

Nike Air Box - Multipurpose Sports Center Nike in Gorky Park

Architect
Kosmos Architects

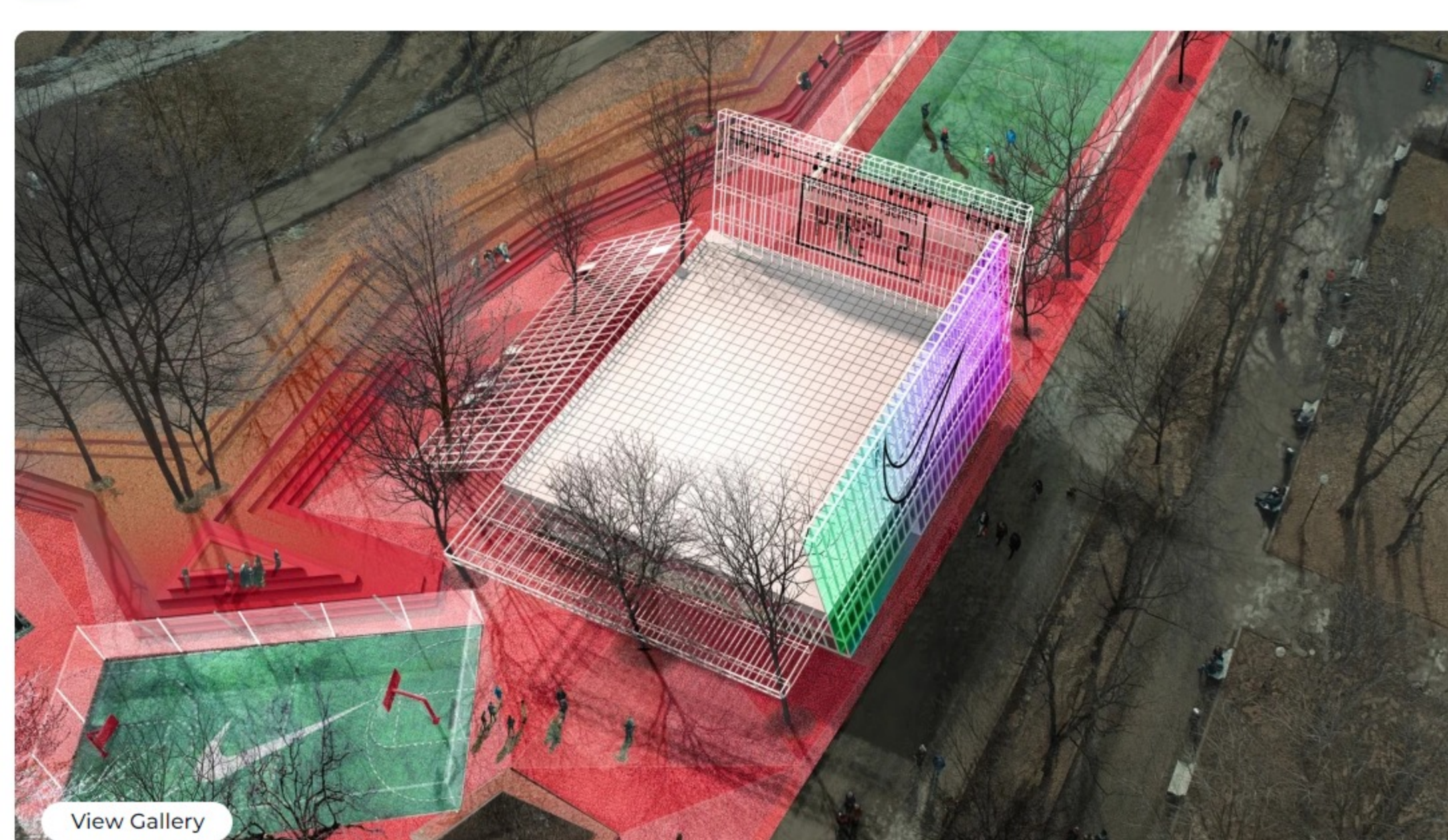
Location
Moscow, Russian Federation

Category
Sports Centres

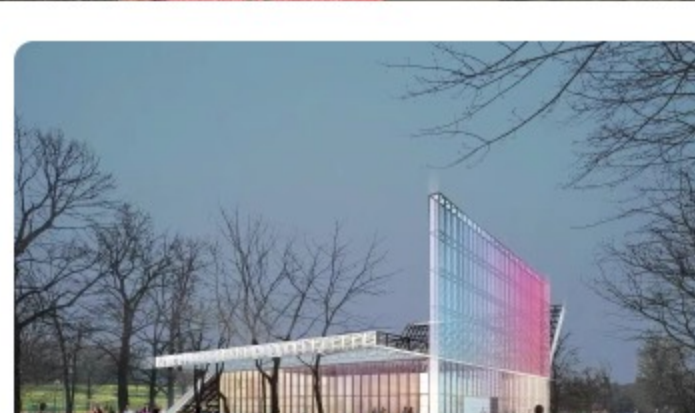


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Kosmos Architects as Architects



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Nike Territory: Overall ultimate landscape for sports and communication Nike Air Box - not a static structure, but flexible facilities for sports activities, product testing, and promotion of sports and Nike. Simple and efficient form. Iconic image. Multipurpose from inside and outside. Wall is more than a wall in new Nike sports center. Building as a sign, building as a workout structure, building as a public space, building as infrastructure. Facade and interior: modular, flexible, technological, and user oriented.

Site Plan The entire site is an ultimate Nike landscape activated by Nike Air Box. - Outdoor sports facilities incorporate existing site elements (trees and retaining walls) as well as the new ones: multipurpose pavilion, sports grounds, and the workout zone. Masterplan of the area is divided into several functional zones: football zone, workout zone, and basketball zone. The central position is taken by the sports center, and its multipurpose surfaces which activates and interacts with various functional zones. Each side of the building has its' own purpose: it is a canopy; a billboard; workout; lighting facilities and the scoreboard.

Existing retaining walls and terrain of the site are used in the landscape concept to accommodate spectators seating as well as warm-up and chill-out zones.

Nike Air Box Super Box Concept Nike Air Box is a new sports center, it has a shape of a rectangular prism which is measured 24 by 24 m and 5,3 m height, oriented along the NW axis. Each of 4 sides of the building has its own extra function, facilitated by 3-dimensional wing.

Side A: "The Sign" - vertical metal facade structure: light interactive billboard. It plays a landmark role in the park can be used for advertisement and information or as a digital "canvas" for media arts.

Side B: "Canopy" - oriented towards the basketball zone horizontal metal open-frame canopy extends entrance hall area to the outside and creates public outdoor lounge.

Side C: "3D-workout" - inclined metal open-frame surface looks towards workout zone. 3D structure consists of horizontal, vertical and inclined elements; pull-up bars, snake bars, push-up bars etc. The structure serves as street workout facilities for warming-up, parkour and other street sports activities.

Side D: "Scoreboard" - inclined metal frame oriented towards football field which accommodates sport lights and scoreboard.

Sports center layout Square plan is zoned in 4 functional areas: entrance hall and multi-purpose hall; dressing rooms and storage; cloakroom and lockers; service facilities.

Entrance hall and multipurpose hall can be unified in one space by folding the movable partition wall. Glass facade around consists of operable panels and can be opened to the outside.

New technologies and local context The image of Nike Air Box embraces several various themes and inspirations. From the one hand, the super box and modular panels are inspired by cutting-edge technologies, interactive screens and billboards.

From the other hand, the project is inspired by the local Moscow context: Nike Air Box draws inspiration from districts of panel modernist new houses, football yards, and industrial/infrastructural assets of Moscow suburbs: pipes, fences, and yard "nets", colloquially called boxes.

Interior concept: interactive chameleon. The pavilion interior uses lots of glass and mirroring surfaces for visual enlargement of the building and creation of the feeling of spaciousness and openness. Facades of the sports hall and entrance hall are equipped with sunlight protection in order to prevent overheat and block direct sunlight.

The particular interior solution is modular semi-transparent panels with concealed lighting which allows to change the color and illumination of the interior, and also painting with gradients of various colors, thereby transforming the atmosphere of the sports center and encouraging visitors depending on the event: more neutral color and light for calm training; vigorous colors for speedy and competitive sports; disco-like color and light for Nike parties; brand color and light for presentations of new Nike products.

Facade materials Structures of the facade of the lower, main part of the pavilion are completed of the metal welded modular framework, with of transparent glass infill (in the front part) and non-transparent glass (in the utility part) panels. Outside part of the billboard and scoreboard is equipped with built-in LED lines located along the structures. The lower part of the Side A (billboard) is the fitted glass facade. At nighttime, video or image can be projected on this semi-transparent facade from the interior from under the ceiling - this way, the transparency of the main facade is preserved, as well as the possibility of interactive projections.

This interactive projection serves both for interior users and for park visitors.

Project Credits

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