

05_ PROGRAMME + CLIENT:

5.1 INTRODUCTION

This chapter will firstly investigate a precedent for a typology of the proposed cultural centre for architecture and planning, followed by a discussion on the proposed programme and client. The type of partnership and sponsors needed to realise the project are then briefly looked into.

5.2 PRECEDENT STUDY

5.2.1 NETHERLANDS ARCHITECTURE INSTITUTE (NAI)

(a) Project information

Project name: Netherlands Architecture Institute (NAI)
Location: Museumpark, Rotterdam, Netherlands
Date: 1988-1993
Architect: Jo Coenen



Figure 5.1: The Netherlands Architecture Institute (NAI, 2011).

(b) Background and client

The client is the Netherlands Institute of Architecture (NAI). The project was the result of a competition scheme in which

only six practices were invited to partake. Jo Coenen's design was chosen.

In a press release on 3 October 1988 the board made the following statement: "Coenen's design paints a distinctly expressive and differentiated picture of the institute's functions. The design of the building elements does not focus on an overt modernism, but rather on a timeless repertoire that represents the equivalency of the history and topicality of the institute's formula." (NAI, 2011). Practicality, expression and references to the history of architecture had won over the conceptual strength of Rem Koolhaas' design (NAI, 2011).

The design differentiates between the different functions of the NAI, and houses them in separate buildings. The building then sits on a pool of water with a bridge to the main entrance. This heightens the drama and gives it a monumental quality.

(c) Programme

As mentioned above the building is a grouping of four interlocking parts, each representing the institutes various func-

tions. The four components are;

- Archives
- Exhibition hall
- Library and administration
- Pavilion with reception, café and lecture room (Rotterdam Redux, 1994)

Archives

- The archive is a long, curved, concrete building that acts as a wall, sheltering the institute from the busy street behind it.
- The NAI stores important architecture archives and collections, and makes them accessible to the public.

Exhibition halls

- The exhibition hall is a box shaped, brick covered building.
- The NAI presents exhibitions, lectures, symposiums, debates, study trips and issue publications.
- The institute follows both national and international developments shown in temporary exhibitions.
- Tourists often use the NAI as a starting point for architecture trips in and around the Netherlands.

- As part of educational programmes the NAI organizes activities for children and teenagers. The program for primary and secondary schools includes workshops, tours and specific assignments connected to the ongoing exhibitions. A room in the NAI building is reserved for pupils completing school-related assignments and for exhibitions of the resulting models and drawings.

Library and administration offices

- The library and administration offices are housed in a transparent glass and steel tower on columns overhung by a steel canopy.
- The NAI's library is open to the public and has facilities for research.

Public pavilion

- The pavilion is angled under the glass tower and consists of concrete in combination with structural double glazing and glass bricks.
- The NAI has a museum café and runs a specialised bookshop.
- The foyer, the lecture room (K.P.C. de Bazel Room) and

the conference room (J.B. Bakema Room) can be rented.

(d) Context

The building is situated on the edge of the Museumpark in the centre of Rotterdam.

(e) Conclusion of study

- in the NAI's case a design with practicality and references to the history had won over conceptual strength.
- to improve legibility the different functions can be grouped and located in different buildings.
- the context corresponds with the proposed site's location.
- building closed off from street, main entrance focussed towards Museumpark

5.3 PROPOSED PROGRAMME

Initially the dissertation project was referred to as the Museum of Architecture and Planning (MAP). Due to the perception that the word 'museum' installs in the reader's mind, it was changed to the Centre for Architecture (CA).

Collection, archives and library

The CA will have and manage the main archives and collections concerning the making and shaping of human space in South-Africa (SA), with particular focus on Pretoria (Pta) and surroundings, and make them accessible to the public. Virtually every prominent South-African architect and project must be represented. The institute will offer facilities for research. The library will be open to the public and contain books on architecture and planning, plus an extensive range of South African and international architectural journals. It will have updated catalogues and material specifications. Researchers, students and anyone else interested in architecture may consult publications and archives in the reading room.

Exhibitions and events

The CA presents architecture, urban design, interior architecture and landscape architecture. The permanent exhibition will highlight the way of living in SA, in particular Pta since the 1840's.

The CA follows both national and international developments shown in changing exhibitions. These developments include national and international completion schemes. Besides reflecting on current developments, the program will address

contemporary issues such as "Sustainable building".

Bimonthly exhibitions will showcase a new architect/practice, alternating between national and international professionals. This will include a talk by the national architect or previously filmed interviews from international architects.

The CA will aim to stimulate architectural debate by organizing lectures, symposiums, study trips and other events. These projects are intended to provide the professional audience with specialized information.

Guided tours of the exhibitions will be run, as well as tours of the building as a whole enabling the public to experience spaces like studios and archives.

Foreign visitors can use the CA as a starting point for architecture trips in and around SA and Pta. For this purpose, the CA will offer lectures, tours etc. for foreign visitors.

Education

The CA will organize activities for preschool and school children throughout the year. The program will include workshops, tours and specific school assignments. A room in the

CA building can be reserved for pupils completing school-related assignments and for exhibitions of the resulting models and drawings. This will help create awareness of the profession within the public.

South African Council for the Architecture Profession (SACAP) accredited Continuing Professional Development (CPD) Category I (Development Activities i.e. lectures, courses, seminars, conferences and workshops) programmes will be presented throughout the year to keep professionals up to date with technology and new ideas.

The CA will run a host practice where an individual can rent a desk space for a limited period. This will work in one of two ways;

- any practice can appoint the individual to do work for them on a temporary basis, or
- if the individual is a student he/she can interact with appointed practicing professionals. These professionals will then accumulate CPD points within the Work-base category or Individual activities (i.e. lecturing and mentoring).

Facilities

The CA will have a café-restaurant with a terrace in the court-

yard. The auditorium and the conference rooms can be rented by individuals, companies, and institutions. Catering will be available if desired. The in-house client body shares these conference facilities and auditorium for their day-to-day administration and annual meetings.

Bookshop

The CA will house a specialized bookshop with books dedicated to the fields of architecture and planning, as well as national and international journals and magazines. It will also sell design related merchandise and curios.

Friends of the CA

The objective of Friends of the CA is to enhance the public component of the centre and generate interest in the CA's activities. CA will organize excursions, lectures and other activities for its members, and include discounts and regular updates of the current exhibitions and events.

5.4 PROPOSED CLIENT

The proposed client will be institutions and councils within

the urban design and architecture professions, partnered together. They will all be represented together under one roof. This will create a platform for professionals and the public to interact.

Institutions and councils, with focus on the design institutes, representing urban design and planning and all three components of architecture will be housed within the building. They will be partners under one roof and will represent the in-house client body.

List of client body:

- SACAP – South African Council for the Architectural Profession
- The 5 voluntary associations recognised by SACAP;
 - SAIA – South African Institute of Architects, together with PIA (Pretoria Institute of Architecture) on regional level
 - IID – South African Institute of the Interior Design Profession
 - SAIAT - South African Institute of Architectural Technologists
 - SAIBD - South African Institute of Building Design
 - SAID - South African Institute of Draughting

- SACLAP- South African Council for the Landscape Architectural Profession
- UDISA – Urban Design Institute of South Africa

- partnerships (years)
- sponsorship for activities (once-off)

The planning process will be further explained in Chapter 6 Design Development.

By affiliating with SA's largest architecture centre, the CA's sponsors demonstrate their social and professional commitment and afford themselves entry to the world of national and international architecture.

5.5 PARTNERS AND SPONSORS

Due to the nature of the client body, a Public-Private-Partnership (P.P.P.) will be undertaken. SACAP could secure financial backing from the government, with possible additional support. SACAP and the government will select the architect and design, and send out tenders for development accordingly. The developer will build the project and afterwards will run a lease with the client for a period of 20 or more years. The developer will manage and maintain the building until the lease is up, and the client owns the building.

Possible sponsorships for lease;

- financial support from the government
- grant-giving bodies
- business/professional community

5.6 CONCLUSION

The CA is not just a museum of architecture. It is a cultural centre that is open to the public and that uses a variety of methods to communicate the shaping of human space. It is a platform for discussion, a gathering place where professionals and the public can interact. It is the interface of architecture to the public. It is also the organisations and institutes of Architecture housed 'under one roof'. The CA informs, inspires and stimulates both professionals and the general public.

Figure 5.2 illustrates a proposed grouping of functions on site.

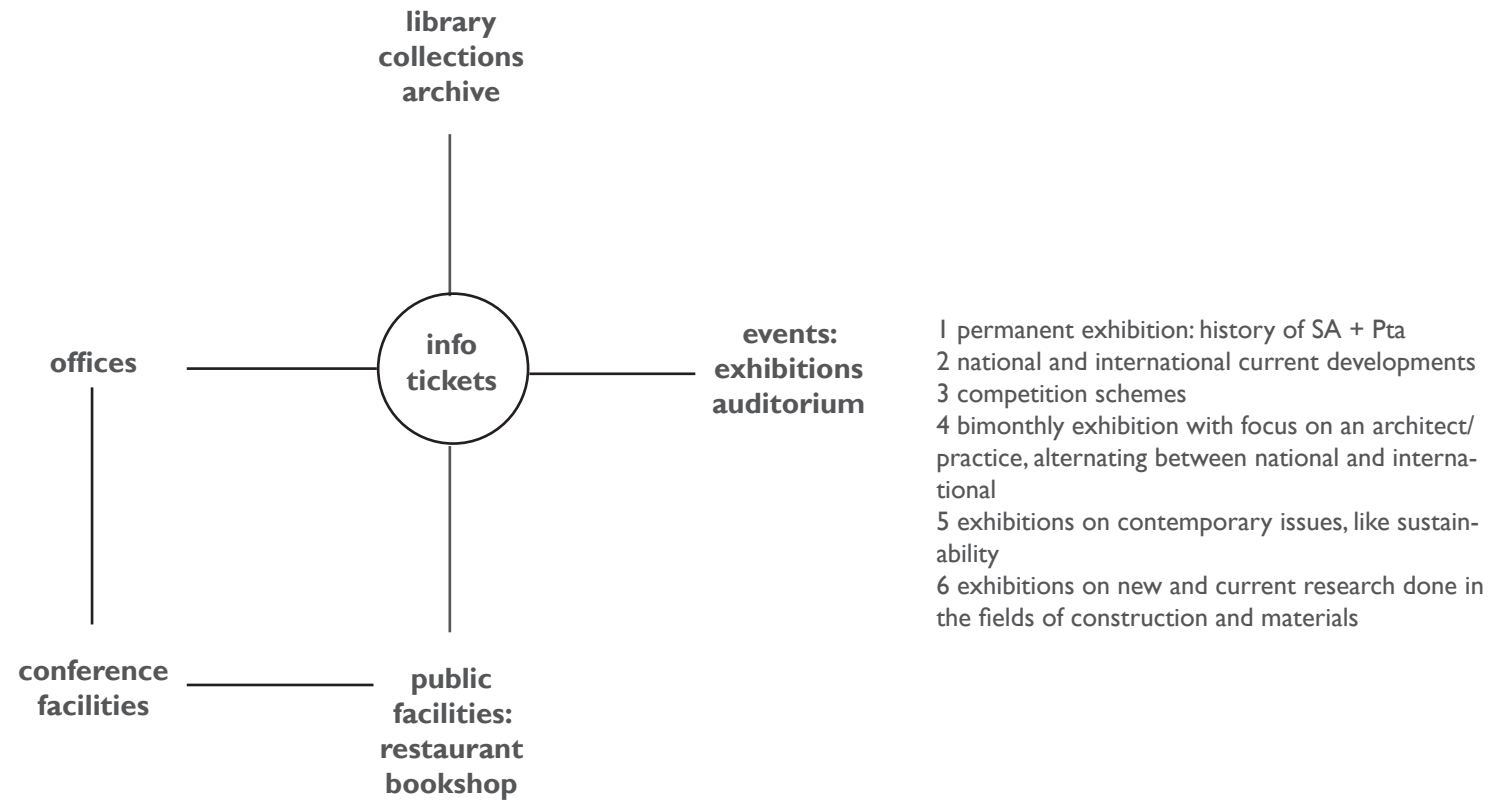


Figure 5.2: Diagram illustrating proposed grouping of functions. (Source: Author)