EUROPE’S LARGEST TIMBER CONSTRUCTION PROJECT NESTLES INTO A HILLY LANDSCAPE

Image: ATP Architects and Engineers/Kurt Kuball

A wave-shaped timber roof covering 20,000 sq m floats above the 20 m high and 500 m long mall of the „Ecological Shopping Centre“. It is part of a 6 hectare timber roof-scape which nestsles into the hilly landscape to the North of Vienna. The construction of the G3 Shopping Resort Gerasdorf is far from being a „simple timber roof“. It is multifunctional and responds to a range of structural demands. The G3 Shopping Resort Gerasdorf was the first to be subject to an environmental impact assessment in Austria. It became named a klimaaktiv mobile project partner even before the construction was completed. The G3 Shopping Resort is seeking BREEAM certification. The focus of the architectural design process was the objective of creating a homogenous and, at the same time, dramatic building which sbttoo into the hilly landscape despite its size. For this reason, the building was designed as a ground floor building primarily.

With its huge rolling roof the building nestles gently into the rolling landscape of the Weinviertel. This design principle is continued in the interior of the building. The entire spatial sequence is flooded with daylight and the variations of forms, colors and materials reflect the collage of the Lower Austrian landscape. The architecture of the shopping center is distinguished to the exterior by its large, self-confident form while, to the interior, it adopts the tried-and-tested proportions of a shopping street. This simplifies orientation and ensures well-being which should become the hallmark of the G3 shopping center. It is one of the few shopping centers in Europe which engaged a feng shui consultant during the design phase. A clarity resulting from the high levels of daylight, pleasing colors and high-quality materials in the generous mall support the dramaturgy of the spatial program: two-storey flagship stores behind single storey shops alternate along the shopping streets with public squares which invite the visitor to linger.