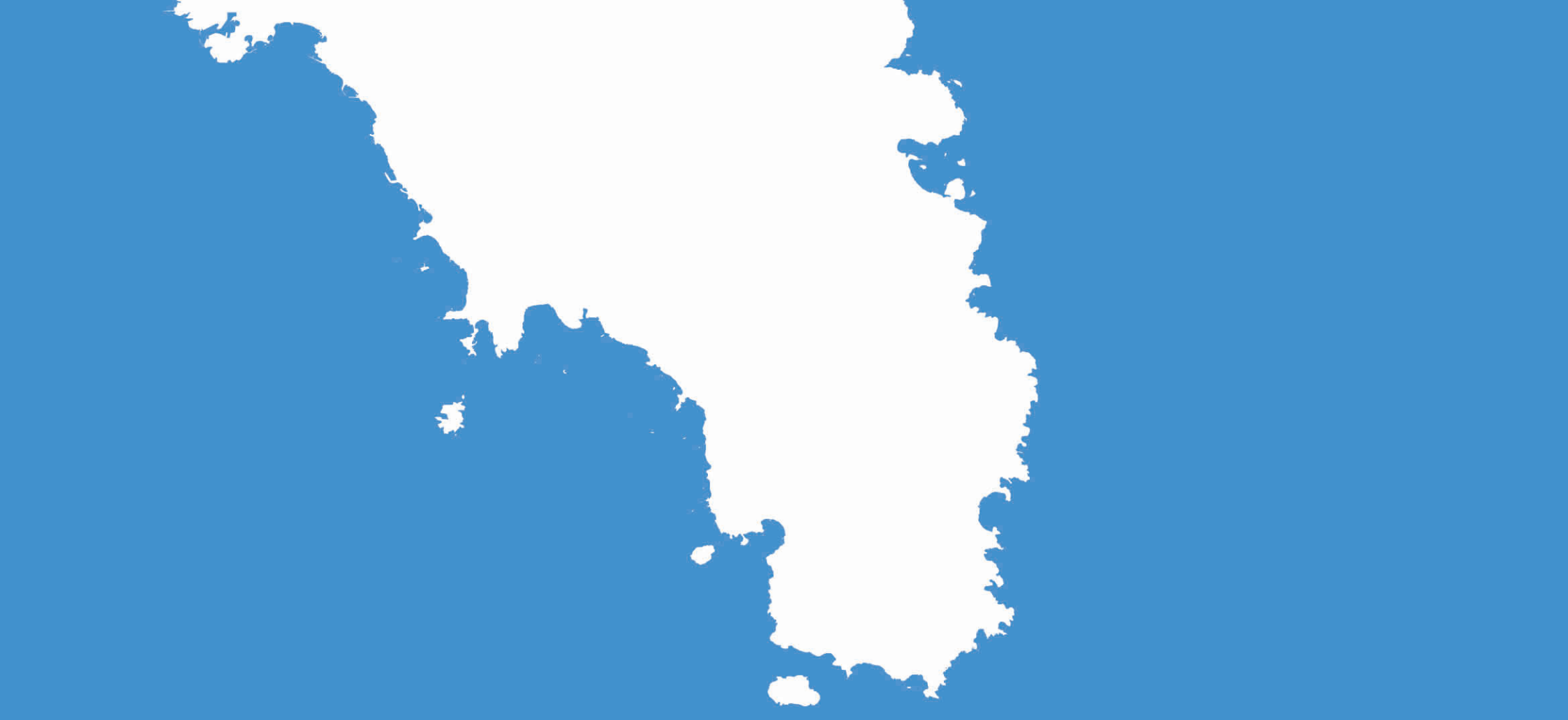




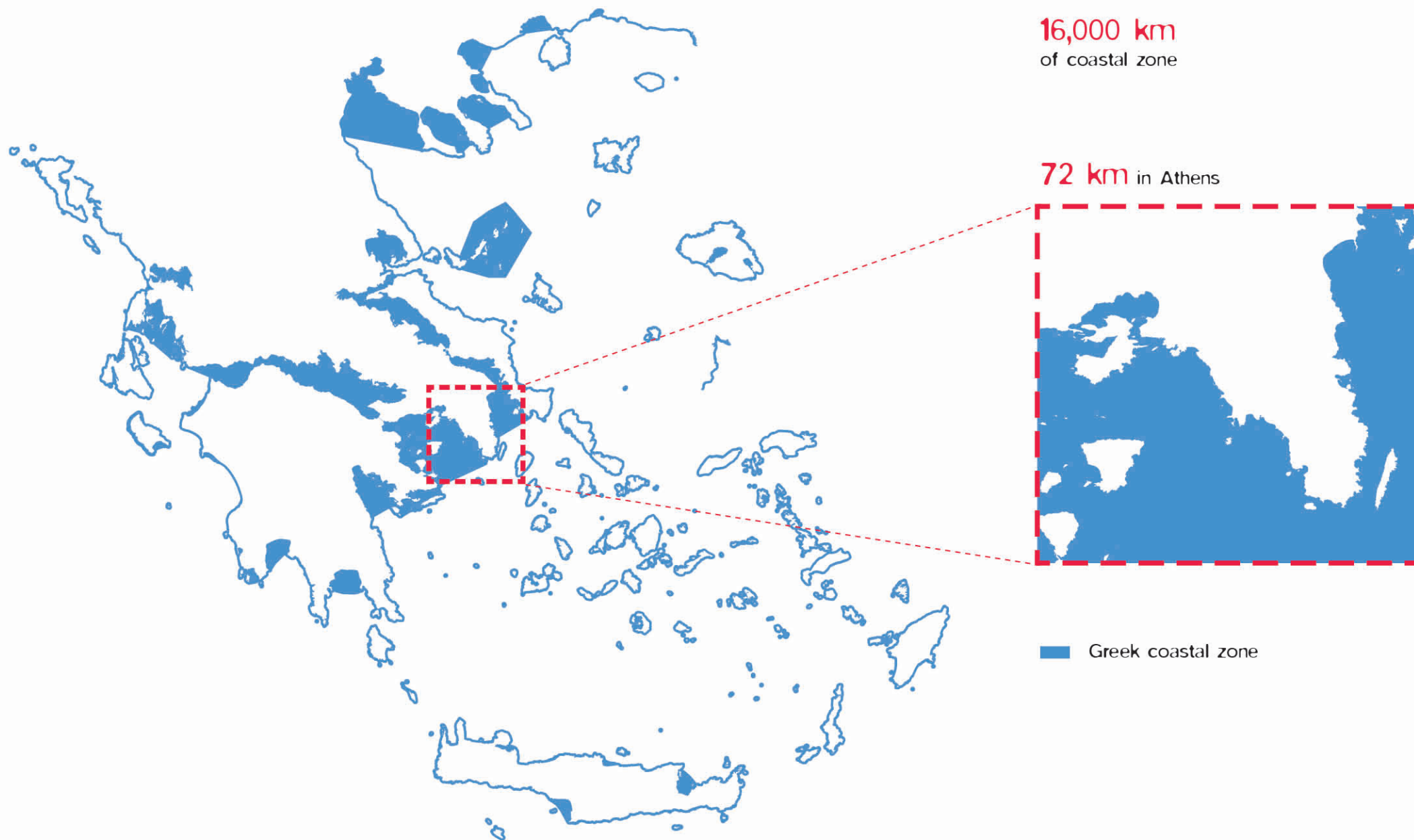
## **Shifting the narrative**

The case of the  
Athenian riviera

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## Greece: A country of waterfronts





An aerial photograph of a densely packed urban area, likely in a developing country. The image shows a mix of old, multi-story buildings with flat roofs and newer, taller buildings. The buildings are closely packed together, with narrow streets and alleys visible. The overall impression is one of intense land use and a lack of uniform planning, which is characteristic of fragmented development.

fragmented development

image source: SOIL (2018), Margarita Nikitaki





population growth

mega-events & privatisation

fragmented development



## population growth

1928



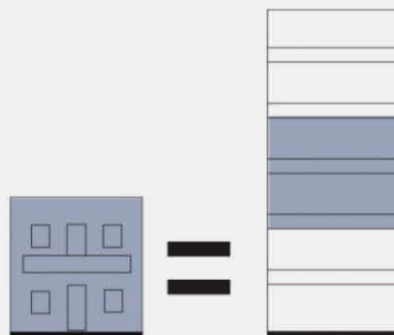
from 400,000  
to 800,000 people



Shifting the narrative: The case of the Athenian Riviera

1929

antiparochi  
a new property  
swap system



1930

preference to the periphery  
the “full of refugees, blight-  
ed and criminally infested”  
city centre



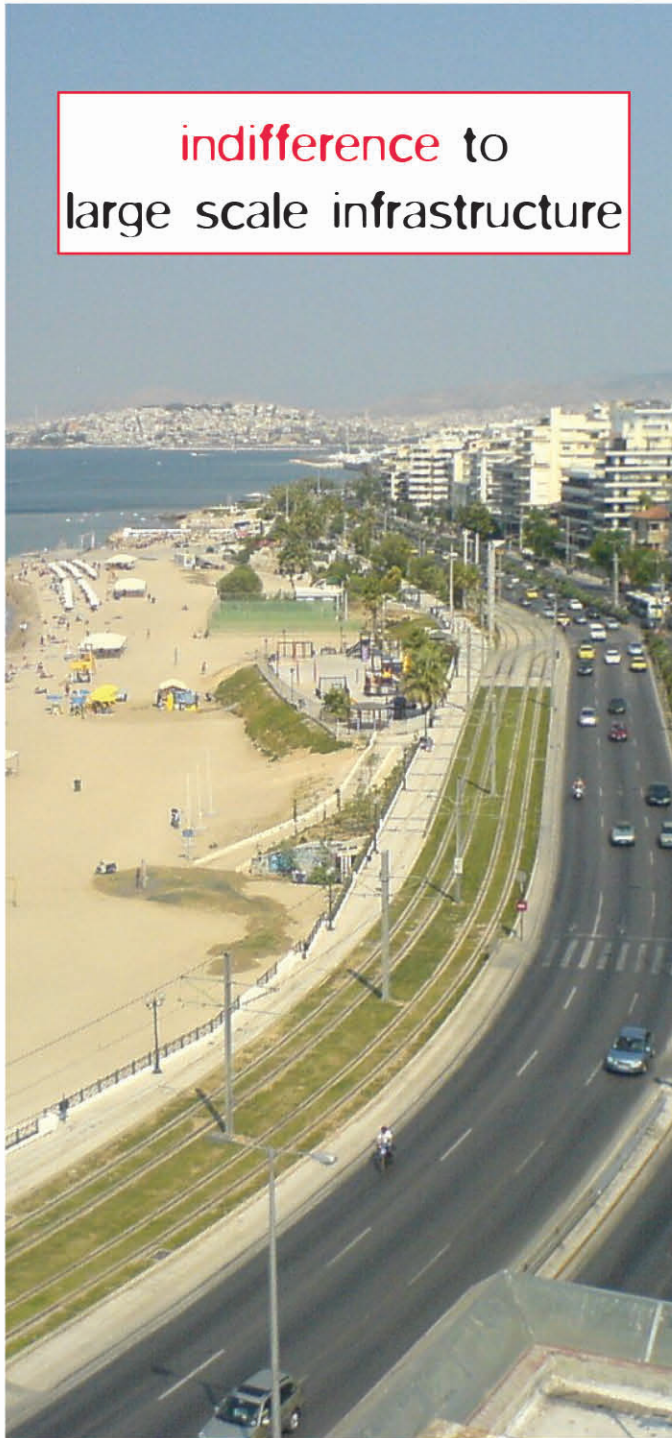
@EleniGklinou



small-scale real estate  
as a conduit for  
economic development



indifference to  
large scale infrastructure



social preference to new  
“suburban” typologies







population growth

1990s

mega-events & privatisation

fragmented development



## Mega-events & privatisation

### 2004 Olympics infrastructure

- financed by EU structural funds
- new statutory land use plans



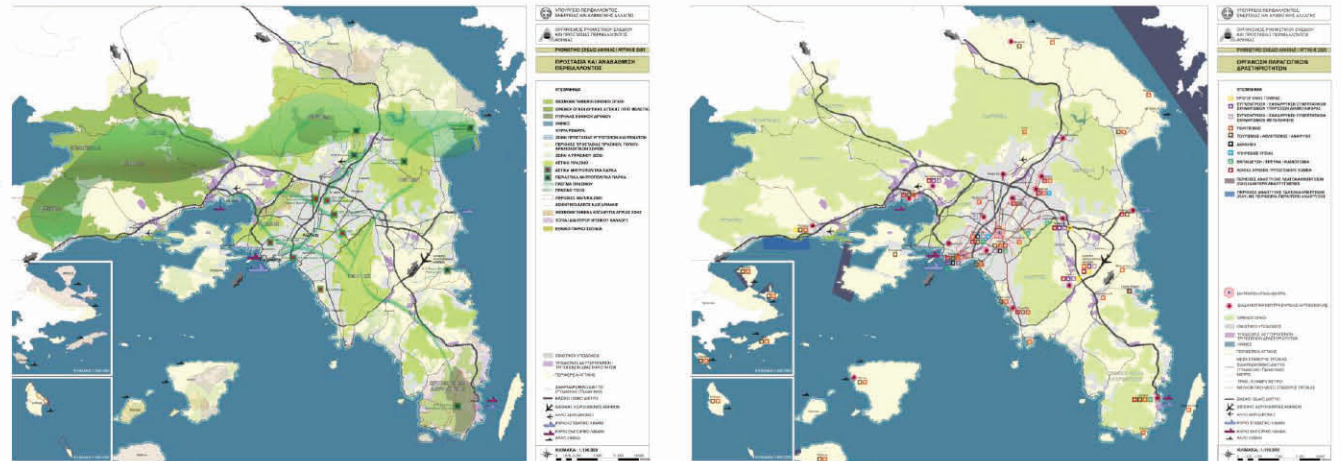
Faliro Bay, Athens



Maroussi, Athens

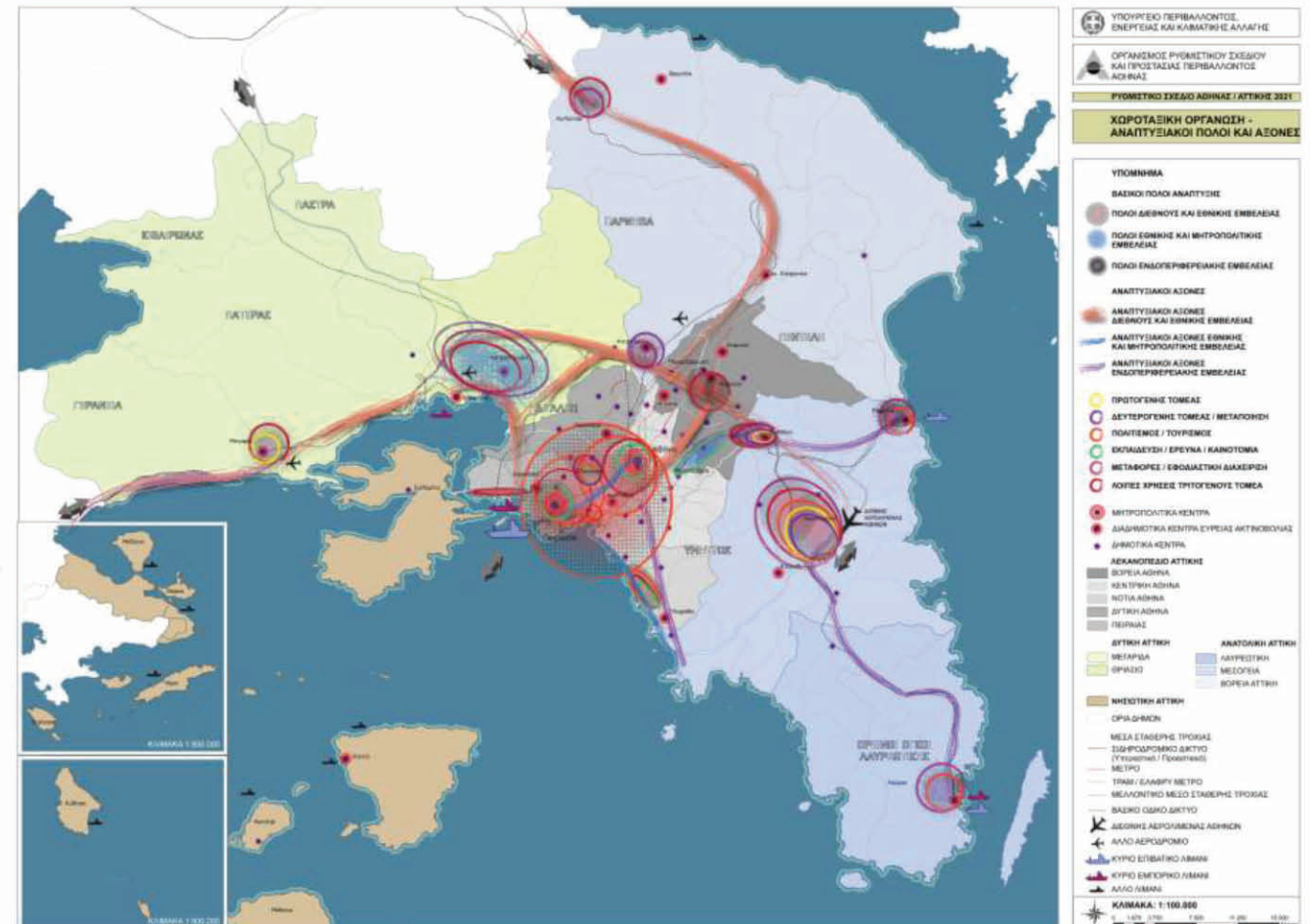


## Mega-events & privatisation



## 2004 Olympics infrastructure

- financed by EU structural funds
- new statutory land use plans





Mega-events & privatisation



Former beach volley Olympics facilities





economic determinism







economic determinism





controller vs facilitator





Parnitha

Acropolis

Hymmetus

Piraeus Port

Faliro Bay

Athens centre

Alimos

Hellinikon









Parnitha

Acropolis

Hymmetus

Piraeus Port

Faliro Bay

Athens centre

Alimos

Hellinikon





Faliro Bay

Acropolis

Hellinikon

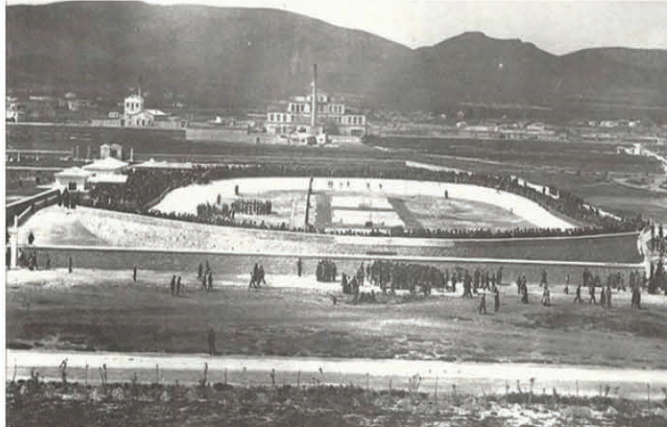


## Faliro Bay regeneration

mid 1800s A pristine suburb



1896 A new velodrome



1904 Syngrou Avenue



1960 The touristic bloom



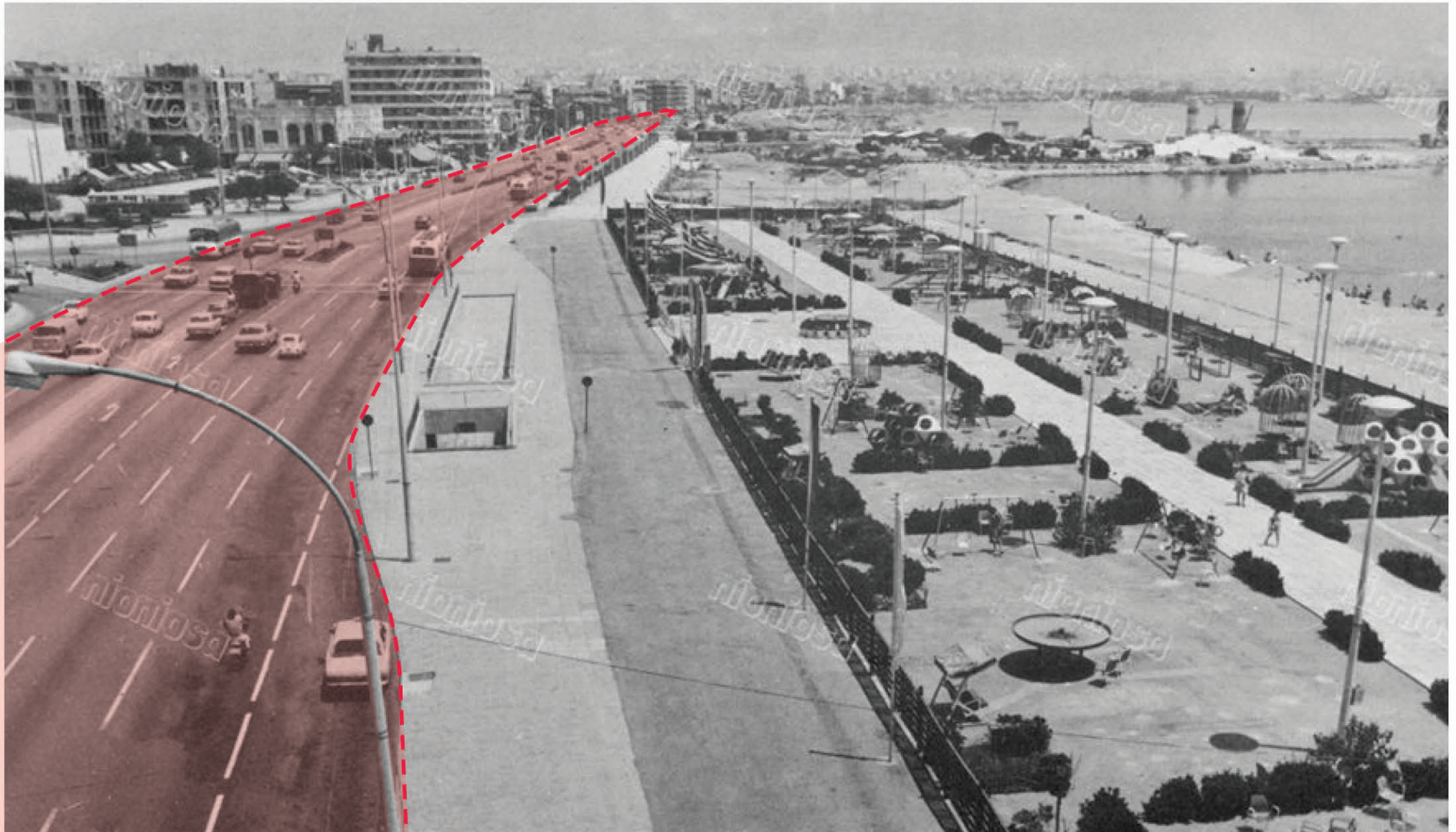
1960 The pollution





## Faliro Bay regeneration

1972 Poseidonos Avenue





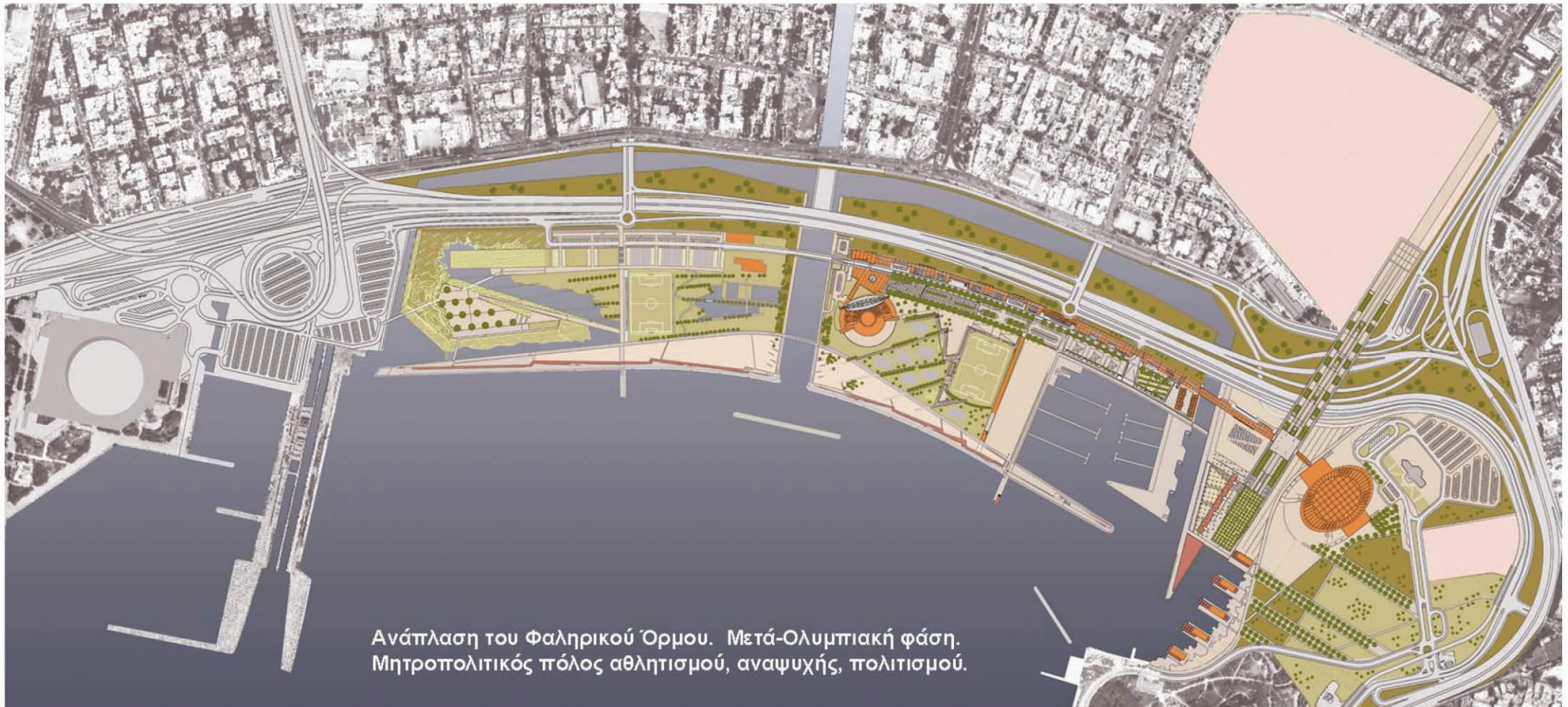
## Faliro Bay regeneration



1990s Athens 2004 Olympics preparation

Pre-Olympics

Post-Olympics/ legacy (never happened)





## Faliro Bay regeneration

2004+ Faliro Bay post-Olympics





## Faliro Bay regeneration

2004+ Faliro Bay post-Olympics





## Faliro Bay regeneration

2006 Stavros Niarchos Foundation Cultural Centre



1 Greek National Opera



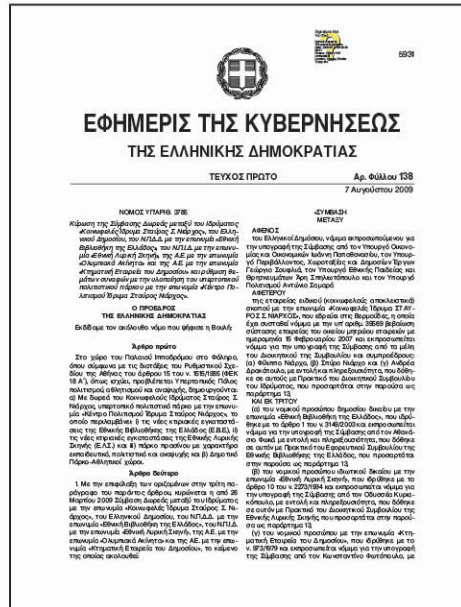
2 Greek National Library





# Faliro Bay regeneration

2006 Stavros Niarchos Foundation Cultural Centre



Law 3785/ 2009  
public-private partnership



ΙΣΝ / SNF  
ΙΔΡΥΜΑ ΣΤΑΥΡΟΣ ΝΙΑΡΧΟΣ  
STAVROS NIARCHOS  
FOUNDATION

undertakes  
full control and operation

assumes  
total cost of construction

SNFCC donated it to the  
Greek State



## Faliro Bay regeneration

2006 Stavros Niarchos Foundation Cultural Centre  
Renzo Piano Building Workshop





## Faliro Bay regeneration

2006 Stavros Niarchos Foundation Cultural Centre  
Renzo Piano Building Workshop



The Lighthouse

National Opera

National Library

The Agora

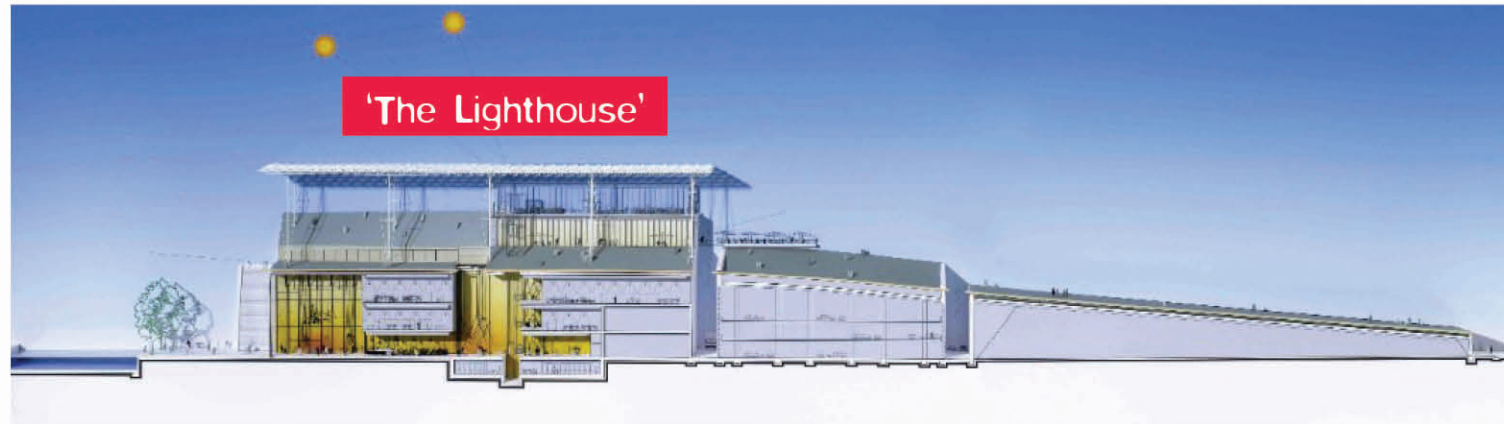
Faliro Bay

Athens

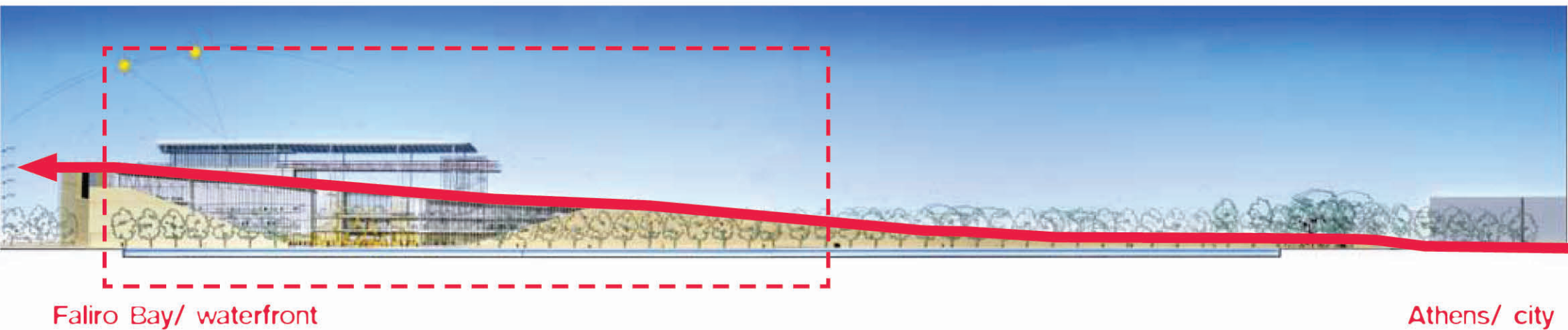


## Faliro Bay regeneration

2006 Stavros Niarchos Foundation Cultural Centre  
A man-made hill



“restore the natural and conceptual connection between the land and the sea”





## Faliro Bay regeneration

2006 Stavros Niarchos Foundation Cultural Centre  
A new public space enjoyed by Athenians





## Faliro Bay regeneration

2006 Stavros Niarchos Foundation Cultural Centre  
An instigator of change



Faliro Bay

Poseidonos Avenue

The Lighthouse

Pedestrian bridge



## Faliro Bay regeneration

2006 Stavros Niarchos Foundation Cultural Centre  
An instigator of change



Faliro Bay

Poseidonos Avenue

The Lighthouse

Pedestrian bridge



## Faliro Bay regeneration

2006 Faliro Bay regeneration plans



Athens centre

Poseidonos Avenue

SNFCC

—600,000 sqm of a public metropolitan park  
—educational recreational, cultural, and touristic uses



# Faliro Bay regeneration

2006 Faliro Bay regeneration plans



Athens centre

SNFCC

Poseidonos Avenue displacement

- Old position
- New alignment
- New tram line
- Tram stop



# Faliro Bay regeneration

2006 Faliro Bay regeneration plans



Athens centre

SNFCC

Poseidonos Avenue displacement

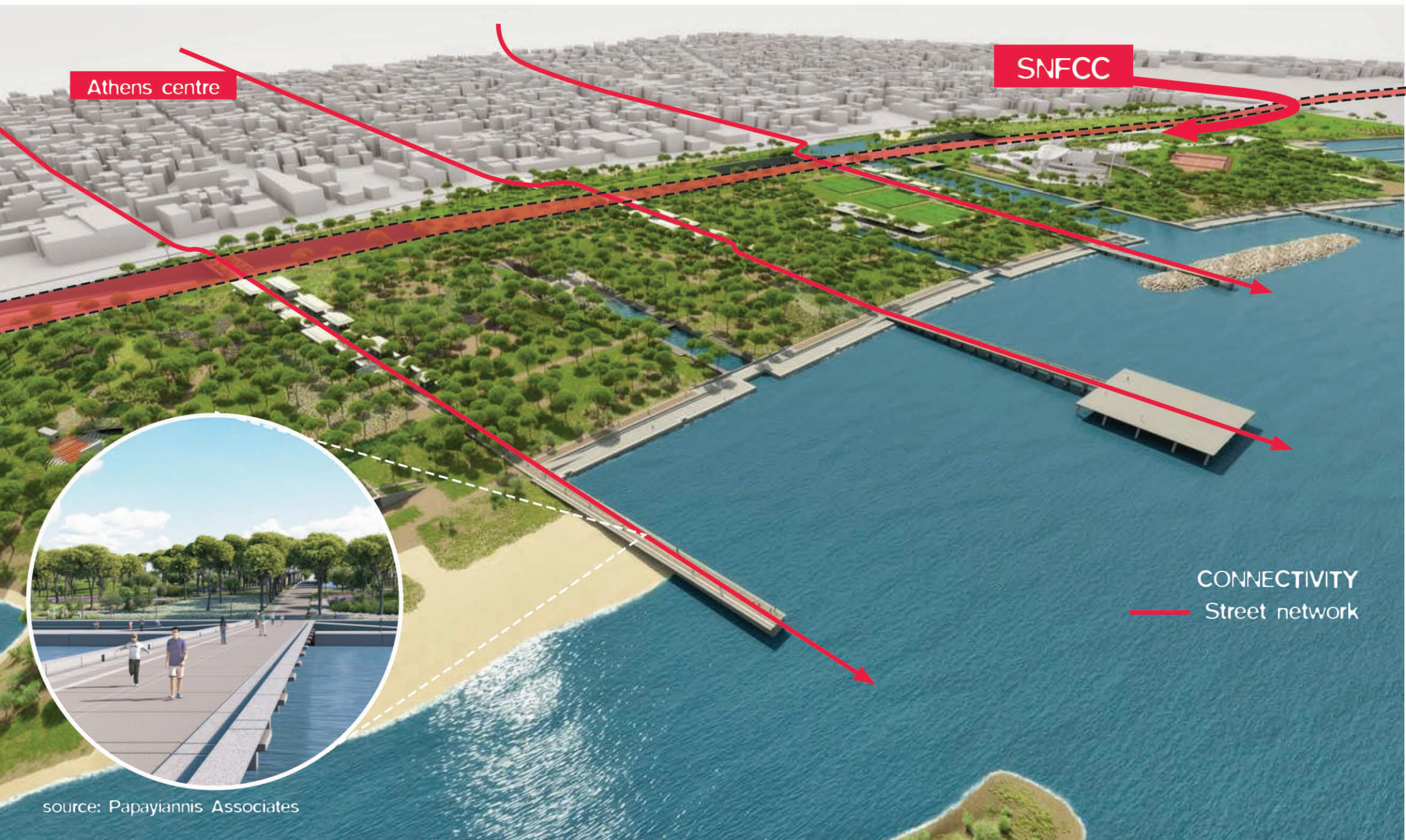
Green landbridge

precedent image of landbridge



# Faliro Bay regeneration

2006 Faliro Bay regeneration plans



Athens centre

SNFCC

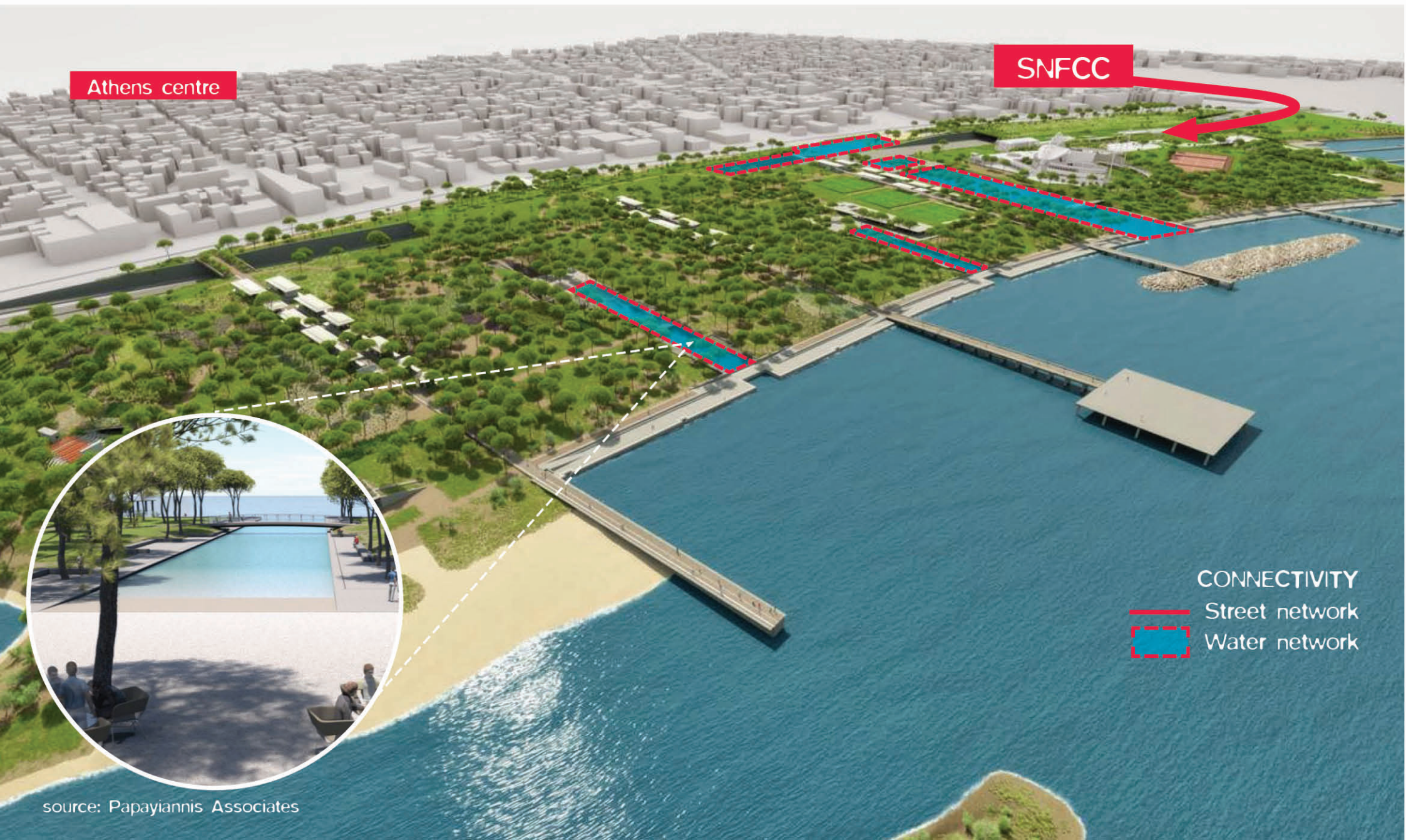
CONNECTIVITY  
— Street network





# Faliro Bay regeneration

2006 Faliro Bay regeneration plans



Athens centre

SNFCC

CONNECTIVITY

Street network

Water network



## Faliro Bay regeneration

2006 Faliro Bay regeneration plans



PLANTING APPROACH



## Faliro Bay regeneration

2006 Faliro Bay regeneration plans



ARCHITECTURE'S ROLE





Faliro Bay

Acropolis

Hellinikon

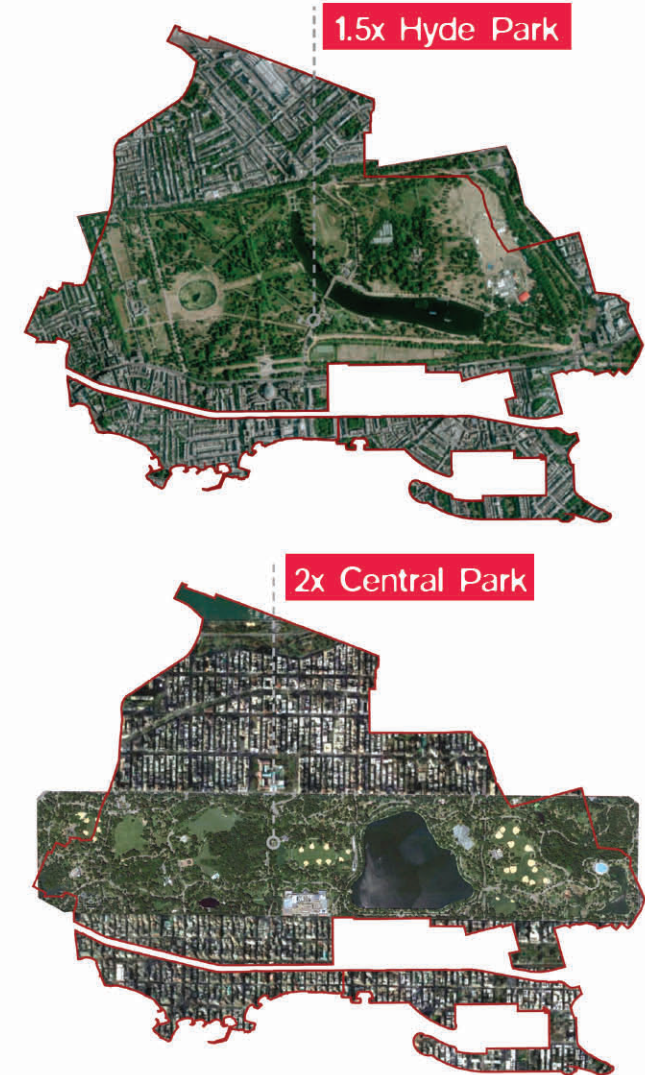


# The Hellinikon Project

1938 A new airport for Athens



13.5 million passenger/ year





## The Hellinikon Project

2001 Hellinikon ceases its function





# The Hellinikon Project

2004 Olympics facilities

2004 Olympic Games



Today





## The Hellinikon Project

"Hellinikon SA"

2014



Greek, Emirati and Chinese investors



# The Hellinikon Project

## 2016+ The basics



a total investment of €8 billion



contribution to GDP by 2.4% by the completion date



€14 billion in taxes during a 25-year investment period



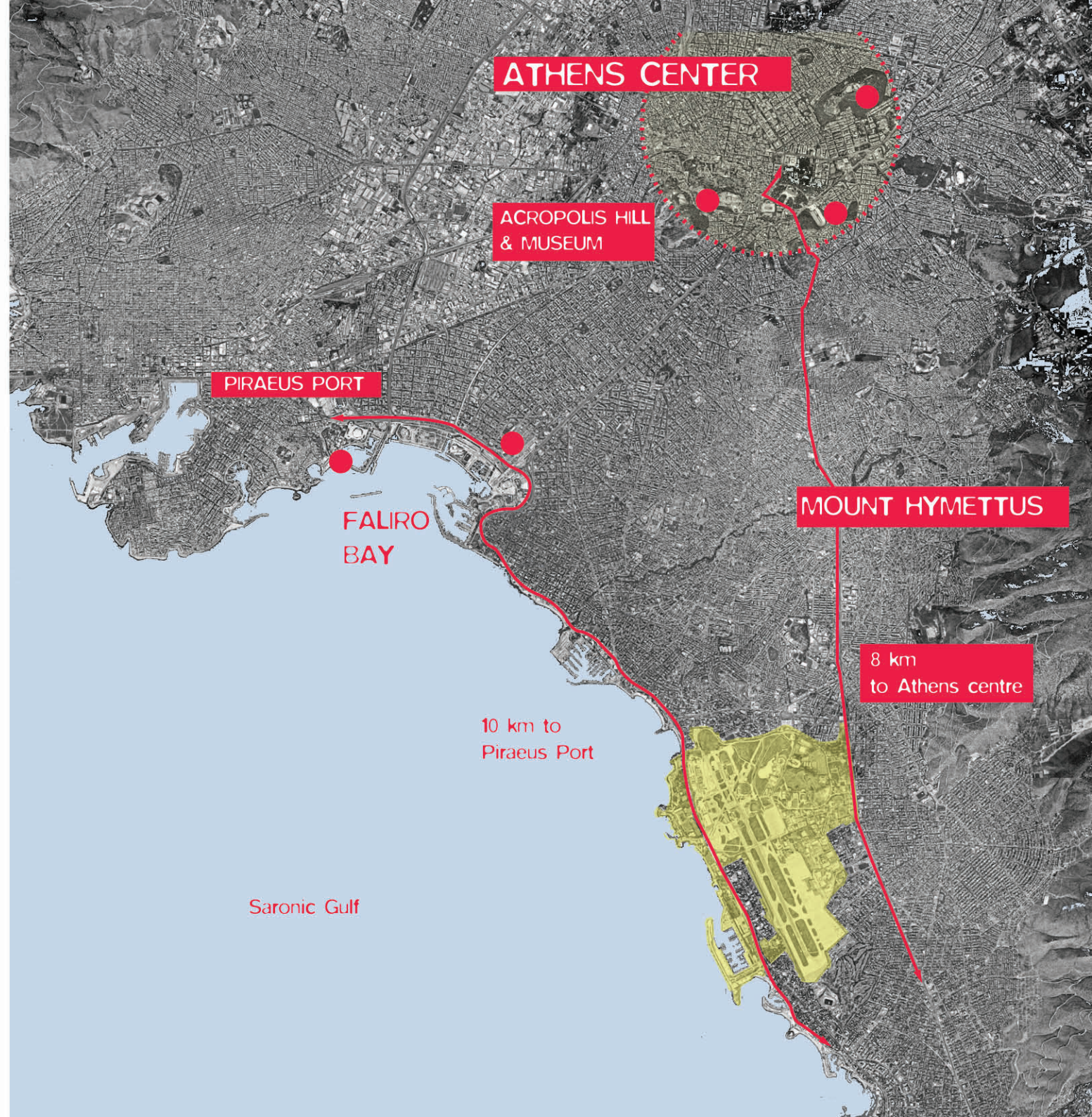
employment for 10,000 people during construction



employment for 75,000 people during operation phase



over 1 million new tourists per year





# The Hellinikon Project

2016+

The vision



A PIONEERING URBAN  
QUARTER FOR ATHENS



A WORLD CLASS  
METROPOLITAN PARK



A COASTAL FRONT FULLY  
ACCESSIBLE TO THE PUBLIC





# The Hellinikon Project

2016+

The vision

620 ha





# The Hellinikon Project

2016+ The vision

 Development zone (620 ha)  
 Metropolitan park (200 ha)





# The Hellinikon Project

2016+ New development



1 Recreation/ retail



2 Residential development



3 Education district





# The Hellinikon Project

2016+ Connectivity





# The Hellinikon Project

2016+ The Metropolitan Park

Underground and tram stops





# The Hellinikon Project

2016+ The 7 'precincts'





# The Hellinikon Project

2016+ The 7 'precincts'



The Aircraft factory area (today)

source: personal archive



# The Hellinikon Project

2016+ The 7 'precincts'



The Athletics precinct

source: <https://thehellinikon.com/en>



# The Hellinikon Project

2016+ The 7 'precincts'



The Trachonon stream area for  
the Nature and the Environment

source: <https://thehellinikon.com/en>



# The Hellinikon Project

2016+ The 7 'precincts'



The Olympic Place Plaza and the  
Urban Agriculture area

source: <https://thehellinikon.com/en>



# The Hellinikon Project

2016+ The 7 'precincts'



The Sculpture park

source: <https://thehellinikon.com/en>



# The Hellinikon Project

2016+ The 7 'precincts'



The Hellinikon Exhibition area

source: <https://thehellinikon.com/en>



# The Hellinikon Project

2016+ The 7 'precincts'



7



The Attic landscape

source: <https://thehellinikon.com/en>



# The Hellinikon Project

2016+ The Promenade



## The Promenade

source: <https://thehellinikon.com/en>



# The Hellinikon Project

## 2016+ The Promenade typologies

### Connectivity corridor



### Green public open space



### Retail 'high street'



### Business plaza





# The Hellinikon Project

2016+ The Waterfront



## New coastal promenade



## New small yacht marina



## New publicly accessible beach











gravitate towards waterfront

way of operation?





Thank you!

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