



SWOT ANALYSIS

STRENGTHS

Legendary Food

Has a very strong food culture, where local food stalls that have been there for a very long time, some for generations continue to serve regular customers. Many of which still appear like they belong in the 80s and 90s.

Variety of Architectural Styles

The street displays a mix of architectural styles, showcasing the evolution of architecture over time.

Large, Old Trees

Ancient trees preserved around the site gives a hint to the age of the place. Has an impact on the microclimate. some noticable activity around these places.

WEAKNESSES

Visual Clutter

Lack of control on placement of signboards and lack of appreciation of historical elements has resulted in Visual Clutter with signages placed everywhere (which lead to nowhere), causing a rhythmic distrupction - confusion regarding pedestrian navigation and demolition of facade richness and questionable visual appropriateness.

Walkability

Non-pedestrian friendly, although there is high pedestrian usage. Disconnected, traffic centric (pedestrian crossings take a very long time), uncovered pathways, bad maintenance and changes in level. No proper continuation of pedestrian walkways, and it sometimes used by motorcycles.

Lack of Landscaping and Street Furniture

Lack of landscape and street furniture around the rest of site context (benches, seating areas, trees, planter boxes, etc.) does not enhance the pedestrian experience. The lack of landscaping also give a 'hard' feel to the place and increases heat reflection vs offering cooling spaces.

OPPORTUNITIES

Jejak Warisan

Jejak Pekan Lama Pudu, the market quarter has been recognised as a Heritage trail in the Kuala Lumpur Masterplan. An opportunity for tourism and recognition for preservation.

LRT Station

High volume of pedestrians, passing by site especially towards the directions of the LRT station.

Re-establish Historical Linkage

Uncovering the historical narrative of the placce through interactions and documentations with the empathetic insiders still within and around the site to deepen the appreciation of the place.

THREATS

Buried Narrative

With the departure of the empathetic insiders, the stories of the Place, People and Buildings of Pudu have been buried and along with it the value, richness and appreciation. These stories can still however, be uncovered from glimpses of architecture language, materials (tiles, railings, doors, windows, shutters), signages, ornaments and people.

New development

As new buildings emerge, they alter the landscape of Pudu, potentially erasing historic narratives of Pudu. This 'development' is seen as creating a distinct separation between the exclusive (new developments) vs the inclusive (old town), effecting the fabric of the place.

Dormant Buildings: Activity Voids

Several unoccupied buildings like Wisma SCA, the green building along Jalan Chin Chin can becomes a breathing ground for undesirable activity and dilapidation.

ISSUE STATEMENT

“Pudu grapples with multifaceted challenges that threaten its cultural identity and cohesiveness. Addressing the need for cultural enrichment, economic stimulation, and urban revitalization, the proposal aims to establish an art gallery in Pudu, Kuala Lumpur, to foster local artistic expression, preserve cultural heritage, and attract tourism, while also serving as a hub for community engagement and creative entrepreneurship.”

ISSUES OF THE SITE

- 1 Lack of designated public gathering spaces for the community to hang out and interact with the location
- 2 Rapid urbanisation currently taking place around the edges, possibly affecting the distinct heritage quality in Pudu.
- 3 Evidence of social gap between the old and new generation becoming a increased threat.
- 4 Occupancy of immigrants more than locals loses locality and a sense of belonging to the place. - insiders who used to live there are forgetting their roots and moving out to developed towns/cities.

QUESTIONS

- 1 Can THE GALLERY be a living intersection between the insiders and outsiders, a place where this intersections intentional or unintentional opens the possibility of deepening the experience and appreciation towards Pudu or the communities living in it?
 - And can it be a symbol (placemaker) for the people (who live in Pudu or once used to live in Pudu) to revitalise the place and bring a spirit of what Pudu used to be? (PHYSICAL STRUCTURE)
- 2 Can THE GALLERY renew the pride and be the voice of Pudu, recognizing and educating people about the living culture of the market quarter and the buried narratives, that has stood the test of time thru the resilience of the people?
 - And can the gallery summon the people who are divided and scattered to come together as a community to share the beauty of a town that they can be proud of? (SOCIAL STRUCTURE)
- 3 Can the gallery strike a conversation between the polarizing exclusive and inclusive neighbourhoods of Pudu?
 - And can it trigger the minds of visitors to realise that there is so much more to the place?



SENSE OF PLACE

Plays an important role in strengthening the bond between its diverse people and the local possibilities that have been lost over the years that define this distinctive area. It connects people to the heritage and cultural events that characterize the area, fostering a strong sense of place that appeals to both locals and visitors.

CONCEPT

PATH - PORTAL - PLACE (PERMEABILITY)
GORDON CULLEN'S 'SERIAL VISION'

description. To create a townscape structure that impacts an emotion through revelation.

- the human mind reacts to contrast (**interplay of THIS and THAT**).
- invoking a desire to discover the place and find out more about Pudu's lost history.
- the faculty of sight is a strong tool for how the environment is apprehended.
- CREATING A **PLACEMARKER** to a context that lacks placemarkers.

VISUAL LINKAGE

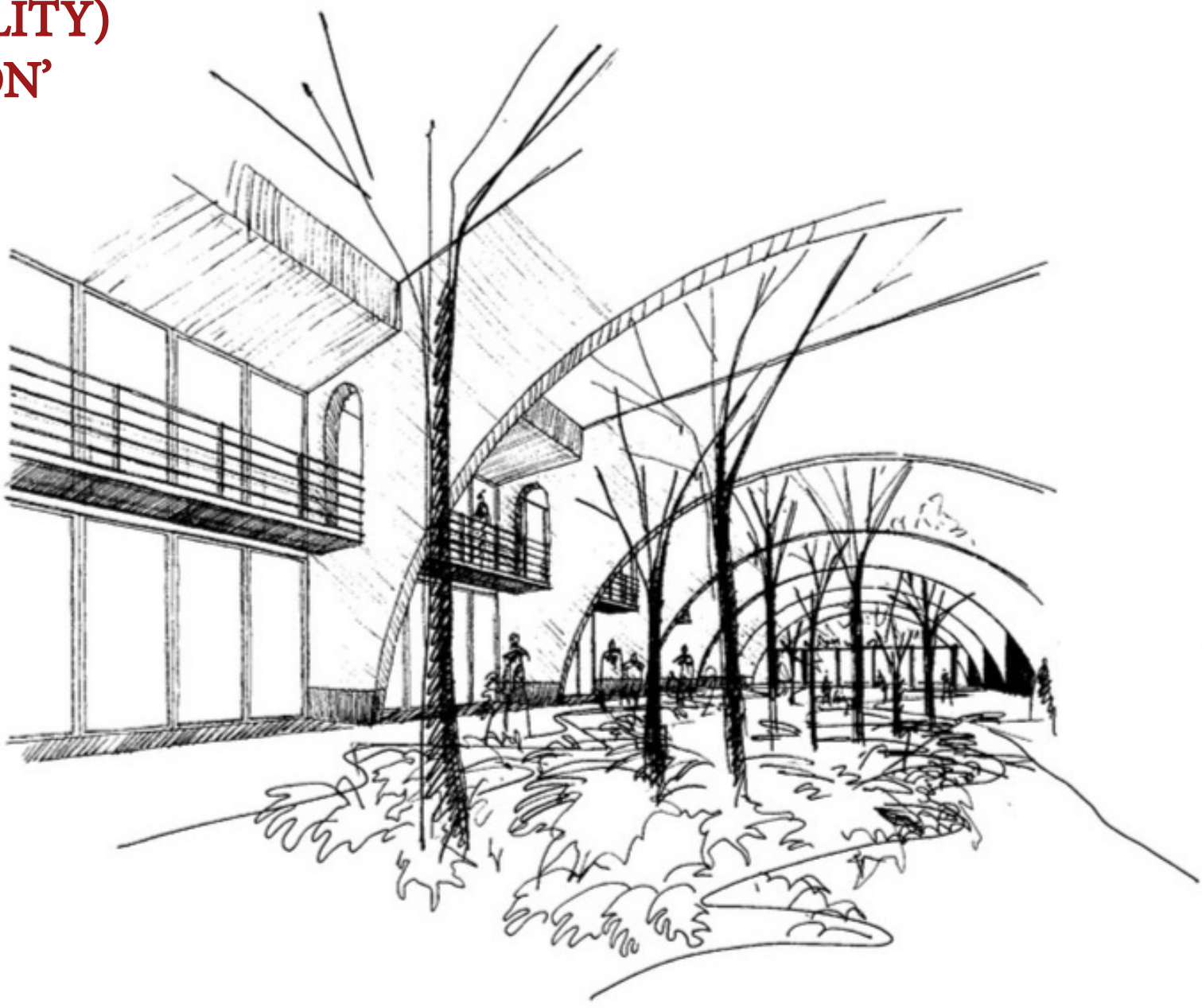
- creating opportunities to open up visitors' eyes to the positive views and highlight the strong (lost) culture in Pudu.

SOCIAL LINKAGE

- proposing a new, improved accessibility around the town to allow for the element of wonder.
- allow users to wander around the place freely and open up their views.

PHYSICAL LINKAGE

- sparking conversations between the communities that currently/used to have a connection to the place.



Visual Impressions

- Creating a building design that conforms to the site context, but creates a **HERE and THERE** experience (element of contrast) "Conformity killed, whereas the agreement to differ gave life"

Promote Walkability around the Site

- The site is rather car-centric, so creating pathways towards community parks or open spaces can allow for locals to simply walk over to the site and experience Pudu not by driving, but walking and travelling at a uniform speed and capturing the essence of Pudu, one step at a time.

Establishing a Sense Of Community

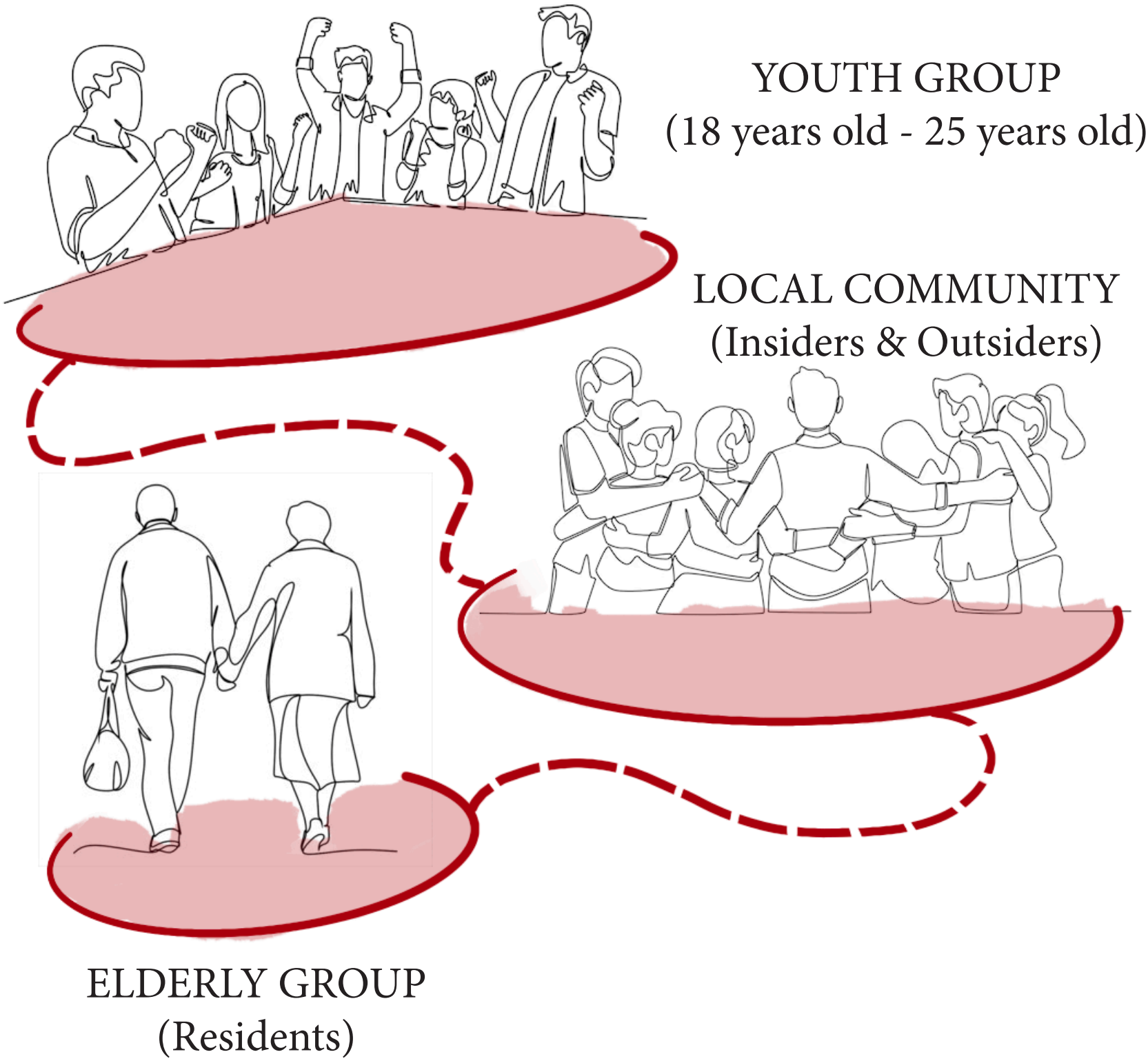
- Humans are constantly aware of their position in the environment (feel the need for a sense of place)

common unity
=
community

Establishing **CONNECTIVITY, LINKAGE, ASSOCIATION** to the place. (PHYSICALLY, MENTALLY, EMOTIONALLY)

- Pudu is a location with rich history, good food and a hub for travelling around greater Kuala Lumpur
- Closely knit communities lead to a sense of belonging
- Pudu has lost its occupancy of locals, greater percentage of migrants living there now (make Pudu a home for the locals again)
- Prevent for excessive development in Pudu like the rest of KL (cultural preservation)

TARGET USERS



DESIGN IMPLICATIONS



1. Creating a sense of conformity so that Pudu can retain its history and bring life to a location which you can presume is dying. (SENSE OF PLACE AND BELONGING)
2. Dynamic Contact (Urban Spaces)
Public gathering space that provides social openness, to connect the community of Pudu.
3. Establishing more connectivity through pathways for people to encounter and mingle with one another, building up common unity through familiarity.
4. Elevating views of Pudu that were never seen before to be shared with the locals and the outsiders, so that conversations can be planted to uncover the hidden history and mystery of Pudu.

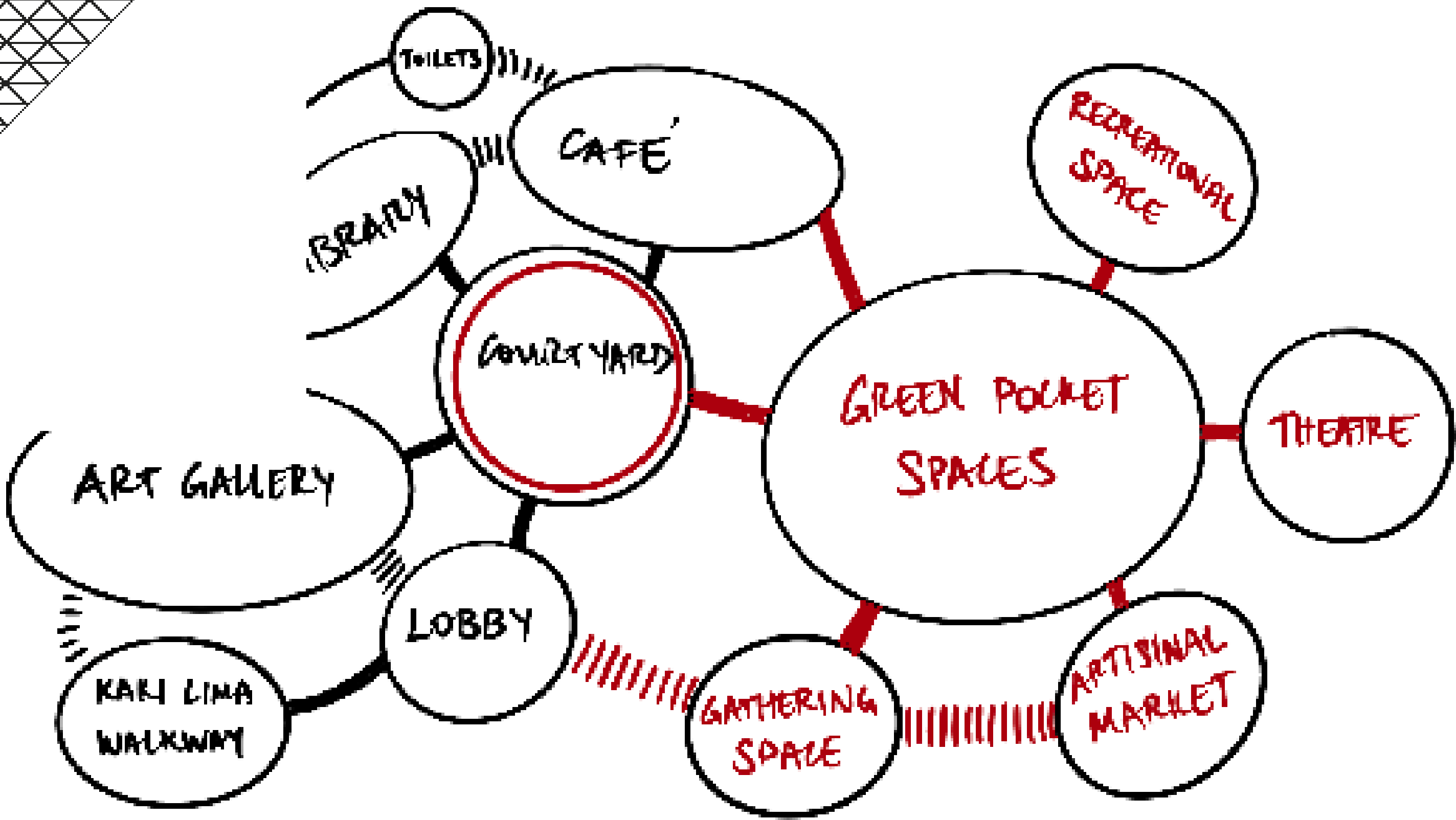
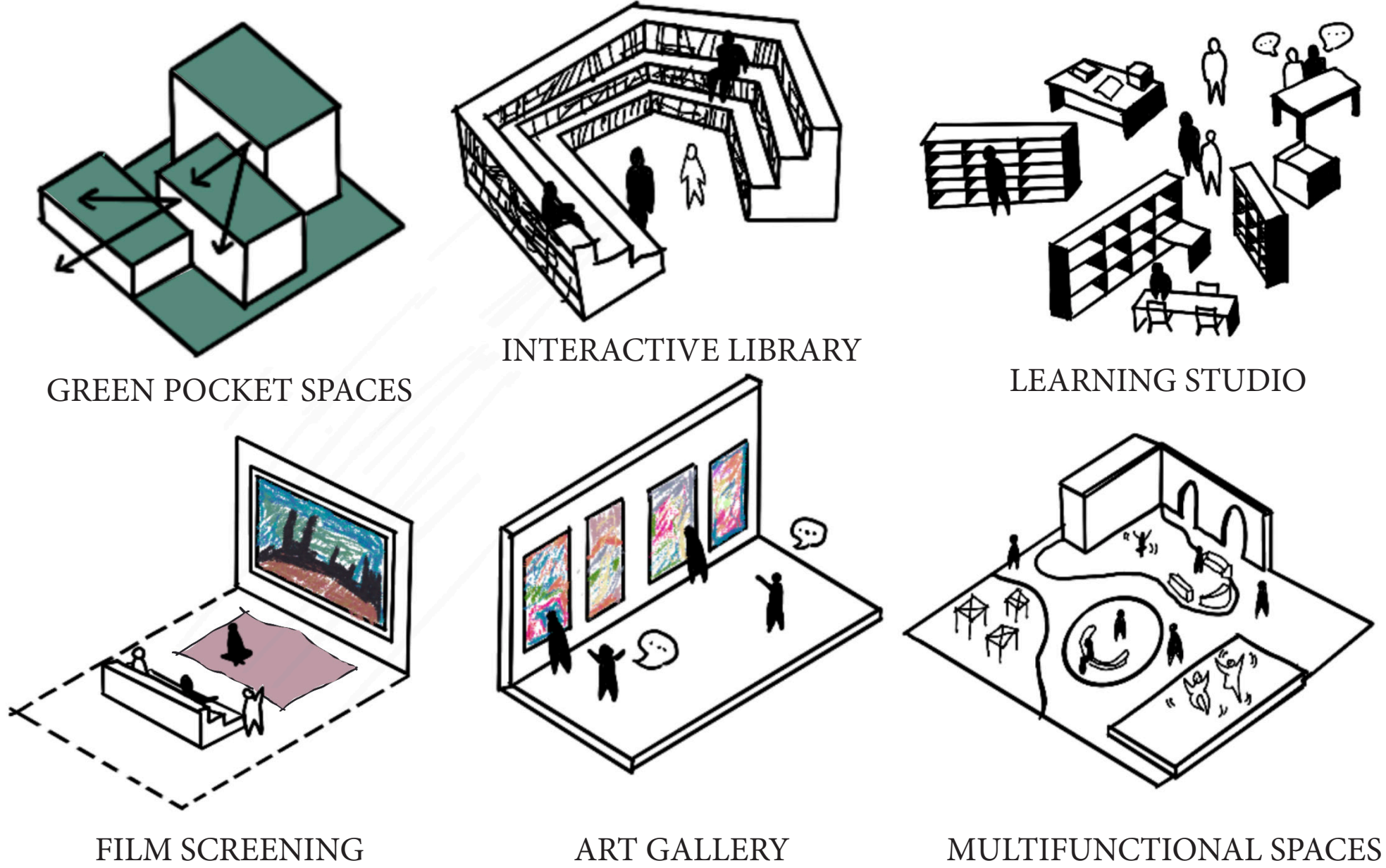


keywords. FIVE FOOT WALKWAYS, LEVELER, CONNECTIONS, CONTACT, EXCHANGE VIEWS.

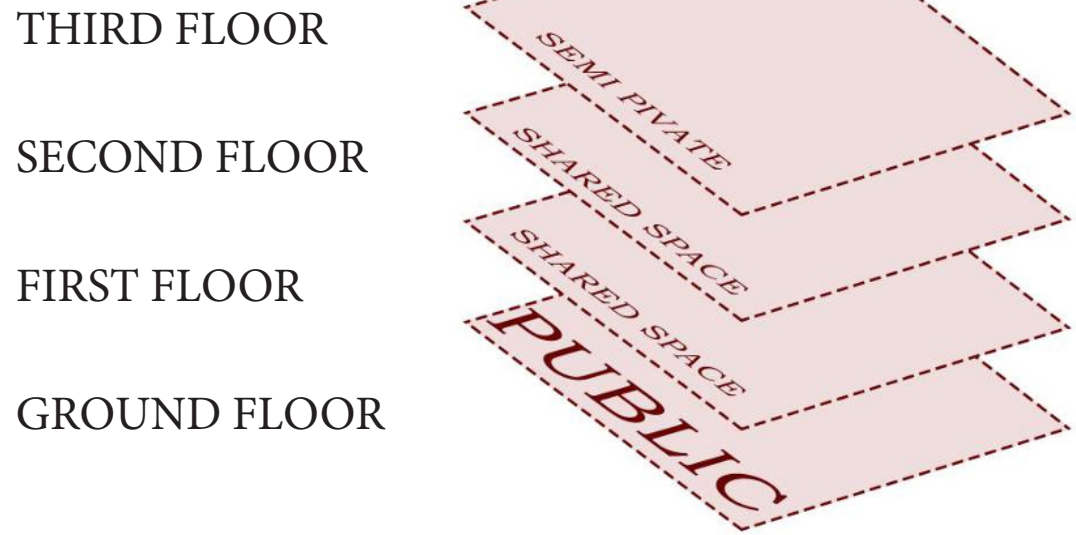
PROGRAMME DIAGRAM & SPACE PLANING

Drop-off/Pick-up	
Lobby and Reception	
Cafe	
Library	
Display Area	
Interactive Exhibition	
Artisan Market	
Gallery Shop	
Learning Studio	
Management Offices	
Meeting Rooms	
Storage/Archive Rooms	
Lounge Area	
Lifts	
Escalators	
Stairs	
Restrooms	
M&E	
Courtyard	
Green Pocket Spaces	
Observation Deck	
Open Seating Area	
Theatre/Performance Stage	
Gathering Space	
Al-fresco Dining	
Playground	

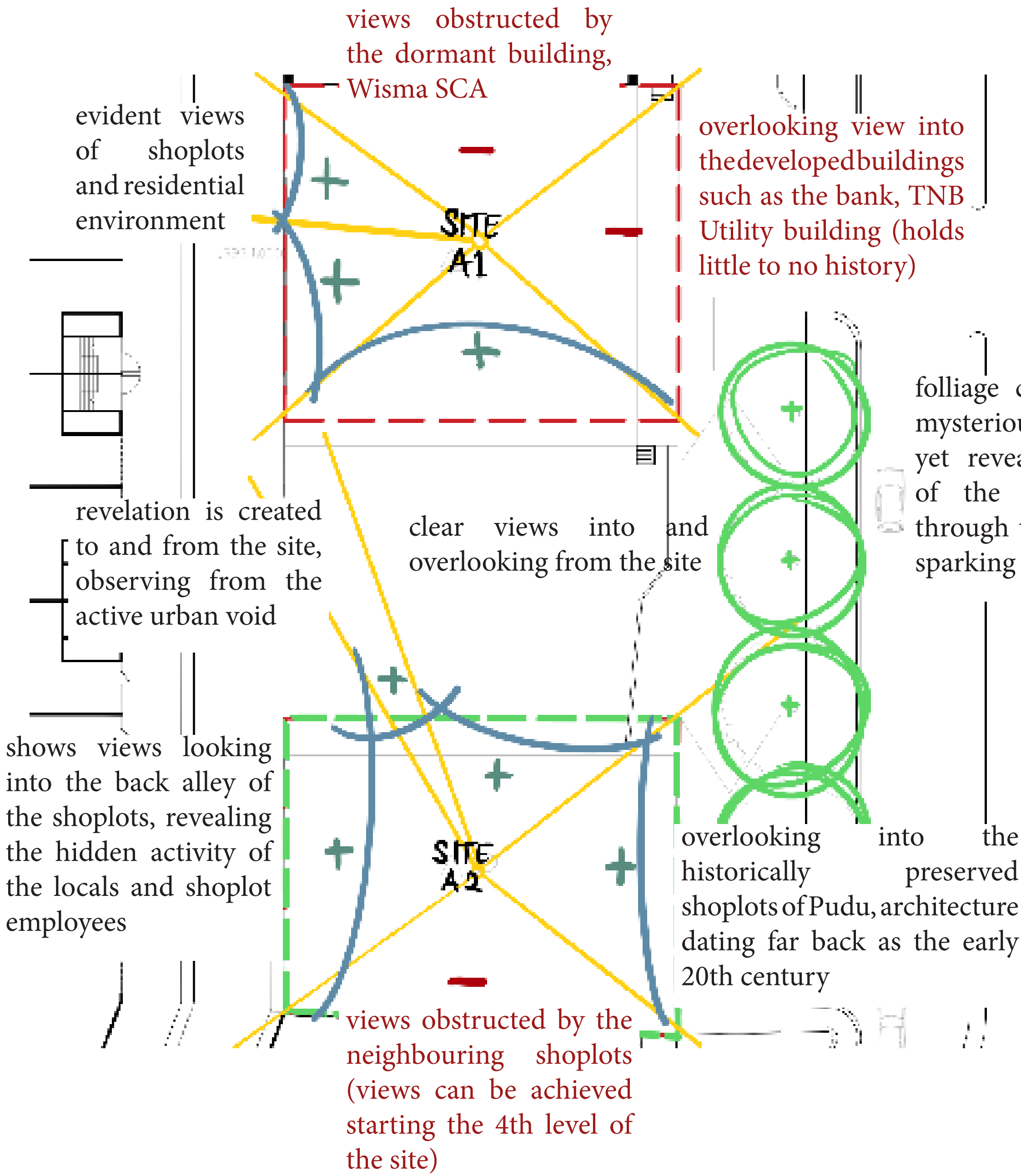
- Mandatory Adjacency
- Preferred Adjacency
- Undesired Adjacency



FLOOR PLAN ACTIVITY

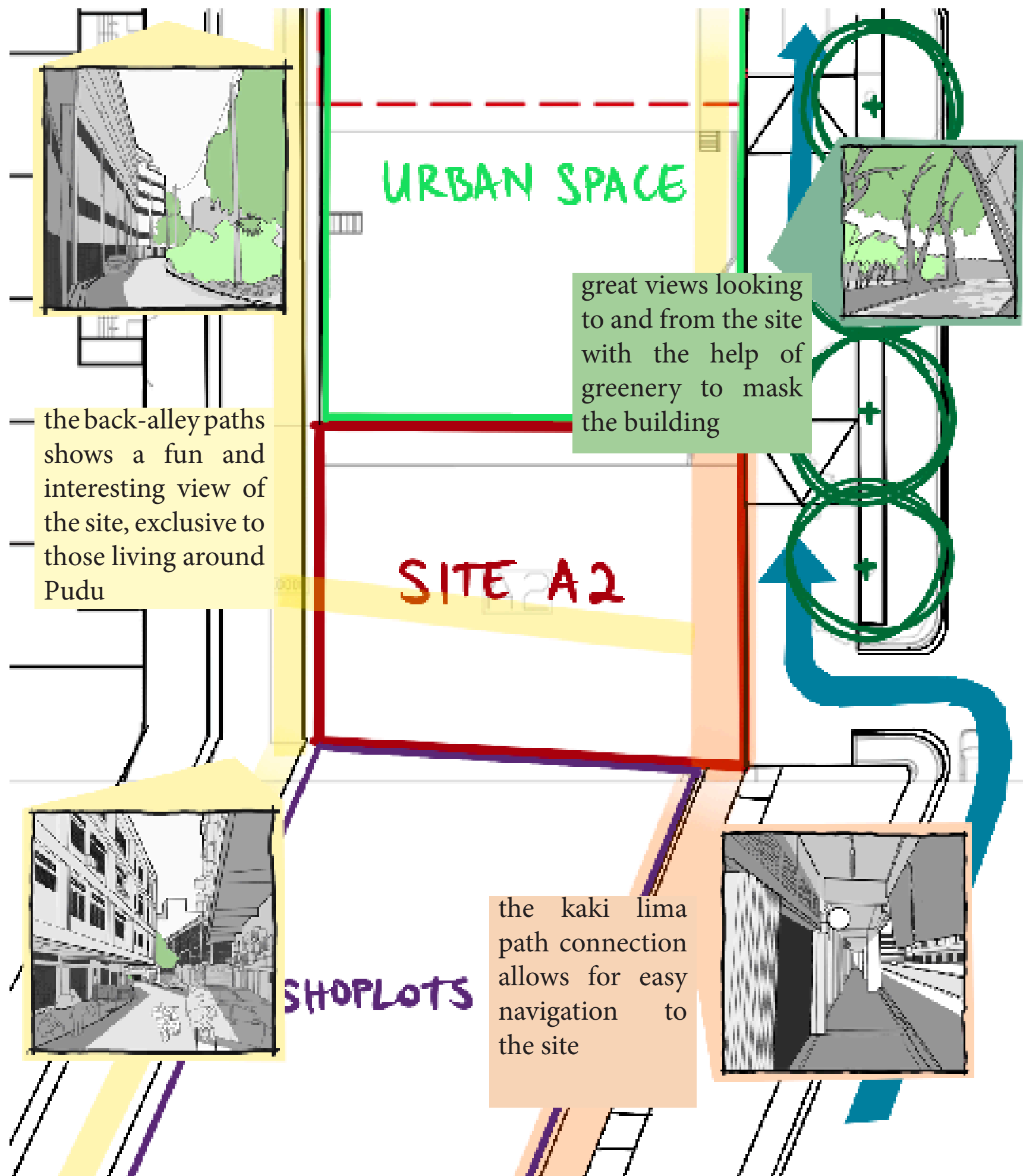


SITE RESPONSE



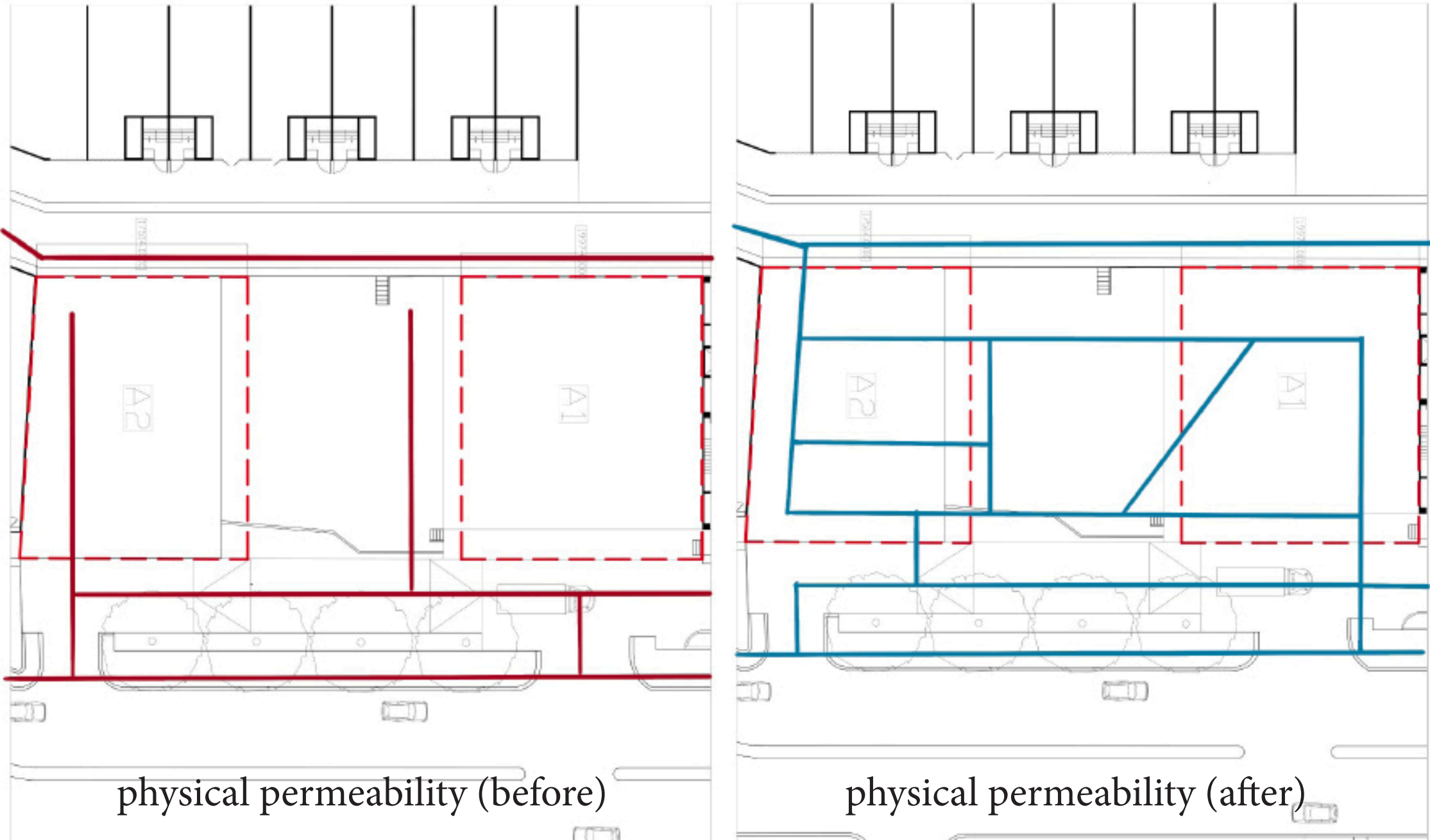
WHY CHOOSE SITE A2?

- connection with adjacent kaki lima pathway
- subtle appearance based on location (conformity with shoplots rather than with the tall building at Site A1, Wisma SCA)
- overlooking views from site into prominent spaces like the preserved shoplots and active void spaces
- playful appearance using the foliage by the main road, allowing users to be curious to the presence of the building

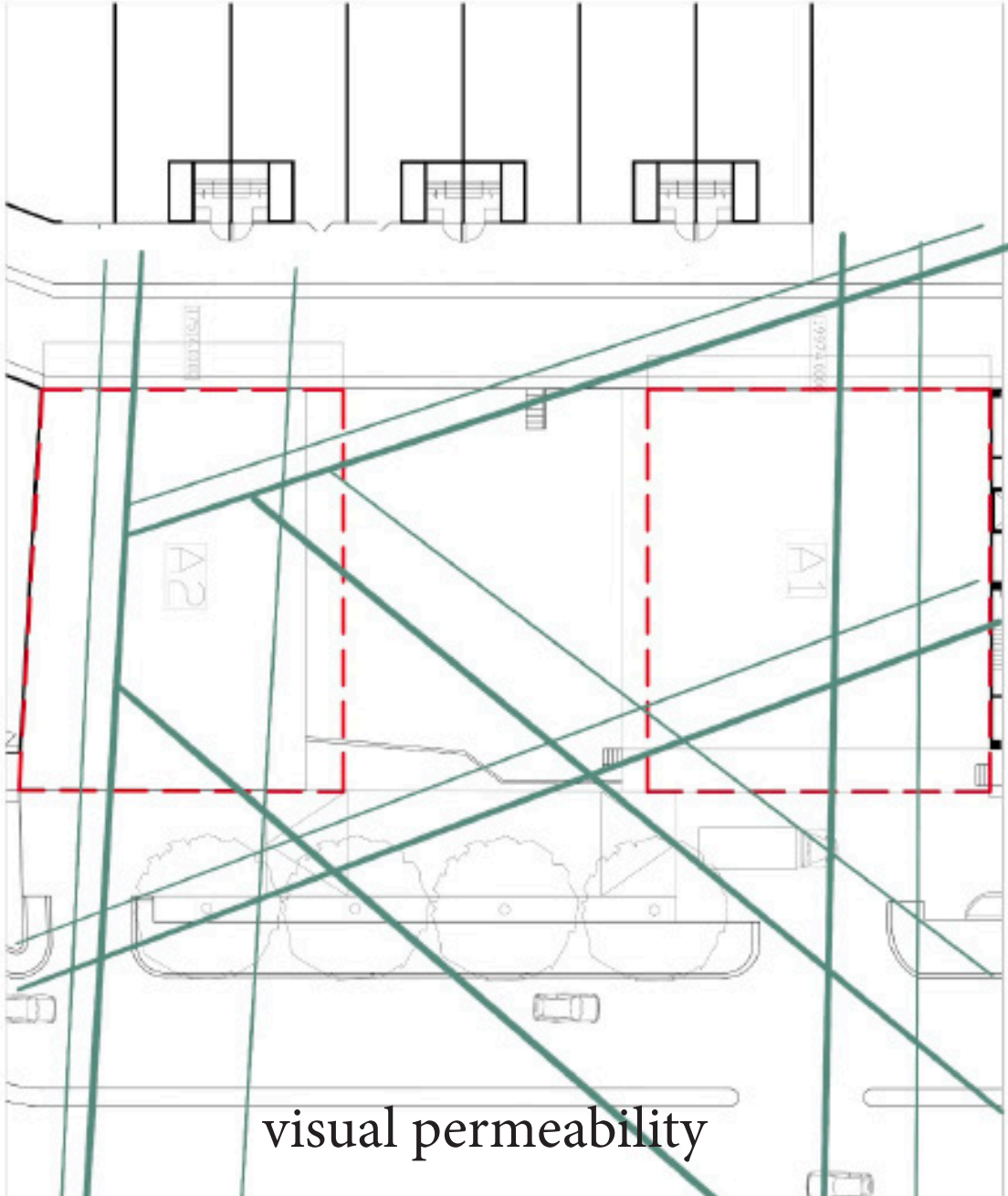


CONTEXTUAL RESPONSE & COMPOSITION

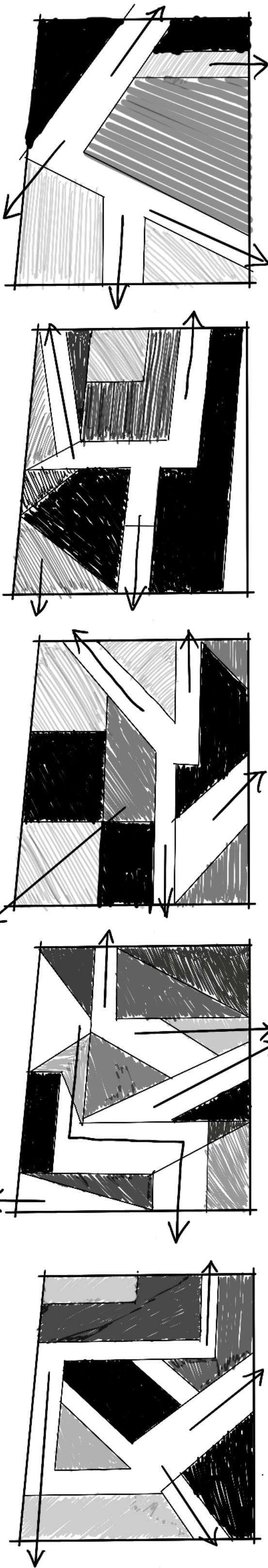
PEDESTRIAN MOVEMENT



SIGHT LINES



SCHEMATIC FLOOR PLANS



SITE MASTERPLAN



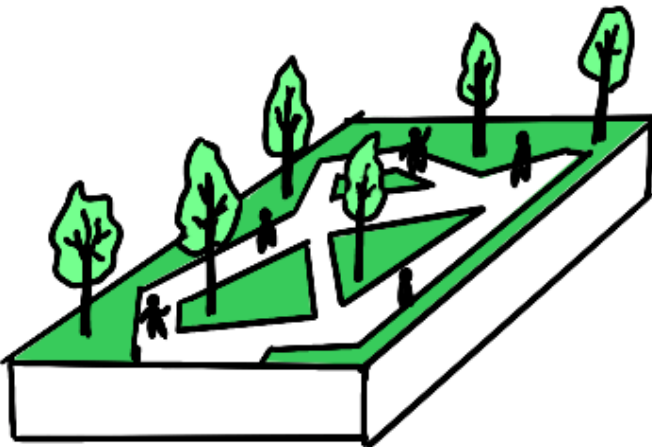
GROUND FLOOR PLAN

DESIGN STRATEGIES & INTENTION



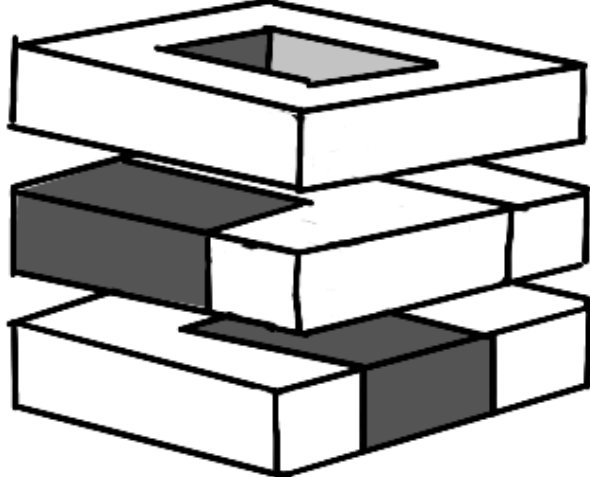
LAYERING & FRAMING

- Five-foot walkways used as a transitional space. Helps guide users throughout the site, providing a sense of direction.



DYNAMIC CONTACT

- Public gathering space serving as an exchanging & sharing center. A place for sensorial interaction.



SPATIAL SOLID + VOID

- Provision of several green pocket spaces within the building, bringing nature into the structure. Elevates views within the building.



DYNAMIC COMMUNITY

- Promotes the essence of market culture to the users, what Pudu is still well-known for.

MATERIALITY & FACADE - expression & functionality



- big concrete arches to divide spaces and guide users

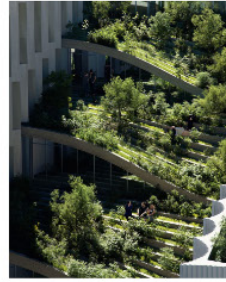


- brick pavers to guide users through the site



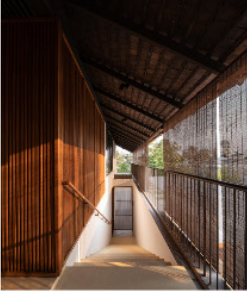
protruding balcony can be used as facade + promote views overlooking into Pudu

- sun shading device



green facade OR green space?

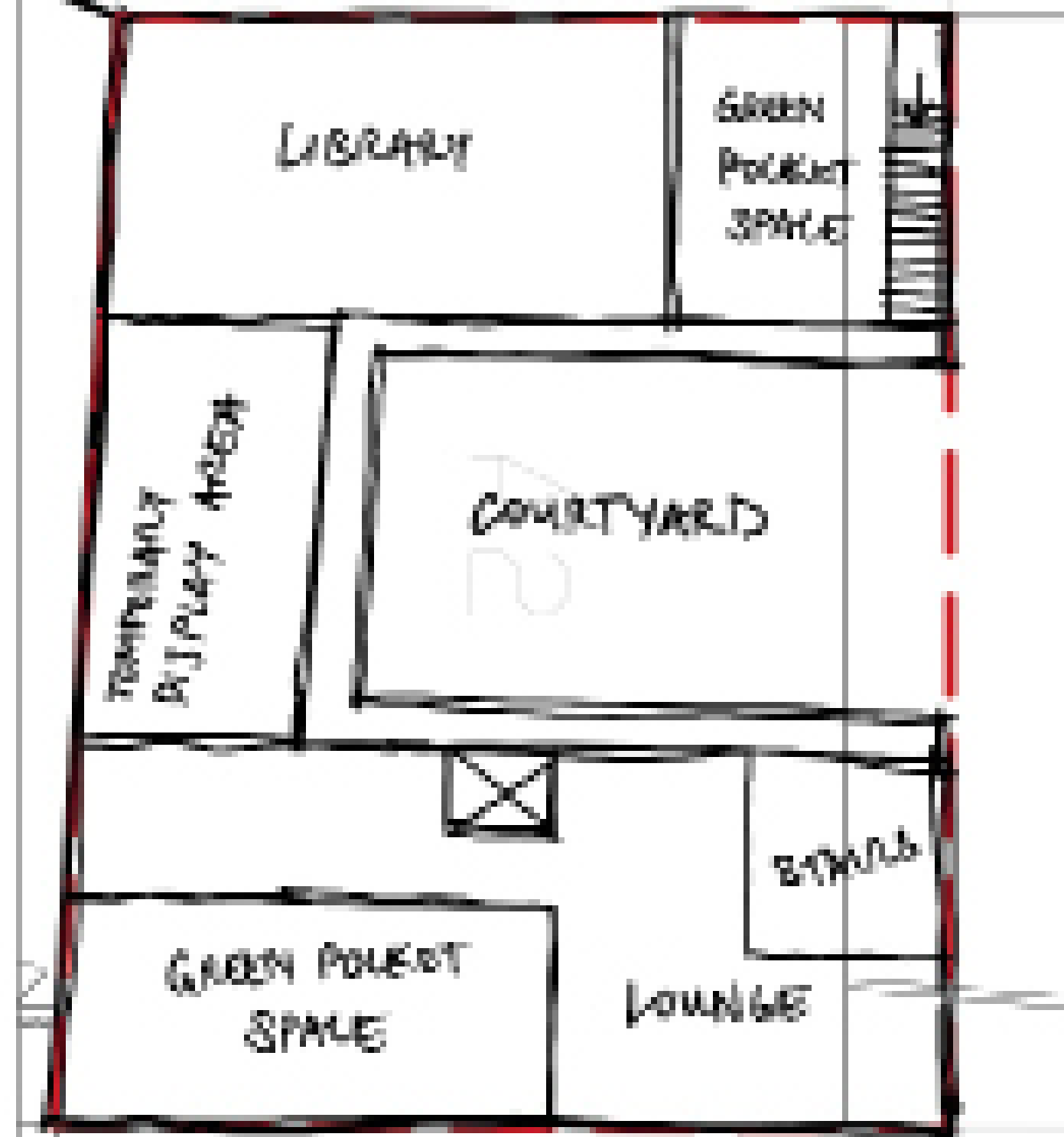
- green spaces more appealing than just a facade



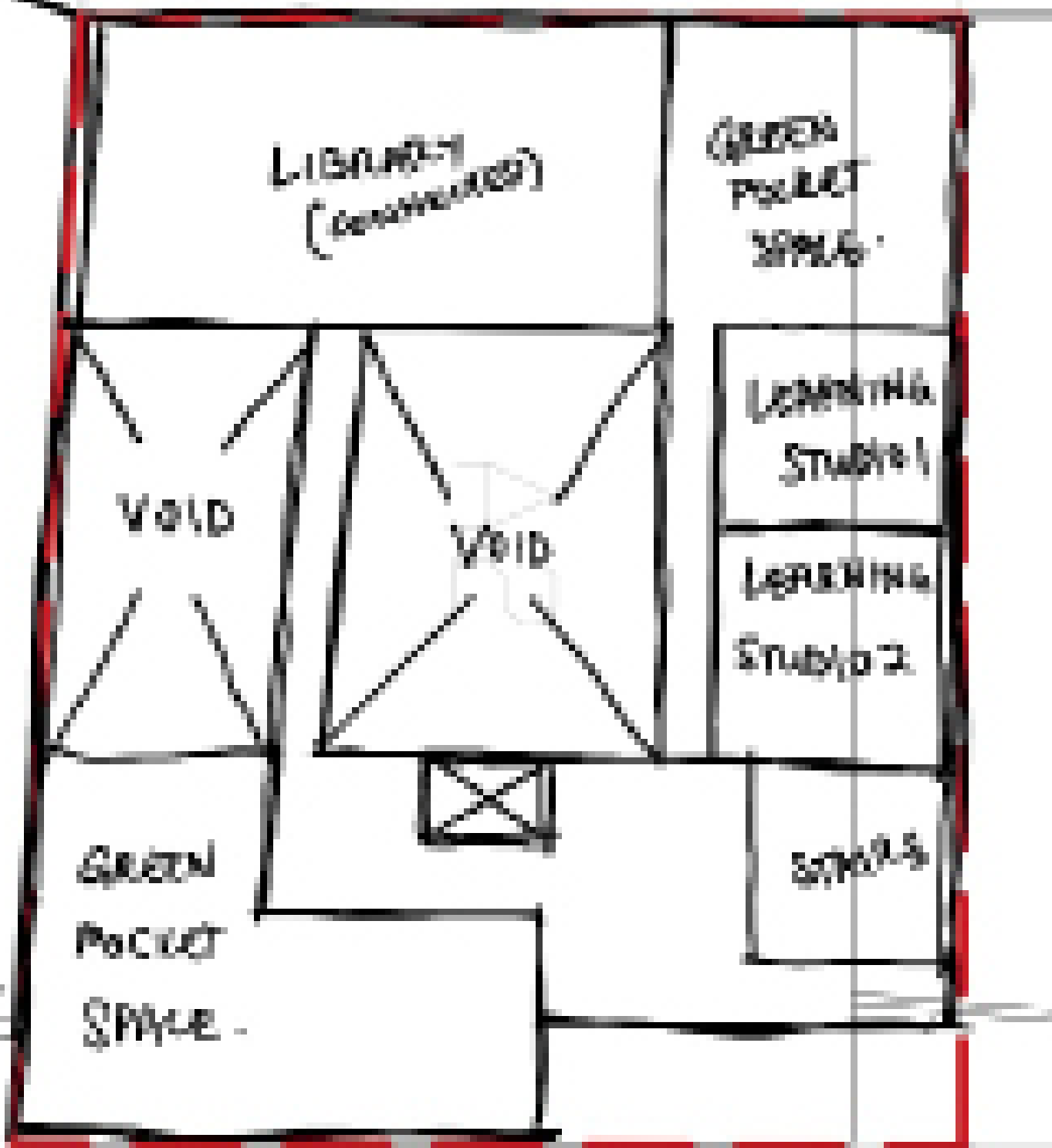
bamboo blinds + louvre system?

- found along kaki lima to protect from hot sunlight

miro



FIRST FLOOR PLAN



SECOND FLOOR PLAN



THIRD FLOOR PLAN

