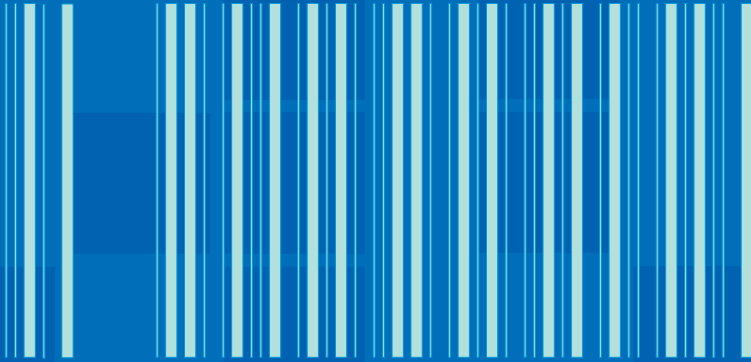


DESIGN



N PROPOSAL

Overview of design_





- > Site_
- > Existine structure_
- > The proposal_
- > Material selection_



>Site layout_



The proposed site is located on the north-eastern quadrant of the city edge. Three individual projects are envisioned to be developed on one city block. The block is bounded by Prinsloo, Struben and Du Toit Streets, respectively.

-  >>1_Rafeeq Osman = Digital Media (exchange)
-  >>2_Marc Jooste = MTV Broadcasting Studio
-  >>3_Andrea Smook = Dance Studio
-  >>4_Public Square

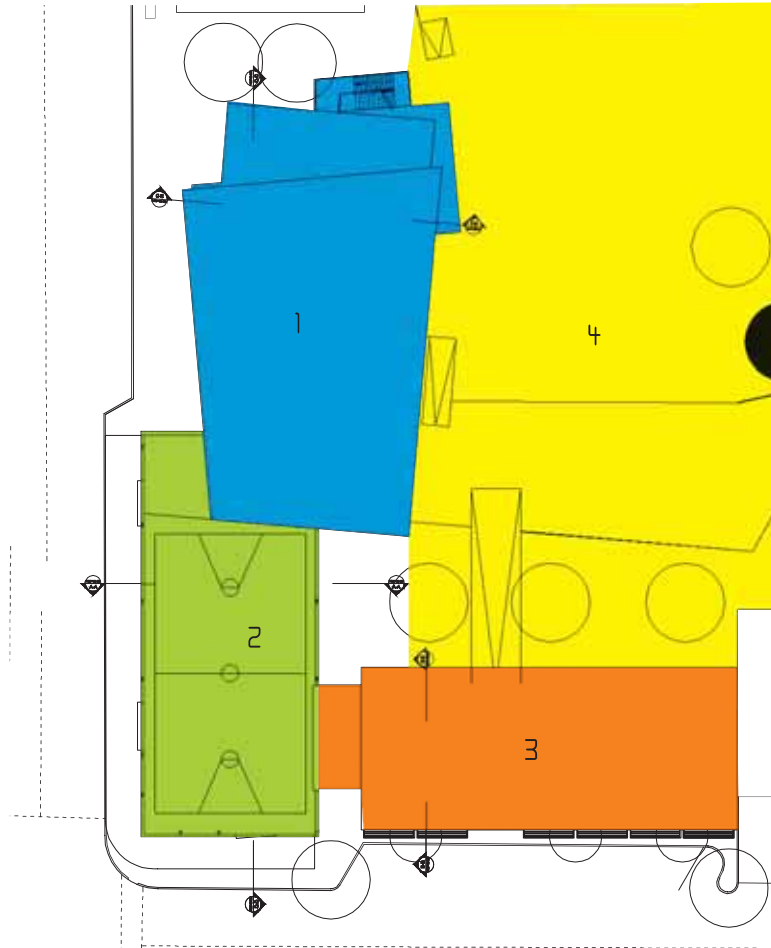
These individual projects aim to intergrate the city block into the existing urban fabric, further aiming was to merge individual programmes and to make a contribution to city life.

The rationale behind the collaboration is to increase the urban value of the area. The collective should add to the city's vision of defining a cultural precinct within Pretoria. These projects strive to support one another in their programming and in their relationship to the square and context. The individual and the collective should contribute to the overall coherency and legibility of the city.





>Urban Programme...



Building layout

>>1_Digital Media [exchange]

The Digital Media [exchange] forms the main component of the proposed design. It accommodates a Digital Media School with exhibition and public internet facilities. However, these facilities could provide venues to host events not affiliated with the Digital Media [exchange].

Located on the western edge of the site, it receives high volumes of pedestrian and vehicular traffic. The Digital Media [exchange] becomes the 'front' or 'face' of the proposed city-block redevelopment. The building should also form an edge to define the entrances into the public square.

>>2_Existing & New Mixed Use

The existing corner building has been incorporated into the design to preserve it's heritage value. It accommodates a Media Bar on the ground floor which is both physically and visually permeable. The administration offices for the Digital Media [exchange] are located on the first floor with an outdoor events area on the second floor.

>>3_Retail & Offices

The commercial component of the design is located on the southern edge of the site and aims to accommodate existing retail activities. An office component is situated on the floors above the retail section. These facilities should provide the Digital Media [exchange] with a steady rental income.

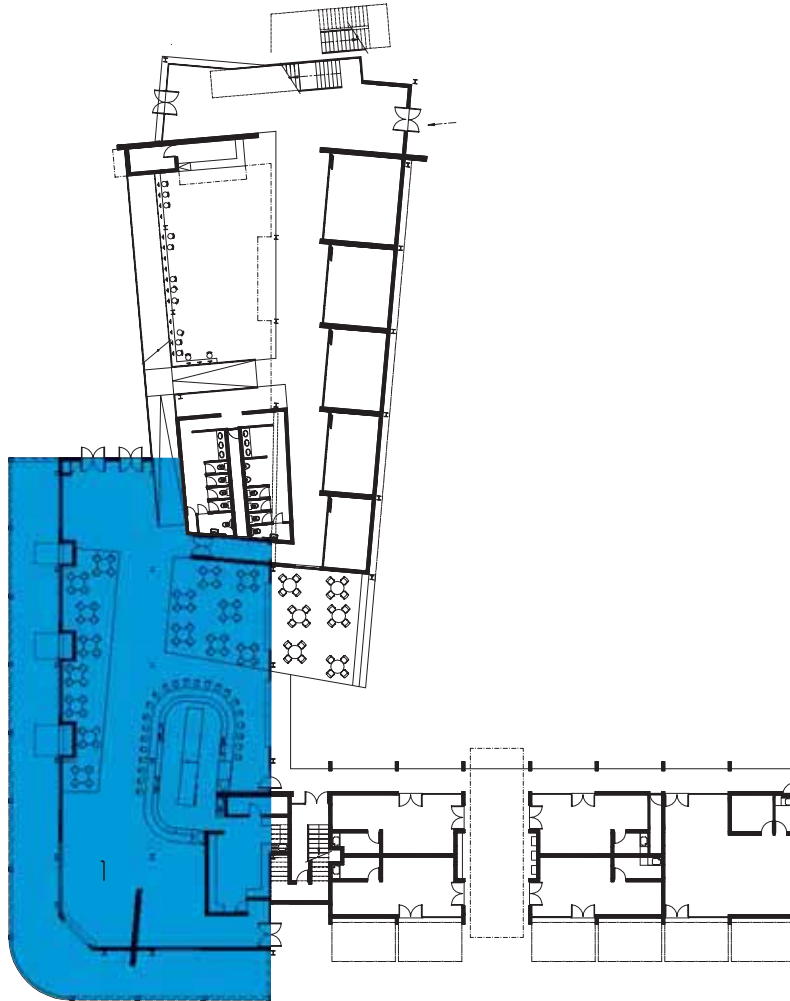
>>4_Public Square

The Public Square is framed by the proposed buildings and creates an urban recreation space in the city. The users of the square become the spectators of the events that occur in the surrounding buildings. The square is also an important movement axis which continues and strengthens the existing arcade system. Arcades are proposed throughout the city, reconnecting the TUT Arts Campus and the inner city. A proposed Tram Stop is located on the Du Toit Street edge.





>Existine Buildine_



Ground floor plan

>>]_The existing building incorporated into the design

The existing building is a single storey 'bazaar-type' building on the corner of Prinsloo and Struben Streets. On its street-facing facades it is defined by a covered sidewalk and a pre-cast concrete colonnade which wraps around the corner. The main structure consists of a traditional masonry load-bearing structure, with a timber roof structure and a lean-to roof covered with corrugated roof sheeting.

The existing building accommodates various retail facilities, with a small café located in the corner shop. The building is in dire need of restoration. Its location and the way it communicates with the street corner provides a valuable asset for strengthen the identity of the area.

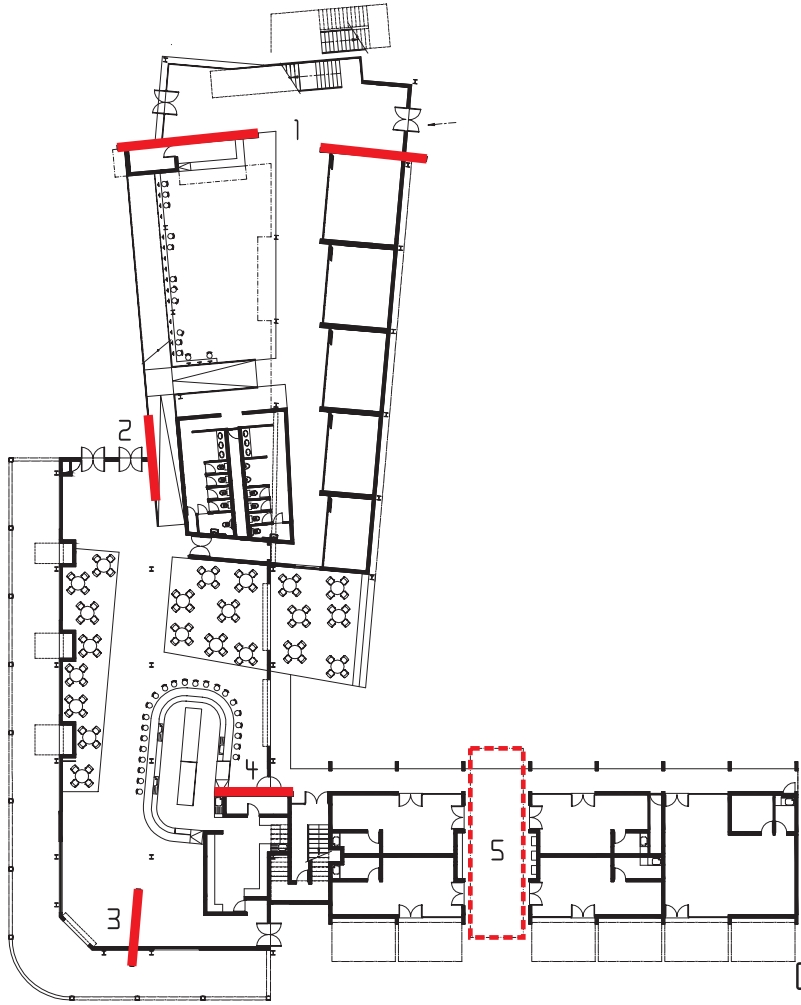
The existing structure and colonnade should be retained and restred where possible. The shopfronts will be removed, but the openings will remain. They will be incorporated as entrances or visual connections to the interior and to the square. The roof structure and sheeting will be removed.

Additions to the existing built fabric will be achieved through an independent steel structure which should form a frame for the existing building, whilst supporting new floors above. The steel structure above will be wrapped in a metal mesh, thus obscuring the view of the new addition and creating appropriate massing for the existing building within its context.





>General Access to the Buildings_



Ground floor plan

The main entrances to the building and the square are defined by 460mm thick walls, which will receive a red paint finish to differentiate them from the other walls. They serve as a guidance and orientation devices for the users of the proposed building. Where required, signage can be incorporated into these walls, with the aim of providing legibility to the project.

>>1_Digital Media (exchange)

To provide direct access to the school and exhibition areas. To act as the information/reception area for the Digital Media (exchange) and as a threshold between the street and the public square.

>>2_Digital Media (exchange) and Existing Building

To direct the flow of pedestrians along the Prinsloo Street edge and attract them to the Media Bar.

>>3_Existing Building main entrance

To direct the flow of users into the Media Bar and to define served and service areas.

>>4_Existing Building square entrance

To direct the flow of users into the Media Bar and to define served and service areas.

>>5_Retail entrance to the square

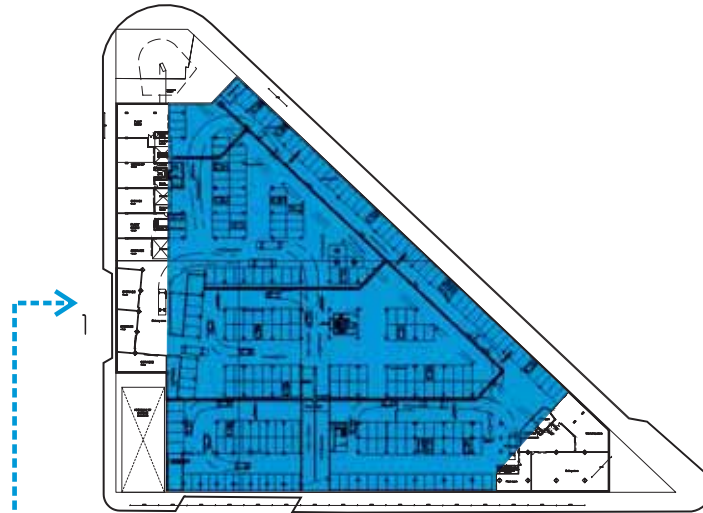
To direct the flow of users onto the square and to accommodate signage for the commercial component. A suspended ceiling wraps under the building and up onto the front facade creating an interesting feature on the elevation.



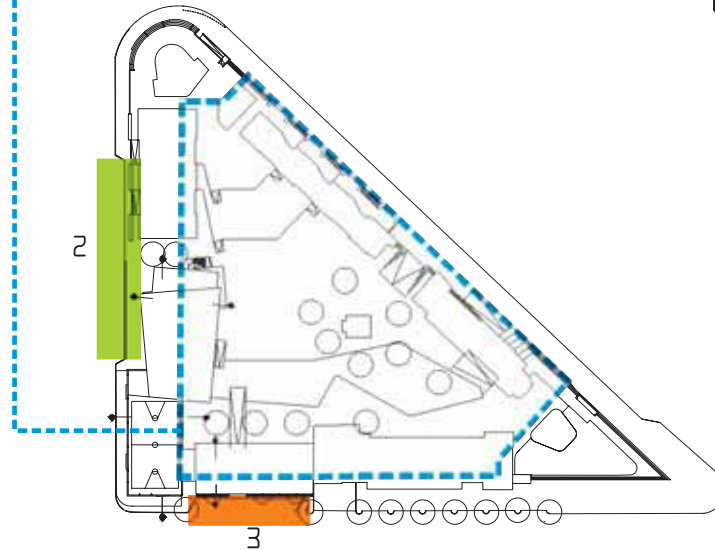
804



>Parkins_



Basement layout



Site layout

>>1_Basement parking

The basement is a shared facility that serves all three proposed projects. It accommodates various service and plant rooms, storage facilities and elevators. Ample parking is also provided for the users of the site and visitors of the city who prefer to park on the periphery of the city and use the proposed tram system to commute.

No. Of parking bays = 268

1/18m² of development

>>2_Taxi Drop-off and Pick-up points

A designated area for public transport is provided on the Prinsloo Street edge of the site. This will accommodate the existing taxis that serve the block. It also provides a transportation node at the entrance of the Digital Media (exchange).

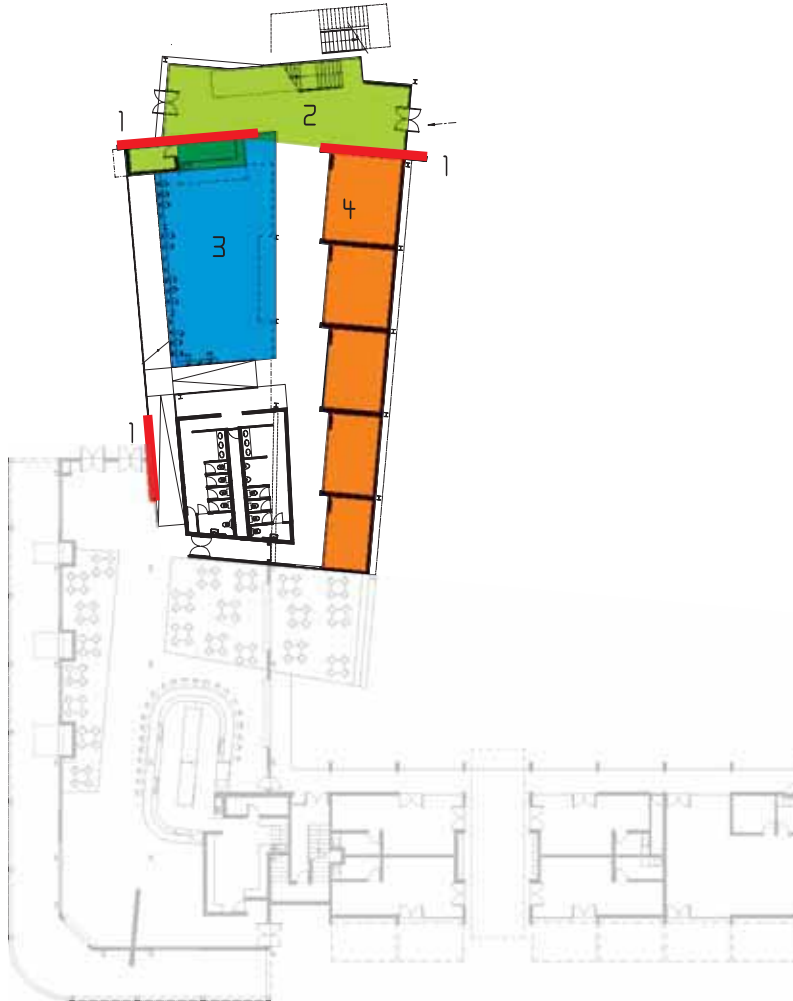
>>3_Off-street parking

At the Struben Street edge, off-street parking is provided for users who want to make a short stop at the site. A one-hour time limit will be imposed on these parking bays.





>Digital Media [exchange]_



Ground floor plan



>>1_Main Entrance Spine Walls

The red concrete spine walls in the main entrance aim to guide users to the main exhibition space and the media school. The walls define the circulation from the used spaces. The walls create an identity which is legible to the public. The spine wall at the main entrance on Prinsloo Street incorporates the information/reception kiosk.

>>2_Foyer

The foyer serves as a thoroughfare to the public square and a waiting area for the exhibition space and school. The internal staircase provides direct access to the first-floor auditorium. The information/reception kiosk is partially contained within the foyer.

>>3_Main Exhibition Space

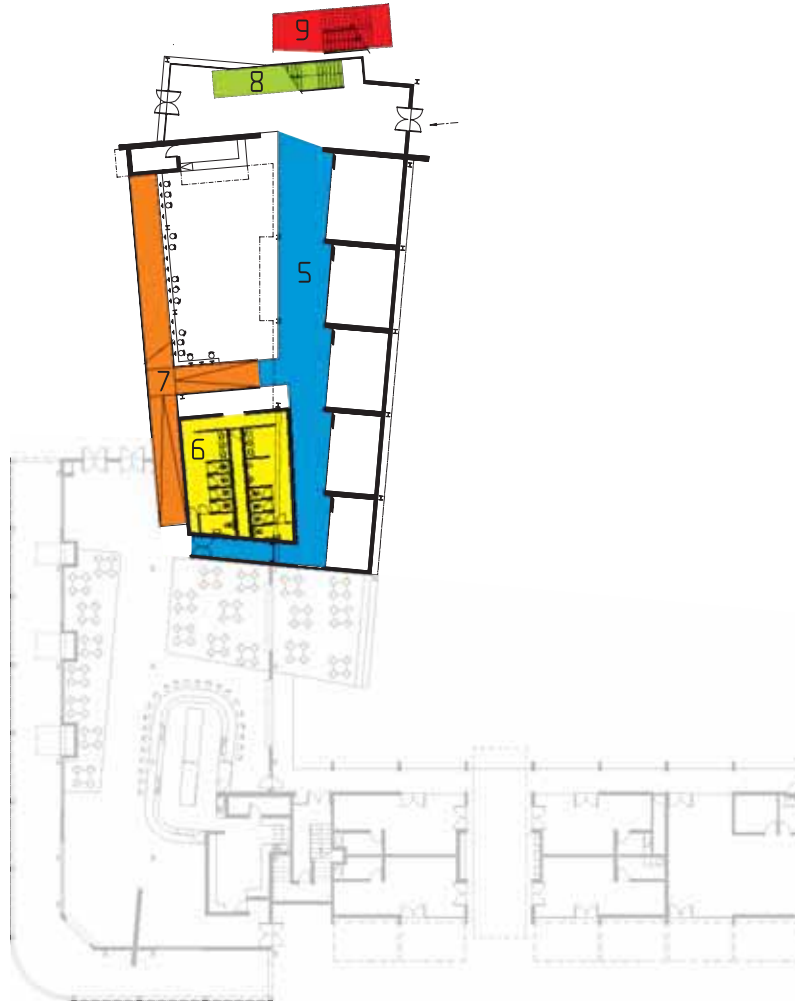
A communal triple-volume space caters for presentations. Various exhibitions by external clients can be hosted here. The space is framed by the surrounding circulation routes. Large projection screens are suspended from the floors above to aid users with presentations. These screens are visible from Prinsloo Street. The Main Exhibition Space will be used for shorter or temporary exhibitions, while more permanent exhibitions will be accommodated elsewhere. A Public Internet Facility is located on the street edge to involve and attract a great range of users. In addition, the public could become unwitting participants in the exhibitions at times. With the aim of raising awareness of digital media and as a continuation of the media school educational process.

>>4_Media Pods

These pods operate on a much smaller scale than the main exhibition space. They can accommodate smaller, more static exhibitions which could be separate from the events occurring in the main space. The Pods should be fully enclosed by electronically-controlled sliding screens to completely immerse the spectator in the exhibit. The user can participate in an interactive environment within the Pods. Individual touch screens are floor-mounted on a raised access floor which also defines it as separate from the circulation route. Video projectors are ceiling-mounted and can be electronically controlled to be retracted into the ceiling when not in use. Different-sized pods have been used to create a hierarchy of smaller exhibition areas which also cater for different exhibit needs. Floor sensors will electronically activate displays when users enter, as an interactive energy-saving feature.



>Digital Media [exchange]_



Ground floor plan



>>5_Circulation

The main circulation route is flanked by the exhibition areas and connects the Digital Media (exchange) to the Media Bar located in the existing building. It is clearly defined for easy movement and terminates in a large glazed opening which overlooks the outdoor seating of the media bar.

>>6_Ablution

A service core acts as a connecting device between the new and existing buildings and is repeated on the floors above. The ablution block will serve both the exhibition areas and the Media Bar.

>>7_Ramp

A ramp forms the main feature on the Prinsloo Street facade. It provides gradual vertical circulation to the upper floor and connects to the Media Bar. The ramp is extruded from the facade to create a visual link with the exhibition spaces. The black-painted concrete ramp is used as a visual ordering device and a heat sink to store heat when required. An electronically adjustable louvre system controls the amount of light entering the building from the western facade.

>>8_Stairs

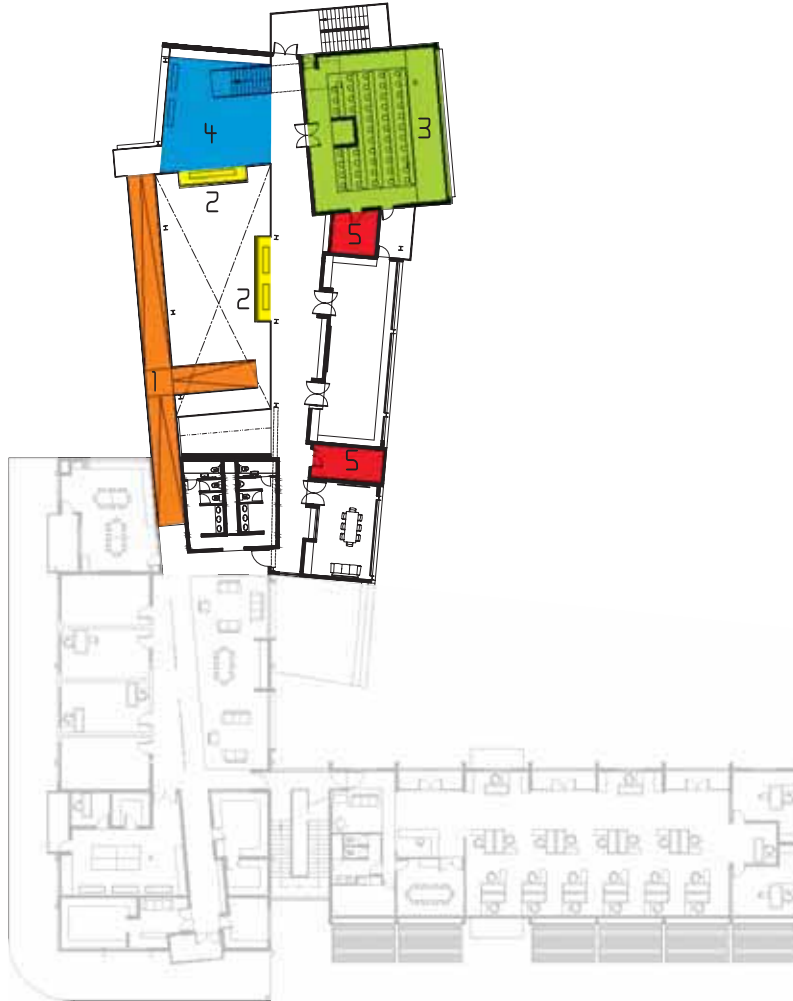
A steel staircase provides direct access to the auditorium and the educational components on the upper levels. The staircase is set against the northern curtain wall facade to filter the northern light, and it mirrors the external fire escape.

>>9_Fire Escape Stairs

An external steel fire escape staircase is located on the northern facade and provides escape routes for users of the accommodation on the upper floors. It clips onto the concrete facade and as a design element it serves to terminate the building.



>Digital Media [exchange]_



First floor plan



>>1_Ramp

The ramp continues to the first floor at which point the ramp itself serves as a viewing platform overlooking the main exhibition space. This allows for users to be constantly aware of the events taking place in the building.



>>2_Mesh Projection Screens and Balconies

Mesh projection screens are suspended from the balconies and tilted towards the exhibition space. When not in use they become static screens which differentiate the space in the triple volume. The large size of the screens make them clearly legible from the outside.



>>3_Auditorium

The auditorium serves the media school and can be used to host external events and screenings for the public. Its is differentiated by projecting from the building envelope and is rotated on the buildings axis towards the square. Information is displayed on its glass facade and can be viewed from the square. An adjustable louvre system prevents daylight from entering the facade and allows sight lines from the square below. The educational activities that occur in the building are showcased to the public. The projection image can be reversed to face the square and screenings can be held for the public when the auditorium is not in use.



>>4_Foyer

The foyer serves as a gathering and spill-out space for the auditorium and the main exhibition space below.



>>5_Storage

Storage facilities are located between the primary accommodation and the media school.





>Digital Media [exchange]_



First floor plan



>>6_Balconies

Balconies are located between the editing studio and the auditorium and at the Fire escape stairs. They provide viewing platforms for events that occur in the square and surrounding buildings.



>>7_Editing Studio

The editing studio is the main education space on the first floor. It is used for final production of the digital media. The studio will have hot-desking, projection and storage facilities. It also has views onto the public square.



>8_Design Studio

The design studio is the workshopping and brainstorming area of the school. It allows for smaller groups to interact and exchange ideas and is equipped with hot-desking, projection and storage facilities.



>9_Viewing Deck

A viewing deck functions as a spill-out area for the studios and as a platform to view exhibitions below. It has an elevated ground plane and separate roof and ceiling construction. It is equipped with hot-desking facilities and floor-mounted touch screen displays.



>10_Circulation

The main of the lower floors are repeated on the first floor. The studios have niches which provide seating areas for rest and discussion. The circulation leads to the administration offices of the media school.



>11_Ablution

The ground floor service core for ablution facilities is repeated on the first floor. It serves the media school and administration offices.

