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Ortner, Mark

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Un[fractured] Brew

Architecture as a Generator of Identity through Addressing Preconceived Divisions in Craft Beer



Mark Ortner
0705781F

Newtown is a vibrant, multi-cultural precinct within the inner-city of Johannesburg. It has become an example of the new diverse multi-cultural spatial dynamics present within post-apartheid South Africa. This thesis addresses a dormant site within this cultural precinct and aims to re-appropriate and dynamically activate the site, thus creating a new dynamic member within the Newtown precinct. Through this architectural intervention, the aim is to explore and establish a central reference point between micro-brewers and the public. This thesis' architectural intervention merges preconceived divisions in brewing techniques (local and international) and starts a process of inclusive knowledge transfer that results in a unique diverse collaboration throughout the craft beer industry. This new methodology will better characterise the diverse nature of the craft brewery industry, whilst simultaneously reflecting South Africa's

