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**PEARL GATEWAY :  
INTEGRATION OF PUBLIC ART AT  
PENANG BRIDGE, PULAU PINANG**

This academic project is submitted in partial fulfilment of the requirement for the  
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# PEARL GATEWAY : INTEGRATION OF PUBLIC ART AT PENANG BRIDGE, PULAU PINANG

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## ABSTRACT

Gateways are entry points that heralds into a new area with a positive image. Today, gateways are seen as an important location that represent the city's image. Great opportunity exists in the compound of gateways in the terms of taking advantage of the strategic location and surrounding elements, thus Public Art is seen as a purposeful tool to reap the benefits in this project. However, the emergence of Public Art in Malaysia is still a new topic and a slow progress of movement doesn't help either. This project discusses a final comprehensive design studio for the integration of Public Art at Penang Bridge, Pulau Pinang. The issues major issues are at the underpass area whom are facing major issues of crime and suicide jumpers affected the image of Pulau Pinang. The Penang Bridge has been facing the issues since early days even with a tight security by Pulau Pinang Marine Department towards the bridge. As to encounter the issues, this project aims to present the design proposal that integrates Public Art both local and new for Penang Bridge to create a sense of welcoming as well as a conducive space for strong existing activities. The project begins with a preparatory study that is by stages of that includes literature review, inventory analysis and synthesis that will finally lead to design implementation to solve the issues. The findings of the project suggest that public art is an intangible subject and can be manipulated to solve concerning issues but establish an image at the site.

**Keywords:** gateway; public art; waterfront; underpass; sense of welcoming; ; city development ; integration.

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## CHAPTER 1 : INTRODUCTION TO TOPIC

### 1.1 INTRODUCTION

Gateways provide a unique sense of identity, transition, and anticipation. They should relate to the region's natural resources, scenic views, and local cultural heritage. As stated by Barrette (1994), the distinctness are marked and made more vivid with gateway. Gateways also identify entrance points to the city and key destinations as well as its neighborhoods. Several opportunities for gateways exist in the Island of Penang State.

The Penang Island has several points which serve as key entries into the island. It is recommended that these entryways be enhanced to serve as “gateways” to the Penang Island. A gateway is an “entrance corridor that heralds the approach of a new landscape and defines the arrival point as a destination”(Barrette 1994).

The most prominent point in Penang Island recommended for a “gateway” enhancement is the Highway corridor of Penang Bridge. As stated in, Department of Majlis Perbandaran Pulau Pinang (2000), Penang Bridge act as one of the main entrance to the Penang Island and possess opportunity to be designed and developed to promote a strong sense of arrival and a positive image of what Penang Island has to offer. However without any interesting element, the gateway spaces are rather dead or abandoned.