

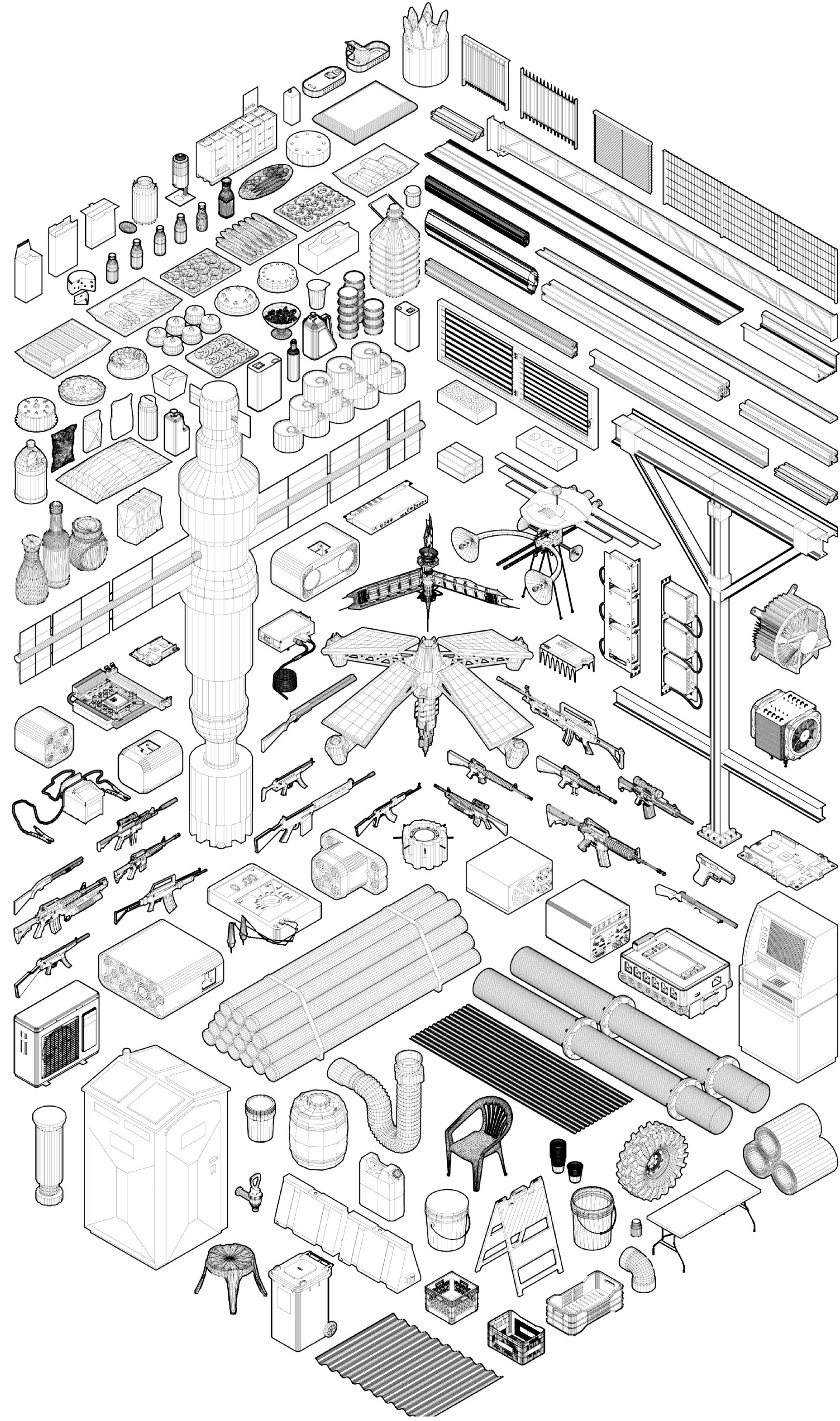
MADE IN JERUSALEM

A critical study of the industrial culture in Jerusalem, through three designs presenting new paths for its continued growth as an industrial hub.

Did you know that there are 26 fluctuating industrial zones in Jerusalem?

Spread out over more than 8.5 million sqm, most of which serve traditional heavy industry, these industrial areas were exempt from following the local Jerusalem stone building tradition, and therefore became an expression of ground-breaking modernist construction, which today faces a lack of appreciation and conservation. By government decision, in the near future the traditional industry will be relocated to the eastern part of the city, making the west a high-tech hub.

An alternative future is proposed for three sites: a Cargo Campus redevelops the abandoned Atarot Airport, a mixed-use landscape complements the Givat Shaul industrial zone, and an arts & crafts center renews and revives Jerusalem's first industrial neighbourhood, Romema, supported by the old water tower.



4 Shopping Center Givat Shaul, 1997.
Low Technology Industry

5 Garage Manufacturers Givat Ram, 1936.
Low Technology Industry

6 F. Technological Parks, Har Herzim, 2007.
High Intensive Industry

7 Unknown Building, Atarot.
Traditional Mixed Industry

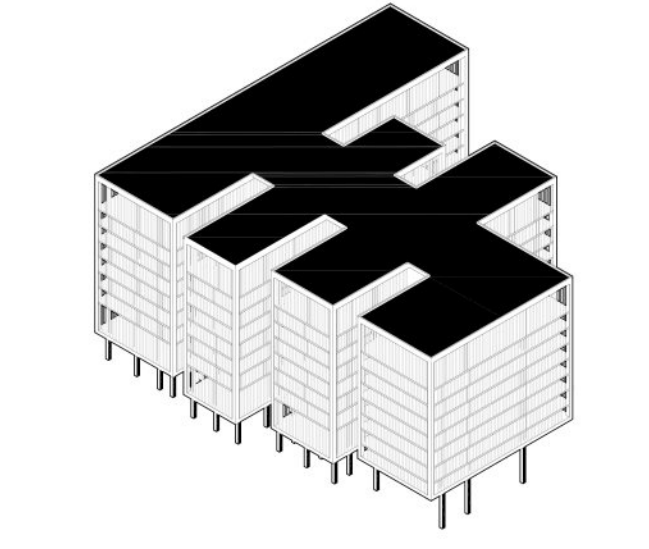
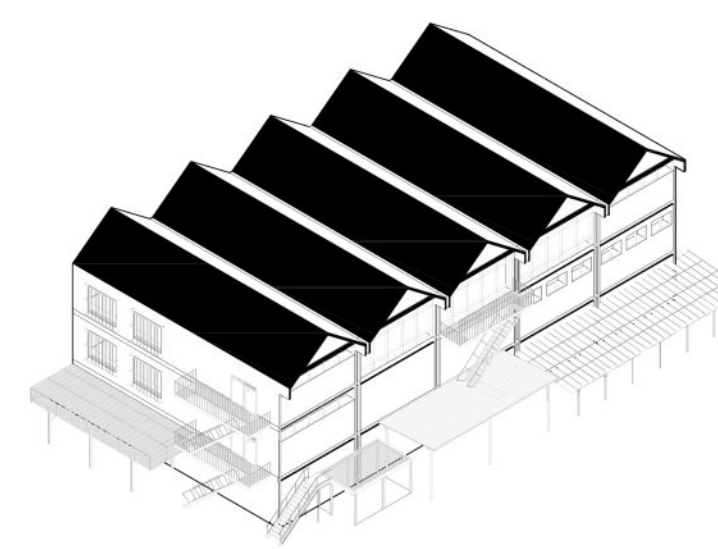
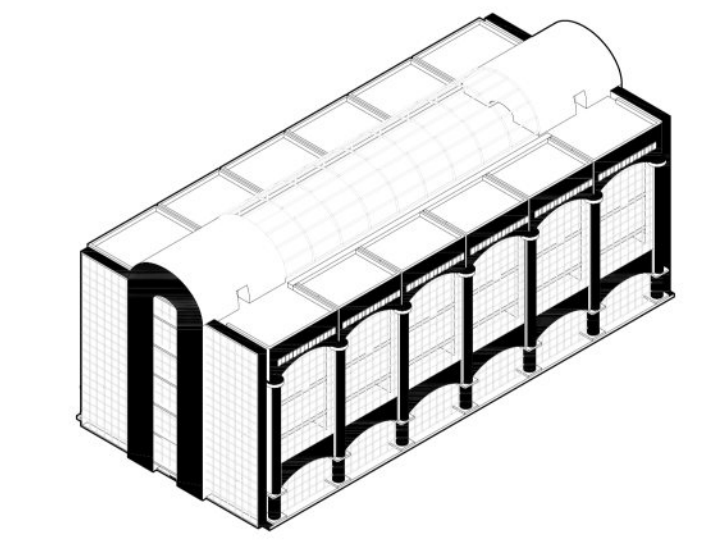
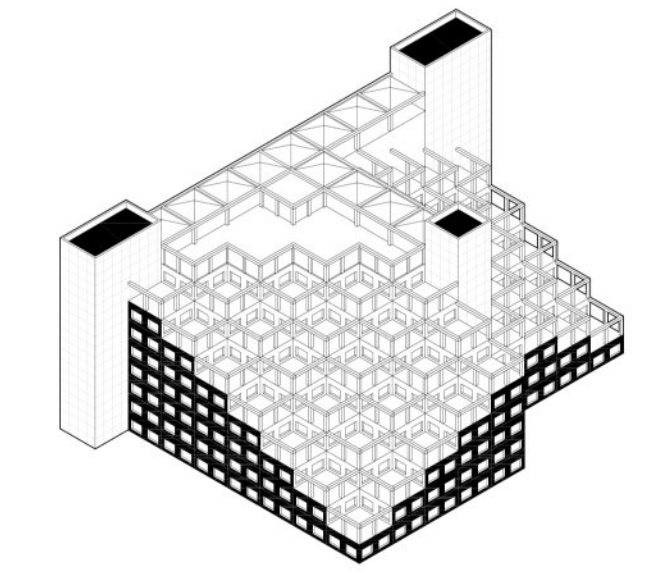
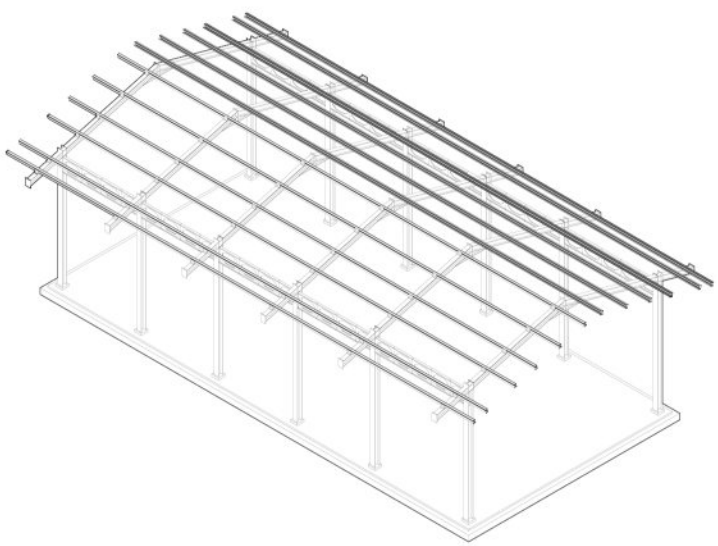
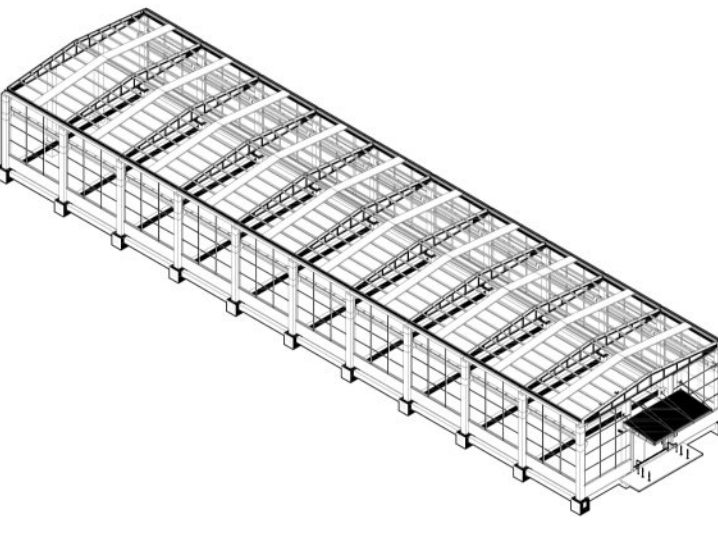
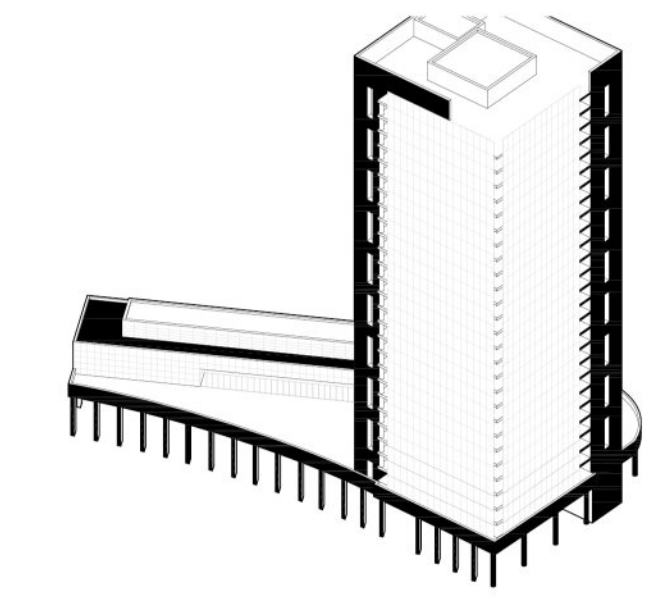
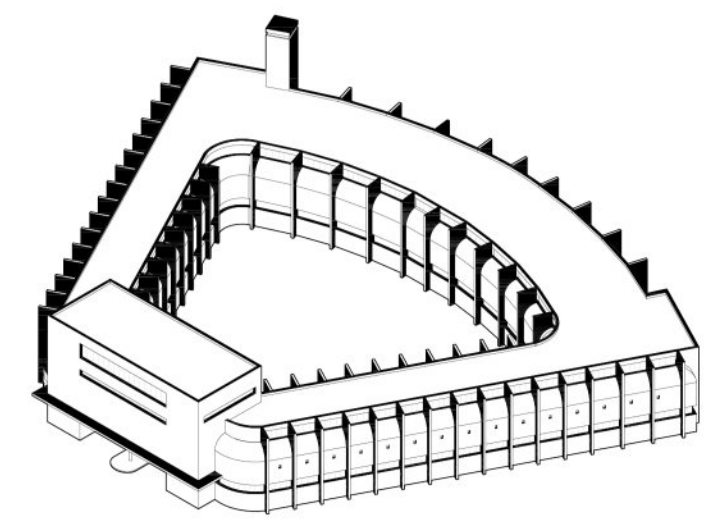
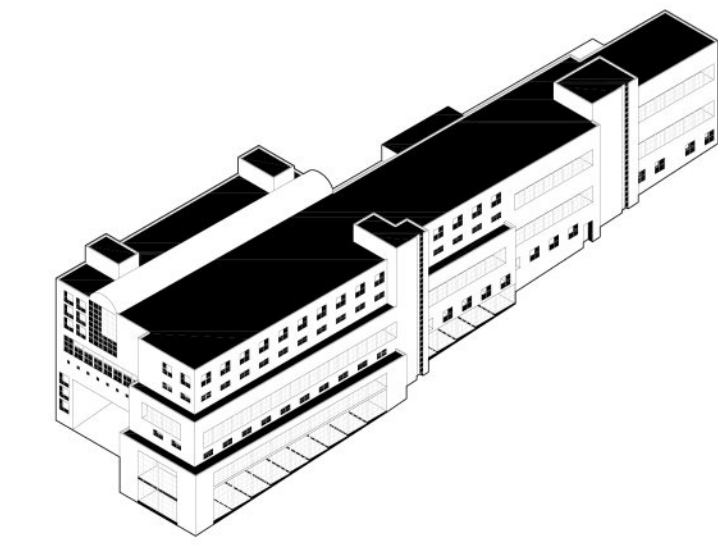
8 Trailing Atlas, Atarot, 2000.
Traditional Mixed Industry

9 Ziv Systems, Har Herzim, 1994.
High Intensive Industry

10 Malha Technology Park, Malha, 1996.
High Intensive Industry

11 Mamdali Ram Levy, Givat Shaul, 1964.
Low Technology Industry

12 Mabilim, Har Herzim, 2003.
High Intensive Industry



13 Herzliya Techno, Givat Shaul, 2012.
Traditional Mixed Industry

14 Tessler Factory, Romema, 1950.
Traditional Mixed Industry

15 Inez Rhames, Har Herzim, 1994.
High Intensive Industry

16 New Factory, Har Herzim, 2003.
Low Technology Industry

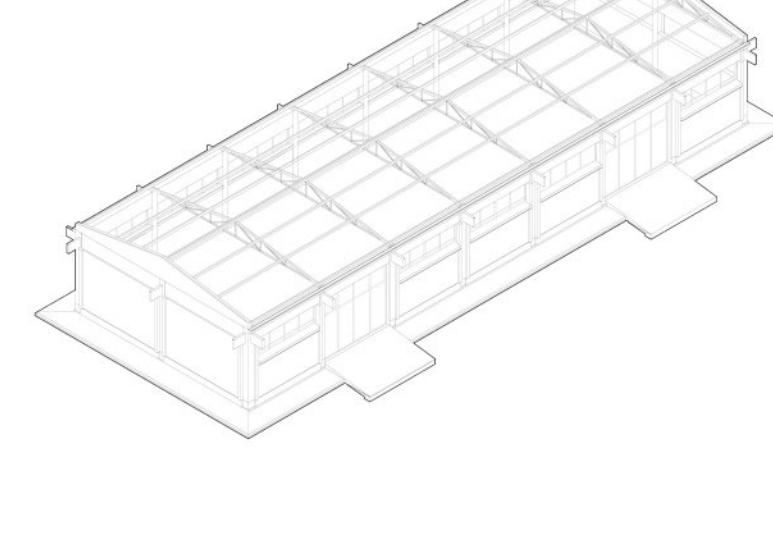
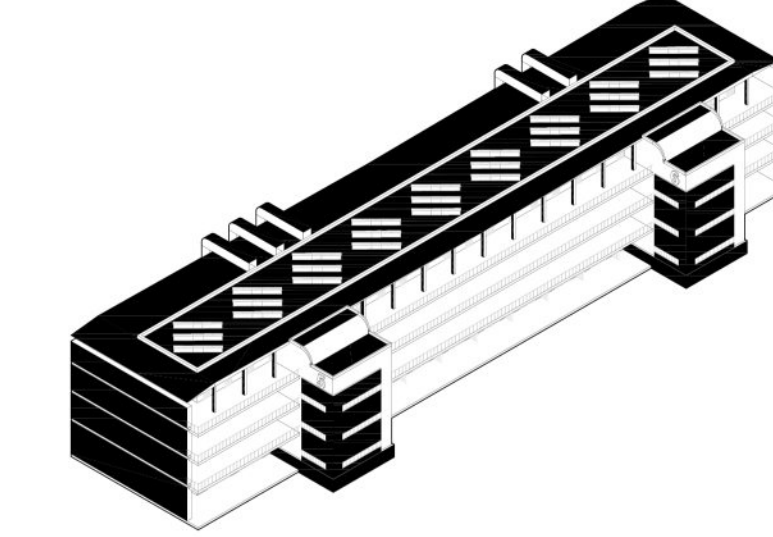
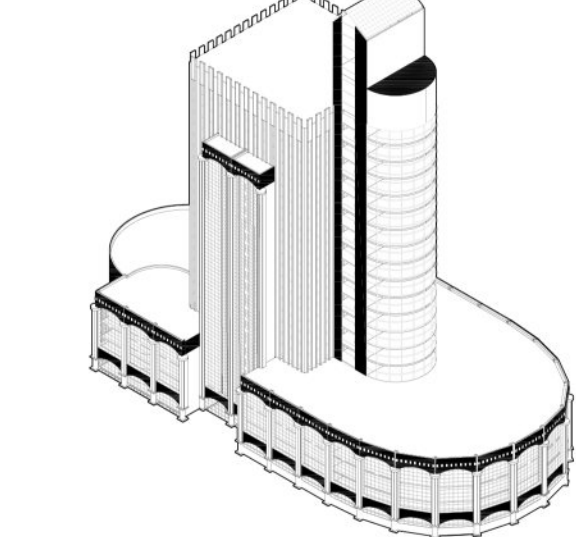
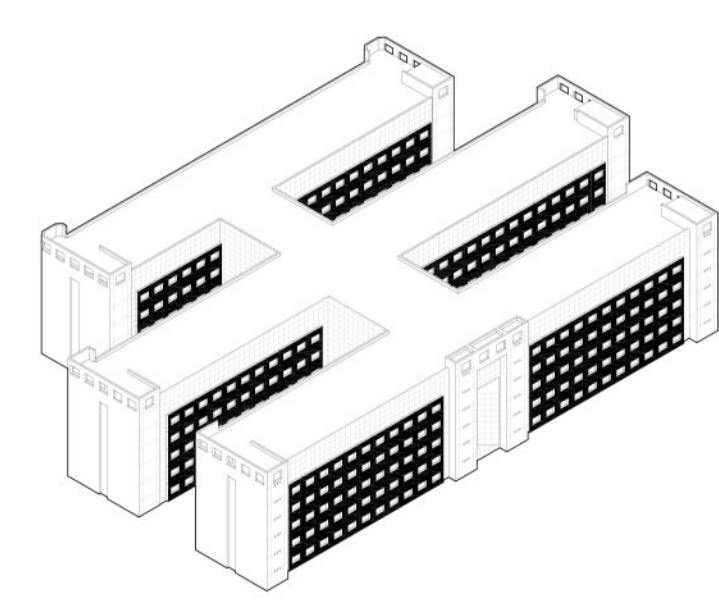
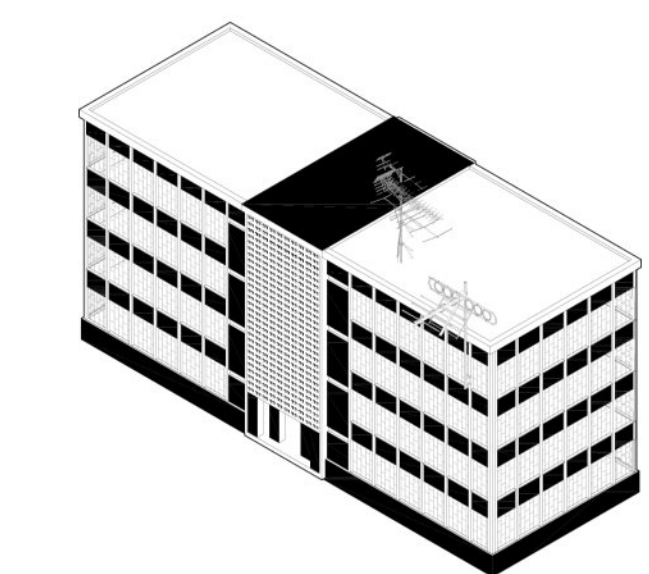
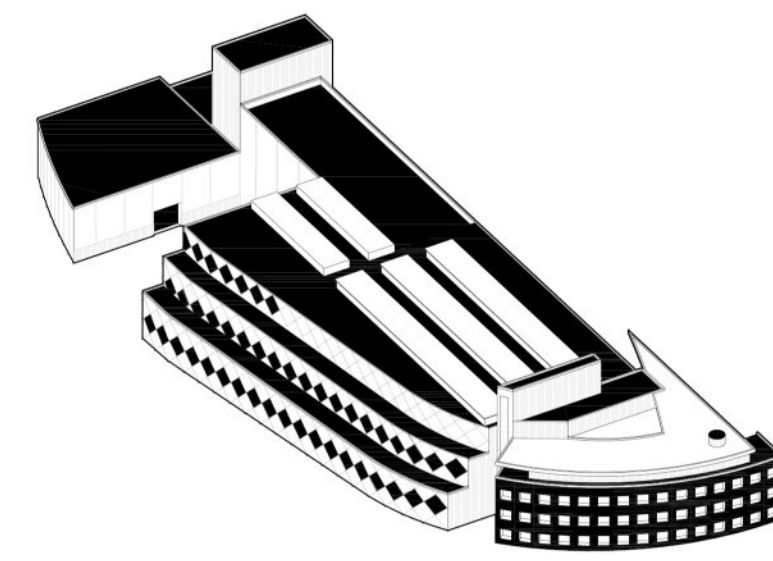
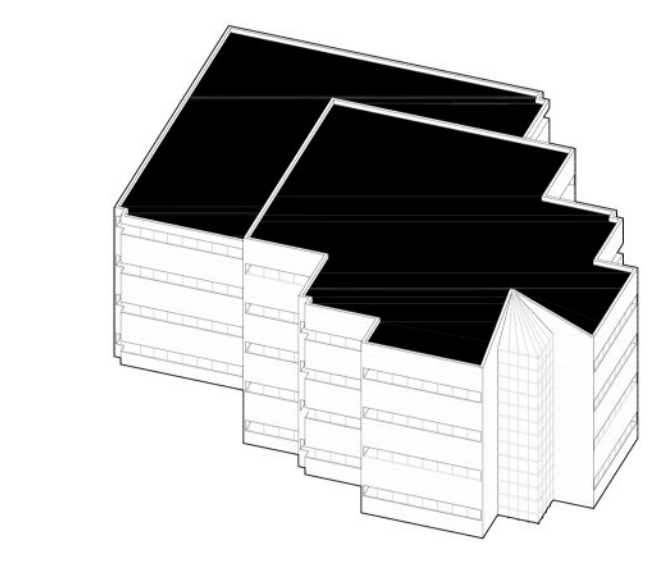
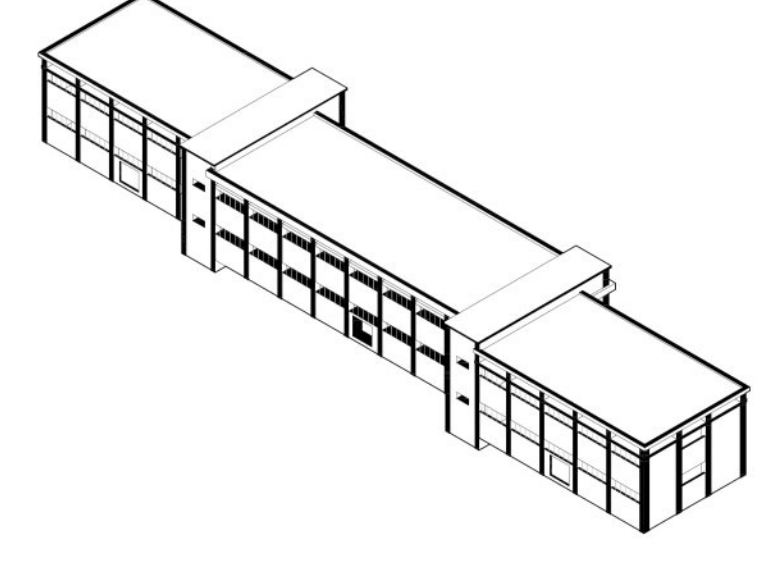
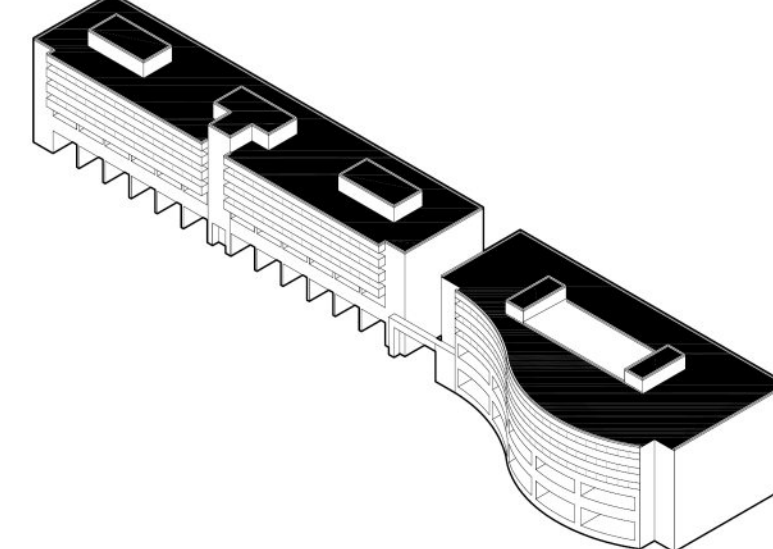
17 Diamond House, Romema, 1960.
Low Technology Industry

18 R&D Data, Har Herzim, 1994.
High Intensive Industry

19 Malha Technology Park, Malha, 1996.
High Intensive Industry

20 Spirit Center, Givat Shaul, 1965.
Low Technology Industry

21 Unknown Factory, Atarot.
Traditional Industry



22 Beit Toyon, Givat Shaul, 2011.
Traditional Mixed Industry

23 Beit Leif, Har Herzim, 2010.
Low Technology Industry

24 Concrete Factory, Atarot, 1979.
Traditional Mixed Industry

25 Unknown Building, Atarot.
Low Technology Industry

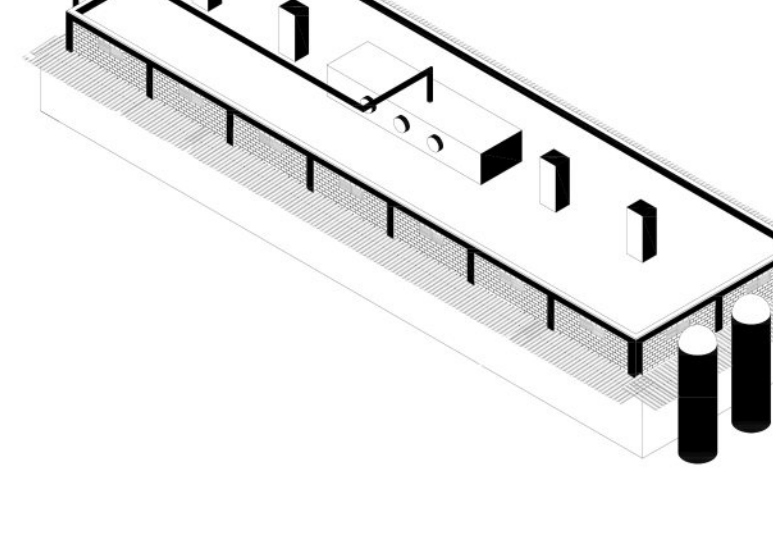
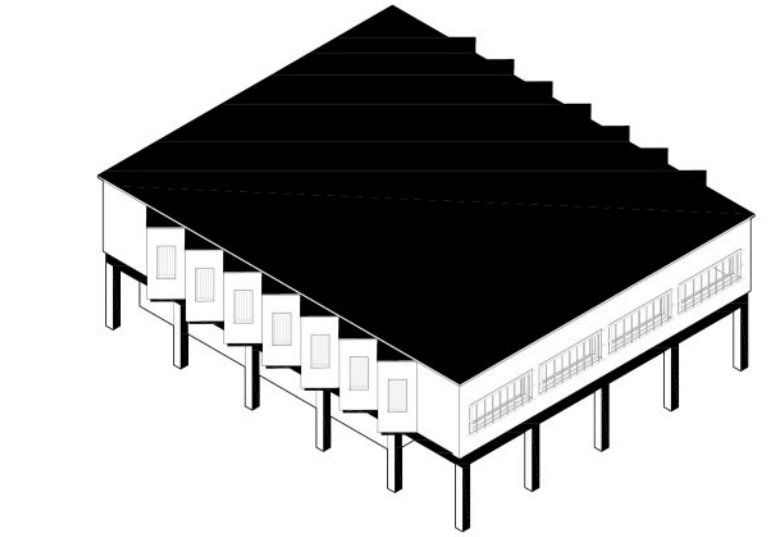
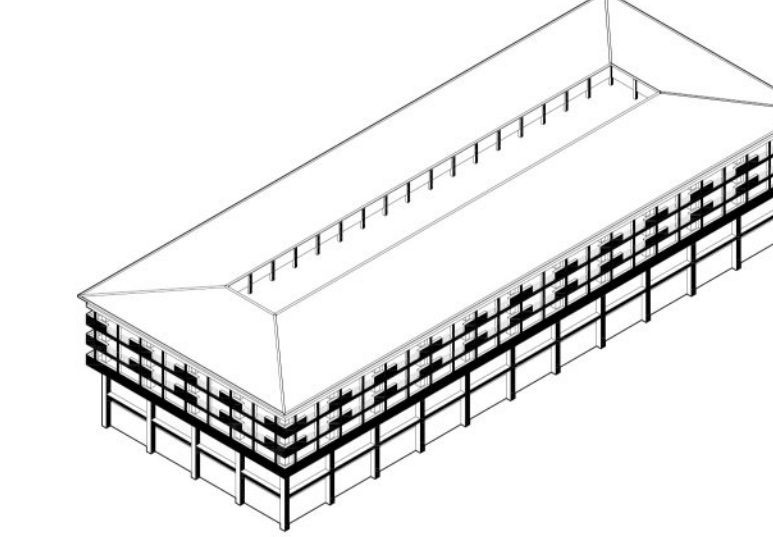
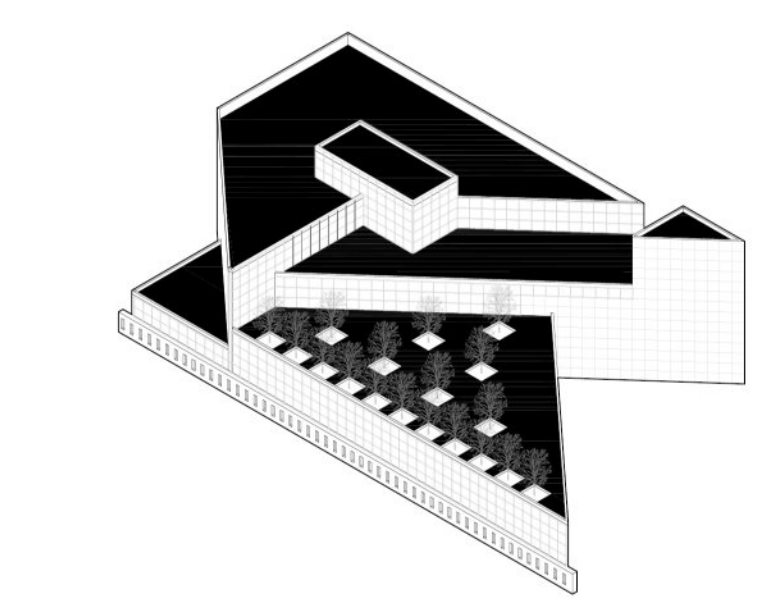
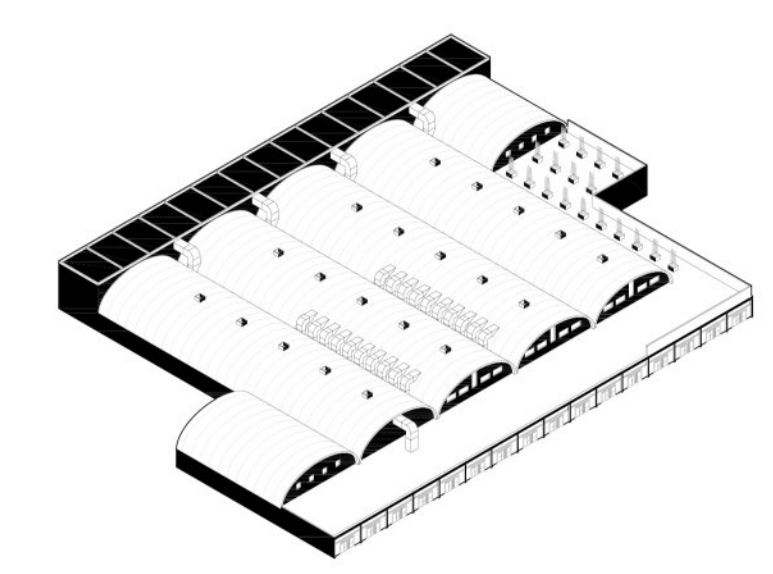
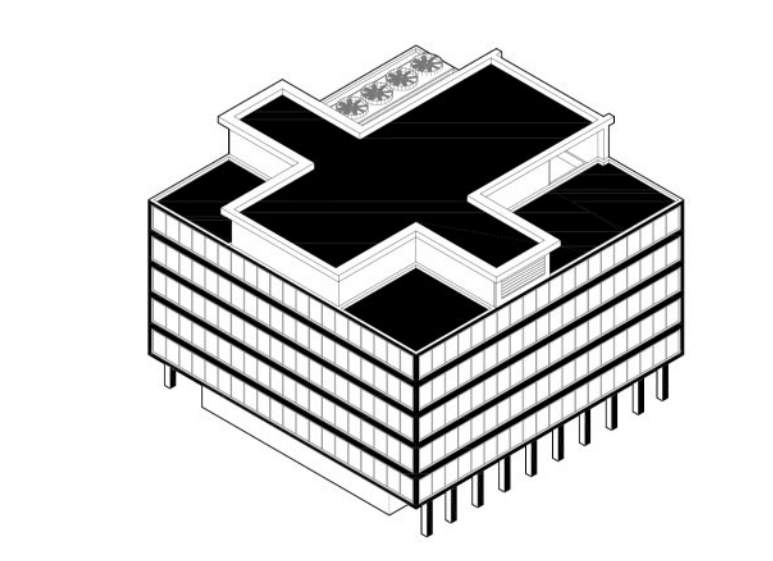
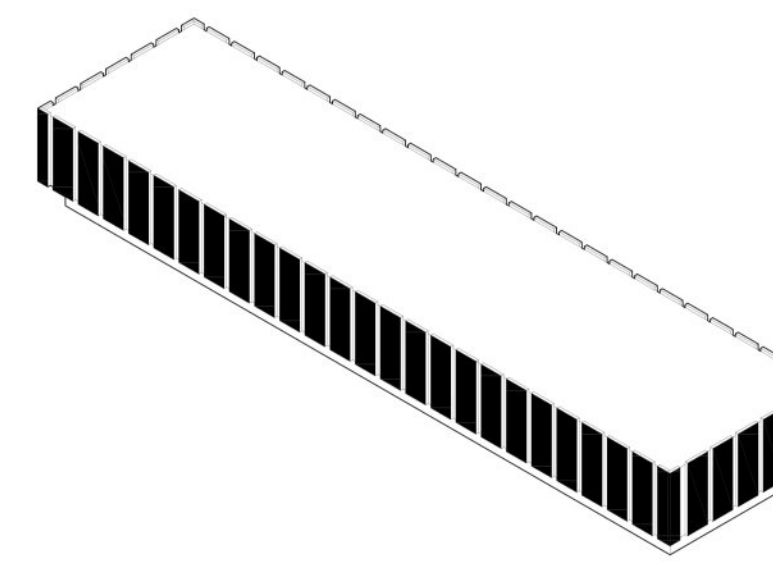
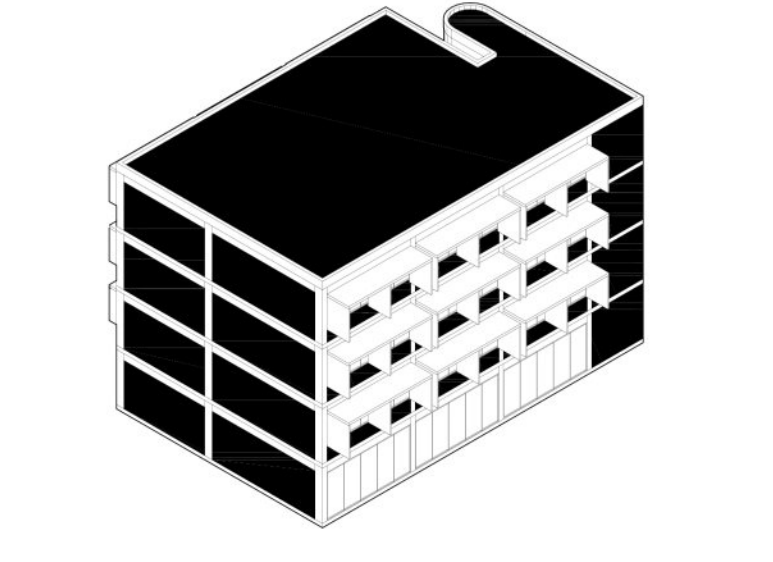
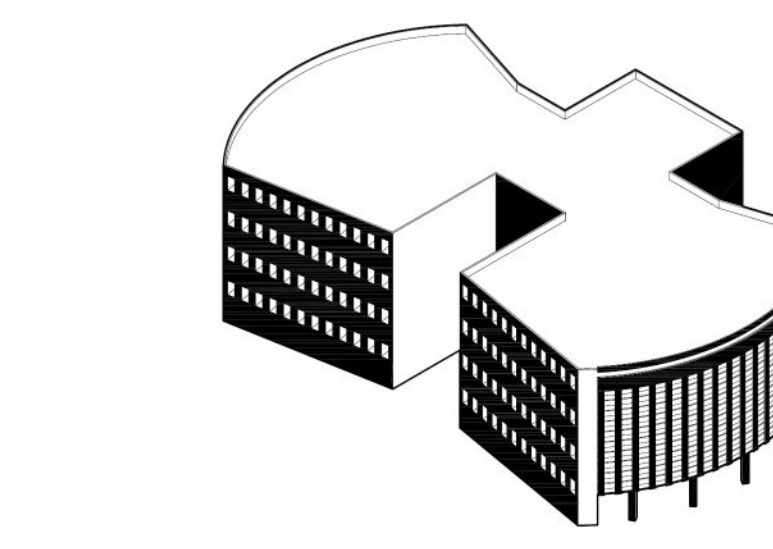
26 Yim Mill Factory, Romema, 1971.
Traditional Mixed Industry

27 Iron Industry, Har Herzim, 1990.
High Intensive Industry

28 Keshabi Jerusalem Garage, Talpit, 1992.
Low Technology Industry

29 Akshar Firm, Talpit, 1960.
Traditional Mixed Industry

30 Unknown Factory, Atarot.
Traditional Industry



31 Beit Ha'Toomim, Givat Shaul, 2006.
High Intensive Industry

32 Beit Orer, Givat Ram, 2015.
High Intensive Industry

33 Beit Ha-Shimon, Givat Shaul, 2012.
High Intensive Industry

34 Migdal Davos, Givat Shaul, 2013.
High Intensive Industry

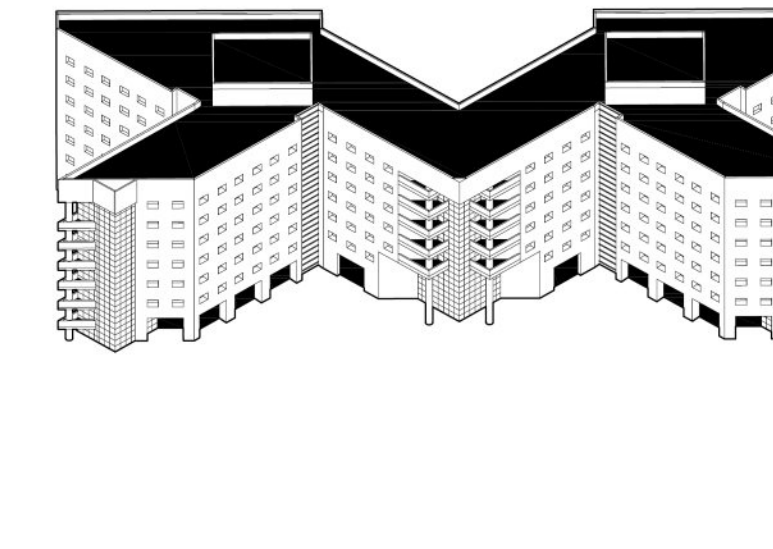
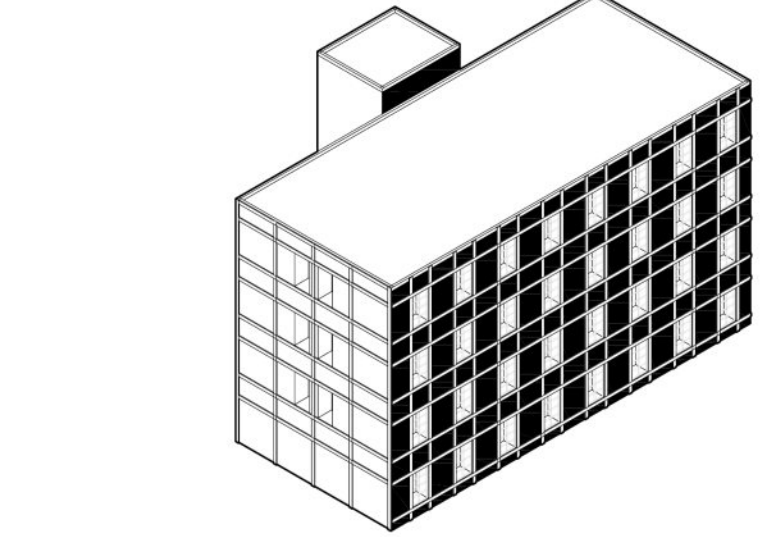
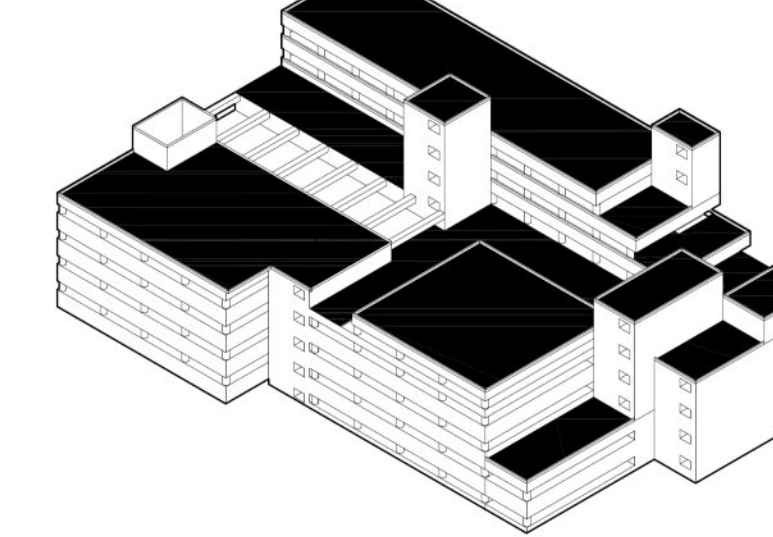
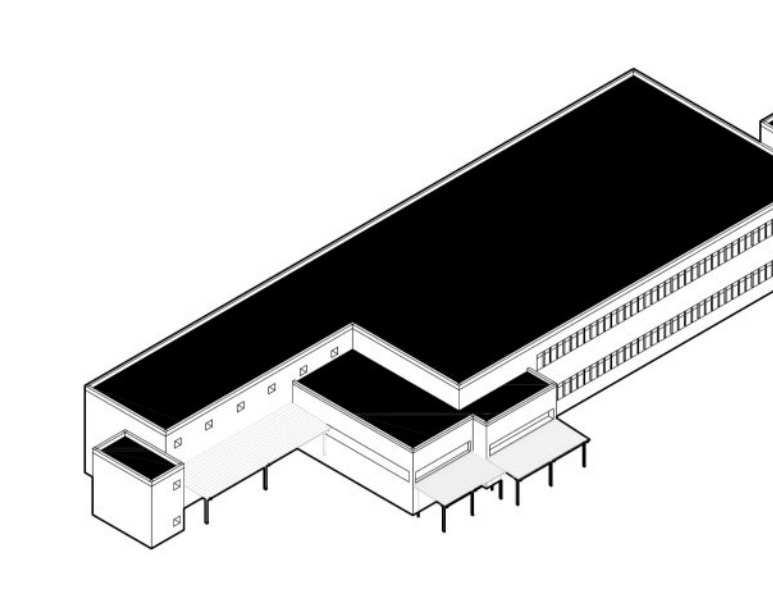
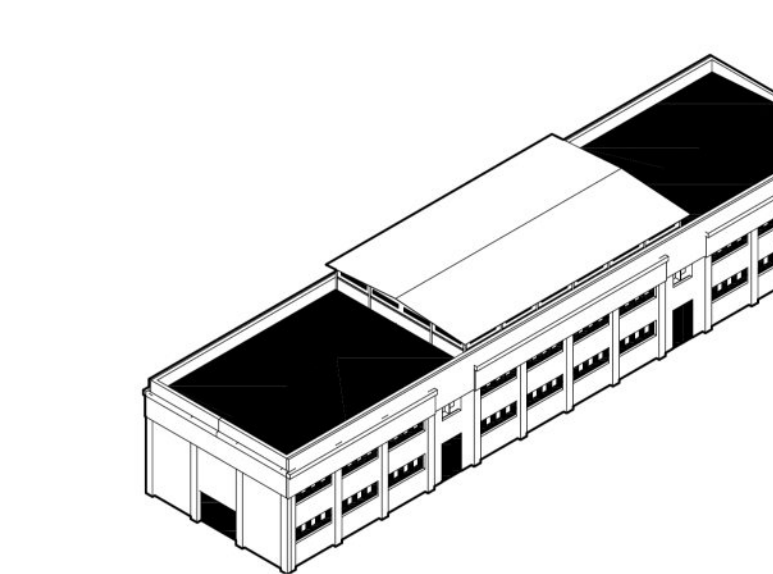
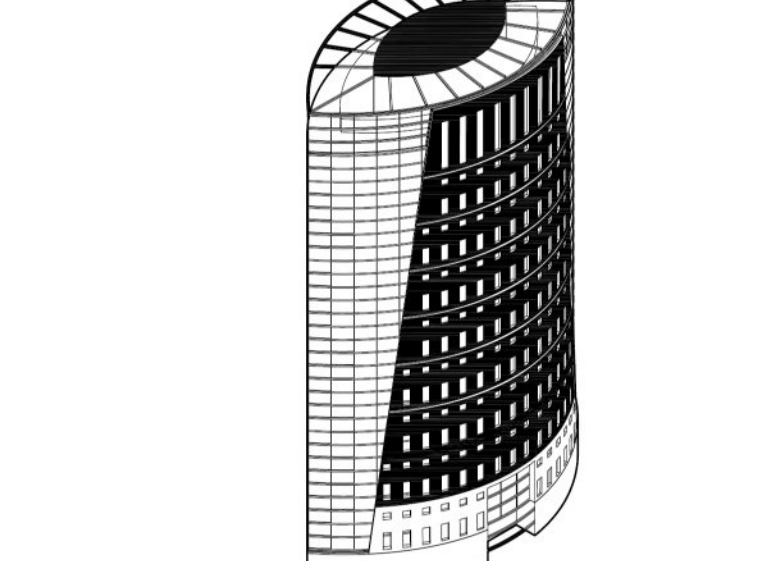
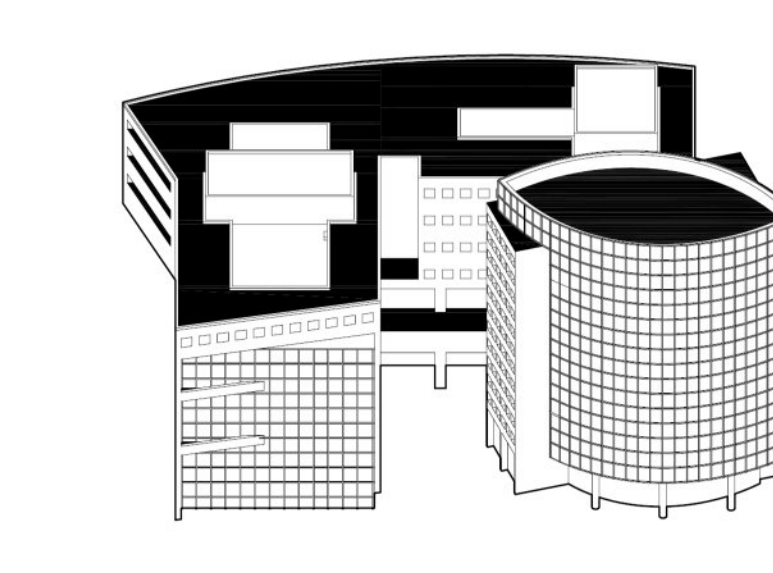
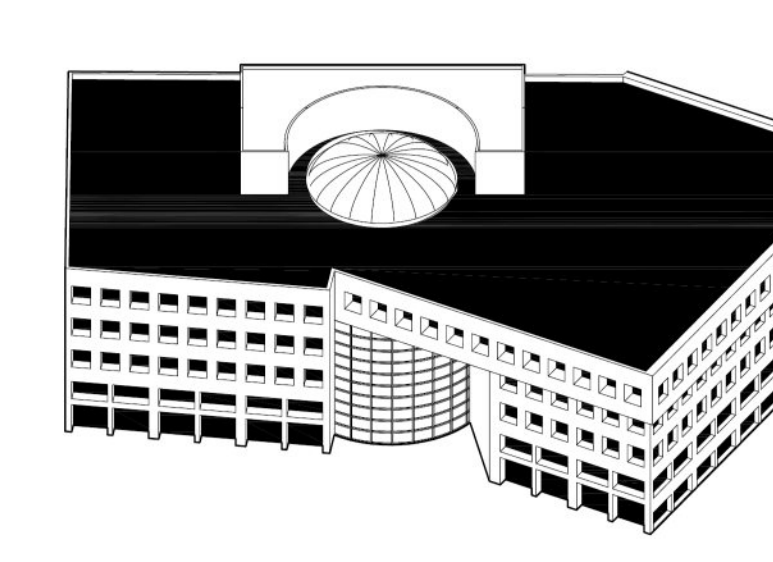
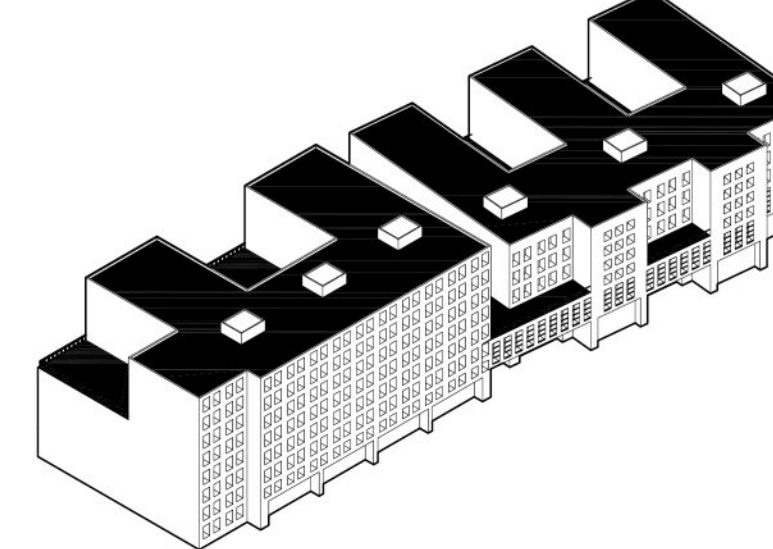
35 Rafi Laboratories, Romema, 1955.
Traditional Mixed Industry

36 Beer Factory, Romema, 1952.
Traditional Mixed Industry

37 Haron College, Givat Shaul, 1995.
Traditional Mixed Industry

38 Erel Post, Givat Shaul, 1972.
Low Technology Industry

39 Center Baranov, Givat Ram, 2013.
Low Technology Industry



40 Oranim Center, Givat Shaul, 2004.
High Intensive Industry

41 Intel, Har Herzim, 1975.
High Intensive Industry

42 BIR Stockhouse, Talpit, 1997.
Traditional Industry

43 KSP Computers, Har Herzim, 1996.
High Intensive Industry

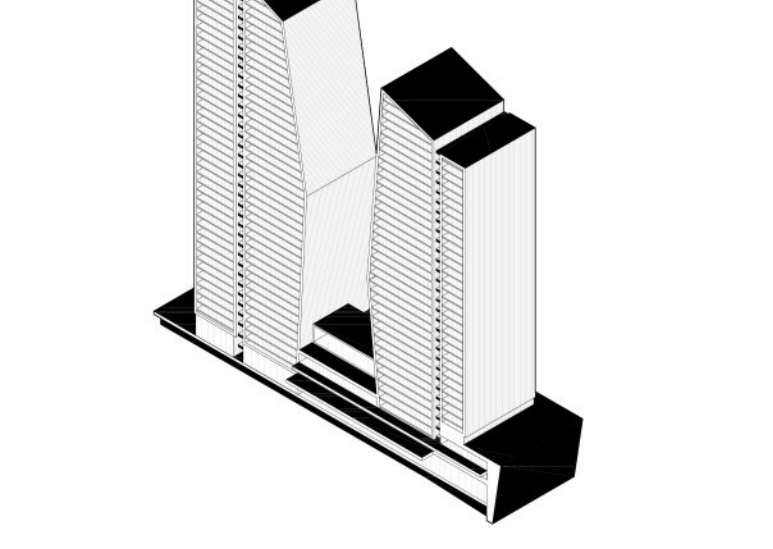
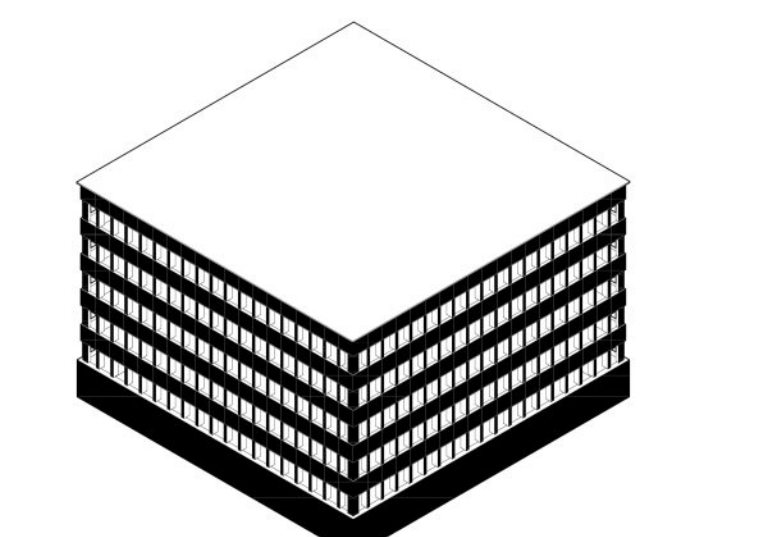
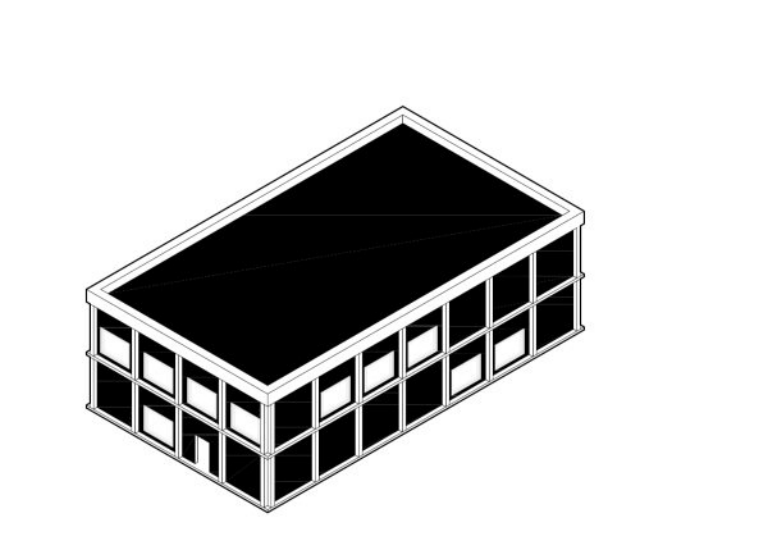
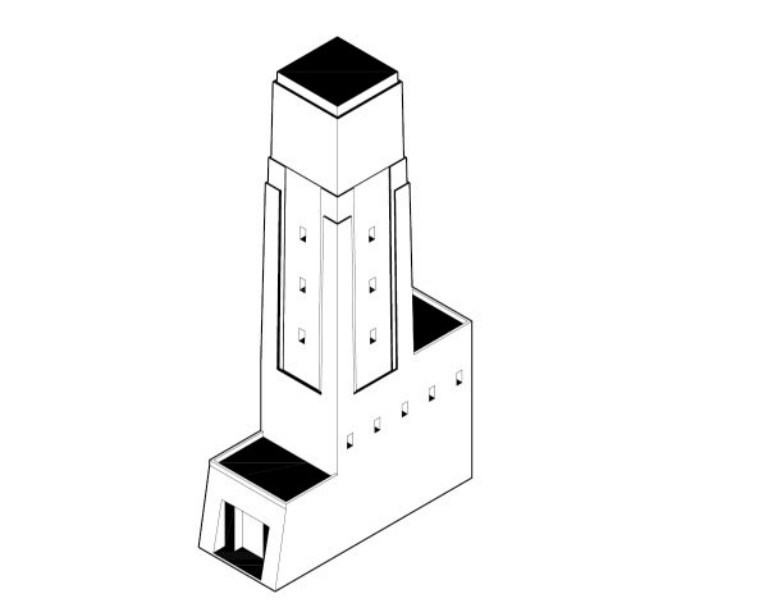
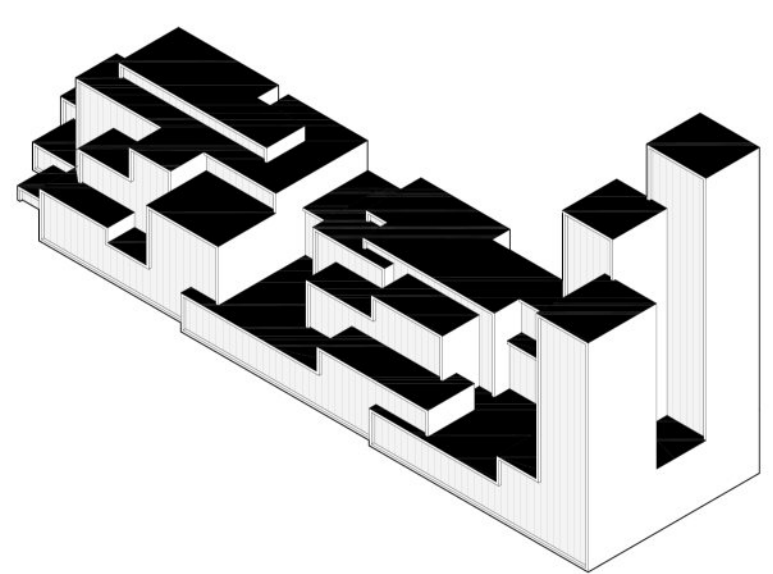
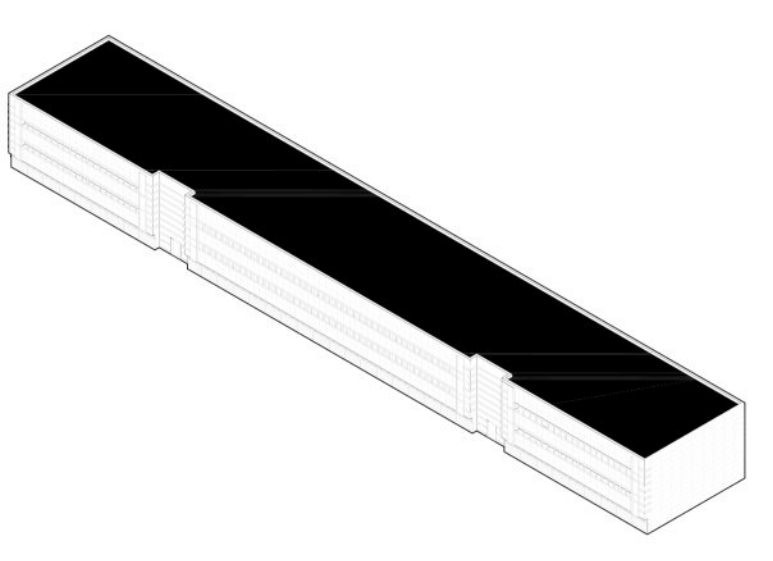
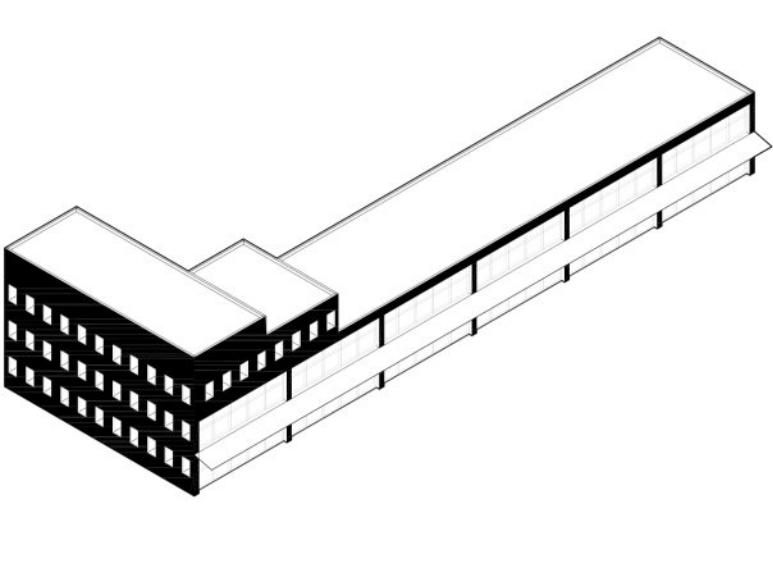
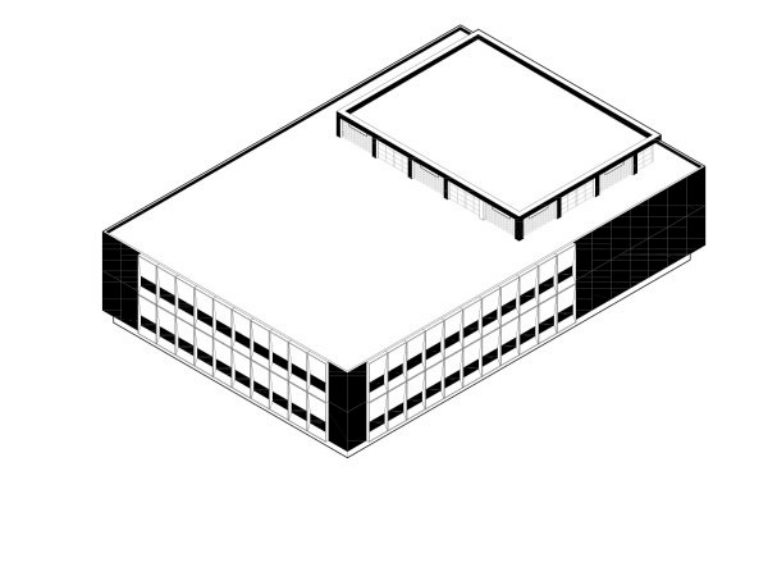
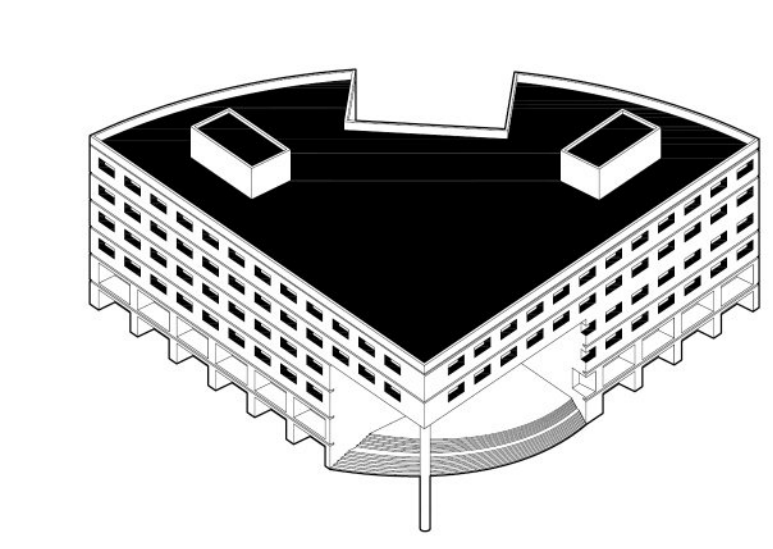
44 High Tech Campus, Givat Ram, 2000.
High Intensive Industry

45 Water Tower, Romema, 1955.
Infrastructure

46 Shikun Corporate, Atarot, 1989.
Traditional Mixed Industry

47 Malha Factory, Givat Ram, 1973.
Low Technology Industry

48 Malha Technology Park, Malha, 2006.
High Intensive Industry

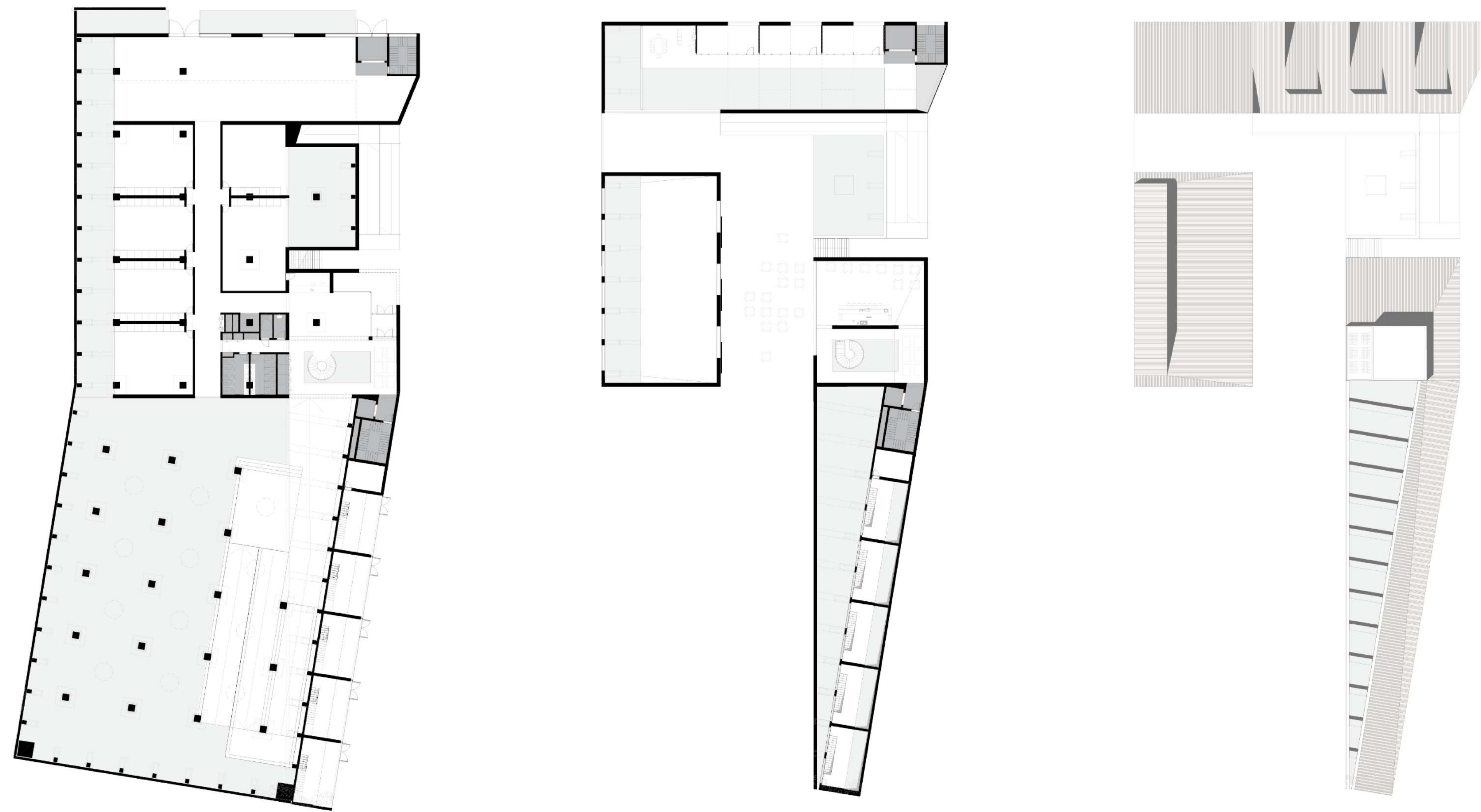


ROMEMA

Arts & Crafts Center

The Jerusalem industrial arts & crafts culture revives here through an old water reservoir, composed by a tower sitting on a platform supported by a grid of columns. Everything is concrete casted.

The project preserves the existent, adding three new volumes, delimiting the public space and bringing natural light to the underground levels. The columnated water reservoir is repurposed as the new main hall, with all the functions and services located at the northern wing of the plan. A light weight panelized construction connects to the existent heavy concrete structure.



Plans - +0.00 - +4.00 - +22.00



Urban integration in the oldest industrial neighbourhood in Jerusalem



A culture icon open to the public

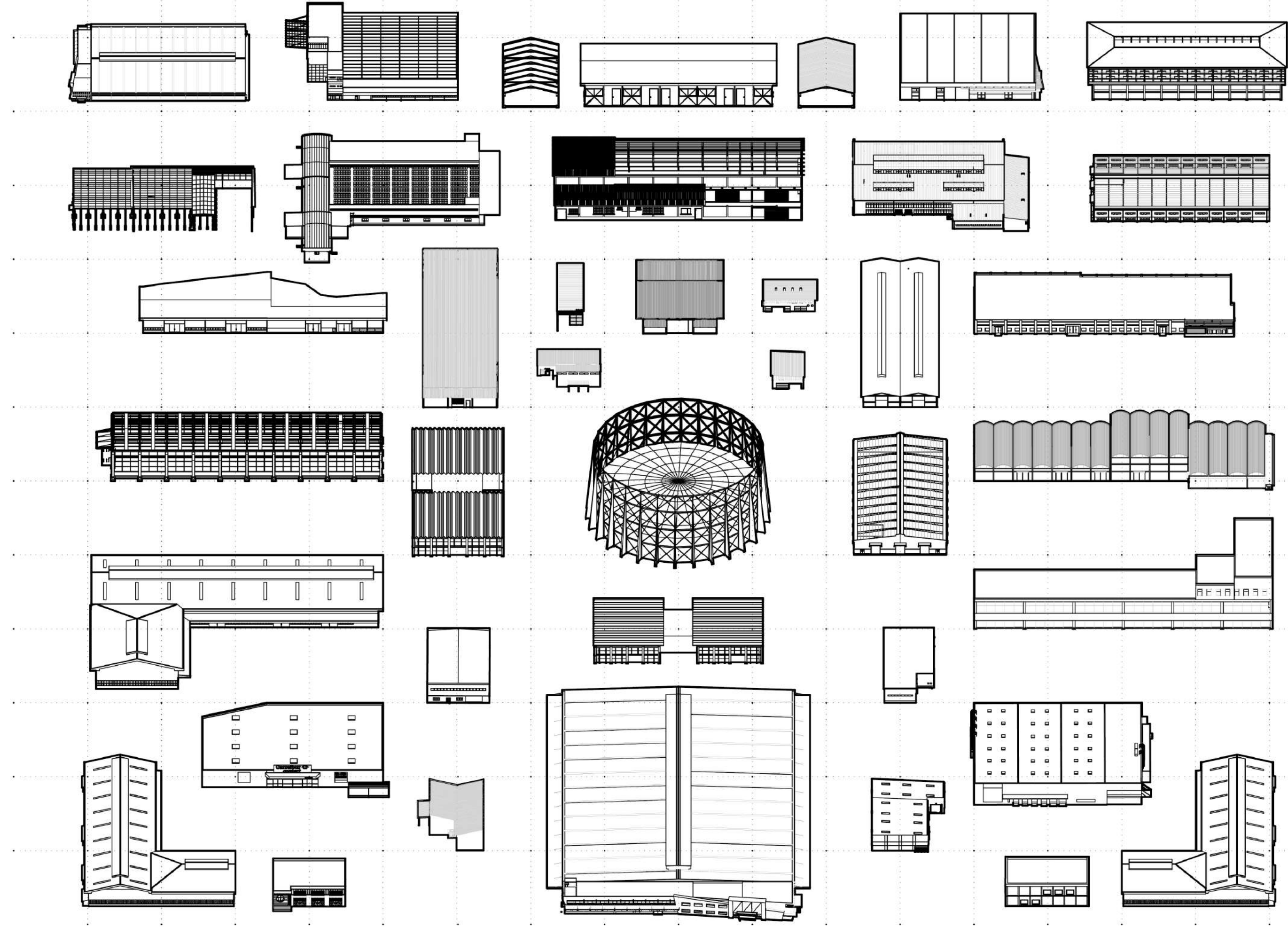


The water reservoir reconverted into the main hall

ATAROT

Cargo Campus

Atarot abandoned airport is reactivated for logistical purposes filling the void between the landing path and the roads around. Products arrive to the airport and pass through several steps before delivery to both, Palestine and Israel. The Cargo Campus is divided in three areas: logistic centers, for deposital and distribution, then the headquarters of the companies and the third part, open to the city, is dedicated to education, workshops, and hotels.



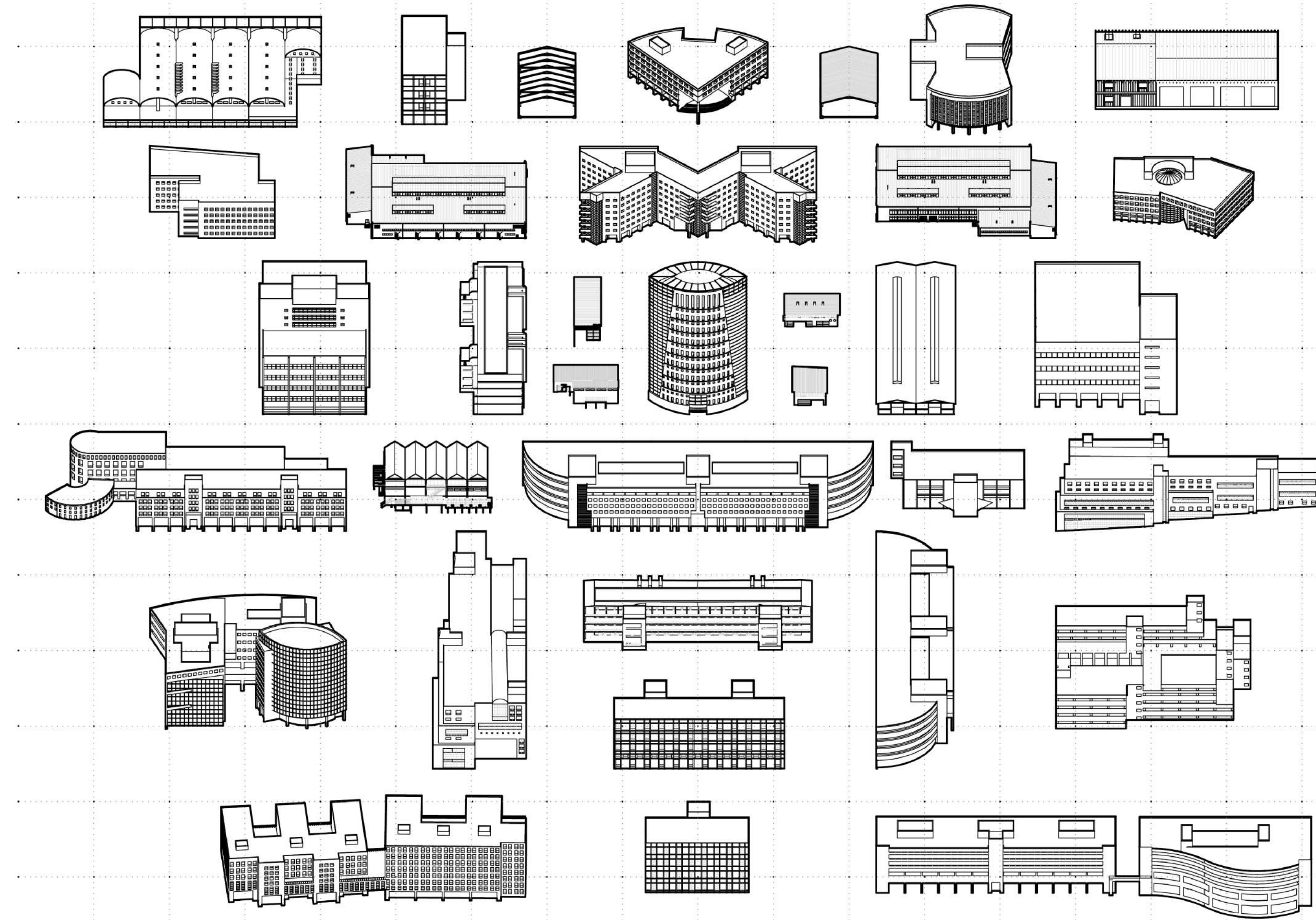
Atarot existent industrial buildings



GIVAT SHAUL

Mixed-Use Landscape

The border between Givat Shaul Industrial Area and the Jerusalem Forest is redefined with a new mixed-use quartier. The buildings composed by affordable housing, commerce and productive spaces provide the basis for a more sustainable deal between man and nature. Three existent oil tanks are repurposed as a high-tech research center.



Givat Shaul existent industrial buildings

