

Jelambar Third-Place as A Culinary Place with Green Contemporary Design Concept Approach

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ABSTRACT

Jelambar, Jelambar Baru, and Wijaya Kusuma are one united district with a high density of residential population in Grogol Petamburan, that has a habit on culinary business and form culinary centers, yet the spread is uneven until Jelambar, makes Jelambar to have no culinary center like other districts have, that can be a third place. Jelambar third place is designed to become a culinary place, which will resolve the issue of low intensity culinary in Jelambar, also resolve the issue of many neglected small culinary businesses built by Jelambar inhabitants, because of the less strategic location. This project wants to realize the unconscious need of Jelambar of forming a culinary place that integrated and has clarity, by substituting all small culinary businesses with this project. The design method used in this project is steps of designing, from understanding location; analysis process; explanation of the final architectural product. The conclusion of design result is third place of Jelambar with the concept of green contemporary building design (sustainable architecture), form and function run together, and contextualism in responding site; with variants of a culinary, mini market, culinary workshops, temporary exhibition, and food gallery as the main architectural programs that have been adjusted according to needs of Jelambar residents, and targeted to be an issues solver in Jelambar.

Keywords: *Jelambar, third place, food court, culinary, green contemporary design*

1. INTRODUCTION

Jelambar, Jelambar Baru, and Wijaya Kusuma are one of the united districts with a high density of residential population, compared to other districts with the dominant commercial area in Grogol Petamburan. In other districts, shopping malls and culinary places can be a "third place". But, Jelambar, Jelambar Baru, and Wijaya Kusuma only have culinary centers in some district points, for example, millennials cafés, restaurants, eating places, etc. These culinary places spreadings are uneven until Jelambar. Even these culinary places are not the third place because they do not yet fulfill the theory of third place characteristics according to Ray Oldenburg [1].

The issues are: first, there is no third place in Jelambar that fulfills the theory of third place characteristics according to Ray Oldenburg and needed by high residential population district. However, based on observation and research of issues and district results, there are many neglected small culinary businesses built by Jelambar residents, because of the less of strategic location, and become one of unconsciously need of Jelambar of forming a culinary place that integrated and has clarity, also represent the character of Jelambar residents that have hobby and habit on culinary businesses.

The goals and benefits in this project design are: project can be Jelambar issues solver; Jelambar third place can be a communal space for inclusive socialization and be able to

fulfill Jelambar residents wants and needs; can be a third place that has the character of Jelambar that has hobby on culinary; to give a place for increasing knowledge and skill in the culinary business, also creativity on the culinary industry; to help fulfill Jelambar need of foods; can be a place for Jelambar inhabitants can express their hobby in culinary.

2. MATERIAL AND METHOD

Generally, the place is one of the parts of space, where space is abstract, and dynamic if space has function [2]. The concept of space and place are rooted from humanistic geography studied and researched by Yi-Fu Tuan, about the understanding of the human environment that formed because of the spatial experience of the individuals and groups, and can identify the understanding of spaces, places, landscapes, districts, human mobilities, and things that related to geography phenomenon [2].

Edward Relph [3], stated that: place and space can be recognized through spatial experiences and their concepts; experience intensity of place can be explored through the relation between human that live in it and their spatial experiences; a place has an identity of human (inhabitants) that live in it; spatial experience in terms of the sense of place and the living in the place, can form a strong identity of a place. Also, Fred Lukerman [4], stated a few of understanding of place [5]: the place is a location that

connected with other things outside it; combination between nature and culture can form a unique identity of place; the connection between places can get through-space interactions, displacements, and mobilities; the place is a big part of localization system; many places can unite each other because of cultures and histories; the place has a meaning according to its inhabitants' trust.

Characteristics of third place according to Ray Oldenburg [1]: on neutral ground, means a district that has a lot of communities need a neutral place that has no rules of their movement; the third place is a leveler, means a third place is an inclusive place, there is no exception for anyone; conversation is the main activity, means in third place, there is always an interaction, and other activities that make the third place enjoyable; accessibility and accommodation, means a place that easy to access and be able to serve visitors through available accommodations; the regulars, means the third place has rules and facilities accommodated by the visitors; a low profile, means a third place is not attractive; the mood is playful; a home away from home, means third place can be a comfortable place because the visitors can be embedded psychologically and spiritually in this place.

Human life is inseparable from food. Food can create activity in indoor and outdoor spaces, like cafés, restaurants, etc. These activities are not only formed because people want to receive experience (event) of consuming foods, but also people who want to produce food, such as urban farming, activities in the market, etc. These activities that form a space can be conceptualized into architectural programs. Designing contemporary architectural products can depend on the availability of places to eat, that be able to complete activities in building functions (purposes), and also be able to fix a city economics.

People are often consuming food subjectively. That means, they choose food by what they like because of cultural and psychological factors, not by nutritional adequacy value [6]. Food can describe social events. In eating places, people are not only come to eat but also to talk about business, entertainment, etc; that means, indirectly there are social events that occurred at that moment. These events can identify social status, so that food can describe social characters [6]. Types of food can affect architectural design from its space, form, interior design, furniture, lighting, even sound [6]. Lighting is one of the most important things in architectural design and can affect the spatial experience [7].

The design concept used in this project is contemporary architecture approach, that means a dynamic architecture, which does not depend entirely on particular architectural styles, and a stand-alone architectural design that merged from some design approaches applied in this project:

- The concept of form and function runs together, means a design that works reciprocally between function and form; can start from program analysis or form typology based on the mass building design concept. However, the form and the function still have a strong relationship, although it can work independently, and also still a united system in architectural project [7].

- Sustainable architecture, means designing with the green concept and system application, such as enrich vegetation to contribute to increasing the lungs of the city or district [8]. One of the most important parts of the building is its façade, which must be designed carefully because it can affect the temperature in the interior space [9]. The good façade design has an appliance on minimum technology, yet still thinking about the quality of temperature and sound insulation; natural lighting; natural ventilation [9].
- Contextualism in responding site, means composing form related to contextualism between project and its environment, by making an abstract diagram of contextual objects, and compose it into an architectural form that still has a relationship to that object [10].

The design method uses several steps of design, as a tool to execute design concepts according to applied theories in project design: first, understanding location; second, analysis process; third, explanation of architectural product.

3. RESULTS AND DISCUSSION

3.1. Understanding Location

Grogol Petamburan, West Jakarta, as shown in **Figure 1**, has three main district segments, that divided by its primary arterial roads: segment A, dominant residential area, commercial areas are on the sides of the primary arterial roads; segment B, has half of the dominant residential area and half of the dominant commercial area; segment C, dominant mixed zone area, and half of the residential and commercial area.

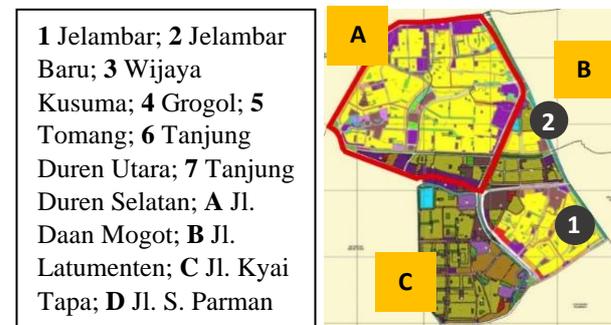


Figure 1. Grogol Petamburan District
Source: Author (Edited from Google), 2021

Research and observation are focused on district segment A, about the spreading of culinary businesses, and the results are mapped in detail, to prove the existence of issues of uneven spreading of culinary centers until Jelambar. After doing the observation and research, the next step is to make a diagram of issues explanation and issues solving concepts, as shown in **Figure 2**: first, mapping the location of culinary centers in the district segment and its intensity of culinary; second, mapping the spreading of culinary businesses from their center to secondary collector roads

and residential area, and the result is there are many neglected small culinary businesses in and around the residential area of Jelambar; third, designing Jelambar third-place as a culinary place to substitute all the small culinary businesses; fourth, the goals of the project are to coverage district (area) with the low intensity of culinary, also resolve issues of Jelambar that related to culinary.

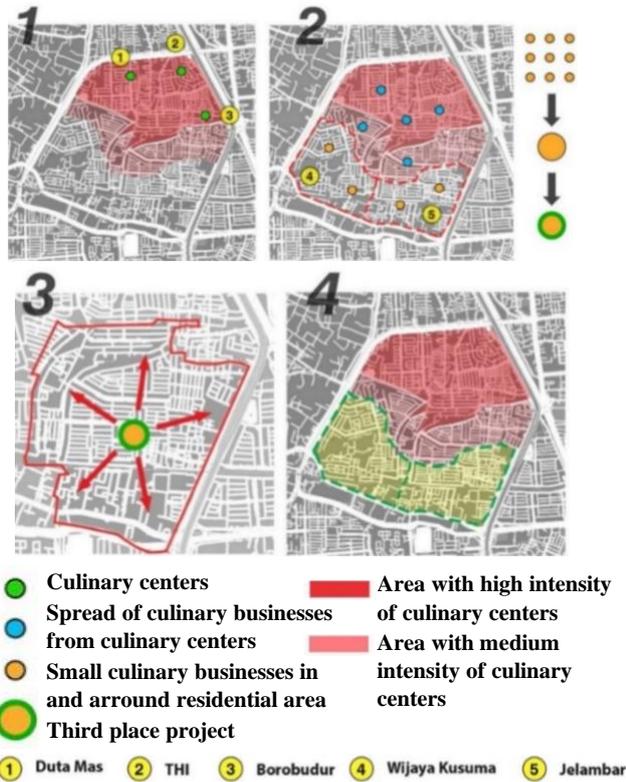


Figure 2. Diagram of district issues and issues solving concept

Source: Author, 2021

3.2. Analysis Process

Through the analysis of questionnaire answers of Jelambar about Jelambar third-place project, culinary, and space quality can form concepts of mass building and architectural programs. According to **Figure 3**, the analysis of project site determination can determine which is the best and accurate site for the project, such as analysis of urban district layer, and this project is targeted will be located at secondary layer; district zone regulation to match project functions with the land regulations; determination of site selection border. All of these analyses are merged into one layer to see which sites are suitable.

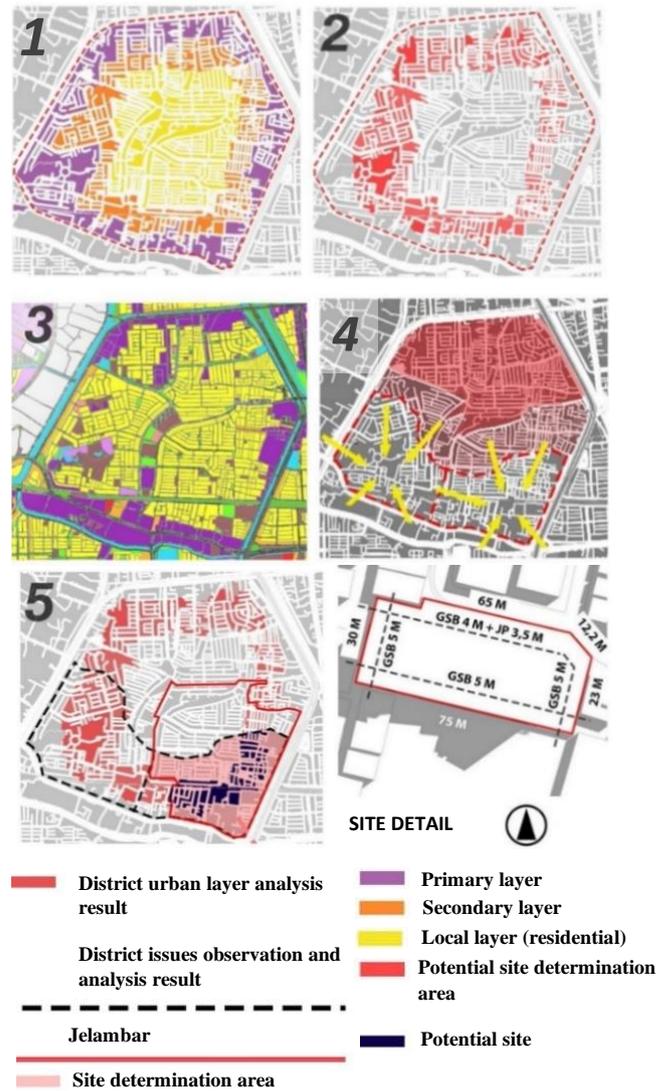


Figure 3. Diagram of project site determination analysis

Source: Author, 2021

The process of site analysis, analysing four main aspects: site and building orientation, means the design of building façade will face to all direction to create best views, including back elevation of the building; accessibility, means in radius distance of 500 meters from the site (walkable distance for pedestrians), there is Jelambar terminal bus, that can be used for project visitors to decrease private vehicles for access to the site; roads hierarchy, analysed to support the potential of using bus transportation, and these roads (secondary collector roads in the project environment) is targeted will be dominated by pedestrians, so that the crowded of private vehicles, such as a car, can be decreased; building height, skyline, and view, where this project will maximize floor area ratio (FAR), so that this building will be the tallest in its secondary environment.

3.3. Architectural Product

Mass building concepts of Jelambar third-place are the results of all analyses process, and has been adjusted to all design methods that applied in this project: close and open space, means the building has open and close space in several parts, according to space characteristics of Jelambar residents and site analysis; transparent and light, means building use materials, such as glasses, timber façade, and green wall; bleachers (stands) and stairs element at open space areas of the building as an outdoor and relaxation area; green contemporary building; vertical food court, means building is design vertically to resolve limited

land site. The element of bleachers and stairs in an outdoor area can amplify unified impression and continuity of the building; kitchen philosophy, where a kitchen is a heart to a house, so the project must be able to be a heart of Jelambar. The main programs of Jelambar third-place are variants of culinary place, mini market, café, culinary workshops, food gallery, and temporary exhibition and food gallery, with the service areas and park area as the complementary programs. All of the programs are divided into several zones in each floor of the building (eight floors), including semi-basement floor. All of these concepts are shown in **Figure 4**, **Figure 5**, **Figure 6**, and **Figure 7** as final result of the building design.

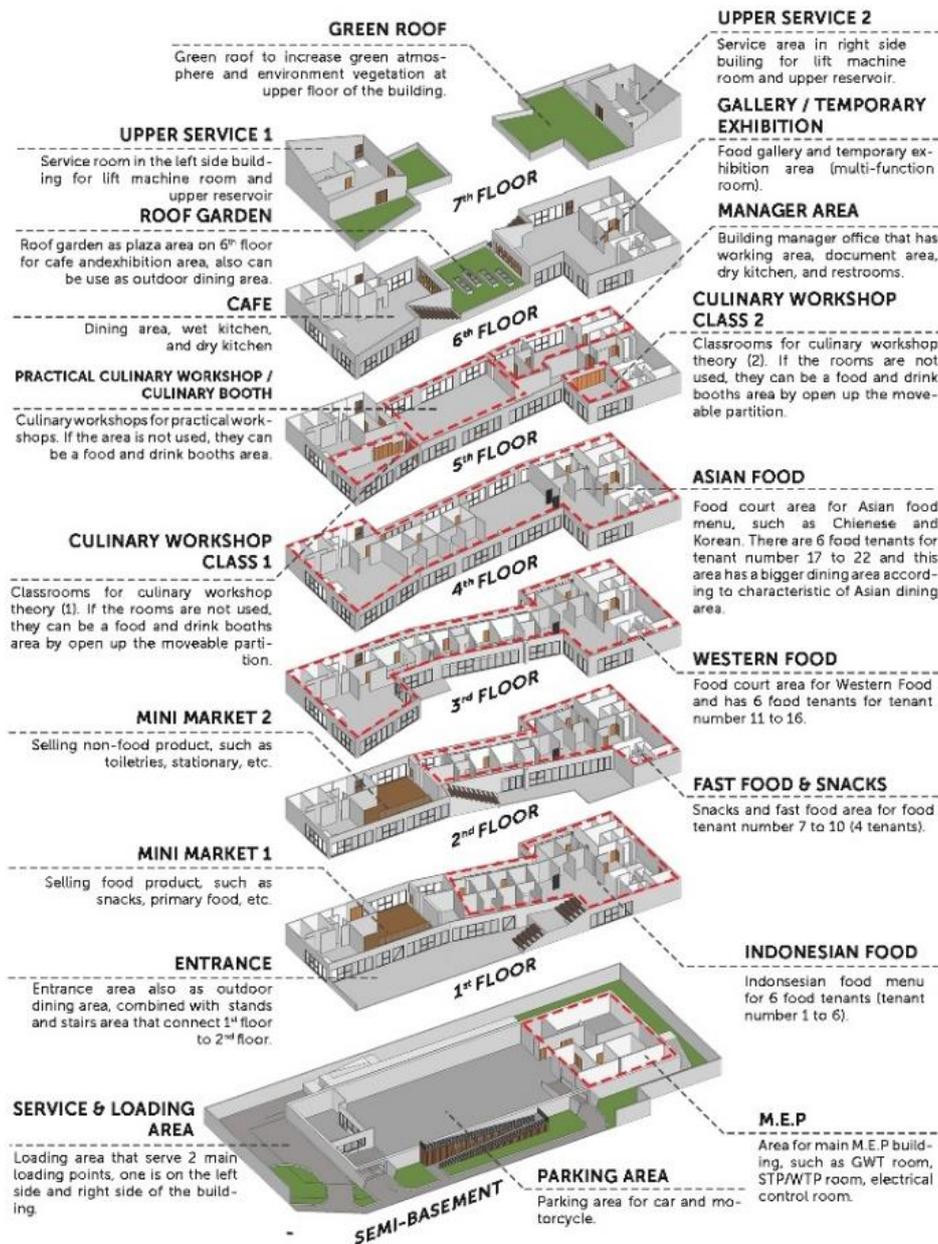


Figure 4. Building exploded axonometry
Source: Author, 2021

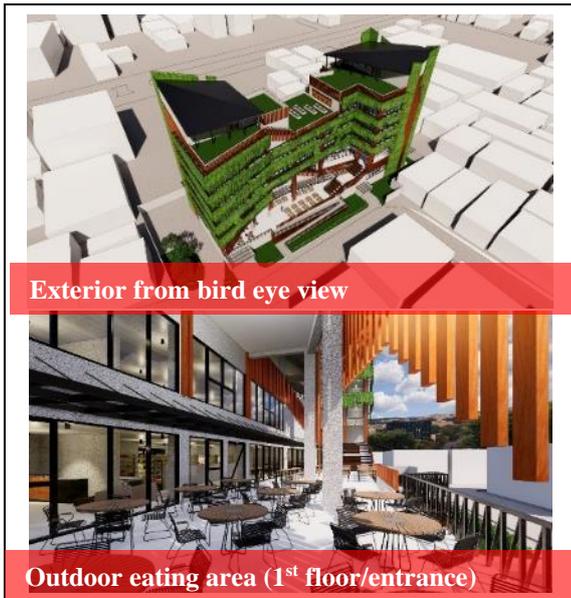


Figure 5. Exterior perspective of the building
Source: Author, 2021

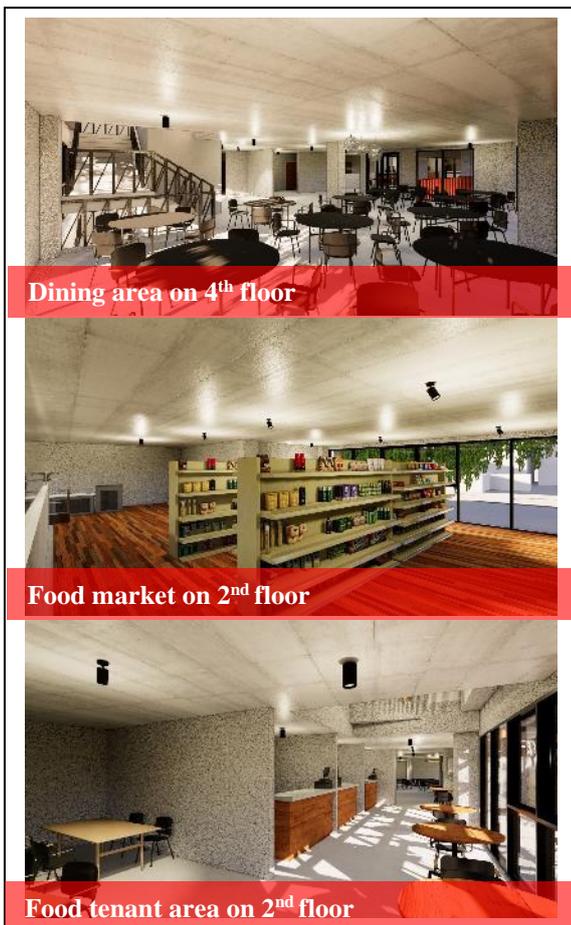


Figure 6. Interior perspective of the building
Source: Author, 2021



Figure 7. Upper floor perspective of the building
Source: Author, 2021

Jelambar third-place use building materials, such as a metal roof with polyurethane foam panel insulation, and supported by a steel truss roof; semi-intensive green roof; black coating aluminium door and window; brick wall with white rough concrete texture as the wall finishing; ceramic floor with white polished concrete texture (seamless); parquet floor in the mini market; reinforced concrete as the main building structure; galvalume green wall; galvalume hollow with wood texture as the timber facade; glass canopy with black coating aluminium; black coating aluminium hand-rail; WPC wood decking; polished concrete floor in semi-basement.

This building is covered with green walls and timber façade to add and increase the impression of the light building and as the representation of the application of sustainable architecture design to the building. Lee Kuan Yew plants on the green wall are applied to help to adjust indoor natural air cooling, in the process of cross ventilation through all building openings that also covered entirely.

4. CONCLUSION

Jelambar third-place is designed to resolve issues in Jelambar, such as the absence of third place that needed by the district with a high density of population; and the low intensity of culinary in Jelambar, also many neglected small culinary businesses because of less strategic location. These small culinary businesses are a form of the unconscious need of Jelambar in making a culinary place. This project is designed to substitute all of the small culinary businesses.

The design concepts of the interior and the exterior building is inseparable from the applied theories in design as design references, such as form and function runs together; sustainable architecture; and contextualism in responding site. These design concepts are executed through several steps of design as the design method: first, understanding location; second, analysis process; third, explanation of the architectural product. The result of this project design is a sustainable building, with architectural programs that have been adjusted according to needs of Jelambar residents, and targeted to be an issues solver in Jelambar, such as variants of culinary, mini market, culinary workshops, temporary exhibition and food gallery.

This project is also expected to become the references of designing building with green design approach, as this approach brings so many benefits to environment and human that living inside the building for a better life through the role of architecture.

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