



Preliminary

This precedent study will aim to serve as a formulation of the culture that is motorsport, and as such, will take the majority form of motorsport events around the world. Architecture precedents will also be presented, and they will also have a link with motorsport in a certain manner, but are merely used to establish the requirements of a facility of the nature as presented in this discourse.

The choice of the various precedents was finalised on the basis that there is no actual precedent for the establishment of a project of this nature and each chosen case study will represent certain characteristics that will be required for successful completion of this dissertation.





South Africa's premier circuit racing road show was initialised in 2002 and has already been labelled as the "Rebirth of South African Circuit Racing" with the marketing objectives set and surpassed in its brief three-year history. The main objective of the Vodacom Power Tour (VPT) is to promote a lifestyle around this extremely thrilling and intensely visual sport with action packed racing on the tar and entertaining promotion trackside.

The Wesbank V8 Championship, the Sahara Production Car Championship, the South African Superbike Championship, the Shelby Can-Am Racing Series, the Engen VW Cup and the South African Formula Ford Championship form the backbone of the VPT with competition that is as tough and as fast as any series around the world.

All the major circuits in South Africa get one showing of the VPT, with South Africa's premier circuit, Kyalami, presenting four rounds spread throughout the year, including the season opener and closer. This provides ample opportunity for the six national championships to compete in a full season and the sponsors remain happy as they get increased exposure.

The VPT is not only a circuit racing spectacular that exposes the public to circuit racing in South Africa, but is also an exhibition of the culture of motorsport in South Africa with large brand name sponsors like Vodacom, MG Rover and Playstation getting involved to ensure a wholesome days' entertainment for both young and old. It is a celebration of motorsport that presents all the personalities and the "real heroes" of racing, the drivers and riders, to the masses.

The growth experienced since inception of the VPT is a testament to the support of circuit racing in South Africa and increases the competitiveness of motorsport in the world of sport in South Africa. It also provides the much-needed stability for the future of circuit racing in South Africa and opens up the opportunities for the youth to experience this highly thrilling sport.



Goodwood Goodwood Estate, England 1993 - Current

Source: www.goodwood.co.uk

Goodwood first experienced racing in 1936 when the Duke of Richmond organised a private hillclimb through the grounds of his estate. This was the inspiration of his grandson, the Earl of March, to bring motorsport back to Goodwood with the inaugural Festival of Speed in 1993 and to what is today known as “the garden party of the Gods”.

The Festival of Speed is not only about a hillclimb, but is also the largest celebration of motorsport history in the world. Unlimited access to the paddocks ensures the spectator gets up close and personal with all forms of motor racing from the cars of a bygone era to the current breed motorsport legends and icons. The hustle and bustle of competition are just a mere drop in the tank – you can relax on the lawns of the Goodwood Estate amongst motoring classics, explore the displays on exhibition or come to grips with adrenalin pumping, interactive entertainment.

Coupled with the Festival of Speed, which takes place in the summer, is the autumn attraction at Goodwood – The Goodwood Revival. This is a historic race meeting that takes place at the Goodwood Motor Circuit on the Goodwood Estate with the emphasis being on the glory days of motor racing at the circuit.

“The Goodwood Revival is far more than a series of races for historic cars: it is a magical step back in time and a chance for visitors to revel in the romance and glamour of motor racing as it used to be”.

Part of the atmosphere of the Revival is the fact that no contemporary vehicles are allowed within the perimeter of the circuit and the majority of visitors, with all the competitors and staff, dress in period 1940's and 1950's clothing.

The Revival is an event that puts motor racing into a carefully choreographed historical backdrop that together with the Festival of Speed, “an extravaganza of sound and colour,” ensures an unrivalled presence at Goodwood.

figure 3.03_festival of speed and revival logos



figure 3.04_vintage car in action during the festival of speed



Source: Mark, M. The Biggest F1 Show on Earth, *CAR Magazine*. March 2005, vol.49, no.2, pg. 120-123.

The Donnington Collection is the realization of a dream by Tom Wheatcroft, an extraordinary motor racing enthusiast whose desire for the sport began when he was a teenager watching the 1937 and 1938 grand prix held at Donnington Park. This culminates in a season that is now spanning eight decades of passion for the sport.

Tom Wheatcroft acquired Donnington Park in the early 1970's and began his collection of grand prix cars on the site adjacent to the circuit in 1973. This was the foundation for what is today known as the Donnington Collection – "...the world's largest collection of grand prix racing cars." More than 130 exhibits make up the collection displaying the history of the sport, from the turn of the previous century to the latest technological masterpieces, all found within five interlinked exhibition halls.

Upon entry to the complex, one feels the emotion that encapsulates you in the phenomenon of motor racing, and this is due to the Juan Manuel Fangio / Ayrton Senna memorial which gives you little indication as to what lay in store for the visitor inside: the largest collection of drivers' helmets in the world (including Jody Sheckter's helmet from his world championship season), the only complete collection of Vanwall racing cars and the largest gathering of McLaren Formula One cars under one roof.

One of the many factors that makes the Donnington Collection so special and so unique is that the majority of exhibits on display are in running order and are often loaned out for shows or for demonstration runs at race day events and with the use of temporary displays, such as the photographic tribute to Ayrton Senna, the Donnington collection is continually attracting new and old visitors to this evolution of motor racing.

"Sensory overload is the feeling most visitors experience after visiting the Donnington Collection, which reveals the development, excitement, achievements and even heartache of the world of grand prix racing"



figure 3.05_the impressive williams f1 collection

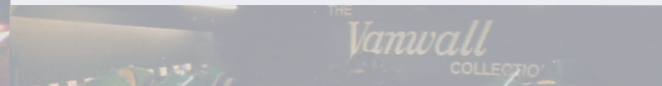


figure 3.06_the vanwall collection



figure 3.07_the six wheel tyrrell innovation



figure 3.08_Fangio/Senna memorial



figure 3.09_the Jacky Ickx Ferrari 312B

The National Motor Museum

Beaulieu, England

Source: www.beaulieu.co.uk/motormuseum

Situated in the “Heart of the New Forest,” Beaulieu, The National Motor Museum houses the most unique collection of all things to do with motoring and is also home to the renowned Beaulieu International Autojumble and Automart.

The collection at Beaulieu holds a total of 250 vehicles, which range in identity from the earliest examples of motoring to legendary world record breakers like the Bluebird, the Golden Arrow and contemporary Formula One speedsters. Although the museum specialises in cars, it has a large selection of motorbikes, commercial vehicles, motoring eccentricities and motoring memorabilia.

The National Motor Museum is a partner in the Beaulieu Estate and is incorporated into the award-winning educational resource of the entire area. This results in the museum catering for a variety of educational purposes with facilities including a number of interactive exhibits where learners of all ages can enhance their knowledge of all aspects concerned with motoring.

Motorsport also forms a large portion of the museum with dedicated exhibitions to Grand Prix racing (Le Mans and Formula One), a new Motorsport Gallery which celebrates Britain’s achievements in Grand Prix, Le Mans and rallying and a Land Speed record display of a number of new and old record holders.

In an upstairs area of the museum is the Gallery of Motorsport Memorabilia, which features a large collection of motorsport bits and pieces, such as helmets worn by the greatest drivers in motorsport history. The museum also has various themed displays, such as the “James Bond Experience” and “Jack Tucker’s Garage”. No museum can do without a curio shop and the National Motor Museum is no different, they take it one step further though and link the shop directly to an online shop where you can purchase a selection of artefacts and tickets from the museum.



The National
Motor Museum



figure 3.10_land speed record display

figure 3.11_entrance to the circuit



figure 3.12_the masterplan



figure 3.13_aerial view of the circuit



figure 3.14_old track layout



figure 3.15_modified track layout



The Silverstone Race Circuit, a former World War II hilltop airfield, has been the home of British circuit racing since it was first used as a temporary track, with straw bales marking the course, in 1948. The world Championship for Drivers, now known as Formula One, started in 1950 with its first ever race taking place at the Silverstone circuit.

Silverstone Circuit Vision is the masterplan for the development of the old Silverstone Race Circuit, which has been in the headlines for a couple of years due to its failure rate as Formula One venue, the climax of these failed events occurring in 2000 with a washed out Grand Prix because of an outdated infrastructure. The masterplan for Silverstone was subsequently launched in 2001 as a five-year improvement programme and was deemed necessary by the various governing bodies in motorsport as their interest in the venue was decreasing.

Stuttgart-based architect and engineer Herman Tilke headed up the project with Foster and Partners acting as advisors to the £45 million scheme. The masterplan was designed in phases with improvements to the circuit, its facilities and the surrounding infrastructure being taken into account. The aim of the initial phases of the proposal include the upgrading of existing and creation of new parking areas, the upgrading of infrastructure within the circuit grounds and adjacent to the track, upgrading of existing and creation of spectator areas as well as a variety of circuit revisions.

The long term vision for Silverstone is to create the circuit as a "centre of excellence" through the establishment of educational facilities, an interactive visitors' centre, a karting track and a museum of British motorsport. All in all the aim of the five-year masterplan is to make the home of the British Grand Prix the "best and most sophisticated" Formula One circuit in the world.



McLaren Technology Centre

Woking, Surrey England

1997 – 2004

Foster and Partners

Source: www.fosterandpartners.com

The McLaren Technology Centre is the result of a complex brief set to Foster and Partners, which required a new headquarters for the TAG McLaren Group and had to combine a wide range of different functions under one roof.

The building's shape is roughly semi-circular with a formal, man-made, lake completing the circle with the relationship of the building to the lake and surrounding environment a key production factor in the design process.

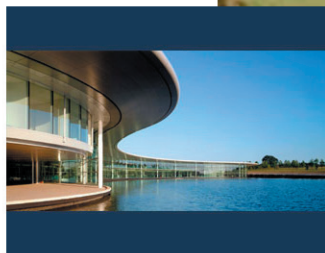
The lake is integral in the design of the structure, as it forms a major part of the building's cooling system. The design team worked with the principles of sustainability to create an environment that required as little as possible mechanical intervention. Apart from the lake and its cooling abilities, natural day lighting was maximised to the interior to "provide all employees with an awareness of the outside."

The site is situated on a 50 hectare greenbelt, which posed sensitivity issues for a structure that had to accommodate 60000m² of floor space on a footprint of 20000m². This led to the low, deep plan building that is sunk into the landscape, with the remaining structure being shielded from view by the planting of 100000 new trees.

The technology required in producing high performance sports and Formula One cars is evident in the design of the McLaren Technology Centre with much of the detailing of the building being aided by this technology, such as the tie rods that support the hanging glass façade - they are also used to support the bodywork on the McLaren Mercedes Formula One Racing car.

A new standard of design has been set with the McLaren Technology Centre. It is expected to become a precedent for future workplace design.

figure 3.16_various views of the centre



The BMW Zentrum
South Carolina, United States
Source: www.bmwzentrum.com

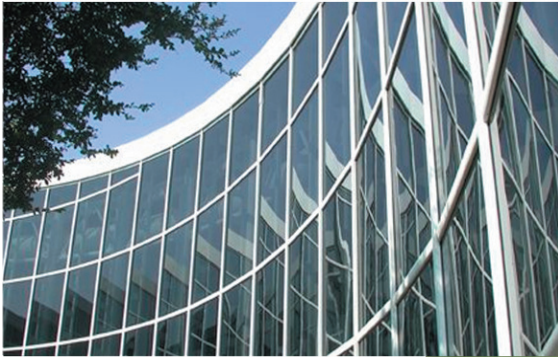


figure 3.17_views of the zentrum



The BMW Zentrum is an awe-inspiring display of the German car manufacturing giant's extension into the American market. It is the only BMW museum in the United States and is designed to be an essential arm of their only manufacturing plant with a multitude of elements incorporated to have the same look and feel. It is situated 2,5 hours north of Atlanta, in South Carolina on the eastern seaboard.

The Zentrum is "...more than just a space for historical displays of BMW's past," it is placed in such a way so as to be a link between BMW and the community.

The unique crescent design was created to attract travellers' attention on the adjacent highway and to have an open and friendly appearance so that visitors will feel welcome. The architecture is clean and sleek with a monolithic roof supported by a series of angular tubular steel trusses which display the buildings strength. Components include the use of "gill-like" windows on the outer perimeter walls to diffuse the light and create a sense of openness and freshness, large bays of windows on the interior curve to allow the passer-by a brief introduction as to what can be found inside without presenting the full storey and a radiating truss system that eliminates the need for internal support, opening up almost 2000m² of floor space for exhibition.

Other features of the Zentrum partake in enhancing the visitor's experience to the centre; they include conference facilities, a 250 seater auditorium and a café with views of the central garden. Part of BMW's support structure is their concern for the environment and it was essential in the design of the facility to incorporate it into the natural surroundings with strong landscaping on the outside and bridging the gap to the interior.

The BMW Zentrum is an exhibition of the company's technology in the design and production of their vehicles through the use of technological and environmental design in the architecture.

