

INTERACTIVE LANDSCAPING

A Business Development Hub for Hybrid Professionals

TITLE:

**INTERACTIVE LANDSCAPING _A BUSINESS DEVELOPMENT
HUB FOR HYBRID PROSSESSIONALS**

**Nomusa Vimbainashe Ndlovu - Master of Architecture (Professional)
2010**

Supervised by:

Christos Daskalakis , Department of Architecture
and Planning

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DECLARATION

I, Nomusa Ndlovu 0413885R, am a student registered for the course Master of Architecture [Professional] in the year 2010. I hereby declare the following:

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Nomusa Ndlovu
26 October 2010

ACKNOWLEDGEMENTS

This thesis is dedicated to Zimbabwe; it represents the hope in my heart for the prosperity of the nation and an admiration of the resilience of my people. It is a hope that will become a reality in time.

I thank the Lord God Almighty for His inspiration, guidance and faithfulness throughout the year. It is through Him that I live breath and have all my being.

Special thanks to my supervisor Christos Daskalakos whose insight, knowledge and encouragement has pushed me to my train of thought for clarity throughout the year.

Thank-you to Lone Poulsen, Richard Beatie and Sarah Calburn whose input has been invaluable to my thesis.

Mom and dad, thank you for the love, prayers, sacrifices and support that you have given me throughout the years. Your belief in me has kept me going.

Inno my love, thank you for being a supporting pillar during this time, and for your never ceasing words of encouragement.

Lastly I thank my family and studio mates for keeping me sane and grounded throughout the year.

ABSTRACT

Designing a building from the inside out is done by “Discovering the kinds of places people need for themselves for their emotional selves to grow and develop and feel safe, for relationships to function effectively.” (Franck, Lepori 2007:98) It is about an internal process of architectural design rather than an external one. Peter Zumthor achieves this in the Thermal Bath Vals when he used ‘the ritual of Bathing’ as a stimulus for design. He took account of the “body’s needs in space, sounds, temperature, that were required at different moments of the design. His explorations were independent of rigid form but right from the beginning there was a feeling of a silent world inside the mountain.

In a similar way the design of the Business Development Hub in Zimbabwe resulted from the study and mapping of the ‘rituals’ of the professional’s routes within the facility. The process together with the conducted research was about discovering how architecture can provide environments that aid in professional improvement and through facilities and exposure reintegrate the Hybrid professional back into the economy by playing a large role in supporting professionals in their business venture. My research has lead me to the conclusion that because of the nature in which hybrid professionals conduct their business ventures, what is needed is an architecture that intensifies interaction between professionals and provides them with a platform upon which formal, informal and spontaneous exchange can take place between professionals. The challenge is to design the buildings’ internal fabric to continually act as a stimulator for heightened chance encounters and interaction.

01

ESSAY

| Architecture_ Beginning with the
person in mind |

02

DESIGN

| Interactive Landscaping_ A Business Develop-
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01 ESSAY

I ARCHITECTURE_ BEGINNING WITH THE PERSON IN MIND I

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INTRODUCTION

This thesis advocates for a more defined relationship between the design of space and the recognition of the psychological needs of the human being in architecture. It seeks to differ from the notion that architecture that seeks such a strong relationship with the psychological is only relevant for programs that deal with spaces of sanctuary, trauma, healing, captivity and residency. Its objective is to reveal the necessity of prioritizing psychological needs in all architectural types. Placing priority on the psychological is relevant because architecture is inhabited by 'people' all of who have psychological needs that can be catered to through the conscious manipulation of spatial design. This type of architecture has been referred to as Phenomenological Architecture. Architects who have advocated for this type of design and have been successful are Peter Zumthor, Louis Khan, Steven Holl, Tadao Ando, Frank Lloyd Wright and Alvar Alto. Christian Norberg-Schulz was an architect whose theories were characterised by a 'subtle shift from the analytical and psychological concerns in his earlier writings to the issue of the phenomenology of space' (wikipedia). Phenomenological architecture is one that tries by all means 'to respond to human perception, memory, imagination, desire, social activity and bodily awareness.'

The architectural type of the 'work place' or office space will be used as a specimen to illustrate the ways in which

architectural space can be designed with the acknowledgement of the underlying psychologies related to the individual for whom the space is intended for. The work place is a space that has come a long way in terms of planning, use and design. The work place typically has a legacy of anonymous looking, automated and over engineered workplaces over the past couple of decades. Office space was inflexible, isolating and many a times had undertones of command and control which was related to the 'Scientific Labour Management Theory of Fredrick Winslow Taylor. "Scientific management" was a process of rationalization that consisted of four basic steps. Nevertheless in recent years the work place has seen a shift in its approach to office design that is more related to company branding, creating an office experience that makes for a better working and social environment. Overall office architecture has made significant adjustments in the workplace. It has moved in necessary directions in providing optimal work space to this 'architectural type' which is highly complex and deals with changing industries, technologies, priorities and market drivers. Nevertheless beneath all these design factors lies one constant, which is the presence of human life in each instance.

In Zimbabwe the operation and procedures in the work place have been informally redefined due to the political and economic instability of the country. The imbalance

of the socioeconomic norms in the country has caused a psychological shift in entrepreneurship. In most cases the decision to start a new business is not conceptual but is more often than not forced on individuals as a method of survival. The way in which businesses are started and operated in Zimbabwe calls for the reinvention of the 'work place' under the inspiration of the "entrepreneurial spirit" of its context. Thus the task of this thesis is to help generate, house and facilitate the entrepreneurial spirit of the society through the provision of a space that encourages business(entrepreneurial) interaction as well as information absorbency and exchange. The Business Information and Interaction HUB (BII Hub) will be used by entrepreneurs to gain access to the formal economy, grow their customer base and networking opportunities as well as acquire knowledge surrounding their business interests through receiving training and information specifically engineered for their breed of business.

The built space will be provided under the narrative of the place, society and history surrounding the group of individuals that will make use of this BII Hub. The building should function much like a heterotopia. A heterotopia being a single real space that has a diversity of spaces, inhabitants and function. It should represent the society/special colony of people operating in the same rhythm, custom duties and have similar aims and goals. The central point of reference for the building design will be that of the psychological needs of the individual. By doing so, one hopes to come up with a space that is unique to the Zimbabwean setting because the design process has had a commitment

to the psychological needs and concerns of the entrepreneurs of concern.

As Zimbabwe's economy needs to be rebuilt and strengthened, the role of this business interaction and information hub will be to help to increase the economy's stability through the growth of small businesses. This help will come from providing a platform that provides training, information transfer and exchange as well as entrepreneurial interaction to aid in the growth of business ventures. By so doing contributing to the 'Short Term Emergency Recovery Programme' that has been proposed by the Confederation of Zimbabwean Industries.

This strategy of economic growth comes from the realisation that with economic strife and instability came a paradigm shift in the ways in which business is done and the way in which the work place operates. Therefore an architectural response is needed that reinvents the office space by realising the mutated needs of the society with regards to business operations. An architecture that fulfills the deepest needs of new age of entrepreneurs, spaces that are not merely 'boxes' of office space but spaces that provide for the nomadic, interactive and solo nature of entrepreneurs in Zimbabwe.

ARCHITECTURAL PRIORITIES

"I see the task of architecture as the defence of the authenticity of human experience" Juhani Pallasmaa, Encounters

WHAT ARCHITECTS DO...

As architects we tend to focus in on the design of form and the manipulation of materials, we place high value on appearance and aesthetics (and rightly so). We represent our ideas in drawings and models, which are physical objects that are meant to be seen and not occupied. Because of this we seem to adopt the tendency of being outside our buildings – the position of the maker and spectator and we never seem to assume the position of occupant. (Franck, Lepori 2007:21-22) Architecture has become a visual profession; it has been objectified and has become concerned with the manipulation of form and materiality. Nevertheless when we look at the origins of architecture we find that what began as the enclosure of space originated from the basic needs and requirements of the human body:- ‘First there is a human activity then the need for a place that supports that activity. Therefore the patterns of human actions already begin to organize space before any structure has been built.’ (Franck, Lepori 2007:21-22) Architecture is essentially a profession that follows and gives form to the patterns of human activity. With this realization in mind the question to pose is “Is architecture still prioritizing the human body in design as suggested in its origins? Or has it been objectified to such an extent that it has become separated from the human experience because it has

not been experientially planned? Is it satisfying the human body? Does architecture address the needs of the psyche? And does architecture ever begin by enclosing space from a psychological perspective of needs?

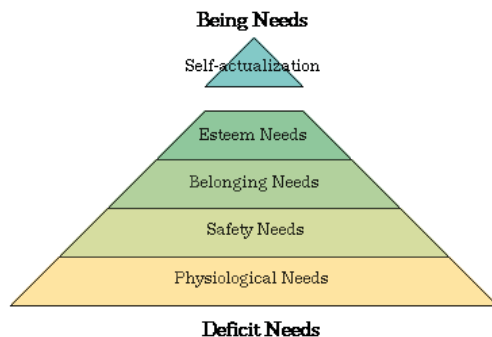
The body in space, building or architecture experiences something, be it visual, tactile, or psychological. This experience comes about because ‘The body is receptive to the cues the environment presents,’ the body senses how open a space is and makes decisions on how intimate a space is for inhabitation and engagement. (Franck, Lepori 2007) As designers we can lead ourselves into thinking that our pen to paper marks have no heavy consequences on the occupants that inhabit our buildings but we would be mistaken. The experiences that are experienced by occupant might not have been planned or foreseen by the designer but nonetheless they still occur. If designed and considered carefully, spaces could not only encourage ways of occupying and attitudes but also enhance particular experiences. It could forcefully discourage others by evoking certain memories and psychological disturbances. (Franck, Lepori 2007:51 & 52) In this light, design can be seen or viewed as a delicate and fragile thing as it has the power to affect human psychology.

SPATIAL INTELLIGENCE

Phenomenological architecture is about the conscious manipulation of space to improve or control psychological well-being. It involves the mastering of our spatial intelligence. Spatial intelligence is the ability to comprehend three-dimensional images and shapes and finding meaning in them. It involves interpreting dimensions of space that cannot be seen. Burkot (2003). Leon van Schaick(2008:14) explains spatial intelligence as a spatial awareness that we have that evolves continuously as we experience life. If we understood this better, perhaps we would recast the basis of architectural knowledge so that the profession would become acutely aware of the architectural ability to think spatially and create space that awakens the spatial intelligence of clients and users.

MASLOW'S HIERARCHY OF NEEDS

Abraham Maslow proposed a theory in his paper called 'A Theory of Human Motivation' published in 1943. The theory, better known as Maslow's hierarchy of needs, states that there is a hierarchy of needs that is required to be fulfilled in human psychology and it suggests that people are motivated to fulfil their deficit needs before moving on to being needs. These are summarised in the pyramid shown in figure 1. Maslow's hierarchy states that only unsatisfied needs are motivators for development, meaning that before one can move onto the next stage of development the deficit needs must first be met.



ARCHITECTURE'S HIERARCHIES

I am of the opinion that in architecture we have in great depth explored and met architecture's lower level needs which include the design of shelter, form, and aesthetics. Therefore since these needs have been explored extensively one must begin to regard them as a given for architecture. The unsatisfied or unexplored need for phenomenological and sensory space is therefore the next need (in the hierarchy of architectural space design) that requires a rigorous commitment by designers and architects. This need must be met in order that we may have an architecture that aside from the visual and the tactile begins to deal with the realm of spatial programming and experiential conditioning which considers the human psychology. "An architectural work is not experienced as a collection of isolated visual pictures, but in its full material and spiritual presence. A work of architecture incorporates both physical and mental structures." (Pallasmaa 1994:30) Because we spend our lives inside or in close proximity to buildings, phenomenological architecture is of importance as it has a vital role to play in the realisation of each individuals' spatial intelligence. "Through our patterns of inhabitation, space becomes a kind of possession; each of us is centred in an invisible but nonetheless significant 'personal space'" (Franck, Lepori 2007:51 & 52) hence architecture must begin to prioritize all senses so that it brings improvements to the well-being of its occupants.

In any circumstance if all senses are not given equal priority there begins to be an imbalance in the way in which we view or perceive the world around us. This is why it is important to try by all means to prioritize all senses in architecture. Pallasmaa saw this imbalance and stated that "The inhumanity of contemporary architecture and cities can be understood as the consequence of an imbalance in our sensory system. The growing experiences of alienation, detachment and

solitude in the technological world today, for instance may be related with certain pathology of the senses.” (Pallasmaa 1994:9) Therefore if we as architects continue to place prime or sole importance on the visual senses instead of valuing the psyche there might be unknown psychological ramifications for our actions. “The dominance of the eye and the suppression of the other senses tend to push us into isolation, detachment and exteriority. The ‘Art of the Eye’ has certainly produced imposing the thought- provoking structures, but it has not rooted humanity in the world.” (Pallasmaa 1994:9) I understand Pallasmaa to be saying that a purely visual architecture does not answer and give hope to any of the psychological battles that we go through as human beings. Although important, the visual is not enough to give an individual’s life some meaning. Nevertheless it is important to note that although Pallasmaa states that the imbalance of our sensory stimulation is detrimental to our humanity he is by no means excluding the visual as a key aspect to our experiences.

To finally drive the point home Pallasmaa points out that “Modernist design has housed the intellect and the eye but has left out the body and the other senses as well as our memories and dreams homeless” (Pallasmaa 1994:9). This statement reveals the modernist design as troubling and acknowledges the fact that on occasion it excludes other layers of design that have the potential to create meaning in architecture. “The current over emphasis on the intellectual and conceptual dimensions of architecture further contributes to the disappearance of the physical, sensual and embodied essence of architecture....This reductive focus (on the visual) gives rise to a sense of Architectural autism” ”(Pallasmaa 1994:9) In order to avoid such occurrences, architectural design must embark on focusing on the psychological aspects of design. Architecture “does not simply suggest movement; it frequently choreographs it, encouraging us to move in

particular ways adopting particular positions sometimes quite insistently” (Franck & Lepori (2007:56)... In the same way, when thought of architecture can choreograph ones’s state of mind through the mood of building ambience and proportion and purpose. Thereby making our bodies react both consciously and subconsciously to our surroundings and therefore to architectural decision making. Hence as designers it is important for us to pay particular attention to the decisions that we make whilst designing space.

The essence of Phenomenological Architecture is captured by the words of Teresa Howard “Being an architect for me was not what I subsequently learned it is for other people, a kind of sculpture, or a kind of art. It was very much about providing, or discovering, the kinds of places people need for themselves, for their emotional selves to grow and develop and feel safe, for relationships to function effectively.” (Franck, Lepori 2007:98) “The task of art and architecture in general is to reconstruct the experience of an undifferentiated interior world, in which we are not mere spectators but to which we inseparably belong” hence there is a need for a psychological connection to the world and our surroundings.

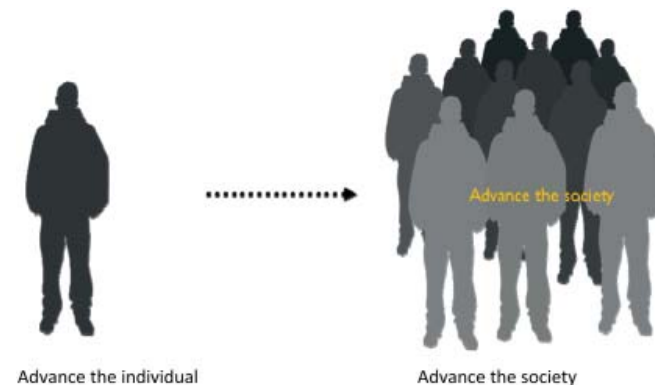
Although phenomenological architecture is normally associated with programmes directed to those that have suffered psychological trauma and spaces of healing, the objective of this thesis is to show that phenomenological architecture is relevant and necessary for all types of architecture and programmes with the sample architectural type being office/work architecture.

INDIVIDUALS IN THE SOCIETY

One of the key aspects of this project is that it is connected to the mission aiding in the stabilization of the economy through the improvement and advancement of singular individuals. The programme seeks to give stability to individuals in a society by delivering resources that lead to the advancement of the individual. In its simplest terms trying to create the ripple effect. (Spread of consequences: a spreading series of effects or consequences caused by a single event. from MicrosoftWord English Dictionary) The fulfilment of the individuals needs is guided by principles set in Maslow's hierarchy of needs. The concept behind this program is ultimately to improve the economic standpoint of Zimbabwe and its citizens through aiding individuals in the society who have businesses that they are running which have greater potential than is realised so that these businesses become major businesses that are open to the market and eventually begin to provide jobs for the community at large.

In the simplest language the building will be with provide a built program that in its essence begins to fulfil the social and economic needs of a society by understanding that there is a relationship between the social and economic that can be harnessed to reap positive results. 'What defines a local economy's potential for growth is not the level of unemployment but its capacity to transform itself.' Matsoso (1996:28) It is a business interaction and information platform that looks to redefine the work place by modifying it to suit the nature of businesses taking place in Harare today by providing an architectural response to the hardships that people have endured to arrive at a certain point in their lives. In effect giving the society a building that fulfils both the economic and psychological needs of the individuals.

an individual in society if developed in the correct way can lead to the development of society as a whole



PHENOMENOLOGICAL ARCHITECTURE

defined

“A man dwells when he can orientate himself within and identify himself with an environment, or in short, when he can experience the environment as meaningful.” Christian Norberg-Schulz



Kengo Kuma [http://artkrush.com/157833Generative Disruptions: Jerome Hord, Anthony morin](http://artkrush.com/157833Generative-Disruptions-Jerome-Hord-Antony-morin)

The common thread that runs through all of humanity is our senses; therefore architecture should enhance our appreciation of sensual phenomena. This sensing occurs and is heightened when our bodies move through space. It is an experience that is brought about through lighting, materiality, proportions, seasons, colour orientation, temperature, sound and smell.

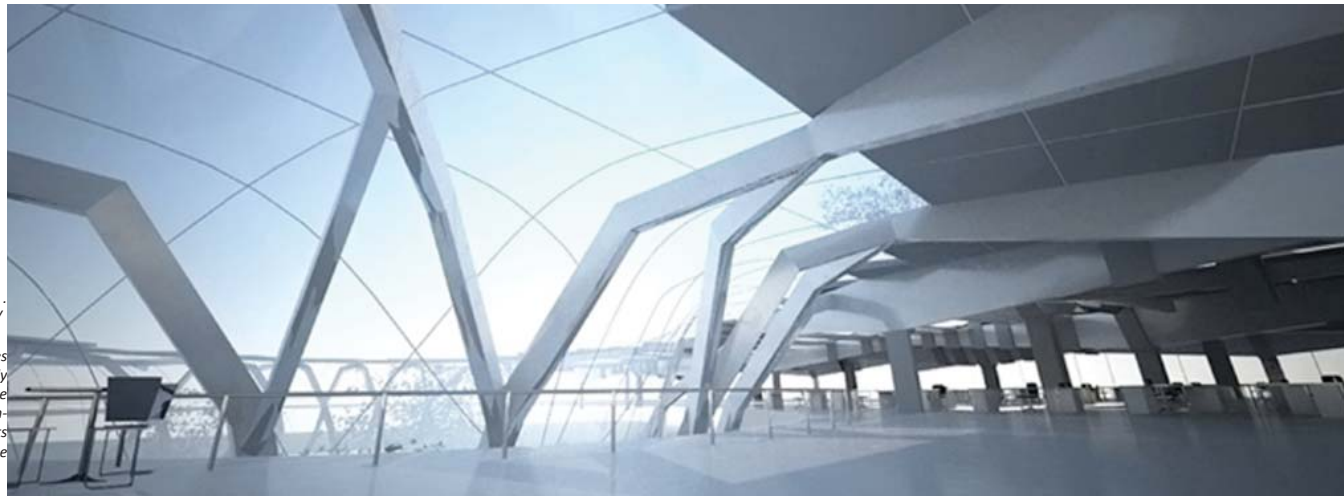
To fully understand what phenomenological architecture is we need to first understand the concept of phenomenology.

Phenomenology - A philosophy or method of inquiry based on the premise that reality consists of objects

and events as they are perceived or understood in human consciousness and not of anything independent of human consciousness.

Basically, phenomenology studies the structure of various types of experience ranging from perception, thought, memory, imagination, emotion, desire, and volition to bodily awareness, embodied action, and social activity, including linguistic activity. ('Phenomenology' Smith 2008)

Thus when one speaks of phenomenological architecture one speaks of architecture that tries by all means to respond to human perception, memory, imagination, desire social activity and bodily awareness.



<http://www.core-form-ula.com/2009/02/26/generative-disruptions/>

The undulating rows of skylight apertures respond to the sun's seasonal and daily cycles to produce internal spaces whose character fluctuates in time. The office undergoes a phenomenological change in its environmental qualities and performance as light defines the space

Precedent studies

“...the view that architecture represents a means to give man an “existential foothold”. My main aim is therefore to investigate the Psychic implications of Architecture rather than its practical side, although I certainly admit that there exists an interrelationship between the two aspects...Environment influences human beings, and this implies that the purpose of architecture transcends the definition given by early functionalism.” (Norberg-Schulz 1984:5)

The following precedent studies are that of architects that have taken the idea of phenomenological architecture to architectural types that are not typical to healing restoration trauma and sanctuary. The architects that i will be exploring will be Peter Zumthor and Louis Khan.



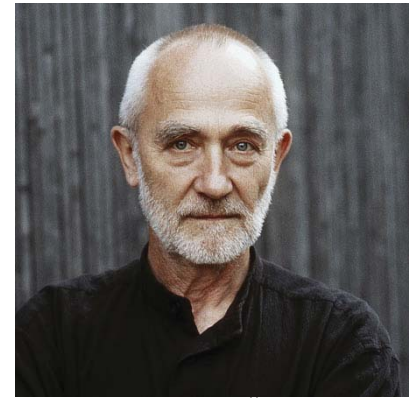
Christian Norberg-Schulz www.aho.no

PETER ZUMTHOR (1943-)

Thermal Bath Vals, Graubünden
Switzerland

“Architecture has its own realm. It has a special physical relationship with life. I do not think of it primarily as either a message or a symbol, but as an envelope and background for life which goes on in and around it, a sensitive container for the rhythms of footsteps on the floor, for the concentration of work, for the silence of sleep” (Zumthor 1998:13).

Here Zumthor is stating that although he values the phenomenological he still views all other necessities in architecture as crucial. Thus what he is implying is that when one moves to this kind of architecture they are not dropping other traditionally trained attributes of architectural realm but are in-fact heightening their architectural experience by adding this new realm of human consciousness.



Peter Zumthor

<http://archide.wordpress.com>



www.chicago.metromix.com

THERMAL BATH VALS

Zumthor's approach to the design of the bath vals shows how his approach in design did not begin by programming the spaces but instead began at the "ritual of bathing" which is the centre of the way the human being is interacting in that particular space, their needs, the sound the temperatures required at different moments of the design. From my understanding the strength of this design is that he made space that gave the body in space a 'presence' and heightening sense of being.

"The design process was a playful but patient process of exploration independent of rigid formal model. Right from the start, there was a feeling for the mystical nature of a world of stone inside the mountain, for darkness and light, for the reflection of light upon the water, for the diffusion of light through steam-filled air, for the different sounds that water makes in stone surroundings, for warm stone and naked skin. For the ritual of bathing.....It relies instead on the silent, primary experiences of bathing, cleansing oneself, and relaxing in the water; on the bodies contact with different temperatures and in different kinds of spaces; on touching stone" (Zumthor 1998)



www.chicago.metromix.com

STEVEN HOLL (1947-)

Nelson-Atkins Museum of Art

“Architecture is bound to situation. Unlike music, painting, sculpture, film and literature, a construction (non-mobile) is intertwined with the experience of place. The site of a building is more than a mere ingredient in its conception. It is its physical and metaphysical foundation.” Holl (1989:9)

Holl believes that if the phenomenological is absent from a piece of architecture, it becomes just a building. It is my understanding that architecture must have a meaning and a purpose and not just a function, there by deeply rooting it with the individuals. Holl believes in the importance of context and location, he anchors himself in the idea that a building needs to have grounding and be firmly based and rooted in its context so as to give it belonging and acceptance in its surrounding



Steven Holl Portrait
www.findimelda.com



Nelson-Atkins Museum of Art www.wikipedia.org

NELSON-ATKINS MUSEUM OF ART

In the design of this museum extension Holl decided to break all the rules set in the design brief because he was in search for an architecture that fulfilled a certain vision. His vision was on anchoring his building to its site context and surroundings through the incorporation of landscape and light as key elements in the overall design plan.

WORK & UNEMPLOYMENT

_defined

“People who cant find jobs but who want to work are under great stress and this often leads to emotional breakdown.”

This chapter will seek to outline the basic psychology surrounding work and unemployment. This study is essential as it will heavily apply to the building programme as well as to help one devise a plan for the Phenomenological aspects of the building which will be taken into consideration. This study produces the seed from which the design process and programming will germinate as it analyses the psyche of the unemployed or under employed. Phenomenological architecture caters to the individuals needs by considering these needs as the first and most important of the building programme. Once the whole programme has been resolved from the psychological point of view, other functional aspects of the programme will fall into place because they will simply be following the already set parameters for design

UNEMPLOYMENT AND UNDEREMPLOYMENT

The phenomenon that is occurring in Zimbabwe has seen the opening of a multitude of small businesses across the country. The thing that caused the eruption of small business in Zimbabwe is the political, social and economic instability of the country which led to unemployment and under employment. In psychological terms these two occurrences can be defined as follows:-

Unemployment- An economic condition marked by the fact that individuals actively seeking jobs but remains unhired.

Underemployment- when one is employed but their job restricts their opportunities for skill utilisation and impede their development intellectually. Underemployment can occur for two reasons:-

- Due to progressive deskilling of jobs through technological change and managerial practices
- Due to increasing educational participation and over education of work force

A third reason for underemployment I propose in the case of Zimbabwe is when the skill and talent is there and available but because of political and economic situations one is unable to practice in their given field and is forced to do work that does not require the educational background of an individual. hence leading to a wealth of knowledge but knowledge is not being utilized.

Albee(Blanche 2002:86) stated that there are devastating consequences of involuntary unemployment, "People who cant find jobs but who want to work are under great stress and this often leads to emotional breakdown." This is because there is the desire to work in order to provide for oneself and their fam-

ily yet circumstance and environment prevents them from doing such, thus leaving one helpless as to what they could do to improve their situation. In Zimbabwe this helplessness occurred in that one has a job but the job is not fulfilling their economic needs nor is it providing a progressive environment for advancing their careers

EFFECTS OF UNEMPLOYMENT.

A study conducted during and after the Great depression reflected some of the following psychological effects of unemployment

1. The emotional response is negative, it becomes worse with time
2. The unemployed lose a sense of prestige or status and also lose self-confidence and morale
3. Negative feelings were not associated with the loss of job per se but rather the state of poverty.
4. The predominant mood expressed was reported to be anger and hopelessness... generally not ashamed of their own inability to find work but rather of their misery.
5. The major affective response to unemployment was emotional instability.
6. The dominant response was one of dissatisfaction and frustration.
7. Effects on peoples' personalities were negative moods of depression, hopelessness and apathy were reported by many researchers, but these moods may have been temporary states that disappeared when economic conditions improved.

It is important to note that some of the unemployed did progressively lapse into a permanent state of despair and apathy. However most accepted their disappointment with resilience.

Activities that commonly give the unemployed hope

- Political activity is an option that gives people direction and hope.
- Religious activity in principle has the potential to give meaning to life which had lost it.
- At least making ends meet during time of unemployment.

The seven psychological effects that are stated above are ones which I propose can be used as program

drivers to partially remedy the psychological effects of unemployment in the proposed building for 'Business Interaction and exchange' thereby awarding priority to aspects of the individual being



STAGES OF ARCHITECTURAL DESIGN

As Phenomenological Architecture is about factors that influence and enhance the perception or environment of the individual in a space. It is important to look at the social context of a place before one reaches a conclusion of what is required in a particular setting. Taking us back to Maslow's Hierarchy of needs we see that only unsatisfied needs in a persons' life are motivators for development. Hence if you parallel these hierarchical needs to Architectural priorities. We see that each pyramid has its ultimate goal. With people it is the reaching of a self actualized state and for architecture (in my view) its attaining an architecture that deals with the metaphysical realm of design.

From the diagram above, in order for architecture to develop further, it needs to set its next priority as the need for the phenomenological/sensory space. This is architecture that aside from the visual and tactile then begins to deal with the realm of spatial programming and experiential conditioning which considers the human psychology in design.

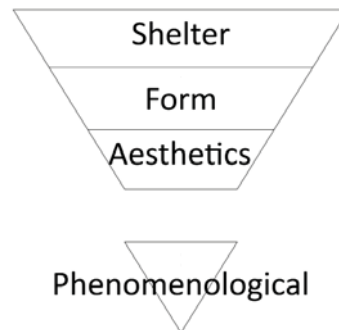
With the social programming and functioning of the intended building the goal from a social context is based on the principle of advancing an individual which will in turn lead to the advancement of a whole community. Hence by building a building that deals

with providing tools and essentials that help individuals to grow their small businesses to their full potential, one enhances business growth and in turn enhances job creation and feeds back into the economy of the country.

When beginning to tackle the ideals and logics that rule the programming and built form, one needs to start from the top of the architectures' hierarchical pyramid and work their way down. Thus one has to treat the phenomenological as a deficient need in architectural design, and then allow all other things to follow which involves the aesthetic, form and lastly shelter. Thereby turning the hierarchy upside down to allow for the implementation of the suggested process.



Maslows Hierarchy of needs www.mirrorsservice.org



<Architectural hierarchies.[n v ndlovu]

BEGINNING WITH THE PSYCHOLOGICAL.

Of the 7 psychological effects of unemployment that were described earlier one could condense them into 4 categories that influence decision making in the economic realm. These categories are as follows.

Emotional Distress- directly related to the effects of unemployment or underemployment

Self confidence- the lack of prestige, status and morale all of which is lost through job loss or under utilization in trained industry.

Knowledge- related to the economic field as well as knowledge of the new industry into which one has ventured into.

Financial shortcomings- related to the need to generate money because of its unavailability in the conventional realm.

These four areas will be tackled architecturally and programmatically in the following manner:-

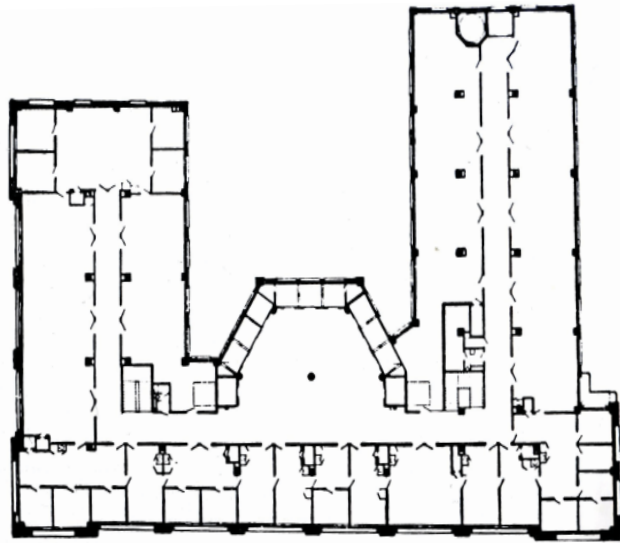
OFFICE ARCHITECTURE

the work place



Imperial Oil
Reprinted from Abalos and Herreros(2002)

The advent of office architecture occurred during the first half of the nineteenth century due to exponential growth of commercial activity in America. The first offices were accommodated in a metal-frame structure which “facilitated advances in the spatial aspects of construction: open and versatile space, a permeable building skin, substantial height and ease of uses and maintenance” Abalos and Herreros(2002:189) Abalos explains that with the need to have adequate light in the office space a link between depth and typology was formalized and the first examples of this was in the Marquette building by Holabird and Roche in 1894. This is where an optimum depth was established and then doubled around the use of a central corridor or U shape. This type of development ultimately inspired



Holabird & Roche, Marquette building, Chicago, 1894 Abalos and Herreros(2002:179)

the geometry of Le Corbusier's first skyscrapers.

The work environment of these initial office typologies took place in isolated environments. As buildings were designed as open plan, the worker was still confined to an individual fixed work station. Essentially "the office was a site for activity fixed in space and time, still organized on the guild system dependant on natural light, located in single use office buildings and linked to an urban model based on concentrating white-collar work in one location" Abalos and Herreros(2002:178)



^^ Frank Lloyd Wright, Johnson Wax Administration Building, Racine, Wisconsin, 1939. <http://time4time.blogspot.com>

>>The 21st Century office myerson and ross 2003



‘The office as we know it today is a relatively new phenomenon. It dominates the working lives of hundred of millions of people yet it dates back little more than 100 years. The office has exerted profound influence not just on economic development but also on culture lifestyle, environment and the urban landscape.” Myerson, Ross (2003:8) Thus it is safe to say that the office space has become an extension of our homes, our characters and our social lives. It now seems to be seeking a fusion with the rest of our lives.

This change in the office space has taken time but today the office is no longer as it was 30-40 years ago. It has changed to become an architecture that no longer follows the same rules that “original” office architecture held as important, which were “the result of an alliance of management efficiency theory, systemic modern design and bulky tethered technology” Myerson, Ross(2003:8). The office is now trying to deal with issues that involve the reassessment of the traditional office ‘container’. This ‘container’ was seen as sterile, monotonous, boring and purely functional space that no longer supported the new ‘styles of team based, knowledge driven, community-orientated working, nor the demands of an increasingly mobile and self deterministic workforce. There are 4 key themes that are discussed in the book ‘21st century office’ these themes are reactions to the original type of office space as well as a response to the paradigm shift in the traditional office setting through the accommodation of technology and its advances. These office themes are – Narrative, Nodal, Neighbourly and Nomadic



The nomadic office represents the logical conclusion of a technologically driven trend to liberate work from the workplace. It is evidence that work is no longer dependant on location. This is due to portable communications devices and the availability of the internet. This has allowed work patterns to occur in a more fluid manner. Thus the nomadic office is 'geographically distributed across the spectrum of people's lives- from home and high street to airport lounge and serviced clubs. It offers real choices in terms of the balance between work and the rest of life.' Myerson, Ross (2003:199)

society and its repertoire of town squares garden fences and quiet spaces increasingly mirrors the dynamic of the modern city, with its chance encounters its colour and bustle.' Myerson, Ross (2003: 131)

CATHY PACIFIC
Hong Kong, China
John Pawson

^^executive lounges in air ports now provide people with effective places to work



The business lounge for Cathy Pacific in Chek Lap Kok Airport in Hong Kong. Is a lounge that provides a series of different settings for work to be done in. The architect has created personal space for business travellers and 'designed a hybrid workplace for study and contemplation'. Myerson, Ross (2003) This hybrid space was created by avoiding the resemblance of a typical office space but instead it is an office space that has all the necessary functions of an office space but reflects a calmness and serenity that is much needed by travellers who are seeking an escape from the hustle and stress of the airport setting.

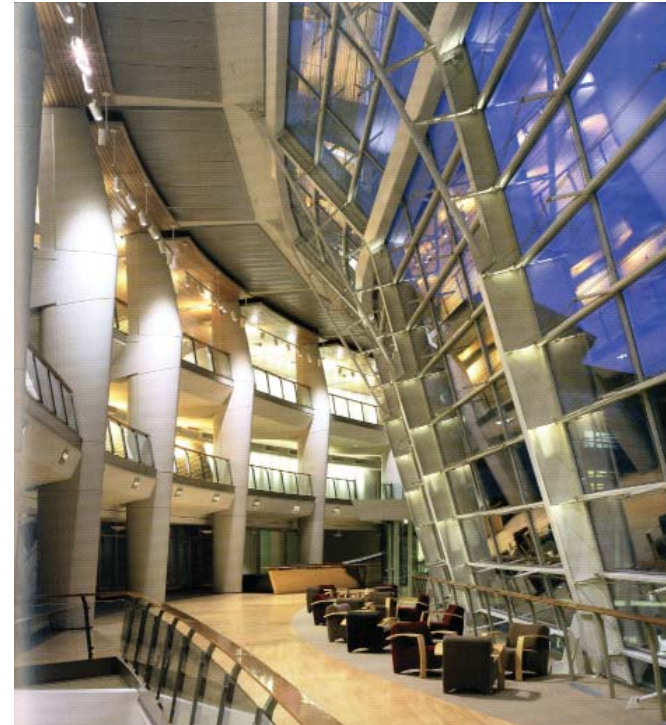
The narrative office represents a powerful reaction against the anonymous-looking, automated, over engineered workplaces of the past 40 years. Myerson, Ross (2003:9). This reaction opened the way for buildings and space to have identity and originality with relation to each company's way of conducting work and business, by associating certain companies to their brand through architectural form and spatial design. This office creates a brand experience through a narrative of the company's identity. It seeks to reveal to the inhabitants of the building a character of the company through space and architectural form as well as programming



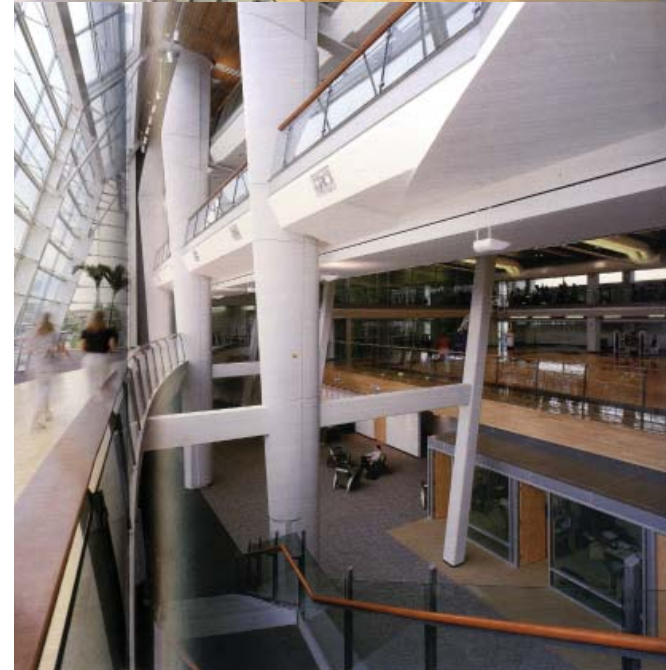
REEBOK,
Canton, Massachusetts USA
NBBJ

Inside glass skin there are open views across and between levels. myerson & ross (2003:66)

Because Reebok is a sports wear brand it was imperative that their new head quarters in Massachusetts reflect the company's ethos through a building whose narrative explores Reeboks' ideals. By adopting this narrative, the building was meant to revitalize the employees' vigour for the company values. The building design rethinks the relationship between indoors and outside, work and leisure by trying to integrate these aspects in a complementary fashion. 'The building plan has the coiled energy of an athlete on the starting blocks indeed, what is so distinctive about the Reebok project is the way sports and fitness are woven inside and outside the building.' Myerson, Ross (2003:66)



NARRATIVE





^^intensive care area at the heart of the office - a paper friendly hive of activity where people can spread out and work in a casual setting. Ross (2003:142)

“The neighbourly office is a violent reaction against the command and control legacy of the 20th Century office which created suspicion and hostility between supervisors and staff- and undermined attempts to create social communities of purpose in the workplace.” Myerson, Ross (2003:10)

The office of the last century was designed to keep people apart- a division of labour. Now the office is increasingly designed to encourage the chance encounters from which good ideas are produced. The neighbourly office treats office space as ‘social landscape’ whose purpose is to seek to bring people together in a space that encourages interaction between work mates and superior. The office’s major design elements encourage entertainment zones and lively bars. ‘It is a complete corporate society and its repertoire of town squares garden fences and quiet spaces increasingly mirrors the dynamic of the modern city, with its chance encounters its colour and bustle.’ Myerson, Ross (2003: 131)

HAPPY
Göteborg, Sweden
White Arkitekter

Happy is a Göteborg based design agency who wanted to create an office that would be ‘intellectually’ liberating and enhance the group dynamic through collective individualism. Myerson, Ross (2003:131)

White Arkitekter designed a non colour space that is given its colour and vibrancy through the firm’s ideas and people. The office is a mixture of three distinct spaces. Quiet rooms; which offer spaces for contemplation and conference. Private cells; that provide alternative spaces for a more individual pondering and work production setting. The third space is a ‘intensive care area’ which is designed to be a ‘hive of activity: a shared space at the centre of the community ... a communal space that would accept paper on floors and drawings on walls an environment that would not stifle Happy’s creativity. Myerson, Ross (2003:142). The design resulted in a series of flexible spaces for meetings brainstorm and relaxation. Space that is all captured in a subtle and ambient back drop for the production of work.

The Nodal office is a response to the inflexible isolating culture of the 20th century headquarters buildings as hierarchical containers for work, populated by largely sedentary workforces unable to share ideas with clients or colleagues on account of the status-driven, departmental static division of space. Myerson, Ross (2003:9)

The nodal office represents a fixed point in our increasingly virtual world. This fixed point offers resources for networking, coaching, training and sharing knowledge.

PRICEWATERHOUSECOOPERS
Philadelphia, USA
Gensler

The Zone at PricewaterhouseCoopers is a new workspace concept that enables the firms' technology consultants to educate and interact with client companies, thus transforming the way they do business.

Gensler's design is a scheme in which the physical space plays a key role in the transfer of knowledge. In these offices clients are able to 'test-drive' the consultants process before appointing them. It also allows for consultants to interact with the customer in order to develop a solution together. 'In a world of bland product demonstration rooms, architect Gensler has created a setting that is a powerful business differentiator. Myerson, Ross (2003:100)



^^industry competency centre, environments themed to reflect Price water houseCoopers' four key practices.myerson and ross (2003:100)

NODAL

What ideals are lacking in 'office architecture'?

Over the past decades office architecture has made significant and important adjustments to the workplace. It has moved in necessary directions, following suite to company and business behaviours as well as technological advances. As this paper will be based in the work situation in Zimbabwe, Harare, it is necessary to realize that there are certain complexities that are essential to the running of a company or business that need to be taken care of. These complexities lie in the psyche of the individual. The concept of the office space is highly complex as it deals with changing industries, technologies, priorities and market drivers. Nevertheless beneath all these design factors lies one constant, which is the presence of human life in each instance.

The aim of this Office space discussion was to view the driving factors for design in office architecture. As seen in the given precedent, the office began merely as a space that was meant to accommodate workers and employees and cater to management efficiency and systematic design on the given neural and standard backdrop. From this setting the office moved to become space that reflects a company's ethos as well as space that became a reflection of the way in which technology is advancing. Nevertheless, the constant across all industries is the human mind; therefore should it not be the prerogative of office space to ensure that the phenomenological aspect of the person in that space be addressed? Perhaps what is stunting the diversification and advancement of office architecture is the notion that the psychology of space can only be applied to architecture that deals with space that is related to sanctuary, spaces, trauma and the psychologically disturbed, spaces of well being and residence and spaces of healing.

All programs have psychological aspects attached to them and these need to be considered in the design process and must in fact take first priority in the design because all architectures contain people. the psychological taking first priority because, architecture's original intent is to provide an enclosure according to the needs of the people intended for a particular space. To provide an appropriate space is to understand the needs of the individuals in that space, therefore, by appropriating for their psyche, one can foresee needs that would otherwise be missed.

As office architecture does not seem to tackle the phenomenological in a direct way I will seek inspiration from other architectural types that I think will be able to fuel the necessity of phenomenological design. The Phenom-

enological is what is lacking in office architecture. Other architectural programmes have been tackled through the phenomenological in a more direct way.

ZIMBABWE _social context

man on Samora Machel Avenue in Harare selling
bananas.
[in v ndlovu 2010]

The building programme will be based in the Central Business District (CBD) of Harare, Zimbabwe. The decision to contextualize my building in Harare came about from the recurring phenomenon of Kukiya-kiya (explained below) which increasingly began to take place in the country due to the political and economic situation in Zimbabwe.

THE CONDITION

What happens when the state of a country changes or redefines the way in which an economy works? Where the instability of currency causes a shift in economic solutions? Where political upheaval turns a country upside down? There were no more investment in local markets leading to a recession and collapse of the economy. This was mainly attributed by a shift in governance policies that were implemented by the ruling party. This led to withdrawal of foreign investment and imposing of sanction which destroyed Zimbabwe's export market. This also led to people being retrenched and for those still in jobs salaries were not adjusted according to the daily runaway inflation of the economy. Therefore standard of living dropped prompting informal jobs/businesses to be created.

These situations often lead to the redefining of many idealised/standardized norms of operation and procedure. If the economy of a country changes, the people in the society also change because they begin to adapt to the situation in order to survive. The economic instability in Zimbabwe and the collapse of the Zimbabwean dollar led to a mutation in the normal way of thinking 'economy' and cash flow. It has bred a society that does not only wait for the pay check at the end of the month, but seeks other means of making money outside the conventional methods. It has bred a society which is street wise. In Zimbabwe the expression for making ends meet by using all avenues of income generation is called "kukiya-kiya" which means that one is broadly looking through and trying many avenues in order to make ends meet.

"When you asked a Zimbabwean how they were managing in the difficult conditions, the answer would often be, "tiri kungokiya-kiya!", meaning they were using all sorts of imaginative skills to make ends meet. Kukiya-kiya means many things; anything really to make a living, usually outside the formal forum. Everyone kiya-kiya in order to survive. It didn't matter whether it was legal or illegal, some things just had to be done to create income. Indeed, by the time the unity government was formed, Minister of Finance Tendai Biti was asked where they were getting the money from his answer was 'taka kiya-kiya', leading his critics to label him Minister Kiya-kiya. The pejorative insinuations aside, this was a formal acknowledgement of how Zimbabweans had to survive in a decade when things got really twisted. They had to kiya-kiya and may still have to in the present decade, given the conditions."

(06-01-2010 Alex T. Magaisa)

'Kukiya-kiya' has been happening largely on an informal platform in Zimbabwe. It happens in homes, on street corners at public buildings, at events, workplaces, on the road side and via networking. The magnitude in which it is occurring makes it a new phenomenon that has swept across the whole country. The desired programme seeks to bring the practice of kukiya-kiya altogether for an amplified networking through the provision of a platform as well as skills training for these practices to take place. A place that provides resources for 'kukiya-kiya' to occur with more efficiency and to a greater magnitude (bulk) for entrepreneurs. Together with catering for programmes more direct needs, the building will seek to address the psychological stresses related to work and unemployment.

THE CONDITIONS BEHIND KUKIYA-KIYA

As the conventional way of thinking 'economy' is no longer relevant because of the society's changed frame of mind and reasoning. A paradigm shift has occurred which involves a society which does not only wait for the pay check at the end of the month but seeks other ways of making money outside the conventional methods. Kukiya-kiya has occurred more than anything else as a 'response to the failure of our advanced capitalist system to meet the basic needs of an increasingly large part of the population.' (Shragge 1993) Professionals in Zimbabwe have had to rethink the equation that says you need to be educated in order to make money, because although they are educated their pay checks can barely cover a fraction of their living expenses. As a result they have had to think of other ways to generate income for their households in order to sustain the lives that they live because a pay check is barely enough to cover living costs.

In Zimbabwe, for example the construction industry has been at a stand still for all major construction for

>> <http://www.therightperspective.org>

the past 5 years. Examples of the construction halt includes.

- Joshua Mqaboko Nkomo Airport,
- The new houses of parliament in Harare. (Designs were completed but construction is still to commence.)
- The campuses for the National University of science and Technology (NUST) are yet to be completed.
- Shopping complexes and other university campuses are on hold due to the economic situation.

So the question that remains is: - What does an architect, engineer, quantity surveyor and contractor do in this case, where all avenues of money making through their professions are closed.

This illustration serves to show that because of this malfunction, qualified professionals have had to think of different ways to make a living which is beyond their training. Professionals although still working in the formal sector have begun to engage in dealings in the informal sector. Dealings that in some cases have been legal and others, questionable but nevertheless it all occurs in order to serve the same purpose. That is to generate income for one's family. Some activities included:-

- subsistence farming,



- buying and selling of fuel and fuel coupons,
- foreign currency exchange on the black market,
- converting large home and yards to wedding venues,
- cross boarder trading,
- Illegal diamond mining,
- The sprouting of fashion shops.

These activities come about because there was a need to stop relying on a job for salary but instead made people to start relying on themselves to make money. They became completely self-reliant.

SELF- RELIANCE

The majority of the population has a small business that they run on the side in order to maintain a viable cash flow for their family. People in Zimbabwe do business, they begin businesses and then survive by them, and they do this because it is their way of rethinking the conventional way of maintaining cash flow. Thus the political and economic situation has bred a society that has redefined and advanced the principles of self reliance.

‘Self reliance is the antithesis of the global economy. The self reliant economy is built on local markets, gears its production to serve community needs and works to recapture and retain the wealth produced by a community. It is an approach that looks inward, building on internal strengths and resources’ Nozick (1993).The goal of the building therefore is to harness the potential of self-reliance within each individual and utilize the local wealth of the society through its existing resources

vv The Zimbabwean 25 October 2009

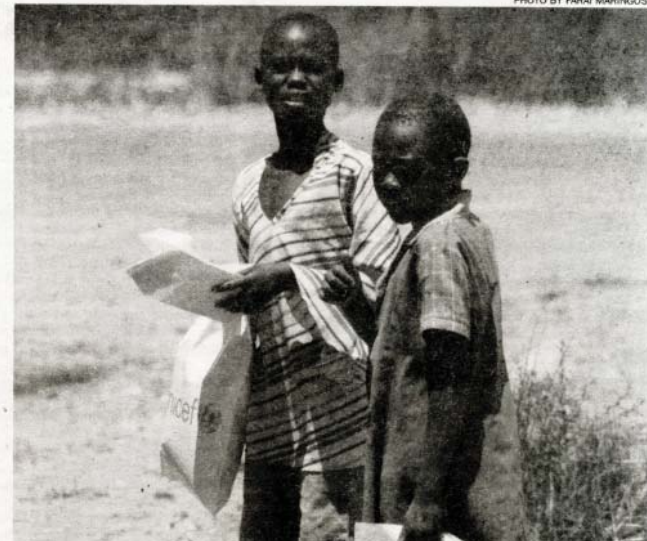
TheZimbabwean | 25 October 2009

IN DEPTH ON SUNDAY 11

ECONOMYFOCUS

Zimbabwe's economy is still in the doldrums. According to economist John Robertson, the country is still bedevilled by lack of cashflow, weak domestic demand, reduced supplies of local inputs, the loss of skilled people and low commodity prices for many of its exports. These problems are made more serious because electricity, water, telecommunications and council services are inefficient, and because of the large numbers of people who depend on the earnings of the very few in steady jobs. Here, in this special focus on the economy, we look at both the political context and at how sectors such as mining and agriculture are faring.

PHOTO BY FARAI MARINGOSI



Economy rests on confidence and credibility

WHILE the prospects for individual companies might stand or fall on whether they keep their promises of quality, price and delivery, the prospects for any country will stand or fall on more philosophical issues, such as political involvement, rule of law, respect for civil rights and property rights, and whether the government chooses to respect international treaties, laws of contract and market forces.

Since the signing of the political agreement, efforts to revive the economy have faltered in an inter-party contest that neither party is winning. Zanu (PF) seems keen to discredit and disparage the achievements of MDC by maintaining sufficient instability at home to prevent any outright MDC

successes. At the same time, MDC has called into question the size and even the existence of huge flows of funding said by Zanu (PF) to be on their way from China. Humanitarian aid is still flowing into the country, but the politicians have still to make a useful start in rebuilding the confidence needed to attract investor support and development funding.

This funding is urgently needed to begin the restoration of bank liquidity and manufacturing production and to improve access to the working capital needed to carry out basic repairs to electricity supplies, transport and other infrastructural services.

Zimbabwean business people today are engaged in the unequal struggle of rebuilding a sound

business base even though the country's politicians have yet to persuade the world's investment, development and banking community that their efforts to rebuild international credibility deserve support.

As the current leadership has fallen so far short of acceptable standards of conduct called for by trading partners, donor countries, banking institutions and international funding agencies, major changes are now needed to restore Zimbabwe's credibility. If the changes needed lie outside the limits the leaders are prepared to accept, the challenge has to be to persuade the leaders to stand down in the interests of the welfare of the whole population.



Humanitarian aid from organisations such as UNICEF is still flowing into the country, but the politicians have still to rebuild the confidence needed to attract investor support and development funding.

How land 'reform' ruined a country

• In the process of reclaiming land, about 4,500 farming com-

FARMING FAILURE THAT LOOKS SET TO CONTINUE

ALL THE intricately balanced links of the farming community have been broken. The country's food security is in jeopardy.

HOW CAN ZIMBABWE HELP ITSELF?

There are a large variety of small businesses that have been started up by Harare residents. The businesses have a range; they range from those that were started by those residing in the rural areas and selling mango and tomatoes at the road side and moving all the way to professionals who have decided to start lucrative businesses to supplement their incomes. These professionals use their homes as nodal office spaces to conduct business. The variety of business sizes with various potentials that exist must be narrowed down so as to allow a program that can be more specific. Professionals are more likely to have a larger capital base for their businesses as well as collateral if financing is required at later stage to provide for business growth. Therefore, the target businesses are those formed by professionals because these businesses and their business owners show a lot of potential to develop into larger businesses that can provide employment for the population at large. The programme is there to provide a facility that facilitates for the growth of these businesses in Harare. Thus allowing the businesses to expand in each of their respective industries and be able to make a significant contribution to the economy of Zimbabwe. This business growth increases the value of the Gross domestic Product (GDP) by creating locally produced products and services and hopefully in time decrease the need for importation of basic commodities. In developing these businesses we will see the current informal economy become formalized and slowly but surely begin to gain control over the economic activities in the country. By using the building to formulate an economic system that meets the individual and business requirement of its occupants.

At the 2010 World economic forum held in Dar es Salaam the prime minister of Zimbabwe Morgan Tsvangirai urged foreign investors to start investing in the country as 'confidence had returned' to Zimbabwe following the decade of economic collapse. 'This is the time to look at the country in a more positive light' (newzimbabwe.com). In response one of the speakers said that Zimbabwe was not yet a reality for investment and is not predictable enough or stable enough. She continued to say 'Capital is a coward. It doesn't go where it perceives danger' and then asked what the leaders were doing to make sure that Zimbabwe does not miss the opportunity to attract new investment. (zianetwork.org 2010)

Tsvangirai's response was not given but one of the major issues for concern for investors was predictability and most importantly stability. And the stability of the economic sector in the country is the major driving force for the program. As I believe that once the economy is stabilised so will the people too. The programme integrates the idea of trying to grow and build the businesses individuals in an effort to ultimately benefit the country's economy by providing services and employment to the public once the business has grown.



>> <http://thedifferencemagazine.blogspot.com>

SHORT TERM EMERGENCY RECOVERY PROGRAMME. (STERP)

STERP is a document developed by the Confederation of Zimbabwe Industries as a step forward into the economic recovery of Zimbabwe. The key goals in this document are 'to stabilise the macro and micro economy, recover the levels of savings, investment and growth, and lay the basis of a more transformative mid term to long term economic programme that will turn Zimbabwe into a progressive developmental state' (STERP) 2009:7). This document outlines the steps which Zimbabwe has to take in order to successfully stabilize its economy. Some of the steps that my building will help to implement are as follows and will have the listed results.

Step towards Stabilisation.

- Implementation of a growth orientated recovery programme.
- Increasing capacity utilisation in all sectors of the economy and, hence, creation of jobs

Expected results

At the end of it all STERP will create an economy that :-

- is able to sustain itself through food self sufficiency.
- creates jobs and employment opportunities
- generates confidence and inter-sectoral synergies
- reduces poverty

Pay hike ends lecturer strike

HARARE

Lecturers in Zimbabwe have been awarded salary hikes, prompting them to return to work more than a month after engaging in a civil servant strike.

Top-paid academics will now earn US\$800 a month - up from US\$290. Only lecturers have been awarded a pay rise so far, out of a striking civil servant pool that includes health workers and teachers, who continue to take home less than \$200 a month.

In prioritising lecturers, the government appears to have been jolted into action by grim figures on the brain drain from Zimbabwe's higher education institutions, published recently by the parliamentary committee on education.

The committee painted a bleak picture of departments at the University of Zimbabwe that were hopelessly short of academics. As University World News reported, the university required 1,200 academics but had fewer than 500, with science departments the worst hit.

Effective from January this year, the lowest and highest paid academics will be paid US\$200 and US\$800 respectively. They will also receive a 30 per cent reduction in tuition fees and a retention allowance, according to the state-owned paper, The Herald.

Although lecturer pay remains considerably below the average US\$2,000 offered in the region, this is the first time in close to five years that Zimbabwe academics will receive salaries that enable them to pay the rent and buy basic foods.

In previous years, lecturers' earnings were wiped out by world-record inflation that reached 231 million per cent at the height of a decade-long economic crisis brought about by poor management and increasing political oppression under President Robert Mugabe.

Inflation was finally solved by the government of national unity forged in February 2009 between Mugabe and former opposition leader Morgan Tsvangirai, now Prime Minister. The government dumped the Zimbabwean dollar as legal tender and adopted the South African Rand and the US dollar as the medium of exchange.

The still cash-strapped government is now under pressure to meet the demands of other state employees, who want US\$630 a month including housing and accommodation allowances.

In a development related to the brain drain, legislators have produced another report detailing problems in the research sector. The report said the draft Science and Technology Innovation Bill of 2007 had been shelved because of funding problems.

The report noted the Biotechnology Authority did not have laboratory equipment for testing biological material, especially GMOs. As a result, some biological resources were being "poached" by other countries. Further, the Research Council of Zimbabwe was failing to perform because of lack of resources.

"There is need for a certain proportion of export tax to go towards research and development. The parliamentary committee learnt that there is need for the creation of a conducive environment for the retention of scientists. Scientists require laboratories, research resources and salaries for their work to be done successfully," the report said.

Meanwhile, the non-profit Solidarity Student Trust reported that in the year to February, flouting of student rights had led to the expulsion of 43 students from higher education institutions, 128 students had been unlawfully arrested and 124 had been unlawfully detained. The organisation recorded a total of 313 rights violations involving students.

Mugabe's failure to observe human rights has seen the European Union and United States renew targeted sanctions against him and his inner circle for another year.

- University World News

ARCHITECTURAL AND PROGRAMATIC RESPONSES

to

_ Emotional Distress

_ Self confidence

_ Knowledge

_ Financial shortcomings

EMOTIONAL DISTRESS

Emotional Distress (ED) is a negative emotional reaction to a circumstance in a manner which may entice fear, anger, anxiety and suffering endured. (Penguin Reference Dictionary). Emotional Distress is what I believe the majority of Zimbabweans went through during the years of political and economic instability and chaos. It is this distress that caused Zimbabweans to face their fears, angers and insecurities by starting up businesses and putting their energies into the growing and nurturing of these small businesses. So through the start up of their business ventures, it was a direct effort to relieve their financial constraints. I believe that through this they partially dealt with their emotional feelings of distress.

Therefore the building programme is not a effort to deal with emotional distress but rather will offer facilities that help in tackling their business needs in a unique way that not only offers grounding for their businesses but flexibility, formality and a platform to enhance their business performance. Since emotional distress was partially alleviated through the beginnings of their businesses. With continual growth and prosperity of businesses that are aided by the BII Hub through providing interaction with different experienced individuals, thereby making entrepreneurs who are focused and alert in business dealings.

The building programme not only caters to the basic necessities that are required to in a business resource centre but it provides reinvented office spaces and interaction zones, learning areas and exchange platforms that cater to the specific requirements of small business owners in Harare. This programming will be a result of pinpointing particular needs of the businesses and consequently providing for that need in a particular manner such as:-

- *The need for constant interaction and cross pollination of business ideas, values and connections.
- *Catering for businesses that have been surviving on informality for such a long period of time that the ideal space that needs to be provided now needs to be rethought and redesigned.

*Providing a business or office centre that is a combination of both the learning and practice.

SELF CONFIDENCE

The issue of self confidence, prestige and status are critical to the advancement of the individual because they are attached to one's morale and sense of importance, belonging and sense of place in the society. These are attributes that were robbed from individuals who had thriving companies before the political and economic devastation in the country. As business dwindled, their status in society was somewhat questioned and with this, morale and one's own sense of prestige was lost. Thus in order to rekindle this sense of prestige, status and value, this building and its programme will seek to instil these attributes back into the individual through the architecture in the following manner:-

-By providing all the needed services in an iconic piece of architecture that speaks of wealth, prestige and investment and a fresh start. How?

-Providing a piece of architecture that is world class, the subconscious tells one that the best was put into the design and construction of this buildings because there is a belief in the potential of the people it was made for. "You sow the best, you reap the best" thereby instilling confidence in the people to make their businesses perform beyond their expectations.

-By providing an architecture that is symbolic of the people's potential.

KNOWLEDGE

This building recognizes that the only major things that can single handedly cripple a small / large business is lack of knowledge and foresight in decision-making. Therefore the aspect of knowledge enhancement in respect to businesses is essential. Therefore the

programme in the building will not only house space for business taking place but it instead recognizes that most people are constantly at the learning stage of their business as these businesses are still very new and fresh in planning as well as conceptual stage of development. Therefore the building will facilitate for both continuous and seasonal learning. By doing this the building will be providing for the psychological need for learning and mental growth. Knowledge will subconsciously raise one's confidence in running their business.

FINANCIAL SHORTCOMINGS

The lack of finances was the initial motivating factor for individuals to start their businesses in the first place. Therefore it is essential for a business to reach a certain level of growth and for business owners to act in wisdom and foresight when handling their funds. The reality of financial shortcomings initiated and motivated individuals to start businesses. So to take care of this need for financial understanding and help the building program will include educational workshops that increase financial knowledge and understanding. These workshops will be seasonally available to make the financing of businesses simpler. The program will permanently house people who specialize in giving financial advice as well. Although businesses are now seemingly lucrative the resource will be available if an owner seeks to expand his business in order to take it to a new level of success. Hence owners affiliated to the 'Business interaction and Information platform' will have the special privileges of financial aid after the putting forward of a submission of business plan and proof of a steadily growing business.

THE BUILDING PROGRAMME

With the intention of fulfilling these four psychological needs the building will provide the following program. This program is linked to the four categories described in the psychological affects of work and unemployment

EMOTIONAL DISTRESS_ PROGRAMMES

- a platform for exchange between professionals who have ventured into fields outside their training.
 - offices that are let out to employees of other companies who have their small business that they are running
 - semi permanent offices to business owners that only require the space for the convenience of gaining a customer base.
 - areas on the business platform will allow for spontaneous inter business interaction.
 - A reinvention of the office environment to cater for the new way of business interactions in Harare.
 - The building will also provide counselling sessions for those that are still suffering from the emotional distresses caused by the economic situation.
- The semi permanent offices will be rented out to small to medium business ventures that need exposure

SELF CONFIDENCE_ PROGRAMMES

- Facilities to host success and leadership seminars
- Include spaces for small shops or therapeutic areas that offer stress relievers for individuals.
- Offer help in formalizing, registering and accrediting currently unregistered businesses in order to pave way for a formal business to gain bigger work/contract opportunities.

KNOWLEDGE_ PROGRAMMES

- provide training and empowerment to the professional who have ventured into new fields

- Training workshops for various business ventures
- Training workshops on running businesses and maintaining them.

FINANCIAL SHORTCOMINGS_ PROGRAMMES

- Financial information training workshoping
- House offices for companies that offer financial advice

FORMALIZATION

- It will provide permanent offices for selected governmental offices (Ministry of Youth Development, Indigenisation and Empowerment), NGOs and International labour Organisation.
- There could also be spaces for a smaller government office that offers certain tender projects to the up and coming entrepreneurs
- The building could have offices that are rented out by NGOs for the purposes to releasing private tenders to the professional community and society in Zimbabwe.
- Could also offer an expanded public works programme.

The overall restrictions in the buildings are that:-

- The programme will have restrictions which only allow business ventures to rent spaces for a maximum of four years. This is done so in order to give business owners and entrepreneurs a sense of urgency when drafting their business plans so as to maximise their advantageous position to a gain customer base and establish their company name/brand. This time frame will be imposed so as to ensure a continuous renewal of business venture and training services to be available to the growing economy. It will be a place where people can come and exchange information about the economy share business ideas and network.

CONCLUSION

Buildings' contribution to the Zimbabwean

In order for the Zimbabwean economy to become stable there needs to be a strengthening of the Job market through the effort of the indigenous people in order to show potential of the country to foreign investors before they can contemplate injecting their capital into the economy. Therefore the goal of this 'Business interaction and Information HUB' is so that it can be used as a tool for small businesses to facilitate in the development of their businesses by offering much needed information and interaction with other entrepreneurs.

The intention of this study therefore is to offer a reinvented work space that has gone through the process of understanding and catering to the social, cognitive and emotional aspects of the individual that resulted in Zimbabwe's multitude of small businesses. It is thus with hope that this design approach that begins with the psychological will be able to provide an architectural solution that aides in facilitating economic growth and revival of the society

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02 DESIGN

|INTERACTIVE LANDSCAPING_ A BUSINESS DEVELOPMENT HUB FOR HYBRID PROFESSIONALS|

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CONTEXT

— Zimbabwe, Harare



Zimbabwe with nine provinces (Greater Harare being one on its own)
^^ www.d-maps.com



General map of City of Harare with roads leading to CBD
^^ www.idrc.ca



Map of Harare CBD (Samora Machel Ave is of interest)

^^ www.idrc.ca



Africa

Zimbabwe

© pickatrail.com

LEGEND

- 1 Reserve bank of Zimbabwe
- 2 NSSA
- 3 Government offices
- 4 Supreme Court of Zimbabwe
- 5 The Holiday inn hotel
- 6 Karigamombe Centre
- 7 Unity Square
- 8 Harare Gardens
- 9 Fourth Street Bus Termini



vv Google Earth 2010





Harare CBD [N Ndlovu 2010]



CHINHOYI ST TAXI RANK

Rank at corner of Chinhoyi St & Speke
In skyline from left to right, Rainbow
Towers, NetOne Head quarters & ZanuPF
Head quarters.

[N V Ndlovu 2010]



PART OF CBD CENTRAL
COMMERCIAL
Joiner centre

N V Ndlovu 2010



**CBD CENTRAL SUBURBAN
RESIDENTIAL**

Ariel view of Fourth St taken from
Samora Machel looking north

[N V Ndlovu 2010]



DELAPIDATED RESIDENTIAL BUILDING
Found at the corner of 5th St and central Ave
[N V Ndlovu 2010]





CBD CENTRAL COMMERCIAL
Looking towards the west of Samora Machel
looking to the presidential offices and commercial buildings in foreground.

[N V Ndlovu 2010]

SAMORA MACHEL

"The siting of a building is perhaps more crucial to its impact and success than its design. While design defines the user's experience, siting determines its ultimate contribution for citizens as a new insertion into the urban condition"

Rem Koolhaas





SAMORA MACHEL
pedestrian level, picture taken from 5th St
looking to the west.

[NV Ndlovu 2010]



SAMORA MACHEL
east
[N V Ndlovu 2010]



SAMORA MACHEL
[N V Ndlovu 2010]

Samora Machel Avenue is considered as one of the most accessible roads in the central business district of Harare. It is on this street that one finds the presidential offices, the Supreme Court of Zimbabwe, the Reserve Bank of Zimbabwe and many other Government departments, a church various office buildings, hotels and garages. The Avenue is located to the north of the Central commercial zones of the CBD. It therefore functions as a bridge from the Central Commercial zone to the Central Suburban Residential zone of the CBD. These mentioned attributes contribute to presence, prestige and importance of the avenue in the overall Central business district. Samora Machel is a street that thrives because of its variety in street tempo, density and visual change in terms of building heights. These characteristics are favourable for the siting of the BII Hub in this avenue. I hope to give the building an advantage positioning thereby making location and accessibility easy.

Samora Machel Ave offers the BII Hub a little more than just space in the CBD to be built but offers it advertising as it is an avenue that is almost always used by motorists when coming in or out of the city centre.

SELECTING SITE



Site A

Cnr Samora Machel & First St
Site consists of a singular site that is currently an abandoned Beverly Building society building. It is located close to the parkade at the corner of Second street. The site is uninviting as it is overcrowded and might not allow for the freedom that I want the tenants of the BII Hub to enjoy.



Site B

Cnr Samora Machel & Second St
Site is a combination of 3 sites, one of which is a derelict building, the second is currently a parking lot, and the third is a car dealership for Mazda motors.

Site located in close proximity to the reserve bank of Zimbabwe. A high traffic zone which might not be able to take the capacity of the building I am proposing.

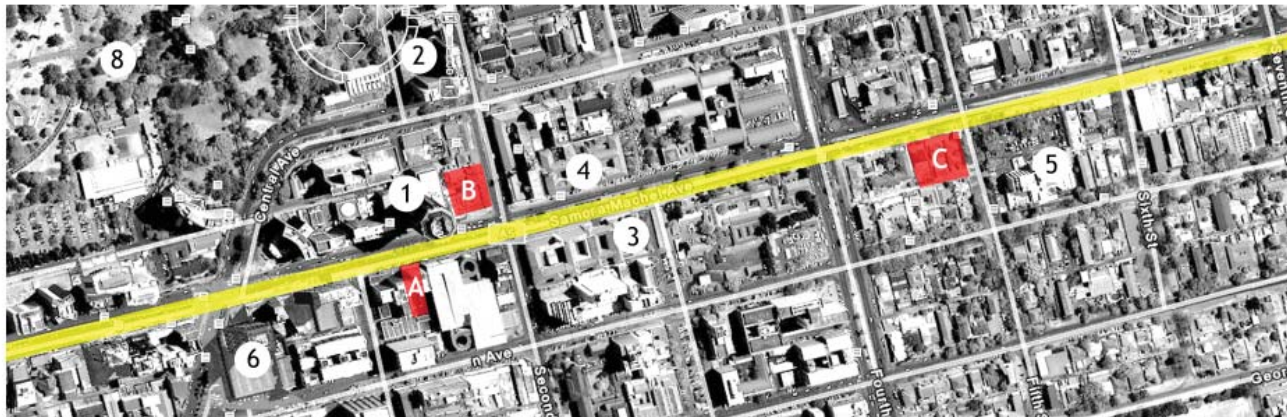


Site C

Cnr Samora Machel & Fifth St
Site is a combination of 3 sites, two of which have already been consolidated by the Lodge which is currently in place. The other is a closed down or abandoned house that was used as an 'internet cafe'.

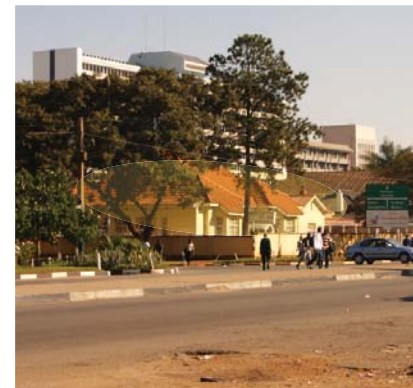
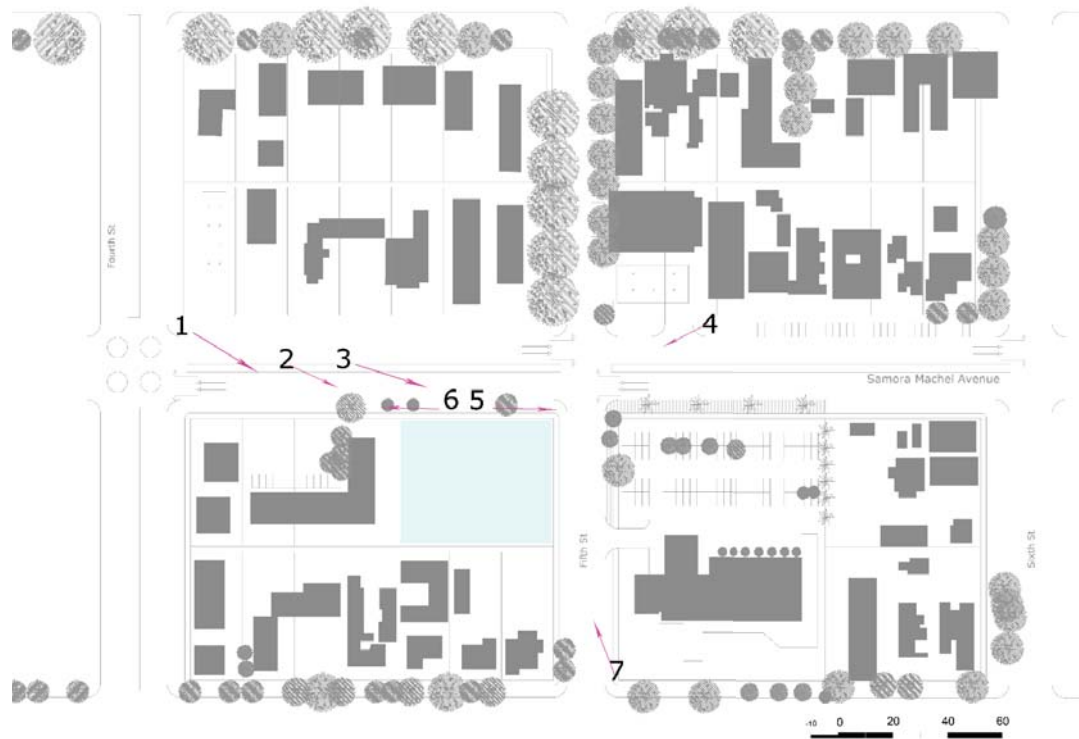
Site is interesting as it is situated in a less densely populated part of the CBD and could work well in terms of positioning for the intended patrons of the building.

Possible sites



LEGEND

- 1 Reserve bank of Zimbabwe
- 2 NSSA
- 3 Government offices
- 4 Supreme Court of Zimbabwe
- 5 The Holiday inn hotel
- 6 Karigamombe Centre
- 7 Unity Square
- 8 Harare Gardens
- 8 Fourth Street Bus Termini

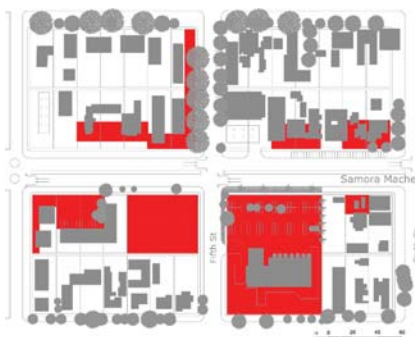


Site Plan NTS





BOUNDARIES



PRIVATE



PUBLIC



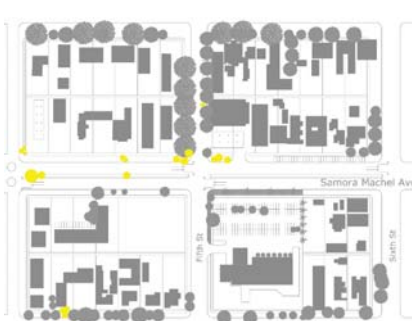
BUS STOPS



TRAFFIC VOLUMES



PARKING

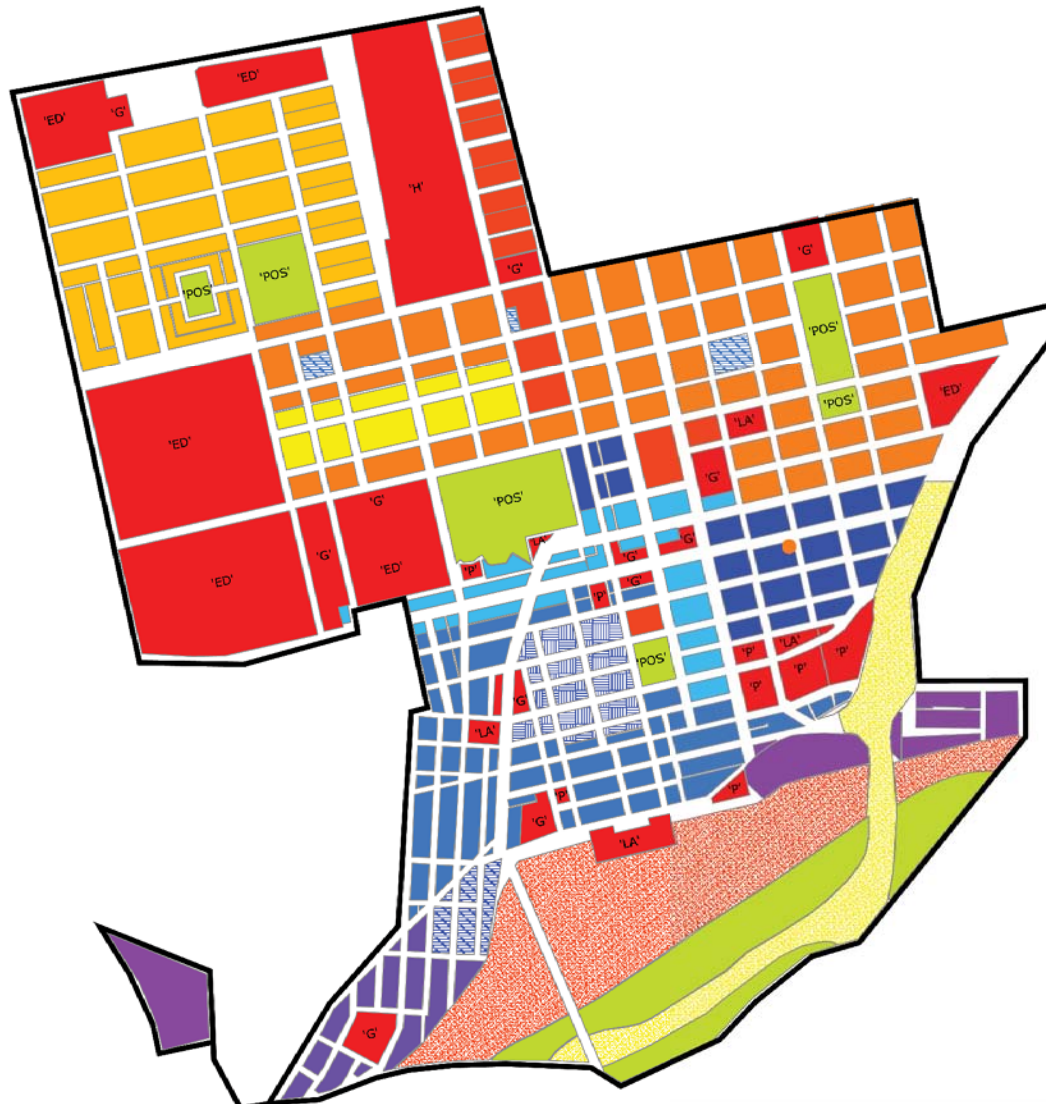


VENDORS AND LOITERERS



COMBINED MAPPING

CONXETUAL MAPPING



CITY CENTRE LOCAL DEVELOPMENT PLAN No 22

LEGEND

LOCAL PLAN BOUNDARY

LAND USE ZONES

CENTRAL COMMERCIAL

- 1A (1) Special Shops
- 1A Shops
- 1B (1) Special Offices
- 1B Offices

GENERAL RESIDENTIAL

- 1D General Commercial
- 1F Suburban Commercial

GENERAL RESIDENTIAL

- 2A(1) Detached Dwelling Houses
- 2A (v) Flat Others

SURGERIES

- 3A Doctors Surgeries and Consulting rooms

PUBLIC BUILDINGS

- 4B Public Buildings (other)

LIGHT AND SERVICE INDUSTRY

- A1 Shops
- A1 Shops

RESERVED LAND

- G Government Purposes
- LA Local Authority Purposes
- ED Education
- H Health
- P Parking Garage
- POS Public Open Space
- New Roads and Road Widening
- Proposed Freeway
- Railway Operations

MAP No
8

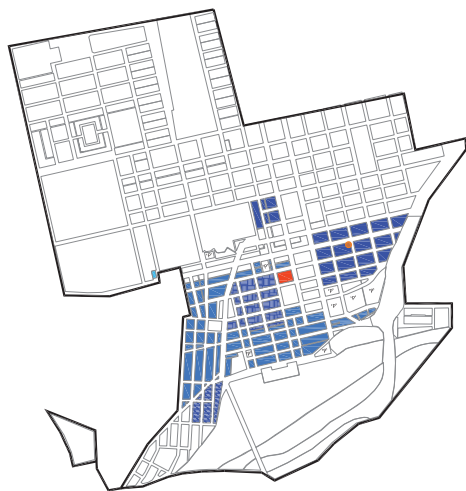
PROPOSALS PLAN

CITY OF HARARE

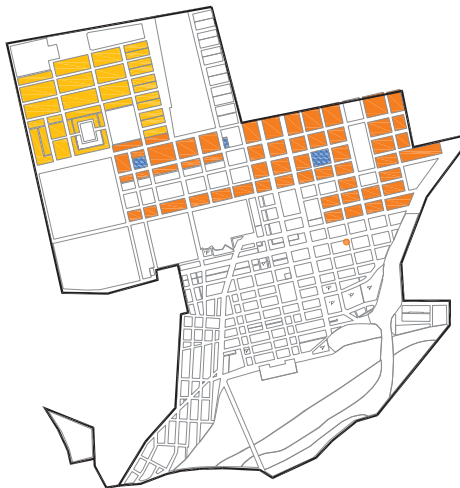
DEPARTMENT OF WORKS
PLANNING AND DEVELOPMENT DIVISION

TPX958M

LP22



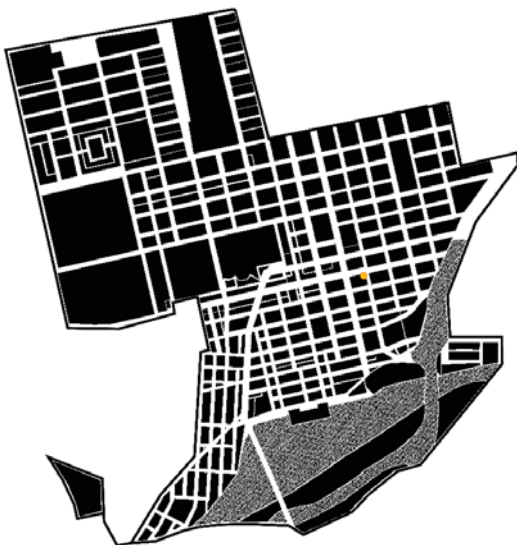
Site in relation to
Central Commercial Zones



Site in relation to
Central Suburban Residential Zones



Site in relation to
Light and Service Industry and Surgeries



Site in relation to
Open Public Spaces and Reserved Land



Site in relation to
Public buildings and Special Offices



SAMORA MACHEL
Informal taxi stop opposite chosen site
[N.V. Ndlovu 2010]



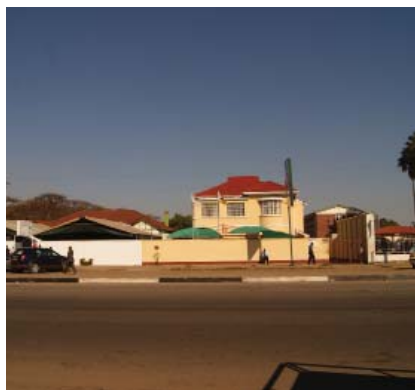
SAMORA MACHEL
Vendor on street

[N V Ndlovu 2010]





WALKING THE STREETS OF HARARE





WALKING THE STREETS OF HARARE





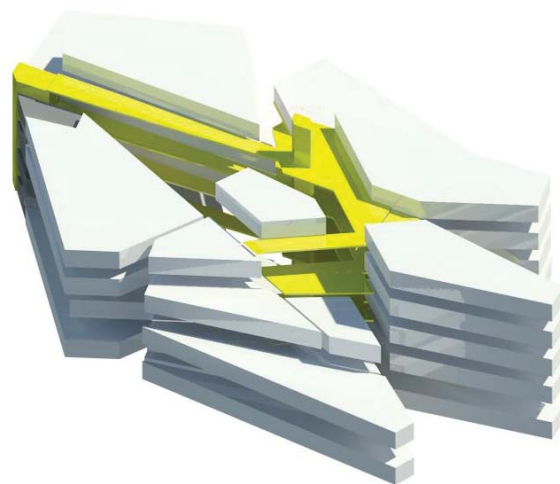




WALKING THE STREETS OF HARARE_KWAME NKURUMAH
(STREET BEHIND THE SITE)

DESIGN PROCESS

“ Maybe architecture is a mess; not an aesthetic mes but a much more complex social and institutional mess” Jeremy Till



Entrepreneurial Rituals

The design driver for the business interaction and information hub is the individual. The individual in question is the Entrepreneur. The entrepreneur is a Hybrid Professional whose requirement for growth is the increase in information and interaction. The building design is meant to make people interact with each other as well as promote the occurrence of formal and informal information exchange. To do this the building has to expose occupants to one another. The best way to do this is by designing access routes specifically for enhancing chance encounters. Access routes are relevant for spontaneous and informal communication between people.

Design concept is about routes. Whose routes? The entrepreneur. There are six different types of hybrid entrepreneurs in the Zimbabwean context, these are:

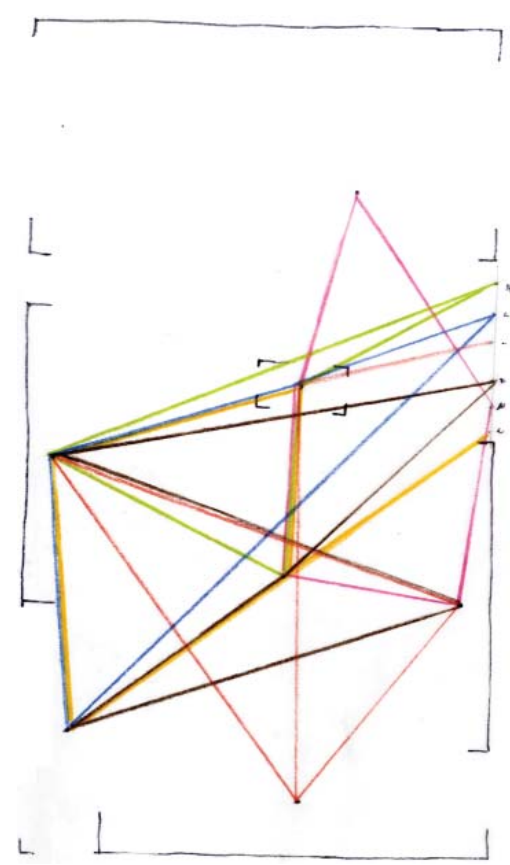
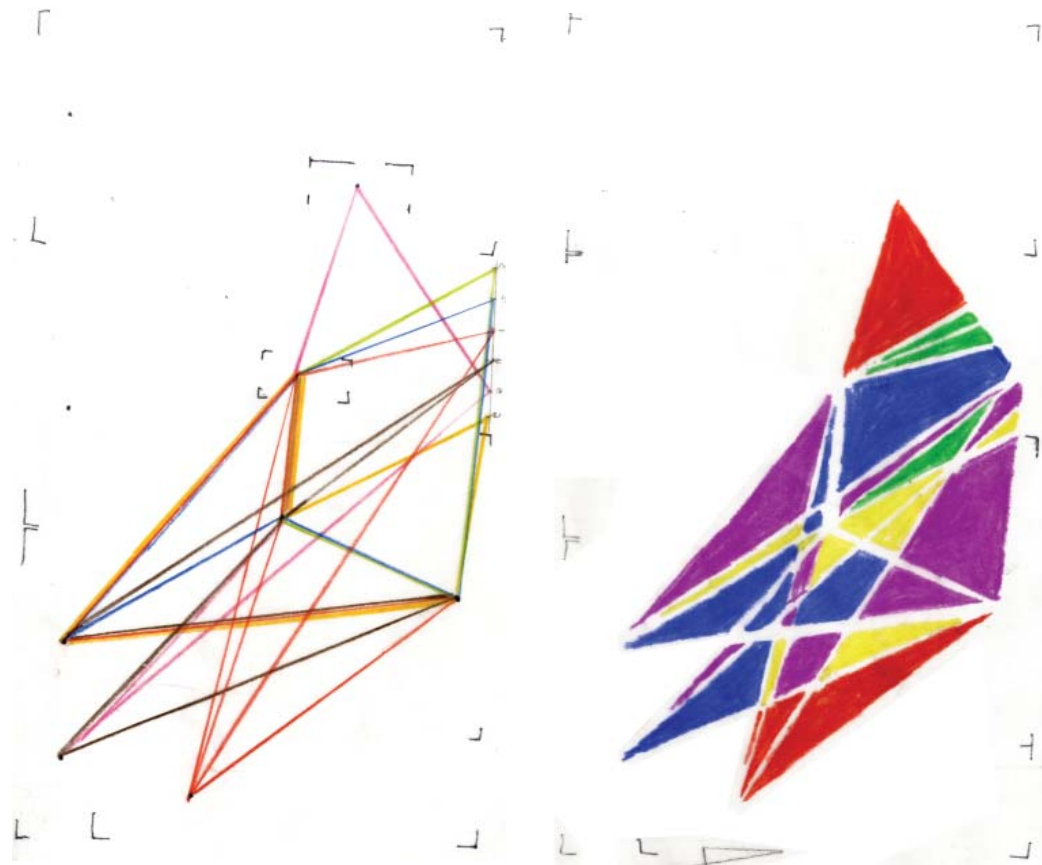
1. Professionals who have completely shifted from their original line of work
2. Professionals who still in their original professional realm but do regular dealings on the side
3. Professional who occasionally get opportunity for doing deals
4. Professional looking to expand their current businesses through diversification
5. Unemployed professionals
6. Professional s intelligibly looking for markets to venture into.

INTERACTION + INFORMATION = GROWTH

ENTREPRENEUR	RITUAL CHARACTERISTICS	SPECIFIC NEED
GROUP 1	-wholly depend on their 'business venture for sustenance -have no other means of making a living -under a lot of pressure to succeed -seek growth and might require a grounded place to conduct and further their business -need to start company branding	-Information on expanding financially -legal advice. -Information on infiltrating their area of trade -physical space with which to associate themselves with -Interaction with like minded professionals
GROUP 2	-under no pressure to succeed in business as current job provides some security. -needs to conduct minor business dealing to make ends meet.	-financial and legal advice -formal place to meet up with clients -advice on how to be more fruitful in business dealings.
GROUP 3	-occasional dealers. -are in it just to make an extra buck.	-interactive space to find contacts and deal in
GROUP 4	-company executives looking for an edgy place to have meetings -already well linked up	-business Lounge -place to hold company cocktails -spots to meet other executives or potential clients
GROUP 5	-job searchers -longing to rub shoulders with the inspiring -looking for a break	-platform to expose themselves -need to learn and gain tool to possibly start their own businesses
GROUP 6	-idea searchers	-information -getting started info -legal advice -capital financing

The table shows that some groups share the same needs as others. These shared points are opportunities for interaction. And the paths and routes to these shared routes represent more possibilities for more interaction.

The theoretical basis of design is to begin with the psychological issues of the entrepreneur. Then from an understanding of the occupants' need, begin to design in such a way that it seeks to fulfill the needs of the occupant. In the case of this building, the Hybrid professionals highest need is to interact with other professionals in order to gain knowledge for advancing their businesses.



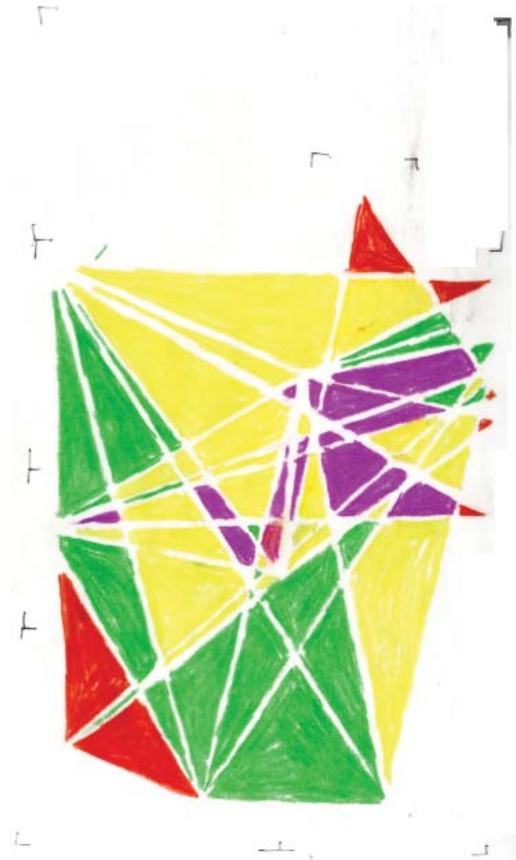
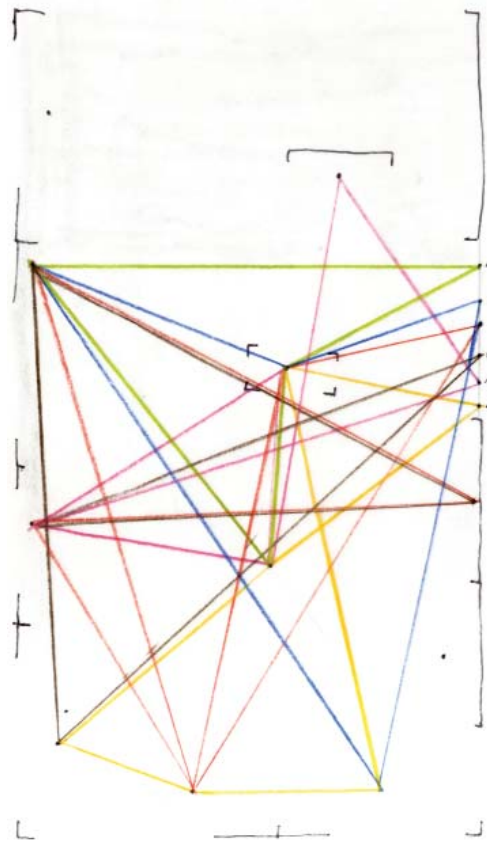
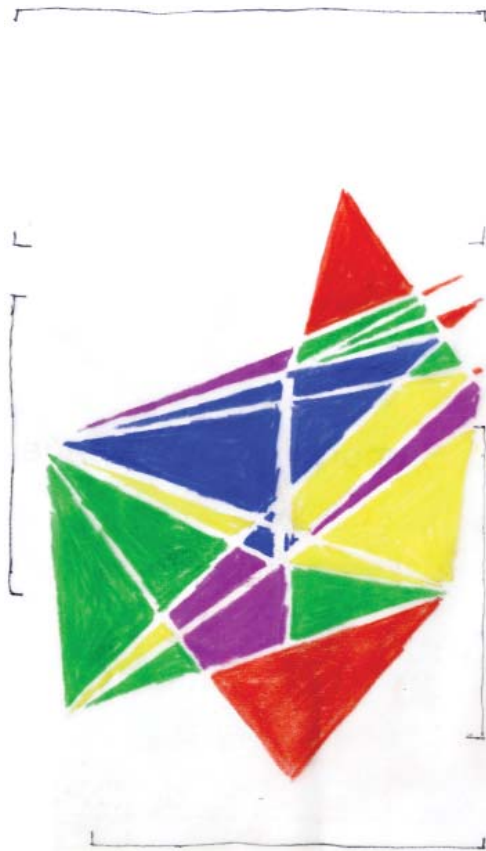
PROCESS OF MAKING

-Each different line on the diagram represents a entrepreneurial ritual during the course of a day.

-Each point on the diagram represents a node of information or service delivery.

-As seen in the diagram some entrepreneurial routes overlay others.

-Some routes are more popular than others



The shaded areas in the diagrams represent the frequency of routes along a particular area

Blue - **Highest** frequency of movement
 Purple - **High** frequency of movement
 Yellow - **Medium** frequency
 Green - **Low** frequency
 Red - Passersby

Process is that of trying to make the access route the skeleton upon which all else hangs and takes shape and form.



Model with highest intensity of interaction



Model with a balanced proportions of interaction intensity



Model with the dispersed areas of interaction

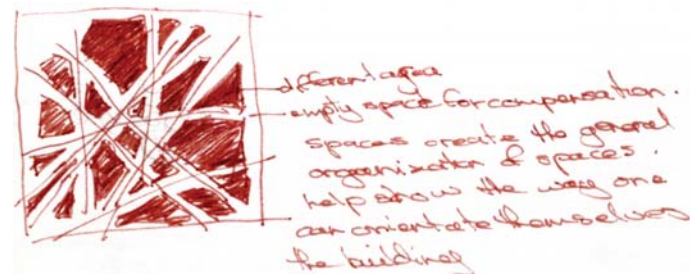
HETEROTOPIA

A Heterotopia is a theory of other spaces. Heterotopic spaces are :-

- positioned between the ordinary and extra ordinary
- they are characteristic negotiations between private and public space
- they occur in a special colony of people who operate in the same rhythms, custom duties traits and interests

This idea of the Heterotopia in a sense explains the kind of place the Business interaction and Information Hub is to become as well as what it is already as a conceptual idea. This is seen in

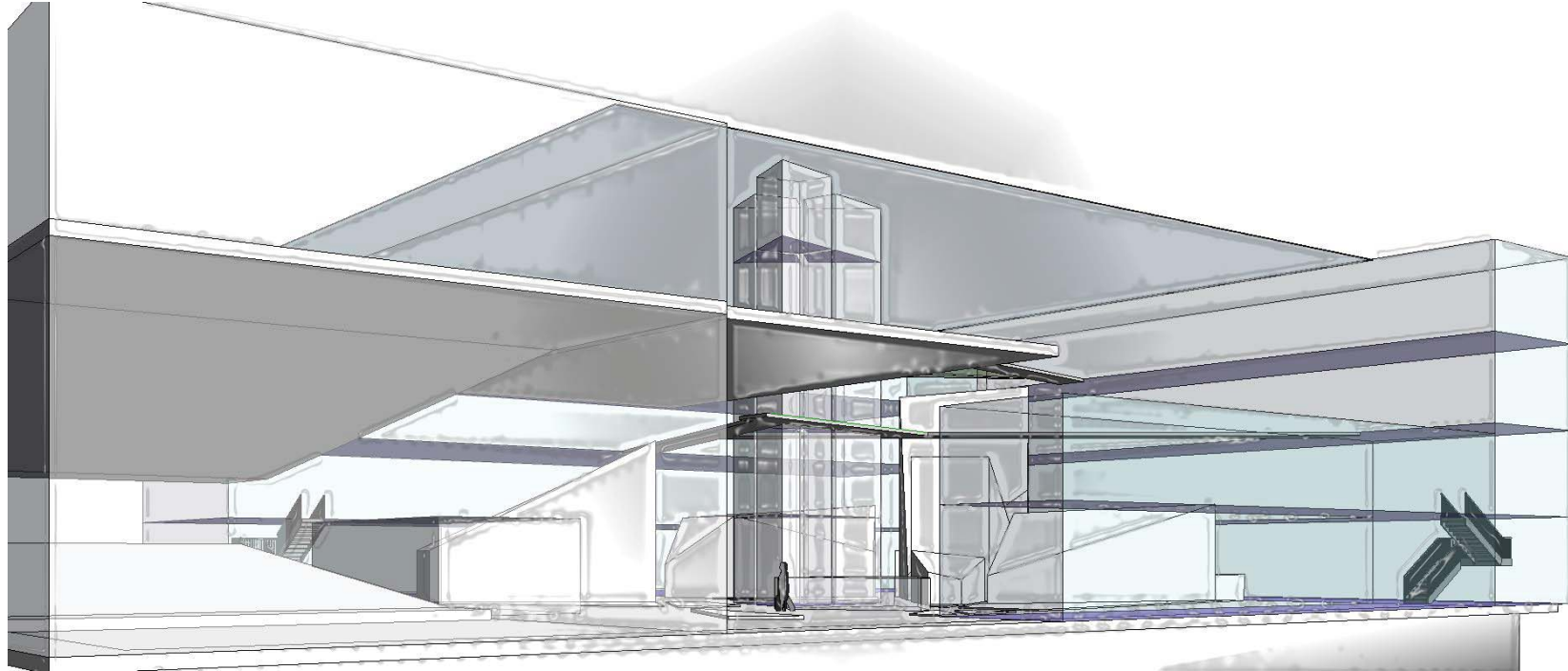
1. Norms of behaviour are suspended. ie a place where behaviours outside the norm can be exercised. (Represented by the paradigm shift that has occurred in the ways of carrying out business.)
2. Have precise and determined function and are reflec-



tive of the society in which they exist. (fitting for the society of hybrid professional who need space to advance their businesses)

3. Have the power to juxtapose many real spaces simultaneously. (Nodes of information needed by the mix of hybrid professionals.)
4. Have functions in relation to other spaces that exist (beneficial nodes of information to the occupants.

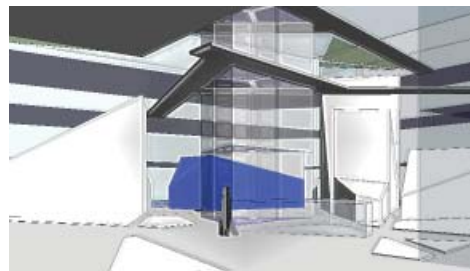
Information extracted from An Outline of Foucault's Six Principles of Heterotopia,
(YouTube)



building blocks enclosing heterotopic atrium

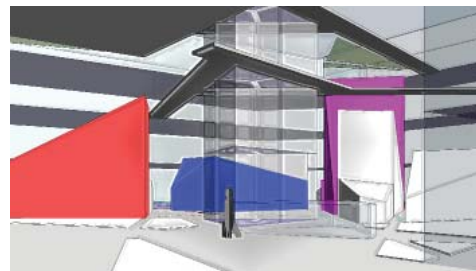
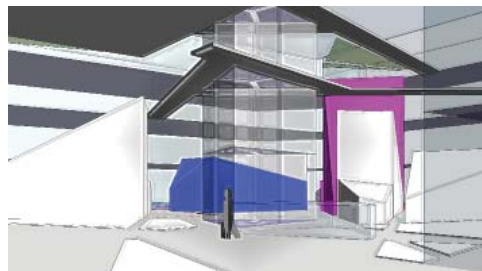


courtyard with varying programmed spaces



INHABITING A COURTYARD

Upon the completion of the models the intent was to use one of these generated models to programme a courtyard / atrium space. Thereby allowing the courtyard space to work as the unifier of the surrounding building blocks. This intent was a let down to the programme as it would only transfer characteristics of a Heterotopic space to the courtyard alone.

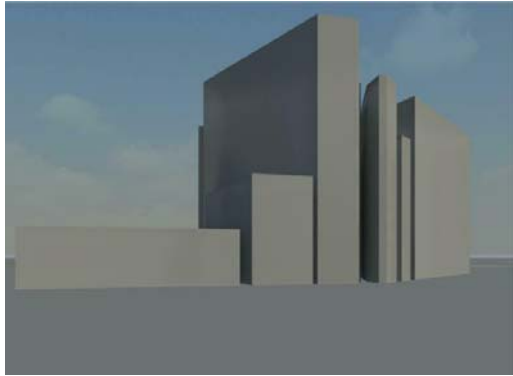


The aim however was to have the entire building working as a Heterotopia. Hence a move was made from just programming the atrium to allowing the whole building to be representative of a Heterotopic space represented in the conceptual models.

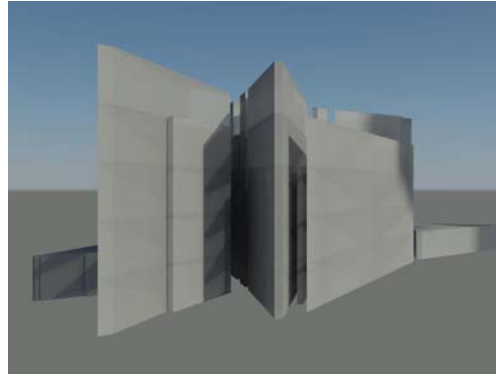


Model with the highest intensity of interaction. Compact and not allowing for dispersion of energy

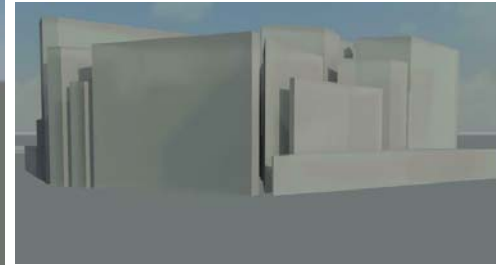
BUILDING MORPH



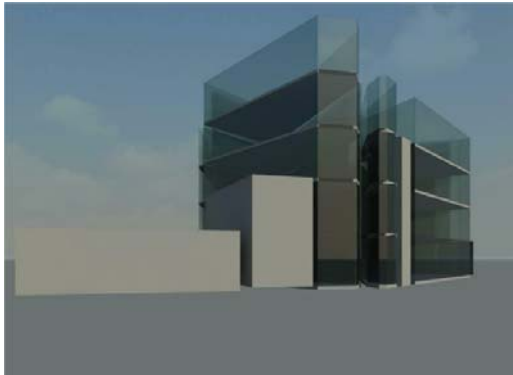
north east view



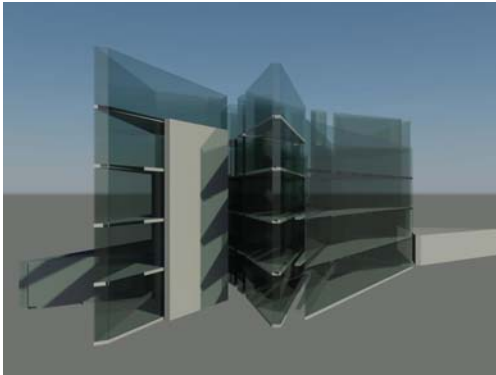
southern view



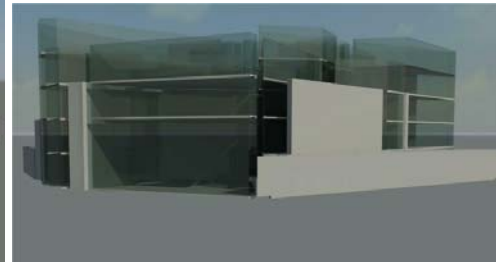
north west



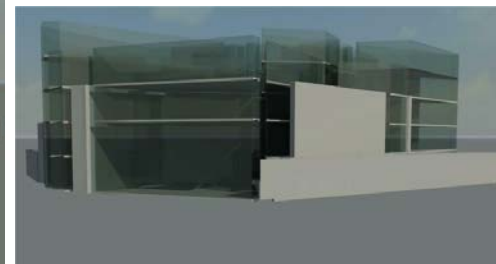
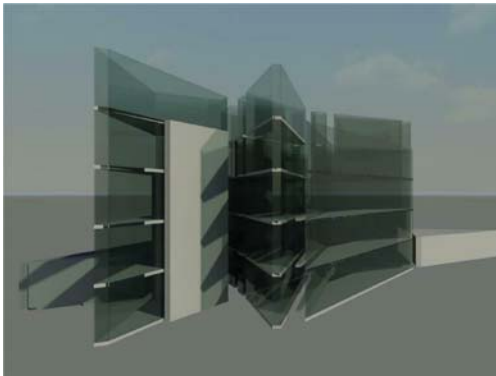
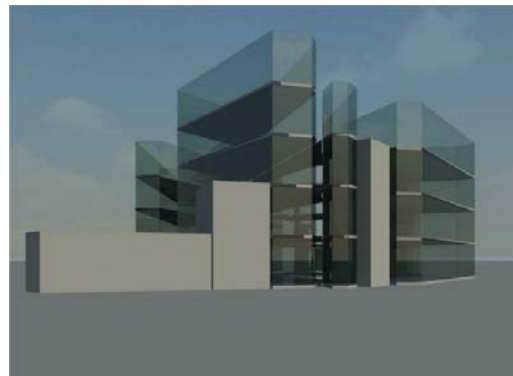
north east view



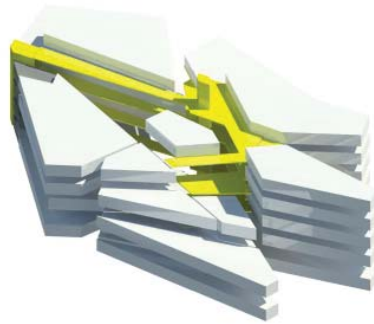
southern view



north west



JUXTAPOSING PROGRAMME



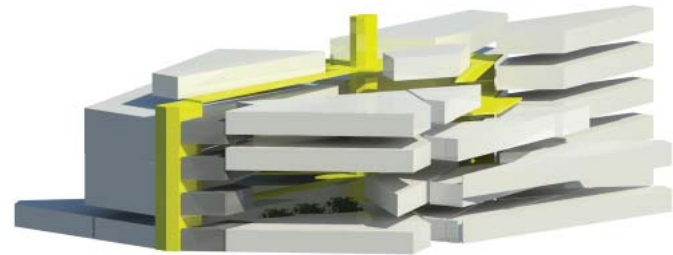
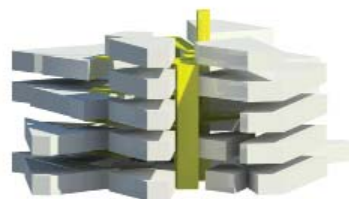
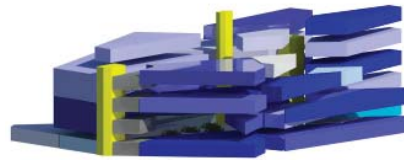
CIRCULATION

The building has become a series of 'other spaces' that are linked together with a circulation route. Where circulation routes are not solely meant for use as access routes but instead begin to stimulate interaction between occupants.



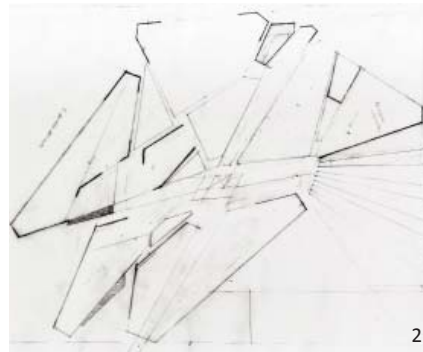
JUXTAPOSING PROGRAMMING

Like a Heterotopia, the building is to have a series of juxtaposed programs in order to create an environment for a melting pot of ideas, programmes and meeting spaces. The variance of the programs found on each floor is an effort to stimulate occupants to have increased chances of interaction.

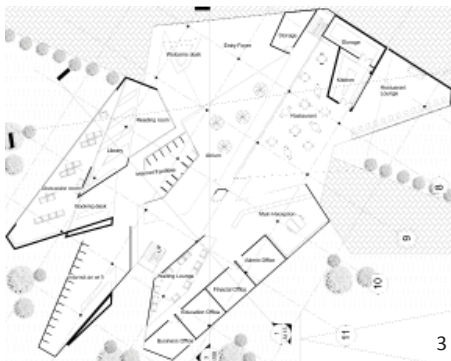




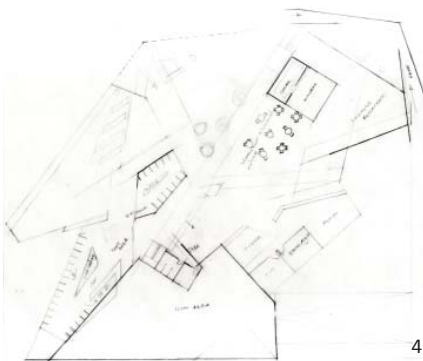
1



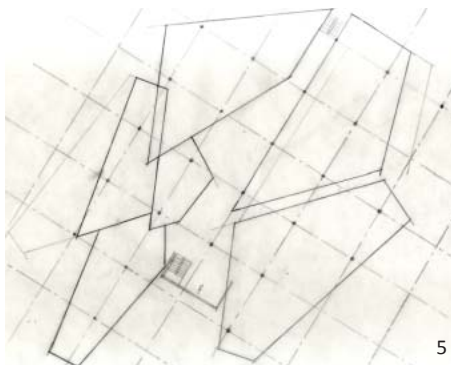
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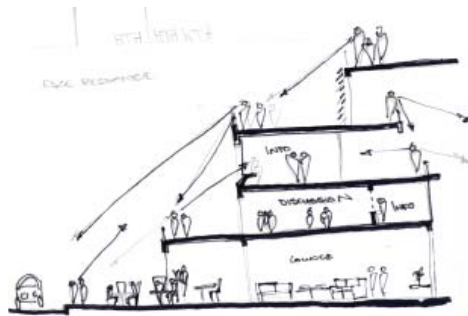


6

BUILDING MUTATION

The process of taking a conceptual idea and model and making it built form has been laborious as the form at first placement has no direct connection to context and movement patterns. Thus the planning and form needed to be constantly rethought and changed, the form was extruded, expanded, shifted, mirrored and chamfered in order for it to sit more comfortably in the fabric of the site and its context.

DEVELOPING SECTIONAL EXPERIENCES



Edge experience showing restaurant on ground floor, 3 roof terraces and information nodes and discussion lounges

BUILDING EDGE EXPERIENCES

The building has a character that gradually steps back and away from the street edge in order to allow for an appropriate scaling with relation to pedestrians. In developing the edge experiences, care was taken to allow for views into the building from street level. Consideration was also taken in placing

programming of a social interactive on the edge in order to give the building a welcoming and inviting edge experience.



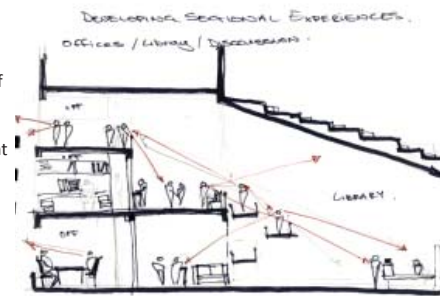
Section through entrance, viewing discussion lounges, seminar rooms on third floor and a roof terrace with atrium space to right

SECTIONAL EXPERIENCES

The development of sectional experiences is part of the process of trying to maintain visual freedom within the building. Motorists and pedestrians have visual access into the building and can see right into the atrium space because of the double volume entrance and foyer space. And building occupants from which ever floor they are on have visual access into at least two other

floors at a time.

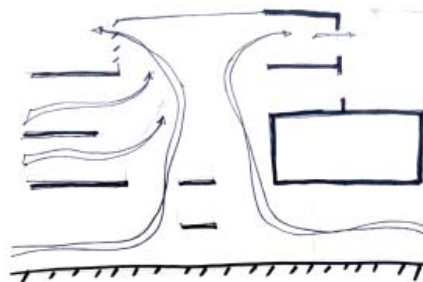
Within the building itself there are graduations in privacy of space. Absolute privacy is a rare sight as it is reserved for the private meeting spaces. The main theme in the building is interaction this interaction can only be obtained through constant exposure of building occupants to each other.



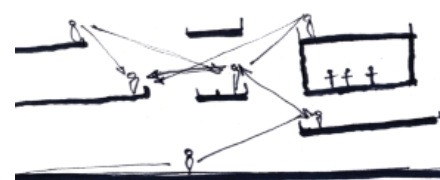
Section through library and lecture theatre, reception, office spaces and discussion lounges



Section through private meeting space_waiting area is exposed to circulation to increase chances of interaction



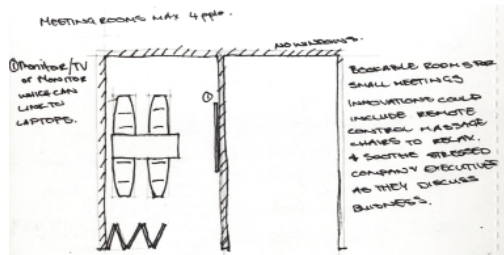
Atrium:
Zoo
Light Well
Visual Access



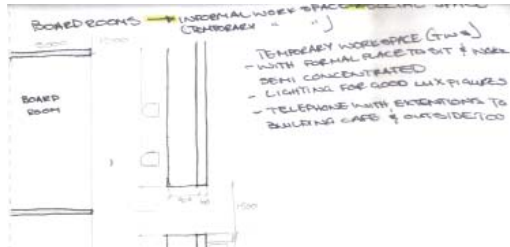
Exposed circulation routes

Diagram showing atrium space and the way in which circulation is exposed thus giving visual access on differing levels.

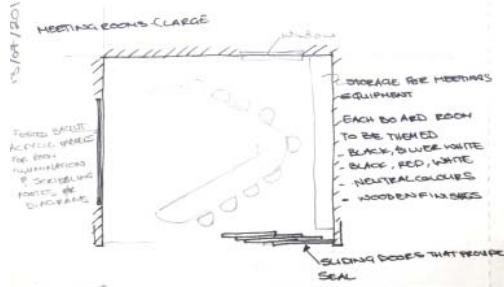
DEVELOPING ROOM TYPOLOGIES



Four seated board room with WiFi access, plasma TV for presentation and demonstrations. Innovations could include remote controlled massage chairs to soothe occupants



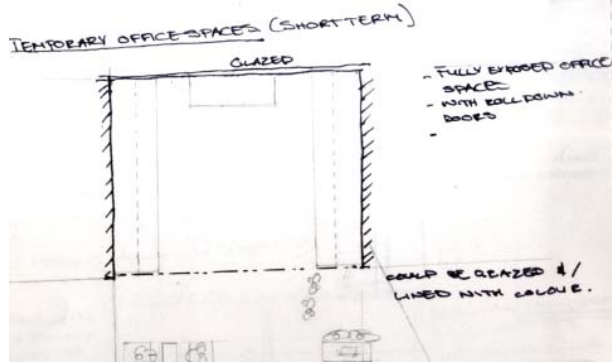
board room and hotdesking facilities. Spaces graduating from private to public. boardroom--> hotdesking--> social interactive spaces.



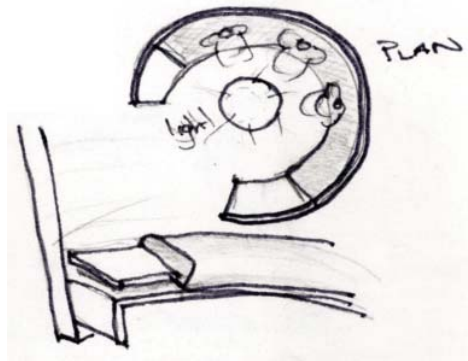
themed meeting rooms, with sliding doors across entire face to allow for multiple purposes when not in use as a private meeting space.



discussion room with an array of furniture giving occupant freedom to feel relaxed in the space and have a comfortable meeting with others



semi permanent office space seeks to allow for a certain level of privacy but the fully exposed office openings with roll up doors begin to suggest an inviting atmosphere for interaction with office dwellers



nodal discussion rooms for enclosed yet exposed discussion settings.

FURNITURE FOR HUB

DISCUSSION LOUNGE



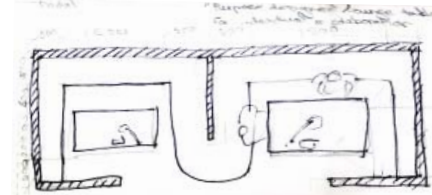
Casual discussion chairs with matching tables.



round sofa for all round seating and chance discussions



Mini work node that is at standing height level, allowing for either work, socializing or cocktail stands.



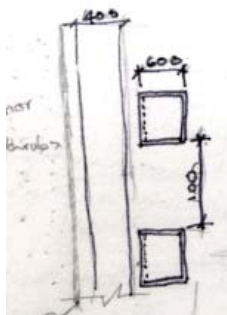
Spontaneous office booths located in interactive discussion lounges.

Lounge furniture is to consist of furniture that gives ideas of casualness and informality. In order to try and stimulate that kind of feeling and behavior.

RESTAURANT



Neighbourly sofa arrangements

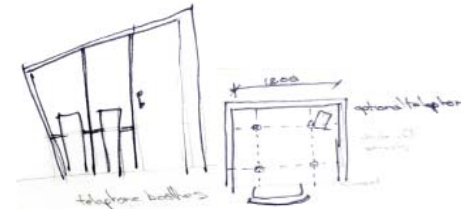


Quick eating spots with proximity of that stimulates conversation.



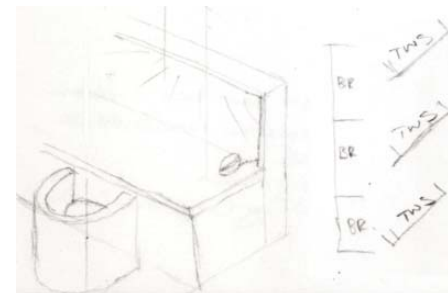
Restaurant must include a mix of furniture styles, from the conventional table and chairs setting to furniture and settings are arranged specifically for intimate as well as group discussions and meetings.

INTERNETS & NETWORKING



Fitted internet booths for quick isolated work and internet and telephone access.

HOT DESKING

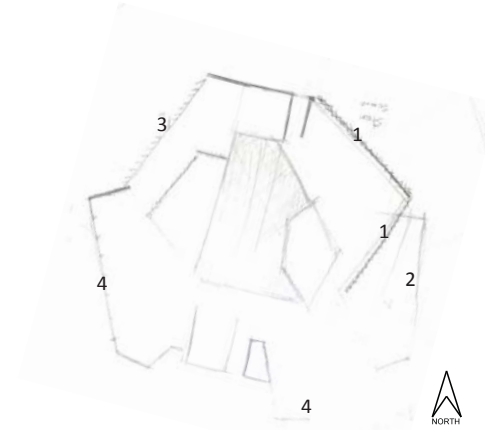
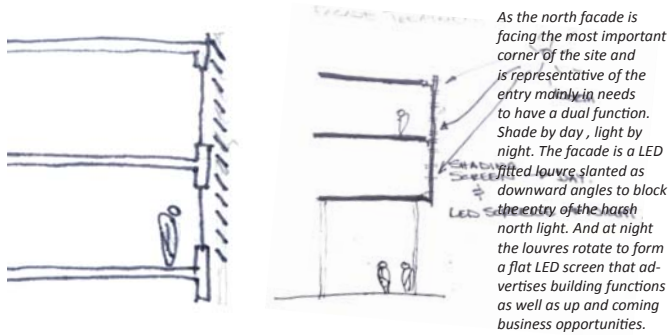


Mini office space for rent with supporting activities.

DEVELOPING RESPONSIVE BUILDING SKINS

1

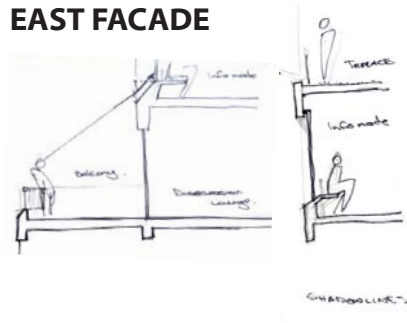
NORTH FACADE



PLAN OF BUILDING SKINS

2

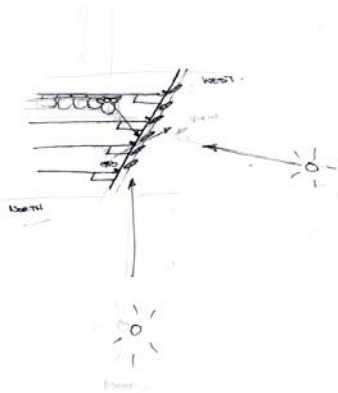
EAST FACADE



The east facade has no major sunlight constraints but has a series of balconies and terraces. What was important was to allow the building skin to give sightlines into the building as well as to create deep shadow lines on faces in order to give playfulness in design and experience.

3

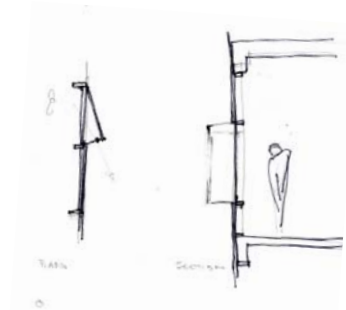
WEST FACADE



The theatre on the western facade had two needs. Firstly to keep out the harsh north as well as west light and secondly to give occupant views to the CBD commercial centre upon exit of the theatre as well as block the distractions of sight onto Samora Machel whilst in the lecture theatre. This can be achieved by placing vertical louvers on the building ledge.

Alternatively the need for louvers can be resolved by pushing the design resolution to the next level which begins to have the building skin

4 SOUTH FACADE



The south facades contain the majority of the office and meet spaces. this location allows them the liberty of glazed facades to optimize on natural light. The design resolution is there fore to have curtain walling with manually operated window openings for individual user comfort.

FINAL DESIGN

“ There is much to designing that is private and personal to the designer. That which cannot be explained is attributed to the subjective nature of the design process.”

DRAWINGS AND RENDERINGS





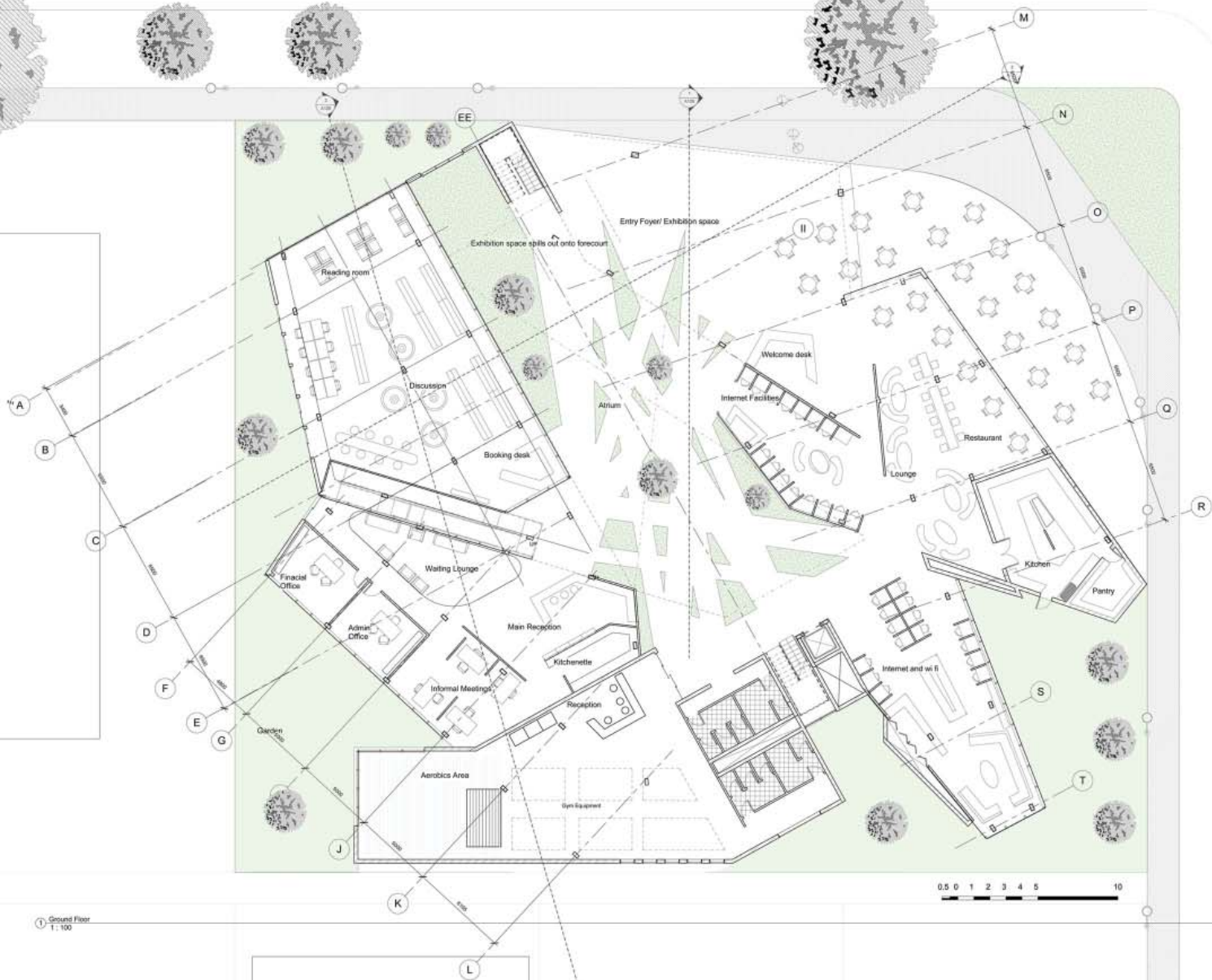
VIEW NORTH EAST



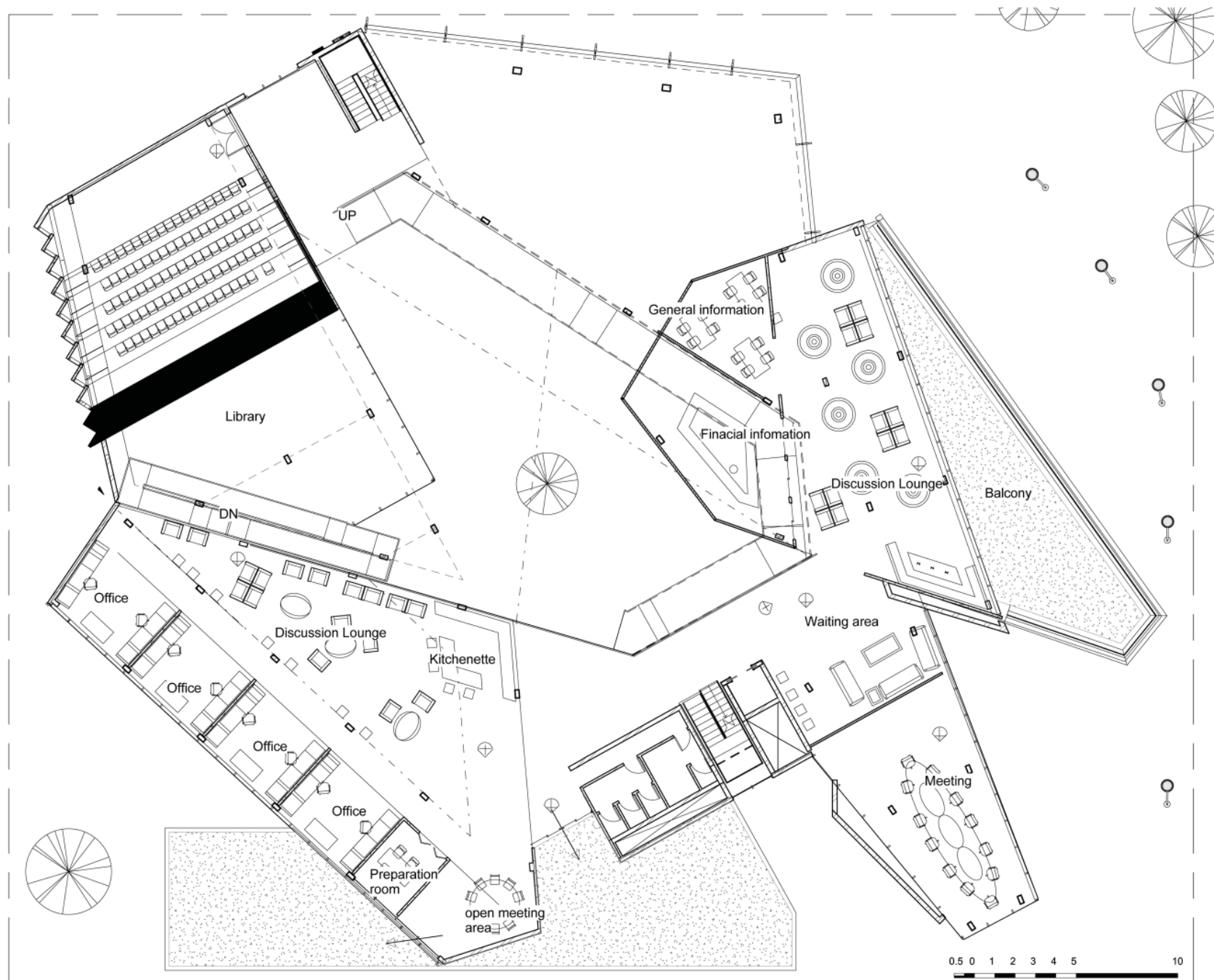


VIEW NORTH EAST in context



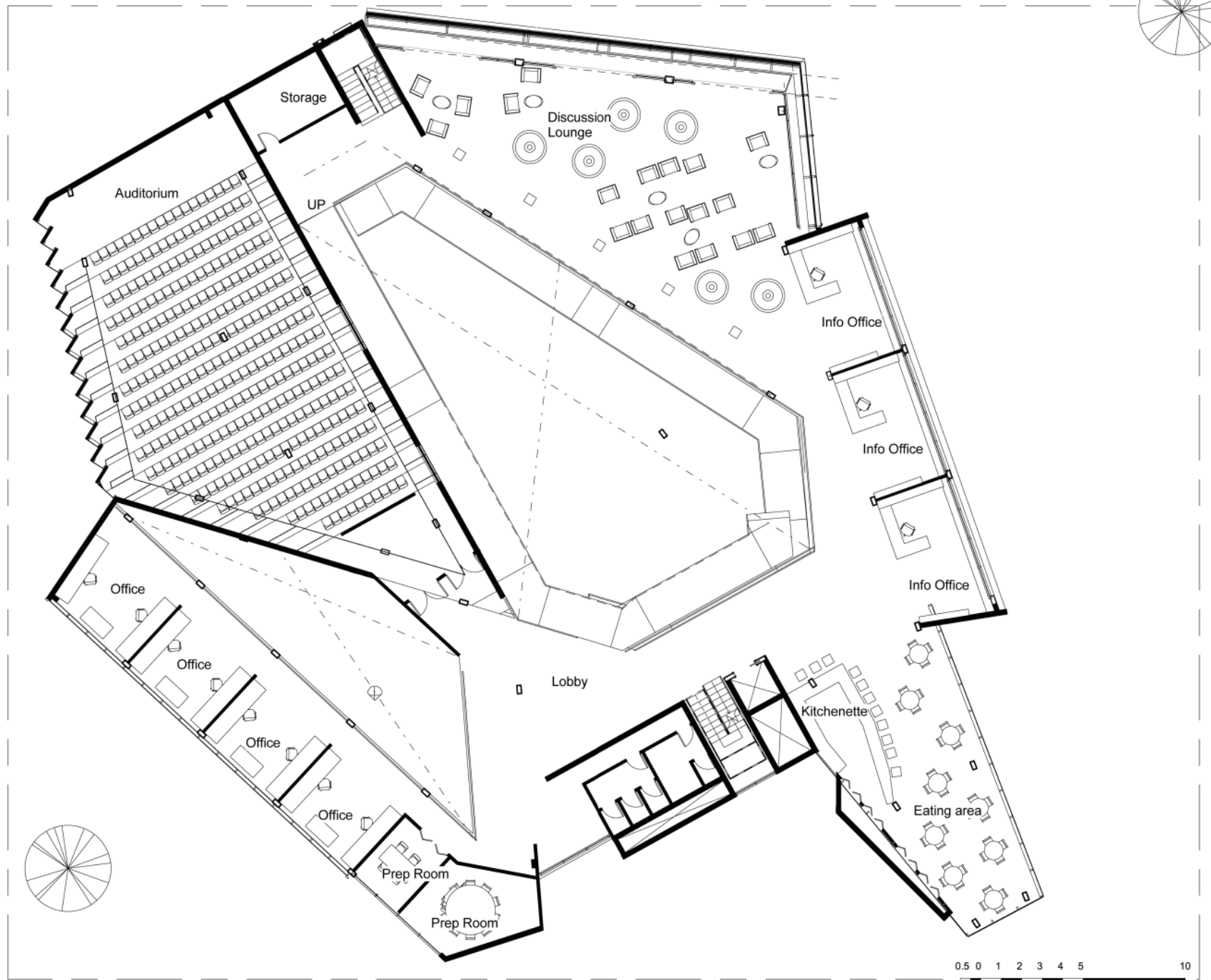


GROUND FLOOR PLAN

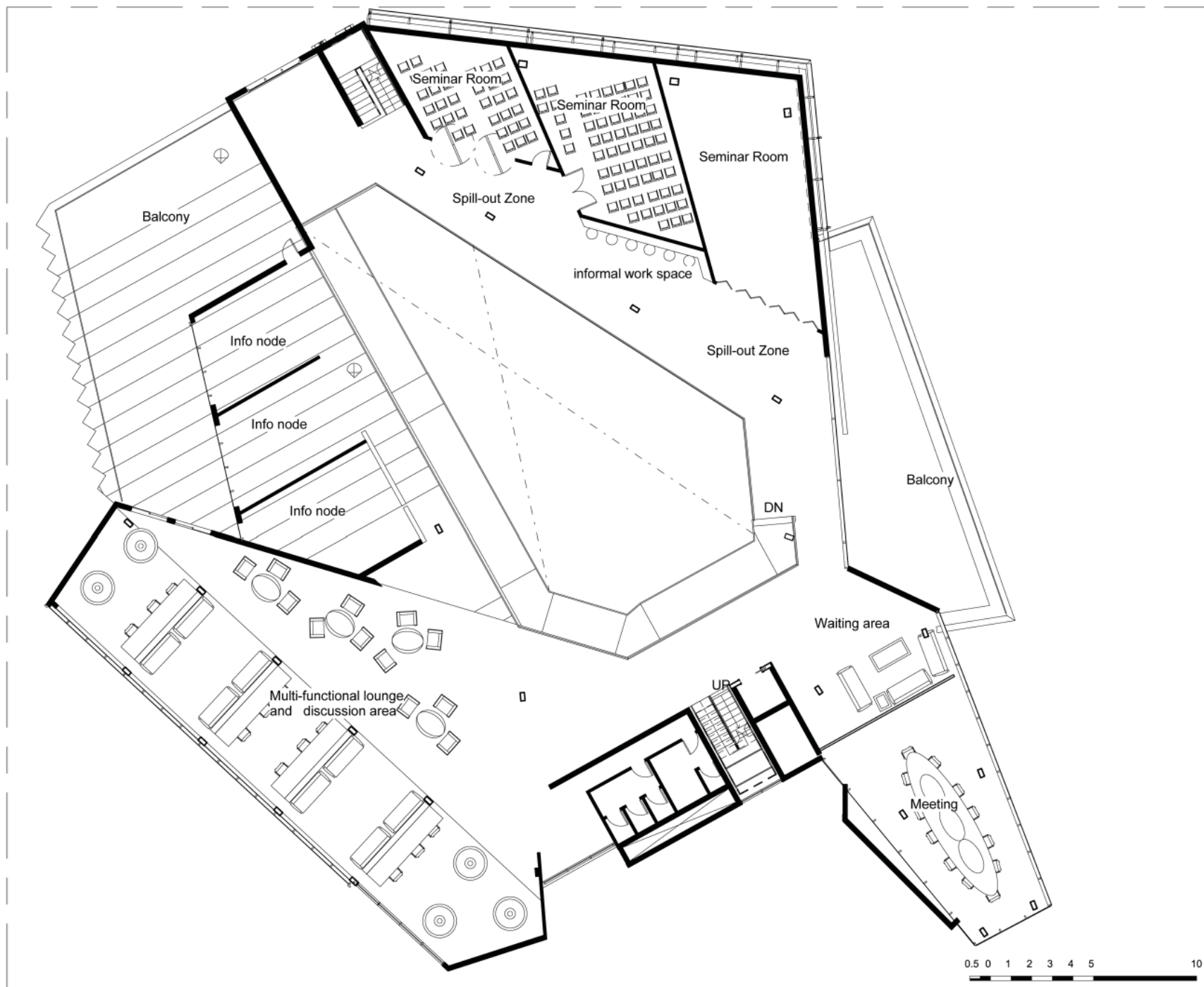


① First Floor
1 : 200

FIRST FLOOR PLAN



SECOND FLOOR PLAN



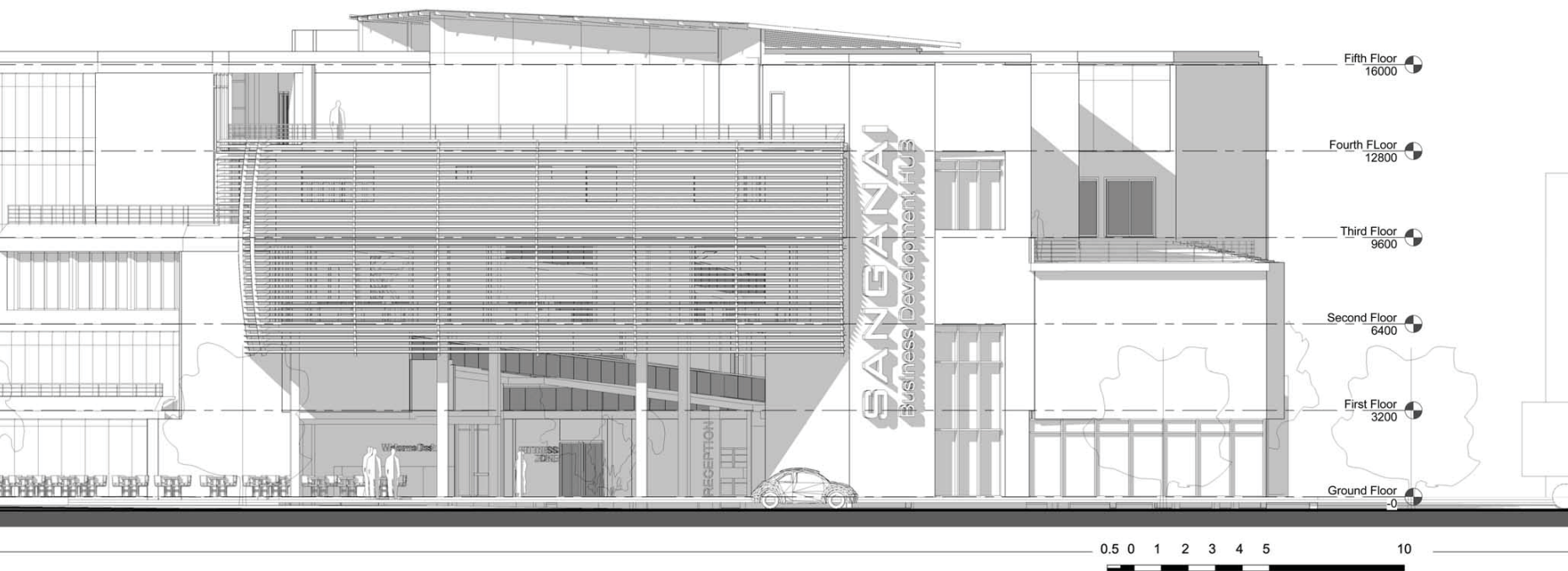
THIRD FLOOR PLAN



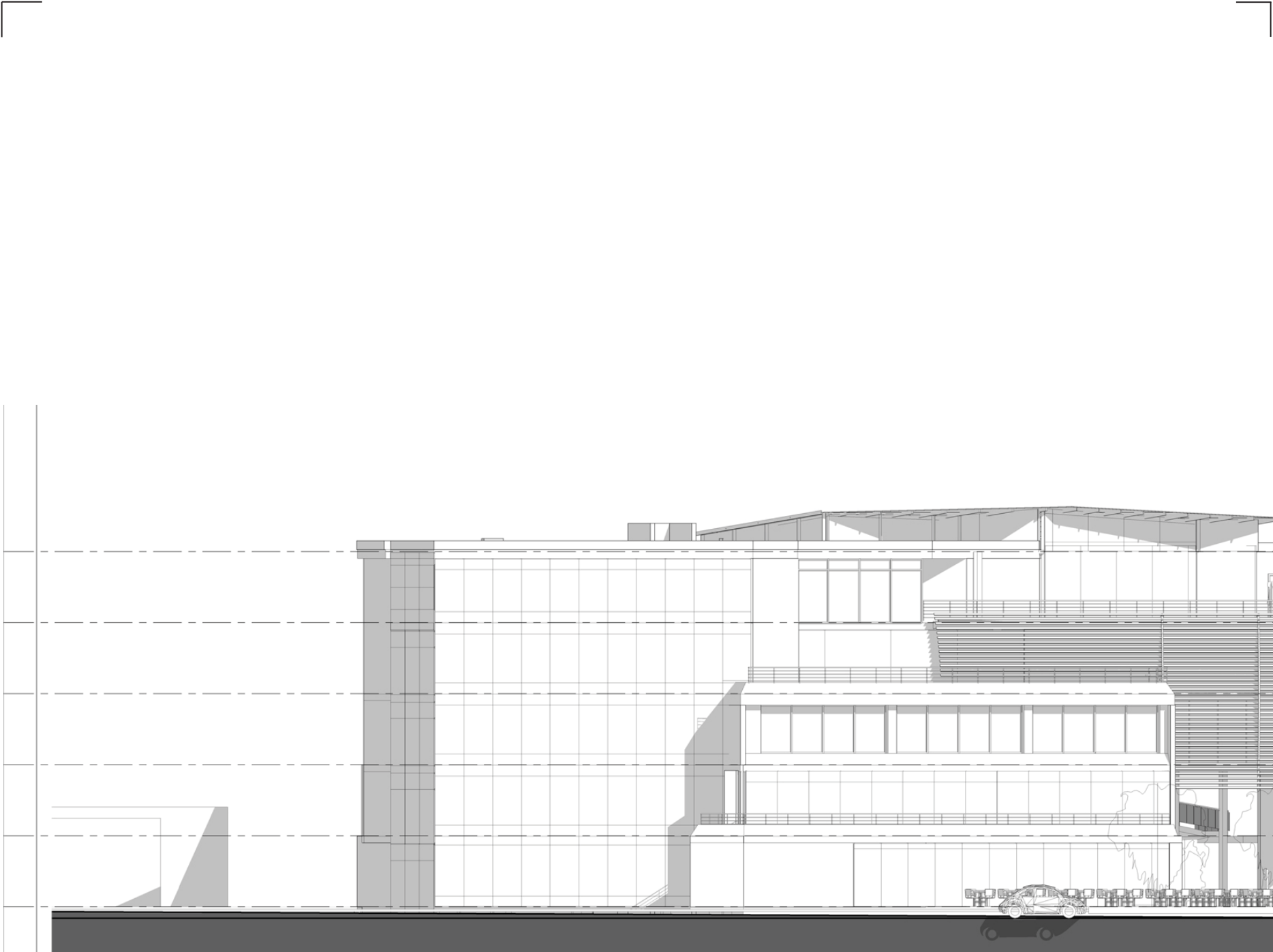
FOURTH FLOOR PLAN



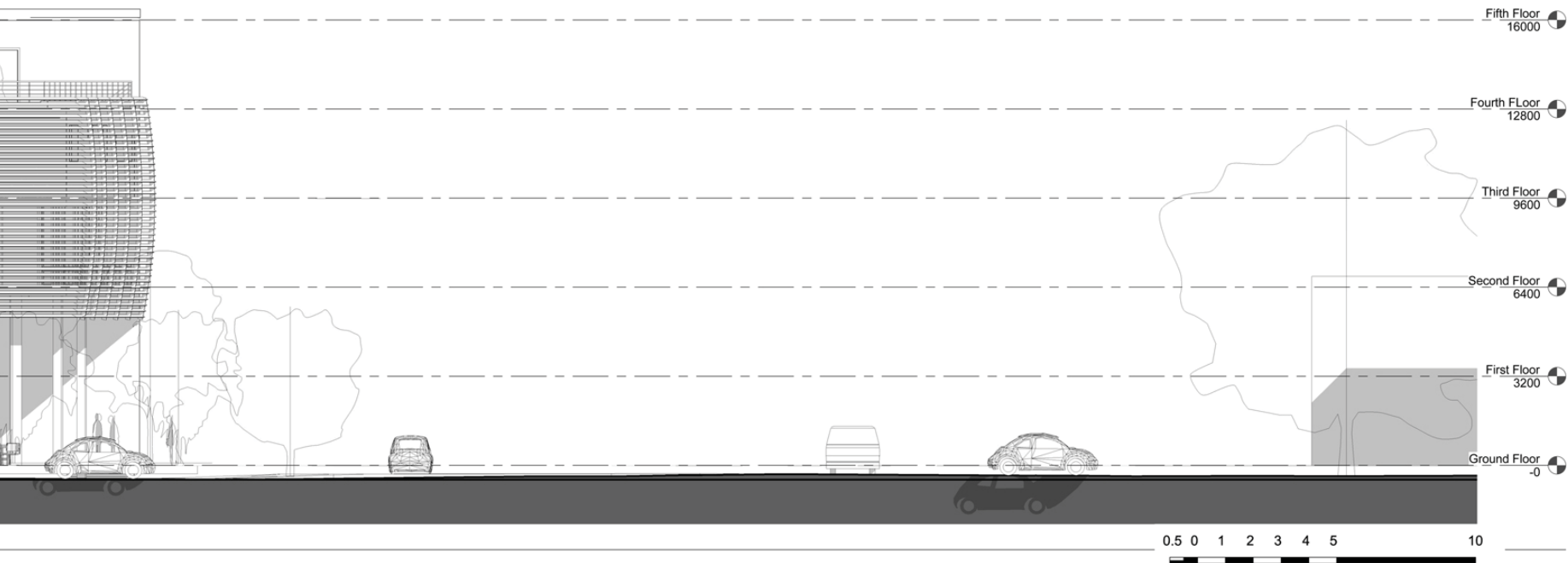
① North Elevation
1 : 100



NORTH ELEVATION



② East Elevation
1 : 100



EAST ELEVATION



① Atrium and Ramping
1 : 100

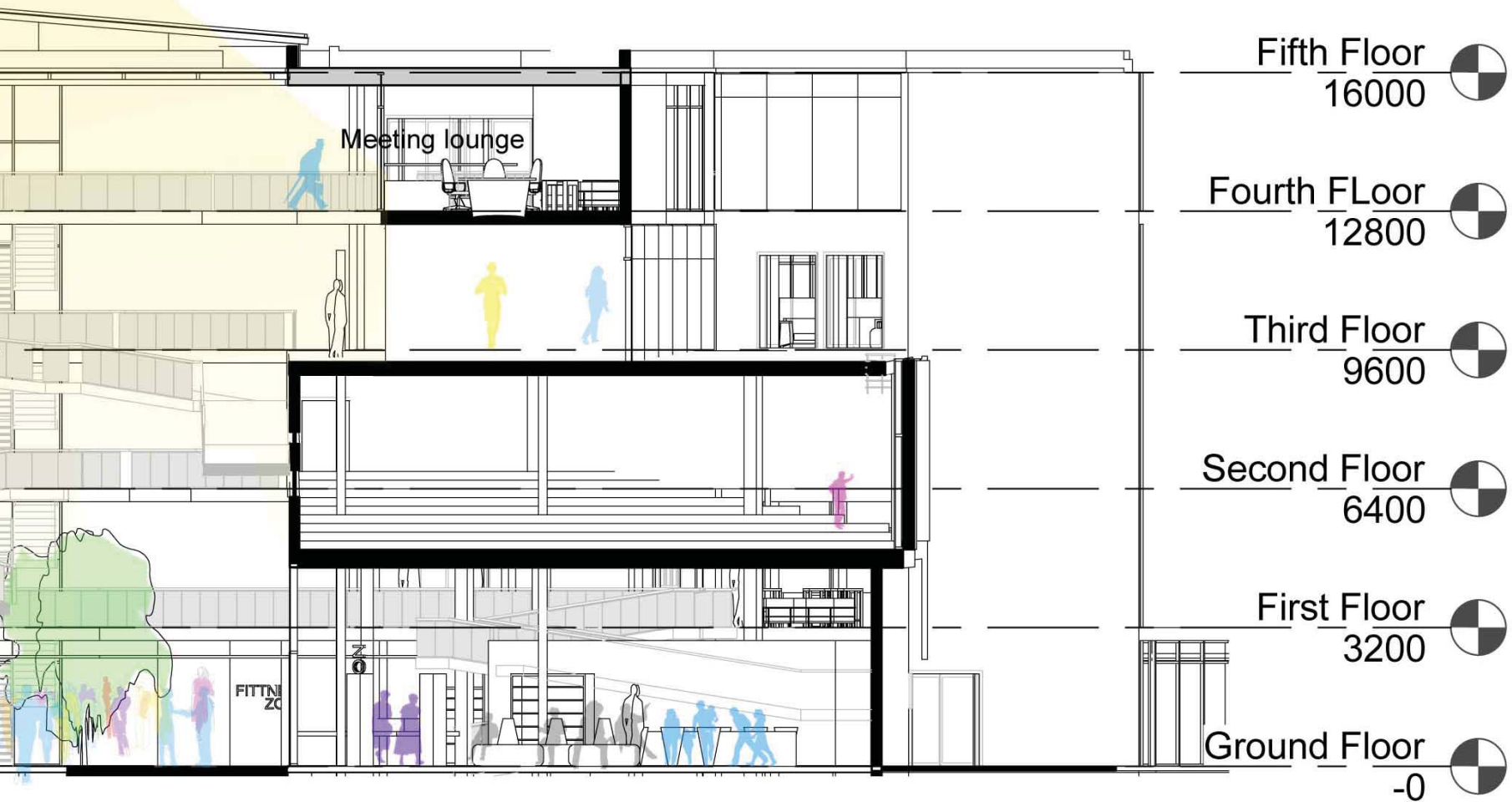
0.5 0 1 2 3 4 5 10

SECTION THROUGH ATRIUM AND ENTRANCE

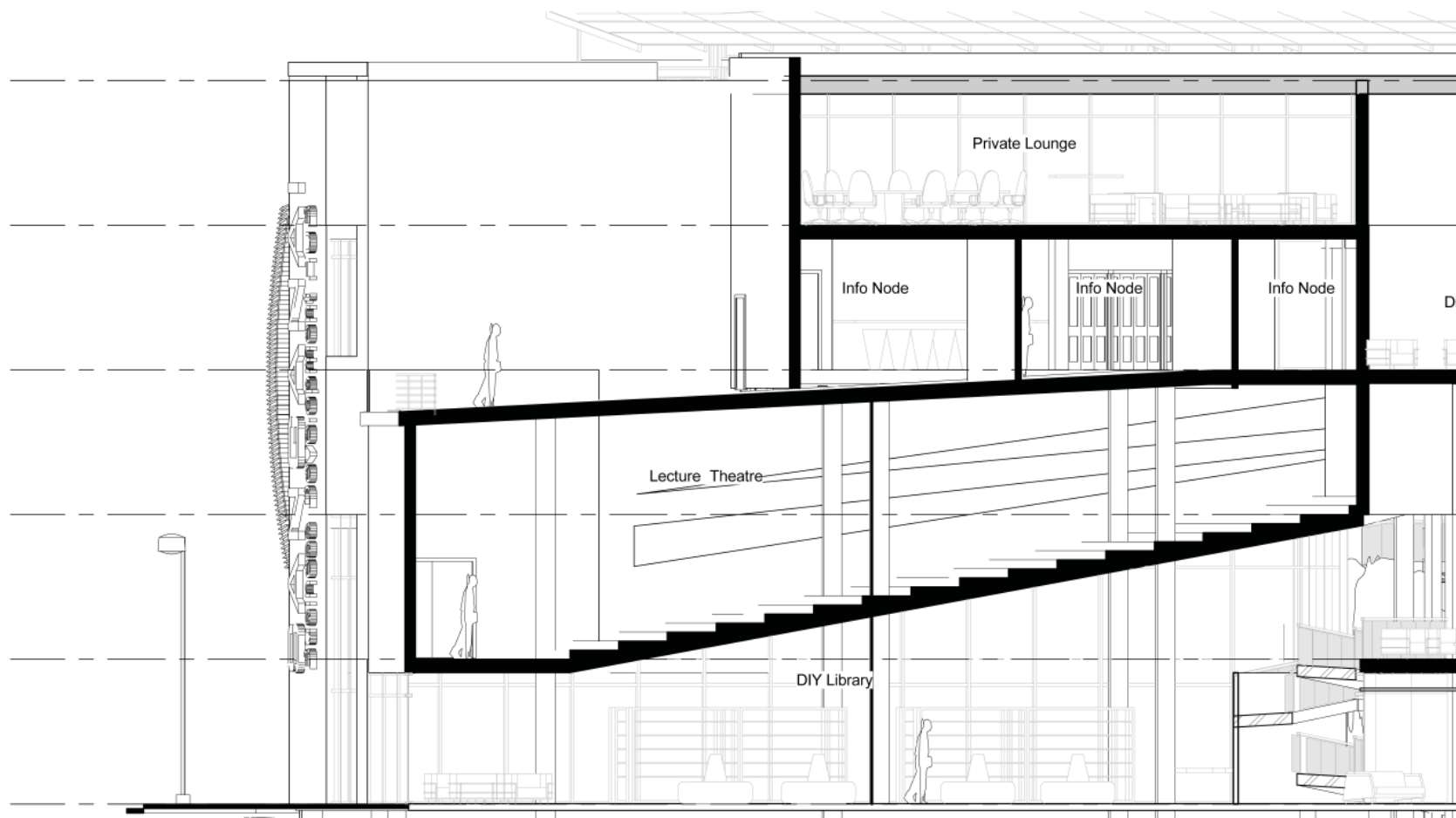


VIEW EAST
RESTAURANT AND MAIN ENTRANCE





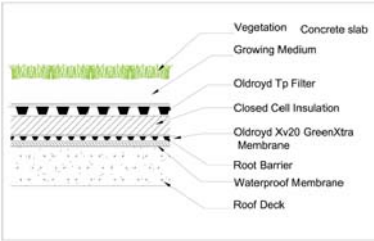
SECTION ENTRANCE, ATRIUM AND LECTURE THEATRE



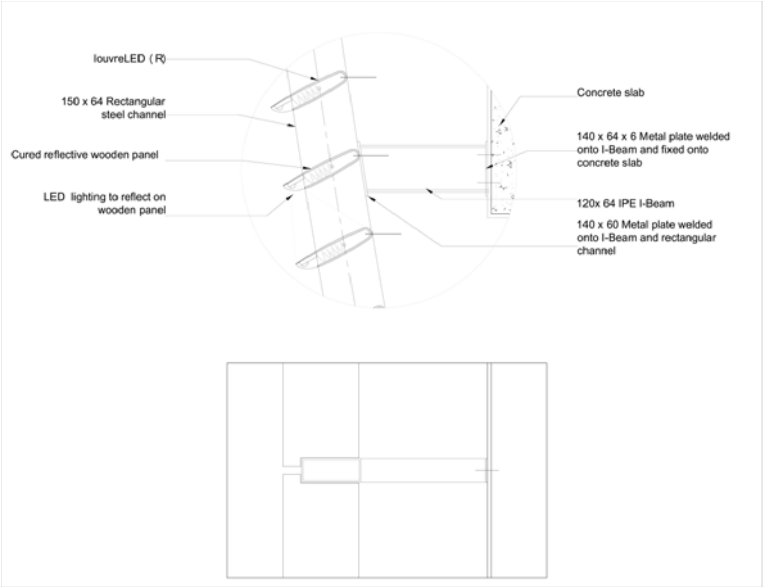
③ Library and Lounges
1 : 100



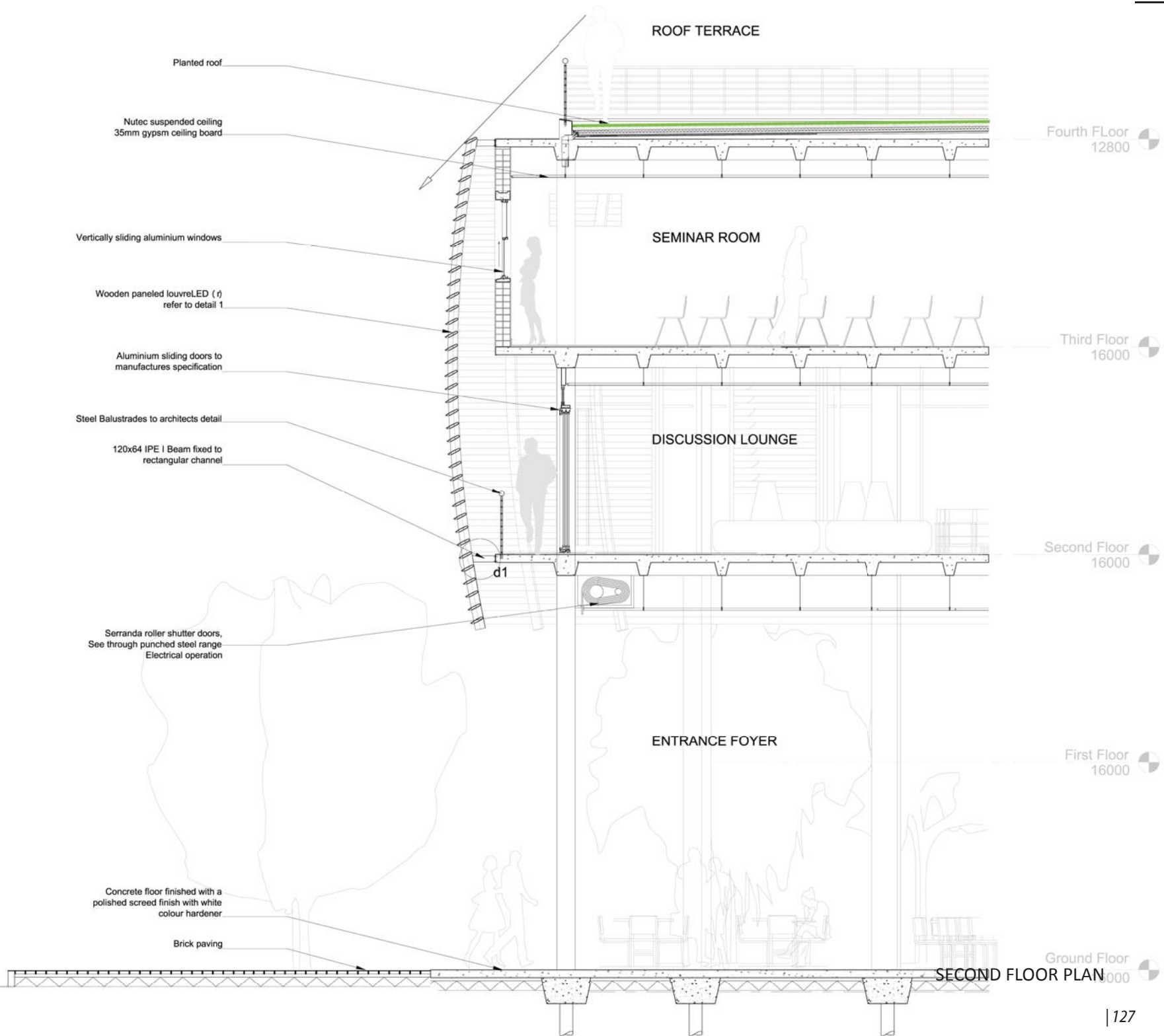
SECTION DIY LIBRARY, LOUNGES AND OFFICES



PLANTED ROOF DETAIL



LOUVRE DETAIL





VIEW NORTH EAST



INTERIOR VIEW **GROUND FLOOR**



INTERIOR VIEW SECOND FLOOR AND ATRIUM



INTERIOR VIEW THIRD FLOOR AND ATRIUM



INTERIOR VIEW **SECOND FLOOR AND ATRIUM**



VIEW NORTH WEST









VIEW NORTH EAST

Appendix A

SCHEDULE OF AREAS

Programme

Business Development Hub for Hybrid Professionals

Room	m2	No of Rooms	Total Area
Reception and administration			57.5
Reception and information	30	1	30
Male Toilets	2	4	8
Female toilets	2	4	8
Total			46
Circulation			11.5
Business Hub			880
Admin & Information services	20	1	20
Rentable offices	20	8	160
Permanent offices	20	4	80
Hot desks	4	12	48
Communal nodes	120	1	120
Intimate meeting rooms	15	4	60
Board rooms	72	3	216
Total			704
Circulation			176
Financial Hub			212.5
Permanent offices	25	6	150
Information services	20	1	20
Total			170
Circulation			42.5
Interaction Facilities			1087.5
Interneting facilities	170	1	170
DIY Library	250	1	250
Common services	40	1	40
Chill and Quiet zones	40	1	40
Restaurant	160	1	160
Terraces			
Restaurant kitchen and storage	50	1	50
Business Lounge	160	1	160
Total			870
Circulation			217.5
Conference Facilities			1012.5
Administration & Information Services	20	1	20
Support Offices	20	3	60
Lecture Theatre 1	290	1	290
Seminar rooms	45	3	135
Media Rooms	20	4	80

	Conference meeting rooms	30	2	60
	Toilets	27	5	135
	Preparation rooms	15	2	30
Total				810
Circulation				202.5
Services				62.5
	Head Janitor's Office	15	1	15
	Cleaner's tea room	20	1	20
	Cleaning storage	15	1	15
Total				50
Circulation				12.5
Landscaping				0
	Hard surfaces			
	Soft Surfaces			
	Planting Areas			
	Terraces			550
Paths				
Total with circulation				5962.5
Parking	25 bays	0	350	0
Total areas				2650
Total Areas incl circulation				3312.5

Appendix B

PROFESSIONNAL SURVEY

Business Interaction and Information HUB (BII HUB)

The Business Interaction and Interaction Hub is a facility being proposed for the Harare CBD. It will be a facility that is aimed at professionals who have ventured into new business ventures that lie outside of their professions. This BII HUB seeks to provide a centrally located platform for entrepreneurs to find resources that will aid them in their new business ventures. The BII HUB seeks to provide an interactive platform for aspiring entrepreneurs to exchange ideas and widen their contact and clientele base. This hub will offer training and leadership programs that are uniquely designed for entrepreneurs of this kind. The ultimate aim of this facility is to improve the economic stability of Zimbabwe and its citizens through providing resources that entrepreneurs can use to take their businesses to a more advanced level which creates more job opportunities and eventually allows entrepreneurs to make a more substantial contribution to the country's economy.

The objective of this questionnaire is to establish what you as an entrepreneur would find useful in a facility such as this. As well as to understand the conditions that brought you to the opening of your small to medium scale enterprise.

QUESTION 1

What is your original profession?

Secretarial

QUESTION 2

What challenges did you face in your original profession?

I could not make any decision and any suggestions even if they were meant to benefit the company.

QUESTION 3

What type of business do you run now?

Retailing - Clothes

QUESTION 4

What difficulties are you facing as an entrepreneur in Zimbabwe?

- Capital
- Expensive Rentals
- Competition with Chinese products which are cheap but very poor in quality

QUESTION 5

What resources and facilities would you require to be incorporated in this BII HUB that can be of benefit to the growth of your business?

- Access to capital loans
- Intervention to property owners so that they may reconsider their charges.
- Training on how to run the business and expand it

QUESTION 6

Do you think this envisioned BII Hub could be useful to you in your business?

Yes

QUESTION 7

How do you currently gain customer base and contacts?

Advertising and getting contacts of walking customers.

QUESTION 8

What do you think are the short comings of this buildings as envisioned in the BII Hub?

monopoly & capitalists

QUESTION 9

Are you aware of any other institutions that offer similar or competing facilities with this 'Hub'?

No.

COMMENTS

If this programme is to surface - then there shall be betterment of small - medium scale enterprises to from being kept small to growth.

Business Interaction and Information HUB (BII HUB)

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QUESTION 1

What is your original profession?

Administration

QUESTION 2

What challenges did you face in your original profession?

Could not exploit my potential to the maximum. There were no avenues for independent opinion.

QUESTION 3

What type of business do you run now?

Cooking oil Expression.

QUESTION 4

What difficulties are you facing as an entrepreneur in Zimbabwe?

Access to finance. The government does not support entrepreneurs who have no strong economic base. The monetary policy is hostile to new comers.

QUESTION 5

What resources and facilities would you require to be incorporated in this BII HUB that can be of benefit to the growth of your business?

- Low rate shell factories
- low borrowing rates
- Statutory allowance to operate small businesses at specified area.

QUESTION 6

Do you think this envisioned BII Hub could be useful to you in your business?

I view it as very useful because one tends to get a lot from sharing information.

QUESTION 7

How do you currently gain customer base and contacts?

- Word of mouth
- Product presentation

QUESTION 8

What do you think are the short comings of this buildings as envisioned in the BII Hub?

QUESTION 9

Are you aware of any other institutions that offer similar or competing facilities with this 'Hub'?

- I think the ministry of small scale enterprises does provide some similar platform but due to bureaucracy accessibility is limited.

COMMENTS

I hope Nomusa will be able to have the ingenuity to provide a base for a lot of struggling entrepreneurs. Lack of the needed knowledge and peer support is crippling a lot of potential business people. The Government has to change its paternalistic standards, to allow more players in the economic market.

Business Interaction and Information HUB (BII HUB)

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QUESTION 1

What is your original profession?

Plant Pathologist / Research Scientist.

QUESTION 2

What challenges did you face in your original profession?

None. Move was in response to relocation of spouse to another country.

QUESTION 3

What type of business do you run now?

Mushroom Farming and Spawns production.

QUESTION 4

What difficulties are you facing as an entrepreneur in Zimbabwe?

Access to raw materials and laboratory chemicals and laboratory space that is properly & adequately equipped for particularly the spawn production division. It is also very difficult to access credit lines for the required financial resources.

QUESTION 5

What resources and facilities would you require to be incorporated in this BII HUB that can be of benefit to the growth of your business?

- Facilities to easily access financial resources.
- Facilities for lab equipment & chemicals.
- Information Centre for mushroom production and mushroom by products in other parts of the world.
- Consultancy services for in Business Expansion.

QUESTION 6

Do you think this envisioned BII Hub could be useful to you in your business?

To a certain extent if the Hub will provide the necessary resources that are useful for the business I am in + if it is well advertised.

QUESTION 7

How do you currently gain customer base and contacts?

- Through personal contacts and distribution of business cards.
- Marketing to super markets & other food industries.

QUESTION 8

What do you think are the short comings of this buildings as envisioned in the BII Hub?

QUESTION 9

Are you aware of any other institutions that offer similar or competing facilities with this 'Hub'?

- Yes - There is an institution called Germie Academy that was recently launched targeting young aspiring entrepreneurs.

COMMENTS

- This is a good venture considering the economic status / environment in Zimbabwe at the moment. This will provide impetus for those Zimbabweans who have a vision and are hard working. Things are at their lowest at the moment but this is the right time to bring in such a resource to allow the sort of businesses to be established.

Name: J. Chigogara
Contact Details: Tel: 00263-915 052 93
Email: chigogara_joy@yahoo.com.

Business Interaction and Information HUB (BII HUB)

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QUESTION 1

What is your original profession?

Train in planning, management, evaluation of projects.
Projects/Loan officer → Analyse and screen capital & income generating projects for funding

QUESTION 2

What challenges did you face in your original profession?

Lack of adequate funds for project implementation and training

QUESTION 3

What type of business do you run now?

Raising day old chickens for sale at maturity, i.e. 6-8 weeks.

QUESTION 4

What difficulties are you facing as an entrepreneur in Zimbabwe?

- lack of finance to run business smoothly
- lack of targeted training for the project.
- financing organizations only need immovable property as collateral - which I do not have.

QUESTION 5

What resources and facilities would you require to be incorporated in this BII HUB that can be of benefit to the growth of your business?

- Loan and grant facility
- Targeted training
- Workshop room
- Video room - to watch projects from other areas
- Finance for look and loan visits
- Internet cafe to communicate with potential buyers and contacts.
- Library.

QUESTION 6

Do you think this envisioned BII Hub could be useful to you in your business?

Yes it would be quite useful if well equipped.

QUESTION 7

How do you currently gain customer base and contacts?

Location in visit and talk to potential customers, phone numbers referred by friends. Verbal information from other customers.

QUESTION 8

What do you think are the short comings of this buildings as envisioned in the BII Hub?

- Rural based entrepreneurs might have trouble to move to town for help, lack of finance
- If English is the only medium of communication might disadvantage others.
- Need to think about collateral issues

QUESTION 9

Are you aware of any other institutions that offer similar of competing facilities with this 'Hub'?

Small Enterprises Development Corporation (SEDCO)
Commercial Banks - who are too commercial oriented. - only think of huge profits.

COMMENTS

The Hub will be a good idea as it will train and give options to those who want to change their careers.

Business Interaction and Information HUB (BII HUB)

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QUESTION 1

What is your original profession?

HIGH SCHOOL TEACHER

QUESTION 2

What challenges did you face in your original profession?

Low ~~salary~~ ^{salary} ~~other~~ ^{other}
Working conditions were unfavourable.

QUESTION 3

What type of business do you run now?

Farming

QUESTION 4

What difficulties are you facing as an entrepreneur in Zimbabwe?

1. Capital.
2. Labour
3. Load shedding and unattended zebra faults.
4. Climate changes.
5. Market. Prices are not stable, they keep changing.

QUESTION 5

What resources and facilities would you require to be incorporated in this BII HUB that can be of benefit to the growth of your business?

1. Educational facilities - so that we keep upgrading ~~at~~ ourselves. eg. Today computer education and marketing strategies and library.
2. Banking facilities
- 3.

QUESTION 6

Do you think this envisioned BII Hub could be useful to you in your business?

Yes.

I will learn more through interaction with other colleagues.

QUESTION 7

How do you currently gain customer base and contacts?

Friends

Church mates

At times I advertise on the Newspaper

QUESTION 8

What do you think are the short comings of this buildings as envisioned in the BII Hub?

I think the location through central but, there is no parking space in town

QUESTION 9

Are you aware of any other institutions that offer similar of competing facilities with this 'Hub'?

Nothing at the moment.

COMMENTS

Good idea, please pursue it.

Business Interaction and Information HUB (BII HUB)

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The objective of this questionnaire is to establish what you as an entrepreneur would find useful in a facility such as this. As well as to understand the conditions that brought you to the opening of your small to medium scale enterprise.

QUESTION 1

What is your original profession?

INVESTMENT BANKER

QUESTION 2

What challenges did you face in your original profession?

1. DUE TO THE ZIMBABWE FINANCIAL CRISIS OF 2003/2004, BANKS CLOSED, WHICH WAS NOT A GOOD INVESTMENT. I HAD TO MOVE ON.

QUESTION 3

What type of business do you run now?

FOOD & BEVERAGE (GARDIEN & PARTNER WATER), MANUFACTURING (T-SHIRTS)

QUESTION 4

What difficulties are you facing as an entrepreneur in Zimbabwe?

- OPERATING BELOW CAPACITY 25%
- LIQUIDITY CRISIS AFFECTING THE WHOLE COUNTRY
- LACK OF WORKING CAPITAL, THE LITTLE AVAILABLE IS NOT TRUSTED & EXPENSIVE
- COMPETITION (IMPORTS) SINCE ZIMBABWE SUBSIDISED TO COME

QUESTION 5

What resources and facilities would you require to be incorporated in this BII HUB that can be of benefit to the growth of your business?

- Training Facilities
- Should be technologically driven, for instance many SMEs do not take advantage of the internet, they have no systems, no corporate governance
- There should be access to working capital for members - financial resources

QUESTION 6

Do you think this envisioned BII Hub could be useful to you in your business?

Business is about networking and this will be one of the platforms which definitely will add value

QUESTION 7

How do you currently gain customer base and contacts?

I am a member of BNI, ASI and I also have a sales team that promotes the products, also word of mouth, not yet advertising through Press & television & internet.

QUESTION 8

What do you think are the short comings of this buildings as envisioned in the BII Hub?

The only problem with this concept is location, our city fathers did not plan well, too much congestion. The building should be out of the CBD.

QUESTION 9

Are you aware of any other institutions that offer similar or competing facilities with this 'Hub'?

Not aware of any, what we have are networking organisations such Business Network International (BNI), but this is an international organisation.

COMMENTS

Brilliant idea and I believe this will help us as entrepreneurs as this will be a first of its kind with a one stop shop concept for those in business.

Moffat Muvumba

MANAGING DIRECTOR

CELESTINE HONANZI 18 WATERWAY WEST HARARE ZIMBABWE

moffat.muvumba@gmail.com

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QUESTION 1

What is your original profession?

MEDICAL DOCTOR - SURGEON

QUESTION 2

What challenges did you face in your original profession?

Population lacked income - and thus could not access medical services and in turn could not access my services and thus reduced my income

QUESTION 3

What type of business do you run now?

part time farming

QUESTION 4

What difficulties are you facing as an entrepreneur in Zimbabwe?

- ① Lack of experience
- ② no capital
- ③ lack of viable market
- ④ competition with cheaper goods from SA and makes this venture unprofitable

QUESTION 5

What resources and facilities would you require to be incorporated in this BII HUB that can be of benefit to the growth of your business?

- ① Training facilities
- ② source of cheap capital finance
- ③ ways of accessing export markets
- ④ there must be office for trained staff and organisation to support us and do out reach work to do on the spot supervision + training

QUESTION 6

Do you think this envisioned BII Hub could be useful to you in your business?

definitely - by providing the necessary support

QUESTION 7

How do you currently gain customer base and contacts?

- ① by visiting and making contracts with manufacturing companies
- ② Internet - seeing what countries like Brazil are doing in farming.
- ③ subscribing to farming journals

QUESTION 8

What do you think are the short comings of this buildings as envisioned in the BII Hub?

I think it will be too centralised but solution would be to have smaller provincial buildings so that many other people can access the provisions

QUESTION 9

Are you aware of any other institutions that offer similar of competing facilities with this 'Hub'?

Not in the farming enterprise - but have seen organisations which provide very superficial help.

COMMENTS

- ① These organ buildings must have libraries with a lot of books on DTY emphasis
- ② This building must have conference facilities to allow many people to attend seminars + demonstrations
- ③ It must have demonstration sites so that people can experience + see how it is done practically.
- ④ Internet facilities.

- ⑤ Probably must provide cheap sale facilities for farming equipment
- ⑥ It must have provision for sourcing outside markets

Dr. D. Chimuka

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QUESTION 1

What is your original profession?

Banking. Was in the financial sector as a Treasury Dealer. (Forex).

QUESTION 2

What challenges did you face in your original profession?

Maintaining favourable balances in nostro accounts given the acute foreign exchange shortages that were prevailing.

QUESTION 3

What type of business do you run now?

Entertainment business that incorporates video filming, photography, C.A./Sound system hiring and events management.

QUESTION 4

What difficulties are you facing as an entrepreneur in Zimbabwe?

- Scarce financial resources for provision of working capital.
- Industry not working at full capacity resulting in a reduced market for advertising business and commercial video coverages.
- Providing low economic activity is limiting social events that normally require our services.

QUESTION 5

What resources and facilities would you require to be incorporated in this BII HUB that can be of benefit to the growth of your business?

- Provision of studio facilities in the BII HUB.
- Front Office facilities to capture clients from a central perspective and a back office for editing and capturing.

QUESTION 6

Do you think this envisioned BII Hub could be useful to you in your business?

I believe so because our clients will be able to visit us at a location that would benefit their other needs due to nature of the BII HUBs (centrality).

QUESTION 7

How do you currently gain customer base and contacts?

We advertise in the daily papers and also carry out adverts on the video that we produce. We also approach events venues and distribute brochures that enable them to market on our behalf sometimes on commission basis.

QUESTION 8

What do you think are the short comings of this building as envisioned in the BII Hub?

None at the moment.

QUESTION 9

Are you aware of any other institutions that offer similar or competing facilities with this 'Hub'?

We have a few complexes that offer similar facilities but are not encompassing. Most of them now offer retail business only.

COMMENTS

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QUESTION 1

What is your original profession?

TRAINING DIRECTOR

QUESTION 2

What challenges did you face in your original profession?

Because of the economic hardships which were being faced by organisations (corporates) training budgets were slashed and very little training was happening therefore no work for training Departments.

QUESTION 3

What type of business do you run now?

Growing and selling chickens.

QUESTION 4

What difficulties are you facing as an entrepreneur in Zimbabwe?

- Liquidity problems, people don't have money, therefore the prices are depressed.
- A lot of competition on the market - Many people raising chicken

QUESTION 5

What resources and facilities would you require to be incorporated in this BII HUB that can be of benefit to the growth of your business?

- Training in entrepreneurial skills, marketing
- CREDIT FACILITIES
- Networking activities of arranged speakers in business

QUESTION 6

Do you think this envisioned BII Hub could be useful to you in your business?

Very useful if it is well fully funded by Government

QUESTION 7

How do you currently gain customer base and contacts?

- Customers referred to me by other customers
- Aggressive door to door marketing
- Through business contacts

QUESTION 8

What do you think are the short comings of this buildings as envisioned in the BII Hub?

- It relies on a viable Government funding and NGO Funding.

QUESTION 9

Are you aware of any other institutions that offer similar of competing facilities with this 'Hub'?

Do you think a Resource HUB such as this could be successful in aiding your business to grow through providing a platform for entrepreneurial exchange?

A Brilliant idea, It requires funding until the Zimbabwean economic hardships are over.

COMMENTS

Mrs C. Ndlovu. 0912 226 124.

