

# MAKING PUBLIC SPACES

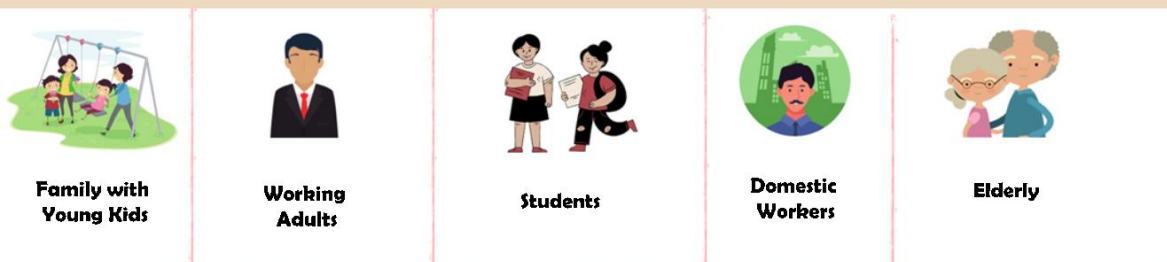
## loveable

### Problem Statement



Our group seeks to design more loveable public spaces which would be more permanent and also help to foster a long-lasting emotional bond and attachment between the community and Paya Lebar, thereby enhancing a sense of ownership, identity and belonging.

### Our Stakeholders

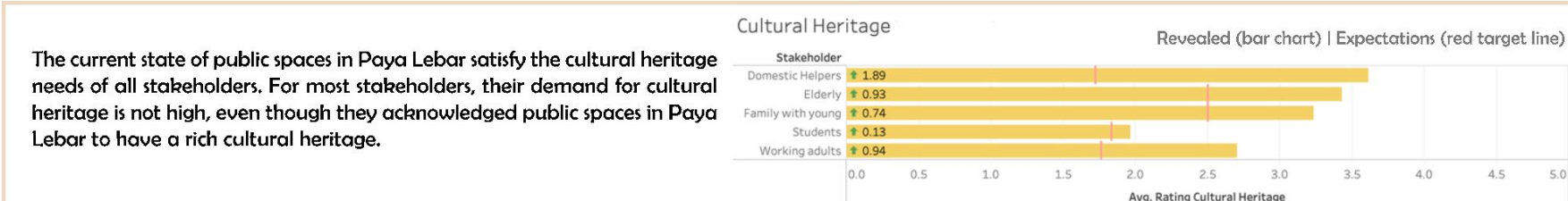
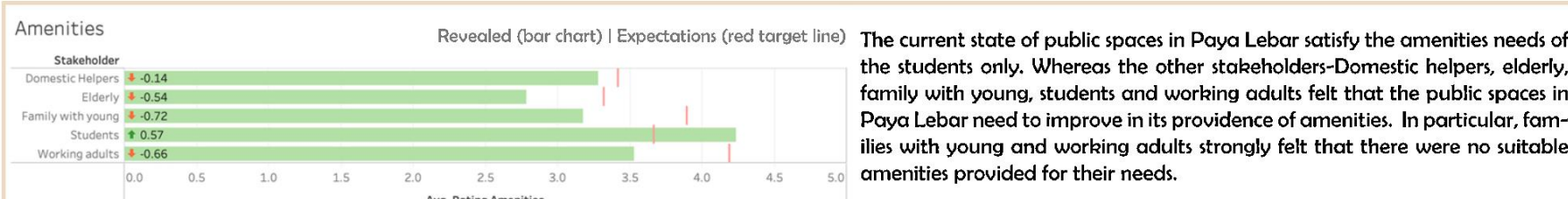
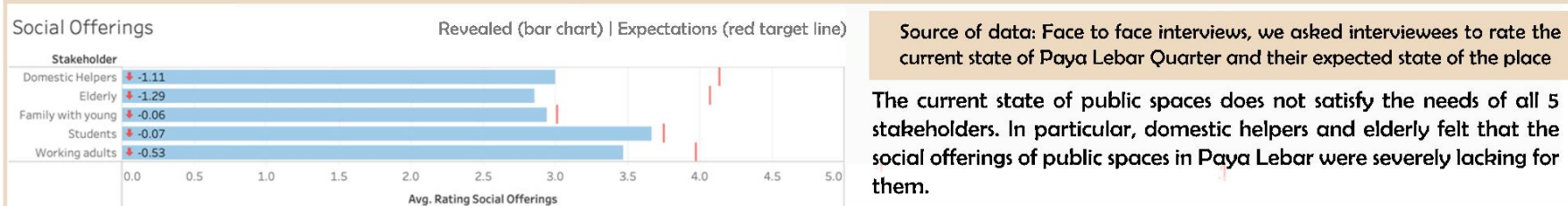


95 interviewees

### Our Proposed Loveability Metrics



### KPI Bar Charts



### Word Clouds



### Topic Modelling

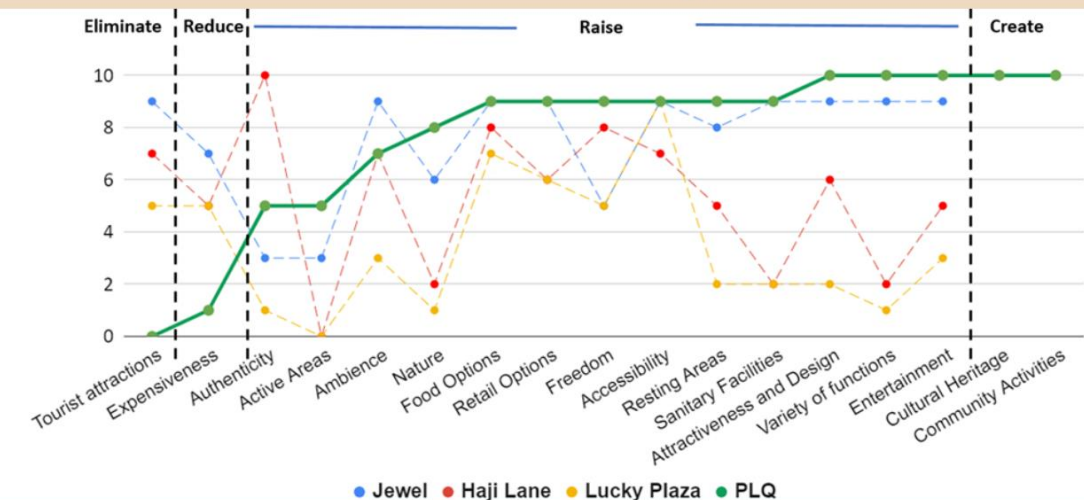
Positive Sentiments - What are the positive things people talk about regarding public spaces in Paya Lebar?

Engaging and friendly communities	"public_space" + "social_offering" + "participate_community" + "spend_time" + "community_activity" + "shopping_centre" + "community_friendly"	Generally, for residents in particular, they felt that the communities are friendly and there are many activities for them to participate in, and which they felt is worth spending time for. Most also agree that Paya Lebar is an ideal place for hanging out with friends as there are many diverse food and shopping choices in the geylang serai market and shopping mall. The good architectural design accompanied with urban planning provides a wide variety of amenities around the Paya Lebar area are also what attracts people there.
Social Hangouts	"city_plaza" + "meet_friend" + "hangout_indonesian" + "favourite_food" + "katong_complex" + "east_coast" + "indonesian_food"	
Many diverse food and shopping choices	"open_space" + "shopping_mall" + "serai_market" + "geylang_serai" + "lot_food" + "kampong_life" + "food_court"	
Good Architecture design and wide variety of amenities	"shopping_mall" + "hawker_centre" + "city_plaza" + "geylang_serai" + "table_chair" + "green_space" + "community_event"	

Negative sentiments - What are the negative things people talk about regarding public spaces in Paya Lebar?

Restrictions on behaviour and activities	"cultural_heritage" + "cannot_talk" + "rest_outside" + "cannot_bring" + "public_area" + "difficult_take" + "eat_cannot" + "leg_cannot" + "talk_loudly" + "cannot_eat" + "heavy_food" + "eat_know" + "area_sometimes" + "sometimes_regulation" + "take_rest" + "kopitiam_settle" + "settle_public"	Generally, people also felt restricted by how they can behave in public spaces e.g sitting, eating and talking. Furthermore, people felt that there is a loss in past memories and the unique cultural heritage in the area of Paya Lebar. For example, malay culture and old shopping malls like Joo Chiat complex. Domestic workers in particular felt discriminated against by others when they visited shopping malls. For example, being questioned by mall security or other shoppers talking about them sneakily.
Loss of past memories and culture heritage	"last_time" + "hari_raya" + "geylang_serai" + "malay_culture" + "family_day" + "chiat_complex" + "old_geylang" + "still_see" + "serai_market" + "never_see" + "complex_uncle" + "passed_away" + "uncle_passed" + "joo_chiat" + "generation_gone" + "square_kampung" + "see_neighbour"	
Facing discrimination by others	"know_cultural" + "cultural_heritage" + "shopping_mall" + "enter_shopping" + "discrimination_enter" + "proper_running" + "id_go" + "nearby_indoor" + "ask_check" + "back_ask" + "people_talk" + "sport_proper" + "behind_back" + "check_id" + "much_amenity" + "mall_ask" + "track_apart"	

### Blue Ocean Strategy



For our Blue Ocean Strategy, we compared it against 3 other competitors: Changi Jewel, Haji Lane and Lucky Plaza, which have some of the most popular public spaces possessing common characteristics with public spaces at Paya Lebar/PLQ. We came up with the following list of factors to compare with our competitors: Tourist attractions, Expensiveness, Authenticity, Community Activities, Freedom, Nature, Active areas, Ambience, Resting areas, Cultural heritage, Sanitary facilities, Entertainment, Variety of functions, Attractiveness and design, Food options, Retail options, Accessibility. From our interview and survey data, our stakeholders mainly express the importance of social offerings, openness, amenities and cultural heritage in making public spaces loveable. Thus, we have included these findings as factors in our strategy and ideated new solutions in these areas to cater to their needs.

### Conclusion

Through this project, we had many meaningful conversations with different stakeholders in Paya Lebar and understood their needs and stories. As public spaces are shared resources where communities come together and create good experiences, we aim to identify a set of metrics which would help to measure lovability which is defined as one's emotional connection to a place. Understanding of various stakeholders' needs is essential, so as to possibly combine ideas through co-creation of public spaces where various needs can be met concurrently to create more loveable public spaces. With this set of framework, it also provides a more informed understanding of the public's view of public spaces. With that, we thank all our interviewees and surveyees for taking the time to answer our questions and our professors, Tan Kar Way and Dr Charles Phua for their guidance in our project.

### Our Proposed Ideas

<b>Passing down Intangible Cultural Heritage</b> We propose to increase cultural heritage related activities focusing on food, bake, and play in public spaces such that the exposure to the public is greater and ideal for nurturing greater appreciation and engagement in our own heritage in the long run.	<b>Facilitating conversations &amp; Interaction for the Public</b> To promote better inclusivity and openness of the public in Paya Lebar, we propose organising meaningful community activities and events that can actively engage and encourages more communication between the public, as well as deepening their attachment to the place.
<b>Reviving the Kampung Spirits</b> We propose installing a kampung museum where it houses antiques or items that holds memories of our kampung days. This would help to retain the cultural heritage memories in a physical form to reminiscence how PLQ used to be. Building a sense of connection between the public and how public spaces used to be, acts as a catalyst to deepen the connection to our public spaces.	<b>Immersing in Arts &amp; Entertainment</b> We propose demarcating a spacious sheltered but transparent rooftop multi-functional area designed with good aesthetics elements such as greenery, good lighting to create an optimal ambience. To make the area more exciting for gatherings, having a variety of events scheduled regularly such as movie-picnic nights where people can vote on the movies they want to watch. The area can also be easily converted to accommodate dance and music performances for all to participate.