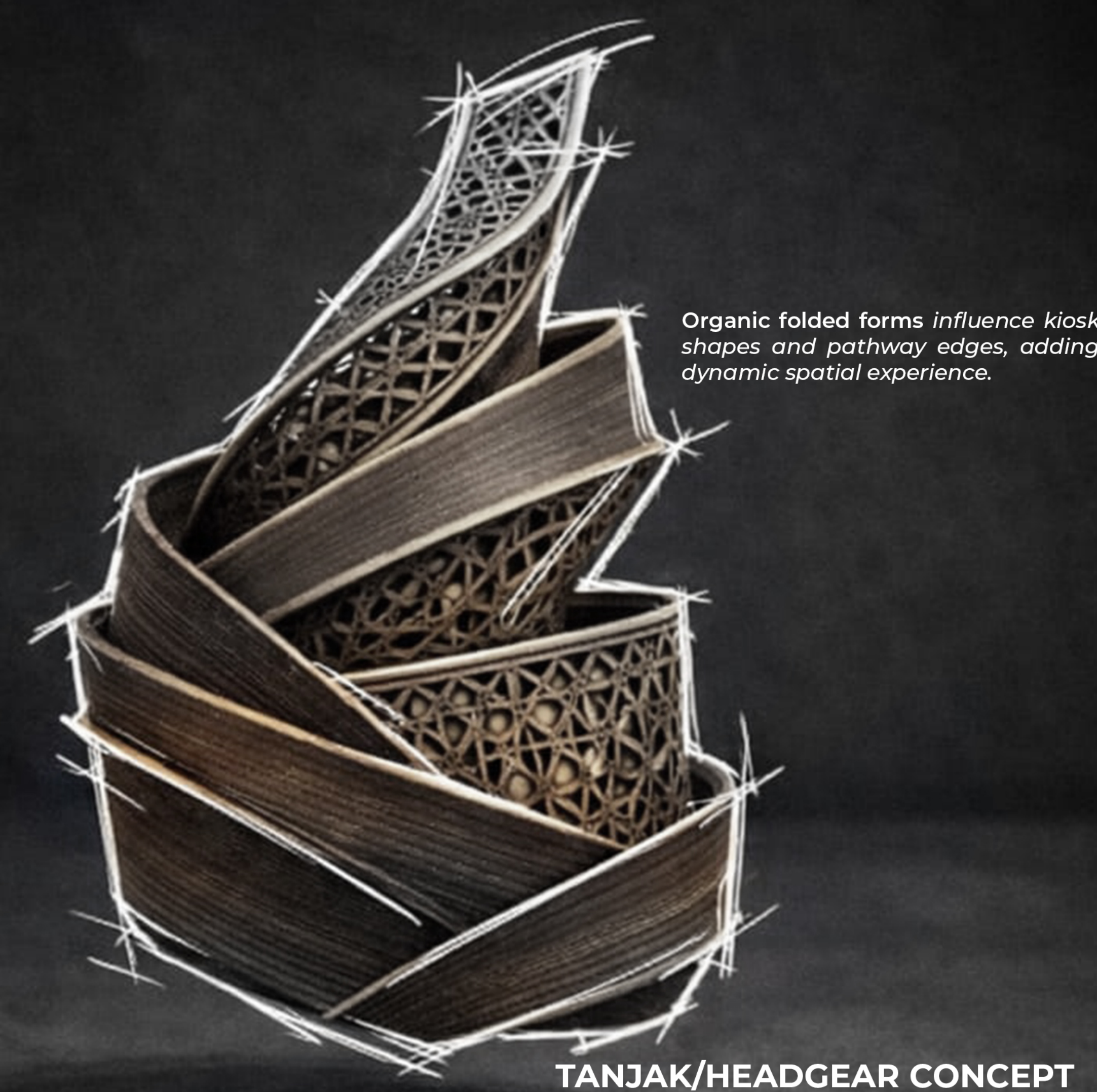




TOURISM CENTRE FOOD STREET

PROTOTYPE

This project is a site-free conceptual design study



Organic folded forms influence kiosk shapes and pathway edges, adding dynamic spatial experience.

TANJAK/HEADGEAR CONCEPT

Introduction

The Tourism Food Street Centre project is a site-free prototype study that explores how people move, how spaces are organized and how kiosks are arranged in a 200 m x 18 m street with 15 kiosks representing Malaysia's cultural and culinary diversity.

Project Background

Food streets are lively urban spaces that combine food, social interaction, and culture. This study focuses on circulation, spatial hierarchy, and kiosk layout without being tied to a real site, allowing innovative exploration of movement, gathering spaces, and cultural integration.

Aim of the Study

The aim is to create a conceptual food street that blends cultural symbolism, pedestrian flow, and social interaction, enhancing exploration and community engagement while reflecting Malaysia's culinary and cultural diversity.

Objectives of the Project

The objectives are to study circulation and spatial organization without a real site, incorporate cultural elements in design, develop a masterplan that encourages social interaction and discovery, create cohesive kiosks and public spaces, and produce a prototype that can later be applied to a real site in Project 2.

Concept Development

The Tourism Food Street Centre is conceptually developed around Malay cultural heritage and Malaysian identity, using elements like Keris, Tanjak, Tiang Seri, Tunjuk Langit, songket, traditional wood carvings, and the Five Pillars of Islam. These inspire the spatial layout, pedestrian flow, and kiosk design, creating a street that emphasizes cultural, experiential, and spiritual values. The neutral assured site allows focus on movement, street hierarchy, and kiosk arrangement while integrating cultural and spiritual elements to establish a clear identity as a tourism, community, and Malay cultural hub.

Integration of Cultural and Symbolic Elements

The design incorporates key Malay cultural symbols and forms, translated into the spatial and architectural system of the food street, including:

- Keris** – the wavy blade (Luk) serves as a metaphor for pedestrian circulation along the street.
- Tiang Seri** – central structural supports with symbolic significance.
- Tanjak (Traditional Malay Headgear)** – folded roof forms reflecting tradition.
- Tunjuk Langit** – vertical emphasis guiding visual attention.
- Songket Pattern** – perforated wooden façades creating light, shadow, and texture.
- Traditional Wooden Carving** – decorative elements reflecting craftsmanship.
- Five Pillars of Islam** – used as a conceptual and spatial guide, representing faith, balance, harmony, and the spiritual values of the Malay community.

Additionally, each kiosk is designed to represent the culinary identity of Malaysian states and Malay communities, ensuring that the street embodies the diverse gastronomic heritage of Malaysia. Visitors experience a journey through Malaysia's culinary, cultural, and spiritual landscape, moving from one state to another.



Keris Luk as circulation metaphor The wavy Lekuk (Luk) of the traditional Malay Keris is interpreted as the primary pedestrian spine, creating a flowing, organic movement along the street and enhancing both visual and exploratory experience.

KERIS CONCEPT



Songket Pattern Perforated wooden façades creating light, shadow, and tactile cultural texture and Traditional Malay Wooden Carving. Decorative ornamentation emphasizing craftsmanship and heritage.

SONGKET CONCEPT

The kiosks are conceptually designed to represent culinary identities from all Malaysian states and ethnic communities, creating a holistic food street experience that celebrates Malaysia's cultural and gastronomic diversity.

