter season

The winter season focuses on the period November – February. To keep the consistency, we also prefer to focus on similar activities - sport and relax. Considering the season and outside temperature ice skating area will be the main sport point. When it comes to winter relaxing

possibilities winter markets enriched by concerts will be the main part of this field. The presence of winter will be highlighted by Christmas tree located in the public area.

2.2. Pavilion Moravia

Pavilion Moravia is currently not being used for any specific purpose. From architecture point of view this pavilion corresponds with neighbouring pavilion Brno. Due to current missing use of the pavilion the purpose of our solution is to provide long term utilization of this historical building. The pavilion is divided into two floors:

Top floor

Top floor will provide interactive miniature representation of Czechoslovak history. This exhibition will be composed for the opportunity of 100th anniversary of establishing Czechoslovakia in 1918. The interactive miniatures will inform about most important moments of the recent Czechoslovak history. The exhibition will be provided in Czech, English and German.

Ground floor

Ground floor will be divided into two separate areas. Partly will be used as an Urban centre providing touristic information about the city for visitors and interested citizens. This will be also place for informing about current events in Brno. Moreover, most part of the ground floor will be used as a cafe adding to the focus on history with its unique retro style corresponding with the miniature exposition in top floor.

2.3. Culture zone

Culture zone refers to theatre pavilion and AVU pavilion located between A pavilion and observation tower. The theatre pavilion will provide place for rehearsing exhibitions composed by conservatory students. This pavilion could also serve as a place where final performances will be held. AVU pavilion can be used for art exhibitions or vernissages. We also recommend using this pavilion to provide art students the possibility to public their works.

3. Conclusion

This project focuses on utilization of BVV area. We focus primarily on outside areas and Morava pavilion. Besides mentioned suggestions this project also takes in consideration analytics and statistics from different fields of study - such as economics, architecture, environment. Therefore, this project provides ideas suitable for attracting wide variety of visitors to BVV by transforming selected areas according to suggested solutions.