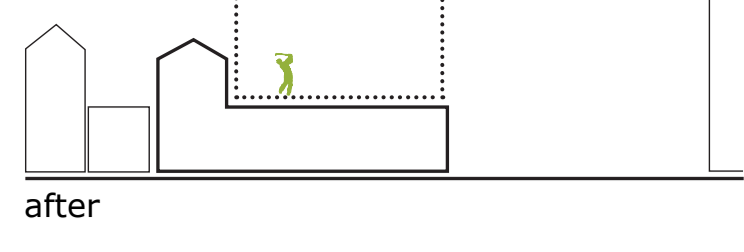


before



after



Golf Shop Camouflage [S] public green retailer's dream

situation.

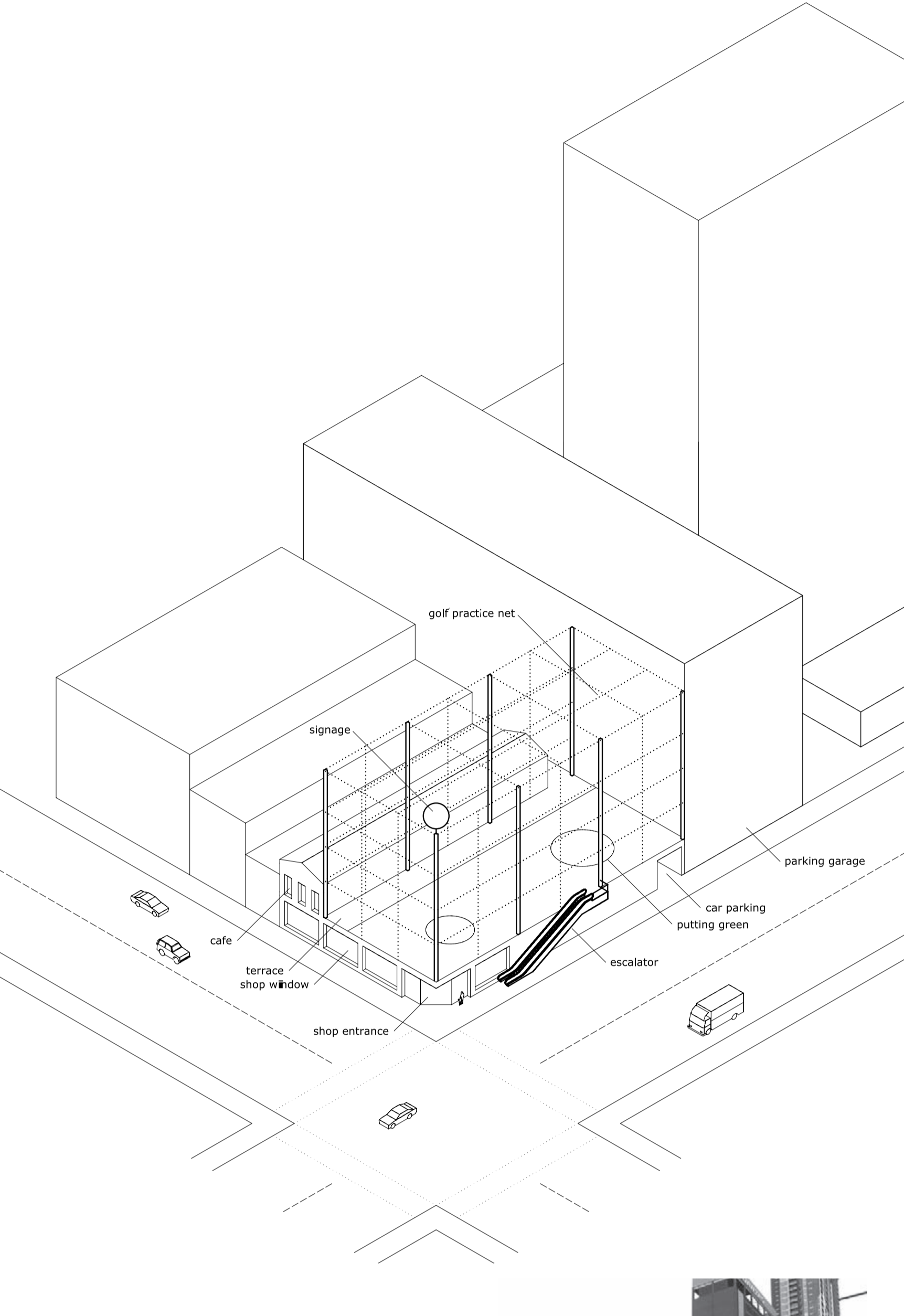
An established golf store is situated at the intersection of Franklin Street and Elizabeth Street. Because of its excellent location the site is under development pressure. Inside the crowded shop there is a kind of artificial leisure landscape – a driving range and a putting green in miniature format. The roof and the space above the mostly single storey building are not used.

proposal.

With a few simple measures the rooftop could be upgraded into a compact golf course enclosed by a netted cage. The existing rooms on the first floor could host a café. Consequently, the golf shop gains a place for costumers and the general public to test products for free, or just have a coffee and relax on the grass. In addition, given that the volume of the cage will be highly visible from the surrounding streets, it can serve as a powerful advertisement for the shop.

conclusion.

This small project illustrates how an ordinary commercial space could be converted into an urbanistic double-stage – a stage for the people to enjoy a new opportunity to experience their city, and a stage for representing the city's sports identity.



unrecognised public and private potentials exist unnoticed all over the inner city



Why whack the ball about in a tiny nook while just three metres above the sun shines on the grass in the midst of an exciting urban environment?

