

Pavilion as a Part of the Image of a City

5 problems in the development of the pavilion in a public space

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The study deals with the effect of the pavilion in public areas. It illustrates the current situation in the global context. However, it preferentially examines a pavilion in terms of a socializing element in a city and the impact of a pavilion on increasing the identity of a place. It is assumed that a pavilion with its functionality, form and topicality can bring new quality into a territory and public spaces.

Image;pavilion; public space;

Spatial development of cities increasingly requires a strategy reflecting demands and needs of contemporary society. In connection with the worldwide trend of globalization, concentration of vast majority of job opportunities into urban agglomerations has been occurring. Results in rapid population growth in cities providing suitable conditions for locating new investments. As a part of the mentioned trend in the concentration of production and population into urban agglomerations, the need for a fast solution of issues of public spaces as a basic skeleton structure for transformation of the intra-urban structure or its new development is beginning to emerge. Tendencies of population concentration create often large monofunctional territories without impulses conditioning working or other activity in such area, so there is an urgent need for integration of additional functions of public and semi-public spaces into such territory. Public spaces in the new context of urban development are becoming an important social phenomenon of the city. The topic of so-called “*temporary public spaces*” - starts to emerge nowadays. These are spaces offering a diverse range of incentives for the public e.g. city beaches, picnic areas, green parking plots with street furniture, areas for “*street performances*”- street art, and recently fashionable and often projected pavilions with variable disposition, intended mainly for presentation, education and relaxation.

A pavilion, the bearer of an impulse, identity, information and orientation, has become a favourite element in urban structures. At the same time, it is an object, which can determine human activities taking place in and around it, since it is a part of the public space. Impulses, which a pavilion as a clearly defined space within the urban structure often brings, are associated with social interaction.

Besides the benefits of social interaction, a pavilion has the feature of marketing influence on its surroundings. The twentieth century architecture has increasingly been in the

position of a medium presenting ideology, identity and lifestyle of individual cities. As a result of globalization, there is an effort of cities to differentiate themselves and create their own identity and a pavilion has increasingly important role in this. The current trend respect “*global iconic architecture*”, of which goal is to reflect the particularity of a place as much as possible.

A pavilion can also be included among marketing tools for the presentation of an idea, product, people and the results of their activities to a wide range of residents. This presentation ability helps to create an overall impression - an image of a place or a city.

Pavilion

The form of a pavilion, as we see it today, had to undergo longer historical development. The forerunner of a pavilion is already present in the Renaissance and Baroque. Meaning of the word comes from Latin word “*papilion*”¹, which means (a butterfly, a tent). The object was used mainly for distraction, entertainment, and sacred rituals. Some authors were devoted to the characterization of a pavilion.

Dudák² specifies a pavilion as:

- originally a square tenth made of loosely hanging fabrics
- a smaller, separate, ground, one-dimensional garden construction, usually of a central ground plan, with decorated interior and exterior

Herris³ specifies a pavilion as:

- a separate or joined construction for entertainment, specialized activities and activities, usually located in a garden, an exhibition area, market or amusement park; it is a temporary, decorated construction or a tent

The author separates contemporary pavilions to:

- permanent (multi-functional) pavilions
- promo pavilions
- pop-up pavilions
- expo pavilions

A permanent (multi-functional) pavilion:

- an object ranging from 100 to 300 m²
- it attracts attention

- it is a self-supporting structure not firmly anchored to the ground and therefore it is not a building
- it has at least one and at most 4 functions
- it should navigate
- it should activate
- it should motivate
- its form is freer

A promo pavilion:

- means of direct marketing communication with the public, clients
- used to increase awareness of a company, an event
- it is used in public space within a limited period of time 3-4 months
- it is the holder of current information

A pop-up pavilion:

- temporary
- uses the element of surprise
- it is mobile
- it is light

An expo pavilion:

- is specified as a building
- the object must also deal with static and dynamic traffic
- it designs its own public spaces in the pavilion and its surroundings
- it is a part of an expo park
- it ranges from 1000 m² to 6000 m² and more
- it should play the role of a national symbol
- it should act as an exhibition building
- is an advertising and marketing tool for communication with other countries

Public space

The main feature of these areas is their openness, public accessibility and their free use throughout the day. Public spaces should be the image of advance of our culture and values; they should reflect the nature of the area, locality and the city.

Kevin Lynch ⁴ specifies = public space

- viable
- accessible
- perceivable
- manageable
- controllable
- capable

Allan Jacobs and Donald Appleyard ⁵ specify = public space

- habitable
- identical
- controllable
- authentic
- sustainable
- effective

Bentley ⁵ specifies = public space

- readable
- defined
- formed
- functional

The author perceives public space as:

- conceptual
- safe
- direct / open
- varied
- contact

Image

Term “image” is linked mainly to personal image of personalities, but its true meaning is connected with marketing and it is closely related to corporate identity ⁶. In connection with characterization of the term we can encounter with ideas of authors who understand the image in various ways.

- Vysekalová and Mikeš ⁶ indicate that image has the nature of a simplified and generalized symbol based on a set of ideas, attitudes, beliefs and experiences of a person in relation to a particular object.

- Dictionary of an American marketing company defines image as: customer's perception of a product, institution, brand, business or person, which may or may not correspond with reality.

-Nykryn ⁸ defines image as: an idea about a product, which is formed due to the objectification of many subjective claims and which is fixed in collective opinion.

-Kotler ⁷ defines image as:

a set of views, ideas and impressions that a person has of a particular object.

1. The Issue of an Assignment

The importance of an assignment is the first important step towards creating a successful design of a pavilion as intervention in public space. An assignment should provide initial requirements for the object which will be designed and it should define the fundamental questions and answers. Where will the pavilion be located..? What will its purpose be? Who and what should it represent? What pavilion type it should be?

Creation of an assignment should be the result of broader discussion of a group of experts, demographers, third sector representatives, sociologists. The result of such discussion should clearly define needs and requirements, which the future design should take into account. However, there often is a situation, when an intent is vague and requirements are too broad, which is not sufficient basis for a successful design and implementation. Progression from research through discussion, assignment creation and implementation will provide the expected result.

Private sector exceptionally engages in public areas, however, it should provide an assignment as basis for a proposal and implementation, which will be formed by city representatives in cooperation with private entities. A city always decides about public areas and their conception, potential and future direction. However, we can follow the second model, when a city enters into cooperation with a private investor or a company. In some cases, a city does not have sufficient funds to cover the project implementation, but on the other hand, it can provide free use of public spaces in which the project will be implemented and the city can significantly promote the project. The private sector significantly benefits from advertising, promotion and can increase its brand awareness, the company public image.

2. The Issue of Location

A pavilion can be in two locations in relation to urban structures:

A. pavilion in a rural area as a part of specific functional complexes.

It acts as a "creator of the environment", for example in Expo world fairs; a pavilion plays the role of a maker of an urbanistic composition. Expo pavilions fall into this group.

B. pavilion within a residential area, supplementing an urban structure

- pop-up pavilions occur within an outer city
- pop-up and permanent (multi-functional) pavilions occur within an inner city
- permanent (multi-functional) and promo pavilions occur most often in a central urban area

The location of a pavilion should respond to tracing of most frequent movement of people, who have tendency to use the shortest route. Sociologist Der Jonge in research aimed at Dutch recreational facilities pointed out the "edge effect" ⁹. Preferred places of recreation activities have been intensively occupied around the edges and not in free areas. On the basis of the proved facts it can be assumed, that a pavilion can be more successful, if the edge principle is taken into account when deciding the pavilion location. In respect of the pavilion type we can see various demands for the object location in public areas.

A. Permanent (multi-functional) pavilions

- clearly define the area
- address the relationship of matter and free space
- address the suitable proportion of scale and importance of the pavilion
- address the shape, density, and intensity

B. Promo pavilions

- are placed at very busy transport nodes, e.g. in front of a railway station, bus stops, major institutions which are to be pointed out
- their location is a clear and logical result of movement of people in order to eliminate an opportunity to avoid the pavilion

C. Pop-up pavilions

- intervene in the space, randomly focus on extreme places, e.g. under bridges, on top of buildings, etc.
- do not address precise location
- benefiting from a given, often attractive environment in limited time

D. Expo pavilions

- are placed mostly in rural or peripheral parts of a city
- demand usable space
- connect to infrastructure
- have a pre-defined location

3. The Issue of Scale

The current middle and younger generation of architects brings "titillating ideas" to public spaces, but unlike their predecessors, they often transform them into a smaller scale, which seeks to enrich the life of the existing urban structures of European and world cities. This situation is surely also influenced by financial crisis, which has stopped the trend of megalomaniac solutions of some universal template for each type of assignment. Within the XL, L, M and S scales, a pavilion falls into so called „small scale“. The growing interest in urban projects of this scale is probably caused by low demands in terms of project implementation process and by fast effect on public space. In principle, we can encounter pavilions with two different characters and related scales when designing pavilions. The first type is found most often in free

areas of public spaces. The scale increases and decreases depending on free space that it is available. This category includes multi-function pavilions, promo pavilions and pop-up pavilions. Their area ranges from mini 100 m² to max 400 m². A proper pavilion scale design should take into account:

- pavilion scale in proportion to the surrounding buildings
- pavilion scale in proportion to a person
- pavilion scale in proportion to the public space scale

Another fundamentally different type of a pavilion in terms of scale is an Expo pavilion, which can be classified as a "large scale" pavilion. A significant feature of these objects is, that they are considered to be buildings. Built-up area is bigger, in the range from 1000 m². For these reasons, because of their footprint, expo pavilions are proposed for peripheral parts of a city or mono-functional areas.

4. The Issue of Function

Priority issue related to the success of pavilion implementation is its functionality. In justified cases it is possible, that an object without a function can be also successful. However, my opinion is, that the function plays an important role in maintaining the interest of a resident, a user of public spaces, in a given object.

The importance of function can be observed at two levels:

A pavilion with functional content

- presentation function (openings, fairs, events)
- assembly function (lectures, discussions)
- services (a café, information, a bookshop)
- advertising function, targeted promotion of a brand, product
- interactive function (lights, audio-visual projection, 3D)

A pavilion without functional content

Term "pavilion" increasingly includes also objects, the scale of which suggests, that they could be this type of object, but in the majority of cases they are architectural works of art or free-form sculptures, which rather belong to the category of sculptural installations.

5. The Issue of Form

A pavilion yearns to be an icon! The form of a pavilion matters! The crucial feature is, that this object should complement, complete and enrich public spaces. It should be an object that can get closer to the current atmosphere of the urban and street life through its design. Therefore, it probably would not be correct to say, that the form is not important. How do we behave when buying books, cosmetic products, lamps, T-shirts and iPhones etc. What do we notice first? In the first place the package, therefore the form?! In the second place

its quality, relevance and functionality. A pavilion brings a new impulse to public spaces and the impulse is its mass execution, often helping create the desired scale and attractiveness through additional intervention.



Figure.1 O. C. Cruz, I. Guedes, M.Santos, A. Cruz , Olympick pavilion ,London

I globally perceive the form in two positions, the first is a descriptive form that we can observe in Figure 1 in the winning design of the competition and the Olympic Pavilion in London. The Portugal team of architects O. C. Cruz, I. Guedes, M.Santos and A. Cruz designed a pavilion in the shape of the Olympic logo, so they chose the descriptive form that clearly and purposefully creates clear association with the symbol of Olympic Games.

Figure.2 Toyo Ito,Sumika pavilion, Japanes



The second method is an abstract form in Figure 2, which allows an observer to use imagination; it is not based on clear association.

In the controversy over the perception of the form I imagine the creation process itself, in which the concept of matter is the result of deliberating over the pavilion. If the assignment is a new variant of the function in public spaces, the form is the result of the considerations about the programme. Then the internal use of pavilion has an impact on the modelling of form. If the pavilion form addresses not one but two or three functions, we can see certain relationships that affect the expression of the form:

Function + idea

- a closed, roofed object
- lower object passability
- increased rate in connection with the internal programme
- more than just one space

A fundamentally different method is designing of form without internal restrictions, looking for tectonics, ornament, grid or structure of a pavilion. Such pavilions are focused on packaging generation. In this case we can see different signs of the form.

Construction + idea

- partially roofed
- high passability and openness

Conclusion

The article is devoted to five problems of a pavilion. We can summarize, that the pavilion is one of the elements of urban design, which significantly enhances public space. Urban design is an essential part of the visual style of a city. Current growing interest in improving public spaces of individual countries brings attention to a unified concept that can be the result of a targeted marketing strategy of a city. In the article we address some issues related to designing pavilions for public spaces.

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