

AYIGYA WORKS!

CREATING OPPORTUNITIES FOR THE SELF-EMPLOYED (WO)MEN OF AYIGYA



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AYIGYA WORKS!

The project aims to improve the living conditions of the people of Ayigya by improving the trading and services environment in Ayigya.

The focus is on the people of Ayigya of whom 75% is self-employed.

MAIN GOAL:

Improve the living conditions of the people of Ayigya.

STRATEGY:

Encourage trading and services to flourish in Ayigya using the power of design.

KEYWORDS:

Small interventions, bottom up, low tech, low cost, upgradability, owner participation.

ANALYSIS ON TRADE IN AYIGYA



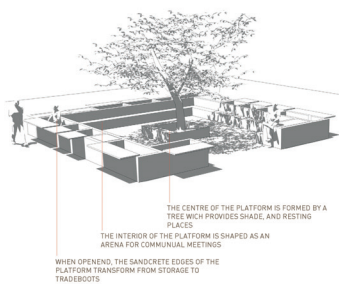
IDENTIFYING THE INFORMAL ECONOMIC ACTIVITIES IN AYIGYA

Petty trading
The largest sector in the informal economy within Kumasi is petty trade, accounting for about 60% of total informal employment, followed by petty production at 35% and urban agriculture at 5%. Petty trade knows mobile within Kumasi and mobile beyond Kumasi - it has periodic use of space with a peak on weekdays and low incidence during weekends. Petty production has four main formats: craft enterprises, processing enterprise and service enterprise.

Self employed traders
Any units of goods or services for sale or barter, owned and operated by single individuals working on their own account as self-employed persons, either alone or with support of unpaid family members.

Small micro Enterprises
Most small entrepreneurs have limited skills, are often uneducated but are dynamic sales entrepreneurs and have a great sense of ownership. They have no or little technology, with a local sales market and low links to providers and other support institutions.

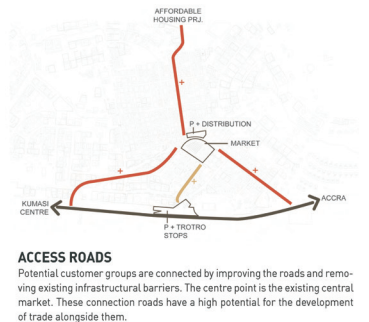
STREETVENDER HOMEBASE



THE STREETVENDER HOMEBASE

The street vendor home base is a simple construction made out of sandcrete blocks and metal locker doors. The lockers provided the streetvenders with the possibility to store their good during the night. The street vendor homebase can be used to rest in the shade or to display goods to trade. It provides the street venders with a place to affiliate with and the possibility to connect with other street venders and the street venter associations.

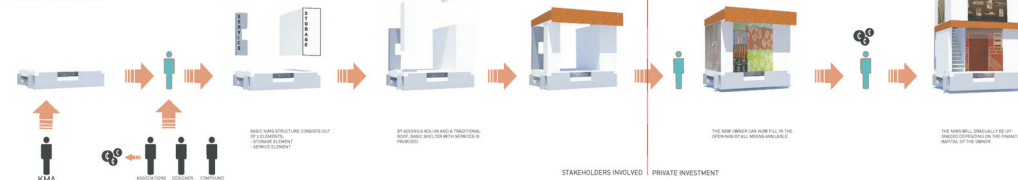
IMPROVING ACCESS



NIM (New Improved Market shop)



THE PROCESS



THE NIM

The New Improved Market shop is an affordable shop that is developed with and finished by the owner. The foundation of the NIM is a new side-walk, which prevents erosion and provides Ayigya with basic infrastructure.

From the analyzed needs of the self-employed and the analysis on the existing building materials in Ayigya different shop typologies are designed. These typologies only consist of basic elements which form the pillars of the NIM. The rest of the NIM can be finished by the owner using whatever material. This makes the NIM very affordable and easy accessible for the people of Ayigya. The typologies are designed to be easily expanded and upgraded.



