PERANAKAN [BOUTIQUE] HOTEL

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ABSTRACT

An economic marvel, a commercial hub of Southeast Asia, a food haven, and a shopping and entertainment paradise... These are the images that appear on the minds of most travelers in Singapore. However, Singapore has much more to offer. Lesser known are the unique ethnic cultures that form the major ingredients of what the entire Singaporean experience is all about. In addition, travellers are now searching for a more meaningful travel; one which can satisfy their quest for knowledge and fulfillment.

The aim of the thesis is therefore to explore the true essence of travelling in Singapore; one that allows travellers to gain a better understanding of what Singapore is about. Besides a modern shopping and entertainment destination, Singapore should also promote her unique identity and qualities.

A distinctive feature of Singapore is her multi-cultural and racial background. The Malays, Chinese and Indians collectively make up the social and cultural pillars of Singapore. These are by no means cultures of anonymity and so much is already known. This thesis will therefore attempt to research into the Peranakan culture, a truly unique and colourful culture that has never ceased to fascinate but is sadly fast losing foothold in the country to modernization and assimilation with other mainstream cultures. The aim is to promote the community as well as the various aspects of its culture, making it more ‘transparent’ to the locals as well as foreigners, in order to ensure its continuing existence in the future.