

STRANDFONTEIN CULTURAL MAPPING

WHAT IS CULTURAL MAPPING?

PURPOSE OF CULTURAL MAPPING

Cultural mapping is a methodological tool used to **gather information about both tangible aspects of cultural heritage** — such as physical objects and places — and **intangible elements** like memories, stories, and traditions. Intangible heritage, also known as living heritage, includes cultural practices, oral histories, performances, rituals, popular memory, skills, and indigenous knowledge. It serves as a vital source of identity and continuity within communities.

This project will focus on exploring intangible cultural heritage and identifying meaningful ways to express and integrate living heritage into the public realm and the pavilion site. Through a cultural mapping and planning process, it aims to connect and integrate intangible heritage into the urban design concept.

CULTURAL MAPPING OBJECTIVES

- IDENTIFY LOCAL CULTURAL AND HISTORICAL ELEMENTS TO INFORM DESIGN
- EMBED STORIES, SYMBOLS, AND IDENTITIES INTO THE PUBLIC SPACE
- SUPPORT LOCAL CREATIVES AND CULTURAL PROGRAMMING
- PROMOTE INCLUSIVITY, SOCIAL COHESION, AND A SENSE OF BELONGING

METHODOLOGY

Phase 1: Building the archival foundation (Historical Timeline/Narrative), through detailed research

Phase 2: Cultural Mapping (tangible and intangible), includes detailed interviews with individuals and organisations

Phase 3: From interpretation to design, emerging conceptual framework, design principles to be considered in the detailed design