ABSTRACT

This thesis deals with the complicit relationship between architecture and tourism. An architecture that acts as a threshold in defining a tourist’s space.

The project, Tourism Unlimited is the cornerstone of the Singapore Tourist Board’s plan and its aim to expand Singapore’s tourism space and to promote regional tourism.

The vehicle chosen is a regional tourist centre, it is more than a “Singapore Showcase” for tourists. It is for tourists who are keen to know Singapore. It serves as a gateway and provides information facilities to various regional Asean countries.

It is proposed to be located on the URA designated “Entertainment” area which is slated to be an entertainment hub. One feature will be brightly lit signs, allowed for the first time on the Singapore streets, to add to the area’s visual vibrancy. The exact site is a ‘L’ shaped site opposite Bugis Junction, next to Bugis Village, at Victoria Street.

The proposed building portrays a House of Celebration. Architecture which serves the tourists should be joyful and celebratory. All in all, it seeks to engage the participants in an adventure, through movements and visual indications, to explore the often unexpected part of the place.