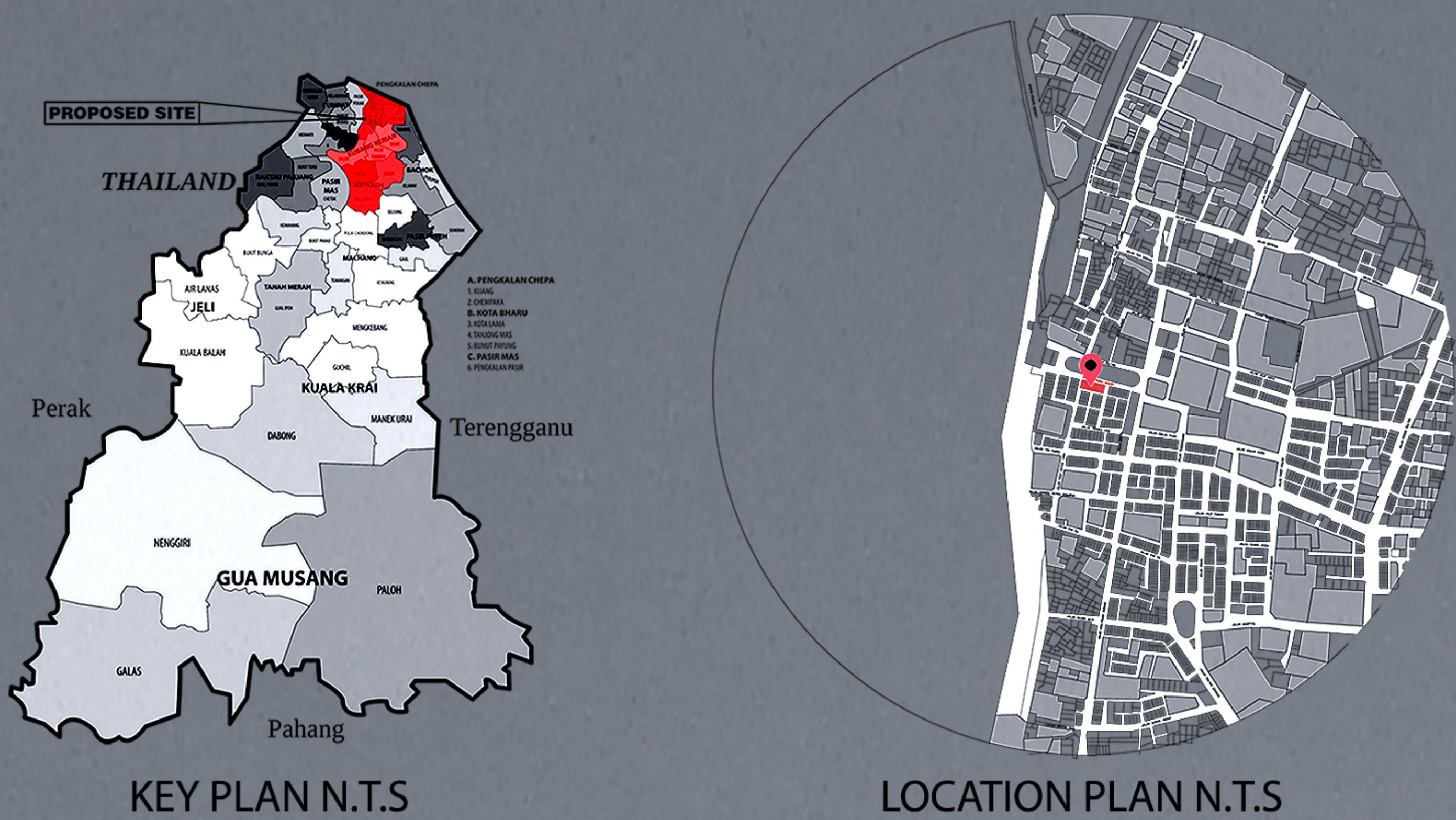


# CULTURAL MARKET : KOTA BHARU @ KELANTAN DARUL NAIM



Kota Bharu is a city in Malaysia that serves as the state capital and royal seat of Kelantan. Kota Bharu is a city in Malaysia that serves as the state capital and royal seat of Kelantan. It is also the name of the territory (Jajahan) or district in which Kota Bharu City is situated. The name means 'new city' or 'new castle/ fort' in Malay. Kota Bharu is situated in the northeastern part of Peninsular Malaysia, and lies near the mouth of the Kelantan River. The northeastern Malaysian city is close to the Thailand border. The proposed site is located at Jalan Tengku Besar, Kota Bharu which is near to a heritage area.

Due to my research, the area surrounding the proposed site is quiet dull. Although there is a heritage or tourism area near to the site, but there is still lack of people who pass by or go to the area beside proposed site. This is because the area is lack of space for activity or attractive point for the public. Besides that, Kota Bharu is located at hot and humid climate, there are not much shaded area for the people who walk from a place to other. Except for the vehicles, not many people will want to choose the option of walking to move around the Kota Bharu city in this hot weather.

The main question for this Cultural Market design is: What are the possibilities for the Cultural Market to connect to the urban community at the street scale?

## TIMELINE

**1844** Kota Bharu is a city centre of Kelantan. Kota Bharu was officially founded by Sultan Muhammad II as capital city of Kelantan to replace Kota Saba.

**1941** Japan's Resurrection. Kota Bharu is also a landmark landing site of the Japanese invasion on December 8, 1941 during World War II.

**1991** Kota Bharu as Culture City. Kota Bharu Residents are rich in unique culture. Thus, on July 25, 1991 the state of Kelantan was inaugurated as a City of Culture by the DYMM Al-Sultan Kelantan.

**2005** Declaration of the Islamic Town. On 1 October 2005, the state of Kelantan was declared as an Islamic City known as "Kota Bharu Islamic City".

## URBAN STUDY

**RESIDENTIAL AREA**  
**COMMERCIAL AREA**  
**MIXED-DEVELOPMENT AREA**  
**INSTITUTION AREA**  
**HERITAGE AREA**  
**PUBLIC AREA**

**TOTAL POPULATION : 491237**

**NATIONALITY**  
Other Nationality: 8558  
Malaysian: 459880

**GENDER**  
Female: 235686  
Male: 323752

**ETHNICITY**  
Malay (434917)  
Chinese (22444)  
Indian (1320)  
Other (1199)

**AGE**  
0-9 years (85019)  
10-19 years (113172)  
20-29 years (75529)  
30-39 years (57606)  
40-49 years (55821)  
50-59 years (41709)  
60-69 years (24323)  
70+ years (15259)

**OFFICIAL LANGUAGE**  
Bahasa Melayu  
**LINGUA FRANCA**  
Bahasa Kelantan  
OTHERS: Chinese, Hokkien, Cantonese, Tamil, English

**CRIME RATE**  
HIGH: Drugs, Car stolen  
MODERATE: Home Broken, Robbery, Vandalism and Theft  
LOW: Problem of corruption and bribery.

**MUSLIM 96.2%**  
**BUDDHIST 2.8%**  
**CHRISTIAN 0.3%**  
**HINDU 0.2%**  
**OTHERS 0.5%**

**Commercial District**  
**Old Commercial District**  
**Heritage District**  
**Institution District**  
**Mixed Development District**

**ACTIVITY AROUND THE PROPOSED SITE**

1. A place for public to gather and hold different culture activity here

2. Dataran Rehal functions as parking area during the day and comes alive at night with food trucks

3. Kampung Kraftangan, attract tourism and the place to hold various activity

In Kelantan, most of the people are Muslim and their culture is preserved well. Due to the beautiful culture and history in this place, Kota Bharu has great potential in tourism development. Most of the foreigners like to travel Kota Bharu if they want to experience an authentic experience without having to deal with the crowd. Kelantan is a state full with traditional charm and unity in the local community.



## HIPSTER TOWN URBAN DESIGN

Hipster town is propose to reimagine the exiting town. It is located behind the proposed site and it make the connection between this hipster town and cultural market design.

It provides various new activities for community, and it potential to become a tourist spot. The vintage form is being portrayed in the center area of hipster town for community to be able to take in the chance of the newer generation. The word sculpture at the existing park create sense of welcoming which attract community to enter the hipster town and potential to become a selfie spot also. It also become a place for community to socialise.



## DESIGN CONCEPT

This project is to design a cultural market which the proposed site is located in front of Padang Merdeka, Jalan Tengku Besar. Revitalize the area surrounded is the aim of this design. There are 3 markets nearby this site and it lead to strong competitive between each other. Strong and creative design ideas are the main point to attract people to site.

Due to my research, the area surrounding the proposed site is quiet dull. The main issue that causes this problem is the area around the proposed site is lack of activity or attractive point for the people to visit.

The second issue is the problem of circulation and transportation matter. In this area, most of the people use car or motorbike to move from place to place. The lack of public transport in this area is an issue especially the tourism who want to travel more in Kota Bharu.

Malaysia is a hot and humid climate, there is not much of the shaded pedestrian walkway for the public to walk, most of the local will choose vehicle to travel a point to point rather than walking.

Design concept for my cultural market design is green gathering. Green Gathering, as the concept, the cultural market not only a trading place, it can be a stop point at this area for public to share experience, buy their goods and has fun inside it.

## GREEN GATHERING

