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“HERE AND THERE”
The Hillbrow Import–Export Centre
I, Nicholas Abrahams, declare the minor dissertation for the degree of MTech (prof) Architecture to the University of Johannesburg, apart from the help acknowledged, is my own work and has not been previously submitted to another university or institution of higher education for any degree.

Signed: ___________________________________

2017

I would like to thank the unit 13 leaders in guiding and mentoring me this year.

Here and There
The Hillbrow Import–Export Centre
Faculty of Art, Design and Architecture
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I would like to thank my mother and father for their constant support and all the late night cups of coffee that kept me going. Without your encouragement, I wouldn’t be where I am today.

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Lastly I’d like to thank my unit leaders, Eric Wright and Claudia Morgado for believing in me and pushing my project to where it is today i could not have achieved this without you.
Through both years of studies my work looked closely at migrants in Johannesburg. In the preceding M1 work I shifted scales from the individual to the larger migrant enclave of Mayfair. The study of these communities that have formed in the city and changed the city have been a constant interest of mine.

My personal interest in the project stems from my past; I am a fourth generation South African. My great-great-grandparents had to make this perilous journey, packing away their lives in India and coming to South Africa as indentured labourers with a five-year work contract.

Three generations later my great-great-grandfather's journey still continues. Through this sojourn my story lays the foundation for the Hillbrow Import-Export Centre. I unfortunately do not have any connection to my origin or roots in India, and slowly through the passing of the previous generations some of that knowledge, culture and skills won't be passed further.

The main theories that form the backbone of my project are Tania Zaidi's low-end globalization and Archigram's pro-consumerism. The effects of these theories are highly evident in Hillbrow, which is a complex area with many points of interaction and trade occurring continuously. Due to its diversity and constant ebb and flow of people, knowledge and goods, it has become the site for my project and research.

My project addresses a number of difficulties faced by a number of migrants in any new city. Along with the notion of migrancy and of movement between countries. I have attached the title "The Hillbrow Import-Export Centre" which is not about the exchange of commodities or resources, but rather about culture, traditions and history - the softer characteristics of identity.

The Import Export Centre exists both here (ones current location) and has the ability to collect, share and distribute valuable information from there (Ones origin).

The centre begins to lay the platform for migrants in Hillbrow and acts as a foot hold to ease the transition into one's new city. The project becomes an expression of a journey. The act of packing away one's life, culture, beliefs, education and religion into a small manageable suitcase or container, and then having to unpack themselves in a new context is a very difficult task, often not being able to unpack one's self completely.

The final design project focuses on the unpacking of one's life. This idea is realised as an architecture that unfolds within a site while being firmly constrained in design by the program and its user.

The base of my architectures is a primary design, a single hybrid architecture that fits multiple sites and can house varying programmes.

Although each programme relates to a site, it is not to infer that programmes, users and sites are inflexible - but rather, that architecturally and programmatically, each site is most suitably fit for purpose.

Chapter one, my M1 work reads as an introduction into the scale and space of the project.

Chapter two, my first semester M2 work reveals thresholds into the city.

Chapter three, my investigation into a hybrid architecture and my final design proposal.
Major Design Project Statement

Here and There: The Hillbrow Import–Export Centre

‘Humankind’s greatest creation has always been its cities. They represent the ultimate handiwork of our imagination as a species, testifying to our ability to reshape the natural environment in the most profound and lasting ways’ (Kotkin, 2005: xviii).

Due to its concentration of wealth and the opportunity to build a better life, Johannesburg – South Africa’s gold rush city – has been the city of arrival for many over the years. Immigrants have been drawn to the city in successive waves since its inception in the 1880s, following the discovery of gold. These historical and contemporary flows create ongoing juxtapositions of migration (movement) and residency (settlement) amongst the city’s inhabitants.

Doug Saunders, author of The Arrival City, argues that a city is not just a place to be, but also a place to become, suggesting that urban life has the ability to transform outsiders into urbanites with sustainable socio-economic futures. Saunders further describes cities as places populated with people-in-transition, proposing that the character of a city can be read as an expression of those that occupy it (Saunders, 2012).

Tanya Zack, author of the publication, Urban Forum, states: ‘as Johannesburg functions as an entry point into the capital markets of South Africa, Hillbrow is a receptacle for immigrants seeking a foothold to strengthen networks and in many cases, accumulating the means for onward movement elsewhere’ (Zack, 2015:134).

My Major Design Project extends Zack’s argument that Hillbrow continues, through sheer population density, to be the chief location of choice for migration into the city. While other areas like Cyrildene, Mayfair, Fordburg and Rosettenville have become well-established, semi-urban centres with a cohesive cultural identity, Hillbrow remains the nucleus and magnet for new arrivals who find relatively safe harbour within its established networks and contacts. Many come to Johannesburg to lay the foundation for the arrival of family members in the future. These well-established ethnic ties, coupled with the constant transfer of knowledge between cities and countries, become the informal socio-economic backbone and allow for a relatively easier transition into existing communities for future arrivals.

By examining the compact scale of migrant enclaves found within the heart of our urban centres, the proposed project intends to capture and enhance the ingenuity of immigrant communities to claim, shape, reinterpret and personalise their urban environments. These communities influence and enrich the material life of the city by bringing with them particular ways of thinking and making. This practice of ‘makeshift architecture’ is seen as a framework, or backdrop, in which identities merge and hybridise, partly ‘here’ (the arrival city) and partly ‘there’ (the home that has been left behind).

The Major Design Project explores these shifting points of reference in Hillbrow as the de facto place of arrival. It proposes a centre of import and export, the ubiquitous ‘Impex’ centre, seen all over the continent; a centre of exchange of people, goods and ideas. The Hillbrow Import-Export Centre attempts to translate the ephemeral, shifting and hybrid identity of Hillbrow into physical form(s). This constructed architectural space is directly influenced by the architecture and design of the ‘here’ and ‘there’ spaces influenced by conditions of personal security, trade and residency.

Many immigrants struggle to find their bearing within a new and unfamiliar city. The Major Design Project is conceived of as both a fixed and a mobile point of arrival, an amenity that aids arriving immigrants and facilitates the process of navigating a new city. The architecture will occupy the relationship between existing infrastructure and new arrivals, moderating the challenges that immigrants and existing residents face. The project is a counterpoint to the pressures of ‘top-down’ city authorities and their dealings with the apparent ramshackle and misshapen development in Hillbrow that often marginalises migrants in the city.

References:
M1 Projects

Mi casa

The purpose of the project was to sensitise myself to my own habitat, the one that I am most familiar with.

The approach I took in this project was to explore all areas of my life and how I use these spaces, where do I spend most of my time.

I soon realised that my home is not confined by the four walls of my house but rather my home transcends this into areas of the city where I live my life.

These scenes are not me becoming a spectator but rather becomes an expression of my personality and how open I am to letting people into my personal space and how free I am to new ideas, new people and new experiences.
Mayfair, an ethnically specific site of migrant trade, this is the site in which I began my investigation into how space, land, trade and residence are all manipulated to create one hybrid space with a maximum capital output.

In this project I begin to explore the idea of creating a central trading space with residential elements “bolted on”. Combining these two elements and still allowing the opportunity for space to be personalised and manipulated would allow for the site to keep up with its rapid growth and development.
The series of following images begin to show what the main interactions occur on site and how trading and money moves around the site. The investigation shows how street edges influence the site and how these spaces are divided.
Deal 1

This deal involves usually 3-4 people who all contribute to purchase a plot on a block. The plot which is generally bought first is a corner plot, this is done because of its large street frontage and its accessibility by pedestrians. The internal walls of the house are changed to create a full trade area on the street edge while moving residency to the back of the plot. Shops on this site range from 2m² to 30m². Once the house is fully occupied, extensions to the exterior of the house occur, these extensions happen in the service allies in between houses as these spaces generally just need a roof to be constructed.

Average income on this site is approximately R30 000 a month.

The “deal” is term defined by the process of change which a site undergoes. From the change of ownership to the mutation of a residential site into a low end globalised mini empire.
Deal 2 occurs when a plot is purchased by a single owner. The same process occurs as deal one with the street edge shops being added onto the house but much larger stores. Once the house is fully converted the owner then begins to renovate and a large anchor tenet occupies the large back yard store, in this case the owner of the plot opened a restaurant with lodging above. The entrance is made through the side alley of the house thus allowing for people to move through site without compromising on a potential rent able space. Average income on this site is approximately R50 000 a month.
Deal 3 is a large scale renovation of the site. Once enough money is made from the other sites owned the owner then begins to build 3 storey mixed use buildings. This newly constructed spaces accommodate retail stores, residential units and small offices.

Average income on this site is approximately R+150 000 a month.
CHAPTER 2: M2 PROJECTS

The following series of drawings narrates the relationship between the city and a migrant. It explores the cosmopolitan nature of Johannesburg and how the city is a composition of many different cities due to its diversity.

It forms part of my initial investigations that leads up to my final design project, *Here and There*. 
The following series of work revolves around moment and the journey through time and space and trying locating ones selves within it.

Traversing this foreign landscape of time and space I began my exploration through models. Using light, as an interpretation of time and the model as space, different elements and textures began momentarily to reveal and conceal themselves as "time" moved through "space".

The Individual
Cities are no longer experienced in just a physical way. Politics, culture, beliefs and security begin to shape the way cities operate.

Due to the high influx of migrants to the city spaces are no longer just static or monumental but rather these spaces are dynamic and ephemeral in nature, shifting and mutating to suit the many.

Shifting in scale from the individual to the community. This set of work explores the social constructs of the urban and how the existing landscape is augmented by a community. These new augmented identities merge and hybridise forming a familiar partly ‘here’ (the arrival city) partly ‘there’ (the home that has been left behind) cultural identity which influence the cities landscape and use.
An augmented reality is the superimposed image of the user's view on the real world.

The Augmented City
Observing visible and invisible nature of the site the part here part there in this series of models explore purpose, place, programme and users.

The purpose of this series of work is to begin to answer these questions.

The import export centre acts as a mediator for new arrivals into the city. It allows them the opportunity to develop their skills (Social, religious physical business) in this new foreign landscape.

Hillbrow is a complex area with many interaction and trades continuously occurring. Packing up one’s home belongings and life is a difficult task. This set of work emphasizes the unfamiliar and the complex nature of Hillbrow within the familiar structured form.

It examines the difficulties of packaging one’s life into a small manageable container and making the journey into a new unfamiliar location.
CHAPTER 3:
MAJOR DESIGN PROJECT:
Here and There
The Hillbrow Import Export Centre
It is not so much its small structure or its compact size that defines this space, but rather the ongoing programmes and human behaviour, that sets this environment apart.
Typologies of space

5 typologies of space within Hillbrow create the 5 sites for the Import Export Centre.

- The Alley
- The Rooftop and Facade
- The Open Bay
- The Canopy
- The Structural Bay

Each of these sites make up Hillbrow whether it be a forgotten space or one that is daily use. Each of the sites create an opportunity for the centre to exist.

Each of the sites were selected around a specific program. These programs are what many people bring with them from "THERE" to "HERE":

- Skills/Craft
- Religion/Spiritual Practice
- Culture/Performance/Art
- Trade
- Education

Each site has a direct link each program.
THE ROOFTOP AND FACADE
The Alley  The Rooftop  The Open bay  The Canopy  The Structural bay
Conceptual models exploring the relationship of site, space and its possibility.
The catalogue of Hillbrow is a booklet on each of the spaces sites within Hillbrow. Focusing on proximity dimensions and access.
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1. INTRODUCTION
2. THE ALLEY
3. THE OPEN INFILL BAY
4. THE CANOPY
5. THE ROOFTOP AND FACADE
5. THE STRUCTURAL BAY
The following study explores space, size, access and proximity that govern the use of space in Hillbrow. The selected spaces each deal with specific relationships to people and use. Conducted over five types of space the case studies are done to analyse the constraints and opportunities of each typology. The collection of information and techniques of use in each case study is directed to the design of a single complex mobile unit that can perform in each of these studied environments in just a single space.
Because alleys are repeated on each block, they are designed as service conduits for many of the retail stores, both formal and informal, to capitalise on its potential space. They are commonly bricked up to create an additional space to sub-let daily to informal traders.

**ACCESS**
Due to its limited access, the nature of the space automatically restricts use. With only two access points it secures the use.

**DIMENSIONS**
- Width: 5m
- Length: 80m (single street block)

The height of alleys is determined by the height of the surrounding buildings.

**PROXIMITY**
Because alleys are repeated on each block, they are designed as service conduits for many of the retail stores, both formal and informal, to capitalise on its potential space. They are commonly bricked up to create an additional space to sub-let daily to informal traders.
The alley generally degenerates into misuse and degradation attracting loafers and criminals. It does not have high volumes of people moving through it, but rather is a trafficable backstreet edge. Because of its restricted width of 5m (and no concomitant height restriction), it is possible to stack the architecture vertically making it a secure multistorey space.
THE OPEN INFILL BAY
THE OPEN INFILL BAY

The structural infill makes up many specific instances within Hillbrow, representing empty buildings with very restricted access, or spaces that have similar typologies to the empty structural bay. The non-infill structural bay is restricted by the structural grid and is generally located above ground level with high visibility over its immediate surroundings.

DIMENSIONS

Restricted by the structural grid, the average size of the bay is 7m x 5m x 3m.

ACCESS

Located off ground floor, access is gained by moving through the structure it is located in. With high visibility.

PROXIMITY

Located above an open court yard or in an abandoned building, the structural bay is generally located above ground level with high visibility over its immediate surroundings.
The canopy

Access

Access is gained off ground floor and large pavements prompt shop owners to extend there stores onto the sidewalks.

Proximity

Wide pavements create gather- ing spaces around the canopy and being above ground floor, the relation to pedestrians is removed. Many canopies are converted into makeshift covered balconies. Often the stores located within these spaces have large and bold signage to attract passers-by.

Dimensions

The average dimensions of the canopy are 3m x the length of the building and restricted in height because of the floors above but extend to the street because its overhang.
SPLIT LEVEL ACCESS
Wide pavements allow for more visibility and advertising. The pavement becomes an extension of the store.
The average usable space on the rooftop varies greatly.

**Depth:** 5m

**Width:** 6m

**Height:** Unrestricted

**PROXIMITY**
The rooftops average 4 stories high with the possibility of spilling out onto the facade of the building, extending the usable space.

**ACCESS**
Access is made through the existing buildings, which restricts access with high visibility access over people on ground floor from the roof.

**THE ROOFTOP AND FACADE**
A common scene on Hillbrow's rooftops are washing lines with freshly washed clothing, but the rooftops provide much greater possibilities than merely spaces for laundry. This isolated and tranquil space, when compared to the hustle and bustle of Hillbrow, poses as a potential observatory, like an extra lung over its tightly packed surroundings above the city.
THE STRUCTURAL BAY
THE STRUCTURAL BAY
This refers to the open structures of buildings. Restricted by the floor slab below and above the horizontal nature of the space is what defines it. These spaces are plentiful and easily available due to the many abandoned buildings in Hillbrow.

ACCESS
Large horizontal spaces accessed through a building’s entrance with easy access to ground floor pavement. The site is restricted by the floor to slab height of the building.

PROXIMITY
Like many city schools in Johannesburg being located within buildings this site is located within close proximity to public transport and local schools.

DIMENSIONS
Width: 5m
Length: 7.5m
Height: 2.8m
The characters are people on site who have given their stories of their past, the journey and what they currently do here in Hillbrow. All characters are from the study area and have been given an alias.

Each character has a story to tell and each relate to a site and its programme because of who they are, although many of the characters share similar traits this emphasises the interchangeable relationship between each site and user.
Profile
Name: James
Age: 45 years old
Family members: Wife
Origin: Malawian
Occupation in country of origin: Leather craftsman
Current occupation: Leather craftsman

I make money by placing myself where demand is highest. I learnt how to make clothing and bags back home in Malawi I brought my skills with me but didn’t find use for it at the beginning. It is very difficult finding work so I decided to try and make souvenirs to sell on the street but I didn’t sell enough. So I tried making cultural clothing, bags, purses, hats and shoes. First was difficult to get materials and storage space to make the goods but now that I have my own space to work it makes it much easier to store my goods.

I don’t have a shop I managed to get a workshop in a room I share with 4 other people on the 13th floor of one of the buildings. The only problem is making the journey from the upper floor of the building down to ground level to sell the goods that I make. This is the only way I know how to make my business work and it is the cheapest option I have. It’s much easier to work from one Central location and sell goods directly to people walking by. Even though I am selling to people on the street I’m not able to make much money compared to other people that have fixed shops with constant foot traffic. The way I sell my items is by walking along the streets selling to people passing by it’s the only option I have I can’t afford a store on my own.

Profile
Name: Chinya Pillay
Age: -
Family members: Wife
Origin: India
Occupation in country of origin: Gold miner
Current occupation: Story Teller

My friend and I decided to accept the offer to come to South Africa as indentured labourers. All I came with was a small trunk of clothing. As young men we wanted the adventure as well as a better opportunity South Africa had to offer. We arrived in KwaZulu Natal in the early hours of the morning not knowing what to expect.

I was a gold miner back home in India and when I just arrived I was put to work in the coal mines in New Castle. Conditions were harsh hours were long and the pay was not sufficient for the amount of work I did. I worked for 5 years in the mine and I saved up enough money to get married and raise my family.

In the early 1900s I moved from New castle to Durban there I worked on the sugar cane farms but the conditions weren’t as good as I thought they would be but I stuck it out. Our contract was for 5 years of work and if we wanted to leave id have to buy my own ticket back to Andhra Pradesh.

I couldn’t afford to pay for my entire family to make the journey back to India so I decided to stay. In order to make a second income I put my very limited knowledge of sewing to work. It took me a few months to get my fingers use to this delicate art but I eventually trained myself to a point where I could leave to plantation and work on my tailoring business. From this business I was able to raise my 4 children and send them to school. I now have 18 grandchildren, 95 great grandchildren, and 28 great great grandchildren.
Profile
Name: "Able"
Age: 25 years old
Origin: Malawian
Occupation in country of origin: Fisherman
Current occupation: Shop worker

I came to South Africa one year ago. I left school when I was very young myself and my friends would go out with his uncle on to Lake Malawi and fish I would make about 300 kwacha a week (R70). I would give my parents some money and keep some for spending. To make more money I would take the boat out by myself to catch some fish and sell whatever I could and whatever was left over I would take home.

I joined my friends to make the journey over to South Africa and I have been here for just over 8 months. I currently work at the local store where I pack the shelves and clean up the warehouse. It doesn't bring in much money but it is enough for me to live here and to send money home to my mother and two brothers.

I didn't have a job for the first 3 months. It was very difficult so I joined the local community of Malawians but here in Hillbrow there isn't many. I started going to the mosque in Fordsburg to pray, it was full of different Africans, different cultures all together, people from all over Africa coming to pray together. This is where I was able to find a job. My mother and brothers will soon make the journey over to Johannesburg but my brother's are still young and in school once they are done they will join me.

Profile
Name: "Anthony"
Age: 42 years old
Family members: Wife and 3 children
Origin: Zimbabwean
Occupation in country of origin: Panel beater
Current occupation: Temp worker

Coming to Johannesburg offered me the opportunity to start a new life. There's not many opportunities for me back home. I couldn't provide for my family. Many of my friends and relatives had relocated to Johannesburg so I did the same thing.

It's difficult to start a workshop here and I don't want to be exploited by working for someone else. When they see that you are Zimbabwean they immediately take advantage of you. I was a skilled panel beater back home and owned my own small workshop with two guys working with me. We used to do alright until the civil unrest occurred in 1990. Riot police attacked many businesses and I had to close my shop and sell up what belongings I had and pack up my life and family and made the journey to South Africa.

My 3 children were very young when my wife and I brought them over. They know very little about Zimbabwe the only relationship they have to back home are pictures and stories I have of our life back home.

My skills are all that I have from Zimbabwe. I'm a Christian man and a strong believer in Christianity. I attend church every week but for my children life is different they go to church too but their culture and traditions are not Zimbabwean but rather a mix of what wife and I teach them and what the exposed to at school and other children.
Profile
Name: "Ibrahim"
Age: 28 years old
Origin: Ethiopian
Occupation in country of origin: Farmer and Performer
Current occupation: Trolley salesman

I was a farmer back home I finished school matriculated and had to find work I needed to support my mother younger brothers so I began to work on one of the farms in my village I didn't make much money but it at least brought something in.

I worked on the farm for 6 years and it was very hard work. People think it is dry but the land is green and crops grow easily but it was very hard work. I was part of my community cultural dance group back home and had to give it up. Many of my friends had decided to come to South Africa so I thought I would give it a go.

I knew how the streets worked in Ethiopia so I came to Johannesburg to see if I could make more money on these streets, many young people from my village came over before me so i decided to do the same.

When I came here I started up my own small sweet shop on the side of the road but it didn't bring in enough money so I saw many people selling fruit out of trolleys so I tried to do that as well the trolleys were too expensive to buy so you have to take them.

I saved up enough money and begin to buy fruit from the suppliers in Steeledale (15km) away. I have to catch a taxi every morning to buy stock and carry the box is on my lap on the way back. I run my own store now I have my own trolley, I've become own boss now I'm able to make money because I can move my store I have the ability to take my shop to where the people are instead of them coming to me having the store move what makes me money it took me very long to get to where I am today.
The act of packing away one’s life, culture, beliefs, education and religion into a small manageable suitcase or container.

The following model is housed in my Great-great-grandmothers Kist. A small container that was packed with whatever they could bring with from their lives in that made the journey.

The model houses all the stories history and part of each of the 5 characters that are used in the project.
To realise the architecture of the Import Export centre the opportunities of space within each site emerged through the following study.

Overlapping constraints are a series of plans, sections and cross sections of each of the 5 typologies of space studied in Hillbrow.

The sections are taken across the maximum usable space in each site and articulate the scale, volume and depth of each space.
Cross section
To create a hybrid architecture that can exist within each site, a rigorous process was undertaken.

Sections of each site are overlaid with the optimum usable area placed centre of each drawing.

The preceding sections are all under laid and offset from the base and an adjacent wall by 1.7m (average human height). By prioritising each of the 5 sections, 5 constraints resulted.

Each of the 5 resulting forms were further overlaid to achieve a final hybrid form.

By restricting the constraints of each plan, section or cross section to these parameters, a final form that fits into each site is finally deduced.
Overlapping Cross sections
Overlapping Plans
Resulting Plan Form
The final hybridised form creates the base model for an architecture that is physically able to fit into each of the five sites.

Each of the final constraints were extruded and cut at the intersections to create the final form for the Hillbrow Import Export Centre.
Through the overlapping constraints a base structure was creating.

The Primary structure:
3m wide
2.4m high
6m long

The secondary structure comprise of two elements connected to the base and top of the structure, these form part of the structural elements that can unfold in various directions depending on the site it sits in.

The Potential
Each of the following models explores the possibilities of expansion for each site.

Multiple possibilities for the same expansion occur in the sites.

This allows for a collection of one architecture for 5 sites and 5 architectures for each site.

Each of the models were created with a site and programme as drivers for its function.

Vertically Raised Expansion

The vertical expansion is designed to raise the Centre off the ground. This function is designed to sit in the Open Bay, a site that experiences large amounts of foot traffic.

Due to the many people passing this site the programme and function of the Centre in this location houses cultural activities such as performance, dance and theatre.
Vertical expansion occurs in more than just one of the 5 sites. Due to its movement, it makes use of the space above the Centre thus allowing for the usable space to double in size.

Vertical expansion is used in the alley and rooftop due to the lack of height restrictions in these sites.
Outward Expansion

A very restricted canopy site allowed for outward expansion to be utilised.

Due to the canopies location on the first floor above retail store, it is restricted by the balconies above and the railing in front of it making it one of the most restricted of the 5 sites.

By allowing the outer walls to open this creates an opportunity for the centre to extend with the length of the canopy.
The structural bay being housed within a building’s existing structure is restricted by the two-floor slabs it’s sites within. The only possible movement is along the horizontal axis it sits in.

Although other sites do make use of this expansion this was designed around the structural bay.
The structural expanding frame

Having a compact space that houses these programmes create a certain atmosphere within.

The expanding elements not only allow the walls to extend outward but rather creates the opportunity for the architecture to change the atmosphere of its surroundings.
Design Profiles of possible expansion on site
Extending fold-out floor and roof detail

- Extending fold-out floor
- Roof detail

- Channel fixed to steel frame
- Mild steel channel
- Mild steel fixed to outside of RHS
- Channel fixed to inside of RHS
- Track fixed to steel frame
- Channel fixed to steel frame
- Mild steel channel
- Mild steel section
- Extending fold-out floor
- Roof detail

Articulation of movement
Polycarbonate folding wall detail

Primary steel structure

3mm thick wall

16mm thick floor

1.25mm thick roof

1.5mm thick roof

1.25mm thick roof

Primary steel structure

Steel frame housing

Floor wheel and track detail

Primary steel structure

8mm diameter steel threaded rod

8mm diameter washers

Dowelled connection

Three steel plates drilled with a 8mm dia. hole

8mm diameter steel threaded rod

75mm diameter mild steel fixed to threaded rod

50mm thick mild steel grade ply wood base

Primary steel structure

Ventilation

Floor wheel and track detail
Folding Roof detail

1. Exploded detail

- 5mm thick plate or bolt with a 10mm dia hole.
- 10mm insulated panel grade III.
- Wood floor.
- Exposed connection.
- 10mm diameter washers.
- 10mm diameter steel threaded rod.
- M20 bolt rod between washers.
- 5/16" x 10mm galvanised hexwashers.
- Anodised aluminium primary panel.
- 45mm steel structure.

Folding Roof detail
The centre is meant to create an atmosphere in both the interior and exterior surroundings.

The following Renders show how the atmosphere around the centre is changed and how it is used.

The Alley
Rooftop and facade
The following renders show the use of materiality of the Centre how the atmosphere of the Centre is changed.

The material of the centre is taken from its surroundings, allowing the centre to blend into its context. A steel frame forms the primary structure.

The skin of the centre is clad with opaque polycarbonate sheets which reveals silhouettes of the activities that occur within the centre.

These materials were carefully selected because of their properties and structural qualities, but more importantly, because migrants are easy targets. The conscious selection of materials are not intended to alienate, threaten or objectify them, but rather to allow migrants the opportunity to a dignified existence.
It is not so much its small structure or compact size that defines this space but rather the ongoing programmes and human behaviour that sets this environment apart.

The proposed project is more than just a hybrid space, it is about the importance of the user. The main aim of the project is to generate a design that is not confined by its structure or the skin of the building. It is an architecture not fixed by its form but rather focuses on the user who is able to transform the space.

While there are five proposals that exist in five sites, the main aim of the project is to generate an approach to architecture, or a position in practice, that sees architecture not as a fixed delivery for any given time or place but rather a system of inhabitation that houses and grows the narrative of its user.
An Overdressed District

Johannesburg Fashion District the Ethiopian Quarter

Abstract

This essay focuses on the Ethiopian quarter in Johannesburg. I will analyse how trade, commuters, built infrastructure and the users of the site all work together in making the site a prominent trading hub in the CBD. This essay is about the Ethiopian Quarter and the economic activities and economic interdependencies as well as efficiency of space, capital, trade, skills and the urban eco system by which the users of the site coexist. It draws on information taken from observing and interviewing the users of the site and documenting the many activities that occur and how these activities rely on one another to make this site such a prominent nucleus in the CBD. Focus on how trade on both the street edge and within the buildings come together, and I will look at how space in buildings and pavements are reused and changed to suit the current trade in the space.

My interest in the site leads me to ask the following question:

How does trade adapt to suit and sustain a flourishing informal urban environment in the Fashion District situated in the Ethiopian quarter in the Johannesburg CBD.

Analysis of the relationship that people have to the streets, pavements and buildings, and how the transportation of people in and out of the site contribute to its success are significant factors to document. Analysis of the built environment that supports and houses these trades are of key importance, this will support my focus which ties together the formal and informal makeup of the site.

By analysing the site and the way in which it is set out, one can easily identify why informal trade is such a huge driver of income in the area. Pavements, street edges, building overhangs and many other similar factors contribute to how space is utilised in the Ethiopian Quarter.

My personal interest in researching the inner city of Johannesburg came about through the years of studying architecture. The inner city always was a place of interest and a large mixing pot of cultures and opportunities. Growing up just outside the city limits of Johannesburg, I never spent much time in the city itself but the sense of attraction, mystery, excitement and adventure is what captured my curiosity. Through much time and work done on this location I decided with the study group that Johannesburg’s inner city is where we should conduct our research.

The rules and regulations within the city are different, regulations on building size, height, occupancy parking. There are many more restrictions and by-laws that govern the way space is used within the city. However there is a difference and a large one at that, that not all users of the cityscape abide by the same laws that the formal sector follow. The informal sector of the city runs on a total different set of rules and regulations which are set and governed by the informal sector and the people that run it.
Research Methods

Studying the site and spending a large amount of time within the space brought up a few interesting facts that relate to how the site is perceived by the informal users of the site. I undertook informal interviews with people who work on site and asked them about their experiences. These questions were aimed at getting information on a few simple aspects regarding access, planning and layout which reflect the workings of the site.

Interview 1
Name: Ngoni Nyala
Nationality: Zimbabwe
Place of Residence: Shona Town, Johannesburg
Occupation: Local retail and accessories store owner. He runs a business at his home, selling clothes, for which he charges $1000 per month. He is a university graduate and he lives in the area and sends his three children to local schools.

Interview 2
Name: Khalid Ali
Nationality:ophobia
Place of Residence: Johannesburg
Occupation: Barber. He runs a small barber shop, which is his only source of income. He sends money to his family in the Middle East. Two children, his wife and two other family members live with him in an apartment. He has been in the country for 10 years and has been working as a barber for 5 years. He has a feeling of attachment to the country and feels that he may stay here for the next 5 years.

Interview 3
Name: Ashraf Ali
Nationality: Indian
Place of Residence: Johannesburg
Occupation: Big shop owner. He runs a large retail store, which is his only source of income. He sends money to his family in India. Two children, his wife and two other family members live with him in an apartment. He has been in the country for 10 years and has been working as a barber for 5 years. He has a feeling of attachment to the country and feels that he may stay here for the next 5 years.

Interview 4
Name: Ali Gadhafi
Nationality: Pakistani
Place of Residence: Johannesburg
Occupation: Nontypical food vendor. He runs a small shop, which is his only source of income. He sends money to his family in Pakistan. Two children, his wife and two other family members live with him in an apartment. He has been in the country for 10 years and has been working as a barber for 5 years. He has a feeling of attachment to the country and feels that he may stay here for the next 5 years.

Interview 5
Name: Sayyid Ali
Nationality: Afghan
Place of Residence: Johannesburg
Occupation: Nontypical food vendor. He runs a small shop, which is his only source of income. He sends money to his family in Afghanistan. Two children, his wife and two other family members live with him in an apartment. He has been in the country for 10 years and has been working as a barber for 5 years. He has a feeling of attachment to the country and feels that he may stay here for the next 5 years.
**Interview 6**

Name: Abeid
Nationality: Ethiopian
Occupation: Construction worker He works on the site and lives on site.
Reasons for living on site: It is convenient and saves money.

**Interview 7**

Name: Feres
Nationality: Zimbabwean
Place of Residence: Beaches in a flat in the area
Occupation: Restaurant Cook. He was fired from his job and lives on the street.
Reasons for living on the street: He cannot afford to rent an apartment with his two children without a job.

**Interview 8**

Name: Jobi Mzinzi
Nationality: Mozambican
Place of Residence: In a slum in Johannesburg
Occupation: Street sales man. He works on the streets and makes a living selling fruit.
Reasons for living on the street: He cannot afford to rent an apartment and lives on the street.

**Interview 9**

Name: Simo
Nationality: Zimbabwean
Occupation: Street sales man. He works on the streets and makes a living selling fruit.
Reasons for living on the street: He cannot afford to rent an apartment and lives on the street.

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**Findings**

After many site visits and interviews, it was interesting to explore the building and experience the warmth and energy of the people on site. The buildings are part of a larger urban system that depends on each part playing its role to keep everything in smooth working order.

Urban density plays a key role in the design and layout of the buildings. The African Quarter is located in the central business district of Johannesburg and is home to many businesses and people.

Figure 1: Plan of Johannesburg African Quarter

**Rationale for building design**

The following diagrams are made to show the different typologies of the building blocks. These look at how the streets are used and how the program of use is changed to treat the building differently. These diagrams and images show the different rational for trade and how the programs on the building block and street edge change to suit the prevailing need. The diagrams show the types of activities clearly and the types of trade, food and products that occur.
The geometric diagram shows one of the main blocks of the District Quarter. Clear heights of the buildings on site are shown to give a better context of the studied site. It is clear to see the possibilities for the large amount of trading space available on site as it enters.

Figure 3: Vertical section (Martins, T 2016)

The lift corridor cuts a hole in the lifeblood of the building. These corridors that transport people up and down the building allowing trade to move into the building from ground level.

Figure 4: Ground floor circulation (Martins, T 2016)

Figure 4 shows the access in and out of the building, allowing people to move freely through the building but not only creates a short cut but also increases sales. Access is mainly located on the north and south of the block, this is due to the two tank being located to the north of the site.

Building access, store signs and locations are shown in Figure 5. The order of trade is visible in this diagram and shows the relationship between formal trade (yellow stores) and informal (green store) trade. The internal road and stairrooms are not shown in this diagram.

Figure 5: Detailed view of the street edge (Martins, T 2016)
Figure 6 shows a blow up of the street edge and retail space. The different typologies of retail stores are highlighted. The diagram gives an accurate picture of the trade and movement site.

**Retail Typologies**

<table>
<thead>
<tr>
<th>Type 1</th>
<th>Type 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium size stores</td>
<td>Extra small size store</td>
</tr>
<tr>
<td>Rent: R1500 - R3500 p/m</td>
<td>Rent: R1500 - R6000 p/m</td>
</tr>
<tr>
<td>Size: 300m² - 600m²</td>
<td>Size: 100m² - 150m²</td>
</tr>
<tr>
<td>Store type: clothing and electronics</td>
<td>Store type: clothing and electronics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type 3</th>
<th>Type 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Vendor</td>
<td>Small store</td>
</tr>
<tr>
<td>Rent: R2500 - R5000 p/m</td>
<td>Rent: R1500 - R3500 p/m</td>
</tr>
<tr>
<td>Size: 20m² - 30m²</td>
<td>Size: 5m² - 10m²</td>
</tr>
<tr>
<td>Municipal owned land</td>
<td>Store type: clothing and electronics</td>
</tr>
<tr>
<td>No security at trade</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type 5</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Large size store</td>
<td></td>
</tr>
<tr>
<td>Rent: R5000 - R8500 p/m</td>
<td></td>
</tr>
<tr>
<td>Size: 100m² - 150m²</td>
<td></td>
</tr>
<tr>
<td>Store type: clothing and electronics</td>
<td></td>
</tr>
</tbody>
</table>

The street edge and sidewalk becomes a very versatile space for encounters of shopping for consumers and from their way to work. Figures 6 & 6a give a section through a retail space and shows the relation between the building, the street and the trade to the sidewalk between the street and pedestrian walkway.

Average views of the sidewalk and informal trading spaces clearly show the importance of the street trades. Locating the informal trade on the street edges means that customers can easily purchase products without having to leave the line.

The section clearly identifies how pedestrians are not only led by goods on sale. The convenience of the spill out onto the street edge brings a large portion of the street income. By splitting onto the street edge the retail stores are able to access their trade by ~3.5m for a fraction of the rear they pay to the landlord.

![Diagram](image)

Figure 7. Street edge and retail space plans (Martin, V. 2016)

The ground floor plan shows how space is allocated for each trade. A clearer picture of store size, pedestrian access and movement shows how space is divided.

Blue lines = Movement and access

Yellow area = Formed retail space

Pink area = Internal retail space

Orange line = Wide trade space

![Diagram](image)

Figure 6a. General floor typologies: Entry (Martin, V. 2016)

![Diagram](image)

Figure 6a. General floor typologies: Entrance (Martin, V. 2016)

The street edge and sidewalk becomes a very versatile space for encounters of shopping for consumers and from their way to work.
The Economic Interdependency

The term "interdependency" is used to describe how the economy is interconnected. It refers to the mutual interdependence of the parts that make up a system, where the parts are connected and each affects the other.

A. A. G. Grant wrote, "The economic system is a whole in which all of the parts are connected, and each on one another." (Grant, 1898)

Figure 1: Street shops and stalls (Johannesburg, 2016)

Figure 2: A typical mixed-use building in Johannesburg, showing the integration of retail and residential spaces (Johannesburg, 2016)

Figure 3: Building Program (Johannesburg, 2016)

The Ethiopian Quarter is located centrally in other areas of the city. Although street food stalls are common throughout the city, they are not as prevalent in mixed-use retail and residential buildings. The buildings are planned to allow people to move from the street level to the ground level, where they can access restaurants and shops.

These spaces are designed to improve the use of the building and to create space for retail and residential activities. During the day, these buildings are filled with many local and visitors, the local and national produce markets from the street level.

Figure 4: Ground floor typology: Shading (Morton, 2008)

Figure 5: A ground floor typology: Shading (Morton, 2008)

In Figure 4, the overlay of the building provides shade for stores on ground floor. Trees are also a direct visual link from the restaurant above. Some shops on ground level are entrances to workshops or stores, which are accessible from the street. Restaurants act as a showcase for products. Consumers have to make their way into the building to have a look at other products before they enter. All other restaurants are visible from the ground floor, which means that customers have to navigate their way through the building to the entrance on the upper level.

Figure 6: Shading and sunlight (Morton, 2008)

Figure 7: Shading and sunlight (Morton, 2008)

Figure 8: Street level typology: Shading (Morton, 2008)

Figure 9: Street level typology: Shading (Morton, 2008)

Figure 10: Shading and sunlight (Morton, 2008)

Figure 11: Shading and sunlight (Morton, 2008)

Looking at the above in closer detail, it is clear how the retail space enhances sales and retail space. The value of the property is what leads the rental space. A perception of the property may increase sales. Many stores not only rely on the local trade of the building but also use their high street (City Council) because they rent out a piece of the sidewalk to license sales. The sidewalk stalls are rented because it is an area convenient for customers who are pressed for time to purchase goods on the street as they see it. The building is to enter a shop.

Figure 12: Shading and sunlight (Morton, 2008)

Figure 13: Shading and sunlight (Morton, 2008)
efficient use of space and money

This process, both of space and money, was used to make a minimum profit from the street edge and working into the building analyzing how space changes to suit the use.

Figure 11: Street rank (11.5.2016)

One of the main reasons for the bustling streets and shop was due to the location of the street rank. It is located on a bend north of the Kloof Street Quarter which is responsible for transporting a large number of locals and foreigners into and out of the area. The rank is the only rank in the area close proximity to the Kloof Street Quarter.

Figure 12: Street rank (12.2.2016)

Figure 13: A boat taxi driver

Many consumers either work in the Kloof Street Quarter or live in the area and some are through here for a very specific reason, a boat taxi. This is a bus and taxi in one vehicle which is used to transport potential passengers into the Quarter.

Figure 14: Boat taxi driver (11.5.2016)

The boat taxi is praised for being a traditional mode of transport for locals and tourists. It is a small boat with a canopy and room for passengers. It is operated by a man who operates the boat and collects the fare. The passengers are easily identifiable as they are seated in a little red dot underneath the canopy.

Figure 15: Efficiency of space and money: passengers on the street edge (11.5.2016)

Efficient use of space in a densely populated region is how these passengers thrive on the street edge. One or two people can be seen on the edge of the sidewalk and street waiting patiently for their turn while other passengers pass by. Roughly 30 people at a time make their way up the street edge and collect their money. The passengers are easily identifiable as they are seated in a little red dot underneath the canopy.
After interviewing a porter named Patrick Magnin who works for the company it was clear how good this business is to Figure. It is a porter’s role of employment and job and it’s a new porter in this area you have to be registered with House Luggage Company.

The news is that the company is not going to accept new and no new company is allowed to operate within this area. The porter have a basic salary of about $2000 per month and are required to pay $500 to the office each day, whatever they make over and above that is theirs to keep.

![Image](image1.png)

Figure 16. Pearson’s view of employment.

The reason the store is so well thought out and in such an efficient use of space and money is because this very place of small space gives the $3000 a month and controlled with the cheaper $2000 profit tag of classroom inside the building. It works out far cheaper than any other choice on the ground floor direct lobby.

![Image](image2.png)

Figure 18: Corrected Medical Arts building (Kimons, 8/2016).

The Medical Arts building was used to house dentistry and other professionals. In the mid-1990s it was in major renovation and its character started changing.

The first two floors have been converted into a combination of restaurants, retail stores and beauty salons. Finally, the current use is the Medical Arts building, now it’s been adapted into retail, office, and tenants, featuring finely finished red brick walls, using 3000A glass and hanging signers are some examples that occur inside the building. Due to the high cost of occupancy, the majority of this building is appropriating all storage and small production line facades.

A corridor in the 15 story Medical Arts building shows how the space has been adapted into storage and small workshops. Long corridors on the upper floors of the building are lined with storerooms. During the day these corridors are filled with people moving goods in and out of the building. Storerooms like this is what the small country shop made use of.

![Image](image3.png)

Figure 19: Rear in storeroom (Kimons, 8/2016).

Each storeroom door is numbered and barred protected. These storerooms hold most of the stock each shop is required. A contact number is listed on many of the doors so they keep regular porter coming up each morning to collect goods.
Figure 20: The layout of the Goatsdrift Wholesale Market is organized so that the traders can easily access their stalls. The market employs a landlord to manage the tenancy agreements and to collect the monthly rental fees.

The landlord sees this as an opportunity to create a better layout of the stalls and a chance to generate some extra income in the process. The red blocks in the picture show the extra available spaces in the corridors. These spaces are made available to the traders to either rent or to use as part of their stalls. The landlord receives a 10% commission on the rent paid by the traders. These spaces work well for both parties as the renters get a cheaper space to set up a stall while the landlord gets an extra income.

**Efficiency and Convenience of Trade**

Many stalls in the Goatsdrift Quarter are located near transport nodes. Most of the stalls stock a wide range of produce and are often conveniently located adjacent to public transport nodes. This makes it easy for people to visit the market and choose from a wide variety of fresh produce.

Figure 21: The efficiency and convenience of the market stalls (Goatsdrift, N 2016)

In Figure 21, the efficiency and convenience of the market stalls are clearly visible. The market is organized in such a way that traders can easily access their stalls, and customers can easily find the products they are looking for. This makes the market a very efficient and convenient place to buy fresh produce.

Figure 22: Efficiency and Convenience of Trade. Street trader (Goatsdrift, N 2016)

Street traders on the open spaces on the city block and almost own the entire road as their space. Many of the street traders work for the market vendors in the area. These stalls employ them to walk the streets of the Quarter to sell their wares.

After interviewing a self-employed street trader, Collins, it was observed how he has become his own boss after years of selling for someone else. Collins had worked for long enough to make his own contracts to supply his stock, even though enough money to buy more stock becomes a problem. Collins has to make sure to make sure the perfect balance of cost and sales to keep the business afloat.

This is another example of how efficiency in trade is able to capitalize on the surrounding environment to make the most amount of profit.
Many trolley salesmen fill the streets of the Ethopian Quarter. These mobile stores mean that they can move their stores to different locations at different times of the day depending on the amount of foot traffic passing by.

Each morning, Simon, a typical salesmen, takes a taxi into City Deep to the fresh produce market. There he buys his fruit for the day’s sales. He buys a large box of 80 apples each for R120 at the market. He takes a taxi back home to Strydom and walks to the Ethopian Quarter pushing his trolley full of fresh fruit. He trades in this area because of the high volume of people that are constant throughout the day.

Unlike the street vendors Simon pays no rent for his trolley, he acquired it from one of the local supermarket owners and made a few modifications over the months. Because he has a store on which he doesn’t need to pay rent for retail storage which saves him R300 a month. Simon unlike almost all the other trolley salesmen here has agreements with other trolley salesmen not to sell in their corners.

**Urban Eco System**

An urban ecosystem is similar to a natural ecosystem but it is an urban context and have comparable relations and behaviours as natural ecosystems do. Urban ecosystems are a hybrid of manmade and natural elements unlike natural ones. The interactions that occur in urban ecosystems affect the cultural, social, political, mental and the economic behaviour of a space. (Gleeson 2010)

The diagram below documents the movement of people and how each person uses this site to create an urban ecosystem in this community. This diagram can also refer to terrains created interdependently that are on site.

After studying the site and interviewing many people over a week on site I began to document their purpose of movement documenting how each individual uses the site and its individual abilities for creating a urban ecosystem. It was interesting to observe the different scenarios that occur that make this ecosystem work. The diagram shows how everyonereads on one another to make life on site work.

Due to the vast range of skills and services many of the people that work, live and socialize in this area, many are not even aware of the site. This diagramมงคล changes weekly or even on a daily basis due to the high foot traffic and ever changing basic needs. It shows on the services offered on site and allows for a look into the urban ecosystem on site.

**Conclusion**

In conclusion the Ethopian Quarter bends all the rules and regulations to work to its advantage. This unique and most vibrant site is made by the people that occupy it. all the street traders, vendors, travelling salesmen and the retail stores both formal and informal. Daily there are many different possibilities for new trade to occur and this Quarter presents us with many possible opportunities to keep on evolving and adapting the space to suit today’s need.

The variety of culture, religion and nationalities allow the site to function like no other. Unpacking this site reveals how deep the roots of commerce and dependency go and that this site thrives because of its unity in diversity.

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**References**

Appendix C

M1 Professional Practice
- Business Plan
  Prof Christo Vosloo

- Challenging practice
  Jhono Bennett
PART A

1. VISIONS AND MISSION STATEMENT

The key difference between a vision and a mission statement comes down to the time frame for realizing the prime goal that needs to be achieved.

The purpose of Vision Statement is where an organization would like to go and what they wish to become. The vision needs to serve as the answer to why you are in business - what your ultimate objective is. Making sure you have a sustainable vision or objective. Stick since, "All organizations start from knowing why they are in business, but only the great organizations keep their site of "why" very clear year after year. Furthermore, the Vision statement will become the motivational factor directing the business to succeed and aspire to reach its vision, focusing on what the business wants to be. This statement needs to be concise and to the point as lengthy documents will eventually lose the attention of the audience. (Rotman 2014)

The Vision Statement should outline the essential steps or procedures with which an organization will progress in order to achieve its primary vision that would inform why the organization is organized. The mission statement should inform the day-to-day tasks and responsibilities that help achieve the overall vision. Therefore, the execution of a strategy or various strategies will allow for the organization to succeed in achieving its goal, and becoming well known within their field of work (Cunningham 2015). This document plays a vital role in the mission statement in the important that is outlined. Hence, it should be concise, simple, yet delivered so the audience at a professional level, the more prolonged the statement is, it is less likely the audience will read it. (Rotman 2014)

Vision and mission statements are to be used when setting up and maintaining practices as they are to be used in any other business. They should be used to achieve the following:

- Definition of the organization
- A metric for your customer to understand you
- A starting point for all marketing communication
- As a reference for decision making

Insurance Policy:

All professional individuals working on behalf of the firm will be registered with the relevant professional bodies, such as SACP and SABS.

Professional Indemnity cover is a must for every qualified professional practising within the firm. The PI package suggests 15-20% of the main project must be kept in place for at least 5 years after completion and having a registered Professional Architect is beneficial to the firm in the sense of PI cover.

Public Liability insurance could be obtained, this again needing the firm against any claims to a third party or the like that may happen on our premises. A yearly policy of R 1 600 000.00 with a yearly premium of R 50 000.00. This insurance although not strictly necessary could be an added precautionary measure. Asset insurance will also be provided and this would include:

- R 20 000.00 for Office Contents (Desk, chairs, benches, etc)
- R 23 000.00 Electronic Equipment
- R 10 000.00 for Laptop
- R 399.00 for Public Liability
- R 3 000.00 for Employers Liability (workmen’s compensation)

Insurance costs would result in R 2 383.35 per month, this excluding the PI

Capital Equipment Required

Office Furniture and Equipment - R 40 000.00
- Chairs
- Desk
- Storage Cabinets
- Recycling Station
- Stationery, etc.

Electronic Equipment - R 350 000.00
- Printers
- Projectors
- Computers
- Hardware, Accessories
2. Goals & Objectives

Goals are the achievements of which an organisation would like to achieve, the key goals are set as long term objectives. Goals represent an organisation's or individual's aspirations and motivations which will differ across the scope of an individual or organisation, Peratt (2009).

Objectives outline the strategic formulations in order to meet set goals. In this instance objectives are the guiding factor or milestones that are proposed in the short and medium term operations of a business in order to allow an organisation to meet the goal it aspires to achieve. Setting time-bound goals will guide and motivate the organisation to work harder in attaining its objectives ultimately informing their goals, Mazza (2009). These objectives are based on a variety of factors that are needed to attain a specific goal. These objectives are the foundational understandings that will enable a team to aim to reach such an end goal, Mazza (2010).

NNA Architect personal goals are as follows: ...

- To love the market share in public architecture by 2030.
- To have qualified 100 people to become architects within the span of 10 years
- To create a philosophy that guides the boundary of each project.

NNA Architect personal objectives are as follows: ...

- Start the practice in June 2018
- Acquire equipment needed to practice.
- Define the philosophy in a documents and website.
- Start employing people by 2020
- Break even by 2024
- Continue to innovate and push the boundaries each year.

Part III

Business Model

NNA Architect

Business Plan

May 2016

Executive Summary

NNA Architect will take an unconventional approach to practicing architecture by utilizing and finding funding for new projects. This multidisciplinary architectural firm, led by Director Nicole Attard, will be based in Johannesburg. The firm specialises in commercial and public projects and will focus on social and cultural development. In addition to this, NNA Architects will offer a diverse range of other services.

Contents:

- Introduction to Business
- Skills in Practice
- Business Model
- Marketing
- Competition
- Operating Procedures
- Accommodation Requirements
- Personnel
- Business Insurance
- Capital Equipment Required
Description of Business:

NNA Architects is a medium-sized Architectural firm based in Johannesburg. The firm focuses on high-end residential and commercial projects, resulting in the commercial fabric of the city and allowing it to positively influence society. The firm will work closely with every client to create designs that not only respond to their needs but also carry the client's brand while maintaining a social and environmental responsive with modern designs and architecture.

Scope of Practice:

NNA Architects is based in a Private Company (Pty Ltd) which seeks opportunities and initiatives to meet projects that will benefit the firm. The director of the company, Mr N. Abraham, has based the company on the project type the firm concentrates in. The director also allows for up to 20 significant contributions towards the development of the company. Assists that are engaged under the company will not affect the personal financial position of the director or the employees, hence why this is a viable style of practice.

Business Model:

NNA Architects has adapted to the experience and expertise of the Office-based business models that utilize innovation and investment from external role-players. The company will identify sites, where interventions need to be done, and deliver significant and innovative solutions to complex projects. All while ensuring the projects uphold the image of the client’s brand.

Marketing:

The marketing strategy for NNA Architects will place the firm within the commercial sector through the continuous use of a professional image. Social media will play a huge role in marketing due to its effective form of advertising and company branding apart from conventional marketing means such as newspapers, magazines, etc. Amidst this, the firm aims to present the professional aesthetic of the company. This will be done by adapting to provide prospective and current clients spaces in which they feel related yet professional when briefing the firm on their requirements.

Advertising: The firm also wishes to make use of a personalized website which will be updated continually and allow the firm to maintain a professional image and aesthetic beyond the studies where the work is performed. The firm will be provided with regular updates on what the company is currently doing through media platforms such as Facebook, Instagram, Twitter, Facebook, and LinkedIn. Projects will also be promoted within prestigious Architectural Magazines.

Scope of Work – the firm would be offering innovative and innovative engagement towards comprehensive and connected spaces within architecture in South Africa.

Commercial Aesthetics

Architectural firms in South Africa that seek to deliver primarily to the commercial client in the architectural market. Although the firm model and vision provides a firm with an innovative and distinctive solution, it creates a platform for the firm to maintain its business and promote its contributions to society and sustainability.

Three leading firms, which are the strongest competitors currently, are:

Power Rich Architects, which has worked on many projects such as the Museum of Contemporary African Art. The firm has many awards and has a good reputation among developers of social projects as well as a good relationship with the authorities in public works.

Stefanac H & Associates Architects focus on iconic projects and development. Although the firm is not directly competing with what we want to do, they do occupy a lot of the iconic development markets. They will make a challenging effort to secure a project in this industry and culturally; this space and differentiation will be key if we want to compete with them for significant work in the inner city.
GLH Architects, as they are one of the oldest running firms in South Africa at 70 years, and are one of the leading names in commercial architecture, specifically within the Gauteng region.

Operating Procedures

NSA Architects will take a systematic and scheduled approach to operating to avoid having to overwork staff. The focus will be around appreciating and respecting the people who work there.

Many protocols will be put into place that contain people from over working. I believe that if you only give people a reasonable amount of time they will find innovative ways to get the work done. Also, with time restrictions, less time will be spent sitting in the office, because the staff know that staying all night is not an option.

We will give our staff freedom to come in and leave as they please within a specified timeframe. I am more concerned about the completion and value of work than how much time is spent in those of a computer.

When the office gets larger, projects will be allocated to “project leaders”. It is this person’s responsibility to ensure the project gets done, and this person will share the income the company brings in from each project, they help run. This allocation will have to be levelled out equally so as not to create an unfair situation.

Accommodation Requirements (including Location)

To operate, this business will need a small office location. It is estimated that this office space will need to house 5 people to work effectively. An ideal office would be a minimum of 60m². This is not too large and could be rather affordable.

The space will need to have the following characteristics:

- Be centrally located (Egham CBD, Roodepoort, Sandton, Parkhurst)

- Have at least 4 desks
- Have a strong internet connection (100mbps)
- Have at least four parking bays
- Have bathrooms
- Be private, not a communal, shared space.
- Be in a clean and professional environment.
- Allow freedom to come or leave exactly.
- Have easy access for visitors.

Personnel

The starting up of this business will utilise the value and skill sets of the following individuals.

Director: Nicholas Animawan
Architect (Head Designer / Architect, client and project procurement, concepts & tech documentation, site visits)

Architect: John Smith
Architect (Head Designer / Architect, client and project procurement, concepts & tech documentation, site visits)

Architect: Andi Vierling
Architect (Head Designer / Architect, client and project procurement, concepts & tech documentation, site visits)

Sec: Tobi Cline Johnson
Office Technical Documentation, Site visits and Council Liaisons

Admin: Kelly Jams
Reception, Documentation, Storage, Marketing

Accounting, IT, and Legal services will be outsourced to professional entities, limiting the firm liability.
Challenging Practice
Reflective essay

Through the readings and past two sessions of challenging practice, the class topics of key discussion that came out were the role of architects in social environments and community involvement.

After doing the listed readings and watching the videos it is clear how important the value of the marginalized society is.

As a young architect it is important to learn and understand that the skills we are taught are valuable and beneficial not only for the people who can afford an architect but more importantly our skills are valuable to society and its development.

Being an architect means continuous learning and development on ones skill and ability to create positive change. From the readings it is clear that change is fundamentally a change in mindset where we learn from and involve cross social and disciplinary interaction.

Discrimination is a large part of society today and as an architect I have the power to change the way in which people think and see one another. Creating spaces that break down all are equal spaces that blind our vision of colour, gender, social, economic and political lines.

Architects are placed with great responsibility on creating safer environments not only for the future but also for our past. Preserving history culture and traditions are so important to securing our future.

Thus by planning cities and being able to cater for large scale changes in the built environment, it is important for land to be zoned for residential use. Allowing for an increase in density means allowing for changes in organization basic services and public facilities. Large shifts or an influx of people means large changes economic development and housing, and importantly providing adequate land for housing that people are able to afford.

Through the workshops and class discussions, being on the ground listening, learning and involving people are the only way to ensure that the changes we have on society is a positive one. Putting the collaborative power in the hands of the everyday users is what will make any project successful. Listening to the needs of people are very important but through the discussions in class I find that if we just do it is not good enough but by listening, the result is not only affect positive change on the current generation but the generations to come.

In conclusion building valuable, long term partnerships will have a positive snowball effect on the way in which people approach problems and challenges faced in the future. Creating opportunities is not only teach but to learn and those to what is need is often one of the best ways to save problems we face today. Strong relationships between the public, private and civil society will bring positive change and solutions to any future issues that are faced. By creating this Sustainability will be far easier for us to communicate and realize what the problems are, how we are able to and if certain goals are achievable.