# CREATOPIA: CULTURE AUTHORITY COMPLEX

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**Abstract**

This project proposed a cultural complex contain a head office for the new general authority of culture and it's a governmental authority, and provide a spaces for the private sector to invest and support the creative citizen such as Cultural Literary Club which contain a library and reading spaces to support reading in our community and help readers to and writers to corporate in gathering spaces related to the Cultural Literary Club. Conference hall is provided to organize local and international cultural conferences and Saudi Society for Culture and Arts which contain a theatre and stage hall and heritage museum. Services for them such as users as readers and writers, photographer, artiest, singers and actors for example galleries to show and sell a sample there work. The project also allocated outdoor and indoor commercial spaces for public activities. The selected site is located at King Abdul-Aziz Branch Rd, AL-Shati, Jeddah, Saudi Arabia based on several site evaluations criteria. This project designed to deal with culture activity in one complex and encourage the innovation and technology and consider the citizen to improve our community by the integration between the government and private sector and the public and provide a culture space to deal with different community approach to improve the citizen life.

**Keywords**--Culture Authority Complex, Government, Private Sector, Culture Activity

## INTRODUCTION

In the western countries the level of culture activity has been highlighted time ago with different sectors that specialized in different community activities. The entire Western region has been strongly influenced by Asian, Native and Latino culture so they provide some individuals culture centers around with different identity because of the diversity and some of the culture center is combines different cultures [1-3]. For example in USA each part has an influence from different culture, the west is different from the east and south is different from north USA [4, 5]. In Islamic world, gulf countries specifically in united Arab of emirates they first established under the name of the Ministry of Information and Culture. The main objectives is to establish cultural seasons to benefit from the outcome of human thought and to expand knowledge horizons for citizens so the concept of caring of the talented people in the gulf countries is been lighted in general. In Saudi Arabia, king Abdul-Aziz Al established the ministry of culture and information to represent the culture of Saudi Arabia, on the other hand The Saudi Society for Culture and Arts [6]. The history of the Society began on 1973, this society is basically taking care of different kind of talented creative people from different category like art music and actors and photographer in culture taste [7].

The Saudi community experience lack of culture activity and the existence of culture authority without having physical achievements and applied programs and the shortage of investing in culture projects from the private sectors [8]. This project will enhance the cultural activity and the level of caring for citizen; also help in the community growth such as talented citizen, to achieve the KSA vision 2030. This will create a better chance in the cooperation between the community and the production of the country by replacing the dependent on oil and focus in other recourses like the economics of the country to support the citizen and culture activity.

## CASE STUDIES

This project considered three cultural complexes from Iraq, Singapore and Kuwait for case studies. The selected case studies have captured the uniqueness design concept and highlighted the culture grandly. The selected case studies are:
(a)     Basra Cultural Center, Basra, Iraq
(b)     The Star / Andrew Bromberg of Aedas, Singapore
(c)     Sheikh Jaber Al Ahmad Cultural Centre, Kuwait

### Basra Cultural Center, Basra, Iraq

Basra Cultural Center is designed by Dewan architects and engineers (Figure 1) [9]. The Basra Culture Palace symbolizes Iraq's future aspirations and celebrates Basra's rich heritage. Envisioned as the city's cultural heart, the building will host a diverse variety of events and festivals throughout the year.

The design approach was translated on the building façades in diagonal square shaped openings, reminiscent of the "Dots" in Arabic Calligraphy, spreading on the main elevation, gradually reduced in size as they get closer to the main entrance void, where social interaction takes place, in addition to its main function as an entrance for the public [9]. The building facade has randomly placed parallelogram-shaped openings, reminiscent of the "dots" in Arabic calligraphy [9]. The large void in the center of the building signifies the heart of the project where social interaction will take place, as well as being the main entrance for the public. The curvilinear architectural elements symbolize an open book.

### The Star / Andrew Bromberg of Aedas, Singapore

The Star is designed by Andrew Bromberg of Aedas (Figure 2) [10]. There can't be many other mixed developments which mix a 5,000-seat auditorium with a working retail center in quite such a monumental and astonishing way. The vast auditorium is perched 40 meters up in the air on a forest of slanting concrete legs around and between whose lower reaches twine several floors of shops and eateries from whose levels snake a series of staircases and escalators up to pre-performance spaces and bars adjacent to the theatre [10]. The great cathedral is in which all these transiting theatre-goers, shoppers and casual fast food patrons conduct their activities.

The building is collaboration between two private organizations, Rock Productions, the commercial arm of a charismatic church, the New Creation Church and a hardnosed and experienced Singapore developer CapitaLand Mall Asia Limited. The main aim is to become a vibrant civic node with a 5,000-seat cultural theatre and a food-and-beverage oriented retail sector, working together to enhance each other's viability [10].

**Sheikh Jaber Al Ahmad Cultural Centre, Kuwait**
Sheikh Jaber Al Ahmad Cultural Centre is designed by SSH (Figure 3). The cultural center is part of the new Kuwait culture district (KNCD) [11]. It is the largest cultural center and opera house in the Middle East The cultural center contains four buildings, which are organized around entrance courtyards off a civic plaza. The Sheikh Jaber Al-Ahmad Cultural Centre is a multidisciplinary public space striving to entertain, educate and inspire the people of Kuwait.

The design was inspired by Islamic architectural tradition. These are two dimensional patterns to create spaces below a complex geometric formed buildings sit like "Jewels" in a larger public park setting to indicate the value of culture as a precious [11].


**Figure 1.** Basra Cultural Center, Basra, Iraq [9]


**Figure 2.** The Star / Andrew Bromberg of Aedas, Singapore [10]


**Figure 3.** Sheikh Jaber Al Ahmad Cultural Centre, Kuwait [11]

**SPACE PROGRAM**
The program assumption for this project is tabulated in Table 1. The users of the project are expected to be 10000 people. The primary zones of the project are authority office, private sector,

innovation and development enter, and public space. The authority office consists of management department, cultural affairs sector, international cultural relations sector, HR department, financial department and conference and exhibition. The private sector consists of cultural literary club, Saudi society for culture and arts. The innovation and development center consists of research center, enhancement center, gallery for testing innovation/ creativity. The public space consists of museum, heritage, and civic plaza. The private sector occupied the biggest region about 47.6% follow by the public space about 22.5%. This project also allocates the space for parking space, which is about 4000m$^2$.

**Table 1.** Space Program

| Zones | Percentage (%) | Gross (m²) | Net (m²) | No. of Floors | Footprint (m²) |
|---|---|---|---|---|---|
| Authority Office | 12.7 | 3102.5 | 2165 | 2 | 1552 |
| Private Sector | 47.6 | 11615 | 9292 | 6 | 1936 |
| Innovation and development center | 17.2 | 4183 | 3346 | 2 | 2092 |
| Public Space | 22.5 | 5487 | 4389 | 2 | 2744 |
| **Total** | **100** | **24387.5** | **19192** | | **8324** |

**SITE SELECTION AND ANALYSIS**
There are three sites suggested for the project. Figure 4 shows site 1 located at King Abdul-Aziz Branch Rd, AL-Shati, Jeddah, Saudi Arabia. The site area is about 50000sqm and beside the Red Sea Mall. Figure 5 shows site 2 located at the Prince Faisl bin Fahad Street, and near Al-Rahmah mosque. The site area is about 37000sqm. Figure 6 shows site 3 located at the Kurnaysh Rd in Al Murjan neighbourhood, Jeddah, Saudi Arabia with site area of 60000sqm.


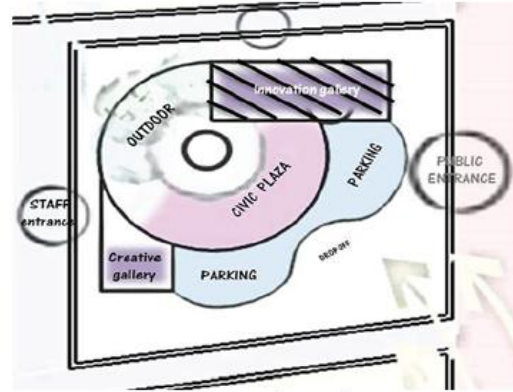**Figure 4.** Site 1 [12]


**Figure 5.** Site 2 [13]

**Figure 6.** Site 3 [14]

There are eight criteria were considered for the site selection. The criteria are accessibility, site capacity, shape of site, visual quality, visibility, surrounding, views, and demographic patterns. Each criterion is given a value called Weighting Factors (WF),used as a multiple factor in evaluating the selected sites. The WF of 1 indicates as not very important, 2 indicates as somewhat important and 3 indicates as important.

**Table 2.** Site Evaluation

| Criteria | Weighting factors | Site 1 | Site 2 | Site 3 |
|---|---|---|---|---|
| Accessibility | 3 | 15 | 12 | 12 |
| Site capacity | 3 | 15 | 15 | 15 |
| Shape of site | 3 | 12 | 12 | 12 |
| Visual quality | 2 | 10 | 8 | 8 |
| Visibility | 2 | 10 | 8 | 6 |
| Surrounding | 3 | 12 | 9 | 9 |
| Views | 1 | 5 | 4 | 4 |
| Demographic patterns | 2 | 8 | 8 | 8 |
| **Total** | | **87** | **76** | **74** |

From the criteria and evaluation in Table 2, the best site location is site 1which marks the highest score. The selected site has better in accessibility and view and visibility. The site in center of Jeddah area that is very safe and secure, also attractive for the public. The site shape is proportional and site capacity is very good. The landmarks near the selected location are Red Sea Mall, Take Off Center, Auto Mall, and Al-Rahmah Mosque. There is one challenge of the site that is the intensity of the traffic during the rush hour.

**ZONING AND PROJECT DESIGN**
Figure 7 and Figure 8 demonstrates the site zoning and staking layer of the project. The project philosophy it is to attract people to culture complex that full with knowledge and creative, combining the administration authority office with different culture activity, with involving the private sector to focus in the community and support the creative talented people from different culture and different talents all gather in one space.

This will encourage the community to show their best and support them financially by giving them more spaces to show their talent to the community so this project show the integration between the governmental offices with the private sector and the community in public. It would be a cultural landmark within the city of Jeddah where it can be easy to accessible for all people, surrounded by different facilities providing green spaces, variety in spaces, sustainable and comfortable to provide environmental integration. The main perspective view of the project is shown in Figure 9.
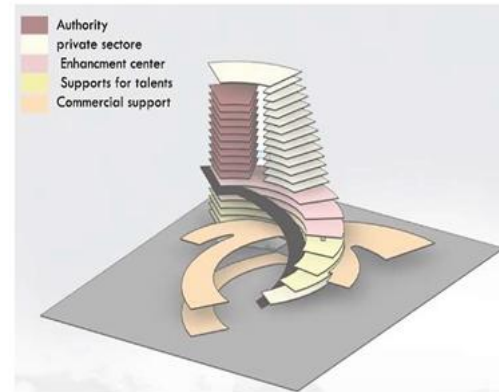


**Figure 7.** Site zoning



**Figure 8.** Staking layer of the project



**Figure 9.** Main perspective view

**CONCLUSION**
The proposed culture complex expected to improve the culture activity in Jeddah and integrate the governmental sector with a private sector and the public. The project provides complex contain a head office for the culture authority, and culture public building for different culture activity. The defined zones of the space program are authority office, private sector, innovation and development enter, and public space. The selected site location of the project is located at King Abdul-Aziz Branch Rd, AL-Shati, Jeddah, Saudi Arabia. The selected site is based on the site evaluation criteria of accessibility, site capacity, shape of site, visual quality, visibility, surrounding, views, and demographic patterns. The cultural complex that demonstrate the cultural activities of the community and to achieve the integration between the government and the public, to play a leading role for Saudi Arabia to improve practices and innovations and preparing the younger generations for leadership and communication through applied programs.

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