

After Hours Pitch [XS] marking out an urban living room

situation.

Located along Lonsdale Street, this car park is currently one of the most valuable and underused pieces of real estate in central Melbourne. Rather than just waiting for a major development to change the status quo, this site could be something special, NOW!

proposal.

The width of the car park makes it perfect for a broad range of Melbourne's grass-roots sporting activities. Groups such as the bike-polo community or the homeless Street Socceros from the Big Issue are just itching for an opportunity get out in the city and engage passers-by with their skills. A stack of containers next to the court could house various complementary uses such as counselling offices or sanitary facilities for the homeless. The multistorey parking building to the west can be accessed via the stacked containers, thereby opening a natural vantage point when larger events happen. An exciting and authentic urban space that might also interest commercial sponsors as they could harness the venue's positive aura to lend their own messages vitality.

conclusion.

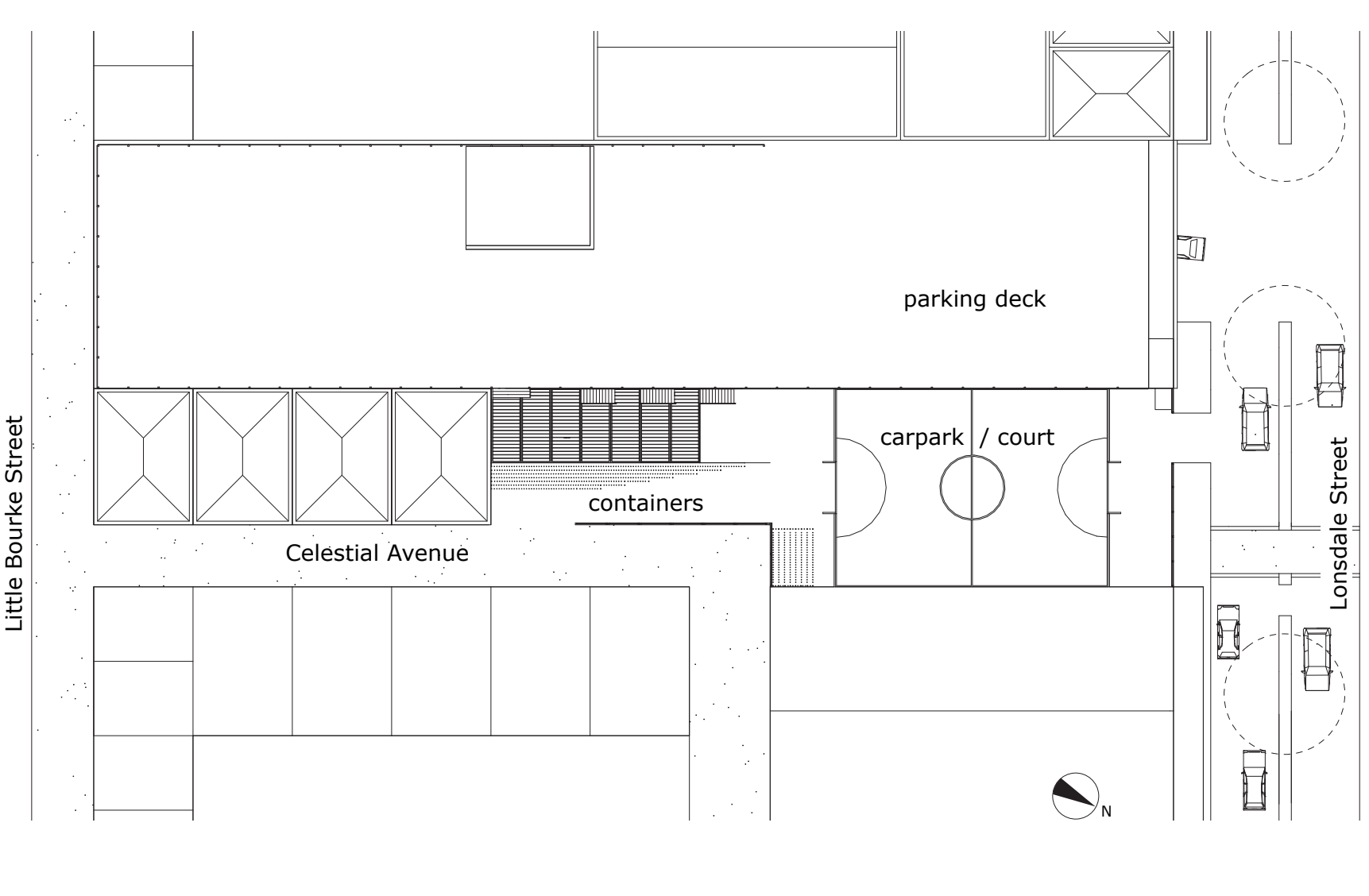
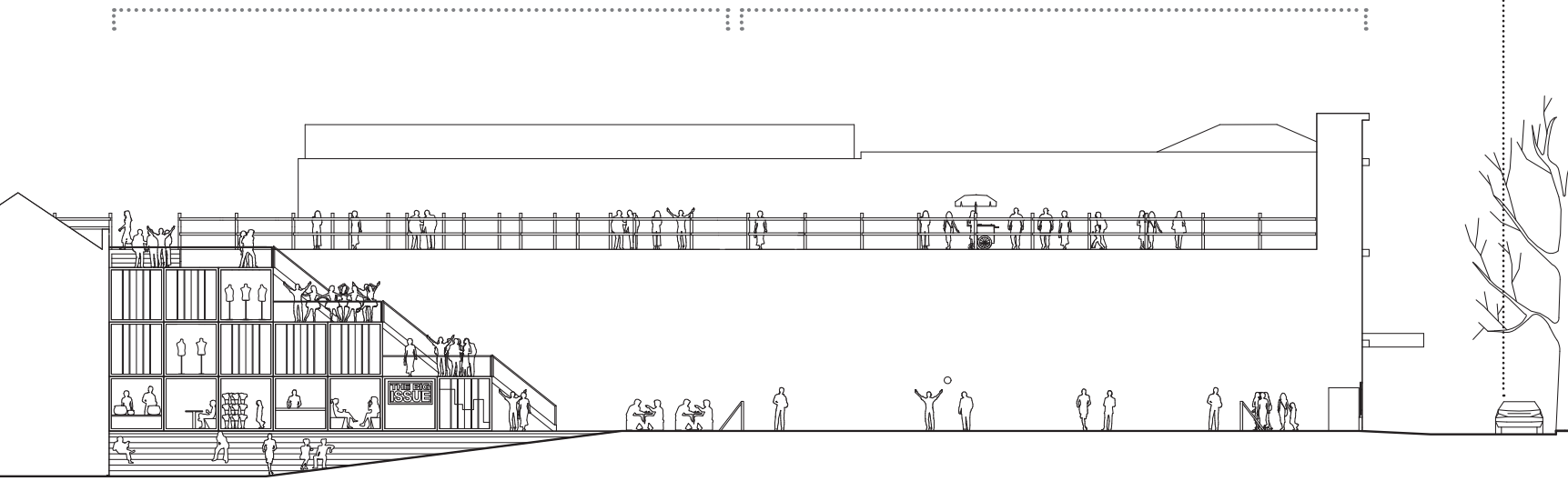
The court and container programs work in concert to create an urban living for the after work 'chill-out'. As has been demonstrated at previous games staged by the Big Issue in city centres, the down-and-out those who've had better luck will have a great time playing together, whilst also putting issues of social disadvantage in public view. Public private partnerships can also serve to provide a stage for a truly local experience of real social substance - for local citizens and visitors, all year round.

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cafes, counselling, shop, showers,
storage, art,...

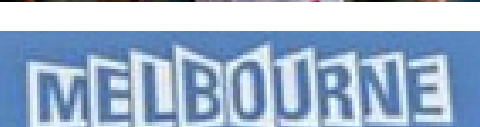
sports court



The minor revenue that might be lost from displacing after-hours parking could be easily recouped through snack sales at events and other modest commercial operations.



social value: the container spaces and the court can be used by local welfare programs



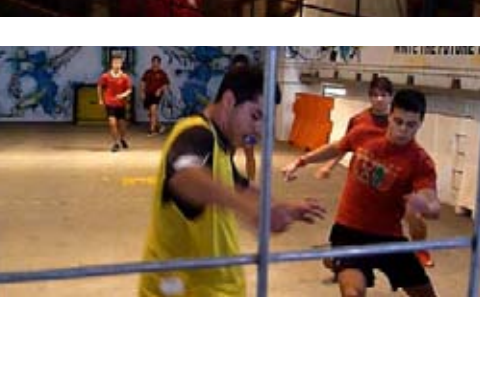
camouflaged advertising for the public supporters: the light blue brand colour also fits in with the 'Greek precinct'



"only to be fed with leather", Nike Urbanism Berlin: By reactivating public sports grounds the corporate sponsor could display camouflaged marketing slogans.



product display as seen in a warehouse in Abbotsford



kids kicking ball in a warehouse in Abbotsford

local street life between Prada & Graffiti

