

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 distruption 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 place 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

- gathering spaces for the community to hang out and interact with the location
- 1 Lack of designated public 2 Rapid urbanisation currently taking place around the edges, possibily affecting the distinct heritage quality in Pudu.
- 3 Evidenceofsocialgapbetween 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 (placemarker) 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 • proposing a new, improved • sparking conversations open up visitors' eyes to the positive views and highlight the strong (lost) culture in Pudu.

Visual Impressions

THERE (element life"

SOCIAL LINKAGE

accessibility around the town to allow for the element of wonder.

• allow users to wander around the place freely and open up their views.

Promote Walkability around Establishing a Sense Of the Site

- Creating a building design - The site is rather car-centric, - Humans are constantly context, but creates a HERE community parks or open environment experience spaces can allow for locals (feel the need for a sense of contrast) to simply walk over to the place) "Conformity killed, whereas site and experience Pudu not the agreement to differ gave by driving, but walking and travelling at a uniform speed and capturing the essence of Pudu, one step at a time.

PHYSICAL LINKAGE

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

Community

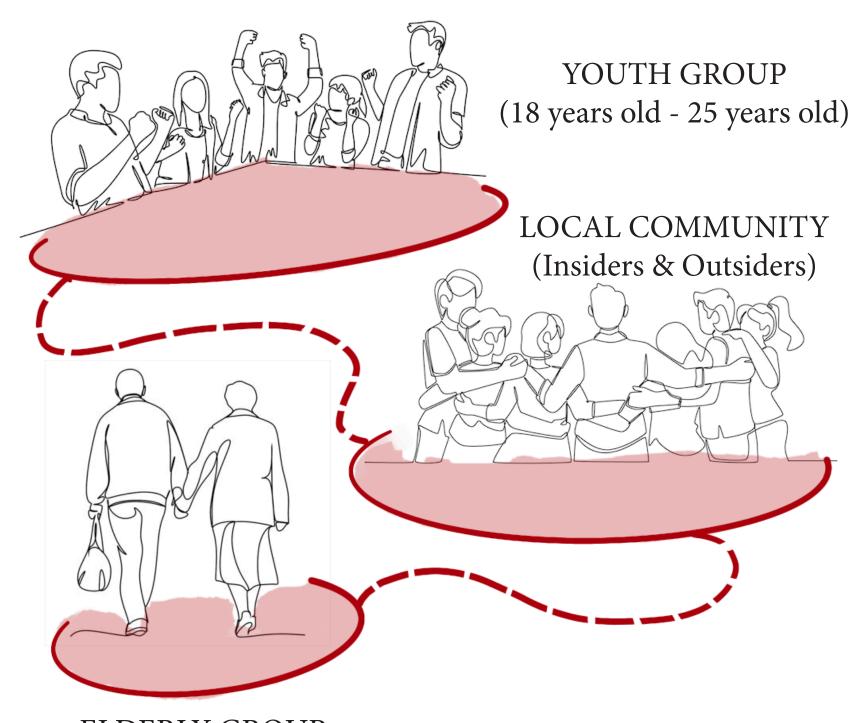
that conforms to the site so creating pathways towards aware of their position in the

common unity community

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

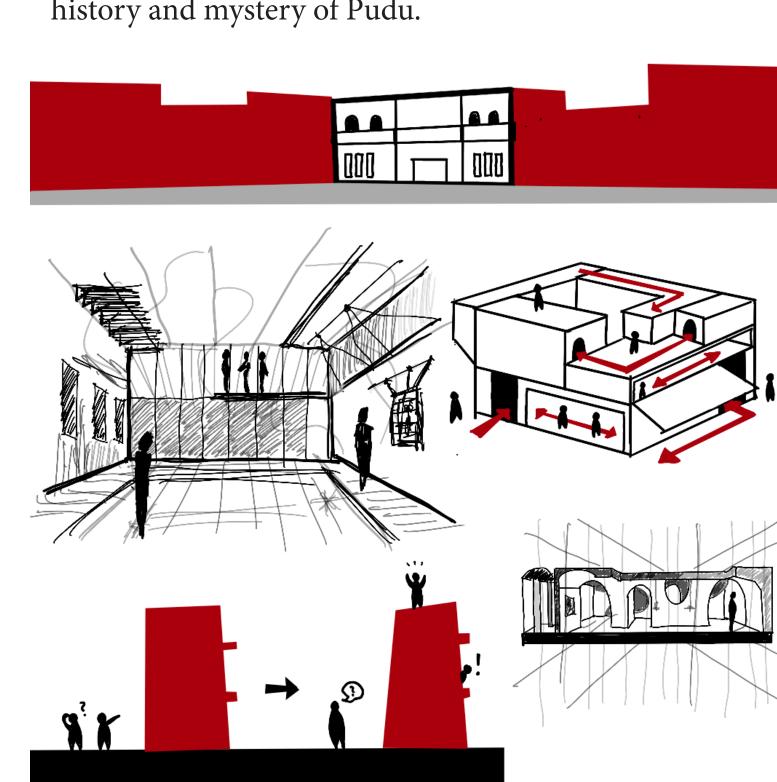
- Pudu is a location with rich history, good food and a hub for travelling around greater Kuala Lumpur
- Closely knit communities lead to a sense of belonging
- Pudu has lost its occupancy of locals, greater percentage of migrants living there now (make Pudu a home for the locals again)
- Prevent for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

TARGET USERS



ELDERLY GROUP (Residents)

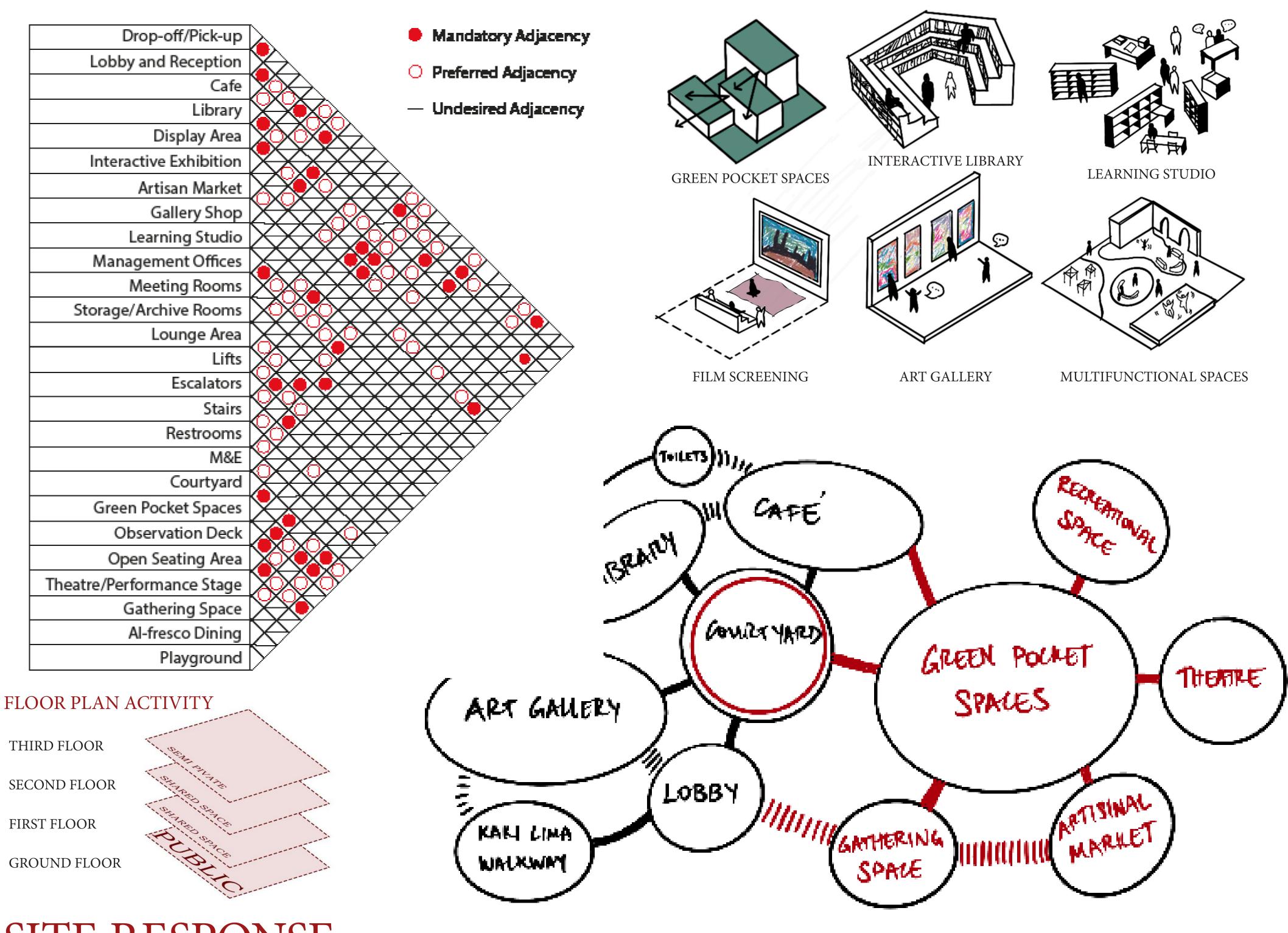
- 1. Creating a sense of conformity so that Pudu can retain its history and bring life to a location which you can presume is dying.
- (SENSE OF PLACE AND BELONGING)
- 2. Dynamic Contact (Urban Spaces) Public gathering space that provides social openness, to connect the community of Pudu.
- 3. Establishing 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.



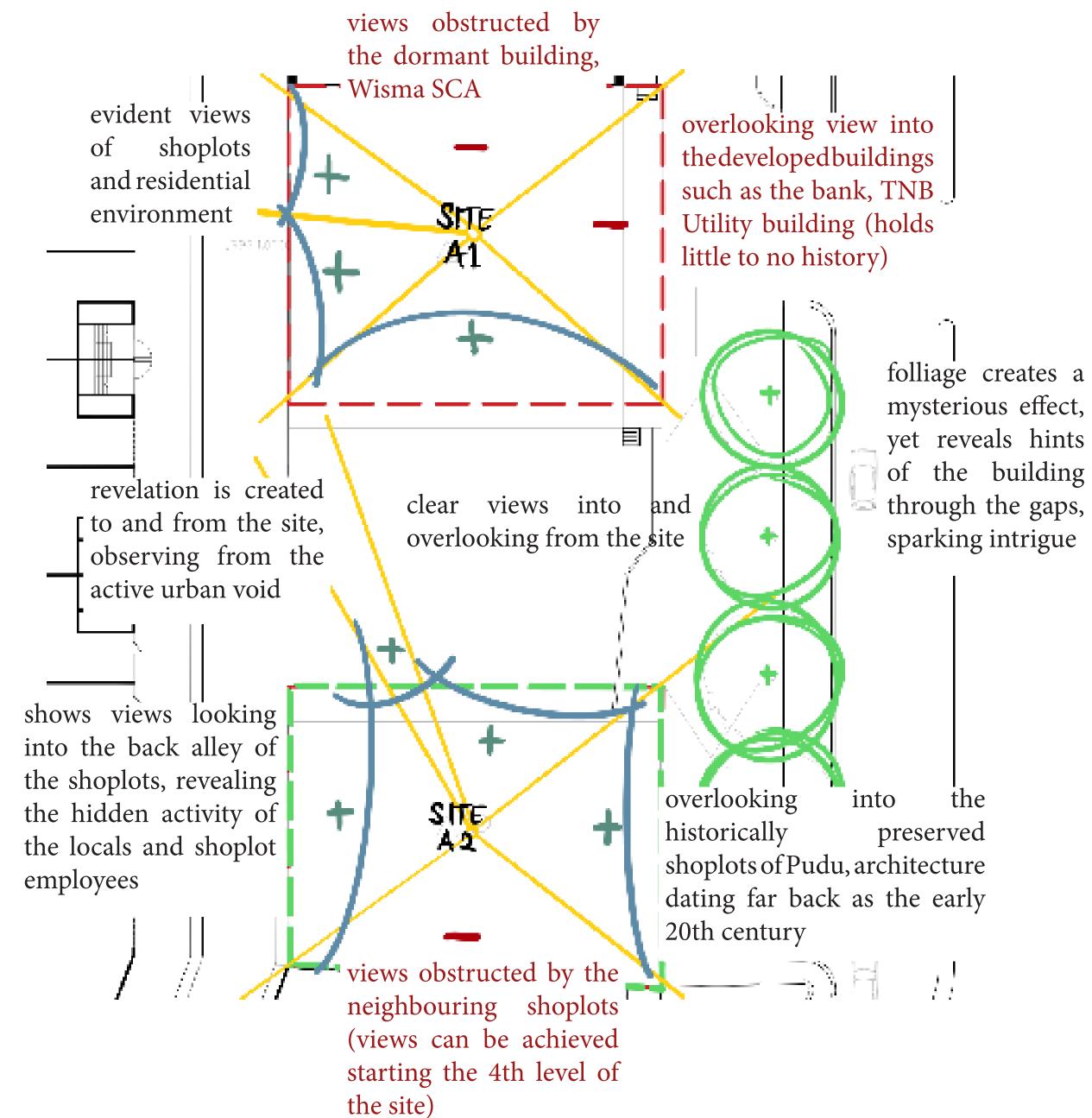
DESIGN IMPLICATIONS



PROGRAMME DIAGRAM & SPACE PLANING

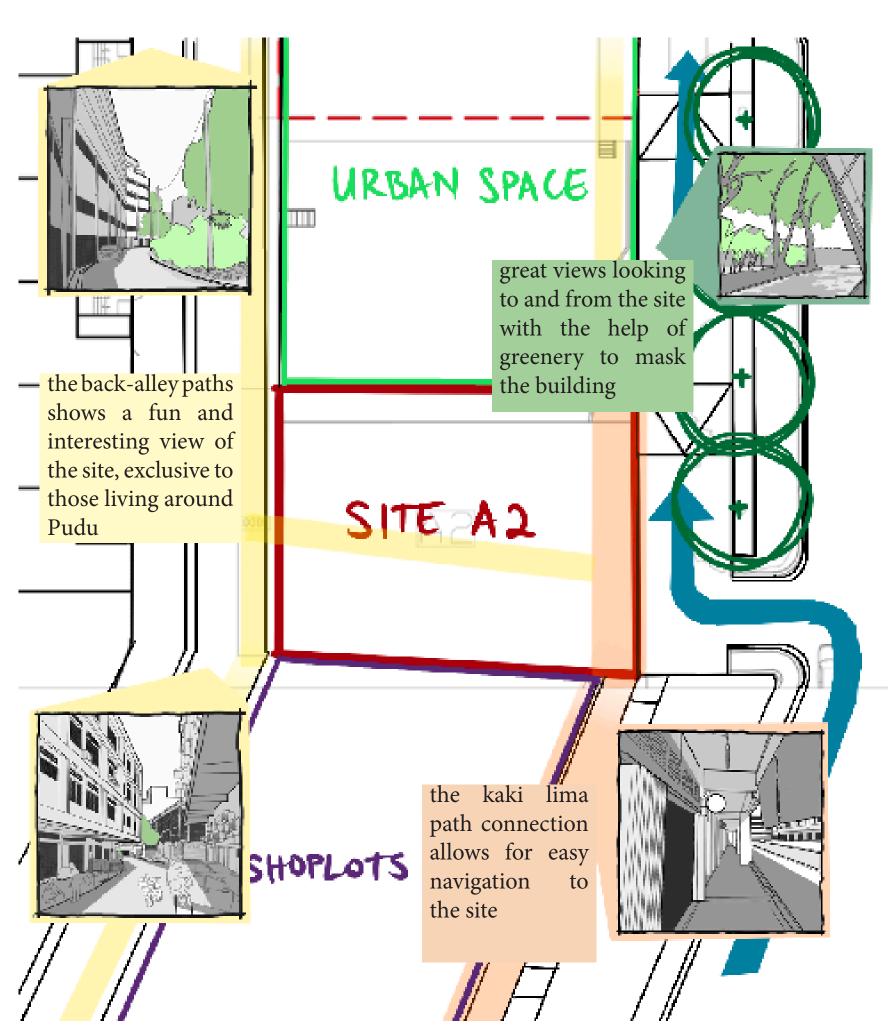


SITE RESPONSE

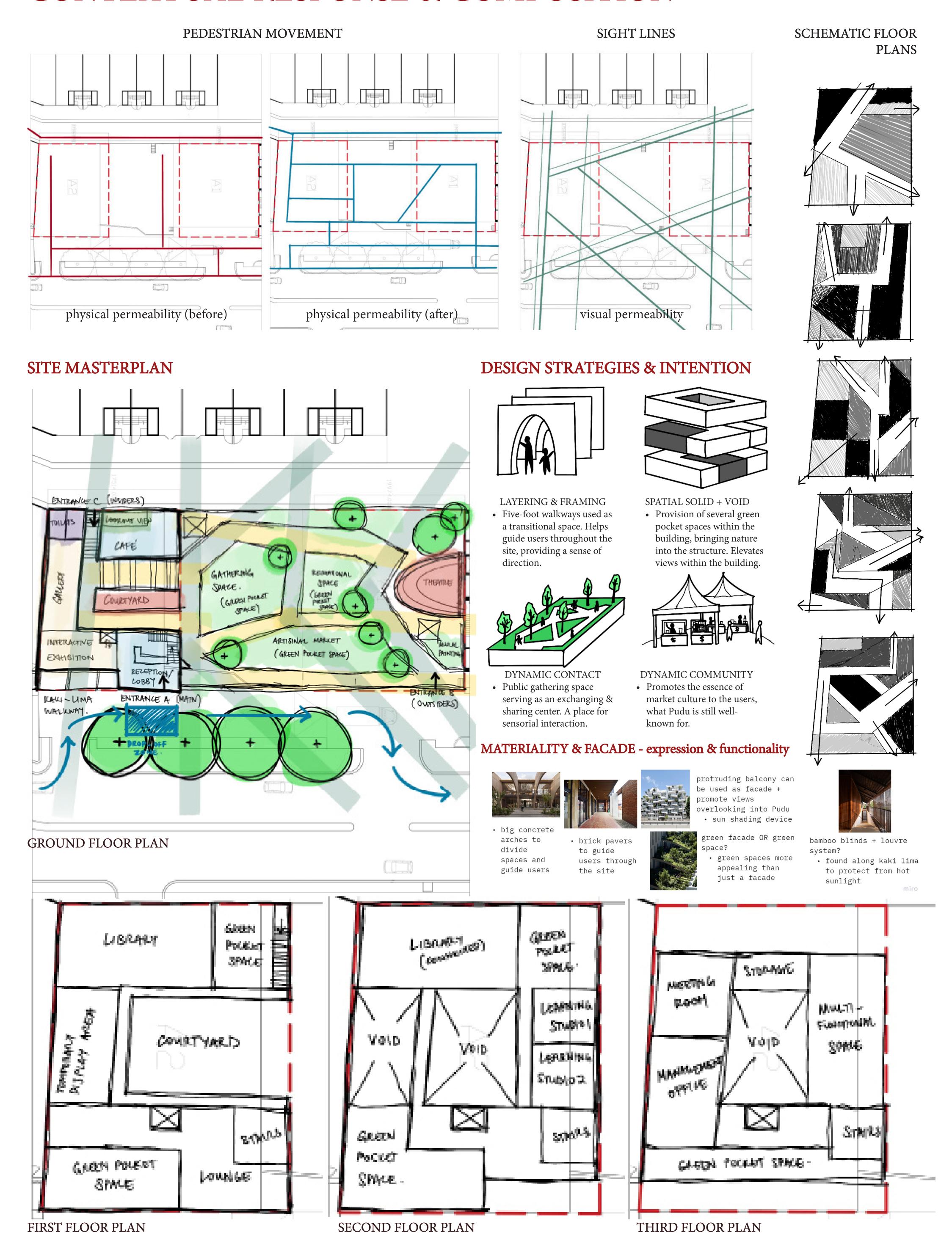


WHY CHOOSE SITE A2?

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



CONTEXTUAL RESPONSE & COMPOSITION



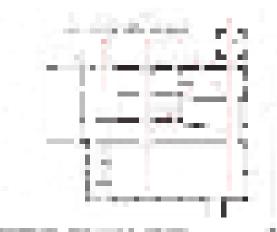
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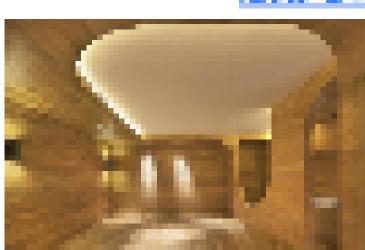
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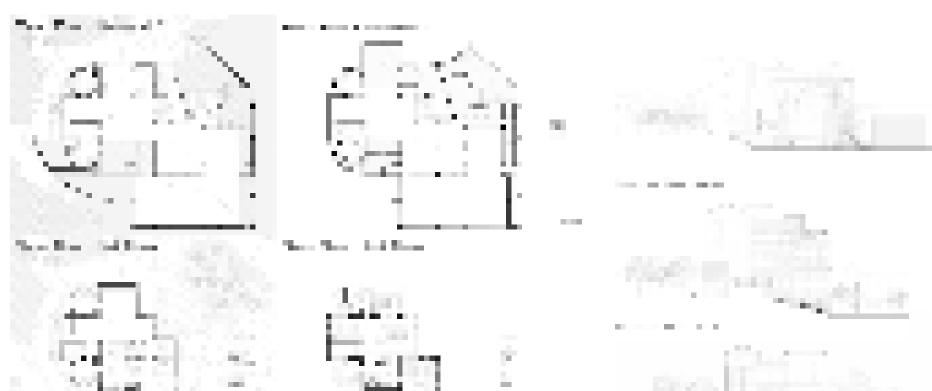
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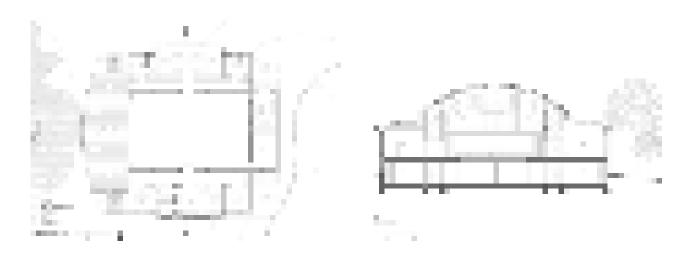
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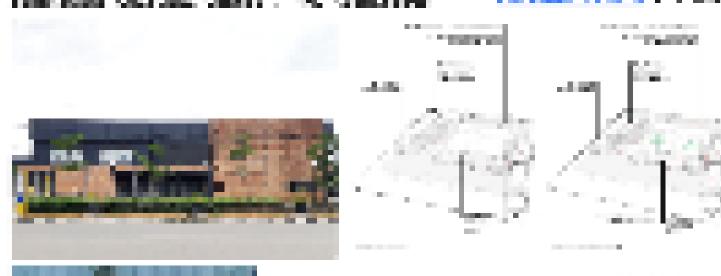


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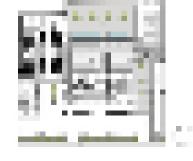


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