Urban greening and economic catalyst, Madrid, Spain

Project description by author

The strong and convincing vision of this project consists of creating a large green island on an empty piece of land at the interface of three mainly residential districts in Madrid in order to achieve a considerable improvement of the climatic conditions. Usually such projects are not feasible due to the extremely high cost of land in urban centers. The striking idea of the project is to combine the positive effects of huge plantations on health, air and water quality with the economic potential of the industrialized production of trees and pot plants for private and public use. The pot plantations and the greenhouse will be designed as a public park and enriched with a multitude of cultural, sports, health and educational facilities. By this unique combination of industrial production plant, recreational functions, serving the city with additional plants to be placed in streets and squares as well as on facades and balconies triggering off various positive impacts on the local climate, this project contains a lot of creativity and innovation coupled with a good sense of economic feasibility.

The site is an isolated fragment of approximately 3ha in the centre of Madrid located in between three mainly residential districts and next to an important urban junction. The project combines a big open and green space in the middle of the site with a dense hybrid program. As the value of each m2 in this place is high, the proposal offers a financially feasible solution using vegetation as a commercial and economic object. The green oasis not only has positive repercussions on air and water quality and health, but proposing a factory (greenhouse or streets) of trees, plants and flowers; it also takes advantage of successive production cycles of the vegetation. This way the project tries to promote commercialization of urban nature as an environmental value producing object the plant/flower pot (domestic scale) and the tree (urban scale). This means a progressive multiplication of green surface in the city and at the same time the increase of its environmental quality.

Production park: the park is a vital organ that is mutually beneficial to the rest of the program. It is at the same time a public park and a space for production, maintenance and treatment of urban trees and plants. It admits different programs and uses according to the circumstances.

The project aims to transform the production park into an urban oasis that gives access to the public at any time of the year. It is located at the beginning of the production belt in the storehouses and the tower studios. By this unique combination of plantings and the greenhouse, it will be possible to transform an industrial production area into an open and green public space.

Further author(s) & legal guardian(s)

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Comment of the Holcim Awards jury Europe

The project is very attractive and fits well within the context of urban greening and economic catalyst. It is an excellent example of how green infrastructure can be designed to improve the urban climate while providing economic benefits. The project is well conceived and financially viable, with a strong emphasis on creativity and innovation. The project is also relevant to target issues such as energy conservation, ecological quality and energy conservation, and ethical standards and social equity. The project is a good example of how green infrastructure can be designed to improve the urban climate while providing economic benefits. The project is well conceived and financially viable, with a strong emphasis on creativity and innovation. The project is also relevant to target issues such as energy conservation, ecological quality and energy conservation, and ethical standards and social equity.