

YEOVILLE STREET EXTRAVAGANZA

KAVITA JIVAN
0500097K

SOCIÉTÉ AMBIANCEURS ET PERSONS ÉLÉGANTS'
SOCIETY OF ATMOSPHERE SETTERS AND ELEGANT PEOPLE







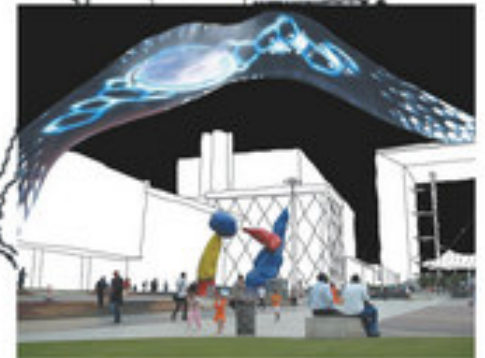
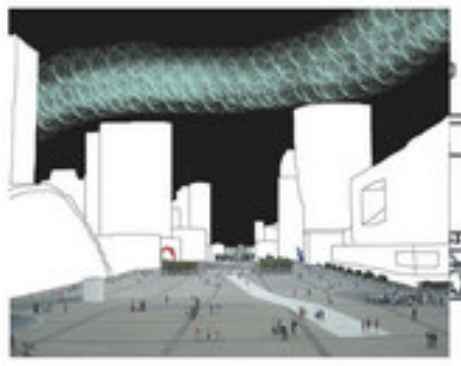
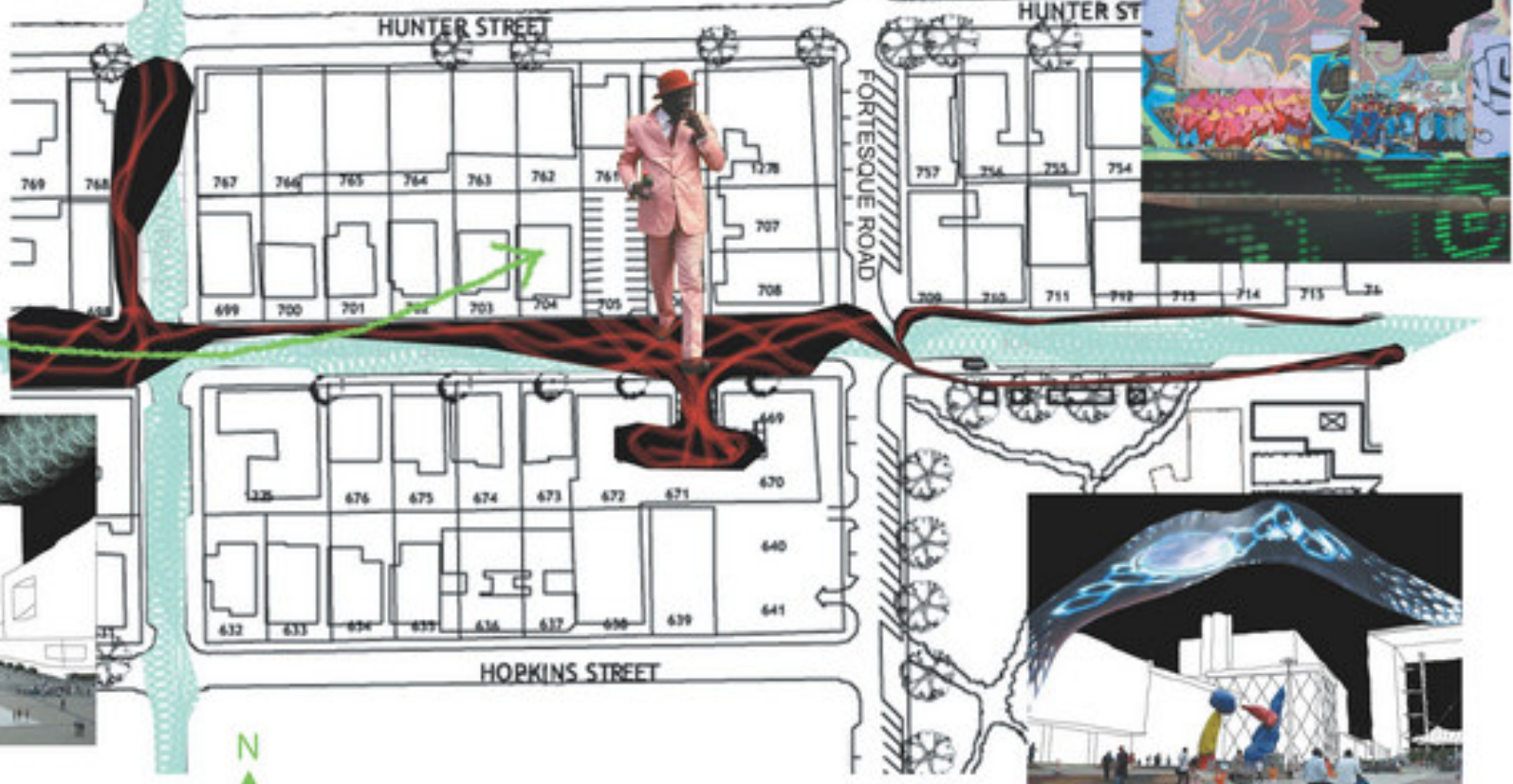
A SAPEUR CANNOT APPEAR IN PUBLIC IN THE
SAME SUIT TWICE, IT'S PERVERSE







FIRST INTERVENTION

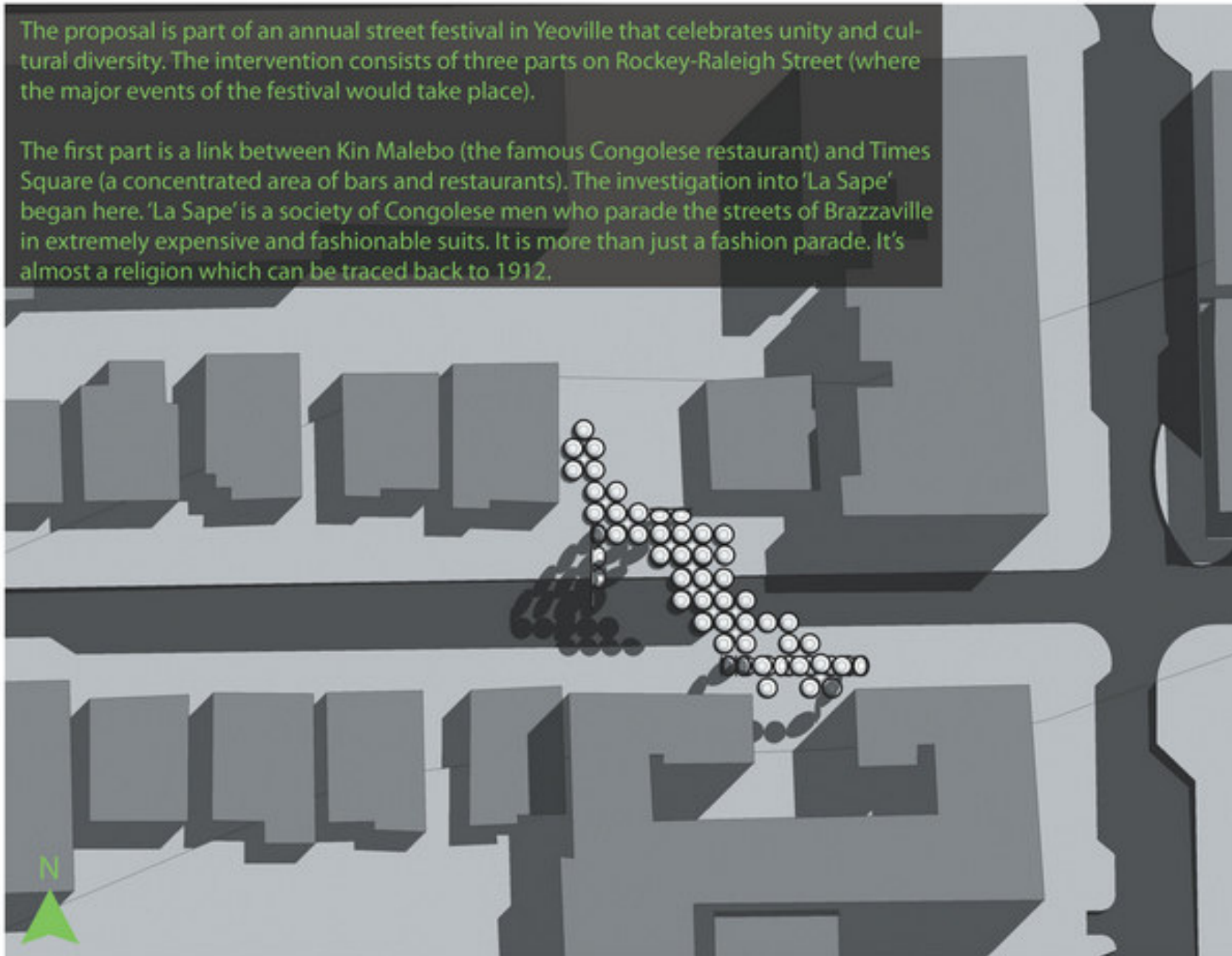


The proposal is part of an annual street festival in Yeoville that celebrates unity and cultural diversity. The intervention consists of three parts on Rockey-Raleigh Street (where the major events of the festival would take place).

The first part is a link between Kin Malebo (the famous Congolese restaurant) and Times Square (a concentrated area of bars and restaurants). The investigation into 'La Sape' began here. 'La Sape' is a society of Congolese men who parade the streets of Brazzaville in extremely expensive and fashionable suits. It is more than just a fashion parade. It's almost a religion which can be traced back to 1912.

It resurfaced in the 60's and 70's along with a contemporary indigenous music movement. At this time President Mobutu declared that all Congolese should be restricted to traditional clothing. Hence, the development of La Sape into an artform defining a rebellious society with class. One of their motto's is: "Nothing to say, everything on display."

The sapeurs' ideals tie in well with the notion of the street being a place of expression and spontaneity. It's all about how we communicate visually and broadcast our personalities. To facilitate these parades EFTE (ethyltetrafluoro ethylene) inflated cushions create platforms for expression. They link significant venues of social activity and light up when sensors are activated by movement.



FIRST INTERVENTION
SITE PLAN
SCALE 1:500

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SECOND INTERVENTION





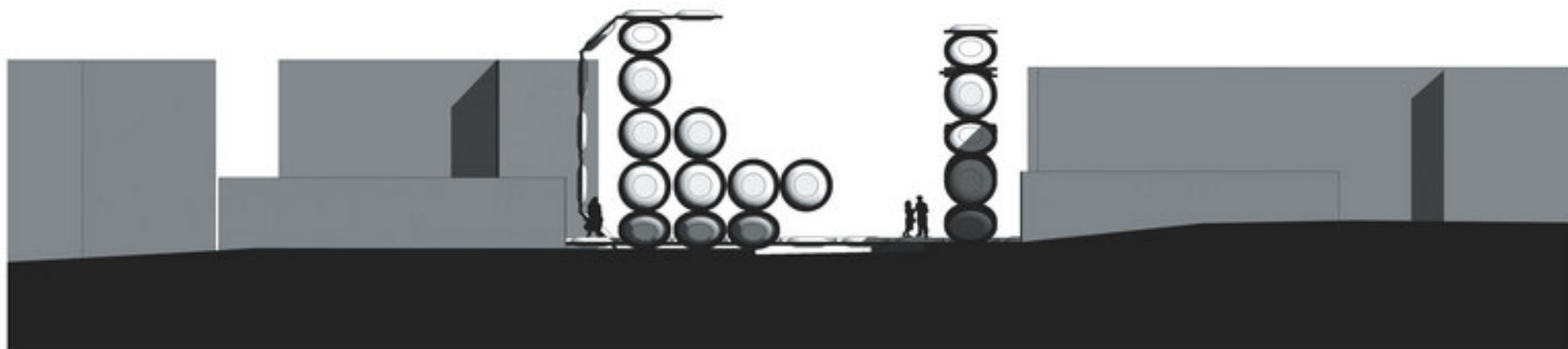
The second part is focused around the market. This being the busiest area in the street, it became necessary to guide pedestrian traffic towards emotional expression through colour. Emotion is conveyed through architecture and the control points are the internet cafés along Rocky Street.

This is a grayscale architectural site plan of a street intersection. The plan shows several building footprints of varying sizes and shapes. A central horizontal street is intersected by a vertical street. Along the horizontal street, there is a dense cluster of small circles, representing a pedestrian intervention or a market area. A text box is overlaid on the upper left portion of the plan. A north arrow is located in the bottom left corner.

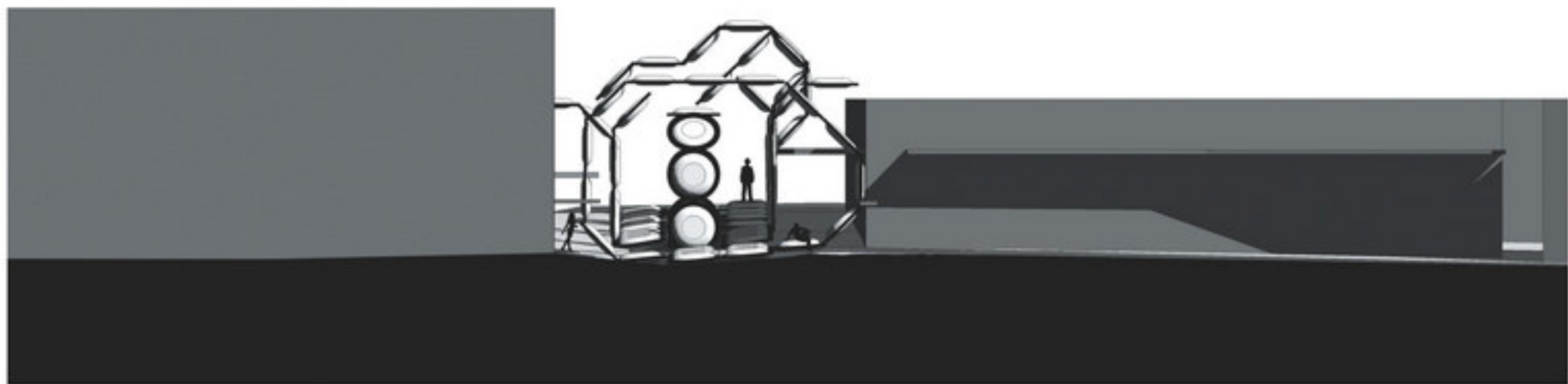


SECOND INTERVENTION
SITE PLAN
SCALE 1:500

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FIRST INTERVENTION
CROSS SECTION
SCALE 1:200



SECOND & THIRD INTERVENTION
CROSS SECTION
SCALE 1:200

HOPRITE

FREE ROOF PARKING 

**GOLDEN
HYPER
MEAT**

EN HYPER MEAT

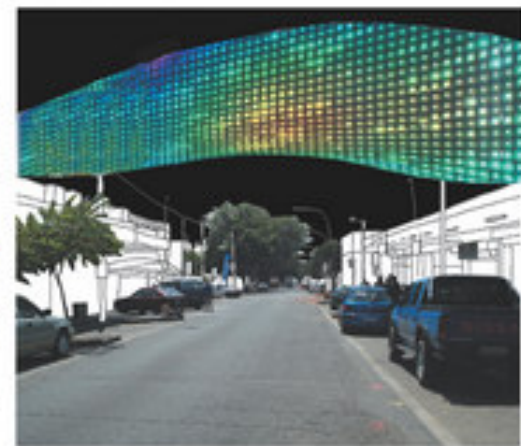
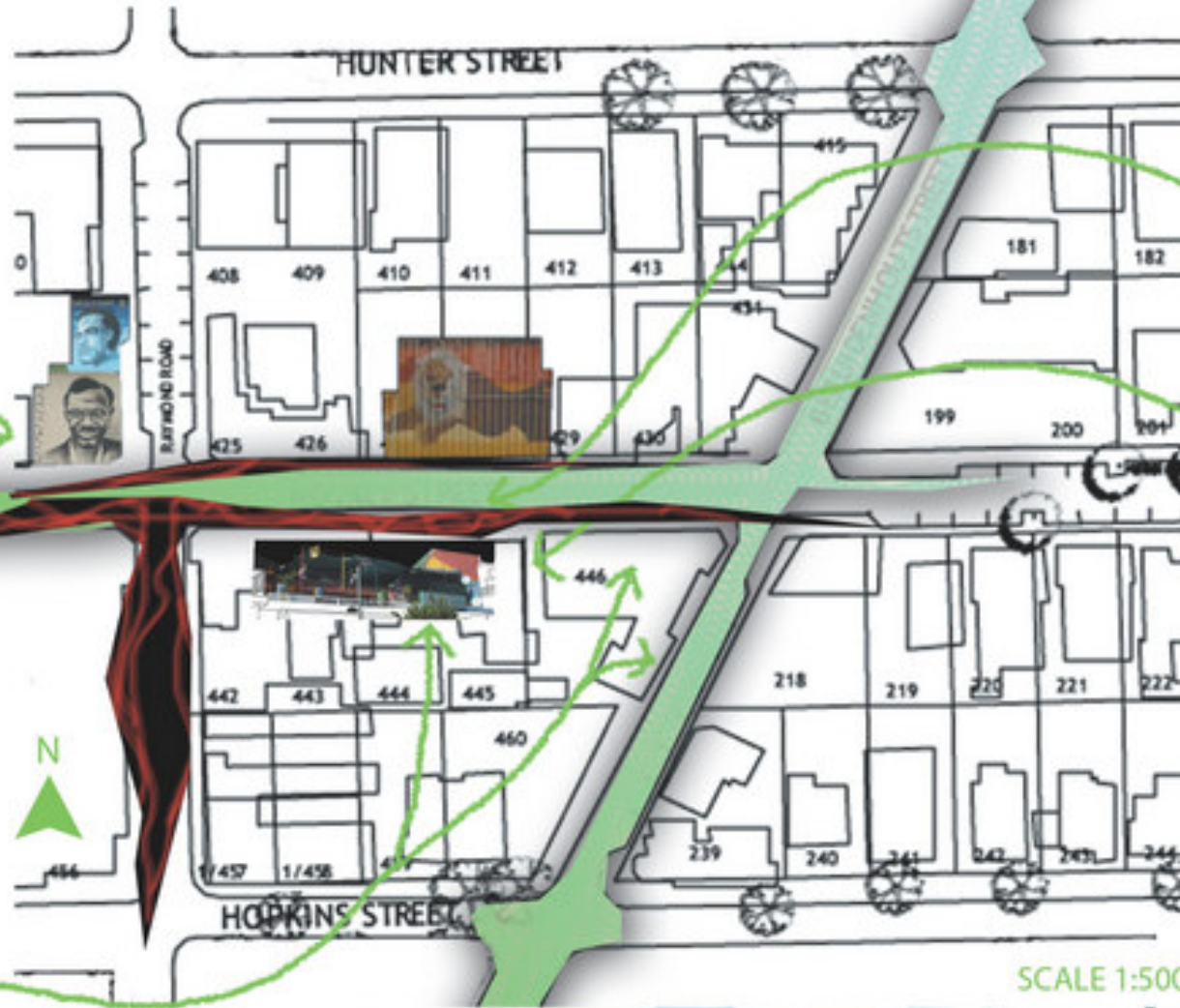
SUPA-SAVE







THIRD INTERVENTION



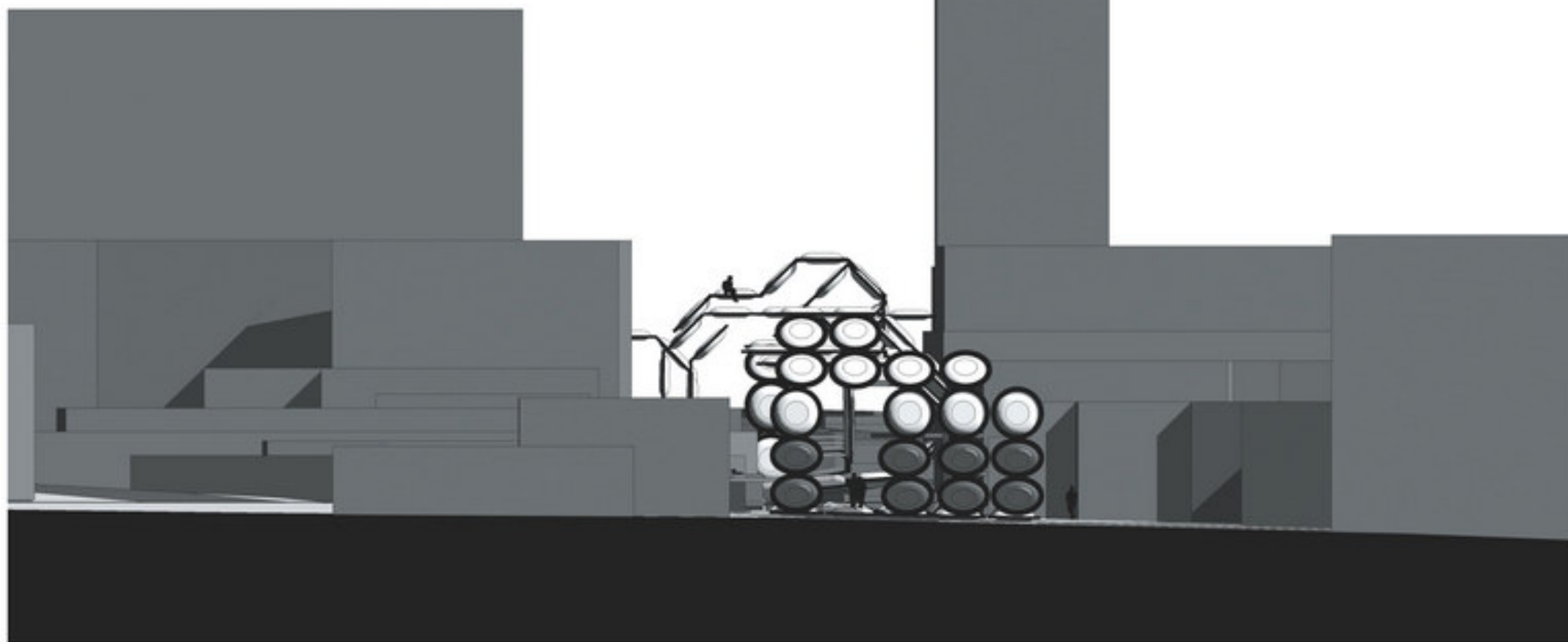
SCALE 1:500





THIRD INTERVENTION
SITE PLAN
SCALE 1:500

The internet cafés are already highly successful in practical and social terms despite their spatial monotony. Through the project, the intention was to use this social connectivity to enforce a more public form of communication, of which Yeoville residents tend to refrain from exercising. As human beings we should all be entitled to express who we are as well as our origins. To be denied self expression is a crime.



THIRD INTERVENTION
CROSS SECTION
SCALE 1:200

