

# architecture revisited: PENANG ART & DESIGN HUB

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## philosophy integration



*When something doesn't fit anymore, we architects have the ability and responsibility to make sure that our cities do not force us to adapt to outdated leftovers from the past, but actually fit the way we want to live in".*

Bjarke Ingels



*"Architecture is like creating a character, with buildup personas simulated by surroundings".*

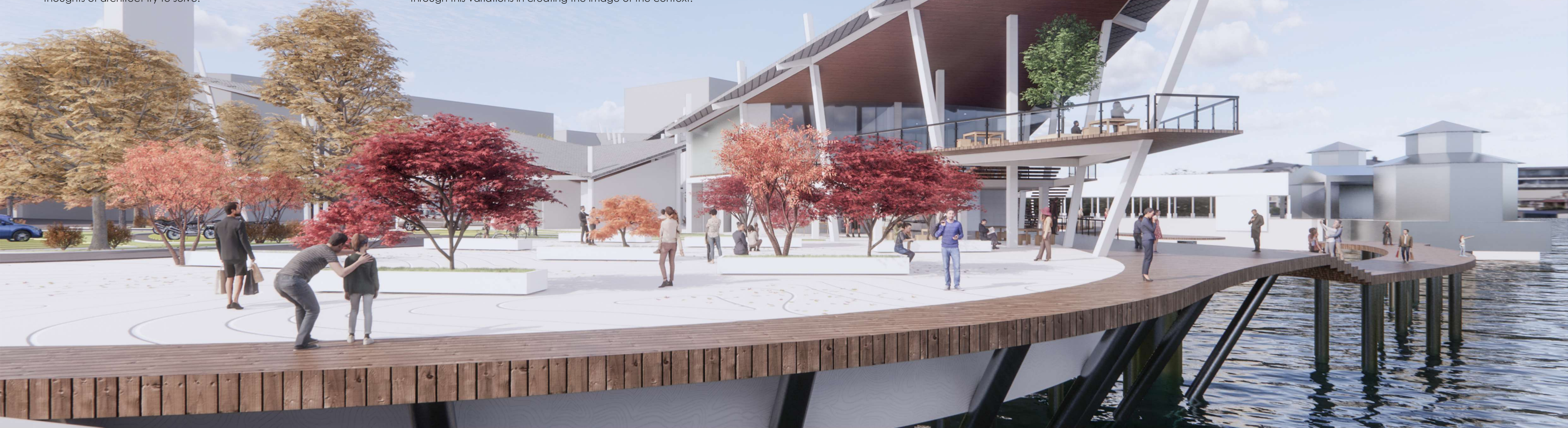
Muhammad Aisar  
aka IceSar

To Bjarke Ingels, conflicts of society are the main ingredients in the analytical work of creating architecture. Instead of looking at the conflicts of a given project as limitations, Ingels presents the architect's task as finding a way to incorporate and integrate differences, not through compromise or by choosing sides, but by tying conflicting interests into a Gordian knot of new ideas.

This is what Bjarke Ingels understands with Utopian Pragmatism. The pragmatic problems of society are the conflicts which the utopian thoughts of architect try to solve.

The philosophy talks about how architecture related to the surrounding context. A character which architects build in different places, with different personas. Architecture not only talks about buildings design, nature integration, but also how the past, present, and future touches in the design, which we call it personas in the process of building up a character portraying the site itself.

Personas can be in many form such site context, social conflict, politics, heritage, materials, and so on. This characteristics reflects on the design through this variations in creating the image of the context.



## KEY PLAN NTS



## LOCATION PLAN NTS

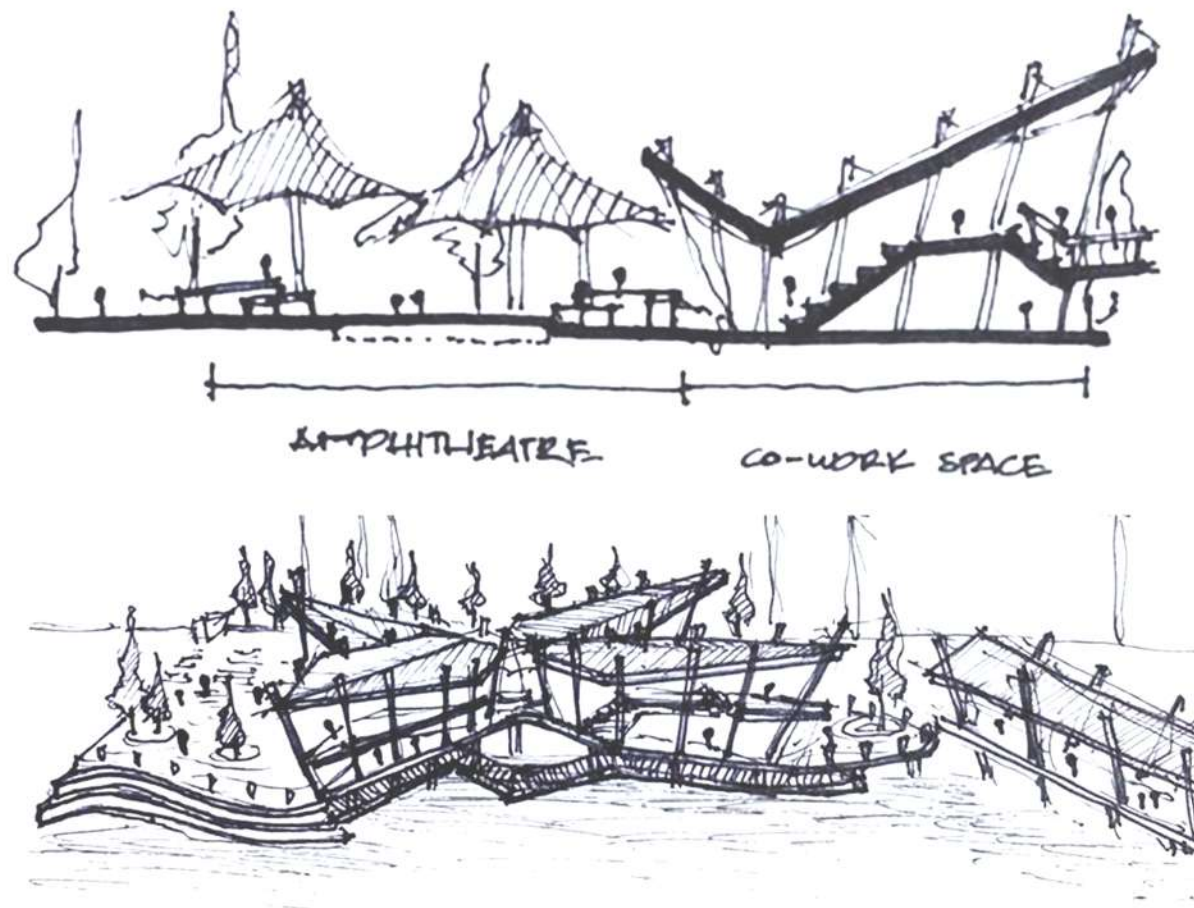


Penang  
Weld Quay

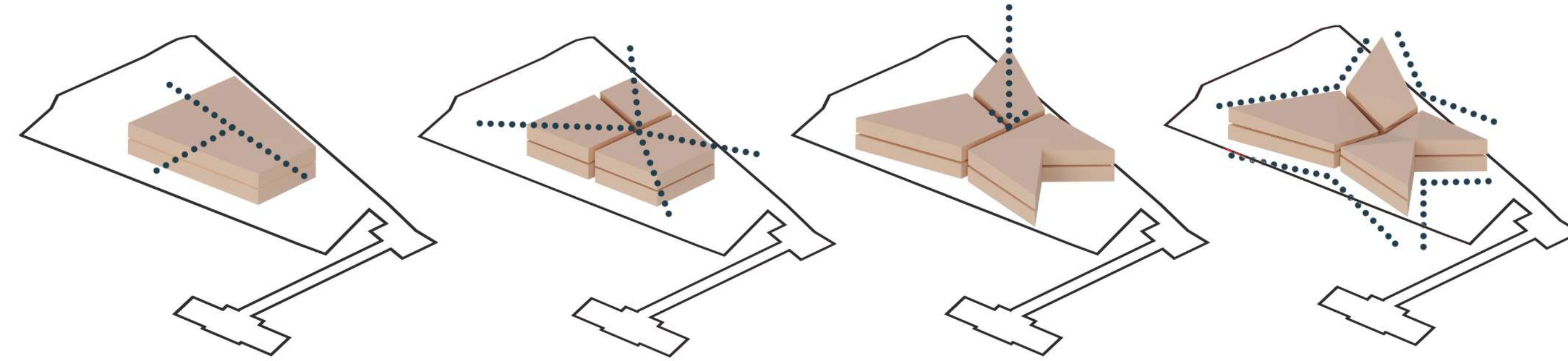
## DESIGN STATEMENT

The concept 'Re:Alive' is to create a hub with the freedom of circulation due to potential of creating vistas towards the sea. With the sea view advantage, the design emphasizes positive views and nature blablaba.

The target user would be designers (architect, interior and graphic), artists (mural, painting, and sculpting), entrepreneur and locals + tourists pedestrian.



## FORM DEVELOPMENT



Creating multiple openings as well emphasizing the vista towards the sea for public and private.

Extrusion of the form is to enlarge view areas as well amplifying nature movement towards the design.

Lower level at the focal point, creating hierarchy in which connects private and public behaviour.

Freedom of circulation for pedestrian and nature is significant to create a living design.

## THE HUB

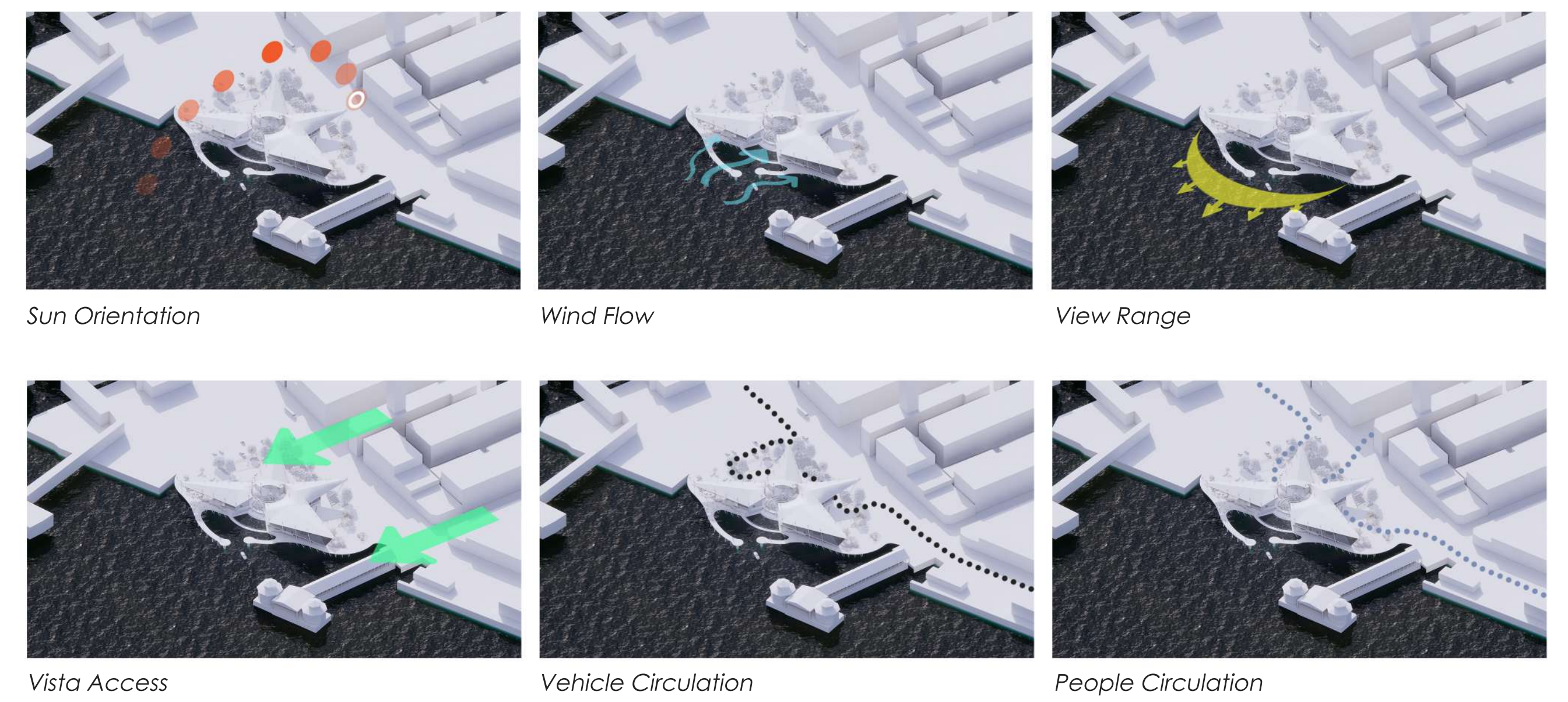
The design would be for designers, artists, and entrepreneur to exchange ideas and experiences, while observing the public behaviour and the calm sea. In use of nature advantage, there will be outdoor spaces which to attract pedestrian whether it is locals or tourists with supporting spaces such cafe, retails, outdoor amphitheatre, pavilion, and so on.

"Freedom of circulation" is emphasized by creating different entrance with variety vibes and feels. Different starting point are values towards design based on motives.



SITE PLAN  
scale 1:500

## SITE SYNTHESIS

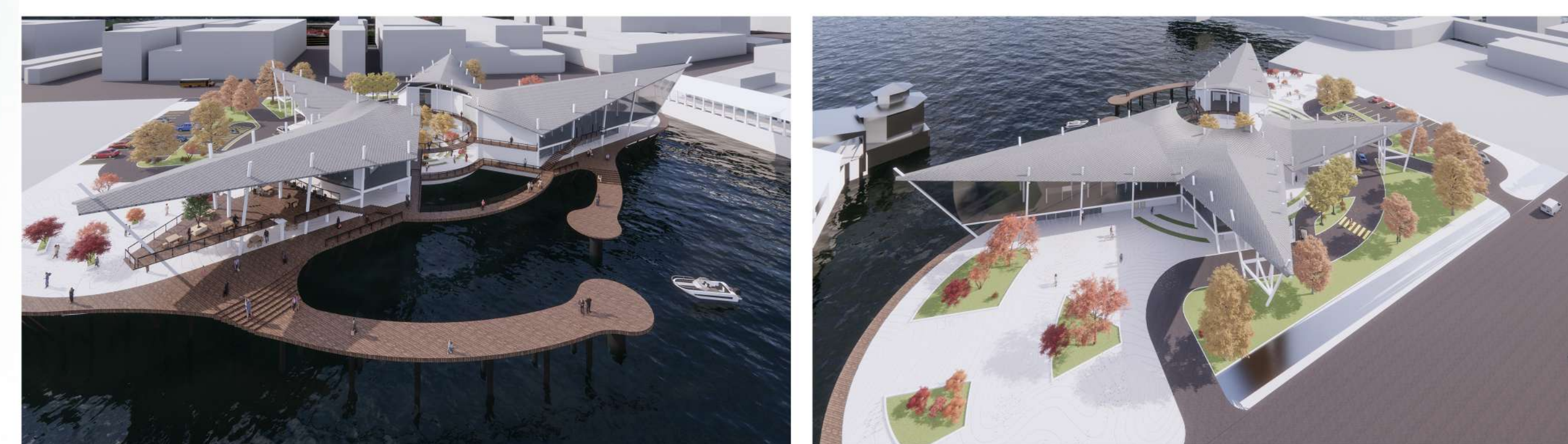


## DESIGN APPROACH

**CONCEPT**  
The concept is "Re:Alive" which means by using the advantage of the site, to make it alive once more. The idea is to design a hub with 'freedom of circulation'. It emphasizes ingress and egress whether it is for pedestrian and vehicle. Creating many entrance means giving opportunity for visitors to see a sneak peak towards the sea, view from different perspective.

**PROGRAMME**  
The main programme for the hub is for designers and artist to collab each other in generating ideas for their work, as well produce ideas in term of human behaviour. Private and public linkage is significant to achieve the function of the building.

**DESIGN**  
The design is integrated with heritage value, and the context which exist within the site. By using the same method of construction as the 3 gudang located along the Pengkalan Weld Road, The roof designed with the same concept to give value and character of the building. The material of the building also respect towards the new-build hotel across the road which giving off the heritage vibe.



NORTH ELEVATION  
scale 1:300

SOUTH ELEVATION  
scale 1:300

**LEGEND**

- 1. Egress
- 2. Car Park
- 3. Outdoor Pavilion
- 4. Cafeteria & Coffee Shop
- 5. Amphitheatre
- 6. Souvenir Shop
- 7. Drop Off Lobby
- 8. Seminar Classroom
- 9. Outdoor Exhibition
- 10. Surau
- 11. Indoor Exhibition
- 12. Ingress
- 13. Water-Taxi Deck



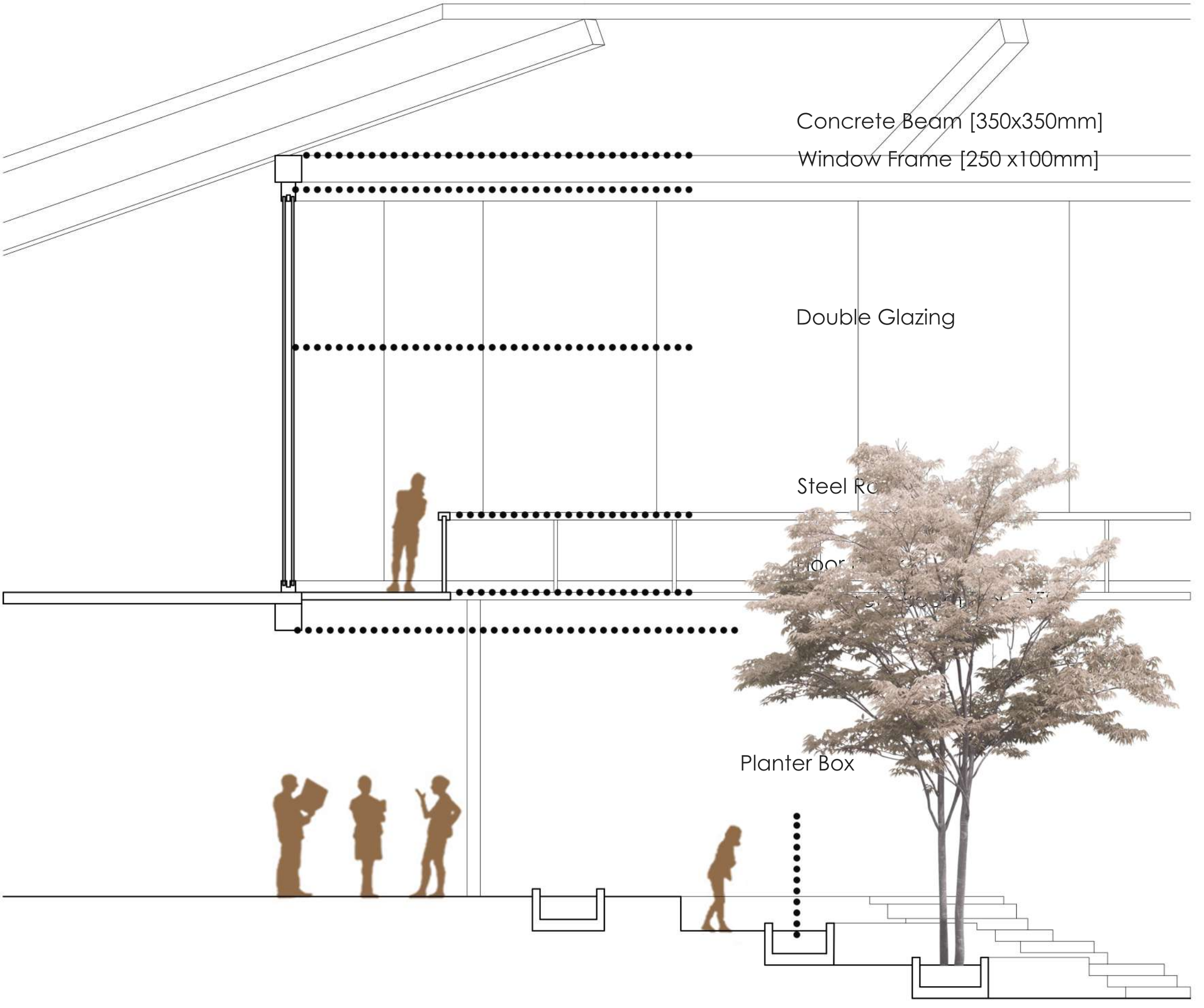
**GROUND FLOOR PLAN**  
scale 1:400

**LEGEND**

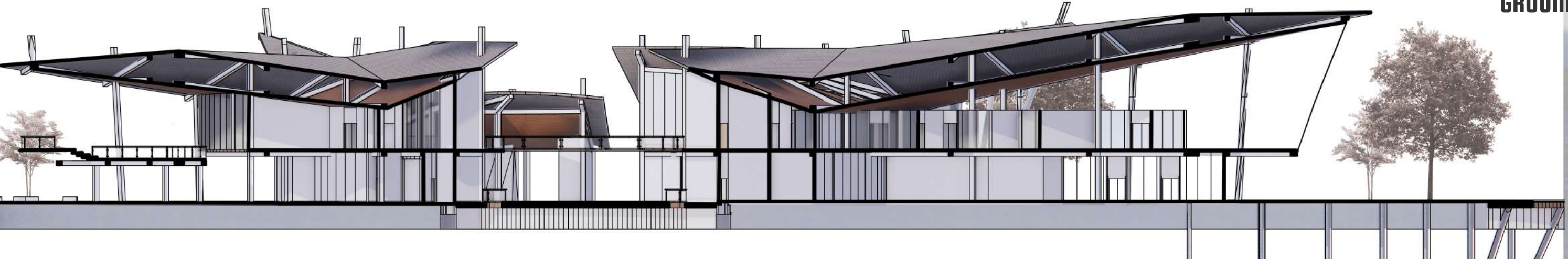
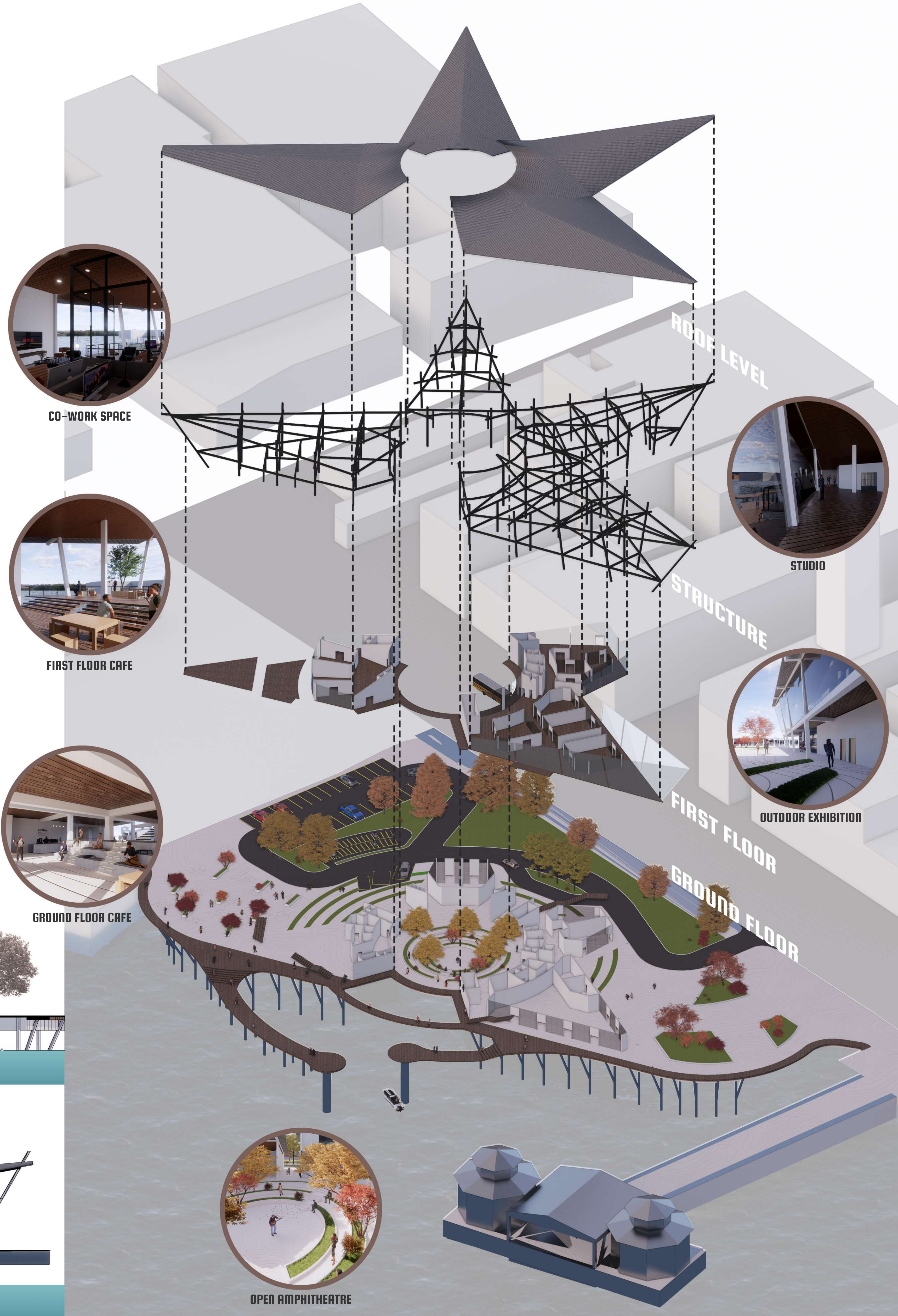
- 1. Mezzanine Cafe Floor
- 2. Studio 1-2
- 3. Co-Work Space
- 4. Outdoor Deck
- 5. Office Management
- 6. Studio 3-6



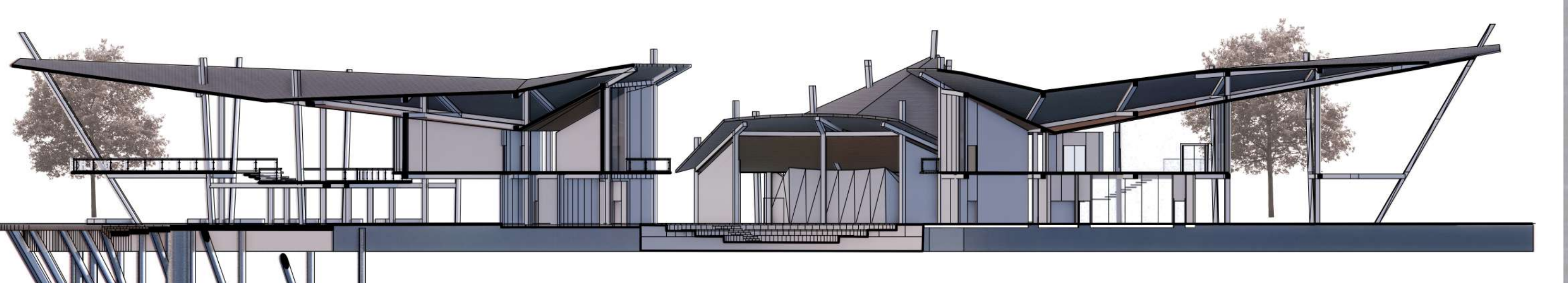
**FIRST FLOOR PLAN**  
scale 1:300



**TYPICAL SECTION**  
scale 1:700



**SECTION A - A**  
scale 1:300



**SECTION B - B**  
scale 1:300



**EAST ELEVATION**  
scale 1:300



**WEST ELEVATION**  
scale 1:300