

Front view at night 建筑正面夜景

Oase Liezen Sustainability in the Shopping Town

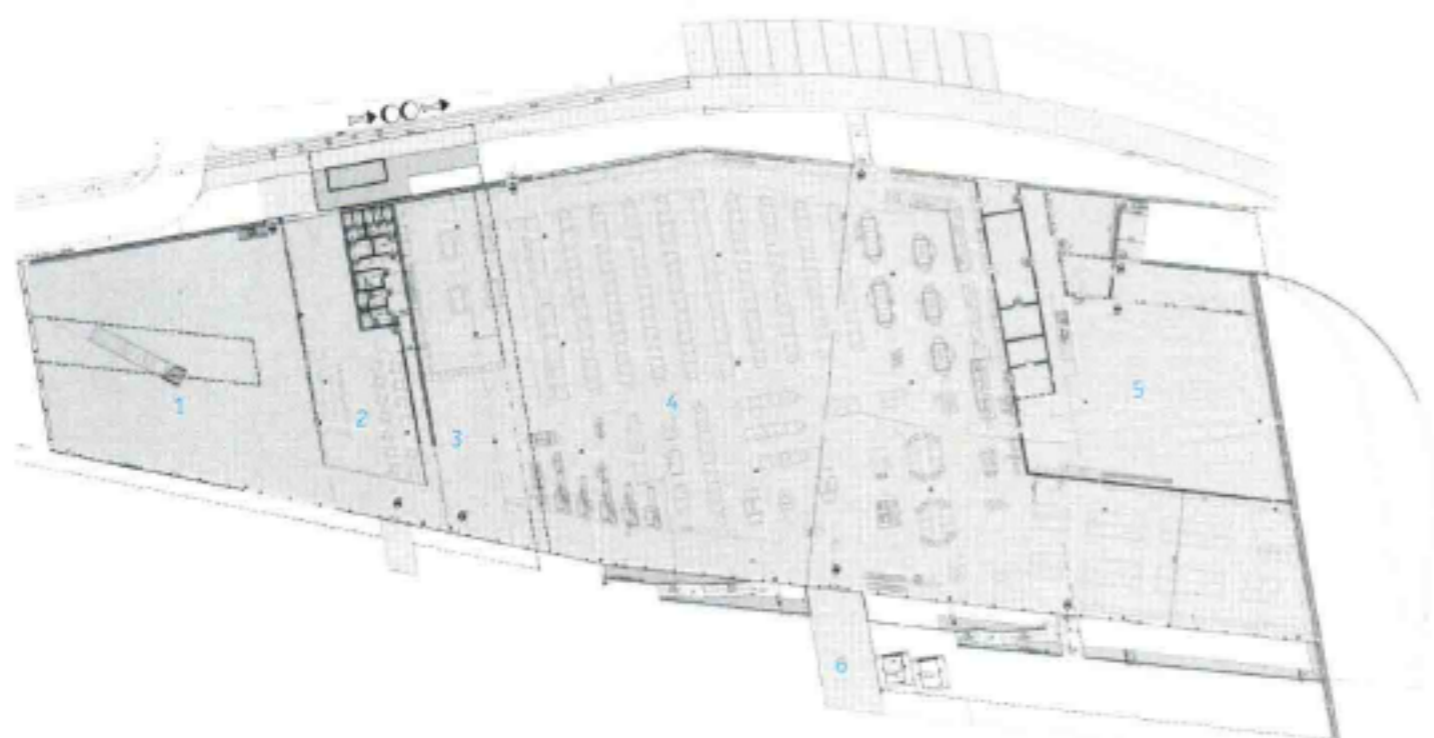
Over the past few years the major shopping town of Liezen has been developing with great energy. Now the new "Oase" on the main street offers a "haven of peace" to spend some time and linger: on a roofed "village square" in front of the centre, the square including a bistro as a café-restaurant. This complex is indeed a "small or refined" shopping centre with a real market hall. Due to its height and sense of space, it is one of the reminding historic examples in larger cities.

The centre is able to be accessed from two sides and has two parking facilities. At the pathway turning points, illuminated fountains provide a daylight effect similar to that of "forest clearings". Beyond the shelving the surrounding area's beautiful mountains are combined with the centre which make the customers feel free and at ease. H&M is spread out over two storeys – with a view around the market hall being provided. In between there is an attractive tobacconist's. Peter Lorenz finds that expressive architecture at this location is of importance: this is functionally important for a good identification of the customers with this "new marketplace" and also generates a relationship between customers and residents.

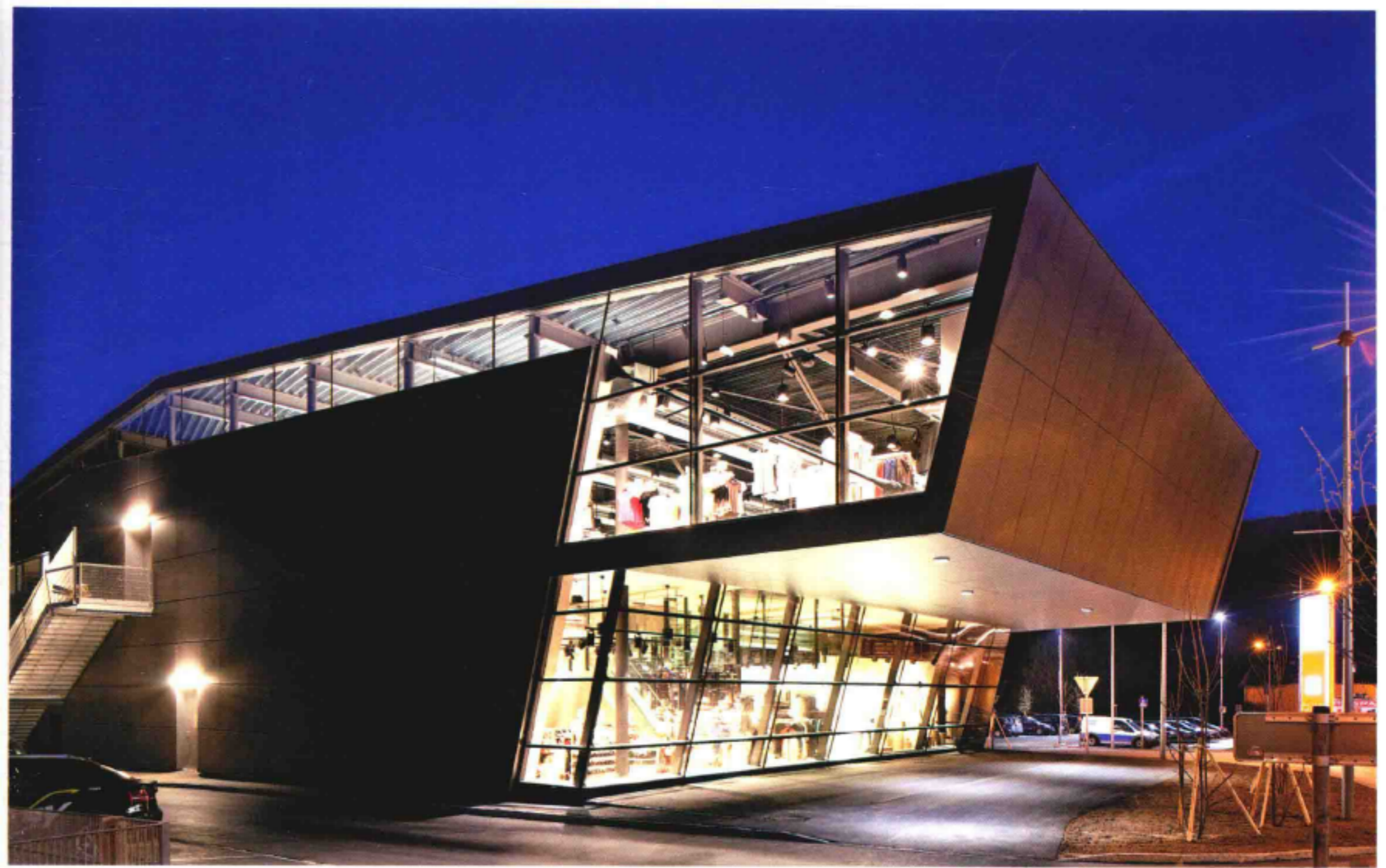
利岑欧亚瑟购物中心

多年以来利岑的主要商业购物中心一直在蓬勃发展。现在，位于主要街道上的欧亚瑟购物中心将为人们带来一个集休闲娱乐于一身的购物天堂。购物中心的前方有一个带顶的小广场，里面有一个小酒馆。购物中心小巧而精致，里面有一个真正的贸易大厅。从空间和高度上来看，它和大型城市中的历史性建筑十分相似。

消费者可以通过两侧的门和两个停车场进入购物中心。道路的转角处，装有灯饰的喷泉营造出一种白昼的效果。购物中心周边美丽的山脉让消费者感到自由和放松。H&M品牌店占据了两层楼，环绕在贸易大厅的四周。二者中间还有一个引人注目的烟草店。彼得·劳伦兹建筑事务所认为具备表现力的建筑十分重要：这样消费者才能够找到适合自己的“新商场”（也就是欧亚瑟购物中心），购物中心和消费者与居民之间才能建立紧密的联系。



1. 商店
 2. 咖啡馆
 3. 交通空间
 4. 食品超市/零售区
 5. 仓库
 6. 带天棚的入口
1. shop
 2. café
 3. traffic
 4. food market/sales area
 5. store
 6. canopied access



从人行道看建筑立面夜景 Side view at night, with light projection on the pavement



商场内部 Inside the mall



商场内部 View inside the mall

Photo: Thomas Jantscher

Commercial

Completion Date: 2009

Architect: Peter Lorenz Ateliers