Street life
Revitalizing new Asian developments

P5 presentation - Marten Reijnen
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however...
‘Impositions of foreign models of urban development on Vietnam’

- Labbé & Boudreau, 2011 (1986, p. 112)
New developments can be seen as ‘representations of internationally standardized town planning, driven by market forces’

- Waibel (2006, p. 46)
‘There is a plague of sameness that is killing human joy’

- Zita Cobb (2013)
‘disrupt the local sense of place’

- Labbé & Boudreau (2011)
Space is ‘a bounded or purposeful void with the potential of physically linking things’

- Roger Trancik (1986, p. 112)
Space can only become place ‘when it is given a contextual meaning derived from cultural or regional content’

- Roger Trancik (1986, p. 112)
‘a place is a space which has a distinct character’

- Christian Norberg-Schulz (1979, p. 5)
‘genius loci’

- Christian Norberg-Schulz (1979, p. 5)
Genius loci? Sense of place?
‘utopias are sites with no real place’

- Michel Foucault (1984, p. 24)
Utopias ‘present society itself in a perfected form, or else society turned upside down, but in any case these utopias are fundamentally unreal spaces’

- Michel Foucault (1984, p. 24)
Dystopia?
- David Harvey (2000)

Image: splendora.vn
Privatopia?
- Evan McKenzie (1996)
Variation on a theme park?

- Michael Sorkin (1992)
Disneyfication?

- Sharon Zukin (1991)
Hanoi, Vietnam

Image: Google Earth
Huaxi, Jiangsu Province, China
Manila, Philippines

Image: Google Earth
towards a solution
two parts:
1. generic toolbox
2. specific contextual research
characteristics
monofunctional
monotonous
private
security
upscale
exclusive
focus on cars
global identity
global capital
speculation
opposite to everything
a city is
how to turn around?
PHYSICAL STRUCTURE

Monofunctional & monotonomous neighbourhood
PHYSICAL STRUCTURE

Monofunctional & monotonous neighbourhood

STAKEHOLDERS

Residents

Private investors

Developers
PHYSICAL STRUCTURE

STAKEHOLDERS

AIMS

Private investors

Residents

Monofunctional & monot- onous neighbourhood

Profit

Developers

Suburban living
WELCOME TO SPLENDORA

NHÀ MƯỚI TẠI CHUYÊN NGHIỆP

CHỦ ĐẦU TƯ SPLENDORA
THỦ TIỆN TRẢI PHÁP LUẬT

KHÁCH HÀNG SPLENDORA
KIẾN NGHIỆM CHỦ ĐẦU TƯ

DE NGHỊ CHỦ ĐẦU TƯ SPLENDORA
GIẢI THỊCH RỘ RÀNG VỚI KHÁCH HÀNG
PHYSICAL STRUCTURE

Diverse and multifunctional neighbourhood
PHYSICAL STRUCTURE

Diverse and multifunctional neighbourhood

STAKEHOLDERS

Residents

Private investors

Developers
PHYSICAL STRUCTURE

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Diverse and multifunctional neighbourhood

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AIMS

‘Protected pockets’ of suburban living
Diverse and multifunctional neighbourhood

Private investors

Developers

Residents

‘Protected pockets’ of suburban living

Creating shared value
Companies ‘view value creation narrowly, optimizing short-term financial performance in a bubble while missing the most important customer needs’

- Michael Porter & Mark Kramer (2011, p. 4)
‘One of the core issues to solve difficult real estate market is to overcome the mismatch of supply and demand’

- Vietnamese Minister of Construction Trinh Dinh Dung (2013)
For the creation of shared value, companies and investors should create ‘economic value in a way that also creates value for society by addressing its needs and challenges’

- Michael Porter & Mark Kramer (2011, p. 4)
transform new towns to fit economic and societal needs
"Protected pockets" of suburban living
- only residential
- villa typology (detached)
- 20 houses per hectare
- 300m² average gross floor area (GFA)
- 2 parking spaces per house
- >300m from public transport
- quiet living environment
Protected pockets of suburban living
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Public neighbourhood cores
- public functions
- publically accessible
- 500 m² average
- resting places
- small scale sports facilities
- greenery
- water features
- communal buildings

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**Urban living**
- mixed programme, shops, restaurants, workshops, offices, cultural facilities, residential
- transformed villas (possibly densified), local vernacular infill
- 25-80 units per hectare
- shops average 25-40 m² gross floor area (GFA)
- restaurants average 35-60 m² gross floor area (GFA)
- offices average 25-60 m² gross floor area (GFA)
- apartments average 35 m² gross floor area (GFA)
- 1 parking space per unit, publically accessible
- <150m from public transport
- vibrant, active, local identity

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Urban village living
- mostly residential (60-80% of GFA), workshops, offices, small shops
- villas, transformed villas, local vernacular infill
- 25-55 units per hectare
- apartments average 40-50m² gross floor area (GFA)
- 0.6 parking space per unit
- 100-400m from public transport
- active living environment

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technical solutions
public space
Current programme

- 50% Car
- 25% Pedestrian
- 25% Left over space
Proposed programme

- Car: 35%
- Private spaces: 10%
- Parks: 4%
- Farming: 5%
- Recreation: 5%
- Sports: 6%
- Communal spaces: 5%
- Water: 5%
- Meeting places: 5%
- Pedestrian: 20%
private properties
Current programme

100% Residential
Intended programme

- 55% Residential
- 10% Office
- 10% Commercial
- 5% Education
- 5% Culture
- 6% Restaurants
- 2% Hotel
- 7% Workshop
Box type 1; 2.90m \times 3.20m

Box type 2; 2.20m \times 3.90m

Box type 3; 2.15m \times 3.20m
Existing floor plan
Two separate apartments
Office
Restaurant and living for restaurateur
however...
‘designers [need] to create truly unique contextual places, they must more than superficially explore the local history, the feelings and needs of the populace, the traditions of craftsmanship and indigenous materials, and the political and economic realities of the community’

- Roger Trancik (1986, p. 114)
Tradition does not imply that everything should remain as it was. [...] Tradition provides a basis for the manner in which a system can accommodate change without the necessity of forgetting, without “breaking with the past”

specific contextual research
Influence of Confucianism

Image: Wu Daozi
'the law of the emperor stops at the gate'
‘huong uoc’
‘tam giao dong nguyen’

English: reduction of influences into the same source

- John Gillespie (2001)
External influences
‘Villages dans la ville’

Human scale
‘Absence of the square’

- Pu Miao (1990, p. 39)
Linear public space
‘Hierarchical sequence of spaces’

- Gregory Bracken (2013, p. 5)
Hierarchy + Enclosure = Graduated privacy

- Nelson Ikon Wu (1968)
Graduated privacy
Building blocks for design

- Local community
- External influence
- Linearity
- Human scale
- Graduated privacy
test location: Splendora
External influence
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toolbox + context
75,000 hectares of new developments
conclusion:
transform new developments
into intricate parts of the city
recommendation: design within the local context
Street life
Designing in the Vietnamese context

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