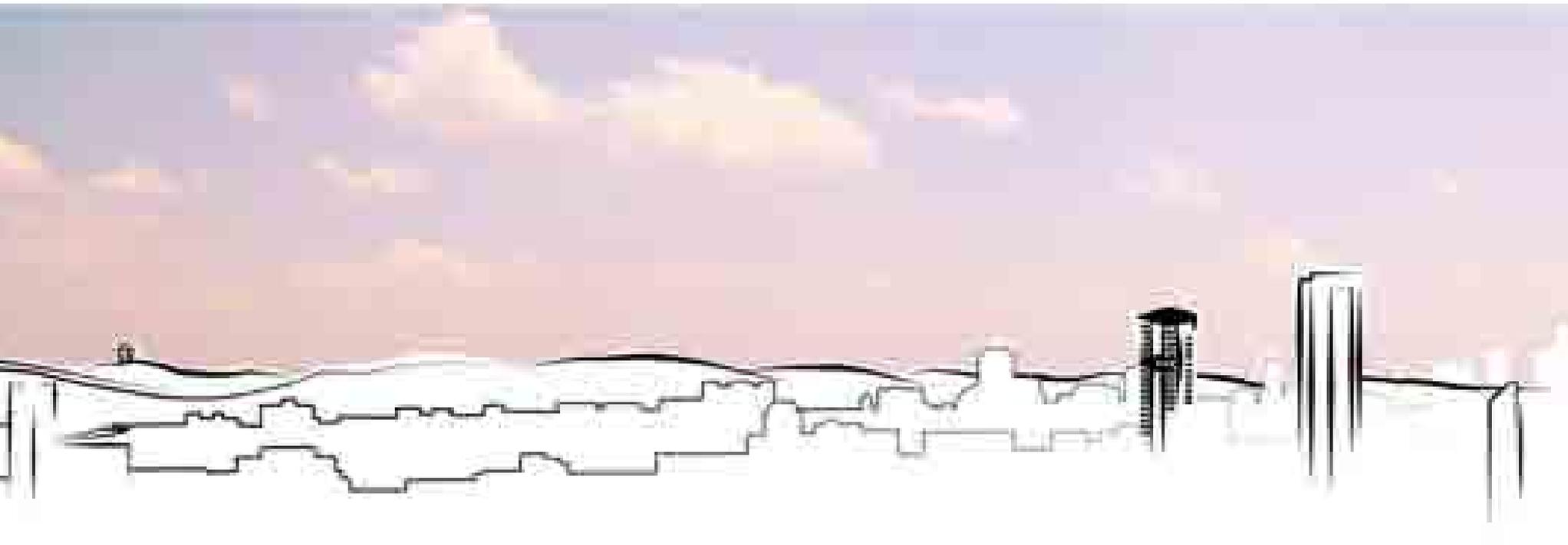


Project proposal and rationale



Problem statement The last months of 2008 has seen the global economy collapse in what has been described as the worst recession since the Great Depression of the 1930's. This is accompanied with Global warming.

These two phenomenon represent a great crisis. But, as John F. Kennedy said in his speech in Indianapolis, 12 April 1959:

"The Chinese use two brush strokes to write the word "crisis". One brush stroke stands for danger; the other for opportunity."

How can innovation turn this crisis into an opportunity?

Fig. 2 pretoria panorama



Opportunities Exposing the public to new innovations and designs should generate greater awareness. This allows for the opportunity to educate the public in economic and environmentally viable designs, through lectures, workshops, and exhibitions. Since "now is the time to reinvigorate the debate on how to make things better... to spark fresh thinking and rekindle optimism, even against this backdrop. After all there's never been a bad time for a good idea."
[Ravi Naidoo,2009 - www.designindaba.com]



Client profile According to the *Tshwane Inner City Development and Regeneration Strategy of 2005 - TICDRS 2005*, the Municipality needs to establish an independent Investment and Development Promotion Agency. This Agency will be accountable to the Municipality, although it will act as an independent business unit.

The purpose of the Agency will be to attract and facilitate investment, to liaise with important role players such as the relative Government Departments, the CSIR, and SABS - and to establish Public-Private relationships.

Investment will be generated from national and international companies. The African Carbon Trust is a local initiative, established in 2008. The trust's founding partners are Interactive Africa, KPMG and Bowman Gilfillan. The trust is associated with the international web-based company called Innocentive Inc. - a web community for open innovation, enabling scientists, engineers, professionals and entrepreneurs to collaborate to produce breakthrough solutions for innovative research and development driven organisations, such as Avery Dennison, and Procter & Gamble to name a few.



CITY OF TSHWANE

"we are the same"



User profile In Jan Gehl's publication *Life between Buildings*, three types of outdoor activities are identified that take place in a city environment.

- Necessary activities - are compulsory activities such as shopping and working.
- Optional activities - occur under favourable exterior conditions, these include mostly recreational activities
- Social activities - results in conjunction with the other two activities, they occur spontaneously as a direct consequence of using the same space.

Three types of users can be identified within a city context.

- Familiar users work, live in, or frequently make use of the city's facilities, e.g. the students and scholars surrounding the study area.
- Unfamiliar users are the potential users of the city, who do not use the city frequently for security, locality or discomfort reasons.

- Sporadic users are temporary visitors such as tourists.

Assuming that the Tshwane Kopanong development, a proposed major tourist attraction, mentioned in the *TICDRS 2005* will be realised. The programme of the study could incorporate all three types of activities and accommodate both the familiar and sporadic users of the city.



Fig. 3 client logo collage

Fig. 4 business man

Project proposal The proposed architectural component of the study is to establish an Exhibition and Conference Centre on the North Eastern corner of Nelson Mandela Boulevard and Church Street.

The proposal should accommodate the before mentioned clients as well as:

- A large green open space along the Apies River
- Adaptable exhibition halls
- An auditorium
- Information kiosk
- Research facilities
- A library
- Internet access
- A cafeteria and retail outlets

The design should be of such a nature that it could have the capability to adapt to the future needs of the users, increasing the end product's overall life span.

The Centre should simultaneously act as an Eastern gateway to the city, re-establishing the historical Leeubrug as an area of repose along Church Street.

The study will be guided and informed by a compilation of qualitative and quantitative research methodologies. These methods will include precedent studies, black box theory and mapping.

Fig. 5 cliffs of green

