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Intercultural Park Design **Stockist: Master Class Melitopol 2010**

MASTERCLASS
Melitopol 2010
Intercultural Park Design



Intercultural Park Design

Stadslab

Master Class Melitopol 2010



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Foreword

Marc Glaudemans, Director Stadslab European Urban Design Laboratory
Professor of Urban Strategies at Fontys University of Applied Sciences, Tilburg,
Netherlands

Designing an Intercultural Park for Melitopol

Parks are among the most important and pleasant public spaces in cities. A various range of functions are performed by parks, ranging from providing the city with cool and fresh air to offering space for all kinds of gatherings. On a sunny day one will rarely find a better place to relax, meet friends, play, read, love or contemplate. Above all, good parks don't discriminate along lines of gender, age or ethnicity; they bring people together. It has been a tremendous pleasure therefore that the Ukrainian city of Melitopol has asked Stadslab to support them in developing new ideas for their main park. Gorki Park, dating back originally to 1937, has a beautiful layout and is widely used by Melitopol's citizens. Unfortunately, it nowadays seriously lacks maintenance and spatial diversity. Since both the local authorities and the citizens rightfully consider the park as one of the city's hidden qualities, the conditions for improvement look good.

In contemporary park design many new developments can be seen around the world. Even though public urban parks are a relatively young phenomenon, there are classical eighteenth or nineteenth century masterpieces that still function as key public spaces, as alive as when they were first opened to the public. Famous examples are Hyde Park (London), Bois de Boulogne (Paris), El Retiro (Madrid) or Central Park (New York). In contrast to these classical parks, post-war innovations in park design have moved away from the dominant English Landscape Style. Arguably, Bernard Tschumi's design for Parc de la Villette in Paris ignited a renaissance in modern park design. Very little of these new developments have reached Central and Eastern Europe. The region boasts of a number of stunning classical gardens and has a surprising number of parks. In the smaller cities in Ukraine, such as in Melitopol, the central city park is important in the daily life of citizens. It was this aspect combined with a unique ambition that made Melitopol an excellent study case for one of our Stadslab Master Classes. Melitopol is the Ukrainian

member of the Intercultural Cities program of the Council of Europe. For the local authorities of Melitopol, having over one hundred different nationalities among its population is a source of pride. This characteristic was to be the driving force behind the transformation of Gorki Park into an 'Intercultural Park'. Since this concept of intercultural park is new and there are hardly any predecessors worldwide, groups of citizens came together in interactive workshops to develop some ideas for the park. People in Melitopol care about their park; they want it to be the heart of their city.

For us it was interesting to find a situation of an ambitious local authority, a city linked to a pan-European network and a truly unique theme for the transformation of its already popular park. We devised a Master Class program of one week with Phil Wood as the international expert on intercultural cities, and Beatriz Ramo and Jan Maas as the supervisors of the design team. Eleven architects, urban designers and a landscape architect participated in the program. Together we represented seven nationalities and thus had access to a large variety of cultural backgrounds and a significant level of expertise. In a period of one week the team had to acquire a deep knowledge of the park and the city and an understanding of the region's local culture. While working on the design we were aware of the fact that our proposal should allow for a phase by phase implementation, preferably with as much local support as possible. It would have been easy for us to come up with a fancy, contemporary looking park design, without considering the local restraints in budget and expertise. True value could only be provided by offering a solution as tailor-made as possible. In my opinion we largely achieved this goal, notwithstanding the limited time that we had at our disposal. Our proposed strategy consists in a nutshell of a transformation of the park's green and paved structure, thereby reinforcing latent qualities of the current park. Many of our envisaged changes are either cheap to implement or able



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Introduction

Serhiy Valter, Melitopol City mayor

to get carried out with the support of the local industries and companies.

In addition, the team spent considerable effort and time on a strategy for promoting the park and the city. Thousands of tourists from Russia and the Ukraine pass by Melitopol on their way to the Crimean beaches during the summer months. The improved park would be an ideal stop-over for families to spend half a day, before continuing their trip to the coast. The children could play in the park and whilst spending their time there, the parents could get acquainted with the fantastic fruits and vegetables this region has to offer. The city is famous for its cherries and honey, so we have to introduce cherry trees and beehives in the park! Most important is that the park is the heart of the city and will be inviting to all categories of citizens to meet, rest, play, exercise and enjoy themselves. The intercultural dimension is in fact already there, since it is in the hearts and minds of the people. We have no naive belief in the power of architecture to fundamentally affect people's values or behavior, but if the basic conditions are there, the architecture of the park can reinforce such behavior and provide an immensely richer environment for being and living together in the city.

About one year after the Master Class took place (April 2010), and after the tragic accident in which mayor Dmytro Sychov died, the city is now preparing to implement the ideas raised by the international team. With a right branding strategy in place and the start of improvements in the park, the tourist season of 2011 could see the first visitors not just passing by the city but actually visiting it and be surprised by its magnificent 'golden park'.

Everyone who had visited Melitopol at least once, noted its peculiarity, so habitual for us and rare for outsiders: everywhere, at the City Hall, in Palace of Culture, in coffee houses and restaurants, on streets and market one could meet people of different nationalities which not just happened to be there but were engaged in daily businesses and concerns - city governance, cultural activities, recreation, etc. In other words, the whole urban public space is traditionally open and accessible to all citizens. Therefore, it is no coincidence that we decided to put into practice the idea of interculturalism, specifically in the form of a public space reconstruction of Gorki Park in the downtown and transforming it into an intercultural park for amusement purposes.

The city park is traditionally favorite place of our citizens, open and accessible for all. Just here we'd like to present all the cultural diversity of our local population, consisting of representatives from the European continent, Asia, Africa and America. Melitopol is on a historical crossroad of different cultures and civilizations. One of the unique monuments of mankind, the Stone Tomb, near the city, does not illustrate a clash or collapse of civilizations but their creative energy. Drawings and carved paintings left in the prehistoric stone grottos in the middle of the steppe tell a story about interaction between peoples and cultures.

My personal dream and a common dream of our citizens is to turn our park into an energetic and attractive centre for interaction and dialogue of different cultures. There will be enough space in the renovated park for everyone to represent own culture, nation or city in any form - by sculptural or artistic piece, information or symbol, plant or tree, tradition, cuisine, entertainment... Any contribution will be a component of our park. The city is open for any kind of collaboration and partnership, the more their diversity and the greater the number of creative ideas, the more interesting our park will become - a public space of a new time. The presented concept of the park is like a frame and a sketch of the future painting. To fill it with the painting itself can

only be achieved as a collective effort. We invite all to collaborate. You can find our proposals and suggest your ideas on the official city web portal (www.mlt.gov.ua) and the special site of intercultural cities program (www.intermisto.in.ua).

Question?

What kind of park do you want?



Phil Wood

Theme park?

Approx. 1%



Tourist attraction?

Approx. 40%



A symbol of city pride?

Approx. 70%



Meeting place and free expression?

Approx. 100%



3

Introduction

Phil Wood, Principal Advisor, Intercultural Cities programme

There are many attributes that a modern city should have, but the city of Toronto in Canada is one of the few in the world to have its own poet laureate. I happen to think every city should have one because, it seems to me, a poet can express something about a place and its people that facts and statistics cannot.

Toronto's poet Pier Giorgio Di Cicco has written most movingly about what life in the modern city should be about:

"If we are to come together as different people in a migratory age, we must share a common ethic. It cannot be religious, political, socio-cultural or ideological. In today's diversity, such commonality is found only in creativity and common delight. Creativity means a way of thinking, being, interacting, trusting, by which the citizen sees daily enterprise in a context of adventure, allowance, mutuality and beauty."

I think these words express well my experience of life in Melitopol. History may not always have dealt the kindest of treatment to the region, but through it all the people continue to express their creativity and common delight in each other. And it seems to me that you can have all the riches in the world but if you lack these two things (as so many places do) then you are very poor indeed.

And it is a great pleasure for me to be asked to write a few words of introduction about Melitopol's next great creative venture - the reinvention of Gorki Park as the intercultural heart of the city. For, after all, where better to find adventure, allowance, mutuality and beauty than in a park?

Gorki Park tells a story familiar to parks in cities around Europe and beyond. A place held dear in the memories of many

townspeople, associated with childhood joys, family gatherings and communal celebrations but latterly, like an old friend who is down on his luck, seeming a little shabby and tired. TV and other distractions and the sheer speed of life have taken people away from the parks, supposedly in search of more sophisticated pastimes. And the sheer cost of maintaining the grand old parks of the past is a price few cities have seemed prepared to pay. But maybe now we are coming to see these as false economies. Clever cities are starting to ask the question 'what is the cost to the city of not having a wonderful park?' How can you calculate the price of human conviviality? What is cost of not having places where people can escape the stresses of daily life, renew their spirit and their vigour, reinforce old friendships and make new acquaintances with strangers of different age groups, ethnicities and cultures? Just what is the value of creation and recreation?

Whatever the value it is, you recognise it when it's not there. A declining park somehow reflects a decline in community spirit and civic pride and now cities are recognising that regaining this is a price well worth paying. Melitopol is not alone in refurbishing its park. Back home my own city is renewing the park where I played as a kid, where I courted my wife and where I raised my daughter. But Melitopol, it seems to me, is going that extra step and asking how its park can express the values of the people and the aspirations they hold for the future. Melitopol, a city, built upon tolerance and mutual co-operation wants a park of interculturality and, believe me, in this world where the voices of intolerance seem to shout the loudest, this is an ambition to be admired and applauded.

Melitopol has been wise and bold in inviting some of Europe's leading professionals to bring ideas and expertise to the discussion about what this park should be. But it won't be easy - the designers can design an intercultural park and the builders



can build it and the park-keepers can all do their best to make the park a place that serves its citizens of all backgrounds, that welcomes visitors from many lands, and puts the name of Melitopol on the international stage. But, ultimately, what will decide whether the intercultural park works or not will be you, the people of Melitopol - through your creativity and common delight. I think you will rise to the challenge.

Finally I would like to dedicate my introduction to the memory of Mayor Dmytro Sychov who worked tirelessly on behalf of his city to make the intercultural park, and many other things, a possibility.

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Introduction

Development Centre "Democracy through Culture" (director - Olexandr Butsenko)

Melitopol. The intercultural project.

Melitopol is a city like many others in Ukraine and the Community of Independent States (CIS): historically multinational, with a successful industrial past and... numerous challenges of a new epoch. At the same time, in contrast to many other cities Melitopol has a stable tradition of cultural diversity, and it is therefore not mere chance that Melitopol has become the first city in Ukraine that desires to transform a stereotype of a multicultural city into a community of a new kind underlying the European model of interculturalism.

One of the main characteristics of this model is the openness of the city. The perception and application of such openness in that part of the European continent where many cities in the past had the status of "closed territories", is an important step. However, the said model entails considerably more. It is a new social and cultural model of democratic governance based on universal values determining modern democratic society as a catalyst for successful social and economic local development under new conditions. This is why the progress of Melitopol is important for the evolution and expansion of a new political culture of local development and for proving that this approach can be efficient not only for modern cities in "old Europe" but also for cities in Ukraine, CIS, and Asia.

We think that the specificity of the Ukrainian intercultural city model is that the main pledge of success of the European pattern has in Ukraine a solid base of historical multiculturalism, but requires the development of new forms of social cohesion. In Melitopol, we succeeded jointly with city council to form the understanding of necessity to support not only the ability of citizens to co-exist together as equals in dignity, but also their active participation in collective social, cultural, economic and political life. According to most citizens, recent key changes in the city relate to a qualitative reevaluation of themselves in terms of social relationships, relations between national communities, and the mental image of the city. This new vision was assumed

as a basis for a long-term municipal program "Melitopol, European intercultural city" adopted by the city council. One of the main components of the program is the project of an intercultural park. The realization of this flagship project should become the real sample for other cities demonstrating how the new open policy can change the quality of life, turning all local citizens into partners, and cultural (or intercultural) transformers.

It should be said that the common vision of a renewed park as a space for intercultural dialogue was shaped in consequence of group debates, public discussions, workshops, thematic meetings, lectures, information campaigns in the media, team work for generating ideas within the frames of Future City Game with assistance of the British Council in Ukraine, and finally an international master class in park design organized by Stadslab European Urban Design Laboratory. Young designers and architects from various countries developed a concept of park reconstruction based on a collective vision of the local community and existing technical, resource and natural realities. Surely, it had to be a long-term process, since Melitopol, like other ICC Program pilot cities, had for the first time introduced and tested an intercultural approach to political decisions. In fact, the result obtained was not just a professional design-concept of a park but incorporated changed approaches to strategic planning which included the realized cultural, social and economic possibilities and requirements of local community members. At the same time, it is important to remember the position of the city authorities that had initiated the process, owing to efforts of the former mayor, Dmytro Sychov, who had given new impetus to it, and due to the efforts of the new mayor, Serhiy Valter.

It is clear that implementation of the concept will require time and consolidation of common efforts not only of the citizens but all friends and partners willing to make cultural/intercultural changes in a modern city. It will not be easy but a no less interesting phase during which the team of cultural transformers, we hope, will expand far beyond Melitopol.



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Melitopol

Beatriz Ramo, STAR strategies + architecture

Intro

Melitopol is a city in the southeastern Ukraine situated very near the sea of Azov with a population of around 158.000. In 1784, Prince Potemkin established a settlement, that kept on growing until 1842 when this 'sloboda' was recognized as a town and received the new name of Melitopol after the port city of Melita (from the Greek (meli) - "honey"). At the end of the 19th Century, the Honey-city had been developed into a trade center¹. The Nazis occupied Melitopol in October 1941. In 1991, after the dissolution of the Soviet Union, Melitopol, just like the rest of Ukraine, suffered a deep recession on its transition to a market economy. Currently, Ukraine, after 8-10 new years of growth, is caught up in the global economic crisis.

Melitopol is a pilot city of the Council of Europe and the European Commission Intercultural Cities² Programme. The city is proud to be home to multiple nationalities, including almost 100 different peoples and ethnicities, most of them minorities. The city is proud of its cultural diversity and gives everyone equal political, economic, social, spiritual and cultural rights.

Stadslab Special Masterclass of 2010 took place in Melitopol and aimed to help the regeneration of the city through the redesign of its Gorky Park.

Gorky Park

The decision of Melitopol to invest in the regeneration of its Gorky Park, as a gesture to improve its city life and to attract visitors, is remarkable. In a time when every single city, big and small, competes to get the most unique and extravagant piece of architecture in order to obtain their 15 minutes of international glory, Melitopol wishes to start its national and international opening up not through an iconic building, but through a Public Space: the Gorky Park. This intelligent decision aims not only to

bring recognition to the city, but also to improve the city life of its multiethnic population.

The first image I got from Melitopol was an aerial view via Google Earth. There was something in the urban set-up that stood out from the surroundings. It was a heart-shaped spot in the centre of the city. This recognisable element is Gorky Park. Once in Melitopol, I found confirmation that the park was not only the physical centre of the city, but also its social and communal space.

However, Gorky Park is in a significant state of decay and in need of an important renovation. This has aroused great civic sense in the inhabitants who volunteer daily to help keeping the park clean and cared for. The park belongs to the city; it is free from political signs, from religion, ethnicity, age, or gender. This civic attachment to the park has the enormous potential to becoming the common denominator for the 100 different cultural groups living in the city. Melitopol can be a paradigm of contemporary coexistence, and Gorky Park could be its location.

In order to make these possibilities become reality we studied the situation of the city in its national context. Although Melitopol is known as the Gate to the Crimea, the city is neglected by tourists. Each day during the vacation season 40.000 visitors pass by the city on their way to the beach, but very few step out and visit Melitopol. We believe that by regenerating its Gorky Park we can arouse enough interest in the city to change this reality. Together with the design, we will develop a branding strategy that will support the Gorky Park project and help the beginnings of a full redevelopment of the city.

Our project aims to join forces with the current plans of the city



such as the Intercultural Cities Programme of the Council of Europe, which has already helped to raise awareness in Melitopol of its great potential as an intercultural city. Our plan for Gorky Park will help achieve current goals such as hosting National events like the proposed Festival of National-Cultural Communities of Ukraine, and raising funding for the investment necessary to carry the works for the renovation of the Park.

We felt energised by the project right from the start. It is of enormous interest to us to develop strategies for Melitopol in its supposedly pre-globalized and pre-capitalist condition.

Multicultural or Intercultural?

Although the inhabitants of Melitopol talk proudly of the 100 ethnicities living in the city, Melitopol is in danger of unconsciously falling into a contradiction. They describe these nations and ethnicities focusing exclusively on the difference, emphasizing the dissimilarities between them too much, while omitting the shared values, which are the real foundations of an Intercultural Society.

While *Multiculturality* is based simply on the representation of cultures, *Interculturality* aims for the interaction between them.

This strong prominence of the differences often results in static and folkloric manifestations far removed from what contemporary Melitopol could aim to be today. Interculturality gets reduced to an exaltation of the picturesque peculiarities of the different ethnicities. This will make the flourishing of a new common contemporary culture - which is one of the most attractive possibilities of Melitopol in which the city can play a paradigmatic role - more difficult.

In order to overcome the threat of the misunderstanding of the Intercultural as the multicultural we proposed a park where the criteria for programming, designing, and usage are based only on the common elements shared by all the cultures that cohabit in Melitopol.

And the shared aspects can be found in the magnificent rituals of the simple: celebration, love, and sport.

One of the things that took our attention while being in Melitopol was the large number of wedding shops along the streets. The culture of marriage is very present among the society, in old and young generations, and weddings -between members of the same or of different cultures- are very important events for Melitopol citizens.

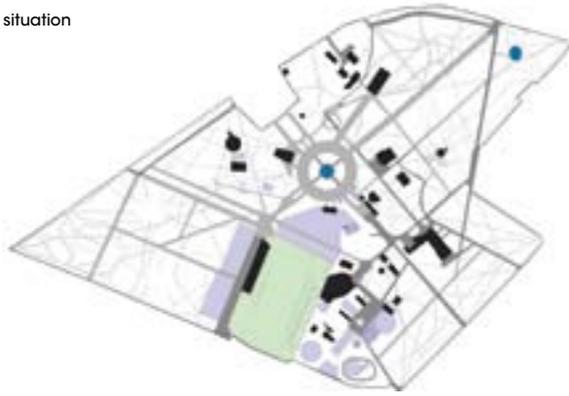
Celebration- in all its forms- plays a very important role in the city, and is often honoured with plentiful food and drink. We were invited to feast after feast, where we tasted different dishes from different cultures. The mixed unions have contributed to the adaptation of traditional dishes generating appealing new tastes.

Sports represent in Melitopol, as in the rest of the world, one of the most popular opportunities for interaction between nationalities, which may or may not speak the same language. At present, the Gorky Park contains a football field, athletic tracks, and an interesting outdoor gym.

- ¹ [Melitopol- From Wikipedia, the free encyclopedia.](#)
- ² [The Intercultural City Programme is a joint project of the Council of Europe and the European Commission. It aims to stimulate new ideas and practices in relation to the integration of migrants and minorities. Interculturalities-From Wikipedia, the free encyclopedia.](#)



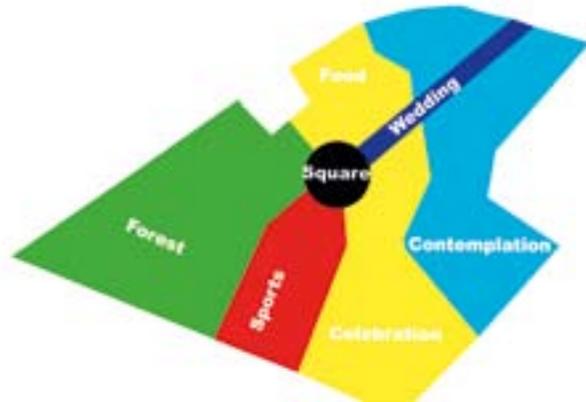
Current situation



Mix and Representation of Cultures



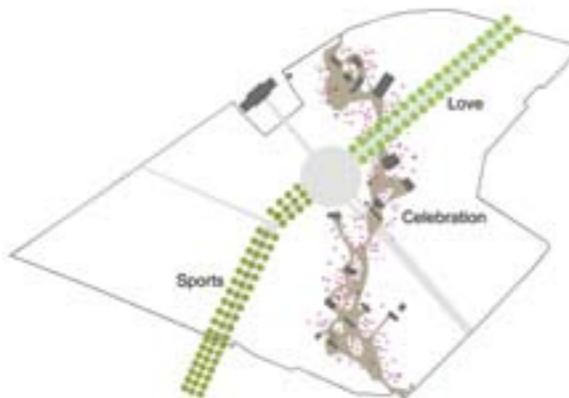
Zoning



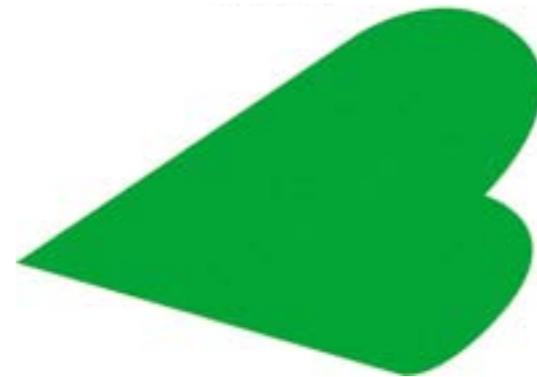
The Forest and the Golden Circle



Interculturality



The Park



6

Melitopol the project

Beatriz Ramo, STAR strategies + architecture

Our plan for Gorky Park will address this twofold ambition: to support its central role in city life reinforcing the great civic pride of the Melitopol community; and to create sufficient recognition to attract visitors to the city and to present it nationally and internationally.

To see these two ambitions simply as a design task would cut out the most interesting possibilities of the project. We invest our efforts in thinking about a strategy rather than producing a sleek design.

We focus on programme: Celebration, Love, and Sport are the current tools for tolerance and for the creation of a utopian society where a hundred different cultures interact and live together.

The biggest changes introduced by our intervention focus on three areas: the redesign of the central part into the Golden Circle; the transformation of the existing East-West axis into the Wedding and Sport Paths; and the creation of the new Celebration Space, running North-South through the Park.

These axes introduce a new hierarchy and help to define the new areas of the park around the Golden Circle: Celebration Space, Contemplation Area, Secret Forest, Sport Lane, and Wedding Lane.

It is a sequence of 5 conditions generated from 5 pure ideas that host 5 different programmes.

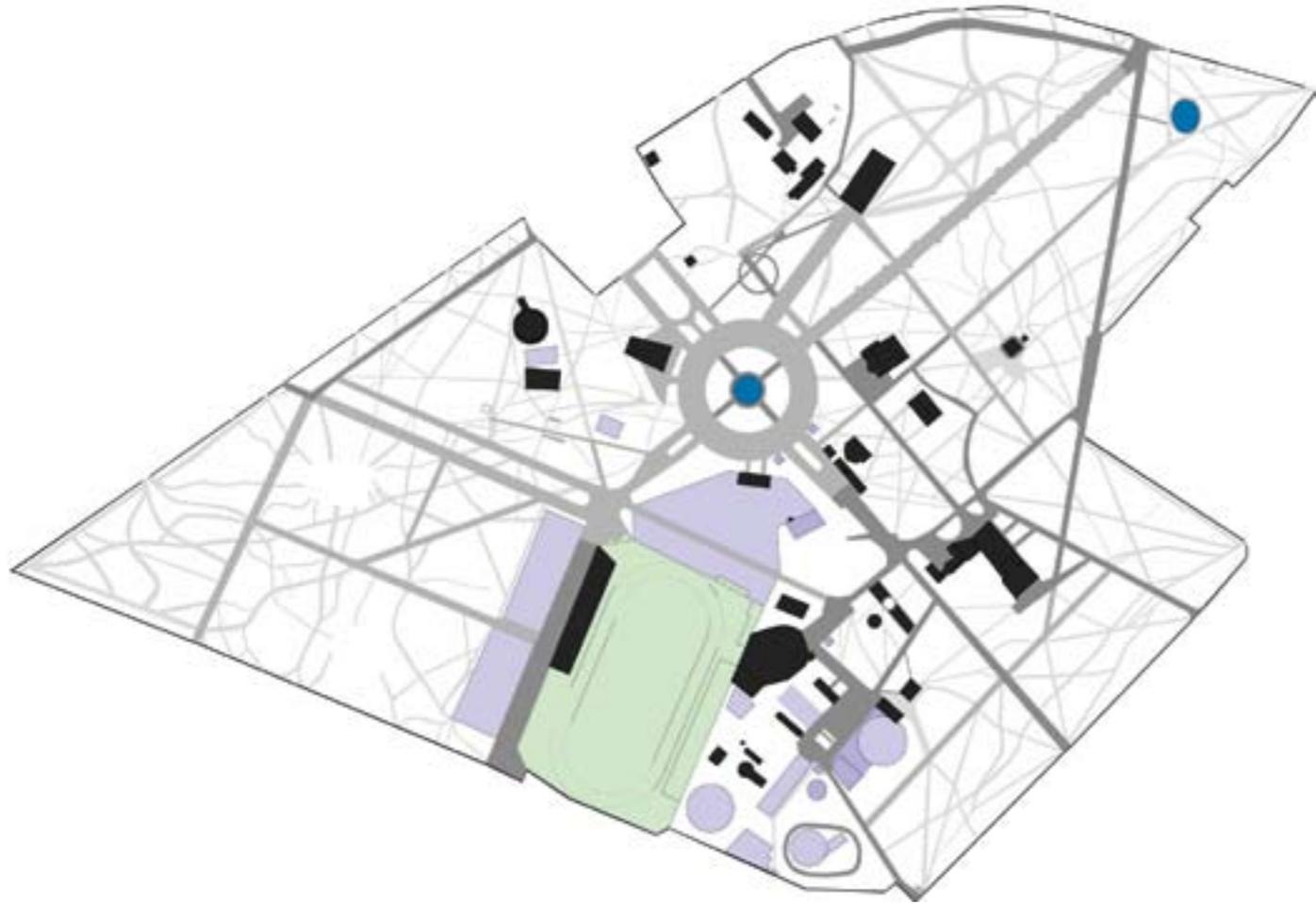
The old trees of the park are kept in place, as well as most of the added random constructions. Our plan wants to bring an invisible coherence to Gorky Park while preserving its wild character and charmingly chaotic moments.



Location of Gorky Park



current Gorky Park



future Gorky Park





Richard Long Forest



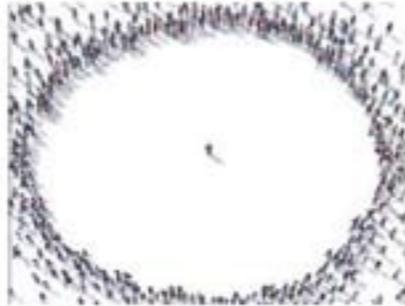
Sienna square, Italy



Pantheon, Rome



Lucca, Italy



Art project

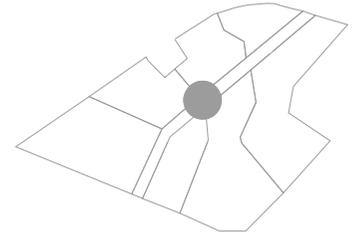


Cathedral Christ Saviour, Moscow

Gorky Park in Google Earth



The Golden Circle



The Golden Circle is thought of as a place for the representation and the interaction of cultures. It is perceived as a "clearing in the woods". The circle is the most democratic shape. It is not privileging in any direction but embraces all equally. It occupies the existing centre of the park and it will only introduce a few modifications to its existing design, which due to the position of its central fountain and the island of trees reminds us of a roundabout.

We will decentralize these elements by moving the trees to the perimeter to increase the feeling of closeness and by relocating the fountain to the edge. We eliminate the fence in the fountain and integrate it in the pavement so it becomes a playful and accessible element. The centre of the Golden Circle is ready to host festivals and city activities: dances, markets, concerts, festivals, summer cinema...

A large, long and blue bench, similar to the existing benches in the park, will surround the Circle. It becomes the bench of the city: a thousand people can share the same bench. The paving material will be of warm and bright yellow-ochre colour. The paved area will stand in big contrast to the natural character of the rest of the park, and its shiny appearance will attract the attention of visitors to Google Earth. Engraved on the pavement will be arrows pointing to the countries of origin of each of the past, current, and future nationalities living in Melitopol.



Reference materials:



Coloured rounded shoapes



Stones and pebbles



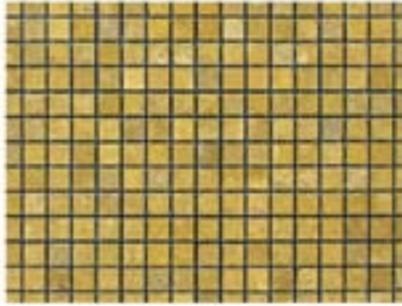
Mosaic patterns



now/after



Tiles and ceramics



Squared golden stones



Golden metal sheet



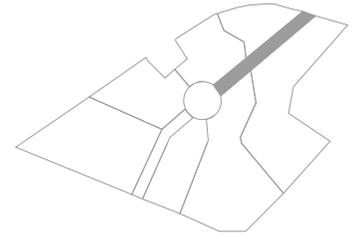


now/after



||

Wedding Lane



Marriage is very popular among the inhabitants of Melitopol. Wedding shops are abundant in the streets. To materialize the importance that Melitopol attaches to matrimony, we designate one of the old axis the Wedding Lane. The lane becomes a natural aisle flanked by trees, flowers, and butterflies. It crosses the contemplation and celebration areas and ends in the Golden Circle.

To frame the event we propose the planting of species mainly of white colour, either in leaves, flowers, trunks, or branches, which will also attract birds and butterflies: *Magnolia stellata*, *Spiraea cantoniensis*, and *Crocus* spp.



Magnolia stellata

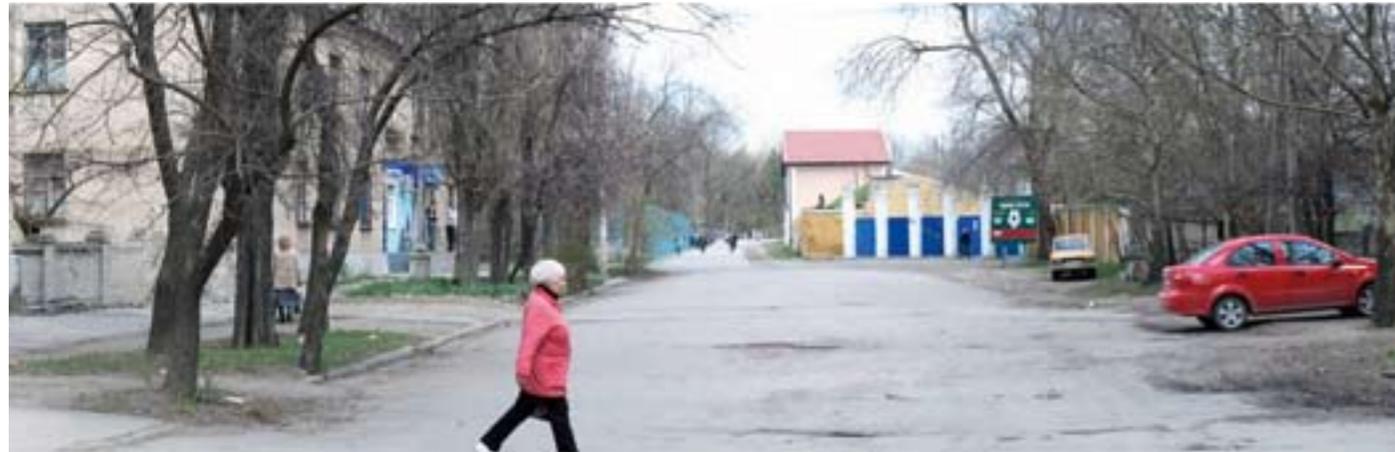
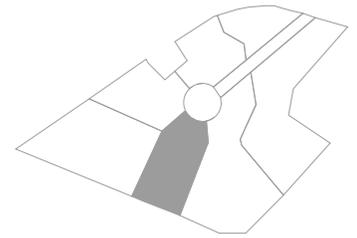


Spiraea cantoniensis





Sport Lane



now/after



The Sport Lane starts at the West entrance and ends in the Golden Circle. It runs next to the existing stadium and collects the existing sport installations of the park. It helps define the West entrance, which at the moment is blurred by some constructions. It also helps define the more urban part of the park. The vegetation framing the area should be distinctive. The trees will have a strong vertical structure and will be planted in straight

lines, reinforcing the direction of the lanes. We propose to plant *Populus nigra italica*. The shrubs should be highly resistant and evergreen. One of the proposed shrub species, *Laurus nobilis*, is a symbol of sports.



Populus nigra italica



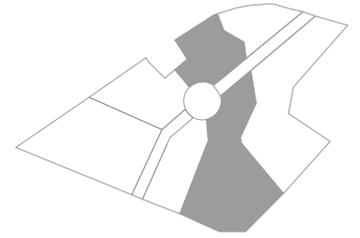
Laurus nobilis



now/after



IV Celebration Space



The celebration area runs North-South through Gorky Park. It is a new, irregular path added to the existing park. It has a double function: on the one hand it brings coherence to the disorganized buildings of the park, most of them being in this area, and on the other it provides plenty of spaces for food preparation, celebration of banquets and feasts, picnic places, etc... The Celebration Space will be able to function day and night. We propose a real celebration of life through the revelation of spring. All around this area we plant fruit trees from the region of Melitopol, characterized by a beautiful blossom effect, such

as *Prunus avium*, *Prunus armeniaca*, *Prunus persica*, and *Malus sylvestris domestica*.

The Food Court:

Within the Celebration Space we reserve an area for agriculture. A collective food garden will be maintained and cared for by students and volunteers. Children will learn about food production. Several days a month common barbeques and banquets will be organised.



Prunus avium

Prunus armeniaca

Prunus persica

Malus sylvestris domestica



now/after



Stipa tenuissima



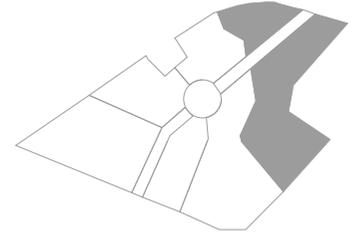
Pennisetum setaceum



Hordeum jubatum

V

Contemplation Area



This area is placed at the Eastern side of the park. The area will be the most quiet place in the park and is dedicated to activities such as reading, walking, resting, relaxation, yoga, contemplation, and meditation...

The species to plant here will be a continuation of the existing trees in the area.

We propose covering the ground with a combination of long grass that have beautiful visual and sound effects when there is wind, such as *Stipa tenuissima*, *Pennisetum setaceum* and *Hordeum jubatum*. The visual and sound effects will reinforce the idea of tranquillity.

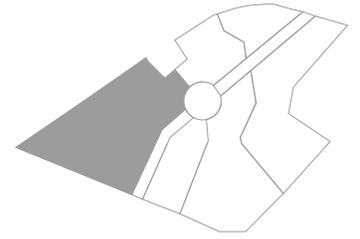




now/after



VI The Secret Forest



The Forest is the wildest area of the park. We will replant many exemplars to make the mass of trees more dense and to ensure that in the future trees will not die all at the same time as they have been planted over a long period of time. We will define the paths better; however, the overall atmosphere will remain that of a wild and enchanting forest.

Our additions to this area are minimal. Children will produce small bird houses to be hanged in the trees. We expect that over the years many more birds will find their homes here.

We promote the preservation and renovation of the existing species of trees. The forest should have a balanced combination of deciduous and evergreen species. We propose: *Quercus rubra*, *Pinus* spp. *Quercus robur*, and *Picea abies*.



Quercus rubra



Pinus spp.



Quercus robur



Picea abies

VII

Night at the Park

While during the day the entire park will be fully used, during the night we concentrate the activities in the Celebration Area, along the Wedding Lane, and in the Golden Circle. This will ensure efficient use of the nocturnal light and will increase safety at night.



VIII

Entrance and Fence

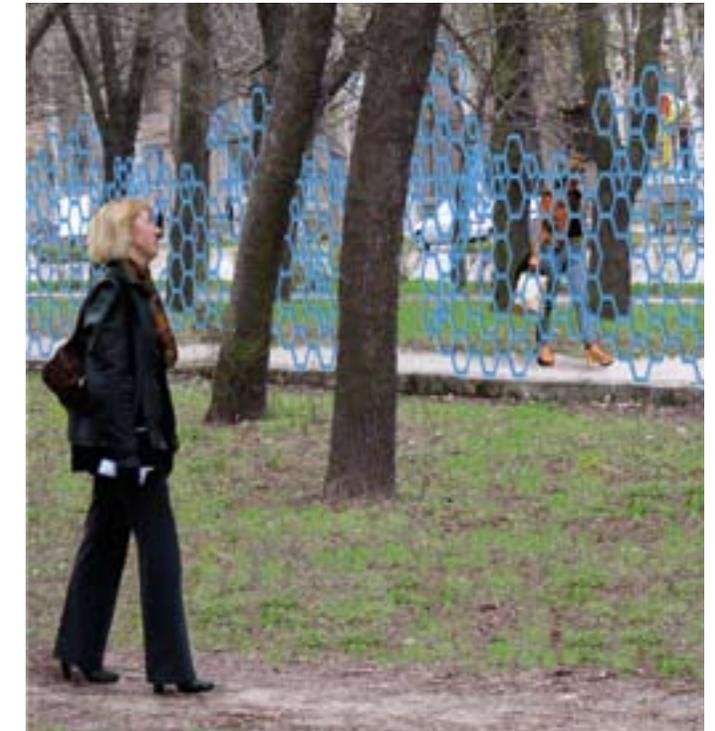
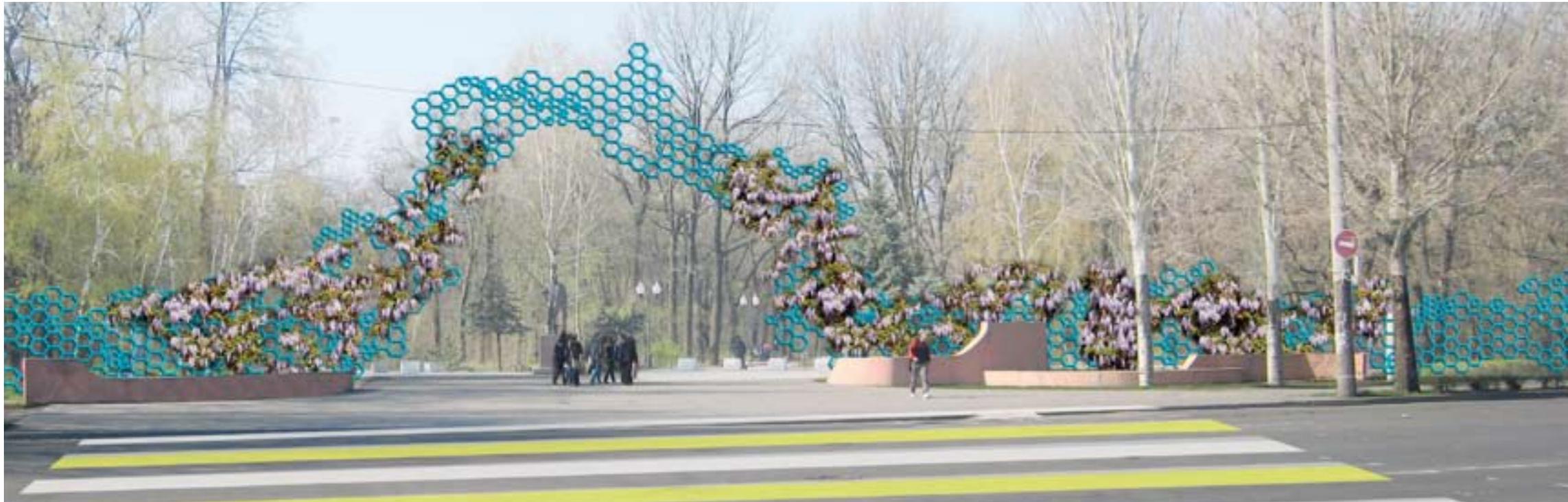


now/after

The Main Entrance and the Fence

A large and colourful zebra crossing will be added as an inviting carpet paving the road to the entrance to Gorky Park. The required fence will be an irregular, transparent element built with thousands of honey combs hexagons on which flowers can grow, becoming part of the park vegetation.

The hexagon will be present around the park as an ornamental element given to the people in the way of a stencil to participate in the decoration of some buildings of the park.



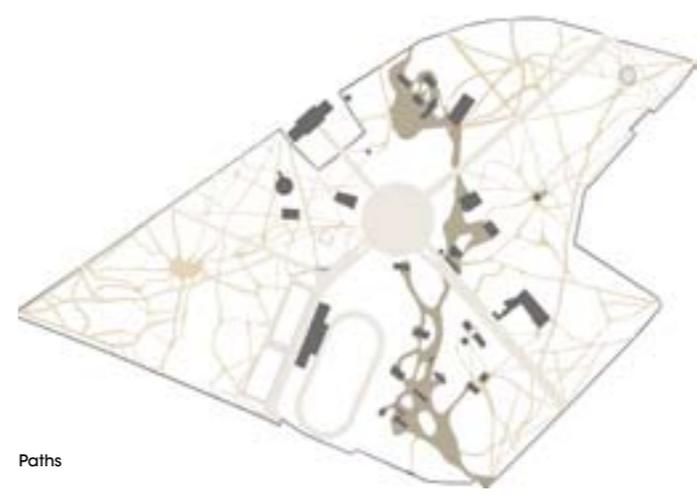


IX Other Elements

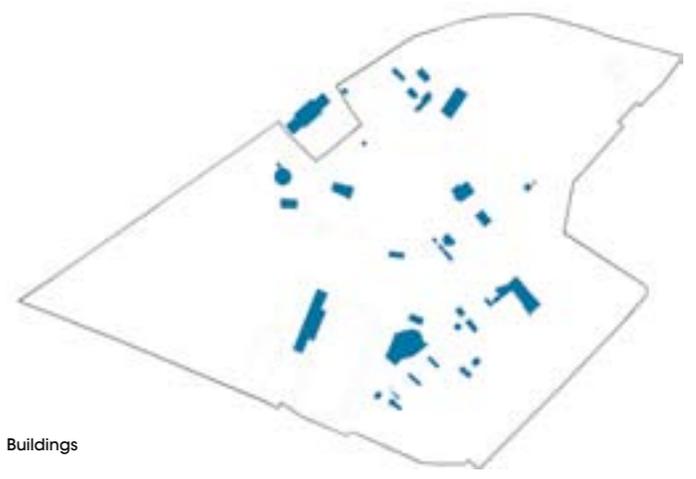
Trees will be planted parallel to the Wedding and Sport Lanes, reinforcing their direction. Trees in the Secret Forest and Contemplation Area will not be planted in an organized structure, but they will be in abundance; and the fruit trees in the Celebration Space will be planted along the undulant path, in a free style, defining the space.



Tree structure



Paths



Buildings



X Branding

Next to the design, we need to develop a simple and effective branding strategy that promotes Gorky Park within and beyond Melitopol and help to catalyze the full redevelopment of the city. By placing billboards strategically at train and petrol stations we can ensure that each day during the vacation season, 40.000 potential visitors on their way to Crimea, get acquainted with the new Gorky Park, and eventually decide to visit Melitopol.

We propose a simple and honest logo that will be associated with the park. A new Melitopol flag full of colours, representing a mixture of all the flags of the different cultures of Melitopol, will be part of the promotional image. We propose to print this flag on the back of train tickets as a coupon to be redeemed at Gorky Park.

Gorky Park T-shirts will be printed and distributed among the locals, the park volunteers, and the tourists.





people helping in the park...



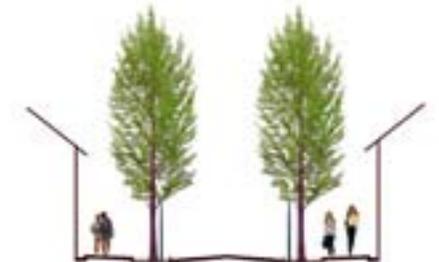


XI Access Road

We propose to maintain and reinforce the alignment of trees along the main access road to the park. Thereby we promote the characterization of the urban axes through its association with a specific species of tree or shrub. Example: *Populus canescens* *Quercus* spp.



current main road



current residential street



Populus Canescens



Quercus spp.



proposed main road



proposed residential street



7 Participants and staff

Design team:

Coordinator: Marc Glaudemans (Netherlands) 

Supervisors: Beatriz Ramo (Spain) 
Jan Maas (Netherlands) 

Participants: Bjørn Andreassen (Norway) 
Sofia Castelo (Portugal) 
Steve Chodoriwsky (Canada) 
Jan Doms (Netherlands) 
Irina Gavriluk (Ukraine) 
Kyrylo Komarov (Ukraine) 
Olena Pavloska (Ukraine) 
Frank de Volder (Netherlands) 
Anna Komarova (Ukraine) 

Local participants: Alexander Matsyura (Ukraine) 
Katerina Diadkova (Ukraine) 

Colofon

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Authors: Marc Glaudemans, Beatriz Ramo, Phil Wood,
Olexandr Butsenko
Editor: Marc Glaudemans
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Fontys Academy of Architecture and Urbanism

Bisschop Zwijssenstraat 5
P.O. Box 90907
500 GJ Tilburg
The Netherlands
Phone: +31 (0) 877 87 49 22
info@stadslab.eu
www.stadslab.eu



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