

## **ATT – Rote Emma / Vienna (AT)**

*More Inside, More Outside*

The Red Emma is a potato cultivar. Inspired by its red-skinned namesake, which used to be cultivated on these grounds, the concept of the residential quarter situated in the 22<sup>nd</sup> district of Vienna places the focus on regional and social rootedness. In creating gender-sensitive and everyday-usable-residential quality, the project, planned as an accommodable quarter, is informed by three core ideas: First, the design provides for a reduced building depth, so that the more stretched-out, yet compact residential units each get a larger façade, which, on the inside, translates into the possibility of partitioning off a flexible-use extra room. Second, the balconies in the Red Emma estate are built into fully functional green open-air spaces which, with windbreak panels and planter troughs, are an ideal outdoor extension of the own four walls. Third, barrier-free accessible areas will be created on the ground-floor level, which, with a mix of cultural, social, and commercial offers, importantly contributes to urban neighborly relations. In addition to public institutions such as the local adult-education center, a kindergarten, an event venue, or a flower and a grocery store, the plinth area with a uniform four-meter ceiling height also accommodates rooms for communal use with washing facilities and access to open spaces. Each floor of the slender structures in hybrid-timber construction also has a multipurpose room for collective use as well as a separately rentable coworking space. On top of the buildings, there are freely accessible roof gardens, which are informed by local agriculture in typology and use and fully compensate for the development's built-up footprint. Pergolas with photovoltaic modules offer weather-protected retreats and possibilities for urban gardening: what is watered with grey water here can later be sold as socially sustainable produce in the ground-floor store. So that's how she is, the Red Emma: environmentally sensitive, close to nature, grounded.

Architecture: ARGE Gerner Gerner Plus AllesWirdGut

Project stages: 1–5, 7

Client: BWS Gemeinnützige allgemeine Bau-, Wohn- und Siedlungsgenossenschaft und MIGRA Gemeinnützige Wohnungsges.m.b.H.

Competition: 12.2020 – 1. Preis

Construction start: 2022

GFA (est.): 37,270 m<sup>2</sup>

Competition team: Bogdan Hămbășan, Jan Schröder, Peter Jakubicek

Landscaping: Carla Lo Landschaftsarchitektur, Vienna

Building physics & fire protection planning: Röhrer, Vienna

Electrical, building services & structural engineering planning: Dr. Ronald Mischek ZT GmbH, Vienna

Social sustainability: Sonja Gruber

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Visualization: ARGE Gerner Gerner Plus AllesWirdGut

Model: mattweiss