Kissing
Sleeping
Beauty
alive

A STORY FOR KOTA LAMA

APRIL 2016
Kissing Sleeping Beauty alive
A story for Kota Lama Semarang
6 april 2016

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Foto: Herenstraat, Kota Lama
Kota Lama is the historic core of the city of Semarang (Indonesia). The area has great economic and cultural potential. However, this potential is hardly appreciated nor exploited. Above all, the outstanding built heritage is in bad shape and continuously declining. To become a vibrant and interesting place to stay and visit again, a number of things need to change before it is too late. Therefore the Dutch embassy and the city administration of Semarang have asked The Missing Link consultancy in cooperation with local communities to advise on actions to be taken to stimulate the development of the old city center and by doing so preserving the valuable built heritage.

The Missing Link developed a specific method for redevelopment. By analyzing both the existing authentic characteristics, and the spatial issues, the economic and branding assignment for the area, we constructed a number of identities of Kota Lama. These identities are used as a foundation for Kota Lama’s (re)development. By selecting an identity that fits most to the redevelopment plan for Kota Lama, we try to create a historically rooted development for future use. Summarizing, we connected the story of Kota Lama to the development agenda of this Sleeping Beauty Kota Lama, by selecting an identity that fits best to the future development. We believe that every development should start with an authentic identity as a rooted shared story.

In historical perspective Semarang has been a hub between the island of Java and the world beyond the Java Sea. As a gateway to the world the fertile area of nowadays Semarang has a strong and recognizable identity. Consisting of many different settlements and cultures (eg. Javanese, Chinese, Dutch, Islamic) that have lasted thousands of years. Cultures which were by on itself connected by the River Semarang and but in general connected to the big world at the ocean through this river. Strangely enough this riverine connection seems to be directly to the unique spatial qualities of Kota Lama: its human scale, its predominantly original urban fabric and the quantity and quality of its architecture. Once (re)developed on the basis of this story line Kota Lama will be more than just a gateway/hub. It will once again be the vibrant and inspiring gateway/hub it once was. A dynamic place where people meet, get inspired and develop and exchange ideas.

To create a successful development we have to kiss our Sleeping Beauty alive. Therefore we have co-created a shared story line in the first place as a common city brand. This storyline should be implemented through several stages as well as to attract a series of more ascendingly complicating target groups, all meant to build an attractive area in the long run. First the area should be developed with youth and students, secondly the people of Semarang should be involved; as a result, thirdly the area becomes attractive for Semarang entrepreneurs; dragging along and fourthly, business tourist. Finally in the long run these will attract general tourist as sequence.

We are convinced that something should be happening already before the real flow of external tourist starts; we consider this chain of action as the vital step between local recreation to tourism we call this the inside-out approach. To get to this point several actions have to be taken to attract and create vital projects. As mentioned above, we start with the inside-out tactics, with creative young and inventive people and by creating a community with a digital platform. Therefore among other things temporary functions are needed including new affordable meeting places in a sustainable clean and green environment.

As a last step real and realistic projects have to be identified and owners of the project defined. All projects should become inspired by and fit in the storyline: A historic gateway to inspiration; We believe that this will be the only way to a sustainable Kota Lama with well-preserved heritage.

In 2015 the Dutch embassy in Jakarta (Indonesia) invited The Missing Link in Woerden (the Netherlands) to develop a strategy for the (re)development of the built heritage of Kota Lama in Semarang together with local stakeholders. This document, entitled ‘A Story for Kota Lama’ is the result of our efforts. The heritage of Kota Lama speaks to us all, but especially to its daily consumers. That is why local stakeholders are invited to work with us. The present story for Kota Lama was created IN & WITH Kota Lama.
The Missing Link

The Missing Link is a professional spatial identity agency consultancy who use heritage to make places more worthwhile and future proof. We use heritage to strengthen the identity and profile of spatial developments and local municipalities. We involve all stakeholders in the bottom-up process, to keep them committed from the start to realization.

OUR METHOD

The Missing Link uses three main steps that transform the existing authentic characteristics of a place into an unique and applicable profile for new developments. In our method we combine heritage consultancy, marketing and spatial design.

At first we make an inventory of heritage, marketing and branding and spatial aspects. The inventory of heritage contains all the important events, stories and myths, interesting personalities, built monuments, archaeology and unique landscape features. We analyse the tasks for the area and encourage stakeholders to define their emotional drives for the area. We combined results in a number of storylines: themes or concepts that connect the past with the future. Secondly, alongside local stakeholders, we decide which storyline best represents the place and tells the true story of the area. Finally, we show how the new chosen identity storyline will inspire people to start up initiatives, activities, projects and developing new policy for the area. The result is a co-created shared story with some concrete plans of action to transform the place into a beautiful area for future generations to appreciate, to inspire and to enjoy.

Identification

The main achievement of our method is that all stakeholders are assisted and guided towards a shared vision about the future development of their city, district or neighborhood. Identification is essential throughout our process. When people feel involved, they are more willing to act: after all, a building is dead without people! It is only when you’re familiar with its story, that an emotional connection with the place is made, which is why we do not provide a list of buildings that should be redeveloped, but rather focus on the story for Kota Lama Semarang and how to use it.

HERITAGE CONNECTS IN SEVERAL WAYS: BETWEEN PEOPLE AND BETWEEN PEOPLE AND LOCATION. IDENTIFICATION WITH A PLACE ONLY ARISES FROM HERITAGE AND STORIES THAT CAN BE TOLD. IN THIS WAY SPACE CAN TRANSFORM INTO A MEANINGFUL PLACE.

Poem By Clarence Francis (1888 - 1985):
You can buy a man’s time
You can buy man’s physical presence at a given place
You can even buy a measured number of their skilled muscular motions per hour
But you cannot buy enthusiasm
You cannot buy initiative
You cannot buy loyalty
You cannot buy devotions of hearts, minds and souls
You must earn these
MISSION FOR KOTA LAMA

Kota Lama is the old downtown neighborhood of Semarang. Semarang, the capital of central Java, the fifth biggest city of Indonesia and it is continuing to grow. Semarang was and remains a trading city: a place where people gather to do business. The reason is straightforward: Semarang’s strategic geographical location, its fertile soil and its beautiful natural setting. Because of this, from its establishment gathering place, Semarang from early times onwards attracted Indian, Arabic, Chinese and, European merchants.

Kota Lama is waiting to be kissed alive

GROWTH AND DECLINE
Semarang and Kota Lama’s main period of growth began after the Verenigde Oostindische Compagnie (VOC) settled at the mouth of the river Semarang. The city gained importance as one of the archipelago’s trade, financial and administrative centres in the course of the nineteenth-century. Thanks to the construction of major infrastructure and its fertile hinterland, its resources were rapidly exploited, Semarang developed in a wealthy and modern city by the first half of the twentieth-century. Kota Lama became a vibrant trade hub with national and international trading companies. The offices, warehouses, shops, financial institutions and array of other business related facilities that emerged, ensured Semarang, and notably Kota Lama, grew into one of the country’s most modern and wealthy cities.

Notably since the 1980s, many of Kota Lama’s historic and elegant buildings have been abandoned and left empty.

SLEEPING BEAUTY
Today many of Kota Lama’s fine buildings stand idle and dilapidated. Despite their increasingly poor appearance however, many people from Semarang and beyond continued to recognise and value their beauty and their significance for Kota Lama. Now, in 2016, after almost 30 years of on-going efforts, both large and small, to revitalise Kota Lama and its built heritage, the time seems right to put words into action. Now, the time has come to kiss Semarang’s Sleeping Beauty back to life and help it regain its role as Semarang’s princess.

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Making a story based on true identity

OBJECTIVE: WORKING TOGETHER
Province, municipality, residents, landowners, entrepreneurs, creatives, and heritage enthusiasts have now set their mind on kissing Kota Lama back to life. Their goal is to transform Kota Lama as a lively district where people love to visit and want to stay. Though many good initiatives exist, the plans lack any form of consistency. There is no common ground connecting these individual actions so that synergy can arise. This booklet aims to correct this omission by providing a shared vision and a common starting point. It is a bottom-up initiative, created in workshops with local stakeholders. The story for Kota Lama rises above the individual interests and determines the combined value of all stakeholders. By using objects, stories, myths and ideas rooted in the past, this common ambition will help to build a future-proof brand - a distinctive identity that will be attractive to all: residents, entrepreneurs, investors and visitors.

Today it is now or never, because this beauty is rapidly declining. Without immediate action it will be lost forever. Its unique architectural and urban qualities deserve to be appreciated now and by all future generations - the question is how can this be done?

AIM: A STORY FOR KOTA LAMA
The aim for Kota Lama is to preserve its heritage through a balanced development. In this document we illustrate that preserving Kota Lama’s heritage only makes sense in context with Semarang’s wider economic, functional and cultural development. With this vision our aim is to help the city of Semarang to develop Kota Lama into a vibrant, lively, durable, economically sound and beautiful district once more.

A good vision for a sustainable (re)development of buildings and neighbourhoods is based on true identity. When past, present and future are connected in an organic and holistic way, a genuine image (vision) occurs: a vision that combines the qualities of the past with the challenges for the city of tomorrow. To achieve this, a common ambition founded on a shared story is essential.

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QUALITIES
Thanks to its scale, street pattern and architecture, Kota Lama feels very European. The town plan is defined by a coherent and well-proportioned urban fabric that consists of a well balance set of public spaces/squares and streets while the buildings are predominantly two or three storeys high. Because of Kota Lama's trading history, the majority of the buildings are commercial in nature. Due to their representative functions, most buildings have a characteristic and elegant appearance. The human scale of Kota Lama, in combination with its representative historic buildings and the synergy between urban space and buildings create a neighbourhood of remarkable spatial, architectural and historical quality.

WEAKNESSES AND THREATS
Many buildings have been abandoned and the majority of these are in bad technical condition. Other weak points include poor water management, regular flooding, traffic congestion, poor condition of the public space, poor waste management, and the absence of public facilities. Furthermore, the lack of policy implementation, law enforcement, illegal and criminal activities, and poor communication between all stakeholders add to the problems facing those who wish to revitalise the district. As a result of these conditions, stakeholders are not interested in investing money, time and energy in Kota Lama.
City within a city

Although today Semarang is still Central Java’s regional centre and trade city/port, the city has lost its international appeal. Despite the relative vicinity of tourist attractions such as the mosque of Demak, the temples and natural beauty of Dieng, the railway museum in Ambarawa, the home of Raden Kartini, the wood industry in Jepara, and the Borobudur and Prambanan temple complexes near Yogyakarta, Semarang city does not appear to benefit from its strategic (‘hub’) location. Most tourists, whether they arrive by train or by cruise ship, travel on to their next destination immediately; totally oblivious of the attractions Semarang has to offer, notably Kota Lama.

MORE THAN A TOURIST DESTINATION
Kota Lama’s unique urban and architectural heritage is one good reason why it Kota Lama should be revitalised. But Kota Lama should be more than an historic district for tourists. With its trade contacts all over the world and connections with many cultures, it used to be a dynamic place where people gathered, did business and spread ideas. Kota Lama was an example of a wealthy global city driven by innovation and trade. It was not only the location of Indonesia’s first railway, its large international harbour and its highly rated modern architecture testify to the importance of Kota Lama’s identity.

Revitalizing Kota Lama should not only be about showcasing the past, but it should be about developing to the city of tomorrow based on its authentic identity. Revitalising Kota Lama only truly makes sense when it helps in the image of Semarang as city of tomorrow.

THE SEMARANG PRINCE APPROACHING
Kota Lama’s significance for the city of Semarang is evident in thorough research, design and vision made by Semarang architects, urban planners, engineers and universities over the last two decades. In 2012 the board of Old Town Management (BP2KL) published a vision for Kota Lama.

The vision mentions three main objectives:
• The ambition to become a World Tourism Destination
• Functional zoning and clustering in the area
• Developing a selection of priority buildings to develop

Setting these goals is one step forward, but how implementation is achieved is another issue entirely. Recently both Mayor and Governor put the development of Kota Lama on their priority list. This vision can contribute to (new) policies that ensure implementation.
Towards a shared story

A shared vision for the future of Kota Lama will only work when it is based on the unique qualities and true identity of the area. Such a vision will be the compass, directing development for the long term but is also a tool at short-notice.

**SHARED VALUES**

Different groups of stakeholders can be distinguished within Kota Lama. They all care about Kota Lama and are willing to act within their power, but to achieve a durable, viable area development they need a clear vision, embraced and shared by as many stakeholders as possible. The only way to increase value of the area, interested parties need to work together in a consistent direction. There needs to be widespread agreement about the future on a higher level to make sure that Kota Lama will benefit in an economic, social or cultural way.

**WORKSHOPS WITH STAKEHOLDERS**

In November 2015 we brought together various stakeholder groups to talk about Kota Lama: real estate owners and developers, local and national entrepreneurs and retailers, inhabitants of Kota Lama and Semarang, representatives of these inhabitants, local artists (‘creatives’), students, academics, lecturers and professors, heritage professionals, tourism professionals, municipal and provincial officials (among them the municipal Planning Department and Tourism Police). We worked with 9 groups, to which about 110 people participated, all sharing their stories and giving their opinions about the future of Kota Lama. The vision produced here is based on their input.

The workshops were divided into two creative sessions of small groups discussing the following topics:

1. What are the most important emotional drives for Kota Lama?
2. Which storyline or concept, based on historic theme fits best for the future of Kota Lama?

**SAFE AND SECURE**

It is essential for the area to be safe. Safety and security includes eliminating floods and improving water quality, traffic safety and no criminal activities. Solving this is no part of this vision but a precondition for all further development.

**ORDER AND STRUCTURE**

The means a clear and convenient development strategy. Rules that are maintained. Also a clear public space: shopping maps, and basic informational. Organization and collaboration are of equal importance.

**VITAL AND FIT**

In an economic and functional way. Things are happening. Kota Lama attracts young dynamic people and entrepreneurs. Money is spent. The city gives energy to people and ideas and is able to anticipate to changes. Buildings can accommodate various programs and will not be abandoned. Sustainability is a key word.

**ATTRACTIVE AND CHARMING**

It has spatial qualities; there is continuity in quality and there without many dissonances. People like to stroll around. Prefer to stay and will come back. There is room to meet each other. There are facilities. There are options. It’s comfortable and enjoyable.

**CREATIVE AND INSPIRING**

Kota Lama surprises and makes you curious. There are doors to open, rooms to discover. Not only old stuff but also new heritage is added to give you a reason to be back.

**INNOVATIVE AND IMPROVEMENT**

To become a viable city and to face the challenges of Kota Lama needs to be innovative. Innovation is a tool. There is a lot to achieve. Innovation inspires and makes the city vital too.

**THE EMOTIONAL DRIVES OF KOTA LAMA**

Our starting point is that behaviour is driven by how the city makes people feel. Intuitively people pursue a number of fundamental drives, such as friendship, curiosity, winning, health and sexuality. Providing visitors and residents in the full spectrum of their emotive repertoire evokes a sense of place and a sense of belonging. What is needed to inspire people to visit Kota Lama or Semarang? What are their emotional drives? In multiple workshops people have chosen the most important emotional drives to visit Kota Lama. Six aspects recurred in every workshop and thus pointed out the assignments for the development of the city.

**Why is Kota Lama important for you?**

Discuss emotional drive...
WORKSHOP RESULT

All concepts were attractive at some point. Inspiring City and Attractive Hub turned out to be the most appealing and offered the best potential for the future. These two are combined and elaborated in the storyline: Historical gateway to inspiration (chapter 6).

The emotional drives nominated by the stakeholder groups fit perfectly within this concept; safe and secure and order are preconditions for the development. To develop Kota Lama towards a gateway to inspiration, the values vital, attractive, creative and innovative are at the heart.

CONCEPT STORYLINES

Structures, objects, stories, myths and ideas rooted in the past help to build a unique and applicable profile for development of Kota Lama and the branding of the city in general. A distinctive identity will attract residents, investors and visitors.

Together with local stakeholders we discussed 5 potential storylines for the future, based on distinctive qualities rooted in the past. Thanks to these discussions, we know which elements from history are considered important and of core value in defining the future identity of Kota Lama.

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TOWARDS A SHARED STORY

PURE CITY, HEALTHY HEART TO ENJOY AND RELAX

Once Kota Lama was surrounded by green and fertile grounds. To become a healthy place again, Kota Lama should be at least clean, green and shady again. Pure city focuses on this ambition.

VITAL BLEND, USING THE POWER OF DIFFERENT CULTURES

Each culture had its imprint on the city. It created a melting pot without parallel in Indonesia. Kota Lama should be famous as cultural district with festivals, food, music and arts.

“Pure city will never be a distinctive identity for Semarang. Other places in central Java have been known for those qualities. Semarang should be complementary and focus on its architecture.”

“Vital Blend is standing for the historical core as a whole, not specific for Kota Lama. All districts should develop their own cultural identity. The parts will be complementary.”

HIDDEN TREASURE, DISCOVER A NOSTALGIC WORLD

The enclosed settlement of the Dutch is still recognizable in the outline of Kota Lama. Treat this area as nostalgic treasure to discover.

“Vital Blend is standing for the historical core as a whole, not specific for Kota Lama. All districts should develop their own cultural identity. The parts will be complementary.”

INSPIRING CITY, LABORATORY FOR INNOVATION

Kota Lama is representing the birth the modern city and with its unique urban plan and architectural heritage it is an inspiration for new designers and innovators.

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ATTRACTION HUB, A STEPPING STONE TO CENTRAL JAVA

In the past, various innovative infrastructures connected Semarang to the world. Semarang can be a gateway again, intended today for tourist.

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Historic gateway to inspiration

Semarang as a gateway is a strongly rooted and recognizable identity. A gateway has meaning on different levels: geographically and figurative. Kota Lama should be connected to the other parts of the city. It should become a meeting place, a strong node in the network of the city. Semarang as a whole should be a gateway to the region for the tourist. Kota Lama has to become a destination on your journey and a state-of-the-art starting point to explore the region. It has global identity and offers a link to the world. It refers to a vibrant place with many cultures, passing goods and ideas.

A historic gateway to inspiration refers directly to the unique spatial qualities of Kota Lama. Once repaired it has the potential to inspire. The human scale of the district, the presence of many public buildings and the quality of the urban space offer an excellent opportunity to become a dynamic place again where people meet up, become inspired and develop and exchange ideas.

INSPIRING CULTURES

Over the centuries, Semarang attracted Arabic, Chinese, European and Indian merchants to cast anchor in its harbour. Each culture left its imprint on the development, culture, architecture, lay-out, and technology of Semarang creating a unique cultural melting pot. Overtime the Dutch VOC settled on the mainland around the mouth of Semarang river and Chinese people around Jl. Raden Patah and the Javanese people along the Semarang river and its branches.

Kota Lama tells her story through its architecture and its people. Overtime many found the inspiration to do something new and different, to make city plans, to start companies and work for a better future. Semarang was and remains the hometown to many innovative and creative people such as Noni Menir who made the traditional health drink Jamu, the fashion designer Anna Avantie and the famous painter Raden Saleh Sjarief Boestaman. Together they created a metropolis, where multi-ethnic groups live and trade in the city of Semarang.

Ki Ageng Pandan Arang (†1496), the second sultan of the first Islamic kingdom in Central Java Demak, is considered to be the founder of Semarang. Under the rule of Raden Patah (1455–1518), Semarang played an important role in the spread of Islam.

The Wark Njendog is the mythical creature which has become an iconic symbol of Semarang’s cultural diversity. It represents the three main ethnic groups – Javanese, Chinese and Arabs – living harmoniously in Semarang.

The Dutch colonized Semarang at the end of the seventeenth-century. The VOC built a pentagonal fortress called de Vijfhoek. This fort was built as military centre and Dutch settlement with one entrance gate at the north side and five watchtowers. Therefore this district is well known as “Little Netherlands”. After the Dutch settlement expansion, Kota Lama grew. To be safe from attacks, this settlement was fortified in 1760. The city wall of ‘Little Netherlands’ can be still recognized in the outline of Semarang’s Kota Lama.

The arrival of the Chinese in Semarang had been motivated by trading relationships. Admiral Zheng was a skilled Chinese diplomat and navigator. The aim of his voyages was to mend bonds between China and the surrounding countries. He stayed in Semarang for some time and his crew members started a settlement.

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The name Semarang is a conjunction of Asem (=Tamarinde) and Arang (=rarely) The area was packed with Tamarinde trees and apparently this remained the only open spot, a good place to settle.

Historic gateway to inspiration

The final storyline

Anna Avantie, born in Semarang, 20 May 1954, is known for her contemporary twist on the traditional kebaya dress. Today Anne Avantie is one of the most famous Indonesian designers.

STRATEGIC LOCATION

Due to its strategic location on the north coast of Java, Semarang was an important harbour city. In the ninth-century Ber- gota, an Island north of the then Norhcoast, was a settlement of traders and fishermen. It served as the port for the Kingdom Mataram. Before long, Semarang became the busiest harbour in the North-east Java. In the sixteenth-century the sea trade intensified and Semarang became the main seaport.

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Although Semarang’s main connection with the world was and remained the Java Sea, the ‘Grote Postweg’ constructed in 1808, was the first overland connection linking all important cities and settlements in Java. It had a length of c. 1000 kilometres. The opening of the road had a clear impact making Semarang the place to accumulate all crops from the hinterland. In Semarang the roads Lalan premuda and jl. Letjen Suprapto still follow the trajectory of the Great Postway.

Semarang was hometown of the first railway station in Asia. The railway line from Semarang to Tanggung was opened in 1864. The fast growth of Semarang prompted the Dutch to develop transportation facilities. On May 21 1873 the whole railway track Semarang-Vorstenlanden was completed. Later, the railway company replaced the stations by larger and more representative ones. Transporting thousands of passengers each year, Semarang Tawang station is the main station in the Semarang City. It connects Semarang with Batavia (Jakarta) in the west and Surabaya in the east.

MODERN CITY
Due to its strategic location the city developed into an important harbour city. It attracted many planters, businessmen, soldiers, officials and adventurers along with their families. Over time, the fast growth of Semarang stimulated the Dutch to develop various forms of infrastructure. A new harbour, accessible for large sea-going ships, was constructed between 1910 and 1919. New trading companies and financial institutions found a place in the historic core. Meanwhile the city centre expanded and services like the municipal government and main offices moved out during the 1920s and to connect these areas of the expanding city a tramway was constructed.

After cholera swept Semarang in the early 1900s, the newly established municipality decided Semarang needed to be enlarged. At first Dutch architect K.P.C. de Bazel drafted a plan in 1907 then Herman Thomas Karsten designed an extension plan in 1916. The redesigned, larger plan from 1919 was ultimately executed. The Dutch born architect designed an innovative grand extension plan for all of Semarang, including kampung Mlaten, New Candi, Pekunden, Peterongan and Candi Baru. Karsten’s town plan radically changed the face of town planning in the archipelago. The townplan he designed for Semarang (1916) was groundbreaking as it considered the whole of Semarang and catered for people from all ethnic and social groups.

H. T. Karsten was a Dutch trained architect and town planner. He greatly influenced the face of early 20th century Semarang. He built many beautiful buildings in Semarang such as the St. Elisabeth Hospital (1926), Soekarno Theatre (1930), Floar Joger (1933-36), and offices for Nederlandsch-Indische Looiers- en Lijfverzekering Maatschappij (NILMV) (1916), Samarangsche Zee- en Brand-Assurantie Maatschappij (1919) and the Zustermaatschappij (1930-31).

In 1914 the Koloniale Tentoonstelling (Colonial Exhibition), an international trade exhibition, was held in Semarang. It was designed to “give a comprehensive picture of the Dutch Indies in their present prosperous condition” and was situated on the area between Randusari and Candi. International participants from Japan, China, Australia and several European countries participated in the Exhibition. Between August and November 1914, more than 600,000 people visited the Exhibition’s 50 pavilions.

The growth of Semarang continued in the second half of the twentieth century. The traditional administration centre of Semarang called Aloon-Aloon, lost its main functions and vitality. It was located in the north east of Bojong street (now Pemuda street). New offices and shopping areas were built round Simpang Lima.
EXCHANGING GOODS

Semarang’s hot and humid climate, its abundant rainfall and volcanic soil proved perfect for rice cultivation and other crops. As early as c.3000 BCE the first steps towards organized agricultural societies in Java were set. After the agricultural reforms of the 1870s Semarang’s hinterland developed into one of the most prominent sugar producing regions in the Dutch East Indies and even in the world.

Semarang expanded rapidly. Millions of tons of goods were transported from the Dutch East Indies to the Netherlands and the rest of the world, such as rice, coffee, tea, tobacco and sugar. As Semarang’s economy developed, it came in touch with many entrepreneurs. Perhaps the most famous of them was Oei Tiong Ham, who was also called Raya Gula (Sugar King).

H. F. Tilema was the owner of the first apothecary and lemonade manufacturer in Semarang (Limonade Hygeia). In 1901 he built the first factory in Semarang. That year he succeeded to sell 500,000 bottles of Hygeia. The Hygeia product both the carbonated lemonade drinks and the mineral water were very popular throughout the East-Indies. The building with an inscription adorned on the walls, PABERIK HYGEIA, still stands.

To facilitate traffic of goods as well as people, many new offices of local and international trading companies set up their offices in Semarang’s Kota Lama. Some of the buildings that accommodated one of these companies remain standing today. Such as the Nederlandsch-Indische Levens- en Lijfverzekerings Maatschappij (NILLMIJ) office build in 1916 and the office of the NV Stoomvaart Maatschappij Nederland (SMN) today the Djakarta Lloyd building, designed by Thomas Karsten in 1930. The SMN is one of the oldest and largest shipping companies in The Netherlands and was established in 1870, when it started with a regular steam shipping service between Amsterdam and Batavia. Today you can still see the luxurious Djakarta Lloyd building that is situated on Jalan Empu Tantular.

The international trading companies left Kota Lama. Many of the imposing buildings are abandoned or used as storage. Fortunately, a few buildings in Kota Lama already have a second life. For example, the former Lloyd building is now a gallery.

Exchanging ideas in the Semarang Art Gallery

Semarang was also home to big tobacco manufacturers. Semarang attracted several large scale cigarette companies such as British American Tobacco. Semarang is also home to famous kretek manufacturers such as Poo hien, Prahoei Lajar, Bengawan Solo and many more.

In the heart of Kota Lama kretek is still produced.

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Recommendations & Inspiration

Having a shared story is the first step towards a sustainable development of Kota Lama. The story for Kota Lama connects present and past and works as a compass for all initiatives and projects in the future. New plans should add and strengthen the story. Be aware that the story for Kota Lama is not meant to be a Masterplan nor a touristic agenda but it will help to bring them to fruition. We also do not offer plans for buildings or a priority list. The quality of the individual buildings has been studied and is known assumed. It is an open door that as many historic buildings should be saved and reused: if 70% remains preserved the historic ambience keeps intact.

In this chapter paragraph we give practical advice on how to use this concept and we give ideas which strengthen the story set out in 8 major topics.

1. Doing it inside – out

The revitalisation of Kota Lama has to attract (international) tourists to the city of Semarang. However, the city cannot compete with cities like Jakarta and Surabaya. It needs to provide something different. To become an international tourist destination there are a number of steps to make. To transform Kota Lama into this magnet for tourists, an interesting past is simply not enough. It also should have a vibrant civic economy and community in the present to become lively and attractive. Kota Lama has to regain her strength first and then build from there. Inspired by the concept Historical gateway to inspiration this could be realized by two peer groups: young people and business people.

1. Attract business tourists

Semarang is a regional center of commerce and already has an infrastructure for the business tourist. This kind of tourism can be enlarged, for example by developing the congress sector as a pillar of the local economy. This leads to demand for hotels, restaurants and entertainment and better public transport and a more attractive public space. When this is realized and entrepreneurs invest, a climate is created in which it is appropriate to attract other tourists, simply because the city already has a fine residence.

2. Create the young and inventive

Kota Lama should also focus on their young and active urbanites. Half of the citizens of Semarang are under 28 years of age. Investments in student facilities and even in student housing are paying off in buzz, vibrancy and activities and in a local 24/7 economy. A side effect is more safety on the street. An academic and innovative environment stimulates development and cross-overs with business can take place. It has been proven that student cities have international glamour and this will attract the cultural tourist.

Students and business tourist bring 24/7 buzz and liveliness

2. Share narratives

The Kota Lama heritage will only be valuable when the story behind it is clear and enables people to relate to it because therein lies the basis for urban development. The concept Historical gateway to inspiration includes numerous historical events, people who have left their mark, buildings, structures, plans, stories and traditions. It is valuable to know, to nurture, to share and to use those elements.

Kota Lama could join the trend of the sharing economy, developing an open platform (virtual and physical) helping to spread and share stories and enable the addition of new ones. A digital platform will connect supporters of Kota Lama from all over the world and attract new followers. It can also stimulate stakeholders to co-operate. The platform can function as a ‘citylab’ which focuses on new social partnerships and structures that enable sharing and co-creation.

3. Adding a major (public) function

The former administrative and institutional buildings in Kota Lama are very suitable for a second life. The ground floor of those buildings often has an open floor plan or lofts that provide generous space for reuse. The buildings are built of high-quality materials and have a representative look. Kota Lama is full of them. These buildings are great for new public functions. By ensuring the buildings are accessible to public Kota Lama will be enriched with new, attractive and cool meeting places. The beauty of Kota Lama can also be experienced from inside. A new (international) school or a University Faculty would be a great function that matches the student climate. A University is a gateway to inspiration itself.

Old building in Delft became the new Architecture faculty in Delft, the Netherlands
6. Viable city

There is much to do to achieve a livable city. The basic needs are a clean and safe environment, otherwise no tourist will come. This is in the first place a public task, but there is also a role for other stakeholders who can stimulate, innovative, and create initiatives that lead to a better environment and better social and economic conditions. For example, all buildings in the city make use of air conditioning, so the carbon footprint of the city is quite large. The livability of the city would improve when the consumption of energy and raw materials would be reduced. Kota Lama might present itself as a sustainable city by betting on renewable energy production (solar panels), but also reuse of waste would be a contribution to the environment. Also the water issue can be addressed by smart water management. Instead of discharging rainwater into the sewer, the city could recover nutrients from wastewater. Kota Lama could even strive to be a sustainable city and be self-sufficient in terms of energy. When starting with one ‘zero emission building’ this could be an icon for the city and an example for companies and cities throughout Indonesia.

7. New meeting places

When Kota Lama aims to become an attractive place for residents (and tourists in a later stage), it has to invest in public space. It is necessary to create safe, attractive comfortable places to sit and rest. A pleasant climate is of great importance. The city lacks areas of shade. This has a negative impact on the life outside. Shadow can be created by planting trees or by installing large canvases or pergolas. Furthermore, WiFi is also an attractor, catering and terraces are important to make people linger. The pond is a nice meeting place. The presence of water is greatly appreciated through the soothing sound, the playful character and the cooling effect. Last but not least, people want to be surprised. So do not forget the buzz (triangulation) in the form of street performers, a chess board or a work of art where people can take pictures.
8. Adding an architectural icon

Kota Lama has wonderful heritage with the Geraja Bleduk as a beacon. This church is an icon on its own. To become (internationally) famous for the city’s historic architecture, adding a new icon of high quality will attract attention and shows the world that Semarang is not just a city of the past but also a city of tomorrow: a new icon offers new energy and inspiration. Any icon should fit the identity of a city and offers a story that connects it with that city. A good ‘story’ is both appealing as credible. Citizens should recognize the iconic value of the building. Only then is it an icon. Many cities serve as an example in which a new icon provided the old city extra allure and new visitors.

GET ORGANISED
Kota Lama needs an open and independent organization. This organization should be a representation of all stakeholders. It is not a project developer itself, but it facilitates initiatives, offering a network for entrepreneurs, encouraging participation and bringing projects and investors together: a conduit. To organise this it needs a budget. This organization is the connector and communicator between all parties. A central organization will ensure coherent planning and can take the broader context into account.

INNOVATION AS TOOL
Kota Lama can be an example for many other cities that have similar problems: it can show its expertise on how to address these problems and how to co-operate on the basis of a shared story. When Kota Lama is a model for new techniques, the city will attract capital. Surely, innovation is an important drive for the city. This is a good strategy to turn the negative image of the city being a polluted place around. There is a lot to win and it can very quickly and easily become better. These successes then should be celebrated together.

START TODAY
Identity has to grow over time and also not all buildings can be renovated and redeveloped at the same time. But to keep Kota Lama for future generations to enjoy it is necessary to start now! Not tomorrow or next year. The development of Kota Lama is a journey built of small and bigger steps. They all count and it is important to celebrate them.

CO-CREATE AND COLLABORATE
The story, which is offered, is not a static idea or a blueprint. With new projects and initiatives inspired by the story, new heritage is created. In this way, the identity of Kota Lama is a stronger brand. So don’t ask what Kota Lama can do for you, ask what you can do for Kota Lama! And kiss the sleeping beauty a live and she will live happy for ever.

Kota Lama is to be built together. You need to bring energy, ideas, manpower and money together and organise partnerships. Focus on shared interests and make sure all parties benefit. The shared story for Kota Lama is the key to profit for all stakeholders.

RECOMMENDATIONS & INSPIRATION
Hardware, software and orgware
Hardware is about the ‘stones’: buildings, public space, infrastructure; Software is about community its expressions: people, culture, mentality, stories, activities, engagement, experiences, use; Orgware is about the support structure: organisation, rules, policy public and private management, coordination.
Colophon

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Kota Lama makes sense!