



Embracing technology

E 1/10.000
120m
80m
40m
0

Understanding the Media College as a catalyst for education and technology, the proposal intends to translate the potential of the creative thinking that is taught in the classrooms to every aspect of daily life.

Under the current situation, the Media College is a heterogeneous building lacking of a unified image, due to the process of addition in which it has been built over the years. The aim of this project is to provide a unified language and logic with the new construction without touching the existing building. Moreover, this strategy allows the Media College to function without changes through the several construction phases.

Therefore, the proposal is a building that surrounds the existent, embracing the Media College and unifying the whole ensemble through its architecture. This unity is achieved through a translucent polycarbonate façade, related with the usage of new materials and the technological program. In addition, this double skin façade has an efficient environmental behaviour and responds to the sustainability requirements.

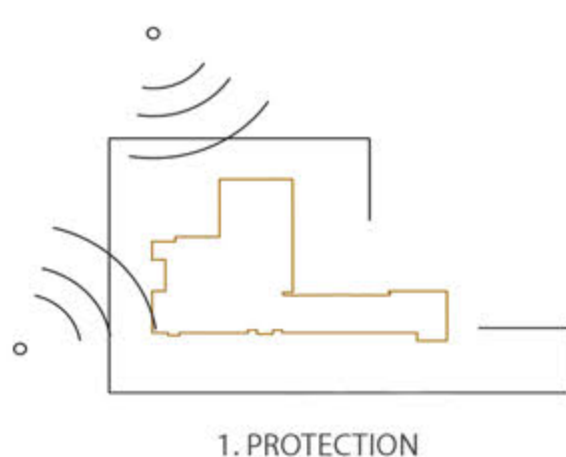
In terms of urban planning, this strategy allows the building to control and adjust the urban space. Instead of the current perimeter green space that urbanistically can be seen as a leftover, this inter-

vention proposes a wide range of public spaces with different characters.

Firstly, a wide open space is created at the north east corner, where there can be concerts, bicycle parking space is provided and the different users can interact with the city. Secondly, there is an interstitial space between the old and the new building that becomes a threshold between uses. Finally, the external space that faces the street is redesigned in order to have a wider sidewalk and reduce car traffic.

In conclusion, the proposal condenses living, working and learning all together in a single building, where the mixture of uses is seen as the main attraction to this area. The students of the College can rent an apartment in the new building, learning from entrepreneurs that can have their productive space close to their home, in a building specifically thought to integrate singles, families, young couples and social houses that can even be adapted for the elderly.

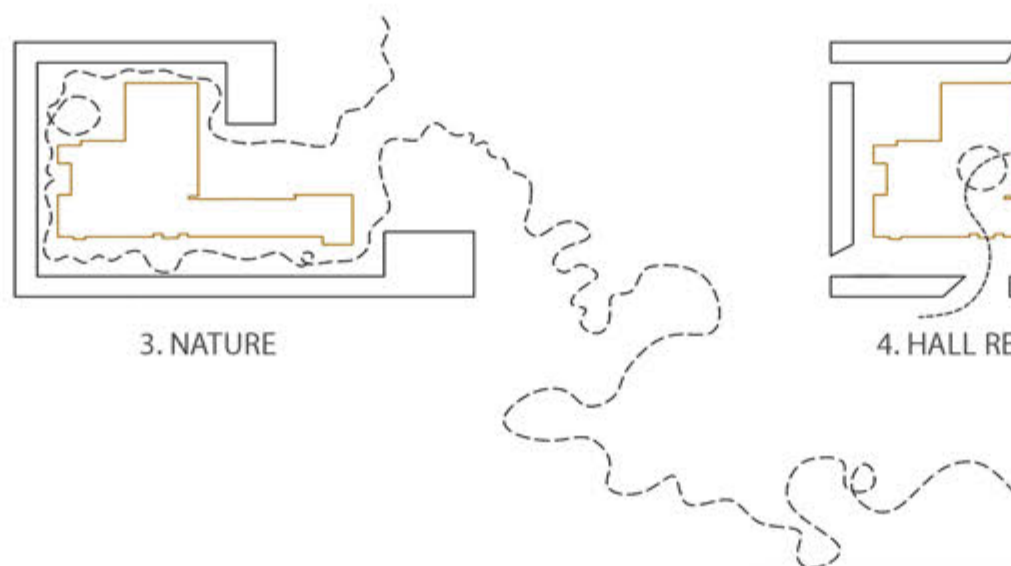
We strongly think this interaction among users benefits the community as a whole. Thus, the building is designed for a contemporary way of living, where a new model of city is proposed, which strength is on the mixture, and where education and technology are placed in the centre, with a whole building embracing the future.



1. PROTECTION



2. POROSITY



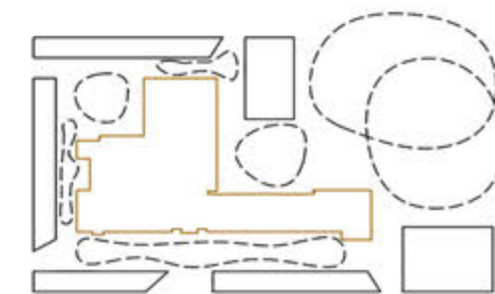
3. NATURE



4. HALL RE-THOUGHT



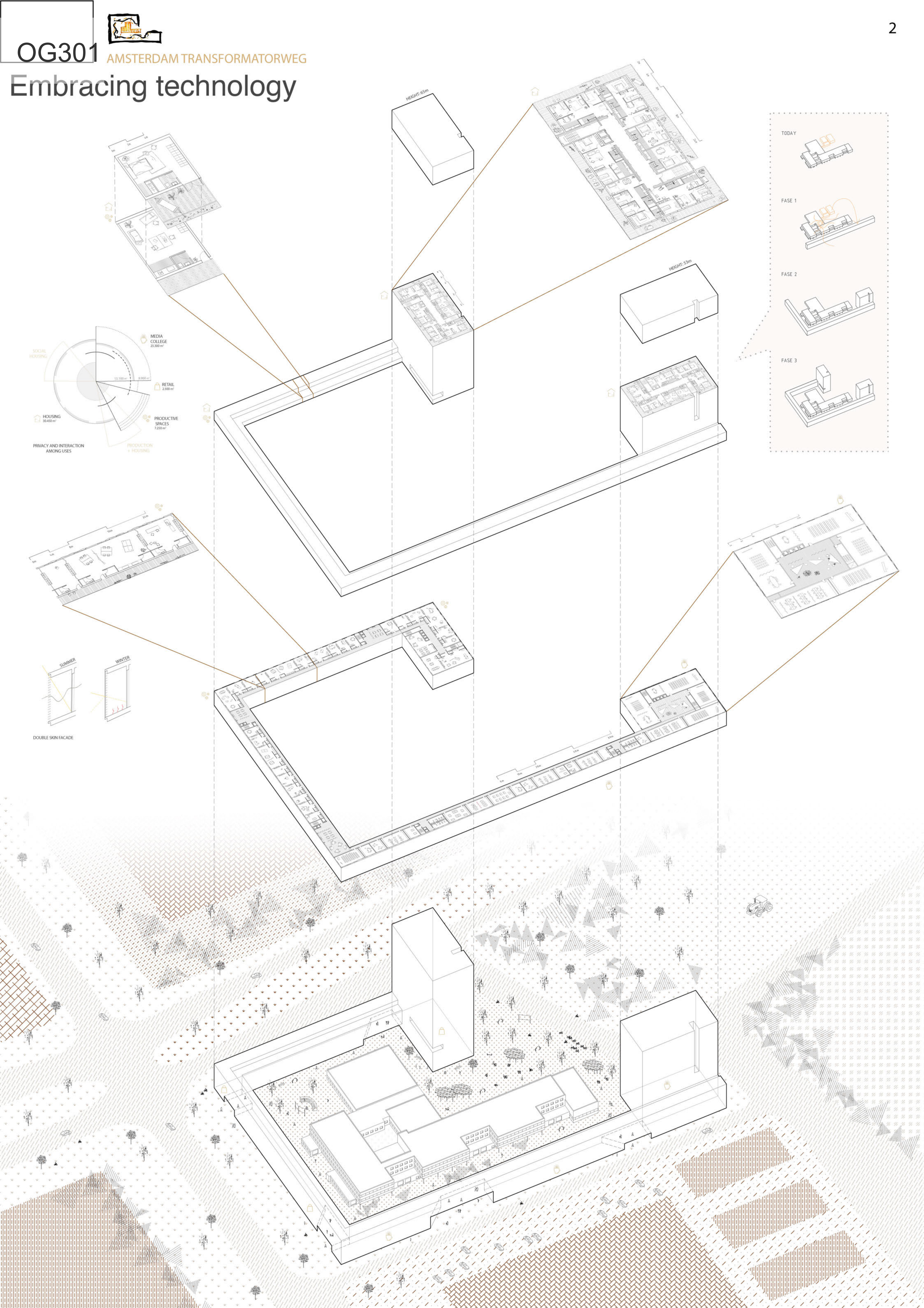
5. CIRCULATION



6. NEW URBANITY

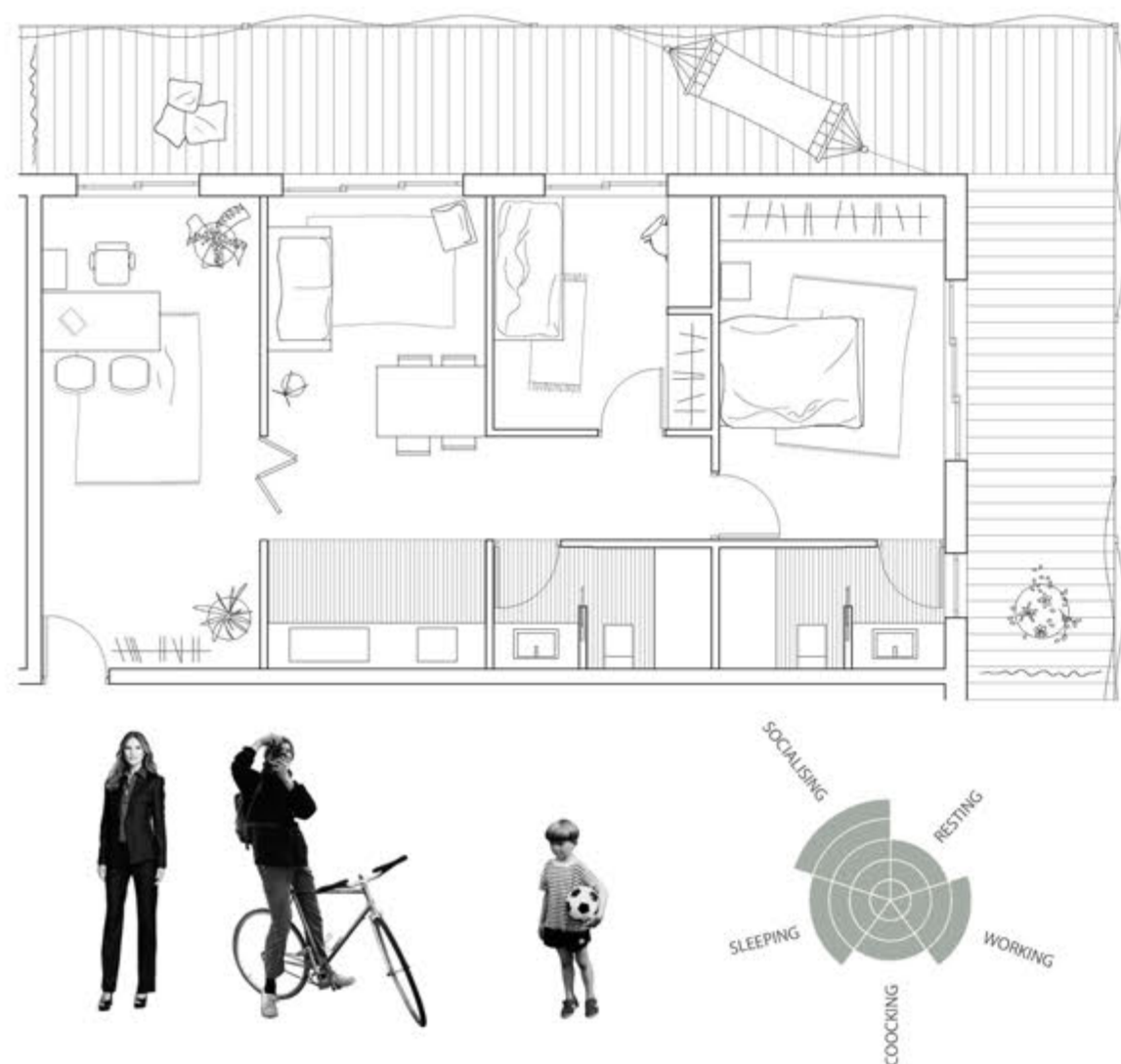


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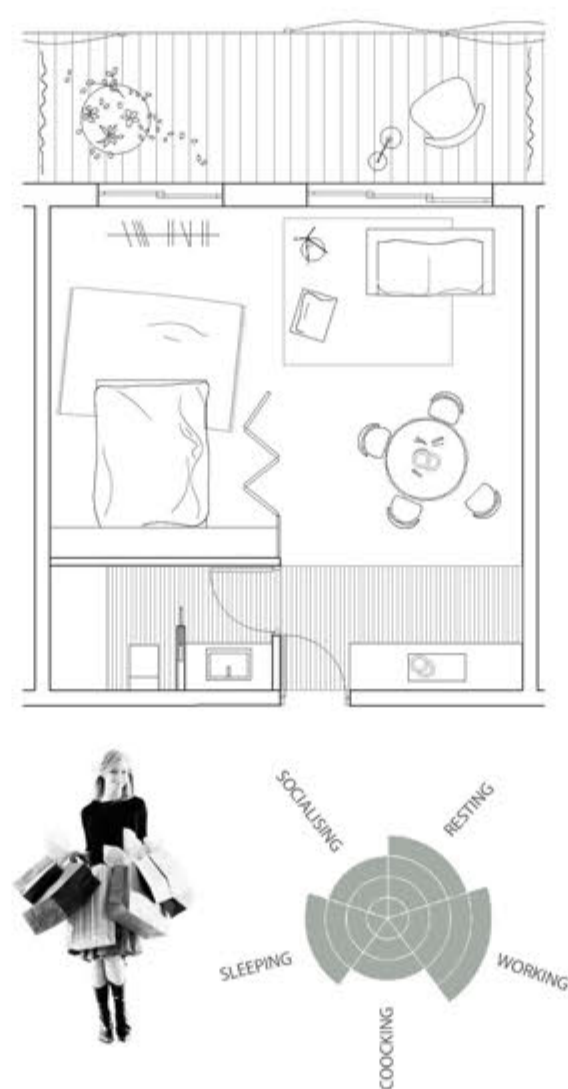


TYPES IN THE NEW BUILDING

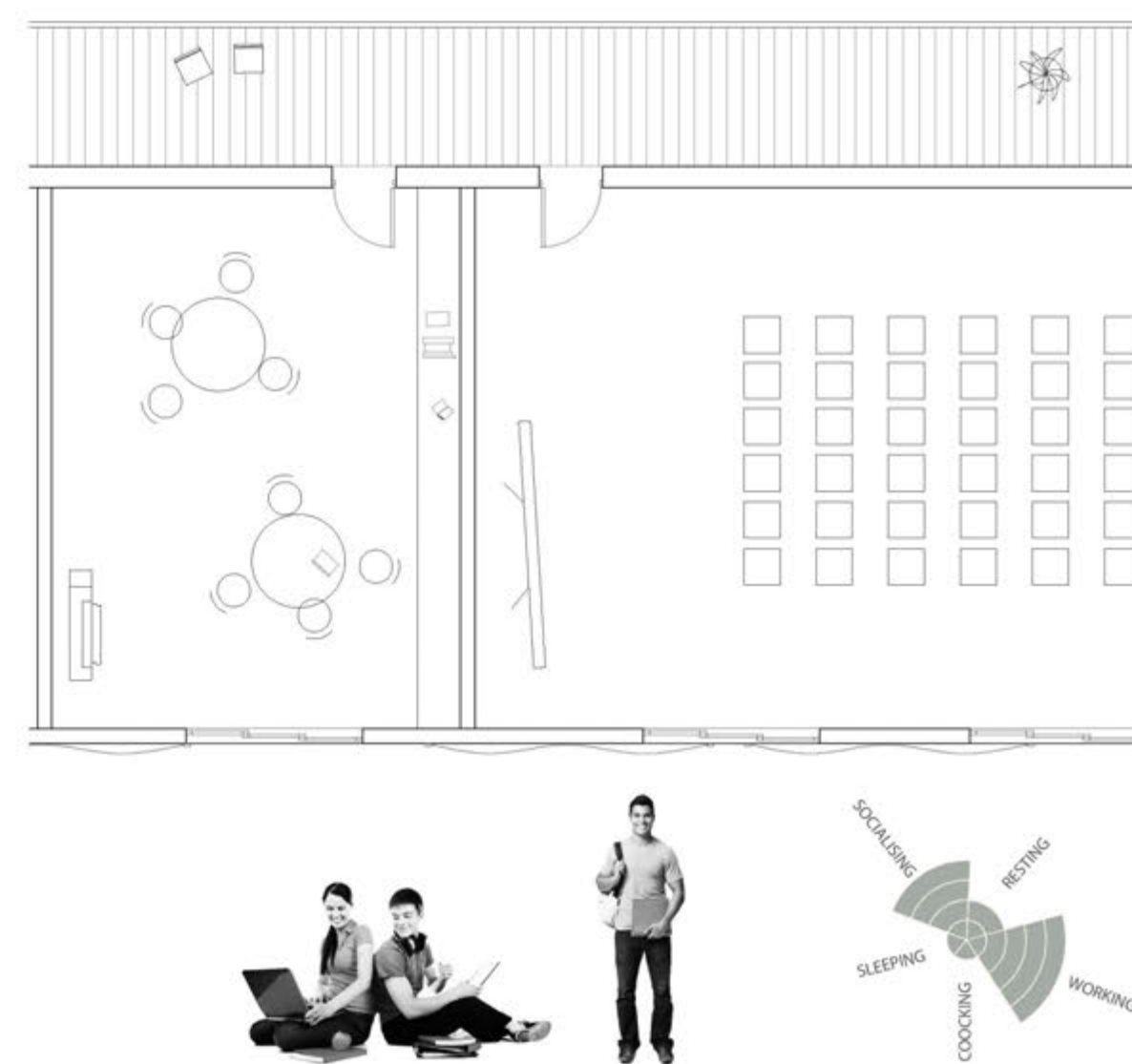
FAMILY HOME + WORKSPACE



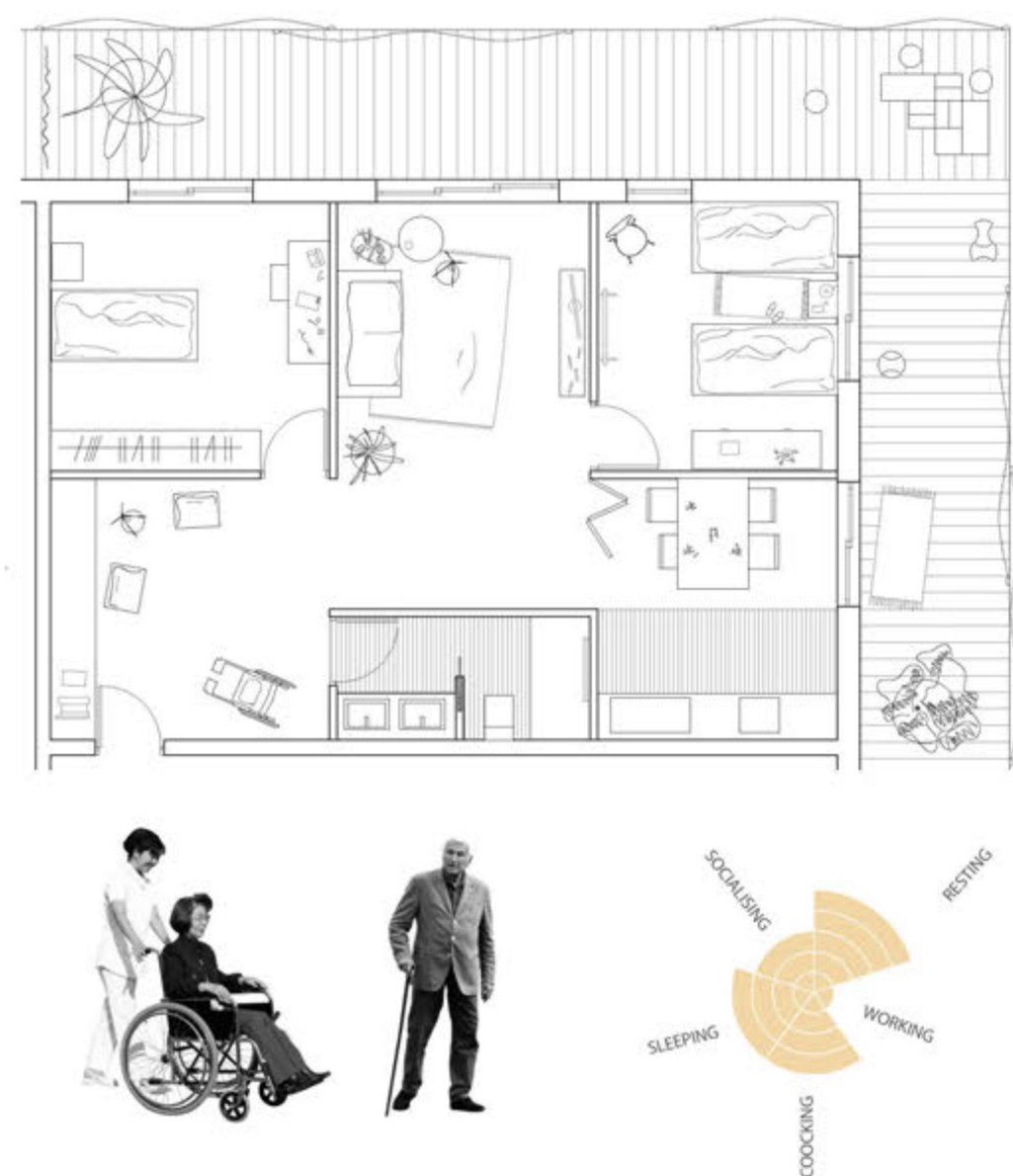
STUDIO



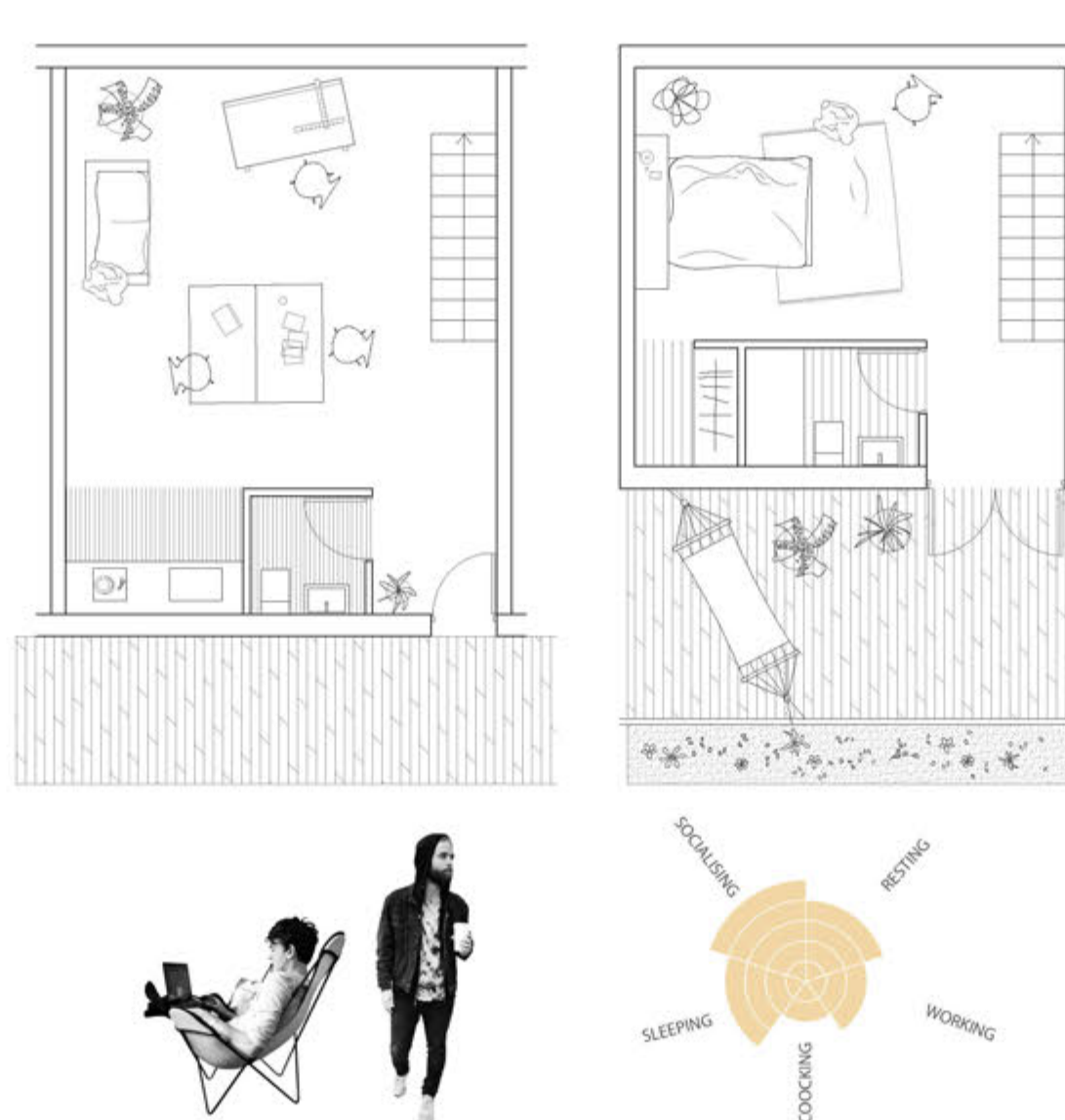
MEDIA COLLEGE SPACES



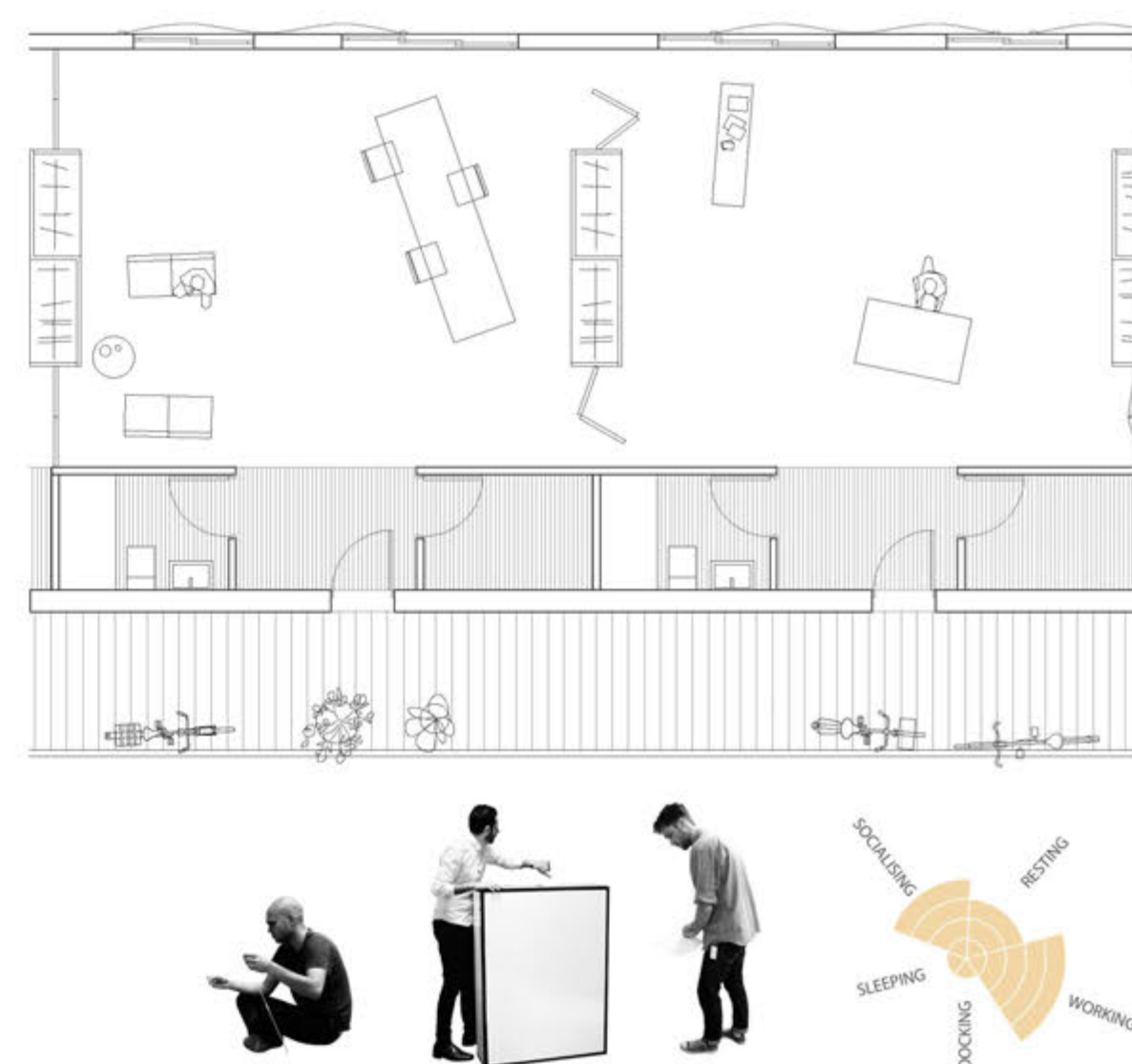
ELDER PEOPLE ASSISTED HOME



DUPLEX HOUSING + WORKING



PRODUCTIVE WORK SPACES



E 1/100

12m

8m

4m

2m

0m

