



Brno's exposition area



Ivana Sekaninová

Žaneta Rezková

Jakub Klíma

Michal Bielik

Lucie Mikšíková

Martin Zacha

Katarina Mackovičová

In Brno 20. 4. 2017

Content

Introduction	3
1 Pavilion Morava and student's club.....	5
2 Outdoor work-out.....	6
3 Runner track	6
4 Outdoor exercise	6
5 Climber wall.....	6
6 Grill and relax	6
7 VIDA centrum	7
8 Outdoor games	7
9 Markets and fairs.....	7
10 Coding game	7
Conclusion.....	9

Introduction

The exposition center is located in the town district Brno-střed, on the left banks of the river Svratka. An owner of 130 000 m² is a company Veletrhy Brno a.s., which is the most important exposition company in the middle Europe. In the present, this Brno's exposition area is still used.

For the first time the area was opened in 28. May 1928. A construction of exposition area was started in 1926 according to the architect Josef Kalous. This area included several historic buildings in functionalism style (Pavilion Morava, glass tower).

The project is a concept of new possibilities for new activities in the exhibition area of Brno. The purpose is to create not only exposition area but a public area with many other activities.

Brno is the city of students. It was confirmed by inquiry – Top 10 Student's city, where Brno took the 4th place. Brno connects many students from different fields and purposes. Therefore a bigger part of the project is focused on students. Our idea is not targeting only students, but also families with kids and seniors are included in the project too.

The main objective is to create opened area for the public with many different activities for different people. In the present, Brno's exposition area is closed at the time when there is no exposition or exhibition. We would like to create a place, where is a constant possibility to go and have a fun, take a rest and do some activity.

Although it is an attempt to open and make this space accessible to people as much as possible, the exposure core must be partially limited. The best alternative is to build mobile barriers around the exhibition core and important exhibition pavilion.

Created activities are:

- Pavilion Morava and Student's club
- Summer cinema / car cinema
- Outdoor work-out
- Runner track
- Climbing wall
- Grill, relax time
- VIDA centrum
- Outdoor games

- Markets, fairs
- Coding game

1 Pavilion Morava and student's club

Pavilion Morava is building in functionalism style and is National Cultural Monument. It is unique building with many benefits and problems too. In the present, it is unused and our purpose is to find uses for it. In the future, it needs to solve disabled facilities, cargo lift, and heating.

Designed functions:

- Urban center of the city – Brno, offices
- Multifunctional hall
- Caffé-bar
- Student's club with reading room
- Deposit

The ground floor is designed for the purpose of the city Brno and the Urban center. The first part, for the Urban center, has 110 m² and has direct entrance from outdoor. The second part of the floor has 60 m² and it could serve to city offices. The cargo lift is situated in the back part of buildings in the design. These spaces are important for the communication of visitors with the city.

The multifunctional hall is in the first floor. This space is divided to two parts. Multifunction hall is created for the purpose – workshops, and conferences. The first part could be used by the city, the Urban center and students. A podium for the conferences is situated in the back part of the room, near the cargo lift and a background. Also an exposition or some exhibition could be organized in this space.

Student's club with a friendly atmosphere is not only for students, but for the general public too. Brno is a city of students, that is why we want to create this space. We would like to give space to students, where they can meet, talk and create some new ideas and things. This student's club will be situated in the basement of the pavilion Morava. There will be library together with this club. The library will contain different documents of Brno and exposition area. These buildings could be the center of focus in the area of BVV.

The roof of café-bar could be used for public in the summer. There could be a small garden with pleasant atmosphere.

2 Outdoor work-out

These outdoor work-out machines are very famous in the present. These machines increase sport activities of people and support sport in the cities. It is easy form, how exercise outdoor, and it is also free. Outdoor work-out can be for all categories of people, also for active seniors with a healthy lifestyle.

3 Runner track

Outdoor work-out will join with runner track, which could be situated around the exposition buildings. The aim is to join work-out and runner track to one entity. The possibility of the future is the runner track connected to Bauerova Street and future sports center. This idea could create the useful connection with the cycle track, which is situated near the river, and the exposition area.

4 Outdoor exercise

Outdoor exercises (yoga, jumping, Zumba, aerobic...) are other possibilities how to support sport and increase sport activities of students.

5 Climbing wall

We would like to create two types of climbing walls. The first is a smaller one and it can be used by children and beginners. The second wall is higher and should fit to better climbers with its high of seven meters. The smaller wall could have a free access and the higher wall could have some fee. This is the possibility, how the back side of exposition area can be used. The gate G2 is advisable to be open, or there is a possibility to create a new gate near the tram stop Lipová.

6 Grill and relax area

A relax area with public grills is an interesting place, where we can rest with our friends. Today, these places exist in the city of Brno – near the river dam. It is an inspiration from Copenhagen, where it works currently.

Its use is free for public and there is a possibility to use it till 10 p.m. The aim is to create a sitting and expand greenery.

7 VIDA centrum

Vida centrum is an attractive and interesting place for people. It is science-entertainment center with many interactive elements. This center is visited by several thousand people a month. However it needs to develop and update exposition. A good opportunity is to use the space for their exposition elements in the exposition area. Their indoor exposition can be expanded to outdoor and invite more visitors.

8 Outdoor games

Outdoor games are for all age groups of people. The purpose is to create a pleasant and friendly atmosphere with playing the game. Outdoor games are designed such as traditional table games (chess) and untraditional games (for example Viking's chess/cube). Behind the main gate, we would like to situate table games in life size and big mandalas, which can be filled by color chalks. Next space is selected for other games: mill, twister and Chinese Dame.

Very interesting activity for visitors could be the game Diskgolf. This game is similar to traditional golf, but instead of a golf club and a ball is flying plate. Also, Viking's chess, croquet, petanque are untraditional games with simple rules. Some building could be used as a deposit for other simple games.

9 Markets and fairs

Markets and fairs are designed for the purpose of filling gap between exposition and exhibition actions. Designed activities are farmer markets, food festival, an international festival, festival of forgotten handcraft, gardener and hobby exposition, fairs, café and sweets festival.

10 Coding game

This type of game is the opportunity to bring attraction of many tourists and visitors not only to exposition area, but also to Brno. An advantage of this game is making different themes with difficulty variants – from the youngest to the oldest. This game can be included within the city. Smaller round is designed with many interesting tasks within exposition area for the youngest visitors. The second round, which is bigger, is designed around the whole city and only a part is oriented to the area. This game could be focused on the history of the city of Brno.

An attractiveness can be increased with a big inscription, which could enrich social media and surroundings. “I am Amsterdam” is the inspiration for that. It is the most photographed sign of Amsterdam in that city. This inscription can increase popularity and tourism not only in exposition area, but also in the city. An art competition can choose the best sign for this place. We have some examples for it: I ♥ BRNO, I <BRNO (the part of letter B will be color-coded as number 3 and will create an internet heart <3), **BRNO. 1**, **BRNO PROBLEM**.

Conclusion

We have tried to create new attractive activities for Brno's exposition area. The important factor of activities is an independency on exposition area. The target group is various (students, the families with kids, seniors) and activities are created for all. So a wide range of people can be celebrated. The main objective is open up exposition area for the public with many interesting activities for all and for all day: "Brno's exposition, the place for all, the place full of fun".