

# TA 156 SEMARANG MALL AND COMMUNAL SPACE BY CULTURAL VALUES EMPOWERMENT

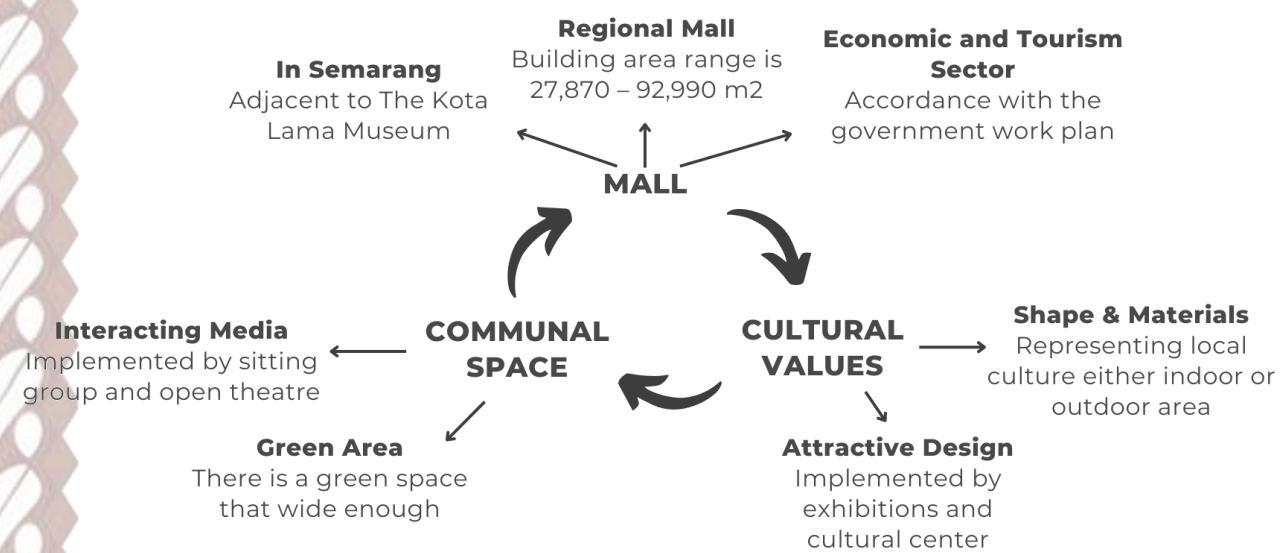
## BACKGROUND

Economic activities such as buying and selling or trading will generally always developing along with population growth, including the capital of Central Java Province, Semarang City. The city of Semarang itself is one of the big cities in Indonesia that has a fairly high level of busyness and density, therefore Semarang is the center of economic growth for Central Java. One of the things that can be done from these problems is the establishment of a **shopping center** on regional or provincial scale for the residents of Central Java.

The provision of facilities such as **communal spaces** will also support more activities needed by users of mall buildings or shopping centers. This is because the majority of people who visit a mall are not only for shopping, but also as a means of entertainment such as traveling and interacting with many things.

On the other hand, many malls in Semarang today, there is not a single mall or shopping center that carries a cultural theme. This culture is very important considering the fading of cultural values. Many new buildings stand but do not use cultural concept at all, due to the rampant modernization among today's society. Therefore, to improve the entity and the sustainability of the existing culture, a building that **has cultural value** is needed. It is hoped that people are more concerned about culture and can appreciate it through the creation of a shopping center building with cultural values contained in it.

## DESIGN CONCEPT

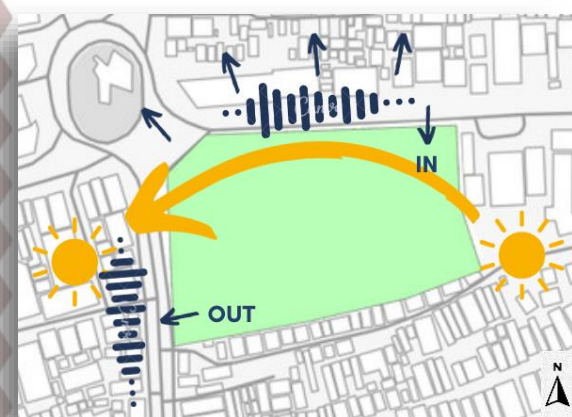


Javanese and Chinese ethnic are the largest ethnicities in Semarang City, with a percentage of 93% Javanese, 4% Chinese, and 3% others. On the other hand, Semarang City is famous for its many buildings with colonial architecture from the former Dutch heritage. Therefore, the mall design will embrace these three cultural values. The application of cultural values in this mall is the availability of **Exhibition and Cultural Center**. The exhibition and cultural center can accommodate various cultural activities consisting of Open Theater, History Space, Cultural Field, Souvenir Center.



To implement three of those architectural culture, the concept of **neo-vernacular** will be used, because this architectural concept combines the concept of modern buildings with local or cultural elements. The ornaments of the building will also represent Javanese, Chinese and Dutch colonial culture by combining modern elements like the neo vernacular design concept.

## SITE REVIEW



Location : Jl. Patimura, Rejomulyo, Kec. Semarang Timur, Semarang, Jawa Tengah.

Site Area : 22.008 m<sup>2</sup>

KDB : 60% (13.204,8 m<sup>2</sup>)

KDH : 20% (4.401,6 m<sup>2</sup>)

GSB : 8 m on north and west side of site

KLB : 5 floors (maximum 7 floors)

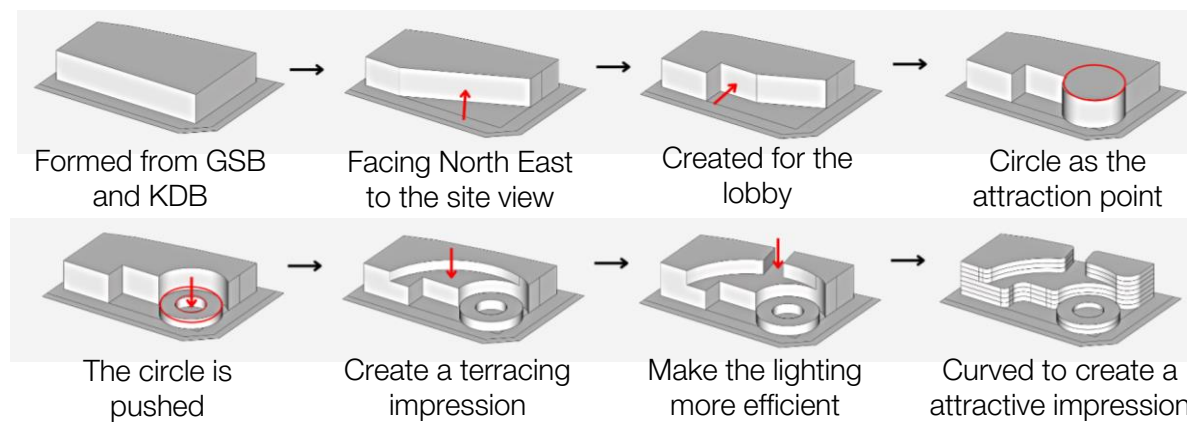
The site is close to the cultural heritage area of Kota Lama Semarang, so it can support the concept of cultural value in mall buildings. The view offered on this site is quite interesting because it is directly adjacent to the Kota Lama Museum. The location of the site is also easily reached, especially by public vehicles and private vehicles with good circulation lane capacity.



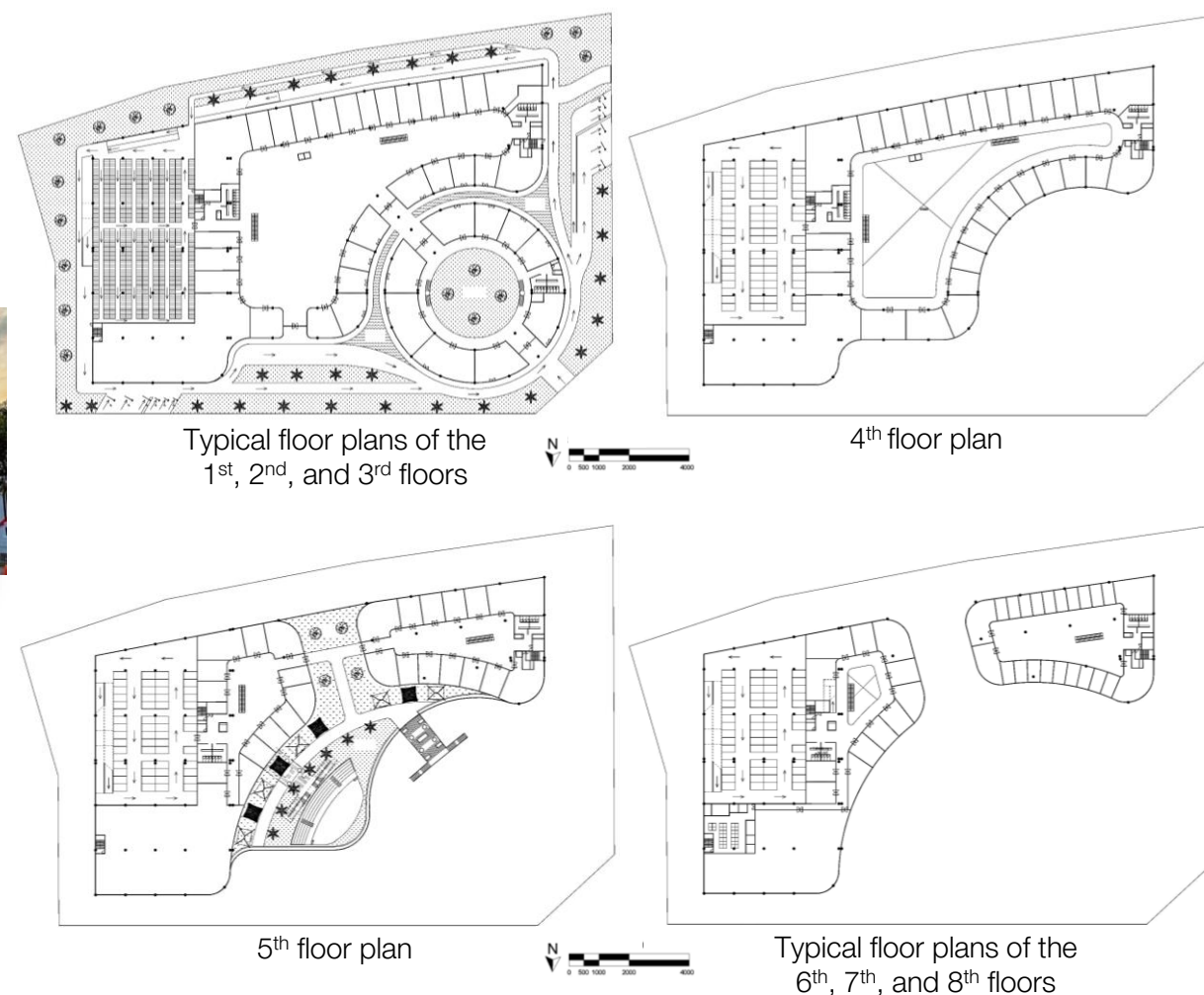
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## MASSING



## FLOOR PLANS



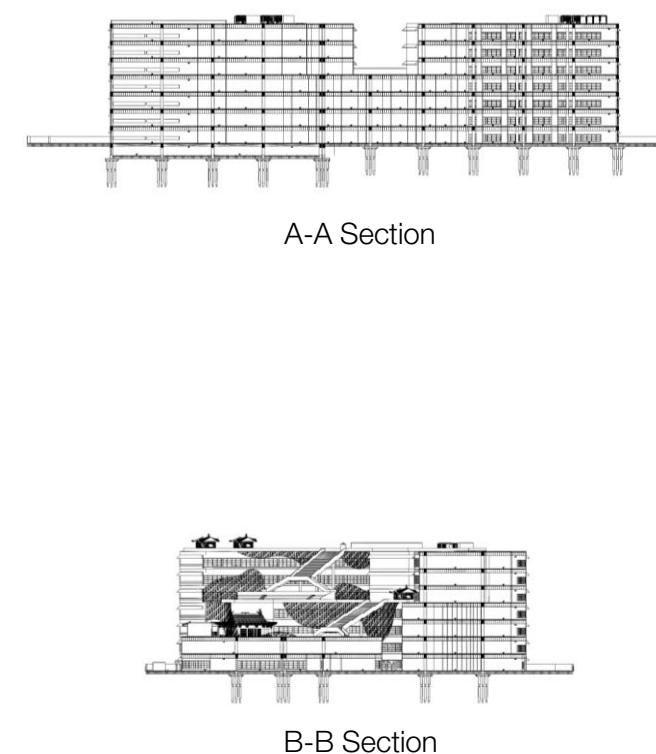
## ELEVATIONS



## SITE PLAN



## SECTIONS



## PERSPECTIVE

