

# Chapter

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# 7



SITE PLAN | scale 1:500



**CLIENT** | TUT (Tshwane university of technology) and **NASPERS MEDIA LTD**

**NEW FACULTY** | TUT departments of **JOURNALISM** and **PUBLIC RELATIONS** in the faculty of humanities

**SITE** | TUT arcadia campus - cnr of **NELSON MANDELA** drive and **CHURCH** street

**APPROACH** | **INTEGRATE** fragmented, mono-functional, fortified campus block **INTO** urban fabric. incorporate demolished TUT buildings into new intervention

**GOAL** | **JOURNALISM PRECINCT** - eastern gateway into heart of inner city and cultural district

**OUTCOME** | vibrant interactive destination place - an **URBAN CLASSROOM** for socio-cultural spirit and expression within the space of the city for all to share

# media production lab



STAGE 1 | conceptual response to site analysis



**CONCEPT** | an **URBAN STAGE** generated out of the context while considering sensory experience

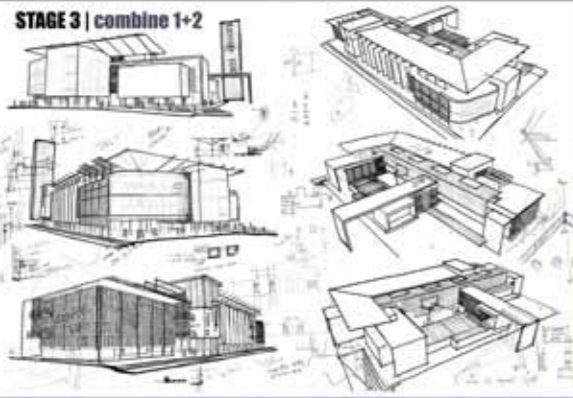
**CONTEXT** | **STEREOTOMIC** eaton & louw elevated hollow brick & skin boxes with binding roof **CANOPY** and gordon leith **NEO-CLASSICAL** architecture - symmetrical facade, concrete columns, steep clay-tile roof flanks (bastions)

**FUNCTION** | external **SKIN** programatically and tectonically **EXPRESS** the production of media through a series of stages along the urban edges

**FORM** | **STRONG GEOMETRIC ORDER** in response to campus heritage

**TECHNOLOGY** | **APPROPRIATE TECHNOLOGY** in relation with eaton & louw architects + gordon leith & partners

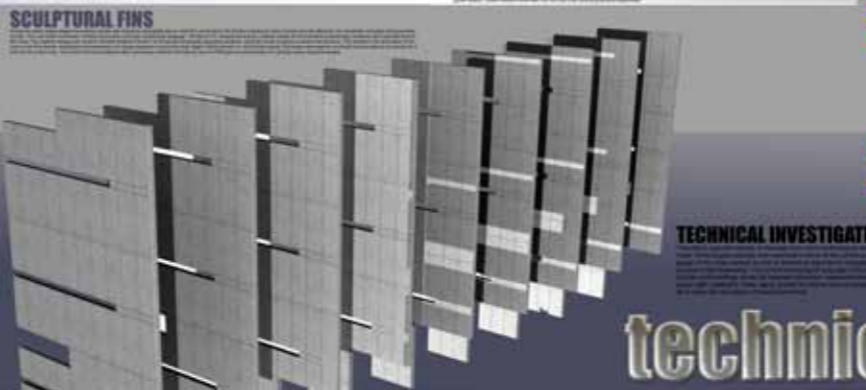
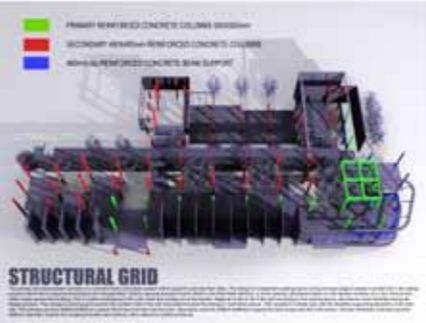
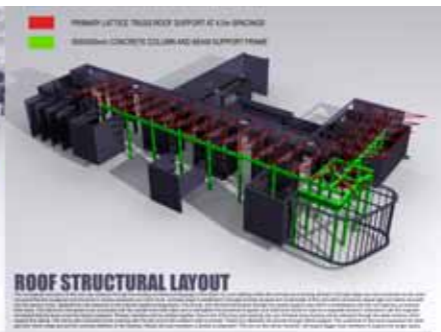
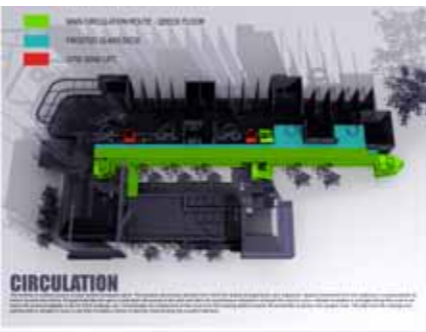
# architecture as urban stage



**JOURNALISM** | Investigates human experiences, social interaction, a **SOCIAL ART** by means of communication. Gives identity, meaning and status in the community, builds **COMMUNITY SPIRIT**. Triggers human psychology or "wow" factor of emotion, intellect and amusement. Sets agenda for community aspirations, needs and **EDUCATION**. Makes full use of **MEDIA** technology to deliver news, stories, events etc. Human studies is realized by **ABSORBING** the self-generating life, energy, vibrancy, ambience, knowledge of the **HUMAN AND CITY**.

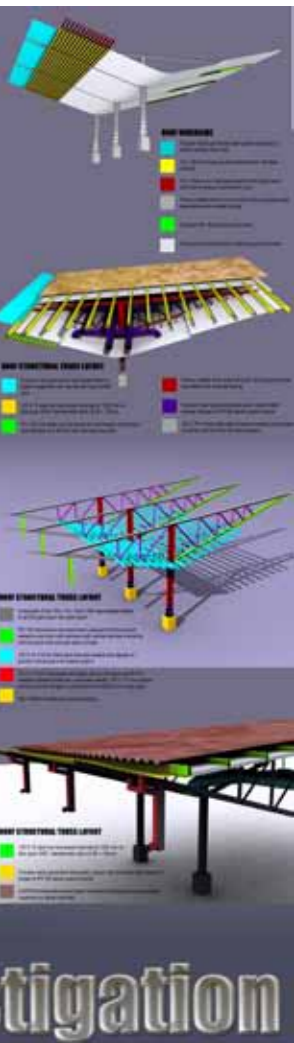
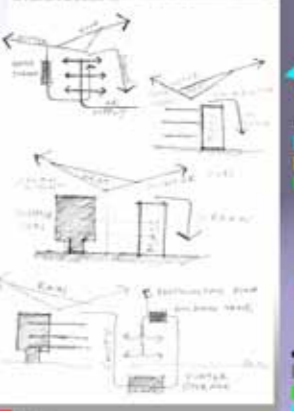
**OUTCOME** | Be able to continuously **ADAPT** towards a growing contemporary urban culture. By means of technology this classroom will be able to absorb all the **CULTURAL**, political and social energies of the city. Will **EXPRESS** all these energies through media technologies to become a live experience not only in the city, but on **GLOBAL** scale.

# urban classroom spirit



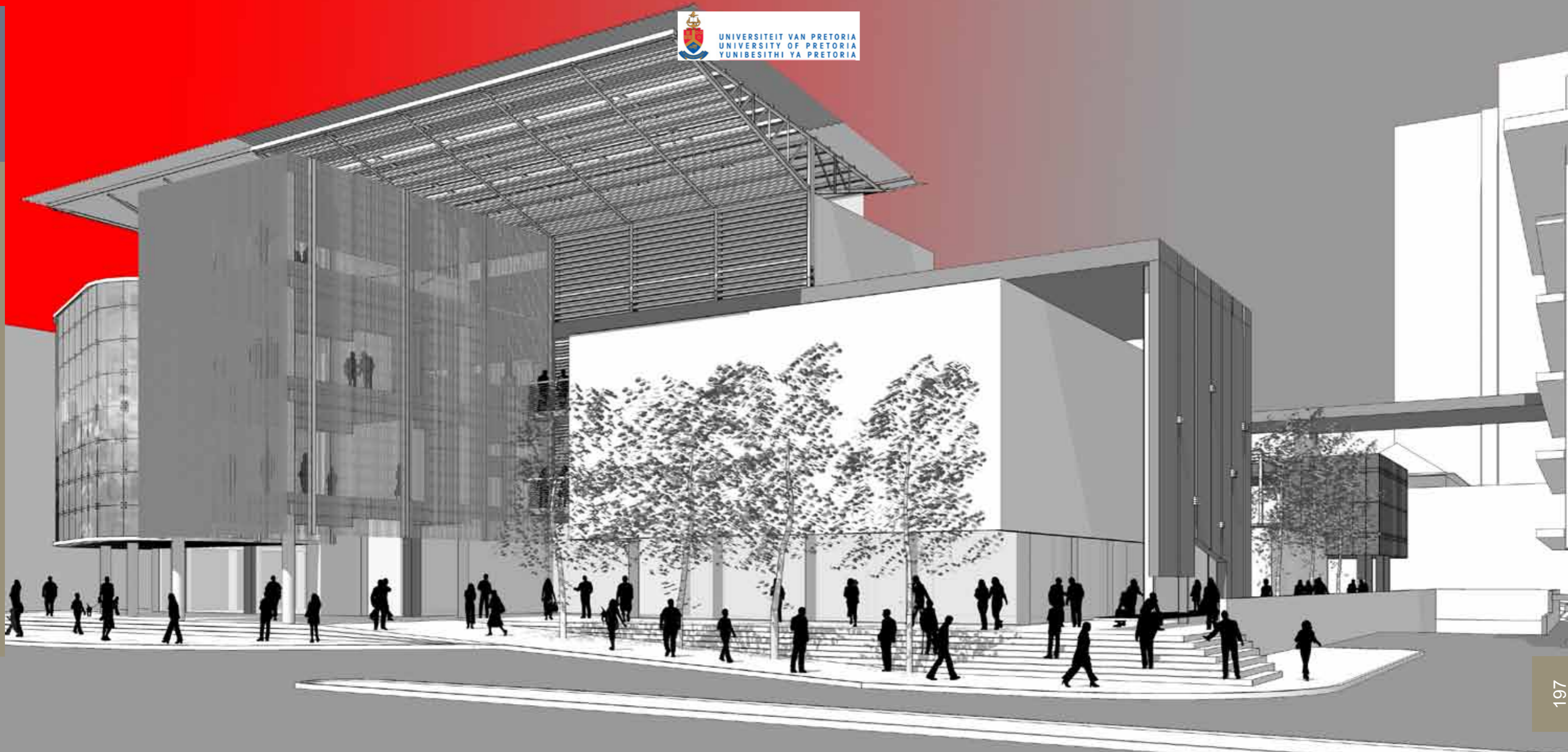
**ROOF**

**SERVICE CORES AND WET CORES**

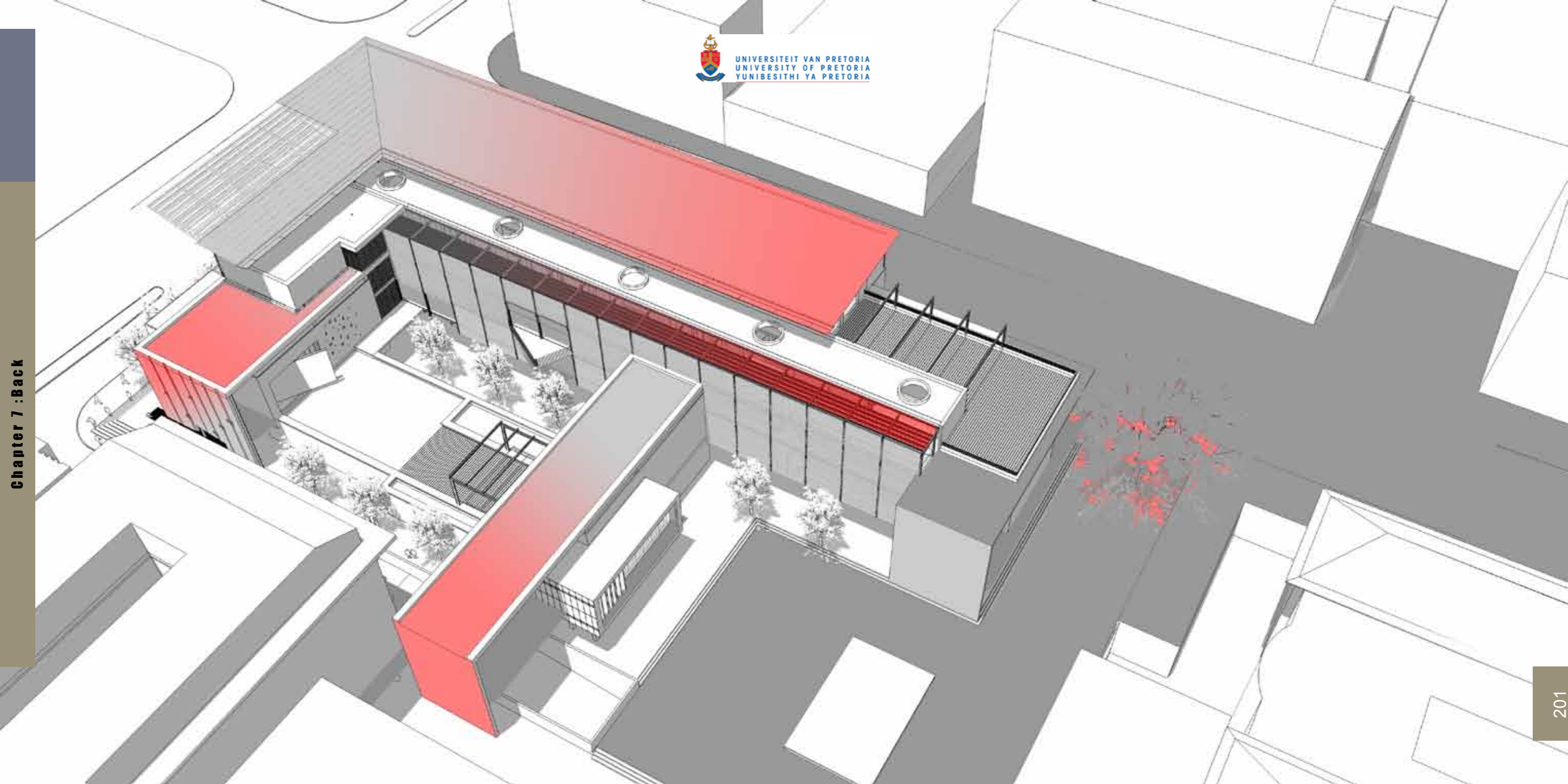


# technical investigation









**EAST ELEVATION**



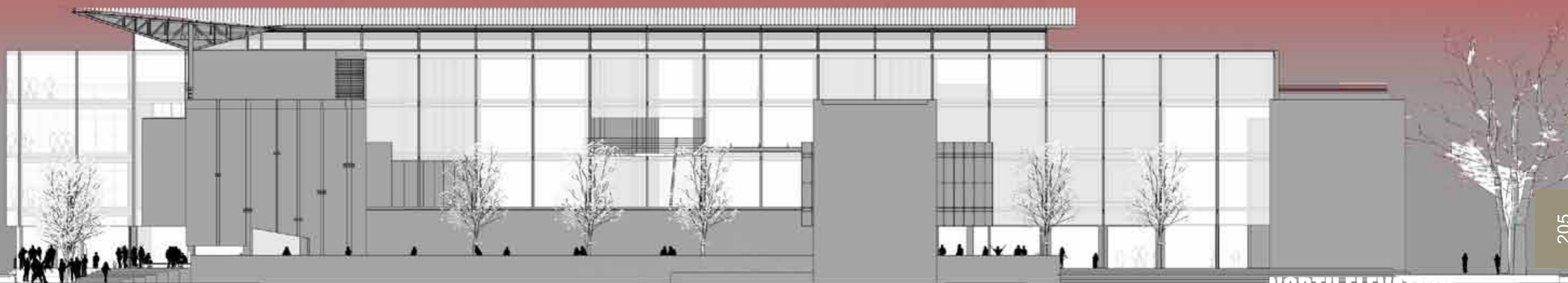
**WEST ELEVATION**



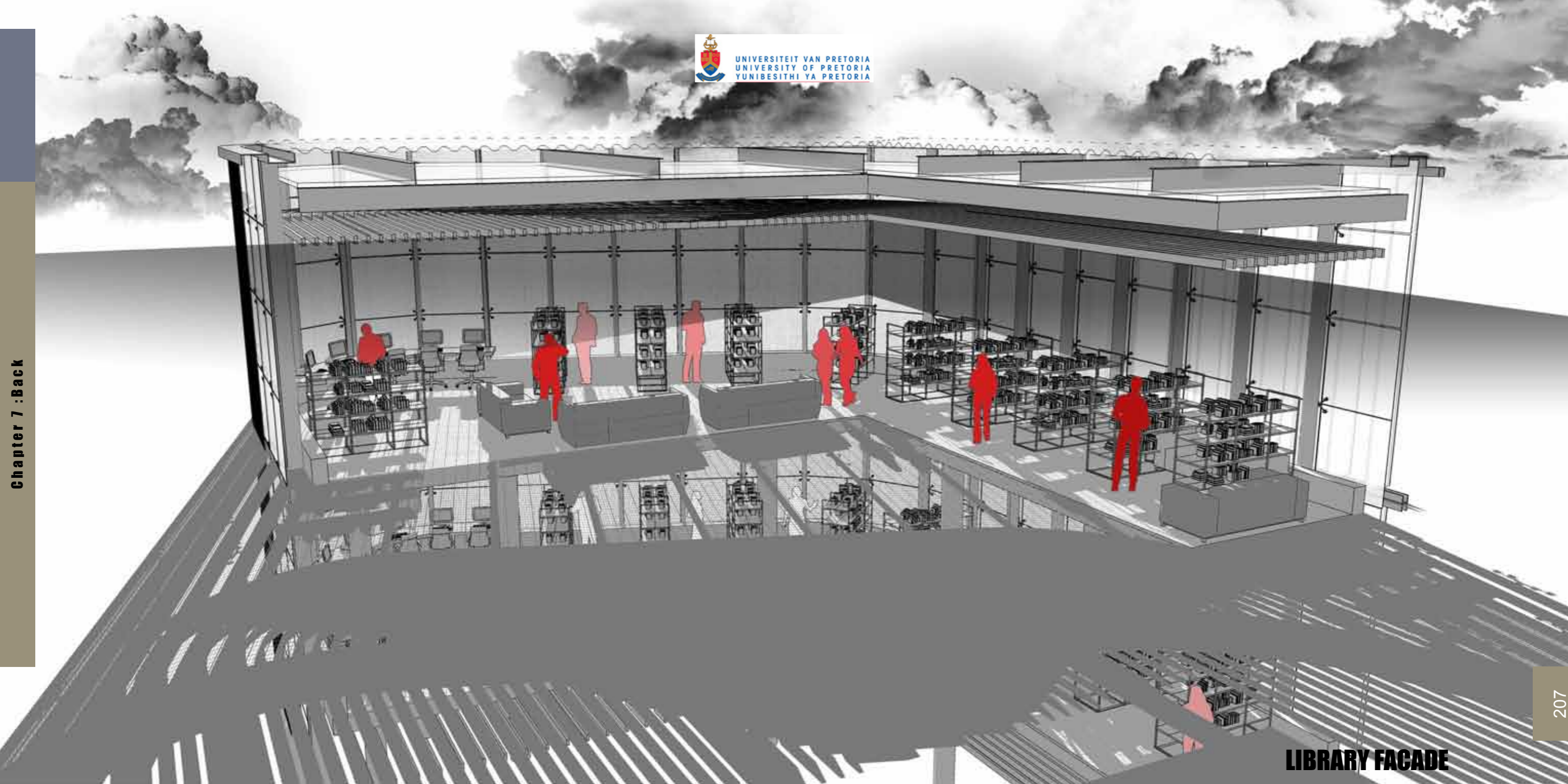


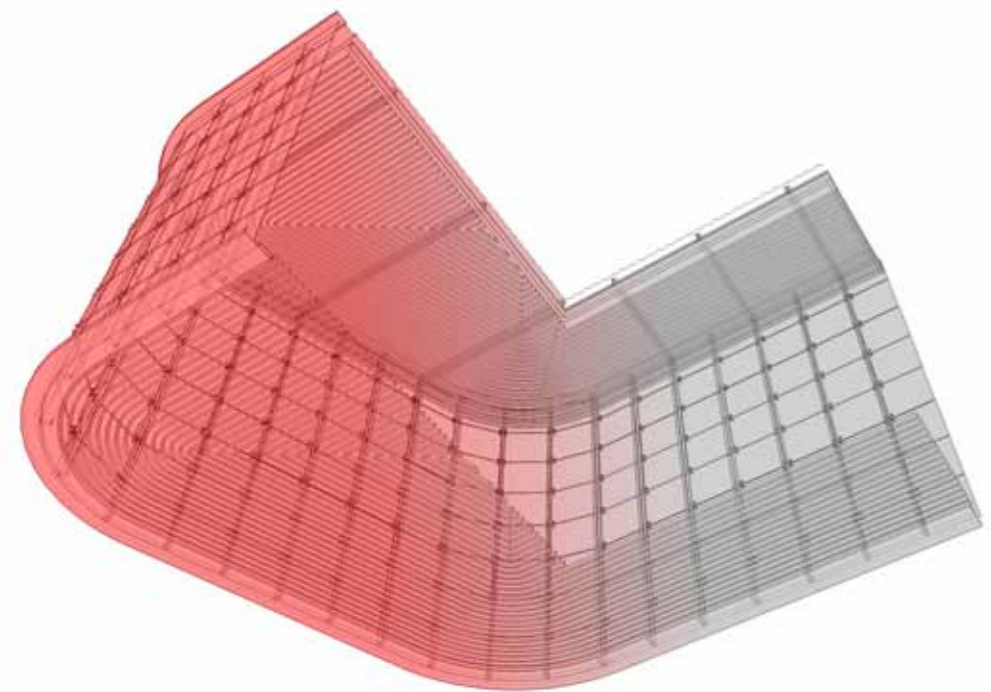
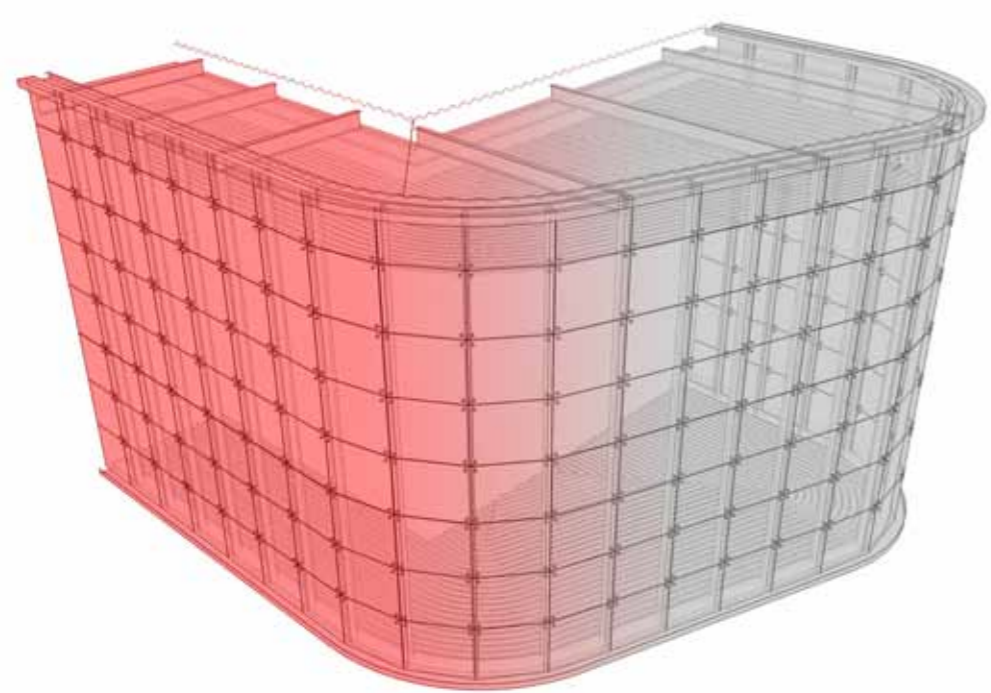


**SOUTH ELEVATION**



**NORTH ELEVATION**







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UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA





