ABSTRACT

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**Keyword:** traditional market, public space, green open public space, retro fitting

Nowadays it's became apparent that traditional market modernization became one of the main building agenda in every cities. It is also became apparent that these traditional market modernization not tendencious towards mid and low economic level and traditional trader society as the main factor of traditional market. Along with the time they resided in the outskirt, as their role snatched by more modern trader, like the phenomenon which happens in Malang these days, in Blimbing and Dinoyo market. The condemnation of both of the markets comes as a part of mall building plan, as they say traditional market modernization. On the other side, the increasing of mall on one cities can affect much to social basic economic sector decrease and can socially tends towards social consumtive lifestyle. Moreover, the high value of mall building energy consumization will also give bad effect to the city-scale ecologic quality.

All of the mentioned problems above needs a problem solving which is the change of traditional market developing paradigm. Seeing the function of traditional market as public and economic public space, one wise move is by strengthen and adding the other function which still support the traditional market system. Traditional market modernization by allocate green open public space is one effort to traditional market complexity and its urban problem which is the lack of decent urban green open public space. These attempts can traditional market developing strategy which hopefully can strengthen populist economy and their role as public and social spaces simultaneously as the balancer of urban ecology with added bonus as green public open space.

This paper take traditional market developing strategy to confront urban problem which is the gap between traditional and modern market (mall), the bad traditional market infrastructure, the urban public space low quality and the lack of green open space. With literature study approach using retro fitting theory, it covers how to resssurect existing object with energy needed minimalize and the effect with re-using existed building, slipping new function inside the site, increasing green area quality and quantity, and also increasing invest value at architectural object.