“The artist draws the people. The whole idea is for people to dig themselves, just mingle around meeting different other people. That's cool”.

Jimi Hendrix
INTRODUCTION
Cognition, the topic of this dissertation, is a music market arcade for Gallo Records that will act as a platform for aspiring South African musicians.

The concept of the musician and the status of the musician in society varies from culture to culture. Thus the topic will explore the social implications music has on different cultures by addressing diversion in a social context.

Music will therefore act as generator by merging culture and creating an awareness. And common ground by acting as the universal medium. In doing so, the musician will indirectly compose a South African identity by means of public performance.
The topic covers cognition as an interdisciplinary approach to understanding the mental processes that support musical behaviors, including perception, comprehension, memory, attention, and performance. Architectural theory will then be investigated. The study will conclude with the interpretation of these findings into a new architectural form, supported by design principles and analytical tools.
South Africa is a nation comprising of 11 official languages. After 13 years of democracy the “Rainbow Nation” is arguably not truly united as one (Author’s opinion). Although this may be considered an individualistic opinion, what is truly definite is that morals, ethics and religious beliefs mean different things to different people on different levels. This is no exception to the Pretoria/Tshwane inner city as it is fragmented by the absence of social cohesion between various cultures that make up its urban population. Thus producing a single piece of architecture that addresses various beliefs and aims to unite people from different cultures and backgrounds could be perceived as rather ambitious and somewhat naive. However, by introducing a common “element” that is universal, that single piece of architecture may become a reality.

Friedrich Wilhelm Nietzsche, a suggestive and poetic thinker, remarked that “without music life would be a mistake” and that “in music the passions enjoy themselves”. (It may seem that music has become an integral part of everyday life. The latest cell phones and MP3 players use music as a marketing tool to boost sales by providing the user with music on the go. Ease of use determines the success of such a product as a simple touch of a button allows the user to access the desired track appropriate for that particular moment in his or her daily soundtrack. A recent global survey revealed that computer manufacturers Apple’s annual income of it’s “iPod” brand surpasses it’s income of what the company actually specialises in; computers. This not only shows that music is universal, but that it is in demand.

If a city is compared to an electrical circuit board, specifically that of a music device such as the Apple iPod, the cultural factions that make up the city’s urban fabric is its electronics. For the iPod to function properly, if at all, it requires all of its electrical components to work in harmony. Each one of the electrical component perform a specific function and can be seen as a single element but is ultimately connected via the circuit to other components and is therefore dependent on other components to function to its fullest potential. If one of the circuit board’s electronics malfunctions, a short circuit occurs bringing the device to a complete halt. For a city to function it requires all its electronics to be connected in circuit. The city grid represents the circuit board and the city blocks and buildings make up the components. Thus each part of the city can be viewed as a single component that is connected and dependent on other elements to perform to its fullest capabilities to avoid a short circuit.

The proposed project is a music market arcade in the Pretoria/Tshwane inner city for Gallo Music Group. A facility dedicated to the social implications music has on different cultures by addressing diversion in a social context. Music will therefore act as generator by merging culture and creating an awareness and common ground by acting as the universal medium.
FIG. 1.3 Circuit board.
Musicians can be categorized as either amateur or professional. An amateur musician is someone for whom music is a pastime and not their main occupation.

Professional musicians are paid musicians who use performing as their main source of income. They may work freelance, enter into a contract with a studio or record label, be employed by a professional ensemble such as a symphony orchestra, or be employed by an institution such as a church or business (such as a bar).

The street musician can be compared to an amateur musician as neither rely solely on music as their main source of income. The difference however is that the street musician aims to become a professional musician but is generally forced to seek financial income elsewhere whereas the amateur musician generally already has a solid source of income but sees music as a passion and any income made from performances is seen as a bonus.
Although amateur musicians differ from professional musicians in that amateur musicians have a non-musical source of income, there are often many links between amateur and professional musicians. Beginning amateur musicians take lessons with professional musicians. In community settings, advanced amateur musicians perform with professional musicians in a variety of ensembles and orchestras. In some rare cases, amateur musicians attain a professional level of competence, and they are able to perform in professional performance settings.

Street musicians, however, are not common in the Pretoria CBD as in the case of the London underground subways. This is mainly due to the lack of opportunity in the Pretoria CBD. The proposed project therefore aims to provide a platform for musicians of all kinds; whether it be amateur or professional. Musicians performing at the proposed project will be monitored by talent scouts and therefore the possibilities for the artist is endless.