

How Did “Us” Become “Them”? Case Study of Barito Flower Market - Ayodia Park

Gabrielle VERONICA

Architect - Forum Moderator - Chief of Books Publication Programme,
PTI Architects | IAI Jakarta - INDONESIA
rielleverno@yahoo.com, gabrielle@pti-architects.com

ABSTRACT

One of the creative industries that is developing a small scale is the floral industry. One specialities in the creative industries of flower arrangement is it likely to be small because the scale of the required level of craftsmanship is quite high.

Formerly, the Barito area is one area with its famous flower market. But then about two years ago, the government evicted the market and build a park named Ayodia Park.

Although Barito flower market is a commercial space, but this area is one of the favorites for a walk in the morning or at night. The flower stalls are open nearly 24 hours, so if people at night walking in this area they feel safe. This is actually not the case in ayodia. Maybe this park in the morning until noon can accommodate public activities, but at night Ayodia park used by certain groups.

User shifts, which in turn create a space that belongs only to certain groups at certain times. This then is formulated in this paper, how a place that was very broad user can now become highly segmented when there flower industry activity is removed. In addition to the shift in user, this area was also later lost the identity that is as central industrial area of interest. In the end all and then cause a decrease in the quality of social space from this region.

With the reasons above, this place is then shifted from public space into a place owned by the government. All was done in the name of greenery, and this is what needs to be criticized. Is it really should be replaced with a park right? Should not that collaborated with flower arranging industry more goals will be achieved? How do they collaborate? That matter will be discussed in this paper.

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