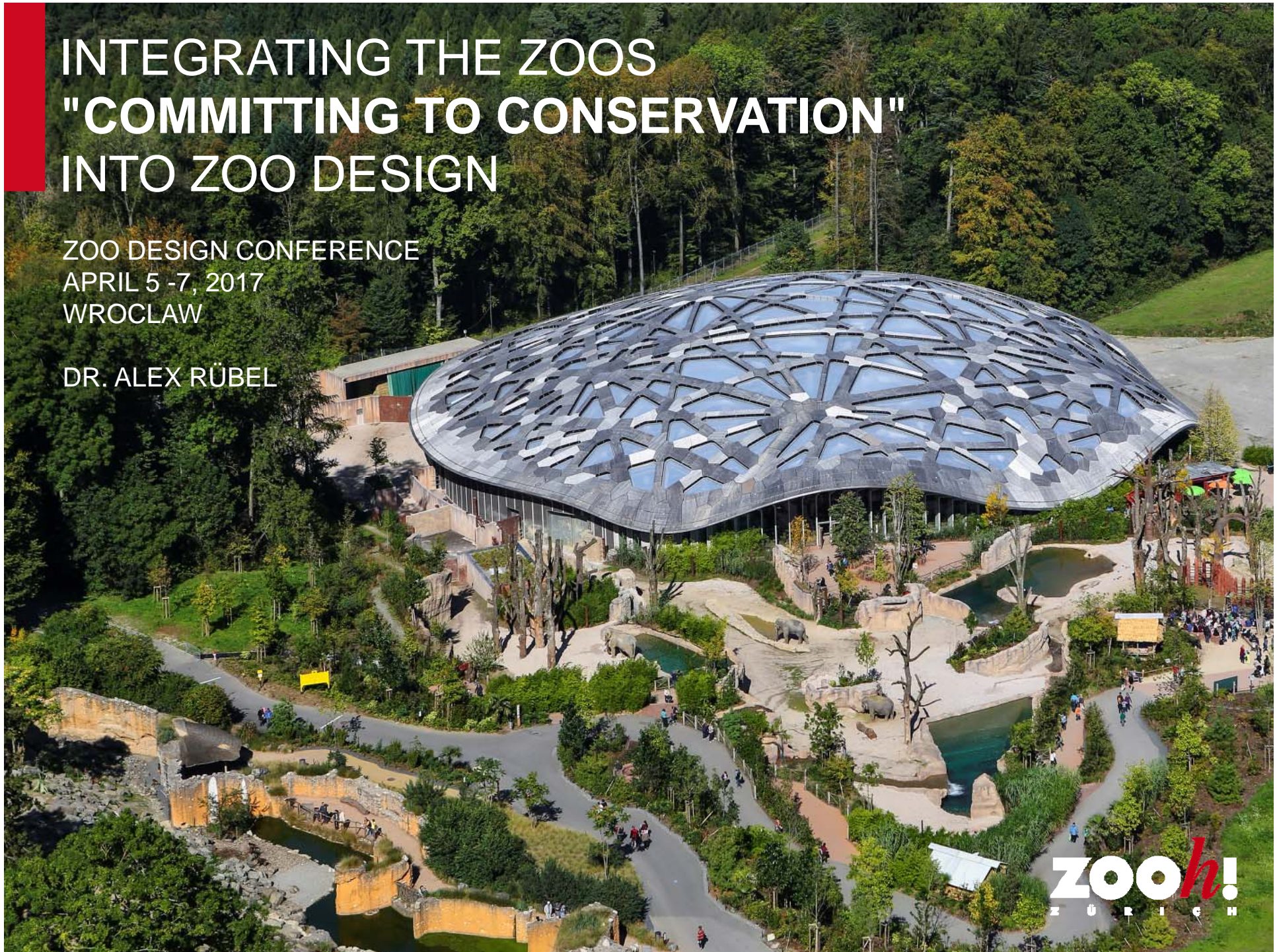


# INTEGRATING THE ZOOS "COMMITTING TO CONSERVATION" INTO ZOO DESIGN

ZOO DESIGN CONFERENCE  
APRIL 5 -7, 2017  
WROCLAW

DR. ALEX RÜBEL

**zoo***h!*  
ZÜRICH





## **ZOO – VISION**

### **COMMITTING TO CONSERVATION**

We support programs for species and habitat conservation

We awake and encourage the interest of the visitors in our tasks (to provide recreation, to inform, to conserve nature, to research) by actively involving them in the world of animals (habitat immersion).

## MARCUS VITRUVIUS POLLIO (ca.75-15 B.C.)

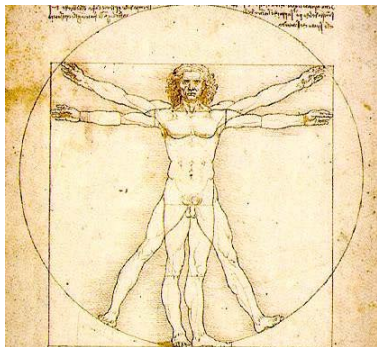
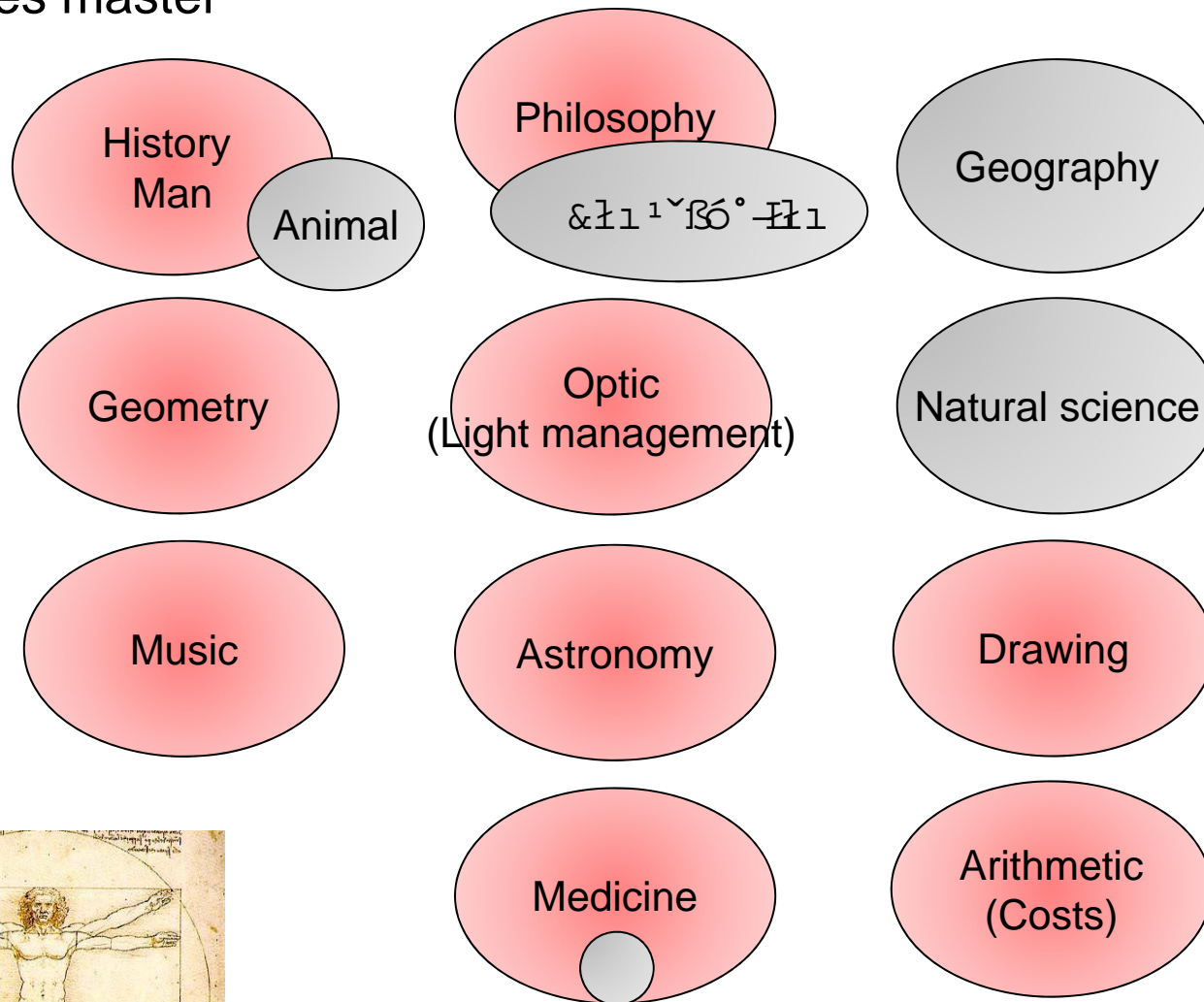
### *The task:*

Firmitas	=	structural strength
Utilitas	=	usefulness, function
Venustas	=	grace, aesthetic craftsmanship and mental work

### *The architect's skills:*

Fabrica	=	crafts
Ratiocinatio	=	mental work

**VITRUVIUS:** Only, who, beside ,fabrica' performs ,ratiocinatio' becomes master



# ARCHITEKTURE AT THE ZOO – BUILDING ANIMAL EMBASSIES

**Prof. Dr. Dr. Heini Hediger:**

**„The two most enemies of zoos: The veterinarian and the architect!“**

Human ethics

Individuum

Abstraction

Antropocentrismy

The body as role model

(Vitruvius, Leonardo, Corbusier)

Man is the measure of all things

Conquer nature

**VS**

nature ethics

species (community)

complexity of diversity

equivalence of living creatures

nature as role model

Man is part of the whole

integrate in nature

# THE QUALITY OF AN ENCLOSURE

## **It serves the visitors:**

Aesthetics, inspiring, functional

## **It serves the animals:**

Animal Welfare

Enrichment

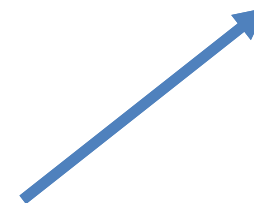
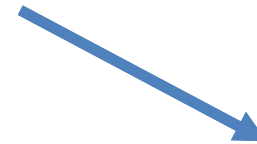
Behavioral needs

## **It serves the institution:**

Easy to run by the staff

Cost effective

Sustainable



**MEANS**

# THE QUALITY OF AN ENCLOSURE

## **It serves the vision:**

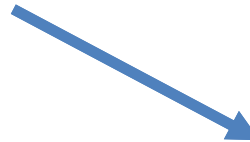
Committing to conservation



**VISION**

## **It serves the visitors:**

Aesthetics, inspiring, functional



## **It serves the animals:**

Animal Welfare

Enrichment

Behavioral needs



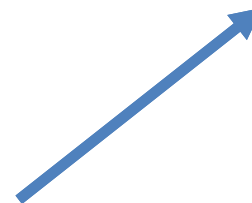
**MEANS**

## **It serves the institution:**

Easy to run by the staff

Cost effective

Sustainable



# VISION

Zoo as motivator of a strong **human-animal relationship**

Zoo as **ambassador** and **PR-agency** and

Zoo as **competence center** for the animal world and nature

attractive

sensibilizing

fascinating

motivating

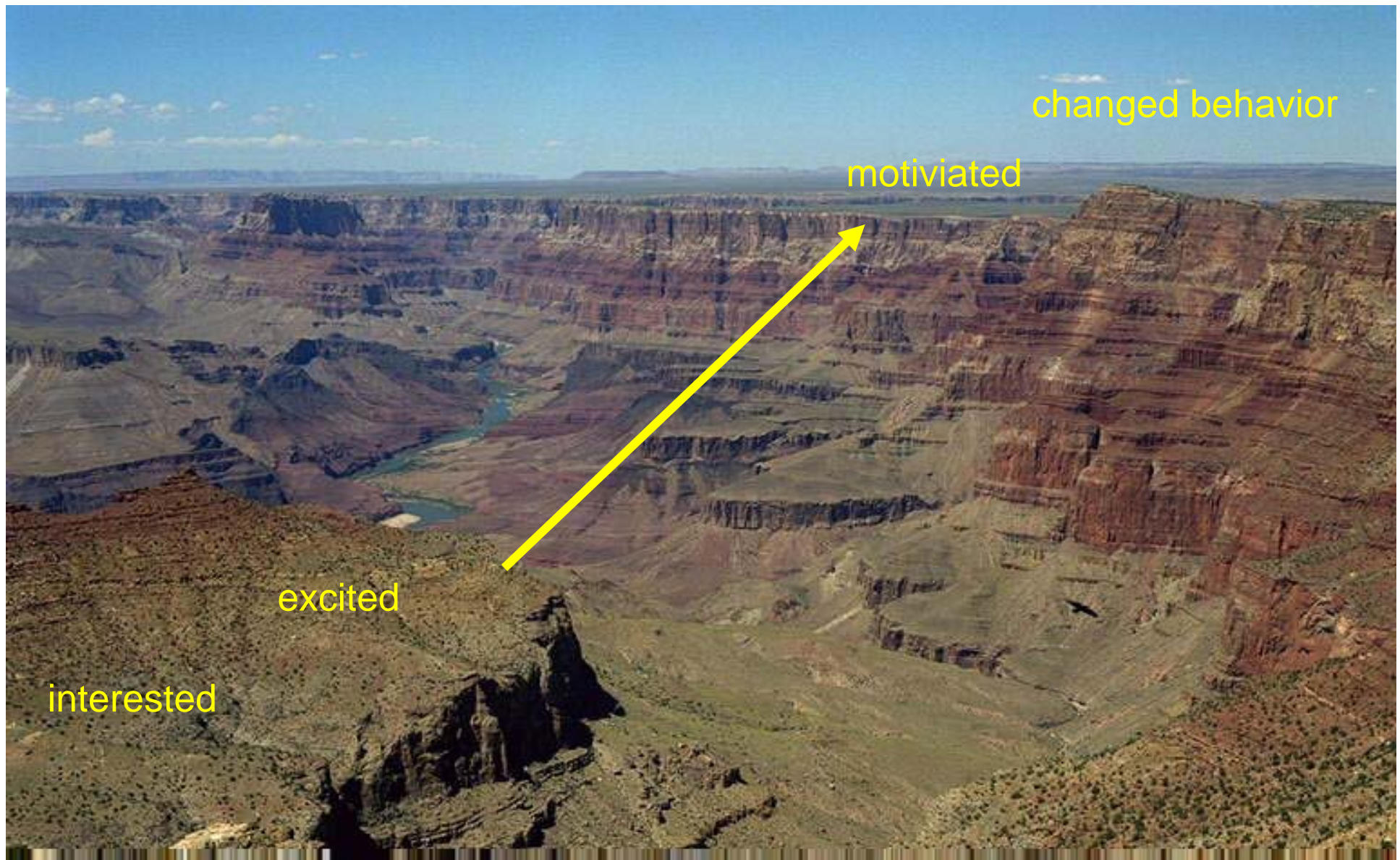
stimulating

involving



Zoo as conservation center





**Overcome Nature - function not in line with conservation strategy**  
Man is the measure of all things - animal is object



Penguin Pool  
Berthold Lubetkin





# SEA POLLUTION





# EXTINCTION OF AMPHIBIANS





## KAENG KRACHAN ELEPHANT PARK DESTROYED HUMAN HOME





## ... AND DESTROYED PINEAPPLE FIELD





## KAENG KRACHAN ELEPHANT PARK – ALARM FENCE





## KAENG KRACHAN ELEPHANT PARK – WATCH TOWER





## KAENG KRACHAN ELEPHANT PARK – WATCH TOWER



# MASOALA RAINFOREST – INFORMATION CENTER

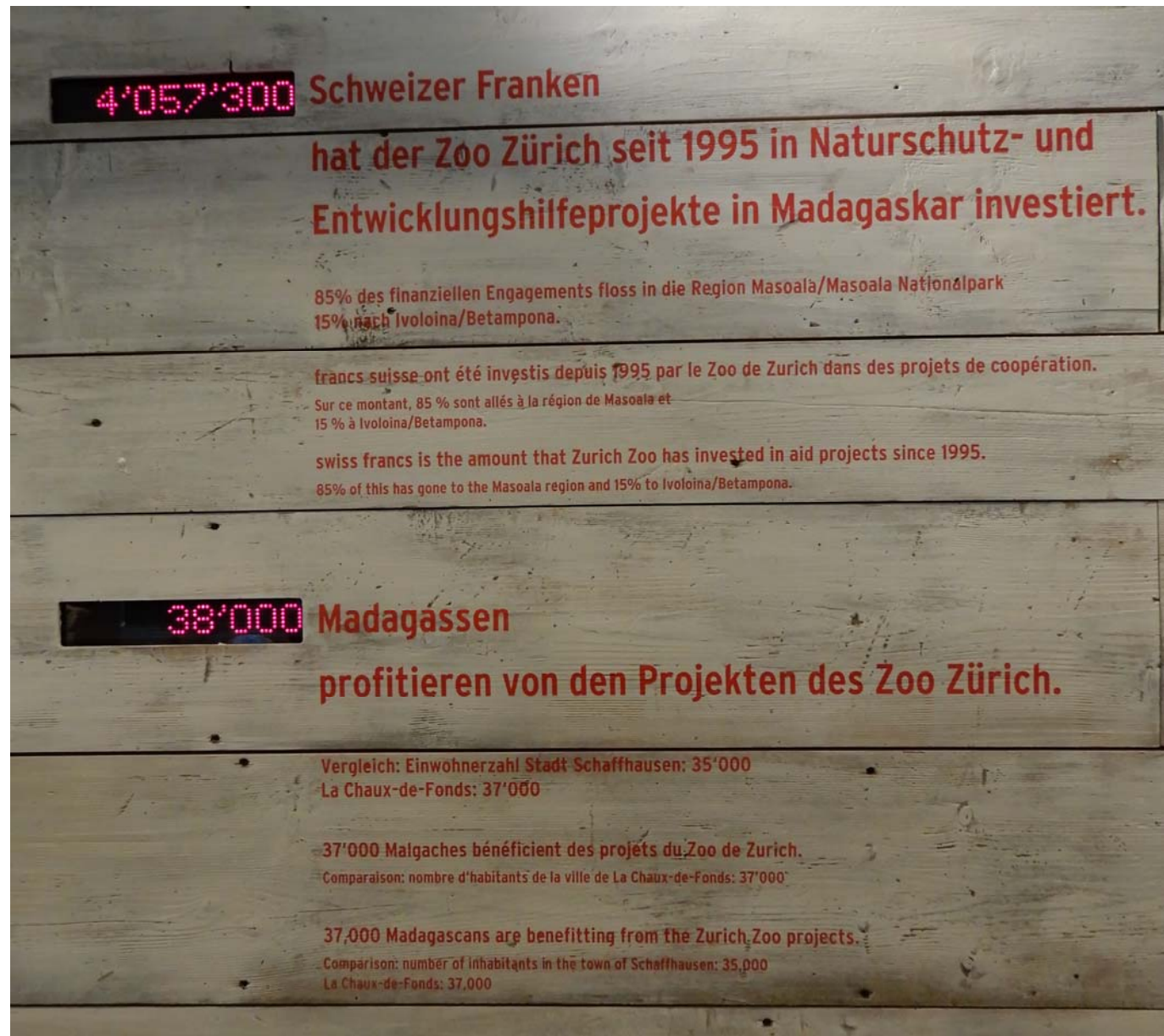




# MASOALA – COMMUNICATING OUR ENGAGEMENT



# MASOALA – OUR VISITOR SUPPORTED RESULTS





## MASOALA – FROM INFORMATION TO VISITOR ACTION



## GEAT APES - SHOPPING FOR THE RAINFOREST





## PALMOIL AND THE ORANG UTAN



## PANTANAL – ILLEGAL ANIMAL TRADE



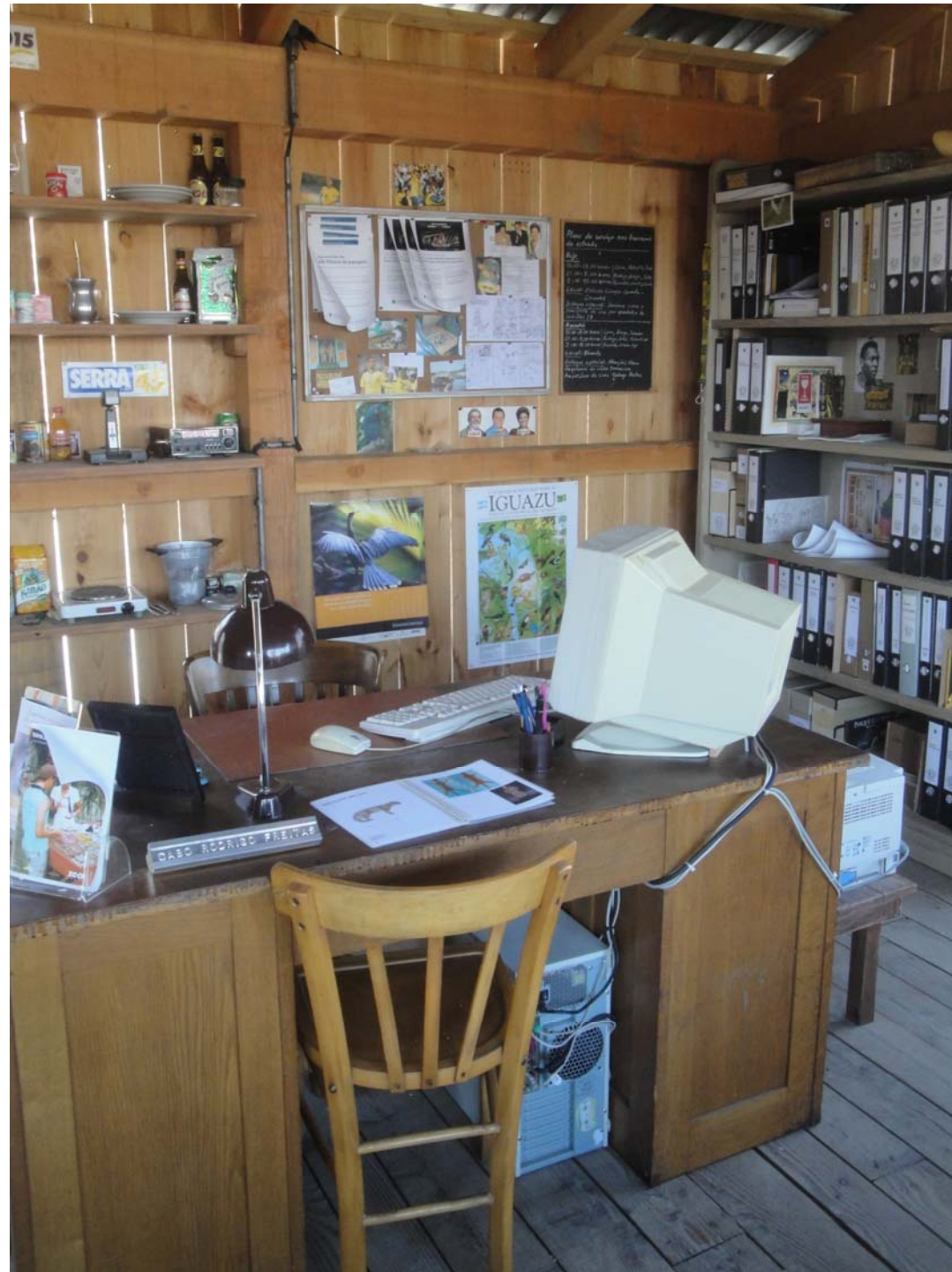


## PANTANAL – ILLEGAL ANIMAL TRADE – RANGER'S OFFICE



**PANTANAL –**

**ILLEGAL  
ANIMAL  
TRADE –  
RANGER'S  
OFFICE**





## PANTANAL – ENVIRONMENTAL POLICE



## DESIGNING FOR CONSERVATION - RESULTS

**85% of visitors see the zoo primarily as a conservation center**

**\$ 20 millions direct contributions for field conservation (since 1996)**





In the end we will conserve  
only what we love.

We love only what we understand.

We will understand only what we are taught.

Baba Dioum