

BLUE EYE

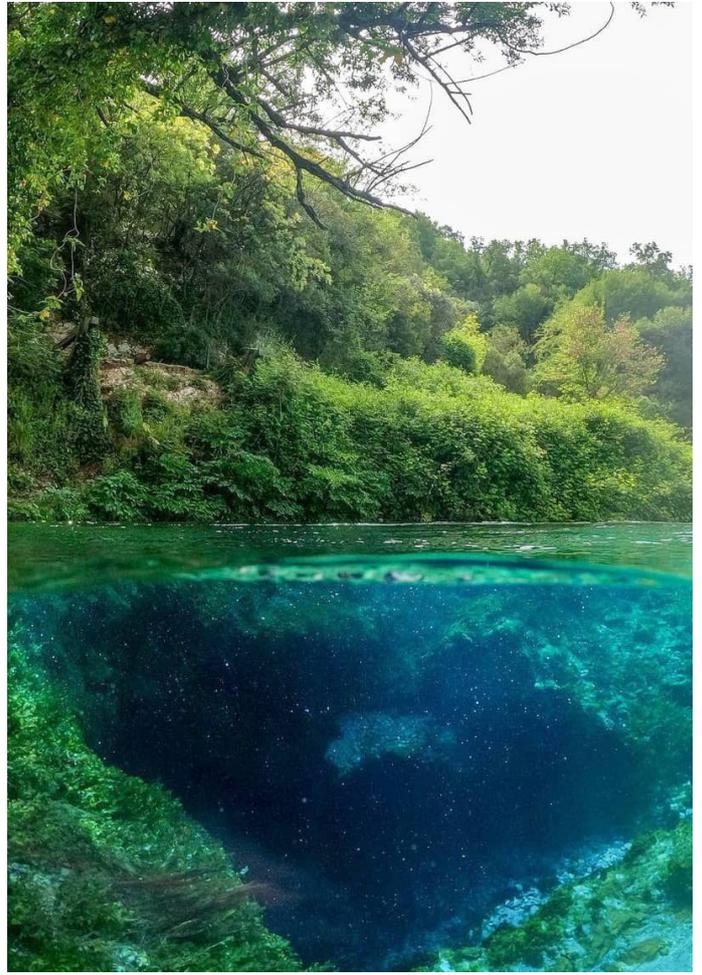
SUSTAINABLE TOURISM FOR A NATURAL MONUMENT

assignment consultancy, feasibility studies **location** Sarandë, Albania
size 1.8 km² **client** Albanian Development Fund **services** integral strategy **status** completed, 2020 **team** Martin Sobota, Piotr Kalbarczyk, Rexhina Basha

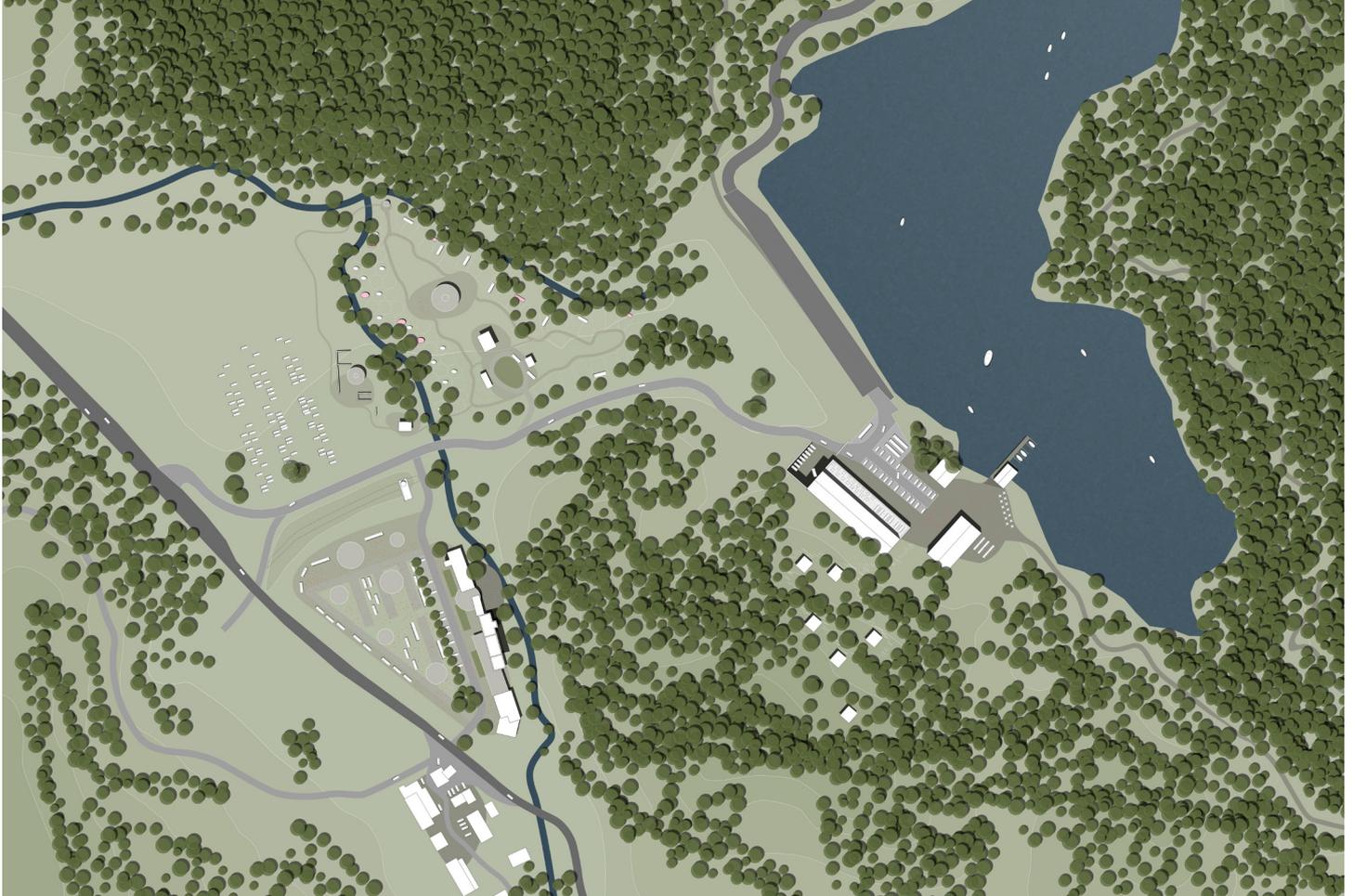
As one of Albania's most important natural sites, the area of the water spring of „Blue Eye“ (Albanian: Syri i Kaltër) has been misused and therefore endangered by tourism for years. Our master plan is the attempt to manage „Blue Eye“ sustainably and to prepare it for the expected increase in tourism. The integral strategy protects the natural monument while at the same time releasing its full socio-economic potential. This is achieved through various interwoven strategies, such as diversifying the local offering.

The immediate area of this rare, almost unreal place is a natural monument characterized by sycamore and oak trees. With the ambitions to improve the local infrastructure for sustainable yet more intensive tourism, we developed an integral strategy for spreading the load of visitors during peak season throughout the year by providing yearly services and activities. By introducing new ways of accessing the Blue Eye Monument, we create different scenarios, points of view and vibes (hiking trails, boat trips and a family path). The program is rounded off with a visitor centre, local product shop, camping facilities and a newly developed cultural and social agenda, proposing the possibility of organizing festivals and local markets close but not right next to the Blue Eye. All of that to stimulate the unique character and potential of the area while keeping the nature intact.

The result is a natural phenomenon, unique on a global scale and protected for future generations.



The water spring of "Blue Eye" is a must-see on everyone bucket's list of Albanian natural attractions.



Masterplan for the month of June - A market offers a variety of high-quality, locally-made Albanian products and a unique shopping experience.



New paths (hiking trails, boat trips and a family path) create different scenarios, points of view and vibes.



The newly defined green entrance of Blue Eye.



function scheme logistics



The visitor center gives guidance and serves as an important public space.