



### 3 PROBLEM AND ITS SETTINGS

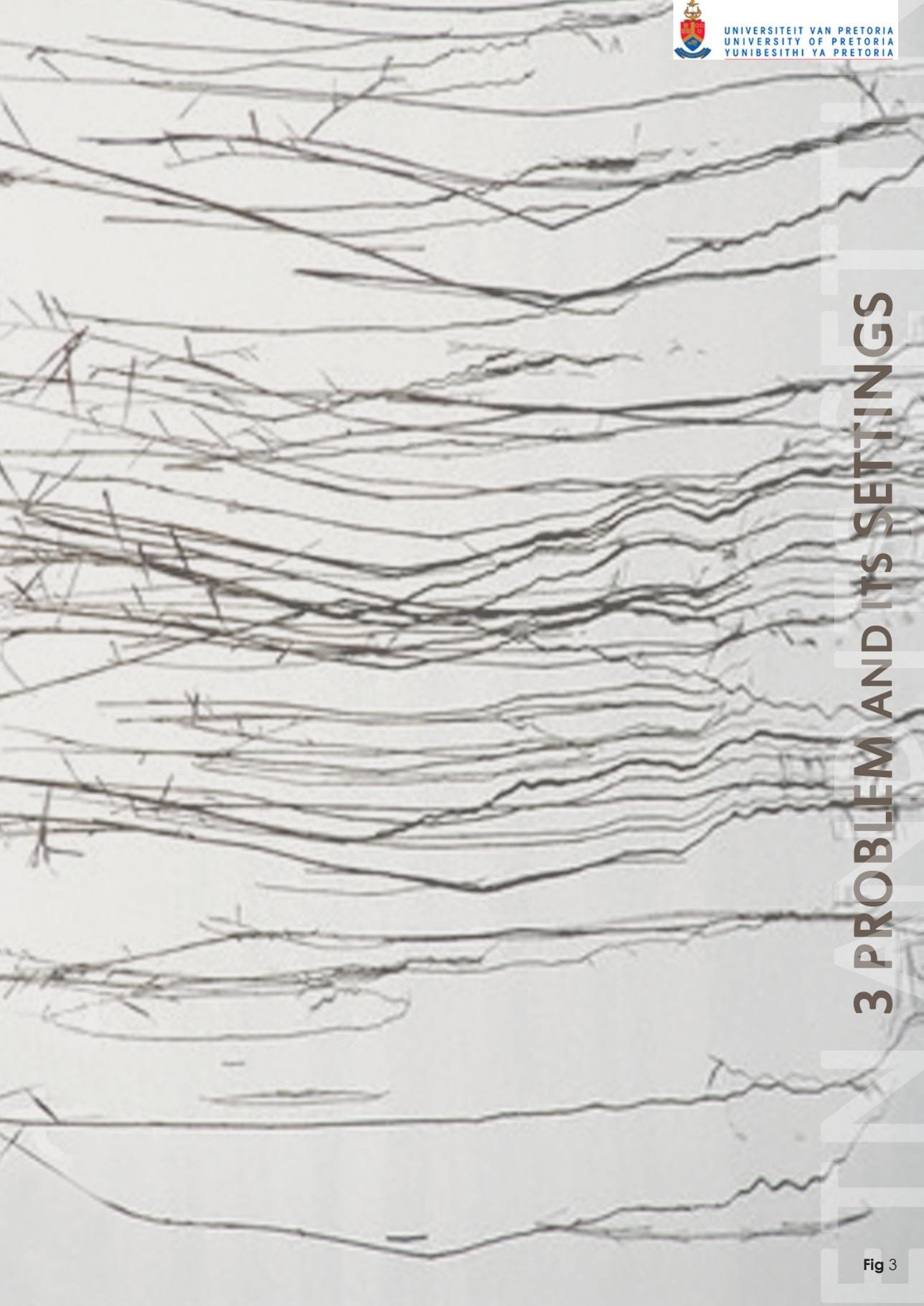


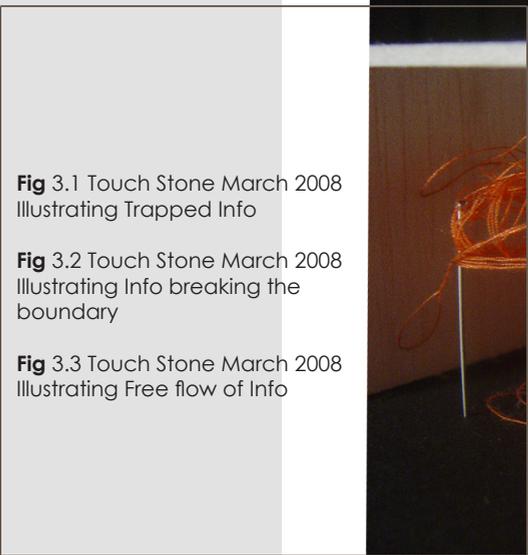
Fig 3

## RESEARCH PROBLEM AND OBJECTIVES

The University of Pretoria plays an important role as a Higher Education and Training Institution and for that reason should participate in providing information according to the needs of all potential students. The university currently has a diverse array of information which is distributed to its students and members using a variety of media. What the university needs is to distribute specific information to potential students in order to recruit students in specific areas of the national economic interest. This will benefit the university and nation in the long run.

For the purpose of this study, the need for academic tertiary institutions to communicate information frequently in an integrated manner has been identified. Furthermore, the need for recruitment in specific areas of expertise as identified in the Human Resource Development Strategy becomes imperative.

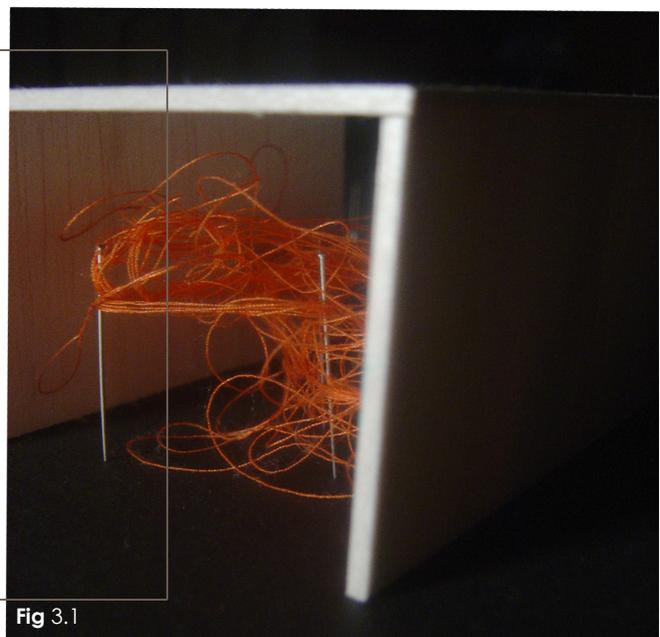
“The purpose of this HRD strategy is to provide a plan to ensure that people are equipped to participate fully in society so as to be able to find or create employment opportunities and to benefit fairly from them”. (Human Resource Development Strategy. [Sa])



**Fig 3.1** Touch Stone March 2008  
Illustrating Trapped Info

**Fig 3.2** Touch Stone March 2008  
Illustrating Info breaking the boundary

**Fig 3.3** Touch Stone March 2008  
Illustrating Free flow of Info



**Fig 3.1**

"Transforming the economy necessitates an overall audit of the country's human resources policy framework that will reposition South Africa to be globally competitive. The Vision in South Africa is that all people should have access to lifelong learning, education and training opportunities which in return will contribute towards improving the quality of life and building a peaceful, prosperous and democratic country." (PANDOR, 2008)

South Africa as a nation has potential for greatness but the inadequate operation of and fragmentation of existing information systems and design limit the nation to achieve its greater potential and to address the critical and scarce skills needs. The existing distribution of information is limited to different faculties within their own areas of expertise. This study and the subsequent design of the Information Hub is a proposed solution to break down these barriers and boundaries so as to make potential students and the public aware of the different academic activities available at the university. The Information Hub strives to integrate the fragmented entities through transparency in design. Taking into consideration the grey area that exists between Interior Architecture and Architecture.

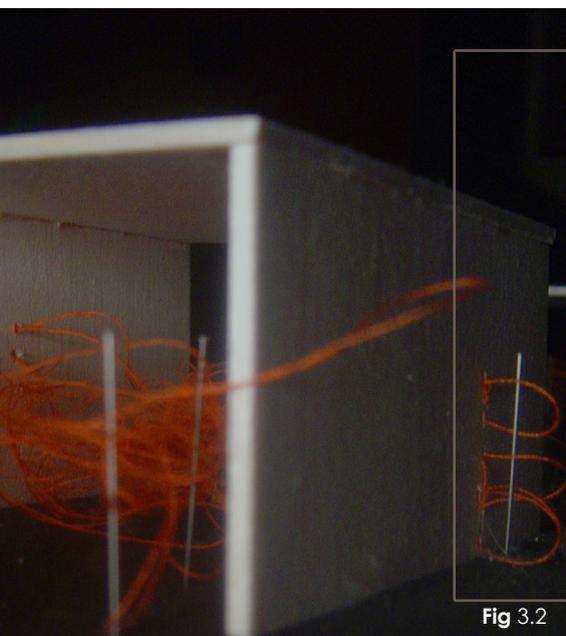


Fig 3.2

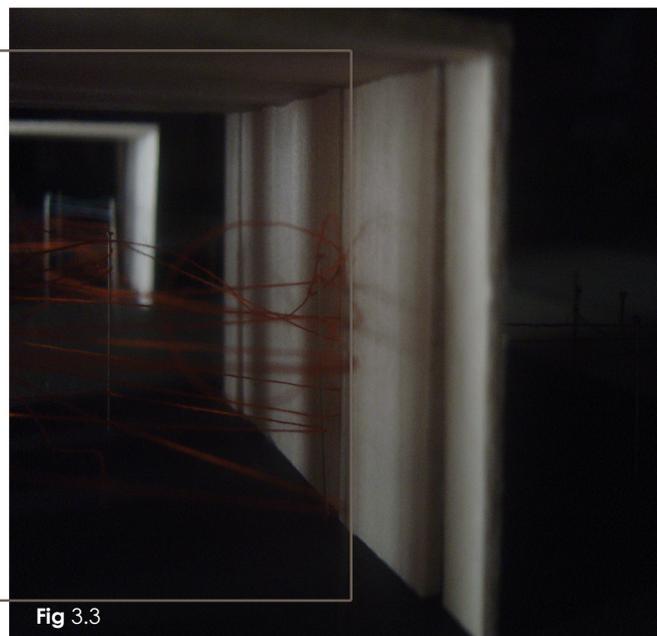


Fig 3.3

\_Main Problem

In the design of the Information Hub for counselling and recruitment the principles of transparency and integration are to be applied in the design. The integration of the different media to communicate and distribute information should be reflected in the interior design in terms of mobility and free flow of information. In addition to this, 'betweenness' must be prevalent in the design in that the definite line between the exterior and interior should diminish.

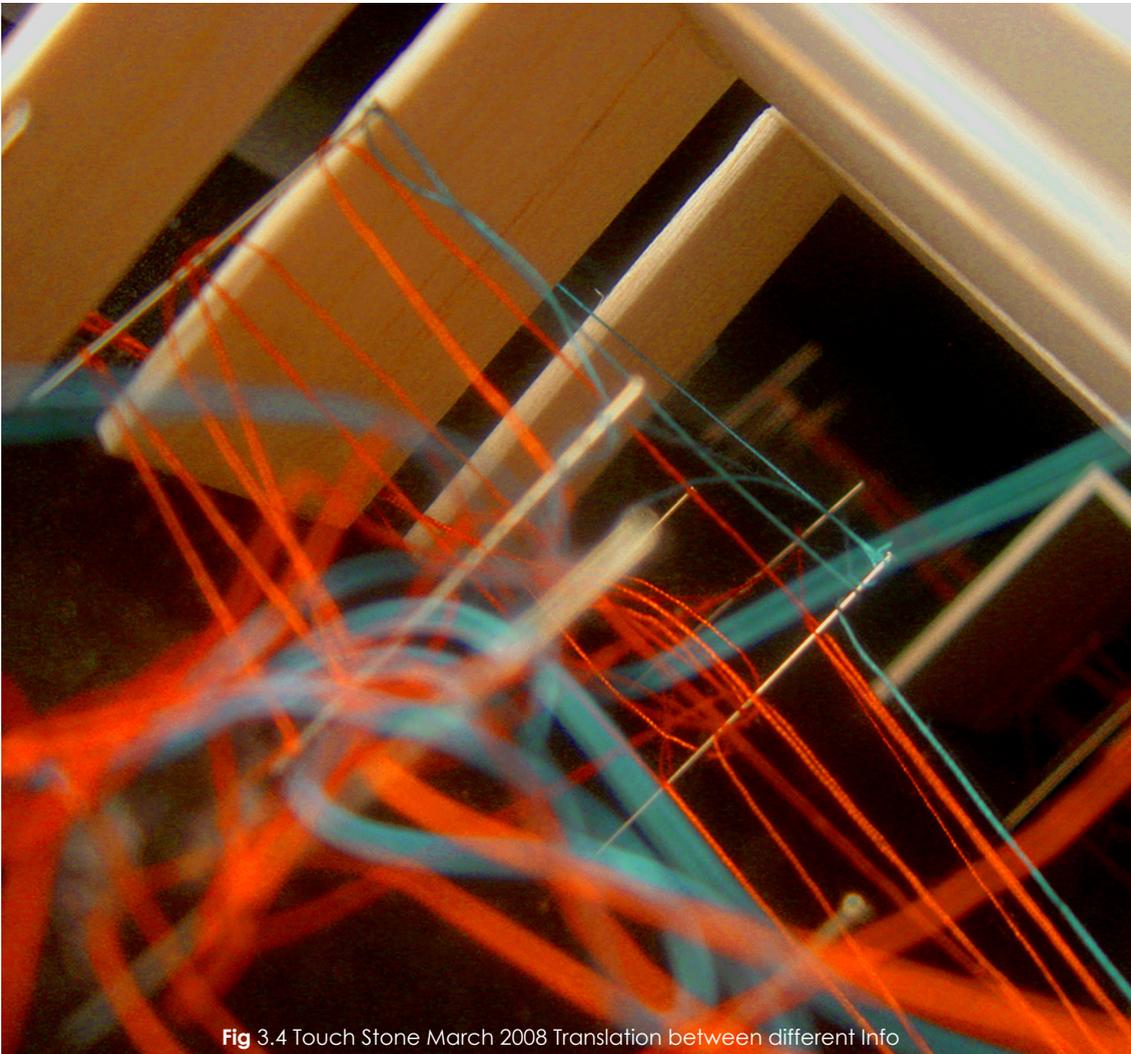
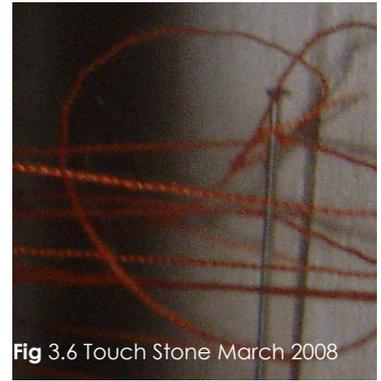
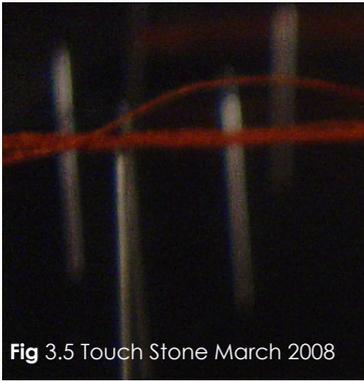


Fig 3.4 Touch Stone March 2008 Translation between different Info



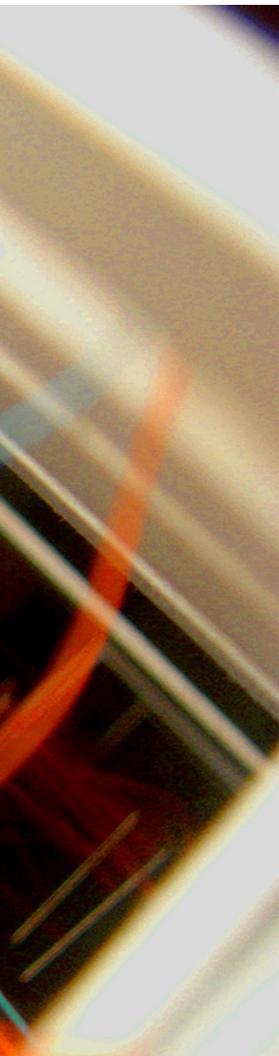
## \_Subproblems

To address the above problem mentioned the following problems will be taken into consideration:

Subproblem 1 concerns the physical and hypothetical boundaries that exist between Architecture and Interior Architecture with relation to the specific site and proposed problem. The existing boundaries amplify the stigma of Architecture and Interior Architecture as separate entities without any recognition towards the other. The existing structure portrays an Architectural skin that has little or no concern to the interior environment and the work of Interior Architects follows as an afterthought.

Subproblem 2 concerns the current manner in which Interior Architecture translates information to its users, relating to the existing activities on site as well as to the opportunities that arise within the discipline. Currently the existing interior language has little concern with the comfort and quality of the space to visitors. The interior language involves the physical objects on display and the emotional quality it creates. The interior language should make use of all knowledge to stimulate and inspire the human senses.

Subproblem 3 concerns the opportunities that arise when information is shared between the university and the public. The existing approach is critically reviewed and the question is posed as to whether it is efficient to effectively communicate and distribute information.



## \_Delimitations

Boundaries regulate the interior and exterior of geometric instruments but it may be ambiguous in its relation to closure. This study will investigate the diverse boundaries that exist within the set parameters of the site to reveal the possibilities of both extremes but will not investigate the universal stigma behind boundaries.

The physical boundaries that will be dealt with are: the university to its immediate surroundings and the boundaries within the perimeters of the university specific to the site. Those will include the boundaries of the building in relation to its surrounding spaces, the boundaries between the interior and the exterior as well as the interior boundaries in relation to the exhibitions on display. The urban environment of the university will not be dealt with in detail but merely on a hypothetical level with regards to distribution of information to areas beyond the boundaries of the university.

The interior language translates information in many different approaches. The existing manner in which translation occurs must be dealt with to ensure excellent design that supports and enhances the proposed framework. This study will not attempt absolute solution to the universal problems and opportunities of interior architecture and technology in design.

The information distribution by the university is limited to information communicated to potential students within the context of recruitment. The relation between the interior language and the communication of information will be dealt with. For the purpose of this study the extent of the all media utilised and marketing strategies of the university will not be researched as well as the specific content of information distribution.

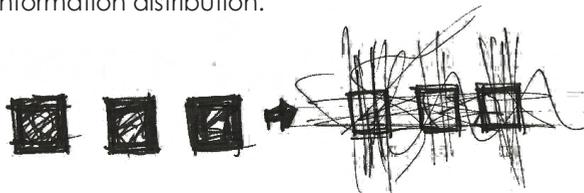
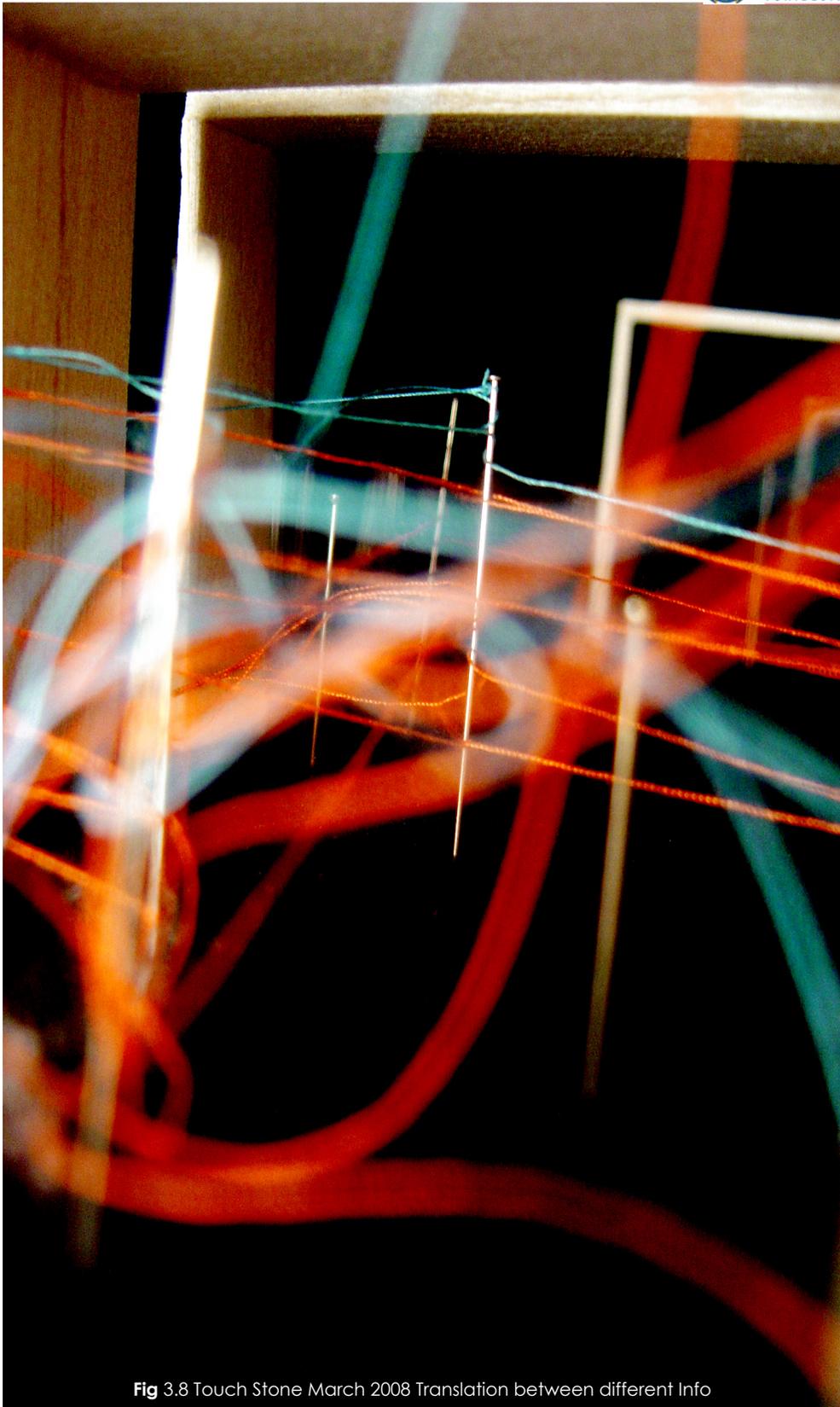


Fig 3.7 Concept Sketch for Touch Stone

Touch Stone designed March 2008 is an abstract illustration of information moving freely across boundaries to many visitors who receive the information without limitations. The information has the ability to travel through boundaries and stay with different users thereby encourages the movement of information.



**Fig 3.8** Touch Stone March 2008 Translation between different Info