



Weimar City Branding  
Interactive Fountain

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# Economic Characteristic in Weimar

## Tourism

Visitors of the Weimar' s Cultural Destination  
in 2013 (people)

Goethe-National Museum	196,141
Herzogin Anna Amalia Bibliothek	126,019
Schillers Wohnhaus	104,270
Bauhaus-Museum	61,766
Gedenkstätte Buchenwald	55,049
Neues Museum	51,293
Goethes Gartenhaus	43,211
Schloss-Museum	43,068
StadtMuseum	27,646
Bienenmuseum	24,286
Museum für Ur- und Fruehgeschichte	18,196

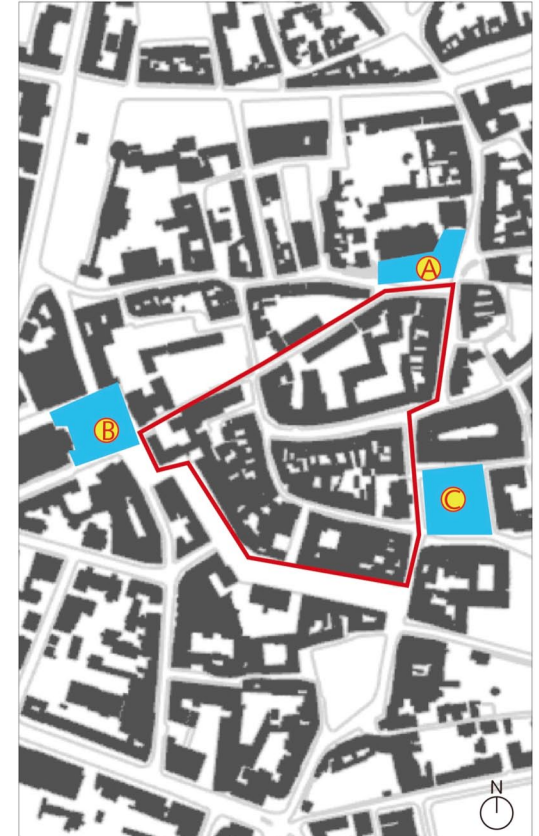


Trend of Tourist Arrival And Overnight Stay

# Pedestrian Triangle of Weimar

In Weimar, there are three famous squares which are quite important meeting places. The roads connected these three squares have formed a 'Pedestrian Triangle', where the accessibility and connectivity are of vital importance, and we call it Golden Triangle.

Since this triangle area is in the old city and has specific texture of roads, like irregular road network and confusing crossings, so people especially new comers and tourists, get easily lost and fail to find the right destination.



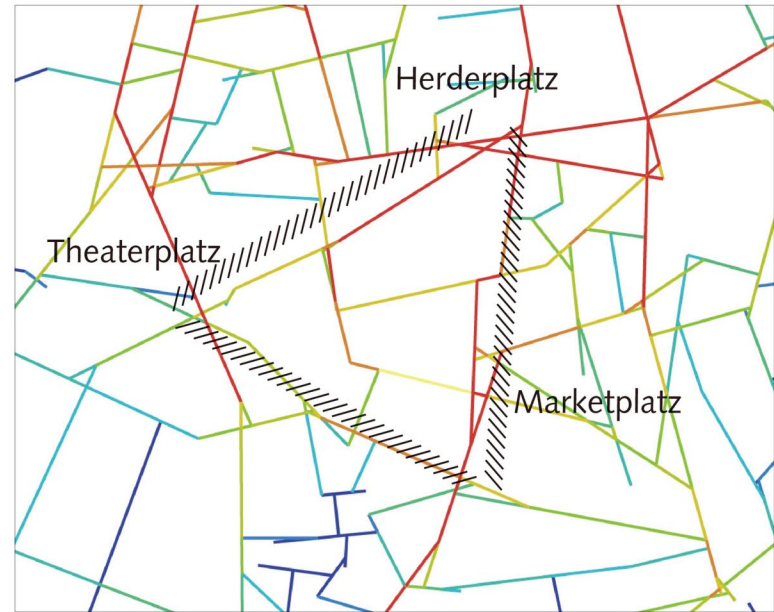
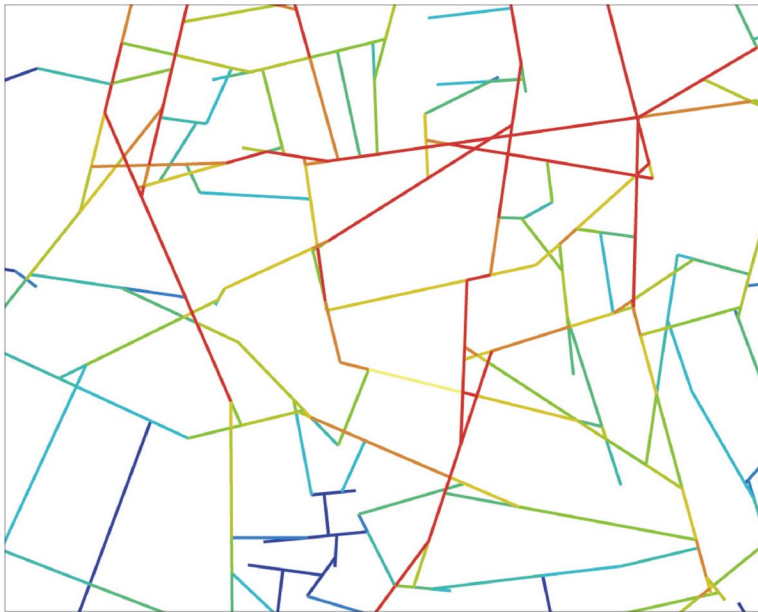
- A Herderplatz
- B Theaterplatz
- C Marketplatz



## Space syntax analysis of the triangle area

### Spatial configuration (depthmapX )

From the analysis map of Integration R400, we can see that in the 'Pedestrian Triangle' area the color mainly range from red to light green, however the rest parts have the color of dark green, blue and dark blue. So the 'Pedestrian Triangle' area has relatively higher integration degree than other parts of the old city, it is quite a good space for pedestrians.

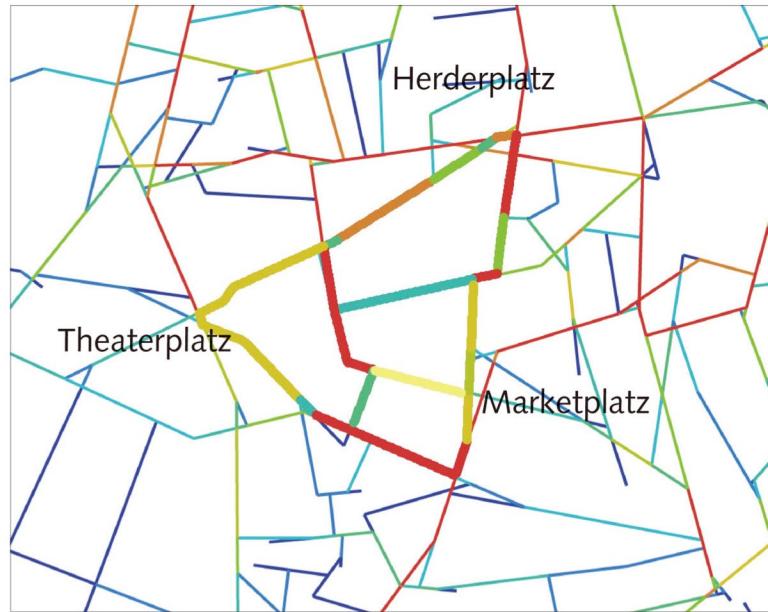
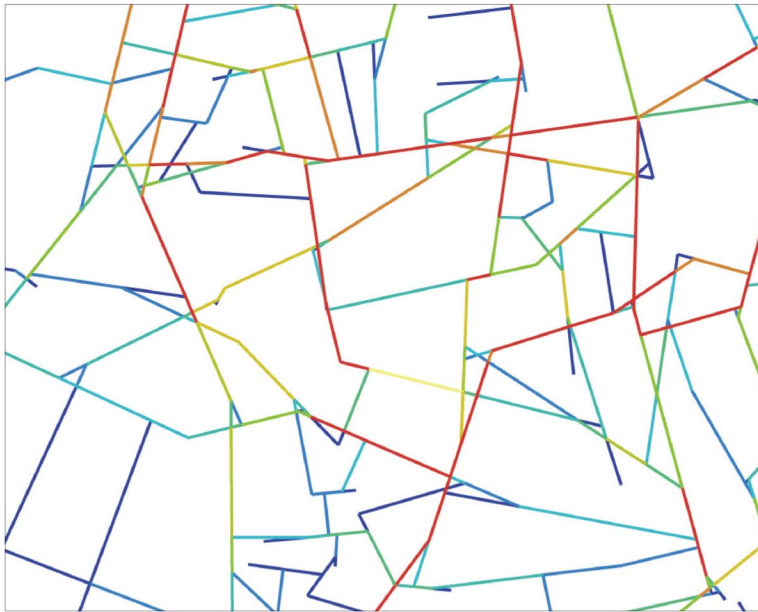


Integration R400 (color adjusted)  
Drawing layers: Street axis, Pedestrian paths, Old town

## Space syntax analysis of the triangle area

### Spatial configuration (depthmapX )

From the further analysis map of Choice R400, the situation becomes more clear to show a kind of old city texture. Inside the 'Pedestrian Triangle' area, there are several irregular secondary branches, the color of them are almost greenish, which means they have lower connection degree than the other roads such as the three sides of the triangle. But on the other hand, those irregular roads are indispensable parts in the whole walking system which made this area more integrated.



Choice R400 (color adjusted)  
Drawing layers: Street axis, Pedestrian paths, Old town

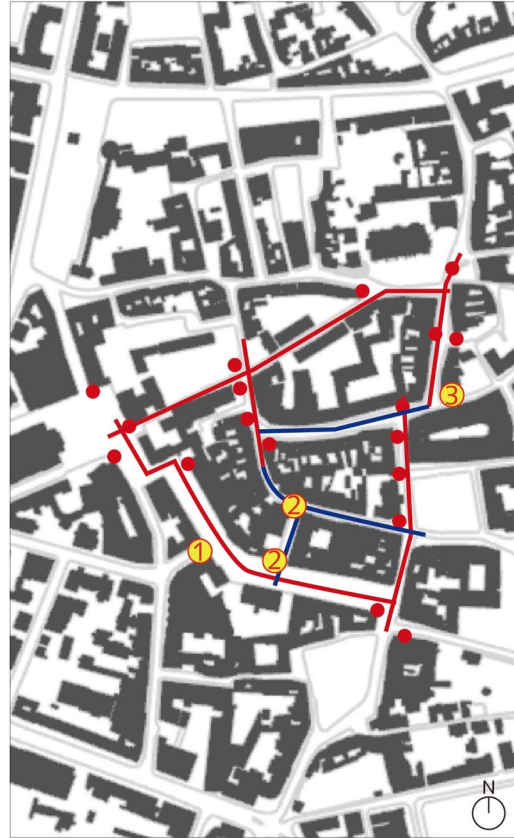


# Lack of signages for pedestrians

According to our observation, the signages in this area is deficient (right dots in the lefthand picture), especially in the secondary roads and branches, and this will cause frustration for the people who still like to visually confirm their location by spotting the sign.

Besides, there is also improper position of signage making people easily get confused going from one place to another by walk.

As a result, street signages are important, because they're not just a courteous reminder of a name, but an essential requirement for navigating neighborhoods where people don't know their way around.



- confused signage
  - position of signage
  - roads with signage
  - roads without signage
- current situation of signage system in 'PedestrianTriangle'



1



2



3

Two major issues:

utilization imbalanced Urban core space  
unclear space identification

Expected effect:

Improve the usage balance of urban space  
Improve recognizability of urban  
Form Weimar City Branding

resolution:

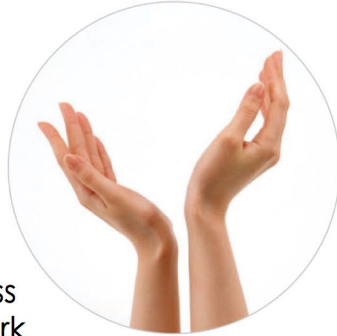
Interactive fountain (with urban space)

Urban space



Wireless  
Network

tourists



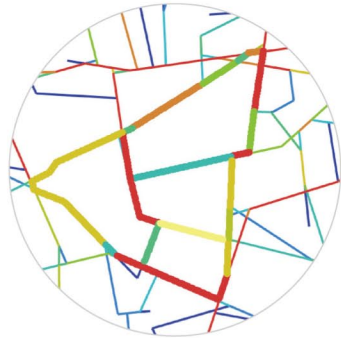
Fountain



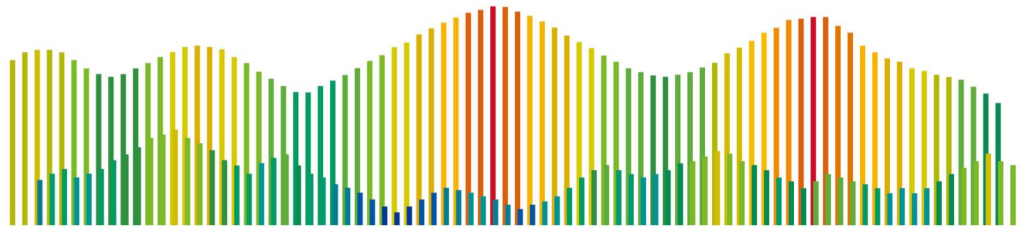
Led



Interactive Fountain



Road Plan



elevation

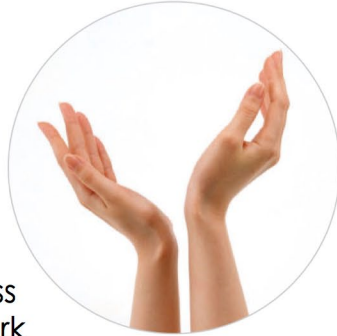


Urban space



Wireless Network

tourists



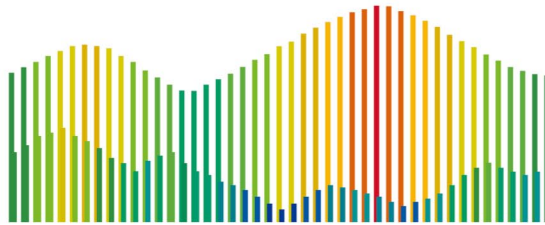
Fountain



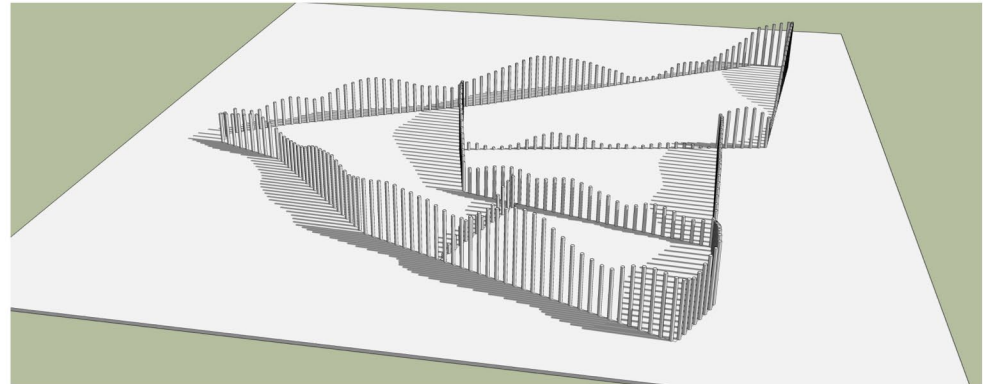
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## Interactive Fountain



elevation



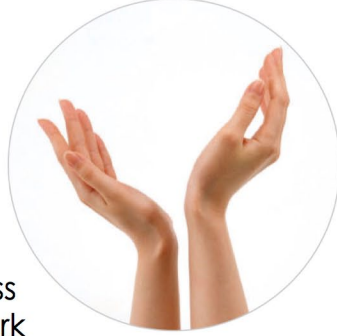
Model

Urban space



Wireless  
Network

tourists



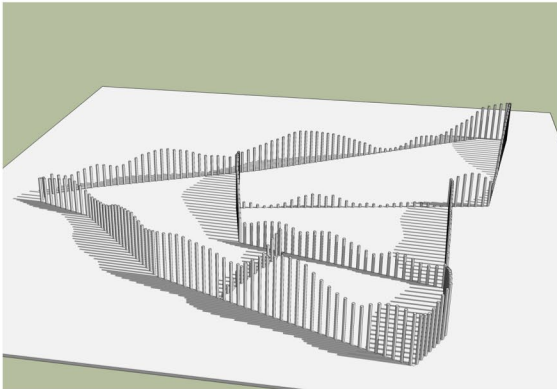
Fountain



Led



## Interactive Fountain



Model



Rendering



# Site selection of the fountain

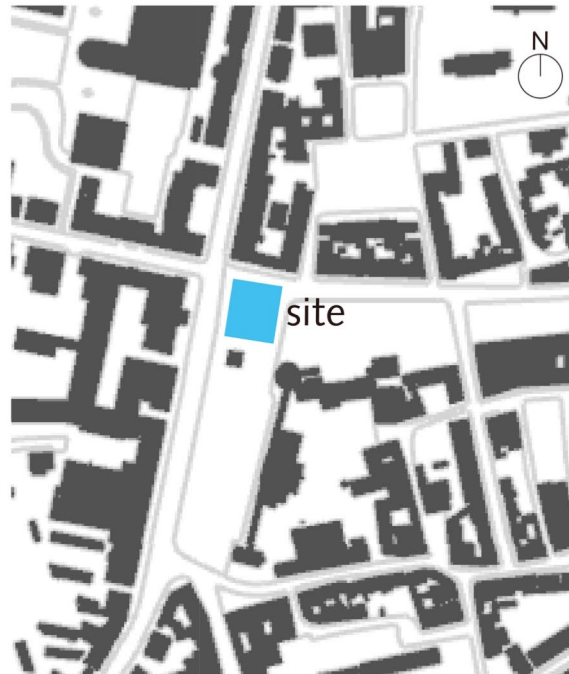
## Goetheplatz

Location reason:  
a traffic center of Weimar, is  
a perfect portal spot for  
building such a fountain  
landmark.

Lack of hotspot in plaza itself,  
We can have the best use of  
the empty space at  
Goetheplatz by providing an  
interesting eye-catcher.



Goetheplatz



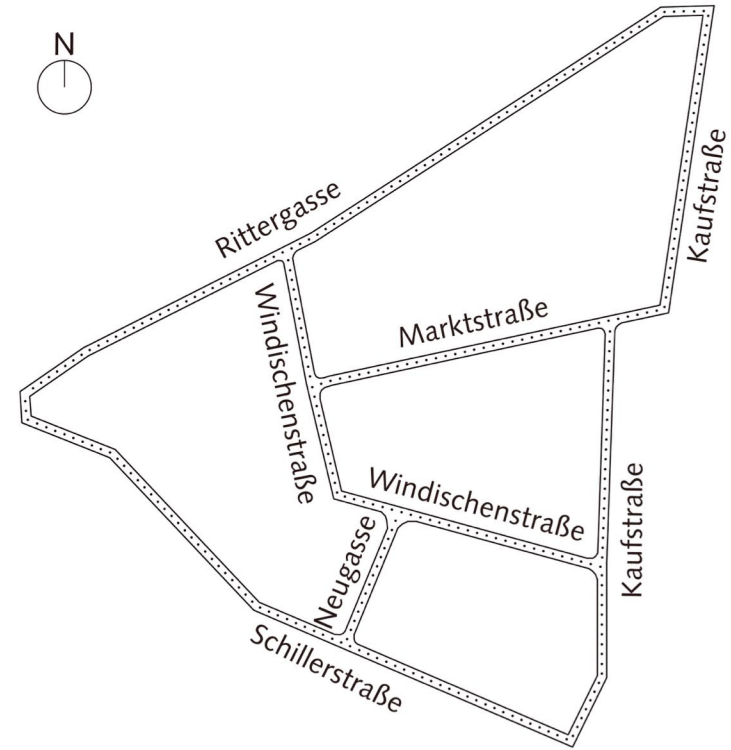
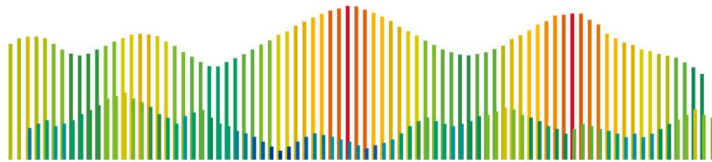


# The floor plan of the fountain

## Interactive Fountain

Interactive fountain is designed according to roads in these areas in order to form a Golden Triangle and placed at Goetheplatz, with corresponding name of the road. So that people can feel real time flow spatial distribution of Golden Triangle.

You can see the status of the people in the Golden Triangle area through the fountain, with led light, the higher the stream of the people, the warmer the light.



The height of the fountain is also associated with the stream of the people, the higher the fountain, more intensive the stream of people.

UP: Interactive Fountain (Rendering in day time)





## DOWN: Interactive Fountain (Rendering at night)



It is creative to have this unique display of the flow in this old city and giving tourist a clear and intuitive visual information. By checking Weimar Fountain, tourists can easily choose either a hotspot for a nice afternoon tea or a quiet alley for a walk. Goetheplatz, as a traffic center of Weimar, is a perfect portal for building this fountain landmark. In addition, we have the best use of the empty space at Goetheplatz by providing an interesting eye-catcher. The fountain can be also lighted by LED at night for festival purposes.



A detailed, light gray map of a city street grid, showing a dense network of streets and building footprints. The map is centered on a city area, with a river or canal winding through the right side. The text "Thank You" is prominently displayed in the center of the map.

Thank You