investigating the dialogue between craft and design
a centre for the crafts in the inner city of Pretoria

by Estée Swiegers

Submitted in fulfilment of part of the requirements for the degree Master in Interior Architecture (Professional) in the Faculty of Engineering, Built Environment and Information Technology, University of Pretoria. November 2011.

Study Leader: Raymund Königk
Course coordinator: Jacques Laubscher
To all of those who supported me during this year and believed in me so much more than I believed in myself.

To my parents, Mark, Ruan and Mel for putting up with me... and to George, for all the late night coffees, tutoring and laughs when the going got tough.
In accordance with Regulation 4(e) of the General Regulations (G.57) for dissertations and theses, I declare that this thesis, which I hereby submit for the degree Master of Interior Architecture (Professional) at the University of Pretoria, is my own work and has not previously been submitted by me for a degree at this or any other tertiary institution.

I further state that no part of my thesis has already been, or is currently being, submitted for any such degree, diploma or other qualification.

I further declare that this thesis is substantially my own work. Where reference is made to the works of others, the extent to which that work has been used is indicated and fully acknowledged in the text and list of references.

Estee Swiegers
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<th>Programme</th>
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<td>Site description</td>
<td>Vacant “Metro building” refurbishment, Pretoria CBD</td>
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<td>Department of Arts and Culture</td>
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<tr>
<td>Users</td>
<td>Students and scholars within the creative fields, general public</td>
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<td>Site Location</td>
<td>Erf 111, Pretoria CBD</td>
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<tr>
<td>Address</td>
<td>c/o Church and Du Toit Street, Sammy Marks Precinct, Pretoria, South Africa</td>
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<tr>
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<td>25°74’63.18&quot;S,28°19’81.44”E</td>
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<td>Architectural Approach</td>
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<td>Urbanism and human settlements</td>
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The focus of this dissertation aims to bring about a dialogue between craft and design by using interior architecture as design medium.

The study will investigate how craft can be implemented in space, in the form of products and as a part of place-making, in order for it to be elevated to the status of design. The roles of the producer and the user are of particular focus and are the means by which this re-establishment of craft’s identity, previously prey to local and global perceptions, will take place. An intervention that enables a productive work ethic is envisioned, to help contextualise a product effectively in order for it to reach its full potential.

This concern for craft can raise awareness of local and global trends in its innovation and encourage the continuous integration of various creative fields. Furthermore, the investigation anticipates a redefinition of the term, commonly associated with souvenirs or curios, into an entity that harbours independence: an attribute that many designed products have.

A vacant building in the Pretoria CBD is home to this crafts centre and its refurbishment aims at addressing the needs of those within the creative fields, as well as the general public. This Pretoria regionalist building from the 1960s poses an opportunity in terms of its materiality and its interior, comprising only a column grid. Thus a design opportunity arises in the form of vertical planes as infill, light entry and pedestrian movement, allowing surfaces and details to illustrate craft’s potential within the built environment.

The value in the Modern facade is considered to a great extent in terms of retention, whereas the interior allows for a bolder intervention.
Die fokus van hierdie skripsie beoog om ’n dialoog tussen handwerk en ontwerp te laat ontstaan, deur die binneruim te gebruik as ontwerp medium.

Die studie sal die rol wat handwerk speel in die binneruim, onderzoek, en hoe handwerk hier kan geimplementeer word, met die doel om hierdie entiteit te verryk. Die outeur glo dat handwerk op so manier die status van ontwerp kan bereik. Die rol van die produent en die gebruiker word op gefokus, en is die middel waardoor die hervestiging van handwerk se identiteit sal plaasvind. Die outeur stel voor ’n ingryping wat fokus op ’n produktyewe werksetiek en ’n omgewing wat help om ’n produk effektief te kontekstualiseer sodat dit sy volle potensiaal kan bereik.

Die outeur glo dat daar ’n bewustheid van handwerk bevestig word, wat innovasie kan verhoog, en die deurlopende integrasie van verskeie kreatiewe velde aan te moedig. Verder, verwag die ondersoek om ’n herdefiniëring van die woord “handwerk” te laat ontstaan, sodat die entiteit onhafhanklikheid kan bereik, soos baie ontwerp produkte.

’n Vakante gebou in Pretoria se middestad is die tuiste van hierdie handwerk sentrum en die opknapping daarvan is gerig op die behoeftes van diegene binne die kreatiewe velde, asook die publiek in die algemeen. Die gebou is ’n moderne gebou uit die vroeë 1960s wat ‘n geleentheid inhou, en slegs bestaan uit ’n kolom rooster. Die ontwerp geleentheid leen hom tot die implementering van vertikale elemente en lig, sodat handwerk se potensiaal in hierdie vorms geillustreer kan word.
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We see no lines of distinction between the buildings and spaces we design and the objects we make.

Craft and intimacy happen at all scales.

Studiomake