



PRINCIPLES OF DESIGN 3

Project 04_JULY 2013

HISTORY MEANING

DECODING CONSTRUCTS

INTRODUCTION

The 4th project of this series investigates a series of *urban enclaves* [44 Stanley, Maboneng, Juta street Braamfontein] in the aim of generating an understanding and expression of a particular history (or story). Through a critical investigation of history and meaning, past and present you will be tasked to uncover apparent and disconnected linkages - connections to the surrounding fabric and meta-narratives within the broader tales of Johannesburg. This project engages with perceived and actual communities and their related definitive landscapes/nodes in and around the city with a critical lens.

The interfaces between these nodes and surrounding fabric (urban+suburban, formal+informal, permanent +ephemeral) spawns interesting and unexpected outcomes – unique and sometimes contradictory relationships – urban fringes, suburbs, residences, development, re-development, thoroughfare, informal, permanence, transience, belonging and disillusion are all realities experienced in-and-between these contexts.

In some instances these urban and sub-urban enclaves have become exclusive villages, semi-detached from the surrounding fabric. The intent of this brief is to unpack and restitch these places with a narrative that begins to tie back to legacies and stories of Johannesburg - notions of belonging and place-making.

The conflicting scars of history and reality (actual and constructed) begin to tell the story of both the city and the people, a clashing consequence of Johannesburg – as a city of invention&industry, struggle&segregation, wealth&wasteland, re-invention&reality. These historical, current and emerging conditions - complex architectural, urban, historical and socio-political clues and undertones - are what you are called to investigate for this project.

Incorporating the previous design drivers:

[topography|topology . networks|connections . fabric|observations . perceptions|fringes] as influences to critical analysis and design, you must engage with the complex nature of your chosen site with an end focus to uncover and communicate history and meaning to (and through) the social and political conditions of your chosen context.

PROJECT BRIEF

Your process must begin with a rapid mapping of the site. (making use of supporting documentation; **RENEGOTIATING SPACE**: Arts on Main, 44 Stanley + Johannesburg by D Bahmann and J Frenkel, and current exhibition **BRAAMOPOLY**: People's Place in the World Class City. The case of Braamfontein's Inner city Regeneration Project by Laura Burocco.) This critical analysis should uncover and communicate the embodied meaning and memory of the neighborhood, through its development and reinvention. The outcomes of this mapping must be clearly communicated and design tools/informers should be extracted through the process and translated into workable concepts.

task one

Identify a site. The eventual user of your design must become less of a collected urban public, considered as more of a community identity and the individual. Your choice of site should be influenced by this community identity and respond to the particular history of Johannesburg relevant to the site and community/user you have identified.





task two

Design a building on this site - a *museum*, a kiosk of collected information. Your building and surrounding components should respond to the socio-political reality in the area as well as the incongruencies and dormant informers of the surrounding fabric. The architecture should communicate the complex and diverse nature of this in some legible way (expressed spatially, tectonically or through information). Your building and site extent should become a place and space that communicates through its experience at varying scales – the *building* should be responsive to the site in placement and scale, becoming as compact or vast as necessary. Likewise your building programme can range from diverse to singular - refining the programmatic requirements below to a more relevant and contextual response.

process components and byproducts

Manual visual montage - a “first-impression” touchstone collecting your initial observations.

Blog - To document and reflect on each step in the process.

Films and photographs - Critically focussed and annotated where needed.

Theoretical writing - A realtime journal of thoughts, reflections, intentions and critique.

design requirements

Your design scheme must deal with the site as a considered extent – address the idea of edges and separation, connectivity, sub-urban amenity, etc. The architectural programme should incorporate;

A *museum and archive* (information point)

A communal gathering space

A NEW PUBLIC function

A route

A café

A trade fringe

The building footprint must not exceed 300m² in total, you may stack vertically up to a maximum of 3 storeys.

CONTEXT

Students must select one of the following sites to work within.





PROJECT SPECIFIC REQUIREMENTS

- Investigate the social-political history and meaning of the site through intensive, visually driven architecturally focused mapping.
- Document observations and distill data into visual communication of findings.
- Translate observations into workable concepts and tools for design.
- Through identifying and analyzing design generating information begin conceptual design.
- Develop a consistent visual language (brand/identity) for the project that will be used for the blog and final presentation boards.
- Design a building – an expression of history, meaning and context. A conversation with context, community and user – cultural, infrastructural, social, public and personal.
- Develop a critique of “urban-enclaving” and communicate this through architectural response.

DESIGN TOOLKIT

Through your own analysis of the brief you should extract a series of words (in addition to the following) as themes for analysis and design drivers.

exclusivity conscience community meaning awareness simulacrum patterns the everyday ordinary catalytic

SUBMISSION REQUIREMENTS

- Blog: email to anarchytext.eric@gmail.com 22-07-2013. You should update this as the the project develops
 - mapping
 - process
 - writing
 - photographs
 - films
 - analysed/reviewed precedents
 - sketches
 - design development
- Context mapping and analysis (hand drawings, photo-collage, video) Hard copy and on blog
- Precedents and extraction of principles
- Process (mapping, drawings and models) Hard copy and on blog
- Theoretical rationale, overview and critique. To be published on blog.
- Final rendered drawings and presentation model:
 - Site plan (city 1:5000, context 1:500, site 1:200)
 - Plans of all levels 1:50/1:100
 - Elevations (all @ 1:100)
 - Sections (Through site demonstrating ‘connectors’ and complexity) minimum 2 of each
 - Models 1:200 working to final model

RECOMMENDED READING

Bremner. *Writing the City into Being: Essays on Johannesburg 1998-2008*

Jimenez Lai. *Citizens of No Place: An Architectural Graphic Novel*. 2012

Bacon E. *Design of Cities (1976)* Penguin

Jacobs J. *The Death and Life of Great American Cities*. New York: Random House. 1993 [1961]



PRESCRIBED READING

RENEGOTIATING SPACE: Arts on Main, 44 Stanley + Johannesburg by D Bahmann and J Frenkel

BRAAMOPOLY: People's Place in the World Class City. The case of Braamfontein's Inner city Regeneration Project by Laura Burocco.

OUTCOMES

- To develop the ability to access historical and socio-political information of architectural sites at varying scales and focus; urban, sub-urban, cultural, infrastructural, spatial, human.
- Develop the skill of conceptualizing designs and architectural schemes at a sub-urban scale with a response to adjacent urban context.
- Initiate an engagement with a contemporary design methodology and approach related to a specific context.
- Resolve mixed programmes and multi-level integrated spatial arrangements focusing on a community/user and architectural response to communicating through the experience of space and material.
- Develop a critical and theoretical premise to be explored and resolved in the architectural design

EVALUATION CRITERIA

- Understanding of urban complexity. Mapping and urban response.
- Understanding and demonstration of heritage and the impact on building design and content.
- Communication of narrative in design process and final scheme.
- Critical analysis and extraction of principles and tools.
- Architectural resolution. Tectonic, scale, usability, build-a-bility.
- Visual and physical representation.
- Documenting and communicating the process. Blog.

PROGRAMME

	project theme	programme	deliverable
15-Jul-13 Monday	PROJECT 04	4 weeks	
16-Jul-13 Tuesday		history	briefing&site
17-Jul-13 Wednesday		meaning	
18-Jul-13 Thursday		decoding	
19-Jul-13 Friday		construct	crits
20-Jul-13 Saturday			
21-Jul-13 Sunday			
22-Jul-13 Monday	concept		email blog URL
23-Jul-13 Tuesday		crits	Mapping and concept
24-Jul-13 Wednesday			
25-Jul-13 Thursday			
26-Jul-13 Friday	final concept	crits	theory
27-Jul-13 Saturday			
28-Jul-13 Sunday			
29-Jul-13 Monday	design dev		
30-Jul-13 Tuesday		crits	blog deadline
31-Jul-13 Wednesday			
01-Aug-13 Thursday	design res		
02-Aug-13 Friday		crits	scale drawings
03-Aug-13 Saturday			
04-Aug-13 Sunday			
05-Aug-13 Monday	production		
06-Aug-13 Tuesday		crits	draft pres
07-Aug-13 Wednesday			
08-Aug-13 Thursday			
09-Aug-13 Friday			
10-Aug-13 Saturday			
11-Aug-13 Sunday			
12-Aug-13 Monday	PIN-UP		
13-Aug-13 Tuesday		Presentation	