Re-Thinking The City and Infrastructure
A New Development Strategy For Orchard Road

by

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Submitted to Department of Architecture,
School of Design and Environment
on 24 March, 2003 in Partial Fulfillment of the
requirements for the Degree of
Master of Architecture

Abstract

The current modernist urban planning methods may not be conducive to the
development of Orchard Road as a vibrant and enjoyable street. By examining the
notion of a city and the use of it by people in the form of pedestrians and consumers
within it, the thesis seeks to find a new approach that might guide developments.

In contrast to establishing a common abstracted ideal that dictates urban forms, the
thesis proposes the development of streets that reflects and complements the vibrancy
of diversity in contemporary Singapore. This is attempted using the various logics,
expectations and experiences of everyday journeys and realities, the heterogeneous
composition and demands of different social groups as a generator for guiding
developments on Orchard Road.

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