Observation Point Varna Beach

The past few years have increasingly seen the year-round use of Alley 1. Both public opinion and investors have shown interest in the zone looking forward to a more sustainable model for its functionality than its previous seasonal, tourist-targeted operation. The issue was addressed in thematic architectural competitions and research.

Consequently, recent renovation in the area encompasses the entire alley including the open space which had been anticipating its urban revival for years and its due return to the public sphere.

In view of our active involvement on issues concerning the area, we received an invitation to participate in elaborating the concept for the development of the Open Space.

Assessment
Observation Point Varna Beach has received positive public reception. Citizens have accepted the spaces and enjoy spending their time walking around the area, taking pictures or simply sitting and looking at the sea.

The square space is suitable for various urban activities. It has already been utilised as a setting in urban dance choreographies and there are plans to use its contact walls as white screens in public outdoor film screenings and site-specific video art.

Most importantly, with the project citizens have regained access to the beach and sea in the centrally located section of the pedestrian alley.