



THE NEXUS CENTER

THE PLACE WHERE YOU MEET FUTURE

6123ARSRI
Comprehensive Design Project
2023 JULY

BUSINESS DEVELOPMENT
AND LIFESTYLE CENTER

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Assignment/ Project: CDP Report

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MARKS

Student Declaration:

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PREFACE

As the Comprehensive Design Project, we were given four different project titles, which are

- 1) **Lifestyle Center**
- 2) Youth Wellbeing Center
- 3) Center for Arts
- 4) Transportation Hub

The topics were selected after the investigation of the area of Nugegoda, Sri Lanka which is a major part of the commercial capital of Colombo as well.

Based on these topics students were given the CDP Research, For that based on the main topic we did the Research incorporating more aspects related to the Nugegoda area.

The Research aimed to help to develop the Design Brief of the CDP and some other aspects related to that.

Then started the Design Project as a solution for identified specific problem related to Nugegoda with a Critical argument.

Then following the Design Process we were advised to come up with a Comprehensively Designed Project.

My Project Title was **Lifestyle Center** and The Research topic I have done is

"Exploration of the Strategies to improve the quality of life of businessmen while supporting the growth and development of their businesses in an urban context"

Lets dive into the Project



ABSTRACT

Based on Lifestyle Center as the title and incorporating the Business community of Nugegoda which is playing a big role of this vibrant city area while forgetting their quality of life, made the drive of the project.

The project serves mainly Local medium scale businessmen.
The one of the main intention was to reshape the city when just after started site analysis,

The city is vibrant and it is a mix of various elements, But the physical part of the city is very monotanance, That monotonacy impacted to the quality of life of the people as well,

INTRODUCTION

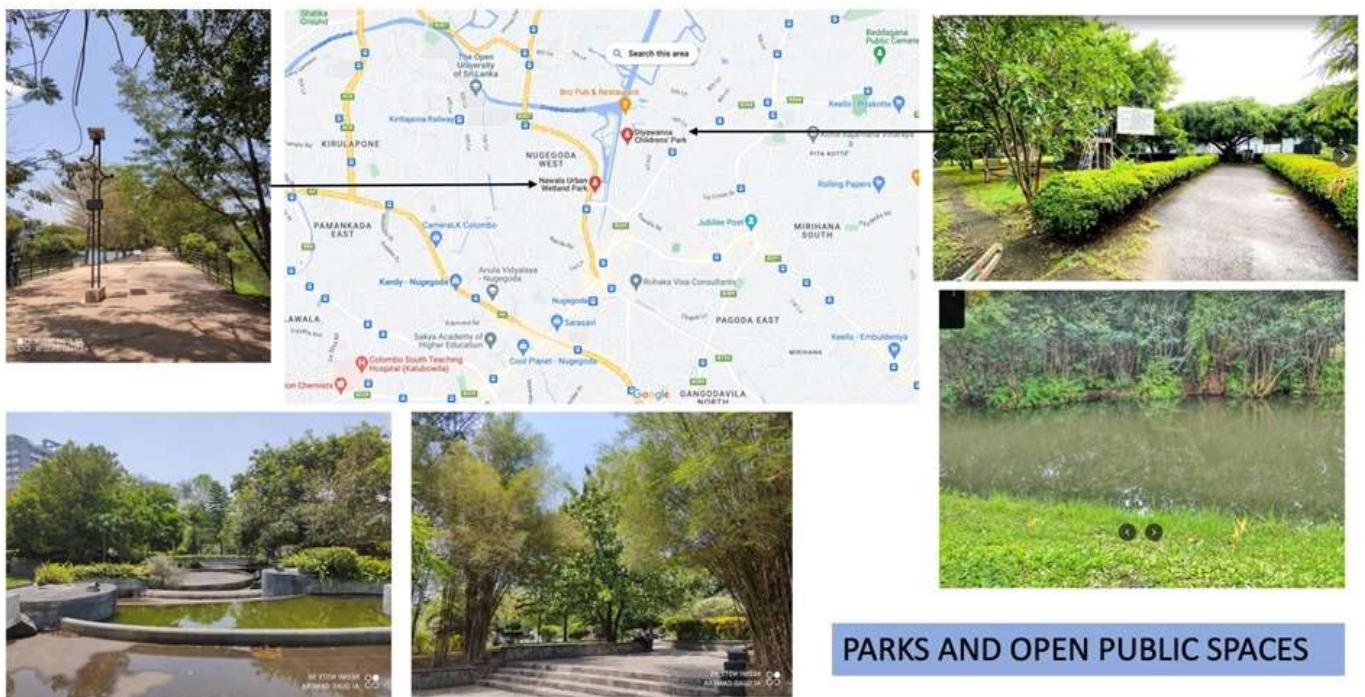
IN DEVELOPING COUNTRIES SUCH AS SRI LANKA, CITIES PLAY A SIGNIFICANT ROLE IN VARIOUS ASPECTS, INCLUDING ECONOMICS, SOCIAL DYNAMICS, AND OVERALL COMMUNITY DEVELOPMENT. AS URBAN AREAS BECOME ENRICHED WITH A DIVERSE RANGE OF TANGIBLE AND INTANGIBLE ELEMENTS, IT BECOMES ESSENTIAL TO ADAPT THEM TO MEET THE EVOLVING NEEDS OF THE PEOPLE.

CONSEQUENTLY, THERE ARISES A NEED FOR THE ESTABLISHMENT OF A DYNAMIC LIFESTYLE CENTER IN NUGEGODA, A VIBRANT DISTRICT WITHIN THE COMMERCIAL CAPITAL OF COLOMBO IN SRI LANKA. THIS PROJECT AIMS TO FOSTER GREATER INTERACTION BETWEEN THE CITY AND ITS RESIDENTS, WHILE SIMULTANEOUSLY ELEVATING THE OVERALL QUALITY OF LIFE FOR THOSE CONNECTED TO THE NUGEGODA AREA. WITH A COMPELLING VISION AND A FOCUS ON ENHANCING COMMUNITY ENGAGEMENT, THIS ENDEAVOR SEEKS TO CREATE A TRULY CAPTIVATING AND ENRICHING URBAN SPACE.

SITE ANALYSIS MACRO CONTEXT

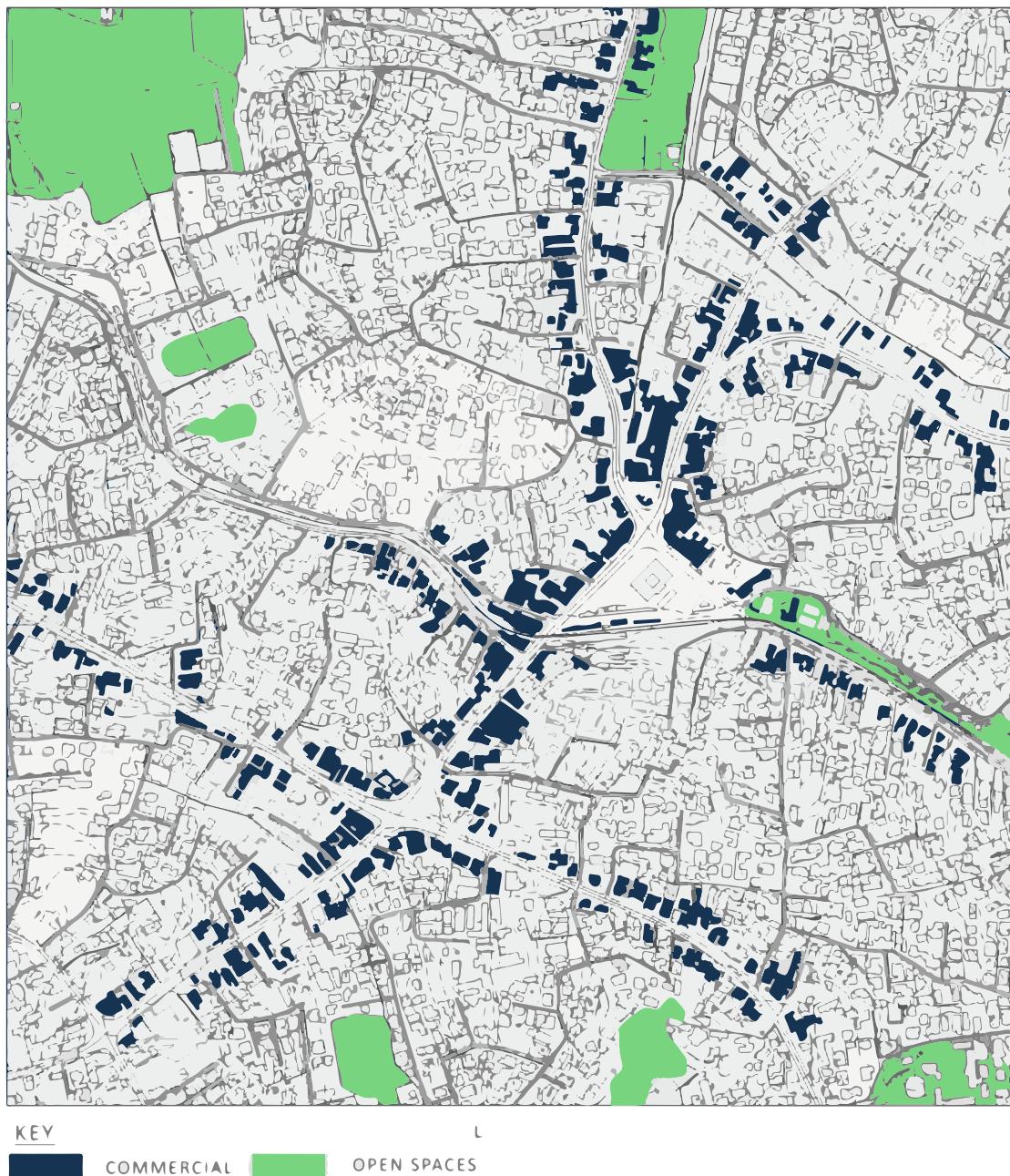
NUGEGODA, A LIVELY DISTRICT WITHIN SRI LANKA'S BUSTLING COMMERCIAL CAPITAL OF COLOMBO, IS A CITY FILLED WITH CHARM AND EXCITEMENT. ITS UNIQUE BLEND OF TRADITION AND MODERNITY CREATES A CAPTIVATING ATMOSPHERE THAT DRAWS PEOPLE IN.

THIS VIBRANT CITY IS A MELTING POT OF DIVERSE CULTURES, BUSTLING MARKETS, AND BUSTLING STREETS. NUGEGODA IS NOT JUST A SNAPSHOT OF THE PRESENT; IT HOLDS THE PROMISE OF AN EVEN BRIGHTER FUTURE. AS THE CITY CONTINUES TO GROW AND EVOLVE, IT ENVISIONS A PATH THAT EMBRACES PROGRESS, SUSTAINABILITY, AND AN ENHANCED QUALITY OF LIFE FOR ITS RESIDENTS.

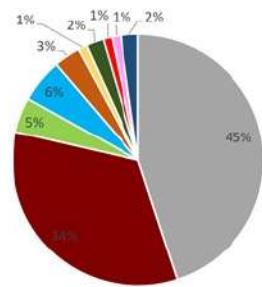


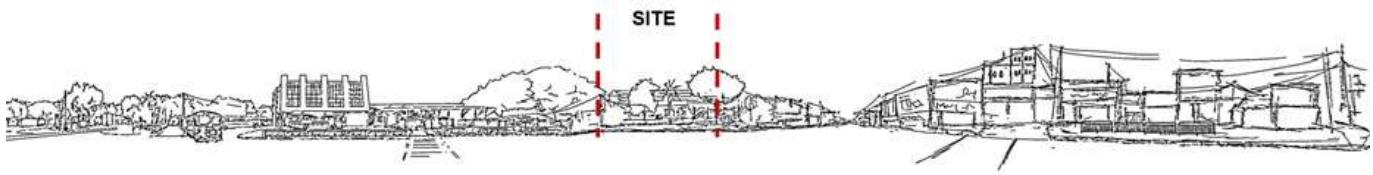
PARKS AND OPEN PUBLIC SPACES

Commercial Land Use



BUILDING USAGE

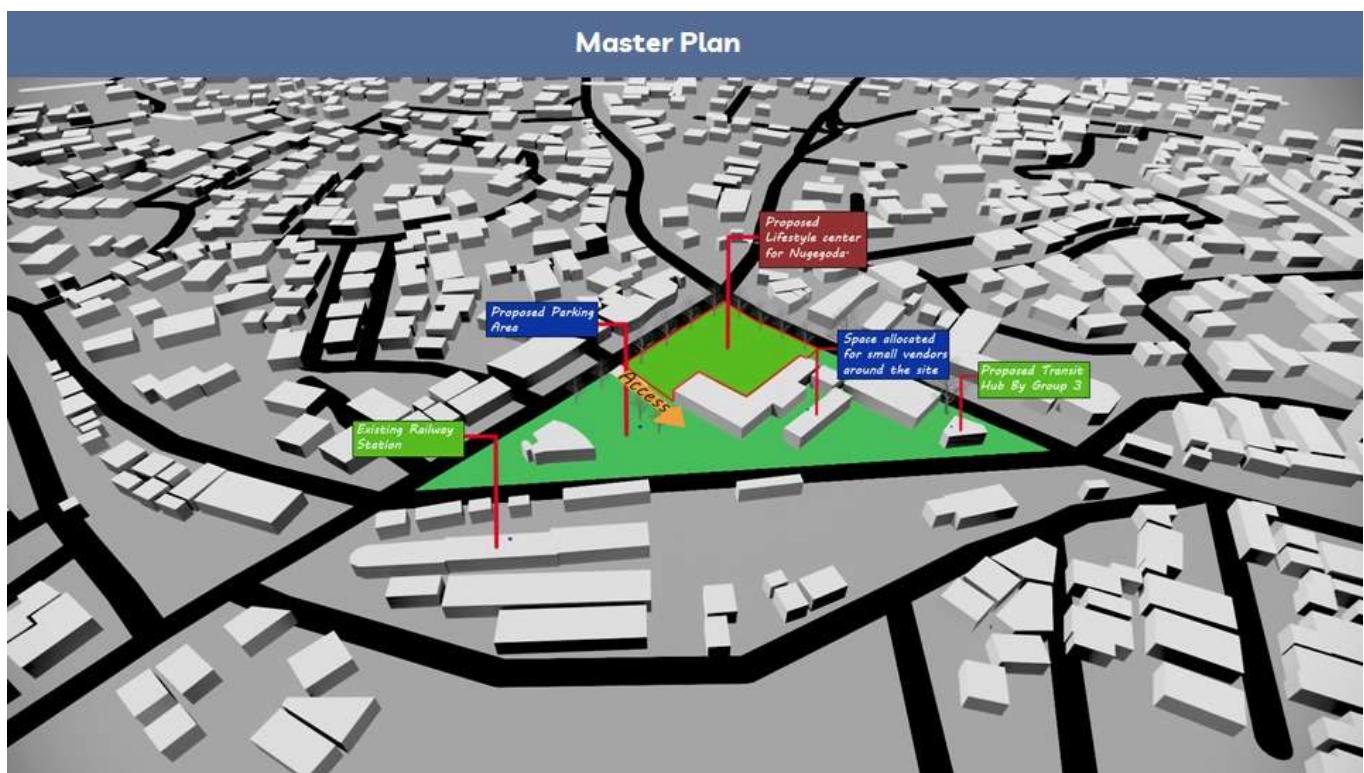
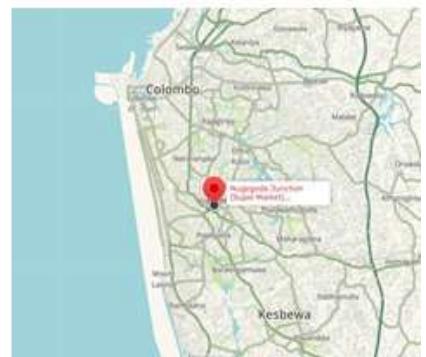




STREET ELEVATION



OLD KESBEWA ROAD



CLIENT

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USER ANALYSIS

PRIMARY USER

MEDIUM SCALE BUSINESSMEN

In the bustling area of Nugegoda, around 34% of the things happening there are related to businesses. Out of that, 20% are medium-scale businessmen who play an important role. Sadly, this community is often overlooked, but they are actually a vital part of Nugegoda's success. Let's take a moment to appreciate their hard work and contributions, as they shape the future of this thriving business hub.

Age	41	
Years	13.5	
Gender	73% Men	27%
Work life balance	38%	62%
Stress levels	69%	31%
Health-related issues	54%	46%
Financial stability	57%	43%
Personal fulfillment	65%	35%

PROBLEM IDENTIFICATION

The problem arises from the circumstances faced by businessmen in Nugegoda, resulting in a lack of certain elements crucial to their lives and businesses. Their quality of life is affected, and their businesses experience minimal growth. The city fails to provide them with a space to rejuvenate, take a break, and engage with the business community. Moreover, they lack the necessary support and guidance to develop their businesses by acquiring knowledge, skills, and futuristic experiences. Their daily routines are demanding and leave little room for refreshment. Additionally, the chaotic nature of the city and the absence of organization in the Nugegoda area contribute to the lack of a cohesive business community. There are a few businesses, but they are scattered and fail to come together to enhance the character of Nugegoda city.

CRITICAL ARGUMENT

By establishing a dedicated and accessible space that caters to the needs of businessmen while remaining open to the public, we can effectively address the challenges they face and create a transformative solution. This innovative approach not only provides a refreshing environment for businessmen to recharge and interact with their peers, but also offers an opportunity for the wider community to engage with and support local businesses. This inclusive space will serve as a catalyst for knowledge exchange, collaboration, and personal growth, enabling businessmen to overcome their limitations, enhance their businesses, and ultimately contribute to the overall development and character of Nugegoda city.

SOLUTION

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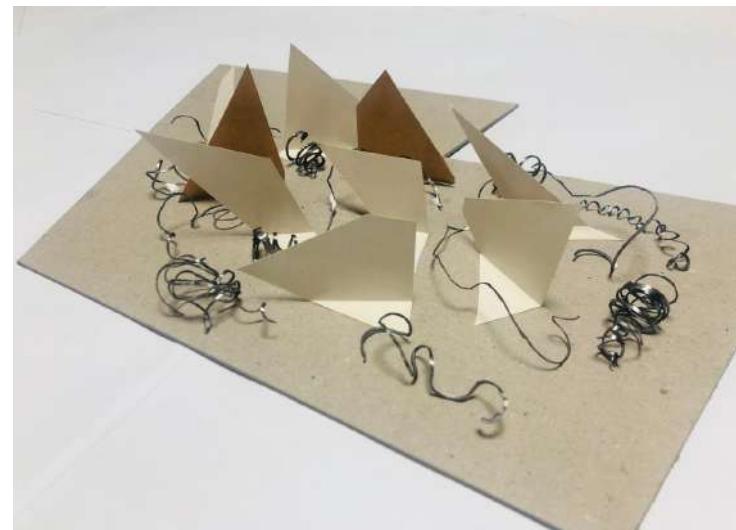
THE PLACE WHERE YOU MEET FUTURE

CONCEPT

REVITALIZING

"Revitalize" is like a powerful spark that brings new life and excitement to businessmen, the community, and the city of Nugegoda. It's a collective effort to make things better and more vibrant. And a special place where businessmen come together, share ideas, and get inspired to improve their businesses. This revitalization spreads to the community, as people support and enjoy the local businesses. The whole city starts to change, becoming lively and full of opportunities. It's an amazing transformation that brings energy, growth, and a fresh start for everyone involved.

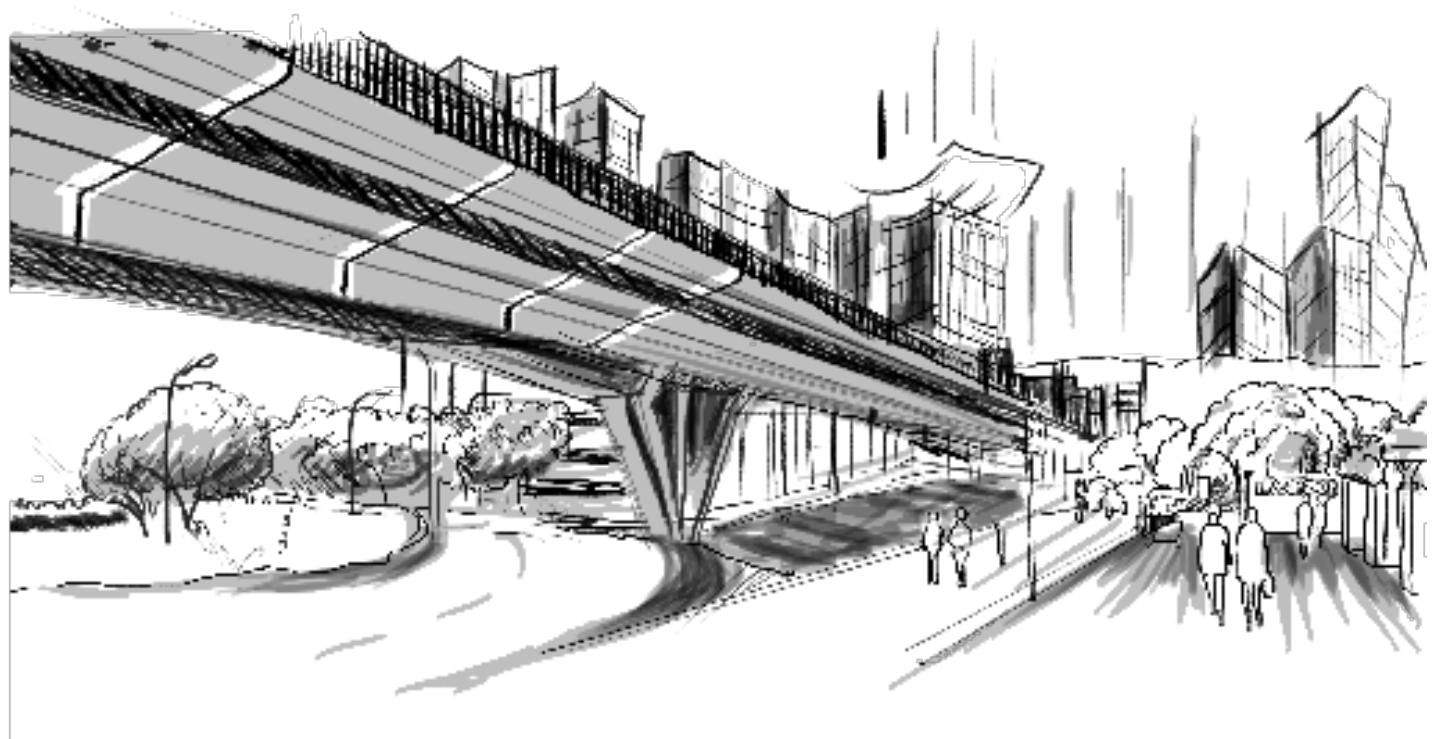
ABSTRACT



A messed up and mixed lines gradually becoming a shape.

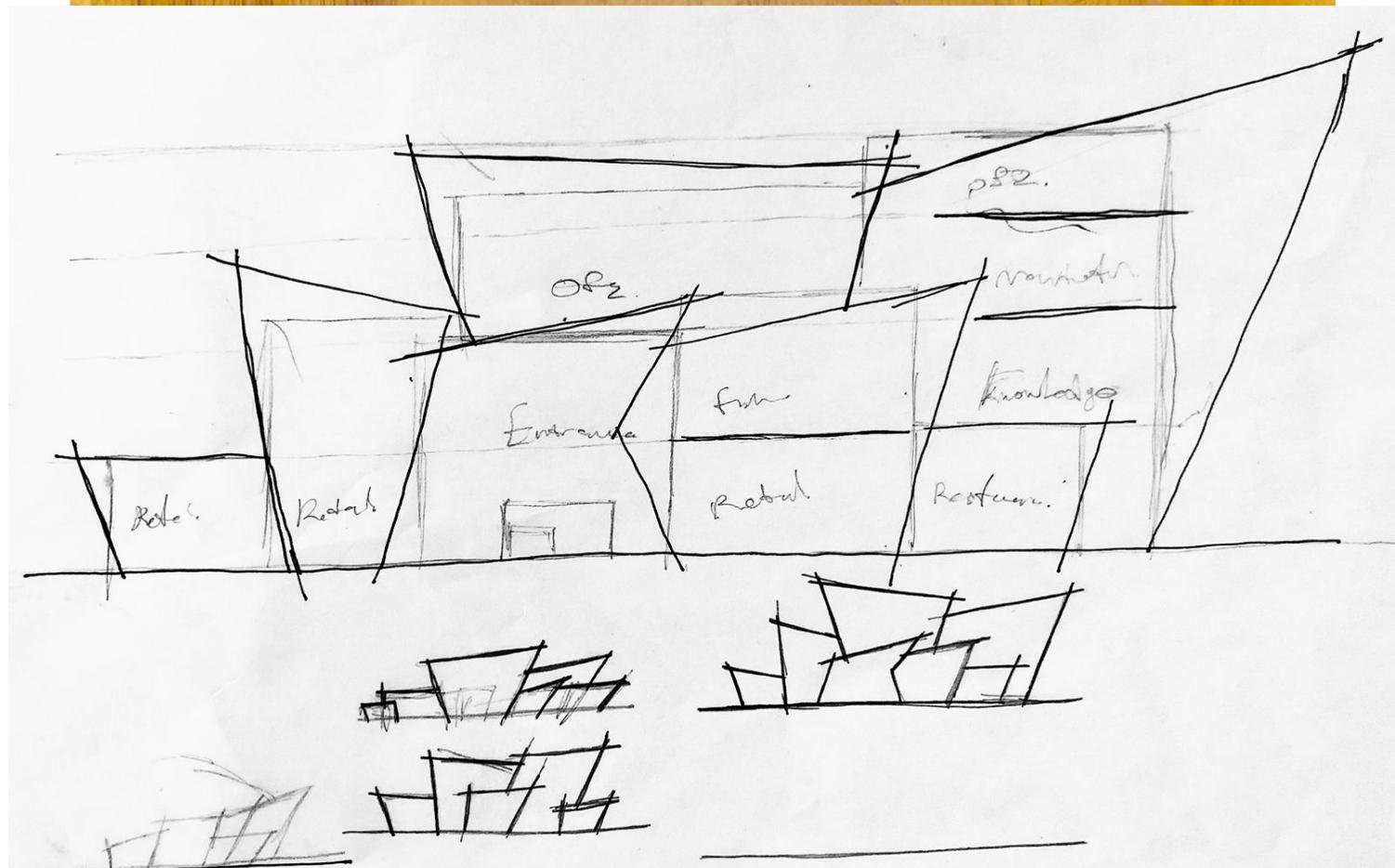
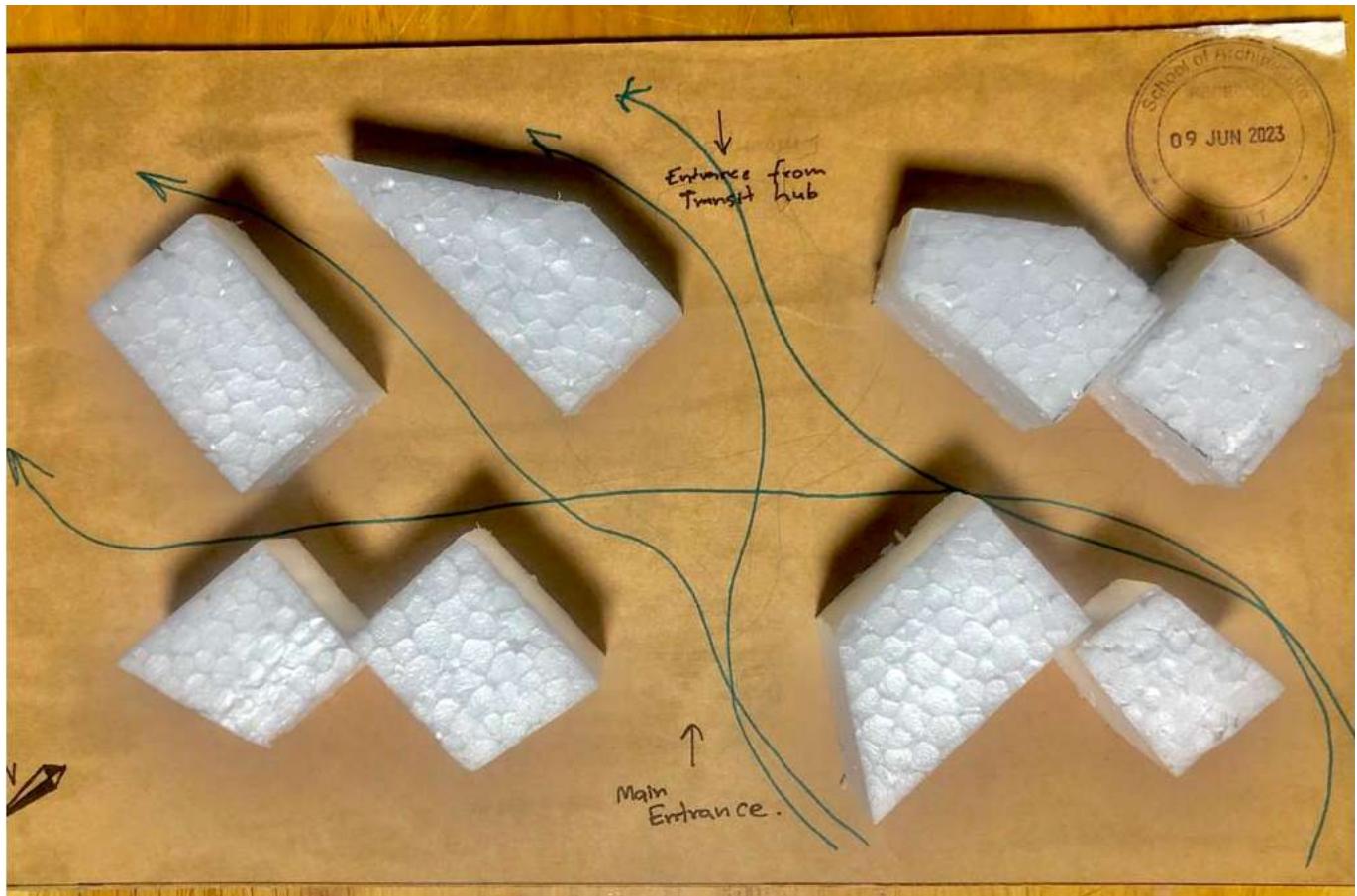
Using several not organized or not managed existing aspects make enhanced something new which has well organized and managed proper directions.

INSPIRATION



FLYOVER

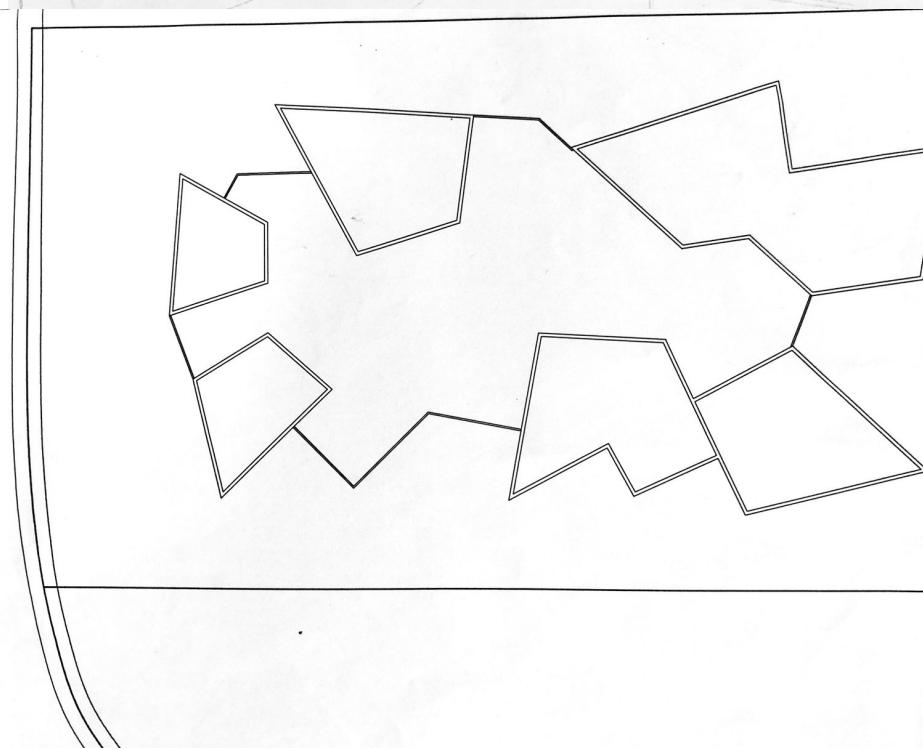
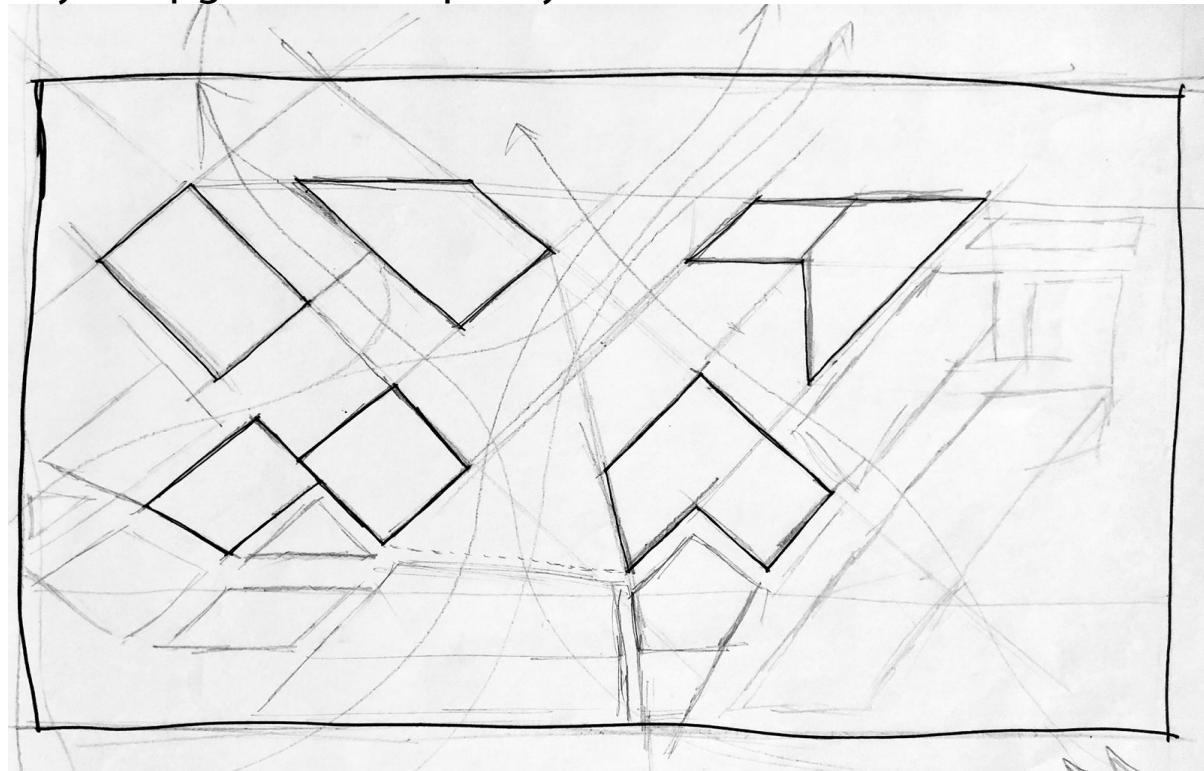
DESIGN DEVELOPMENT



In the section also should Represent hierarchy and Want to blend the activities vertically as well.

The main idea originated with the location and movements through the site such as People, wind and sun. Also needed to respond every side of the site attractively because the design should invite the surrounding context and within the immediate context have many medium scale businesses.

Then made the project more contrast to be a pilot project for the city to upgrade their quality for the next level.



Ambition

The project have broader Design ambitions, and they are: Empowering Businesses, Enhancing Quality of Life, Fostering Community, Igniting Innovation, Revitalizing Nugegoda, Cultivating Knowledge, Celebrating Diversity, Environmental Responsibility, Inspiring Future Generations, Elevating Urban Experience.



GROUND FLOOR PLAN

SCALE 1: 100



FIRST FLOOR PLAN

SCALE 1: 100



Junction | Pedestrian Path | Rooftop Garden | Retailing | Branding & Marketing Center | Business Lounge | Fashion Hub | Lobby & Co-Working area | Restaurant | Outdoor Garden & Parking