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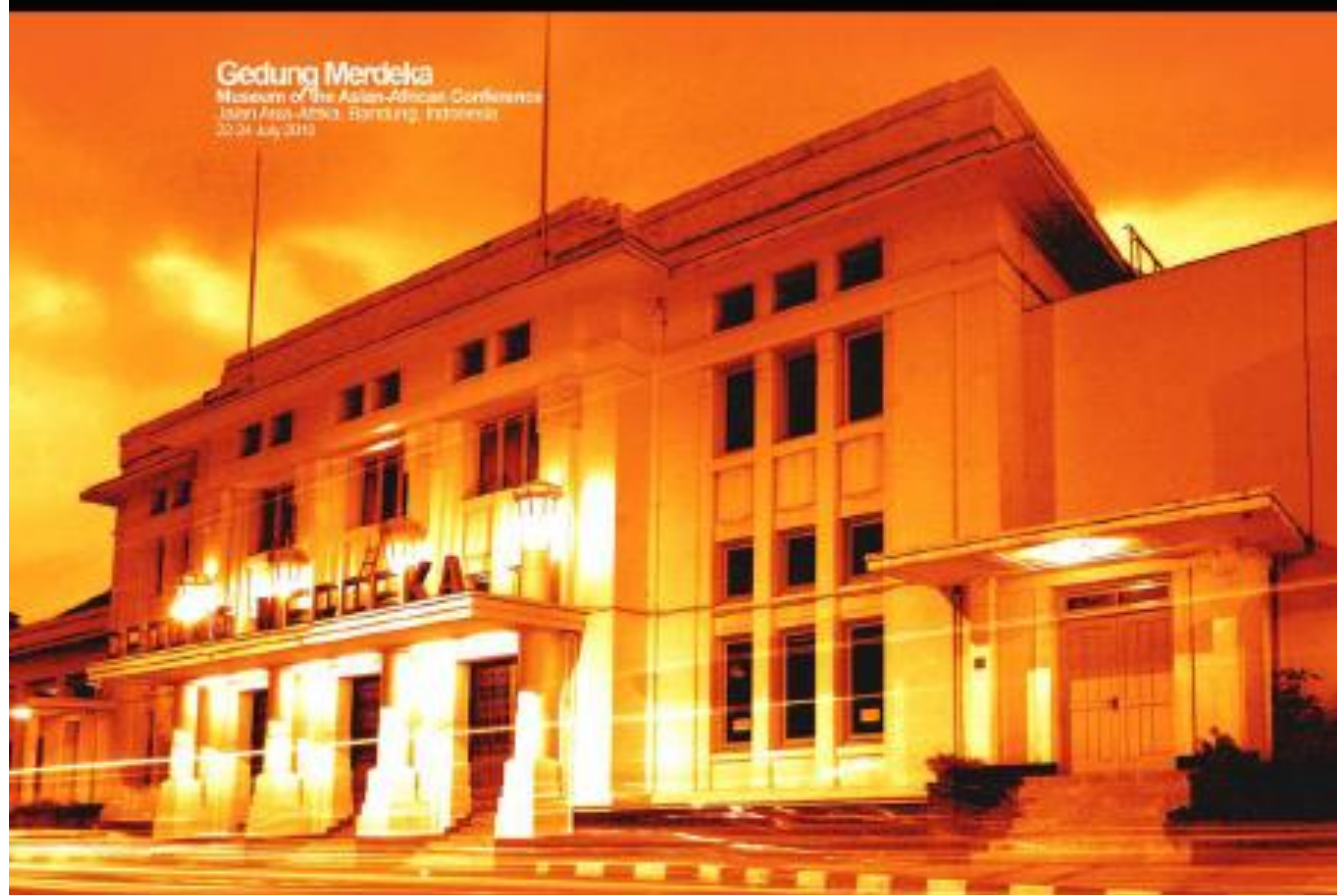
creative collaboration and the making of place

Learning from Shared Creative Experiences

Volume 2

Gedung Merdeka

Museum of the Asian-African Conference
Isian Asia-Afrika, Bandung, Indonesia
22-24 July 2010



Architecture Program
School of Architecture, Planning and Policy Development
Institute of Technology Bandung (ITB)
INDONESIA





Proceedings

Arte-Polis 3 International Conference

**Creative Collaboration and the Making of Place:
Learning from Shared Creative Experiences**

Bandung, 22-24 July 2010

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INDONESIA

Proceedings
Arte-Polis 3 International Conference
Creative Collaboration and the Making of Place:
Learning from Shared Creative Experiences

Bandung, 22-24 July 2010

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PREFACE

The third biennial **Arte-Polis** International Conference between the 22-24 July 2010 brings together to Bandung, Indonesia, creative champions from different places around the world, to share and learn from each others creative experiences in making places.

Under the theme of *Creative Collaboration and the Making of Place: Learning from Shared Creative Experiences*, **Arte-Polis 3** underlines the importance of sharing collaborative and creative experiences through international and local best practices, and their policy implications on place-making.

The **Arte-Polis 3** International Conference critically examine these issues:

- (1) what is the understanding of creative collaboration?
- (2) how and to what extent does the creative economy influence the collaborative nature of place-making?
- (3) what shared experiences on creative collaboration can be learned from the cultural and economic contexts of diverse places?
- (4) how can creative activities can be managed, planned, designed and replicated to enhance the quality of places for their communities?
- (5) what are the appropriate policies and collaborative strategies that encourage development of community-based creative economy and place-making?

- Keynote and Featured Speakers provide a platform for discussion of the Conference theme to be elaborated in parallel sessions of the Conference Tracks:

- **Prof. Nezar ALSAYYAD, Ph.D.** Professor of Architecture, City Planning, Urban Design and Urban History, University of California, Berkeley and Director/President, International Association for the Study of Traditional Environments, **USA**.
- **Prof. Eku WAND** Braunschweig University of Art, **GERMANY**.
- **Prof. Togar SIMATUPANG, Ph.D.** Institute of Technology Bandung, **INDONESIA**.
- **Nancy MARSHALL, Ph.D.** University of New South Wales, **AUSTRALIA**.
- **Astrid S. HARYATI, MLA.** City and County of San Francisco, **USA**.
- **Prof. Dr. Suhono Harso SUPANGKAT** Institute of Technology Bandung, **INDONESIA**.

In this publication, Parallel Session papers are compiled to provide an insight for reflection and sharing of the best practice experiences from over 15 countries. We trust that you will find Arte-Polis 3 International Conference on Creative Collaboration and the Making of Place a rewarding and enriching learning experience worth sharing.

The Editors

Arte-Polis 3 International Conference

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KEYNOTE AND FEATURED SPEAKERS

Prof. Nezar ALSAYYAD, Ph.D.

Professor of Architecture, City Planning, Urban Design and Urban History,
University of California, Berkeley and Director/President, International Association for the
Study of Traditional Environments, **USA**

"Consuming Heritage and the End of Tradition"

Prof. Eku WAND

Braunschweig University of Art, **GERMANY**

"Design Thinking"

Prof. Togar SIMATUPANG, Ph.D.

Institute of Technology Bandung, **INDONESIA**

"Development of Creative Economy in Indonesia"

Nancy MARSHALL, Ph.D.

University of New South Wales, **AUSTRALIA**

"Layers, Lenses and Landscapes"

Astrid S. HARYATI, MLA.

City and County of San Francisco, **USA**

"Strategic Placemaking: First Trespass, Second ..."

Prof. Dr. Suhono Harso SUPANGKAT

Institute of Technology Bandung, **INDONESIA**

"ICT and Creative Content"

Ecotourism and Foreshore Redevelopment in Manado City, North Sulawesi

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ABSTRACT

Marine ecotourism is a form of potential tourism, which is included in the "clean" industry activities. Implementation on marine ecotourism is successful whenever it meets the aims of sustainable natural environment, community welfare and satisfaction as well as collaboration between the community and development in the area. Marine ecotourism development in Manado city has been developed since the government realized that there are potential ecosystem assets that can give contributions to economic growth, environment and the community, locally and regionally. There are significant cultural and ecosystem assets of seascape, which are not yet well developed comprehensively. Coastal areas are exclusive to North Sulawesi Province and acknowledgement to these significant valuable ecosystem assets is very important to be protected, preserved, and maintained. Certain parts of Manado coastal precinct are still popular for holiday destinations, weekend leisure, and marine activities or for people wishing to commute to Manado City or work locally.

This paper descriptively observed and evaluated the coastal precinct conditions and recognized its potential natural landscape and environmental assets. Based on the Scenic Beauty Estimation (SBE) method and site analysis, we suggested a conceptual framework design to redevelop the coastal precinct according to each potential and characteristic. Some of the beaches are obviously the biggest attractions to visitors, making those areas stand out from other coastal locations. Accordingly, the values of the precinct need to be enhanced and developed, not only for cultural and physical environmental aspects but also for economic and social aspects, especially for tourism destination and recreational purposes to local and community users.

Keywords: *ecotourism, foreshore, redevelopment, design collaboration, Manado*

INTRODUCTION

Manado coastal edge encompasses and curve naturally along plain topography of the city, has its potential area and is valuable for tourism development. It also can increase the image of the city. The valuable assets are marine biodiversity richness on open water territory, the characteristic uniqueness of natural landscapes, historical landscape structures, cultural and traditions and other resources that are significant to shape urban elements and shift the quality image of city.

Development along sea waterfront area in Manado has changed the landscape structure and the land form in coastal area. In some cases, urban development has given positive impact to the economic growth, however, in other cases has caused negative impacts to the physical environment (Wuisang 2008). While any development activity will produce some level of negative impact, many tourism-related activities in Manado generate a higher level of negative impact. The negative effects results from a number of factors including: (1) uncaring attitudes; (2) design deficiencies; (3) regulatory and resource deficiencies (4) inadequate infrastructure; and deficiencies in the planning processes.

To improve the physical environment quality and community welfare, sustainable ecotourism development model is one better solution. Sustainable ecotourism development model is considered and directed to increase the sustainable welfare, not solely to get entertained through attraction performances and natural visual-attraction of the seascape but also to directly participate in developing environmental conservation as well as to know deeply about ecosystem, in particular marine ecosystem, which can shape people awareness on how to have good attitudes in preserving coastal precinct in present day and in the future.

In concept of tourism development model, tourism activities in coastal area are utilizing coastal precinct and seascape directly and indirectly, for instance boating, swimming, snorkeling, diving, fishing as well as coastal sport activities, and picnic (Nurisyah 2001). The concepts of urban ecotourism are based upon scenic views, natural uniqueness, ecosystems, culture and art, and community characteristic as basic strengths of each region. Ecotourism is a special market for people with environmental awareness and interested to observe the nature. Steele 1993 in Lewaherilla (2002) describes ecotourism activities as an economical process that marketing the interesting and rarely ecosystem. Choy et al (1996) formulate five basic convergence factors in determining main principals of ecotourism development. That is; first, undisturbed and uncontaminated of cultural and natural environment, as pillars of ecotourism, second, community, which ecotourism should give direct ecological, social and economical benefits to the community, third, education and experience, that ecotourism can increase the understanding of cultural and natural environment through experience, fourth, sustainable, that ecotourism can give positive contribution for sustainable environmental ecology in the short-term and long-term, and lastly, management, that ecotourism should be well-managed and assure the cultural and natural environment sustainability to increase people prosperity for today and next generation.

The research aims to examine natural seascape scenic of coastal area, based upon the potential views, analyzing the quality of visual/aesthetic and visual comfortness factors and to analyze the coastal environmental layout for proposing foreshore redevelopment for urban ecotourism development in Manado city.

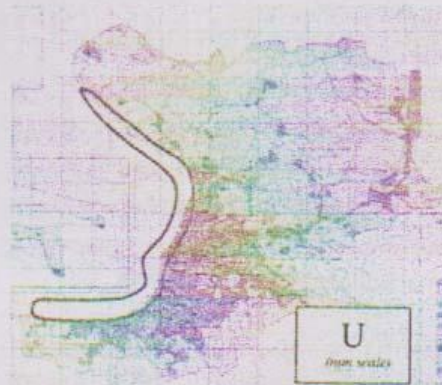


Figure 1. Map of Manado and the Coastal Precinct
Source: Regional Spatial Planning of Manado City (2008)

METHODOLOGY

The study area was located along the foreshore of Manado City. The study has been conducted in 2009. Material that has been used is thematic maps, Arc View 3.3 software, GPS, digital camera, scanner, stationeries. The research has been done in three phases that is survey, data collecting, questionnaire and analysis processes.

Visual Analysis

The Scenic Beauty Estimation (SBE) method was used in determining the quality of natural environmental visual through photograph plot and data analysis (Daniel and Booster 1976). Data was obtained to get the value of SBE in each photograph plot. Data processing was used the z value, with the following formula:

$$Z_{ij} = \frac{(R_{ij} - R_j)}{S_j}$$

Z_{ij} = Standard value of Z at assessment of i from observation j

R_j = Average of all observation j

R_{ij} = Value of i from observation j

S_j = Standard deviation of all observation j

The calculation of Z value at this case was tabulated into each landscape view. The total of Z value for each photograph plot represents the result of average Z value from two views. This Z value was used as standard value to assess the panoramic beauty (SBE value). The SBE value was obtained using formula:

$$SBE_x = (Z_{LX} - Z_{LS})$$

SBE_x : SBE value of panoramic x

Z_{LX} : average of Z value for panoramic x

Z_{LS} : average of Z value which used as standard value

The result of SBE value was used to evaluate each view descriptively. The aesthetic value assessment of panoramic view at study area is shown in Figure 2.

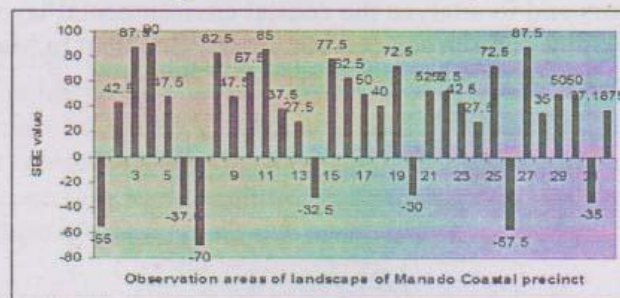


Figure 2. Aesthetic value assessment of panoramic view
Source: Wuisang (2009)

The panoramic view in each observation areas describes its value. Landscape scenic of 4th owning highest SBE value of 90, which describes the high aesthetic quality, on the contrary landscape scenic of 7th showed the lowest SBE value for -75. The quality of landscape scenic with highest SBE value is shown in Figure 3.

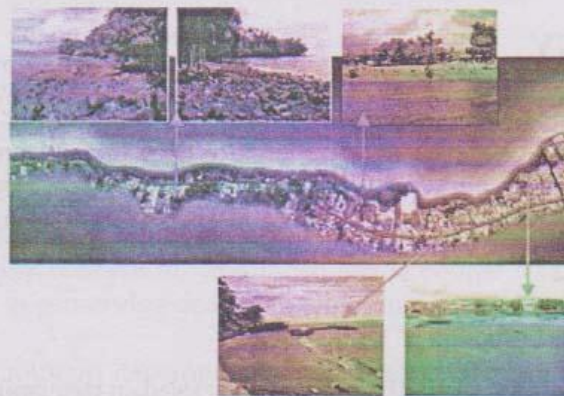


Figure.3 The highest quality of visual landscape at Malalayang coastal precinct
Source: Sela (2009)

Landscape Analysis

Landscape characteristic of each foreshore zone is visually observed and analysed, as shown in figures 4, 5 and 6 respectively.

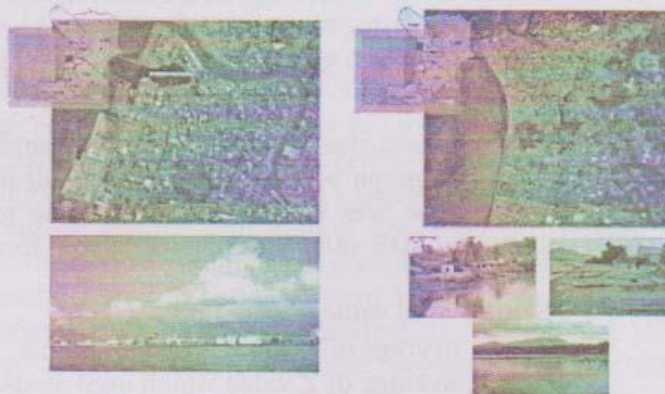


Figure 4. Landscape characteristic of foreshore in the northern part of Manado City
Source: Sela (2009)



Figure 5. Foreshore characteristic in the middle part of Manado City
Source: Sela (2009)



Figure 6. Landscape characteristic of foreshore in the southern part of Manado City
Source: Sela (2009)

The physical condition consists of foreshore vegetation form, natural landscape structure, reclamation area, and other physical elements, which analyzed descriptively to get the factual condition. The factual condition in the study area was used for conceptual framework of landscape and environmental design.

RESULTS AND DISCUSSION

To shift the environmental conditions and in collaboration with ecotourism development concept, the design processes involve the generation of ideas for resolving the issues, which usually leads to a greater understanding of the problems and needs. Implementation therefore involves the re-development priorities and realization of the design ideas and its integration into physical and cultural context. In this case the making of place is entangles and the exiting resolution of systems including ones that are symbolic, visual, spatial, structural and infrastructural.

After evaluating the physical condition of the foreshore precinct, the results of this study define a series of development scenario of the area. Some alternatives and preferable design intention is to develop appropriate and dynamic seascape through integrative and responsive design, to communicate the multiplicity of meanings through effective landscape design. The appropriateness of designed environments is dependent on the degree to which they sustain and enhance the ecological and cultural environment.

The design theme idea for foreshore redevelopment in the study area is emerged when the sensing of place is taking into account to understand the existence of environmental condition in a holistic manner, as well as *a sense of community*, which the mental construct or ambience of a two-way interaction between the place and a group of people is integrated.

Rapoport (1981) gives ideas to “make place”, which can be used in finding conceptual basic design. These include (1) altering the perceptual characteristic of a setting to make it more noticeably different; (2) using elements and cues that are culturally appropriate; (3) relating elements and cues to known legends, concepts, ideas or identities of a group; (4) controlling which groups occupy settings, and (5) promoting certain behaviors in this setting and associating it over time. Place making employs these five effects to increase the sense of place. Motloch (1991) explored and adapted built-environment variables for management effectiveness that is site characteristic, architectural characteristics, built-environment conditions and landscape development.

The design theme is “redesign and redevelopment a comfort and green area”, consist of redevelopment scenarios along the coastal precinct, i.e.: neighborhood unit development, civic space development, green area development and river front development. The redevelopment scenarios are divided to several clusters along the coastal area, begin with designed city boundary entrance in the southern city, called “Bobocha area”, Malalayang beach tourism cluster, urban villagers communities cluster, Bantik Community settlement for cultural conservation cluster, Bailang fisherman community settlement cluster in the northern part of city (see figure 7, 8 and 9). Each cluster was identified as part of imagery elements of path, nodes, edges, district and landmark, with each specific characteristics as land use attribute.

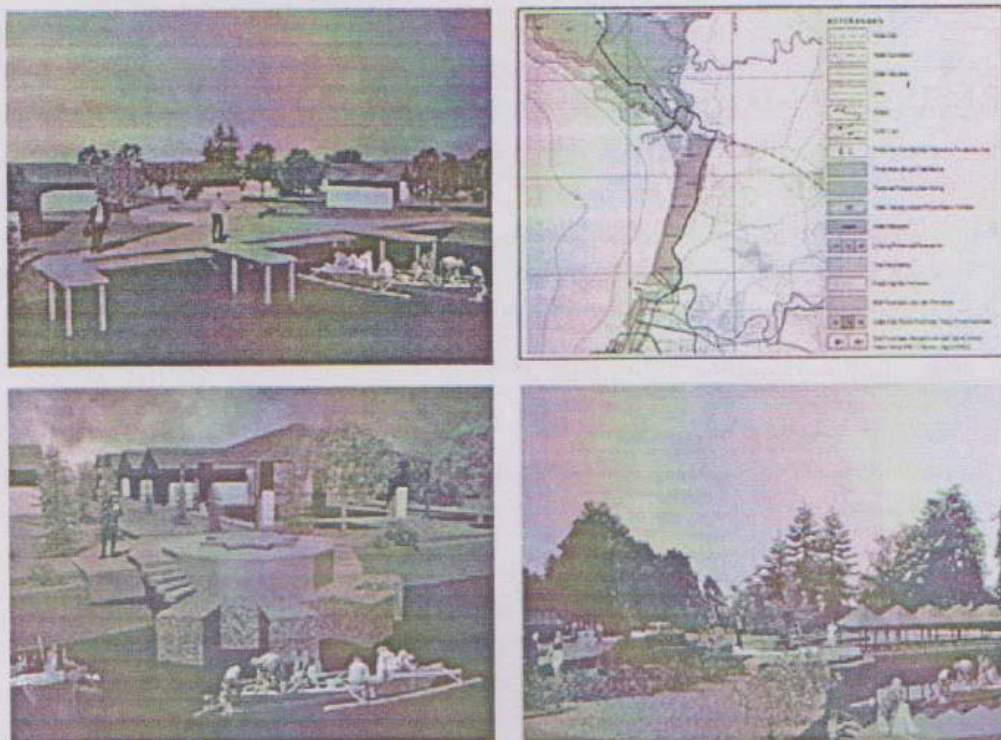


Figure 7. Development scenario of foreshore in the northern part of Manado City
Source: Sela (2009)

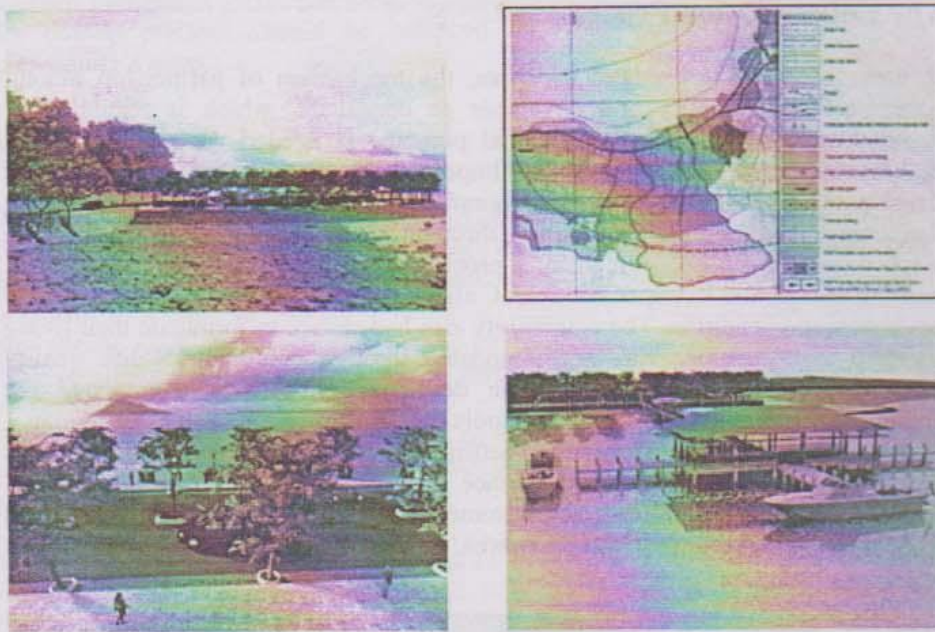


Figure 8. Development scenario of foreshore in the southern part of Manado City
Source: Sela (2009)

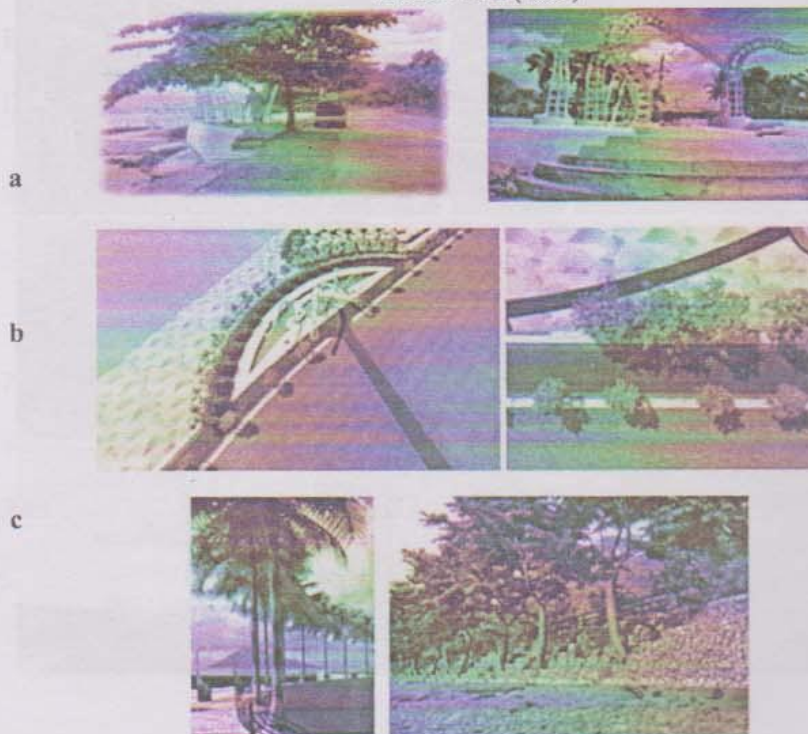


Figure 9 (a). existing "boboca" gate at city boundary. (b). the creative re-design of the gate. (c) green element design.

Source: Sela (2009)

The Collaboration Processes

In order to shape urban land use plan, the mechanism of partnership among government, community and developer or consultant, which is regulated in Regulation No. 24, 1992 about spatial planning is needed. Community based development and participation is important in the whole planning and development processes. The collaboration scenario was implemented by facilitating community aspirations through open dialog and consultation mechanism in each decision making process of proposed planning, not only in housing design and living environment, also in how to maintain housing and the environmental condition. The community also had chance to formulate their living standard and therefore was accommodated through community's life quality reinforcement and enhancement. The developer or consultant equipped the community with skills and subsidized tools for developing their job as fisherman. The community's environmental setting is considered also for tourism development. Hence the design influence is part of the place making processes. Architectural design solution was recommended to shift the fisherman village and the environmental setting in the study area.

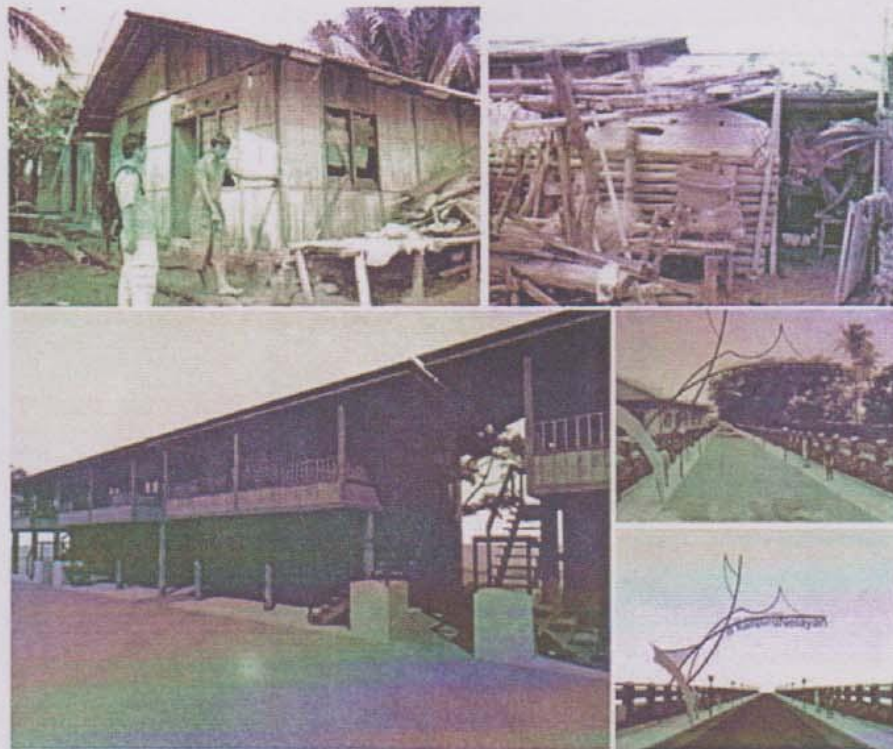


Figure 10. The existing of fisherman house and the alternative design development of the house and the village entrance .
Source: Sela (2009)

In accordance with the local government target in making Manado City as world tourism destination 2010, planning, design and management conceptual schemes for coastal precinct should be balanced and sustainable without neglecting community's aspect.

CONCLUSION

The built environment setting in particular foreshore precinct usually evolves incrementally, through planning and design decision over extended period of time. For these environments to be understandable, evocative, meaningful, relevant and responsive, a shift in design thinking is necessary. Then we can determine appropriate roles and definitions for the environmental planning and design and develop appropriate design frameworks, models, and processes.

These will be based on a redefinition of environmental design that will include, as a primary focus, the process of place making to maximize the quality of place and people learning experience.

The application of design concept scenarios in this study are to be integrated into urban tourism development model and it consider the character of seascape, environmental conditions and the cultural value. This study proposed the environmental design alternatives.

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