

# Design proposal

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## Reaction to the urban space

The Panagos Building is situated on an important intersection for vehicular and pedestrian movement. This will give the businesses excellent exposure. Pedestrians passing slowly by have an opportunity to see the displays windows. Motorists can park diagonally across the road in the underground parkade (north east of the building) and this parkade will provide parking for the residents at night and for customers during the day. Above this parkade, there will be a tram station. The tram station and the parkade together form a large node from which people will disperse. Being located close to this node is another advantage in terms of exposure.

To pedestrianise the streets, the pavement has been extended by 2 m, narrowing the road into a single lane. To the west of the building, a court yard is developed into a public space. This public space overflows onto the oversized pavement and wraps around the northern side of the building and flows into the eastern side. This means that the building will have to be accessible from three sides, making access difficult to control. A decision was, therefore, made to keep the buildings that make up the Panagos Building independent from one another to assist in controlling access.

A cooking school will be developed on the adjacent site and will have a roof garden overlooking the public space. This roof garden relates to the balcony on the western side of the building. Although the buildings are to be kept separate to maintain control of access, visually, they will almost become one, being at the same height and overlooking the same space.

To the south of the building is a primary school, Princess College. Being under the age of 13, these young children have nowhere to buy lunch or to spend their recess on the schools property, and when the children leave the school to get food, the teachers can no longer protect them. The roof garden will be made available to the school children during recesses and a kiosk in the public space will offer a place for the children to buy food in a semi-controlled environment. The kiosk is in close proximity to the school and within eyesight of the roof garden so that the teachers can watch over the children and make sure that they are safe.



Figure 6.1: Site plan  
1:500

6.2  
Design proposal

## Reaction to the building envelope



Ground floor plan 1:500

First floor plan 1:500

Figure 6.2: Plan

The two buildings are separated by a 1,5 m-wide alley, which connects the public space on the western side to the pedestrianised street on the eastern side. This axis has been extended to the west through the public space and to the east across the road through a low cost residence and office block. The buildings are connected on the first floor by a bridge built over the alleyway. The timber structure around the bridge which is rotting has been redesigned.

The corner building has two main entrances on the northern and eastern sides. The southern building has entrances on the western and eastern sides.

Due to the architectural value of the buildings' front façades, they will be restored to their original design and condition. The remainder of the original structure will be altered where necessary to suit the new functions.

All of the stone cladding will be restored to its original appearance. The traces of the original blue slate pavement will be salvaged and reused in the new pavement design. All of the timber

frame doors and windows on the western façade will be restored. Although the aluminium frame windows on the first floor are not the original windows, they are in excellent condition and will be left as is. The pillars, walls, roofs, gutters and down pipes will be repainted to resemble the buildings' original appearance.

Every gypsum ceiling will be removed as they are all damaged beyond repair. This will expose the trusses and increase the volume on the first floors.

The four chimneys are no longer used. Three of the chimneys will be used to house the electrical conduits needed for the first floor, while the fourth chimney will be used to house water pipes needed for the coffee bar. Bricks will be removed to accommodate two access panels for each chimney at each floor, one at eye level and one just below the soffit or trusses.

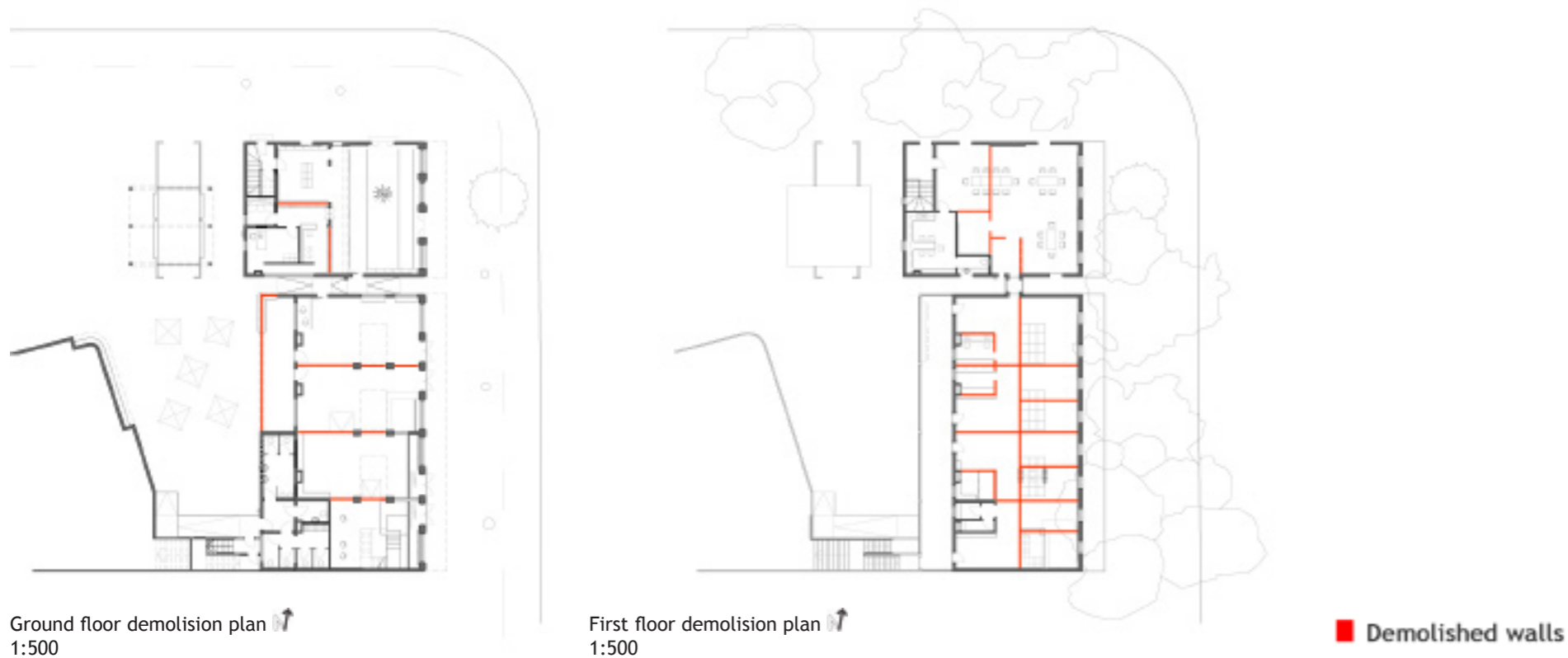
### South building

Two rentable spaces are to be partitioned off and spill out onto the pavement on the eastern side of the building. These spaces will provide

for display windows and are just large enough to store a fold up table, a chair and some merchandise. The main entrance to this building is to be on the eastern side, through two double doors. These will be directly opposite the other entrance of two single doors on the western side of the building, which will lead into the public space.

The internal walls separating the space into different shops and apartments will be removed to create a continual flow of space.

The section of the walls below the balcony is to be removed to create a sheltered exterior space before entering the public space. Ablutions will be provided in the remaining space under the balcony and will extend into the building on the southern-most end. The ground floor will step down onto the veranda, so a raised floor will be installed here to create a level floor space throughout. The sewerage and water pipes will be cased in the dry walls and will run underneath the raised floor. The access to the ablutions will only be via the public space on the western side of the building.



Ground floor demolition plan 1:500

First floor demolition plan 1:500

■ Demolished walls

Figure 6.3: Demolition plan

The bathrooms on the first floor will be stripped of all sanitary ware and the walls will be broken down to various heights according to their new functions. The plaster will be removed from these walls to expose the bricks and a sealant will be applied to the remainder of the walls. The southern-most bathroom's walls will be left as is and this space will be used as a changing room. The next bathroom will be broken down to a height of 350 mm and topped with a melamine surface, and will be used for displaying ceramics with space for storage drawers underneath. The last two bathrooms' walls will be broken down to support the melamine surfaces of the coffee bar and the Internet café.

A roughly constructed brick wall was built to provide security for the cash loan business currently on the premises. This wall will be removed and the bricks will be reused to build the first few steps of the staircase leading to the first floor.

The original concrete ground floor steps at two places. Ramps will be installed to accommodate wheelchair users at these floor level changes. Any carpets will be removed and ceramic tiles will be salvaged. A floor pattern will be created using coloured cement on both the ground and first floors. The existing ceramic floor tiles will be salvaged and used to create mosaic details in the floor pattern. The existing vinyl tiles of the 'muti' shop will be discarded as they are in a poor condition.

The original skirting must be salvaged where internal walls are removed and used to restore sections of skirting which are damaged or miss-

ing from the remaining walls. The remaining walls will be painted white to lighten the room and to contrast starkly with the colourful merchandise.

Removing the gypsum ceiling below the soffit will expose the holes where the original staircases rose to the first floor. These openings will provide a visual connection between the two floors and allow natural light to pass through to the ground floor. The southern-most opening will accommodate a new staircase to the first floor.

#### North building

Most of the interior walls will remain as is, with the exception of the timber toilet walls on the first floor. Where these walls have been removed, the timber floor will be stained a darker colour, indicating the original floor plan. The original skirting must be salvaged where internal walls are removed and used to restore sections of skirting which are damaged or missing from the remaining walls. The smaller rooms will serve as offices, a staffroom and a kitchenette.

The existing ground floor kitchen will be stripped of its equipment and the space will be used for the pay point.

All of the timber work will be restored, including the staircase, the first floor and the window and door frames.

This building contains only one chimney on the southern side, which will house the water pipe for the kitchen on the first floor.

Once again, a floor pattern will be created using coloured cement on the ground and the existing ceramic floor tiles will be salvaged and used to create mosaic details in the floor pattern.

The gypsum ceiling will be removed so that the first floor room will be illuminated by the skylight. A track system will hang from the trusses to carry the track lights and hanging displays.

## Reaction to the new function

By integrating the peoples' skills, the community becomes self sustaining. The resources and skills in the collaboration complement and reinforce one another. The creative skills of the people are limited to basic craft, but with training, these skills can be refined and with business guidance, these skills will become tools with which a sufficient income-generating career can be built. A platform from which the newly trained craftsmen can sell their works, alongside works of established craftsmen, will create exposure for these new craftsmen and for the workshop as well.

### Layers approach

Layers of structure, lighting and display systems will be placed over the old layers. The new layers will be distinctly different from the layers of the original buildings. Different materials and construction methods create a distinction between old and new layers, so metals (mostly galvanised mild steel) will be used.

The first layer forms the structure on which the following layers will be placed. A system of beams spanning between the trusses will be connected to each other via sliding doors and light tracks. On the walls, there will be more tracks carrying screens, onto which hook-in shelves will be placed.

The second layer comprises the lights. Track spot and pendant lights will provide lighting with a flexible system that can respond to changing needs.

Thirdly, the display screens and mannequins comprise the final layer, onto which the merchandise will be placed.

### Different materials

The original buildings' materials consisted of plastered brick, concrete and timber. As mentioned before, galvanised mild steel has been chosen for the new structures as the cool,

smooth feel of metal contrasts with the warm, textured feel of plastered walls. Concept models were used to explore the possibilities of the material in different forms, namely wire and sheet metal.

Work done with wire was found to be more successful when a welded rod frame was used, around which a thinner wire could be worked. This ensures a higher level of precision and a better end product. Sheet metal will be bent with precision tools in order to ensure a high quality end product. Steel angles and channels are also to be used to create the display systems.

### The blank canvas

The focus of the patrons should be on the merchandise; therefore, neutral colours will be used to create the 'blank canvas' on which the merchandise will be displayed. To create a distinct branding image, colour plays a vital role. This problem will be overcome by using strong forms and texture to generate an image which is immediately noticeable and undeniably South African.

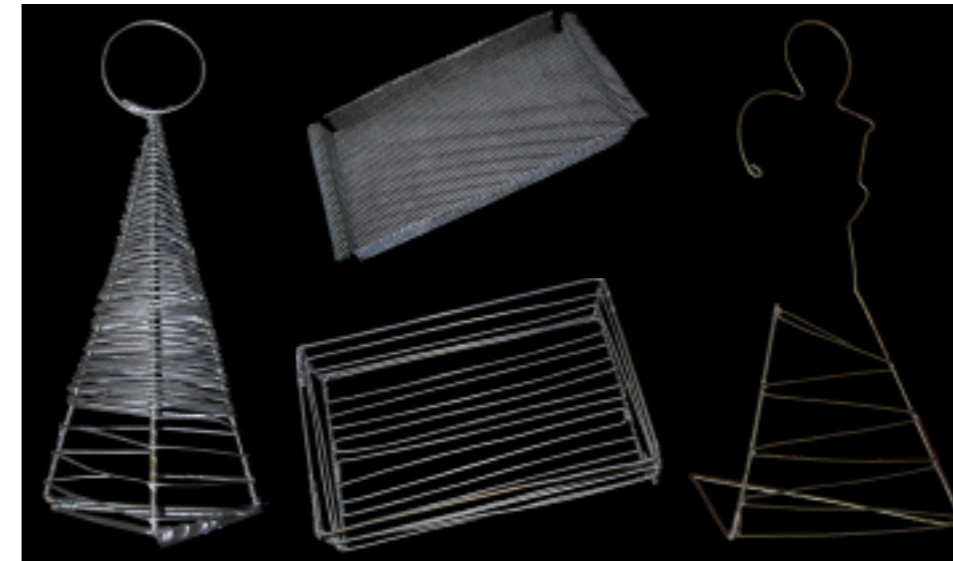


Figure 6.4: Experiments in wire and metal



6.4 Design proposal

# Marketing and branding

When designing the branding and marketing of the business, a balance was needed between what the up-market clientele desired and a tendency to lean towards a European image. The image designed for the shop has to incorporate the unique South African flavour that foreigners crave without resorting to gimmicks and clichés. The branding of this shop started with a name that alludes to its genre, Maano.

**Name and slogan**  
The word ‘maano’ means ‘to craft something’ in Northern Sotho. The scheme is crafting more than objects, it’s crafting a community. It’s crafting a place of learning and self empowerment, as well as a place where tourists and locals meet. No longer kept at an appropriate distance until brought together in a dramatised encounter, tourists can now interact with South Africans as they live their daily lives. From this

flows the slogan, the core of what can be expected to find here, ‘A creative collaboration for a creative community’.

**Font style**  
Some font styles are well known and therefore, are not sufficiently unique to create a strong image. Others are too visually overpowering and prescriptive, leaving little room for the shop and brand to evolve and to react to its patrons’ needs. Therefore, the font style, Papyrus was chosen for its informality and simplicity. The proportion of the letters does not put strain on the eye, but it still has a recognisable character.

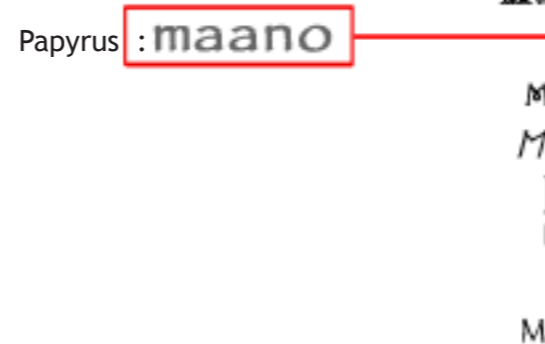


Figure 6.5: Various font styles



Figure 6.6: First branding concept. Post card hand out.



Figure 6.7: Second branding concept. Business card hand out and fashion label.



Figure 6.8: Final branding concept

**Merchandising**  
The first concept was rejected due to the fact that having a realistic person as a focal point suggests that the target market is defined by race and sex (Figure 4). In an attempt to erase this subliminal message, an outline of the realistic picture replaced it (Figure 5). A strong focus remained on the person in the image and therefore, the image was cropped so that only the beads, an image strongly related to craft, remained (Figure 6). To this, small images of craft items suggestive of what may be purchased from the Maano shop were added.

A series of stationary was designed, including a business card, handouts and a merchandise label. The handout was made from handmade paper and has the company’s details, slogan and logo printed on it. Handmade paper was chosen as it can be made onsite in the workshop. The design can be used as a template in papermaking classes and successful projects can be used for promoting the shop. The logo is cropped for the business card so that when stapled to the handout the beads of the logo seem to spill off the handout and onto the business card.

For the merchandise label, the logo has been scaled down to fit onto the card. Some South African Internet shopping websites do not have a physical shop to sell their goods from, such as www.mjvisuals.co.za. These businesses and other craftsmen can sell their goods directly from the Maano shop and full credit will be given to the supplier or craftsman inside the merchandise label (Figure 7). This gives a brief summary of the goals of the business and an open space can be left on which to write the price of the merchandise.



Figure 6.9: Scale 1:1  
Merchandise label cut out with fold and cut lines.

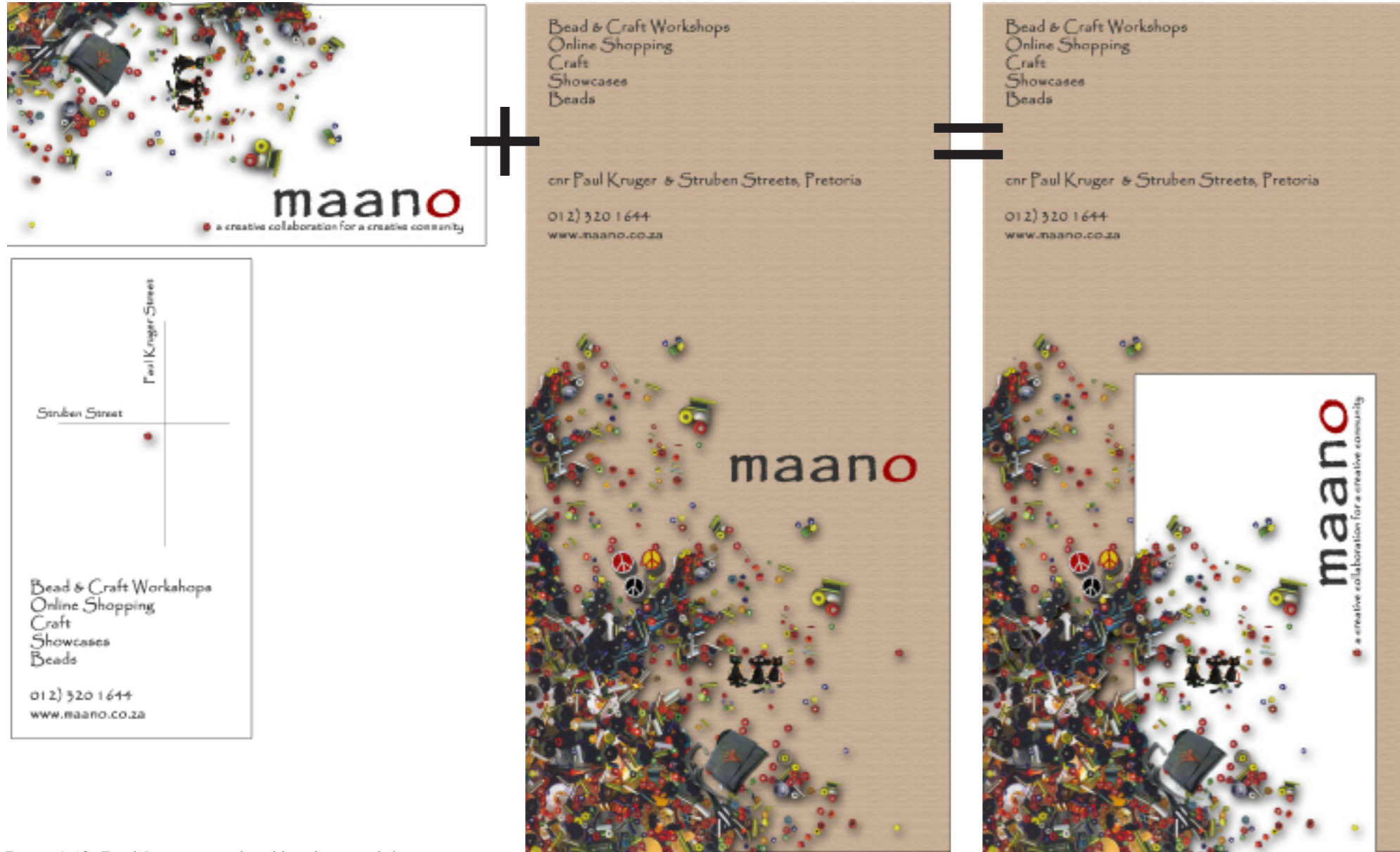


Figure 6.10: Final Business card and handout card design  
pg 78

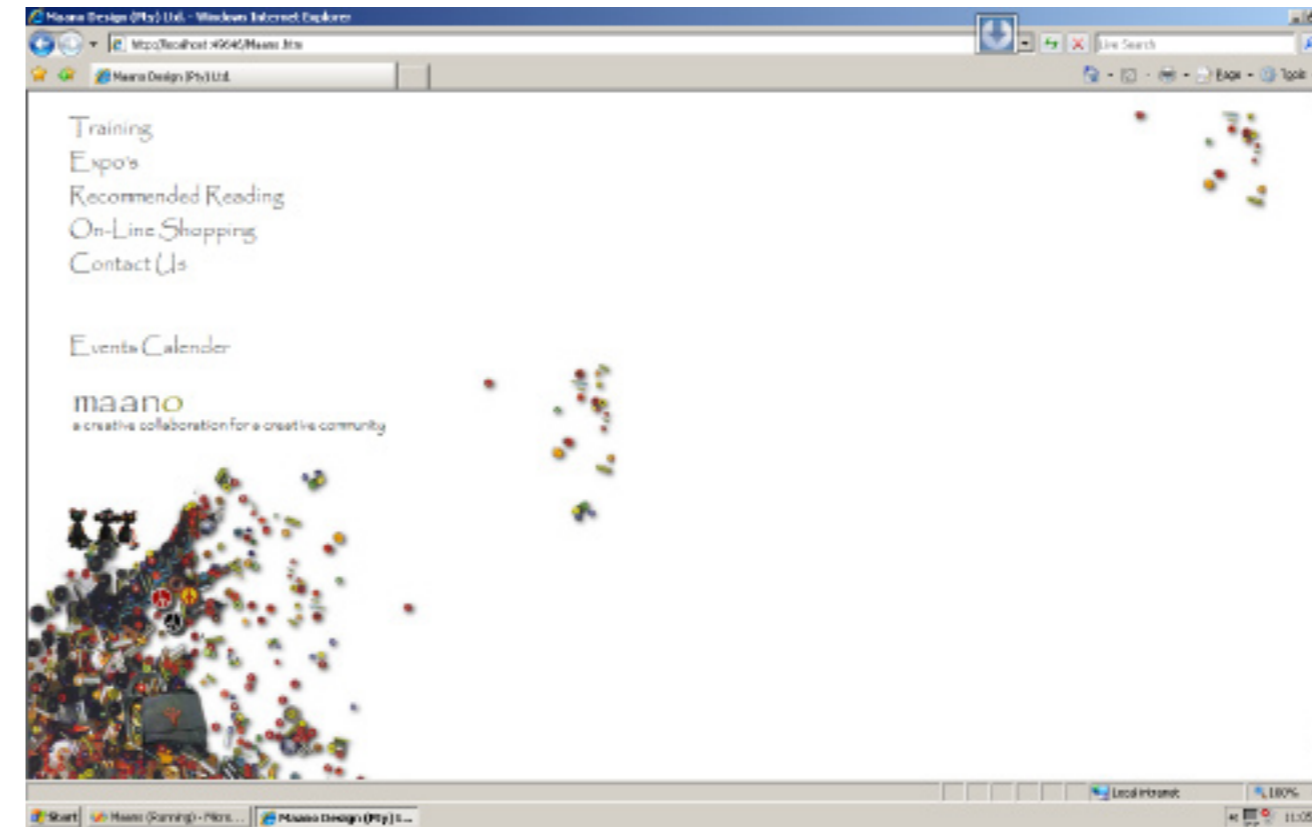


Figure 6.11: Maano website home page

#### Internet

In order to encapsulate the spirit of collaboration, Maano's website will contain links to a large variety of other websites that support self empowering communities such as monleybiz.co.za and lovingafrica.co.za (see Appendix C for a copy of the Maano website). Events across the country will be promoted and workshops held at the Maano studio can be booked from here.

Since South Africa is a country where Internet access is a luxury, free Internet access will be made available via Wi-Fi, and two computers will be provided near the coffee bar and will have restricted Internet access. As the focus of the business is not providing Internet access but promoting the collaboration of craftsmen, the two Internet stations will only allow access to the Maano website and its website links.

## Track system

The first layer to be placed over the existing building fabric is the track structure that will support most of the display and lighting systems. The building was seldom maintained; therefore, the gypsum ceilings are rotting from rain water damage. The ceilings will, for that reason, be removed to expose the trusses. The condition of the trusses will be evaluated for structural integrity. Should the trusses be found to be unsafe, they will be repaired or replaced depending on the severity of the damage. If the trusses need to be replaced, the new trusses should be replicas of the original ones.

The new truss-suspended track system hangs between the trusses from custom-made, galvanised mild steel hangers. Cold-formed galvanised mild steel channels (100 x 50 x 20) hang perpendicular to the trusses. Channels were chosen above tubes to reduce the load on the trusses.

The subsequent layer will be the tracks. Two existing track systems are to be used to fulfil the requirement of the system. Firstly, two Hillaldam 400 sliding door track systems will be used to hang luminaires, mannequins, clothing rails and other displays from. They will be attached to the channel beams, 600 mm apart. The combined weight that the track systems can carry is 800 kg. Secondly, a Match 100 series three-phase track light rail is to be connected to the channel beams between the two Hillaldam tracks.

The above-mentioned tracks serve to strengthen the structure and distribute the load between the steel channel beams.

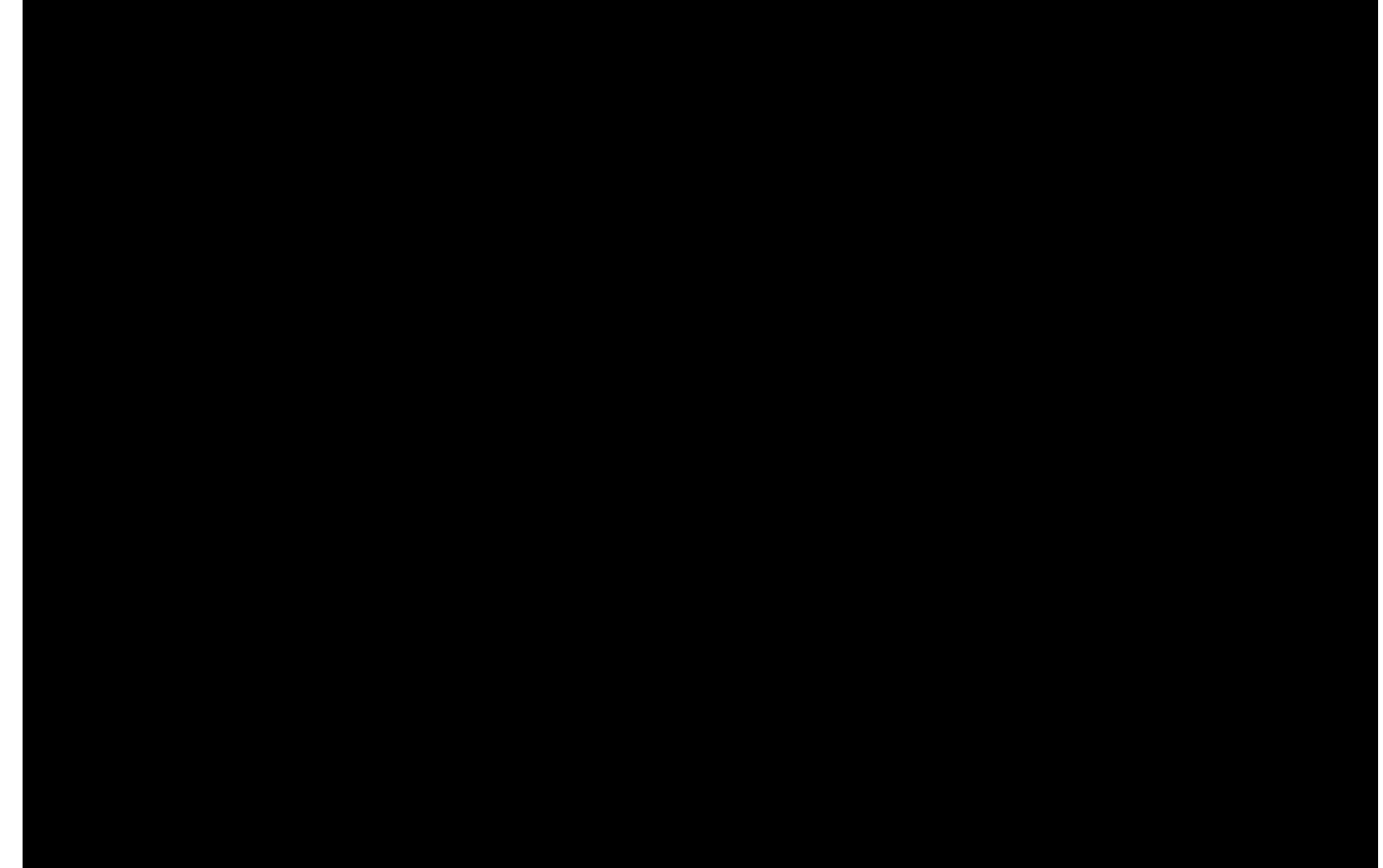


Figure 6.12: Track system detail  
1:10



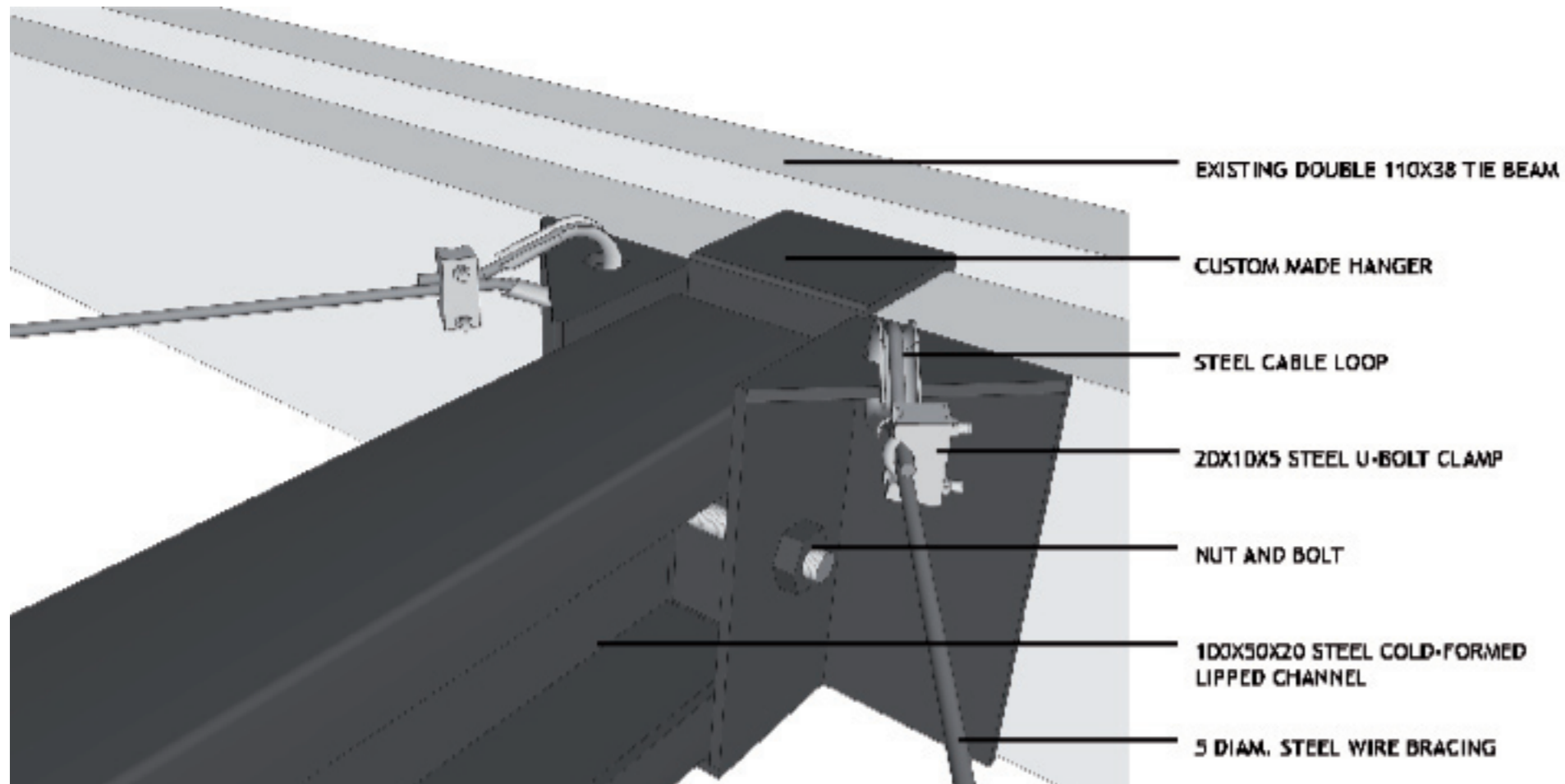


Figure 6.13: Hanger on truss detail

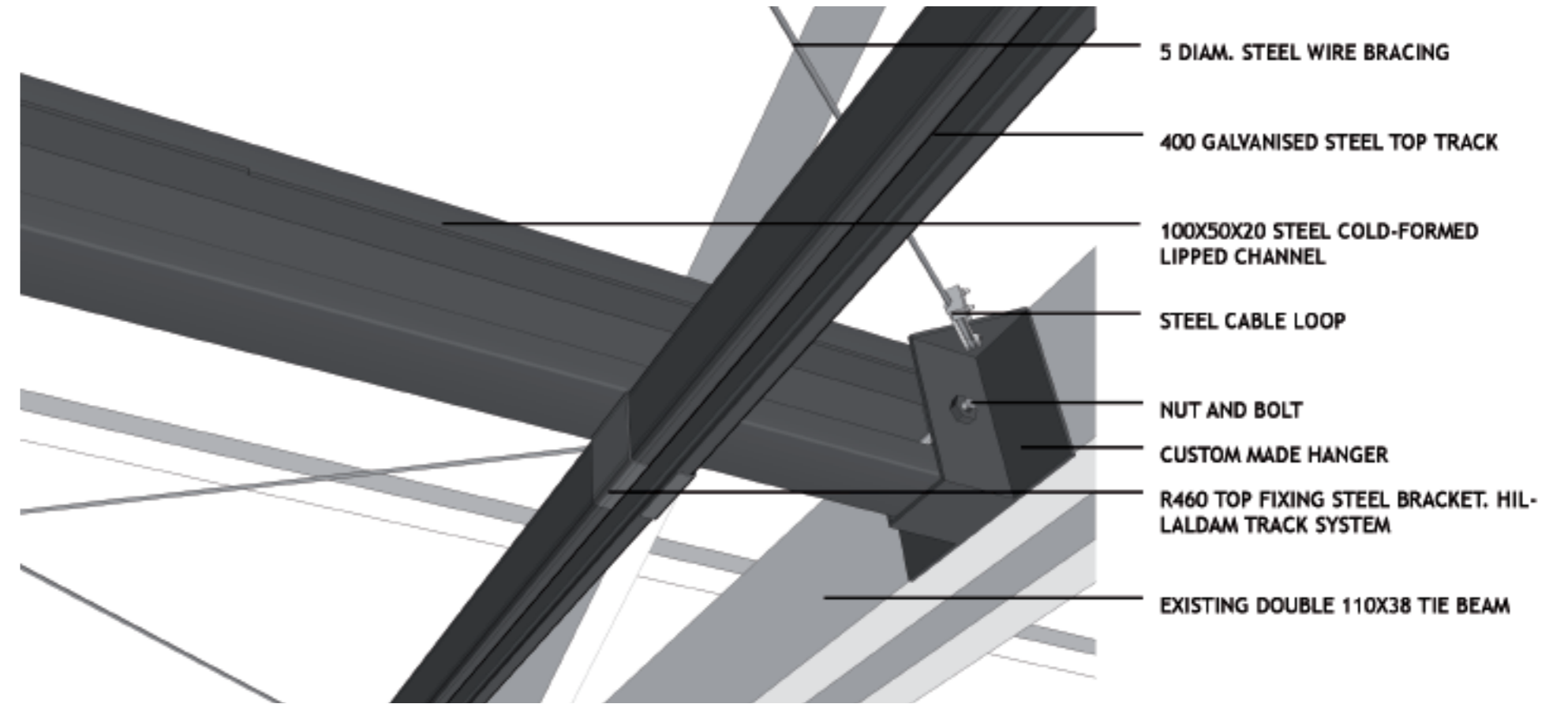


Figure 6.15: Hillaldam 400 sliding door track attached to channel beam

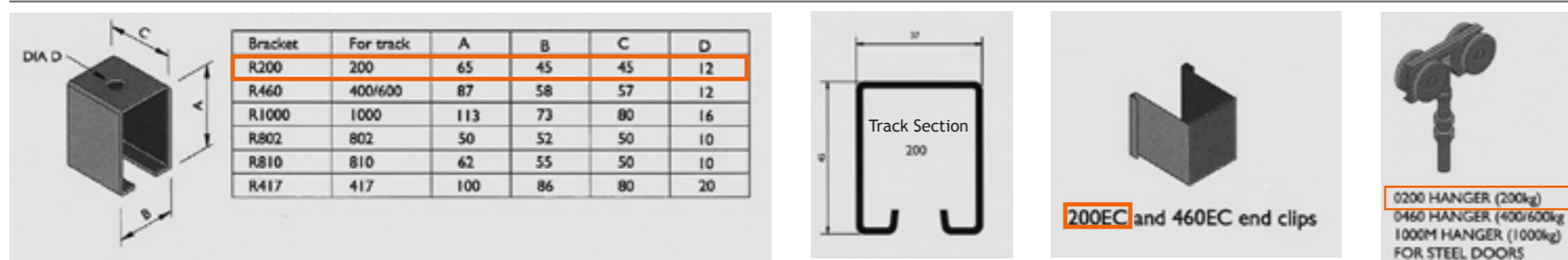


Figure 6.14: Components of the Hillaldam sliding door track system

6.6  
Design proposal

# Lighting

Due to the varying light intensity throughout the day, it is important to ensure that the merchandise is sufficiently illuminated at all times, without taking away from the atmosphere created by the natural light. Therefore, directional lights are to be used to give the client control over lighting.

It is important to achieve flexibility in the lighting system. It not only contrasts with the permanence of the existing structure, but allows the business to adapt to the changing desires of the clients and to change according to the available stock. Regularly making changes to the display keeps the shop image fresh and encourages patrons to visit frequently.

Track lights are to be used in the public spaces and recessed down lights and pendant lights are to be used where needed in offices and amenities.

**LTS track lights**  
A three-phase track system for surface mounting gives the client the flexibility to switch the three circuits off separately. Spotlights are used to direct light onto the displays. The Match 100 Series, low voltage lamp with two coolbeam lamps will be used. It has an integrated electronic transformer with two adjustable light heads that are flexible in all directions. Where an alternative to spotlights is desired, low voltage pendant lights are available to fit the three-phase track light rail. These pendant lights are placed above the coffee bar to indicate a change in function.

**Travelling column**  
The travelling column is a purpose-made lampshade, made of wire and handmade paper. The concept was derived from the columns supporting the first floor. The travelling columns, when placed directly above the structural columns, visually extend through the floor into the first floor space. In order to break away from the rigidity that the structural columns impose on the ground floor interior space, the new columns have been incorporated into the flexible track system. A u-bolt and clamp has been modified by drilling a hole through the clamp to accommodate the Hillaldam 0460 galvanised steel hanger. This is used to attach the travelling column lampshade to the track system. One of the LST pendant lights will be placed on the three-phase track light rail at the centre of the travelling column, with its own lampshade removed.

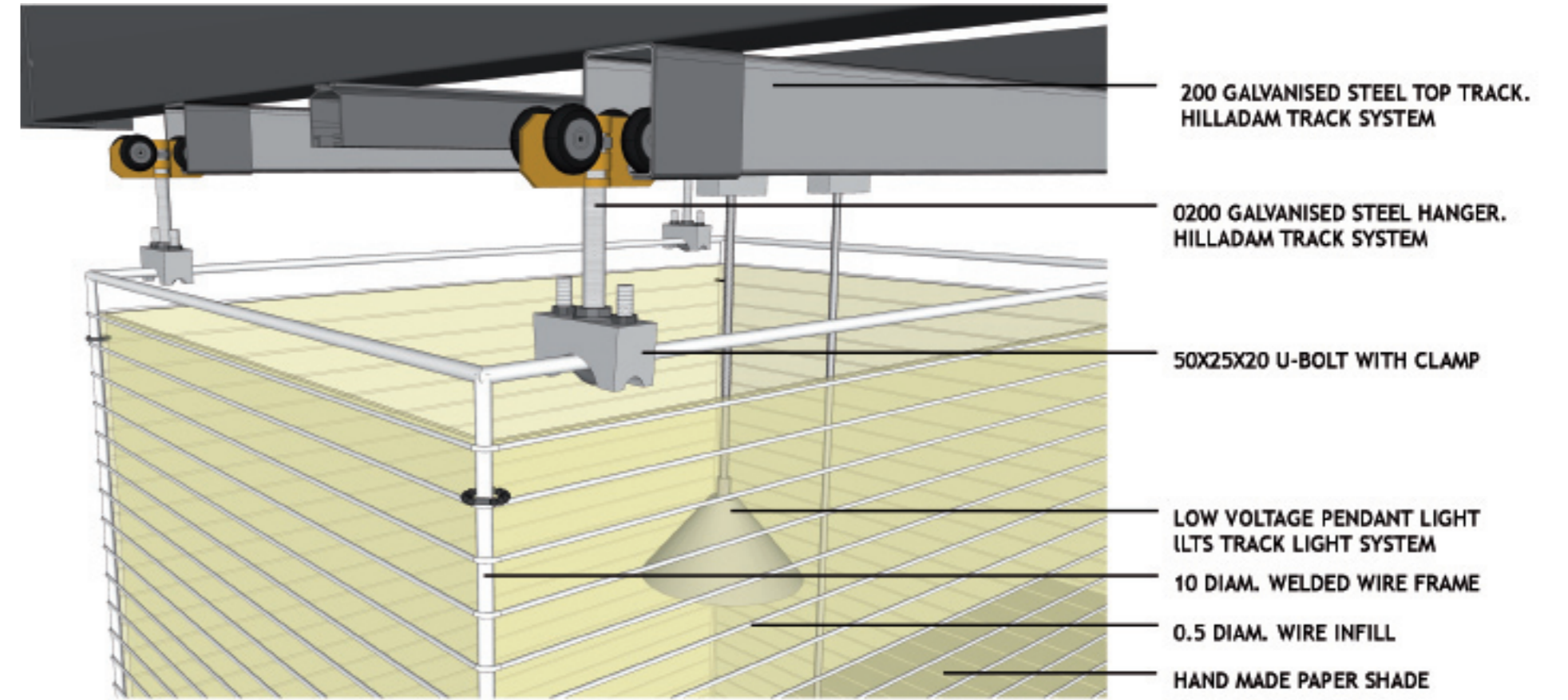


Figure 6.16: Travelling column on Hillaldam 400 sliding door track system



Figure 6.17: Components of the LTS low-voltage pendant and track lights



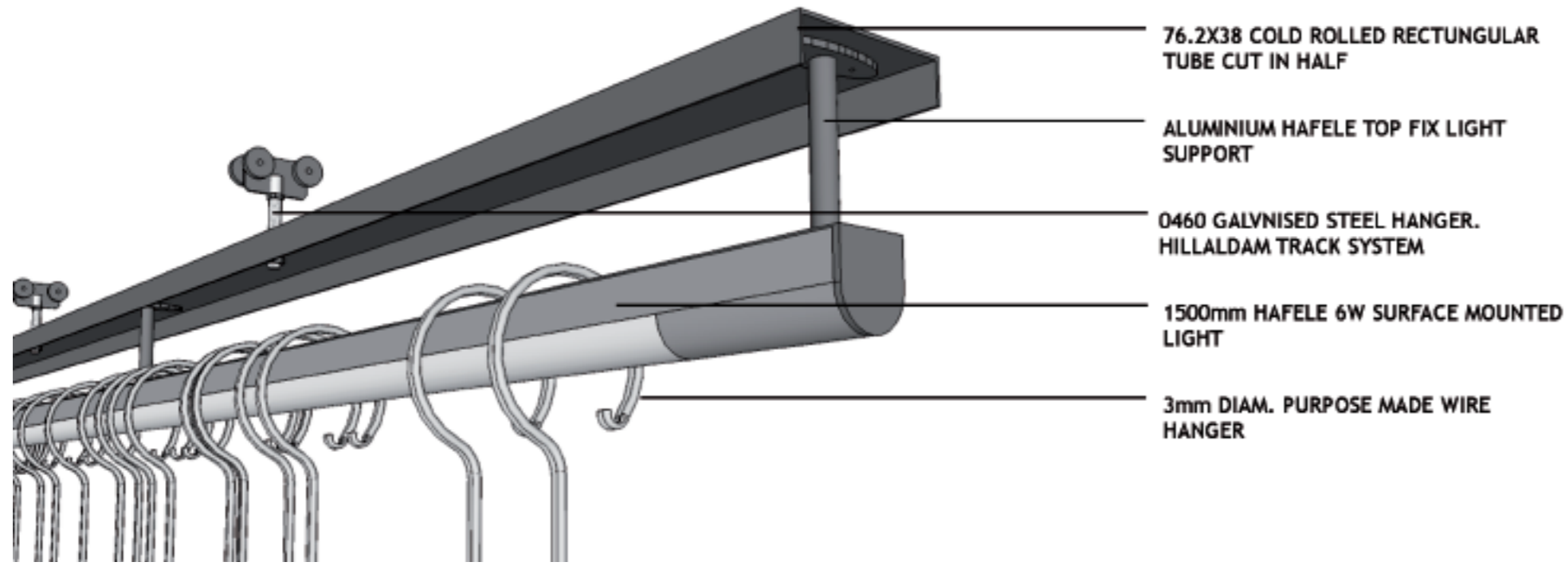


Figure 6.18: Clothing rail light on hangers

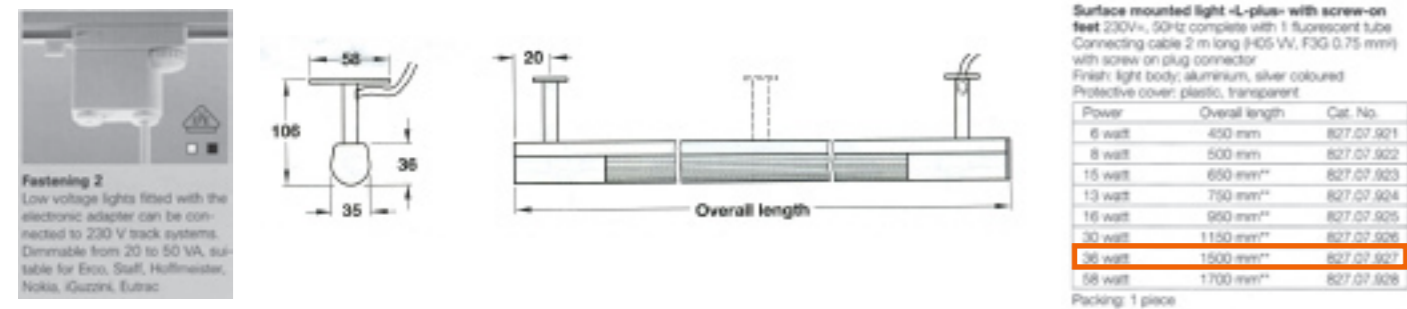


Figure 6.19 & 6.20: Components of the Hafele rail light and LTS fastener

In order to maintain the atmosphere created by the natural light, the clothes rail will house the lights needed to illuminate the fashion merchandise.

The clothes rail incorporates the Hafele 1 500 mm long, surface-mounted rail light into the track lighting system. A 76,2 x 38 galvanised steel tube is cut in half, making a light beam onto which the light rail can be attached. Holes are drilled into the beam to accommodate two Hillaldam 0460 steel hangs. The electrical wire runs inside the screw on feet and along the top of the u-shaped beam. The LTS ‘fastening 2’ is used to connect the wire to the three-phase track.

Wire coat hangers will be made in the workshop to be sold in the Maano shop, but the circle design will be used exclusively for the Maano fashion display. Coloured glass beads will indicate the size of the garment (small, medium or large) and will correlate with the coloured border of the merchandise label (Figure 6. ).

Of the first concepts, the hanger with the beads in the bottom corner (Figure 6. ) was rejected because this detail would be lost once the clothing was placed on the hanger. There was also a weakness in the construction of the hanger when the two ends of the wire did not meet (Figure 6. ). The weight of the clothing would pull the hanger out of shape, so where the wire would have ended at the beaded circular detail, the wire continues to join the other end of the wire to form a hook (Figure 6. ).

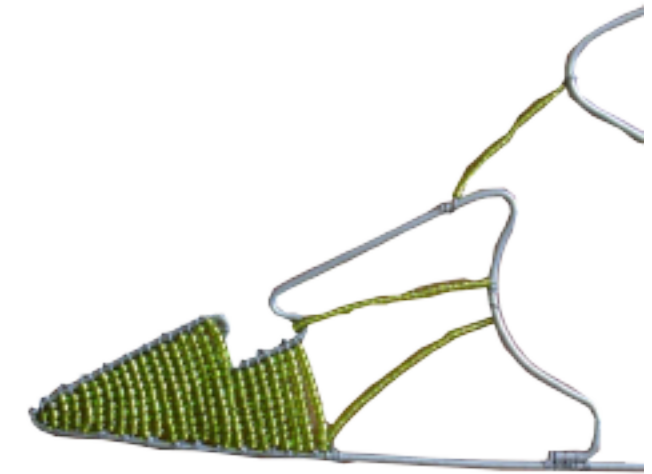


Figure 6.22: Corner detail of one of the first wire and bead clothes hanger model's

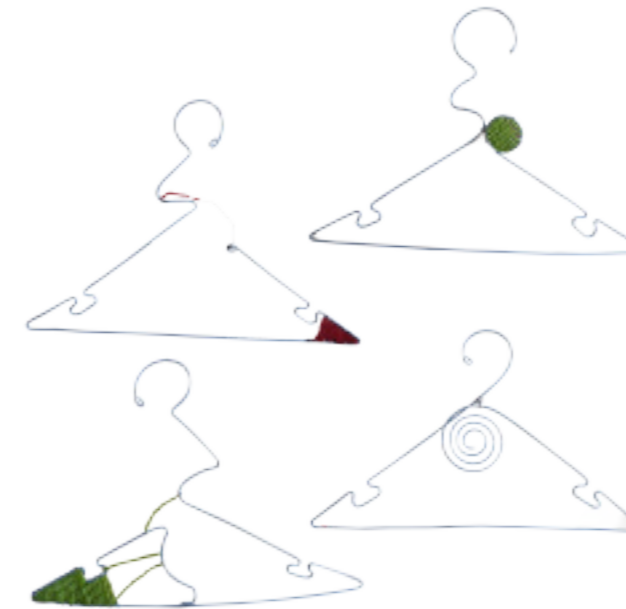


Figure 6.21: Concept wire coat hangers

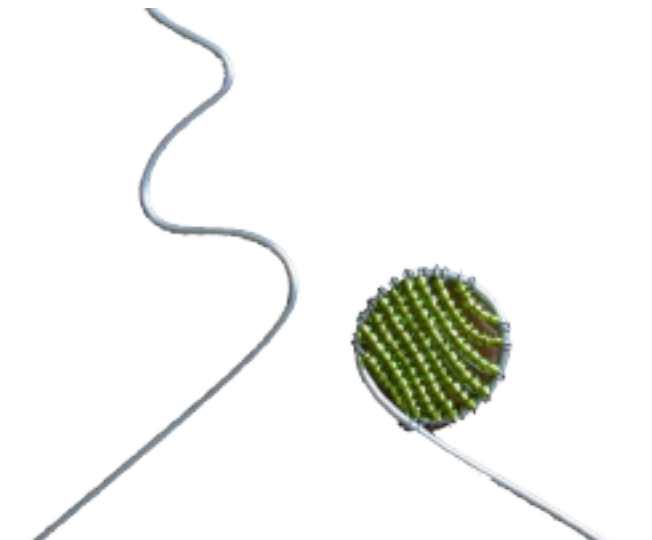


Figure 6.23: Joint detail of one of the first wire and beads clothes hanger model's

The final design was chosen for the visually strong circular extension that can be easily seen when displaying clothes. The construction was strengthened by bringing the two ends of the wire together to form the hook of the clothes hanger.

In order to emphasise the spatial height, the hook of the clothes hanger was elongated to produce a mass of vertical lines.

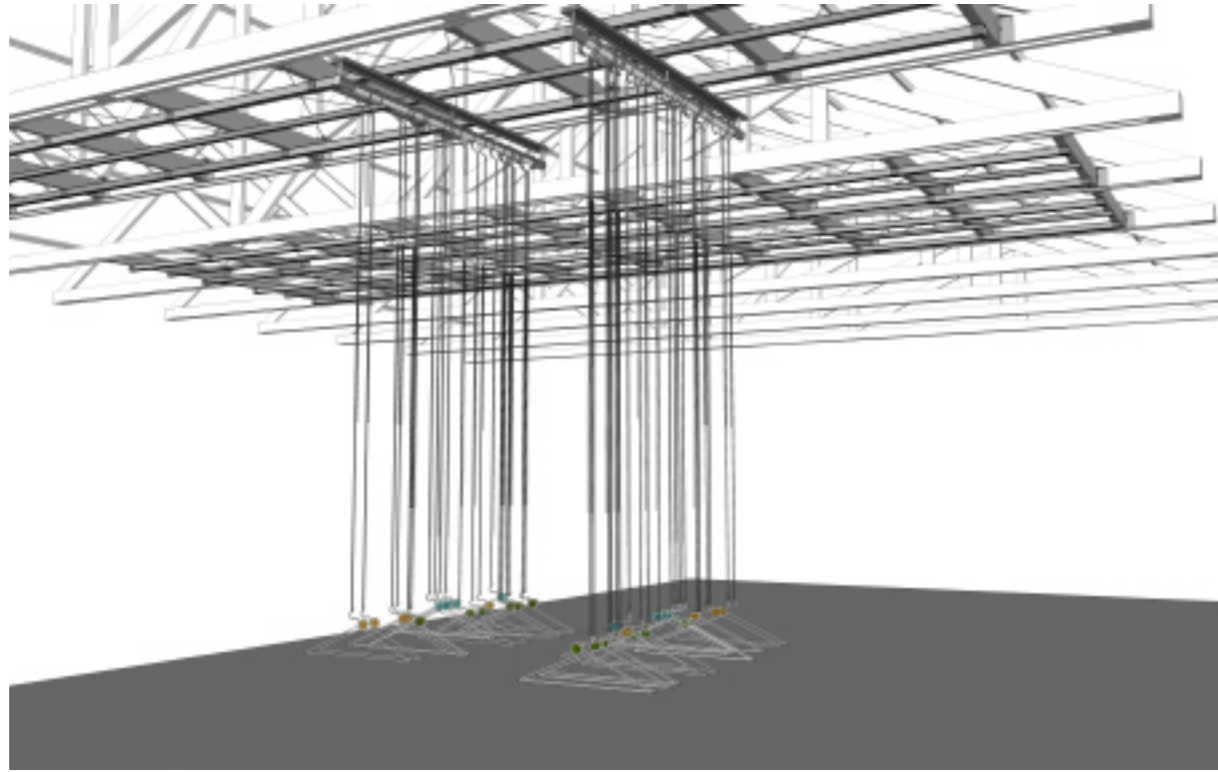
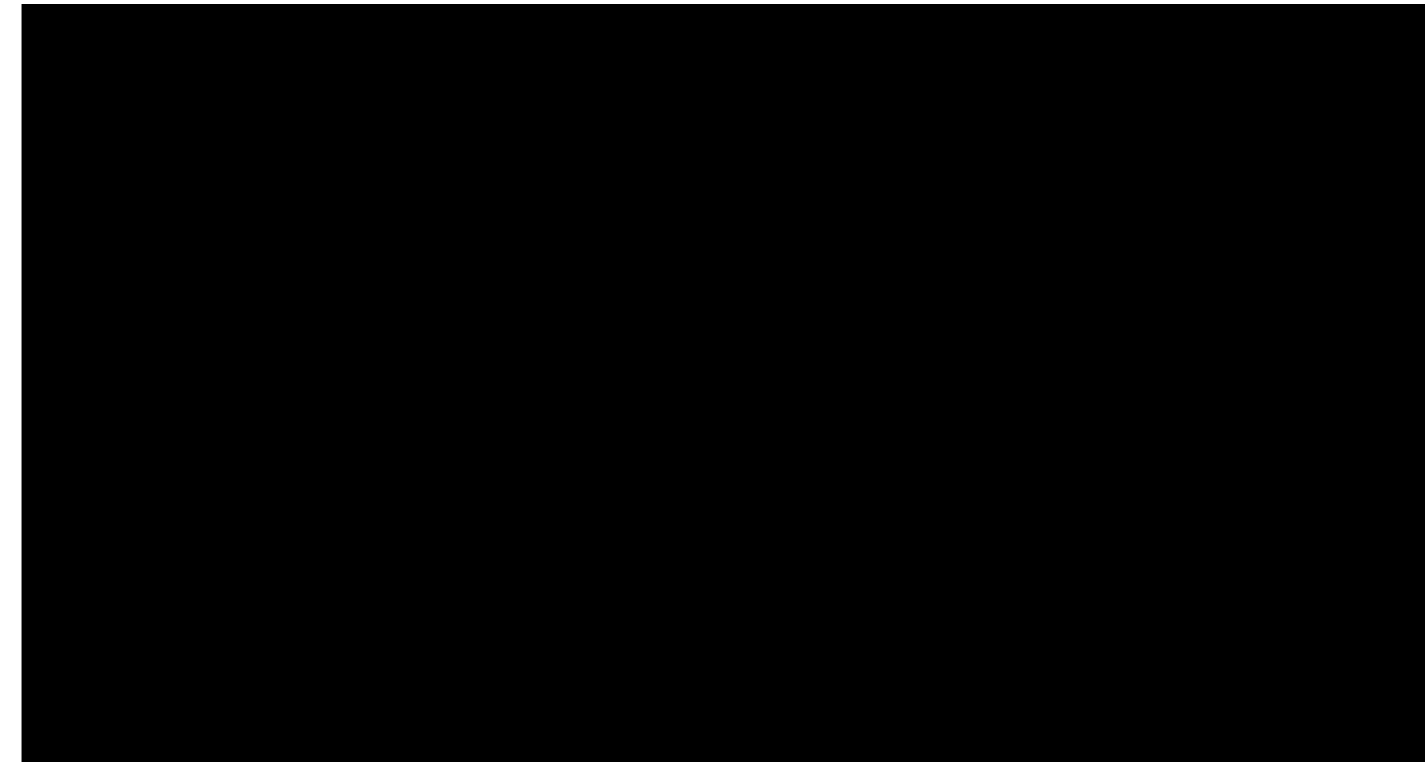


Figure 6.25: Elongated wire coat hangers on track system



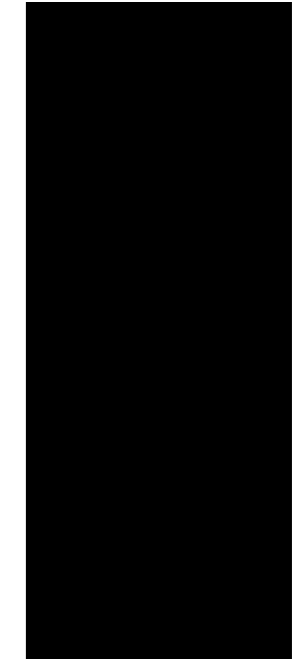
Figure 6.24: Wire coat hangers for fashion display with coloured glass beads correlating with merchandise labels



Ground floor plan  
1:500

First floor plan  
1:500

Figure 6.26: Electrical plan





6.7  
Design proposal

## Screen display system

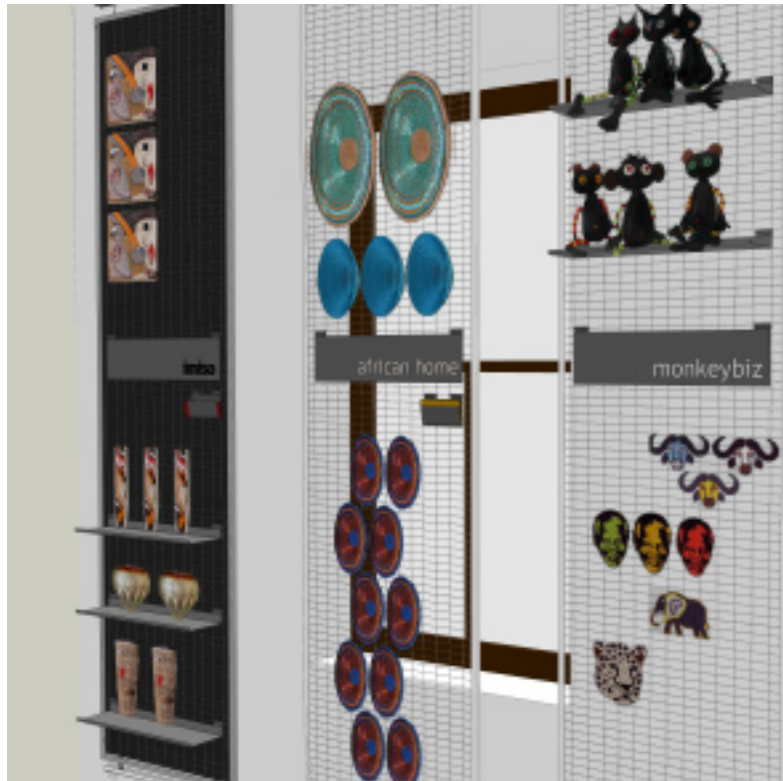


Figure 6.27: Various backboards used to best display merchandise.

The second flexible track system is the screen display system. This system incorporates the existing Hillaldam 100 sliding door track system to mount custom-made screens to the interior walls of the buildings. Bent sheet metal will make hook-in shelves from which the merchandise will be displayed.

Regarding the eastern wall in particular, many large windows make it difficult to use the walls for displays. The screens will make it possible to move the displays in front of or alongside the windows as required. Dishes made of glass beads and gemstones are most attractive when light is shining through them. By placing the screen displaying such items in front of the window, it allows the natural light to illuminate them during the day. At night, spotlights can be directed towards these items so that they can be seen on display from the street.

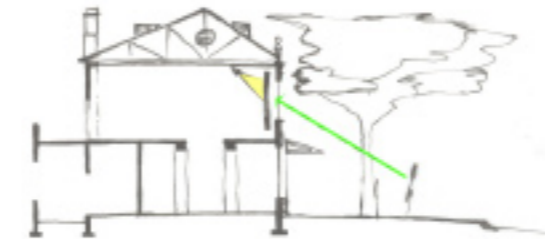
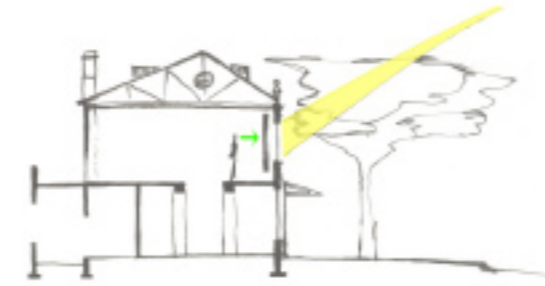


Figure 6.28: Concept sketches of the use of light with the display screens

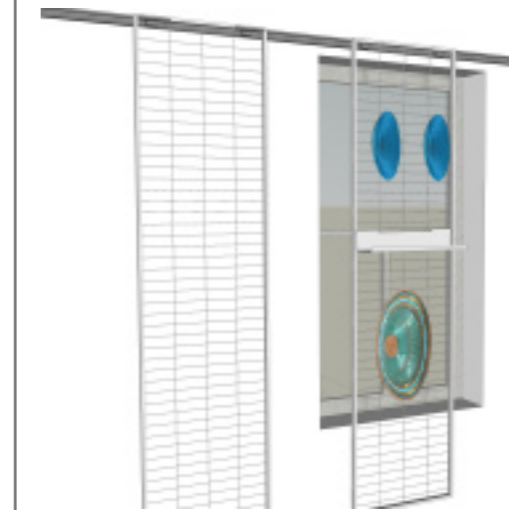
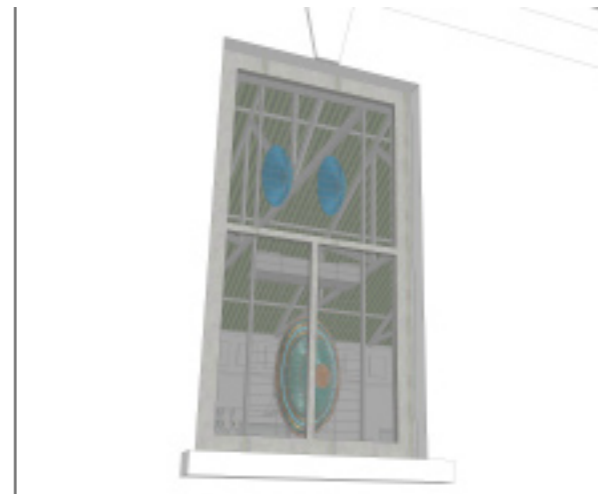


Figure 6.29: Display screen in front of window from inside the building and from the street

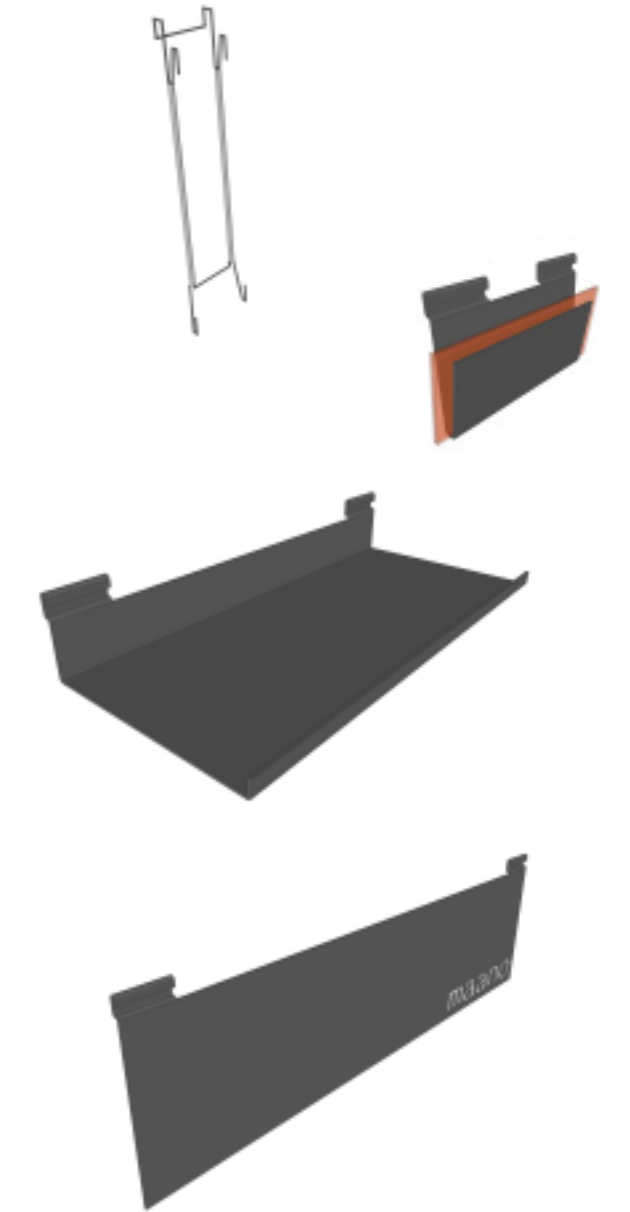


Figure 6.30: Accessories for the display screen that hook onto the wire mesh

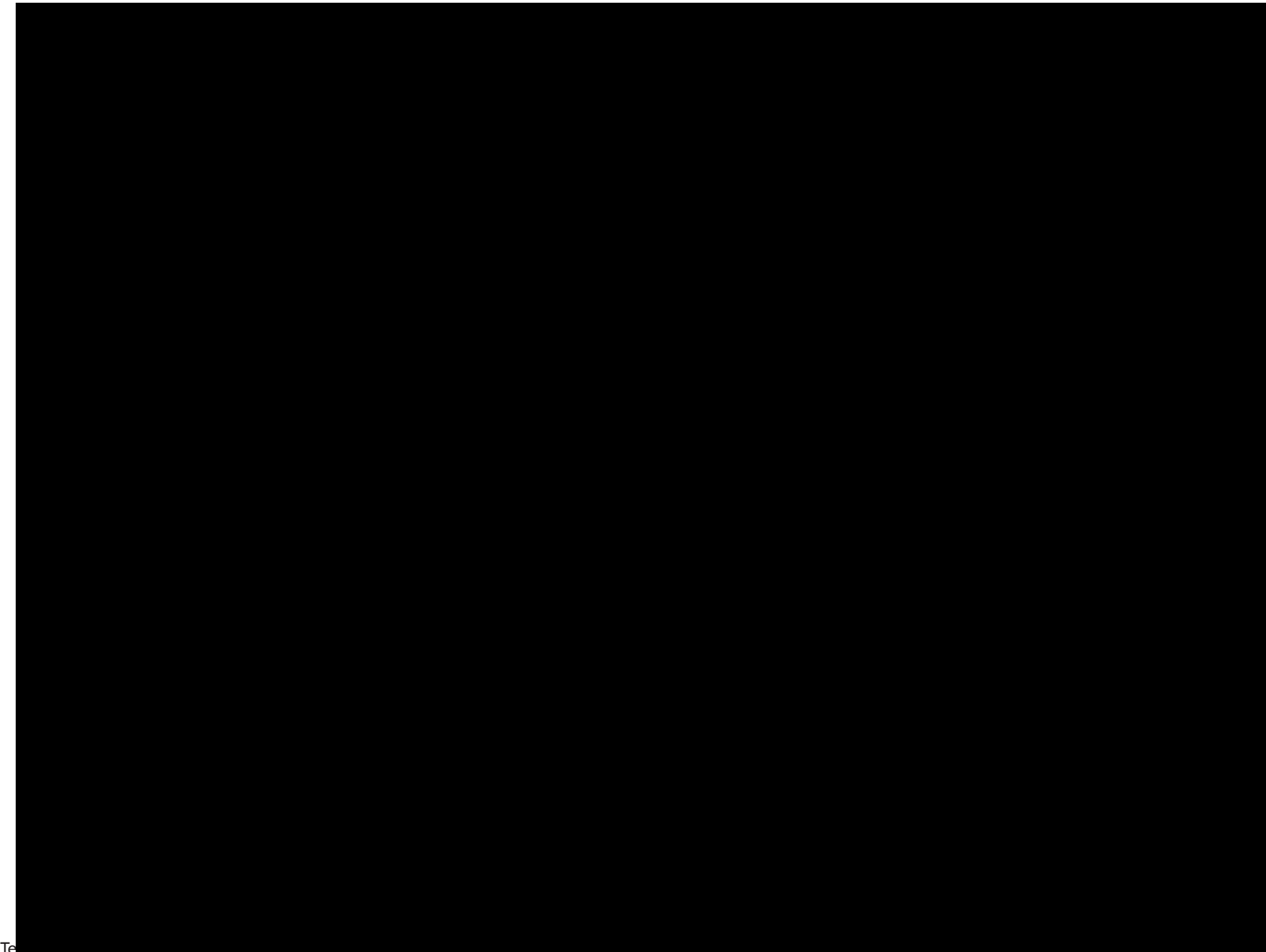


Figure 6.31: Te...

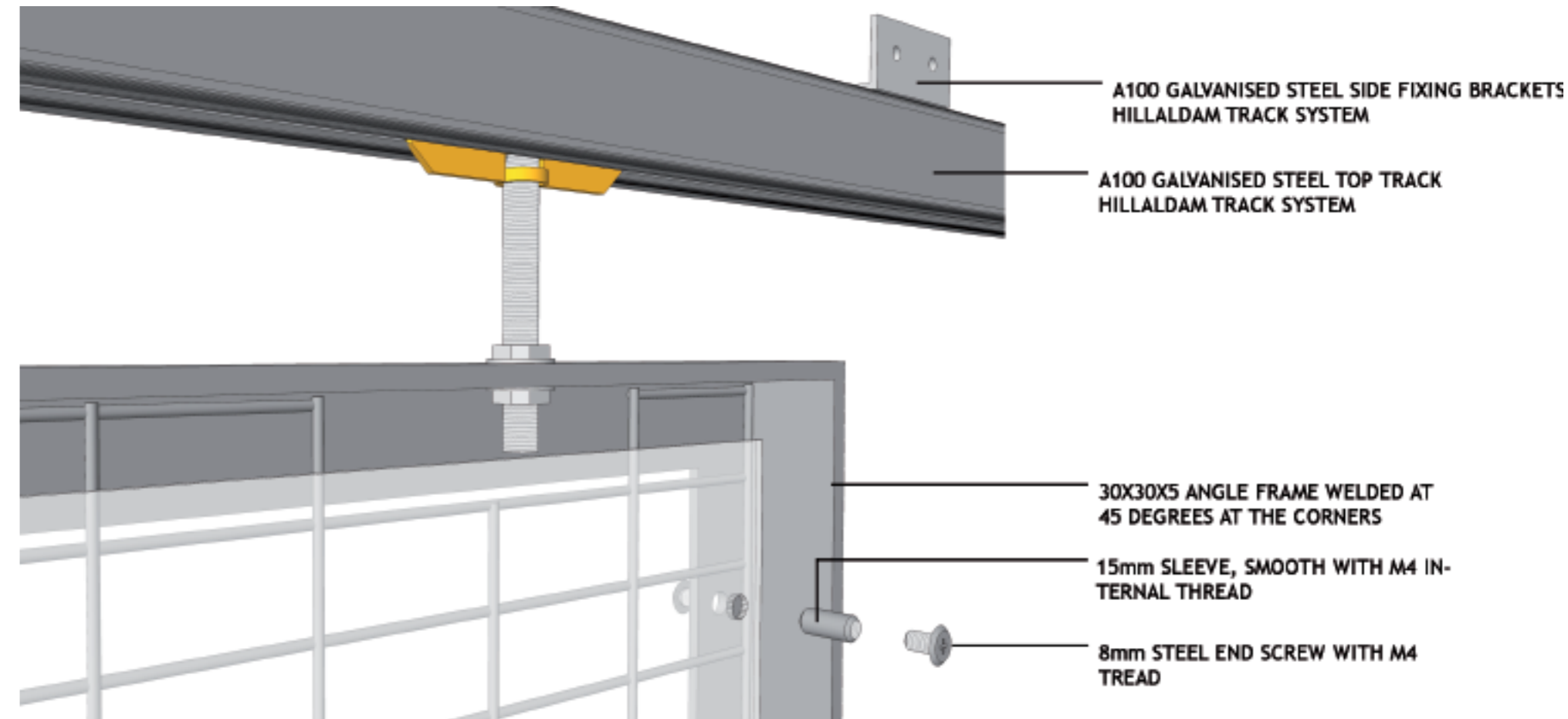


Figure 6.32: Screen detail of backboard being fixed into place

**End screw** with M4 thread steel, can be used as end bolt (add-on facility)

Length	8 mm	10 mm
Cat. No.	Nickel-plated 020.92.711	020.92.720
	Burnished 020.92.113	020.92.122

Packing: 100 and 2000 pcs.

**Sleeve, smooth** with M4 internal thread steel, suitable for **double-sided constructions**

Length	15 mm	18 mm	22 mm
Bright	267.00.011	267.00.012	267.00.013
Galvanized	267.00.911	267.00.912	267.00.913

Packing: 100 and 1000 pcs.

Figure 6.33: Hafele M4 screw and sleeve

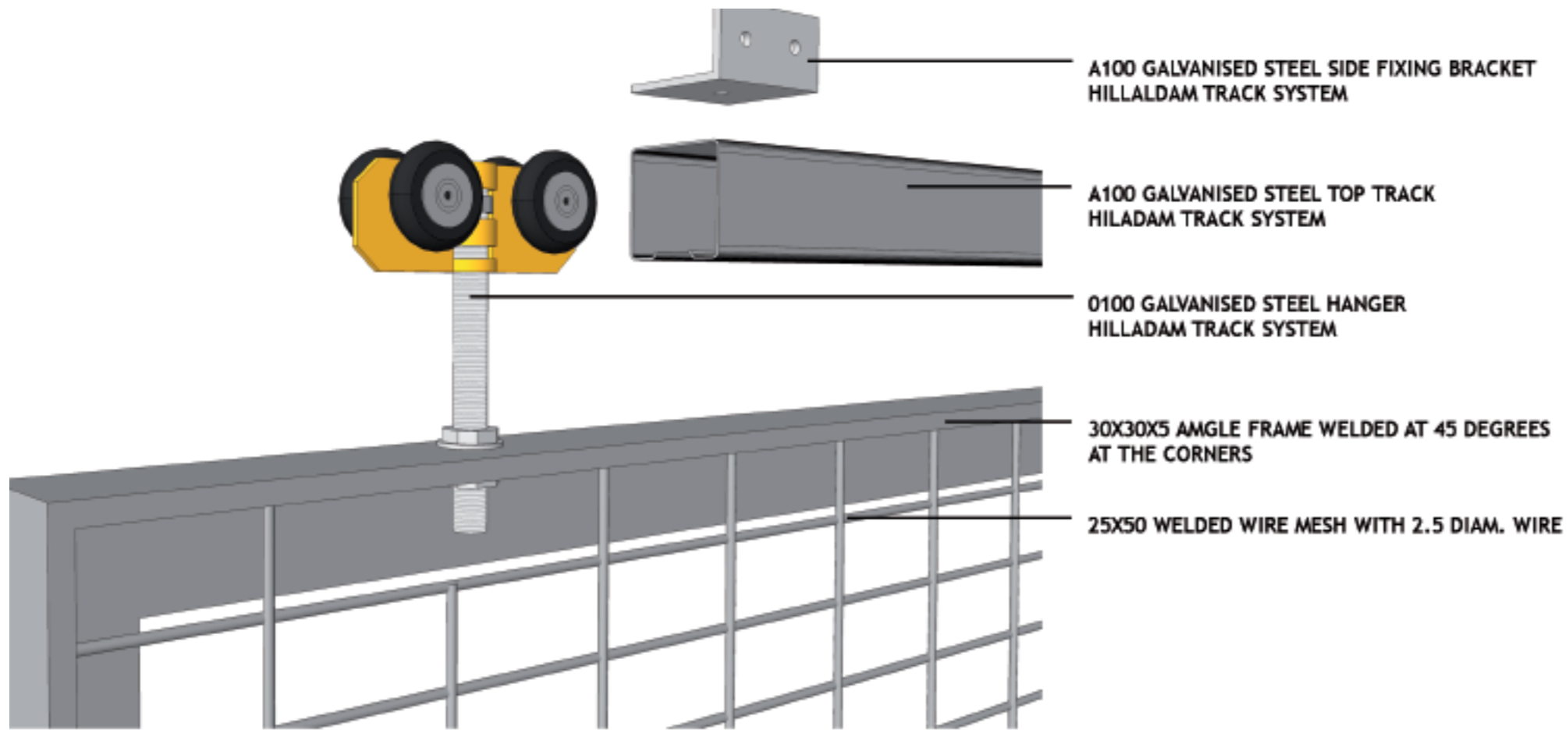


Figure 6.34: Display screen on track detail

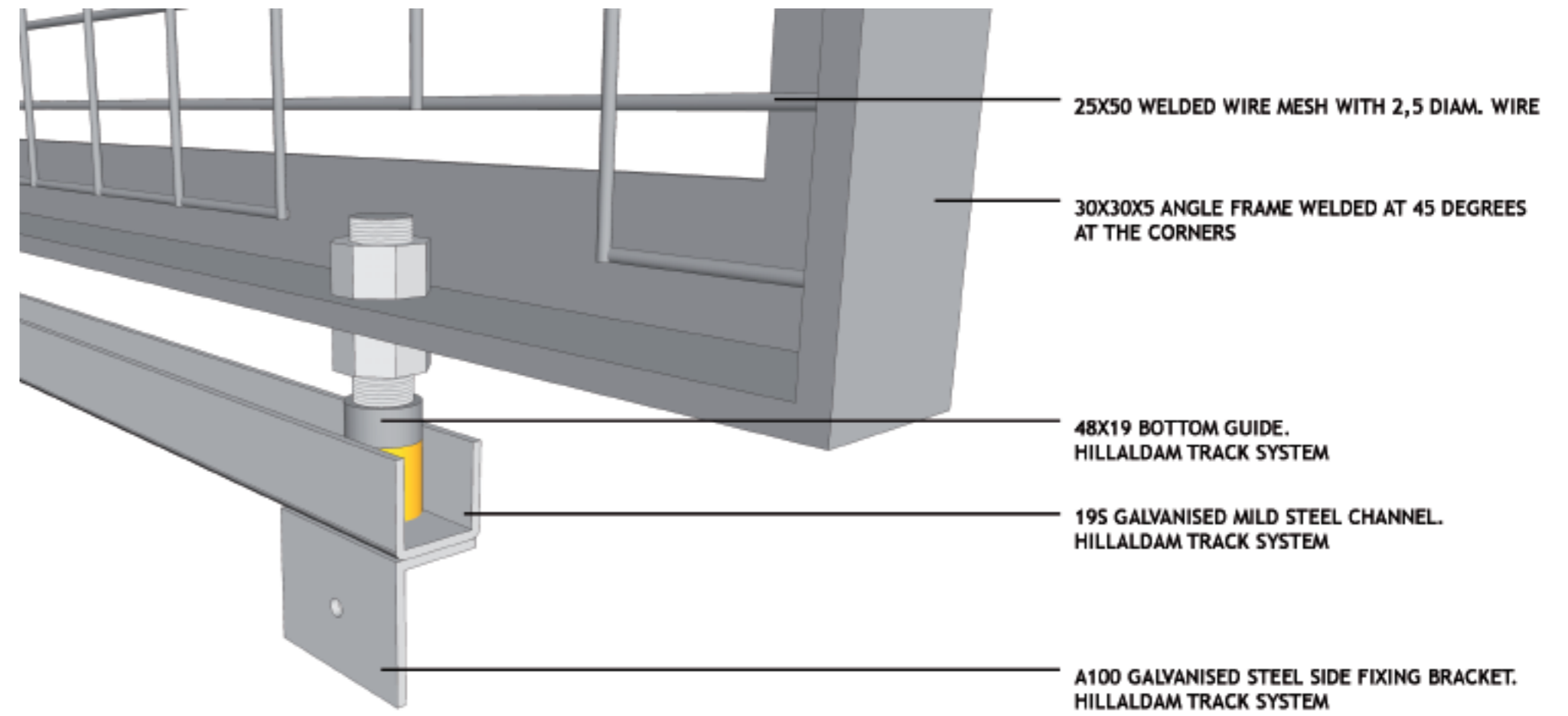


Figure 6.36: Display screen on bottom channel

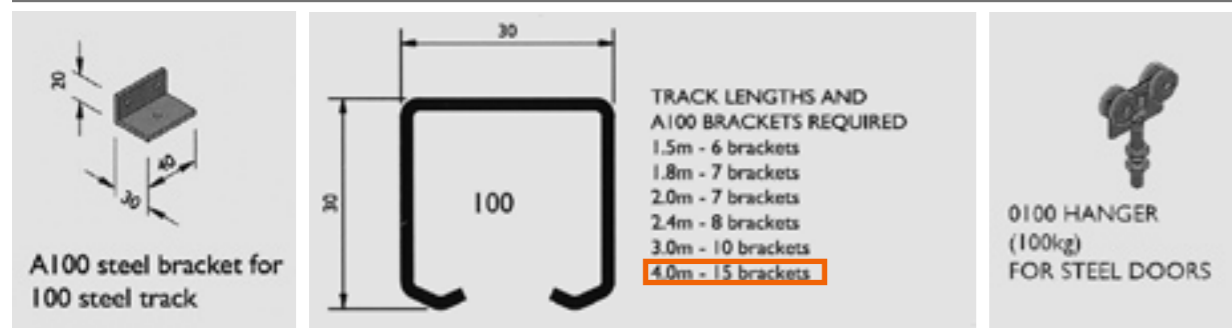


Figure 6.35: Components of the Hillaldam 200 sliding door top track system

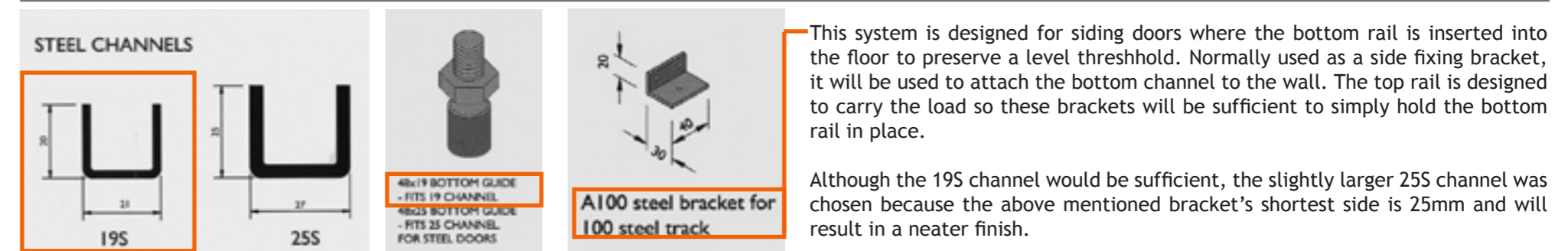
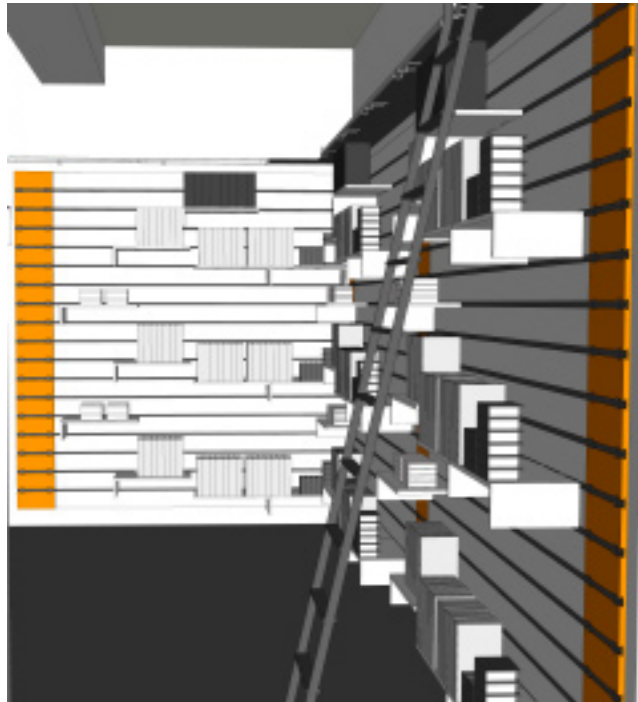


Figure 6.37: Components of the Hillaldam sliding door bottom channel system



6.8  
Design proposal

## Sliding panel display



A standard shop fitting system called Deko-Wall from Hafele was used as a basis for the sliding bookshelf design. The system consists of 986 x 2 542 19 mm-thick panels, which are made of chipboard coated with melamine on both sides. The panels have horizontal grooves (88 mm apart), which are fitted with aluminium or PVC profile to stabilise them and serve to mount the hook-in elements.

Figure 6.38: Book corner in Maano

This system will support shelves that will display books, therefore the aluminium profile is chosen for its higher maximum load-bearing capacity of 20 kg. White melamine was chosen because its neutral character will not distract from the merchandise. In order to give the system a unique branding, custom-made connecting panels and shelves were designed.

The shelf design was based on a traditional fabric still worn in Ghana by royalty, because of its easily recognisable 'African' character. As the pattern is broken down to its most basic component, one is left with an 'L'-shaped building block.

The shape and proportion of this building block dictated the form of the shelves. The shelves are fitted with hook-in elements and can slide into the desired composition. The composition may take the shape of the textile pattern or disintegrate into a less formal arrangement.

The connecting panels are designed as the entry point for the shelves' hook-in elements and will finish off the edges of the panels. They will be of similar construction to the panels, being made of chipboard coated with melamine on both sides. The branding image these connecting panels create is strengthened by colouring them the orange colour that dominates the textiles which inspired this design.



Figure 6.39: Pattern found on textiles from Ghana.

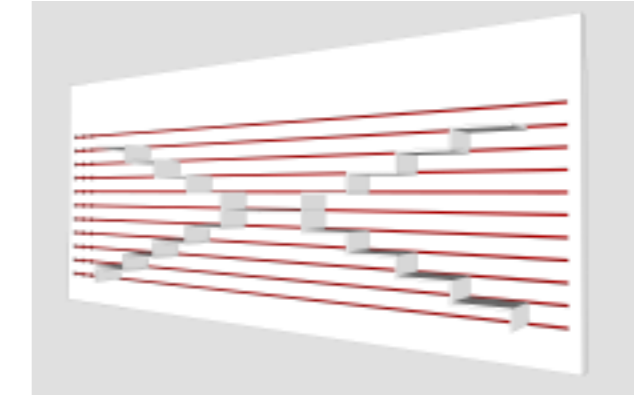


Figure 6.40: Concept model indicating shelves in pattern

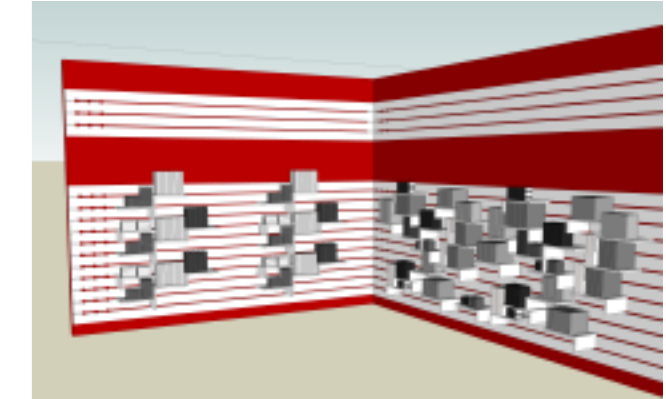


Figure 6.41: Conceptual model showing formal and informal shelf configurations.

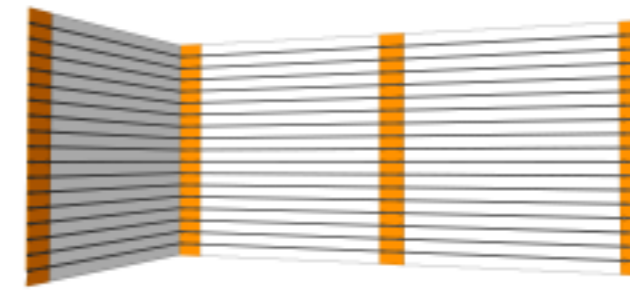


Figure 6.42: Diagram showing the Hafele Deko-wall with custom-made connector panels

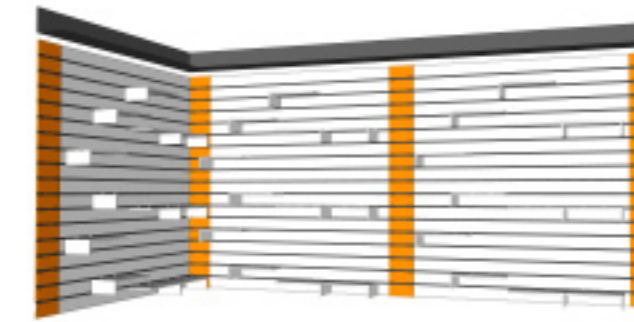


Figure 6.43: Custom made top shelf and sliding shelves.

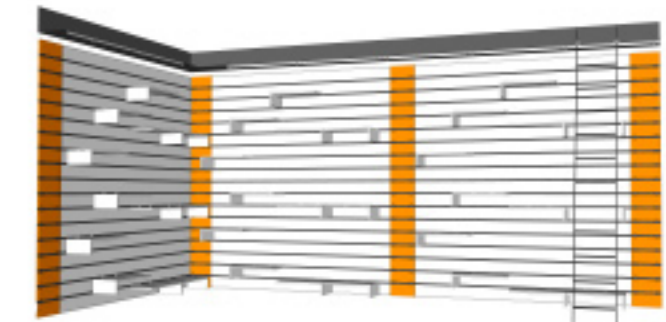


Figure 6.44: Hafele sliding ladder with track



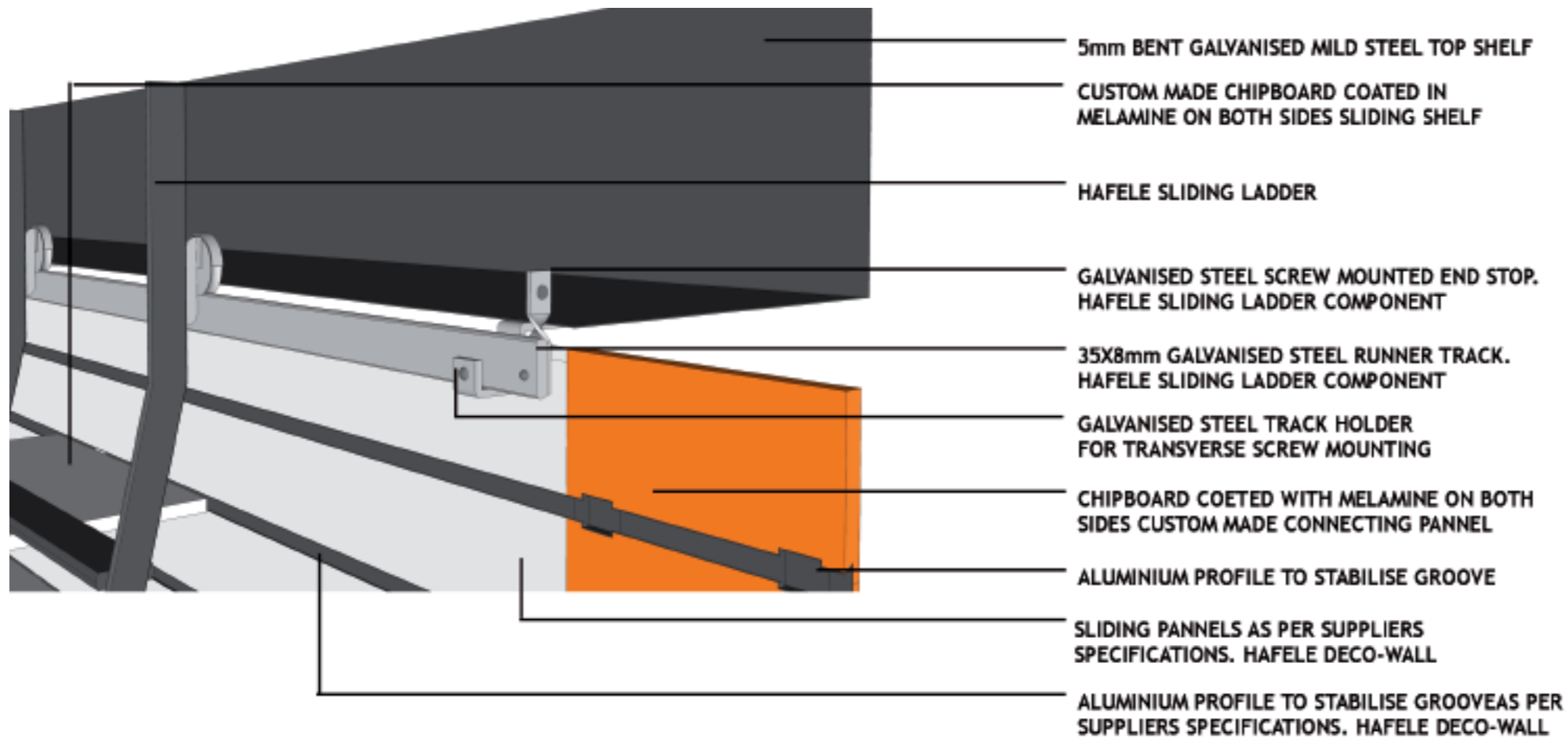


Figure 6.45: Hafele sliding ladder system.

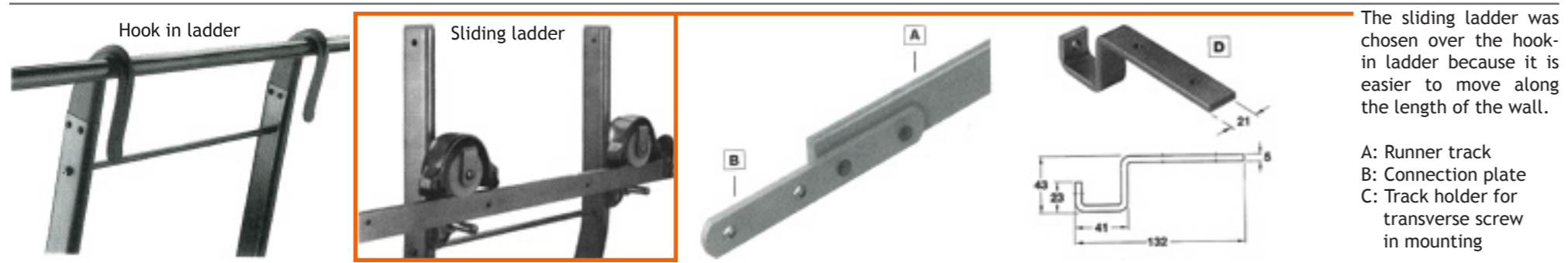
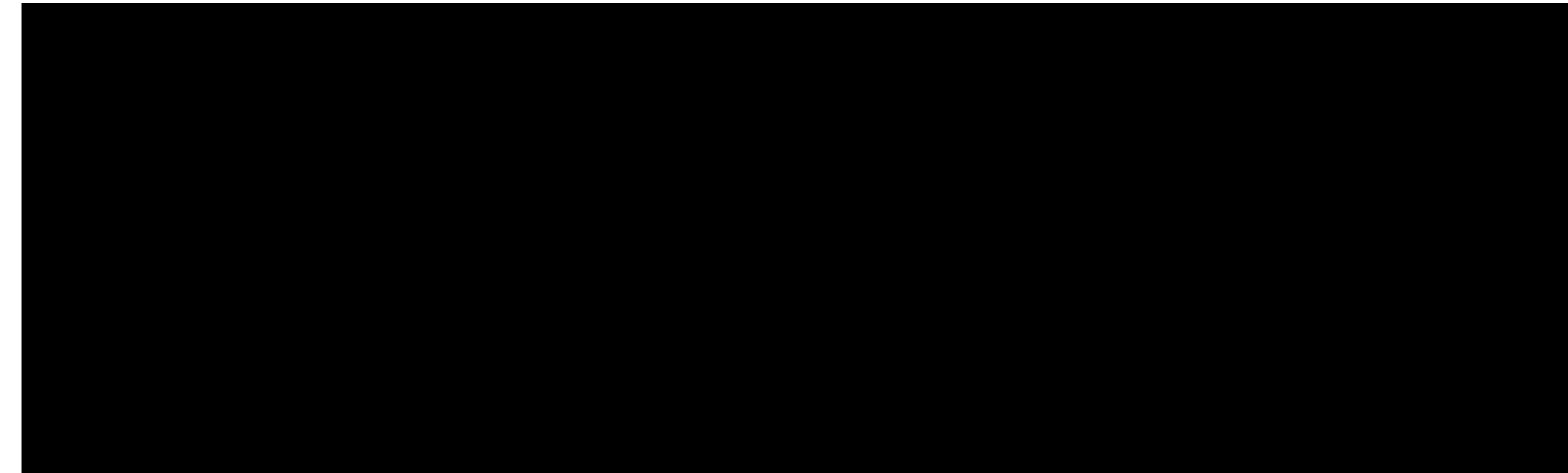


Figure 6.46: Components of the Hafele sliding ladder system.

## Technical drawings



1:500

Figure 6.47: Section A-A