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Built Environment

# Poster Book

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

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# Boutique Hotel : The Royal Press

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## Issues | Objectives

### PROJECT ISSUES

- The existing boutique hotel at Jalan Hang Jebat only focuses on accommodation rather than contribute to a truly historical boutique experience.
- Lack of exposure and acknowledgment of the heritage invention.
- Visitors do not have any options to stay at Jalan Hang Jebat because it is located in the middle of Jonker Walk and it is a tourist hot spot. The road is accessible to anywhere. Unfortunately there is no hotel along the road.

### PROJECT OBJECTIVES

- **To experience** and relive the journey of an age-old printing business among the young and future generations
- **To promote** the preservation of printing press to today's generations which was one of the most important invention in history.
- **To provide** a place for travelers to stay and at the same time able to get exposure to learn and find out about heritage history.

EXPERIENCE

REJUVENATING

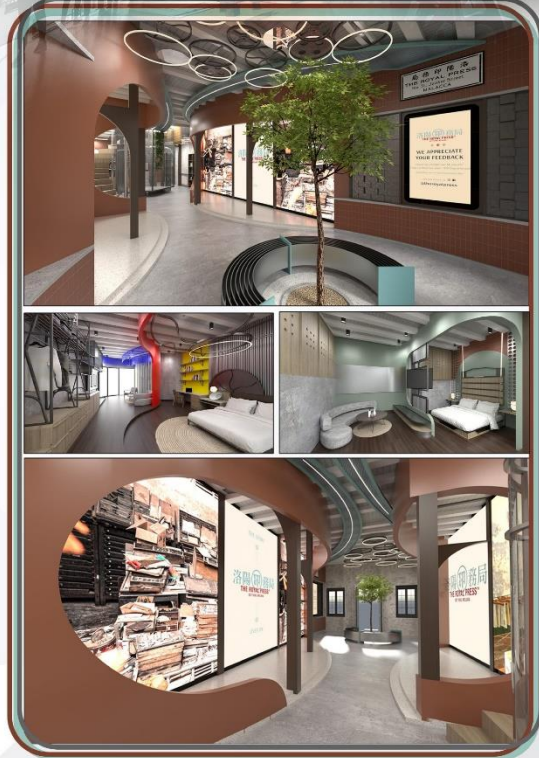
KNOWLEDGE



## Methodology.

The methods used to achieve these objectives are cultural mapping on the cultural context of Jalan Hang Jebat and by interpretation.

## Findings.



## Introduction.

With the continuous advancement of science and technology, the modern printing process has been simplified, and only a computer and a printer can easily print articles or pictures, so the previous printing technology has been eliminated by the times. The wisdom of the ancestors needs to be preserved forever, so that the future generations may have the same privilege of appreciating the dying art of letterpress technology.

Imbued with Melaka's rich culture and history, the setting up of **Boutique Hotel** at one of the colonial-era's shophouses (Dutch-Peranakan-style shophouse) in Jalan Hang Jebat is to provide an accommodation with *one-of-a-kind experience to the guests* by just walking through the space, gives them an *appreciation of the lost pre-digital era*. It is also to pay homage to the bygone days of using the letterpress machine. At the same time, it transports the guests back into the era of Peranakan opulence and history of the street.

### PROJECT AIM

The aim of this project is to **bring back** and introduce the art of letterpress to the current generation and let the guests be pampered/ immersed by the nostalgic atmosphere which at the end will present a *sense of appreciation and respect* with this old printing technique. The old technique of printing service has been in the industry for 70 years and the preservation of it is also a unique aspect of Melaka's cultural history.

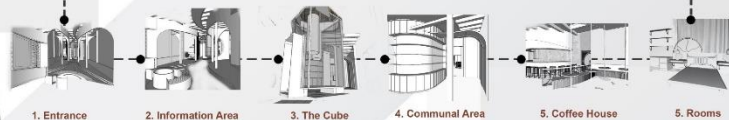
### TARGET MARKET



## REVIVING THE PRESS



### BUILDING PROGRAMME



## Novelty.

The potential effect for this project is The Royal Press. The Royal Press is one of the oldest surviving polyglot letterpress museum in the world dedicated to preserving the craft of letterpress printing. This project provides a venue to exhibit the historical old printing techniques which was once in the limelight during its glorious era. The building gathers people to learn more about their ancestor's innovation.

## Commercialization.

The design of this Boutique Hotel offers a "one of a kind experience to the guests". The guests will be enchanted by the details of the unique old printing technique letter press. The quaint and unassuming atmosphere/ambiance that one can easily mistaken this accommodation as a mini museum at Jalan Hang Jebat.

The guests will be able to soak themselves in its beauty which has been preserved for more new generations to appreciate the lost pre-digital era.

## Conclusion

Jalan Hang Jebat is in the vicinity of Jonker Walk. It is located at a strategic area as it is a community hub which provides the linkage between the local and various as well different social and economic groups. Further, Jalan Hang Jebat itself, as its name suggests is known for its historical warrior figure during the ancient times. It is vital and a big responsibility for us to ensure that such place is well preserved for the sake of our future generation.

Also this is an Insta-worthy boutique hotel featuring the nostalgic atmosphere which able to attract the guest, travellers and tourists to feel the authentic experience. And this is truly the best way to educate the public to appreciate and respect the uniqueness of this old printing technique.