

## Restoration metropole XXI, as a problem solving between old potential to the future sustainability of values

**M Indra**

Kav DKI A14/17,Rt 05/11, Malaka Jaya, Jakarta Timur, Indonesia

E-mail: indramarlin@yahoo.com

**Abstract.** Cinema Metropole XXI is one of the heritage buildings located in the heart of Menteng area, with "art deco" architecture. The appearance of this building is very beautiful and very impressed from other buildings, become strong Icon around the Menteng neighborhood. In 2010 the building was bought by Cinema 21, where the physical condition is very messy and looks slum. The emergence of modern shopping and entertainment centers are also complete with cinema facilities are more comfortable and complete, While the atmosphere of this old cinema is considered uncomfortable for visitors, so slowly abandoned by customers. The status of the cultural heritage inherent in this building becomes an obstacle by owners to renew this building, until the cinema closes in some time. The loss of the long-standing potential of cultural heritage buildings due to the transformation of urban development is an important issue in this paper, this case study is the author's experience in regenerating the future potential at this heritage building. This writing is done by Descriptive Analysis method from various reference approaches and theory of cultural heritage values involved in the restoration of Metropole XXI cinema. The conclusions of this paper find a real solution to problem solving for the sustainability of this building.

**Keywords:** Building restoration, Metropole XXI cinema, Sustainability.

### 1. Introduction

Menteng area since 1975 was given status by DKI Jakarta government as one of heritage area. Since the last 30 years Menteng area has grown in line with the rapid development of Jakarta as a metropolitan city, consequently Menteng conservation areas face the pressure of economic growth and urban development. The growth of modern shopping centers, which provide convenient and varied cinema facilities, tend to attract more visitors. Naturally the existence of old cinemas with ordinary facilities will be left by its customers. The desire of the owner of the cinema Metropole XXI to improve facilities, but with its strict Conservation regulations, it is much difficult for owners to update the atmosphere. Can be said state of the art in this case is; The strong urge for modern urban development makes the 'gap of value-acts between the inheritance conservation legislation of buildings with the demands of the value and function of the heritage building itself against the ever-changing trend of the era. This problem solving is a major issue in the topic of this writing. Actually this context is a practical experience of the author who happens to be the architect in restoring this building. The project demands a solution how the conceptual strategy to revive the old potential of old cinema building can adapt to the new transformation of urban development. The purpose of this paper



is to find sustainable solutions from Metropole XXI cinema, in general can be a consideration of the existence of heritage buildings that can adapt to the growth of the city.




## 2. Literatur Review

The approach step in this paper takes some experience and references; Restoration of Heritage Buildings (Murtagh, 1988): is an act of repair aimed at returning the form and details of a property, And accurate settings as seen in a certain period, by eliminating the less suitable ornaments, or replacing the missing original ornaments. Approach to the above problems, the physical building required the effort to return the character of the old form of the building to revive the image of the building. Metropole XXI building is the first Movie Theatre in Jakarta was built in 1932 by Dutch colony which coincided with the construction of luxury settlements in menteng area. The impressive art deco style that stands out in this building, becomes the strong icon in the middle of the menteng area. In order to preserve this building, Jakarta Provincial Government entered the building as category class A in Cultural Heritage code, based on Governor Decree No. 475 in 1993. The theoretical basis for treating inheritance as an asset lies in the theory of capital, which has been the basis of the long-term interpretation of the economic production process used in Heritage Management in the western world. Sir Alan Peacock - 1995, in an urban research paper: The Economic of Uniqueness, says that the management of heritage buildings is different from commercial building management systems. The values factor should take precedence over the inheritance building. All these and many more are elements of what might be termed the building's unique cultural value, a multidimensional representation of the building's cultural worth assessed in quantitative and/or qualitative terms against a variety of attributes such as its aesthetic quality, its spiritual meaning, its social function, its symbolic significance, its historical importance, its uniqueness, and so on. Many of these characteristics will influence the economic value of the building and of the services it provides, such that an economic evaluation would be expected to capture much of the cultural importance of its heritage qualities. However, there are likely to remain some elements of the cultural value of the asset that cannot reasonably be expressed in financial terms yet are important for decision-making. If this is so, a justification for the treatment of heritage as a particular form of capital asset, different in the above respects from other forms, is established. In the section "Value and Valuation" below, and more detailed treatment of heritage value and valuation is presented.. Each share of cultural capital raises the flow of capital services from time to time that may enter direct consumption directly, or which may be combined with other inputs to produce further cultural goods and services. The value of inherited buildings is observed in several ways: Can provide office space, Retail, or other place for residents who use the premises for commercial purposes, in which case the actual rent or rent calculated serves as an indicator of the value of the building used. Likewise, inheritance assets can be a residence in the country where the rental rate or its equivalent is a measure of the value of the personal service-whether is it provided. Regarding heritage Buildings and tourist attractions visited by tourists, The value of use is reflected in its individual benefits, and tourists enjoy due to their visit.

## 3. Method and Analysis

The tool used in this research is done The descriptive analysis method on visual character data collection And the spatial character of the building being Potential Indicator, retrieval of object data: Physical data, changes and physical development, opinion information/consultation of related experts: Architectural visual characters, the criteria of conservation, the Cultural significance, The strategy of conservation, The adaptation and ownership interests, The applicable rules, furthermore Evaluate the results of the analysis of [aesthetics, plurality, scarcity, the role of history, magnificence, and character of the building], The end of the analysis can be determined which parts of the building are important to maintain as the significance of the building, while the non-essential elements are adapted as functional support elements.

**Table 1.** Criteria and problems thinking.

CONCEPTS	FACTOR	INDICATOR	No	Criteria	Definition	Benchmark
Visual Characters: • Walls • Roof • Window • Ventilation • Doors • Facade		<ul style="list-style-type: none"> <li>Original wall covered-cladding panel and billboard cinemaAnd there is a change of window shape</li> <li>Roof materials replaced from tile to steel deck.</li> <li>The shape of the side window changed completely</li> <li>The ventilation model on the side and rear change shape and type of material</li> <li>The model doors change shape and type of materials as well as different colors of the old building.</li> <li>The original facade of the building has changed on the north side, some additional building space on the outside side, so the art-deco building form is not firmly on the front and side of the building, the closing of most of the original elements of the building looks with billboards eliminating to the original building</li> </ul>	1	Aesthetics	There is a change of architectural style on several sides of the cinema. The use of new elements on the north side, the original part of the building is covered with facades of different shapes and types of material, closing by closing on the original part of the building, especially on the front facade, removal of some ornament especially streamline art-deco pattern, additional new building closes the original building	The style of many art-deco buildings was closed by a new element that contrasted differently with the old faces of buildings degrading the visual quality of the building, even memorable as a film building
			2	Incredibility	The characteristic style of art-deco related to the size of the shape, proportion and scale and size of the cinema metropole is representative of the historical value of its time, so that the original building blocks will be different if added or reduced with something new.	The role of this building strengthens the image of the surrounding metropol neighborhood
			3	The role of history	In connection with the history, the meaning area, as well as the building itself	Relates to historical events as a symbolic relation of past and present events
L. Spatial characters Building Plan		<ul style="list-style-type: none"> <li>Changing layout of the building, especially theater room, from the big theater to the four theater, the old operator room that uses the roller system is not used and closed with new space using the new projector system.</li> </ul>	4	Scarcity	The shape, style and elements of the building and the use of different art-deco ornaments (adapted to the environment metropol), and not found in other buildings	The scarcity of art-deco style of Metropole Cinema, in contrast to other buildings
Building mass and		<ul style="list-style-type: none"> <li>The shape of the building of the building, facade face, the direction of the facade is only focused on the front of the building, the whole building seemed slim</li> </ul>	5	Art-deco style character	Has an important role in the formation of cinema metropole character	It has characteristics such as the age of the building, the size / building area,
			6	Strengthen the image of metropol area	Has an important role in the formation of regional character	The role of its presence can be in accordance with the function of the region and improve the quality and image and character of the region

Identification of Physical Character and Building function: References of building character obtained from various sources, either through field observation or interview. The building is already 75 years old, the current function is still the same as it was when it was first built, but there are some additional spaces that seem to weaken the main function, found a low level of care quality in the original building part; There are some pattern changes and building orientations that could potentially undermine the appearance of the original building. Art-deco Architecture element condition is noticed, many cinema accessories such as billboards, building envelopes and extra trinkets covering the original facade. The result of the total analysis of the current condition of the building is assumed to have changed 45% from the authenticity of the building. Restoration Constraints; The owners find it difficult to renew the atmosphere and function of the space, some of the proposed development is rejected by the Jakarta Government Conservation Assessment Team. The turn of the era demands policy towards existence in the future.

#### 4. Results and Discussions

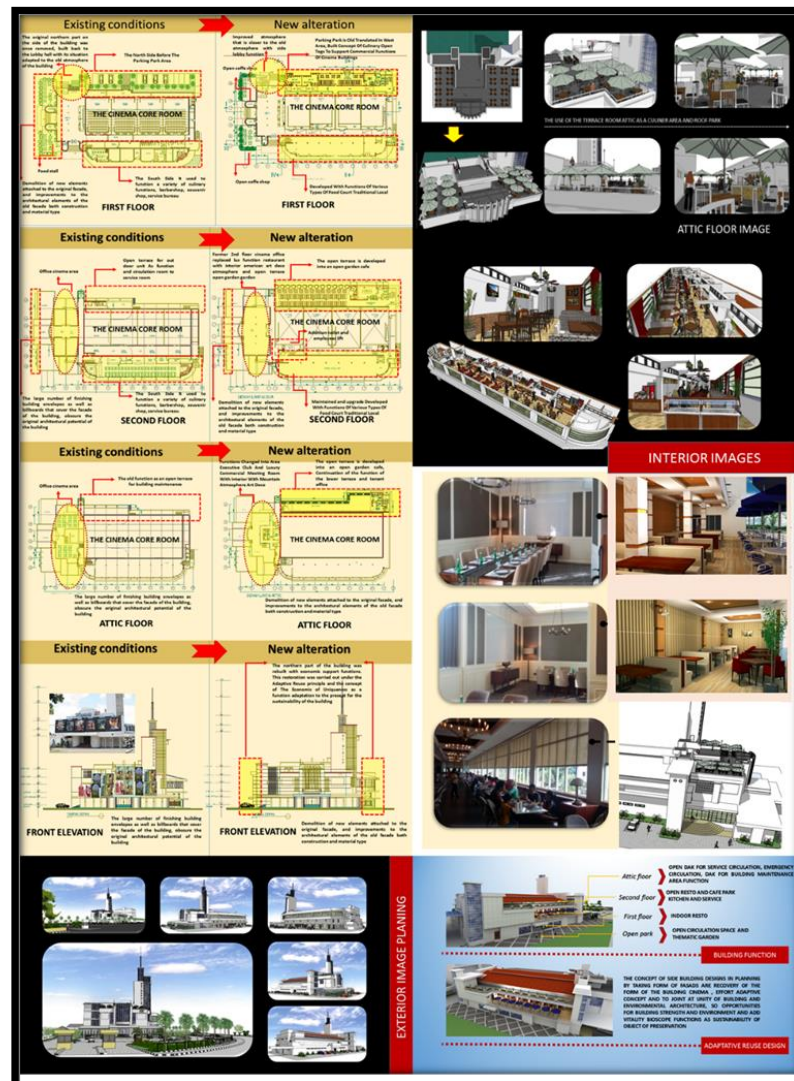
From the above problems, there is a gap between the conservation regulations and the owner's wishes, this is suspected to be a common obstacle to the existence of a cultural heritage building on urban development, This problem also occurs in the cultural heritage area of "old city of Jakarta", the same problem makes the revitalization plan deadlocked, many owners deliberately let the building destroyed, impressed the place became a dead city, whereas its position is in the middle of the business zone of the city . The Problem Statement in this case study is: Improvement of Metropole cinema requires planning participation involving elements related to the object [Regulation, economic values, Social, and environment]: 1) The study of the thought of senior architect of the late Han Awal said that the conservation of heritage buildings should place the object as a living monument, Potential values and relevant functions must be regenerated into the future. The relationship of opinion to the controversy of this paper is, where the inheritance object requires a policy for the current adaptation opportunities. Analysis of Heritage criteria on objects in Identification there are some problems causing the decrease a significance of building . 2) The Concept of Recovery of Values by taking the book Reference "Economic Edition The Uniqueness of Investing in Historic City Assets and Cultural Heritage for the Development of Sustainability by Guido Licciardi & Amirtahmasebi Briefly stated: Achievement Heritage Asset Value Property must Depart From Three Criteria: Value of

Sustainability, Values and Assessment Object, The economic value of cultural heritage objects can be observed in several ways: The building can provide office and retail space, or other Commercial purposes, each income serves as an indicator of the value of buildings. Also, inheritance assets can be a place of residence in a country where the rent rate or its equivalent is a measure of the value of the Personal Service - Is it provided. Regarding heritage buildings and tourist attractions visited by tourists, its value Its use is reflected in the individual benefits Enjoyed by tourists Arena of their visit. The above article can be a thought for the problem of creating opportunities in an object-oriented economy as a great opportunity, where it is possible to adjust & Amirtahmasebi. Briefly, it says: The achievement of the value of the Cultural Heritage Building Asset should depart on three criteria: Sustainability Value, Values, and Assessment of objects, Economic value of the object. The value of inheritance building is observed in several ways: The building may provide office space, retail, or other premises to residents who use the building for commercial purposes, in which case the actual rent calculated serves as an indicator of the value of the building used. Likewise, inheritance assets can be a residence in the country where the rental rate or its equivalent is a measure of the value of the personal service-whether it is provided. Regarding heritage buildings and tourist attractions visited, The value of its use is reflected in the benefit of individual travelers on their visits. Some of these ideas, can be policies to create opportunities in an object-oriented economic strategy, So within certain limits, allowing the creation of spatial arrangements in the old building functions. 3) The strategy for continuing value in this old cinema, can adopt the concept of Yıldırım M, & Turan G. (2012). In reference to his book "The sustainability of heritage buildings in historic areas", Title; The role of Conservation is not just focused on building alone, The adaptive challenge of reuse in a traditional house in Sanliurfa, Turkey. In Habitat International 36, 493-503, the new function to be given to historic buildings must meet the needs of the community and can be a place to work, live and play, conservation is not just about one building, but related to the environment and the surrounding community. The rapid growth of urban development, potentially a threat to the existence of historic objects, let alone just for the sake of the interests of the solely economic oriented, it can provide opportunities for continuity of preservation object function.

#### *4.1. Restoration strategies*

Problem solving for the loss of old potential and demands to create new opportunities in this building can be described in the following table:

**Table 2.** Restoration strategies plan.



Understanding the description of the problems occurring in this building, it is finally suspected that the building is experiencing a deterioration of potential due to loss of significance. The strong internal and external influences on these old buildings are slowly threatening the existence of value and the function of the building. The huge gap between the conservation rules and the demands of the changing reality of the times, then the peak of this discussion demands all parties to re-thinking Sustainability of the cultural heritage of this building. The main principle is to restore the original elements of the art-deco style of the building, given the Intangible object's value and Assessment issues, as a basis for consideration of the weakness of the building potential, The Economic uniqueness of the building in realizing the proposed concept of economic opportunities in the new design. There is a proposal for the addition and improvement of new functions that are commercial in nature that support income, This proposal raises the Debate, the narrowness of perceptions of conservation authorities over the handling of inherited building values, initially raised concerns about the impact of buildings for the proposed intervention. but proposed the concept of intervention with the outboard system without damaging the original elements of the building, Furthermore, this restoration process tries to approach the three theories of cultural preservation opportunities that have



been described before, then the element of the theory was involved in the design of the restoration of this building, finally this proposal began to receive in the presence of moral security claim against the responsibility of Architects for the success and failure of This restoration project. That the intervention will not gives The physical problems to the core Building functions, That the intervention will not give physical and physical problems to the core Building, but proposes the concept of intervention.

With a coupling system between functions and the original building elements, adaptive re-use in buildings is implemented by updating the building's atmosphere by attaching additional buildings with new functions,the concept of intervention. With a coupling system between functions and the original building elements, adaptive re-use in buildings is implemented by updating the building's atmosphere by attaching additional buildings with new functions.All activities are guided by the conservation rules coupled with the use of various theories above-mentioned, This restoration concept finally got approval and Licensing from Jakarta's heritage building restoration team in 2016. The results of this Restoration concept proved to be very encouraging, after the restoration of the Cinema Metropole XXI, there was an increasing number of returning customers. Restoration of birth shape The splendor of art-deco Architecture again, Restoration Function produces a level of concentration that proved more and more divisive by the community. Restoration Value and valuation can regenerate the continuation of the history of this building.To reinforce its fact, an interview was conducted with 60 visitors to measure the indicator of the importance of the Restoration building Benefits, the interview is taken before and after the implementation of building restoration is constructed as follows:

**Table 3.** Perceptions of cultural benefit of Metropole XXI cinema by 60 respondents.

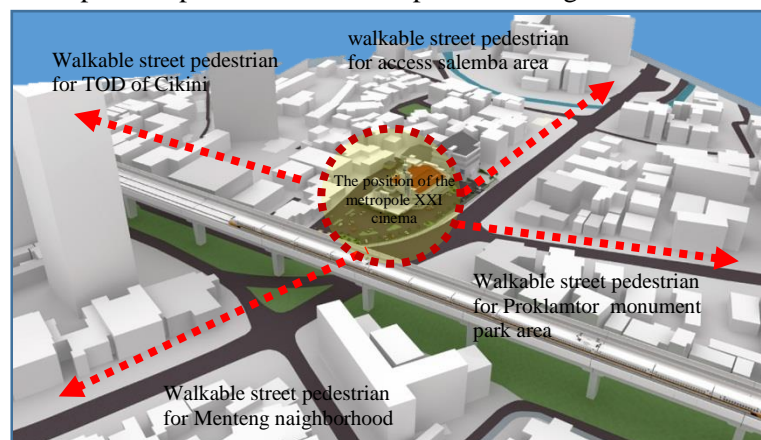
No	Questions on 60 respondents Visitors	Strongly agree	agree	neutral	disagre	Strongly disagree	total
1	BThe metropole cinema form is part Which is important to be preserved in the area menteng	32,0	13,00	7,00	5,00	3,00	60,0
2	This cinema is also interesting after being improved, unique and others Different from other cinemas and interesting to visit.	19,0	24,00	9,00	5,00	3,00	60,0
3	This cinema is old-fashioned, useless Fix it, it's just waste, it will not sell	3,0	6,00	7,00	20,00	24,00	60,0
4	This cinema can be a place of nostalgia, a place to gather With the family \ while watching many places culinary	24,0	19,00	10,00	5,00	2,00	60,0
5	Architectural Style This cinema is beautiful and interesting	28,0	21,00	8,00	2,00	1,00	60,0
6	This cinema is old and unattractive, better Disassembled replaced with more modern cinema	2,0	3,00	5,00	18,00	32,00	60,0
7	Si just understood and can learn how interesting This form of heritage building after being repaired.	22,0	26,00	9,00	2,00	1,00	60,0

The result of the above interview shows the visitor's perception toward the cultural element's benefit on the object is very high. The potential fading issue of Metropole XXI Cultural Heritage, can not be separated from the increasingly crowded growth rate of Jakarta. So this should get a serious handling for all parties. Restoration results of this object into an experiment that is considered successful to provide opportunities for the continuation of past potential, it has a positive effect on the strengthening of the characteristics of the region. The adoption of Restoration experience of several theories of Cultural Heritage building value becomes a benchmark as well as a guide in this activity, no less important than that, good participation between Owner, Planner, The restoration team of Heritage building DKI Jakarta, the Conservation Results finally produced a good solution, it Proved the increase in revenue figures Cinemas almost doubled. Rebounding this place, becoming a catalyst for Menteng area, and the proud thing, this conservation gets appreciation from IAI Jakarta 2016, Appreciation of the success of conservation

## 5. Conclusions and Recommendations

Understanding the success of Restoration, it can be concluded that the potentiality of a building worth of Cultural Heritage is very dependent on the significance owned by a Cultural Heritage. Changes in the trend of urban development can be a test for the Sustainability of Building Potential. In accordance with the essence of the cultural heritage value, that everything that is still considered important in the past, needs to be poured for the good of future generations. But since that era is bound to change, everything that may be irrelevant to its contemporaries is very likely to be adapted to the Change. Reappearance of potential made by good participation between Owners, Planners, Government Authorities, as well as Social and Environmental Societies. Preservation of the Old Potential implemented by approaching three criteria at Sir Alan Peacock - 1995 Theories that can be used for the approach Economic opportunities The inherited economic theory may occur Collaborate, will have the chance to grow the Potential function as well as the value of the building, the result will bring the Rating to the consumer. By addressing the Object of Cultural Heritage as a Monument of Life, the view proved beneficial to the conservation work of this building. While the old Potential Sustainability in Cinema can be done by approaching three criteria in Sir Alan Peacock - 1995 theory which can be used for the approach of economic opportunity. Heritage economic theory can be collaborate with the thinking Yıldırım M, & Turan G. (2012) as a consideration of the concept in design. The successful restoration of Metropole XXI Cinema as is it today, is proof that the role of these theories can help this heritage object in search of its potential as problem-solving to the new Opportunity Metropole XXI cinema to the future.

**Table 4.** Proposed repair of the Streetscape line for regional connectivity.



The recommendations of this study indicate that this effort should not be stopped here, but can be continued on the handling of the Heritage Area around the Menteng area, there are many problems directly related to its function to strengthen Menteng cultural heritage, is it recommended. To fix the connection path between Conservation items such as: Street scape, walkable access directly from the object to TOD Cikini Station, get access to Proclamatorial Monument Garden, this recommendation aims to be more friendly to Urban Space

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