

The background is a solid, vibrant red. In the top right corner, there is a black silhouette of a tree's branches. The title 'THE CITY AT EYE LEVEL ASIA' is written in large, bold, white, sans-serif capital letters. The word 'THE' is at the top, 'CITY AT' is in the middle, 'EYE LEVEL' is below that, and 'ASIA' is at the bottom. Silhouettes of various urban activities are integrated with the text: a person fishing is positioned on the top bar of the 'Y' in 'CITY'; a person playing badminton is on the top bar of the 'T' in 'AT'; two people riding a motorcycle are on the left side of the 'A' in 'ASIA'; and a person pushing a cart with an umbrella is on the right side of the 'A' in 'ASIA'.

THE CITY AT EYE LEVEL ASIA

COMPOSED BY STIPO, URBAN DISCOVERY AND THINK CITY

THE CITY AT EYE LEVEL ASIA

Published in 2020

PUBLISHER

STIPO Publishing

CURATED BY

STIPO

Team for urban strategy and city development.
Hans Karssenbergh, Charlot Schans & Siënna Veelders.
With support from Naomi Oud, Lapthawan (Mo) Lee,
Husain Al-Afoo, Nady Nassar & Matej Usak.
Rotterdam | Amsterdam | Athens
www.stipo.nl



THINK CITY

Daniel Lim, Jia Ping Lee & Tasnim Abdul Hadi.
Kuala Lumpur | George Town | Johor Bahru



URBAN DISCOVERY

Ester van Steekelenburg, Stephanie Cheung,
Tiffany Tang & Paul Schuttenbelt.
Hong Kong | Bangkok



LISETTE VAN RHIJN

Amsterdam

EDITING & GRAPHIC DESIGN

Natasha Berting
Art direction & book design based on the
City at Eye Level visual identity by Paola Faoro.

© 2020 Text and pictures by the authors /
photographers

ISBN 978-94-6402-489-0

CREATIVE COMMONS LICENSE

This work is licensed under the Creative Commons Attribution-NonCommercial-Sharealike 3.0 Unported License. You are free to share (to copy, distribute and transmit the work) and to Remix (to adapt the work) under the conditions of Attribution (you must attribute the work in the manner specified by the author or licensor, but not in any way that suggests that they endorse you or your use of the work), Noncommercial (you may not use this work for commercial purposes), and Share Alike (if you alter, transform, or build upon this work, you may distribute the resulting work only under the same or similar license to this one). www.creativecommons.org/licenses/by-nc-sa/3.0/

The City at Eye Level is an open-source project.
Visit www.thecityateyelevel.com for:

- Download of the book (pdf) and find more chapters, extended versions, and new chapters
- Links and backgrounds, and The City at Eye Level films
- Great tools and working materials from plinths to placemaking
- The network of contributors, and become a contributor yourself.
- Join www.facebook.com/thecityateyelevel and become part of the community, find day to day inspiration, and share events on the City at Eye Level.

The City at Eye Level Asia publication is made possible by: Think City and Stimuleringsfonds Creatieve Industrie (Internationalization Grant).



**creative industries
fund NL**

**THE
CITY AT
EYE LEVEL
ASIA**

COMPOSED BY STIPO, URBAN DISCOVERY AND THINK CITY

CONTENTS

08 INDEX OF CITIES

10 FOREWORD

Hamdan Abdul Majeed

14 THE BASICS

16 INTRODUCTION TO A BETTER CITY AT EYE LEVEL

Hans Karssenbergh & Siëna Veelders

22 THE CITY AT EYE LEVEL IN ASIAN CONTEXT

Ester van Steekelenburg, Stephanie Cheung & Jia Ping Lee

28 TURNING UNDERUSED SPACES INTO PLACES

30 INTRODUCTION

Lorenzo Petrillo & Lisette van Rhijn

34 TAMAN FILM: INSPIRING A SENSE OF BELONGING

Florian Heinzelmänn & Daliana Suryawinata

40 YANGON'S ALLEY GARDEN PROJECT

Emilie Roell

46 REFRESHING THE HISTORIC SINGAPORE RIVER

Yanling Lin & Serene Tng

50 HOW A COMMUNITY FARM SAVED THE LAST VILLAGE IN HONG KONG

Benjamin Sin & Stephanie Cheung

55 TURNING SPACES INTO PLACES IN MUMBAI

Tina Nandi & Anca Abraham

60 SPACE: DEAD OR CATALYST FOR CHANGE?

Philip Tan

66 CREATIVITY AS A DRIVING FORCE

68 INTRODUCTION

Jia Ping Lee

74 INSPIRING BETTER PLACES, ONE WALL AT A TIME

Giulia Ambrogi

78 MURALS TO SAVE THE SOUL OF A COLOMBO NEIGHBOURHOOD

Firi Rahman & Ester van Steekelenburg

83 THE ORGANIC RENAISSANCE OF BANGKOK'S CREATIVE DISTRICT

Thanan Lilaonitkul & Paul Schuttenbelt

88 REIMAGINING NEW CITY DEVELOPMENT IN MAEKHA

Thanawin Wijitporn

92 BUKATSUDO: A CLUB FOR CREATIVE CITIZENS

Yoichi Koizumi & Fumi Kawashima

96 FROM FORMAL TO FLUID

98 INTRODUCTION

Stephanie Geertman

108 A GREEN STREET THAT BINDS THE COMMUNITY

Sakura Hachisuka & Kazutaka Nomura Paterson

114 STREET FOOD AS COMMUNITY ANCHOR

Joanne Mun

120 A NEW VISION FOR WET MARKETS IN HANOI

Stephen Davies & Tran Thi Kieu Thanh Ha

- 126 **A COLLABORATIVE APPROACH TO PUBLIC SPACE DEVELOPMENT**
Hiroyoshi Morita, Ryuzo Hasegawa & Ogawa Naoya
- 131 **LANEWAYS: TRANSFORMING SPACES INTO MEANINGFUL PLACES**
Daniel Lim & Eke Omardin
- 138 **FROM THE STUDIO TO THE MICRO-PARK**
Marisa Yiu & Siënna Veelders
- 144 **A MOVEMENT TO REIMAGINE THE STREETS OF JAPAN**
Rui Izumiyama, Yuya Ishida, Yohei Ikai & Koichiro Tamura
- 148 **REIMAGINING HISTORY**
- 150 **INTRODUCTION**
Johannes Widodo, Margaret Brooke & Ester van Steekelenburg
- 156 **A PARTNERSHIP THAT REVITALISED KOTA TUA JAKARTA**
Angeline Basuki & Ester van Steekelenburg
- 161 **STARTING FROM STREET SIGNS**
Szu-Ju Wu & Tsai-Her Cheng
- 166 **PLACEMAKING IN THE HISTORIC HEART OF CHENGDU**
Christopher Law & Ester van Steekelenburg
- 172 **THE RED DOOR: A GATEWAY FOR CONTEMPORARY ARTS & CULTURE**
Anuradha Parikh
- 177 **MANAGING A WORLD HERITAGE SITE: CHALLENGES & COMPLEXITIES**
Daniel Lim
- 182 **ESCOLTA: REVIVAL OF A FORGOTTEN ART DECO BOULEVARD**
Ester van Steekelenburg
- 188 **TOWARDS PLACE-LED DEVELOPMENT**
- 190 **INTRODUCTION**
Hans Karssenber
- 200 **PLACEMAKING — A DEVELOPER'S PERSPECTIVE**
Mardiana Rahayu
- 206 **CREATING NEW LAYERS OF PUBLIC SPACE THROUGH ELEVATED WALKWAYS**
Ester van Steekelenburg
- 212 **THE VALUE OF PLACEMAKING**
Jack Backen
- 217 **THE CARPET MAN OF KAMPONG GELAM**
Saeid Labbafi & Serene Tng
- 221 **PLANNING SEOUCTIONS FROM HONGDAE**
Bart Reuser & Charlot Schans
- 226 **INVESTING IN PLACES & CITIES OF THE FUTURE**
David Hutton

230 FINDING THE BALANCE OF INCLUSIVITY**232 INTRODUCTION**

Daniel Lim & Tasnim Hadi

238 LET'S HACK OUR PLAY!Mizah Rahman, Dr Jacqueline Chung
& Eudora Tan**244 ACHIEVING BETTER PUBLIC SPACES
USING INNOVATIVE DIGITAL TOOLS**

José Chong

250 NOT JUST FOR KICKS

Julia Schipper

**255 TOWARDS BARRIER-FREE PLAY SPACES,
BEACHES & PARKS**

Manju George

**260 EXPERIMENTAL COMMUNITY DESIGN
STUDIO IN HONG KONG**

Benjamin Sin & Stephanie Cheung

266 ARMENIAN PARK & BACK LANES

Daniel Lim & Nicole Thum

270 BUILDING A PLAYGROUND FOR FOOD

Ryan Smolar

274 SUSTAINING OUR CITIES TOGETHER**276 INTRODUCTION**

Charlot Schans

286 WALKABILITY IN ASIAN CITIES

Richard Lambert

**294 CONNECTING PUBLIC SPACES
AND BASINS WITH WOOD**Hiroyoshi Morita, Akito Murayama
& Yasutoshi Sasaki**299 PASAR PAPRINGAN:
FINDING A FUTURE IN THE PAST**

Singgih S. Kartono

**304 EMBRACING GREENERY
AT VARIOUS 'EYE LEVELS'**

Yan Ling Lok

**309 BICYCLE-FRIENDLY CITIES THROUGH
PUBLIC-PRIVATE PARTNERSHIP**

Manju George

**314 BRINGING EDGE FOOD FUTURES
INTO THE SPOTLIGHT**

Michelle Lai & Huiying Ng

318 **EPILOGUE**

320 **PLACEMAKING AS EMANCIPATORY
PRACTICE IN ASIA?**

Jeffrey Hou

326 **APPENDIX**

328 **BIOGRAPHIES**

336 **LITERATURE LIST**

339 **IMAGE CREDITS**

A NEW VISION FOR WET MARKETS IN HANOI

Stephen Davies (Project for Public Spaces & Place Solutions Group)
& Tran Thi Kieu Thanh Ha (Livable Cities & HealthBridge)

As a public health NGO, HealthBridge cares deeply about the condition of public wet markets in Hanoi. They provide affordable, fresh and nutritious food to urban residents, especially the poor. In 2011, there was a decision made by the Hanoi government to replace all markets in the inner city with supermarkets and commercial centres, which were considered more 'modern'. In response, HealthBridge conducted a 'Save the Markets' campaign and was successful in overturning the government's decision.

Still, the question remains: what *should* happen with the 350 wet markets in central Hanoi and surrounding districts? How can you 'modernise' these traditional markets while still retaining their authenticity and core reason for being? Leaving them in their current, often decrepit, condition is not an option.



Motorbike rides through Chau Long Market (left); a well-designed vendor stall, Ngoc Lam Market (right).

Markets are too important to the future of the city. Their trade areas cover the urban core of the city, and statistics show that they remain the preferred place to shop for fresh food, because of their convenience and low prices. Thousands of people — urban and rural — depend on these markets for their livelihoods, and it is these personal relationships between vendors and customers that bring people back day after day.

THREATS TO WET MARKETS IN HANOI

Hanoian wet markets are challenged by a perfect storm of issues: modernisation in a country that has one of the fastest growing economies in the world, with one of the youngest populations; a lack of understanding the value that markets bring to the city; rampant, homogenised development; poor maintenance and food safety standards; and the fact that people now have choices ranging from entrepreneurial street vendors to an ever-increasing number of supermarkets, hypermarkets, and even online shops.

Another curious problem: shoppers are convinced that they must be able to drive their motorbikes right down the market aisles and stalls. At one market surveyed, 70% of customers arrived by motorbike and only 4% parked them. This presents a different kind of challenge: customer safety!

DEVELOPING NEW DESIGN APPROACHES

HealthBridge invited Stephen Davies to Hanoi to assist local architects in developing design concepts to revitalise the wet markets in the city. The collaboration took place over three fruitful weeks and involved studying local needs and generating design concepts to meet the expectations of market operators and stakeholders — and to make markets better public spaces. Other key partners included the Hanoi Architects Association and a new design centre, AGOhub, who gathered over 20 young architects to volunteer to participate in our process. They based their project in part on policy work already completed by the city's think tank, the Hanoi Institute for Economic and Social Development (HISDED), which had prepared a lengthy report outlining recommendations for future action.

Their goal with this effort was to develop new design approaches to revitalise three wet markets in the city — Chau Long Market, Ha Market, and Ngoc Lam Market — as models for other markets. All had stakeholders who were interested in renovating the market in the near term, with varying levels of funding available. The plan was to put ideas into action as quickly as possible, so that the group could demonstrate each market's potential.

These projects could also be laboratories for identifying policy changes – and the changes in operation and management – that would be needed to make investments more effective.

“Leading up to the design workshop, we met with the management and key stakeholders for each of the markets; conducted customer and vendor surveys, and carried out extensive analyses and audits,” explains Stephen Davies. “Following the workshop, the designs were presented to these same stakeholders and later to a larger group of policymakers. In general, the response has been largely favourable, including some 25 articles in local media, all of them positive.”



A map of Hanoi showing the location of wet markets and the walking distance (in orange) to them, demonstrating how they serve most of the city.

KEY DESIGN PRINCIPLES FOR WET MARKETS

During the design process, the team sought to develop practical solutions to a series of specific problems:

- **Signage and identity:** How can a market’s signage and architecture be designed so as to give it an iconic presence in the neighbourhood, while supporting the historic neighbourhood context?
- **Roof structures:** How can roof structures better protect the market from the weather (heat, rain) while still allowing natural light and ventilation?
- **Entrances and exteriors:** How can markets be designed to connect to surrounding districts? How can indoor markets have vibrant and active exteriors at the same time?
- **Circulation:** How can circulation be improved to create easy access to all vendor stalls and minimise dead areas in the market?
- **Floor and drainage:** What materials and design details could be used to enable floors to be more attractive as well as easily cleaned and drained? What interesting aesthetic features could be added (e.g. tile patterns)?
- **Vendor stalls:** How can vendor stalls be better designed to display products, improve sanitation, add storage, and attract more customers? How can these stalls be made flexible to accommodate different types of products and made affordable for vendors? How can food safety be enhanced?



Chau Long Market today.

- **Waste facilities and recycling:** How can markets better manage trash systems, including recycling and separation of organic materials? How can service areas be kept cleaner and more sanitary?
- **Fire safety:** What materials and fire safety systems should be incorporated into the design to bring markets up to modern standards?
- **Parking:** How can we minimise the impact of motorbikes on the interior of markets? Can more parking be provided so that customers can be 'weaned' from riding directly to vendor stalls?
- **Placemaking and public spaces:** What are strategies to add more public seating and gathering spaces in markets? How can the areas around markets become better public spaces?

This last question inspired great creativity in the designs. Markets are public spaces in themselves, but seating and recreational spaces are often limited. Interior public

spaces can be the focal points for markets and communities. Furthermore, markets can anchor any public space around them and create opportunities to enliven these spaces as community destinations. Designs developed showed how markets could help create new public spaces in districts where space is limited (such as a waterfront esplanade next to a market, or a rooftop park on top of one). Public officials in Hanoi had not thought of their markets in this way before and found these ideas especially exciting.

EXAMPLE DESIGNS

The design ideas that emerged from this project are just that: ideas. They are intended to stimulate interest and demonstrate the potential that Hanoi wet markets can achieve with the right kind of reinvestment, management and operations, and policy support.

As the design of the three model markets were developed, important lessons were learned that will be applied as HealthBridge and the Hanoi Architects Association move forward with this project.

DO'S

- **Maintain the core functions and traditions of wet markets.** Markets need to be improved while still retaining their core functions as markets, not as second class tenants of shopping centres.
- **Engage vendors, customers, and key stakeholders.** People are passionate about their markets and have great knowledge about them.
- **Identify phased approaches to market renovations.** Sometimes simple changes can be made at first that are less expensive but that can be the first step towards major renovations and additions.
- **Support vendors to improve their businesses and design of their stalls.** When people shop at markets they focus on the products, and if these products are well displayed on clean, well-lit, and well-functioning stalls, with adequate storage not visible to customers, sales should increase.
- **Make markets 'more than markets' with other complementary uses and public spaces.** The concurrent improvement of public spaces can be an important motivator to the city government.
- **It is important to address broader city policies regarding market investment, in addition to upgrading Market Design and Infrastructure.** Engage new partners, and modernise the operations and management systems of the markets.

DON'TS

- **Don't forget to carefully plan for the private investment and management of markets.** The experience of markets in Hanoi, where private operators have not always been consistent with maintenance efforts, demonstrates that it is important to carefully plan and execute future private investor involvement, which is currently the preferred government policy.
- **Don't try to reinvent the wheel. Create knowledge exchange, share design and management innovation more widely, and create a more unified system for all markets in Hanoi.** Learning from cities such as Barcelona, London, and Hong Kong, which have established different forms of city-wide policy, Hanoi can shape its vast, largely untapped treasure of markets into a more coordinated systems.

NEXT STEPS

Although challenges remain, there are some very positive signs that have emerged from this project. Vietnam is now working on a new policy for wet markets to be adopted in 2020, and is collaborating with HealthBridge on this effort. The goal is for them to recognise that the recommended principles described above should be considered when approving any project to rebuild or improve wet markets. The 'New Vision for Wet Markets' project was also nominated as a finalist in the For Love of Hanoi Awards in August 2019, which honours significant contributions to the capital city. The awards are organised annually by the Hanoi People's Committee and sponsored by the *The Thao & Van Hoa* newspaper and Bui Xuan Phai Fund.

Finally, HealthBridge is continuing to work with local authorities in the districts of the three markets to discuss, plan and pilot the improvements of each market, taking into consideration the proposed design concepts.

A version of this article was originally published by HealthBridge on January 8, 2019 and Project for Public Spaces on March 1, 2019.



One design concept for the renovation of Chau Long Market included a public park on the roof and a new mezzanine for cafes and cooking demonstrations (top), proposed Improvements to Ngoc Lam Market (middle), and proposed public space, Ha Market (bottom).

THE CITY AT EYE LEVEL ASIA

Public space is the backbone of a sustainable city. Great streets, places where you intuitively want to stay longer, human-scale interaction between buildings and streets, ownership by users, placemaking, active ground floors and a people-centred approach based on the user's experience — that is what *The City at Eye Level* is all about. Some of the underlying mechanisms for human-scale public space and great social life in the streets are universal, such as the way we as human beings experience the space around us. Many other mechanisms, however, are local and contextual, such as the specific opportunities and challenges that the local climate brings; and for instance the specific local cultural perception of public space.

The City at Eye Level Asia is a collaboration between STIPO, Think City (Kuala Lumpur, George Town and Johor Bahru) and Urban Discovery (Hong Kong). In 2019 these three organisations partnered up to realize a new edition of *The City at Eye Level* series, focusing particularly on Asian cities and their successful strategies to create better places for people. The book aims to collect the best examples from all over Asia in the form of a publication, and launch a network of Asian practitioners, Placemakers Asia, working on creating better cities. We are very proud to now present the book before you, with special thanks to the 70+ co-authors and the funding provided by Think City and Stimuleringsfonds Creatieve Industrie (Internationalization Grant).

The City at Eye Level is not just a series of books, but an open-source learning network and a programme for improving cities, streets and places all over the world. With the knowledge as fundament, we help cities and their partners to develop strategies to create and improve their own great City at Eye Level. With our local and worldwide network partners, we:

- set up rules and strategies for the new city
- help change existing streets and districts;
- set up place and plinth games to co-create with the local network;
- set up street coalitions and place management;
- give public lectures and organise training programmes and master classes.