

# Zítkovy Square Apple Store, Praha

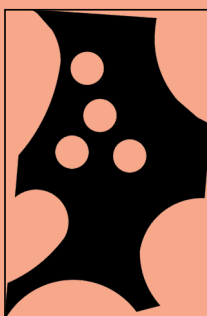
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Design studio, 2021/2022



# Location - Zítkovy sady

Located in Praha 2, Nové Město, this site was noticed for its emptiness due to a lack of attractiveness to the square.

It is situated along Rašínovo nábreží and the Vltava river, under Palackého náměstí.

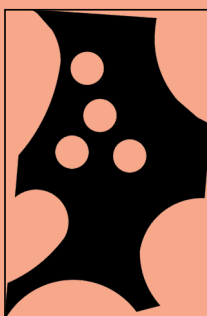




# Location - Zítkovy sady

However, this site present various benefits for a project.

We observed these features for the square such as public transportation stations and different views (Vltava and the Emauzy).

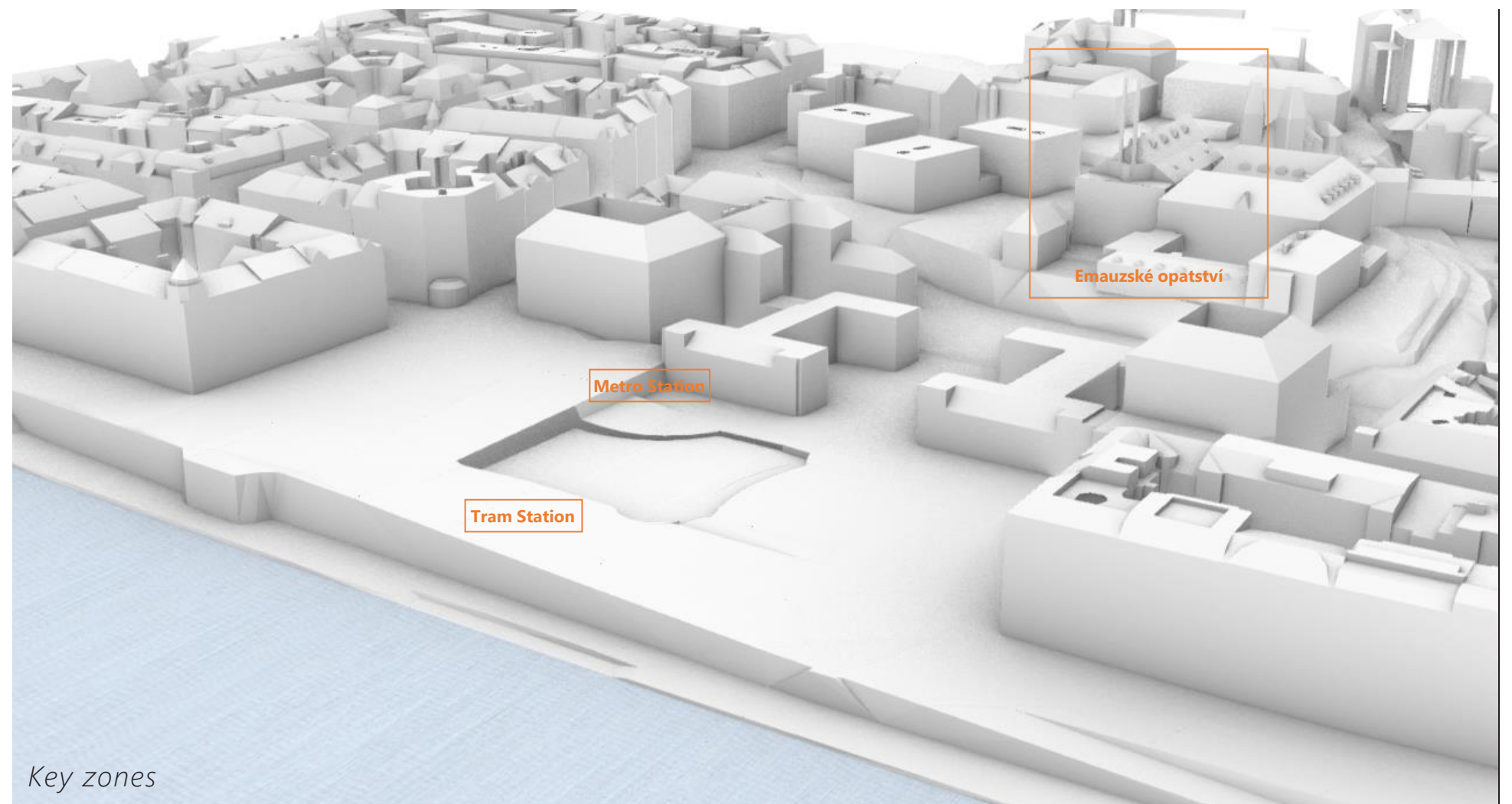




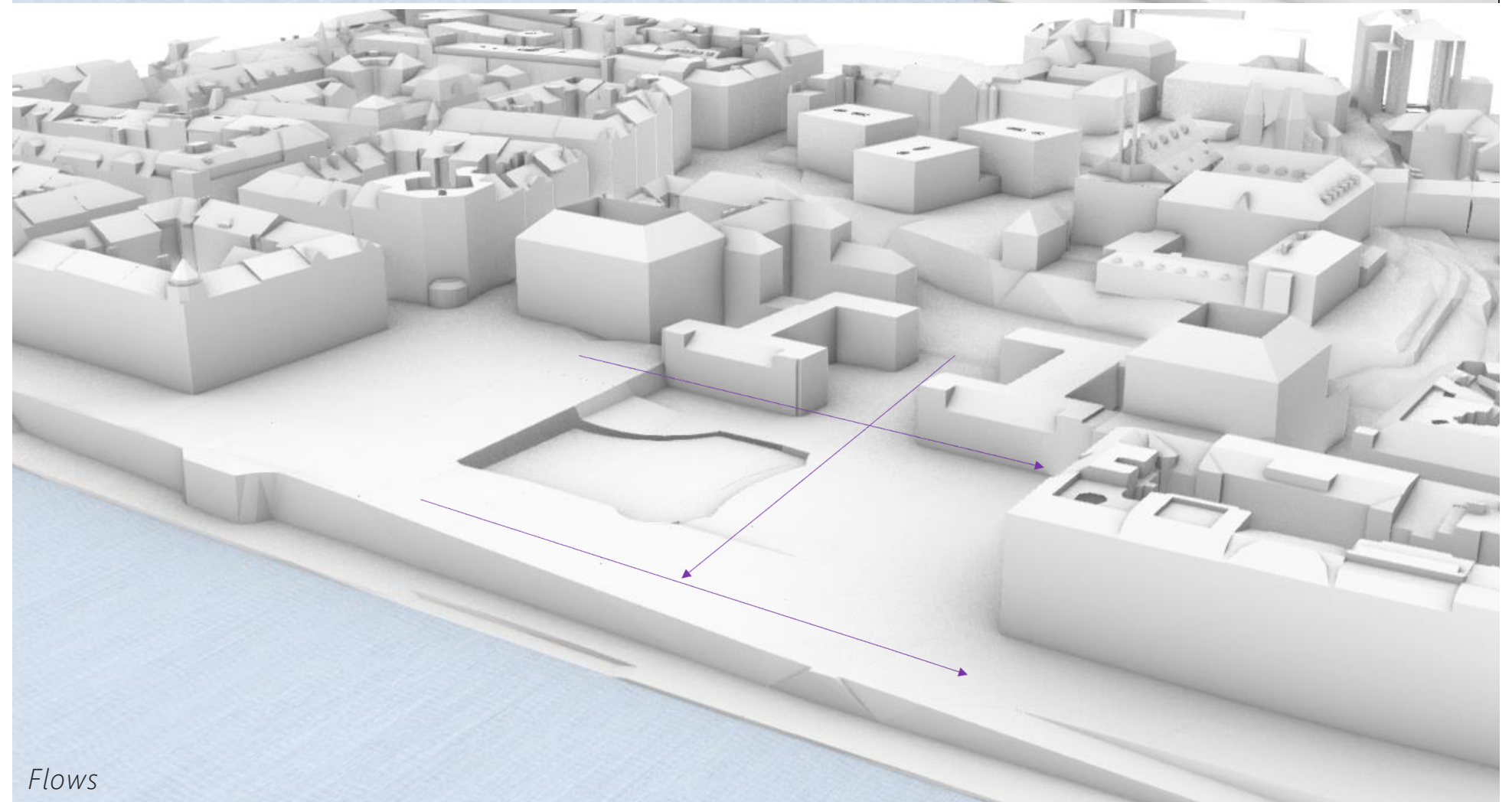
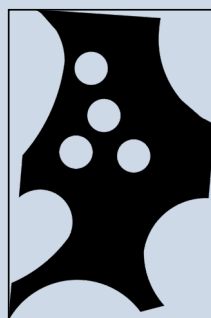
# Analysis

Key zones :

- Karlovo náměstí metro station.
- Palackého náměstí (nábřeží) tram station.
- View of the Vltava.
- Emauzské opatství.
- Palackého náměstí



The square itself was not really used by the population. Indeed, the square was 80% empty the majority of the time. We could observe different flows on the site, people crossing the square or people coming out of the different stations.





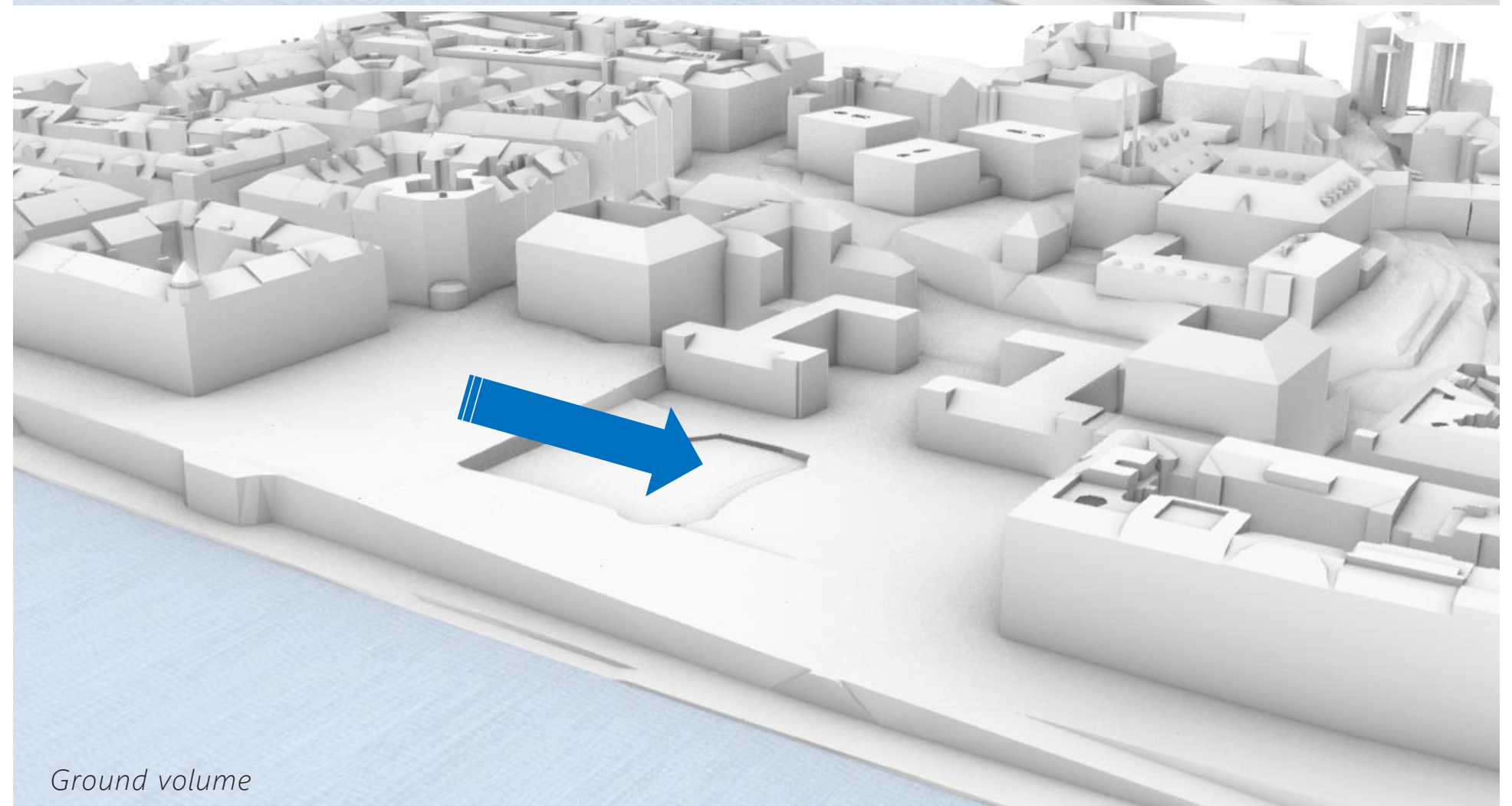
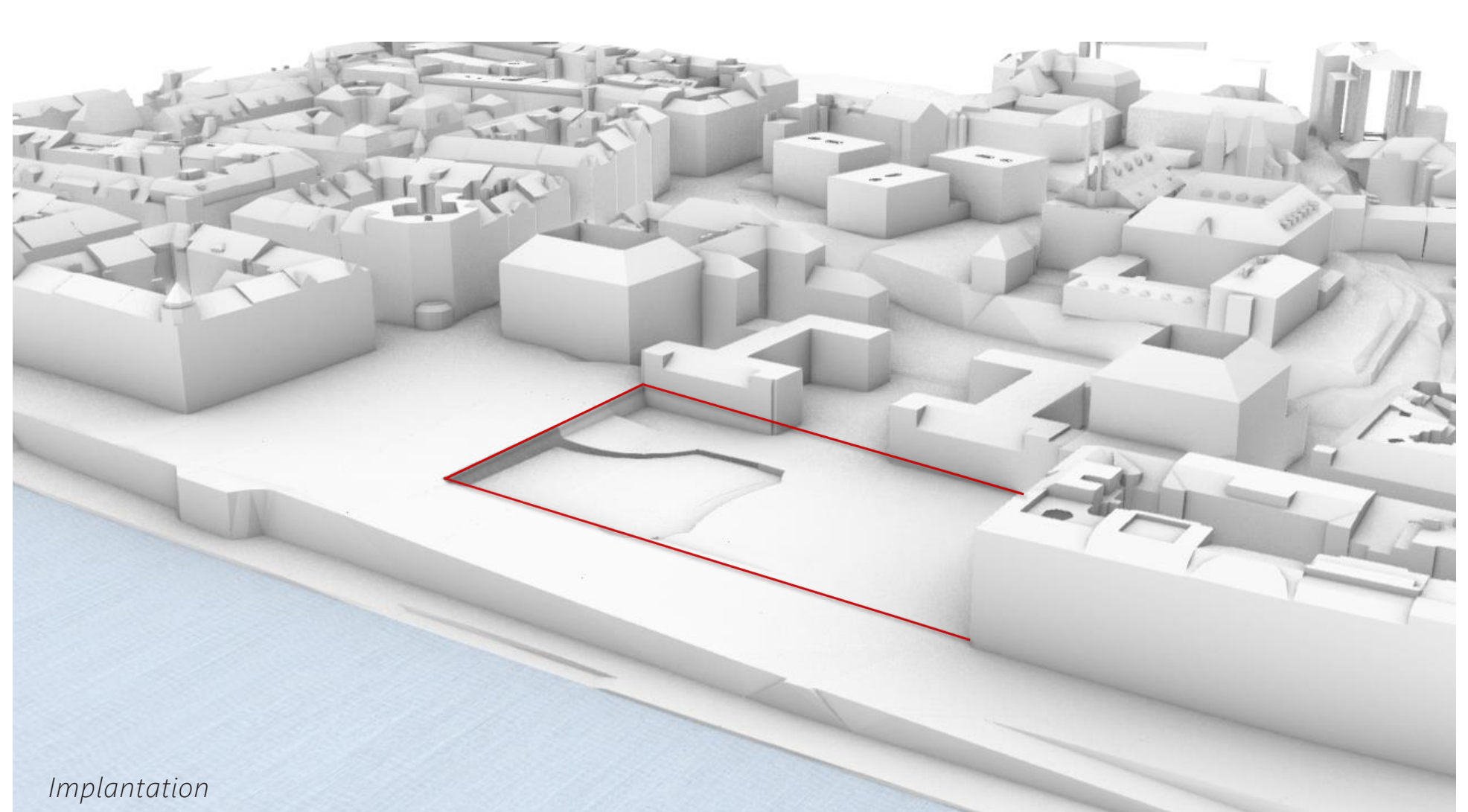
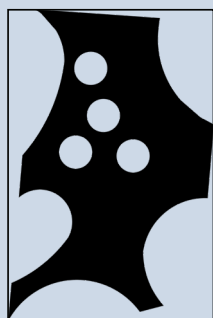
# Analysis

We wanted to extend the square to the fullest and bring dynamism to the whole place.  
The assignment consisted of building an Apple Store.

However building an Apple Store was not our only goal to dynamize the place. We wanted to bring together different generations too.

Too do so, we decided to built a whole new public space and not only a retail store that would bring all different kind of people.

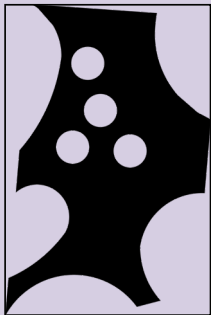
Parks, public benches and playgrounds would energize the whole square with people visiting, having a break or simply crossing it.



# Program

Our main program consist of the usual Apple Stores' program which need an Avenue for the sellings; a Forum for the lectures and presentations; a Plaza with the public space such as a garden and meeting points. Finally, it has the storage room and technicals.

Moreover, our Forum consist of different public spaces and playgrounds where childrens and grown-ups can relax, walk around and play...

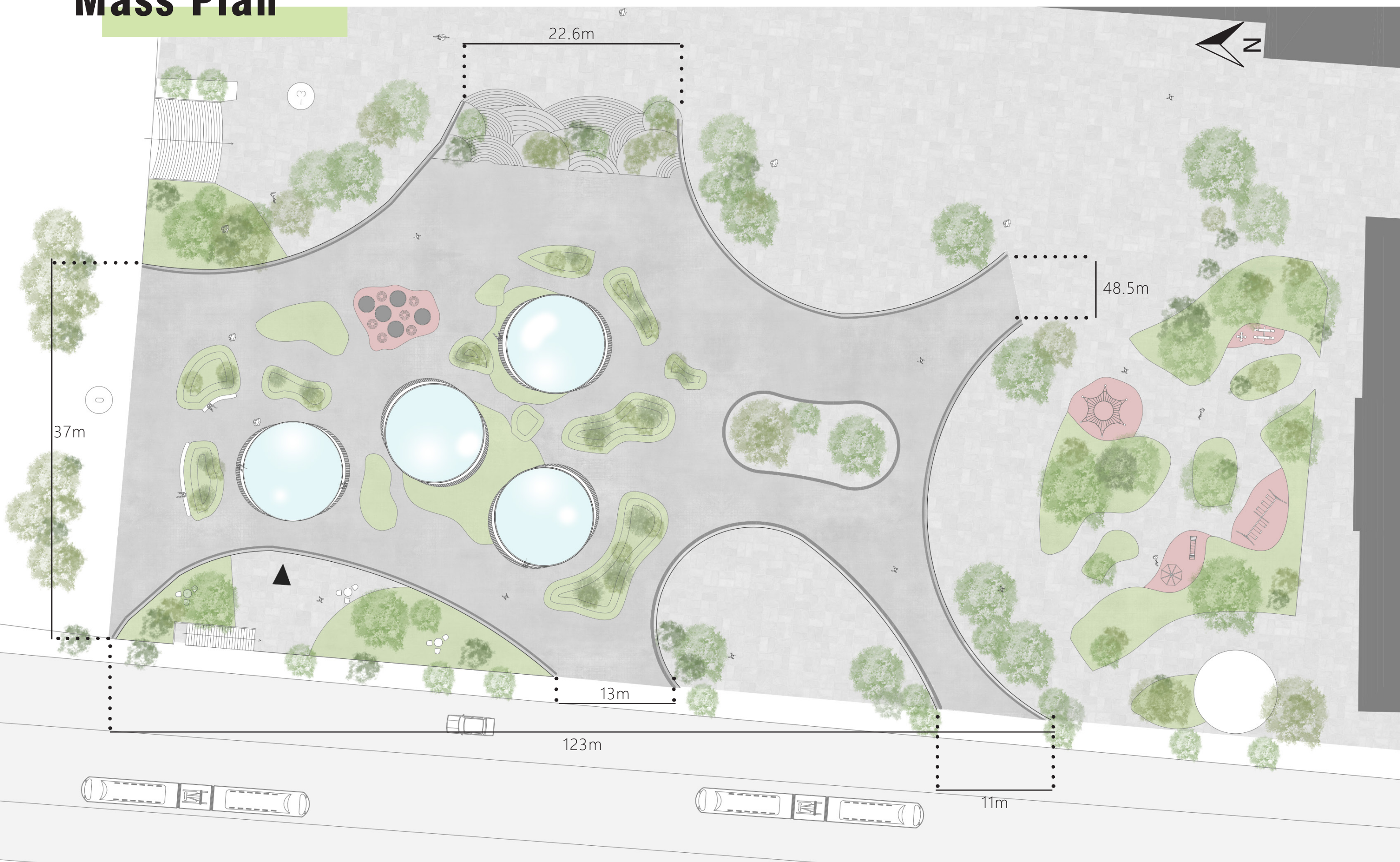


Project in Urban Context

Key spaces	Composition	Details	Surfaces
Avenue	Entry	Open on public space ( plaza)	
	Products	Wooden tables and shelves	
	WC		
			1 200 m²
Forum	Lectures / Presentations	Video wall	300 m²
	Training for customers / employees		90 m²
			390 m²
Plaza	Meeting point	Free Wifi	
	Garden	Benches	
Storage			
			120 m²
Technical local			
			25 m²
Employees space	WC	x 2	
	Lunch / break room		
			90 m²
			1 825 m²



# Mass Plan



View of the Urban Park Roof on the left and the playground on the right. Scale 1/500.



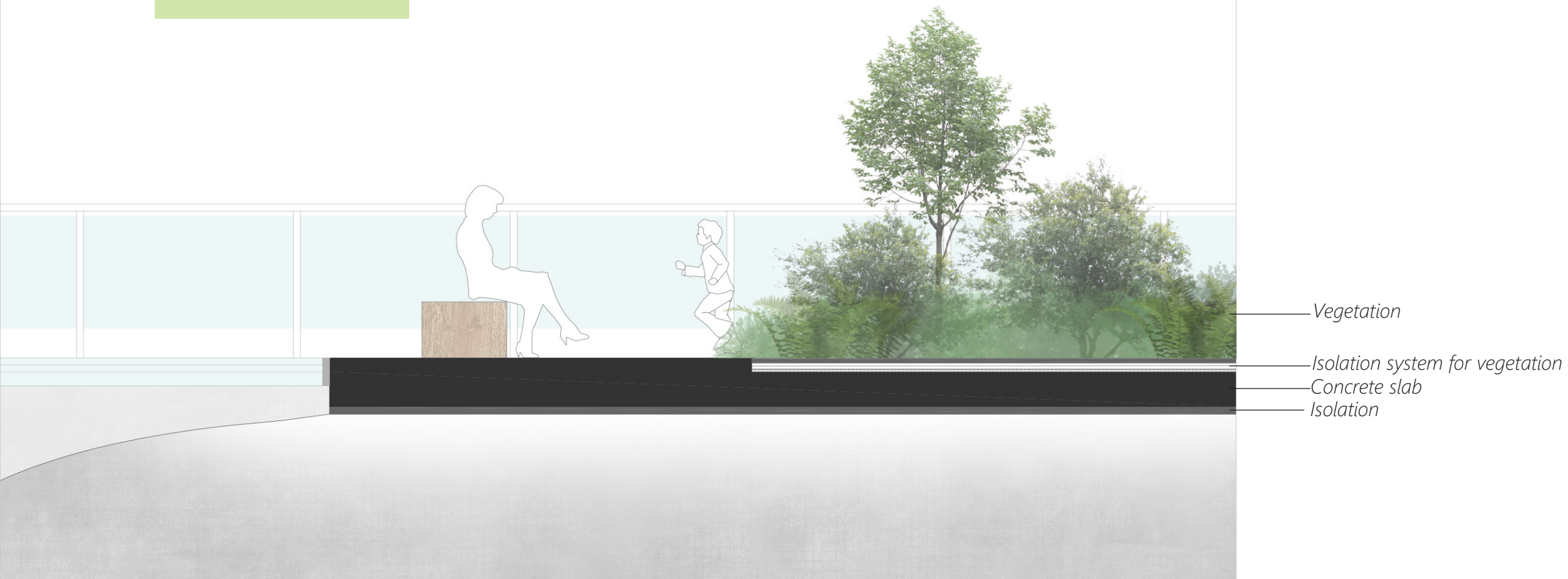
# Ground floor



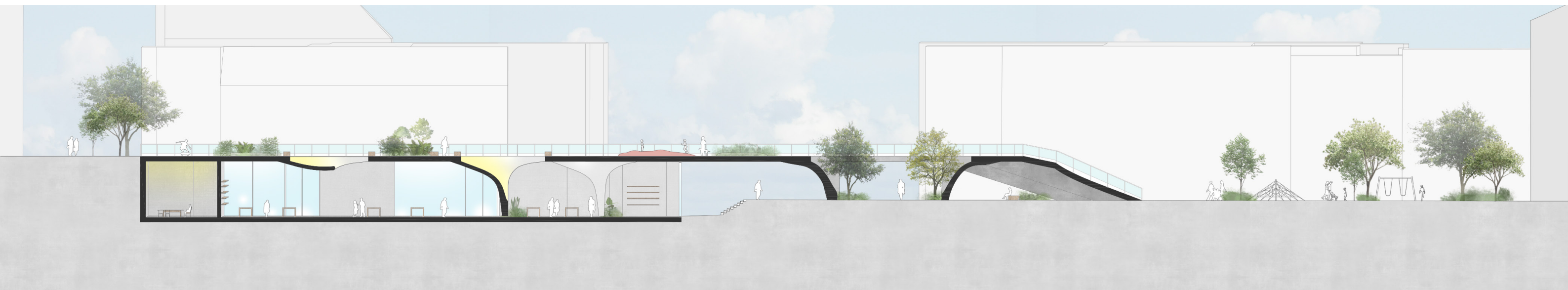
View of the Apple Store. Scale 1/500.



# Section



*Detail Section*



*Longitudinal section. Scale : 1/400.*





*Main Entrance View*





*Interior View*





*Auditorium View*





*Roof View*