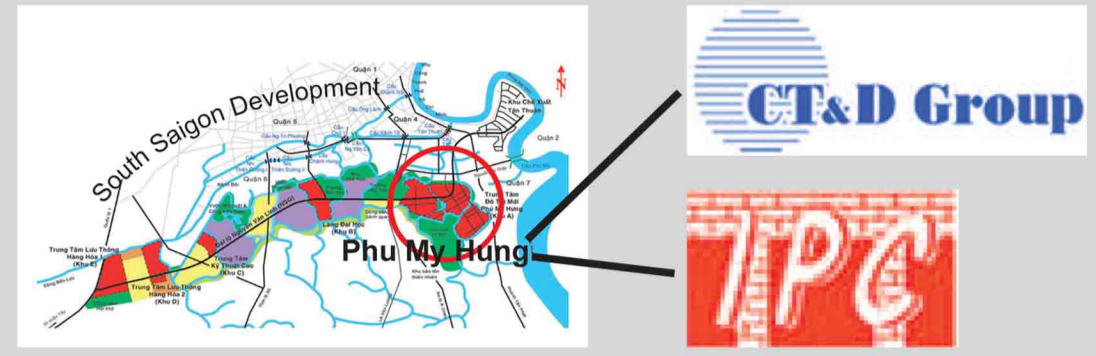


COMPANY AND PROJECT

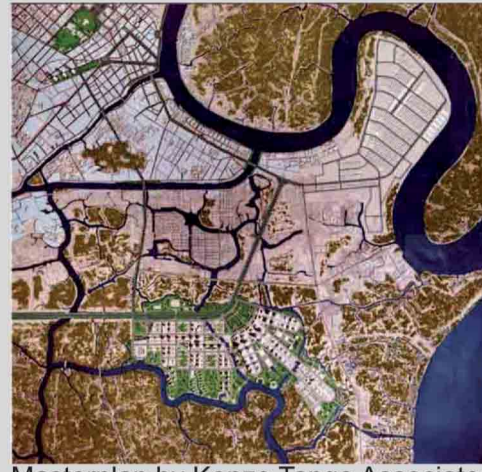
The **Phu My Hung Corporation** has been established on 19/05/1993. It is a joint venture between the Industrial Development Tan Thuan (IPC - Vietnam) and Group Central Trading & Development (CT & D - Taiwan).
IPC: Representative of the People's Committee of Ho Chi Minh City, contributed 30% of capital over land use rights and human resource for the PMH development.
CT & D is one of the foreign investors the largest and most successful in Vietnam with a total investment capital of over 650 million USD equivalent to 70% of shares in the project Phu My Hung. Besides this urban development, CT&D invests and manages other projects in Vietnam.



A fragmented development of the design process

Masterplan

Between the participant to the competition for the masterplan of the whole Saigon South Development, three competitors were selected: SOM, Kenzo Tange and Koetter & Kim. They were assigned together to draw a new masterplan resulting from their old ones, satisfying the requests of the company.



Masterplan by Kenzo Tange Associates for the competition

Realized buildings

Most of the executive designs have been drawn by local architects, mainly NQH studio. Often the realized building doesn't strictly follow the intentions contained in the original project, and the details are not perfect compared to the standard meant in the preliminary design.



Garden Plaza 1. Realized following the construction document made by NQH.

Preliminary designs

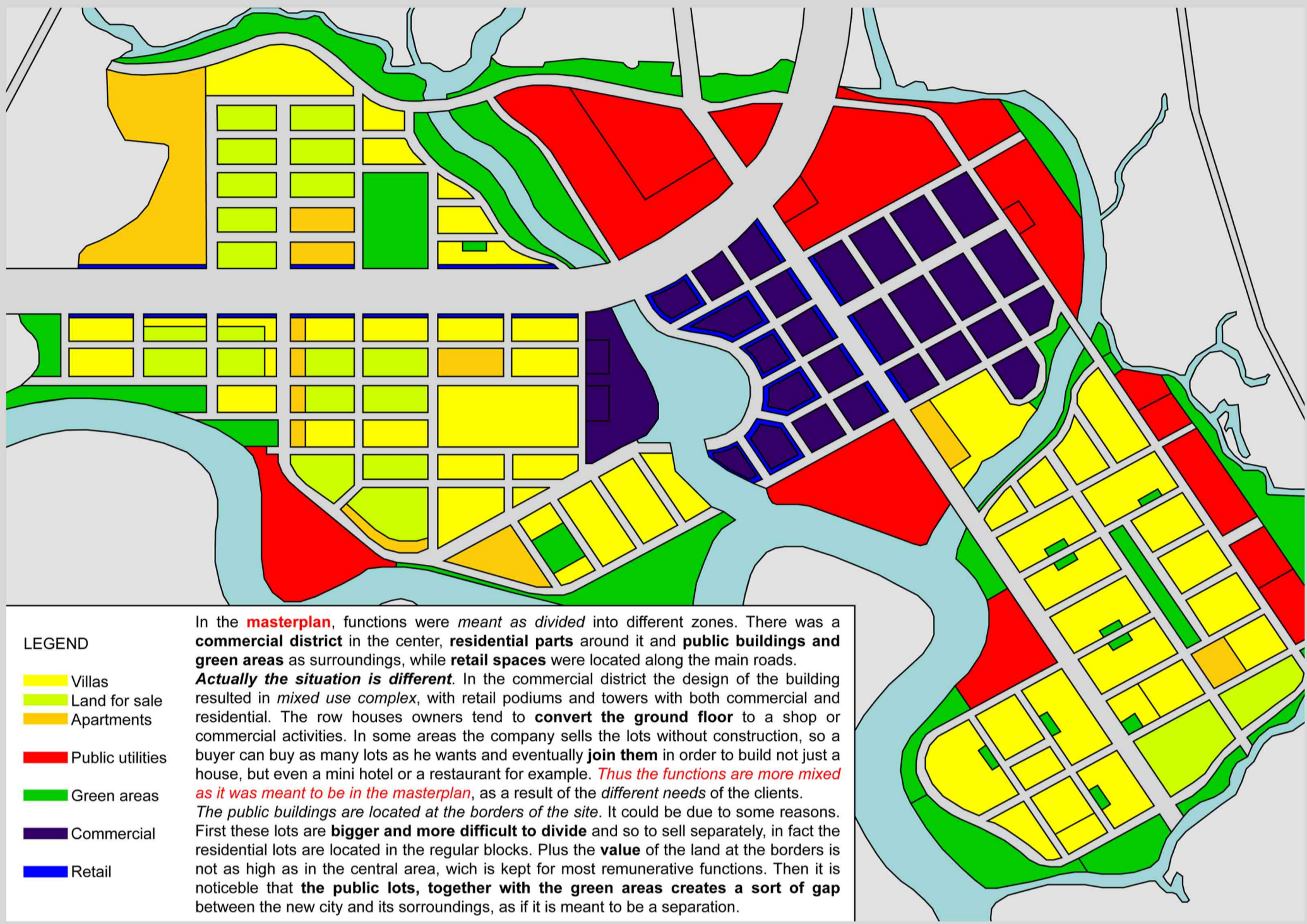
At the preliminary design stage international architects were involved, by calling for the private buildings and by competition for the public buildings. Studios like KYTA (Singapore), SURV (China), Tange Int'l Consultants (Singapore, branch of Kenzo Tange Associates), NQH (Vietnam) The render shown here is by a Japanese architect working for KYTA.



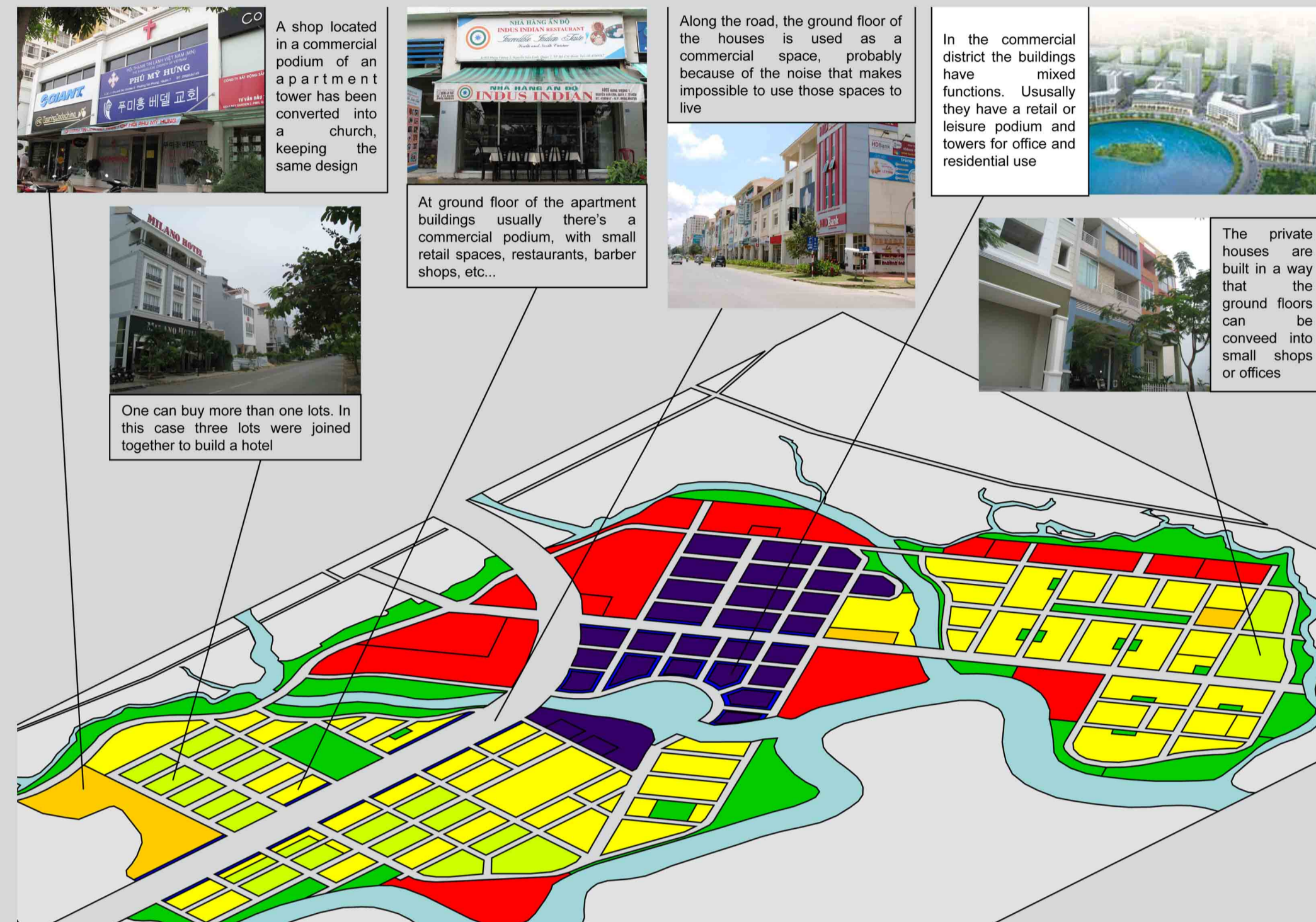
Garden Plaza 1 by KYTA (Singapore)

FUNTIONAL MIXING

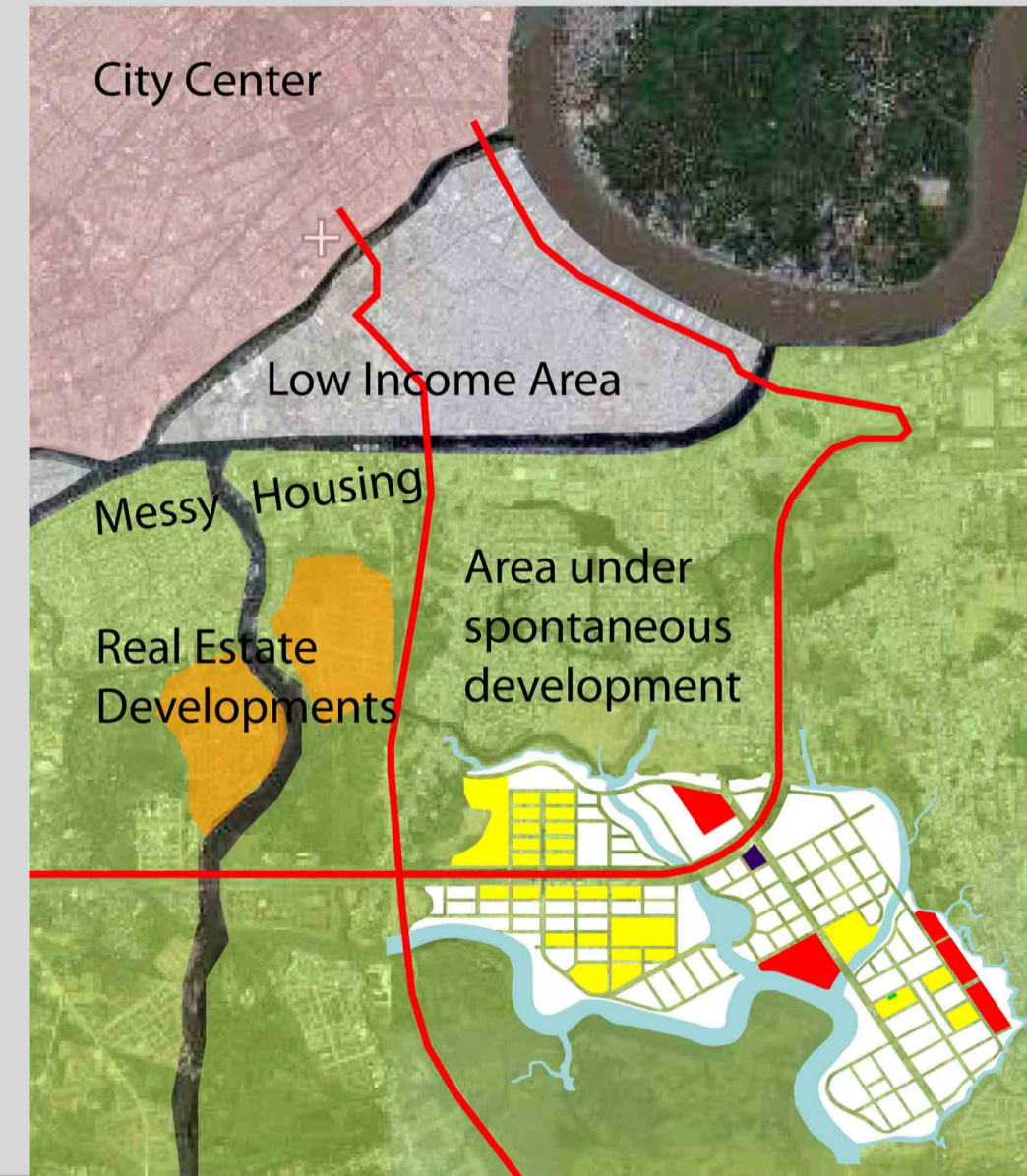
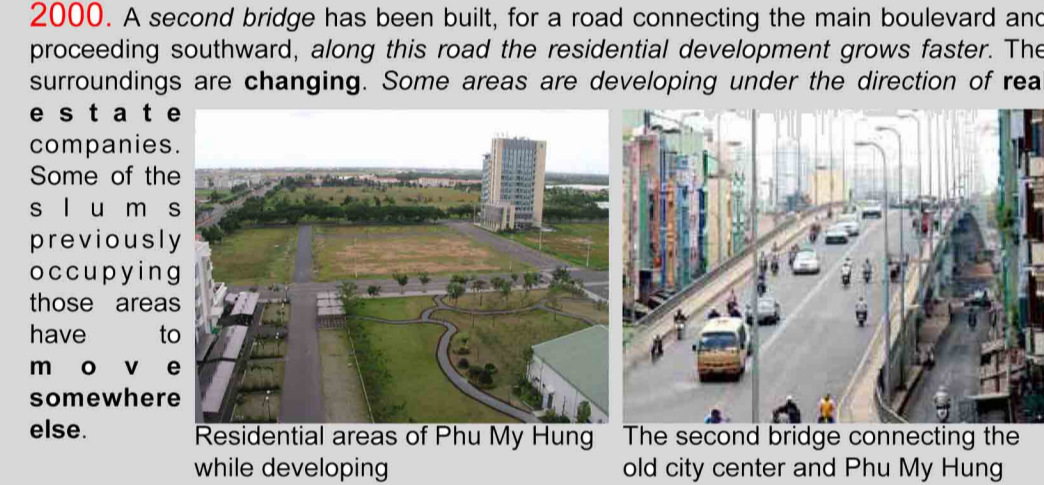
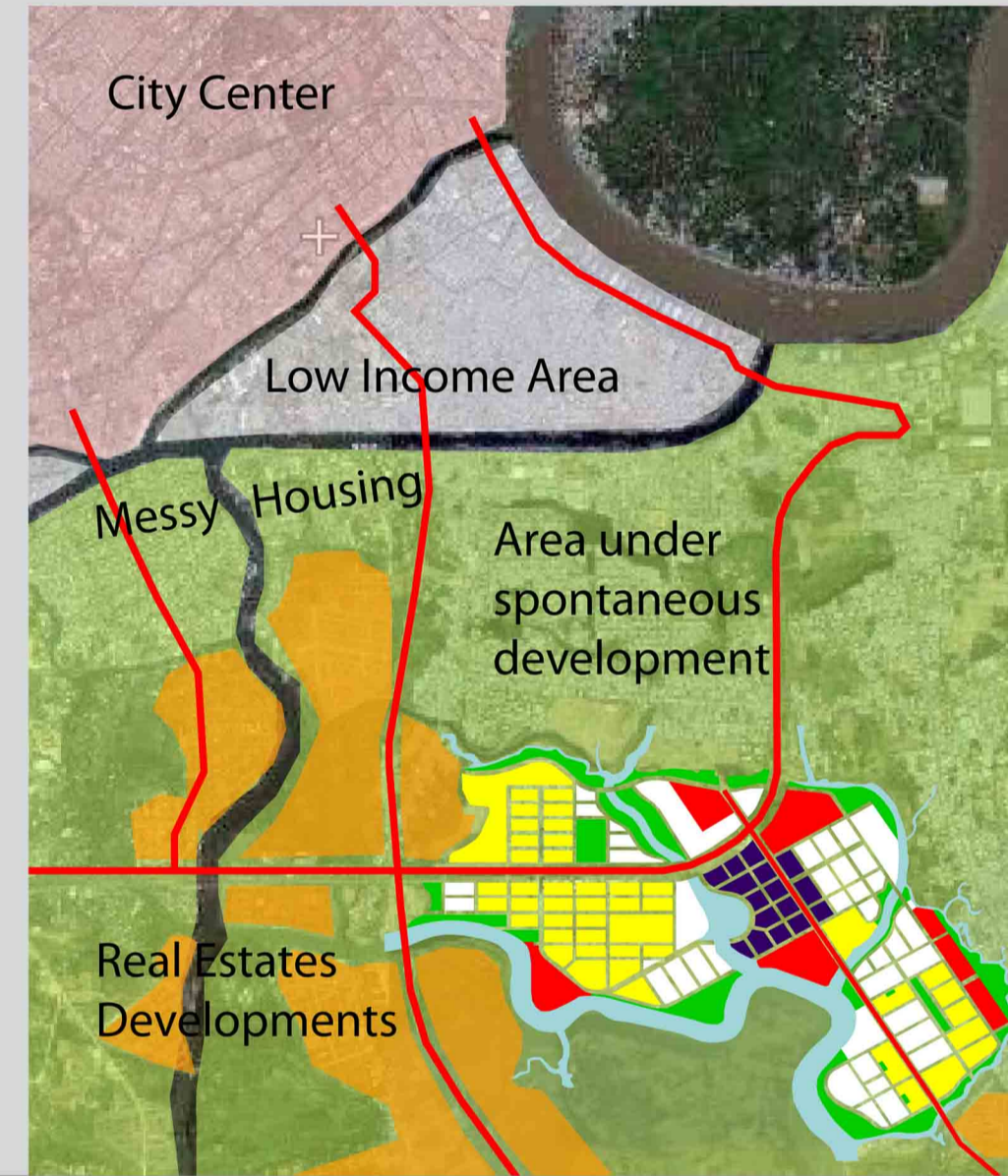
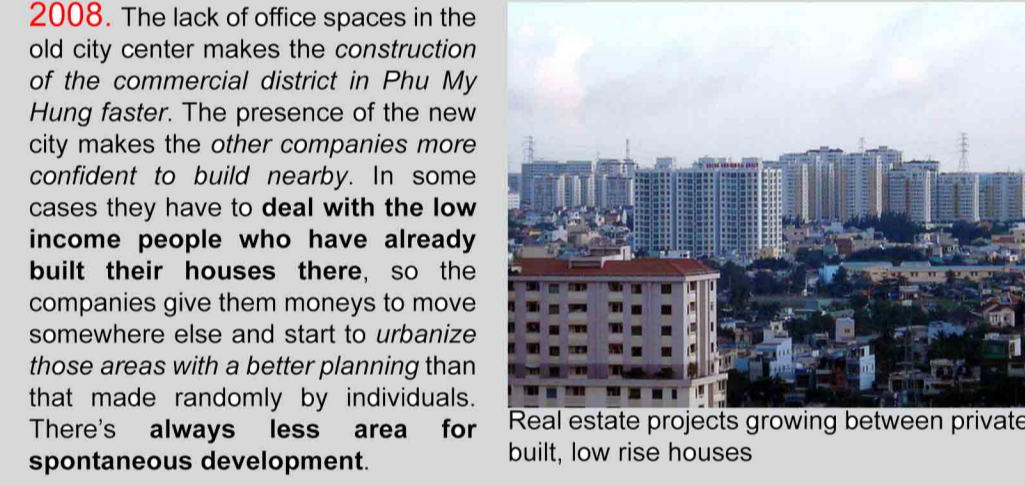
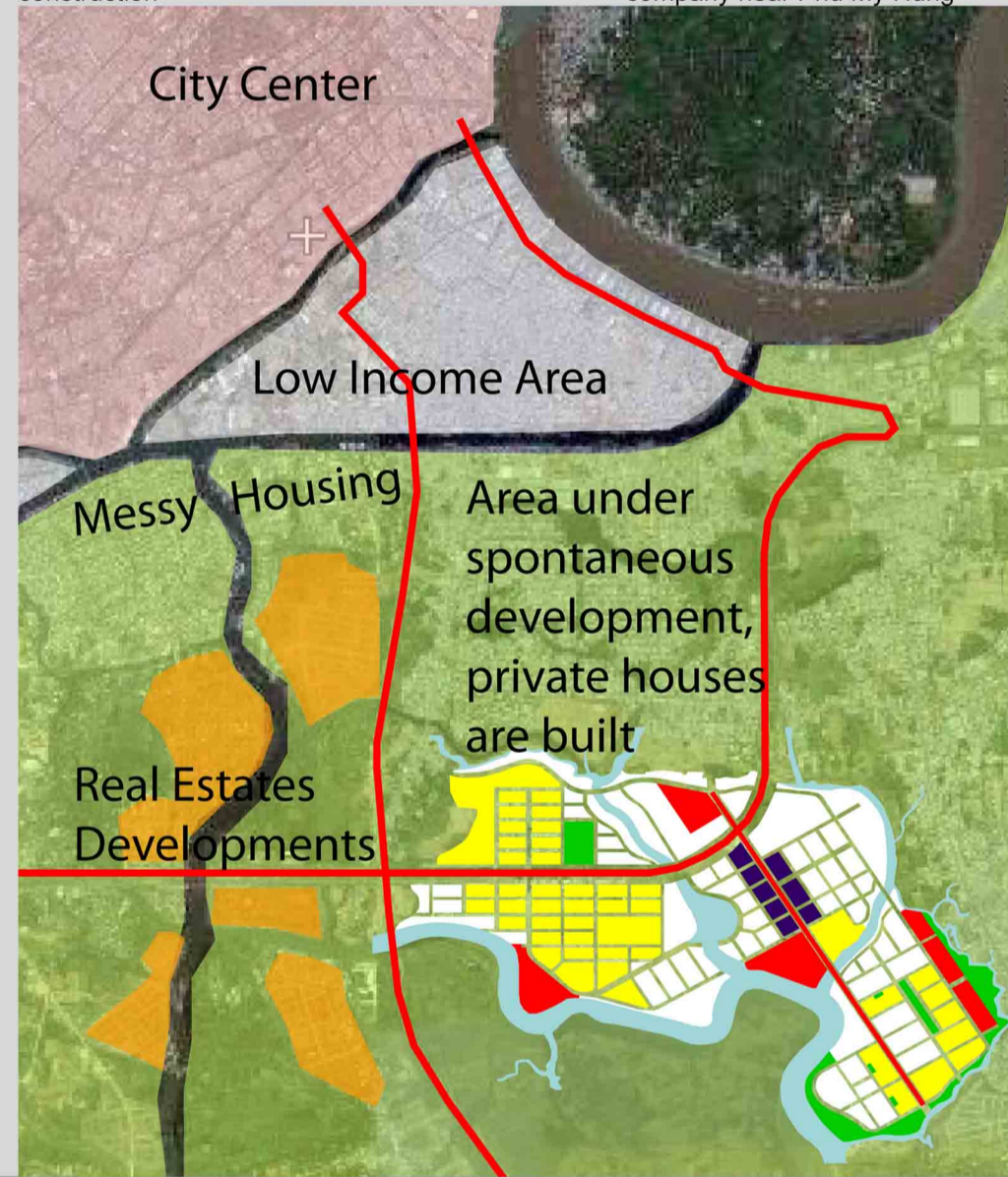
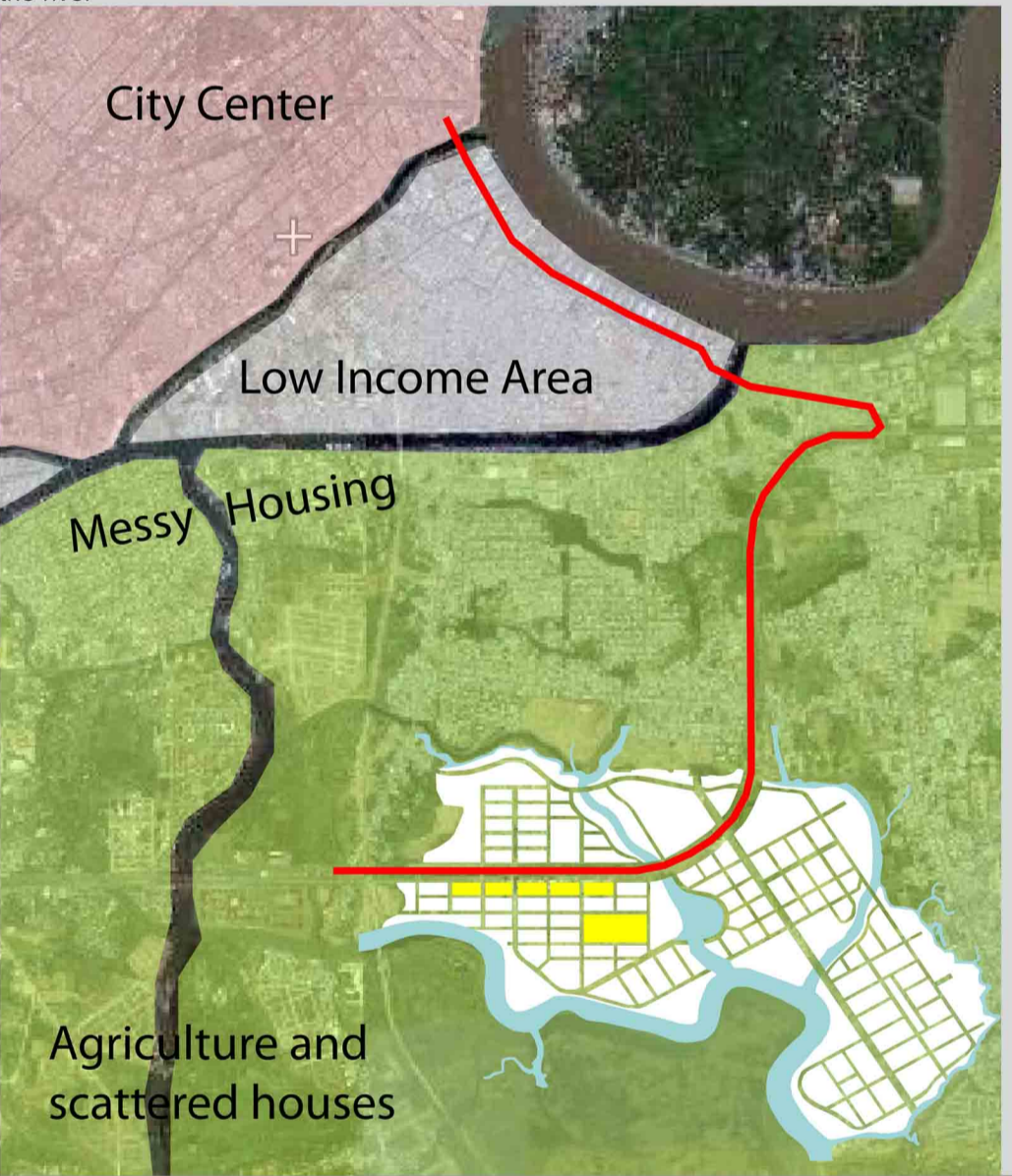
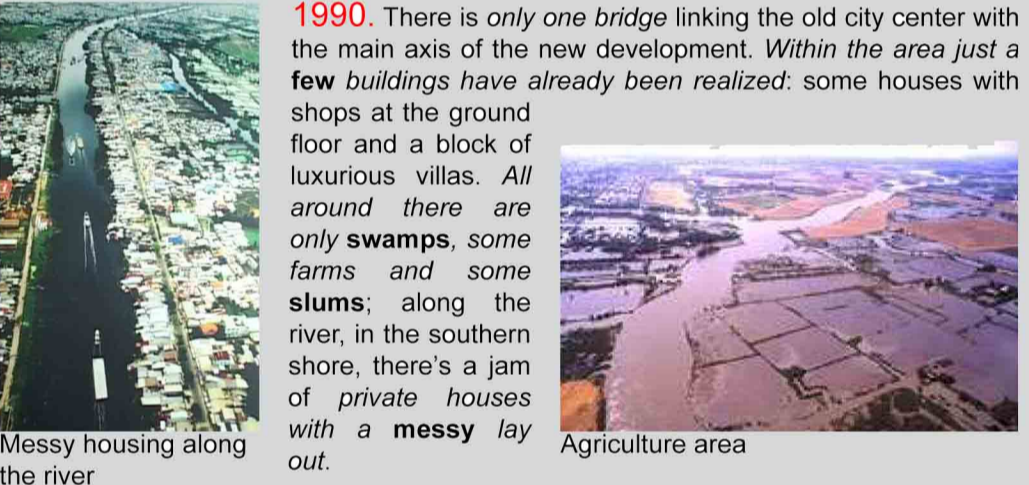
The masterplan of the new city, made by zoning action, represents what the company and the government want but lacks of what the people really needs.



Functions have been changed from the zoning masterplan to fit real life necessities.



RELATION WITH THE LOCAL COMMUNITY

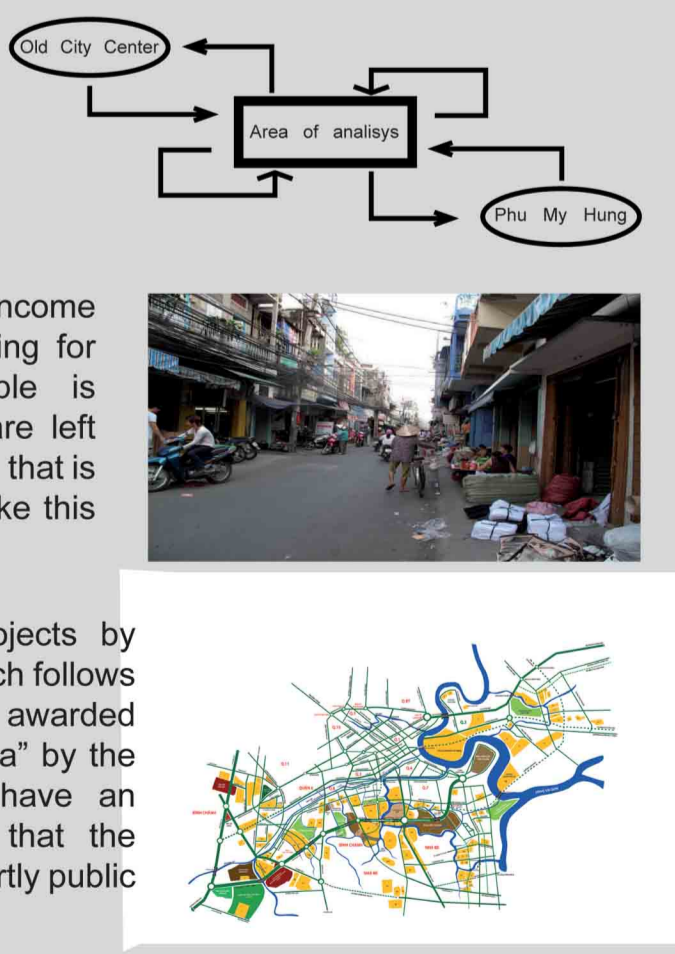


AREA OF RESEARCH

District 4, which starts to be redeveloped, plays an important role in providing low-cost workforce and services to both old and new city centers.

The demand for houses by low income people is high, while the housing for mid and high income people is redundant and many houses are left empty. The tax on the properties, that is going to be introduced, will make this situation unsustainable.

Currently, there are many projects by other real estate companies which follows phu my hung success as it is awarded "the standard city of the new era" by the government. It is urgent to have an alternative solution. The fact that the company is partly private and partly public should help this change.

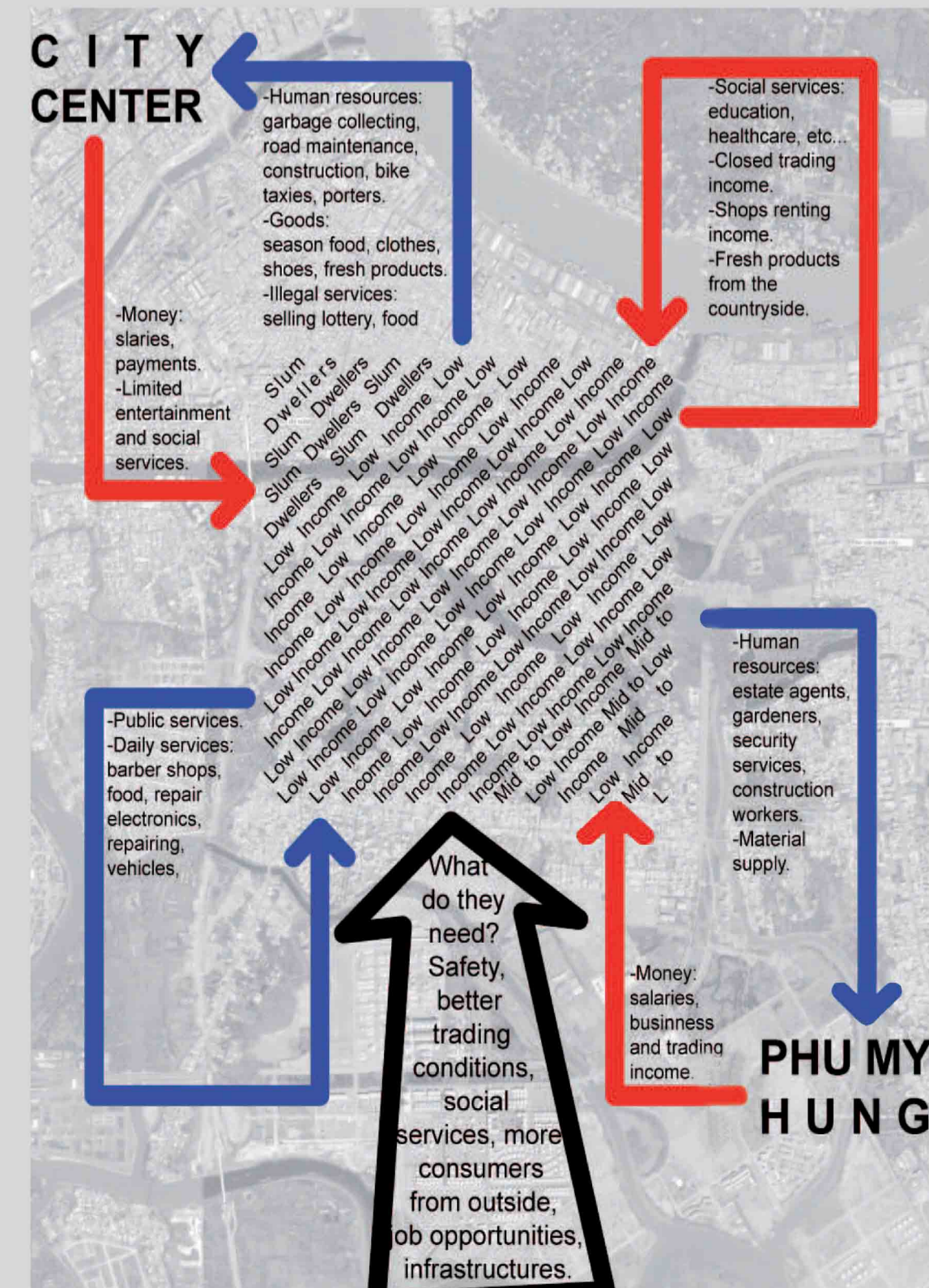


Many people in district 4 work in providing services to the old city center such as cleaning up the streets, collecting garbage, doing construction jobs as well as trading fresh food from the countryside through the boats.

The majority of citizens of district 4 is involved with daily services which are given by either one person or by a whole family or even a group of families. In a recent poll about redeveloping the area, 30 percent of the people is willing to move into apartments, while the rest prefer to live in the same way they do now. The main reason for that is perhaps because they are afraid of losing the places where they can do something to earn for their lives, and fading the neighbourliness that they used to live in.

The floating market along the canal is one of the cultural point that worth to be preserved together with many religious buildings that are dwarfed by the coming highrises.

The new city by Phu My Hung Corporation attracted the new generation from districts 4 by the better income jobs as real estate agents, private and public gardeners, construction material suppliers, sale-persons, security guards, maintenance related works and other jobs of this kind.



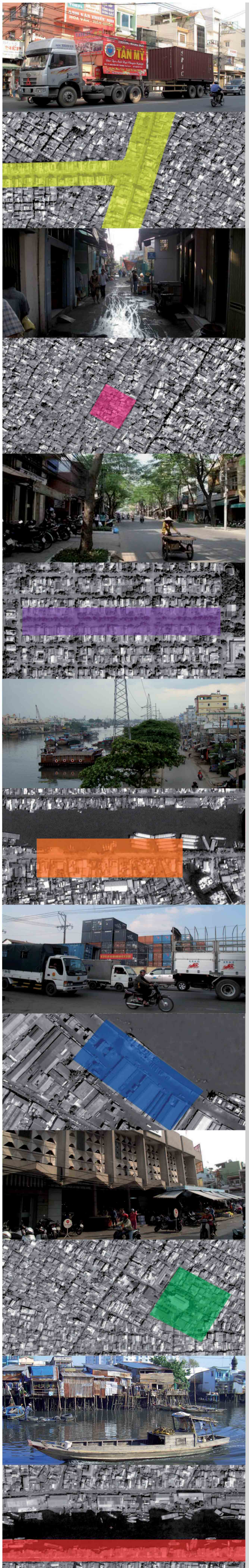
IS THERE ANY SOLUTION THAT IS GOOD BOTH FOR THE DEVELOPER AND THE SOCIETY?

My aim is to individuate some repeating types, analyze them and try to imagine which are their potential, from the point of view of a company that is both public and private



EXPLANATION | GOAL | METHODOLOGY
 IN RED THE PARTS OF THE AREA THAT SHOULD BE REPLACED ACCORDING TO A PLAN OF THE GOVERNMENT
 THE DARKER IS THE RED ON AN AREA, THE CHEAPER IS FOR A COMPANY TO ACQUIRE THAT AREA
 THE SEVEN DIFFERENT TYPOLOGIES THAT WILL BE ANALYZED IN THE NEXT PART OF THE STUDIO

HOUSES ALONG WIDE ROADS
BLOCKS BETWEEN NARROW LANES
WELL URBANIZED AREAS
HOUSES ALONG CANALS
PORT AND WAREHOUSES
PUBLIC BUILDINGS
SLUMS



Along the wide streets, there are now heavy traffic flows, there are now houses, usually three or four floors high, every family owns a circa five meters wide lot. Usually there's a shop in the ground floor. These houses are generally occupied by mid class people. They use to have a work in industries or in services in the city center or in Phu My Hung, otherwise they run their shop.
 + Very good accessibility. Quite good location. Need to deal with many owners. Commercial use. Interruption of rich potential clients.
 - There's no government support for developing this area. The prices for acquiring those areas are high. The plot ratio is already almost completely exploited.

These messy blocks were created spontaneously by the people, without a plan and without the right to use the land, they change in shape and dimension, but the most frequent block is a square of seventy meters per side. Here live low income people with unstable jobs, like making clothes, collecting garbage, street vending, illegal products trading, etc. Many people use a part of the house as a little workshop.
 + Cheap areas. Potential use of local cheap workforce for a possible development.
 - Heavy lack of infrastructures. Low accessibility. Necessity to deal with many owners.

This part of the city has been built on, so it has a regular shape and wide roads with pavements and trees. It is home to a mid class that usually has a job in industries and services, with a relatively high income compared with other areas. These areas are quieter than others, shops and activities are less present than in other parts.
 + Quite good accessibility. Already high prices. Lack of urban life. Relatively high income potential clients.
 - Almost only residential. High prices. Lack of urban life. Relatively high income potential clients.

The houses along the canal favour of the commercial potential of their location. The road is trafficked and this canal represent a fast connection with the countryside, so the shops can have fresh products daily. That's why here commerce is the major activity. Most people have a mid to low income and trade in daily market or do services such as barber, bikes-car wash, electronic repair.
 + Good accessibility. Relatively expansive areas. Need to deal with many owners. Commercial potential.
 - Not well infrastructured.

As the new shipyard complex is going to be built down the river, more to the south, the storage buildings linked with the port activities located within the city will be replaced. This is a rare occasion for a real estate company to realize a very remunerative development. And even an opportunity for the administration to ask to the company to give something back to the city.
 + Low prices. High plot ratio. Very good location.
 - Need to clean up the area. Obligations developments (in big developments the government requires to the company to realise public utilities).

Scattered around the area, often inside the messy blocks, there are some public buildings. They could be churches, temples, markets, schools, etc. They have the potential to be focus point inside the chaotic and undistinguished urban fabric. The houses surrounding these public buildings are inhabited by the same type of people living in the other messy blocks.
 + Attractive points. A little expansive areas.
 - Lacks of open spaces.

Slums are built where theoretically houses couldn't be built. Most of the times they are located along canals or stagnant waters, so that the inhabitants can have an alternative to the sewer system. People living here are among the poorest people of the city. They sustain themselves by temporary jobs without contracts, like collecting rubbish, cleaning roads, etc.
 + Very cheap areas. Stills the necessity to pay the people to move away. Total lack of infrastructures. Bad conditions.
 - Bad conditions and illegal situation. Restraining the potential of the canal as an infrastructure.

IT IS NOT A PROMISING INVESTMENT
 The commercial transformation of these buildings is expensive, and affordable only to a few destination of use, usually commercial and office use.

IT IS NOT A PROMISING INVESTMENT
 Here there are some features of many suburban areas. In fact this area is less dense, quieter and better organized than the other situation studied. Los Angeles, California. Ho Chi Minh City, Vietnam.

IT IS NOT A PROMISING INVESTMENT
 The canal can be used to carry goods. Roads along the canal become pedestrian. Cars can use the back roads. The increased commercial space is a source of revenue for the company that can lease or sell them. The living spaces increases as the space for services (wc, stairs) is reduced.

IT IS NOT A PROMISING INVESTMENT
 The residential surface is increased to circa 560sqm, housing at least four families. The area for commercial use is increased since it uses also the first floor.

IT IS NOT A PROMISING INVESTMENT
 It's a give and take between the administration and the company. In any case this is a very promising investment for the company. The company would push to have more squaremeters for residential and commercial use. The government would push to have parks and social housing realized by the company. Typical development made on large free areas.

IT IS NOT A PROMISING INVESTMENT
 Increasing by 20% the residential space in order to house around 70 families in 70mx70m. The square rises the value of the houses. Passages to access the square. Commercial spaces in the ground floor.

IT IS NOT A PROMISING INVESTMENT
 People that used to live in the slums could find home in the surplus houses in the courtyard blocks. There's a relationship with the canal. The commercial potential of the streets along the canal can be exploited at its fullest. After removing the slums. The canal can be used to carry goods.

POPULATION DENSITY AND SYMBOLIC REPRESENTATION OF THE LAND COVERAGE IN THE PRESENT SITUATION
 more than 90000 persons per sqKm
 75000 to 90000 persons per sqKm
 40000 to 75000 persons per sqKm
 30000 to 40000 persons per sqKm
 less than 30000 persons per sqKm

POPULATION DENSITY AND SYMBOLIC REPRESENTATION OF THE LAND COVERAGE IN THE GOVERNMENT PLAN
 more than 90000 persons per sqKm
 75000 to 90000 persons per sqKm
 40000 to 75000 persons per sqKm
 30000 to 40000 persons per sqKm
 less than 30000 persons per sqKm

POPULATION DENSITY AND SYMBOLIC REPRESENTATION OF THE LAND COVERAGE IN OUR SCENARIO
 more than 90000 persons per sqKm
 75000 to 90000 persons per sqKm
 40000 to 75000 persons per sqKm
 30000 to 40000 persons per sqKm
 less than 30000 persons per sqKm

RELATIONS NETWORK BETWEEN THE DIFFERENT COMPONENT OF THE SCENARIO
 The solution utilizes the advantages of each class to improve living conditions by creating new workspaces, public spaces, commercial spaces to meet the current demand on one hand, and on the other hand transforming the existing ways of living to a new better state, without sacrificing the local culture of the community.

MIXED USE HIGHRISES
 ALONG THE CANALS
 SLUMS DEMOLITION
 COURTYARD BLOCKS

Money oriented development
 Social oriented development



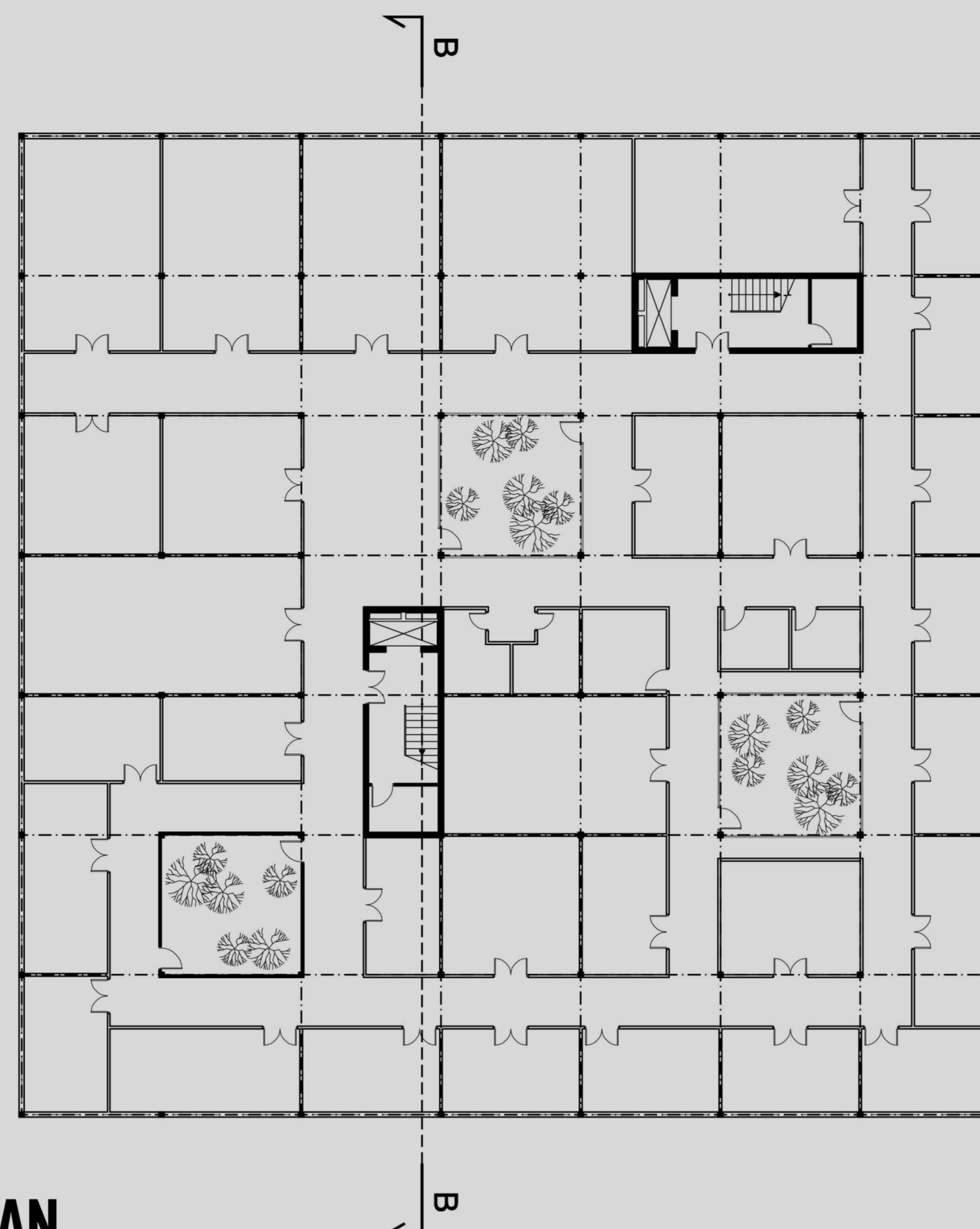
As the block of messy and spontaneous house holds a large amount of total area in the zone, an proper design is the urgent necessity, therefore, I try to make a proposal for architecture design which I expect to be a sample for the situation in away of reaching the lack, the needs and desire of the dwellers.

	Existing Situation	Primary Concept	Final Design
Area Distribution			
Land Occupation	Non-occupied 0% Occupated 100%	Non-occupied 27% Occupated 73%	Non-occupied 43% Occupated 57%
Square Meter Per Person	18m2 Living: 0.5m2, Leisure: 5m2, Working: 1m2	35m2 Living: 5m2, Leisure: 5m2, Working: 9m2	35m2 Living: 8m2, Leisure: 7m2, Working: 9m2
Activities			

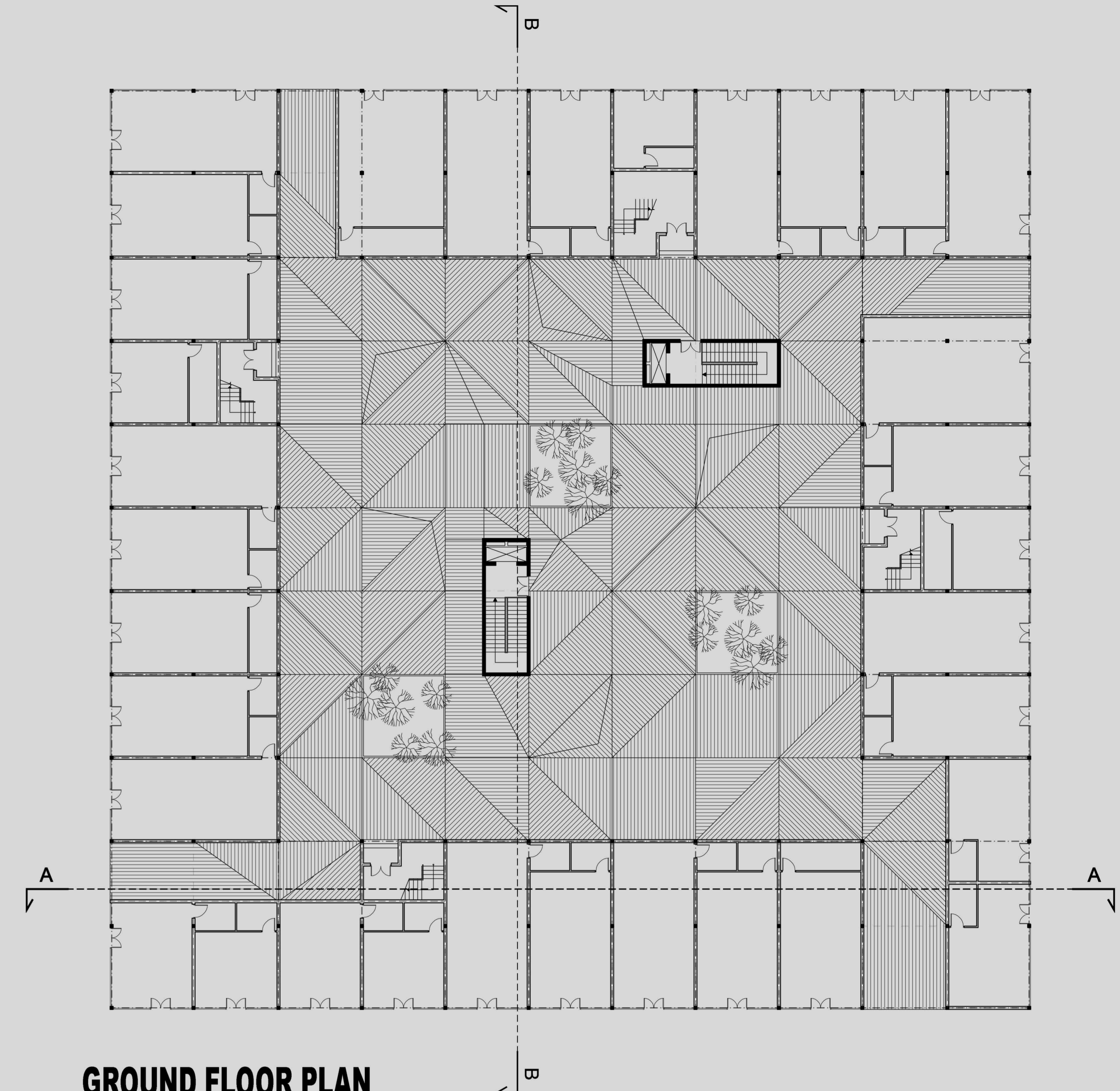
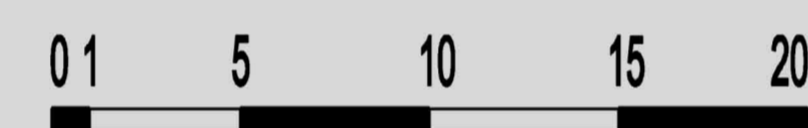
The lack of open space as well as the far below basic standard of green square meter per person according to Vietnamese Standard, is existing issue causes by extremely high housing density that puts people in the area into the suffering of mean living condition and dangerous situation once fire or some unexpected happening.

Sharing of living and working space raises the deficient place, is considered as one of the most imperative matter.

Hence, my concept is create a higher standard both living and working condition for people keeping the same area and the lifestyle

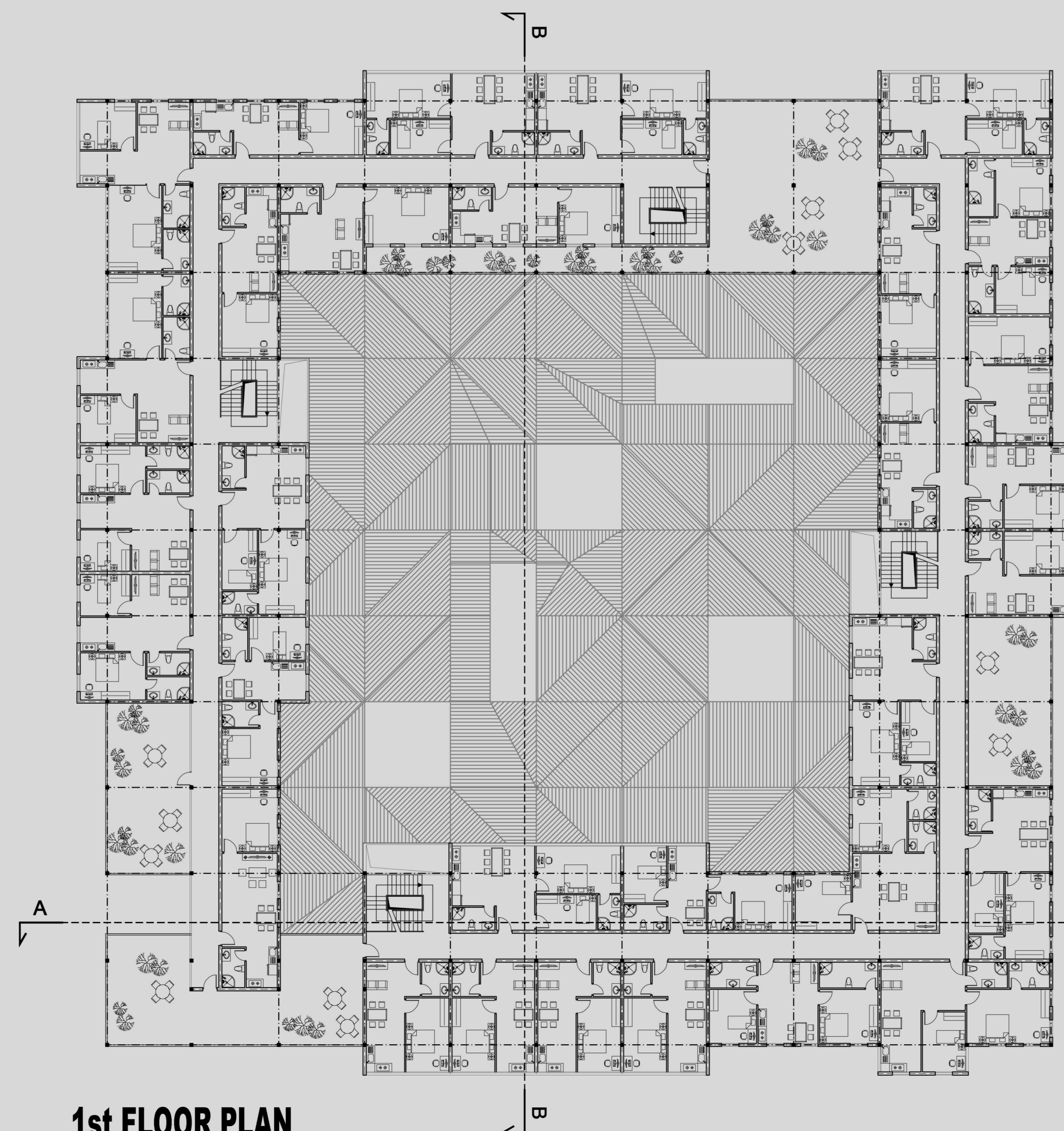
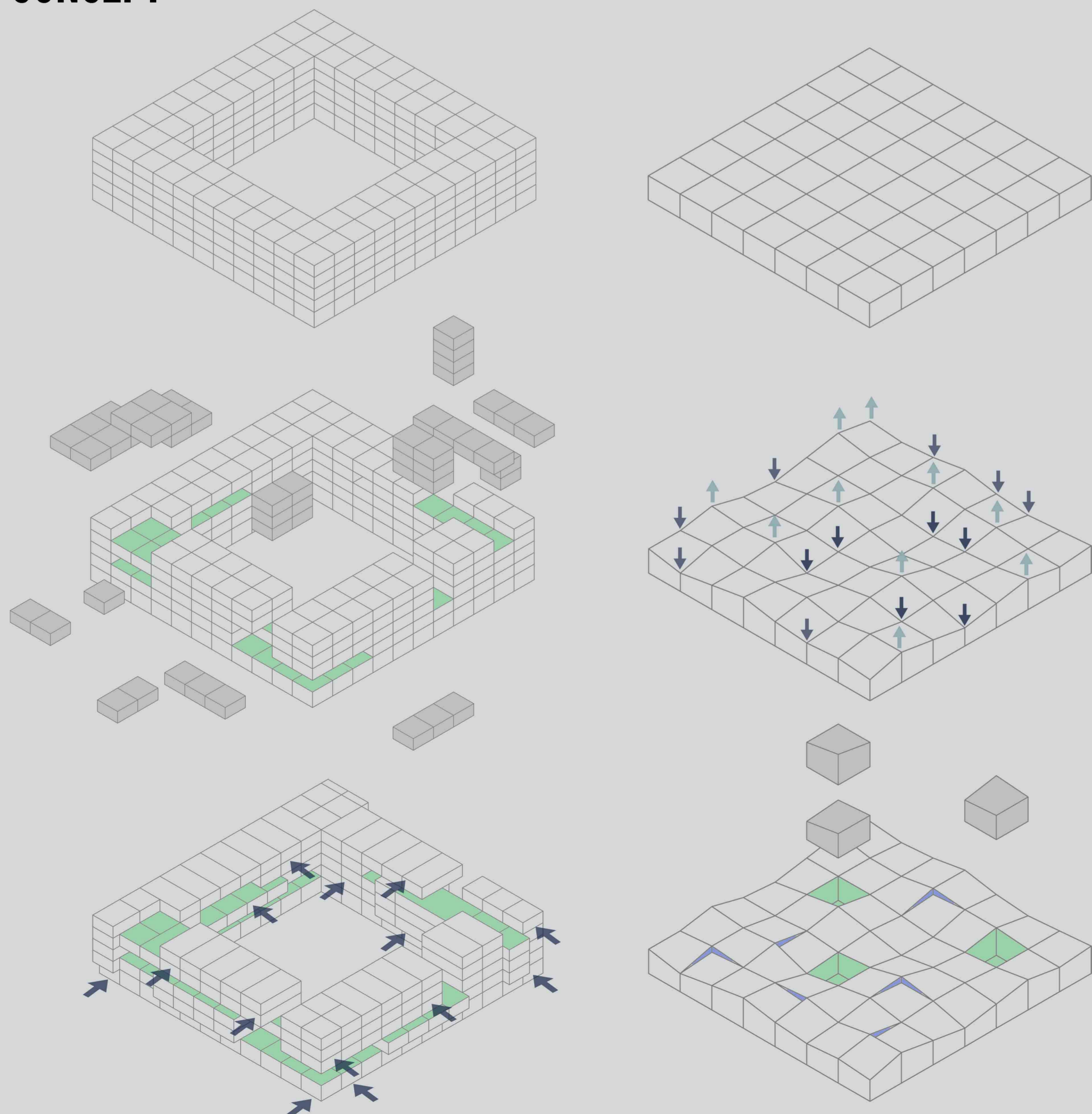


BASEMENT PLAN

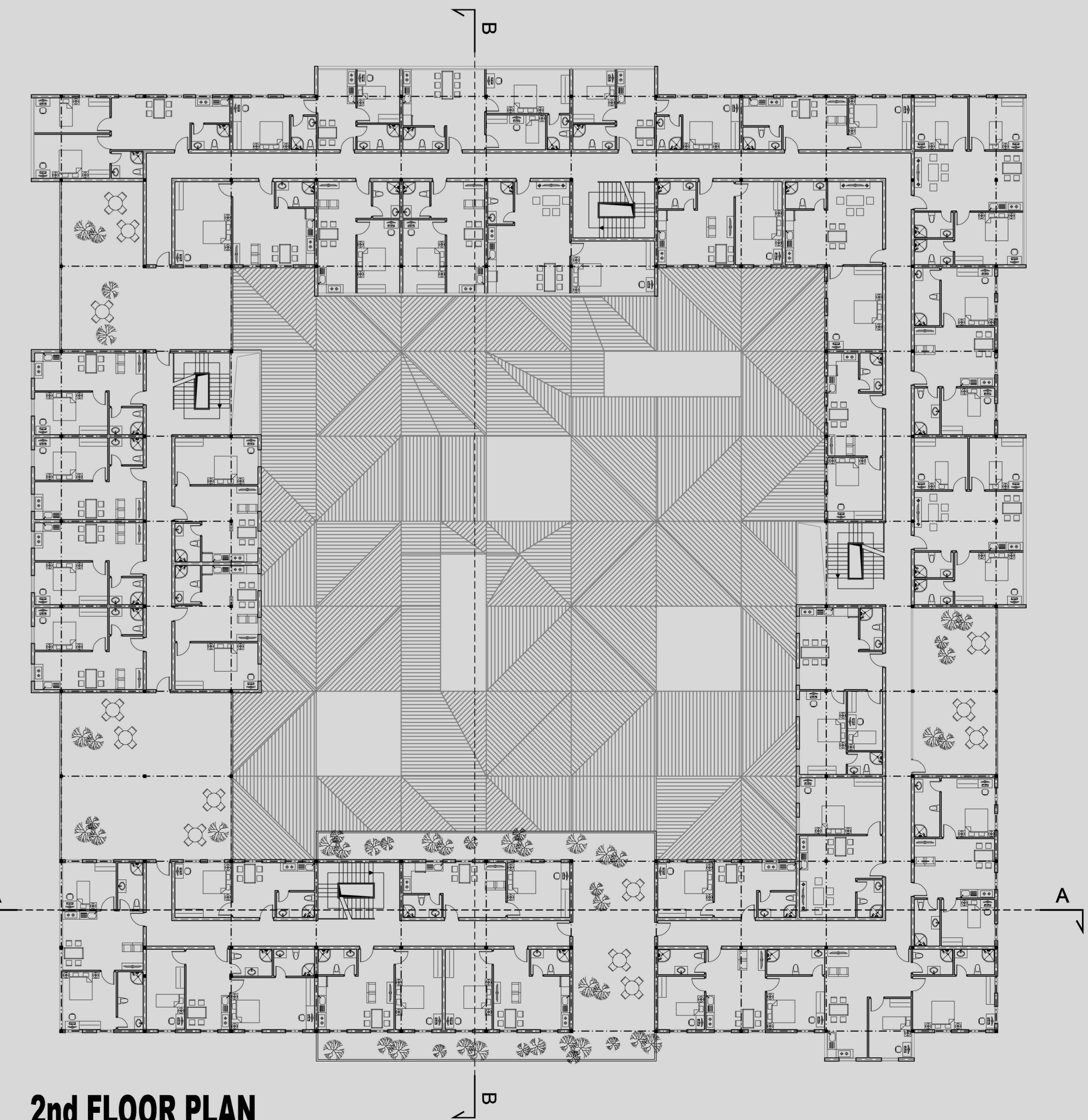


GROUND FLOOR PLAN

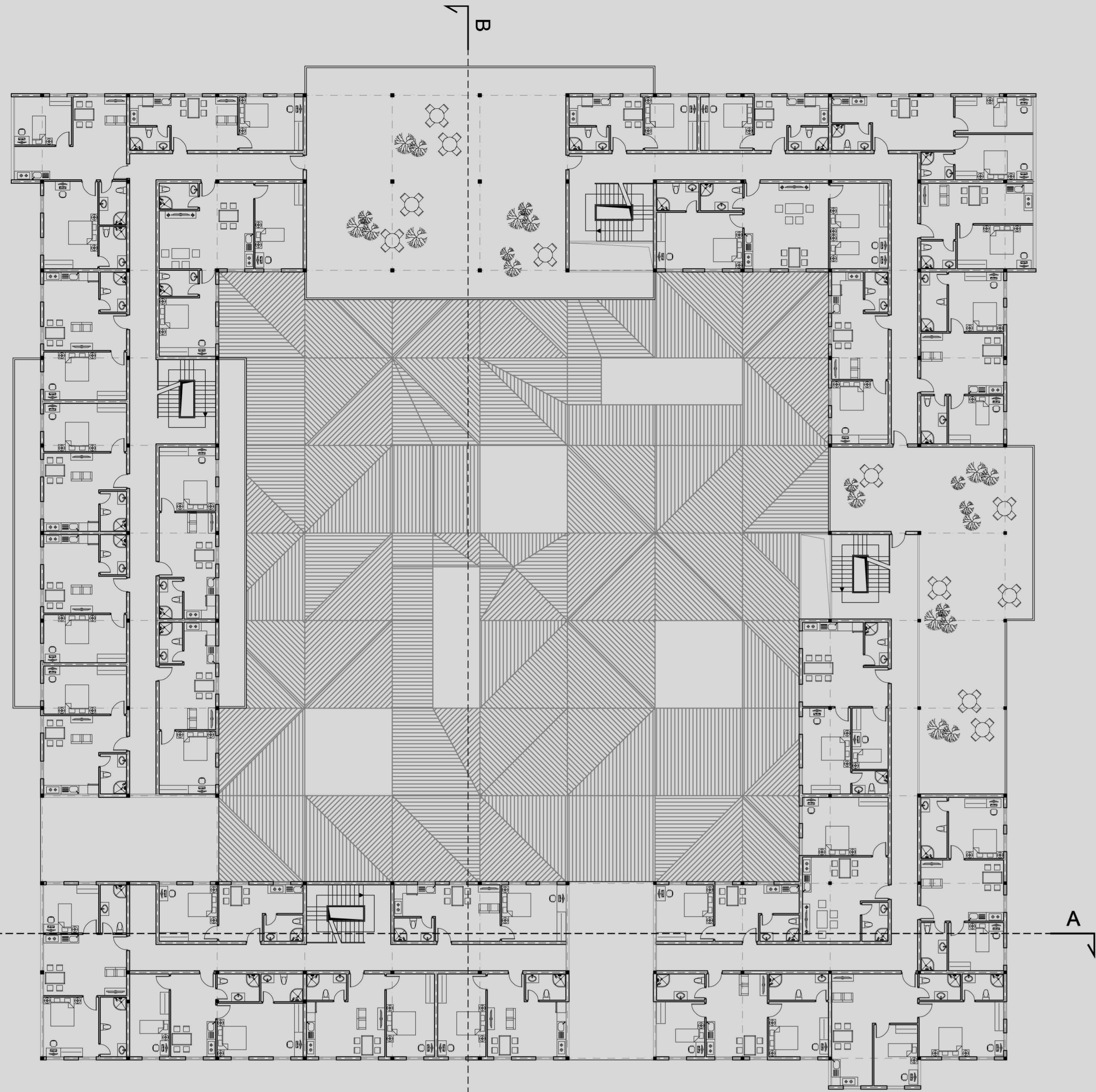
CONCEPT



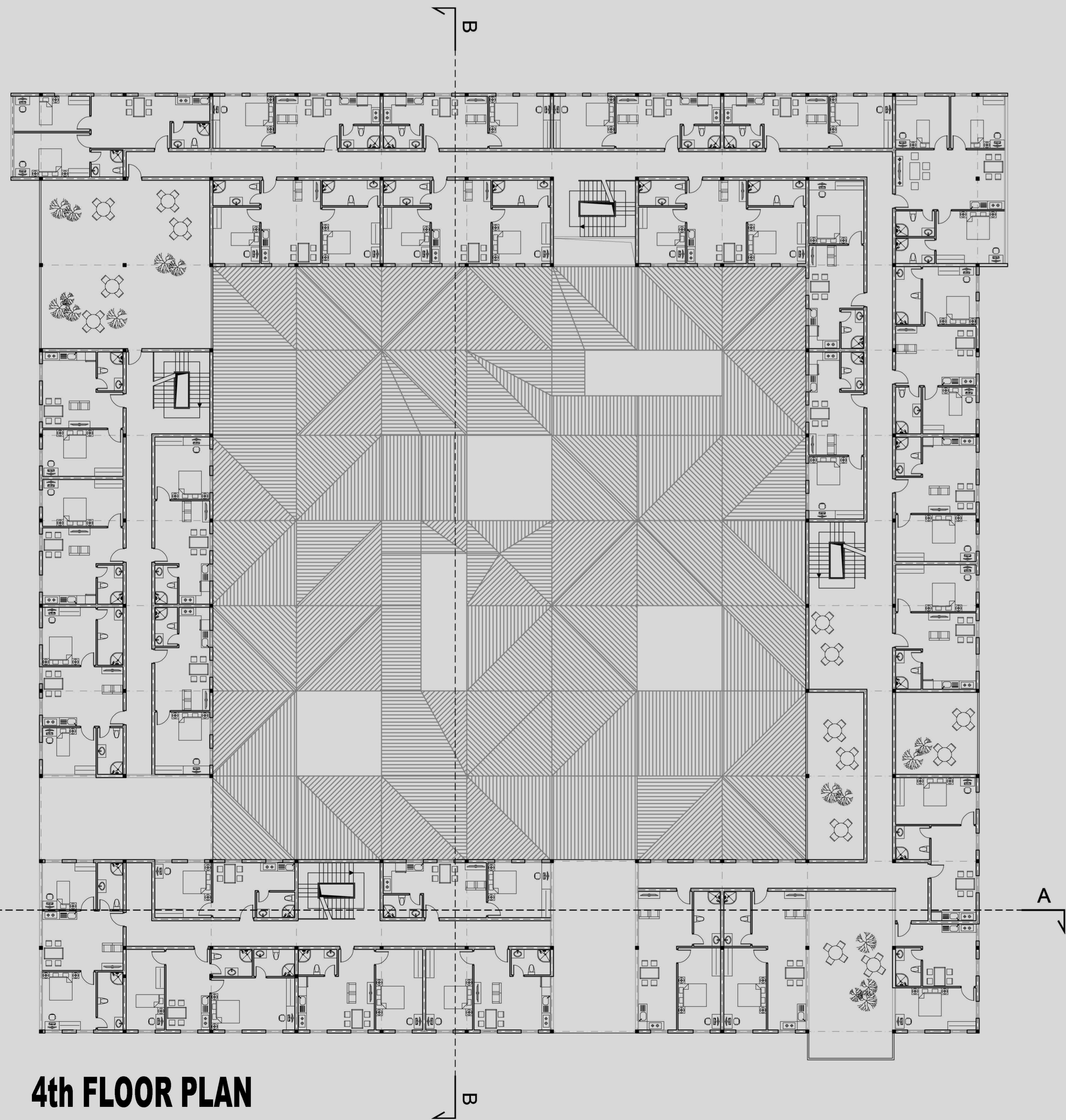
1st FLOOR PLAN



2nd FLOOR PLAN



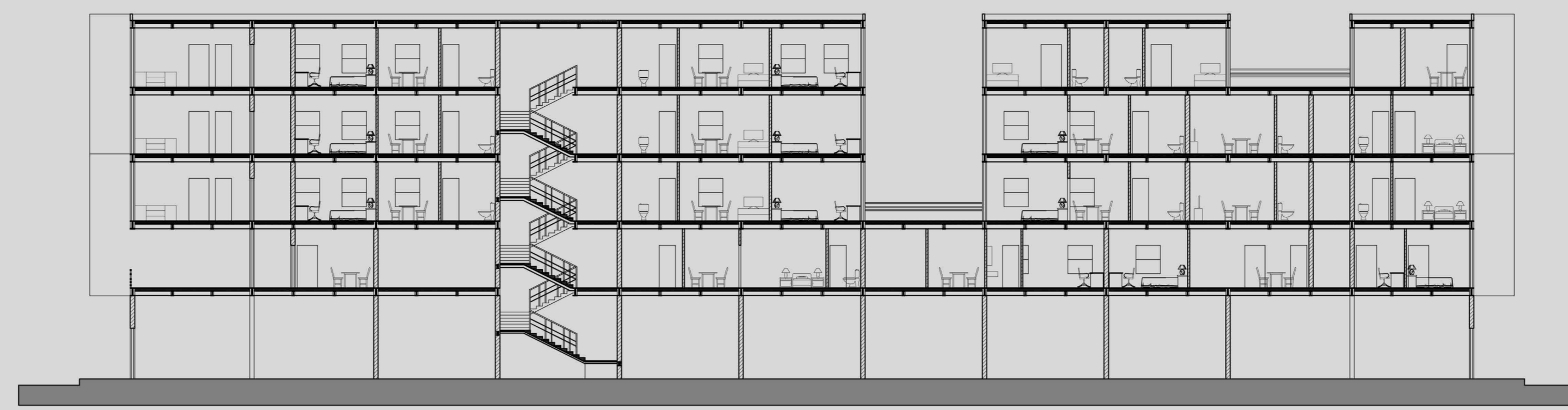
3rd FLOOR PLAN



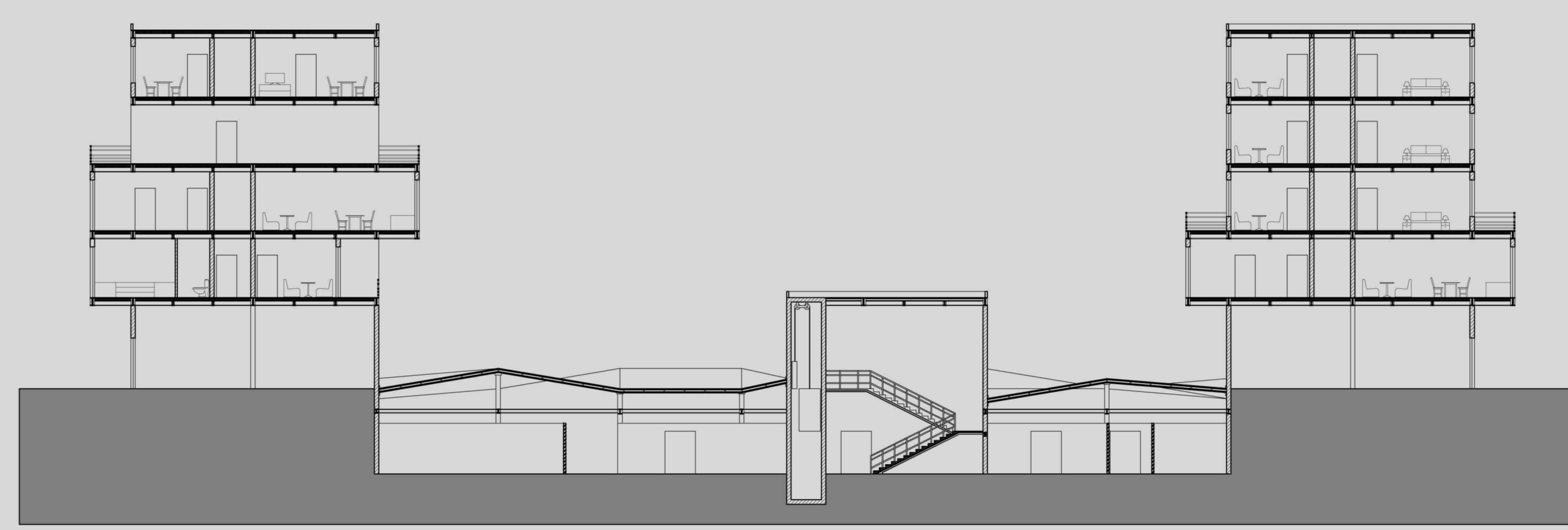
4th FLOOR PLAN

0 1 5 10 15 20

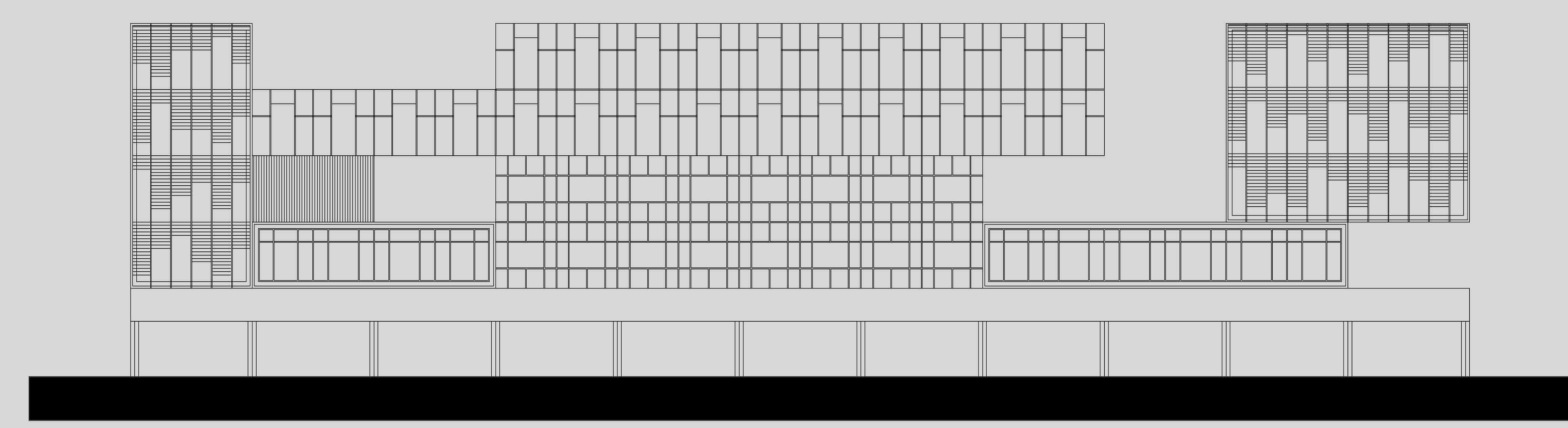
+17700
+14400
+11100
+7800
+4500
±0.000
-4200



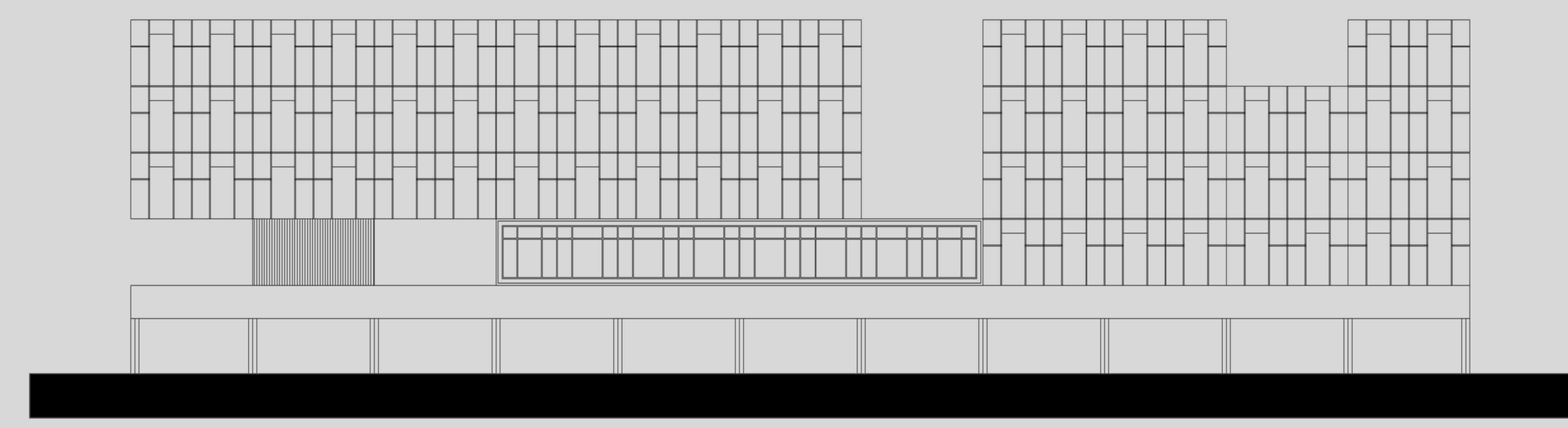
SECTION A-A



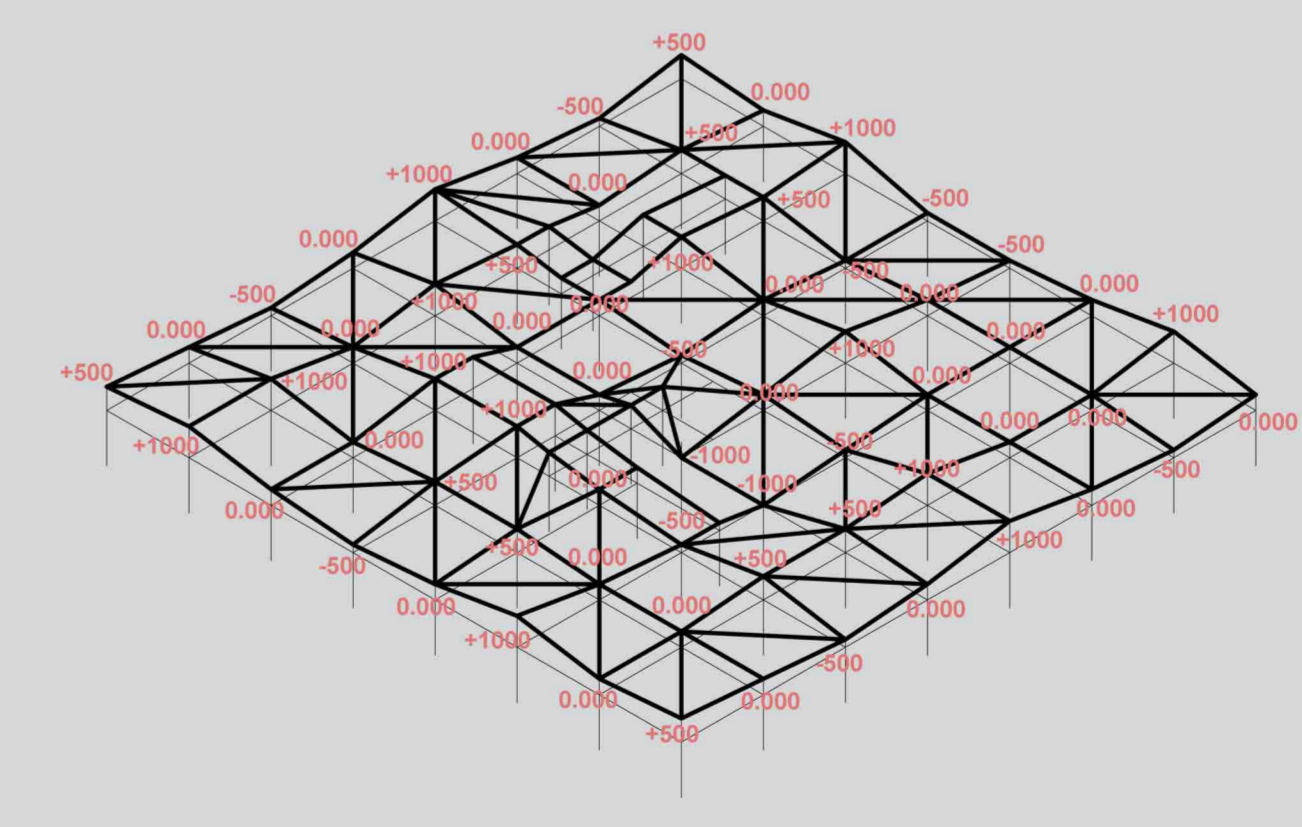
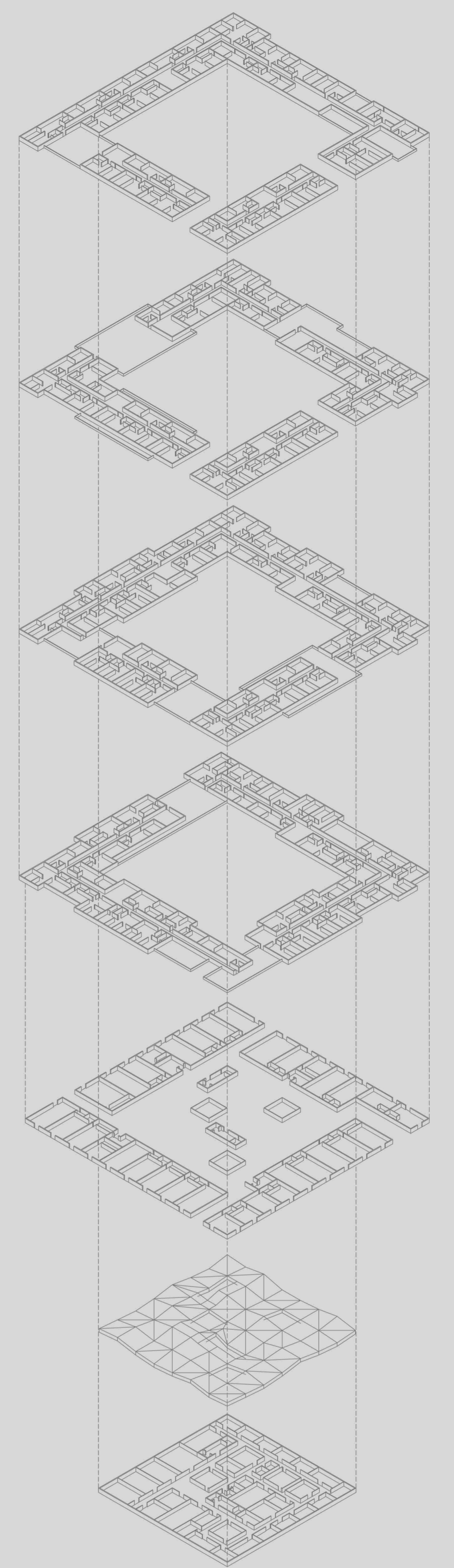
SECTION B-B



WEST ELEVATION



SOUTH ELEVATION



WORKSHOP ROOF FRAME



SHADING SYSTEM

