Synopsis

The thesis arises out of the need to spur the local sports scene to greater heights. It is an investigation into how various sports spaces (namely sports retail, fitness and other sports areas) can be better structured, juxtaposed and ‘reinvigorated’ to further promote sports in Singapore. For the brief, the programme suggested is to be seen working in parallel with the governmental sports promotional programmes, as ‘Sports for Life’ and ‘SPEX 21’.

Thus it is hoped that with the collaboration of the government’s body and a leading sports-and-fitness corporation (in this case Nike3), the promotion of sports in the city will be given an enormous boost at all societal levels, especially to the office workers4. By exploiting the predominant culture of the city-state (consumerism), it is intended that the perception, awareness, development and culture of sports can be promoted via a less formalistic channel that is on a more regular and ongoing basis than governmental campaigns. Hence the injection of the ‘outside’ factor is there to further help nurture a greater maturity of sportsmanship5.

The vehicle used for the exploration is an amalgamation between a sports-and fitness centre and that of a sports retail, like the NikeTown. It attempts to offer a meaningful spatial framework to users with the intention of stimulating sports. The site proposed is a vacant plot at Somerset, used currently as a car park close to the premier shopping belt, Orchard, Singapore.

Based upon the idea of layering and interspersing spaces with pockets of opening for strong visual link, the spatial intention here is to create a more stimulating, informative and interactive sports retail space with greater openness and integration of various sports-and-fitness spaces. The exploration therefore intends to address the adjacency involved between these spaces, by looking at how to bring about a seamless blend of the spaces identified, where the proposed scheme itself is to be an icon driving the message of ‘Sports in the City’ to the core.

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1 A governmental campaign which was launched in 1996; advocating lifelong fitness and health
2 Sports Excellence 21st; programme launched to encourage sportsmen/women to win for Singapore.
3 Due to its commitment to sports, to the supports of athletes, “to enhance people’s lives through sports and fitness” (Katz, 1994, P25); its desire to lead as a truly global sports company in the sports and fitness industry.
4 The less active group as surveyed, see Appendix.
5 By inspiring to aspire; and to support with rapport the resources and facilities that are needed.