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College of
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Poster Book

IIIDBEE X 2023
20 JANUARY 2023
*International Invention, Innovation & Design Exposition
for Built Environment and Engineering 2023*

**College of Built Environment
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**Unleashing Potentials
Shaping the Future**

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THE STREET'S CHRONICLE

TRADITIONAL CHINESE RESTAURANT

IBIBEE X 2023

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International Invention, Innovation & Design Exposition
for Built Environment and Engineering 2023

inspired by STREET STYLE



College of
Built
Environment
(CBE)

吃饭

EAT
EAT
EAT

TO BRING BACK OLD MEMORIES

inspired by STREET STYLE

INTRODUCTION

Back then in 80s - 90s, Jalan Bunga Raya was the liveliest street in Malacca before the existence of Jonker Street. A lot of people come for business, shopping and entertainment. There's a lot of street food, textiles and clothes shop, & entertainment. Many traders were among Chinese until now. However, after Capital Cinema was shut down, Jalan Bunga Raya no longer become the centre of attraction. Mostly traders move to the Jonker Street causing this street lost it's attractions. Now, mostly people only come here as it is one of access to the main road.

In order to bring back the old memories, this restaurant was inspired by Jalan Bunga Raya ambience. It is located in Jalan Bunga Raya, Malacca. As local attraction, Jalan Bunga Raya are among the elderly, young and tourists. Besides, local of local food at this street also one of the reasons for this project. The finding needed and that Western tourist seek for the convenience of finding Halal food.

ISSUES

1) NOT ENOUGH PARKING SPOT

- a) Due to the narrow street, Jalan Bunga Raya no access to the light road has caused the elderly they avoid Sunday.
- b) Not disabled friendly (OHU)
- c) Jalan Bunga Raya, narrow to jammed around 9.30 a.m. - 9.40 a.m. until night
- The road become quiet on Sunday
- Mostly shop closed on Sunday
- Easy to find parking spot

3) CLEANLINESS PROBLEM

- a) It seems like they only take care of the cleanliness of the area where tourist will go - but at the other / about the trash is everywhere
- Cleaning the shop's facade is the vendor own business
- b) Sewer
- c) Rubbish bins are not covered at all
- d) Clogged drain at certain area

5) TYPE OF BUSINESS

- a) Grocery, mini, cafe, restaurant, shoe shop, health, public centre, game shop
- b) No craft shop / museum as attraction for tourist

2) COMMUNITY

- a) Mostly people who live here are elderly
- b) The vendors are mostly Chinese
- c) After 12.00 a.m., people are restricted to be spent since elderly will go to sleep early
- d) Not Muslim friendly area.
- More to show halal
- More restaurants are serve non-halal food.
- e) Noching problems

4) NOISE POLLUTION

- a) Noise pollution happened because of the job
- b) Few notices were put on the alley as reminder for tourist to keep low their voice at night

NOTABLE IDEAS FROM RESEARCH & CASE STUDY THAT WILL BE ADAPT INTO THE DESIGN



By using neon signages as decoration can help to create a Chinese street ambience. It's also make the interior look more fun and interesting.

Colourful, different types of furniture and materials will make the dining area looks random as if it's at the street and looks more casual too.

Old style poster on the wall helps to highlight the old Chinese street vibes suitable with the one of the 3 keywords which is "nostalgia". It made us feel as if we are in late 70s-80s.

FINDINGS



THE STREET'S CHRONICLE

This concept is about to bring back the moment of Jalan Bunga Raya where it was the liveliest street in Malacca into a restaurant design. It's about to make people feels nostalgic about their young days especially for the elderly who have been living here since then. That is why it's called "Chronicle" which means to show and describe the past of the forgotten street, Jalan Bunga Raya.

CONCEPT:

The street's CHRONICLE

街道编年史

COMMERCIALIZATION

This project will help to revive back Jalan Bunga Raya that nearly become a forgotten street in tourism sector among tourist when they come to Malacca.

The restaurant will become a new attraction for people to come

METHODOLOGY

The methods used were precedent studies, cultural mapping, site building and building analysis.

CONCLUSION

Malacca has been known as Historical City by UNESCO World Heritage. The economy of Malacca City is largely based on tourism. As the economic centre of the state of Malacca, it also hosts several international conferences and trade fairs.

Unfortunately, the UNESCO only spent to protect the facade of the historic building, not the interior. That is why, it is our responsible to keep this heritage for the future.

Other than protecting our heritage, this project also helps to make Jalan Bunga Raya becomes lively again by becoming a new attraction for people to come.



NOVELTY

This restaurant will serve traditional Chinese food while giving the customer experience Jalan Bunga Raya vibes during it's famous time. The interior itself were inspired by Jalan Bunga Raya by using street style dining area.

This project is to create an outstanding Chinese restaurant with a vibrant, colourful and funky traditional Chinese eatery and attract more tourist to come.



STREET VIBES



OBJECTIVES

- To design a restaurant that comes along with street ambience in late 70s-80s by using different types of furniture and material in the interior to make it look more funky and merrier.
- To provide tourist the halal authentic Chinese cuisine at Jalan Bunga Raya
- Add more interesting place to visit at the street itself
- To attract target market comes to the restaurant
- To make the elderly feels the nostalgia vibes by coming to this restaurant

TARGET MARKET

- 1) **Tourist:**
Attract tourist to come as Jalan Bunga Raya lack of interesting places to visit
- 2) **Youngsters:**
Youngster nowadays are more interested with beautiful place
- 3) **Elders:**
Mostly Jalan Bunga Raya residents were elderly who live here until now. So this restaurant's objective is also to attract elders to come and eat here since the restaurant gave classic Chinese restaurant vibes but with Jalan Bunga Raya in 80s - 90s. They will feel nostalgia like their old days

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