

ASSIGNMENT 3: PRESENTATION BOARD AND MODEL MAKING PROCESS

DISCLAIMER: THESE PRESENTATION BOARDS WERE ORIGINALLY FITTED ON 6 A0 BOARDS FOR THE ADV MODULE PROJECT, WHICH HAVE BEEN SCALED DOWN TO 50% OF THEIR ORIGINAL SIZE FOR THE SOLE PURPOSE OF FITTING INTO A1 BOARDS FOR THIS PARTICULAR PROJECT. THE DRAWINGS ARE TO SCALE, HOWEVER A DRAWING WILL ONLY SHOW HALF OF ITS ORIGINAL SIZE. FOR EXAMPLE, A 1:100 SCALE DRAWING WOULD DISPLAY A 1:200 SCALE DRAWING, A 1:500 SCALE DRAWING WOULD DISPLAY A 1:1000 SCALE DRAWING, AND SO ON. PLEASE BE ADVISED.

The Marketplace

A business hub with traditional roots.

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 noticeable 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 disruption - 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.

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.

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.

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"

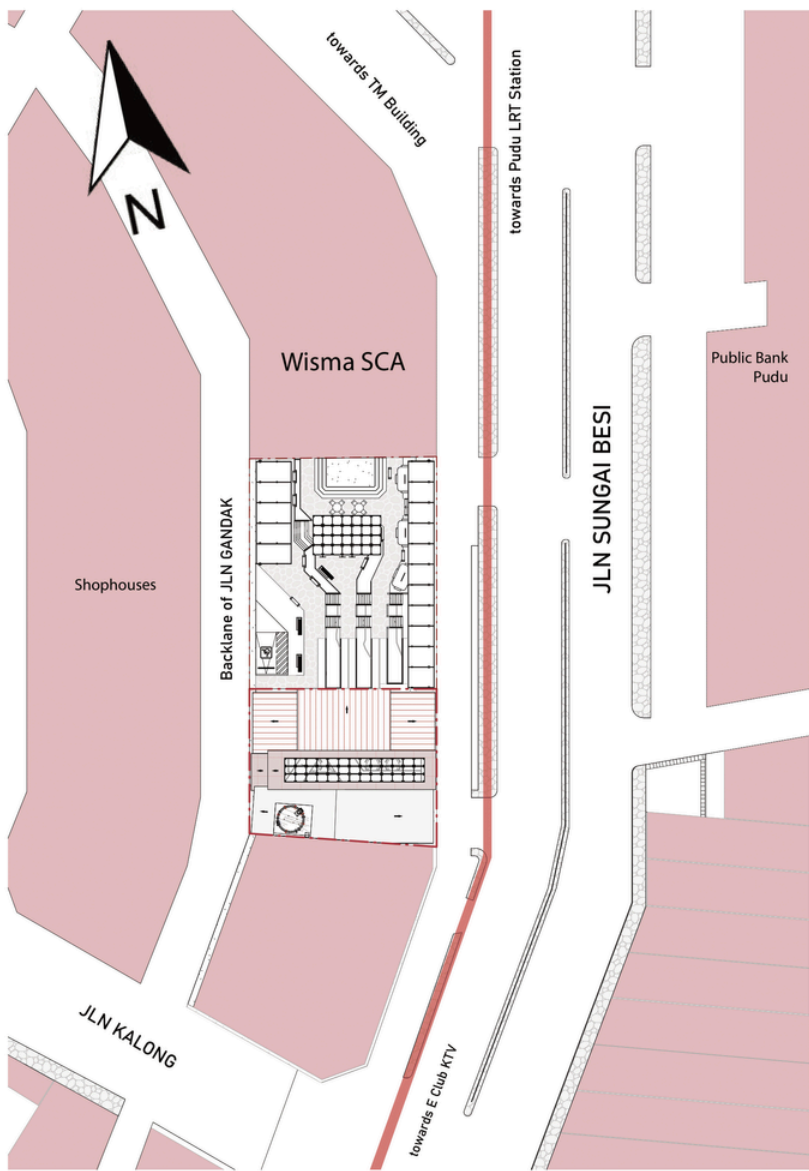
Promote Walkability around the Site

- 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



Site Plan

Scale 1:500

ISSUE STATEMENT

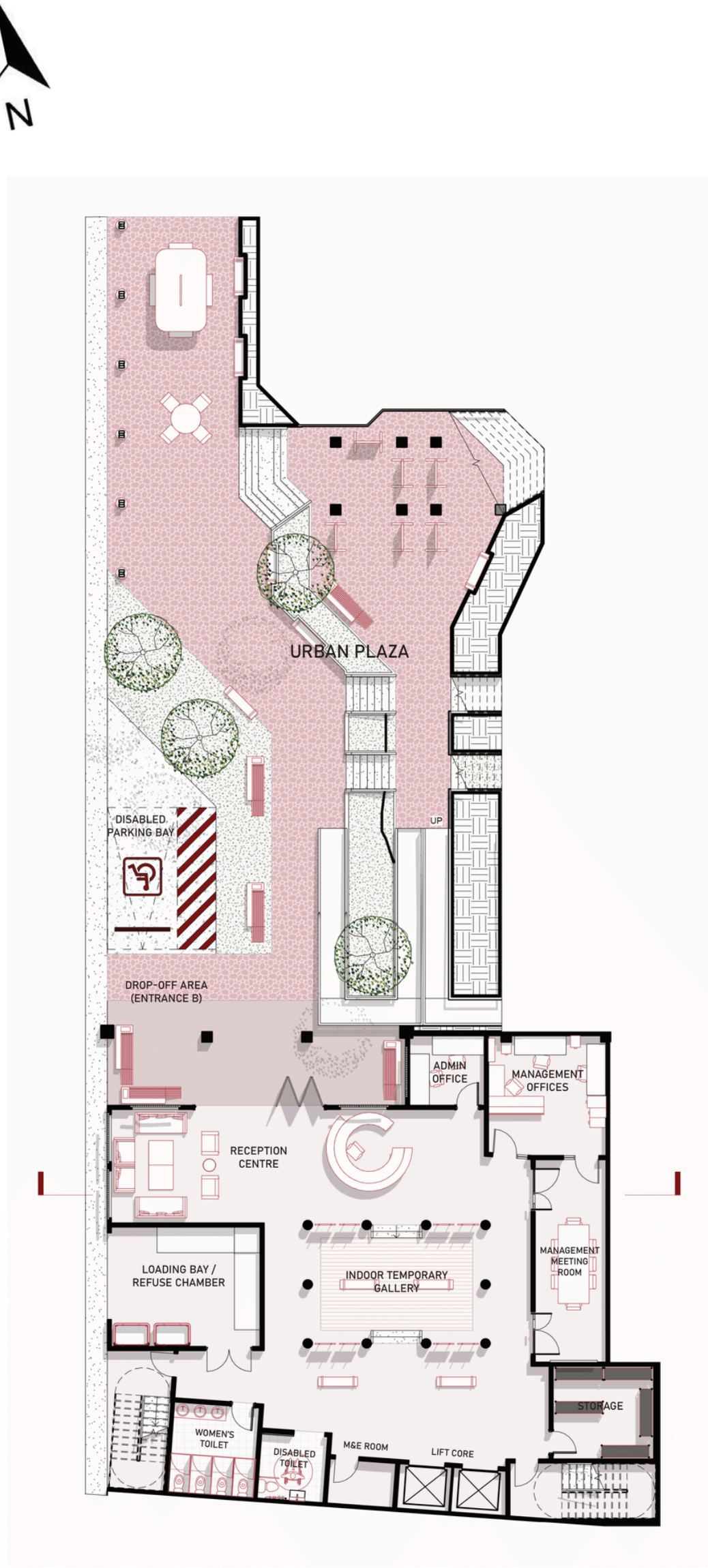
"Pudu grapples with multifaceted challenges that threaten its cultural identity and cohesiveness. Addressing the need for cultural enrichment, economic stimulation, and urban revitalization, the proposal aims to establish an art gallery in Pudu, Kuala Lumpur, to foster local artistic expression, preserve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

ISSUES OF THE SITE

- Lack of designated public gathering spaces for the community to hang out and interact with the location.
- 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.
- Evidence of social gap between the old and new generation becoming an increased threat.

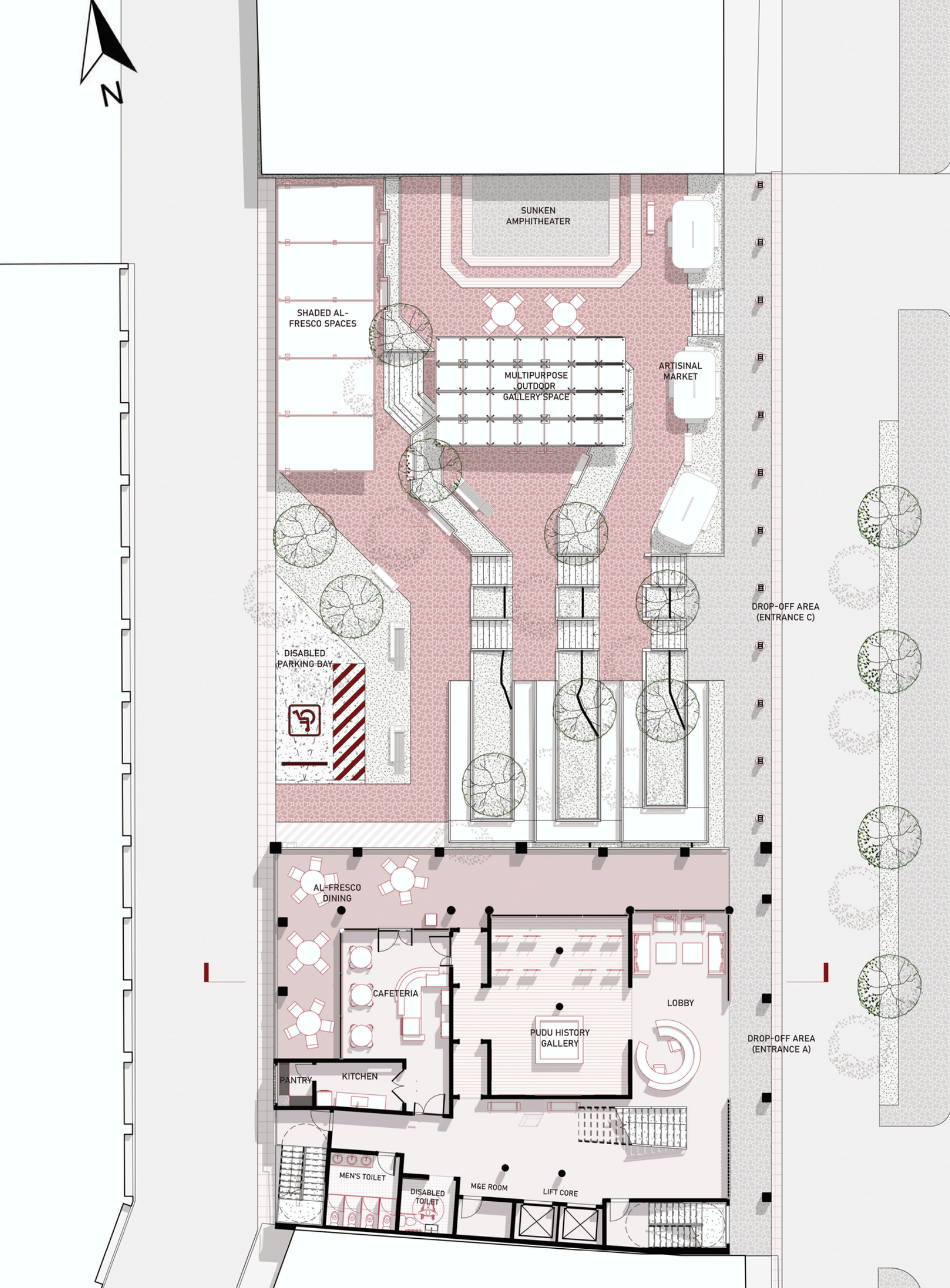
QUESTIONS

- 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)
- 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)
- 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?



Basement Floor Plan

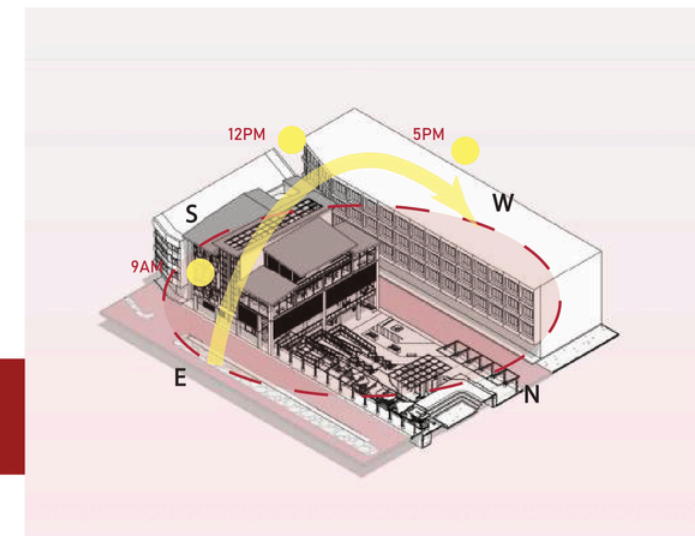
Scale 1:100



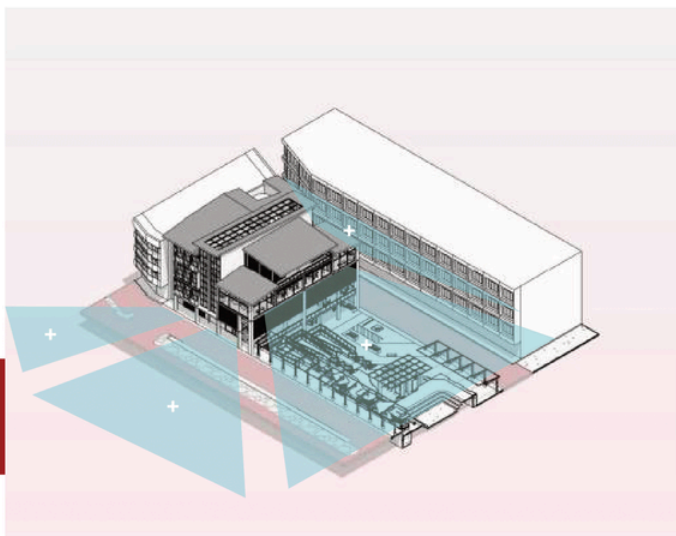
Ground Floor Plan

Scale 1:100

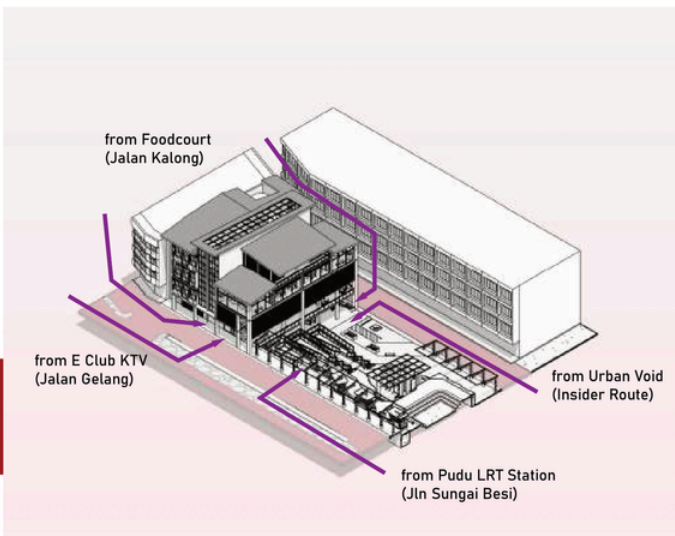
URBAN RESPONSES & INTERVENTIONS



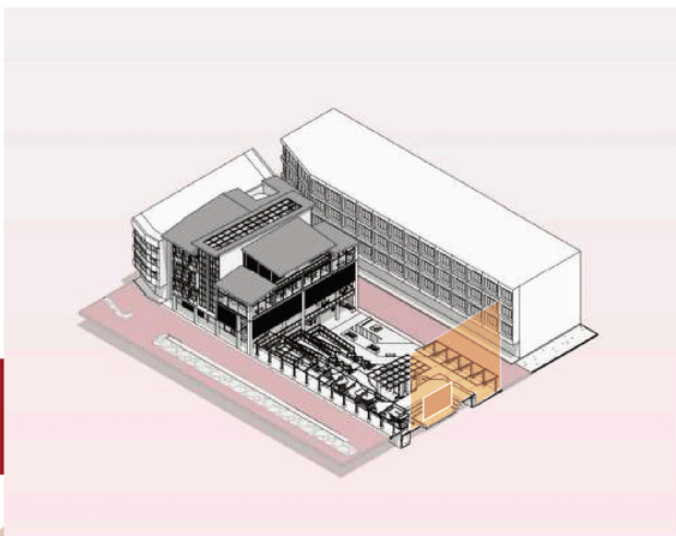
Sun Path
Responding to sun path to allow building voids to be illuminated using natural sunlight.



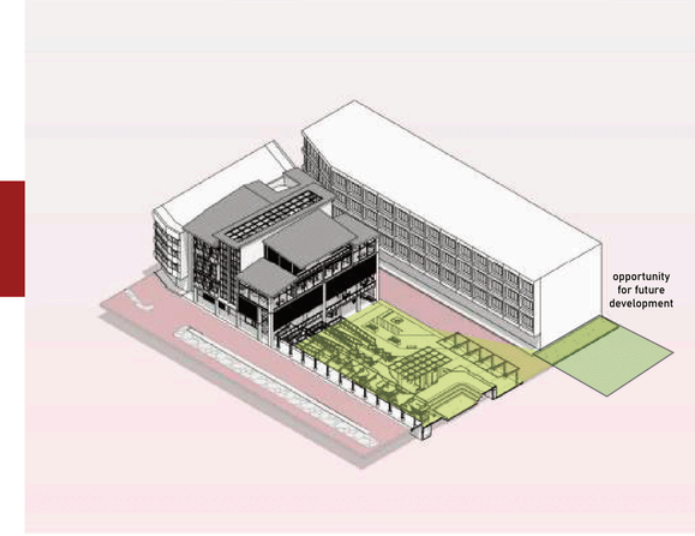
Views In & Out of Site
Exploiting views of the surrounding context and allow visual permeability.



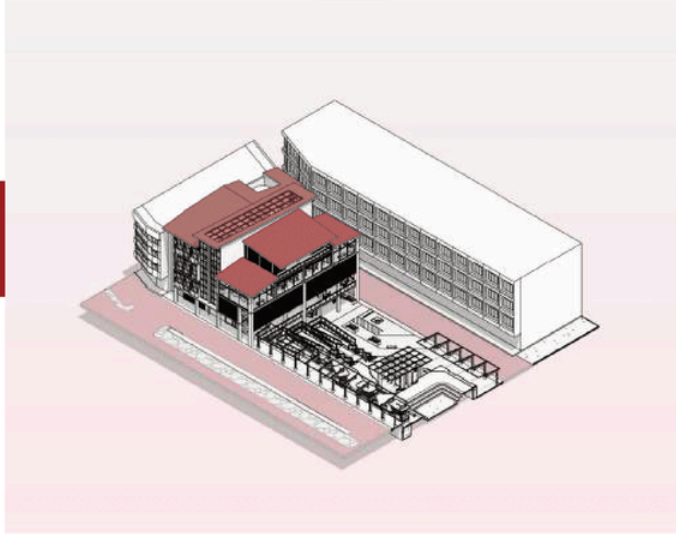
Accessibility
Addressing multiple entry points from key locations to create physical permeability.



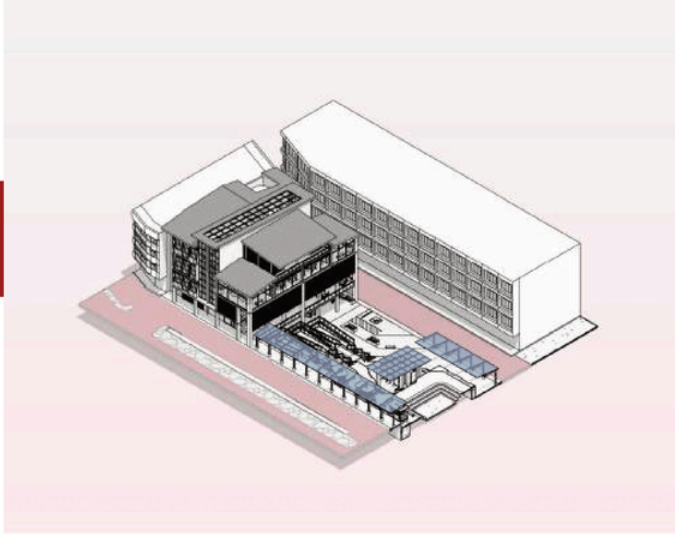
Reactivating Party Wall
Introducing a projection wall for mural painting, multipurpose displays, and cinema on Wisma SCA.



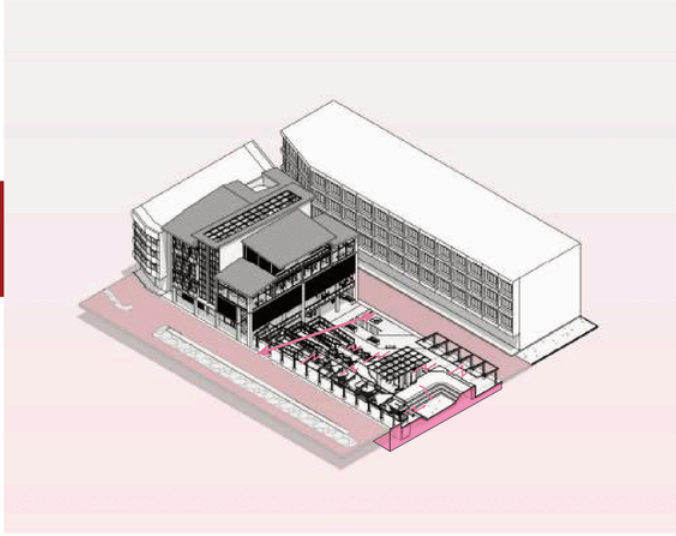
Revitalising "lost" urban space
Creating an urban plaza that would spark future community centric development.



Replicating Existing Roofscares
Gives a sense of familiarity to the surrounding context, by respecting conformity.

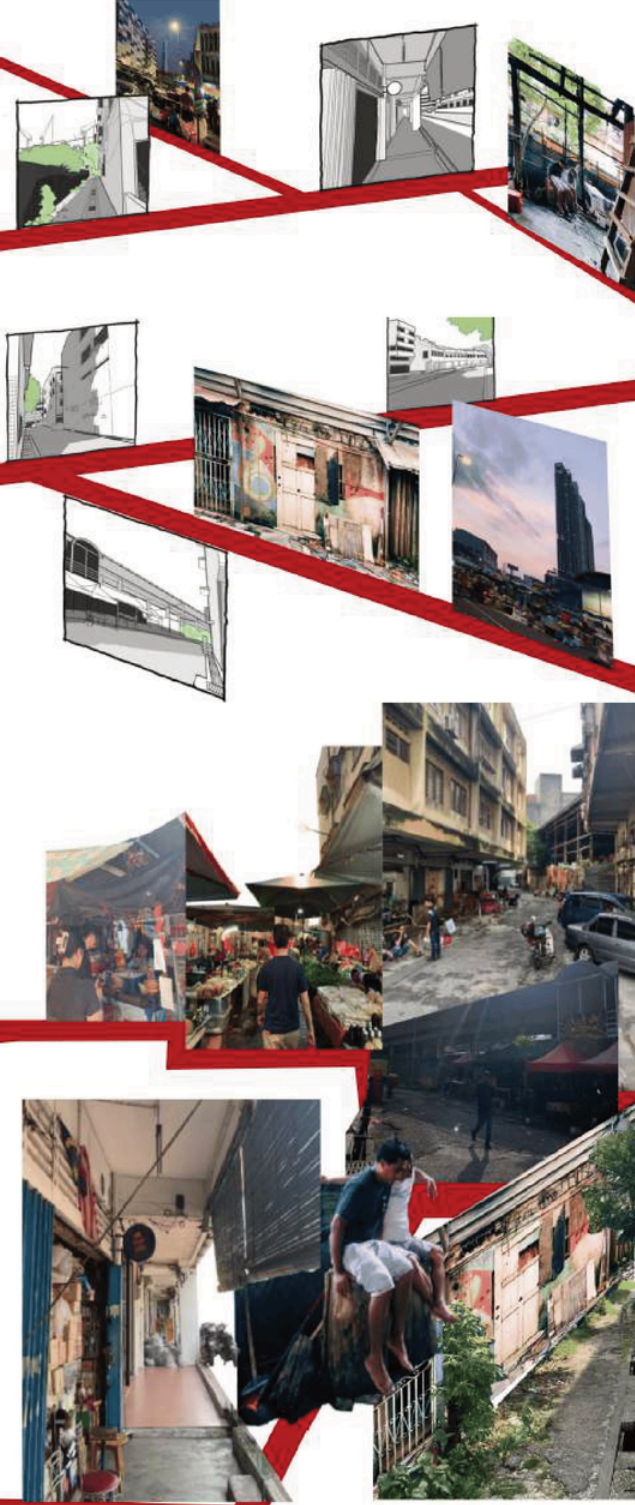


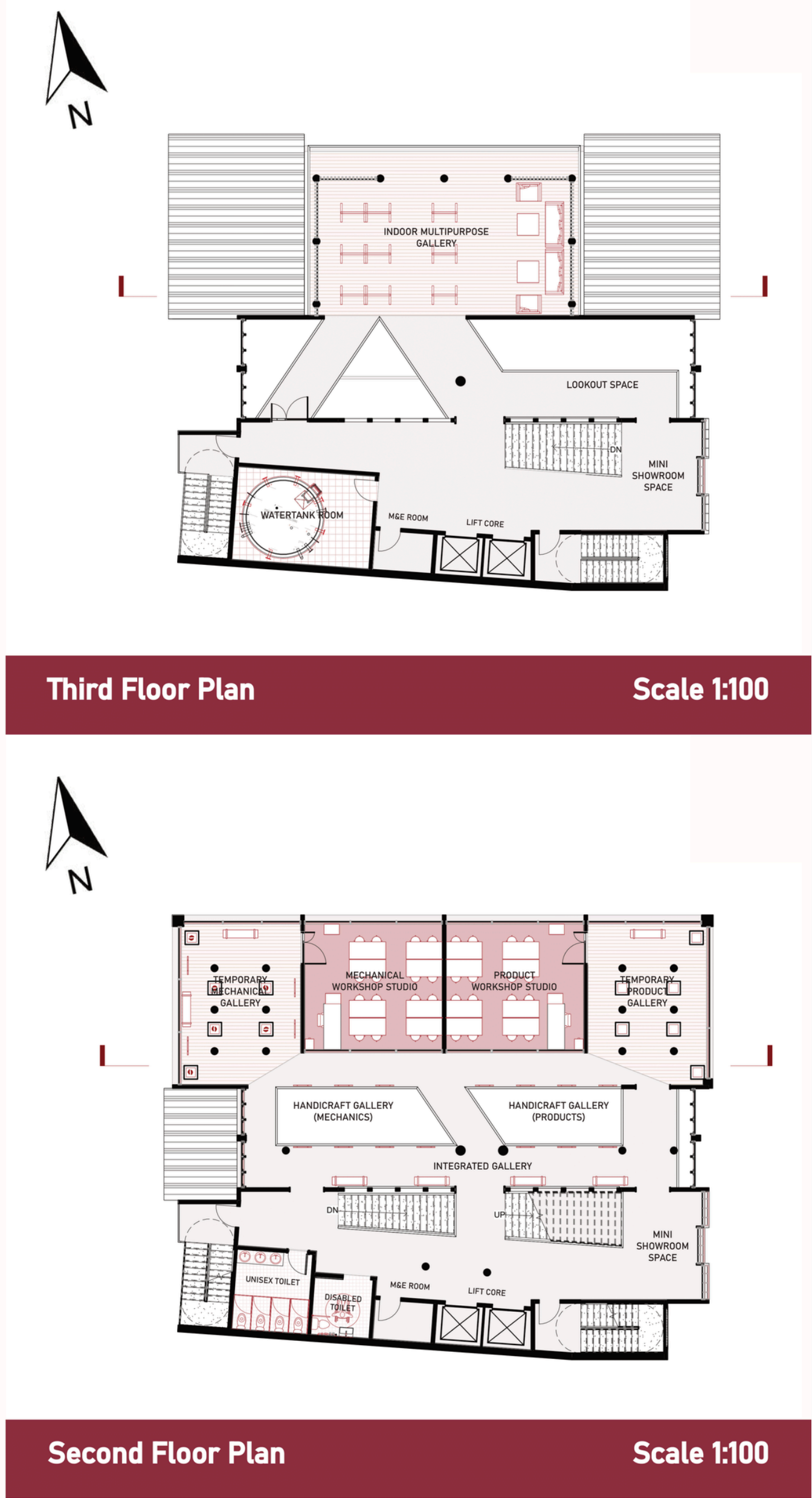
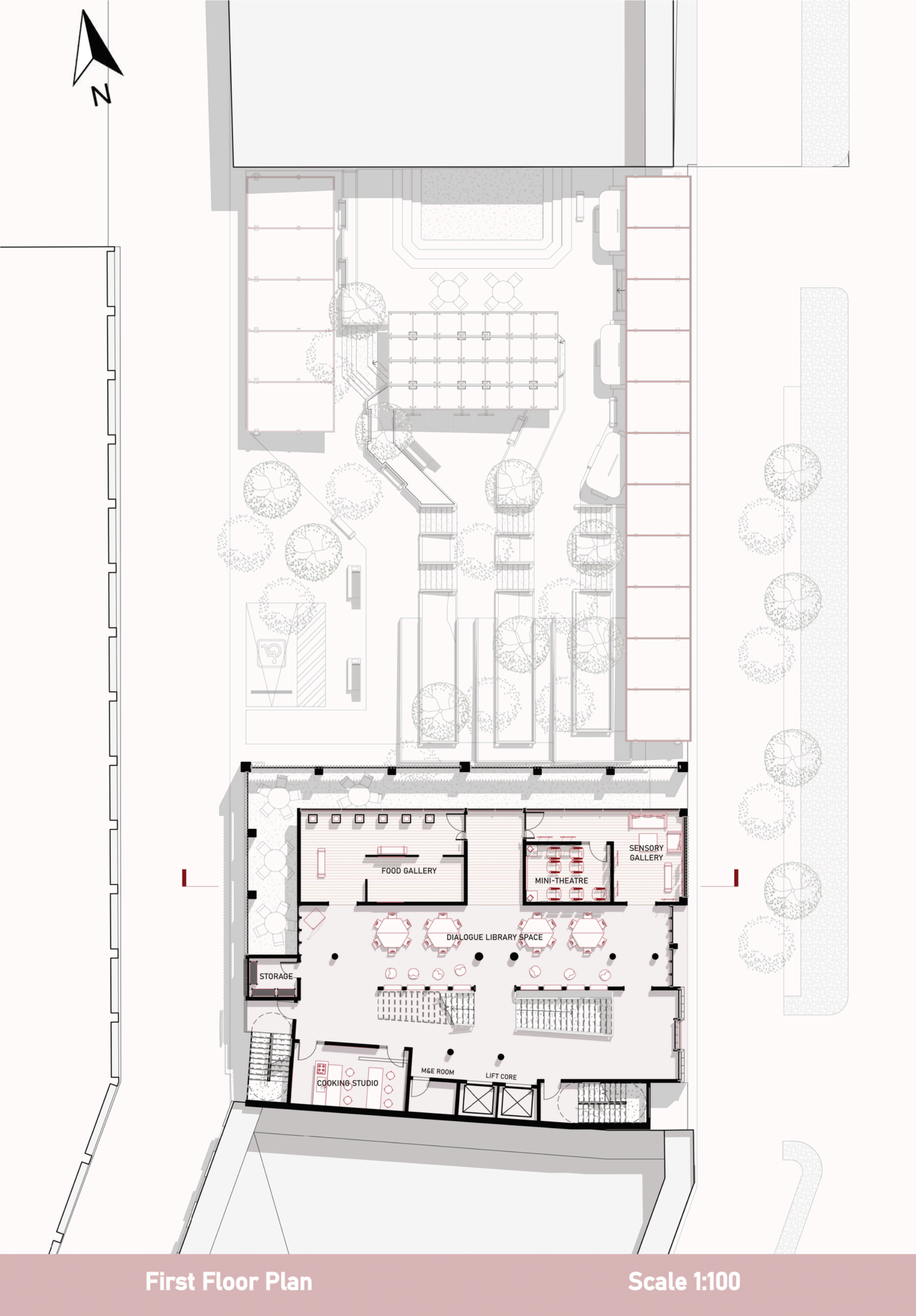
Facelifting Main Roads
Proposed canopy walkway to allow walkability around Pudu.



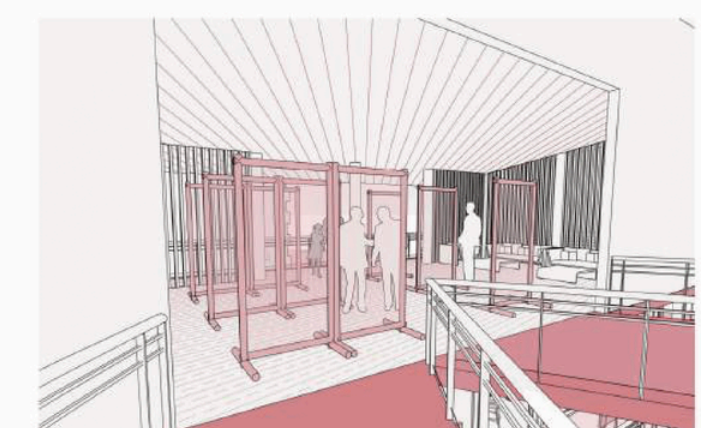
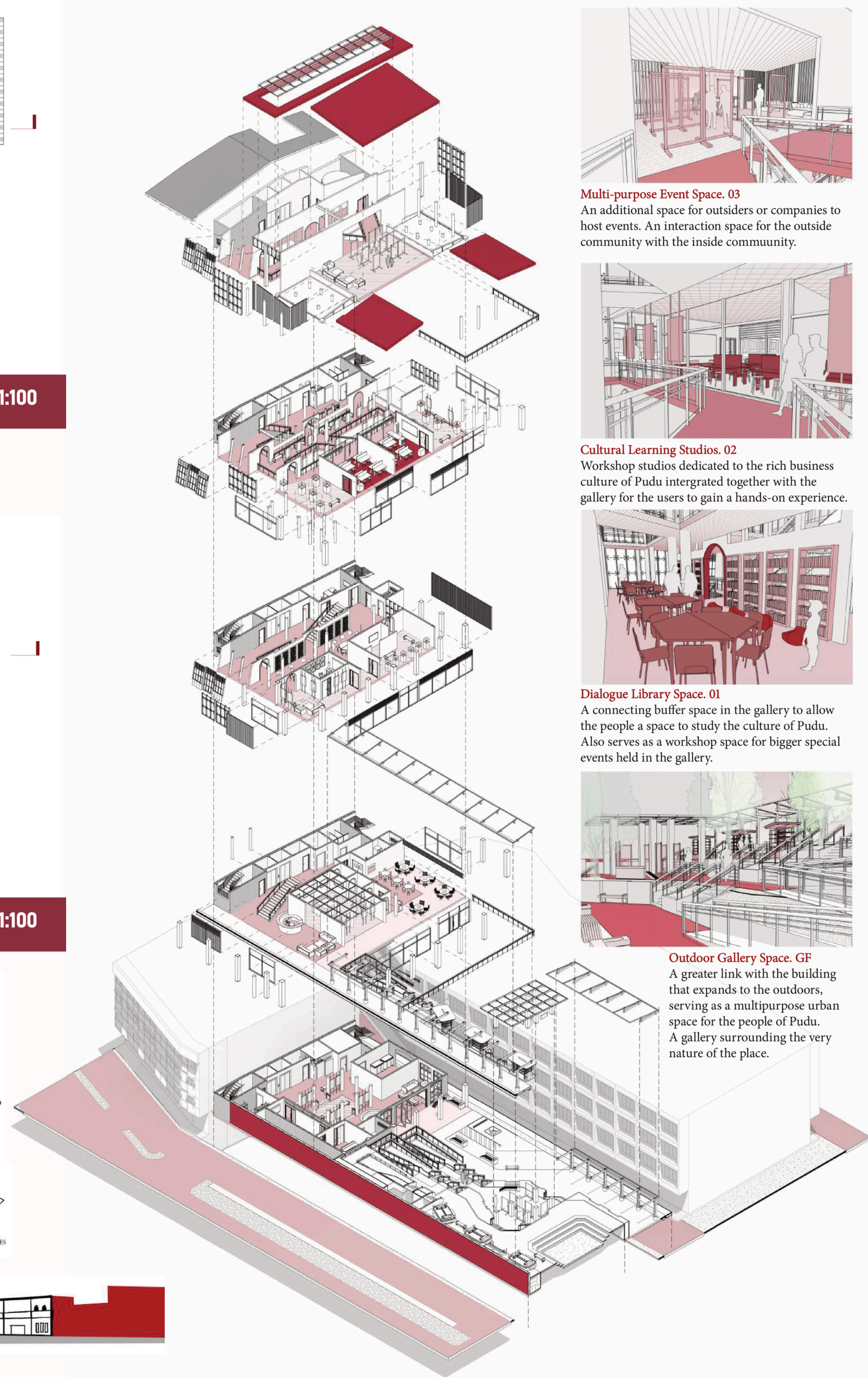
Conforming to Site Topography
Proposed canopy walkway to allow walkability around Pudu.

ITEM 1: PRESENTATION BOARDS





EXPLODED AXONOMETRY & SPACIAL ACTIVITY



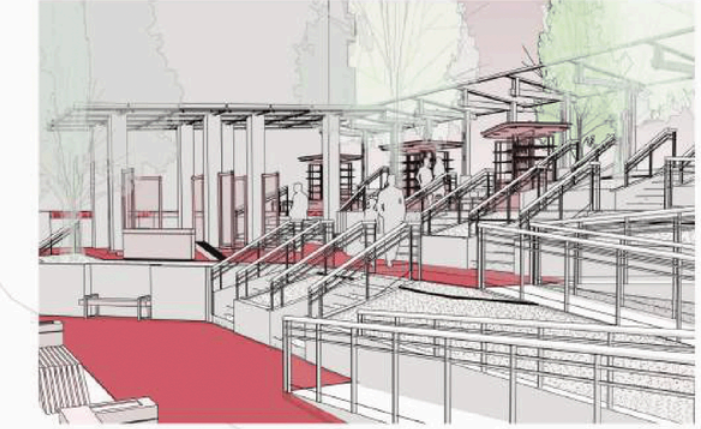
Multi-purpose Event Space. 03
An additional space for outsiders or companies to host events. An interaction space for the outside community with the inside community.



Cultural Learning Studios. 02
Workshop studios dedicated to the rich business culture of Pudu integrated together with the gallery for the users to gain a hands-on experience.

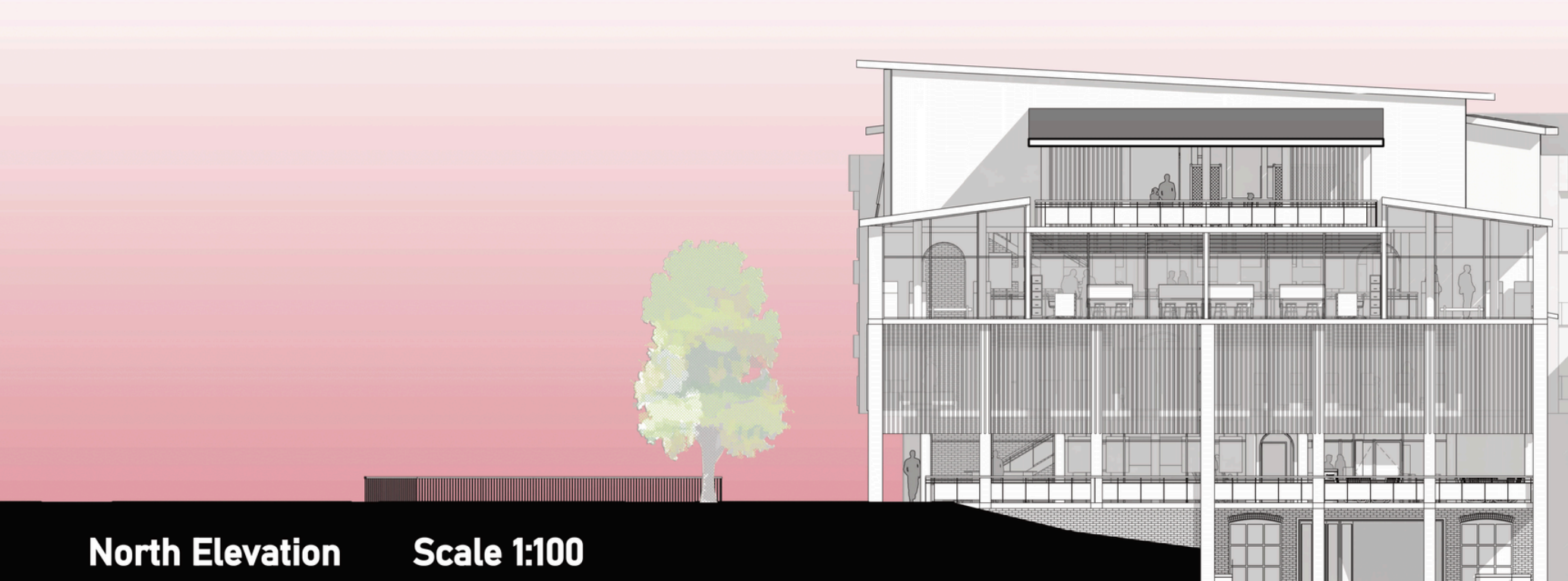
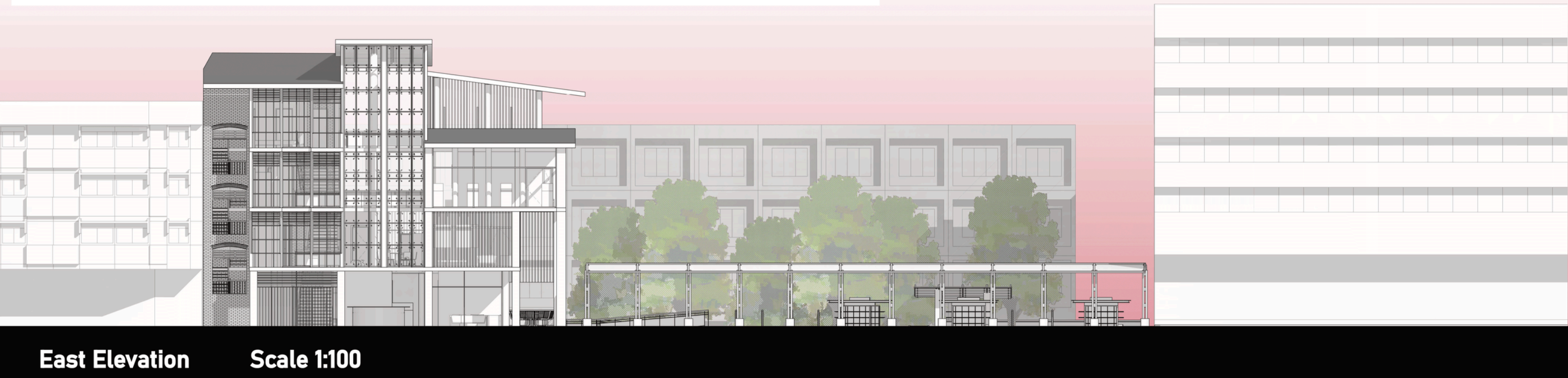
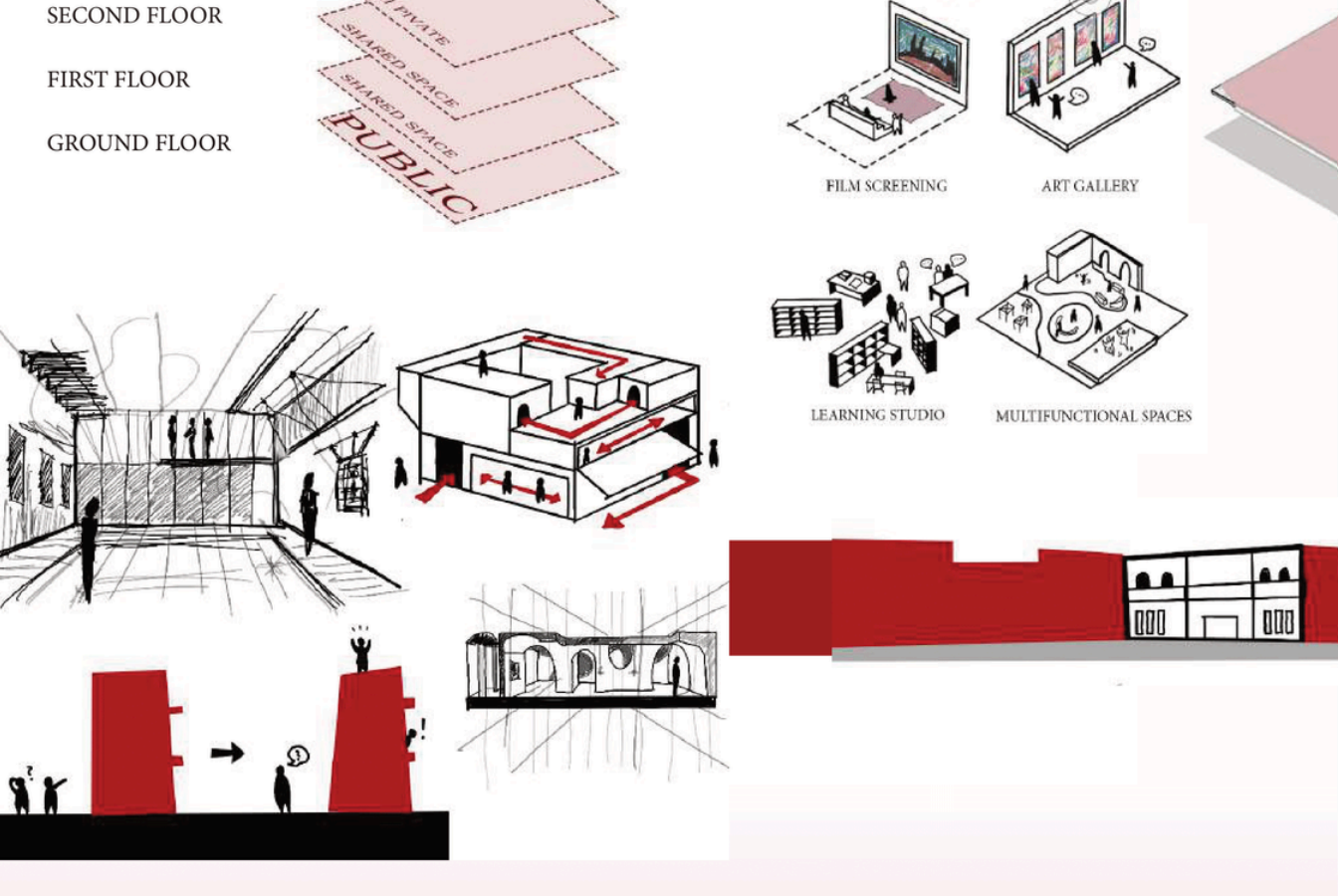
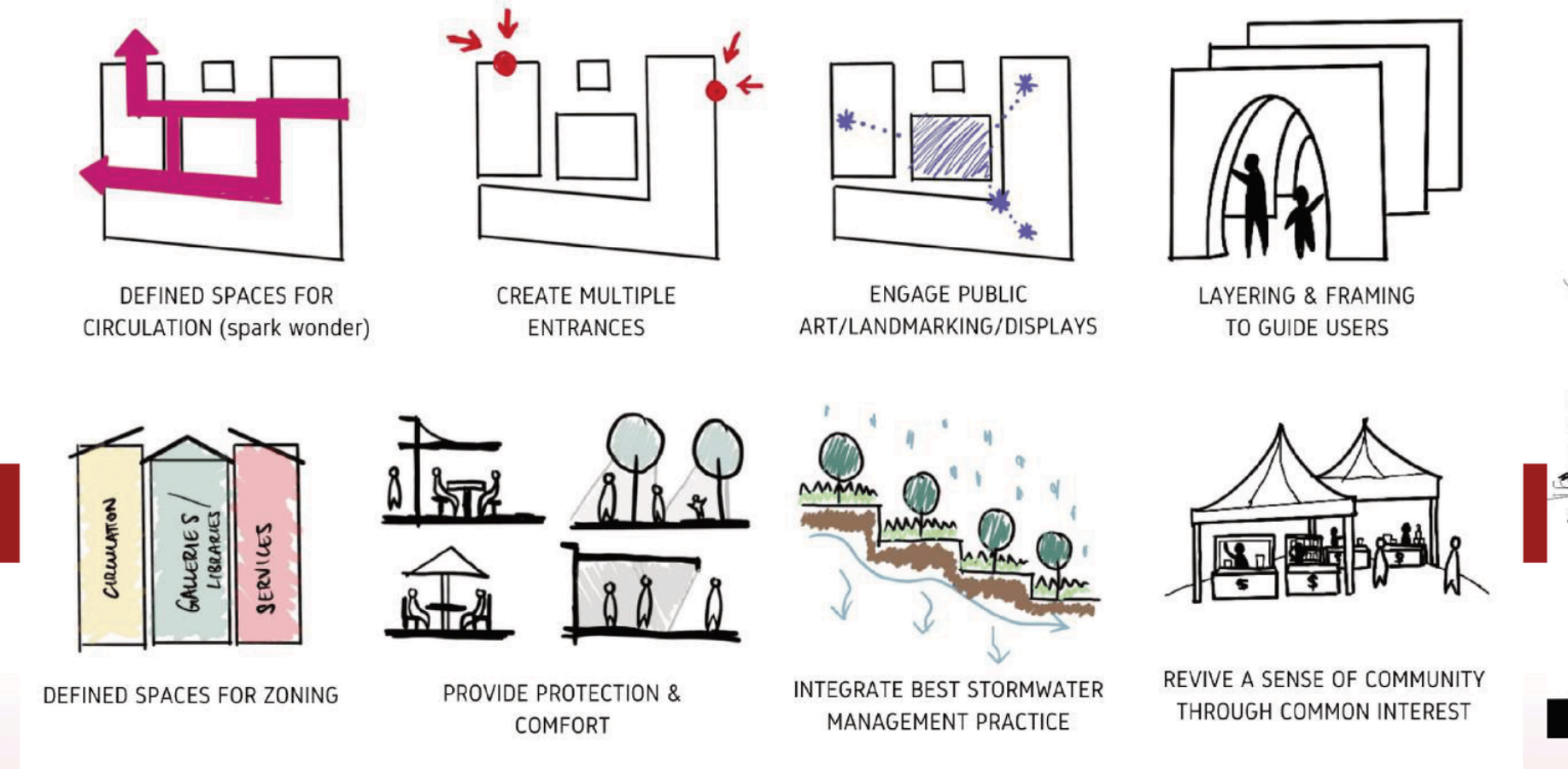
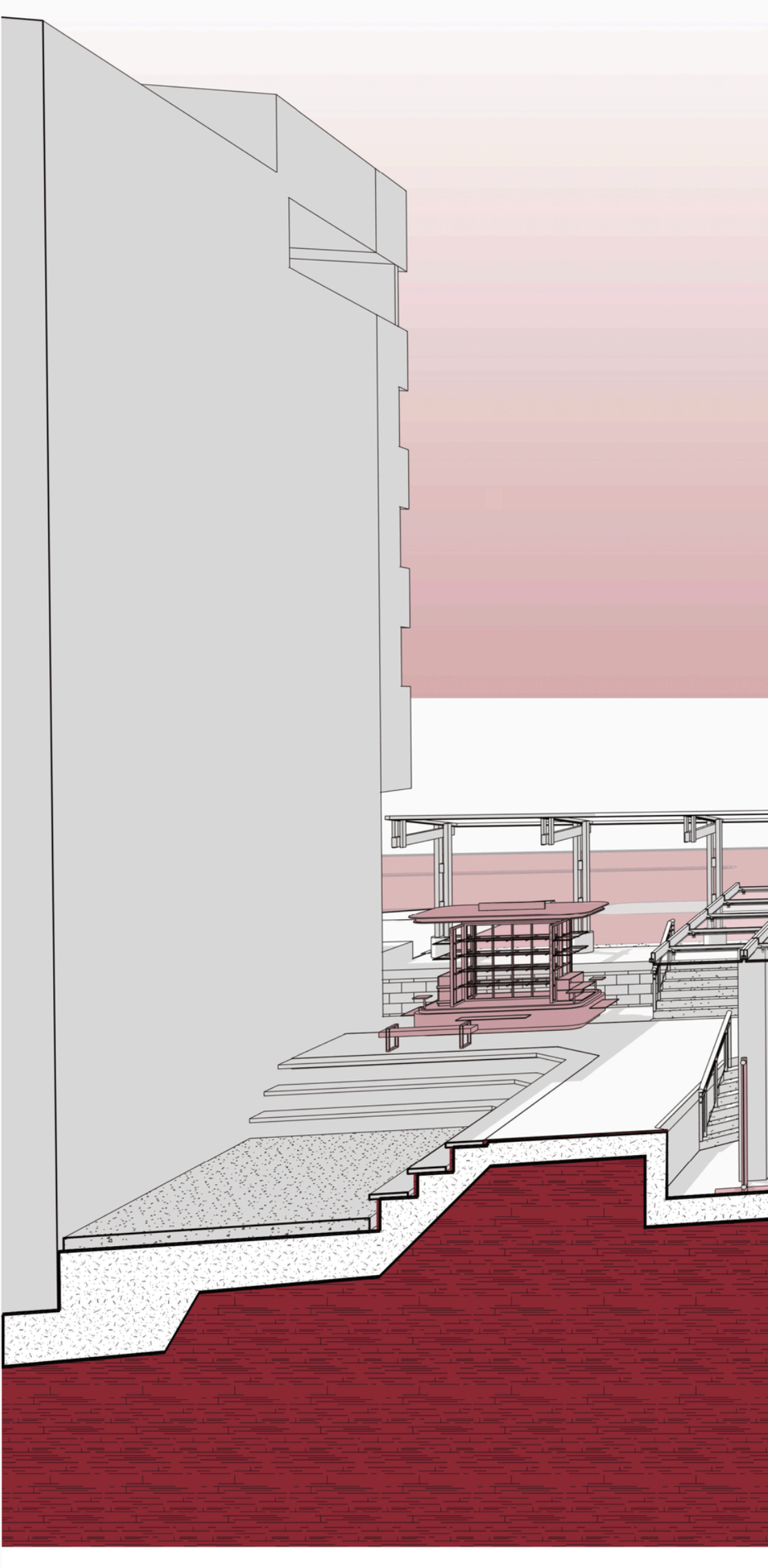


Dialogue Library Space. 01
A connecting buffer space in the gallery to allow the people a space to study the culture of Pudu. Also serves as a workshop space for bigger special events held in the gallery.

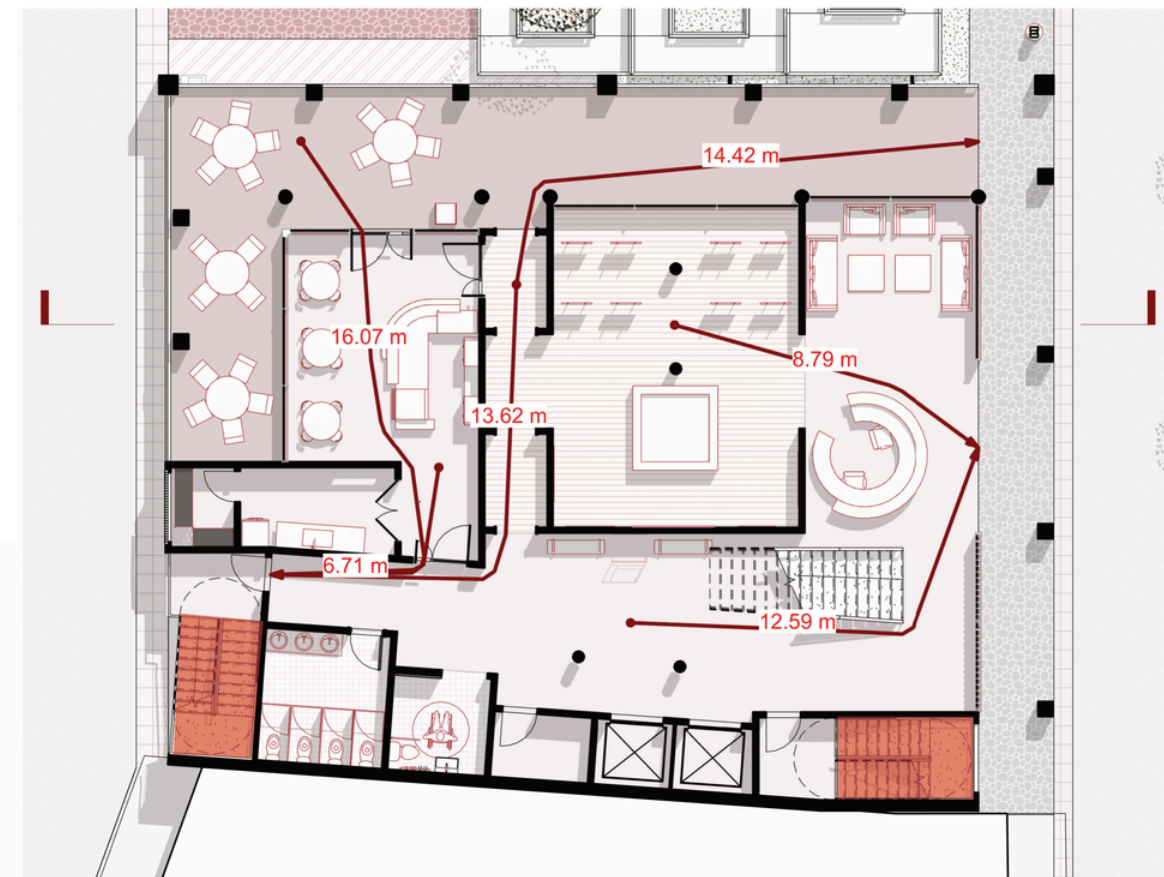


Outdoor Gallery Space. GF
A greater link with the building that expands to the outdoors, serving as a multipurpose urban space for the people of Pudu. A gallery surrounding the very nature of the place.

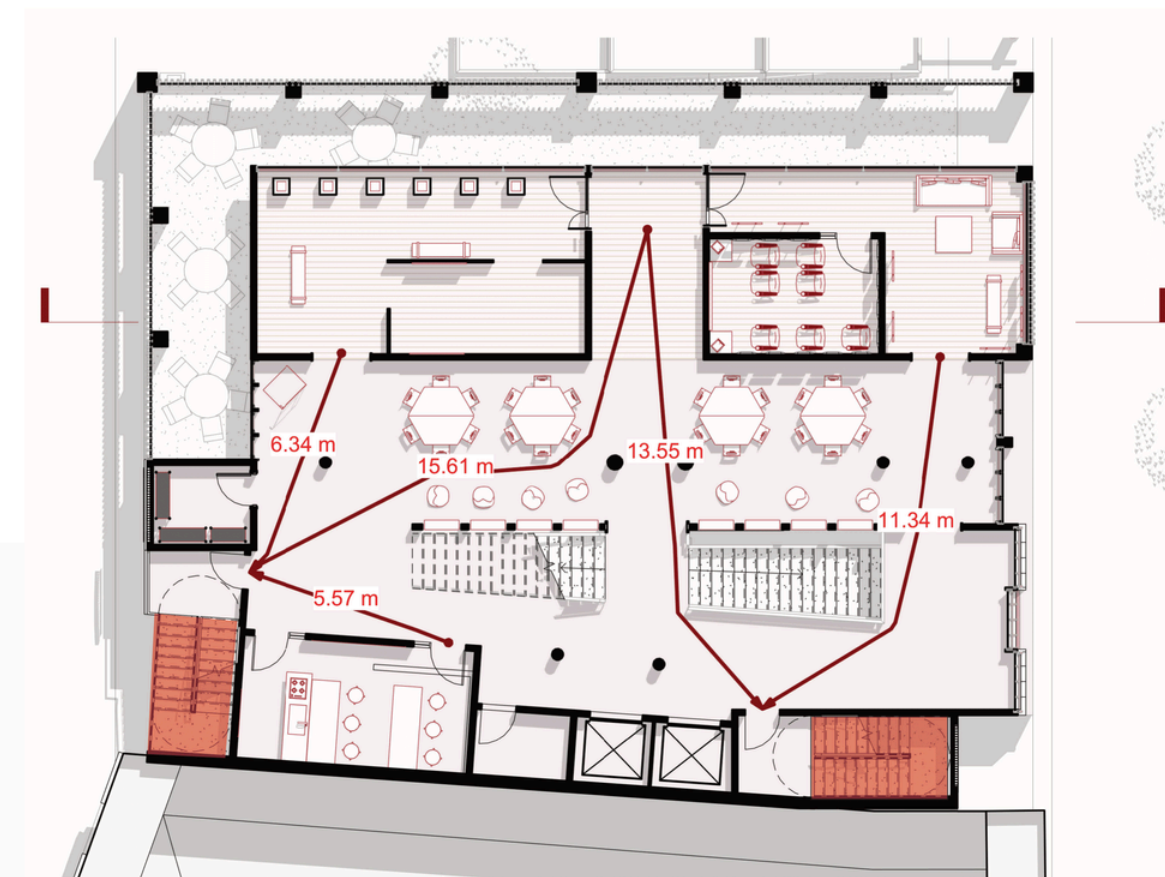
FIRE RUN COMPLIANCES.



Tread: 275mm Riser: 175mm Staircase Width: 1100mm Railing Height: 1100mm



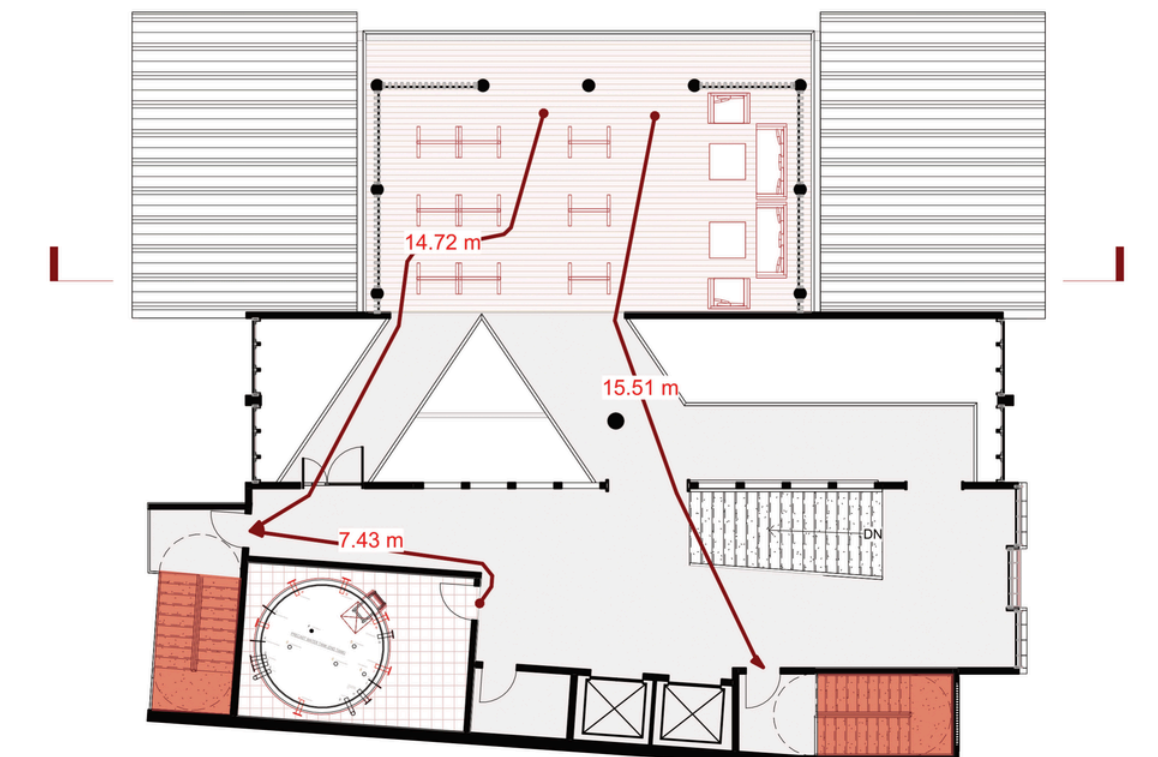
Ground Level Scale 1:100



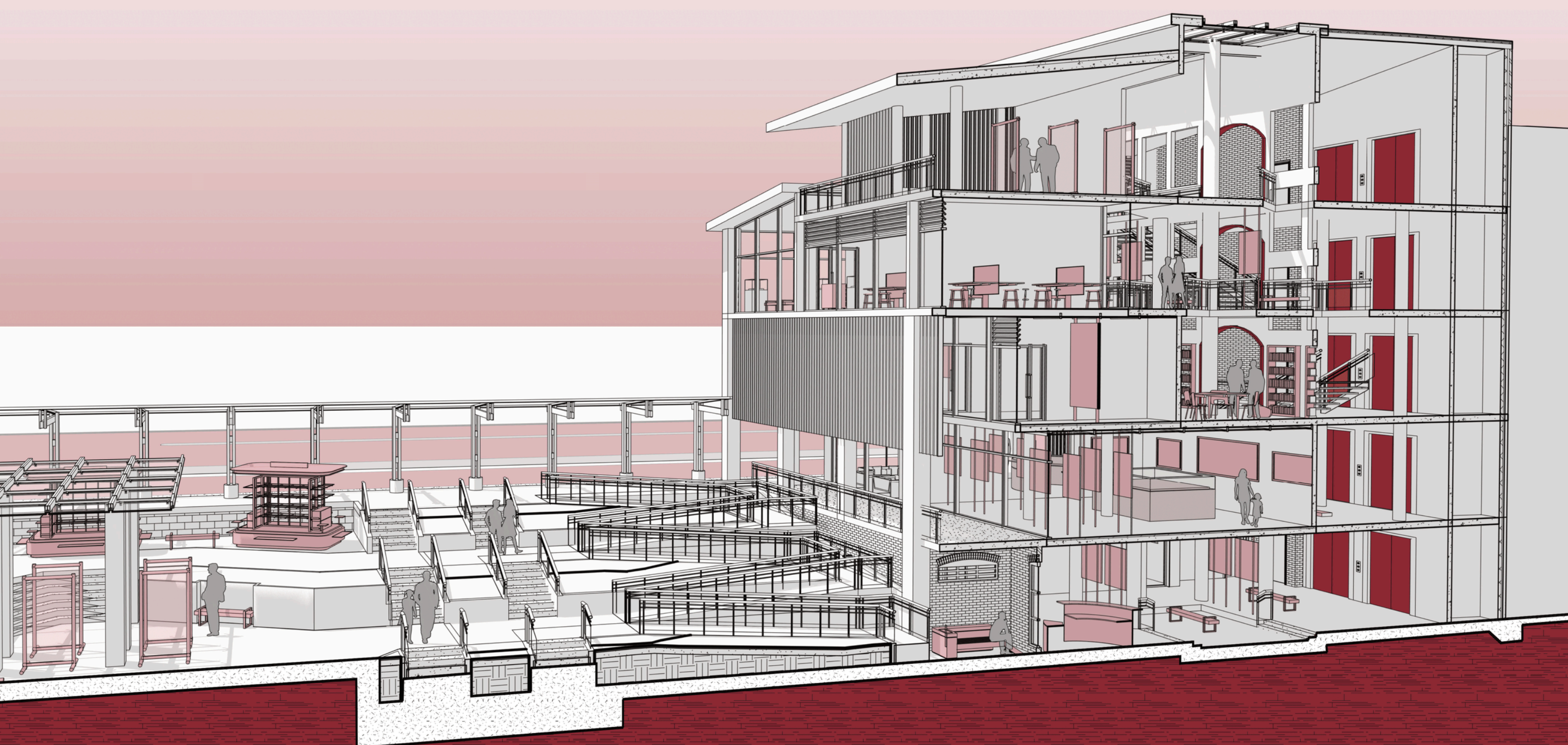
First Level Scale 1:100



Second Level Scale 1:100

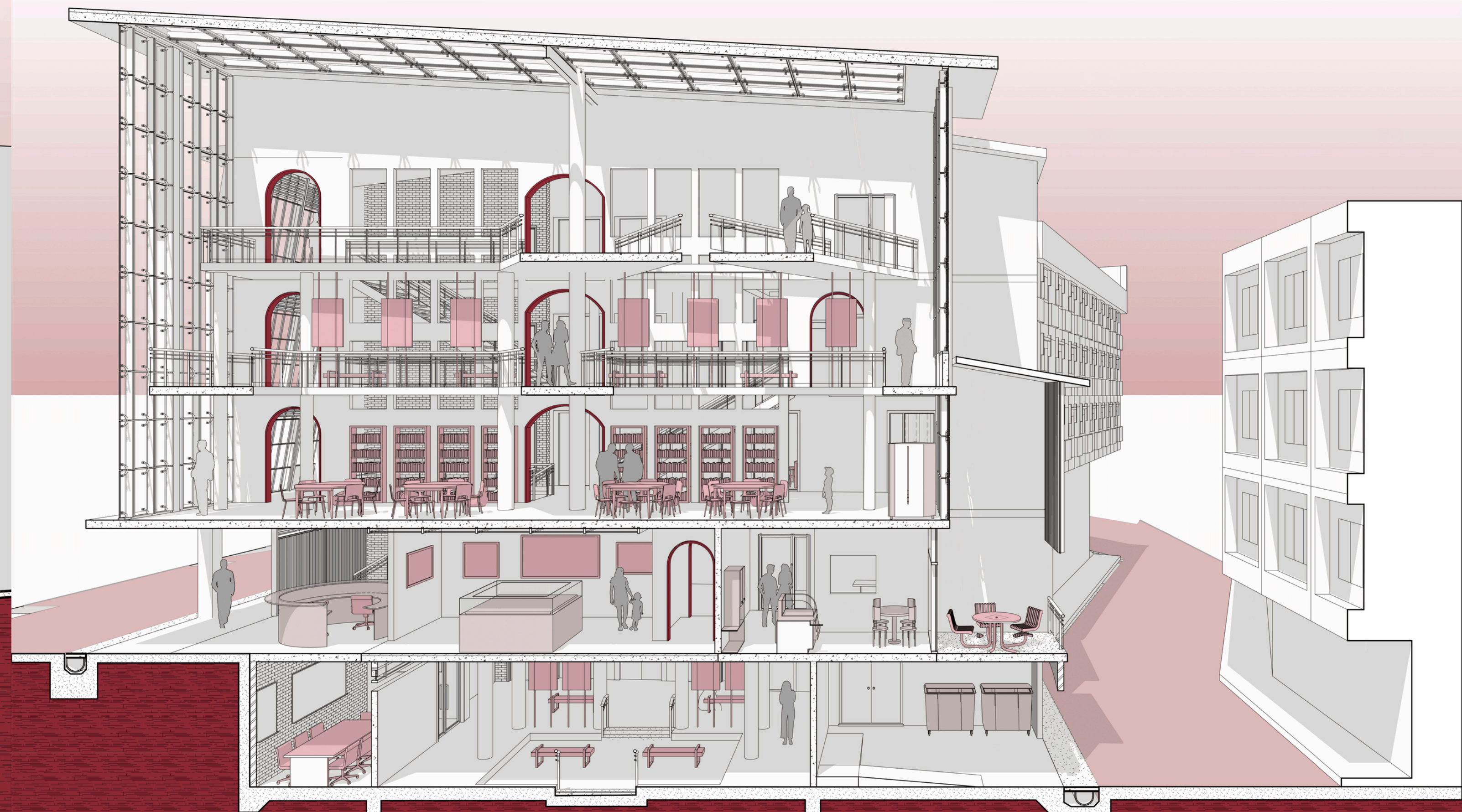


Third Level Scale 1:100



Sectional Perspective 1 (View from Jln Gandak)

Scale NTS



Sectional Perspective 2 (View from Jln Sungai Besi)

Scale NTS



East Elevation

Scale 1:100



ITEM 1: PRESENTATION BOARDS

Section A - A'

Scale 1:100



ITEM 2: IMAGE WITH THE PRESENTATION BOARDS



ITEM 3: FOUR IMAGES OF THE MODEL (IMAGES ARE NOT TO SCALE)