



**Heritage Rewind:
Breathing New Life into
Jalan Sultan Hishamuddin**

Team 5 - Monash PITCH 2024

(From the left)

Amritha Mohan

Media, Film and Journalism
(Faculty of Arts), Monash
Australia

Nurfatihah Mohd Khaidzir

Faculty of Defence Studies and
Management, National Defence
University

Morgan Loh

School of Business (Economics),
Monash Malaysia

Ajay Kumar

Chemical and Biological
Engineering (IITB-Monash
Research Academy)



Yuxiang Ren

Monash Institute of
Pharmaceutical Sciences
(Australia)

Mary Ling

School of Science (Chemistry),
Monash Malaysia

Mark Yang

Mobility Design Lab,
MADA (Department of Design)

Abanoub Shenoda

MAE, Faculty of Engineering
(Australia)

Background



☰ **The Star** Heritage building in KL getting from bad to worse

Heritage building in KL getting from bad to worse

Experts urge restoration of KL's decaying historic buildings

By **Veena Babulal, Faezatul Sabri** - November 18, 2019 @ 12:34pm



Edge Weekly

My Say: KL's heritage buildings are in dire need of preservation

By **Azam Aris** / The Edge Malaysia 30 Apr 2024, 11:30 am

MALAYSIA

KL heritage buildings facing destruction, say conservationists

*“Looks like part of the ceiling has **crumbled...** there were wood pieces everywhere on the floor.”*

*“**Neglected** and in a state of **decay...** all the buildings in the area looked as if they were **falling apart..**”*



Challenge: Group #5

Consider an **intervention** or **opportunity** for the Kuala Lumpur community focused on **sustainable** or **transformational tourism** that engages with the city's rich history of **multiculturalism**.



WHAT IT LOOKS LIKE NOW.....

SULTAN ABDUL SAMAD BUILDING



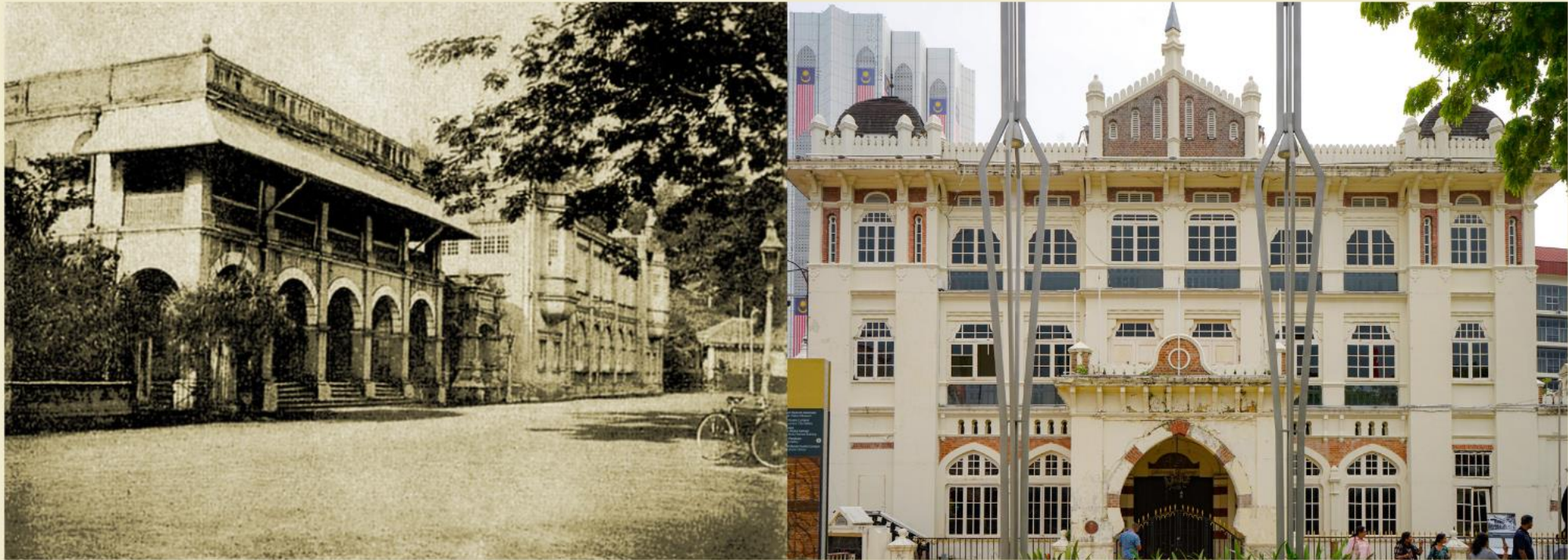
1897



NOW (Permanently closed)

WHAT IT LOOKS LIKE NOW.....

OLD CHARTERED BANK BUILDING



1909

NOW (Permanently closed)

WHAT IT LOOKS LIKE NOW.....

NATIONAL TEXTILE MUSEUM



1905 (Federated Malay States Railways HQ)

NOW (National Textile Museum)

WHY IS HERITAGE PRESERVATION IMPORTANT?



27.3 million
tourists per year in Kuala Lumpur



Generates
MYR102.7 billion
(USD22 billion)

Impact

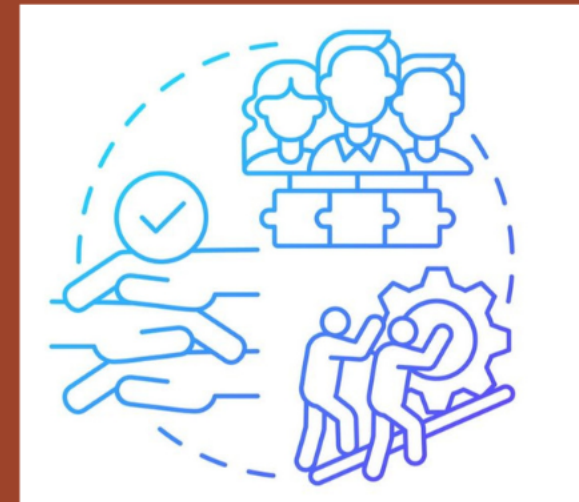
The failure to protect cultural heritage and sustain the historical building can have profound impacts on a nation.



Cultural Identity Loss



**Economic
Implications (Jobs)**



Social Cohesion

What the locals are saying..



“Old buildings just demolish la... we want modern city not museum” - coldogno7



“I lost faith in Kuala Lumpur for years now. The city has gone stale from all this modernization. I'm just glad I managed to document the old side of the city before they faded away.” - Parrot



“I still think that Malaysia is not really good in town planning, where old buildings are not re-structured/just abandoned. Those old shop lots with located besides speed way and no parking space/bus stop/lrt station, sure close shop.”

- Alan

Visitors' Reviews



서영욱

Local Guide · 75 reviews · 363 photos

★★★★☆ a year ago

You can't even go in. If you want to die outside, come see it.

Translated by Google · [See original \(Korean\)](#)



4



حسن الهديفي

Local Guide · 223 reviews · 2,034 photos

★★★★☆ 7 months ago

I didn't go in, but it is clear that the outside looks very strange and old

Translated by Google · [See original \(Arabic\)](#)



Shafizal Shahrir

Local Guide · 42 reviews · 110 photos

★★★★☆ 7 months ago

The building is not well maintained.



An interview with Joey, a local tour guide...

Joey

"After declaring independence, we still used it as the administration office. Then, our government moved all the government offices to Putrajaya, and they used it as a tourism Information Center."



Morgan

"Oh, so it has been repurposed?"



Joey

"Repurposed from an administration office to High Court, then to Tourist Information Center. But now it is vacant."



Morgan

"Why it is vacant?"



Joey

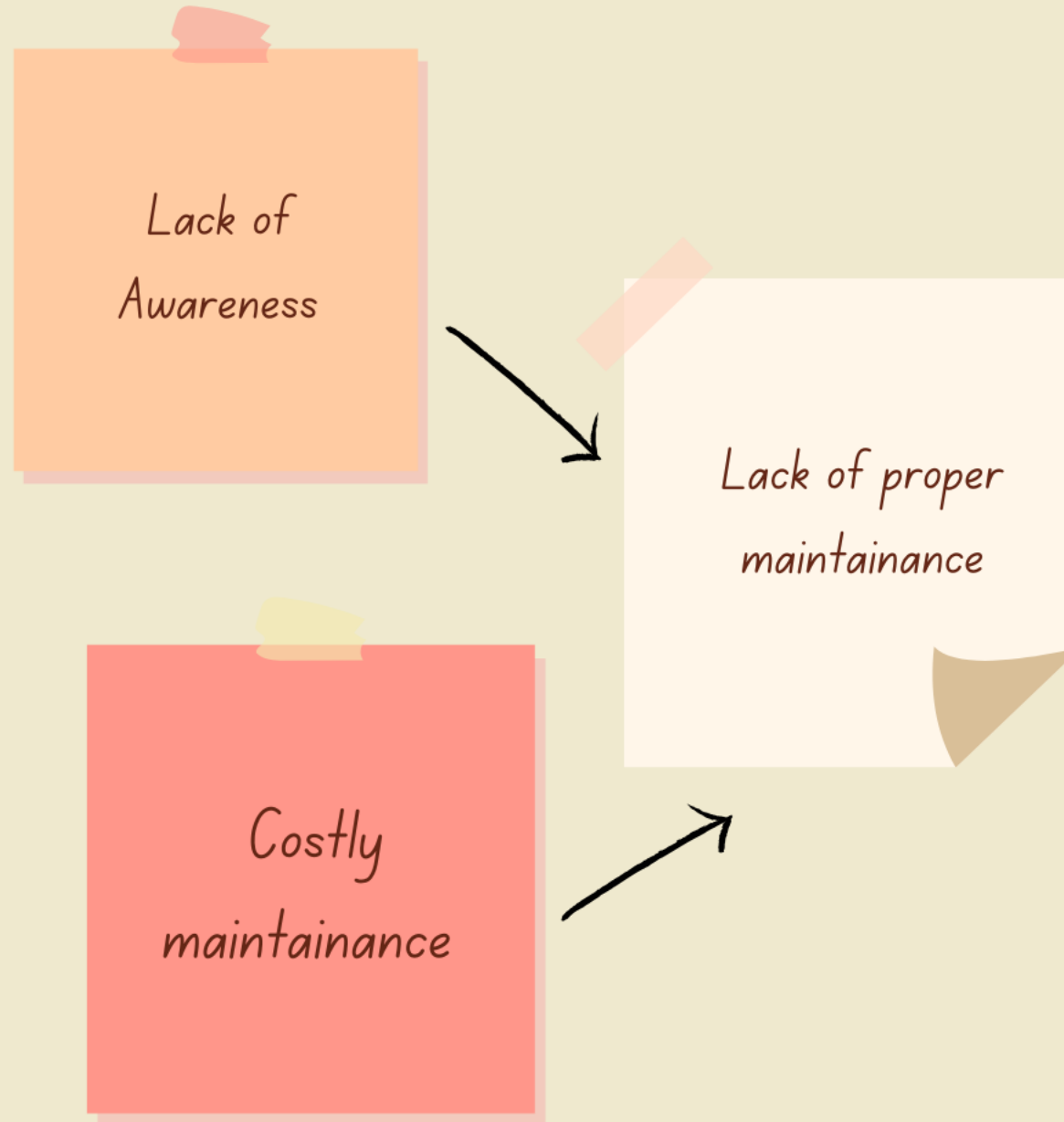
"Because as a heritage building, further usage will destroy it, with the renovation, addition of AC, the interior will be destroyed. They also stopped using it now as they have restoration plans, but we don't know what is it."



Building Deterioration



What Actually Happened?



Our Proposal: Reviving Sultan Building



Some models....



- **Georgetown (Penang):** UNESCO heritage city (2008); reviving shophouse culture; Chinese clan houses; traditional festivals



- **Malacca (Melaka):** multicultural trading town of Malay, Chinese & Indian communities; architecture; Baba-Nyonya culture



Warisan Hidup Semula: Breathing New Life into Jalan Sultan Hishamuddin

A Heritage Revival Project

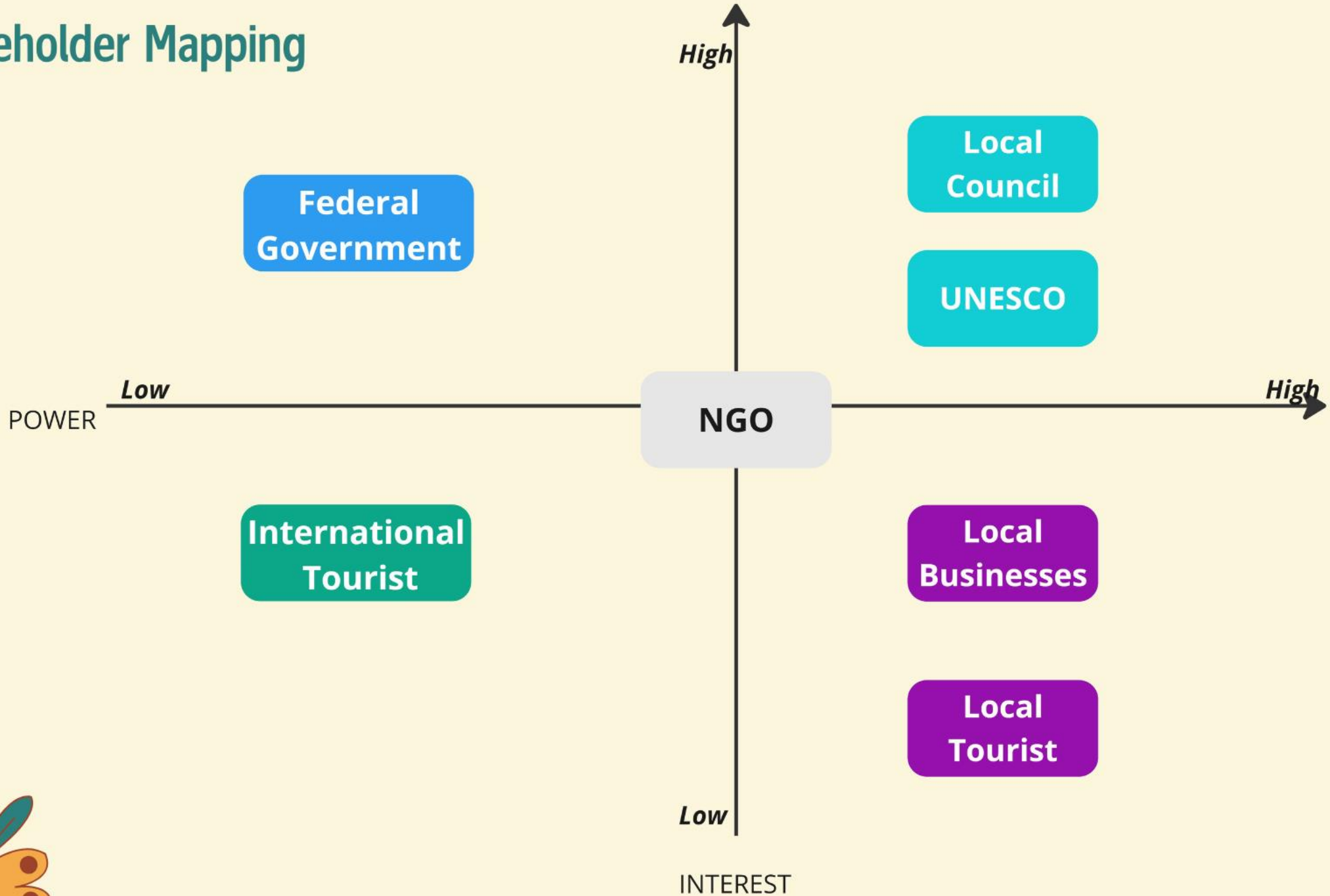


Short-term strategy



Long-term strategy

Stakeholder Mapping



Short-term Plan (Publicity Campaign)

Tourists engage in learning traditional crafts like batik making, wood carving, and cooking:



Batik Making



Wood Carving



Cooking Lessons

Short-term Plan (Community Engagement)

Plans to engage local community to interact with the heritage building restoration:



Local business bazaar



Traditional performances



Local food vendors

Long-term Plan (Building Renovation)

A cultural hospitality hotel featuring a heritage gallery and asphalt art paintings:



Cultural Hospitality



Heritage Gallery



Asphalt Art

Project Overview

Project Start

Short-term plan (6-12 months)

Awareness & Publicity

- Tourists learning traditional craft (Batik making, traditional wood carving, and traditional cooking).

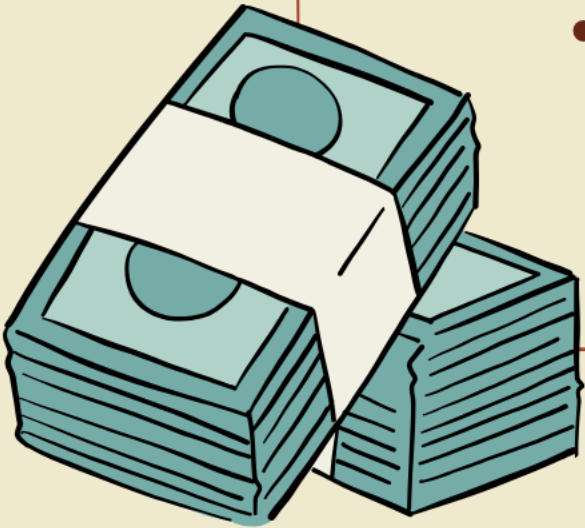
Construction & renovation

- Photo gallery.
- Conversion of a part of the building into hotel.
- Organic and vertical farming.

Long-term plan (1-5 years)

Proposed Funding Plan

- Government (Tourism and Heritage Board)
- Rental from Bazaar.
- Green Investment.
 - Public-private partnerships - collaboration with private companies for funding.



Benefits

- Preserves cultural identity
- Boosts local economy
- Promotes sustainable development.



Additional Directions

- Education
 - School kids (primary and secondary)
 - Experts with the community (awareness)
- Stakeholder Engagement
 - Dissemination of knowledge from the experts to policymakers.



Summary

Heritage Buildings



Heritage Preservation
Community engagement



Boost local economy



Preserve cultural identity



Sustainable development



thank you

Terima Kasih



நன்றி

谢谢！



References

Sumarni, I., Nangkula, U., Mohd Yazid, Yunos, M. Y. M., & Ismail, N. A. (2015). Application of Islamic Architecture at Sultan Abdul Samad Building, Kuala Lumpur. *Advances in Environmental Biology*, 9, 358–66.

Malaysia Tourism. n.d. “Sultan Abdul Samad Building.” Retrieved September 26, 2024 (<https://www.malaysia.travel/explore/sultan-abdul-samad-building>).

Paiman, K. (2002), “Faktor Kerosakan Ke Atas Monumen dan Tapak Tanah Bersejarah”, paper presented at the Bengkel Konservasi Monumen dan Tapak Tanah Bersejarah pada 7-12 Oktober di Hotel Century Mahkota Melaka, Melaka.

Robiah, A. and Ghafar, A. (2010), “*Pendekatan Penyelenggaraan Bangunan Warisan di Malaysia*”, International Conference on Preservation and Promotion of Heritage, Universiti Sains Malaysia, Pulau Pinang, November 24–26.

Utusan Malaysia (2007a), “*Hotel Majestic Yang Terbiar*”, Utusan Malaysia, August 25, available at: <http://ww1.utusan.com.my>

Utusan Malaysia (2007b), “*Stesen Keretapi KL Terbiar*”, Utusan Malaysia, August 22, available at: <http://ww1.utusan.com.my>

Prabowo, W., & Karsono, D. (2020). Degradation of Cultural Heritage Buildings. In Proc. Int. Conf. Eng

We used **Microsoft Designer and **ChatGPT-4o** to generate images [2/drafts]. The tool was used to provide better visualization of the heritage preservation designs. The output from this tool was modified by PITCH 2024 Program.*



End.