

GOH – Conversion Gösserhalle/ Vienna (AT)

The Gift

Of brewing and building, from yesterday into tomorrow—the history of the so-called Gösserhalle in Favoriten, Vienna’s 10th district, is a checkered one. Ever since its construction the industrial building, originally built as a workshop premises by the ÖBB before 1900, then converted into a beer warehouse for the famous Gösser company in the middle of the last century and most recently repurposed as an event venue, has, with its distinctive façade with clinker-clad wide arches, defined the character of its urban quarter. This identity-forming brickwork structure is now taken into the future by the design of AllesWirdGut. Utilizing the existing structure in a very mindful way, the project strikes a balance between urban design stipulations and the needs of future use—and embarks on a radical intervention in the process: While the exterior walls of the old Gösserhalle are preserved, the existing roof is pulled down to create optimal conditions for a new three-storey building that accommodates office spaces and a café and is enclosed by the historical walling. The differential between the former building depth and the new skin creates a surprising, luxurious tension-loaded three-meter interval, which, through the correlations it facilitates, seeks to evoke magical moments like just right before a kiss. That in-between space is a gift and will be developed with regard to design, ecological, economic and pragmatic aspects. The concept of AllesWirdGut relies on prefabricated modular elements and a mix of materials consisting of wood, clinker and copper. The design outlines a synthesis of respectfully preserved existing and leading-edge new architecture: Careful considerateness and consistently modern typology converge in a made-to-measure project that lets a freely natural, welcoming in-between take root in the center of an urban design task.

Architecture: AllesWirdGut

Project stages: 1–5

Client: Klaus Stanek

Competition: 12.2020 – 1st Prize

Completion: 2023

GFA: 4,700 m²

Competition team: Aline Schmidt, Johannes Windbichler, Karolina Pettikova, Teresa Aćimović

Project team: Arwen Weber, Florian Gottler, Till Martin

Competition consultants:

Wood construction: Merz Kley Partner

HVAC engineering: Transsolar

Visualization: expressiv

Illustrations: AllesWirdGut, Collage (IMG: 584_GOH_C05_mood.jpg): socks-studio.com/ Michael Kirkham (CC BY-SA 3.0) | amended by AllesWirdGut