

E// SPORTS

E//SPORTS AN ALTERNATIVE TERTIARY EDUCATION MODEL AS A FORM OF URBAN REGENERATION

CS:GO

LEAGUE OF LEGENDS

VALORANT



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E//Sports an alternative tertiary education model as a form of urban regeneration

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Introduction

In recent years, the world of gaming has undergone a transformative shift, evolving from a pastime into a highly competitive industry with vast potential for both professional competition and content creation. This evolution has created new opportunities, particularly in regions like South Africa, where the gaming industry is rapidly gaining prominence. Located in the vibrant Rosebank district, adjacent to the Keyes Art Mile gallery, there exists a unique opportunity to establish an Esports Institute that not only serves as a hub for education, but also as a public-facing space that actively engages with the community.

This thesis proposes the establishment of an Esports Institute in Rosebank, South Africa, designed to foster the development of professional gamers and content creators. The institute could offer comprehensive programs that cater to a range of interests and skill levels, from introductory courses on gaming strategy, management and mechanics, to setting up for live events in terms of technology being used as well as streaming and content creation, to advanced training in competitive gaming. Through these initiatives, the institute seeks to empower individuals to pursue careers in gaming, whether as professional players, streamers, or industry professionals.

By leveraging the growing interest in gaming and its potential as a viable career path, the institute aims to serve as a catalyst for the industry's growth in the region. By touching on the potential financial opportunities in the country as well as potential earnings that come with this industry in the form of revenue, employment salaries, sponsorship and competitive prizes, the justification for this type of new industry can potentially be seen as the establishment of a career path that would have potential growth in South Africa.



Fig 1.1 - photo collage credit to author,photo credit^{1,2,3,4}.

Esports, characterized as a novel sporting domain necessitating electronic media for participation which revolves around competitive gaming. Games spanning various genres, including first-person shooters (FPS), simulated experiences like Formula 1 racing, and sports simulations, serve as the arena where individuals vie to establish supremacy on a global scale. While in numerous countries Esports has bloomed and exploded into a mainstream industry while in others, it persists as a pastime rather than a viable career path, encountering scepticism regarding its professional merit.

The work done will investigate the potential of Esports as a tool for social and cultural revitalization. By integrating Esports into urban regeneration strategies, the study will explore how it can promote social cohesion, digital literacy, and community engagement. The aim is to determine whether a thriving Esports industry can create inclusive spaces that connect diverse communities, support creative expression, and foster skill development. Ultimately, the research will evaluate whether establishing an Esports institution can serve as a model for economic progress and urban revitalization, positioning South Africa as a competitive player in the global Esports arena.

This evolution has opened up new possibilities, especially in regions like South Africa, where the gaming industry is quickly growing in importance and is increasingly being recognized as a form of mind sport (*Esports Insider, 2023⁵*). Situated in the lively Rosebank district, near the Keyes Art Mile gallery, there is a distinctive opportunity to create an Esports Institute. The institute could potentially function as an educational centre as well as a public space that actively interacts with and involves the local community.

The institute's strategic location in Rosebank provides it with both visibility and accessibility, attracting not only aspiring gamers but also members of the public interested in the intersection of gaming, technology, and culture. By incorporating a public interface that interacts with the street, the institute will become a dynamic part of the urban landscape, drawing attention to events and activities happening within its walls.

The institute will offer comprehensive programs that cater to a range of interests and skill levels, from introductory courses on setting up for live events in terms of technology being used as well as streaming and content creation, to advanced training in competitive gaming. Through these initiatives, the institute seeks to empower individuals to pursue careers in gaming, whether as professional players, streamers, or industry professionals.

The mini stadium building designed will need to meet The International Esports Federation (IESF) and DLA+ Architecture & Interior Design (DLA+) Esports Venue Standardization Guideline which is an international body that certifies every Esport venue as being suitable to host events and allow players to showcase themselves, which acts as a form of regulatory behaviour for the buildings in this industry.



Fig 1.2 - Map credit by Author.

Problem Statement

The absence of prominent professional Esports players and content creators in South Africa underscores a notable void within the employment landscape, revealing an untapped reservoir of earning potential ripe for exploitation as a catalyst for urban regeneration.

Research Questions

Considering the proposed building and its program, several critical research questions emerge. The primary question is whether this novel blend of employment, training, and entertainment opportunities will attract sufficient attention from visitors who predominantly come to the area for its art galleries, bars, and restaurants. Also questioning on how esports acts as a bridge to social interactions and links to the existing spaces. This investigation seeks to determine whether incorporating an Esports facility into the existing Keyes Art Mile will successfully draw a new audience and enhance the area's appeal without diminishing its current attractions.

Secondly, will the proposed Esports facility act as a complementary attraction that enhances the overall experience for visitors to the Keyes Art Mile, or could it risk overshadowing the existing cultural and recreational amenities? This architectural approach requires us to consider how both Johannesburg's residents and visitors engage with new developments in the cityscape. Will the Esports facility become a vibrant focal point that draws a diverse audience, or could it fail to connect with the local community? Understanding Johannesburg's sociocultural dynamics is essential for assessing the potential acceptance and impact of such a facility on the urban environment.

Finally, a pivotal question is whether this approach to employment and training in the Esports sector is justified in the South African context, particularly given the prevailing constraints on technical skills and infrastructure. Does the target group possess the necessary skills and aptitude to capitalize on the opportunities presented by this innovative venture, or are there significant barriers to participation that need to be addressed? Evaluating the feasibility and sustainability of integrating an Esports institution into the South African socio-economic landscape is essential to balance modernization efforts with the realities of local conditions, ensuring that such projects contribute meaningfully to economic development and urban regeneration.

Research Goal

The research aims to explore the gap in South Africa's market for mainstream Esports training. Its goal is to create a comprehensive program that is accessible to a wide range of people. This includes developing a curriculum and designing a social environment that engages both spectators and locals. Social benefits of esports, age ranges and passion as well as existing esports facilities are to be analysed.

All work will look at a way in which the building aspires to seamlessly integrate into the cultural fabric of Rosebank, enriching the architectural landscape while offering panoramic vistas that stir the senses. By achieving this delicate balance between functionality and aesthetics, it seeks to not only enhance the allure of the Keyes Art Mile but also redefine it as a hub for technological innovation and community engagement. Through meticulous attention to detail and thoughtful design, the facility aims to transcend its mere physical presence, becoming a focal point for social interaction and cultural exchange within the vibrant Rosebank district.

Another major aim is to investigate whether establishing a dedicated Esports institution in South Africa can act as a catalyst for urban regeneration and inclusive economic development. The South African Esports industry currently faces significant challenges, including high technology costs, inadequate internet speeds, and frequent electricity shortages due to unreliable power systems. These infrastructure deficits severely hinder the sector's growth and limit opportunities for aspiring gamers and content creators. The goal is to explore how targeted investments in Esports infrastructure—such as constructing and equipping state-of-the-art Esports arenas, enhancing digital connectivity, and ensuring a reliable power supply—can address these barriers and foster a more accessible Esports ecosystem.



Fig. 4.1 - Graphic depicting art as a known enjoyment, while questioning Esports.

Taking an assessment on how developing a comprehensive Esports infrastructure could stimulate economic growth by creating new job opportunities and encouraging entrepreneurial activity. By examining the impact of Esports on local economies, the research aims to identify how investments in this sector can contribute to broader socio-economic benefits. This includes evaluating the potential for job creation, skill development, and the attraction of international investment. Additionally, the research will explore how Esports can play a role in revitalizing urban areas and providing new career pathways for youth, thereby influencing the broader job market and helping to address South Africa's high unemployment rates.

In addition to its local impact, the initiative harbours ambitions of pioneering a replicable model for Esports tertiary institutions across the African continent. This entails not just the provision of education but also the cultivation of an ecosystem that nurtures and supports aspiring professional gamers. Drawing from a rich tapestry of international case studies, the project aims to distil best practices and adapt them to suit the unique socio-economic landscape of Africa. By leveraging insights from diverse cultural contexts, the envisioned institution seeks to foster a global perspective while remaining firmly rooted in its local identity. By amalgamating these multifaceted elements, the project envisions the creation of an architectural marvel that not only meets the pressing demands of the modern Esports industry but also catalyses positive social change within the community. Through meticulous planning and interdisciplinary collaboration, the facility aims to serve as a beacon of innovation and inclusivity, inspiring future generations of gamers and enthusiasts alike.

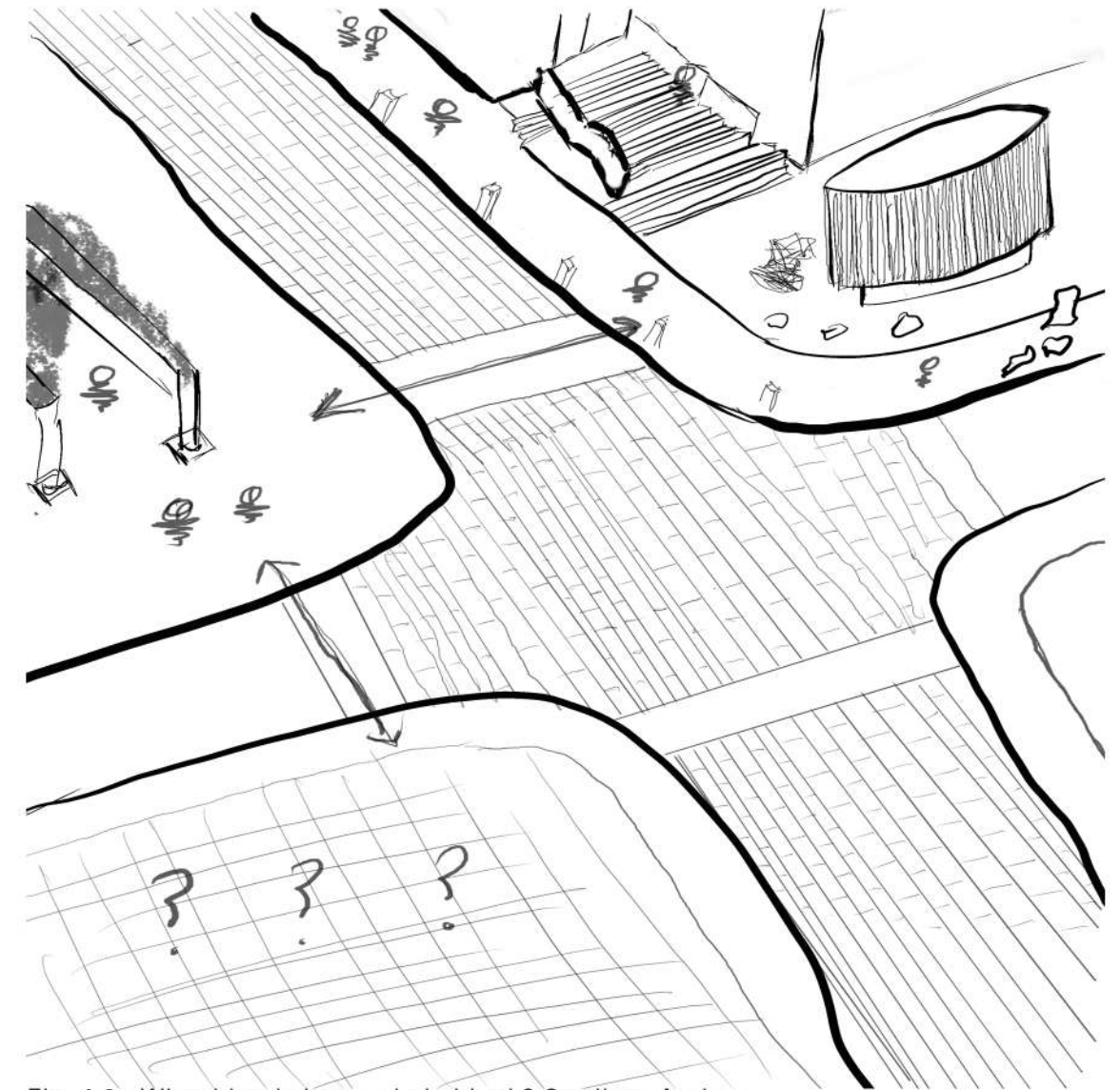


Fig. 4.2 - What blends into artistic block? Credit to Author.

Research Methodology

An analysis through other Esport facilities

The initial phase of the research methodology begins with a comprehensive analysis of the Rosebank area. This involves mapping key locations, understanding the transportation types and networks, and examining spatial development trends. Special attention will be given to how people interact with the site in relation to local activities. Gaining insights into these factors is crucial for enhancing the site's appeal and aligning the project with the area's existing dynamics and interests.

Further potential research would involve a comparative study of similar Esports institutions globally. This includes analysing their strategies for establishing Esports as a legitimate and profitable industry, with a focus on their business models and approaches to professional training and integration. Understanding these methodologies will provide valuable insights into the potential success factors for the proposed Esports Institute.

Additionally, the research will involve conversations with supervisors, peers, architects and participants in the Esports field. This collaborative effort will help refine the project's design and operational strategies, ensuring that the proposed facility is both feasible and aligned with best practices in the industry. Through diverse perspectives and expertise, the project aims to create a robust and innovative blueprint for the Esports Institute.

Using the wealth of information accessible through online articles, academic documents, case studies, other institutions curricula and existing research on Esports institutes and stadiums, gaming and benefits as well as social interactions to help gauge a successful project. After reviewing these resources, insight can be gained in successful models and design principles that have been implemented in similar facilities worldwide. This foundational knowledge will enable me to identify best practices, innovative design solutions, and effective operational strategies that can be adapted to the unique context of the proposed Esports Institute and stadium.

As the research progresses further, this comprehensive understanding will help shape the architectural and functional aspects of the building, ensuring it aligns with established typologies that potentially exist while addressing the specific needs of the Esports community. Integrating these findings into the design process, the project can evolve into a well-conceived structure that not only reflects current trends and standards but also sets a new benchmark in the field of Esports architecture. This approach will facilitate the creation of a facility that is both functional and forward-thinking, meeting the demands of contemporary Esports while contributing to the broader architectural discourse.

Issues

Drawing from three prominent contemporary issues in South Africa, the proposition arises at the intersection of burgeoning opportunities and pressing socio-economic challenges. Firstly, the global ascent of Esports and online entertainment industries stands as a testament to their transformative potential (Bousquet,2021⁶) emerging as lucrative sectors worldwide. Despite this, South Africa's own landscape witnesses a burgeoning yet nascent growth trajectory within these domains. (Adetayo, 2023⁷)

Secondly, the stark reality of unemployment casts a shadow over the nation, underscoring the imperative for innovative solutions to harness emerging sectors for sustainable economic development.

The third issue facing South Africa's Esports industry is a severe infrastructure deficit, compounded by high technology costs, slow internet speeds, and frequent electricity shortages, which collectively hinder growth and accessibility.

South Africa's Esports scene lacks mainstream professional gamers and majorly popular content creators, illustrating the rift between the country's gaming community and the broader global Esports industry. Despite a growing interest in gaming among South African youth (Adetayo, 2023⁷) and the increasing accessibility to digital platforms for content creation and consumption, there exists barriers that prevent success.

By creating a different approach to employment by making gaming in the form of content creation and Esports an actual mainstream profession, there lies potential to create a unique and modern form of employment that is growing with technology. By training people in a different and new industry, the growth of the industry will increase as well as professionals performing in it and the higher chance of South African gamers earning money on the world stage

The transformative potential of Esports as a form of urban regeneration extends beyond job creation to broader socio-economic impacts, including improved social cohesion, youth empowerment, and cultural revitalization. It covers Esports hubs, arenas, and gaming centres serving as inclusive spaces that connect diverse communities, promote digital literacy, and provide platforms for creative expression (Perez,2024⁸) and skill development. By integrating Esports initiatives into broader urban regeneration strategies, policymakers can leverage the unique appeal of gaming and digital entertainment to attract investment (Kemp,2023⁹), foster innovation, and create vibrancy that benefits all residents.

Rather than seeing this gap as a challenge or a hindrance, we can reframe it as an opportunity to use Esports as a tool for urban regeneration and inclusive economic development. By investing in initiatives that develop talent (ATK Arena¹⁰), build infrastructure, and encourage community participation in Esports to bring it into the mainstream media of the country, South Africa will harness the industry's revenue potential, create job opportunities, and stimulate entrepreneurial activity which can revitalize urban spaces. This approach is consistent with broader efforts to diversify the economy, empower marginalized communities, and close the digital divide by leveraging modern and future technologies and digital platforms for social and economic progress.

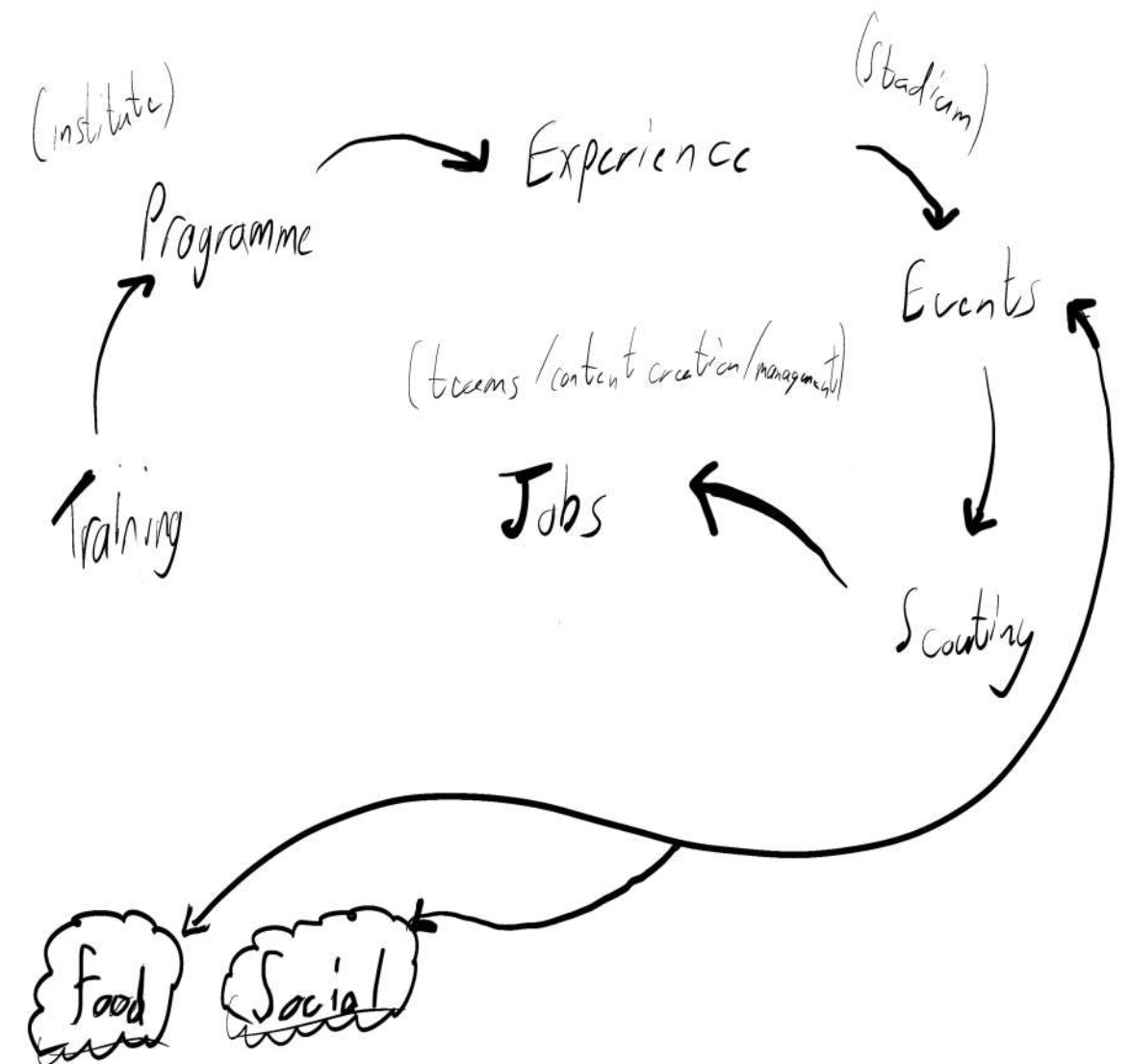


Fig. 6.1 - diagram depicting a possible solution to the issues mentioned.

Examining unemployment statistics in South Africa reveals a troubling increase in the unemployment rate, highlighting a lack of economic growth. A study of the quarters from quarter 3 of 2023 till quarter 2 2024 shows a continued rise in unemployment, underscoring the ongoing economic stagnation.

The rate of unemployment in South Africa is a growing issue in every year, with more professionals being produced in every other professional field as well as retail and physical labourers becoming available however the amount of work available is not growing at the same pace to match the number of adults entering the workforce.

Examining unemployment statistics in South Africa reveals a troubling increase in the unemployment rate, highlighting a lack of economic growth. A study of the quarters from quarter 3 of 2023 till quarter 2 2024 shows a continued rise in unemployment, underscoring the ongoing economic stagnation.^{11,12}

Although earnings in games is represented statistically that South Africans can compete internationally without formal training, South Africa places at position 62 outside of the top 50. The differences in earnings between South Africa and North Macedonia in 50th place, which as of 2022 has recognized Esports as a full sport and has started providing training, is 1.9 million dollars compared to 3.2 million dollars which shows a massive difference in earning potential of 1.3 million dollars.

A potential earning gap that can be crossed through formal training MACEDONIAN ESPORT FEDERATION (MEF) is a non-profit organization responsible for Esports competitions and leagues. Our mission is the development of Esports and an appropriate competition system in the Republic of North Macedonia" (MEF,2022¹³).

China(\$321,615,206.67), America(\$289,781,724.78), and Korea (\$153,306,490.36) take the places in the top 3 (Esportsearnings,2024¹⁴), with each of these regions treating Esports as a sport and providing ample training to players throughout different stages of life. While some countries provide training institutes for certain age groups or just in the field of certain games, South Korea provides training for all "From elementary school students to college students, to people in their early careers, global youth are deeply involved in Esports" (Dal Yong Jin, 2020¹⁵).

This shows that even though there are people in South Africa who have the skills to perform on the National and International stage, but there is no real training or highlighting of these skills for international teams to want to sign these people. To create a space in which Esports and content is created by these people to be pushed out into mainstream international media becomes a prominent driver in which South Africans can earn money.

"Africa's gaming market is growing at an annual rate of 12%" (Adetayo, 2023⁷). An impressive statistic based on the fact that a lot of parts of Africa are still not as developed or moved into 1st world categories. As of 2024 there currently is only one current model or facility that that does exist in the South African context in terms of Esports training and content creation, and this is the issue tackled through this research.

The official unemployment rate stands at **31,9 %**, a decrease of 0,7 of a percentage point in Q3:2023 compared to Q2:2023.

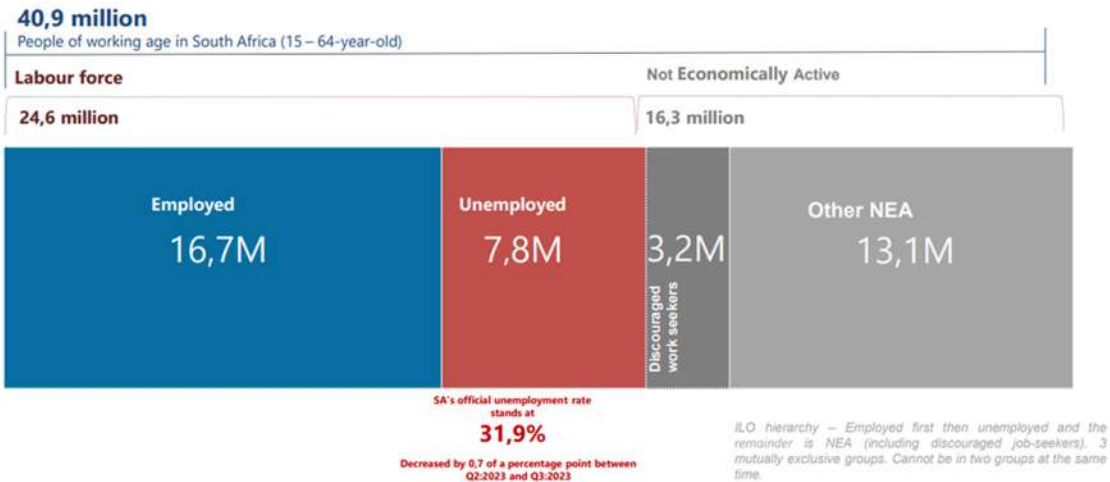


Fig 6.2 - Figures courtesy ^{11,12}.

The official unemployment rate stands at **32,1 %**, an increase of 0,2 of a percentage point in Q4:2023 compared to Q3:2023.

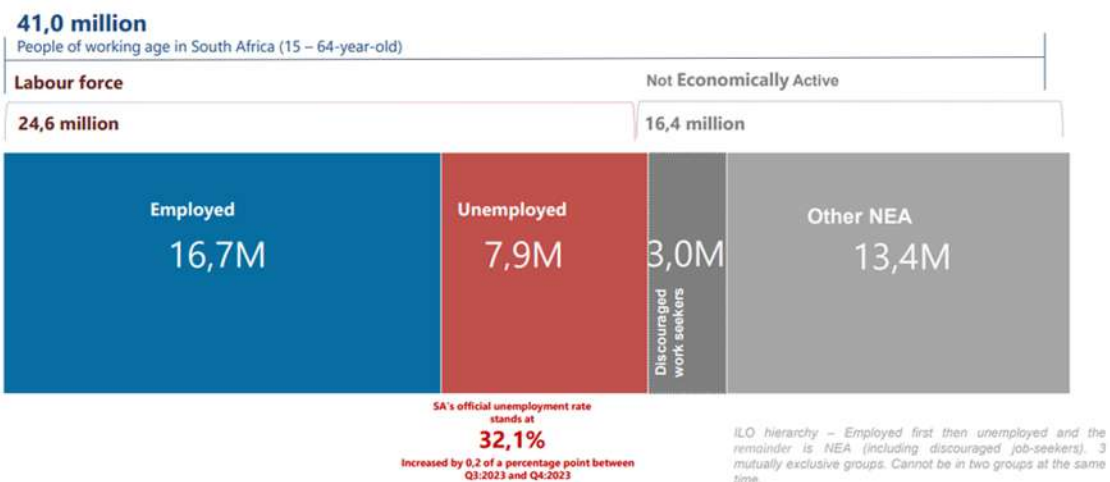


Fig 6.3 - Figures courtesy ^{11,12}.

The official unemployment rate increased by 0,6 of a percentage point to **33,5 %** in Q2:2024 compared to Q1:2024.

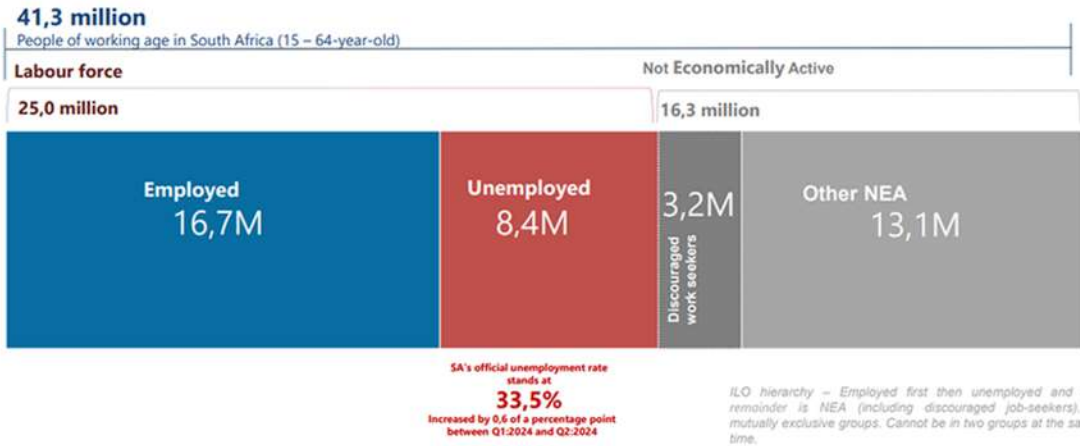


Fig 6.4 - Figures courtesy ^{11,12},

The official unemployment rate stands at **32,9 %**, an increase of 0,8 of a percentage point in Q1:2024 compared to Q4:2023.

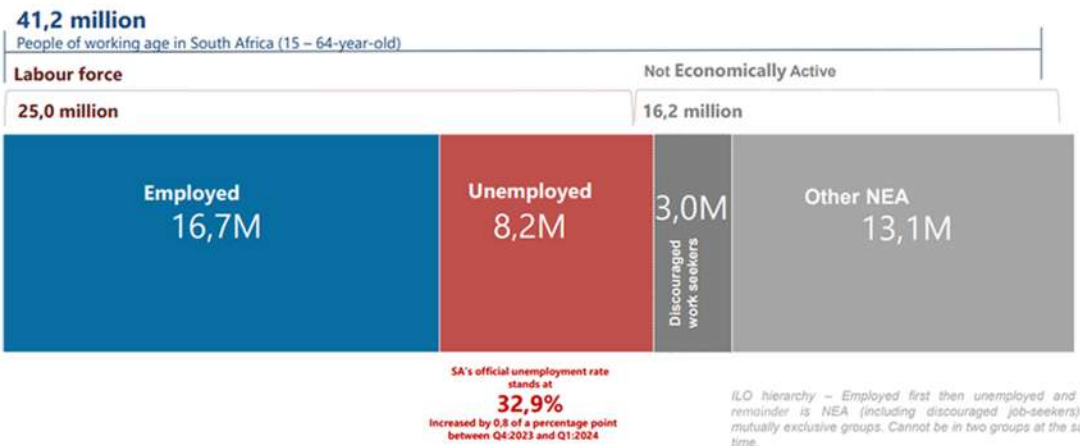


Fig 6.5 - Figures courtesy^{11,12},

The current deficit in infrastructure further exacerbates the challenges faced by South Africa's budding Esports industry. This problem is compounded by several critical factors: the high cost of technology, slow internet speeds, and frequent electricity shortages due to unreliable government-funded power systems. These issues collectively hinder the growth and accessibility of what could be the Esports sector. High costs associated with technology create a significant barrier to entry for many aspiring gamers and content creators.

Many individuals interested in pursuing careers in Esports find themselves unable to overcome these financial obstacles, especially given their unfavourable personal and economic circumstances. This financial strain limits their ability to acquire the necessary equipment and resources needed to compete at a professional level. The lack of infrastructure, including both physical venues and digital support systems, further isolates potential talent. Without adequate facilities and reliable power sources, the industry struggles to support the necessary events, training programs, and content creation that could drive its growth.

South Africa's Esports industry is grappling with severe challenges due to a significant infrastructure deficit. Key issues include high technology costs, inadequate internet speeds, and frequent electricity shortages caused by unreliable power systems. These obstacles not only stifle the sector's growth but also limit access for aspiring gamers and content creators who face financial barriers that prevent them from obtaining the necessary equipment and resources. The lack of robust physical and digital infrastructure further isolates talent and hampers critical activities such as hosting events and providing training programs.

To overcome these challenges, targeted sponsorships and investments are essential for infrastructure development. This includes constructing and equipping dedicated Esports arenas, enhancing internet connectivity, and ensuring a stable and reliable power supply. Addressing these issues will be crucial for the growth of the Esports industry, making it more accessible and inclusive. By overcoming these foundational barriers, South Africa can foster a more dynamic and opportunity-rich Esports environment for participants.



Rosebank

Map depicts Rosebank and its major routes



- | | | |
|---|--|---|
| ■ Main Road - Jan Smuts | ■ Main arterial Roads | ■ Site |
| ■ Main Road - Oxford Road | ■ Gautrain Route | ■ Rosebank |



Fig 7.1 - Map credit Google maps, 2024, Area around Rosebank.²¹

Rosebank
Map depicting Rosebank



CONSOLIDATION Diagram SIWINSKI Land Surveyors, JHB

Act 16 of 2013 Ref. : 7690/5 Date : 25.02.2019	S.G. No. 658/2019 Approved for SURVEYOR- GENERAL 2019-03-28	
Sheet 1 of 2 sheets		
Components : (1) The figure ABbaA represents the Remainder of Erf 146, vide Diagram S.G.No. 11590/1896. Deed of Transfer No.T1025/1897. (2) The figure abCca represents the Portion 1 of Erf 146, vide Diagram S.G.No.A3839/1941. Deed of Transfer No.T7660/1945. (3) The figure cDedc represents the Remainder of Portion 1 of Erf 145, vide Diagram S.G.No.A5267/1943. Deed of Transfer No.T4505/1944. (4) The figure deEfd represents the Portion 1 of Erf 253, vide Diagram S.G.No.3275/2018 Deed of Transfer No. (5) The figure fFGHf represents the Portion 1 of Erf 144, vide Diagram S.G.No.A907/1938. Deed of Transfer No.T4101/1943.		
Servitude Note : The figure ghEfg represents a Servitude 1,26m wide, vide Deed of Servitude No.F15/1970s.		
The figure represents	AB C D E F G H A 7136 square metres Erf 258 in the township of Rosebank (and comprises components 1 to 5 as listed)	of land being
Province of Gauteng Compiled in March 2019 by me City of Johannesburg Metropolitan Municipality		
J.P.Siwinski Professional Land Surveyor Registration Number PLS 0863		
This diagram is annexed to No. d.d. : i.f.o. Registrar of Deeds : Johannesburg	The original diagrams are listed above.	File : 161-200 S.R. : G.P. : S.G.No.A1634/1896 TP 1953 Comp. : IR1C-1/D1

CONSOLIDATION Diagram SIWINSKI Land Surveyors, JHB

S.G. No. 658/2019 Approved for SURVEYOR- GENERAL 2019-03-28
Sheet 2 of 2 sheets
Erf 258 in the township of Rosebank
Scale 1:1250
Province of Gauteng Compiled in March 2019 by me
J.P.Siwinski Professional Land Surveyor Registration Number PLS 0863

Fig 7.2 - Site information Credit to StudioMAS

Site
Rosebank

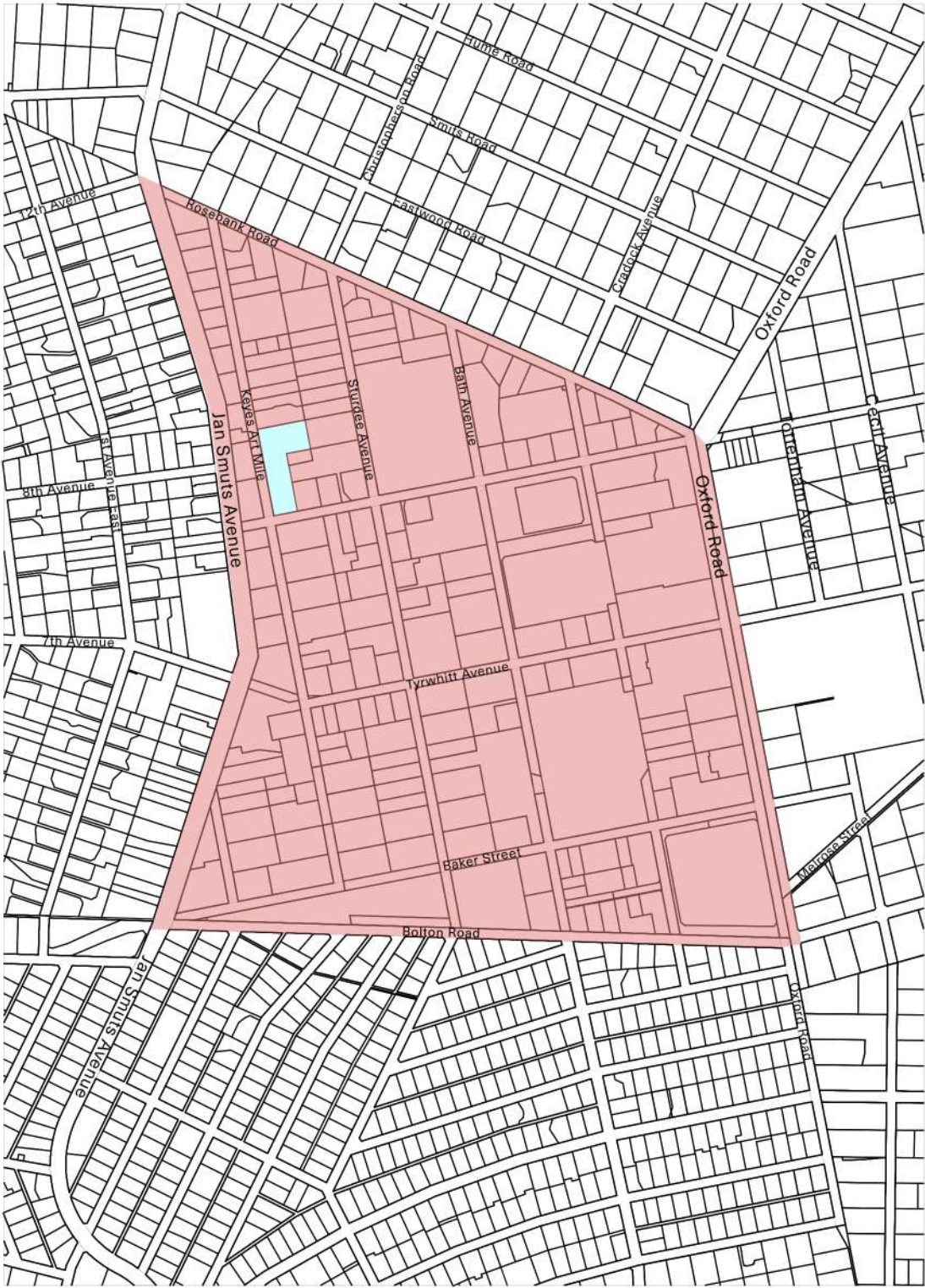


Fig 7.3 - Map credit to Author

A closer look at the area around rosebank

Roads on the perimeter of Rosebank



Fig 7.4 - Map credit to Author-2024.

- Main Arterial Route
- Main Road-Oxford Road
- Main Road-Jan Smuts
- Site

Rosebank, situated to the north of central Johannesburg, seamlessly integrates commercial and residential zones with excellent connectivity to other parts of the city. Its strategic positioning renders it easily accessible to a diverse range of users, facilitated by its proximity to public transportation and two major thoroughfares encircling its periphery. Boasting contemporary infrastructure and a plethora of amenities, including commercial complexes, shopping centers, and entertainment venues, Rosebank stands as a beacon of modern urban living.

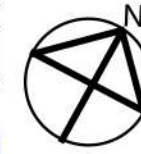
The existing zoning regulations designate the site for Residential 1, necessitating a rezoning process to a mixed-use Business 1 (CITY OF JOHANNESBURG LAND USE SCHEME, 2018²³) to accommodate the envisioned Esports tertiary institution. Located in height zone B, which would allow for a 5 Storey rise. The setback from the paving edge would be 3m in this zone. Given Rosebank's stature as a dynamic commercial and business hub, establishing such an institution here holds immense promise. The area's rich tapestry of amenities, including educational facilities, commercial establishments, and recreational offerings, renders it an enticing prospect for such a venture.

The convergence of these elements presents a compelling proposition for both local and international stakeholders. Johannesburg's substantial population coupled with Rosebank's diverse demographic profile and its proximity to other educational institutions can attract aspiring Esports enthusiasts keen on pursuing specialized education in this burgeoning field. Strategic collaborations with local Esports entities and technology startups could furnish students with invaluable opportunities such as internships, networking avenues, and industry insights.

The proposed site, centrally located in Rosebank adjacent to Rosebank Primary School and opposite the Keyes Art Mile Museum on Jellicoe and Keyes Avenue, is envisioned as the nucleus of an innovative tertiary academy dedicated to Esports education and related skill development. Envisaging an arena for competitions within the institute's premises underscores its potential to captivate both domestic and international interest. Leveraging the vibrant urban milieu characterized by corporate establishments, dining venues, public amenities, and hospitality facilities further augments its appeal.

A closer look at the area around rosebank

Transportaion routes around Rosebank



Strategically positioned between two major thoroughfares, the site enjoys seamless access to taxi and bus routes, with a bus stop conveniently located on the paving edge of the site. A distinct feature is the Gautrain station in close proximity to the site which enhances accessibility to the venue. The creation of a parking lot to cater to the buildings as well as also allow people with vehicles to have a safe space to park and access the different facilities of the site and surrounding developments. With the emphasis on the progress of the Rosebank development scheme in making the area better for the public in terms of walking and cycling, providing walking spaces on the site with access to the buildings as well as spaces for cycle racks in which people can leave their bicycles, is pertinent.

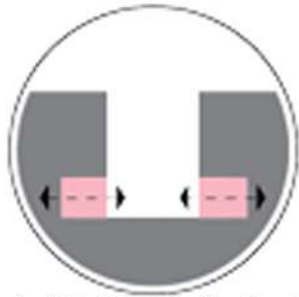
With properties in Rosebank becoming increasingly available through sales in terms of development, previously owned houses will start to progress towards becoming more upmarket, modern, and established buildings housing offices, businesses, hotels, apartments, and educational facilities as well as more public friendly interactions including restaurants, bars, and other nightlife activities. These future potential developments encourage the creation of a unique building which imitates the soul of the buildings while creating its own typology which can potentially be used as a landmark for people and developers.

Preserving the aesthetic integrity of Rosebank while adhering to the Rosebank development scheme is imperative. Designing interactive public spaces conducive to pedestrian engagement (StudioMAS), complemented by well-planned road access and pedestrian interaction, aligns with the broader objectives of fostering urban development along the Keyes Art Mile. This holistic approach underscores the commitment to creating a vibrant nexus of public entertainment and education that harmonizes with the dynamic ethos of Rosebank.

Expanding upon this vision, further considerations may include integrating sustainable practices into the design and operation of the Esports tertiary institution, aligning with global trends towards environmental responsibility. Additionally, fostering partnerships with local community organizations and initiatives can deepen the institution's roots within Rosebank, enhancing its societal impact and fostering a sense of belonging among residents. Through thoughtful planning and collaboration, the envisioned Esports academy in Rosebank can become a regional hub for Esports education and a catalyst for sustainable urban development and community engagement.

- | | | | |
|---|---------------|---|------------|
|  | Site |  | MetroBus |
|  | Rosebank Mall |  | Taxi Route |
|  | Gautrain |  | Taxi Stop |
|  | Gautrain Bus |  | Pedestrian |

A closer look at the area around rosebank Development around the site - development framework based



Active street frontages

According to the work done on the Rosebank development framework, the buildings that are on street edge throughout the Precinct ground floor, should be "interactive" so that they can be viewed from the street such as cafés, restaurants, boutiques, small shops, lobbies, entrances, offices, galleries, day care facilities, exercise studios, small scale shared work spaces and foyers.

fig. 7.6 - Graphic of active street frontages courtesy of StudioMAS.²²



fig. 7.7 - References from the udf of Transparent ground floors, door and windows facing street, spillout spaces on paving for chairs and tables courtesy of StudioMAS.²²



fig. 7.8 - Graphic showing StudioMAS proposed building following the above principals on the site courtesy of StudioMAS.²²

In regards to the study of the proposal for a gallery block on the same site chosen for the project. The regard for the building setback from the paving edge has been forfeited with a portion of the building's height being placed away from the paving edge. The proposal allows the old building to sit hard against the edge of the paving, which would allow people to step directly into the shops and the gallery with this inspiration being taken from a European context. (StudioMAS²²)

In terms of setting up a space that steps in directly from the paving, the feeling is that it would not suit the context of the area as well as be suited to South Africa. In most places the entrances are given more an experience towards them with steps or an experience to enter them which also acts as a barrier for safety reasons. This thought is backed by the work of Wanda Odendaal (2019)²⁴ who's study of the Circa Art Gallery reached a conclusion of "The need for creative approaches to the edges between galleries and cities is not only related to the physical nature of cities but also to the experience of art and the viability of these buildings as art works."

The coffee shops and bars in the area attached to the Circa Art Gallery are also stepped decently inwards to allow for people to sit outside as well as use the space to congregate safely as well as take them off the paving. The change in materials using pebbles, rocks and bollards creates the barrier between the street edge, to disallow cars to mount the paving space and keep the paving space for pedestrians.

The use of the green spaces adds to the separation between the shops and the experience of the person moving towards the shops and the Circa gallery. Plants act as a noise barrier (Hande Beril Küçükler, pg 6²⁵) The use of the plants add colour and softness to the paving outside the building which further adds to the experience of moving along the shops towards the circa entrance. The use of the plants are used in synergy with the buildings to affect the feelings of the space. As emphasized by Hande Beril Küçükler (2020)²⁵ whose research indicates that plants are not only ecologically essential materials, but also design materials that offer different visual and aesthetic possibilities that can be used according to different seasons and times.

The creation of the building proposed in the StudioMAS UDF sounds lovely in theory and looks beautiful in render, but in reality, it becomes unsafe. The paving size shows as lacking in terms of space where people can congregate outside the galleries. The lack of experience for this building, that is created by the Circa gallery and Everard Reed gallery also becomes evident. While both of these buildings tend to give back to the street and invite users in (Wanda Odendaal, 2019)²⁴ the building up against the street edge does not.

A closer look at the area around rosebank

Development around the site - development framework based

“To build on the collective strength and untapped potential of the existing arts Precinct”

Objectives

- To create an attractive “active” streetscape
- To promote a walkable Precinct in the Rosebank Node
- To enable commercial opportunities
- To brand Keyes Avenue as an Arts Precinct in Johannesburg

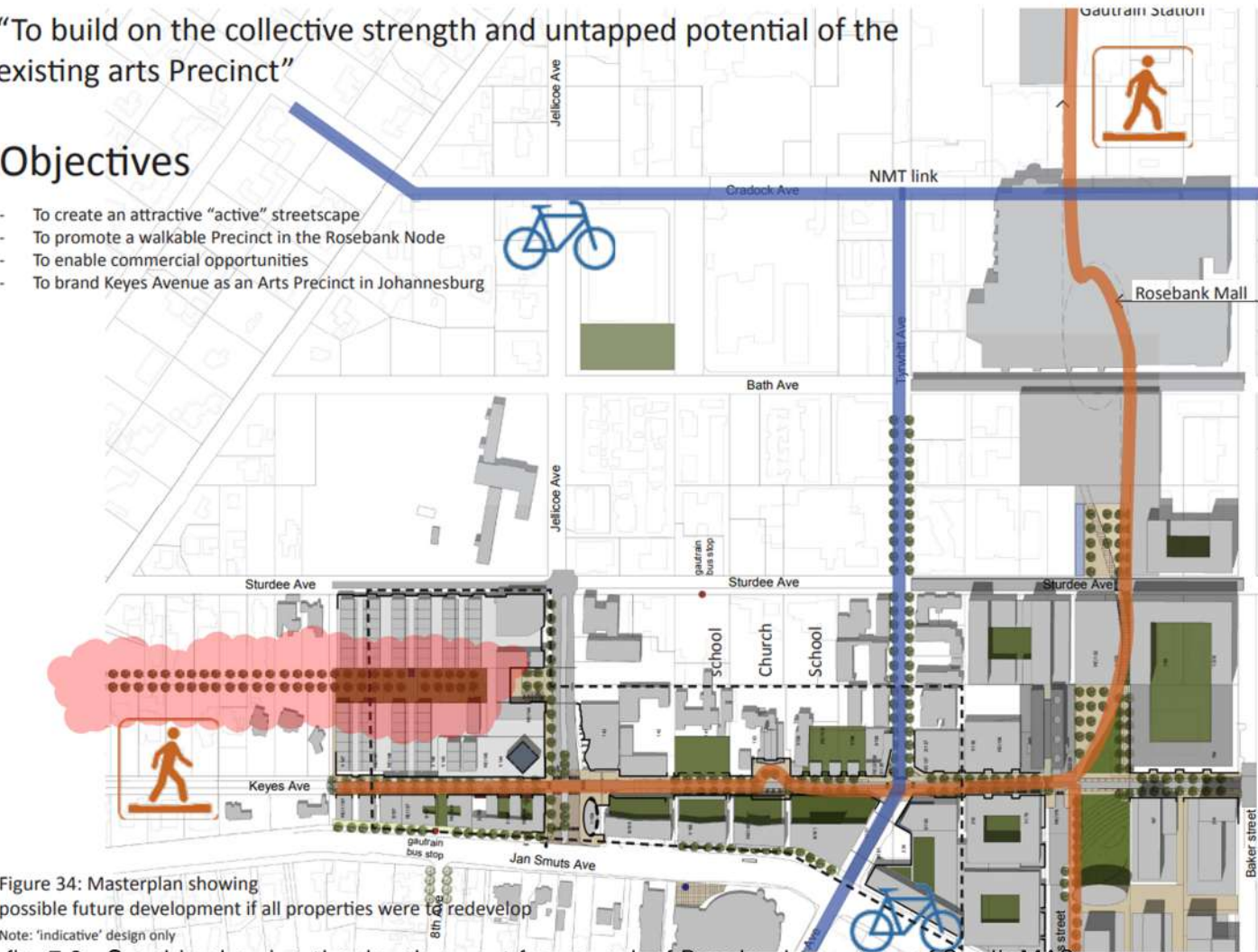


Figure 34: Masterplan showing possible future development if all properties were to be redeveloped.
Note: 'indicative' design only
fig. 7.9 - Graphic showing the development framework of Rosebank courtesy of StudioMAS

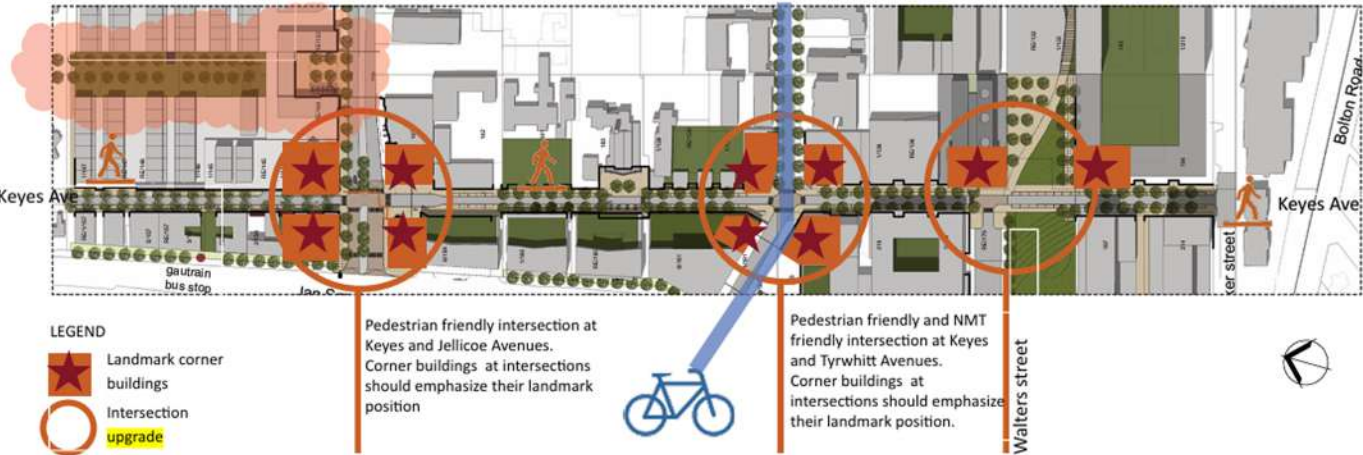


fig. 7.10 - Graphic depicting the “complete streets” courtesy of StudioMAS.

From the work of the UDF there needs to be work done on the intersections. Intersection upgrades to Keyes and Jellicoe, Keyes and Tyrwhitt, Keyes and Warren street that slow traffic and provide safe crossing to pedestrians and those with disabilities.



COMPLETE STREETS
fig. 7.11 - Graphic depicting complete streets courtesy of StudioMAS.



fig. 7.12 - Photo depicting material change courtesy of StudioMAS.

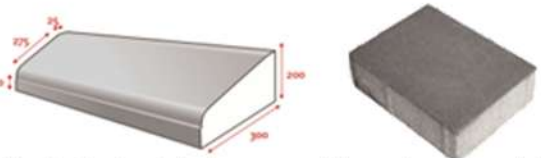
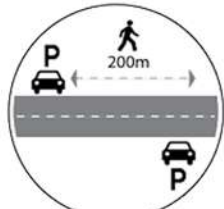


fig. 7.15 - Graphic the mountable paving material to match existing paving courtesy of StudioMAS.



PARKING TO THE PRECINCT
fig. 7.13 - Graphic depicting parking distances courtesy of StudioMAS.



ARTS & CULTURE
fig. 7.14 - Graphic depicting cultural and event spaces courtesy of StudioMAS.

The work proposes a complete streets strategy is recommended that encourages traffic calming methods and street surfaces that slow traffic. where a surface change signals the slowing of traffic.

To create a pedestrian friendly streetscape that is safe for all street users.
To re-imagine streets as public spaces.

The analysis is done though the work of the StudioMAS Rosebank UDF and its proposals of both an architecturally functioning space as well as taken through an urban design approach. It was an approach of making safe walking spaces, friendly building facades, on ground parking inproximity of the precinct, as well as key changes of materials at intersections.

Land uses that support galleries, arts and culture and event spaces are promoted. Street Art and public artworks should be promoted and pavement and or wall space should be allocated to such works.

Corner buildings should emphasize their landmark position through architectural detailing and should be inviting to pedestrians at ground floor.

A closer look at the area around rosebank
Development around the site - development framework based

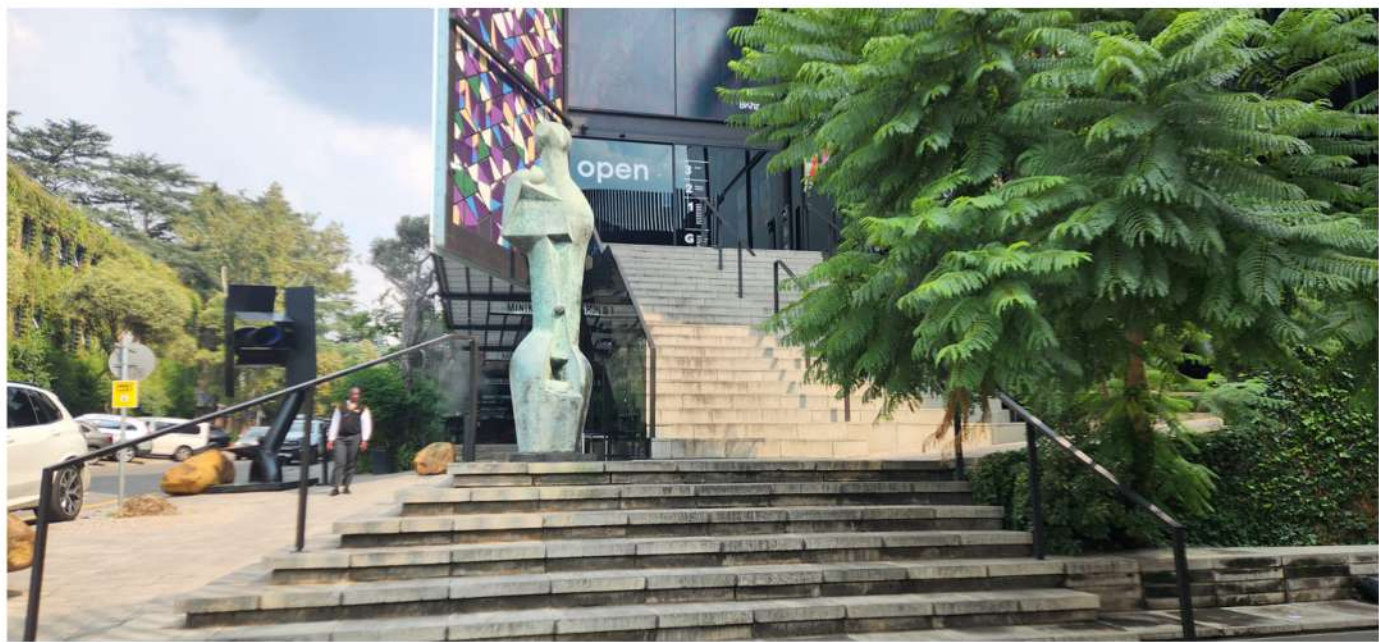


fig. 7.16 - Experiences of steps entering the circa art gallery - photo courtesy of author(2025).

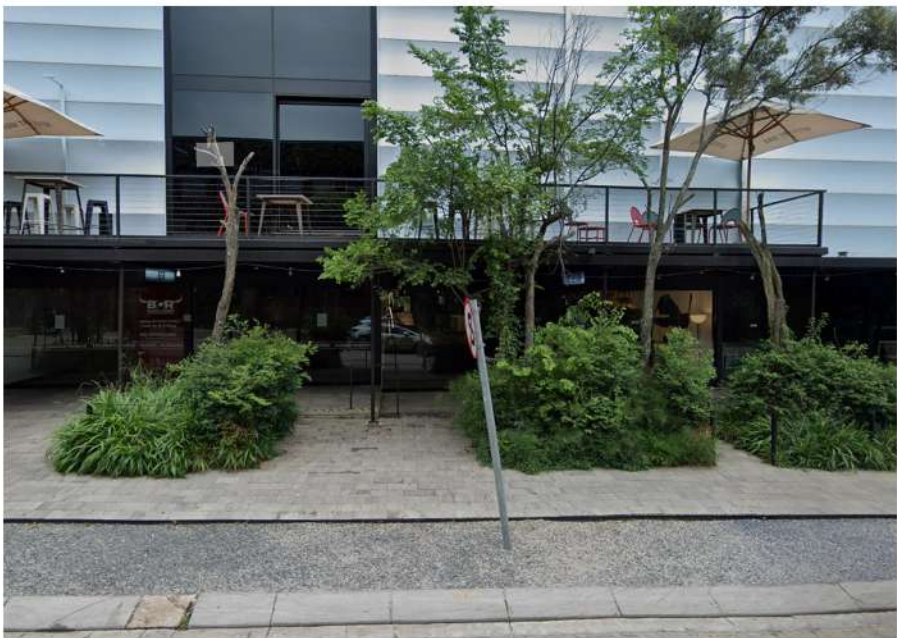


fig. 7.17 - Glass frontage facing ground floor with covered building on top - photo courtesy of author(2025).

Following the principals laid out from the udf, restaurants and shops openly facing the mountable paving and making use of bollards and greenery for separation to the road. The gallery and event buildings tend to have more experienceable entrances (Wanda Odendaal,2019²⁴) with the gallery visible from the road- with architectural features to make it stand out on the corners.



fig. 7.18 - Sheltered friendly glass facade facing the road - photo courtesy of author(2025).

The design here follows both the urban principals StudioMAS are following as well as the work of Wanda Odendaal (Wanda Odendaal, 2019²⁴) in which there is an experience to enter the space that contains gallery and event space but also creating glass friendly facades that face the street edge with a lovely barrier of bollards and plants between paving users and the mountable curve.

A closer look at the area around rosebank
Development around the site - development framework based

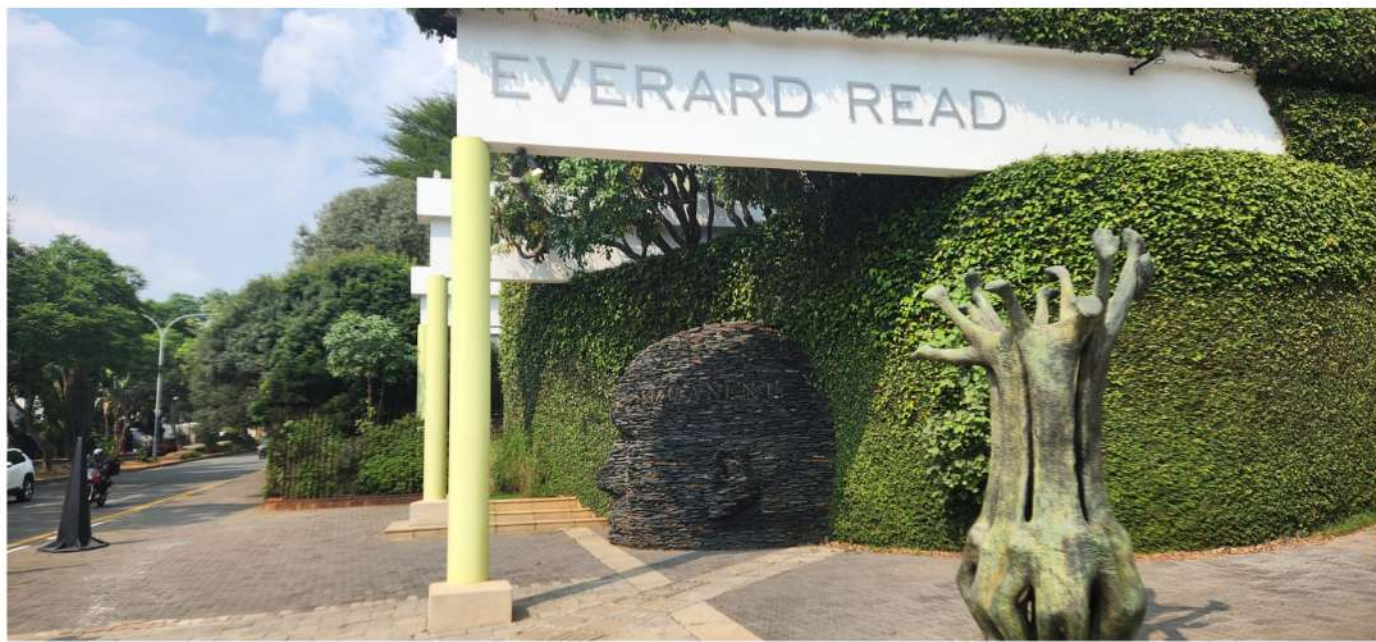


fig. 7.19 - Gallery of Everard Read is visible from the roadside while also hidden among the greenery creating an experience for the entrance - photo courtesy of author(2025)



fig. 7.20 - Circa gallery entrance which is tucked away between itself and another building, to step away from the road edge with the ramp surrounding the building as part of the experience - photo courtesy of author(2025)



fig. 7.21 - Gallery of Everard Read is visible from the roadside while also hidden among the greenery as an experience entry - photo courtesy of author(2025)

The theory here follows the work of Wanda Odendaal (Wanda Odendaal (2019)) in which there is an experience to enter the space that contains the gallery and event space but without a glass friendly facing facade but taking greenery to soften the hardened facade.

Circa gallery has the friendly glass facades facing the interior courtyard rather than the street edge but keeping to the udf principal of a prominent building using architectural features. With the recessed entrance it creates an experience of stepping away from the road into the greenery space.

A closer look at the area around rosebank

Specific situations of the

The Shops and places that start directly on the paving edge would usually be found in the Johannesburg Central business district and are typically not favorable in the terms of experience.



fig. 7.22 - Glass Shopfront on street edge with undercover walkway, to appear friendly to users of the space as well as advertise products - photo courtesy Google maps,2025, Store street level fronts.²⁶



fig. 7.24 - Glass Shopfront on street edge with undercover walkway, to appear friendly to users of the space as well as advertise products - photo courtesy Google maps, 2025, Green Lane College.²⁸



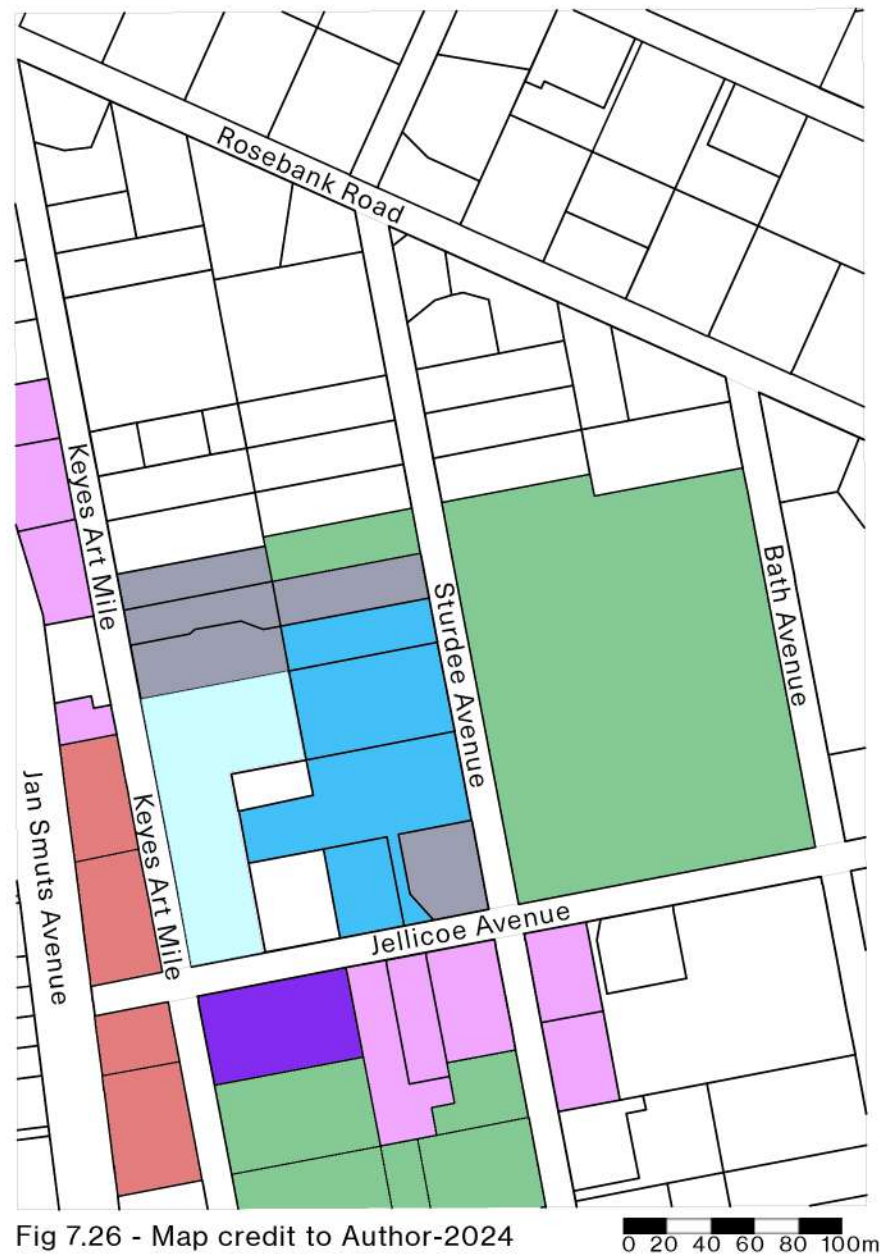
fig. 7.23 - Glass Shopfront of Carlton Centre to appear friendly to users of the space as well as advertise products. The road gives space for cars to park to allow use of the space - photo courtesy of Google maps,2025, Carlton Centre. ²⁷



fig. 7.25 - Glass Shopfront on street edge with undercover walkway, to appear friendly to users of the space as well as advertise products - photo courtesy Google maps,2025, Immaculate College. ²⁹

A closer look at the area around rosebank

Zoning around the site



	Site		Business 4
	Special		Residential 4
	Museum		Residential 1
	Education		Gallery



Why Rosebank?

The mixed-used development of Rosebank proves to be an effort in which it could be essential to the area's growth. With such a diverse programme of buildings being developed, the users of the area can be provided with all their needs and wants in one space which would also include entertainment, food and work all in one area. (NEWS-WIRE, July 6, 2021³¹; pamgolding.co.za³²).

"Developers believe Rosebank has the opportunity to become a true 24-hour live, work and play precinct..."

In terms of looking at the Rosebank development framework (StudioMAS udf), the importance of making spaces in which pedestrians are able to walk in, is prominent as well as having adequate locations in which bikes can be stored and people can park their vehicles safely.

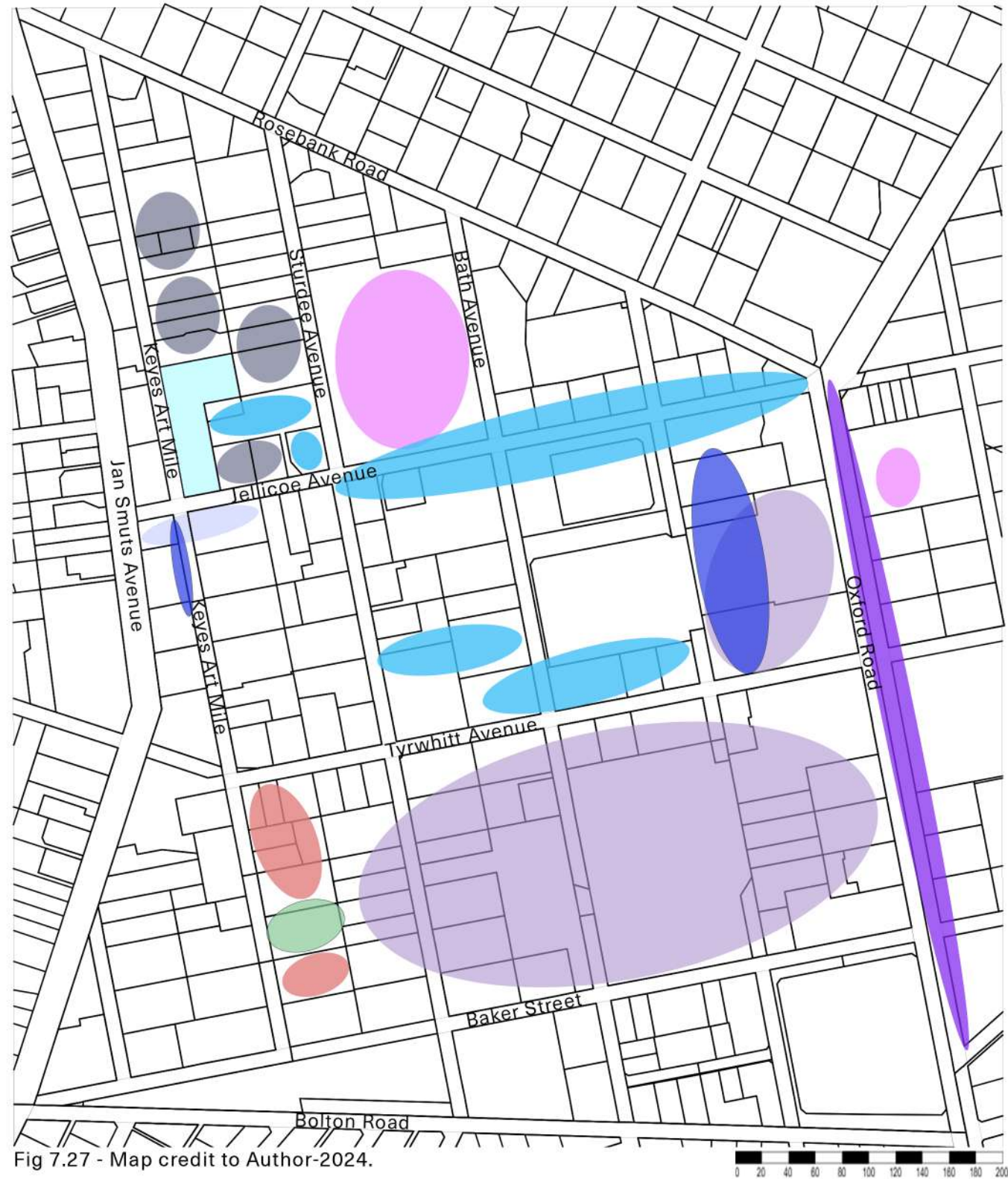
In theory the location of this type of venue could have been placed in any area in Johannesburg but Rosebank was selected as the site as it ticks some already set out guidelines for a location. Rosebank is a fairly busy area in which access to different modes of transportation is provided as cited by The European Commission - Esports centre and social inclusion (ECIS), 2021. In line with this same vision SocialTables states "Don't select a site that's off the beaten path," with the idea that the stadiums placement needs to be in a populated area that is safe and is able to garner attention.

In the same paper published by the European Commission ECIS "Esports is growing in popularity hence the need for dedicated Esports centers and buildings. In addition, its popularity is enabling players to be sponsored by organizations" has been taken as a consideration that although some parts of Esports are still played online, there still arises the need to be able to present the players with in person events with fair competitive exposure.

Having an event space in an area like Rosebank would also prompt companies to put their names on the institute and arena through Sponsorships. A vast majority of events and Esport arenas are sponsored by large companies not only in the space of gaming, but also energy drinks as well as car companies to specify the inclusion. It acts as a symbiotic relationship between the industry and the companies who want to engage with a different audience. "Brands need new platforms to connect with their customers, especially among the youngest target groups of consumers of other media and media that is less commonly used for conducting communication campaigns." (ELAS-RI-EJJABERI ET AL, 2020)³³.

A closer look at the area around rosebank

Hubs of activities in certain spaces



Food in Rosebank is also abundant as evident by the area mapping. Taking into consideration how people from the event or Esport center will eventually get hungry and as part of their enjoyment, will proceed to purchase food or energy drinks to satiate themselves. Taking into consideration the work of According to the European Commission ECSI³⁴ food stalls or restaurants near the arena are something to be provided and further emphasized in the work of Dr Ying-Ying Law³⁵ as stated in her research "videogame events often provide food facilities, from microwaves, fridges, on-site food-stalls..."

The location of the building in prominent areas results in sponsors wanting to put their names on the facilities, which assists the existence of the facilities in many areas. "by becoming the naming sponsor of the Esports team, companies can exponentially increase their exposure towards consumers."(Amalia et al, 2021).³⁶ The success of Esports events and facilities relies heavily on multiple revenue streams, including sponsorships, merchandise sales, and broadcasting rights. As Adams et al. (2019)³⁷ and Ho Keat Leng(2023)³⁸ highlight, "income is derived from broadcasting rights sold to sports media outlets, sponsorships, and advertising, as well as the sale of merchandise, promotional items, and technology products at live Esports contests."

One key driver of revenue is the sale of team merchandise, which is often boosted by word-of-mouth promotion from players and positive experiences at events. Sponsors benefit from increased brand visibility and sales, which are influenced by the alignment between the sponsor and the event. Yi-Chun Chen, MBA (2021)³⁹ notes, "The main predictors of purchase intent are brand association and sponsor-event fit." This synergy not only enhances the sponsor's return on investment but also encourages further sponsorship, helping to cover the running costs of these facilities.

- | | | | |
|---|----------------------|---|-----------------|
|  | Site |  | hotels |
|  | Rosebank Mall |  | Developing land |
|  | Transportation spine |  | Gallery |
|  | Food hub |  | Green space |
|  | Education |  | Hospital |

Map Information through research (UDF)

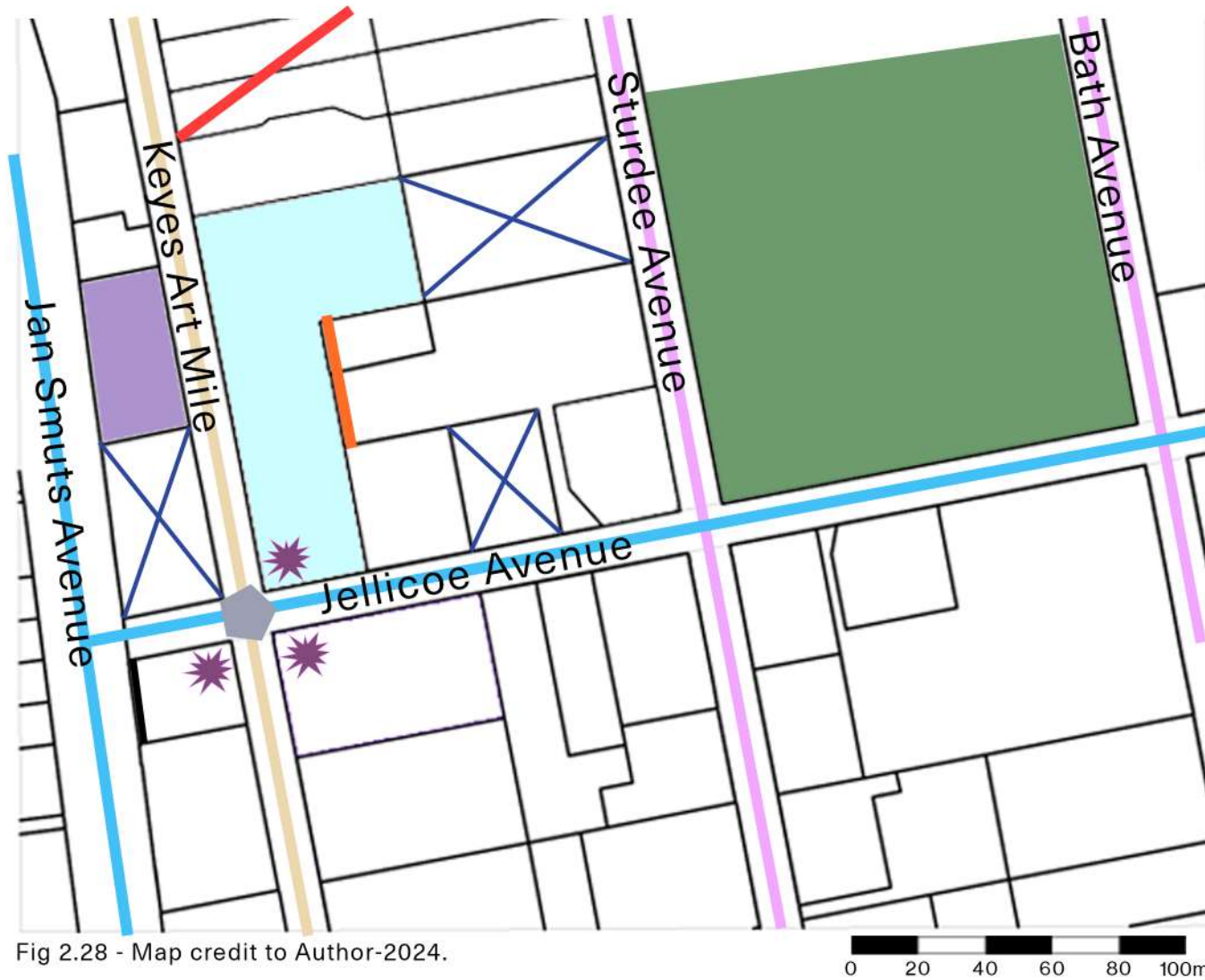


Fig 2.28 - Map credit to Author-2024.

The property on this side appears abandoned and not under any form of current development due to the overgrowth of plants and greenery across the entire property. The fence outside the property appears in good condition and not showing any sign of aging.

Rosebank also has a suitable internet infrastructure that is viable for the type of building that is being developed. High speed internet that can be accessed by people using the facility in the case of Wi-Fi, with good speeds to each pc either participating in games or to streaming pcs that will provide entertainment to external viewers. The speeds available in the area can go as high as 10GBps to cater to the internet heavy facility.

Electricity requirements for this type of building will also be high. The placement of the Pavegen with inverter and batteries as well as solar panels will try to make the building less electricity dependent on the grid of Rosebank. A good decision with having electricity generating spaces in Rosebank, around the building and surrounds will allow for a building to store electricity and through the use of grid-tied inverters potentially feed the nearby residential areas with electricity. Feeding back into the grid in this area is possible (SolarGuru⁴⁰) through the use of grid-tied inverters and plans for feed in tariffs for Johannesburg are underway (Myles Illidge, August 2023⁴¹).

-  Site
-  Main Road (Tar)
-  Arterial Roads (Tar)
-  Arterial Roads (Brick)
-  Sites being Rezoned for future developments
-  Vacant Sites
-  School
-  Indicates change in material for pedestrian crosswalk
-  Architecturally interesting buildings on the corners of the intersections as planned in the Rosebank UDF
-  Building built on Boundary Wall

Photo Study

A set of images that allows for a view of the site from my perspective on the ground



Fig. 8.1 - View of the space in the parking lot from furthest point against Keyes Art Mile (photo credits by Author-2024).



Fig. 8.1.1 - Map credit by Author-2024.

The beginning of the site is currently inhabited by a parking lot which is also in use by employees to park in as well as customers of the *Bathroom Bizarre*. The parking lot does not include the other portion of the site that is undeveloped.



Fig. 8.2 - View of the space in the parking lot from the corner of Jellicoe Avenue and Keyes Art Mile (photo credits by Author-2024).

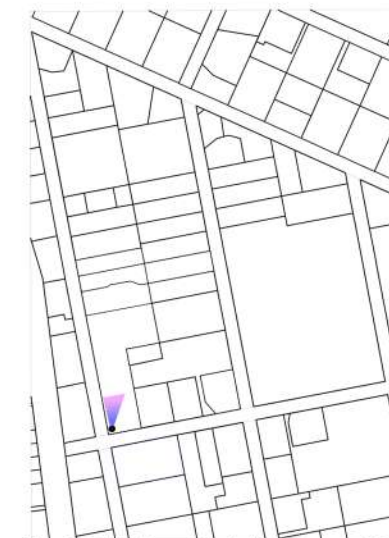


Fig. 8.2.1 - Map credit by Author-2024.

The beginning of the site is currently inhabited by a parking lot with temporary board walls set up with a guard house on it. The parking lot is open to the public to park on and go to the *Bathroom Bizarre* and walk to the *Circa Art Gallery* across the road.

Photo Study

A set of images that allows for a view of the site from my perspective on the ground



Fig. 8.3 - View walking along Keyes Art Mile side with a view of the residency (photo credits by Author-2024).



Fig. 8.3.1 - Map credit by Author-2024.

The picture depicts the parking lot and guard house to the right, while showing the rest of the site which is completely undeveloped. The features of trees and on the furthest point by the hotel appears prominent.



Fig. 8.4 - View of The Residency from along Keyers Art Mile (photo credits by Author-2024).



Fig 8.4.1 - Map credit by Author-2024.

A closer look from the same point as the previous photo. The parking lot appears in the right corner of the photo. The most important features of this photo is the boundary wall. The Hotel wall rests on the boundary wall of the property and also features an electrical fence angled towards the viewer.

Photo Study

A set of images that allows for a view of the site from my perspective on the ground



Fig. 8.5 - Views along site from pavement on Keyes Art Mile side (photo credits by Author-2024).



Fig. 8.5.1 - Map credit by Author-2024.

The picture depicts the boundary fence which is the same one that the boards for the parking lot are mounted on. The boundary wall reduces in height across the site every few sections of the wall.



Fig. 8.6 - Views along site from pavement on Keyes Art Mile side (photo credits by Author-2024).

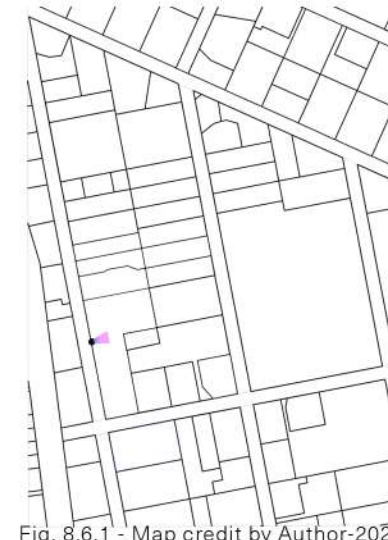


Fig. 8.6.1 - Map credit by Author-2024.

The picture is from the same point but angled to the left to show the difference between the undeveloped land and the next part of the site which is also a parking lot. The appearance of a line of trees on the perimeter of the boundary wall and the parking lot becomes a thought to keep.

Photo Study

A set of images that allows for a view of the site from my perspective on the ground



Fig. 8.7 - Views along site from pavement on Keyes Art Mile side (photo credits by Author-2024).

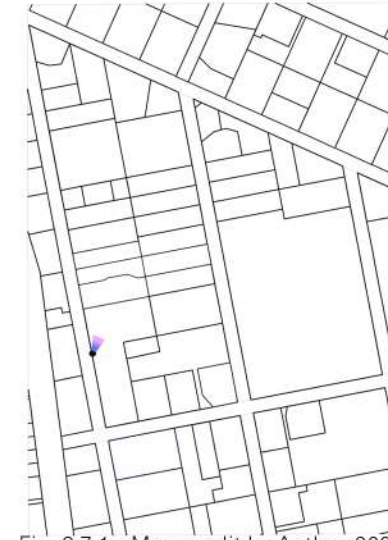


Fig. 8.7.1 - Map credit by Author-2024.

The picture shows the line of trees on the paving edge bordering the undeveloped part of the site while showing the line of trees bordering the parking lot. Access to that parking lot is not visible in the photo.



Fig. 8.8 - Views along site from pavement on Keyes Art Mile side (photo credits by Author-2024).

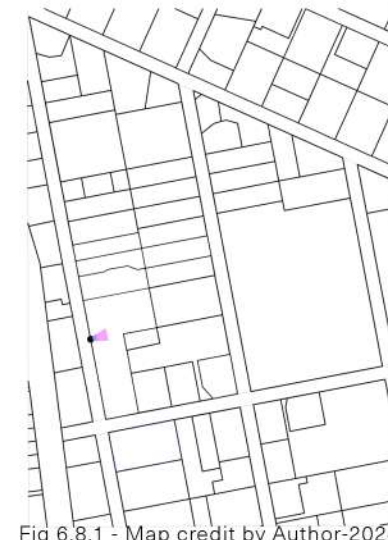


Fig 6.8.1 - Map credit by Author-2024.

The picture is from the same point but facing towards the three trees on the boarder of the parking lot. The balconies for the hotel rooms face towards the parking lot which also means they face towards sunlight while the walkways to each unit face away from the sunlight.

Photo Study

A set of images that allows for a view of the site from my perspective on the ground



Fig. 8.9 - Views along site from pavement on Keyes Art Mile side (photo credits by Author-2024).

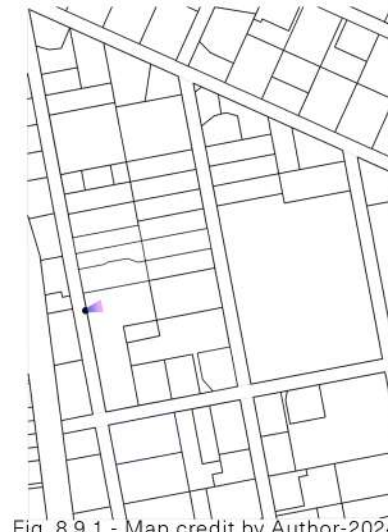


Fig. 8.9.1 - Map credit by Author-2024.

The view from the fenced boundary against the paving edge depicts grass and plants that have been left unkept. The site slope appears a bit clearer from this point as an incline from lowest point being the photographer and the highest point being the boundary wall on the far end of the parking lot.



Fig. 8.10 - Views along site from pavement on Keyes Art Mile side (photo credits by Author-2024).



Fig. 8.10.1 - Map credit by Author-2024.

The furthest part of the site against the boundary wall features the driveway access to the existing parking lot. Entrance appears at a stop street on Keyes Art Mile which can be used as a point for pedestrians to be able to cross.

Photo Study

A set of images that allows for a view of the site from my perspective on the ground



Fig. 8.11 - Views along site from the opposite pavement on Keyes Art Mile side (photo credits by Author-2024).



Fig. 8.11.1 - Map credit by Author-2024.

The boundary fence has been noted as following the entire length of the paving on *Keyes Art Mile* side. Another key feature is the paving appears rather wide which would be in line with the development framework of Rosebank.



Fig. 8.12 - Views along site from the opposite pavement on Keyes Art Mile side (photo credits by Author-2024).

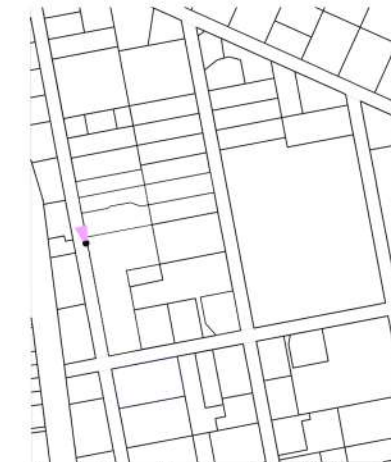


Fig. 8.12.1 - Map credit by Author-2024.

The furthest part of the site against the boundary wall features the driveway access to the existing parking lot. The boundary wall at this point appears very short which means it can be improved for security purposes. Entrance appears at a stop street on *Keyes Art Mile* which can be used as a point for pedestrians to be able to cross to the opposite pavement. The tree on the paving edge and the paving would be preferred kept rather than removed, just neatened up.

Photo Study

A set of images that allows for a view of the site from my perspective on the ground



Fig. 8.13 - Views along site going up the driveway on furthest point (photo credits by Author-2024).



Fig. 8.13.1 - Map credit by Author-2024.

The view on the site is taken from the driveway towards Jellicoe Avenue. An existing street light is seen with the row of trees. The first parking lot appears in the horizon of the photo, emphasizing the length of the entire site.



Fig. 8.14 - Views along site going up the driveway on furthest point (photo credits by Author-2024).

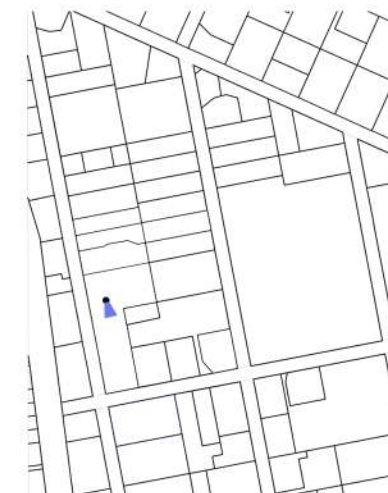


Fig. 8.14.1 - Map credit by Author-2024.

The view on the site is taken from the driveway towards Jellicoe Avenue. An existing street light is seen with the row of trees. The first parking lot appears in the horizon of the photo, emphasizing the length of the entire site. The hotel can be seen resting on the boundary wall and the gradual site slope appears more evident when in line with parking lot.

Photo Study

A set of images that allows for a view of the site from my perspective on the ground



Fig. 8.15 - Views along site going up the driveway on furthest point (photo credits by Author-2024).



Fig. 8.15.1 - Map credit by Author-2024.

The view on the site is taken from edge of the boundary wall by the hotel. The *Bathroom Bizarre* and the property opposite is visible from here. The thickness of the site appears decently wide.



Fig. 8.16 - Views along site going up the driveway on furthest point (photo credits by Author-2024).



Fig. 8.16.1 - Map credit by Author-2024.

The view on the site is taken from edge of the boundary wall by the hotel. The *Bathroom Bizarre* and the property opposite is visible from here. The thickness of the site appears decently wide. The parking lot appears on the left side of the site and the potential views towards the *Circa Art Gallery*.

Photo Study

A set of images that allows for a view of the site from my perspective on the ground



Fig. 8.17 - Views along site going up the driveway on furthest point (photo credits by Author-2024).



Fig. 8.17.1 - Map credit by Author-2024.

The view on the site is taken from the driveway on the furthest point. The hotel balconies can be seen looking onto the height of the site and the gradual slope appears rather steep.



Fig. 8.18 - Views along site (photo credits by Author-2024).

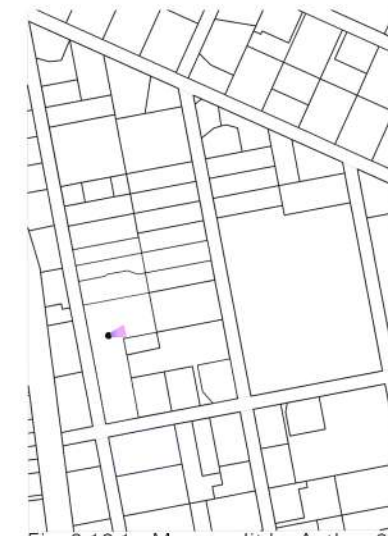


Fig. 8.18.1 - Map credit by Author-2024.

The view on the site is taken by the edge of the boundary wall of the hotel from the edge of the trees. The boundary wall on the highest point is made of two different walls. One with a plaster and paint finish. The boundary wall of the parking lot and hotel has a small garden area with a row of unkept trees planted.

Photo Study

A set of images that allows for a view of the site from my perspective on the ground



Fig. 8.19 - Views along furthest point of site (photo credits by Author-2024).

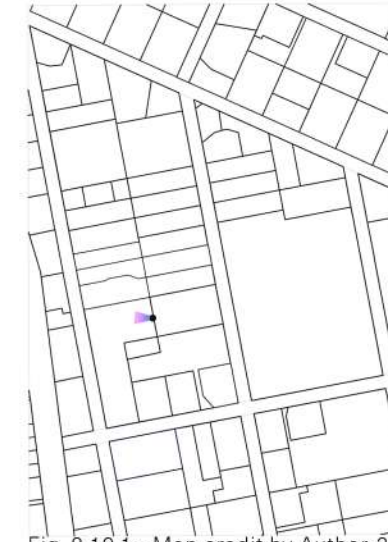


Fig. 8.19.1 - Map credit by Author-2024.

The view shows the house on the furthest boundary of the site, which is going to be land that is for development in future.



Fig. 8.20 - Views along site towards Keyes Art Mile (photo credits by Author-2024).

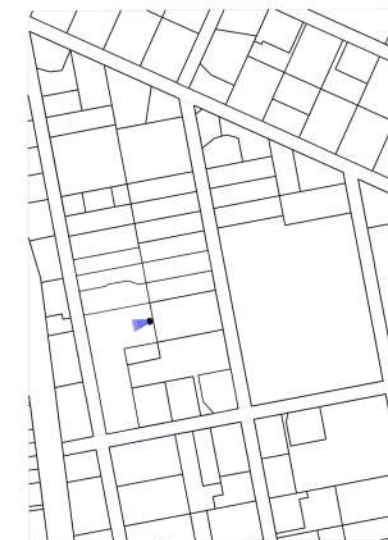


Fig. 8.20.1 - Map credit by Author-2024.

The view on the site is from the highest point of the second parking lot. The view of the surroundings from the ground level could prove to be nice sight lines for newer buildings across the road.

Photo Study

A set of images that allows for a view of the site from my perspective on the ground



Fig. 8.21 - Views along furthest point of site (photo credits by Author-2024).



Fig. 8.21.1 - Map credit by Author-2024.

The view of the *Circa Art Gallery* and the *Bathroom bizarre* from the paving on Keyes Art Mile. The prospects of this view for seating and congregating is a thought.



Fig. 8.22 - Views along site towards Keyes Art Mile (photo credits by Author-2024).



Fig. 8.22.1 - Map credit by Author-2024.

The view of the *Circa Art Gallery* and the *Bathroom bizarre* from the paving on Keyes Art Mile. The prospects of this view for seating and congregating is a thought. The view straight down the Keyes Art Mile strip shows value for walking routes along the site.

Photo Study

A set of images that allows for a view of the site from my perspective on the ground



Fig. 8.23 - View on paving on Keyes Art Mile(photo credits by Author-2024).

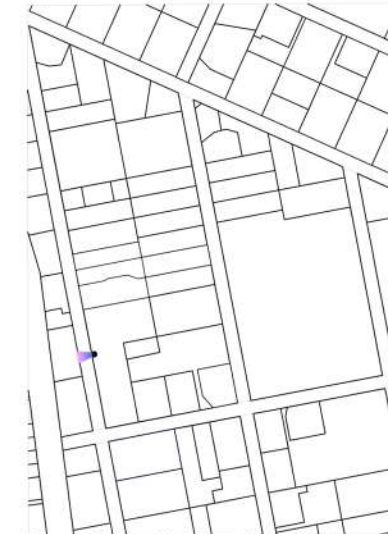


Fig. 8.23.1 - Map credit by Author-2024.

The view of the opposite empty parking lot show the potential for developments in future. The parking lot is incredibly uneven and is open during the week even though it is not needed. The property next to that is used by the Photo studio next door.

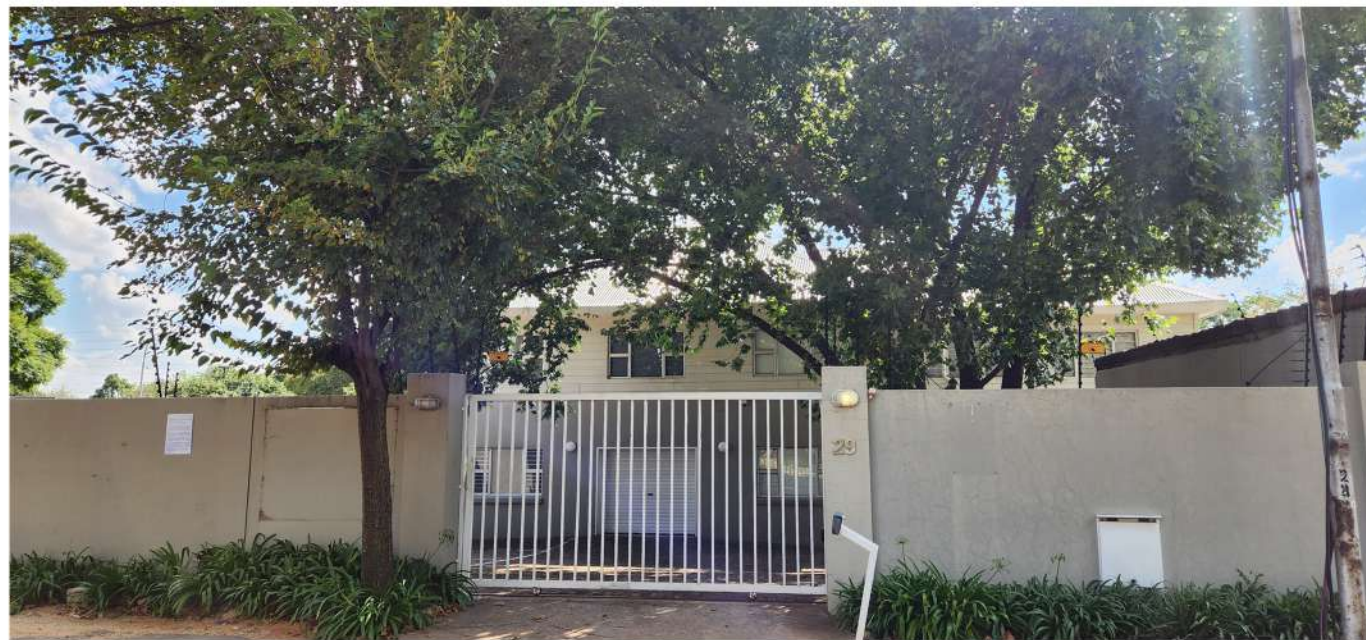


Fig. 8.24 - View on paving on Keyes Art Mile(photo credits by Author-2024) .

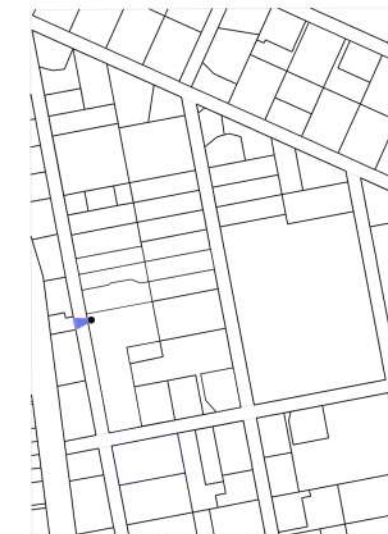


Fig. 8.24.1 - Map credit by Author-2024.

The view of the property across the site is a currently a rentable photography studio that is used by content creators as well as other creative individuals who want to produce their own photography.

Photo Study

A set of images that allows for a view of the site from my perspective on the ground

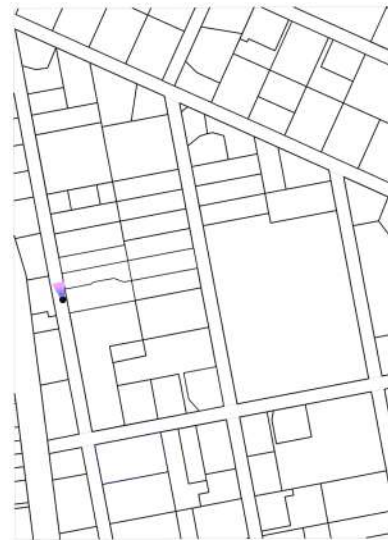


Fig. 8.25.1 - Map credit by Author-2024.

The view down the road appears very nice as a road that could potentially be used as a walking space towards new developments and other forms of entertainment.

Fig. 8.25 - View on paving on Keyes Art Mile(photo credits by Author-2024).

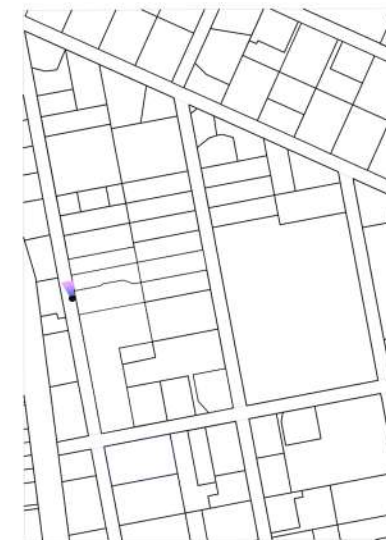
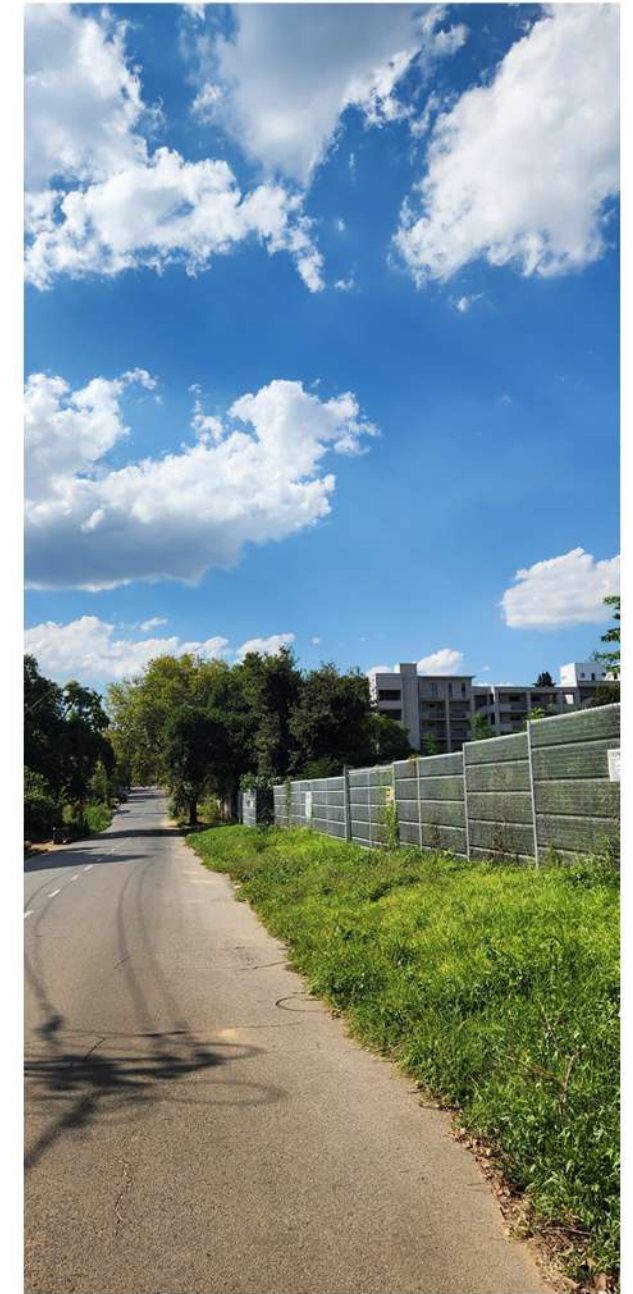


Fig. 8.26.1 - Map credit by Author-2024.



The view up the road is shows the hotel on the furthest side as well as the empty properties that will be used for development in future. To be looked at in conjunction with the development plan

Fig. 8.26 - View on paving on Keyes Art Mile(photo credits by Author-2024).

Photo Study

A set of images that allows for a view of the site from my perspective on the ground



Fig. 8.27.1 - Map credit by Author-2024.

The view shows the view from the paving by *Bathroom Bizarre* to the *Everard Reed* gallery

Fig. 8.27 - View on paving on Keyes Art Mile(photo credits by Author-2024).

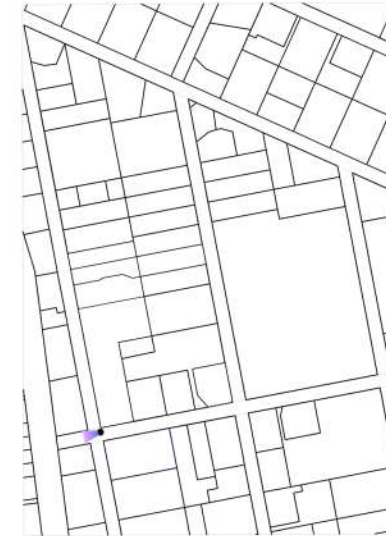
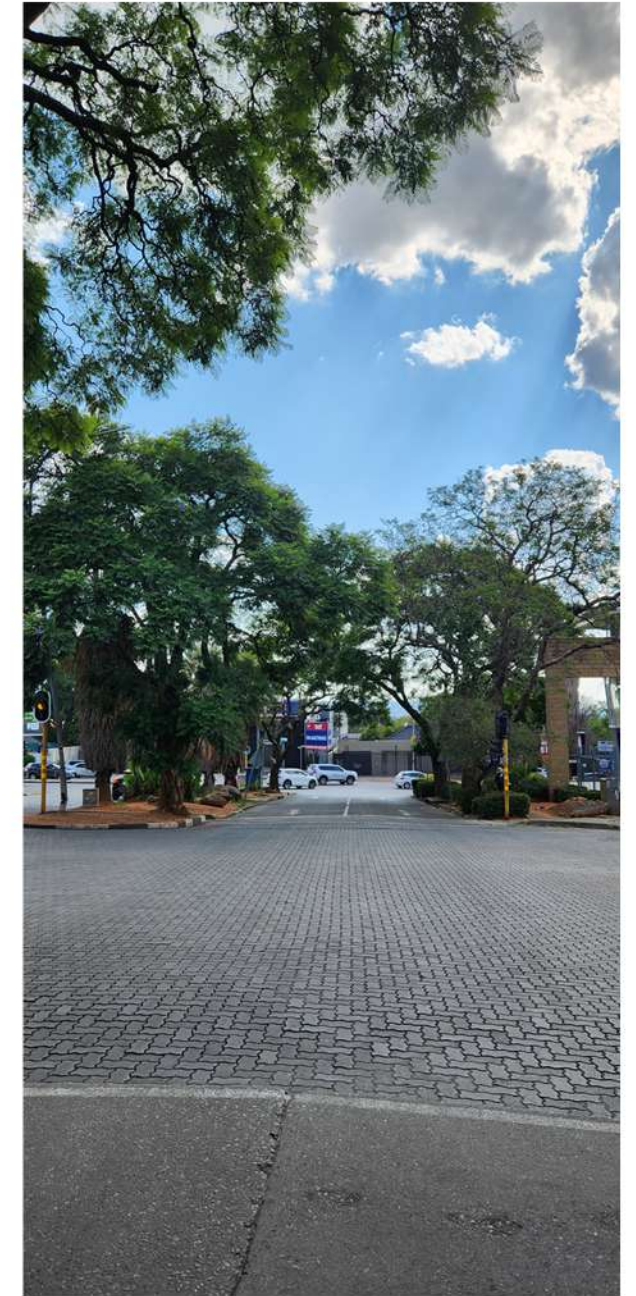


Fig. 8.28.1 - Map credit by Author-2024.



The photos are taken while crossing Jellicoe avenue and looking towards Jan Smuts Avenue showing the empty street during the early afternoon

Fig. 8.28 - View on road on Jellicoe Avenue(photo credits by Author-2024).

Photo Study

A set of images that allows for a view of the site from my perspective on the ground



Fig. 8.29 - Views along Keyes Art Mile (photo credits by Author-2024).



Fig. 8.29.1 - Map credit by Author-2024.

The view shows the busy intersection from the paving by the site. The idea of changing the materials for the crosswalks and making the change in material a different level from the road.



Fig. 8.30 - Views along Jellicoe Avenue (photo credits by Author-2024).



Fig. 8.30.1 - Map credit by Author-2024.

The view shows the existing change in materials on the crosswalk with the *Circa Art Gallery* to the left. The experience walking along this part of the road feels rather enjoyable when not filled with cars but rather stressful with cars stopping well beyond the pedestrian crossings.

Photo Study

A set of images that allows for a view of the site from my perspective on the ground



Fig. 8.31.1 - Map credit by Author-2024.

The photos taken are from outside the *Circa Art Gallery* looking along the Keyes Art Mile strip. The features of the brickwork from the crosswalk appear on the road here and the change in material is no longer present. Car parking is given on the roadside on slightly elevated areas and the use of stones separate the paving by the restaurants from the road edge

Fig. 8.31 - Views along Keyes Art Mile looking both way(photo credits by Author-2024).



Fig. 8.32.1 - Map credit by Author-2024.

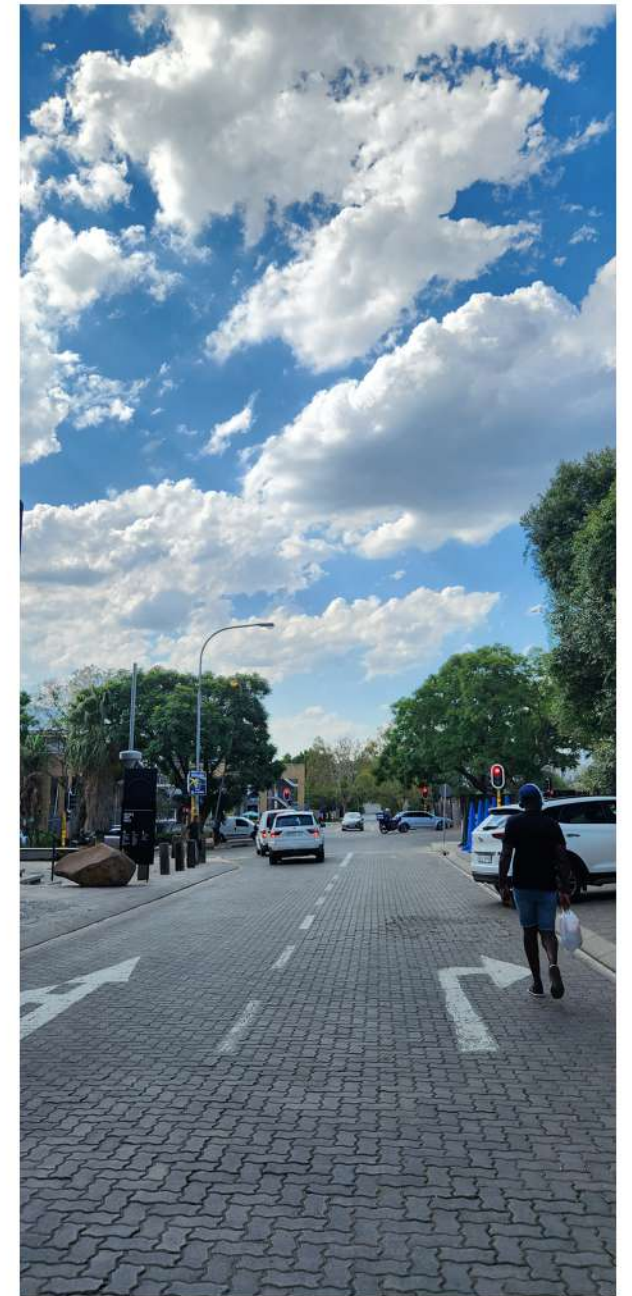


Fig. 8.32 - Views along Keyes Art Mile looking both way(photo credits by Author-2024).

Photo Study

A set of images that allows for a view of the site from my perspective on the ground



Fig. 8.33 - Views along Keyes Art Mile looking towards Restaurants by Circa(photo credits by Author-2024).



Fig. 8.33.1 - Map credit by Author-2024.

The photos taken are from outside the Restaurant and Bar areas by the *Circa Art Gallery*. The experience of the balcony and the food places allow for an enjoyable experience and the plants allow for a softened experience for the pedestrians. More lighting for the road in future would be preferred.



Fig. 8.34 - Views along Keyes Art Mile looking towards Circa(photo credits by Author-2024).

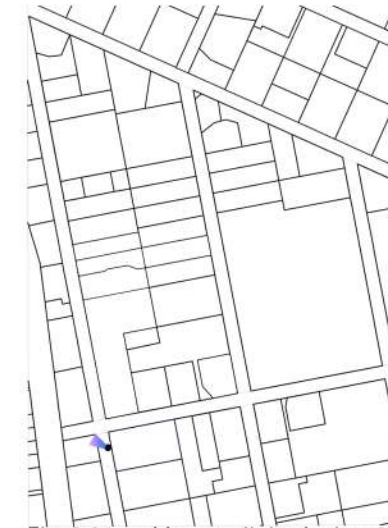


Fig. 8.34.1 - Map credit by Author-2024.

The edge of the the paving allows for stepping up to the building and the bollards and rocks further emphasise the change in function from road to paving. The plants further act as a way of changing the feeling of the space from hard road space to soft pedestrian space.

Photo Study

A set of images that allows for a view of the site from my perspective on the ground

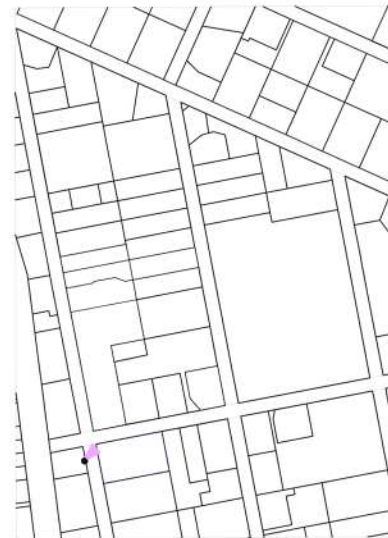
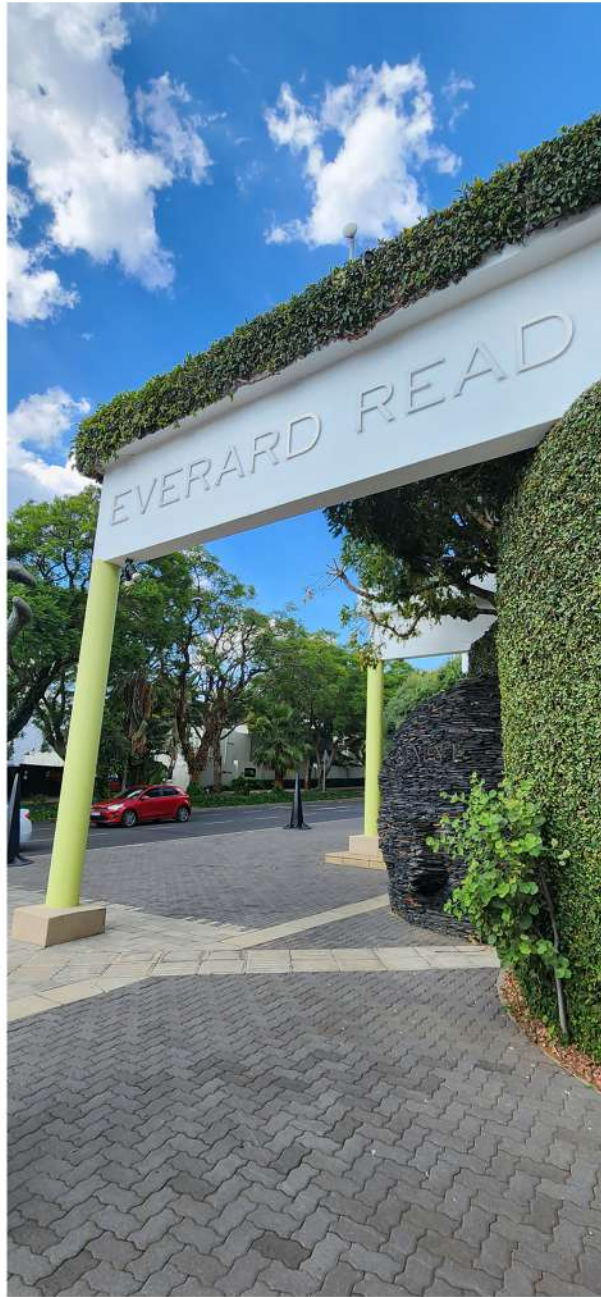


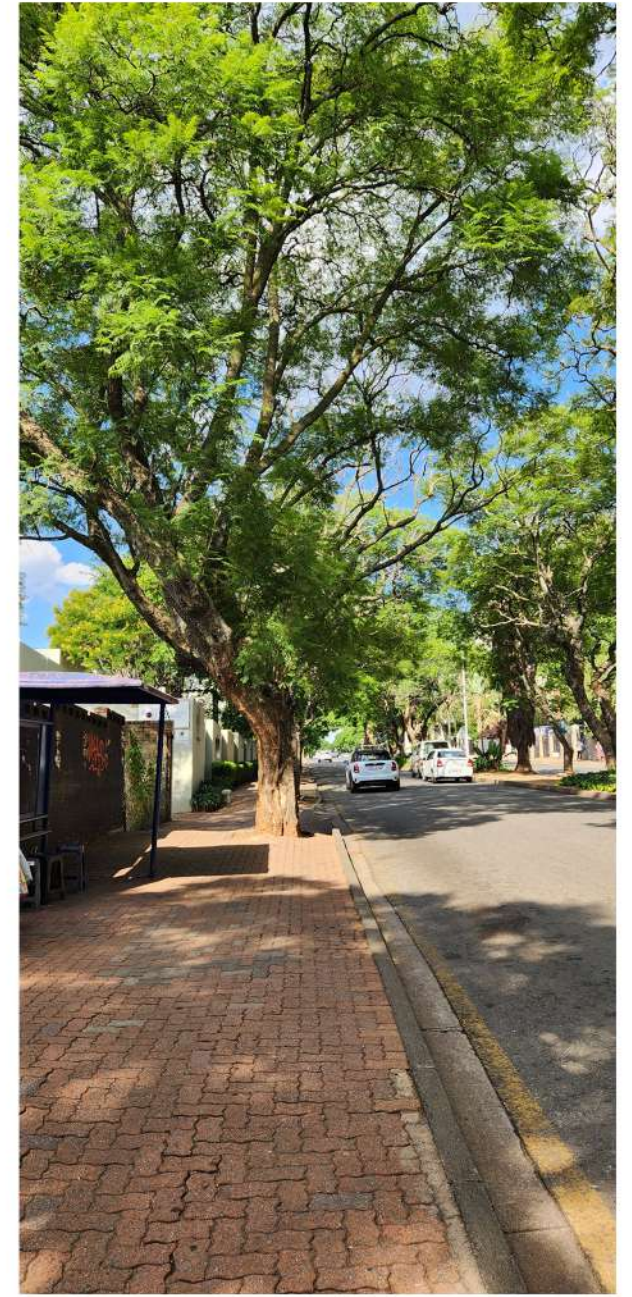
Fig. 8.35.1 - Map credit by Author-2024.

The photo taken shows the beauty of *Everard Read*, with the green walls and rock face, facing the Jellicoe street edge. The access of the paving edge with the wide space feels amazing to walk on but a change in paving material would have been a bit more aesthetic to the space. The space allows for congregation outside *Everard Read*.

Fig. 8.35 - Views along Keyes Art Mile looking both way(photo credits by Author-2024).



Fig. 8.36.1 - Map credit by Author-2024.



The paving edge outside the site looking up Jellicoe Avenue shows the existing Bus stop which is used for both busses and taxis. The paving here is decently wide but not wide enough for a congregation space outside a gallery so a set back of the new building would be appreciated.

Fig. 8.36 - Views along Keyes Art Mile looking both way(photo credits by Author-2024).

Photo Study

A set of images that allows for a view of the site from my perspective on the ground



Fig. 8.37 - Views along Jellicoe looking towards the site (photo credits by Author-2024).

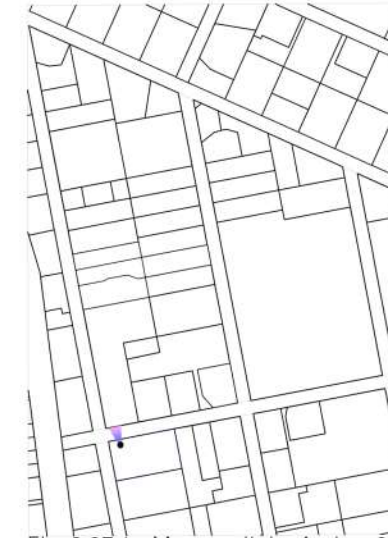


Fig. 8.37.1 - Map credit by Author-2024.

The photo taken shows the wall outside the site on Jellicoe Avenue. The bus stop on the edge of the site is visible as well as the lovely vegetation from the middle of the road could be a beautiful part of the scenery.



Fig. 8.38 - Views along Jellicoe looking towards the site (photo credits by Author-2024).



Fig. 8.38.1 - Map credit by Author-2024.

The building next to the site has its driveway on the edge of the site boundary. The trees in the middle make the road beautiful and the short building has a short boundary wall which means any building thats more than one storey tall will see into the property.

Photo Study

A set of images that allows for a view of the site from my perspective on the ground



Fig. 8.39 - Views along Jellicoe looking towards the site (photo credits by Author-2024).

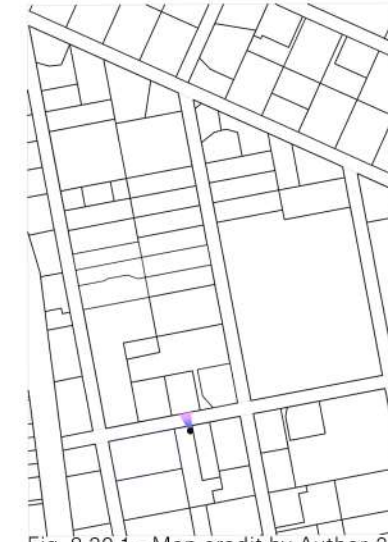


Fig. 8.39.1 - Map credit by Author-2024.

The photo taken shows the one house that is for sale and the zoning regulations that have been approved for the new site development.



Fig. 8.40 - Views along Jellicoe looking towards the site (photo credits by Author-2024).



Fig. 8.40.1 - Map credit by Author-2024.

The photo shows the entrance to the hotel, *The Residency* which could potentially be used as a way to house players who come from different countries to participate in small tournaments. This would give them close proximity to the institute, stadium and all Rosebank Amenities.

Photo Study

A set of images that allows for a view of the site from my perspective on the ground



Fig. 8.41 - Views on Sturdee Avenue looking towards the site (photo credits by Author-2024).

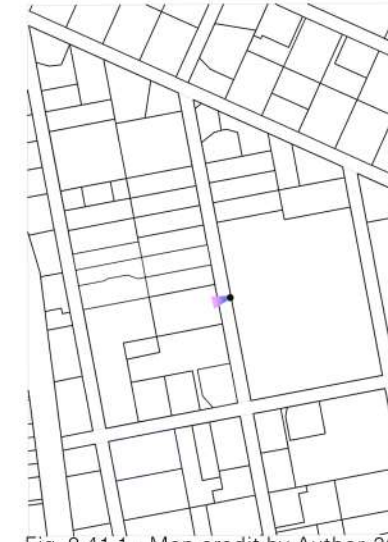


Fig. 8.41.1 - Map credit by Author-2024.

The property on this side appears abandoned and not under any form of current development due to the overgrowth of the plants and greenery across the entire property.

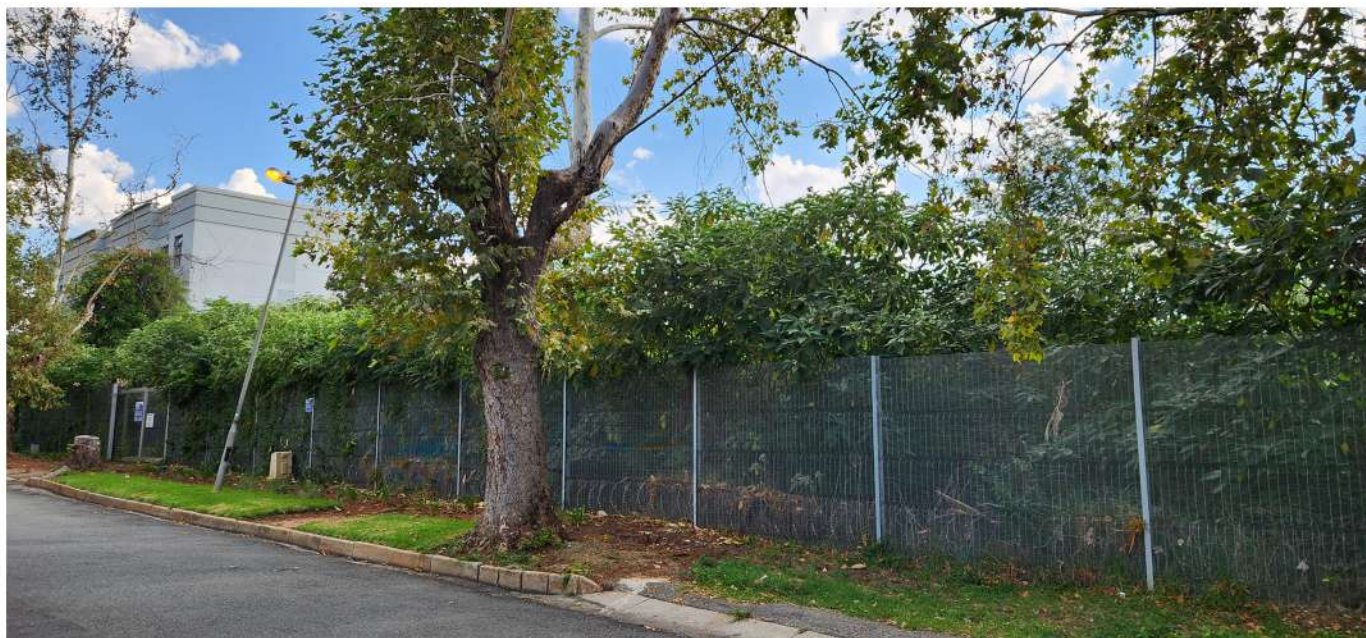


Fig. 8.42 - Views on Sturdee Avenue looking towards the site (photo credits by Author-2024).

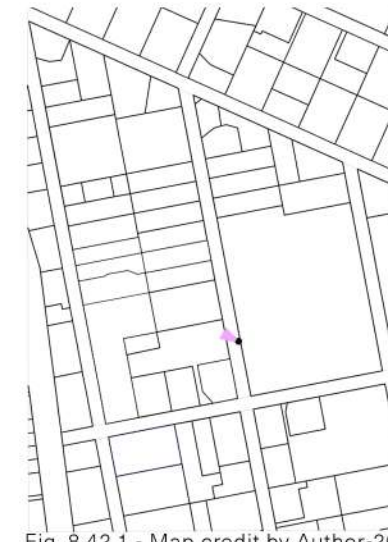


Fig. 8.42.1 - Map credit by Author-2024.

The property on this side appears abandoned and not under any form of current development due to the overgrowth of the plants and greenery across the entire property. The fence outside the property appears in good condition and not showing any sign of aging.

The ability to enter the Esports field required a player to be good enough to be scouted while playing the game, either in game or through streaming and video platforms or potentially scout players emerging from tertiary institutions.

The Esport industry has shown massive growth in the past few years, comparing the small LAN events that used to happen in the early 2000s to the more large-scale events that people attend to the largest million-dollar competitions with predicted growth in the future.

Esports Market size was valued at USD 1.22 billion in 2019 and is poised to grow from USD 1.44 billion in 2023 to USD 5.48 billion by 2031, growing at a CAGR of 21% in the forecast period (2024-2031).^{42,43}

What moment sparked these events? In terms of games the variety of games with internet access increased which prompted people to compete against one another in a casual method, leading up to the moments in which people competed to see who the best at certain games was and thus the industry now known as the Esport industry came to into existence.

Market Snapshot - 2024-2031



Fig 9.1 - Credit skyquestt.⁴²

Once people in the world were competitive with each other, regardless of gender, age, class, Ethnicity (Birk et al, 2017⁴⁴), there came a stage in which society transgressed from the lands of what once was a small niche of people who played the game and were good, to allowing social players of various skill and competitive levels to also participate in the online. The space filled itself with many people of different ranks and abilities and this allowed games to judge who was good, or not as good. The difference maker was natural talent and learned skills without being guided and taught.

The world progressed further, and gaming entered mainstream media. YouTube became a platform in which people either made videos of themselves playing games for entertainment purposes to gather an audience, or higher rank players used it to highlight skills or keep clips of their talents that they practiced in game (Johnson,2024⁴⁵). In addition to this, gaming was a lot more mainstream once streaming services were more accessible, and people started to know what Esports were and what professional gaming was. It was finally that the avenue of getting trialed for games appeared only through people playing games in the higher ranks of games. Which in summary leads up to today's standards (a highly saturated competitive pit of human beings).

A perfect example of this industry growing and thriving is China. China boasts a vibrant gaming industry, complemented by a spectrum of educational institutions offering diverse levels of gaming education. While formal gaming instruction typically commences beyond preschool, early childhood educational endeavours introduce youngsters to educational games and interactive technologies, fostering cognitive abilities and digital fluency. Primary and secondary educational settings host programs and extracurricular activities tailored to game development, programming, and digital arts, equipping students for prospective careers within the gaming sector. (Ehret, 2018⁴⁶)

Vocational institutions specialize in offering targeted programs encompassing game design and development, while universities extend bachelor's and master's degree programs covering subjects such as game programming, animation, and Esports management. Specialized gaming academies and institutes provide intensive training and certification courses, often collaborating with industry titans to furnish students with practical experience and networking avenues. China's proactive stance towards gaming education underscores its significance in nurturing talent and catalyzing innovation, thus culminating in the establishment of a robust educational infrastructure catering to aspiring gaming professionals across multiple tiers.

Number of eSports users in China from 2016 to 2022
(in millions)

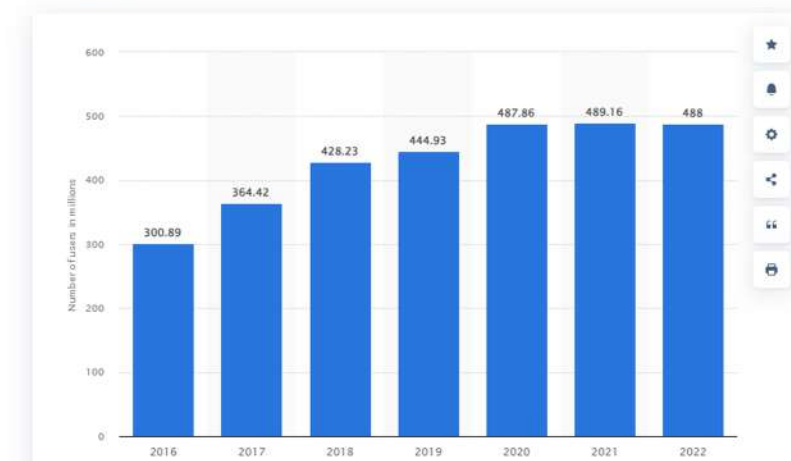


Fig 9.2 - Credit Statista.⁴⁷

"The competitive, organized video gaming had attracted 488 million users in China in 2022. The country has become one of the largest Esports powerhouses in the world, with rising numbers of female viewers and players in Esports leagues"

It is thought that in China at any given time of the day there are around up to 250 million plus people participating in some form of competitive gameplay at any given time in a 24-hour cycle with over 2000 individuals making it to the professional world stages in the games they play. That shows that the environment in that country has achieved peak competitiveness in terms of sheer numbers of players placing second highest in the world to USA.

"The United States was the leading Esports country worldwide according to the number of active Esports competition players in 2023. The U.S. led the list with more than 3.5 thousand active competition players, followed by China and Brazil with two thousand and 1.36 thousand professional Esports players, respectively." (statista)⁴⁸

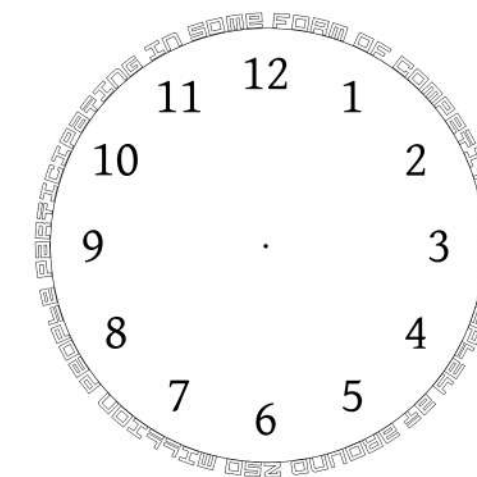


Fig 9.3 - Credit to Author (2024)

This is a clear indicator of a country that has adopted Esports into its regulated career paths on top of the many other professions and has proved successful for many, in both the competitive part as well as the online presence part. The take of China (Ehret, 2018⁴²) was to establish Esports from an early age to drive the child into the career through pre-school till tertiary, in the hope that they can make it big. In South Africa, self-developed players are more known in the industry, or more known as content creators instead of being professional Esport players.

The potential for gamers in South Africa is endless at this point, as there is no complete regulated industry. The potential for professional Esport players here is an untapped market in which professionals can be trained and developed up to the stage in which they can be considered world class. The benefits of finding a normal player in a game are that they can learn and understand the game in terms of team play and implementation of strategy. A player trained in the game will be able to develop their skills earlier on, understand how the industry works, and gain knowledge they previously did not have, to become more known.

The training of students in tertiary grants them access to a completely different type of education with the introduction of Esports. A person who has graduated from school and is already very skilled at a game can join the institute and be trained to a level and exposed to the world as a professional in the field through the institute pushing them out to international teams or even local teams to create employment opportunities.

This training would provide knowledge of how the industry is run and how the real world of Esports is beyond playing games. The challenging work of marketing, meeting certain hours, achieving, and playing at a certain level in game separate from your team, as well as keeping up with good politically correct social presence as well as management, tactics and other important skills are driven through the course.

It could also be used as a leverage for atypical students who cannot sit and study but would prefer something that is more grasping and stimulating to their mental states. It can also become an alternative way to help with communication issues that the person experiences although neurodivergence is non homogeneous (varied spectrum based) and esports will not solve all their issues as cited through Meinent in a paper by "Bo Ruberg's (2019)⁴⁹ notion of queer forms of play beyond 'fun' stresses the potential playfulness and subversiveness of experiencing more difficult and negative emotions through gameplay", which could also assist them in learning and understanding their emotions.

While for others with different brain thought patterns, it can be an opener into work or an esports industry in which they can participate in a version of alternate employment as it is something they physically are able to do, as well as with how accepting the community is of players based on skill and not disablement.

"While some neurodivergent individuals may not see their specific expression of neurodiversity as a disability, they will undoubtedly in their lifetime experience some form of disablement (Walker, 2021)." Meinent et al.2023.⁴⁹

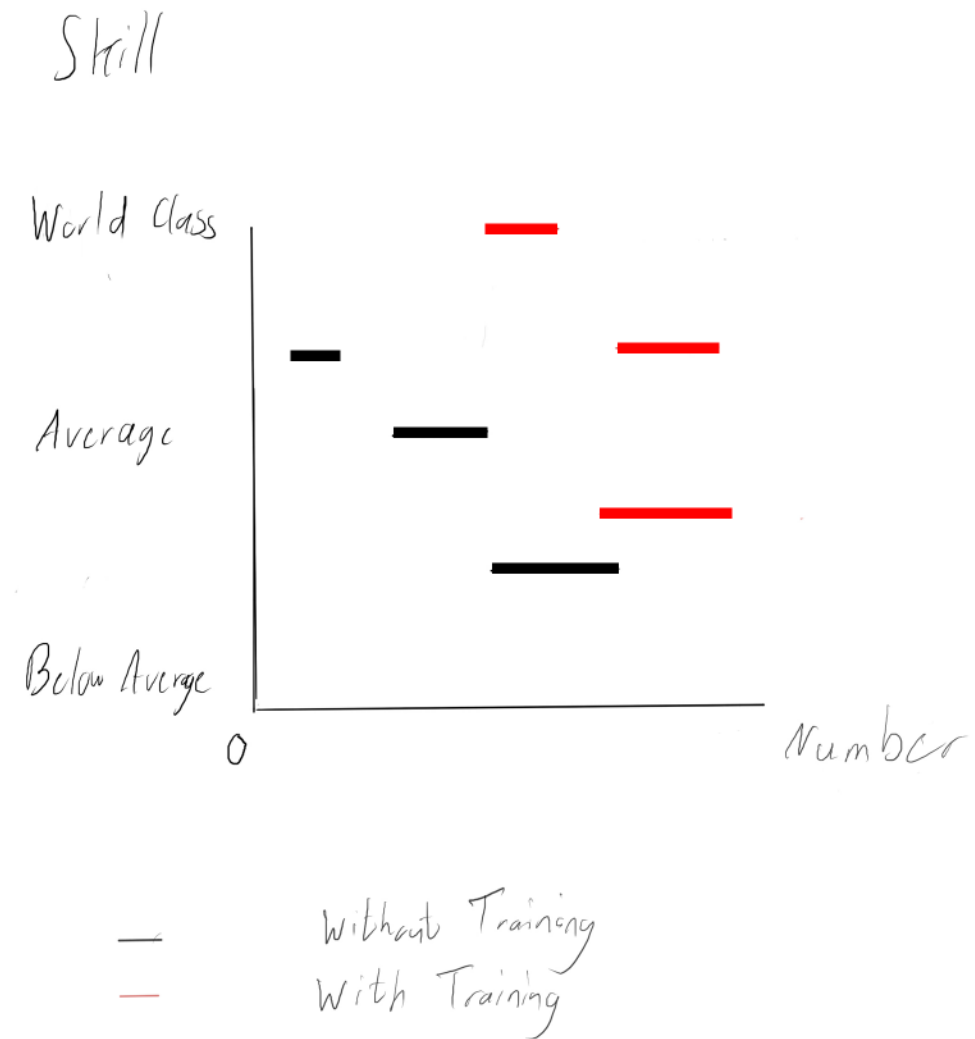


Fig 9.4 - Graphic depicting a potential growth for players that could develop with training and without training. The line at the top moves into the world class category after training and grows in number along the horizontal axis.

An increasingly common avenue for talent discovery involves scouting emerging players from tertiary institutions. This approach not only highlights the importance of skill and performance but also underscores the growing recognition of Esports as a legitimate field of study and professional pursuit. As the Esports landscape continues to evolve, these diverse pathways for talent identification contribute to the dynamic and competitive nature of the industry.

The rules for this industry are specific to each Esport that is played. For the buildings that are used or potentially can be used as venues for Esport stadiums, they need to meet a certain set of standards laid out by The International Esports Federation (IESF) and DLA+ Architecture & Interior Design (DLA+) who partnered together to create an industry standard for these new or existing buildings.

"The Esports Venue Standardization Guidelines will define spatial and technical requirements for Esports facilities and establish regulations and procedures for Esports venue certification." IESF⁵⁰

DLA would become the indicator of whether a building is responsible for the inspection and certification of the venue. The inspection will require qualifications, schedules, documentation, conducting evaluations, and levying fees corresponding to the classification of each Esports facility. The International Esports Federation (IESF) assumes the role of harmonizing these building requirements with the expectations of players, media, and spectators, thereby determining avenues for enhancing Esports venues.

This delineates the primary threshold for any institution seeking to establish a media space for entertainment purposes within the industry. Certification necessitates an external fee for any Esport stadium under development worldwide, alongside compliance with design standards outlined in provided guidelines and meeting the SANS requirements for buildings. Such a stipulation is intriguing as it enables the exploration of a standardized building model that can be replicated across countries, fostering the development of cost-effective, efficient small stadiums conducive to the Esports industry entry and commencement of future stars careers.



Fig. 9.5 - credit esportsinsider (2020).⁵⁰

This requirement marks the foundational step for any institution aspiring to carve out a niche in the burgeoning Esports landscape, by establishing a dedicated media space for entertainment. Certification mandates the payment of an external fee for the development of any Esports stadium globally. Additionally, it imposes strict adherence to design standards delineated in the provided guidelines, coupled with compliance with the SANS (South African National Standards) requirements for buildings.

The significance of this stipulation lies in its capacity to catalyse the exploration of a standardized building model that transcends geographical boundaries. By establishing uniform criteria for construction and operation, it streamlines the process of creating Esports venues, fostering a global ecosystem of standardized infrastructure. This approach not only promotes consistency and efficiency but also reduces costs associated with bespoke designs for each location.

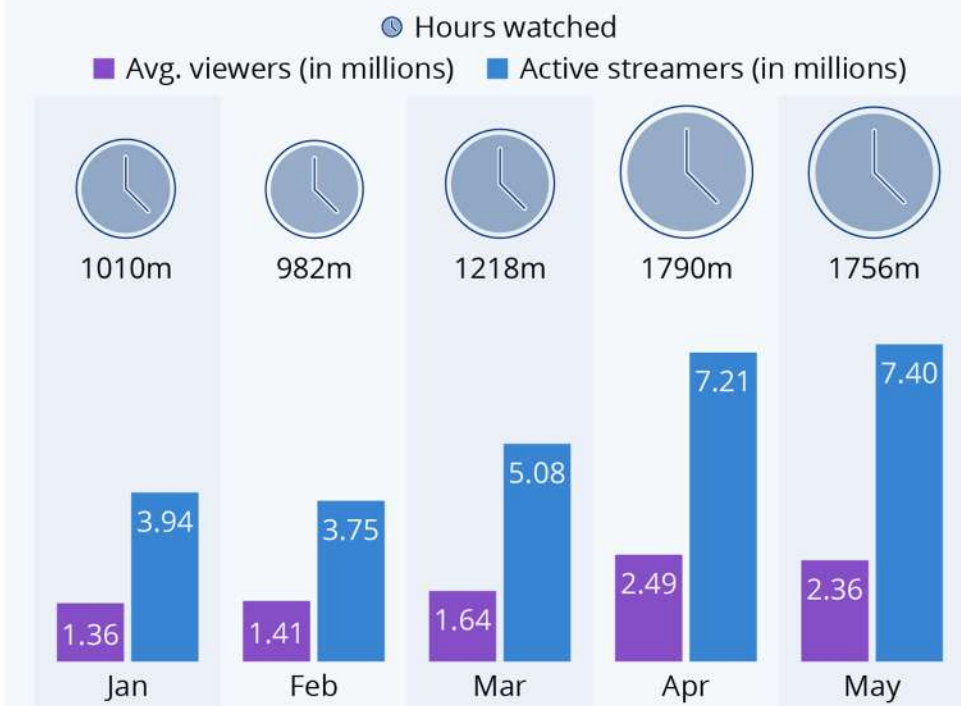
The emphasis on cost-effective, efficient small stadiums underscores a strategic vision aimed at democratizing entry into the Esports industry. These venues serve as incubators for emerging talent, providing accessible platforms for aspiring gamers to highlight their skills and launch their careers. In doing so, they contribute to the cultivation of future stars and the sustained growth of the Esports ecosystem on a global scale.

Other than participating in tournaments for teams, Esport players are to be taught how to grow their own base on the internet. This is due to the rise in Twitch, YouTube and Facebook Gaming viewership growing into the millions in terms of viewership. The players become important in bringing viewership and supporters to teams as well, which helps with sales of tickets for team events, tournaments, and merchandise.

The growth of twitch creators and viewership for people and events has escalated over the years. The documented growth of viewership has increased from 0.53 million viewers in 2015 to the current last documented amount of 2.58 million viewers as of 2022. This was assisted by people moving to online working and studying due to covid. This significant increase in viewership shows that there are more than enough people watching different forms of content, and the more viewership a streamer can gather, the higher chance they get to partner with an Esports team or even if they are talented players, they have opportunities to play professionally. (Iqbal et al. 2024)⁵¹

Surge in Streamers, Viewers During Lockdowns

Statistics on viewership in 2020 for popular streaming platform Twitch



Source: TwitchTracker



statista

Fig. 9.6 - credit statista.⁵²

Text Curriculum development

The curriculum will be developed by drawing from two prestigious institutions: the College of Esports, which is supported by the British Esports Federation, and the Gen.G Elite Esports Academy.⁵³ This strategic blend of successful educational frameworks ensures that students gain the best of both worlds, benefiting from comprehensive and internationally recognized programs. By integrating these established curriculum, the initiative aims to provide students with the knowledge, skills, and competitive edge necessary for easier access to international recognition and opportunities within the global Esports community. This approach not only equips students with game-specific expertise but also instills a broader understanding of the Esports industry, including its standards, ethics, and professional pathways.

The major goal in this case is to establish a standardized approach to Esports education that can be universally recognized by all major Esports organizations. This initiative seeks to unify and elevate the quality of Esports training and development across different regions, ensuring consistency and excellence in the skills and competencies of emerging professionals. A significant aspect of this effort involves the expansion of Mind Sports South Africa, a government-regulated body that oversees competitive gaming and other mind sports in the country. By linking Mind Sports South Africa with the British Esports Federation, both of which are affiliated with the International Esports Federation (IESF), there is an opportunity to foster a cohesive and government-supported Esports industry.

This collaboration aims to create an base for the active development of the Esports sector under governmental guidance, paving the way for the formal recognition of Esports as a legitimate and structured career path. This alignment with international bodies will help ensure that the standards set locally are in line with global best practices, promoting the growth of a sustainable and reputable Esports industry. Additionally, this standardized approach will provide a solid foundation for students, enabling them to navigate the evolving landscape of Esports with confidence and credibility, and ultimately contributing to the professionalism and global integration of the Esports field.

The Gen.G Academy's curriculum emphasizes an integrated approach to developing Esports professionals, starting with a solid foundation in theory and training. This approach focuses not only on game mechanics but also on the development of the individual as a complete Esports professional. The curriculum is designed to help students identify their strengths within specific games and team roles, fostering a deeper understanding of the strategic and interpersonal dynamics of competitive gaming. An essential aspect of the training is team-based practice sessions or scrims, where students work with an In-Game Leader (IGL) and engage in scrimmages with various teams. These exercises are crucial in building a player's portfolio, displaying their versatility and ability to adapt to separate roles within a team environment, which is critical for those aiming to enter the professional Esports scene.

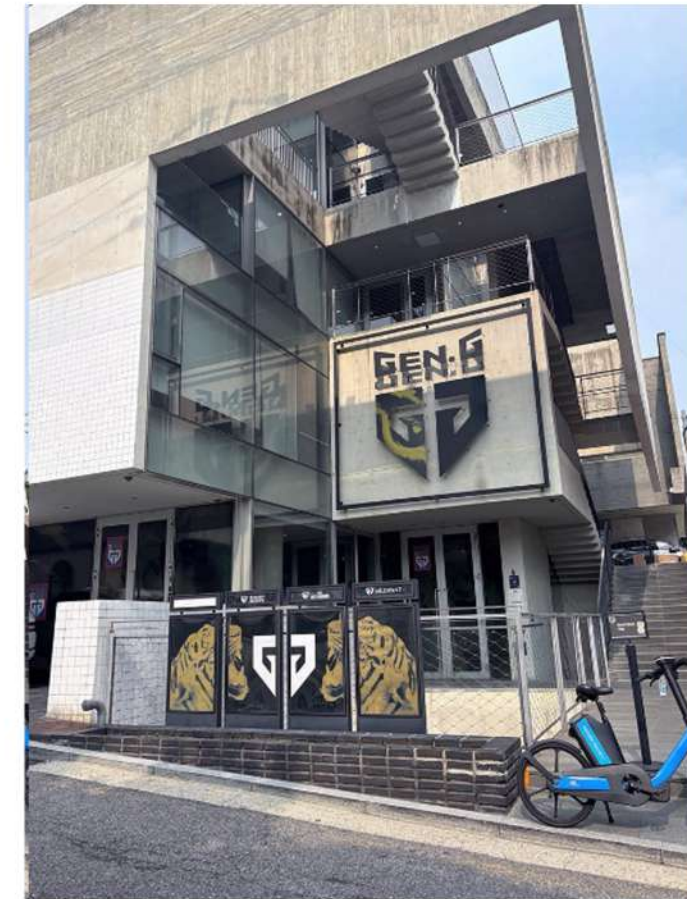


Fig. 9.7 - photo credit to klook travel.⁵⁴

University Degrees in Esports



powered by British Esports Federation

Fig. 9.8 - logo credit to collegeofesports.⁵⁵

Communication is another vital component of the Gen.G Academy's program. Many players, particularly in solo gaming experiences, often neglect the importance of effective communication and collaboration. The academy teaches the value of verbalizing strategies, sharing insights, and supporting teammates, all of which are critical skills that directly correlate with improved performance in team settings. This emphasis on communication helps players become more cohesive and effective team members. Additionally, the academy places a strong focus on the well-being of its students, recognizing that the maintenance of both physical and mental health is crucial for sustained performance. Training programs include guidance on managing stress, avoiding burnout, and maintaining peak mental form, all of which contribute to a player's overall competitiveness and resilience.

The final phase of the Gen.G Academy's curriculum involves the creation of a digital portfolio, which serves as a powerful tool for players to market themselves as brands. This portfolio not only showcases their skills and achievements but also provides visibility to potential employers, teams, and sponsors, enabling students to secure job offers or contracts. The academy also facilitates opportunities for students to compete against established professionals, providing a platform for them to demonstrate their capabilities in real-world scenarios. This exposure allows team managers and recruiters to assess the players' professional abilities and suitability for their specific team needs. Beyond gameplay, the academy prepares its students for the professional world by offering training in interview techniques and presentation skills. This aspect of the program ensures that students can articulate their thoughts and represent themselves in a manner that reflects the professionalism and ethos of the academy, further enhancing their prospects in the competitive Esports industry.

While this approach is fairly suitable for the Gen.G academy, which is mainly gaming individually, and team oriented with an added slight focus on health. The college of Esports in England focuses on more than just establishing gamers as Esport professionals as well as professionals for other fields. The courses offered in the institute allow for students to establish themselves in tactics, management, game art, game design, game development, business development, Esports Business & Digital Media as well as honours in Esport Business media.

The creation of a lot of these courses are based on having dual usage to the people who study it. The idea being that once the course is studied it does not keep a person stuck in one position in the gaming industry but also gives them the advantage of pushing them into a different career path but in the area studied. The courses will include Esport business and digital media marketing, Honours game design and development, coaching and management, game art and events management.

"or example, a degree in International Esports Business is an international business degree that can be applied to any industry throughout your career, and thus providing ongoing lifetime value for you as an alumnus" ⁵⁵

Throughout the years of study, students can learn how to play their games professionally, set up interviews and streams in which they will participate as part of a commenting team. The students with different business sense ideas as well as students who have innovative ideas in terms of strategy and development will be given opportunities to pitch these ideas yearly to the company CEO, which if successful can also help them set these ideas in motion for them to create their own way of earning money in life or even put them in mentor-ship with other like-minded professionals in the industry who can assist them in implementing and developing these ideas.

Event planning, Broadcasting, entertainment as well in future ,the use of coding, can be industries that students can enter into. By teaching students these skills, they are not just stuck in the Esports industry, and are able to branch themselves into other work spaces in life. Development of games through the course of BSc Games Development with esport players as testers can prove to be a mutually beneficial endeavour for both the game focussed and the coding focussed student. Through this course, games created by South African developers can start to become another industry that develops out of this institution.



Fig. 9.9 - credit ggacademy 2024.⁵⁴

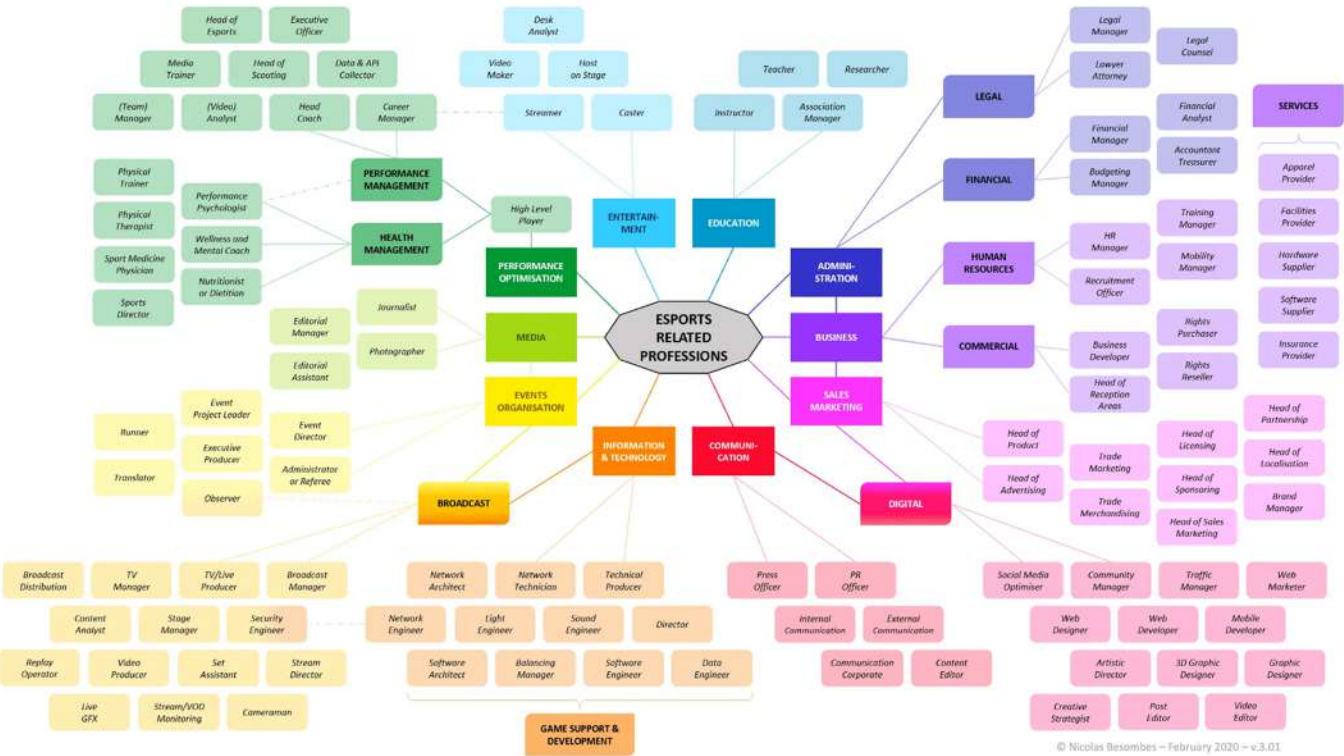


Fig. 9.10 - credit collegeofesports 2024.⁵⁵

The same focus on health and fitness comes through, with curated eating plans for students , assistance for those who require mental and physical help, with people in staff who are familiar with yoga, body and mind balance with nutrition, breathing techniques and massage which will assist the students through the curriculum to ensure the Esport professionals that come out are at their peak performance mentally and physically.

In preparation for students leaving the campus, the creation of a personal brand and digital portfolio based on students' strengths and the personal Esport start-up inclusive of all work experience, projects completed as well as engagement with curriculum will be put on display to allow students to marketed to potential employers.

The combination of both these styles of teaching and work portfolio preparation would be key to help develop a method for students to market themselves to the public. Creating a space in which students can thrive mentally and physically would assist in creating professionals who are primed for competition as well as in businesses. Adding to the courses would be the setting up of computer equipment, sound and lighting, as well as stream preparation which will give the students alternate skills which could push potential students into more practical type jobs more related to setting up of events, movies, and music videos. The creation of a brand of streamer would be asserted as a way to market the school to the public, in which the school can assist in curating the stream and the content and monitor the words and actions of the streamer, as well as show off the skills they have been learning which in turn would allow them to stream from their own homes or the institute facilities and earn money through a streaming platform which can become their form of creating a living for themselves.

The work to be done is to include the courses from the British School with the aspect of scrims in a public based facility which will be the stadium, which can be used for a form of entertainment for the people, a form of income for the stadium, a showcase of the players talents to local teams and the world as well as a simulated experience for the players in which they can feel the pressure of the crowd supporting them or the team they are against. To further this the addition of making students in all courses must perform either analysis and present pre, post and during the game or play by play for games being streamed which could allow them to add it to their portfolio, as a form of casting and presenting for other Esports or sports in future.

This form of education system is to be tested out in the region of South Africa, and then if successful in producing different game athletes, the model can potentially be carried to other African countries to start or further develop their budding Esport industries to grow the success of Africa in the EMEA region in both terms of earning and competitive performance wins.



Fig. 9.11 - credit ggccircuit.⁵⁶



Fig. 9.12 - credit Trident Gaming Official YouTube Channel.⁵⁷

Literature Review

The research through questioning age, space and the social ability of games allows for thought of a space for Esports and whether a building could be of benefit to the users.

Regarding age, in the work of Hee Jung Hong (2020)⁵⁸ there is a statement of Esports performance relies on players' ability to respond to complex visual stimuli correctly and at high speed rather than focus on age. To further investigate he uses the work of Thompson et al. (2017)⁵⁹ who suggest that the players ability is likely to decline at about age 24 and as a result an Esports players' peak performance period is very short (Smithies et al, 2020)⁶⁰ who cites the careers of about 20% of professional Esports players are only about 2 years (Ward & Harmon,2019).⁶¹

A disagreement that comes from the study taken by Max Birk et al. (2017), through an age group of 18-51 year olds that the performance-driven motives decrease in general over age although this does not imply that a 40-year old cannot have a higher performance motive than a 20-year old player. The implication from this implies that the person who is in this age range is still capable of playing at a competitive level and potentially succeed.

Although many studies associate a younger age with professionals who are more willing and able to participate in Esports citing the average age range of professional Esport players is mostly between the ages of fifteen years old and twenty-five years old. The players will usually train three to four times week for 2-4 hours (Martončík, 2015)⁶² at a time but with a focus spsiecifically on the one game they are professionals in.

The thought is furthered in the work of Martončík et al (2024)⁶³ who determined that young age is a meaningful predictor of success in specific games of Counter-Strike and League of Legends but calls for more research to better understand the underlying aging mechanisms that contribute to Esports success. Further evidence is gathered in age being a driving factor for decline in cognitive abilities such as attention which declines as the player gets older.

The study further discusses how age was a factor of importance in League of Legends while attention and age were meaningful in Counter-Strike which is potentially explained by the age-related decline in achievement motivation (Hustinx et al., 2009)⁶⁴, which is consistent with what was observed in Hedlund's(2020)⁶⁵ work which adds to the justification of younger Esports players are more competitive.

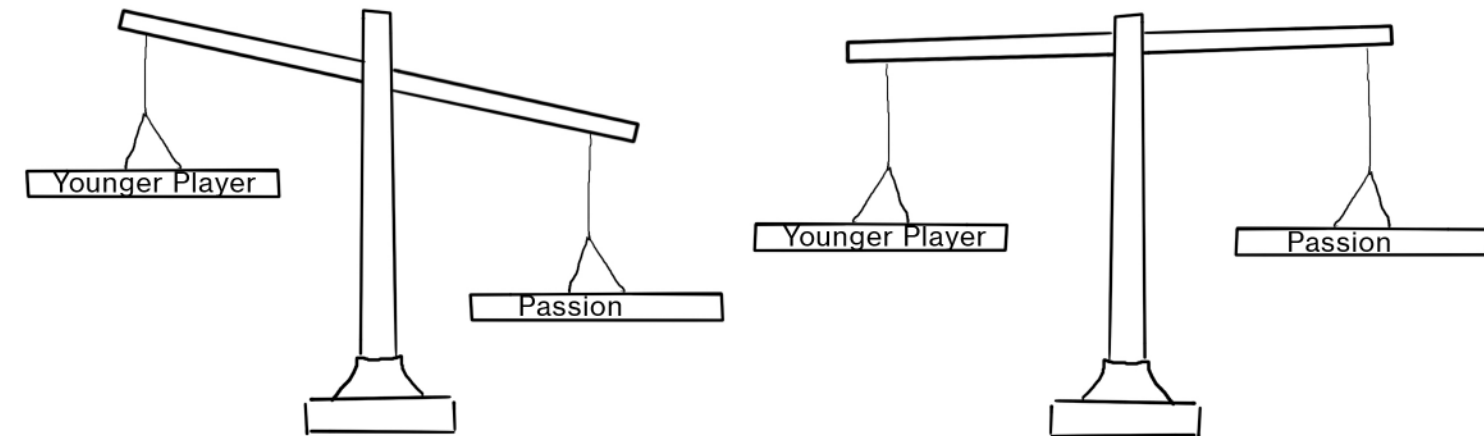


Fig. 10.1 - Scales of Age and Passion.

Passion is greater than age or equal to age in some cases of young players.

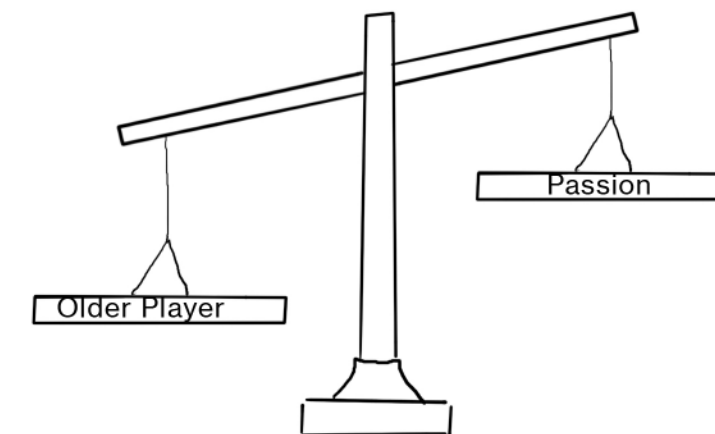


Fig. 10.2 - Scales of Age and Passion.

Older players have less passion due to esports becoming work over a sport they are passionate about.

As Esports is considered as a competitive field, with participants in all age ranges and genders, with current research it is inconclusive that age specifically is a major factor that affects people's skill level, but rather a passion or driven motive when competing at international levels. From the interviews done through David "Viion" Jang⁶⁶ for InvenGlobal, the common theme in the questioning of League of Legends professionals and coaches was the players aren't as motivated as before. Often, when something people are passionate about turns into their job, they lose their passion for whatever it is.

According to the coach of 100 Thieves "As players grow, they get to experience more interesting things, and gaming starts to feel like work. When that happens, they can't put in the passion they had when they started into the game." (Bok "Reapered" Han-gyu,2022)⁶⁶. This comes through the players aging and playing the game as work their passion tends to lesson for the game.

This is emphasized by a veteran player Kim "Olleh" Joo-sung (2022) who explains it more of an enjoyment of the game which can be linked to passion more than age. "Since practicing gaming isn't as physical as in traditional sports, there's no limit to the practice time — it's just about how much they're enjoying the game. Some people can practice 20 hours straight, but some can't even play for four hours."⁶⁶

This evidence related to age in gaming, allows us to conclude that although players start as Esport professionals around the age of 18 and below there is potential for training of individuals who already possess high skills and passion in games to allow them to enter the Esport field and compete with the younger players.

Another interesting guideline to consider is the regulations for teams in different Esports to sign individuals to play in certain tournaments. Although there are sometimes leagues for children and below to participate in, there still exists an age barrier of entry to big international tournaments for some games.

According the work done by Florence Desiata (March,2024)⁶⁷ who points out that the organizers set age requirements at 17 or 18 years, while others set theirs at 13. This is obviously based on the age rating for the game. A decent example for a game with very little barrier to entry would be *Fortnite* which has an age rating of T, for teens but may be suitable to younger audiences. The youngest professional player to sign for a team in and play would be Joseph Deen at the young age of 8 years old in 2020 (Patricio Kobek)⁶⁸. While barrier for entry for a game like *Valorant* which keep an Age rating of PEGI16 with tournaments allowing teams to have players only signed to their main teams once they turn 18 years old.

A pure example of a person who was extremely good at a game who achieved well with the assistance of the *Sk Telecom T1* Esports program is a Korean player by the name of Lee "Faker" Sang-hyeok (considered to be one of the greatest league players ever). A player who joined the academy at the age of 17 and left school early to pursue his passion in Esports. Notably, the team winning the 2013 League world championship, which would be the organization's first international title, led them to more success down the years and most recently as of attaining the 2023 world championship.

In his formative years, he ascended the ranks of the gaming world in Korea, establishing himself as one of the nation's premier free players, highlighting his formidable talents during his teenage years. However, it was not until he became part of SK Telecom's Esport program that his potential truly blossomed. The meticulous refinement offered by the program not only provided him with a team perfectly attuned to his playing style but also polished his skills to perfection, shaping him into one of the most formidable players on the global stage.⁶⁹



Fig. 10.3 - credit thegamehaus.⁶⁹



Fig. 10.4 - credit Flat-Profession-8945 on Reddit. ⁷⁰

Within the gaming community, particularly in regions where African players face the challenge of high ping (high ping due to lack of local servers creates latency to action), there exists a cohort of individuals who have managed to overcome this obstacle, climbing the ranks in European competitions. Despite their remarkable achievements, many of these players remain in the shadows, lacking the refinement and standout performances needed to attract widespread recognition.

While it is undeniable that some players, despite similar opportunities, have failed to achieve notable success, it is worth contemplating the possibilities afforded by providing these individuals with greater exposure on larger stages. Doing so not only opens doors for them to build their own dedicated fanbases but also creates avenues for potential self-employment and sponsorship opportunities. The skill showcase prompts them to sign up to teams as either players or content creators.

Through the provision of support of coaches, strategists, sports psychologists these aspiring gamers can be empowered to pursue their passion for gaming and content creation with renewed vigor and determination. In order to break into the Esports industry, players must demonstrate exceptional skill, often attracting the attention of scouts (players or actual management of teams) while engaging in game-play, whether it be in game or through live streaming platforms or recorded video content. (Hong, 2022)⁷¹

The world of online games has potential links to offline friendships and interactions. This takes the form of social capital which is the resources embedded in our social ties (Putnam, 1995)⁷². Social capital is usually measured with the Internet Social Capital Scales or ISCS (David Goncalves, 2017)⁷³. The content takes the form of either Bonding or bridging social capital.

According to Sabine et al. Bridging social capitals refers to weak social ties with informed and inspired social interactions while bonding social capital refers to strong social ties and emotional support and understanding. Bridging social capital builds trust and deepens empathy between various groups of people of different backgrounds who typically may not interact with each other otherwise. In the work the considerations of Physical and social proximity as well as familiarity are all cited by Sabine et al⁷⁴, as being described as mechanisms of friendship initiation and formation (Fehr, 2008, Regan, 2011).

This is also a means to continue and strengthen or keep bonds in existing relationships. Gaming online provides people with a way of connecting with loved ones and friends who are not always in close proximity to themselves on a daily basis. It is a key factor in the work of Frostling-Henninsson (2009) in which the people who engage in gaming do so for the social aspect.⁷⁴

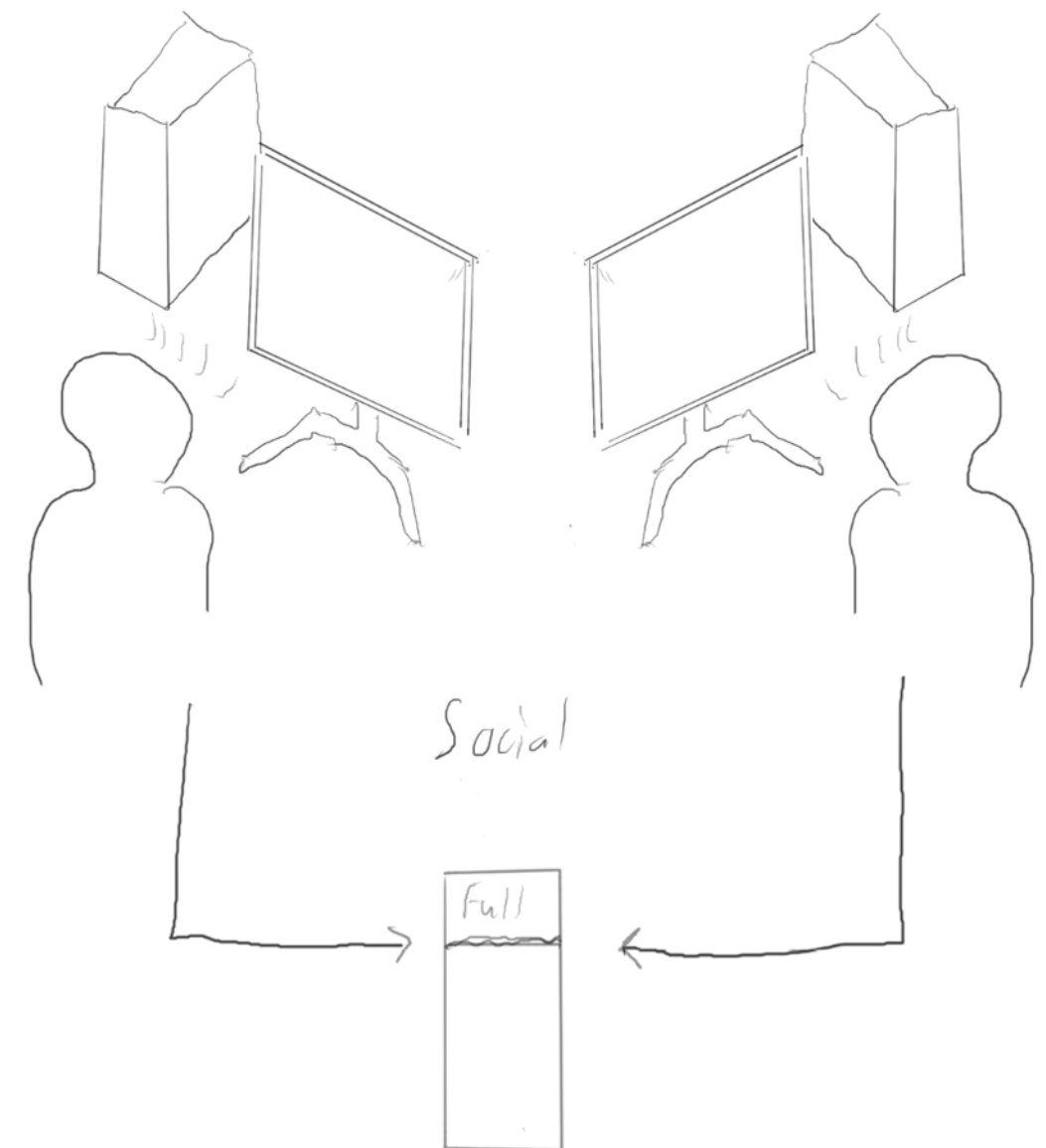


Fig. 10.5 - Online social capital increases.

The hypothesis of social proximity and familiarity were considered as growth factor that fosters both bridging and bonding social capital (Sabine et al. 2012)⁷⁴. The hypothesis was furthered as both of these factors were considered important to offline social support and growing social capital. Concluding that the results found in their study, using existing research, that online gaming may result in strong social ties if the online activities from the game extend in real life activities.

This provides evidence for gamers to be able to meet and socialize and carry on either gaming activities or even just normal activities into real life it would provide a good social capital for them as well as a justification for the use of Rosebank as its site. With the plethora of activities as well as provision of a gaming lounge and Esports stadium it allows the social life of online games to be able to find a place in the real world.

Further evidence emphasize how games allow for greater social interaction between people. Nebel (2022)⁷⁵ states online gaming could be critical to social wellbeing and in balance with life activities can be capable of reducing loneliness. Nebel also acknowledges previous studies that suggest social gaming can facilitate social interaction and combat loneliness by connecting us to strangers or assisting with supporting existing relationships while unable to meet in person. This is agreeable through The work of Domahidi et al. (2018)⁷⁶ found that playing games with online friends did not displace time spent with friends in person. The study cited results of strengthened intimacy and social support in existing friendships through the participation of playing games online.

Games being played also creates a longing for people to want to participate in real life activities comparable to what happens in the game. The physiological level is the starting point for people to get motivated according to Ningning et al.⁷⁷

The emotions of what a young person (18-24) in this case is as well as the visual stimuli that games grant is something that would motivate people to go outside and pick up sports or explore as they do in games. Citing that game developers should create more realistic spaces that would tempt young people to go out and achieve what is done in game but in a realistic setting for the benefit of their own health.

Ningning et al.⁷⁷ even concludes with the idea of integrating government into development of Esports. "the government and related social organizations should promote the construction of offline e-sports venues and carry out related e-sports events to promote the integration of online and offline scenarios, enhance the spiritual resonance and value identity between young people and sports, and promote young people participation in real sports"

According to JCFS⁷⁸ Chicago the use of video games assist in helping young people have conversations without needing to decipher body language while they are unable to leave their homes either physically or emotionally. This research does indicate from their findings that people who meet while playing games often spend time with the same people in person. The act of participating in a common activity allows people to meet and socialize in a manner in person that feels natural as their trust has developed in game.

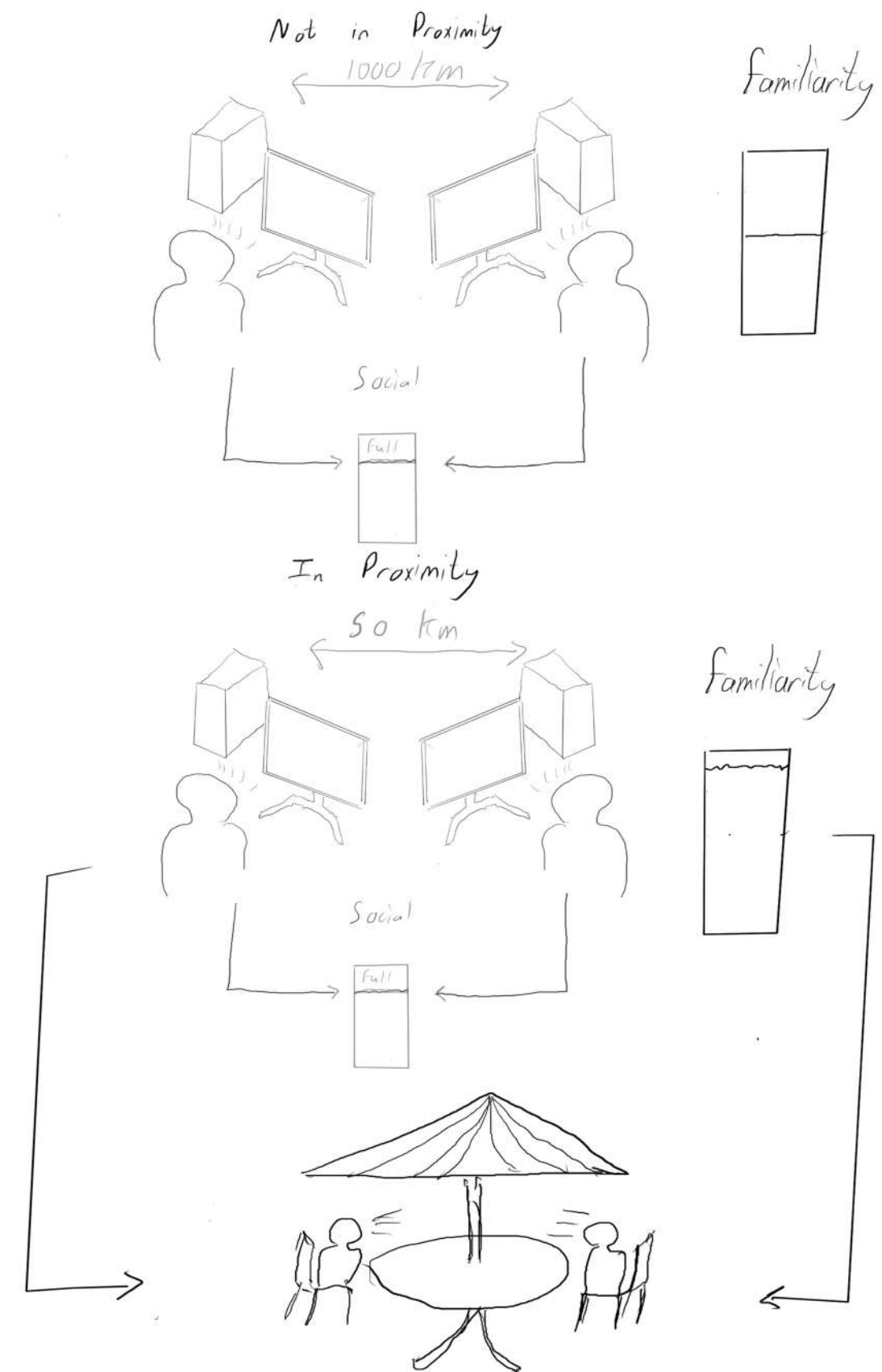


Fig. 10.6 - Online social capital increases in relation to proximity and with familiarity leads to in person social interactions.

Gamification became a term coined for the use of game design elements or games that have been used in context of non-games (Dithmer et al. 2016⁷⁹). Gamification in the work of Dithmer et al. Through *The Heart Game*, proved to be beneficial in terms of creating a way for heart patients to be engaged with the gamified theory to be able to exercise and rehabilitate themselves. The use of their social relationships, leaderboards as well as achievements (all dopamine releasers in game) proved to engage patients and people in their social life to exercise more.

People were given tasks of walking, dancing, eating fruit and vegetables as some things to compete in with their teammates. Proving the use of badges, levels and leaderboards (Deterding et al. 2011⁸⁰) were combined with the use of points to form the classic confirmation of gamification. From their findings they found that if not for the social aspect and the competitive leaderboard system they would not be participating in what was called *The Heart Game* even if it was for their own benefit. This same gamification theory is something that benefited the users of *Pokémon Go* as the same concepts exist here.

In public settings gaming is usually frowned upon, but there was a time where walking and moving to different areas and landmarks while making friends with random strangers in public places was encouraged. The release of a game by the name of *Pokémon Go* had gamers across the globe walking to different areas to catch *Pokémon*, collect items at *Pokéstops* and to fight for gym locations with members of their respective teams ((Instinct (yellow), Mystic (blue), or Valor (red))).

In the work of Kaczmarek et al⁸¹. whos work considered *Pokémon Go* in concerns to both the social aspect of the game as well as the health motives of the game on people. The work helps tie together creating spaces (stadium and Esports center) for gamers to access in person while also tying in Rosebank's development of a walk to explore development (StudioMAS UDF.) The work of Althoff et al (2016)⁸² relates to gamification in which video games become an enhancement for outdoor activities and in this case the physical activity of walking and playing *Pokémon Go*.

The game taken into the real world allowed people to interact with others face to face and build new friendships and build teams, which furthered their interest in being involved with physical activities and in this case walking and "exploring" the landmarks and cities.

Pokémon Go was taken as a role-playing game with three models of motivation which are achievement, immersion and socializing (Yee et al. 2012)⁸³ to incentivize the gamer. *Pokémon GO* includes other elements of gamified physical activity and outdoor time. For instance, trainers need to walk long distances (up to 12 km) to hatch eggs into new *Pokémon*, with rarer *Pokémon* hatching in even longer distances. Furthermore, *Pokémon GO* rewards players for regular visits to specific spots in their neighbourhood (*PokéStops*) where in-game resources can be replenished

Hatching random *Pokémon* from eggs and gaining closeness with your "travel partner" which becomes a reward system which creates a goal and incentivizes the gamers to go out and walk. The use of landmarks in areas such as churches, masjids, galleries, parks and certain places that are known enough became *Pokestops*. These spaces attract the users to walk to them every five minutes to collect rewards. Rewards that cannot be obtained within that time frame, and with places with a few in close proximity promoted walking between them.

Gyms for the game became key points as people would search for team members, benefiting the human nature of needing social interaction. People would look for their friends and random strangers to fight a gym battle and take control of it with members of their respective colour to allow themselves to place their own *Pokémon* inside to leave them there to defend it. The game took gamers and enthusiasts out of their homes to public spaces with gyms and *Pokéstops* and allowed them to socialize and make friends, all while playing a game.

This relates back to how gamers with social motivation use games to seek opportunities to interact with other players and expand their social networks. *Pokémon GO* facilitates social gatherings and meeting new people in the real-world at *PokéStops* and Gyms and in context of the potential project landmarks like Circa, Everard Reed, Pantry and the Esports facility.

Another consideration to be thought of in the case of Esport training facilities is that it only provides training in game skill sets. Management, strategy, leadership, media, sport science and game design are all traditional academics that are added into the curriculum (Chan, 2019)⁸⁴. Gawrysiak (2021)⁸⁵ states that it is a misconception that players that are educated through an Esports academic program only exist to compete professionally. Citing the main purpose is to prepare students to be able to work actively or adjacent to Esport programs by preparing them to be a future workforce in support of the professional and amateur competitive scene.

The idea comes through not just finding a way to educate students in a field that they are passionate about but also to take their passion and help them understand their passion and see if their skillset through education is transferable to other industries or even how it can benefit other positions in the Esports space.

The link of why Esports should be played in front of an audience comes through the work of Neus et al (2019)⁸⁶. The work considered how Esports is viewed through streamed media as well as in person. The work found significant differences between Esport viewing online and viewing offline. The work considered how viewing participants in Esports are either limited by economic factors or geographic factors with the latter being the factor to why there is significant differences in the results. Through a questionnaire at an event Neus concluded that people with Esport motivations prefer on site consumption while economic factors with inability to pay to travel to other countries or cities could be the barrier of entry to in person viewing.

People who want to play and learn more about the game would typically stream Esports online to be able to examine and learn from the screen directly in front of them. While people who are more emotional or passionate about the game, enjoy events, have attachments to the teams or players as well as enjoy the hype and social interaction in the space will prefer to watch Esports in person. With such different results for either platform it is determined that one cannot substitute the other in terms of what they offer.

The social aspect of in person Esport events is another driver in the research. The work determined that socialising in Esports offered stronger data for in person participation. Online streaming platforms were considered as a form of social experience in the way a person can send a message to a chat of large groups of people but it was determined that it is still incapable of replacing the real life experience. Additionally the messages into these chat spaces can tend to prove futile as either it gets no form of response from other viewers or gets lost in the myriad of hundreds to thousands of viewer messages.

Based on the work gathered it can safely be assumed that Esports does benefit from having both an online platform as well as an in person platform as both are motivators for different people. The online viewers could also potentially turn into in person viewers while their interest into specific games, teams or players grow, if the offline event takes place in physical proximity to the viewer. For Esport professionals it is determined that the playing from the comfort of their own homes, with their own working computers, stable internet and silent playing is sometimes beneficial for the learning and improvement of their skillset, it is not always the best (Bleda⁸⁷, Esports heaven, 2017⁸⁸). Players who have to participate in more in person events have to deal with travelling, travel sickness as well as the pressures of a noise filled crowd and general discomfort of being watched live by other people.

The passion an Esport professional has for the game dwindles away when the pressure of performing in front of a crowd becomes too much. The psychological issues of this in person pressure determined by viewers and teams that players were bad at the game and lacked the instinct of a champion rather than lacked the experience or preparation for such events.

In the work of Bleda (2017)⁸⁷ it is suggested a psychologist with understanding of pressure would be needed to help players transition from online to offline performances. A joint venture of mentally preparing the players for this pressure as well as allowing them first-hand experience of sitting on the stage and testing how they feel will culminate in a more complete professional. The experience of being on stage can expose a top player with a weak mindset due to stage pressure but can also expose a good player with a strong capability of being under pressure on the stage, and both can be coached through the mental aspect to perform better.

The facility is able to add psychologists as another form of employment to the facility to assist their students in preparing for the world of competition. The players will benefit from having actual people viewing their games as well as having these people monitoring them to adapt their psychological training per person. While the people in the crowd are able to watch the Esport they like and decide which future potential professionals they can see participating internationally and getting to be passionate about something they love.

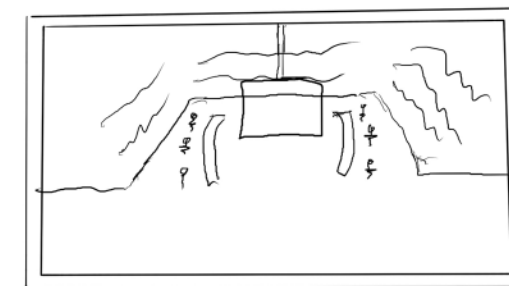


Fig. 10.7 - Viewer at home watching less to support a team but more to learn and observe the game and strategy.

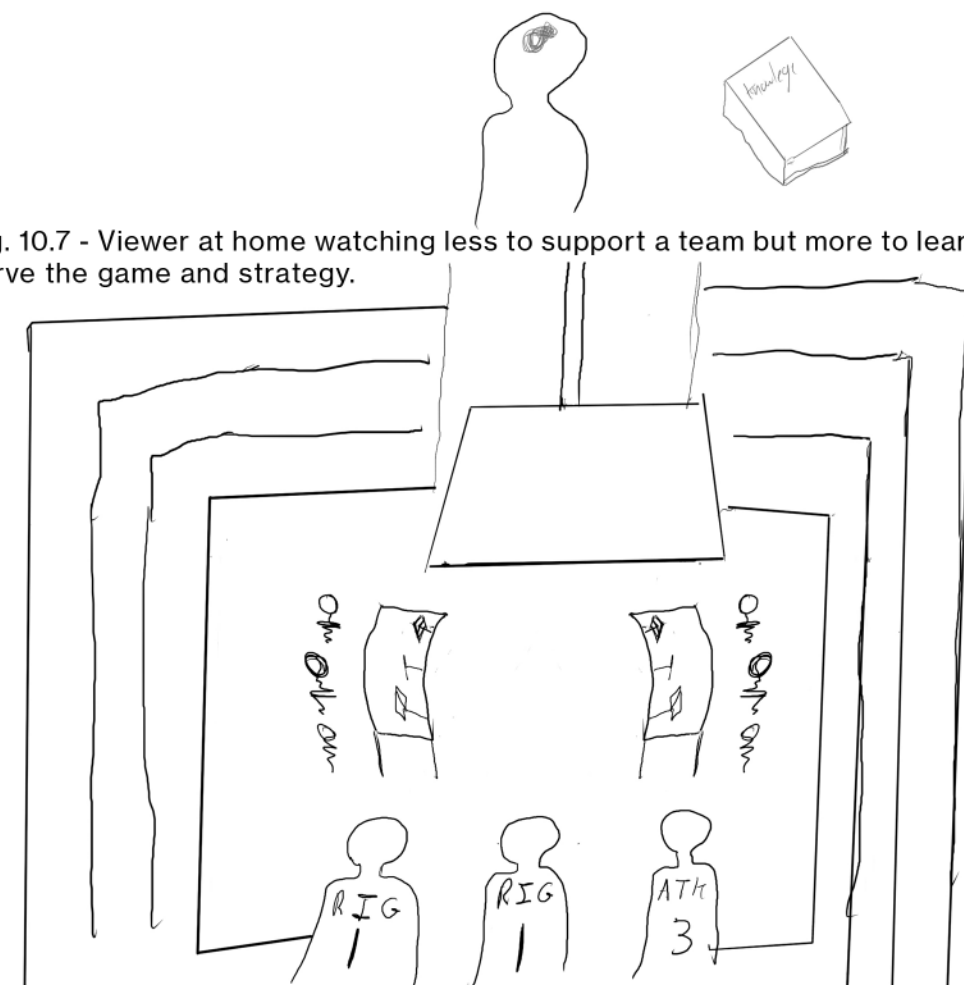


Fig. 10.8 - In person viewers purchase merch and shirts and show more passion in supporting players and teams as well as enjoying the social life of the event.

The proposition of an Esports institution becomes more beneficial after taking factors of walking, social lives of gamers, gamification in real life as well as providing gamers a place to meet each other and watch Esports as well as make new friends and bonds would all format into creating an Esports facility while meshing with the development framework of Rosebank. Research into a facility like ATK arena creates a basis further for how this network can be beneficial to this institute as well as other big institutions in Johannesburg that do not offer Esport programs. The institute is also able to provide entertainment for the Esport passionate as well as experience for the future professionals while creating employment opportunities beyond the games itself.

Case studies

An analysis through other Esport facilities

Research into building typologies that align with existing Esports standards for both institutional facilities and stadiums has yielded mixed results, as illustrated by various case studies. While the investigation provided some valuable insights, it also highlighted significant shortcomings. A key observation is that many Esports facilities lack cohesion with the architectural character of their surrounding environments. These buildings often fail to establish a distinctive typology that sets them apart as Esports-specific venues. Instead, they primarily focus on meeting the technical and operational standards set by the International Esports Federation (IESF) and the DLA+ Architecture & Interior Design (DLA+) Esports Venue Standardization Guideline, with little attention paid to creating a unique architectural identity.

In the case of training facilities and educational institutions, the emphasis tends to be on the interior functionality rather than the building's exterior aesthetics. While some facilities may present a unique facade that stands out within certain landscapes, the overall architectural design often lacks a coherent connection to its external surroundings. The primary focus is on the internal environment, which is designed to enhance the user experience and meet the specific needs of Esports training.

Typically, a thematic approach is adopted from the conceptual phase, which may be applied to the entire building or even to individual floors within a larger structure. This thematic design process is driven more by the practical requirements of the space as well as the technical and operational standards set by the International Esports Federation (IESF) and the DLA+ Architecture & Interior Design (DLA+) Esports Venue Standardization Guideline than by a desire to create an outwardly iconic or cohesive architectural statement.

Name: ATK Arena
Location: Claremont, Cape Town

Program: Esports public gaming facility, training facility, cafe, office
ATK Training with affiliated Esports Programs.

A perfect example of a local team and facility that exists in a South African context is *ATK arena*¹⁰. A company and public Esports facility that participates in Esports as well as marks Esports to schools and institutions. The previous facility in ran till the start of 2025 proves to be a successful driver of implementing Esports into South Africa and these ideas can be implemented in other facilities.



Fig 11.1 - credit to Google, 2025, ATK Arena Claremont;Feb,2024.⁸⁹

Name: ATK Arena
Location: Claremont, Cape Town

The facility in Claremont features computers for games as well as simulation rigs for racing games for the public to pay to use. These same facilities can be used by schools and institutions in the cape town area to be able to create more Esport opportunities for future professionals. The institutes include the University of Cape Town's Esports as part of their affiliated teams, which allows them to both market themselves to other students at UCT but also to provide more exposure for themselves and grow Esports in South africa.

ATKs facility located in a busy part of Claremont surrounded by various amenities. Parking is provided by the building in which the facility is located, with taxis seemingly being the only public transport that was considered in relation to the activities being hosted. A cafe inside the facility provides quick sustenance in the form of quick snacks, coffees, energy and cold drinks (ATK arena) and if there is a need there are enough food stores located abundantly in walking distance to the facility as noted.

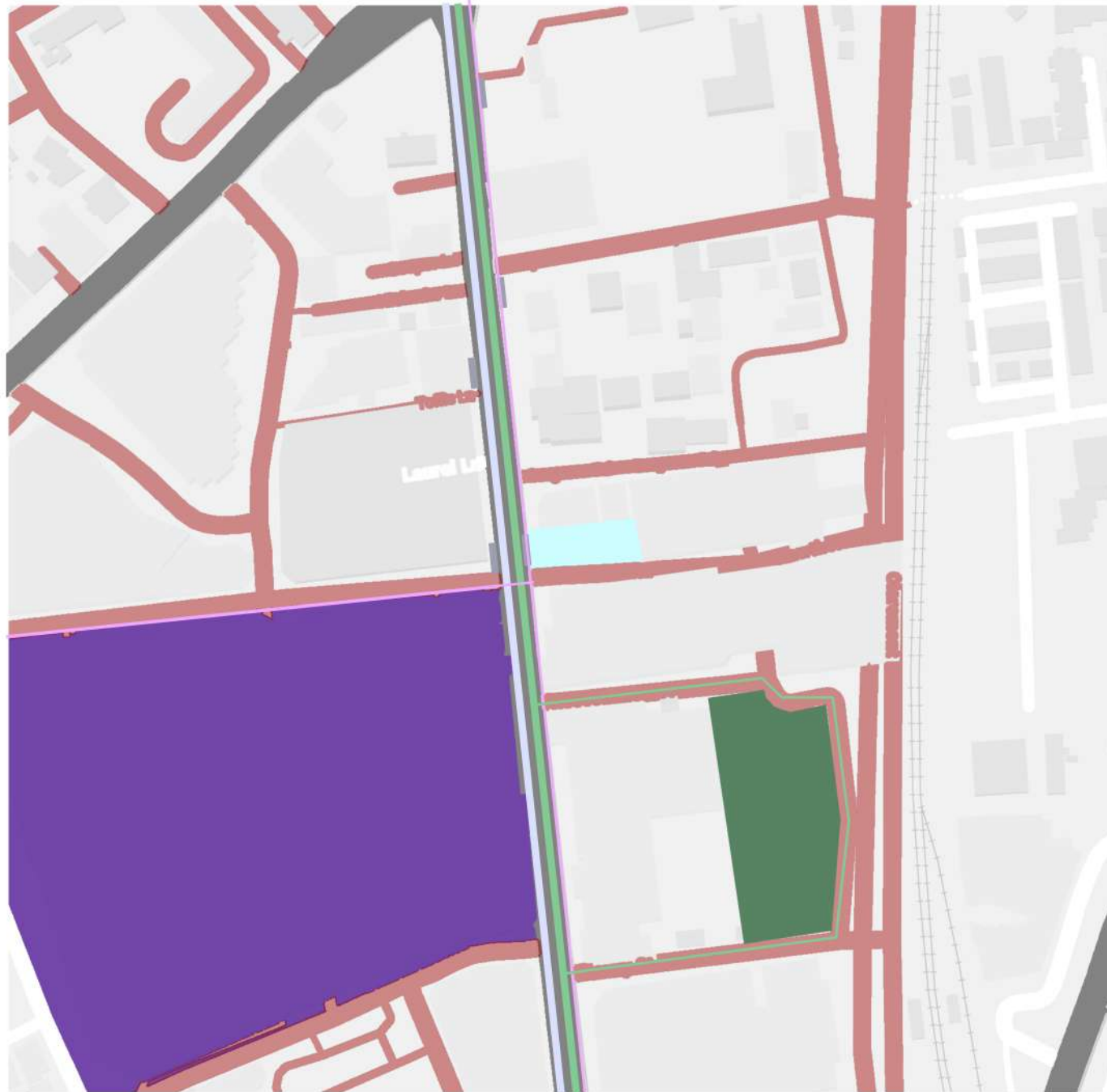


Fig 11.2 - credit to Google, 2025, ATK Arena⁸⁹ Claremont;Feb,2024.



Fig 11.3 - credit to Google, 2025, ATK Arena⁸⁹ Claremont;Feb,2024.

Name: ATK Arena
Location: Claremont, Cape Town



- | | |
|---------------------------|------------------|
| ■ Main road | ■ Arterial roads |
| ■ Site | ■ Taxi Route |
| ■ Cavendish Square (Mall) | ■ Taxi Stop |
| ■ Bus route | ■ Pedestrian |
| ■ Bus Station | |

Fig 11.4 - Map of Claremont, Cape Town, credit to Author,2025.

Name: ATK Arena
Location: Claremont, Cape Town



Fig 11.5 - Map of Claremont, Cape Town, credit to Author,2025.

	Site		Cavendish Square (Mall)
	Main Road		Hotels
	Food hub		Business
	Bus Station		Transportation Spine

ATK located directly on a main road with parking located either on the street edge or in the parking lot located on the arterial road to the east of the building. Busses, taxis and cars are identified as main modes of access to the facility. A formal bus station is also identified.

The immediate surroundings offer very little in terms of hotels or housing.

The appearance of many restaurants is also identified. Proving there is alot of options for Esport players to decide from.

Pedestrian routes are provided in the form of paving along the entire road as well as heading towards Cavendish Square. The crowd drawn in by the mall is another factor that can be considered.

Name: ATK Arena
Location: Claremont, Cape Town

ATK's facility, teams and content creators are sponsored by different companies that provide different amenities of racing rigs, computer parts and clothing. All sponsors get exposure and branding at events as well as on teams shirts.

ATK does take pride in its existing teams that do participate in tournaments locally and internationally albeit having varying success results. The job opportunities from ATK's training and scouting at universities allows them to seek out future professionals and provide them with employment before even adding them to the main team.

The work done by ATK actually allows players to be scouted by other local teams while participating in tournaments and push themselves out into the world of Esports. Individuals also do sign to ATK as content creators and that allows them to work in an alternate form of employment which is not the international competitive field, they were capable of entering, but instead provides a platform for them to stand on.

Being signed to an organization in any way, allows the player to potentially participate in local tournaments, commentate, analyze or even host and set up the event which would allow these skills to be carried over to larger companies that keep their entire team as inhouse skills as compared to hiring external workers.

The way ATK markets themselves through universities and schools should be an idea taken for the development of any Esports facility. With the mutual benefit of them providing universities with Esports gear, coaching and potential to expand into teaching a new category of career while also managing to market themselves to people potentially interested in using the space or participating in tournaments to be able to enter the Esports field. The potential for the existence of a facility in the south african context can become viable through this method as this current model has showed to be successful.



Fig 11.6 - List of Associated Universities and schools.¹⁰

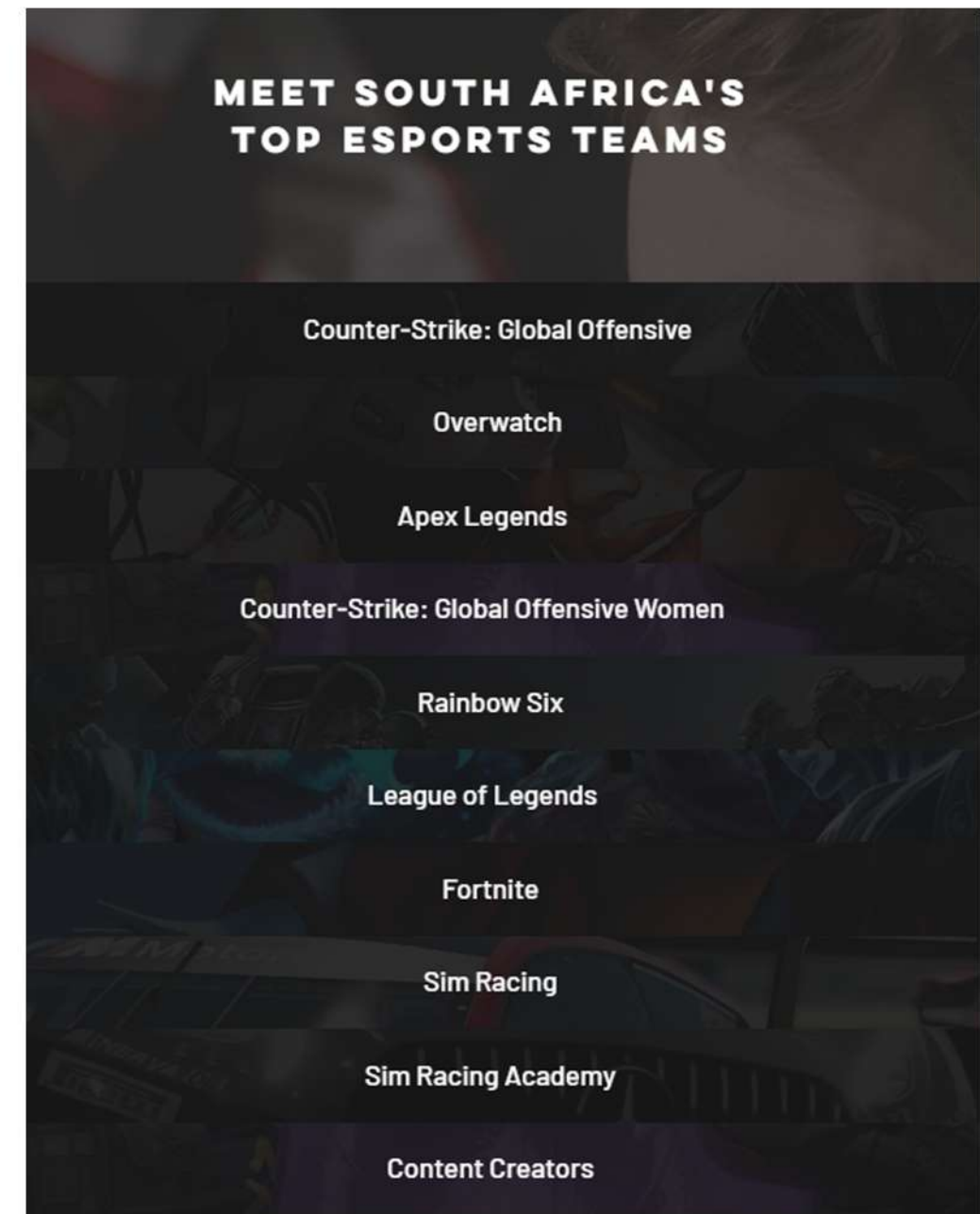


Fig 11.7 - List of games played with professional teams.¹⁰

Name: Alienware Training Facility for Team Liquid

Location: Moreelsehoek

Architect: VenhoevenCS Architecture + Urbanism & AHH Architects

Program: E-sports training facility, company restaurant, office space, Team Liquid Fanzone

Size: 1000 m²

Project time frame: 2019-2020

Status: Construction complete

Client: Team Liquid Enterprises

The Alienware Training Facility is evidence of an Esports training facility building that looks amazing on the inside and can be seen from the outside using the logo on the glass. The actual building was not put together for Alienware but a portion was designed by the architecture firm hired to design it. The concept of using first person shooter map as a way of creating a floor plan for the layout of the facility was brilliant. All areas of the building have room tags that match callouts that would be given in an actual game and allow for the players and staff to find people and transmit information to each other through this interactive system. It allows the players and staff to settle in to giving callouts of peoples positions in the buildings which will translate over in game. The idea of mapping the floor plan as a game map is the idea that is being taken from this for the institution.

Through the analysis of this facility it comes to an idea of immersion that needs to be created and kept based on the game that is played here. Taking the concept of immersion into actual building designs can come through with either a mapping of the facility as callouts, but also in the spaces of the map that itself becomes the immersion.

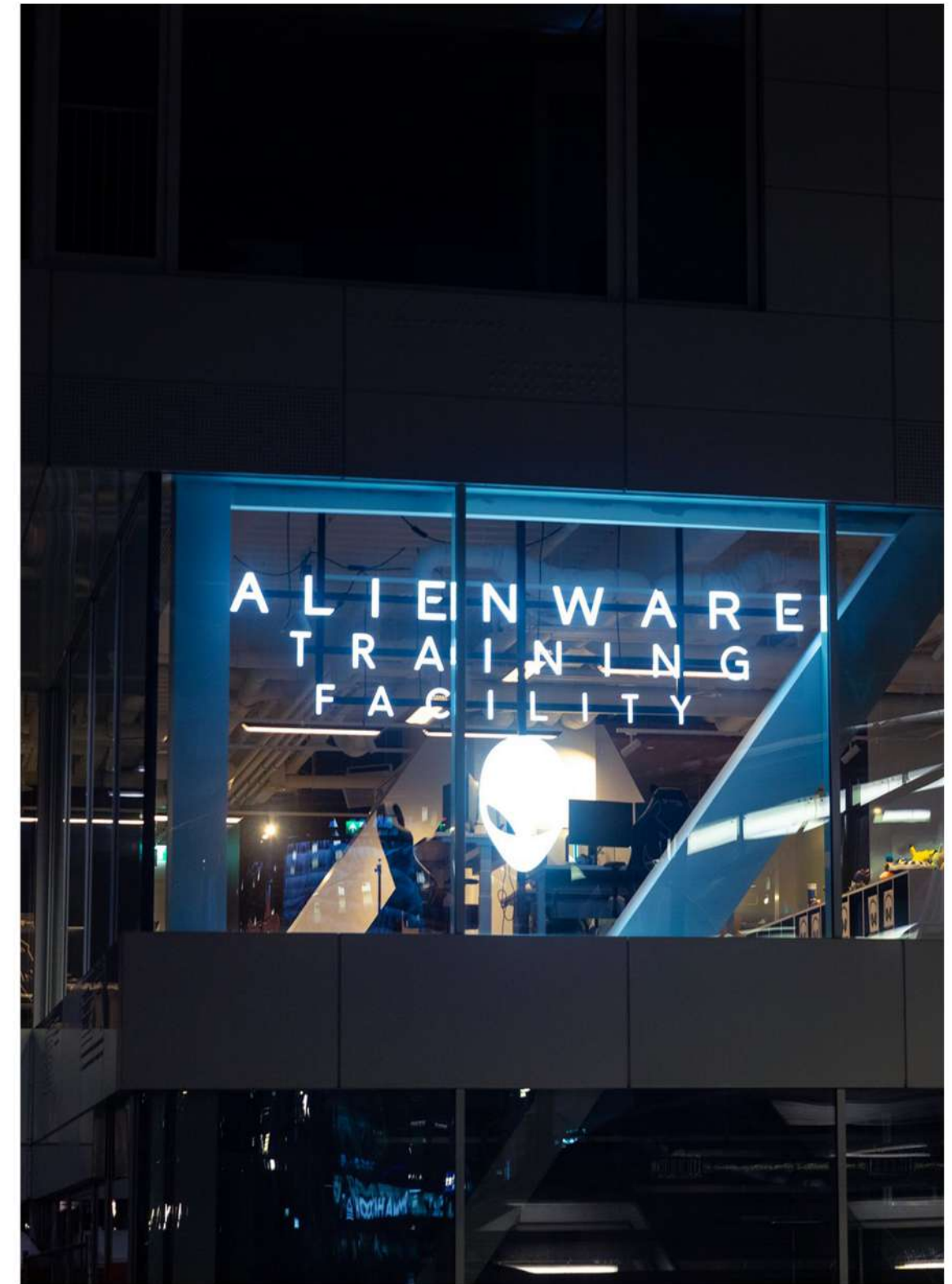


Figure 11.8 - Credits to architecture firm VenhoevenCS and photographer Teo Krijgsman (2020).⁹⁰

Name: Alienware Training Facility for Team Liquid
 Location: Utrecht, Netherlands

- 1 - Entrance area
- 2 - Cafeteria
- 3 - Reception
- 4 - Scrim Rooms
- 5 - Online support
- 6 - Team break room
- 7 - Meeting room
- 8 - Cool down space
- 9 - Offices
- 10 - Graphic artist space



Figure 11.18- Credits to architecture firm VenhoevenCS and photographer Teo Krijgsman (2020).⁹⁰

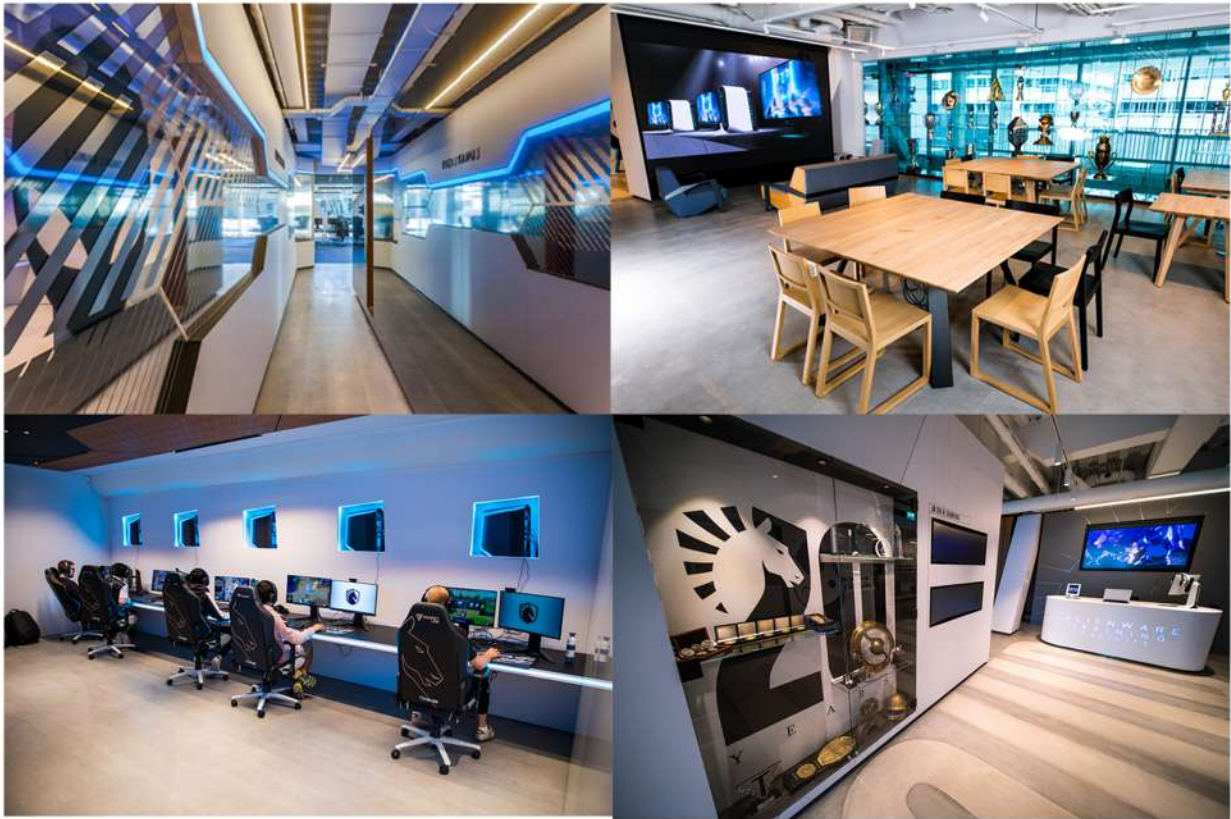


Figure 11.19 - Credits to architecture firm VenhoevenCS and photographer Teo Krijgsman (2020).⁹⁰

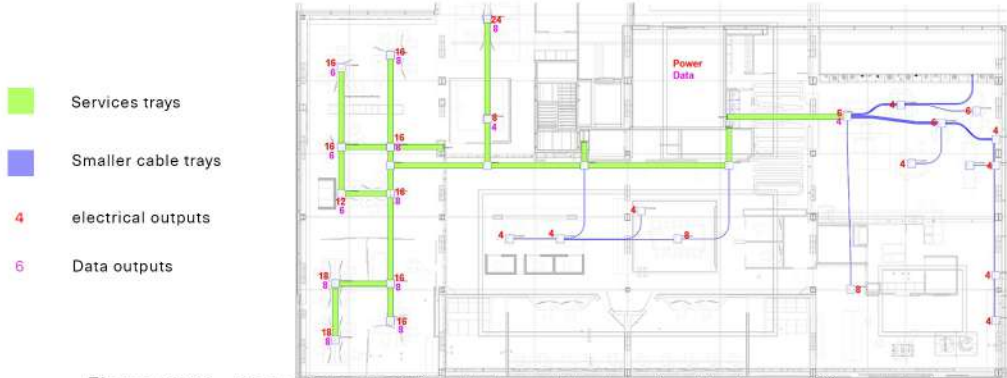
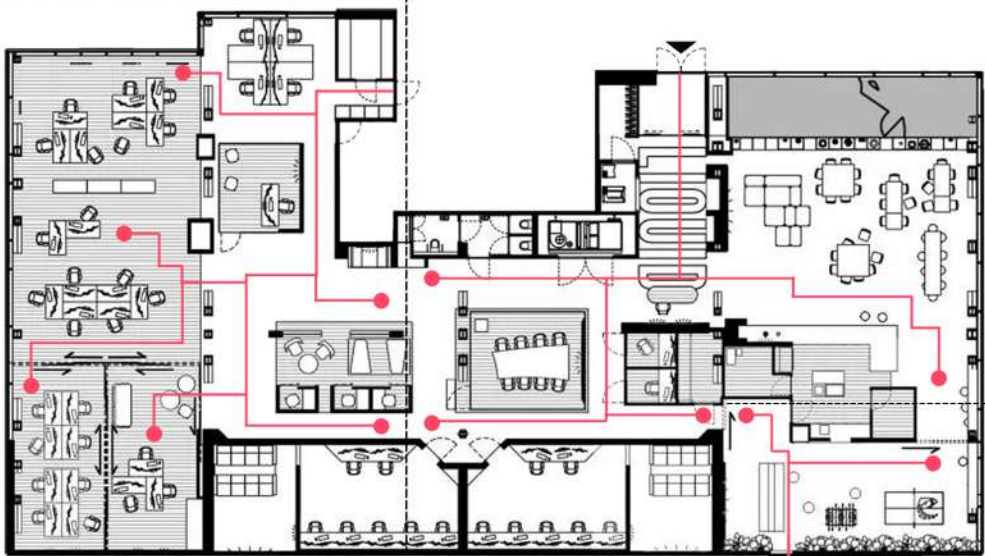


Figure 11.20 - Floor plans creditCredits to architecture firm VenhoevenCS and photographer Teo Krijgsman (2020).⁹⁰
 The drawing provided above shows the major connections for services located in cable trays and how they spread through most of the building as well as plug point and Ethernet connection numbers.



Fire escape plan
 Figure 11.21 - Floor plans creditCredits to architecture firm VenhoevenCS and photographer Teo Krijgsman (2020).⁹⁰

- Water services
- Circulation(pathing, lifts, and stairs.)
- Fire escape
- Columns
- Private stage area
- Private stage area

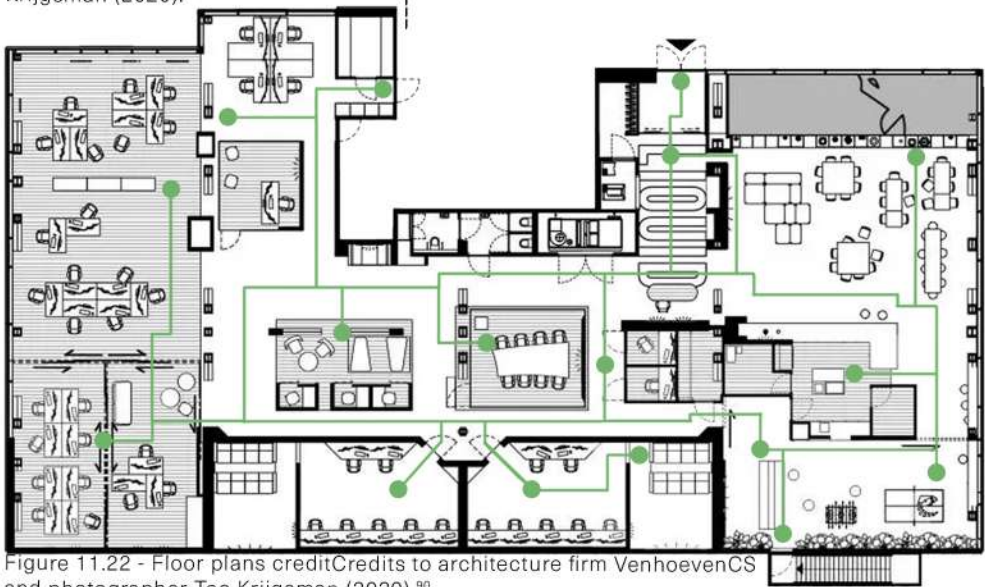


Figure 11.22 - Floor plans creditCredits to architecture firm VenhoevenCS and photographer Teo Krijgsman (2020).⁹⁰

Name: Alienware Training Facility for Team Liquid
Location: Utrecht, Netherlands



Figure 11.14 - Credits to architecture firm VenhoevenCS and photographer Teo Krijgsman (2020).⁹⁰

As an eSports team, the concept for the building was to create a building in which the office locations had callouts that matched a game map with callouts. Top lane, mid and bottom lane (League of Legends)
Top mid, kitchen, tunnel, spawn (FPS callouts)



Figure 11.15 - Credits to architecture firm VenhoevenCS and photographer Teo Krijgsman (2020).⁹⁰

Although the office is open to all players and staff there are areas like the offices, scrim rooms and strategy spaces that are more private than other as some forms of strategy and internal running of the company do not need to be public, while cafeteria and break spaces are more public.

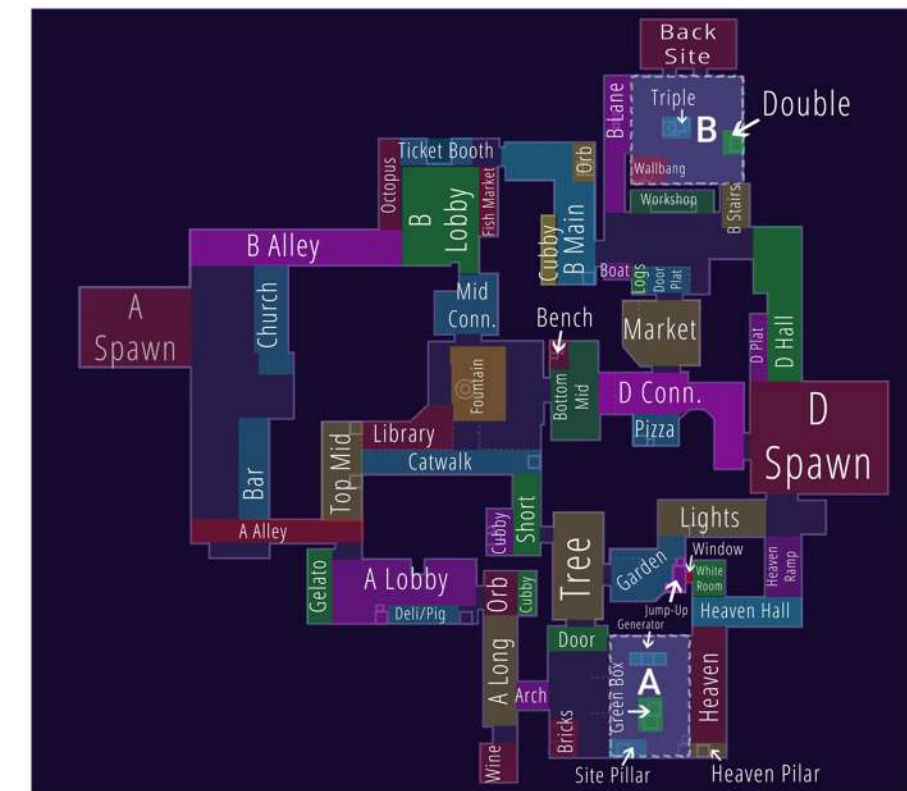


Figure 11.16 - credit to hugeko on r/VALORANT - 2020.⁹²

The callouts for a map in the game *Valorant*, portraying callouts that can now be done in real life in the office for where things or people are located



Figure 11.17 - Credits to architecture firm VenhoevenCS and photographer Teo Krijgsman (2020).⁹⁰

A simple building with a lovely simple concept which builds a lovely office in the form of a game map. A beautiful idea that puts the modern world of games into a building for training of professionals in esports while still looking and feeling like it is a proper profession with sponsors.

PANDA V ESPORTS HOUSE FLAGSHIP STORE

Location: Shanghai, China

Architect: XU Studio

Program: Gaming lounge, Competitive area, streamed space, cafe.

Locations: Shanghai, China

size: 830 sqm

Project time frame: 2018

Project status: Construction complete

Photographs: Peter Zhang

the identification from the Team Liquid space, is the metaphorical locking in of people into a map. Panda V takes a more literal way of locking players into spaces through the use of a them and atomized glass by physically locking the players into the space. This creates a more serious environment for the Esport being played in the space as it cuts off viewing of private training or competition areas.

The identification of the style in this study is important as well as the literal use of the "locking in" of the spaces.



Figure 11.23 - Photo credits to xustudio.⁹²

PANDA V ESPORTS HOUSE FLAGSHIP STORE

World Building



Figure 11.24 - Photo credits to xustudio.⁹²



Figure 11.25 - Photo credits to xustudio.⁹²

The building for Panda Esports completed by XU Studios was a clever development in terms of internal design. The interior's inspiration was to make a Blade runner-inspired interior aesthetic which would be considered neo-noir based on the original movie post 1960. The use of this was to create a space in which the darkness of gaming would come forward into the light and allow the players in the space to be mesmerized and inspired by this noir inspired world. The theme shows from the glass chosen, to the text on the walls, to the chairs and tables and extends to the computers and monitors all tied together by the use of specific colors.

While this theme just tend to be brilliant conceptually and the implementation of it was decently succesful, a person feeling is that the interior ended up more sci-fi than neo-noir. The feeling that it gives off is this more cold, futuristic, spacy and sterile space, over a dark and gloomy environment. While the lights do offer a sharp contrast to the rest of the space it still does not create the intended shadows and the inclusion of neon lights into a bright color scheme pushes itself away from the neo-noir.

"The design is inspired by science fiction."⁹²

Key notes

- Blade runner Neo-noir inspired interior aesthetic. The color scheme for this should have been darker in a darker color palette, but there is a disconnect in the idea to the translation
- Neo-noir - A type of film inspired by Noir films but filmed post 1960.
- "The client and designer's ambitious vision was to elevate competitive video gaming from dank back rooms to mass entertainment,"
- White glass and black mirrors.
- plasterboard pendants float above custom desks and chairs by Eamast

PANDA V ESPORTS HOUSE FLAGSHIP STORE

World Building

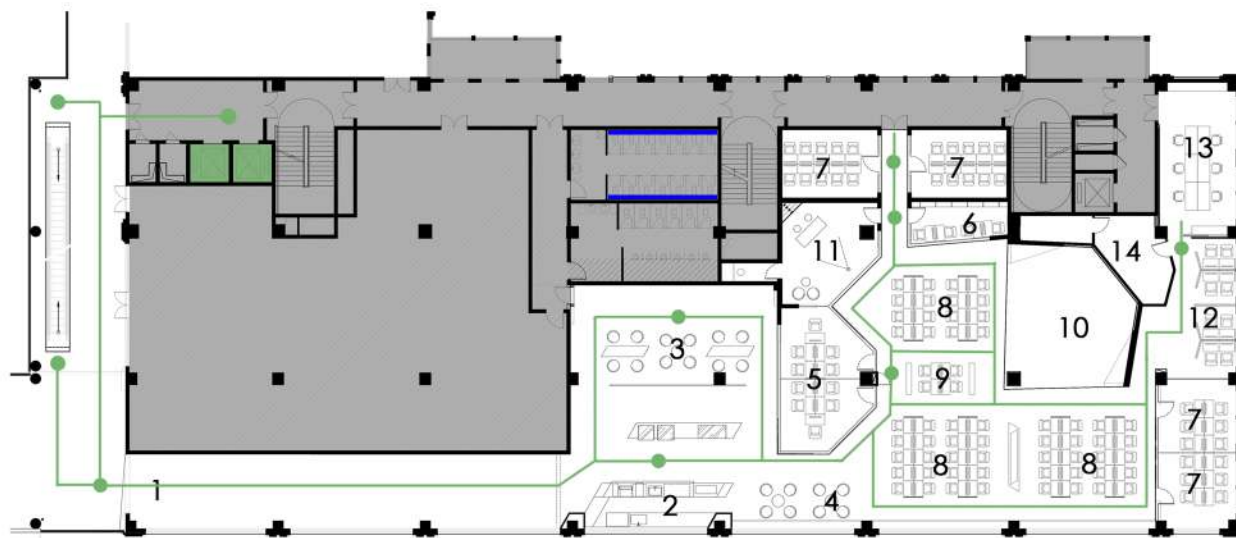


Figure 11.26 - Waste water and circulation through the building

Floor Plan credits to xustudio.⁹²

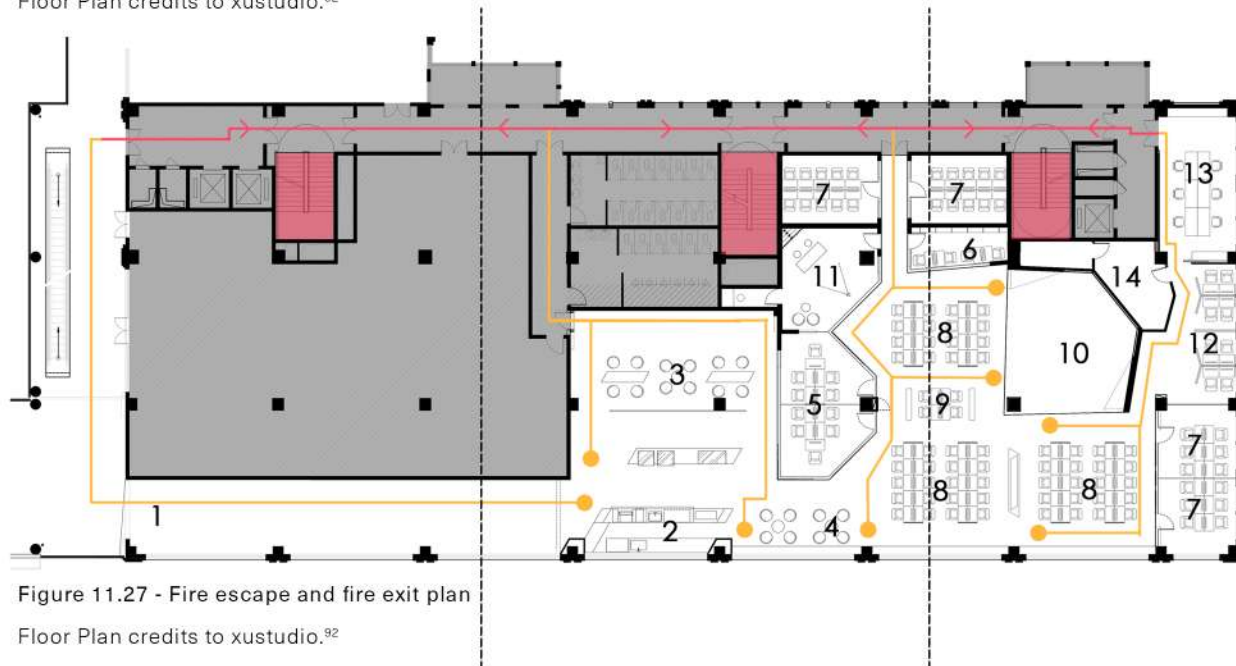


Figure 11.27 - Fire escape and fire exit plan

Floor Plan credits to xustudio.⁹²

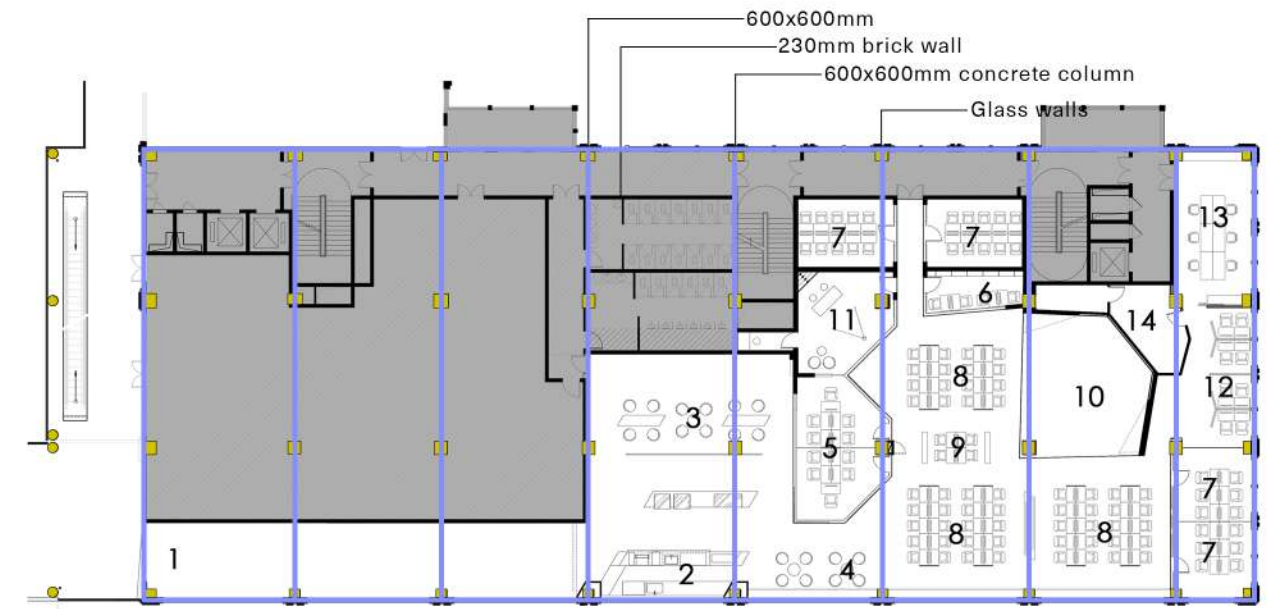


Fig 11.28 - Building features a simple 600x600mm columns with beams running across the buildings entirety

Floor Plan credits to xustudio.⁹²

- Columns
- Columns
- Water services
- Circulation(pathing, lifts, and stairs.)
- Fire exit route
- Fire escape
- Private stage area
- Private stage area

PANDA V ESPORTS HOUSE FLAGSHIP STORE

World Building



Fig 11.29 - Perspective credits to xustudio.⁹²

- Columns
- Columns
- Water services
- Circulation(pathing, lifts, and stairs.)
- Fire exit route
- Fire escape
- Private stage area
- Private stage area

- area: 830 m²
year: 2018
location: Shanghai
1. entrance
 2. reception & bar
 3. lounge bar
 4. waiting lounge
 5. competitive area
 6. vape experimental room
 7. dark room
 8. common area
 9. special display sector
 10. stage
 11. live room
 12. couples area
 13. office
 14. it room

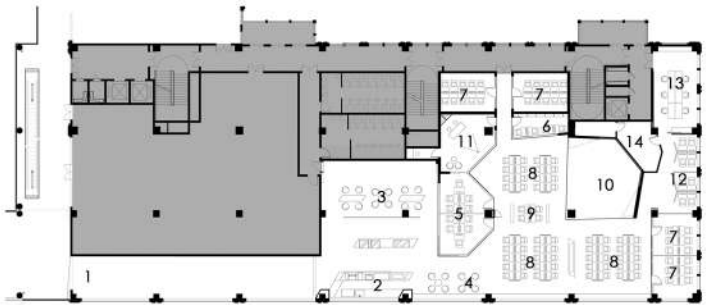


Fig 11.30 - Floor Plan credits to xustudio.⁹²

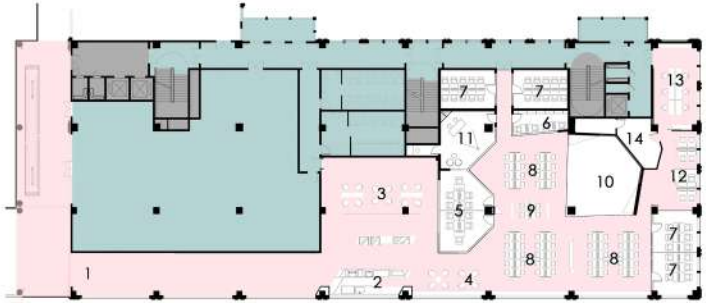


Fig 11.31 - Floor plan credits to xustudio.⁹²

In the United States, Esports stadiums are frequently built on expansive plots of land, providing architects with the freedom to experiment with diverse and creative designs. As a result, the architectural styles vary widely, ranging from structures that echo the grandeur of ancient landmarks like the Roman Pantheon to modernist designs reminiscent of pyramids, or simple utilitarian forms such as large rectangular boxes. This diversity reflects a lack of consensus on what constitutes the ideal form for an Esports stadium, suggesting that the field is still in a phase of exploration and experimentation.

When examining the architecture of contemporary Esports stadiums, a distinctive typology is still in development. One of the most notable examples of innovative Esports architecture is the Las Vegas Dome, which features a massive screen capable of displaying dynamic visuals and advertisements. This screen not only enhances the spectator experience but also serves as a powerful branding and promotional tool. However, despite these innovative elements, the overall architectural design of Esports stadiums often appears arbitrary and lacks a unified theme.

The interiors of these stadiums, however, tend to be more standardized, prioritizing functionality over form. The layout typically includes expansive seating areas, state-of-the-art stages, and advanced lighting and sound systems designed to maximize the spectator experience. These internal elements are tailored to meet the specific needs of Esports events, focusing on enhancing visibility, acoustics, and player performance. While the exterior of the stadium may present a bold and unique design, the interior is often driven by the practical requirements of hosting large-scale competitive events, which sometimes results in a disconnection between the building's outward appearance and its interior function.

This evolving landscape of Esports architecture highlights the ongoing challenge of balancing creative expression with the specific demands of Esports. As the industry continues to grow, there is an opportunity for architects and designers to develop more cohesive and innovative typologies that not only meet the functional needs of Esports but also establish a recognizable architectural identity for the sector.

Considering the work of the Madison Square Garden (MSG) Sphere located in Las-Vegas, there was a demand by the Mayor of London to create an MSG sphere in the context of London.



Fig 11.32 - credits to the Independent.⁹³

Name: Madison Square Garden (MSG) Sphere

Location: Stratford, East London

Architect: Populous

Program: E-sports and new concert stadium

Size: 50000 m²

Project time frame: 2022-discontinued

Status: Construction ceased after planning

Client: Mayor of London

The dome that was invented for Las-Vegas was taken as a proposal for a large stadium in Stratford in East London. The dome would place itself nicely in the heart of residential areas with connections to public transport.

The use of the dome is to analyse its design and importance as well as see what led to it being disregarded as a future development.



Fig 11.33 - MSG Stratford concept, credits to the Standard.co.uk.²⁴

Name: Madison Square Garden (MSG) Sphere
 Location: Stratford, East London
 Architect: Populous
 Building and Site development

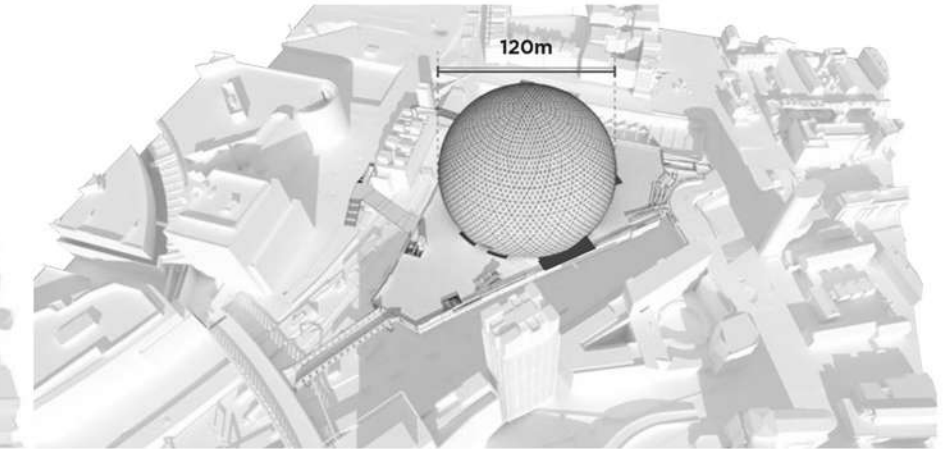
1. Fill the Site with Podium



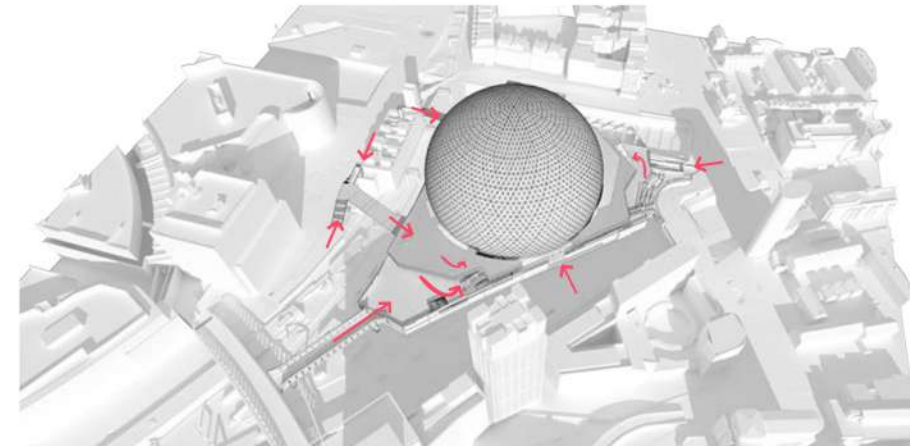
2. Add Connections



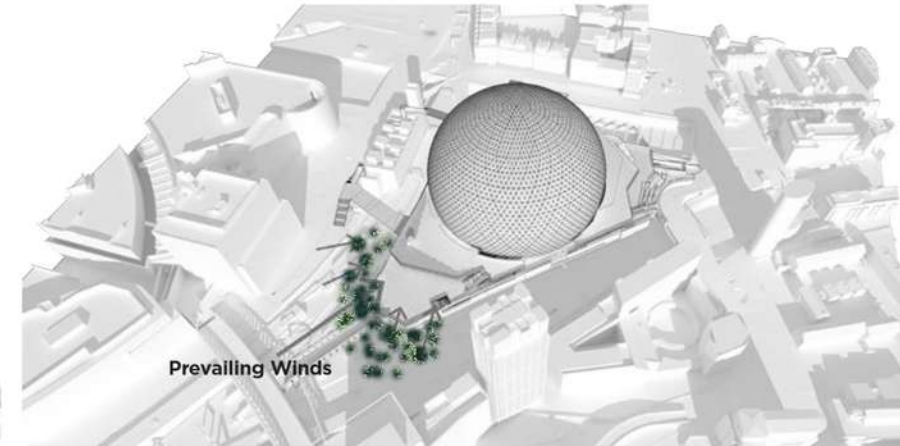
3. Add Sphere



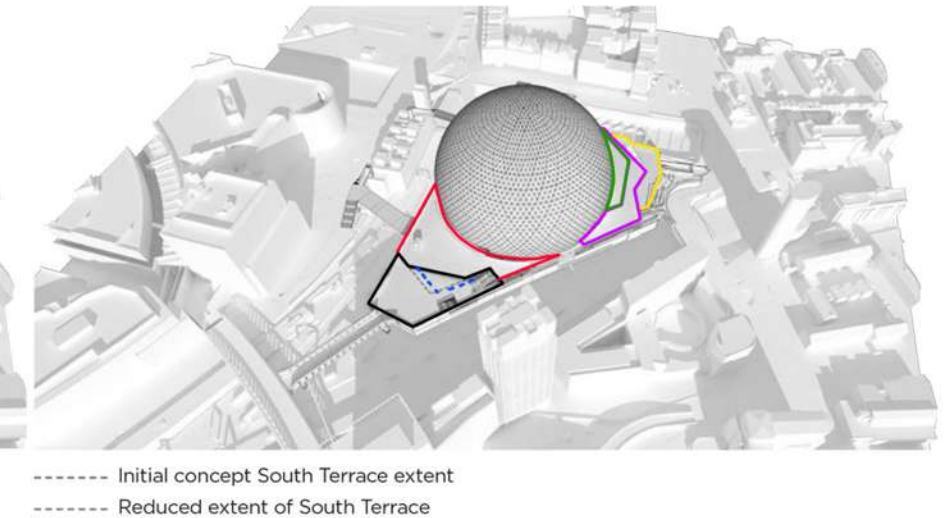
4. Circulation & Access - Add Terraces



5. Wind Mitigation - Add Landscape



6. Terrace Area Refinement



Name: Madison Square Garden (MSG) Sphere
 Location: Stratford, East London
 Architect: Populous

The practical considerations of such a design are significant. A stadium with a dynamic screen facade, while visually impressive, demands substantial electricity for lighting, displays, climate control, and sound systems. Therefore, any proposed design for the Rosebank Stadium should address these energy requirements thoughtfully. One potential solution could be to incorporate a facade that features changing elements, which could reduce the overall energy load while still maintaining a compelling visual impact. This approach would not only contribute to the building's sustainability but also ensure that it remains an engaging and functional space within the Rosebank area.

The Las Vegas Dome provides an intriguing case study, particularly when considering the potential adaptation of similar concepts in locations such as Stratford in East London. The Dome's massive screen facade not only captivates audiences with dynamic visuals but also serves as an advertising platform, merging entertainment with commercial utility. However, the proposal to replicate this concept in Stratford was eventually shelved due to concerns about high electricity consumption and the potential disruption it could cause to the tranquility of the surrounding residential area. This highlights a critical challenge in the design of Esports venues: the need to balance architectural innovation with local context and environmental considerations.

The Las Vegas Dome case underscores the importance of designing Esports stadiums that not only capture the excitement of the events they host but also blend harmoniously with their surroundings. Successful integration into the local environment is crucial, particularly in urban settings where the impact on residents must be carefully managed. This necessitates a thoughtful approach to stadium design, where the architectural vision aligns with community values and environmental sustainability.

- Water services
- Circulation(pathing, lifts, and stairs.
- Fire escape
- Private stage area
- Columns
- I.T Rooms
- Electrical rooms

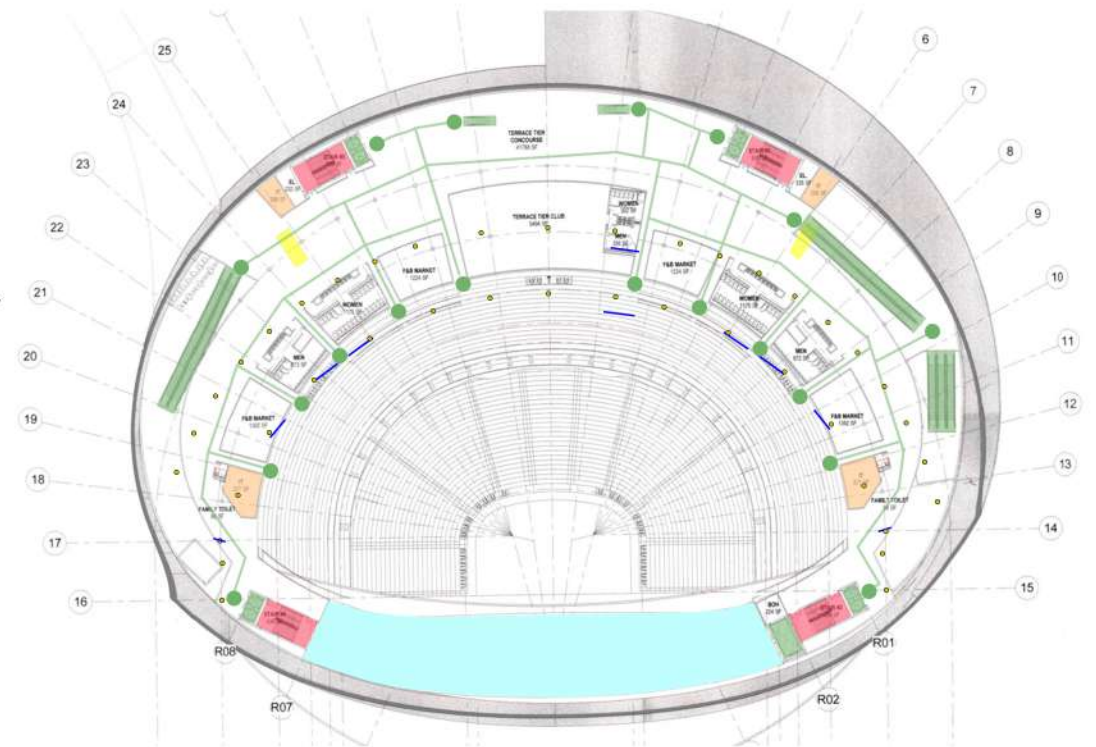


Fig 11.35 - credits to casino.org.⁹⁶

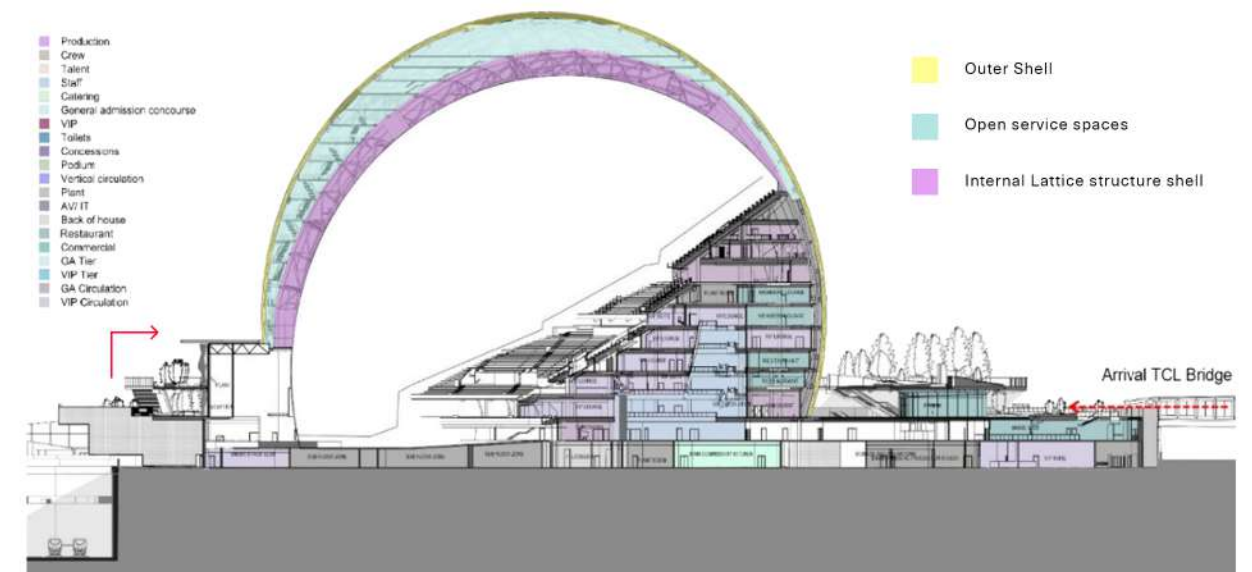


Fig 11.36 - credits to casino.org.⁹⁶

Based off provided drawings the service spaces for the dome are provided as a hollow layer between the outer dome and inner layer. The dome is accessible from an upper area above green

Name: Madison Square Garden (MSG) Sphere
 Location: Stratford, East London
 Architect: Populous

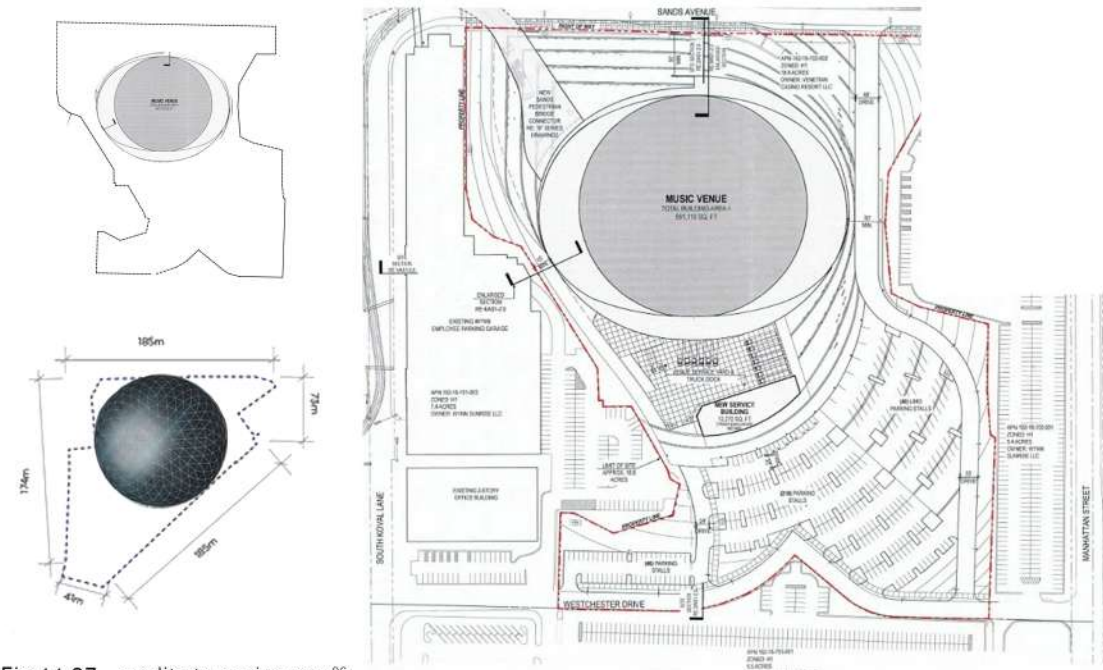


Fig 11.37 - credits to casino.org.⁹⁶

The basis of the building in London was based off the MSG dome in Las-Vegas. The difference in the programme is minimal, the outside of the venue changes which is obviously based on the site. The site in Stratford is taken up by the entire building while in Las Vegas the building has parking space provided and takes less than 50%.

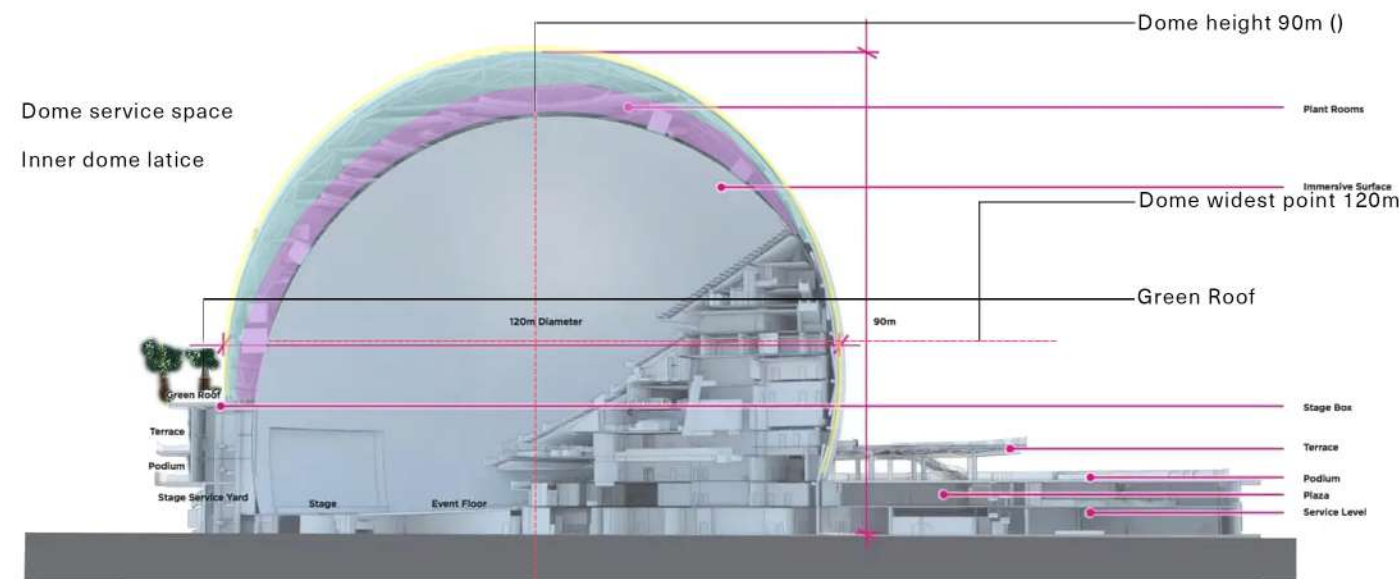


Fig 11.38 - credits to casino.org.⁹⁶

The dome planned for Stratford was to follow the exact layout of the dome in Las Vegas. The dome of Las Vegas shows the creation of enough open space behind seating to house services, circulation and emergency areas.

Additionally, incorporating renewable energy sources, such as solar panels or wind turbines, could further enhance the sustainability of the stadium, reducing its reliance on conventional power grids. The integration of energy-efficient technologies, such as advanced HVAC systems and LED lighting, would not only lower operational costs but also align the facility with global sustainability standards. By prioritizing these sustainable practices, the stadium can maintain its role as a vibrant and functional space within the Rosebank area, offering a forward-thinking model for future Esports venues.

The goal for Esports stadium design should be to create venues that are not only technologically advanced and visually engaging but also respectful of their environmental and social context. This involves a holistic approach that considers the needs of players, spectators, and the surrounding community. By emphasizing sustainable design practices and thoughtful integration with the local landscape, future Esports stadiums can set new standards for how these spaces should look, feel, and function. This approach not only enhances the overall experience for all users but also ensures that these venues contribute positively to the urban fabric of their locations.

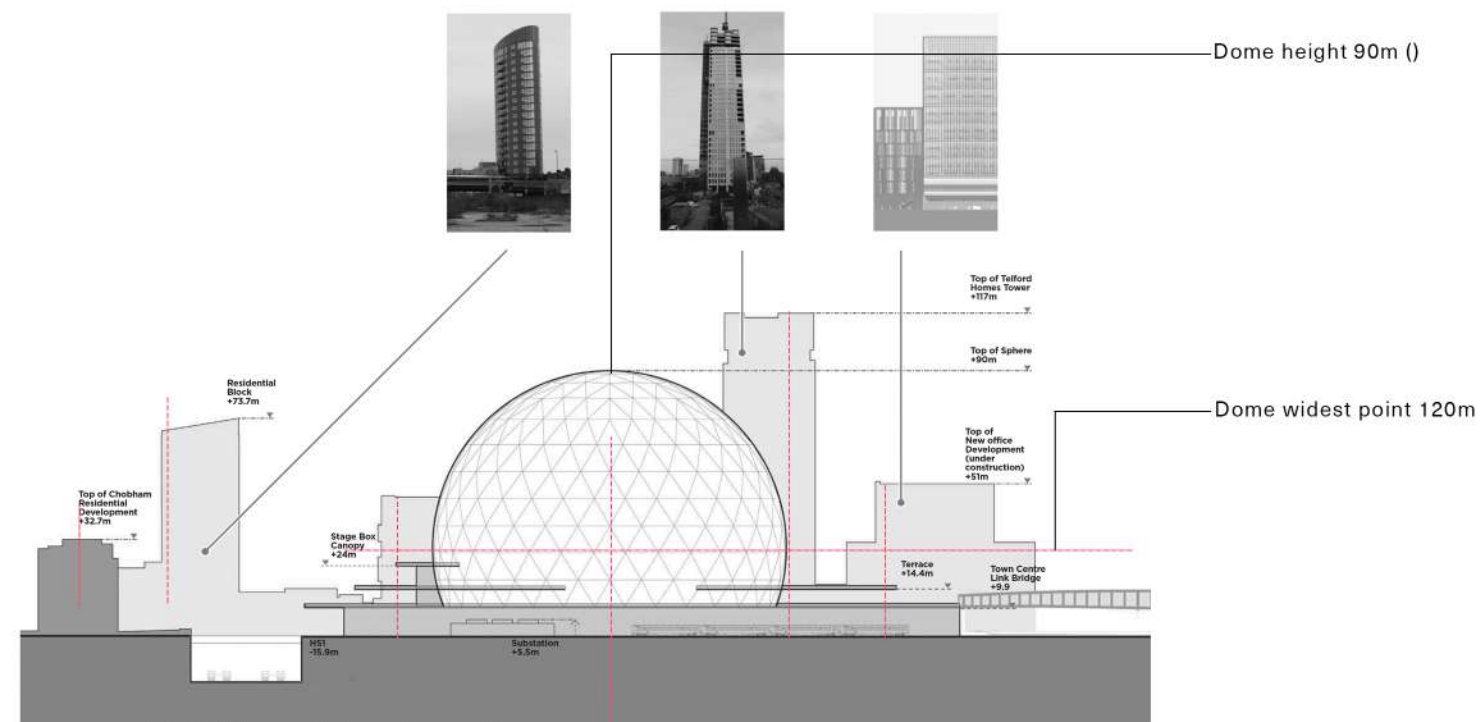


Fig 11.39 - credits to casino.org.⁹⁶

Height of the dome dwarfs some of the surrounding buildings, making it seem out of place, but also a big landmark.

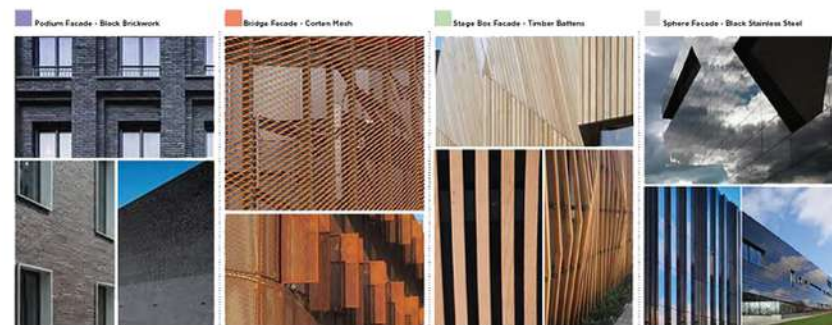
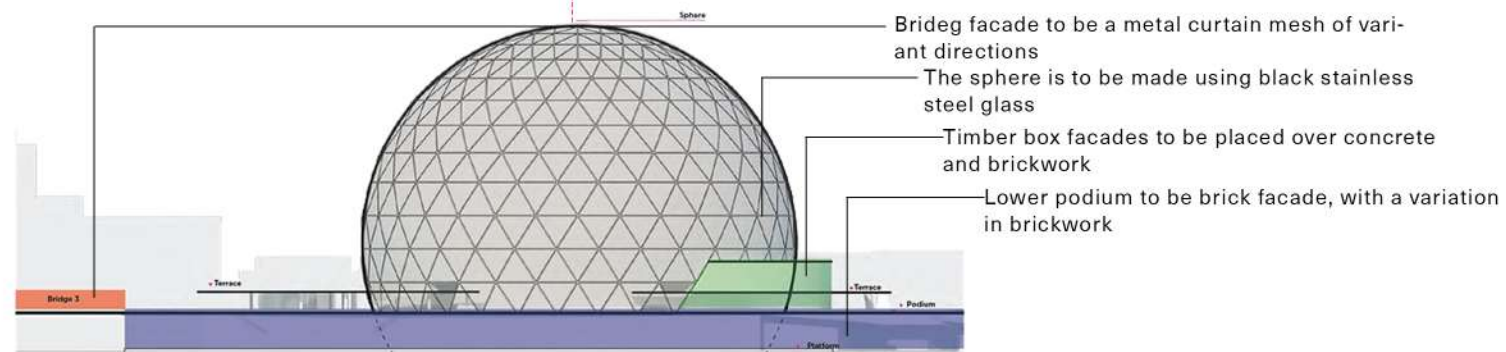


Fig 11.40 - credits to skyscraperpage.⁹⁷

The analysis done by Populous depicts the areas of activity around the site. The depiction of the old stratford area is not noted as being residential. Big issue in context is an a 24 hour lit dome disturbing residents and creating huge electrical bills.

- Hotels
- Expo Centres
- Golf course
- Offices
- Golf course
- Malls

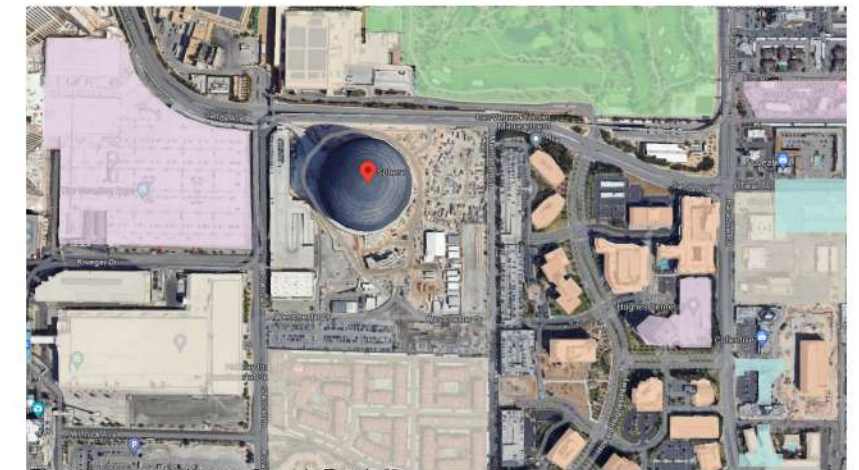


Fig 11.41 - credits to GoogleEarth.⁹⁸

A very interesting comparison in terms of surrounding programme. In las vegas the msg dome was attached to a hotel and surrounded by other buildings that would not be victims to its bright ligths and crowds while the Stratford one feels placed to meet a mall and moment of interaction.

- Westfield Stratford city Shopping centre
- Olympic Park
- Old stratford residential
- Town Centre Link Bridge
- Key Routes
- Building lighting

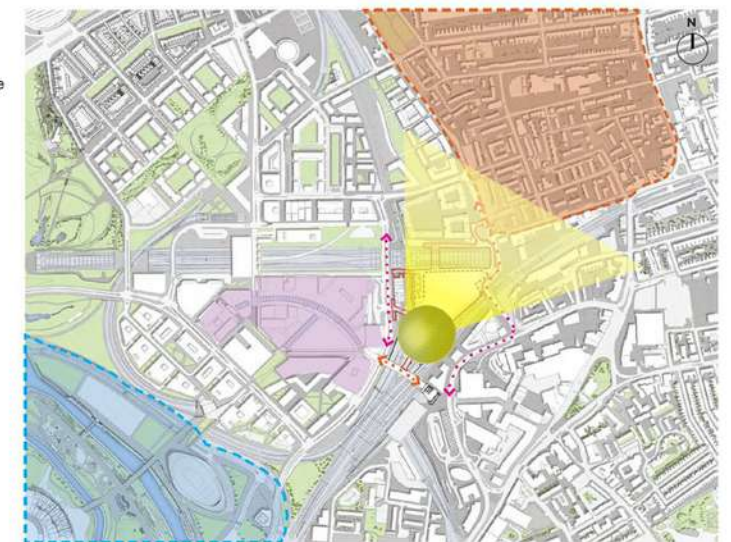


Fig 11.42 - credits to skyscraperpage.⁹⁷

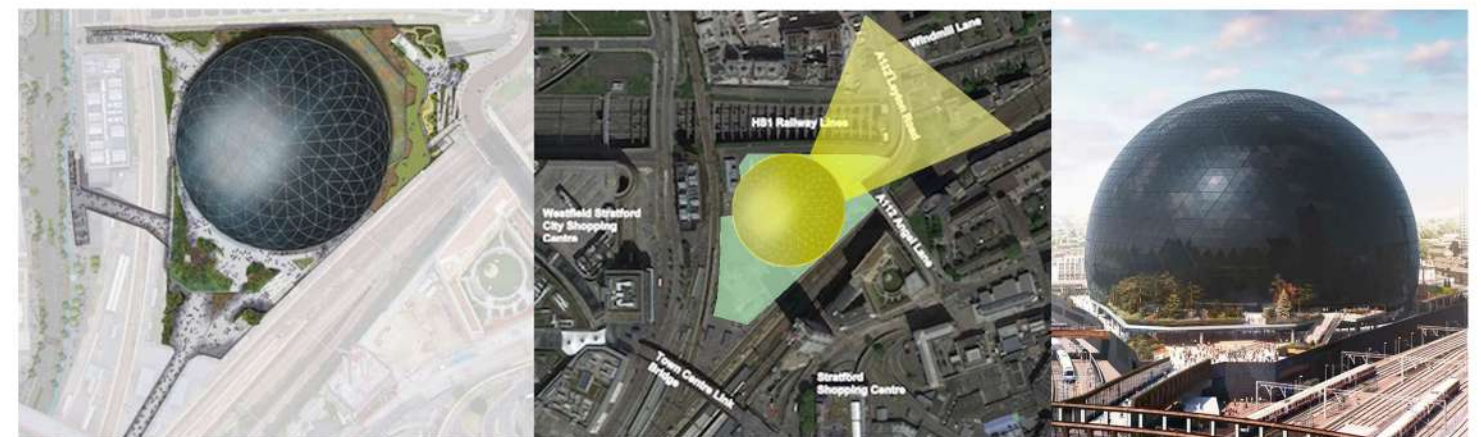


Fig 11.46 - credits to londonist.com.⁹⁹

While In South Korea, Esports have evolved into a mainstream career path, with individuals beginning their training as early as childhood and continuing through adulthood. The country has developed a robust infrastructure to support this industry, including purpose-built stadiums that go beyond mere functionality to reflect a strong conceptual design ethos. These venues often incorporate unique architectural elements that resonate with the culture and significance of Esports in the region, serving as more than just a space for events but as landmarks that symbolize the prominence of Esports in South Korean society. In contrast, many Esports' stadiums in other parts of the world, including the United States and Europe, often lack this level of conceptual integration. They are frequently designed as utilitarian boxes that serve the basic function of housing events, with little regard for creating a distinctive or meaningful architectural statement.



Fig. 11.45 - credit ravenna-network.¹⁰¹



Fig. 11.46 - credit esportstripper.¹⁰²



Fig. 11.47 - credit esportstripper.¹⁰³

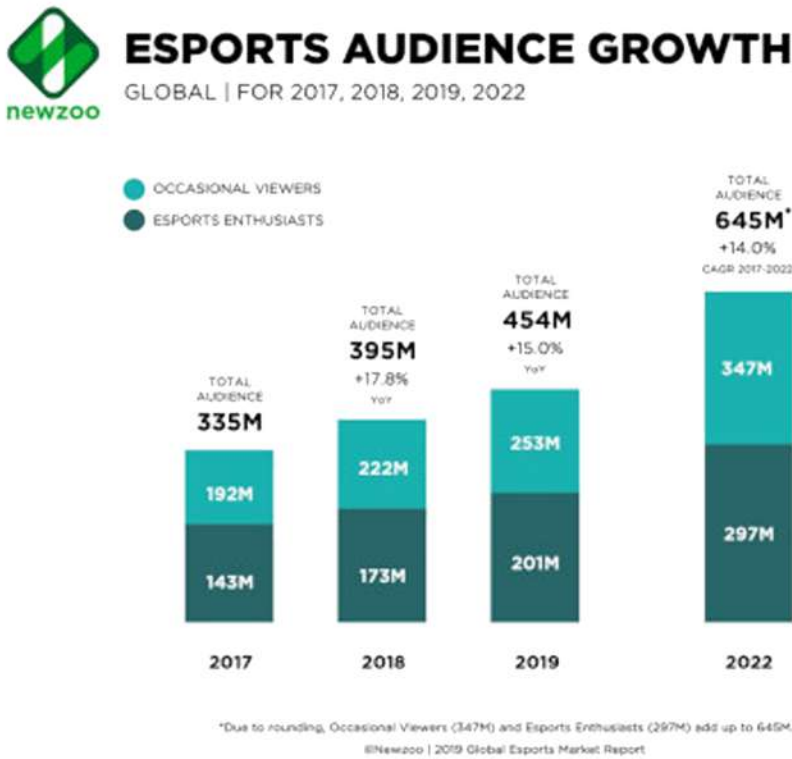
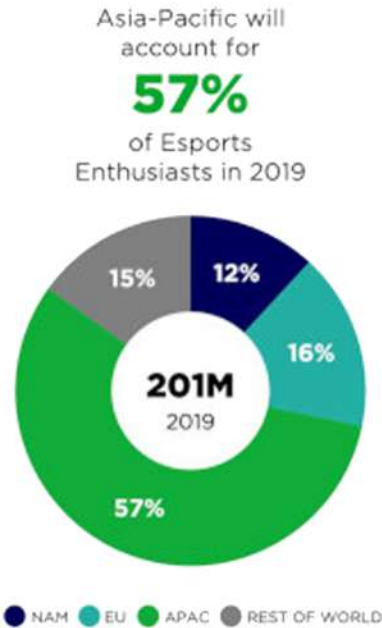


Figure. 11.44 - credit esportswizard.¹⁰⁰



Name: Busan Esports Arena (BRENA)

Location: Busan, South Korea

Architect: MOC Architects

Program: Esports Arena, PC gamer space, Seating and Vip lounge

Size: 29,500 sq. ft.

Project time frame: January 2020-November 2020

Status: Construction complete

Client: City of Busan + Busan IT Industry Promotion Agency

A perfect example of this would be the Busan Esports Arena which artfully blends modern design with the rich tradition of Busan's Korean aesthetics, creating a unique and culturally resonant space. One of the primary influences is the use of Hanok-inspired architectural elements which includes curved roof lines and flowing structural contours that evoke the graceful, upturned eaves of traditional Korean houses.

This subtle nod to heritage adds an organic touch to the otherwise sleek and high-tech façade of the arena. The use of natural materials and textures are also thoughtfully incorporated into wood panels and stone accents or similar materials with finishes that mimic these elements, aligning with the Korean philosophy of harmony between the design of the built form and its natural surroundings. This approach fosters a sense of connection to the surrounding architecture and scenery while also providing a serene counterbalance to the dynamic energy of Esports events.

The design of Busan Esports Arena also emphasizes openness and fluid indoor-outdoor transitions, reflecting the traditional Korean architectural principle of blurring boundaries between indoor and outdoor spaces, although the boundary is not outdoor, but internal. This can be seen in the arena's communal areas, large windows, and open courtyard design that encourage social interaction and provide a sense of spaciousness. Such design choices not only enhance the visitor experience but also reflect the traditional emphasis on simplicity, balance, and functional elegance. The aesthetic focus on clean lines, minimalism, and uncluttered spaces creates a calming environment that contrasts with the high-intensity atmosphere of Esports competitions, supporting both player focus and audience enjoyment.

Within traditional Korean elements in the arena is the usage of symbolic colours and patterns positioned and designed throughout the space. Earthy tones and symbolic colours like red for good fortune or blue for tranquillity are woven into various designed portions of the stadium, from seating areas to decorative motifs. Traditional Korean patterns of geometric lattice designs or the Taegeuk symbol, might appear in subtle forms on walls, fabrics, or even digital displays, adding a cultural layer to the venue's modern aesthetic. Biophilic design elements, such as indoor plants, green walls, and water features, are also used to create a sense of tranquillity and connection to nature. These design choices ensure that Busan Esports Arena is not just a venue for gaming but also a cultural landmark that embodies the spirit of South Korea, merging the past with the present in a way that honours tradition while embracing the future of Esports.

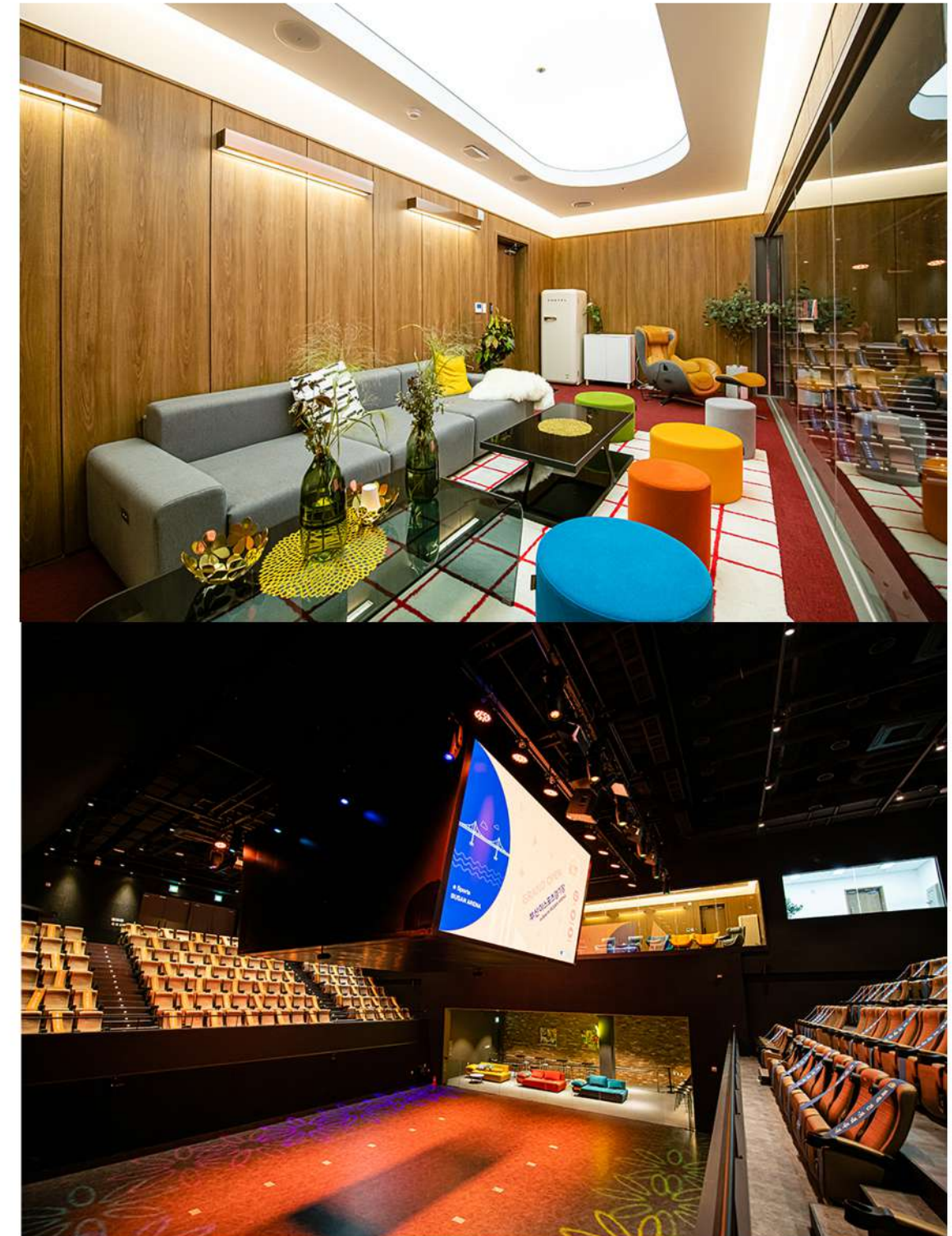


Fig. 11.48 - credit to architecture firm dlaplus.¹⁰⁴

Stages design

Various Stages from different stadiums or eSport spaces



Fig. 11.49 - credit to Senet.com - Blizzard Arena Los Angeles.¹⁰⁵



Fig. 11.50 - credit to aiadallas - eSports Stadium Arlington.¹⁰⁶



Fig. 11.51 - credit to Archdaily - eSports Stadium Arlington.¹⁰⁷



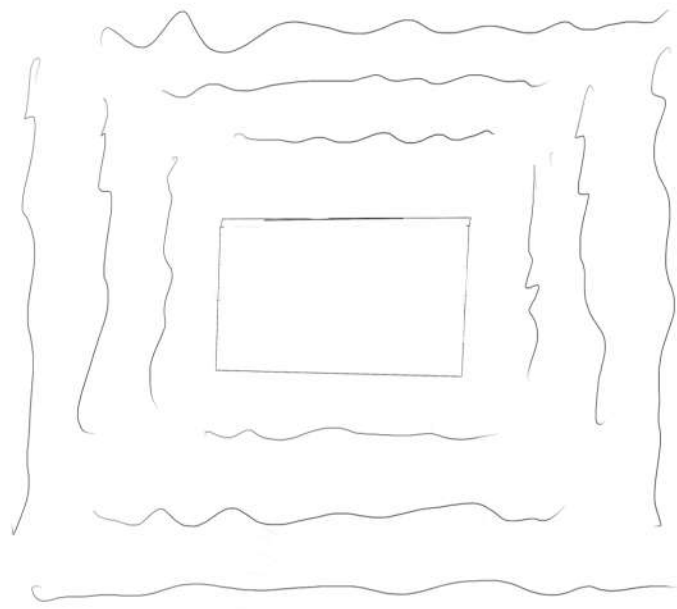
Fig. 11.52 - credit to esportsinsider - London's Copper Box Arena.¹⁰⁸



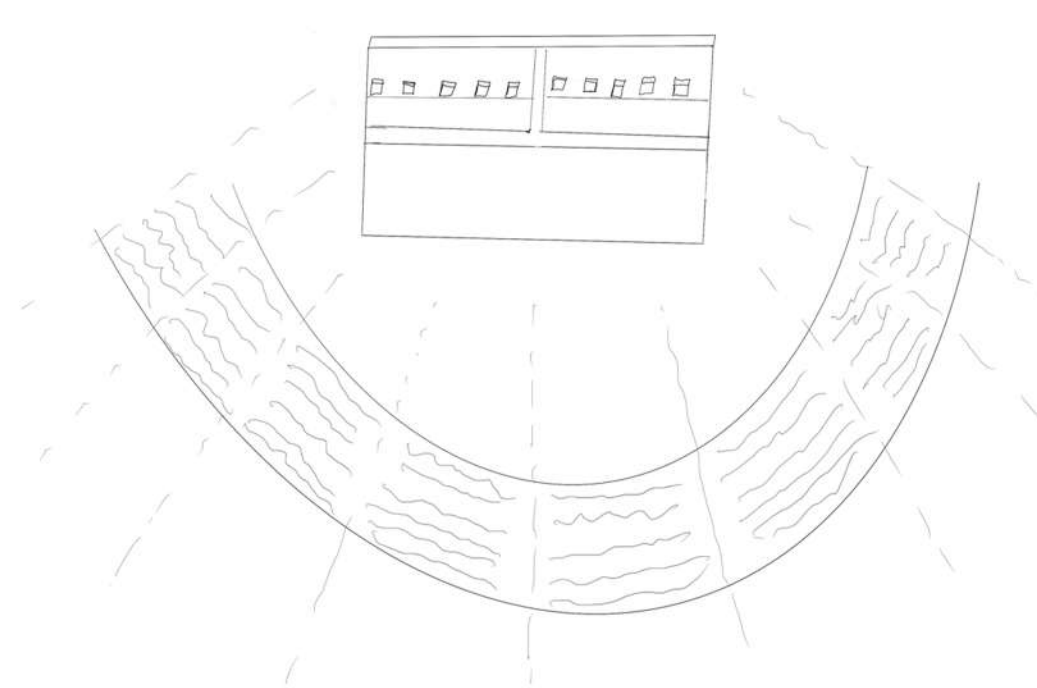
Fig. 11.53 - credit to Hypeast.com London's Copper Box Arena.¹⁰⁹



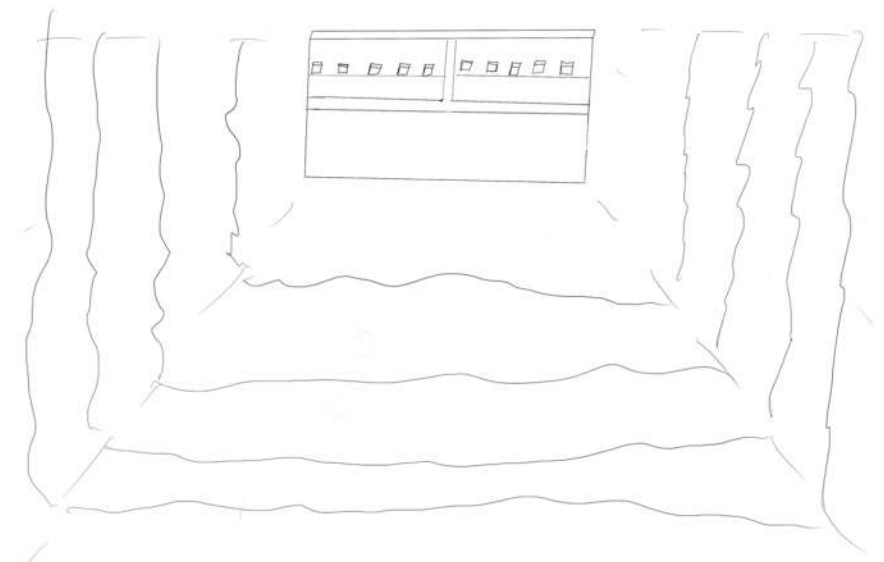
Fig. 11.54 - credit to thegamehaus.com - Full Sail Fortress eSports Arena.¹¹⁰



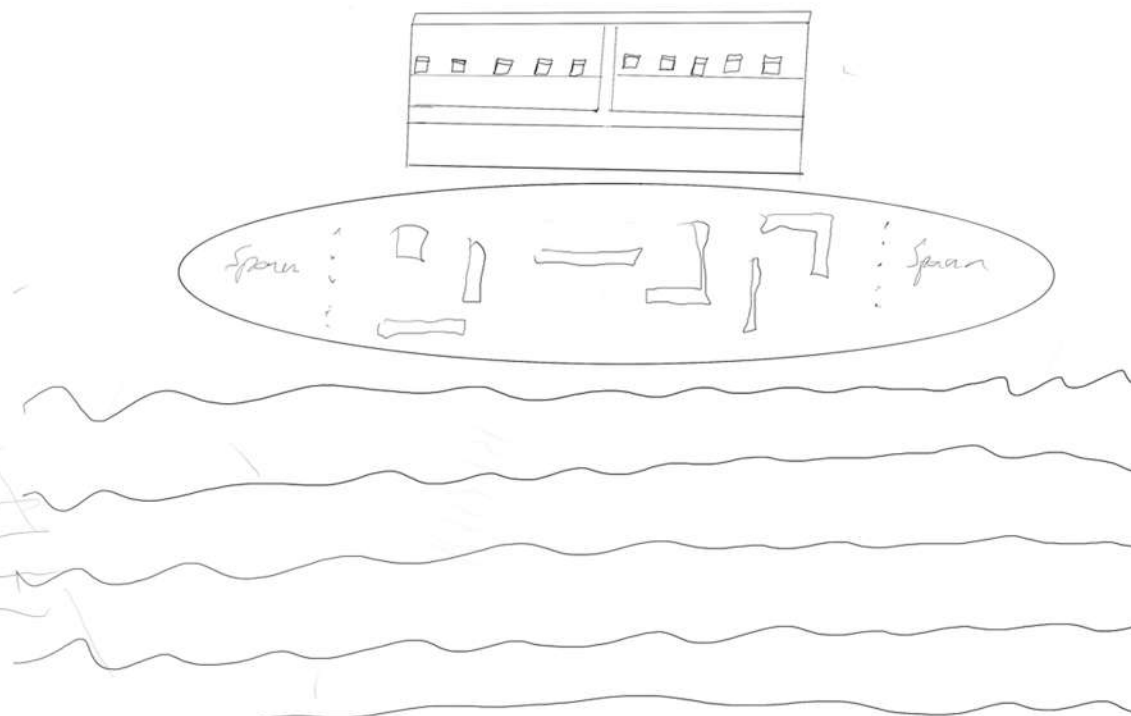
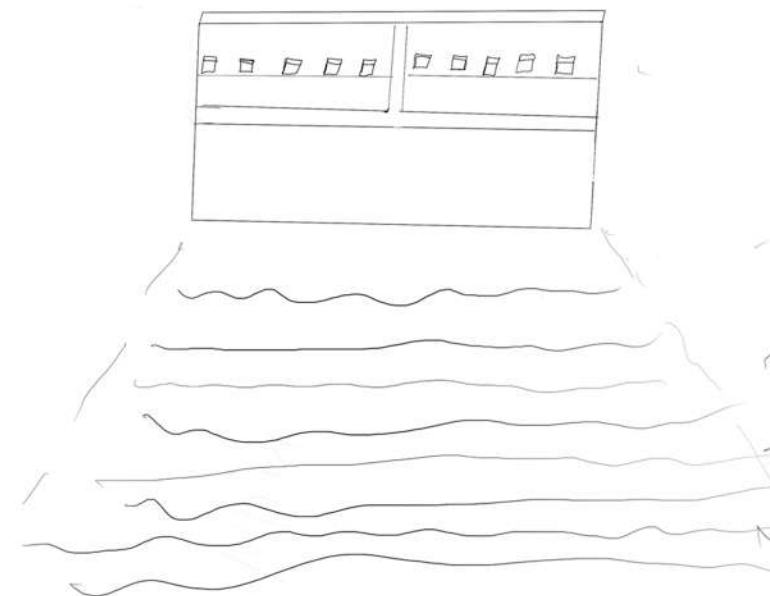
Bigger stadiums usually feature a central stage with seating around either 4 sides of the stands or 3 sides



Other stadiums have a curved seating for better viewing of the stage and players, as well as the screens provided, also provides space for the players to leave out one side of the stage



Three sided seating allows for the players to have an undisturbed space by the stage as well as the idea to create a piece of stage that is interesting to the event



The stadium reviews were exceptionally helpful in assisting in the design with the building. The ideas of positioning the seating in relation to the stage as well as providing the space for the people to design a set to go around the stage would be a rather important as well as spacing from the players to the stage.

Smaller stadiums of capacity of 100-500 usually have a singular space for seating facing the stage either in a cone shape or rectangular shape. Layout is simple but still gives stage preference

Development

Contextual developments fitted to the site on the corner of Jellicoe and Keyes Art Mile. The concept of a tertiary institute and an Esports stadium together needed to create an experience in the city that people could interact with as well as use as a point of interest to the development plan of the city. A first look at the site took the form of analysis how different simple forms would sit against the the edge of the site and how it would affect the interaction of the building spaces.

The shape analysis was inspired by the spatial development framework provided by *StudioMAS*. The building in question is hard up against the edge of the paving to create a point in which people would step into the building, which feels like going from public to something accessible to the public. A space that creates a threshold but also changes the programme.

I disagree with the harshness of this idea as it feels too imposing on the people who will be in the area. Not only does it remove gathering spaces from outside of the building but it also becomes harsh and unfriendly to the users who are now dwarfed and towered over by the first part of this building. It refuses to acknowledge the people who travel by public transport by giving them a place to wait by also disregarding the existing bus stop while also ignoring a need for potential cyclists travelling through to the space by a lack of cycle racks . A stepping back of the building as well as shelter or covered walkway space would make the building friendlier to people walking and cycling through the entire area, which is part of the plan for Rosebank Proposed by *StudioMAS*.



Fig 12.1 - collage by author-2024. Photo credit, 111,112,113,114

Development

The same idea of being up against the street edge using the original square, but using other shapes to create a space in which there is stepping back of the buildings to allow for different interaction points.

■ - Cut out

■ - People Movement

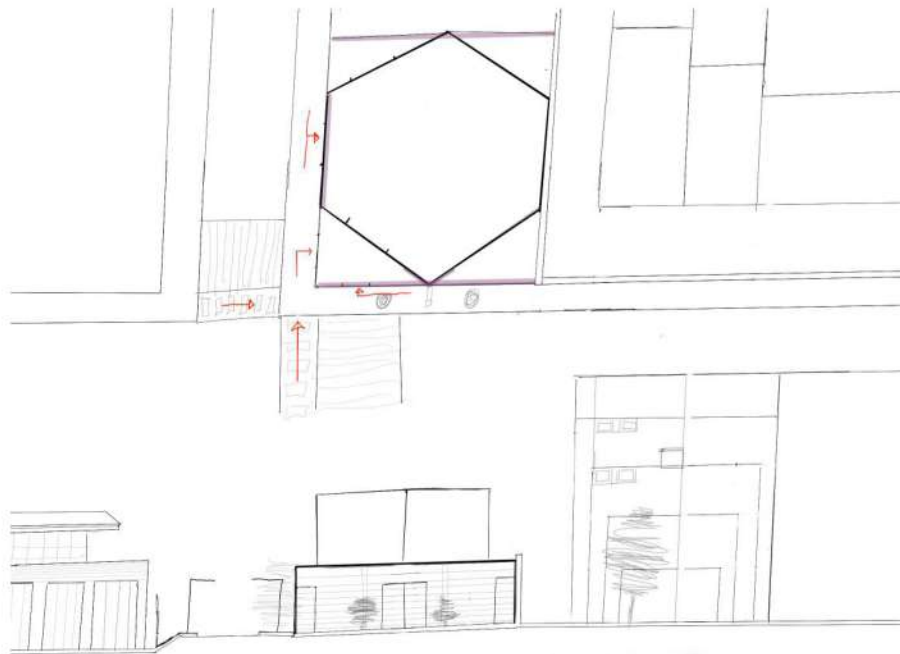


Fig 12.2 - drawing by author-2024.

Hexagonal building on top of original square for a different type of geometry form to the eSports arena. Square front still feels harsh.

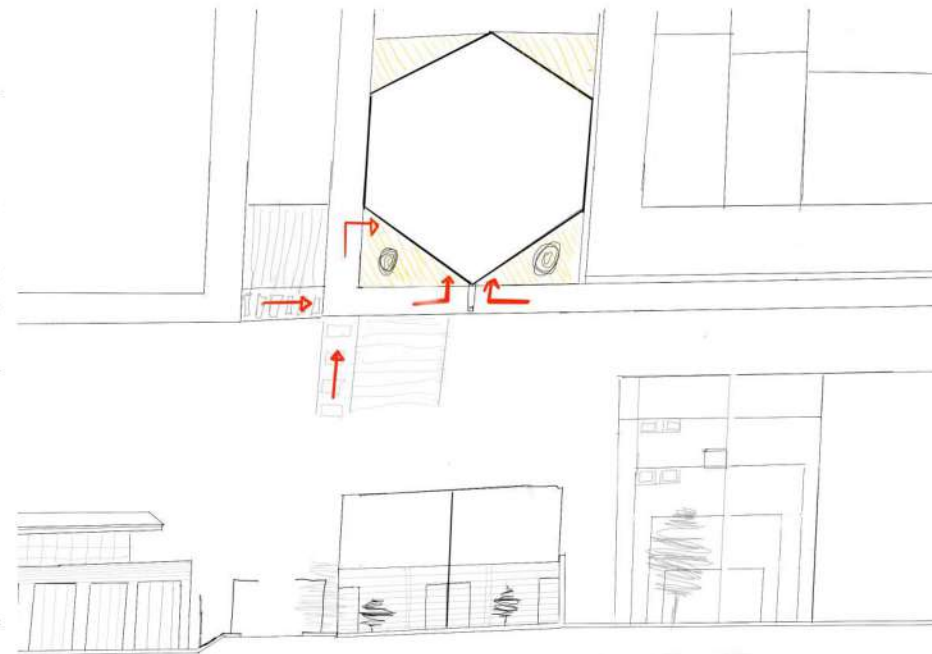


Fig 12.3 - drawing by author-2024.

Hexagonal building appears weird on the site, but stepped back allows for liminal spaces in which people can congregate before entering or spend time in as a break space. The building edge on the paving edge is interesting but not pleasant.

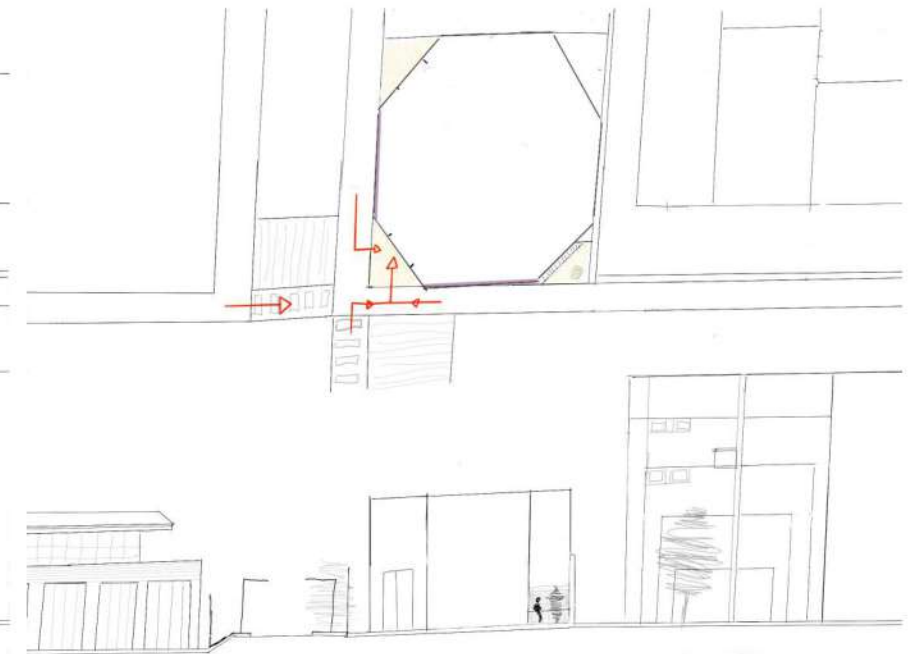


Fig 12.4 - drawing by author-2024.

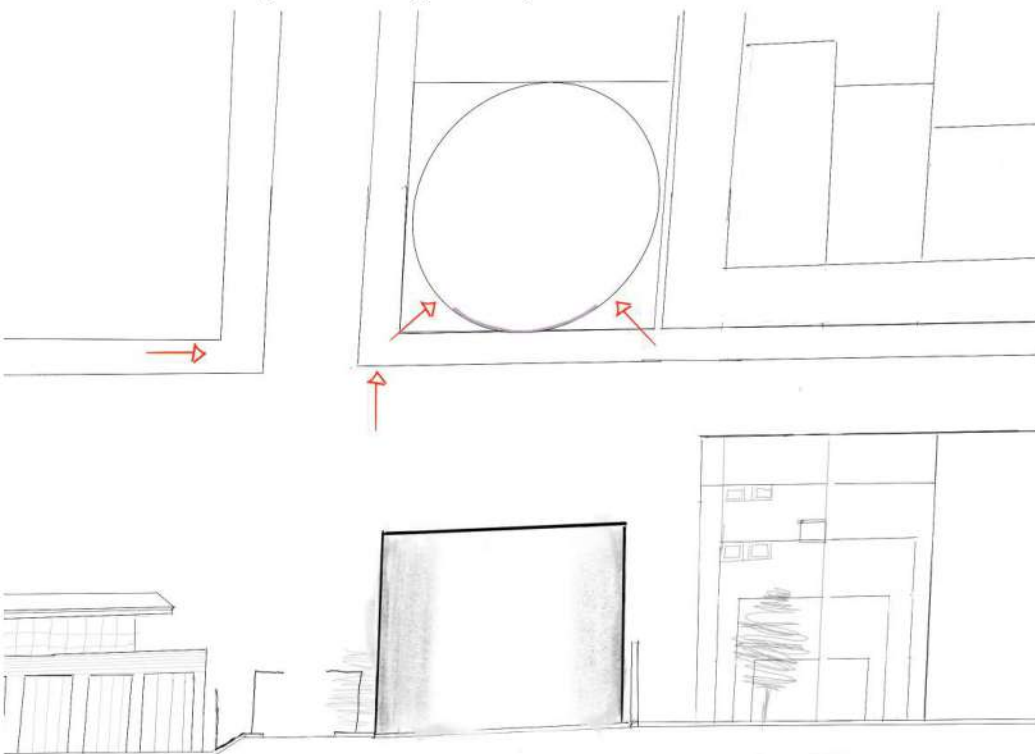
Octagonal building as an idea allows for the liminal spaces with an integrated bus stop. The shape allows for the paving edge programme as well as programme that could use some form of gathering space.

Building Concepts that push the boundary of the site and sit against the street edge

■ - Cut out

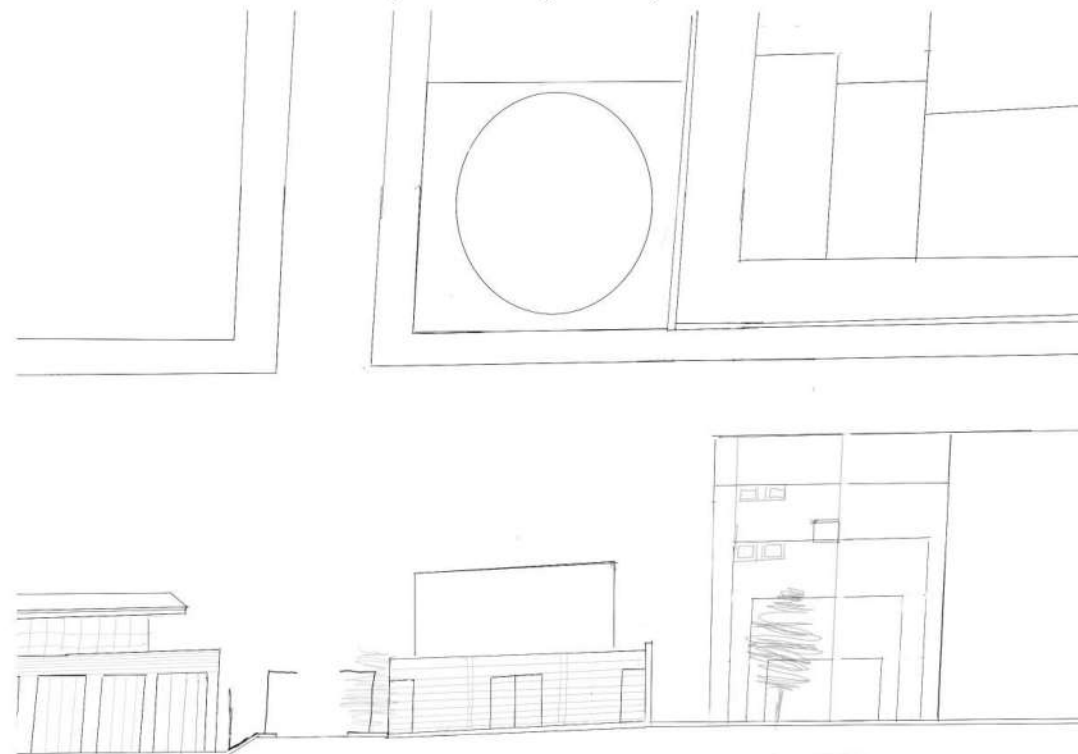
■ - People Movement

Fig 12.5 - drawing credits by author-2024.



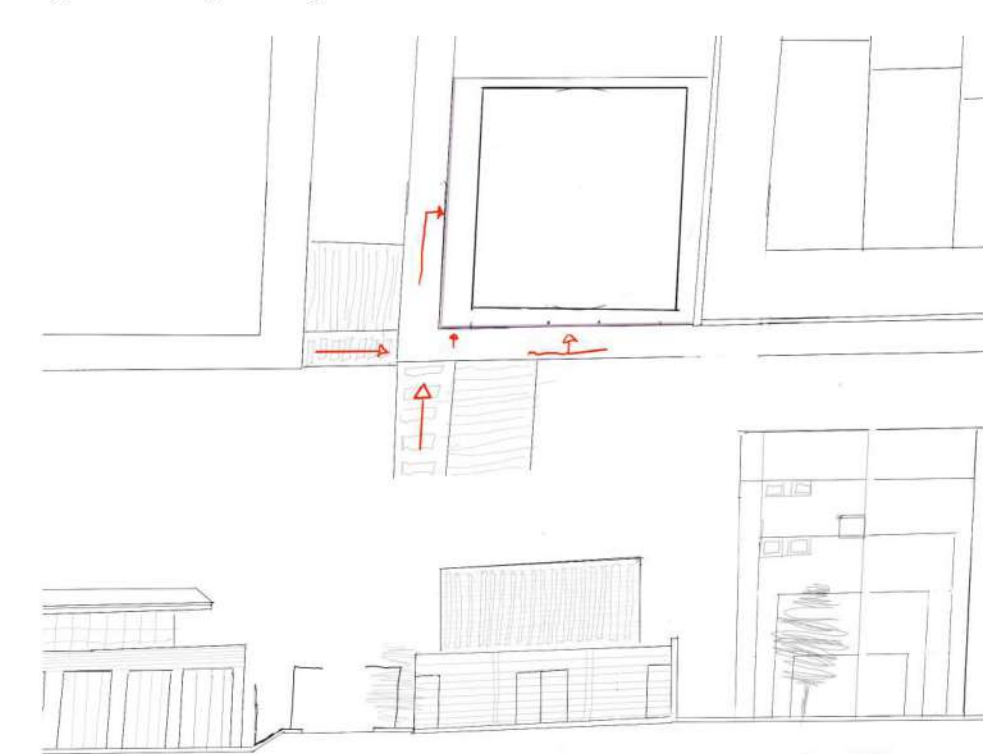
Round building form to show interaction with street edge. Not very interesting but not harsh to street.

Fig 12.6 - drawing credits by author-2024.



Round Building with square base heavy on street edge. A bit high and imposing on the pedestrians.

Fig 12.7 - drawing credits by author-2024.



Square building with square base, Feels harsh to paving edge but could allow for food stores at base.

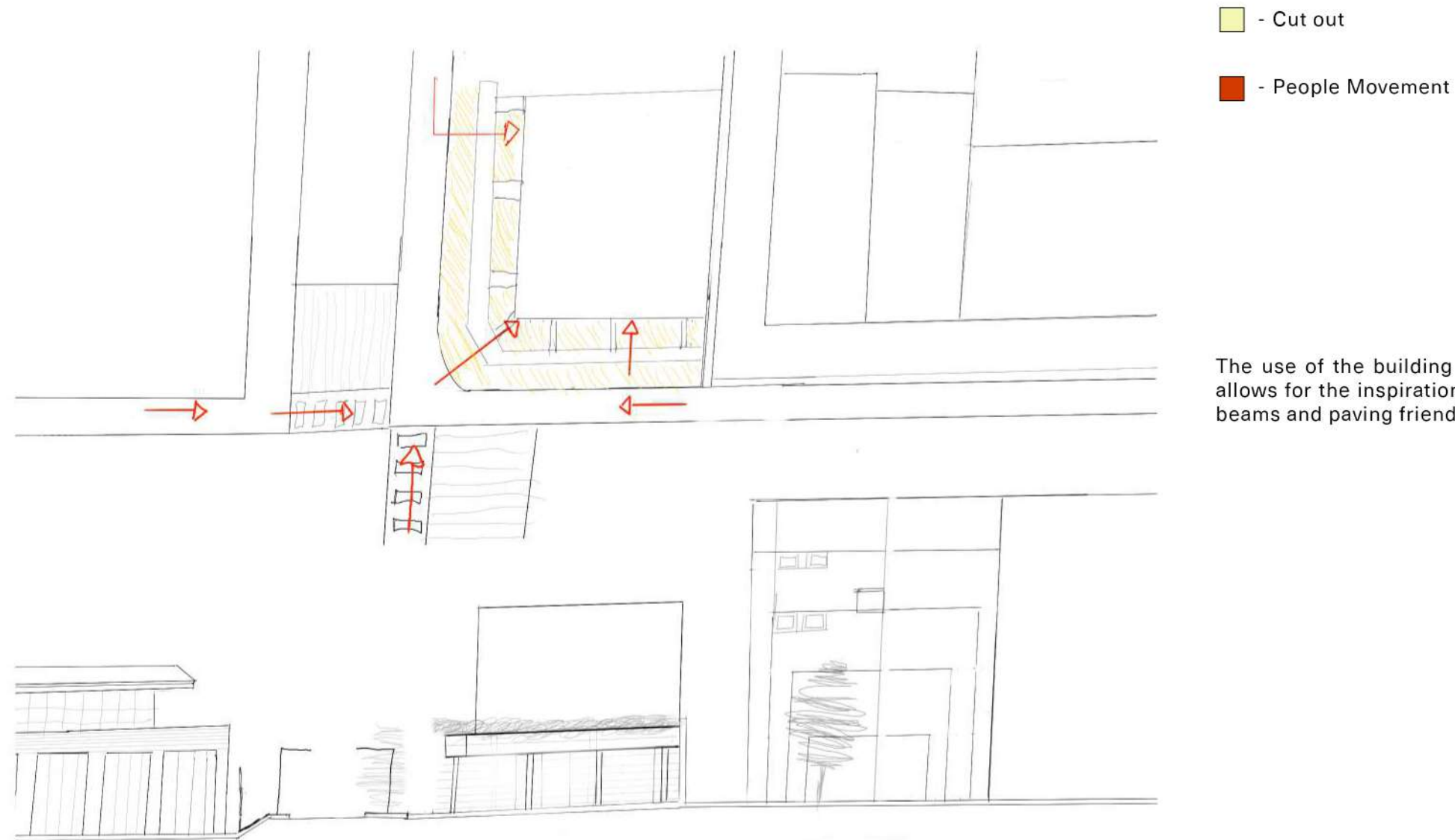
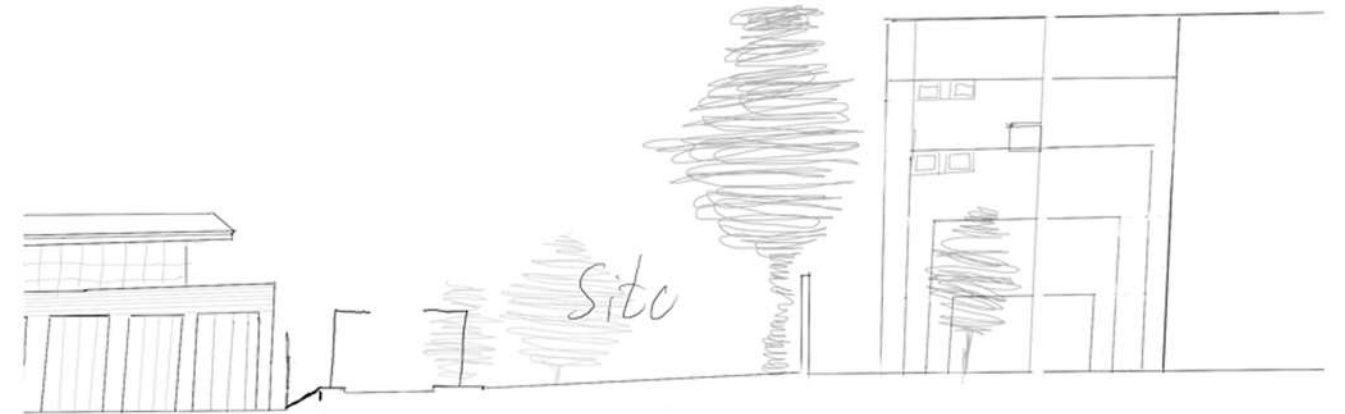


Fig 12.8 - drawing credits by author-2024.

A borrowed style from everard Read starts to suit the interaction point almost welcoming people to the building but outside. Liminal space for congregation created. Building edge not harsh to road side. Geometries can be played with and manipulated to create interesting building.



Fig 12.9 - Map credits to author,2024.



Sketches depicting cross sections across the site showing the hotel in the background to give context of height
Fig 12.10 - drawing credits by author-2024.



Fig 12.11 - drawing credits by author-2024.

Sketches depicting cross sections across the site showing Jellicoe avenue and Everard Read across the road

A borrowed style from everard Read starts to suit the interaction point almost welcoming people to the building but outside. Liminal space for congregation created. Building edge not harsh to road side. Geometries can be played with and manipulated to create interesting building.



Sketches depicting cross sections across Jellicoe avenue depicting the pavement conditions by the site
Fig 12.12 - drawing credits by author-2024.

Concept development

Development of the building on the site

The first step of analysing the site for a building was to zone out the full extent of the site and which direction North was in relation to the site. The nearby buildings can be seen for a scale comparison of the site compared to the other buildings.

The entire site can be seen from the the corner of Jellicoe and along Keyes Art Mile



Fig 12.13 - (Map credits Google Earth-2024, Rosebank site).¹⁰⁴ (drawing credits by Author-2024).

Concept development

Development of the building on the site

The first step of analysing the site for a building was to zone out the full extent of the site and which direction North was in relation to the site. The nearby buildings can be seen for a scale comparison of the site compared to the other buildings.

The entire site can be seen from the the corner of Jellicoe and along Keyes Art Mile. In the drawing the comparison of the Everard Reed building opposite was being used as a way to draw inspiration to the potential building facade and how to incorporate more green space on to the building itself.



Fig 12.14 - (Map credits Google Earth-2024, Rosebank site).¹⁰⁴ (drawing credits by Author-2024).

Concept development

Development of the building on the site

An initial thought in analysing the site was to create a map almost like a terrain based game map to see if there was potential in zoning off the spaces based on the inaccurate Google map terrain. The idea could not work because of the lack of consistency of the terrains but provided me with a base of map ideas to start with.



Fig 12.15 - (Map credits Google Earth-2024, Rosebank site).¹⁰⁴ (drawing credits by Author-2024).

Concept development

Development of the building on the site

The idea of using maps that look like they belong in games brings up the thought of actually using a game map. This starts with the idea of creating a building based on a moba map (Multiplayer Online Battle Arena), due to the building being an Esport institute and stadium.

The overlay for the buildings shape and size started off by looking at a League of Legends standard game map, as it is both a MOBA and a game played in Esports. The map is distorted and fitted to the site and becomes the framework for the buildings development.



Fig 12.16 - (Map credits Google Earth-2024, Rosebank site).¹⁰⁴ (drawing credits by Author-2024).

Concept development

Development of the building on the site

The shapes of the map are traced out to be used and interpreted after the actual map is removed. The ideas from here can be altered and used as seen fit.



Fig 12.17 - (Map credits Google Earth-2024, Rosebank site).¹⁰⁴ (drawing credits by Author-2024).

Concept development

Development of the building on the site

The traced out map is then overlaid onto the site without the original map. All shapes that appear here are rather organic and arbitrary but the curves of some parts start to resemble a "building."

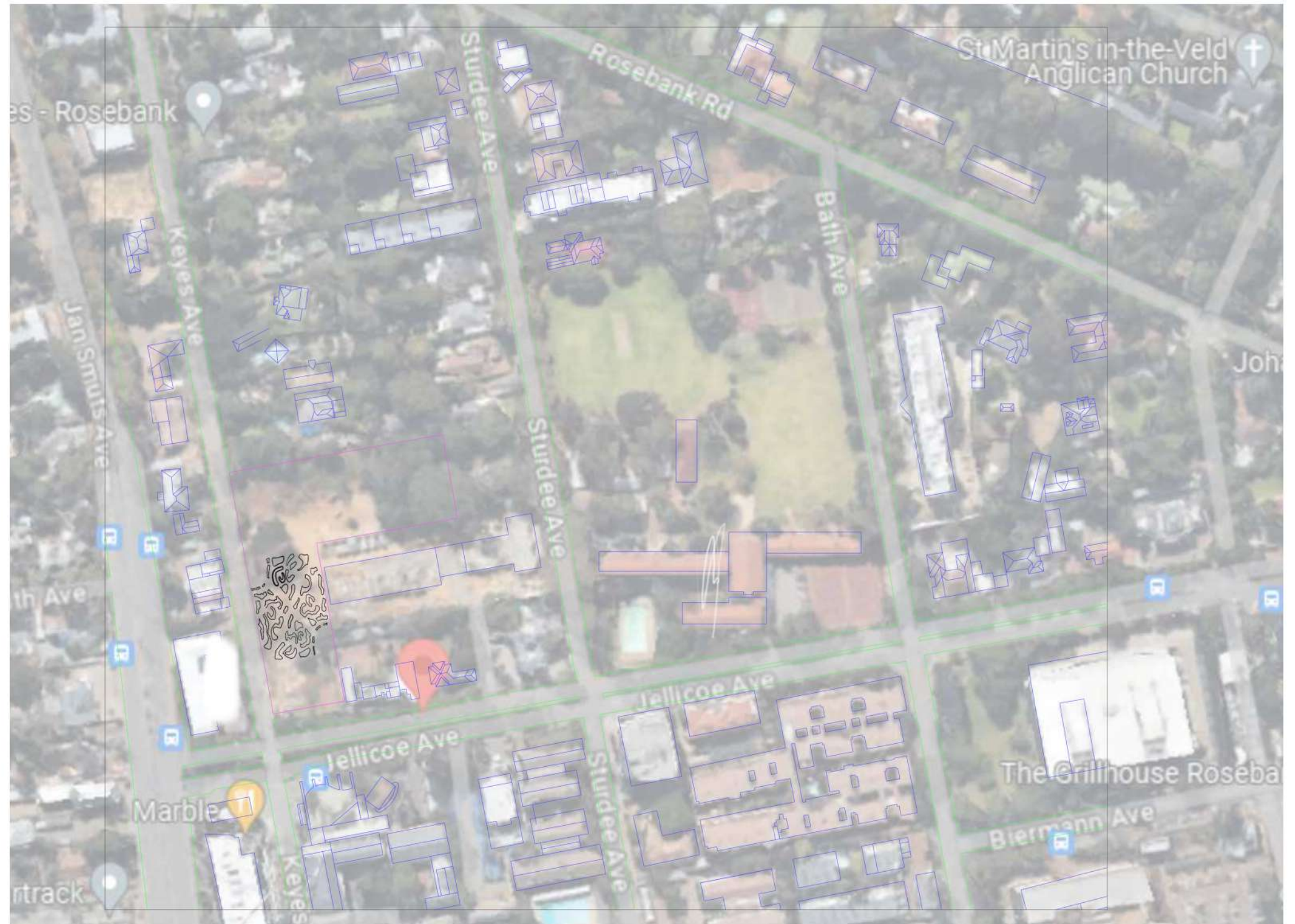


Fig 12.18 - (Map credits Google Earth-2024, Rosebank site).¹⁰⁴ (drawing credits by Author-2024).

Concept development

Development of the building on the site

The traced out map is duplicated and spread across the other part of the site to allow for either one building based off the shapes or separate buildings to be made based on the separated maps.



Fig 12.19 - (Map credits Google Earth-2024, Rosebank site).¹⁰⁴ (drawing credits by Author-2024).

Concept development

Development of the building on the site

The outline of the site is placed back on the drawing to assist with the shaping of the building. The first map is given the textures of water as a “point of interest,” with actual game interactive points marked in orange. Those could have been ideas of spaces in the building that were interesting. The entire map is outlined and almost made symmetrical to allow me to try and regulate the map in my own head while thinking.



Concept development

Development of the building on the site

The outline of the site is placed back on the drawing to assist with the shaping of the building. The first map is given the textures of water as a "point of interest," with actual game interactive points marked in orange. Those could have been ideas of spaces in the building that were interesting.

The entire map in this case outlined and left with all the jagged edges and curves to allow me to try and think of a more organic form of a building which in a way could mimic the Everard Reed building shape.



Fig 12.21 - (Map credits Google Earth-2024, Rosebank site).¹⁰⁴ (drawing credits by Author-2024).

Concept development

Development of the building on the site

A test of a curve around the map to create an enclosure for the building becomes an idea as well as a way to mimic the circa art gallery in terms of shape. The building base is kept as the more symmetrical version.



Fig 12.22 - (Map credits Google Earth-2024, Rosebank site).¹⁰⁴ (drawing credits by Author-2024).

Concept development

Development of the building on the site

Taking the building shape from the previous drawing, some elevations have been drawn in relation to it. The façades and shape of the building feel rather arbitrary but provide a unique shape of building.

For the other map a tracing of the “pathing” through the map to create a shape that could potentially be used as a building idea. A central space is drawn and the new building is split into two parts to allow for movement through the map.



Fig 12.23 - (Map credits Google Earth-2024, Rosebank site).¹⁰⁴ (drawing credits by Author-2024).

Concept development

Development of the building on the site

The focus is now on the next phase of thought for the building. The map is regulated more on the one side to allow for more building to be made, while the other side is left with the curve to provide an interesting curve facing the stadium side.



Fig 12.24 - (Map credits Google Earth-2024, Rosebank site).¹⁰⁴ (drawing credits by Author-2024).

Concept development

Development of the building on the site

The map is regulated more on the one side to allow for more building to be made, while the other side is left with the curve to provide an interesting curve facing the stadium side.

The movement into the buildings and around the site of the building is documented with the potential idea of creating a third type of building towards the back.



Fig 12.25 - (Map credits Google Earth-2024, Rosebank site).¹⁰⁴ (drawing credits by Author-2024).

Concept development

Development of the building on the site

The outline of the bottom two buildings provides the base for the second floor and third floor of the building with the circular core potentially used as the circulation space. The shape of the upper building is very organic towards one side while being more regulated on the sides and back with the exception of the back cut out at the right.



Fig 12.26 - (Map credits Google Earth-2024, Rosebank site).¹⁰⁴ (drawing credits by Author-2024).

Concept development

Development of the building on the site

The building on the right side gets more regulated like the one on the left. Building pulls out a bit more from the back and from the front and attaches itself to the central circulation space to create more space internally and to allow more programme to fit.



Fig 12.27 - (Map credits Google Earth-2024, Rosebank site).¹⁰⁴ (drawing credits by Author-2024).

Concept development

Development of the building on the site

The yellow extents that are draw over the building keep the old shape of the lower building with the upper building being extended further out at the back to create space for programme that could potentially be fitted to it.



Fig 12.28 - (Map credits Google Earth-2024, Rosebank site).¹⁰⁴ (drawing credits by Author-2024).

Concept development

Development of the building on the site

The floor plans for the building masses have been kept with the planning for a staircase at the back of the one building planned for. Elevations for the building have been planned with a rooftop garden on the first floor with small windows placed inside wooden portions of the building that stick out creating its own “shades” for the building.

The concept of a green spaced out building starts to emerge. The back of the two buildings are now united with one reception space at the back which now means people have to walk between the entire building to enter.



Fig 12.29 - (Map credits Google Earth-2024, Rosebank site).¹⁰⁴ (drawing credits by Author-2024).

Concept development

Development of the building on the site

The planning of the upper floor based on the idea of the roof top garden on the first floor allows the building to form a boundary of an outside space and an indoor space. The garden is pushed out towards the back of the site and a boundary is drawn.



Concept development

Development of the building on the site

The shape of the building plans on the ground are translated into the elevations. The one elevation for the stadium has a smaller base and a change in levels on the roof of the building. The structure sits outside the building and extends through to the inside of the building. The buildings structure extends to the other buildings to create a consistent space that carries over.

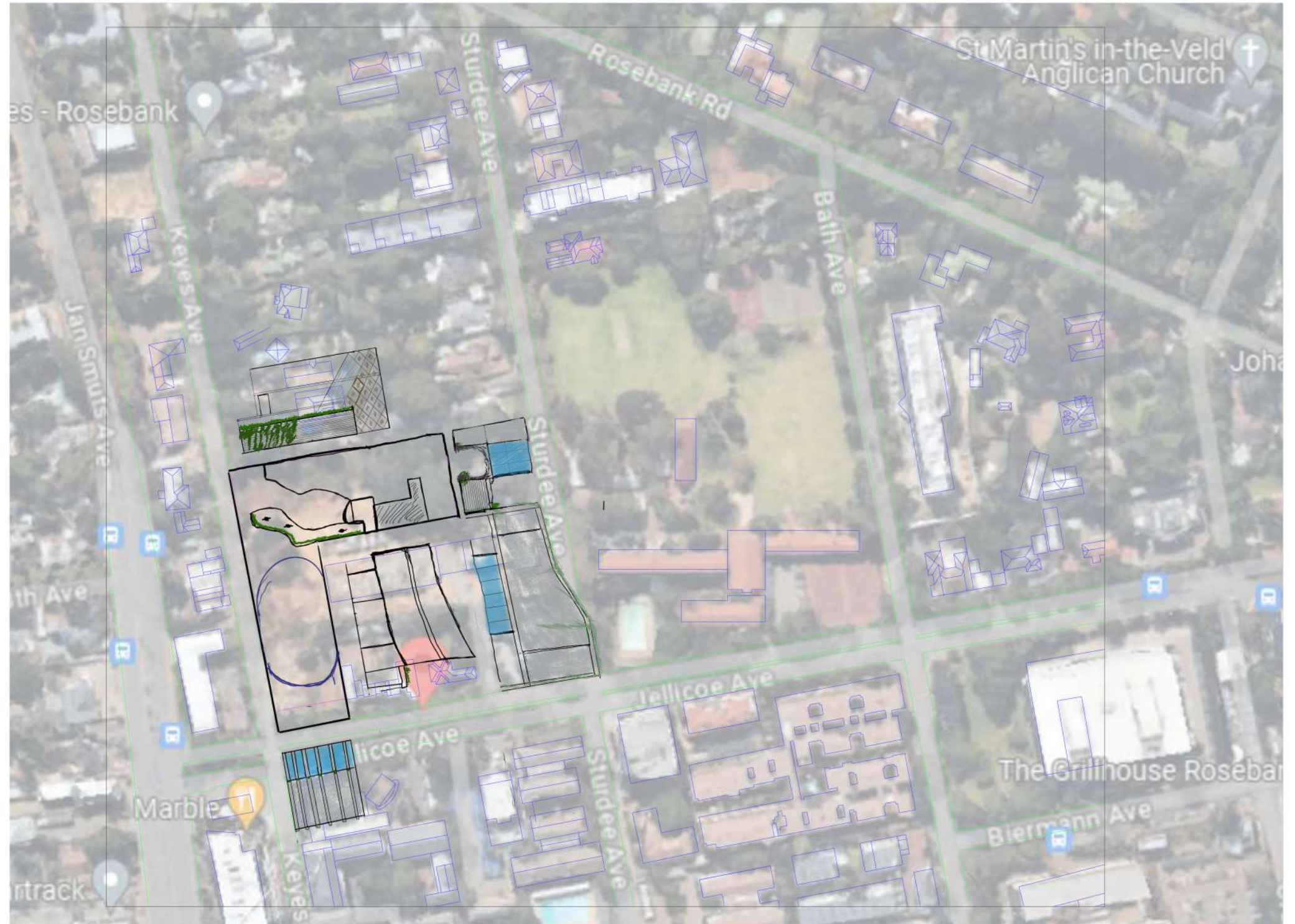


Fig 12.31 - (Map credits Google Earth-2024, Rosebank site).¹⁰⁴ (drawing credits by Author-2024).

Concept development

Development of the building on the site

The joining of all the drawings appears here. The thought process come together and show the work put in for this buildings changes. The overlays were initially put up with each other in a flip form to the point of getting to this point, although the building will not look like this.



Fig 12.32 - (Map credits Google Earth-2024, Rosebank site).¹⁰⁴ (drawing credits by Author-2024).

Building development

The use of bubbles to assist in the building types needed and potential sizes

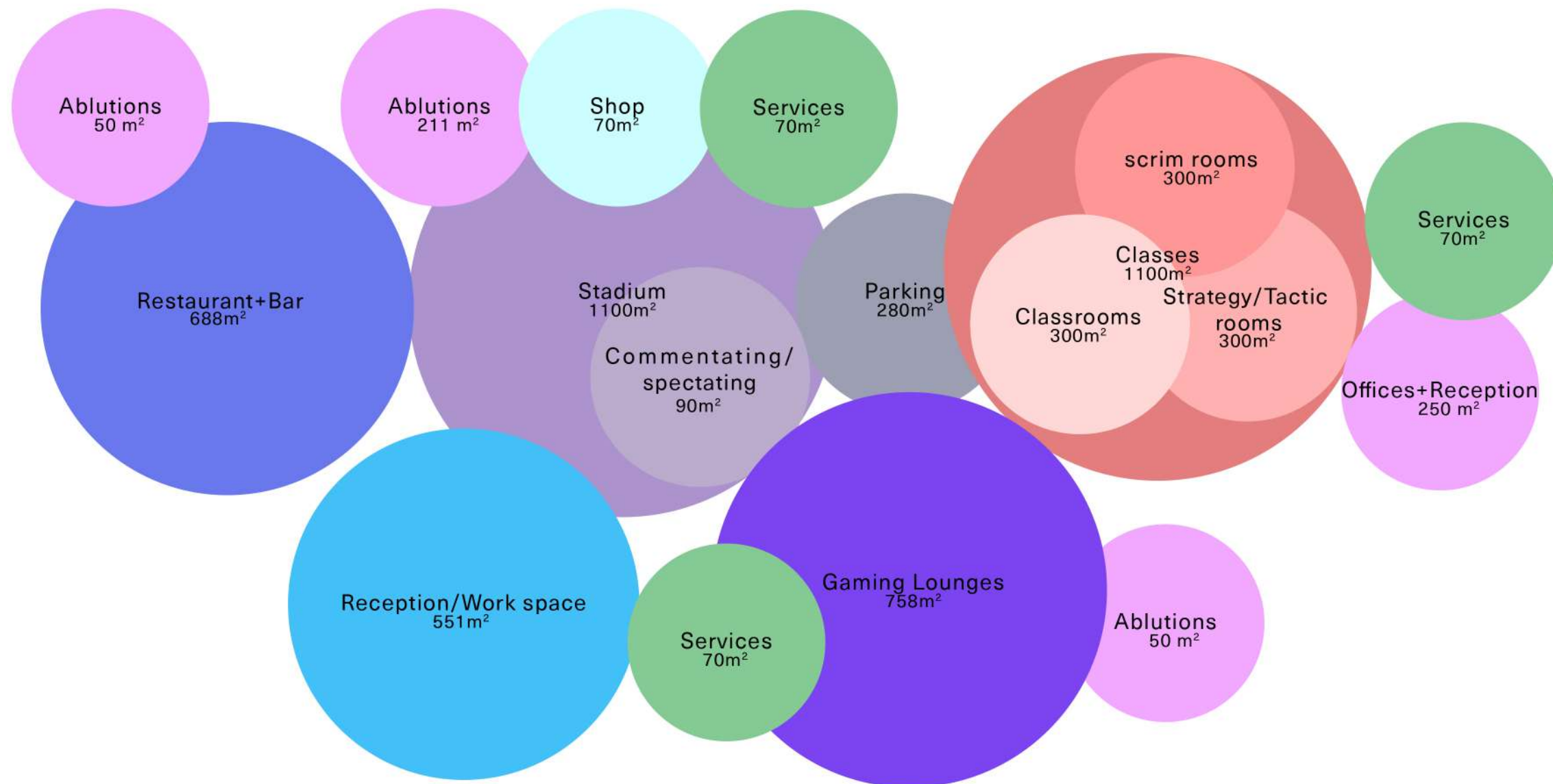


Fig 12.33 - credit to author - 2024.

Programming

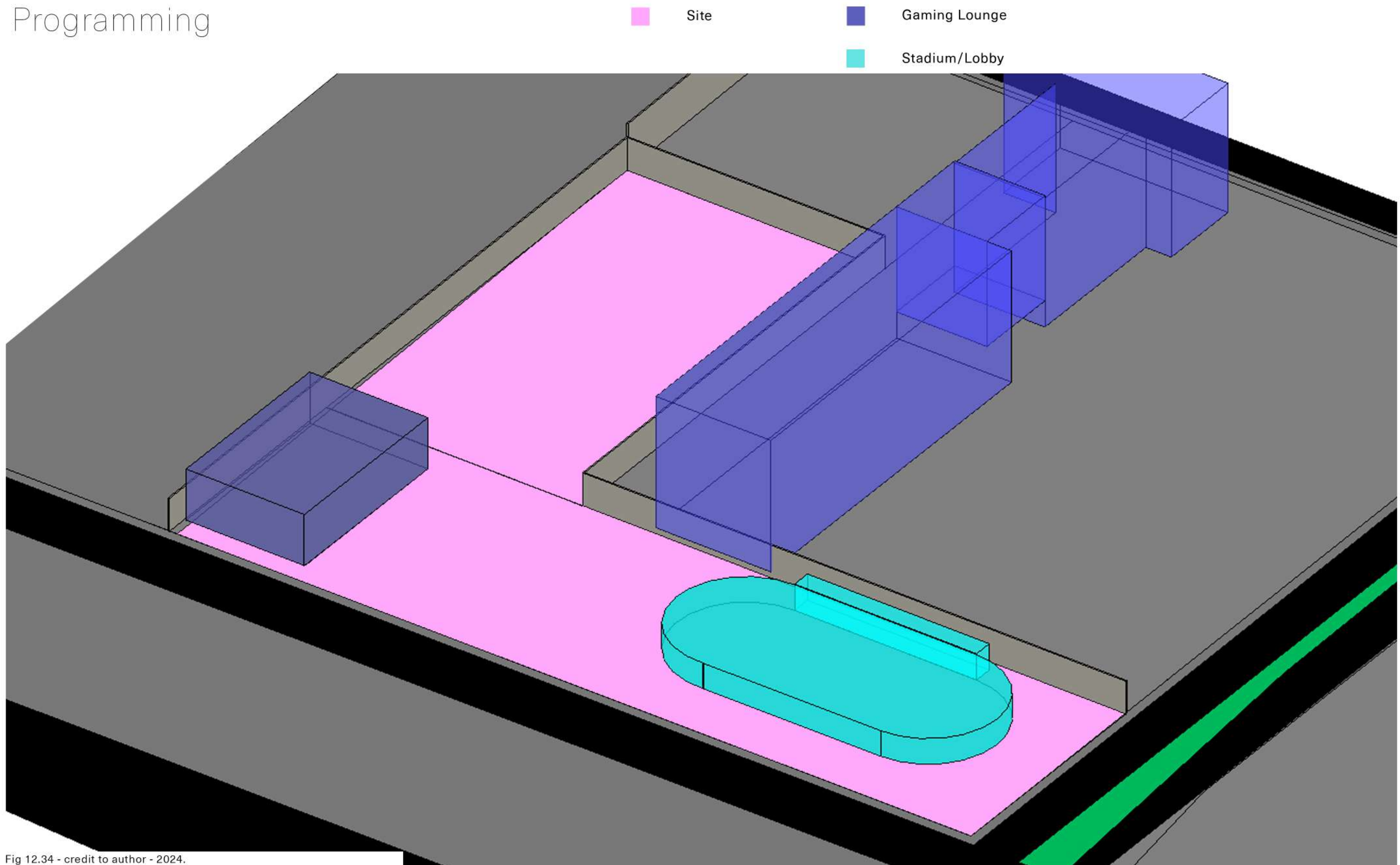


Fig 12.34 - credit to author - 2024.

Programming

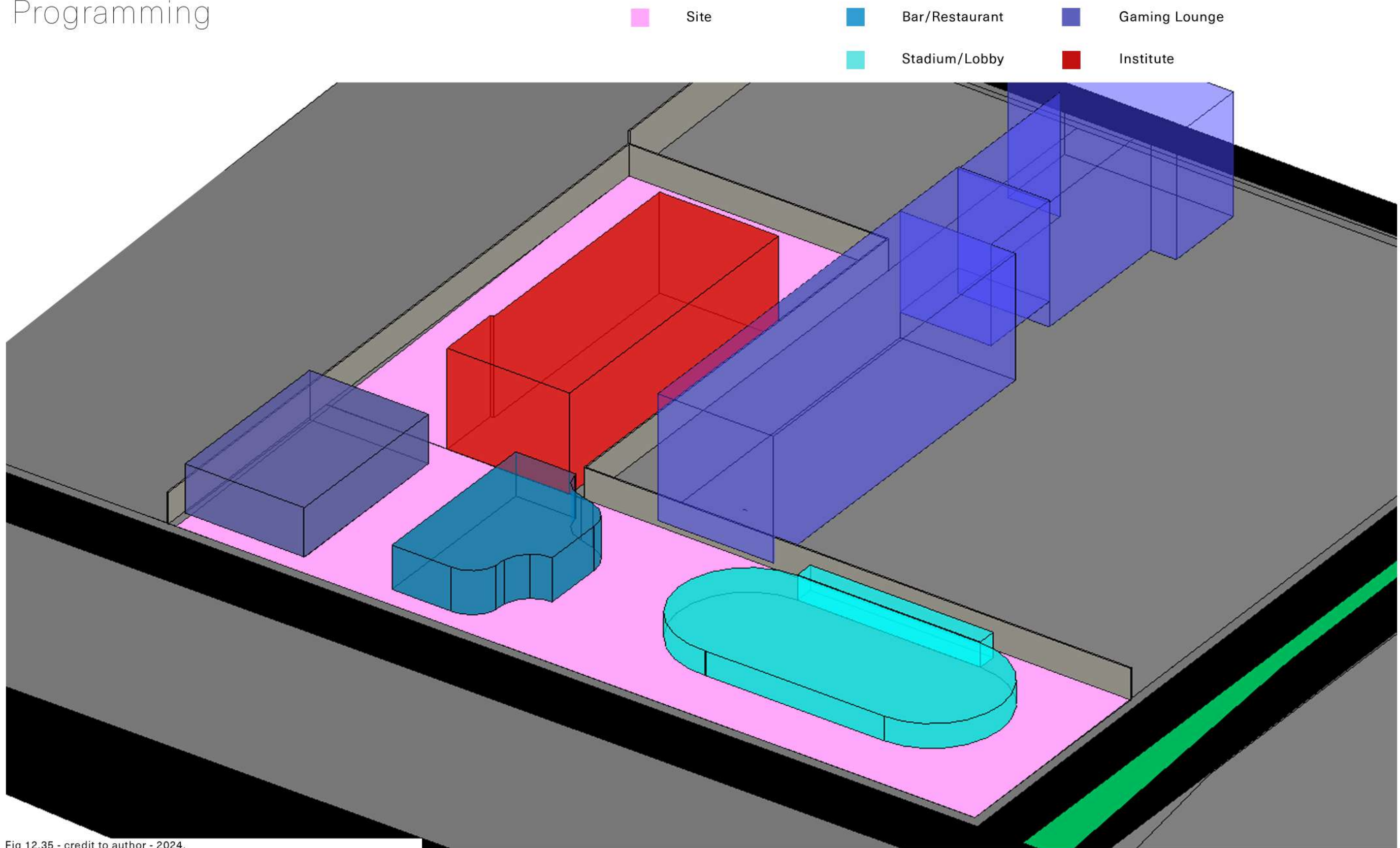


Fig 12.35 - credit to author - 2024.

Programming

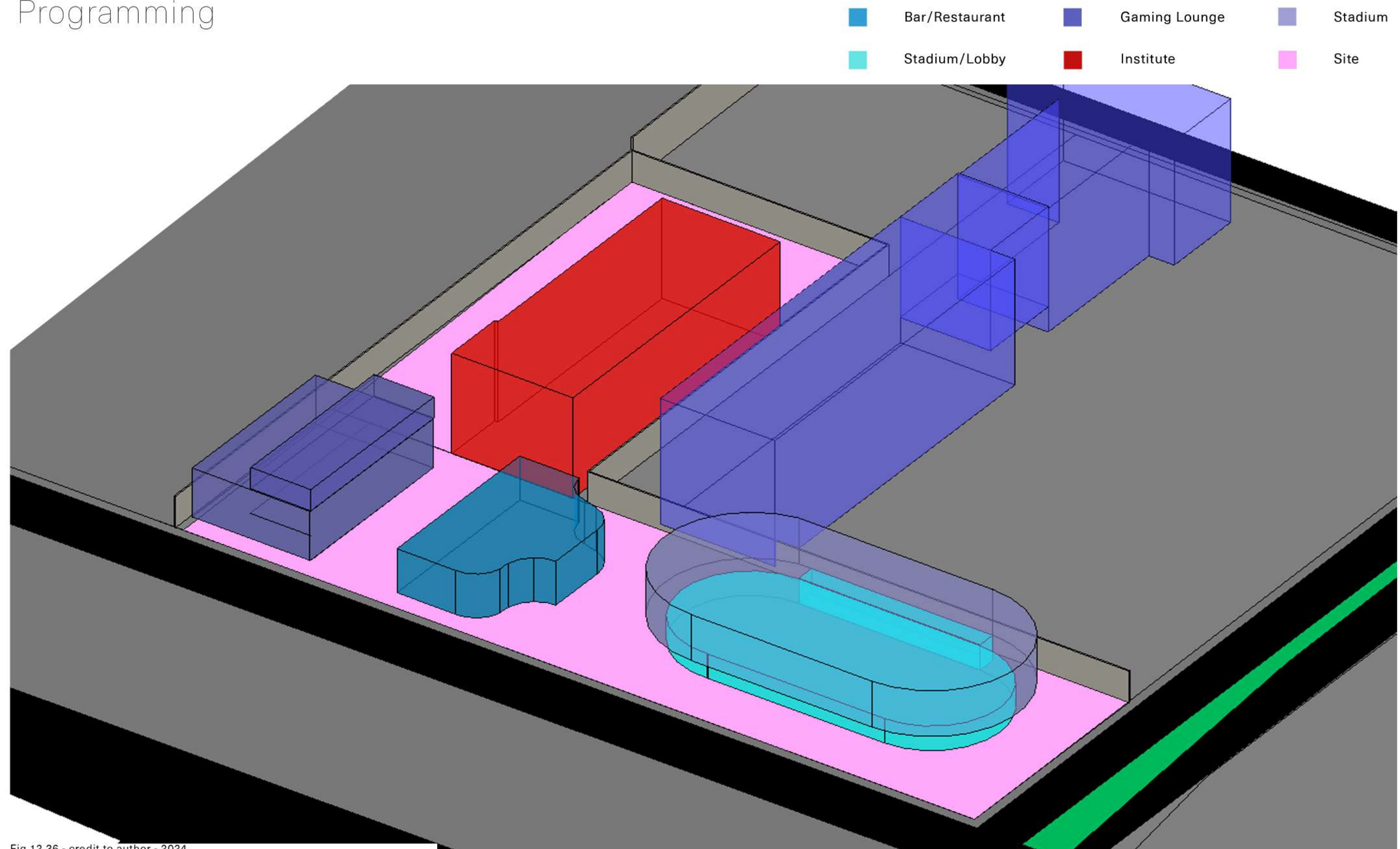


Fig 12.36 - credit to author - 2024.

Programming

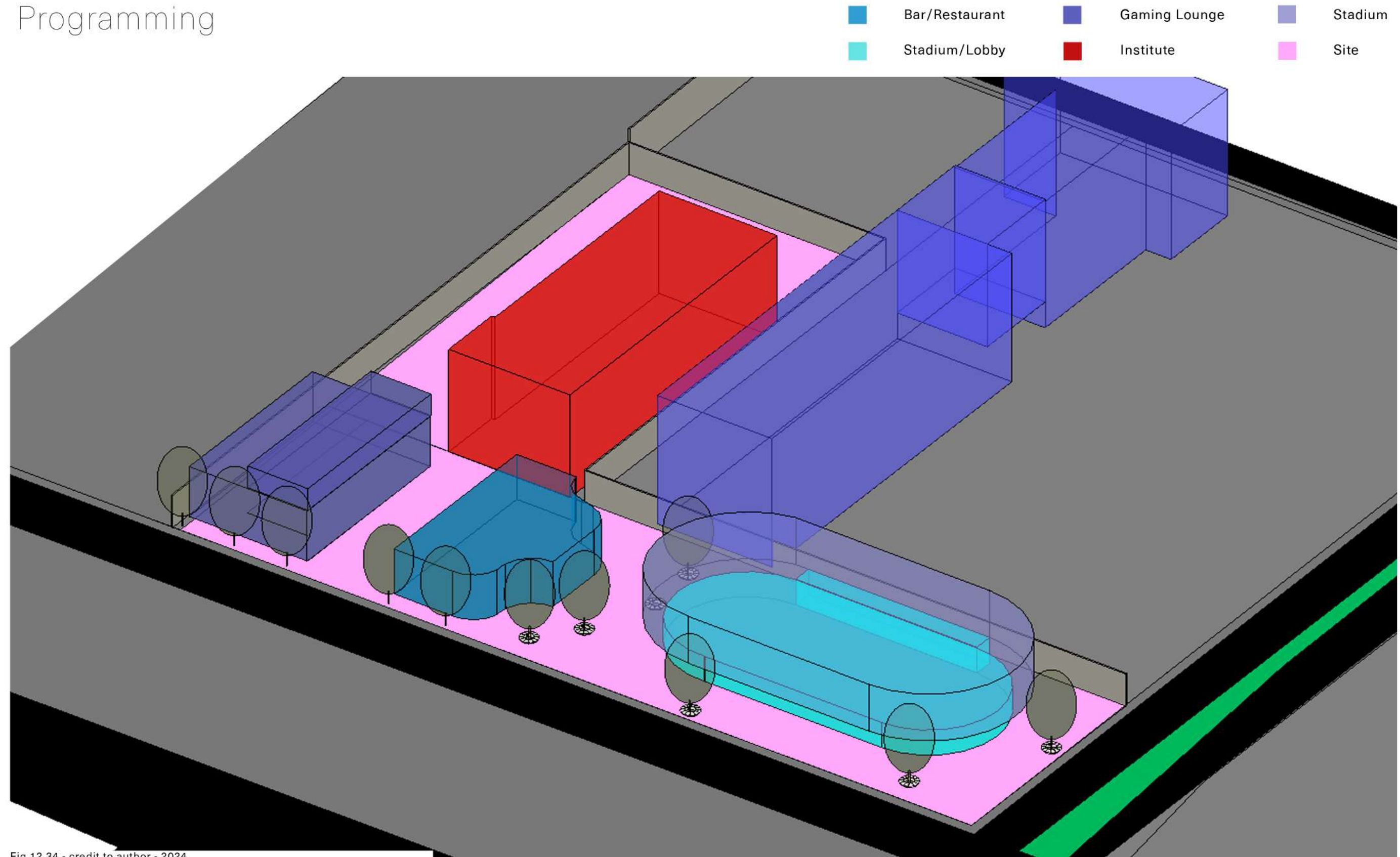


Fig 12.34 - credit to author - 2024.

Programming

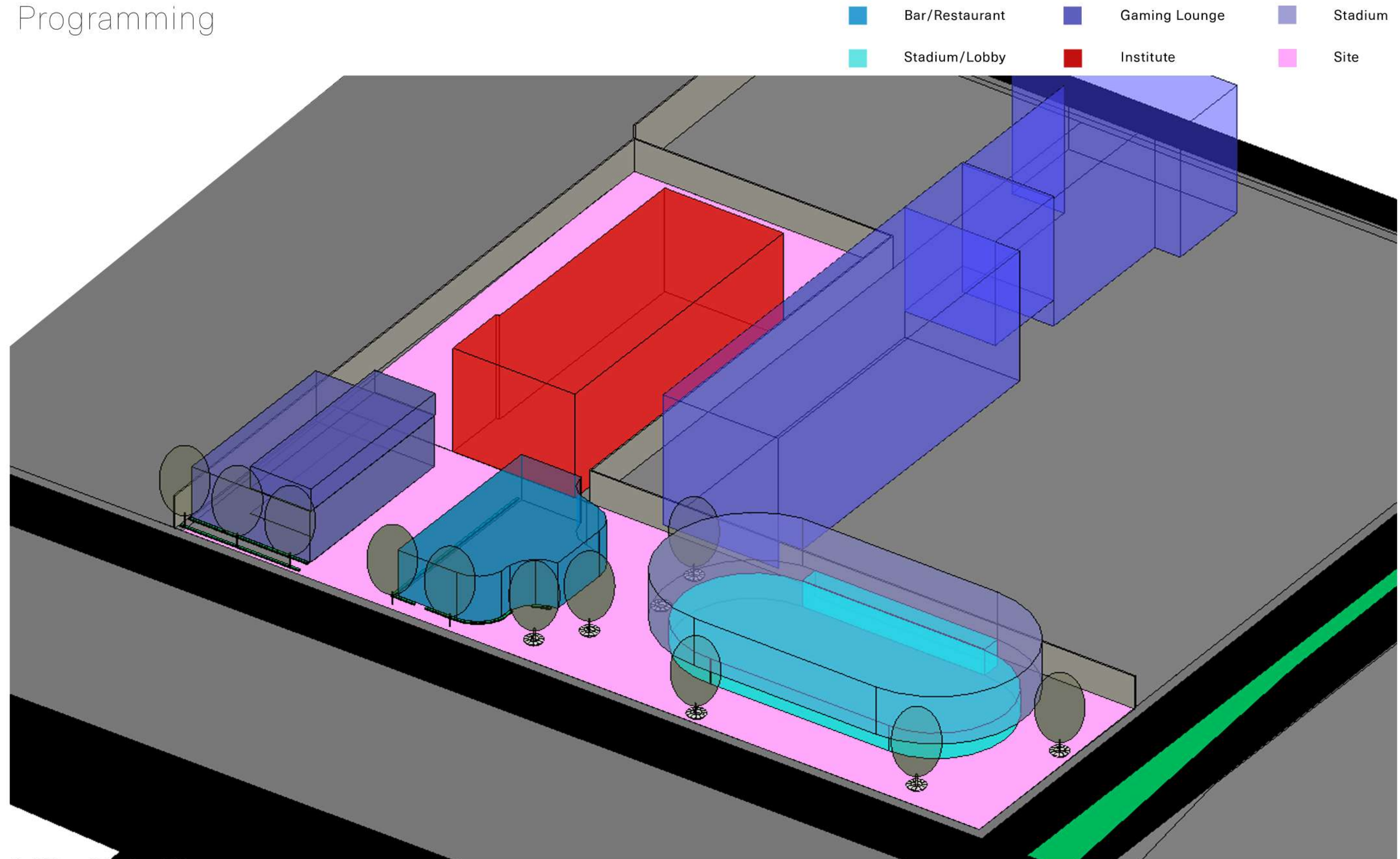


Fig 12.38 - credit to author - 2024.
116

Programming

- | | | |
|----------------|---------------|---------|
| Bar/Restaurant | Gaming Lounge | Stadium |
| Stadium/Lobby | Institute | Site |

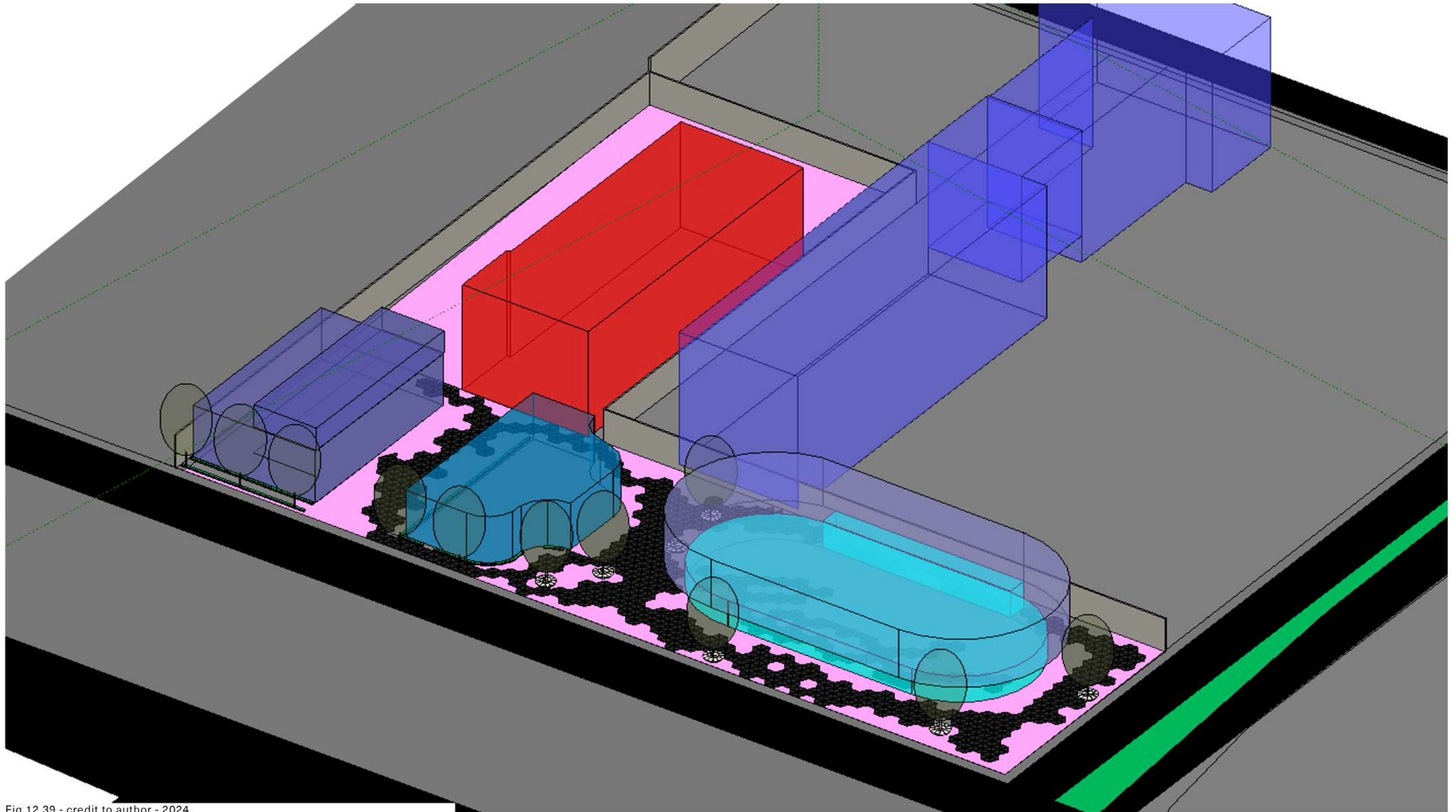


Fig 12.39 - credit to author - 2024.

Programming Axis

Axis of potential building entrances

Bar/Restaurant

Gaming Lounge

Stadium

Stadium/Lobby

Institute

Site

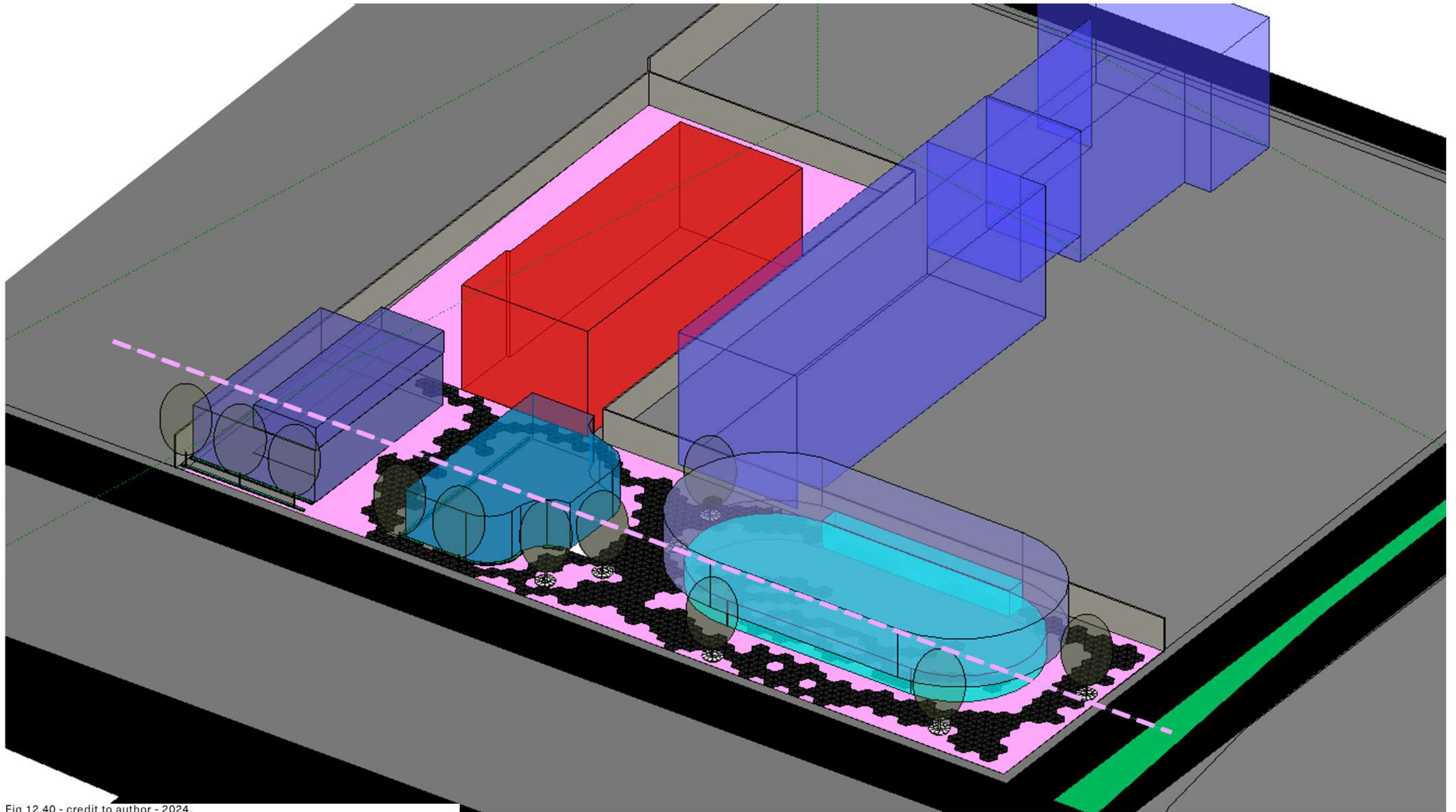


Fig 12.40 - credit to author - 2024.
118



Building typology potentially carries over



Bar/Restaurant



Gaming Lounge



Stadium



Stadium/Lobby



Institute



Site

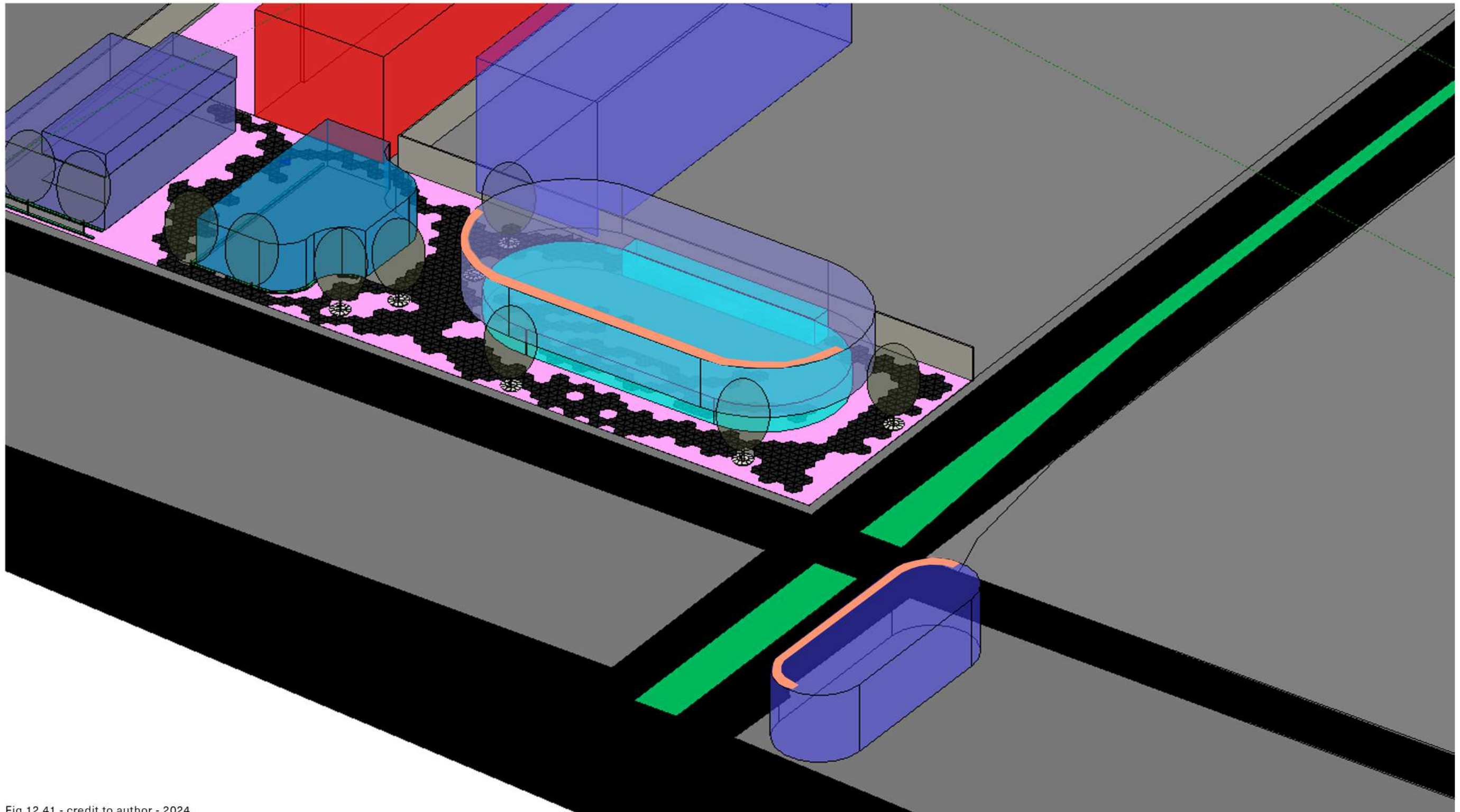


Fig 12.41 - credit to author - 2024.
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Programming Building Through routes



Views through the site to other buildings preserved
and to allow pedestrian sight to buildings

Bar/Restaurant

Gaming Lounge

Stadium

Stadium/Lobby

Institute

Site

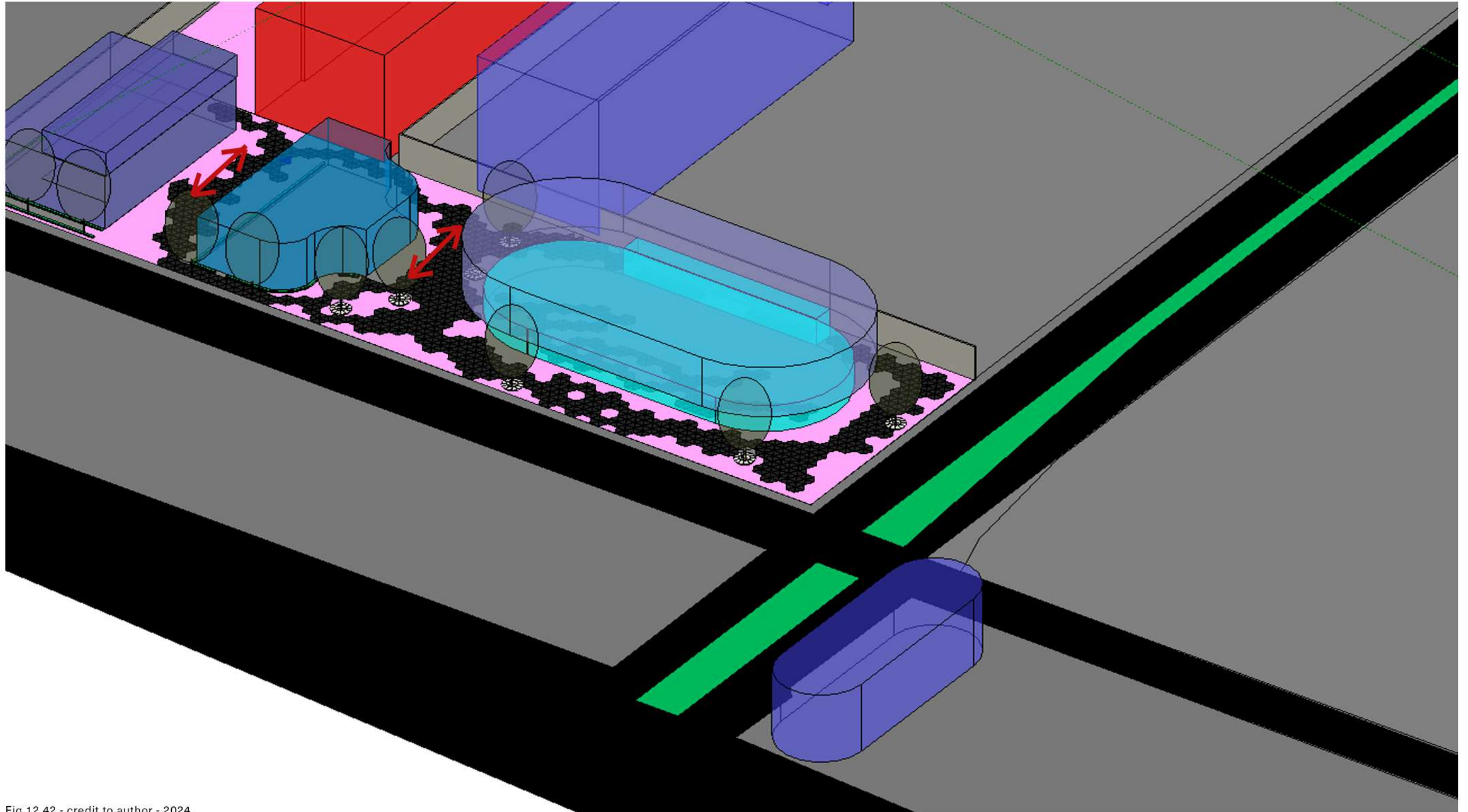
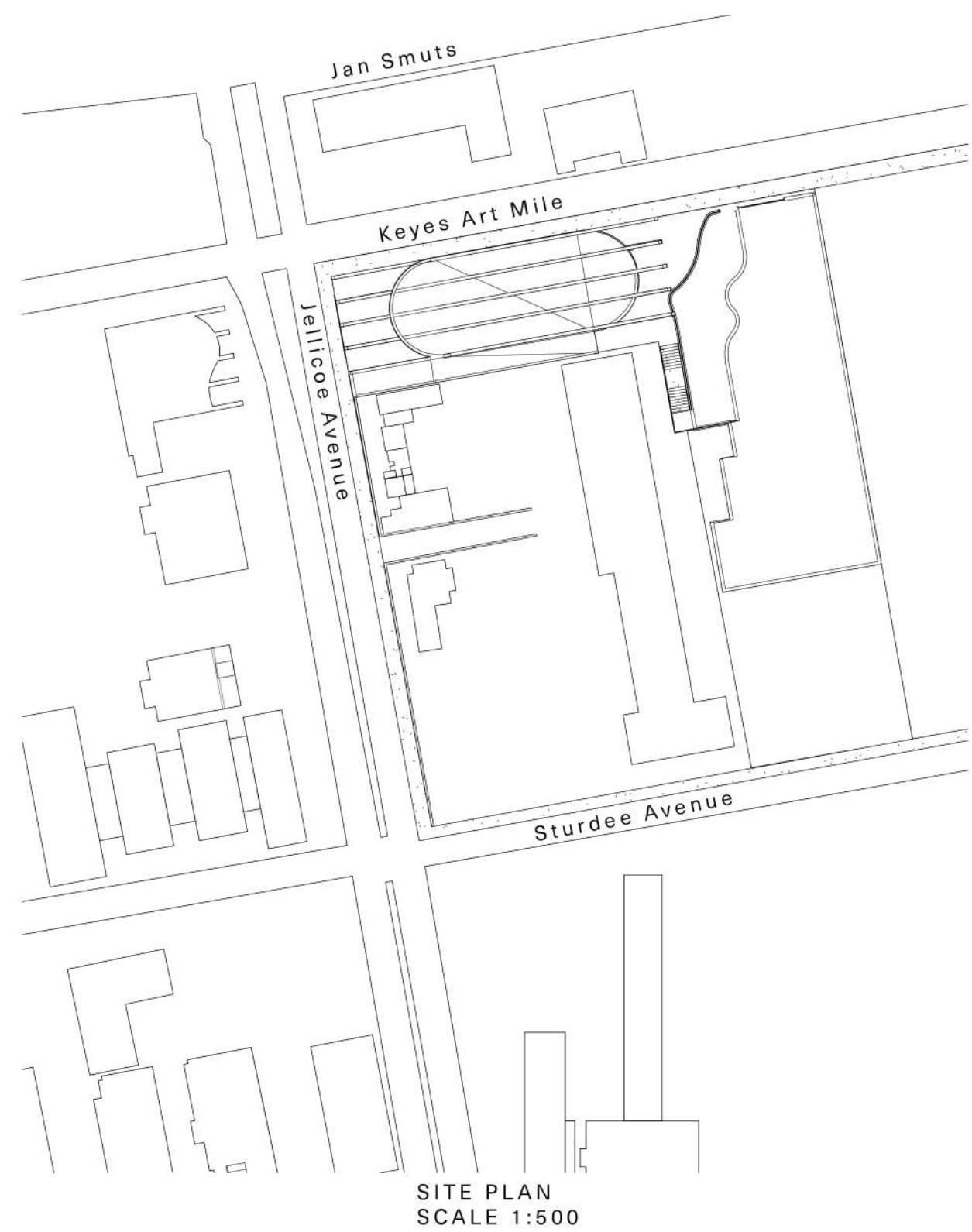


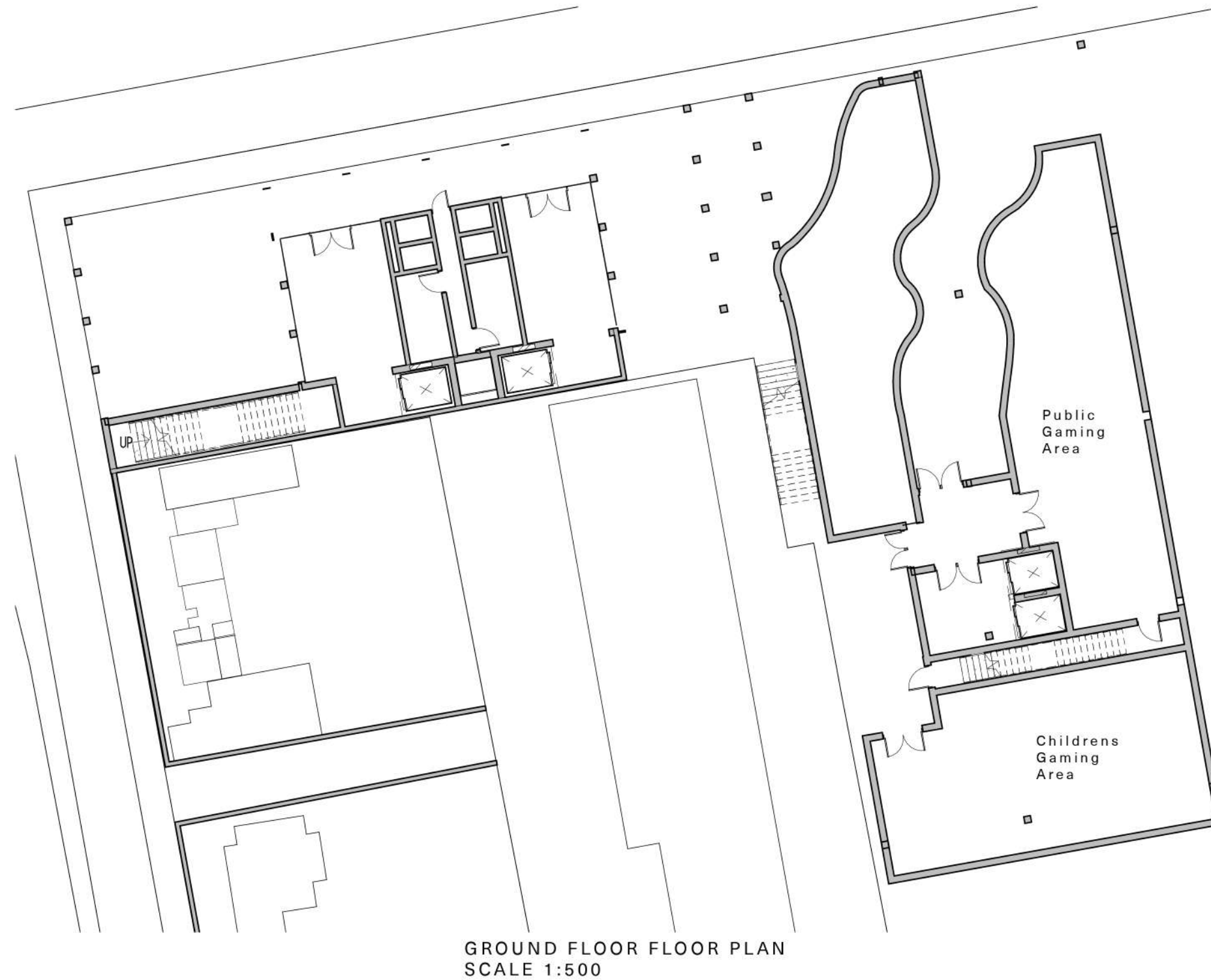
Fig 12.42 - credit to author - 2024.
120

June Review
A collection of work developing the building



June Review

A collection of work developing the building



June Review

A collection of work developing the building

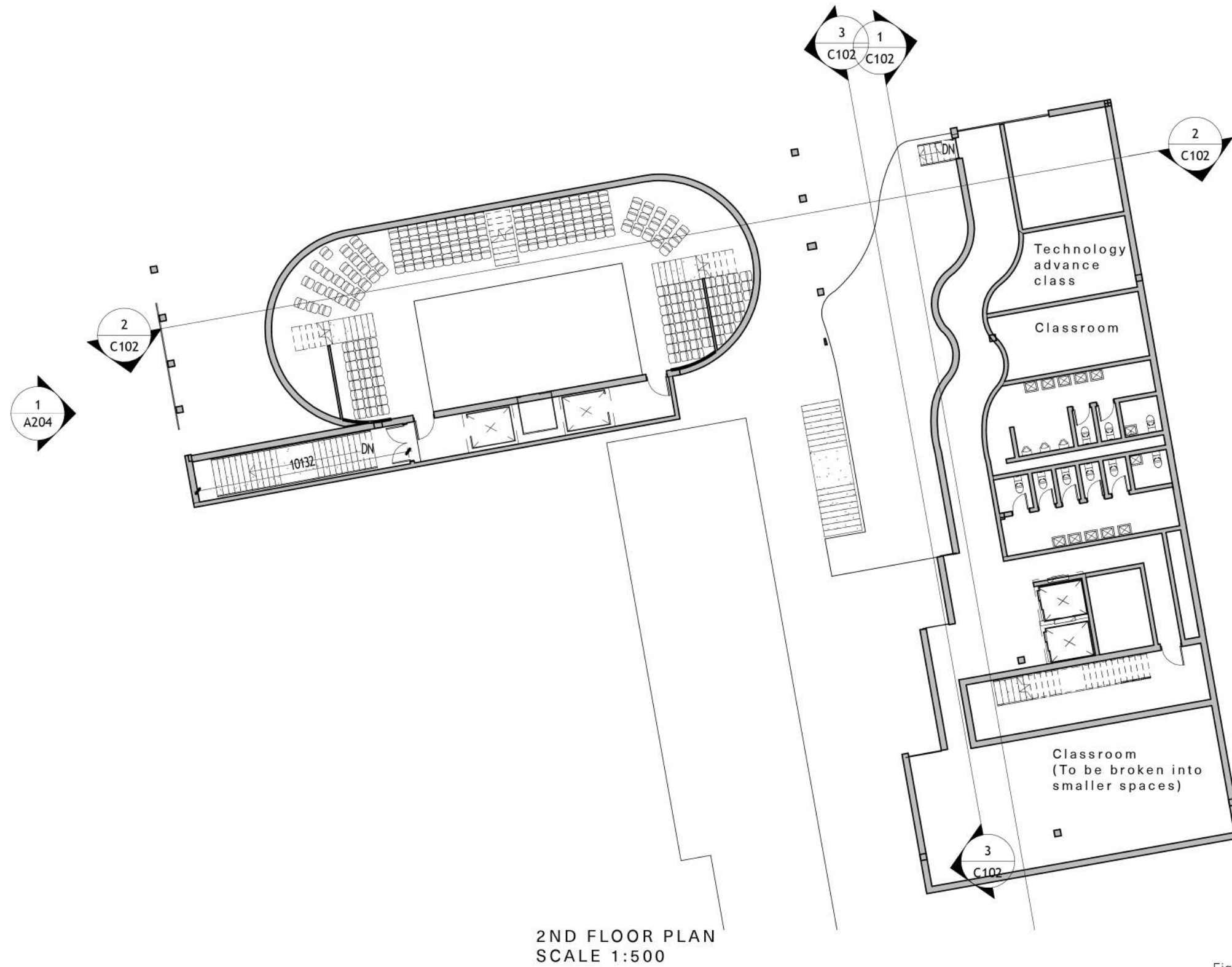
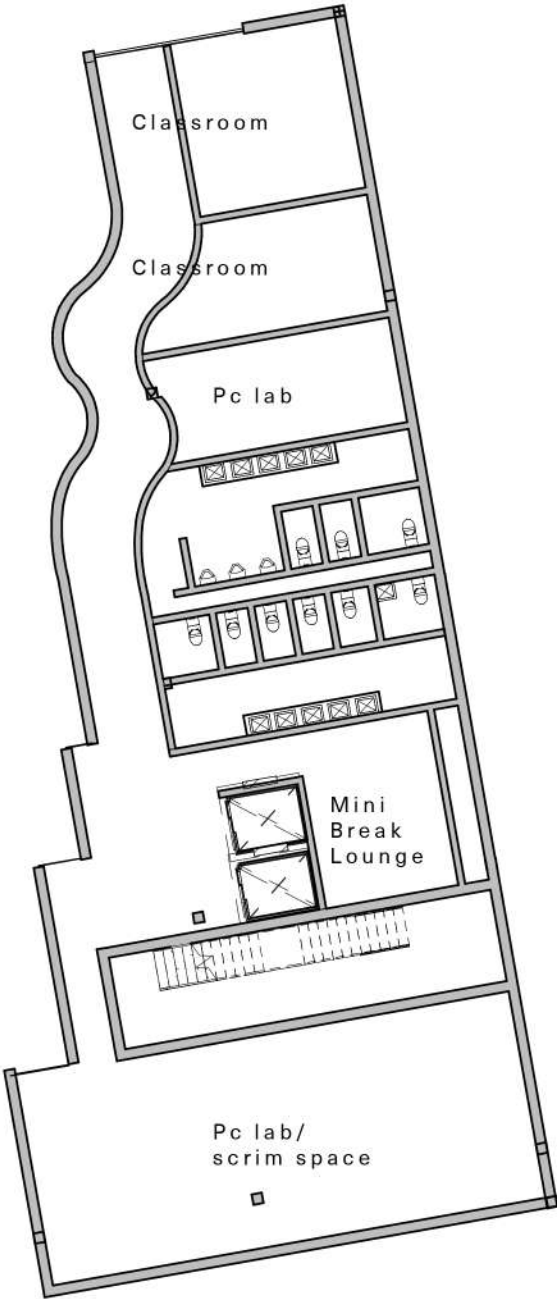


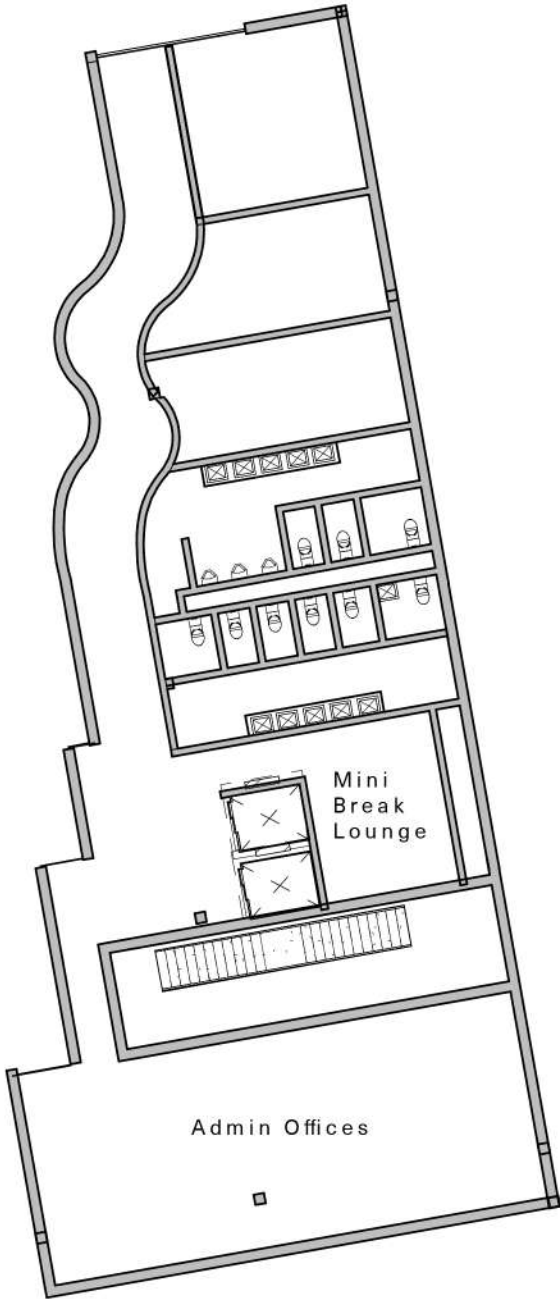
Fig 12.45 - drawing credits by Author-2024.

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3RD FLOOR PLAN
SCALE 1:500

Fig 12.46 - drawing credits by Author-2024.

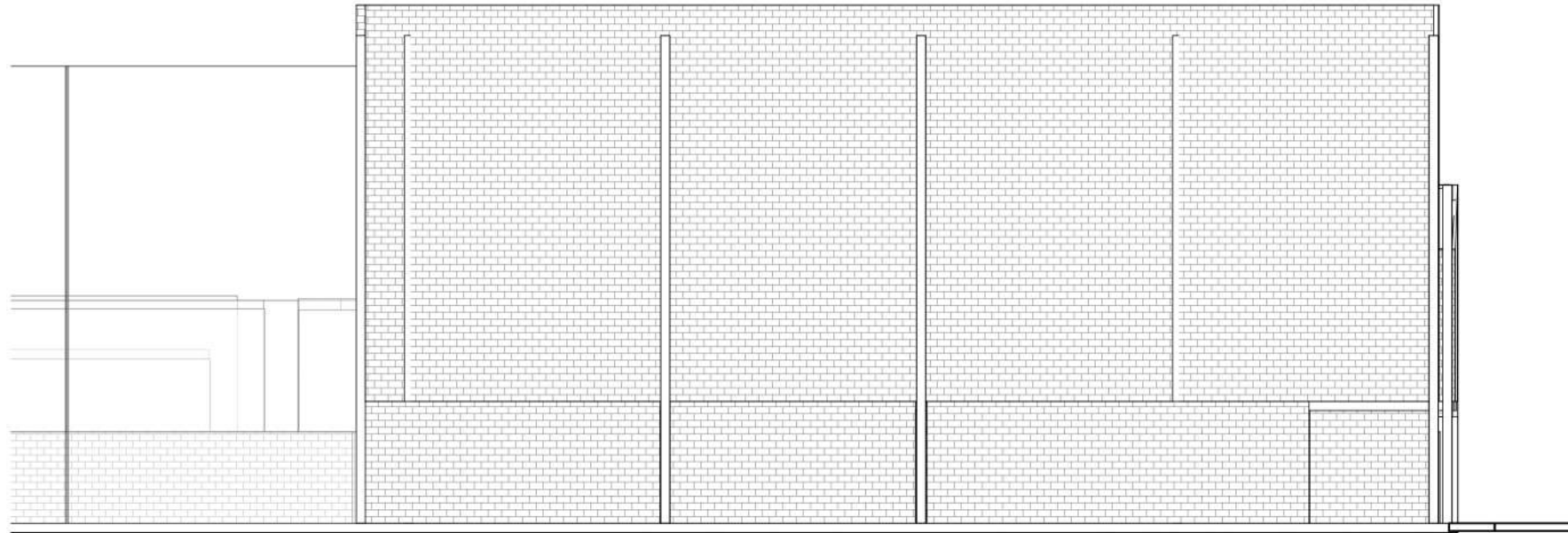


4TH FLOOR PLAN
SCALE 1:500

Fig 12.47 - drawing credits by Author-2024.

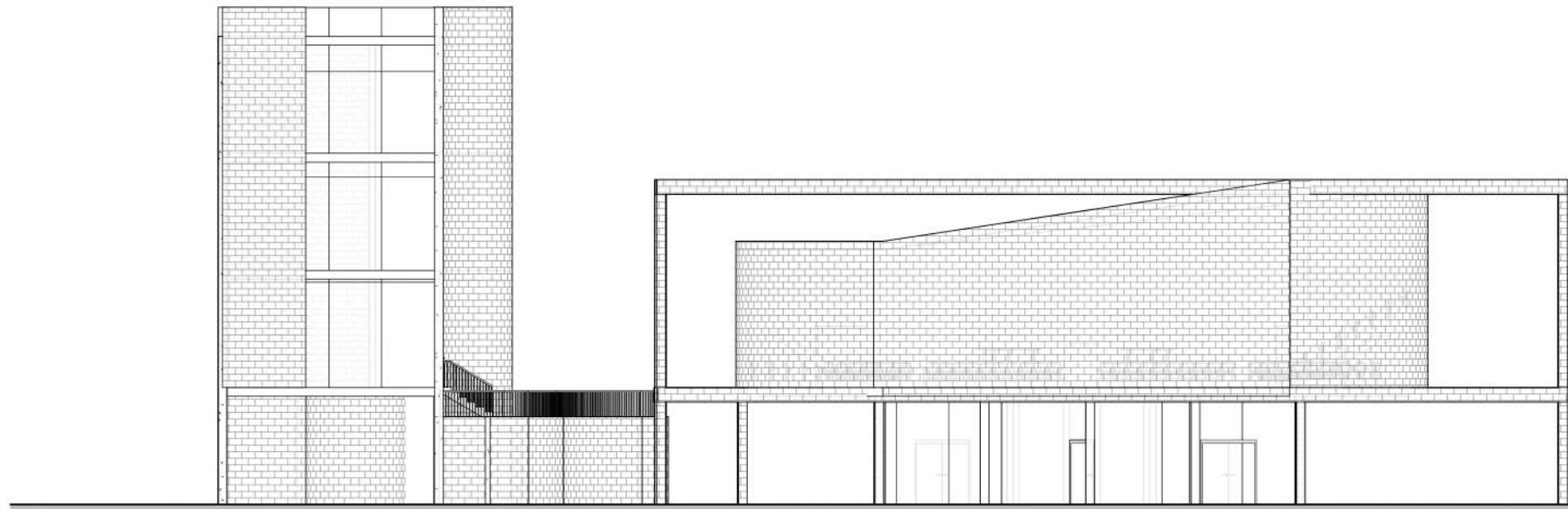
June Review

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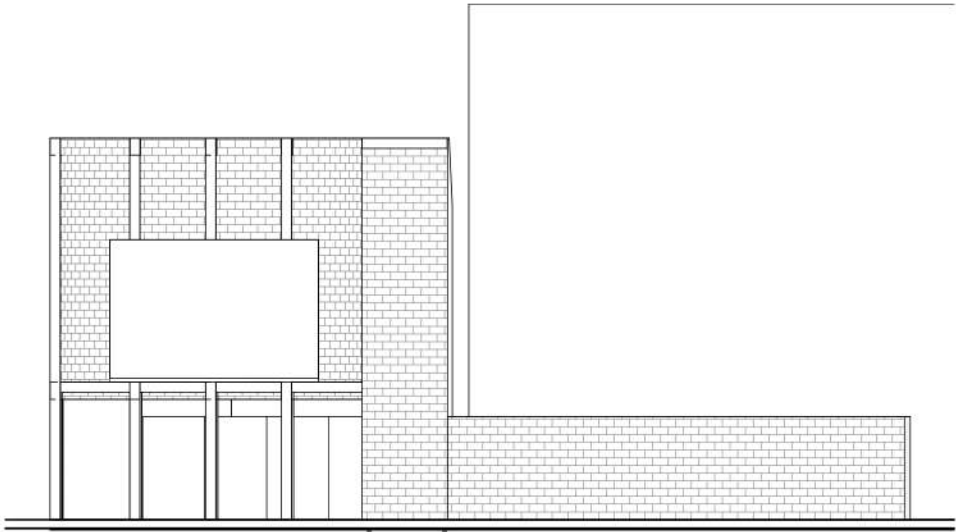
ELEVATION
SCALE 1:200

Fig 12.48 - drawing credits by Author-2024.



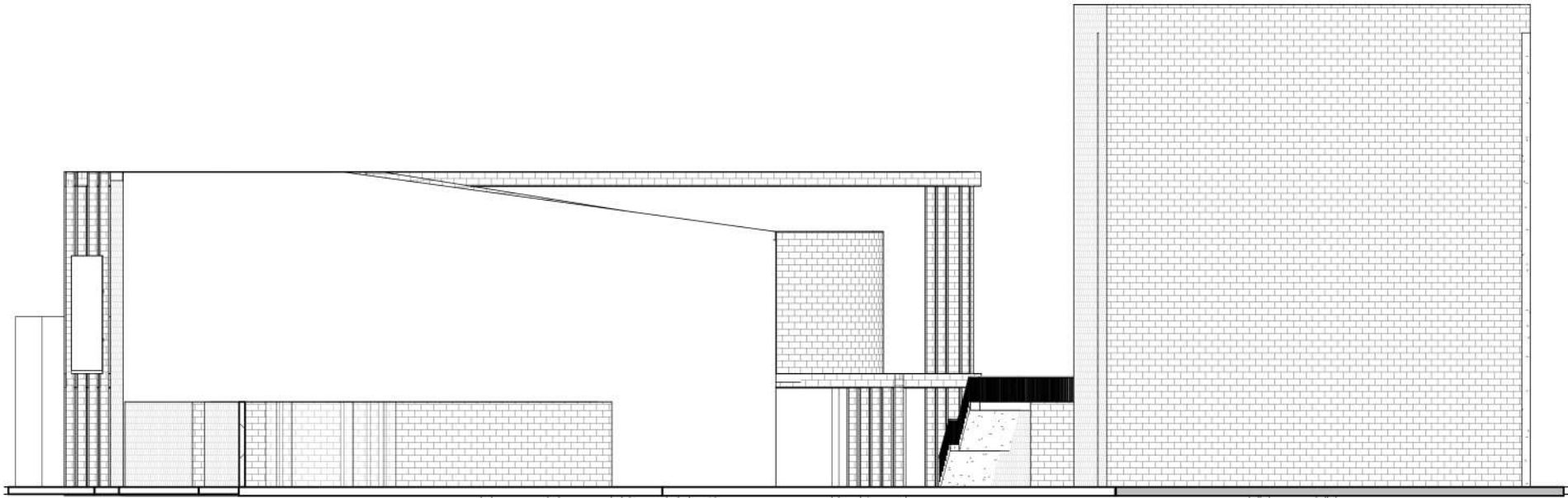
NORTH ELEVATION
SCALE 1:200

Fig 12.49 - drawing credits by Author-2024.



EAST ELEVATION
SCALE 1:200

Fig 12.50 - drawing credits by Author-2024.

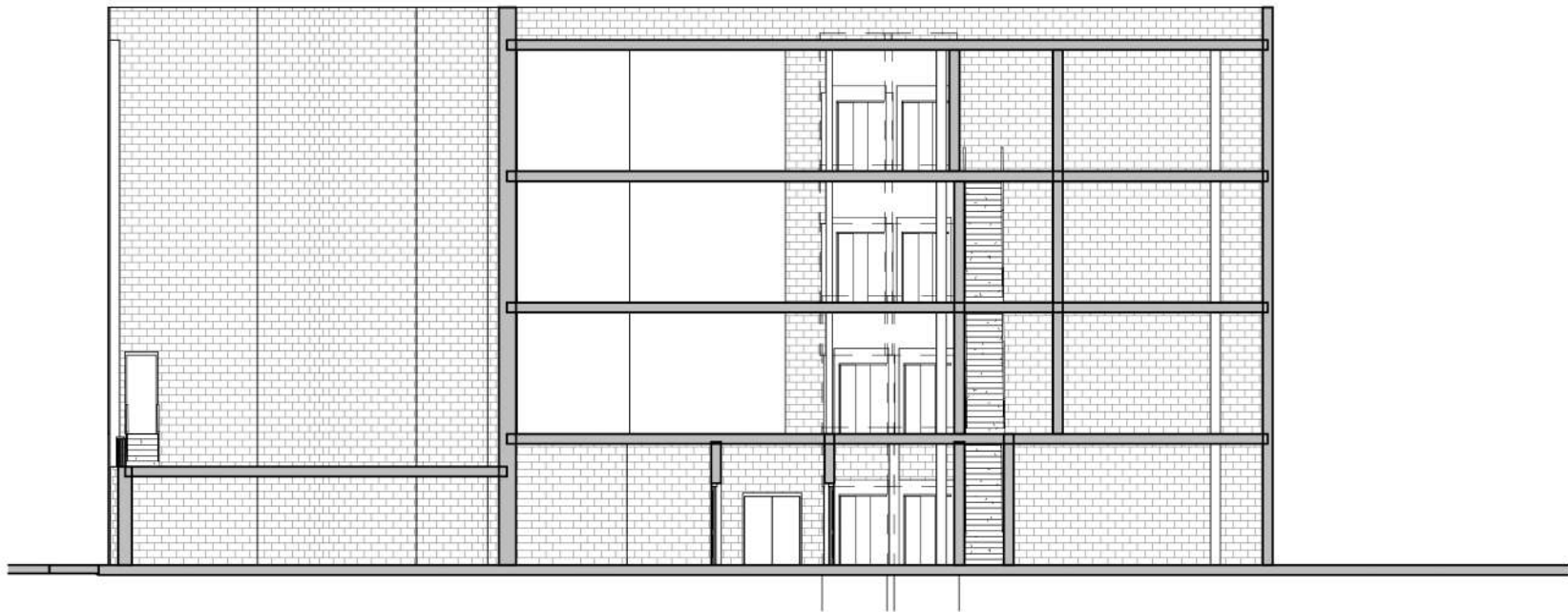


SOUTH ELEVATION
SCALE 1:200

Fig 12.51 - drawing credits by Author-2024.

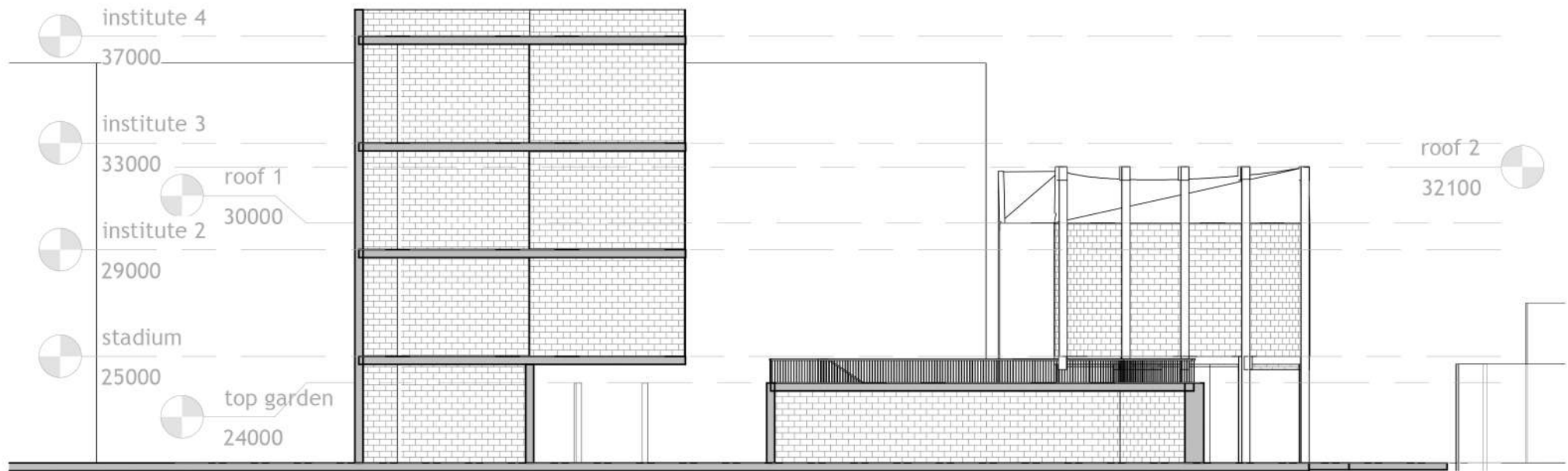
June Review

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SECTION 1
SCALE 1:200

Fig 12.52 - drawing credits by Author-2024.



SECTION 3
SCALE 1:200

Fig 12.53 - drawing credits by Author-2024.

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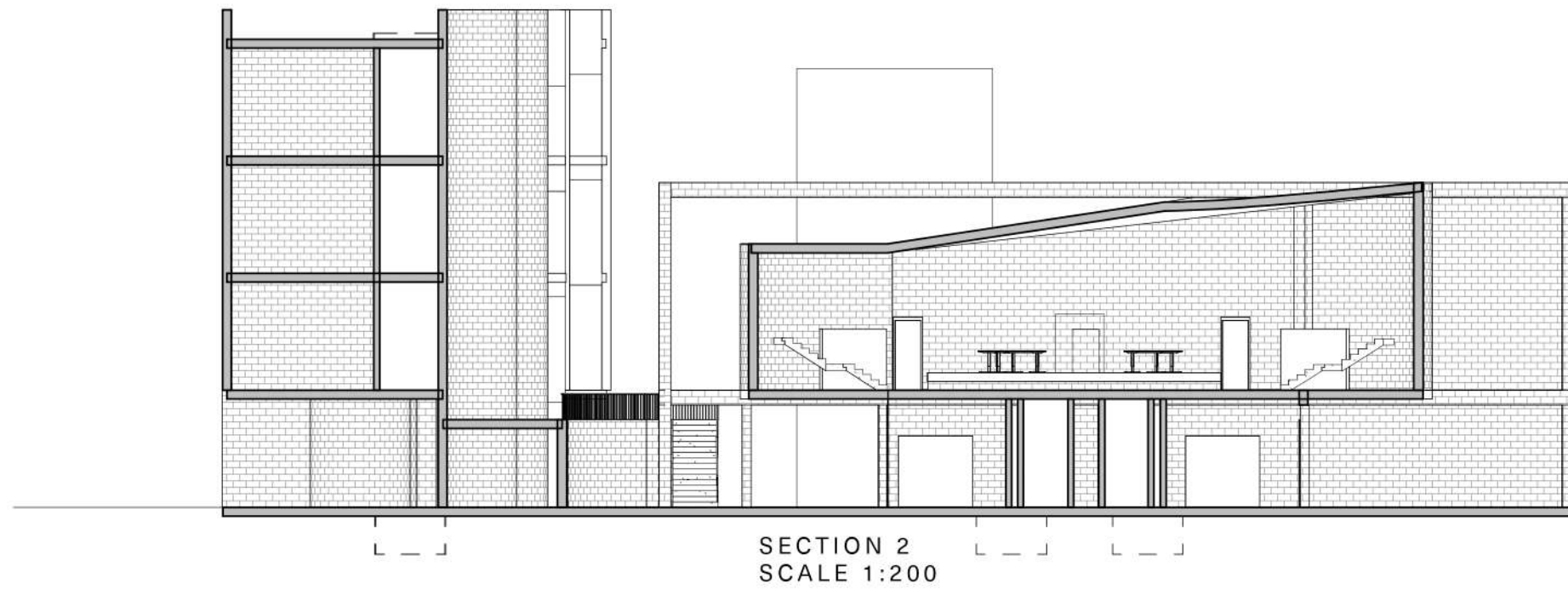


Fig 12.54 - drawing credits by Author-2024.

SECTION 3 SCALE 1:200

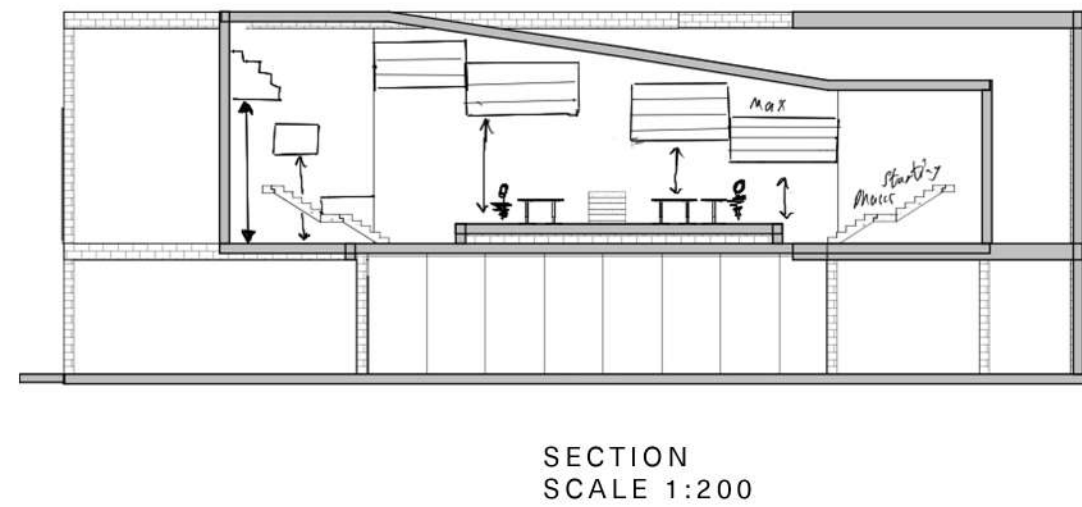


Fig 12.55 - drawing credits by Author-2024.

June Review Wall technology



Vetro InWall

Fig 12.56 - Credit to Vetro.¹¹⁵

The internal walls for the institution are made of Vetro InWall frames which are made up using a hybrid of acoustic panel internals and a treated and finished mdf panel which make up the "wall". This technology is to be implemented to allow for changes in room sizes and to make allowances for technology changes along the way

How Electrochromic Glass Works

- Five layers of ceramic material are coated onto a thin piece of glass.
- Applying a small electrical charge causes lithium ions to transfer layers...
- ...making the glass tint.
- Reversing the polarity causes the glass to clear.



The internal walls for the institution are to feature the electrochromic glass on the frame of the Vetro InWall . This will make rooms more private as well as cut out external lighting.

SageGlass Saint-Gobain Fig 12.57 - Credit to Sageglass.¹¹⁶

June Review

A short discussion on the feedback of the drawings and the project

The building as well as a concept was well received.

The idea of creating an Esports stadium in Rosebank that will be used for tournaments on a weekly basis with public access to view the games proved to be a feature that was incredibly exciting for all.

The concept of using the stadium for other purposes other than Esports was queried. The shape and the inspiration of using Circas shape as a typology for the area it is placed in was deemed decently successful.

The institute building needs to be seen as an interesting building for the users. The users are young and energetic and need a space in which this energy can be exerted while allowing them to learn and grow while studying. The building is interesting but it needs to be more exciting.

The stadium from the street view looked interesting. The floating mass is interesting

The concept of the greenery on the rooftop garden which also extends to the stadium, which transverses across the top till the outside structure facing Everard Reed, which allows it to mimic the greenery on their building, was liked but barely spoken about as much.

The cons and the questions of the building

The Esports stadiums purpose needs to either be multifunctional or have something unique to it that creates interest.

Can the use of the hotels land be used to make the stadium wider and increase the number of the seats?

The building facade for the stadium appears very bleak as a brick facade with no interaction between inside and outside.

Technical Details

A look through technical decisions and their influence on the building design

The integration of technical detailing has played a crucial role in the development of the building, influencing everything from the floor plans to the overall layout. These advanced details not only contribute to the building's structural integrity but also incorporate sustainable technology, facilitating the generation of electricity, which powers the exterior lighting and allows for the storage of energy for future use directly on the facade. With the size of the development occurring on the site and the power usage of the building expectant to be high. The use of other regular alternative power sources is required. This will further allow the building to exist with the ability to stay open and active during hours with no electricity and lessen the electricity bill by allowing the building to be self-sustaining.

The technical details are integral to the building's design, forming a sophisticated framework for the glass elements and the surrounding pathways. This approach ensures that both aesthetic and functional aspects of the building are optimized, enhancing its energy efficiency and visual appeal. Sustainability is a decently important principle in the building's design, demonstrated by the use of harvested rainwater for various purposes. This water is efficiently re-purposed to supply the bathrooms, contributing to significant water conservation. The incorporation of water tanks further supports this initiative by providing a reliable storage solution, ensuring a steady and sustainable supply of water.

In addition to water management, the design also emphasizes the importance of green spaces. Harvested rainwater is utilized to irrigate these green areas, promoting lush and healthy vegetation. This approach not only enhances the aesthetic appeal of the property but also supports biodiversity and contributes to a more environmentally friendly landscape. By integrating these sustainable practices, the building minimizes its environmental impact and fosters a greener, more resilient urban environment.

Technical Details

A look through technical decisions and their influence on the building design

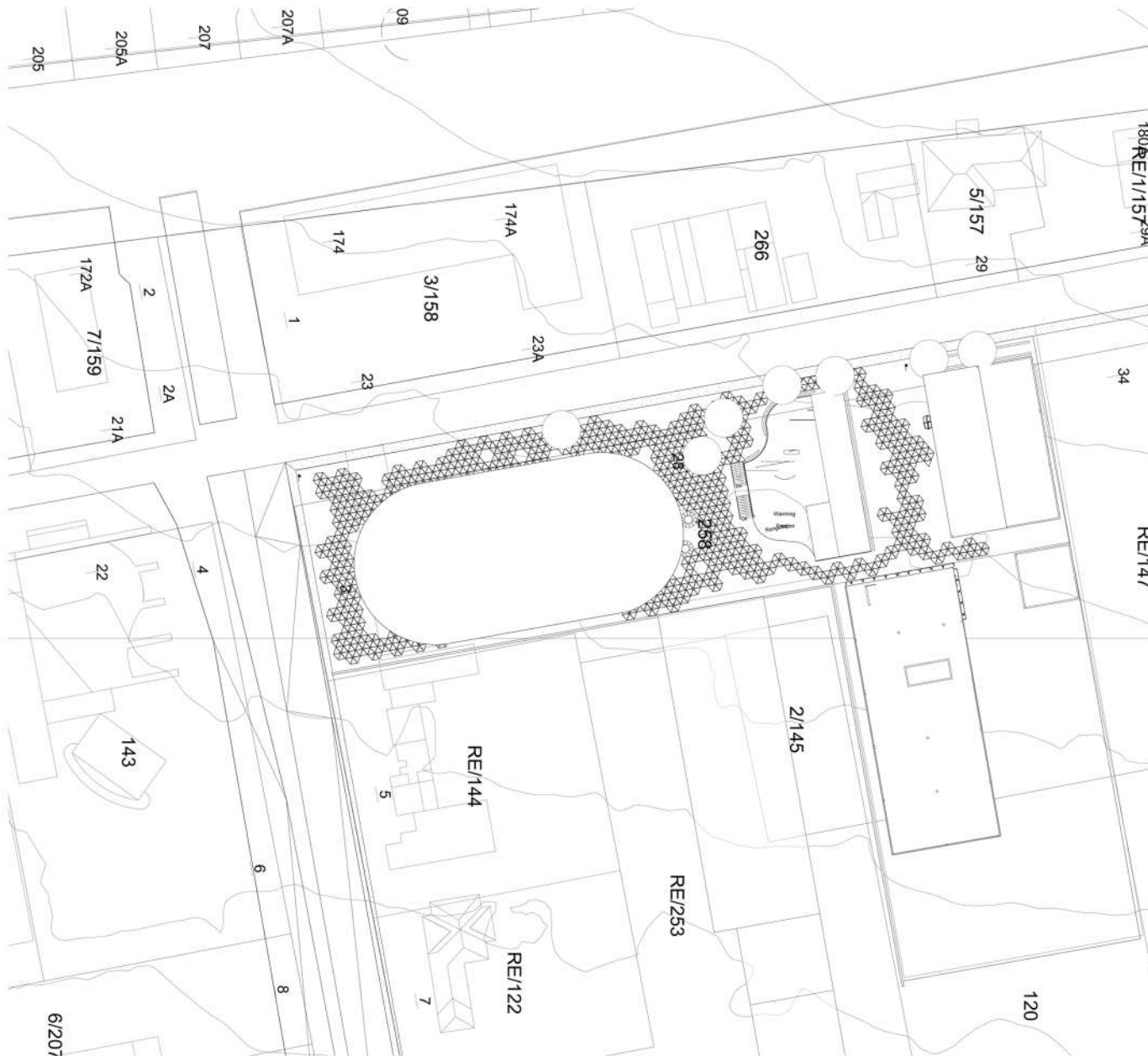


Fig 12.58 - credit to author - 2024.

Installing solar photovoltaic (PV) panels on the roof or other optimal locations, connected to inverters for electricity control and batteries for storage, will enable the generation of renewable energy from sunlight. This system can significantly offset the building's electricity consumption, which is particularly crucial given the high energy demands of technology-intensive facilities like the Esports Institute and its stadium. The use of solar panels is expected to reduce overall energy costs and environmental impact by harnessing clean energy.

For the stadium, this renewable energy solution will be especially beneficial. The integration of solar panels will complement the use of electrochromic glass, which adjusts to light conditions, and will support the high energy needs of stage lighting and sound systems. By incorporating solar energy, both the Institute and the stadium can achieve greater sustainability, reduce operational costs, and enhance their environmental effects.

Installation of smart lighting controls, such as occupancy sensors from Electromechanica, daylight harvesting sensors, and programmable lighting schedules from regentlight, to optimize lighting usage and reduce energy waste. These systems are to be programmed to be off in rooms with no occupancy and dimmer or brighter during certain parts of the day and manually controlled in unscheduled parts of the day or if necessary.

Technical Details

A look through technical decisions and their influence on the building design

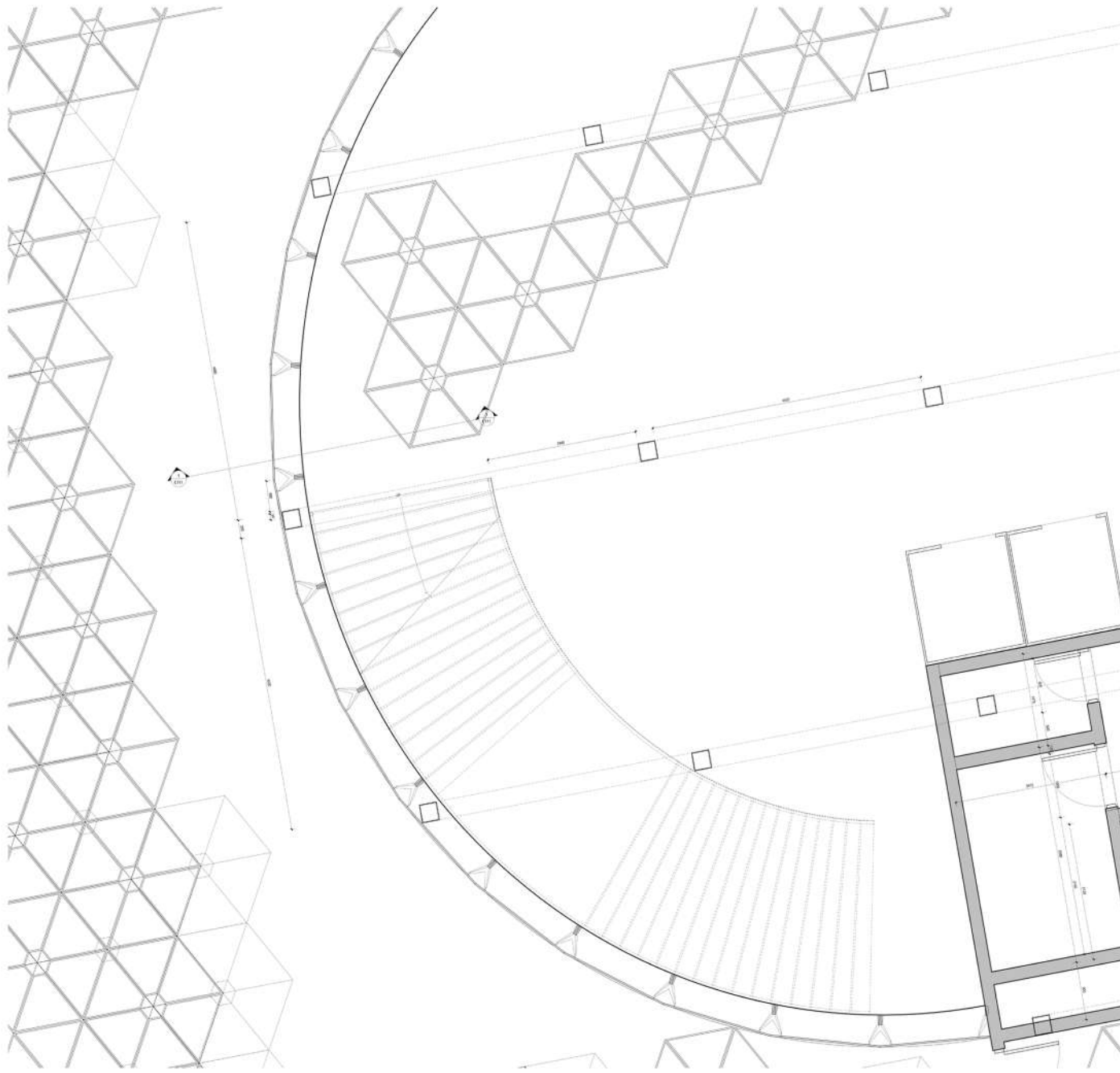


Fig 12.59 - credit to author - 2024.

Energy-generating paving is to be used and, in this case, it would be Pavegen. Pavegen is to be integrated into the building from exterior to interior finish with other materials. Pavegen is a groundbreaking technology company that focuses on converting kinetic energy from foot traffic into electrical power. Their innovative system features tiles equipped with piezoelectric generators and mechanical components designed to capture and transform the energy produced by footsteps. As pedestrians walk over these tiles, their weight compresses the tiles, activating the energy-harvesting mechanisms.

This action generates and stores electrical energy, which can be used to power applications such as street lighting, digital displays, and other small electronic devices. The technology is especially advantageous in high-traffic environments like airports, shopping centers, and public squares, where traditional power sources might be limited or impractical.

The primary advantage of Pavegen's technology lies in its ability to transform everyday movements into a renewable energy source, promoting sustainability in urban environments. By integrating this system into public spaces, Pavegen not only contributes to reducing reliance on traditional energy sources but also raises awareness about energy conservation and renewable energy. This innovative approach not only enhances the functionality of public areas but also engages the community, offering a tangible connection between individual actions and environmental impact.

Technical Details

A look through technical decisions and their influence on the building design

The other opportunity with the building to create and store electricity as well as allow it to be responsive to the landscape around as a feature point is the use of electrochromic glass. Electrochromic glass, also known as smart glass or switchable glass, is a type of glass that can change its tint or opacity in response to an electrical current that will flow through it. This technology is based on the principle of electrochromism, where the glass contains a layer of electrochromic material that reacts to an applied voltage, altering its colour or transparency.

When an electrical charge is applied, the electrochromic material within the glass undergoes a chemical reaction that causes it to change colour, usually from clear to tinted. This process can be controlled precisely, allowing the glass to shift between various states of transparency or opacity. This ability to adjust light transmission makes electrochromic glass highly valuable for a range of applications, including energy-efficient windows, privacy screens, and glare reduction in buildings and vehicles. By regulating the amount of light and heat entering a space, electrochromic glass helps improve energy efficiency, enhance comfort, and provide aesthetic flexibility.

This allows the building to be open and transparent to the public to attract spectacle and make people interested in the event but as soon as the event begins the flow of electricity will blacken out the stadium which then allows the people inside be immersed in their viewing experience while creating a mysterious experience for the onlookers.

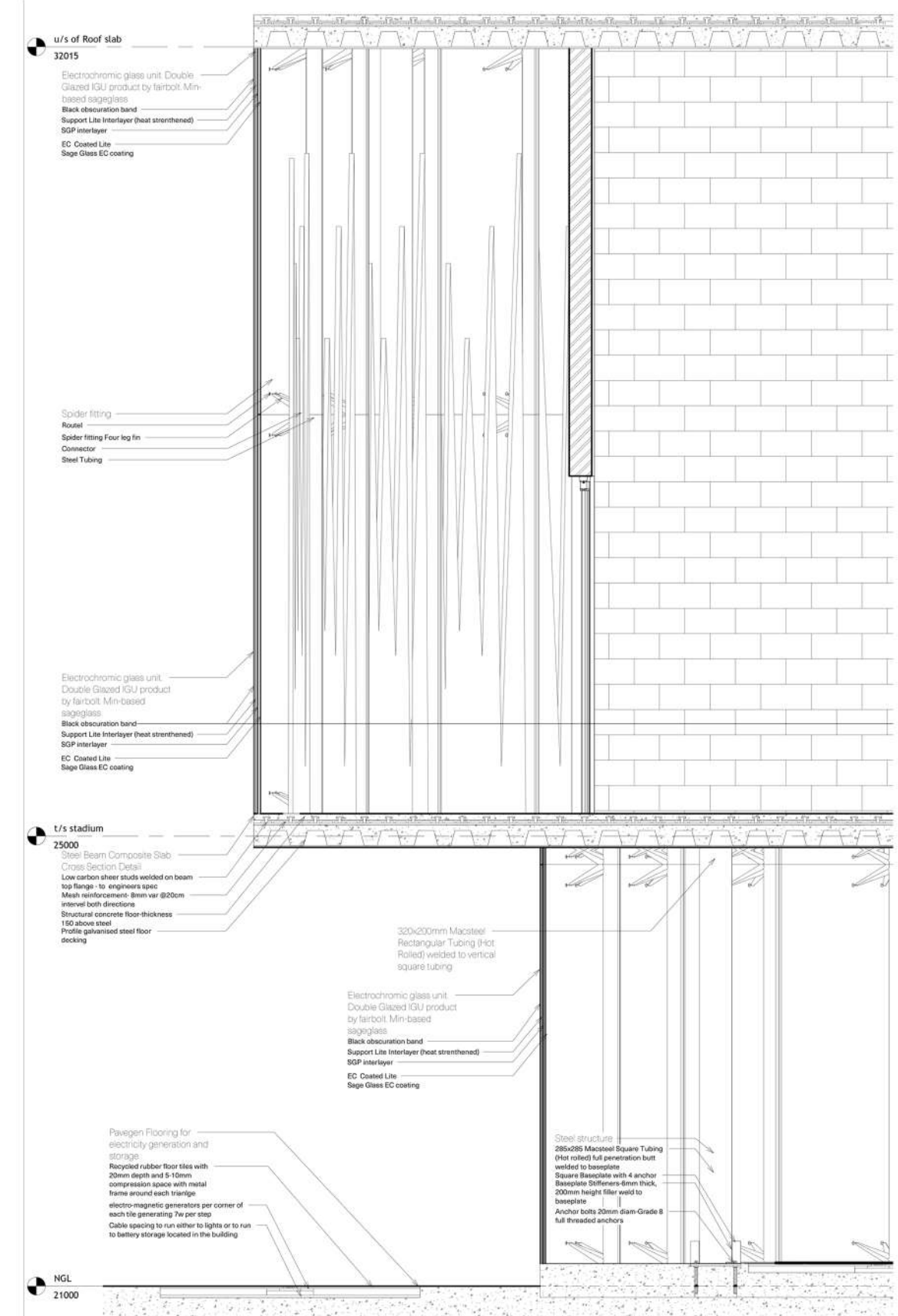


Fig 12.55 - credit to author - 2024.

Conclusion

With current data sets showing the progress and growth of the Esport industry both in person and online, it is conducive that an Esports institute could be feasible for establishment in Rosebank. The lack of Esport infrastructure that has not been tapped into here in South Africa is prominent and a suitable opportunity for organizations to partner with the institute to find future talent to play for them. This would allow them to build a player base in the region of EMEA in which they can participate in and try to earn money and grow an audience.

Integrating practical training, team dynamics, communication skills, and health considerations into Esports education reflects a comprehensive approach to developing well-rounded professionals. Programs like those at Gen.G Academy and the College of Esports emphasize not only game-specific skills but also strategic thinking, teamwork, and personal well-being. This holistic approach ensures that students are well-prepared to excel in competitive environments while maintaining their mental and physical health, ultimately contributing to their long-term success in the industry.

The inclusion of thoughts on the viewers and how an in person venue located in a centralised location of Johannesburg with transport and amenities availability could prove beneficial with the social interaction of these people into the transforming space of Rosebank. With more people walking through Rosebank and finding social avenues for themselves, the stadium and facility will provide a space for entertainment and social interaction related to a different audience.

Architectural and design approaches for Esports venues underscore the significance of cultural and contextual relevance. For example, the Busan Esports Arena's incorporation of traditional Korean aesthetics demonstrates how venues can blend modern functionality with cultural heritage. Additionally, considering energy efficiency and the local environmental impact in stadium design is crucial for integrating new structures harmoniously with their communities. This focus on cultural and contextual elements helps create spaces that are both functional and meaningful, resonating with local populations.

The proposed educational model and venue integration in South Africa present a significant opportunity for regional growth and global impact. By piloting this model locally and potentially expanding it to other African countries, there is potential to advance the Esports industry within the EMEA region. Successful implementation could set a precedent for adapting and scaling Esports education and venue design to foster industry development and competitive success across various regions. This regional focus not only enhances local talent and infrastructure but also contributes to the global expansion of Esports.

The proposed building, with its mix of employment, training, and entertainment, aims to attract a new audience without detracting from the existing attractions in the area. The Esports facility is designed to complement the Keyes Art Mile, enhancing the overall visitor experience while fitting into the development plans for Rosebank. The architectural design takes into account how both locals and visitors will engage with the facility, ensuring it connects with the community and appeals to a diverse audience. Understanding Johannesburg's social dynamics is crucial for its success.

Finally, the Esports model is tailored to suit South Africa's unique needs, addressing challenges in skills and infrastructure. By evaluating its feasibility, the project aims to contribute meaningfully to economic growth and urban renewal while supporting local development.

Building Programme

Potential rooms and amount of buildings required

Building 1 - Esports stadium

Stadium
Lobby
Shop
Stage
Referees Stage space
Stadium seating
Restaurant/snack area
Lighting and sound room
Analysis Room
Team room
Server room
Bathrooms
HVAC

Building 2 - Esports institution

Esports institution
Reception
Waiting area
Bathrooms
Computer Labs
Classrooms
Scrim Rooms
Computer Lab
Streaming rooms
Media strategy rooms
Server room
Bathrooms
HVAC

Building 3 - Gaming Lounge

Reception
Kids Gaming Lounge
Adults Gaming lounge
Casual lounge gaming
Bathroom
Server Room
HVAC

Building 4 - Bar and Restaurant

Bar
Kitchen
Coffee counter
Roof top garden
Indoor/outdoor seating
Bathroom
HVAC

Feasibility Study

Underground Parking for entire site			
100 car parking lot	R5300 per meter squared	R5300x280 sqm	=R1 484 000,00
Total			=R1 484 000,00

Services-Underground Parking for entire site			
A/C unit central plant	R570 for ventilation	R570 x 280 sqm	=R159 000
Electricity	R1650 sophisticated installation	R1650 x 280 sqm	=R462 000
Fire protection	R460 per square meter	R460 x 280 sqm	=R128 800
Total			=R749 800

Stadium			
Stadium seating	R39000 per seat	R39000x624 seats	= R24 336 000,00
Reception/Office	R12000 per sqm	R12000x30 sqm	=R360 000,00
Offices	R12000 per sqm	R12000x124	=R1 488 000,00
Total			=R26 184 000,00

Services-Stadium			
A/C unit central plant	R3100 per square meter	R3100x1651 sqm.	=R5 118 100,00
Electrical installation	R1650 per sqm (sophisticated installation)	R1650x1651 sqm.	=R2 724 150,00
Electronic installation	R880 per sqm (sophisticated installation)	R880x1651 sqm.	R1 452 880
Fire protection	R460 per square meter	R460x1651 sqm.	=R759 460,00
Total			=R8 601 710,00

Feasibility Study

Institute			
offices/reception	R12000 per sqm	R12000x250	=R3 000 000,00
Classes	25000 per sqm	R25000x850	=R21 250 000,00
Total			=R24 250 000,00

Services-Institute			
A/C unit central plant	R3100 per square meter	R3100 x 1100 sqm.	=R3 410 000,00
Electronic installation	R880 per sqm (sophisticated installation)	R880 x 1100 sqm.	=R968 000,00
Electrical Installation	R1650 per sqm (sophisticated installation)	R1650x1100 sqm.	=R1 815 000,00
Fire protection	R460 per square meter	460 x 1100 sqm	=R506 000,00
Total			=R6 699 000 ,00

Restaurant and bar			
Restaurant and bar	R20000 per sqm.	R20000x(688)	=R1 360 000,00
Total			=R 1 360 000,00

Services- Restaurant and bar			
A/C unit central plant	R3100 per square meter	R3100 x 688 sqm.	=R2 132 800,00
Electronic installation	R880 per sqm (sophisticated installation)	R880 x 688 sqm.	=R605 440,00
Electrical Installation	R1650 per sqm (sophisticated installation)	R1650x688 sqm.	=R1 135 200,00
Fire protection	R460 per square meter	460 x 688 sqm	=R316 480,00
Total			=R4 189 920,00

Feasibility Study

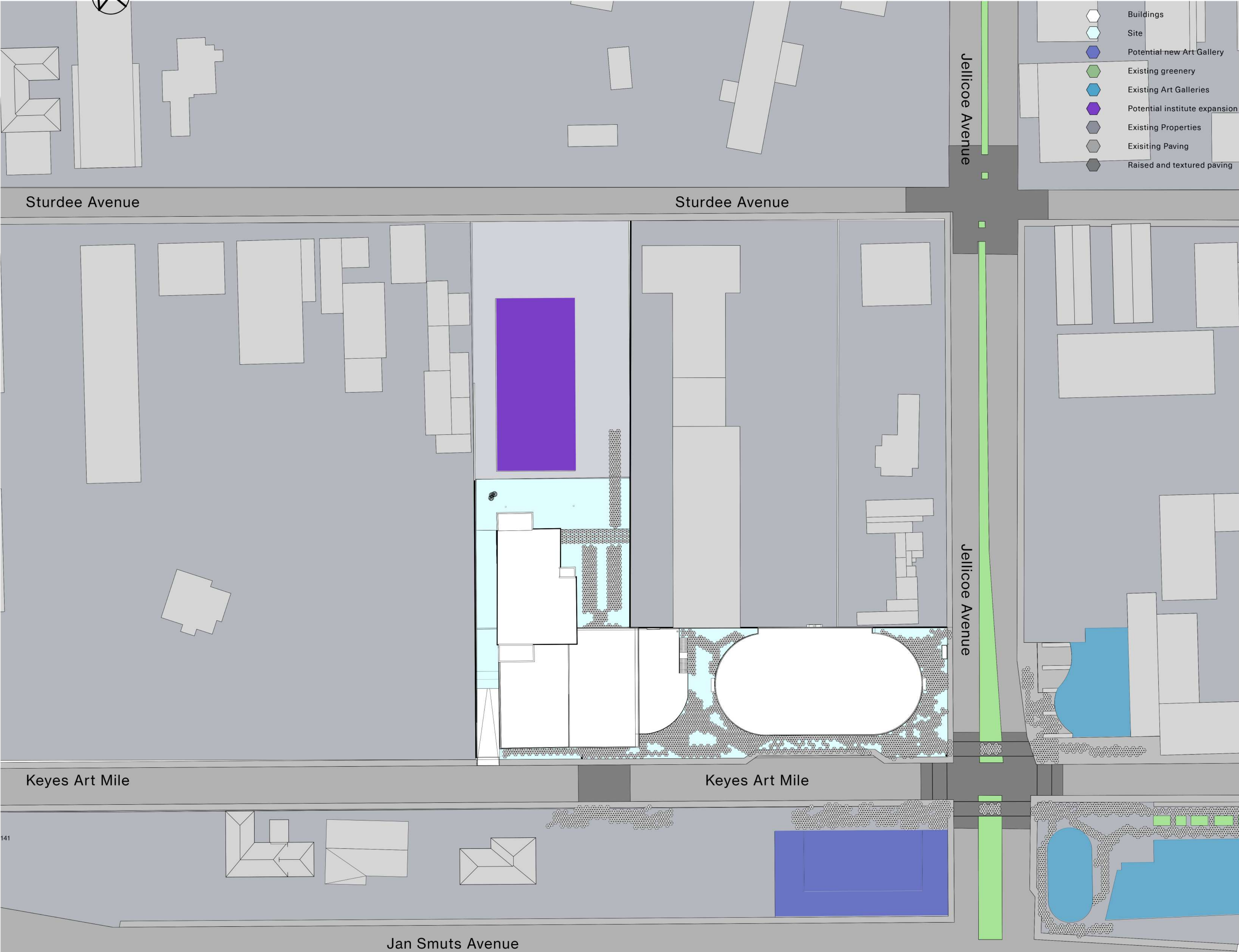
Public entertainment space			
Gaming Lounges	R40000 per sqm.	R40000x758 sqm	= R30 320 000,00
Total			= R30 320 000,00

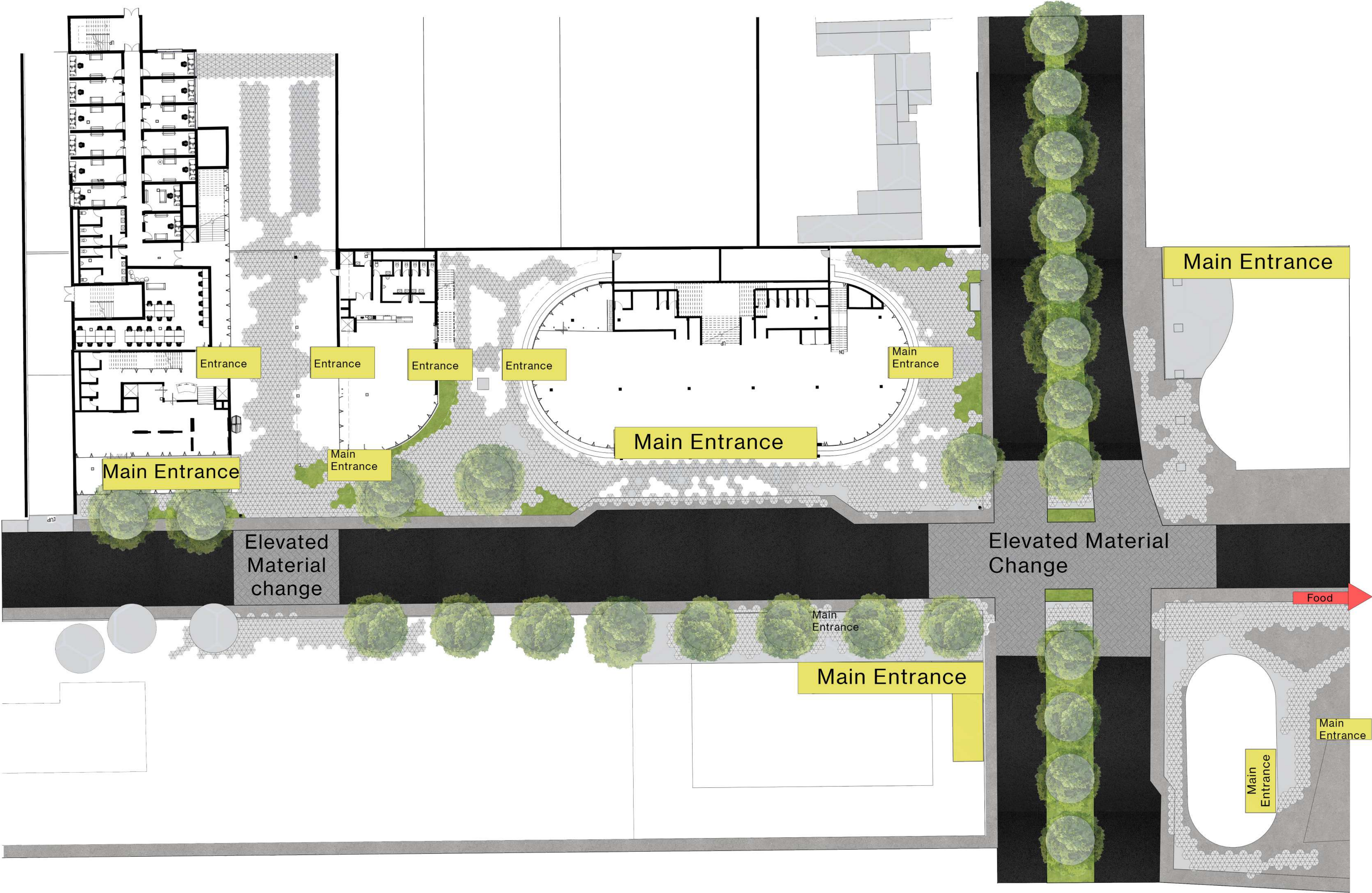
Services- Public entertainment space			
A/C unit central plant	R3100 per square meter	R3100 x 758 sqm.	=R2 349 800,00
Electronic installation	R880 per sqm (sophisticated installation)	R880 x 758 sqm.	=R667 040,00
Electrical Installation	R1650 per sqm (sophisticated installation)	R1650x758 sqm.	=R1 250 700,00
Fire protection	R460 per square meter	460 x 758 sqm.	=R348 680,00
Total			=R4 616 220,00

Building Total			
Programme	Costing	+Services	=total
Parking	R1 484 000,00	+ R749 800,00	=R2 233 800,00
Stadium	R26 184 000,00	+R8 601 710,00	=R34 785 710,00
Institute	R24 250 000,00	+R6 699 000 ,00	=R30 949 000,00
Bar/Restaurant	R 1 360 000,00	R4 189 920,00	=R5 549 920,00
Gaming Lounge	R30 320 000,00	R4 616 220,00	=34 936 220,00
Total			=R108 454 650,00

In terms of development the potential of creating this typology of building is potentially feasible. The potential feasibility would come down to the existence of large scale multi million Rand developments occurring in Rosebank with further potential to make Rosebank an upscale market area in which people are able to live, work and enjoy. This type of development would prompt other companies to continue developing in the area and creating a safe well built and maintained environment.

Exam Drawings







Basement

- 1 - Parking
- 2 - Battery and Inverter Room
- 3 - HVAC Plant Room
- 4 - Refuse Area
- 5 - Stadium Entrance
- 6 - Restaurant Entrance
- 7 - Esports lounge Entrance
- 8 - Institute Entrance

Esports Stadium

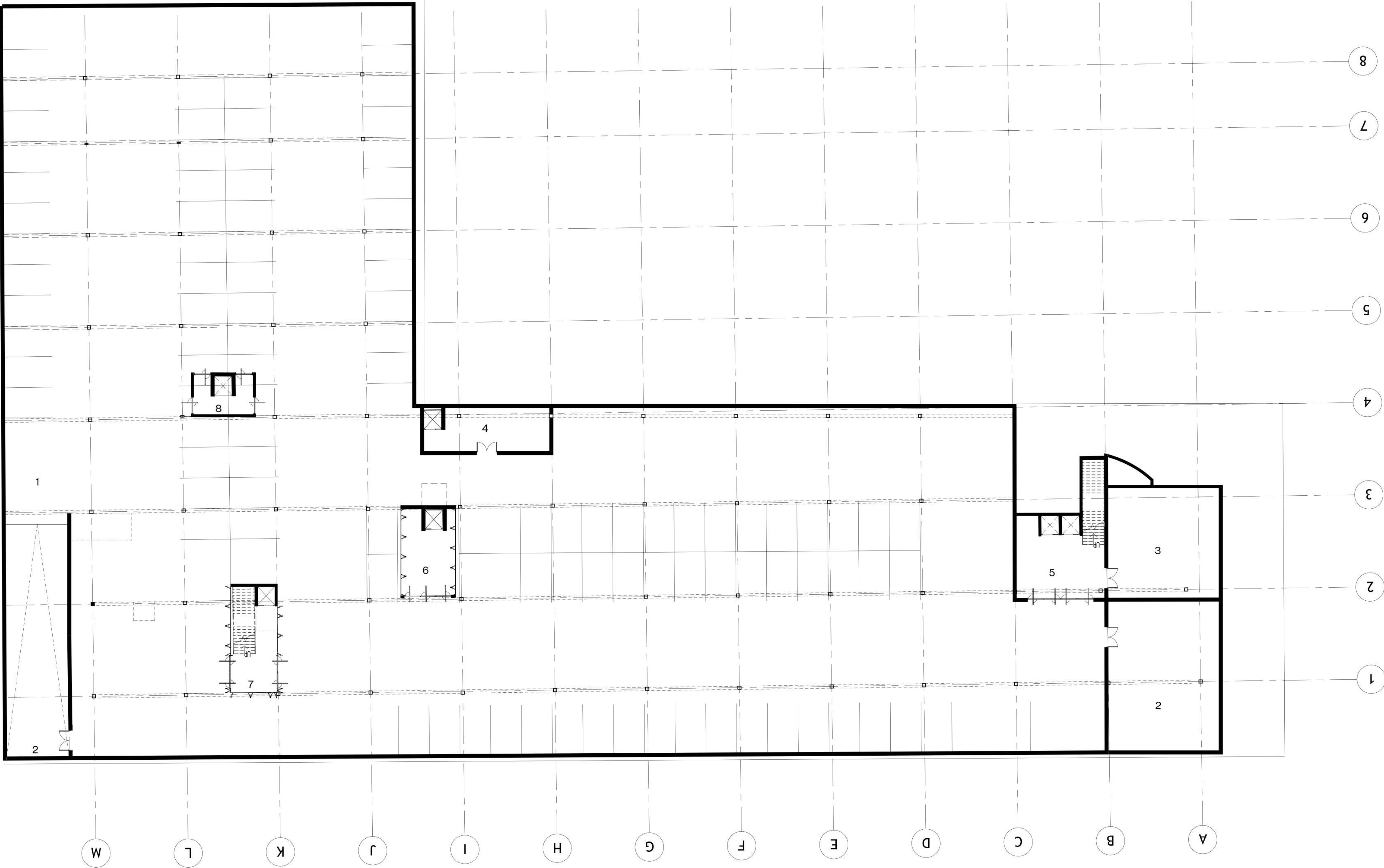
- 9 - Main Reception
- 10 - Workspaces
- 11 - Merchandise store
- 12 - Grand Staircase
- 13 - Players entrance
- 14 - Female Bathroom
- 15 - Male Bathroom
- 23 - Player Lounge
- 24 - Spill-out space
- 25 - Seating
- 26 - Stage
- 34 - Stage Lobby
- 35 - Engineers booth

Entertainment Space

- 14 - Female Bathroom
- 15 - Male Bathroom
- 16 - Restaurant
- 17 - Kitchen
- 27 - Roof top restaurant
- 28 - Kitchen

Esports Centre

- 14 - Female Bathroom
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- 18 - Reception
- 19 - Lounge
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- 22 - Garden
- 29 - Adults Esports Lounge
- 30 - First Person Shooter scrim room
- 31 - Classrooms
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- 33 - Scaled Strategy Board





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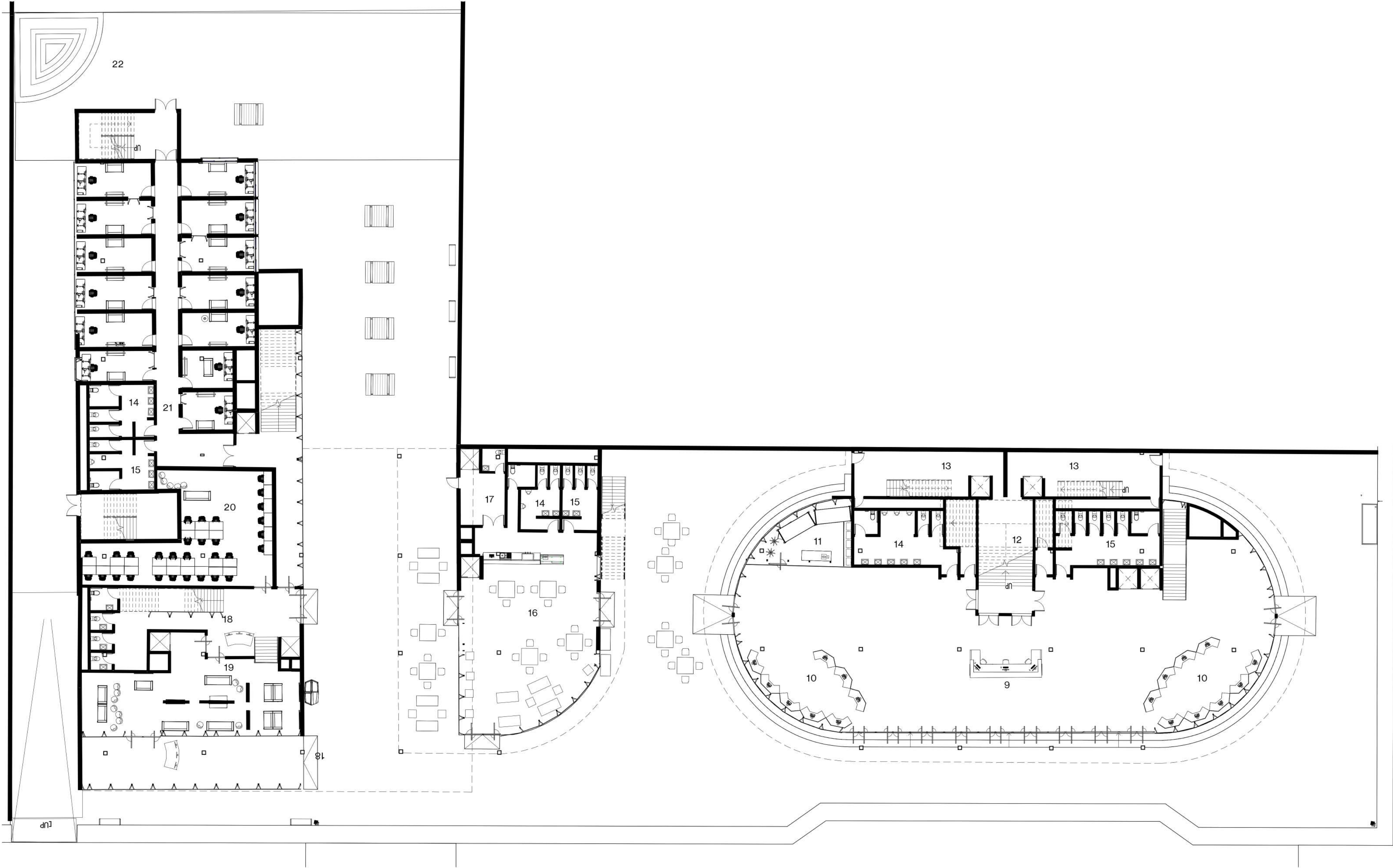
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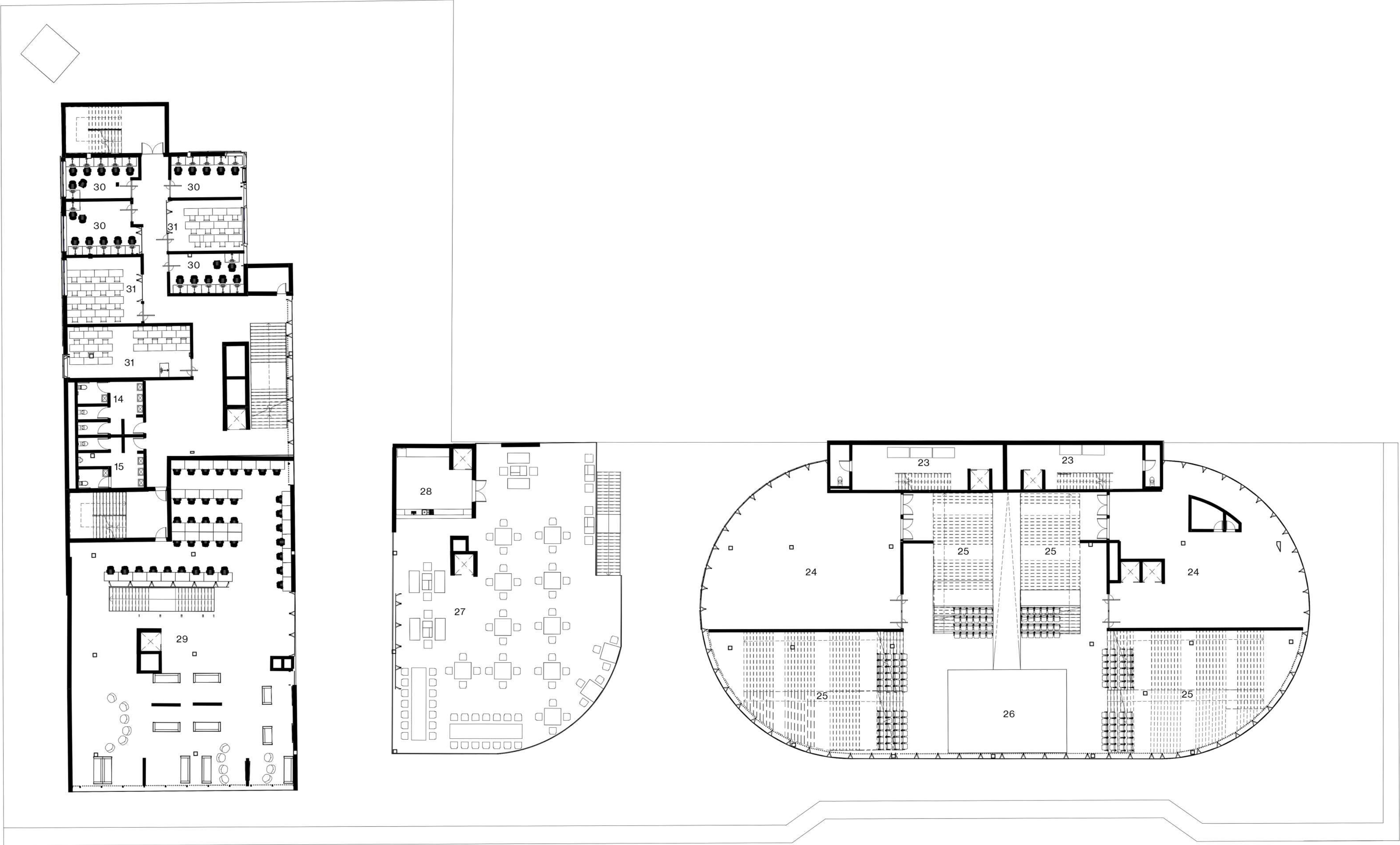
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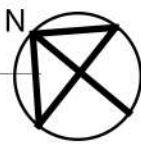
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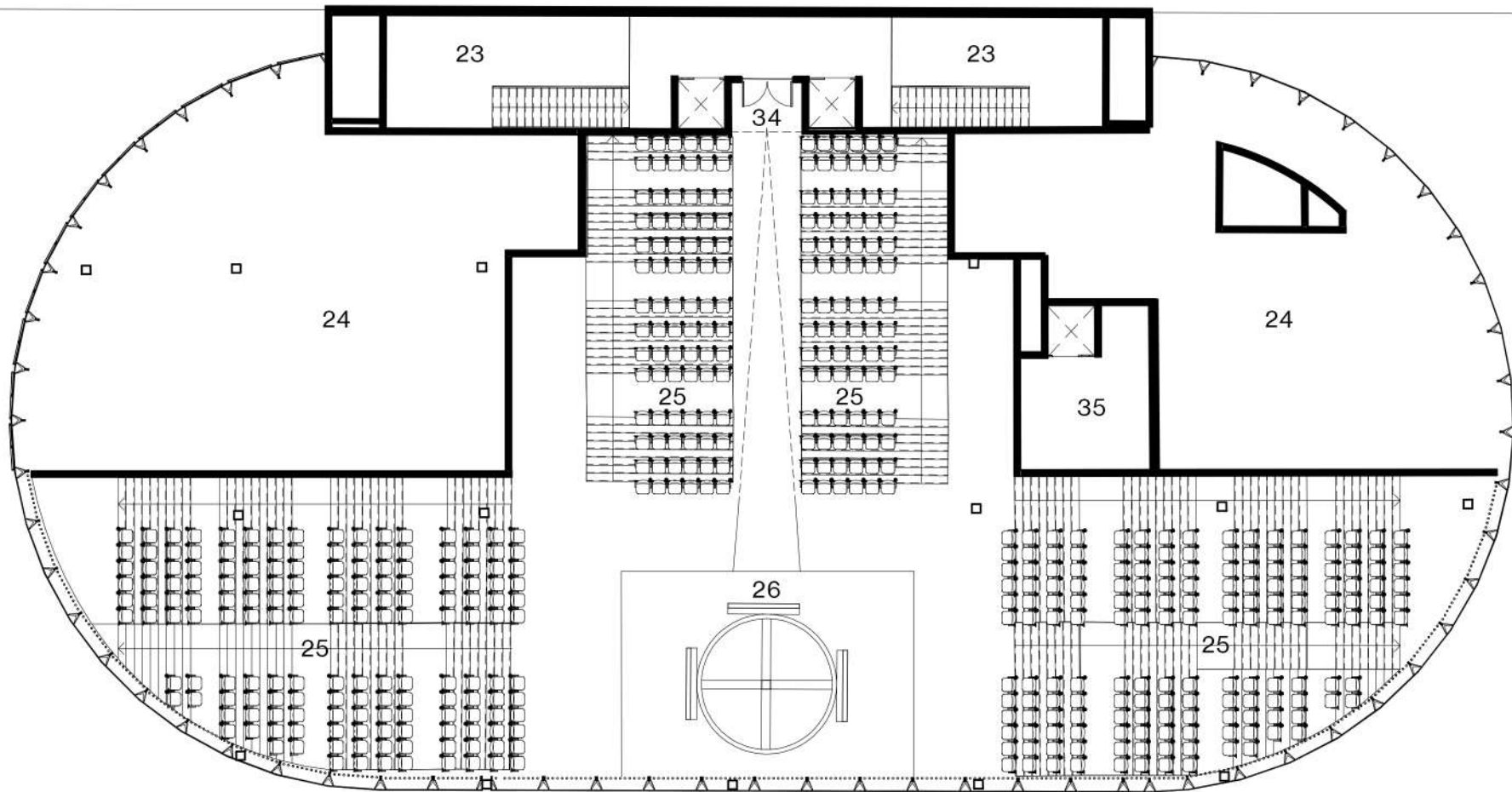
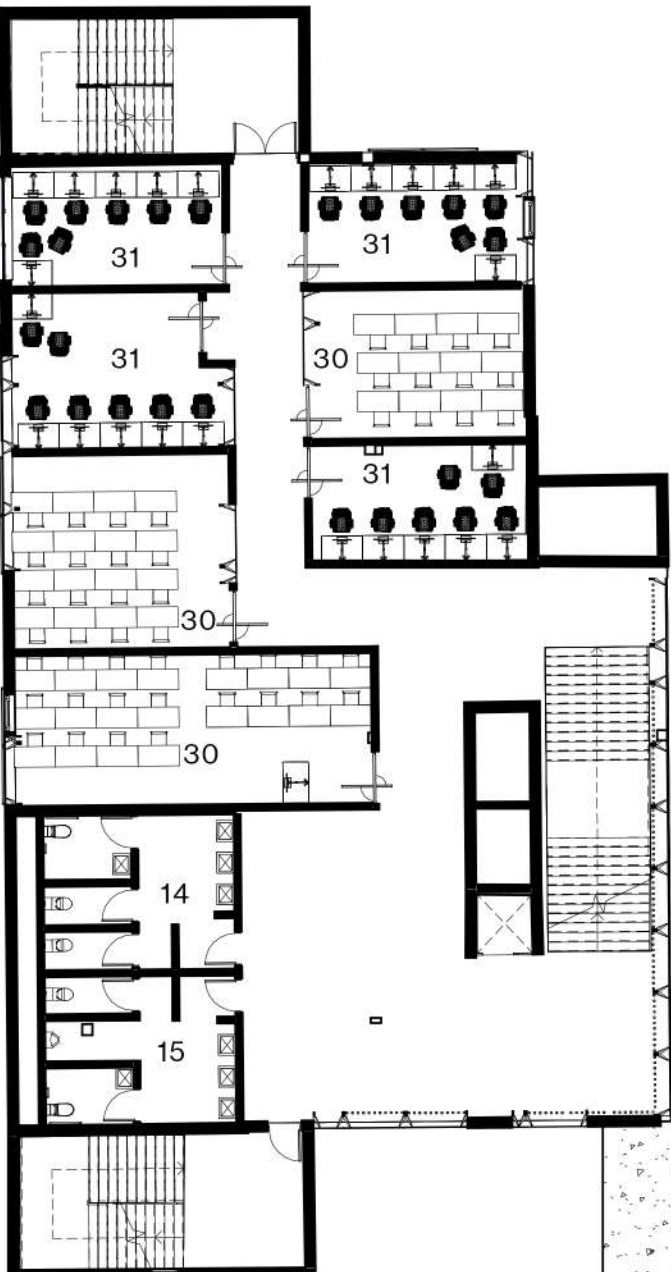
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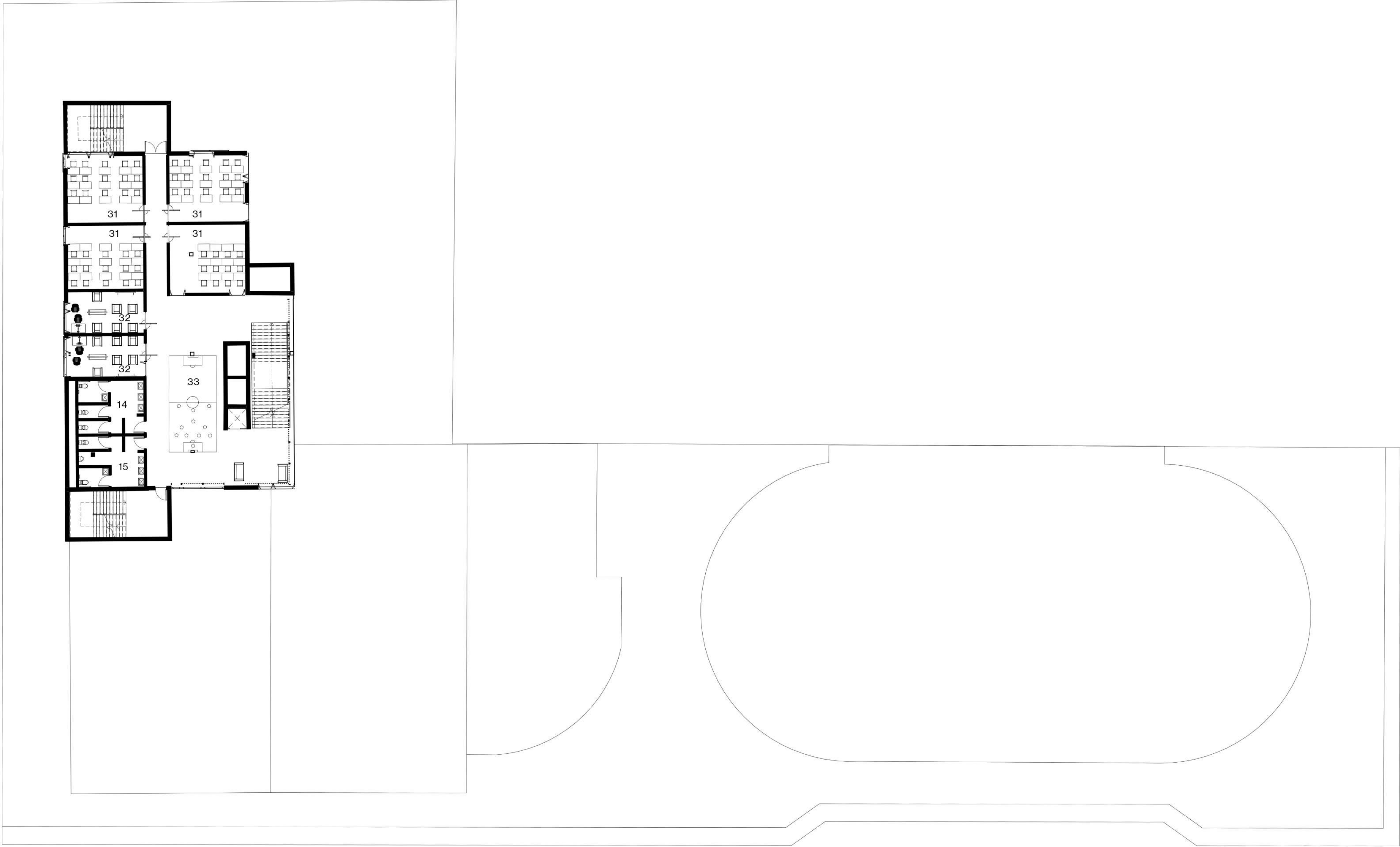
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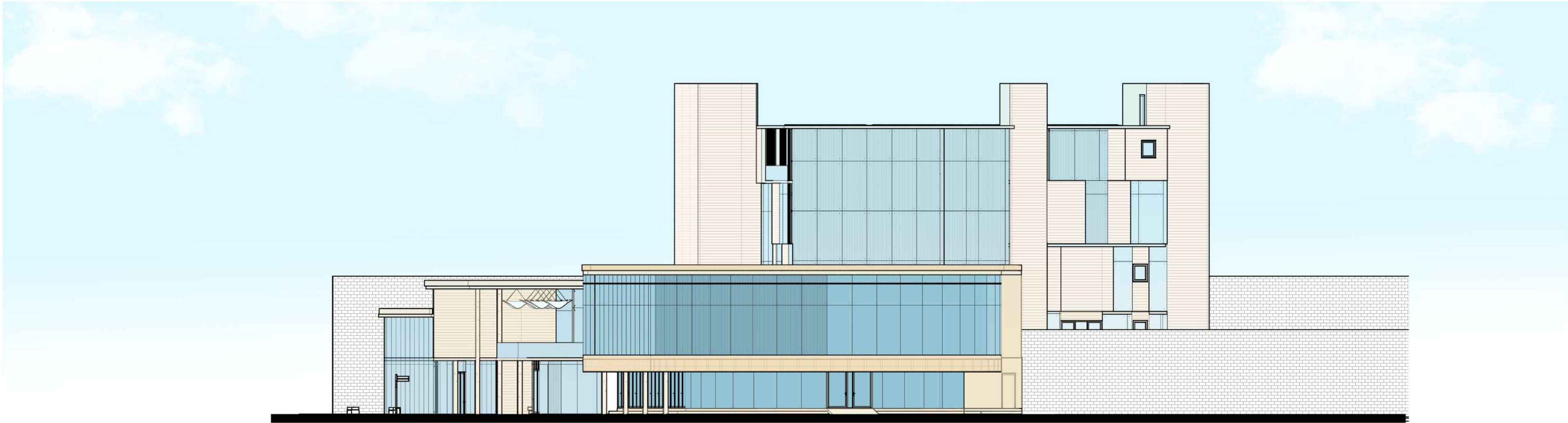
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Elevation
South Elevation - 1:200



Elevation
West Elevation - 1:200



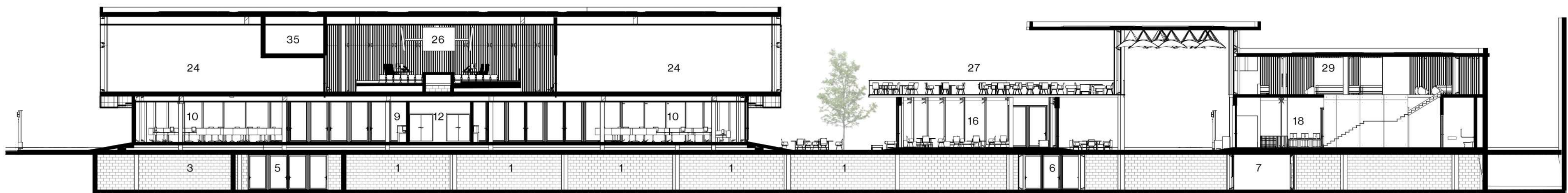
Elevations
North Elevation - 1:200



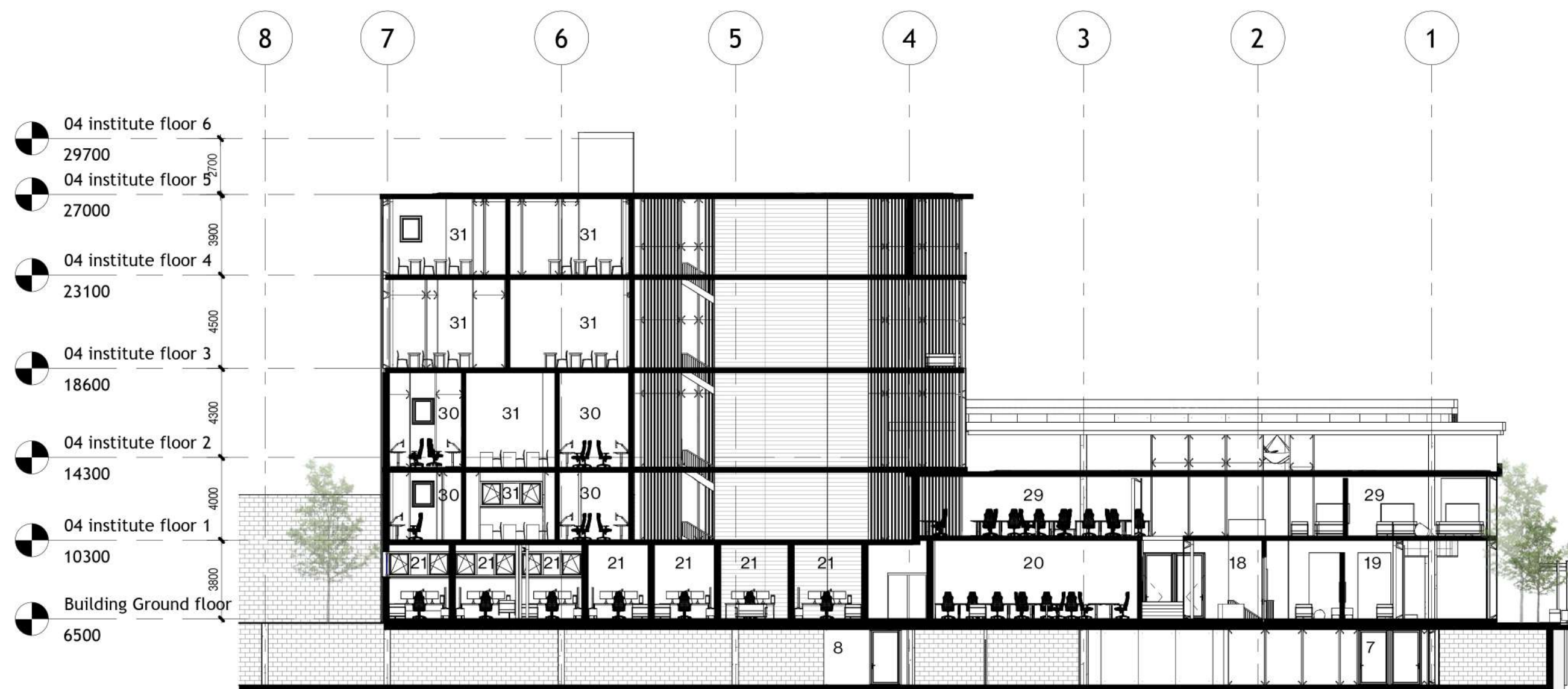
East Elevation - 1:200



Sections



Section through Esport institution and Esports centre - 1:200



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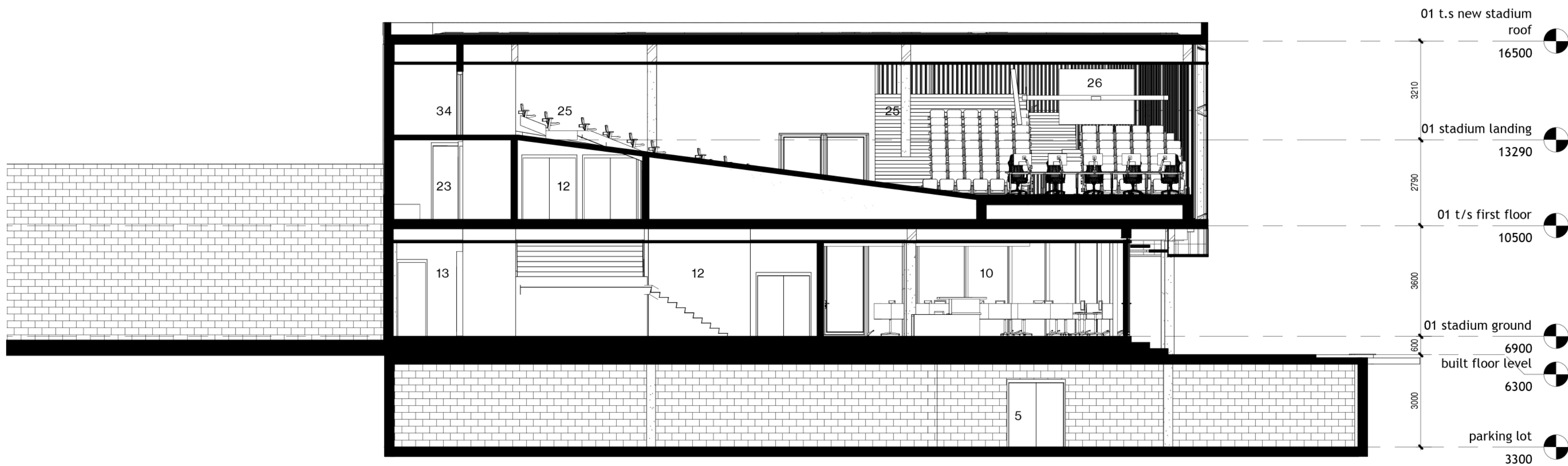
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Sections
Section through stadium - 1:200



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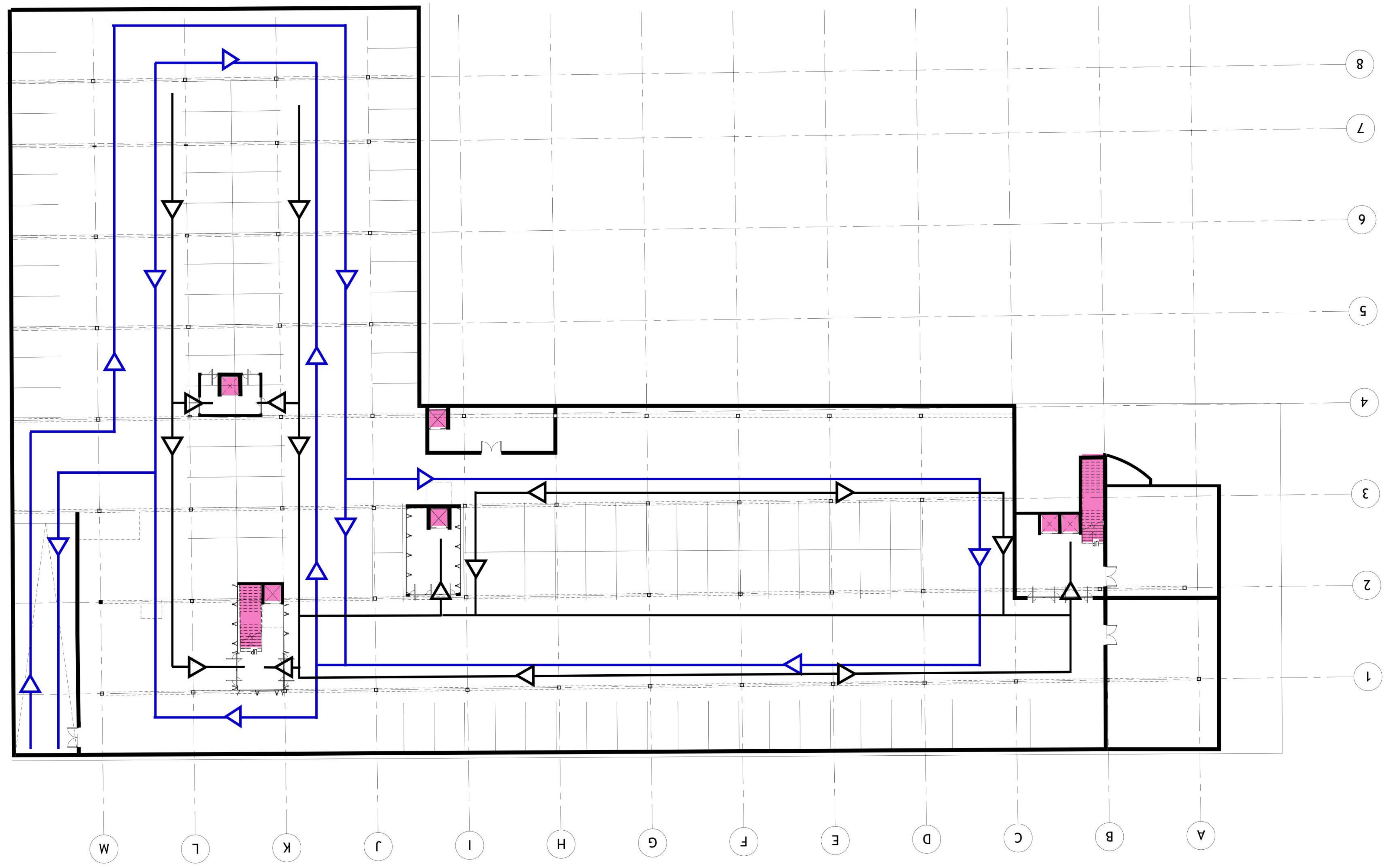
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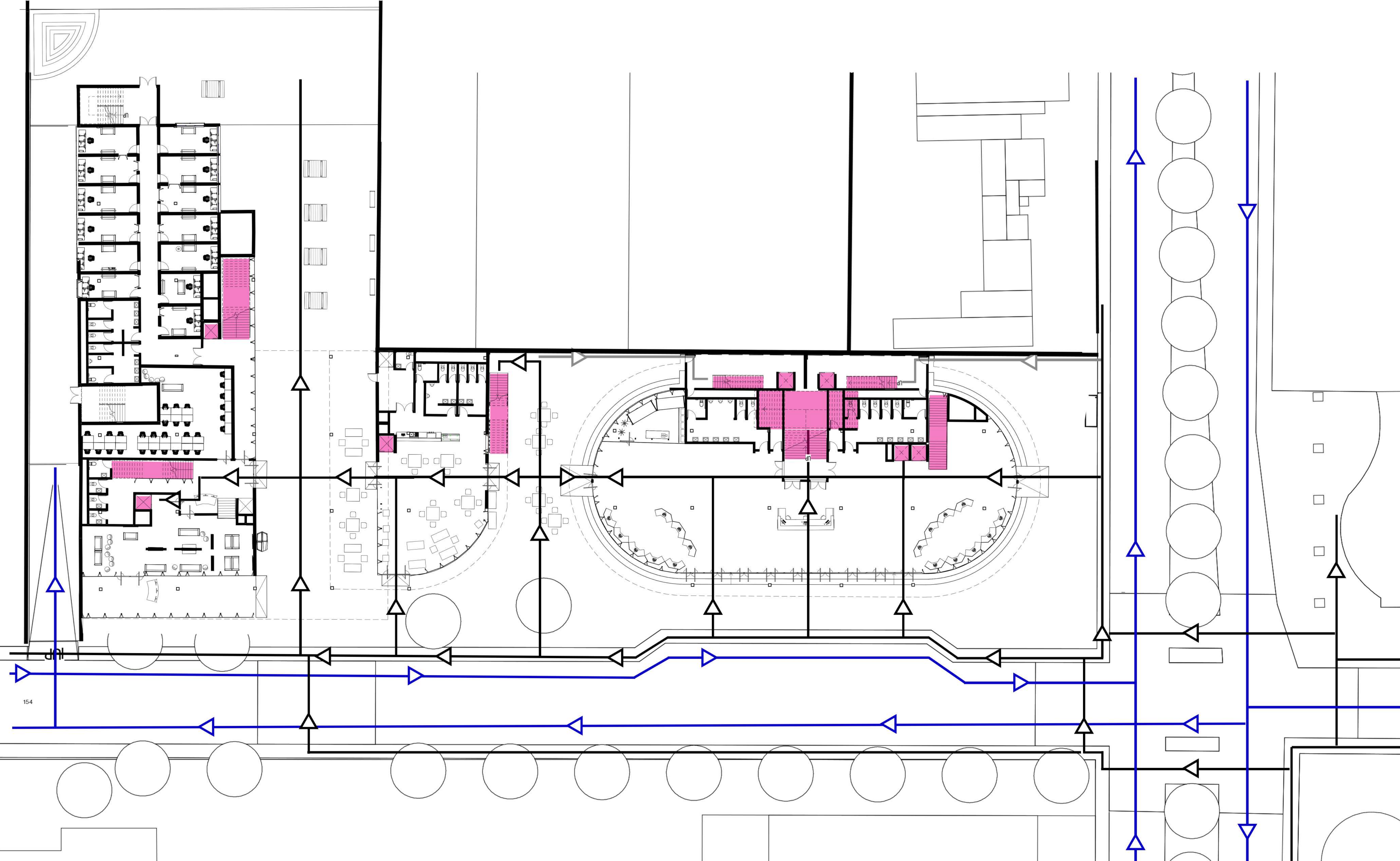
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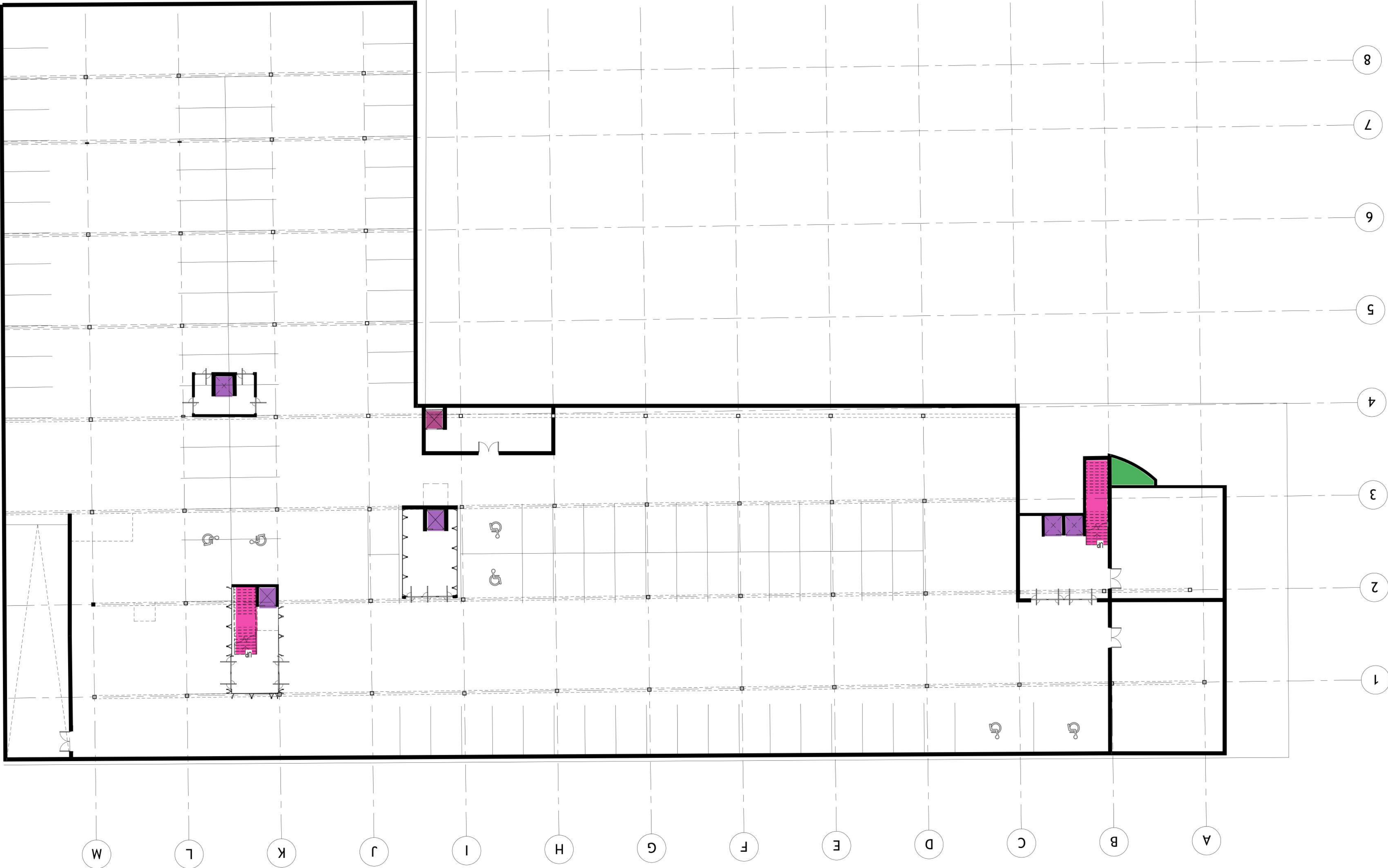
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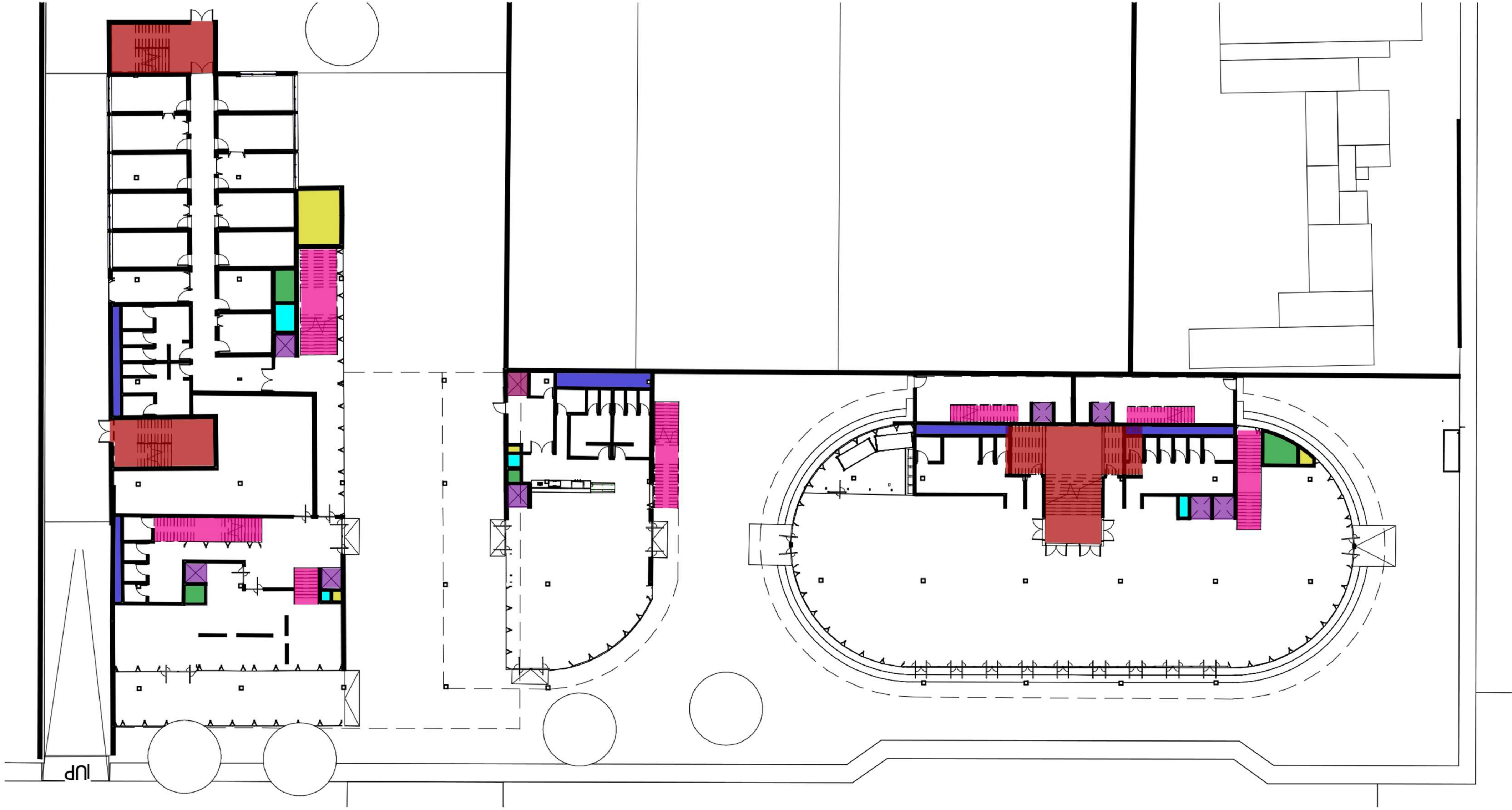




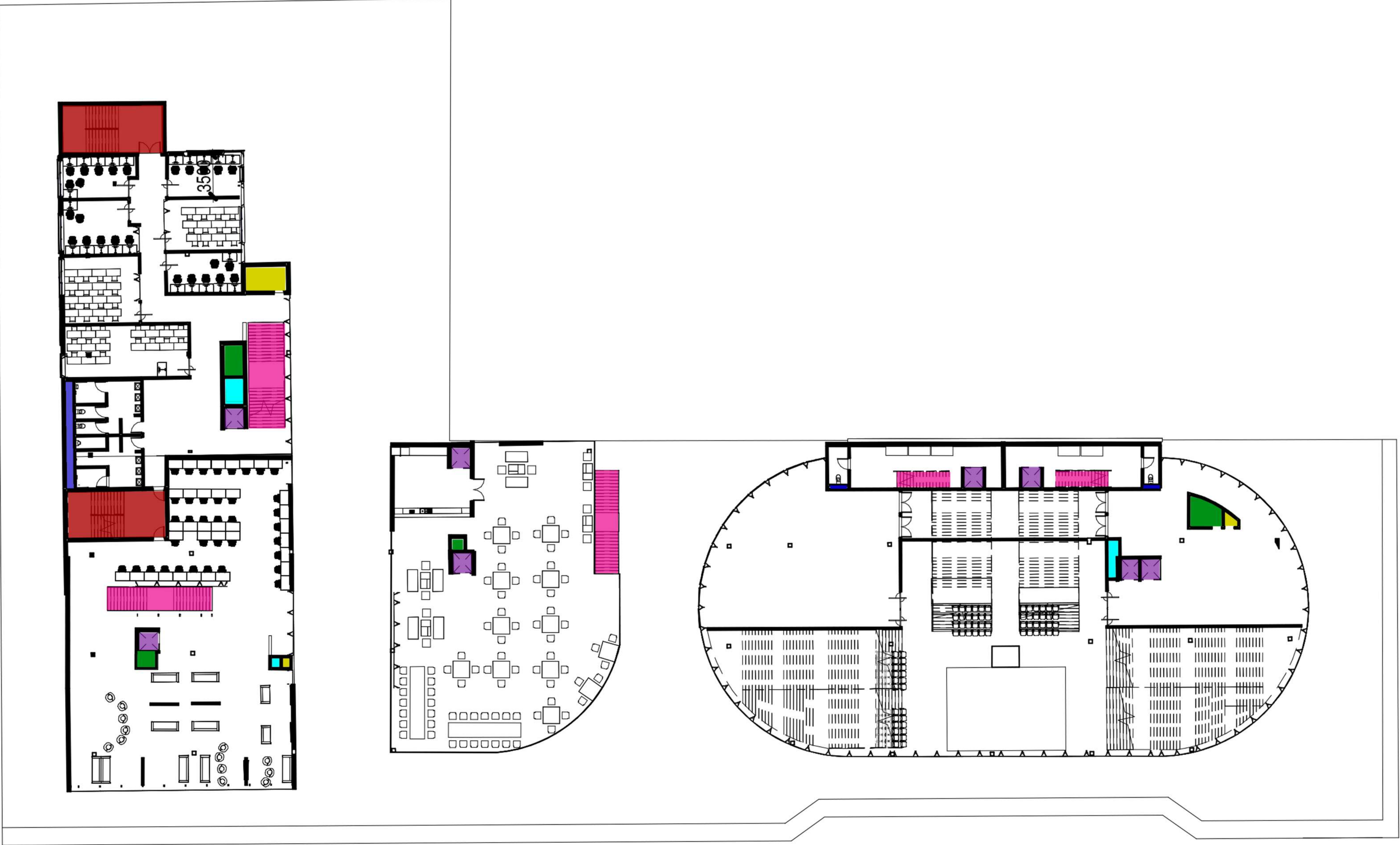
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|--|----------------------|--|--------------|
| | Service Lift | | Electrical |
| | Lifts | | Data |
| | Vertical circulation | | Wet services |
| | HVAC | | Fire escape |



- | | | | |
|---|----------------------|---|--------------|
| ■ | Service Lift | ■ | Electrical |
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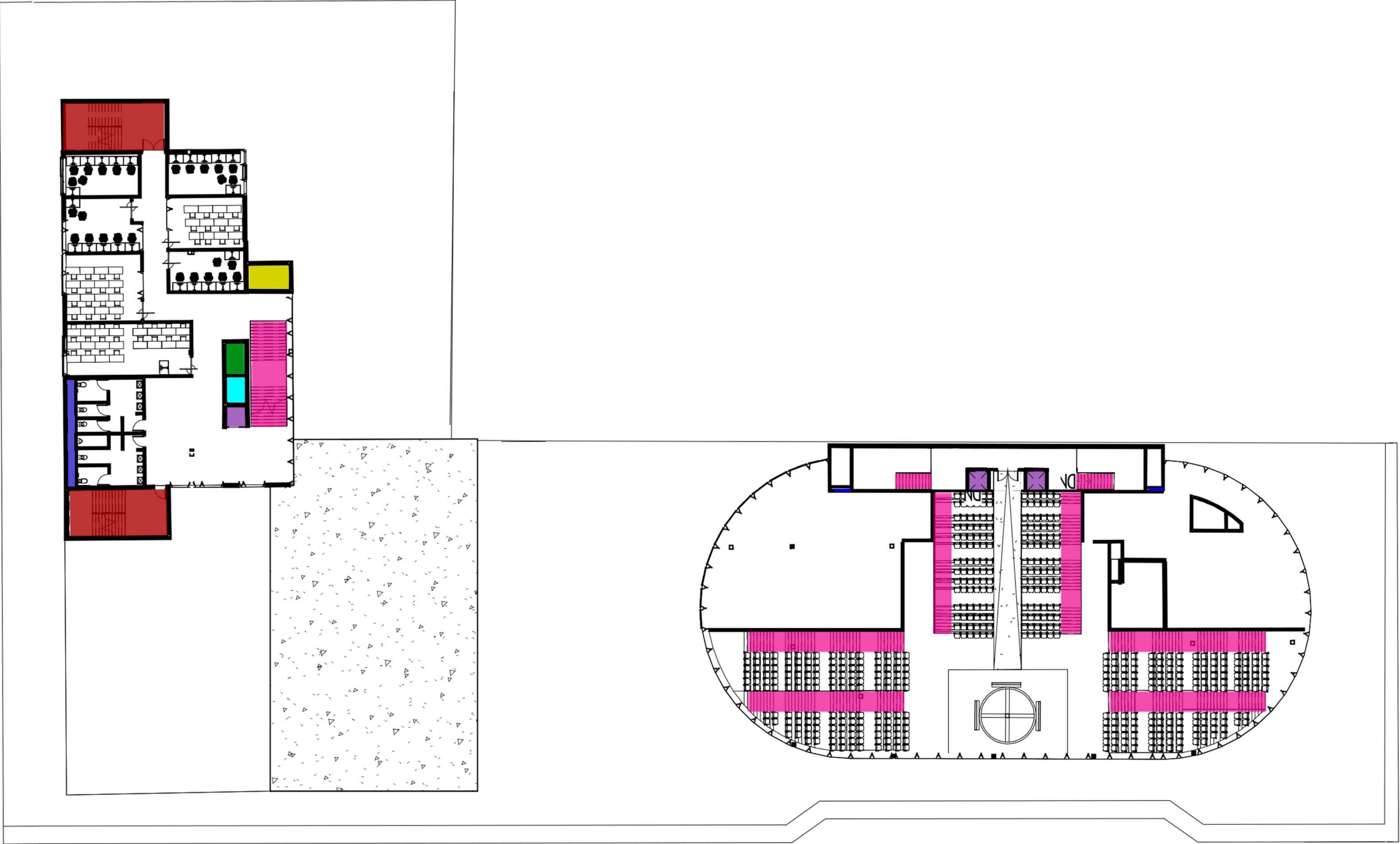


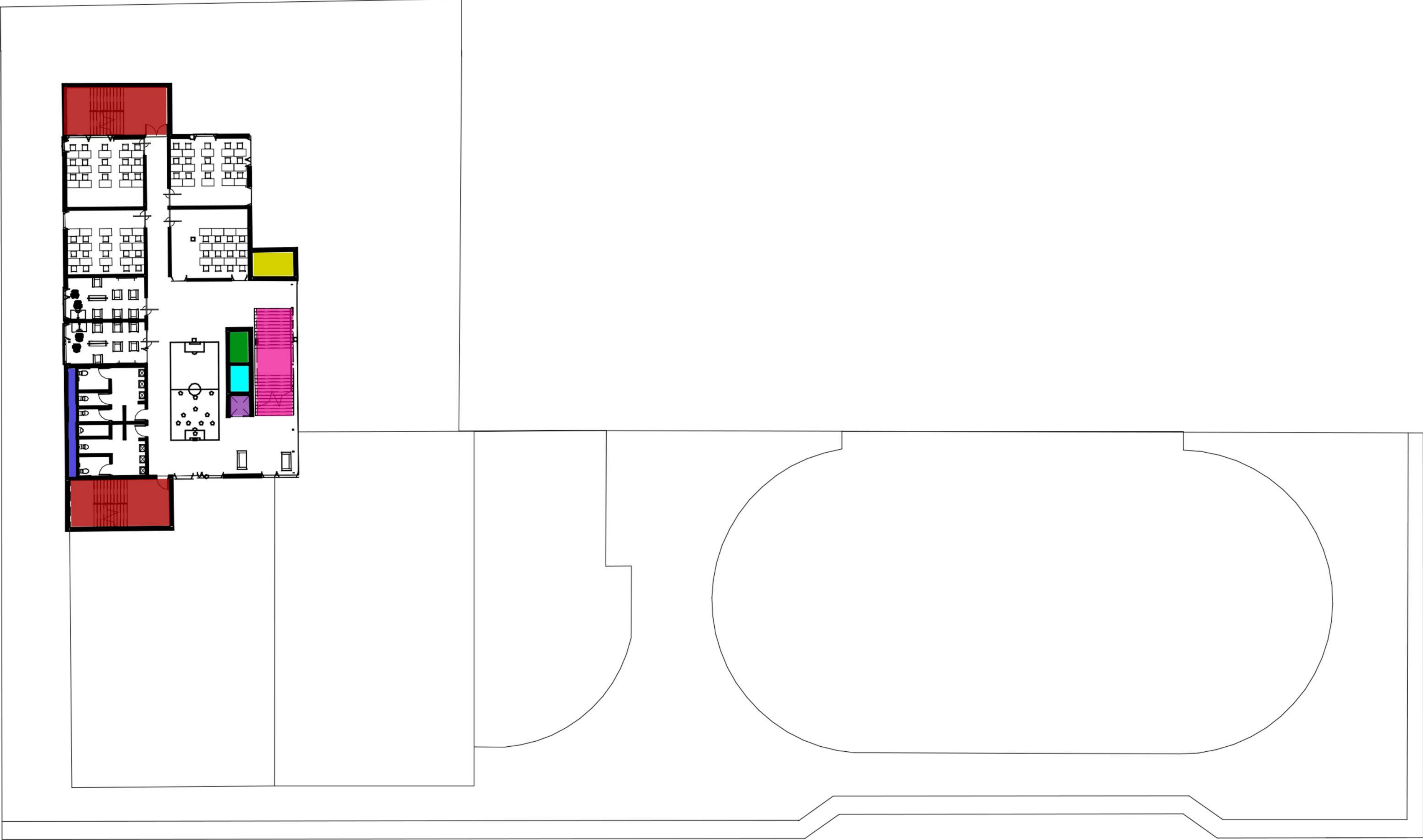
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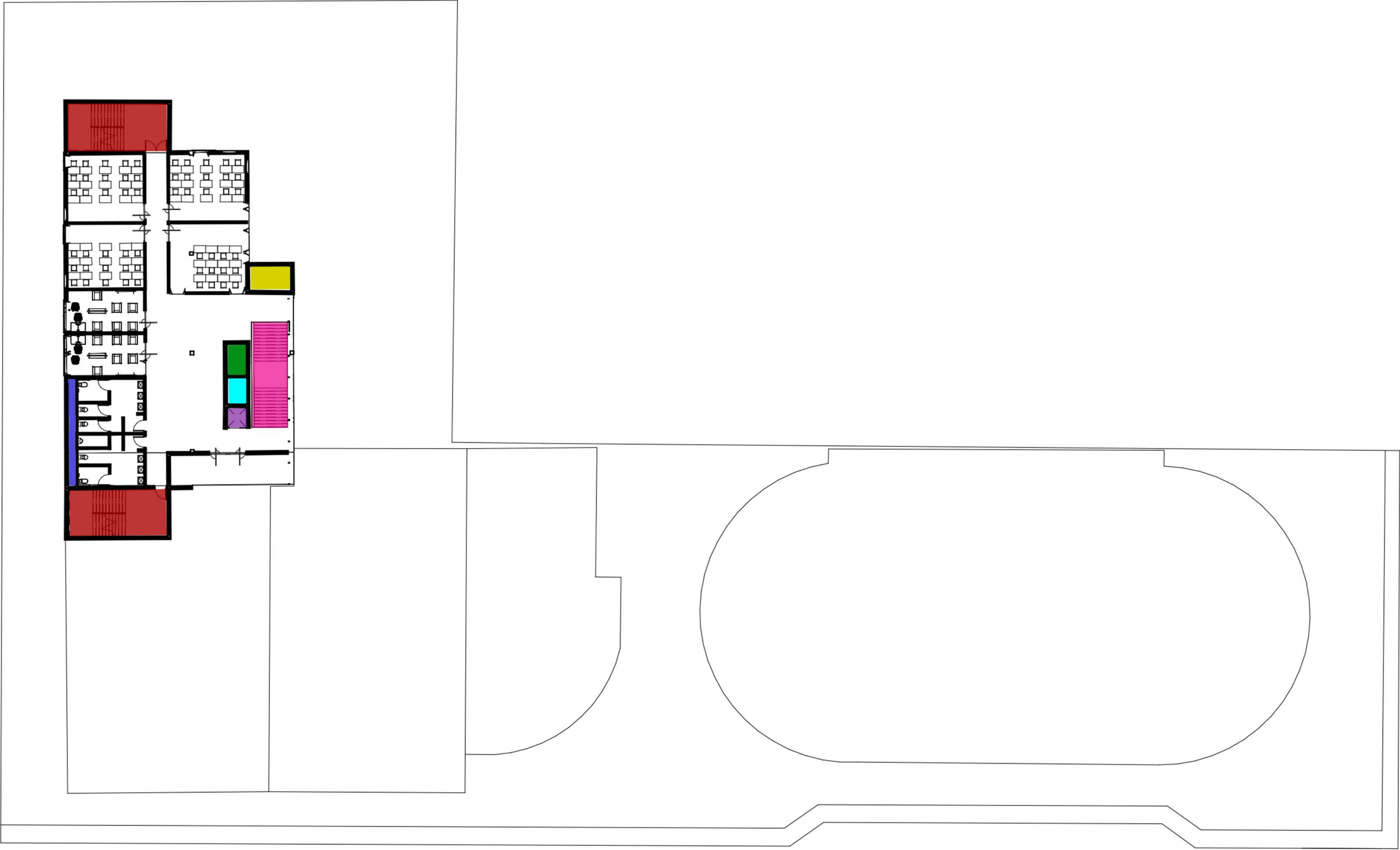




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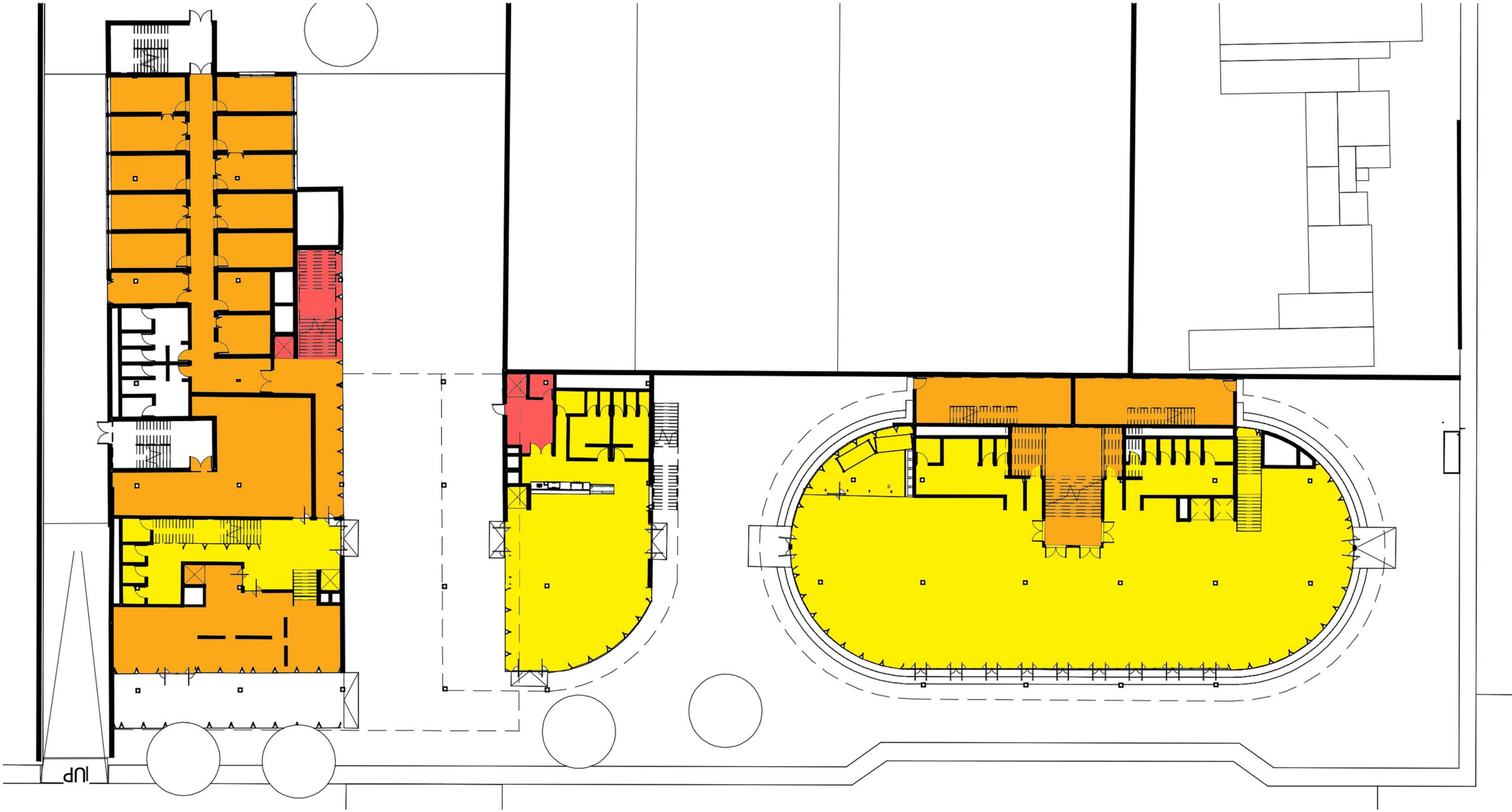
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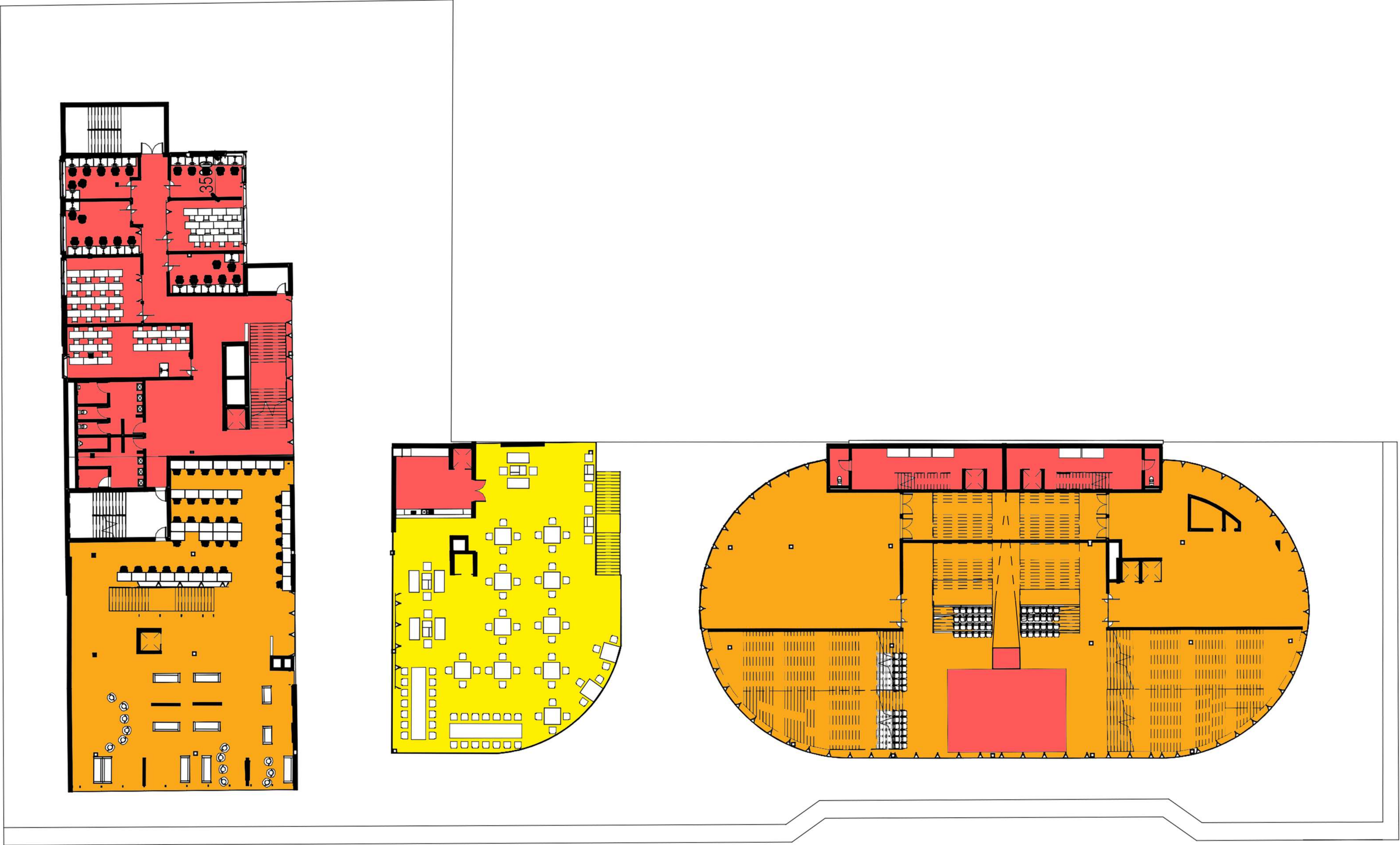
Private



Controlled Access



- Public
- Private
- Controlled Access





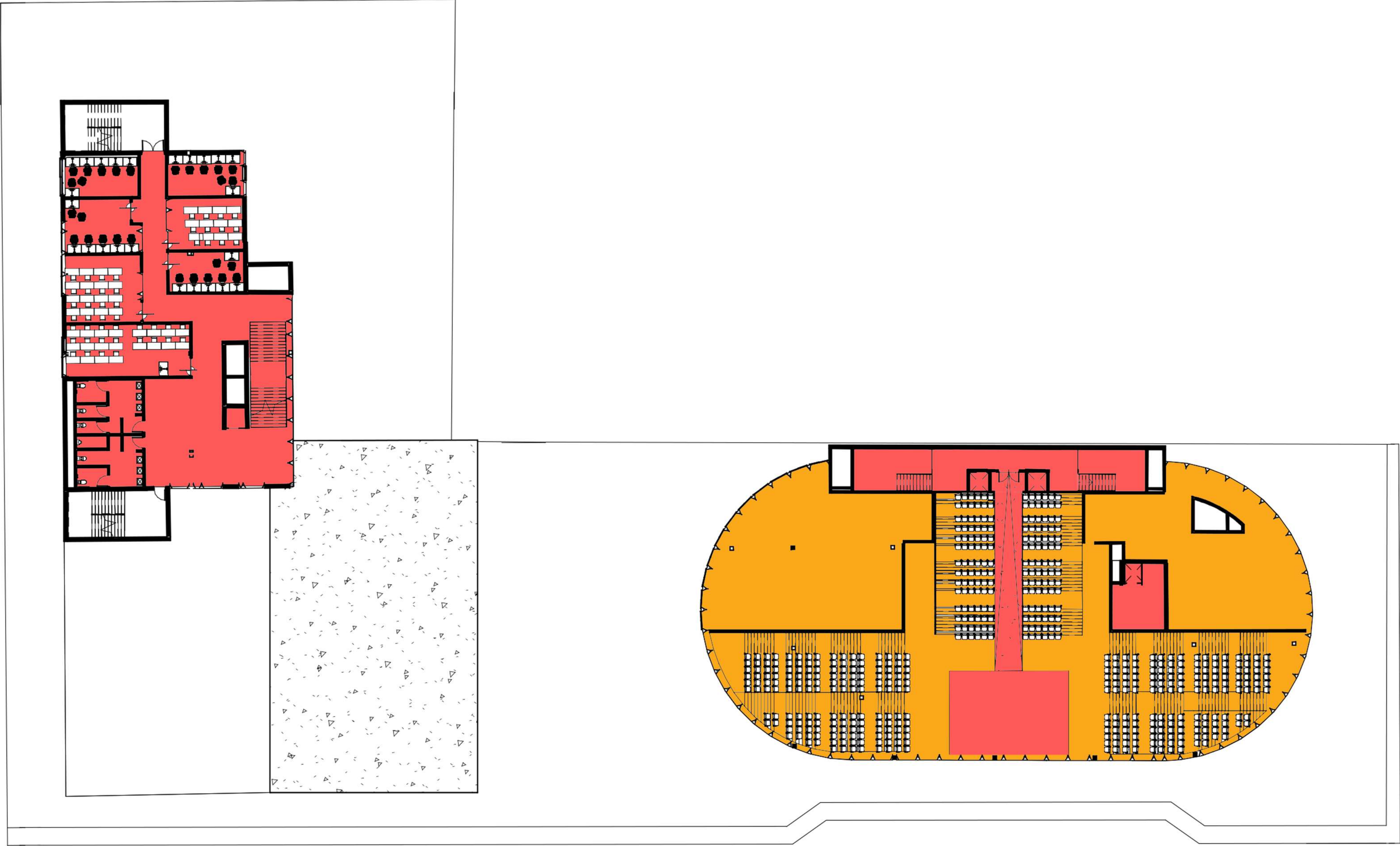
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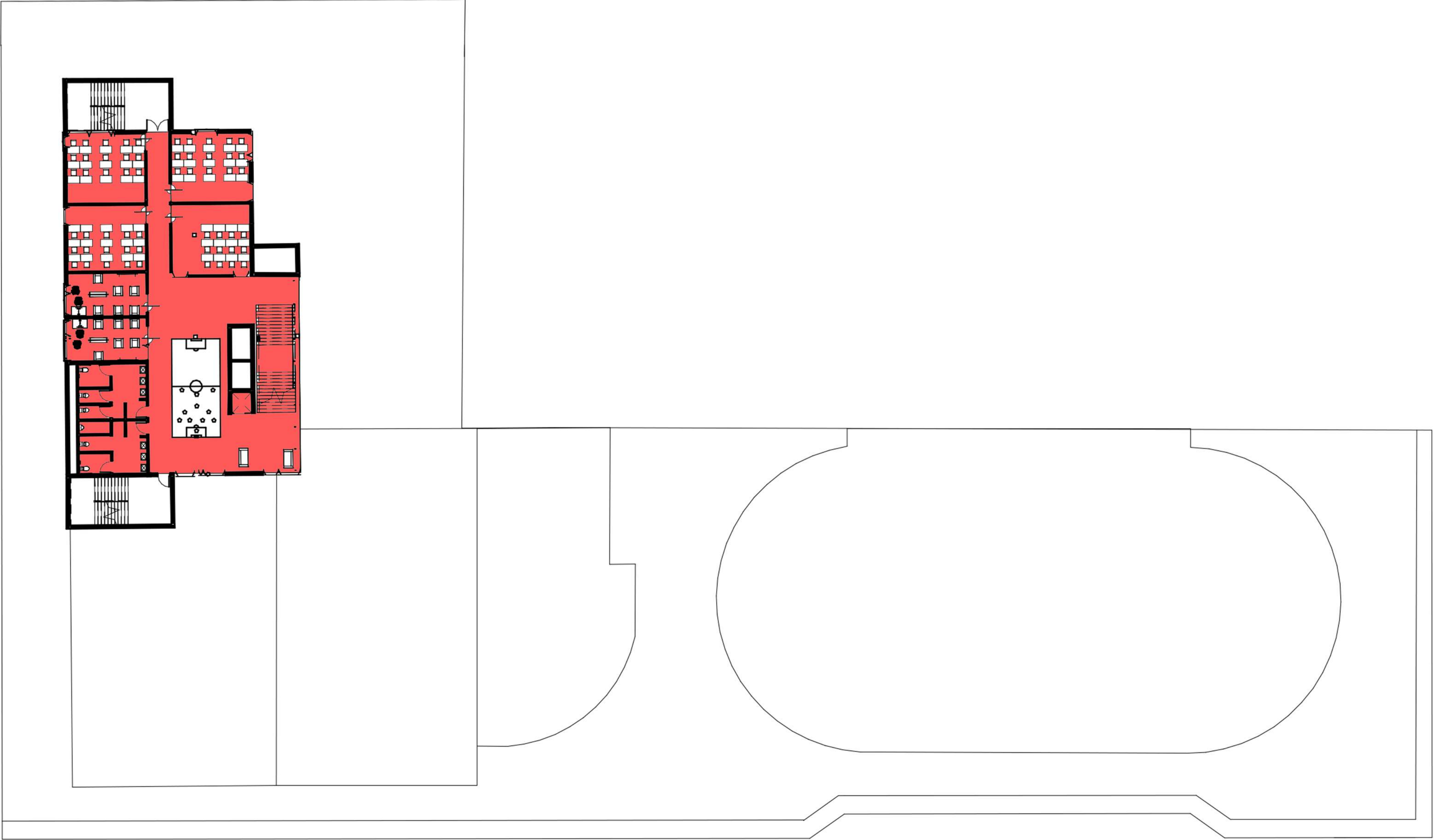
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Controlled Access



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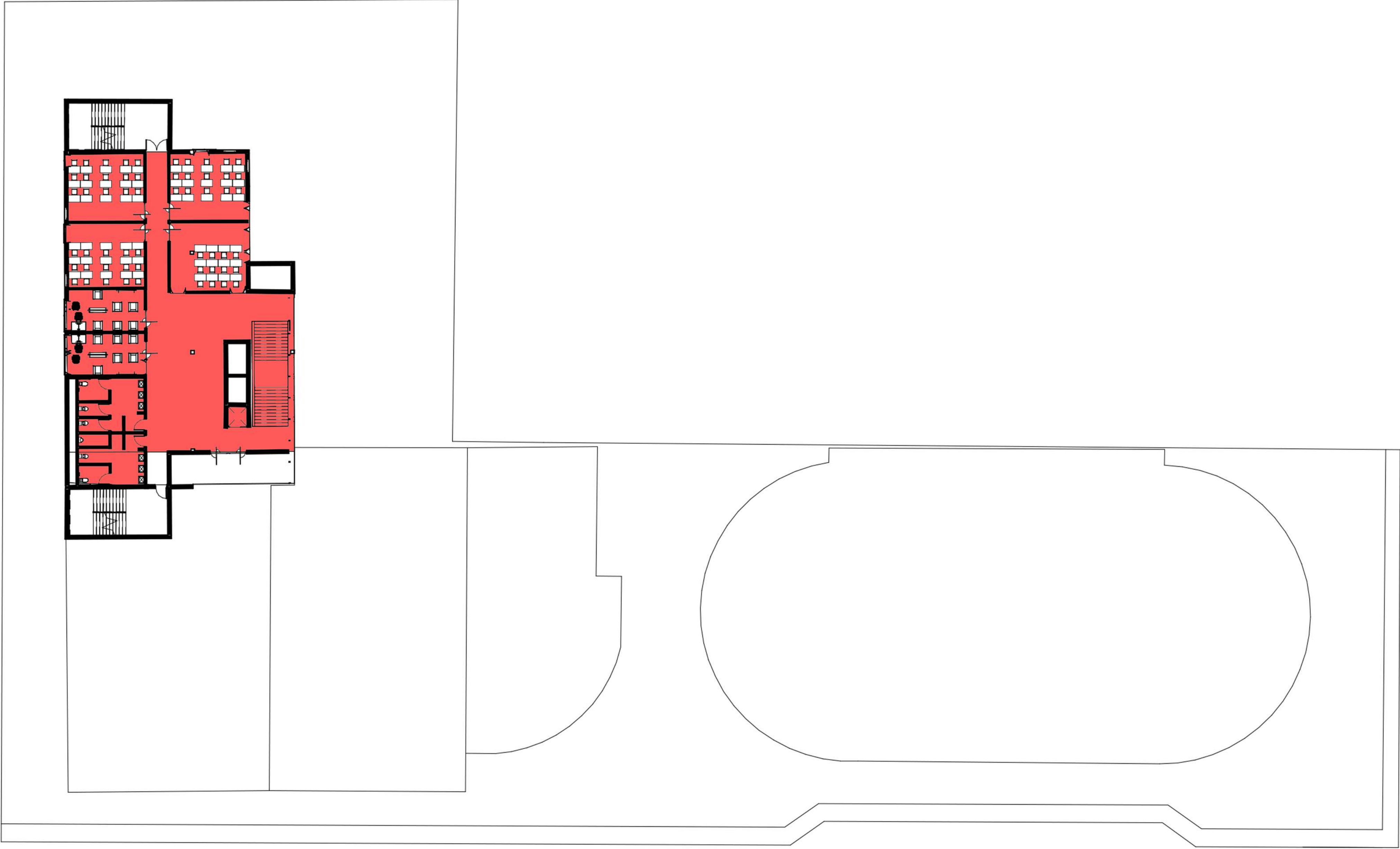
Public



Private



Controlled Access



Renders
Stadium - electrochromic glass on



electrochromic glass off







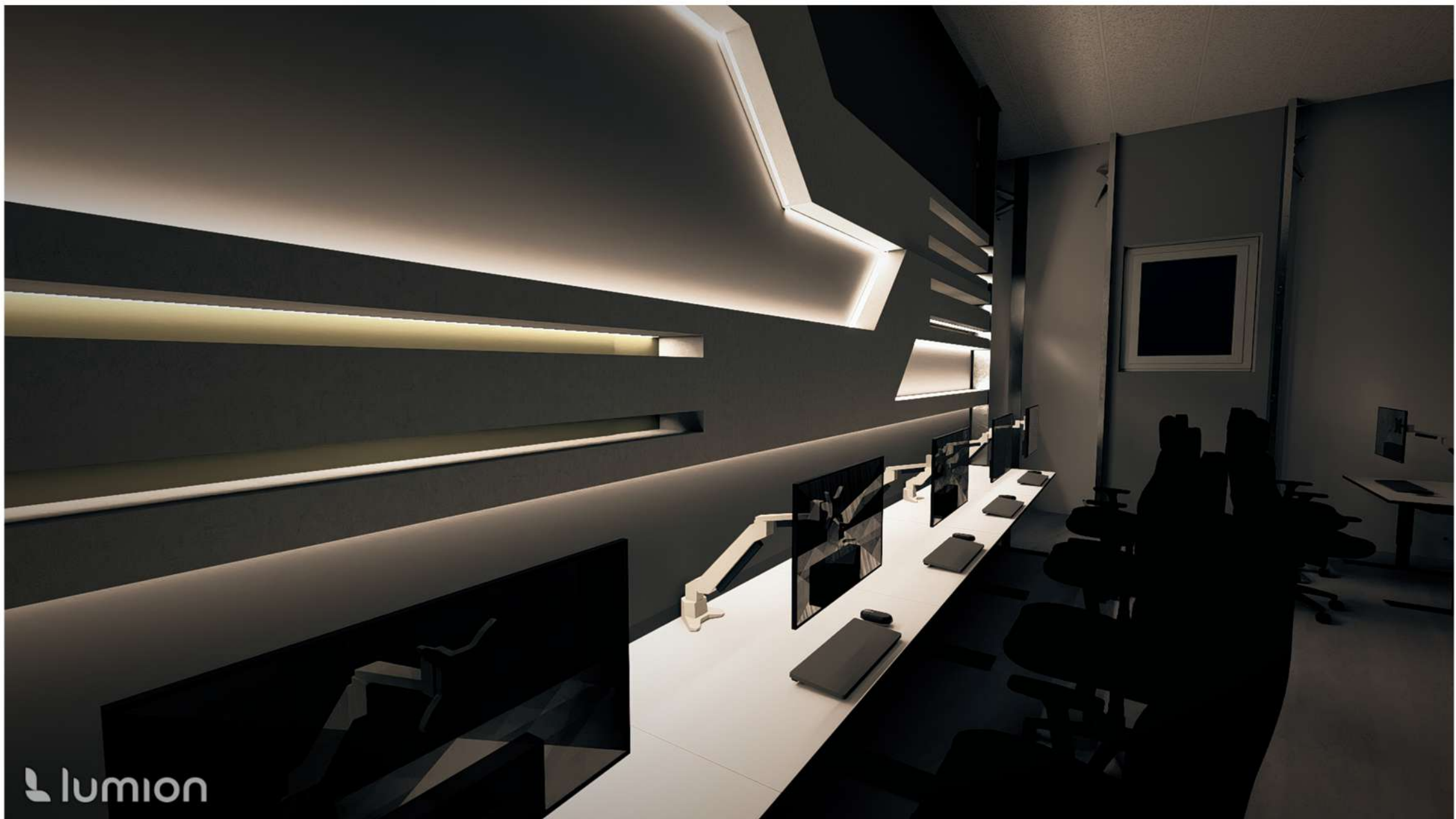
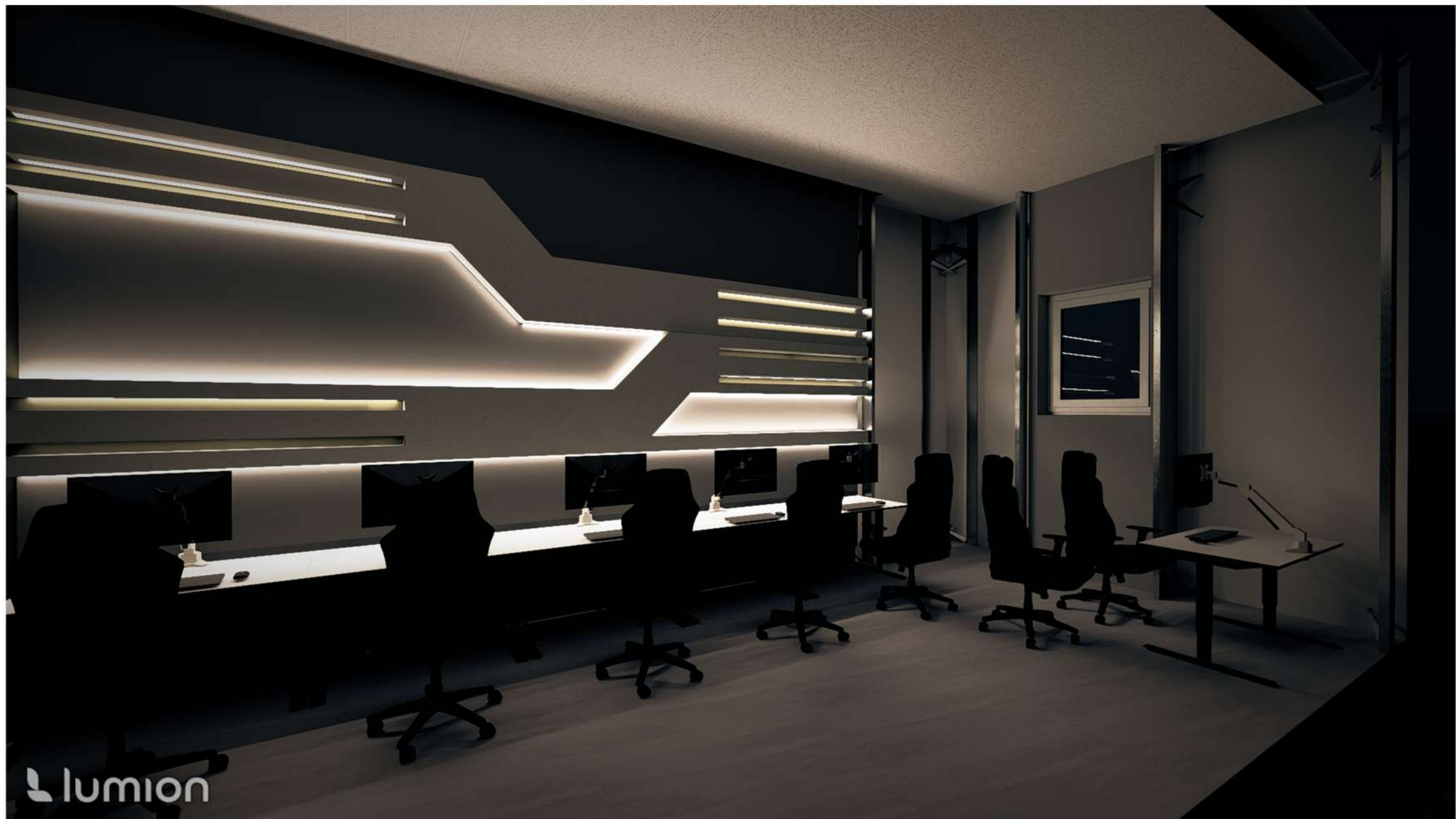
Esport facility and restaurant







First Person Shooter Scrim Rooms





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