

RESEARCH STRATEGIES

on the example of Place du Marché and Jardin du Rivage in Vevey







Place du Marché, Vevey



6/16. Vevey. Jardin du Rivage et Ch



Research Strategies

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Sari Bianca Basini

Ryszard Nikodem Glocki

Martin Fröhlich Directeur pédagogique

Bruno Marchand Professeur

Antje Bittorf Maître EPFL

Claire Mollet Expert

Enoncé théorique de Master en Architecture à l'EPFL
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special thanks

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RESEARCH STRATEGIES

“The architect should be equipped with knowledge of many branches of study and varied kinds of learning, for it is by his judgement that all work done by the other arts is put to test. This knowledge is the child of practice and theory.”

Vitruvius, The Ten Books on Architecture

In his first book on architecture Vitruvius opens the paragraph by affirming the multidisciplinary understanding compulsory for the architect, who is by definition the Master builder (etymology from the Greek arkhi-tektion). Architecture needs research, as it requires multiple disciplines to work together. Science and art, theory and practice contribute in different ways to creating knowledge, which will shape the design.

To understand any place we have to analyse it deeply. Using various possible methods. Different strategies reveal different aspects and implications on urban form, architecture and their consequences on human being. Through Interdisciplinary analysis it is important to look at the relationship between built environment and human life. The quality of this relation makes a place successful and rich or poor and unpleasant. Human experience is deeply connected to built form, indeed a successful place does not only have a good looking appearance, but it is the way people experience it that defines its fulfilment.

In this phase of analysis preceding our project we intend to consider multiple research strategies and enquire how different elements affect the urban situation.

This work is developed and presented as a 'toolbox' in which we collect a series of strategies that are applicable while analysing an urban space and we will test them on a chosen site. We hope that this process will help us to develop a sensible architecture in relation to its environment.

Research is a lens through which the designer can understand reality.

By documenting the space through different medias and having different points of view we can read the qualities of the space itself and discover elements that we didn't know before. These elements can affect architectural concepts and generate a project that responds directly to the context. In this sense research strategies would affect urban design.

Thus we will consider research as an understanding process that allows us to read the potential of the space and provides the guidelines for an architectural project.

As the dictionary defines it:

- research 1. noun: a detailed study of a subject, especially in order to discover (new) information or reach a (new) understanding.

- research 2. verb: to study a subject in detail, especially in order to discover new information or reach a new understanding.

<http://dictionary.cambridge.org/dictionary/british/research>



*Gaspard-Félix Tournachon ('Nadar')
first aerial photographer
(1858)*

Research is a powerful information tool that can shape the architecture by questioning it at different stages during the design process. Research includes multiple forms of investigation. These have been changing over time, becoming more and more based on evolving technological tools. From the first hand made maps to the latest computer representation technology. Nowadays we can apply a wide variety of research strategies.

Numerous inventions have marked this domain. With the advent of flying technologies and the possibility for people to observe the world from the top, the cartographic and representation systems have been completely transformed. Since people started flying, at first with hot air balloons then with more advanced aircrafts, they have been refining aerial photography and powerful cameras that record very precise territorial documentation precious for architects and designers. First aerial photographs were made by the French photographer and balloonist Gaspard-Félix Tournachon ('Nadar') over Paris in 1858.

Computer technologies provide new forms of interpretation of the physical world. They are important tools as they facilitate data collection and transmission, speed and precision in the representation. They simplify the work of researchers, a work that few decades ago could take an enormous amount of time and human abilities. What would we do today without them?

Until the last century a lot of information was elaborated and filtered by man who was redrawing and representing the object of analysis. In so doing he participated as active subject in the data gathering process. The hand was the main tool to communicate knowledge and understanding by drawings. Despite technology makes things faster and more precise, it is still task of the researcher to scan this documentation and derive information that can be helpful for a specific use. We consider the hand to be the most direct way of input and output of data for architects, as it allows dialogue between thoughts and physical world during the design process.

Today we are capable of describing and measuring a place in detail regarding all its physical aspects such as sun, wind, topography, quality of the ground, presence of water, vegetation and so on. In some countries like Switzerland the information is easily accessible online by everybody. Data are organized by theme and documented through diagrams.

With digital cartography we can decompose the real world in categories represented by layers, through which it is possible to classify and organize different elements and observe the spatial relationships between them. Afterwards we can interpret the information derived by computers into diagrams and the diagrams into new forms of knowledge. This process creates a new understanding about the functioning of a place, its origin and its potential.

Due to digital drawing, nowadays the traditional concept of scale is not applicable because computer systems with 2d and 3d programs make the illustration independent from the scale. Visual supports are very important. Used both in the inductive search for patterns and irregularities or for deductive testing of hypothesis. The information often speaks clearer when translated into a diagram. An example is the diagram on the next page by the American town-planner and researcher William H. Whyte shown in his movie-documentary: "The Social Life of Small Urban Spaces" 1988. This is what Whyte called sighting map. In it one could record the location of every sitting or standing person, weather male or female, alone or with others, in about five minutes. This is a simple but efficient tool. In the map of the Seagram Building Square the red dots represent the places where people stand. We see how people tend to feel more comfortable on the side. Some questions come spontaneously to our mind: Is their position determined by the surface of the ground? Or maybe by the shadows? Or again by privacy, accesses and circulation reasons? Whyte developed an entire research about this topic answering these questions to understand how buildings, natural elements and people interact with each other.

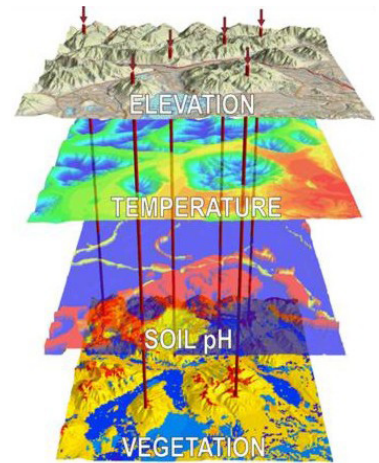
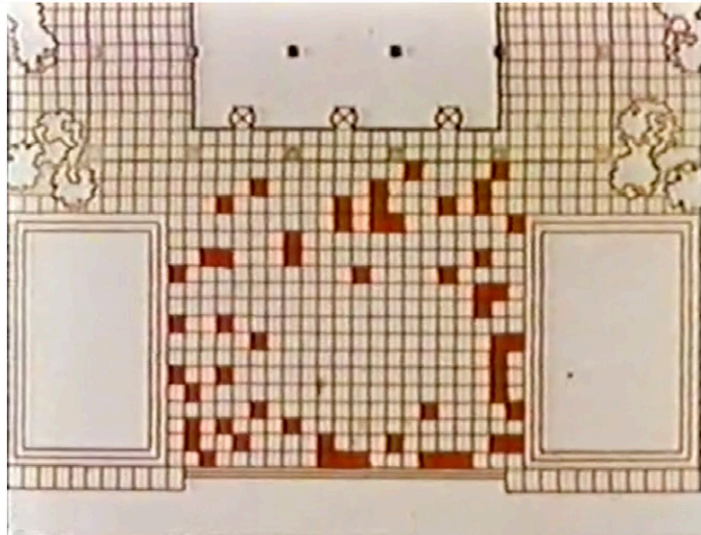


diagram of Predictive modeling
<http://kenex.com.au/Predictive>

*Sighting map of
Seagram Building Square
William H. Whyte "The Social Life of
Small Urban Spaces" 1988*



Patterns are recognizable for people by studying their position in a square. In the same way we can recognize the logic behind cities location in the world.

Thanks to aerial photos and mapping we can get, with only one look, a general overview of the world urban areas. And so recognize which elements determined the urban development, either for political, economical or geographical reasons.

For example the world map by night clearly shows the location of cities. The major conurbation can be found near the coast. In fact, as we know, people have always settled mainly along the water as a fundamental element for the evolution of life and of the city itself. The coastline is indeed much more densely populated than the hinterland. But what if this coastline would change? The world temperature rise causing glacial meltdown makes this hypothesis a realistic scenario. If all the ice on the global surface melted what would be the new urban scenario?

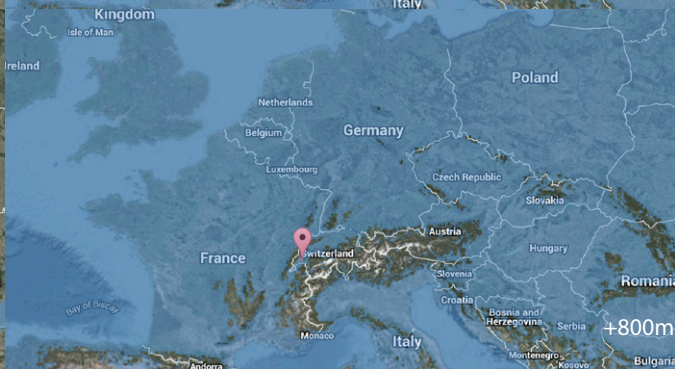
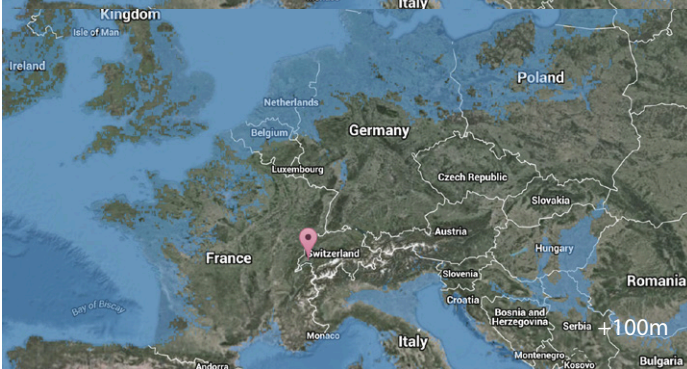
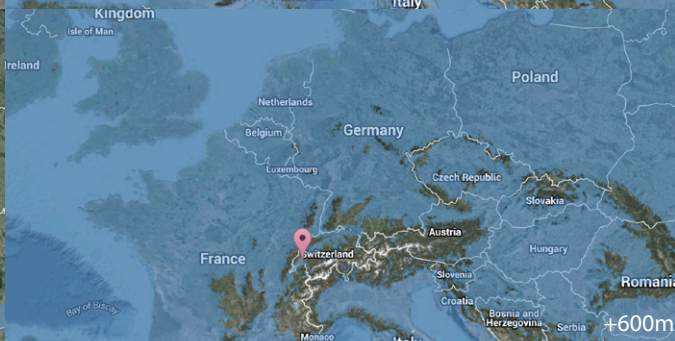
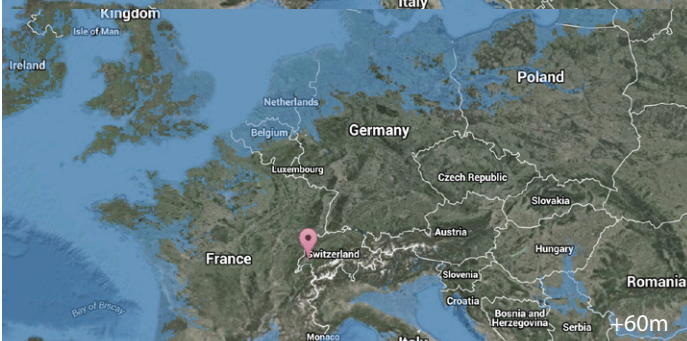
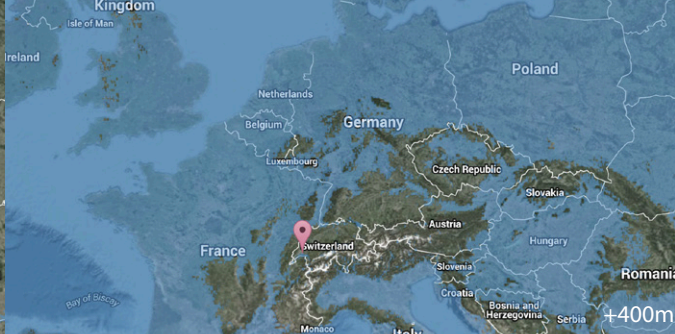
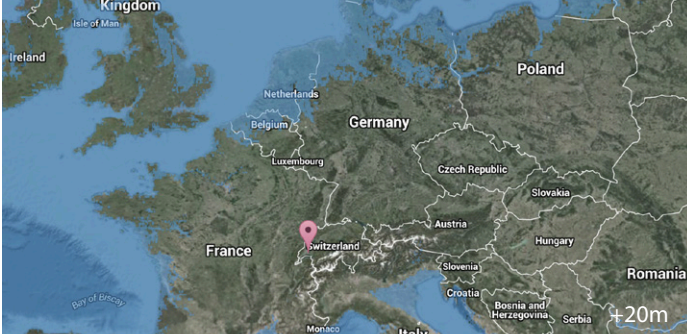
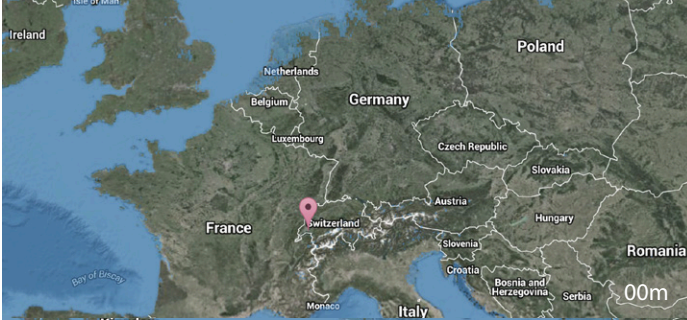


To answer these questions we should look at the following images which are products of analysing the impact of world sea level on the coastline.

Thanks to digital diagrams available online we can see how, in the event of a sea level rise, many highly populated regions would disappear under the water, leading to greater economical, political and social problems. This representation could foresee the development of the urban situation and give some guidelines for town-planners to understand and rethink built areas in order to propose appropriate solutions.

^ Photo of the world by night
<http://earthobservatory.nasa.gov>

> Diagrams of sea level rise
<http://www.floodmap.net>

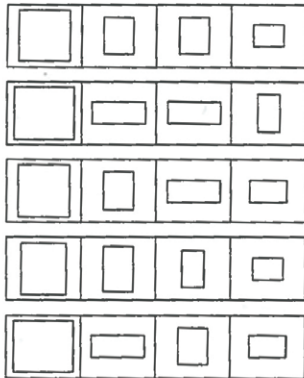


Research on different elements and their impact on architecture can be made at any scale. Zooming into the urban scale all elements could be considered to better understand the complex puzzle that composes the city. From the configuration of streets and public open areas, through the shape of buildings, to the smallest detail of chimneys, doors, balconies and windows. All these components could be considered for analysing the site while doing research in architecture.

Cataloguing several architectural elements provides an outline of existing patterns. The scheme below is the result of a research about windows size and shape. The investigation considers the city of Phoenix and Chicago respectively in the south and in the north of the United States of America. After recording the forms, windows patterns can be generated by algorithms. This was meant to generate the design according to optimized environmental performance of that specific context and regulations.

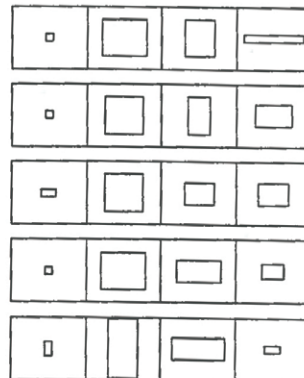
PHOENIX

north south east west



CHICAGO

north south east west



< diagrams from Luisa G. Caldas and Leslie K. Norford, "A Genetic Algorithm Tool for Design Optimization".

> fragment of the map of Rome, by Giambattista Nolli, ca. 1692-1756

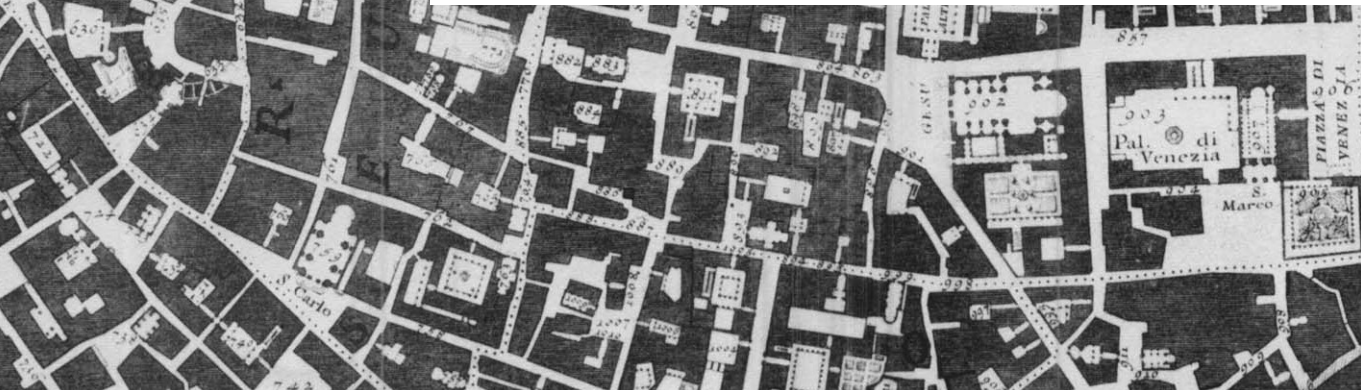


As we showed in the previous examples we are given many visual supports and we have the possibility to access a huge amount of resources that are already available whether in paper or digital format. Other people have previously collected this material and our interpretation of it can have a first impact on the design concept.

One of the oldest tools ever used for architectural analysis is probably mapping. Maps are mirrors of political, social and natural aspects. They are identity cards mandatory to understand a place and how it is linked to the context.

We can use various types of maps. Some of them will be objective, showing facts and describing situations and some will be subjective, given by the architect interpretation or by people personal perception.

Nolli map offers an immediate image of the city of Rome. By showing solids in black he highlights the relation with the voids left in white and gives a clear image of the urban form. With this style of representation it focuses on one particular aspect that is the relation between buildings and open space. This map is not a photographic representation as it was elaborated by the mind of the surveyor.



Mental mapping has become a significant tool to synthesize and represent things in a city as perceived from its inhabitants, according to their subjective point of view. It shows how different perceptions create different realities. The architect focuses on the stimuli that the occupants experience, not only inside the building but also on their way to arrive and to leave the place.

Bicycle Path/Greenway Survey

This voluntary survey is being conducted through the University of Michigan for a Ph.D. dissertation on the determination of attractive destinations and their features on a multi-use path. We would like you to help us identify the locations of these destinations and to also list the elements that make that destination preferred. Please use the attached stickers on the survey. Out of a trial of 6 survey techniques, use of the stickers emerged as the most effective technique.

First, use the following code for the stickers, placing them as appropriate, on the map. You do not have to use all of the categories of stickers and you can use as many or as few stickers as you like.

Second, beside the spanglely star sticker for the destination or destinations, please describe the area or features so that the destinations can be located. Also, please assign a number in order of preference to the destinations with #1 being the most preferred destination. You can have as many or as few destinations as you like.

Third, on the additional sheet of paper, please list the destinations located by you on the map according to the rank order with #1 being listed first. Below each destination, please list the preferred features at this destination and identify with a check, the top three or four features at each destination.



1. Put a plain star by one or more areas that serve as the place or places you start on the path.



2. Put a spanglely star by one or more areas that serve as destinations or places, which even though you may pass by, you feel you have "arrived."



3. Put a smiley face circle by the places which you particularly enjoy and/or look forward to.



4. Put squares by places that serve primarily as way-finders (visible cues about your location) that might be attractive or unattractive.



5. Put a line of small dots by stretches that you find appealing.



6. Put a long bar or many bars at the places or stretches where you are bored.



7. Put bugs/ants by individual places or things that you find unappealing.

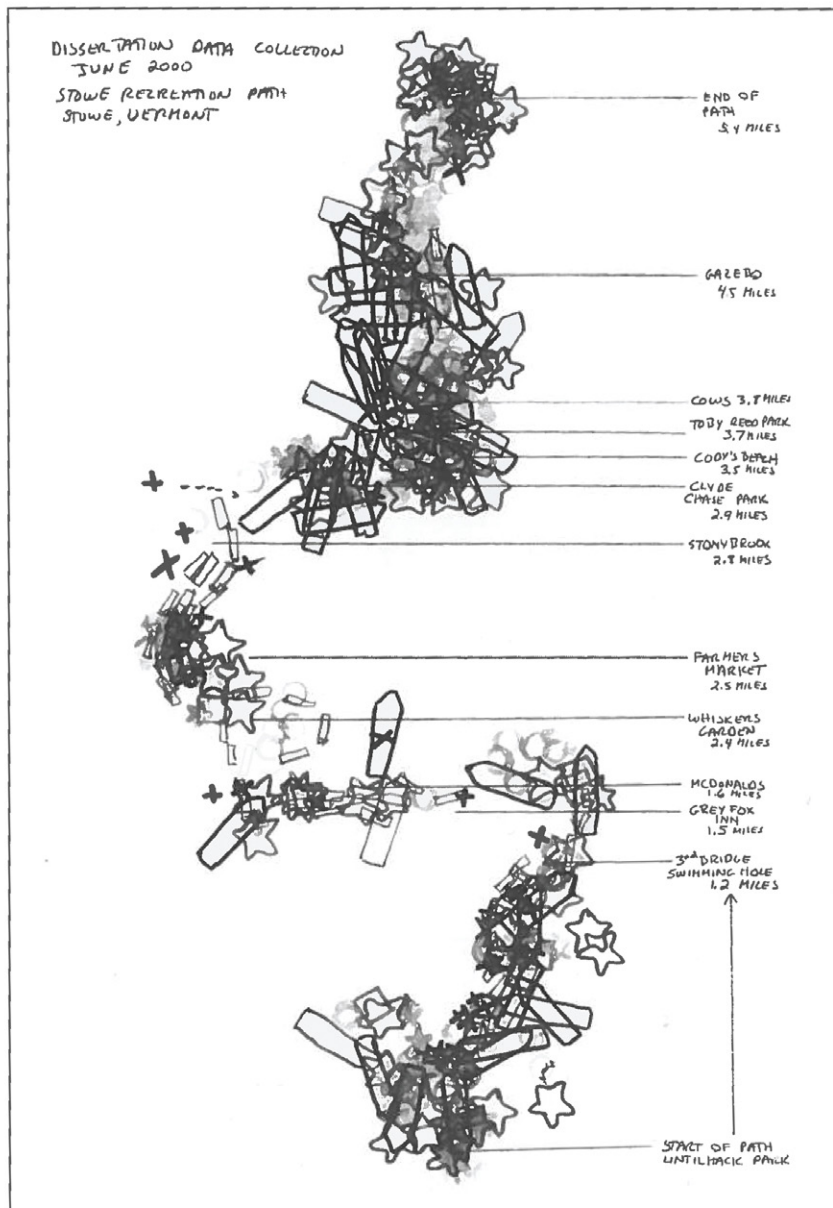


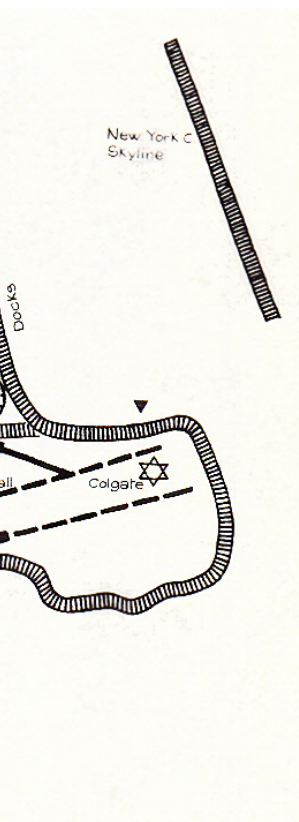
8. Put an arrow/pointer indicating the direction where you enjoy a view.

Mapping instructions for Lusk's greenway study.

Courtesy of Anne Lusk.

Composite map of Stowe, Vermont
greenway.
Courtesy of Anne Lusk.





	PATH	EDGE	NODE	DISTRICT	LANDMARK
over 75% frequency					
50-75% "					
25-50% "					
12 1/2 -25% "					

Kevin A. Lynch
'The Image of the City', 1960

APPROACH

We decided to consider the city as an alive system where the space is not homogeneous. Interrelated components are in continuous change: public and private space, open and closed, green and built, filled areas and voids. The city can be read as a written page. Which is never finished.

By means of selected tools we will be observing the spatial urban phenomena of this location and their evolution in time, and let them tell us about the life and the needs of the space itself.

With this work we do not aim to describe all research strategies that we can use for architectural design, neither to find new approaches. For many books have been written about this topic and some people dedicate their life to the subject. We would rather test some methods in a chosen context and, with the available information, try to find out synergies between objects and subjects involved and their impact on architecture.

It is difficult to organize into categories all the research strategies available today, as they are often interrelated and they mutually reinforce each other. Two-dimensional data can be integrated with three-dimensional ones. Photos become maps and maps become diagrams.

We tried to structure them as follows :

- Historical perspective
- Data collection
- Experimental ways

I. Historical perspective

Our research begins with the historical exploration of the site chosen for our project in Vevey.

History has an important role as it can reveal the sense of our present and possibly affect our next design decisions. So a sensible project should not ignore historical factors and should be based on cultural background.

II. Data collection

A wide variety of data is available to the smallest detail. Specific computer programs and new technologies facilitate the data collection and provide a huge amount of information. It is then architect's task to select and translate these data into a meaningful project.

III. Experimental ways

Experimental approaches take advantage of new technologies to investigate the space and its use. For instance fixed webcams with turning lens can provide real time photos 24h/24h 360° view recording everything and everybody in the frame.

With these non conventional methods based on computer technologies we can discover patterns, anomalies and analyse elements in the space. By overlapping them we can investigate relations between factors during time and see how modifying one in a given configuration will have consequences on the whole system organization.

CASE STUDY

VEVEY

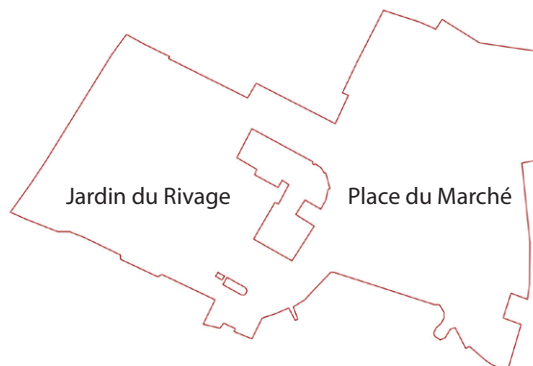




In this chapter we intend to better understand a chosen public space by documenting it from different points of view and applying some of the previously mentioned methods.

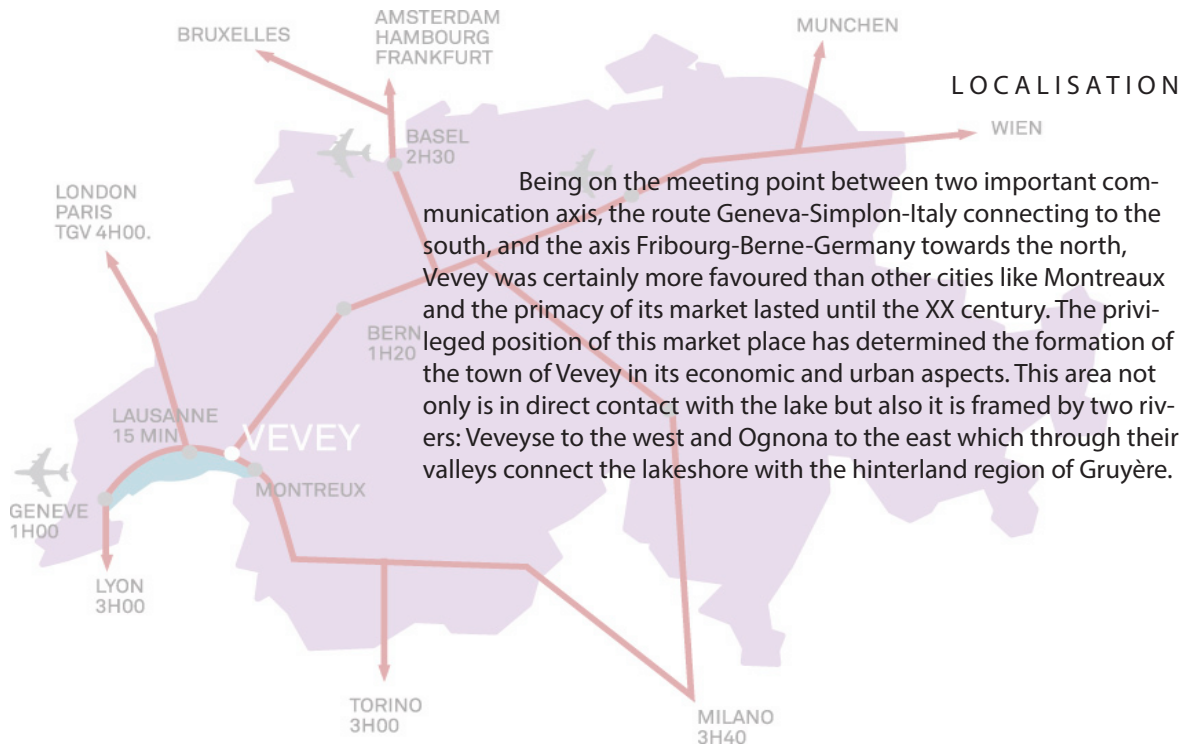
Vevey is a Swiss town on the north shore of Geneva lake counting 18 600 inhabitants. Despite the small size it has one of the largest open squares in Europe: “Place du Marché” measures more than 10 000 m². Why this space was meant to be so generous? How was it transformed over time in relation to the development of the city?

We decided to examine this place, because since we live close to there, we have the possibility to observe it in all its different forms and to experience it personally. The site of interest also includes “Jardin du Rivage”, a green open space that faces the lake extending the public area to the west of the square.



We were intrigued by this configuration for the complexity of mutual relations between its constituting elements and for the delicate balance between public and private. We were also fascinated by the fact that the square has kept unchanged its original shape during centuries while at the same time being so flexible to host the most diverse range of activities. In this way it works as a fixed frame that can enclose different usages.

In the last years many projects have been presented for the rehabilitation of this area, that was also subject of several referendums. Today it is a hot-debated zone for political and economical reasons. This is why we got interested in studying the context to better understand the place and develop a project during next semester.



Water was a fundamental element that facilitated the trade between this territory and the other side of the lake. The region flourished thanks to taxes that were asked for the merchandise to transit. Nowadays other forms of transportation have been developed, therefore this city is not anymore a primary exchange location and the water has lost its role in the economical commercial system. Nonetheless the original urban footprint has remained and demonstrates the strong relation, both physical and visual, between the city and the lake. New forms of transit define the lake transport sectors, which are mainly connected to tourism and leisure. They take advantage of the location considering the waterfront as part of a larger network of community places along the lake.

VEVEY SQUARE GARDEN

Why do we treat the square and the garden as a one space of analyse?

The lakefront in Vevey includes a succession of public spaces that are meant to host public life. For what concerns special celebrations and public events the core of the town can be identified in the area bounded by Place du Marché and Jardin du Rivage. We think that these two spaces should work together and form a continuous structure along the lake that responds to the city system and improves it.

Today Place du Marché is used as an open air parking which fits more than 400 cars. It seems of no social use during regular weekdays except in market hours on Tuesdays and Saturdays. It is most of the time a functional space, not of great interest for people however it suddenly transforms and animates during special events. The garden right next to it is a generous multiuse area where many people go for a break during lunchtime, they walk their dogs, mothers bring their children to play, elderly people sit to chat and teenagers meet and play basketball.

The geographic situation of this site in direct contact with the lake and in visual contact with the distant facing mountains has a unique value. There are other similar gardens along the water in Vevey but only Jardin du Rivage profits from the proximity to the central market square, the old town and the train station. Nor we can find another square as big as this one, facing directly the water, along the whole shore of the Lake Geneva. Montreaux Market Square, has different features. It is smaller in size, it does not serve as parking, it does not face south and the old town does not surround it. However garden and the square are meant to form one continuous space along the lake as it is in Vevey. This is proven by old photos and maps showing a continuity of the promenade in its form. A row of trees defined the space, ideally and visually connecting the open spaces along the shore with each other.



*Public buildings
around Place du Marché and Jardin du
Rivage*



Vevey

Place du Marché
and
Jardin du Rivage



Montreaux

Place du Marché
and
Jardins de la Rouvenaz





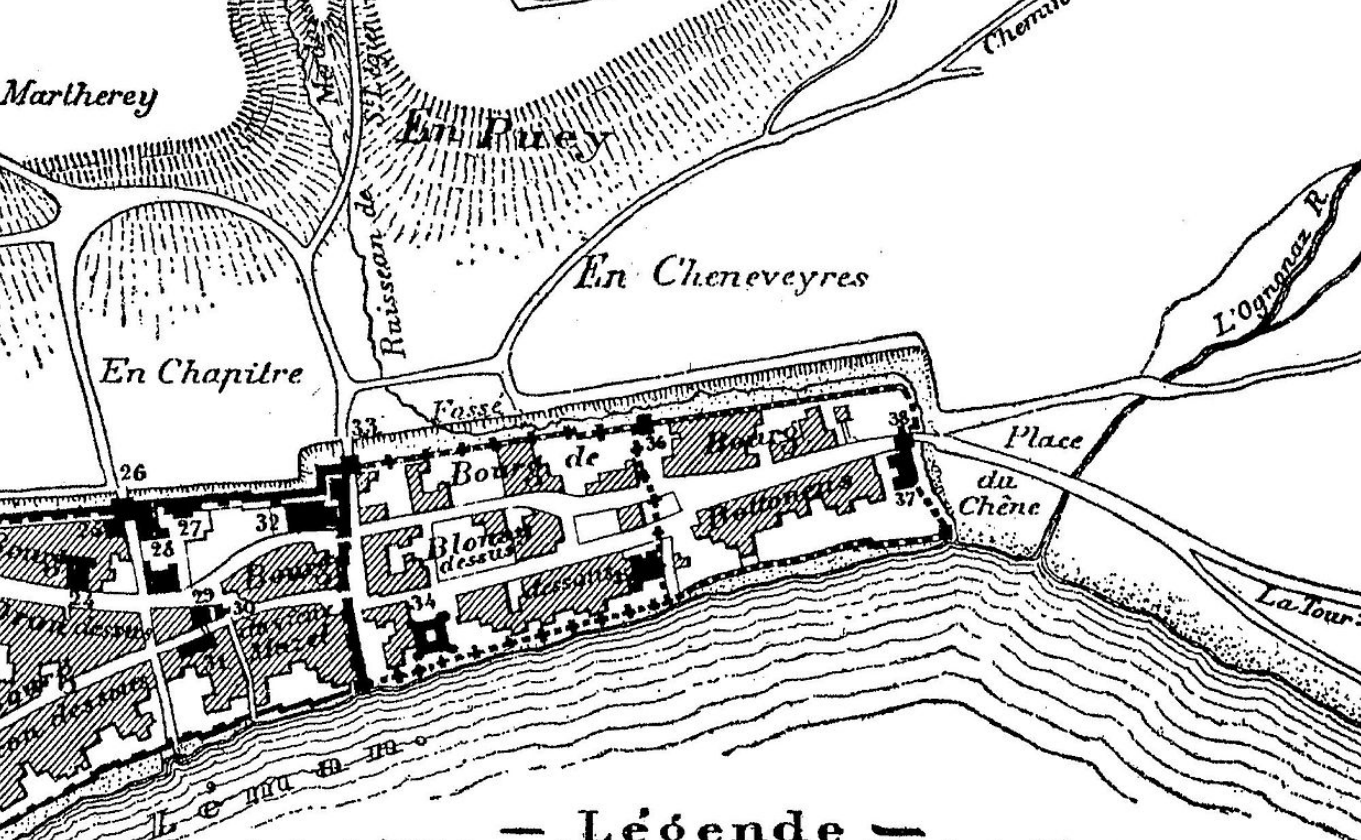
HISTORICAL PERSPECTIVE

Maps help to understand origins and development of the city and show how the urban form defines the individuality of a space just like an identity card. With maps we can explore the physical conditions of the site where the city rose up and we can analyse the urban situation as a result of the relation between different elements in the urban context.

“We use the term “map” loosely to describe any form of representation that reveals unseen space, latent conditions or narratives in and of the city”

preface, Urban Maps: Instruments of Narrative and Interpretation in the City.
Richard Brook & Nick Dunn. Ashgate. July 2011

The city of Vevey arose thanks to its strategic geographic position that allowed far distance trade among other cities along the lake and in the hinterland. Initially it was a commercial site and buildings spontaneously generated around the central market square. The square was set up to the west of the city because of the geological conformation of the bottom of the lake. Coming from the river Rhône, this was the first part of the lake shore deep enough to allow boats to approach the dock and download their merchandise directly onto the ground without using any additional smaller boats to transfer their goods from the lake to the mainland.



— Légende —

Extrait de l'histoire de Vevey de M. Albert de Montet.

- | | | |
|--|----------------------------------|--|
| 1 Chapelle S ^{te} Marie Madeleine | 14 Porte au vent | 27 Maison du Mayor |
| 2 Hôpital de Mont Joux | 15 L'Aile | 28 Chapitre |
| 3 Moulin du Clergé | 16 Moulin d'Oron | 29 Maison de Ville |
| 4 Moulin de Blonay | 17 Chapelle du Sauveur | 30 Chapelle de S ^t Jean |
| 5 Tour de S ^t Martin | 18 Porte " " | 31 Hôpital du vieux Mazel |
| 6 Eglise de S ^t Martin | 19 Maison d'Oron puis de Gruyère | 32 Eglise et Couvent de S ^{te} Claire |
| 7 Nouvelle cure | 20 Sannerie | 33 Porte de S ^{te} Claire |
| 8 Guérites | 21 Tour d'Oron | 34 Bellestruches |
| 9 Tour de Bolliet | 22 Cour au Chantre | 35 Maison de Blonay |
| 10 Poterne des Maréchaux | 23 Porte des pchyminery | 36 Porte de S ^t Paul |
| 11 Porte de la Villeneuve | 24 Maison Preux | 37 Maison de Cojonay |
| 12 Moulin du Chapitre | 25 Ancienne cure ou doyenné | 38 Porte Boltonens |
| 13 Tour de Vuippens | 26 Porte du Chapitre | |

Quartiers incendiés le 30 Juin 1688.

PLAN de la Ville de **VEVEY**

en

1726

par

A. de Mandrot, L^t Colonel féd^l

1862.

Signes.

-  Vignes.
-  Prés.
-  Bois.
-  Cours d'eau.
-  Jardins.
-  Maisons.

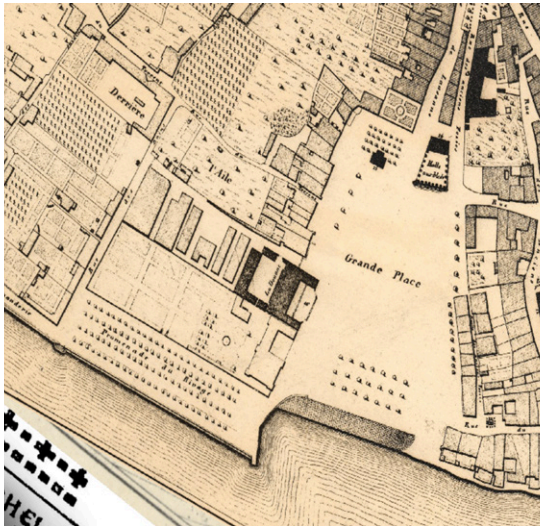
 Place du Marché &
Jardin du Rivage
today (2015)



Echelle

0 10 20 30 40

1840



1889



1893

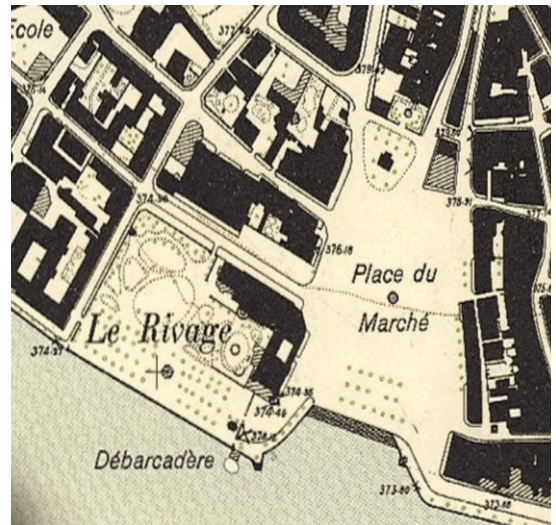


1913



1926

1937



1945



1955



1967



1980



1998

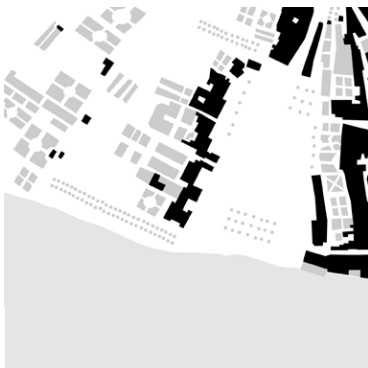
2015



NOLLI MAPS

We decided to redraw all the maps previously collected in the style of Nolli map. In this way they are more comparable, understandable from the spatial point of view and we can better see the relation between solids and voids.

Through the following maps we can read the different mechanisms that link Vevey to the lake region so to investigate the origins of the city and the development of its urban form over time. By comparing different historical plans that are available today we can recognize the most significant stages of the construction process in the selected area. How did the spatial structure evolved to become as we see it today? Which are the causes and consequences of this process? How could it develop in the future?





Middle age

Originally the market square was outside the walls of the city for security reasons and to have an appropriate large space for trading, that could not have been found at such scale inside the walls. The size of this square related indeed to the larger scale of the region. It was a place for exchange of any products coming from the surrounding cantons, from the lake and from further regions of Europe. This was a strictly functional zone and it represented a meeting point between the city and the countryside, the lake and the hinterland. The area to the west of the square consisted of fields and few buildings, which were used as market halls dotted the edge of the square.



1726

As time went on the market halls have been bought by rich merchants and have been transformed in private residences with the creation of new private gardens. New gardens also appeared along the ancient walls and new buildings sprout all around the square. Moreover the lakefront received some interventions consisting of the plantation of rows of trees. These trees framed the square almost entirely and two continuous rows stood along the shore toward west in between the lake and the private gardens. The shore on the east side was not accessible as a public space since the built area projected directly into the lake.



1840

In the first half of the XIX century the castle was transformed with significant extensions towards west, a rectangular shaped garden was created in front of the new bodies and some trees were put along the waterfront, both on the square and in front of the garden. Many buildings were added all over the city and a new barn, which use was linked to the market, was put on the north side of the square. By this new building that was positioned in the centre of the north line facing the lake, the square was given a new axial structure.



1889

Thanks to the arrival of the railway in 1865 and the development from 1833 of water transport such as steamboats the area around the square kept densifying while the market place maintained its geometry and remained untouched. In the meantime the city had started to use this space for important public cultural events such as the Winegrowers festival that every 22 years gathers people from all over Switzerland. Hence the need to keep the square free from trees and new construction, so it could be use when necessary for temporary installation. The lakeshore in front of the castle was given a public character by designing the garden in a new style and by installing a fountain.



1913

Opening of the street connecting to the train station towards north and widening of the street behind the Castle. The lakeshore was not yet a continuous walkway. In fact the promenade along the lake interrupted in front of the market square and there was no physical spatial continuity towards east. From this moment onward the overall configuration has not changed anymore.



1967

In those years one extension of the Castle was rebuilt. This part served as a restaurant and despite its reconstruction in modern style it kept its public function. The water in front of it was made accessible by few comfortable steps from the garden and the dock was enlarged.



1986

Some adjustments were made especially in the green areas: the treeline along the lakefront was interrupted chopping down some trees that formed a continuous promenade from the square to the garden next to it.



2015

The square has been kept as open space until now. It is a specific characteristic of this city to have such a large open area in the very centre and it enhances the quality of the place as long as it serves public life. In the last decades there have not been major modifications in the plan. The volume framing the “Jardin du Rivage” on the right upper corner has been cut to let space for new architectural projects. Twenty-two trees were removed on the occasion of the Winegrowers Festival in 1999 and they were never replaced leaving an open view over the lake.



Winegrowers Festival in 1955, 1977, 1999





BEFORE&AFTER

This strategy consists of taking a photo of the place in the same frame as the historical one. By putting them together we can clearly read the differences caused by time.





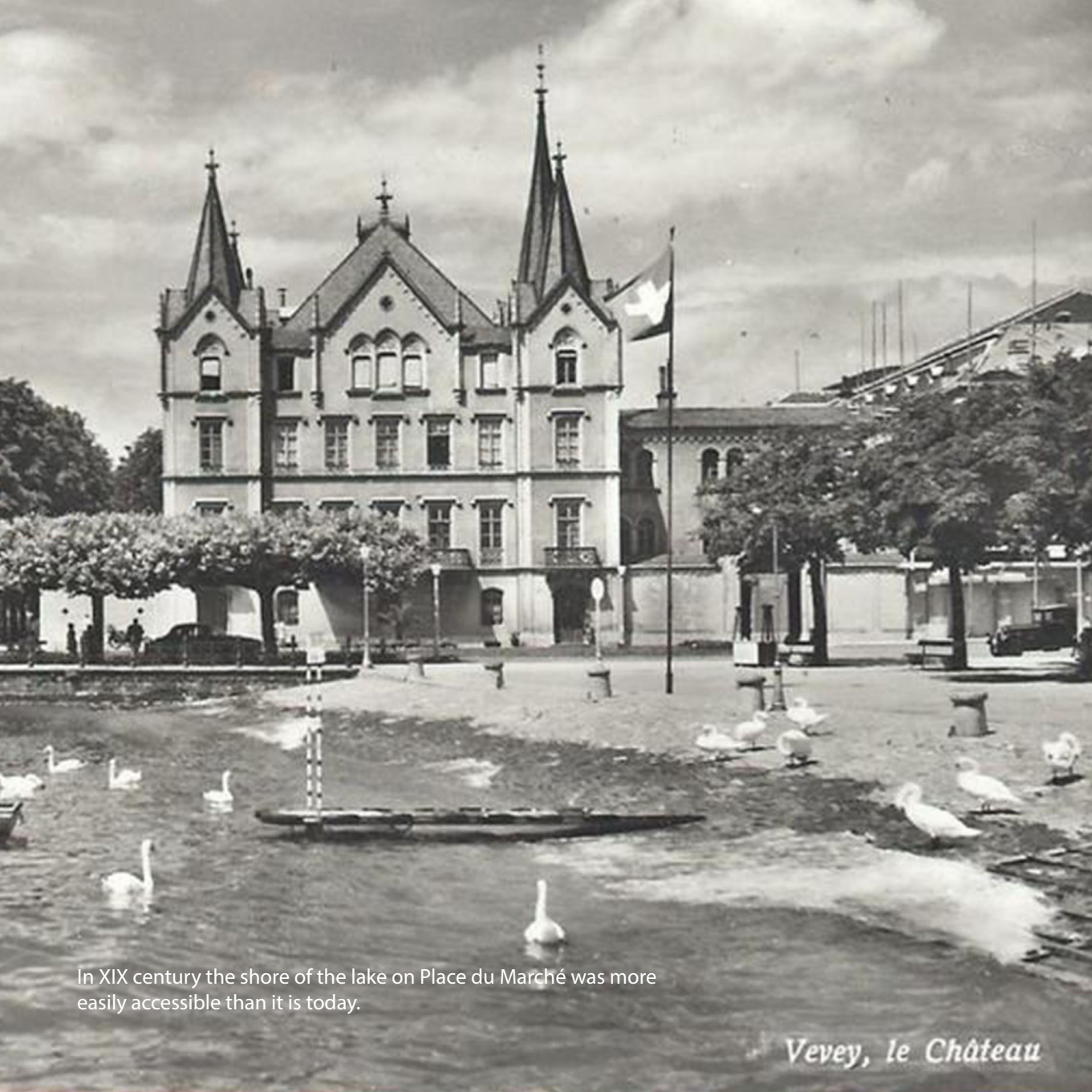
Here for example we could notice the lack of chimneys on the roof of the building which were needed in XIX century.





Except the enormous structure holding the stands for the Wine-growers Festival in 1955, we can notice the small extension facing the lake which does not exist today on the building closing the square.





In XIX century the shore of the lake on Place du Marché was more easily accessible than it is today.

Vevey, le Château





This photo from the recent history shows the Restaurant du Rivage with its remarkable terrace facing the garden and the lake, which was destroyed in 2013 in order to build a housing complex.





Some architectural elements permanently etched into the urban landscape like for example these three 'towers' dominate even today above the strong presence of cars.







"In a city the atmosphere is all around you and is ever changing. New things will become old things, so the idea of continuity is very real. Time is a great architect".

Alvaro Siza

Restaurant du Rivage



1945



1980





DATA COLLECTION



PUBLIC BUILDINGS

- 1. auditorium Salle de Castillo
- 2. tourist office
- 3. theatre
- 4. cinema

- 5. museum of the Photography
- 6. school
- 7. kindergarden
- 8. public toilet



PEDESTRIAN ZONE



CAR ZONE



RESTAURANTS and CAFES

Diagrams facilitate the understanding. Interacting with schematic representation forms of reality helps to develop ideas and guides during the design exploration.

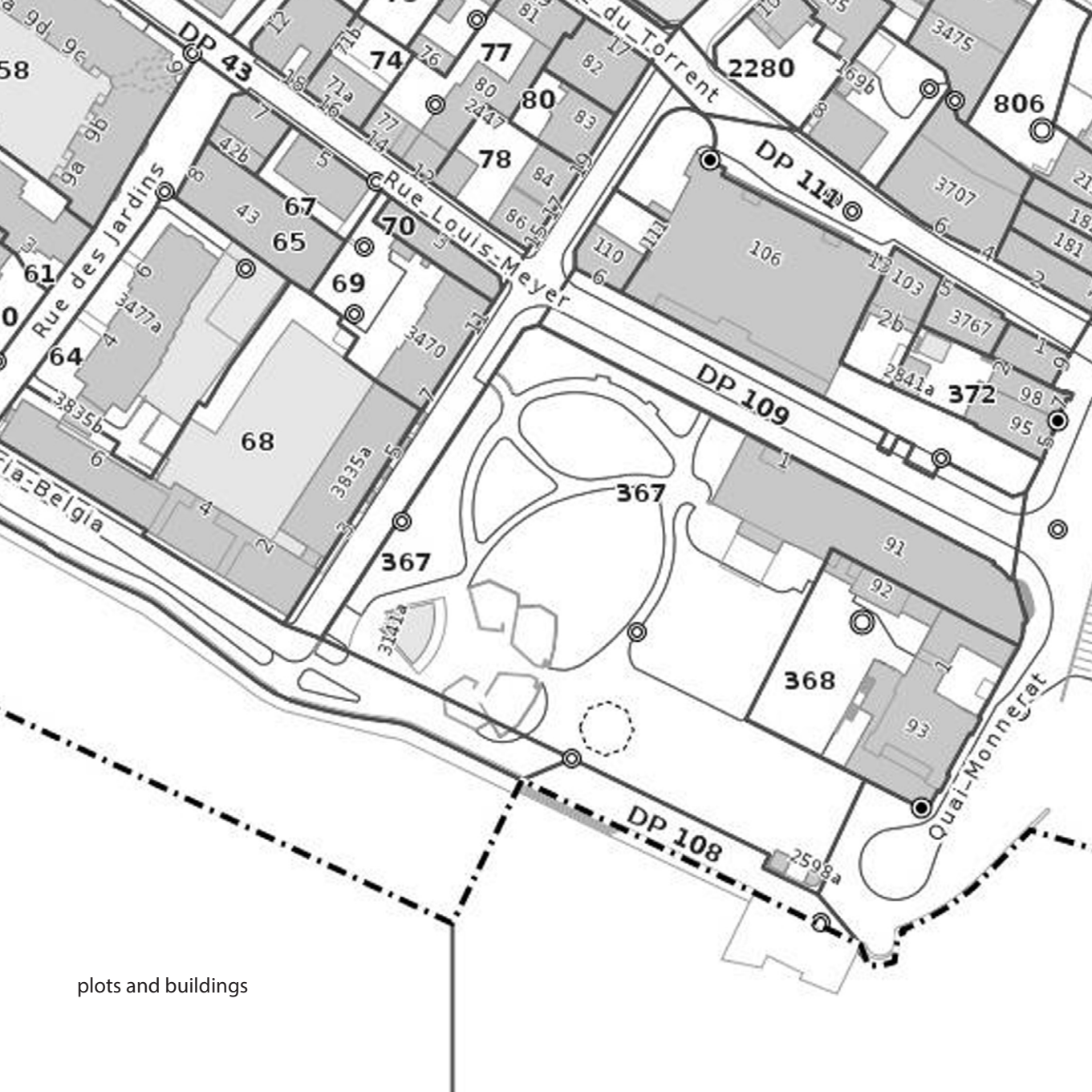
By diagrams it is possible to describe all types of existing elements. Nowadays Internet is the fastest tool to communicate information and to collect it. In a country like Switzerland anybody can have access to the web. There are specific websites in which this kind of material is collected. For the Vevey Riviera region the main ones are the following :

map.cartoriviera.ch

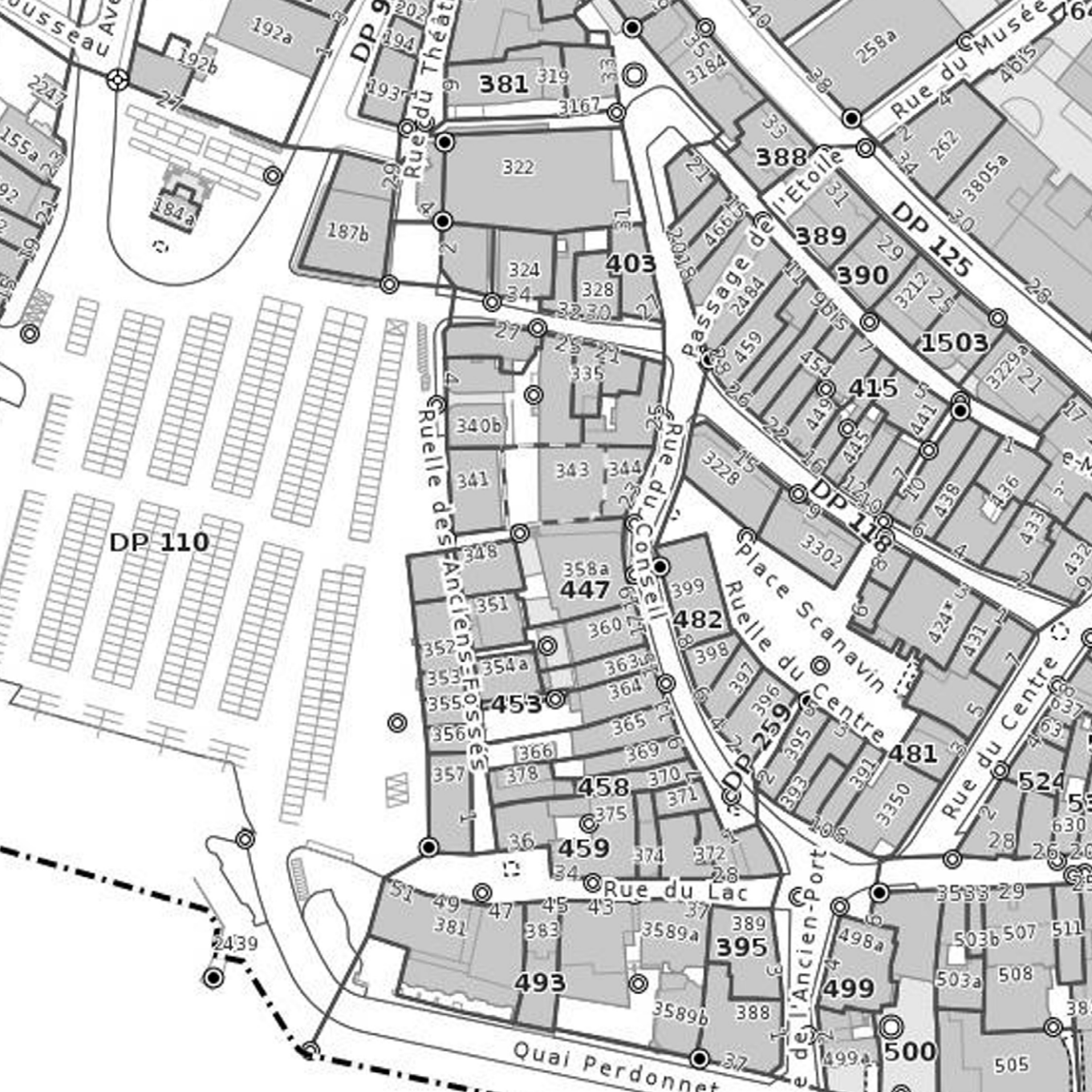
geoplanet.vd.ch

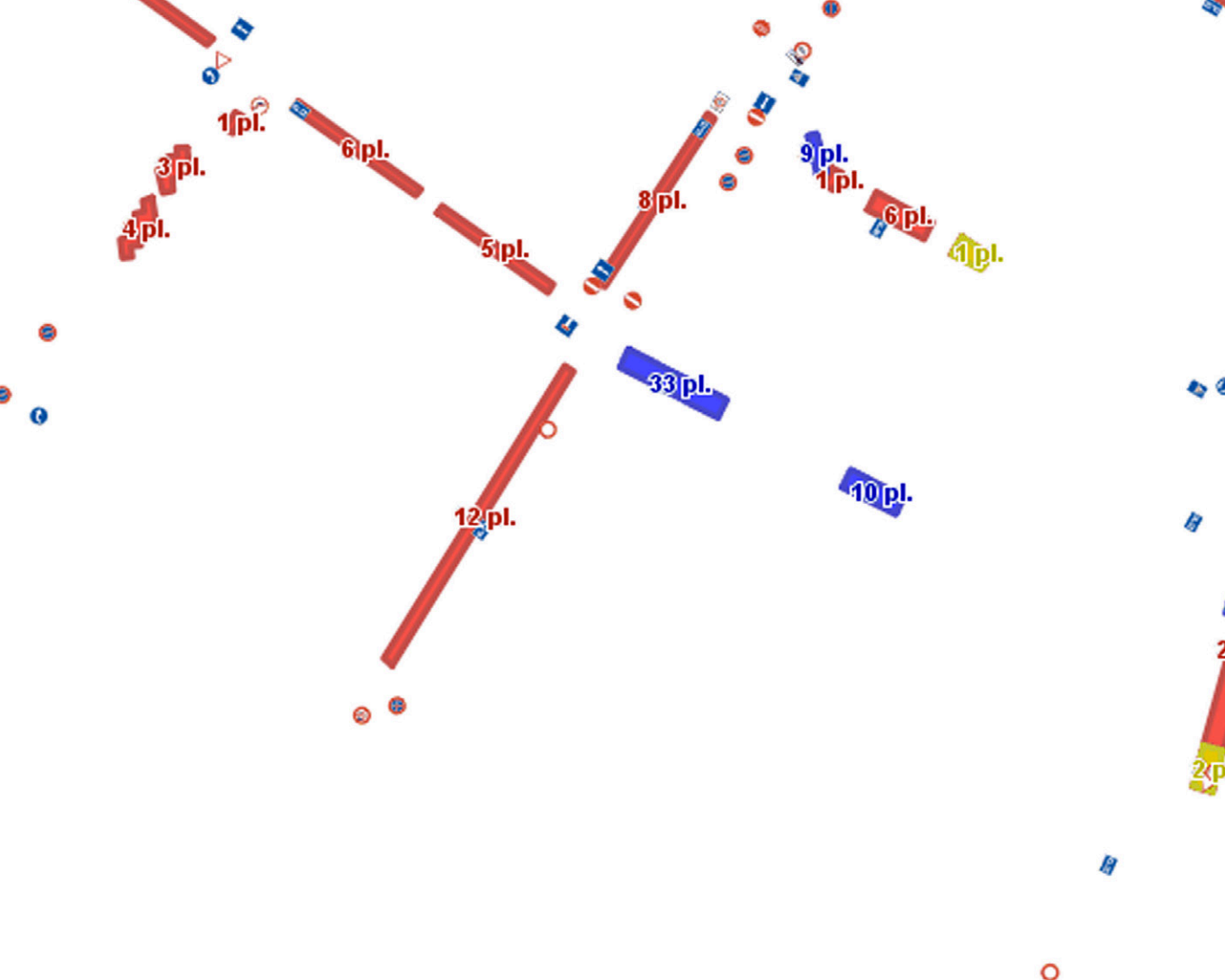
map.geo.admin.ch

Some examples of the data that we can find online are shown in the following pages.

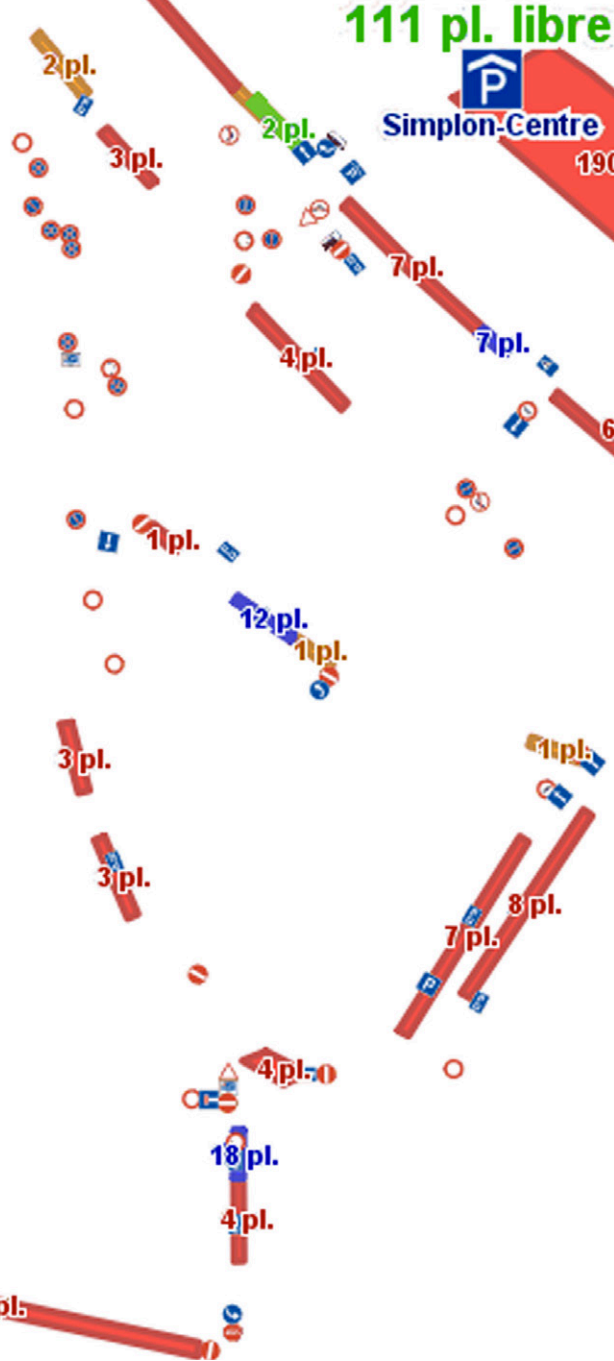
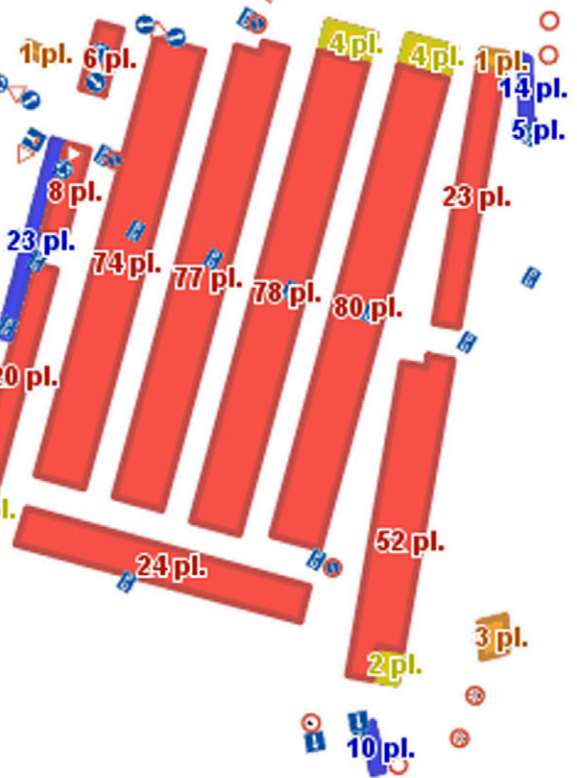
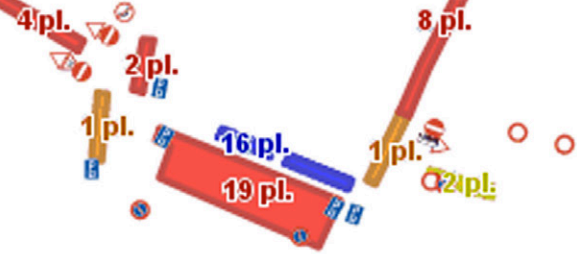


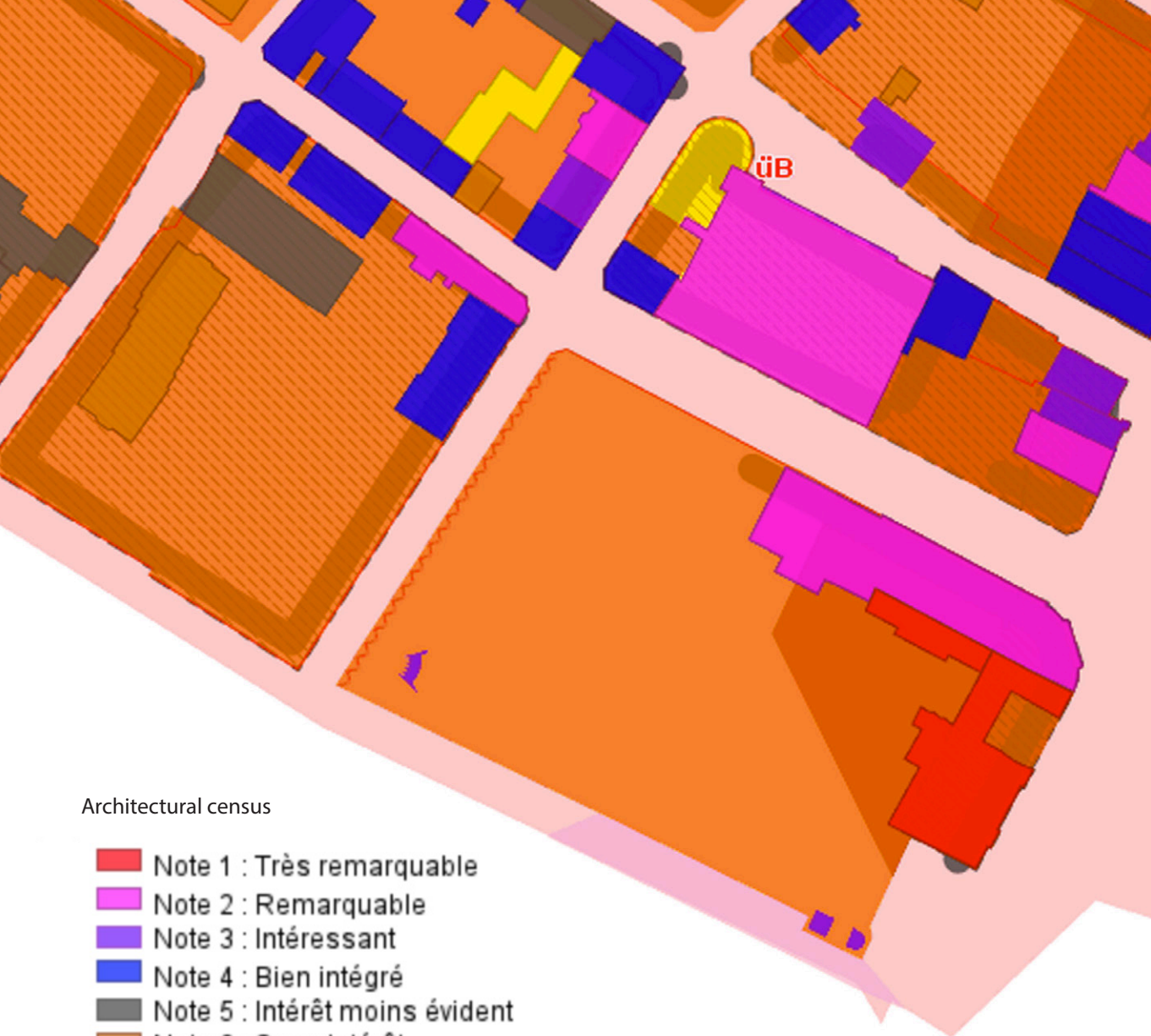
plots and buildings





parking places



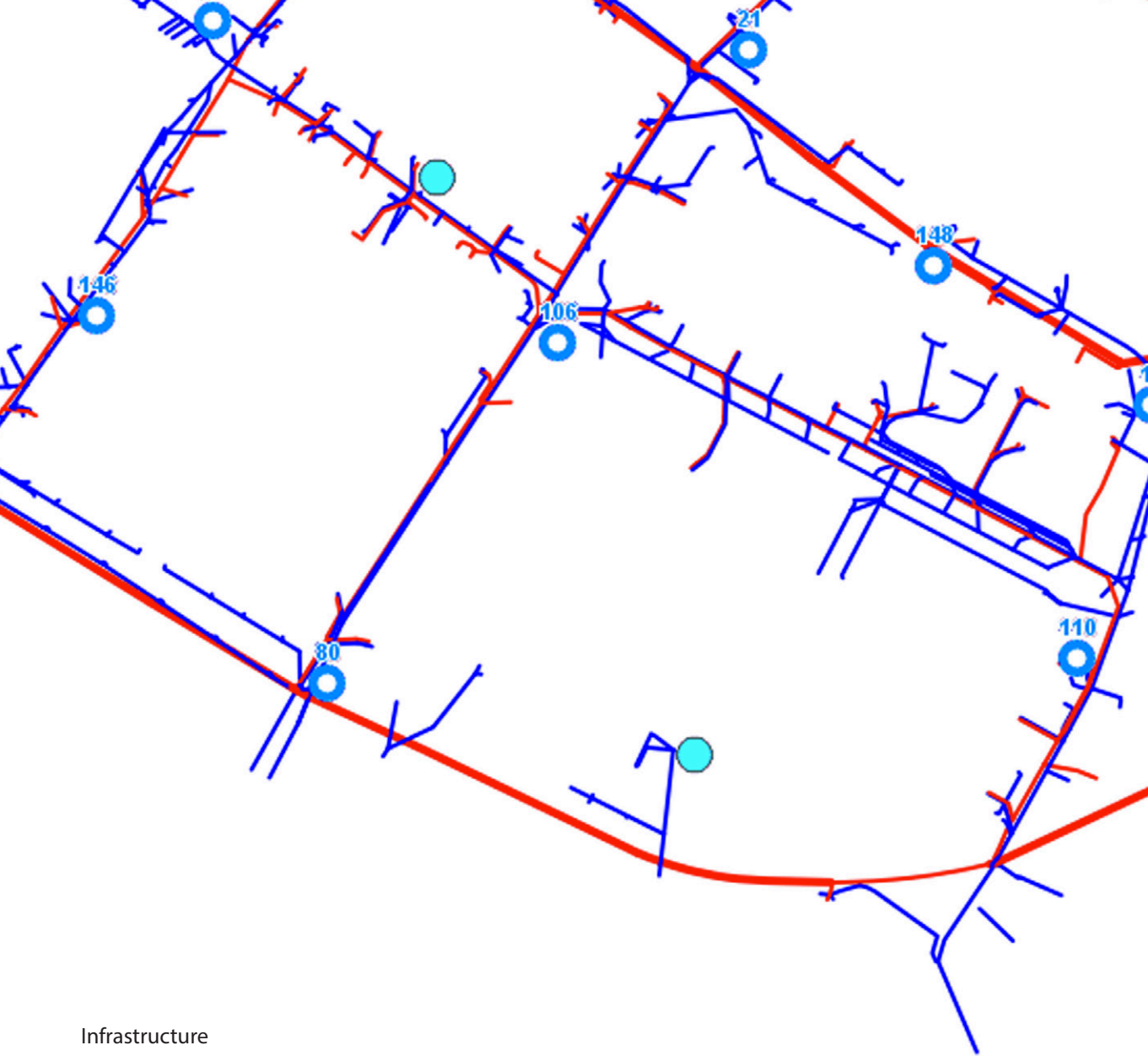


üB

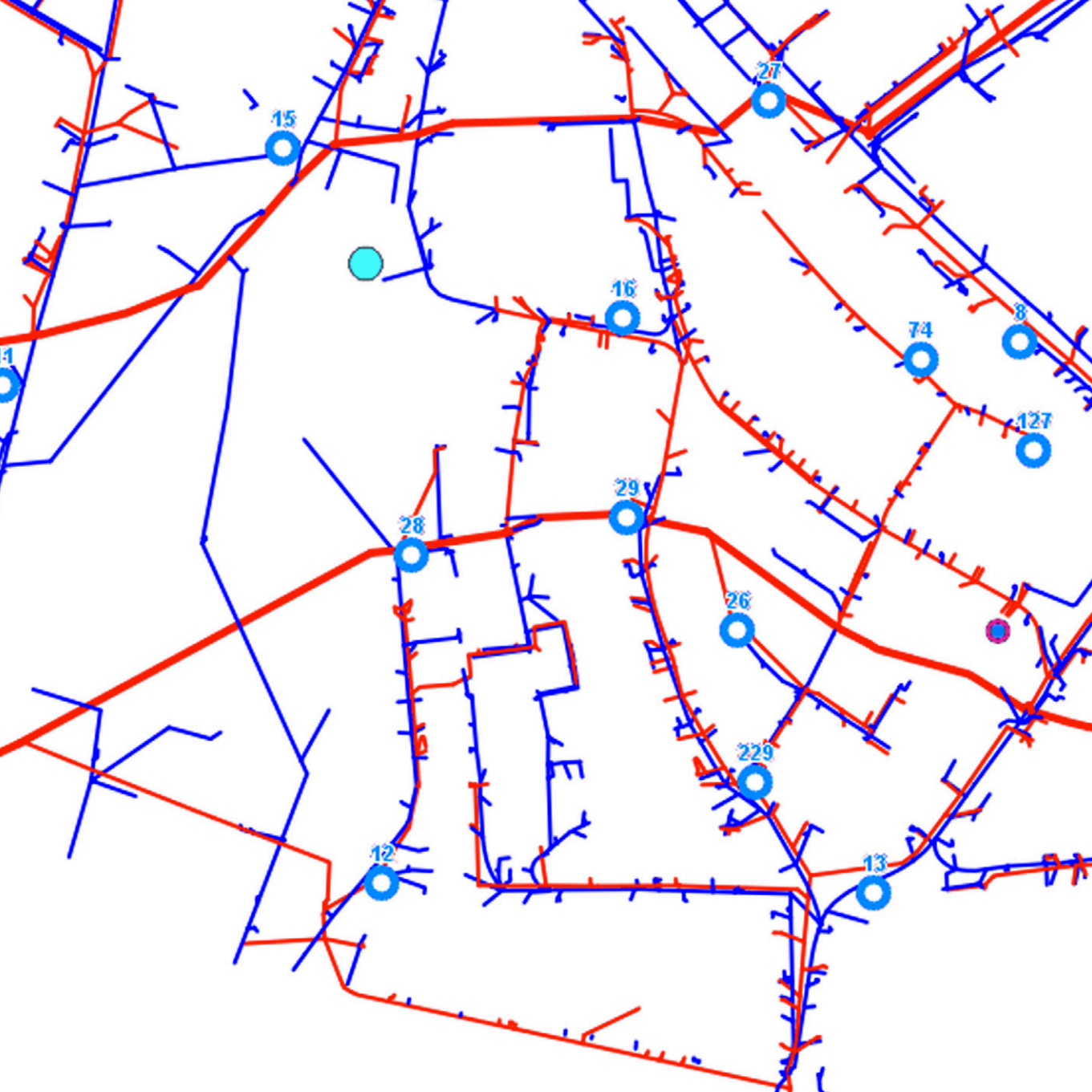
Architectural census

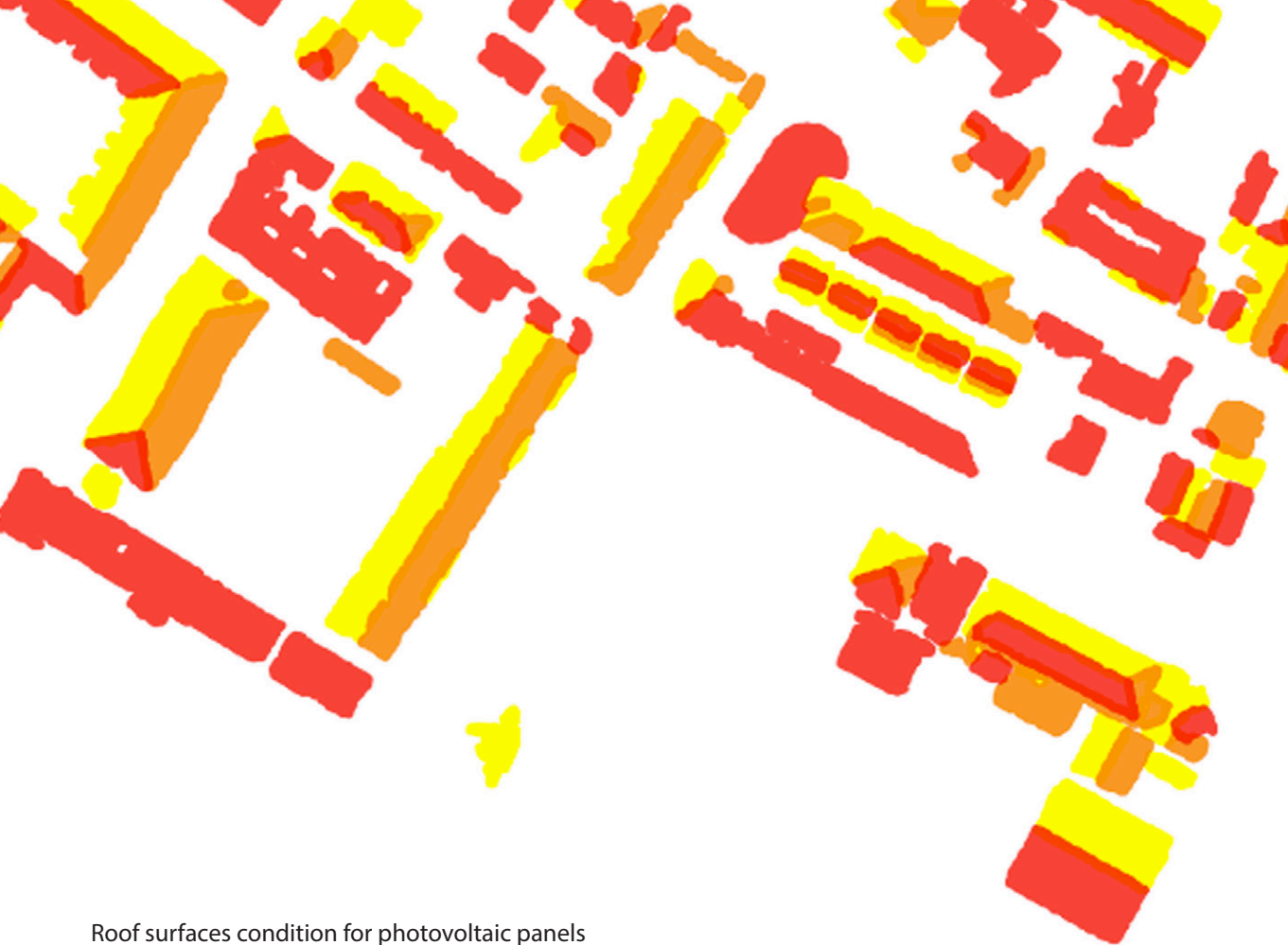
- Note 1 : Très remarquable
- Note 2 : Remarquable
- Note 3 : Intéressant
- Note 4 : Bien intégré
- Note 5 : Intérêt moins évident
- Note 6 : Sans intérêt
- Note 7 : Altère le site





Infrastructure





- ☑ **Cadastre photovoltaïque**
- ☑ Faces de toit excellentes (PV)
 - ☑ Faces de toit bonnes (PV)
 - ☑ Faces de toit avec réserve (PV)



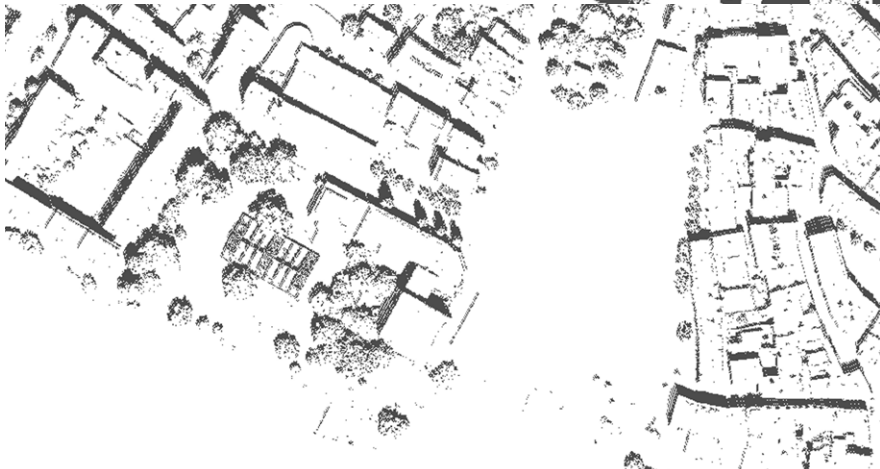
Shadows

JUNE

8:00



12:00



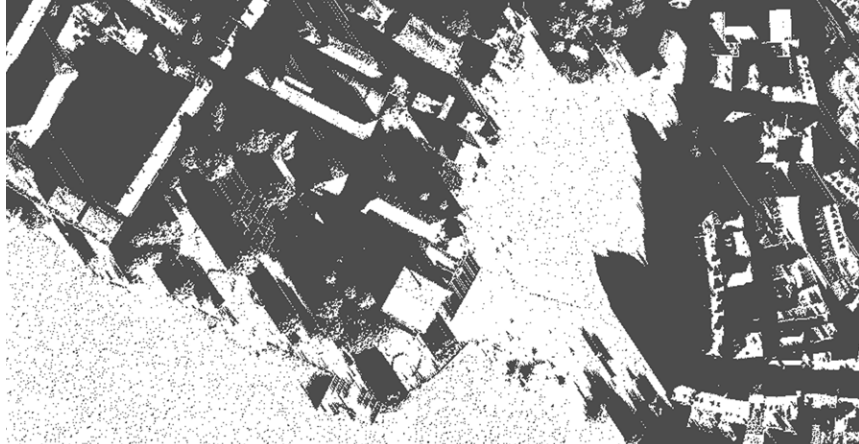
17:00



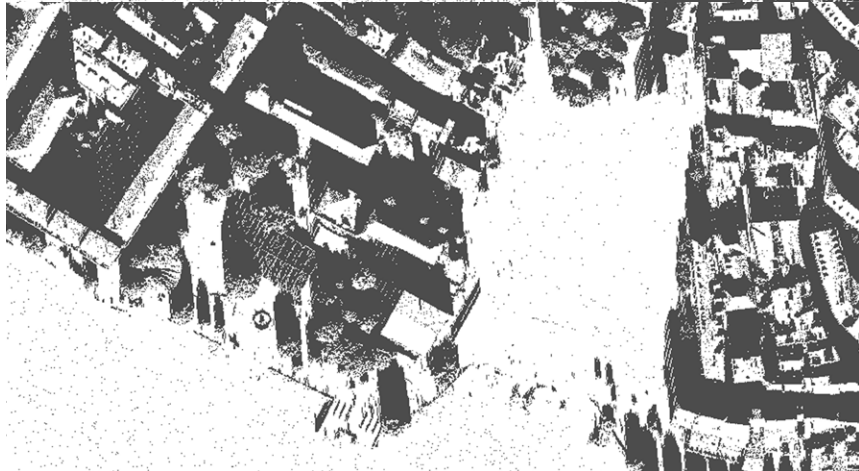
Shadows

DECEMBER

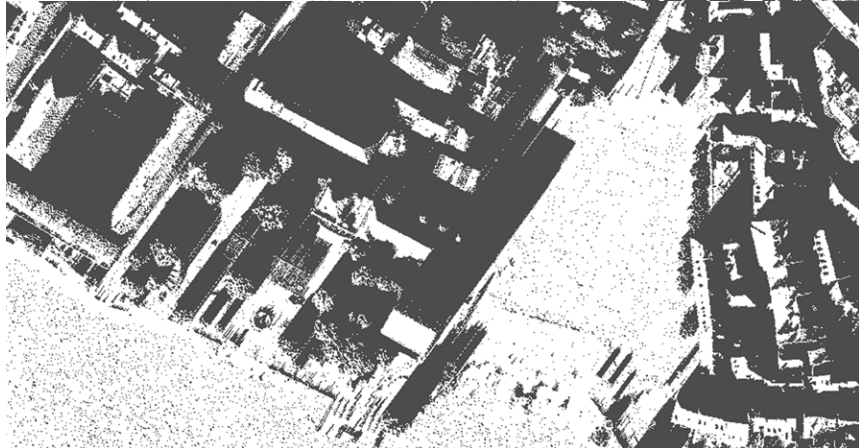
10:00



12:00



15:00



01.06.2012



01.06.2013



01.06.2014



31.12.2014



WEBCAMS

On the roof of the Swiss Museum of Photography in Vevey there is a webcam that takes panoramic photos every day of the year, from sunrise to sunset every fifteen minutes. This technology is in operation since May 2012. From the city official website it is possible to access the archives of the Museum in which we can find all records and time lapses from the past 2 years. Thanks to this mechanical eye that like a 'Big Brother' is constantly watching us, we are facilitated in the understanding of the life of this place.





08:00

Fixed webcams are installed only in few points of the city: in front of the train station, in the market square and along the lake. So records of panoramic views are only available for these three places. In this case webcams are not put with the definite aim to study specific aspects of the framed area. They just watch it as a whole and make it available to observe for others.

The same result in terms of documentation can be reached through photos taken with a normal photographic camera over constant time intervals. This system involves the user in the making process because he is responsible for the frame he chooses and for the frequency of shoots. With this method he can observe different users at different time of the day and the turnout depending on the weather, the season or special events.

10:00

VIDEO

We could also document the site by videos. It gives better understanding of the atmosphere of the place. The image is alive and dynamic.

While visiting the garden we did a short film to test this method, which is accessible at this link:

14:00



<https://www.youtube.com/watch?v=e1gwcjB4Z5k>

18:00



This garden has always had a peaceful atmosphere. Its features and vegetation made it an enjoyable window on the lake. Dog walkers, couples, families, runners, teenagers, and older people appropriate the garden and reinterpret it as they please so that a fountain for example becomes a playground for children. Different uses are possible at the same time. Low walls partitions delimitate the paved area separating the playground from the more silent zone, while allowing a sight on what is going on around. This arrangement encourages casual contact among people of all ages. In this way people who come alone can stop to wonder with a magnificent view on the mountains, they can have their lunch quietly sitting in the garden although not feeling concealed. The presence of the lake is very important and people are often looking for visual or physical contact with the water.

“One of the best things about water is the look and feel of it...
It’s not right to put water before people and then keep them away from it.”

William H. Whyte



The atmosphere to the side of the market square is completely different. A huge open parking spreads all over the square. People just walk across. During market days or special events the square finds a new life that recalls its origins, and in those days it returns to be the heart of the town.

The market square as a shipping birthplace of the city seems to remain a prime location creating potential for a vibrant public life. At first, when seeing this large open parking, we tend to be critical and question why such an appealing site is given this use.

Many projects have been presented for a requalification to transform it in a pedestrian area, but the municipality seemed to find it not an urgent issue. It could even be convenient to provide a parking lot for the citizens until a valid alternative for parking would be realized. Cars are easily removable elements. This allows the area to be quickly transformed and set up for any event, as it is possible to let the space available for different installation in any moment. The flat paved homogeneous surface can host people and equipment. And its location, easily accessible both by water, rail or road, makes it a perfect stage for markets and festivals. The captivating image of the mountains and the lake on the background gives it a unique quality framing a wonderful mutable painting. The Castle always watches over the entire site and the old market hall stands on the axis as a small temple reminding the past.



























This method allows us to compare various elements of architecture starting from bigger scale elements like building facades to small details like door handles. By applying this strategy we could understand the subject of analysis from the architectural side.



ALTERNATIVES



la Salle Del Castillo, avant qu'on ne l'ampute pour construire l'actuel restaurant, n'était que le bâtiment tel qu'il fut. Mais elle est la seule à avoir conservé son caractère d'origine.

Cette photo [1] de la Salle Del Castillo, prétend qu'il faut revenir aux origines et reconstruire le bâtiment public. Ce bâtiment public est situé derrière le Jardin public, l'évidence, qu'il faut probablement être municipal pour ne pas voir. Il y a le long de la rue, la partie principale est la Salle Del Castillo, publique.

Ce qui est à l'ordre du jour, c'est de rendre plus attrayant cet espace au profit de tous les Veveysans et de leur famille, d'éviter les dégâts subis par la Salle Del Castillo durant des années d'abandon, la mettre à niveau technique et esthétique, pour en faire un lieu agréable lors de la construction du restaurant; créer un établissement public populaire, essentiel

- réparer les dégâts sociaux causés par la dégradation de l'environnement;
- rendre les volumes qu'elle avait perdus lors de la destruction de l'ancien bâtiment d'habitat;
- rénover ou reconstruire le bâtiment d'habitat comme l'actuelle salle de la mairie;
- maintenir ou y construire des salles de société, dont une de taille intermédiaire comme l'actuelle salle de la mairie;
- maintenir ou y construire des salles polyvalentes, et que le maximum de «synergies» soient possibles.

- y maintenir ou y consacrer des ressources suffisantes ;
- faire en sorte que ces éléments soient payés ;
- évaluer les éléments, que le tout soit plus que la somme des parties.

Pour cela, il ne faut s'interdire aucun type de circulation. L'extension de la scène est-elle nécessaire ? L'absence d'extension est-elle optimale ? L'extension de la scène est-elle nécessaire ? L'absence d'extension est-elle optimale ? L'extension de la scène est-elle nécessaire ? L'absence d'extension est-elle optimale ?

L'adoption du projet 109 bloquerait tout cela. Avant même que les besoins pour les utilisateurs aient commencé pour déterminer quels seraient les développements. Ainsi, l'ém- répondre, la commune aurait vendu l'espace nécessaire à ces développements. La nécessité de travaux importants pour la Salle Del Castillo, la surface des salles de société, la nécessité de travaux importants pour la Salle des Vignerons disparue, tout cela serait déjà décidé avant que le projet ne soit étudié.

commence à être...
mettre la charrue avant les boeufs.

So does not but?

[illegible]

M. Amelot, architecte du projet 109, a, dans une récente discussion, mentionné un élément annexé du Château de l'Aïte, collées contre la façade «Lac» de la Salle Del Castillo. De préférence, leur démolition, alors qu'il faut selon lui, les sauvegarder. Et pour cela un projet qui

il est vrai, leur démolition, mais qu'ils ont été vendus à des prix élevés.

<http://www.alternatives-vevey.ch/documents/Unbasiment.html>

Région **Riviera** 15

Train vapeur

BLONAY Le Chemin de fer-musée Blonay-Chamby organise un festival vapeur sur le thème Berne en fête les 12 et 14

les week-ends du 18 et 19 septembre ainsi que du 20 et 21 septembre. Le public pourra approcher et voir des engins ayant arpenté les lignes secondaires bernoises au début de 1900. Un convoi complet de la ligne du Berner Oberland Bah sera inauguré durant la manifestation. Programme complet et horaires sur : www.blonay-chamby.ch **sg**

Photo à l'ancien

MONTREUX L'association Decal'Quai présente l'exposition Dita Pumpkins du photographe autodidacte suisse Sébastien Kohler du 13 septembre au 1 octobre. Il se passionne de quelques années pour les techniques photographiques à l'ancienne en réalisant des clichés au collodion humide sur plaque de verre. www.decalquai.ch sgl

Mise en bout

VEYTAUX Dans le cadre de la semaine du goût, le club de Chillon propose le 20 septembre une visite gourmande en présence de Paolo Basso consacré à la cuisine italienne.

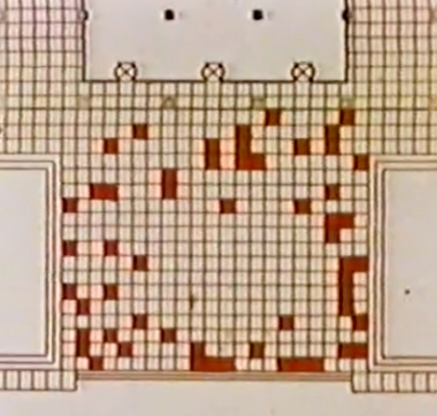
Another mean of inquiry consists of collecting news that report current situation and issues about the place of analysis. In the case of this site we were able to find an enormous amount of newspaper articles that have been published in the last fifteen years. The site was object of a political issue regarding the old Castle and its extension from 1955, which substituted the old restaurant with a new one. The municipality sold the castle to a private client who had the financial means to renovate it. The agreement included the possibility to raise a new building that would have hosted a restaurant on the ground floor and luxury apartments on the upper floors.

This proposal led to many referendums and groups of people formed different associations to safeguard the open public space. In fact if this garden faced a residential building it could not be used for big social and cultural events that normally gathers noisy crowds of people. The associations claim the parcel of the old restaurant to be given back to the Municipality i.e. to a public owner. "Un Jardin public, un Bâtiment Publique!" is what they write, demanding to maintain a large green area available for everybody. And if a project has to be built, at least let it be public.

Politics have a great impact in architecture and affects everything that happens in a society. We must say that architecture is often the result of political activities. A project, especially in the centre of a city, would emerge from cultural, historical, social investigation, resources, circumstances and technologies. And political will for economical reasons has a major influence.



EXPERIMENTAL WAYS



Seagram Building Square
William H. Whyte "The Social Life of
Small Urban Spaces" 1988



13.12.2014 11:00

SOCIAL PATTERNS MAPPING

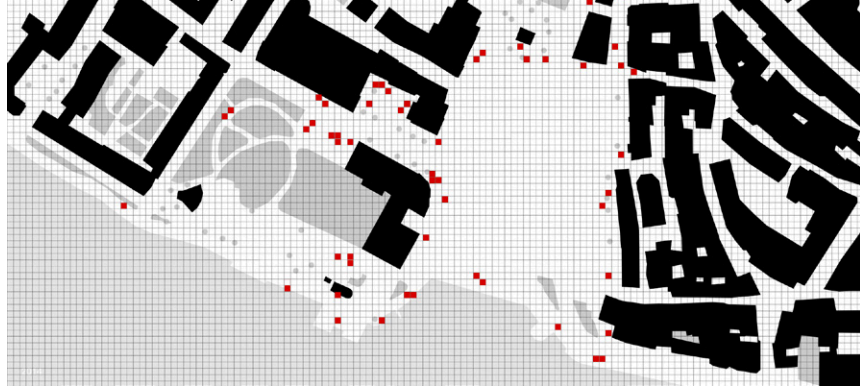
We decided to test a system of analysis that has been studied for the first time by William Whyte that we mentioned in the introduction. By observing the site we marked on a map with red dots the places where people stand. Is that because they find it particularly enjoyable for its location, because it is on the walkway or because it corresponds to an entrance to a building?

Then we tried to overlap the maps we made with other layers containing different information. The obtained diagrams reflect the relation between people and their surroundings. People stand along the sides of the square. At first sight it could seem obvious that they tend to be near cafés and restaurants that face the square rather than in the middle of the parking. We could also imagine that they stop along the path or on the paved surfaces. If we take into analysis the garden we would realize that also in this green area people prefer to be on the side.

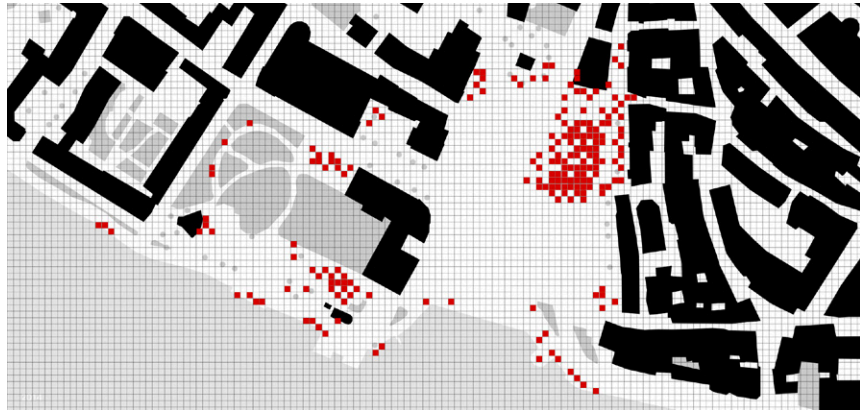
So in fact it is not a matter of surfaces. It is tendency of people to choose a spot in which they can observe what is happening around and they can have a nice view on the whole. Without feeling of being in the middle of big open space having the attention of others.



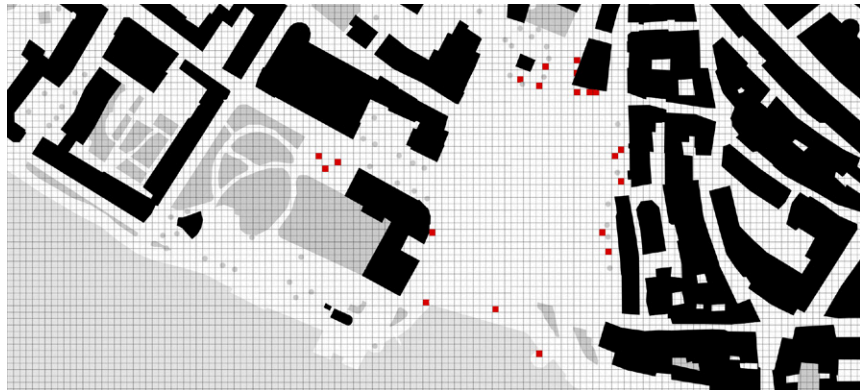
11.12.2014
14:00
sun



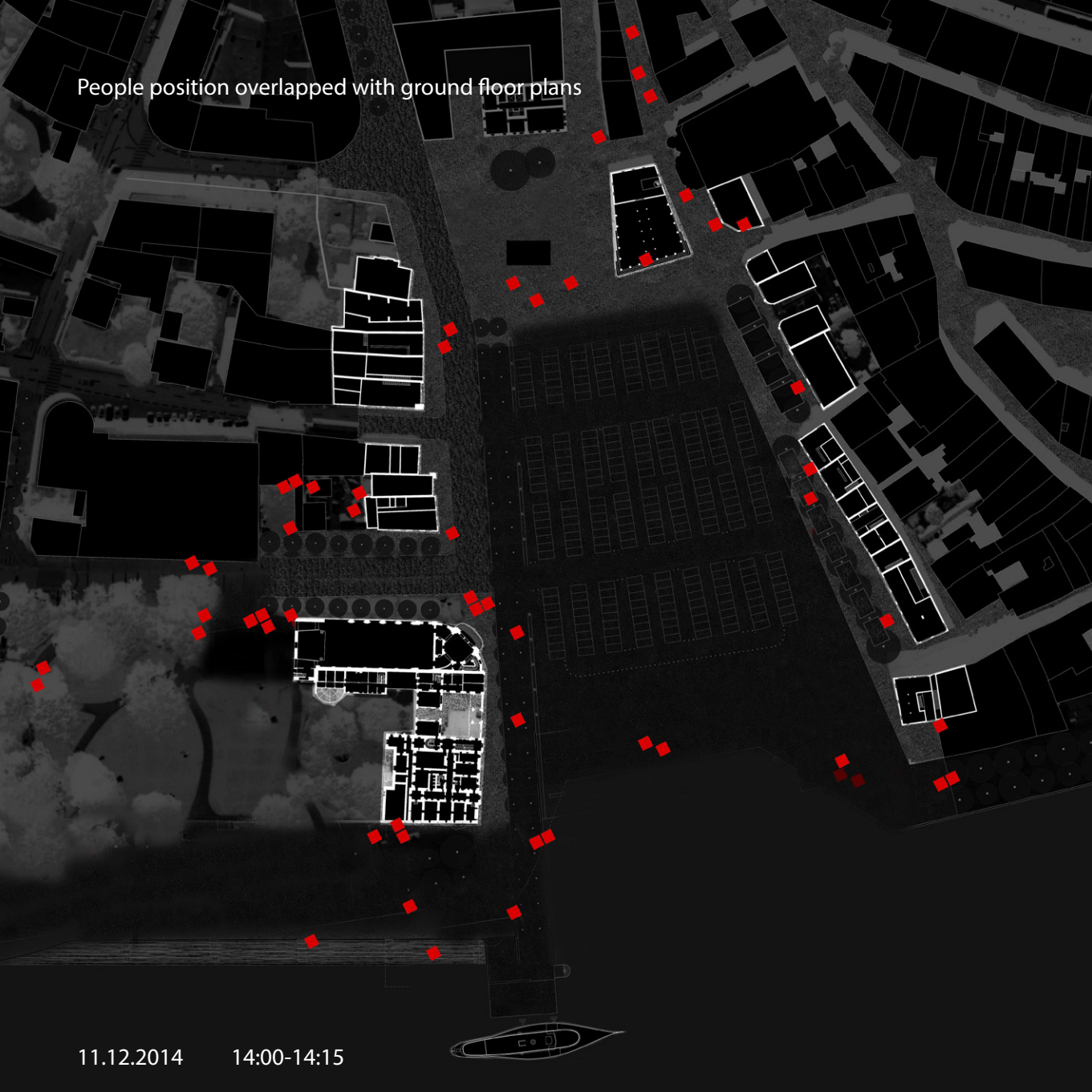
13.12.2014
11:00
sun
market



18.12.2014
14:00
rain



People position overlapped with ground floor plans



11.12.2014

14:00-14:15

People walk-flow overlapped with ground floor plans



11.12.2014

14:30-15:30



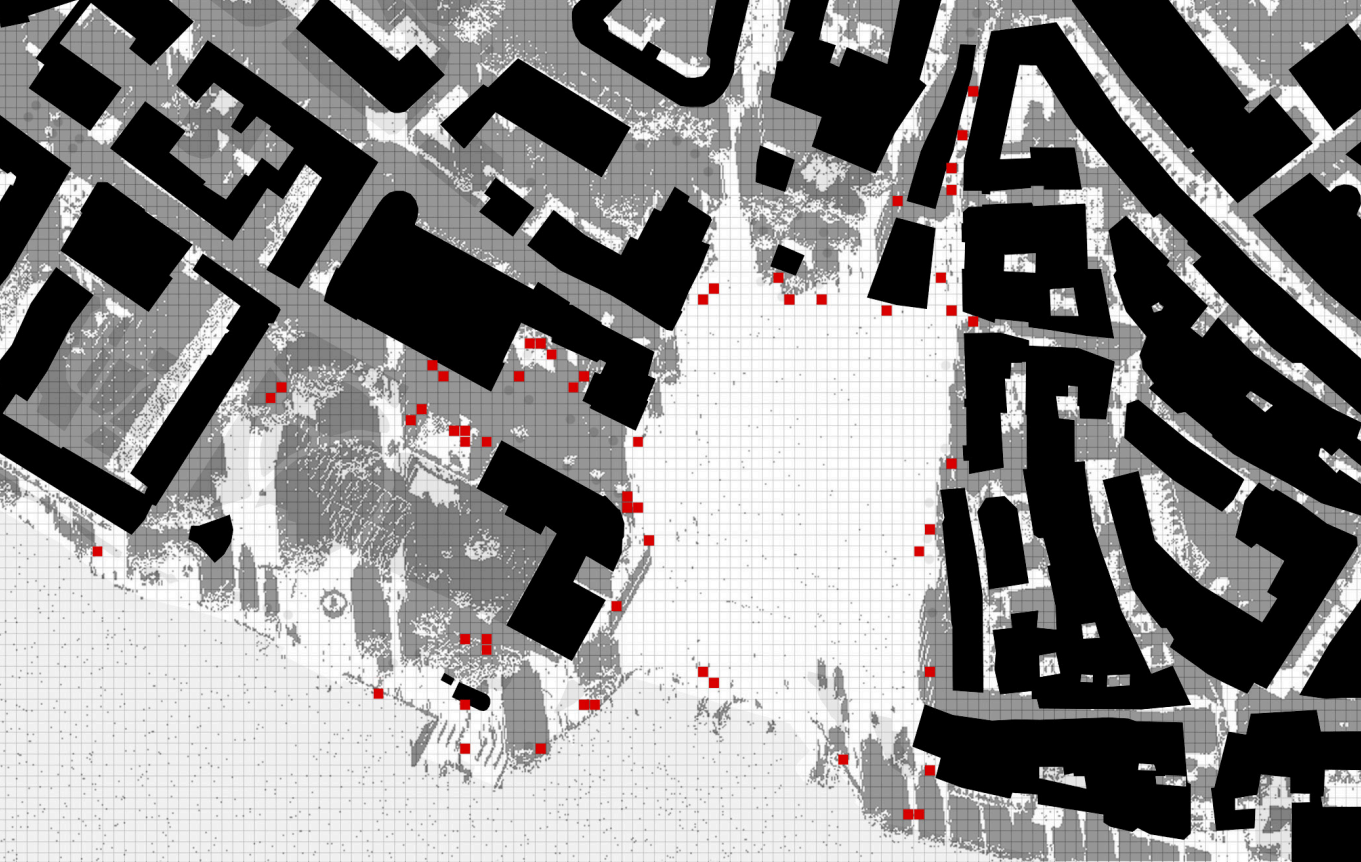
People position overlapped with position of the public buildings

11.12.2014



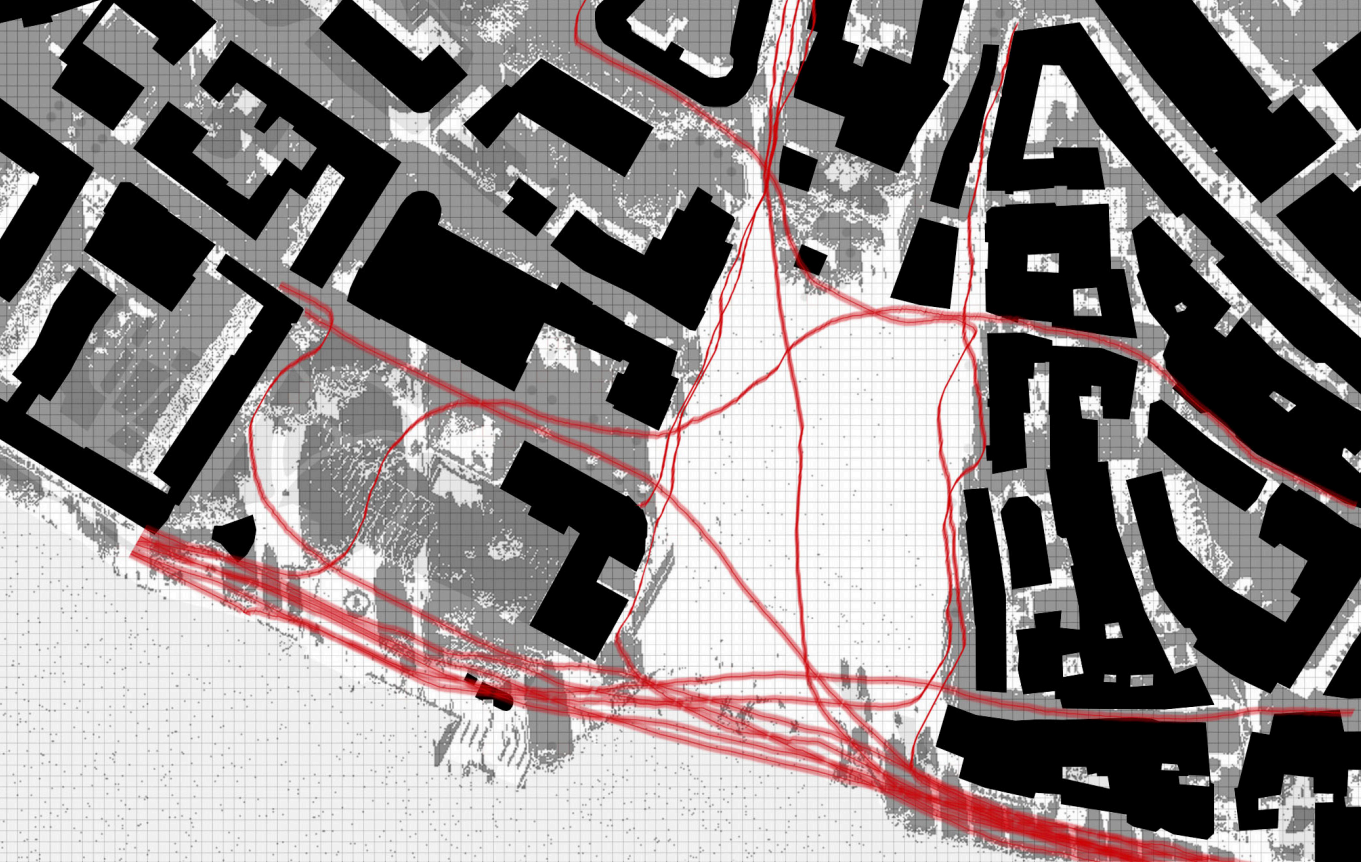
People position overlapped with the restaurants and cafés

11.12.2014



People position overlapped with position of the midday shadow

11.12.2014



People flow overlapped with the midday shadows

11.12.2014



Various experiments are also possible with photos using the technique of photomontages.



What if...

...we bring to the square the previous character?



VEVEY. la Place du Marché



VEVEY, la Place du Marché

...we bring back the trees along the lake shore?



...we bring back the destroyed restaurant?

An architectural project that well integrated strategy into design is the Jewish Museum in Berlin by Daniel Libeskind. His working diagrams and sketches reveal that the design has been developed by collecting and translating information from different domains. Libeskind manipulated a meaningful image merging different concepts and presenting them in the spatial configuration of the building. The Museum is thus the result of a dialogue between forms and thoughts, visible and invisible. It incorporates the Star of David and a network connecting postal addresses of Berliners, among whom some were Jews, ideally connecting also Jewish people and Germany. The design generated by this research is very rich of meanings expressed in the configuration of the building: on one side it represents the jewish belief system and on the other it is a symbol of the integration between two different cultures.

It is an example of how architects could translate research into architecture.

As we hope to have previously proved, external representations are not only a way to decode information, but they help the development of ideas in the dynamic interactive process of design. In our opinion research should be in dialogue with it. Design and research reciprocally feed each other. A project can give a meaning to research and research could be the decisive factor for design.

Moreover architecture grows out of experiences therefore research should base on social experiences not only on statistics. An analytic approach is important for an architect to understand a place but the development of a project cannot be based only on a map related concept. Perceptual approach is fundamental.

We treat this work as a starting point for our Master Project hoping that Research Strategies will give us the guidelines to create meaningful architecture.

"Switzerland an Urban Portrait", Roger Diener, Architect 1950. ETH Studio Basel, 2006

"Stadtspark - Parkstadt". Eine Ausstellung aus der Bundesrepublik Deutschland 1982

Musée historique de Vevey, Le Chaâteau CH 1800 Vevey

"Public space: Cultural/Political theory; /Street photography". An interpretation by George Baird. SUN Publishers, Amsterdam 2011

"The Social life of Small Urban Spaces", Washington, D.C.: The Conservation Foundation, 1980

"Vevey-Montreux: photographies par nos aïeux" René Koenig et Albert Schwab-Courvoisier, Payot lausanne, 1973

Architectural presentation, Series: Basics architecture, Bert Bielefeld, Basel: Birkhäuser, 2014

<http://www.vevey.ch/N226/notes-historiques.html>

<http://www.swisscastles.ch/vaud/chateau/aile.html>

<https://archive.org/details/SmallUrbanSpaces>

<http://www.pps.org/reference/toward-an-architecture-of-place-moving-beyond-iconic-to-extraordinary/>

<http://msap.roundshot.ch/>

<http://www.vevey.ch/>

<http://www.patrimoine.vd.ch/traditions-vivantes/pratiques-sociales/toutelannee/foires-et-marches/en-images/>

<http://www.confrieriedesvignerons.ch/en/festivals/from-xviii-to-our-days/1833-2/>

" (...) 1. The architect should be equipped with knowledge of many branches of study and varied kinds of learning, for it is by his judgement that all work done by the other arts is put to test. This knowledge is the child of practice and theory. Practice is the continuous and regular exercise of employment where manual work is done with any necessary material according to the design of a drawing. Theory, on the other hand, is the ability to demonstrate and explain the productions of dexterity on the principles of proportion.

2. It follows, therefore, that architects who have aimed at acquiring manual skill without scholarship have never been able to reach a position of authority to correspond to their pains, while those who relied only upon theories and scholarship were obviously hunting the shadow, not the substance. But those who have a thorough knowledge of both, like men armed at all points, have the sooner attained their object and carried authority with them.

3. In all matters, but particularly in architecture, there are these two points:—the thing signified, and that which gives it its significance. That which is signified is the subject of which we may be speaking; and that which gives significance is a demonstration on scientific principles. It appears, then, that one who professes himself an architect should be well versed in both directions. He ought, therefore, to be both naturally gifted and amenable to instruction. Neither natural ability without instruction nor instruction without natural ability can make the perfect artist. Let him be educated, skilful with the pencil, instructed in geometry, know much history, have followed the philosophers with attention, understand music, have some knowledge of medicine,[6] know the opinions of the jurists, and be acquainted with astronomy and the theory of the heavens. (...) "

VITRUVIUS, THE TEN BOOKS ON ARCHITECTURE