

# All roads lead to Dobrich!

## Concept

The number and scale of institutional cultural content in the city are disproportionate to the number of inhabitants (a large cultural infrastructure for 80k people). In this situation, tourism arises as a logical opportunity, intending to replenish the city's cultural contents throughout the year, as well as contribute to the economic growth and strategic positioning of the city on the regional and national map. Tourism is strategically made and has the potential of becoming one of the city's primary sources of income, after agriculture and industry, with an immediate benefit to the local economy.

To this end, our **proposal aims to map and connect all the tourist and culturally significant destinations through the landscape solution**, with a unique Dobrich experience highlighting its local traditions and culture.

## Urban pockets

are a characteristic of Dobrich city and have the potential to be themed and become an active part of the city's urban life. The themes are segmented by their spatial potentials, interest age groups, and immediate surroundings.

Urban Pockets



Tourist Routes



## Connecting the dots

Inspired by the idea of Dobrich being the link between Russia and Turkey, we propose a similar internal link, that connects the identity of Dobrich into a coherent whole.

Building on top of the "Common Strategy for Cultural Tourism in the Constanta-Dobrich Cross-border Region" we propose 4 unique tourist routes (which can be significant for locals as well):

- **Religious & pilgrimage route**
- **Ethno & Culture Route**
- **Education route** - connecting all the local institutions, useful for tourists and locals alike
- **Urban life** - connecting urban pockets with culinary, wine, and creative events

All the routes are integrated into the paving design, allowing for easy navigation throughout the city.

## Inspired by local art & the surrounding landscape

The large square can be seen as an open field, and the logic of its program disposition comes from the inherited logic of architectural parcellation of land. Thus providing a unique journey and experience that is hyper-characteristic of the region.

Surrounding Landscape

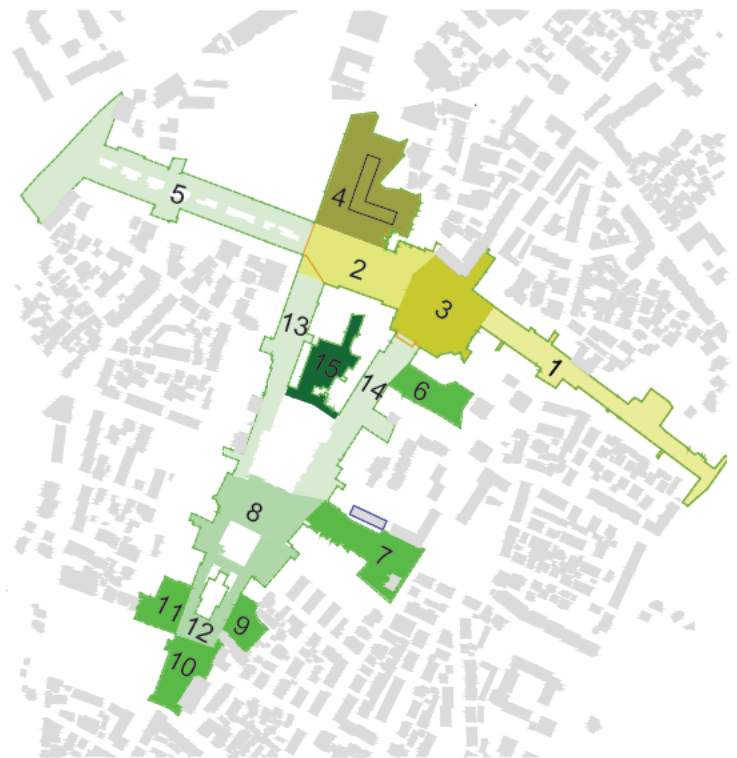


Local Mosaic



# Stages of implementation

- 1 - Main pedestrian street - bul.25<sup>th</sup> septemvri
- 2 - Manifestation square - ploshtad Svoboda
- 3 - Social square - ploshtad Vazrazhdane
- 4 - Public-private development - KOOP chetata
- 5 - Pedastrian street - bul.25<sup>th</sup> septemvri
- 6 - Fractal garden - urban pocket
- 7 - Tiny music - urban pocket
- 8 - ploshtad Demokratsia
- 9 - Aquaponds - urban pocket
- 10 - Art and wine corner - urban pocket
- 11 - Interactive platform - urban pocket
- 12 - ploshtad Tzar Boris
- 13 - ul. Nezavismost
- 14 - ul. Bulgaria
- 15 - Outdoor movie and theatre - urban pocket



# Financial proposal

## scope B

	Gross area	Value with VAT in Euros	Total value with VAT in Euros
New landscape solution	41 746	80	3 339 680
Private-public partnership garage (public investment)	2400	350	840 000
<b>Total</b>			<b>4 179 680</b>

# Strategy for redusing maintetnence cost

+ Using predominantly local plants and shrubs, instead of grass, maintenance and water requirements per square meter are reused by up to 40%.

+ Using permeable pavements, and planting large areas with plants that are in direct contact with the ground, the rainwater water load on the existing sewerage and water system is reduced by up to 30%