

# THE MAGINHAWA LANDMARK HUB

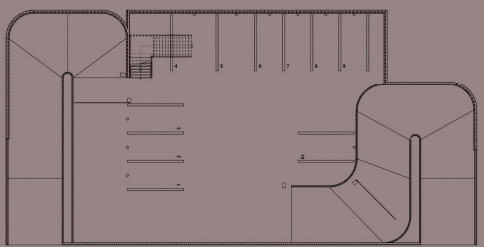
MALABANAN, JEWEL JADE S



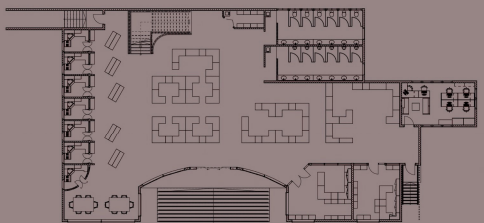
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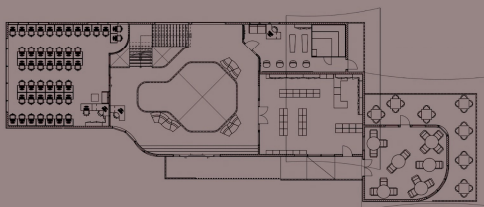
LOWER GROUND FLOOR



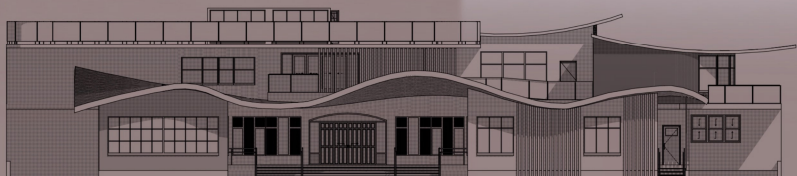
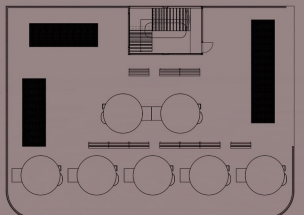
GROUND FLOOR



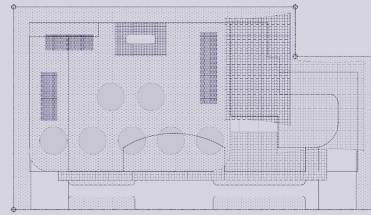
SECOND FLOOR



ROOF DECK



Maginhawa needs a covering point which will serve as an all-in-one manifestation of the area through various owned services, as well as rental spaces while solving its problems, thus, this is the Maginhawa Landmark Hub, mainly focusing on commerce and business operations.



**DESIGN CONCEPTS:**

**Diversified**

Maginhawa, is known for its great variety of food choices, but also for accommodating different types of people, starting from its residents and workers to visitors and guests. The hub manifests diversity by offering a taste of everything and through physical translation in its entirety.



**Intrigued**

Since the site is surrounded by commercial structures and possible competitors, the hub invites the people and welcome curiosity to itself by being different from the rest and representing a familiar residential feeling that reminds them of home, looking back to its origin.

**Refreshing and Neat**

Its surrounding structures have their own expressions in marketing their businesses, and as a marketing strategy for the hub itself, the compatibility of having a different feeling from the general spirit of the place is not the main concern. Instead, it creates a feeling of refreshment in straying away from the blocky nature of commercial sites. Also, the hub manifests the vibe of a clean-looking home that is well-taken care of, so as not to add to the obvious gentrification of the area, through its natural elements, reminding the people of the old Maginhawa as well, while leading the commercialization to the future.

**Transformable**

The hub also manifests transformability which enables it to still serve the people and be open for small or big renovations in case of a large shift in business trend or just life in general. The lack of parking spaces in the recent years is an example of this, which is a result of the changes in the amount of people visiting the area and of the structures built in it over the years.



