A COMMUNITY CREATIVITY FACILITY
Encouraging a Public Interface with Art
A COMMUNITY CREATIVITY FACILITY: Encouraging a Public Interface with Art

ADDRESS
Andries + Jacob Mare Street
Pretoria CBD

RESEARCH FIELD
Housing + Urban Environments (HUE)

PROGRAMME
Mixed-use
Educational (Library, Lecture Hall + Workshops)
Leisure (Exhibition Space, Restaurant + Events Space)

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Submitted in partial fulfilment of the requirements for the degree Magister in Architecture (Professional) in the Faculty of Engineering, the Built Environment and Information Technology, University of Pretoria.

Alexia Philippou
Submitted November 2011
Thank you

To my family. Without my parents and my sister, this would not have been possible. Thank you for all the opportunities created and the support throughout my years of studying Architecture.

To Carin, who supported and encouraged me throughout 2010 and 2011 and taught me to constantly challenge myself to do better.

To Jacques, who guided us throughout this process and expected excellence from each of us.

To the school of Boukunde for allowing me the opportunity to prove myself.

To the studio crew - the good and the bad times.

To all those who supported and helped me for this year and for the final presentation.
Abstract

The dissertation proposes a Community Creativity Facility in the Cultural Precinct in the lower Central Business District (CBD) of Pretoria. The client, Tshwane Leadership Foundation (TLF) and its affiliate, the School of Creative Arts (SCA), require a facility that caters for the visual arts within Pretoria’s city centre that uplifts its users on a socio-economic level. Furthermore, an arts facility in the lower CBD is absent and can contribute to inner-city activation.

The dissertation investigates how a relationship can be established between the visual arts and Pretoria’s inner city community and city users. The building intends on fostering an arts appreciation and relationship through exposure, education and skills development. It seeks to educate people on the relevance and contribution of art.

This will be investigated by analysing the role that art museums and galleries currently hold - the perceptions attached to them. The theory and the concept, which encourage active participation and interactivity, will inform the design of the building. The urban framework, the site analysis and the precedent studies also inform the dissertation.

The design is primarily form-driven, as it was realised that the ground floor – the public realm – is the most important drawcard in exposing people to art. Thus, the spatial manipulation of the ground floor resulted in a public square that encourages exposure to art, accidental/impromptu encounters and informal activities to occur. The treatment of surface planes was also approached to allow for visual and physical connections. Commercial, educational and leisure programs were combined into a single building as a mixed-use building can further encourage exposure to art. As the building intends on facilitating creativity and creating spaces that are inclusive for its users, the design development explored this extensively through hand drawings, 3D modeling, concept models and computer generated drawings.
# TABLE OF CONTENTS

Chapter 1: INTRODUCTION  
Chapter 2: REVIEW + REASONING  
Chapter 3: THEORETICAL DISCOURSE  
Chapter 4: PROGRAMME + ACCOMMODATION  
Chapter 5: CONTEXT + SITE  
  _ part 1: context + burgers park framework  41  
  _ part 2: site  73  
Chapter 6: PRECEDENT STUDIES  
Chapter 7: DESIGN APPROACH + DEVELOPMENT  
Chapter 8: TECHNICAL INVESTIGATION  
Chapter 9: DESIGN RESOLUTION  
References  
List of Figures  
Addendum