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1. INTRODUCTION

A place will provide a function for people’s activities and culture (Altman & Low, 1992). Quite often a place also gives the opportunity to be connected with each other, friends and communities. Its connection to the history and culture can put values to a place. However, the aforementioned physical factors are not mutually exclusive. Physical factors of a place is also important. Physical factors shape a sense of place (Stokols, 1990; Relph 1991, Norberg Schulz, Kusumowidagdo 2013), so that a place will have the quality of its physical scope.

This study focuses not only on the area with commercial attribute, but also historical and religious attributes. The uniqueness and completeness of these attributes makes the research location, Ampel Street Corridor, is thought-provoking to be treated as a main topic of this study. Therefore, this gap has become the research focus to be studied by the research team.

2. LITERATURE REVIEW
Najafi (2014) states that the physical characteristics and the environment are not just a setting or order layout, but also have contribution to the meaning. The elements, which are proportion, size, scale, distance, ornaments, sounds, temperature, visual variety and color (Steel, 1995) have contributed to the creation of the feelings of happy, sad, near and far.

In the corridor, the form of tenant space, finishing, and proportion influence sense of place. Dimension of a store, for example, also provides convenient visual effects in the product exploration for both visitors and tenants (Wee & Tong, 2007; Kramer, 2008; Kusumowidagdo, 2015). Next, elements that affect the atmosphere of corridor are material, dimensions and finishing. Dimensions, such as the width of the corridor and size of space also can affect the perception of space (Zacharias, 2002; Kusumowidagdo, 2015). On the corridor, the material used for floor finishing and ceilings will also create a certain atmosphere, (Baker, 1986; D’Astous, 2000; Kramer, 2008; Kusumowidagdo, 2015). In addition to the corridor dimensions, there are booths or retail carts to help create creative and dynamic atmosphere, through selling attractive, colorful and seasonal products (Wee & Tong, 2007). In addition to color, lighting also affects perception (Zacharias, 2002; Kusumowidagdo, 2015).

As mentioned in the literature, physical factors contribute to the function of a space, by creating the meaning for people or visitors. With this condition, the legibility of a place as well as people’s satisfaction can be assumed as influential factors, hence have meaning in shaping a connection between people and place (Hashemneshad et al., 2013).

3. PURPOSE

The purpose of this research is to explore physical factors that shape the sense of place of Ampel corridor area as a religious historic site.

4. RESEARCH METHOD

This research is qualitative in nature with observation, documentation and focus group discussion as techniques of data collection. Ten visitors of Ampel religious historic site who share different professional background are treated as informants. The data obtained from these ten respondents are categorized into the following topics:

Table 1. Question list for focus group discussion participants.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Research question</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social factors that shape sense of place</td>
<td>Why are you interested in this area?</td>
</tr>
<tr>
<td></td>
<td>Are you familiar with this area?</td>
</tr>
<tr>
<td></td>
<td>What are the physical conditions that characterize this area?</td>
</tr>
<tr>
<td></td>
<td>Can you explain that condition?</td>
</tr>
</tbody>
</table>

5. RESEARCH OBJECT

The area of Ampel corridors is located in the Arabian village in Surabaya, Indonesia. The Ampel Corridor is a term for some of the corridors leading to the complex of Agung Mosque and the tomb of Sunan Ampel. This area is unique with its specific setting and atmosphere. The numbers of ancient buildings, community of Arabian descendants, and the business area dominated with Arabian goods are the uniqueness of this area.

This research is limited to two corridors, namely corridor A and corridor B, in which both of them have similar characteristics as commercial space, or have commercial enclosure on both sides of the corridor.

6. FINDINGS AND DISCUSSION

The physical factors that creates sense of place of Ampel Corridor as follow,
6.1 Area A: Entrance of Agung Mosque and the tomb of Raden Rahmat Sunan Ampel

6.1.1 Authentic gate
The existence of gate as physical marker of Ampel corridor, especially at Area A. The shared understanding about this gate can be found in the discussions, such as the following:

“Gate is a physical marker for the main entrance of Agung Mosque and the tomb of Raden Rahmat Sunan Ampel religious tour”. (F. field supervisor, Sidoarjo)

6.1.2 Corridor dimension
Corridor at the Area A has width ±3 meters and is used as entrance and exit for visitors of religious tour. Its narrow corridor and crowded circulation have marked the situation of this corridor, and thus become the distinctive trait of Ampel street corridor.

“The street corridor narrow and its circulation is unclear, since it is used as both entrance and exit for all visitors of religious tour” (D, interior designer, Surabaya)

As stated by Kusumowidagdo et al. (2015), dimension of corridor can affect comfort, and studying the products available in the surrounding area of the corridor can help sense its atmosphere. The importance of the corridor dimensions is similar to findings of design features, as studied by Baker (1986), Zacharias (2002), Wee and Tong (2007), as well as from Kramer (2008)

6.1.3 Commercial space disharmony
This area is a main circulation line leading to the mosque and tomb of Sunan Ampel, which is why traders use the corridor to sell their goods. The activities range from selling goods in the shop house to selling goods as street vendors. Uniquely, commercial space disharmony is a cha-
otic situation which marks the identity of this place, and thus creates the sense of place of the corridor.

“The distance between sellers’ booths differ to each other. Many sellers use the street to sell their goods hence the corridor is getting crowded.” (M, staff, Surabaya)

“This corridor street is main entrance to the Ampel mosque as religious site, and is also close to the bus drop are. That is why many sellers use entrance line to sell their goods” (F, field supervisor, Sidoarjo)

6.1.4 Diversity of products
Goods sold by the sellers in this area are praying stuffs, date palm, and food for the visitors.

“The products sold are praying stuffs, date palm, and many food sellers for the visitors who do religious tour” (D, university student, Surabaya)

6.1.5 Natural lighting
Good lighting provides a boost to the spirit of conducting activities for visitors in corridor area. Which is why, at the corridor of Area A, the space is open with maximum natural lighting to support the atmosphere of religious tour activities.

“The atmosphere of religious tour activities is strong, since the street corridor leads to the mosque is open and without canopy” (D, interior designer, Surabaya)

Areni and Kim (1994), Turley & Miliman (2000) and Wee & Tong (2005) state in their study that appropriate lighting application is one of the comfort factors of a corridor.

6.2 Area B: Ampel Suci
6.2.1 Authentic gate
Similarly, there is an authentic gate at the Area B. The gate impression is expressed in the following statements,

“The gate is designed and shows that we are in the Ampel area” (M, employee, Surabaya)
“The gate is vintage yet more organized” (N, employee, Surabaya)

6.2.2 Ceiling ornament
This corridor is covered by ceiling. There are ornaments with pattern on the ceiling frame. With the application of patterns on ceiling, monotonous look can be avoided. Ornaments on the ceiling of Ampel Suci are flowery pattern attached to the frame of canopy. Furthermore, the ornaments on the ceiling are also in forms of middle east-style chandeliers at several points.

“The area is more organized with flowery ornaments on the ceiling and middle east-style chandeliers” (D, interior designer, Surabaya)

The ceiling ornaments applied are important in creating image of the shopping centers ambiance (Baker, 1986; Kusumowidagdo, 2015)

6.2.3 Connecting road to settlement
There are several accesses from the corridor of village to the Ampel corridor. People can walk through these accesses and thus becoming special identity of this place.

“The atmosphere of Ampel area is stronger, since there are many accesses in this area to the Arab village which is located near the shopping corridor” (S, architect, Surabaya).

6.2.4 Commercial space harmony
Ampel Suci is an area specified for shopping. People use old shophouses and some street vendors use the area near the corridor, yet they do not sell goods in the street and that is why this area looks more neat and organized.

“Ampel Suci is a first area that is specified for shopping area, that is why this area is more neat and organized with lighting, canopy, and distance between booths” (F, field supervisor, Surabaya)

Store harmony is one of the elements that are considered to shape sense of place (Kusumowidagdo, 2015)

6.2.5 Diversity of products
Products or goods sold in Ampel Suci are mostly praying stuffs and Arabian souvenirs, as expressed in the following statement.

“The products sold in Ampel Suci vary from praying stuffs to Arabian souvenirs” (S, architect, Surabaya).

The key attractions of the traditional shopping streets are the products offered and shopping activities which are associated to the different ethnic groups in the city, as claimed by Shamsuddin and Ujang (2008).

6.2.6 Artificial lighting
At the area of Gate B, artificial lighting is very dominant in shaping sense of place, since

“The atmosphere is more closed because of canopy, which is why each old shop house uses artificial lighting to support the lighting” (M, employee, Surabaya)

In her research, Kusumowidagdo (2015) also claims that lighting is a factor that influences the corridor of shopping area. This claim supports Baker’s research (2006).

7. CONCLUSION
Physical factors of the area of Ampel corridors have influence on the shaping of sense of place. Those physical factors found in both corridors are authentic gate and product diversity. At the Gate A, there are some distinctive factors, which are natural lighting, corridor dimension, and commercial space disharmony. While at the Gate B, the distinctive factors are ceiling ornament, connecting road to settlement, commercial space harmony and artificial lighting. These physical factors simultaneously shape sense of place of the Ampel corridors area.

8. ACKNOWLEDGMENT

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9. REFERENCES