

A map of the Singapore River area. A red box at the top contains the text 'Singapore River'. A white location pin icon is placed on the riverbank, with a white arrow pointing to it and the text 'Boat Quay' below. A red arrow points from the river towards the right. Another red arrow points from the river towards the bottom right. The map shows various buildings, streets, and landmarks like 'PEARLS HILL', 'PEOPLE'S PARK', and 'Telok Ayer'.

Singapore River

Boat Quay

38 + 40

South Bridge Road

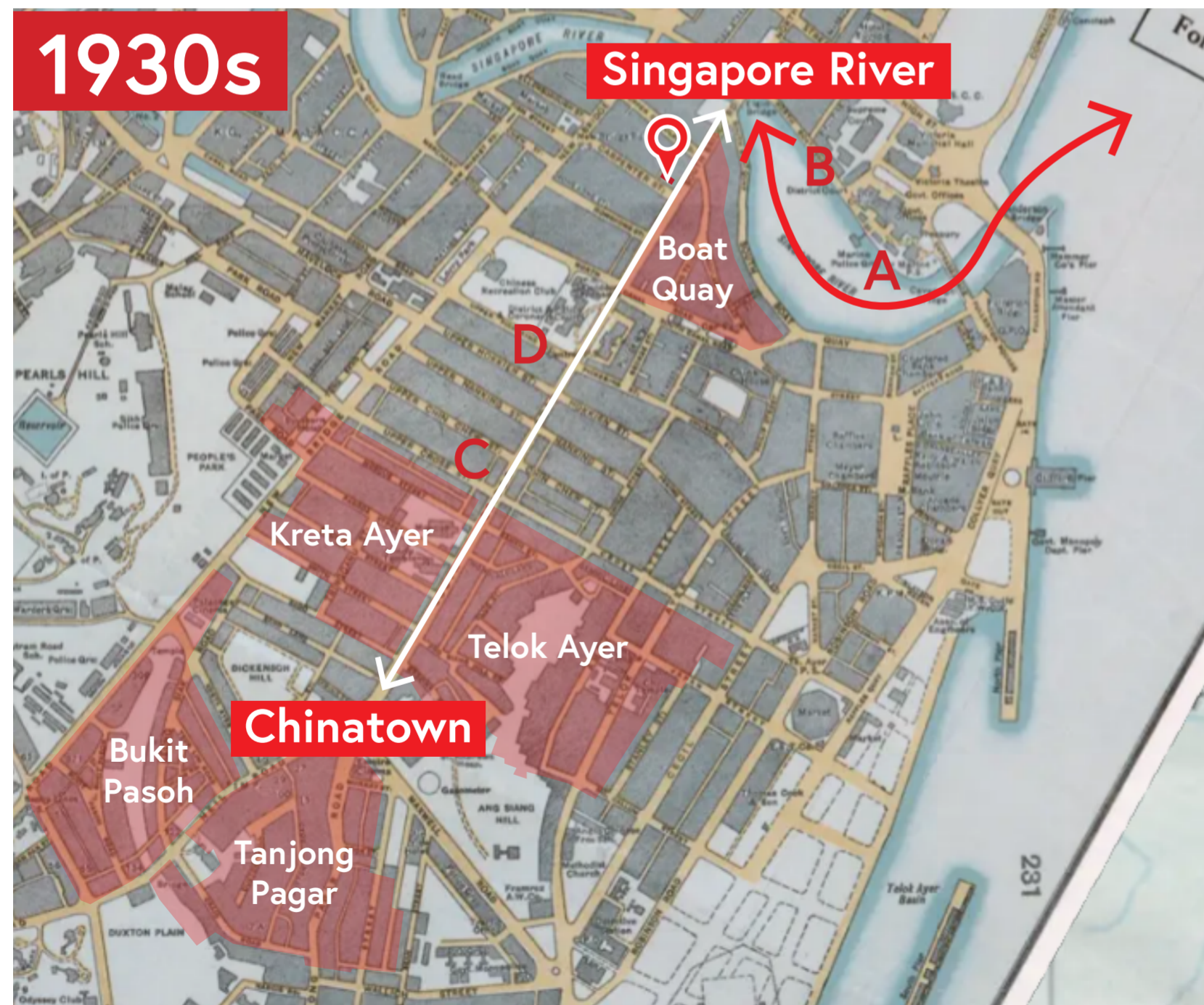
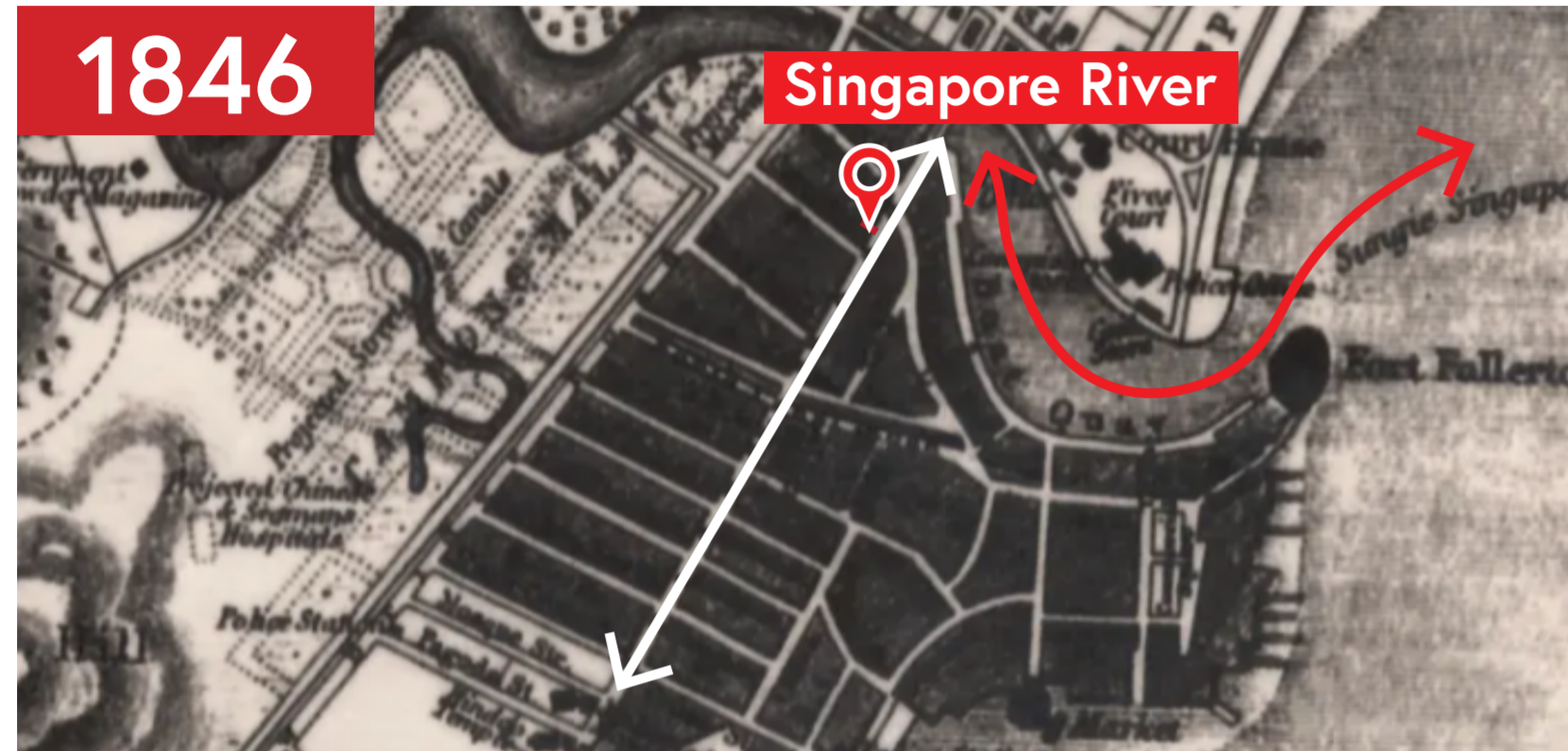
Telok Ayer

Chinatown

Bukit Pasoh

Significance

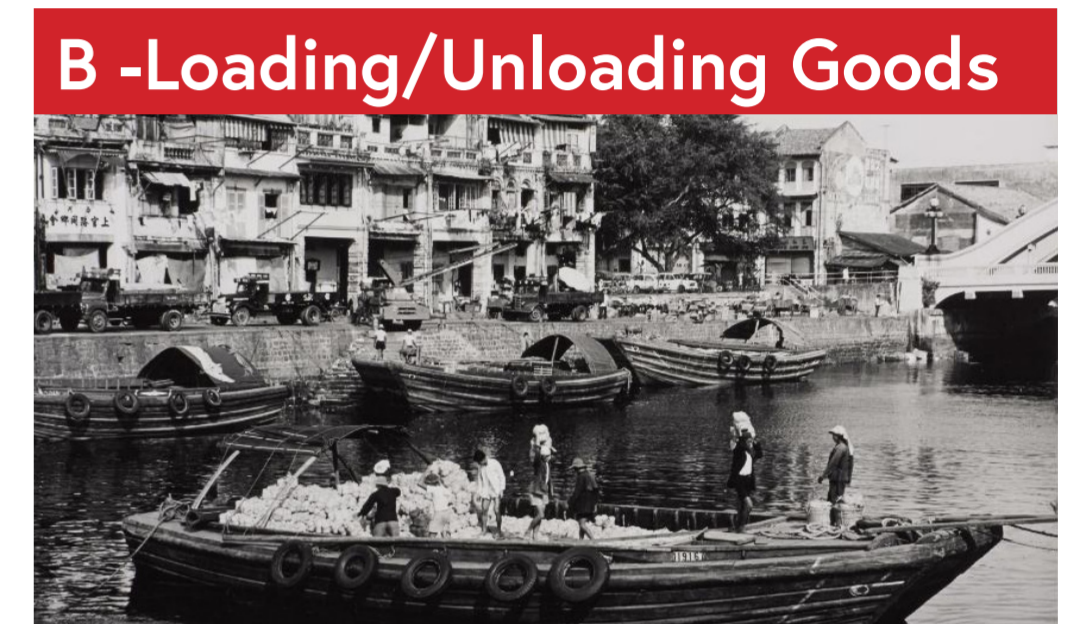
Historical/Contextual Value



- Approx Site Location
- Trade Route
- Historic District
- Major Road Link



A -Singapore River Route
Singapore River looking towards Elgin Bridge ca. 1934-1959



B -Loading/Unloading Goods
Loading of goods, Singapore River (Elgin Bridge to the right), ca.1969



C -Street Supported by Trade
Outside Tong Cheong Tailor, South Bridge Rd ca. 1900s



D -Main Business Street
Shop signs along South Bridge Road ca. 1930s

Architectural/Scientific Value

COLOUR AND EFFECT - JADE GREEN SHANGHAI PLASTER



SPECIAL TEXTURE UNDER SUNSHINE

- blurry
- mild and warm atmosphere



SIMILAR APPEARANCE WITH STONES

- much cheaper
- similar capacity

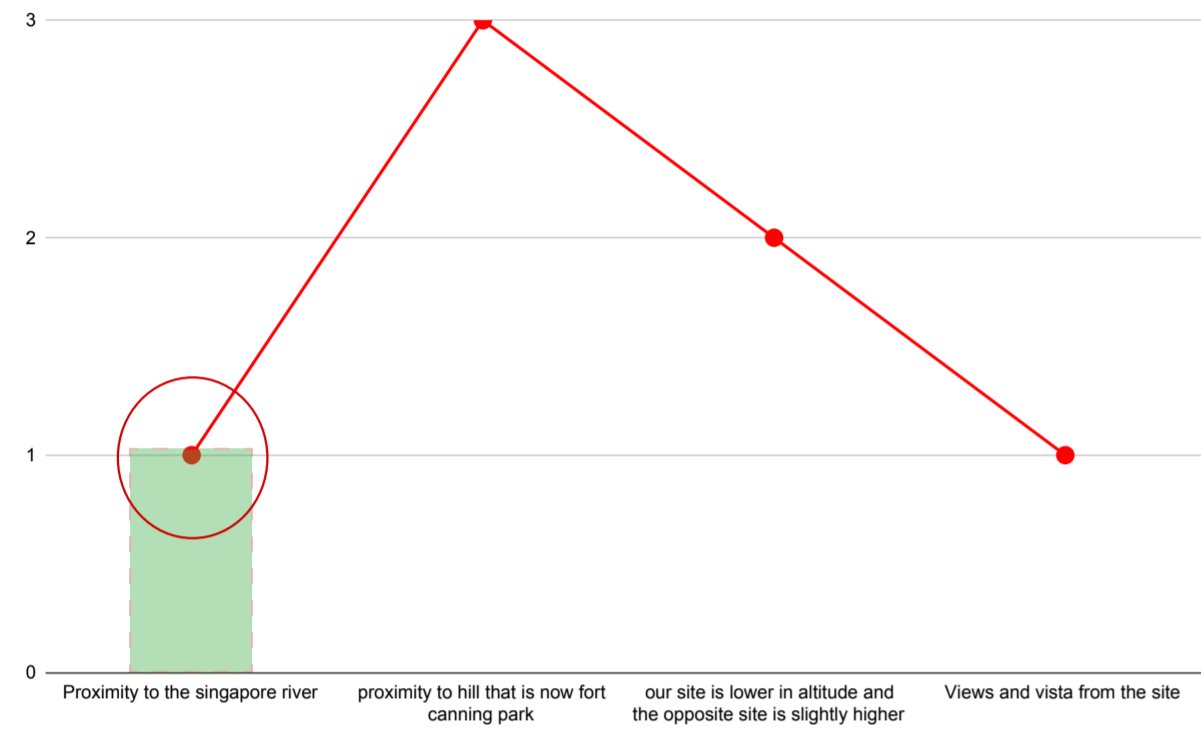


Values Survey

S.no	Values	Grading
Grading of values: 1 . Exceptional 2. good 3. Moderate 4. Low 5. intrusive		
1	Architectural -A heritage property may be significant owing to its architectural or aesthetic qualities such as: architectural features, style, character, spatial organisation, traditional and unique construction materials or techniques, decorative features, embellishments, artistic value, relationship of built environment to landscape, views and setting.	2
1.1	Art deco detail - pilasters	2
1.2	Art deco detail - Basic geometric forms	2
1.3	Art deco detail - Flat Sunshade with curvilinear forms	3
1.4	Use of Shanghai plaster	1
1.5	Art deco detail - Use of curves	2
1.6	Art deco detail - Vertical composition	2
1.7	Art deco detail - Flag poles	3
1.8	Art deco detail - Window louver	2
1.9	1980s the windows became horizontal, and the facade is equipped with steel frame glasses	4
1.10.	Chinese character on the parapet	3
2	Historical -Important historical and mythological events contribute towards significance of a historic place	3
2.1	Central Business District	1
2.2	A secondary Harbour for British People (to storage good)	2
2.3	Singapore River (important trading supplier/route)	2
2.4	1960s demolished and replaced with art Deco facade	1
2.5	The flooding of the river during colonial period in rainy season (Singapore River)	3
2.6	the area is bombed during WW2	4
2.7	in 1966 National Day Parade, the military went onto the south bridge road	3
2.8	used to be the Main Street towards China Town called "Tua Poh"(大坡)	3

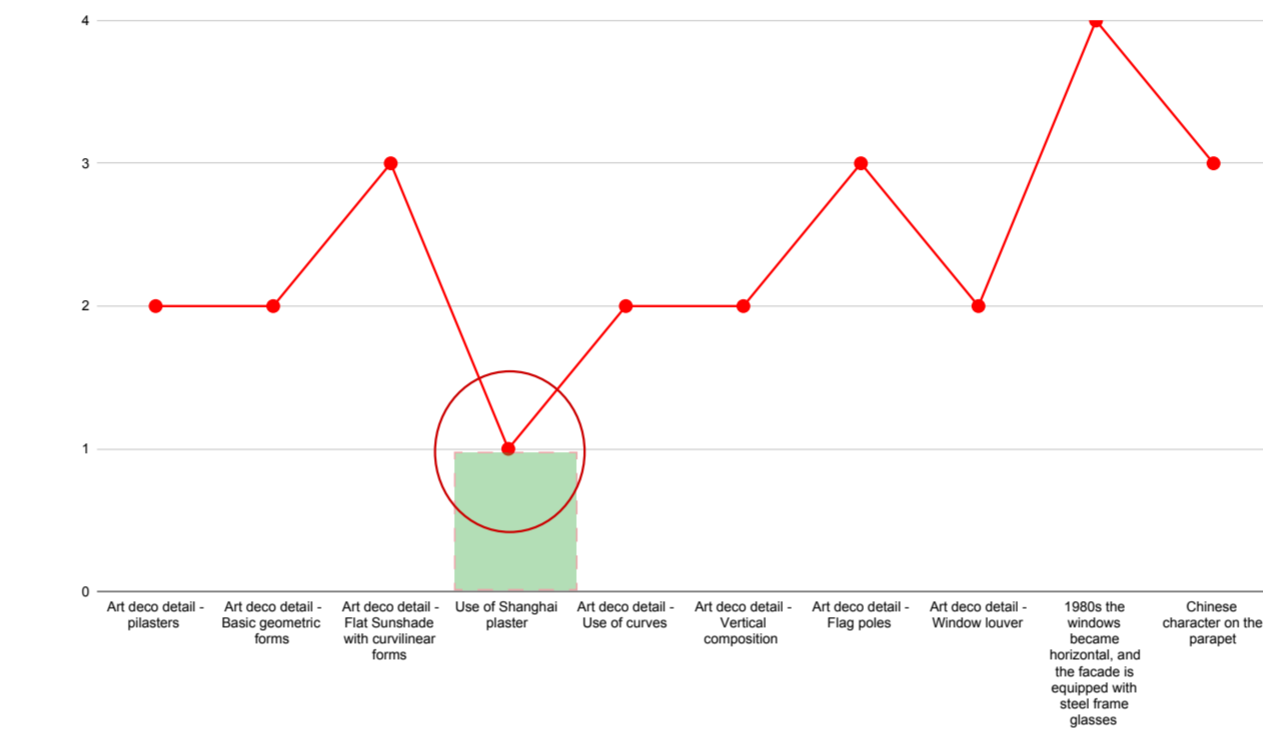
3	Contextual -Environmentally significant areas include sites of scenic natural beauty and ecologically important landscapes, such as hills, hillocks, wooded areas, forests, water bodies, riverbanks, seashores, open grounds, green areas, and cultivated areas.	1
3.1	Proximity to the singapore river	1
3.2	proximity to hill that is now fort canning park	3
3.3	our site is lower in altitude and the opposite site is slightly higher	2
3.4	Views and vista from the site	1
4	Associational/ social - A heritage property may have associational value with a significant person, or event in history or with significant scientific evidence. It could also be significant in the social context	3
4.1	World war 2 Bombing site	3
4.2	Bridge : Elgin bridge	2
4.3	Coleman bridge	3
4.4	worker class coolie	3
4.5	Old business district	1
4.6	workers live on the topper floor and the business happen on the ground floor	1
4.7	the workers go out to load the goods	3
4.8	building of different typologies	2
4.9	less work class now	3
	residential changed to commercial	2
5	Scientific -The scientific or research value of a heritage property will depend upon the importance of the data involved, on its rarity, quality or representativeness, and on the degree to which the place may contribute further substantial information.	1
5.1	Load bearing(reinforced concrete) + the enclosure structure (brick, cement, concrete),	4
5.2	use of Jade green shanghai plaster	1
5.3	share a wall with adjacent building (Common walls)	2
5.4	Use of traditional lime and Brick	1

Values Survey



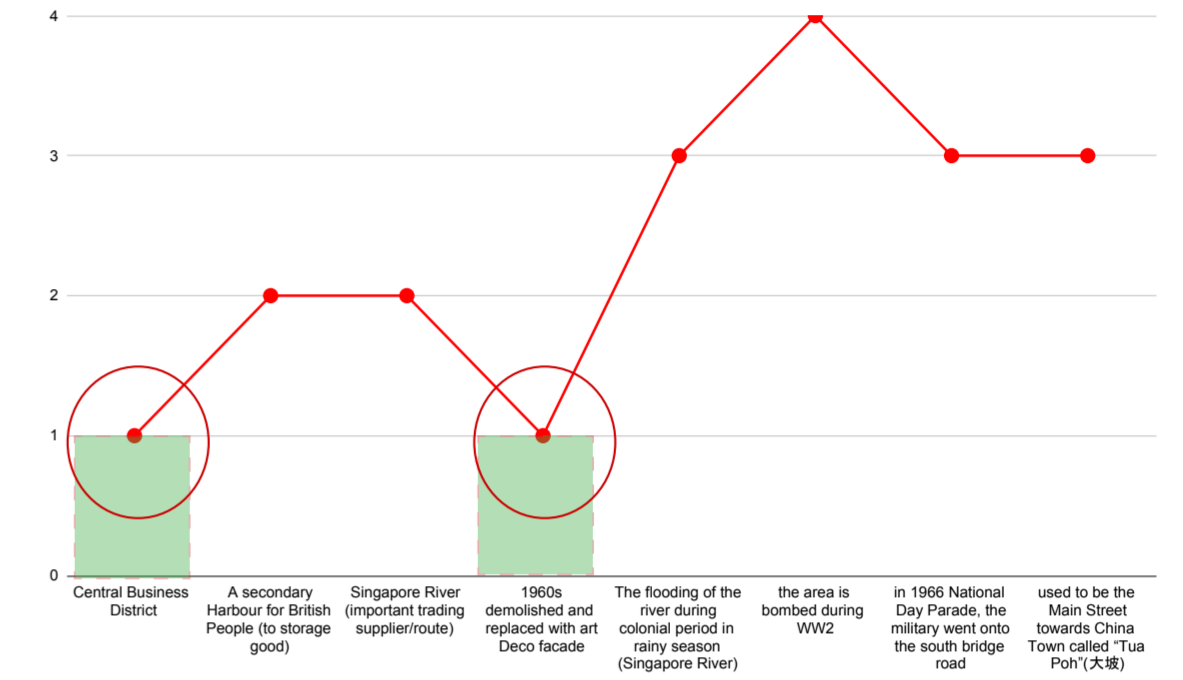
Contextual value

Depends on the current context of the site. Environmentally significant areas include sites of scenic natural beauty and ecologically important landscapes, such as hills, hillocks, wooded areas, forests, water bodies, riverbanks, seashores, open grounds, green areas, and cultivated areas.



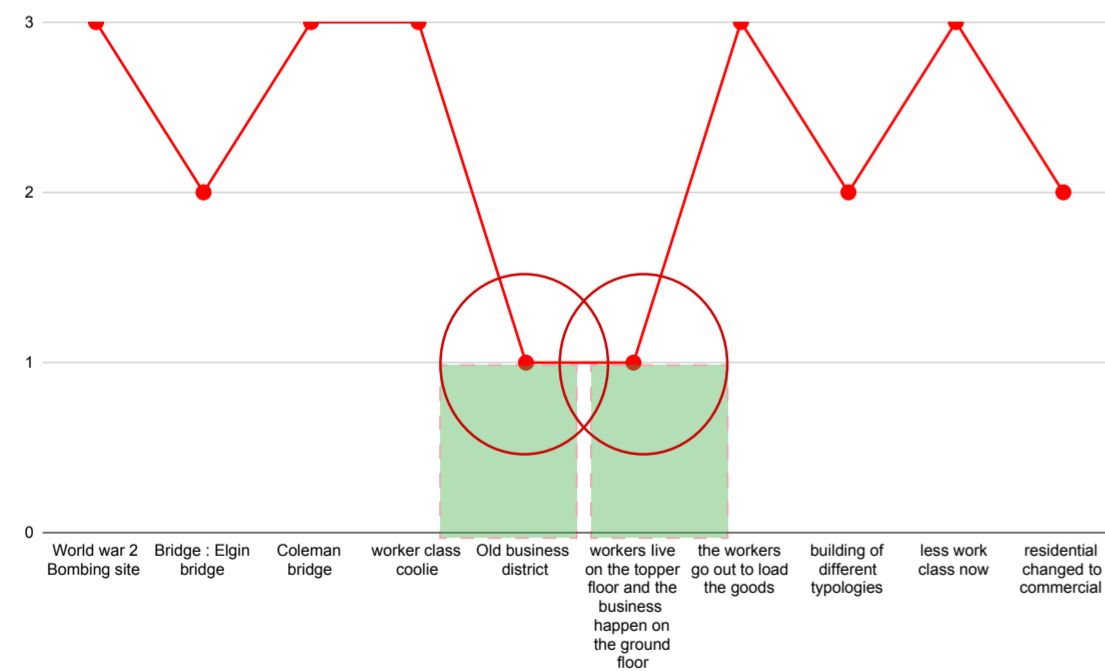
Architectural value

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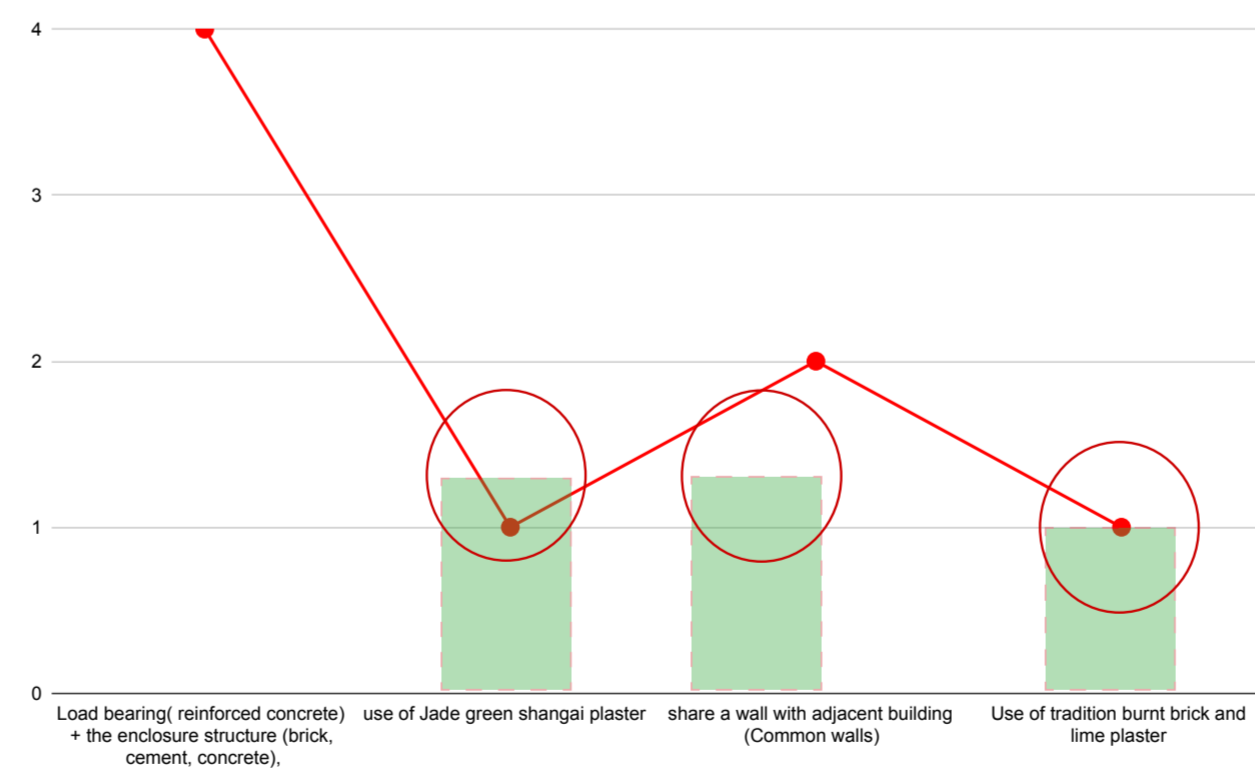
Historical value

Important historical and mythological events contribute towards significance of a historic place



Associative value

A heritage property may have associational value with a significant person, or event in history or with significant scientific evidence. It could also be significant in the social context



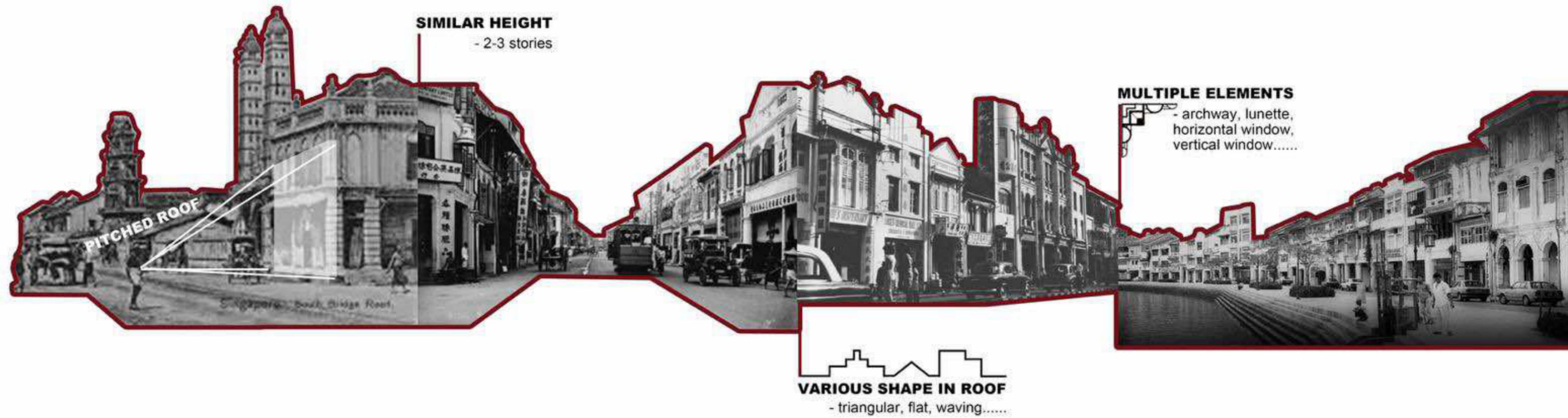
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Current Site Needs

Architectural Context

FACADE EVOLUTION

OLD PERIOD



PRESENT PERIOD



South Bridge Road Landuse

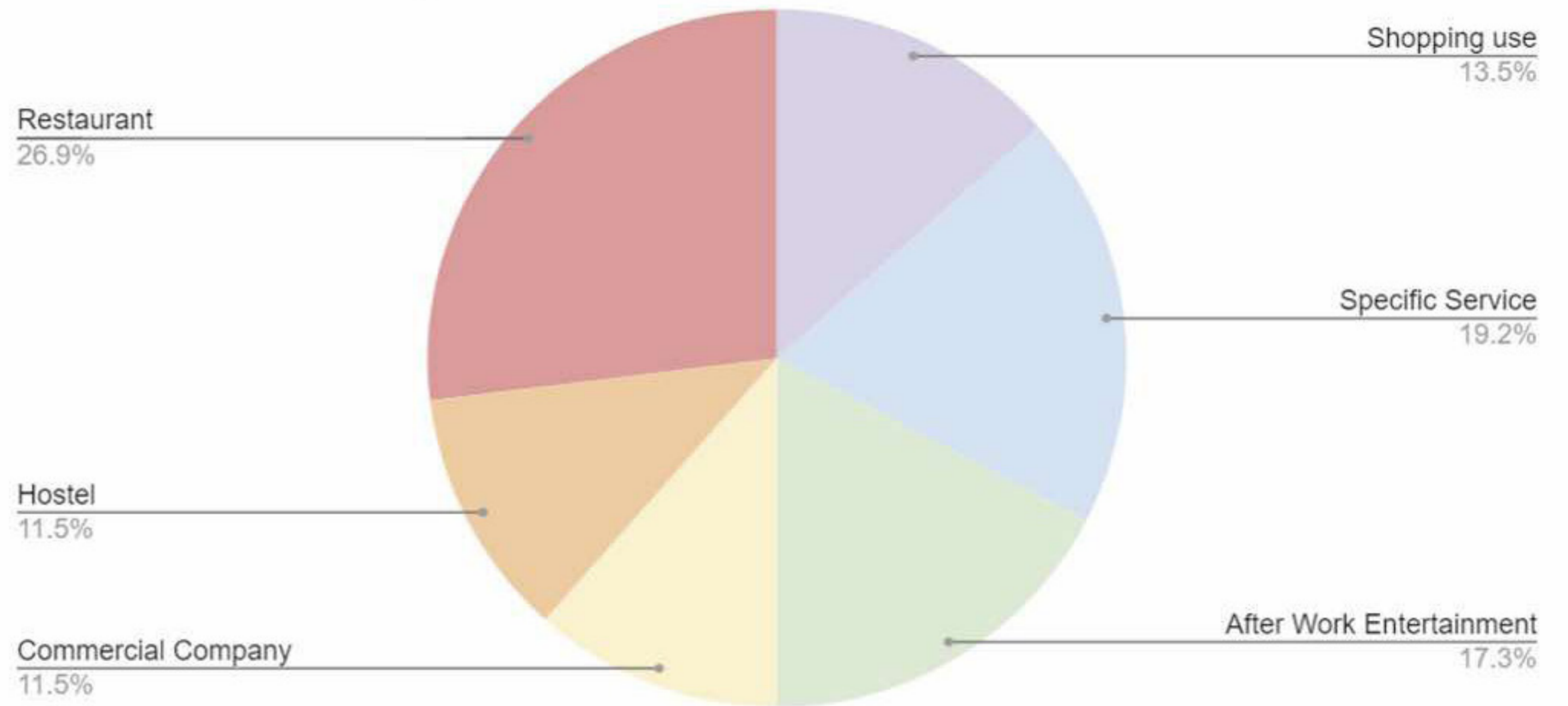
- Shopping use
- Specific Service
- After Work Entertainment
- Commercial Company
- Hostel
- Restaurant



Building Block Number	Function
22 N Canal Rd	Tropical Oil Products
187	Restaurant
81	hair salon
79	Bakery Shop
77	Bar
73-75	Gym
67	Bar
65	Hostel
63	Convenient Store
63	Hostel
57	Restaurant
55	Tailor
55	hair salon
51	Restaurant
53	Restaurant
49	Hostel
43b	Gym
41	Bar
39	Hostel
37-37A	Bar
35	Fish Store
88 Circular Rd	Bar
29B	Interior Design Service
29	Ice Cream
21	Restaurant
90 Circular Rd	Restaurant

84	Pharmacy
76	hair salon
78	Coffee Shop
74	Convenient Store
74	Dance Studio
70	Company
68	Gym
68	Restaurant
62B	Company
62	Restaurant
62	Tatto Shop
58	Company
58	Hostel
54D	Company
54	Restaurant
50	law firm
50	Bar
46	Company
46	Language Centre
46	Restaurant
25 Upper Circular Rd	X-Ray Camera Store
34	Restaurant
36	Hostel
32	Restaurant
20	Restaurant
1 Upper Circular Rd	hair salon

Land Use Percentage Pie Chart



- **Short Stay for specific use**
 - Shopping
 - Sightseeing
 - Food and Beverage
- **Long Stay for Sleep**
 - Accommodation

Lack of a Place for Short Time Relax

Area Demographics



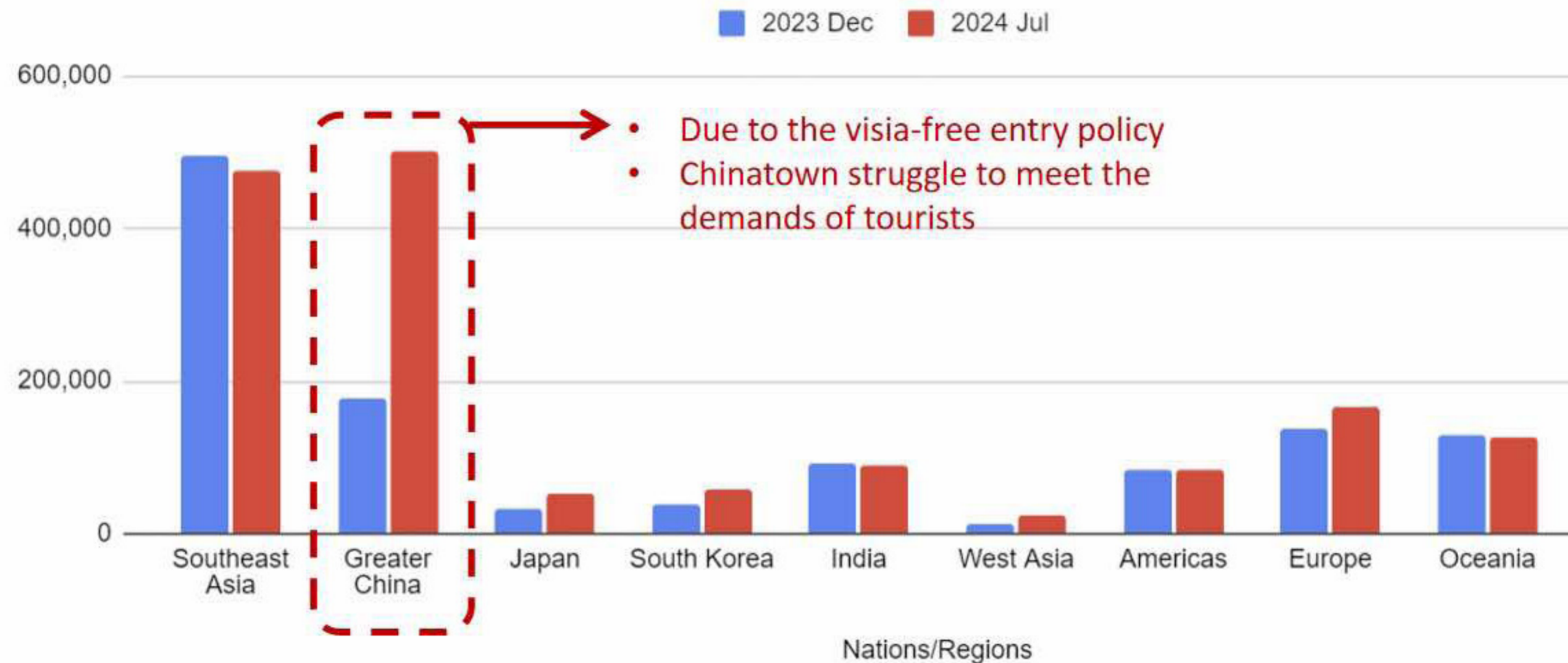
Tourists: middle-class, young



Singaporean: white-collar workers

International Visitor Demographics

2023 Dec and 2024 Jul Numbers of Visitor Arrivals Comparison



Recent Feedback from Chinese Bloggers

"In this blogger's video, the **hygiene situation in Chinatown** is described as 'garbage everywhere and unbearable!'"

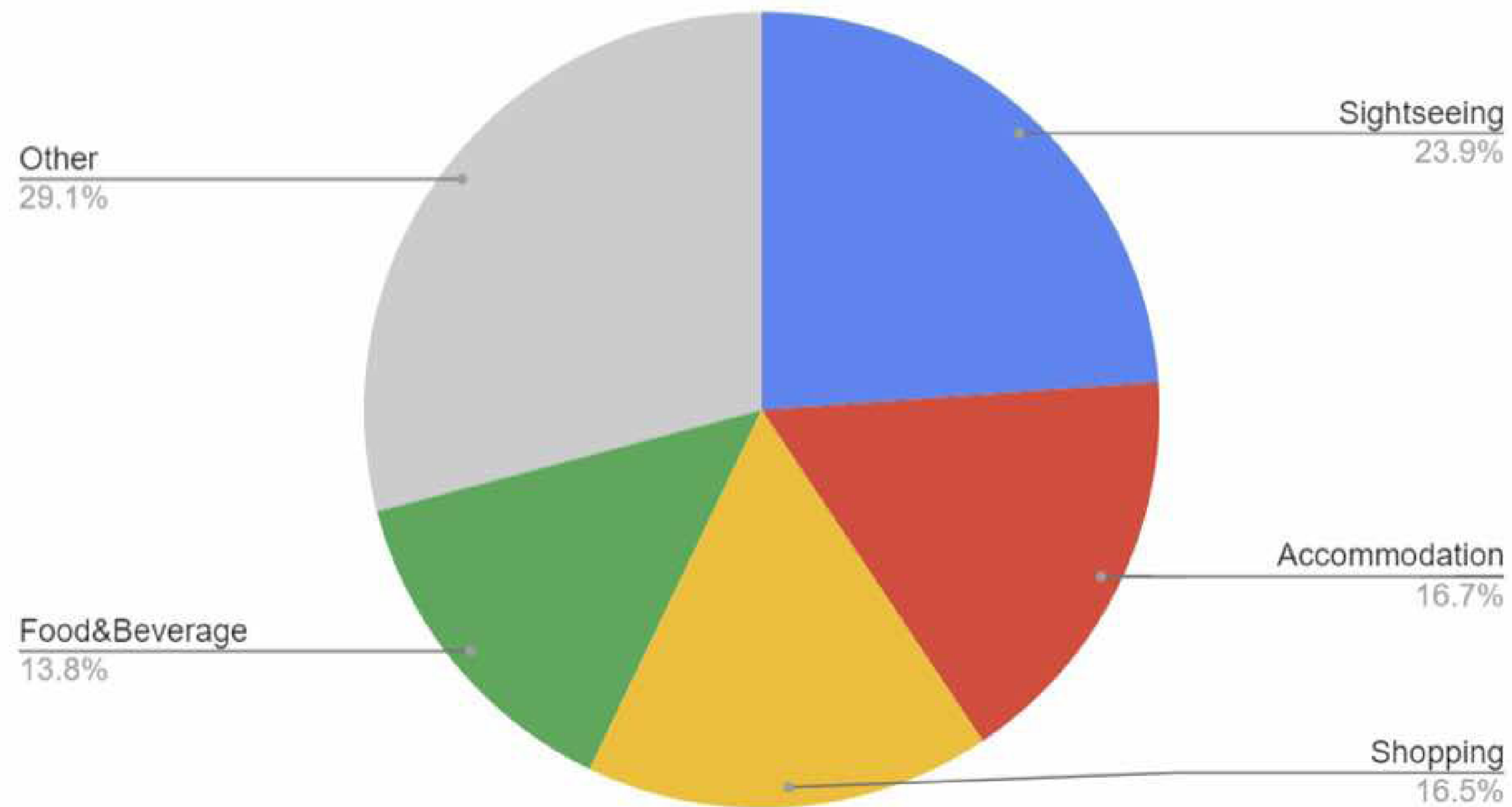
"We visited the cultural districts, and the experience was truly indescribable. **Chinatown was especially disappointing.** I don't understand why a Chinese person would fly to visit a place like Chinatown. The streets were so crowded, and apart from some colorful murals on the walls, **there wasn't much to see.**"

"We visited the area around Marina Bay, including the art museum and the museum, as well as the Gardens by the Bay. Aside from the cool indoor environment, **there wasn't much else noteworthy**, and there were relatively few places to explore."

1. **Chinese tourists are tired of the architectural style of Chinatown.**
2. **They may go into the streets connected to Chinatown, such as South Bridge Road, to find new sightseeing spots**

International Visitor Spending

2024 1st quarter Tourism Receipts



Resource: <https://www.singstat.gov.sg/publications/reference/ebook/industry/tourism>

Singapore, how do you practice self care?

Beauty

Exercise

Wellness

Skincare. If u r not in the habit of putting on sunscreen, NOW IS THE TIME TO START

I **buy the best toiletries** and it makes me rly happy after a long day. Aesop soap, lush shampoo, diptyque candles.. **nth beats taking a shower with rly good soap and shampoo** while my house smells like flowers.

I do **facial, mani pedi,** lash extensions, hair treatment and hair removal every month

Spend AS MUCH TIME AS YOU CAN **being grateful** for what you have

Then it's food , **eat good clean food** most of the time...

Working out is a crucial part. It helps alot in de-stress and sleeping better.

Gym: \$300/month (studio + climbing)

i do 3-4 hours of **pilates** over the weekends, which i treat as my hobby, not a workout

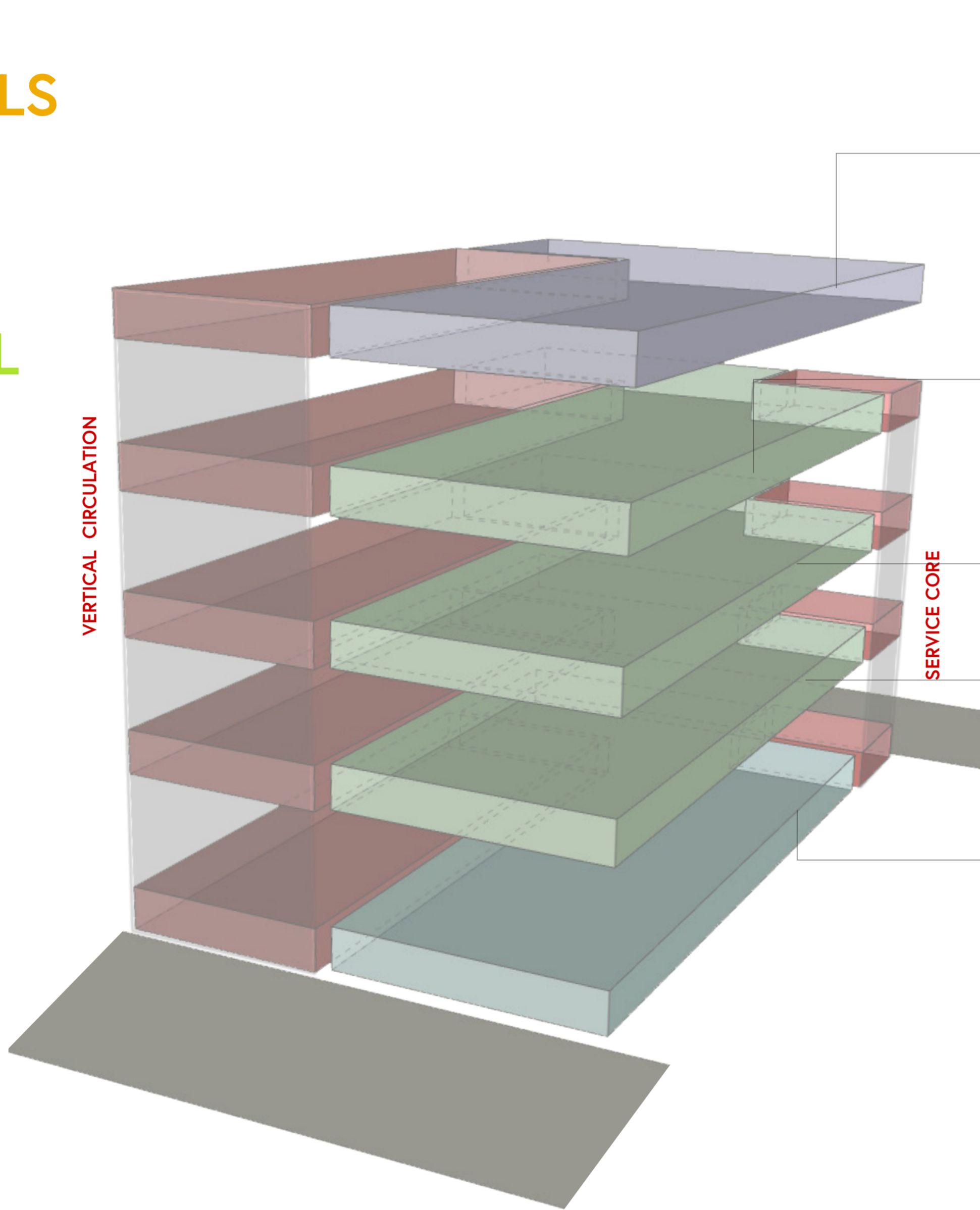
I **exercise 3-4 times a week.**

Inculcate eating healthy and **working out** in your lifestyle.

Just a **nice solo date** once in a while

Concept Proposal

VALUES
 ▼
 MATERIALS
 +
 USE
 +
 FUNCTION
 +
 ARCHITECTURAL
 FEATURES
 ▼
 REUSE



USE+ FUNCTION

VALUE

TERRACE FLOOR

Roof Top Private Recreation Space For The Spa
 Rent able Space
 Oat (Open Air Theatre)
 Roof Herb Garden

Architecture and the Contextual values: This is proposed to make use of the views and vistas from the site. The proximity of the river also plays a major role

4TH FLOOR

Yoga studio +
 Meditation room for the SPA

Historical and Associative values: Was the commercial spine connecting the harbor to the river.

3RD FLOOR

SPA +Wellness centre

Mixed use Space because historically used as showroom and residential quarters

2ND FLOOR

Tea room + Reading area
 Book store

FIRST FLOOR

Retail
 Workshop area

Historical and Contextual values: Linking it to trade and commerce by relating it to the import and export.

Architectural Features

Architectural and Scientific value:

Use of typical Art deco architectural characteristics for the front and the rear facade to maintain the historic characteristics.

Materials

Architectural and Scientific value:

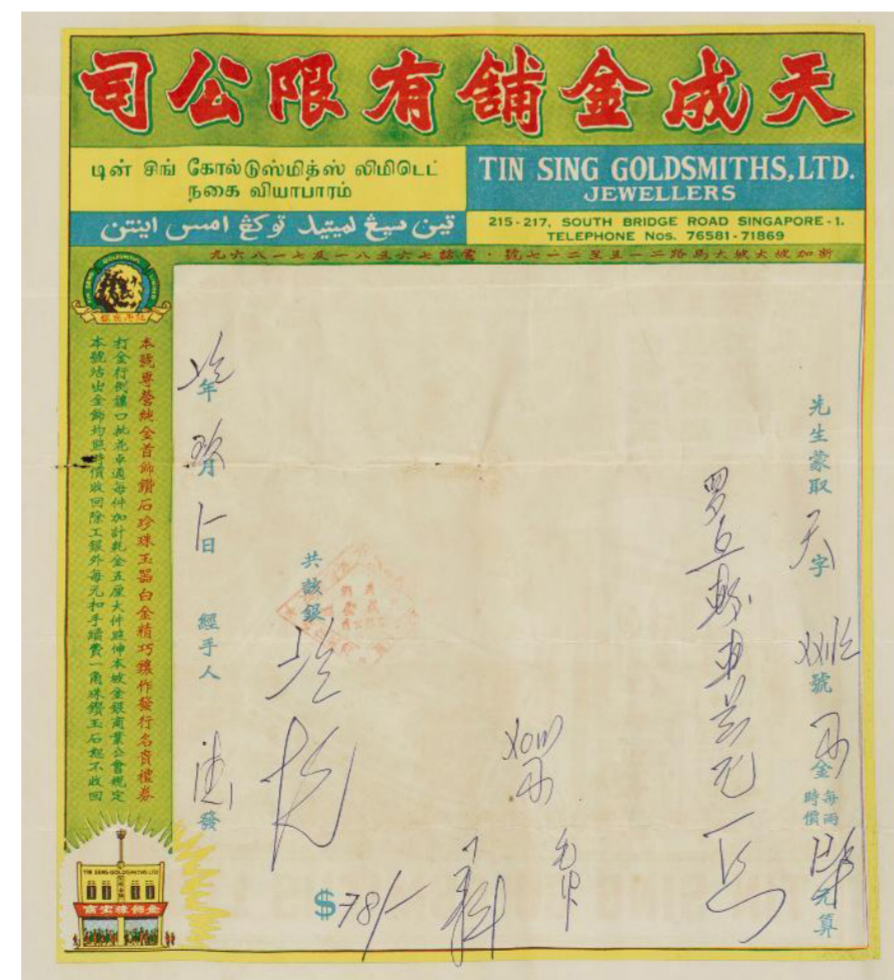
The Jade green Shanghai plaster for the front facade. The front facade shall be restored with Brick and lime plaster to maintain the authenticity.

Whereas on the rear facade

Historic Trade Link



Businesses Supported by Trade Link



Goods, Packaging, and Receipts from South Bridge Road Businesses ca.1950s - 1960s

Current Area

Middle-Class Tourism



White-Collar Businesses



Businesses for Tourists

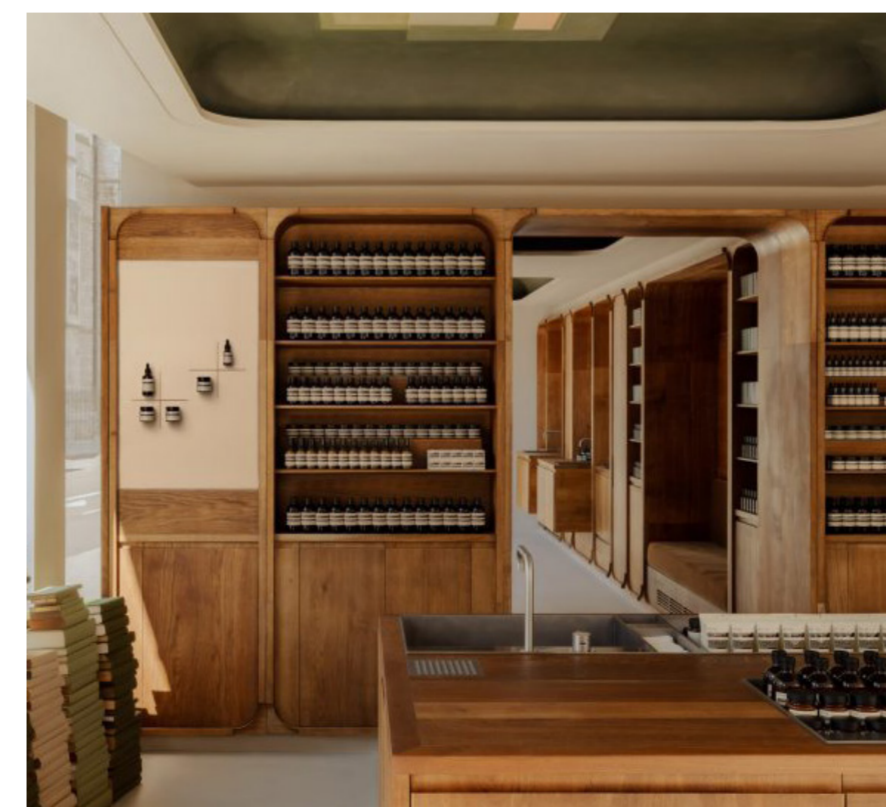


Existing Business Network: Wellness



Stretch Massage: Strech-flo
Yoga Studio: Yoga Movement

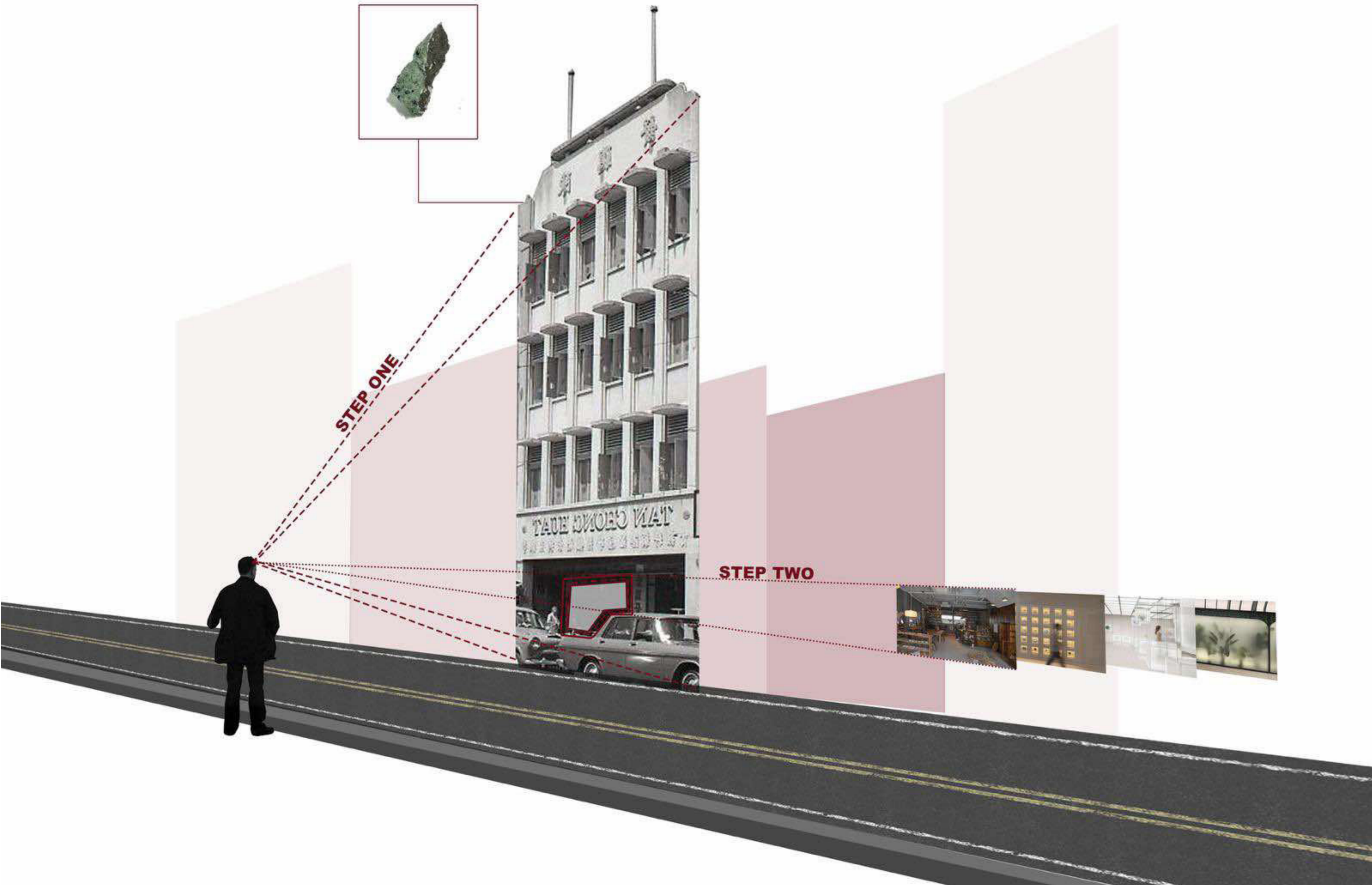
Proposed Retail Concept



Range of wellness, luxury goods, including well-known imported Japanese and Korean skincare.

Facade Design

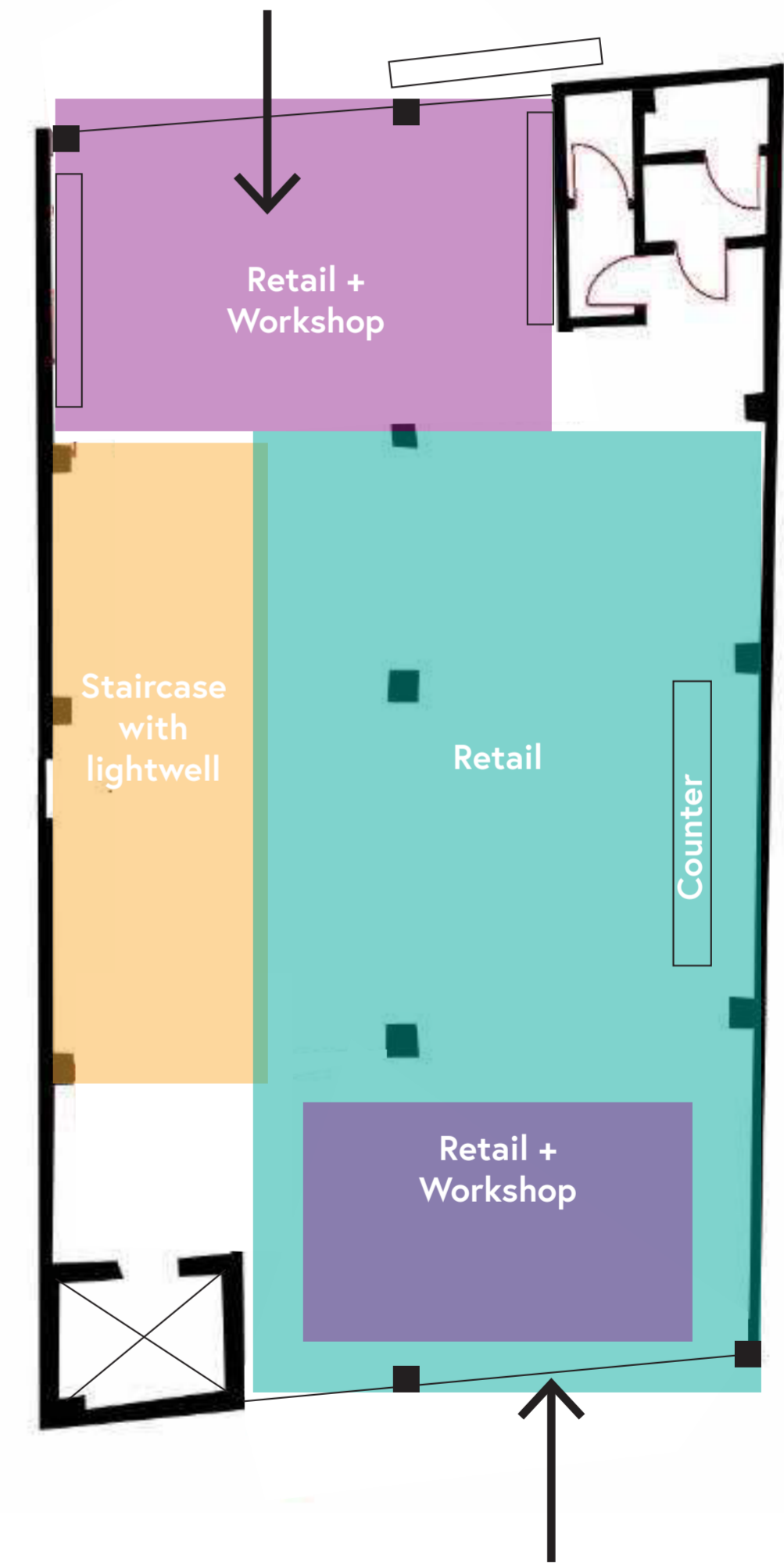
VISUAL COMMUNICATION



First Floor: Retail and Wellness Workshops



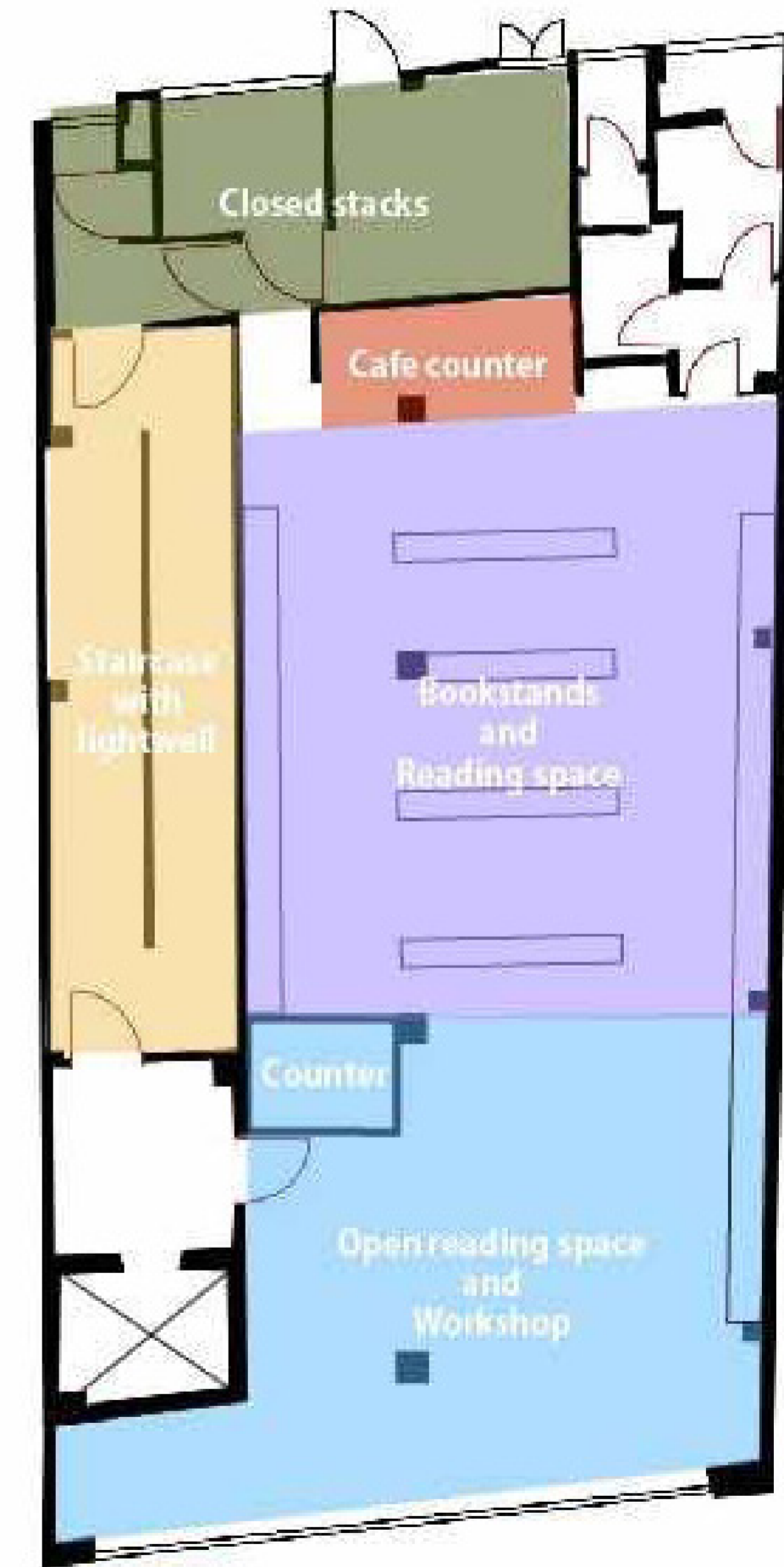
Floor Plan Diagram



Second Floor: Book Cafe



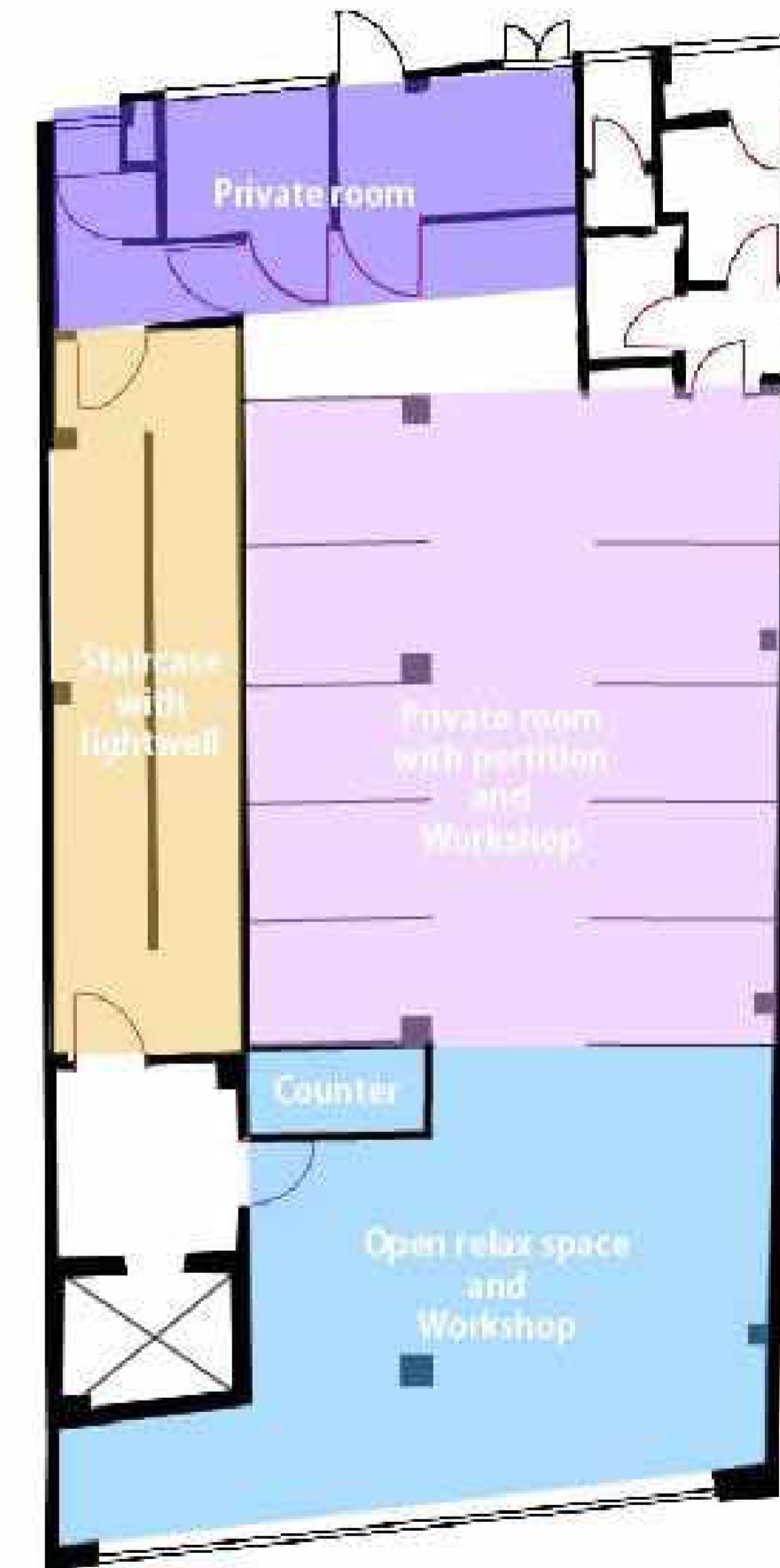
Floor Plan Diagram



Third Floor: Spa/Wellness Centre



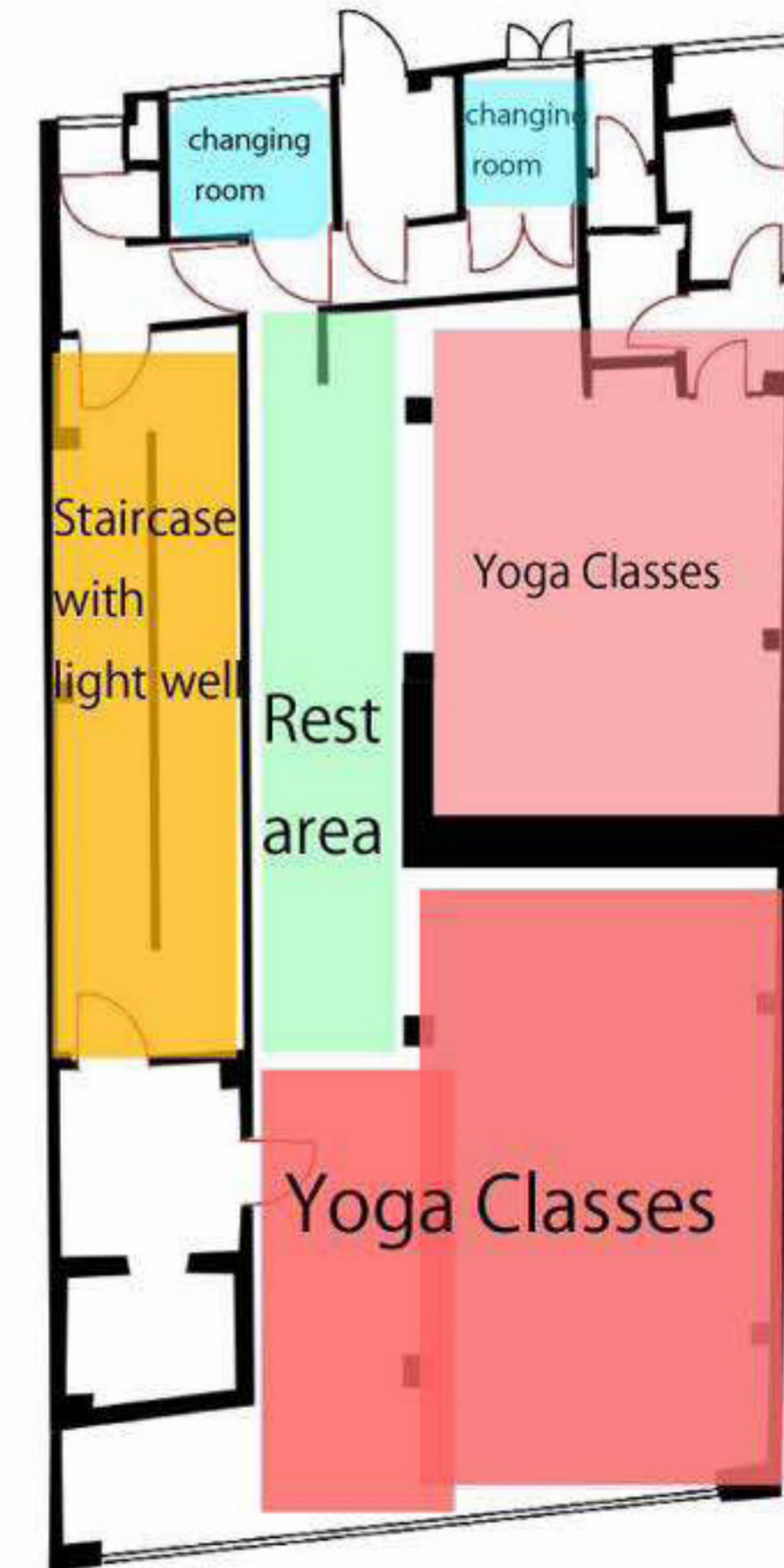
Floor Plan Diagram



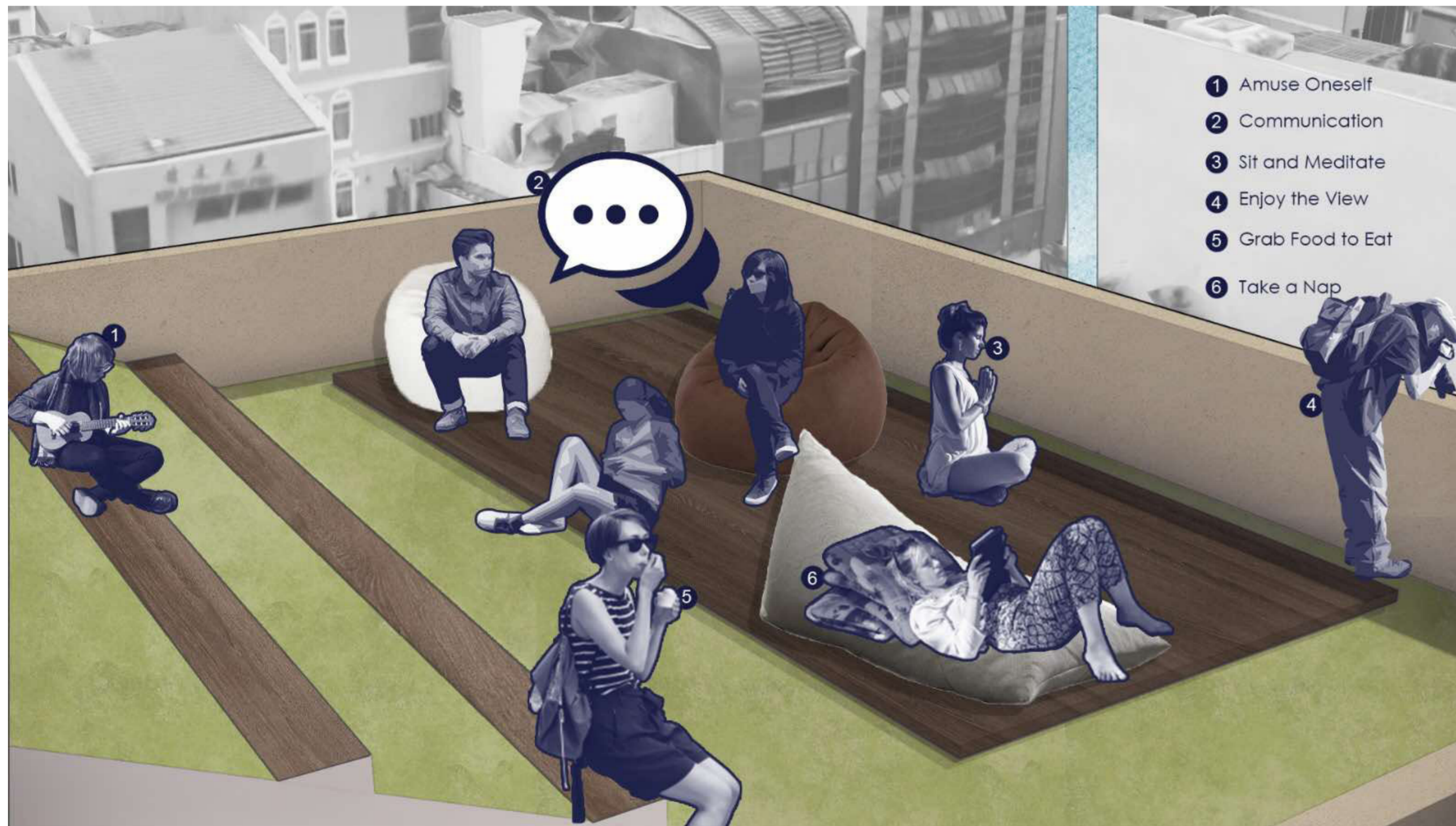
Fourth Floor: Yoga Studio



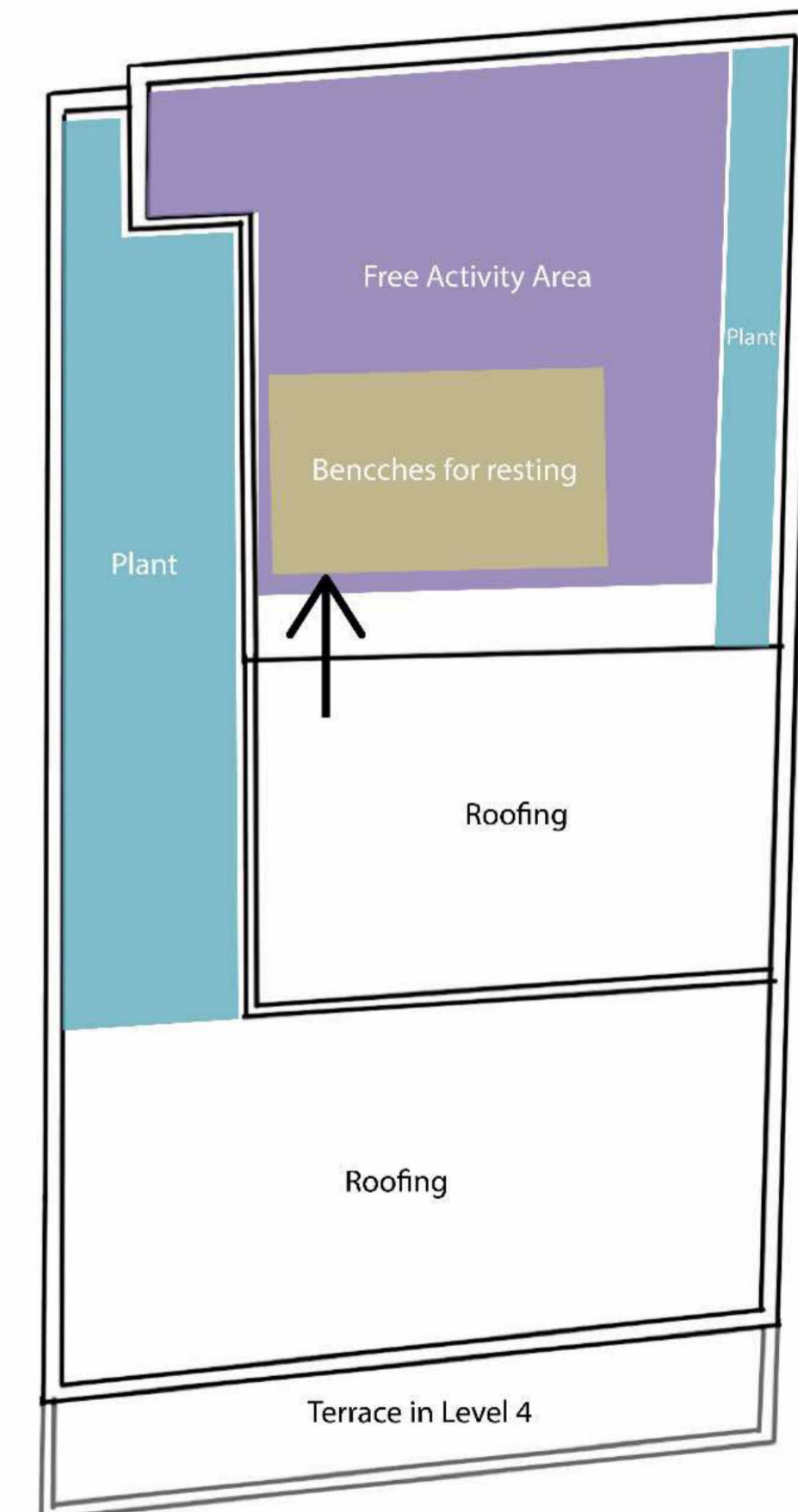
Floor Plan Diagram



Rooftop



Floor Plan Diagram



Back Elevation

建物の外壁デザインについて

駐車場側(リア)の外壁は観光客が気になるよう計画したため、現代的なデザインにした。
改修費用を少なくするため、外壁はそのままにした。
2階と4階部分は外に出ることができるようベランダを新たに計画した。
そこに植物を配置することで「クリーン&グリーンシティ」らしさを表現した。
世界トップレベルの緑の国を築き上げるためにシンガポール政府が続けてきた緑化政策を
援助することもでき、より保存対象にはいりやすくなると思った。

Regarding the exterior design of the building

The exterior wall on the parking lot side (rear) was designed to be modern, as it was intended to attract tourists.

To keep renovation costs down, the exterior wall was left as is.

New verandas were planned for the second and fourth floors so that people could go outside.

By placing plants there, we expressed the feeling of a "clean and green city."

We thought that this would also support the greening policy that the Singaporean government has been pursuing to build a world-leading green country, making it more likely to be included as a conservation target.

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