

Brussels Waterloolaan - Gulden Vlieslaan >>>



The Hotel

Cartier

Cartier

FRUIT BOUTIQUE

Brussels Waterloolaan - Gulden Vlieslaan

3rd prize invited competition

project
redevelopment public space

location
Brussels, Belgium

designers
Hanneke Kijne
Ronald Bron
Jonas Strous
Ferry Streng

partners
Rijnboutt
MINT
ARA

client
Gewestelijke Overheidsdienst Brussel

size
4 ha. (580 m long x 70 m wide)

year of design
2016



street profile western section



street profile middle section

The boulevard restored

HOSPER, together with RIJNBOUTT, participated in an invited competition for the redevelopment of the Waterloolaan - Gulden Vlieslaan avenue in Brussels.

In earlier times, the Kleine Ring - Little Ring - was a leafy boulevard, a chic place to see and be seen. The Kleine Ring between the Louiza Square and the Naamsepoort still contains the best collection of fashion shops in Brussels: from chic to ordinary and for young and old. Nevertheless, the impression of lack of glory prevails. While the number of pedestrians is considerably larger than the car flow, the car dominates the public environment and the pavement, furniture and buildings of the subway and parking garages are deteriorating rapidly.



The task is to reclaim quality in order to contribute to the development of a strong retail area with a public environment of international allure, a city like Brussels worthy. A zone in which not accessibility, but the presence of the car has been reduced, a zone for the pedestrian, cyclist, shopper and stroller.

Royal profile

The proposed renewal of the Waterlooiaan - Gulden Vlieslaan creates ample space for the pedestrian, the recreational shopper as well as the purposeful shopper. Parked vehicles disappear from the street scene. The parking garages and their accesses become more inviting, attractive, remarkable and safer, so parking spaces on ground level can be removed to create more space for the pedestrian and cyclist.



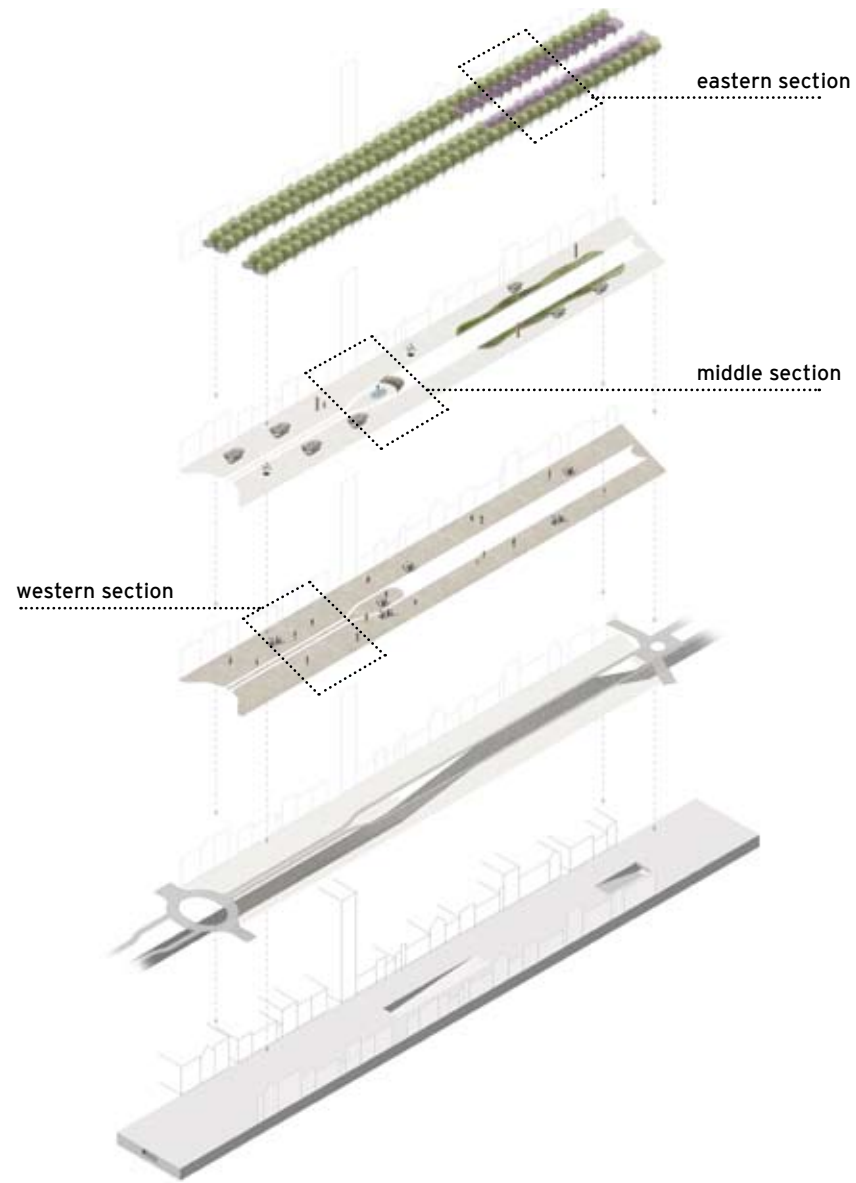
Safe and comfortable free bike paths on both sides of the ongoing car traffic are introduced for the cyclists.

The generous profile offers space for trees, flowers and plants, pavilions, art and terraces. The area also makes it an attractive destination for residents of the nearby neighbourhoods to be able to stroll and relax.

Brussels is the city of Art Nouveau. The design of the pavilions, parking garage entrances, plant boxes and sofas gives a new, contemporary interpretation to the main style features (solid lines, flowing material transitions).



street profiel eastern section



principle design concept

