

# π CULBURB

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LJUBLANA

Zalog

„Gold for suburbs“

The idea is to highlight and also upgrade specific elements that already exist at the site. This is done in a working process that can be recognized, followed and influenced by the citizens. Contacts and communication across the language barrier and among the local inhabitants themselves will happen and are an integral part of the proposed scheme. During the process a golden coating is applied in a careful manner using manual techniques of basic craftsmanship. According to budget the coating contains a certain fraction of true gold. So the golden coating does not only add a symbolic meaning but also upgrades the material value of the chosen objects, situations and even vegetation - at least theoretically. The goldenized spots remain as traces of these activities and form a sequence that can be followed through the suburban habitat. It connects different locations and different neighborhoods. This sequence of golden traces will attract the interest of the whole community and increase the sense of place.

This concept is applied similarly to all of the six locations. Each time the concrete actions are chosen according to the specific topics and problems at the different localities. In the preparation phase the contact to local players is sought. The process of planning and working together (with us and with each other) in the course of the implementation will create a sense of common effort and groupforming that may be an important step towards betterment in itself.

At Zalog (Ljubjana) the golden coating is applied to objects of formerly private use that are transformed by the goldenization into objects for public use. The golden coating is easily recognizable and forms a new category of public elements out of the diverse items that are donated.



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circle - areas to „hire“ marking territory for free appropriation of public space. Simple rules support spontaneous activities.



circle - areas: 1) between station and youth cultural center 2) at Plata Zalog 3) at the river.



objects collected by inhabitants - coated with gold - „activating“ public space

similar project at Ernst-Reuter-Platz in Berlin 2011 with red marked areas and red objects:

