**EMPOWERMENT**

/ɛmˈpaʊəm(ə)nt/

*Allowing others to take control of their environment, being participative without being opportunistic; something that is pro-active instead of re-active.*

An entrepreneurial hub for the people. The concept of empowerment is targeted towards the entrepreneurial community of Maseru, Lesotho. Through creating a hub that acts as a social catalyst, instigating **experimentation** and **knowledge exchange**, it aims to **unite** people together and **inspire** each other, thus empowers them.

Upon further studying the context, it soon became prominent that the Basotho culture is oriented around men and rarely takes into consideration women, their perspectives and opinions, making them feel uncomfortable sharing their thoughts in front of men. This is what was tackled, addressing **both** men and women to provide them with **equal opportunitie**s.

The idea behind the hub was established through creating an architecture whose physical fabric constitutes a hug, **protecting** the community it embraces whilst accepting them equally from who they are. The hub becomes a node, exuberating empowerment to its users creating a space of tolerance. Like **‘open arms’** it acts as an embrace, not only to the users but also to the context as the fluid walls that form the hub, safeguard the natural elements on site. This allows for a direction connection between the spaces created and its surrounding environment. The hub becomes one with its context.