



DOWNDRAUGHT TOWER, PROMENADE, EVENT SPACE

The Project transforms St Kilda Triangle into a dynamic place for leisure, recreation and promenading. St Kilda's 'Triangles' landscape and topography was adapted and slightly elevated to create a promenade in conjunction with the bridge across Jacka Boulevard to offer direct connection to the beach, uninterrupted by traffic lights.

The new boulevard competes with the current most popular pedestrian connection to the beach which starts on the recreational portion of Acland street, goes through the parking lot on Shakespeare Grove, and crosses the traffic lights on Jacka Boulevard. The newly designed pedestrian route provides better traffic flow and a more comfortable connection to entertainment areas like Acland Street, Luna Park, Palais Theatre with the beach.

The promenade's curved shape includes an open event space which creates a comfortable setting for viewing performances. It also offers views of the bay which start at the Palais Theatre and continues to the beach unobstructed. Seating areas are integrated on the promenades' sides which can be freely used by passers-by and simultaneously used to view cultural events like an amphitheatre.

TOWER

The most distinctive part of the project is the tower with its aerodynamic shape for harvesting wind energy and its sculptural design serves as a landmark for St Kilda. The building is conceived as a mixed-use tower with a more multifaceted atmosphere around it.

EXPERIENCING THE BUILDING

The building wakes up curiosity in people and calls them to come closer. Piezoelectric flags produce sound and movement with regular, periodic frequencies imitating wind motion, and provides for a more sensual experience.

Guests visiting the Palais Theatre can continue an evening by spending some time around the tower, observing the ocean, taking in the view, enjoying drinks and if they are lucky, see another performance on the stage opposite the tower. Everybody is welcomed around the tower- those dressed elegantly, the casually clothed and even those engaging in recreational activities. Some visitors are standing and the majority occupy the stairs. It's a dynamic mélange of different kinds of people, everybody is included.

The tower has a soft, organic shape. The base of the elevation is raised to reveal its inside, while welcoming visitors. In the evenings stronger light is emitted from the entrance area which also attracts attention. Inside, a big atrium is conveniently arranged for guests to relax, meet new people, or see an exhibition. The environment enables social interaction and connectivity. If someone is tired they can enter the parking space located directly underneath the development and depart.

This design unifies nature with urban space and delivers harmonious scenery for differentiated creative initiatives. It aspires to be memorable through its authentic and unique aura.

