

WERKhub

CO-WORKING AND COMMUNITY CENTRE

WERKhub is a co-working and community centre that emphasizes social integration, located in the multi-cultural but neglected heritage core of downtown Kuala Lumpur. The centre is designed to offer new services and resources to the area; capture the existing cultural lifestyles of Jalan Hang Kasturi, and to create a new landmark and node for the local communities.

The design supports the **reconnection and revival** of the heritage core by promoting its culture and heritage, also encouraging social interaction and community. The center offers the community an avenue for place-making and bonding activities including art and performance, exhibitions and events, creating space for physical and cultural re-connection between art and community; a place where people from the multiple cultures of downtown Kuala Lumpur can **meet, connect and collaborate**.

WERKhub proposes an interactive space where both tourist and local community can engage with each other in a design that fosters connectivity, sociability, learning and development. The ground area is designed as a public realm, mainly for the local community to gather and meet, and providing a pit stop for activities and services. The upper floors promote personal and professional development, combing a community library and event spaces with co-working facilities. The transparent core and interlevel connections spark curiosity, providing the public outside with views of the activities and events being held indoors.

The overall objective of the center is to support social integration and empowerment in a physical environment that provides new services and enhances quality of life, whilst celebrating and reviving the heritage core of Kuala Lumpur.



Why choosing the project site?

- +45% locals don't know their neighbourhood
- 70% older generations staying in the area to continue their business
- 5% constant drop of tourists compared to previous years
- 25% economy dropped in 2020 compared to 2000

Current businesses and activities happening in the heritage core.

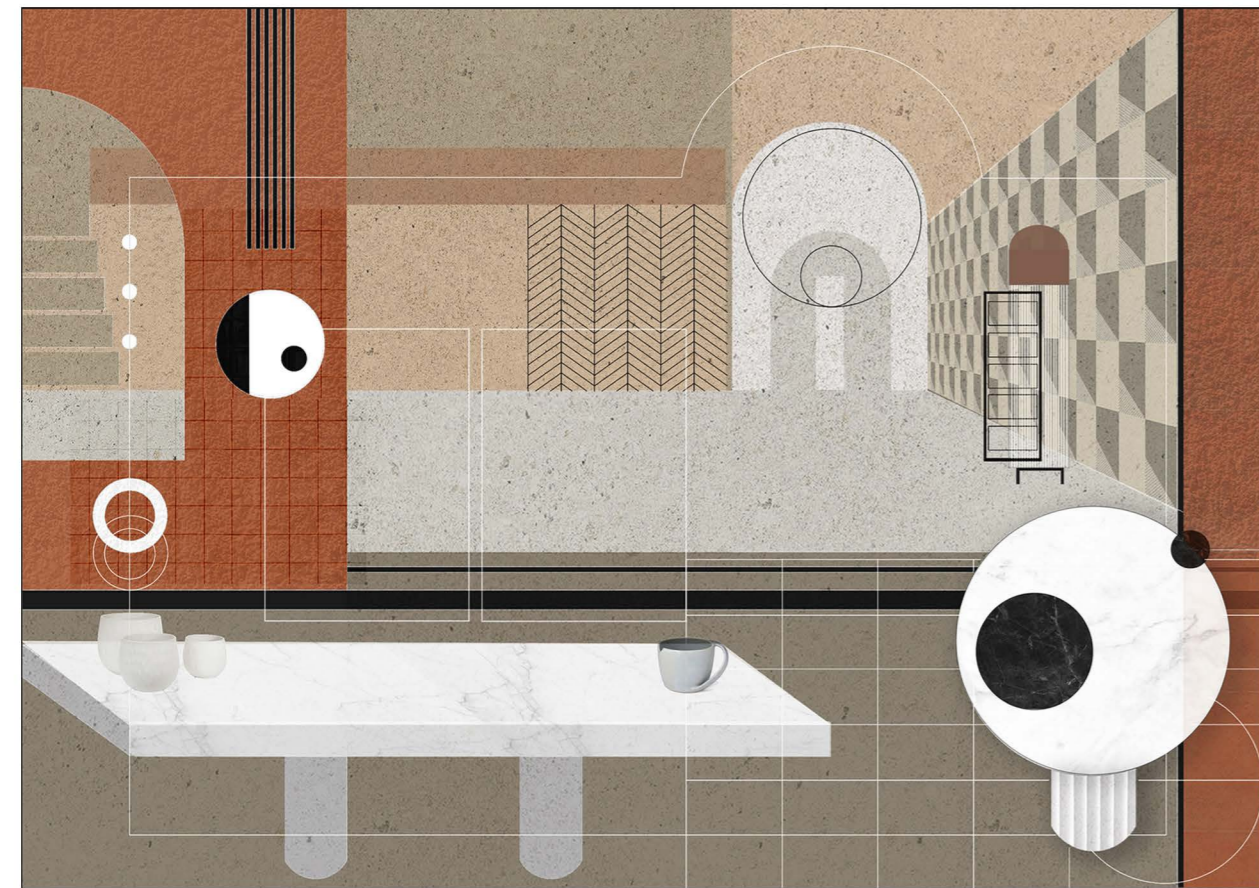
- variety of vendors
- warren of boutiques
- souvenir stalls
- handicrafts shop
- landmarks
- accomodations
- restaurants



DESIGN VISION

WERK is a co-working community centre that reconnects with the local community, reviving the forsaken heritage of downtown Kuala Lumpur City Centre. It offers a space to increase connectivity and sociability. It is also a hub for personal and professional development, providing a host of services, resources and work opportunities to support the local business community.

A contemporary art deco inspired aesthetic draws from the qualities and identity of the historical area, exuding youthfulness and a sense of energy. The dynamic interior deliberately offers a hint of glamour, using palettes of colour, material and form that reflect the richness and warmth of the locality. The repetitive geometries and proportions of the space are enriched with contrasting polished and sandblasted textures, creating subtle differentiation between flat and contoured surfaces to offer vivid visual and tactile experience for eye and hand.

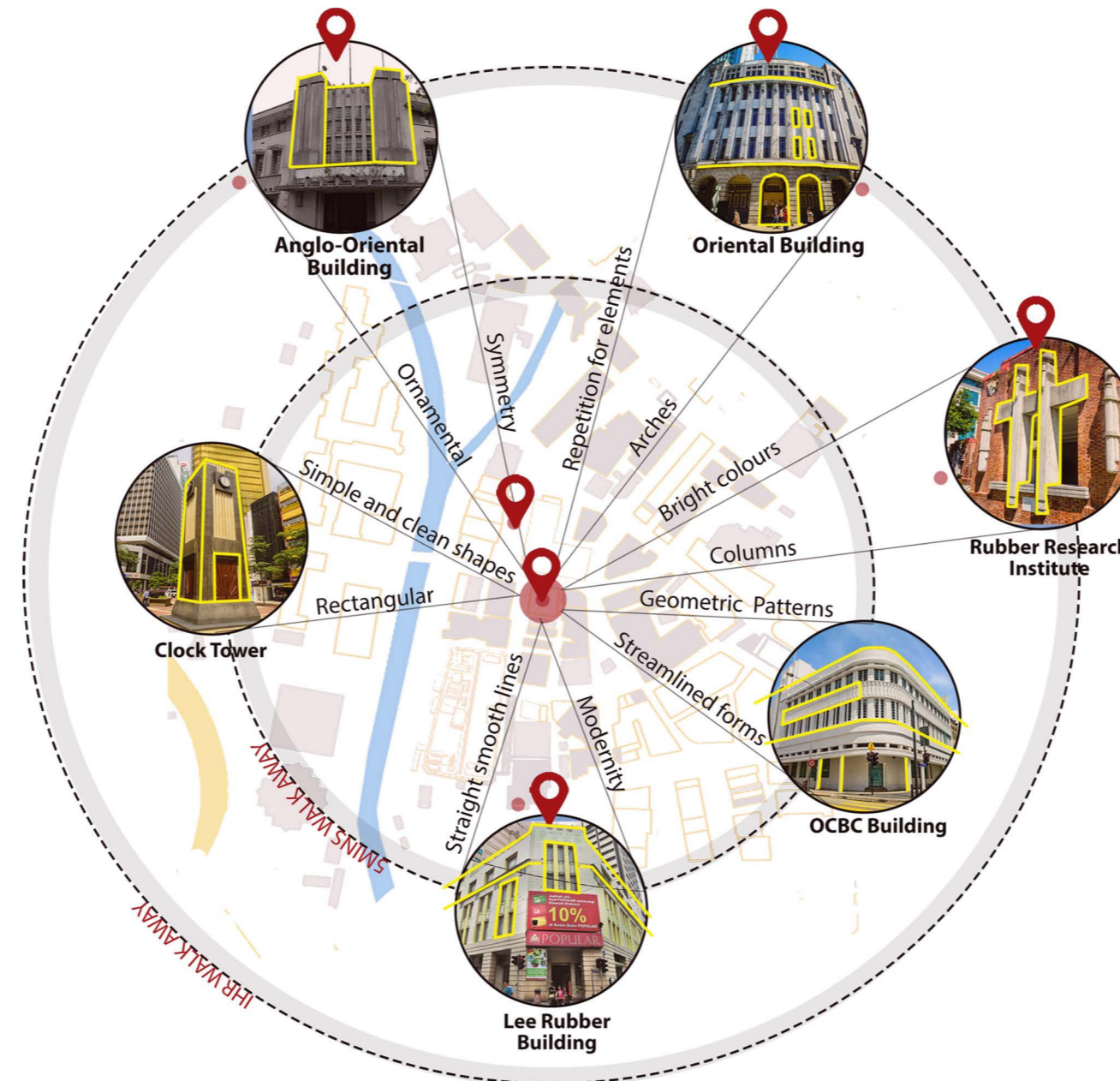


CONCEPT ASPIRATIONS

Conceptual Study

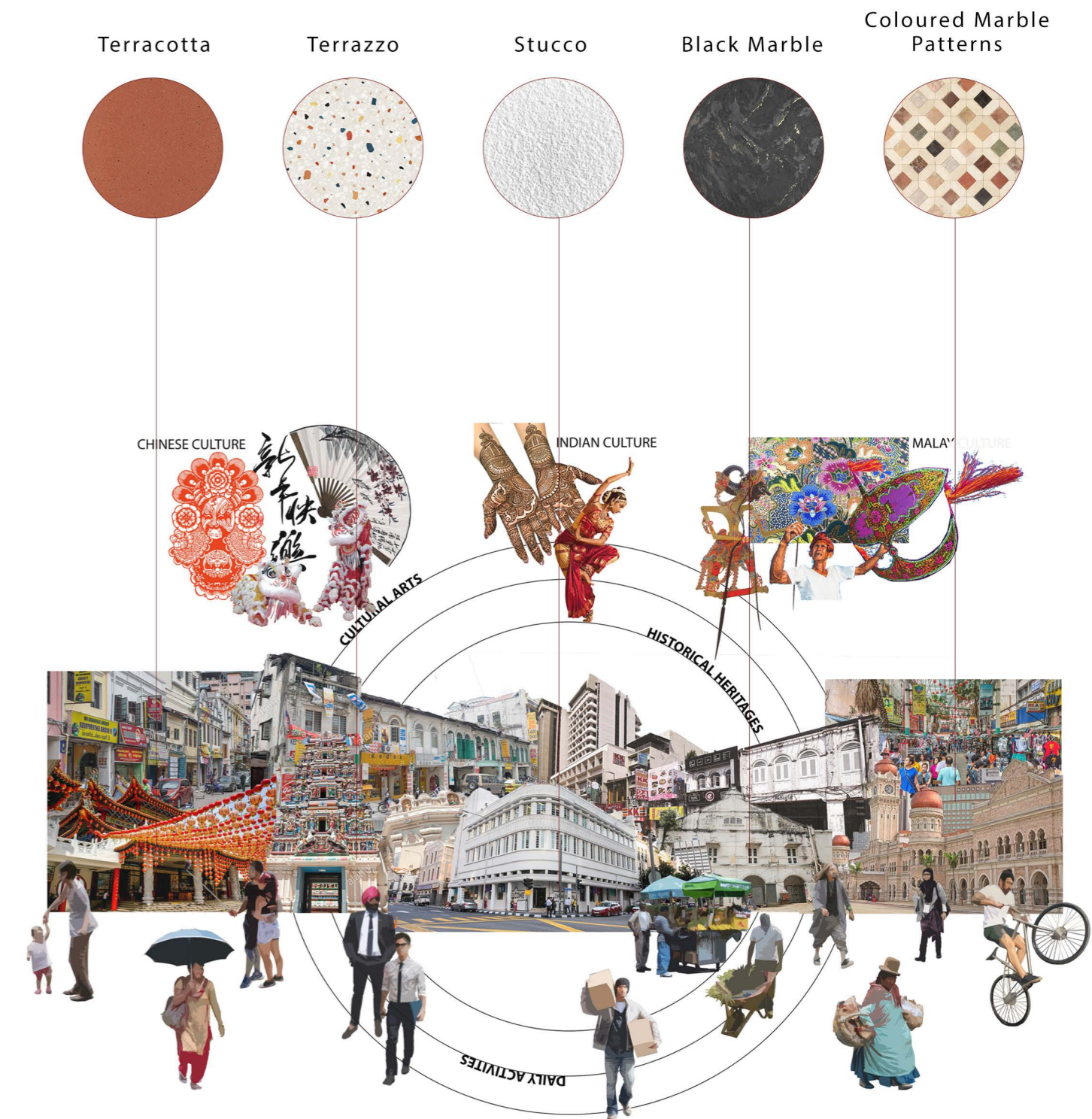
Art Deco with Malay Twist – The design draws on the Art Deco origins of the building and those surrounding it along Jalan Tunku Rahman and around Medan Pasar. Art Deco stood for modernity and escaping from convention. This contemporary but site-specific response to the Art Deco of the area re-affirms the local identity of the historical area, reinforcing its qualities and subject matter.

Conceptual Qualities

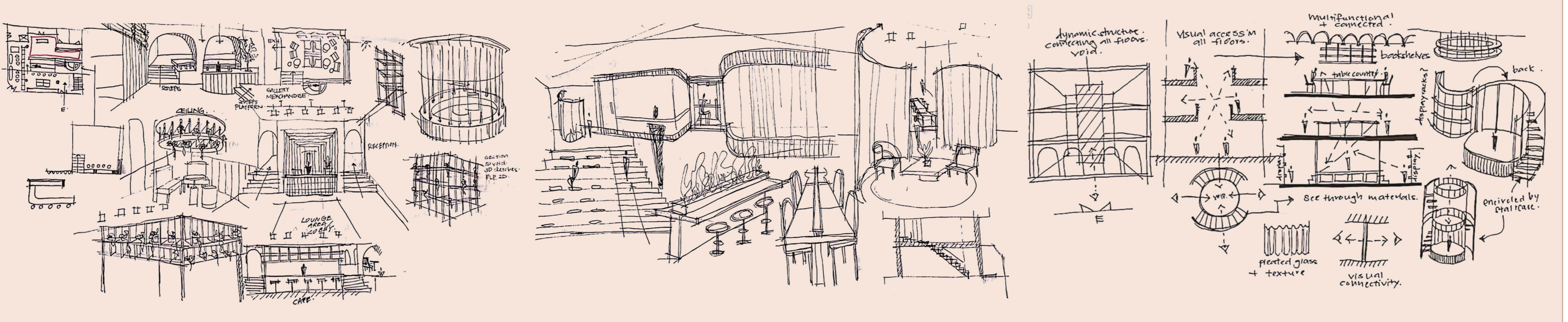


How does it connect to the site surrounding?

Materials, textures, patterns, colours and forms are inspired by surrounding cultures and buildings to retain the identity of the heritage area.



DEVELOPMENT - initial handsketches and tubular structure for visual connectivity ideas



PROGRAMMES AND CIRCULATION



entering into double height cafe dining hall



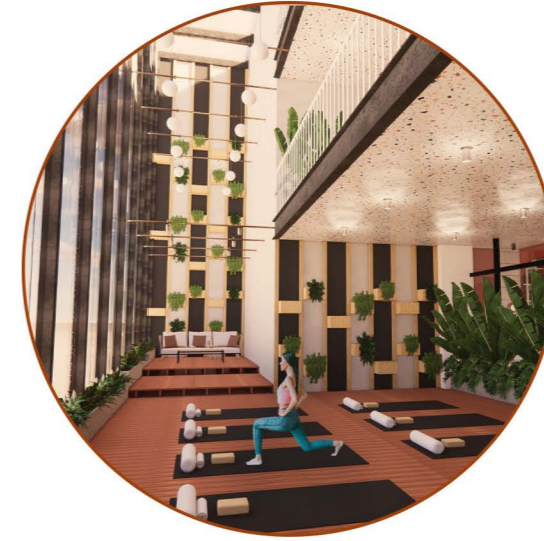
passing by stage area and merchandise gallery to the staircase



ascend to mezzanine floor which functions as a multipurpose hall, mainly for exhibitions



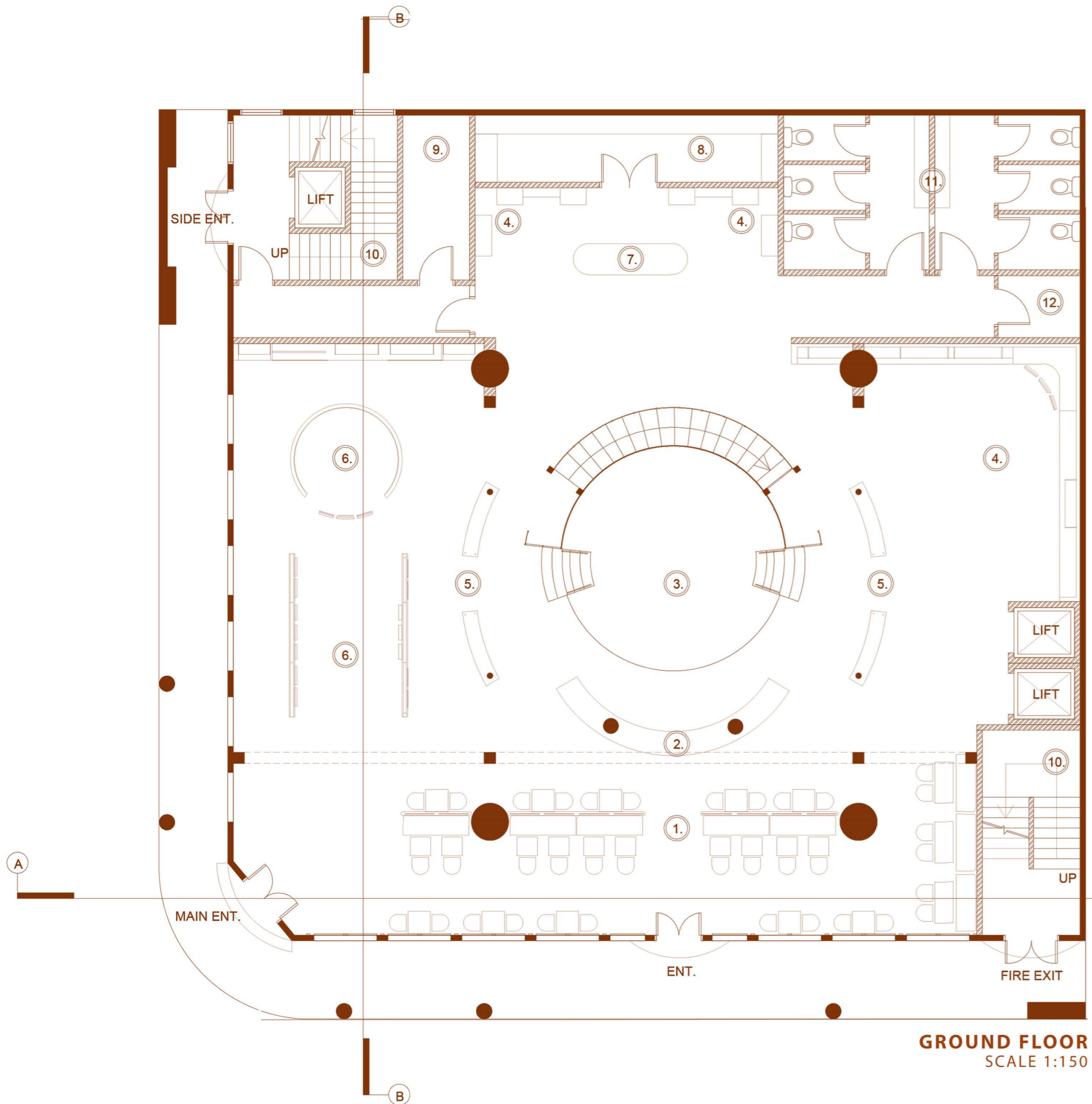
going up to open library for public to use



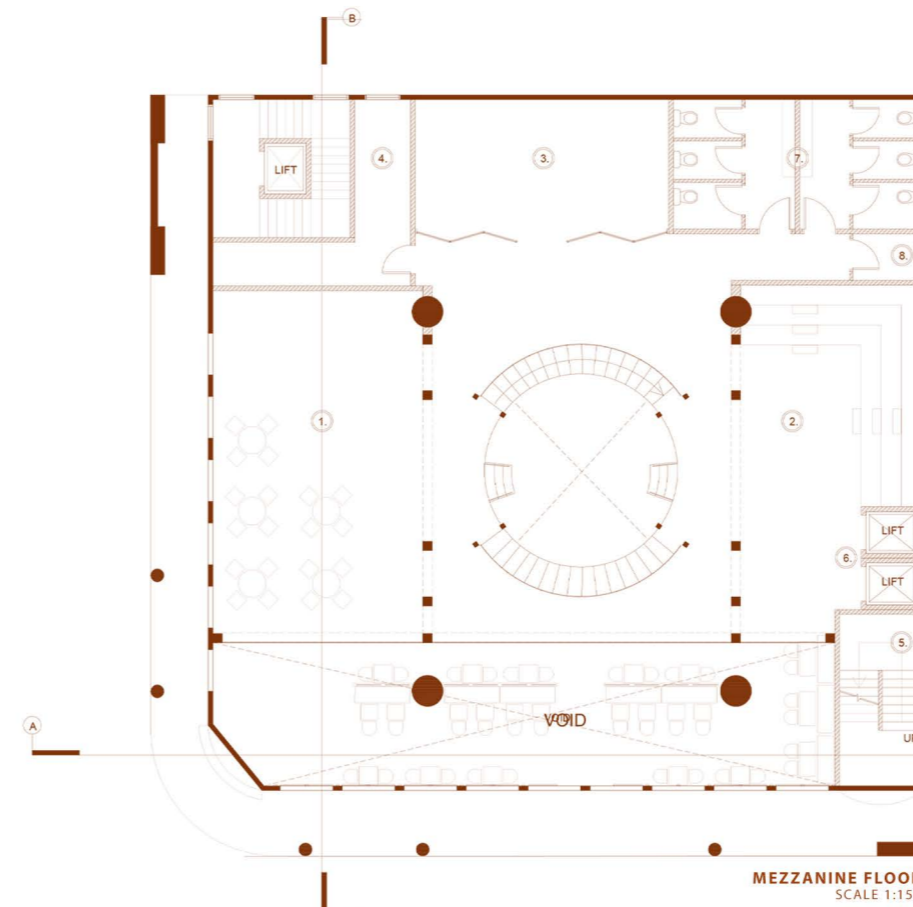
zen garden visually connected to library to help relieve stress from tasks



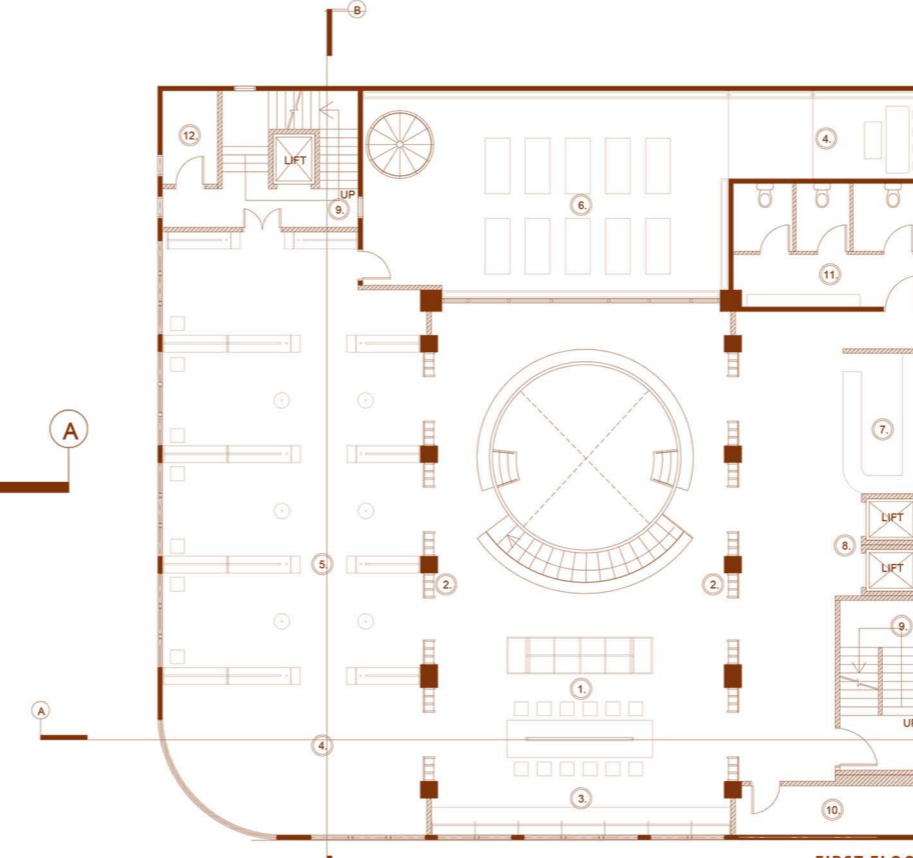
ascending into co-working space for users to meet, collaborate and connect



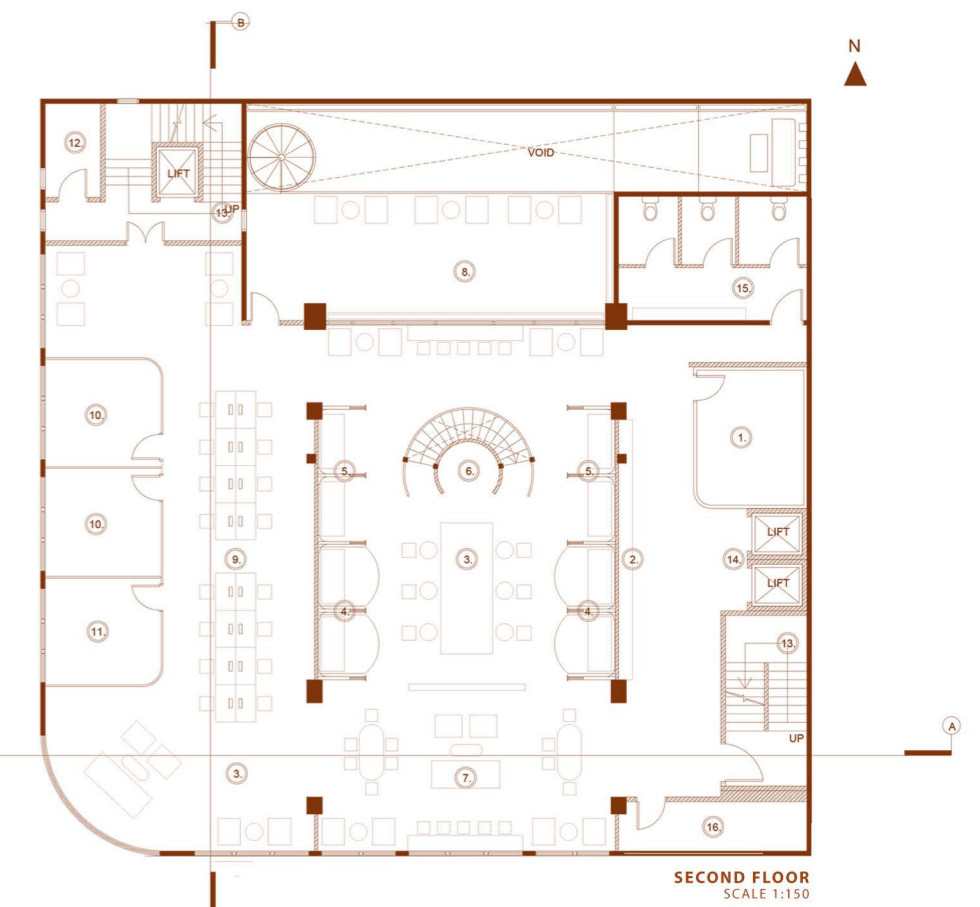
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|-----------------|------------------------|----------------------|--------------------|
| 1. DINING HALL | 4. MERCHANDISE GALLERY | 7. GALLERY RECEPTION | 10. FIRE STAIRCASE |
| 2. CAFE COUNTER | 5. DISPLAYS | 8. GALLERY STOREROOM | 11. WASHROOM |
| 3. STAGE | 6. EXHIBITION TUNNEL | 9. STORAGE | 12. JANITOR ROOM |



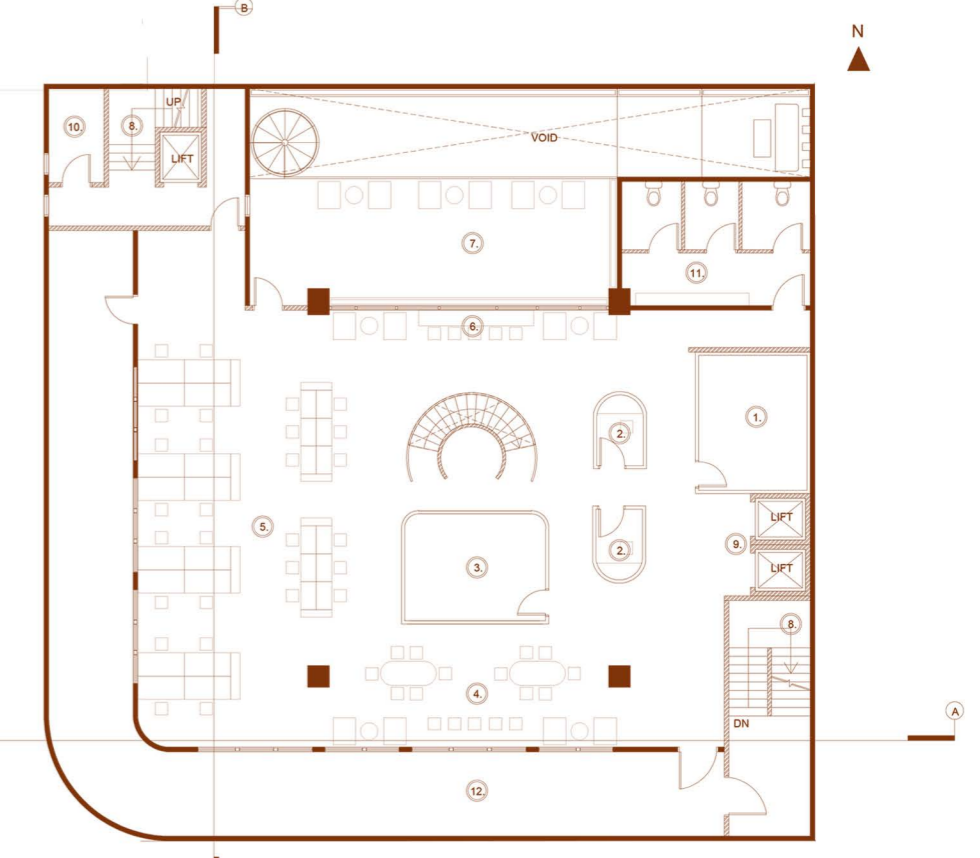
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|----------------------|-------------------|-----------------|
| 1. MULTIPURPOSE HALL | 4. STORAGE | 7. WASHROOM |
| 2. STACKED SEATING | 5. FIRE STAIRCASE | 8. JANITOR ROOM |
| 3. MULTIPURPOSE ROOM | 6. LIFT | |



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|--------------------|----------------|-------------------|--------------|
| 1. OPEN STUDY AREA | 4. LOUNGE AREA | 7. RECEPTION DESK | 10. BALCONY |
| 2. BOOK RACKS | 5. QUIET ZONE | 8. LIFT | 11. WASHROOM |
| 3. SEATING AREA | 6. ZEN GARDEN | 9. FIRE STAIRCASE | 12. STORAGE |



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|---------------------|-----------------------|-------------------|--------------------|
| 1. RECEPTION OFFICE | 5. INDIVIDUAL ROOMS | 9. WORKSTATIONS | 13. FIRE STAIRCASE |
| 2. SEATING AREA | 6. COFFEE PANTRY | 10. MEETING ROOMS | 14. LIFT |
| 3. LOUNGE AREA | 7. COLLABORATION AREA | 11. ART STUDIO | 15. WASHROOM |
| 4. SMALL MEETING | 8. OUTDOOR ZEN | 12. STORAGE | 16. BALCONY |

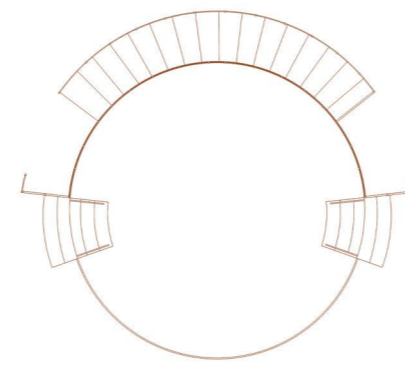


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| 1. STAFF OFFICE | 5. WORKSTATIONS | 7. WASHROOM |
| 2. PHONE BOOTHS | 6. INDIVIDUAL ZONE | 8. JANITOR ROOM |
| 3. MEETING ROOM | 7. OUTDOOR ZEN | |
| 4. COLLABORATION AREA | 8. FIRE STAIRCASE | |

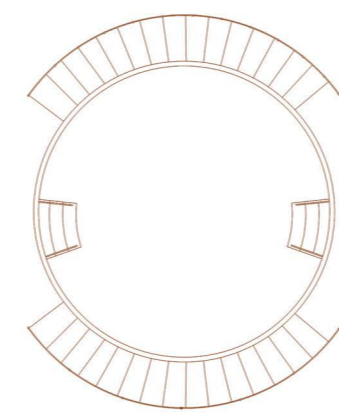
CONNECTING THE CORE STRUCTURE

The central void and its surrounds link the floors and allow visual connectivity throughout the space. The skeleton of the structure is made of black stainless steel, wrapped with pleated tempered glass to support a sense of access and penetrability between the spaces of the building. The use of transparency makes the space more permeable and allows high levels of visual connectivity, encouraging users from different floors to meet and interact with each other. Transparency is utilized throughout the design, maximizing the natural light reflected into the space which is surrounded by tall buildings.

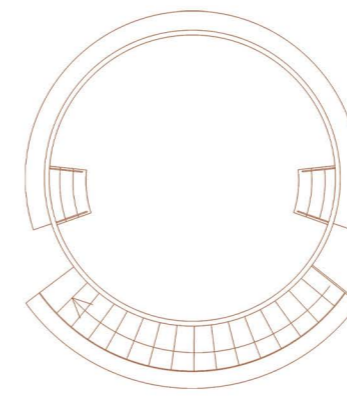
The tubular structure is multifunctional as it is encircled by stairs allowing users to ascend to upper floors easily while enjoying talks or performances at the stage provided below. Furthermore, in the library, table counters are attached to the railings of the structure, allowing users to read, while being able to view what's happening on other open floors.



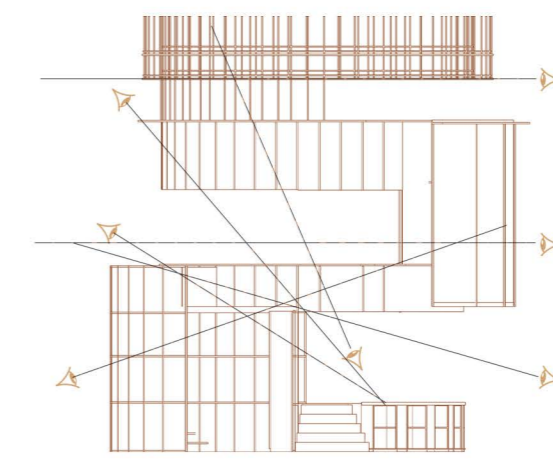
GROUND LEVEL PLAN



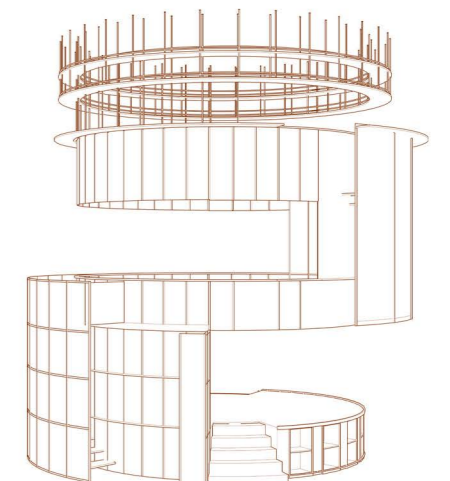
FIRST LEVEL PLAN



SECOND LEVEL PLAN



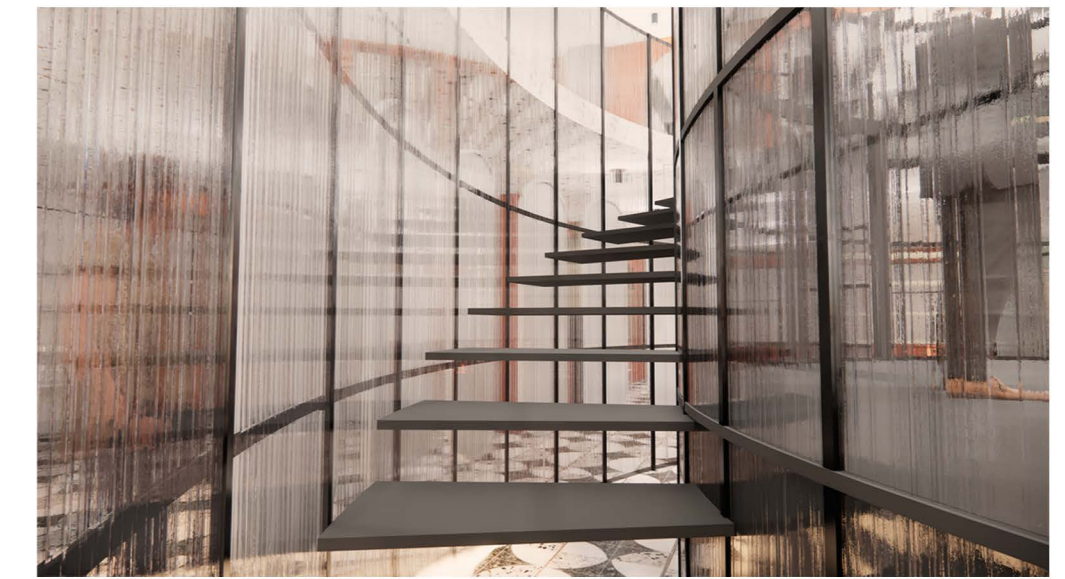
ELEVATION A-A



PERSPECTIVE VIEW



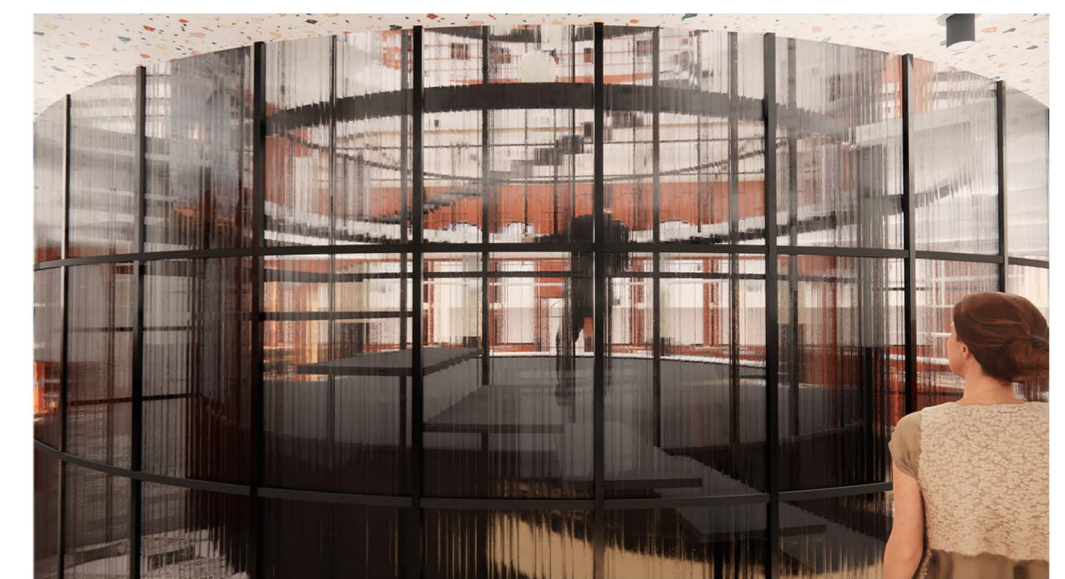
VIEWS FROM WITHIN/FROM THE CORE



IN BETWEEN GLASS PARTITIONS



ONE GLASS PARTITION VIEW



TWO GLASS PARTITION VIEW



CAFE HALL



The main entrance leads visitors into a double height cafe area and merchandise gallery. This area allows users to experience both the volume of the space and the dynamic tubular structure surrounding the stage. Visual connectivity from ground floor to upper floors is ensured by using pleated glass balustrades that allow visitors to see through the space. The overall space and design forms are inspired by the art deco qualities. The cafe displays hint of glamour using brass, contrasting elements and colourful patterns.



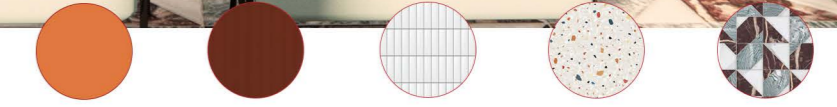
OPEN LIBRARY



The library showcases repetitive and contrasting patterns with full height arched panels that form bookshelves connecting walls and ceiling. The thin sheets are connected and symmetrical in both sides to create visual connectivity in the space. The overall space remains bright and open to allow sufficient natural light and an easy flow of circulation. Users can also read at the counter that is attached to the 2-storey cylindrical structure, with visual access to what is happening in the levels below.



CO-WORKING SPACE



An open lounge area, collaborative zone, meeting rooms and individual rooms are provided for users to access as desired depending on their tasks that day. The co-working space is also connected to an outdoor planted balcony, allowing users to work in natural surroundings. The symmetrical arrangement and repetitive elements reflect local art deco qualities, while colours and materials used are inspired by the materiality of local cultures and built environment.

MATERIALS

