

selected works
2012-2020

RETAIL ARCHITECTURE

Breitling

IQOS by Philip Morris

IWC Schaffhausen

BLKB - Basellandschaftliche Kantonalbank

ARCHITECTURE & URBANISM

Schulanlage Freilager, Zürich

Seine Champagne Bar, Paris

Foresta - Private Villa, Romania

Redefining the Urban, Romania

FASHION DESIGN

The Gemstone Scarf Collection

ACADEMIC PROJECTS

A historical monument

Mass Housing Estates in Bucharest

BREITLING-BOUTIQUES

Preliminary Drawings and DD-Sets

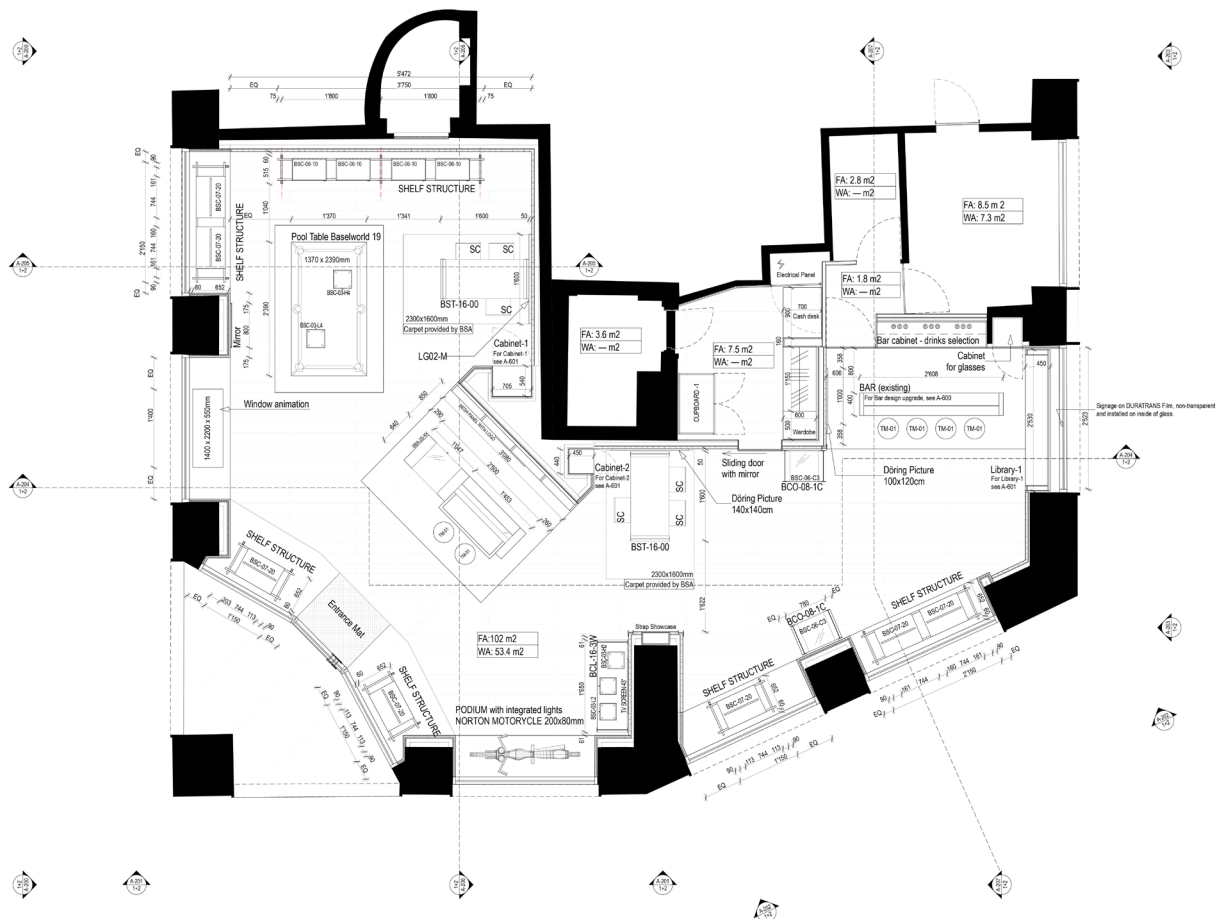
BOUTIQUES

Preliminary drawings, complete design drawing sets, furniture and construction details.

Als Mitarbeiterin @ MACH Architektur

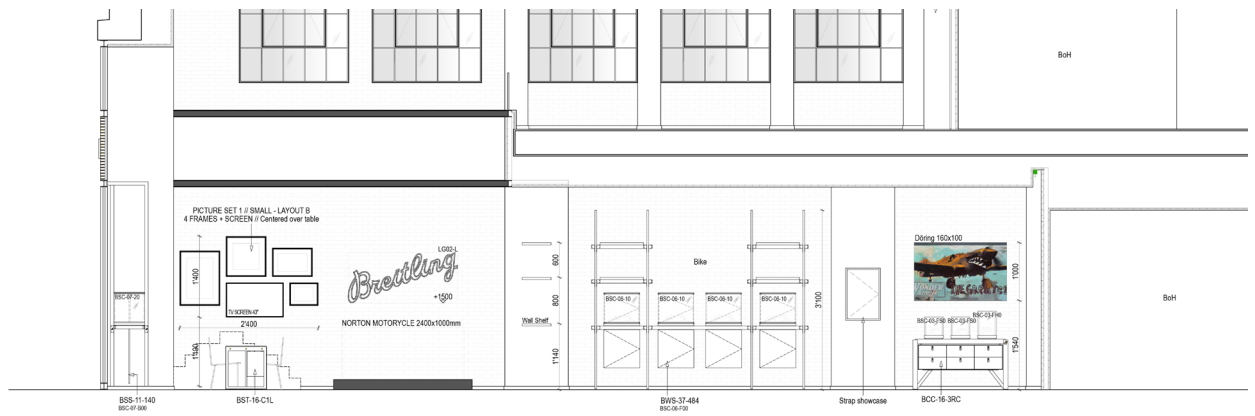
For more than a year, Breitling has been introducing its urban loft boutique concept and the reception has been enthusiastic. Each boutique offers its customers a casual but stylish modern retro ambience that allows visitors to explore the brand's watches in a relaxed, unhurried atmosphere. Some boutiques have bistro bars and so will offer even more reasons to discover the world of Breitling.

In this newly designed "loft" atmosphere, the Breitling yellow is still prominent alongside dark brown and beige wood floors and finishings, and there will be props and features that highlight the various themes of air, land and sea.

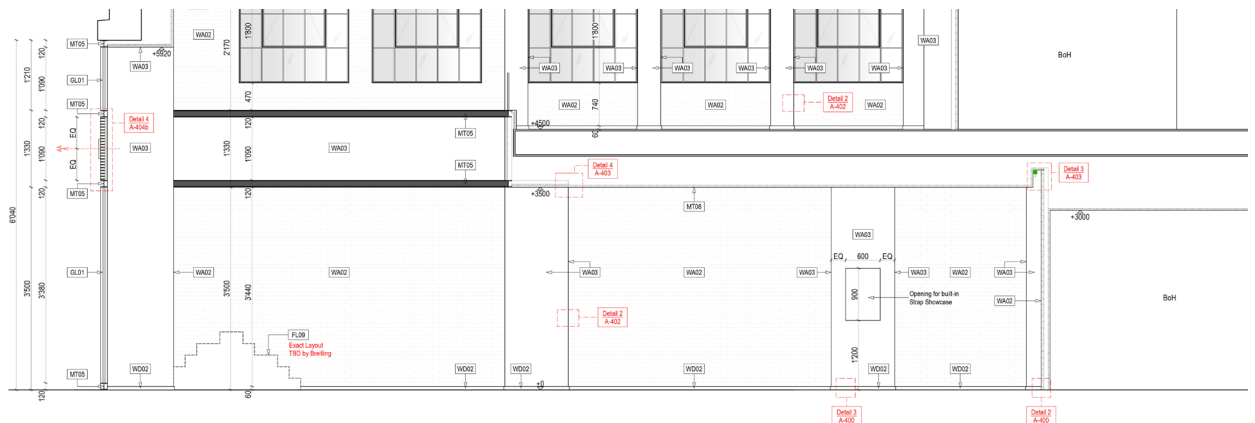


Furniture Layout, Breitling Boutique, Place des Bragyas, Geneva

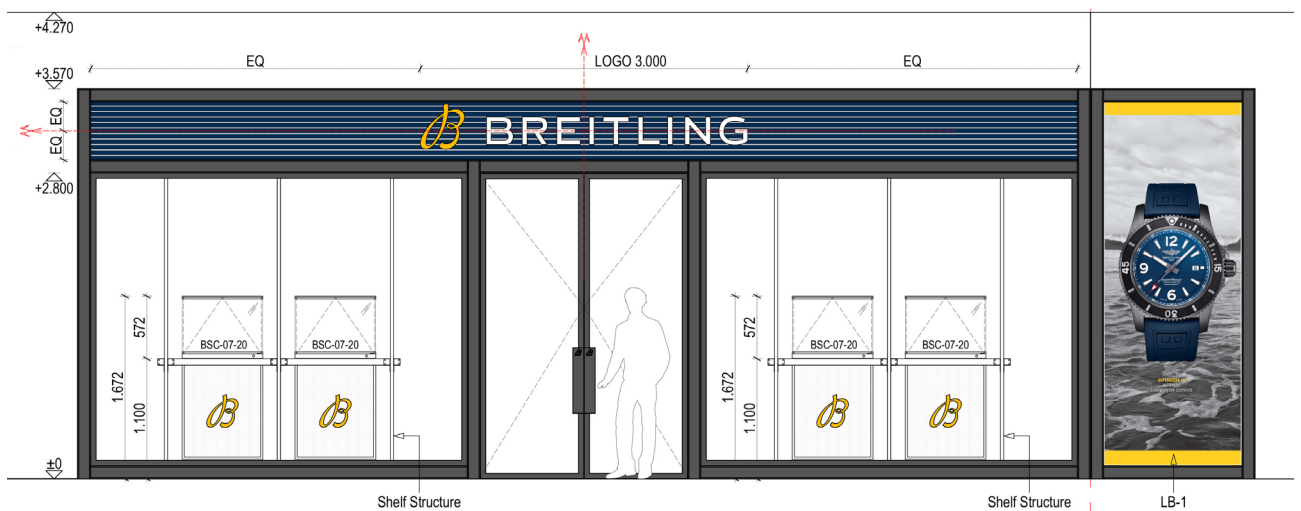
BREITLING-BOUTIQUES



Interior Elevation with Furniture, Breitling Boutique, Olaya Tower, Riyadh



Interior Elevation with Materials, Breitling Boutique, Olaya Tower, Riyadh



Main Facade, Elevation with Furniture, Breitling Boutique, Aventura Mall, Miami

IQOS / IQON

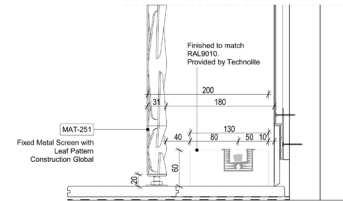
Concept, strategic planning, details

POP-UP STORE

Design concepts in 3D, strategic layouts and specific details

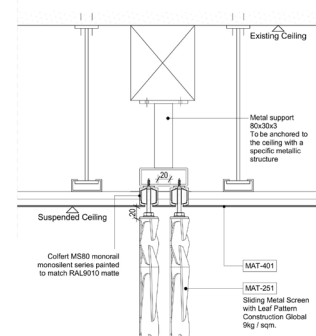
Als Mitarbeiterin @ MACH Architektur

The design of IQOS is very reduced, modern and focused on the product. At the same time, it creates an inviting and warm atmosphere for its visitors, which places great emphasis on natural materials. An example: The use of a lot of high-quality wood, ash and walnut in the interior. At IQOS, real tobacco is heated, and the design with natural elements builds the bridge to tobacco, which is also a natural product. Like many major brand owners, these so-called signature elements in our retail design, i.e. components with a high recognition value, which can be found in all our retail areas throughout the world.



3 | FIXED SCREEN FLOOR LIGHTING DETAIL

1:5



1 | SLIDING SCREEN CEILING DETAIL

1:5

Construction Details, Signature Screens for IQOS - IQON



Concept & Visualisation, IQOS - IQON Pop-Up Store, Dubai Airport

PROJECT ASSESSMENT

Strategic layout and specific details

Als Mitarbeiterin @ MACH Architektur

The new branch concept for the Basellandschaftliche Kantonalbank BLKB has been developed in such a way that the bank and customers meet together in a room on an equal footing while the brand personality is communicated at the same time. Through the use of regional materials and furniture with a personal character, customers find themselves in an environment that enables a relaxed and personal exchange with the bank. A continuous coloured horizon line connects the differently used bank zones and reflects the colourful diversity of the banking products as well as the brand image. As a pilot project, the headquarters of the BLKB in Liestal is being converted to incorporate the new branch design.



Main Entrance, Basellandschaftliche Kantonalbank



Interior Visualisation, Basellandschaftliche Kantonalbank

SCHULANLAGE FREILAGER

Zürich-Albisrieden

SCHULANLAGE FREILAGER

Projektwettbewerb im offenen Verfahren

Als Partnerin mit LAG Architecture & Scenography

Städtebau

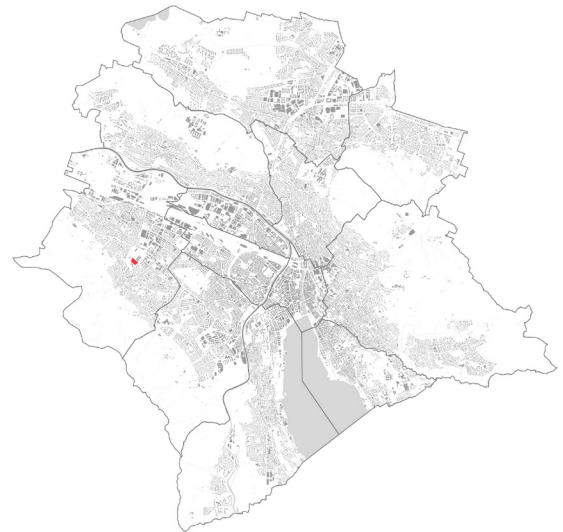
Der Neubau der Schulanlage schliesst die nordost-südwest orientierte Bebauungsstruktur des Freilagers ab und leitet über auf die dazu abgedrehten Gebäude des Pflegezentrums. Es fügt sich als geometrisches Scharnier in die heterogene Umgebung ein und fördert dabei durch neue Wegverbindungen die Durchlässigkeit. Die Ausrichtung des Grünraumkorridors wird durch die dazu bündigen Fassaden der drei Gebäude unterstützt. Auf zusätzliche Rück- oder Vorsprünge wird verzichtet, um dem in den Bachwiesenpark fließenden Freiraum eine klare Linie zu geben. Der Wettbewerbsperimeter zwischen Freilager, Pflegezentrum und der Überbauung Sunnige Hof wird durch die Anordnung der drei Baukörper in kleinere Freiräume gegliedert:

1. Ankommender Strassenraum der Flurstrasse;
2. Vorplatz des Pflegeheims mit Einfahrt und Haupteingang;
3. Aussenbereich der Schulanlage zwischen der Schulanlage selbst und dem Pflegeheim;
4. Grünraumkorridor.

Schwerpunkt der neuen Gliederung bildet der Schulhastrakt, welcher durch seine Volumetrie den Strassenraum der ankommenden Flurstrasse abfängt und mit dem Schwimmbad und der Turnhalle den reduzierteren Massstab des Gemeinschaftszentrums Bachwiesen einleitet.

Architektur

Die drei Baukörper vermitteln durch die



bündige Anordnung, ähnliche Geometrie und gleiche Materialität Ruhe und Zusammengehörigkeit. Den öffentlichen Charakter des Ensembles unterstützt nicht nur der grosszügige Umschwung, sondern auch die Fassadengestaltung. Im Gegensatz zu den umliegenden Lochfassaden der Wohnhäuser, weist die Schulanlage Freilager eine stark konstruierte und plastische, in vertikale und horizontale Element gegliederte Fassade auf. Während die vertikalen Fassadenelemente die Fassade bei niedrigem und abgewinkeltem Sonnenstand schützen, schattieren die horizontalen Elemente diese bei hohem Sonnenstand.

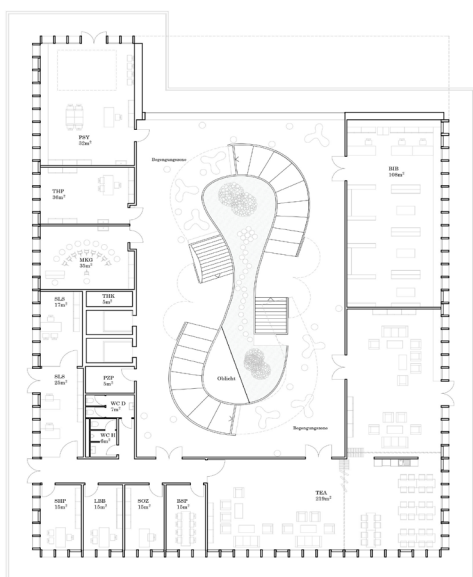
Der modulare Aufbau der Fassade sowie die einfache Geometrie der Baukörper tragen zur Vereinfachung des Bauprozesses und somit zur Senkung der Baukosten bei.

Der Zugang zu den drei Baukörpern erfolgt über die zentrale, zum Grünraumkorridor orientierte Wegverbindung mit sich aufweitenden Vorplätzen. Der grösste davon durchdringt im Erdgeschoss den Schulhastrakt und verbindet so den Park mit dem südlich gelegenen gedeckten Pausenplatz und angrenzenden Freiräumen. Um die innere Erschliessung natürlich belichten zu können, führt der städtebauliche Ansatz des Schulhastrakts zu einem Hofgebäude. Der nicht begehbare, begrünte Innenhof stellt innerhalb der sonst streng geometrischen Formen der Baukörper die Ausnahme dar.

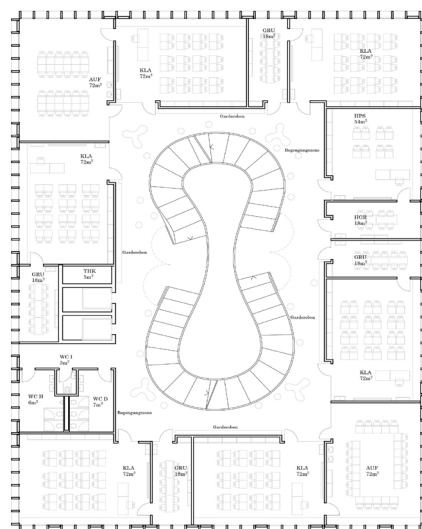
SCHULANLAGE FREILAGER

Um dieser Ausnahme zusätzliches Gewicht zu verleihen, organisieren sich rings um den Hof die Haupteinschlüsse sowie die Begegnungsorte der Schüler. Ohne die Funktionalität einzuschränken, winden sich die beiden Treppen sanft um den Innenhof in die Höhe und stellen für die Kinder ein wiederkehrendes Erlebnis dar. Diese sind auch als Weiterführung des öffentlichen Raums zu verstehen, der das Gebäude schon im Erdgeschoss durchfließt und

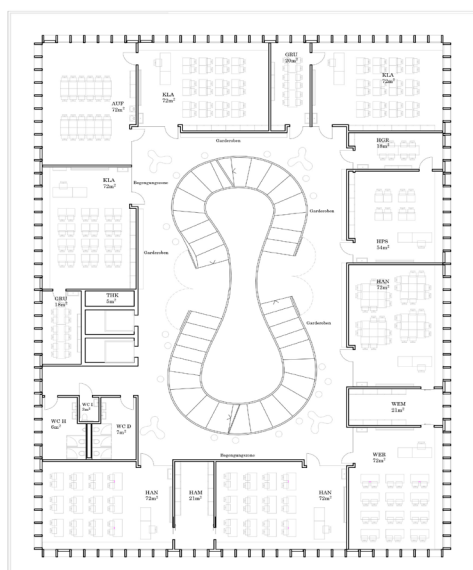
bilden jeweils separate, bis ins Freie führende Brandabschnitte. Der durchlaufende Balkon im ersten und dritten Obergeschoss verhindert nicht nur die Sonnenbestrahlung, sondern dient auch der Reinigung der Fenster.



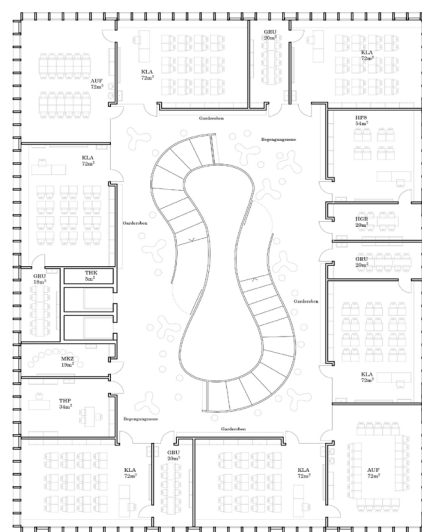
1.OG



2.OG



3.OG



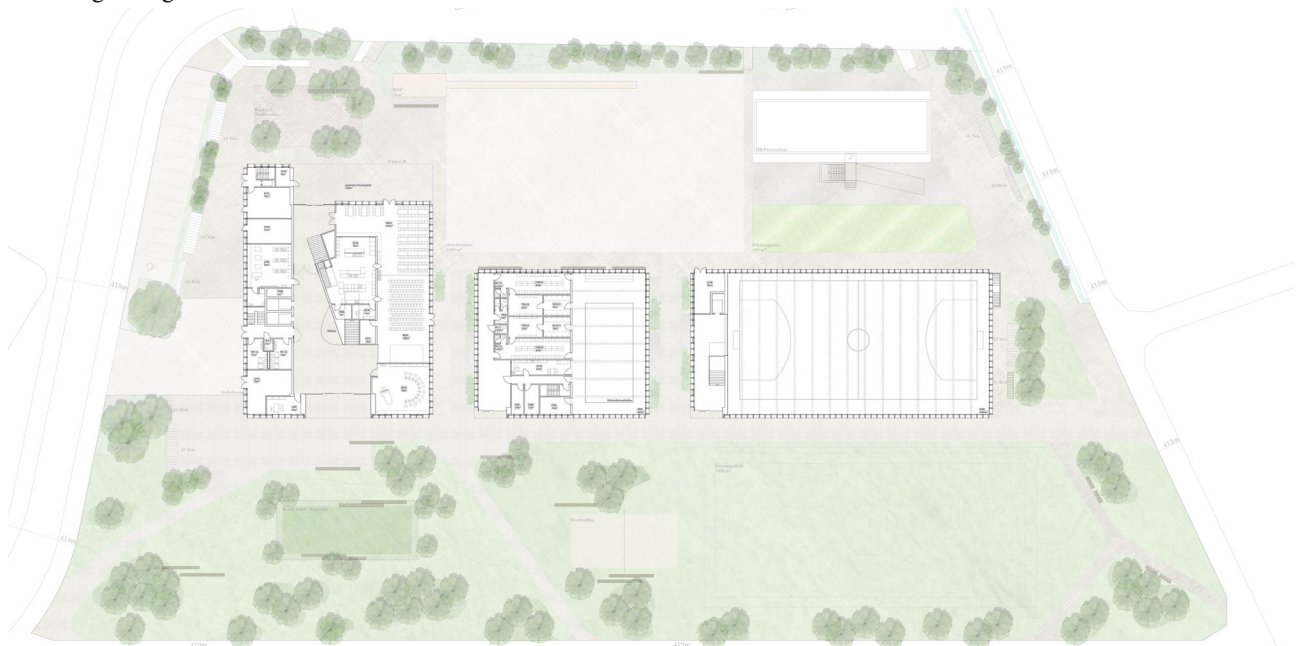
4.OG

SCHULANLAGE FREILAGER

Aussenraum- neuer Quartierspark

Das bestehende Gelände wird durch sanfte Modellierung abgefangen sodass die Haupteinschliessung des Aussenraumes und der Park mit dem integrierten Sportrasenfeld eine Einheit bilden. Lichtkronige Baumhaine mit Unterpflanzung bilden einen durchlässigen Übergang zwischen Grünraumkorridor/Park und Freilagerweg.

Auch den südlichen Pausenplatz beschattet ein lockeres Baumdach. Den Abschluss zum Pflegeheim bildet eine naturnahe freiwachsende Hecke, die sich jedoch in Sicht- und Fusswegverbindungen öffnet um die Kommunikation zwischen den Arealen zu stärken.



Ground Floor, Schulanlage Freilager

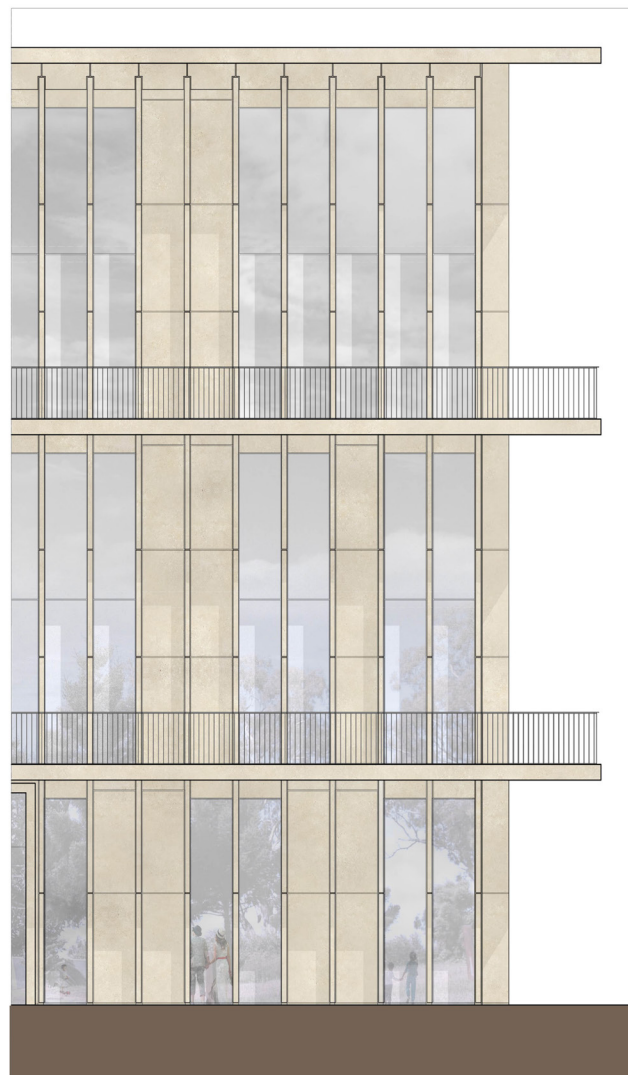
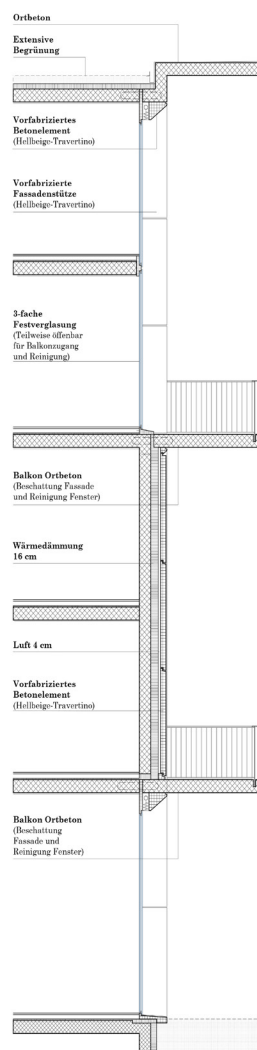


Visualisation, Main Entrance, Schulanlage Freilager

SCHULANLAGE FREILAGER

Die Hauptwegverbindungen und Plätze erhalten eine natürlich wirkende, befestigte Oberfläche (Ortbeton mit Besenstrich), die darin eingelassenen Aufenthaltsorte und untergeordneten Wege eine versickerungsfähige, jedoch befahrbare Oberfläche (Chaussierung). Im Park angeordnet sind Spiel- und Sportbereiche, sowie Bereiche welche die Möglichkeit zum Lernen im Freien bieten.

Der Innenhof des Schulgebäudes, welcher nach oben offen ist, wird mit einer schattenverträglichen abwechslungsreichen Farnpflanzung begrünt. Die Dächer aller Gebäude sind durch eine extensive Begrünung mit Gräsern bedeckt.



Facadeschnitt, Schulanlage Freilager

SEINE CHAMPAGNE BAR

Paris, France

RIVER CHAMPAGNE BAR

International competition, Paris.

Partnership with Arch. Monica Gabriela Motea

Paris Champagne Bar a contemporary image, strongly embedded in its surroundings. River Seine and romantic Pont des Arts is often frequented by tourists and is especially busy during the summer evenings, when locals gather to enjoy the sunset, the water and the unique setting.

The concept gravitated around the desire to value the pedestrian passage along the river bank, but also to highlight the existing stone wall and stone paving, while volumetrically relating to its surroundings. The existing stone platform serves as a base for the groundfloor,

already separating pedestrian and built area. Costumers can either directly access the bar through the upper street level entrance, either choose to enjoy the unique scenery from the promenade level. A visual connection between the Pont des Arts and the architectural proposal is realised through the rounded volume. This gesture not only formally relates to its surroundings, but also offers panoramic view towards the Seine river. The fact that Champagne Bar is easily accessible from different levels., whether one finds himself at the street level or at the river level, the vertical circulation enables a quick change of setting.



Visualisation toward Pont des Arts

FORESTA. PRIVATE VILLA

Romania

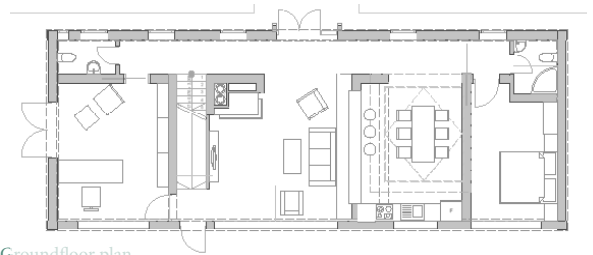
FORESTA. PRIVATE RESIDENCE

Project for a single family house

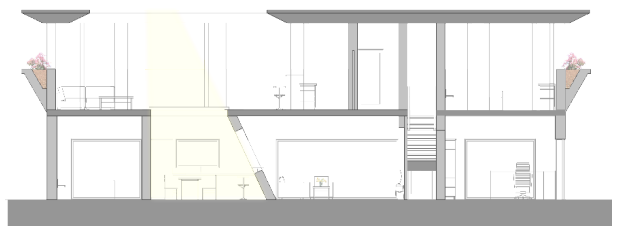
Partnership with Arch. Monica Gabriela Motea

Foresta is the project for a private residence. The client bought the plot in the close vicinity of the forest, and had already a clearly defined groundfloor perimeter.

The task was to fit in this existing footprint a bedroom, an office, a living room, a small bar and a dining with a kitchenette. On the first floor, there was a need for a suite, while the rest of the space could be an open air, but still partially covered terrace with a bar and outdoor seating area.



Groundfloor plan



Longitudinal section



REDEFINING THE URBAN

Bucharest, Romania

GENTLE URBANISM

Alternative Project for centre of Bucharest

**Als Mitarbeiterin @ Architect Studio CN,
Bucharest**

Densification and mixed use are the key terms for this project. Situated at the heart of Bucharest, the intervention focuses on mixed use, with new housing opportunities, cultural spaces and commercial facilities.

Redefining the urban is an alternative to the municipality's initiative of radically defining a new axis in this central urban tissue of Bucharest, that is predominantly characterized by low rise buildings.



F A S H I O N D E S I G N

The Gemstone Scarf Collection

SILK SCARF DESIGN

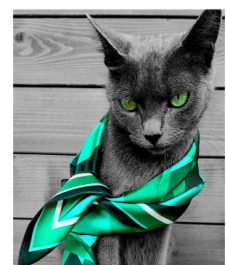
Monochrome & geometric pattern

Concept & design by Valentina Elena Stan

The color themed design makes it not only an easy-to-match accessory, but also a sophisticated one.

Silk never goes out of style. Made of 100% pure silk satin, it adds an extra touch of class and makes you look effortlessly elegant.

Allow yourself to feel comfortable, yet luxurious, and choose the colour that better resonates with you.



A HISTORICAL MONUMENT

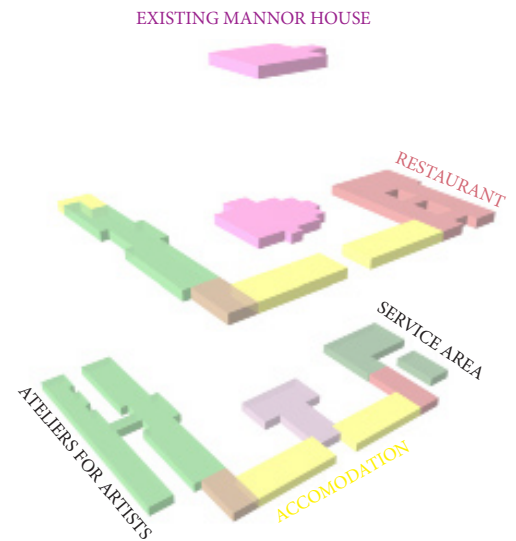
The Mannor-House

THE MANNOR - HOUSE

Restoration and extension

Diploma Project, Prof. Dr. Arch. Ruxandra Nemteu

Rosetti-Solescu is a first grade importance historical monument in the region of Moldavia in Romania. Built in the beginning of the 19th century with neoclassical elements, the manor was the private residence of a significant noble family. During comunism, the building served as a primary school, but left to ruin after the fall of the regime. The project proposes a complete restoration of the manor house. A structural and functional upgrade ensures its function as a memorial house that could also host temporary exhibitions. Also a new extension on three sides is created to shelter ateliers for artists, a new wing for accomodation, and restaurant. This new addition communicates with the manor-house only through the basement level, and surrounds it on three sides, giving the impression that the three new buildings gravitate around the historical monument, emphasizing its importance and, at the same time, protecting it. The main facade of the monument looks towards the existing park, whilst the portic of the manor house creates a visual



Axonometric View

frame to guides visitors towards the info point and reception area, located in one of the new wings. The concept of the project was to bring the manor to its original state in its times of glory. The entire project follows a strict set of building regulations for protected monuments.

Nonetheless, through its extensions is also bringing to the community a wide range of facilities that attract users and visitors without altering the manor's strong character.



Visualisation, The Mannor House

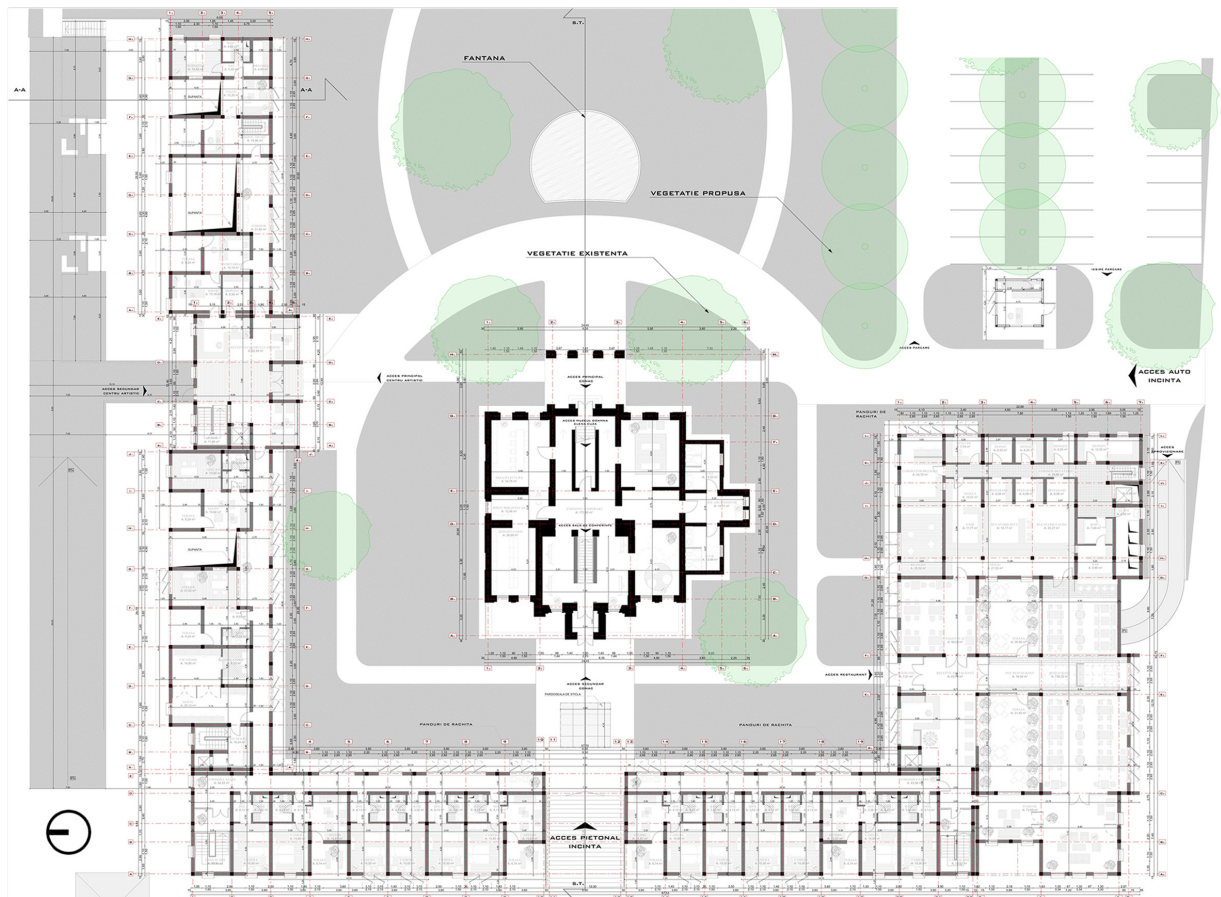
A HISTORICAL MONUMENT

The new extension symbolically states a reconciliation between the local community and the heritage of the aristocracy, between the proletariat and the bourgeoisie, inviting locals to participate in the building process and to use the new facilities, such as the ateliers, the event space or the restaurant. Therefore, taking into account the existing tradition for craftsmanship in the local community, the new extension includes woodwork and craftsmanship elements, such as the wicker waved panels that both give intimacy and protect from the sun. The main concern was

to embed the new extension in the environment, without fading the central architectural object - the manor, so that the new built object would create a smooth transition between the everyday life of the community and the representative role of the manor as a first class historical monument. The project itself creates a new approach for dealing with private residences of the bourgeoisie, by opening them to the large public with a great variety of facilities.



View towards the main facade. The manor house in the centre, whilst the three wings of the new extension gravitate around the historical monument emphasizing its importance and, at the same time, protecting it.



Groundfloor Plan

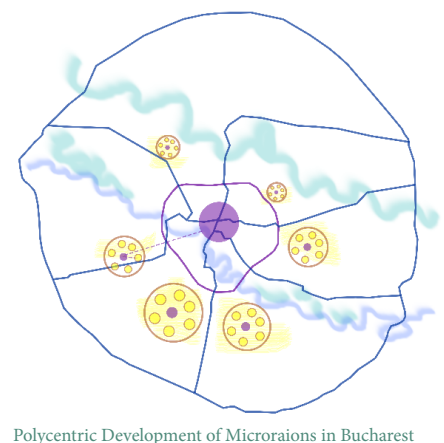
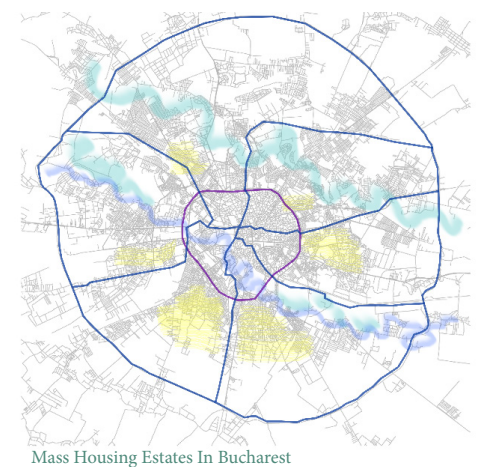
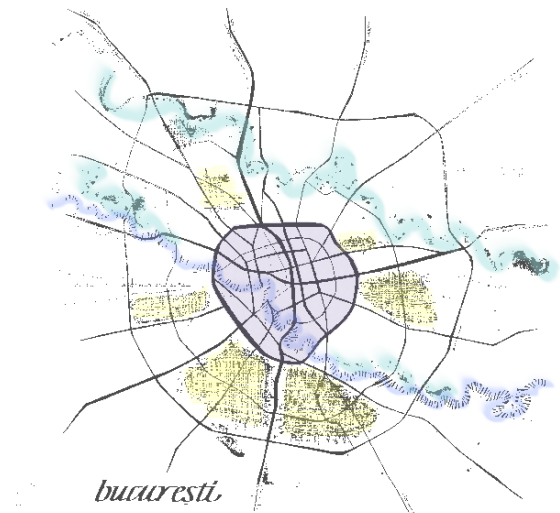
BUCHAREST IN TRANSITION

Research Paper : Mass Housing Estates

MAS ETH Housing, Professor Dietmar Eberle

This research explores potential directions and opportunities for a sustainable development in the case of post socialist mass housing estates. Main case study : Microrraions in Bucharest. Both top-down and bottom-up approaches are considered, and a range of local resources are analysed in order to evaluate the applicability of these practices in the local conditions.

While in 1970s in western European countries the modern development of the cities started to be criticized for the lack of human scale, public and private space separation, monotony and mono functionality, in former Soviet Union the massive construction of large scale housing estates continued up until 1990s. The lack of traditional urban activities such as street life, mix of facilities and spontaneous interactions together with the poor quality of these prefab buildings led to an accentuated decline of these neighbourhoods. Though the gloomy atmosphere and the grey blocks of flats were similar in Eastern Europe and Western Europe, the residents from the east and the west were different. The homogeneity of the socialist society is still the reason for a high rate of social mix in these mass housing estates. In former socialist countries, people formed the working middle-class and everyone had access to the same lifestyle, similar income, education and opportunities. Living in a prefab apartment in a large housing estate was just a norm as there were no alternatives for other types of accommodation. The housing stock was state-owned and there was no housing market. The change came with the fall of socialism. The privatisation of the housing stock in Bucharest in 1989 gave rise to a “super” home-ownership state with an owner occupation rate of 95.6% and with more than 70% of the urban population living in mass housing estates built during state socialism.



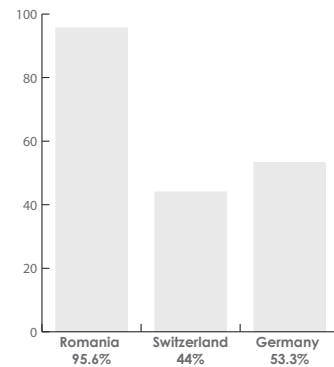
MASS HOUSING ESTATES

Buildings are now ageing and the lack of investment or the delayed renovation decrease their position on the housing market. Wealthier residents choose to move into a private house located usually in suburban houses ensembles. In contradiction with the mass housing estates comes now the phenomenon of urban sprawl.

A microraiion has various typologies of blocks of flats which differently influence the density factor. These values of density are not imposingly high, therefore a renewed densification could be possible and mixed-use initiatives could counteract the monothony of these bedroom neighborhoods. At the same time, the temporary use of the idle surrounding could provide sustainable option for the neighborhood.

On one hand, a variety of residential opportunities attracts residents from all social classes, supporting a high rate of social mix. On the other hand, being aware of an existing strong entrepreneurial spirit and allowing built infills for mixed entrepreneurial activities could generate more movement and make a more lively environment. In post-socialist cities, the creative class itself is characterized by a high level of bottom-up entrepreneurial activity. In this context, a supportive attitude on behalf of policy-makers towards private initiatives could generate a change within the existing soft conditions, such as multicultural milieu, spaces for interaction, tolerance etc.

Moreover, the temporary or informal use of the idle surrounding space can reveal a great deal about people's desires for the neighbourhood and the city, whilst bottom-up processes can materialise some tangible improvements to create a positive climate for further change and thus to encourage a positive attitude among inhabitants.



Home ownership rate comparison

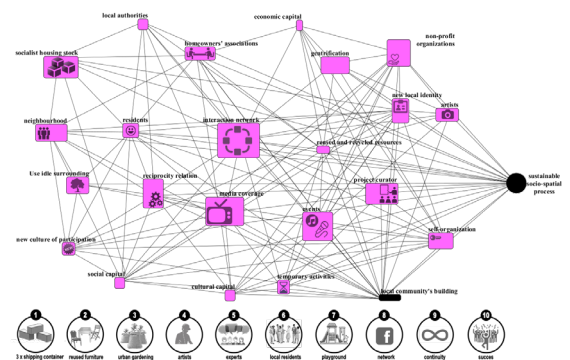


Diagram showing main actors and actions involved in the change process



Bottom-up processes and community spaces



Idle space and its potential temporary use

VALENTINA ELENA STAN

selected works
2012-2020