

PRESS RELEASE

ZORROZAURRE MASTER PLAN

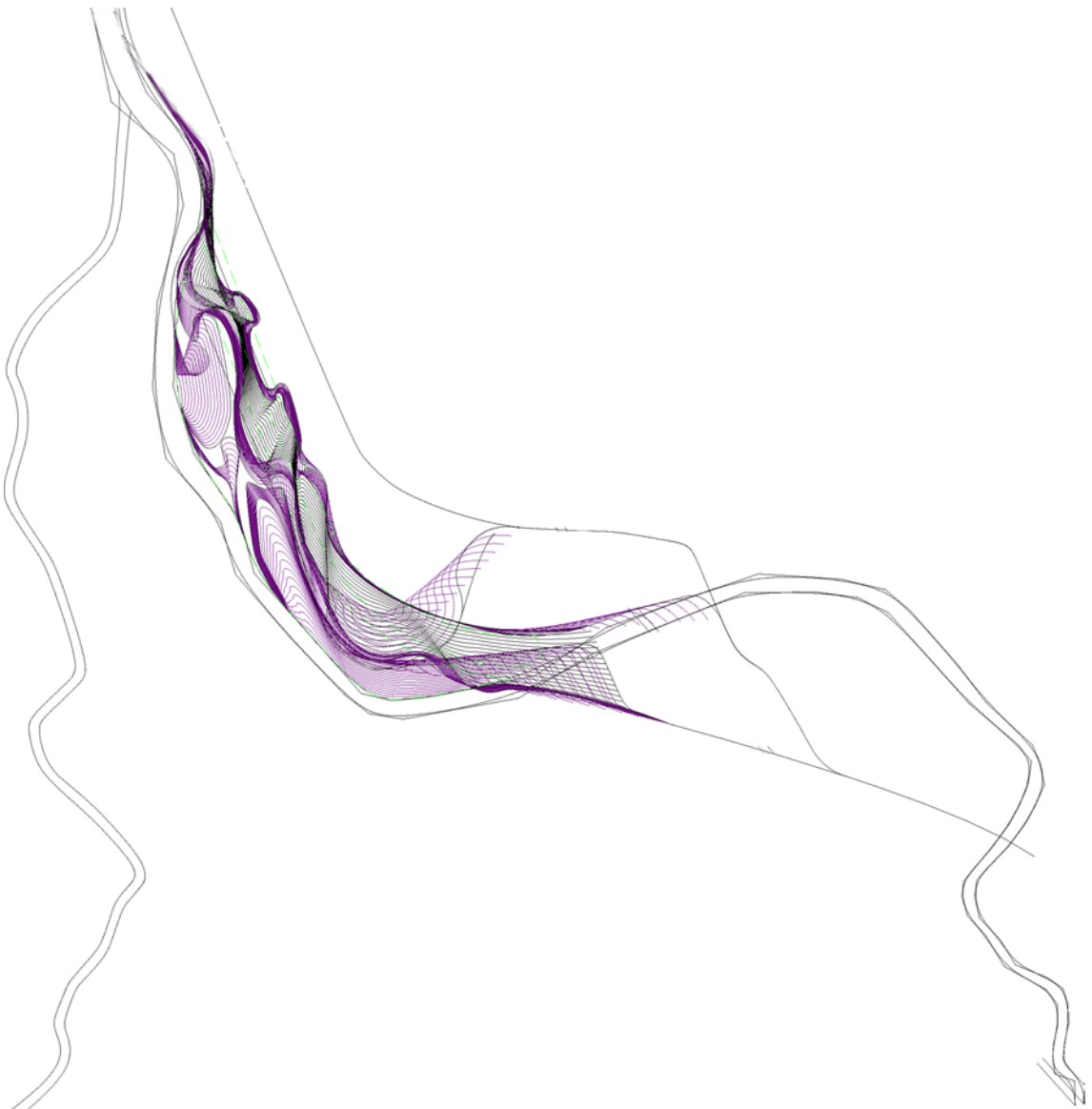
ZAHA HADID ARCHITECTS

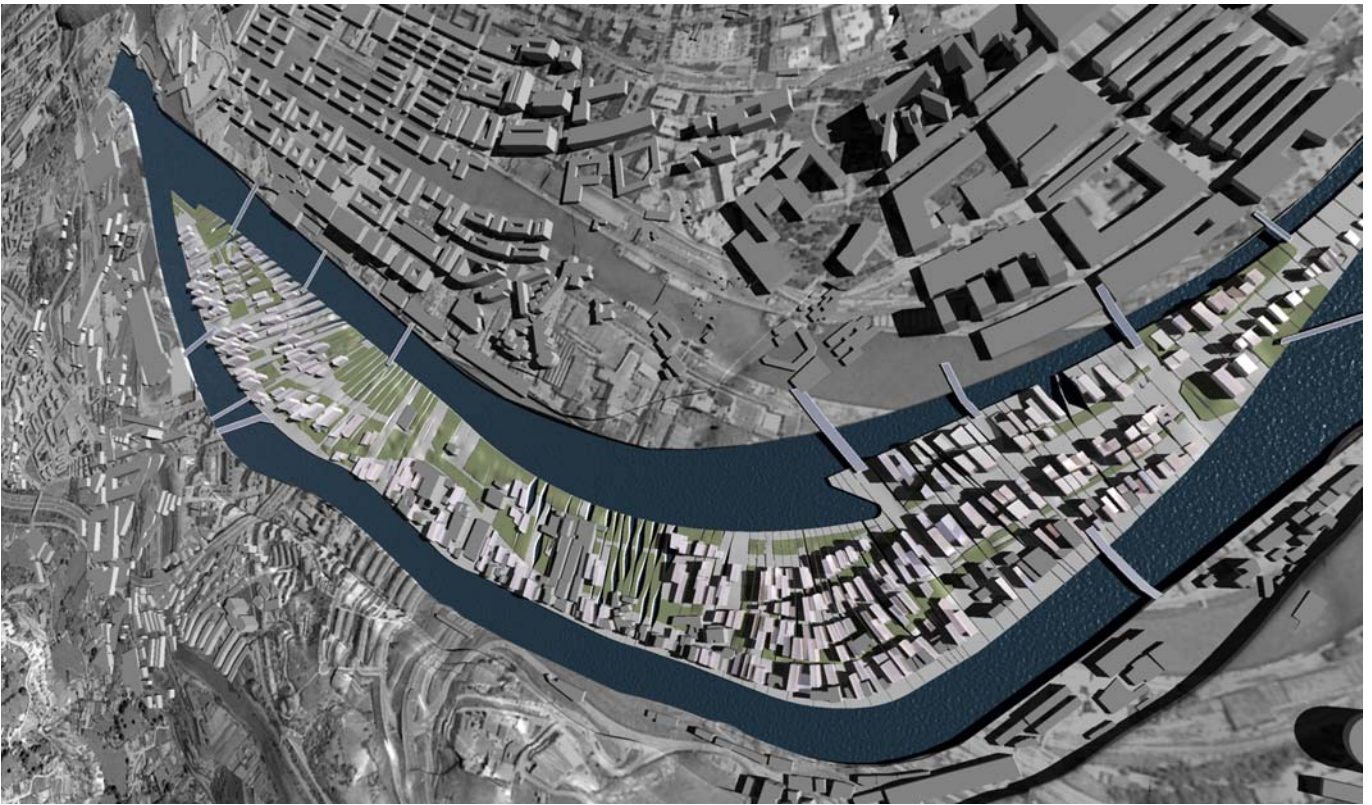
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ZORROZAURRE MASTER PLAN, BILBAO [BILBAO, SPAIN]

2003 - Urban Development

PROGRAM:	Refurbishment and construction of housing, new industries, tertiary uses, urban and recreational spaces and new connections linking the peninsular, city and surrounding areas.	
CLIENT:	Management Committee for the urban development of the peninsula of Zorrozaurre of Bilbao Bilbao SPAIN	
ARCHITECT:	Design Project Architect Project Manager	Zaha Hadid Architects Gunther Koppelhuber Kim Thornton
	Local Firm	Arkitektura Eta Hirigintza Bulegoa S.A. [Spain]
ENGINEER:	Ove Arup Partners [UK]	
LANDSCAPE ARCHITECT:	Gross Max [UK]	
URBAN STRATEGY CONSULTANT:	Larry Barth [UK]	
SIZE/AREA :	60 hectare	





The Zorrozaurre area is at the centre of three linked trends in the contemporary urban process. There are many challenges and opportunities for the master planning and development of Zorrozaurre, for the various claims for infrastructure, open space, community, and recreation must be innovatively balanced in this tightly defined area of land.

If Zorrozaurre presents itself as a key to both regional and local development, its current disconnection from both raises the opening challenge. Transport solutions will have to be explored in depth, and in conjunction with various possible densities and types of development. However, if it is the Nervion river which currently isolates the site, it is also the water which gives this site its future character and identity. The master planning of this site will require the close integration of engineering, architecture, and strategic planning. We believe that innovation in urban design offers the best possible response to challenges of this magnitude, for it is here that one begins to define the character and identity of Zorrozaurre, the better to generate the sustaining partnerships and commitments necessary to the support its long-term success.

Defining a Spatial Strategy for Zorrozaurre

The Zorrozaurre area is especially important both to the city and to the Bizkaia region, and presents an opportunity to establish an exemplary model for the strategic development of Bilbao. This development will help to "anchor" the Abandoibarra area, and also establish a pattern for the extension and integration of the regional network downriver. In this sense, the Zorrozaurre area must be understood in relation to its immediate neighbours on both banks, and also as part of the broader intention to define the character of the urban and regional process in Bilbao. We sense that there are many dramatic and as yet unexplored possibilities for the development of the area that may encourage the board to consider a more intensive urbanism. In no way should this be taken as a rejection of the recreational and leisure aspirations for the site, but instead as part of a search for the approach that will make these aspirations economically sustainable.

We would begin our work with five starting positions in mind. Firstly, we would continue the boldness with which Bilbao has turned toward the Nervion River, both as an organizing element for the city's development and for its visual vitality.

Secondly, just as we would employ the magic of the river to define important engagements, lines of sight, patterns of separation and connection, we would also work intensively with the ground condition to define areas of intensity and concentration.

A third principle stands in our commitment to optimizing the organization of the built fabric in relation to the urban process. Just as the Ensanche brought a new spatial organization to the city, different from that of the Casco Viejo, the Zorrozaurre area must differentiate itself to respond to contemporary forces and needs.

Next, we recognize that to make the Zorrozaurre area perform effectively, significant investment will be needed for the transport and hydrological infrastructure. These engineering works should be treated as themselves sculptural elements of a new landscape. Not only are we in a period in which art and engineering have come to reside more closely together than for many decades, but the very power of the existing industrial landscape at Zorrozaurre seems to suggest the principle.

Finally, however different the future Zorrozaurre may be from San Ignacio and Deusto today, the plan must work to secure their coherent integration. Bilbao is a walking city, and Zorrozaurre must continue this tradition. Just as the integration of the site with the city's centre stands at the heart of any developmental rationality, so its connectivity to its right-bank neighbours will drive the perception of its inclusion within the social and economic pattern of everyday life. Additionally, the university faculties on both sides of the river present opportunities to cultivate within Zorrozaurre a new-economy network, encouraging the exploration of forward-looking connections between living and working to complement the standard residential and office typologies.

Together, these five starting points describe our initial approach to Zorrozaurre. A series of workshops form part of the package of activities to be held throughout the design process to aide the progress and refinement of the master plan.

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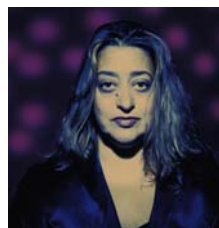
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