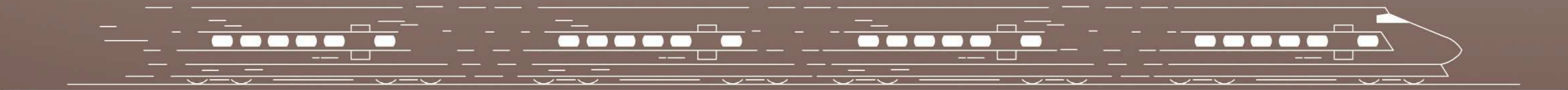


BELGRADE METRO – LINE 1

ARCHITECTURAL BRANDING MANUAL



„Beogradski metro i voz“ Belgrade



Studio OBE



Architectural branding manual



May 2024

COMBINED APPROACH - UNIFICATION/AUTHENTICITY

The main approach to conceptualizing the design and shaping the metro station was to create a new brand that would be authentic and recognizable, yet accessible and pleasant to the user. The design is simple, with clean lines and shapes, derived from the historical context as well as materials from nature. With the addition of modern technologies that facilitate the movement, economy in implementation was achieved as well as economy and time saving.

Each of the stations is recognizable as a feature of the location where it is situated. The elements used are interposed and systematically fit each other and to the respectable stations, which forms the concept and recognizable brand of Metro Belgrade. **Unification is one of the basic characteristics, as well as rationalization and easy exploitation.**

The urban context and environment, the design of the facility in relation to additional spaces, as well as the formation of a pavilion or canopy, are the main challenges in creating the authenticity of each station.

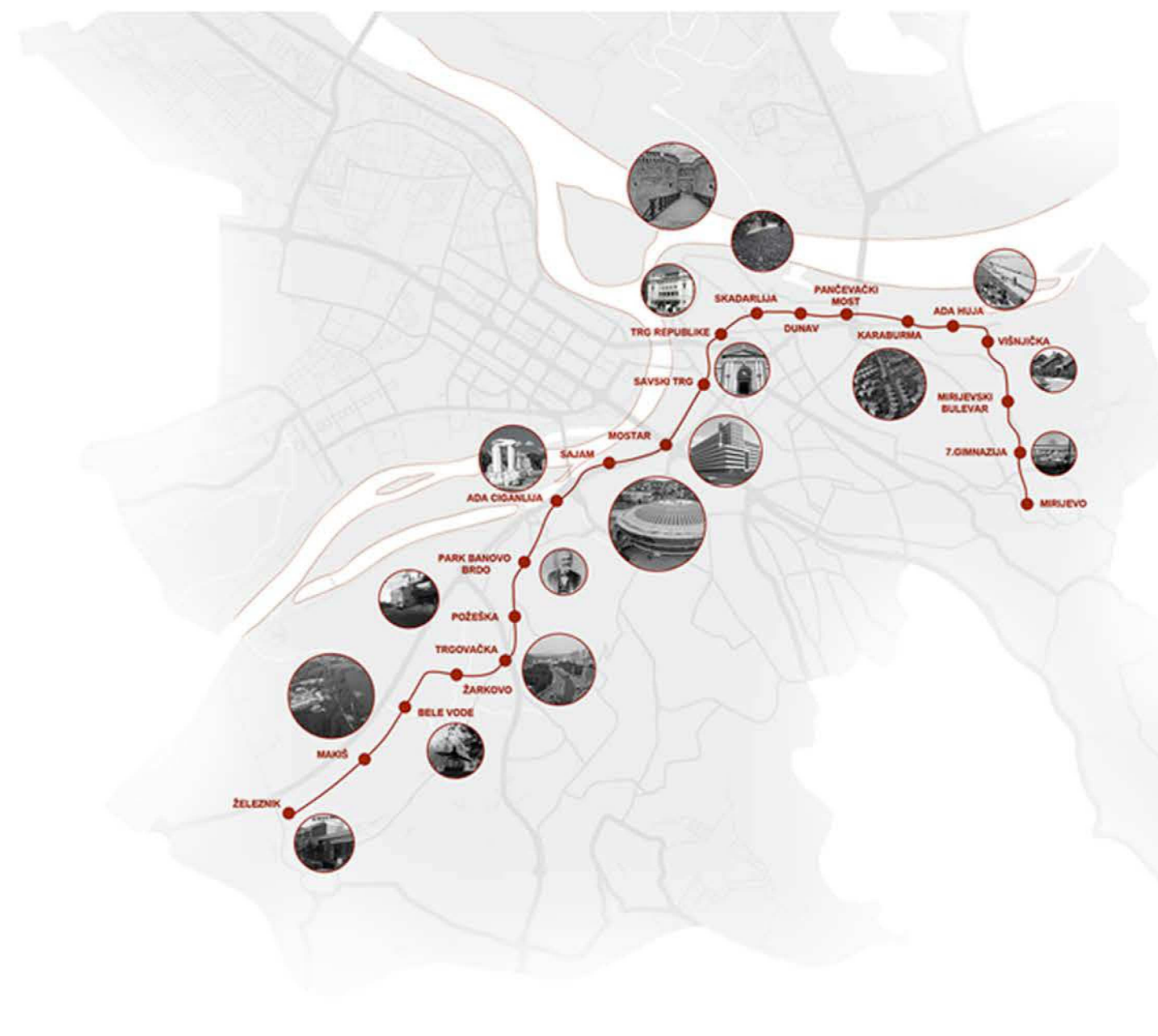
Within the proposed solution, approaches are carefully planned, as well as the solutions for above ground entrances. The planned access routes are adapted to the movement of people with reduced mobility, people with disabilities, senior citizens, as well as parents with small children or children in strollers. Also, easy access is provided to a large extent, like in the case of cyclists with provided parking spaces for ease of movement.

Design principles

- simple
- clean lines and shapes
- inspiration from historical context and materials from nature
- unification of the elements in all stops
- dominant greenery

Key elements of traditional architecture implemented in the metro:

- brick
- arcade



BRICK AND STONE

The concept when choosing the main material of the designed solution was to choose the most natural material possible. That will at the same time represent a modern element, but also have a timeless character while being guided by the desire to bring the new Metro stations as close as possible to human sensibility.

As a natural and raw material, with its specific color and shape, brick is always a relevant choice. It seems to outlive every trend that differs from year to year in architecture and interior design. The preference for natural materials has always been expressed in the history of the architecture of Serbia and Belgrade, both in masonry and in cladding facades, and later more and more as a detail in the interior. Bricks of different appearance and colors can also be seen on historical buildings which further instills confidence in the importance and quality of that material.

Brick is the most massive product of the ceramic industry which is made by forming drying and firing a plastic mixture of clay, sand and water, and it is also the oldest produced building material. It was used in the distant past first for masonry and paving and then later for exterior cladding on objects as a final decoration. The additional advantage of this material is that it is used more and more in all its forms and appearances in the interior, and it is also used to achieve very impressive and diverse aesthetic effects.

With the careful complementing of modern and available materials such as aluminum and glass, ceramic and terrazzo floors, a special blend of old traditional and modern is created. In such a concept each brick is an element of design expression and gives a special mark.

- Use of brick as a material both in exterior and interior
- Compliments other, more modern materials - aluminum and glass



The inspiration for the use of bricks came from one of the most important symbols of our culture and history - Kalemegdan



BRICK AND STONE

In modern construction facade bricks characterize strength, a very long building endurance, and color longevity. Due to its origin and composition clay facade brick is known to be sustainable and ecological material and since it requires almost no additional maintenance, it is also economical. Solid facade brick is a product made of 100% natural raw materials, non-flammable, resistant to changes in color and shape over time, which successfully protects the building and its users from cold, moisture and heat. With that, it became an ideal candidate for the formation of the metro canopy, as well as the pavilion and building of the new stations.

The production program includes a wide selection of bricks for facades, gardens, terraces and pavements, which with a rich selection of colors, shapes and surfaces in combination with various installation methods and plaster colors enables countless design variants of the coated surface that will not lose its beauty even after half a century.

As an excellent base for traffic signals and with a dose of combining "old - new" in interior design, brick contributes to a more pleasant quality of space in combination with artificial lighting (no reflection) and helps to create clear public spaces. The design of the elevator lining was left as the only large reflective surface, but coordinated in tone and color with the brick.

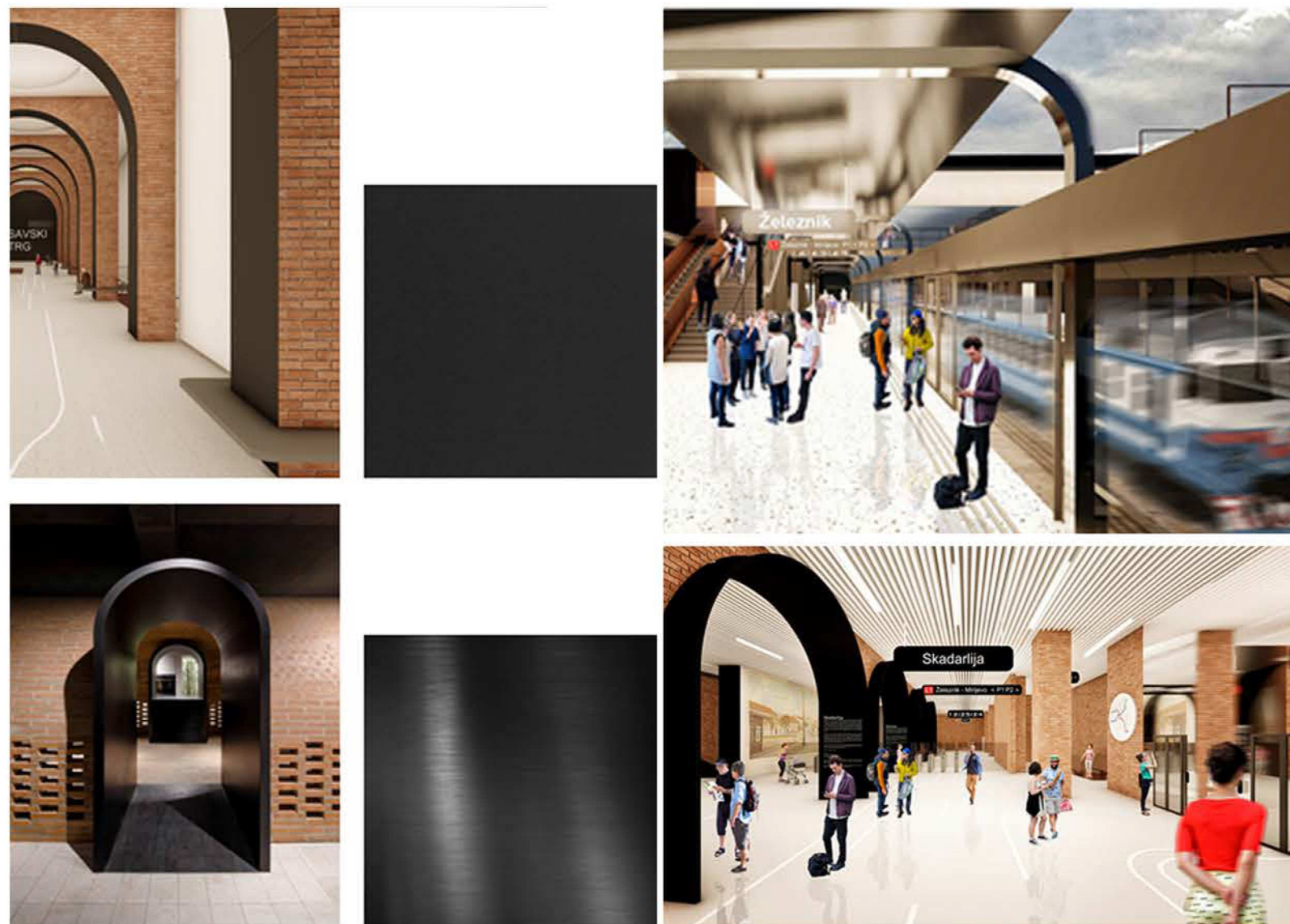


METAL

Metal plays a crucial role in modern society, serving as a foundation for countless applications across various industries. Its strength, durability, and versatility make it an essential material in construction, automotive, aerospace, and electronics. Metals like steel and aluminum are vital for infrastructure development, while copper and gold are key in electrical applications due to their excellent conductivity. Furthermore, advances in metallurgy have led to the creation of lightweight alloys and innovative composites, enhancing performance and sustainability. As we face challenges like climate change and resource scarcity, the recycling and repurposing of metals will also become increasingly important, underscoring their role not only as a modern material but also as a sustainable one.

Brick, known for its compressive strength, provides the necessary stability and aesthetic appeal. In contrast, metal—often in the form of steel or wrought iron—offers tensile strength that complements brick's compressive properties. Metal can be used to create framework or reinforcing elements within an arch, enabling the construction of larger spans and more complex designs. This combination allows for both the beauty of brick and the engineering advantages of metal, resulting in arches that are not only visually striking but also structurally sound.

Together, these materials exemplify the synergy of traditional craftsmanship and modern engineering in architectural design.



ARCADE

The arc of the metro station represents one of the key architectural elements that contribute to the authenticity and recognition of the design. Inspired by the traditional architecture of Serbia, the arcs are used as a symbol of strength and stability at the same time enriching the space of the metro station.

Their functionality is not only aesthetic - they provide structural support to the canopy and buildings, while creating attractive visual elements. Through carefully chosen materials such as brick and metal, arches become an integral part of the overall design concept, emphasizing the fusion of tradition and modernity.

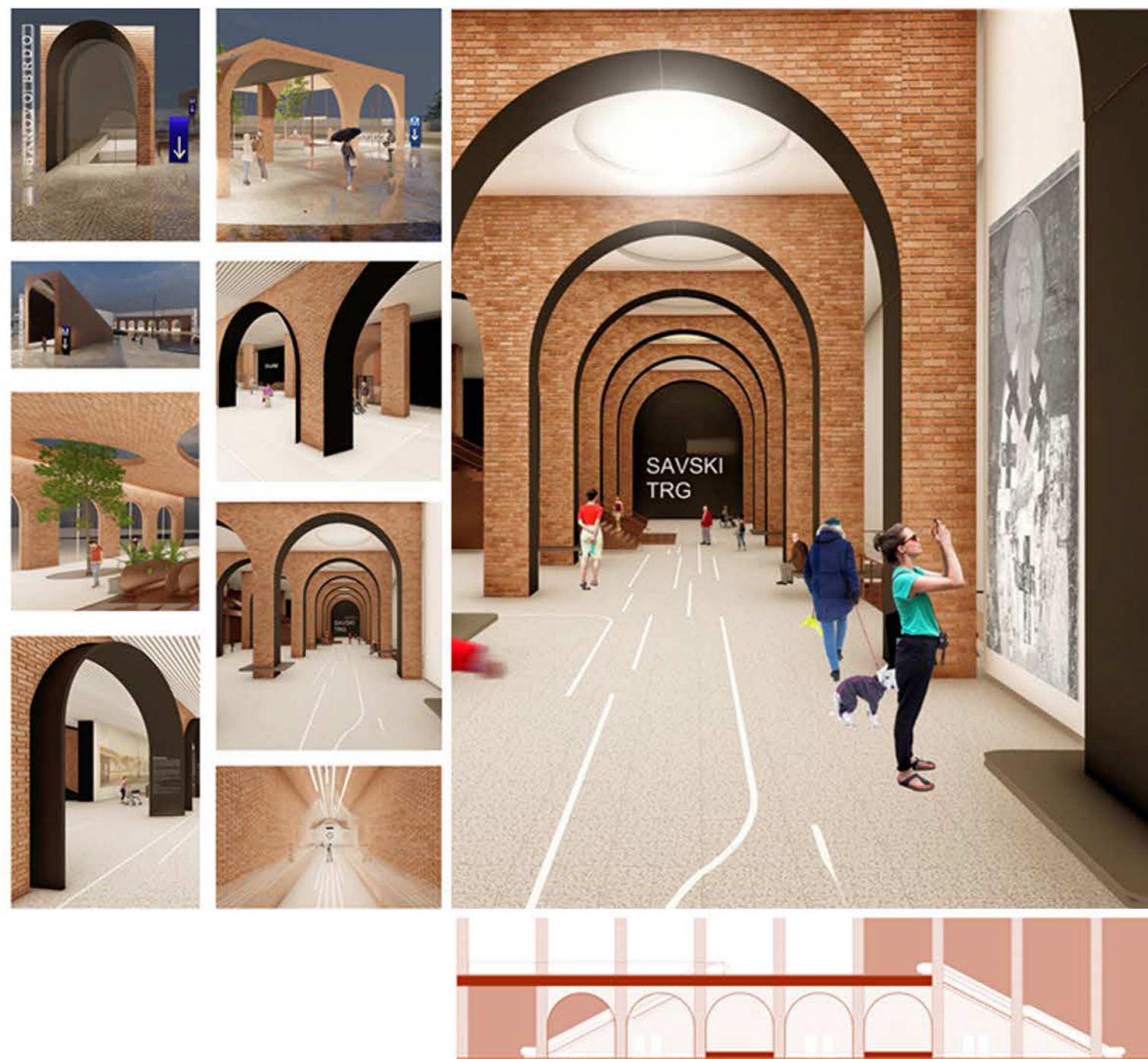
The arches of the metro station are deeply rooted in the historical and cultural heritage of Belgrade, especially inspired by the traditional arches of Kalemegdan. These arcs not only convey the aesthetics and functionality of traditional architectural elements, but also carry with them the spirit of the past and the identity of the city. The proportions of the arches were carefully adjusted to achieve harmony with the contemporary urban landscape, while materials such as brick were chosen to emphasize authenticity and durability.

With their symbolic value, the arches of the metro station become not only architectural elements, but also a symbol of the connection between the past, present and future of the city.

Arcade

- symbol of strength and stability
- structural support
- attractive visual elements

In combination with modern materials, arcades emphasize the fusion of tradition and modernity.



Despite the specific guidelines that are taken into account when designing different metro station typologies, there are several aspects that are common to all four types of stations that depend on the above/underground positioning.

Station above ground

On ground station is usually a ground floor building (although it can be multi-storey with multiple purposes) and is composed of one main floor. The main floor functions as a concourse and a platform with auxiliary spaces for communication between the platforms on the lower/higher floor.

A shallow station

The shallow station has two underground floors: a concourse and a platform. The concourse is a large hall with a border between paid and unpaid zones, publicly available facilities and operational rooms for employees. The platforms are directly connected to the concourse and serve for the functional and safe passage of passengers onto the train.

Deep underground station

The deep station has three underground floors: a concourse, a mezzanine and platforms. Passengers arrive on the mezzanine level from the concourse level, where they are organized and further distributed towards the platforms. The mezzanine functions as a technical floor, which allows passengers to pass to the appropriate platforms, and passengers do not linger there.

Very deep underground station

A very deep station is a complex engineering undertaking, composed of four or more underground floors that include a concourse, two or more mezzanines, and a platform. The passenger flows are carefully designed to ensure efficient navigation from the concourse to the lowest mezzanine, while the other mezzanines are strictly closed to the public to maintain the safety and functionality of the space. Technical rooms in very deep stations, as in deep stations, are usually located on different levels, according to the needs and limitations of space. These architectural solutions require careful planning and implementation to ensure optimal user experience and functionality of the entire underground station system.

B1 STATION TYPOLOGY

I ABOVE GROUND

B1.1 STATION ABOVE GROUND

II UNDERGROUND

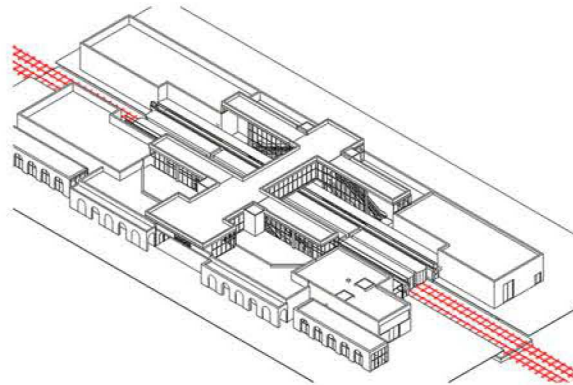
B1.2 SHALLOW - underground station without a mezzanine

B1.3 DEEP UNDERGROUND - a station with one or more mezzanines

B1.4 VERY DEEP UNDERGROUND - a station two or more mezzanines

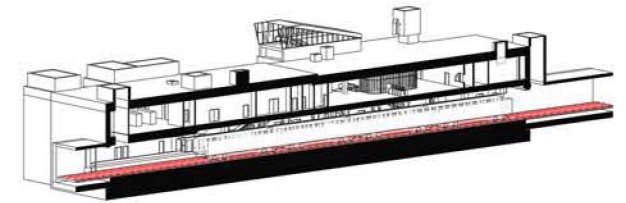
B1.1 STATION ABOVE GROUND

Makiš i Železnik



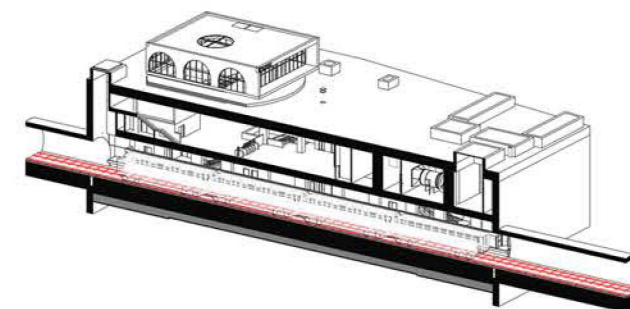
B1.2 SHALLOW

Bele vode



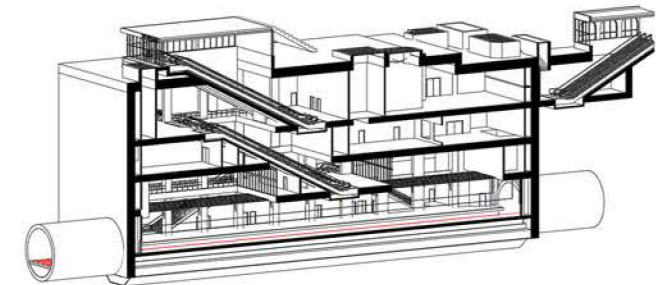
B1.3 DEEP UNDERGROUND

Žarkovo, Trgovačka, Požeška,
Park Banovo Brdo,
Ada Ciganlija, Sajam, Mostar,
Savski trg, Skadarlija, Dunav,
Pančevački most, Karaburma



B1.4 VERY DEEP UNDERGROUND

Trg Republike



B2.1 CANOPY

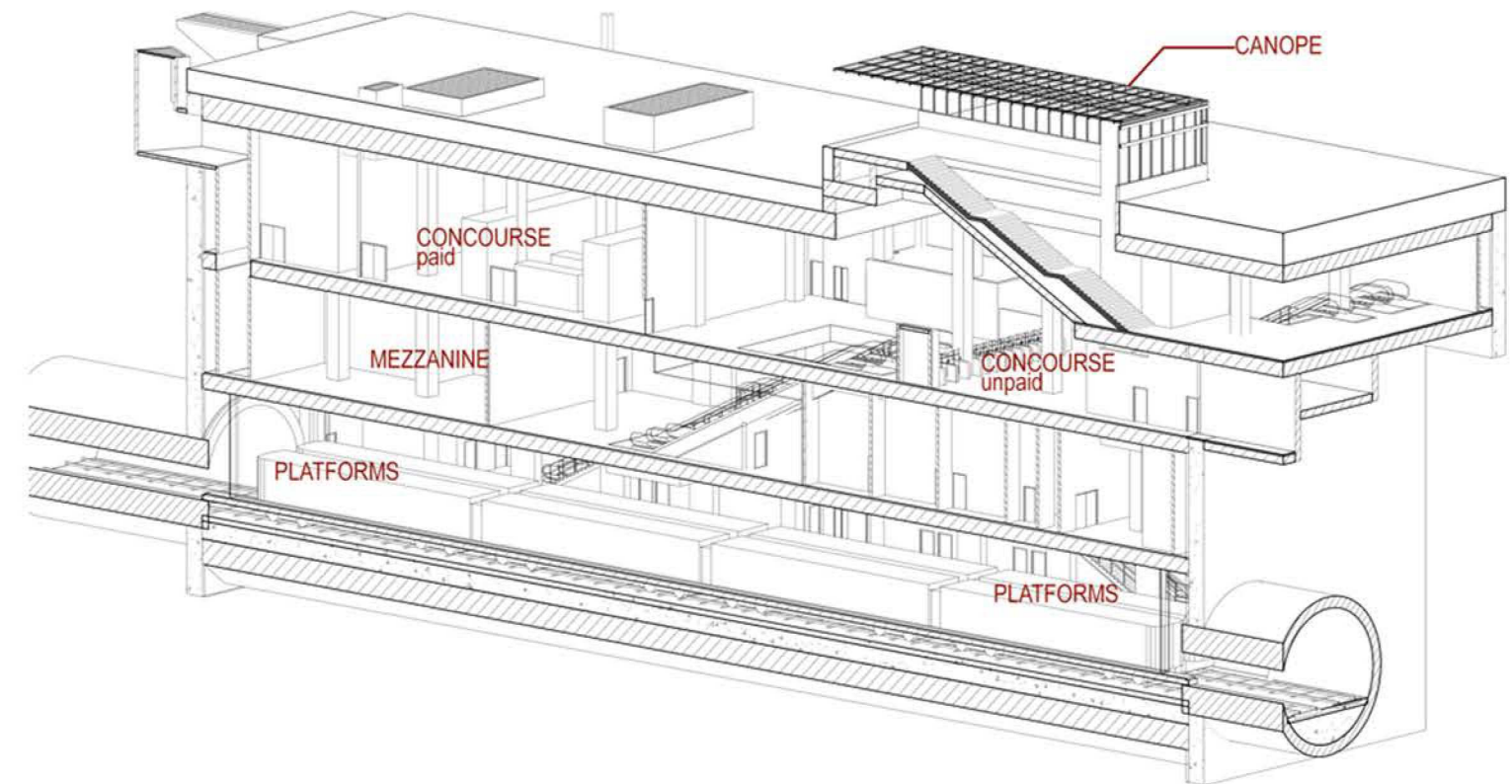
The canopy of the metro station represents a combination of functionality and aesthetics, providing protection from weather conditions such as rain and sun, while at the same time contributing to the aesthetic experience of the space.

It was designed as an integral part of the design, emphasizing the distinctiveness of the station and enabling comfortable entry and exit of passengers. The combination of glass surfaces and natural materials such as brick creates a harmony between contemporary design and traditional elements, while ensuring natural lighting during the day. The canopy thus becomes a symbol of functionality and aesthetics, contributing to the overall experience of the metro station.

- simple, usually from the sidewalk/street, side entrance often has a bike rack covered and closed at night
- this is the most demanding type because it is mainly adapted to sidewalks and the direct surroundings
- it is suitable for forming side entrances
- a space for storing bicycles is often designed with this type
- it can be closed at night if necessary

B2.1 CANOPY

Žarkovo, Bele vode, Trgovačka, Požeška, Park Banovo Brdo, Ada Ciganlija, Mostar, Savski trg, Trg republike, Skadarlija, Dunav, Pančevački most, Karaburma



B3.1 CANOPY

GLASS — C03



- Glass facade

Roof -
Entrance arches -
Glass facade
mullions -

METAL — M04



B02 — CLINKER



Floor -

M15 — GRILL



Ceiling -

- Specific brick layout on the side wall of the canopy

BRICK — B01

- Walls (interior and exterior)

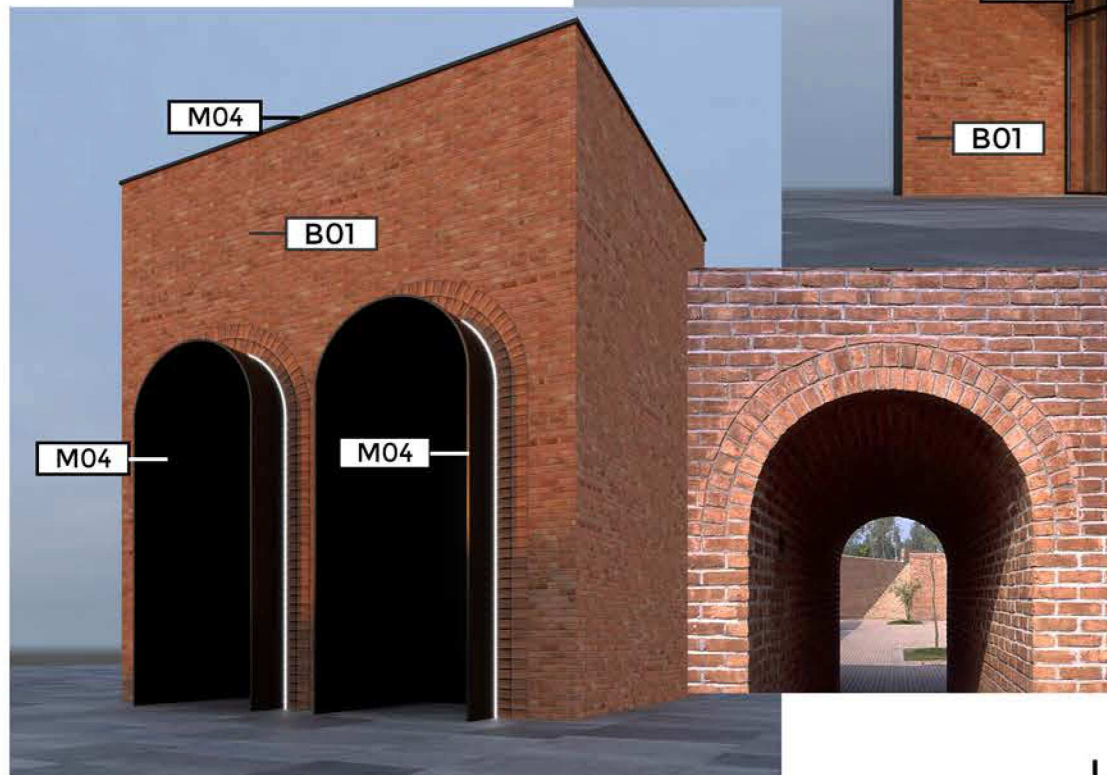
TILES — C03



- Stairs

ELEVATORS

Elevator entrances
defined by arches, formed by
the traditional way of brick
arch construction.



M04

G03

B01

B02

M15

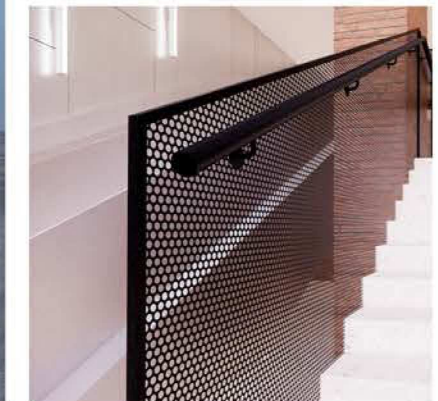
G02

M04

M04

B01

PERFORATED
METAL — M06



- Stair handrail
Used on all above ground
stair handrails.

G02 — GLASS

Escalator railing -

Glass covered with foil.
Used on all escalators in the project.

