

THE SENSORY CITY EXPOSED IN TIME

—OUR DREAMS DRENCH US IN SENSES, AND SENSES STEPS US AGAIN IN DREAMS

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DERELICTION, THE URBAN LANDSCAPE SUSCEPTIBLE BY THE GANE OF THE ECONOMY WITH ITS INEVITABLE COLLAPSE BROUGHT UPON BY THE CONTROL MANIA AND RULES DICTATED BY THE HIGHER ORDER.

DISRUPTION. THE SUBVERSION OF PAST RULES, WITH THE EROSION OF THE PHYSICAL URBAN NETWORK, THE MASSES'S ADORATION WITH THE STRUCTURAL FRAMEWORK OF THE PAST, EXPLOITING IT AS A CATALYST FOR GROWTH. CHAOTIC YET COLLECTIVE RENEWAL LED BY THE AGGLOMERATION OF THE STREET, THE MARKET AND THE INDIVIDUAL.

DREAMS: A POT POURRI OF SENSORY EXPERIENCES, CONSTANTLY IMPLODING FROM WITHIN. A DREAMSCAPE CRAFTED AND RECONFIGURED OVER TIME, TESTED BY THE MASSES.



MOORE STREET SENSORY FACTORY

SITE: DUBLIN, IRELAND

THESIS ARGUMENT:

THE SENSORY LANDSCAPE AS A CATALYST FOR URBAN RENEWAL IN THE BUILT ENVIRONMENT.

THE SENSES AND THE STREET

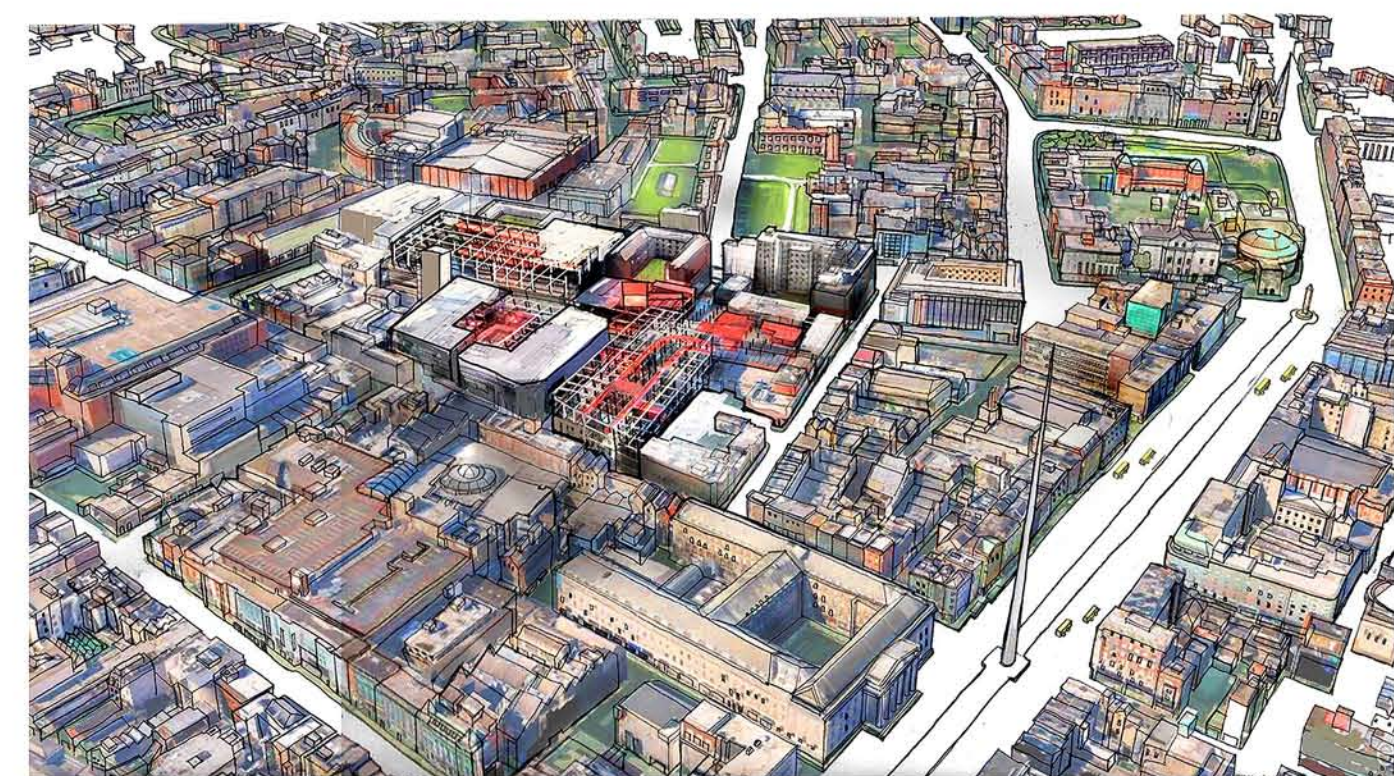
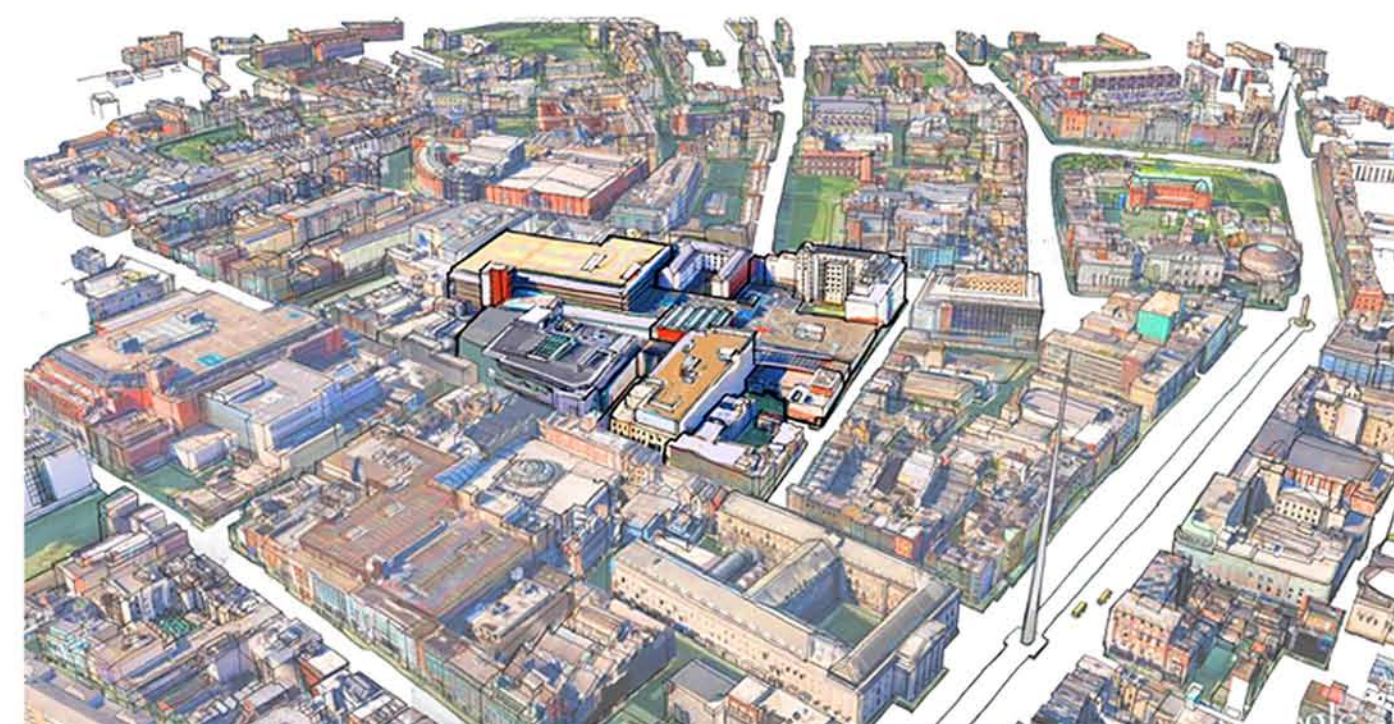
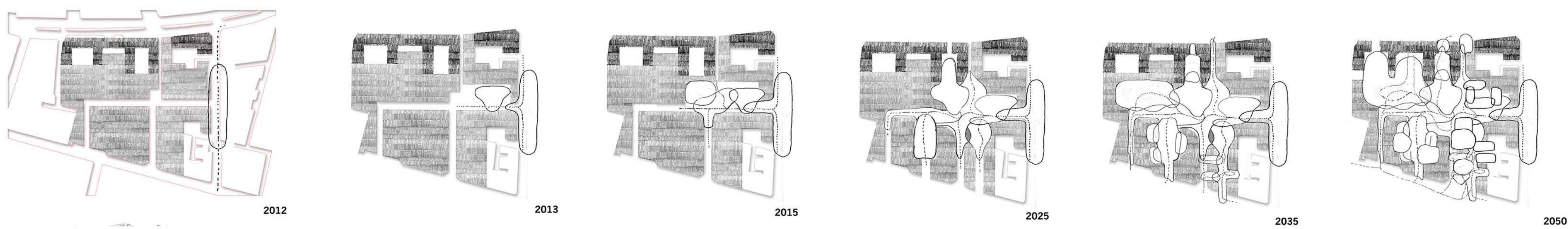
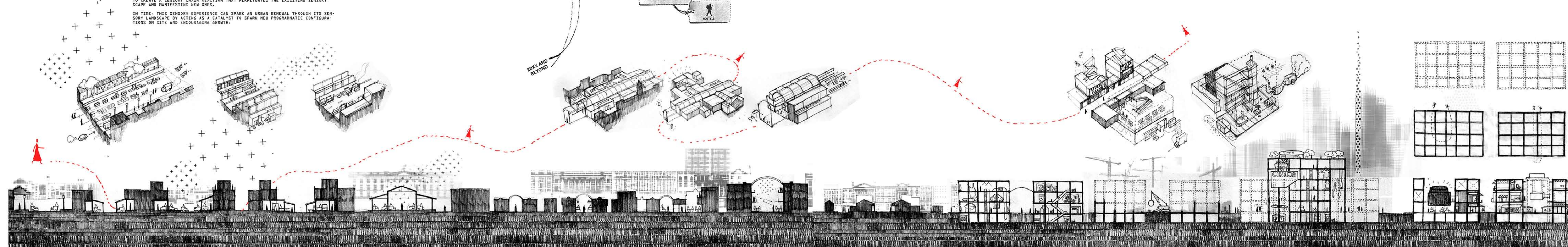
STREETS HAVE THE SPATIAL POTENTIAL TO STRETCH AND CONNECT SENSORY EXPERIENCES THROUGH THE ENVIRONMENT.

WITH THE ADVENT OF AGGRESSIVE URBAN DEVELOPMENT IN DUBLIN, STREETSAPES ARE GRADUALLY LOST TO MAKE WAY FOR LARGER BLOCK DEVELOPMENTS. THE FATE OF MOORE STREET IS NOT SPARED WITH THE IMMINENT DEMOLISHING OF THE STREET AND THE SURROUNDING ROW OF TERRACES TO MAKE WAY FOR A NEW SHOPPING MALL IN 2014- PART OF THE CITY'S URBAN RENEWAL PROJECT.

MOORE STREET SENSORY FACTORY PROPOSES AN ALTERNATIVE TAKE TO THE CURRENT SITUATION BY PROPOSING RENEWAL THROUGH BUILDING UPON EXISTING SENSORY SCAPES ON SITE, AND BY PROVIDING THE NECESSARY FRAMEWORK FOR THIS SENSORY SCAPE TO GROW AND MANIFEST INTO SOMETHING NEW AND EXCITING!

THE ILAC CENTER ADJACENT TO MOORE STREET IS CURRENTLY SEEN AS A PASSIVE URBAN ENTITY WITH THE DISCONNECTION WITH THE PUBLIC REALM AND THE INTERNALISED SHOPPING HAPPENING WITHIN. HOWEVER, THE POTENTIALS OF RECONFIGURING ILAC CENTER AND CANNIBALISING ITS EXISTING STRUCTURE CAN YIELD A GREATER RESULT BY USING IT TO AUGMENT THE SENSORY SCAPE ON AN URBAN LEVEL.

THE STRUCTURE OF THE IAC, WILL BECOME THE FRAMEWORK FOR ONE TO RE-CREATE THEIR OWN UTOPIA THROUGH STRUCTURAL MANIPULATIONS DONE PROGRESSIVELY ONTO IT. THESE MANIPULATIONS HELP TO ACHIEVE THE STILL AN ELUSIVE BUT DESIRED RESULT OF THE OULAS. THIS ALLOWING NEW PROGRAMMATIC CONFIGURATIONS. EVERY INTERVENTION, EVEN AT MICRO LEVELS WILL AID IN THE CONSTANT OVERLAYING OF SENSORY TRIGGERS HAPPENING ON SITE, RESULTING IN A RICH URBAN ENVIRONMENT FUELED BY SENSUAL EXUBERANCE!



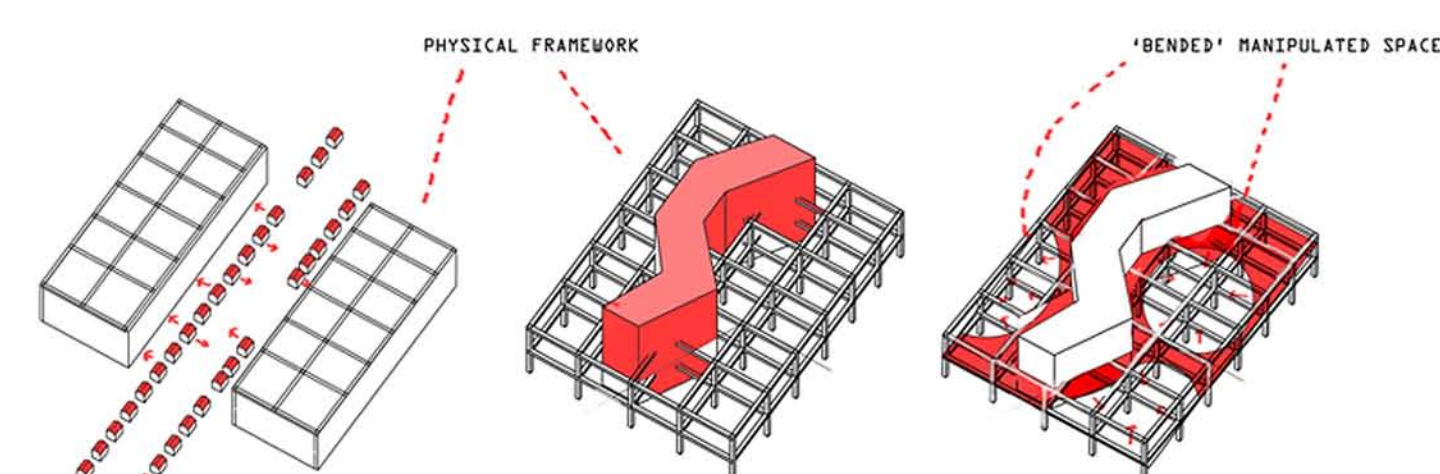
METHODOLOGY

CATALYSTS EMBEDDED WITHIN THE PHYSICAL FRAMEWORK

THE INTERVENTION BEGINS WITH THE INITIAL SPINE THAT PUNCTURES AND CREATES AN OPEN AIR STREET IN PLACE OF THE OLD ATRIUM. THIS STREET WILL BE THE SOURCE OF THE SEEDING PROCESS THAT WILL TAKE PLACE BY BRINGING THE INFUX OF PEOPLE FROM THE STREET MARKET TO WITHIN.

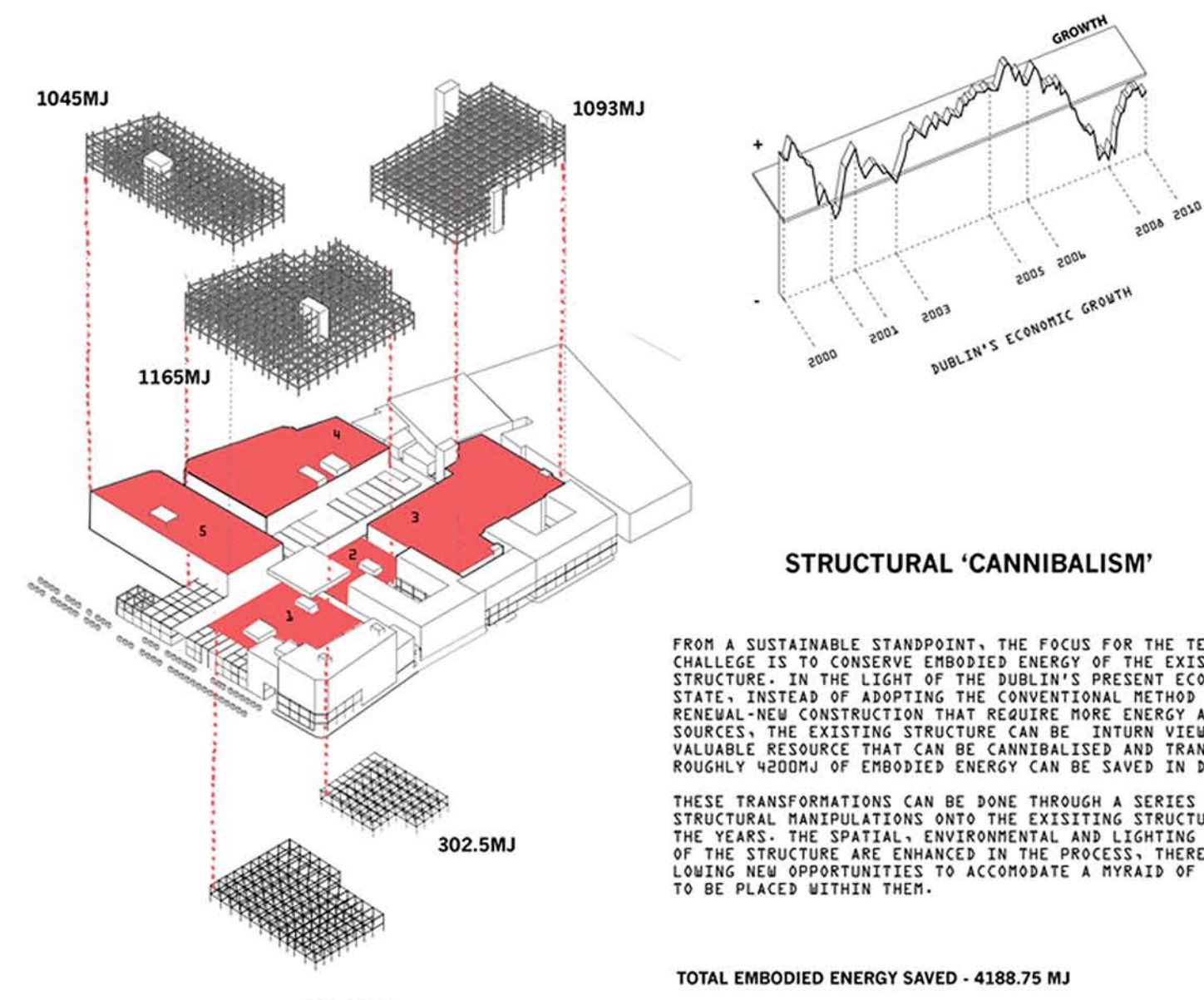
THESE PROGRAMS ACT MUCH LIKE A PARASITE BY LATCHING ITSELF UPON TO EXISTING RESOURCES. THE CATALYSTS BEGIN TO USE THE EXISTING FRAMEWORK OF THE SHOPPING MALL, ERODING IT WHILE BUILDING UPON AND APPROPRIATING IT FOR GROWTH.

THROUGH THIS STRUCTURAL EROSION OF THE GRID, THE SPATIAL QUALITY OF THE FRAMEWORK CHANGES TO BECOME MORE STREET-LIKE, ENABLING MORE PERMEABILITY ON SITE. THIS ALSO ALLOWS THE SENSES TO DIFFUSE FREELY TO HELP SPREAD THE SENSORY LANDSCAPE.



STREET MARKETS WORK WITHIN THE PHYSICAL ORDERED FRAMEWORK OF THE BUILT ENVIRONMENT, WHILE BEING ABLE TO MANIPULATE THE SENSES.

CHAOS WITHIN THE ORDERED FRAMEWORK:



STRUCTURAL 'CANNIBALISM'

FROM A SUSTAINABLE STANDPOINT, THE FOCUS FOR THE TECHNICAL CHALLENGE IS TO CONVERT EMBODIED ENERGY OF THE EXISTING STRUCTURE IN THE LIGHT OF THE DUBLIN'S PRESENT ECONOMIC STATE, INSTEAD OF ADOPTING THE CONVENTIONAL METHOD OF URBAN RENEWAL-NEW CONSTRUCTION THAT REQUIRE MORE ENERGY AND RE-USE OF EXISTING STRUCTURE. THE CHALLENGE IS TO IDENTIFY A VALUABLE RESOURCE THAT CAN BE CANNIBALISED AND TRANSFORMED. ROUGHLY 400000 TONNES OF EMBODIED ENERGY CAN BE SAVED IN DOING SO.

THESE TRANSFORMATIONS CAN BE DONE THROUGH A SERIES OF STRUCTURAL MANIPULATIONS ONTO THE EXISTING STRUCTURE OVER THE YEARS. THE SPATIAL, ENVIRONMENTAL AND LIGHTING QUALITY OF THE STRUCTURE ARE ENHANCED IN THE PROCESS. THEREFORE, ALL THE SUPPORT SERVICES CAN BE ACCOMMODATE A MYRIAD OF PROGRAMS TO BE PLACED WITHIN THEM.

TOTAL EMBODIED ENERGY SAVED - 4188.75 MJ

