



# **ARCHITECTURE & IDENTITY**

## **REDEFINING THE TAXI INDUSTRY**



## Thanks

I would like to thank my friends, family and mentors for all the support and guidance they have bestowed upon me through out the course of this year. Most importantly, I would like to thank my parents for all the support through this arduous knowledge-gathering trip I have been on for the past couple of years.

# ARCHITECTURE & IDENTITY

## REDEFINING THE TAXI INDUSTRY

USING ARCHITECTURE AS THE CATALYTIC  
METHOD OF FORMULATING IDENTITY



FIG 1

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**SUBMITTED IN FULFILMENT OF PART OF THE REQUIREMENTS OF THE DEGREE IN  
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**FIG II**



FIG III



FIG IV

Unlawful, renegade and detached, these are some of the metaphors that can be said to be the summation of the taxi industry. Albeit the taxi system predominantly operates as the chief transport mode, and economic enabler for its users, it still maintains a predominantly degenerate perception.

The focus of this thesis is to emphasize how through re-appropriation and re-defining of the formative and descriptive elements of the taxi industry, one can begin to articulate a logical and befitting identity for the taxi industry. The methodology utilized is based on the principals of identity formulation, and programmatically expressive architecture. The intention of which, is to devise a methodology in which architecture can be used to restructure existing systems in a manner, which enables them to obtain a compelling logic. In so doing, the premise is to illustrate how through the use of design, architecture can be molded into a contrivance for formulate identity.

# ABSTRACT



FIG V



FIG VI

The theoretical point of departure of this thesis is to explore the concept of architecture as the catalytic instrument in the creation, or identification of identity. Taking into consideration the degenerate image that the taxi industry has today, and its pragmatic relevance to society, the thesis aims to formulate programmatic and spatial qualities that begin to elevate the perception of the taxi industry.

The design intention, aims to explore the measures in which architecture can be used to begin to redefine the taxi industry, through the uses of spatial articulation that represents the marriage between the public, and the taxi industry in a formal, informal and passive manner.



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## Idea

The formative idea behind this thesis stems from the inspiration of using architecture as a means to formulate identity. It begins by examining the notion of identity through examining its conception, recognition and quantifiably attributes. Lastly, the intention of the thesis is to determine whether, architecture can be used to redefine or re-appropriate a groups current identity.

## Subject Matter

The taxi industry is the test subject chosen by the author, because of its social relevance and its currently unfavorable perception.

## Rationale

The taxi industry currently has the identity or perception of an unregulated, renegade industry with no formal regulatory or accountable body. However, it also simultaneously serves as the primary transport mode and economic enabler for most black people in South Africa to day. (SANTACO, 2008).

## Pros

- Primary public transport system
- Convenience and affordability for the masses
- Its proliferation enforces its social relevance

## Cons

- Little known regulatory body
- Drivers seen to not respect road rules
- Responsible for 9% of road collisions. (NDoT, 2001).
- Dilapidated infrastructure and unsafe taxis.

# PROJECT INFO

## Strategy

In the context of this thesis the sagacious manner in which to quantify the success of its objectives would be through the evaluation of; 1: the use of programmatic arrangements to highlight each facet of the taxi industry. 2: To have the architecture relay the narrative of the taxi industry through the use of spatial articulation. 3: Through the use and re-interpretation of architectural typologies that pertain to the transport (more over the taxi industry).

## Implementation

In trying to formulated a new identity for the taxi industry, the thesis adopts a strategy in which the primary three elements of the industry, being:

1. The general public who use the taxis on a regular basis.
  2. The operational element, being the taxi and drivers themselves, and
  3. The regulatory body that has been set out to govern the industry
- are expressed in a manner that exemplifies a progressive, conformist and approachable identity.

Conceptually the intention is to use expressive architecture, in which the public become passively involved in the daily operations of the industry, thus increasing its transparency, which invariably leads to a change in the perception/identity that the taxi industry has.

## Deliverables

- Provide the formal body of the taxi industry, a public façade that the public can relate to.
- Provide the taxi industry with a building structure that interacts with its stakeholders.
- Provide the taxi industry with the facilities which enable it to better conform to regulations set out by the TRP (Taxi Recapitalization Program)