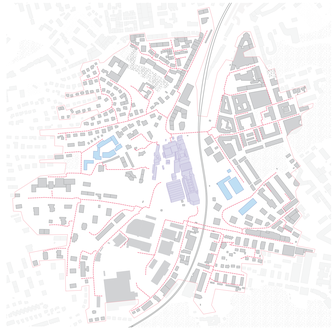
Too Ordinary To Be Another Case

Shifting from demolition to reclaiming the material and associative substance of the BlueFactory.

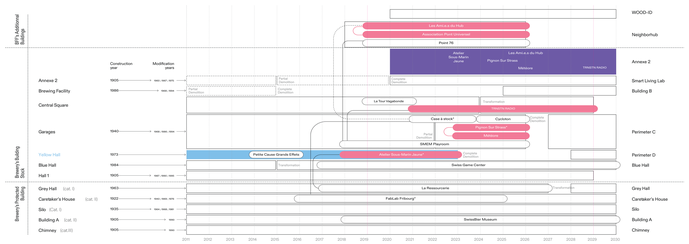
Located in the heart of Fribourg, the former Cardinal brewery site is being redeveloped into the BlueFactory, a technological park that aims to bring together business, research and culture. However, the site's transformation is driven by a development policy that prioritizes demolition over preservation, targeting what is deemed ordinary heritage. As a result, cultural and associative actors are displaced, and the site's uses become increasingly homogenized. Despite its aspirations to serve as a model project, the construction of the Smart Living Lab research building follows this same approach, beginning with the demolition of Annexe 2 – a former administrative building of the brewery.

Too Ordinary To Be Another Case explores an alternative to this demolition by highlighting the potential of the existing built substance and the role of the site's associative actors. By hosting the community center, the bicycle workshop and the independent radio station, the ground floor becomes the interface between the research program and the associative ecosystem, allowing the intervention to build upon existing networks of tenants to anchor the building within its urban context. Workspace clusters are organized according to acoustic and visual parameters, and partitioned with mobile devices that allow research teams to actively adapt their environment to evolving spatial needs. By valuing the site's existing resources, the project proposes a renewed development narrative grounded in intersecting programmatic spaces that highlight the synergies and interdependencies between researchers and Fribourg's associative fabric.

Situation Plan,
1:10'000

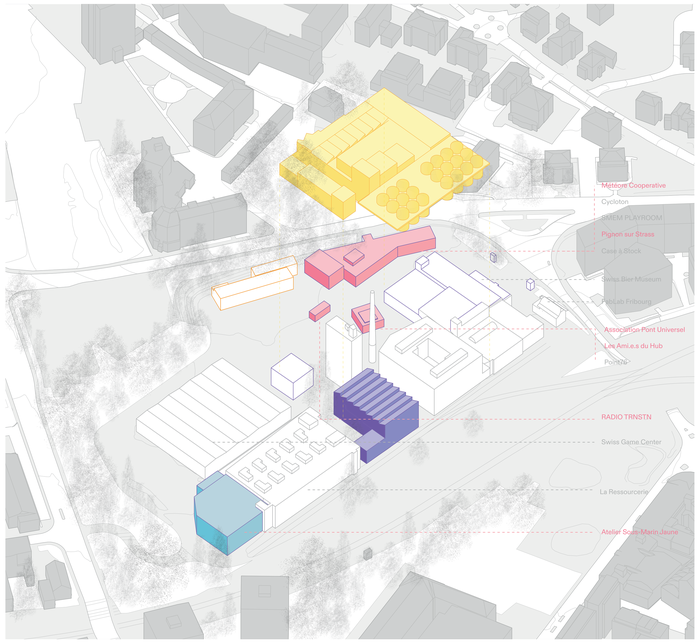


Neighbourhood Plan,
10 mins. walking distance

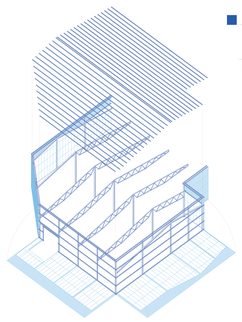


Transformation of the building stock in relation to the presence of associations

Preserved Association
Reused Building Components
Attested Synergy
Assumed Synergy



Site axonometry,
1:500



	Location	Component	Dimension (mm)	Stock
Primary Structure		Beam HEB 260	260x260x10000	9
			260x260x5000	5
		Beam HEB 240	240x240x10000	4
			240x240x5000	6
		Dual Pitch Truss	10x800x17000	9
Secondary Structure		IE/UA IPE 140	73x140x18000	52
			73x140x12000	8
			73x140x10000	9

Dual Pitch Truss

Polycarbonate sheet

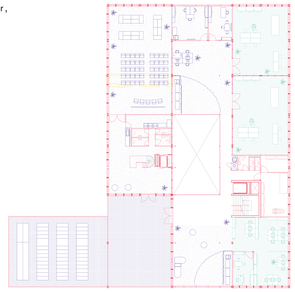
HEB 240/260

Corrugated steel sheet

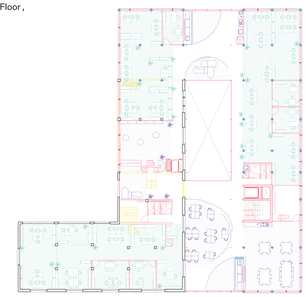
IPE 140

Building component inventory of the Yellow Hall.

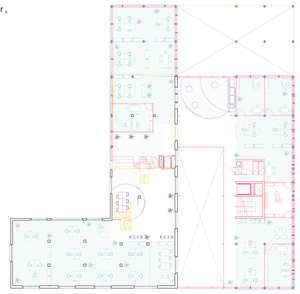
Third Floor ,
1:150

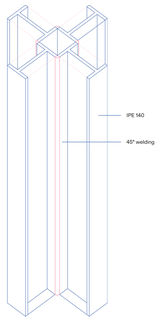


Second Floor ,
1:150

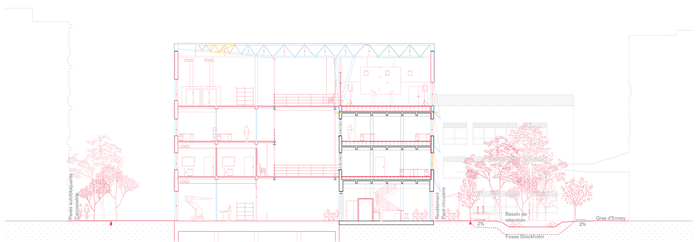


First Floor ,
1:150

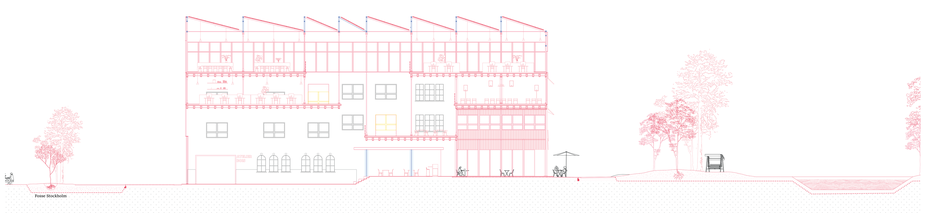




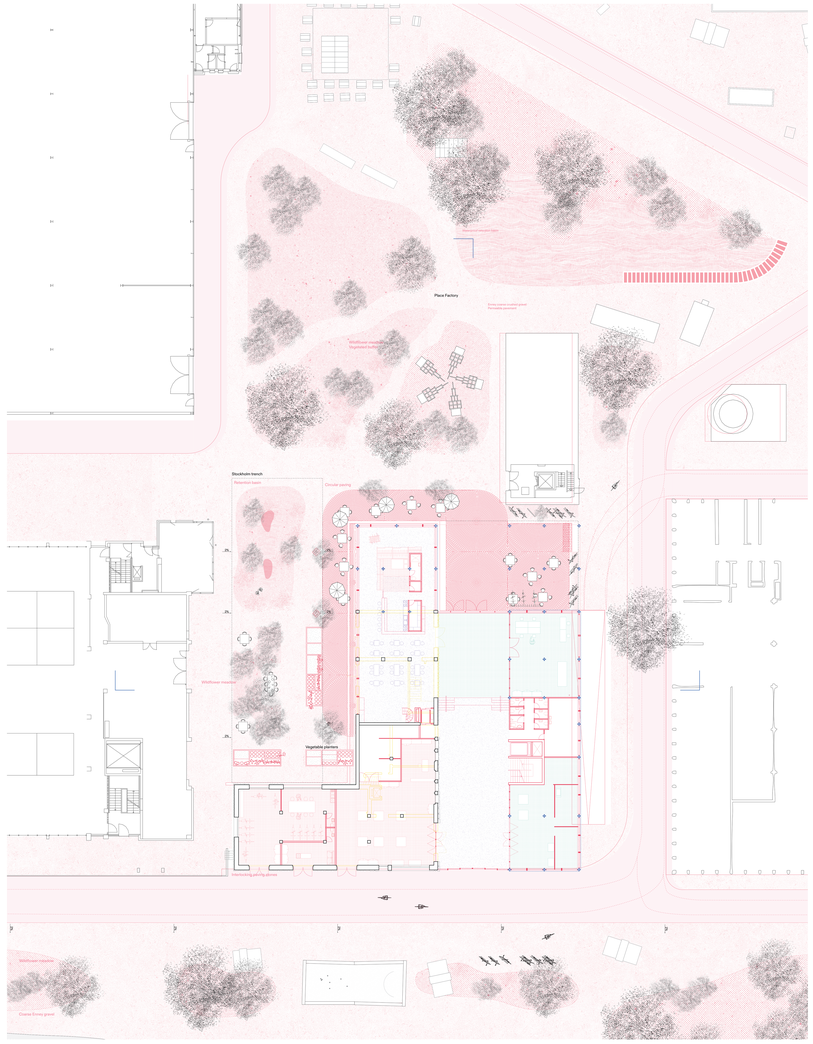
Reassembled building component



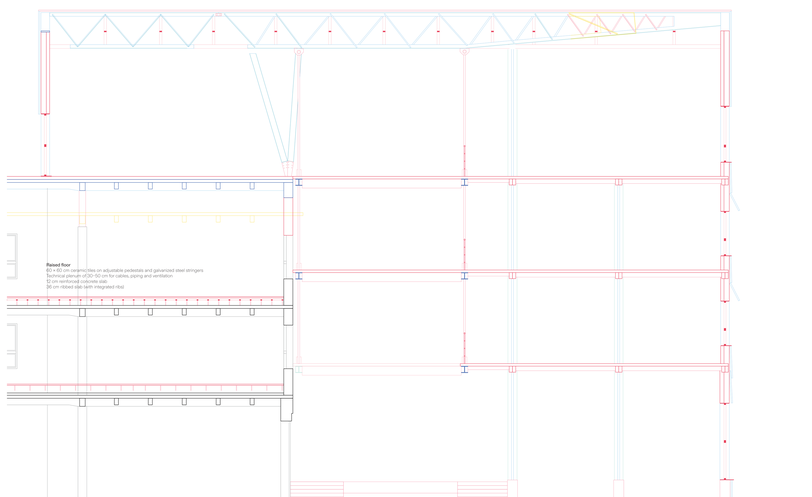
North-South Section, 1:150



East-West Section, 1:150



Ground Floor , 1:150



Atrium Section, 1:150