

architecture / retail real estate / shopping centre / austria

New Building

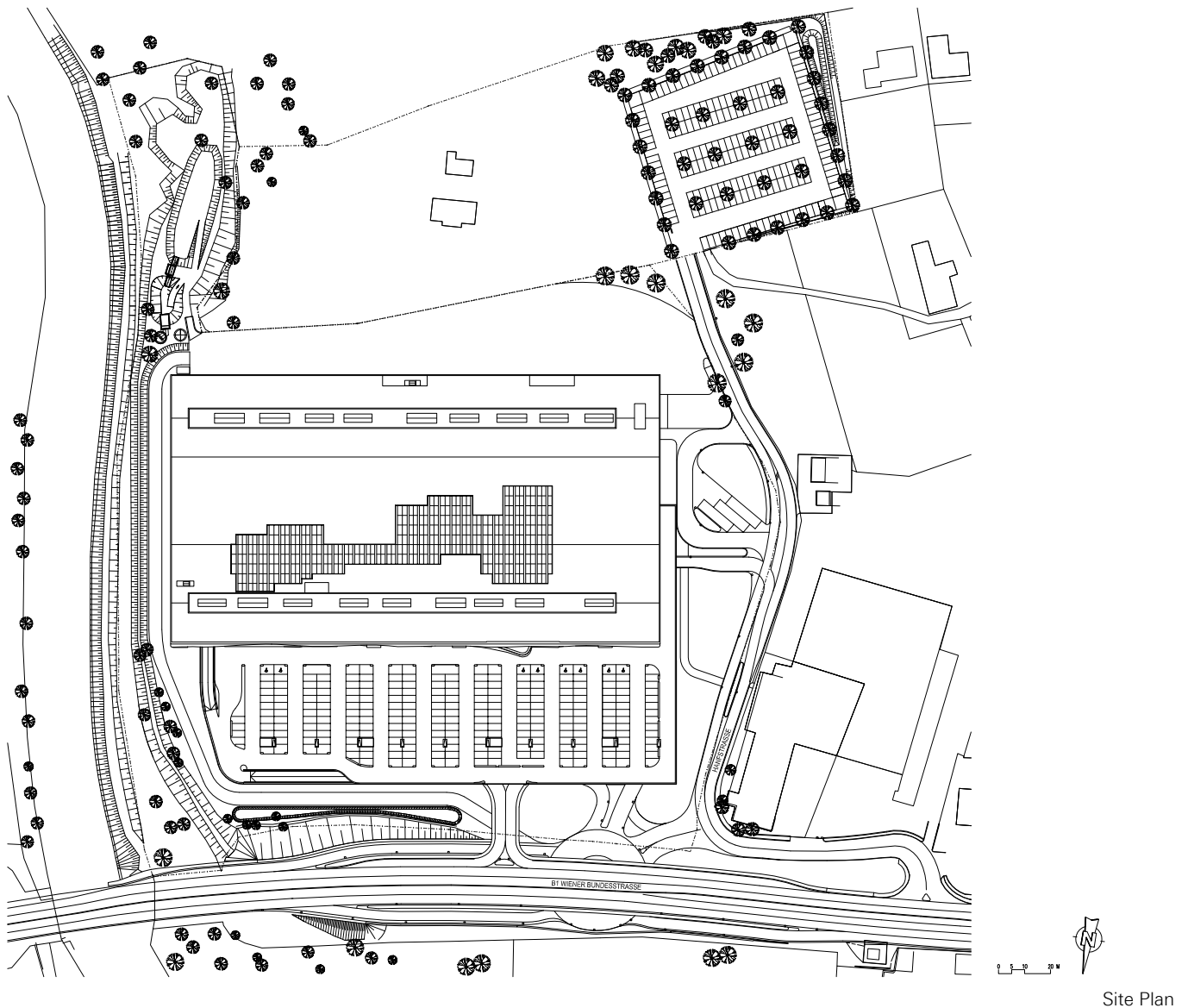
Austria's most modern shopping centre in Vöcklabruck
Architecture and Integrated Design: ATP Architects and Engineers

VARENA



Photos: Engelhardt/Sellin

short



Site Plan



Theme: A Summer Retreat (“Colourful Shopping in Lakeland”)

The Salzkammergut, the traditional, tourist lakeland to the east of Salzburg gained a new attraction in August 2010 with the opening of the colourful shopping world of VARENA, a project from SES Spar European Shopping Centers:

VARENA, which was for some time the largest building site between Vienna and Munich was conceived with sustainability in mind – just like ATRIO in Villach which has received a number of international awards for sustainability and was also designed by ATP Architects and Engineers. VARENA is highly economical in terms of energy consumption and makes much use of recyclable materials. In addition to this, the technical systems guarantee a considerable reduction in CO₂ emissions in comparison with similar projects which use normal technology.

Like ATRIO, VARENA is a shopping centre which seeks to architecturally interpret a regional characteristic. But while ATRIO addresses the three-country theme of Carinthia/Slovenia/Italy, VARENA reacts to the regional context with its **“Salzkammergut - A Summer Retreat”** theme and with the numerous related attractions which are on offer to visitors.

Interest is first awakened by the sophisticated **“canvas sail”** façade which appears to have been woven by hand and which absorbs the mood of the shimmering, clear and colourful lakeside landscape (and of the life inside the shopping centre) and playfully reflects the light of the sky.

The elegant, sophisticatedly organised - both functionally and emotionally - interior of the shopping centre offers visitors a highly varied set of experiences. The **80 Shops which occupy the 32,000m²** of lettable space merge into a “sensually feminine interior form, which breathes, expands, creates spaces and invites visitors to linger” (Architect Andrei Florian, ATP Innsbruck).

The themes of leisure and nature – of a space for relaxing well away from daily worries - run through the architectural concept: This is a classic summer retreat for 365 days a year.



project brief



Project Brief

“Colourful shopping in Lakeland” was one of the basic ideas behind the client’s brief for the shopping centre in Vöcklabruck, a small town on the edge of the Salzkammergut. The Salzkammergut is a traditional Austrian summer tourist area whose many small lakes provide the enigmatic painterly context for the shopping centre.

In reference to this context, the interior of VARENA was designed as a generous shopping landscape whose high functional and emotional quality enables it to challenge for the position of market leader amongst the shopping centres in the huge catchment area between Salzburg and Linz.





location | traffic

Location

VARENA has an optimal location in a hollow beside the B1 highway on the edge of Vöcklabruck and just a few kilometres from Austria's main East-West motorway, allowing it to form a modern counterpoint to the historic heart of the town.

The hope of the town was that this simplified dialogue between old and new would have a revitalising effect. Set in a landscape made up principally of the river, riverbanks and suburbanised trading estates, VARENA enjoys a highly visible presence.

Traffic

The **complex traffic project** which connects the centre into the traffic network in all directions includes not only a roundabout with entrance and exit ramps located below the existing highway but also two bridges - one new and one widened. The result is a smooth uncomplicated entrance to and exit from the centre as well as a self-explanatory, user-friendly three storey parking area containing 1,900 customer spaces.

The open parking deck creates the **8m high base** upon which the shopping centre stands. The forecourt of Varena thus stands at the same height as the adjacent highway which means that cars passing by are at the optimum height to enjoy the view of the centre. A row of ten 13m high coloured lighting columns along the highway embodies the "Colourful Shopping" theme.



mall | mall gallery | lakefront promenade



Mall, the walk-on birds-eye-view

Mall

Shopping in summer sunlight with shimmering water even when it is grey outside – the shopping mall with its 80 shops has a sensually feminine form. The interior breathes, expands, creates spaces and invites visitors to linger.

Summer Sky

High above the mall floats a bright and cheerful summer sky in the form of roof glazing which has a G value of between 0.14 and 0.25 and is printed white in four different densities. The ceiling consists of light, translucent clouds crafted out of panels of special, highly-polished pure aluminium which create an effect of vibrating daylight, sunshine and shadow: a lakefront atmosphere. The resulting reflections and refractions allow the heavier timber roofing elements to optically disappear. The weightless and yet homely timber feel of the white-painted laminated timber beams combine into a friendly, floating sky. One finds oneself simultaneously on a square, a lake and in a warm lounge.

The never-ending route through the mall - which follows snakily curving cherry wood railings and crosses grey-white natural granite slabs laid in a herringbone pattern before slowly climbing a **monumental 36-step staircase** constructed as a broad, elegant composite structure - makes it possible to take in the space from a wide variety of heights without the need to use a lift or an escalator.

The Mall as a Lake in the Salzkammergut, the Mall Gallery as a Lakefront Promenade

The architectural highlights of the project are grouped around a **birds-eye photograph** which is positioned in the centre of the mall (this is a huge map upon which shoppers can walk and explore their region - centred on Vöcklabruck it shows an area of 4,000m² between Linz and Salzburg at a scale of 1:6,500).

- Two **lift towers** – one enclosed like a gold nugget and the other free-standing, silver painted and treated as a viewing platform.
- The **cafe terraces**, one sensually feminine and reminiscent of a silvery trout (due to its skin of shimmering mesh which is derived from the famous Fisher Pulpit in Traunkirchen) and one a series of angular glass surfaces, like a paper boat set by a child upon the surface of the lake
- A single, exuberant **free-standing tree** (black olive or bucida buceras)
- A luscious **curtain of greenery** hanging from the ceiling (chestnut vine or tetrastigma voinierianum)
- Semi-transparent **aluminium clouds** which shed showers of light rather than rain
- An information stand in the form of a **yacht** and benches in the form of floating **barges**
- **PA and lighting systems** of concert-hall quality
- **Façade lighting** from LED spotlights in the lighting masts which can be programmed or played as if by a lighting organ
- A restrained, five metre high **water spout**, which gives way to a waterfall, crashing full of life, sound and colour into the underground car park.



façade

Main Façade

The elegant northern façade of the simple rectangular building playfully reflects the light falling from the sky. The silver-grey panelling with its almost hand-woven quality is broken up by the entrances to the centre and other glazed façade openings which invite passers-by to discover the world within.

Such a north-facing façade presents a particular challenge to a designer in that it is always viewed against a back-lit sky and, especially on sunny days, has the tendency to appear dark. ATP's solution was to create a sort of veil – a lace curtain in front of the façade – which reflects the light of the sky. The varying thickness of this steel mesh has the effect that the depth and clarity of the façade also appear to vary – just like a cloudy sky in summer. In order to ensure that this effect has the same random nature as the sky itself a similarly random **cloud matrix** was developed in which nine steel meshes of varying thickness were overlaid in 11 layers. And, in order to further recreate the effect of the sky, the density of the mesh is reduced with the height.

In order to ensure that this shimmering and gently reflecting façade does not appear closed, it is overlaid with a range of openings - glazed areas of façade, terraces, bays and over-dimensioned display windows, which combine to lend the centre a more urban character.

The theme of "coloured shopping" is reinforced by the incorporation into this façade of coloured paneling (by day) and coloured lighting (at night).

Ten lighting masts clad in coloured plexiglas stand before the façade – colourfully glowing masts which cannot be overlooked from the road.

Building Skin

The east, west and south facades of the building are clad in sandwich panels which are occasionally interspersed by small playful colourful elements and detailed in such a way that no vertical joints can be seen.



Silvery lace curtain to the main façade



Main Façade



Building Skin

sustainability



Sustainability | Energy Concept

The notion of sustainability was very consciously addressed in the project with, for example, intense use of recyclable materials: timber for the roof, mineral wool for the insulation, natural stone for the floor of the mall and steel and aluminium for the façades.

The primary sustainable objectives were: the economic use of resources; not too much glass; not too much energy and not too much heating or cooling.

An economic and environmentally-friendly timber roof construction was developed on the basis of minimally dimensioned laminated timber beams.

The energy concept for VARENA is notable for its especially economical and environmentally positive level of consumption.

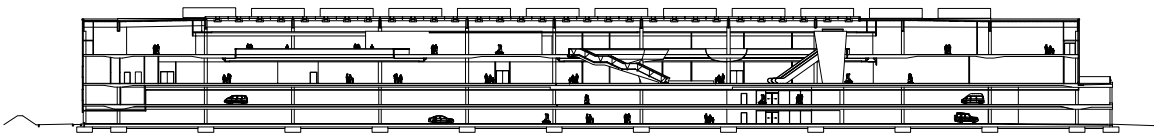
This was achieved by:

- the use of groundwater and heat-pumps for the heating of the building
- the use of environmentally friendlier district heating in times of exceptional demand
- the use of groundwater for the cooling of the building
- efficient heat recovery technology in the ventilation plant
- the use of energy-saving LED technology

These technical systems combine to ensure a 40% reduction in CO₂ emissions in comparison with a similar project using conventional technologies

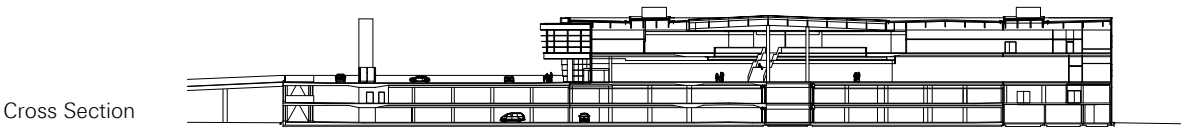


*Customers WCs:
Wall tile pattern incorporating the most
popular children's names in Upper Austria*



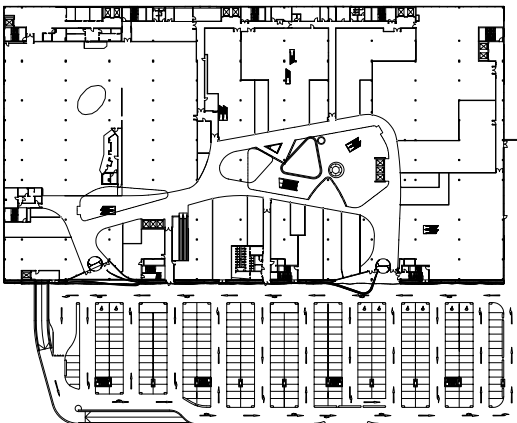
Longitudinal Section

0 2 5 10 M



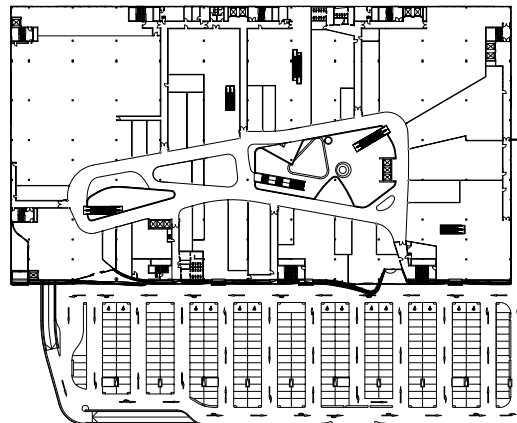
Cross Section

0 2 5 10 M



Ground Floor

U-L-3*



First Floor

U-L-3*

project information



PROJECT INFORMATION

Name: VARENA

Address: Linzerstraße 50, 4840 Vöcklabruck, Austria

Integrated Design: ATP Architects and Engineers

Process Leading Architect: Andrei Florian

Project Leaders, Design: Ioana Berceanu, Sybille Pittl

Architecture: Ioana Berceanu, Justinas Pajaujis, Philipp Pfister, Sybille Pittl, Melanie Zingerle, Mario Feischl

Structural Engineering: Martin Abentung,

Büro Herbrich Salzburg

Mechanical Engineering: Johann Knoll, Daniel Abfalder, Sladana Lee

Electrical Engineering: Wolfgang Göbl, Michael Schwab

Tender Process: Hannes Fritsche, Christian Küffler

Project Management: Andreas Rieser

Construction Management: Gerhard Zangerl,

Johannes Gerhold, Meinhard Legerer, Renate Hruza

Lighting Design: Robert Müller, Bartenbach Lichtlabor; Aldrans

Transport Planning: Büro Axis St.Pölten

Landscape Design: Michael Grote/ Berchtold, Klagenfurt

Project Start: 2004

Construction Start: 08/2008

Completion: 08/2010 (Construction Period 29 months)

Lettable Space: 32,000m²

Site Area: 52,000m²

Total Built Area: 97,000m²

Total Built Volume: 458,000m³

80 shops, 1,900 parking spaces, 500 m² childrens play area

Investment Volume: 82 million euro

Developer, Owner and Operator: SES Spar European Shopping Centers, Austria (CEO Mag. Marcus Wild; Project Leader and Centre Manager: Thomas Krötzl)

The Salzburg-based SES Spar European Shopping Centers is a developer, builder and operator of large retail properties and is the market leader in the field of shopping centres in Austria and Slovenia. In addition to this the company is currently active in Hungary, the Czech Republic and Northern Italy. The total lettable area of the 24 shopping centres currently operated by SES is around 700,000m². In 2009 the company with 1,500 shop partners had a gross annual turnover of over 2 billion euro. SES centres include EUROPARK in Salzburg/Austria which was named the world's best shopping centre in 2007 and ATRIO in Villach/Austria which was which was named the world's most sustainable shopping centre in 2009. The SES portfolio also includes a share of the SCS Vösendorf. Such services as construction management, the letting of shops, facilities management and centre management are also offered to third parties. SES is part of the SPAR Österreich Group of Companies.

For more informationen: www.VARENA.at and www.ses-european.com

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ATP ARCHITECTS AND ENGINEERS

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