

ARTISTS QUARTER

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Abstract

Jeddah is a historical city, which is rich in artistic culture and heritage. The government of Saudi Arabia has launched its 2030 vision of creating a new artistic culture and community in the city of Jeddah that will lead to an improvement in the lifestyle of the social community while preserving its historical art. Therefore, in order to meet the requirement of the vision 2030, this work has presented the development of Artists Quarter at Jeddah, Saudi Arabia. This study examined three case studies related to arts and culture. Based on the analysed case studies, the estimated gross floor area for the Artists Quarter is 3845.6 m². In addition, the Artists Quarter is comprised of several zones, such as main entrance, art studios, restaurant, utilities, administration and business. Furthermore, in this work, two sites were suggested as the development site. Hence, site evaluation analysis was done on both sites and the results have shown that site 1 attained the highest score of 94, compared to site 2 with score of 85. Therefore, site 1 was selected as the development site. The Artists Quarter has been designed with a number of rectangular clustered buildings. The Artists Quarter is expected to promote the arts and culture of Jeddah and to act as a tourist spot that will contribute to the economy of Saudi Arabia.

Keywords-- artist, art, culture, entertainment, Saudi Arabia

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INTRODUCTION

Art is always seen as a primary factor in the transformation of human spirits and their way of thinking [1]. Furthermore, Irwin [2] stated that it is unreasonable to search for the source of art because human beings are creators by definition, and the history of art coincides with that of mankind [2]. Humans have been able to establish a beneficial and positive relationship with their environment, to humanize nature. Their artistic behavior is one of the characteristics that have contributed to the evolution of the human species [3]. Art has almost appeared since 25,000 B.C, with rock art and cave paintings and engravings, and art continues to evolve through different timelines throughout the ages [4]. Furthermore, throughout the world, art differs from one another in terms of region, country, culture and people [4].

In addition, throughout the eighteenth and nineteenth centuries, most of the Arabian Peninsula remained relatively isolated from the artistic and cultural developments taking place in Western Europe, with the exception of the Mediterranean and other parts of the Middle East [5]. The Hijaz, which is on the coast of the Red Sea, which includes Jeddah and the two holy cities of Mecca and Medina, was under the Ottoman Empire [6]. Jeddah was influenced by the Ottomans during that time, and has been practicing art in different dynasties for a very long time [6].

The government of Saudi Arabia has launched an initiative with a vision for 2030 [7,8]. This vision has aimed at preserving the heritage and culture of Saudi Arabia, particularly the arts that were created several centuries ago. In addition, the vision for 2030 aims to establish a new artistic culture and community in the city of Jeddah that will lead to an improvement in the lifestyle of the social community while at the same time preserving its historical art. Therefore, in order to fulfil the vision 2030, this work proposed the development of Artists Quarter at Jeddah, Saudi Arabia.

CASE STUDIES

Three case studies relating to the arts and culture have been examined in this work. Details of the case studies are given as follows:

- a. The Latin Quarter
- b. Alserkal Avenue
- c. City Yard

The Latin Quarter

The Latin Quarter is located at the 5th Arrondissement-Paris, France (Figure 1). This is an artistic district that is filled with historical elements dating back to the 1st century. Therefore, it has been designed over various decades by multiple architects. It seems that the standards used for this district over time relied on the following fields which were education, art and religion. The Latin Quarter is a meeting place of students and artists. It is therefore evident that there is a philosophy of bringing citizens together by providing social areas. In addition, it is a large-scale example, as it brings to the world of artists the concept of engaging people who are not interested in art. The important spots that will be highlighted in this district are all the narrow pathways that connect to the garden. The Latin Quarter has historic monuments and universities that surround the center of the garden. The general facilities available at this quarter are restaurants, art galleries, garden and open piazza, universities and educational institutions, residents, services and utilities. The Latin Quarter has shown a strong circulation and relationship between the buildings and the center of the district. It is a multi-functional district, but mainly for students and artists.



Figure 1. Latin Quarter

Alserkal Avenue

Alserkal Avenue is located at Al Quoz Industrial Area 3 -Dubai - United Arab Emirates (Figure 2). It was designed by architect Kaveh Dabiri. This building has an internal area of 1250 m². Alserkal Avenue the area's leading art center has been set up to promote and help the emerging modern art community in the city. It is a cultural group with an involved domestic network. Alserkal Avenue is the catalyst that brings the city united to help and foster an artistic culture and to be a medium through which local artists and art projects can attract a global population. Furthermore, Alserkal Avenue was designed as a cluster of 91 architect-designed warehouses consisting of galleries, art studios, event spaces, offices, services and utilities. Warehouses are side by side elongated on narrow paths that almost took the shape of a U accessible through three entrances, for pedestrians and services. In terms of space distribution, the Alserkal Avenue is comprised of galleries, art studios and event spaces (60%), services (24%), offices (11%) and utilities (5%). Alserkal Avenue has been a very successful indoor and outdoor experience for artists and people interested in art.



Figure 2. Alserkal Avenue

City Yard

City Yards located at Abdul Maqsd Khojah, Ar Rawdah- Jeddah, Saudi Arabia (Figure 3). It was designed by Studio Noor. The site has an area of 9000 m² and gross internal area of 5400 m². City yard is a multi-functional space that aims to be one of the best social destinations in Jeddah. It consists of three buildings A, B and C and the inner streets surrounding the large square in the centre. City Yard's aim was to create a new approach to restaurants in Jeddah with a high quality of design in a variety of ways to achieve aesthetics and luxury. Its open areas and pedestrian paths will allow people to experience a great experience. City Yard has three main buildings A, B and C. Building A represents the residential area of the House Hotel Jeddah. The other two buildings B and C represent the food and drink areas, which are restaurants and cafes. Restaurants have a strong relationship to the large outdoor piazza between them. This square was designed to have a great outdoor experience and to set up social events and events. In terms of space distribution, City Yard is comprised of residential hotel (24%), piazza and outdoor areas (19%), services (16%), offices (6%) and utilities (3%).



Figure 3. City Yard

PROGRAM ASSUMPTION AND SPACE DETAILS

For the Artists Quarter at Jeddah, Saudi Arabia, the estimated gross floor area is 3845.6 m². Table 1 shows the space details. Based on Table 1, the Artists Quarter is comprised of few zone, which are main entrance, art studios, restaurant, utilities, administration and business.

Table 1. Space details

Zone	Gross floor area (m ²)
Main entrance	566.4
Art studios	736.2
Restaurant	2016
Utilities	220
Administration and business	307
Total	3845.6

PROPOSED SITE

Proposed site: Site 1

For site 1 (Figure 4), this site is located on Abdul Maqsd Khojah street, Jeddah, Saudi Arabia with an area of 8300m². It has a junction with the Sari road, the Al Kayyal street and very close to the Prince Sultan road. It's a commercial street, especially in the restaurant sector.

Proposed site: Site 2

For site 2 (Figure 5), this site is located on Prince Mohammed Bin Abdulaziz street, Jeddah, Saudi Arabia with an area of 7500m². It's got a junction with the Prince Sultan road. It's a commercial street with fashion shops, restaurants and office buildings.



Figure 4. Site 1



Figure 5. Site 2

SITE EVALUATION AND ANALYSIS

Two sites were proposed and compared for the development of Artists Quarter. The comparison was done using site evaluation analysis. Both sites were evaluated based on few criteria's, which are integration with community, strategic location, view, accessibility, utilities, security and safety, and surrounding. All

these criteria's were evaluated using weighting factor (WF), where 1 = not very important, 2 = somewhat important, 3 = important, 4= very important, and 5= essential. Table 2 shows the site evaluation results. Based on Table 2, the result have shown that site 1 has exhibited the highest score of 94, compared to site 2 with score of 85. Therefore site 1 was selected as the development site.

Table 2. Site evaluation

Criteria	Weighting factor (WF)	Site 1	Site 2
Integration with community	5	25	20
Strategic location	5	25	20
View	4	12	16
Accessibility	3	9	6
Utilities	2	4	4
Security and safety	3	3	3
Surrounding	4	16	16
Total	-	94	85

The site is accessible from all sides and can be reached through two main streets, Sari Street, Prince Sultan Street, and two secondary streets, Abdul Maqsud Khojah Street and Al-Kayyal Street. The average traffic is at the normal rate, so most likely the site has no accessibility problems except during rush hours. Furthermore, the buildings around the site are 2 to 5 stories high, with a mixture of classic and contemporary style. The site is surrounded by restaurants, educational establishments, banks, office buildings and other commercial shops. As far as the topography is concerned, the site level gradually decreases by 2 meters from the northern side until it reaches the middle and then increases gradually until it reaches the southern side. Then it gradually decreases from the eastern side until it reaches the western side by 2 meters. Site has a normal view of restaurants, office buildings and commercial shops and all from 2 to 5 floors with regular designs. In addition, the site has no view of residential properties except on the east side as it is located on the collector's street. The site has a normal noise level. In terms of climate, the summers are long, muggy, arid and partly cloudy, and the winters are short, warm, dry, windy and mostly clear. During the year, temperatures typically range from 65 ° F to 102 ° F and are rarely below 59 ° F or above 107 ° F. The muggier period of the year lasts 8.2 months, from 8 April to 13 December, during which time the comfort level is muggy, oppressive, or miserable at least 38% of the time. The muggy day of the year is September 8, with muggy conditions 91 per cent of the time. The least muggy day of the year is January 21, with muggy conditions 21 % of the time. The chances of rainfall in Jeddah are between the end of October and the middle of February. The average hourly wind direction in Jeddah is from the north all year round, with the best wind coming from the northwest. The length of the day in Jeddah varies over the course of the year. The zoning of the site is shown in Figure 6.



Figure 6. Zoning of site

PROJECT DESIGN

The Artists Quarter is divided into several clusters. Each cluster is supporting one type of art that focuses on activating some of the human senses. The Artists Quarter is comprised of few zone, which are main entrance, art studios, restaurant, utilities, administration and business. The visual art studio includes different types of art and craft, such as: drawing, painting and sculpture. In this case, the studios will contain only work spaces and a small, flexible and movable display area with storages. The visual art studio is designed to use both natural daylight and artificial light. Furthermore, large opening in incorporated into the design so that sufficient amount of natural day light may penetrate the building. In addition, natural ventilation is used to ventilate spaces and has been achieved by large windows. Ceilings and walls with white color were used to avoid shadow problems while working with the arts and to reflect natural daylight without any kind of manipulation. Furthermore, the studio was designed with fire resisting material in order to protect the studio from any fire accidents. Likewise, the art studios in general are flexible and have different forms of arrangement, while the functions of each studio have been arranged according to the standards of the art studios. Performing studios act as rehearsal spaces, but they are open to the public. In addition, rehearsal spaces function as a practice area for musicians. In addition, the studios were fitted with acoustically isolated materials to prevent noise distortion. Furthermore, the restaurants were designed with a contemporary design that used space in a modern way. In addition, restaurants have been furnished with unique furniture, as restaurants are not only places to eat, but also places to gather, socialize and interact with art and artists. Figure 7 to Figure 10 shows the architectural design of the Artists Quarter.



Figure 7. Ground floor plan

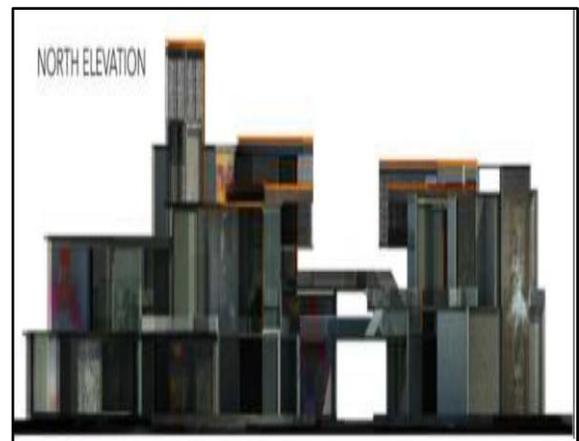


Figure 8. North elevation



Figure 9. West elevation



Figure 10. Front view

CONCLUSION

The development of the Artists Quarter in Jeddah, Saudi Arabia, was presented in this work. For the Artists Quarter, the estimated gross floor area is 3845.6 m² and it is comprised of few zone, which are main entrance, art studios, restaurant, utilities, administration and business. This Artists Quarter is expected to enhance cultural and social integration between artists and non-artists, where non-artists have the opportunity to open themselves up to new cultures and new concepts. Furthermore, the Artists Quarter will also act as a tourism spot and contribute the economy of Saudi Arabia.

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