



whole

existing fabric and
digital environment

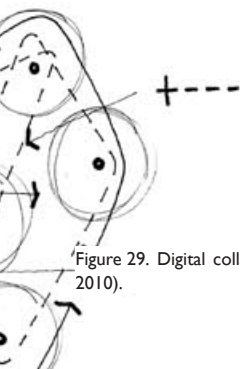


Figure 29. Digital collage for framework (Pretoria PlugIn City group, 2010).

03. FRAMEWORK

3.1 GROUP FRAMEWORK_ PRETORIA PLUGIN CITY

[COLLECTING FRACTIONS OF THE WHOLE]

3.1.1 Vision

- **Celebrate** the unique and multiple layers and characteristics of Pretoria's inner city
- **Build** on and promote the existing urban fabric
- **Promote** Pretoria's inner city as a stimulating energetic environment.

3.1.2 Identity

- Create local and regional identity in the inner city through creating a distinct brand identity for specific **nodes** and **strips**.
- Employ furniture, finishes, tectonics and existing fabric to reinforce and maintain strip (street) **identity**.
- Use markers to increase **legibility** of programmes, features and districts

'It is better to think of an aggregation of small and even contradictory set pieces (almost like the products of different regimes) than to entertain fantasies about total and faultless solutions which the conditions of politics can only abort.'

(Rowe & Koetter, 1996, 279)

3.1.3 Connect

- Promote **connections** between the CBD and bordering regions
- Promote inter connectivity within the CBD by **linking** open spaces and defining and developing social and cultural **nodes**
- Introduce people to the area identity by using **thresholds** as introductory points at specific entrances where people can "read" the city

- Preserve and promote **existing green and recreational public spaces** while creating new public recreational spaces and programmes in under utilized areas and where pedestrian activity is needed
- Formalise pedestrian routes between established nodes and engage with the existing landscape to form greenbelts along **pedestrian routes**; creating places of **rest** and **interest** to encourage pedestrians to **linger**

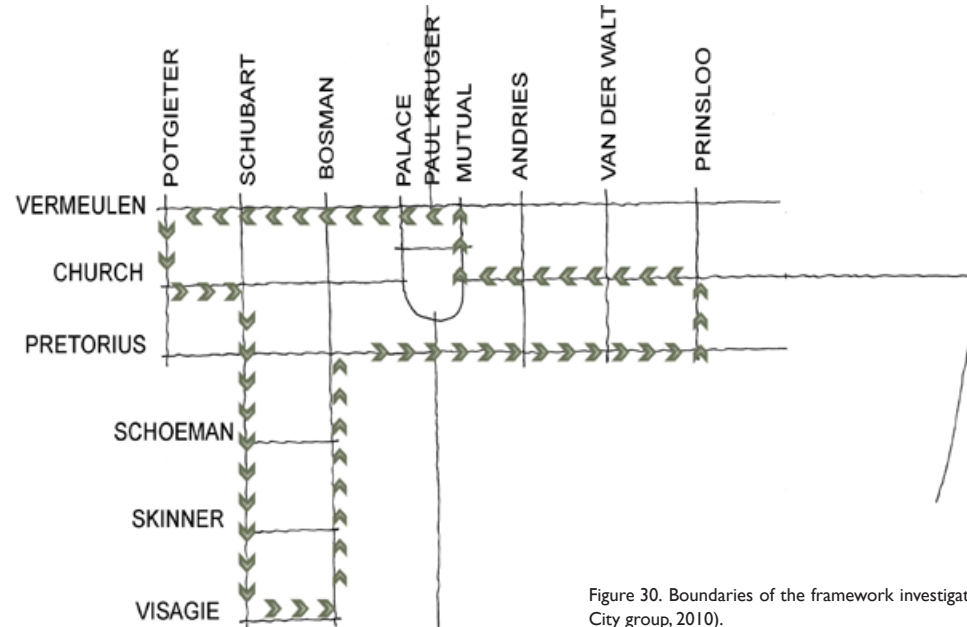


Figure 30. Boundaries of the framework investigation (Pretoria Plugin City group, 2010).

3.1.4 Collage city [Colin Rowe and Fred Koetter]

'Collage city' is a theoretical approach that recognises the city as a **composition of individual fragments** and allow **contradictions to coexist**. Collage is used to identify the problem of composite presence in the city. This theory criticises utopian and totalitarian reasoning and promotes an urbanism that allows for **change**.

The intention and application of this method is to use the existing, as a point of departure, and then initiate focussed, **site specific** (fragments) interventions with a common vision.

Each intervention functions as a catalyst on its own, creating points of rejuvenation throughout the city that circles out and in turn sparks future initiatives. When the **interventions** are viewed on a larger **scale**, a **collage** is created, revealing the **diverse** and **pluralistic** character of Pretoria's inner city.

'A method of paying attention to the leftovers...of preserving their integrity and equipping them with dignity, of compounding matter of factness and cerebrality, a convention and a breach of convention.'

(Rowe & Koetter, 1996, 288)

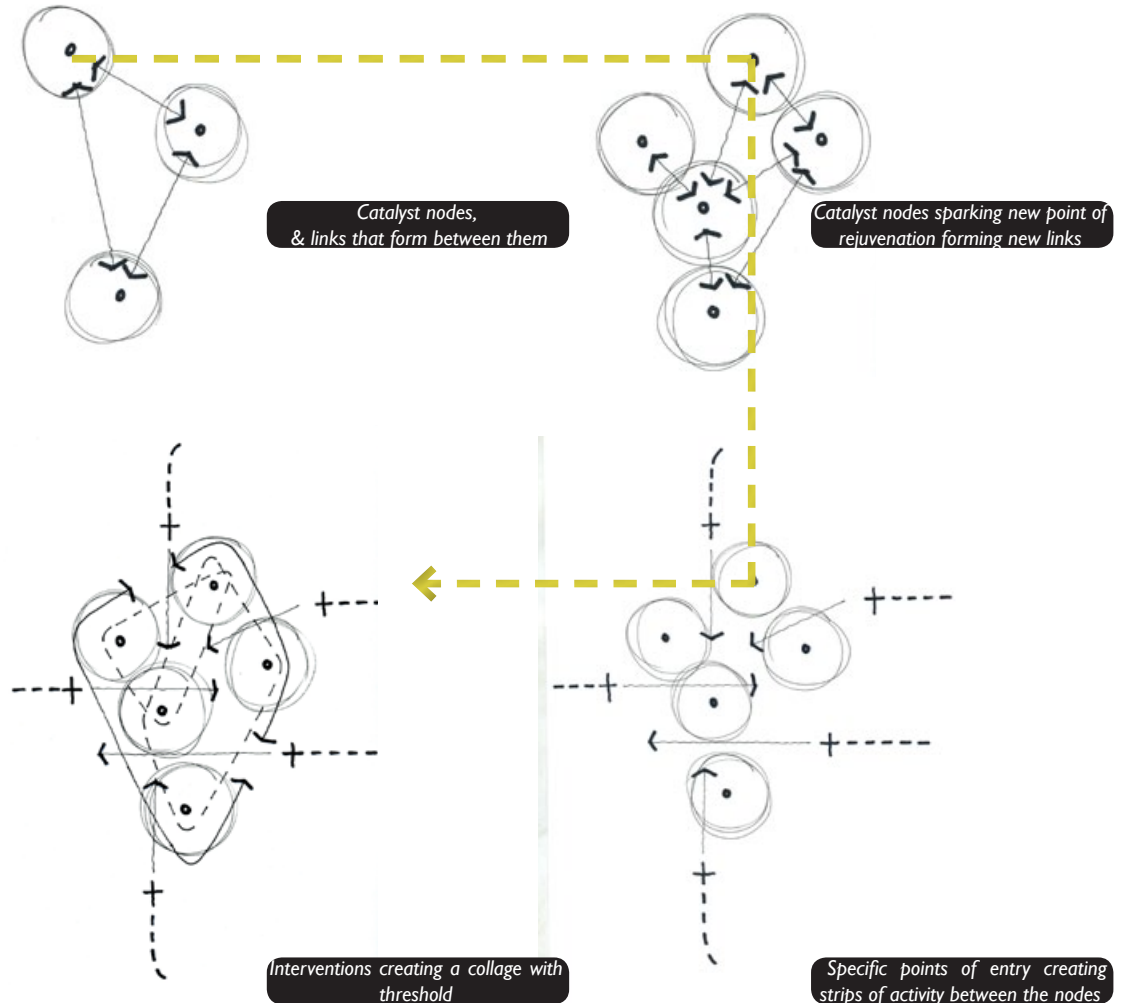


Figure 31. Diagram explaining the theoretical approach of the framework (Pretoria PlugIn City group, 2010).

3.1.5 Phasing

Phase 1: Public nodes, recreation & links
Create public recreational programmes and events and provide links to unite the layers of activity.



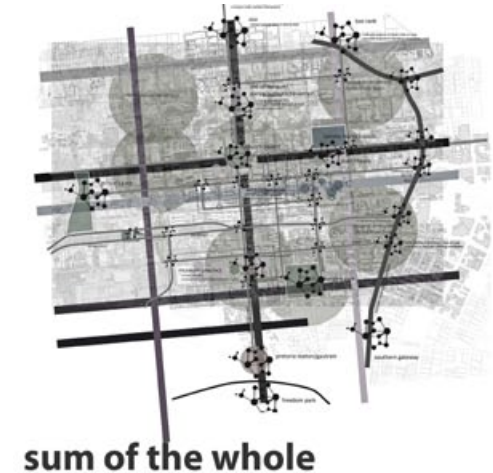
Phase 2: Strip Strategy

Reinforcing and maintaining strip (street) identity with street furniture, finishes and building tectonics and create a brand identity for specific nodes and strips.



Phase 3: Thresholds

Create well defined thresholds at specific entrance points where people can “read” the city.



collecting **fractions** of the whole



Figure 32. Diagrammatic maps showing framework intensions & phasing (Pretoria PlugIn City group, 2010).

3.2 PHASE 4 PRETORIA **PLUGIN** FESTIVAL

3.2.1 Proposal

The aim of phase four of the framework is to **celebrate** the city. For this purpose the framework proposes a cultural festival in the **inner city**. According to research an annual festival called the Jacaranda Festival was held on Church Square during the nineties. Building on this **heritage** the framework proposes a new cultural festival called the **Pretoria PlugIn Festival** with **Church Square** at its centre.

3.2.2 Existing Jacaranda festival

During 2010, the Jacaranda Festival was held again for the first time in years.

The 2010 festival took place on a 50 000 square metre terrain next to the Zambezi Mall in Derdepoort, a northern suburb of Pretoria. Events included live music, acting performances and art exhibitions.

Criticism

- **Isolated** location: removed from the city centre
- **Inaccessible**: not in close proximity to major existing taxis and bus stops. Removed from the main public transport network of the inner city.
- **Exclusive** target market in terms of entertainment
- The programme doesn't promote up-and-coming artists – almost exclusively well-known artists

3.2.3 Perceptions about Festivals in South Africa

Judging from personal experience and asking peoples' opinions the following are some observations and assumptions:

- The major, well-known arts festivals in South Africa are held in smaller cities or towns
- The target market of these festivals is limited and generally feature more commercial performances. These festivals tend to exclude experimental, amateur performances and up-and-coming artists
- Other festivals are centred around a specific consumer or fresh product or a specific art form (wine, comedy, jazz, dance).
- Each year more people flock to festivals as they grow in popularity
- Festivals create economic opportunities
- People see festivals as a form of cultural expression
- People attend festivals specifically for its social aspects

‘As embassy capital we want to expose citizens of Pretoria and people from across South Africa to the rich diversity of cultures in Pretoria. We want to improve awareness among all people, of the important role the arts play in a multi-cultural South African society.’

(Jacaranda National Arts Festival, 2010)

3.2.4 Intention

The intention of the festival is not to entirely replace the Jacaranda Festival but rather to incorporate or supplement it. The PlugIn Festival agrees with the Jacaranda Festival's mission statement but suggests some changes and adaptations to the way it is executed.

3.2.5 Location

The intention is to change the location of the entire festival or, at least a fringe component, to the Pretoria CBD. This location has historic importance, since Church Square used to be the centre of this festival. This will give people the opportunity to experience the inner city of Pretoria, rich in cultural and historic value. While providing public spaces and venues, the inner city will benefit from the rejuvenating social and economic boosts of a festival.

3.2.6 Accessibility

Church Square is close to BRT stops, taxi ranks and parkades that can accommodate a hop-off and walk network. The boundaries of the festival were determined by measuring walking distances from Church Square and the existing points of interest surrounding the square.

3.2.7 Target market

The location implies a different collection of people. The festival should, therefore, appeal to art lovers of different ages, races & genders, as well as renew interest in culture and the city. The intention is that the festival will attract a local, as well as an international market. The city of Pretoria, with its many embassies, is the perfect location for contributing an international element to the festival. The event historically featured international performances. The festival will allow room for a larger alternative, experimental and amateur segment.

3.2.8 Vision

- To promote the urban context; giving a new angle to South African festivals as we know them
- To create an urban event, annual ritual and tourist attraction in Pretoria
- Make it a more accessible and inclusive event
- To create a local and regional identity in the city, thus promoting Pretoria
- To connect people with the city - giving them a reason to visit the city
- Community focus, giving a platform to local artists & performers
- To generate an income for the inner city
- To create a framework for collaboration & skills transfer, sparking future incentives and creating a community legacy

3.2.9 Attractions

Culture and education

- Theme walks
- Artist & community craft workshops
- Schools & educational institutions; competitions & involvement of surrounding schools, TUKS and TUT's music, drama and arts departments

Additional categories & activities

- Digital art
- Animation
- Film
- Experimental & recycled media
- Photography
- Performance art
- Architectural & industrial design
- Fashion & textile design
- Location-specific art
- Museum/cultural walks
- Public - artist workshops
- Installation art

3.2.10 Time

The PlugIn Festival will be held for a week during the April school holidays. At this time of year the chances of rain are less and the weather in Pretoria is still pleasant. Events will also be scheduled for the evenings in order to attract people to the city, thus promoting it as a 24-hour zone, which will improve safety.

3.3 HOW DOES THE TEMPORARY THEATRE FIT INTO THE FESTIVAL FRAMEWORK?

3.3.1 Location

The site is located within easy walking distance of Church Square and falls within the festival boundaries.

3.3.2 Program

The building will function as a performance venue for the festival. The festival will be an annual city event and thus the building could be used on a yearly basis for this purpose. During and after the festival, The Temporary Theatre will act as a fringe venue to the State Theatre, located nearby. The Temporary Theatre will focus on more alternative and experimental theatre pieces, specifically supporting youth, community and other amateur stage productions.

3.3.3 Experience

As identified by the framework, the inner city lacks leisure and public recreation activities. Recreational events, such as festivals, are an economic, cultural and social boost for cities and can play a positive role in establishing a city's identity and regenerating the cities, as can be seen from examples of local and international cities such as Grahamstown, Potchefstroom, Rio de Janeiro and Edinburgh.

The temporary programme within the framework of a festival allows for repetition. The temporary structure should aim to leave small, permanent and positive traces. These small improvements, in turn, will spark greater change and renewal.

3.3.4 Location

The site is located within easy walking distance of Church Square and falls within the festival boundaries.

3.3.5 Use

As the framework proposes an existing building was utilized to accommodate The Temporary Theatre.

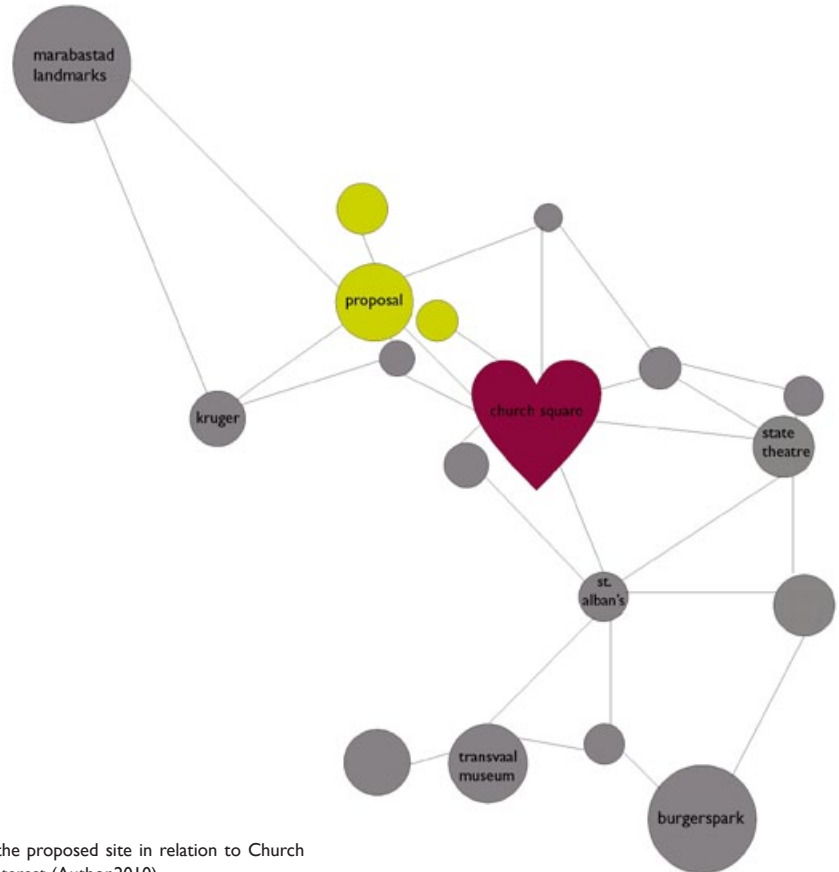


Figure 33. Diagram showing the proposed site in relation to Church Square and other points of interest (Author,2010).

Existing point of interest, museums & theatre buildings

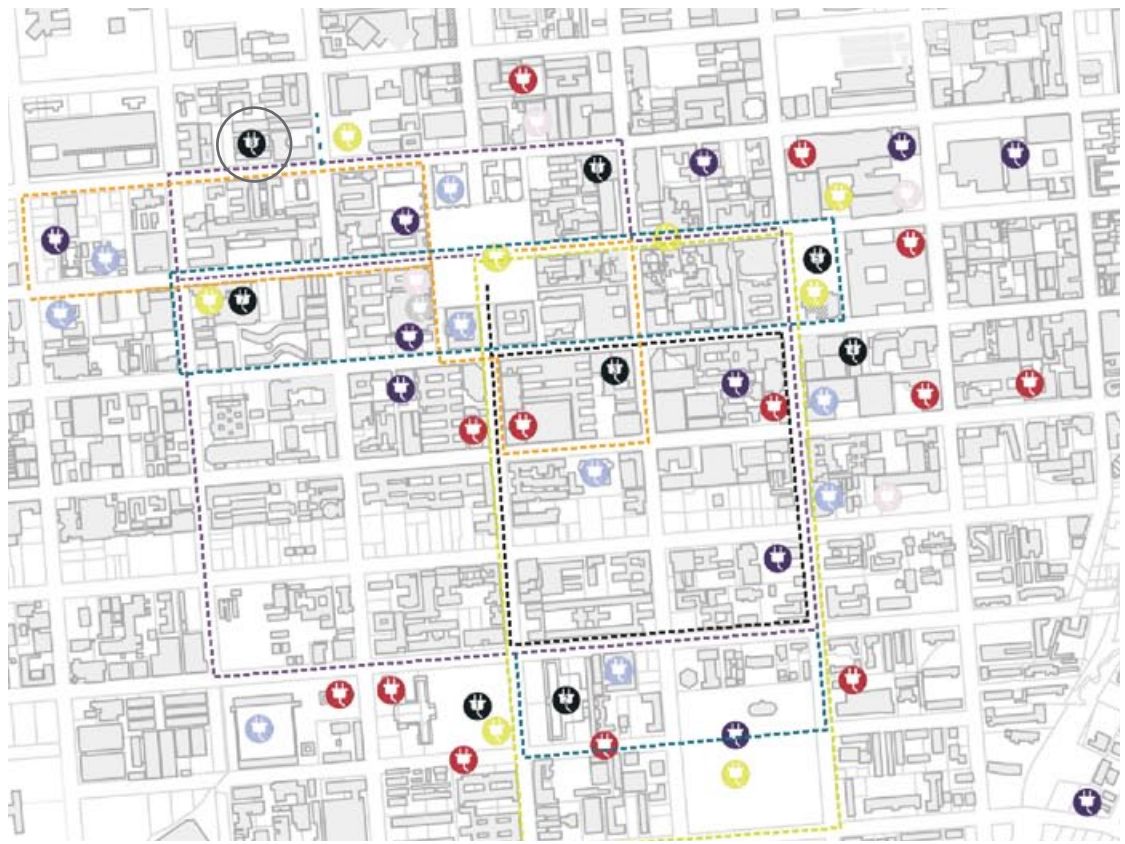


- 1 - Miriammen Temple
- 2 - Kruger House Museum
- 3 - Paul Kruger's Church
- 4 - Groote Kerk
- 5 - Palace of Justice
- 6 - Church Square + P. K Statue
- 7 - Old Raadsaal
- 8 - Tshwane Market
- 9 - Mosque
- 10 - St. Alban's Cathedral
- 11 - State Model School Museum
- 12 - Burger's Park + T.F Burgers Statue
- 13 - Museum of Science and Technology
- 14 - Transvaal Museum + Geological Survey
- 15 - City Hall + Pretorius Square
- 16 - African Window Cultural History Museum
- 17 - State theatre
- 18 - Capital theatre
- 19 - Small theatre
- 20 - Breytenbach theatre

Figure 34. Map showing existing point of interest, museums & theatre buildings (Pretoria PlugIn City group, 2010).



Pretoria **PLUGIN** festival



-  Venue
-  Attraction
-  Information
-  Refreshment
-  Market
-  Parking
-  Radhia
-  Olga-Marie
-  Grant
-  Andreas
-  Sune
-  Collin
-  Nadia
-  Janri






-  Conservation route
-  Culture route
-  Market route
-  Parks & public open space route
-  Knowledge route

Figure 35. Map showing festival routes, group sites and proposed uses of existing buildings and spaces during the festival (Pretoria PlugIn City group, 2010).

