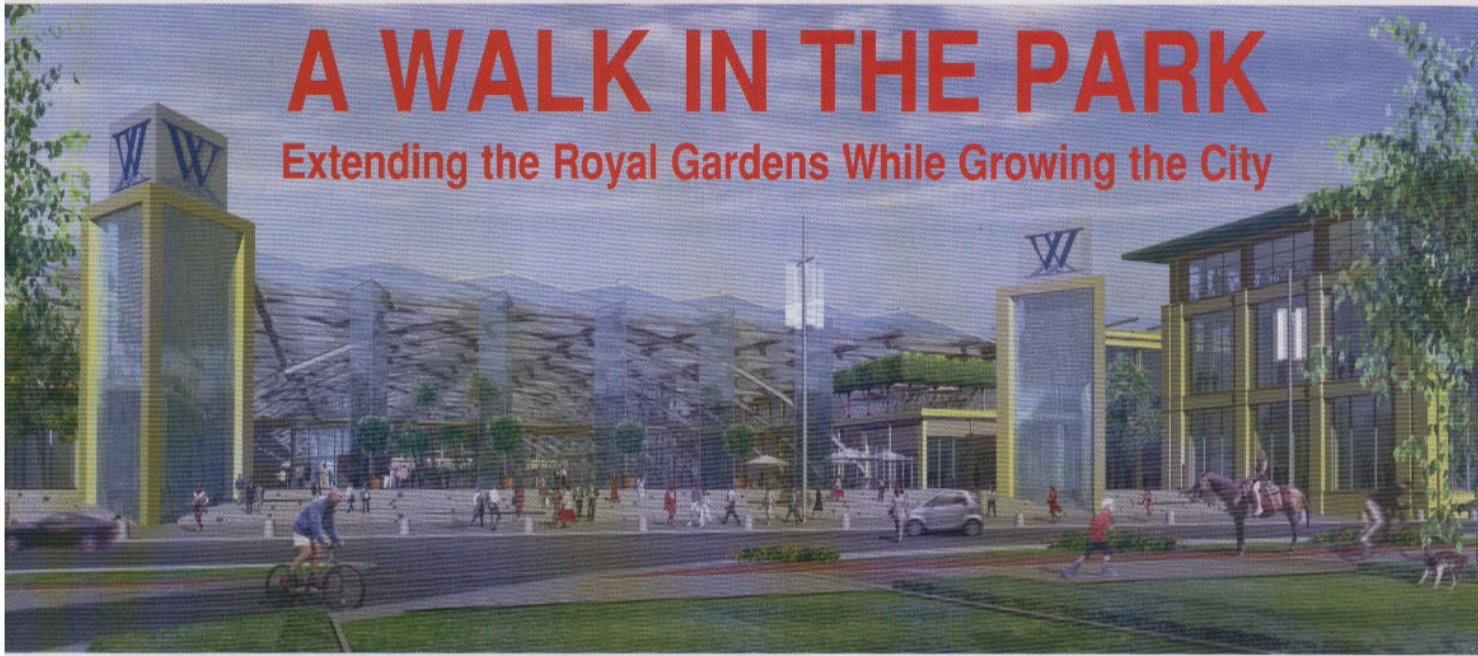


A WALK IN THE PARK

Extending the Royal Gardens While Growing the City



Prokom Investment is building Miasteczko Wilanów, a community that is transforming 169 hectares of undeveloped fields, across from Wilanów park and palace.

Before the master plan was completed, numerous studies were carried out, starting with opinion polls among residents of Wilanów district on their favored ways of spending free time, their commercial and consumer needs, and their evaluations of the planned investments. The effect on the environment and neighboring historic monuments—including Wilanów Palace, the jewel of Warsaw architecture and one-time residence of King Jan III Sobieski—was extensively studied. Analysis was also carried out on access routes to Miasteczko Wilanów, including the necessity of extending roads to maintain uncongested connections with other parts of Warsaw. Apart from thoroughfares, a new program for municipal transportation is being prepared, including a possible tram connection between Wilanów and the city center. The analyses provided detailed information on many issues.

“We needed a wide range of information to plan the many facets of this new community,” said Guy Castelain Perry, director of Investment Environments (INVI), the company coordinating the development strategy and design of Miasteczko Wilanów. “This ranges from establishing an architectural character of the buildings to taking into account the development program to optimize shared parking.” The studies also provided the basis for the design of roads and pedestrian walkways inside the community.

“It is important to create an integrated environment. All developments are to collectively create a people-friendly place. The idea of the Wilanów community is to build upon tradition. Individual building

designs are accepted following a detailed analysis of how they quietly harmonize with the historical architecture of the Wilanów palace, through an appropriate organization, scale, and material quality of buildings.” While enumerating these factors, Perry refers to many charts, drafts and visualizations. His methodological approach is clearly apparent. “A well thought-out project may create a more sustainable community, one which supports long term value through a careful mix of uses, humanly proportioned public spaces and safely conceived streets. The needs and comfort of people who will soon find themselves in these surroundings is our foremost consideration,” says Perry.

His experience is definitely helpful in Miasteczko Wilanów. He has worked in the studio of Ricardo Bofill, who is considered a leading architect of large-scale developments worldwide, as well as for investor/developers of large projects like Kajima Corporation and TrizecHahn. He has designed and managed projects in France, Spain, Belgium, Japan and the United States. His work includes large urban projects with Bofill that included portions of the Barcelona Olympics, the Antigone district in Montpellier, France, and the 1.6 km-long



Queen Marysienka Residence under construction

Parque de L’Aguera in Benidorm, Spain. In the south of France, Perry managed the design and development of a 60,000 sq m ecological resort village set in 143 hectares. In Spain he coordinated winning competition entries for the development of the 27-hectare Moll Vell in the heart of Palma de Majorca. Currently, INVI’s urban development plan for an area of 70 hectares, Karlin Rohansky Ostrov in Prague will be one of the biggest investments in Central Europe. It consists of a biological corridor along the Vltava,

office and research districts, commercial centers and contemporary apartment buildings, all implemented as part of a new generation public-private partnership to enhance and protect the recently flooded Karlin district.

Perry found his way to Poland thanks to TrizecHahn and Ryszard Krauze—the owner of a group of companies belonging to Prokom Investment. This included the commission for Prokom to design the expansion of the Arka tennis center in Gdynia, and to consult on the Aqua Park in Sopot, also in Gdańsk-Gdynia-Sopot Tricity.

The 1.2 million square meter Miasteczko Wilanów is the largest project prepared by Perry so far. “I agreed to consolidate a vision of the whole project in terms of development strategy, program and urban design,” he says. “But architectural designs of individual buildings are being realized by a variety of local teams. The project should have a Polish face and should not be monotonous.” In addition to recognized authorities in architecture and urban planning, including Ryszard Girtler, Paweł Detko, Michał Owadowicz and Piotr Jurkiewicz, the architecture of the community is being developed by young Polish architects that include: Archada, Szcześniak Denier Architekci, Pracownia Architektury Faktu, Ruszkowski Architekci, Grupa 5 and S.A.M.I Architekci.

An invitation for cooperation was also sent to Martha Schwartz, an outstanding landscape designer who teaches at Harvard University’s Graduate School of Design, but practices throughout the world. Schwartz applies the idea of combining esthetics in landscape design with the natural surroundings, striving to achieve a cohesion of natural and man-made elements. She specializes in large-scale public projects, land reclamation and planning studies. Perry and Schwartz have organized a project group composed of students from Harvard and possibly Poland, who would work on designing the area near Wilanów Palace as well as parks and squares inside Miasteczko Wilanów.

Schwartz is extremely talented at changing unremarkable spaces into public places in which people feel at home. Her work in Canada, the United States, Japan and Germany, which she displayed in Wilanów Palace this February, demonstrated the range and quality of her work.

Initial work on Miasteczko Wilanów has already begun. An apartment building with 155 apartments is being erected by Robyg Development, which plans to build a total of 1,400 apartments. The construction of a Town Center, anchored by Auchan, will also be launched within a year.

“We’re also starting the construction of an intercepting sewer—the most important infrastructure in piping sewage to the nearby Południe treatment plant, as well as preparing for other infrastructure investments,” says Zbigniew Okoński, deputy president of Prokom Investment, which is both the investor and developer of the entire project. Prokom Investment is also responsible for concluding talks with investors and shareholders of the facilities in Miasteczko Wilanów.

It is already known that Wilanów fields will have a modern hospital, two language schools (German and French), a town center with retail streets and galleries, an entertainment center with theaters, cafes and restaurants. A variety of sporting venues, an office and technology park are planned to be built along the A-2 highway alignment. The designs also include the construction of apartment buildings and single-family housing developments. The entire project of Miasteczko Wilanów is to proceed in several stages. Prokom Investment suggests erecting commercial and residential facilities in the first phase, which would be ready in four to five years, serving as the nucleus of the whole project. The value of the investment is estimated at about 1 billion Euro. Work on this most modern town in Europe, as Prokom Investments calls Miasteczko Wilanów, is scheduled to finish in 8-10 years.

Ewa Kielak Cierniewska



Other projects that Martha Schwartz designed is this the Wilanów of the future?



The New Nowy Swiat shopping passage way