





Preserving the whole Semarang old city,
Learning from La Defense

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Intentionally Decaying Strategy*.

- Heritage area in Semarang facing many threats because of the conflict of interest between the land-value and the historical-value of the building.
- That conflict triggered a "War" between the building owner with Capitalistic interest, based on the profit of the realproperty and the public interest of a historical building.

•*Presented for The third International Conference on Environment and Urban Management, "City marketing, Heritage and Identity", 24rd - 25th August 2007,

Intentionally Decaying Strategy.

• That "War" involving many "actors" and stake-holders, e.g. the investor, the Government, etc. In that "War" many strategies were being used, among them, what the writer calls Intentionally Decaying Strategy.

Intentionally Decaying Strategy.

- By this I mean a strategy planned by the owner of a heritage building - to put many efforts to destruct the owner's (heritage) building on behalf of profit making.
- So far, many of the architectural heritage in Semarang has suffered Intentionally Decaying Strategy, done by the owner themselves.





Gedoeng rakyat Semarang









P 14 Nov 2015

GRIS > PARAGON



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Gedoeng setan



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- La Défense is a major business district of the Paris Metropolitan Area, located in the commune of Courbevoie,, just west of the city of Paris.
- La Défense is Europe's largest purposebuilt business district with 560 hectares (5.6 million square metres) area, 72 glass and steel buildings of which 18 are completed skyscrapers,

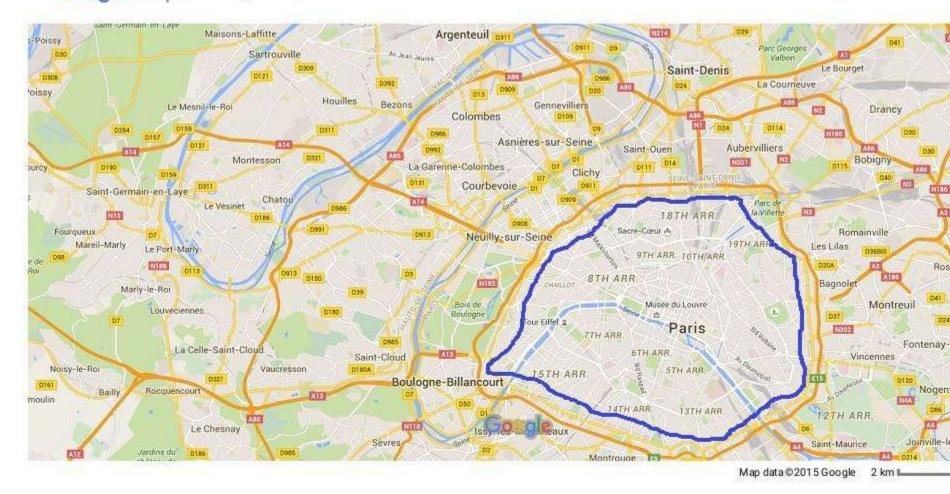
- 180,000 daily workers, and 3.5 million square metres (37.7 million sq ft) of office space.
- Around its Grande Arche and esplanade ("le Parvis"), La Défense contains many of the Paris urban area's tallest high-rises.

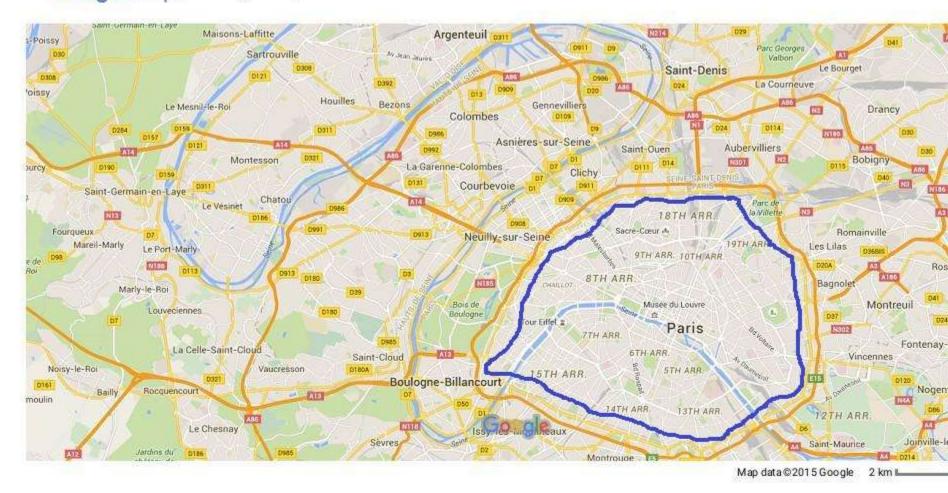
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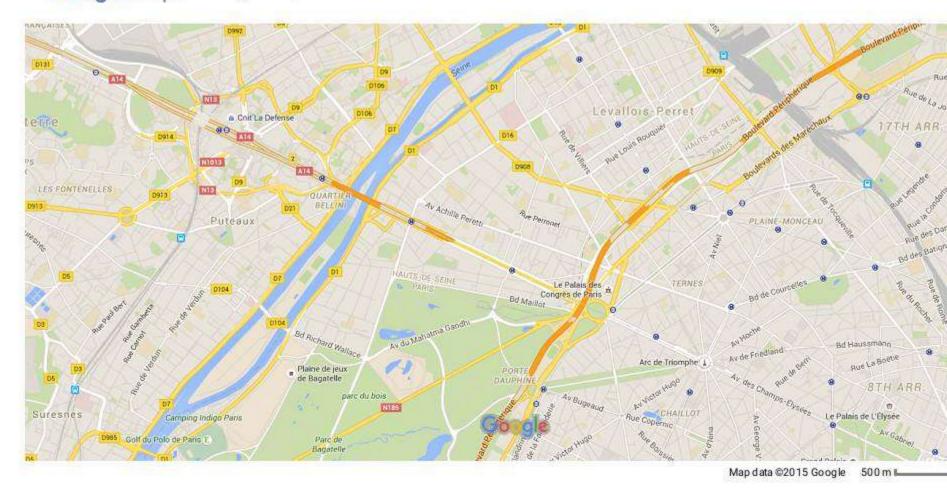




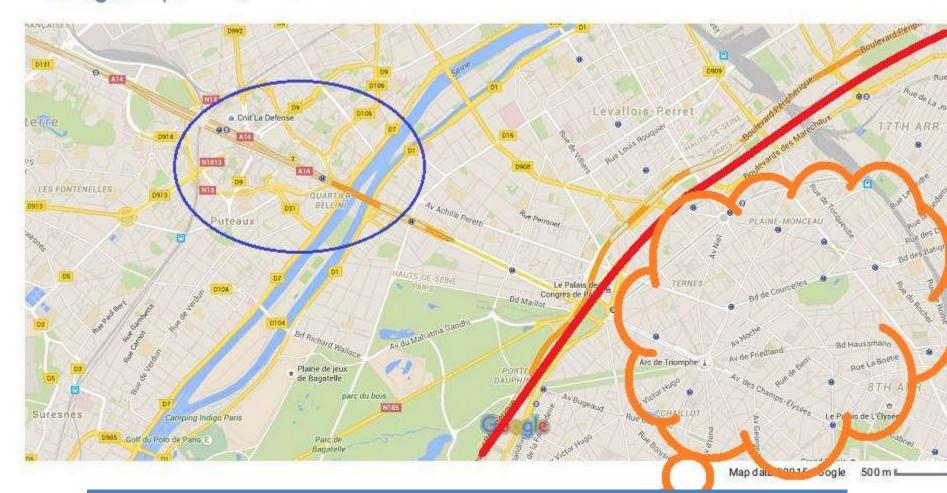
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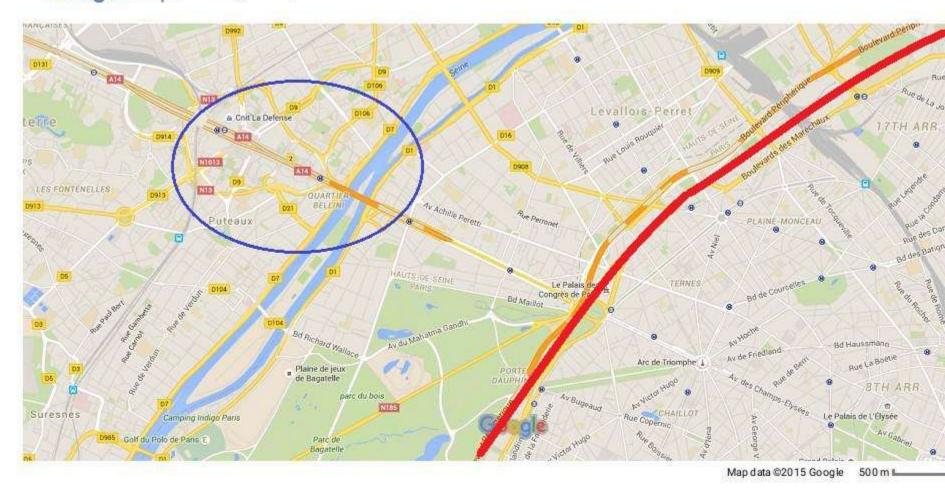
Conserved Heritage, area



Google Maps Google Maps



Conserved Heritage area





Axis of la Defanse







La Defense



La Defense



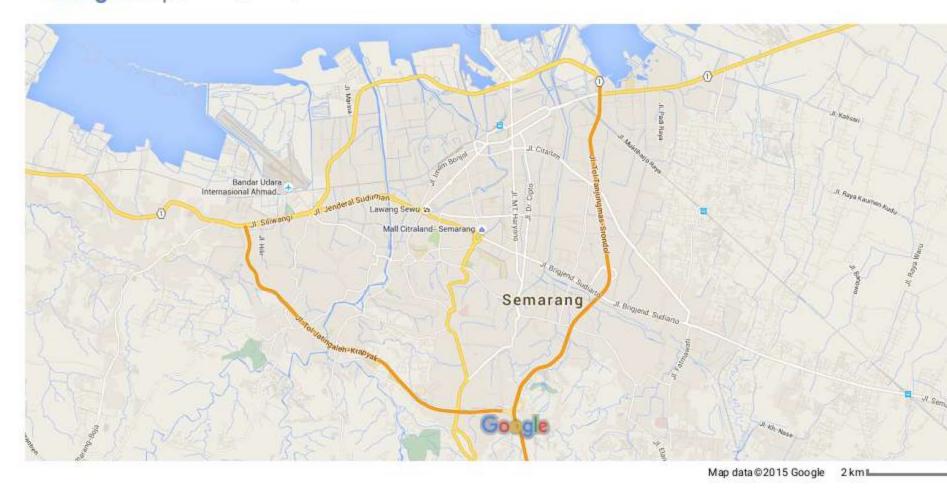


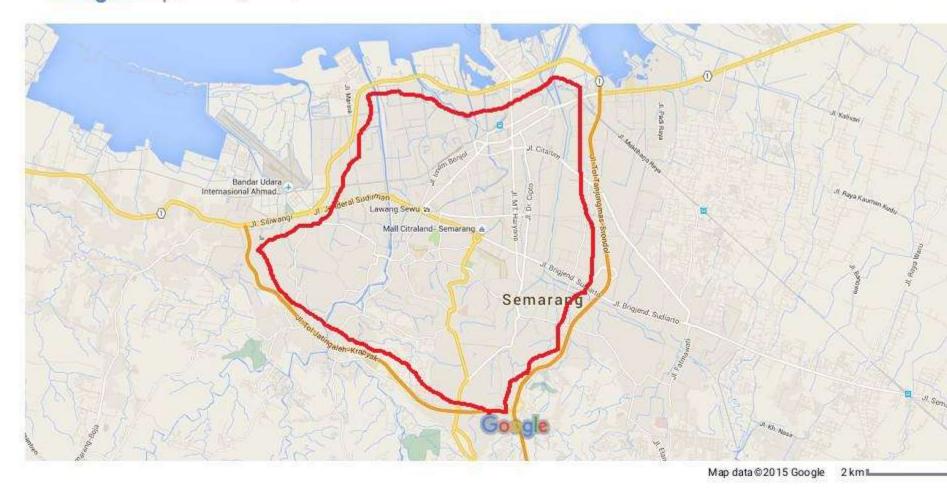
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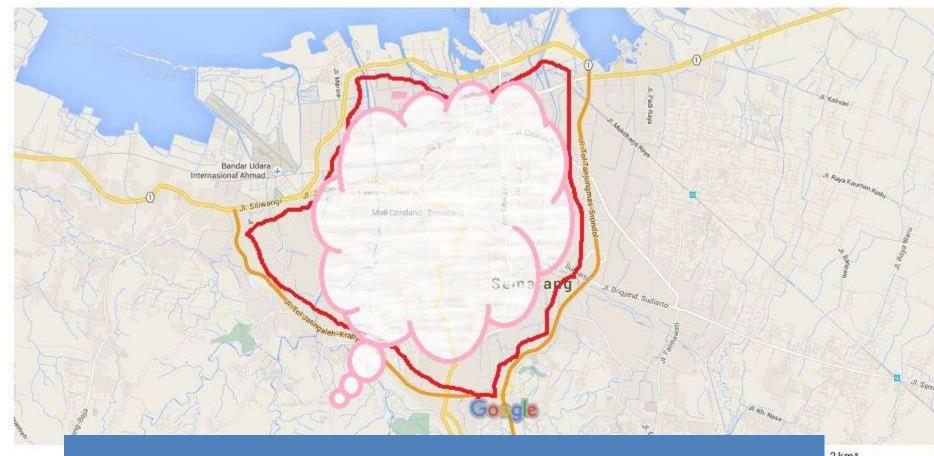
La Defense







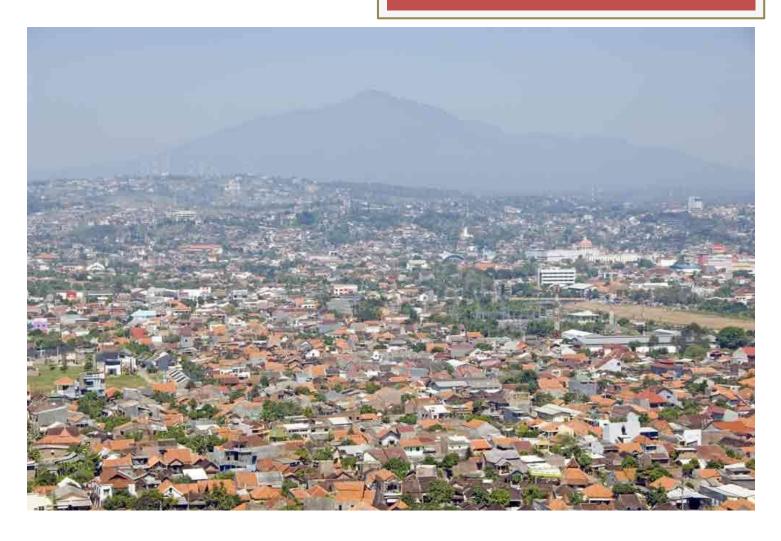
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Conserved Heritage area



SEMARANG

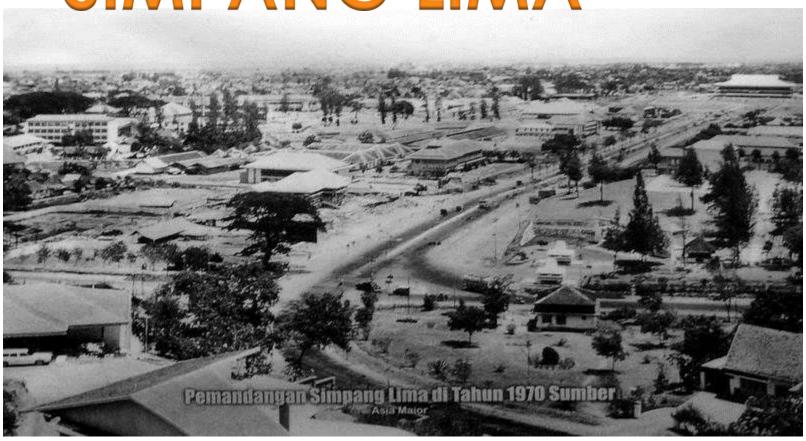


SEMARANG



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SIMPANG LIMA







SIMPANG LIMA









KOTA LAMA



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New development













KOTA LAMA

Back to the past

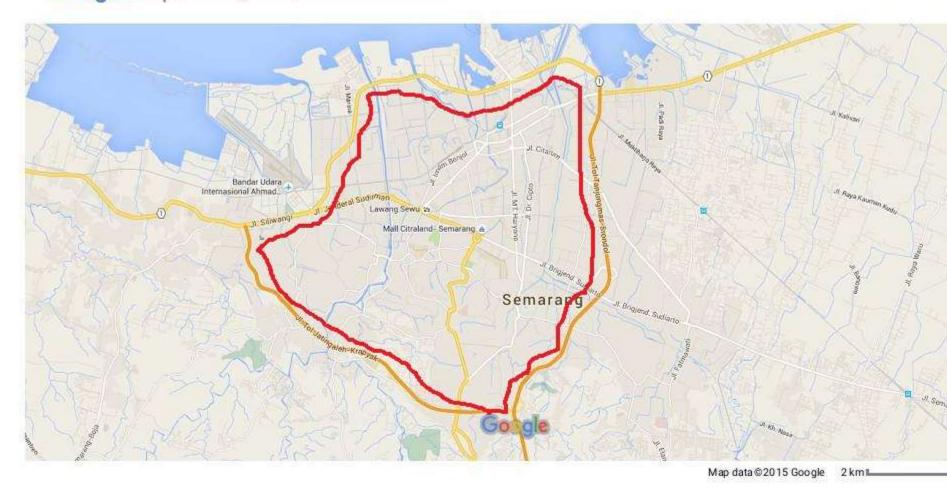


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T'S NEVER TOO LATE