BRIEF

Introduction - a normative position

The following instructions constitute the mandate of the architect. It is not a project specific design product yet. It is a template that generates the research that informs the design concept.

However, it will be clear that this document already bears traces of a normative position on the role of architecture in an organization, in the built environment and in the society beyond the project's boundary line.

In brief, architecture is assumed to exercise the following influence:

- Protection of humans from the natural environment.
- Protection of people from other people.
- Development of an environment conducive to human activity - productivity
- Contribute to the quality of the environment outside the artifact: Appearance, Emission, urban environment, natural environment.
- Manifest social values
- Manifest cultural values
- Manifest spiritual values.

Civilization impels individuals and organizations to produce higher values in each of the above categories but in reality these forces have contradicting implications. Therefore the architect, as agent to the client's effort in achieving these goals, endeavours to find the most suitable compromise through a rational planning exercise.

The planning exercise starts by systematically stating objectives. This statement of objectives is called the brief.

To this effect a brief is required for the development of a conference centre for Port Elizabeth:

1. Establish through research the requirements of an international conference centre.

1.1 The research will be based on an analysis of the international conferencing market with which the centre has to compete.

1.2 Deliverables required from the market analysis:

1.2.1 Recommendations will be put forward regarding:

a) Number and nature of facilities required.

b) Size/ capacity of each facility

c) Specify levels of supporting services required.

d) Specify capacity of supportive elements to achieve the above mentioned levels of service.

1.2.2 Qualitative description of an appropriate response to competing centres.

2. Translate findings of the market analysis into verifiable baseline criteria consisting of:

2.1 A schedule of facilities

2.2 A schedule of elements

2.3 A list of features

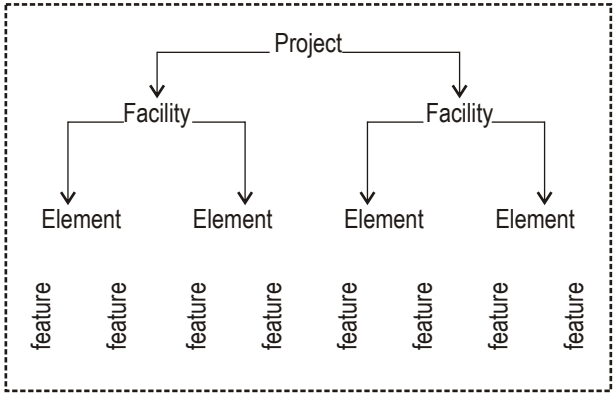

Figure 31. Project content

3. Establish criteria for the following design requirements:

3.1 Structural safety, stability and serviceability.

3.2 Fire safety and compliance with fire safety regulations

3.3 Environmental control:

a) Moisture

b) Air movement

c) Daylighting and electric lighting

d) Thermal comfort and thermal installations

e) Sound

3.4 Utility services:

a) Water supply

b) Sanitary appliances

c) Drainage

d) sewage disposal

e) refuse collection and storage

f) electric power

g) telecommunication

3.5 Circulation: establish performance levels for the circulation of people including:

a) programmatic functions.

b) service.

c) arrival and departure.

d) Parking requirements

3.6 Establish performance criteria for the following building elements:

a) Substructure/ foundation

b) Basement

c) Superstructure

d) Roof

e) walls (skin and partitioning)

f) openings

g) finishes

4. Establish criteria for an appropriate response to the built environment context of the development.

a) Protection and celebration of heritage in the built environment including buildings, spaces, movement patterns, rituals, cultural events.

b) Support of small to medium enterprises.

c) Develop the quality of the surrounding urban environment.

5. Establish norms for the appropriation of values adapted from any development framework to which the project is subjected.

Conclusion

Summary

The following deliverables are required in response to the instructions given above:

1. Market analysis
2. Baseline Criteria

MARKET ANALYSIS

Introduction

The primary sector of the NMMM is the automotive industry (Matomela, Dineo, 2005. "Local industries get boost with university's new robotics facility." The Herald. 4 February, p6). The Coega development also promises to further the region's industrial and business activities (Booyens, Johan," Coega skep geleentheid vir sakelui." Beeld) but according to the Municipality's Long term plan, Vision 2020 , more investment will go towards the tourism industry. Furthermore the Municipal council have already committed to the construction of a conference centre to serve local and international markets ("Super conference centre plan: R392m project will provide thousands of jobs." Vision 2020 - supplement to the Herald and die Burger: Monday, February 7, 2005."). Current plans indicate a 12'730m² facility with a 900 seat auditorium, smaller meeting rooms and some public areas. It is envisioned together with the Nelson Mandela Freedom Statue. According to the Vision 2020 report, international studies have shown an employment gain of 5'282 people during the construction process and 3'678 within 5 years. It is hoped to contribute to the GDP around R5'2m during the year of construction and R4'8m in its 5th year of operation. It is referred to as an International Convention Centre. The study have shown that Africa has a 3% share of international meeting market. Also an additional 500 hotel rooms will be required. The biggest problems for the idea of a convention centre in PE, as the report indicates, are the environmental impact, getting the combined loan funding from government and the NMMM and lastly, getting public support - of which last mentioned is surely the only real threat to the idea. The project hopes to "propel the metro to the status of one of the leading centres for the convention business around the globe." - not likely

This kind of argument reminds one of similar dreamy data generated around the Cape Town International(?) Convention Centre - The CTICC generated R1.2b during construction. KPMG was commissioned to determine a feasible size for the project but their financial virtuoso indicated a facility that was substantially enlarged by the time construction was finished (size and value increased by 40% (Reily, 2003); The 1'500 seat auditorium was not included in the original design! (Architect and Builder, July/ August 2003) This tendency to think too small has now led to the CTICC being unable to serve its purpose: "...the size precludes many international exhibitions which demand more than twice the space provided."(ibid)! If the NMMM is using the same patterns of thinking to determine the scope of their international conference centre it is certainly ignoring precedent. A more thorough search of the international convention business is required to determine an appropriate accommodation schedule that will "propel the metro to the status of one of the leading centres for the convention business around the globe."

"An international convention centre enables a city to break into the lucrative market of business tourism...the need for organisations to gather at conferences and conventions continues to rise." (Davis Langdon & Everest, 2000).

According to ExPact2004 Convention Expenditure & Impact Study conducted by the International Association of Convention & Visitors Bureaus (IACVB) convention delegates spend $266 per day, or $945 per event, over an average of 3.6 nights (Tormohlin, Sept 2004). 80% of delegates stay in a hotel during the convention.

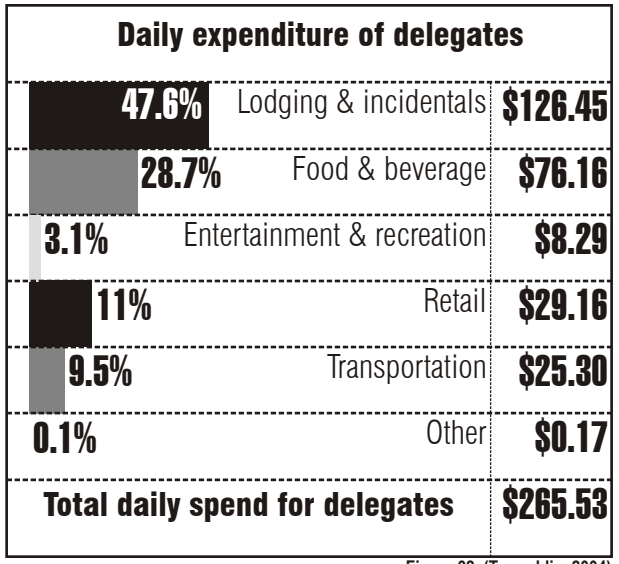

Figure 32. (Tormohlin, 2004)

These spin-offs are the real benefit of convention centres. Convention centres rarely make a profit "within the walls."(Ordonez, 1994). Don Jewel, an American facility consultant, says that even the most successful centres like the ones at Anaheim and San Francisco operate at a loss (Ordonez, 1994). David Langdon says considering that convention centres are expensive to build and operate, they have to be flexible so that a wide range events can be accommodated from concerts to trade shows in order to keep the centre as busy as possible (Langdon. D, Everest, Nov 2000. Building).

Furthermore the average sized convention centre is growing ((Heather Kirkwood. September 2004). Using the American market as a benchmark, a need has been identified for a mega exhibition hall of at least 100'000m².

Does the market really need such large spaces? What else do exhibitors think of when selecting a venue? A recent study (Tormohlen. D. December 2004) has categorized the three most significant exhibition organisers and listed their reasons for

leaving a city venue - in order of importance:

Trade association/society:

1. Lack of attendance draw from city or region
2. Event outgrew **size of exhibit hall**
3. Labour issues/costs
4. Exhibit complaints
5. Attendee complaints

For-profit show producer:

1. Lack of attendance draw from city or region
2. Exhibitor complaints
3. Event outgrew **size of exhibit hall**
4. Rental cost of facility too high
5. Labour issues/costs

Corporate event management:

1. Lack of attendance draw from city or region
2. Event outgrew **size of exhibit hall**
3. Member complaints
4. Wanted to try a newly upgraded or newly built facility
5. Labour issues/costs

From this it is clear that the most important selection criteria for the selection of a venue is the crowd that it can draw. The Nelson Mandela Municipal Metropole certainly does not contain the kind of paying crowd that such an exhibition needs, being in the poorest province of a country in the poorest (sub-Saharan Africa) region in the world. The strategy would then be, given an adequate facility, to host events of such size that their catchment area should extend beyond the saturated boundaries of the country or the region to that of a global market. A small venue like the one currently envisioned would certainly make all the benefits available that can be gained from any form of public spending: job creation, GDP contribution, skills acquisition - but an opportunity for greater gain might be missed albeit at much greater risk. Maybe the risk will be diminished by taking a look at what is happening in the Meetings Incentives Conventions and Exhibitions (MICE) market: What does this market look like? Considering the lack of readily available data on more representative markets the author here quotes research into the American market (Tormohlen. D. December 2004):

What type of organization do you work for? How much exhibit space (in net square feet) does your show require? How many attendees does your show attract? How many room nights does your show generate? What type of events is produced by your organization?

Figure 33. (Tormohlin, 2004)

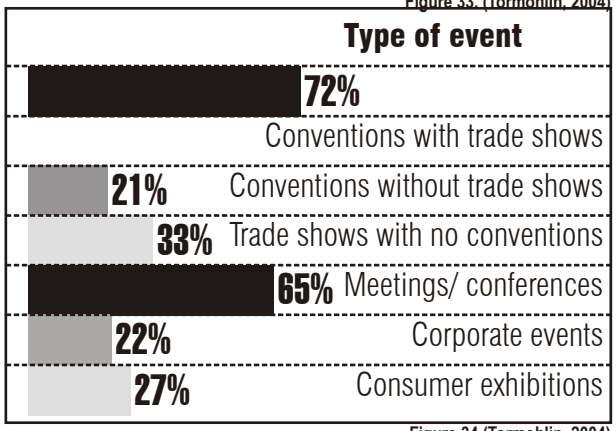

Figure 34 (Tormohlin, 2004)

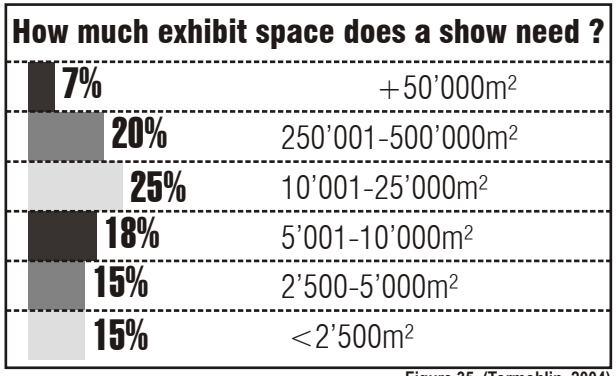

Figure 35. (Tormohlin, 2004)

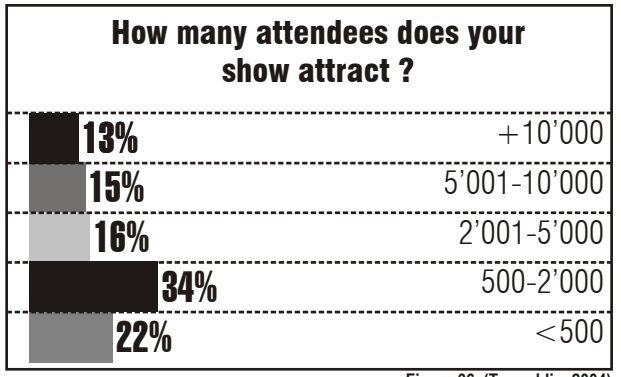

Figure 36. (Tormohlin, 2004)

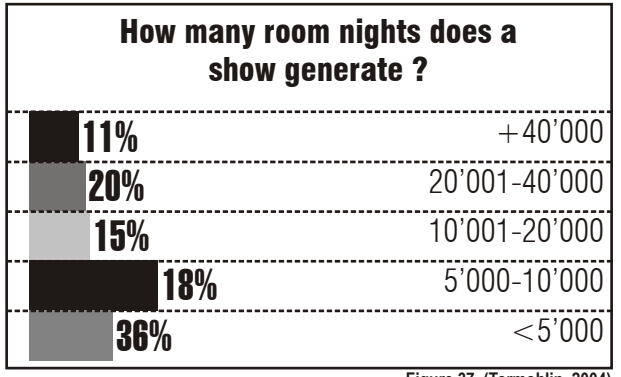

Figure 37. (Tormohlin, 2004)

As an indication of what the American market has found to suit this environment, in terms of facilities, a list of venues below were nominated by the board of directors of the Trade Show Exhibitors Association (TSEA)((Kirkwood. H, June 2003) - the criterion being the ease of use of the convention centre, the skill and cost of labour, the affordability of hotels and restaurants, the accessibility of transportation, and convention centre services:

Anaheim has 75'716m² of exhibition space and a 12'077m² ballroom. There are 10'000 hotel rooms within walking distance.

Atlanta's centre (362'321m²) is surrounded by the city's attractions and has 130'000m² of exhibition space in 12 halls. Internet, phone lines, utilities and other services can be

ordered from the centre's website.

Chicago's centre benefits from the city's rapid transit system and 6,700 cabs and has 260'127m² of exhibition space and 18'580m² of meeting space.

Dallas's centre has **92'903m² of column-free exhibition space**. It also features many **high-tech features**, such as video conferencing, Web casting, equipment rentals, dedicated modem lines and instruments, ISDN, DSL, T-1 and T-3 connections.

The Las Vegas centre has **185'806m² of exhibition space**.

The New Orleans centre has **102'193m² of exhibit space**, including a **4,000-seat conference auditorium**, state-of-the-art fibre-optic capabilities and 140 meeting rooms. Trolleys take visitors to **nearby tourist attractions**.

At Orlando's centre electrical, plumbing, lighting and rigging can be ordered on the centre's website. Trolleys take visitors to some of Orlando's sites.

The San Diego centre is located in the CBD and offers delegates **views of the ocean** and the city. Trolleys take **visitors to tourist sites**. The centre has a **49'000m² exhibit hall** and a 8'360m² Sails Pavilion. **Logistics** are made easy by 50 loading docks, eight direct drive-in access doors, on-site storage for empties, and multiple freight and service elevators.

San Francisco's **112'000m² centre** is the focal point of the city's **cultural precinct** with restaurants and museums.

Washington Dc's centre, **located between an historic and revitalised district**, has **650'000m² of exhibition space**, **11'613m² of meeting space**, a **4'830m² ballroom** and **4'088m² of shops and restaurants**. **Logistics** are made easy by 60 enclosed freight docks. High technology capabilities makes it suitable for 'tech' shows and crowds. The centre has its **own Metro station**.

A reasonable person might object to citing these examples in the context of the same region that J.M. Coetzee describes in his Booker Prize-winning novel, *Disgrace* but other regions have been well rewarded for taking such bold leaps. The modest city of Ruili in Yunnan, Southwest China, has only 60'000 residents but attracts more than 800'000 foreign visitors a year from Thailand, India, Pakistan and Myanmar as well as 850'000 domestic visitors. Ruili spent 10million Yuan to improve roads and has a water sprinkling festival and actively promotes its local farms, tropical environment and its local jewelry manufacturing (Kotler, Makens and Bowens 1998: 648 in Heath).

While South Africans sit around sulking about not living in a first world country others are moving. A $2bn development project was launched in Rabat, Morocco as a collaboration between Dubai Holding from the UAE, Caisse de Depot et de Gestion and SABR management. It will be the largest of its kind in North Africa. In an attempt to turn the Bouregreg area into a tourist destination the project will include a convention centre targeting international events and conferences. Also included are theatres, a harbour for yachts, five star hotels and resorts, apartments and shopping malls - Fortune favours the bold.

Should one then be interested in entering the international market a word of caution would not be out of place. In the words of Jack Welch - "If you do not have a competitive advantage - do not compete". Table 000. indicates what the international playing field looks like.

PLANNED CONSTRUCTION (FUNDING APPROVED)

Facility name	Construction details	Estimated completion date
Kansas City convention & entertainment Centres, Kansas City, MO	Adding **3'700m² ballroom**	2007
Morial convention centre, New Orleans	**148'645m² exhibition space**	2008
Pasadena conference centre, Pasadena, CA	5'300m² exhibition space	2006
Raleigh convention centre, Raleigh, NC	14'000m² exhibition space	2007
Vancouver convention & Exhibition centre, Canada	**35'760m² exhibition space**	2008

COMPLETED CONSTRUCTION IN 2004

Boston convention and exhibition centre, Boston	**48'000m² exhibition space**	June 2004
Lexington convention centre, Lexington, KY	**2'500m² meeting space & 2'320m² pre-function space**	July 2004
Kalahari Waterpark resort and convention centre, Wisconsin Dells, WI	11'610m² exhibition space	June 2004
Gaylord Opreyland Texas resort and convention centre, Irving, TX	16'700m² exhibition space	April 2004

"Convention Centre Construction Update, 27 construction projects under way in the United States and Canada will add more than 2.6 million square feet of exhibit space". By Heather Kirkwood. September 2004 www.expoweb2.pubdyn.com visited: 04/06/2005 an Ascend Media Publication).

U N D E R C O N S T R U C T I O N

Facility name	Construction details	Estimated completion date
American Bank centre, Corpus Christi, TX abcdefghijklmnopqrstuvwzyz alkdjflakjsdlfjkal;ksdjfalkjl;sdfkjalksdj	Adding **7'107m² exhibition space**, new **10'000 seat arena**	November 2004
Asia World Expo, Hong Kong	**70'792m²** new **exhibit space**	December 2005
Broadmore Hall, Colorado Springs, CO	5'574m² new exhibit space	Fall 2005
Ceasers Palace, Las Vegas	22'300m² exhibit space	June 2005
Colorado convention centre	**54'255m² exhibition space**	December 2004
Connecticut Convention Centre, Hartford, CT	13'470m² exhibition space	Summer 2005
Disney's Coronado Springs resort, Orlando, FL	16'350m² exhibition space	April 2005
DeVos Place, Grand Rapids, MI	Adding 9'300m² of exhibition space	February 2005
Donald, E Stevens convention centre, Rosemont, IL	Adding 3'700m² of exhibition space	August 2004
The Exposition, Convention and Conference Center in Novi, MI	**30'000m²** new **exhibition space**	August 2005
Fantasy Springs Resort Casino, Indio, CA	Adding **special events centr**e with **9'300m² exhibition space**	December 2004
Grand Wayne convention centre, Fort Wayne, IN	4'645m² exhibit space	May 2005
Hampton Roads convention centre, Hampton, VA	10'000m² exhibit space	May 2005
Kentucky Exposition centre, Louisville, KY	**111'484m² exhibit space**	December 2005
Louisville Marriott Downtown, Louisville, KY	Adding 4'645m² exhibit space	April 2005
McCormick Place West, Chicago	**Adding 43'664m² exhibit space**	June 2005
New Jersey convention and expo centre, Edison, NJ	13'935m² exhibit space	September 2004
Ocean centre, Daytona Beach, FL	14'865m² exhibit space	Early 2007
Palm Springs convention centre, Palm Springs, CA	9'500m² exhibit space	n/a
Phoenix civic plaza, Phoenix	**83'613m² exhibition space**	Early 2006
Puerto Rico convention centre, San Juan, Puerto Rico	14'186m² exhibition space	Late 2005
Regina exhibition park, Regina, Canada	8'360m² exhibition space	Spring 2005
Rio all-suite hotel & casino Pavilion convention centre, Las Vegas	14'864m² exhibition space	May 2005
Spokane convention centre, Spokane, WA	9'300m² exhibition space	November 2008
St. Charles convention centre, st. Charles, MO	14'300m² exhibition space	April 2005
Virginia Beach convention centre, Virginia Beach, VA	14'000m² exhibition space	Spring 2005

In 2003, internationally 309'367m² of exhibit space was added to the market. In 2003 Patricia Sherman made some observations on what was demanded from exhibition/ convention facilities:

Facilities are adding bigger docks, overhead doors and elevators, and providing drive-in access to the show floor to ensure easier loading and unloading.

Office space off the floor, but not too far off, is important for show managers who want to meet their clients in comfortable and attractive offices with upgraded furniture, VIP lounges and private restrooms.

Shows need more breakout rooms, says Ron Scott, Client Relations Manager at Sarasota Bradenton International Convention Centre. Facilities keep expanding conference room space for training, seminars and product introductions. Facilities are adding rooms of all sizes and lots of amenities, like soundproof walls and ergonomic furniture.

Facilities have to provide state-of-the-art sound and lighting systems, enhanced electrical and data hook-ups, and plenty of outlets on the show floor. Wireless Internet is a requirement.

The design of a convention centre has become an important marketing tool for facility managers and the host city (Sherman, 2003). As part of a city's destination marketing strategy the facility should provide post-card images. To make it more competitive for facility managers the facility should find the balance between high quality finishes and flexibility - facility managers want space they can sell. In this effort to build and maintain more complex quality intensive facilities, financing becomes harder to fund. As a consequence of these pressures four trends have emerged that typify the modern convention centre:

1. The centre has to be a civic icon (Chris Eseman, Partner, LMN Architects, and Seattle, WA). An important part of destination branding lies in trying to express the essence of the city (Dexter King, CFE, Executive Director/CEO of Dallas-based International Association of Assembly Managers (IAAM).

2. Flair: The feel of a modern facility is similar to that of an hotel. It is brought about by the use of quality materials such as wood and fabric, lighting design, carpeting and wall finishes (Eseman). This is always contrasted by the need for flexibility. Some shows are industrial in nature and require robust finishes. Modern centres are also extravagant in specifically three other areas - technology, Catering and lobbies.

High speed connections are required for videoconferencing and satellite uplinks and downlinks (Eseman). Catering infrastructure must support ballrooms, meeting rooms and the exhibit floor. Lobbies achieve a sense of pageantry with colour, glass, views, dramatic lighting and open stairs (Eseman). These spaces can become overpowering for smaller shows though.

3. Smaller footprints require vertical exhibition spaces that are unpopular with

INTERNATIONAL CONVENTION CENTRES

Country: Venue	Space	Facilities	Features
France: Newport Bay convention centre	3'000m² exhibition hall; 0.5 t/m²; 3m ceiling. 1'800m² ballroom; column-free. 500m² Lobby	0.5 t/m² floor load; direct access to floor for 1.5m high vehicles; 750 parking spaces.	30 minutes from Paris by train, 3hours from London by 'Eurostar'.
Germany: New Munich Trade Fair Centre	**160'000m²** column-free **exhibition space**; 84'500m² open-air exhibition space; Integrated congress centre for **20-3'000 people**.	11.5m ceiling; 5 t/m², Truck access to floor.	**Natural lighting** and partial air conditioning to halls; orientation system with maps and signage; covered walkways. Expanses of **greenery** to west and two lakes for **ecological benefit**; Fork-lift trucks and other vehicles are noise-reduced; Waste-sorting plant; First trade fair centre in the world with **solar energy** roof panels; Parking for 13'000; Railway links with CBD; 8km from centre of Munich; 30km from Munich Airport (shuttle).
Japan: Nagano convention complex	4'000m² column-free exhibition space; 300m² promenade gallery; 10 meeting rooms: 41-254m²; Theatre: 606 fixed seats, 260" video projector.	30m ceiling; 5 t/m²; Movable stage of 220m²; 5 loading bays; Direct access for small trucks to exhibit floor.	20-minute walk from Nagano CBD and main hotel district, where there are 1,953 hotel rooms. Nagano is a 2-hour and 15-minute car-drive from Tokyo.
Thailand: Bangkok International Trade & Exhibition Centre	**20'000m²** column-free **exhibition hall**; **15'600m²** outdoor **exhibition space**; **8'000m² concourse**; 1'860m² convention hall; 15 meeting rooms; 400seat restaurant; food court with 18 stalls serving 2000 people.	**Exhibition halls sub-divisible**; 15m ceiling; 2.5 t/m² floor load; **loading platform with 32 bays**; access for trucks to exhibition hall by ramps and drive-in doors; Convention hall **sub-divisible** (sound-proof partitioning); **Catering for banquets and for exhibition booths**;	Futuristic-looking roof suspended from 14 tall towers; Air-conditioned exhibition halls; 1.500 covered and 2.500 open parking;
China: Hong Kong Convention & Exhibition Centre	Hall 1 - columned and divisible - 12'630m²; Hall 2 - columned and divisible - 8'900m²; Hall 3 - column-free - 8'410m²; **3'800m²** **Banquet Hall**; 2'100m² Foyer; 1'820m² convention hall; 17'800m² additional exhibition halls; 52 meeting rooms; 2 theatres; **47'740m² total exhibition space**.	10m ceiling to exhibition halls; Direct access for trucks to exhibition halls by ramps; 6 restaurants.	Air-conditioned exhibition halls; Parking for 1,435; Panoramic view of Victoria Harbor.
England: National Exhibition Centre (NEC)	**204'386m² exhibition space** in 21 halls; Halls supported by **60+ meeting rooms**; conference facilities; Atrium lined with **seminar rooms**.	All halls are single level. All halls at ground level and trucks can drive onto the floor for setup and dismantling.	Central atrium with Small shops, catering facilities. **Pedestrian-bridge from Birmingham International Station (Train depot) to the centre's main piazza**. Parking for 21,000.
Germany: Berlin trade fair and exhibition centre	**157'935m² exhibition space.**	1 t/m² floor load; 9m ceiling; 8tonne trucks can drive onto all exhibition floors; Connection to International Congress Centre Berlin.	Entrance hall; Service building with contractor offices and catering services; Halls interconnected with covered bridges. Parking for 5'000 with additional 5'000 nearby with shuttle service.
Germany: Hanover Messe	**455'225m² exhibition space over 26 halls; 167'225m² outdoor exhibition space.**		
Italy: Fiera Milano	**213'677m² exhibition space**; Conference room.	All halls are two storeys; **5 t/m² floor load** on ground floor; 0.6 t/m²; Hall-pavillions **linked by bridges above street-level**; Elevated pedestrian walkway with offices, conference halls and other services.	**Broad-glassed bridges above street level** to connect halls. **Tree lined walkway 7m above ground**; Parking for 1'411 on roof accessed by spiral ramps. Tympanum Pavilion with restaurants and conference rooms supported by two spiral stair towers and vehicle ramp.
Japan: Nippon Convention Centre/ Makuhari Messe	**72'000m² exhibition space**; 1'600 seat conference hall; **Multi-purpose event hall seating 9'000 people**; 16 meeting rooms.	35m ceiling; 5 t/m² floor load; 3 restaurants.	**Parking for** 5'500 cars and **120 buses**.
Scotland: Scottish Conference and Exhibition Centre	**22'355m² exhibition space** over 5 halls; Conference centre; **Auditorium for 3'000 people**; Meeting rooms;	9m ceiling; Direct access for large trucks to exhibition floor through 3 vehicle doors; Hotel; restaurants; bars; medical centre; business centre.	Parking for 3'000; Distinctive 'armadillo' shape of exterior of conference facility.
Australia: Sydney Convention & Exhibition Centre	27'130m² exhibition space; 1'000 seat theatre; ballroom; 8 meeting rooms.		**Located in waterfront development 5 minutes from Sydney CBD**
France: Paris Conference Centre	**18'980m² exhibition space**; 3 amphitheatres; 650 seat auditorium; simultaneous conference capacity: 5'600 seats; **70 meeting rooms**.		
Israel: International convention centre Jerusalem	16'000m² exhibition space; 27 meeting rooms.		
Singapore: Singapore Expo	60'000m² of column-free exhibition space; 9'940m² Outdoor exhibition space; Convention centre with 9 meeting halls for 200-1'200 people; Pre-function area.	15.8m ceiling; Ceiling with extreme carrying capacity; Meeting rooms have movable acoustic partitions; 500-seat restaurant.	5 minutes from Changi Airport; retail space; Parking for 2'000.
South Korea: Korean Exhibition centre at the Korean World Trade Centre	28'000m² exhibition space; 6'000 seat convention hall; 1'100 seat auditorium; 1'600 seat ballroom.	**Convention hall divisible into 3**; VIP centre; executive conference room; 16 boardrooms.	

Figure 38. (Tessar, 1998)

exhibitors. They also complicate the planning of services as was the case with the Sandton convention centre. More complex planning is required for tight urban contexts. The entire building must blend into the neighbourhood - a convention centre does not have a back.

4. Due to changes in the industry the distribution of spaces have changed so that meeting space is closer to the exhibition floor. In keeping with the trend for higher quality these break-out rooms tend to have luxurious finishing and fixed walls. Large ballrooms are also becoming a standard requirement - 5'500m² typically with 12m high ceilings (Eseman).

Generally the challenge lies in designing spaces that are luxurious enough for social/ civic and entertainment use while retaining flexibility for exhibitions conventions.

One good example is the Lucerne Culture and Congress Centre in Switzerland by Jean Nouvel (Eseman). It has a rich program that combines a theatre suitable for orchestra with conference and exhibition functions while defining the urban core with a civic building.

Nouvel achieved this by a single abstract gesture - a large roof that 'houses' all the functions (Barreneche, 1999). It echoes the horizontal plane of the lake that it sits on and the mountain surroundings.

Civic centres are often only used at night time. This is due to a single-use program. By including more program elements and public spaces they can become essential to the full-time activities of the city. Benaroya Hall, by LMN architects in America, for instance has a block-long public gallery along the street with shops and restaurants for business people during the day and arts patrons in the evening (Reddington, 2003). Vertical circulation can also be used to connect people in the building with views of the city or surroundings.

A sense of receptivity among the delegates can be induced by a theatrical atmosphere in the plenary auditorium. This will strengthen the keynote event and enhance the quality of the conference (ibid). One quality that makes for good theatre - in the sense of both the acting and the building - is... wait for it: anticipation.

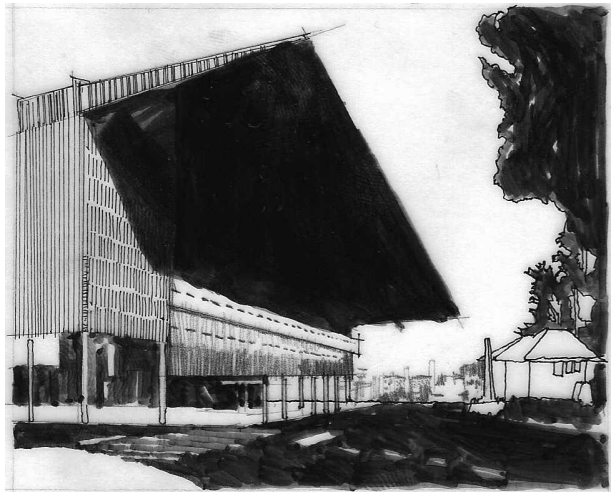

Figure 39. Southern Flank covered with metal which houses loading dock and large overhang on eastern side over café overlooking the lake (image: rendering of photo by Paul Raftery/arcaid

One building that achieves this is the San Jose Repertory theatre (Bestky, 1999). The theatre, in a recently revitalised part of San Jose, is clad with bright blue metal sheeting. During the day its irregular shape entertains patrons of its many retail stores. By night-time its very dramatic interior spaces creates anticipation. The theatre itself is unconventional in its unbound use of colours, materials and shape. The seats are green mohair. Acoustic panels are burnt-orange Bobinga wood.

One technique that the author finds most inspiring is the willful display of machinery/ technology in the theatre. Permanent scaffolding can be found on the walls inside the theatre where they are used to affix lighting, sound and other media technologies. These steel structures are distributed along with acoustic panels in a composition that enhances the perception, with the author at least, that everything is in place for an impressive event. It makes one think: "Wow, look at all this stuff! This is going to be great." - anticipation. As Holt, the principle architect, commented: "Theatre produces artifice through technology...and enables audiences to share in that experience by lifting the scrim and letting them in."

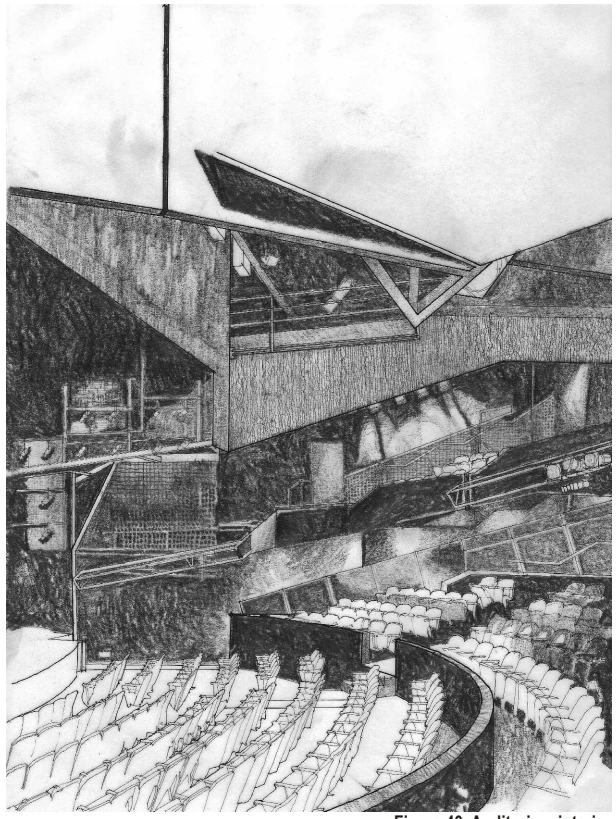

Figure 40. Auditorium interior

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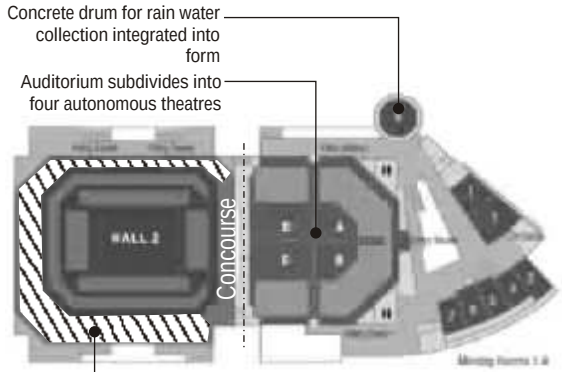
CAIRNS convention centre

The Cairns Convention Centre in Australia is a 'green' building. The strategies used focus on water and energy (www.cairnsconvention.com.au accessed 05/06/2005. "Cairns Environmental features."):

1. Rain Water Storage - 50% Saving

Cairns Convention Centre has a double layer pleated plate roof that spans 40 metres to give the column-free spaces for the exhibition halls. The wide folds of valleys allow rainwater to escape quickly to a rainwater tank in the concrete drum structure around which the roof pivots (www.arup.com). This water halves the water needed for its grounds and gardens.



2. Flow Restrictors - 25% Water Saving

Water flow restrictors on all outlets save 25% of total water needs.

3.Solar Hot Water - 30% Energy Saving

Solar water heaters provide 30% of the Centre's hot water needs.

3. Shading Devices/ louvres - 5% Energy Saving

Controlled shading devices along the eastern side of the facility follows the angle of the sun to reduce the level of air conditioning needed to keep the building cool. It saves 5% of the energy required to cool this part of the building. It also aids natural ventilation (www.arup.com).

4. Air Conditioning

R134a Refrigeration Machines in the air conditioning system do not use chlorofluorocarbons (CFCs).

As an example of the Australian model for convention facilities it again focuses on extreme flexibility which is so lacking in the European and South African model.

VANCOUVER convention centre

Vancouver will add 33'352m² to its convention and exhibition facilities by 2008 to have a total of 45'708m². This new low-profile building extends along the waterfront. ("Current Projects; Vancouver Convention Centre Expansion Project, Vancouver, BC." www.mcmparchitects.com, accessed 05/06/05.)

Another convention centre on the waterfront suggests that an international typology is established which includes more than just a building shape but also an urban precondition of typically deserted industrial zones on waterfronts.

CAPE TOWN international convention centre

"Cape Town international convention centre." Architect and builder. July/August 2003. p. 68-93.

Cape Town International Convention Centre. 10'000m² of dedicated, column-free exhibition space that can be configured into five halls. There are four meeting rooms, 13 meeting suites, a 1,500-seat auditorium and a 620-seat auditorium. The centre is attached to the five-star, 483-room Arabella Sheraton Grand Hotel.

Convenco, the company that owns the Cape Town international convention centre (CTICC) was established by Western Cape provincial government, Cape Town Unicity Metropolitan Council and Business Cape. The Facility is operated by RAI, a Dutch company.

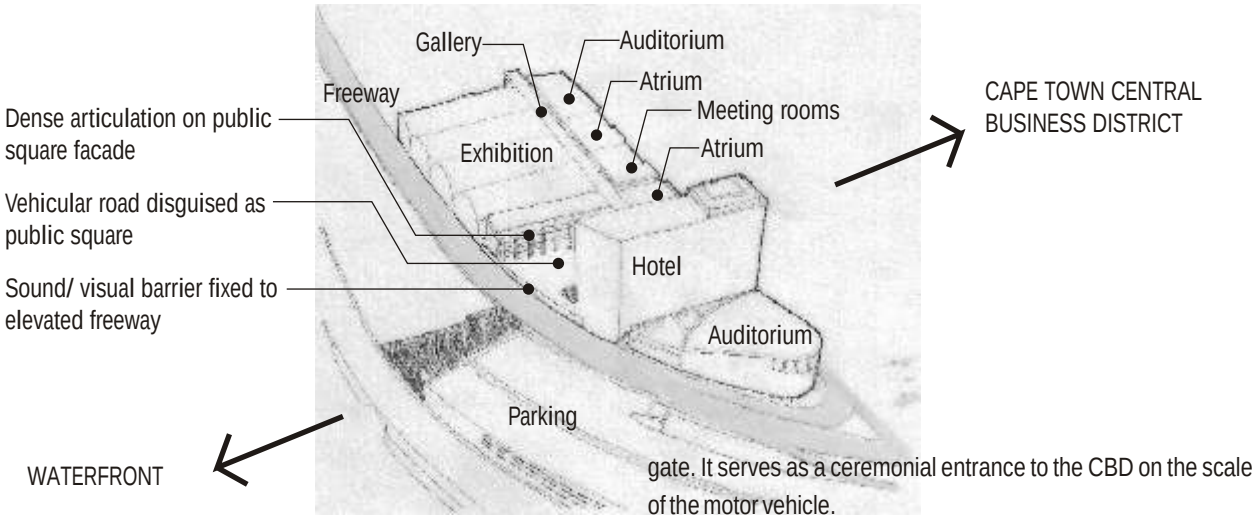
The CTICC shares some similarities in site problems with the proposed project in Madiba Bay - Proximity to an elevated expressway; its urban purpose as a connector between city and waterfront (Reily, C. 2003. "Seamless integration: The Cape Town International Convention Centre." Planning. P. 46-53). It also serves as a catalyst for the improvement of the regional tourist industry.

Most importantly it serves as a benchmark for what the international convention industry is deemed to expect from such a facility in South Africa. Should one compare the South African response to international trends it is noteworthy that the authors of the CTICC looked towards Australia for precedent -

> "We went to many important venues in Europe, the UK and Hong Kong. Australia was also a key destinations they have only been building conference venues for the past 20 years and we needed to see what they were doing right." (Elzinga in Reily, p49)

Important lessons from precedents that informed the CTICC design was that:

- The facility had to offer flexibility



- seating should be comfortable but not "lazy".
- the facility had to maintain working capabilities.
- an accommodation base was important.
- Parking must be sufficient
- column-free exhibition spaces
- Technological infrastructure is vital
- Marshalling space for exhibitions be half the size of the actual exhibition space

All of these guidelines have been followed in the CTICC. Furthermore the CTICC follows the more Australian and European precedent for its basic typology - a long concourse connecting spaces. Fixed seating auditoriums and sub-20'000m² exhibition spaces. This indicates that the CTICC focuses more on formal conferencing than the highly competitive Exhibition/ Trade show and convention market.

Site

The CTICC is situated next to the freeway. The acoustical problems are addressed by the "box within a box" format of the auditoriums - which is the conventional way of solving this problem.

Also the shape of the complex reflects the boundaries within the urban site. If one was to isolate the complex, you would be able to guess from its form that there was some great boundary on its northern side. This enhances the complex's 'situatedness'.

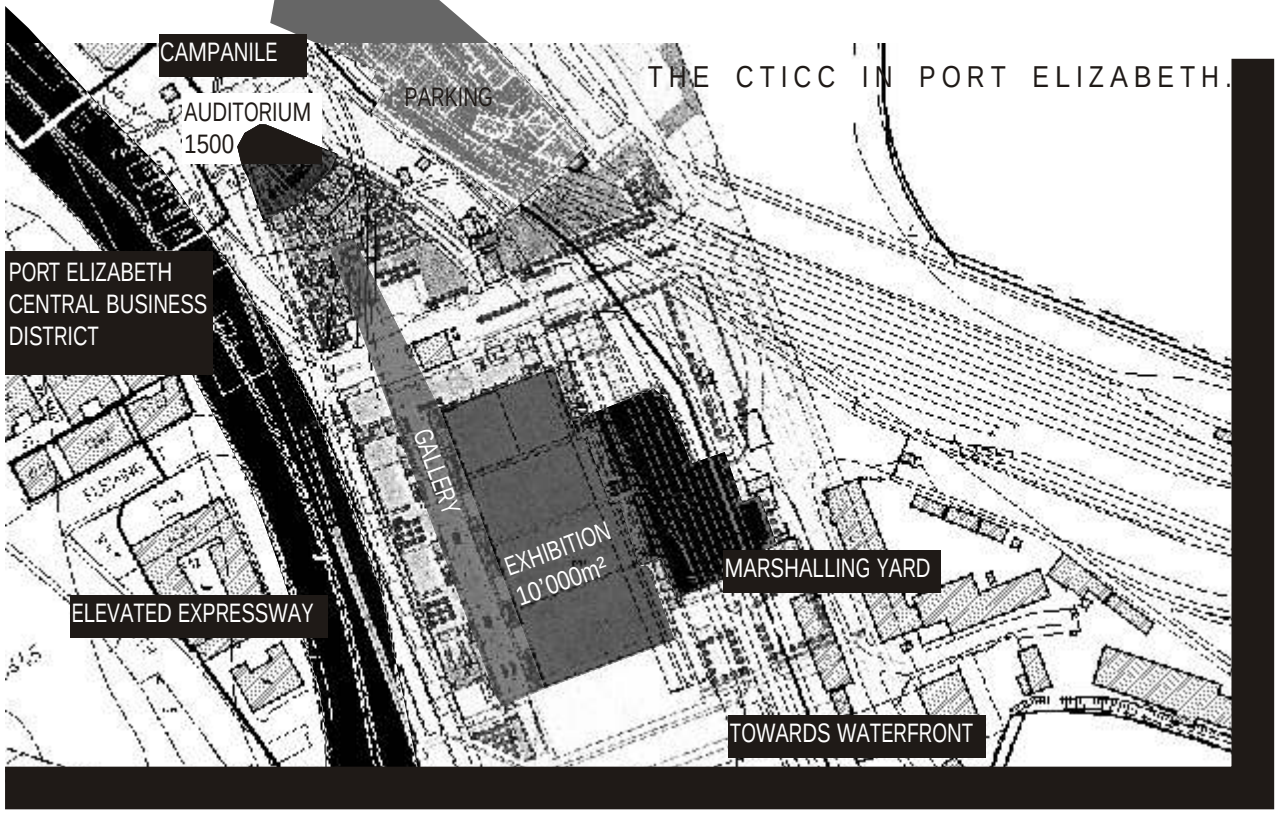
Furthermore it casts the buildings of the CTICC in the role of a city gate. It serves as a ceremonial entrance to the CBD on the scale of the motor vehicle.

If the CTICC is a direct response to the requirements of its operator, as has been alleged, then the layout of functions should be a general indication of what is deemed necessary for South Africa:

1. 10'000m² of column less exhibition space is located close is enclosed in a rather blunt shed with a large shunting yard close to it.
2. Meeting rooms, restaurants and arrival areas are arranged longitudinally along a road that receives delegates from bus and taxi drop-offs. This means that apart from the main ceremonial entrance, the facility also needs direct access to these spaces. Here it is accessed directly from the city - the street.
3. The main entrance foyer and minor concessions face onto a semi-public square that is also used as a low speed vehicle through fare.
4. The gallery/ spine/ concourse is the organising element in the facility. It eases navigation/ legibility in the complex and is especially important since the program implies masses of users to whom the building is unfamiliar. The strategy can be summarised as follows: Organise public spaces around a simple datum - in this case a straight line.
5. The number of parking spaces should be gauged with the number of seats in the main auditorium.
6. Kitchens at basement level are in a linear configuration so that service can be distributed throughout the building without crossing circulation routes with delegates. Kitchens are also easily accessible from the service area under the highway.
7. An experiential scale is established that seems less monstrous than the program would suggest. This is achieved with denser rhythms of shading devices, columns, atriums and street front pergola's on public facades than typically found along the highway or on the hotel monolith.
8. Two atriums and a ballroom are situated on Steytler avenue - towards the city. By use of a glass curtain wall the city becomes visible from within and the inside visible from the street. This makes the city street more active thereby adding to the value of the experience.
9. The entrance foyer seems too small and reception too small to register large masses of delegates.
10. Interiors have been kept neutral to minimise competition with the marketing material of conveners.
11. Interiors are executed with high quality materials that are fitting to the high class events that conventions have become.
12. A combination of large, solid, heavy elements (massive columns, large wall planes - typically of light coloured stone and tile) and lightweight, dense elements (stairs, window mullions, window shading, rails typically of darker coloured steel) was used to give a balanced but interesting composition - the eastern exterior of the concourse seems somewhat over-articulated.
13. The main auditorium seems compressed but its severely horizontal ceiling - probably necessitated by the constraints imposed by the double roof system. There seems to be a lack of focus of attention in the auditorium - the absence of at least a proscenium makes the space undirected. Maybe too much trust is placed on multimedia presentations. How could the auditorium contribute to making the audience more receptive.

Arguably the most important lesson to be learnt from the CTICC is that the size of the facility - especially the exhibition hall - is critical.

"The site has a major drawback and that is its size - the size precludes many international exhibitions which demand more than twice the space provided."(Architect & Builder, p72)



ADELAIDE convention centre

the Adelaide convention centre floor is elevated over nine railway lines. ("Convention centre extension due for completion." OneSteel Solutions, #2. 12 September 2001. www.infolink.com.au accessed June 5, 2005.) The construction process allowed at least two rail lines to operate with closures only during off-peak hours.The floor was built with prefabricated methods and long span steel elements to precast concrete head stock beams

Vibrations from the railway also cause noise which would interrupt the functioning of the facility. To overcome this high shear rubber elastomeric bearings were incorporated at the column heads. This was less expensive than isolating the railway lines at ground level.

BEIJING national convention centre

Effect picture of the National Convention Centre. From www.en.beijing-2008.org accessed 05/06/2005

Steel and glass: the ultimate language for convention centre public areas - especially the pre-function spaces. This Chinese centre is of course monstrously large with enough technology to host all the media and communication facilities for the 2008 Olympics.

Herzog and de Meuron meets Kublai Khan.

KURSAAL auditorium and conference centre

auditorium/ convention centre Kursaal. Photo by Sataki Kuihiko from www.nsg.co.jp accessed 05/06/2005

(Cohn, D. 2000. "Moneo's Centro Kursaal." Architectural Record. Volume 188, issue 6, p.212-23

The Kursaal is a performing arts centre and conference facility in the resort city of San Sebastian. The scale of the project would probably suit most people's first guess for a conference facility in Port Elizabeth but PE is not a resort town.
The building is designed along the model of the Sydney opera house in the sense that it is a shape-driven mass on a podium - like a greek temple. It is also a romantic allusion to geographic forces.

The 1'828 seat auditorium has fixed seating and is harmonically proportioned for acoustic reasons. All seating is fixed and the finishes are very 'high end' - Canadian Cedar and Oregon Pine. When compared to American models it is not geared for flexibility but rather for performance in specific fields.

The idiosyncratic 'glass-rock' shape has difficulty connecting with its ground plane or with middle ground surroundings - indoor-outdoor movement is haphazard.

SKY CITY convention centre

Skycity is Auckland's (in New Zealand) 5'370 m² conference, exhibition and convention centre ("Skycity Auckland Convention Centre: at a glance." From www.skycityconventions.co.nz at 05/06/2005).

The plenary room consists of only a 1300 m² column-free space with 900 m² of foyer space. This single space then configures to give Theatre-style capacity for 1'500 or banquet capacity for 1'200

The 1'080 m² exhibition space can host 70 trade booths or a theatre-style meeting for 1300 people. Customised dock and vehicle/service lifts gives access to the show floor. It also has 800 m² of foyer space.

These medium-sized re-configurable rooms define the Australian type of convention facility - not too large but very flexible.

It offers more in terms of smaller conferencing and break-out facilities: 21 separate conference rooms and nine - 1'020 m² - break-out rooms, two board rooms, business centre facilities, client administration offices and catering facilities
The centre is connected to a 700 seat theatre and four and five star hotels and 1960 parking spaces available.

How do convention centre operators brand/ distinguish their product? The following selection from the centre's web site (www.skycityconventions.co.nz) suggests that a lot of attention must be paid to flexibility. The key words are and; or; also; but; can also - options. (High lighting by the author)

Auckland Rooms: One main room of 1050 m², which can be broken down into Auckland Rooms 1, 2, 3, 4 and Auckland Foyer. Five-metre ceiling stud, Ideally suited to large plenary meetings, AGMs, exhibition booths and road shows. Includes use of Auckland foyer for breaks. Flexibility in size and space with two operable walls in each room. Conveniently adjacent to breakout rooms. Close to large service lift for any large pack-ins including vehicles. High-speed broadband access. Permanent rigging for lighting, trussing and banners. Direct access to customised banquet kitchen.

Epsom Rooms: One main room of 248 m², which can be broken down into Epsom Rooms 1, 2 and 3. Floor to ceiling natural light. Perfect for workshop-style and small meetings: classroom or cabaret. Easily and efficiently enlarged or reduced with neighbouring rooms. Closely located to escalators and lifts. High-speed broadband access.

Milford Room: Ideal for small board or committee meetings. Closely located to business suites for any business needs. Out of the way for confidential meetings if required. High-speed broadband access. Ideal breakout or work room.

Parnell Boardroom: Ideal for training sessions, presentations and board-style meetings. Floor to ceiling natural light. High-speed broadband access. Motorised screen and high-tech databoard.

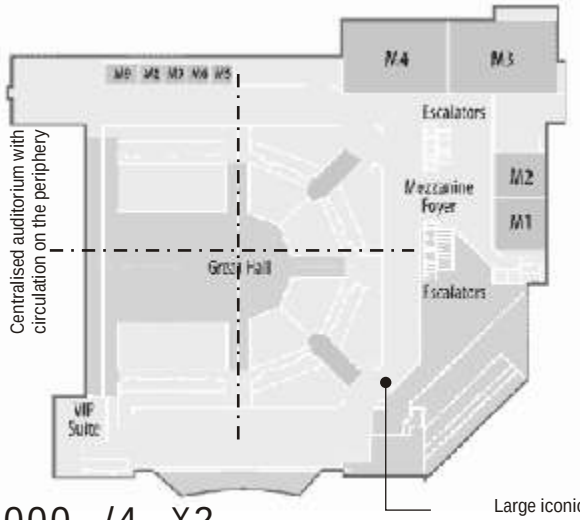
Business Suites: Perfect for conference organiser to use as office/secretariat. Comprehensively equipped with own desk, PC, fax, photocopier, telephone and small meeting table. Ideal for meetings of 6-8 people. Perfectly located to main conference floor but hidden away for privacy.

New Zealand Rooms. One main room of 1300 m², which can be broken down into New Zealand Rooms 1, 2, 3, 4 and New Zealand Foyer
Six-metre ceiling stud column-free room
Ideally suit large plenary meetings, or large gala dinners up to 1200 people. Offers flexibility in size with two operable walls in each room. Conveniently adjacent to Marlborough Rooms for break-out sessions. Close to large service lift for any large pack-ins including vehicles. Highspeed broadband access. Permanent rigging for lighting, trussing and banners. One hundred permanently installed computerised roving lights, Motorised screens. Direct access from stage to client 'green rooms'. AV control room.

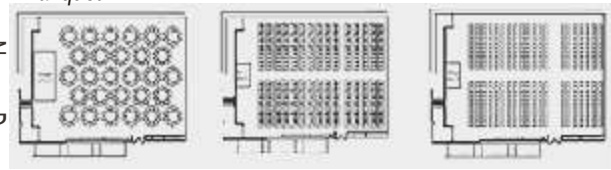
BRISBANE convention centre

Although the main auditorium features fixed tiered for only 4000, it can accommodate 8000. 25,000 m² of single level exhibition space makes this centre more able to accommodate international events. The exhibition space is 1/6th of its entire floor area.(www.bcec.com.au visited 05/05/2005).

Main auditorium: despite its size still able to subdivide into four. But can also double its seating capacity.



4000 /4 X2
= FLEXIBILITY



DUBAI international convention centre

www.dwtc.com visited 05/06/2005. "Facilities: Dubai International Convention Centre."

The Dubai International Convention Centre (DICC), is another high-tech MICE (Meetings-Incentives-Conventions-Exhibitions) venue for up to 12,000 delegates. It already hosted the 2003 Annual General Meetings of the Boards of Governors of the World Bank Group and the International Monetary Fund (IMF) attended by 16,000 delegates. It is designed to host international conventions, congresses, corporate meetings, seminars, workshops, incentive travel events, theatrical productions, musical extravaganzas and other entertainment options. The main hall (7'760 m²) is flexible with operable walls and can accommodate from 600 to 6000 delegates.

When set for the maximum capacity as an auditorium, it can accommodate 2,500 retractable seats in a tiered setting and an additional 2,000 seats on the 'flat'.

It can be configured to include four large meeting rooms, also located at ground level - two rooms to accommodate up to 547 delegates and two that can accommodate up to 767 delegates.

There are also 22 breakout rooms in a range of sizes, that can accommodate from 50 to 220 delegates. An additional 16 breakout rooms and a ballroom is available within the Dubai World Trade Centre complex.

Simple chairs and tables are used on the 'flat' to manufacture the semi-office environment that delegates require during multinational discussions. Is this acceptable for international conventions? Is size the only requirement for an event of this nature?

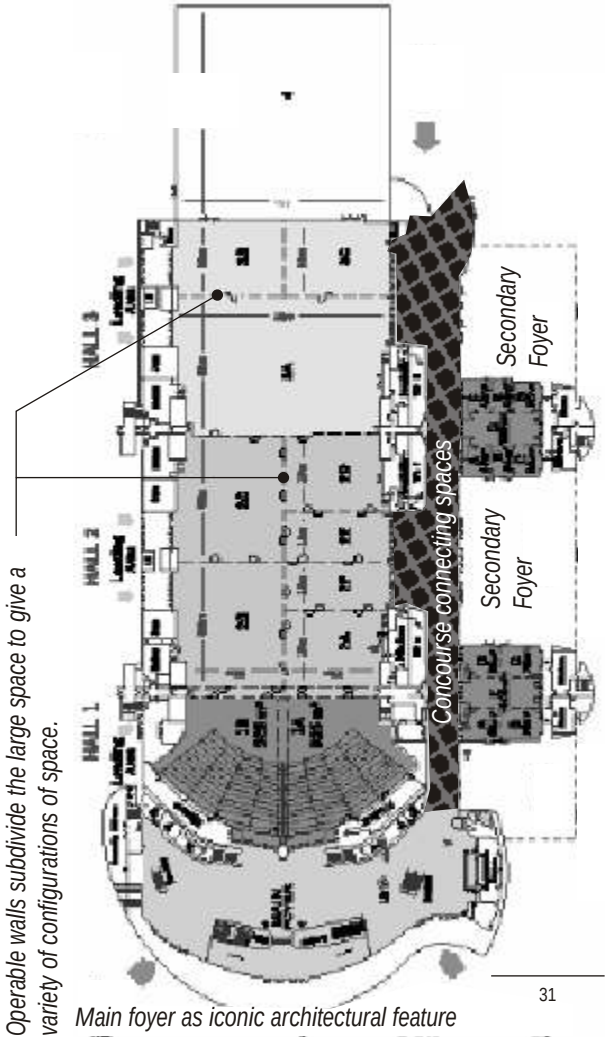
Perhaps it is more comfortable to freely move your own chair during the long hours of the event.

DURBAN international convention centre

www.icc.co.za visited 05/06/2005. "ICC Durban: Durban exhibition centre."

A combined space of 9'600 m² is available from two halls. Hall 1 consists of 6'000 m² exhibition space. It also features a 1800 raked seating system that lifts into the air to leave an open floor space. The auditorium can be subdivided to give two self-contained, sound proof, theatres each accommodating 840 delegates. It is equipped with interpretation booths, full projection, lighting and stage facilities - all with direct vehicular access .The open floor can be divided into two halls of 925 m² each and is served by two satellite kitchens. It also features portable stage facilities supported by green rooms (backstage rooms).

Hall 2 has 3'600 m² of column-free exhibition space that can be subdivided into three independent venues by operable walls. Halls 1, 2 and 3 can be combined to seat up to 5000 delegates - although it is doubtful whether the length-to-width ratio of the hall is suited to this arrangement. banquet capacities are based on 1.8 m round tables for 10 guests each. It is serviced by four satellite kitchens with hospitality suites and organisers' offices overlooking the venue. It has direct vehicular access - a must for reducing the installation and pack-up times of exhibitions.



Operable walls subdivide the large space to give a variety of configurations of space.

Main foyer as iconic architectural feature

HAMBURG congress centre

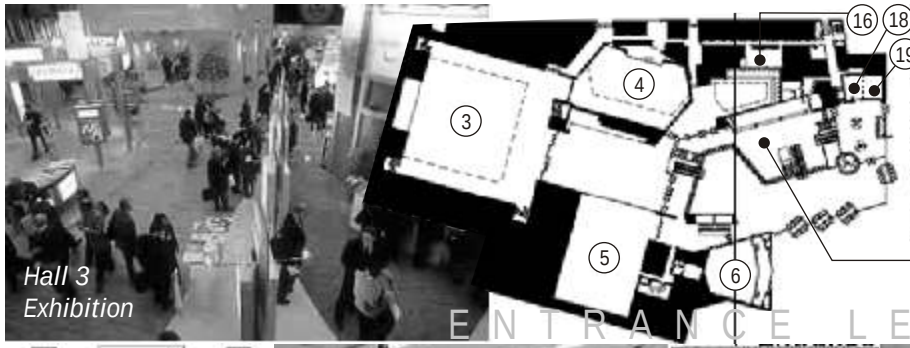
The Congress Centre Hamburg illustrates the european model for an international convention centre - hosts 200 conferences a year, each attended by 150'000 people. 200 cultural/ social events draw 400'000 attendees(www.cch.de visited 05/06/2005. "CCH: Congress centre Hamburg."). The design centres around the entrance lobby that distributes services and circulation to the rest of the complex. The entrance lobby gives access to all halls,

to the VIP suite, the CCH's underground car park, and to the adjoining hotel.

Typical of a first-world venue, it functions more like a media centre with all its technological capabilities: Optical-fibre and copper-cable networks are used for transmission of large volumes of data for external transmission and for in-house use(i.e. from one hall to another). Video and computer image projection screens are up to 112 m². In-house closed-circuit television channels enable delegates to follow conference events outside of the hall itself, and there are facilities for national and international live TV transmissions. CCH has built-in and mobile booths and equipment for simultaneous interpreting. The quality of audio/ video facilities and acoustic design is such that it allows a studio-like environment for all halls.

Computer-controlled lighting systems with stage and studio lamps are installed so that various lighting effects in the halls is created for ceremonies, gala events and banqueting. There is also a service centre with telecommunications equipment, a cash dispenser and a central information desk.

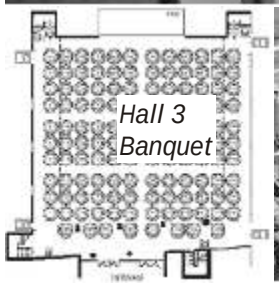
Hall 6 Conference



Market Analysis - Precedent Study

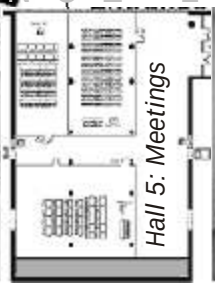
Entrance Lobby

large registration area for conference administration



Hall 3
Banquet

Hall 4
Conference



Hall 5: Meetings

Hall 5
Banquet

Hall 3 is a multi-function hall, for use as a main conference room, ballroom, banqueting, concert or exhibition hall. It shares a foyer with hall 5. Separated from hall 4 by sliding door. Next to banqueting kitchen. Goods can be lifted to platform. Infrared simultaneous interpreting system, studio mixing console, VHF microport system, professional recording and playback equipment, multimedia links. 40 m² roll-up screen, high-power slide and overhead projectors, large-screen video and data projection facilities, live and satellite transmission, closed-circuit video transmission.

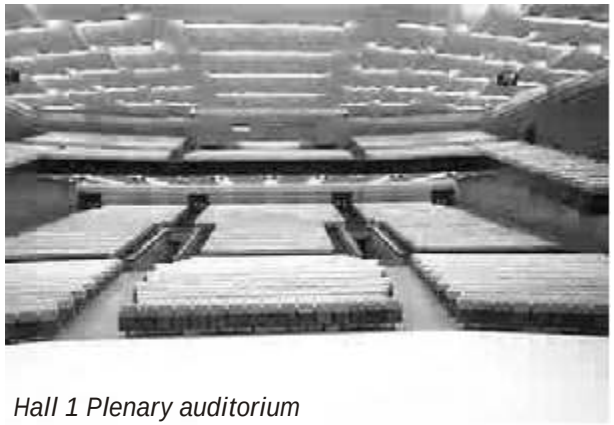
Hall 4 is a conference room, ballroom, banqueting hall or exhibition hall. Linked to hall 3 by sliding door. Small platform (extension possible). Next to banqueting kitchen. Simultaneous interpreting system, studio mixing console, VHF microport system, professional recording and playback equipment, multimedia links. 35m² roll-up screen, high-power slide and overhead projectors, large-screen video and data projection facilities, live and satellite transmission, closed-circuit video transmission.

Hall 5 is designed for multi-purpose use, and is particularly suitable for exhibitions, conferences, banquets, or as a press centre for large events. It is equipped with soundproof sliding partition walls, for subdivision into 20 smaller meeting or office rooms. Linked to Hall 3 by a shared foyer. Built-in ceiling loudspeakers and mobile sound reinforcement, with professional sound engineering. Mobile screens, video/data projectors.

Hall 6 is a medium-sized conference hall, directly accessible from the entrance lobby. It has a large glass front facing the CCH forecourt, with screening capabilities to provide dimming for projection purposes. Infrared simultaneous interpreting system, studio mixing console, VHF microports, professional recording and playback equipment, multimedia link. Video and data projectors, slide and overhead projectors, 2 screens of 9m² each

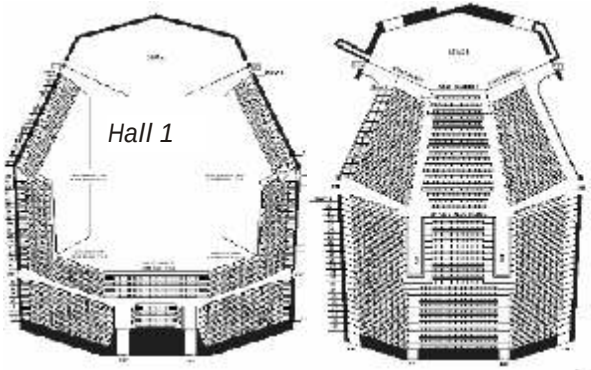
Halls 16-19 are smaller conference rooms, accommodating between 12 and 93 participants depending on room and seating configuration. Halls 18 and 19 are accessible directly from the entrance lobby, situated close to the registration desk. They can be combined by removal of a mobile partition wall, suitable as a small press centre. Hall 16 can be subdivided into two rooms by installation of a mobile partition wall. Fitted ceiling loudspeakers and mobile sound reinforcement system, infrared simultaneous interpreting system with professional sound engineering. LCD and video projectors, slide and overhead projectors; some rooms have built-in projection surfaces.

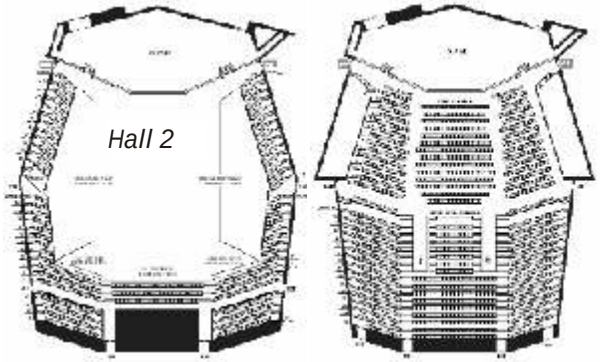
Room 18 Conference
Room 18 Meeting

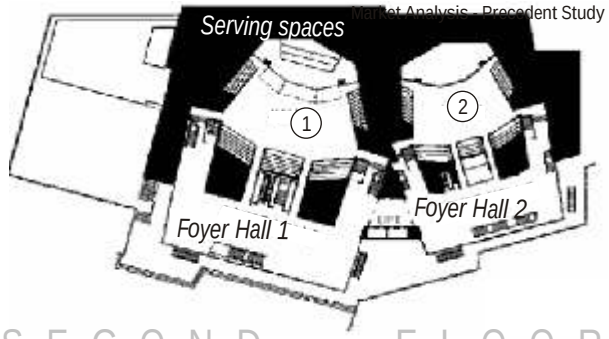


Hall 1 Plenary auditorium

Hall 2 Plenary auditorium







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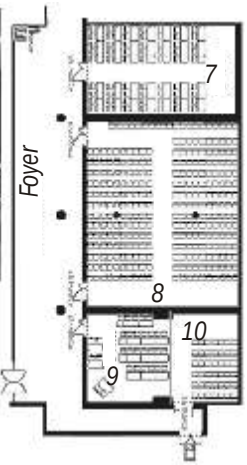
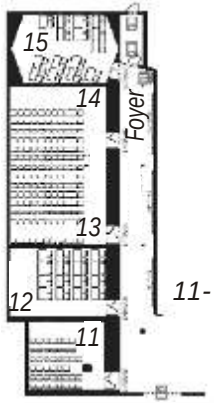




FIRST FLOOR

Hall 1, the largest auditorium at CCH, has tiered seats and a large platform. It is used for large conference events, annual general meetings, political party conventions, product launches and concerts. Foyers are used as exhibition space and/or for catering. 3 self-elevating platform sections, orchestra pit (3-part), goods lift to platform. Infrared simultaneous interpreting system, sound reinforcement, studio mixing console, VHF microport system, recording and playback equipment, multimedia links.112 m² roll-up screen, high-power slide and overhead projectors, large-screen video and data projectors, live and satellite transmission, closed-circuit video transmission.

Hall 2 is an auditorium with tiered seating. It is used for large conference events, annual general meetings, political party conventions, product launches, concerts, television recordings and show events. the foyers can be used as exhibition spaces and/or for catering. Infrared simultaneous interpreting system, sound reinforcement, studio mixing console, VHF microport system, recording and playback equipment, multimedia links: 81 m² roll-up screen, high-power slide and overhead projectors, large-screen video and data projectors, live and satellite transmission, closed-circuit video transmission.

Halls 7 - 10 accommodates 24 to 286 delegates. Halls 9 and 10 are combined by removal of mobile partition wall. Infrared simultaneous interpreting system with sound engineering. Hall 8 has an amplifier system with mixing console

Video and data projectors, slide and overhead projectors, built-in projection surfaces.

Halls 11 - 15 accommodates 20 to 156 delegates. The foyer can be used for catering. Halls 13 and 14 is combined by removal of a mobile partition wall. Fitted ceiling loudspeakers and mobile sound reinforcement, infrared simultaneous interpreting system with sound engineering. LCD and video projectors, slide and overhead projectors; built-in projection-surfaces.

HONG KONG convention and exhibition centre

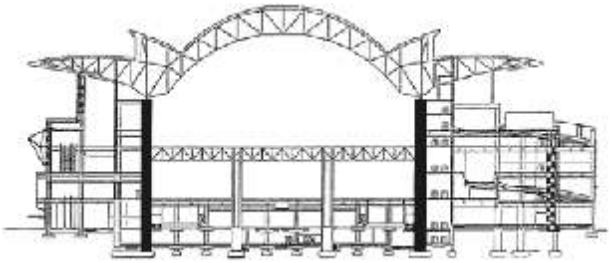
The largest facility in Asia outside Japan - The Hong Kong Convention and Exhibition Centre (HKCEC) has five exhibition halls, two ballroom-style convention halls, two theatres, 52 variously sized meeting rooms, two foyers for pre-function gatherings and supporting amenities (www.hkcec.com.hk visited 05/06/2005 “Hong Kong Convention and Exhibition Centre: Facility.”).

The HKCEC has a total internal exhibition area of more than 28,000 m² with 16-metre headroom and spans ranging from 26 m to 81 m. The 7,000 m² fully glazed main entrance foyer has a clear headroom of about 60 metres.

Except for the east-facing granite slab external walls, most exteriors are glazed. The glass walls are hung from the roof and supported by vertical or/and horizontal trusses spanning between floors and columns. All internal steel columns and bracing members are clad in fibre-reinforced concrete panels. Other concrete wall and floor surfaces are finished in granite and marble slabs.

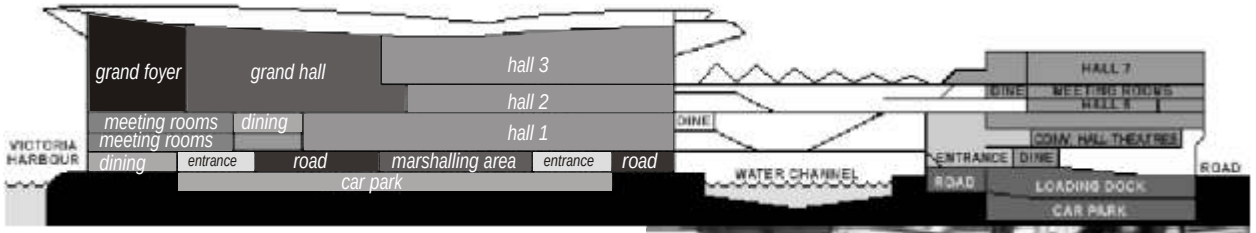
Six 280-tonne primary steel trusses were fabricated off-site. Secondary trusses were erected between the primary trusses to stabilise the roof frame and support the purlins for the roof deck.

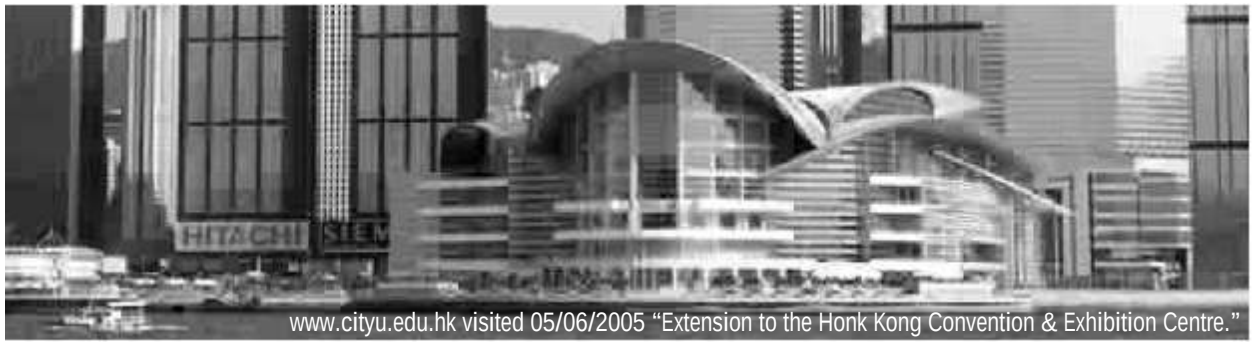
The roof deck is [illegible] corrugated under-laid deck, ash-grid system, insulation layer, cement board [illegible] roofing sheets and a PVDF coated aluminium alloy roof skin.



Steel structure over a 8,500 m² column-free exhibition hall and a 6,000m² convention hall.

The floor of the 3 exhibition halls was made of a steel truss/RC composite deck structure supported by four pairs of composite steel columns on a 27m grid.





www.cityu.edu.hk visited 05/06/2005 “Extension to the Honk Kong Convention & Exhibition Centre.”

PERTH centre

The Perth Centre, accommodating 5'000 delegates, sheds some light on what is required from a modern convention centre. Perth competes with a number of well established centres in Australia and have therefore developed the features necessary to gain a foothold on a market dominated by size. Its major facilities include six exhibition pavilions, a 2,500-seat tiered auditorium, 19 meeting rooms, varying in size; and several ballrooms (www.perthcentre.com.au visited 05/06/2005. "the Centre.") - all rather standard specifications. It distinguishes itself by some extra facilities that focus on the events that take place before and after conventions and conference-sessions.

Facilities for event organisers and delegates include a business centre, green room, organisers' office suites, cloakrooms, VIP room, media room and internet cafe. Office areas and cafes are also featured within each of the six versatile pavilions. When breaking from proceedings, While adjacent to the venue, the Metro Bar and Bistro is open for breakfast and dinner daily.

A registration desk (19 metres in length) is located in the main foyer and provides facilities and a focal point for event and meeting management. A lockable office is available behind the main registration desk.

"Images supplied courtesy of The Perth Centre http://www.perthcentre.com.au/"

UNIDENTIFIED HALL FROM EAST ASIA

This image of a hall, presumably from somewhere in south Asia(logo graphic for "architexturez. > south asia." from www.architexturez.net, visitied 05/06/2005, Architect, photographer and building anonymous.) conveys a sense of building that could inspire many beautiful words about atmosphere, light and simplicity. What could this place be? Is it a church or a temple of some sort? Does, what seems to be, plastered brick wall construction and an off-shutter concrete beam ceiling hinder the acoustics of the place? Does it not allow too much light and outside noise to interfere with the activities inside the hall?. When was it built - 1950 or 2005? Maybe this mysterious image can inspire the discussion on an appropriate architecture for South Africa. Certainly it disproves the idea that modest means preclude beauty.

Conclusion

From this analysis of the conferencing market and the above precedent studies it is clear that a great number of facilities exist around the world and that competition on the international market is strong. The centres differ qualitatively according to not only the capacity of their facilities but also the setting of the centre and the accompanying services and elements such as recreation and accommodation.

Centres have been found to cater for the following categories of meetings (Lawson, 1981):

Congress or Assembly: 'General sessions facilitating a formal exchange of information and views' (ibid). These gatherings are typically large and have an international draw of attendees.

Assemblies are more of an *ad hoc* nature for deliberation and discussion of specific issues

Conventions are common in America, Australia and Asia. These are usually general sessions - information giving - and are often accompanied by exhibitions.

Conferences are general sessions of face-to-face groups with a high participation usually concerned with planning, obtaining facts and information or in solving operational problems. These are usually less formal (ibid)

From the above it should be clear that Port Elizabeth's primary concern in establishing an events centre would be to attract clientele. Because there is not sufficient demand in the region, and the national market is already catered for by the CTICC, Durban's Convention Centre and the various facilities of Gauteng, it is incumbent upon the developer to enter the international market. This accords with Port Elizabeth's stated focus on attracting international tourists. As is clear from this study though, The international market is an established playing field. Some important considerations when considering this approach would be the following:

Capacity: the Facility should attempt to differentiate itself from

especially the MICE products from Australia by operating a centre with capacity for more than 4000 general session attendees, which is becoming the norm.

Supporting facilities. The trend seems to be a concentration of all activities in one facility: general sessions, exhibitions, break-out sessions, Catering and Banqueting.

Supporting services. The centre should have a facility for event organisers to operate from before, during an after and event.

Technological features: The modern centre is a technological wonder and caters for the newest methods of presentation, entertainment and communication. Inside the centre and towards the outside media.

Furthermore, Port Elizabeth's centre should differentiate itself even further within the conventions market. Enough products are available that offer opportunities for private organizations to convene but there seems to be a shortage of facilities for public gatherings and intergovernmental meetings. This would be especially appropriate given the growing focus on developing countries and the role they play in the globalised world. Additionally developments in African continental politics and the beginnings of the envisioned African Union give further assurance to this notion.

Nonetheless, the private market seems to be strong and growing. Port Elizabeth's natural and cultural tourism attractions coupled with the Coega harbour and newly established Industrial Development Zone gives momentum to further development of tourist facilities.

Figure 41. Crayfish-coloured tourists abound

Figure 42. On the outskirts of the city women and a man worship in the veld. Everybody else seems to be burying people.