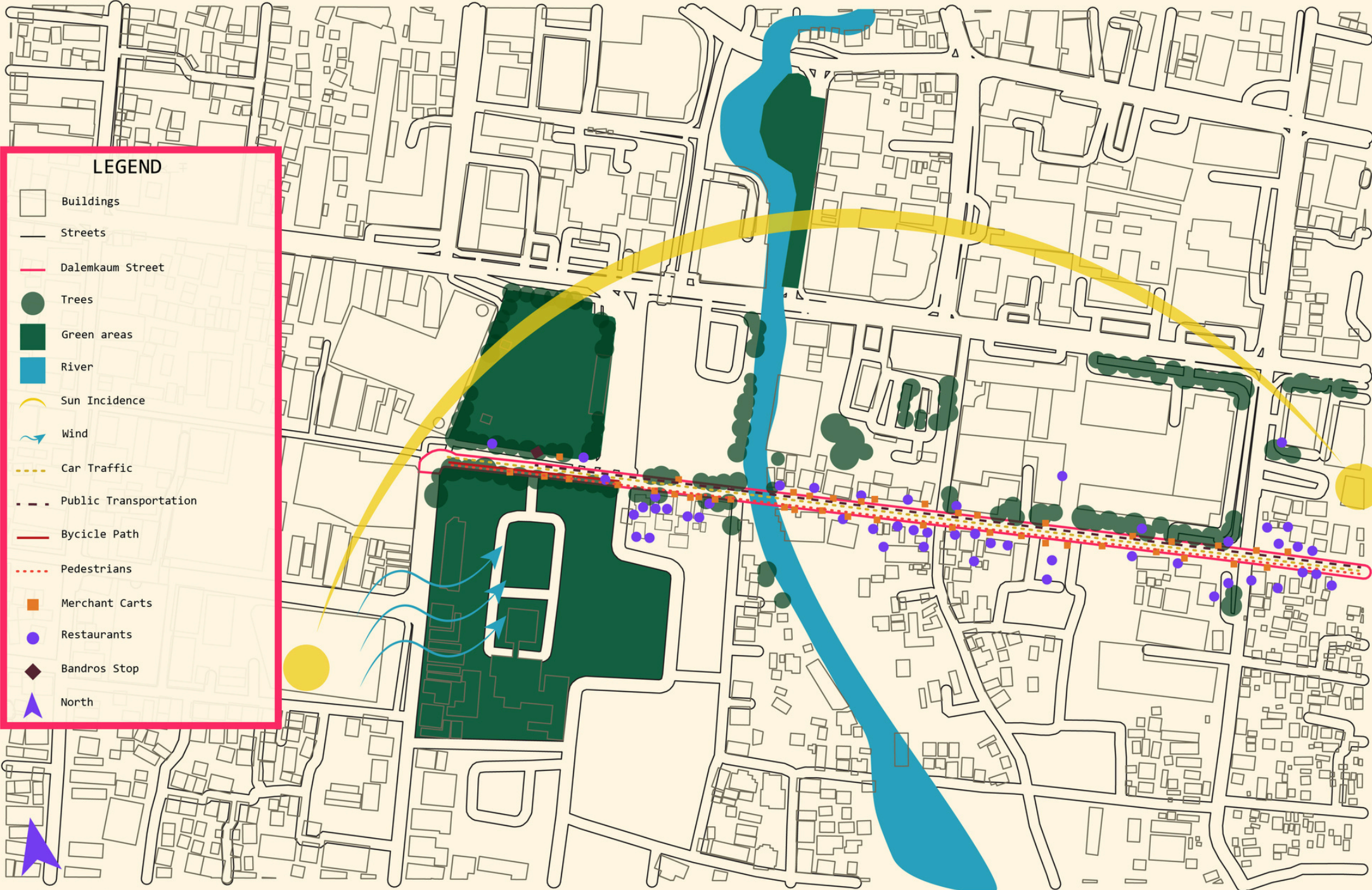


Dalem Kaum Street

Bandung





LEGEND

-  Buildings
-  Streets
-  Dalemkaum Street
-  Trees
-  Green areas
-  River
-  Sun Incidence
-  Wind
-  Car Traffic
-  Public Transportation
-  Bicycle Path
-  Pedestrians
-  Merchant Carts
-  Restaurants
-  Bandros Stop
-  North

Escale 1:2500

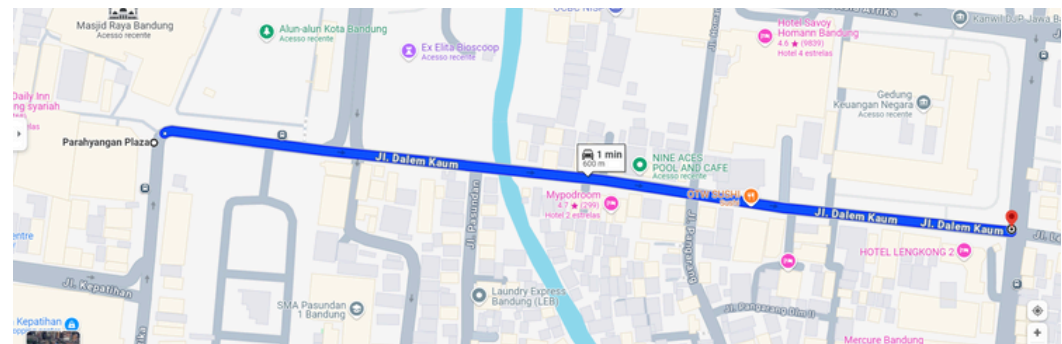
Research

The street we had the pleasure to work on is Dalem Kaum Street, located in Bandung, Indonesia. This hot, lively, and culturally rich street was a great challenge for us.

The first part of our project involved collecting data and visual information about the street and the city. Using Figma software, our group began organizing the information, including every insight, photo, idea, map, and research topic we thought of, just like a brainstorm.

Some problems we identified were the variation in the length of the sidewalk, the large flow of cars, lack of green areas in some places, irregularity of street vendors, parking issues, waste management, high temperatures, and the worsening conditions of the street as we moved farther from the mosque and the park.

- Immersion (make and answer questions based on the briefing, desk research)
- Opportunities
- Benchmarking research (charts, street, urban furniture...)
- Contacting people
- User flow journey
- Map and critical points
- We list interventions
- More questions + photos -> validate the idea
- Hierarchy of tasks + action plan



Research

After that, we filtered our research topics and selected the most important ones to focus on and guide our project. They are:

Green areas

Accessibility

Flow

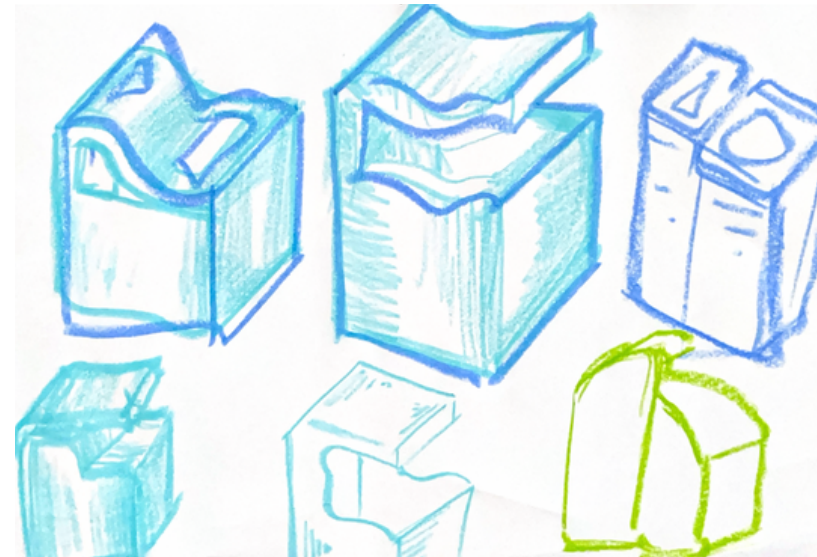
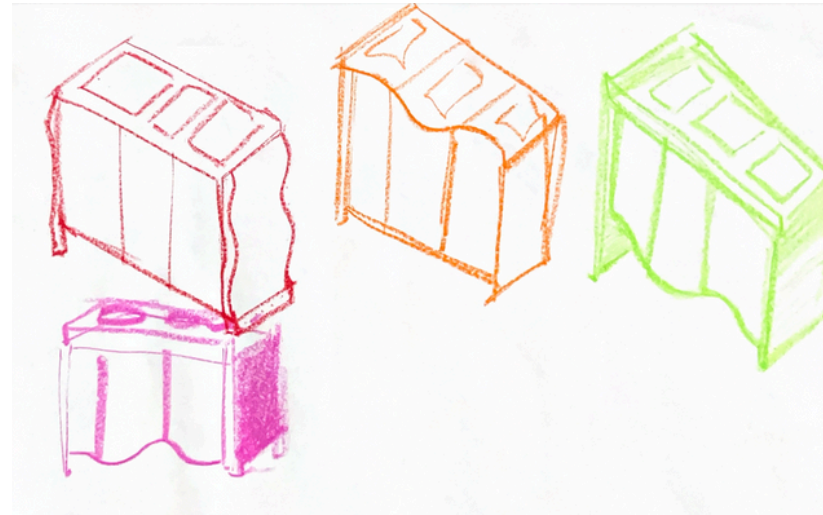
Residue

Identity

For Richard Florida, “The cities that thrive are those that promote creativity and innovation, and this is reflected in their vibrant streets and public spaces.” (The Rise of the Creative Class, 2002.) This shows us the importance of building cities and streets with inspiration and long-range investment.

Another author we selected as a basis for our work is Michael Pollan, who says, “Shake the hand that feeds you.” With this, he encourages people to know where their food comes from, suggesting that consumers should interact directly with local producers. He argues that this relationship strengthens the food system and the local community, highlighting the principles of locavorism. (In Defense of Food, 2008).

Then we started looking for opportunities for change, such as wayfinding for the street, improving the parking spots, enhancing street furniture, creating bike lanes for cycling promotion, regularizing street vendors, making the street more beautiful, and more.



*Sketches for
trash bins**

Contact Insights

1. Experience with Street Vendors:

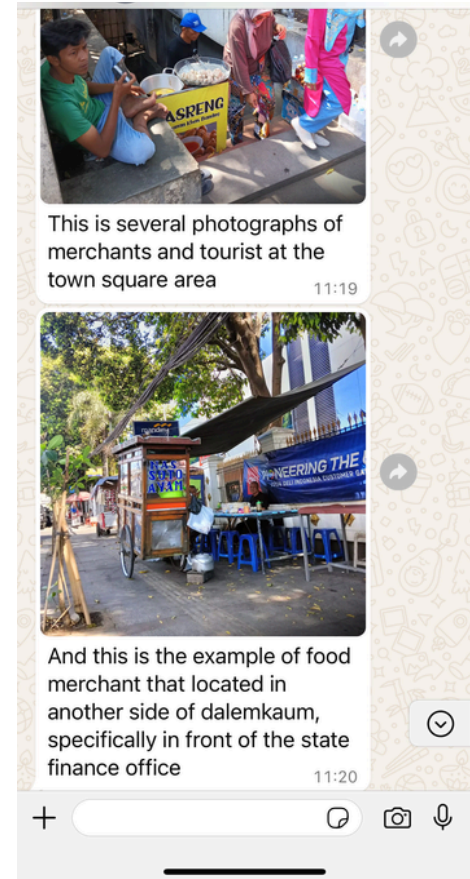
- No designated areas for carts;
- No vendor registration system in place.
- Visitors are primarily tourists and local civil servants.
- Carts are not standardized; vendors individually create them. No specific supplier.

2. Waste Disposal:

- Waste management is poor, with litter visible on streets and bridges.

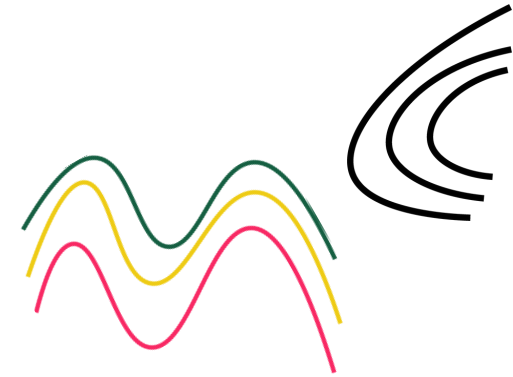
3. Security:

- Sidewalks are wide, ensuring good pedestrian flow, but illegal parking blocks access.
- Street lighting is insufficient at night due to distantly placed lamp posts



Critical phase to conduct our decision between the solution alternatives. We remain grounded, following the natural flow and learning from the community's journey. Our solution blends creativity with functionality, aesthetics, and usability. By leveraging tactical urbanism, we promote practical solutions that can be directly applied to the street's existing structure. We study the flow and experience of people as they navigate the street, understanding how their emotions influence their choices, and identifying key critical points where interventions can make the most impact.

Concept and Identity



Based on the research and the problematic, we decided to start a visual identity for the project and the wayfinding. We searched for cultural and visual references, such as the arch gateway next to the mosque, the historic Art Deco architecture, and Batik, a traditional Indonesian technique for painting textures.

As we aimed to improve the life and flow in the street while remembering the historic elements we listed before, the river that crosses the street, and the present wildlife, we decided to use vibrant colors, dynamic and organic curved lines, and modern typography.

Our project name - BandFlow, the mix of Bandung and “flow” dialogue perfectly with our concept, as it shows dynamism, transformation and modernity.

FLOW + INTEGRATION

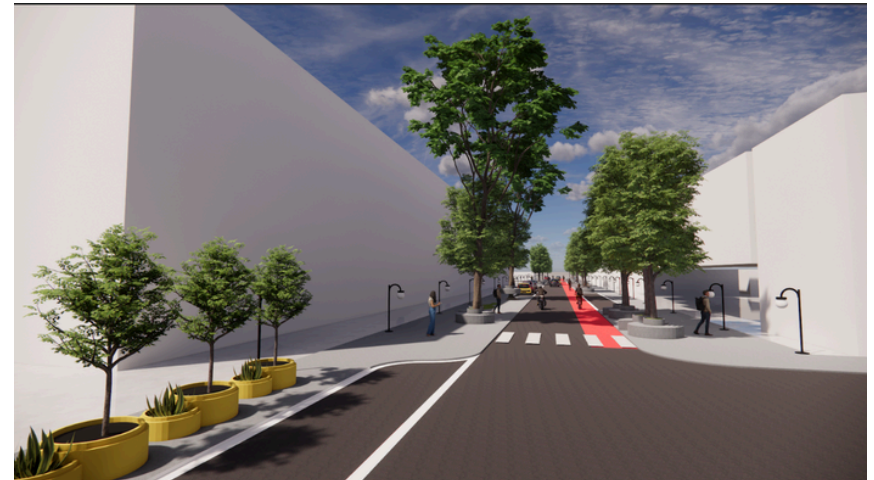
BANDFLOW



Solutions– "Flow"

Accessibility and safety

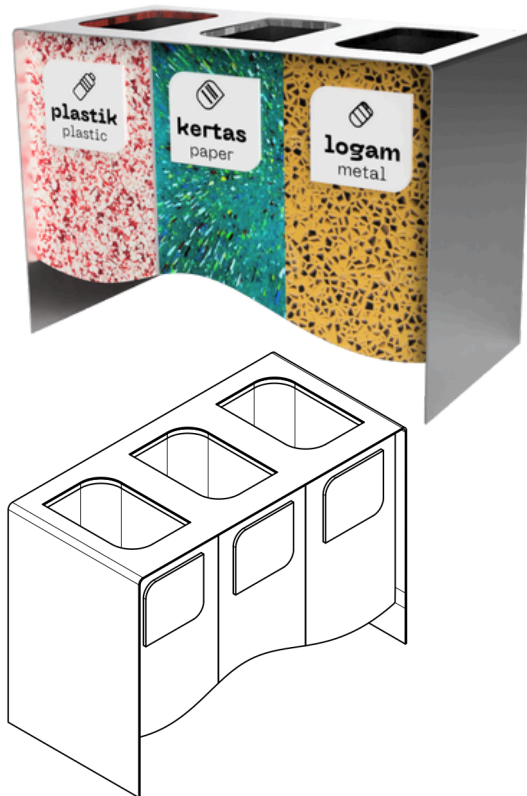
Widening the sidewalks, replacing the pavement, installing an elevated crosswalk, and extending the reach of lighting along pedestrian areas. Additionally, by reducing horizontal parking, expanding bike lanes, and using vibrant colors.



Solutions – "Integration"

Garbage Bin

We found that only 15% of the recyclable waste is separated and actually recycled, while 30% ends up in rivers, lakes, and the sea. So we made the decision to conceptualize a more visible and creative bin that encourages people to separate their litter, using materials such as recycled plastic plates.



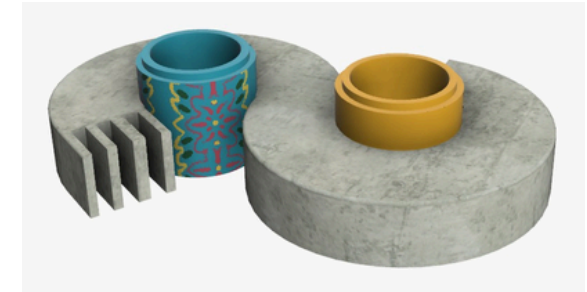
Tree pot

Another point we observed is that in the street, people tend to put small plants and saplings small concrete pots. In order to create visual unity and embrace this behaviour, we created an integrated approach to it.



Benches

Along with the tree pots, we designed this bench, which provides seating, shade, and a bike rack. Its curves carry our message of movement and a hug to the citizens.

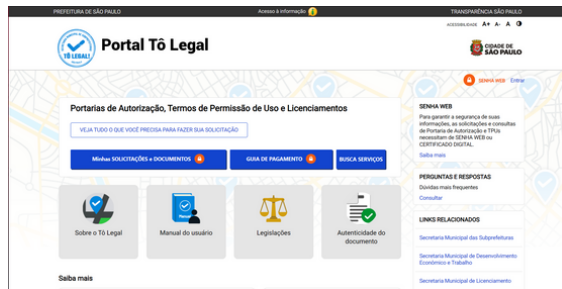


Growth plans for the future

We also think ahead. Our interventions are designed to cultivate habits that help maintain the organization of the space over time. Our vision for the future is ongoing. To improve services, we propose a street vendor registration system, along with a long-term waste collection and urban greening plan. This ensures a cleaner, more organized, and sustainable environment that continues to evolve with the community.

This city will see economic growth through increased tax revenue and local entrepreneurship. The environment becomes cleaner with reduced pollution and better waste management. Urban greening enhances the city's aesthetics, reduces heat, and improves air quality, making it more livable and attractive. Social stability improves as vendors gain legal protection and public spaces become more organized. These efforts lead to a more sustainable, inclusive, and visually appealing city, benefiting both residents and future generations.

street vendor registration system



*São Paulo case of registration

long-term waste collection



*Curitiba's case of waste collection

urban greening plan



Future Results

Flow

Creating pathways that allow people to move freely and with purpose, without the frustration of congestion, confusion, or sensory overload.

It's about ensuring that streets, public spaces, and even retail environments are intuitive, calming, and inspiring. This reduces frustration and helps them discover more stores, which increases the likelihood of purchases, benefiting local vendors.

By promoting *seamless interaction* between people, nature, and architecture, we could address the chaos, disconnection, and overstimulation of city life.

Integration

Emphasizes the harmony between urban infrastructure and the natural environment, blending greenery with public spaces, and seamlessly incorporating pedestrian-friendly design with functional aesthetics. The urban furniture we developed is designed to foster better habits in the city. Benches integrated with trash bins or bike racks, along with planters, gradually create spaces that encourage people to take greater care and appreciate their shared environment. This encourages a sense of community, and when people feel more connected to the area, they are more likely to support local markets and spend more time in the shopping area.