

Guidelines of pazardzhik project

Today, the Paradzhik market reflects a rich historical urban dynamic at the heart of the city. The Paradzhik Caraï Project aims to preserve and reinterpret this dynamic by:

- Recreating a compact two-story building to bring together the dispersed shops into one unified structure.
- Establishing a new public hub that reinforces the social and cultural role of the market.
- Prioritizing pedestrian movement, enhancing accessibility and walkability.

The design also integrates the existing trees and introduces landscaping with shrubs, grass, and seasonal flowers. This green layer provides shade and comfort within the new public space of Bazadzhik, offering both visual relief and ecological value in a dense urban fabric. Beyond its environmental benefits, the project seeks to strengthen social interaction, cultural continuity, and the sense of place within the city center.

Project Concept and Identity: Bazardzhik Caraï

The choice of the name “Bazardzhik Caraï” reflects a deep connection to the historical and cultural identity of the site. Bazardzhik, a traditional marketplace, embodies centuries of urban life, commerce, and social interaction at the heart of the city. By naming the project after this heritage, the design honors the market’s legacy while reinterpreting it for a contemporary urban context.

The project’s compact building form creates a semi-enclosed space that consolidates the dispersed shops into a unified structure across two floors. This approach not only optimizes land use in the dense urban fabric but also fosters a sense of community by encouraging social interaction within a clearly defined public realm. The building’s compactness strengthens the relationship between the interior commercial spaces and the adjacent public plaza, creating a harmonious dialogue between private and public functions.

To enhance spatial quality and visual openness, the design incorporates tensile structures, which introduce lightness, transparency, and modern architectural expression. These elements allow natural light to penetrate the shopping areas and plaza while providing shelter and flexible coverage. The combination of a compact building footprint and tensile elements balances enclosure and openness, producing a vibrant, legible, and comfortable urban space that respects both the historical context and contemporary needs.