

Design Goals

Shining the Spotlight onto the Backdrop

My goal for this project is to bring more attention to the everyday sites that regulars often simply pass by. By utilising the **existing infrastructure** that is the **open plaza** in front of The Signature, I aim to use **light installations** to create a **welcoming and family-friendly environment** and **promote social gatherings**.

The plaza located in the **heart** of Changi Business Park is **easily accessible** and has large volumes of **nearby foot traffic**, with crowds of office workers easily surpassing 100 during lunch hours. Despite this, the only regular usage of the plaza is as a **smoking spot**. As such, even when there are empty benches, most people feel **intimidated** and instead **circumvent the plaza**. Preschoolers are also often **restricted** by their guardians from playing in the open plaza.

To re-envision the plaza from just a smoking spot on the way to work to a **comfortable** and **vibrant** location for a more **diverse range of users**, two main objectives must be achieved:

- 1. Bring more **dazzle** to the plaza to incentivise people to use it.
- 2. Either **discourage smoking** or introduce a subtle **zoning system** for a smoking and non-smoking area.

Plaza

Building

Walkway

Grass

Water

Dining area

Bench and bush

Support column

Light source

Rubbish bin

Drain vent

Fire hydrant

Door

Wind path
(Longer = more frequent)

Foot traffic path
(Thicker = more people)

Smoking Heat Map
(More opaque = more likely)

Smoking in groups of:

1

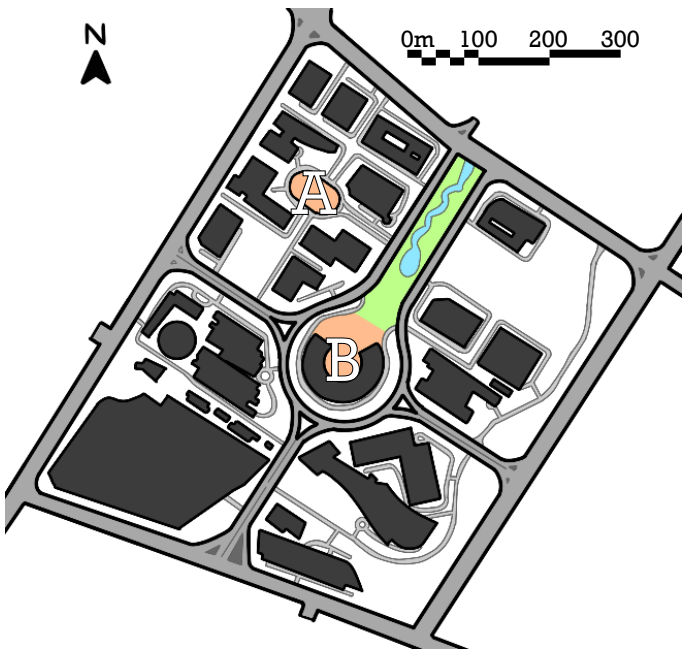
2

3 or more

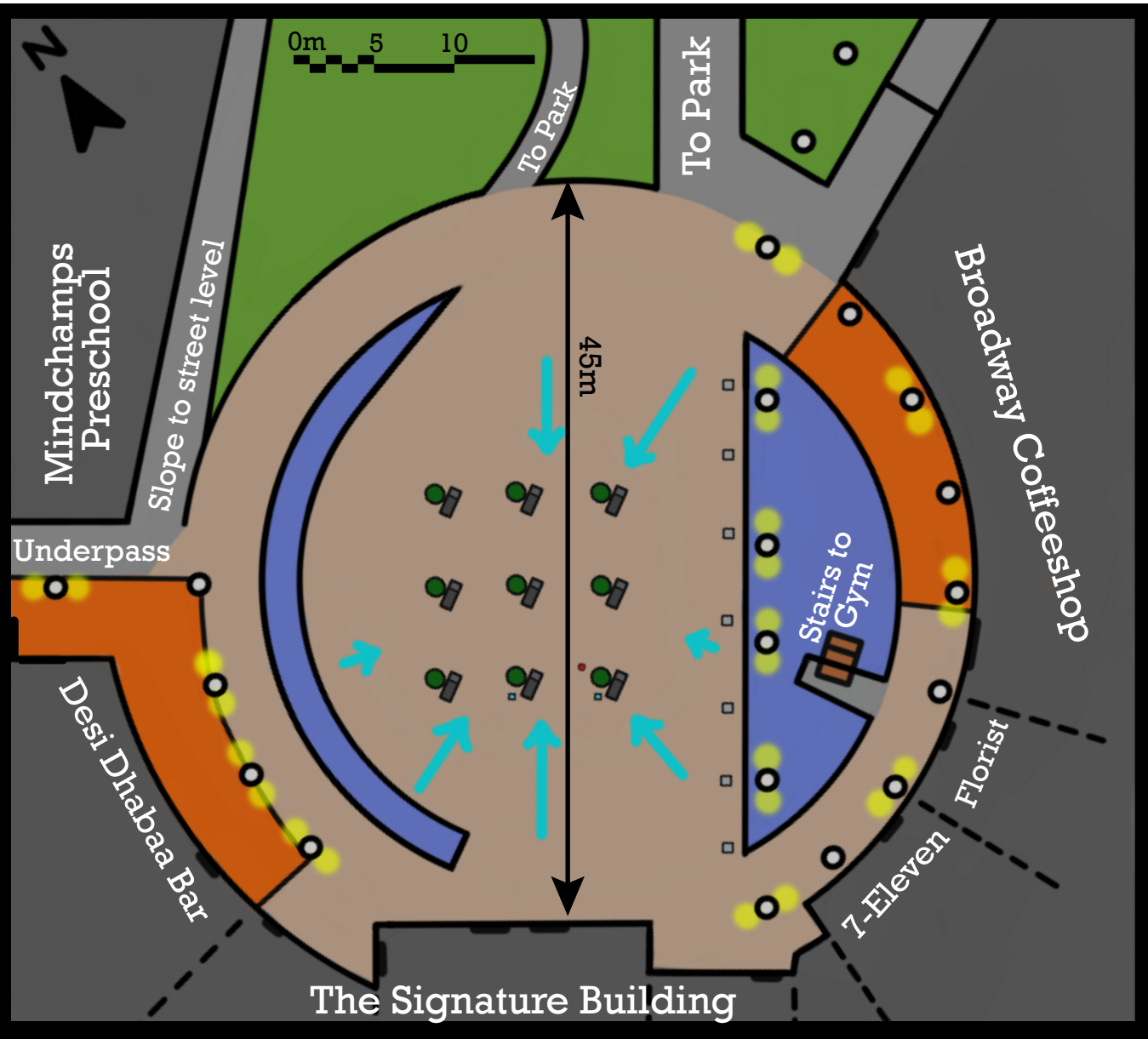
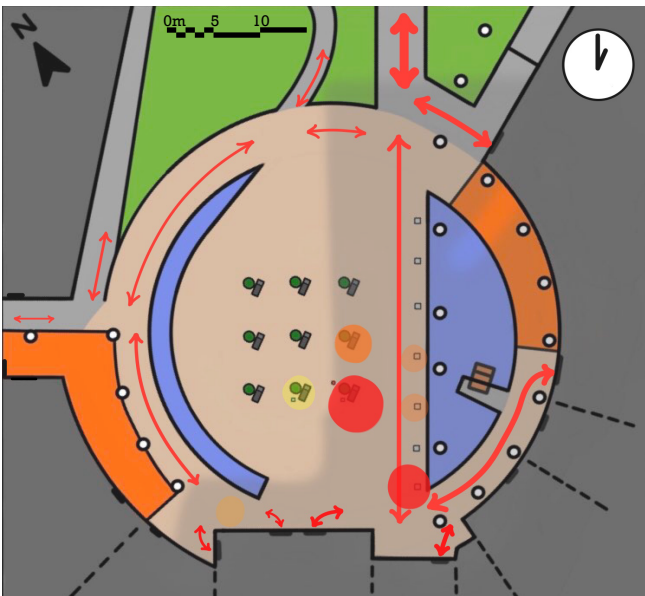
Site Analysis



(A) Because of its worse accessibility, lack of surrounding foot traffic, and poor maintenance, I believe light alone will not be enough to bring out this plaza's full potential.



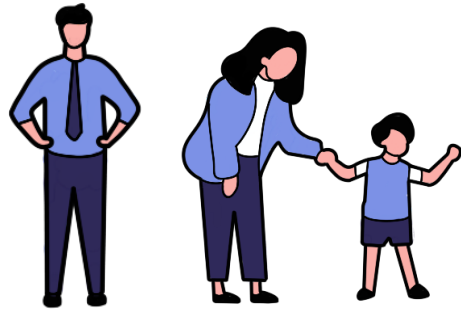
(B, Selected) This plaza is well maintained and accessible, but most people either simply smoke there or walk by. Light may be one way to encourage a more diverse range of users to utilise it.



Macro-AEIOU

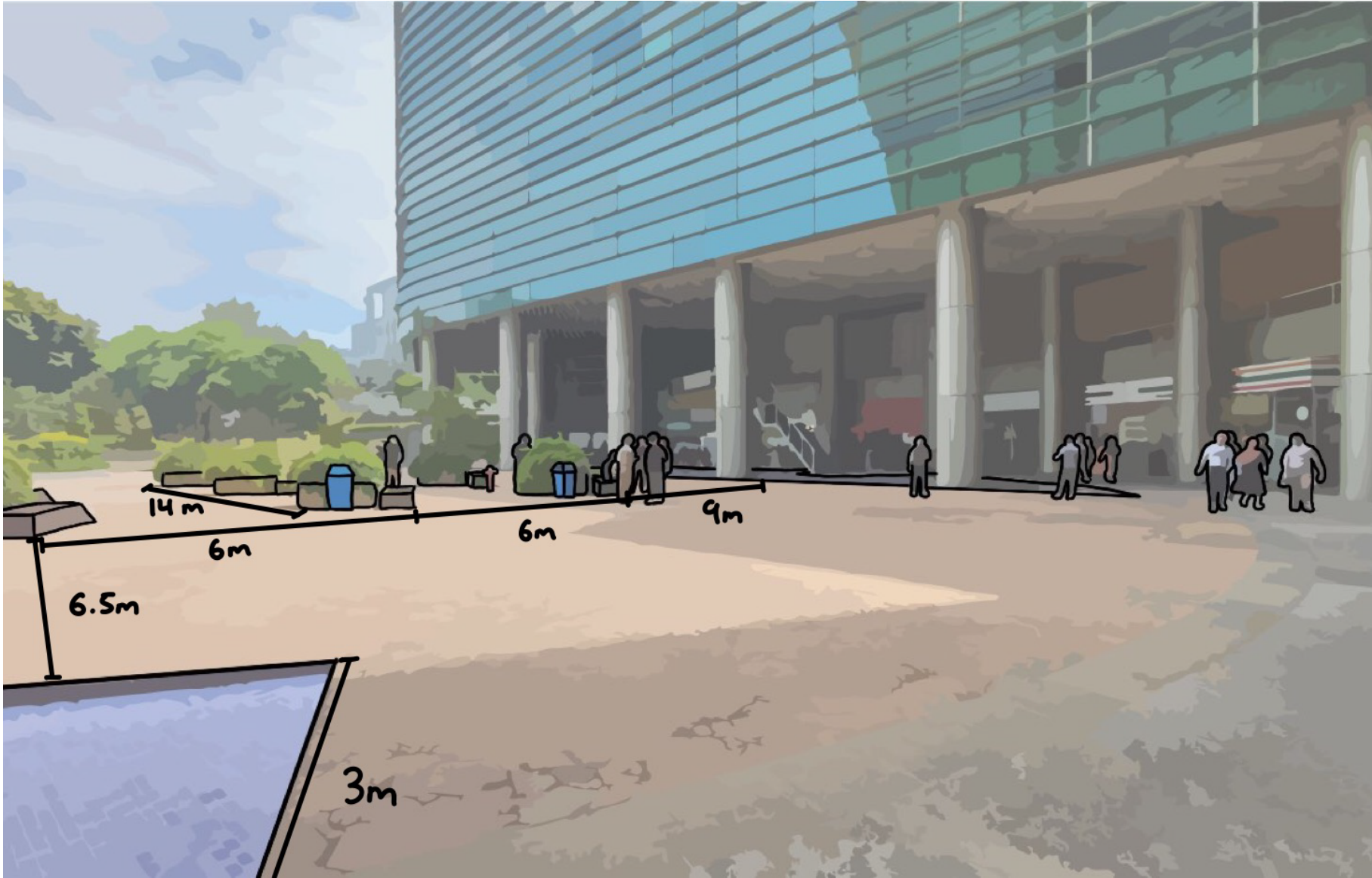
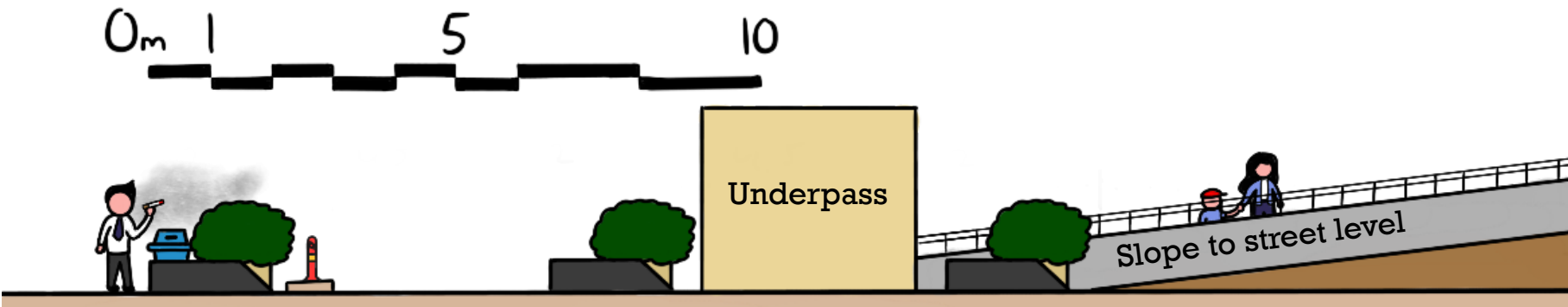
U-Users

- Office workers
- Foreign workers
- Preschoolers and their guardians
- Shops and F&B workers
- Food delivery drivers/cyclers
- Gym and park goers



A-Activities

Throughout the **work day**, office workers can be seen **smoking alone** or while **chatting with their colleagues**. In the **morning**, businessmen /women **stop by the Broadway coffeeshop** or 7-Eleven before heading off to work and parents **drop off their children** at Mindchamps preschool. Around **noon**, people from other offices also **commute to the area for lunch**. In the **evening**, office workers can be seen **exiting The Signature** and parents **picking up their preschoolers**. At night, people stop by the bar to **drink and relax**. During **week-ends**, there is **minimal activity** at any hour except for a few smokers.

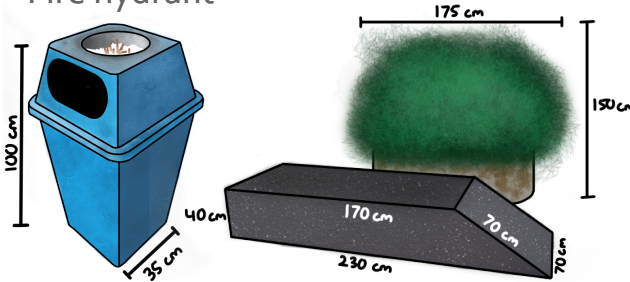


E-Environment

There are a number of facilities surrounding the plaza: The Signature office building, the Broadway coffeeshop, a gym, a florist, a clinic, a 7-Eleven, a bar and the Mindchamps preschool. Being surrounded by **natural elements**, water, plants and a constant breeze, the plaza has a **serene atmosphere**. Unfortunately, this is **disrupted** by the **circulation of cigarette smoke** around each bench. While it is **unsheltered**, the **building provides shade** throughout most of the day. However, the plaza is **dark at night** due with the lamps on surrounding pillars being only light sources.

O-Objects

- Dark stone benches in a 3x3 grid
- A bush behind each bench
- 2 rubbish bins with filled ashtrays
- Man-made ponds with fountains
- Slope next to preschool
- Drain vents
- Fire hydrant



I-Interactions

Most people stay **within the shade** of the building and the hot benches under the sun are left unoccupied. Those smoking tend to either **gather around the rubbish bins** because of the ashtray or **close to a drain vent** where they throwaway their cigarette buds. The presence of the smokers causes only **few to use the rubbish bin** and most people will **walk by the side** of the semicircle pond rather than pass through the plaza. Parents also often guide their **children away from the plaza** to instead play on the slope. Even when there are no smokers, the **association between the plaza and smoking** has created a barrier for other usages.

