

background



problem statement

Lynnwood Road exists as a barrier that separates the South Campus of the University of Pretoria from the Main Campus. An additional lack of primary uses and recreational spaces suppress pedestrian movement into and through the South Campus.

Figure 6: Perspective view of the Hatfield Campus.

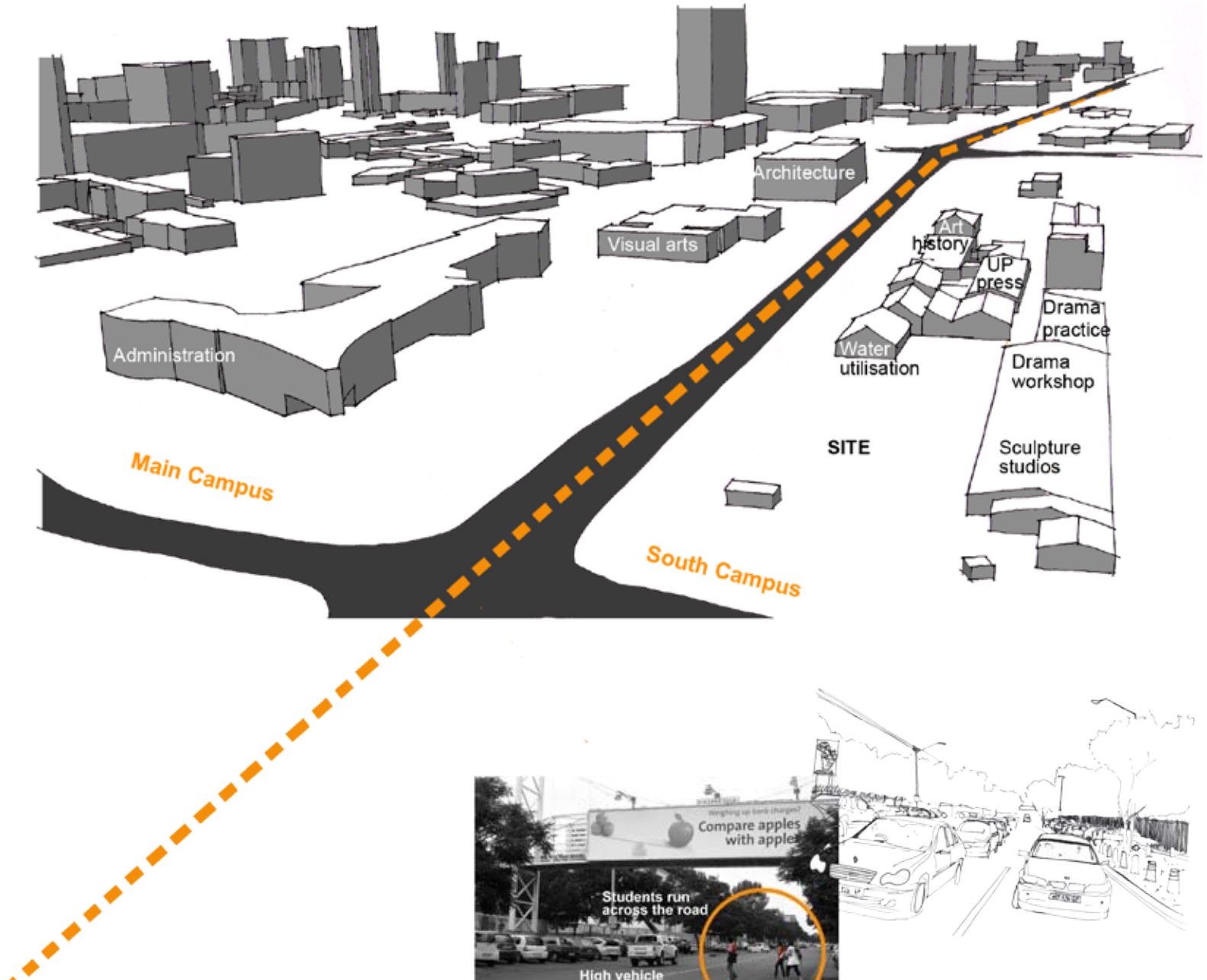
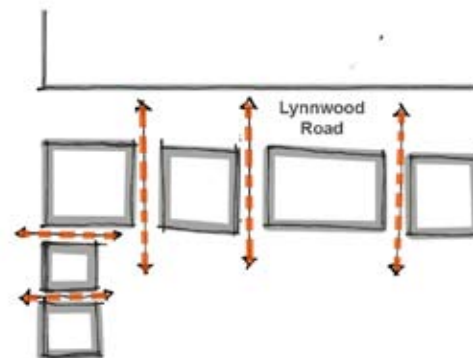
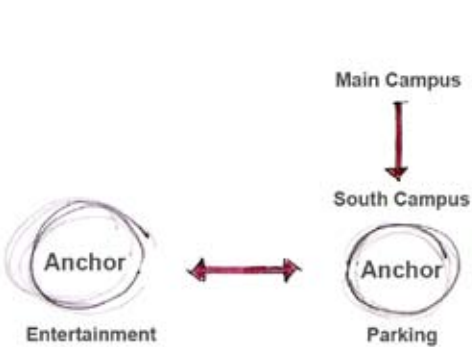


Figure 7: Lynnwood Road.



Figure 8: Figure ground indicating the primary uses on campus.

○ Magnets (primary uses): parking, food, socializing space



**objective**

The dissertation proposes to combine education and entertainment on the South Campus, enabling public interaction on a pedestrian scale. The proposed building should function as an anchor to increase movement through the site, provide ease of access and integrate the site with its surroundings.

Figure 9: Movement between anchors.

Figure 10: Stitches across Lynnwood Road.

## research questions

### Questions

1. Which building functions are necessary to facilitate education in motion picture production?
2. What is the relationship between architecture and film?

### Sub-questions

1. How does the building provide transparency of function to promote education in motion picture production to students and the public?
2. Which functions will allow public interaction without interfering with the private functions of the institutional building?
3. Which interventions will change the site from a vehicle orientated site to a pedestrian orientated one?
4. How can access to the site be improved?
5. Which building functions will create an anchor to draw people onto the site?

### Definition of terms

- Education: formal instruction in university subjects and informal learning by observation.
- Public: students not enrolled in the department as well as the general public.
- Anchor: primary use or magnet such as parking facilities, food and recreation spaces, and primary education zones such as the library.
- Integrated: physically or visually connected with and permeable to the immediate surroundings.
- Motion picture: movie or film.

### Delimiters

- Education is limited to education in motion picture production and excludes performance art, acting, animation and graphic design.
- Entertainment is limited to cinema and motion pictures and does not include live performance and theatre.
- The building is not primarily a public building and public access is limited to certain events and film festivals.
- The design intervention is restricted to the site, its immediate context and its relation to the South Campus, and excludes the Main Campus.

### Assumptions

- The proposed Bus Rapid Transport (BRT) stop on the corner of Lynnwood and University Roads will be completed in 2009.
- The proposed Hatfield Gautrain Station and its supporting feeder and distribution services will be completed as proposed.
- Public transportation facilities proposed in the vicinity of the site will increase the movement of pedestrians around the site.
- The Pretoria Boys' High School will allow an access road to be built on a portion of their grounds.
- The existing activities on South Campus will continue.
- Higher densities of the surrounding areas, as proposed by the Tshwane Regional Spatial Development Framework, will increase the number of people moving into the area.
- The growth of the University will continue at its current rate, resulting in an increased number of students.

### dissertation topic

The subject of the dissertation is a school for education in motion picture production which includes sufficient cinema spaces to accommodate entertainment for students and the general public. The building acts as a social anchor addressing access for and movement of pedestrians through the site, and allowing transparency of the educational process.



Figure 11

Figure 12

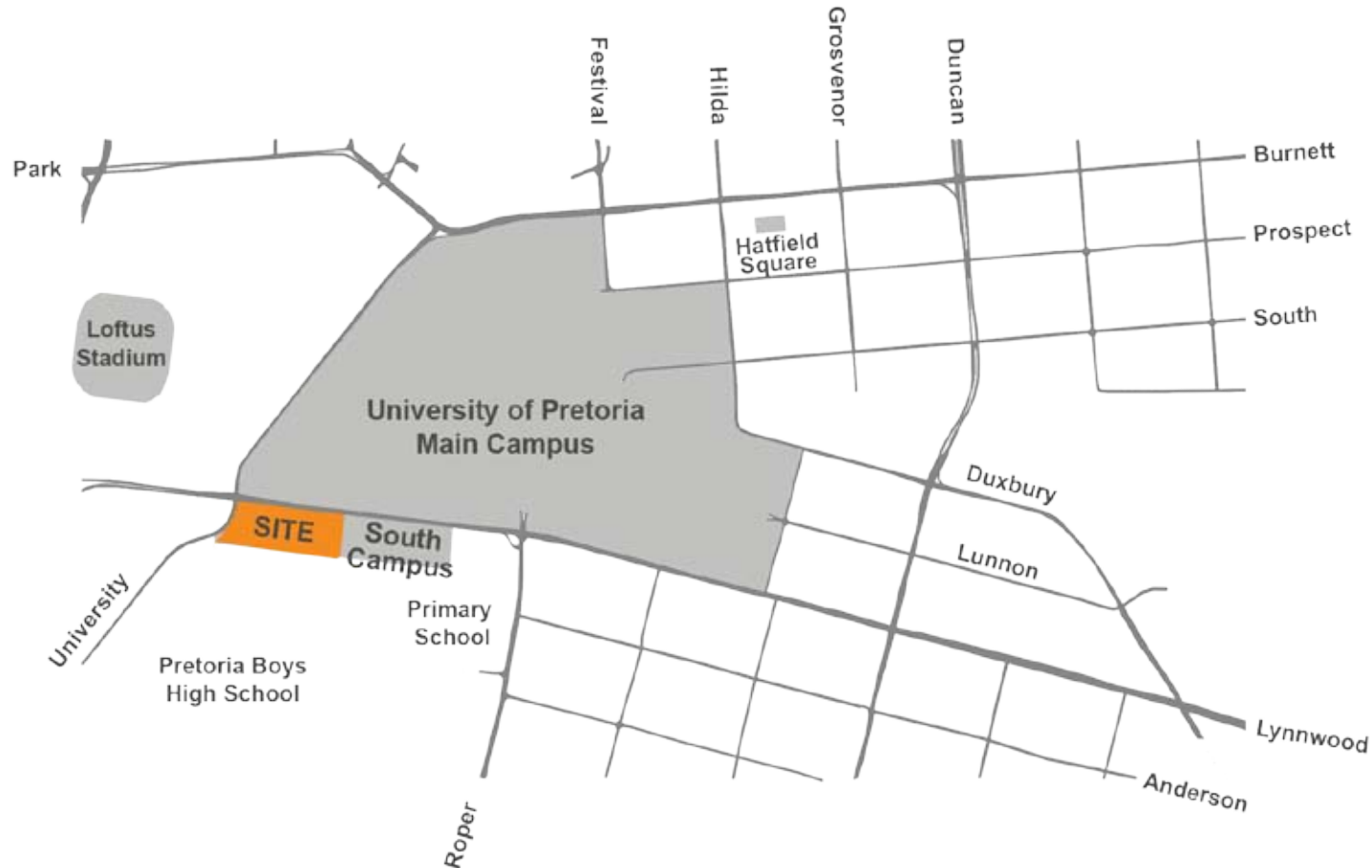


Figure 13: Site location.



### choice of site

The chosen site for the design discourse is the north-west corner of the South Campus of the University of Pretoria. Incorporated in the design is the existing building on the south-western corner, which currently houses the Visual Arts Department's sculpture studios, as well as the Drama Department's storage facilities. The site forms part of an educational precinct, surrounded by schools and university grounds.



Adjacent to the site, the junction of Lynnwood and University Roads creates a major node which acts as a gateway from the Central Business District (CBD) and provides good visibility to the site. Several public transport facilities converge at the junction, including existing bus routes, an existing heavy rail stop, a proposed Bus Rapid Transport (BRT) stop and proposed Gautrain feeder and distribution services. These amenities have the potential to deliver increased numbers of pedestrians to the site.

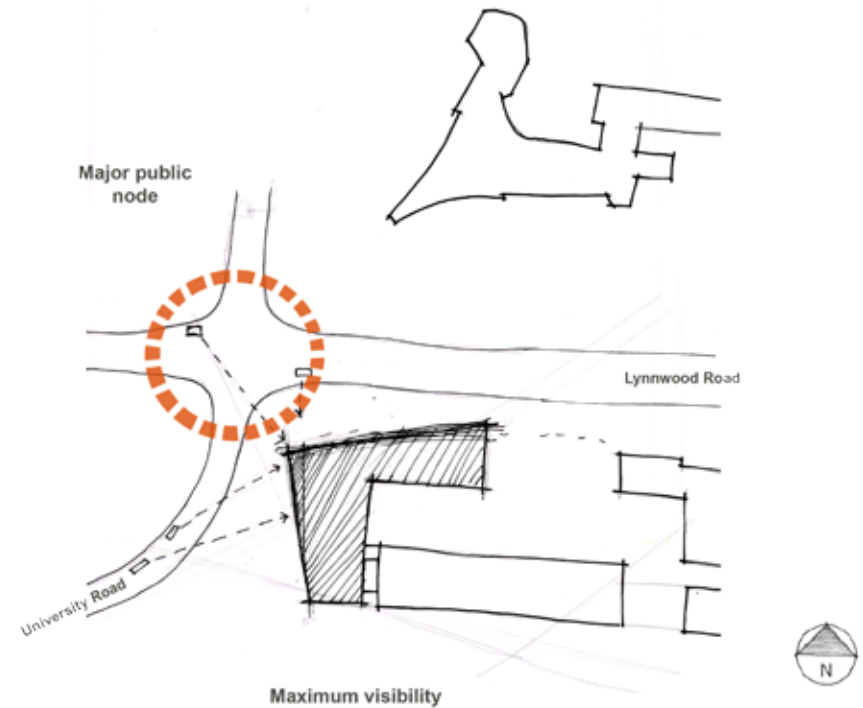


Figure 14: Junction of Lynnwood and University Roads.

Figure 15: Panorama of the University of Pretoria and Lynnwood Road crossing, viewed from the north-western corner.



## design motivation

Challenges facing South Africa's film industry include rapidly changing consumer tastes and the constant emergence of new technologies. Technical developments require the continuous upgrading of skills.

According to the Gauteng Film Commission (2007:119) cinema attendance in South Africa is rising. Cinema audiences increased by 4,5% in 2002 and an additional 5% in 2005. Gauteng has the largest cinema audience nationally. Where production is concerned, Gauteng accounts for approximately 85% of all local films. The growing film sector in Gauteng contributes to the growing demand for film production facilities.

Education facilities for film production are mainly located in Johannesburg, therefore film education and production facilities in Pretoria are wanting. The proposed school of motion picture production will encourage and support local creative talent and promote local films among South African and international audiences.

Figure 16: Film activity in South Africa.

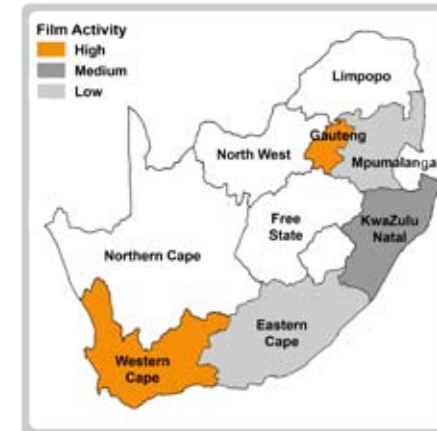


Figure 17: Cinema attendance in South Africa.

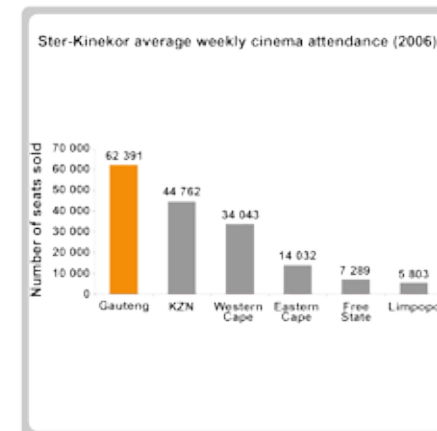






Figure 18

Students

Entertainment facilities

General public

### client\_user profile

Client: University of Pretoria

- User: A. Educational facilities - students and independent film-makers
- B. Entertainment facilities - students and the general public



Figure 20



Figure 19

Students

Educational facilities

Independent film makers



Figure 21

## funding

Funding for the project will be provided by the National Film and Video Foundation, the Gauteng Film Commission and the University of Pretoria.

The vision of the National Film and Video Foundation (NFVF) is “to strive for a quality South African film and video industry that is representative of the nation, commercially viable and encourages development” (National Film and Video Foundation, n.d.). In order to stimulate and advance skills development and film education, the NFVF provides funding for film development, production, exhibition, marketing and training.

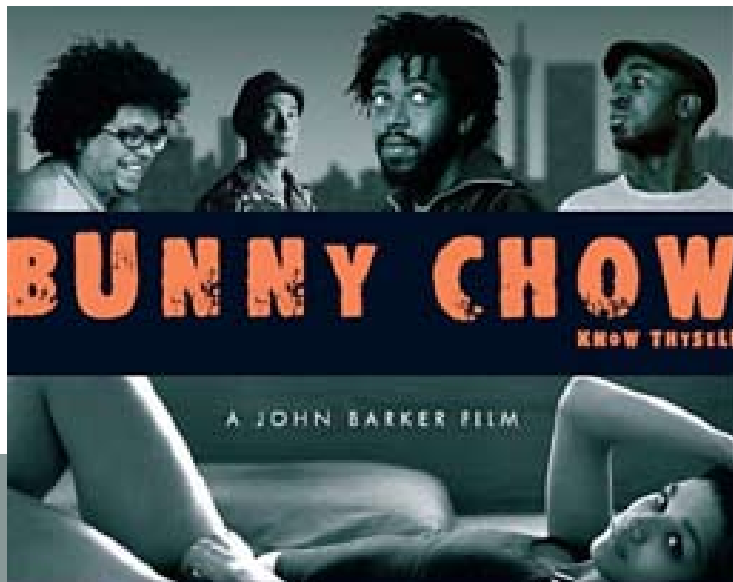
Similarly, the Gauteng Film Commission provides funding for “any projects which will develop filming in the province” in order to facilitate the transformation of the film industry and contribute to the economic growth of Gauteng (Gauteng Film Commission, 2007:5).



Figure 22: National Film and Video Foundation logo.



Figure 23: Gauteng Film Commission logo.

Figure 25: South African student film *Elalini* won the Oscar for the best foreign film.Figure 24: *Bunny Chow*, an independently funded local movie.