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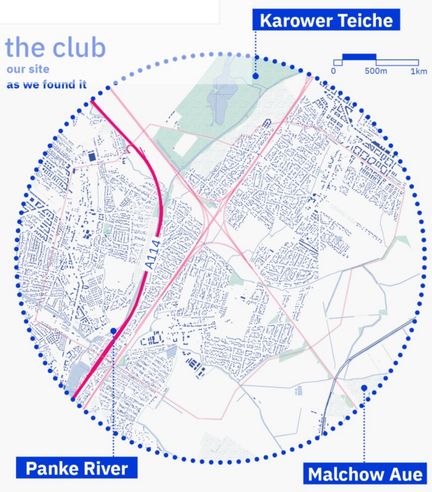
KAROW KREUZ KLUB:
a new perspective on urban living & ownership

the club
our site
as we found it

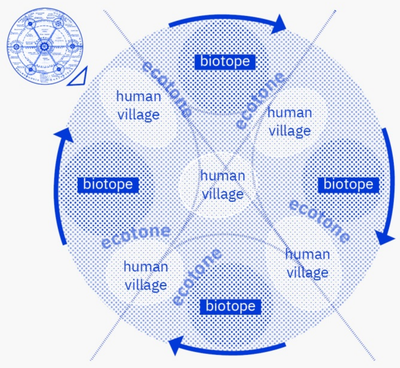


from garden city to subscription city: the new ecocene

The club is built around the idea of cohabitation in its different forms. Our mission is to shift the human-centric approach towards the new ecocene where nature plays a central role while people are its mere subscribers.

Once a network of enclosed, dense and mixed-use medieval townships, the Karower Kreuz area as we found it, beared notable traces of urban visions of the past centuries. Industrialization and rail brought the first scars to the site - with a barrier dividing neighborhoods. Next, the planned utopia of the garden cities, resulted in a mono-functional suburb sprawl and the introduction of motorized highways - the biggest obstacle for people and nature. Physical and visual connections got lost. Conditions worsened, and noise and soil pollution, merged with the air temperature increase and the loss of biodiversity, became the biggest challenges for the area.

The Club shifts from nature as a backyard of our cities to our cities being nature's tenants. A harmonious coexistence of ecosystems and humans ensured by the perfect loop: **biotope>ecotone>human village >ecotone>biotope> ∞**



As soon as we understand our humble role in this ecosystem, we arrive at our club's main objective:

we need to preserve as much as possible of unbuilt land while maximizing the land use to provide enough housing and infrastructure needed for our growing urban area.

Karow Kreuz Klub is a **blend of urban densification and new models of ownership**, such as fractional ownership, co-ownership, rent-to own and build-to-stay schemes. Our club promotes affordability, increases housing options, and allows more individuals into the real estate market.

brief history of our club in numbers

phase 1
2 years
2024 - 2025

Additional Dwelling Units & Plug-In
pilot program for neighbourhood densification and diversification

500 ADU units + 500 Plug-In units
100% — 267 ha of unbuilt land

phase 2
5 years
2025 - 2030

Revisiting Rail&Industrial Legacy
railway station 2.0: a place to move, work & live program for densification of department stores

1100 ADU units + 1500 Plug-In units
100 department-atelier units (first experimental conversions)
300 station co-living units
99% maintained — 3 ha built, 0.5ha reclaimed

phase 3
5 years
2030 - 2035

Working on the Edges
densification and completion of the edges of built environments with new mixed-use developments

1500 ADU units + 1800 Plug-In units
200 department-atelier units (gaining critical mass)
300 station co-living units
3200 new housing units
98% maintained — 7ha built, 1ha reclaimed

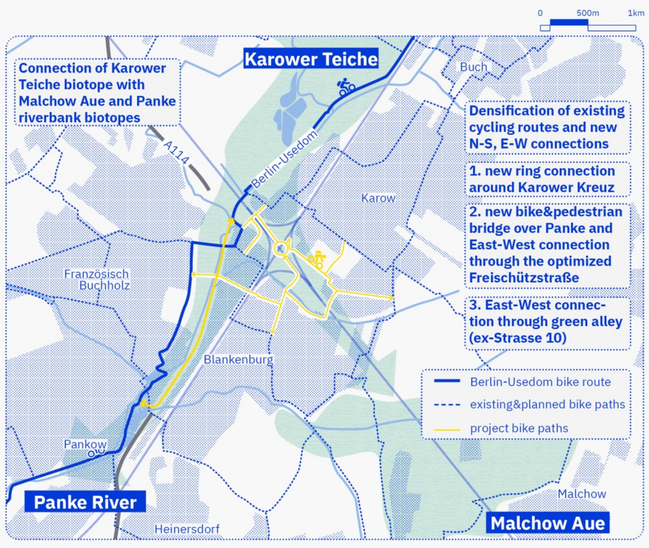
phase 4
10-15 years
2035 - 2050

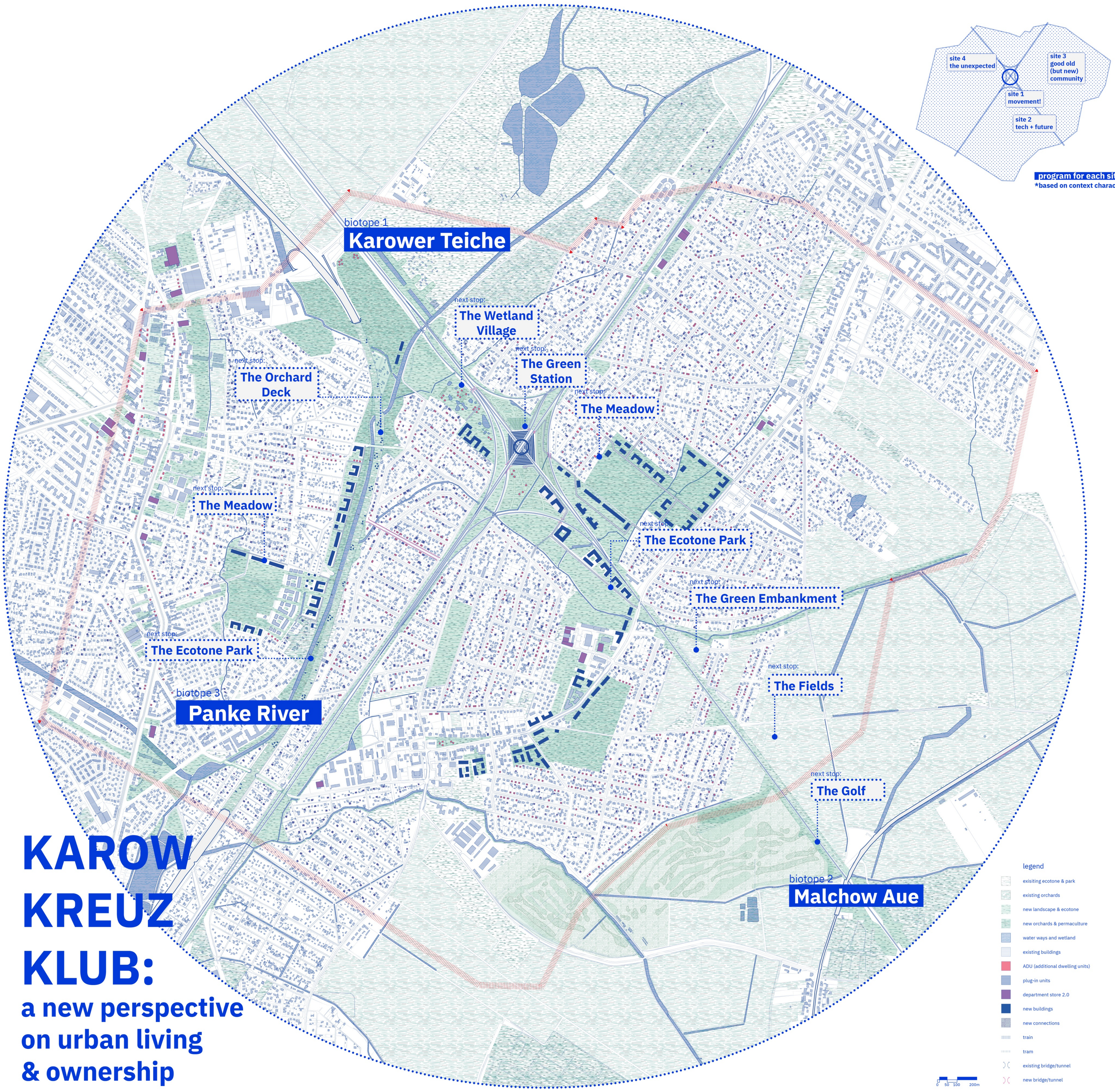
A114
transforming the biggest barrier for biodiversity and the source of noise into a green orchard-deck

1600 ADU units + 2000 Plug-In units
400 department-atelier units (the full potential of the area)
300 station co-living units
4700 new housing units
98% of land maintained free — 8 ha built, 2ha reclaimed

1000 dwelling units
3000 dwelling units
7000 dwelling units
9000 dwelling units

connecting biotopes & communities



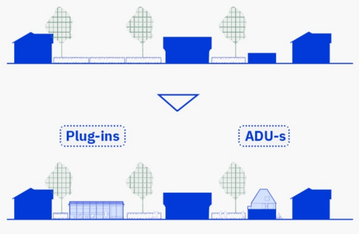


program for each site
*based on context character

Aditional Dwelling Units & Plug-In

Phase 1 is a pilot project implementing ADUs and plug-in units to generate additional income for homeowners, accommodate elderly family members, and establish community-oriented workshops, shops, and civic functions like libraries or small concert halls. In its most saturated state, our operation aims to increase population density by 15%, enhancing the livability and functionality of the neighbourhood.

before: mono-function suburbs



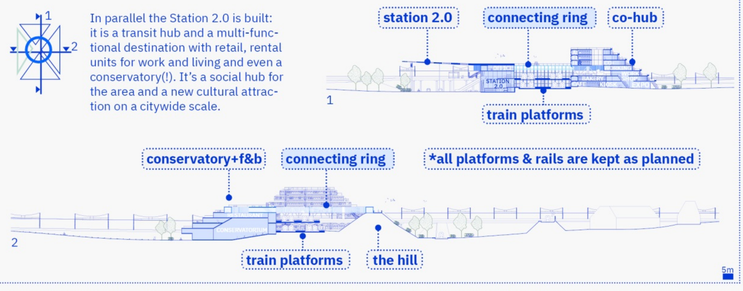
after: vibrant mixed-use community streets

Revisiting Rail&Industrial Legacy

before: mono-function mega-box

after: a hybrid social hub

Next, we maximize the land efficiency of 1- or 2-storey department stores, supermarkets and warehouses. Ground parking is relocated over the existing structures to free&depave the land for alternative uses such as playgrounds, gardens and parks, atelier and cooperative housing are added on top to transform the mono-use blocks into vibrant mixed-use hybrids.



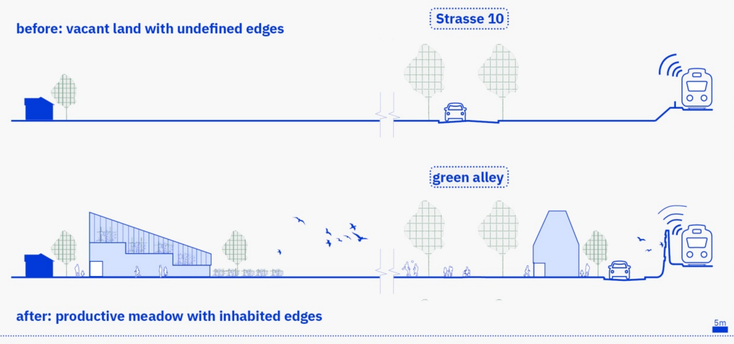
In parallel the Station 2.0 is built: it is a transit hub and a multi-functional destination with retail, rental units for work and living and even a conservatory(!). It's a social hub for the area and a new cultural attraction on a citywide scale.

Working on the Edges

The new developments are strategically placed on the existing edges of the urban fabric to fill in the gaps within the urban blocks and better New housing helps to create a cohesive and integrated built environment and enhances connectivity. Placed along infrastructure borders, part of the new housing also acts as a sound barrier for the area.

As a bonus that comes together with new developments is the optimization of the existing private housing district's streets network and the requalification of their urban decorum.

before: vacant land with undefined edges

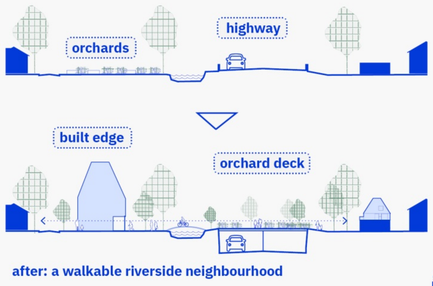


after: productive meadow with inhabited edges

A114

Finally, our club was ready for the biggest endeavour! The A114 motorway was transformed into an underground tunnel. Orchards that occupied the space along Panke river were repositioned to the orchard deck over the tunnel. The land that became vacant was used for re-naturing Panke river and for the construction of new high-density housing.

before: disconnected settlements



after: a walkable riverside neighbourhood