



1 INTRODUCTION

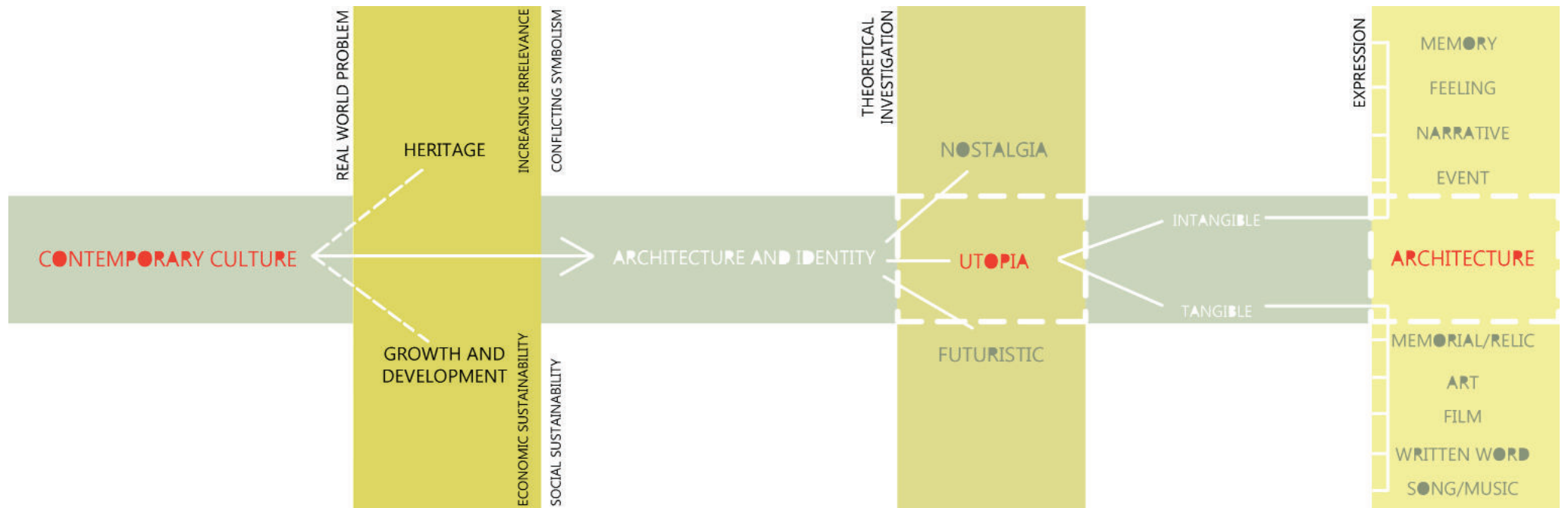
Project Goals

Schedule of Accommodation

Client

Figure 1.3 : Introduction to Research Proposal

The following image diagrams the development of the proposal and its relationship to the theoretical and real world issues. The flow from left to right shows the relationship between the initial objective, **architecture as an expression of contemporary culture** with the contextual issues of Pretoria intersecting this process and highlighted in vertical streams. These issues and opportunities for expression will be investigated and add to the objective in order to establish the true role and manifestation of civic architecture in the Pretorian context.



project goals

FROM ICON TO CATALYST

This urban scaled intention involves the identification of 'lost opportunities' existing within the city realm and to employ strategies to re-integrate these both socially and economically with the CBD. This will be achieved architecturally by **adapting and adding to the existing fabric** in order to allow rejuvenation of ignored areas.

This will include identifying target areas within the greater municipality of Tshwane using memorials to thread the narrative of the social development of Pretoria. By making the preserved heritage accessible, the relevance of these memorials to current city users, can be readdressed and perhaps allow for a new level of appreciation.

Conservation activities will be paired with new projects focused on contemporary cultural expression. These conservation and cultural points will be linked by routes specifically marketed for the tourist, recreational or economic opportunities they possess and is further discussed as part of the group framework, PLUG-In Festival. New tourist events will serve to encourage relevance and ownership by contemporary citizens as sites of historical importance are re-appropriated to address current social needs.

IDENTITY IN TRANSFORMATION

The primary aim of this project will be the development of a Cultural Centre programmed to establish a dialogue between the tangible architectural heritage with the intangible voices of current citizens.

Reaction to the Monument will investigate the linkages between Pretoria's historic fabric and the citizens who inhabit the city today. The City Hall and Pretorius Square site has recently been exhibiting some trend towards a changing identity with the erection of the statue of Chief Tshwane in 2006. However, the erection of new memorials does not serve to change or engage with the symbolism of the old. This involves the investigation of a relevant architectural response that would achieve the goal of both **respecting the existing heritage** of South Africa while fulfilling the **needs of a contemporary Pretorian society**.

The product of this goal is to achieve architecturally a democratic platform for living heritage. In order to sustain the city as a place of cultural value, heritage icons must be approached as part of a living time line. The Cultural Centre developed on the forecourt to the City Hall will be an expression of the reaction to the memorialized traditions on which Pretoria was based as well as those which were disregarded in the past.

program

COMMUNICATION

The primary focus of the project is the redevelopment of Pretorius Square as a Cultural Centre and new civic space that will serve to enrich the context of Museum Mall by promoting the exhibition of local culture and tradition. The proposal aims to facilitate a dialogue between existing heritage and new cultural concerns by providing a platform for the public exhibition of local literature, art, music and film.

EDUCATION

A component of the square will be used to house a new cultural centre, supported by the surrounding museums, which will showcase and provide workshops for the production of art and preservation of artifacts. Through providing relevant needs in terms of education and skills development, the centre will promote economic and employment opportunity while bridging the gap between citizens and the city's dispossessed heritage.

EXHIBITION

A component to the project will focus on marketing the city's heritage as a tourist attraction. The new cultural centre will function as the nodal point for the organization and management of walking city tours. Various points along the routes will be targeted for temporary contemporary interventions that will actively promote the city of Pretoria as a living cultural exhibition.

The centre will be a symbol of contemporary Pretorian culture, exhibiting works of art related to the identity and development of the city and country in order to showcase the social transition between past and present. As such it will follow the principles of adaptable and flexible spaces in order to allow changes for future accommodation and for spontaneous or temporary social events.

CLIENT AND USER

The Department of Arts and Culture will provide the funding for what will be a local icon and communication centre. The associated temporary exhibition installations will be managed by the centre and can draw on sponsorship from the existing Tshwane Municipality's heritage and cultural organisations.

Daily users are comprise of participants from the workshop component including learners, guest lecturers, artists and general public.

The exhibition components which vary in scale and duration will be a local and foreign tourist attraction, accessible to the general public.