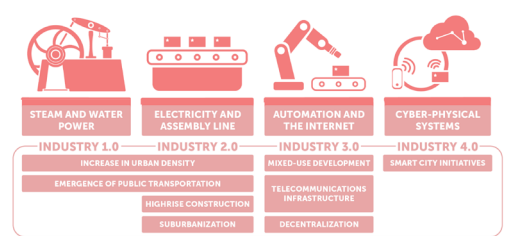


# INTERWEAVING INDUSTRIES

## REVITALIZING THE MARIKINA CREATIVE INDUSTRIES TO THE YOUTH AS A CATALYST FOR A CREATIVE CITY



### INDUSTRY AND CITY



Many local creative industries are vulnerable due to failing to keep up with new trends and technologies. As such, we need to reevaluate the role they play in city building.

### THE MARIKINA FOOTWEAR INDUSTRY

Marikina City is known to be the "Shoe Capital of the Philippines" with its industry center along Shoe Avenue. Despite the long history that many of these family-owned businesses have, the industry continues to struggle against multiple pressures.



CULTURAL



ENVIRONMENTAL



SOCIO-ECONOMIC

Trade liberalization has increased disinterest for local creative goods making the youth discouraged from pursuing work in the industry. The geological location of Marikina City provides risks against flooding. This factors into the unreliability of the industry as a source of income. Covid-19 has shown the homogenous nature of the industry. 55% of artisans in the country have faced unemployment due to the pandemic.

### CONCEPTUAL DESIGN

#### CREATIVE INDUSTRIES IN CITY BUILDING

The Marikina Creative Youth Center aims to be a catalyst for creative industries by engaging with the youth sector, while being able to provide the accessible resources and spaces for artisans to learn and collaborate on design.



#### INDUSTRY TO CITY INTEGRATION

Collaborating with the youth through Design Thinking allows for new ideas to manifest while continuing cultural heritage in the city.



#### URBAN FLOOD ADAPTATION

By building infrastructure that incorporates flood adaptation systems, the industry is able to increase urban resiliency.

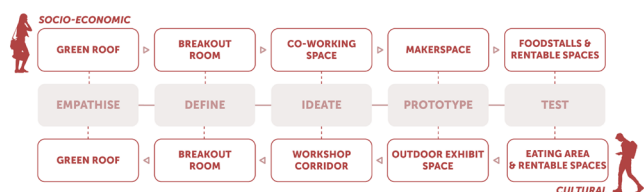


#### INDUSTRY ORGANIZATION & EDUCATION

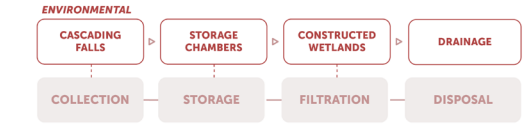
There is a need for the Footwear Industry to diversify and provide spaces for artisans to learn about alternative creative industries.

### CIRCULATORY SYSTEMS

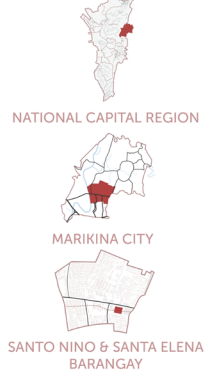
#### DESIGN THINKING



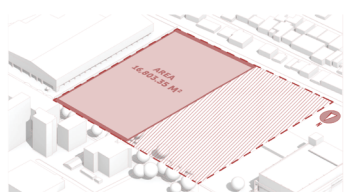
#### URBAN FLOOD ADAPTATION



### THE SITE

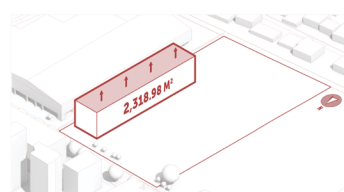


### DESIGN MORPHOLOGY



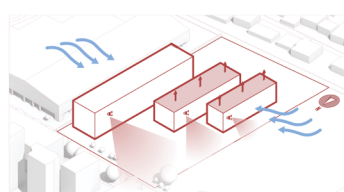
#### 1. BUILDABLE AREA

The site is divided in order to be economically viable. Five meter setbacks are placed along the frontages with two meters all around.



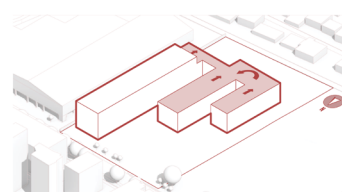
#### 2. MASSING ANCHOR

Initial commercial massing is anchored along the east where existing development is located.



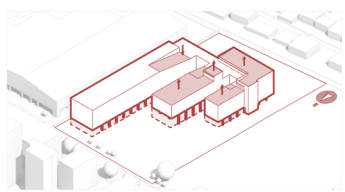
#### 3. ORIENTATION AND VIEWS

Massings are distributed in relation to prevailing winds from the east and southwest while maintaining views of the site.



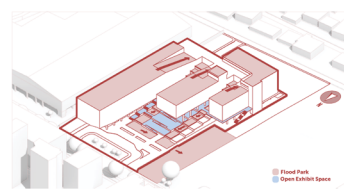
#### 4. ACCENTUATION

Central circulation links the protruding massings at the rear of the site.



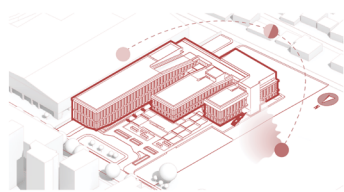
#### 5. UNDULATION

The building is elevated while utilizing useful slopes for rain collection. Spaces at the ground floor are used for services.



#### 6. PERMEATION

An open exhibit space is provided in-between the flood park system allowing for the interweaving of the spaces.



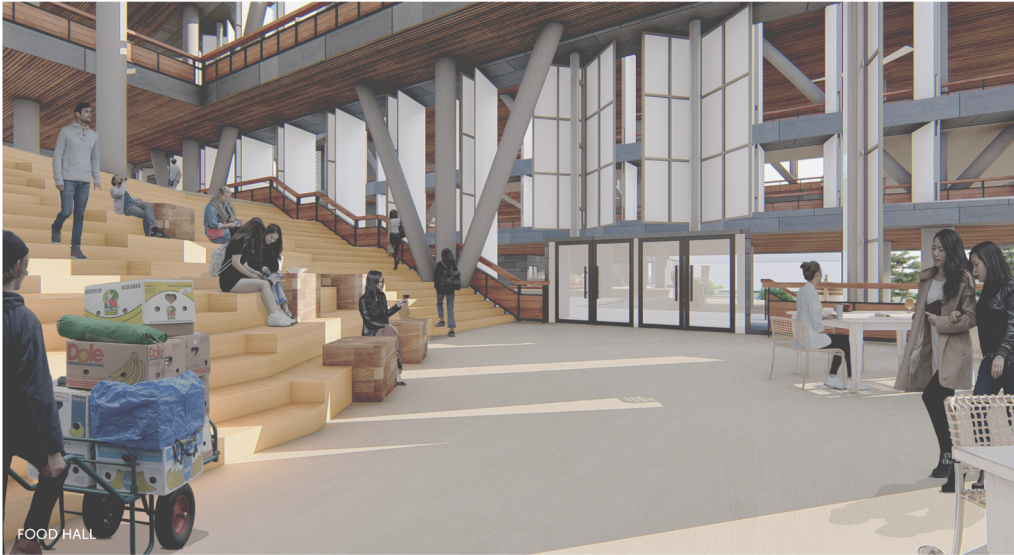
#### 7. SUN SHADING

Panels are distributed along the facade to lessen heat gain from the afternoon sun which can be used as canvasses for murals.



# INTERWEAVING INDUSTRIES

## REVITALIZING THE MARIKINA CREATIVE INDUSTRIES TO THE YOUTH AS A CATALYST FOR A CREATIVE CITY



FOOD HALL



MAKERSPACE

### FLOOD PARK

Stormwater from the green roof is collected and stored into chambers during the wet season through cascading falls that interweave between the building. Water is then pumped into the constructed wetlands during the dry season.

### COMMERCIAL

Rentable spaces and the food hall are provided along the east where the youth are expected to arrive in first. These spaces aim to attract the youth into the site while allowing artisans to test their designs and ideas.

### ADMINISTRATIVE

The Philippine Footwear Federation Inc. takes charge of the operations, maintenance, management, and renovations of the Marikina Creative Youth Center.

### INNOVATION HUB

The hub provides access to information, materials, and workspace in regards to different creative industries that artisans can learn from.

### SERVICES

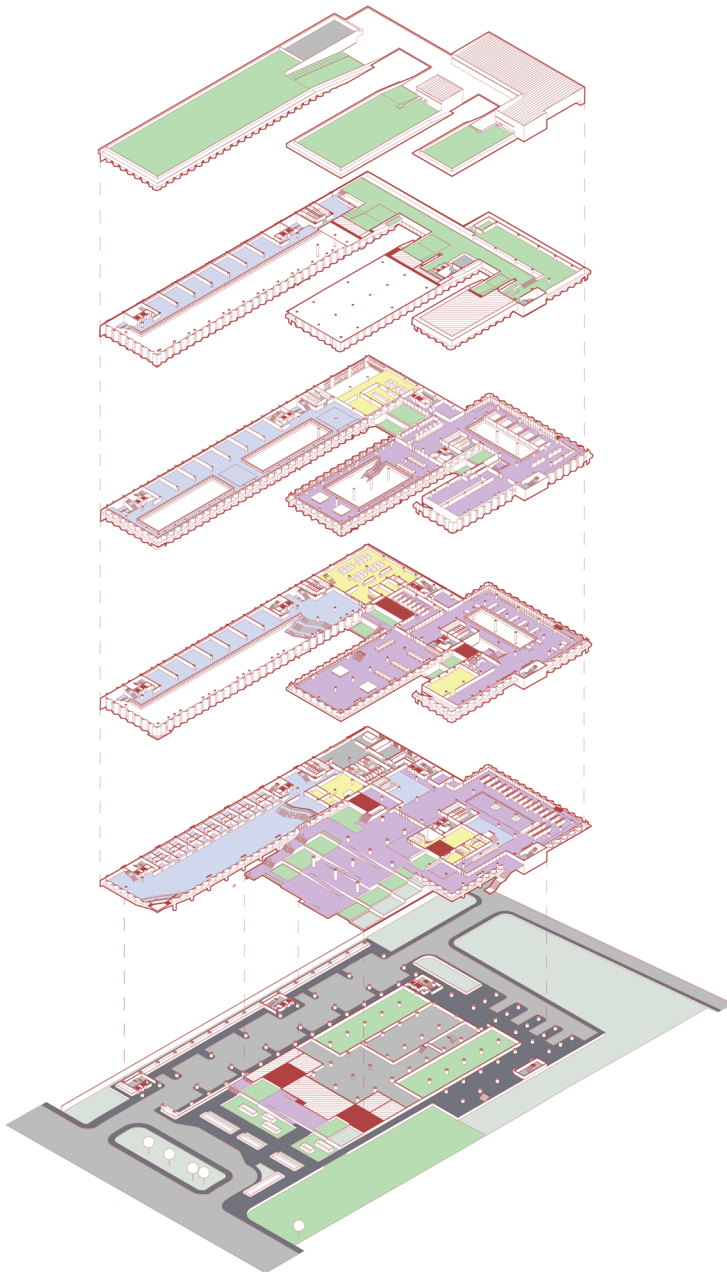
Utility spaces are located in proximity to the Commercial and Innovation Hub. Elevating the building allows for service spaces such as the pump room and the water tank to be hidden yet accessible on the ground floor.

### SITE PROXIMITY

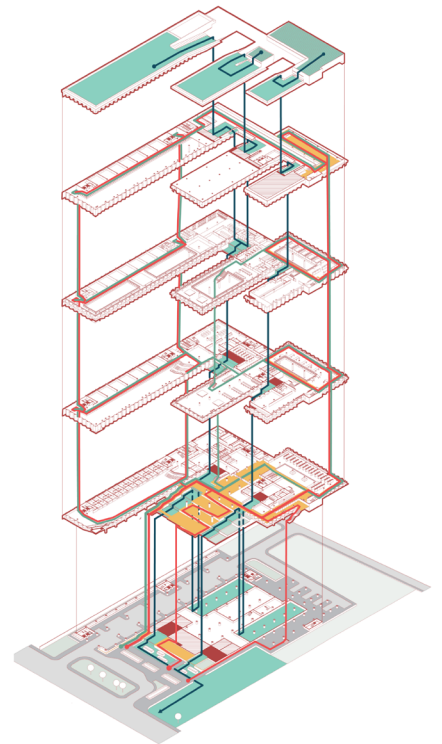


Site proximity to Shoe Avenue is important as rapid distance decay diminishes any benefits from creative industry agglomerations. The site located along Sumulong Highway is 505 meters away from the industry center and is easily accessible to artisans and the youth with public transportation routes.

### SUB-GROUP ZONING



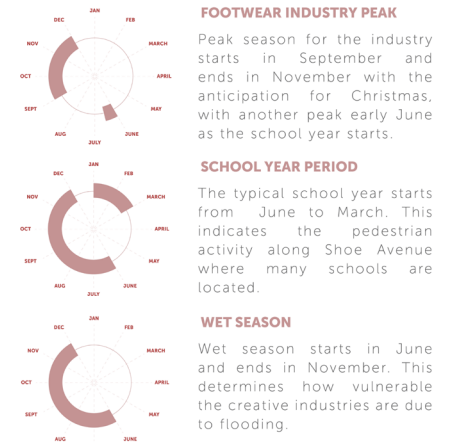
### CIRCULATION



■ SOCIO-ECONOMIC ■ CULTURAL ■ ENVIRONMENTAL

Circulatory systems interweave in the building as users go through different phases. This allows for artisans and the youth to learn and collaborate.

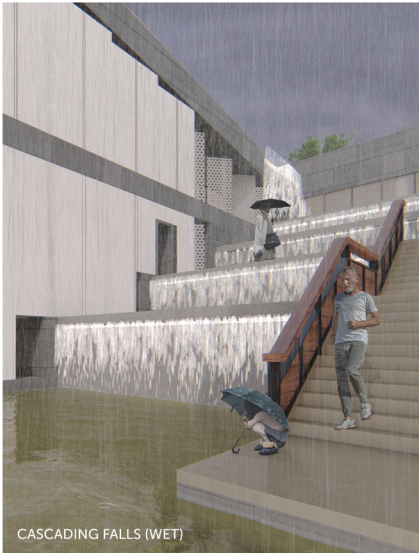
### TEMPORAL ACTIVITY





# INTERWEAVING INDUSTRIES

REVITALIZING THE MARIKINA CREATIVE INDUSTRIES TO THE YOUTH AS A CATALYST FOR A CREATIVE CITY



CASCADING FALLS (WET)

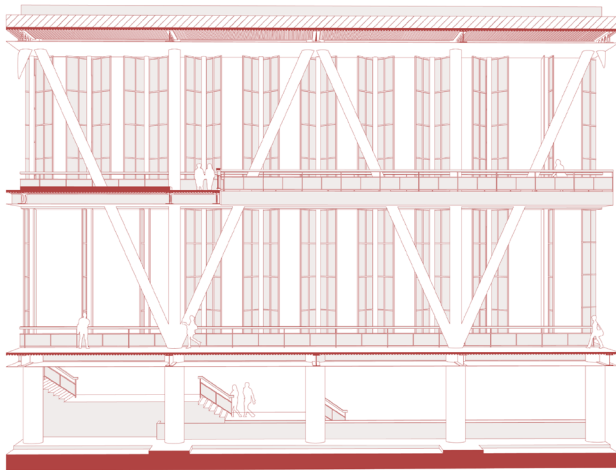


WORKSHOP CORRIDOR



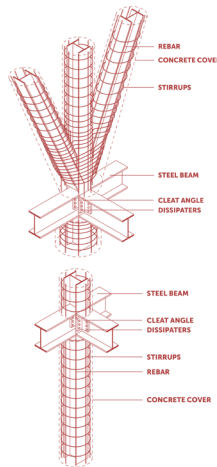
BREAKOUT ROOM

## STRUCTURAL SECTION PERSPECTIVE

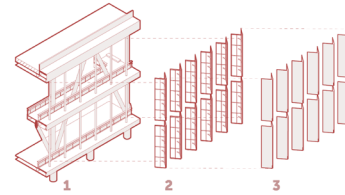


The building utilizes inclined concrete encased steel columns which allow for fire and corrosion resistance, smaller structural elements, and cheaper costs. With the elongated massings, inclined columns allow for longer spans.

## DETAILS

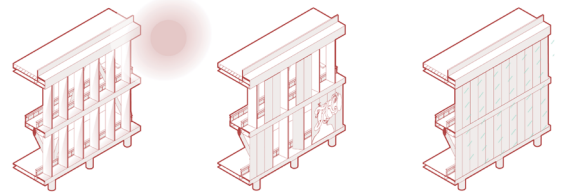


## SUN SHADING EXPLODED DETAILING



- 1 Steel hollow pipe supports
- 2 Steel frame with industrial hinges
- 3 White polyester powder-coated steel panels

## FACADE VARIATIONS



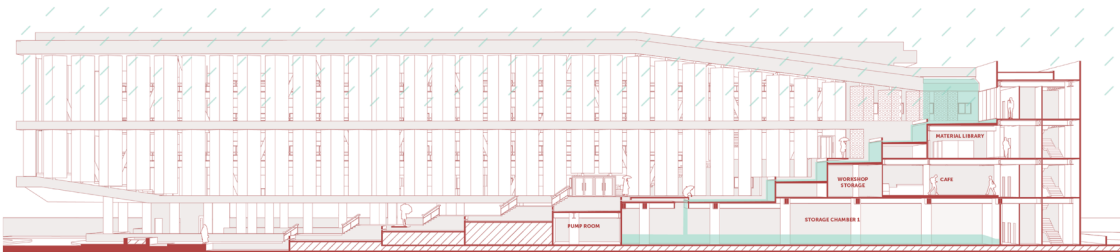
MINIMAL

PARTIAL

COMPLETE

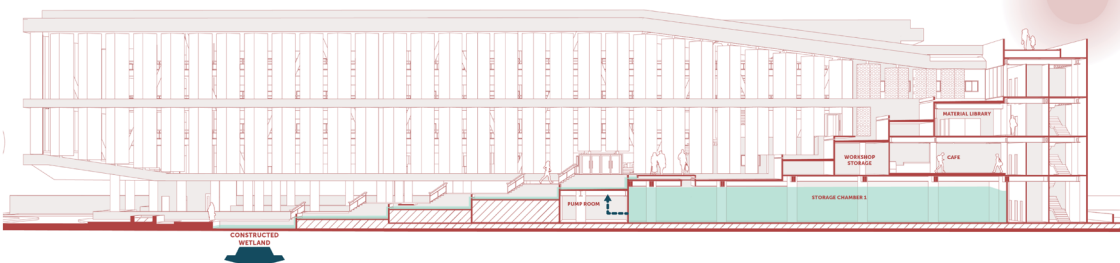
With the afternoon sun coming from the west, vertical sun shading devices will minimize heat gain. Sun shading devices are operable allowing for partial and complete protection from rain. This as well allows artisans to use the panels as canvases for murals, forming an interactive facade that changes throughout the year.

## URBAN FLOOD ADAPTATION



### WET SEASON

Rain from the green roof flows down into the cascading falls and into the storage chambers located at the ground floor. Capable of collecting 3919.54 m<sup>3</sup> of water, the storage chambers help mitigate flooding in the area which can later be released during the dry season.



### DRY SEASON

Water pumped out of the storage chambers during the dry season is used as a wayfinding tool as it flows into the constructed wetlands. The constructed wetland composed of cattails and reeds that can filter stormwater.