

ZIRA
BUILDING CONCEPT

ZIRA BUILDING CONCEPT PREGOVOR

Tema prelaska ideja u oblike i uticaja slikarskih formi na projektantske ideje zasluu je posebnu panju. Taj kompleksni i višeznačni proces, vezan za kontekst celine, kao i za dijahronije, za promene funkcionalnih celina, i za mnogobrojne prostore koje se uvek reorganizuju ostaje suština pristupa u projektovanju. Istorija graditeljstva poznaje mnoge primere nastale prema traktatima, prema jasno determinisanim principima, ili na striktnim pravilima građenja. U savremenoj arhitekturi teško je pronaći primere tako rigoroznog automatizma, međutim, arhitektonski sklop Zire je sa tog aspekta ostvaren, istovremeno kao fizička struktra i kao stalni dijalog ideja, oblika, detalja i kolorita.

Zira kompleks nalazi se u užem gradskom jezgru Beograda, pozicioniran na uglu dveju značajnih gradskih ulica, Ruzveltove i Cvijićeve, u blizini trgovačke zone Bulevara Kralja Aleksandra, parka, stanice podzemne železnice „Vukov spomenik“, zgrada Univerziteta i drugih centralnih gradskih funkcija. Ubrzo nakon realizacije postao je jedan od generatora razvoja celokupnog okruženja.

U okviru Zira kompleksa nalaze se tržni centar, kongresna sala, luksuzni hotel, supermarket, poslovna zgrada, podzemna garaža, i manje celine poput prostrane terase, i holova. Ukupna površina celog kompleksa je više od 45.000 m².

Konceptualno polazište za oblikovanje arhitektonskog sklopa je latinično slovo „Z“, sagledljivo iz ptičije perspektive, dok volumen donjih etaža prati regulaciju ulica duž kojih je pozicioniran, poštujući kontekst okruženja u kom se nalazi.

Lajt motiv celog prostora kompleksa Zira je definisan kroz prepoznatljivi kolorit, likovni izraz koji obeležava zgradu u celini, dosledno preveden u mikroprostore i arhitektonske detalje.

Zgrada je realizovana kao skeletni sistem, sa pregradnim zidovima, uz nebrojano mnogo reprezentativnih konstruktivnih detalja kako u enterijeru, tako i na fasadi.

Primena savremenih materijala i rešenja u organizaciji prostora je jedna od glavnih karakteristika ove zgrade.

Materijalizacija zgrade je veoma upečatljiva. Dominira nekoliko originalnih ideja, koje doprinose vizuelnom doživljaju. Jedno od značajnih obeležja je spoj kontrastno postavljenih savremenih, hladnih materijala, pre svega inoksa, stakla i natur betona. Takođe, u enterijeru svake funkcionalne celine upadljive su žive boje, i prepoznatljive geometrije, izlomljene ili zao-bljene forme detalja, plafona, zidova ili pregrada.

Zahvaljujući doslednoj razradi detalja, koncept „Z“ forme ispoštovan je i sproveden od početne skice forme objekta, do završne obrade zanatskih detalja i industrijskog dizajna elemenata rasvete u enterijeru, što je praktično čini ostvarenjem apstraktnog izraza jednog principa arhitekture. Sama po sebi, Zira se čita kao artefakt određenog značenja, i kontinuitet jedne snažne ideje.

Monografija „Zira Building Concept“ sadrži reprezentativne fotografije enterijera i eksterijera zgrade, čija je arhitektonika „elementaristička“ – a elementi su svetlost, funkcija, materijali, volumen, vreme, prostor i boje. Nema sumnje da svaki prostor sugerira više interpretacija, i više nivoa značenja. Zato je moguće otkriti različita značenja – prostorna, tehnička, funkcionalna, ekonomska, i uvek se radi o različitim vrednostima koje upotpunjuju koncept Zire.

ZIRA BUILDING CONCEPT INTRODUCTION

Translation of ideas into shapes and influence of painting forms on designing ideas is a topic that deserves special attention. This complex and multilateral process deals with the entirety, the diachronics, with changes of the functional units, and for the numerous spaces undergoing a permanent change, remains the essence of the designing approach. History of construction shows many buildings developed according to tractates, clearly determined principles or strict rules of construction. You can hardly find examples of such a rigorously automated approach in contemporary architecture. Zira's architectural structure, however, emanates from that aspect, as a physical structure and a continuous dialogue of ideas, shapes, details and colors.

The Zira complex is located in the heart of Belgrade and positioned on the corner of two important streets, Ruzveltova and Cvijiceva. It is set in the vicinity of the shopping zone Bulevar Kralja Aleksandra, park, metro station "Vukov Spomenik", University building and other city landmarks. Soon after completion it became one of the generators of development of the entire surrounding area.

The Zira complex consists of a shopping center, congress hall, luxury hotel, supermarket, office building, underground car park and some smaller units, such as a spacious terrace and halls. The total surface area exceeds 45.000 m². Conceptual starting point in the shaping of the architectural structure is Latin letter "Z" seen from the bird's-eye view, while the contents of the lower floors shadow the direction of surrounding streets in an attempt to respect the context of the surrounding area.

Light motive of the entire space of the Zira complex is defined by recognizable colors, an artistic expression which defines the building as a whole, consistently translated into micro spaces and architectural details. The Zira complex is built as a skeleton construction with partition walls and displays numerous characteristic construction details in the interior and on the facade.

The use of state of the art building materials and avant-garde organization of space are the main features of this building.

The materialization of the building makes a vivid impression. Several original ideas are dominant and contribute to the visual experience of the spectator. One of the important features of the whole building is the combination of contemporary cold materials, primarily inox, glass and nature concrete set in a contrasting sequence. What is more, bright colors stand out in the interior of each functional unit, as well as a recognizable geometric pattern, broken or rounded forms of details, ceilings, walls and partitions.

Due to the consistency in the elaboration of detail, the concept of "Z" form is applied from the initial sketch drawings of the shape of the building to the finishing touches on the masterfully crafted details and the industrial design of lightning elements in the interior embodying an abstract expression of one architectural principle. In itself, Zira is read as an artifact of a defined meaning and the continuity of one particularly strong idea.

Monograph *"Zira Building Concept"* contains representative photographs of both, the interior and exterior of the building, whose architectonics is "elemental" – and the elements are light, function, materials, volume, time, space and colors. Any space can be interpreted in any number of ways and suggest different levels of meaning – spatial, technical, functional, economic, and they all yield different values which complement the Zira concept.





Upotrebom detalja i različitih materijala postiže se vizuelna razigranost krova, sagledljivog iz hotela i poslovnog dela zgrade. Istovremeno, gradsko okruženje osveženo je zelenom površinom i drvenim postamentima – samom razigranošću.

The abundance of detail and the use of different materials achieve a visual playfulness of the roof as visible from the hotel and the business premises of the building. Along with that, the surrounding area is revamped by a playful arrangement of lush green area and an array of wooden elements.









My Switini







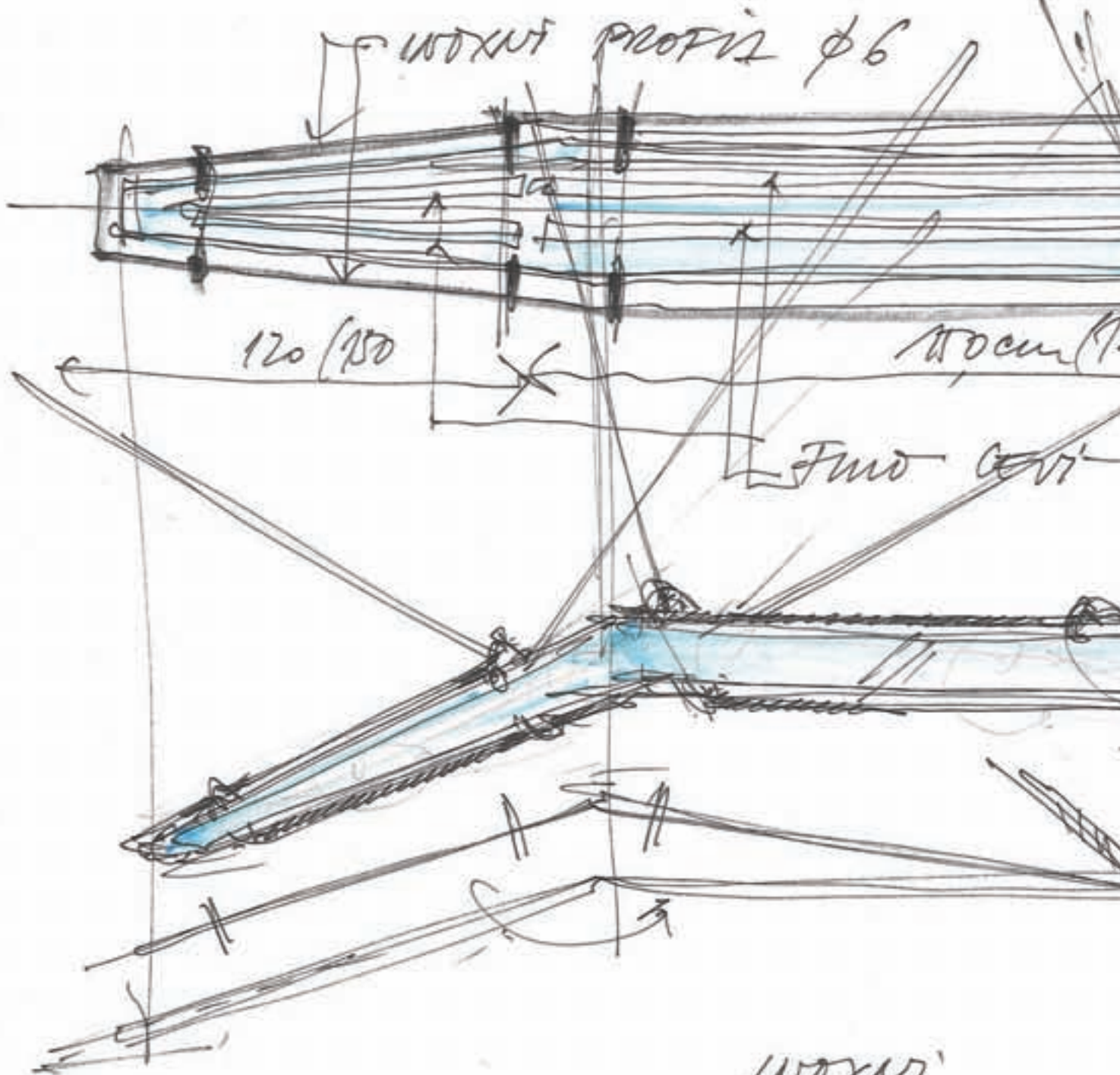


Vidljiva konstrukcija i instalacije predstavljaju dve najočiglednije karakteristike High Tech arhitekture u okviru Zira. Raznovrsni elementi predstavljaju snažna sredstva ekspresije sopstvene tehničke funkcije, i ujedno doprinose dramatisaciji prostora. Ideja i njen vizuelni izraz jednako su važni kao i praktičnost.

The visible structure and installations are the two most obvious features of the High Tech architecture within Zira. The use of different elements represents a powerful means of expression of its own technical function, and at the same time, contributes to the dramatization of space. The idea and its visual expression are as important as the functional side of the building.







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