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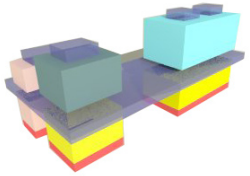

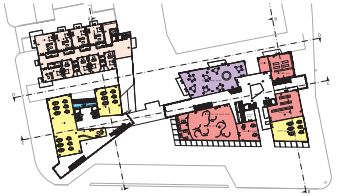

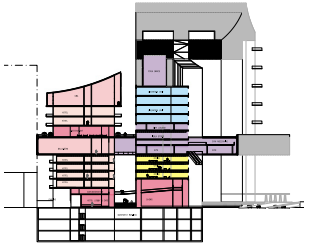

HYBRIDITY

An urban response to a crisis of identity sameness

ELIZABETH BRUYNS
0707903K

Acknowledgements

After five years of study, hard work and sleepless nights, upon nearing completion of such a thankless uphill battle one begins to feel proud of oneself. I am almost an architect!

I have however come to realise that like a good design, an architect is not created by one person alone. It takes a team of dedicated, hardworking, thoughtful and creative people. People who understand that the end result is more important than the difficulties experienced in the process, and more importantly that this end result is worthwhile.

And so to the people who have worked with me to achieve my dream, I must say thank you. To Mom and Dad, for your endless support, advice, critiques, philosophical architectural conversations and most importantly inspiration, I will be eternally grateful.

George, you picked me up every time I was down and the road felt too long, and taught me to believe in myself by your unchanging faith in me. Thank for always listening and always caring, you made it all worthwhile.

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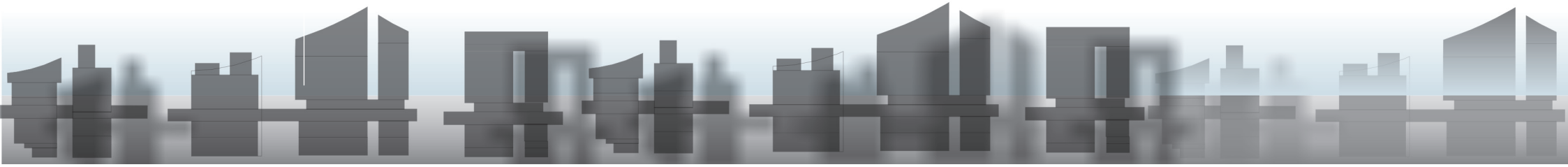
To Franco, Monica and Nick, thank you for your ideas and inspiration. It has been an honour to work with all of you.



Declaration

I, Elizabeth Claire Bruyns student no. 0707903K, am a student registered for the course Master of Architecture [Professional] in the year 2009. I hereby declare the following:

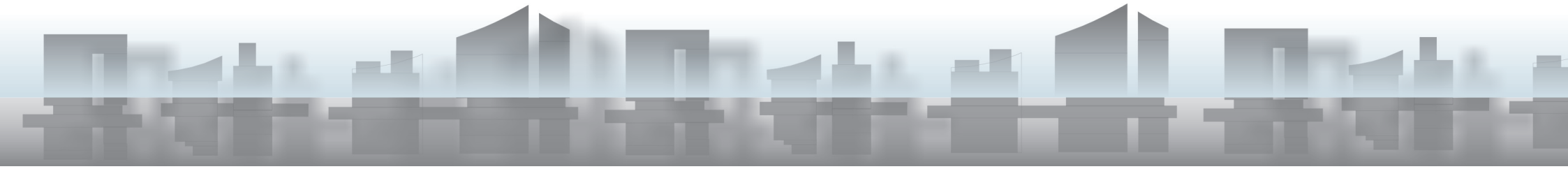
I am aware that plagiarism [the use of someone else's work without permission and/or without acknowledging the original sources] is wrong. I confirm that the work submitted for assessment for the above course is my own unaided work except where I have stated explicitly otherwise. I have followed the required conventions in referencing thoughts, ideas and visual materials of others. For this purpose, I have referred to the Graduate School of Engineering and the Built Environment style guide. I understand that the University of the Witwatersrand may take disciplinary action against me if there is a belief that this is not my unaided work or that I have failed to acknowledge the source of the ideas or words in my own work.

Signature: _____ Date: _____

This document is submitted in partial fulfillment for the degree:

Master of Architecture [Professional]

at the University of the Witwatersrand, Johannesburg, South Africa, in the year 2009.





Abstract

Architectural character is currently facing a crisis of sameness, as individual regional architectural identities are being subsumed into a greater global capitalist culture. This is resulting in loss of diversity and difference in urban life. With the dominance of commercial development in urban environments around the world, there is a disproportionate relationship between public and private space. The general public is being forced to operate solely within the private realm. This essay discusses this phenomenon, recently referred to as McDonaldisation.

While many architects design utopian cities and lifestyles, few have undertaken the task of developing these concepts into realistic projects. This study attempts to bridge this gap between architectural idealism and social reality by developing a hybrid architectural outcome that improves social conditions while simultaneously facilitating commercial practice and the need for profitability in architecture.

A review of architectural and socio-political literature reveals the necessity of approaching this debate from a multiperspectivist viewpoint for the creation of hybrid theoretical and architectural responses which engage with the everyday. This paper describes briefly the history of hybrids and examines three case studies of mixed-use buildings to more clearly illustrate the meaning of the term hybrid, in the architectural context. A solution is posed to this problem through the creation of new hybridised development models which engage the public realm on a substantive level.

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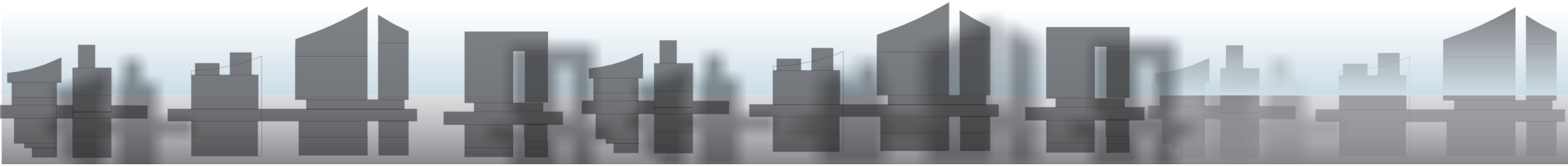

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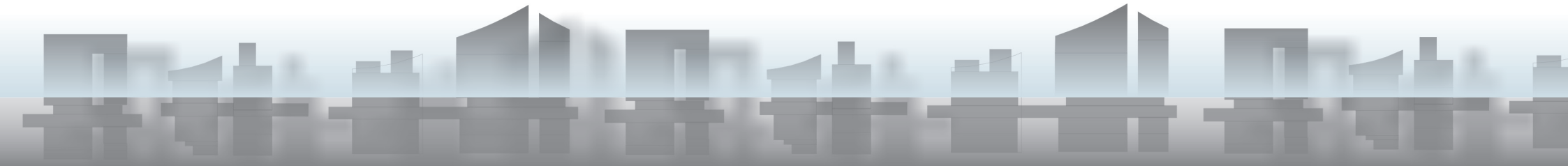
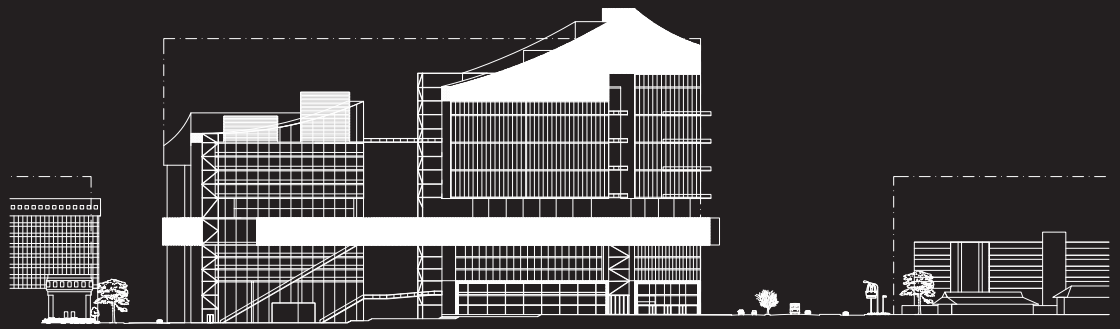


PART *1: ESSAY*

Hypothesis

Globalisation, also described as McDonaldisation, is threatening regional identities by creating a generic global identity without respect for locality. This is largely due to the brand culture and corporate homogeneity promoted by global capitalist brands. In this essay I propose a response to this crisis of sameness by arguing against globalisation and proposing a hybrid intervention developed out of the local terrain.



Introduction

"Until the collapse of cultural frontiers in the last century, there were, all over the world, distinctive local shapes and details in architecture, and the buildings of any locality were the beautiful children of a happy marriage between the imagination of the people and the demands of the countryside." (Fathy 1970: 19)

Recently, architectural inadequacies in the urban fabric of our societies have been noted in studies by Nan Ellin: rapid globalisation has lead to an impoverishment of quality public spaces and local character, while modernist segregationist planning has resulted in the existence of fewer multifunctional spaces and decreased integration of the built and natural landscape. This has caused dispersal and fragmentation of the built environment, as well as a loss of connectedness, walkability and sense of place within our cities. Continued development of this nature is rife within our urban environments in the form of visually unappealing places and is causing large-scale environmental degradation. (Ellin 06: pp7, 18) It is also evident in the radical privatisation of the public realm, with developer driven architecture in the form of pseudo-Victorian and neo-Tuscan developments, shopping malls and gated suburbs dominating the urban landscape. (Low 2002: 34)Ellin describes how "simultaneously globalisation and attendant standardisation have been endangering the soul and character of our landscapes and ourselves. We crave unique experience along with more opportunities for freedom of expression. Just as people are mutually interdependent, so are activities as expressed in city forms. Cities only thrive when these interdependencies are allowed to flourish." (Ellin 06:7) In contrast to the inadequacies of the urban fabric described above, Nan Ellin's theory of Integral Urbanism represents a move away from master planning and a reconsideration of values and goals in the urban environment. In order to promote revitalisation of city spaces, the encouragement of interdependent activities needs to be paramount.

If allowed to continue unabated, these global models will supersede most local architectural culture and in time most forms of historical reference and local identity in South African architecture may be entirely lost. However, if a concerted effort is made now, a local architecture can be created that fosters a spirit of place that can complement the capitalist market without sustaining mercenary commercialism at the expense of quality, authentic space. The essay poses a theoretical response to the crisis of sameness, and illustrates the manner in which hybrid architectural interventions might epitomise such responses and so give architects a concrete method for counteracting sameness.

I have, in my short experience in this field, seldom encountered architecture that truly represents South Africans. While this is to an extent a product of the multitude of cultures residing in South Africa and the difficulties involved in defining a singular identity for these cultures, I suspect, in large part, the colonisation of South Africa, as well as Apartheid, for our inability to pin down a unifying identity. I am saddened to find that I would, as an architecture student, be unable to describe to foreigners an architecture that defines South Africans. This essay will hopefully begin to mediate the divide, through its search to create an architecture that makes itself available to all cultures without being style specific in a dominating manner.
To further this argument, I shall decode some of this crisis of sameness, and gain an understanding of its origins as well as its effects on architectural culture and the implications of the degradation of local culture. I will also describe the relationship between globalisation and McDonaldisation, and their instrumental role in the degradation of architectural regionalisms, while simultaneously discussing the meaning of architectural identity in the South African context.

I engage in a discourse that illustrates the implications of the new term, McDonaldisation as a progeny of globalisation, with a brief exploration into current international and local development trends, as well as the social implications of these trends and other emerging identities in the South Africa.

This essay does not account entirely for the effects of globalisation on existing architectural identity in South Africa, but will focus more intently on the manner in which globalisation is preventing the formation of a unified South African architectural identity. It will also attempt to delve into the manner in which this new regime of globalisation is preventing the healing and unification of the South African identity in this post-colonial, post-modernist, post-apartheid era. It must be noted that a similar study in a country with an established architectural identity (perhaps a European country) would need to take into account, both the effect of globalisation on existing architectural identity as well as that of any developing or changing identity. This study operates in the context of a metropolitan city to illustrate the urban sprawl indicative of modernist city planning in which the functions of the city are segregated.

Much has been written about architectural identity, but other than the work of Henri Lefebvre, very little has been written on the effects of globalisation on societal and architectural culture. His work includes discussion of a phenomenon which he dubs Americanisation. These discussions can be seen as precursors to the development of George Ritzer's theory of McDonaldisation, as well to this investigation. Almost nothing has been written, as yet, relating this relatively new concept of McDonaldisation to architecture. Similarly very little has been written that assesses how business models, such as that of

McDonalds, affect architectural character. And, while much has been written on generalised place making, very little specifically referred to whether or not place making can successfully be implemented in commercially owned spaces.

Methodology

This investigation will devise a theoretical design-based approach for the creation of this new architecture through the utilisation of Nan Ellin's theory of Integral Urbanism, hybrid theory, Lefebvre's notion of the Everyday, the writings of Baudrillard and postmodernist theory, as well as Marx's commodification and Weber's rationalisation, cultural theory and Critical Regionalism, Douglas Kellner's multiperspectivist approach for theorising McDonaldisation. The investigation shall also discuss Iain Low's theories behind emerging identities in the South African context and Hassan Fathy's discussion of architectural character.

Case studies illustrated, will include local and international architectural hybrids, new and historical. It shall assess the comparative relevance of other typical mixed-use developments such as Melrose Arch. The architecture and symbolic meanings of McDonalds will be assessed for their critical relevance to this investigation. Similarly, shopping centres and food courts, and their relationship to consumerism will be analysed. Suburbs within Johannesburg, such as Greenside and Parkhurst will also be assessed for the successful manner in which they have been able to foster commercial diversity outside of shopping centres with generic franchises.

Filters

Filters may affect my personal interpretation of certain facts, which I shall attempt to disassemble, in order to prevent them from obstructing objective research. These include the fact that I am South African, white and female. I have been educated in architecture for 5 years and have lived in several cities in the country, I have therefore been privy to a variety of mixed identities, and searches for identity. I am from a middle class family of mixed Irish, British, Afrikaans and Italian descent.

Context

If one were to describe South African architecture, one would currently describe abandoned city centres, surrounded by gated suburbs and security villages, with shopping centres interspersed between enclaves of Tuscan and Bali style houses.

South Africa is currently a unified nation in idea only, the reality is that the population still lives primarily segregated lives, where cultural mixing seldom happens by choice. South Africans look to foreign countries for architectural inspiration, and architects have avoided the enormous challenge of creating a distinct South African architecture. Rather they replicate architecture of styles which are popular globally. This, in turn, creates a demand for more of the same. It would be naive to think a single architect could create architecture of a style that could embody all the varied cultures within our rainbow nation. There are 11 official languages alone, without taking into account different dialects, subcultures and immigrant cultures. However, perhaps if a process was started, it could be built upon over generations. Is that not how older European countries created their definitive styles, regionalisms and identities?

Environmental Analysis

Architecture can be created which respects the macro environment in its consciousness of its wider-reaching effects politically, environmentally, technologically, socially, economically and to a lesser degree legally. (Oxford University Press, 2007) This type of approach is otherwise known as PESTEL analysis.

"Integrative design solutions add long term value and offer collateral benefits related to sustained economic capacity, enhanced ecologies and improved public health", explains the University of Arkansas Community Design Centre. The Design Centre goes on to acknowledge that the contemporary landscape calls for new approaches to designing civic spaces. (Ellin 06: 55)

To this end, a PESTEL analysis[1] of the macro environment, within which this research project taking place, has been conducted, to determine the further-reaching implications of the external environment on this research, and any unforeseen requirements the proposed design intervention may be required to fulfil. This analysis describes the discourse surrounding the investigation with a greater view to the building industry. This involved the scoring, on a scale of 1 – 10, of the influence or impact of various factors, identified through research and intuitively, from the historical, political, economic, social, environmental, and legal contexts, on both the building industry and this particular project. These scores were then tabulated, and all scores with a positive or negative value over 60% were isolated for discussion. For detailed PESTEL analysis see Figure 1.

This research is taking place in South Africa, a previously colonised country, wherein the formation of a local architectural identity was pre-empted by the imposition of various colonial identities, modernist planning principles, and

1 PESTEL Analysis: Examines the political, economic, socio-cultural, technological, (physical) environmental and legal forces within which businesses operate and which act on them (Beech and Chadwick, no date)

later the apartheid regime. The lack of a national regionalism has resulted in large part from the forced segregation of the apartheid regime of both people and regions. This is not entirely negative, as this same segregation may have in fact simultaneously preserved individual cultures longer than free flowing capitalism and globalisation would have allowed, but that is another debate entirely.

The current trend towards decreasing the overall life costs of buildings has a net positive effect on the industry and projects of this nature, as it encourages the development and use of new, improved technologies and an understanding of how better design can decrease the balance of the life costs of a building (being capital, operational and maintenance costs). The instability of the oil price has a constant effect on the cost of building materials by causing an inflationary spiral along the supply chain.

South Africa is facing a skills shortage, with a majority unskilled population and high emigration of skilled workers. This means that the industry is constantly struggling to find skilled labour on all levels, and in turn, that the quality of built work in the country suffers. For this type of project where innovative construction and material use is required, this lack of skills could place a limitation on construction possibilities.

The poor condition of basic infrastructure in the country means work in this sector is plentiful. This project will need to take into account the inadequacies in local service provision, through the implementation of innovative design techniques. New construction technologies have a large impact on the performance of the industry as a whole and an even higher impact on the manner in which a project of this nature could be realised. The upcoming 2010 Soccer World Cup has caused a boom in the construction industry, meaning intense revitalisation of the trade as well as the built environment. It has also caused an influx of much needed skills into the country. In terms of the actual project, it will be affected to a lesser extent, as it could only be realised after 2010. It shall however be greatly affected by the new infrastructure resulting from the World Cup as well as the aftermath of related investment.

Building legislation has a high impact on the industry (and similarly this project) in its control and regulation of the built environment. Environmental legislation impacts the industry through the enforcement of environmental compliance on large building material manufacturers. These effects filter down the supply chain to have a lesser impact on the end user.

The National Credit Act has an enormous effect on the capacity of the population to invest in property, therefore decreasing the demand for new construction. The current economic crisis has a very high negative effect on the industry as investors lack the funds and confidence to engage in building projects. This lack of strength of the economy means a lowered demand for housing and commercial property, despite decreasing interest rates. This illustrates that the implementation of a commercial or residential intervention may only be feasible once the market improves.

Sameness

"One of the roles of architecture is to create an environment in which we are comfortable and secure."
(Frescura 2009)

Sameness might therefore be seen to hold a certain comfort for people in its familiarity, and therefore new architecture if entirely alien to people will not necessarily always be successful. In our urban environments sameness is evident in variety of ways. It can be seen in the sprawling townhouse developments that populate our landscapes. The shopping malls on the outskirts of the suburbs that give no consideration to their external effect on the urban environment, and all contain identical brand name stores and retail chains, and in the branded architecture that is propagated globally. In a strange coup de' etat, of the public sphere, shopping centre food courts have replaced public squares as destinations for dining. Place is replaced by branded glorified commercial thoroughfares.

In order to decode the crisis, one needs to examine what is meant by a crisis of sameness, and what the various components involved in deciphering it are. The crisis of sameness which is occurring is primarily a result of globalisation, and thereafter results from other cultural and social phenomena, which have themselves resulted directly or indirectly from the spread of globalisation.

Firstly, the crisis of sameness referred to here is a problem facing architectural identity, wherein globalisation is threatening regional identities in favour of a wider global identity of the global community. In architecture, this phenomenon is evident in a general world-wide amalgamation of architectural identity, resulting in the gradual loss of individual architectural identities. Secondly, popular culture facilitates the spread of fewer architectural styles, in place of the plethora of traditional styles which have developed naturally around the globe. This shall be discussed later on in greater detail. Thirdly, sameness is furthered by a thrust towards rationalised processes that is propagated by capitalism, modernism, industrialisation, and the commodification of space. Global brands propagate branded architecture that represents the identities of individual corporations, and it is these identities that are flourishing in the 21st century and overpowering local architectural identities. For Hassan Fathy, "Inexorably and largely unchallenged, the promoters of sameness have prevailed and have eliminated from modern life the tradition of individuality." (Fathy 1970: 27)

Figure 1: PESTEL Analysis

Context	Factor	Influence on Industry 0 - 10	Impact on research 0 - 10	Score
Historical	Post-colonial country (Labour & Style)	-5	-8	-13
	Post Apartheid	-5	-8	-13
Political	Transformation is a process (Are There BEE Owners And Architects)	-2	-1	-3
	SA government policy (Social Housing)	9	9	18
	Planning and environmental issues	8	6	14
	Afro – pessimism/ Zimbabwe – negative investor perceptions	-6	-1	-7
	Dynamics of inter/intra party politics	-2	0	-2
Economic	Economic crisis	-10	-8	-18
	Eskom - reduced economic growth rate	-4	-4	-8
	Economy strength and interest rates affect demand for commercial & residential property	-6	-6	-12
	Government incentives to encourage improvement in environmental performance	2	2	4
	Drive towards decreasing life cost of building - capital, operational & maintenance costs	8	8	16
	Decreasing interest rates – increased disposable income	3	1	4
	Unfavourable exchange rate	-2	-2	-4
	Oil price – causing inflationary spiral	-6	-6	-12
	JSE - Sustainability Index	5	4	9
Social	Aids pandemic (decrease in skilled workforce)	-5	-5	-10
	skills shortage - unskilled population and high emigration numbers	-7	-7	-14
	Education problems (Skilled Training)	-4	-6	-10
	Poor law enforcement/ increasing crime/ corruption	-4	-3	-7
	Increasing Urbanisation - greater strain on housing	7	7	14
	Unemployment – lower disposable income	-4	-1	-5
	Birth/divorce ratesand average no. of people in households affect the demand for housing	5	6	11
	Poor conditions of basic services (Infrastructure)	8	8	16
Technological	New costruction technologies affect working practices	7	8	15
	More off-site component construction	1	1	2
	Increased internet usage affects building design and e-commerce opportunity	2	5	7
	Social websites and blogging can build or destroy a reputation	6	3	9
Environmental	BRT	5	6	11
	Gautrain	5	6	11
	2010 - Soccer World	10	6	16
	Eskom power shortage	-4	-4	-8
Legal	SA Building legislation	7	7	14
	SA Environmental Legislation	8	5	13
	Skills Development Act	3	0	3
	National Credit Act	-8	-6	-14

Architectural style and character is becoming more and more about branding. Everywhere we look we are confronted with the 'architecture' of McDonalds and KFC. Many South Africans are more familiar with these architectures than those of our own country. Urban corridors are dominated by commercial strip branding based on the manner in which signs can be experienced from the motor vehicle, rather than on how a pedestrian accesses, experiences and inhabits places. Emphasis is on visibility rather than on quality place-making. Streets are characterised by signs and billboards, and signs and billboards distinguished by their size, boldness of font, lurid lights, garish colours. Robert Venturi calls this architecture of styles and signs anti-spatial. (Venturi 72: 10) In the global context, this results in the streets of various cities - Dubai and New York, London and Las Vegas - all becoming more and more alike in their attempts at eye-catching sign domination. Does it matter what the architecture of the buildings behind these signs are if it cannot even be seen? Should architects bother to design building facades at all, if they are destined to be clad in vulgarity regardless of their architectural merit?

'What is Postmodernism?' by Charles Jencks asks the question about the manner in which the postmodern movement fabricates its own history. It clearly does so by drawing on elements from past eras and thus confuses its locality in both time and place. The text also describes the lack of authenticity of Postmodernism by describing the manner in which Postmodern buildings are constructed with elaborate facades that cover their simple structures and construction methods. Postmodernism leaves the viewer unsure of what is authentic and what is replicated. Postmodern architecture becomes confusing because of its trend of collecting styles of old movements and eras, and combining them to create something that does not exist in any specific time period, but rather contains references to many. Architecture gains its identity from the appearance, and memories belonging to the past rather than from its authenticity.

However, in contrast to the manner in which branding can be seen to destroy architecture, it can also preserve it. Signs and aluminium siding placed on buildings by retail outlets such as Truworths and Foschini have in rare cases, when removed, found to have preserved historic examples of the architecture of the 1900s. (Frescura 2009) Should architecture attempt to reject entirely the antispatial nature of the times, or should it rather find a means to transcend it? Architecture can and should indeed incorporate the antispatial as an component of the spatial as it is for now a necessary component of the capitalism that drives society. In many ways, counteracting sameness represents a thrust against the universal stylistic ideal and segregated planning of modernism. Freedom of choice, originality and authenticity need to be promoted through critical difference, along with the eclectic desires of popular culture, in order to prevent globalisation from, unknowingly, disseminating one of the progenies of modernism, McDonaldisation.

McDonaldisation

A contributor to this malady of sameness is a product of globalisation that has been coined McDonaldisation by a sociologist, George Ritzer.

This is a term which describes a theory, based primarily on Max Weber's social theory of rationalisation[2],and refers to "the process by which the principles of the fast food restaurant are coming to dominate more and more sectors of American society as well as the rest if the world" (Ritzer 04: 1).

Through investigation, and architectural response, the resultant needs of society, brought about by McDonaldisation, for authentic experience and freedom of expression should be addressed. (Ellin 06: 7) In his analysis of George Ritzer's theory of McDonaldisation, Douglas Kellner posits a multiperspectivist approach, utilising social theory to engage and capture the phenomenon of McDonaldisation in its entirety. (Kellner, 2009:6) This will ideally be achieved, through the integration of activities within urban form, and through the use of multifunctional spaces, with the consideration of larger contexts as a primary concern. This larger context includes the effect of the pop and visual cultures on architectural character.

According to Kellner, this should be done using a more contextual, multidimensional paradigm (Kellner 2009: 6),

2 RATIONALISATION in sociology is the process whereby an increasing number of social actions and interactions become based on the concept of increased efficiency, calculability and control, rather than on customs, traditions and emotions which are unpredictable and not quantifiable. Rationalisation plays a crucial role in modernisation. The process was utilised in the design and implementation of the modernist movement and, can be seen clearly in the behaviour of the capitalist market, bureaucratic administration, and state processes. It is paramount in the functioning of industrial production and manufacturing processes, but is seen by many as a means of dehumanising society by decreasing freedom of choice, individuality and difference, and bringing about the destruction of traditional crafts and services. (Wikipedia 2009)

which “interrogates the local conditions in which consumers provide their own narratives.” (Kellner 2009: 5) The economic, socio-political and cultural aspects of McDonaldisation should be assessed for both their positive and negative attributes. (Kellner 2009: 7) Kellner goes on to say that McDonaldisation involves a global hybridisation that can be theorised through the utilisation of both modern and postmodern theory. This could include the theories of both Marx’s commodification[3] and Weber’s rationalisation, Baudrillard and postmodernist theory, as well as cultural studies and critical multiculturalism.[4]

3 In Marxist political economy, commodification takes place when economic value is assigned to something not previously considered in economic terms; for example, an idea, identity or gender. So commodification refers to the expansion of market trade to previously non-market areas, and to the treatment of things as if they were a tradable commodity. (Wikipedia 2009)

4 The term multiculturalism generally refers to a theory of racial, cultural and ethnic diversity that applies to the demographic make-up of a specific place, usually at the scale of an organization such as a school, business, neighbourhood, city or nation. (Wikipedia 2009)

(Kellner 2009: 6) He also states that the theory used should depend on one’s own theoretical and practical projects, specific contexts and the extent of the enquiry. The use of such a “dialectical approach should allow one to arrive at nuanced rather than biased judgements. (Kellner 2009: 7)

This globalisation can also be referred to as McDonaldisation which is here an “increased efficiency, calculability and control, through substitution of human labour with technology, all of which constitute a quantitative, and to some, alarming growth of instrumental rationalisation.” (Kellner 2009: 02) According to George Ritzer, McDonaldisation encompasses both production and consumption and the concepts of McDonaldisation are applicable to a range of phenomena. Theories of rationalisation and systematic application of reasoning are tools for mastering reality says O.S. Guiness. Guiness fears that the methods within these theories are “replacing what was formerly left to God, human initiative or natural processes.”

On one level, McDonaldisation standardises and homogenises global consumer culture and on another level, it brings diversity, variety and novelty to people all over the world, contributing to the creation of a hybridised postmodern global popular. (Kellner 2009: 06) Hassan Fathy states that “by overvaluing the common features, one crowds out the individual ones. To some degree the individual must be sacrificed to the mass; otherwise there can be no society, and man dies of isolation.” (Fathy: 27) We need to balance the common and the individual factors.

It is in allowing for human initiative and natural processes that difference and individuality are fostered.

These processes are now seldom being allowed to occur with the insistent need to standardise. This is resulting in a loss of diversity within global society. This simplification of the ecosystem of the built environment leads to a decreased resiliency. To improve resiliency Ken Yeang recommends that design become a form



Figure 2: Wrapped Building in Rosebank, SA
Source: Elizabeth Bruyns



Figure 3: McDonalds, Spain
Source: Unknown



Figure 4: McDonalds in Rosebank, SA
Source: Elizabeth Bruyns

of “applied ecology”. (Yeang 1999, cited in Ellin 2006: 12)

The difference between McDonaldisation and globalisation is that while globalisation refers to the broader phenomenon brought about by the dawning of an age of global trade and communication technologies that has lead to the internationalisation of large corporations and the spread of popular culture, McDonaldisation is a relatively new term that refers more to the manner in which people are being confronted more and more with progressive rationalisation, not only in their work environments, but also in leisure activities. While McDonalds was not the first business to implement the strategies of rationalization and mass production, nor did they invent them, they represent the culmination of a series of rationalisation processes that had been occurring throughout the 20th century (Ritzer 04: 39). Previously rationalization applied only to production, but McDonald’s applications of rationalisation processes have made it the model for rationality in the service industry.

The evolution of modern societies is inextricably bound to peoples’ fears of increased conformity, loss of freedom and diversity by external societal forces. (Kellner 2009: 07) Douglas Kellner supports George Ritzer’s call for a boycott of McDonalds and other systems that propagate McDonaldisation. (Kellner 2009: 11) Freedom of choice, however dictates that each person is given the right to utilise their own discretion in managing their lifestyles, no matter how unhealthy they are. For surely summarily removing the choice to utilise McDonaldised corporations is imposing yet another social control as the one we are trying to disempower. Freedom of choice in this regard can be facilitated by the provision of suitable viable alternatives to McDonaldisation at all levels.

Globalisation/Modernism

In proposing a response to the aforementioned problems of sameness and McDonaldisation, I am developing an anti-homogenisation and anti-globalisation argument against traditional zoning propagated by town planners and the manner in which it crushes hybridisation when applied at a municipal level. Hybridisation is necessary for the functioning of economically, successful and sustainable cities, as well as for the allowance of diversity and freedom of choice for their occupants. A component of the crisis of sameness brought about by globalisation is that of locality, or loss thereof.

The spread of globalisation is leading people to associate the emergence of the global village as the common identity of all communities and societies.

This loss of locality suggests that places are losing their own specific identities, as well as their authenticity, by adopting the cultural styles and practices of other cultures, to that of the global village.

Pop Culture

The popularity of architecture locally is determined partially by international popularity and primarily by popularity amongst the wealthy and those seen to be popular e.g. film stars and celebrities. Popular culture is dependent on communication (Fishwick 2002: 6). This ultimately implies that it is through the mediums of communication, such as television and the internet, and word of mouth, and the globalisation of these mediums that popular culture is interfaced on a global scale. Globalisation then to an enormous extent determines the other facets of our society, such as retail products sold locally and entertainment, such as music, movies and television, as well as the architecture within which these products are engaged.

Interestingly, what can be seen here is that popular culture is furthered by the same means as McDonaldisation. And while popular culture promotes an eclecticism of styles, it is also promoting sameness through its global production.

Popular culture is in some cases seen to serve the interests of a capitalist system and in others to represent the voices of the previously silent. (Online Dictionary of the Social Sciences) Popular culture thrives on “formula, archetypes and stereotypes, fads and follies. It is cyclic, repetitive and powerful.” (Fishwick 2002: 3, 4) It is based on an ever-changing competition for popularity that extends to all facets of society. This not only includes architecture as a subject, but also architecture as the subject of other endeavours such as commerce, retail, entertainment, and leisure.

Popular culture ultimately results in the spread of what is to be considered popular architecture around the globe. The combination of this proliferation of popular styles globally, with the spread of branded architecture, such as McDonalds, is resulting in the global amalgamation of styles. The world is moving closer and closer together in terms of architectural identity, lead by international commercialism.

The importance of this popular culture must not be underestimated. If architecture is to succeed in this attempt at counteracting sameness, it must, without corrupting its ideals, attempt to engage the popular without becoming an elitist movement.

Cultural Confusion

In an essay on architectural character, Hassan Fathy discusses the crisis of a lack of signature indigenous style in modern Egypt. Fathy states that people have in fact recognised this cultural confusion in architecture, and that they do wish to remedy the situation. (Fathy 1970: 20) In looking at the cultural confusion in South Africa, some of the methods proposed by Fathy may be of interest.

Fathy explains that cultural confusion is mistakenly understood as being a problem of style, which can be manipulated and removed from or applied to buildings at will. Fathy claims that the crisis cannot be cured by building model examples of buildings or towns. Rather, we need to understand the root causes of the crisis.

According to Fathy, the understanding of cultural confusion begins with the realisation that the final form of the building is conceived, not in a single moment, as with a living creature, but “in a multiplicity of instants”.

He writes: “The characteristics of a building are determined by the whole complex of decisions made by everyone that has a say in the matter, at every stage of its construction”. (Fathy 1970: 22) Fathy states that if we identify and seize these instants, we can control the process of creation. No two people make the same decisions and personal characters differ. Decision making is the prelude to all self expression: “Habitual decision making is the key to making something original. If we are released from the need to make minor decisions by habit, then we are freed to focus on the more important ones.” For example, the optimum size of doors and windows, etc. have long since been defined. Also, by building on the work of past generations, each new generation may make positive progress toward the solution of a problem. (Fathy 1970: 22) Many situations however do call for innovation. Fathy insists that “innovation must be a completely thought out response to a change in circumstances and not indulged in for its own sake.” (Fathy 1970: 24)

In a similar manner, Balkrishna Doshi explains that culture emerges over time through the nurturing of quality processes as the basis of architecture and planning. The structure of culture is defined by the institutions of man as cultural catalysts for life’s meaning. In order to build culture, we must search for these catalysts. (Doshi 85: 110) It therefore follows that an intervention in relation to a cultural problem would be one of public or civic nature that can contribute to cultural, if not nation, building. Alan Calquhoun, in his discussion of regionalism, defines the real state of culture as being one of indeterminacy and change. A reality in which complex interlocking global economies and technologies affect even developing countries to create new forms out of old cultures as time passes. (Calquhoun 96:145)

These forms cannot be predicted and could be seen by some as the natural progression of global culture. As can be seen in the aforementioned PESTEL analysis, one therefore cannot ignore that architecture is subject to global economic forces. According to Alan Calquhoun, when economic conditions allow, architecture will continue to imagine ideal or utopian socio-cultural forms but its influence over social reality will be limited. (Calquhoun 96:145) Is this to say that one should allow global economic forces to drive the future of architectural forms inexorably? An intermediary discussion between utopian forms and social reality needs to be developed that engages idealism on an effective level.

Identity

According to Iain Low, South African architecture needs to engage differences in our culture by approaching design from a different perspective in order to assess the social damage of apartheid and to oppose the developer driven architecture in South Africa. This can be done by approaching design from a different perspective or by re-imagining the building typology. This is due partially to the fact that it was through spatial and architectural means that the control and segregation of apartheid was realised.

South Africa is changing its focus from categorical differences such as race and gender to critical difference which is based more on the intrinsic human qualities that we possess.

Low also claims that South Africa needs to attend now to nation building and healing and reconnect lost events with architectural production. Architects should now attempt to create “great South African buildings that are reflective of the values contained within the constitution” (Low, 2002: 6) while simultaneously responding to the needs of the diverse cultural differences in South Africa. Low praises recent historical apartheid memorial buildings and museums for their contributions to nation building in this manner.

In many ways a utopian revolutionary response to this situation may seem more appropriate to some, but as Lefebvre notes, the only way to revolutionise is to affect change in everyday life. This is primarily why this text gives little consideration to the apartheid museum project as being able to affect the everyday life relationships between South Africans that constitute South African culture. Rather, as recommended by Doshi, we can use these projects or

institutions as catalysts for the implementation of more influential change within everyday life.

In my opinion, we are now in a state of development which is moving beyond the age of the apartheid museum typology, which connects to these so-called lost events, to a new age of constructed unification that aims at a more subtle recognition of the past, one that looks to an identity of the future, rather than solely one of past hurts and injuries. And yes, it still aims to achieve all those things that the apartheid museum era was striving embody, but instead of focusing on the negative aspects of the past, looks to a positive future of diversity and celebration of the differences that first separated us. In doing so, this new design age in South Africa could strive to promote difference rather than create a singular nationalism or regionalism.

Other issues, touched upon by Low, that need to be addressed by architects and planners of South Africa's built environment, relate largely to bridging the urban and rural divide and reducing the segregation between rich and poor. The planning and architectural professions also need to incorporate the living community into their design to create a new typology which reflects contemporary relations between working and living. This relates primarily to the exclusivity of architecture and how it can be removed by using building type to bring people together despite their differences. This can be done by combining building typologies. For instance, to combine memorialisation and service provision, results in a mix of people from different societal strata becoming involved in chance encounters with one another. Low claims that we design this new type by utilising our imagination, taking risks, and engaging in collective representation in order to reflect contemporary relations.

Scale and its relation to identity

Balkrishna Doshi claims that freedom of choice and individuality can be provided for in architecture by defining various scales of operations so that each individual within the community is given a variety of choices in all aspect of their life. (Doshi, 85: 118)

Neil Smith proposes geographical scale as the primary means through which spatial difference is manifested, as well as the means through which a language for spatial difference can be created. Scale is a product of social process in and through societal activity. Smith defines scale as the geographical resolution of contradictory processes of competition and cooperation beyond the simple frame of economic reference. More than being a construct of social forces, scale is able to generate social forces and processes. Geographical scale bounds the identities around which control is exerted. These being: body, home, community, urban, region, nation and global. Scale has four primary aspects: identity, internal differences, borders with other scales and political possibilities. It is a hierarchical part of the social, economic, political and cultural landscape of contemporary capitalism. (Smith, 93: pp95 - 99)

The body is the site of personal identity and the house is its immediate context. Community is the site of social reproduction. It is a space of indistinct identity and spatial boundaries that goes beyond the simple grouping of homes. It is created by a myriad of intertwined social and cultural institutions. (Smith, 93: p105) The urban scale represents the daily sphere of the labour market. The region is the site of economic production, the identity of which is constructed by the type of work performed there. It is a network of economic connections. The nation is an extensive scale, a division of the world market, a political construct and a site of state power, the identity of which is almost exclusively defined by territorial citizenship. The global scale is socially produced. It is a construct created by the circulation of capital, structured by the internal dynamics and patterns of social and economic relations in a capitalist society. Through enlarged identity an attempt is made to establish global citizenship by blurring the boundaries of these scales. (Smith, 93: pp99-111)

Marx's definition of capitalism referred to the annihilation of space and time. Reflecting this, advances in technology and transport systems have lead to reduction of the global scale, while the space of the body is being erased in favour of a greater temporal freedom. Lefebvre's spatial politics aim to recover this space from the abstractions of the capitalist state. Scale ultimately has a dualistic relationship with identity. On one hand, it is able to set exclusionary boundaries of constraint, thereby imposing on identity, and on the other hand is able to facilitate politics of scale by allowing for expansion and inclusion, thereby enlarging identities. (Smith, 93: p114) Engagement with this language of scale offers definite pointers to the recovery of space from annihilation by market forces.

Critical Regionalism

Critical Regionalism strives to bring meaning to Modern Architecture and counter the placelessness thereof, through the utilisation of contextual forces.

It takes into account the people for whom architects build, and the places in which they do so, with particular

emphasis on the reasons employed to guide this process. Critical regionalism holds with the belief, as Canizaro proposes, that architecture, like politics, is local, and that local experiences should therefore be the basis for all architecture, with quality of life at the forefront. (Canizaro, 2007: pp10-12)

Regionalism draws on the effects of modernism, modernity, globalisation and technology on individuals and society, but differs from these disciplines in that it aims to apply itself to practice, thereby implying certain prescription, rather than remaining neutral as many of the social disciplines tend to do. Canizaro claims that regionalism is the practical application of the social sciences. (Canizaro, 2007: pp16-22) Critical regionalism is however, different from regionalism which tries to achieve a one-to-one correspondence with vernacular architecture in a conscious way without consciously partaking in the universal.

Canizaro goes on to say that the definition of Critical Regionalism is not static, it is continuously in a state of change and redevelopment. In architecture, it refers to the establishment of connections between new works and pre-existing local and regional characteristics. (Canizaro, 2007: 20)

This movement, attempts to foster connectedness to place, and respond to the needs of local life without ignoring global concerns and possibilities, while at the same time creating an awareness of where and with whom we live. This regionalism advocates that at the scale of the region, certain issues emerge which are not available at the site or its immediate context. Its primary concerns are of individual and cultural identity, authenticity, meaning, structure and governance of society. These themes have come about primarily as strategies and theoretical tools for resistance to the promulgation of forms of universal standard procedures and structures that would diminish local differentiation, such as McDonaldisation, and as stated by Canizaro, intend to "propose alternatives for the respect, revitalisation and reconstruction of life along regionally determined lines." (Canizaro, 2007: pp16-22) Many of the points listed above form the basis for a resistance to the sameness of globalisation and McDonaldisation. A critical regionalist response could therefore be seen as a valid response to this problem. It is therefore necessary to assess whether this investigation is truly a regionalist response.

Kenneth Frampton defines regions by "their culture, unique identity, manner of place-making, architectonic strategies, and qualities of environment in dialogue with local means for coping with that environment." (Canizaro, 2007: 19)

From the aforementioned definition and description, this investigation could be seen to constitute a critically regionalist response. However, as previously discussed in relation to scale and globalisation, the region is slowly ceasing to exist.

Colquhoun exposes the difference between modern and traditional cultures as being determined by the rigidity of the traditions imposed on that culture. It is this rigidity of tradition that maintains culture, while the lack thereof dilutes the existence of definite regions. One needs to rethink the use of the word regionalism, as regions are rapidly losing their significance, through difference, due to the development of the global village. Nations are now being determined by political unity rather than customs or cultures, while modernism begins to permeate and conflict with any traditional culture that remains in developing countries. Colquhoun suggests that there is no longer such a thing as regional architecture. It lacks cultural definition and vernacular clarity. (Calquhoun, 1997)

Critical regionalism is a construct of culture which is inherently based in time, rather than aesthetic and style. It is more than simply architecture which responds to climatic conditions. It is a process, whereby the aesthetic choices of few are combined with the climatic requirements of a region and passed down over generations. (Canizaro, 2007: 19) Therefore, one cannot unilaterally conclude that the way to understand the culture of a place is to look to its vernacular architecture, or to simply assume that a critically regionalist response can immediately be manifested.

In assessing whether or not a critically regionalist response would be an appropriate one in the dealing with the current global crisis of sameness, one must understand that Critical Regionalism is simultaneously a climatic and cultural response, but by its very nature can only respond in a limited manner to an inherently social problem. McDonaldisation is largely a programmatic commercial social phenomenon, and therefore cannot be dealt with by critical regionalism alone. It requires an intervention of a more complex nature. This is exacerbated by the fact that the model attempts to preserve the core values of a society. The problematic nature of this pursuit is self evident, since it is virtually impossible to pinpoint specific characteristics that define a large and diverse society.

If regions no longer exist, is critical regionalism still a relevant pursuit?

If regions are defined by their unique cultural identities, and as previously discussed, South Africa has no definitive cultural identity, is it even possible to say that the country can be considered a region? Once again, is the pursuit of a critical regionalism therefore not invalid? Perhaps the development

of the global village poses a new challenge to critical regionalists. Critical Regionalism may now be considered to be outdated and a new contemporary response is required for this particular crisis. If this is indeed the case, it could be said that the proposed method of this investigation could in fact be creating a new contemporary definition or means of response for Critical Regionalism. On the other hand, as it questions the validity of the region, it is more likely only a partially a regionalist and partially new response, which assesses similar problems from a new perspective.

Architecture of the Everyday

While Low promotes architecture of authorship to promote critical difference, Lefebvre claims that even star architects, the work of which begins as novel and arrogant, becomes slowly commoditised and standardised. This can be seen in the work of architects such as Frank Gehry and Daniel Liebeskind, whose trademark styles began as individual innovative design responses, but are now bought as products of style because of that self-same novelty. (Harris, 97: 2, 27) This type of architecture can only make a limited contribution to the counteraction of sameness before it too begins to contribute to the creation of that sameness.

It is therefore through everyday, as opposed to monumental architecture, that true potential for the transformation of sameness lies.

Henri Lefebvre stated that: "The consideration of everyday life as a critical political construct represents an attempt to suggest an architecture resistant to the commodification/ consumption paradigm." This line of thought engages political struggle and lived experiences. "The everyday is what remains after one has eliminated all specialised activities" (Harris, 97: 3), it is in the routine, the repetitive and the cyclical. According to Lefebvre, it is "real, material life; the here and now; sustenance, clothing, furniture, homes, neighbourhoods, environment – but with dramatic attitude and lyrical tone". While still controlled by capitalism and other forms of rationalisation, to a degree, it remains independent of them. Lefebvre saw everyday life as being capable of causing social transformation. (Harris, 97: pp 3-13)

Lefebvre too, opposed the rationalisation of daily life, which he referred to as Americanisation, here discussed as McDonaldisation, for its destruction of public spontaneity and causation of sterility and homogenisation. He nevertheless maintained that everyday life harbours the desire that generates transformation in its moments of celebration. He saw everyday life as having the ability to challenge the simplistic, rigid, traditional categorisations of the divisions between public and private, work and leisure and monotonous routine and escape. The city was vital to this endeavour. In response to this issue, Lefebvre advocates "greater urbanity, centrality, street life, residential participation, and opportunities for spontaneity" within urban planning. (Harris, 97: pp15-25)

As previously mentioned in my discussion in relation to Apartheid museums, Lefebvre also appreciated the need for symbolic monuments but condemned the nostalgia thereof. He too proposed new programmes for multifunctional and trans-functional buildings and spaces to generate new forms of urban contact, exchange and sociability. (Harris, 97: p25)

It is necessary to engage elements of commodity culture such as advertising, music slogans, and the media in order to transform everyday life, and to break down class barriers and functional divisions. The work of Lefebvre also revealed the great difficulties involved in resisting systematisation, but brought to the fore an emergence of identity politics. (Harris, 97: pp 26, 27) I am seeking here to counter in such an argument the banal mediocrity of the majority of the built environment, as a resultant product of rationalisation and market forces, through the energy, humanity and creativity embodied in the details of daily existence. It is in the continual changeability of everyday life that new processes and potentials are constantly defined. I am rejecting universal rationality and suppression of difference in this argument and the endless proliferation of signs and the economic forces of commodification.

In order to counteract the developer driven, commercially oriented trend in current architecture, without opposing the capitalist nature of globalisation entirely, a hybrid of sorts would need to be conceived.

This hybrid would, simultaneously, need to further the public need for expressing individuality and difference and still allow commercial interests to prosper. This particular combination would also counteract the exclusionary nature of commercial developments, so common in the South African landscape. This intervention would be hybrid by means of its simultaneous programmatic, social and commercial response. It should address McDonaldisation, but through application of the tenets of integral urbanism and critical regionalist elements to commercial design, also respond to the need for cultural nostalgia. It should do so however without alienating any one culture through reference to historic elements, as is often seen in postmodern architecture.

History of Hybrids

While the strategy of combining multiple functions within a single structure has been repeated throughout history, hybrid buildings have only recently begun to be catalogued. A common historical example of such a multi-functional building is the traditional house over the store, while a historical example of a hybrid could be the Ponte Vecchio

in Florence (see fig.5 p15), where shops are constructed upon a bridge over the river Arno. (Fenton, 85: p 5)

The primary goal of city design from antiquity to the 19th Century was the creation of great civic spaces with strong connections between them.

"The mass production and consumption of cars in the early 20th century, however transformed city building as it altered the logic of scale and movement." (Ellin, 06: 17) The journey lost its value and separate paths were created for pedestrian and vehicular movement. Mass culture, production, suburbanisation, and TV conspired to fray public space and pop culture. (Ellin ,06: 19) Hybrids began developing at the end of the 19th century, the constitution of which arose due to increased land values, the rigidity of the urban grid, and the physical constraints of plot sizes, in metropolitan cities which made the overlapping of programmatic functions in buildings seem inevitable. This was, in large part, catalysed by the centrifugal force which centrality imposed on city development of the time, whereby population growth in urban centres increased, due in part to increased mobility of the population, brought about by the increased use of motor cars. Hybrid buildings had been seen in the past linked to infrastructures, but first became profitable organisms in North America.

This new trend of mixing uses counteracted the segregationist principles of separating work, dwelling and recreation propagated by modernism, which was the prevailing movement of the time, as well as the type-defenders who advocated that "form follows function", and was "considered to be an anathema by the International Congress of Modern Architecture (CIAM)" IV. (Fernandez Per and Mozas, 2008: pp5-9) The hybrid building was thus forced into rapid premature decline as the theories propagated by CIAM filtered down into post World War II reconstruction of American urban centres. (Fenton, 85: p 5) It was around this same time that the traditional European city block, which had historically mixed bars, theatres, cafes, housing and businesses, was excommunicated. This new segregation was further propagated by the 1933 Athens charter on the basis of hygiene. The citizens of the 1950s were forced to inhabit cold glass, concrete and steel buildings which segregated the functions of work, living and leisure, forcing their occupants into the inconvenience of having to drive between these functional spaces. (Fernandez Per and Mozas, 2008: p9) The 1960s saw cities developing through the layering of infrastructural networks. (Fernandez Per and Mozas, 2008: p12)

In 1959, a new generation of architects, Team 10, lead by Aldo van Eyck caused a schism in the conception of functionalist urban planning, bringing about the abolition of the CIAM and the liquidation of the division of activities that segregation and zoning had proclaimed. (Fernandez Per and Mozas, 2008: p13) From then on, the variation within city blocks became more and more prevalent and Team 10 began to understand urban conglomerations as complex organisms which demanded respect that superseded the tabula rasa approach. Recently, the segregationist planning policies of the Modernist movement have begun to be re-evaluated, due to their unforeseen effects on urban sprawl and mobility patterns in the cities where they have been applied, such as Johannesburg. This has lead to a renewed interest in hybrid buildings.

What is a hybrid?

Richard Sennet wrote that: "A cosmopolitan is someone who moves comfortably in diversity, who is comfortable in situations which are not connected or parallel to what is familiar to him." (Sennet 2002 cited in Fernandez Per and Mozas, 2008: 23) Similarly, hybrid buildings are "cosmopolitan buildings, placed in fragmented forms that do not correspond and in volumes based on remnants of previous mixed typologies… to produce a new being with a unified personality." (Fernandez Per and Mozas, 2008: 23) A hybrid is defined as being a composite of mixed origin. The hybrid comes from the meeting of the public and the private spheres. It is an opportunist building that takes advantage of multiple skills. A hybrid intervention in response to the defined problem of sameness brought about by global economic pressures therefore would be one of commercial and civic origin.

A hybrid is a cosmopolitan building that combines multiple interdependent functions in a single structure, while celebrating complexity diversity and variety.

(Fernandez Per and Mozas, 2008: 21)

A hybrid is a combination of different things aimed at achieving a particular goal or objective whereby both entities are required to give up some of their individuality. The hybrid building warps pure building type, activating the building and its individual uses as well as the surrounding urban fabric. The difference between hybrid and mixed-use is that in the hybrid individual programmes relate to one another and begin to share intensity. This amalgamation and overlap of programme results in increased building density. The city grid is therefore retained due to the fact that they are contained within one building. Planning codes are integral in site choice and therefore also the inception of project.

According to Jaime Lerner, "the city is not a problem it is the solution". Difference and diversity makes cities city-like through diversity of experiences, programme and people. Urbanity, centrality, street life and residential participation

create opportunities for spontaneity. The hybrid building represents a small scale representation of the complexity of the city.

It is, in all respects, the antithesis of sameness and singularity, and in that respect embodies the nature of South African culture.It is differentiated from other multifunctional buildings through scale and form. The scale of a hybrid is determined by the dimension of the city block within the orthogonal grid and the form is defined by new technologies and innovations in materials and construction methods. The hybrid resulted from the limitation of horizontal space within the city, meaning that buildings were forced to develop upwards. (Fenton, 1985: pp 5, 6) Hybrid buildings are primarily a response to land scarcity and the increasing value of land, and aim to intensify land use to contribute to sustainable development and densify uses to revitalise urban centres. Rem Koolhaas describes programmatic hybridity as complexity, density, congestion, contamination and thematic intensification. (Ellin, 06: 20) Existing hybrid interventions are commonly found around transit hubs. There are two types of hybrid building programmes: disparate and thematic. The key determinants for the creation of a hybrid building are economic viability and security, functional expediency and visionary exploration. (Fenton, 85: p6) These buildings are a celebration of complexity, diversity and variety of programme. (Fernandez Per and Mozas, 2008: 12)

Why is a shopping centre not a hybrid?

In general, shopping centres developed on the outskirts of cities where there was an abundance of space. In order to make retail centres more attractive, leisure activities were added and later hotels and offices which extended the opening hours of centres up to 24 hours. These shopping malls therefore “mix uses, become a focus of permanent activity and keep the nucleus where they are located alive”. However, in suburban situations land value pressures do not exist as they do in the city. They in fact represent an escape from the economic pressures imposed by centrality, and they are also therefore not physically restricted by the rigidity of the city grid. These suburban centres should therefore not be called hybrids. Fernandez states that: “They could be defined as multi-use or pluri-functional complexes related to consumption” wherein each function is designed to sustain the consumerism of the other. In essence they are “morally separated” from the urban initiatives of hybrid processes. (Fernandez Per and Mozas, 2008: 20) Mozas and Fernandez Per go on to say that commercial developments which include cultural or public spaces as a decorative function can also not be considered true hybrids, as they are merely a new form of development under the guise of being culturally sensitive to the public, while attempting to attain the fastest and most lucrative profit. (Fernandez Per and Mozas, 2008: 21)



Figure 5: Ponte Vecchio

Source: Structurae

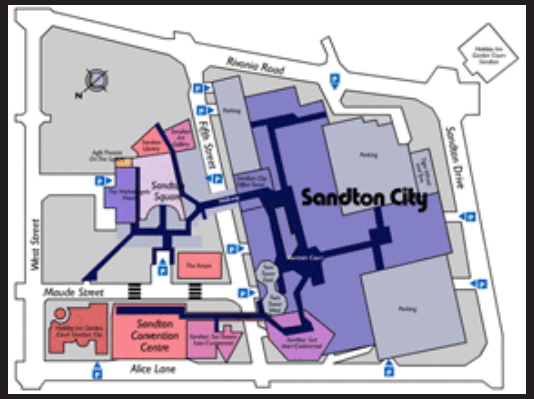


Figure 6: Plan of Sandton City Area

Source: The South African Gold Coin Exchange

Case Study: Melrose Arch

ASM Architects & Urban Designers, Osmond Lange, and others

A South African example of a commercial development of mixed-use which densifies urban activities is Melrose Arch in Melrose, Johannesburg. This development is a large-scale urban development containing a variety of functions, such as hotels, apartments, restaurants offices, a gym, etc. While very successful commercially, the development is enclosed and separated from the surrounding urban environment by gates, fences and security. It therefore cannot promote any kind of public accessibility, other than vehicular, and social exchange is limited to a social group that can afford to frequent the expensive restaurants and exclusive gym. The development is exclusive to such a degree that membership to the gym within it is given by invitation only. While the development includes open squares, they cannot be considered public due to their inaccessibility to pedestrians, the exclusive nature of the activities happening adjacent to them and the lack of public amenities, such as seating, shade, etc. This development cannot therefore be considered hybrid, but is rather simply a mixed-use commercial development.

Case Study: Radisson Tower

Architects unkown

Currently, a new purported hybrid is emerging in the urban environment of South Africa which combines upmarket motor-vehicle dealerships with other building functions. An example of this is that of the Radisson Tower in Sandton, Johannesburg. A portion of the building at ground level is dedicated to a Rolls-Royce as well as a BMW dealership, while the majority of the building towering above is given over to the Radisson Blu Hotel. The building is connected to a low-rise cluster of stores, including Aston Martin and Ducati showrooms, and an interior design showroom. With these elitist exclusive showrooms and minimal reserved parking space, compounded by the added deterrent of police searching vehicles entering the hotel, in anticipation of the arrival of a politician or dignitary, this building cannot be seen to promote any form of public participation. While it is an interesting example of the combination of disparate programmatic functions within one structure, this building does not address any re-imagination of the relationship between public and private space, nor does it create a structure flexible enough for any unanticipated exchanges to occur. And while it does illustrate a step in the right direction in terms of densifying functions within an area affected by the pressures of centrality and increased land value, it cannot be seen as a true example of hybrid.

Case Study: Mercado Barcelo

Nieto Sobejano Architects

Another interesting example worth discussion is that of the Mercado Barcelo in Madrid, Spain. Located in the historic



Figure 7: Melrose Arch complex

Source: South Africa Tours and Travel



Figure 8: View of Radisson Tower and complex from Rivonia Road

Source: Elizabeth Bruyns



Figure 9: Artist's impression of Mercado Barcelo

Source: Hybrids II. P33

district of Madrid, this project combines a new shopping facilities centre with a public library and sports centre. Together with this, the building incorporates a public deck with direct street access, thereby providing open space in the congested urban fabric. The project contains a high public gallery-street, and the roofs of the building form elevated plazas, from which the public can view the roofscapes of Madrid. The building has been described by the architects as "a scale model of daily life, where spaces for living, studying, teaching, buying, having fun, practising sport, reading, walking or resting form part of the common scene." (Fernandez Per and Mozas, 2008: 29) It is in the manner in which the project represents the hybridised functioning of the city, as a living organism, and through its unexpected combining of civic and market spaces that the functioning of this building, through its programme, can be considered hybrid. The building is neither entirely civic, nor entirely commercial. It excludes no one from the activities within it, and through its very design, encourages public participation and social exchange. This is a good example of a hybrid building.

Why Hybrid?

Hybrid buildings respond to three major concerns of society: land scarcity and its associated high value, the need to intensify land use to contribute to sustainable development, and the densification of uses to revitalise urban centres.

Nan Ellin writes that the hybrid increases density of activity with space but not necessarily building density, and that by pooling human and natural resources, resources can be conserved. These resources include time, effort, talent, money, water, energy, building materials and space. (Ellin, 06: 23) Ellin goes on to say that rather than by dehumanising space through the separation of functions, buildings that densify activities in this way, empower people to fulfil their needs and desires more effectively. This reduces the need for commuting and enhances convenience, thereby preserving the natural environment and increasing the quality of public spaces. (Ellin, 06: 23)

Ellin states that: "The low density urbanism accomplished through programmatic densities connected by mass transit in inner suburbs, can overcome, the drawbacks of both sprawl (of suburbs) and congestion (of cities). In addition concentrating development into these cores and corridors allows greater conservation of the natural environment." (Ellin, 06: 30) Concentrated living is more sustainable than urban sprawl. (Ellin, 06: 52) Unlike many culturally identified typologies, hybrids do not ignore the global context entirely. It still allows capitalism to be propagated, but also takes into account the need for space free from cost. The hybrid focuses more on creating authentic space and place than it does on its outward appearance, and authenticity is the key to counteracting sameness. Therefore, identity is determined by the manner in which the place is used and by the originality of its architecture, rather than purely by stylistic characteristics. The hybrid building fosters diversity and authenticity thereby counteracting sameness and simultaneously nurturing architectural identity. In this creation of identity and visual presence, it creates a subsequent brand value for commercial ventures.

By its very programmatic nature the hybrid building is able to connect people and activities previously segregated by modernism.

It allows commercialism to be propagated without creating a negative impact on architectural character and quality, and its mixed commercial programme prevents over-saturation of the market with single commercial functions. Through its programmatic mix, the hybrid creates a sustainable architectural program and therefore also sustainable lifestyles. The increase of density of activities conserves resources and reduces the urban sprawl resulting from modernist fragmentation and segregation of functions.

The proposition of a hybrid intervention intends to prove the following:

> That globalisation can be promoted without the destruction of architectural culture;

> That architectural identity can be nurtured by hybrid interventions rather than stylistic interpretations of cultural characteristics;

> How hybridity creates diversity and authenticity, thereby counteracts the crisis of sameness;

> How hybridity of program and process in architecture can connect people previously segregated by modernism, thereby reaffirming their symbiotic nature;

> That identity, commercial or otherwise, can be created through architectural innovation rather than purely through sign value; and

> That sameness of culture and identity can be counteracted while still allowing for fair competition in an inherently capitalist society.

This response could involve a reassessment of the true nature and meaning of public space, by focusing on the relationship between public and private, civic and commercial, and the boundaries where this interaction takes place. In essence, this would require an investigation of how

the boundaries of these spaces could interact in a new way to create unforeseen opportunities through the conception of unexpected activities.

Conclusion

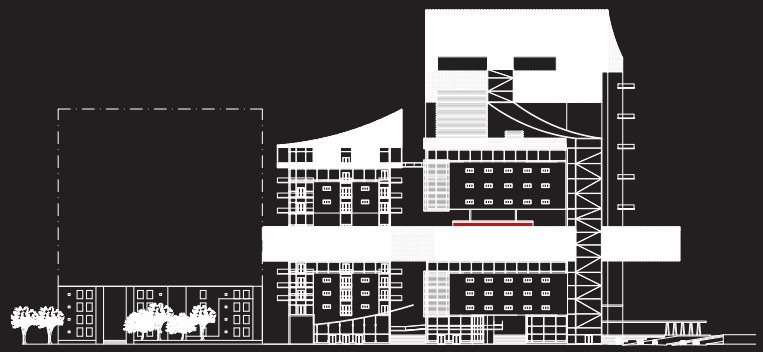
The question of an urban response to a crisis of sameness and as well as my hypothesis propose an argument against a globalisation that suppresses diversity and difference and proposes a hybrid intervention. In terms of the above title and hypothesis, in order to counteract sameness South African architects would need to create architecture that fosters the diversity and difference that defines us as South Africans and brings together the multiplicities of individualities allowing them to interact in diverse ways that move beyond their sad shared history.

The following conclusions can initially be derived from this investigation, as methods for counteracting sameness: Innovation in architecture is required, as a constructed response to the crisis, the spatial and ideological role of which can be built up over generations, as styles and regionalisms have been in other countries. To this architects should look to building typologies, created with the goal of unification and nation building in mind, as catalysts for the creation of new architectural forms from interlocking global and cultural forces.

A review of the research presented in the essay will assist in clarifying my conclusion. As discussed in 'Identity', new architectural forms can be created through the re-imagining of typology, specifically within everyday architecture which reflects contemporary lifestyles. By engaging in collective representation, economic separation within society can be reduced. In order to recover space from McDonaldisation, architects, urban designers and town planners should engage with the relationships between the various scales of space, thereby facilitating the creation of diversity and choice variety. An architectural intervention of this type is ideally represented by the hybrid building, described in 'What is a hybrid?' and 'Why hybrid?' as well as in the various case studies which have been represented.

As described in Critical Regionalism, while it may no longer be possible to define regional characteristics of places or people, many of the concerns of critical regionalism are still relevant in the creation of a response to this crisis of sameness. A suitable response should however, as suggested by Kellner in 'McDonaldisation', be a multiperspectivist approach. The response defined therefore, is a contemporary one that takes into account global economic forces, and develops beyond the theories of critical regionalism to the creation of a new hybrid theory that is flexible according to changing circumstances.

The above research review begs the question that sameness in South Africa can then be counteracted, if not prevented, through the celebration of critical difference and otherness. Globalisation will continue inexorably, and therefore preventing the associated sameness that travels hand-in-hand with the spread of global brands and popular culture entirely is unfortunately an impossible feat. From the above research, one may draw the conclusion that, in all likelihood, an architecture which tries to inhabit and embody all of the above-mentioned qualities and characteristics in response to such a diverse array of controversial issues will inherently pose, within itself, certain contradictions. These contradictions are however what contribute to the diversity and contradictory processes that make everyday life the spectacular and surprisingly fleeting construct that it is.



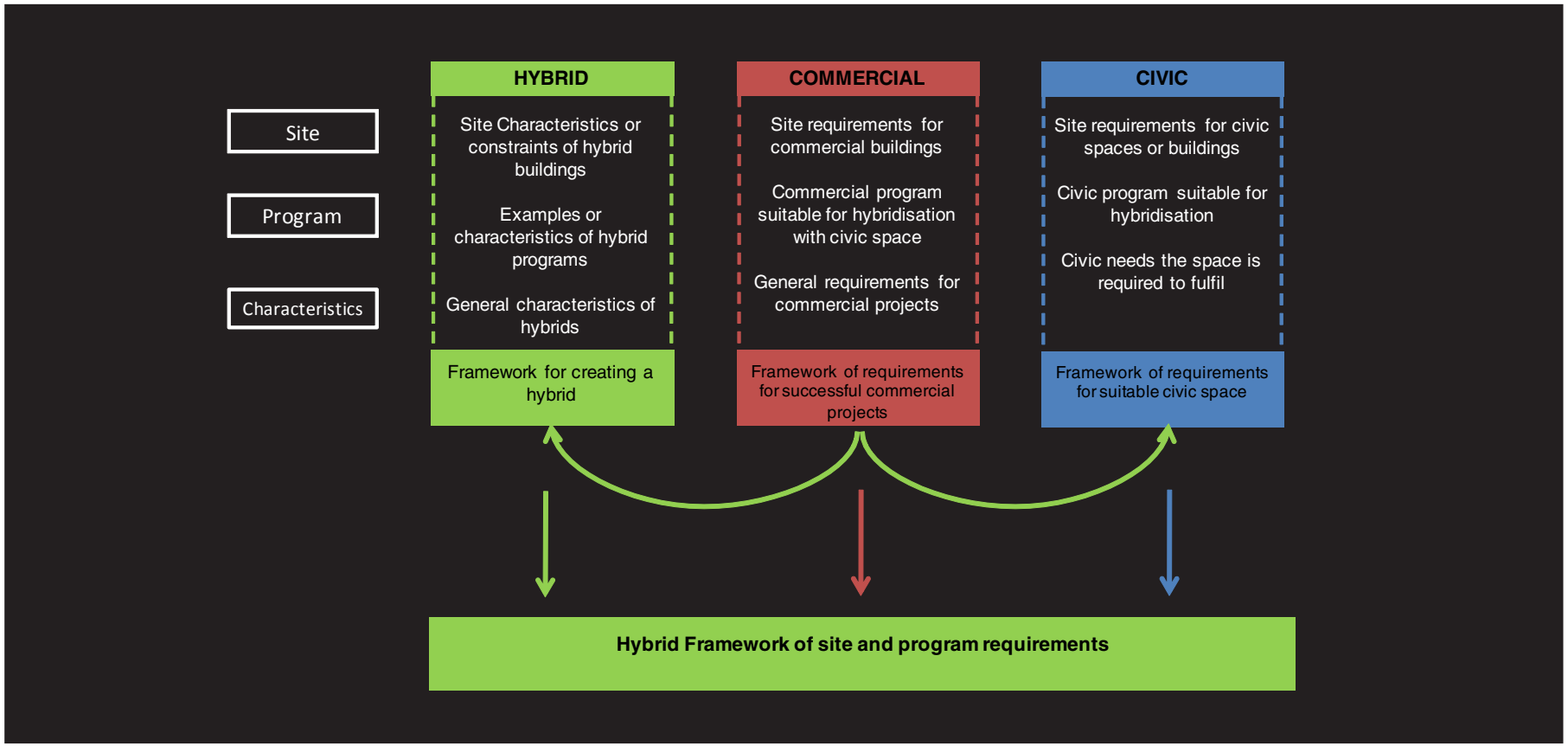
PART *2: METHODOLOGY*

Methodology for determining Site and Programme

In order to determine the site and to an extent, program of the proposed hybrid intervention, a tripartite parallel theoretical investigation has been engaged. “The ideal hybrid feeds on a meeting of the private and public spheres.” (Mozas, J. 2008: 23) In this case, as the focus of the investigation is on the effects of globalisation and the inherent capitalism associated with McDonaldisation, the private component of the hybrid intervention should ideally be commercial. This investigation will therefore assess, in parallel, the site characteristics, requirements and constraints, as well as the programme characteristics of hybrids, commercial enterprises and civic spaces. This type of parallel investigation ultimately resulted in the development of a framework for the creation of a suitable commercial/civic hybrid. It also illustrated that in order to create a true hybrid, a hybridised methodology should be used. This particular manner of investigation resulted in a hybrid of both site and programme requirements for the intervention simultaneously. The investigation was conducted through a process of theoretical research on hybrids as an anti-typology, viewing in particular, examples of hybrid projects as precedent, but also taking into account that an integral component of the hybrid is its unpredictability and intransigence. Jean Baudrillard says:

> “If you install rigid structures, they will invent flexibility. But if you propose flexibility, they will invent something else – just as children do with their toys.”

This something else cannot be engineered or even foreseen, and therein lies the beauty of the hybrid programme.





PART *3: SITE CHOICE*

Framework of site attributes

A framework of site attributes was developed from the understanding of hybrid buildings developed through research. This framework can be seen in the table below.

Possible Sites

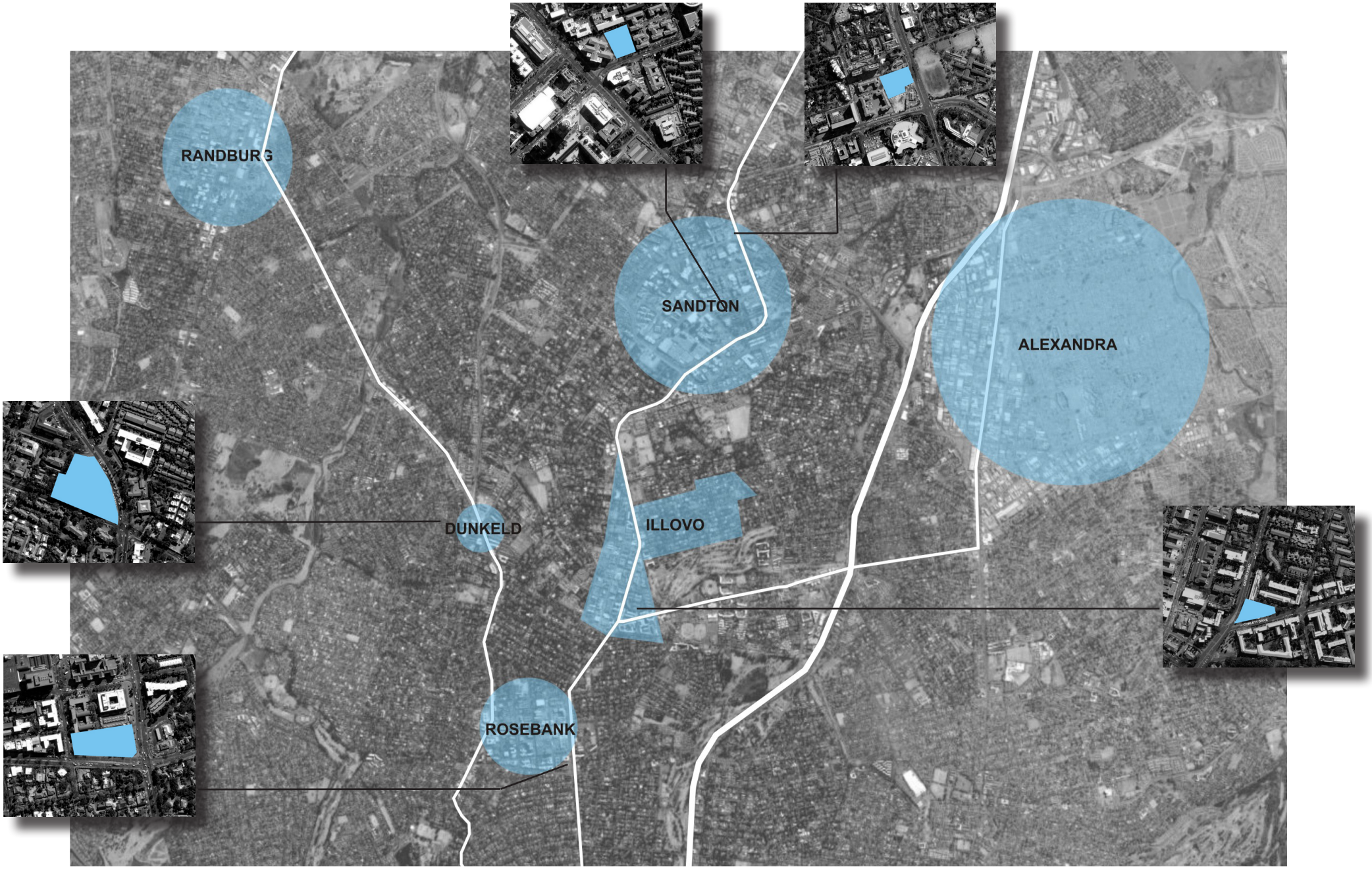
Five sites were chosen for consideration against the framework of site attributes developed below. Each of these sites is in a dense economic centre with the city of Johannesburg.

A variety of site locations was considered as each would possibly result in a different type of hybrid.

No site was considered within the Johannesburg CBD itself, as the area is already densified with mixed uses, and the intention of the hybrid is to increase density through mixed use. Two sites are located in the Sandton CBD, being the biggest decentralised CBD and regional node in the greater Johannesburg Metropol; one is located in Rosebank, a regional node; one in Illovo, a district node, and; one in Dunkeld which is not recognised as a node of any kind, but is rather the activity centre of a residential area, located along a mobility spine. Each of these sites was assessed according to the criteria developed below.

	HYBRID	COMMERCIAL	CIVIC
DENSITY	Dense environments with land use limitations	Dense environments increase size of catchment area	Dense environments have more need of open public space
PLACEMENT	Interrelationships with surrounding public sphere	Accessibility to site and building	Intersections of transport and communication networks
	Result from rigidity of existing grid	Convenience: 15 min drive time not distance	Located in population, geographic or business centres
FINANCE	Result from pressure of land value and scarcity imposed by centrality	Spending Power of demographic to sustain commercial program	
DEMOGRAPHIC	Interrelationships with surrounding public sphere	Catchment area: Mixed demographic, large numbers of people	Mixed political and economic demographic
INTERACTION WITH BUILT ENVIRONMENT	Dialogue with other landmarks		In the urban condition between massive structures and reality of under-used spaces
SIZE	Mixing of use implies size/height of building	Size determined by functionality	Size determined by proposed occupation
AIM	Densifying uses to Improve conditions and revitalise urban centres	Centralised locality of mixed demographic for maximum patronage	Added quality to an existing structure

Derived from: Fernandez Per and Mozas, 2008; Adjaye, 2006; Lamberti, 2009.



Aerial photo Illustrating positioning of areas of high density outside of the Johannesburg CBD and possible sites

Analysis of possible sites

Sandton

Rivonia/Grayston: The first site considered in Sandton is on the corner of Rivonia Road and Grayston Drive. The site is located in a suitably dense area with an interesting mix of uses in the vicinity, being a school, apartments, a hotel, a bank head office, and a McDonalds. While the placement of this site is good in terms of demographic and spending power, it is perhaps too much on the edge of the development node. While this site is located at a major intersection of the transport network of this regional node, the size of blocks within the city grid and the speed, frequency and congestion of traffic at the intersection are not conducive to pedestrian or vehicular access. This would be a major hindrance to the development of a hybrid building on this site, as pedestrian traffic is paramount to the success of a hybrid, and it is unlikely that pedestrian access could be promoted successfully at such a busy intersection.

Maude Street: The second site considered in Sandton is located on Maude street, one block north of Sandton City Shopping Centre and the Sandton Convention Centre. This site has good vehicular access and due to its proximity to the mall and convention centre has high pedestrian traffic as well. The site was already zoned for a tall building of mixed-use and also had an interesting mix of uses surrounding it, being offices, a clinic, the mall and convention centre. This site is also located near a proposed Gautrain station, however visibility of this site from nearby is not good.

Rosebank

Oxford/Bolton Road: This site is situated at the intersection of Oxford and Glenhove/Bolton road. It is close to the Rosebank mall and is very accessible to pedestrians via the less busy West side along Cradock road. Vehicular access is also good and the site is accessible on three sides. It has high visibility and as it is on the crest of a ridge, a landmark building placed here would be able to dialogue with the Sandton Towers. It is already zoned for high density mixed use. It is less than a block away from both a new BRT terminal and the Rosebank Gautrain Station. It is in fact situated midway between two BRT terminals, making it ideal for pedestrian access. In 2007 Rosebank was one of the first to be identified as a high density, mixed-use transport node outside of the city's central business district. Rosebank has been named a transport hub which is looking to increase residential densities and pedestrian walkability.



Figure 13: Rivonia/Grayston Site

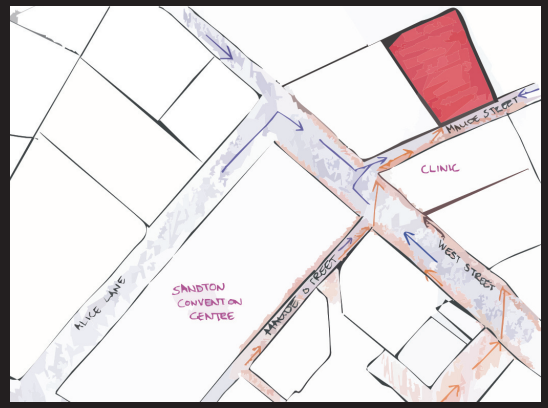


Figure 14: Maude Street Site



Figure 15: Rosebank Site

Analysis of possible sites continued...

Illovo

Oxford/Corlett: This site is located on the corner of Oxford Road and Corlett drive within the district node of Illovo. It is a good location for a landmark building as the site has great visibility, being at a highly trafficked intersection. Pedestrian access is poor and due to the site position in relation to the roads, it is unlikely that this could be improved much. The density of built space and use is perhaps not high enough to justify the placement of a hybrid project here. While the area does contain a mixed demographic, it is still primarily a residential area.

Dunkeld

Jan Smuts/Bompas Road: Located on the corner of Jan Smuts Avenue and Bompas road, this site has high visibility and good vehicular access. While the site is large enough to facilitate the development of a low-rise hybrid, it does not have sufficient pedestrian access, nor is the density of the area sufficient to justify such a mixed-use development.



Figure 16: Illovo Site



Figure 17: Dunkeld Site

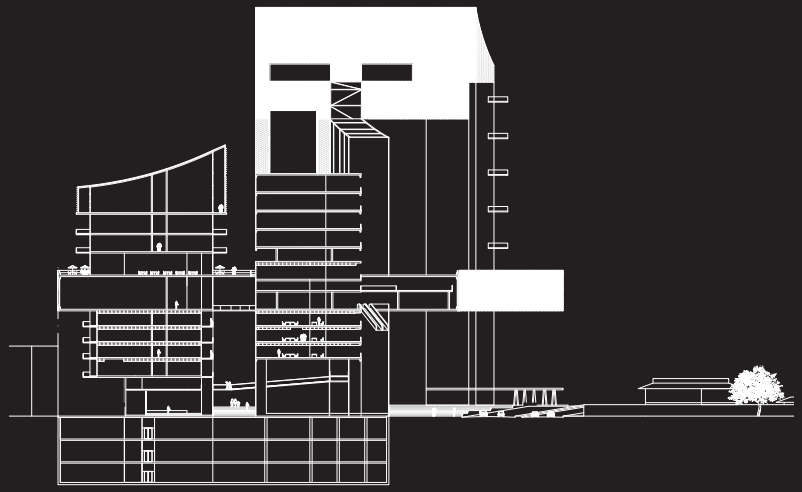
Conclusion of analysis of possible sites

A summary of this site analysis can be seen in the table below, whereby each site was scored on the basis as to whether or not it fulfilled the site requirements developed in the framework of site attributes. Wherever the site fulfilled one of the required attributes it was given a point.

Through this exercise it became apparent that the Rosebank site is the most appropriate for an intervention of this nature. While the Maude Street site also proved fairly suitable, its accessibility to pedestrians was not as good as that of Rosebank, as can be seen in the diagrams. This was considered to be a primary concern for the success of the hybrid building. Rosebank's proximity to the new infrastructural development of the Gautrain and BRT was a large determining factor in the project's ability to increase the walkability of the city. Also, the fact that it is centrally located between other development nodes compounds the site's accessibility to a larger catchment area of people. The site is located at a major intersection, maximising visibility and therefore also its capacity for brand exposure for its tenants.

The Rosebank site was therefore chosen as it fulfilled more of the criteria than any other site, and to a greater degree as well.

		Corlett	Rosebank	Dunkeld	Grayston	Maude st
ACCESS	Pedestrian	bad	good	bad	bad	medium
	Vehicular	bad	good	good	bad	good
DENSITY		medium	high	low	high	high
PLACEMENT	Intersection	yes	yes	yes	yes	no
	Access to site and building	no	yes	yes	no	yes
	Relationship with public sphere	no	yes	no	no	yes
	Rigidity of grid	yes	yes	no	yes	yes
	Convenience	yes	yes	yes	yes	yes
	Centres	yes	yes	yes	yes	yes
FINANCE	Land value and scarcity	yes	yes	yes	yes	yes
	Spending power	yes	yes	yes	yes	yes
DEMOGRAPHIC	Mixed demographic	yes	yes	no	no	no
INTERACTION WITH BUILT ENVIRONMENT	Dialogue with landmarks	no	yes	no	yes	yes
SIZE	Site size	small	medium	large	large	medium
AIM	Revitalise urban centre	yes	yes	yes	no	no
	Improve conditions	yes	yes	yes	no	no
	Score	**9.5**	**15.5**	**9**	**9**	**11**



PART *4: LEGAL FRAMEWORK*

Regional Spatial Development Framework

Rosebank falls within Region E. of Johannesburg's Spatial development framework.

The Regional Spatial Development Framework (RSDF) is an integral tool in understanding the city's vision for certain areas, as well as objectives, strategies and policies as they impact on local area planning.

The RSDF outlines seven development strategies which should be taken into account when planning interventions anywhere within the region.

1. Supporting an efficient movement system
2. Ensuring strong viable nodes
3. Strategic Densification
4. Initiating and implementing corridor development
5. Supporting sustainable environmental management
6. Management
7. Facilitating sustainable housing environments in appropriate locations

8 Managing Urban Growth and Delineating an Urban Development Boundary

Further to this critical strategic planning issues have been defined for the various development nodes within the region.

The critical strategic planning issues for the Rosebank node for the RSDF period are:

> Making Rosebank a focus for public transport through the provision of facilities and the marketing of public transport as a viable alternative to private transport.

> Ensuring that satisfactory provision is made for public transport (buses and metred taxis) during the construction of the Gautrain Station.

> The development of the Gautrain Station and distribution network in Rosebank must be coordinated with the Rea Vaya initiative; it must facilitate access to office, residential and retail facilities in the node as well as residential opportunities on the periphery of Rosebank.

> Support proposed internal public transport shuttle that is to be coordinated with the other public transport proposals in the node.

> Ensure that the proposals for the Rea Vaya initiative are coordinated with the Gautrain Development.

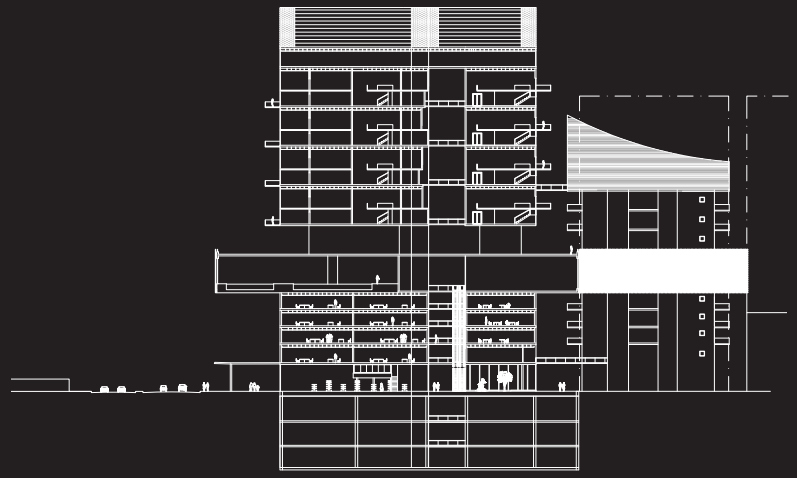
> Promote retail and office revitalisation in Rosebank through the construction of new stock and rehabilitation of existing buildings. Such redevelopment must consider public transport requirements and be contained within the node.

> The promotion of Residential Densification within and around Rosebank in order to support the Gautrain Project and public transport.

> Consolidate and upgrade the public environment. Protect existing sense of place.

> Closer cooperation between the City Improvement District and the City of Johannesburg.

(Johannesburg Spatial Development Framework 2008/2009)



PART *5: SITE*





Site *location and Urban Context*



Site *Urban Context*









Photos by author

Site Information

The site consists of two Erven, as well as a portion of a third adjacent Erf. Buildings previously on the site have been demolished and the site is empty. A servitude runs from the site between the two adjacent erven in the direction of rosebank mall.

The following information was gathered from a variety of sources and is necessary in defining the parameters of the design intervention. This information also further proves the suitability of this site for the hybrid mixed-use project for which it was chosen.







Photos by author

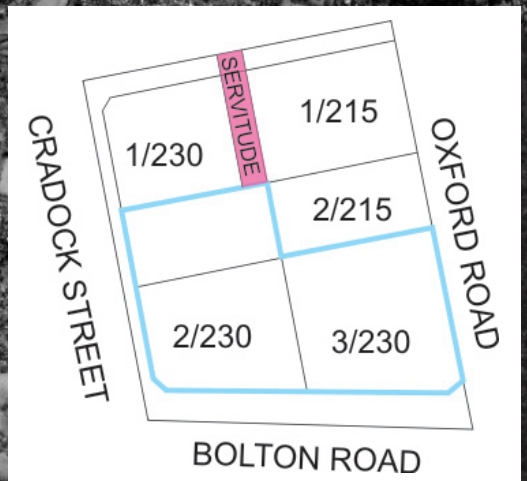


Figure 18: Site diagram
Derived from City of Johannesburg GIS

GIS		
Site	Erf 2/230 Rosebank	Erf 3/230 Rosebank
Location	Rosebank Management District 2	Rosebank Management District 2
Address	Cnr Fourth and Bolton	Cnr Oxford and Bolton
Area	4340.33	5825.09
Value	0	57695000
Zoning	Business 4, special	Business 4, special
Town Planning Scheme		
Coverage	100%	100%
F.A.R	4.0	4.0
Building line	1.5m from street	1.5m from street
Height Zone	C	C
Rosebank Urban Development Framework		
Height	10-15 storeys	10-15 storeys
Use	high intensity mixed use	high intensity mixed use
Guideline for use	30% Residential	30% Residential
	70% non-residential	70% non-residential
Coverage	50% for Residential	50% for Residential
	70% for Commercial/Offices	70% for Commercial/Offices
Density	100-120du/ha	100-120du/ha

Site Information continued...

The entire block on which the site is located is currently owned by Standard Bank and Redefine Property Income Fund. Plans for the demolished portion of the site by the owners include small, affordable residential units aimed at young professionals, offices, retail and five hundred parking bays. The remaining existing building will be refurbished and updated to include more restaurants.

While the height for this site is specified a 15 storeys, according to the Rosebank Urban Development Framework (RUDF) it is also set to be the site for a landmark building, and therefore it was decided to take the maximum height for the building to the maximum for the area, being 20 storeys.







Photos by author

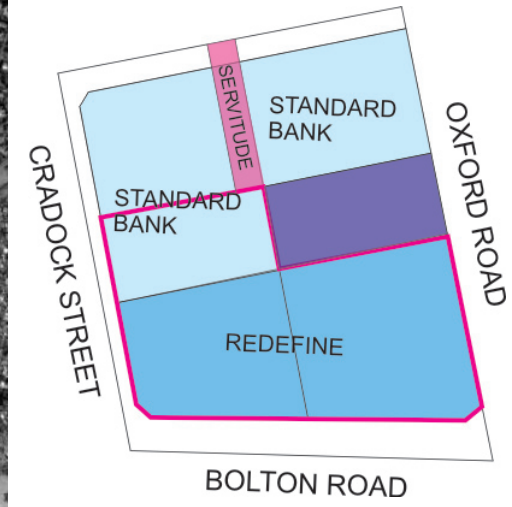


Figure 20: Site ownership diagram

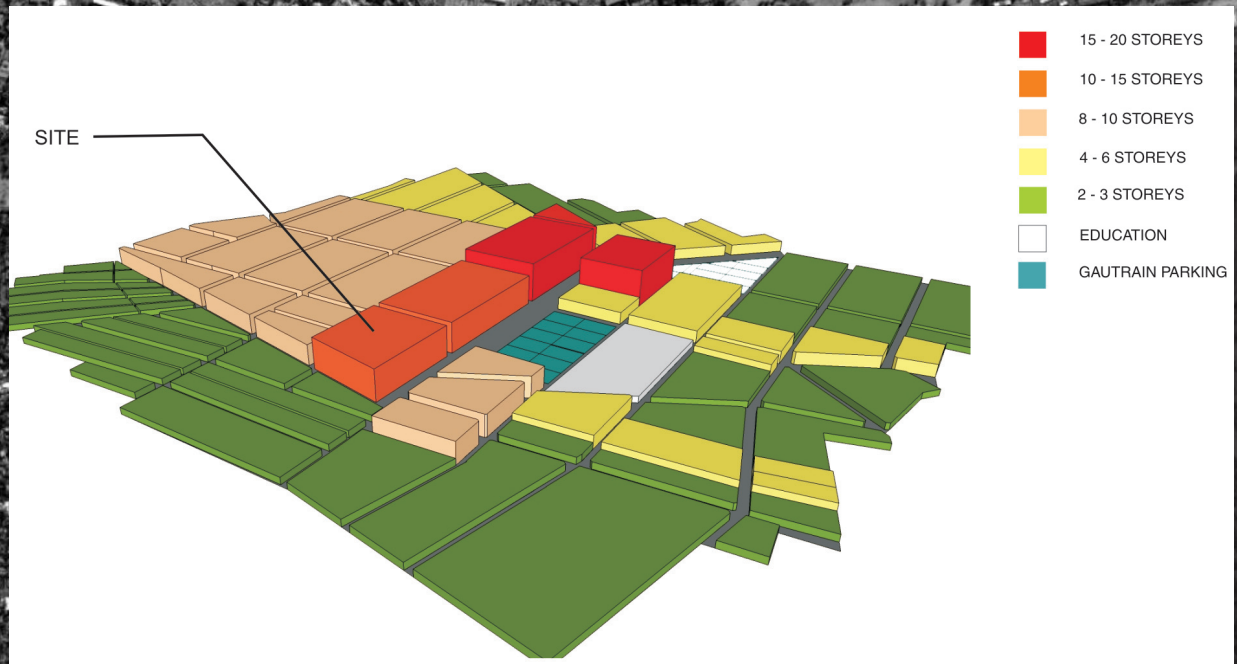
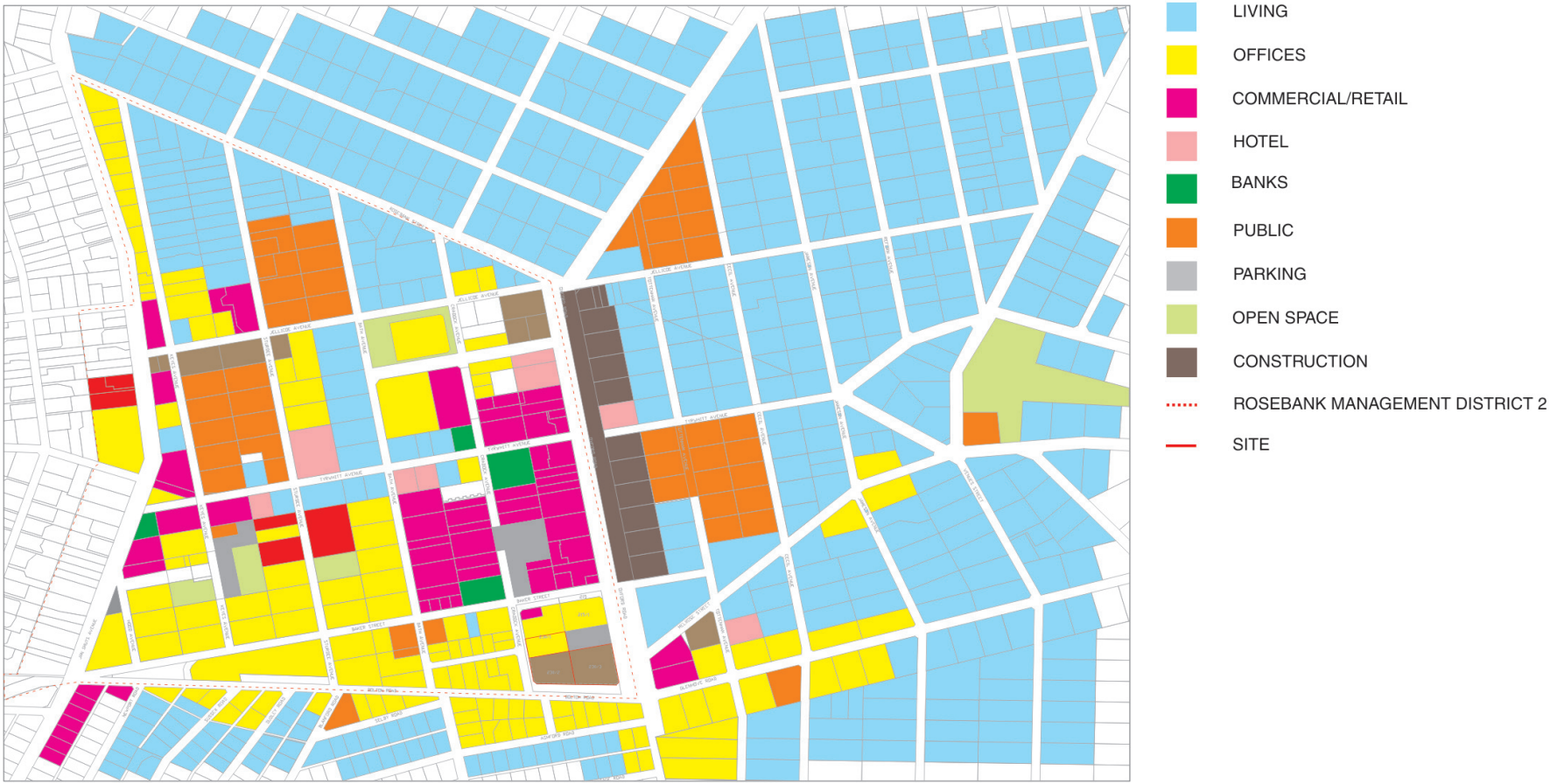


Figure 21: Rosebank Urban Development Framework: Proposed heights and use

PART *6: SITE MAPPING*

Land use mapping

By viewing the land use map of the Rosebank Management District below, one can deduce a specific pattern of land use, whereby the major commercial zones, being the shopping centres form the centre of the Rosebank area. This is then bordered to the south by a zone of offices that buffer the busy Bolton and Glenhove roads. A secondary commercial edge borders Jan Smuts Avenue to the west of the management district. The CBD is then surrounded on all sides by residences. Very Little residential space has infiltrated the CBD, and this only on its northern edge. Schools are dotted around the CBD forming an inner circle to the residential areas. It can be noted that very little green or open space exists in the entire Rosebank area and no sports or exercise facilities exist other than the schools. A public gym may be a necessary component of the proposed intervention.



ROSEBANK LAND USE

Discussion of commercial land use mapping

With the shopping centres as the largest component of the management district, it is clear that the design intervention proposed for the site should engage with these commercial zones, but not replicate them.

The general positioning of office use within the area illustrates that the chosen site is in an ideal position to contain an office component within its programme. It should however attempt not to reinforce the barrier nature of the current land use layout. The majority of offices currently located in

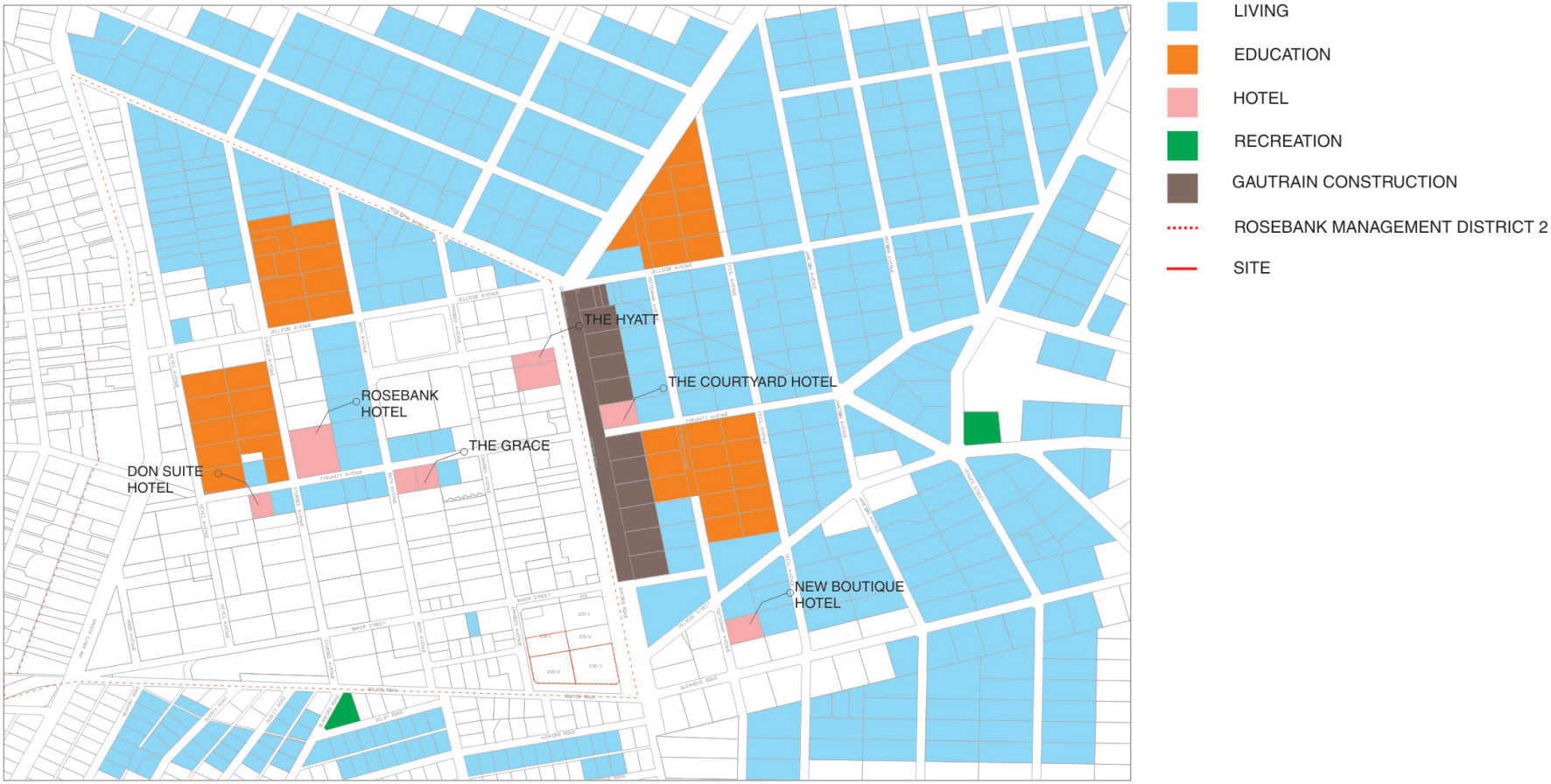
Rosebank are permanent facilities. To further diversify the use of office space in the area, temporary plug-in office facilities could be located within the proposed intervention. A variety of working environments should be catered for within the intervention to maximise diversity.



ROSEBANK LAND USE: COMMERCE

Discussion of residential land use mapping

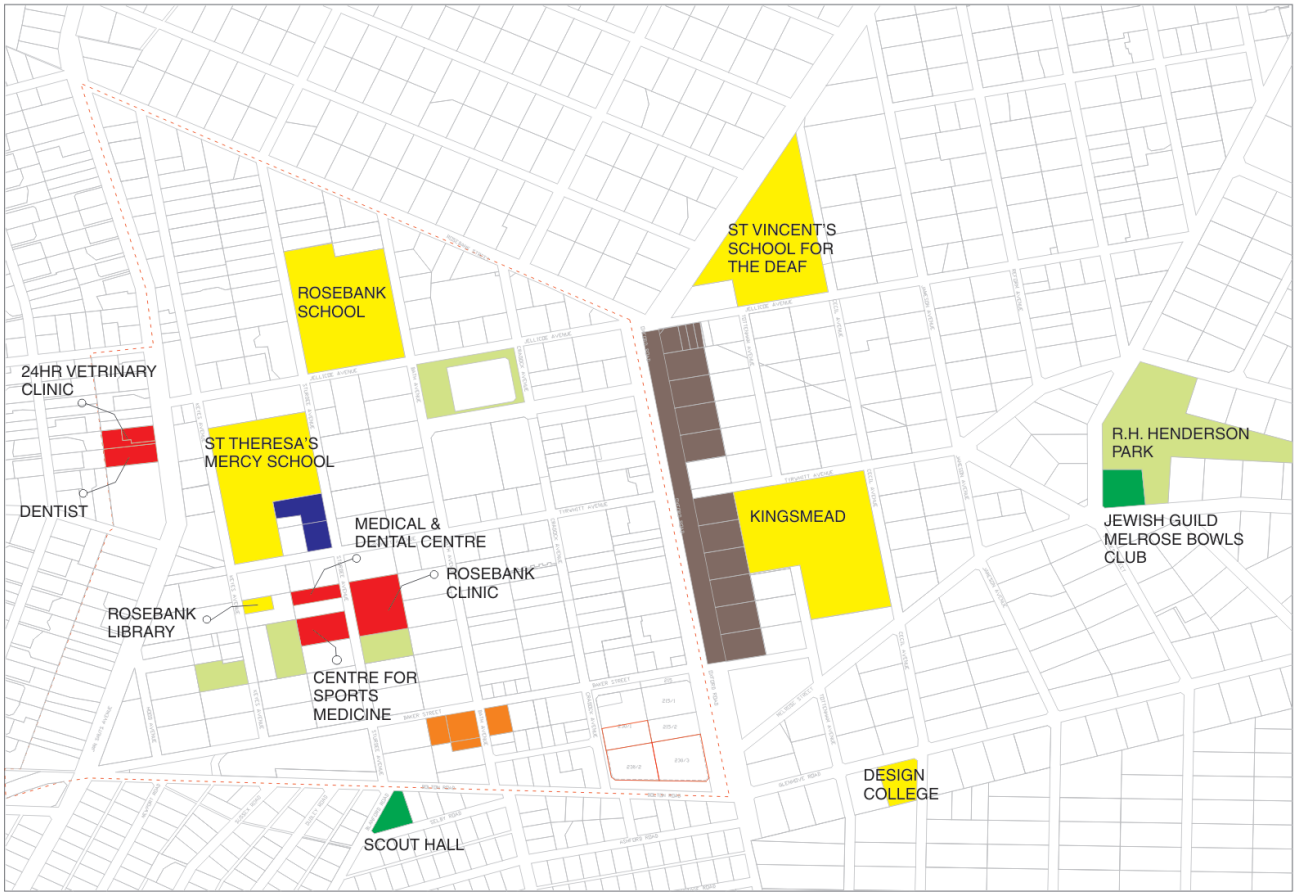
From the map below, it can be deduced that in order for Rosebank to be revitalised and to operate as a 24 hour activity zone, it would be necessary to draw residential usage into the heart of the CBD. This would increase surveillance thereby reducing criminal activity and assist in creating a sustainable city node. The programme of the design intervention should therefore contain a large residential component. There is a high number of schools in the area. Discussions with teachers revealed that some are without access to amenities, such as internet access and squash courts. It would therefore be advisable that the programme of the design intervention in some way provide public facilities that could be utilised by the schools. By locating such amenities closer to the schools, students would be forced to travel less for teachers and students alike.



ROSEBANK LAND USE: RESIDENTIAL

Discussion of mapping of social facilities

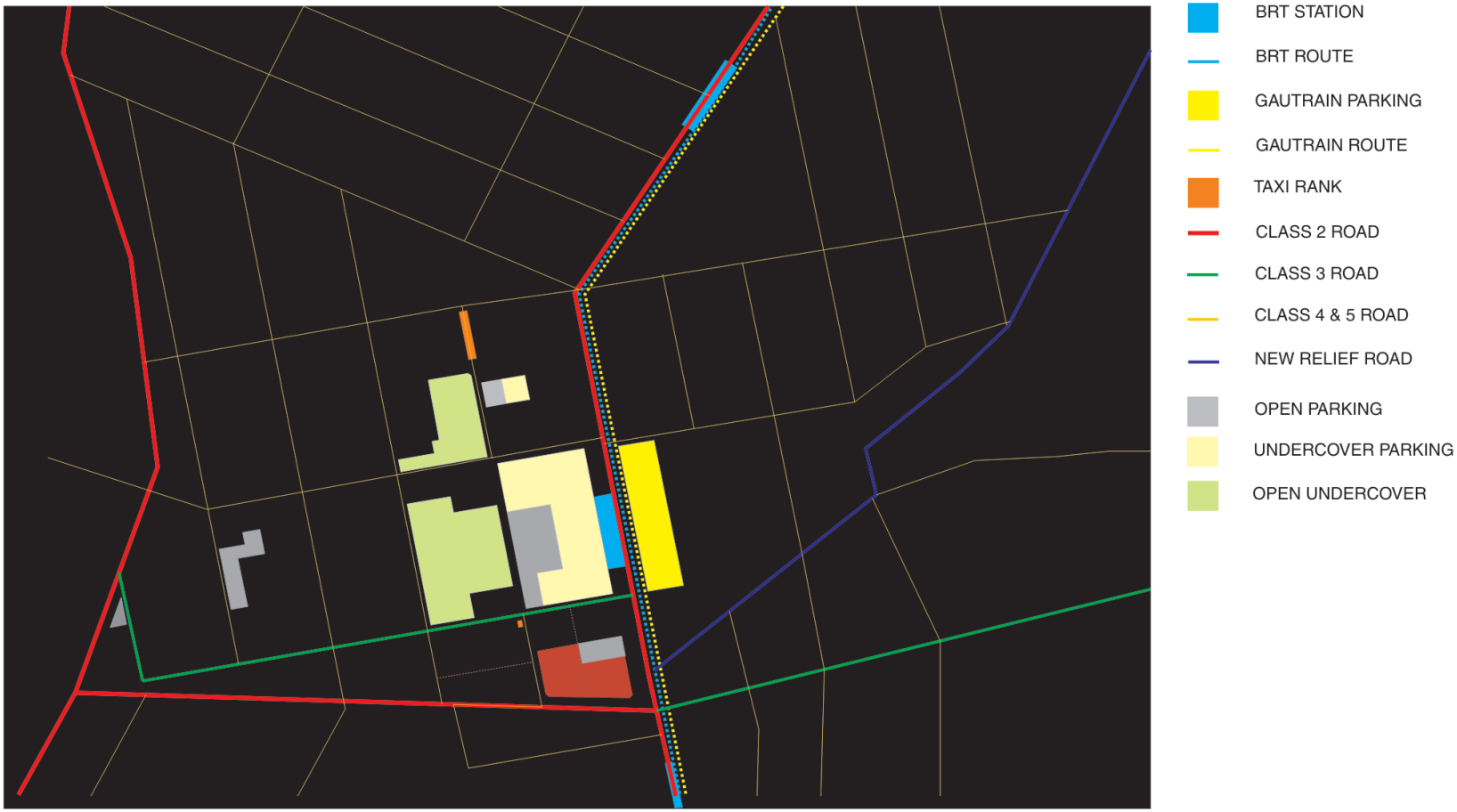
The Rosebank Urban Development Framework has identified that the majority of Rosebank's social facilities are in dire need of upgrading. Particular mention is made of the Library, police station, fire station, and post office. Taking into account that this design project will be aiming to respond to the future requirements, as well as current, it is unlikely that a post office will be in great demand in the future, due to the advance of the internet and email. Due to the previously discussed need to respond to the requirements of the school, the library was chosen as the civic function to be included in the new hybrid design intervention, as it would provide the schools with more learning facilities. Simultaneously, by locating a library programme with other convenience facilities, the library could once again be brought into the spotlight, thereby revitalising a dying city function of great value..



ROSEBANK LAND USE: SOCIAL FACILITIES

Discussion of transport mapping

The site is ideally located at the intersection of two major roads, giving it high visibility. According to the Rosebank Urban development Framework, this makes the site ideal for the placement of a landmark building. In addition to this, the accessibility of the site for surrounding residential areas, makes it perfect for convenience shopping. The site is located less than a block away from the new Gautrain and BRT stations, giving it a direct link to Johannesburg's international airport, Johannesburg CBD, Sandton CBD and Pretoria. This places the site in an ideal location for the placement of both residences and offices of business people, as well as a hotel that could accommodate business people and tourists alike and take full advantage of the nearby transport facilities.



ROSEBANK LAND USE: TRANSPORT

Discussion of figure ground mapping

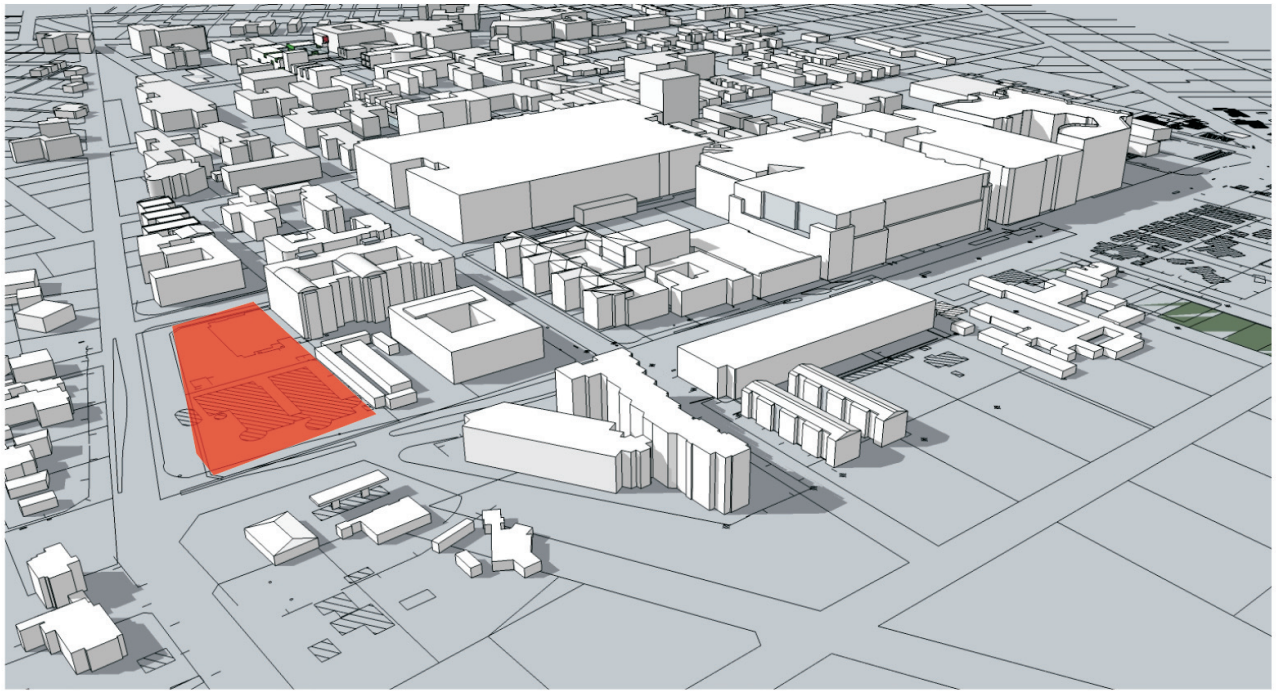
This illustration of the rosebank figure ground illustrates the majority of the Rosebank Management district as medium-grain built fabric surrounded by a fine-grain residential fabric. The internal barrier of Oxford road, however creates a dense and almost solid border of built form. This creates not only a visual, but also a physical barrier to pedestrian and vehicular movement. This urban fabric opens to the biggest open space in the district, being an open parking lot. This illustrates the manner in which the area is dominated by vehicular movement. Very little has yet been done to promote pedestrian movement within this highly congested urban area. The promotion of walking and cycling is key to the development of the Rosebank Management District as a sustainable development node. Perhaps the promotion of cycling could be facilitated by a bicycle rental facility within the hybrid intervention.



ROSEBANK FIGURE GROUND

Building heights

While designing it is usually integral in the design process to take into account the heights of the surrounding buildings as references. However, in the case of an area, such as Rosebank, where a new urban development framework has been defined, one has to take into account the future as well as current urban contexts. Therefore, while the figure ground of the existing context was used to generate the form of the building, the existing heights were not, and rather, the building responds to future context that does not yet exist. As previously discussed, this building is intended by the RUDF to be a landmark building and therefore breaks from its defined height of 15 storeys and increases to 20 storeys at the southeast corner of the site, adjacent to the major intersection of Bolton and oxford road. The building then steps down to thirteen storeys as it moves away from this intersection.



ROSEBANK EXISTING BUILDING HEIGHTS



PART *7: PROGRAMME*

Framework of programme attributes

As with regard to site, a framework of programme attributes was developed from the understanding of hybrid buildings acquired through theoretical research and research undertaken regarding the programme requirements for successful commercial and civic spaces. This framework can be seen in the table shown below.

The choice of programme was perhaps a more complicated and incalculable discussion than that of the site. This is partially due to the fact that there is almost an unlimited variety of programme types that exist for consideration within a hybrid building. Also, the majority of the programme attributes developed below are intangible and therefore do not necessarily assist in narrowing down the search for programme. It was therefore necessary to determine a set of objectives for the programme of this particular intervention which further defines this set of attributes. A list of these objectives can be seen on the following page.

	HYBRID	COMMERCIAL	CIVIC
ACCESS	Meeting of public and private	Private	Public
SOCIAL INTERACTION	Fused typologies increase personal contact/exchange and link previously segregated communities	Limited to defined target market	Interaction and contact between a range of political and economic classes
FINANCE	Creative impulse with economic confidence	Profitable	Non-profit orientation
PROGRAM AIM	Potential of the mixed uses transfers to weaker activities	Activities with singular goal of financial enrichment	Activities with singular goal of social enrichment
PREDICTABILITY OF ACTIVITIES	Planned and unplanned interdependent activities	Planned	Planned, but permit fresh actions to occur
FUNCTIONING OVER TIME	24hr/day	Everyday convenience use, speciality uses, discretionary uses	Generally daytime use only
ULTIMATE GOAL	Complexity, diversity, variety	Maximum financial and aesthetic gain for minimum cost over the long term	Is not only the designated building/institution but the amenities recognised by everyday users as symbols of public quality of space

Derived from: Fernandez Per and Mozas, 2008; Adjaye, 2006; Lamberti, 2009.

Programme objectives

Programme Aim
The programme goals are those of a fusion of social enrichment and financial gain, whereby the potential of larger activities such as apartments, shops and offices transfer to weaker activities such as civic space.

Predictability
The combination of planned commercial activities with open civic space for performance art will allow fresh unplanned activities to occur, while open public space allows for expression of difference.

Functioning over time
24hr functioning will maximise profitability and increase security.

Access
The meeting of public and private spheres will create a new hybrid program, while the combination of civic and commercial functions will diversify use as well as users.

Social Interaction
The fusion of civic and commercial typologies removes limitations of interaction that is inherent in single programme design. By linking previously segregated activities inter-personal contact is increased.

Finance
A landmark building can act as branding for commercial enterprises. The mix of commercial activities ensures profitability while non-profit social space can be funded by commercial enterprises within the project and give city space back to the community.

Key Determinants:
1. Economic viability
2. Functional expediency
3. Visionary explorations

This list is useful in defining a greater sense of the intention of the proposed intervention. It does not however produce any tangible results.

The process of site mapping did, however generate certain results and clues for basic typologies that can be tested against the programme attributes and objectives and included in this hybrid for Rosebank.

- Office (variety)
- Residential
- Public facilities to be utilised by schools: Internet, squash courts
- Library
- Convenience shopping
- Hotel
- Bicycle rental facility
- Public Gym

This then left the task of determining in what proportion each of these components should be included within the project. A precedent analysis of several existing hybrid projects was then undertaken in the hope that it would produce some clues in this regard.



Figure 22: Bicycles for Hire
Source: Unknown



Figure 23: Indoor Squash Courts, Haverford
Source: Haverford Athletics

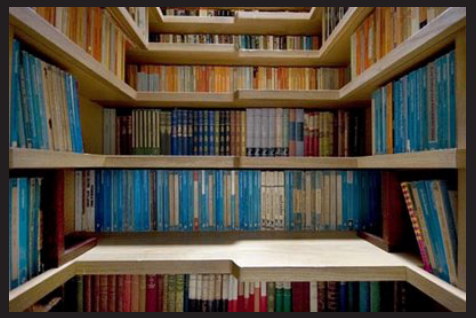


Figure 24: The Amazing Book-staircase
Source: CoolBoom

Hybrid precedent analysis

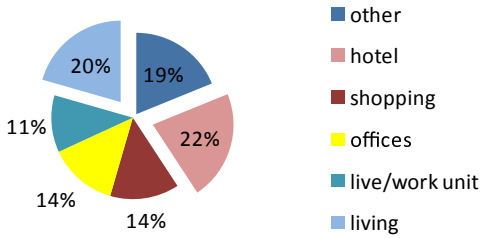
Extensive studies of existing hybrids were undertaken in order to determine common proportional relationships between individual programmatic elements.

Results of precedent analysis

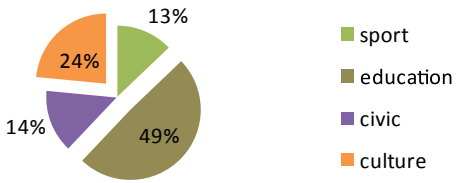
Public vs. Private programme

While the public or civic aspects were chosen to respond to certain need within the area or city within which the project was located, all private programme appeared to attempt to generate 24hr functioning. While there were many commonalities in the programmatic constitution of the projects, little or no consistency exists in the proportionality of these programmatic arrangements. The most common use found in over 90% of the hybrids studied was the hotel. This is possibly due to the hotels ability to provide the building with consistent, balanced foot traffic and therefore revenue stream over a 24hr period. In Low-rise mixed-use buildings, the highest percentage of programme, on average, was given over to education, whereas in high-rise mixed-use buildings, the highest percentage of use was given over to living. This thereby implies that high-rise buildings lend themselves to a higher degree of private functioning, while low rise buildings accommodate public use more easily. As the low-rise mixed-use buildings have larger sites, it would appear that public spaces function better when spread over a greater area. The

Proportional Programmatic Relationships of Low-rise Mixed-use Hybrids



Average Private Programme



Average Public Programme

	Mercado Barcelo	Neuer	Bryghusprojektet	Ehwa Campus	Docks de Paris	Stadium	Toni Areal	Madrid Int	Vanke Centre	New Kuwait	Average
other	12.1		20	33.7					8.3	3	**15.42**
sport	5.6		3	1.6		9.2	7.7	11.7	8.3	8.4	**6.94**
education				17	17.3	8.6	63.4				**26.58**
civic				0.4			5.9	17.5	6.9	8.3	**7.80**
culture	5.2		17	10.6	30.5	8.6		12.7		4.1	**12.67**
hotel		28							9.2	10.5	**15.90**
shopping	24.3	4.7	5	4	52.2	4.3	2.5	0.8	8.3	14	**12.01**
offices	4.3	6.2	30			20.1		0.6	11.5		**12.12**
live/work unit									11.3		**11.30**
living		16.5	15			21.4	13.1		21.8	19.1	**17.82**
car park	48.5	44.6	10	32.7		27.8	7.4	56.7	14.4	32.6	**30.52**

Derived from: Fernandez Per and Mozas, 2008

success of public programme within a hybrid building is therefore determined to a large extent by its accessibility and the extent of the area which it is allowed to cover. The largest private use in both high and low-rise mixed use buildings was living. What can be deduced from this is that a high level of permanent occupation is required to sustain public programme within the hybrid.

Statistics

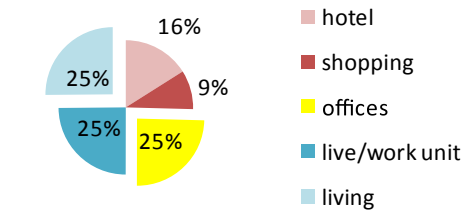
No commonalities were found between site sizes, floor areas, floor area ratios or coverage and funding for the projects was a mixture of solely private, solely public or both public and private, depending on the programme of the project. High-rise mixed-use buildings were more commonly privately funded than that of the low-rise mixed-use projects

Conclusions

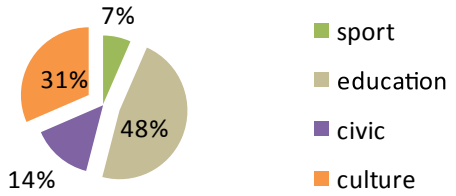
From this study it can be concluded that for the ideal functioning of a hybrid programme, the building use should include a hotel component of 13 to 16%, for 24 hour activation, and a permanent living component of 17 to 21%, to sustain public functions. In terms of the public programme, from the studies it would appear that culture and education are a high priority for cities around the world. This public component is however not something that should not be determined by global trends, but rather according to the requirements of each city or even the specific suburb within which the hybrid project is to be located.

As the proposed design intervention for this thesis is intended to be high-rise mixed-use, and looking at the average F.A.R. for high-rise mixed-use buildings, it is advisable that the F.A.R. for this project be below 10.

Proportional Programmatic Relationships of Low-rise Mixed-use Hybrids



Average Private Programme



Average Public Programme

	Linked Hybrid	Torre Spina	Scala Tower	Bundle Tower	The Edge	Tour de la Chapelle	111 First Street	Campus Centre	Museum Plaza	Torre SyV	Dubai rennaissance	Tour Signal	Average
other							1.5	2		15.8	3		**5.58**
sport	1.2		0.9			1.8	3.9	3					**2.16**
education						16		15.5					**15.75**
civic			2.9			4.4		4		7.9			**4.80**
culture	1.5		33.5			2.6	2.2		10.8		12		**10.43**
hotel	2.3		18.2		9	11.5	17.7	10	16.9	30	16	28.7	**16.03**
shopping	7.2	8.8	16.3	19	11	6.2	7.2	7			3.4	7.8	**9.39**
offices		45.1	12.3		39	9		12	17.6	22.3	26.1	38.7	**24.68**
live/work unit				50			13.3		11.3				**24.87**
living	58.8	12.3	0.9		12	26.5	34.4	40	27.4		14.3	24.8	**25.14**
car park	29	33.8	15	31	29	22	19.8	6.5	27.3	24	25.2		**23.87**

Derived from: Fernandez Per and Mozas, 2008

Accomodation Schedule

In response to the results of the site mapping process, as well as the precedent analysis, a building programme was defined.

This programme includes, as discussed, a hotel, offices, shops, public space including a gym, public internet cafe and courtyard, residential units and civic space, being a library. As the library is slowly becoming obsolete in modern times, it was decided to use the modern version of the library, being the idea store, in its stead. This would include a variety of functions that reactivate the library. It was decided that to increase variety and diversity a variety of living and working environments should be catered for and therefore the building will include permanent offices and residential units, rentable stock, as well as live/work units. As there are shopping centres so close by, it was decided that retail within this project should include fresh produce stores, as there are few in the area. This also counteracts the increasing amount of fast food outlets in the area. To bring interest to the programme and provide retreats for the residents of the building, a health spa will be included with the hotel, yoga spaces with the working units, and a bar and observatory above the residences There is a large stargazing community in the area and the observatory is intended to be a public place above the city lights where people can enjoy the stars.

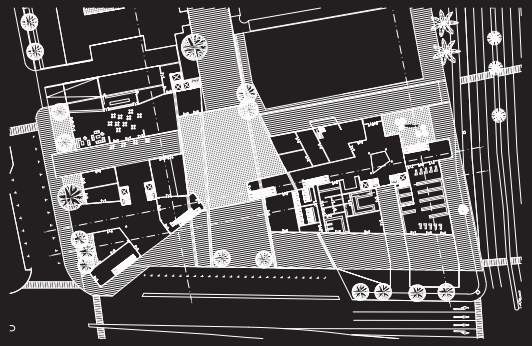
Space	size (m²)	no.	subtotal	total
Apartments				
penthouses	1200	4	4800	
executive	300	11	3300	
family	600	11	6600	
live/w ork unit	500	8	4000	
				18700
hotel				
suites	150	40	6000	
executive rooms	100	32	3200	
lobby	2000	1	2000	
laundry	85	2	170	
Ballroom	2000	1	2000	
				11370
Offices				
office space	1000	15	15000	
reception	15	10	150	
lounge	30	10	300	
kitchen/canteen	15	10	150	
toilets	2	100	200	
store rooms	15	20	300	
				16100

Retail				
Bar	100	1	100	
Spa	1200	1	1200	
restaurant	200	1	200	
coffee shop	50	1	50	
print shop/stationary supplies	100	1	100	
laundry/dry cleaner	50	1	50	
grocery store	200	1	200	
shops	4000	2	8000	
courier	50	1	50	
Dischem	1000	1	1000	
toilets	2	40	80	
				11030
Public/Civic Space				
gym	4000	2	8000	
piazza	2000	1	2000	
pool	1200	1	1200	
Squash Courts	91	2	182	
changerooms	200	2	400	
toilets	2	24	48	
Idea store	2000	1	2000	
Yoga Zone	50	3	150	
store room	25	4	100	
				14080

Building Management				
offices	20	2	40	
store room	15	2	30	
toilets	2	2	4	
technicians office	15	1	15	
maintenance rooms	15	2	30	
plant rooms	25	2	50	
				169
Security				
control room	50	1	50	
access points			0	
toilets	2	1	2	
				52
				54801



Figure: 28 Collage of Programme Images
Sources: Web



PART *8: DESIGN INTERVENTION*

Intervention

This intervention should have a net positive effect on the urban environment, the ecology and the economy. It should contribute to place making with authenticity, while promoting Integration and diversity through mixed-use, open and green space, and connectivity. It should illustrate that identity can be created through architecture, rather than solely through signage, and that commercial buildings can still contain and illustrate significance, symbolism, and complexity.

In order to achieve this, the intervention should focus on activating spaces, enhancing connections, utilising in-between spaces, and opening blockages in city energy by creating vital activity hubs, quality civic space, ease of movement, and by facilitating connections. (Ellin 06: 9) Simultaneously, the architectural intervention should respond to and engage with context and environment at all levels. This architectural response could be in the form of a new building, subjected to globalisation, with historical and pop references, that addresses the shortcomings of modernism and postmodernism and utilises architecture as a form of theoretical and historical layering. It should facilitate continued economic growth through globalisation and capitalism and still allow for the capitalist principles of commercial entities, such as McDonalds, to be present.

Objectives of intervention

The objectives of this intervention are both qualitative and quantitative. Many of the attributes that will be discussed are intangible qualities.

Qualitative

In terms on qualitative objectives, this project attempts to create a magical, poetic space that is interactive, mysterious and attractive to the diverse cosmopolitan people of Johannesburg. This means creating a place in which cultural diversity can thrive; a place that can become a common bond of contact for a variety of people. It shall respond to and interact with context of cultural diversity and foster the expression of difference.

Currently one of the only places in which South Africans meet equally is through sports. Soon this common contact will extend to encompass mass transit, through the initiatives of the Rea Vaya BRT (Bus Rapid Transit System) and the Gautrain.

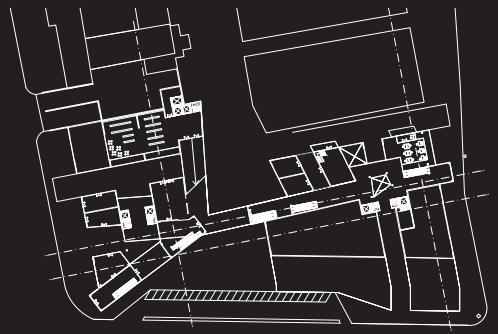
This project will aim to enhance the pedestrian component of existing movement corridors, being Oxford Road, Bolton Road and Cradock Avenue, by creating a node for pedestrian contact and interaction at their intersection.

Quantitative

Qualitative objectives can physically be utilised in the planning of a project. This means designing in such a way that the building interacts with its surroundings by opening rather than isolating itself, and by becoming porous to allow people to interact with and pass through it, while simultaneously activating and interacting with the street edge. It should be porous to movement and activity. By allowing programme to generate form, the building can change the experience of moving on a road from an inconsequential to a memorable one.

The building should at all times strive to bring back connectedness, walkability and a sense of place that was found in cities before their domination by the motor car, and develop an organic sustainable relationship, of interdependent functions, which form a network of new unexpected activities, similar to the overall functioning of the city. (Ellin 06: 18) The project must adhere to the tenets of integral urbanism, which are;

> To counteract the visually unappealing places, diminished sense of place, impoverishment of public space and heightened perception of fear;
> To limit environmental degradation and,
> To catalyse other interventions.



PART *9: FIRST DESIGN RESPONSE*

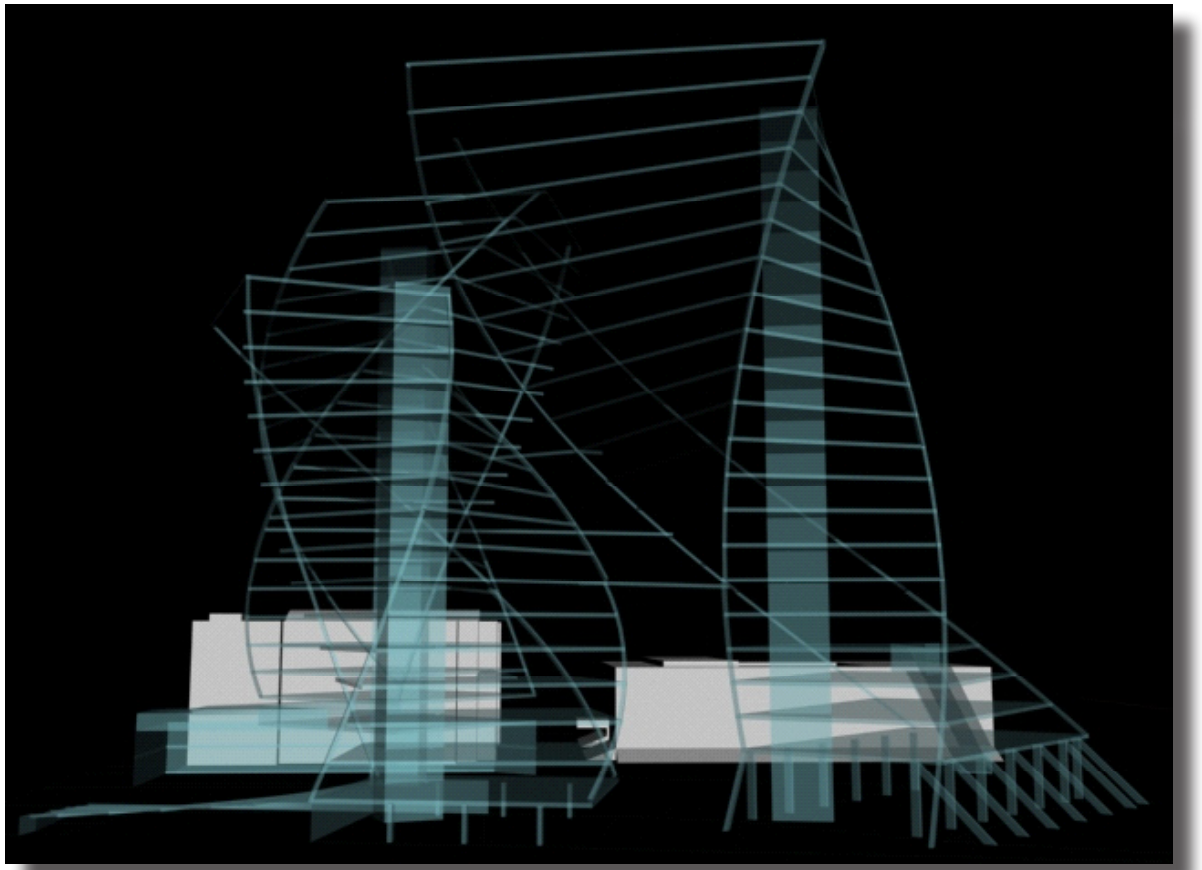
First Design response

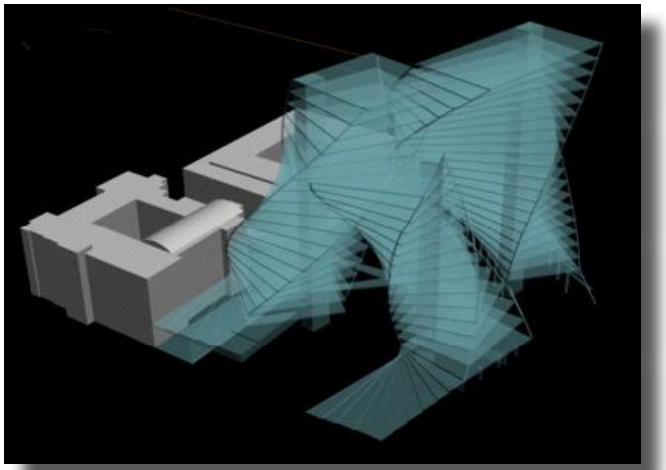
In this initial response, which was later discarded, utilised the meaning of the term hybrid and its origin in the study of genetics as a concept generator. This involved the idea of separate elements being warped to become one single object, which in architecture could apply not only to form but also the combination of unusual programmes which allows for unexpected results. The form of this building developed from the notion of bringing separate elements together to create a common space. The final form was developed through the warping of three towers to become one. This was done as a rather literal representation of the joining of separate programmes, which is in essence, the basis of the hybrid building. This was achieved by rotating three separate towers towards one another, resulting in common floors occurring where the towers join. This form also is designed to represent the DNA helix or hybrid DNA.

The structure of each tower rotates around a central service core with each tower raised off the ground in a different way,



izcsje (opvo) the offspring produced by crossing two individuals of unlike genetic constitution







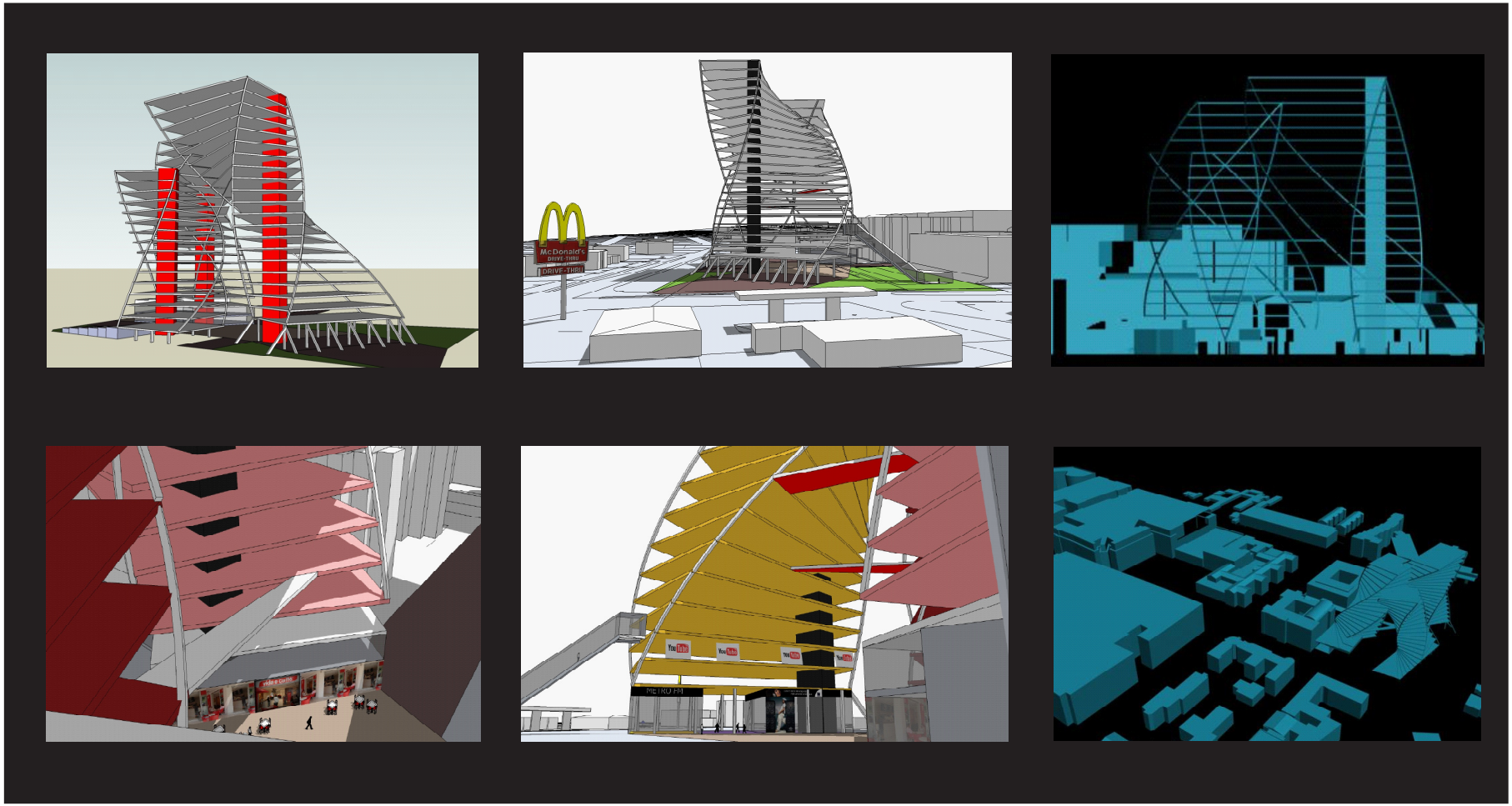


allowing the ground floor to become an open thoroughfare, thereby giving it over to the public, in an attempt to reduce the scale of the pedestrian network of the area. A different function is therefore able to occur at the base of each tower.

The three towers are connected and stabilised by a series of sky bridges, which connect not only floors but also the programme occurring within those floors. The building can be accessed directly at high level, enhancing the accessibility of the public floors. The private component of the programme was chosen in an attempt to imitate the vibe of Rosebank. In relation to the public component of the programme, it was determined that ultimately what makes spaces public or private is the manner in which the public are able to move through it.

Conclusion

This design was discarded as it did not create a new way for the public to move through space, and as an object building it did not respond to the specific context of Rosebank as the project had set out to do. While it did make a statement as a landmark building, it restricted the manner in which various programmes were able to interact due to the dominance and constraints of the form.





PART *10: FINAL DESIGN RESPONSE*

Basis for Design

The intention of this design was to utilise to a greater degree the concepts learned through research regarding ‘What is a Hybrid?’. The starting point for the concept of the design arose firstly from the idea warping pure building type. This made programme a design generator. Secondly, in order to reassess the public nature of space one has to assess how publicness is defined in South Africa. Personally I define public to mean the manner in which people are able to access and move through space. Pedestrian movement therefore became the second design generator.

The goal of the hybrid is to bring together people and activities previously separated by modernism. In South Africa this separation of people and activities was exacerbated by apartheid, and has resulted in huge economic separation. The goal of this hybrid project should therefore be to create a new social and economic binder through architecture that responds to these issues.

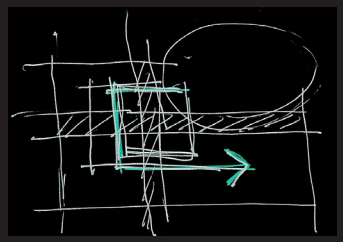
In South Africa, Apartheid has morphed into public and private separation whereby public pedestrian movement is limited to pavements along movement routes designated for vehicles. Pedestrians, or should I say, the public are therefore considered secondary. The intention of this design therefore became primarily to create a new way for people to move through privatised space, thereby extending the public realm beyond vehicular movement corridors and taking advantage of the new public transport initiatives. In doing so an urban gateway for Rosebank could be created that could act as a catalysing gesture to begin the transfer to the new development proposed by the Rosebank Urban Development Framework, while the new Gautrain stations act as doors to the city. This new way of designing with networks provides an alternative to nodal thinking, whereby suburbs surround mall and pavements are the only public space. By making use of networks in this way, the city can be brought into Rosebank and Rosebank is allowed to melt outwards into the city rather than be contained within its borders by barrier development.

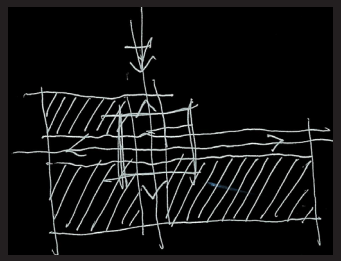
The final design response attempts to maintain the basic concept of the initial design, but apply it in a manner more appropriate to the urban character of Rosebank. A primary concept of this design is that the manner in which the programme fits together be evident in the overall form of the building i.e. a graft hybrid. Many ideas remained from the initial concept, such as the idea of having separate towers which come together to form common public levels; bridges connecting other important activity areas; and rapid and direct access to public floors.

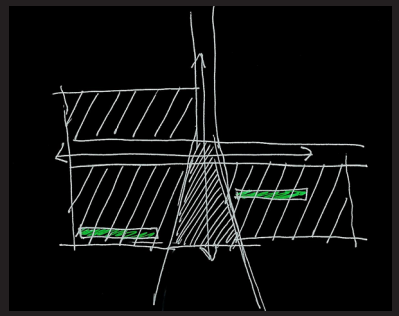
Generating form

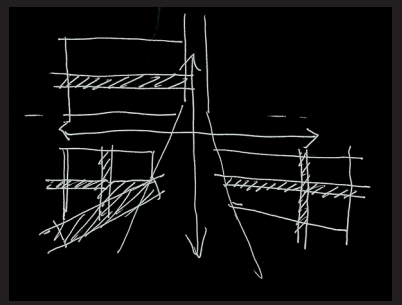
Mapping of the figure ground illustrated a barrier has been created by the urban fabric on the southern edge of Bolton road. The hybrid should therefore attempt to begin break down this barrier and allow for porosity of movement. The size of the city blocks within the urban grid compounds this barrier effect by creating a large scale movement network that is in fact more suited vehicles than pedestrians. In order to create a pedestrian-friendly environment and make Rosebank accessible to pedestrians, the scale of the pedestrian network needs to be reduced.





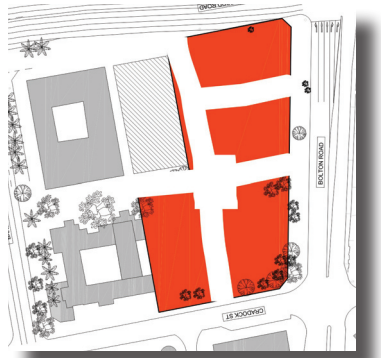




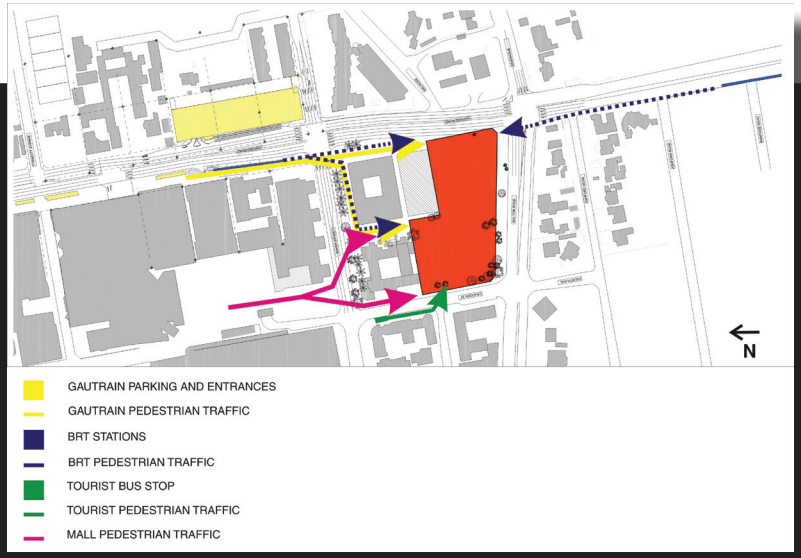


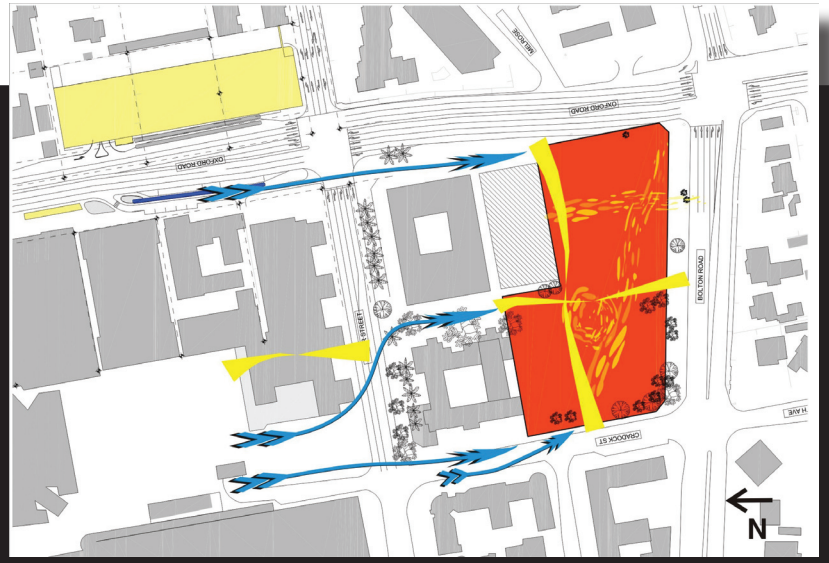
As movement proved to be such key aspect to the aims of the hybrid project, it was necessary to assess the pedestrian movement routes to the site. Movement routes deemed to be important were the route from the malls; from the exit to the Gautrain station and the BRT on the west side of Oxford Road and, to a lesser extent, from the tourist bus stop on the west side of Cradock north end of Cradock Avenue. The servitude between the two neighbouring buildings was utilised as part of the definition of these routes, as it would make a natural extension to the pedestrian network if allowed to be utilised as a shortcut by people moving through area.

To facilitate this intended porosity and reduction of the pedestrian network, these movement routes need to be allowed to extend across the site. This would in turn change the way that people are able to move through and access private space. Ultimately the public realm is then extended beyond the pavement and into the private realm. To enhance the walkability of the area, the movement routes discussed were allowed to mould the definition of the site and the massing of the building



Pedestrian routes define massing



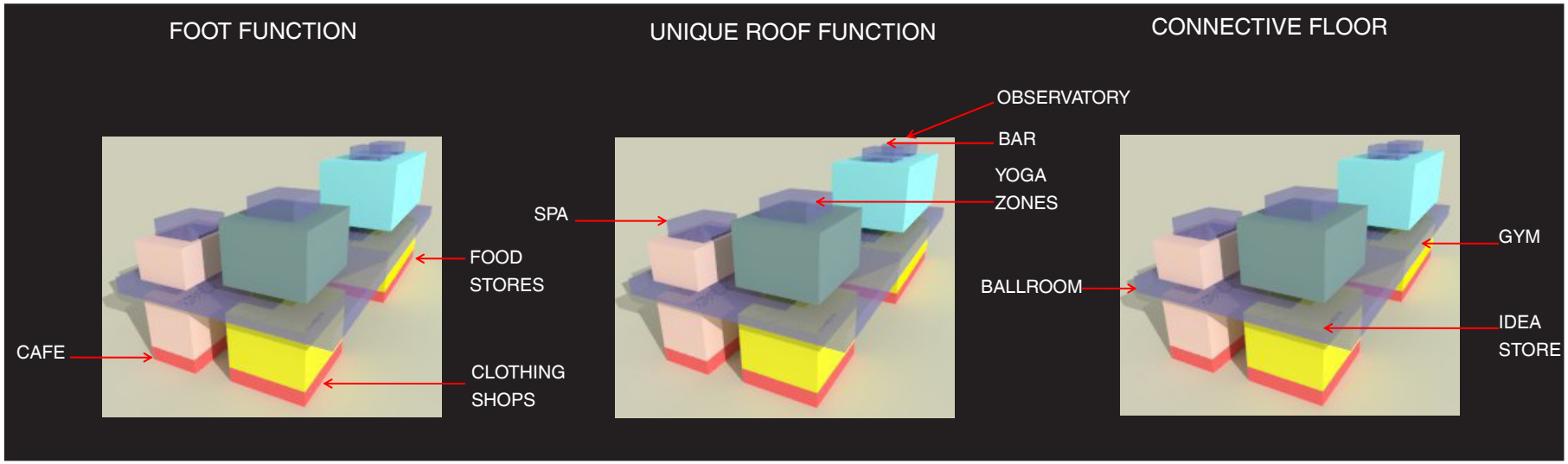


Programme to form

Each of the major programme components were then taken and applied to a portion of the newly massed form, these being the hotel, offices and apartments. As the site is located at a traffic heavy intersection, it was decided that the apartments and hotel be located at higher levels, as far away from the traffic noise as possible. While these programmes would maintain the 24hour functioning aspect of the building, they would not generate the kind of activity necessary to sustain a commercial programme, nor would they move the public through the private realm on more than just the ground floor. Each tower block was therefore given a foot, to attract and generate pedestrian traffic, and a unique roof function to draw people upwards through the building. This activates the building vertically as well as horizontally, drawing people upwards through the private realm.

Public functions within mixed use buildings are generally located on the ground floor to be easily accessible. In this case however, to further this inversion of the public and private realms the major public components, being the gym and library were pulled upwards to the centre of the building to act as a connective level which links all of the towers. The public realm now operates at 3 levels vertically throughout the building.

This type of hybrid whereby programme is expressed in form is referred to as a graft hybrid. (Fernandez Per and Mozas, 2008: 21)



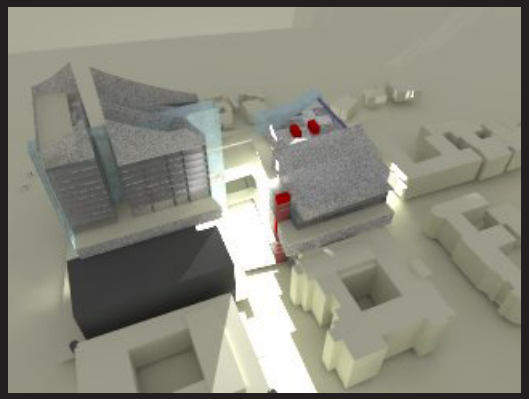
Arrival

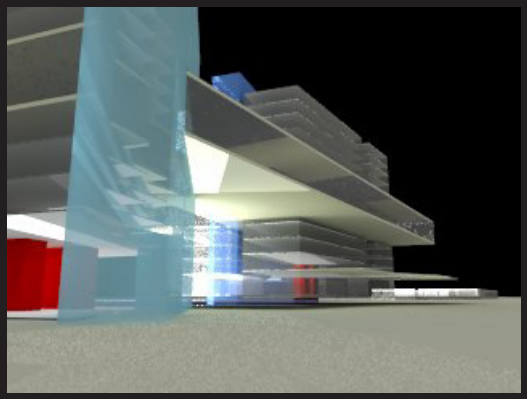
Due to the networked and fragmented design of the building, it has many arrival points. To limit confusion a central arrival point has been made, where the various circulation routes meet at ground level, by the creation of an open space as a centrifugal point around which the towers are located. This open space will operate as a piazza for public functions, as well as a thoroughfare for public use, and it is towards this piazza that all circulation is directed. The square is further warped towards the major circulation of the towers, making them that much more visible. In most cases, pedestrian traffic from the mall, the Gautrain and the Rea Vaya BRT, will utilise the existing servitude between the two neighbouring buildings to access the site. This, as well as the pedestrian traffic from the surrounding residential areas is directed to arrive within the central piazza, before moving into the individual towers.

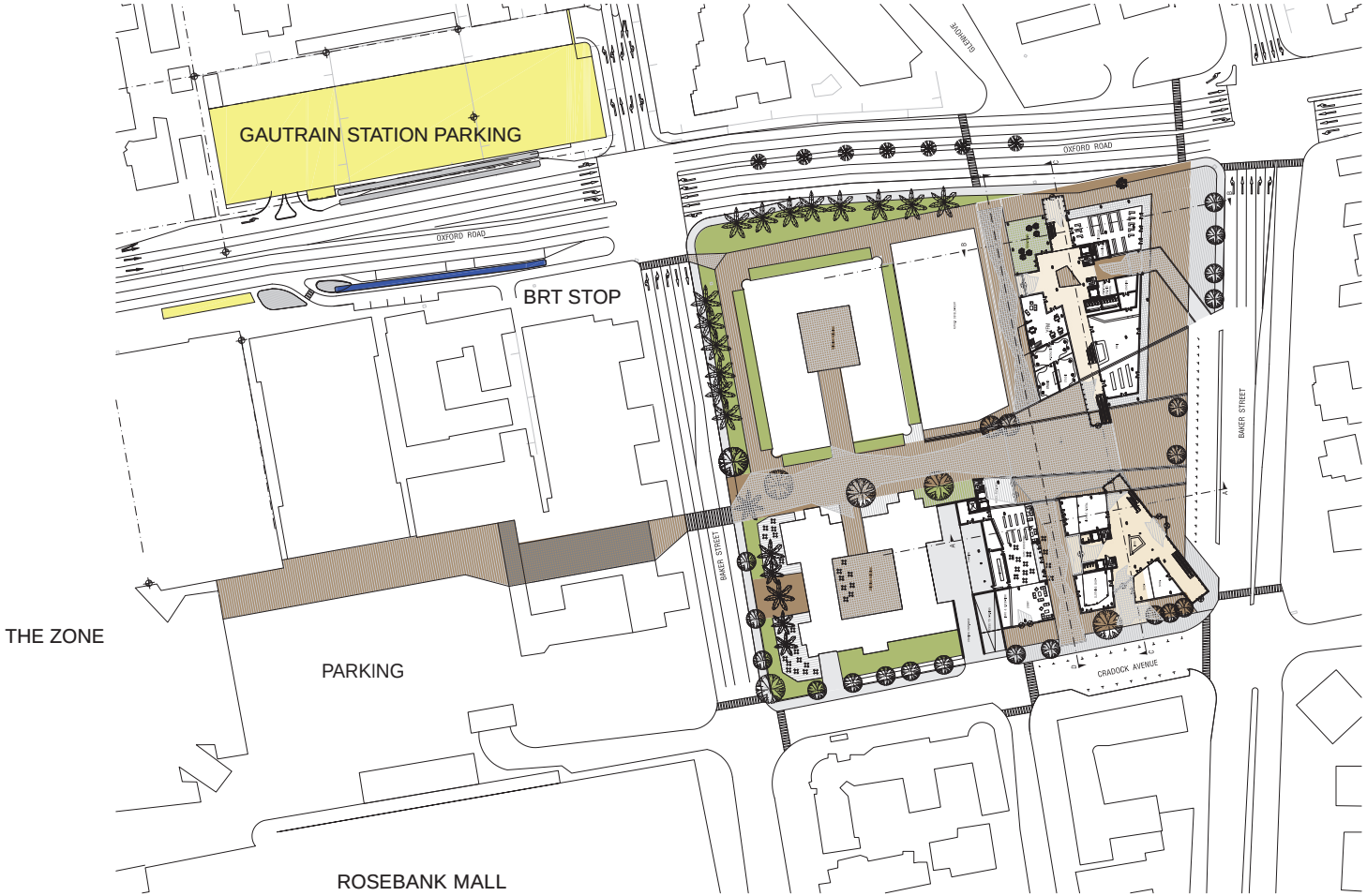
Urban Context

The site links to its surrounding urban context via a series of pathways. These pathways connect all open space within the block, including the courtyards of adjacent buildings, making it accessible to pedestrians. The primary walking route runs through the servitude between the two adjacent buildings and connects from there to Rosebank Mall and the Zone, as well as the Gautrain and BRT stations.



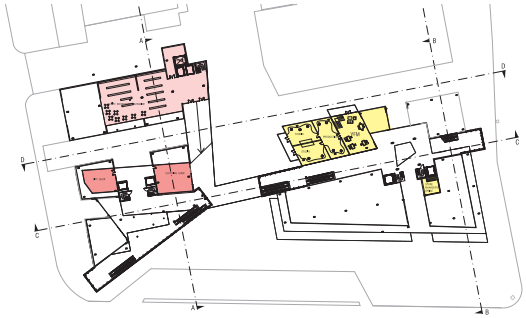




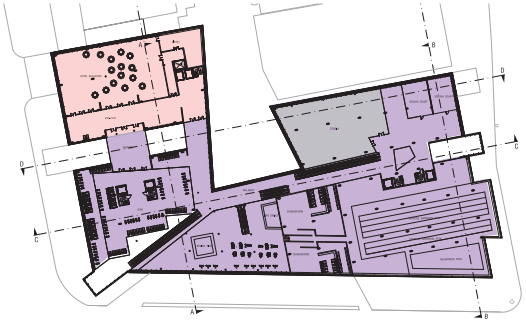


SITE CONTEXT PLAN
1:2500

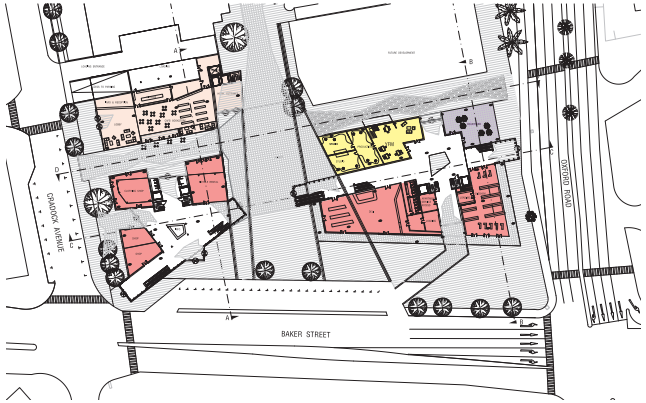
- Live/work units
- Residential
- Public
- Offices
- Shopping
- Hotel
- Parking



1ST MEZZANINE



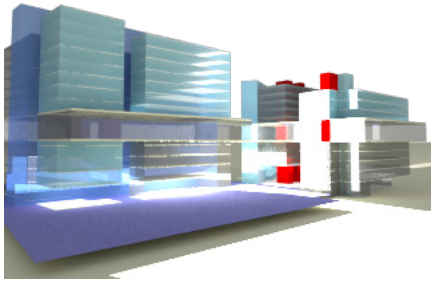
5 CONNECTIVE FLOOR

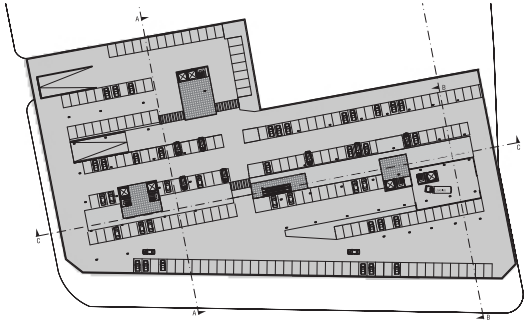


GROUND FLOOR

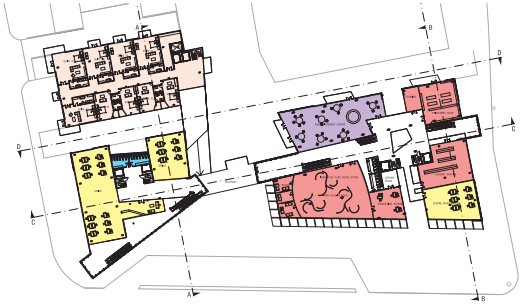


2ND FLOOR





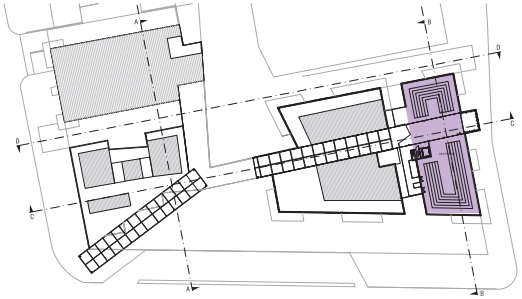
BASEMENT PARKING
1:3000



FIRST FLOOR



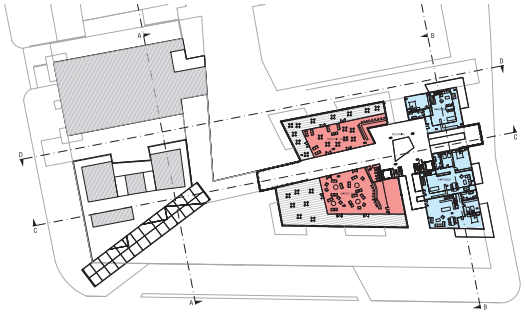
10TH FLOOR



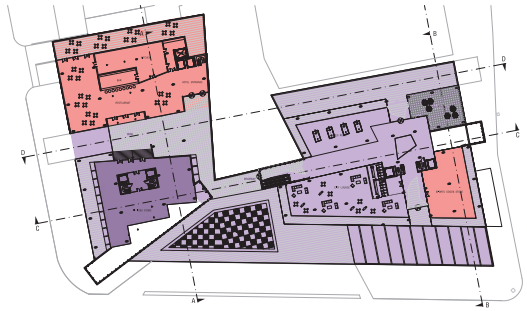
14TH FLOOR



7TH FLOOR



12TH FLOOR

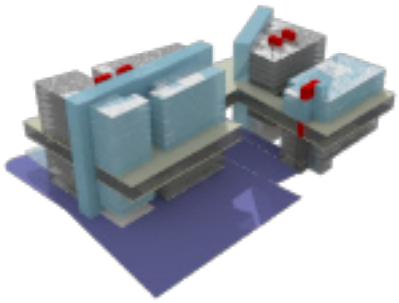


6 DECK LEVEL
1:3000



11TH FLOOR

- Live/work units
- Residential
- Public
- Offices
- Shopping
- Hotel
- Parking



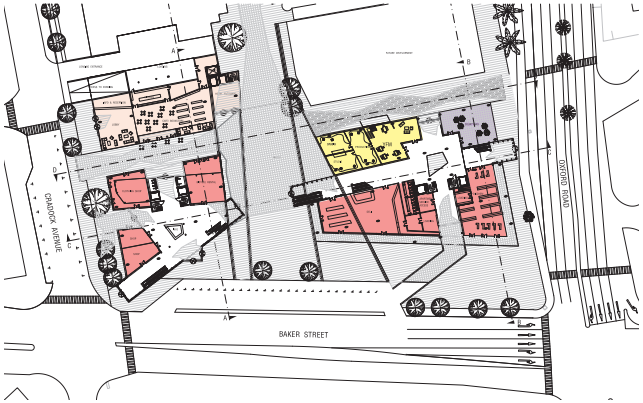
Ground Floor

The entire ground floor is porous to public access from all directions and as previously discussed forms three towers which surround a central public piazza. The towers are named according to their directional placement relative to one another on the site.

The North Tower is the hotel tower. At the base of this tower is the hotel's lobby as well as general information inquiry. The lobby is interconnected with a cafe/bookstore. For security reasons the hotel tower is not porous like the other two. At the base of the West Tower are clothing shops as well as a bicycle rental facility. An attempt has been made to keep the base of this tower as porous as possible so as not to inhibit the flow of pedestrian movement. The base of the East Tower contains a shops dedicated to the sale of fresh produce, as well as a Dischem which acts as an anchor tenant and draws high volumes of foot traffic. North of these stores are the YFM studios and offices. These are glazed, allowing interaction between the public and the DJs. There is also a public courtyard which gives city goers a brief respite from traffic and noise.

Servicing

The building is serviced by trucks from the loading zone north of the hotel or North Tower. The hotel has a service lift adjacent to this loading zone. A small parking lot and drop and go zone to the south of the building on Bolton road is utilised for loading of the East and West Tower, as well as convenient parking for Dischem and the food shops on the ground floor of the East Tower. There are three basement parking levels. Small trucks are able to access the first basement for loading from beneath all towers.



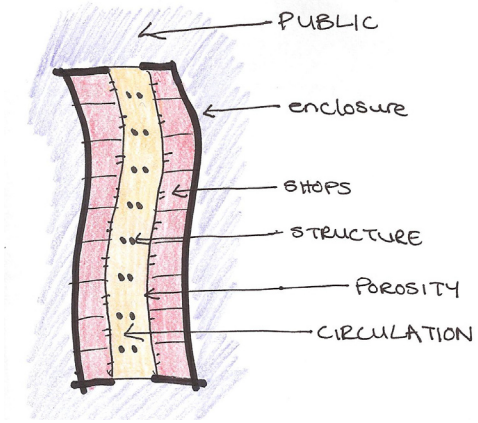


DIAGRAM OF TYPICAL MALL LAYOUT

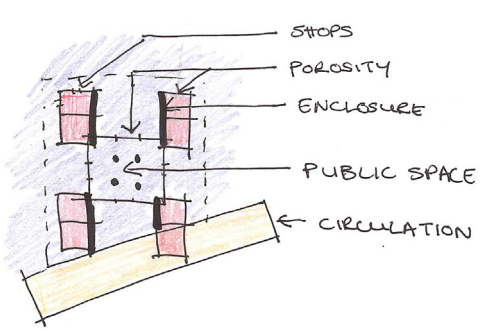
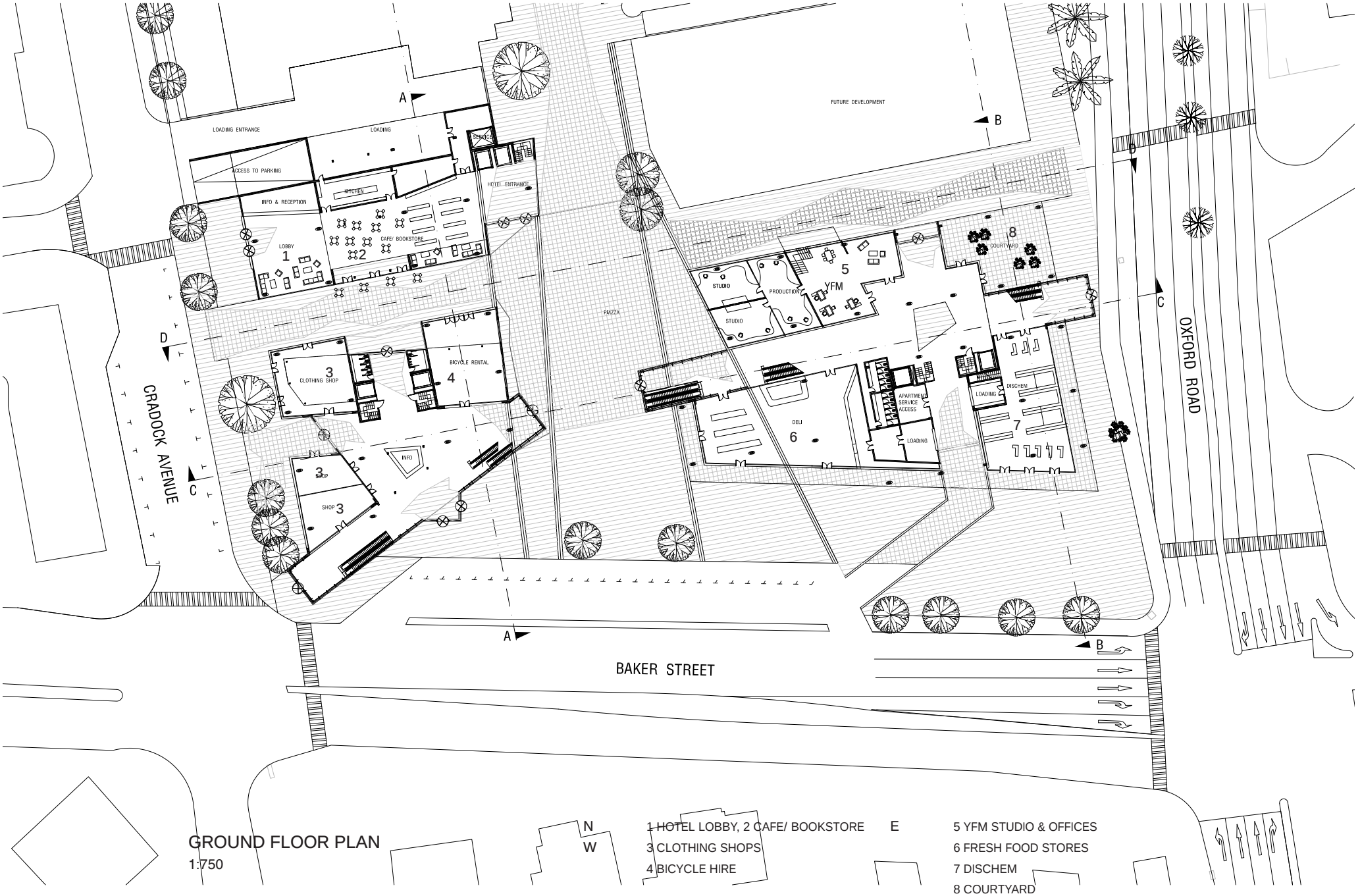


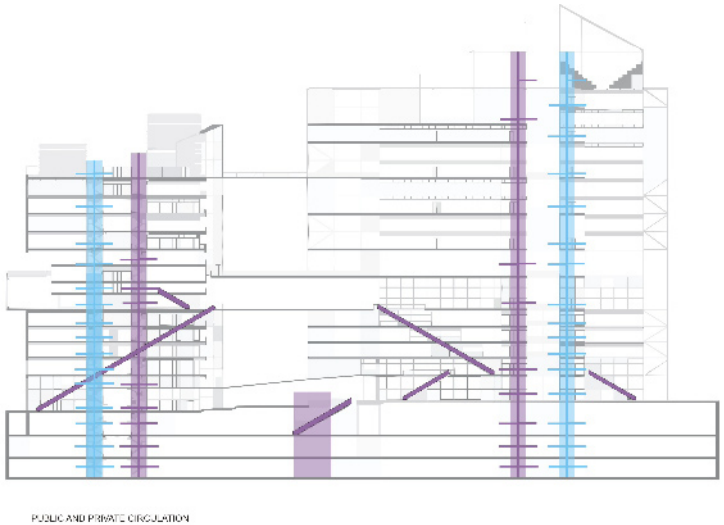
DIAGRAM OF WEST TOWER SHOP LAYOUT



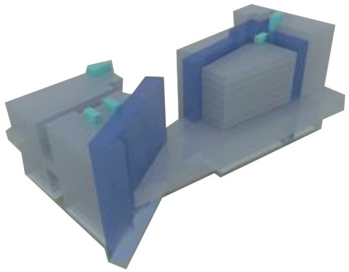
GROUND FLOOR PLAN
1:750

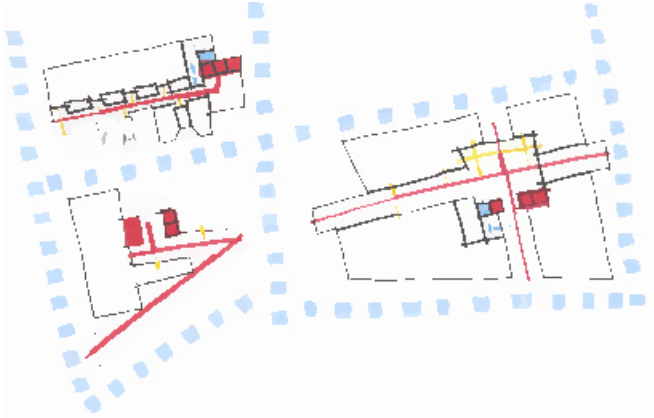
N
W
E

1 HOTEL LOBBY, 2 CAFE/ BOOKSTORE
3 CLOTHING SHOPS
4 BICYCLE HIRE
5 YFM STUDIO & OFFICES
6 FRESH FOOD STORES
7 DISCHEM
8 COURTYARD



PUBLIC AND PRIVATE CIRCULATION



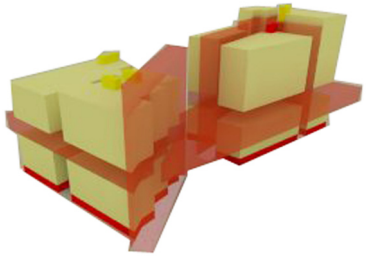


CIRCULATION ROUTES

Circulation

The major horizontal circulation for the building happens along the length of the site, while vertical circulation cores are offset from the centres of the various towers and adjacent to major circulation pathways. Varying speeds of circulatory access have been provided for in building. Public spaces can be accessed directly by escalators. This provides a direct and efficient form of circulation, maintaining convenience and efficiency despite the fact that people now have to travel high into the building to reach public space. Glass boxes, the height and length of the towers denote the position of the main circulation.

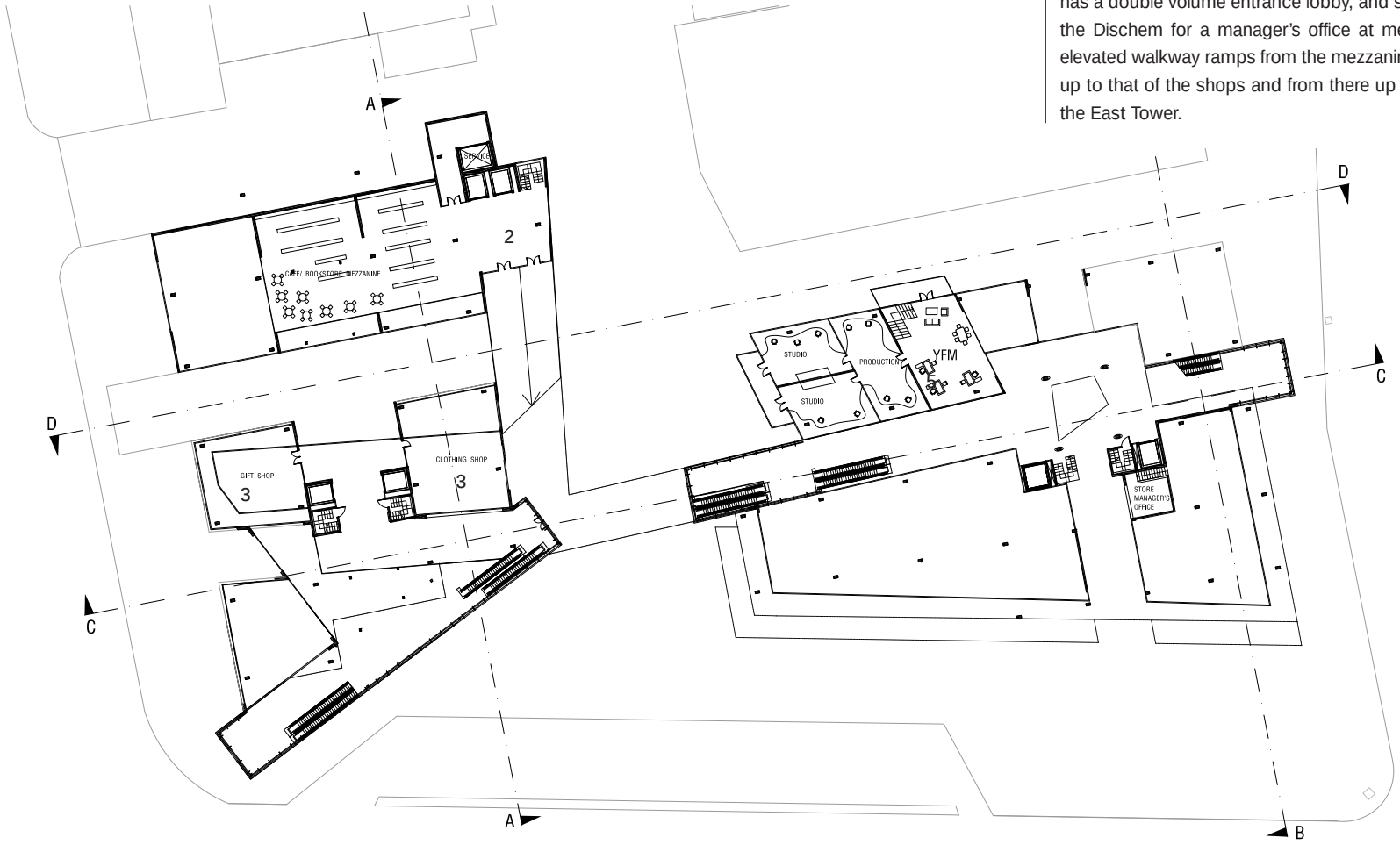
One escalator travels directly from the ground floor to the main connective floor and is visible from Bolton road on the south side of the building. This gives passers by a clear impression of the structure of the building, as well as how the programme functions and how it can be accessed.





PUBLIC VS. PRIVATE SPACE

The cafe, clothing shops and YFM studios all have a mezzanine level. This raises public activity off the ground floor from within these buildings. This also means that the hotel has a double volume entrance lobby, and space exists within the Dischem for a manager's office at mezzanine level. An elevated walkway ramps from the mezzanine level of the cafe up to that of the shops and from there up to the first floor of the East Tower.



1ST MEZZANINE PLAN

1:750

N 2 CAFE/BOOKSTORE
W 3 SHOPS
E 5 YFM STUDIOS & OFFICES

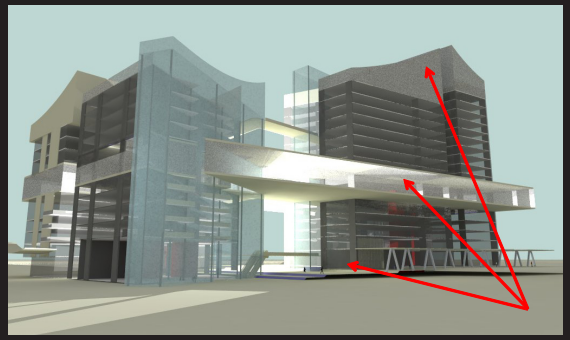
Visibility, materiality, legibility

With a complex building of this nature, it is necessary that the building be clear and legible to users at all levels. To this end, materiality has been utilised to lend a sense of clarity to the programme inside and out. Due to its mix of functions, the hybrid is a large building which is suited to concrete frame construction. Materials used should enhance the design intentions of increased pedestrianisation, and porosity of the built fabric. To allow for legibility within the hybrid building, the location of public activities should to be highlighted. To this end, while the majority of the building is a simple concrete structure with glass curtain walls, the primary public connective floor is emphasized by perforated metal cladding, giving the spaces within a sense of transparency both literally and figuratively. In place of standard concrete within this floor Litracon will be used. This is a new translucent material which combines the strength of concrete with the translucency of glass. The material is a combination of optical fibres and fine concrete. This light transmitting concrete has a wide range of applications and is produced as prefabricated building blocks and panels. The glass fibres are small enough so as to blend into the concrete as a component of the material, the equivalent of small pieces of aggregate. The use of this material highlights the different functions of this floor from within.

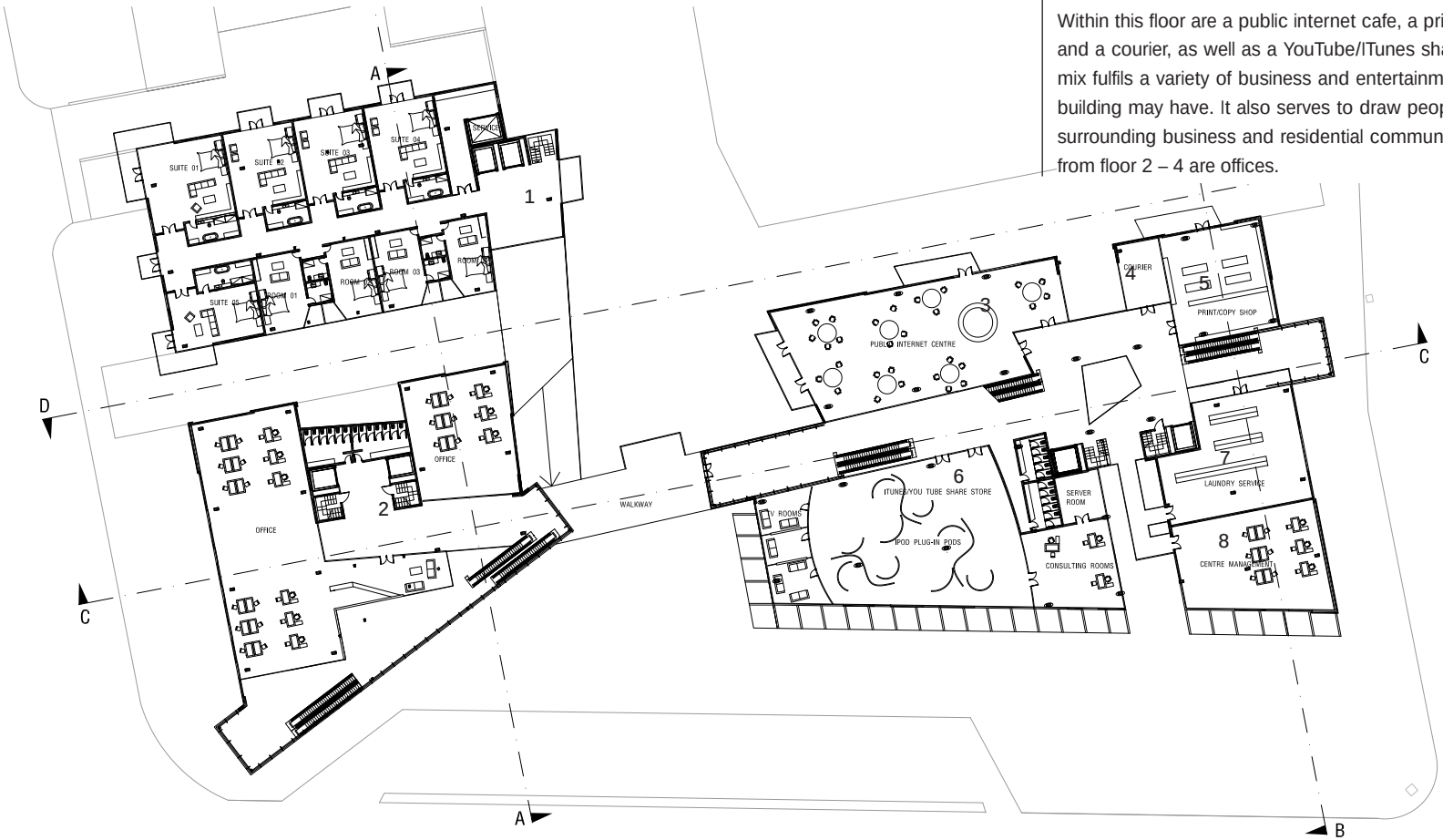
The glass fibres lead light by points between the two sides of the blocks leading to a sharp display of shadows on the opposing side of the wall. The wall can also look like normal concrete depending on the direction of light transfer. This play of shadows within this public floor once again emphasizes the importance of the pedestrian within this project.







Hotel rooms occupy floor 1 – 4 of the North Tower. Similarly offices fill floor 1 – 4 of the West Tower. The First Floor of the East Tower however forms a small business hub which serves the offices as well as the surrounding community. Within this floor are a public internet cafe, a print/copy shop, and a courier, as well as a YouTube/ITunes share store. This mix fulfils a variety of business and entertainment needs the building may have. It also serves to draw people in from the surrounding business and residential community. Above this from floor 2 – 4 are offices.



1ST FLOOR PLAN

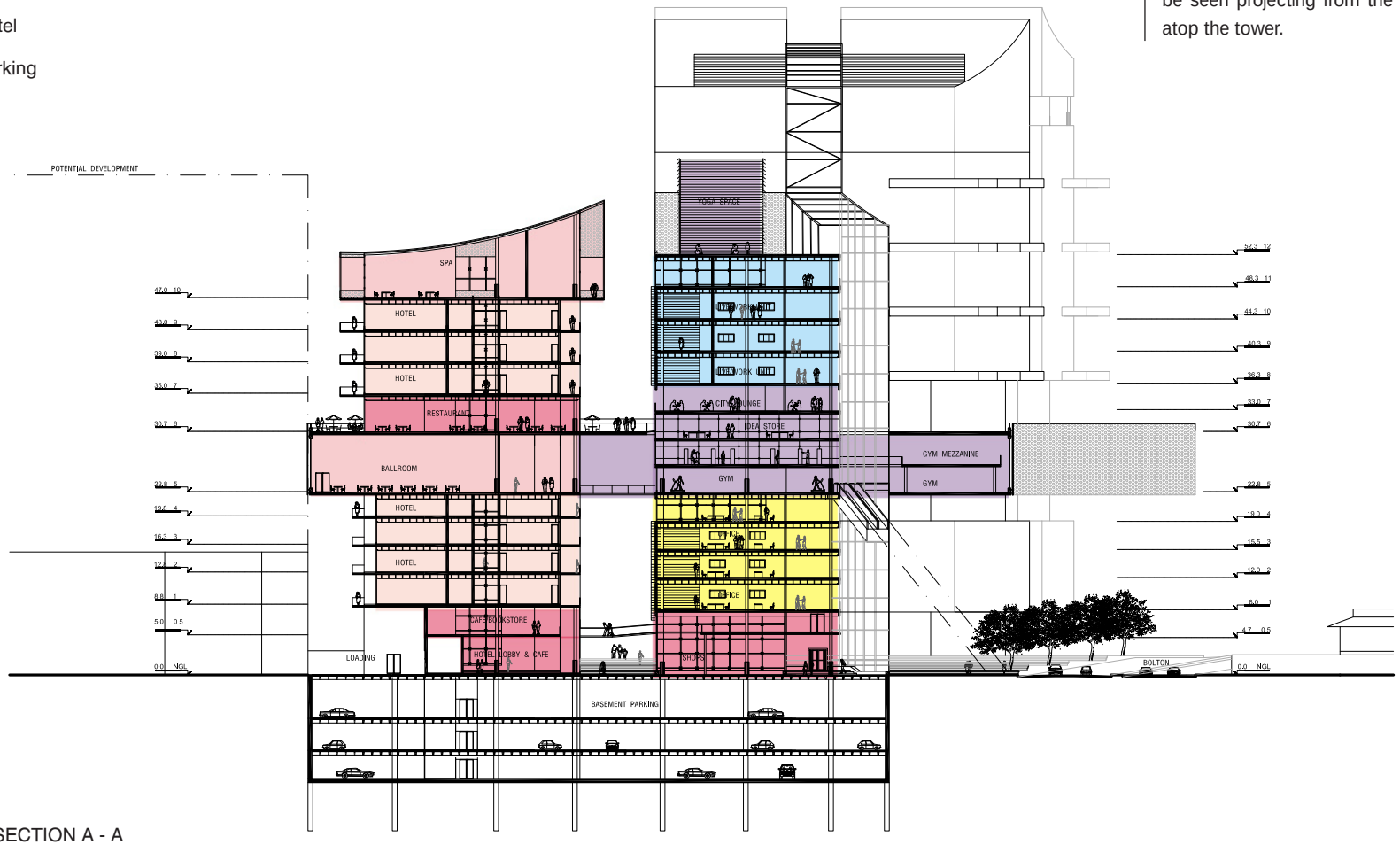
1:750

N 1 HOTEL
W 2 OFFICES

E 3 PUBLIC INTERNET CAFE
4 COURIER
5 PRINT/COPY SHOP
6 TUNES SHARE STORE
7 LAUNDRY SERVICE
8 CENTRE MANAGEMENT

- Live/work units
- Residential
- Public
- Offices
- Shopping
- Hotel
- Parking

This cross-section through the North and West Towers illustrates the manner in which the spaces vary in both function and nature. What is important to note is that even on the public levels, the hotel never becomes completely public. This is to maintain security. Instead the 'public' functions of the hotel still maintain a degree of privacy and relate to the hotel. Above the offices of the West Tower, the Idea Store can be seen projecting from the gym level, and the Yoga Zone atop the tower.



SECTION A - A

In this cross section through the East tower, one can see the food stores and public courtyard located on ground floor, as well as the business hub on first floor. Above this the building is layered with offices closer to street level for easy access and apartments higher up away from the noise of the road. These are intersected by the public gym within the connective level.



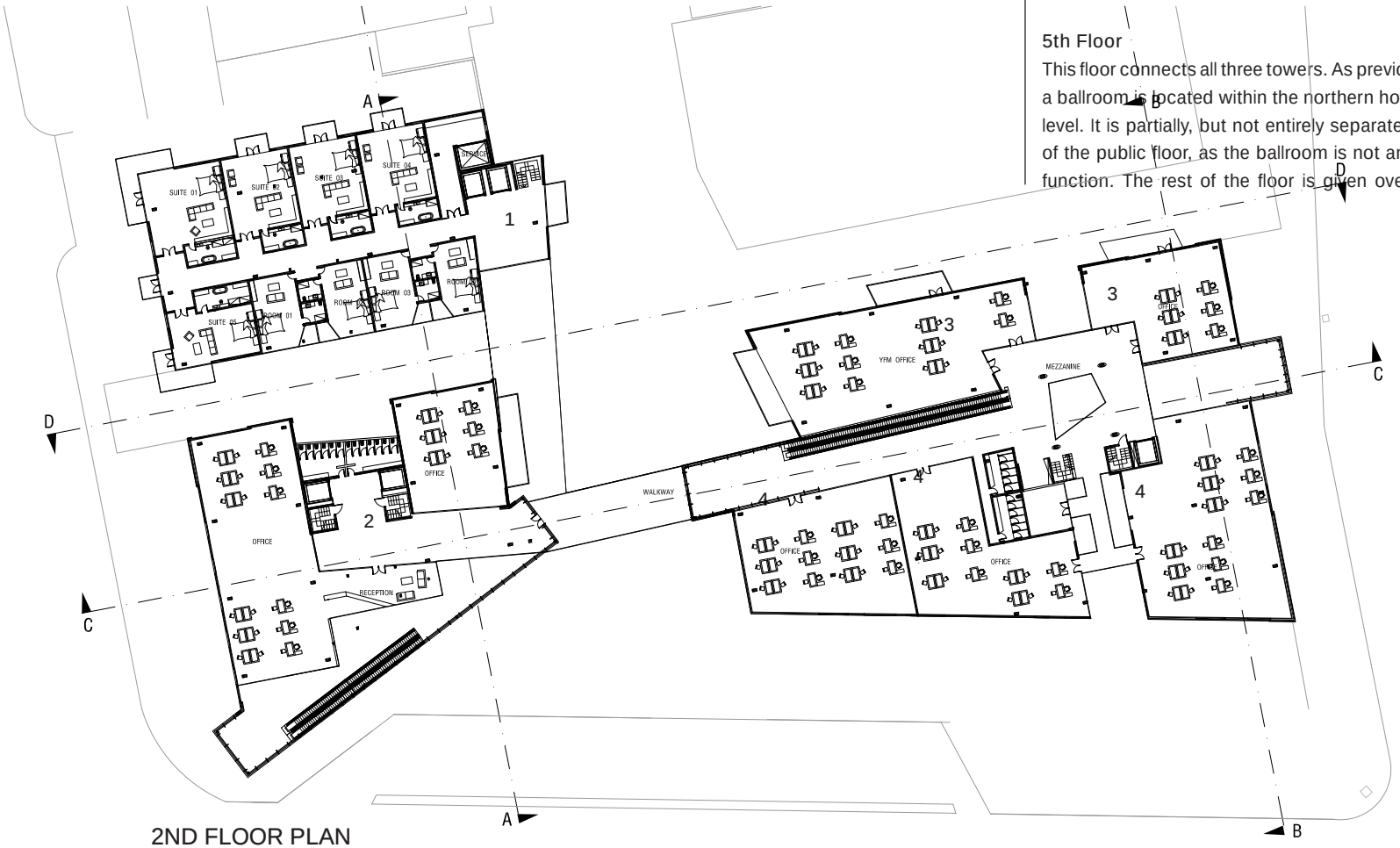
SECTION B - B

2nd Floor

A variety of office space types have been provided for to maximise utility for a diverse range of people and to allow for flexibility within a generally basic programme

5th Floor

This floor connects all three towers. As previously discussed a ballroom is located within the northern hotel tower at this level. It is partially, but not entirely separated from the rest of the public floor, as the ballroom is not an entirely public function. The rest of the floor is given over to the public



2ND FLOOR PLAN

1:750

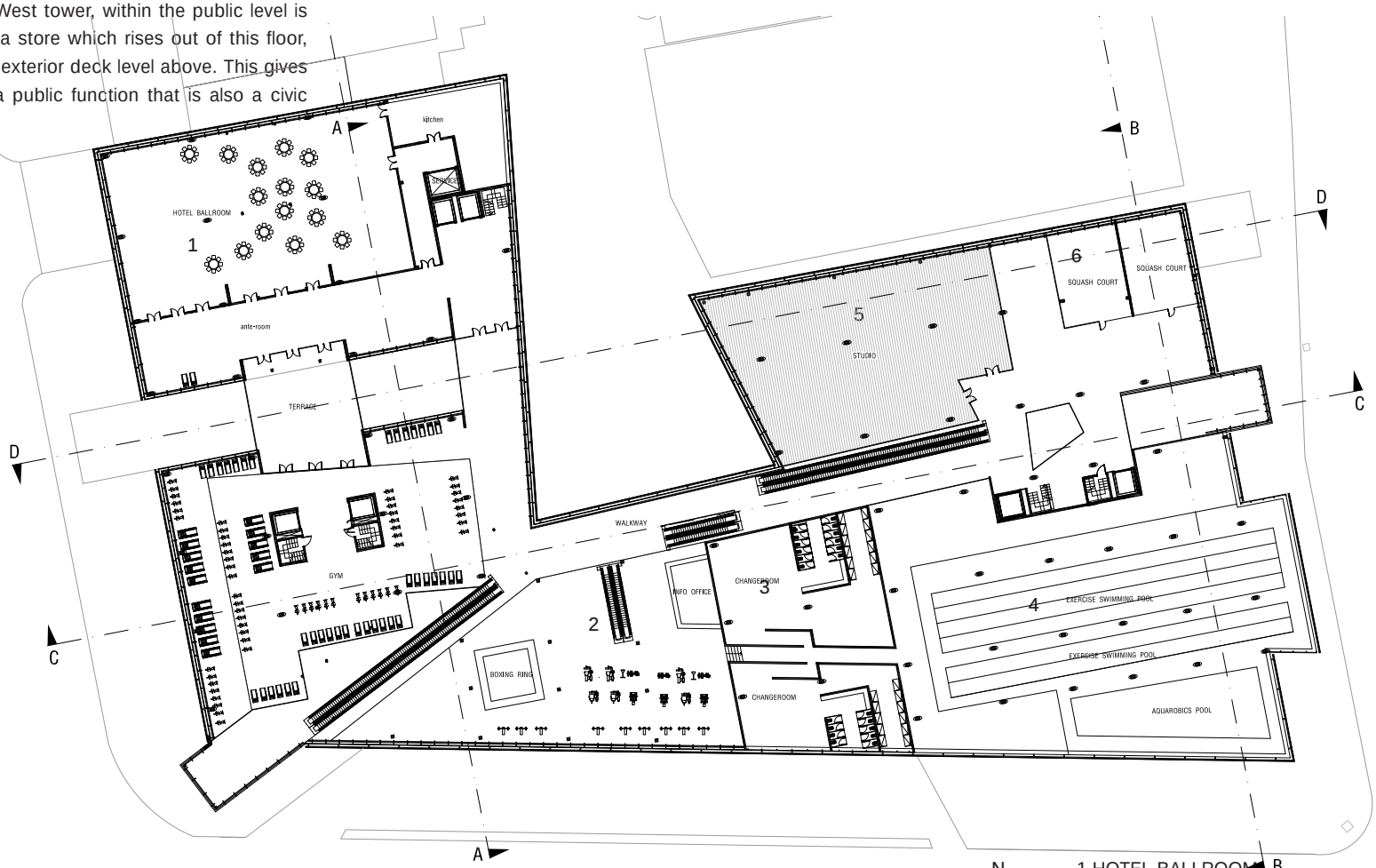
N 1 HOTEL

W 2 RENTABLE OFFICES

E 3 YFM OFFICES

4 PERMANENT OFFICES

gym, within which the change rooms separate the pool from the rest of the gym for privacy purposes. The gym has a mezzanine level within a portion of it that overlooks the pool. Above the West tower, within the public level is the double storey idea store which rises out of this floor, gaining light from the exterior deck level above. This gives visual separation to a public function that is also a civic function.



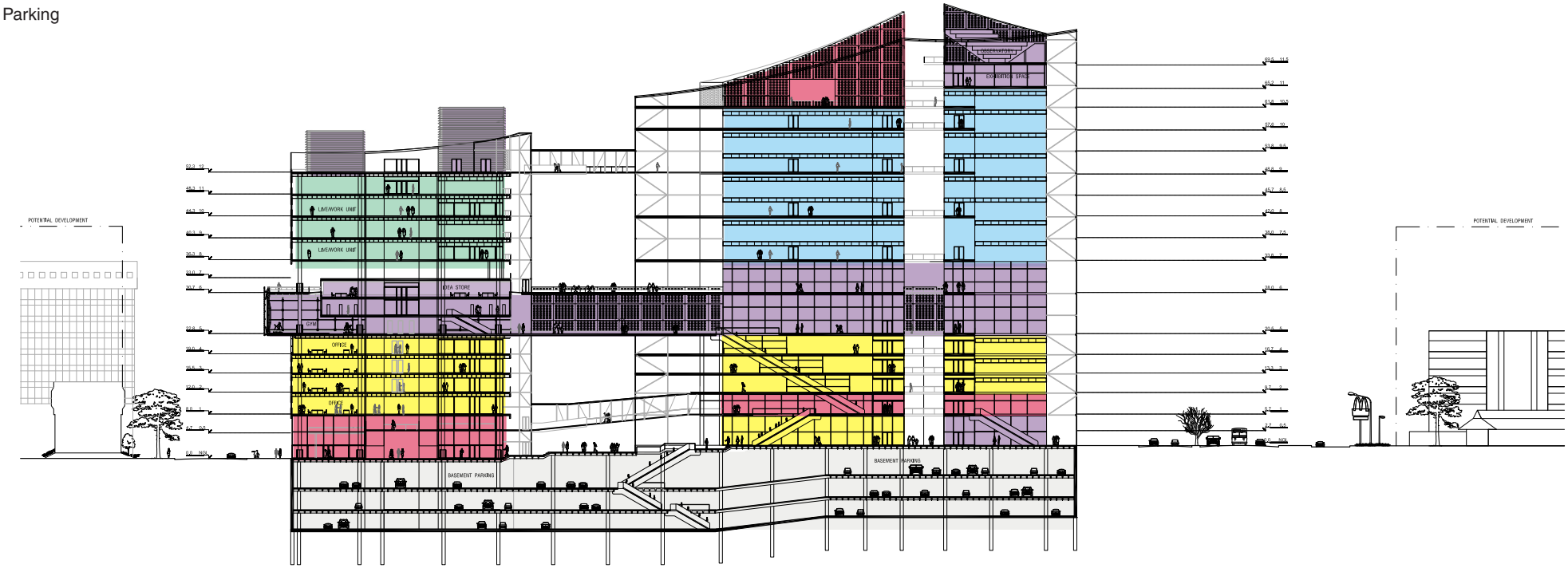
5 CONNECTIVE FLOOR
1:750

N
W
E

1 HOTEL BALLROOM
2 GYM
3 CHANGEROOMS
4 POOL
5 STUDIO
6 SQUASH COURTS

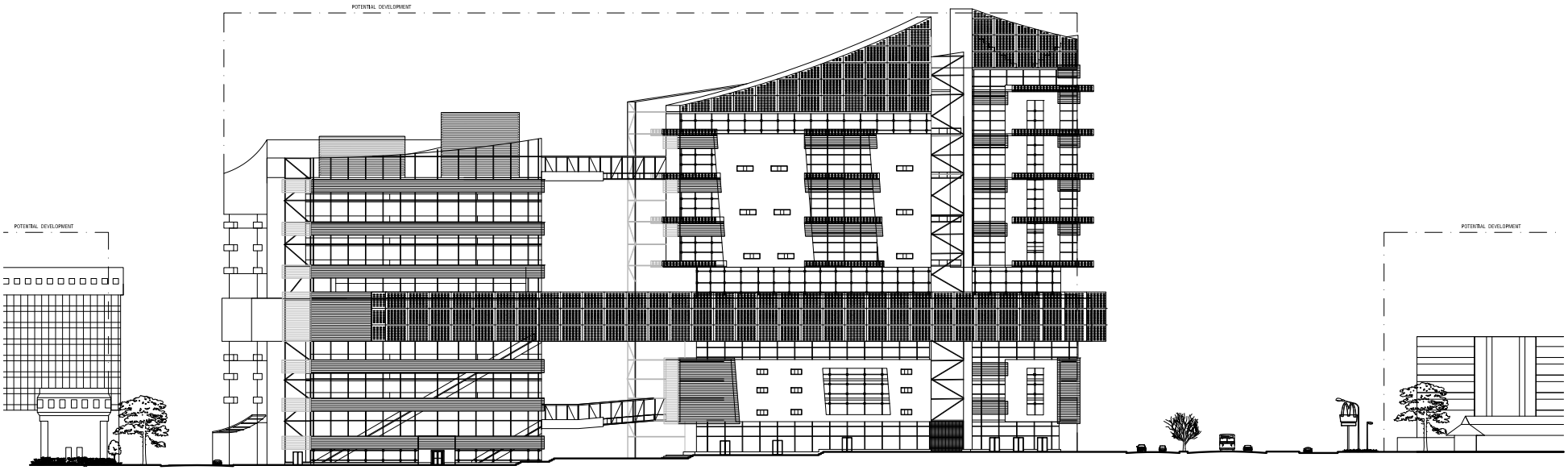
- Live/work units
- Residential
- Public
- Offices
- Shopping
- Hotel
- Parking

This is a cross-section through all of towers, which best illustrates the public circulation to the various levels. It also displays, with great clarity the variety of public and private functions and levels within the building. The unique function that tops each tower can be seen from left to right as the Yoga Zone, the bar and the observatory.



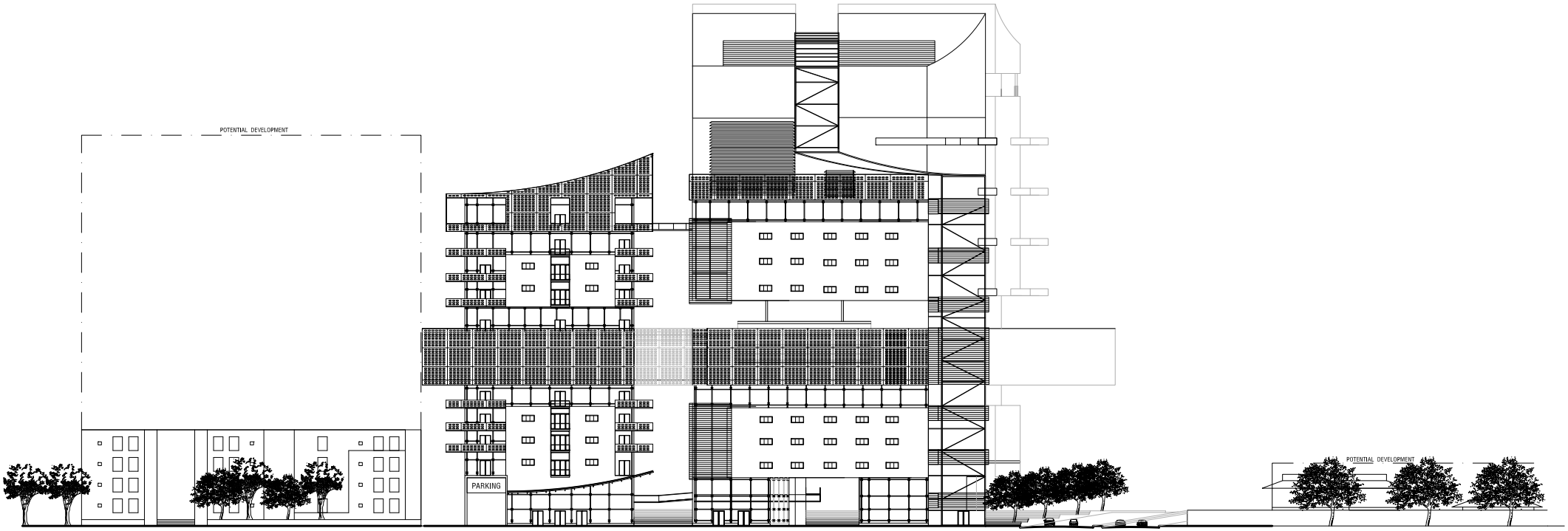
SECTION D -D

This elevation illustrates the use of aluminium screening at the public levels as previously discussed, as well as the manner in which the connective level wraps around the southwest corner of the site to link the towers. The escalator that links the ground floor and connective level can be seen from Bolton road through the glass box containing it.



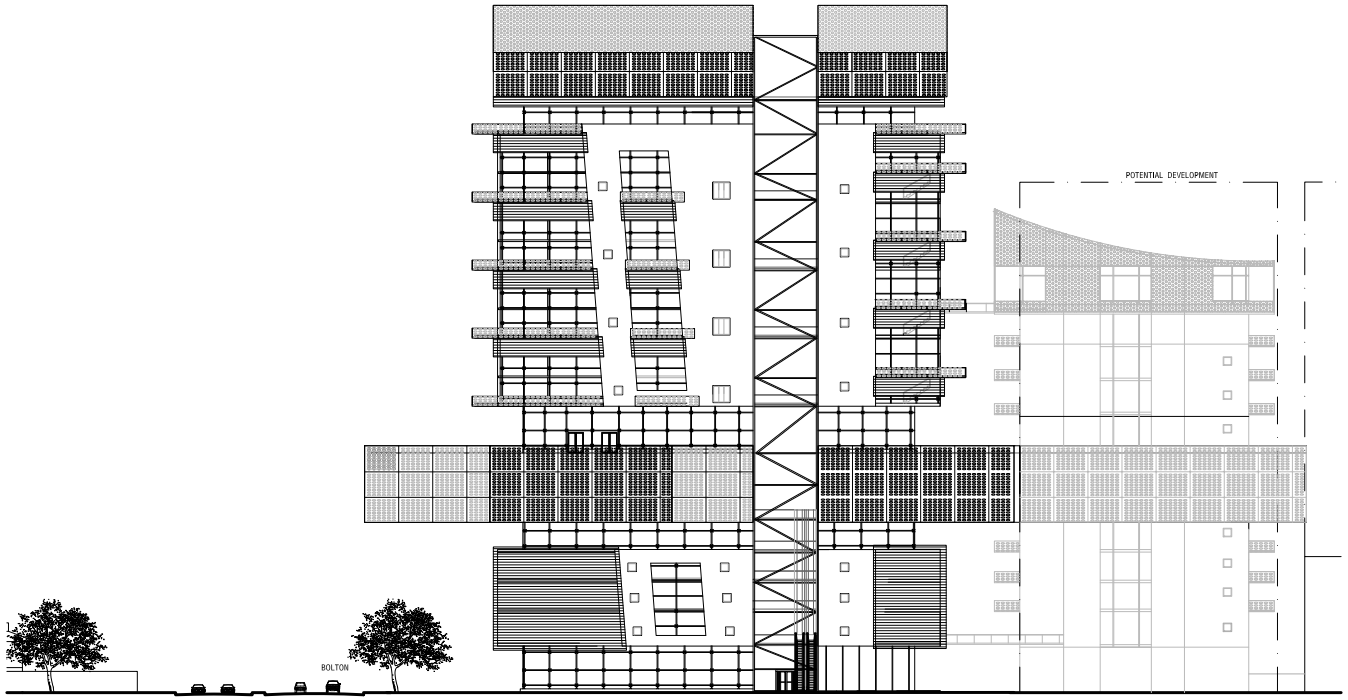
BOLTON ROAD ELEVATION

This elevation shows both the North (left) and West (right) towers as seen from Cradock Avenue, with the entrance to the hotel at the base of the North Tower and the Spa on the top floor.



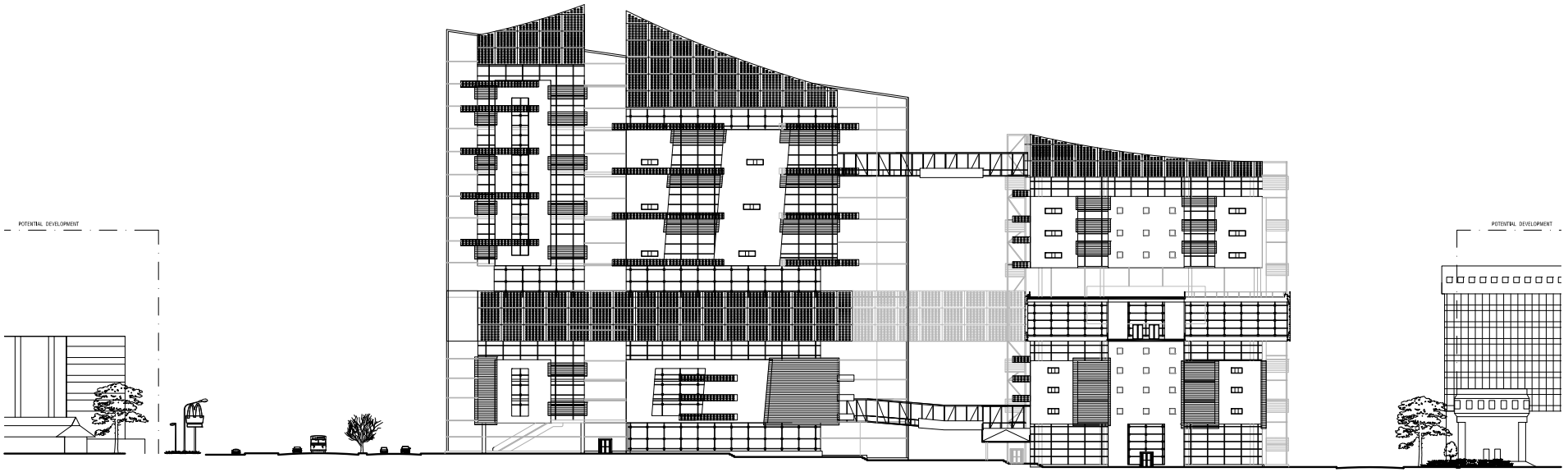
CRADOCK AVENUE ELEVATION

This elevation illustrates the building as seen from Oxford Road. Here the East Tower can be seen with the hotel tower in the distance. In all sections and elevations shown, a line entitled potential development illustrates the future built context proposed by the RUDF.



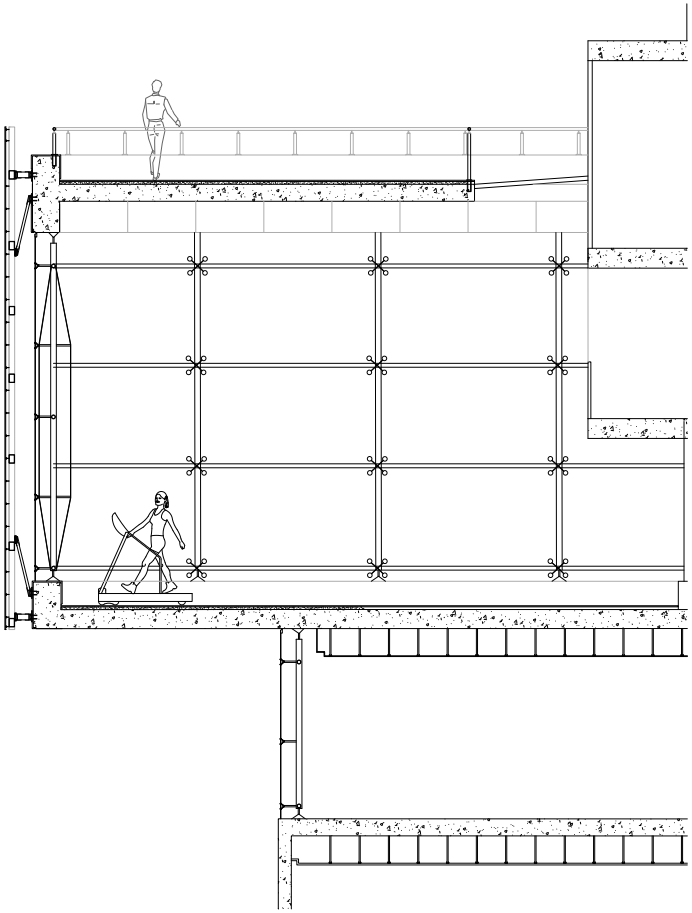
OXFORD ROAD ELEVATION

This sectional elevation is taken through one of the circulation pathways and cuts through the walkway that connects the gym to the ballroom at connective level 5.

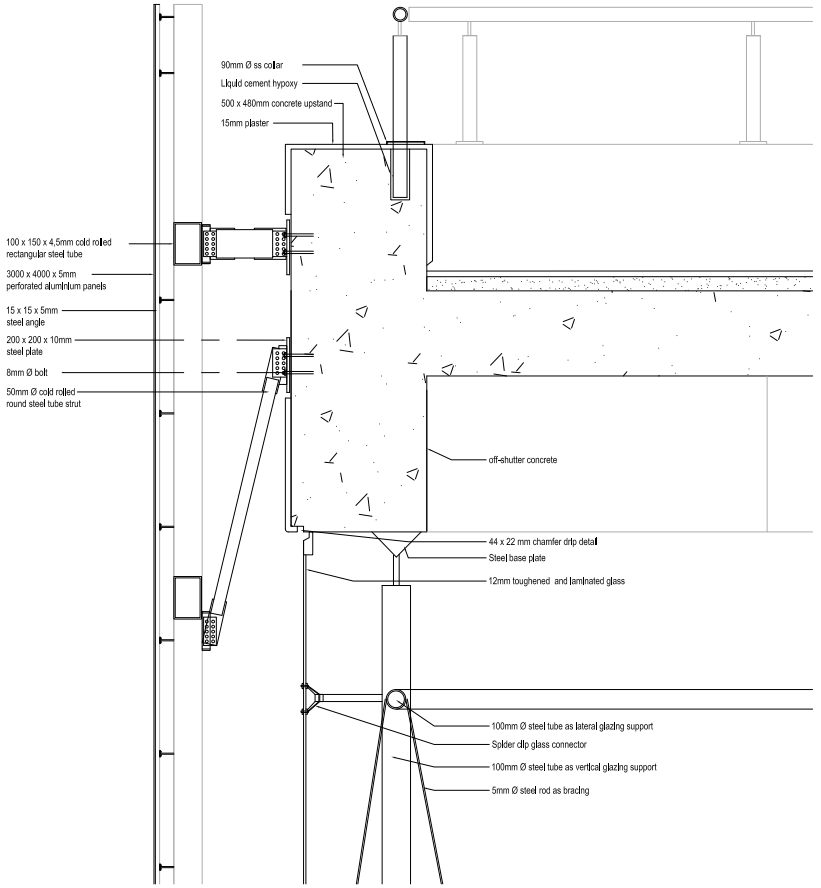


SECTIONAL ELEVATION D - D

The following detail illustrates the manner in which the perforated aluminium screen connects to the building at connective level.

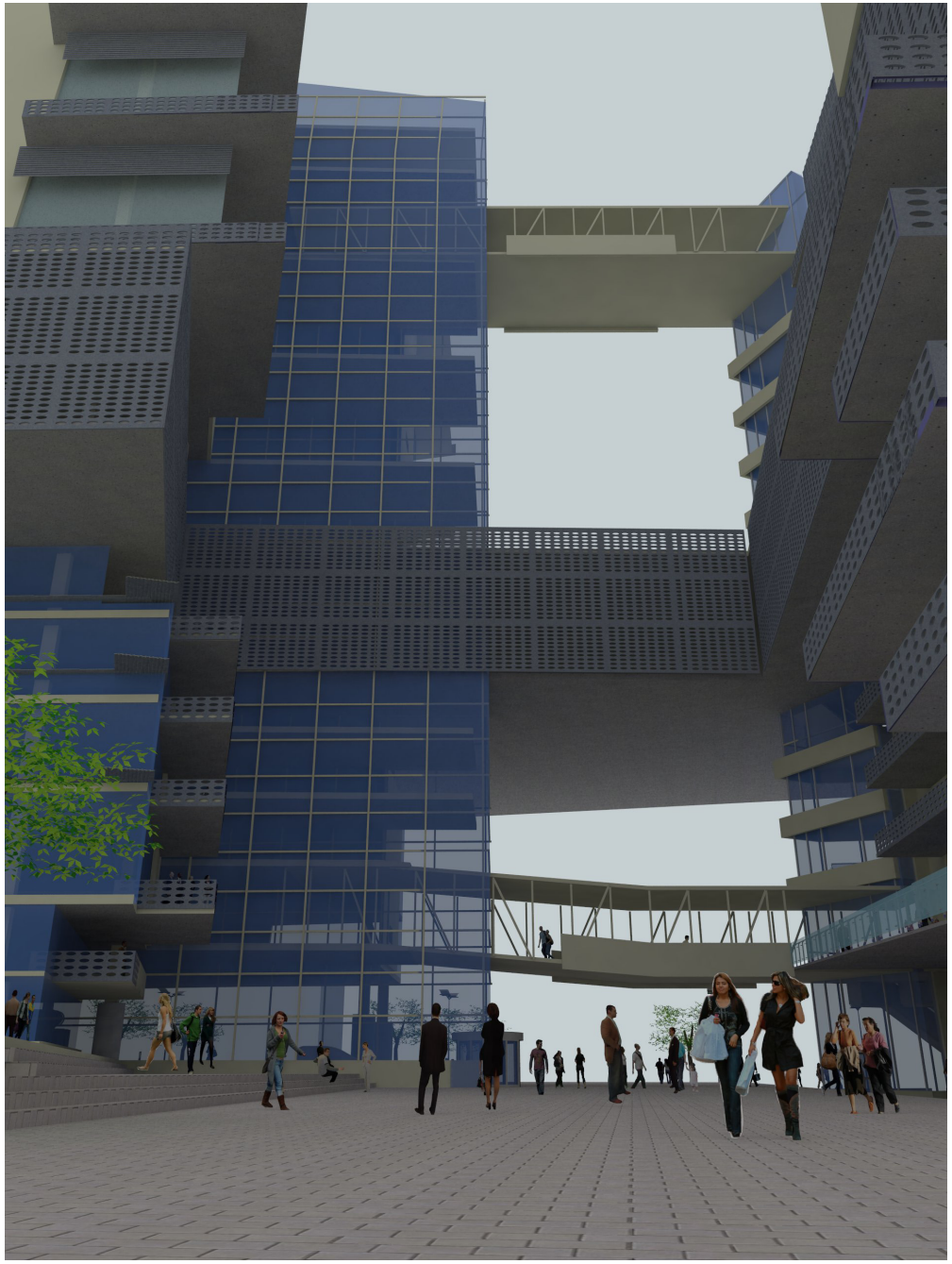


CROSS SECTION CONNECTIVE LEVEL EDGE SCREEN 1:50

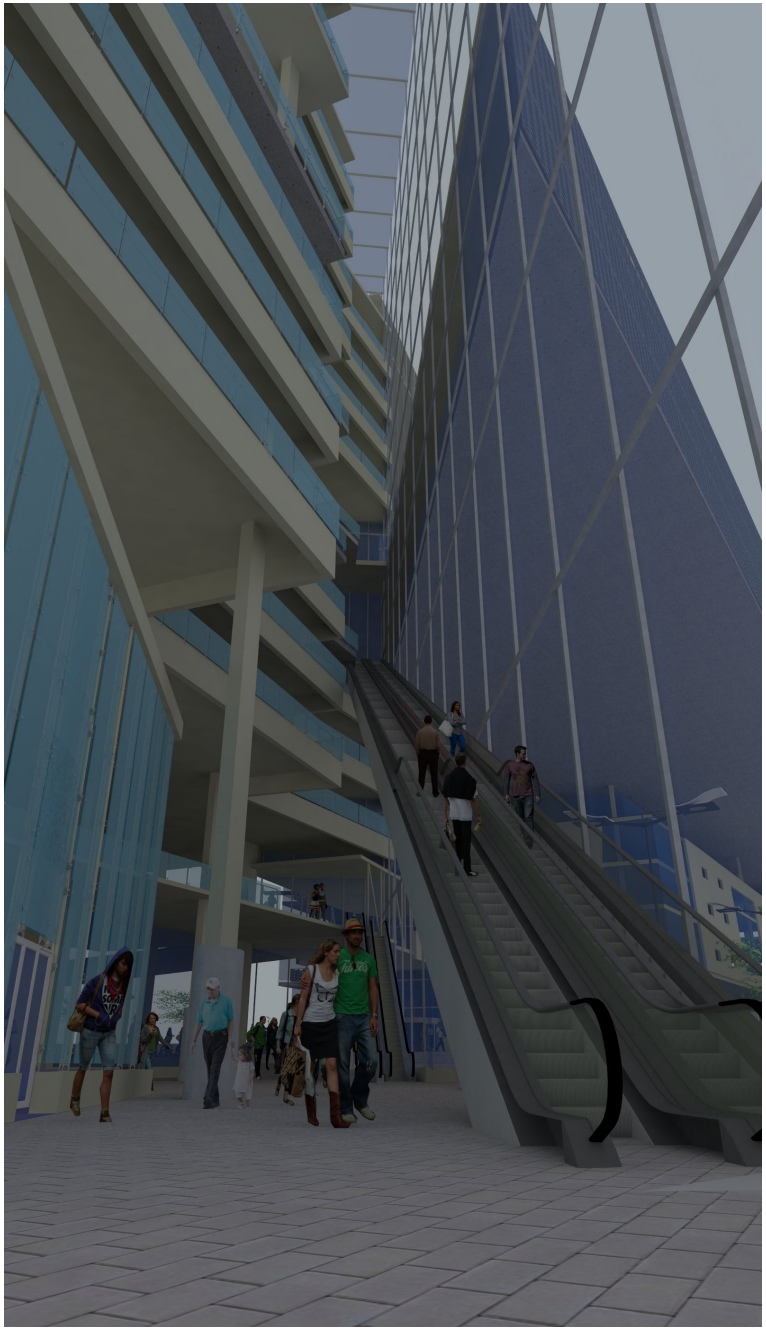


SCREEN CONNECTION DETAIL 1:10

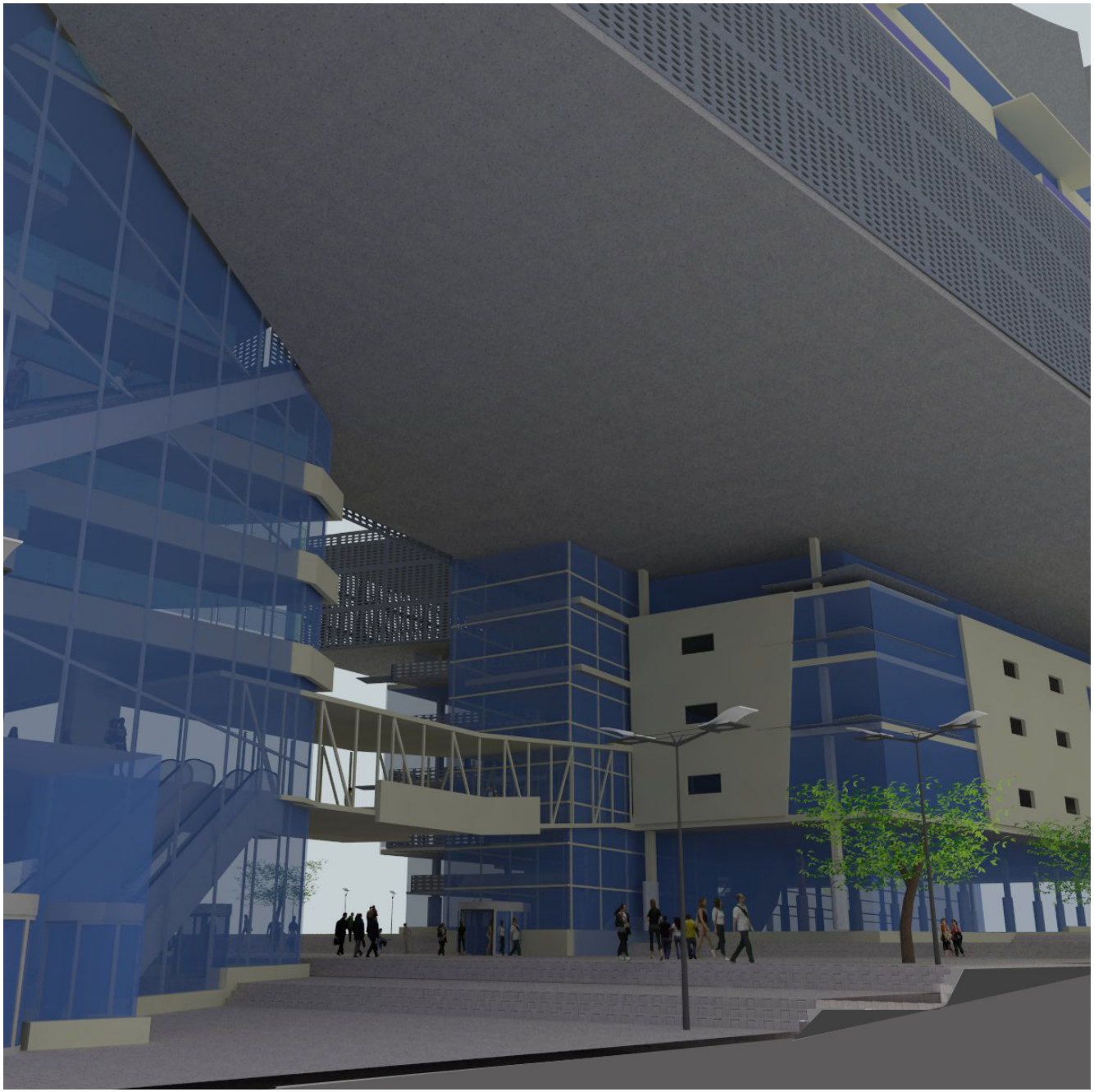
OXFORD ROAD ELEVATION



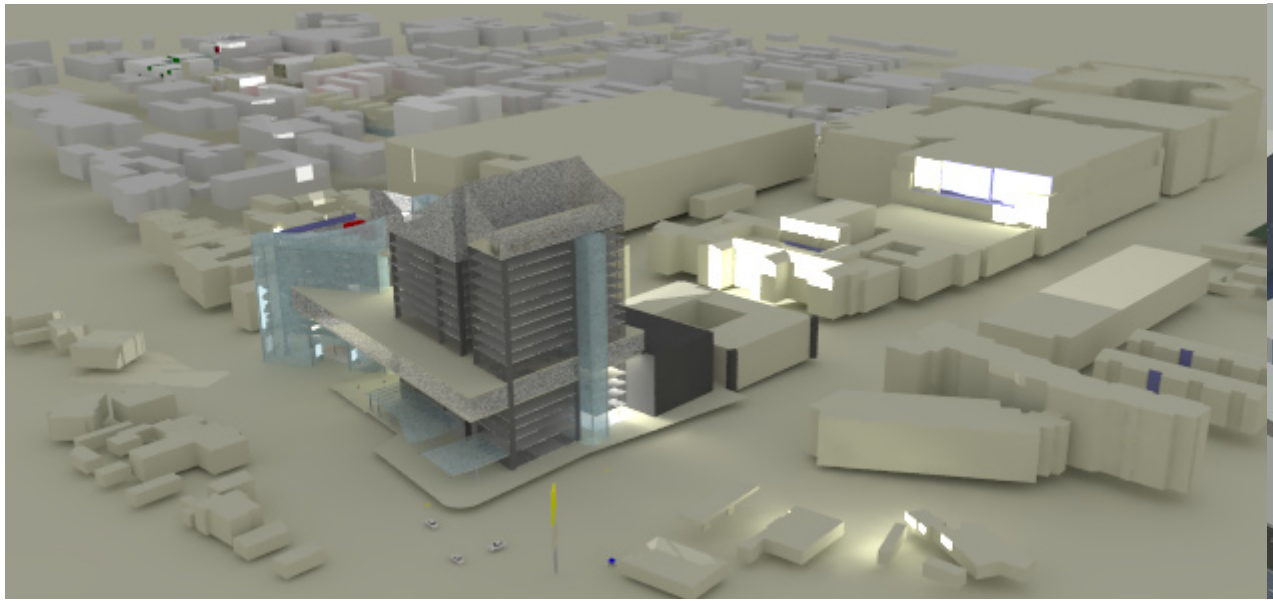
EXTERIOR PERSPECTIVE FROM SOUTHWEST CORNER



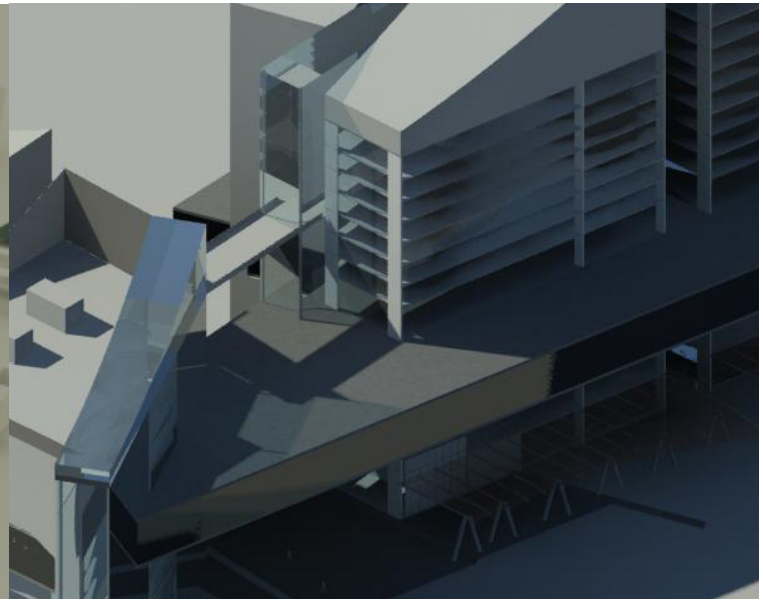
PERSPECTIVE FROM INSIDE GLASS CIRCULATION BOX OF WEST TOWER



PERSPECTIVE FROM SOUTHWEST CORNER SITE ALONGSIDE BOLTON ROAD



EXTERIOR PERSPECTIVE FROM SOUTHEAST CORNER SHOWING EXISTING HEIGHTS OF SURROUNDING BUILDINGS



AERIAL PERSPECTIVE FROM SOUTH WEST CORNER



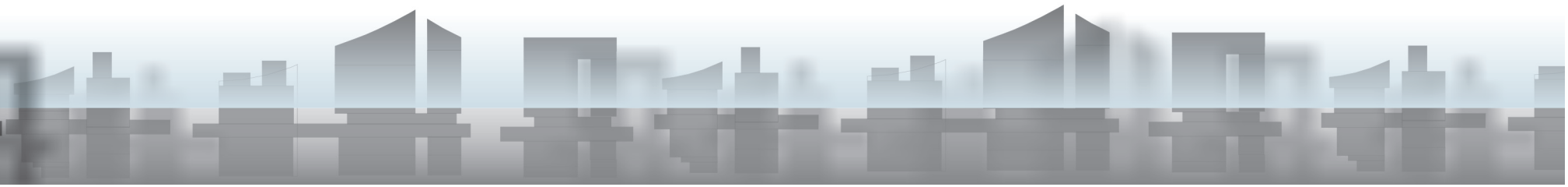
Conclusion

"If architecture is concept and experience, space and use, structure and superficial image – non-hierarchically – then architecture should cease to separate these categories and instead merge them into unprecedented combinations of programmes and spaces." (Tschumi 1991:19)

The design illustrated above, forms a hybrid which responds to various aspects of the city simultaneously. It reduces the number of cars used in the city, by taking advantage of public transport, thereby creating a cleaner city; it facilitates 24hr functioning and promotes living and working together, thereby creating a sustainable city; and it provides better access to public transport thereby reducing the divide between various classes.

The building acts as a landmark and as a gateway to Rosebank, and responds to the future development proposed by the new Rosebank Urban Development Framework. It embodies the identity of South Africans as well as Rosebank through its complexity, energy and diversity.

Most importantly this hybrid project counteracts the sameness, identified in my research, by allowing its locale to generate form, and through the unprecedented number of programme varieties occurring within. It succeeds in increasing the density around a public transport hub and acts as a catalyst to kick-start the proposed development within the area. Through its city-like combination of functions and activities, and complex relationships of public and private space, it illustrates and reiterates Jaime Lerner's point that the city is not the problem, it is the solution, and in this case the solution to counteracting sameness.



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