

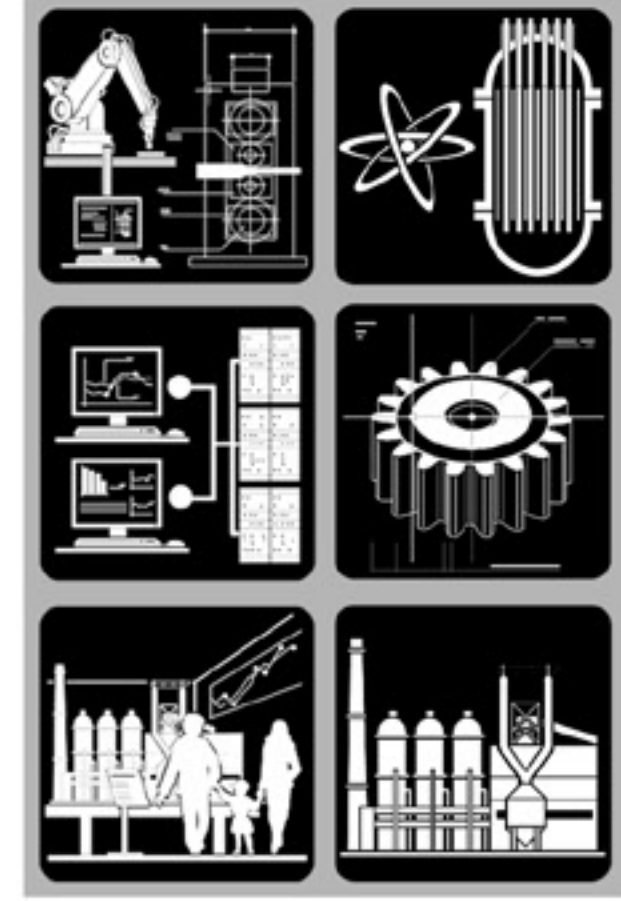
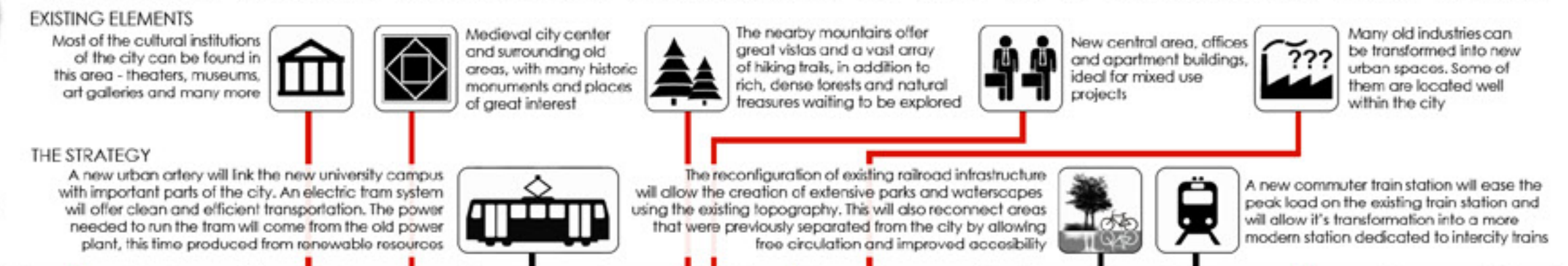
POWER PLANT LAYOUT

OPPORTUNITY FOR EXPERIMENTATION

The Brasov Heating and Power Plant is one of several standardized plants built in the '80s in Romania. This repetition of structures and the similar layouts of these plants can favor their transformation into new communities or urban spaces. Since the plants are similar they can be used to study the multiple possibilities of conversion and adaptation of spaces. The lessons learned here can then be applied to larger industrial spaces, such as defunct steel plants or other large industrial enterprises. These icons of the socialist era can become spaces of experimentation and renewal. They can have a multitude of functions, from the university campus we designed to mixed-use buildings, urban farms, office buildings or facilities for high-tech industries and research.



THE BIGGER PICTURE: POWER PLANT CONVERSION AS PART OF A LARGER, CITY-WIDE DESIGN



Brasov is one of the most important cities in Romania. Having a rich history that starts in the Middle Ages, Brasov quickly became a trading and manufacturing hub, with various guilds, supplying weapons, textiles and other useful products to the rest of Transylvania. Starting in the 19th century, modern industrial enterprises are built. One of the first oil refineries in the world starts production in Brasov in 1870. In the next decades many industrial sectors found a fertile ground in the city. Machinery, chemicals, weapons and ammunition, airplanes and precision instruments were manufactured in Brasov up until World War II. Making the city a strategic target in the allied bombing campaign of the War.

The post-war communist regime saw Brasov as one of Romania's most important industrial centers and invested huge funds in expanding the production capacity and also in widening the array of products. A large tractor plant was built, followed by a truck factory and many other smaller factories that usually supplied the large plants with components and materials. Up to one third of Romania's exports were produced in Brasov. A highly skilled, numerous workforce was formed in the city. High precision, complex manufacturing is to this day a leading economical activity in Brasov, although after the fall of communism in Eastern Europe many enterprises faced closure and abandonment. The city is now striving to become a service-oriented, touristic, post-industrial center. However, Brasov's industrial heritage is highly visible and still very powerful in the collective identity. Many of the tens of thousands of industrial worksites still consider Brasov an industrial center and are very proud of it's industrial past.

Based on this rich tradition and also on the need for trained, skilled and enthusiastic engineers, scientists and researchers in Romania's emerging and expanding economy, we studied the possibility of turning a former industrial landmark into a new high-tech learning and research center. Our proposal for a new university and campus radically transforms the old heating and power plant into a new environmentally responsible neighborhood that fills a large gap in the urban fabric and offers a vast possibility for further expansion and development. The power station that once produced electricity and steam, emitting CO2 is now turned into an integrated knowledge, innovation and idea factory.

FROM HIGH VOLTAGE TO HIGHER EDUCATION

transforming a coal-fired heat and power plant into a sustainable university campus



