

**Replicating the Bilbao Effect in Pretoria West through means
of landscape architecture**

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I further declare that this dissertation 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.

Abstract

The industrial age has left behind many urban spaces and buildings frozen in time. The city of Bilbao tackled the issue by commissioning famous architect, Frank Gehry, to design an award winning branch of the Guggenheim Museum Bilbao. This single injection into the urban tissue saved the city from economic and cultural depression by boosting the tourism industry.

This dissertation investigates and deconstructs “The Bilbao Effect” to better understand and replicate it’s successes in Pretoria West. The theoretical approach led to the redesign of the existing show-grounds in Pretoria West. The landscape intervention is an abstraction of the greater community by capturing and celebrating a very typical industrial and agricultural built form. The design caters for numerous events, shows, and expositions to take place and attract people from all parts of South Africa to recreate the Bilbao Effect in order to essentially regenerate Pretoria West.

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Glossary of terms

Abstraction: The process of taking away or removing characteristics from something in order to reduce it to a set of essential characteristics.

AGT: Art Gallery of Toronto

Artistic Elements: The core traits of an artwork, visually detectable and separately identifiable.

Catalyst: An event or person causing a change.

Celebrity Designer: Someone who is famous in the area of design.

Commercial zone: An area zoned for commercial development.

Community dereliction: The state of a whole community having been abandoned and become dilapidated, the shameful failure to fulfil one's obligations.

Contemporary landscape architecture: Contemporary means of current time, thus contemporary landscape architecture is today's (or tomorrow's) expression of the current style. It is innovative and forward-thinking with no strict rules or unifying features. The use of materials in contemporary landscape architecture varies greatly depending on what is new and popular.

Depression: A severe and prolonged downturn in economic activity.

Design intervention: A discrete action designed to improve the system but you can't predict exactly how things are going to turn out. It's not a project in the sense that there is a clear objective, and a set of milestones over sometimes lengthy periods.

Economic decline: An economic recession is typically defined as a decline in gross domestic product (GDP) for two or more consecutive quarters.

Energy: The strength and vitality of the concentration of people which result in economical and social activity.

Environmental decay: Environmental degradation is the deterioration of the environment through depletion of resources such as air, water and soil; the destruction of ecosystems; habitat destruction; the extinction of wildlife; and pollution.

Folly: An ornamental structure whose creation reflects a whimsical inclination on the part of the designer, built primarily to be viewed as part of the scenery. It is primarily for decoration, but suggesting through its appearance some other purpose.

Functional City: A city with extensive systems for housing, transportation, sanitation, utilities, land use, and communication. Their density facilitates interaction between people, government organizations and businesses, sometimes benefiting different parties in the process.

GMB: Guggenheim Museum Bilbao

Humanistic Architecture: Architecture that focuses on the human experience of designed environments.

Industrial zone: An area zoned and planned for the purpose of industrial development.

Industrial City: A relatively large city characterized by open competition, an open class system, and elaborates specialization in the manufacturing of goods.

Microcosm: A community, place, or situation regarded as encapsulating in miniature the characteristics of something much larger.

Modernism: A philosophical movement that, along with cultural trends and changes, arose from wide-scale and far-reaching transformations in Western society during the late 19th and early 20th centuries.

Pedestrianized: A streetscape that is intended for pedestrians only, not vehicles.

Recreational space: Space where recreational activities are often done for enjoyment, amusement, or pleasure and are considered to be "fun". This recreational activities can be communal or solitary, active or passive, outdoors or indoors

Residential zone: A residential area is a land used in which housing predominates, as opposed to industrial and commercial areas. Housing may vary significantly between, and through, residential areas. These include single-family housing, multi-family residential, or mobile homes.

ROM: Royal Ontario Museum

Streetscape: The collective appearance of all buildings, footpaths, gardens and landscaping along a street.

Synthesis: The combination of components or elements to form a connected whole

Theoretical approach: A theoretical approach attempts to understand the root causes of something, and construct a predictive model that explicitly says when the event will happen.

Urban acupuncture: A socio-environmental theory that combines contemporary urban design with traditional.

Urban Fabric: The physical aspect of urbanism, emphasizing building types, thoroughfares, open space, frontages, and streetscapes but excluding environmental, functional, economic and socio-cultural aspects.

Urban precinct: An Urban space enclosed by the walls or other boundaries of a particular place, or by an arbitrary and imaginary line drawn around it.

Urban regeneration: Regeneration of the city centre and its immediate surroundings.

Water strategy: The strategy to optimise the use and conservation of the water resources on the site.