

# MIXED-USE BUILDING IN NEGOTINO

BUILDING EXTENSION

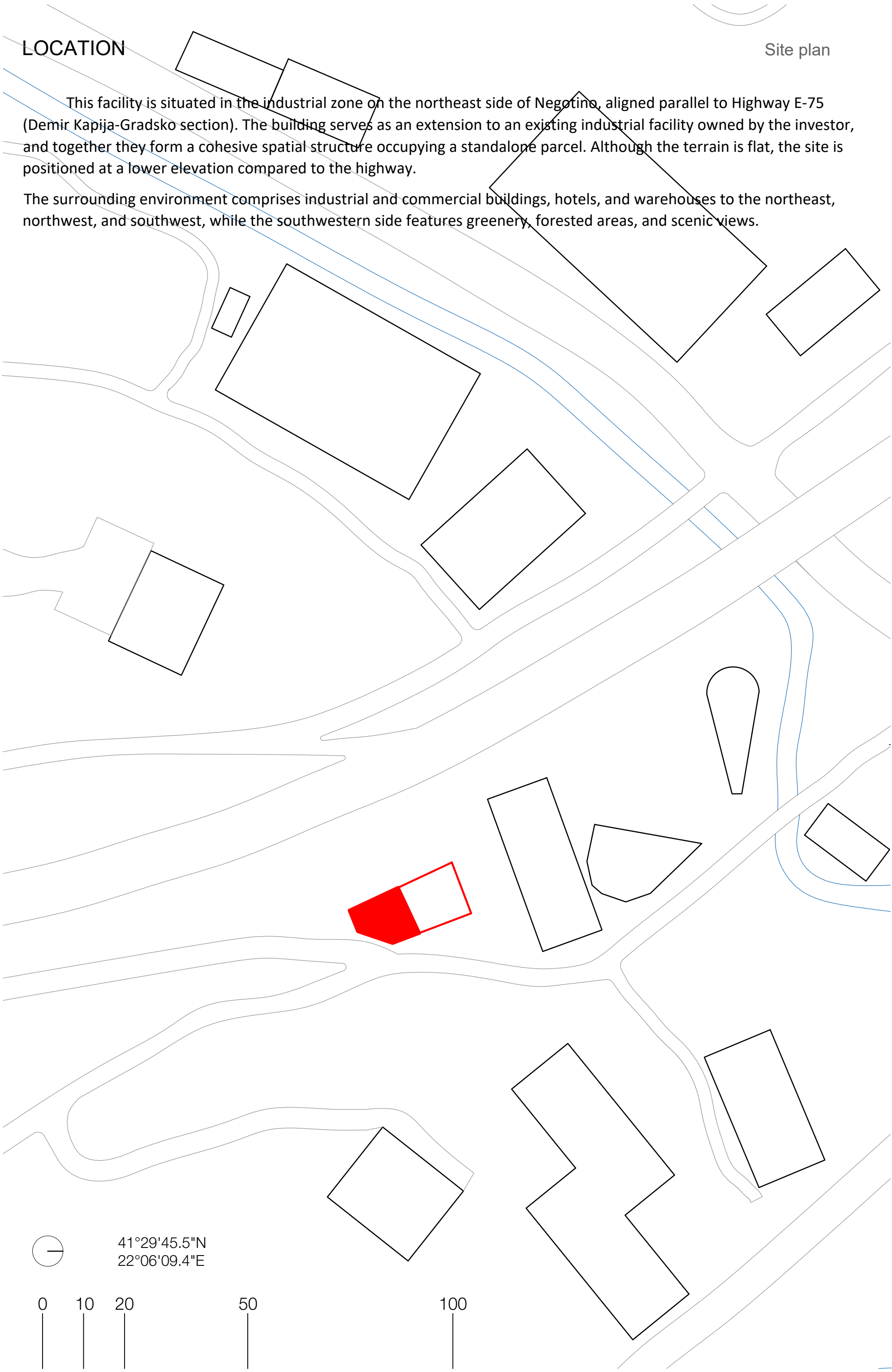
This project represents the architectural extension of an existing industrial facility located in the northeast industrial zone of Negotino, adjacent to Highway E-75. Developed on flat terrain at a slightly lower elevation than the highway, the building is strategically positioned to enhance visual connectivity and accessibility. Surrounded by a mix of industrial, commercial, and hospitality structures, as well as natural green areas, the design responds to its diverse context by integrating production, display, and multifunctional commercial spaces. The extension aims to create a cohesive architectural identity that merges functionality with modern design, addressing the needs of varied user groups while reinforcing the site's strategic importance.

LOCATION

Site plan

This facility is situated in the industrial zone on the northeast side of Negotino, aligned parallel to Highway E-75 (Demir Kapija-Gradsko section). The building serves as an extension to an existing industrial facility owned by the investor, and together they form a cohesive spatial structure occupying a standalone parcel. Although the terrain is flat, the site is positioned at a lower elevation compared to the highway.

The surrounding environment comprises industrial and commercial buildings, hotels, and warehouses to the northeast, northwest, and southwest, while the southwestern side features greenery, forested areas, and scenic views.

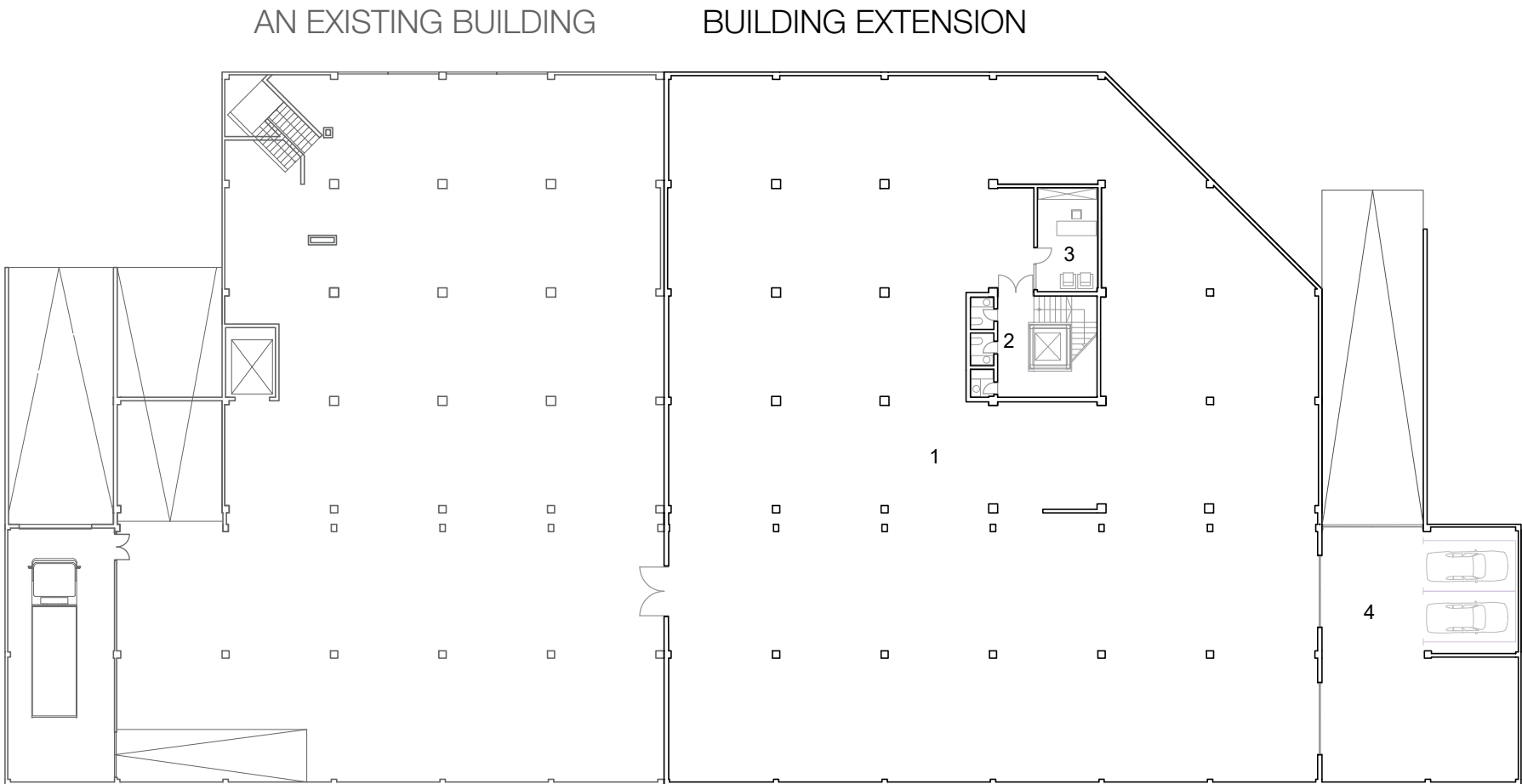




LOCATION

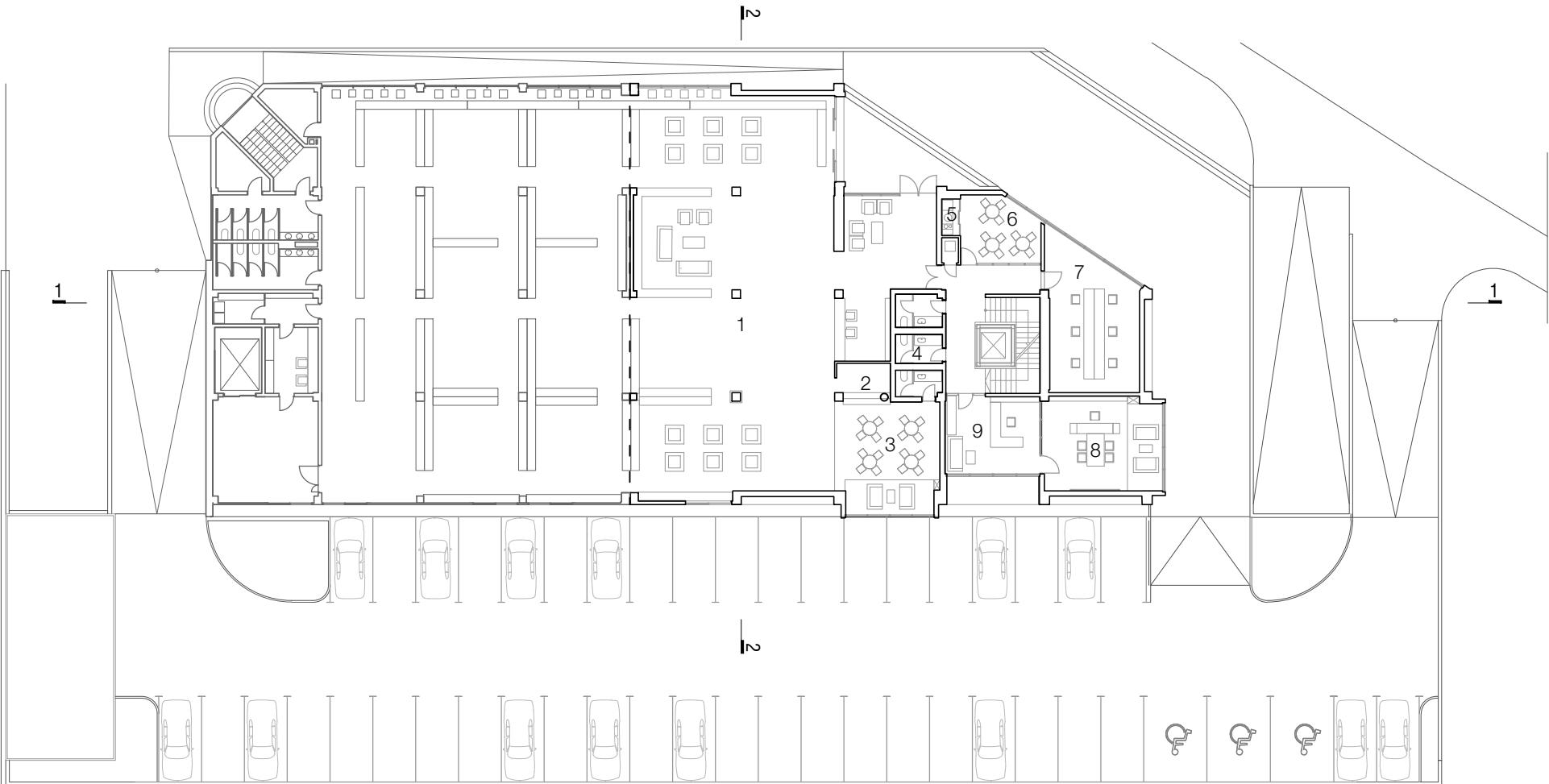






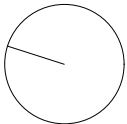
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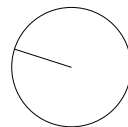
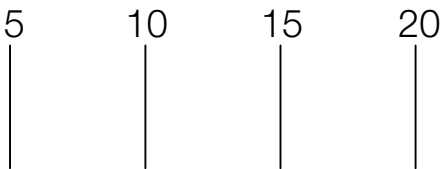
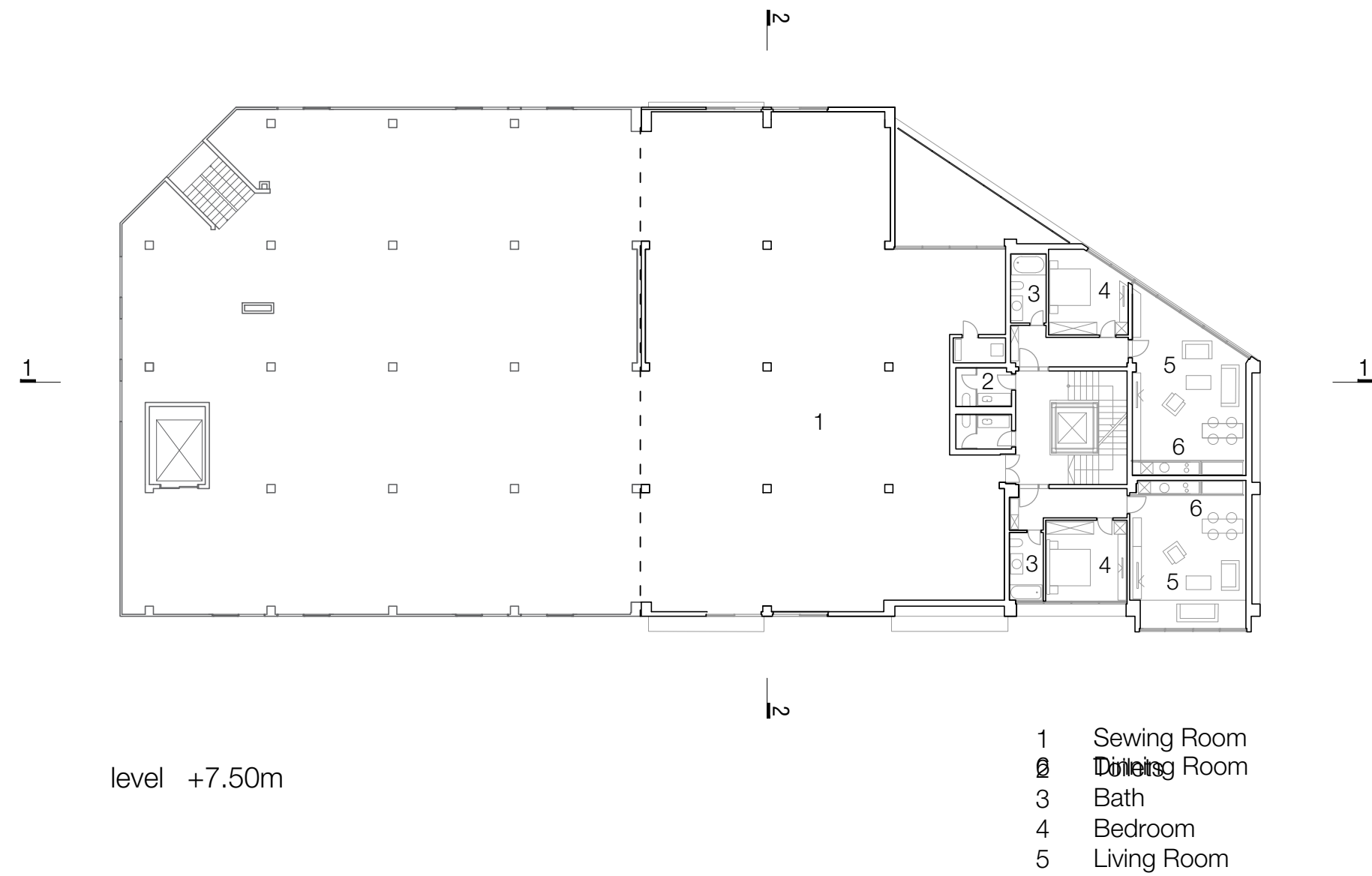
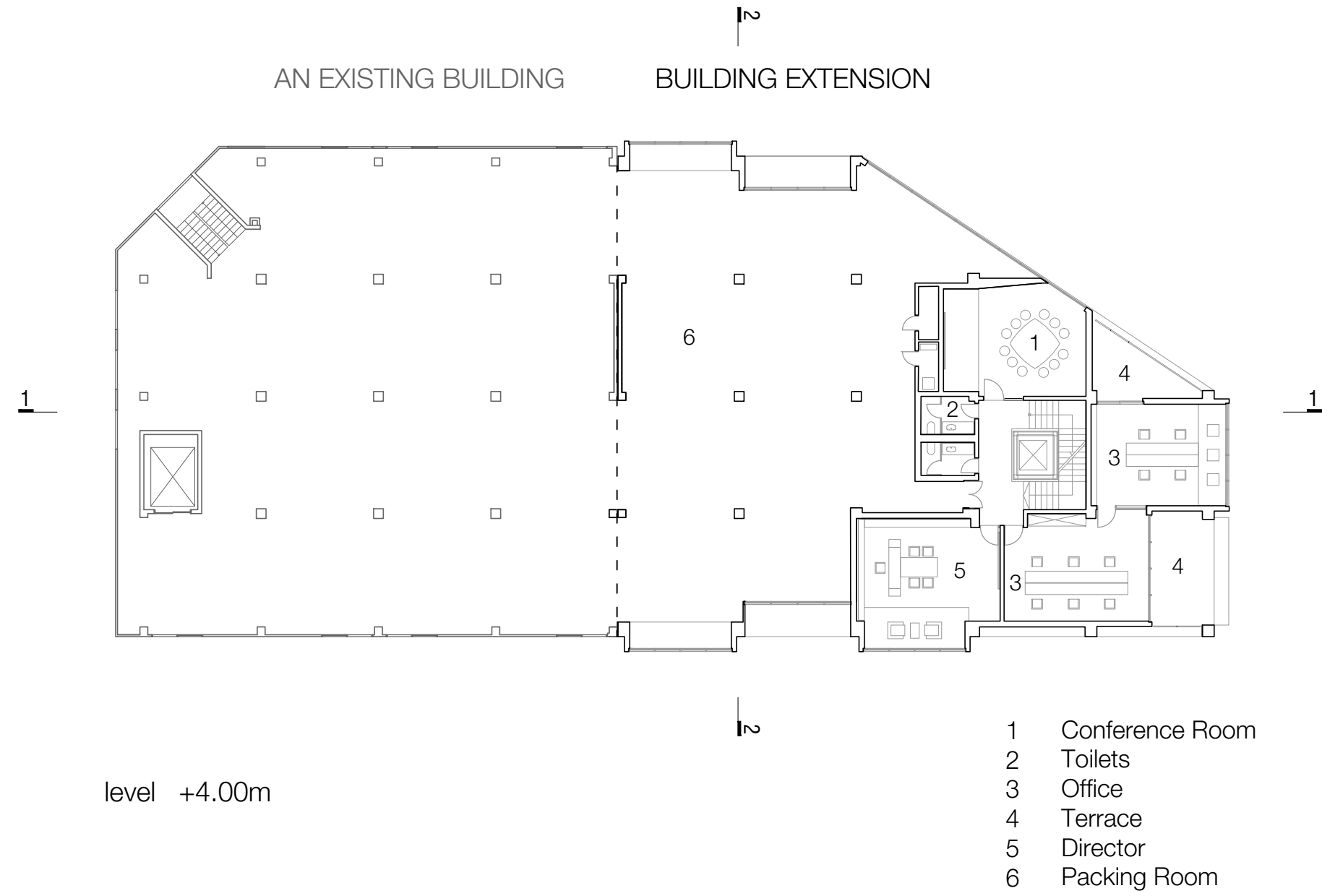
- 1 Depo
- 2 Toilets
- 3 Office
- 4 Garage

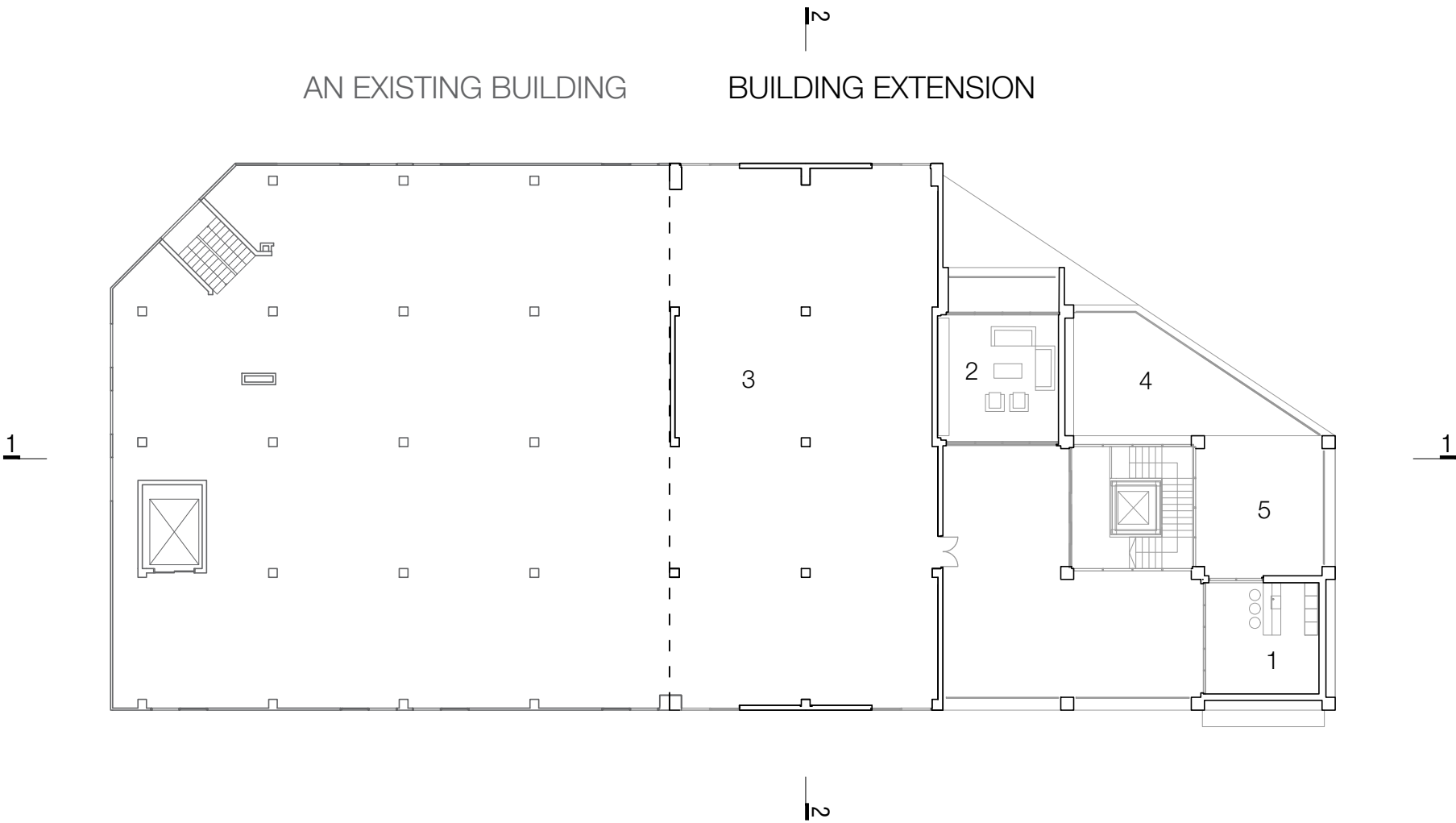


level ±0.00m

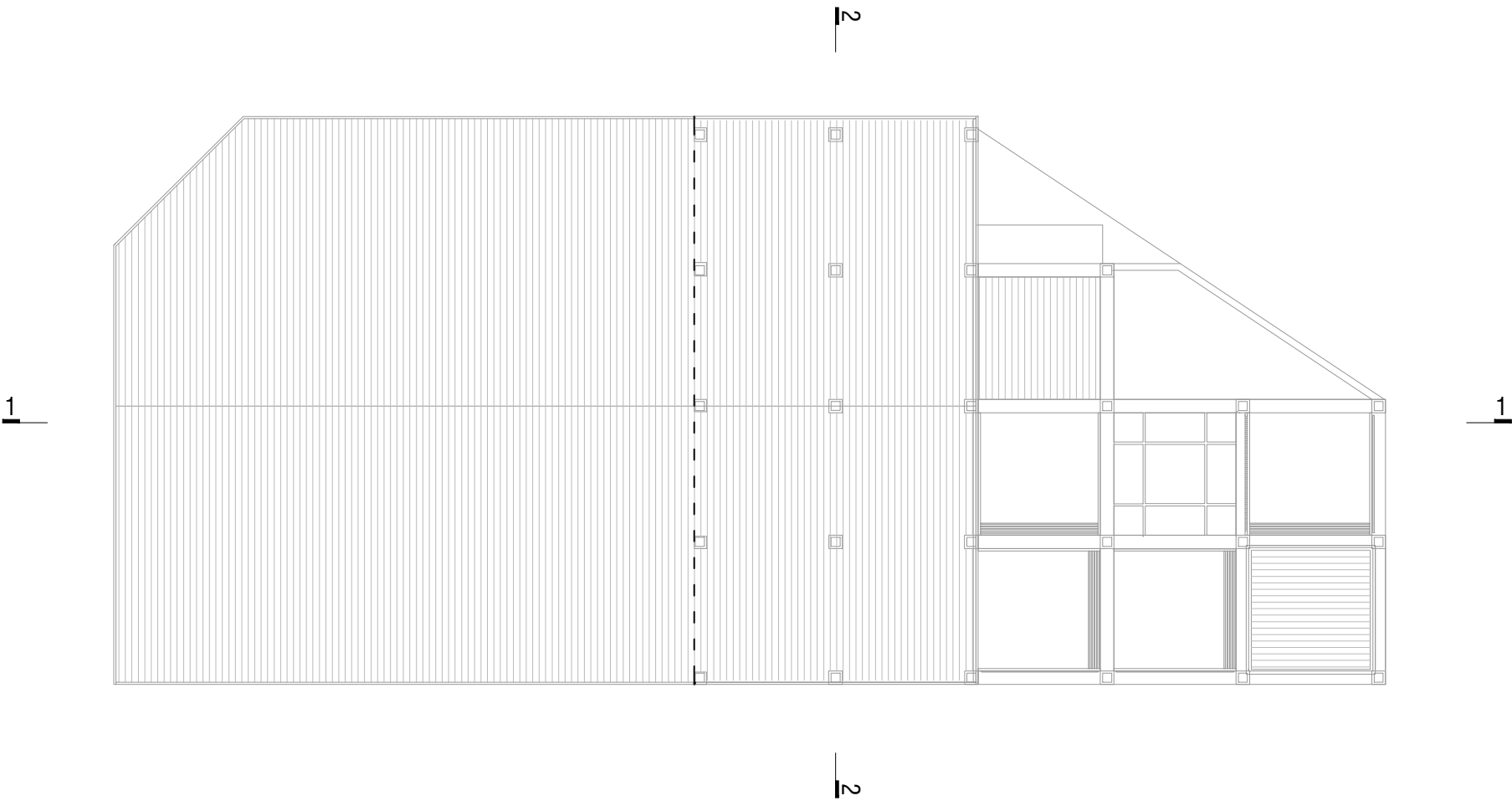
- 1 Show Room
- 2 Bar
- 3 Coffee Shop
- 4 Toilets
- 5 Kitchen
- 6 Dinning Room
- 7 Office
- 8 Director
- 9 Secretary



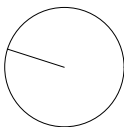
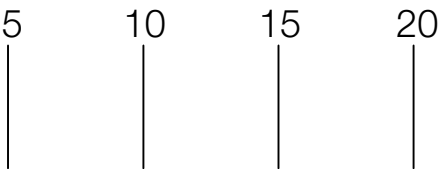


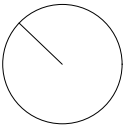
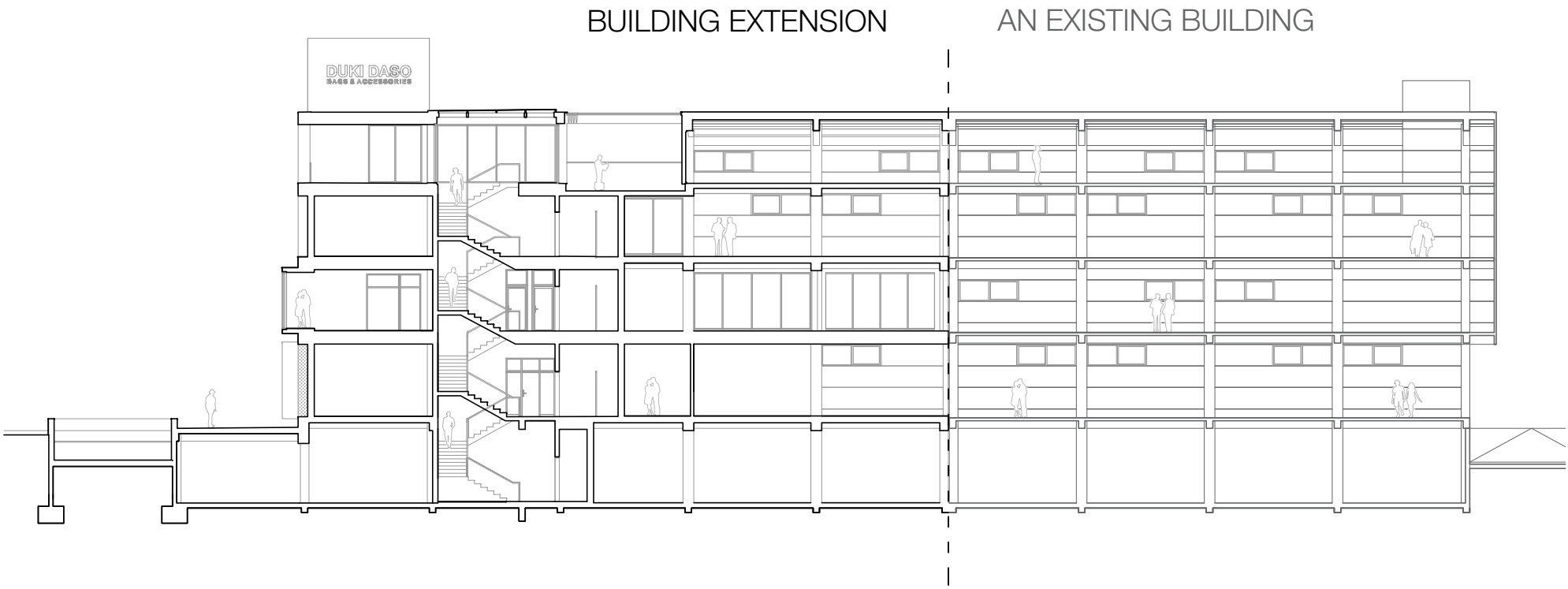


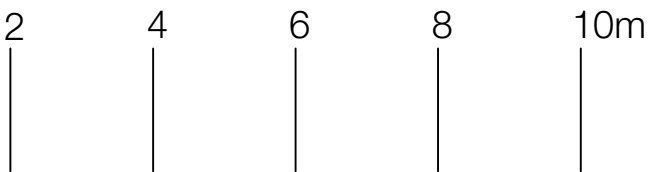
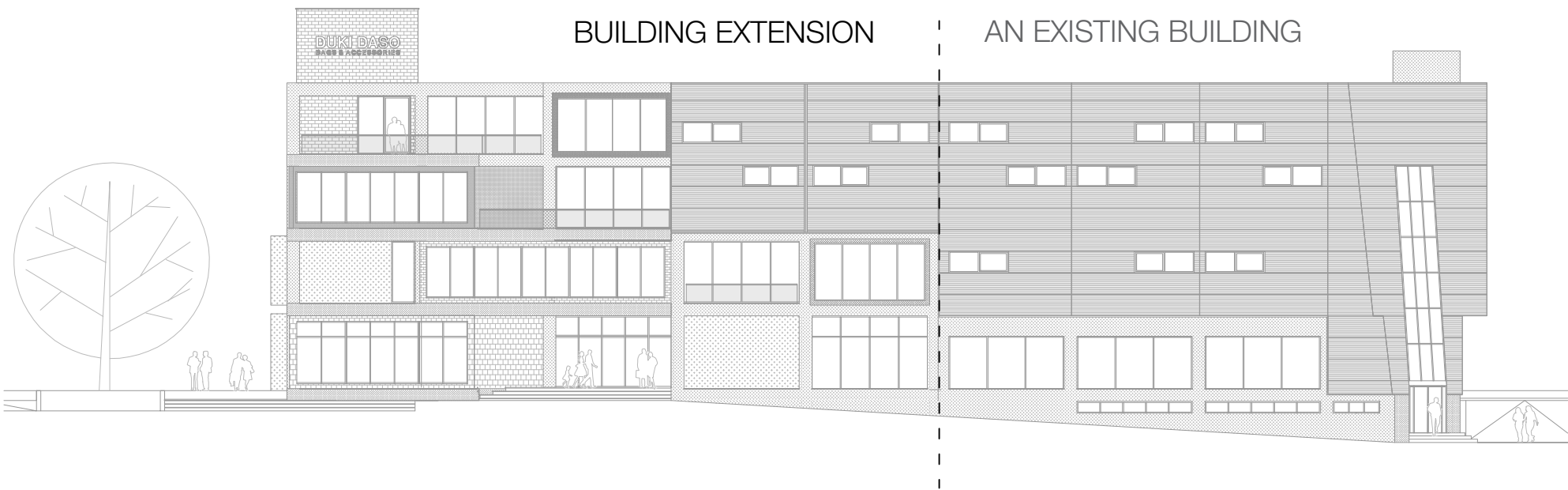
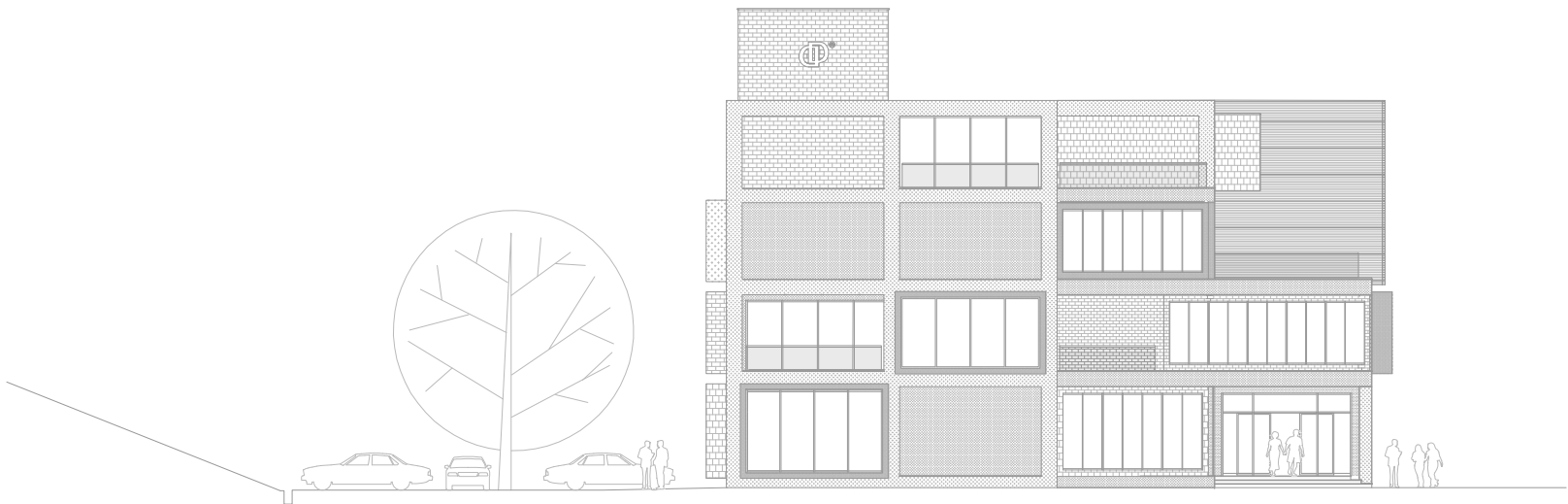
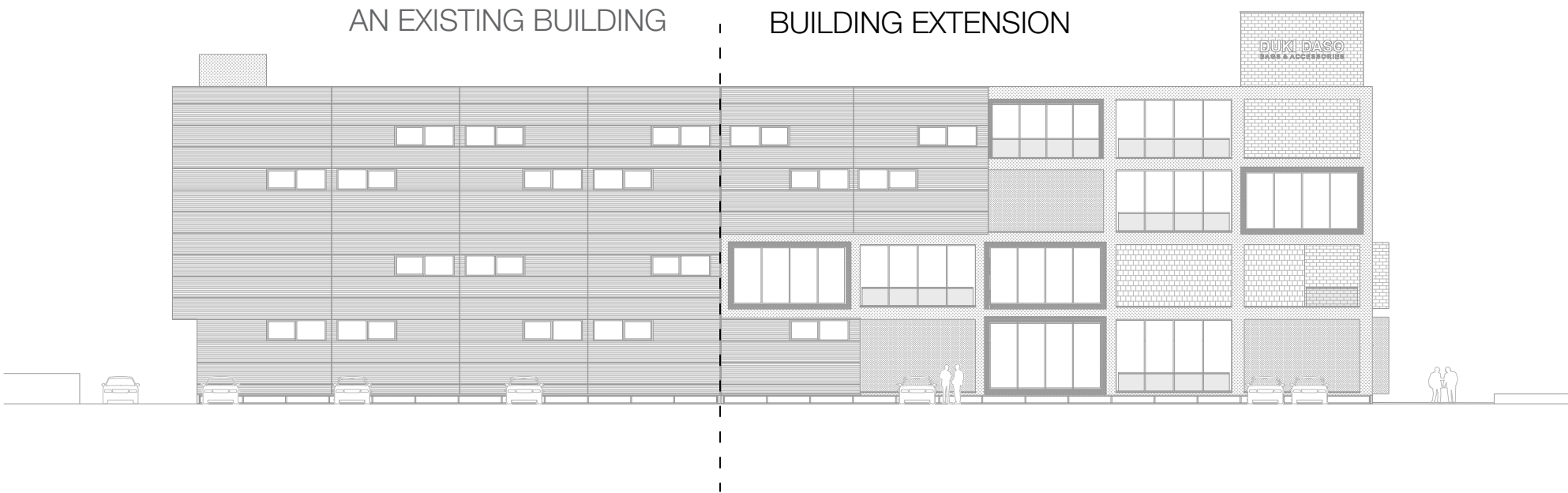
level +11.00m



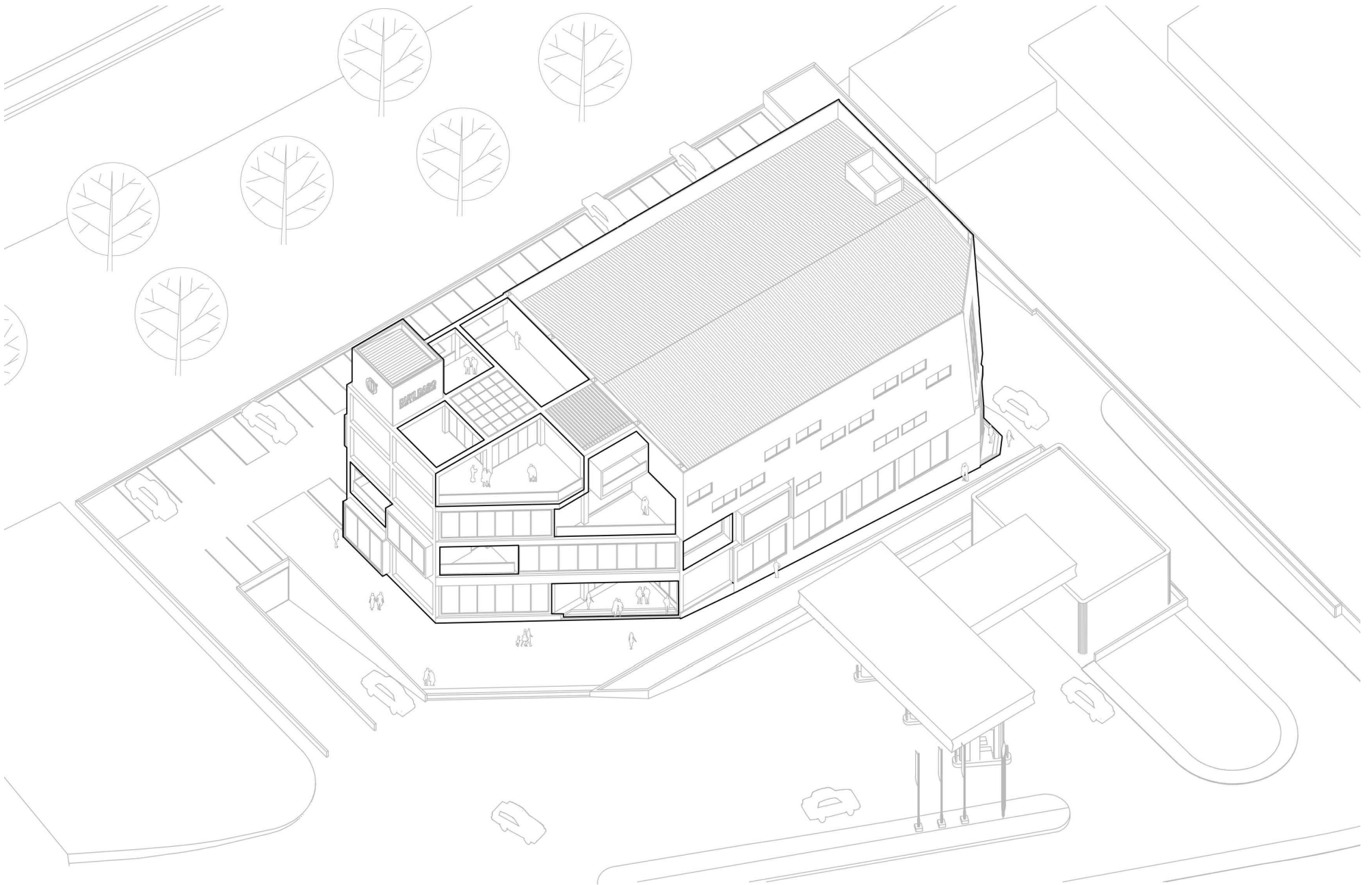
level ROOF











The development of this building was driven by the synergy between its location, the terrain's topography, and a multifunctional program aimed at accommodating diverse customer groups simultaneously. These functional and contextual factors shaped the spatial concept, allowing the new extension to integrate seamlessly with the existing production facility. The result is a unified architectural composition that combines varied functions and user groups within a coherent system, enhancing its prominence and spatial quality within the urban fabric.

The new freestanding structure features a polygonal footprint and a volumetric composition defined by a load-bearing frame. Horizontally inserted modular containers form loggias, terraces, and glazed display windows, which are intended to showcase bags and accessories produced within the facility. Vertically oriented containers form a tower element that enhances the building's visual presence from the highway.

The connection between the existing and new structures is deliberately fluid, without a stark material or visual separation. Instead, the design intertwines the two architectural components, extending the expression of both the original and the newly designed volumes. This is achieved by preserving the material palette, types, and placements of openings, while introducing new materials and textures to create a contemporary architectural identity.

The resulting spatial model offers multifunctional, distinctive spaces that facilitate a rational and efficient overlap of uses, supporting the needs of a diverse customer base and users who engage with the facility concurrently.







