

KENKO
MILDURA
A SHIATSU INTERVENTION

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WHAT IS SHIATSU?

- Shiatsu technique refers to the use of fingers to apply pressure on the surface of the body for maintaining and promoting health. It is also a method contributing to the healing of specific illnesses.



SO WHAT IF MILDURA WAS A SICK PERSON ?



TOO MUCH FAST FOOD

NO IDENTITY

TOO QUIET

BAD PUBLIC SPACE

TOO HOT

NO NIGHTLIFE

TOO DARK

TOO EMPTY

TWO WAYS OF INTERVENTION

TSUBO



- • • • • • • • • • • • • • • • • •
- ICONIC BUILDINGS WITH A SOCIAL •
- FUNCTION •
- • • • • • • • • • • • • • • • • •
- GETTING PEOPLE TOGETHER •
- • • • • • • • • • • • • • • • • •
- ENCOURAGING COMMUNITY •
- • • • • • • • • • • • • • • • • •

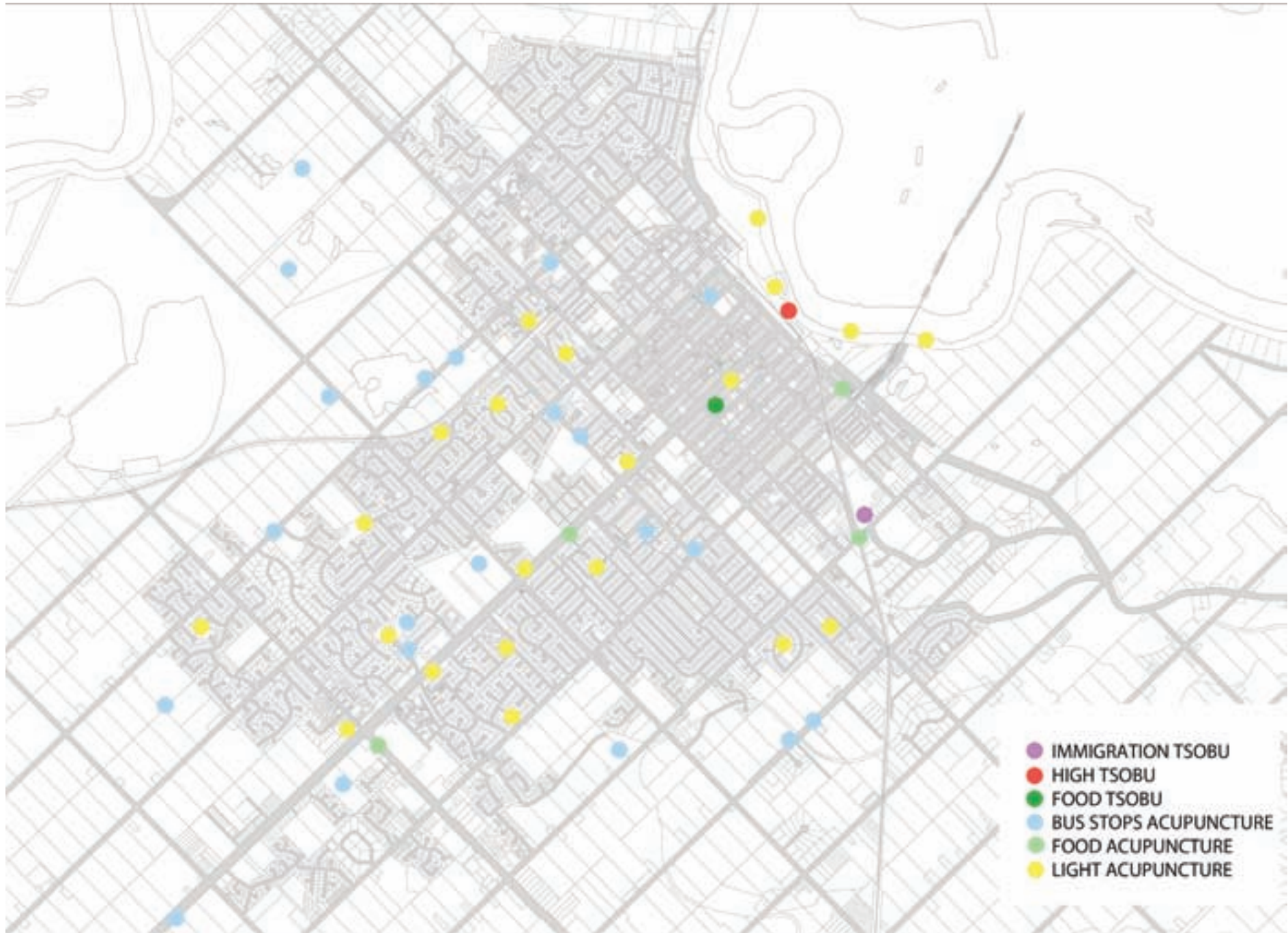
- • • • • • • • • • • • • • • • • •
- NETWORK OF PUBLIC UTILI- •
- TIES. •
- • • • • • • • • • • • • • • • • •
- DEVELOPING LOCAL SERVICES •
- • • • • • • • • • • • • • • • • •
- INCREASING AMENITY •
- • • • • • • • • • • • • • • • • •



AND

ACUPUNCTURE

COVERAGE MAP



TSUBO 1: IMMIGRATION

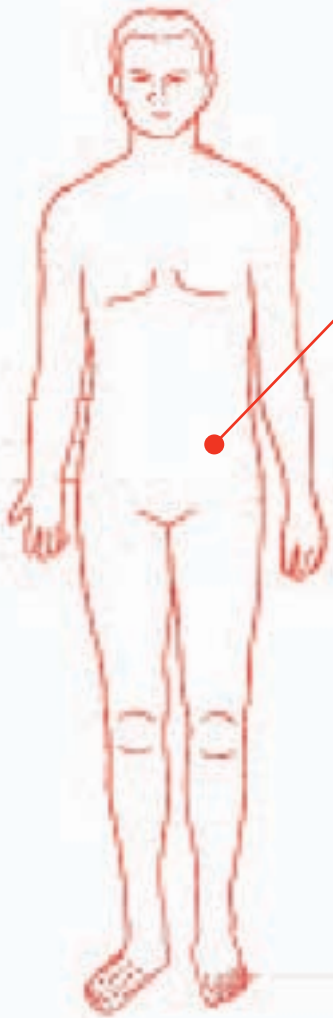
DIGESTIVE SYSTEM PROBLEMS

MILDURA CAN'T EAT AS MANY IMMIGRANTS AS IT WOULD LIKE TO.

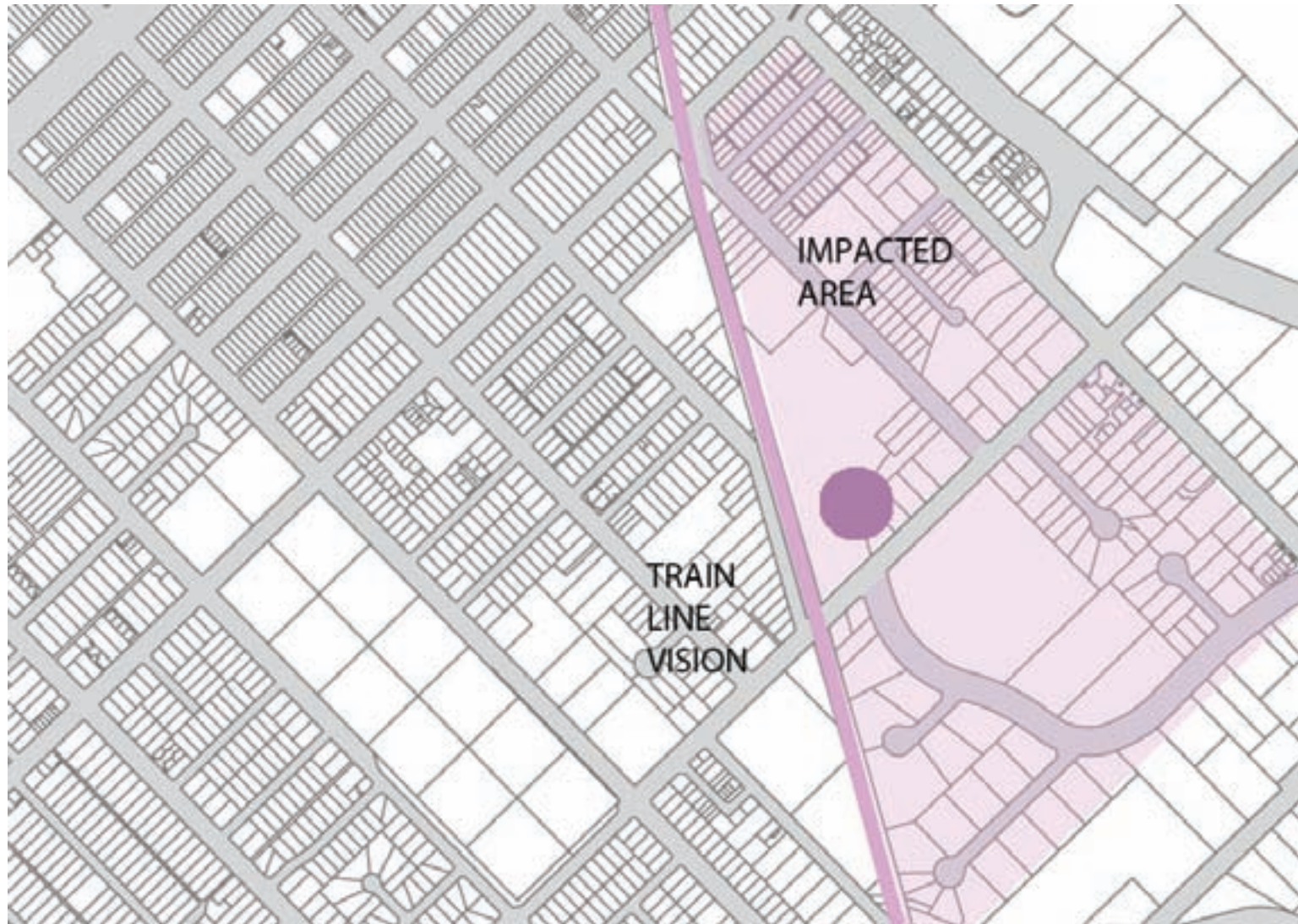
IMMIGRATION TSUBO:
NEW IMMIGRANTS FACILITY

LOCATION: OLD INDUSTRIAL AREA

GOAL: REGENERATING THIS AREA WITH NEW-COMERS



TSUBO 1: IMMIGRATION





TSUBO 2: HEIGHT

HORMONAL ACTIVATION



MILDURA IS TOO FLAT. THERE IS A NEED OF
SEXY CURVES SUCH AS LANDMARKS.

HIGH TSUBO:
BIG NEW LANDMARK, EASILY SEEN

LOCATION: NEAR THE TRAIN STATION AT THE
END OF DEAKIN AVENUE, TOP SPOT

GOAL: CREATE AN IDENTITY FOR THE TOWN AS
A SYMBOL

TSUBO 2: HEIGHT







TSUBO 3: FOOD

EATING DISORDER



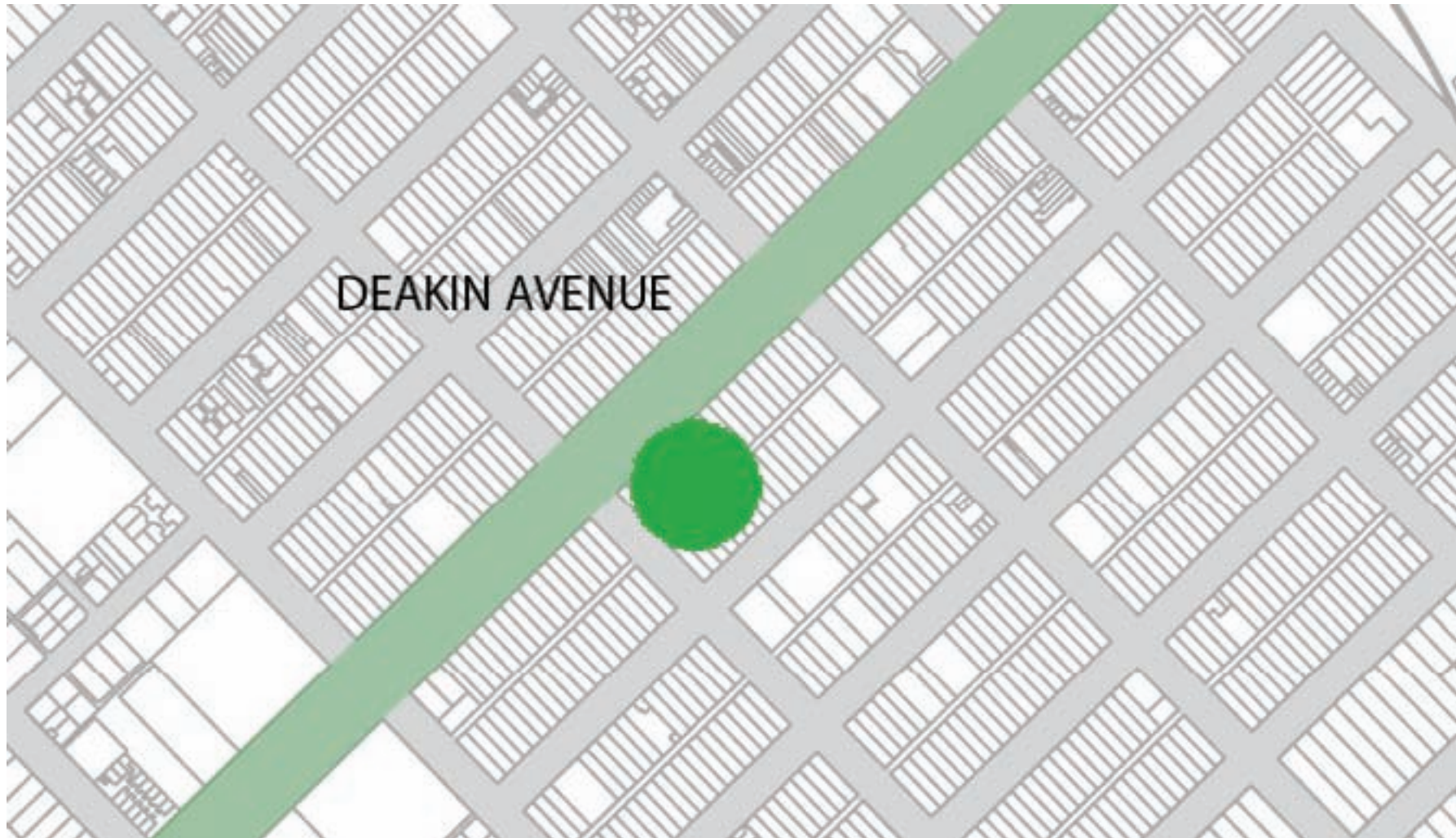
MILDURA HAS GOT GOOD FOOD BUT SEEMS
UNAWARE OF IT.

FOOD TSUBO:
NEW FACILITY WITH COOKING COURSES, TV RE-
CORDINGS, RESTAURANT.

LOCATION: UNUSED SPACES IN THE CBD

GOAL: GIVING EXPOSURE TO LOCAL AGRICUL-
TURE AND FOOD

TSUBO 3: FOOD





ACUPUNCTURE 1: BUS STOPS

PARALYSIS

BUS SHELTER ACUPUNCTURE:

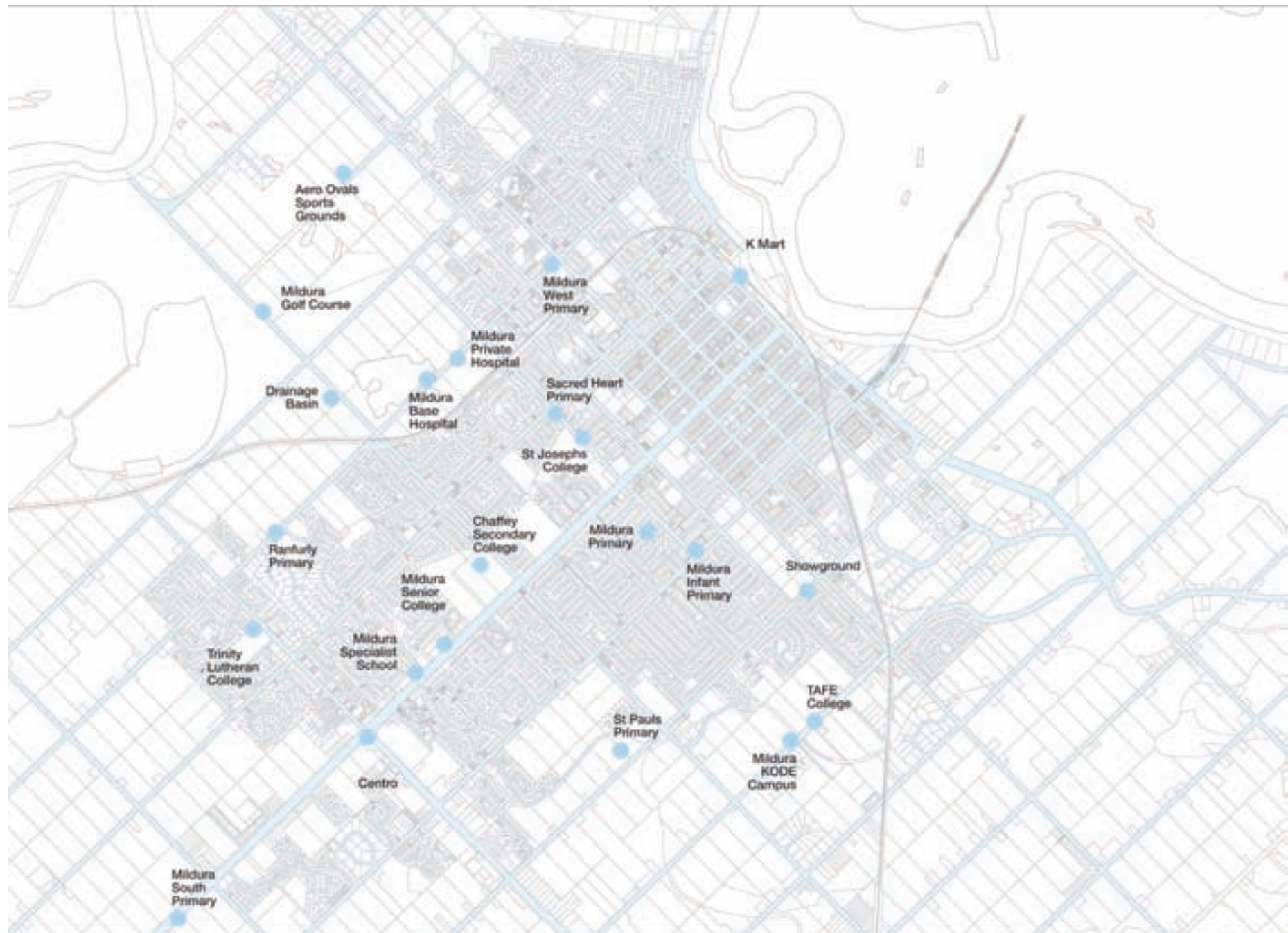
NEW COOLED OR SHADED BUS SHELTERS REPLACING THE OLD ONES.

LOCATION: NEAR TO EVERY FACILITY IN TOWN

GOAL: UPGRADING IMAGE OF PUBLIC TRANSPORTATION, CREATING SOCIAL LINK WITHIN THOSE SHELTERS



ACUPUNCTURE 1: BUS STOPS







ACUPUNCTURE 2: FOOD

DRUG ADDICTION

MCDONALDS VS FRESH LOCAL FOOD

FOOD ACUPUNCTURE:

4 BRIDGES WITH FOOD MARKETS IN AREAS OF
BIG EXPOSURE

LOCATION: ON TOP OF BIG AXIS, IN FRONT OF
THE SUPERMARKET, ON THE TRAIN LINE

GOAL: INCREASE EXPOSURE & SALES OF LOCAL
PRODUCTS IN THE COMMUNITY.



ACUPUNCTURE 2: FOOD







ACUPUNCTURE 3: LIGHTS

BLINDNESS

BRIGHTEN MILDURA

LIGHT ACUPUNCTURE:
NEW LIGHTNING SYSTEM

LOCATION: MURRAY RIVER PATH, ALONG DEAKIN
AVENUE, IN MOST OF THE CITY PARKS

GOAL: IMPROVING NIGHTLIFE, ADDING SECUR-
RITY



ACUPUNCTURE 3: LIGHTS





OVERVIEW



POINTS DENSITY: NETWORK



STRATEGY RECAP

NEW IDENTITY OF MILDURA THROUGH NEW
ICONIC INTERVENTIONS AND IMPROVEMENT
OF PUBLIC SPACE.

PRODUCING MICRO ARCHITECTURE TO
BRING FORWARD COMMUNITY.

BRAND MILDURA AS A SOCIALLY CARING
TOWN

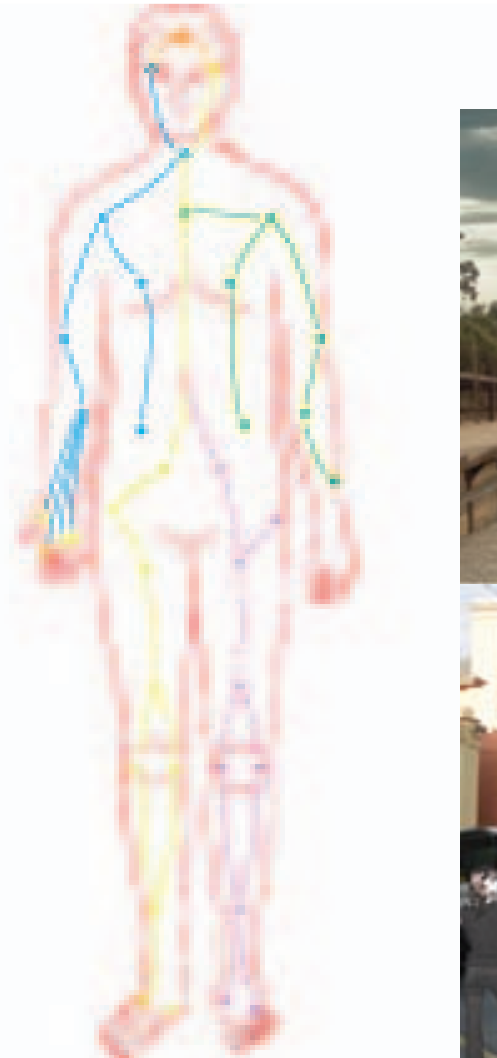
RESULT OF THAT STRATEGY

AMENITY AND ATTRACTIVITY

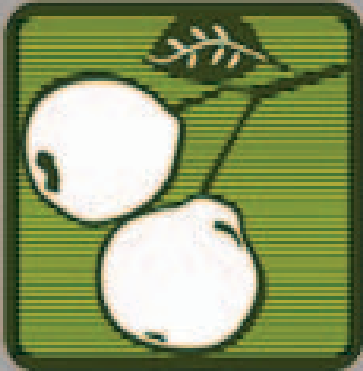
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POPULATION GROWTH

KENKO MILDURA!



MILDURA SLOW FOOD NETWORK



LAURENCE CHAN
KAORI TANABU
HADRIEN AUZIOL

1. SLOW FOOD

PROMOTING LOCAL FOOD PRODUCTS

ORGANIZING CELEBRATIONS OF LOCAL
CUISINE

PROMOTING «TASTE EDUCATION»



2. URBAN INFILL

LIMITING THE OUTWARD EXPANSION
OF THE CITY

NEW JOBS AND ATTRACTIVITY IN THE
CBD

COURTYARD TYPOLOGY EFFICIENCY



3. PUBLIC SPACE

CREATING DYNAMIC, PEDESTRIAN
ORIENTED PLACES

REVEALING THE DIVERSE CITY
LANDSCAPE

CONNECTING DIVERSE NEIGHBORHOODS



PROGRAM

RESEARCH
CENTER

MARKET/
FESTIVAL

PRODUCING>SELLING>COOKING>EATING

KITCHEN
STUDIOS

RESTAURANT

FOOD PRODUCTION CHAIN

CBD WASTED SPACES



KITCHEN POINT



UNUSED SPACE
ALONG DEAKIN
AVENUE
CONNECTED
THROUGH THE
ALLEY

RESEARCH POINT



PARKING
SPACE

PRIVATE
PART OF
THE AREA

MARKET POINT



BIGGEST
PARKING SPACE
IN THE AREA

DEAKIN AVE
EXPOSURE

RESTAURANT POINT



PARKING SPACE
IN BACKYARDS
AROUND AN
ALLEY

DIRECT CONNE-
XION TO
MARKET SITE

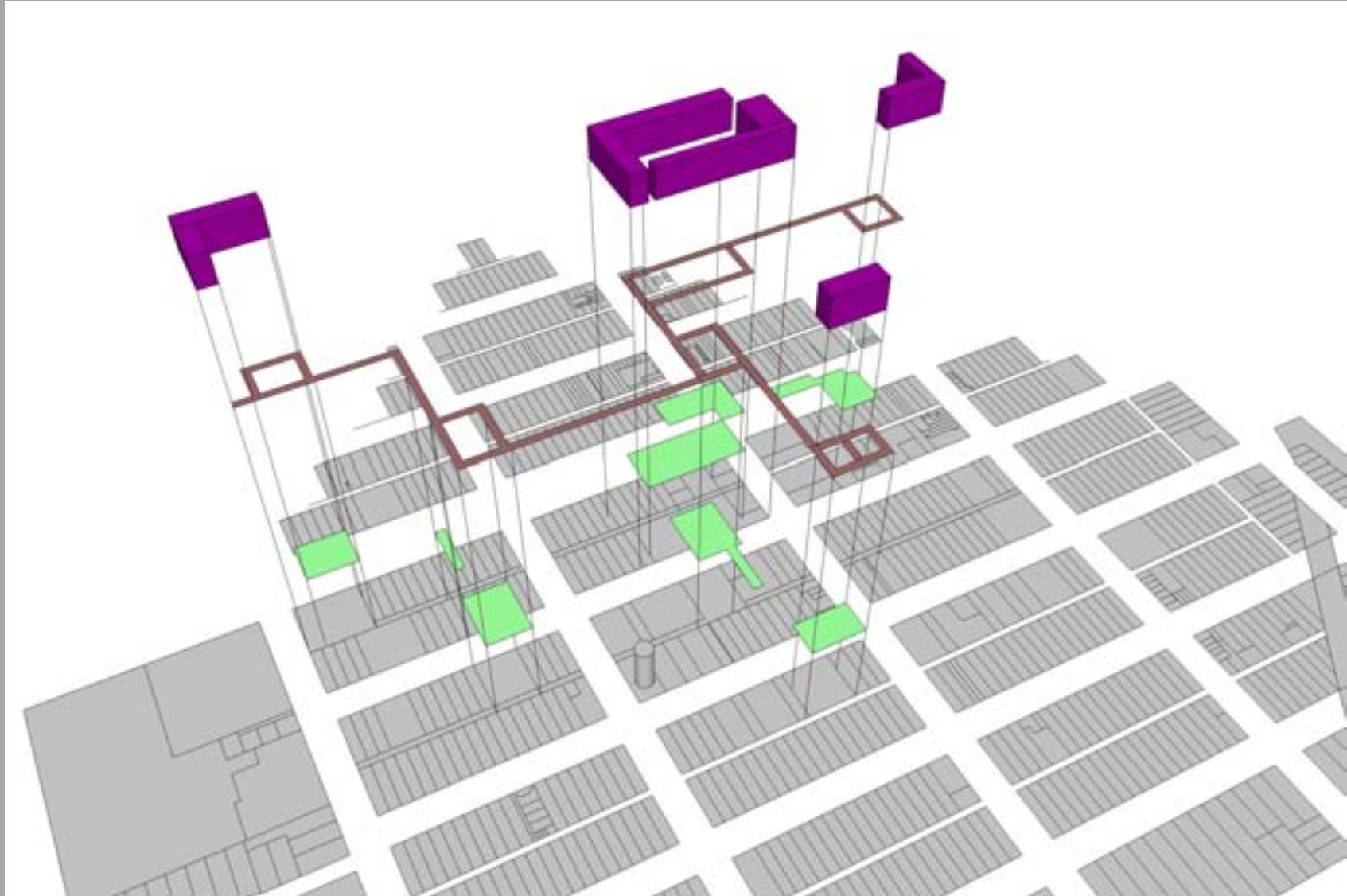
FARMS POINTS



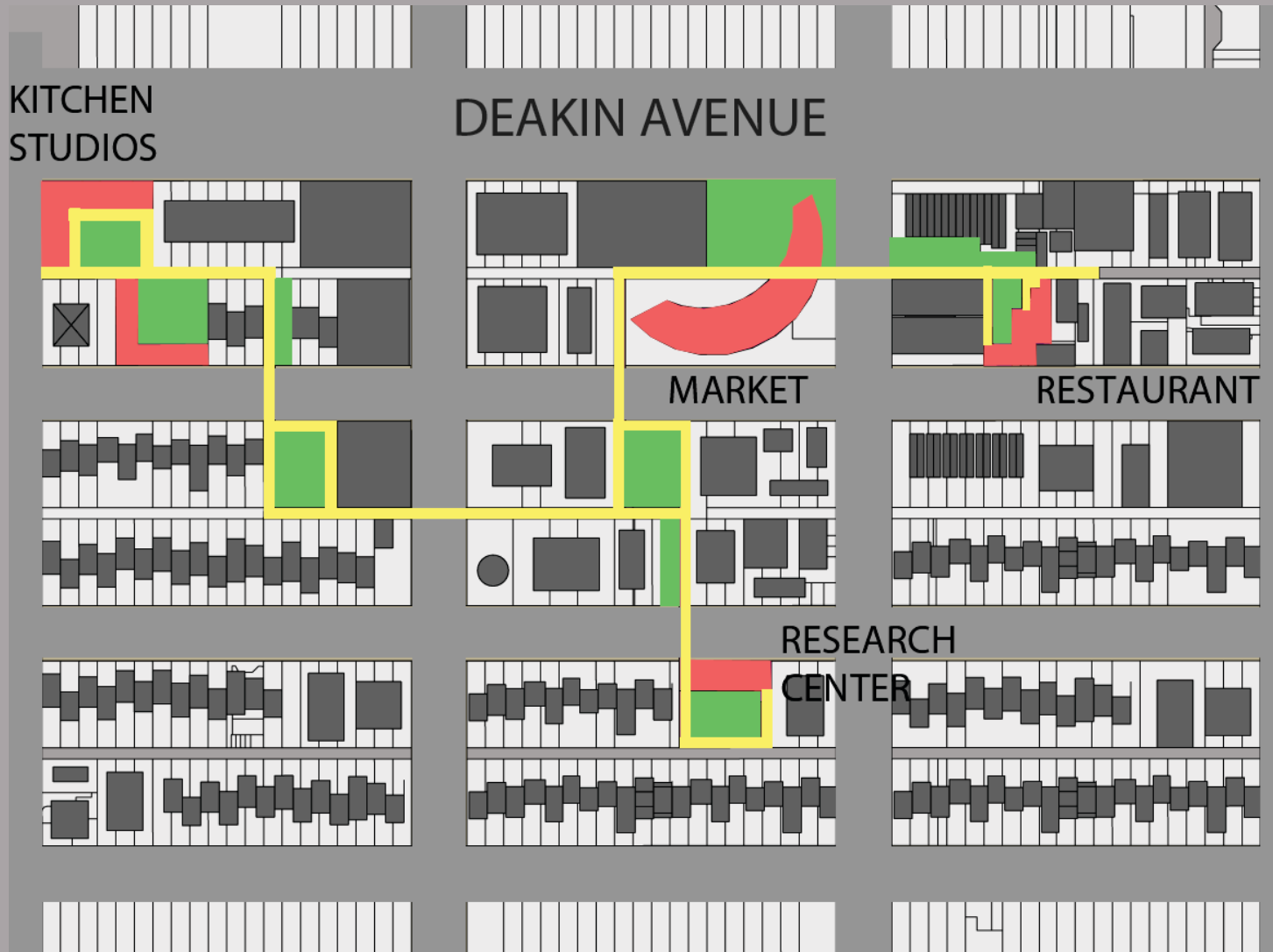
OTHER UNUSED OR
PARKING SPACES

LOCATED BETWEEN
OTHER POINTS TO
CREATE LINKS
IN THE NETWORK

FOOTPATHS NETWORK

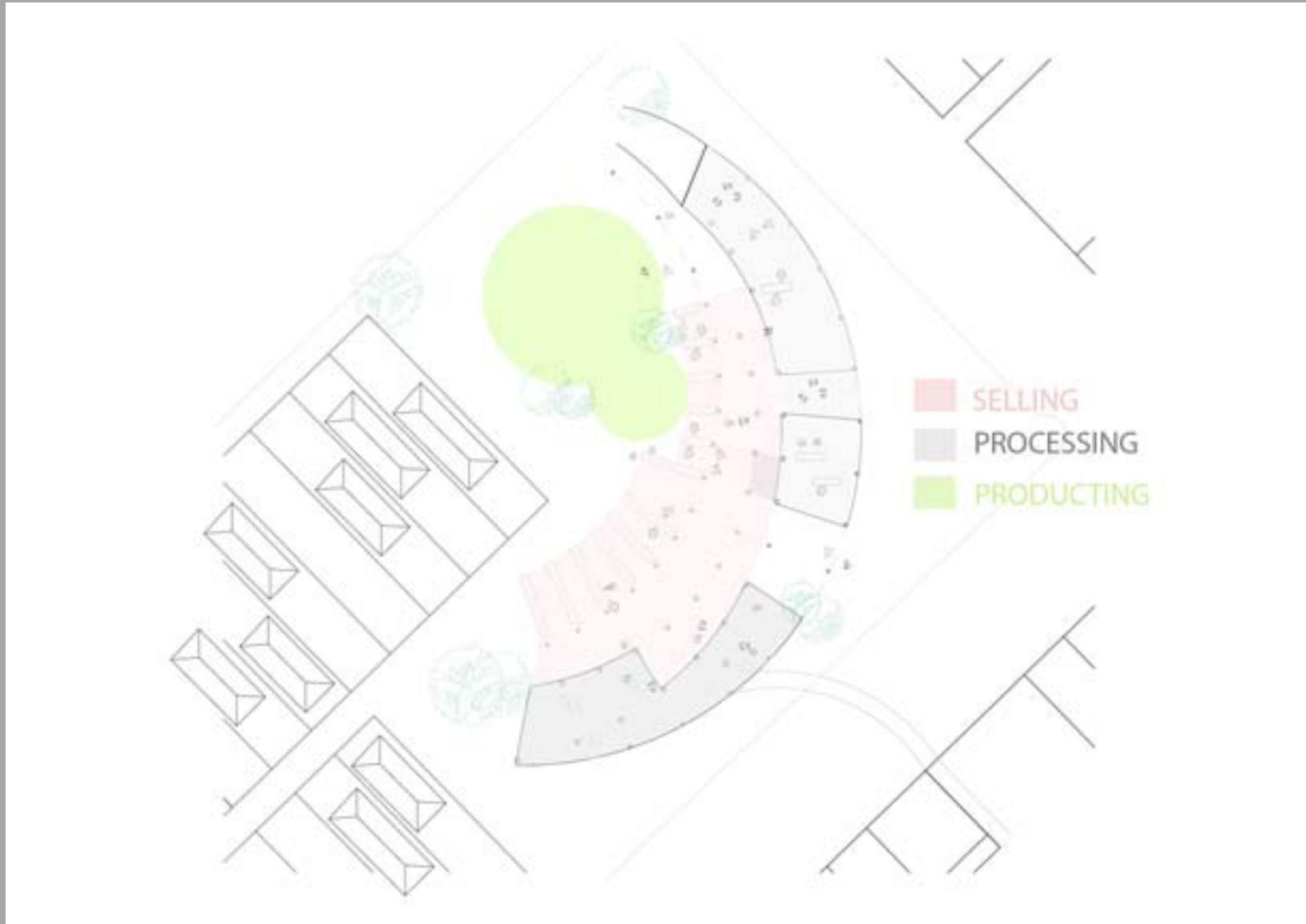


FOOTPATHS PLAN

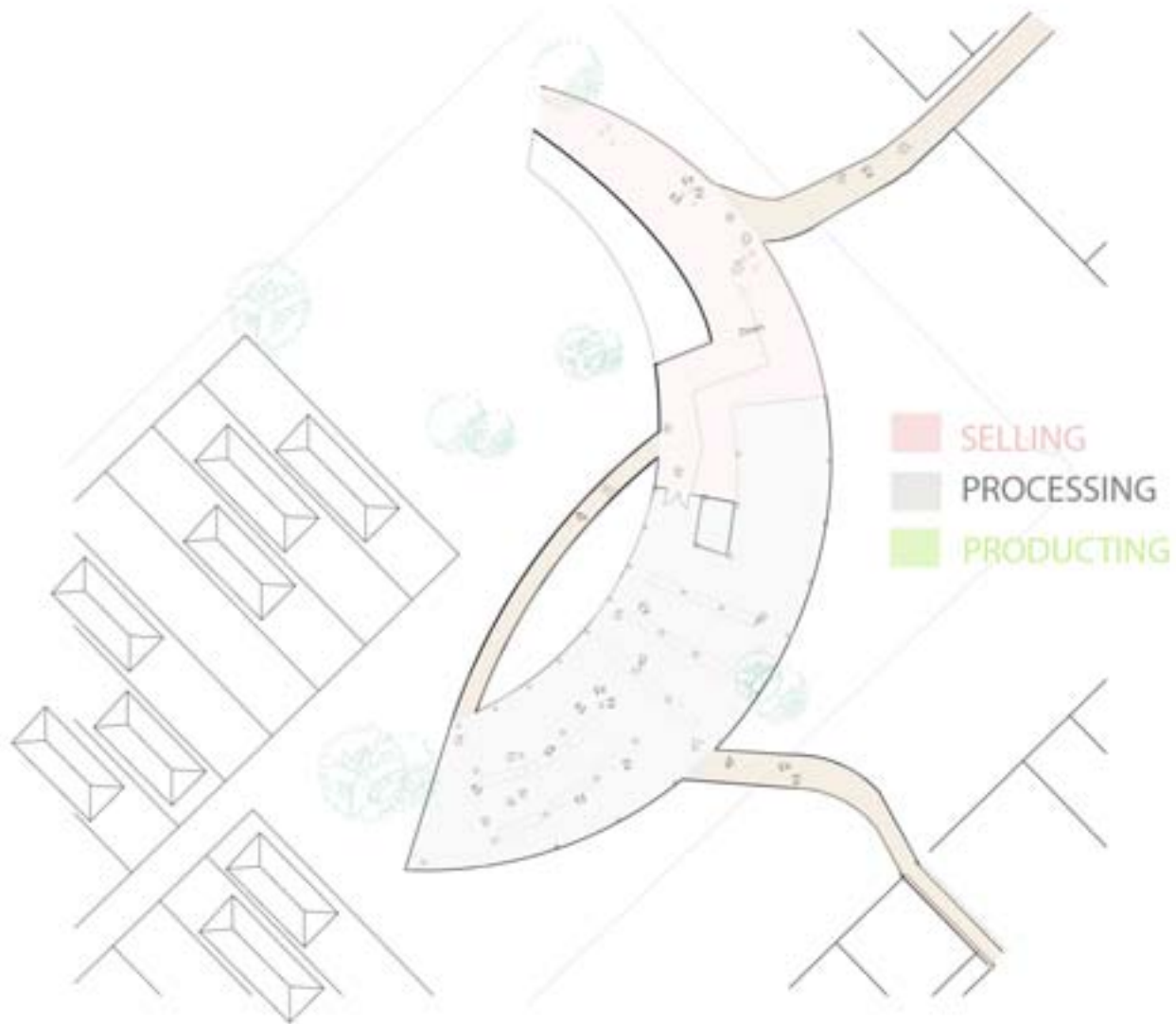




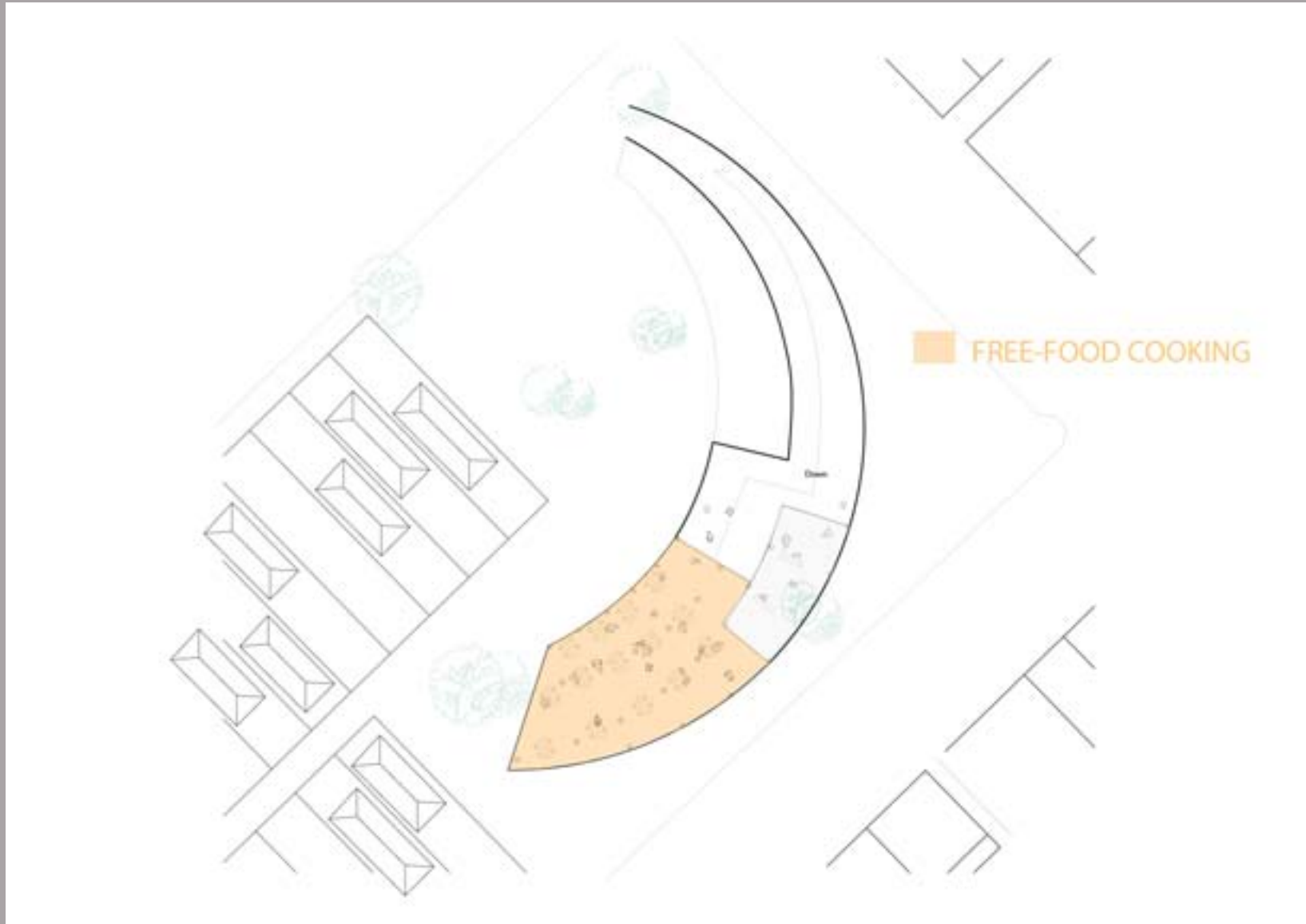
MARKET LVL 0



MARKET LVL 1



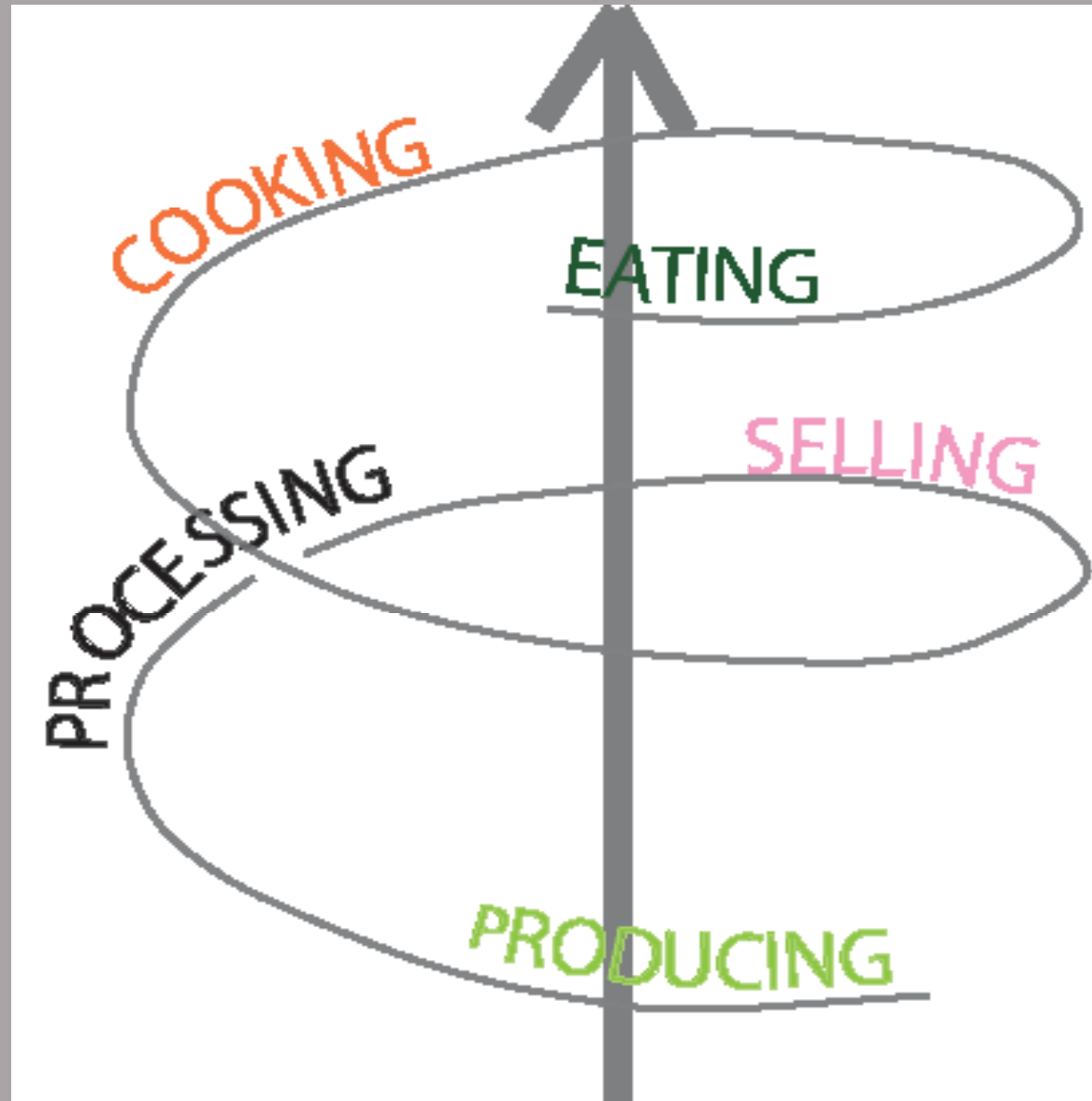
MARKET LVL 2



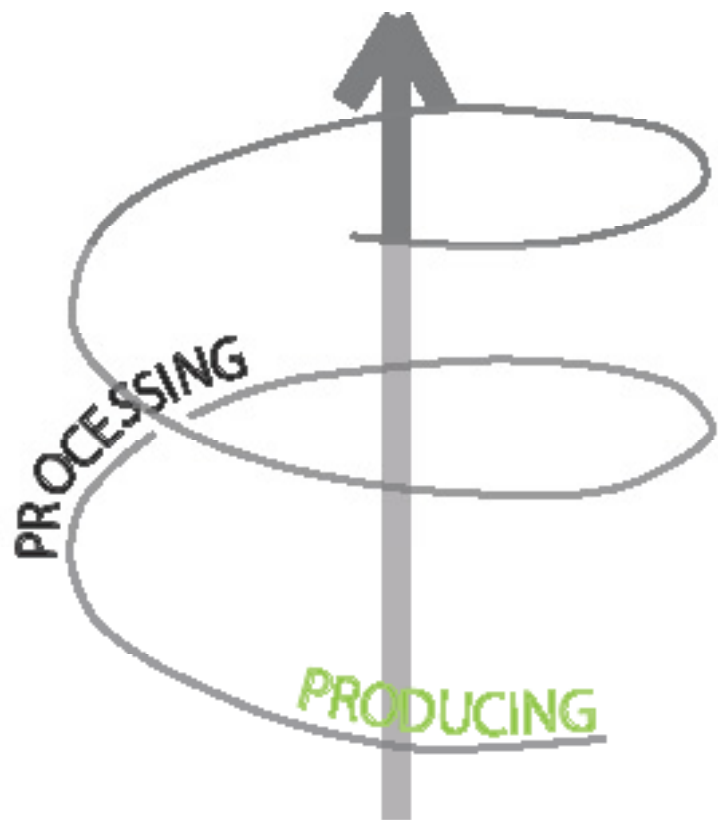
MARKET LVL 3

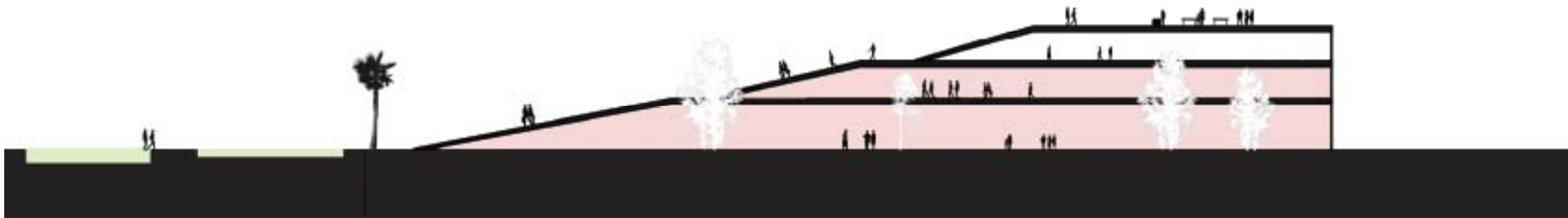
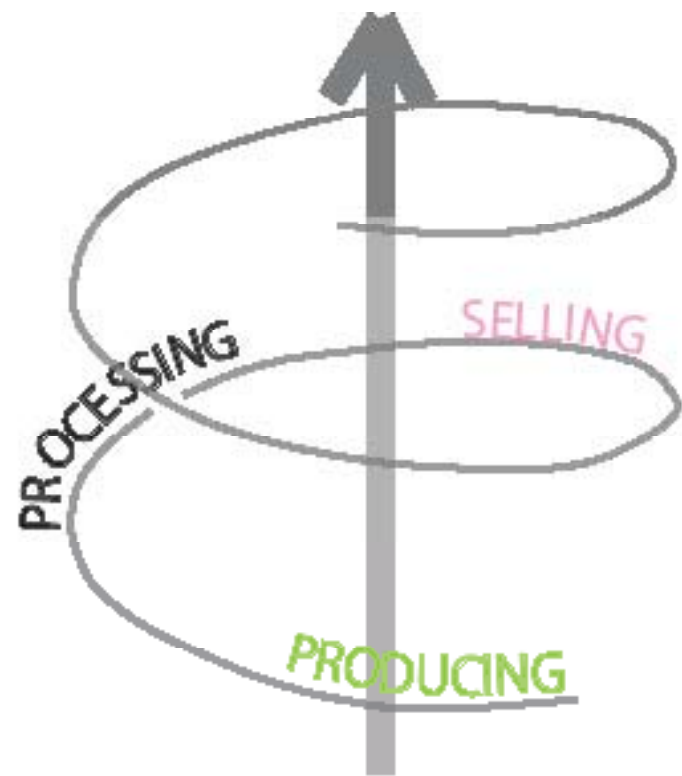


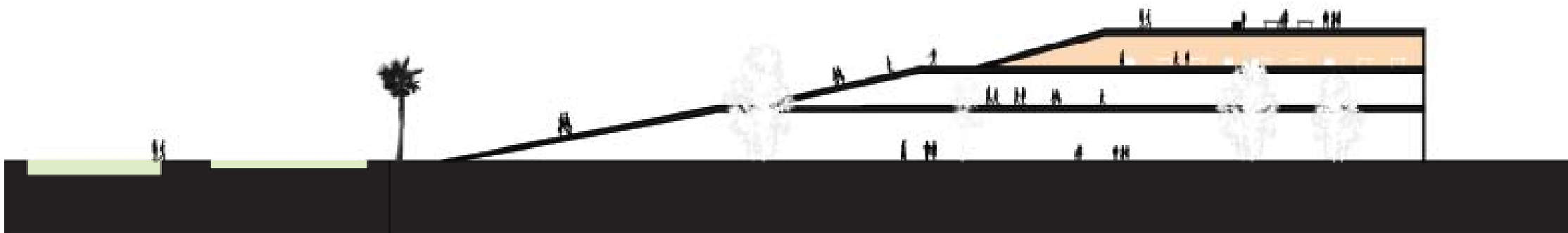
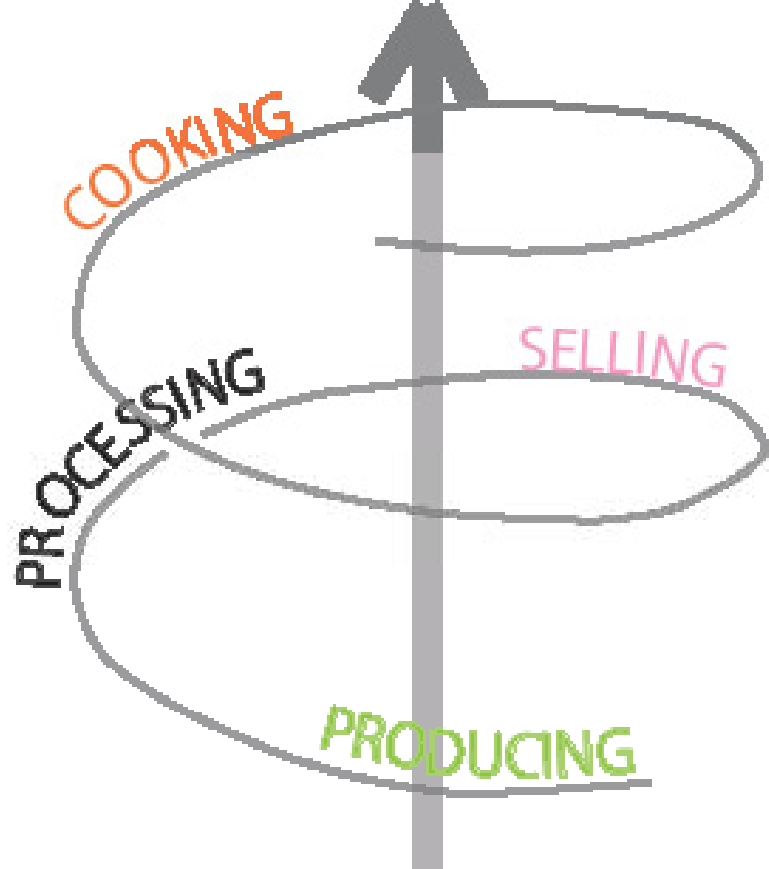
PROGRAMME

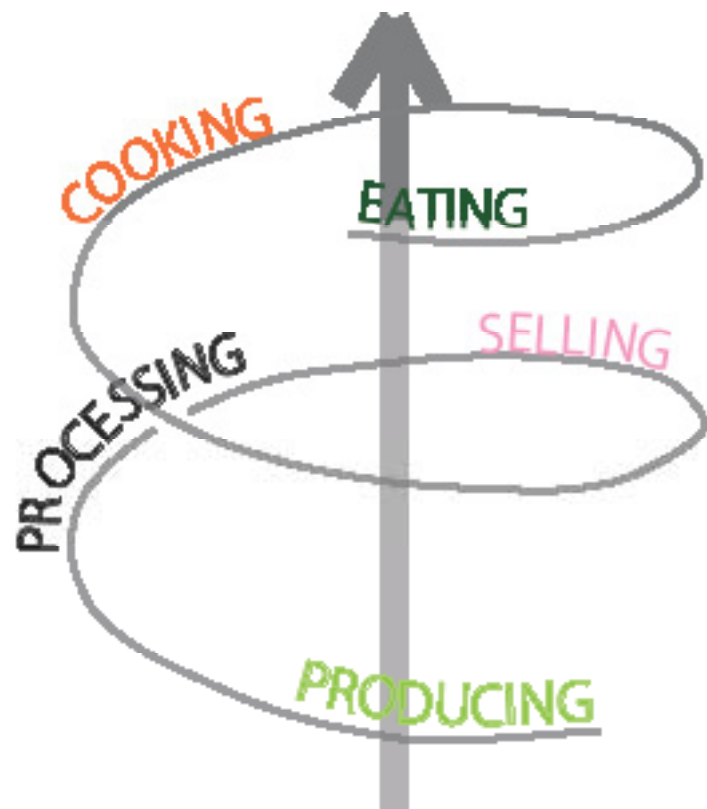








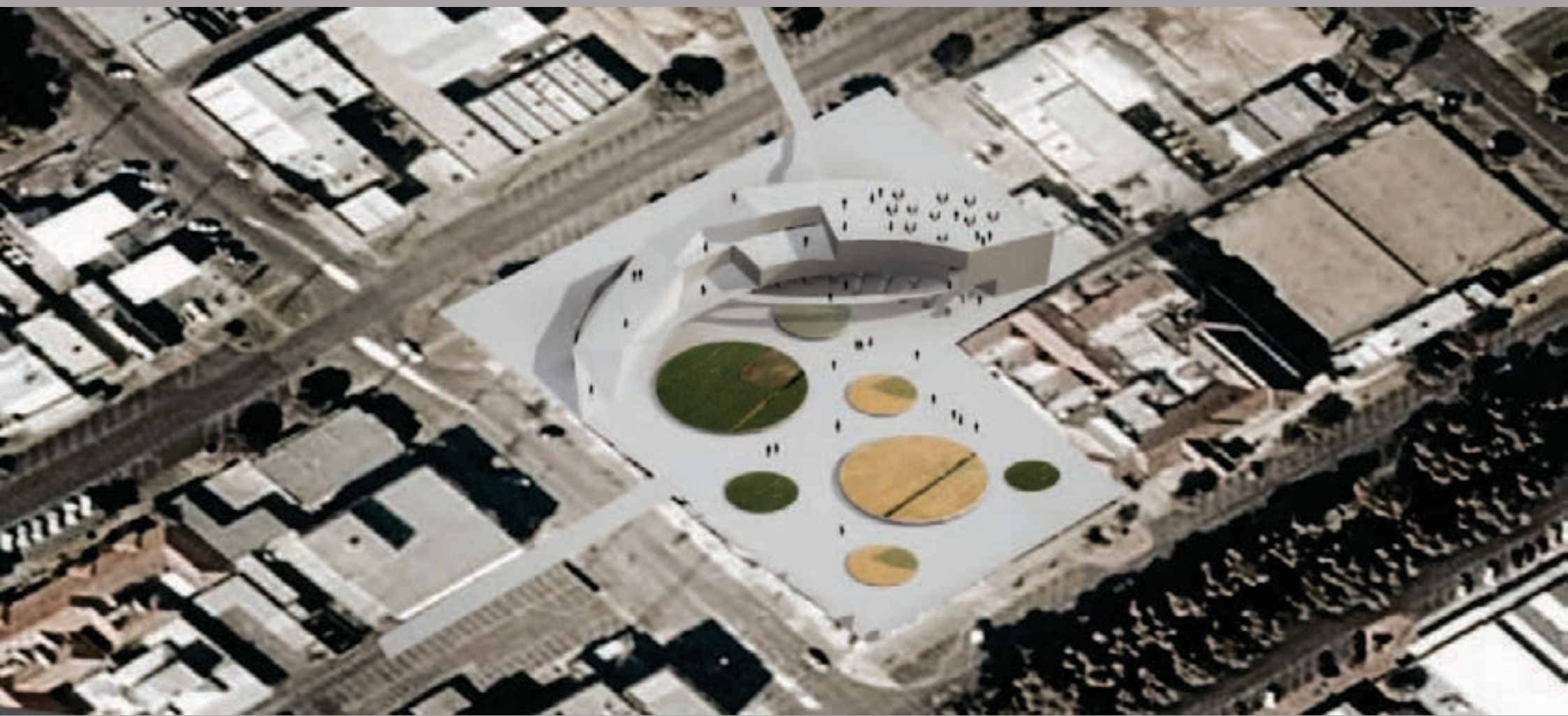




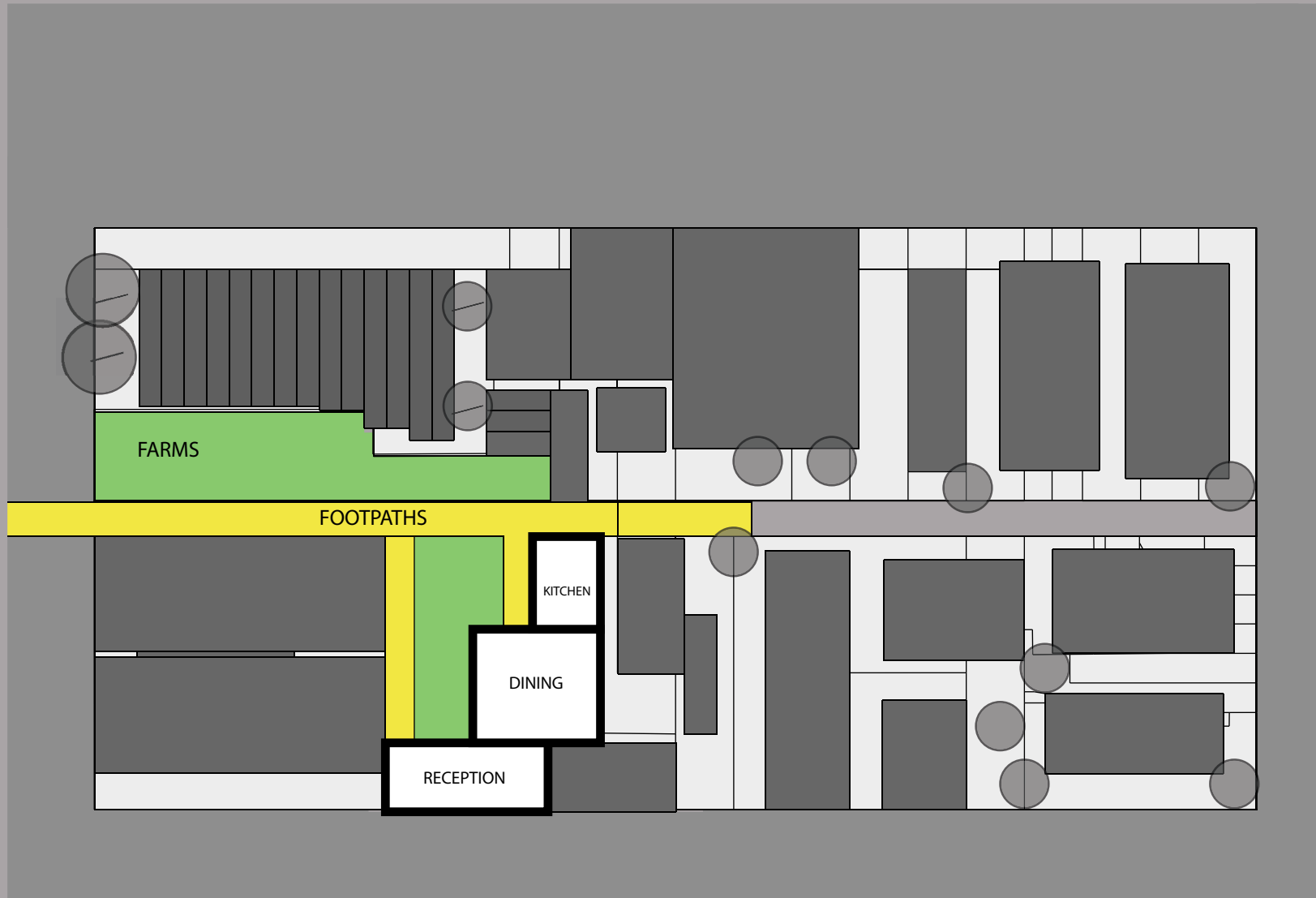






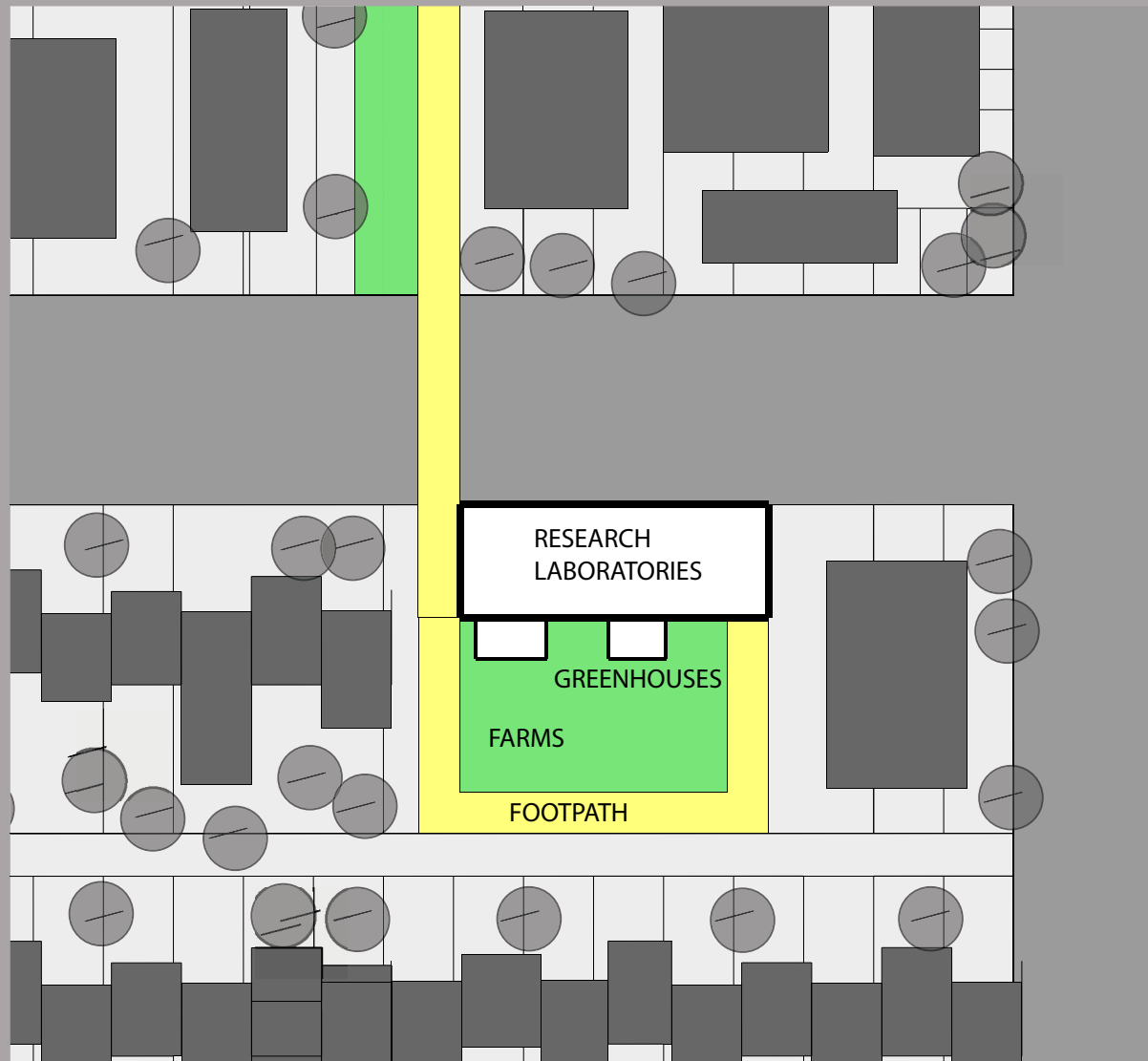


RESTAURANT





RESEARCH CENTRE

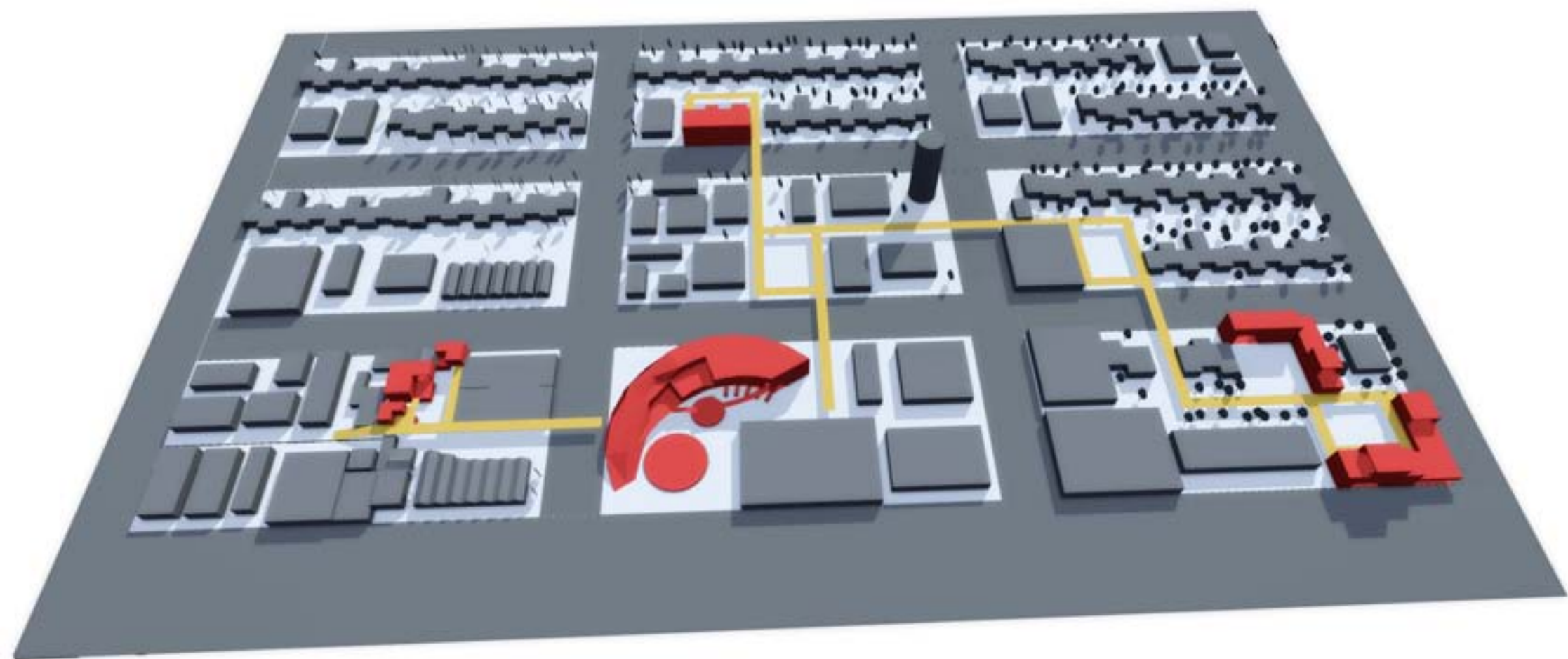




KITCHEN STUDIOS







MILDURA SLOW FOOD NETWORK



LAURENCE THAR
SARAH CASANO
HARRISON AUSTIN

1-SLOW FOOD

PROMOTING LOCAL FOOD PRODUCTS
ORGANIZING CELEBRATIONS OF LOCAL
FOODS
PROVIDING KITCHEN EDUCATION



2-URBAN INFILL

CONVERTING THE OUTWARD EXPANSION
OF THE CITY
NEW JOBS AND ATTRACTIVITY IN THE
CBD
CONVERTING TYPICAL SUBURBANS



3-PUBLIC SPACE

CREATING SPACES FOR PEDESTRIAN
ORIENTED PLACES
REVEALING THE BODILY CITY
LANDSCAPE
CONVERTING GENERIC MEDIANWAYS



PROGRAM

RESEARCH
CENTER
MARKETS/
FESTIVAL
PRODUCTION/STUDIO/WORKSHOP/HEATING
KITCHEN
STUDIOS
RESTAURANT
FOOD PRODUCTION CHAIN

CBD WASTED SPACES



KITCHEN POINT

SHARED SPACE
LOCAL PEASANT
MARKET
SUPPORTS THE
LOCAL



RESEARCH POINT

SHARED SPACE
LOCAL PEASANT
MARKET
SUPPORTS THE
LOCAL



MARKET POINT

SHARED SPACE
LOCAL PEASANT
MARKET
SUPPORTS THE
LOCAL



RESTAURANT POINT

SHARED SPACE
LOCAL PEASANT
MARKET
SUPPORTS THE
LOCAL



FARMS POINTS

SHARED SPACE
LOCAL PEASANT
MARKET
SUPPORTS THE
LOCAL



FOOTPATHS NETWORK



FOOTPATHS PLAN




MARKET LVL 0



MARKET LVL 1



MARKET LVL 2



MARKET LVL 3



PROGRAMME












RESTAURANT




RESEARCH CENTRE




KITCHEN STUDIOS





MIGRANT CENTER



KUN

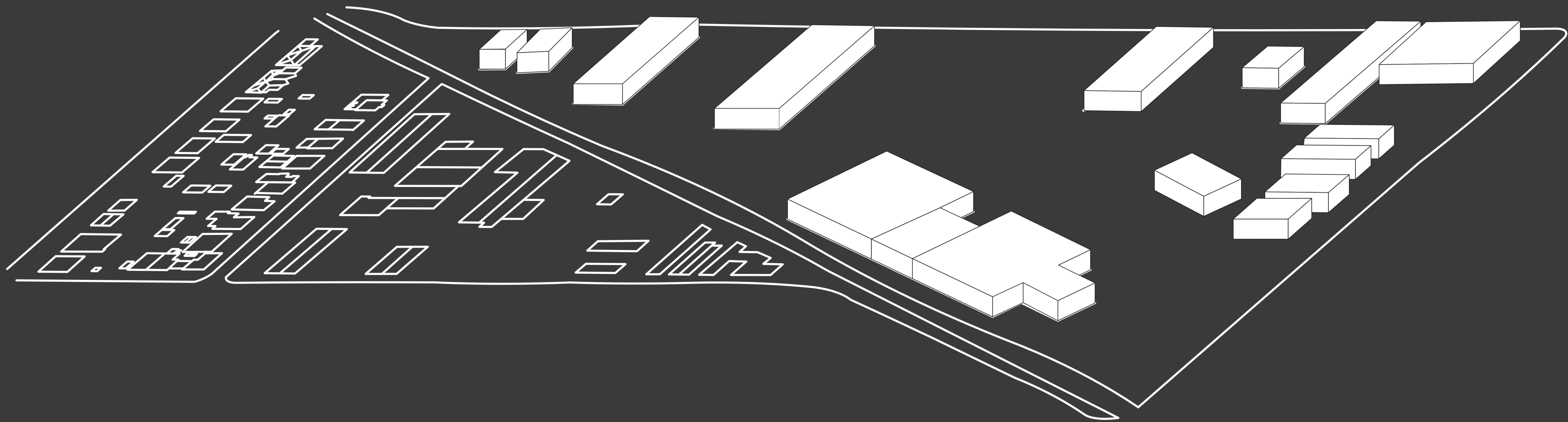


TAKA

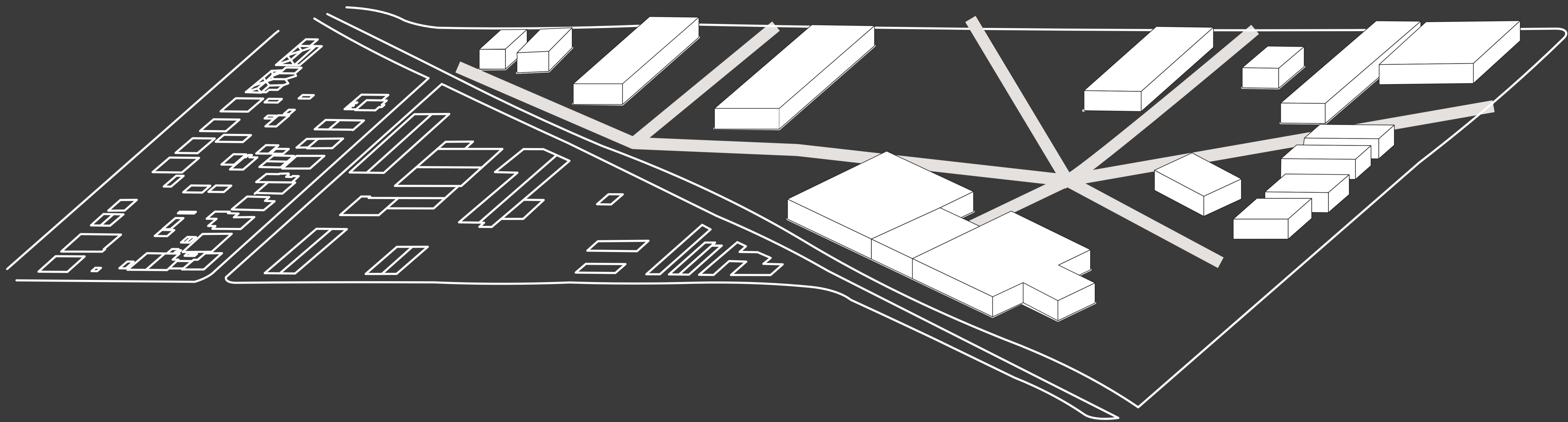
- LOCATION



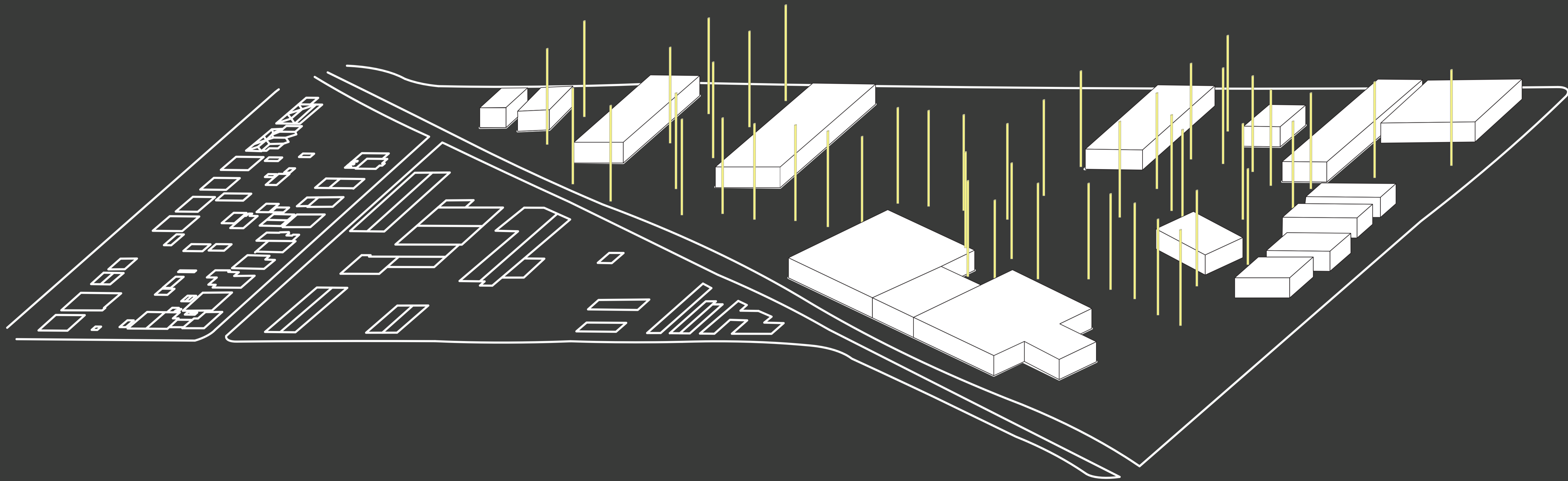
- Re-use ABANDOND FACTORIES as HOSTEL








- Design Migrant Center at point of the path

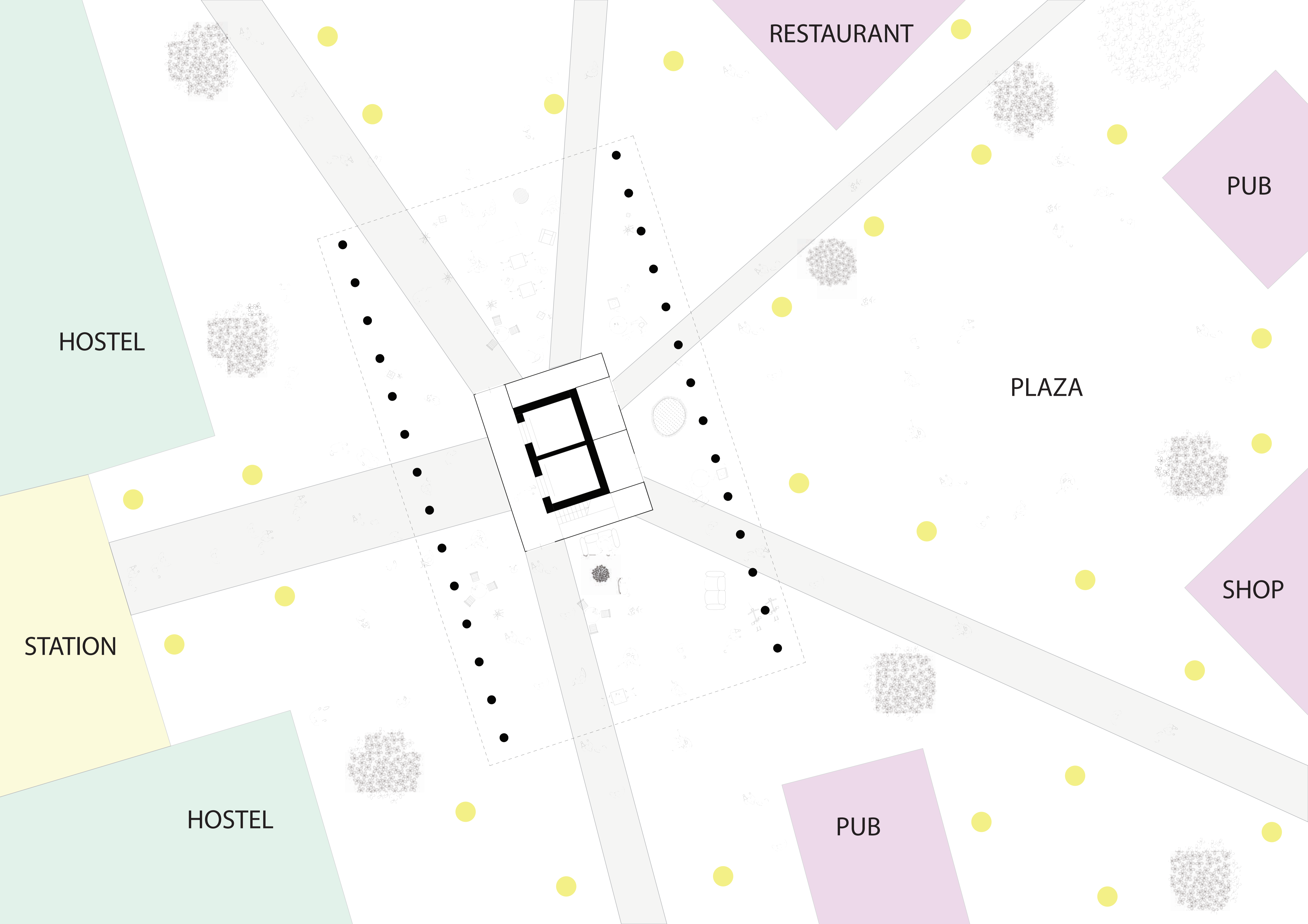


- Insert Interventions “LIGHTS” and “BUS STOP” to make the connection.



-  HOSTEL
-  PUB / SHOP
-  STATION / BUS STOP
-  CAR PARKING
-  PATH





RESTAURANT

PUB

PLAZA

SHOP

PUB

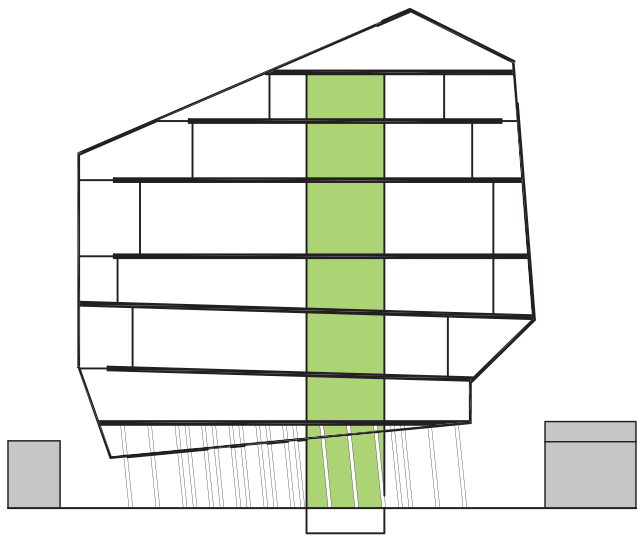
HOSTEL

STATION

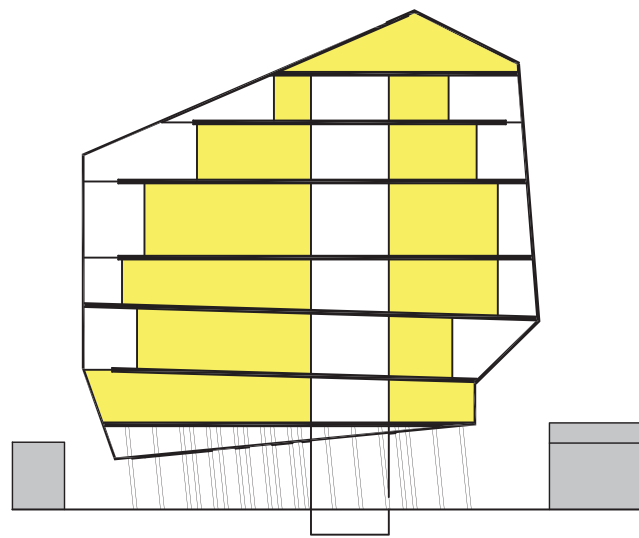
HOSTEL

- . Be Iconic
- . Size Undercontrol
- . Maximum Height 30m

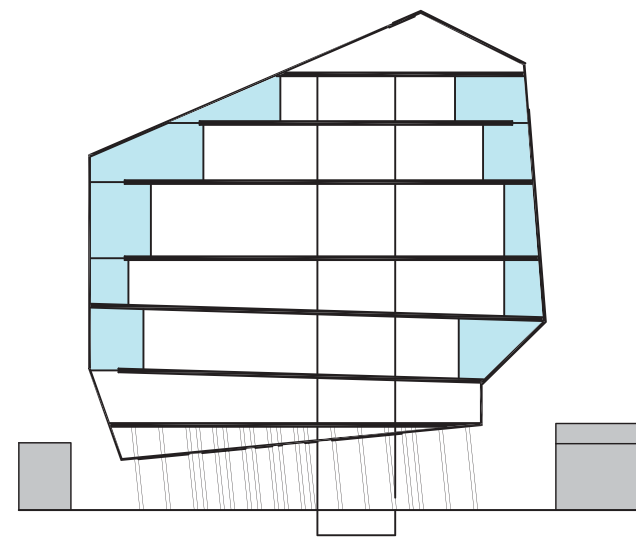




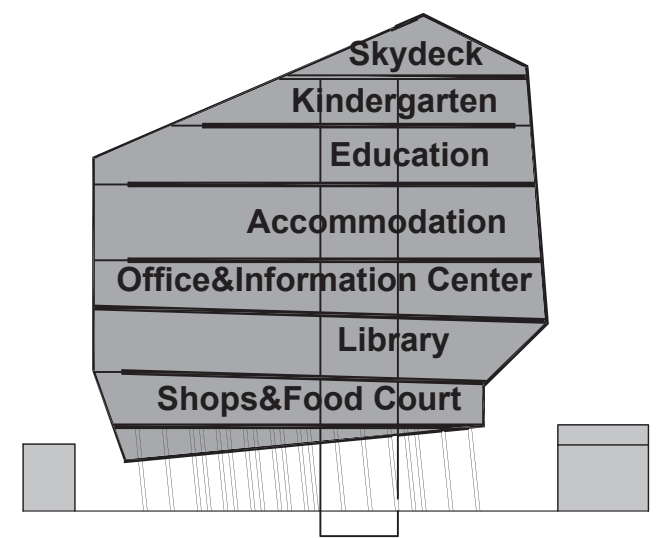
Access



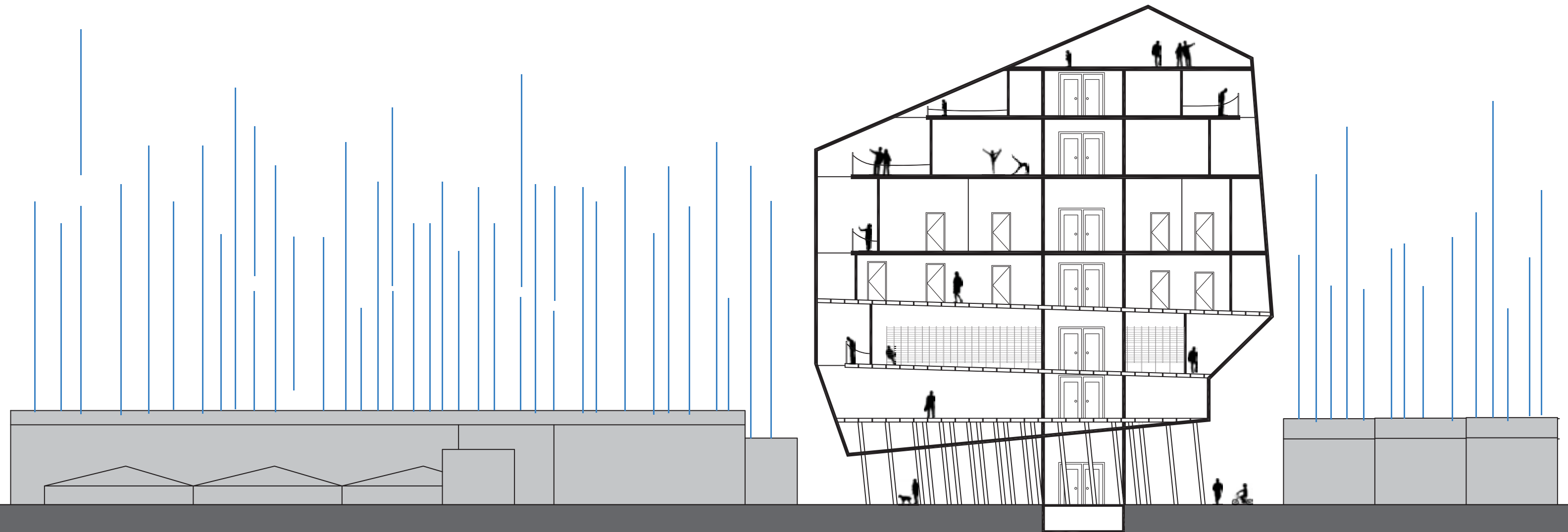
Spaces



Voids



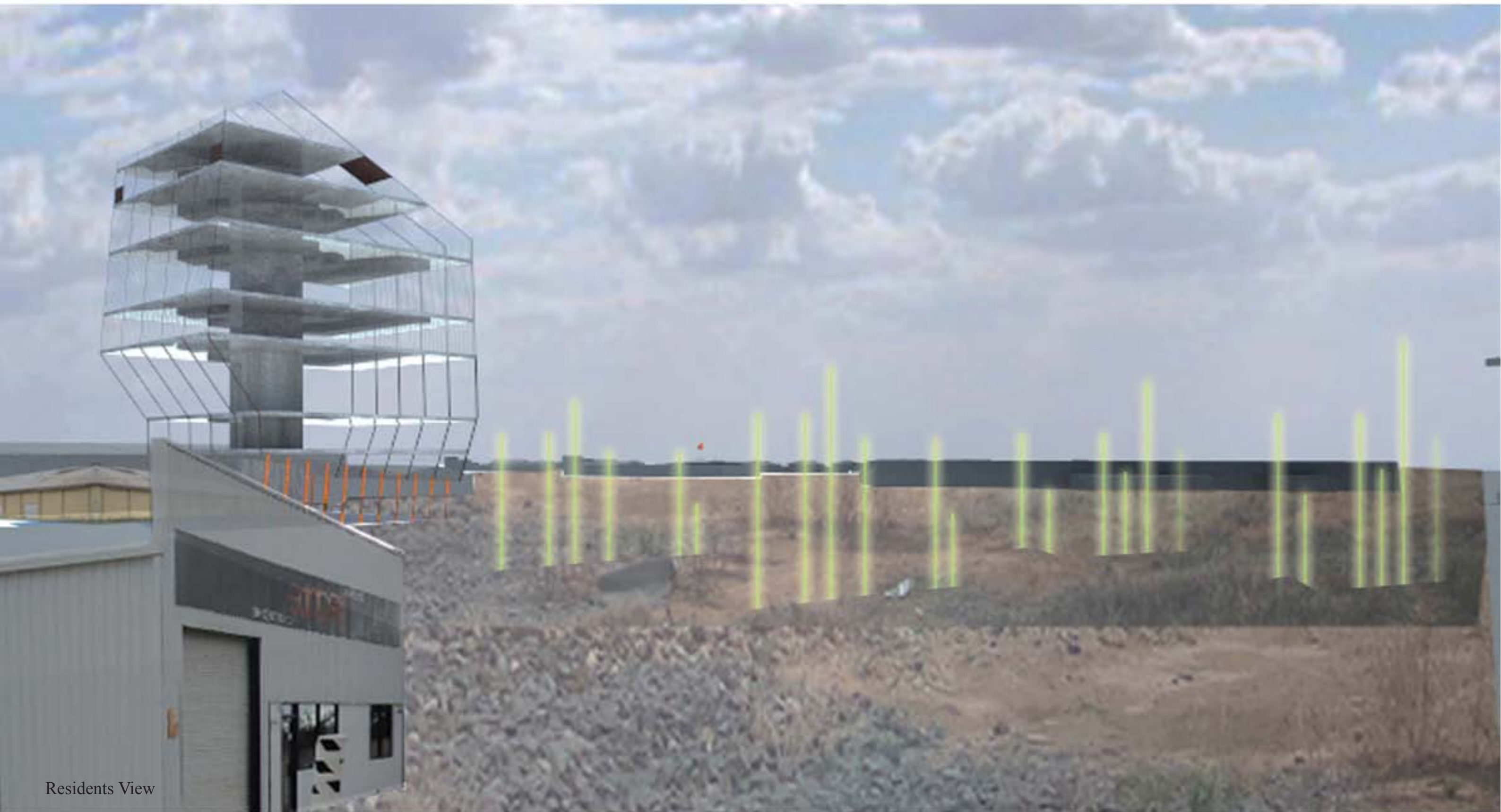
Program



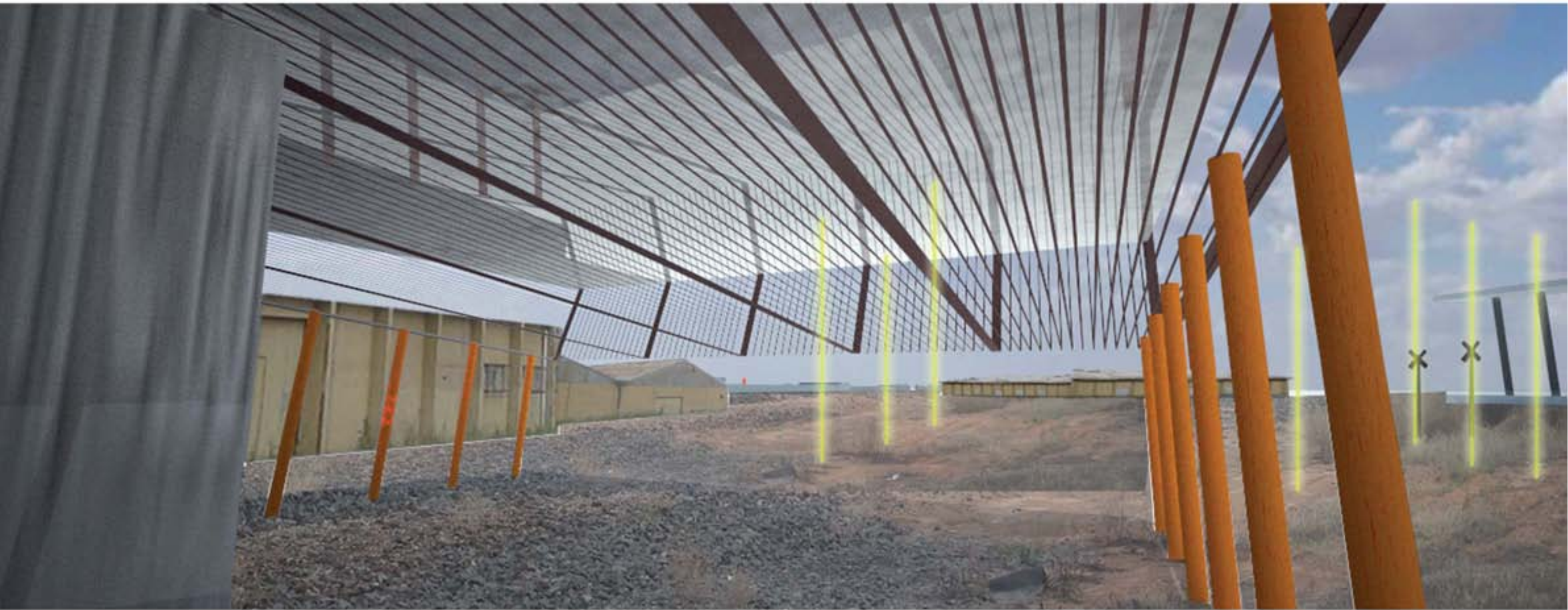
Section
Scale:1:200



Railway View



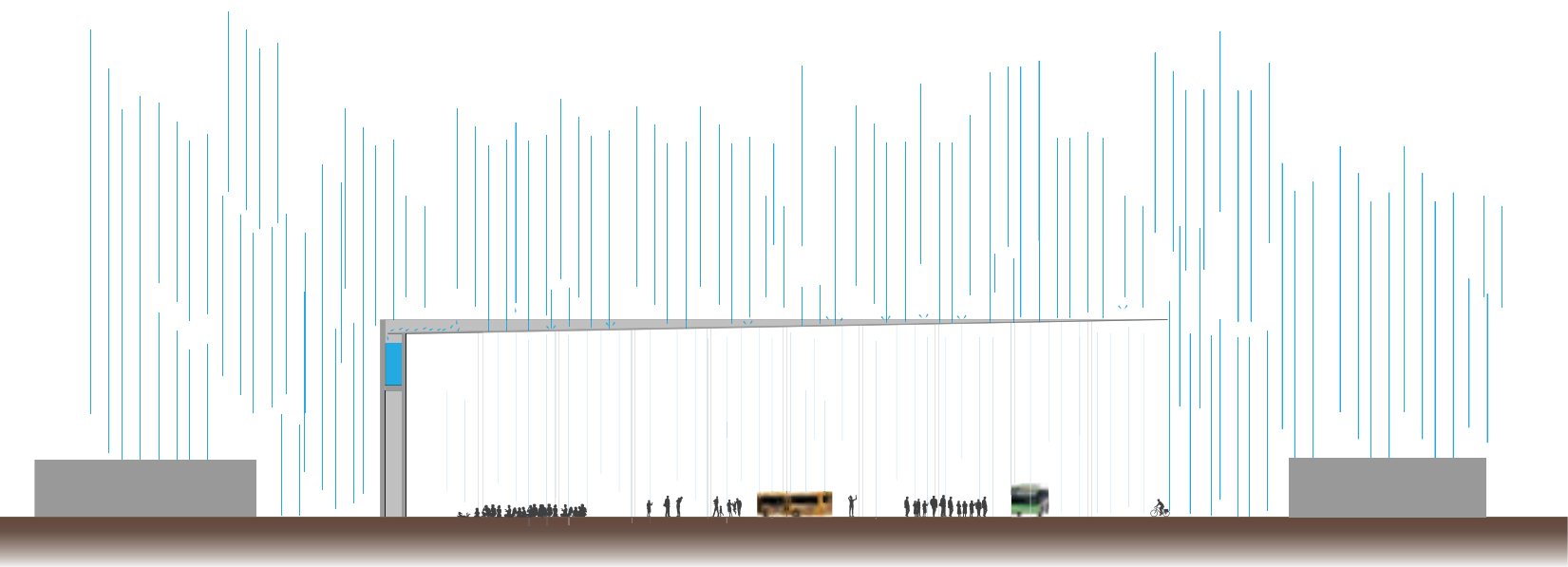
Residents View



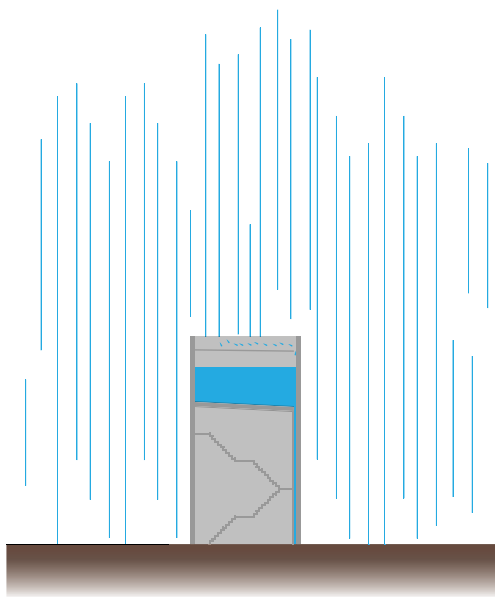
Ground Floor
View



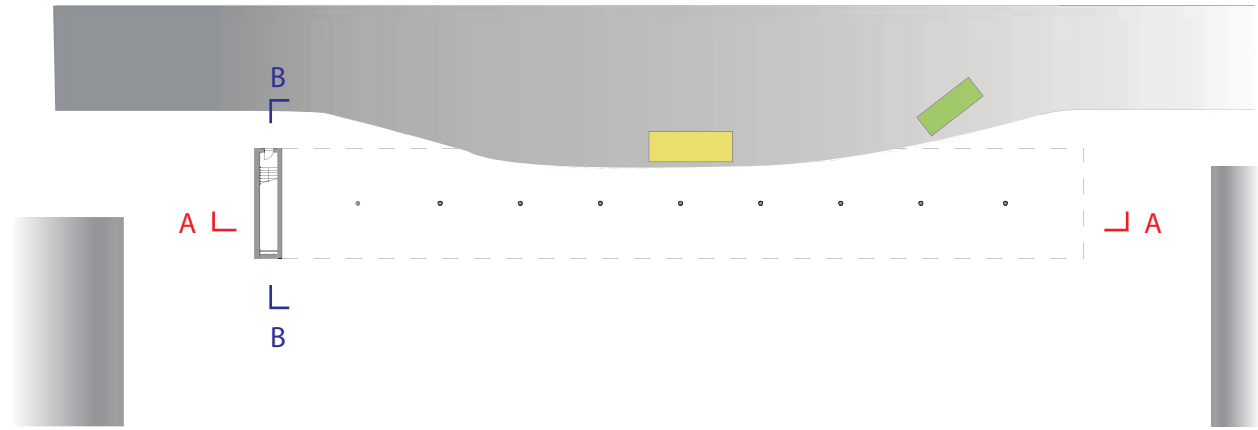
Sky Deck View



section A



section B



plan



MIGRANT CENTER

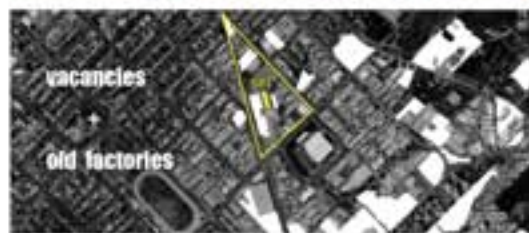


KUN

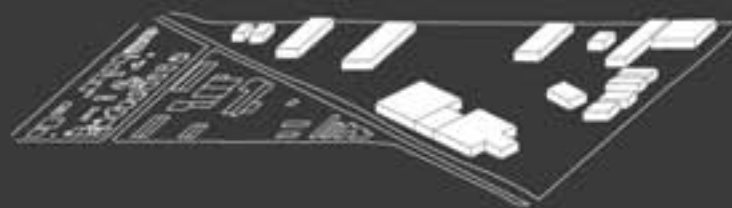


TAKA

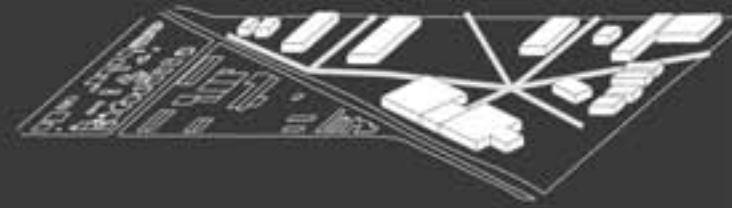
- LOCATION



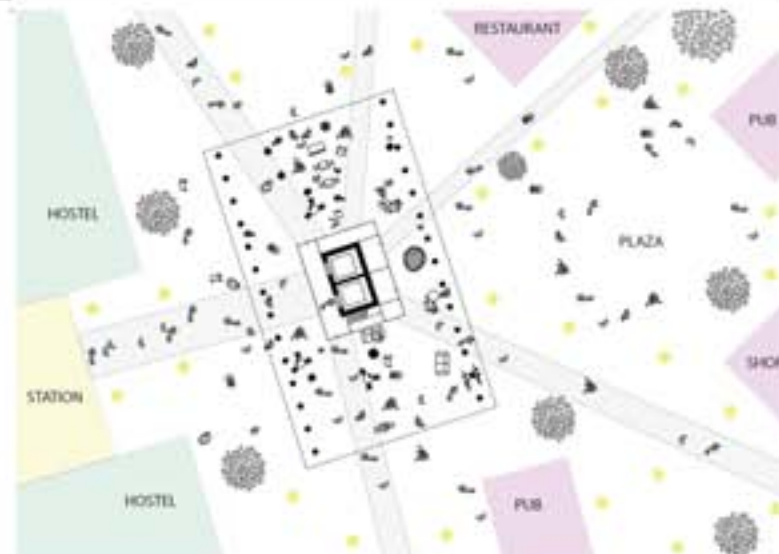
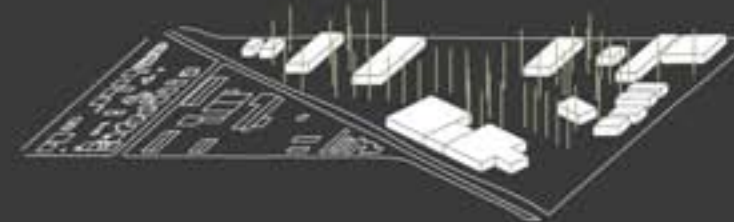
- Re-use ABANDONED FACTORIES as HOSTEL



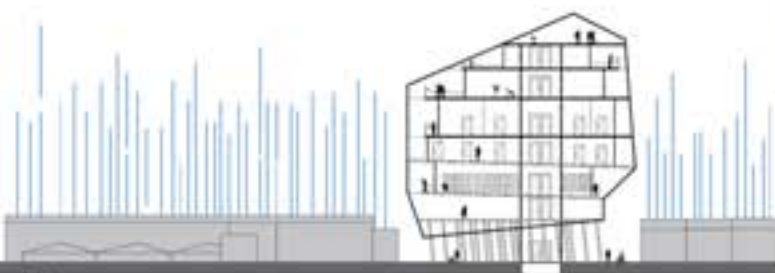
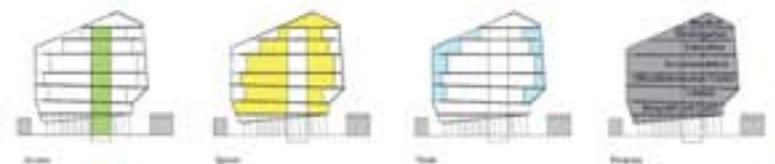
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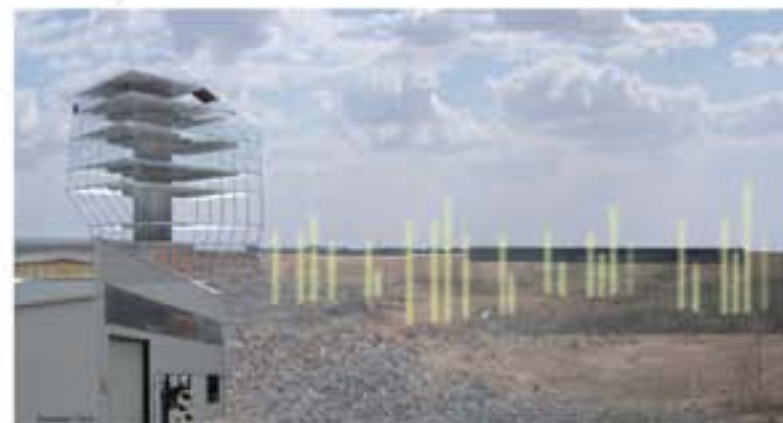
- Insert Interventions "LIGHTS" and "BUS STOP" to make the connection.



- Be Iconic
- Size Undercontrol
- Maximum Height 30m



Building View



Building View



Interior View



Interior View



plan