

Rosenhügel Merkur Market

Vienna, 2013
2013, 2013/2013

Rosenhügel, the Viennese film studio location, is to be judiciously extended in two phases to incorporate two new uses, housing and cultural facilities - without losing its original character. A new Merkur Supermarket will also be erected on the site, with its entrance and the shop window fronting directly onto Speisinger Strasse. The supermarket is clearly visible and, moreover, easily accessible on foot, as well as by tram, bicycle or car. An attractive cantilevering entrance canopy underscores the building's unmistakable and imposing presence in its urban context. The new Merkur Supermarket has the advantage of being arranged on a single floor, meeting all spatial and functional demands, including the provision of a parking lot for approx. 130 cars in front of the building. Employees' social rooms face the green landscaped square and, as a consequence, virtually become part of the public sphere, thus underscoring the Rewe Group's commitment to the wellbeing of its staff. The new Merkur Supermarket offers an interstitial space at the side of the square, suitable for additional public or social functions such as a kindergarten, small-scale offices, clubrooms or a fitness centre, etc.



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