



>Digital Media [exchange]_



Second floor plan



>>1_Ramp



>>2_Mesh Projection Screens and Balconies



>>3_Classrooms

Classrooms for formal theory lectures and discussions are positioned on the second floor. They are equipped with hot-desking and projection facilities, and have view onto the street onto the square. The classroom located on the west facade is fitted with privacy glass which can be electronically activated to filter harsh light. Spill-out areas provide seating in niches.



>>4_Workshop

The workshop area hosts model building or small-scale construction, as well as facilities for filming to be captured for animation and editing in the later production processes. Durable wall and floor surfaces to withstand high traffic volumes are essential. A separate storage facility is provided to house tools and equipment.



>>5_Storage



>>6_Balconies



>>7_Animation Studio

The animation studio is used for the initial capturing and modelling of digital media. The media is then processed until it can go to the editing studio below. Here hot-desking, projection and storage facilities allow the user to function optimally whilst enjoying views onto the square.



>>8_Design Studio





>Digital Media [exchange]_



Second floor plan



>>9_Circulation



>>10_Ablution



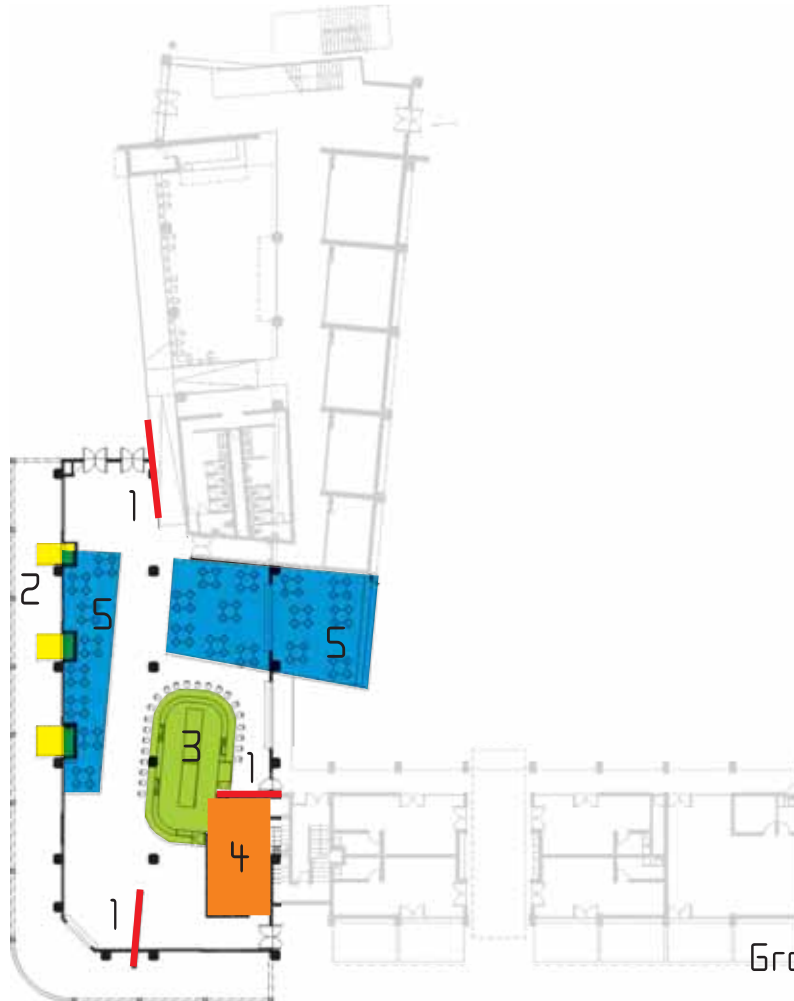
>>11_Outdoor Events Bar

Serves the outdoor events area and acts as a small cafeteria for the media school. The sliding, folding glass doors can also be utilised as projection screens.





>Existene + New Addition_



Ground floor plan

>>1_Main Entrance Spine Walls

The red concrete spine walls in the main entrance aim to guide users through the Media Bar and into the Digital Media (exchange). The walls indicate entrances and define the circulation routes. The visibility of the walls create an identity which is legible to the public. The spine wall at the main entrance on Struben Street incorporates signage.

>>2_Informal Trade

Existing informal trade activities are incorporated into the design by creating niches in the existing wall which provide spaces for the traders to occupy and store their goods. Top-hung Mentis grid canopies lower the scale of the colonnade over the trade areas and also act as security gates when the traders close shop and store their equipment.

>>3_Media Bar

The Media Bar replaces the existing corner café and serves the whole development. It is accessible from the street as well as the square. Tables and seating will have touch screen displays where users can place orders, and these will be able to display media and information from the Digital Media (exchange). The existing shopfronts are replaced by Mentis grid infill panels to allow a visual connection to the street.

>>4_Kitchen and Storage

A kitchen to serve the media bar is located nearby at the Struben Street entrance. This position allows for ease of deliveries. Under-counter equipment and storage is provided, as well as a small store for consumables.

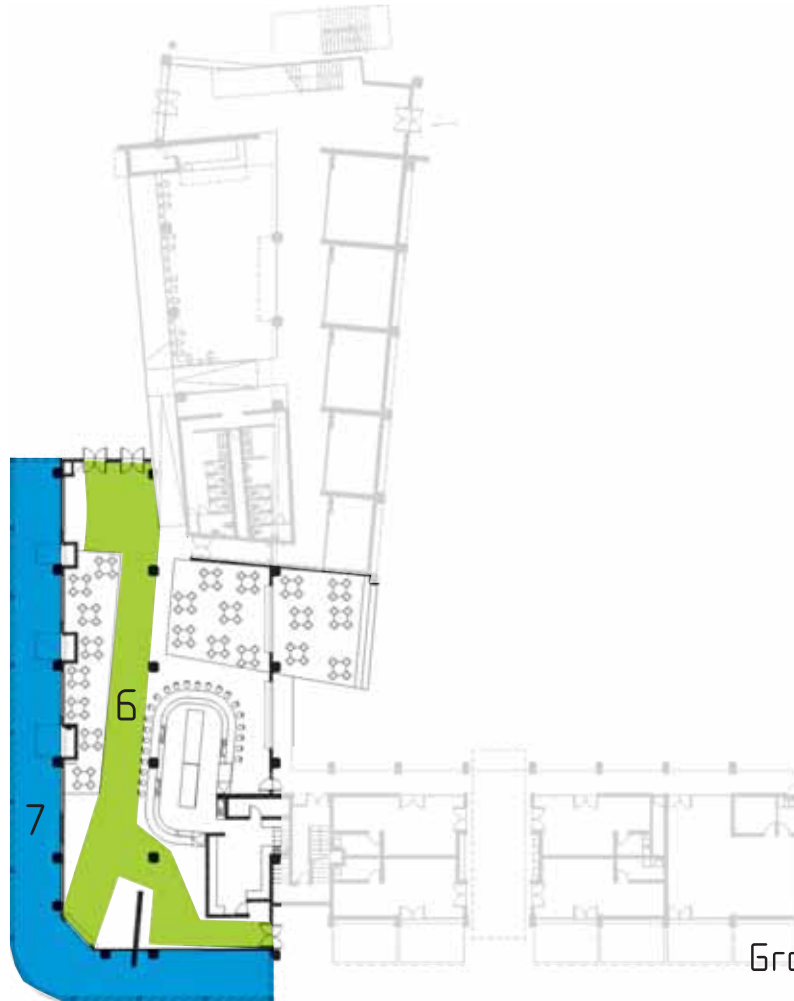
>>5_Raised Seating Area

A raised seating area defines the circulation route and provides legibility for the user. The seating area extends outside the building, and spills out onto the square.





>Existine + New Addition_



Ground floor plan



>>6_Circulation

The circulation route is clearly defined by the red spine walls at all the entrances to the building. The route aims to become part of the pedestrian circulation on the street edge and provide users with a choice of internal or external movement. From the corner entrance the circulation route leads to the Digital Media [exchange].

>>7_Existing Colonnade

The existing colonnade is to be retained as it gives the site a pedestrian scale and provides urban character. The new steel structure is placed along the existing walls and is juxtaposed with the colonnade by the use of different materials and a different rhythm.





>Existine + New Addition_



First floor plan



>>1_Reception

A reception office for the media school is located on the first floor to accommodate general enquiries and staff administration. It is the first of a series of offices that is located close to the school.



>>2_Offices

Staff offices are situated along the western edge of the site. Office spaces are large enough to be sub-divided for staff members. A translucent screen separates the offices from the main circulation space. The screen should be used as an interactive notice board.



>>3_Staff Room

The staff room for the Digital Media (exchange) is placed in the north-western corner of the building. The staff room is equipped with a small kitchenette and two meeting tables. Its windows frame views onto Prinsloo Street and to the north. It also has access to a balcony on the west facade.



>>4_Lounge

The lounge is positioned on the eastern edge of the building and frames views to the square. It is to be used by staff, students and visitors to the school. The lounge includes a small self-service coffee bar between the two large glazed openings.



>>5_Circulation

The main circulation route is a continuation of the ramp in the Digital Media (exchange) on the same axis, and terminates in a balcony.



>Existine + New Addition_



First floor plan

>>6_Balconies

The balconies of the administration block protrude through the mesh facade. These balconies are semi-enclosed by a solid wall with a slit and side openings to create interest on the facade.

>>7_Print Room

The print room serves the Digital Media (exchange), students from the school and the TUT Arts Campus and can be used by the public to generate income. It accommodates a small manager's office and a store for consumables. The layout provides space for three large-format printers and up to five A4-format printers. Access is provided to a balcony on the west facade.

>>8_Web Design Studio

A web design office that is run by graduate students of the school is positioned in the south-west corner of the building. It hosts a small lobby and a workspace for three students.

>>9_Server Room

A central server room is placed in the south east corner of the building. The server room controls all computer and network-related functions of the building.

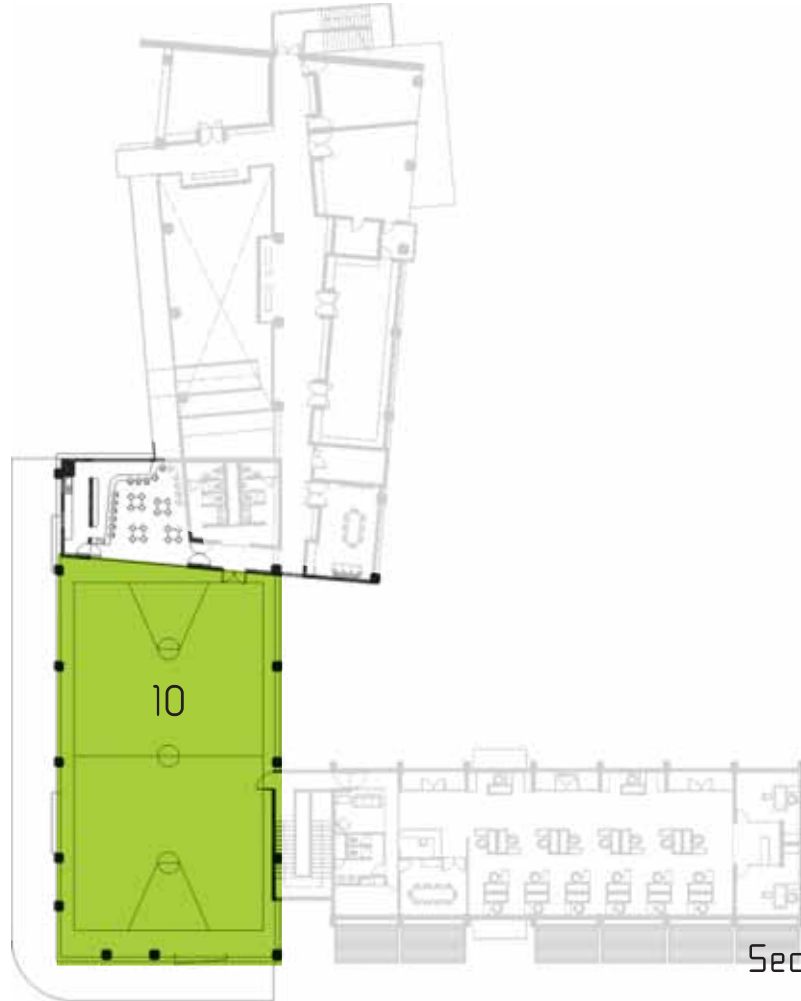
>>10_Internet Broadcasting Studio

The internet broadcasting studio is to be run by graduate students of the school. This facility is located at the east entrance of the administration block. It accommodates a work space for five students and a store.





>Existine + New Addition_



Second floor plan



>> Outdoor Events Area

The outdoor events area is located on the second floor. It is an open-air space that can be used by students and other users of the building. The wall of the outdoor events bar acts as a projection screen and screenings can be held in the evening. This functions to attract the public to the building and its facilities. Access to the area can be gained from the media school or the retail block. The events area is enclosed in a steel mesh that can be used for signage and video projections. It should be a multi-functional space to house various events.



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>Commercial Component_



>>1_Entrance to the Square

The entrance to the square is indicated by a suspended ceiling which serves the same function as the red walls. On the south elevation the vertical part of the ceiling is used for signage.

>>2_Stairs

The staircase acts as a connector to the existing building, with a fully glazed opening on the south facade. Controlled access to the offices above is gained via key cards.

>>3_Retail Space

The retail component is located on the ground floor on the southern edge of the site and aims to accommodate existing retail activities. Four small retail units are provided with one larger unit located at the end of the block. Each unit is equipped with a kitchenette and a small store. These facilities should yet again provide the Digital Media [exchange] with a steady rental income.

>>4_Public Phones and Seating

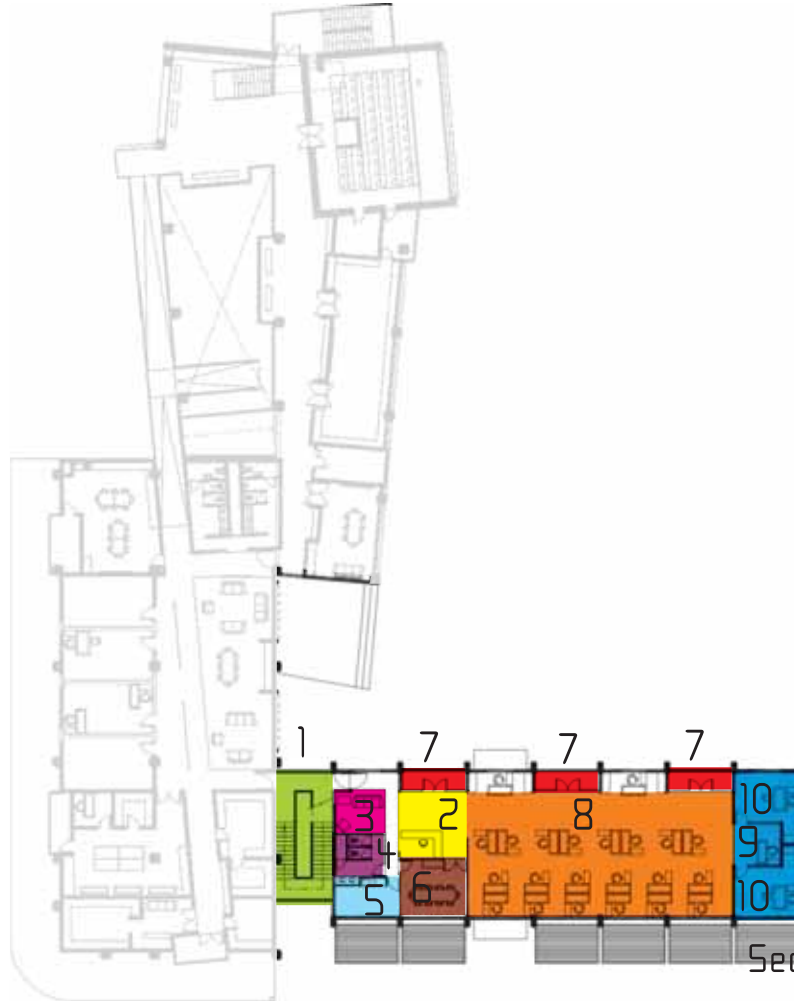
Public phones and seating are provided close to retail activities, where passive surveillance can occur.

>>5_New Colonnade

The idea of the colonnade of the existing building is continued in the retail component to introduce a pedestrian scale to Struben Street. The Mentis grid canopies create the horizontal plane and the row of trees create the vertical plane. When the retail units are closed, the top-hung canopies become security gates.



>Commercial Component_





>>1_Stairs



>>2_Reception

The reception area has a clear view of the entrance and the open plan office space. The receptionist also controls access to the boardroom and service areas.



>>3_Waiting Lounge



>>4_Ablution



>>5_Staff Room



>>6_Boardroom



>>7_Balconies



>>8_Open Plan Office

Rentable office space is provided that can be easily adjusted to the user's needs. Optimum natural daylight is achieved through large glazed openings on the south facade. The north facade is shaded by mesh screens. Services are positioned on the western edge of the building and are contained within a suspended ceiling.



>>9_Secretary



>>10_Private Offices



>Material Selection_



>Concrete_

Concrete is one of the primary structural materials used in the proposed design. Off-shutter concrete that can finishes ranging from smooth to rough should be used. Pre-cast floor slab system should be used over the existing structure.

- Good thermal storage
- Large spans
- Easily moulded to curves

- Sand and cement are non-renewable resources
- Not easily recycled



>Glass_

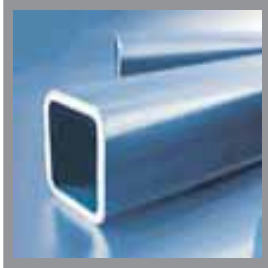
Allows for sufficient daylight to enter the building. Used to create transparency and a visual connection on the facades. Large areas of glazing create a sense of lightness in the massing of the proposed design. Shading devices on the appropriate elevations eliminate the disadvantages associated with glass. Used in a range of applications from balustrading to projection screens.



>Timber_

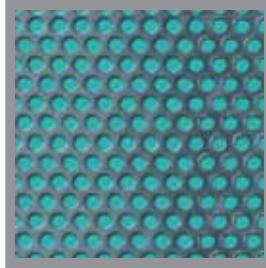
Timber is used sparingly in the proposed design to differentiate different areas of congregation. For instance, the raised seating area of the media bar and the viewing deck in the exhibition area.

Timber is a reference to nature and warmth in an otherwise cold and man-made environment.



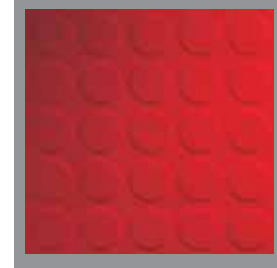
>Steel_

A steel framed structure is the main structural element of the Digital Media (exchange). It is used to differentiate materiality between the old and the new. It is more adaptable than concrete and additions are easily added.



>Perforated steel and mesh_

Perforated steel is used in various walls and the louvres on the west facade. The walls provide screening for different areas internally. The louvres are perforated to create interest and a play of light on the west facade. The mesh is used to filter sunlight that enters the building and to obscure views to the additions above the existing structure.



>Rubber flooring_

Rubber flooring is used in the main circulation routes and differentiates it from other spaces. It is also used in the educational spaces and places of high traffic volume.

