Fig 3.1 Sketch of Existing ruins of the old Era Brick Factory (Author, 2018)
This chapter focuses on the theoretical approaches used in the dissertation. Theories and strategies from both the Heritage & Cultural Landscapes and Environment Potential discourses are considered and further synthesised with theories that focus on the alleviation of stigmas.

First, it must be understood what a stigma is, what are the significance of stigmas - what relation do they have to architecture, and lastly, what are the most prevalent stigmas that the site is subject to?

03.2 STIGMA

A stigma (noun) is defined as a perceived negative attribute or feeling of disapproval that causes someone to devalue or think less of a circumstance, quality, or characteristic (Synthesis of multiple definitions, see 03.11 Endnotes).

According to a 2009 article by the Government of Western Australia, a stigma is associated with landscapes that carry severe damage or that are linked to a certain negative event, such as the Chernobyl nuclear disaster or to Auschwitz, for example. This is not limited to historically significant places, as any productive facility that is currently in operation or has ceased operations (post-industrial sites), can carry a stigma (Lessa, 2013:2). Thus, it is unsurprising that stigmas are often associated with communities where disenfranchised communities dwell. This notion is often held by both parties; those directly associated with such an area as well as those outside of the community in question, albeit from different perspectives and with different outcomes (Faragan et al. 2017:4).

What are some of the most important characteristics of a stigmatized place?

• There is a perception of risk.
• Avoidance of the place as a result of the perceived risk.
• There is an abnormality associated with the place.
• The place has come to be associated with a socio-economic or socio-political issue.
• It is discussed in a negative light in the media or personal conversations.

Usually, the notion of ‘stigma of place’ is associated with landscapes that carry severe damage or that are linked to a certain negative event, such as the Chernobyl nuclear disaster or to Auschwitz, for example. This is not limited to historically significant places, as any productive facility that is currently in operation or has ceased operations (post-industrial sites), can carry a stigma (Lessa, 2013:2).

This chapter focuses on the theoretical approaches used in the dissertation. Theories and strategies from both the Heritage & Cultural Landscapes and Environment Potential discourses are considered and further synthesised with theories that focus on the alleviation of stigmas.

03.3 SIGNIFICANCE OF STIGMA

Now that it has been established what a stigma is and more specifically what a stigma of place is, what danger does it hold to the immediate communities around the site?

This dissertation argued that stigmas are a threat to social systems, a phenomenon the philosopher, Jurgen Habermas, calls a legitimisation crisis, in other words an existential crisis that threatens the foundation of a social system (Habermas, 1978). This is divided into three fundamental components:

• Political/governmental
• Socio-cultural
• Economic.

(Leiss, 2013:2,8) (Flanagan et al. 2017:7).

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03.4 POLITICAL/GOVERNMENTAL STIGMAS

A government needs a story, idea or ideology to give it legitimacy (Habermas, 1978:5). With the vast differences in political identity in the north-west of Pretoria (Jan-Niemand Park, Eersterust, Mamelodi and Silvertondale), this presents a legitimate question.

According to the municipal election results of 2016, voters in Eersterust, Jan Niemand Park and Silvertondale voted for similar parties, the majority being DA, whereas the voters of Mamelodi voted mostly for the ANC (IEC 2016).

Although this does not mean these communities held the same political view, background, or ideology. When taking the area’s history in consideration there was not a coherent story that gave the social system legitimacy.

According to the 2011 census - vastly different population groups tended to settle at Jan Niemand Park (69.5% white, 30.4% black, 10.8% coloured) than in Eersterust (83.5% coloured, 14.4% black). It seems as if Jan Niemand park is going to be more integrated than Eersterust in the future (see figure 3.4) (Census, 2011).

The data show that these communities had some common ground related to first language, yet the segregation by physical barriers was a cause for concern. The brick factory site is large, creating a permanent barrier that is reinforced by the two rivers running on either side.

2011 census - Data Source: Statistics South Africa
Within Eersterust itself there is segregation between the north and south by the Rietspruit river. Figure 3.5 illustrates the three segregated communities around the site where their cultural, religious and political differences are reinforced by physical and natural barriers.

03.5 ECONOMIC/ENVIRONMENTAL STIGMA

Habermas links the legitimacy of a governmental system to a stable economic system. In an industrial setting the economic system is often related to production (Habermas, 1978:6 & 69).

This fits perfectly with the productive history of the site, that gave many families in the area jobs and security; however since the factory has ceased production it has left an economic void. This void is exacerbated by the environmental scar that has been by the quarry. The perception of post-industrial sites are generally negative, especially one that has been abandoned. The current owners are exacerbating the situation using the site as an excavated soil and building rubble dump.

The stadium itself is completely underutilised and the combination of the two components creates an even worse perception of the site.

For the economic system to stabilise a new program that creates economic opportunity and is not detrimental to the landscape must be introduced.

03.6 SOCIAL STIGMA

Habermas refers to a socially cohesive system as a Lebenswelt or a lifeworld. Socio-cultural groups often have shared beliefs values and agreed upon rules of operation (Habermas, 1978:6 & 9).

Eersterust is by no means the most impoverished community in Pretoria, yet there is a clear difference between Jan Niemand park and Eersterust. Within Eersterust there are further differences in income between the south and north. The poorer members of the community live in the older southern part of Eersterust and the more affluent members of the community live to the north, up the hill towards the newer areas of the suburb.

This creates conflicting world-views with little shared beliefs values and agreed upon rules of operation. The rather large derelict site creates a breeding ground for unfavourable circumstances, like substance abuse. While walking on the stadium grounds, the author encountered a couple...
of teens using drugs in broad daylight. Crime is a major problem in the area as multiple local newspaper articles and recent service delivery protests indicate. Thus the picture of Eersterust being put out by the media reinforces preconceived ideas of the area by outside communities. The gross lack of interaction between these communities and a lack of activity on the site hampers the creation of a so called lebenswelt.

03.7 STRATEGIES

So what can be done to alleviate these stigmas and create successful social structures? As the previous section alluded to, governmental, economic and social systems need to be stabilised to give them legitimacy, through common goals and shared beliefs. In order to do that, this dissertation will use various general stigma alleviation strategies and attempt to interpret them into spatial solutions. Relevant sources were consulted, synthesized and reinterpreted to alleviate stigmas of place based on the various stigma-alleviating strategies that exist in a general sense:

• Encourage communication & interaction between the opposing communities.
• Education, learning from and about each other.
• Create shared spaces, where social interaction can take place.
• Facilitate empowerment, through education, skills development and equal opportunity.
• Build a community, where competition and interaction can happen.


03.8 HERITAGE & CULTURAL LANDSCAPES

The first Era brick factory building was built between the late 1950’s and the mid-1960’s and, the second factory building was built during the period 1976-1980’s. Thus, several of the buildings on site are actually more than 60 years old. Unfortunately the oldest factory building was decommissioned, used as storage and finally demolished by 2014. Because the majority of the buildings on site were less than 60 years and were not protected by any heritage charter, this undoubtedly contributed to the demolition of the factory buildings.

However, this dissertation’s argument is that the site has significance through what it meant to the community by providing jobs and skills. If one extends that significance to the adjacent sports stadium, it becomes clear that there is still value in the post-industrial site that is worthy of protection and re-interpretation.

As may be seen in Figure 3.1, the existing leftover physical fabric does have a certain quality that evokes a sense of intrigue. As mentioned above, this contributes to the overall genius loci of the site and the argument can be made that the leftover fabric presents an opportunity for re-use that hints at a possible architectural language.

The two main charters used in this argument are the Xi’an Declaration on the Conservation of the Settings of Heritage Structures, Sites and Areas and the Nizhny Tagil Charter for the Industrial Heritage.

The following is a summary and synthesis of the relevant theoretical information applicable to the site in question and the approaches which this dissertation used in the design. The Xi’an Declaration is focused on general heritage buildings and landscapes, while the Nizhny Tagil Charter concentrates on industrial heritage.

Fig 3.8 Diagram of stigmas associated with the site (Author, 2018)
One must first acknowledge the significance of the existing site fabric for post-industrial sites, as even their environmental leftovers can be considered for their archaeological and ecological value. This is significant from a functional perspective, if notperhaps as an architectural perspective. The site under consideration was not just a quarry and brick factory, even before the first building was built, the site for its industrial presence is of great significance, particularly as a strategy with which to develop a design: the building as palimpsest. The past itself as the material – the past layers act as a material to use or to build on top of, in a new interpretation of the site or building (Machado, 1976:49). It was hoped that a quite literal translation of this strategy, the old bricks laying scattered throughout the site, left over ruins, bricks used as paving and the like could be retrieved and used as building materials. This again pays homage to the old brick buildings that were present on site and the functional history of the factory. One of the most important documents on the subject matter is the article by R., Machado, entitled Toward a Theory of Remodelling, Old buildings as Palimpsest, 1978. Machado can be used in the following ways as a strategy with which to develop a design:

- The building as palimpsest – The most obvious approach this dissertation took was to use the old layers of the site as a design informant for the new building. New uses should respect, maintain, and interpret the existing fabric (Nizhny Tagil, 2003:3; Xi'an, 2005:3).
- The past as a material – The past layers act as a material to use or to build on top of, in a new interpretation of the site or building (Machado, 1976:49). It was hoped that a quite literal translation of this strategy, the old bricks laying scattered throughout the site, left over ruins, bricks used as paving and the like could be retrieved and used as building materials. This again pays homage to the old brick buildings that were present on site and the functional history of the factory.
- Re-functionalising – Or, adaptive re-use, is an approach that is an attempt to strip away the original function of a building to suit its new functions. This calls for innovation and sensitivity (Machado, 1976:46).
- Re-funtionalising – Changing the character of a building to suit its new functions. This calls for innovation and sensitivity (Machado, 1976:46). Because the original factory does not exist anymore, the new architecture (Machado, 1976:49). It was hoped that a quite literal translation of this strategy, the old bricks laying scattered throughout the site, left over ruins, bricks used as paving and the like could be retrieved and used as building materials. This again pays homage to the old brick buildings that were present on site and the functional history of the factory.

Fourthly, the charter calls for an intervention that considers the different layers on site as a design informant for the new building. New uses should respect, maintain, and interpret the existing fabric (Nizhny Tagil, 2003:3; Xi'an, 2005:3). The past itself as the material – The past layers act as a material to use or to build on top of, in a new interpretation of the site or building (Machado, 1976:49). It was hoped that a quite literal translation of this strategy, the old bricks laying scattered throughout the site, left over ruins, bricks used as paving and the like could be retrieved and used as building materials. This again pays homage to the old brick buildings that were present on site and the functional history of the factory.

Fifth, the charters calls for an intervention that considers the different layers on site as a design informant for the new building. New uses should respect, maintain, and interpret the existing fabric (Nizhny Tagil, 2003:3; Xi'an, 2005:3). The past itself as the material – The past layers act as a material to use or to build on top of, in a new interpretation of the site or building (Machado, 1976:49). It was hoped that a quite literal translation of this strategy, the old bricks laying scattered throughout the site, left over ruins, bricks used as paving and the like could be retrieved and used as building materials. This again pays homage to the old brick buildings that were present on site and the functional history of the factory.

Lastly, adaptation and re-use should be reinforced by contributing to sustainable development. Industrial heritage can have an important role in economic regeneration. If such a re-use creates new employment opportunities (Nizhny Tagil, 2003:3). From the charters discussed above, this dissertation will build on and interpret the existing built fabric of the Era brick factory site. To be more specific, a new intervention must consider the various layers on site as palimpsest, to inform the design.

One of the most important documents on the subject matter is the article by R., Machado, entitled Toward a Theory of Remodelling, Old buildings as Palimpsest, 1978. Machado can be used in the following ways as a strategy with which to develop a design:

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From an ecological response position, this dissertation concentrated on regenerative design as a framework to respond to the environment potential of the site. Mostly due to the site's historic significance and scared landscape.

The following approaches support the design decisions taken in this dissertation. The approaches adopted were set out by P. Mang and B. Reed in their paper titled; Designing from Place - A Regenerative Framework and Methodology, 2012.

- "Organize activities on site that continuously feed and are fed by the living systems within which they occur." Thus man as part of nature, not above nature. This of course refers to the growing of fresh produce, capture and use of water, and lastly harnessing the sun's energy for electricity generation and day lighting (Mang & Reed, 2012:28,31).

- From a regeneration potential standpoint, the design has to take maintenance and operation into consideration (Mang & Reed, 2012:27).

- "Consider permaculture as a design informant, in other words, shifting from dominance to a close relationship with nature, through mutually beneficial interactions. Weave the human and natural together into a dynamic whole" (Mang & Reed, 2012:29,31).

- The notion of story of place, was referred to in section 03.4 above as well, that by creating a new significance one creates an incentive for the community to take ownership of a place. In this way they are more likely to take care and maintain such a facility (Mang & Reed, 2012:30).

- When looking at a new design it is imperative that one considers the potential it has from a larger perspective, specifically how it can integrate into and enhance the existing systems in and around the site. This, in turn, will contribute to the viability and vitality of a project (Mang & Reed, 2012:30).

- As stipulated in section 03.4 above, by engaging with the community and relevant stakeholders the project will have greater significance, making a stronger case for its very existence (Mang & Reed, 2012:31).
From the diagram in Figure 3.13, it is evident that there is a confluence of ideas from the Heritage and Cultural landscapes and Environment Potential discourses. This confluence of ideas was the focus of this dissertation as the main theoretical drivers and the rest as supportive ideas to influence and strengthen the design. The most important notions being:

- Engagement with the community
- Economic regeneration
- Giving the site a new significance

This represents what has to be done, the aspects that are related to stigma of place strategies represents how it must be done. They can be grouped together in the following way:

- Communication & interaction
  - Create shared spaces
- Education
  - Facilitate empowerment
- Build a community

By engaging with the community this dissertation intention to consider the needs of these people, by creating the opportunity for communication and interaction between the neighbouring communities, while facilitating a building and landscape that can be used by both.
To generate economic growth it is vital to educate and facilitate empowerment for both communities, in other words the people need to learn new skills, which can be used to generate an income.

Perhaps the most important is to give the site a new significance, without the community taking ownership of the new intervention it will fail. The intention is to make the new facility a place where the different communities can come together.

The premise that makes this dissertation unique, is that it argues that architecture can be a viable solution to solve stigmas associated with place. By combining theories on stigma of place and merging those with architectural theory this dissertation intended to find a program and architecture that alleviates stigmas, which respects the site’s history/heritage and considers the environment when making design decisions. The three solutions above were approached and addressed on different scales, as follows:

- Engagement with the community: Urban vision scale
- Economic regeneration: Site vision & programmatic scale
- Give site new significance: Architectural scale

The specific programs and how they relate to the theories will be discussed in the next chapter.

03.11 ENDNOTES

Various definitions of a stigma: (See 03.2)
A mark of disgrace associated with a particular circumstance, quality, or person (Oxford Dictionaries, 2018).

A strong feeling of disapproval that most people in a society have about something, especially when this is unfair (Cambridge Dictionary, 2018).

If something has a stigma attached to it, people think it is something to be ashamed of (Collins Dictionary, 2018).

Stigma is a perceived negative attribute that causes someone to devalue or think less of the whole person (Gluck, 2018).