

HELL VILLE EMPOWEREMENT CENTRE

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HELL VILLE EMPOWERMENT CENTRE, HELL VILLE,
NOSY BE, MADAGASCAR

Riana Soalaza RAVELOARISON
25299612

Mentor: Derick de BRUYN

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The aim of this dissertation is to present and narrate the design of an empowerment centre in Hell Ville, the urban capital of Nosy Be, to alleviate tourism development amidst the town's highly cosmopolitan context.

The proposed centre tackles issues of urban regeneration, mixed-use activity, as well as empowering public places through the implementation of appropriate architecture within a tropical climate.

The aim of the centre, together with a landscaping programme in the streets of Hell Ville, is to create a catalytic architecture, whereby citizens are assisted in every single aspect of their daily lives. In this case, the focus is more towards entrepreneurship and cultural expression. At a later stage, with the success of the centre and its initiatives, the community could take over and expand the upliftment programme, depending on the different local dimensions and needs, which include issues of economics, or education, leisure and recreation, health, etc.

The site is situated in the precinct of Senganinga quarter, in Hell Ville, the urban centre of Nosy Be island. Nosy Be is currently the number one Malagasy tourist destination, off the North Western coast of Madagascar in the Mozambican Channel. It is located between the main activity strip of Boulevard General de Gaulle on the West side and Rue 2 on the East at the bottom of the block. The surrounding buildings on Boulevard General de Gaulle are Ankoay Commercial Gallery on the South and Rahims' Hotel on the North side; while on Rue 2, there are the Western Union and Caisse d'Epargne facilities as well as Music Box video renting shop opposite mixed-use residential and commercial or storage domestic buildings.

The project, in its urban context, enhances the different pedestrian linkages between the urban and domestic layers, by fitting into the urban fabric and the streetscapes. Furthermore, the proposed centre responds to and intensifies the urban activities, promoting empowerment, therefore developing senses

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Another major characteristic of the centre is the way in which it addresses the tropical climate together with the diverse cultural and socioeconomic contexts.

The document is subdivided into twelve chapters. The first chapter introduces the physical context from national to local scales.

It is then followed by the theoretical investigation component to put the dissertation and the proposed project into a relevant context of tropicalism, place-making and community empowerment.

In the third chapter, case studies give a physicality and guidelines in relation to the above theories, for example a study of the contemporary Australian Tropical architecture for Tropicalism.

Fourth comes the baseline documents to give a framework to the empowerment centre.

In the fifth chapter, design concepts and theories are condensed from the different studies, compiled as guidelines for design.

The sixth topic consists of the design process and development, starting from the urban interventions, to the in-between spaces, topography, programme and planning.

In chapter seven, design responses are expanded, in other words the different ways how the proposed empowerment centre respond to its context, such as the project's contribution to the lack of public facilities as well as the urbanism.

Technical investigation is undertaken in chapter eight, exploring the biophysical characteristics of the site, looking at the structural typology, the services, and finally the applied tectonics, to accommodate human comfort and achieve the proposed concepts.

The ninth topic is the dissertation's conclusion, summarizing the process for the design of the proposed empowerment centre and its possible achievements.

The design is documented thoroughly in chapter ten, with design and technical drawings.

ABBREVIATIONS:

- AGETIPA: Agence d'Exécution des Travaux d'Intérêt Public (Public Works Executive Agency)
- B.M.O.I. : Banque Malgache de l'Océan Indien (Malagasy Bank of the Indian Ocean)
- C.N.R.O.: Centre National de Recherches Oceanographiques (National Centre for Oceanographical Research)
- G.I.H.T.N.B.: Groupement Interprofessionnel Hotelier et Touristique de Nosy Be (Nosy Be Hotel and Tourism Interprofessional Association)
- H.V.: Hell Ville
- MDAT: Ministère de la Décentralisation et de l'Aménagement du Territoire (Decentralization and Regional Planning Ministry)
- N.B.: Nosy Be
- P.I.C.: Projet Pole d'Integration de Croissance (Integrated Pole of Growth Project)
- PUDi: Plan d'Urbanisme Directeur (Main Urban Development Framework)
- R.M. : Republic of Madagascar
- SEIMAD; Societe d'Equipement Immobilier de Madagascar (Real Estate and Equipment Agency of Madagascar)
- SIRAMA: SIRAmamy MALagasy (national sugar factory)