



**01 PROBLEM**

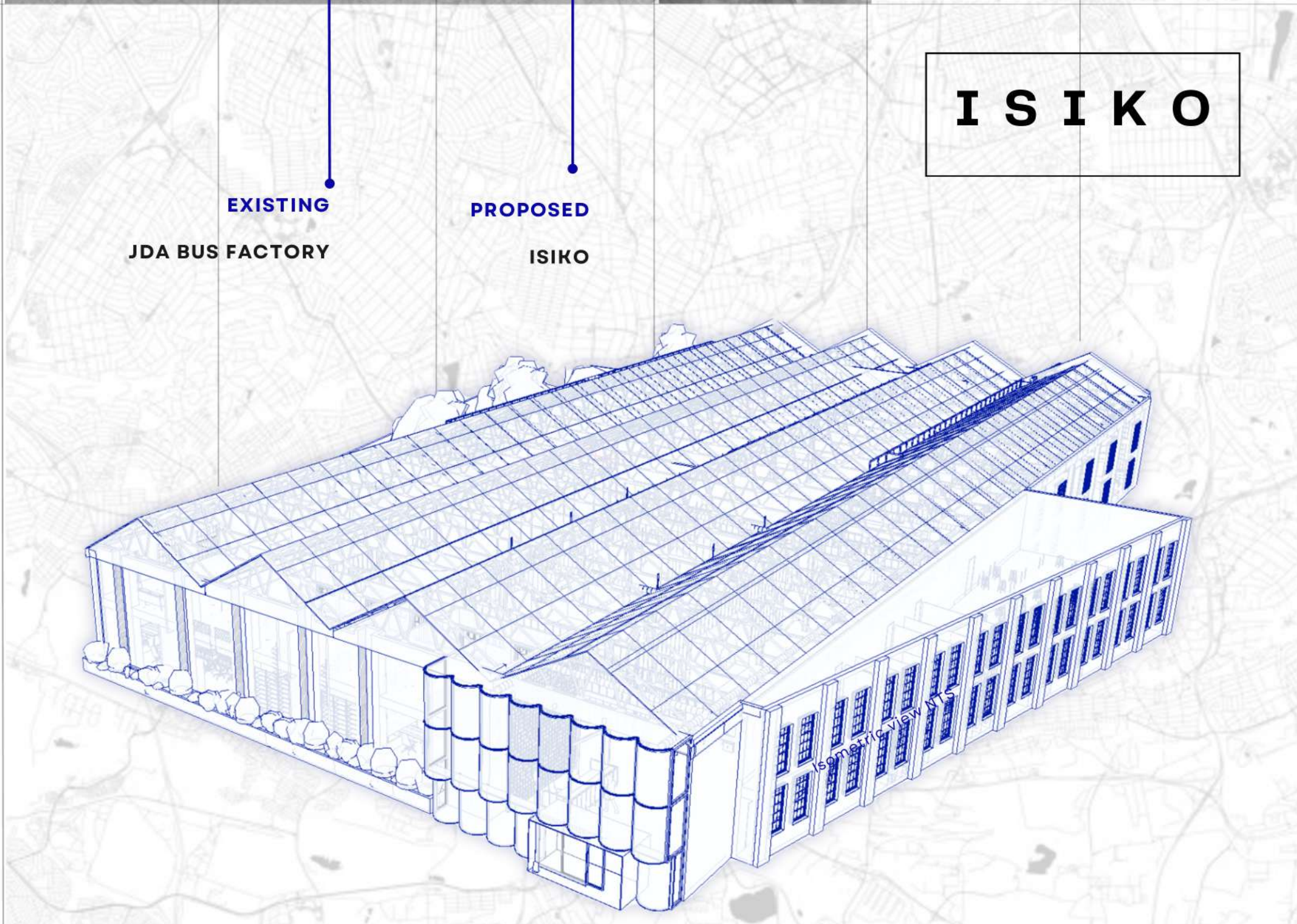
Research on existing precedents in Johannesburg revealed a significant gap in the arts, culture, and research sectors compared to international standards, particularly in spaces that facilitate the exchange of experiences and learning. The proposed adaptive reuse and revitalization of the existing space aims to promote cultural relevance in Johannesburg's urban environment. This project explores regeneration strategies and examines how integrating art, culture, and design can create a professional and holistic educational setting in the form of a multi-faceted facility that inspires exploration and learning. By understanding design theories, principles, and industry regulations, the retrofitting process will be guided to create a space that Johannesburg urgently needs.

**02 AIMS**

The Benetton Group, facilitators and owners of Fabbrica Institution in Treviso, Italy, have agreed to incentivize a plan to fund a facility in South Africa. As the designer, my aim is to design a space within Johannesburg that bridges the gap between learning and the interrelations of art, culture, and research. This project involves designing an epicentre for cultural and creative development through a residency program facility creating a space for the relevant art residents to attend a physical space to carry out their program.

**OBJECTIVES :**

- 01 Apply adaptive reuse and retrofitting principles to an existing building in the Johannesburg CBD.
- 02 Designing a space that explores learning and production in the context of arts and culture.
- 03 Rebranding and modernizing the identity of the space to better facilitate the new typology with the sensitivities of heritage.
- 04 Implementing ways to integrate new technologies into the interiors of the facility



LOCATION:

**3 HELEN JOSEPH STREET, NEWTOWN - JOHANNESBURG**



Creating an epicentre for cultural and creative development by designing a residency facility in Newtown Johannesburg



# 03 THEORETICAL POSITIONING

## INTERIOR TYPOLOGIES

a) Public Spaces



### a) Public spaces:

The proposed project will function as an institutional and curated public space, using design to enhance public engagement in Johannesburg. Guided by Sattarzaden's criteria:

- attachment
- accessibility
- legibility
- vitality
- diversity
- comfort

It aims to create an inclusive, dynamic space that enriches the city's urban landscape.

## URBAN DEVELOPEMENT

a) Urban Regeneration  
B) Cultural Precinct



The IUDF (2016) aims to transform South African cities into compact, connected urban spaces. Despite challenges like inadequate services and economic strain, this study suggests regenerating Newtown's buildings to promote learning, creativity, and growth. Guided by Johannesburg's Draft Spatial Development Framework 2040, the project emphasizes:

**a) Regeneration Principles:** Physical, social, and economic interventions to drive urban renewal.

**b) Cultural Precincts:** Prioritizing inclusivity, densification, and investment in Transformation Zones for meaningful impact.

## ARCHITECTURE

a) Adaptive reuse strategies  
B) Heritage Conservation



### a) Adaptive Reuse Strategies:

This adaptive reuse project will transform Newtown's building into a versatile space, preserving its cultural context. Key strategies include safety compliance, cultural preservation, community involvement, and sustainable materials, creating an educational space with lasting value.

### b) Heritage Conservation:

Heritage conservation preserves cultural identity, supporting development through tourism and education (UNESCO, 2023). Frameworks like the Burra Charter, NHRA, and the Johannesburg Heritage Foundation ensure the protection of Johannesburg's heritage for future generations.

## Design Psychology

a) User-centered design  
Designing with 4IR  
b) Sense of place



### a) User-centered design

A human-centered approach prioritizing users' needs to create an adaptive, engaging educational space through iterative design and user involvement.

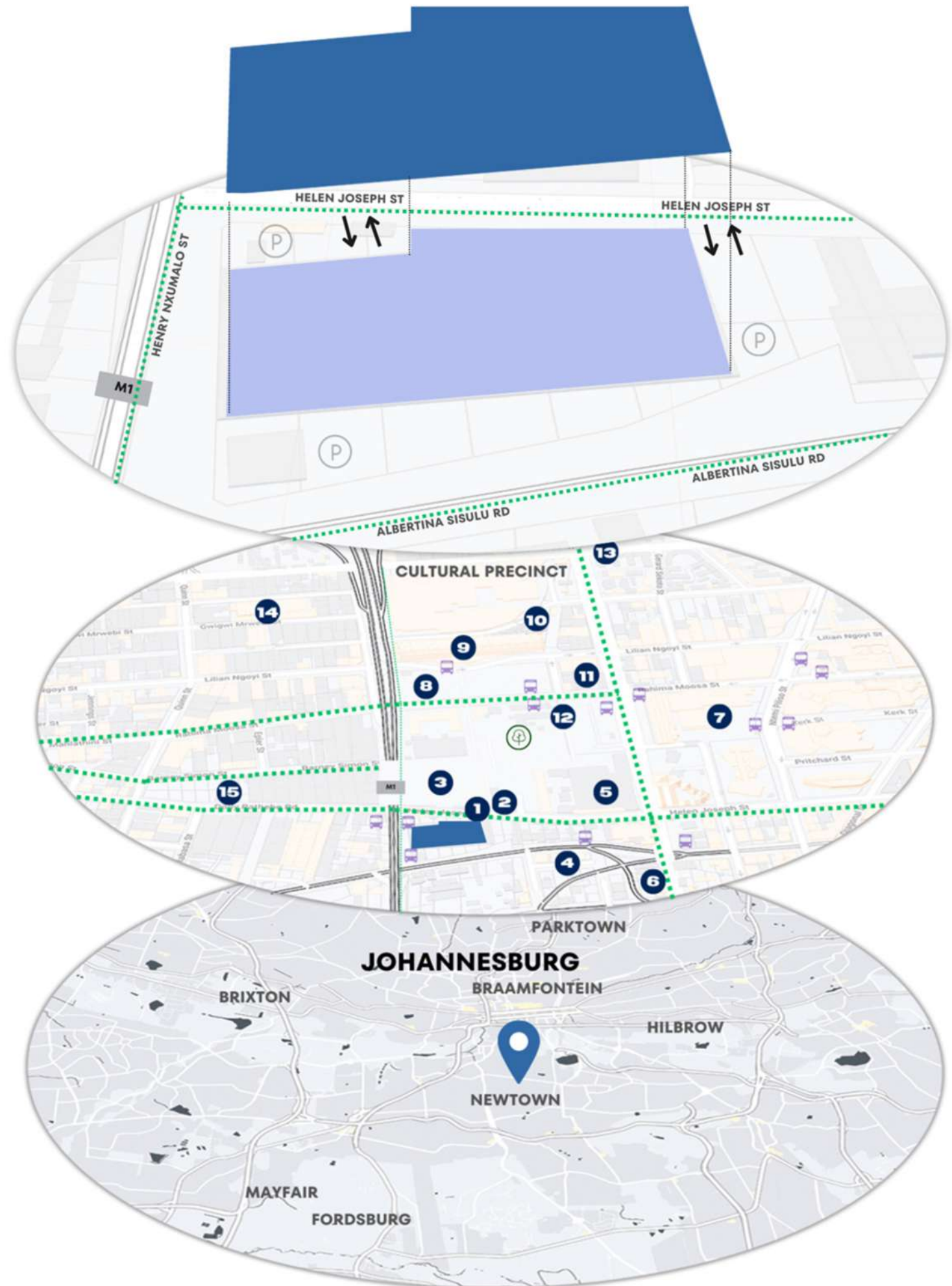
#### - 4IR Technology:

Integrating smart automation, IoT, VR, and AI to enhance collaboration and learning in a modern, dynamic environment.

### b) Sense of Place:

Designing with local culture and identity in mind, using materials and narratives that connect users to Johannesburg's cultural heritage while incorporating modern technology.

# 04 SITE CONTEXT



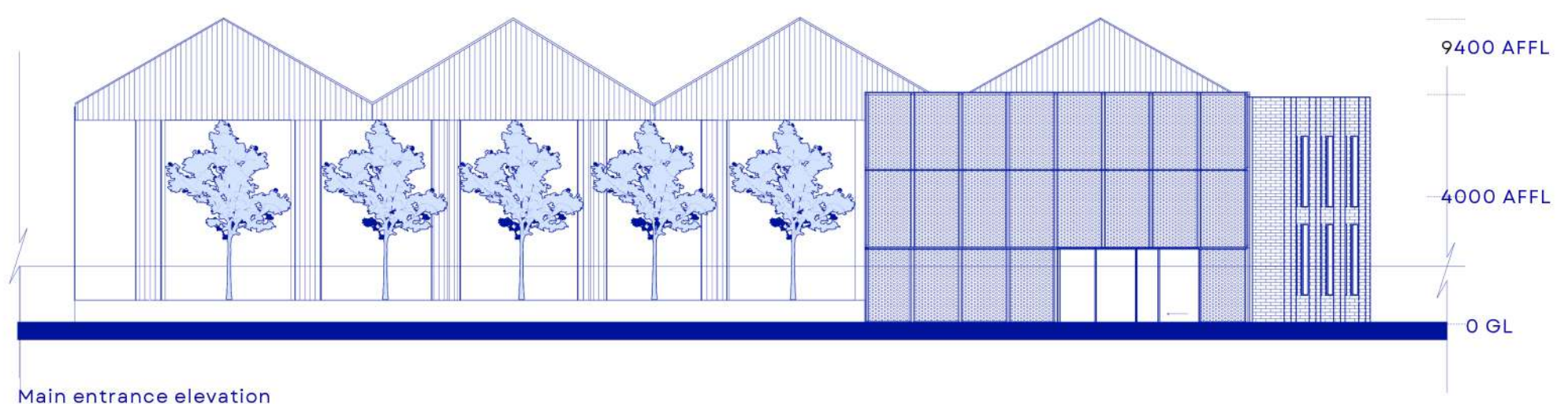
- 1 Dance Factory
- 2 Moving into Dance
- 3 Newtown Music factory
- 4 1 Fox compound
- 5 Sci-Bono Discovery Centre
- 6 Johannesburg Central Magistrate
- 7 Turbine Hall
- 8 Mary Fitzgerald Square
- 9 Museum Africa
- 10 Market Theatre
- 11 Soweto Finest Dance Studio
- 12 Old Park Station
- 13 Carfax
- 14 Tin Town Theatre

- Transport Facilities
- Public Park
- Parking Facilities
- Main entrance and Exit
- Public Street Access
- Highway Facilities
- JDA Bus Factory

KEY

### Why is this an interior design issue?

This is an interior design issue because transforming the historic Bus Factory into a residency space requires balancing cultural preservation with modern functionality. Interior design enables adaptive reuse, creating a space that respects Newtown's heritage while fostering art and learning. Integrating advanced technology and ergonomic design elements will ensure the space meets the needs of young professionals and artists, supporting collaboration, cultural engagement, and innovative growth within Johannesburg's creative community.







05 MOOD

**ISIKO** symbolizes not only the dynamic and free-thinking individuals who would attend the facility but also the Newtown, cultural exchange and diversity within the city.

ISIKO, derived from the Zulu word for for and preservation of culture are central to my involves designing an epicenter for cultural and creative development through a residency program. Additionally, it aims to highlight the crucial role of interior design in optimally connecting users with the space.

I S I K O



06 LOGO

The organic lines within the logo connect and break off at some points, alluding to the balance between community and individuality within the facility. This design metaphor suggests that finding oneself often involves collaboration with others, reflecting the institute's ethos of cultural exchange and personal growth through communal interactions.

The "O", resembling an eye, the eye means many things. Eyes play a significant role in defining a person's identity. They serve as a unique feature that distinguishes individuals from one another. Also meaning truth, light and intelligence amongst other things to further illude the importance of identity within this institute. Growth and learning in the context of South Africa



07 CONCEPT

Conceptually refers to the intricate and various elements, ideas, and influences to create a cohesive and unified whole. It suggests a complex layering and intertwining of materials, forms, patterns, and concepts that work together seamlessly, enhancing the overall aesthetic, functionality, and meaning of the work. This approach can be seen in the blending of different cultural motifs, the merging of traditional and modern techniques, or the integration of natural and built environments to produce a rich, dynamic, and multidimensional experience.

**INTERWOVEN**, a myriad of different educational interactions to create a rich, multifaceted tapestry of shared existence. It signifies the interconnectedness of people's lives, where diverse experiences and perspectives are intertwined, coming together to create a holistic learning environment.

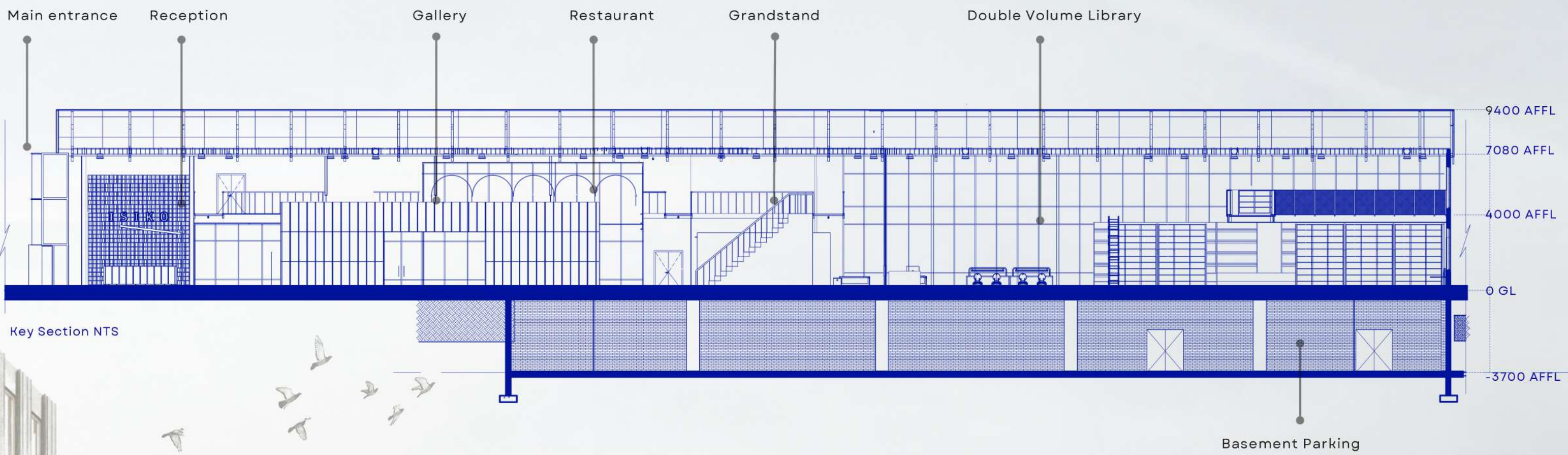
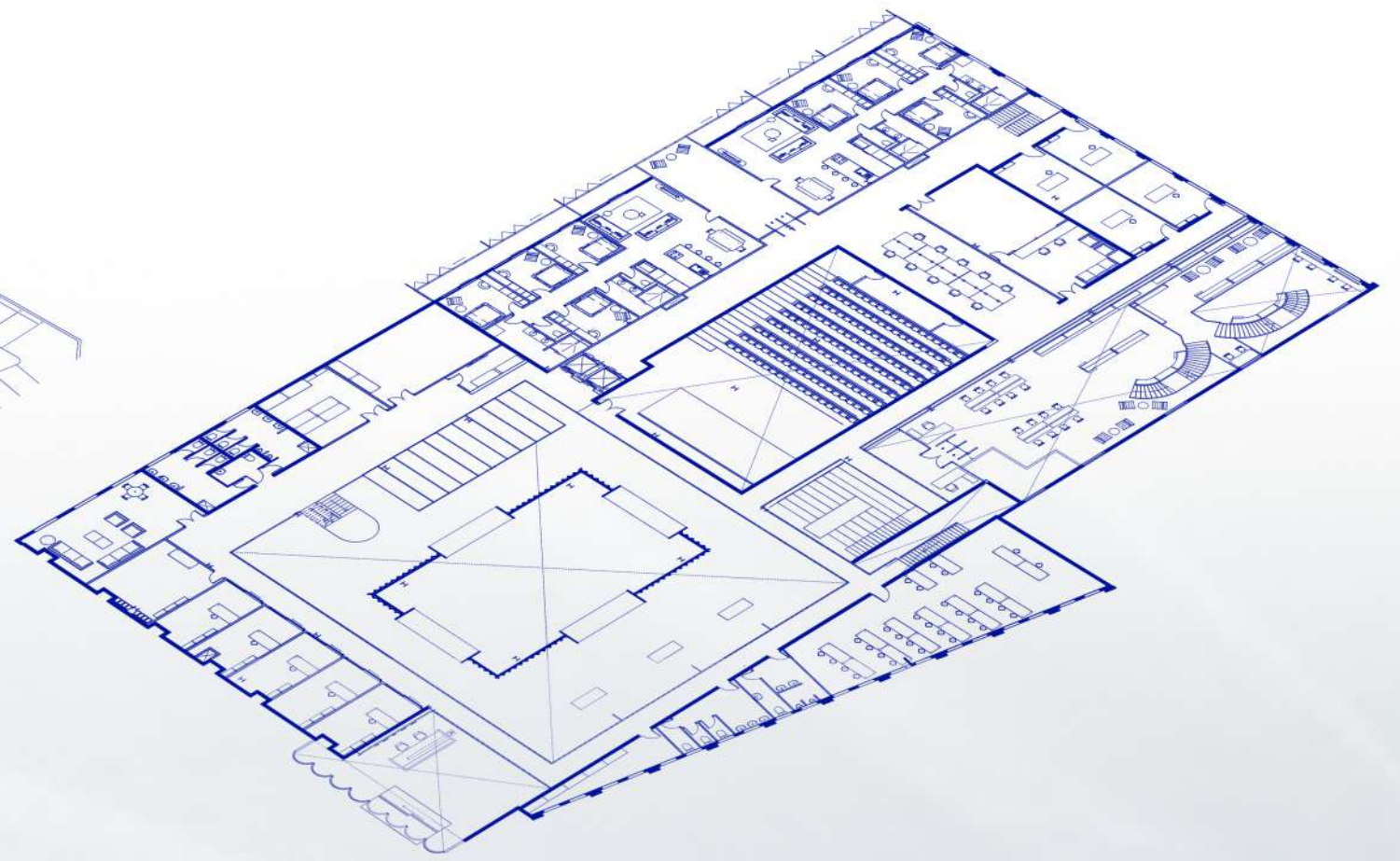
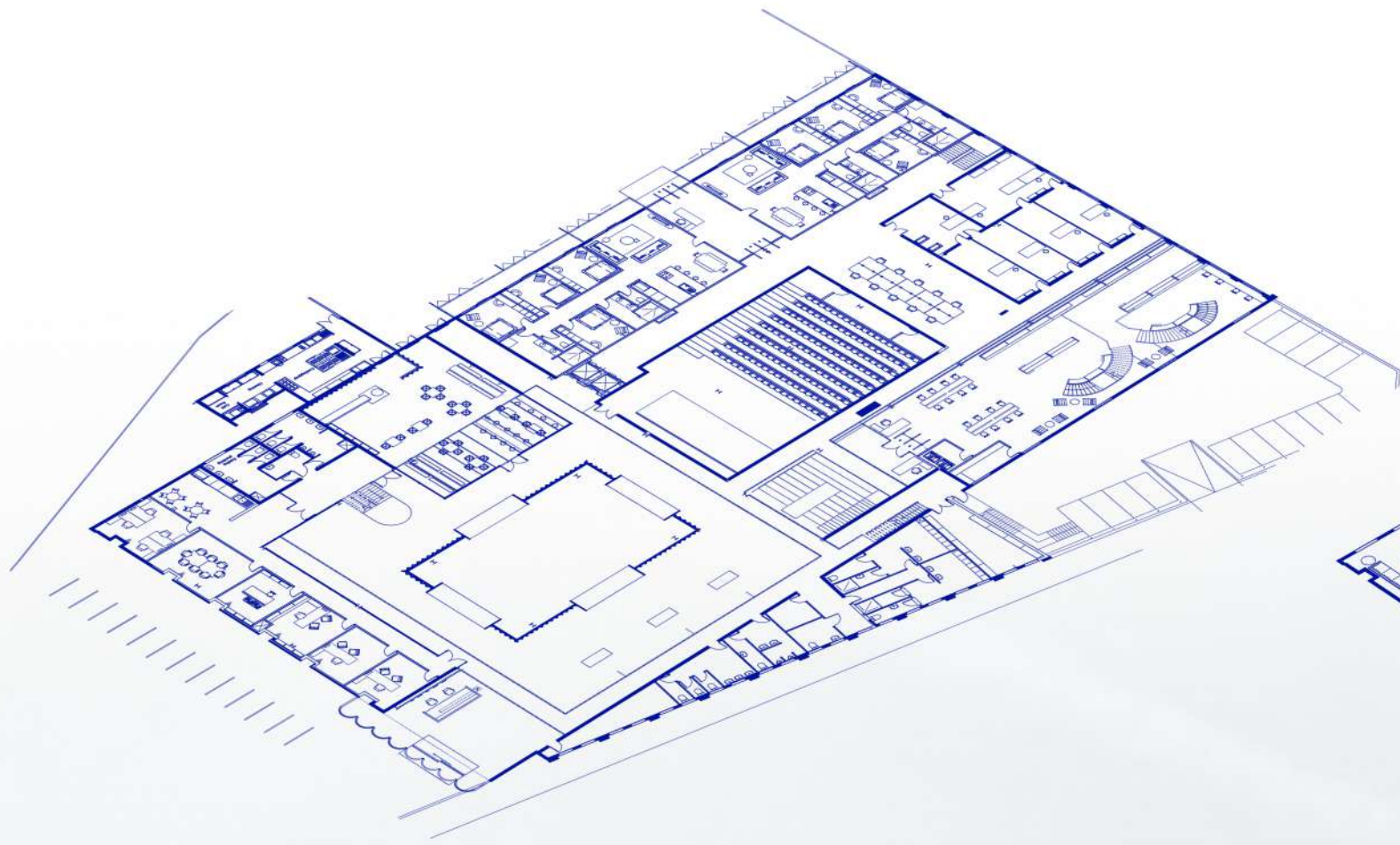




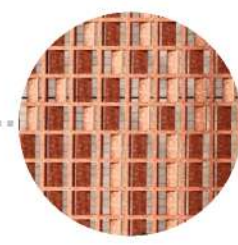
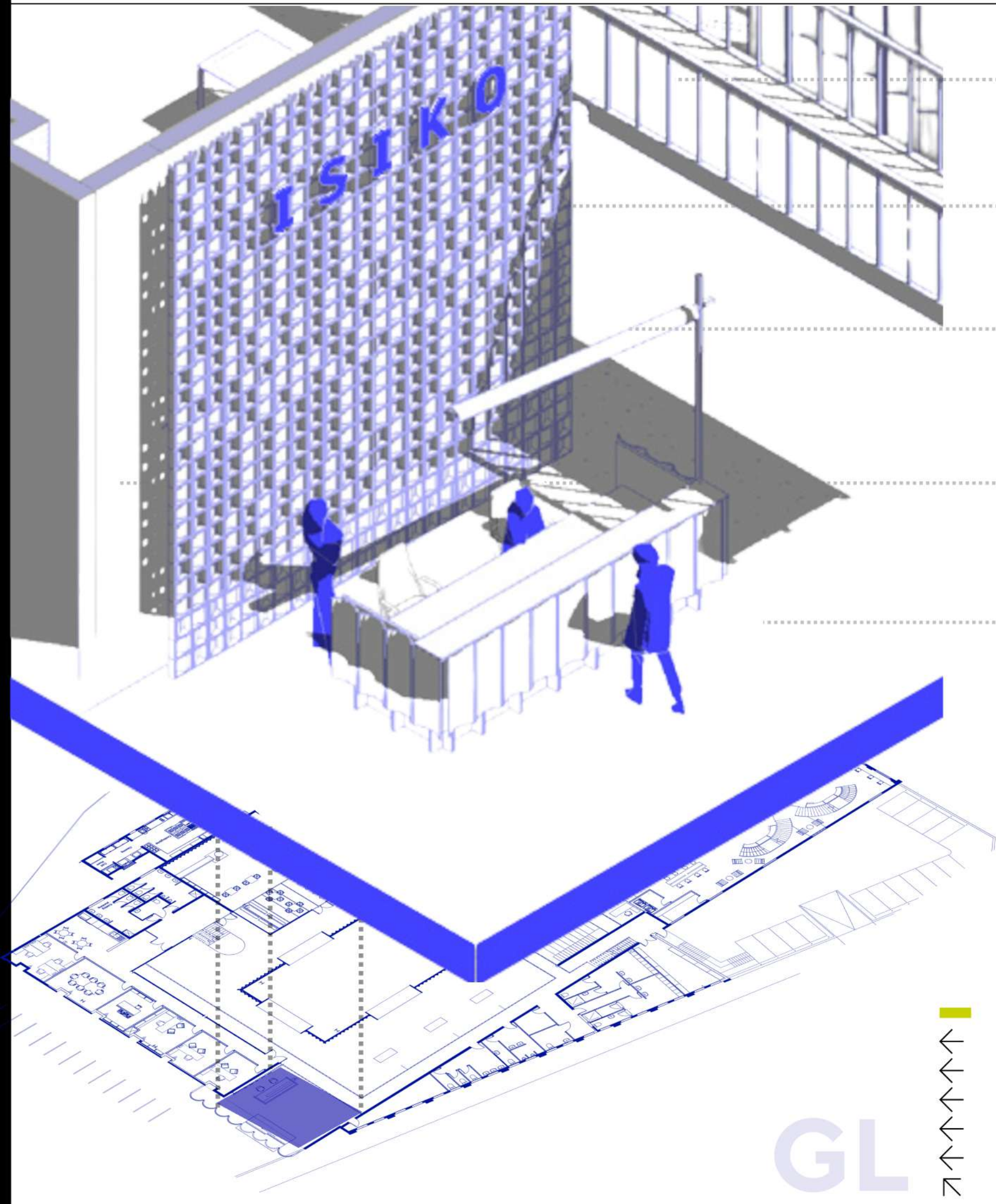
# ISIKO

GL GROUND FLOOR

FL FIRST FLOOR



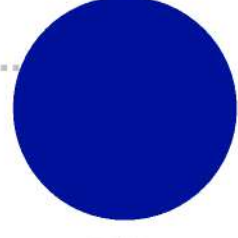




Custom Corobrick Breezblock wall system with 5mm grouting tolerance, total of 648 bricks



Custom acrylic channel lettering, with 2MM stainless steel mounting.



Custom blue powder coated standing lamp, in Royal Blue



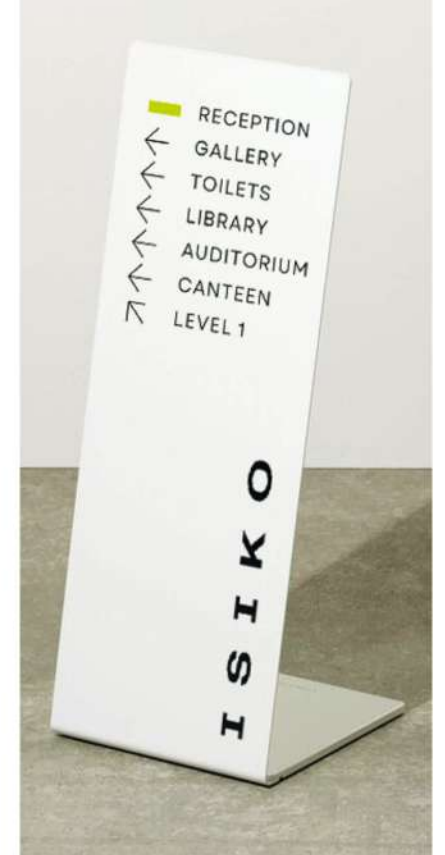
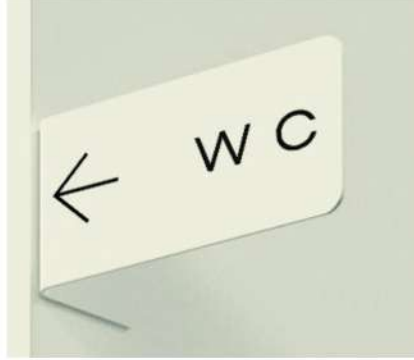
Existing brick wall painted in Plascon evening mist, matte finish, supreme stain and water resistance.



Existing brick wall painted in Plascon evening mist, matte finish, supreme stain and water resistance.

RECEPTION  
35 m2

- RECEPTION
- GALLERY
- TOILETS
- LIBRARY
- AUDITORIUM
- CANTEEN
- LEVEL 1



GL

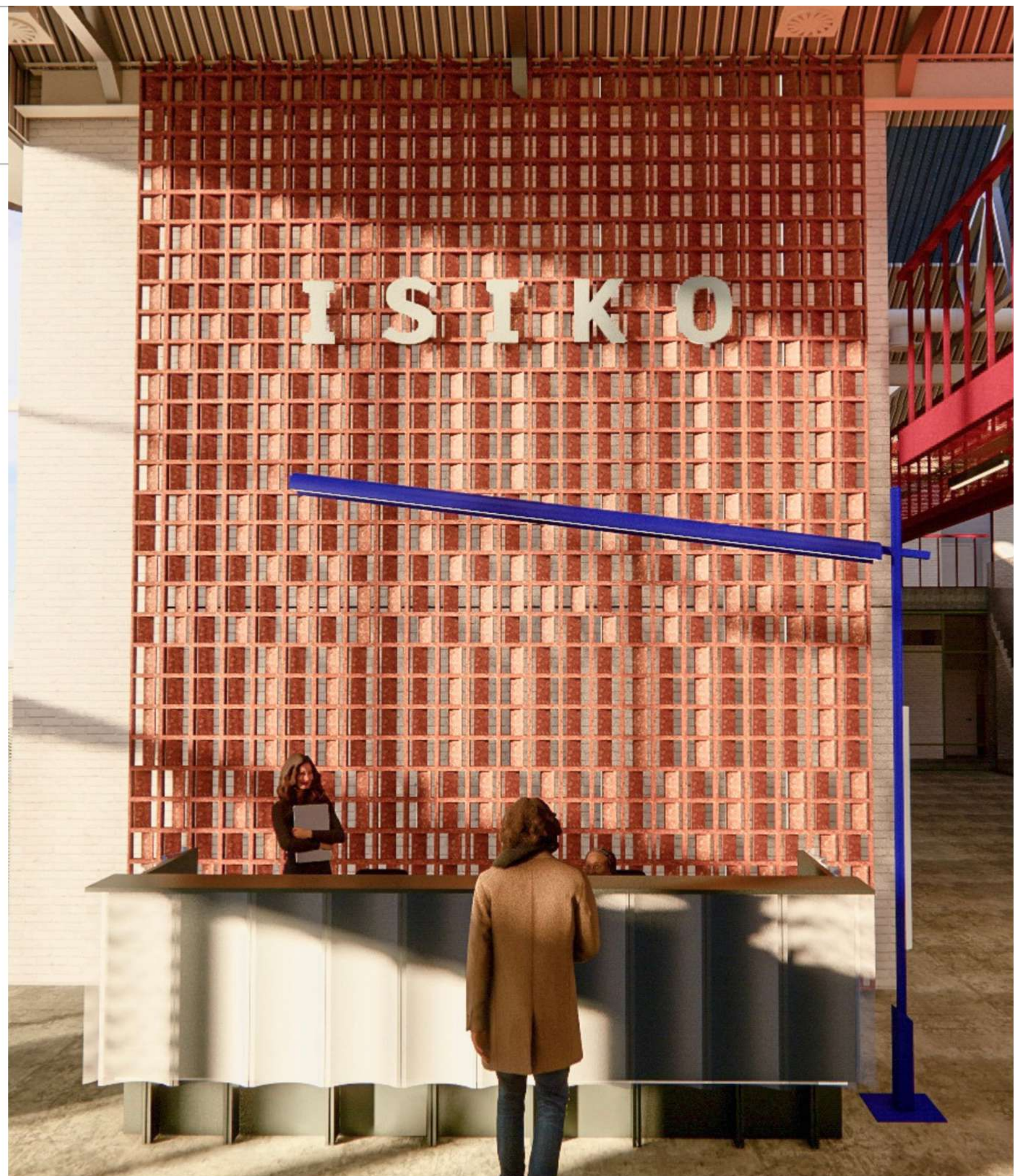
LOCATION  
NEWTOWN

TARGET USER(S)  
20 - 35

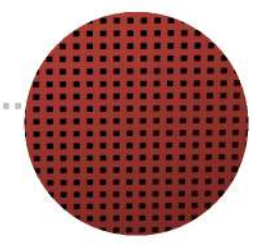
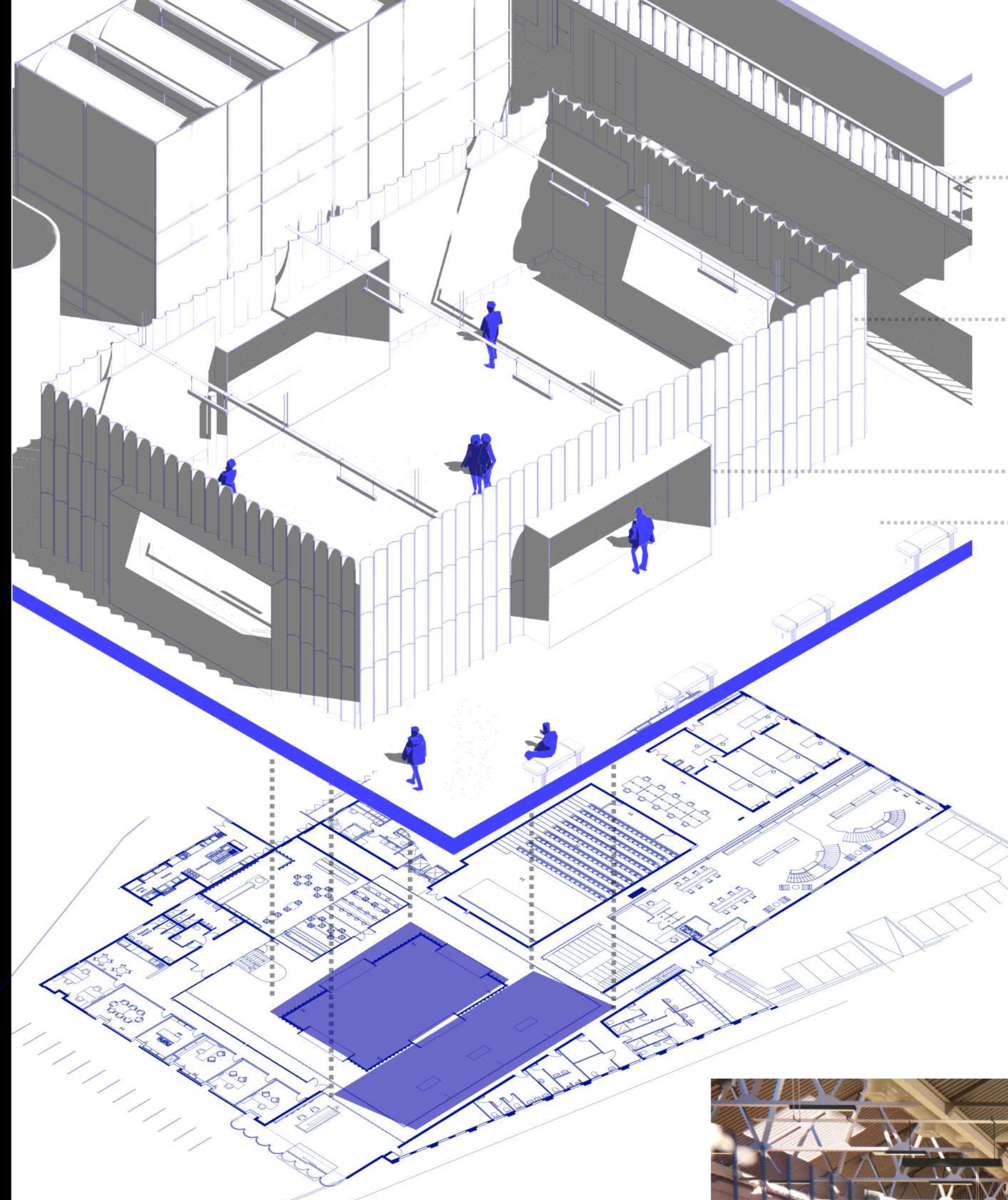
TYOLOGY  
RESIDENCY

## 08 RECEPTION

As you enter through the main entrance, framed by a newly installed perforated metal facade, you are immediately welcomed by the reception area. Here, a monumental custom brick wall serves as a striking backdrop, setting the tone for the space. The perforated facade allows whimsical light to filter through, casting dynamic patterns that shift throughout the day. Sunlight plays across the angled bricks, creating an ever-changing sense of movement and depth. This interaction between light and material adds a layer of liveliness to the space, as the light's intensity and direction continuously transform the appearance of the wall, inviting viewers to experience the architecture as an evolving, almost kinetic element. This careful orchestration of light and texture highlights the tactile quality of the brick and celebrates the fusion of old and new, allowing natural light to become an active design element within the space.



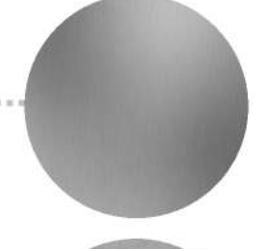




Custom perforated metal corridor system, connecting the entire building, Design Collab.



Recycled fibre glass half cylinder cladding, ECO WOLF INC.



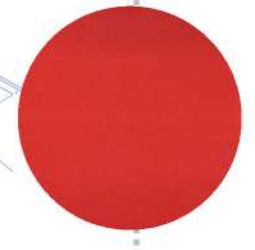
Custom 1280 x 7000 x 4mm blue powder coated metal doorway, Macsteel



Cemcrete Renocrete Cloud grey sealed screed flooring, troweled finish.



Recycled chip foam - a all joined together with a polyurethane-based glue.



Crocodile Creel poppy colour , Hertex Pleather straps.

**GALLERY**  
**280 m2**



## 09 MAIN HALL & GALLERY

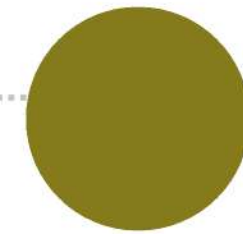
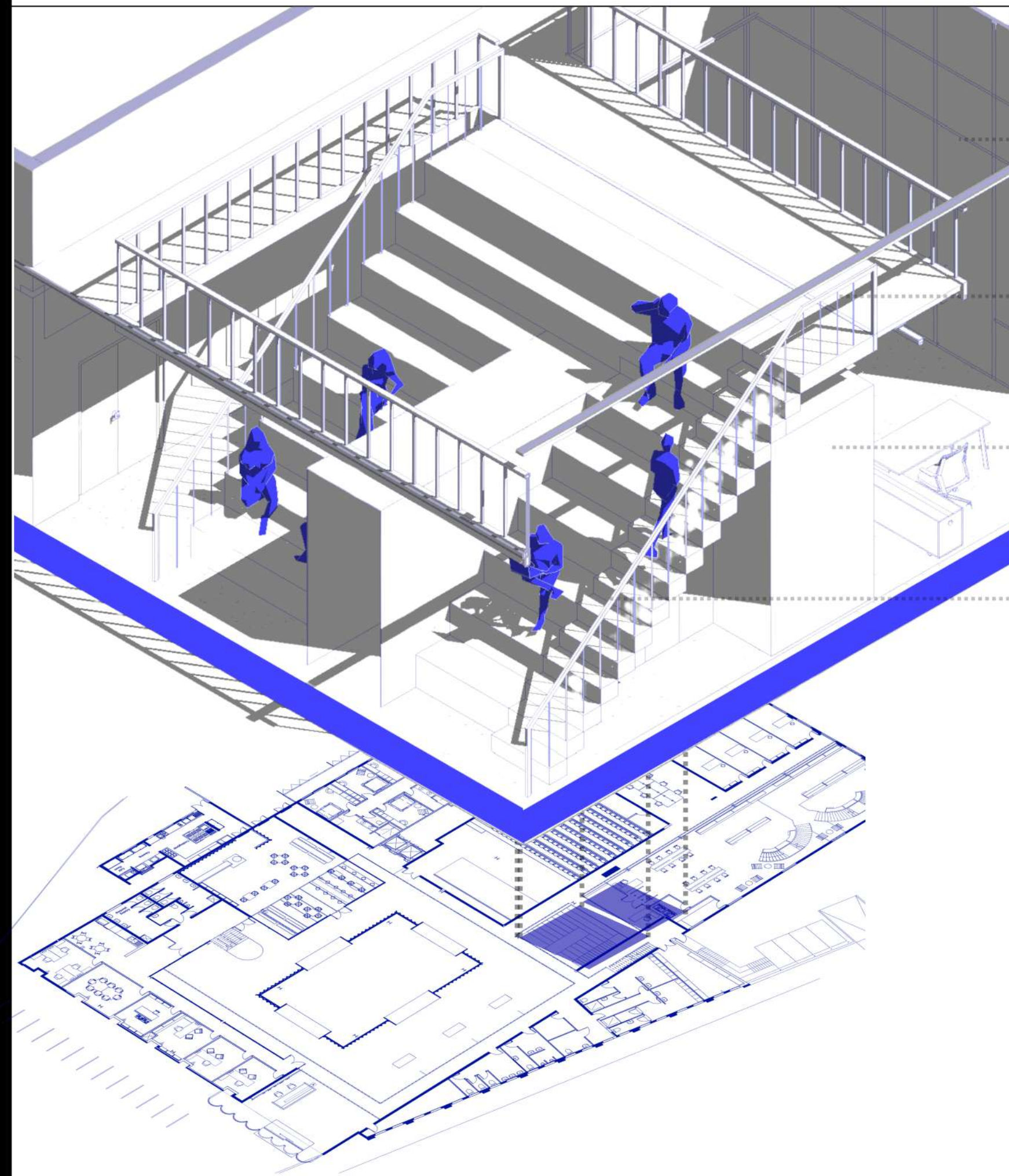
The open-plan view of the facility from the main hall creates a sense of spatial freedom, evoking an urban landscape with pathways and defined spaces that encourage exploration. In the main hall, signage, benches, and engagement points allow visitors to pause and take in the surroundings before moving forward, creating a moment of reflection within the openness. At the heart of this design is the gallery, an adaptable structure without fixed walls, large entryways, or a roof. This openness allows the art to be experienced from various points in the building, making the gallery accessible and inviting from multiple perspectives. As the core of the residency, the gallery's flexible layout enables evolving exhibitions and reinforces the space's ethos of creativity, interaction, and inclusivity.



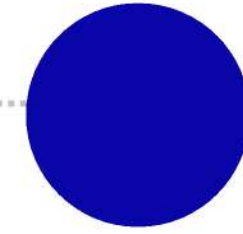
Custom banner signage



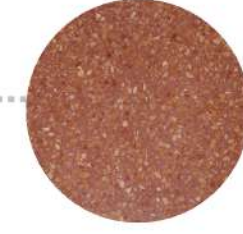




Custom French partition system  
42mm green powder coated  
steel frame fitted with double  
safety glass.



10mm Patent round essential  
powder coated balustrade post  
with 80 x 80 metal powder  
coated handrail.



4mm Big Circle studios  
Burgundy recycled plastic  
sheeting. Cladded onto  
carcass.



12mm treated plywood

GRANDSTAND  
48 m<sup>2</sup>

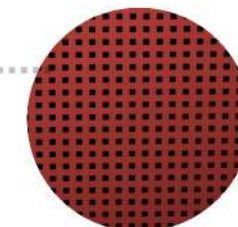
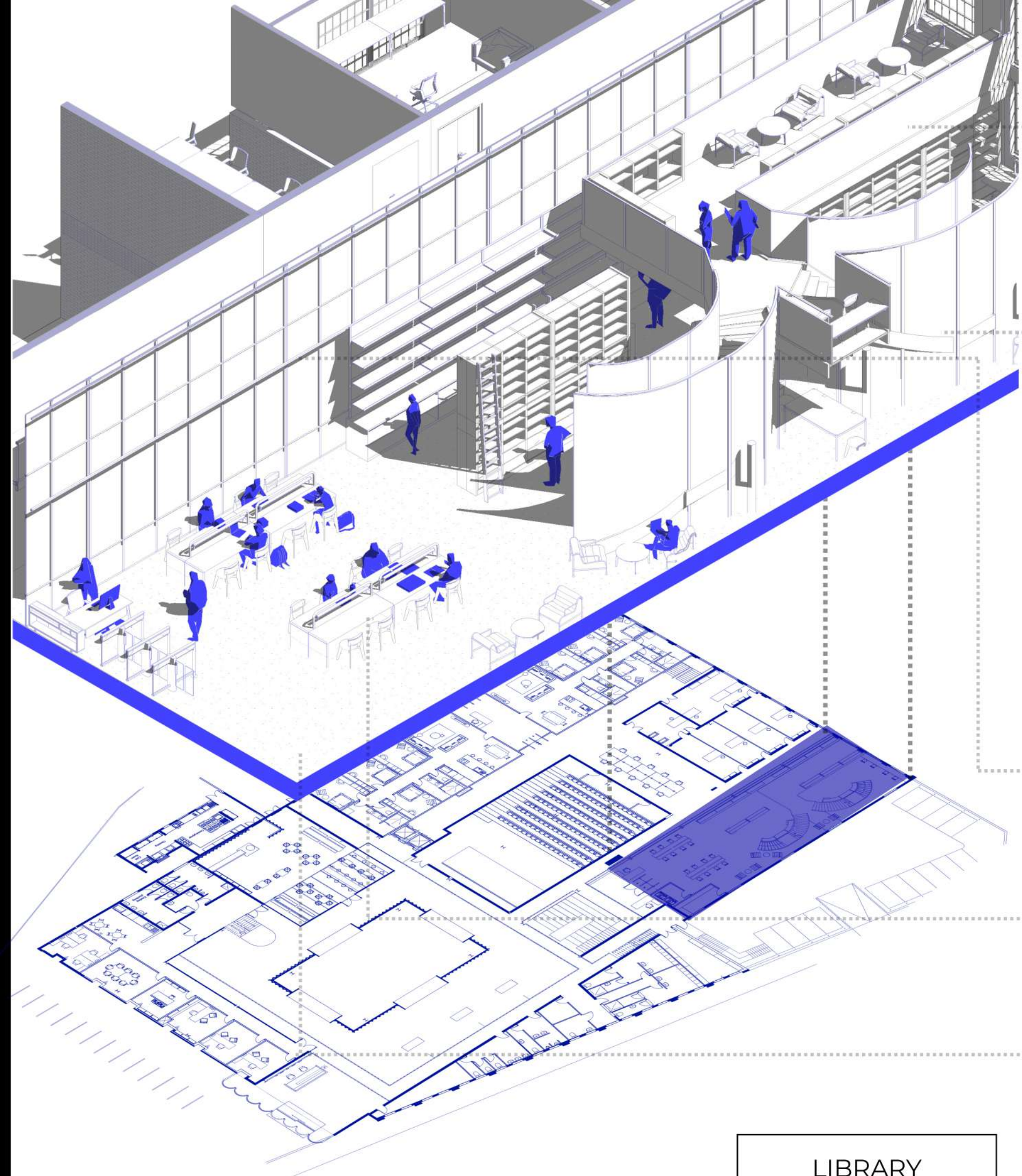


## 10 GRANDSTAND & LIBRARY ENTRANCE

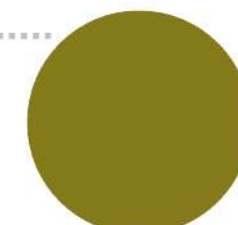
The grandstand stairs, designed as an amphitheater overlooking the main hall, serve multiple purposes: they provide access to the first level and also lead into the library. Passing through a blue tunnel, visitors emerge into the light-filled library, a double-height space with generous seating and expansive shelves that invite exploration. The juxtaposition of plywood and metal throughout the library adds to its industrial aesthetic, enhancing the raw, utilitarian feel of the space. This combination of materials brings warmth and texture, while still honoring the building's original industrial character, creating a setting that is both inviting and true to its heritage.







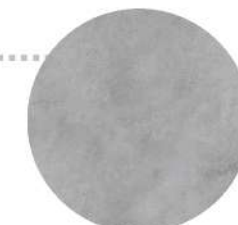
Custom perforated metal cladding system, Design Collab.



Custom French partition system 42mm green powder coated steel frame fitted with double safety glass.



Custom plywood library shelving systems



Cemcrete Renocrete Cloud grey sealed screed flooring, troweled finish.

LIBRARY  
250 m2

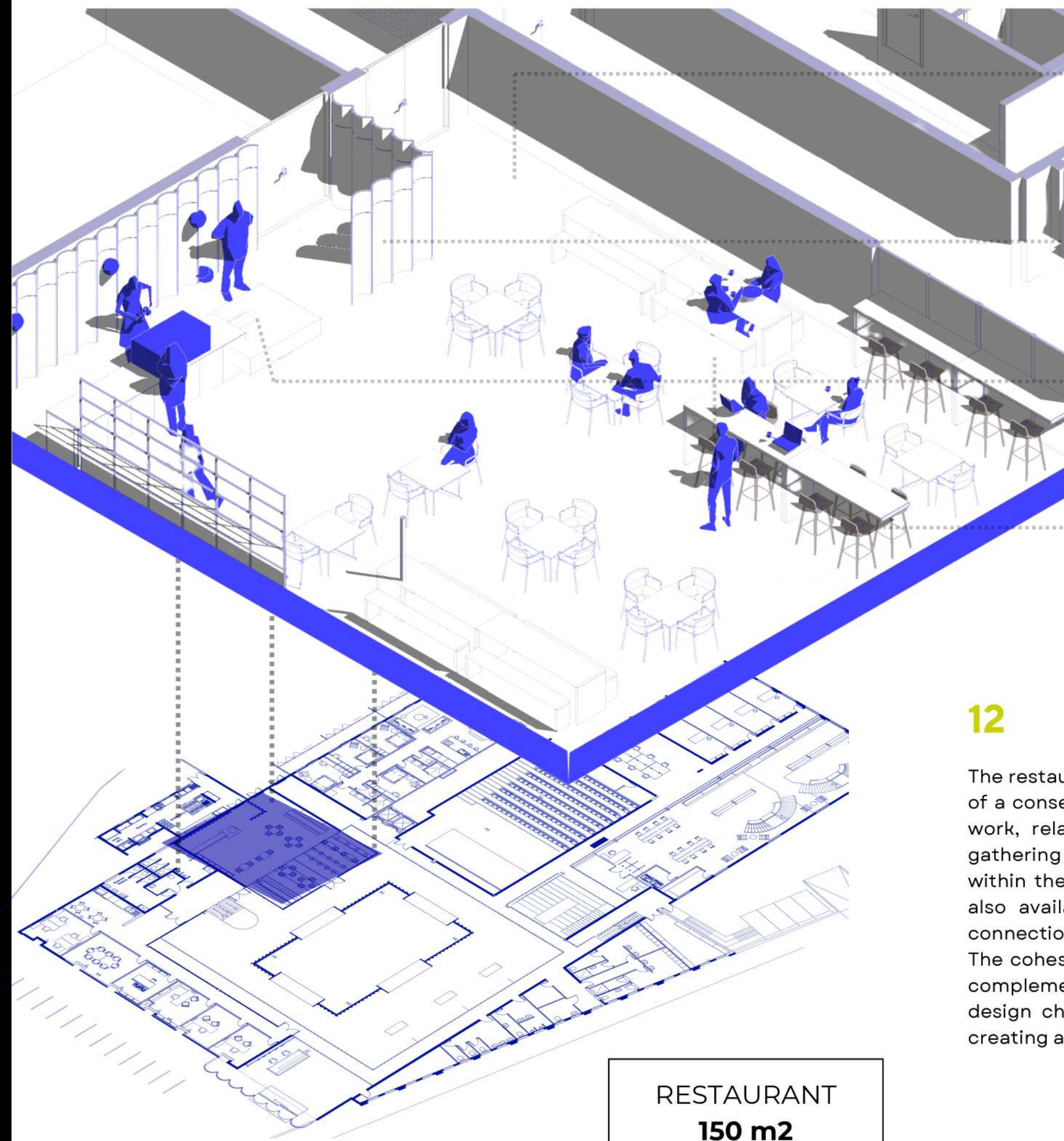
## 11 LIBRARY

The library follows the ethos of the transient adaptability. There are little to no fixed furniture items, including the book shelves, the space can be adapted to be an events space, a theatre, a lecture room. All dependent on how the furniture is arranged.

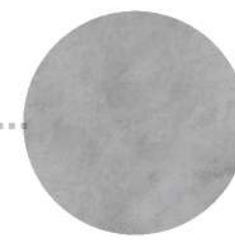
The existing staircase in the space as well as the platform, have been kept and clad in the perforated mesh. This adds an injection of colour into the space, and the semi-translucency of this product creates privacy but does not take away from the airiness of the space.







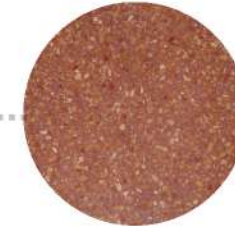
RESTAURANT  
150 m2



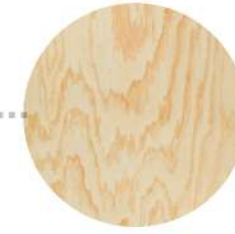
Cemcrete Renocrete Cloud grey sealed screed flooring, troweled finish.



Recycled fibre glass half cylinder cladding, ECO WOLF INC.



4mm Big Circle studios Burgundy recycled plastic sheeting. Cladded onto carcass.



Custom plywood High tables, benches and bench seating

## 12 RESTAURANT

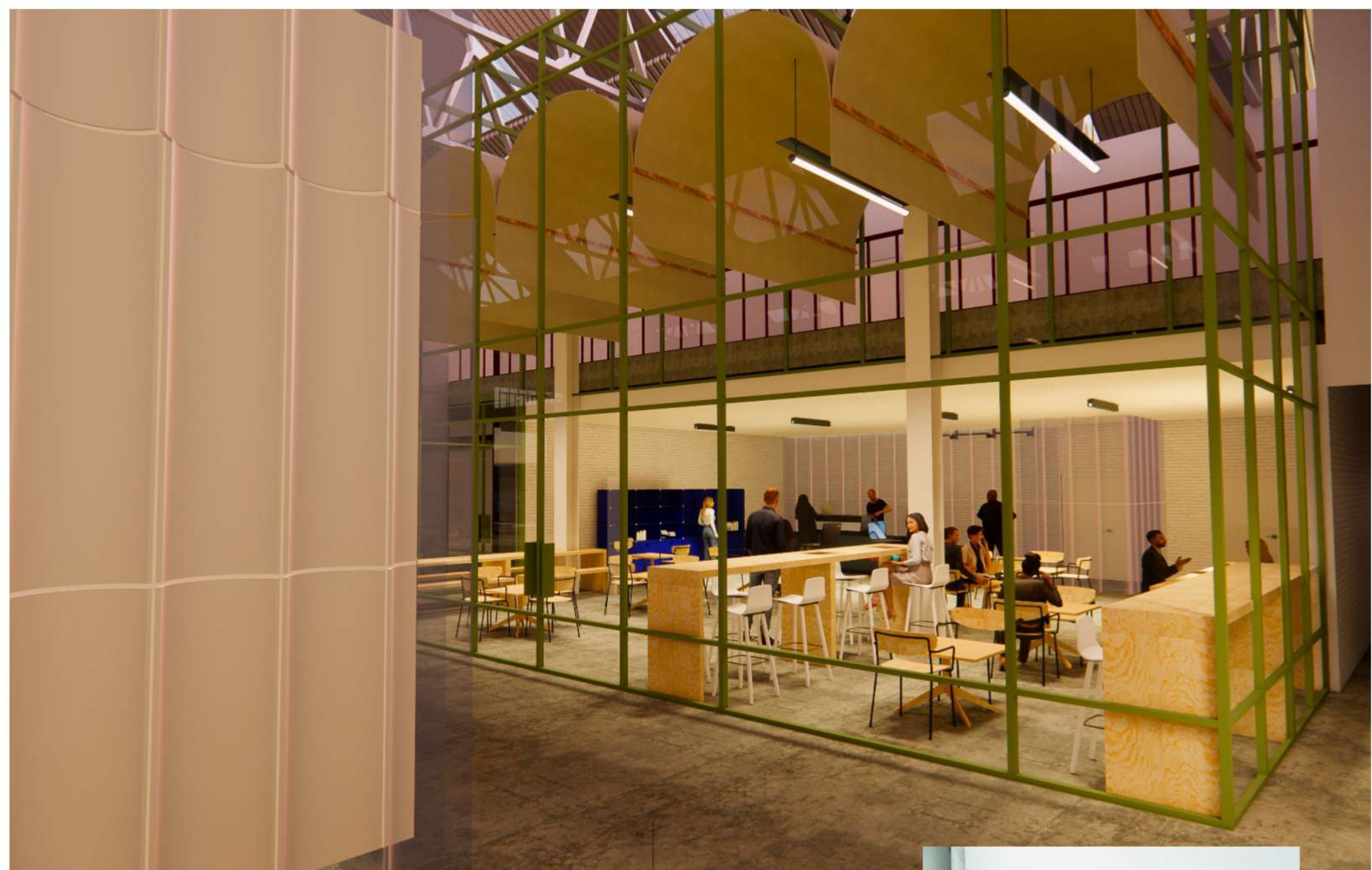
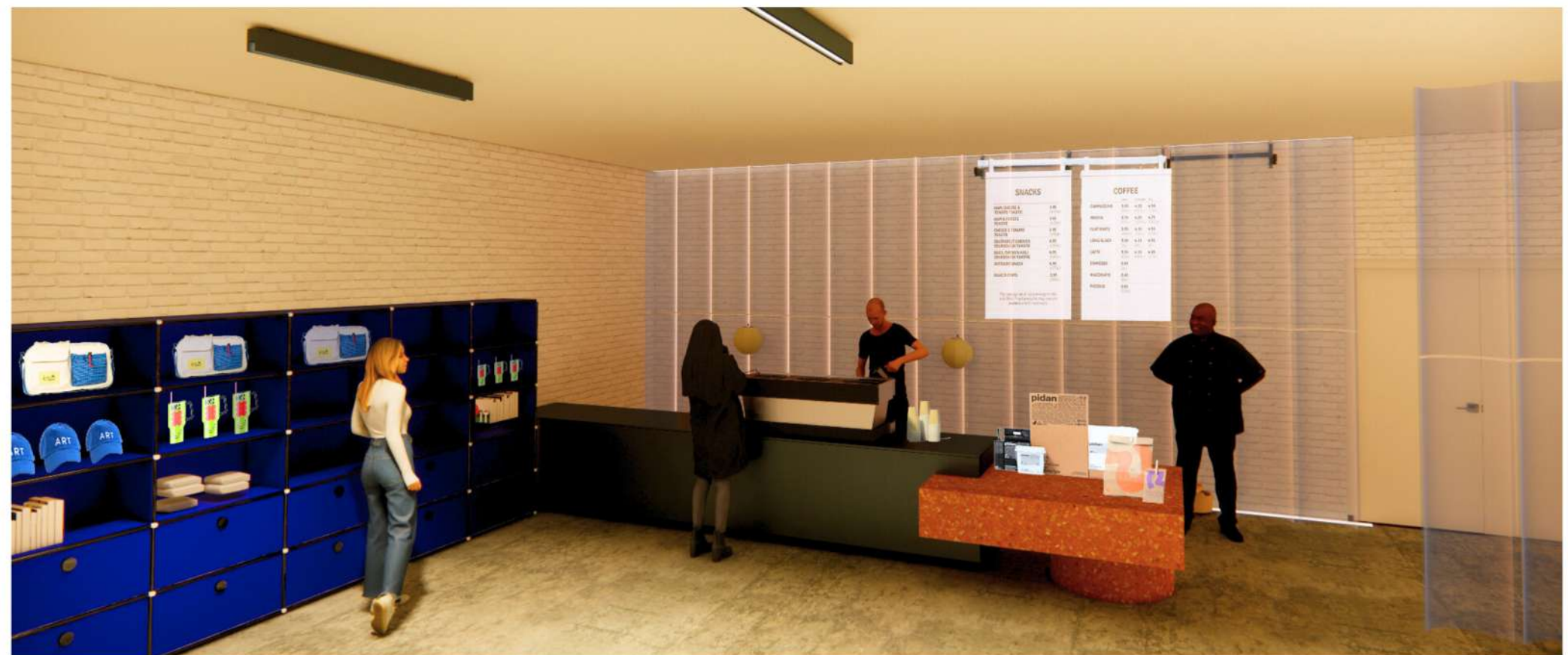
The restaurant is enclosed within a glass, French-door-style structure, reminiscent of a conservatory. This open, airy space provides a versatile setting for people to work, relax, or enjoy coffee and meals—a place that encourages both social gathering and quiet reflection. The glass enclosure gives a sense of constant life within the space, blurring the line between interior and exterior. Merchandise is also available here, and a back door opens into the garden, enhancing the connection with the outdoors.

The cohesive use of plywood and metal defines the materiality of the restaurant, complemented by fabric lighting and timber accents that soften the space. These design choices introduce warmth and comfort, offsetting any clinical feel and creating an inviting, approachable atmosphere.

## 13 MERCHANDISE

The brand development for ISIKO should remain current, relatable and multi-dimensional in the approach to embracing the diversity of the students within.

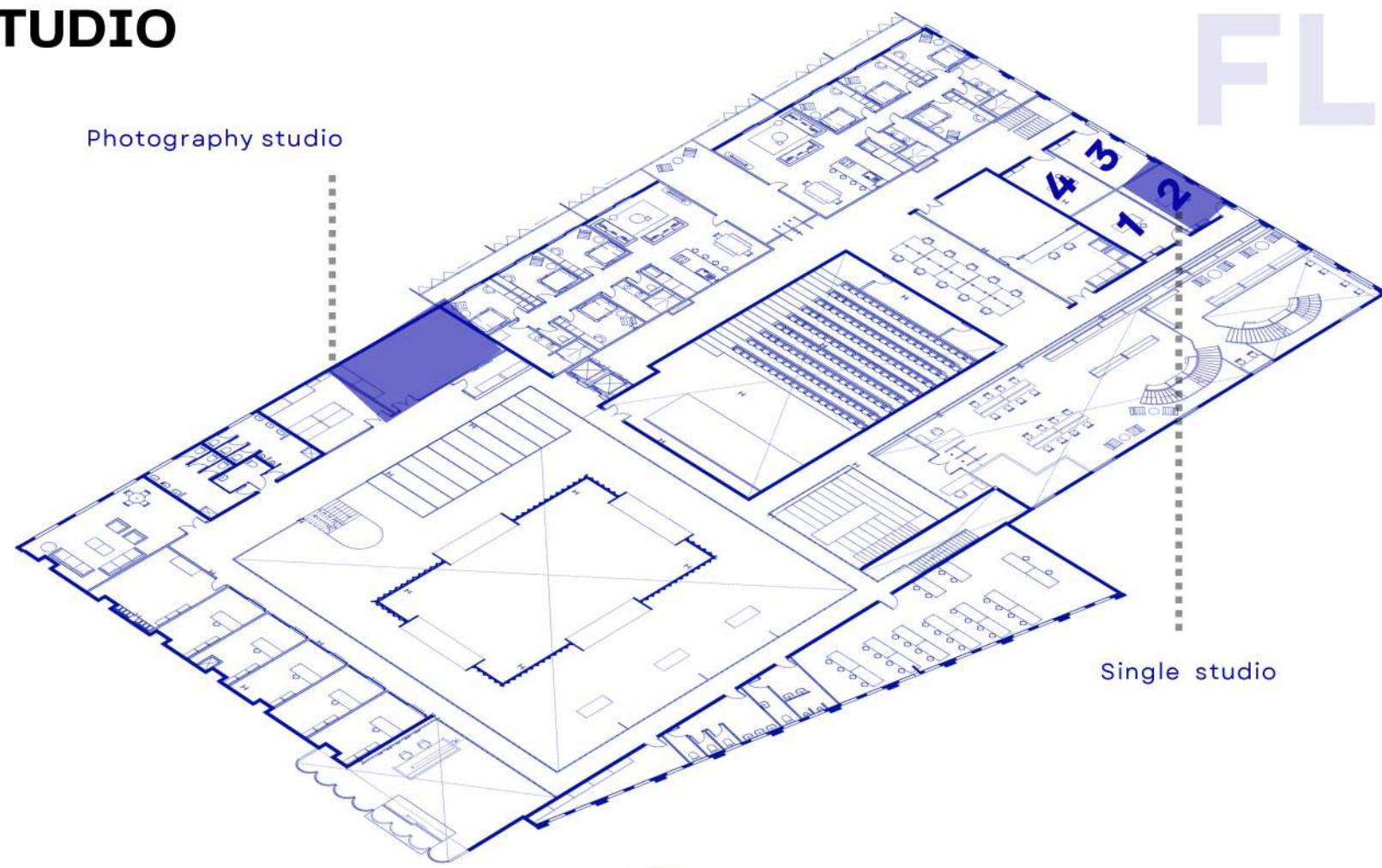
In today's dynamic market, brand development transcends traditional boundaries, embracing a holistic approach that weaves diversity and innovation into every facet of merchandising design. Imagine a line of products where every item tells a unique story, reflecting the vibrant tapestry of global cultures.





## 14 PHOTOGRAPHY STUDIO

The photography studio exemplifies the facility's commitment to adaptable spaces, designed not as a fixed studio but as a versatile environment that currently meets the needs of photography. With no windows, the space supports controlled lighting conditions, allowing artificial studio lights to function effectively at any time of day. Clear walls provide ample room for backdrops and equipment, enabling unrestricted movement and setup changes. This emphasis on flexibility ensures that the space can adapt to various artistic needs over time, highlighting its functional versatility.



FL



## 15 SINGLE STUDIO

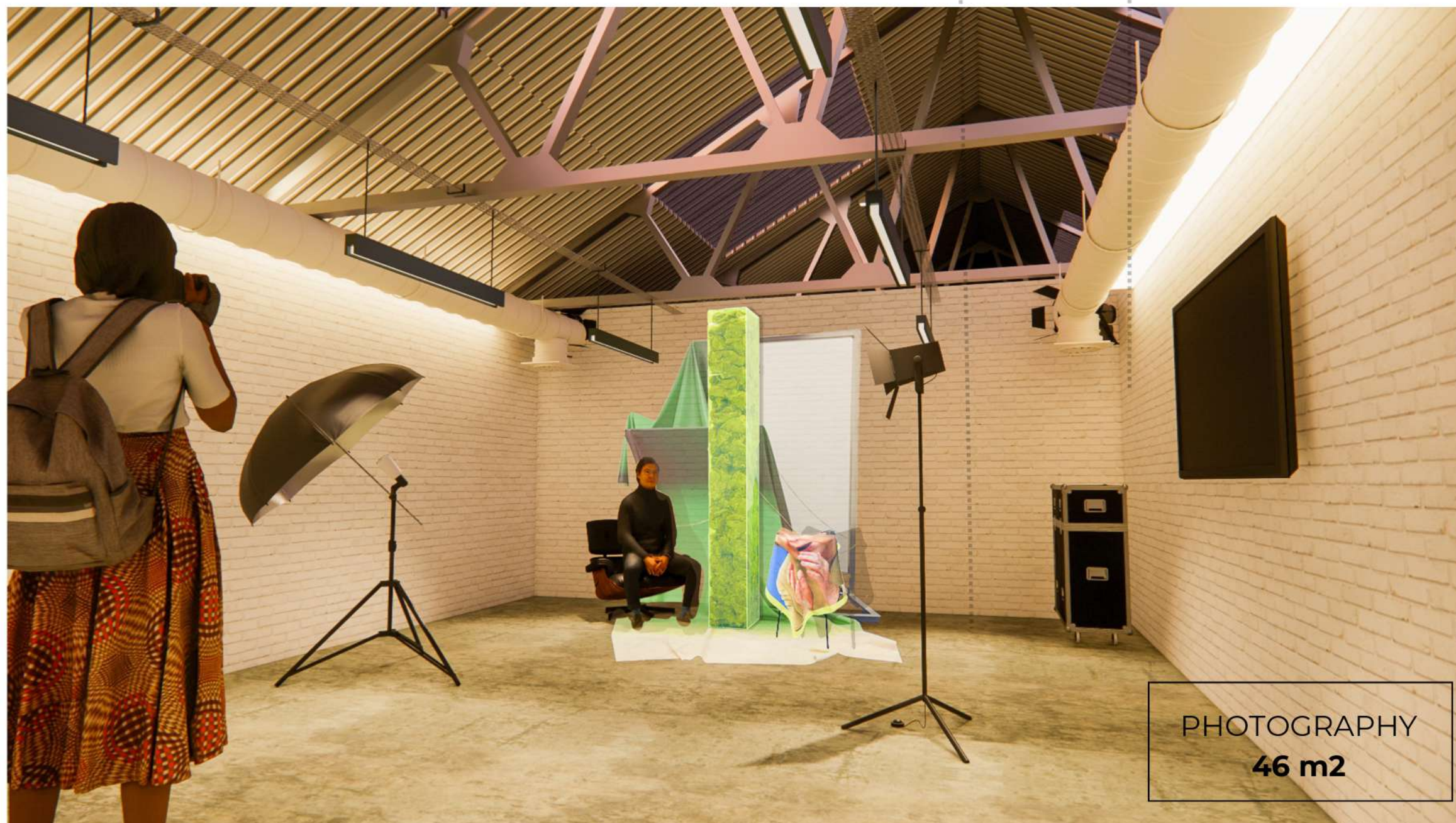
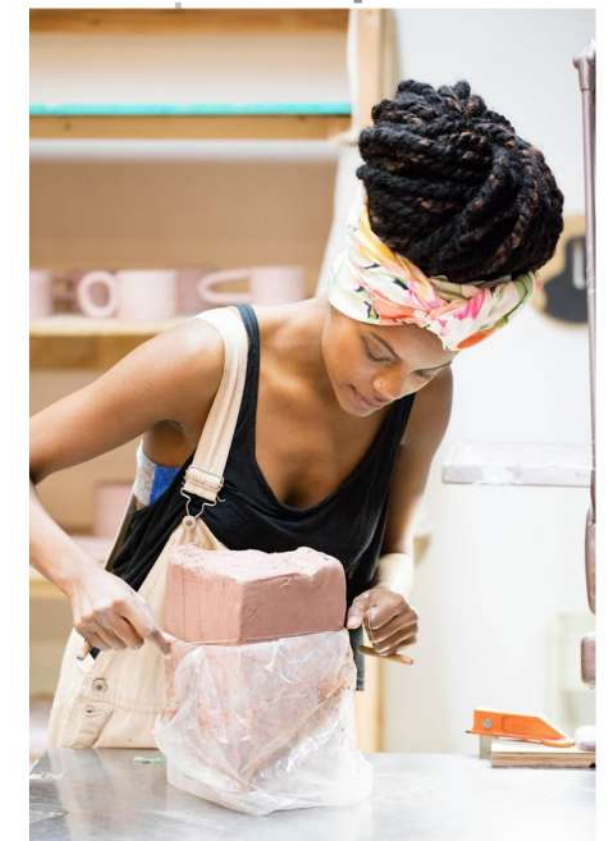
Artists, including adaptable, multi-use areas designed for individual art production. While the design may appear minimal, this intentional simplicity grants artists the freedom to rearrange tables, chairs, and shelves as needed, prioritizing adaptability and functionality over fixed aesthetics. Here, the aesthetic emerges from the art itself—the objects, tools, and creative works that transform the space. This approach makes the room a flexible canvas, allowing each artist to shape their environment to best support their creative process.



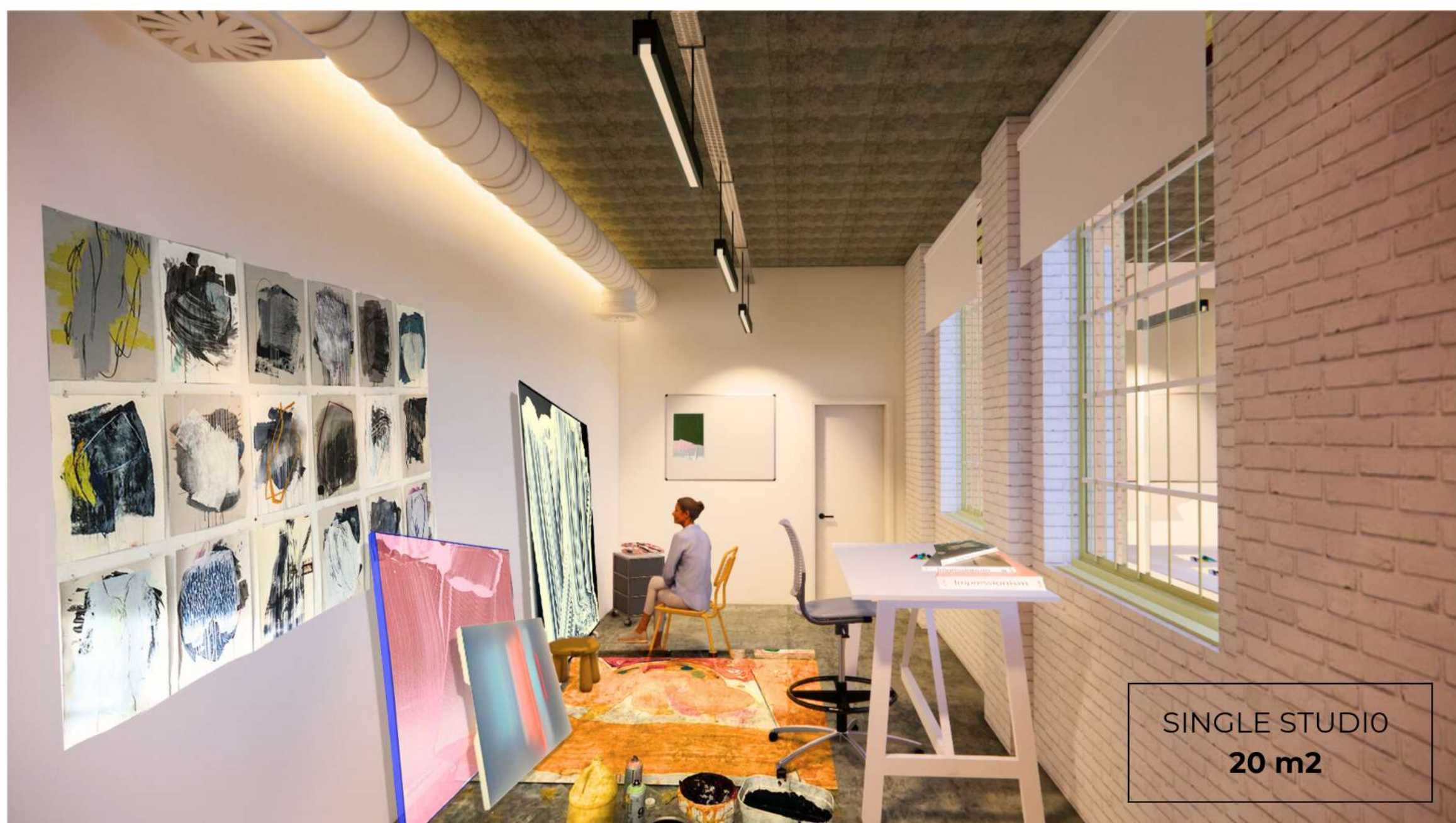
Existing brick wall painted in Plascon evening mist, matte finish, supreme stain and water resistance.



Cemcrete Renocrete Cloud grey sealed screed flooring, troweled finish.

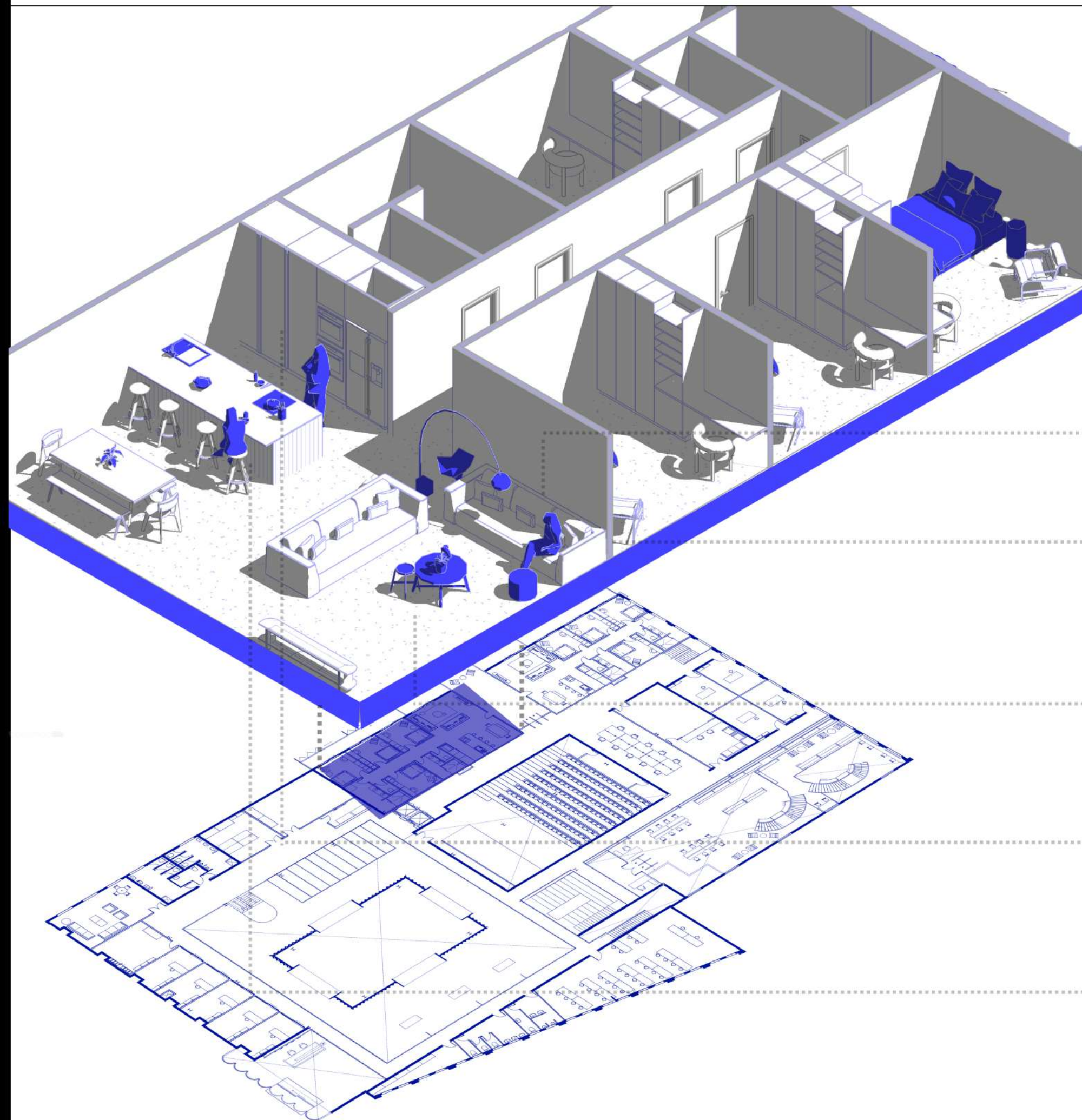


PHOTOGRAPHY  
46 m<sup>2</sup>



SINGLE STUDIO  
20 m<sup>2</sup>

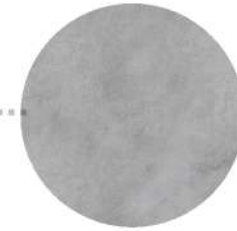


**APARTMENTS**  
**161 m<sup>2</sup>**
each 161 m<sup>2</sup> x 4

Austin Burgundy colour, Hertex upholstery fabric for the couches



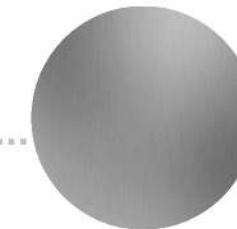
Plascon evening mist, matte finish, supreme stain and water resistance. Smooth plastered drywall



Cemcrete Renocrete Cloud grey sealed screed flooring, troweled finish.



16mm plywood stained in blue. Cabinetry



16mm metallic laminate mdf kitchen island, FlashEx

**16 APARTMENTS**

Creating on-site apartment living presented a challenging spatial solution, balancing the privacy and comfort essential for resident artists with the transient nature of their stay. The design strikes this balance by fostering a sense of home that remains adaptable, allowing each resident to feel connected to the space during their six-month residency, while ensuring that it remains welcoming for future occupants.

Material choices prioritize durability and functionality; for instance, the stainless steel island in the kitchen offers ease of cleaning while reintroducing industrial tones that compensate for the absence of exposed trusses due to the closed ceiling. The plywood elements and bold colors in the couches align with the building's overall palette, adding warmth and cohesion that subtly tie the apartments to the larger facility. This design approach thoughtfully combines utility with sentiment, providing a space that feels both personal and adaptable.

The apartment is located on the south side of the building, accessible by elevators from the basement or ground floor through turnstiles or alternatively via the south gate. Each apartment comprises four bedrooms, with this layout mirrored on the same level and duplicated on the floor below, providing accommodations for up to 8 female and 8 male residents. While the housing does not accommodate all students, it allows those from around the world to apply for on-site residency, offering them a convenient place to live during their studies.







## 17 EXTERIOR GARDEN & FACADE

The garden, though not an essential requirement for the facility, serves as a vital feature, especially for residents, staff, and students. It offers an outdoor space for reading, exercising, or working, breaking conventional boundaries of a learning environment and encouraging a diverse range of uses. This green space invites individuals to interact freely with their surroundings, promoting outdoor experiences that complement indoor learning. The trees provide natural shade, aiding in passive cooling and creating a refreshing oasis amid the urban fabric of the neighborhood. This garden truly stands as a sanctuary within the heart of Newtown, enhancing the facility's connection to nature and community well-being.

GARDEN  
350 m<sup>2</sup>

