

**INTERNATIONAL TRADE FAIR COMPLEX AT PURBACHAL:
AN EVENT PLATFORM FOR BRANDING A NEW CITY**

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Abstract

Bangladesh being a developing country needs to be spotted or marked in the world map carrying a brand image to compete with fellow countries of her surroundings. Branding Bangladesh or a part of it to the world through its Architecture might be a challenge and a logical attempt of placing a dot in the map. Mega events have had their impacts on the host countries in terms of development in any sector. Place making or branding strategies can be applied in this case to promote a country to worldwide through hosting a event and creating the event platform or base in the host country as a strong architectural icon.

The International Trade Fair is one of the most popular events to hold public attention as well as draw the foreign world and get exposure. Trade events of EXPO events have played a successful role in putting the world's eyes on the hosting location. The exercise of branding through Architectural Icon is executed through picking up the International Trade Fair as an event catalyst. The Export Promotion Bureau, EPB under The Ministry of Trade and Commerce has a proposal for building a permanent complex for Trade fair and other Expo events outside Dhaka in a suitable location.

Purbachal is the future city being developed in the outskirts of the capital, Dhaka with potential of tremendous development. The proposal for the permanent complex to be built for the Expo is at Purbachal by the government of Bangladesh. The suitable location is besides the River Shitalakhshya with potential of a waterfront retreat along with the development of the permanent expo complex.

The paper attempts to describe the process of developing the project and explaining how it plays the role of a catalyst for place making of a future city.

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Table of Contents

| | Page |
|---|------|
| • Chapter 01: INTRODUCTION | 7 |
| - 1.1: Background of the project | |
| - 1.2: Reason for choosing the site | |
| - 1.3: Key aspects of the project | |
| - 1.4: Aims and objectives of the project | |
| - 1.5: Rationale for the project | |
| - 1.6: Proposed programs for the project | |
| • Chapter 02: SITE APPRAISAL | 15 |
| - 2.1: Location and access point | |
| - 2.2: Site surroundings | |
| - 2.3: Background and current condition of the site | |
| - 2.4: Land use and topography | |
| - 2.5: SWOT analysis | |
| • Chapter 03: LITERATURE REVIEW | 22 |
| - 3.1: Architecture as 'Icon' and Identity | |
| - 3.2: Cities and their development | |
| - 3.3: Place Branding concept | |
| - 3.4: How Place Branding can be achieved | |
| - 3.5: Branding a new city – from Dhaka to Purbachal | |
| - 3.6: Mega event and its impact on a city - A trade event being a catalyst for city branding | |
| - 3.7: History of Fair | |
| - 3.8: Trade fair in history and contemporary era | |
| - 3.9: An overview of Dhaka International Trade Fair | |
| • Chapter 04: CONTEXTUAL ANALYSIS | 40 |
| - 4.1: Connecting road network with Dhaka city and Tongi | |
| - 4.2: Infrastructural network with Dhaka city | |
| - 4.3: Water body network with Dhaka city | |

- Chapter 05: CASE STUDIES43
 - 5.1: Parque Das Nacoes, Lisbon (Expo 98)
 - 5.1.1: Key aspects of the project
 - 5.1.2: Background of the project
 - 5.1.3: Plan of existing landuse and major nodes before intervention
 - 5.1.4: Located spots for intervention
 - 5.1.5: Preliminary urbanization and physical development study
 - 5.1.6: Urban development and architectural intervention at site for Expo 98
 - 5.1.7: Historical context of the project
 - 5.1.8: Zoning and development
 - 5.1.9: Study of different zones after Expo 98 intervention
 - 5.1.10: Photographs of the site after intervention during Expo 98
 - 5.1.11: Key findings from the project
 - 5.2: Milan Trade Fair complex, Italy
 - 5.2.1: Key aspect of the project
 - 5.2.2: Description of the project
 - 5.2.3: Drawing of the complex
 - 5.2.4: Architectural overview
 - 5.2.5: Study of structure
 - 5.2.6: Photographs of the project
 - 5.2.7: Key findings of the project
 - 5.3: Bangabandhu International Conference Centre (BICC), Dhaka, Bangladesh
 - 5.3.1: Overview of the project
 - 5.3.2: Drawings of the project
 - 5.3.3: Program analysis
 - 5.3.4: Overview of the building complex and its structure
 - 5.3.5: Key findings of the project
 - 5.4: Cite Internationale
 - 5.4.1: Overview of the project
 - 5.4.2: Location and context study

Page

- 5.4.3: Landscape and waterfront
- 5.4.4: Program development of the project
- 5.4.5: History of the project
- 5.4.6: Material and Details
- 5.4.7: Drawings of the project
- 5.4.8: Key findings of the project

- Chapter 06: PROGRAMME DEVELOPMENT75
 - 6.1: Analysis of pattern of arrangement for pavilions
 - 6.2: Preparing final set of programs

- Chapter 07: DESIGN DEVELOPMENT79
 - 7.1: Conceptual Development
 - 7.1.1: Idea sketches
 - 7.1.2: Form development
 - 7.1.3: Landscape and masterplan
 - 7.1.4: Structure
 - 7.2: Study through Models
 - 7.3: Study through 3d visualizations
 - 7.4: Final Design
 - 7.4.1: Masterplan
 - 7.4.2: Floor Plans of the building
 - 7.4.3: Sections
 - 7.4.4: Elevations
 - 7.4.5: Photos of Final Model

- BIBLIOGRAPHY

CHAPTER 01:

INTRODUCTION

1.1: Background of the project:

Every year the trade fair stays for about 30 days where most of the participants are local.

The craft items and jewelries are the prominent products for this fair. There are about 300 stalls and 40 large pavilions which are built temporarily for this fair.

The fair trade movement today is a global movement. Over a million small scale producers and workers are organized in as many as 3000 grassroots organizations and their umbrella structures in over 50 countries in the South. Their products are sold in thousands of world shops on fair trade shops, supermarkets and many other sales points in the north and increasingly, in sales outlets in the southern hemisphere. The movement is engaged in debates with political decision-makers in the European institutions and international for and on making international trade fair, and fair trade has made mainstream business more aware of its social and environmental responsibility. In short, trade fair is becoming increasingly successful.

So trade fair complex in our country do have significant value for our economic development. This is the only media through which the producers and the general consumers can directly interact to each other without the interference of syndicates.

Bangladesh is a developing country where the economy mainly based on the garment products. But there are some other sectors that are in growing position. Also in this open market economy people have every right to know about different products of different countries. Actually this invites the competition among different companies. So a "trade fair" can introduce different type of products to the consumers. In our country the "Dhaka International Trade Fair" is held once in an every year at Dhaka. For this reason, the Export-Import Promotion Bureau (EPB) has decided to build permanent structure for the fair with the financial assistance of China. The total estimated cost of the project is BDT 2.65 billion. Of which, Chinese government will fund the most of it – BDT 2.10 billion. The rest of the cost will be provided by the Bangladeshi government.

1.2: Reason for choosing the site:

The international trade fair complex project has been in consideration by the government of Bangladesh for the past few years. Initially the project was decided to be built in the Tejgaon old airport zone besides Rokeya Sharani. The site was then almost 30 acres in area of which 17 acres were water. According to the International Civil Aviation Organisation regulations, the site was under the restriction of building height not exceeding 150 feet. This was a hindrance to design the complex because; the trade fair complex was visualized as a very sophisticated yet modern structure having spaces with larger height. Besides, the programs of the complex demanded more flexibility in site for designing an iconic structure.



Figure 1: Satellite image showing old site at Tejgaon (Google Earth)

Later, the government decided a new location for designing the complex which lies in the outskirts of Dhaka and encourages possibility to define the complex with desired aspirations. The current site is allocated by the government in Purbachal Model Town, Sector 4 under Block E4.

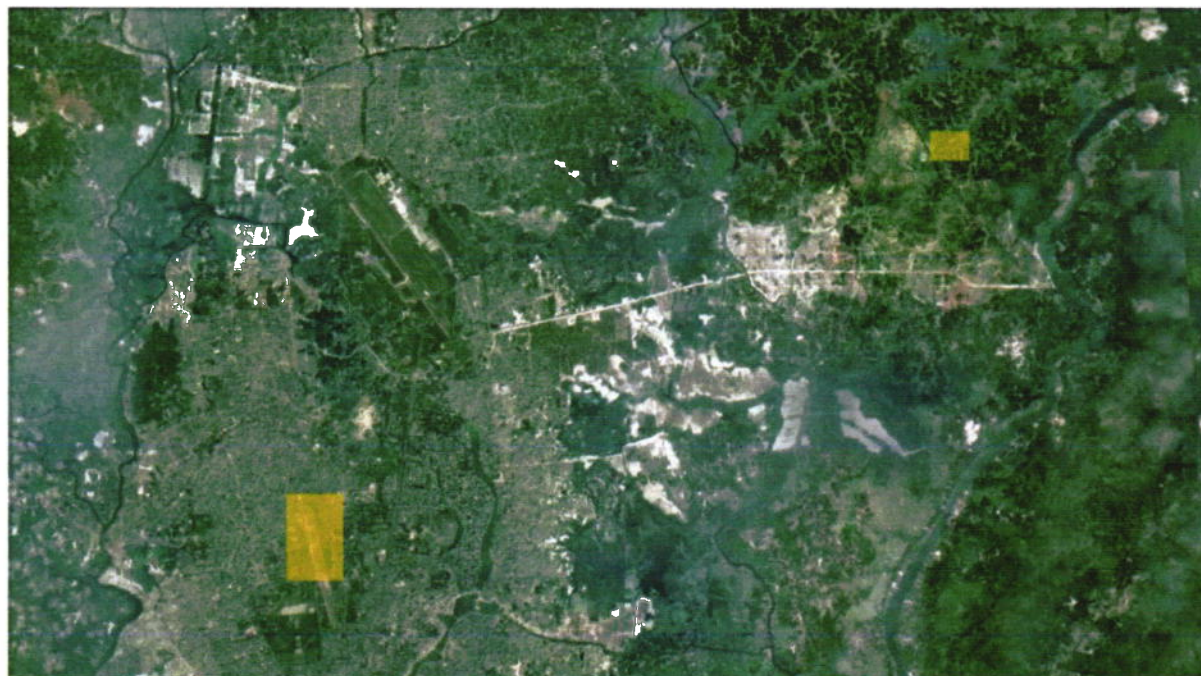


Figure 2: Satellite image showing old site and new site location (Google Earth)

1.3: Key aspects of the project:

Project Name: International Trade Fair Complex (Bangladesh – China Friendship Exhibition Centre)

Client: Export – Import Promotion Bureau of Bangladesh, EPB

Project Cost: BDT 2.65 Billion

Site Area: 45 acres (182109 sq metre)

Site: Purbachal Model Town, Sector 4 (Block E-4), Purbachal.

1.4: Aims and objectives of the project:

The EPB has decided to set up a permanent trade fair complex in purbachal city. The introduction of different countries is to our market and to globalize the open market to our economy. The permanent trade fair also invites the foreign countries to invest in our local economy. The EPB has been trying to aim few goals through some observations on past events,

- a) The current scenario of the fair is more like an amusement or recreational fair rather than a promotion of trade and commerce.

- b) During the past few years, the international trade fair has not been conducted to promote new products rather it has been an occasional event for advertisement and engaging the local consumers.
- c) The recent fairs have hardly engaged international traders and consumers and been unsuccessful as a globally applauded trade event through which the host country would achieve an international positive exposure.
- d) The temporary pavilions made during the event are expensive and considered useless by the EPB because, they need to be demolished just after the fair whereas a large portion of budget is dedicated for constructing them.

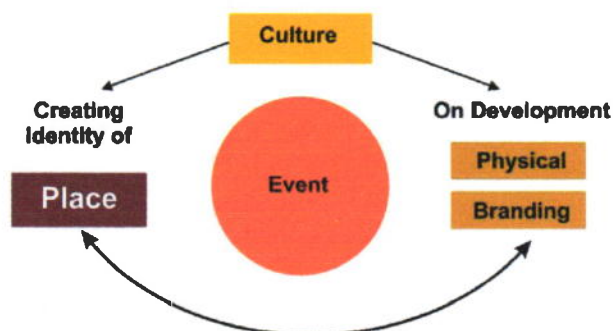
A set of objectives for the project are chalked out based on the above mentioned points,

- 1) The proposed design of the trade fair complex would come to the traders and consumers as a meeting point where they can exchange a successful business relationship.
- 2) The space for the fair would be a new platform for promoting the host country to achieve a positive international exposure.
- 3) The trade fair complex would be located in a future city where it can generate an effect for branding the new city towards an ambitious development.
- 4) The open spaces and built forms would compliment in such a way that temporary pavilions would not be mandatory to be built during the fair.
- 5) The complex would encourage public gatherings and other relative events after the event is over to be a sustainable space to combine art, culture and trade in a harmonious way.

1.5: Rationale for the project:

Mega events like World Exposition Fair (EXPO) or visionary development plans like vision 2020 or 2030 can generate an impact on urban settings to evolve and achieve a brand identity which gives the host country an international positive exposure over time. The idea behind the project is to ignite a domino effect in urbanization towards futuristic development where a place; a city or a country or a nation would gain a new identity through Architecture and Urban morphological change.

For Bangladesh, the concept of "Place Branding is not just a consideration nowadays rather, a need to flourish and stand beside other industrialized nations. There has been proposal for creating "Digital Bangladesh", 2021 Urbanization goals and other visionary plans – all



towards exposure and development. The rationale for the International Trade Fair Complex is encompassed by these ideas and promises. The complex can be visualized as a platform for the trade event which will eventually brand the future city of Purbachal. Such a platform will contribute to improve the quality of business events as well as the space surrounding the complex to encourage art, culture and public activity space. An iconic space for trade fair would invite international large scale investments, create a ripple effect for urban sprawl of that area and eventually create an impact of positive future oriented development around the site. The city of Purbachal will eventually portray a “future city” within a city.

1.6: Proposed programs for the project: (By EPB)

1. Exhibition 150000 sft

- a) Exhibition area
- b) Open air space for temporary exhibition and public movement

2. Storage and warehouse 27000 sft

3. Public facilities and services 34920 sft

- a) Fair office
- b) Ticket counter
- c) Information booth
- d) Traffic control
- e) Registration hall and passageway
- f) Protocol room
- g) Toilet
- h) Cleaning room

- i) Medical centre
- j) Prayer space
- k) Ablution area

4. Media and press 3300 sft

- a) Simultaneous interpretation booth
- b) Central control room
- c) Projection room
- d) Press booth
- e) Equipment room
- f) Mechanical room

5. Conference/ Seminar area 21680 sft

- a) 200 people conference
- b) 100 people conference
- c) 50 people conference
- d) Office
- e) Information and reception
- f) Lounge
- g) Toilet
- h) Cleaning Room
- i) Interpretation booth
- j) Press booth

6. Staff dormitory 2300 sft

- a) Simultaneous interpretation booth
- b) Central control room
- c) Projection room
- d) Press booth
- e) Equipment room
- f) Mechanical room

7. Canteen 8700 sft

8. Information centre 2000 sft

9. Trade office 9200 sft

- a) Administration
- b) Accounts
- c) Engineering
- d) Store

10. Business centre 11000 sft

- a) Bank
- b) Money exchange
- c) Travel agencies
- d) Cargo handling
- e) Airline offices
- f) Phone/fax/internet

11. Restaurant and food court facilities 14930 sft

- a) Restaurant
- b) Dining
- c) Kitchen
- d) Food store
- e) Trash store
- f) Wash room

12. Parking 60400 sft

- a) Car parking
- b) Motor cycle parking
- c) Bus parking

13. Other facilities 12200 sft

- a) Fire protection equipment space
- b) HVAC plant
- c) Service and maintenance room
- d) Generator room
- e) Pump room
- f) Substation
- g) Plant room
- h) Water reservoir

CHAPTER 02:

SITE APPRAISAL

2.1: Location and Access Point:

The site is located in Sector 4 of Purbachal new model town at Purbachal. In the masterplan of Purbachal new city, the site can be found in block E-4 of sector 4. The site can be accessed by a 160 ft wide road which is stretched to North-west towards Tongi and South-East to N105 Highway.

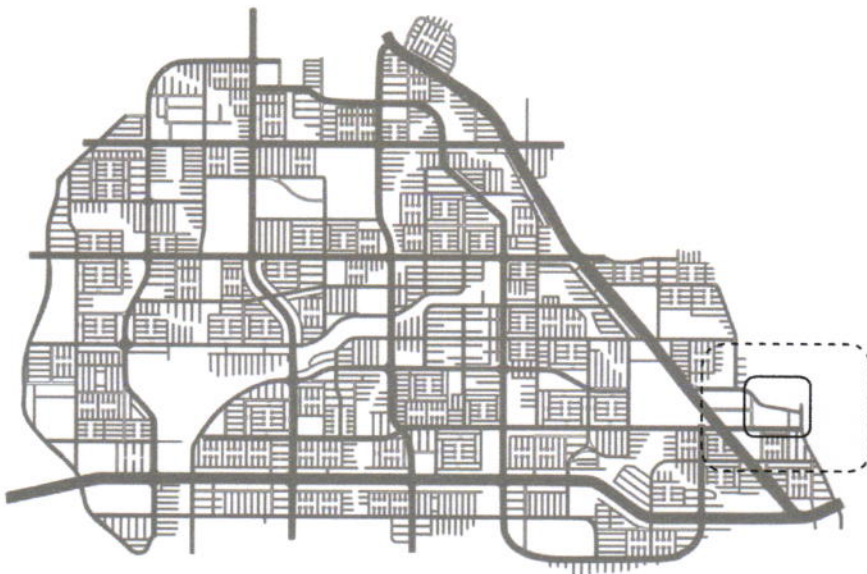


Figure 3: Map of Purbachal showing site location at E4 block in Sector 4 (source: RAJUK)

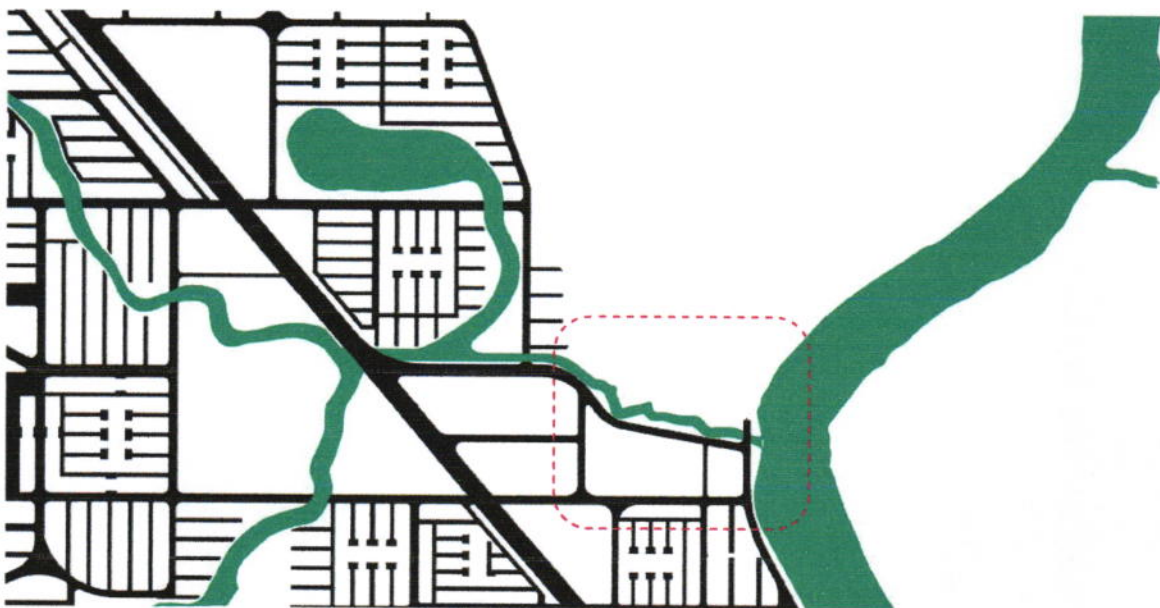


Figure 4: Map of E3 and E4 block in Sector 4 showing site location and access point (source: RAJUK)



Figure 5: Panaroma showing view of site from access road (Rahman, 2013)



Figure 6: Panaroma showing view of existing green area (Rahman, 2013)



Figure 7: Panaroma showing part of site near water body (Rahman, 2013)



Figure 8: Panoromic view of the site from main land (Rahman, 2013)



Figure 9: Panoromic view of the site newar waterfront (Rahman, 2013)

2.2: Site surroundings:

On the West side of the site there is a proposed site for industrial park and water treatment plan. On the South, there is a proposed site for a low-cost housing and residential blocks. On the east side there is Shitalakhshya River. On the North there is a no proposal of development by RAJUK masterplan, the existing land on North is open field and low land.



Figure 10: Site map showing locations of proposed programs in surrounding sites (Source: RAJUK)



Figure 11: Photos of site surroundings (Rahman, 2013)



Figure 12: Photos of existing waterfront (Rahman, 2013)

2.3: Background and current condition of the site:

Purbachal the biggest planned Township in the country. The Project area comprise of about 6150 acres land located in between the Shitalakhya and the Balu River at Rupgonj thana of Narayangonj District and at Kaligonj Thana of Gazipur District, in the north-eastern side of Dhaka. The Township will be linked with 8 lane wide express way from the Airport Road/Pragati swarani crossing.

The sector 4 lays in the East most part of Purbachal which is currently a barren land with one proper access road connecting to Tongi. The site area is currently more like a picturesque landscape far away from Dhaka.



Figure 13: Satellite image of Purbachal (Source: Google Earth)

The site for the project is under E-4 block of Sector 4. The site is currently being developed by land filling with sand and soil. There is a temporary RAJUK office located at the site. There is also a school located near site. There is Shitalakhshya River waterfront beside the site.



Figure 14: Panaroma of the site showing current condition (Rahman, 2013)



Figure 15: Photos of the waterfront showing current condition (Rahman, 2013)



Figure 16: Photos of the site access road showing current condition (Rahman, 2013)

2.4: Land use and topography:

The allocated plot distribution by RAJUK around the project site in Sector 4 shows that the immediate surroundings are mostly of industrial and urban amenity use. Further areas around the site are vastly in use for residential development. The completion of the Trade fair project would have a tremendous impact on the urban sprawl and development growth around the site in future. The International Trade Fair Complex would invite buyers and traders to the location and might encourage scope for constructing business apartments, business schools, technology centres and other trade oriented programs. Thus, both the residential and commercial land use patters will be changes in future which will eventually create a business centre among the city.



Figure 17: Map showing current Land use pattern around the site (Rahman, 2013)

The topography map shows the possibility of incorporating extensive landscape features with the design as the whole area of Purbachal under the proposal of mild contour, green areas and connecting water bodies.

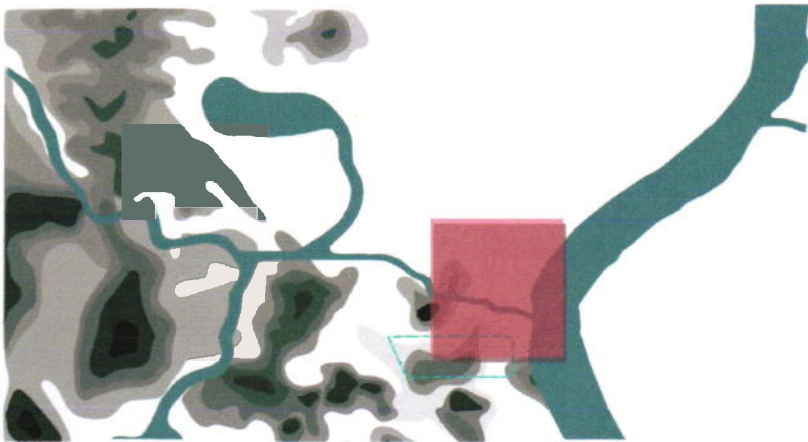


Figure 18: Map showing topography of site at Purbachal (Rahman, 2013)

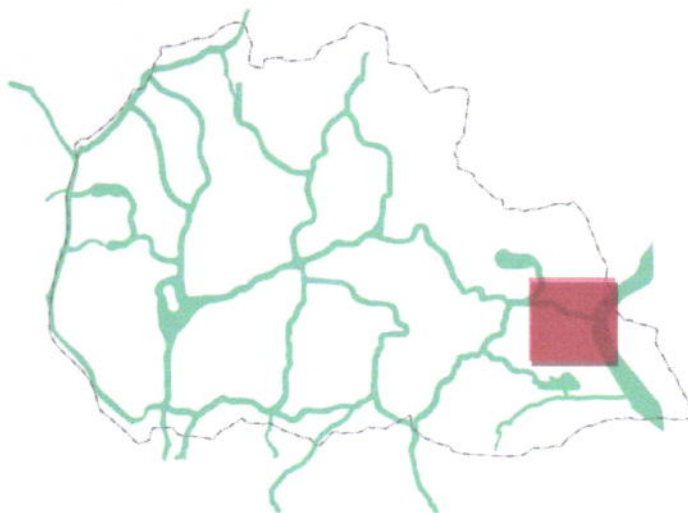


Figure 19: Map showing existing water body and proposed water channel of Purbachal (Rahman, 2013)

2.5: SWOT Analysis:

2.5.1: Strength

- Apart from the capital, the site lays in a planned township where the focal point of trade and business centre can be shifted easily.
- The site is situated at the distant East most part of the township and has the strength to flourish as a sophisticated event platform independently which can brand the city in future.
- The site is connected to Tongi with the main access road which shows the sign that the development around the site might affect nearby regions like Tongi.
- The site is very close to nearby water body where positive activities and functional uses can be generated with the development of the complex and its surroundings.

2.5.2: Weakness:

- The site has got no existing urban life or features to analyze and predict accordingly.
- The site is still empty and will take much time to develop as per desired design goals.

2.5.3: Opportunity:

- The site tends to move towards a positive urban development welcoming the scope of creating inspiring public spaces leading towards nearby water bodies.
- The site is barren and new, for which the strength lays in controlling the urban sprawl and delivering a futuristic visualization of the new city.

2.5.4: Threat:

- The site can turn into another dense and busy city like the capital Dhaka.
- The industrial and business growth might encourage energy consumption and cause environmental harm.

CHAPTER 03:

LITERATURE REVIEW

3.1: 'Architecture as Icon' and 'Identity'

"Icon. 1572. 1. An image, figure, or representation; a portrait; an illustration in a book; image in the solid; a statue. 2. Eastern Church. A representation of some sacred personage, itself regarded as sacred, and honoured with a relative worship. (adapted from Oxford English Dictionary, various editions)

On being described as an icon: "I think that's just another word for a washed-up has-been." (Bob Dylan, 1998)

"iconic. An incitement to spend money" (anon, 2004)

What does it mean to say that a building or a space or an architecture is 'iconic'? The term is in common usage for those in and around architecture with a considerable overlap into the mass media. The idea has two defining characteristics. First, it clearly means famous, at least for some constituencies; and second, a judgement of iconicity is also a symbolic/aesthetic judgement.

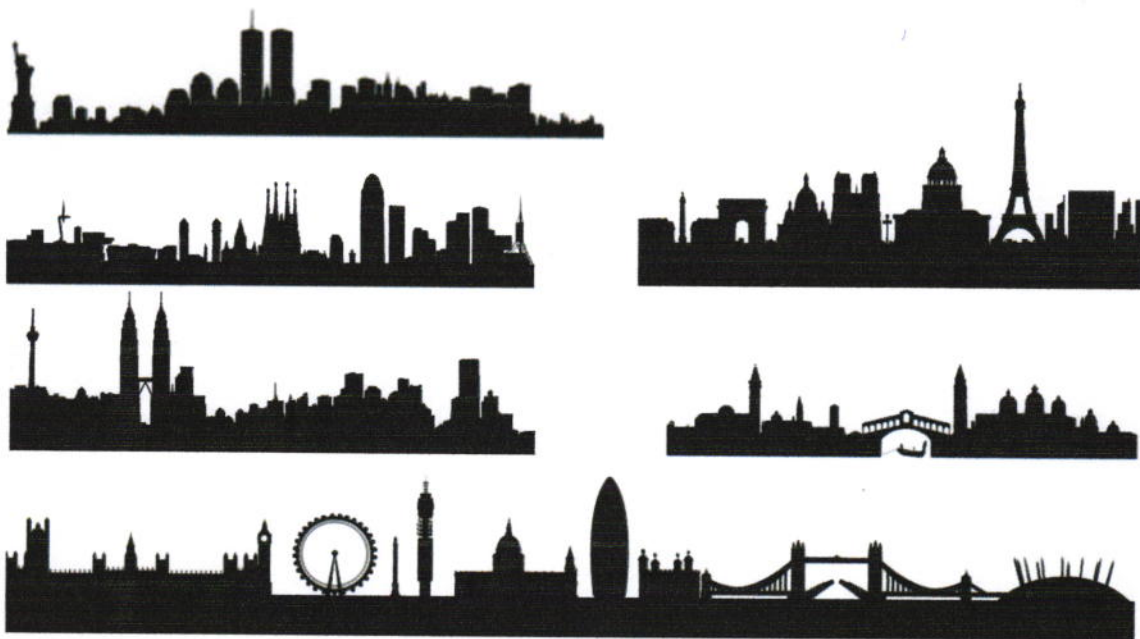
Architectural icon is imbued with a special meaning that is symbolic for a culture and/or a time, and that this special meaning has an aesthetic component.

How can a building or a space be said to represent, symbolize or express anything? Architectural icons can have local, national or global significances and recognition, or any mixture of these three. Urban boosterism is the most common rationale for deliberately created iconic architecture, and historically most national icons started their careers as local icons in capital cities and those cities where holders of economic or political or culture-ideology power are or were based. (Sklair, 2008)



Figure 20: Architecture as national identity or 'icon': National congress centre, Brasilia (1) Portugues Pavilion, Lisbon (2)

Why are we concerned with identity? The answer must surely be found in the increasingly dominant discourse about globalisation heard over the last two decades. The overall effect of globalisation has been to create identity. As 'global' refers to a singular term, a singular world, there is a tendency to think of globalisation as a singular process. In fact, it is just the opposite. Globalisation encompasses multiple historical and spatial processes which are poorly represented by the commonplace terms used to describe parts of the contemporary world: 'developing', 'postmodern', 'First/Third World', 'postcolonial', 'post communist', 'pre and post 9/11', and others. In the process, the significance of specific socio-geographical locations is reduced while, at the same time, new forms of architectural identity are constructed. Cultural experience is 'lifted out' of its traditional anchoring in particular localities and unfamiliar built forms and architectural styles, originally seen as 'foreign' to a particular location, come to replace those, 'traditionally' found there. (King, 2008)



The discussion about 'identity' in architecture is closely connected with the question regionalism. Although initially compelling, the idea of Critical Regionalism has weakened in the face of contemporary global forces. In our search of identity the 'own' and the 'foreign', we need to focus on the 'identity attributes' in architecture. The dynamic transfer of idea – like transcultural injections from outside – and the importation of European culture, such as classical modernism, into emerging countries such as Brazil, Mexico, or India, is generally a challenging phenomenon. Ironically, the importation of avant-garde ideas into the developing world produced a new synthesis and reflected back to Europe soon after, following a regional reshaping of the newly arrived ideas from the Bauhaus, through local conditions, into something quite different and unique. (Lehmann, 2008)

Both tendencies, international modernism and regionalism, had an impact on the development of a country's architecture and identity. The impressive spatial quality of a country's architecture holds its ground from one generation to the next, despite a regrettable regression into historicising, stylistic postmodernism in the 1980s. An attribute that surely stands out above all others: the truly subtle and rigorous planning ability of a region; that is to say their intrinsic capacity to organise and orchestrate architectonic space.

When we speak about Architecture and identity, we understand two aspects at the same time:

- The identity of the architecture, its characters, its references to the discipline;
- The identity of the visitor-user that projects his expectations onto this architecture.

It is reasonable to believe that individuals and communities identify with architecture and urban form, but this fact in itself is unremarkable. What is not clear, however, is how significant architecture and urban form are in the totality of how individuals and communities shape their identity in the current condition. By seeing architecture and urban form as a part of the greater phenomenon of identity we can advance our understanding of the impact that changes to buildings and places have on communities.

Identity is the foundation to a sense of belonging. It is the means by which people locate themselves as members of communities and groups and how they define their place in society. Identities are not singular, nor are they stable. New patterns in population movement, developments in transport and advances in electronic communication have loosened traditional ties between residence and identity. (Jamieson, 2009)

Various arguments on establishing identity through architecture draw us to issues like regionalism, globalization, sense of belonging, sense of place, building image or leaving a mark. Architecture as icons or brands has always helped a region to achieve unique identity in the competitive race among the superiors. The impact of iconic architecture lies in proving one's own region more than what it is. The statement can be simplified as,

[It is enough to be somebody:

You must prove that you have what it takes to be who you are.

You must build]

J.M. Kamegne. February 17, 1992

3.2: Cities and their Development

Cities are increasing in size and at such rate the conventional patterns of accommodating urban growth have become obsolete. In the developed world the migration of people and activities from city centres to the dream world of suburbia has led to massive suburban development, wide-spread road-building, increased car use and congestion. World-wide, there is a mass migration of the rural poor to the new consumerist cities. (Rogers, 1997)

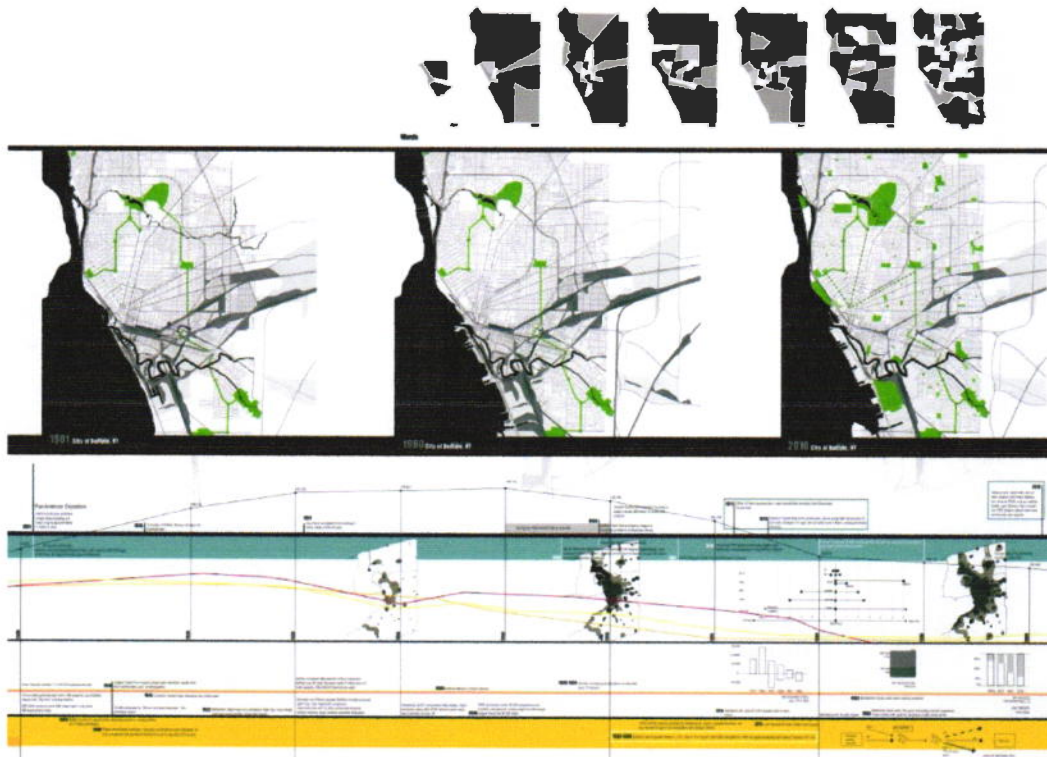


Figure 21: Study on population growth and urban sprawl of City of Buffalo, NY by students of MIT (3)

The disappearance of 'open-minded public space is not simply a cause for regret: it can generate dire social consequences launching a spiral of decline. Quality of urban environment defines quality of life for citizens. Strolling through Europe's great public spaces – the covered Galleria in Milan, the Ramblas in Barcelona, the parks of London or the everyday public spaces of markets and local neighbourhoods – it feels being part of the community of the city. The Italians even have a word which describes the way men, women and children interact with the public space of their city as they stroll on their streets and squares in the evening; they call it *la passeggiata*. The relation between city and civic harmony is well established. Vitruvius, Leonardo da Vinci, Le Corbusier, Frank Lloyd Wright, Buckminster Fuller and others proposed ideal cities that they imagined would create ideal societies – cities that would encourage better citizenship and would enable society to overcome its traumas. (Rogers, 1997)

Compact cities grow around centres of social and commercial activity located at public transport nodes. These provide the focal points around which neighbourhoods develop. A compact city is a network of these neighbourhoods, each with its own parks and public spaces and accommodating a diversity of overlapping private and public activities.

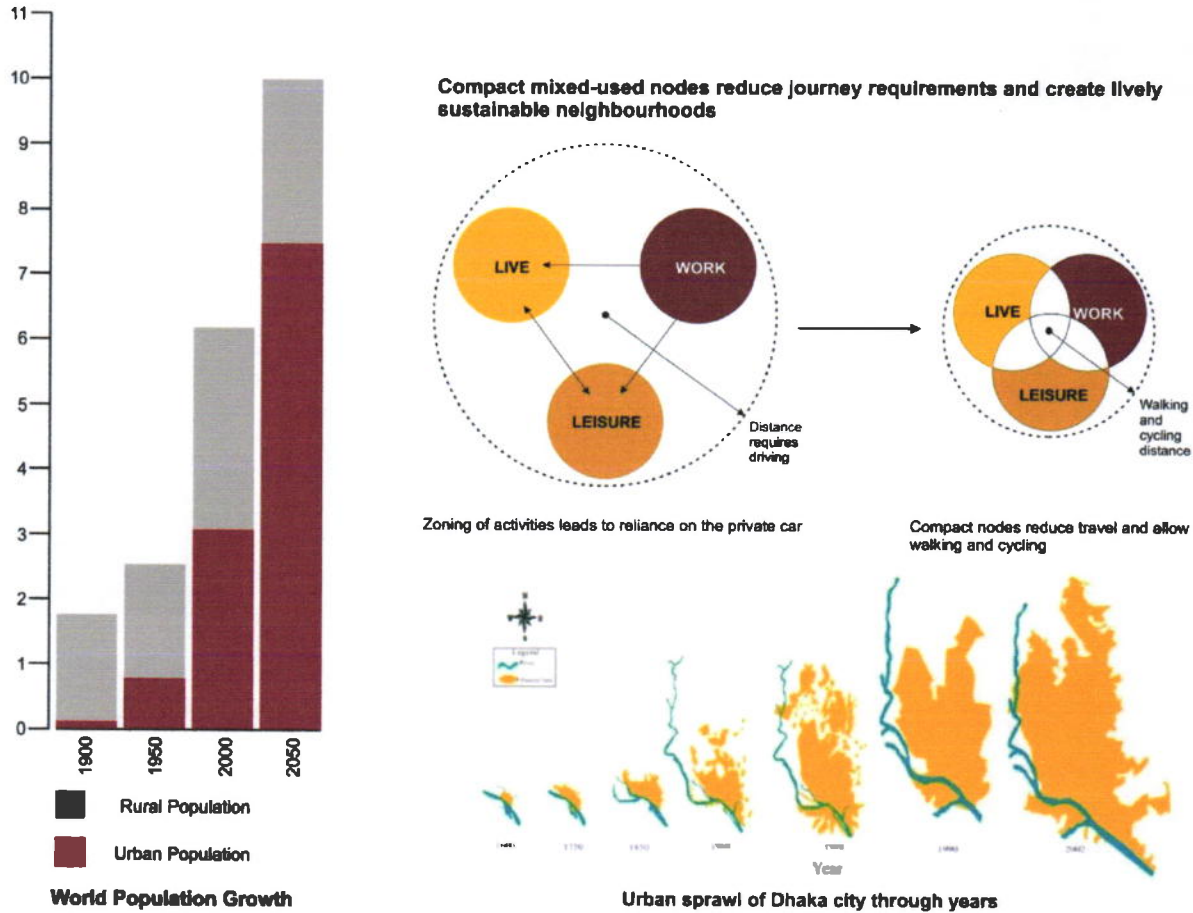


Figure 22: Diagrams on Cities and their development: World Population Growth, Compact city nodes (Rogers, 1997)

Maps showing Historical growth of Dhaka city (Dhaka City Corporation, 2004)

Concentration of economic activities in the major cities of Bangladesh, particularly in the mega cities of Dhaka and Chittagong, and lack of economic infrastructure in rural Bangladesh, has resulted in rapid and sprawling urbanization. An inexorable urban pull attracts people living in the countryside to move to urban places. There is also a rural push that contributes to urbanization. Unequal land distribution, landlessness, high unemployment rates, and natural calamities including river erosion, have strongly influenced migration to cities in Bangladesh. This trend needs to be reversed through policy interventions. Rural development and rural non-farm activities through SMEs and a deliberate policy of dispersion of industries may help to lower the rush towards urban areas. The speed of urbanization has been alarming. It has grown from 5 per cent in 1961 to 25 per cent in 2005. It is projected to grow further to 38 per cent by 2021. Bangladesh is not the most urbanized

country among the newly industrialised countries of SE Asia (Korea, Indonesia, Thailand are more urbanized), yet it cannot afford to be complacent, particularly given the limited land area available and the increasing population. (Planning commission, 2010)

3.3: Place Branding Concept

A 'Place' is generally meant to be a spot, location, locality or a space.

"Dynamic, locational patterns of human communication that occur through space but transcend any given place." (Webber, 1964)

Parallels between places and products go back a long way, of course. Places have been promoting their attractions and their images throughout history, because they have always needed to attract settlers, customers, visitors, traders, investors and the category of people we today call 'influencers' (Anholt, 2010)

A 'Brand' is the name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers. (American Marketing Association Dictionary)

Place Branding and Public Diplomacy are well aware, the question of terminology is a vexed one in this field, and no term seems more problematic than 'brand / branding' itself. The definition of this elusive term, and the appropriateness of its application to nations, cities and regions, is a question to all. For places, the term 'branding' is more like promotion.

BRANDING – MARKETING – PROMOTION

Place branding (including place marketing and place promotion) is a new umbrella term encompassing nation branding, region branding and city branding. (Berg, 2011)

Place branding is the process of image communication to a target market. It is invariably related to the notion that places compete with other places for people, resources, and business; the global competition of cities.

The way in which the image of places is formed can be expressed by the simple model:

IDENTITY – BEHAVIOUR – IMAGE

Who you are determines how you behave; how you behave determines how you are perceived. Place branding, when properly understood, is a system that respects the power of integrity above all else, and recognises that only perfect integrity can sway public opinion. (Anholt, Should place brands be simple?, 2009)

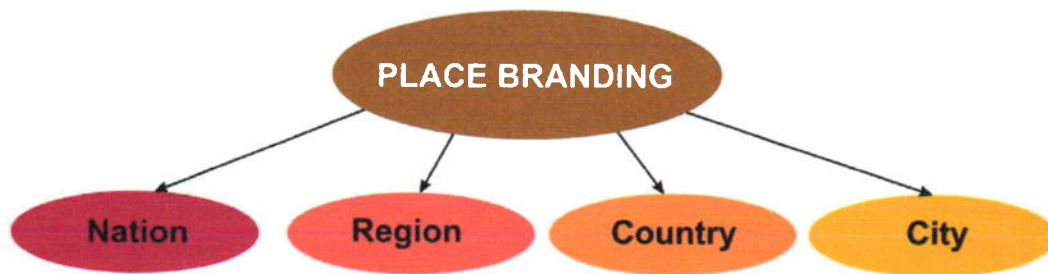


Figure 23: Place Branding diagram showing where the concept can be applied (Rahman, 2013)

The inception of place branding evolved from research within various fields including place image and marketing. There seems to be a recognisable gap in the literature regarding the application of the term 'place' and its associated vocabulary: location, country, nation, city and region. While a 'destination' indicated tourism only, there is no agreed language for the holistic or all encompassing brand. The application of place brand terms was examined by discipline and in relation to geographical entities. A 'destination' indicates tourism only, articulated in various geographical entity forms, while the absence of 'town' as a possible place brand term became apparent as did the lack of case-study research relating to towns; countries and cities commanded the majority share of the case-study research. The results of the study depict the application of place brand terms in a generic manner from which guidance for the specific application of place terms may provide future consensus either implicitly or through the formation of distinctive place term definitions. (rowley, 2008)



Figure 24: Diagram showing function of city branding idea (Rahman, 2013)

Globalisation has created a competitive arena where newly developing places can now compete with the charm and appeal of older more established places. Unless the latter retain and enhance resources, outward migration is inevitable; residents wish for opportunity-filled places in order to exercise their individual skills and interests and to have 'pride of place' (Kotler, 2004: 12). As visitors, investors and residents, we all tend to seek 'the harmonious city' (p. 472) where various aspects of comfort, economic development and political stability can satisfy our individual and differentiated requirements (Paddison, 1993).

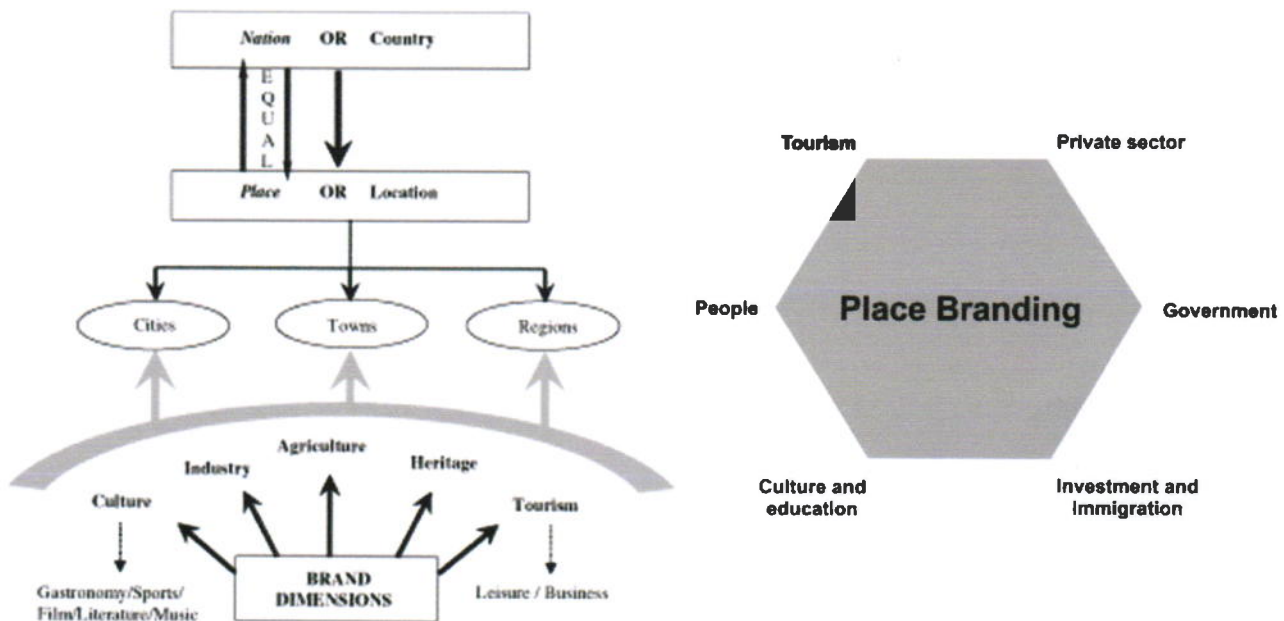


Figure 25: Diagram showing 'Place' and associated vocabulary (rowley, 2008)

The appropriateness of the word 'brand' to describe an approach that this author, at any rate, prefers to call *competitive identity*, is certainly a vexed question. But there is a big difference between observing that places have brand images (which is simply a useful metaphor) and claiming that places can be branded (which is an excessively ambitious, entirely unproven and ultimately irresponsible claim). There are certainly policy approaches that enable places to improve the speed, efficiency and effectiveness with which they achieve a better image. (Anholt, Place Branding - Is it marketing or isn't it?, 2008)

There are, in essence, five new ideas within place branding or competitive identity:

1. Places must engage with the outside world in a clear, coordinated and communicative way if they are to influence public opinion. A robust and productive coalition between government, business and civil society, as well as the creation of new institutions and structures to achieve and maintain this behaviour, is necessary for achieving this harmonisation of goals, themes, communications and behaviours in the long term.

2. The notion of brand image is critical: reputation understood as an external, even cultural phenomenon that is not under the direct control of the 'owner' of the brand but which nonetheless is a critical factor that underpins every transaction between the brand and its consumers.
3. The notion of brand equity is critical: the idea that reputation is a hugely valuable asset that needs to be managed, measured, protected, leveraged and nurtured over the long term.
4. The notion of brand purpose is critical: the idea that uniting groups of people around a common strategic vision can create a powerful dynamic for progress, and that brand management is first and foremost an internal project.
5. The importance of sustained and coherent innovation in all sectors of national activity if public opinion is to be influenced: international public opinion, and in consequence the media, is far more interested in new things that suggest a clear and attractive pattern of development and ability within the country or city, than in the rehearsal of past glories. (Anholt, Place Branding - Is it marketing or isn't it?, 2008)

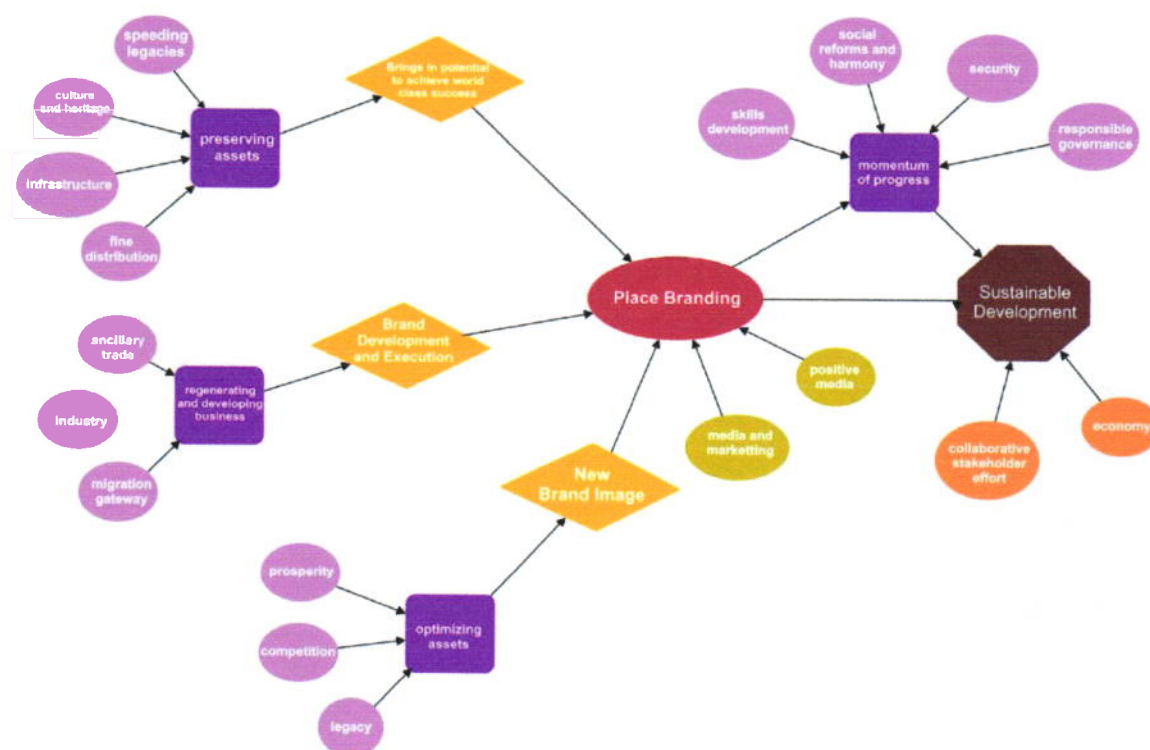
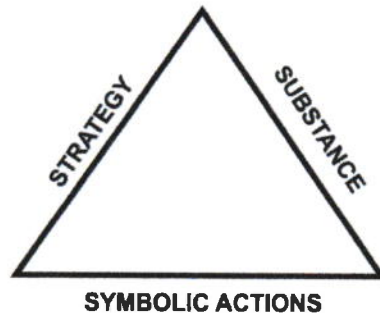


Figure 26: Diagram showing place branding and its attributes (Rahman, 2013)

3.4: How 'Place Branding' can be achieved

Policies alone, even if effectively implemented, are not sufficient to persuade foreign publics to part from their existing prejudices and perceptions, which in the case of national images may prove exceptionally resilient to change. *Substance* must be coupled with *strategy* and frequent *symbolic actions* if it is to result in an enhanced reputation.

The concept of strategy plus substance plus symbolic actions is a classic 'three-legged stool' — An approach that cannot stand up unless all three conditions are met.



Strategy, in its simplest terms, is simply knowing what a nation is and where it stands today (both in reality and according to internal and external perceptions); knowing *where* it wants to get to; and knowing how it is going to get there.

Substance is simply the effective execution of that strategy in the form of new economic, legal, political, social, cultural and educational activity: the real innovations, structures, legislation, reforms, investments, institutions and policies that will bring about the desired progress.

Symbolic actions are a particular species of substance that happen to have an intrinsic communicative power: they might be innovations, structures, legislation, reforms, investments, institutions or policies that are especially suggestive, remarkable, memorable, picturesque, newsworthy, topical, poetic, touching, surprising or dramatic. Most importantly, they are emblematic of the strategy: they are at the same time a component of the national story and the means of telling it. Such actions can also be planned; but the three most important points are:

1. Symbolic actions should emanate from as many different sectors as possible in order to build a rounded and believable image for the place.
2. They should never be *empty* — they must be communicative substance rather than mere communication.
3. They should continue in an unbroken succession for many years. (Anholt, *Place Branding - Is it marketing or isn't it?*, 2008)

Even a building, such as the Guggenheim Museum in Bilbao or the Sydney Opera House, may have a symbolic value for its city and country well beyond its economic 'footprint'; and places with no chance of being selected to host major sporting or cultural events are often observed to bid for them, apparently just in order to communicate the fact that they are internationally engaged, ambitious and proud of their achievements. (Anholt, Place Branding - Is it marketing or isn't it?, 2008)

3.5: Branding a new city: from Dhaka to Purbachal

ONCE upon a time, Dhaka was a very fine city. There were shaded and leafy streets, boats plied in the heart of the city, the air was cleaner, there was a sense of community among its citizens, people promenaded on the banks of the river, children played on open fields, until all those were usurped by the fangs of merciless urbanisation.

Dhaka is now marked more by a frenzied economic engine and a lopsided sense of its future. What is touted as "growth" in Dhaka is actually the pillaging of the city in the name of planning and development.

The end result is the same as elsewhere where the city is left to such pillage: curse of pollution, widening social inequality, increasing break-down of community, wretched transport and road system, blatant occupation of land and waterways, and ravaging of public spaces. No wonder Dhaka has acquired the dubious title of being one of the most "unliveable cities" of the world. (Ashraf, 2010)

Dhaka, being a capital of Bangladesh – the place of opportunity and dream to many of the rural inhabitants is now dense with over population. People are migrating from rural areas to the capital city for better life. To reduce the pressure over the capital, there is being expected a growth and development if a new city named 'Purbachal' – The first ever planned township to the North-East of the capital. The concept of decentralization invites the idea of moving the population and development towards Purbachal.

The discussions on iconic image of Architecture and achieving identity through it indicates that Purbachal being a bud in the crowd shows hope of moving towards a positive development achieving a better image than conventional city image of our country, Bangladesh. The objective clearly focuses on making a 'dot on the map'. Achieving brand image of Bangladesh in global arena can become successful through branding Purbachal – a new city where the decentralization of Dhaka can start with.

A good city is a civic organism. If piling buildings after buildings next to each other, on top of one another, does not make a city, what does? The term "city" itself derives from *civitas*, a Latin word with a cluster of meanings: citizen, civic, and civilisation. As the city draws people from various ethnic, racial, and social categories into one space, it becomes a place defined by differences and complexities.

The city ought to be a place where one may find one's personal and spiritual fulfilment in the company of others, uncoerced and in the light of human dignity.

The ultimate expression of a well-formed civic place is the cosmopolis that becomes, in the view of the French philosopher Jacques Derrida, "a city of refuge," a place that guarantees anyone the right to residence and hospitality, and the opportunity for work, recreating and creative activity in a "durable network of fulfilment." (Ashraf, 2010)

3.6: Mega event and its impact on a city - A trade event being a catalyst for city branding

The ever increasing level of competitiveness between iconic or brand destinations has led several branding authorities to cooperate with other national agencies in a search for development strategies that can differentiate the destinations from its competitors and strengthen its appeal in potential or actual markets. Among the possible strategies, the hosting of mega-events to achieve these goals has become popular in the past four decades particularly for major urban centres. Many different cities and states compete every year, and at many different levels, to organize these large-scale events (Verdaguer, 1995) Mega events have the ability to substantially stimulate both the supply side (through improvement of infrastructure, tourist equipment and organizational skills) and the demand side (due to promotional effects caused by international media exposure) of the event organizing destinations. According to Ritchie (1984) Expo or Trade Fairs represent one of the first forms of events specifically developed to focus attention on a particular urban destination.

Staging mega-events inevitably demands the allocation of a large amount of resources, which are most often provided by the public sector. The argument for the assignment of considerable amounts of capital to the organization of mega events is that the investment will have major impacts on the region and ultimately the benefits will exceed the cost. The need to assess the extent to which the predicted impacts actually happened has led to the development of methodologies to assess these impacts. These have in many cases focused on the economic impacts although some researchers have studied impacts in other areas, such as planning, environment and the attitude of residents. (Jonathan Edwards, 2004)

Events can be classified according to two underlying motivation – leisure and business. More specifically, leisure events may be sport or culturally oriented and business events may be meetings (e.g. summits) and conferences. Mega events are usually leisure type events, although it has been argued that large business events, such as conferences, trade fairs might also be considered as mega events having an impact on city or an urban destination.

Physical and environmental impacts are a consequence of changes in environment and landscape/cityscape associated with and often required for the hosting of a mega event. In some cases there is an opportunity to restore polluted and derelict sites or even design site with positive urban attributes in terms of their physical, chemical, biological and visual character – as a whole the impact creates a scope for inventing a city or urban destination with futuristic or development oriented potential. These changes are usually accompanied by installation of infrastructure – roads, water, waste disposal or treatment, together with construction of new facilities. Thus, adorning the city or region with iconic architectural features which will work as a push factor to reinvent the urban language of the destination and help achieve a brand identity eventually.

The socio-cultural impacts of mega events have also been the focus on research. Sometimes the initiator can opt for a micro-level (community wide) instead of the macro-level (city or region) perspective to specifically assess the perspective of those who were likely to have suffered more disruption of pre-existing patterns of activity and lifestyle.

Psychological impacts are among the most difficult to measure and may be rather simplistically summarized in terms of how both the residents and the business and the commercial sectors feel about their location and prospects before, during and after the hosting of a mega event. Ritchie (2004) operationalised these impacts in two factors – prestige and hospitability. In assessing the impacts of mega events, many studies have attempted to assess the extent to which they had psychological from the residents' point of view.

Political/administrative impacts may be observable at many levels but in major urban areas they may be most apparent in terms of city, regional and possibly national processes and structures. (Jonathan Edwards, 2004)

Of the studies available, that by Mules (1998), he argued that Exposition fair or trade event was used as a 'big bang' to convert the whole area of a city into modern urban living and recreational space. Robertson and Guerrier (1998) compared international trade events. He argued that large hallmark events are one way that cities can create an image internationally and attract investment with the aim of promoting long-term growth.

Thus, a trade event functions as a catalyst for branding a city through achieving a positive international exposure.

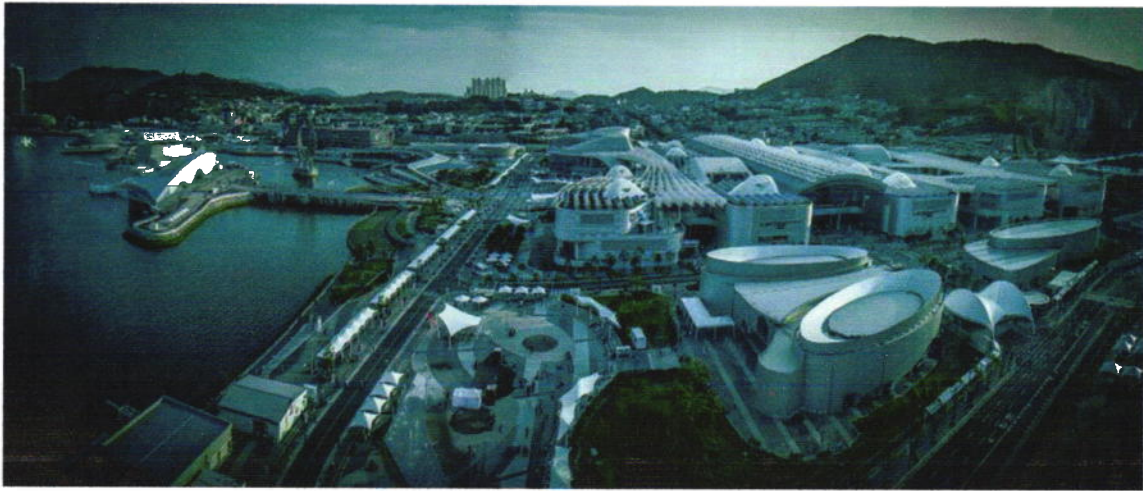


Figure 27: Panoramic view of Expo 2012 site at Yeosu



Figure 28: Photos showing Expo 2010, Danish Pavilion at Shanghai and CeBIT Fair at Hannover

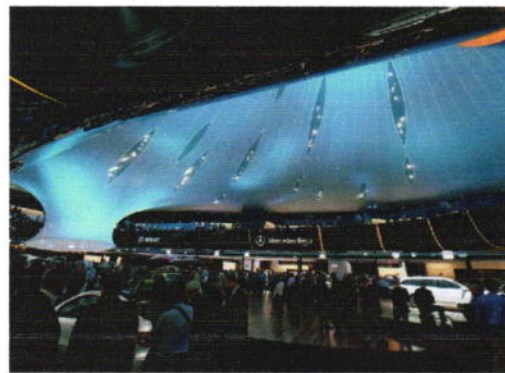


Figure 29: Photos showing Expo 1998 site at Lisbon and Mercedes Benz Trade Exposition

3.7: History of Fair

Where and when the first fair was held is not known, however, evidence points to the existence of fairs as early as 500 BC. Scripture records in the book of Ezekiel: "Tarshish was thy merchant by reason of the multitude of the kinds of riches with silver, iron, tin and lead, they traded in thy fairs." Ezekiel's account of the destruction of Tyre, supposedly written about 588 BC, describes Tyre as an important market and fair center.

Fairs were commercial in character from the beginning. Merchants from distant countries would come together, bringing native wares to trade with one another, and even though it is not clearly explained in Ezekiel or in other biblical references, it is reasonable to assume that "fair" was the name given to the place at which early trading between foreign merchants was conducted.

The Latin word "feria" meaning holy day, would appear the logical root of the word "fair." Each feria was a day when large numbers of people would assemble for worship. Worship in those early days was centered on temples in great cities, including Ninevah, Athens, Rome and Mecca. These cities were also respected as the great commercial centers of the world. Fields adjacent to these temples were staked out for traders. Religious figures were placed about the fields in order to protect the traders and merchants.

During the early Christian era, the church took an active part in sponsoring fairs on feast days, and as a result, fairs came to be a source of revenue for the church. Possibly, our modern church bazaars possess some rudiments of these religious fairs.

This evolution which blended religion and commerce continued over time and moved into Western Europe. Periodic gatherings brought together the producers of all types of commodities for the purpose of barter, exchange and, finally, outright sale. To this marketplace were added entertainment and other forms of activity thus, these primitive markets took on the aspect of fairs as we know them today. (International Association of Fairs and Exposition, IAFE, 2003)

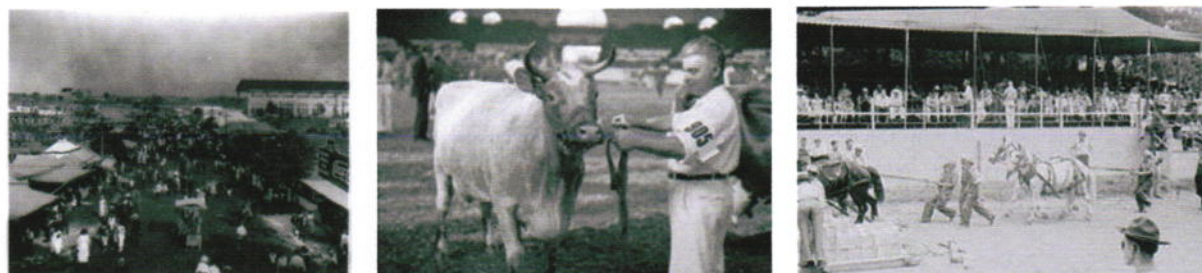


Figure 30: Photos showing old fairs in history (source: <http://www.fairsandexpos.com>)

3.8: Trade Fair in history and contemporary era

A trade fair (trade show, trade exhibition or expo) is an exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products, service, study activities of rivals and examine recent market trends and opportunities. In contrast to consumer fairs, only some trade fairs are open to the public, while others can only be attended by company representatives (members of the trade, e.g. professionals) and members of the press, therefore trade shows are classified as either "Public" or "Trade Only". (wikipedia, 2011)

There are many stories about the history of Fair Trade.

It all started in the United States, where Ten Thousand Villages (formerly Self Help Crafts) began buying needlework from Puerto Rico in 1946, and SERRV began to trade with poor communities in the South in the late 1940s. The first formal "Fair Trade" shop which sold these and other items opened in 1958 in the USA.

The earliest traces of Fair Trade in Europe date from the late 1950s when Oxfam UK started to sell crafts made by Chinese refugees in Oxfam shops. In 1964 it created the first Fair Trade Organization. Parallel initiatives were taking place in the Netherlands and in 1967 the importing organization, Fair Trade Original, was established.

At the same time, Dutch third world groups began to sell cane sugar with the message "by buying cane sugar you give people in poor countries a place in the sun of prosperity". These groups went on to sell handicrafts from the South, and in 1969 the first "Third World Shop" opened. World Shops, or Fair Trade shops as they are called in other parts in the world, have played (and still play) a crucial role in the Fair Trade movement. They constitute not only points of sales but are also very active in campaigning and awareness-raising.

During the 1960s and 1970s, Non-Governmental Organizations (NGOs) and socially motivated individuals in many countries in Asia, Africa and Latin America perceived the need for fair marketing organizations which would provide advice, assistance and support to disadvantaged producers. Many such Southern Fair Trade Organizations were established, and links were made with the new organizations in the North. These relationships were based on partnership, dialogue, transparency and respect. The goal was greater equity in international trade.

The growth of Fair Trade (or alternative trade as it was called in the early days) from the late 60s onwards has been associated primarily with development trade. It grew as a response to poverty and sometimes disaster in the South and focused on the marketing of craft products.

Its founders were often the large development and sometimes religious agencies in European countries. Organizations were set up to import goods from progressive countries in the South that were both politically and economically marginalised. (World Trade Fair Organization, 2011)

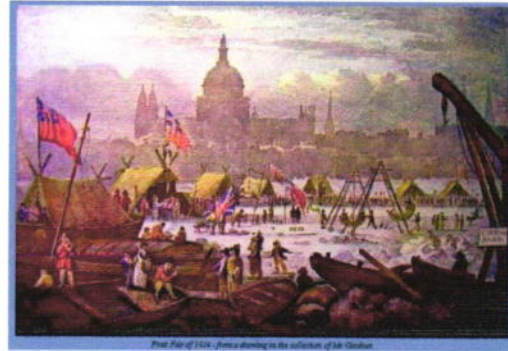


Figure 31: Photos showing old trade fairs in history. Indiana state fair in 1851 (1) and Frost fair at Britain in 1814 (2)

Trade fairs often involve a considerable marketing investment by participating companies. Costs include space rental, design and construction of trade show displays, telecommunications and networking, travel, accommodations, and promotional literature and items to give to attendees. In addition, costs are incurred at the show for services such as electrical, booth cleaning, internet services, and drayage (also known as material handling). Consequently, cities often promote trade shows as a means of economic development. Exhibitors attending the event are required to use an exhibitor manual or online exhibitor manual to order their required services and complete any necessary paperwork such as health and safety declarations. An increasing number of trade fairs are happening online, and these events are called virtual tradeshow. They are increasing in popularity due to their relatively low cost and because there is no need to travel whether you are attending or exhibiting. (wikipedia, 2011)



Figure 32: Photos showing IBM stand during CeBIT 2010 at the Hanover fairground (wikipedia, 2011)

3.9: An overview of Dhaka International Trade Fair

Dhaka International Trade Fair, (DITF) is organized by Export Promotion Bureau and the Ministry of Commerce, Government of Bangladesh usually held at Sher-E-Bangla Nagar in Dhaka west side of Bangabandhu International Conference Centre during January 01-31, every year.

This event projects quality exportable of Bangladesh to the visitors from home and abroad. Visitors from home and abroad can get a chance to show Bangladeshi exportable quality of project in this event. The rural local producer of Bangladesh have a chance to participate in International trade fair will have the opportunity to display their products to the buyer from abroad at this fair. On the other hand, the overseas participants avail opportunity to display their products to the consumer of Bangladesh where domestic market of consumer goods is expanding.

The foreign participants also have the opportunity to display their state-of-the-art technology. Besides, the participants are able to identify business contacts with prospect of entering into subsequent business negotiations. (DITF-EPB website)



Figure 33: Panoramic photos of Dhaka International Trade Fair in Sher-e-bangla Nagar (Rahman, 2013)



Figure 34: Image showing logos of DITF Product Stalls and Pavilions (DITF-EPB website)

CHAPTER 04:

CONTEXTUAL ANALYSIS

4.1: Connecting road network with Dhaka city and Tongi:

The site at Purbachal has one major road in front of it which is connected to the Dhaka city bypass road towards North of the site and to the 300 ft wide Purbachal Link Road towards South of the site. The bypass road connects the site location to Tongi which lies in the outskirts of Dhaka city.

The 300 ft wide Purbachal link road is connected to National Highway and stretches towards Dhaka city at West portion of the site. The Purbachal link road connects with Progoti shoroni and runs through the North of Dhaka City.



Figure 35: Map showing connecting road network of Purbachal with Dhaka city and Tongi (Rahman, 2013)

4.2: Infrastructural network with Dhaka city:

Purbachal will be linked with 8(eight) lane wide express way from the Airport Road/Progoti Swarani crossing .The distance is only 6.8 km. The express highway is a channel coming from Kuril Flyover intersection which is to be built in near future and runs through Purbachal Link Roadway and meets with Kanchan Bridge over Shitalakhshya River close to the site.



Figure 36: Map showing future connection of Purbachal Link Road with Kuril flyover (source: Google Earth)



Figure 37: Map showing future connection of Purbachal Link Road with Kuril flyover and Kanchan Bridge (source: Google Earth)

4.3: Water body network with Dhaka city:

Purbachal has two major river named Balu and Shitalakhshya in two of its side. There is a possibility of channeling the proposed internal water network of Purbachal with these two rivers. Besides, The Shitalakhshya lies close to the site and both Balu River and The Shitalakhshya run to the South of Purbachal and eventually meets with the internal water body network of Dhaka City. Thus, a future connection with Dhaka's water body network with the water bodies lying inside and beside Purbachal can be predicted.



Figure 38: Map showing Purbachal's future connection of water network with Dhaka city (Rahman, 2013)

CHAPTER 05:

CASE STUDIES

5.1: Parque das Nações, Lisbon (EXPO 98)

5.1.1: Key aspects of the project:

| | |
|------------------------|---|
| Project Name | Parque das Nações |
| Client | Parque EXPO |
| Site Area | 340 hectares |
| Starting Time | 1993 |
| Conclusion Time | 2007 |
| Type of Project | Environment, Urban Development, Territory |
| Current stage | Project Management |
| Location | Parque das Nações - Lisbon |

5.1.2: Background of the project:

Predictably, the Parque das Nações area in Lisbon, which was the workplace for many, deteriorated and the typical urban blight settled in. Buildings were left vacant and susceptible to squatters and easy targets for vandalism. Roads decayed, people disappeared.

As the conditions deteriorated so did the area's relationship with the rest of Lisbon. The sector became "disconnected" from Lisbon, causing an urban segmentation fought by the city for many years as embroiled politicians continually argued over the fate of the area.



Figure 39: Image showing Parque Das Nacoes before Expo 98 interventions (source: Parque Expo)

5.1.3: Plan of Existing Land Use and major nodes before intervention:

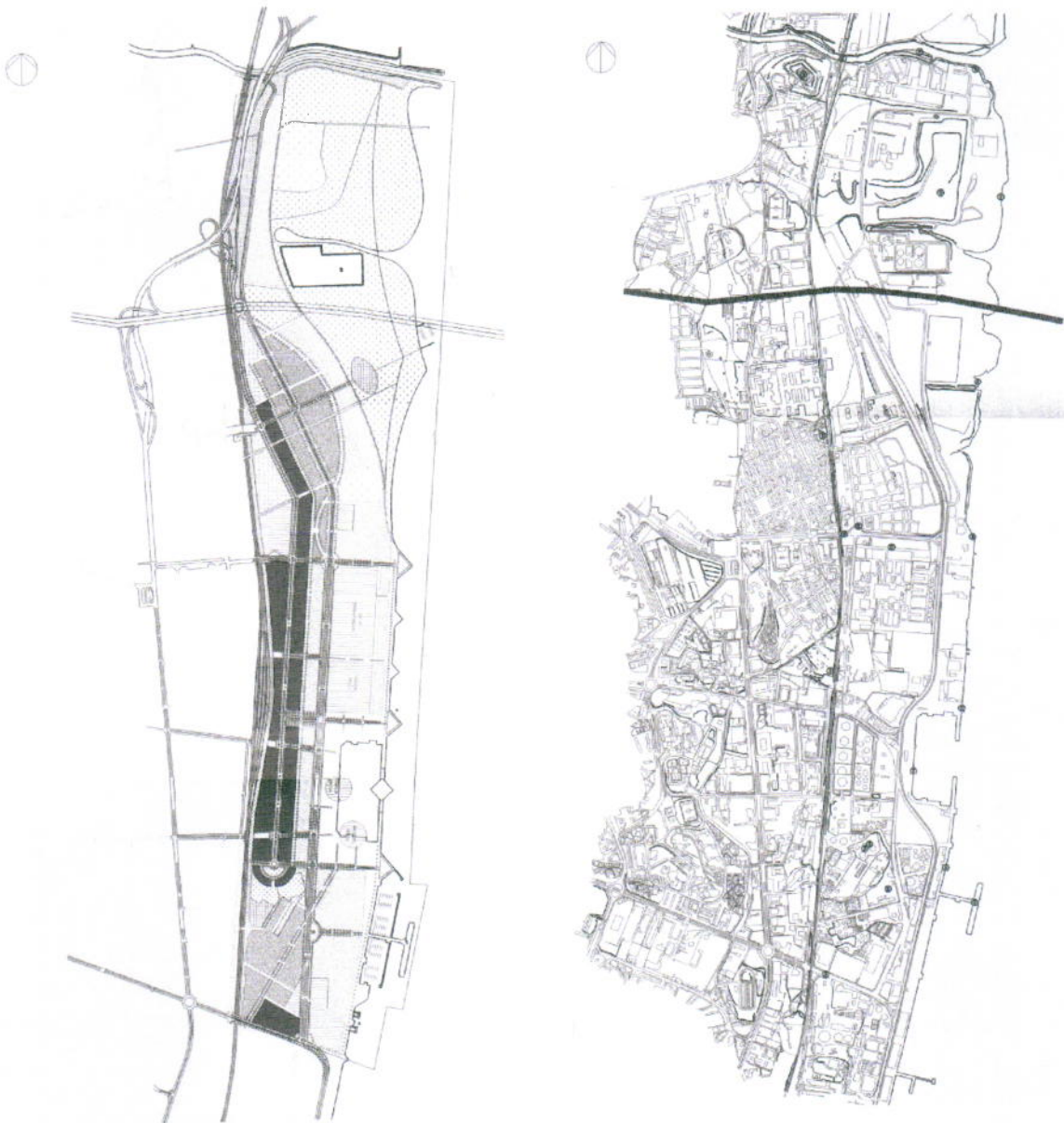


Figure 40, 41: Map showing landuse history of Parque Das Nacoes and major nodes before intervention (source: Parque Expo)

5.1.4: Located spots for intervention:



Figure 42: Map showing major spots for intervention (source: Parque Expo)

5.1.5: Preliminary urbanization and physical development study:

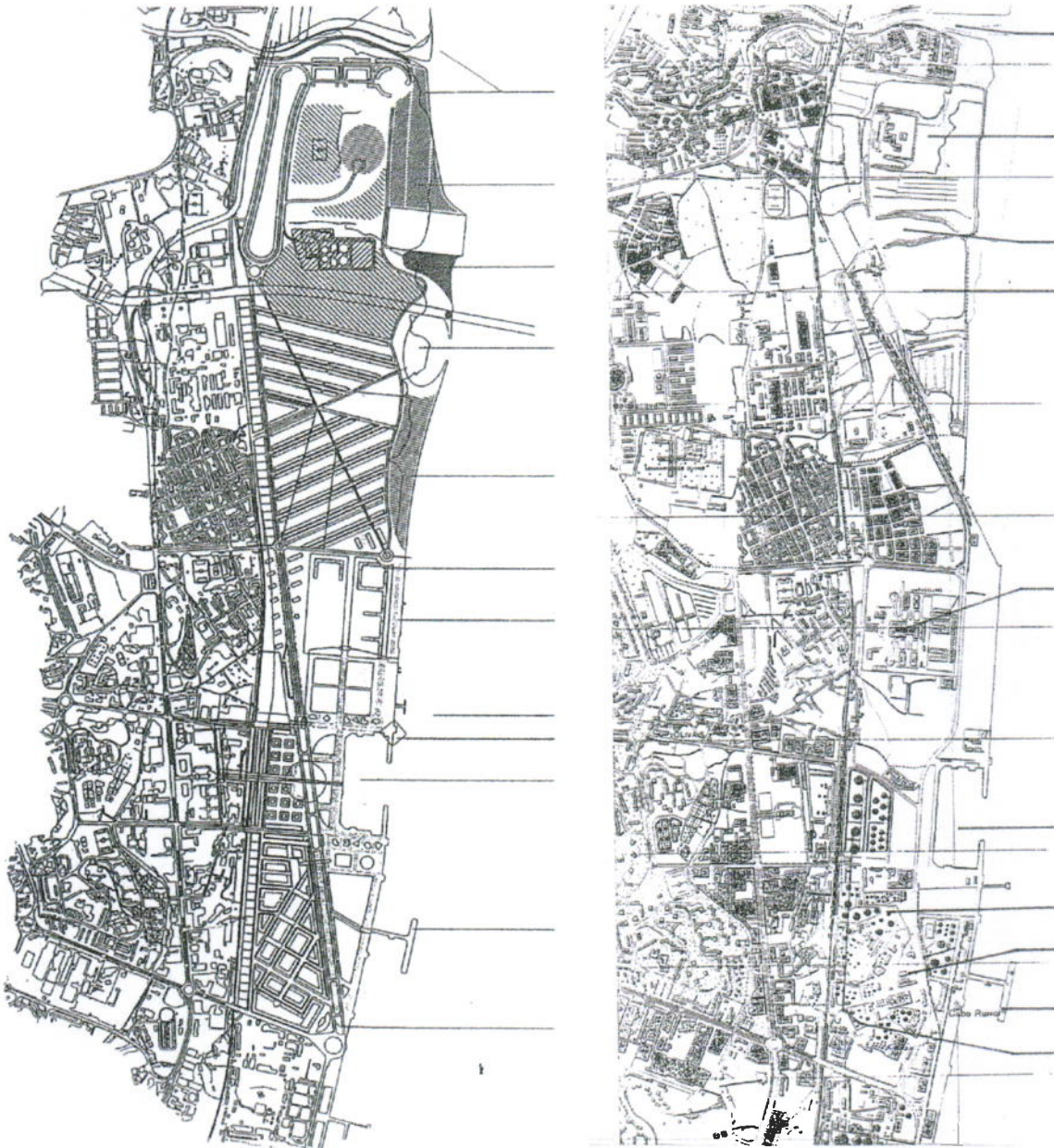


Figure 43, 44: Map showing preliminary urbanization and physical development (source: Parque Expo)

5.1.6: Urban development and Architectural Interventions at site for Expo 98:

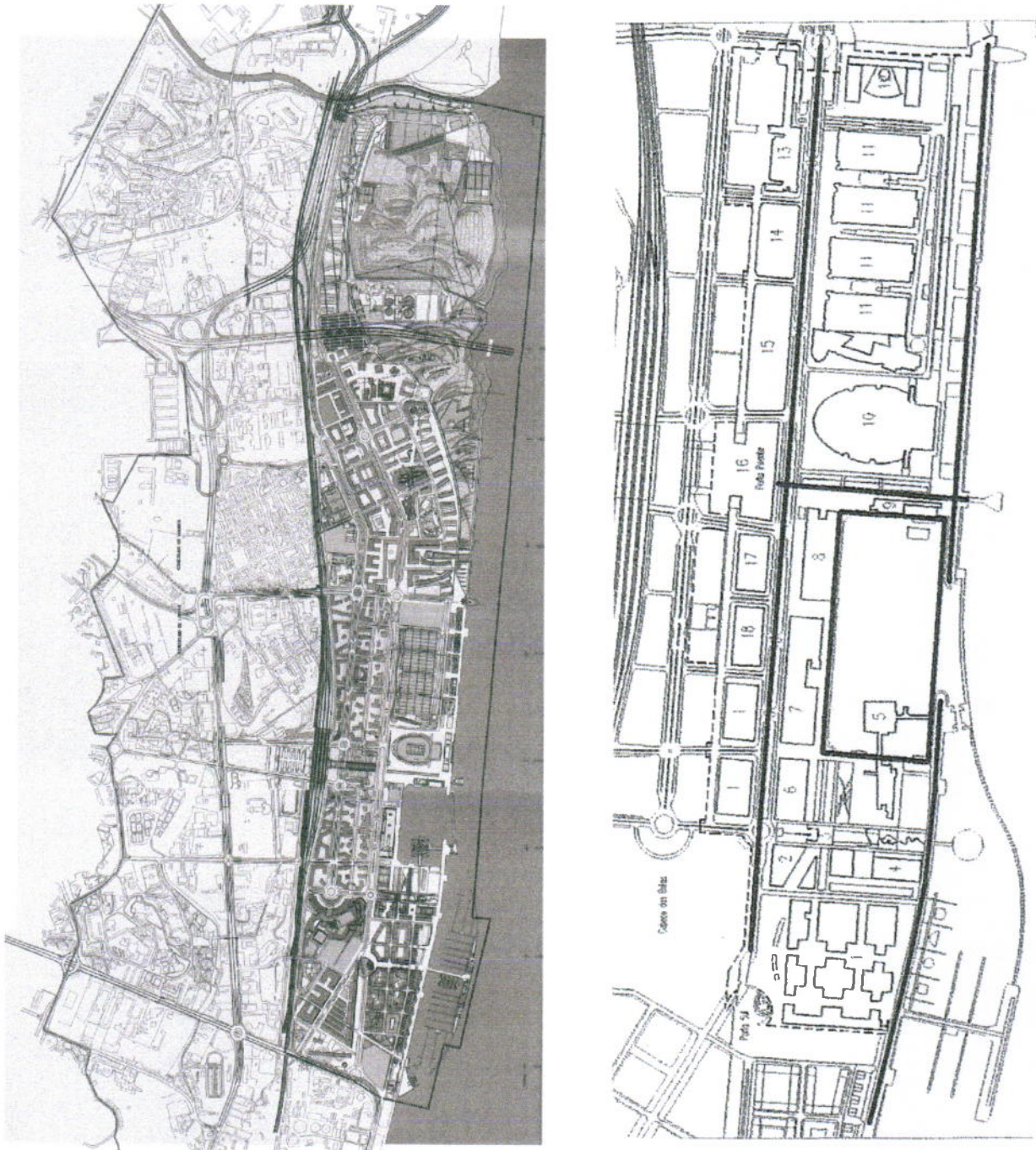
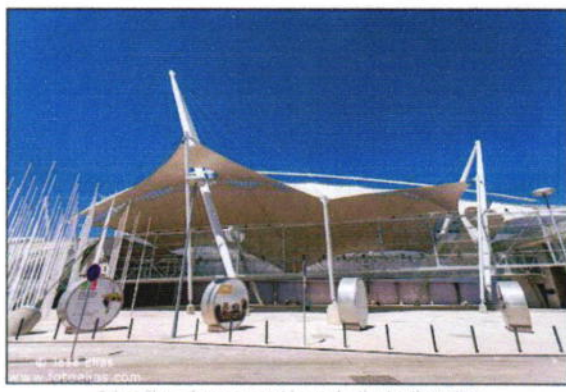


Figure 45, 46: Map showing Urban development and Architectural Interventions for Expo 98 event (source: Parque Expo)

5.1.10: Photographs of the project site after intervention during Expo 98:



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Figure 52: Photos showing image after intervention during Expo 98 at Parque Das Nacoes (source: Parque Expo)

5.1.11: Key findings from the project:

- Successful in developing the urban destination i.e. the overall urban morphological change of the Parque Das Nacoes has contributed to push the city as a whole towards a **futuristic positive development**.
- The arrangement of major functional buildings follows a strong spatial axis along The Orient Station and Vasco Da Gama Mall which creates a **hierarchy of space**.
- The physical feature of the buildings developed in the Expo Zone resembles an **iconic quality of Architecture** with respect to building form, use of material and technology which is appreciable.
- The interventions in the Expo Zone create an atmosphere of **public realm** with surrounding **green spaces** and **pedestrian network**.
- The architectural intervention executed in the exposition fair complex creates a domino effect towards **positive and complimenting urban growth of the surrounding land use**.
- The project generates a sense of **urban regeneration** through developing the waterfront area and promoting ancillary public facilities.
- On the whole, the project greatly contributes to symbolize the city of Lisbon for a **brand identity** through the experiment of spaces and forms and the overall creation of a positive **impact of the event**.

5.2: Milan Trade Fair Complex, Italy

5.2.1: Key aspects of the project:

Project Name: Milan Trade Fair Complex

Architect: Massimiliano e Doriana Fuksas

Client: Fondazione Fiera Milano

Total area: 2.000.000 sq m

Building area: 1.000.000 sq m

5.2.2: Description of the project:

In an effort to attract large-scale world-class conventions and exhibitions, the city of Milan embarked on an ambitious plan to build a \$700 million trade show complex. Massimiliano Fuksas was engaged to bring to life a new design that would house exhibition halls, auditoriums, conference rooms, restaurants and cafes, meeting halls, and office spaces for the Fiera administration. What would emerge from the recently reclaimed brownfields was a Fiera that covers 2.1 million square feet and stretches nearly a mile.

While astonishingly epic in scale, it does attempt to instill the intimacy of traditional Italian built environments through the covered central walkway – which blends the much more pedestrian friendly aspects of the Fiera into a scale easily experienced and understood.

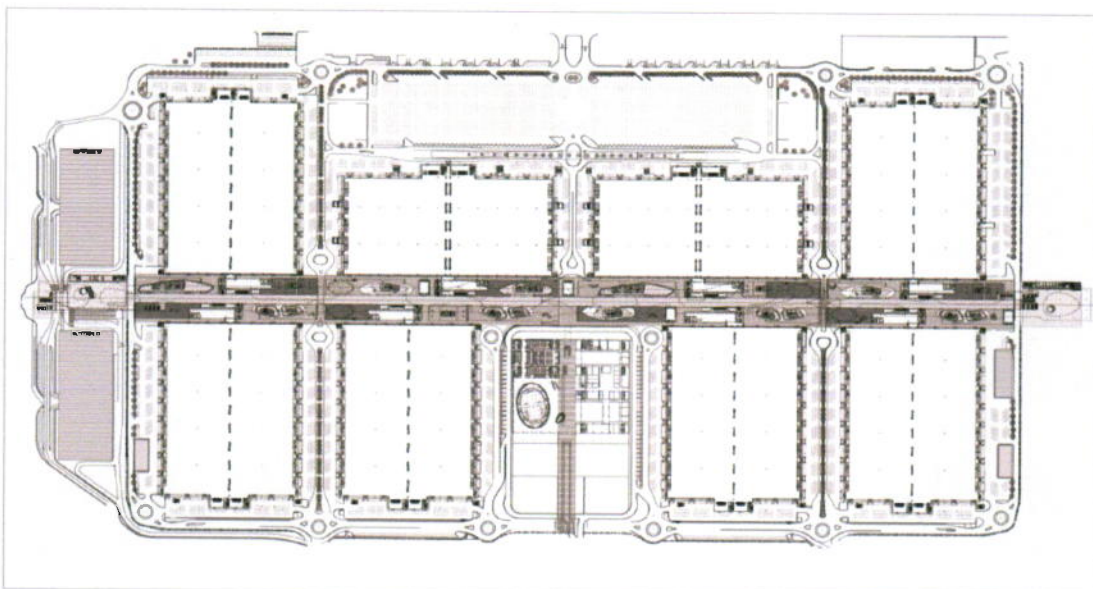


Figure 53: Floor Plan (source: Studio Fuksas Website)

5.2.3: Drawings of the complex:

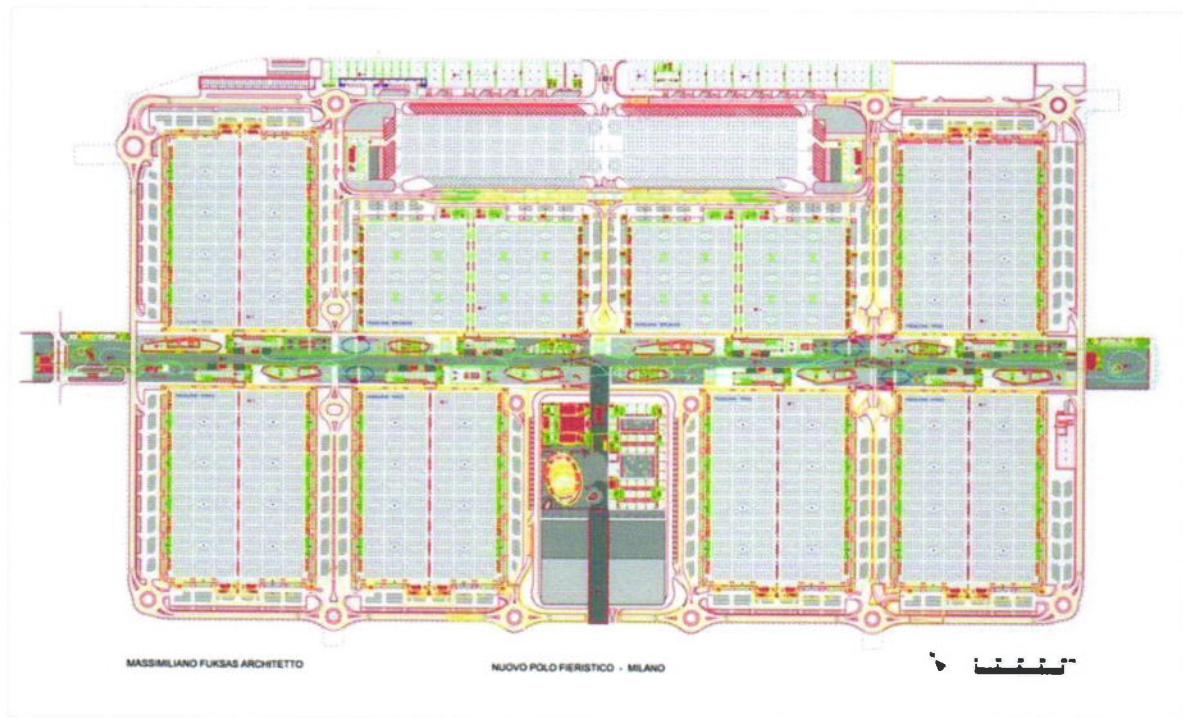


Figure 54: Masterplan showing rendered spaces (source: Studio Fuksas Website)

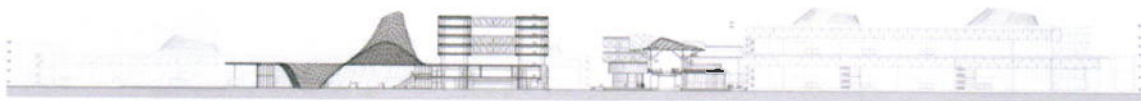


Figure 55: Section of the complex (source: Studio Fuksas Website)

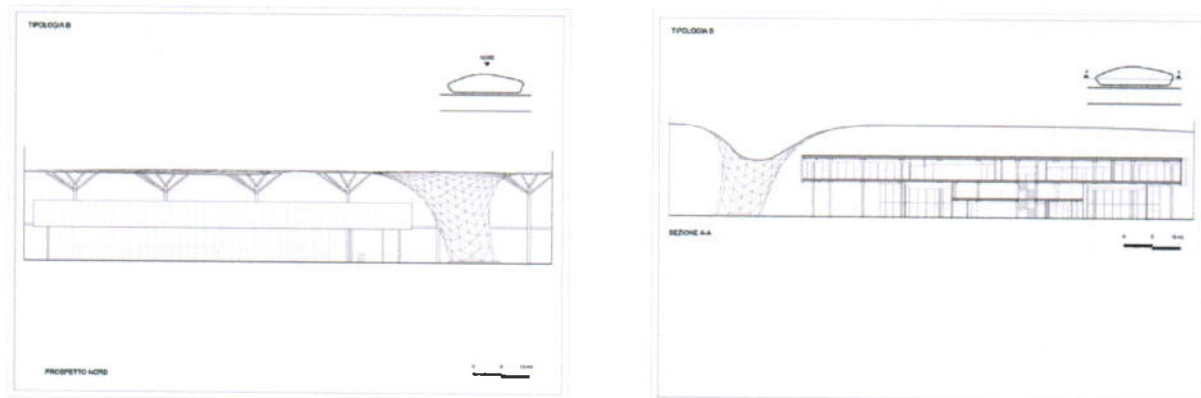


Figure 56, 57: North View and Section of Typology BB (source: Studio Fuksas Website)

5.2.4: Architectural overview:

Fuksas dealt with the expansiveness of the 8 separate structures by orienting them inwards towards the central spine covered with a glass canopy that functions akin to that of a central street. In order to demarcate the various functions of the buildings, the exhibition halls have orange facades facing towards the canopy, the restaurants and cafes that line the open air corridor feature curvilinear facades and stand on pillars, the meeting halls feature stainless steel cladding and hover at walkway height, and the office spaces are contained within glass boxes that line the walkway.

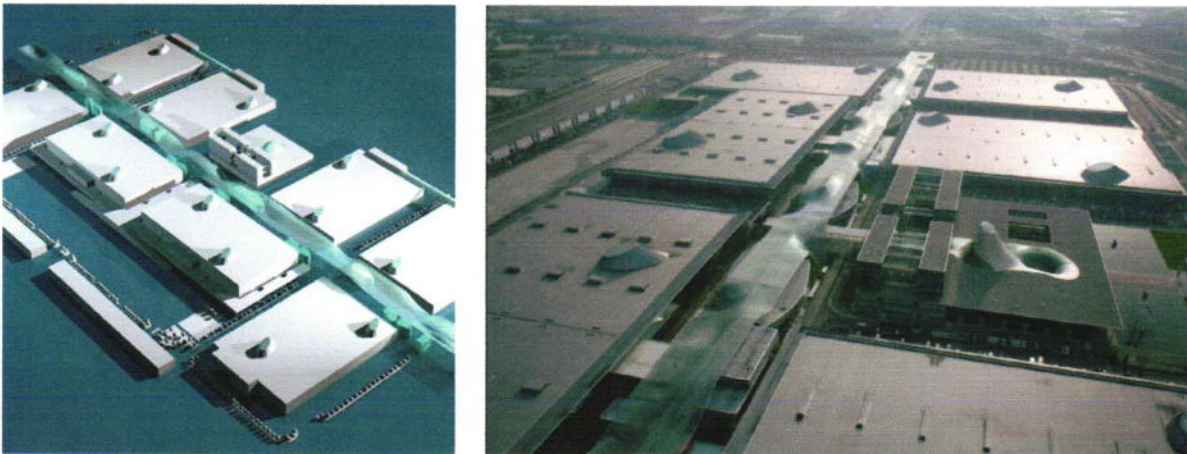


Figure 58, 59: Bird's eye view of the complex in 3d. Image showing similar view (source: Studio Fuksas Website)

5.2.5: Study of structure:

While the canopy itself is freestanding, it floats over portions of the roofs of the adjacent rectilinear buildings and dramatically swoops down to the ground level in parabolic vortex fashion, defying the traditional archetypal conception of a canopy. Running a length of 4265 feet, the flat portions utilize rhomboidal glazing panes, while the doubly curved sections utilize triangular panes to efficiently achieve the free-form shape. Structure consists of tree-like columns of circular profile HSS (with two inner branches accommodating roof drainage) that were prefabricated off site.

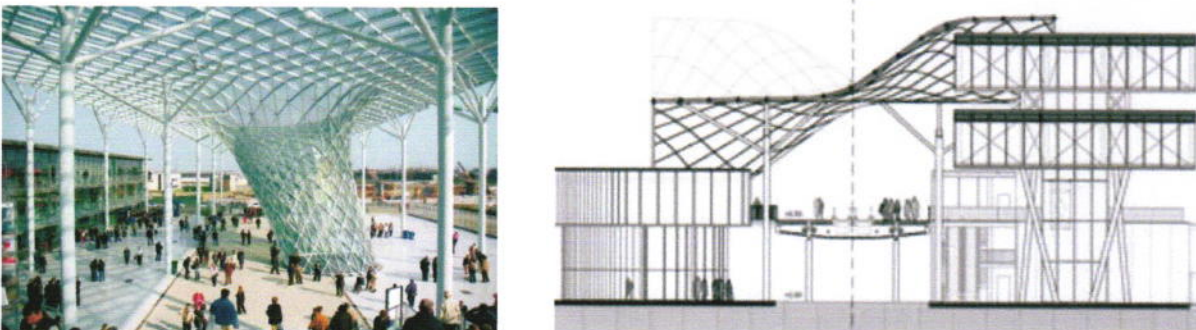


Figure 60, 61: Image showing view of glass canopy inside the complex. Partial section of the space with canopy (source: Studio Fuksas Website)

5.2.6: Photographs of the project:

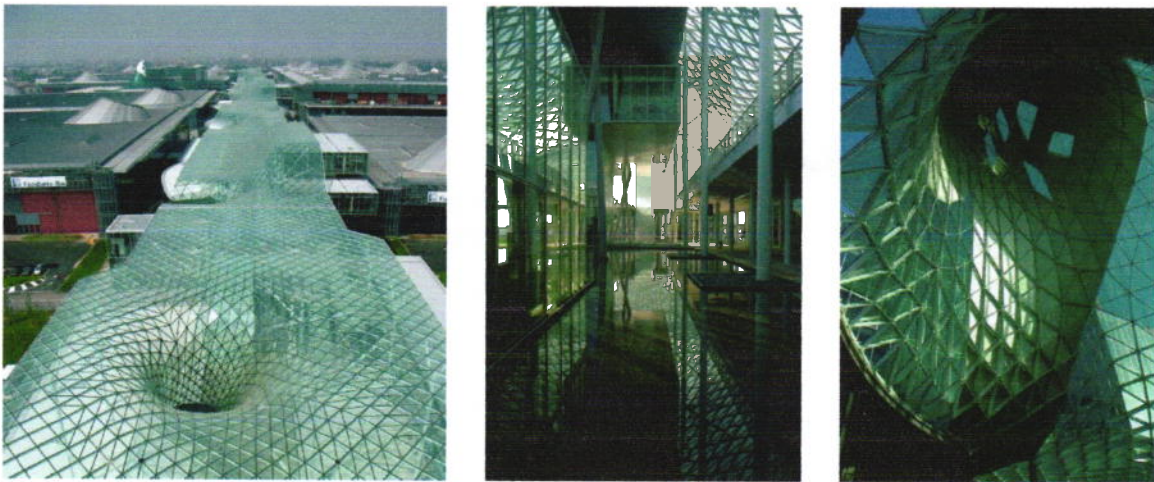


Figure 62, 63: Image showing view of glass canopy inside and outside the complex. (source: Studio Fuksas Website)



Figure 64, 65, 66, 67: Image showing the spaces inside the complex and the aerial view of it (source: Studio Fuksas Website)

5.2.7: Key Findings of the project:

- The trade fair complex is made of eight big monoplanar and biplanar pavilions that, together, make a gross expositive surface.
- The buildings have got different functions (services, snack points, offices, hotel, commercial gallery, receptions of the pavilions, smaller expositive spaces) that the trade fair complex remain sustainable even after the event is over.
- The placement of the buildings on the central axis is on different surfaces among water pools, green areas and epoxy resin floorings.
- Close to the Congress Centre, in the central point of the veil, made of glass which creates an unconventional contemporary of the building complex.
- Massimiliano garnered inspiration from the intrinsic elements of the surrounding landscape. The concept was further refined through numerous iterations within the digital realm, which played a critical role in maintaining the continuity of the original sculptural sketch/model.
- Dynamic structure for the central pathway.
- A central pathway shaded with a glass canopy which works as a vista to circulate towards the whole area.
- Interesting interior spaces in the central pathway
- Height of the central pathway is 121' which greets a huge amount of pedestrians.

5.3: Bangabandhu International Conference Centre (BICC), Dhaka, Bangladesh

5.3.1: Overview of the project:

Bangabandhu International Conference Centre is Bangladesh's only international convention center, the BICC has always surpassed everyone's expectations by bringing the highest number of business interactions while conducting notable events, conferences, seminars, corporate shows, product launches and meetings.

5.3.2: Drawings of the project:

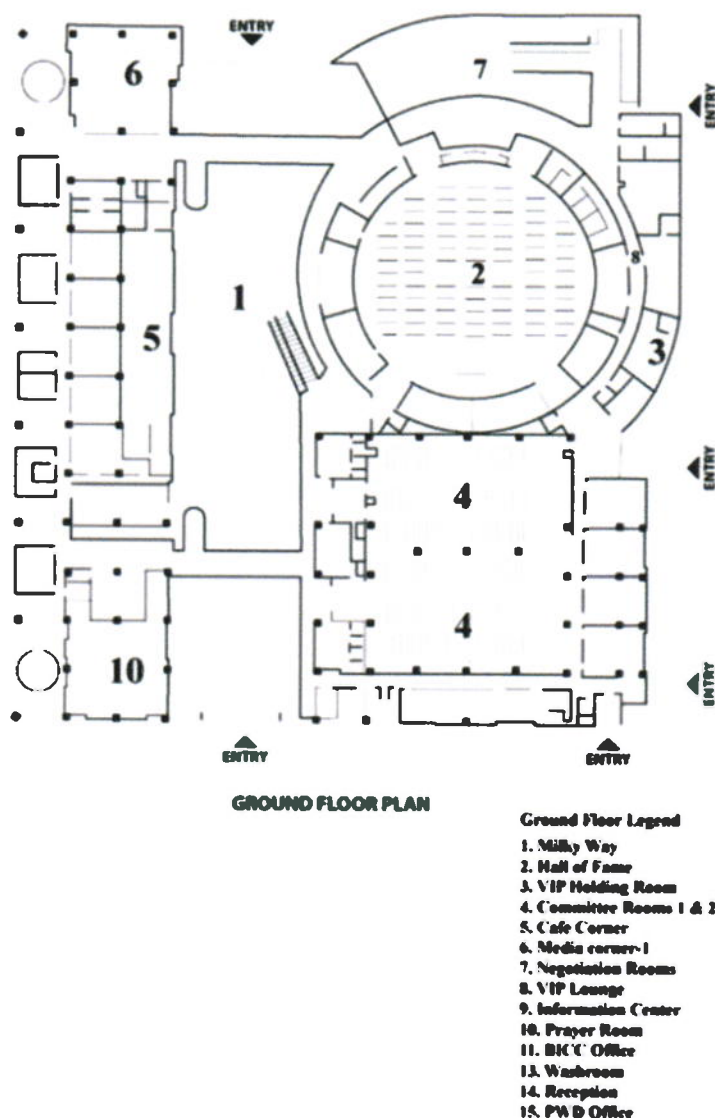
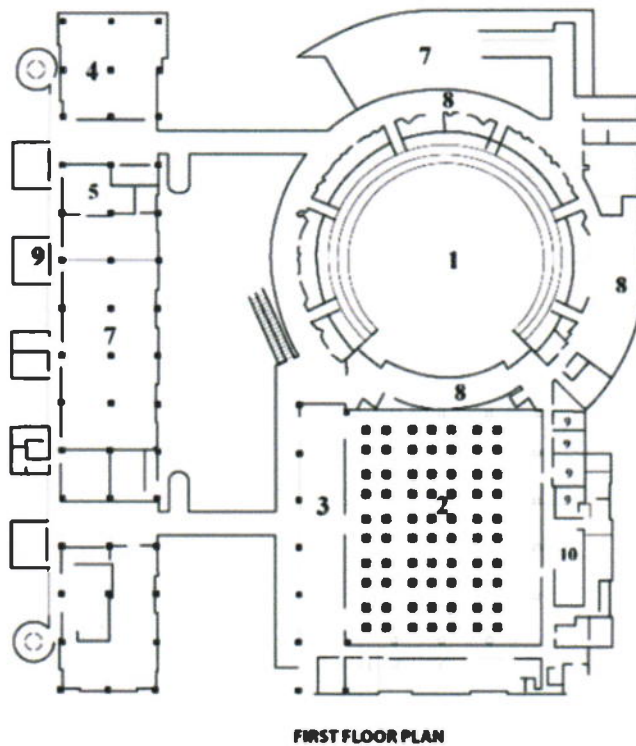


Figure 68: Ground Floor Plan of BICC showing various programs (source: BICC website)



- First Floor Legend**
1. Hall of Fame
 2. Celebrity
 3. Celebrity Lobby
 4. Media Center-2
 5. Staff Cafeteria
 7. Hall of Fame lobby
 8. Gallery Access
 9. Green Room
 10. Kitchen

Figure 69: First Floor Plan of BICC showing various programs (source: BICC website)

5.3.4: Program Analysis:

Milky way

The 'Milky Way' with its large open space and ground terrace is ideal to hold large conventions, fairs, expo, etc. Convention or exhibition, anything that involves a huge number of visitors, can be adequately accommodated in this large open space. The big space with a natural inflow of air and easy elevation to the Celebrity by escalator makes it the perfect setting for any kind of public event.

Size in feet 344 x 76, Sq feet 26,144.

Hall of fame

From State programs to music concerts, BICC Hall of Fame is ideal to host large scale events. A circular dome with dazzling lighting and seating arrangement reminds a gala

concert in a broad way theatre. The spacious Hall of Fame lobby portrays the beauty of a 21st century auditorium of Bangladesh.

Size in feet 12\$ Dia. 12,265 Sq feet. Theater 2000. Round Table 650. Reception 1500 and 136 x 69 Lobby.

Carnival & Harmony

The versatile 'Carnival' & 'Harmony' consist of two identical halls. 450 people in theatre style or 350 people in round table style can be accommodated for a conference or seminar in both the halls. It can also complement as the auxiliary venues to Milky Way to hold big fair, expo or convention. Any sort of dinner function is possible at this posh venue.

Size in feet 100 x 64,6,400 Sq feet, Theater 450, Class Room 270, Round Table 350, and Reception 400.

Celebrity

The 'Celebrity' is the epicenter, a unique and purpose built architecture. The superb and spacious Celebrity has the world class amenities. This grand hall with its beautiful chandelier is suitable for dinners, parties, seminars, corporate get-togethers or any grand occasion. A complete kitchen facility is also available.

Size in feet 122 x 98, Sq feet 8,625, Theater 1200, Round Table 1000 and Reception 1200.

Legendary, Eternity, Elegant & Milestone

In business you never get what you deserve; you get what you negotiate for. Negotiation requires cool nerve and the BTCC 'Legendary, Eternity, Milestone & Elegant' give you that fresh and soothing feeling of a place where you can rediscover the strength of your mind. We have created an ambiance in all 4 meeting rooms i.e. Legendary, Eternity, Milestone and Elegant that makes your mind speak.

Size in feet 29 x 25, Sq feet 740, Rectangular 42.

Media Bazaar & Windy Town

The amenities of international standard media meetings with all significant facilities are available on both the venues. Bright lighting with sound facilities and special podium will elevate your media meet to a new height. It can also be used for small parties, get-togethers, cocktails etc.

Size in feet 68 x 51, Sq feet 3,468, Theater 200, Round Table 150 and Reception 200.

Green View & Executive Lounge

The BICC Green View & Executive Lounge room has a capacity of accommodating around 120 people for meetings, business discussions, get-togethers etc. The green environment on the way to Green View & Executive Lounge touches the heart with freshness. It is ideal to cater for VIP guests, business executives etc.

Size in feet 344 x 76, Sq feet 26,144. (approximately)

5.3.5: Overview of the building complex and its structure:

This modern convention center is surrounded by a spacious parking area, lawn, garden and musical fountain. The elevated roof and massive structure makes any event grand at its premises.

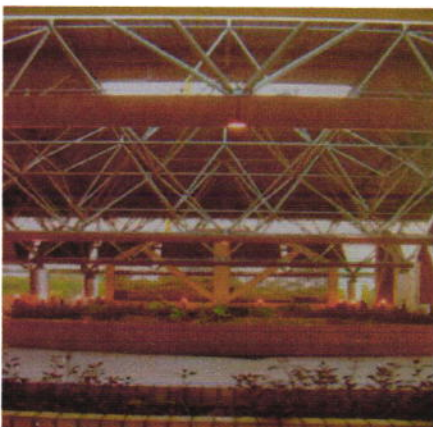


Figure 70, 71, 72, 73: Photos showing structure and spaces (source: BICC website)

5.3.6: Key findings of the project:

- Smart elevation treatment with glass and brick façade
- Truss system in roof gives another good view
- Free flow of function in planning
- Even a simple form can be turned in to a spectacular architecture
- Interesting interior spaces
- Use of natural light and ventilation during daytime which saves energy and makes it efficient

5.4: City Internationale, Lyon, France

5.4.1: Overview of the project:

Between the Rhône and the Tête d'Or park, one of the largest urban parks in France, the Cité internationale (International City) was designed by big names: the Italian architect Renzo Piano and landscape architect Michel Corajoud. Its architectural footprint and its location in a high quality natural environment make it one of the most beautiful business locations in all of Lyon.

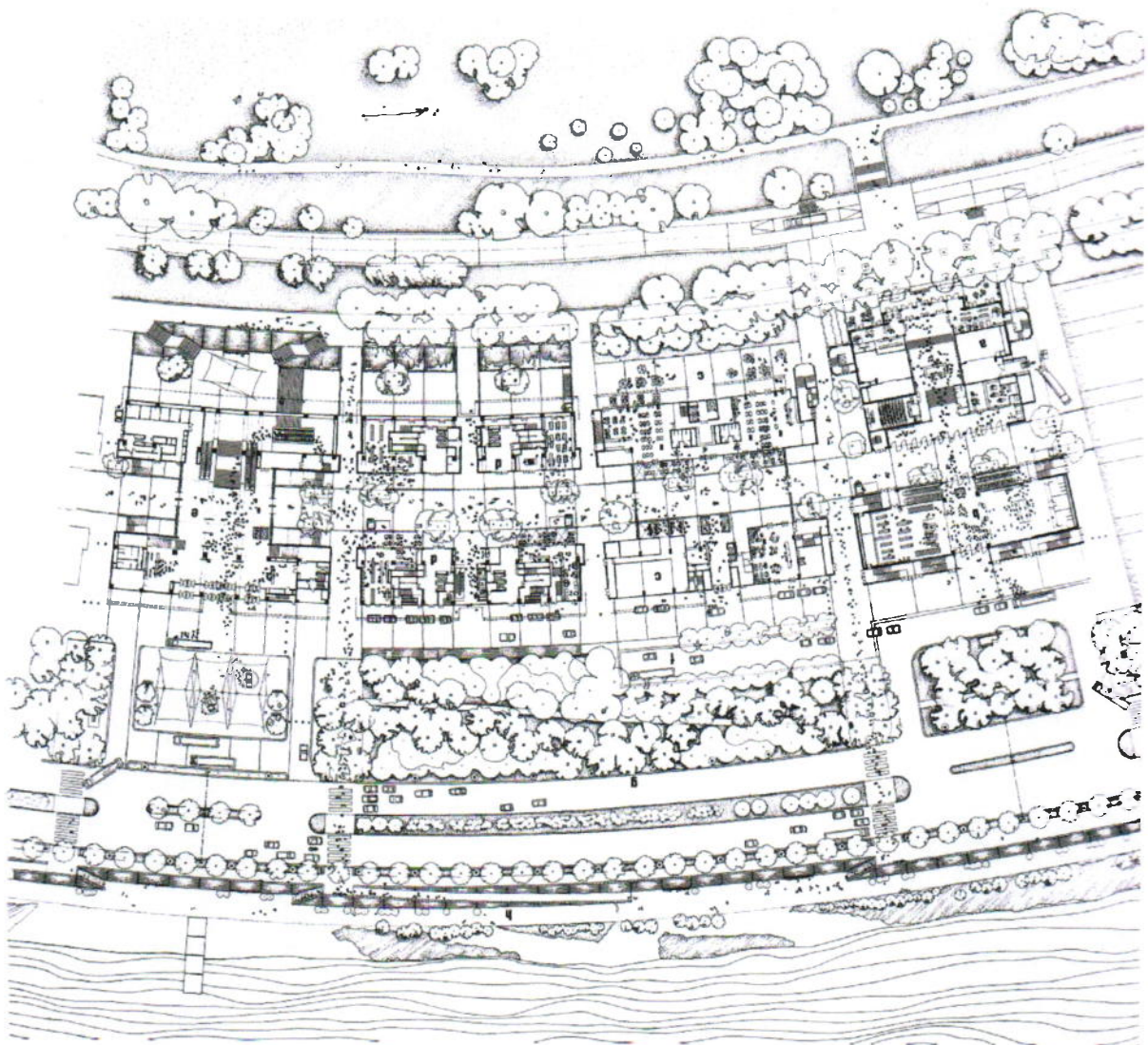


Figure 74: Ground Floor Plan (Renzo Piano building Workshop Book, Volume 3)

5.4.2: Location and Context study:

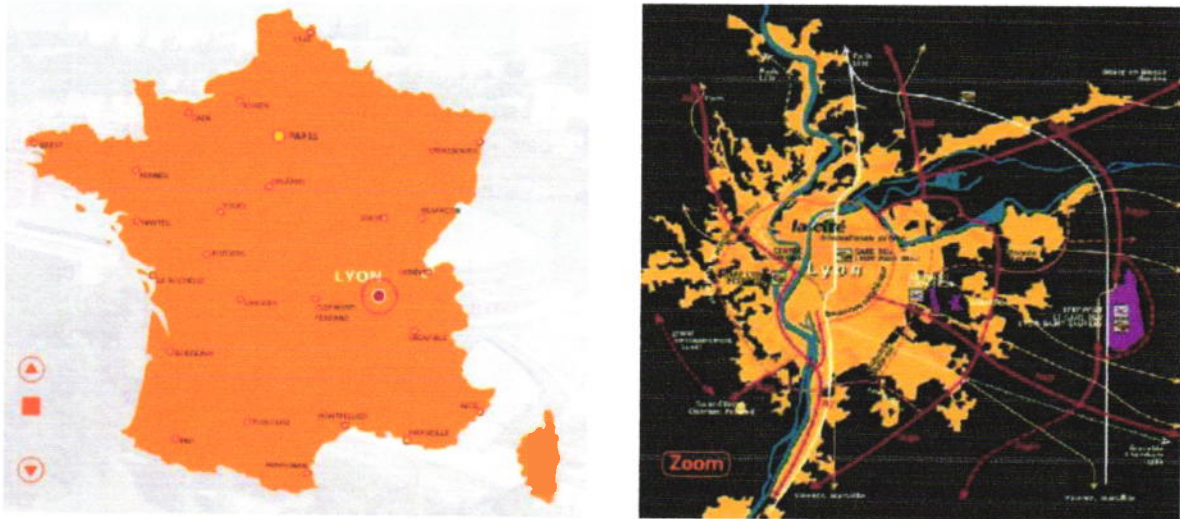


Figure 75, 76: Location Map of Lyon in France. Map showing road network and transport connections (Cite Internationale web resource)



Figure 77: Location Map of Lyon in France during competition phase of the project (Cite Internationale web resource)



Figure 78: Location Plan_Phase 1 (Renzo Piano building Workshop Book, Volume 3)

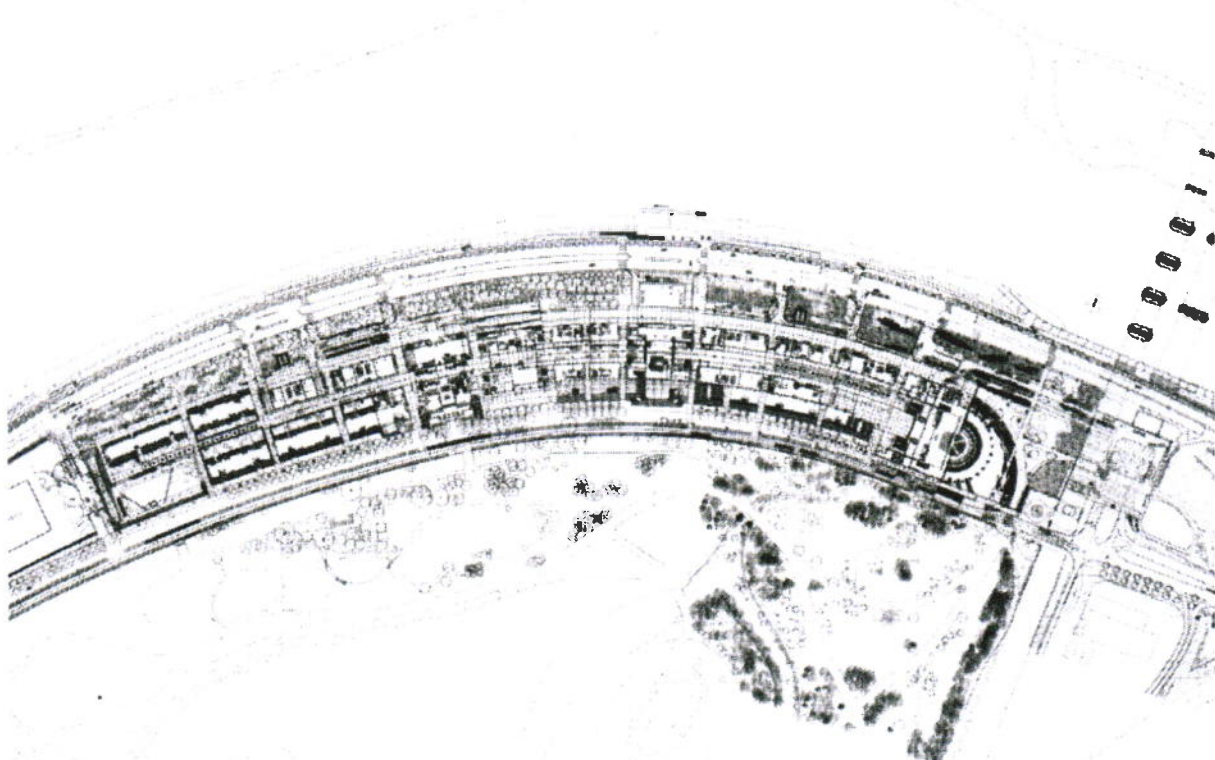


Figure 79: Masterplan of the complex (Renzo Piano building Workshop Book, Volume 3)

5.4.3: Landscape and waterfront:

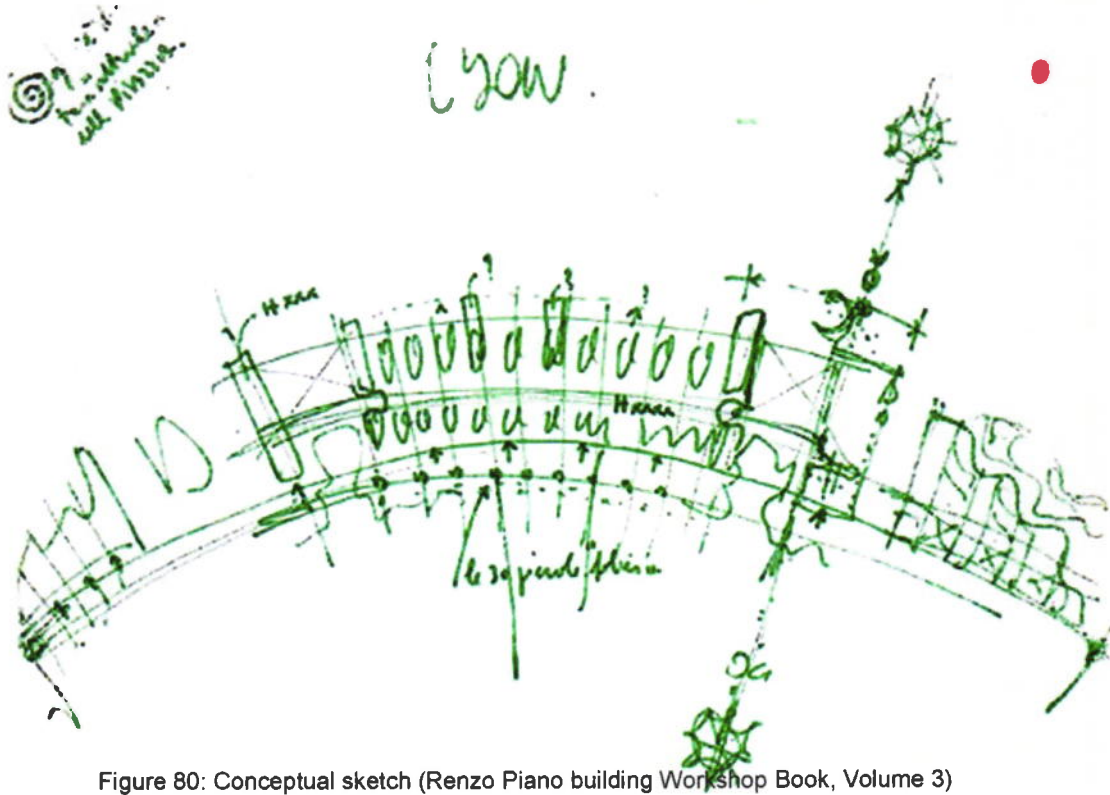


Figure 80: Conceptual sketch (Renzo Piano building Workshop Book, Volume 3)

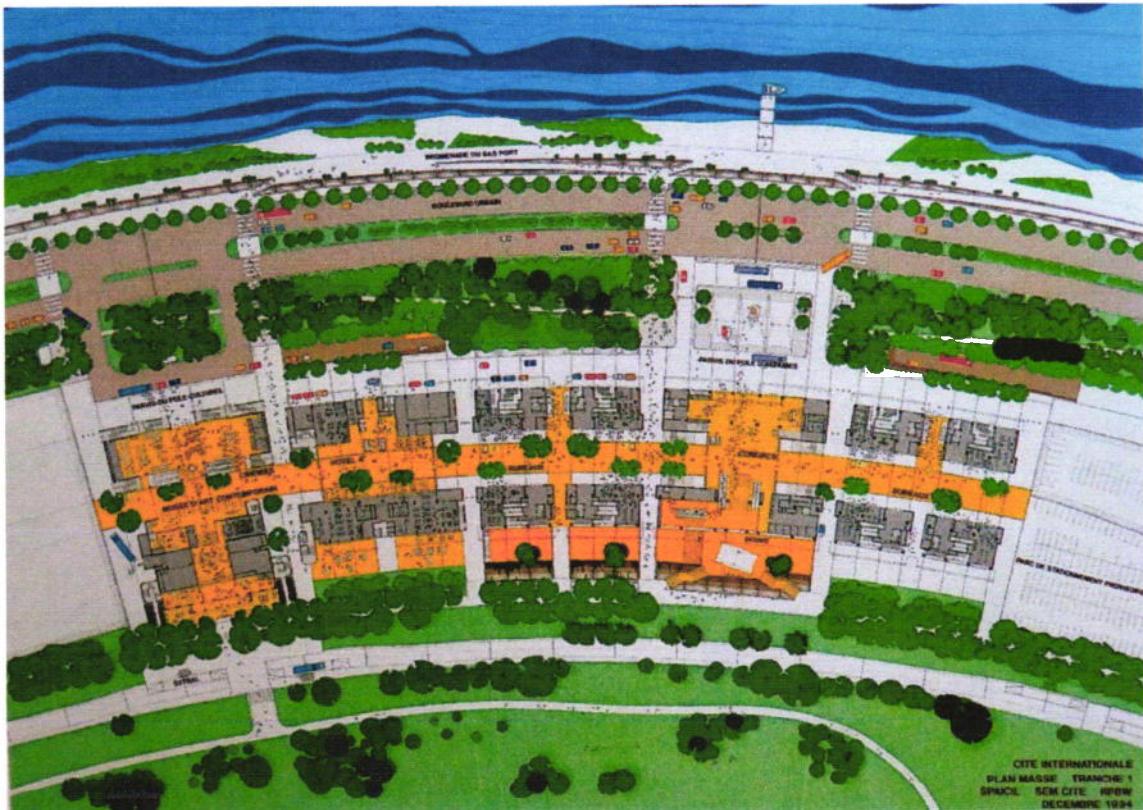


Figure 81: Landscape consideration in masterplan (Renzo Piano building Workshop Book, Volume 3)

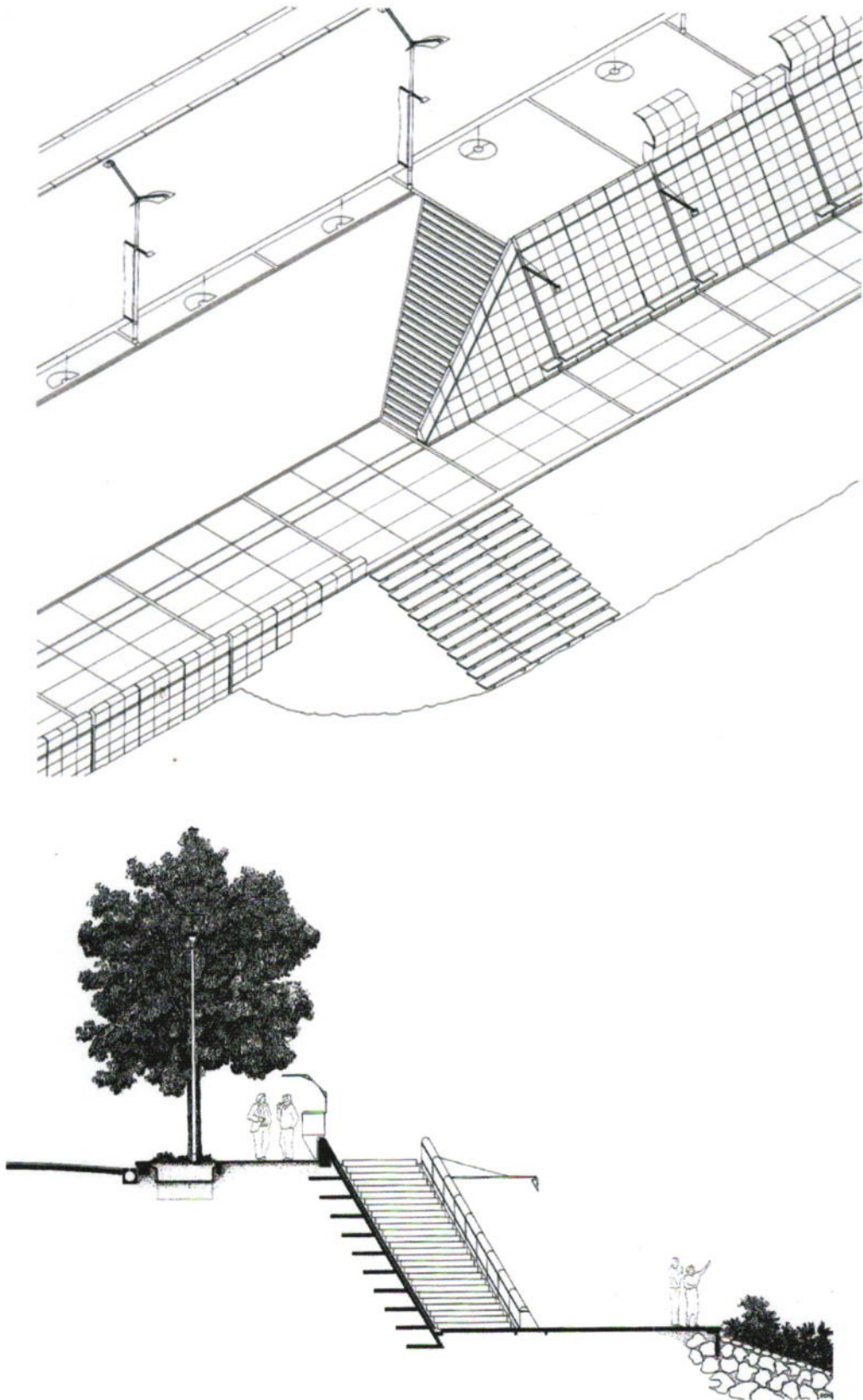


Figure 82: Landscape details in axono and section for waterfront

(Renzo Piano building Workshop Book, Volume 3)

5.4.4: Program development of the project:

The whole was coordinated by Renzo Piano, around a semi-pedestrian indoor pool. The development of the site is since 1995:

the convention center (15,000 m²), completed in June 1995;

great forum, 2000 places;

Light auditorium, 880 seats;

Pasteur auditorium, 300 seats;

four houses offices (15,000 m²), completed in autumn 1995;

outdoor spaces and park (17 ha), completed in 1995/1996;

parking, seating 1150, completed in June 1995;

Musée d'art contemporanéité de Lyon (3000 m²), completed in December 1995

UGC Internationale (7000 m²), completed in 1997 (14 rooms for a total of 3000 seats);

Hilton Lyon (21,000 m²), completed in 1999;

Casino Pharaoh, the group Partouche, launched 31 March 2004;

offices (16,000 m²), completed in 2005;

extension of the congress ended in June 2006;

The amphitheater seats 3,000;

new forums 4000 m².

Hotel de la Cite Concorde, completed in 2006.

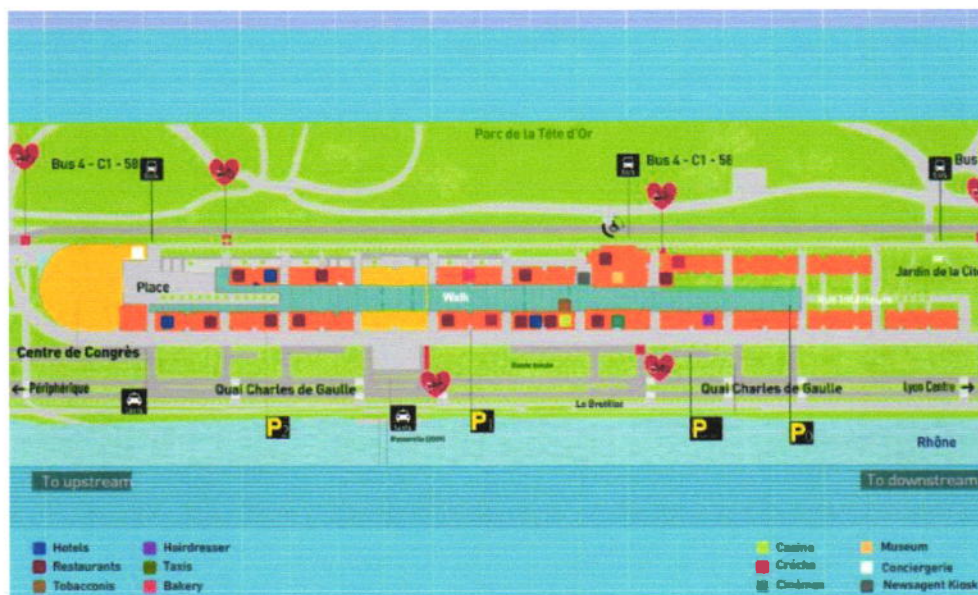



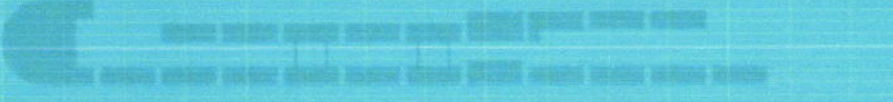




Figure 83: Practical Information Map for Programs (Cite Internationale)

5.4.5: History of the Project:

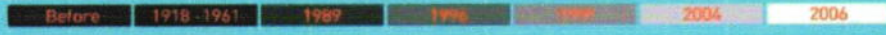





Before

| INFOS |



1918 - 1961

| INFOS |





1989

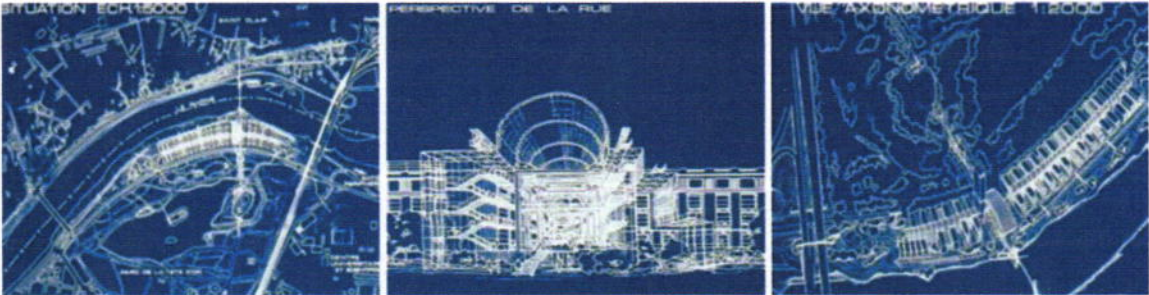
| INFOS |

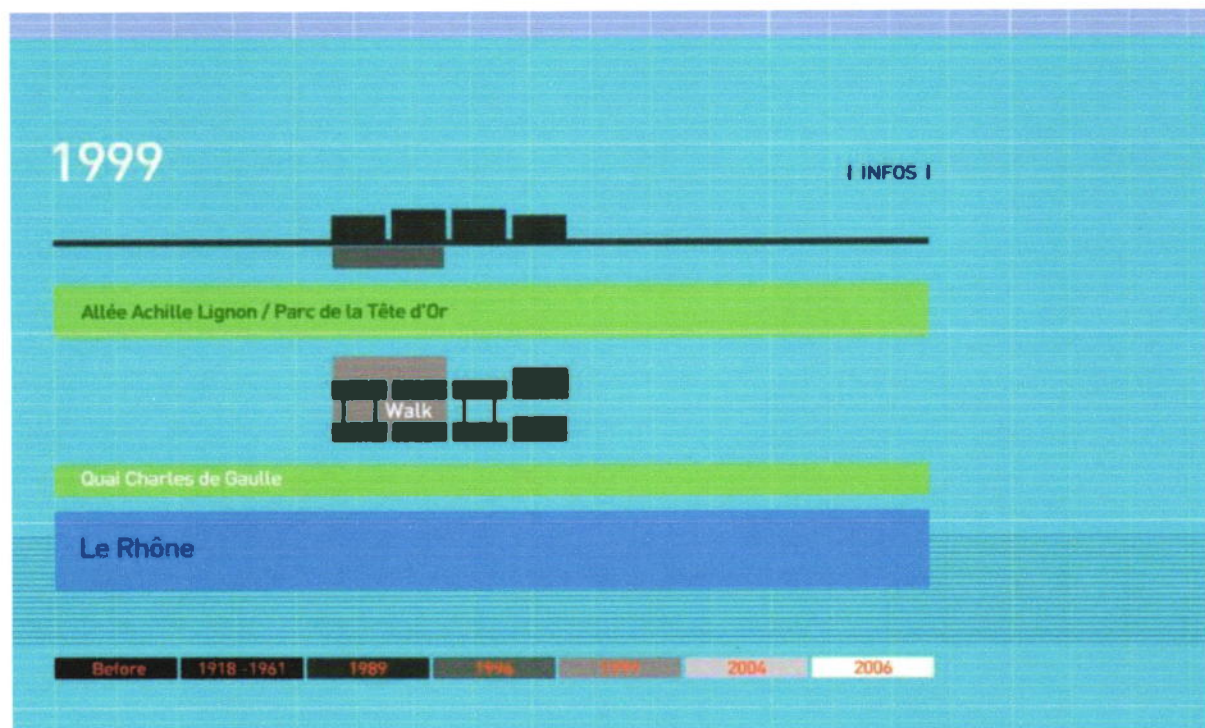
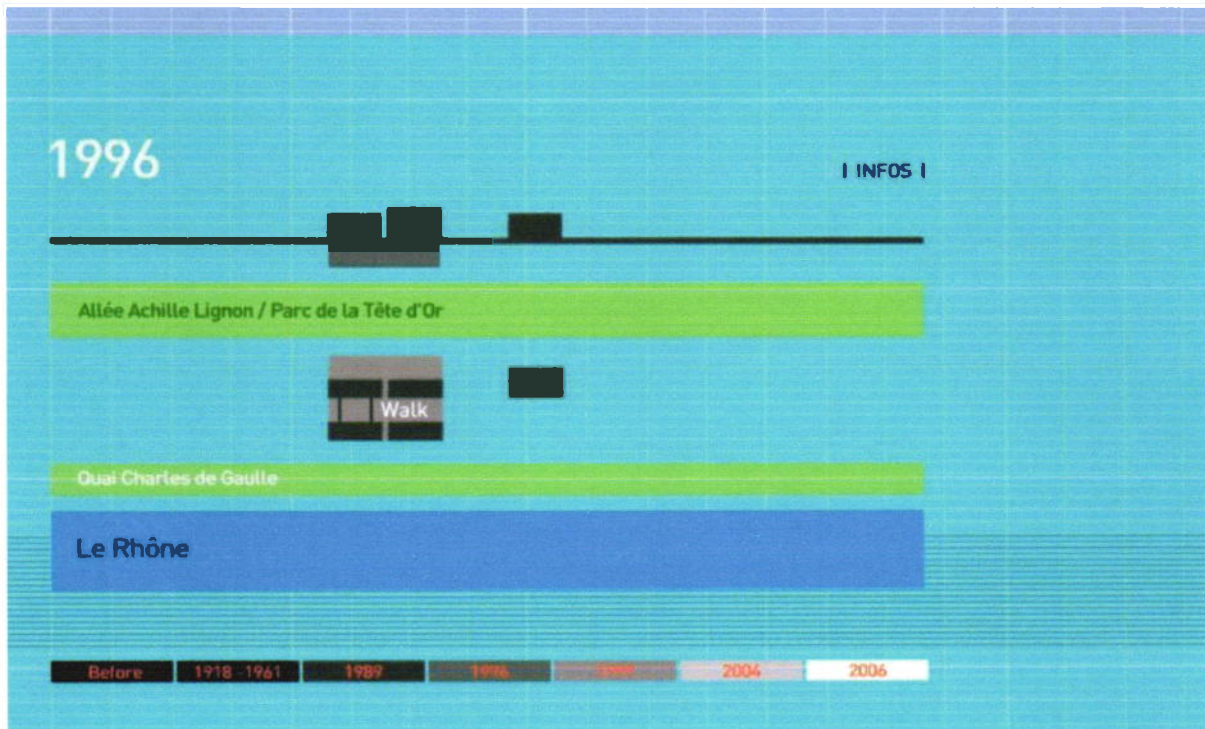
Parc de la Tête d'Or

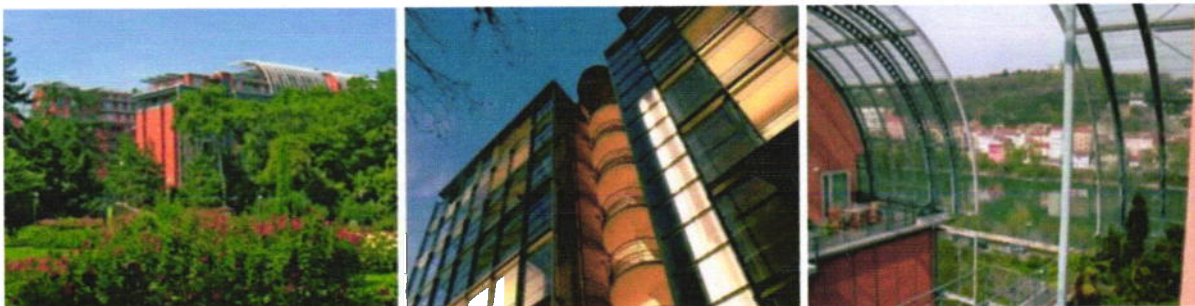
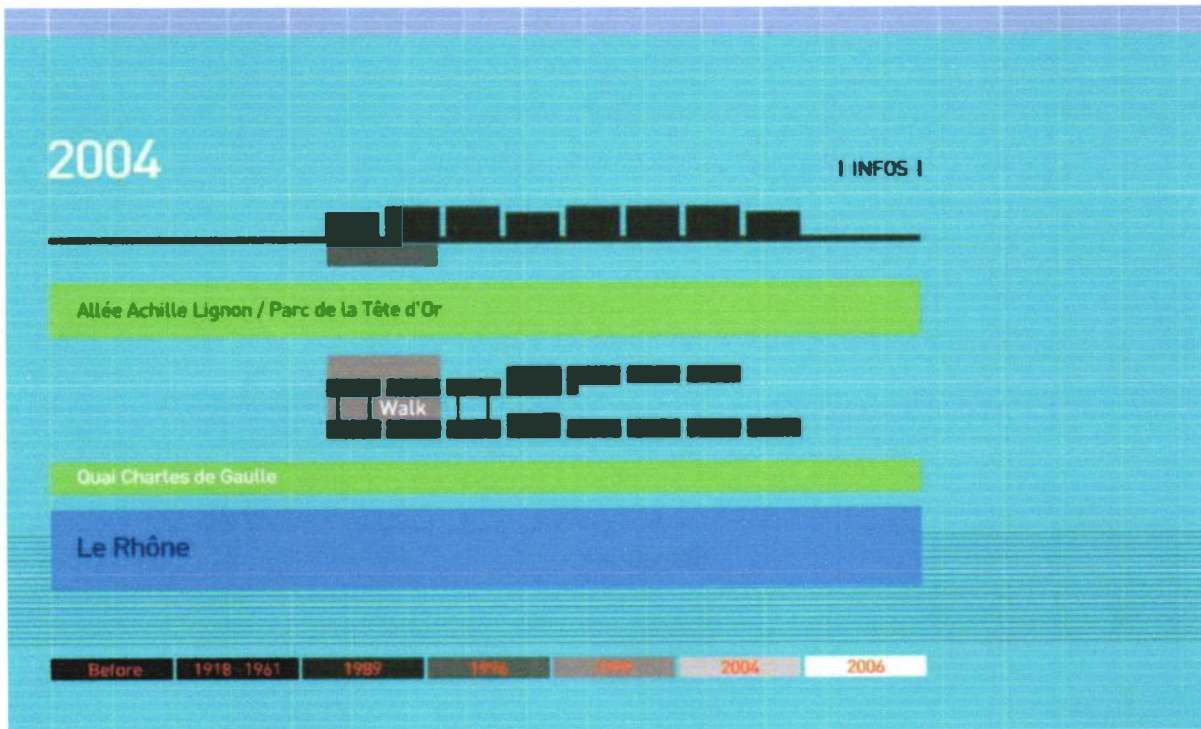
The Project

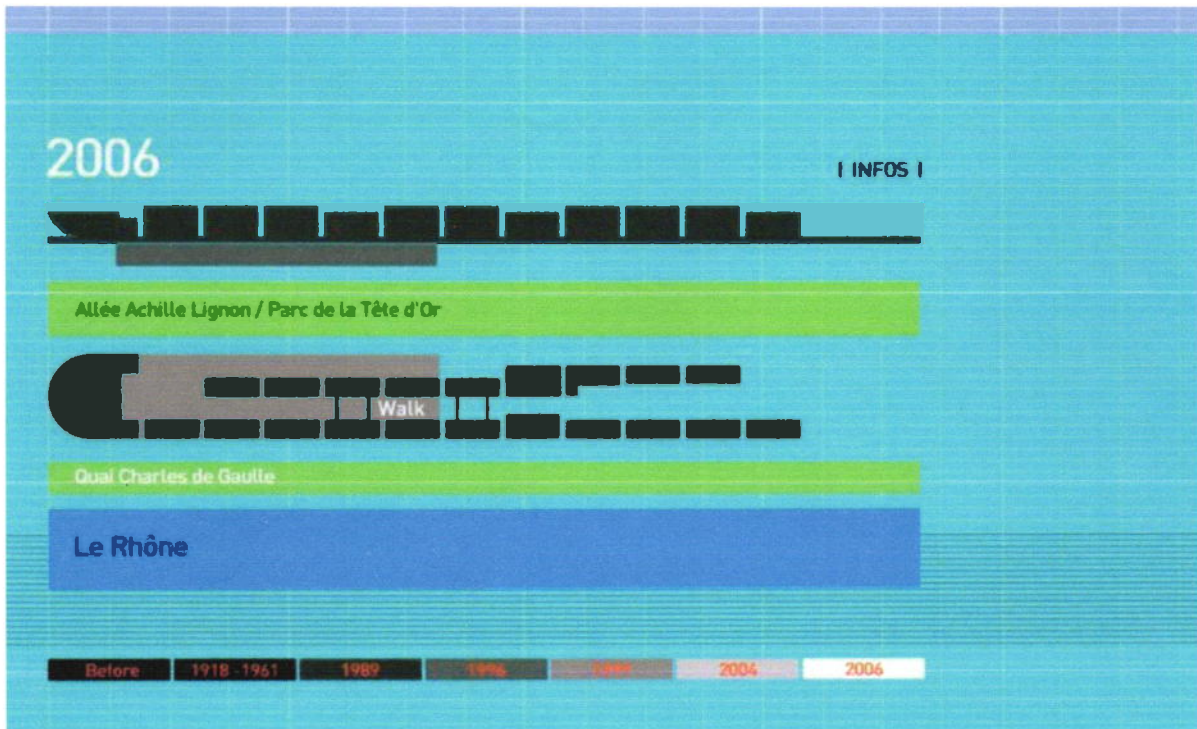
Le Rhône

Before 1918-1961 1989 1994 2000 2004 2006









5.4.6: Material and Details:

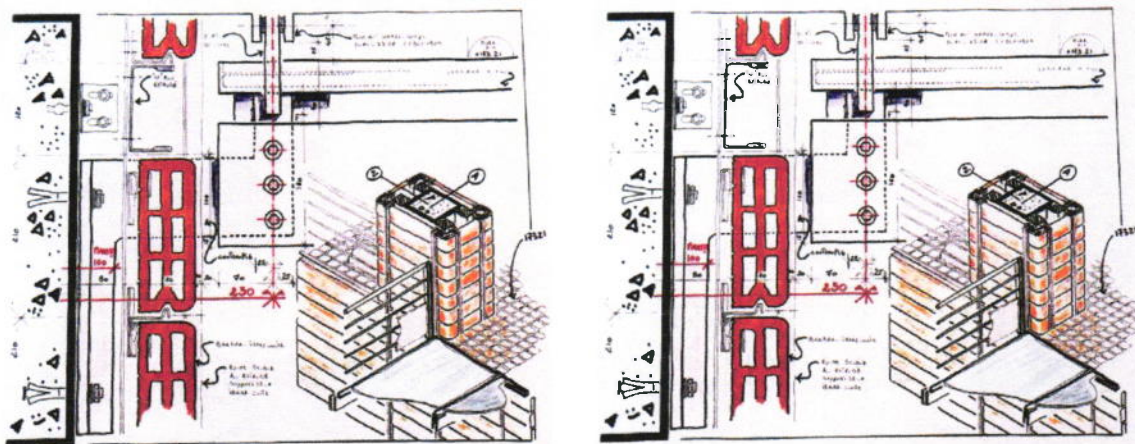


Figure 84: Drawings of material and cladding details (source: Renzo Piano Building workshop Book)

5.4.7: Final drawings of the project:

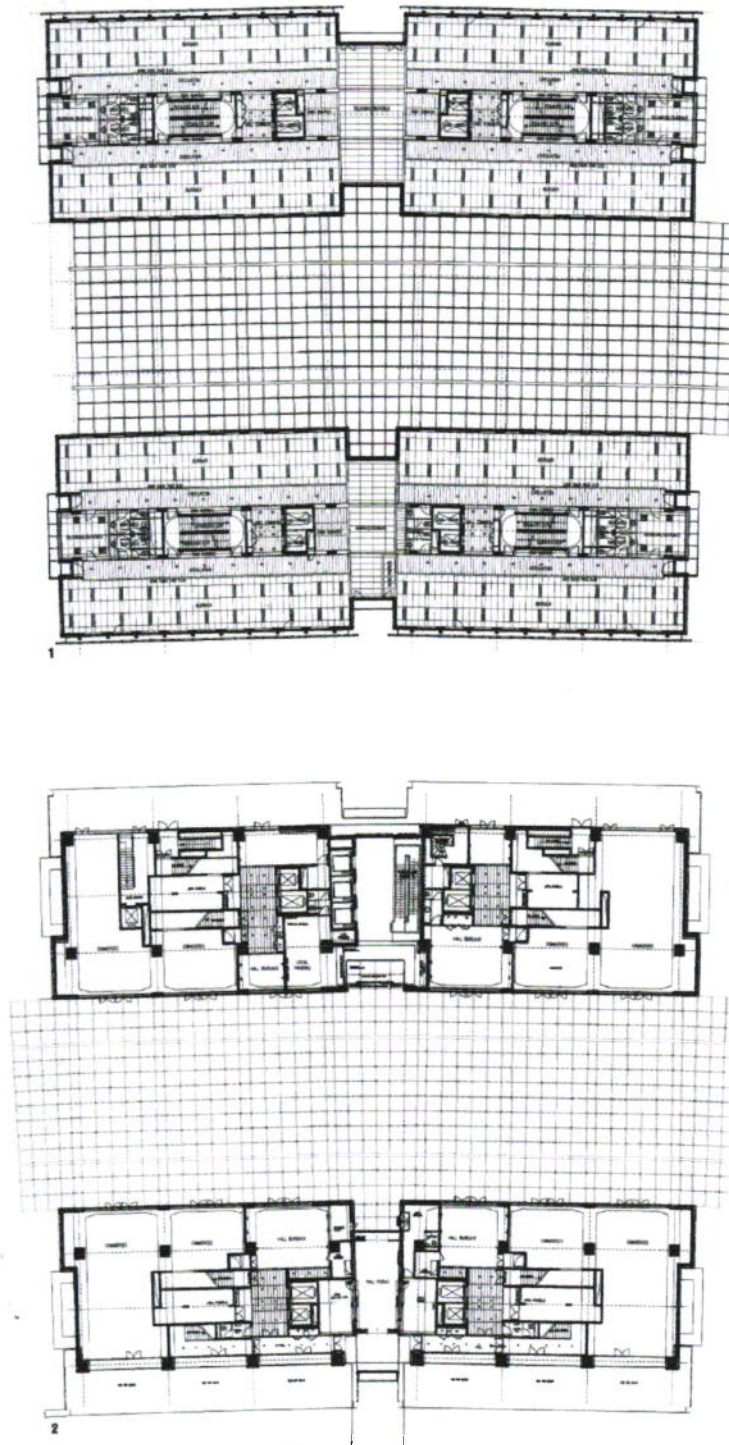


Figure 85: All floor plans (Renzo Piano Building Workshop Book, V3)

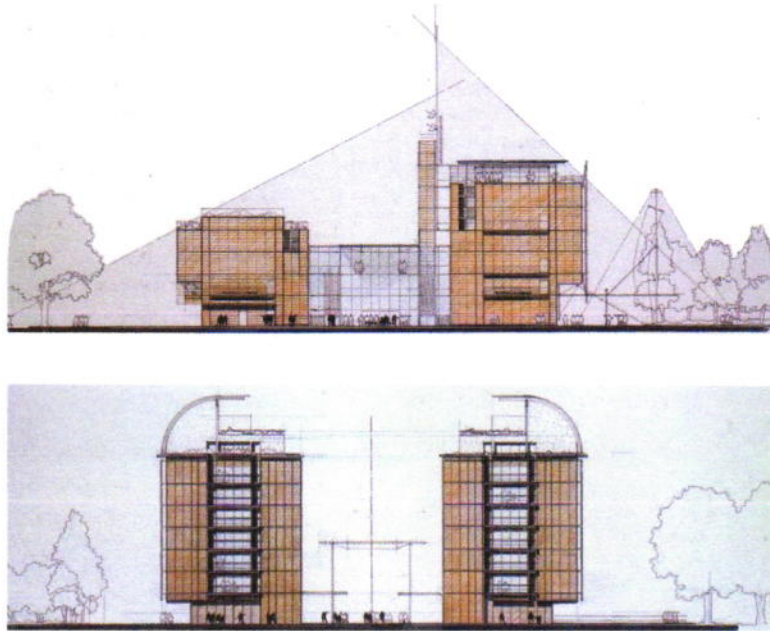


Figure 86: Elevation drawings (Renzo Piano Building Workshop Book, V3)

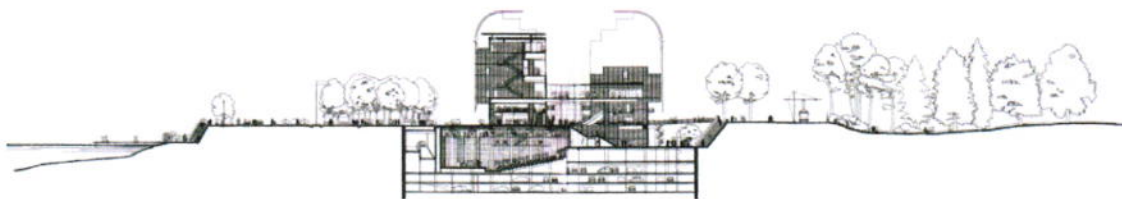


Figure 87: Cross Section (Renzo Piano Building Workshop Book, V3)

5.4.8: Key findings of the project:

- The project contributes in creating an urban regeneration through giving an event space.
- The project shows how architecture defines an identity of a region through functional and overlapping spaces.
- The complex overall portrays an image of a city within a city providing multifunctional spaces adjusting appropriately with the pedestrian and landscape.
- The strong spatial axis defines the geometry of the design and lies on the setting or context being an architectonic icon.
- The building beside the waterfront creates a public realm.

CHAPTER 06: PROGRAMME DEVELOPMENT

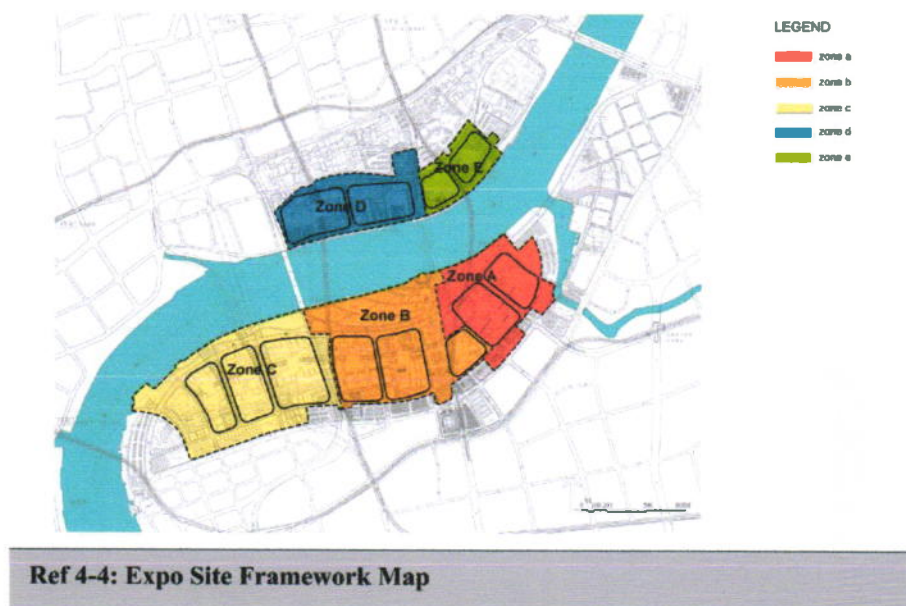
6.1: Analysis of pattern of arrangement for pavilions:

The arrangement of different types of pavilions in existing expo (Dhaka International Trade Fair) held in Sherebanglanagar was studied and recorded. Mapping the layout of pavilion arrangement helped analyzing the pattern of generating number of pavilions. The study of pavilion mapping in Shanghai Expo also helped to understand the zoning of arrangement.



Figure 88: Mapping of different types of pavilion for International Trade Fair held in Sherebanglanagar

(Rahman, 2013)



Ref 4-4: Expo Site Framework Map

Figure 89: Mapping of different types of zones for pavilion arrangement in Shanghai Expo 2010

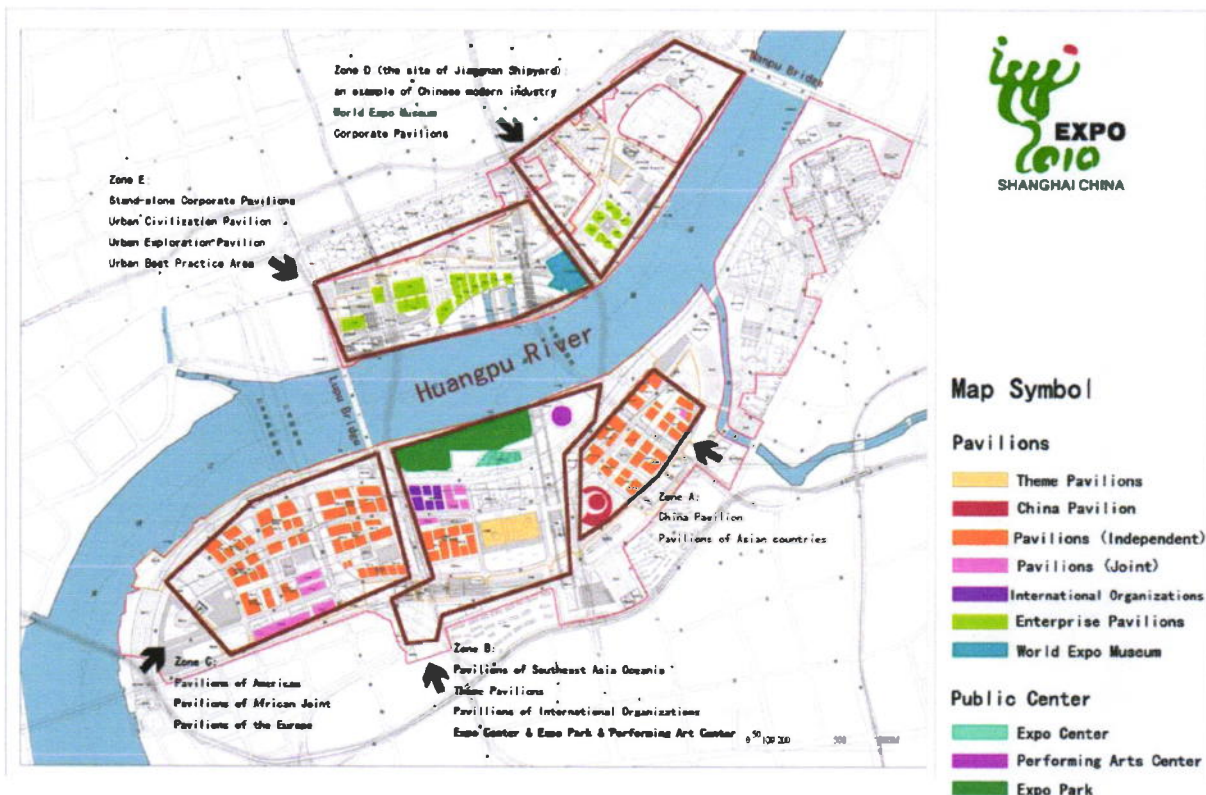


Figure 90: Mapping of different types pavilions for Shanghai Expo 2010

6.2: Preparing final set of programs:

The list of program by EPB was revised and modified as per need. Analyzing the number of pavilions and their users helped to extend the space requirements and make additional changes in set of programs. Finally, few more programs were added to support the need of the project.

PROGRAMME

INTERNATIONAL TRADE FAIR COMPLEX: AN EVENT PLATFORM FOR BRANDING A NEW CITY

| | | |
|-----------------------------------|--------------------------|--------------------------|
| EXPOSITION | | 443159 sft |
| Pavilions | 150 NOS. | 279790 sft |
| Special [60'X60'] | 10 NOS. | 36000 sft |
| Premier [50'X50'] | 15 NOS. | 37500 sft |
| Premier Mini [25'X25'] | 4 NOS. | 2500 sft |
| General [50'X50'] | 75 NOS. | 175000 sft |
| General Mini [25'X25'] | 48 NOS. | 28750 sft |
| Stalls | 370 NOS. | 113400 sft |
| Premier [18'X20'] | 40 NOS. | 14400 sft |
| General [15'X20'] | 330 NOS. | 99000 sft |
| Exposition Hall | | 80000 sft |
| STORAGE/WAREHOUSE | 20% of Exposition | 88632 sft |
| SERVICE | | 22100 sft |
| Fair Office | | 5000 sft |
| Ticket Booth [15'X10'] | 20 NOS. | 3000 sft |
| Information Booth | | 2500 sft |
| Traffic Control | | 1000 sft |
| Protocol Room | | |
| Toilet | 200 NOS. | 5600 sft |
| Cleaning Room | | |
| Medical Center | | |
| Prayer Space [500 People] | | 5000 sft |
| Ablution Area | | |
| CONVENTION | | 35230 sft |
| Conference Hall | 8 NOS. | 16950 sft |
| 300 People | 3 NOS. | 3500 sft X 3 = 10500 sft |
| 150 People | 3 NOS. | 1750 sft X 3 = 5250 sft |
| 50 People | 2 NOS. | 600 sft X 2 = 1200 sft |
| Auditorium | 1 NOS. | 6500 sft |
| 500 People | | |
| Office | | 3000 sft |
| Information & Reception | | 1500 sft |
| Lounge | | 5000 sft |
| Toilet | 30 NOS. | 840 sft |
| Cleaning Room | | 90 sft |
| Interpretation Room | | 600 sft |
| Press Booth | | 750 sft |
| TRADE OFFICE | | 9200 sft |
| Administration [12 People] | | 3000 sft |
| Accounts [2 People] | | 2000 sft |
| Engineering [4 People] | | 3000 sft |
| Store [4 People] | | 1200 sft |
| BUSINESS CENTRE | | 26000 sft |
| Bank | | 9000 sft |
| Money Exchange | | 3000 sft |
| Travel Agency | | 3000 sft |
| Cargo Handling | | 3000 sft |
| Airline Office | | 7000 sft |
| Phone/Fax/Internet | | 1000 sft |

PROGRAMME

INTERNATIONAL TRADE FAIR COMPLEX: AN EVENT PLATFORM FOR BRANDING A NEW CITY**MEDIA & PRESS**

| | | |
|-----------------------------------|---------|-----------------|
| | | 9700 sft |
| Simultaneous Interpretation Booth | 10 NOS. | 1000 sft |
| Central Control Room | 3 NOS. | 600 sft |
| Projection Room | 3 NOS. | 1500 sft |
| Press Booth | 3 NOS. | 3000 sft |
| Equipment Room | 3 NOS. | 3000 sft |
| Mechanical Room | 3 NOS. | 600 sft |

INFORMATION CENTRE**5000 sft****ACCOMMODATION****2500 sft**

Staff Dormitory
20 People

PUBLIC FACILITY**6400 sft**

| | | |
|-------------|--------|----------|
| Multiplex | 2 NOS. | 6400 SFT |
| 300 seats | 1 NOS. | |
| 150 seats | 1 NOS. | |
| Theme Park | | |
| Gaming Zone | | |
| Gymnasium | 1 NOS. | |
| Retails | | |

RESTAURANT/CATERING**6400 sft**

| | | |
|----------------------|---------|----------|
| Restaurant | | sft |
| Canteen (300 People) | 1 NOS. | 800 sft |
| Dining (600 People) | | 1200 sft |
| Kitchen | 1 NOS. | 1200 sft |
| Food Store | 1 NOS. | 1200 sft |
| Trash Store | 1 NOS. | 300 sft |
| Wash Room | 22 NOS. | 616 sft |

WATERFRONT FACILITY

Amphitheatre
Water Transportation
Seating
Park/Open Space

PARKING**6400 sft**

| | | |
|------------------------------------|--|----------|
| Car Parking | | 6400 SFT |
| 500 Cars | | |
| Bus Parking | | |
| Motor Cycle Parking | | |
| CNG/Auto Rickshaw/Rickshaw Parking | | |

OTHER**9700 sft**

| | | |
|--------------------------------|--------|----------|
| Fire Protection Equipment Room | 2 NOS. | 1000 sft |
| HVAC Plant | 2 NOS. | 2000 sft |
| Service and Maintenance Room | 2 NOS. | 2000 sft |
| Generator Room | 3 NOS. | 3000 sft |
| Pump Room | 3 NOS. | 2250 sft |
| Substation | 2 NOS. | 4000 sft |
| Plant Room | 2 NOS. | 2400 sft |
| Water Reservoir | 2 NOS. | 6000 sft |

**CHAPTER 07:
DESIGN DEVELOPMENT**

7.1: Conceptual Development:

7.1.1: Idea sketches:

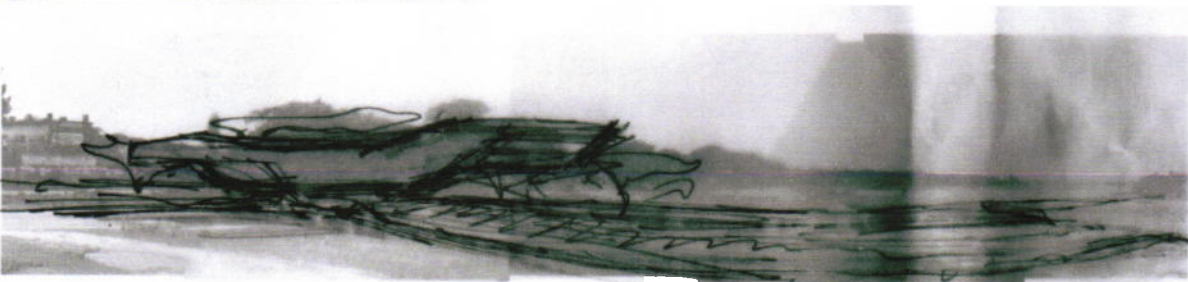
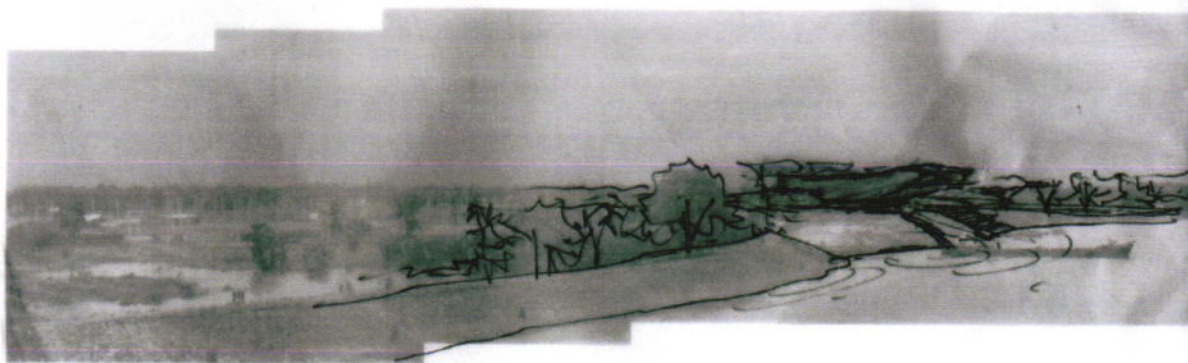
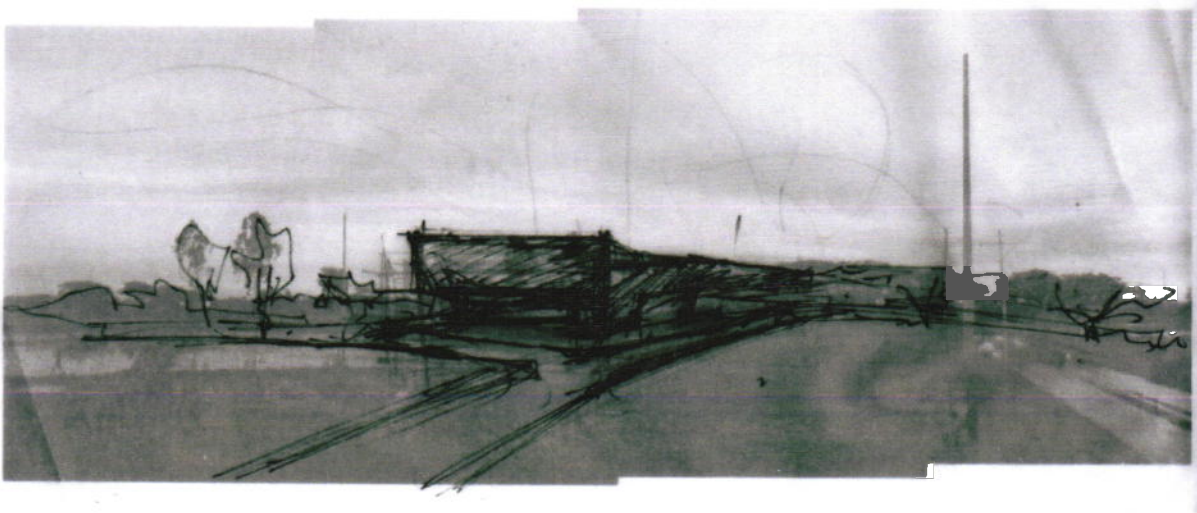
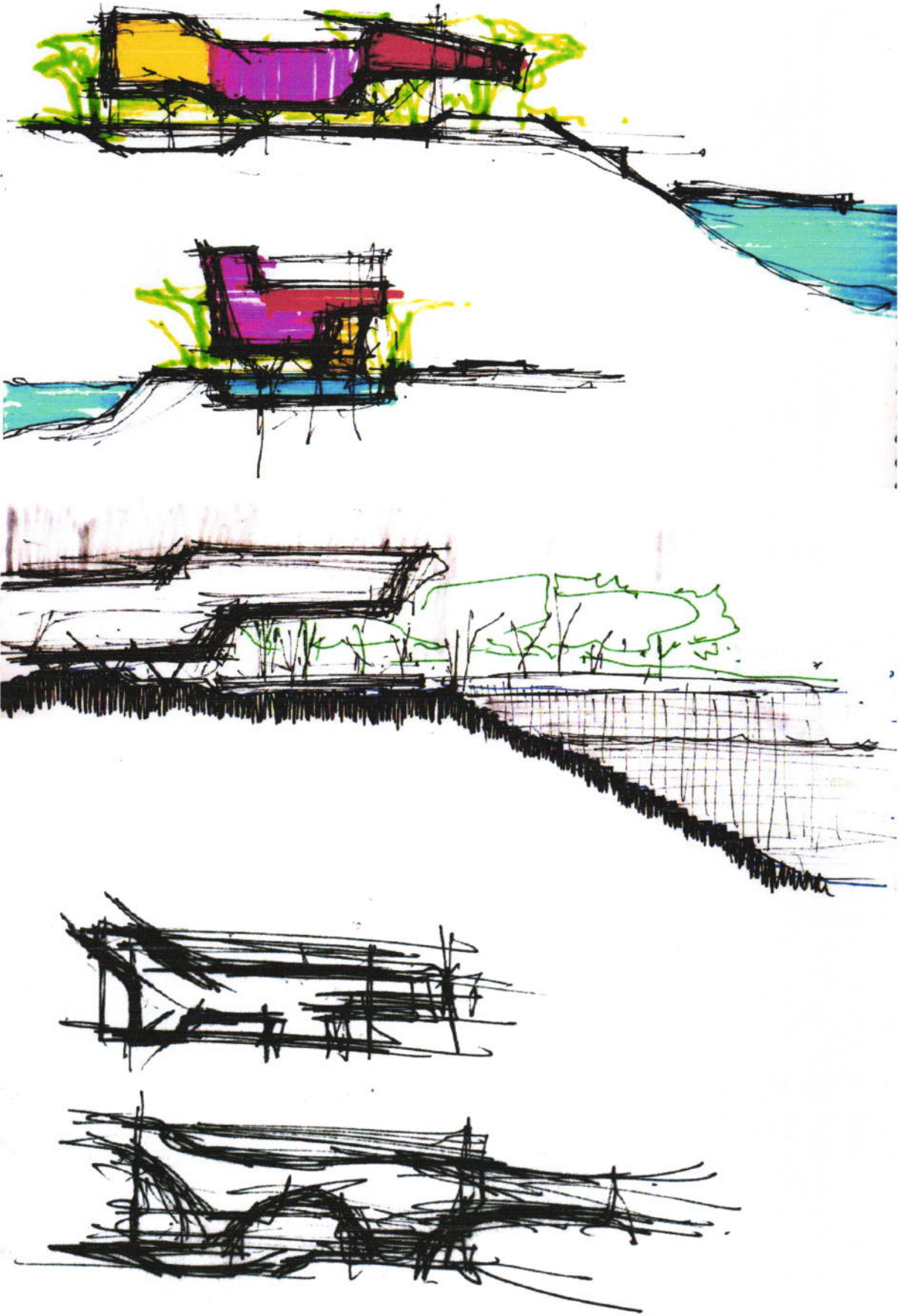


Figure 91: Idea sketches for depicting the impression of creating an iconic sculpture for Expo (Rahman, 2013)



7.1.2: Form Development:

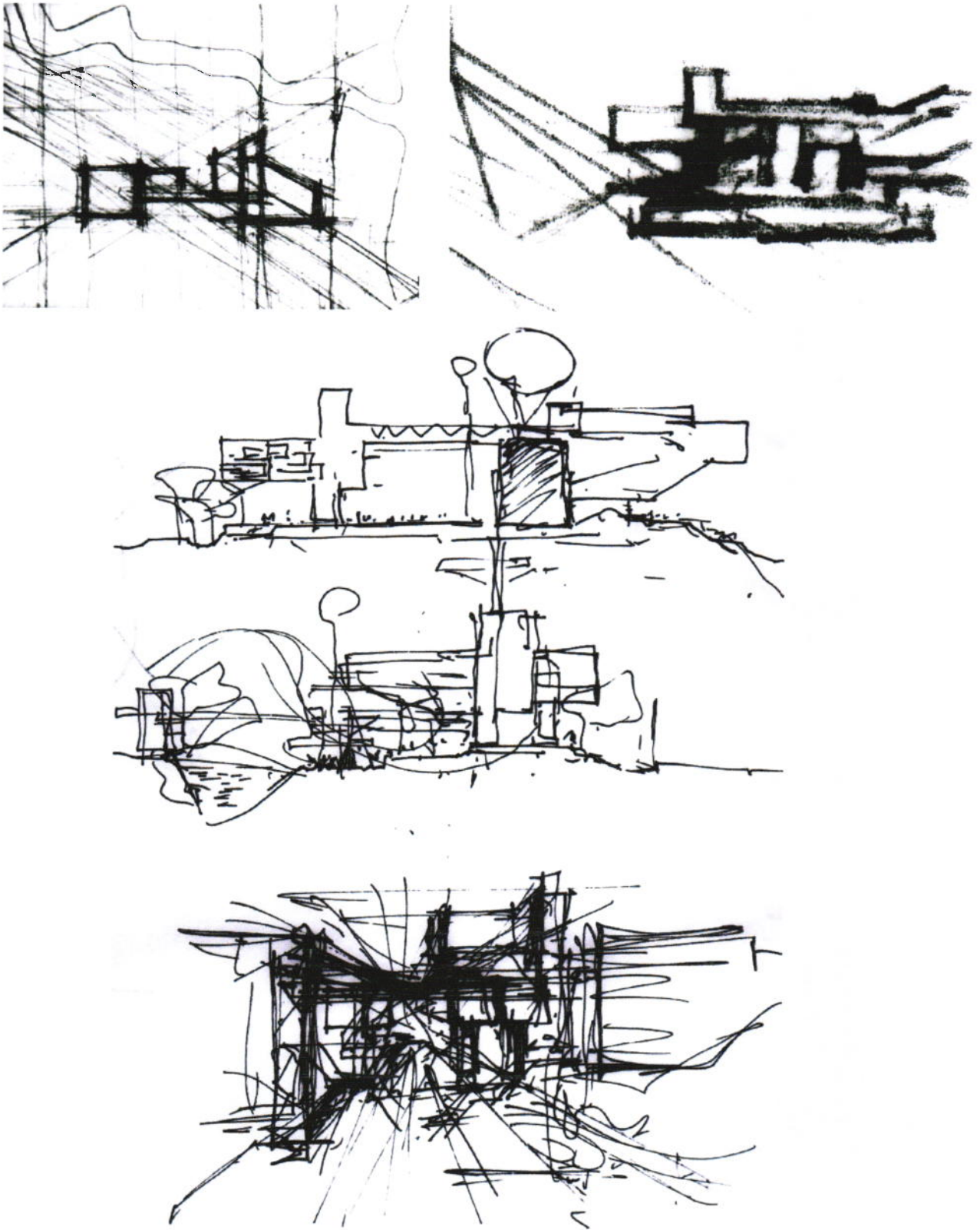
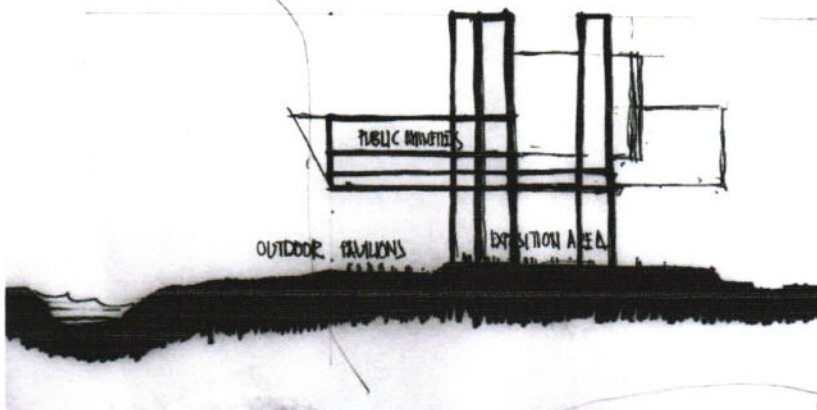
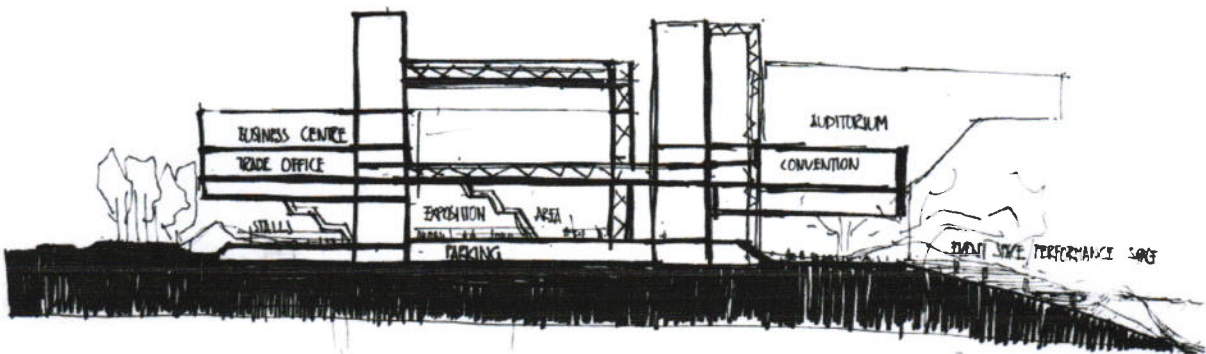
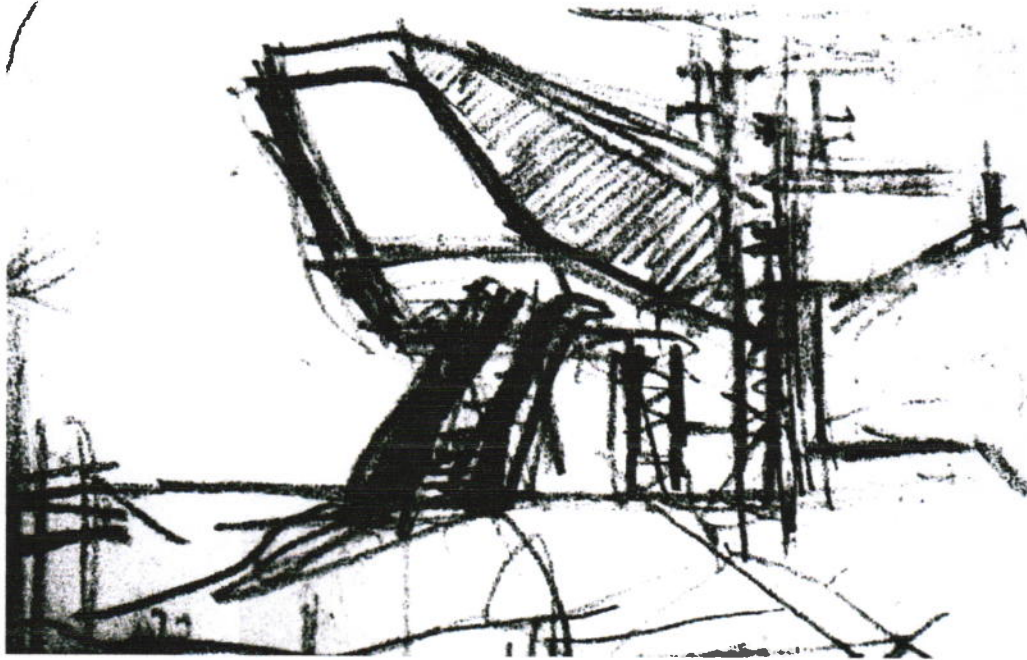


Figure 92: Sketches of form development and perceiving space (Rahman, 2013)



7.1.3: Landscape and Masterplan:

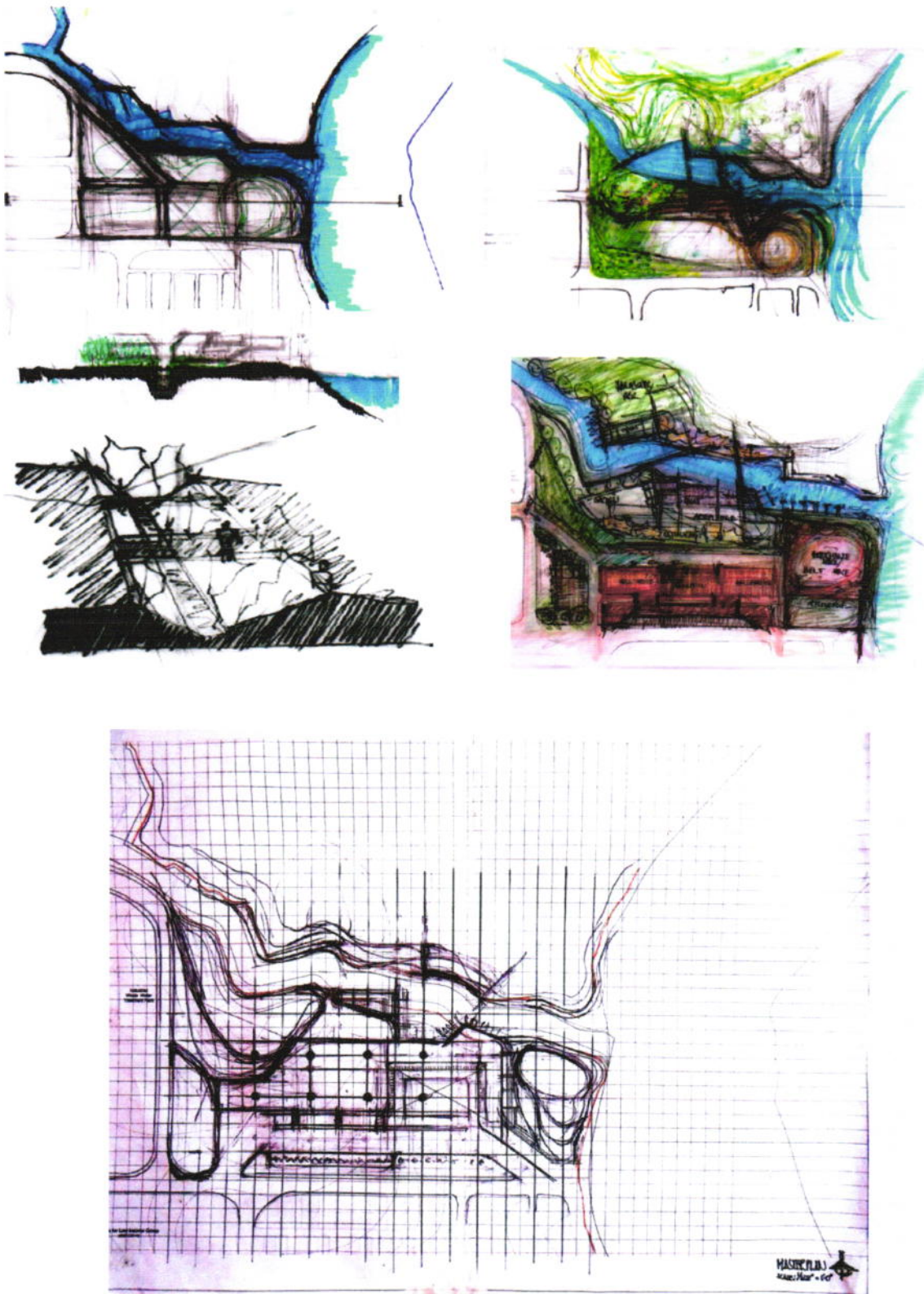


Figure 93: Sketches of landscape development and masterplan scratches (Rahman, 2013)

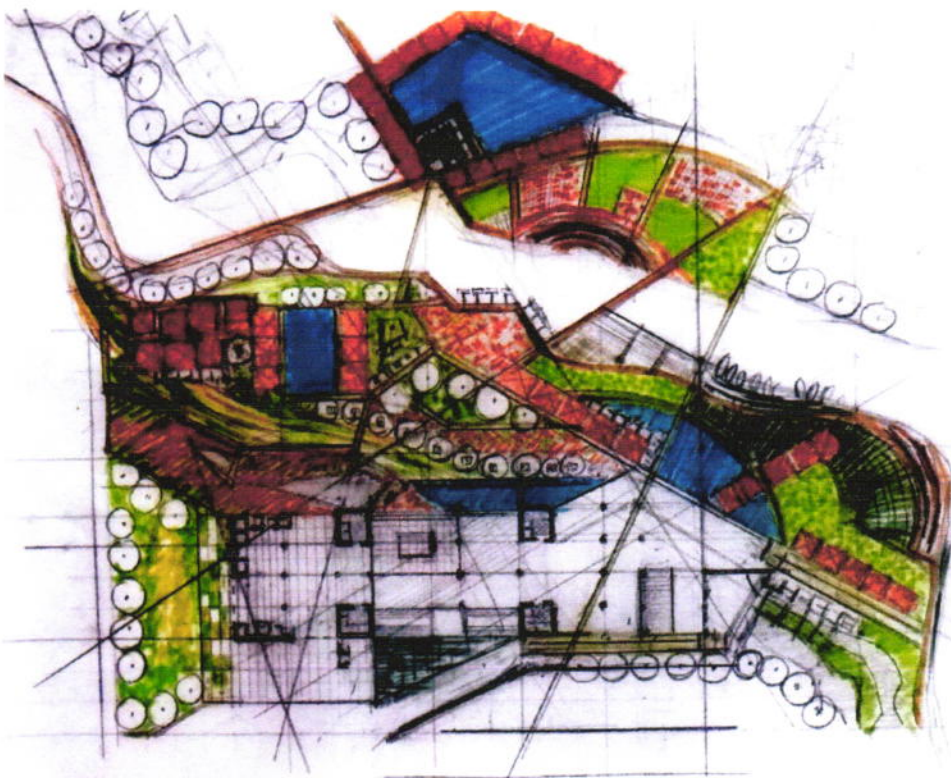
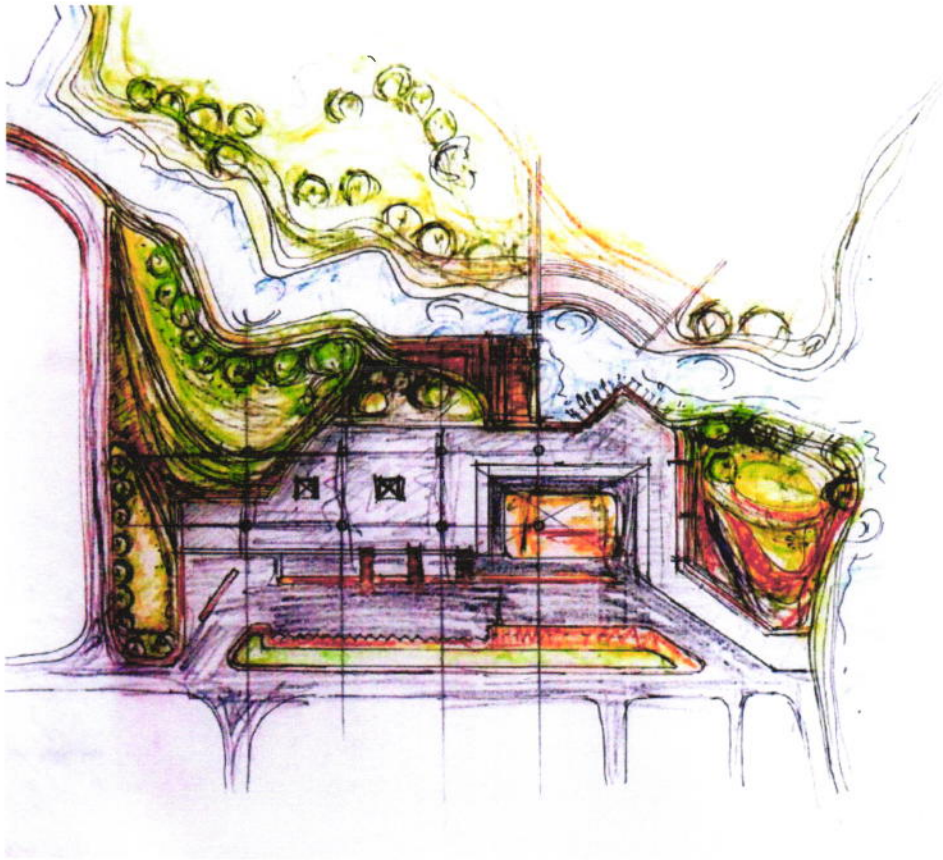
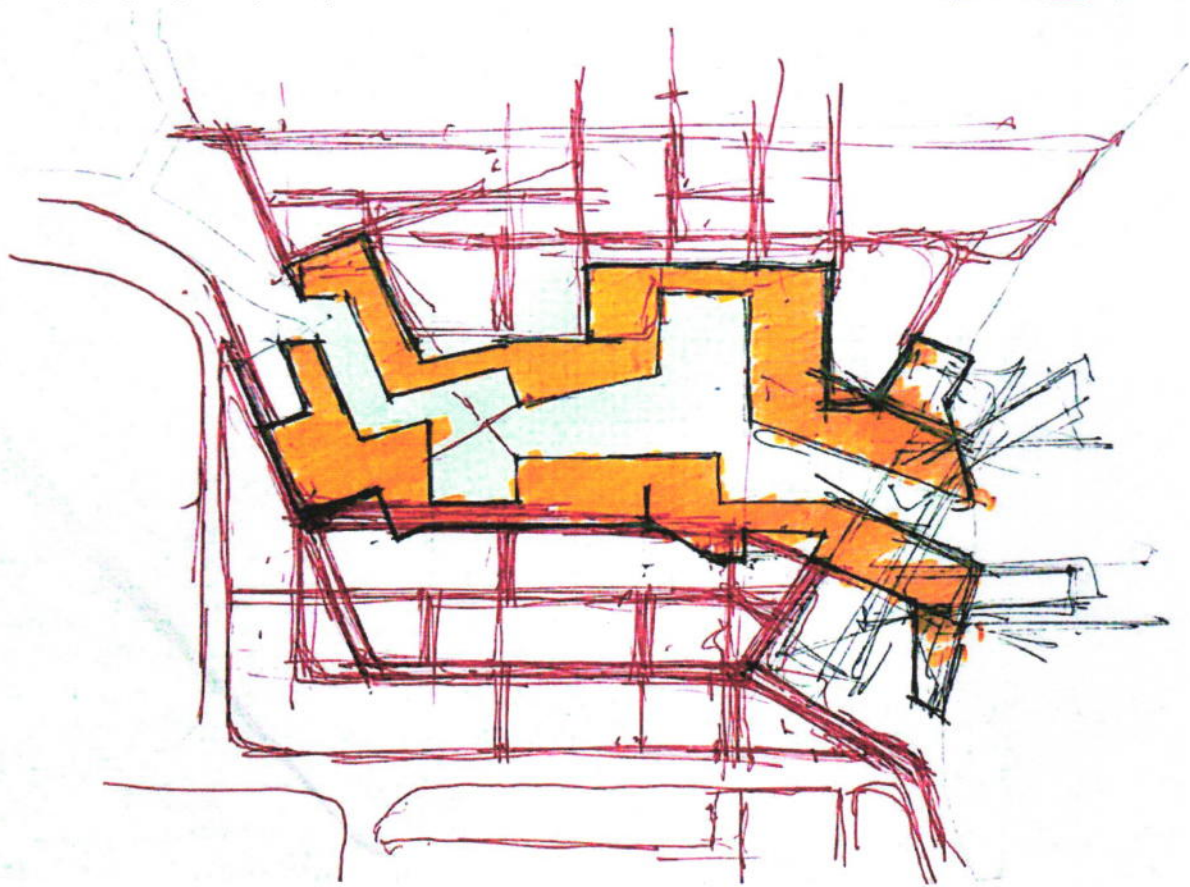
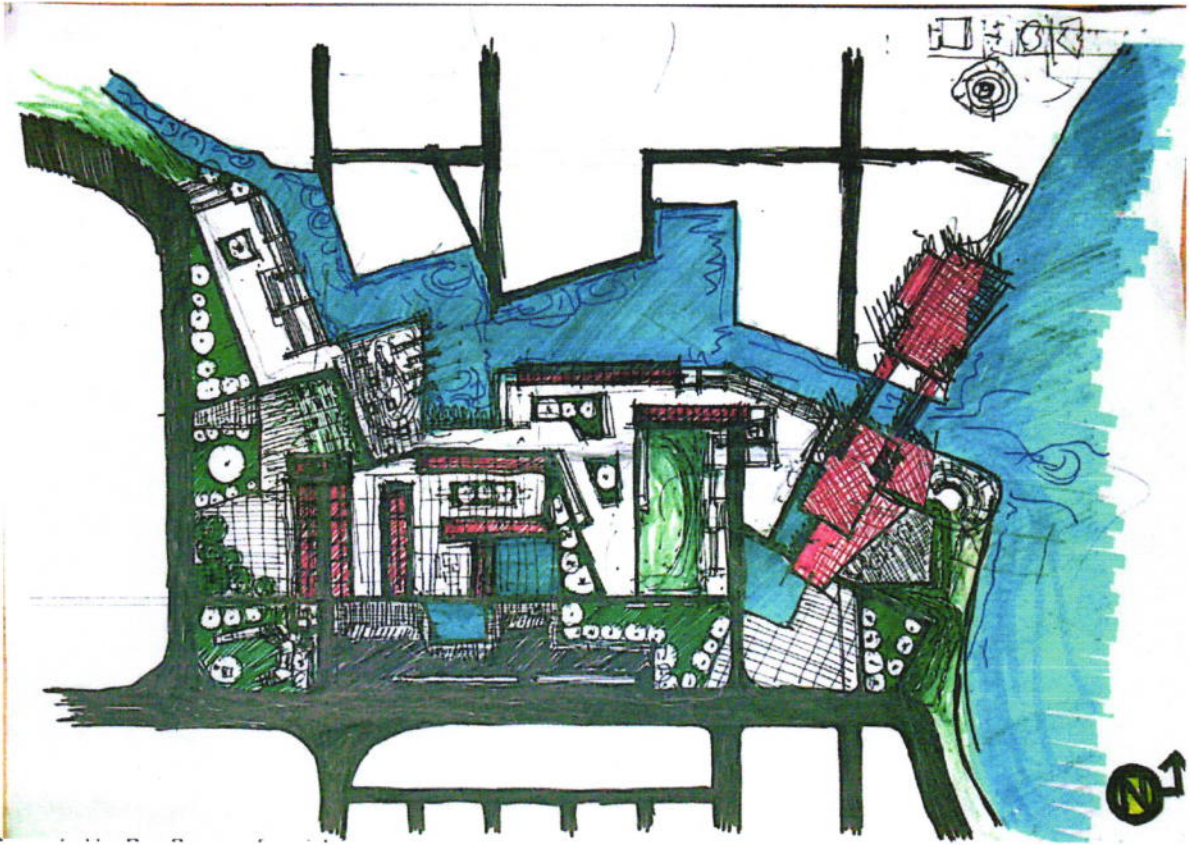


Figure 94: Development of Masterplan considering landscape design (Rahman, 2013)



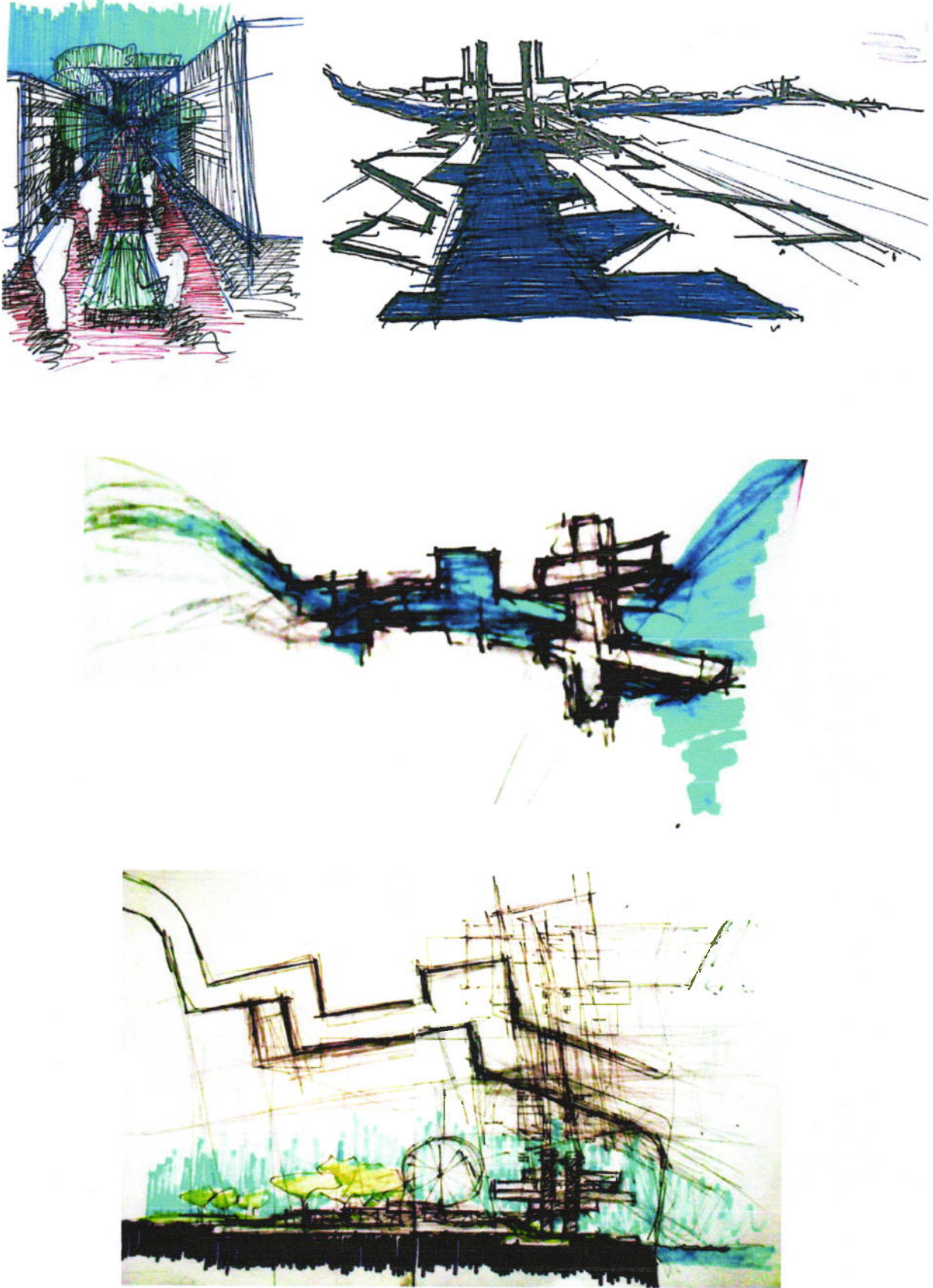


Figure 95: Development of masterplan and built form (Rahman, 2013)

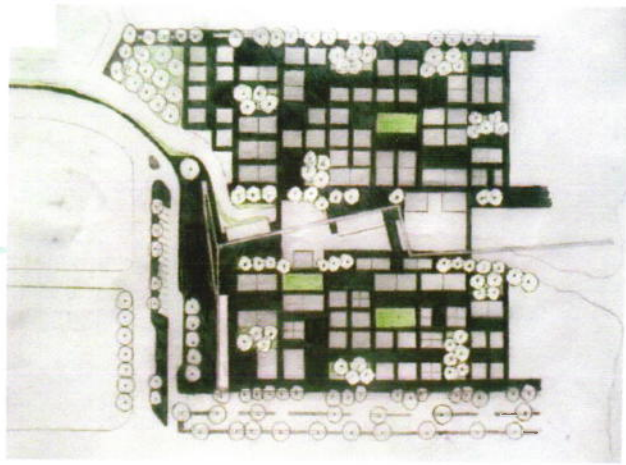
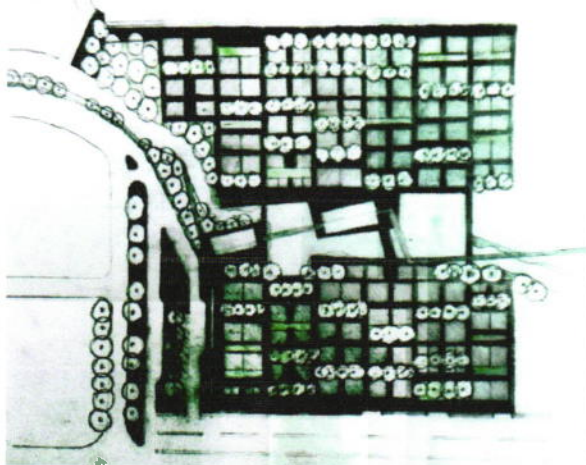
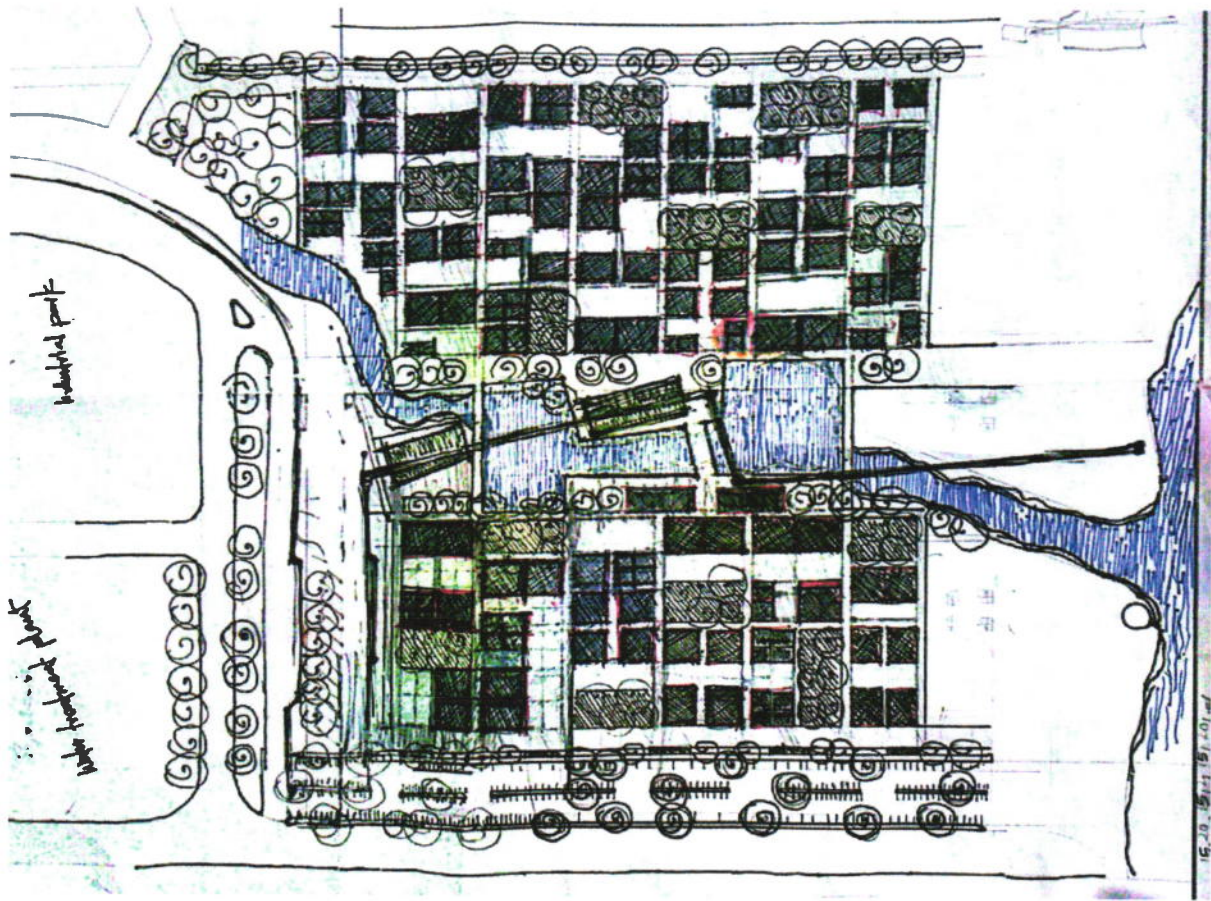


Figure 96: Development of Masterplan in final phase with landscape consideration (Rahman, 2013)

7.1.4: Structure:

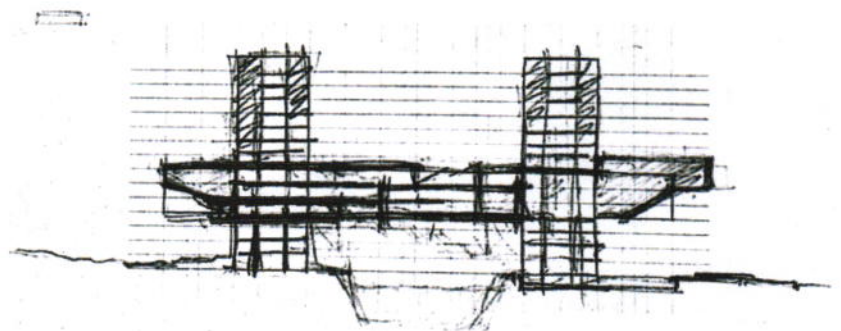
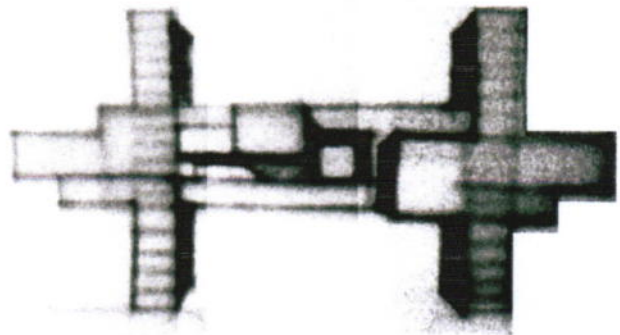
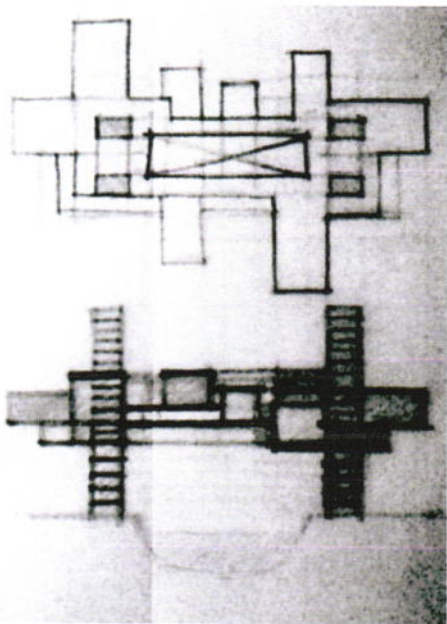
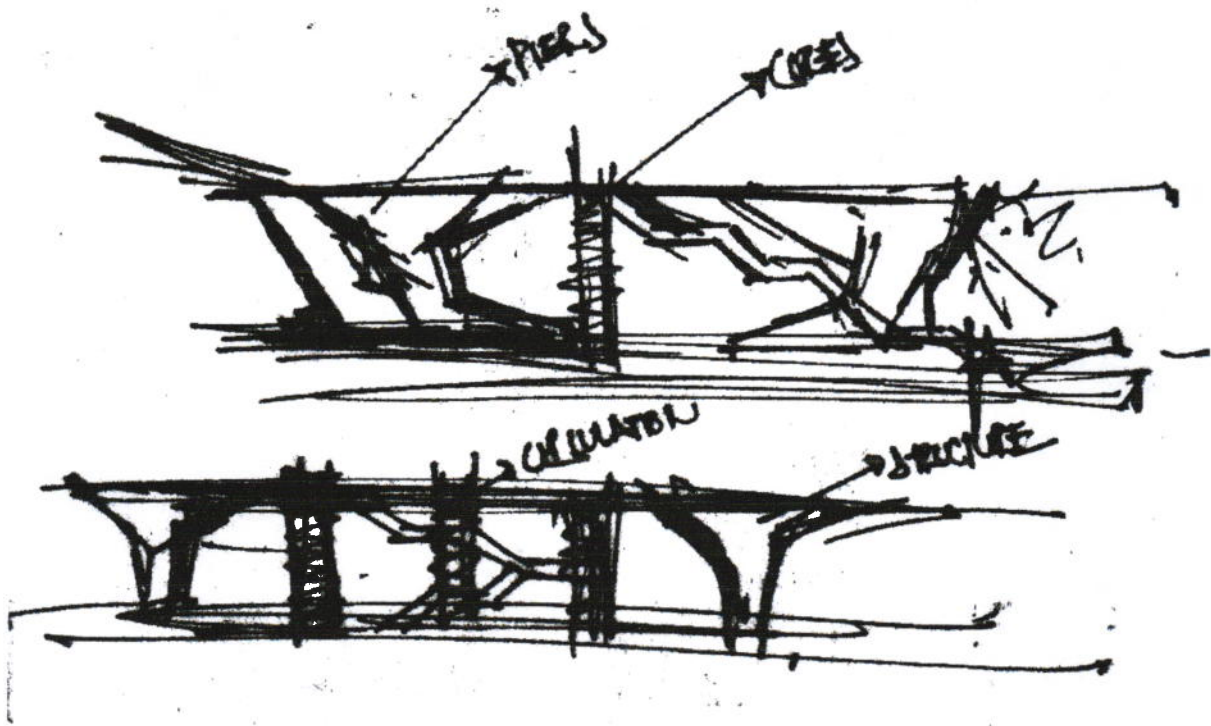


Figure 97: Initial sketches for structure and form (Rahman, 2013)

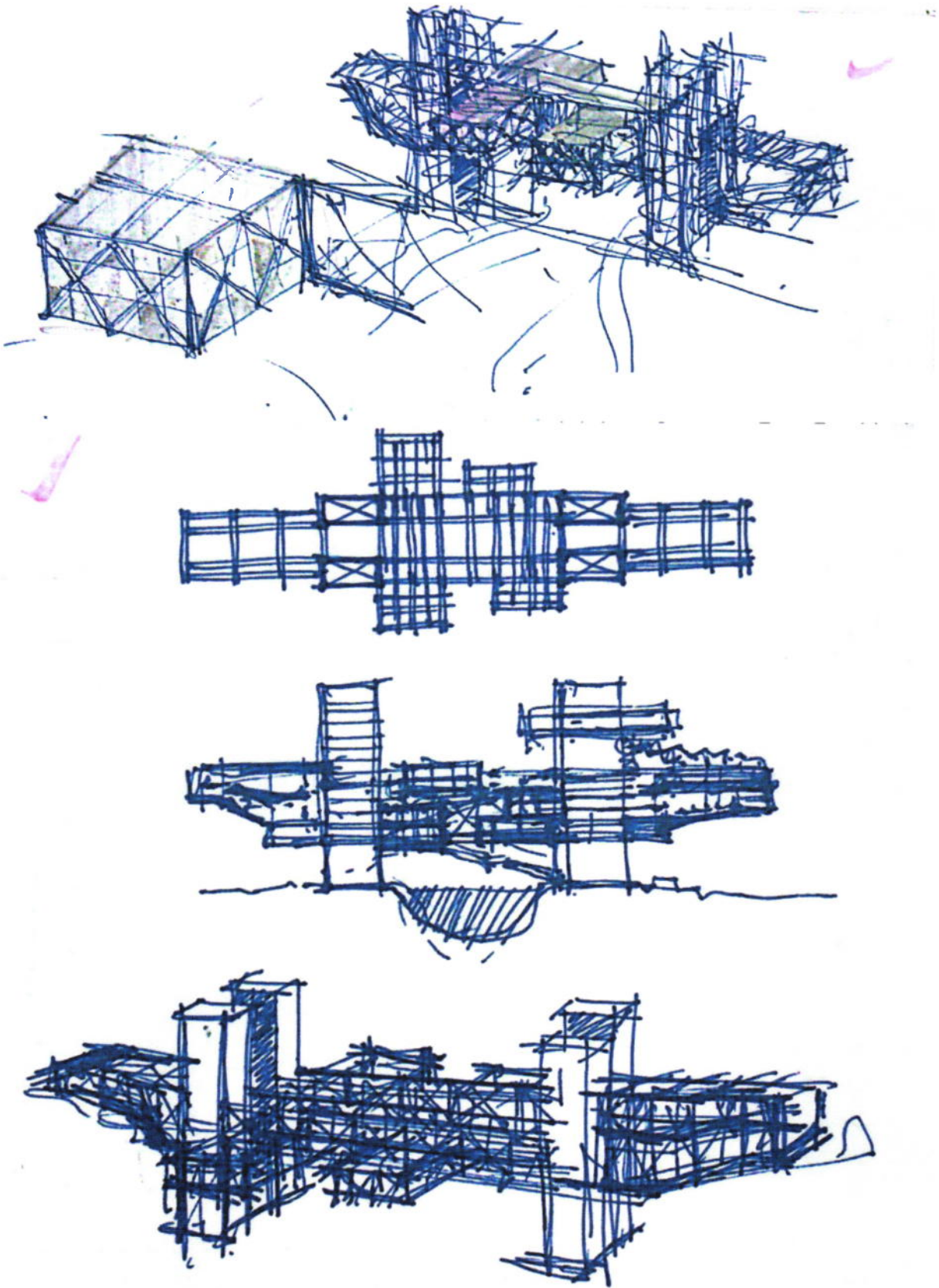
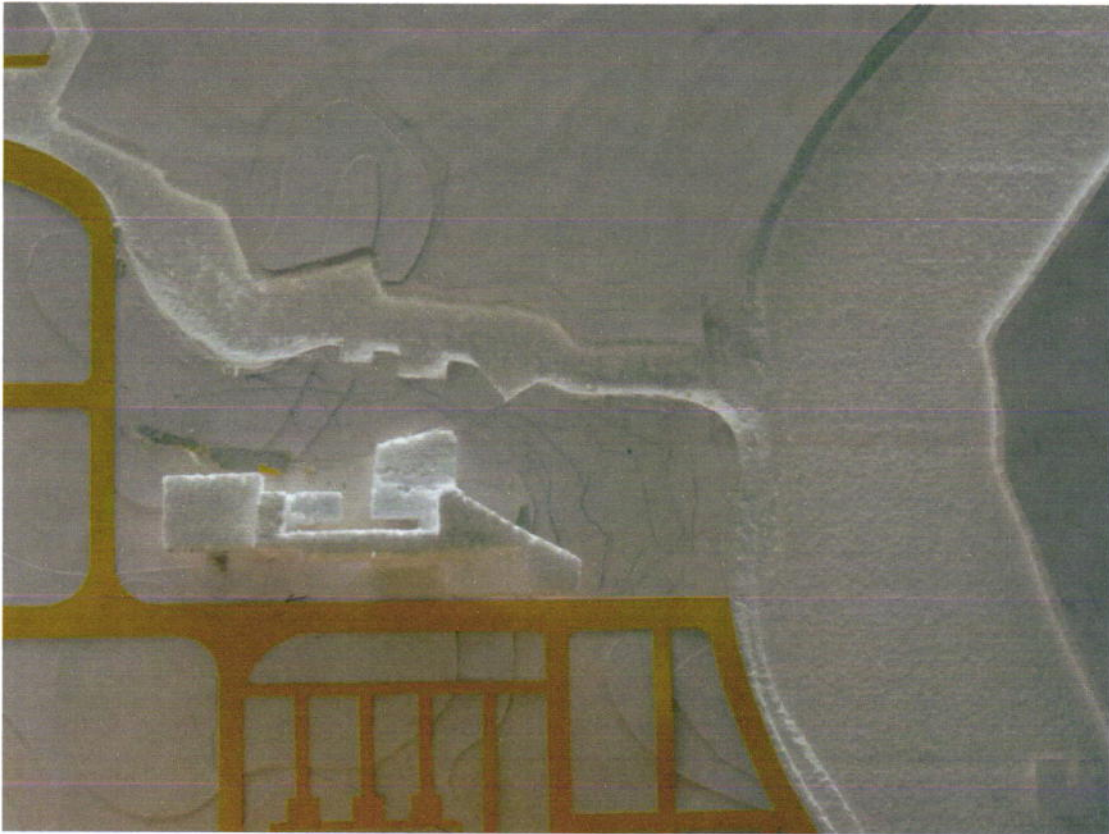


Figure 98: Final sketches for structure and form (Rahman, 2013)

7.2: Study through models:



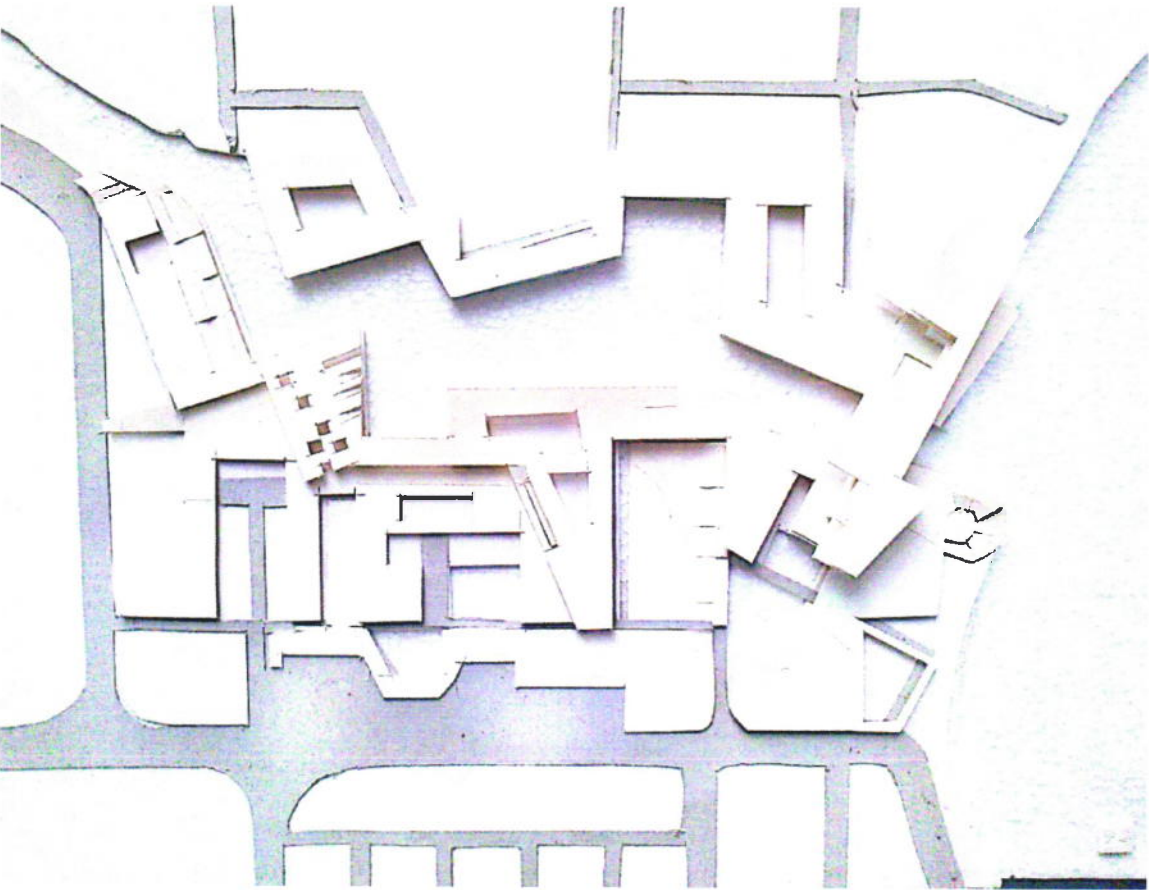
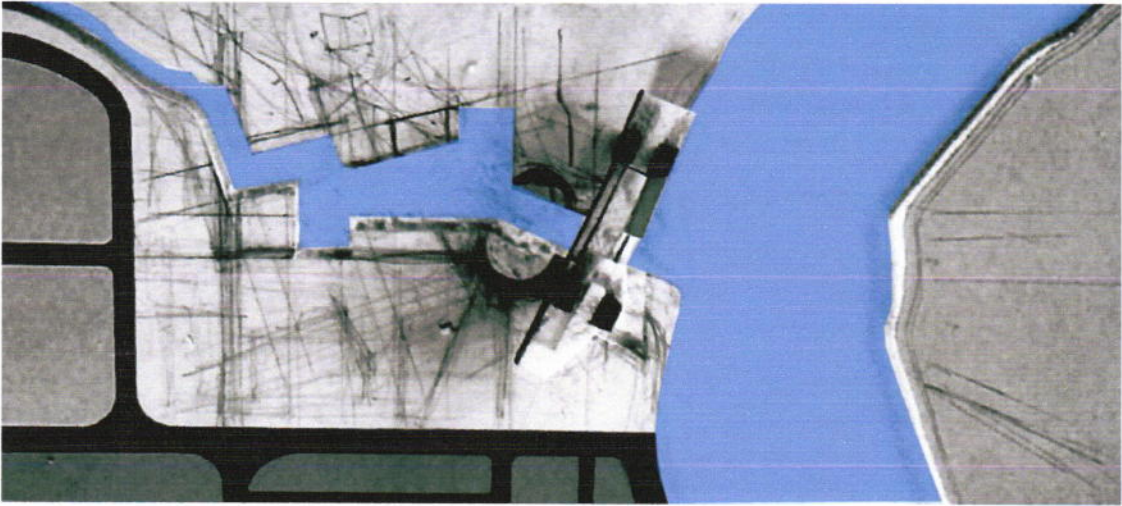
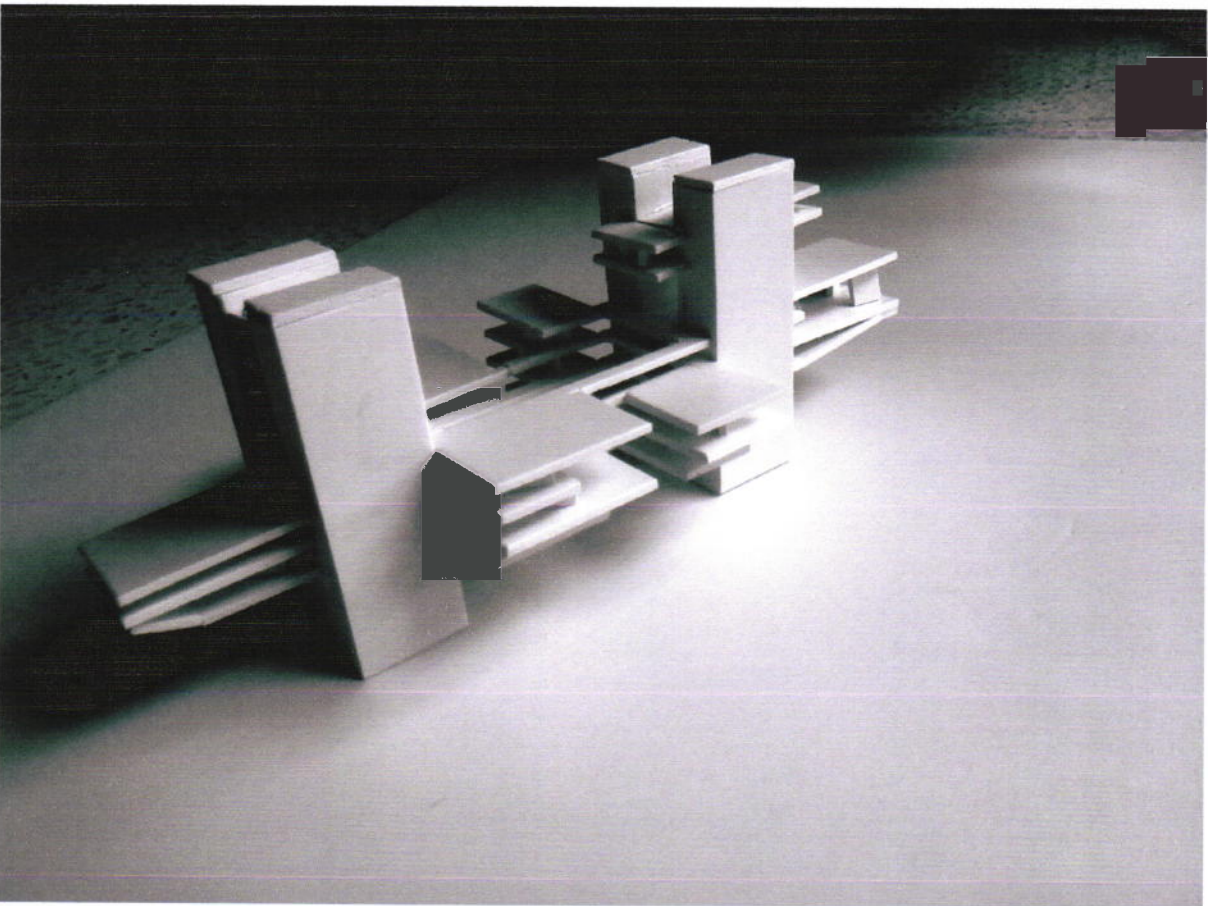
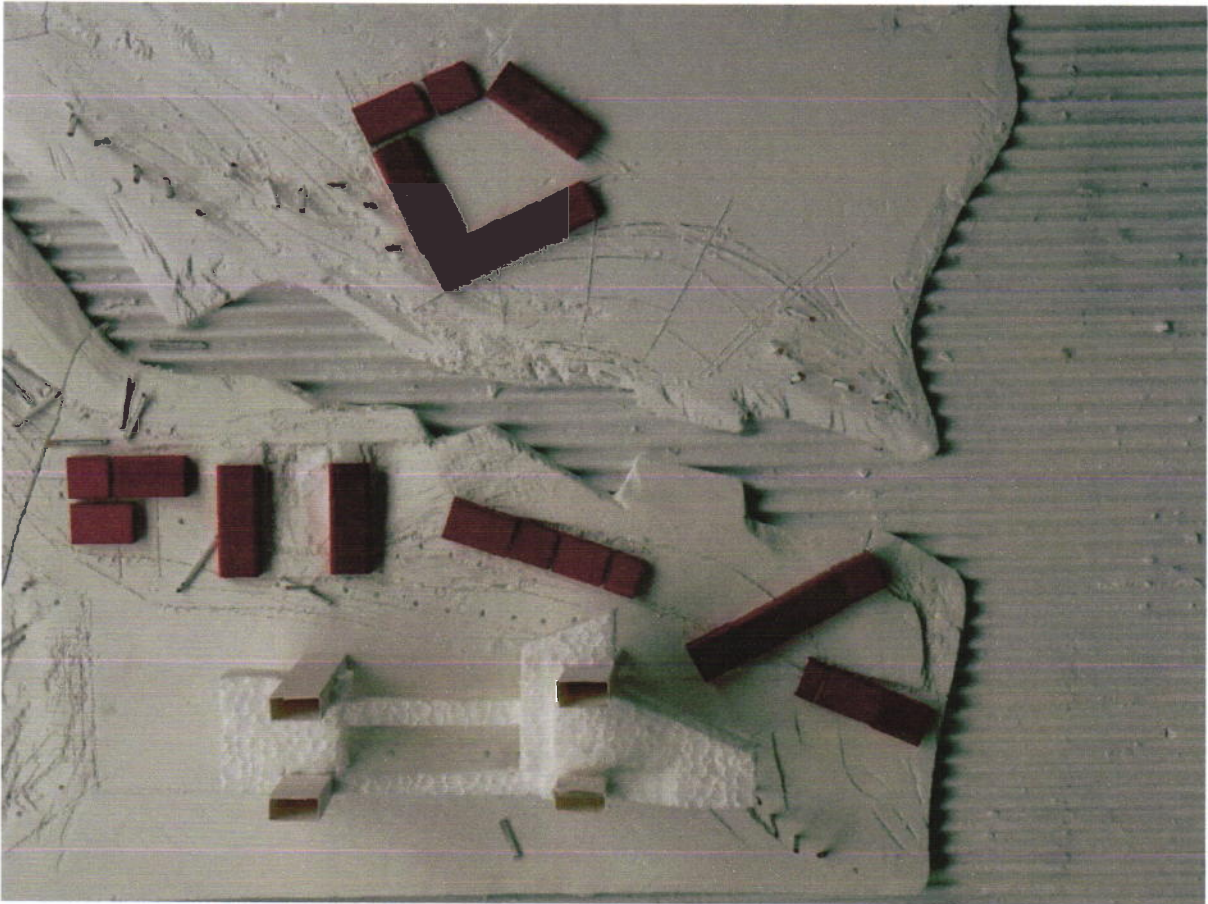
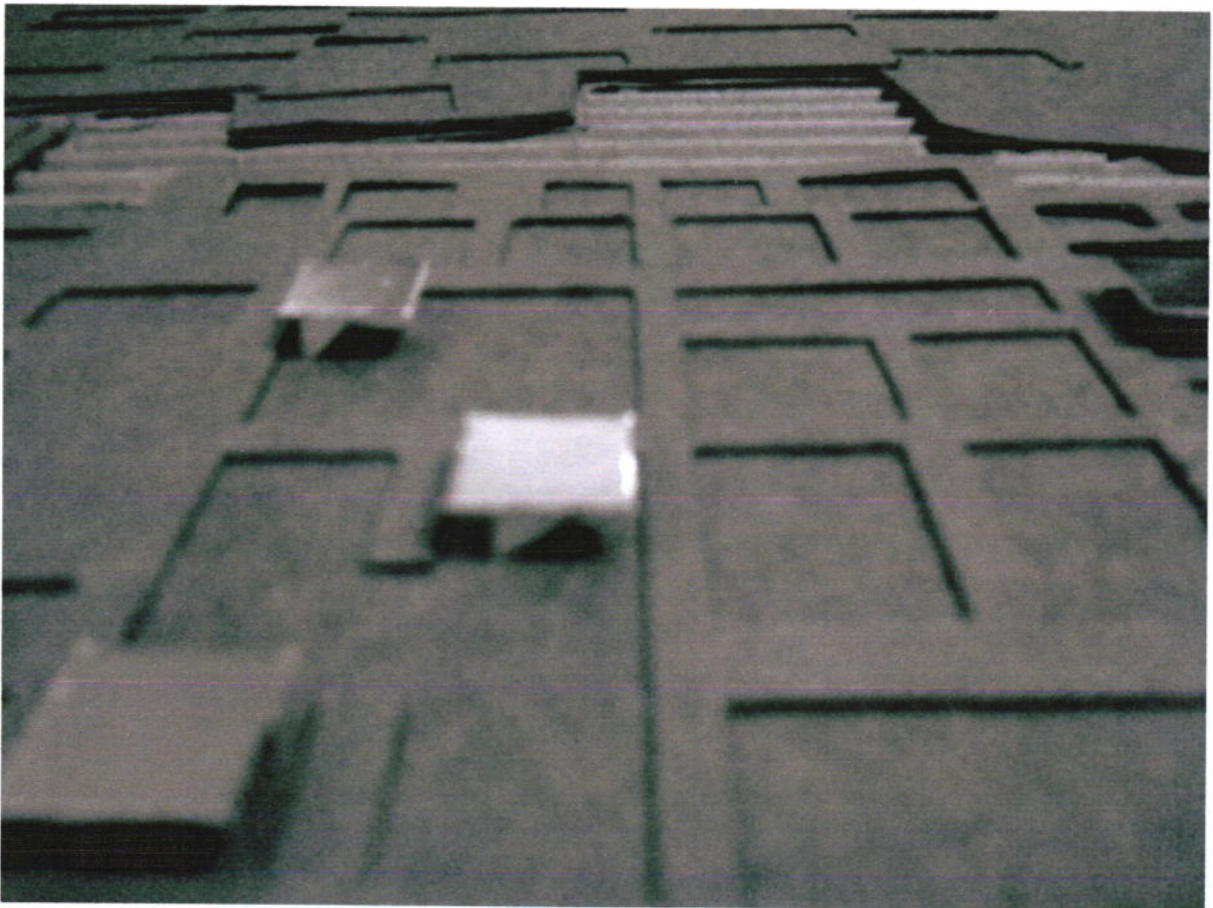
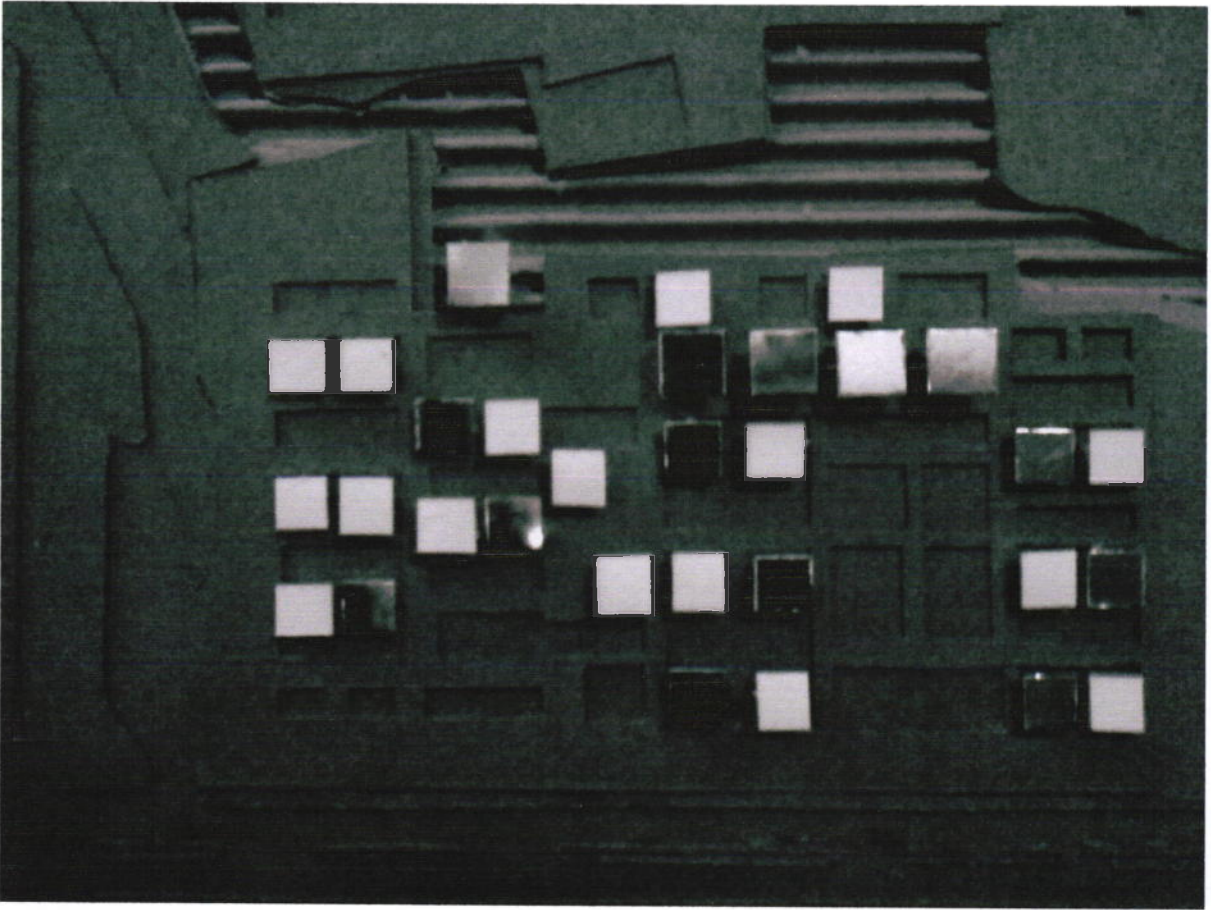
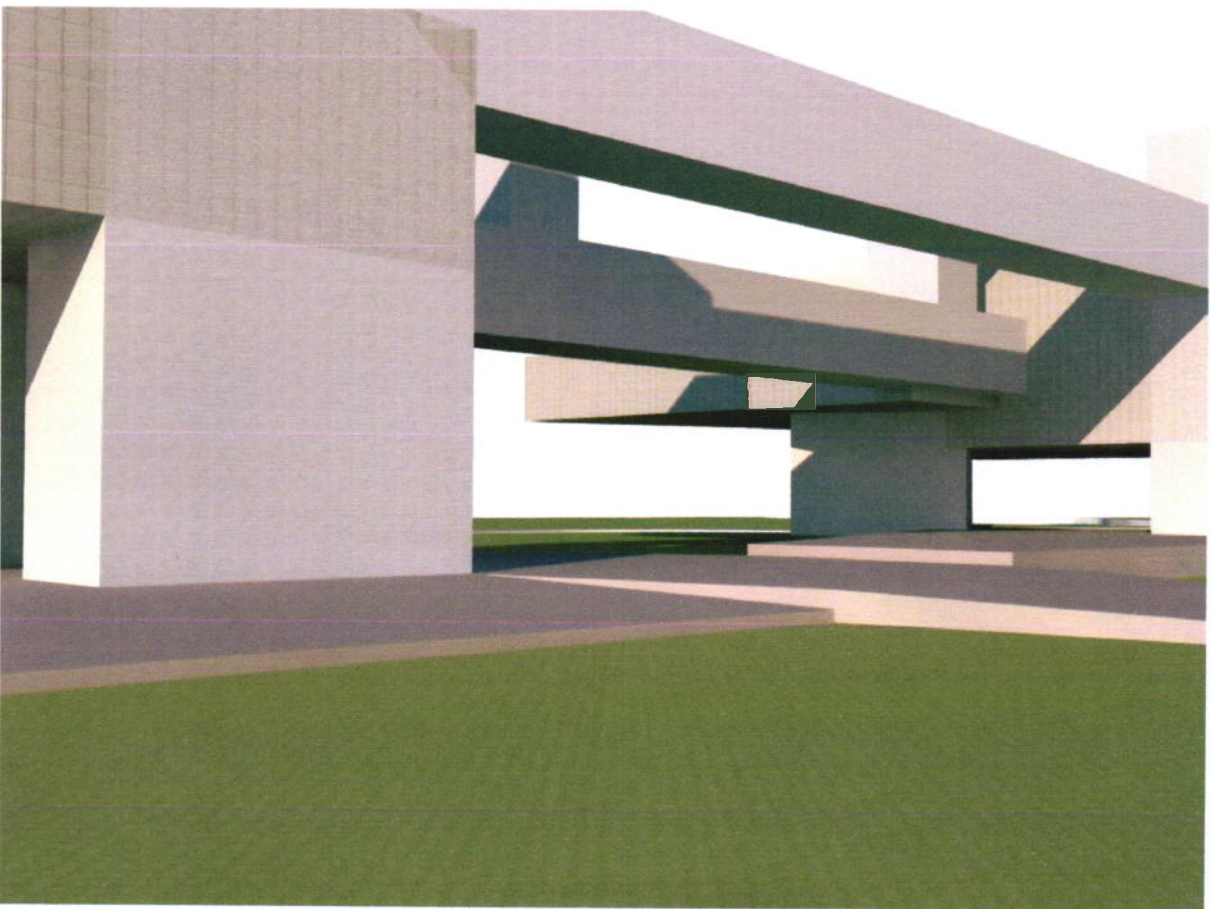
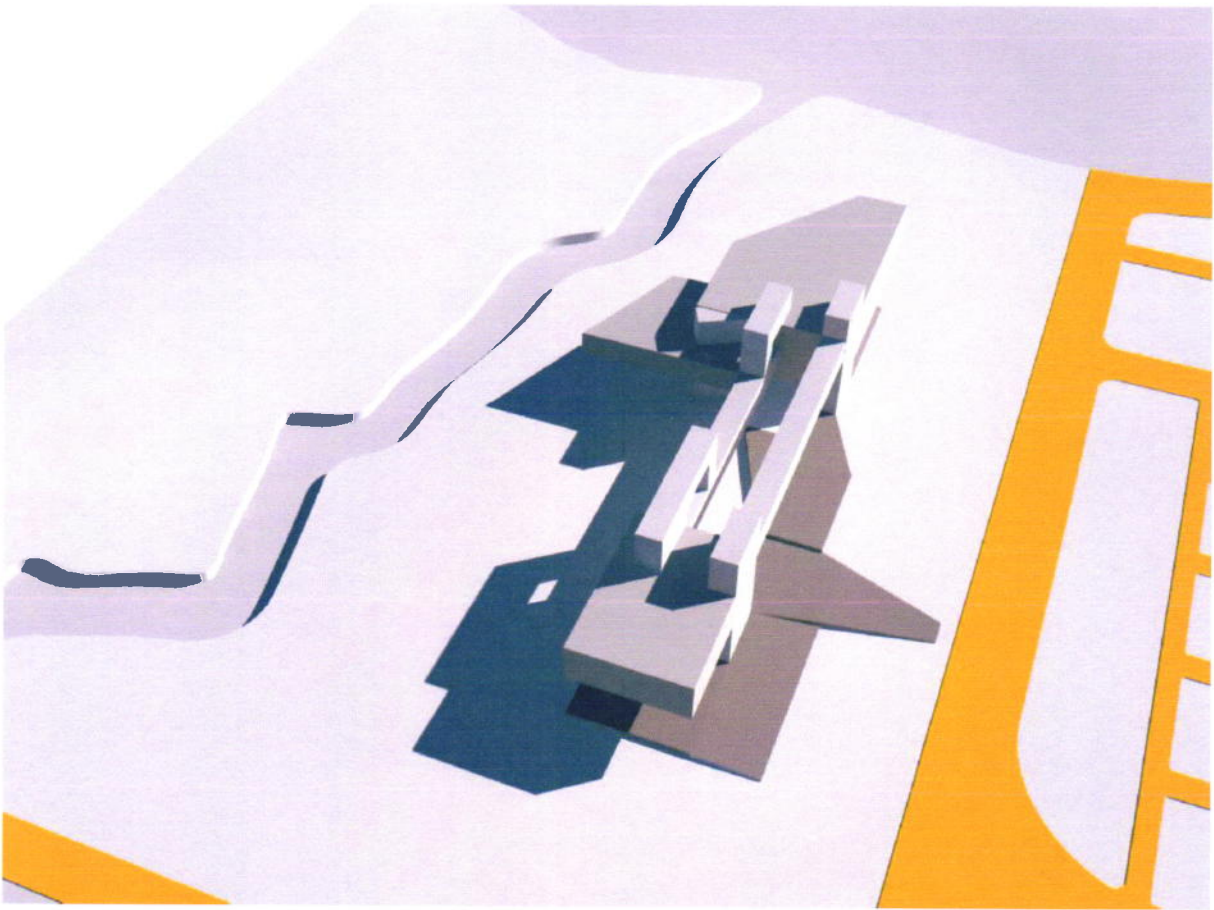


Figure 99: Study through models (Rahman, 2013)





7.3: Study through 3d visualizations:



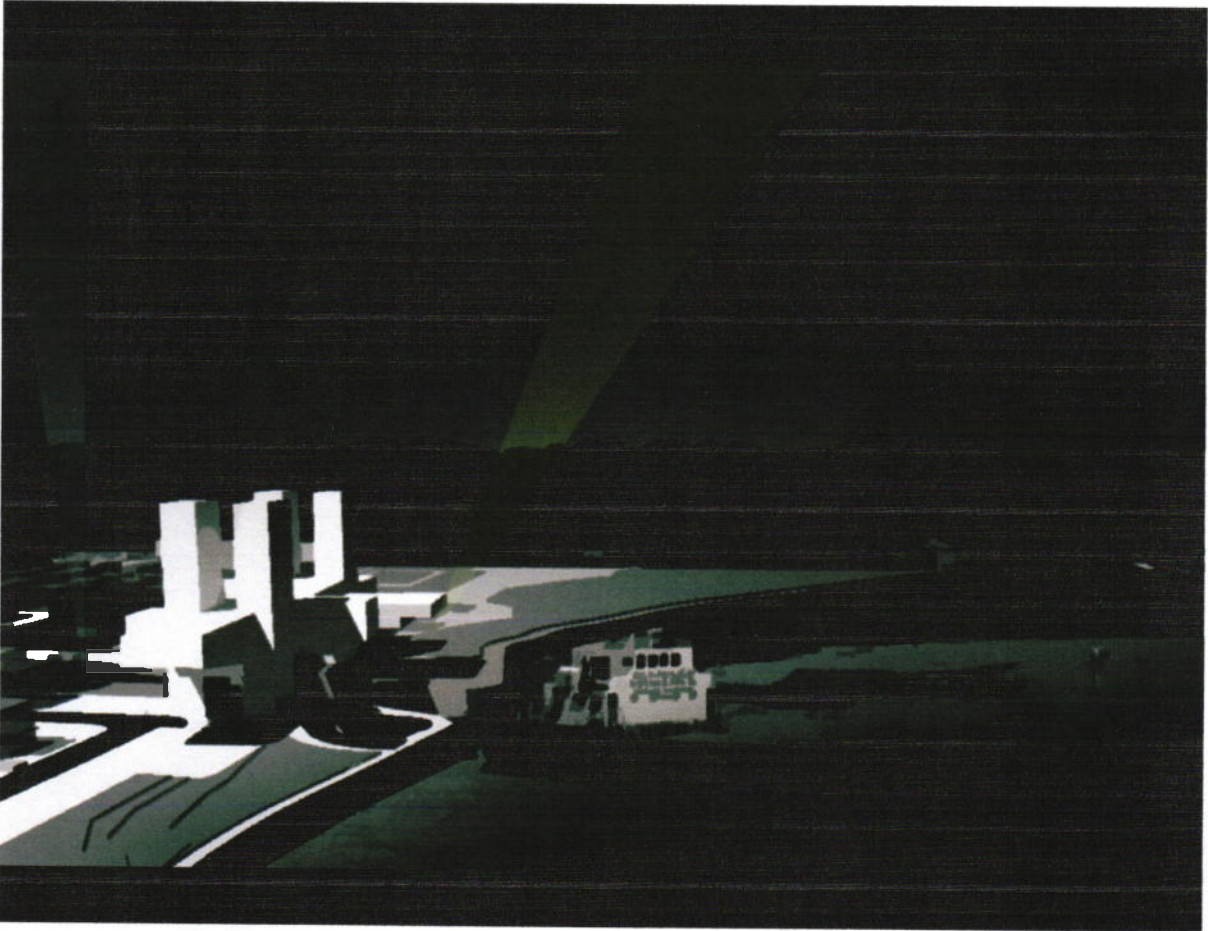


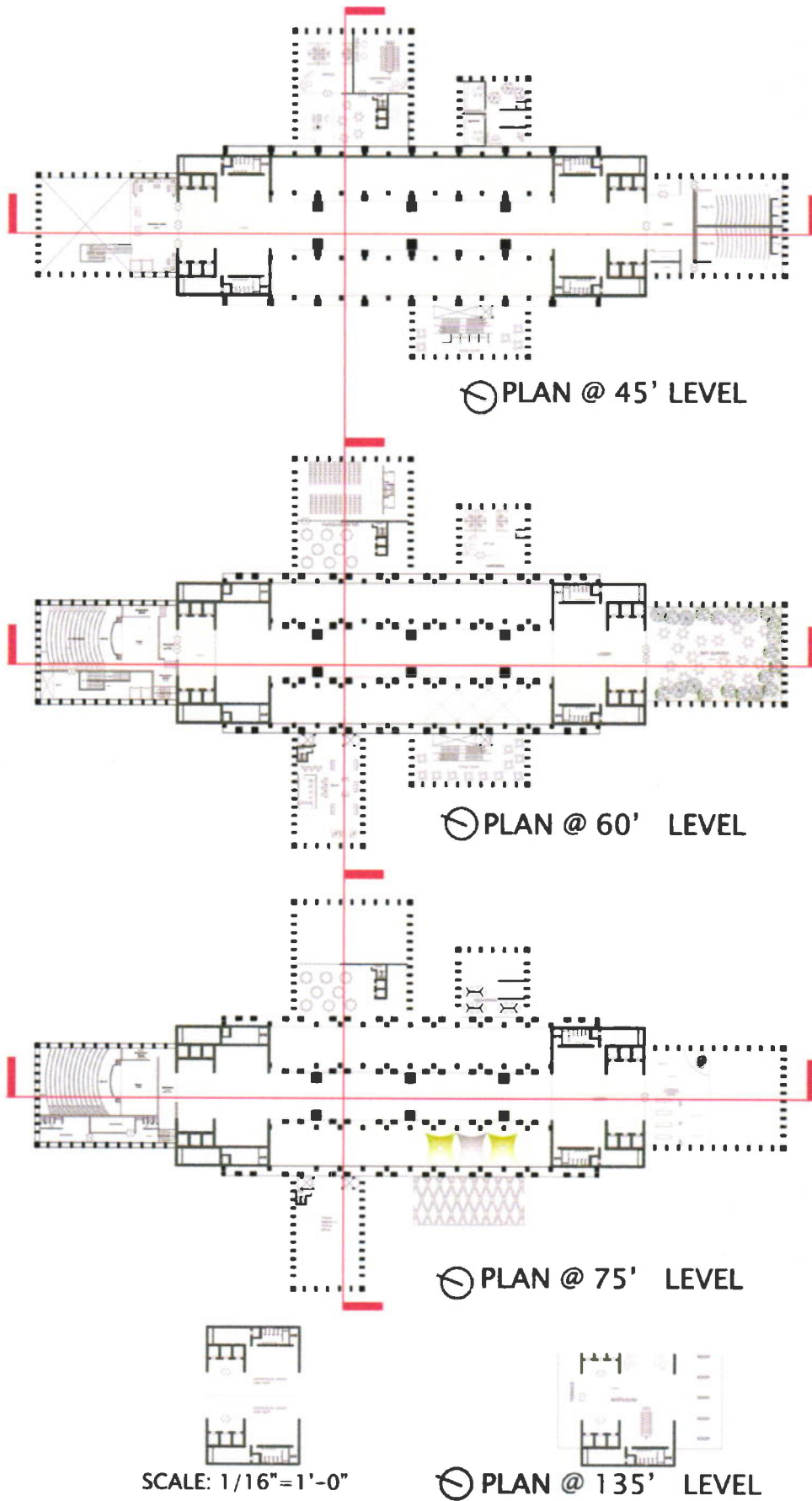
Figure 100: Study through 3d visualizations (Rahman, 2013)

7.4: Final Design

7.4.1: Masterplan:



7.4.2: Floor plans of the building:

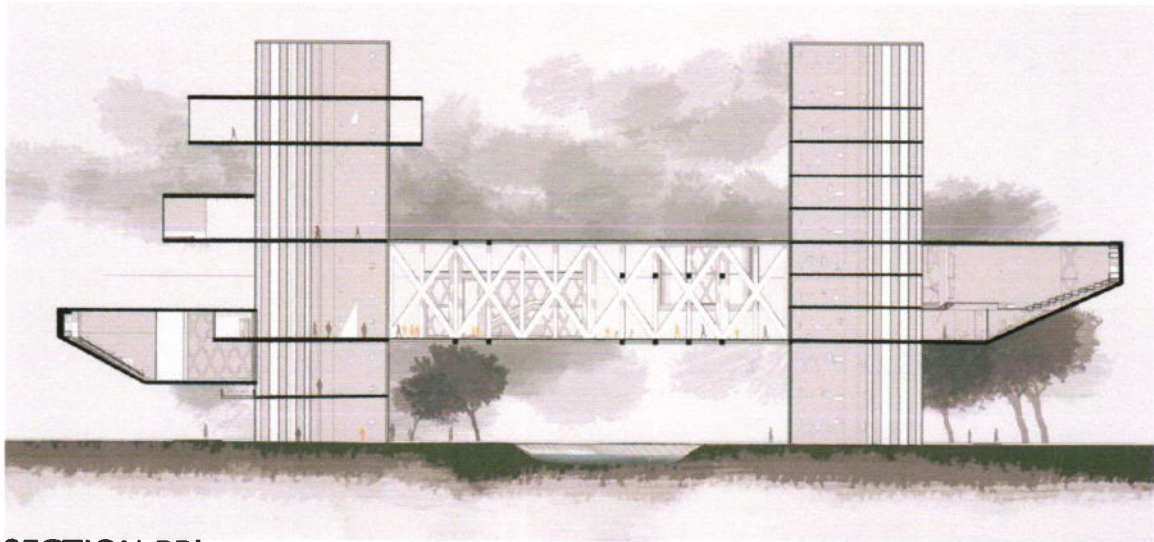


7.4.3: Sections:

SECTION AA' - 1

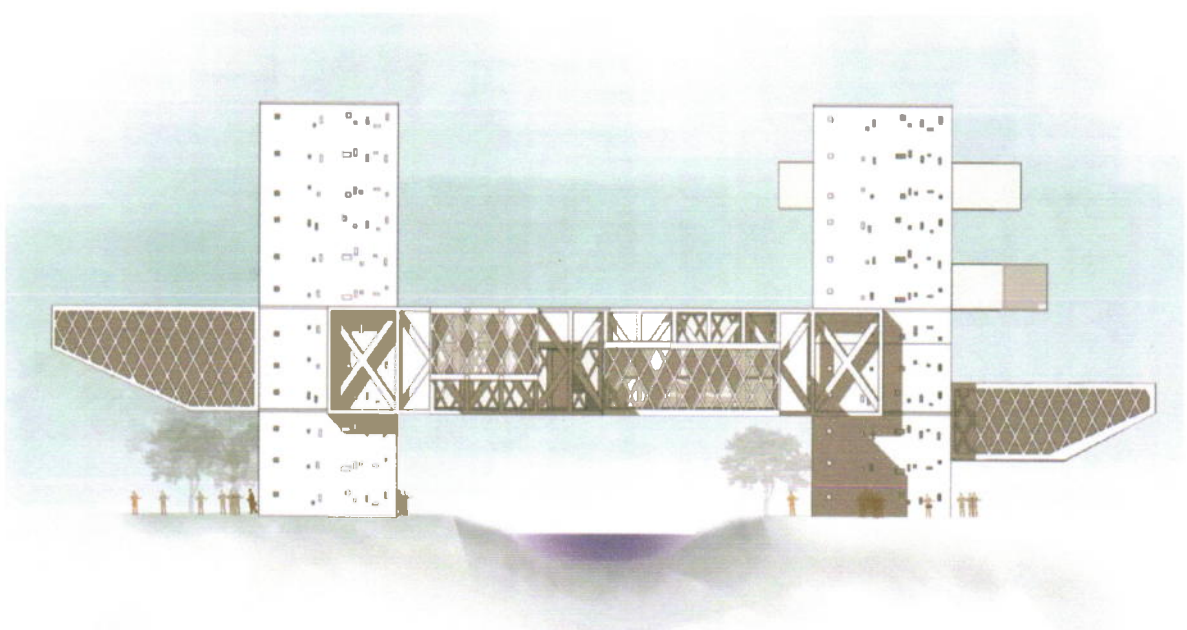


SECTION AA'



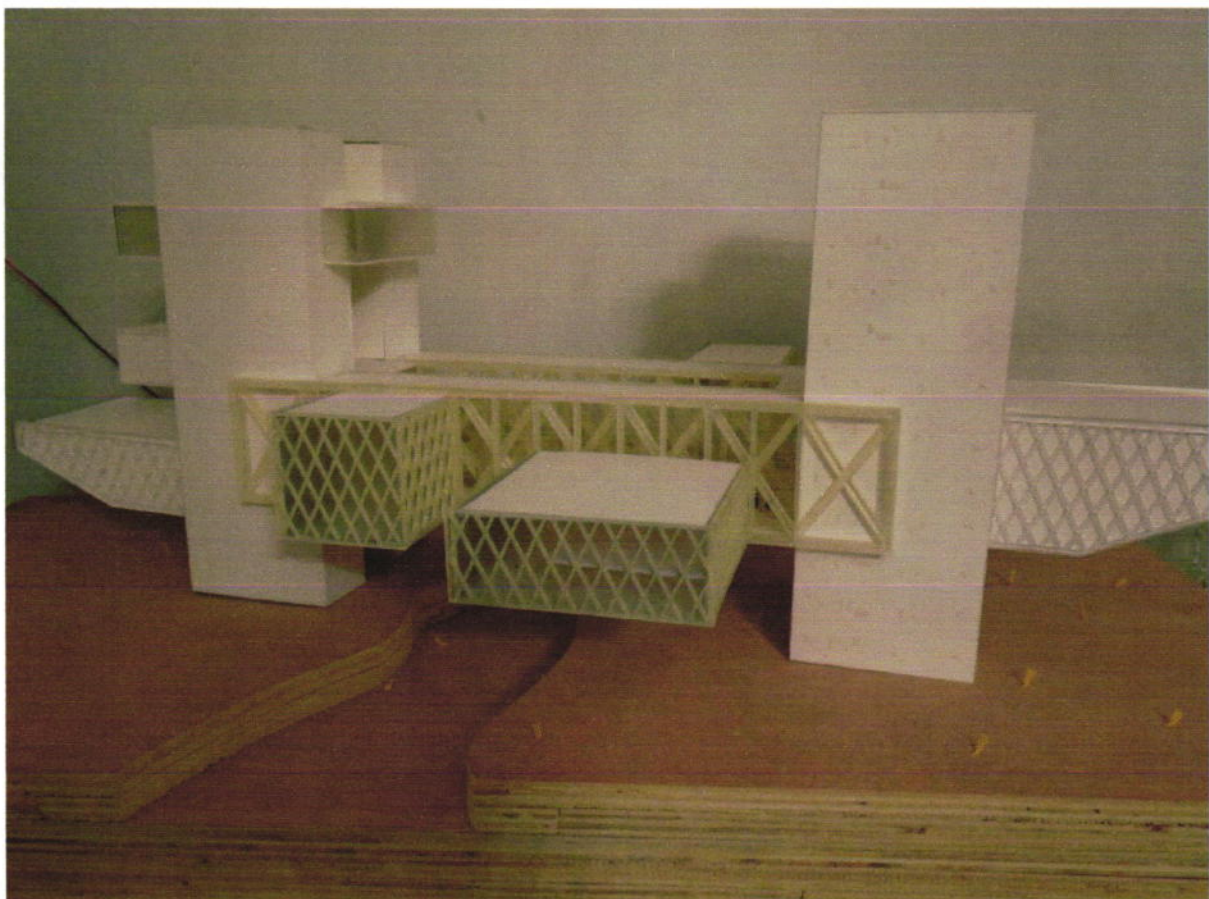
SECTION BB'

7.4.4: Elevations:



SOUTH WEST ELEVATION

7.4.5: Photos of final model:



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