

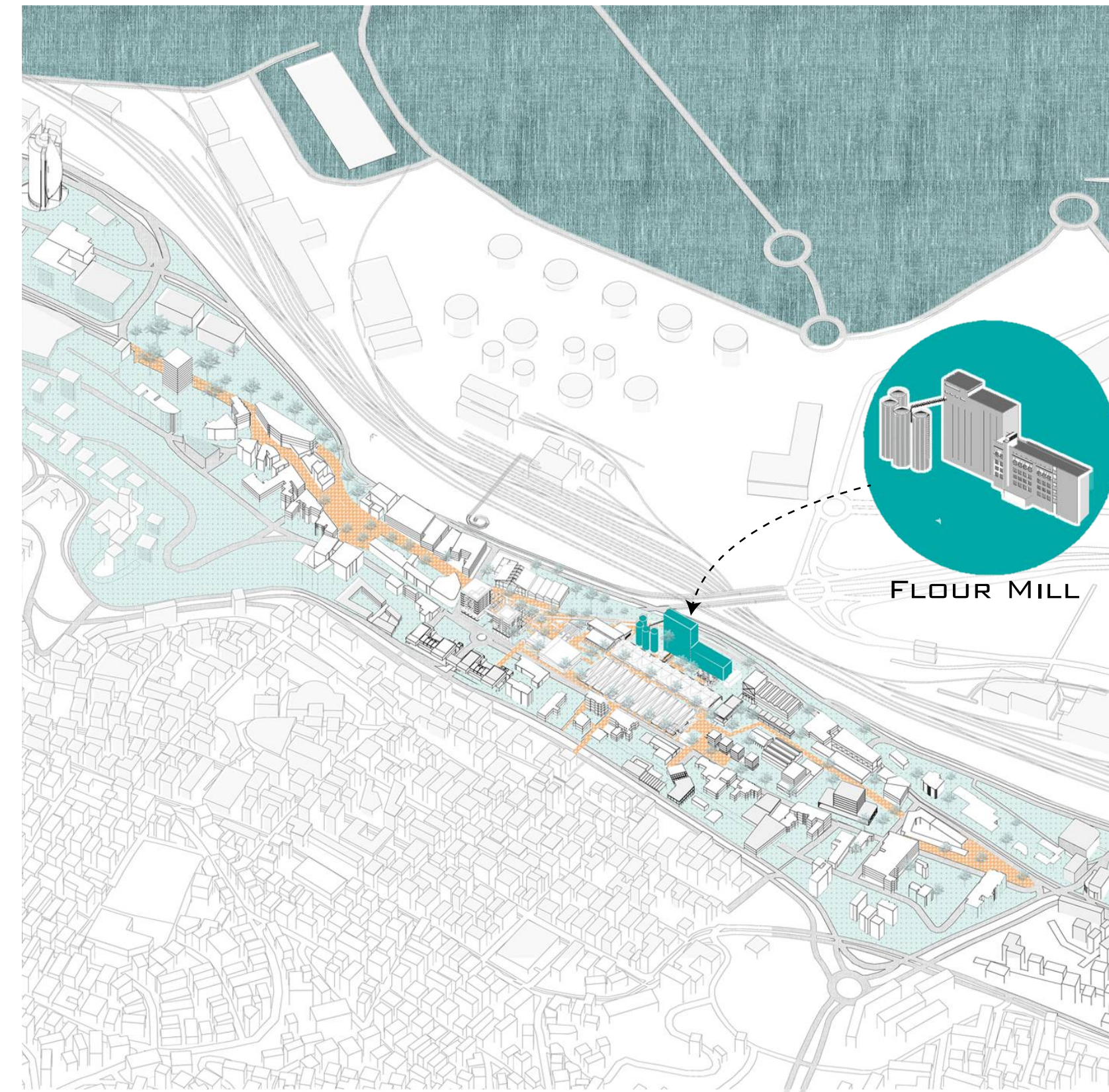
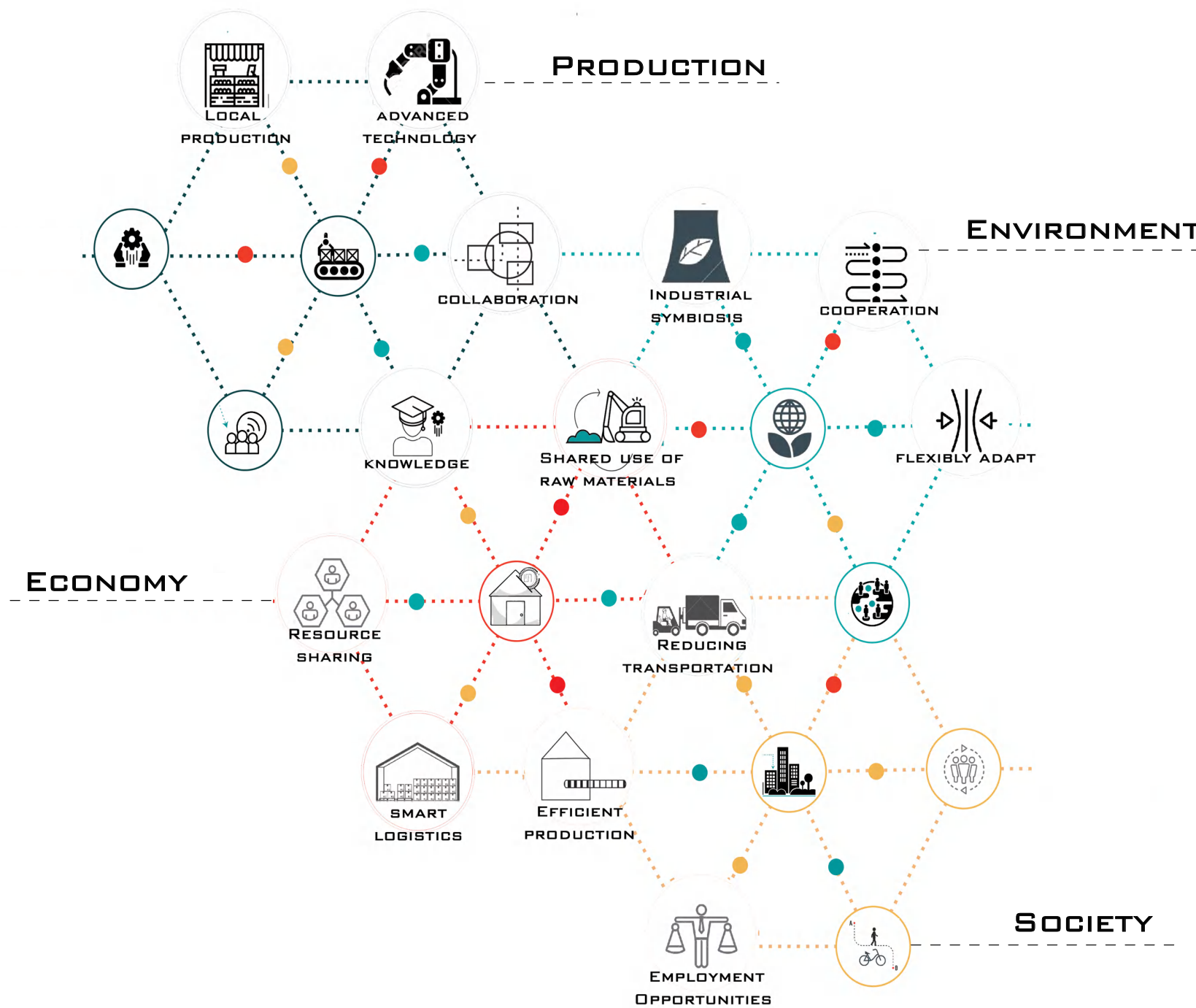
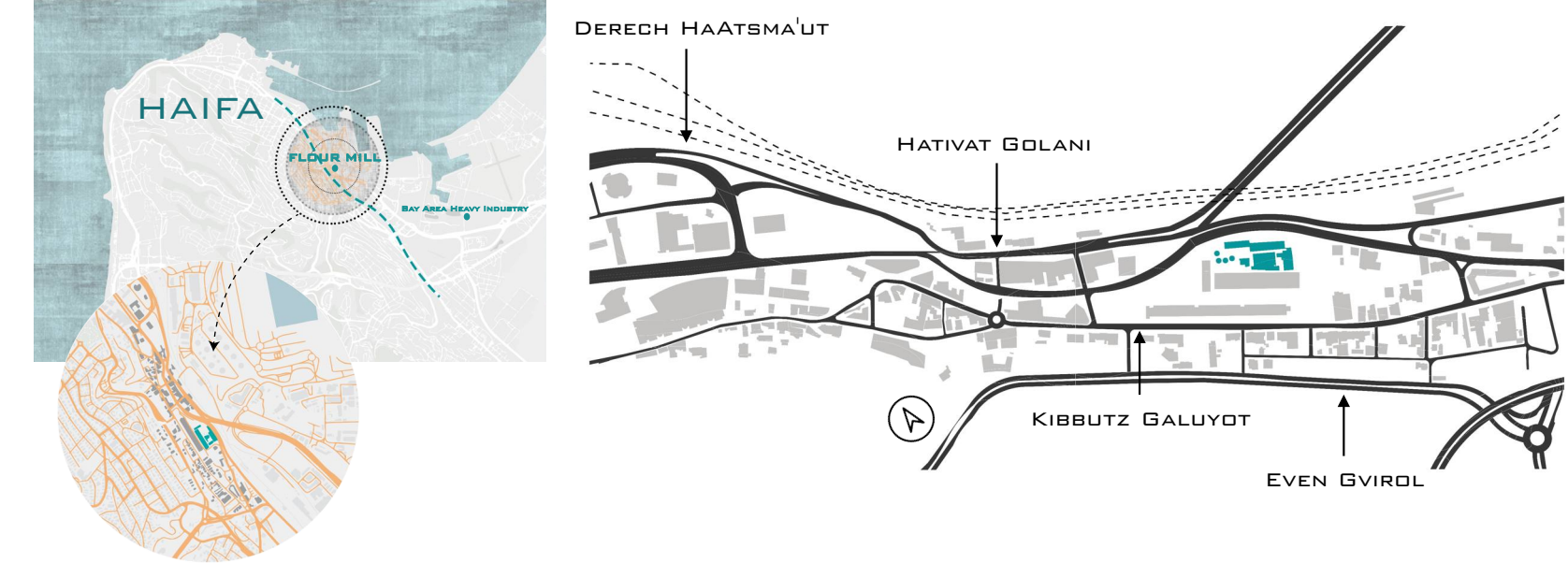
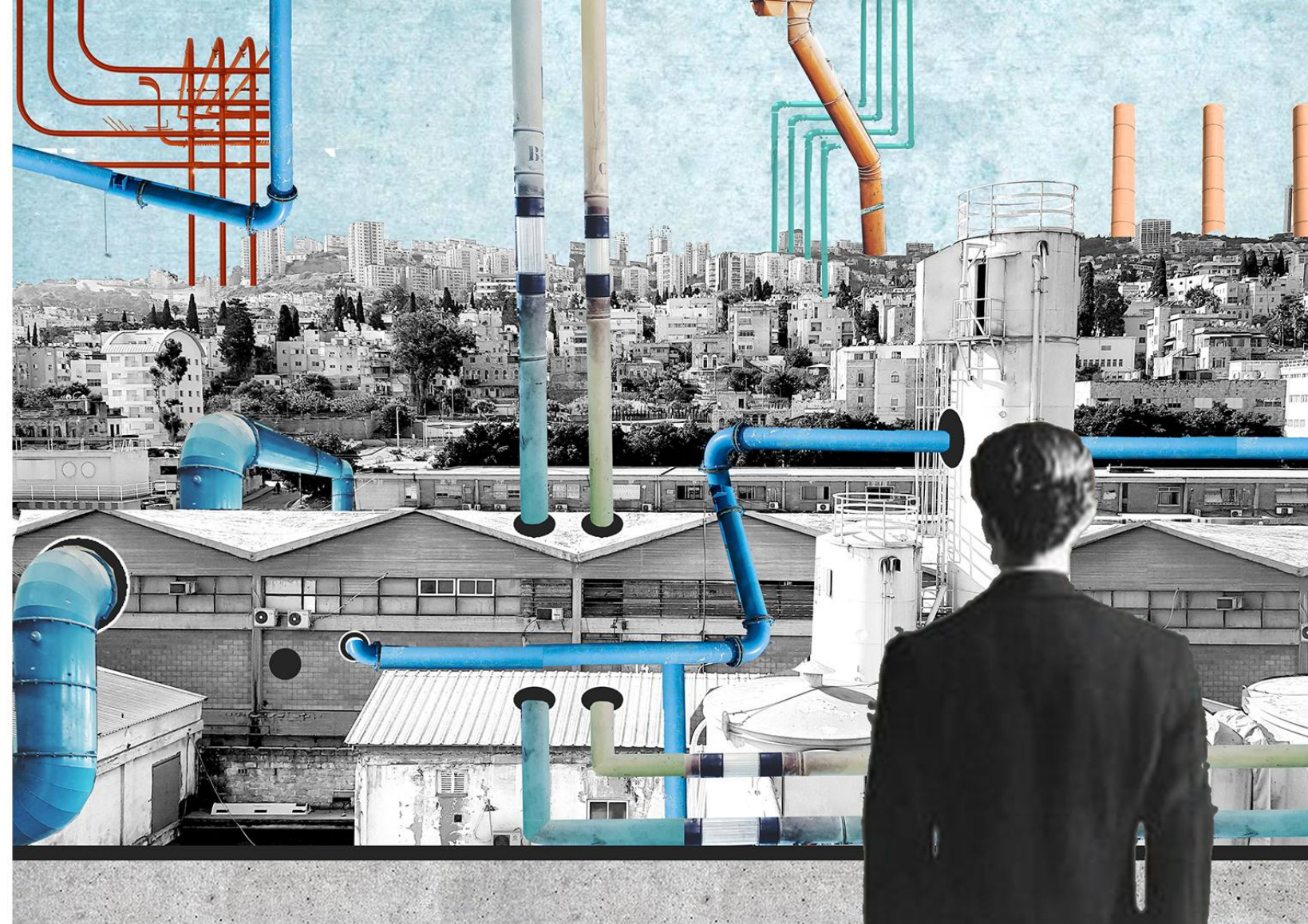
IN-DU-CITY

RETHINKING THE INDUSTRIAL CITY- PRODUCTION AS PART OF URBAN LIFE

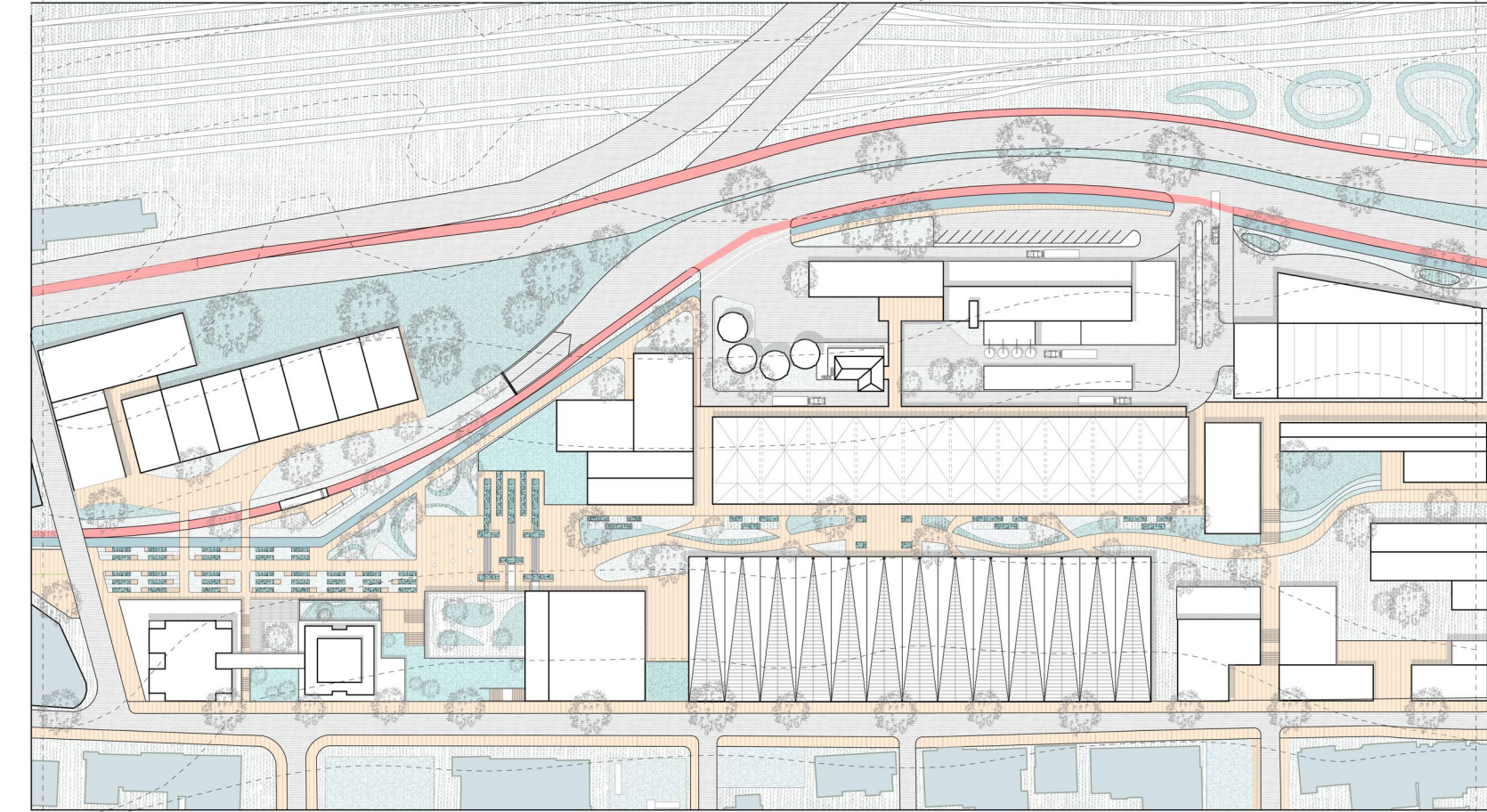
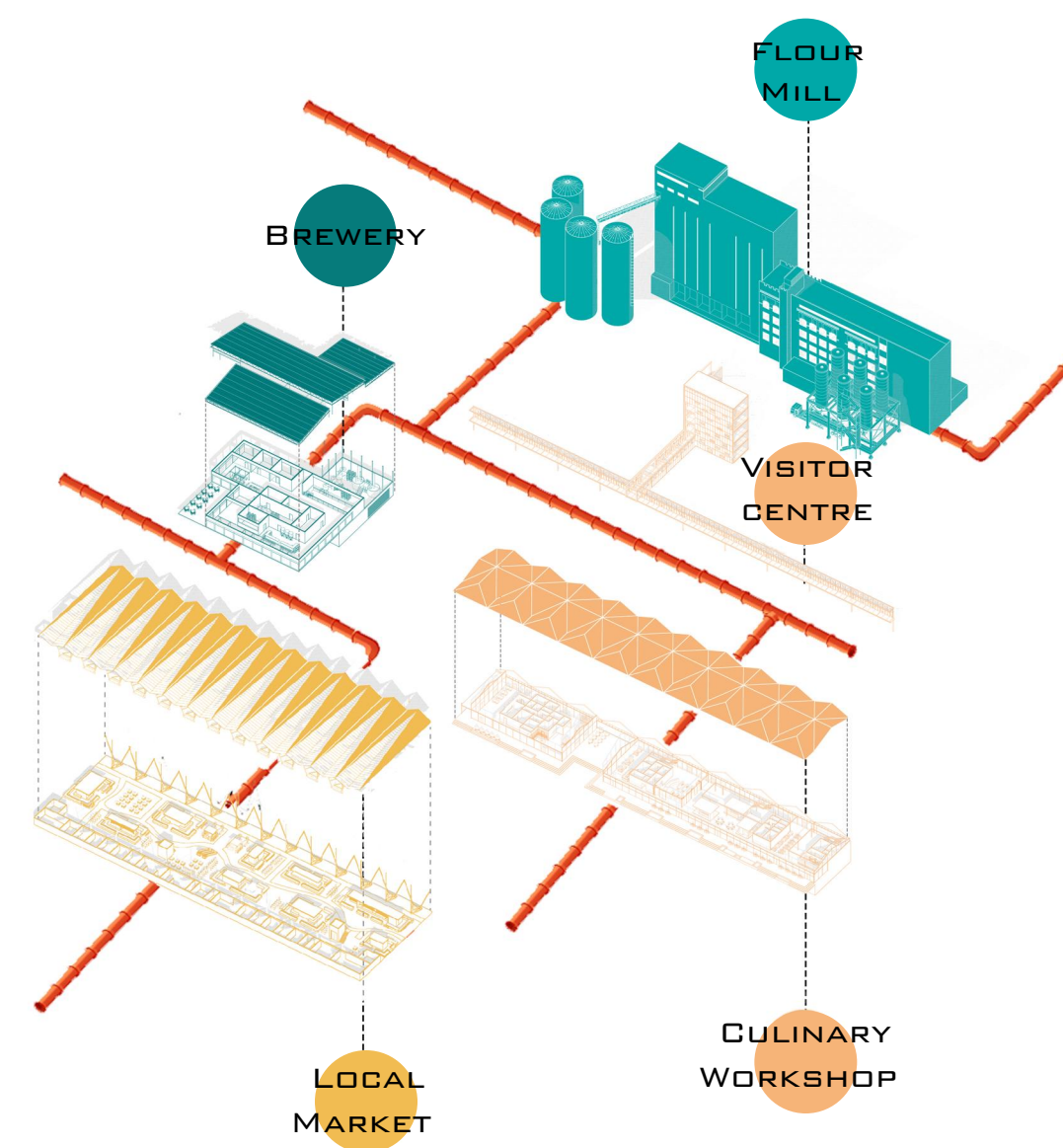
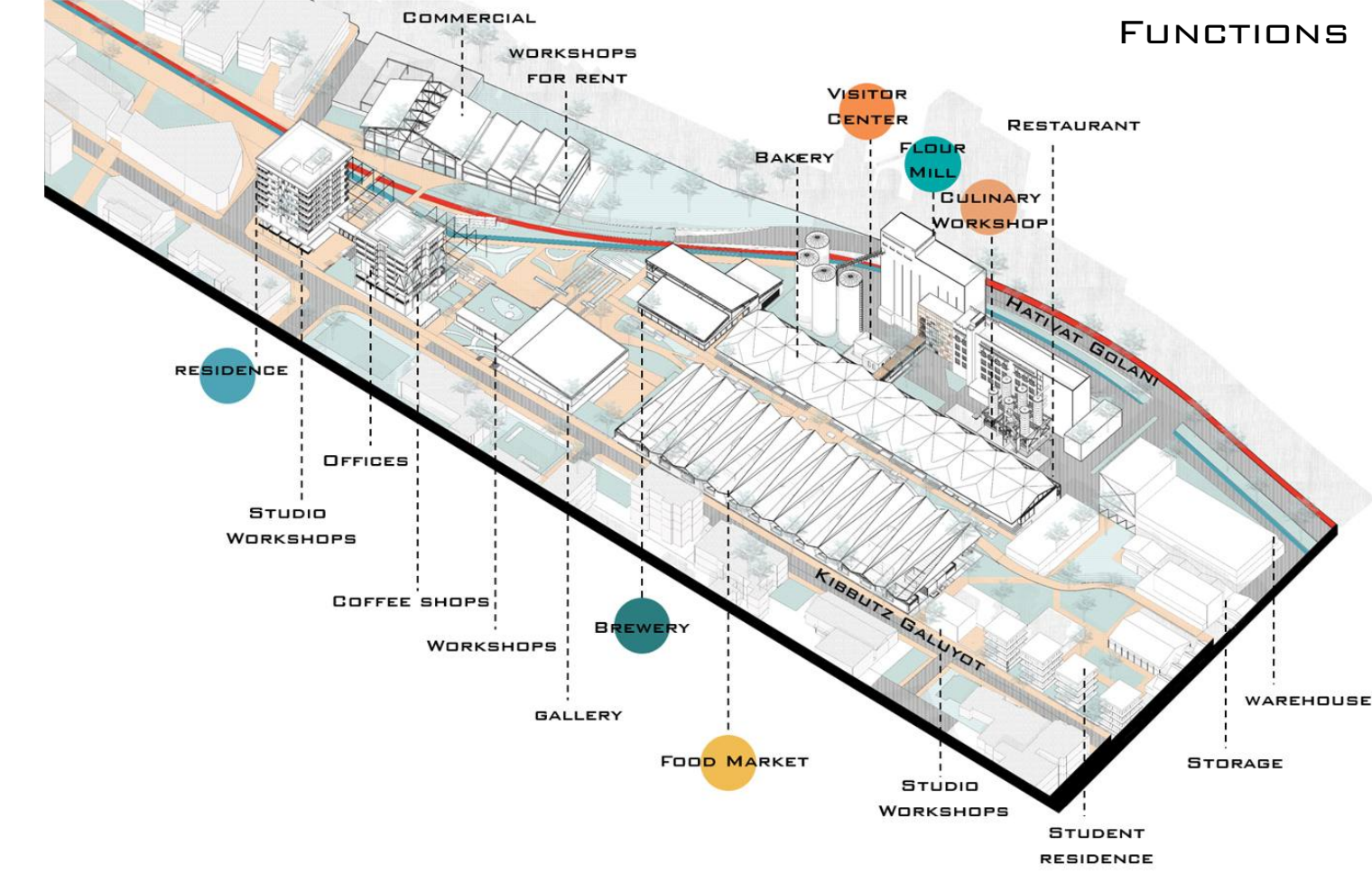
THE PROJECT RETHINKS THE INTEGRATION OF MANUFACTURING AND INDUSTRIAL PROCESSES AS PART OF THE URBAN FABRIC, BY REBUILDING THE CONNECTION BETWEEN PRODUCTION, CONSUMERISM, AND SUSTAINABILITY.

THE RECONSIDERATION AND INSERTION OF PRODUCTION IN THE CITY IS NECESSARY FOR A SOCIALLY, ECONOMICALLY, AND ENVIRONMENTALLY SUSTAINABLE FUTURE. THE AMBITION IS TO CREATE A NEW SOCIO-ECONOMIC SYSTEM AND STRONG MULTI-FUNCTIONAL CITIES, WITH THE UNDERSTANDING THAT INDUSTRY AND PRODUCTION PROCESSES ARE A PART OF THEM.

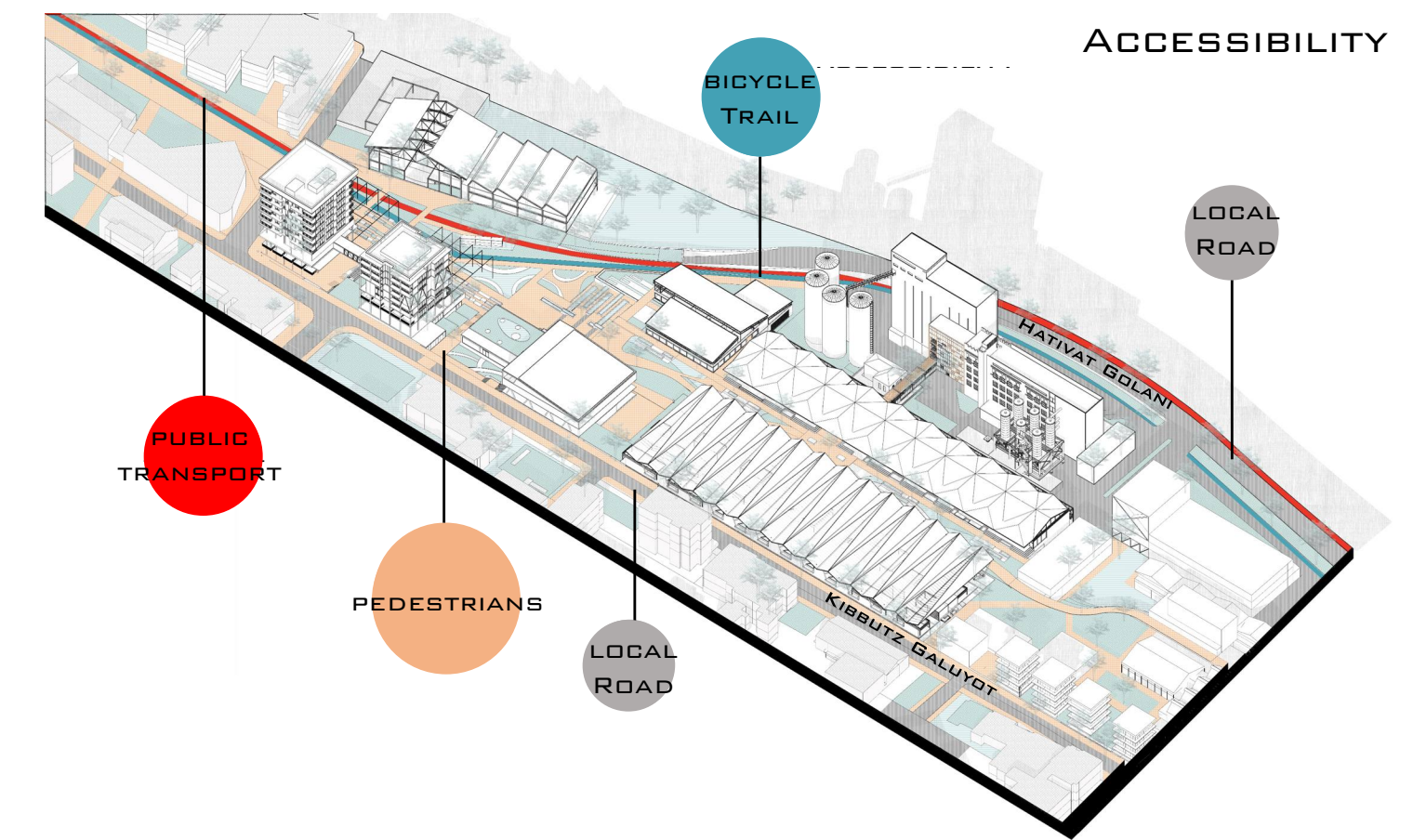
AS A CASE STUDY, I FOCUSED ON THE HISTORIC HAIFA'S FLOUR MILL FACTORY. ESTABLISHED IN 1921, IT STILL OPERATES IN THE URBAN FABRIC OF DOWNTOWN HAIFA, BUT REMAINS A DETACHED AREA. CONNECTING THE COMPLEX TO THE URBAN NETWORK, STRENGTHENING THE AXES, AND PROMOTING AN ACTIVE AVENUE WITH VARYING SCALES OF PRODUCTION THAT INTEGRATE INTO THE URBAN PROGRAM, CREATES A HETEROGENOUS SYSTEM THAT COMBINES CULTURAL, PUBLIC, AND RESIDENTIAL USE ALONGSIDE INDUSTRY AND PRODUCTION. LOCAL PRODUCTION PROCESSES ARE AN INTEGRAL PART OF THE URBAN LIFE, AND THUS THE PUBLIC TAKES PART IN THEM.



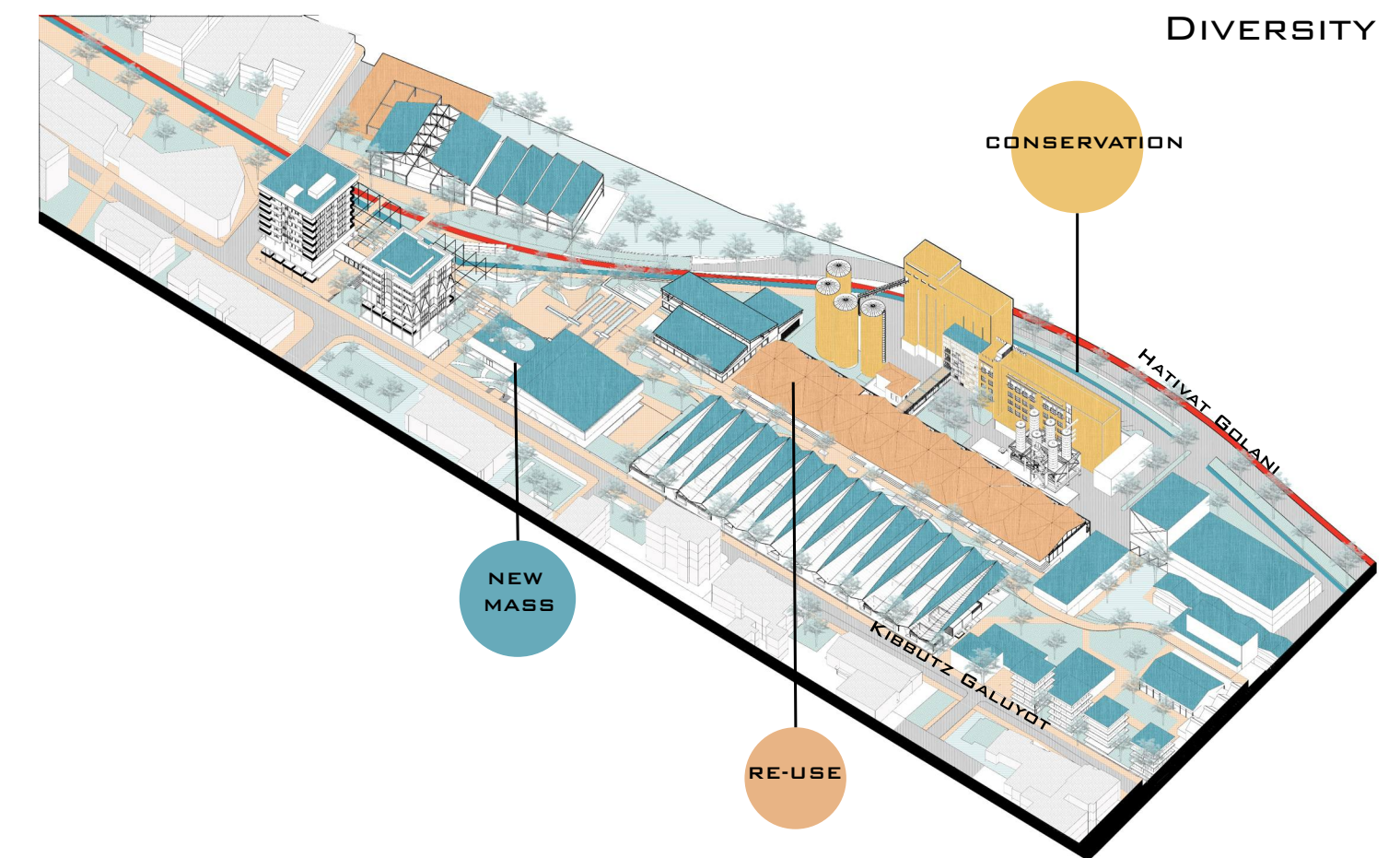
FUNCTIONS

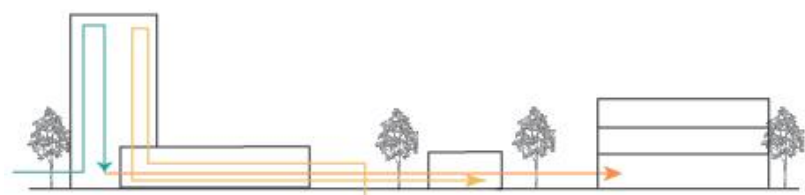


ACCESSIBILITY



DIVERSITY

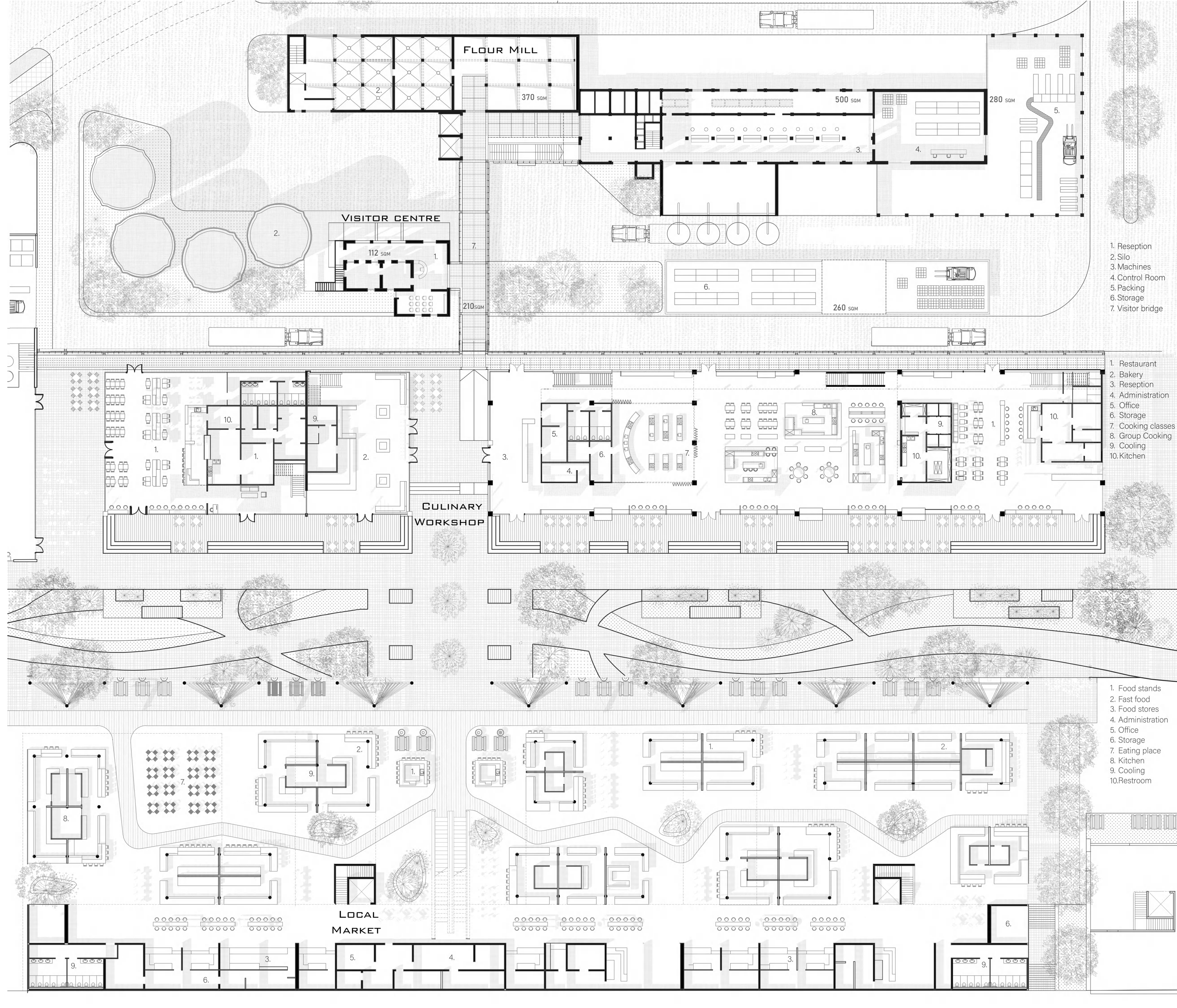




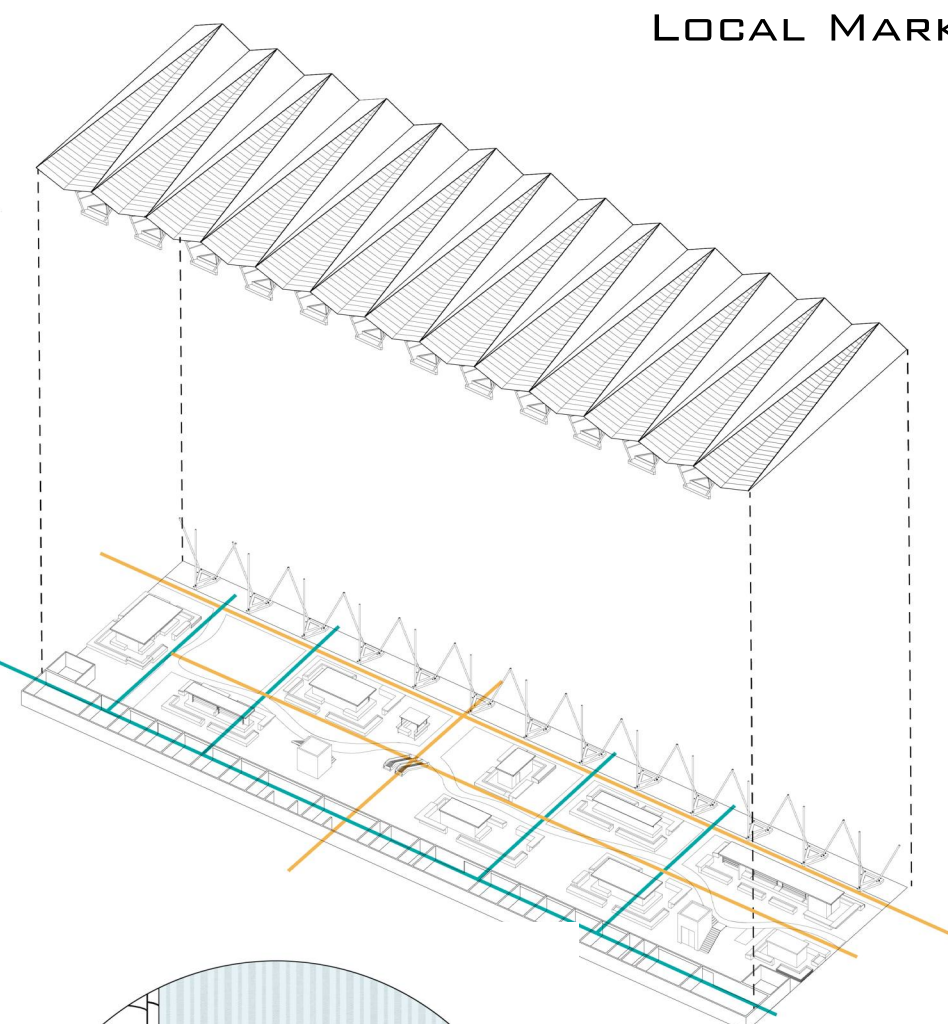
TRANSPARENCY
THE PRODUCTION AS PART OF
AN URBAN EXPERIENCE



PARTNERSHIP
THE PUBLIC IS EXPOSED
TO THE PRODUCTION PROCESS

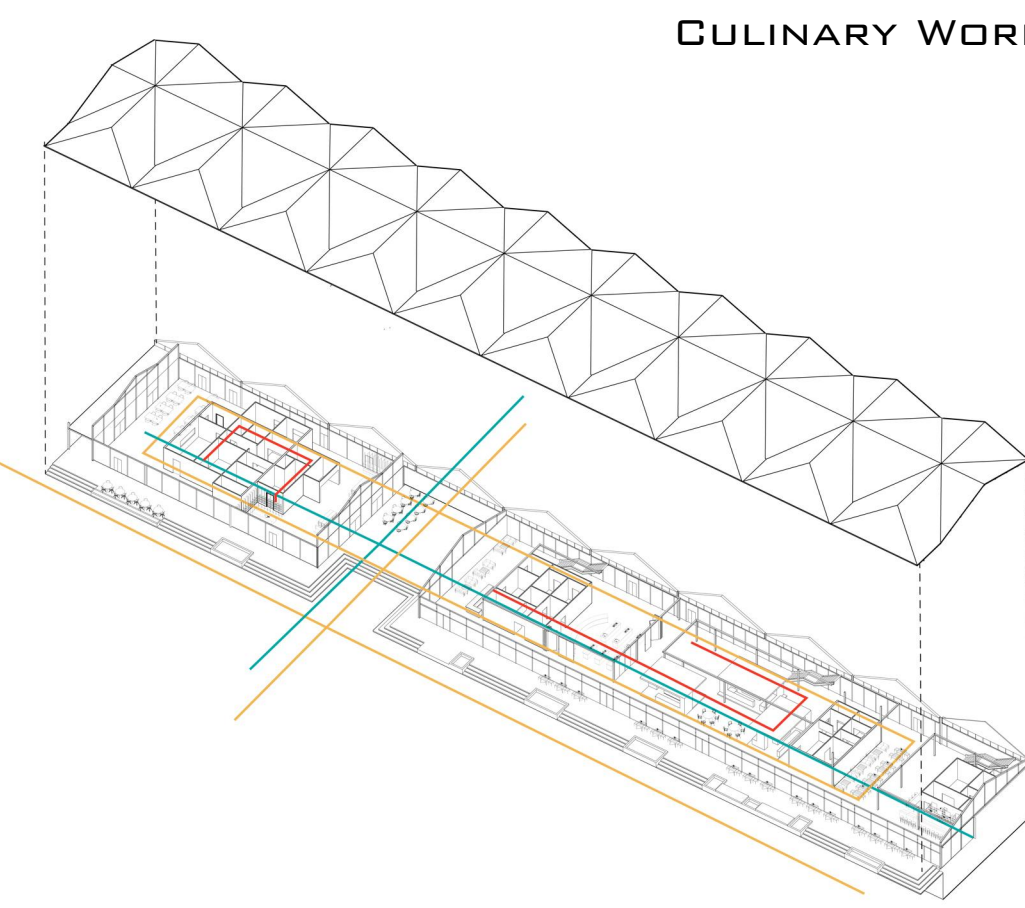


LOCAL MARKET



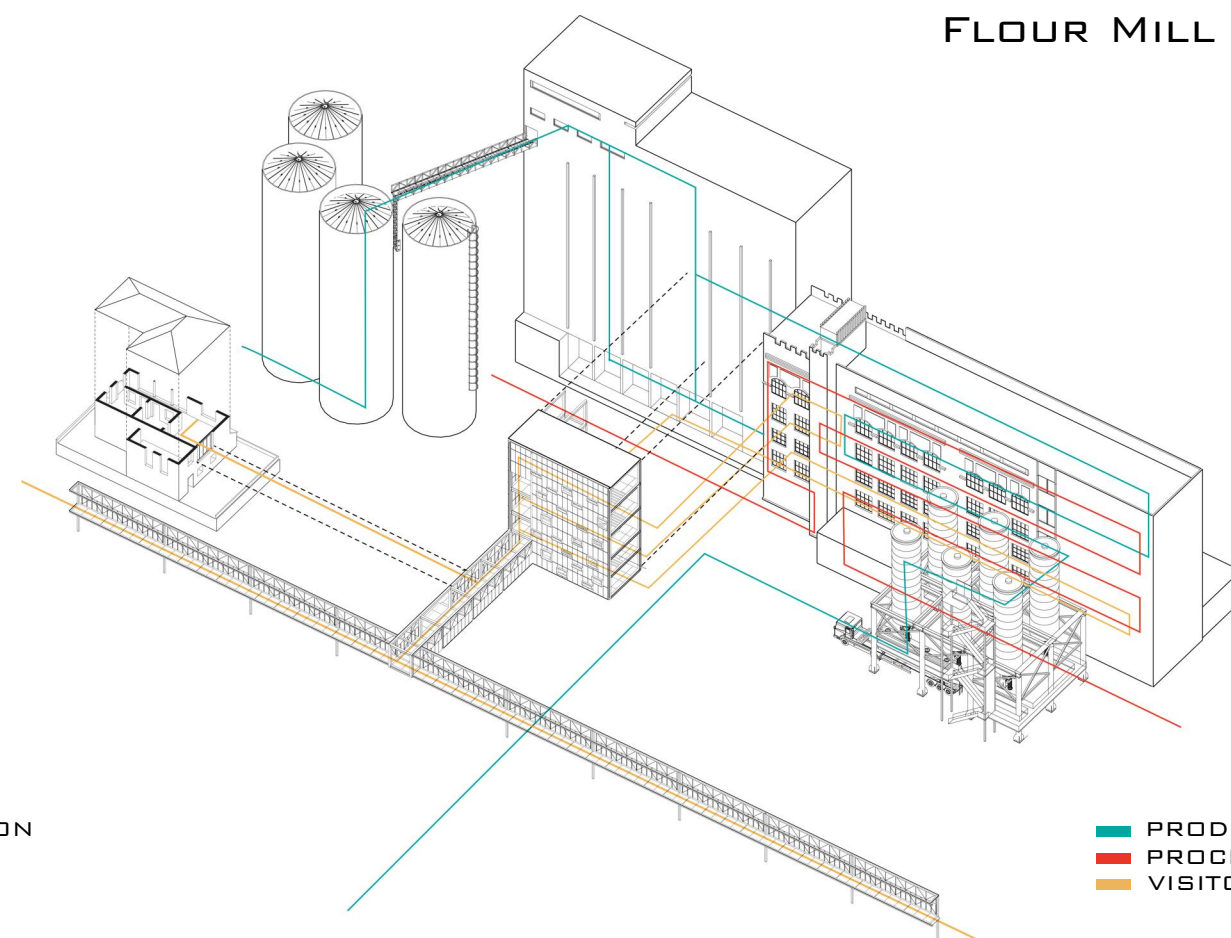
■ PRODUCTION
■ PROCESS
■ VISITORS

CULINARY WORKSHOP



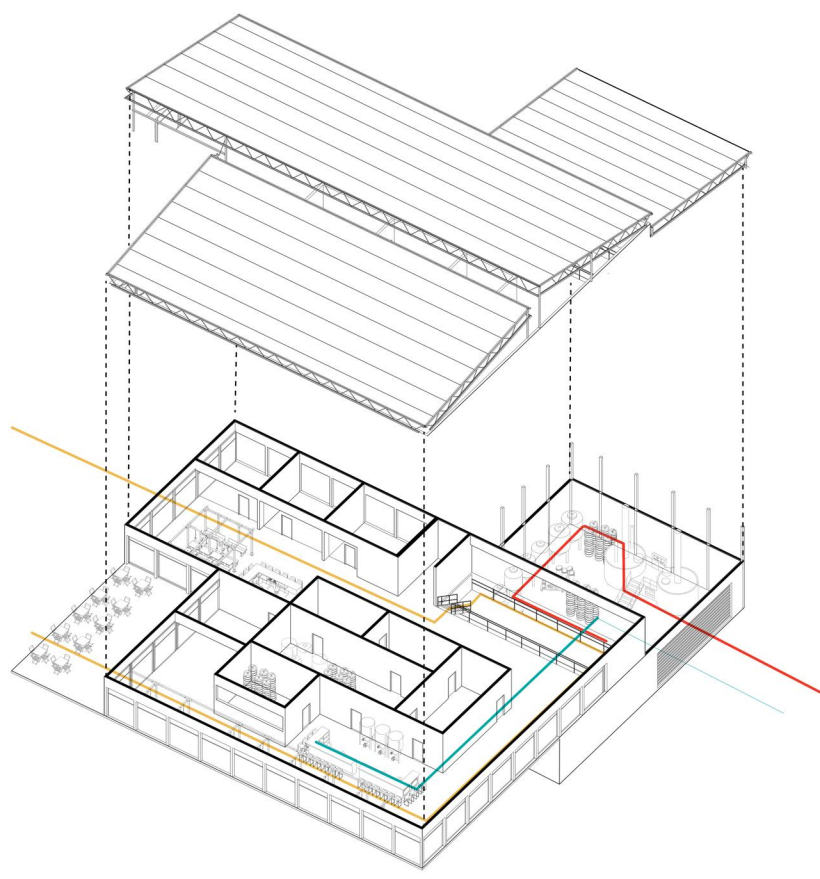
■ PRODUCTION
■ PROCESS
■ VISITORS

FLOUR MILL

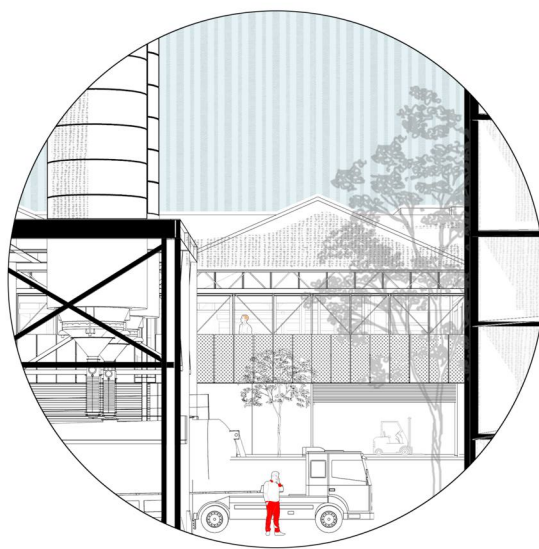


■ PRODUCTION
■ PROCESS
■ VISITORS

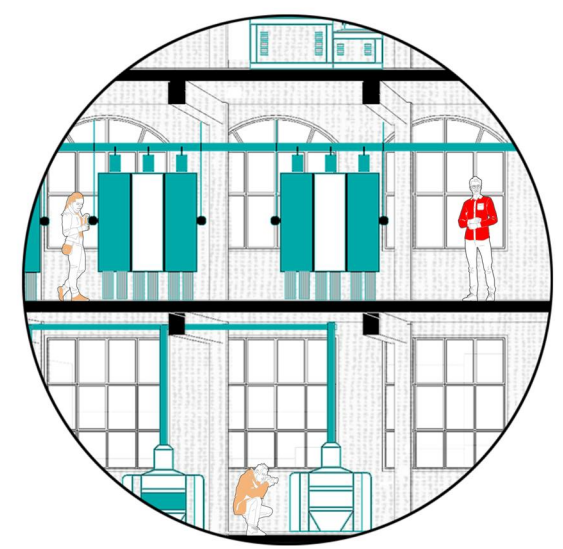
BREWERY



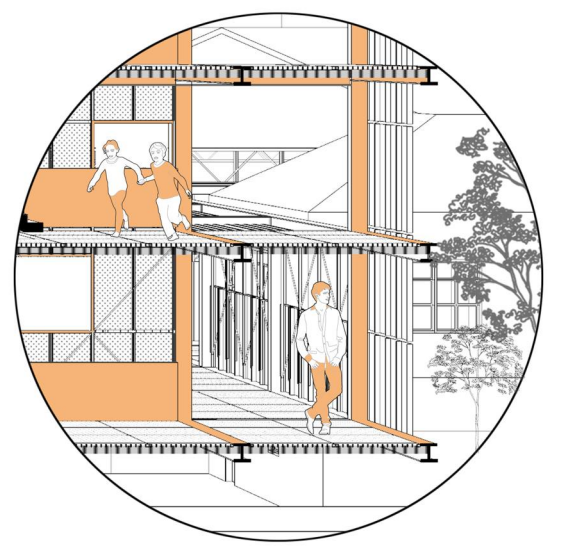
■ PRODUCTION
■ PROCESS
■ VISITORS



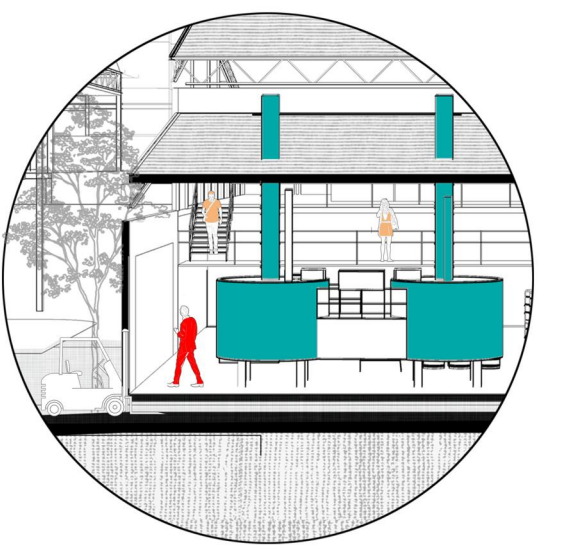
SHARED RESOURCES



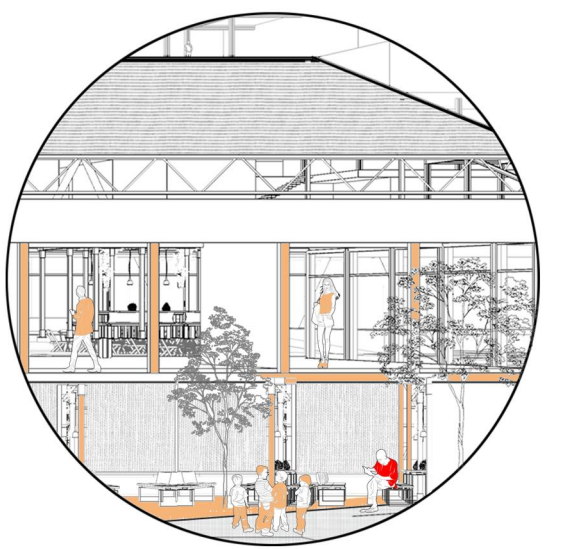
INDUSTRIAL EDUCATION



INDUSTRIAL TOURISM



SHARING RAW MATERIALS



LOCAL PRODUCTION

