

Planning: Techno Casa Principal in Charge: Gregor Issaian

Design Architect/Project Architect: Hovhannes Zardaryan, Gregor Issaian

Project Team: Narine Sargsyan, Hayk Sadoyan

PROJECT: Dream of Yerevan

PROJECT TYPE 1: Multifunctional Complex

PROJECT TYPE 2: Demolition and New Multifunctional Urban Development

PROJECT OVERVIEW:

- The Dream of Yerevan will be an attractive and affordable place for everyone. New facilities will enhance the area's attractiveness.
- Besides environmental renewal and management, socio-economic aspects will also be renewed. For renewal purposes the Dream of Yerevan has been divided into three areas: Tourism and Recreational Development Focus Area, Cultural and Tourism Development Focus Area and Multiple Use Development Focus Area.
- This project can generally be defined as a combination of different socio-economic functions within the same area. The goal of the project (as a planning concept), just like New Urbanism and Smart Growth, is the saving of scarce space by intensifying its use and clear focus on the exploitation of the economies of synergy.
- The renewal operation has an important socio-economic component. Socially successful residents can be involved in the processes of area demolition and new development. New development also offers (new) businesses a place.
- Demolition and new development will radically change the image of the city.
- Quality of life is improved by the demolition of car parks and out-of-date shops. New shops and living facilities combined with sport facilities and green open spaces will greatly contribute to quality of life.
- New development and renovation create widely different level of living environments with their own distinctive characters.

KEY FACTS:

- **YOUTH:** More attention for education and opportunities for leisure activities will increase chances for young people.
- **QUALITY OF LIFE:** Quality of life must be improved through strengthening residents' sense of community and increasing security.
- **ECONOMY AND WORK:** People wanting to start their own businesses will be encouraged by a number of factors, including an increase in the amount of affordable business premises available. Greater effort needs to be channeled into activities and counseling to help the district's unemployed residents find their way back into the labor market.
- **EMPOWERMENT:** The self-organizing capacity of different social groups will be strengthened. Special attention will be paid to the position of women and newcomers.

PROJECT AIMS:

- To make Yerevan an attractive and pleasant place, where people are happy to live and stay.
- Variety of offer strengthens Yerevan's position on the tourism market.
- More individuality, public security and comfort make the project attractive to wide public (to present residents of Yerevan and also to new target groups).
- Improve the socio-economic position of the population. Education, supervision and work experience projects improve the labor market prospects of the long-term unemployed. Besides, the population will be stimulated to take part in cultural and social life. New schools and business spaces improve the standards of facilities.
- The most important aim of this planning operation is to enable residents to form a lasting bond with the Dream of Yerevan. This means that the project has to agree with the wishes of the population. That also applies, for example, to new business spaces or cultural facilities. That's why the population has been given an important voice in renewal plans. Individual residents can make their own contribution into the process, as well as residents' associations, churches, and other social organizations.

- Make a clean, pleasant and safe environment. Good management is essential in designing new buildings and renovating the existing ones. Greater attention is being paid to rubbish collection systems and prevention of modern dangers. Cleaning of public areas is being intensified. Extra surveillance is being provided by, for example, civic guards, wardens and the use of cameras.

PROJECT OBJECTIVES:

- Resolve the issues associated with placing of a tall building (Hotel) in the urban setting.
- A tall building is inspired by the physical and environmental characteristics of the site.
- Micro and macro site study, considering need, availability and appropriateness.
- Investigate and design bioclimatic ideas and solutions, not only in the inherent design and materials and distribution of volumes and voids, but also in usable systems, and green technology.
- Investigate the potential for attachment of systems for multi-functional complex management and electricity micro generation; taking advantage of the unique attribute of tall building altitude to generate electricity on an industrial scale.
- Considerations of structure, environment, servicing etc. are as vital to the success of the building as form, materials, aesthetics etc.

PROJECT FEATURES

The Dream of Yerevan will be a place for everyone.

Dream of Yerevan will be a nightlife centre on a grand scale, with culture, entertainment, cafes and restaurants, a discotheque and a hotel. There will also be deluxe offices and unique apartments. A 101 meter high hotel tower with 26 stores

and 200 rooms, situated in an attractively designed entrance area is a part of the large-scale complex, opposite Abovyan Boulevard.

The main theme of this entertainment centre will be 'Capital of Music & Dance'. The first of its kind, Dream of Yerevan is a unique entertainment concept. It will be a heady mix of music galore, dance, theatre and entertainment, as well as a variety of shops and restaurants complemented by offices, outstanding residential apartments, parking space, disco, hotel and a park. A major feature of Dream of Yerevan is the way in which it combines a variety of cultural initiatives.

The complex with 2 auditoriums (one covered, one open air) for up to 1,250 visitors each, with wall-to-wall projection, digital sound, comfortable seats and a spacious foyer. An exterior with extensive use of aluminum and steel, with a generous expanse of glass. Centerpiece of the illuminated show staircase with long curving leading to the upper auditoriums.

The Dream of Yerevan forms a new city centre of Yerevan: the Abovyan Boulevard and Teryan Street. Modern Hotel tower creates an impressive skyline. Meanwhile, the music hall, stores, cafes and restaurants are in full swing. Small private gardens and collective space will replace anonymous public space.

The Entertainment Center puts the crowning finish to the Abovian Boulevard Teryan Street as a nightlife centre.

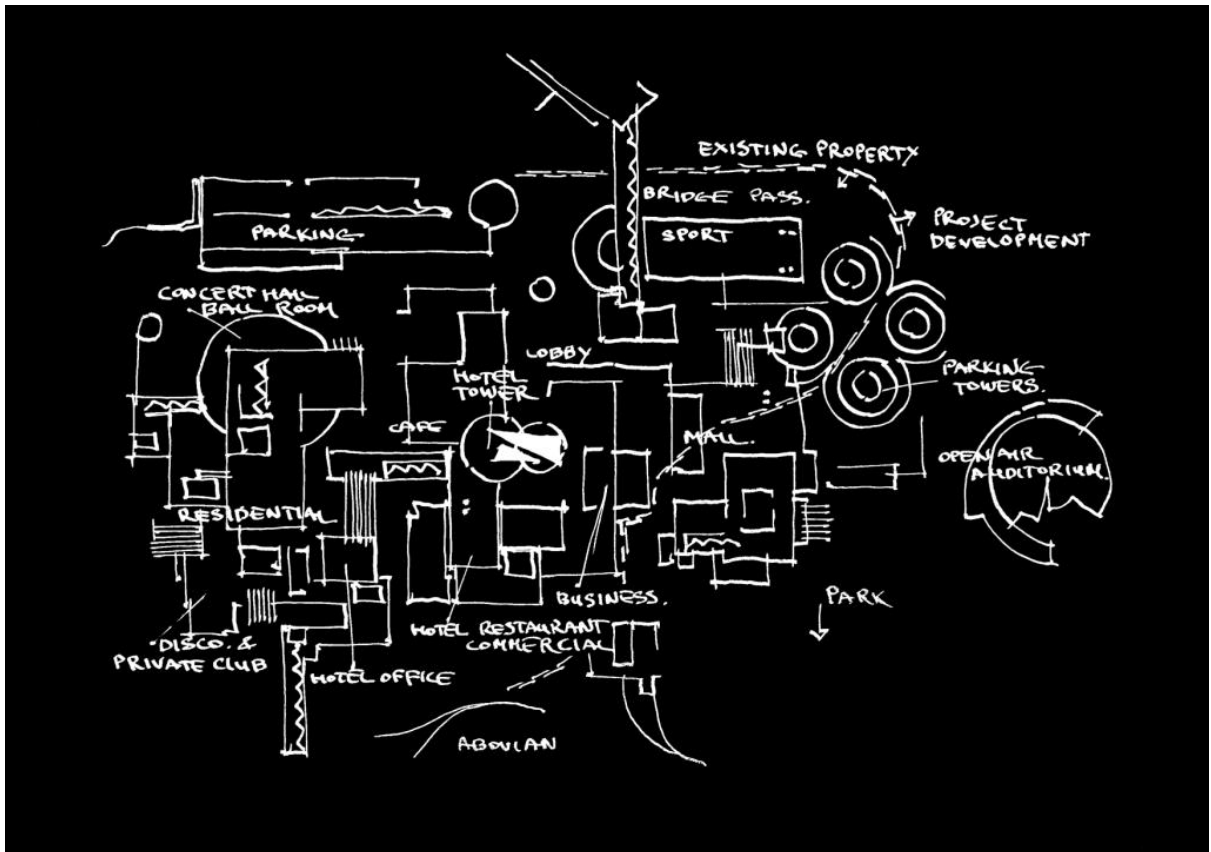
The Dream of Yerevan academy and hotel school is a unique educational institute which ensures that future employees are properly trained for future activities in the framework of local businesses.

The Dream of Yerevan has colorful shops with international allure.

The Dream of Yerevan has an easy access from all directions, both by public transport and by car. There are also ample and flexible parking facilities throughout the complex with a car park for 2200 cars. The duty of the parking authorities is to regulate and supervise parking facilities, which includes multiple use and interchange of parking space by day and night.

MAIN FACILITIES:

Further facilities will be built in different areas within the complex: Hotel (Intercontinental), Entertainment Center, International Business Center, Academy & Hotel School, Youth Palace, Theatre, Music Hall, Party centre, Shopping centre, Info Centrum, Sport facilities, Art galleries, parking, etc.



KEY FEATURES

Shopping, living, working and spending a night and creating a culture cluster within the Dream of Yerevan.

The visitors will be able to see how social and technological developments will influence the work- and lifestyle of Yerevan.

CREATING THE CONCEPT

Usually when something new is created, the customers are asked for their opinion. This is a well-known and safe way of proceeding with product design. However, if you accidentally ask the wrong customers wrong questions with the wrong emphases, you often end up with 'wrong' answers.

Customers are not necessarily able to distance themselves from here and now to reflect on general questions about concept design. There may also be a problem of customers requesting a variety of already existing things without wanting to pay for them.

TYOLOGY/FORMAL DEVELOPMENT

Conceptually, this project is seen as a modern multifunctional complex and hotel. This is manifested in the sequential spatial organization. The inter-relationship between exterior and interior garden rooms, landscape and material usage. Formally, multifunctional blocks define the central spatial axis of the project. These blocks form the spatial edges for the exterior hanging garden and the interior atrium garden.

The building has been designed to capture the positive climatic forces of daylight, ventilation, and passive solar gain, within the constraints of the existing site and building. Energy reduction, carbon management, material selection, construction material, waste generation control, water conservation and re-cycling, solar and wind energy consumption are incorporated into the design. The hotel and multifunctional complex are designed to achieve high levels of thermal comfort, daylight, and ventilation through the building to suit use and occupancy. The entire envelope will be designed to maximize natural ventilation and daylight, whilst minimizing summertime overheating, excessive breezes, pollution ingress, and discomfort from glare.

DESIGN INITIATIVES/ACTIONS UNDERTAKEN

In the concept, the hotel will meet guests' expectations and will have elements and functions that can be tailored according to guests preferences. These could include music, lighting, scents, coloring, and to some extent the interior of the hotel. Highlighting the individual aspects with technological solutions will be one of the most significant changes in the hotel.

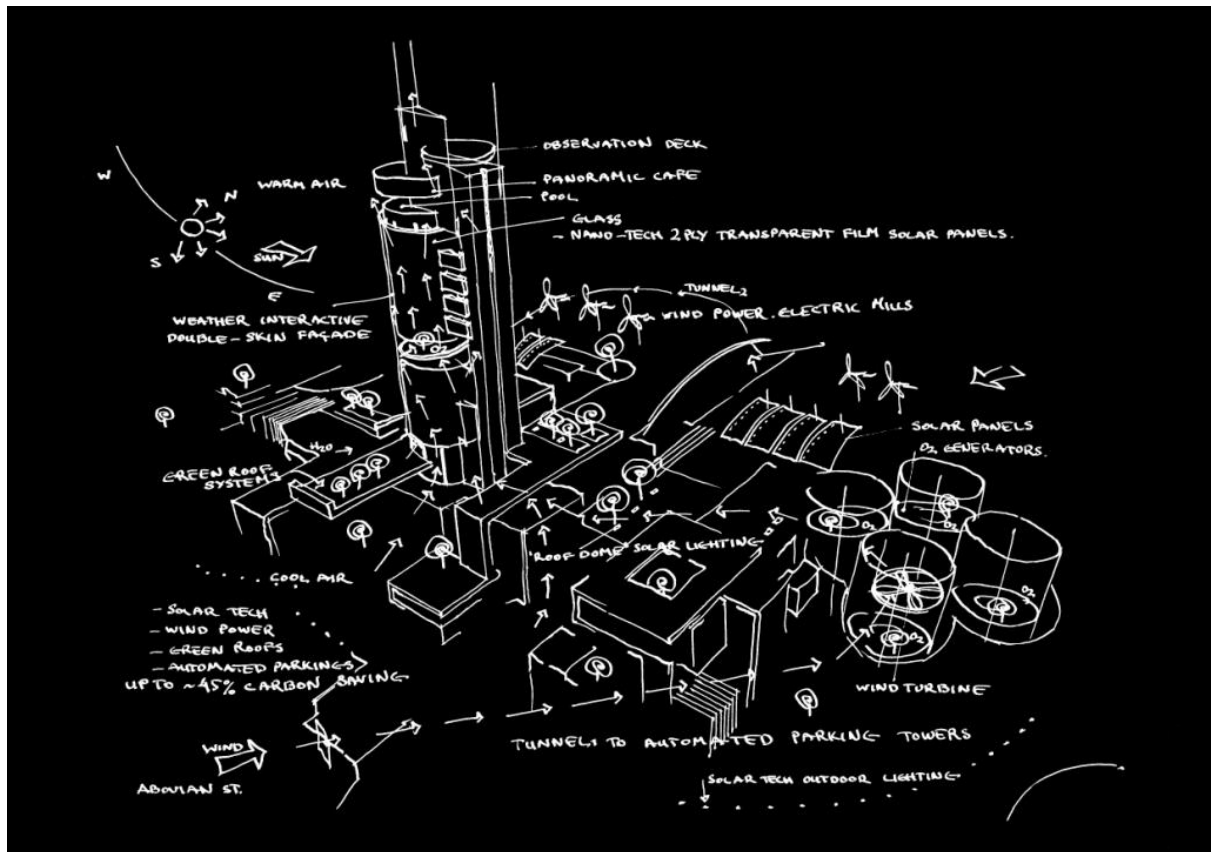
The hotel will be supplied by a centralized plant supplemented with energy generated from renewable sources including ground source heat pump, solar thermal.

The hotel will be ventilated by a mechanical supply system with opportunities to

naturally ventilate large air quantities all year. Daylight and solar access is supplied via the external facades and by reflections off the internal cavity.

Rainwater is recycled to flush low level WC's and urinals while grey water from the showers and baths is recycled in every room to flush the toilets.

Recyclable waste is recovered and resource use is minimized using efficient systems and appliances. Modern methods of construction used reflect the constrained site and adjoining residential neighborhood.



The plan organization of this project responds to the efficient functional and technical requirements of a hotel and multifunctional complex. The interior garden atrium and exterior hanging garden court developed work on several levels to energize hotel life. They form a central controlled environment, they provide a visual focus for the hotel and while transitory and sequentially a part of entering the hotel, they also provide places to gather, relax and experience an urban quality of life within the suburban setting of the hotel.

The opening walls of the court are developed as a background appropriately expressing the repetitive nature of the hotel.

THE ROLE OF ECOLOGICAL ELEMENTS IN HOTEL

People are becoming more and more aware of environmental issues, so hotels too should see the importance of sustainability in their solutions. Environmental issues will be taken into account early, in the planning and construction stages. Thus it becomes easier and more economical, to save energy and materials in the everyday operations of the business. Energy-saving technologies should already be standard choices.

TECHNOLOGY

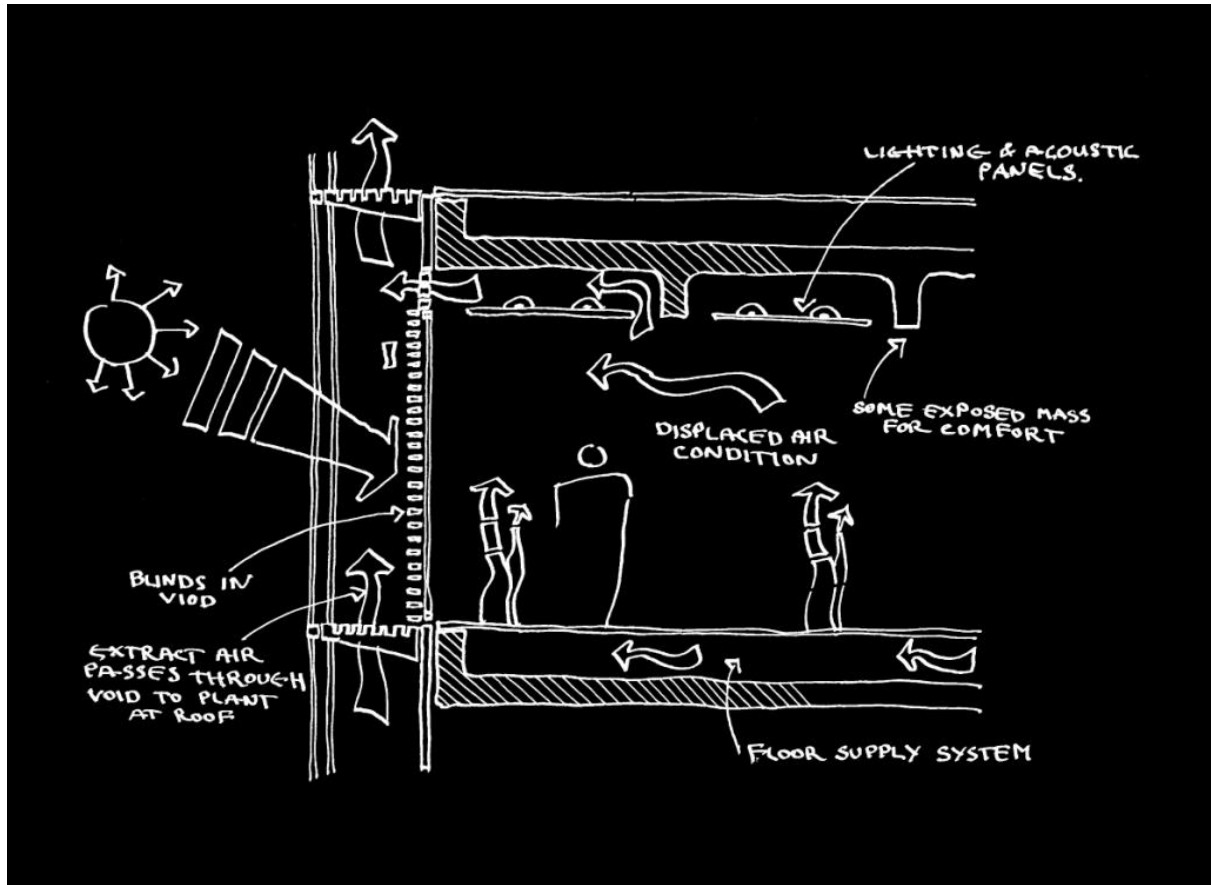
The building uses the latest state of the art in consideration of glass and steel constructions. These constructions are open and visible, however, do not become self purpose.

More conventional is the technology of the reinforced steel structure with mechanical heating, air condition and ventilation. All occupation areas are fully air-conditioned.

The hotel lobby is heated, with supporting airflow. Thereby, minimal energy is used and a thermal buffer zone to the adjoining rooms is created.

The double skin facade can provide a thermal buffer zone, solar preheating of ventilation air, energy savings, sound protection, wind protection and pollutant protection with open windows and night cooling. This multi functional building with integrated double skin facade can be very energy efficient building with all the good qualities listed above.

With a completely transparent double skin, this building relies on dynamic shading within the cavity, as well as natural ventilation, thermal mass, and a geothermal system to help moderate the interior without air conditioning. The space and costs of the complex facade systems are offset by the savings gained by avoiding the space and costs that would have been required by an air distribution system. Individual building occupants can control the day lighting, air quality, and temperature of their building environment.



LANDSCAPE

The Dream of Yerevan site plan organizes and reinforces the concept of integration of the landscaping into the city. Open, rethought or closed landscaping of open areas indicates a synthesis with the existing landscaping concept. The concept of the Dream of Yerevan is the creation of varied gardens, based on their areas and constructive possibilities, with the goal to create a rich, eventful collage of shapes, colors and experiences.

Integral to the spatial development of the hotel are the garden elements, which reinforce the geometry of the spaces while forming the linkages and connections of the major public spaces.

A series of linear garden elements, grass, gravel and water form a modern parterre linking the exterior garden with the interior garden. These patterned garden spaces provide the color and life of the hotel and multifunctional complex. They change from season to season from day to night. They provide a place of repose as well as a place to view.

The open areas have set boundaries consciously to the existing landscape configuration. With the principle of collage, conscious manipulations are produced with axis and angle which create a real and spatial interesting overlaps. Therefore, the open areas offer different supplies for experiences which one can experience in different speeds and different times during the day or at night or season. These hanging gardens create an experience sequence, which derives itself from function and utilizations.

Along the walkways, there are series of linear gardens and hanging gardens which accompany the covered ways and walkways. Where the walkway leads into the hotel, the light becomes artificial and colored.

The central landscape elements are the hanging gardens in front of the Hotel. It is a place for strolling, resting and relaxation, like a public park. Overlapping geometries executed with grass, gravel and slim oaks create interesting areas which can be perceived and experienced from many viewpoints.

There is a water pond that provides a reflection around the building and the front area has plants along a walking path and relaxing area.

PARKING BUILDING

Four parking towers have been designed with new technologies of modern architecture, new concepts. The building will serve its main purpose to provide parking space through an automated parking system.

The design uses subtle elevation change to connect different levels. This ensures that each space is engaged and utilized. Areas for plants have been designed into the structure in order to create a seamless transition between the building and landscapes, also to generate oxygen.

Each storey has an open floor plan and all critical areas have exposure to natural light. Other green areas have been added to enhance the ambiance of the building and function as relaxation space as well. Lighting around the structure has also been used to provide sculpture and context at night. Yellow light has been chosen to contrast with weight tinted glass in order to display complex colors from a creative perspective.