The MADE Project briefly described below was carried out by students of architecture at the „Folkwangschule für Gestaltung“, Department of Architecture, Essen-Werden, in the summer term of 1969.

Preparation stage
While increasing monotony of work processes and consequent unilateral strain or mental and physical under-exertion of man's abilities arouse a desire for 'Erlebnis' and environmental change, present-day observations on Mediterranean beaches have also shown a transition in sociological behaviour. Accordingly, the majority of holiday-makers prefers to tarry in masses. Social communication, i.e. sharing life and activities with others, is sought instead of seclusion. Psychologists define this behaviour as 'group effect' or 'gregarious conation' (German: 'Trieb').

The above, however, can also be observed in our own latitudes - in the outskirts and surroundings of our cities and heavily populated areas (e.g. the Ruhr Valley in Germany). Special mention must be made of the numerous camping places within commuter distance of cities, where caravans are stationed closely crowded together all year round. Being easily accessible by car, these places serve as weekend recreation centres or family holiday areas. (The father comes each weekend, as he works in town during the week.) Also, the so-called 'congestion catastrophes' on sunny summer or winter weekends are known to everyone, where popular outing places turn into overcrowded fair grounds.

Increase in leisure time will eventually also alter the present significance attached to holiday making. Holidays will no longer be over-evaluated, they will become a matter of course. Free time will be divided and used differently. Holidays will offer the chance to free oneself from drab everyday life and will point to new fields of activities to pursue according to one's own liking and ability.

Experience has shown that a long vacation with one-sided activities leads to boredom. For this reason, the factor 'Erlebnis' has special meaning with regard to holiday-making, leisure time and recuperation. In setting up holiday programmes, it is a necessity that variation possibilities be incorporated to achieve an optimal recuperation effect.
Leisure Time, which is not to be considered a time for idleness, can be defined by the formula \( L = R + E + C \), whereby \( L \) = Leisure Time, \( R \) = Rest, \( E \) = Education and \( C \) = Creative Activities such as hobbies.

This definition of ‘Leisure Time’ was taken as a basis for the planning of a holiday centre. Since Dutch observations have shown that up to 95 per cent of all holiday-makers prefer attractive focal points, the surroundings of Lake Baldeney were chosen for this project (see Figure 1). This artificial lake (10 km in length) is part of the Ruhr River. It has become known far beyond the Ruhr Valley due to the beautiful surrounding countryside, the cultural events in the ‘Villa Hügel’ (former residence of the Krupp family) and the annual water sport activities (national and international sailing, rowing and motorboat regattas). In the peak season, 30,000 visitors and more are not rarely counted.

**Organisation stage**

A student design team directed by Ralph Johannes (see Figure 2) have selected a magnificent site by the Lake Baldeney to plan their idea of a holiday centre. A scheme was evolved to provide leisure for 7,000 people.
Figure 2: Ralph Johannes - centre of picture - with some students of the project team: Jürgen Bergk, Achim Geissler and Hushang Soleimani

The site chosen for the recreational facilities is located on the western bank of the lake (see Figure 3). Its southern boundary is formed by ‘Haus Scheppen’; in the west, it is bordered by a closed down coal mine, and in the north by an outdoor swimming pool.

Figure 3: Arial view of the proposed site
The following criterions were established as guiding principles for the conversion of the site:

- Surrounding landscape is to be preserved in its present character as much as possible.
- Concentrated distribution of persons on a relatively small area of approximately 10 hectares is to be sought.
- Recreational facilities are to be centralised and must offer multiple possibilities for activity for everyone at all times (especially during bad weather periods).
- Facilities for accommodation for shorter and longer stays are to be established.
- A new type of housing facility, offering optional privacy to its inhabitants, is to be designed for the Holiday Centre Lake Baldeney.

In order to ensure diversified holidaymaking possibilities, numerous sporting, cultural and social facilities were planned and the already existing ones incorporated and altered for new functions.

**Implementation stage**
The entire plan of the Holiday Centre Lake Baldeney is divided into ten sections - from west to east - (see Figure 4).

![Figure 4: Plan of the proposed Holiday Centre Lake Baldeney](image)

1. **Parking**
for residents' and visitors' cars and buses. The entire holiday centre is to be kept free of automobile traffic. Small carts within the centre will transport baggage, etc.
2. Fun and Hobbyburg
The romantic, water surrounded, fourteenth-century manor house, ‘Haus Scheppen’, which was partially destroyed during World War II and today houses a ‘Biergarten’ is to become a centre for social activities. Here, the individual will have the opportunity to try himself at new skills, participate in the goings on, and if interested, broaden his education. Among others, the following types of activities will be able to be pursued:

- Adult entertainment (card playing, chess, reading, television, etc.).
- Hobby workshops.
- Education (foreign language labs, lectures).
- Eating and drinking (snackbar, cafeteria, rustic beer cellar).
- An open air arena in the courtyard for presentations of amateur acting, fashion shows, films, as well as for discussions, dancing, etc. During bad weather, the arena can be covered by a pneumatically operated fold-away structure.

The castle ruins will, to a great extent, be preserved and/or restored.

3. Village square
With seating accommodation and pier for the Ruhr ferryboats.

4. Lodging village
consists of 63 dwelling units organised in an hotel manner and offering a minimum service on request. The shore zone serves as landing place for house boats. The Lodging village, designed e.g by Achim Geissler, is subdivided into five smaller housing groups with 10-20 dwelling units each (see Figure 5).
Figure 5: Dwelling units for the Lodging village designed by Achim Geissler

Relatively wide stretches of green, with smaller areas for play and sitting, separate the various housing groups and contribute to community life. Due to the narrow, long-stretched site and the existing - often view obstructing - trees along the banks of the lake, the designer abstained from setting the housing groups in a specific direction.

However, in order to ensure a maximum amount of sunshine for all residents, each dwelling unit was provided with a terrace roof. This ‘open air living room’, which offers complete privacy from neighbours, allows for all day sunshine. Different coloured sailcloth shading devices give the necessary sunlight protection.

Standard dwelling unit for a four-member family has a cross-shaped floor plan. The living room is situated in the centre and gives access to the sleeping, cooking and sanitary areas. Those who do not wish to cook, may purchase warm meals from the Specialties Restaurant (District 6) in thermos packing. Access to each dwelling unit is from a partly roofed-over terrace situated in front of the living room.
Depending on the number and type of occupants (i.e. mixed groups, couples with or without children, etc.), the capacity of the standard dwelling units can be altered to house from two to six persons. Through specially constructed sound insulated sliding doors, the standard dwelling unit can be enlarged or made smaller by one or two double bedroom areas.

Under conditions of such heavy building density, strong sound insulation is of special importance. A two-leaf precast concrete slab wall construction reduces sound transmission from one dwelling unit to another to a tolerable minimum.

Dimensions of the construction elements are based on the international standard module (\( M = 10 \) cm). Cross-shaped supports, on to which precast, two-leaf heavyweight concrete wall slabs are fastened - are located at the relevant reference points of the grid. The hollows are filled with polyurethane foam. The roof and floor slabs are one-leaf and of lightweight concrete.

A factory-made heart unit of acrylic material with fully fitted bathroom and the work unit of a mini-kitchen with all services installed inducing water, gas (for the horizontal warm air heating furnace beneath the ceiling), electricity and drainage, is of modular scale, too. The whole unit is lifted bodily into place from a lorry and requires only a simple connection to the service outlets. Various lighting and ventilating possibilities in the sleeping, cooking and sanitary areas are presently being tested in medium-scaled models.

Alternative designs of dwelling units for the Lodging village see figure 6.
5. Shopping centre

6. Watersport harbour
To be equipped with the following permanent facilities: Yachting school, boat rental of row, paddle, tread and sailboats; boat-house and repair shop; specialties restaurant with roof terrace for dancing; fish and chips shop.

7. Promenade
With self-service store, self-service laundry, newspaper and snack kiosks, first-aid station, administration office with personnel quarters and technical rooms.

8. Beach with Swimming pool
is planned to be equipped with a heated swimming pool floating in Lake Baldeney, which contains its own water and filtration plant. Also dressing cabins. The pool is to consist of nylon fabric. An inflatable roof structure will make the pool usable in bad weather periods, and in wintertime. Lawns for sunbathing, etc. will also be provided.

9. Adult recreation complex
The results of a detailed survey carried out by a German market research institution show that: every fifth adult person in the Federal Republic of Germany participates in some kind of sport at a certain time during the year, less than 33 % are fully disinterested in sports and 50 % are interested but do not personally participate.

On the basis of these findings, the student Gerard Butz designed an adult recreation facility which, as opposed to the ‘classical holiday sport repertoire’ offers other kinds of sporting possibilities (see Figure 7).
Various sporting activities or, to be more precise, „sport resembling activities“, which in the recent past have found more and more fans (such as bowling, boccia, etc.), are to induce all those to „outdoor play“ who prefer games involving less physical strain. These „social games“ require minimum exertion and no own equipment. Their primary aim is social gathering and recreation.

An alternative design of the Adult recreation complex by Achim Geissler, see figure 8.
10. **Children's paradise**

The centre of child activities will be embedded in a natural depression in the wooded ridge of hills. It will consist of nurseries for children of various age groups as well as of a children's zoo with pony stable, ‘Robinson’ playground, etc.
Dear Sir,

I am a 5th year student at The Welsh School of Architecture and for my thesis, I am designing a leisure centre/marina at Hayling Island (near Portsmouth).

The brief necessitates chalet accommodation for 1000 people, a marina and a club-house for the residents and The Royal Yachting Association: however it is a speculative development, and I can consider anything that would make or help to make a profit yet still be allowed by the planning authority.

I have before me, an article about a student project which you organised which appeared in ‘The Architect & Building News’ in May 22 1969.

Your project, sited by the River Ruhr does not seem too dissimilar to mine, except for ‘scale’ and I am sure you have information which I would find very useful. 
I would like have your comments on my following comments/observations:

• What activities can be pursued in winter and are the houses designed for possibly 12 month occupation?

• Was is the intention that all residents would be owner/occupiers so making the houses genuine 2nd homes? If it is likely that workers will have 12 weeks holiday a year and a 30 hour week, a 2nd home may be justified from their point of view, but the leisure centre itself would always be seriously under-occupied by approximately: 
  (50-12)% .... 50 .... 80%

• Only at weekends would the centre approach maximum occupancy and only then would Achim Geissler’s attempt to introduce a 'community spirit’ into the lodging village prevail.

• With the usual link (work-place) between the residents missing, did you utilize a special approach to the lodging village when trying to get a community spirit?

• In what ways do you consider that a holiday home differs from a normal home in terms of privacy, access, services, space requirements etc.?

• A very important part of a holiday is that the environment should feel different: did you exploit the new constructional methods in trying to achieve this? e.g. GRP units, pre-fabrication.
• In retrospect, is there anything that you would have designed differently? For instance would you have made a greater allowance for the ‘boom’ in water-sports? Would you have refined the segregation of vehicles and pedestrians due to the constant improvement in transport?

I appreciate that this is a very long letter and in English at that! I will be grateful for any time you can spare to write me a reply in German.

Thanking yon in anticipation,

Yours faithfully,

IM Kennaugh