

ADAPTIVE REUSE OF POS BLOC AND M BLOC: THE INTERSECTION OF THIRD PLACE, NOSTALGIA, AND CIRCULAR ECONOMY

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ABSTRACT

The research examined the adaptive reuse strategy of heritage buildings that hold nostalgic value as commercial spaces with the third-place concept approach. The need for space facilities for urban communities continued to change based on the activities of its users. People of productive age living in big cities and the suburbs needed space for gathering and relaxation between work and homes. On the other hand, in the downtown area, several heritage buildings were still sturdy and owned by the state but were no longer used optimally or maintained. Adaptive reuse of heritage buildings was a strategy that emerged as a solution to address this need. Nostalgia contained in the preservation of cultural heritage buildings was a significant value to attract visitors and impact economic benefits. Studies were needed regarding aligning economic values with social and environmental needs in adaptive reuse. Qualitative methods with in-depth observations were carried out at two sites, namely the adaptive reuse of Pos Bloc and M Bloc Jakarta, heritage buildings gathering spaces for workers and young people of productive age. This method was applied to analyze the history of the building, the current condition of the interior, and the impact on the economy and community. The research finds that the adaptive reuse of Pos Bloc and M Bloc as third spaces by utilizing nostalgic values is a strategy to maintain cultural heritage as well as an effort to drive a circular economy.

Keywords: adaptive reuse, third place, nostalgia, heritage building, circular economy

INTRODUCTION

Space and daily human activities have a mutually supportive relationship in the use of buildings. The cultural conditions of the community also determine the direction of the utilization. Cultural changes, which include history, space, and time, affect the meaning of a building. It can be seen when a building still survives today retains a cultural character to mark a period associated with the surrounding community. A heritage building built for hundreds of years with lights still has interior spaces that keep memories and nostalgia.

The changing times in human life have led to shifts in activities and the need for spatial facilities in

urban areas. Overcrowding in urban centers results in high costs of liberation and limited personal space. As a result, the middle class, which still needs financial strength, is diverted to urban spending to get a proper place (Kusno, 2019). Every day, they carry out activities in the city center, far from home, and come home late. Humans who carry out these routine daily activities still need a space to socialize that is not outside the workplace but not their home.

Based on Oldenburg (1999), the space, neither the home nor the workspace, is mentioned as the third place. This concept has eight elements: accessibility, conversational intensity, neutral site, leveling effect, regulars, low profile, playfulness, and a homelike atmosphere (Bosman & Dolley, 2019).

Extend the concept of third places, as described by Oldenburg (1999), to include meeting places that are dynamic instead of static. The third-place quality offers an environment in which human relationships transcend the specified purpose of a space and become multipurpose, durable, and long-lasting, spanning space, time, and distance (Purnell & Breede, 2018). This space is then increasingly needed by working people who live in suburban areas. Meanwhile, some old buildings can be explored as a third space in the urban center area.

Heritage buildings that are hundreds of years old but have a solid structure and construction have uniqueness and characteristics in the facade of the building, which reminds people of the conditions of the past. The cultural value of a building does not depend on how aesthetically pleasing its architectural appearance is. Still, it develops and takes shape primarily due to buildings' interactions with the environment (Levental, 2020). The characteristics of the building also apply to the interior.

A space with memory narratives is an added value that can be utilized by building managers commercially. The nostalgic historical motive is positively associated with site identification and reminiscence pleasure. Also required are serial mediation effects of psychological ownership that bridge memory of place identification with future self-concept and behavior (Lin et al., 2022). Brand attachment and authenticity positively mediate historical nostalgia and destination brand equity (Chen et al., 2021). The nostalgic value in a heritage space is a capital that can be explored economically and socially. Exploring the nostalgia of historical buildings will fascinate and revive customers' emotional nostalgia or memorable memories.

The nostalgia space is a metanarrative of a utopian lost land, which portrays it as disembodied territory and involves territoriality (Agha, 2019). Nostalgia is an emotion rather than a push travel reason. It claims that visitors' motivation, positive and negative emotions, and perceived authenticity of the historical experience can predict nostalgic feelings (Prayag & del Chiappa, 2021). People with more need for belonging experience more incredible state nostalgia and prefer heritage tourism, which can help them sate their longing for nostalgia (Chark, 2021). Feelings of nostalgia are heightening a site, which is a part of the visitor's legacy and is renowned globally. It indicates a positive correlation between destination choice and nostalgia (Prayag & del Chiappa, 2021). The need to belong affects preference for historical buildings through its effect on nostalgia.

The strategy for utilizing heritage buildings that have historical value to be converted according to current needs is through adaptive reuse. This concept is a building conservation that maintains the authenticity of the facade and the heritage building's main structure, which is still sturdy and strong building construction. The adaptive reuse approach to heritage buildings began in the Western world after World War

II, after which many post-war heritage buildings were converted into spaces with new functions (Conejos, Chew, & Yung, 2017). This adaptive reuse method is increasingly prevalent today because it considers having the potential to benefit the manager but still retain the historical value contained in the building.

The adaptive reuse method is a strategy for modifying the exteriors and interiors of buildings with historical value. In order to implement adaptive reuse that promotes sustainability, it needs to perform a comprehensive analysis that includes physical factors, regulations, and the user community (Misirlisoy & Günçe, 2016). The concept of sustainability involves economic, social, and environmental considerations (Mohamed et al., 2017; Foster, 2020). The aesthetic quality of a site can elicit feelings and experiences as identity and memories that build social, emotional, and material attachments.

Heritage building adaptive reuse is a sophisticated method that preserves values while altering them for future use. The method is 'excellent' but needs testing to save heritage structures, which are comprised of ten steps: initiative, heritage building analysis, value assessment, mapping level of significance, adaptive reuse potential definition, design strategy, final decision-making, execution, maintenance, and evaluation after years (Arfa et al., 2022). This model supports heritage building adaptive reuse research theoretically.

On the other side, this adaptive reuse of the area strategy is also related to the circular economy, which empowers the surrounding community and lowers the environmental impact of construction waste (Foster, 2020). If the surrounding community supports adaptive reuse, the worth of historic buildings becomes attractive for repurposing if utilized (Elsorady, 2018). Modifying the building's purpose connects to the nation's civilization and is not merely the creation of a meaningless monument. Modifying space in adaptive reuse in its application is appropriate considering the community around the historic building site to provide a beneficial impact in the form of economic, environmental, and social.

The adaptive reuse of heritage buildings as commercial spaces in cities that are busy with daily activities, on one thing, attracts users to use them as relaxation spaces. People must escape boring routines, requiring a third room called the third space. The third place is space outside the home and workplace, which the user chooses for relaxation. These places can be commercial spaces such as cafes or restaurants, including space to meet users' needs and fill their time in a third place. As commercial spaces, restaurants and cafes must meet human needs regarding interesting culinary delights. Today's consumers are not only looking for food or drinks but are starting to develop by looking for attractive spaces to gather and socialize before returning to their homes or places of work.

Based on these backgrounds, there is a hypothesis that space with nostalgic value and other identities related to consumer memories contained in

heritage buildings becomes a value that can attract commercial space visitors to use it as a third place. However, in utilizing heritage buildings as commercial spaces, the right strategy is needed to maintain the conservation of heritage buildings and analyze the environment around them. This research examines the adaptive reuse strategy of heritage buildings that hold nostalgic value as commercial spaces with a third-place concept approach.

Two heritage buildings are used for the case study comparison. These buildings have an adaptive reuse concept for third-placed Jakarta, with the case of the need for commercial space in a big city. In addition, Jakarta, the capital of Indonesia, is the center of government and business that has been going on since the Dutch colonial period. It has several heritage buildings, which are processed and used commercially using an adaptive reuse approach. The history of heritage buildings and comparison of current spatial conditions are the data analyzed to study the adaptive reuse of buildings that have turned into third spaces. This method considers that in the concept of adaptive reuse, it must maintain the facade of the building in its original form. Still, the manager can transfer the function of the interior to the required form of space. Adaptive reuse analysis of current case studies takes the context of nostalgic values and their economic impact on society. The purpose of the research is to find adaptive characteristics and strategies. Reuse heritage buildings as commercial space to generate added value in the form of economic, social, and environmental values related to the surrounding community's needs.

METHODS

The research applies a qualitative method comprehensively analyses the data collected through various approaches. The research focuses on observing the adaptive reuse of Pos Bloc and M Bloc in Jakarta. These locations serve as study cases for state-owned heritage buildings transformed into third places for workers and young communities. The data analysis process consists of several key components. Firstly, a thorough literature review is conducted, delving into the historical context and the metropolitan region surrounding the sites. This review provides valuable insights into adaptive reuse projects' background and broader context.

Additionally, field observations are carried out to observe users' utilization of the adaptive reuse spaces and to examine the spatial design and management aspects. The statements are guided by theoretical frameworks such as third-place theory, nostalgia, and circular economy principles. These frameworks facilitate a deeper understanding of these concepts' implementation in adaptive reuse projects. The evaluation is based on the site's potential for adaptive reuse and transformation into third places, considering historical significance, cultural value, and spatial design implications for the community.

The research conducts a comparative analysis to identify patterns and variations in implementing adaptive reuse strategies. The data collected through observations provide valuable insights into the actual utilization of the adaptive reuse spaces and the experiences of the urban dwellers. By employing this comprehensive approach to data analysis, the research aims to gain a deeper understanding of the adaptive reuse of heritage buildings and its implications in creating functional and meaningful spaces for the community.

RESULTS AND DISCUSSIONS

The age of the building is older than the age of humans, so the building stores memories that can narrate conditions in the past and can be used for commercial processing by exploring the nostalgic value stored in buildings. To utilize the spaces in these heritage buildings, managers need to pay attention to the rules and regulations that govern the use of heritage buildings. The application of adaptive reuse of historic buildings as the third place is mainly as a gathering space while simultaneously fulfilling culinary needs.

Humans engage in daily eating activities, which require space and facilities. Activities that support the culinary do more than satisfy hunger but also have significance with the culture that prevails in society. Sharing meals with others has become a practice in private and public settings. The cultural changes have resulted in a shift in activities. Since people are practically busier, they have less time to prepare meals.

Additionally, while homes and workplaces are far apart, communal dining can be done outside the home. In addition, culinary also has symbolic meaning. Based on that need, some restaurants implement various strategies to offer an ambiance that draws customers in addition to their delicious meals. The number of restaurants is growing to satisfy the need for customers to dine together outside the home. They try to provide a unique atmosphere and renowned cuisine to attract customers (Fajarwati, Hendrassukma, & Andangsari, 2022). One approach is to adapt the old building into a restaurant.

Customers in a commercial facility seek a space that can fulfill their preferences and the added value that will attract them. The research proposes the transfer of space utilization functions is affected by the historical narrative value of an area. The narratives that compose a place become an attraction inspire visitors to recognize the sentimental value recorded in a building by analyzing the history behind the location of a culinary establishment through stories set in a specific locale.

Everything about space changes when a heritage building is adapted into a third place: it includes identity, use, and zoning. When venues with ethnic identities are converted into commercial facilities, such as restaurants or cafes, they become part of the public domain in metropolitan areas. Public space is

a location that can be physically visible and occupied. This term can be used interchangeably for public space and the public sphere (Fajarwati, Koesoemadinata, & Sondakh, 2019). When entering the heritage building it gives guests the impression that it has been transformed into their space.

This first case study is Pos Bloc, located on Pos Street, Jakarta, the heritage building that is adaptively reused of *Gedung Filateli*. The building that once served as Jakarta's post office is the legacy of the Dutch East Indies government-owned *Post Telefon en Telegraf*. The Gedung Filateli, constructed between 1912 and 1929 and designed by John van Hoytema, has an Art Deco appearance with interior features that reflect the influence of art and craft (Situsbudaya.id, 2019). This location has a strategic location and is strongly associated with the historical development of downtown *Nieuw Batavia* (before it changed its name to Jakarta) during the Dutch colonial era, specifically during the time of Governor-General Daendels. A significant area of education, administration, commercial space, and cultural activities surrounds this structure to assist the establishment of the Weltevreden Area as a new city center to replace Batavia (Hermawan & Abrianto, 2020).

Gedung Filateli is recognized as a category a heritage building under the Governor of DKI Jakarta's Decree No. 475/1993 (Situsbudaya.id, 2019). PT Pos Indonesia owns this heritage building and includes the following distinguishing features: broad doors and windows, a high roof, and strong walls, all reminiscent of European design adjusted to Indonesia's tropical climate. According to these regulations, the nation must maintain the heritage building, and no exterior or interior modifications are permitted. The restoration planning must adapt to the condition of the conserved cultural heritage building. Therefore, an expert must supervise the restoration process to retain its original appearance and adhere to the preservation standards.

This structure's architectural design is square and symmetrical. It is a colonial structure adapted to tropical climatic circumstances, such as the canopy and air vents. Every year, there is a great deal of solar heat and precipitation, resulting in a blend of European architecture and tropical structures (Figure 1). By erecting a canopy and installing air vents to control humidity and airflow, it is possible to prevent rain from entering via doors and windows. This building's facade features a ziggurat (a multilevel structure resembling a ladder), a semi-circular stained-glass arrangement, and Tucson's column positioning, demonstrating European architecture's influence on its colonial country.

The adaptive reuse of buildings is supported by the development of the area surrounding the Gedung Filateli, originally planned by the colonial administration as a hub for administrative and commercial pursuits. As a result of this development, the surrounding urban space serves its original purpose as the trade community. The structures that make up the cultural heritage were once public amenities but have

since stopped operating; they run the risk of falling into disrepair if they are not used as soon as possible. To successfully carry out the transfer of functions, it is necessary to take into consideration the interaction with the legislation concerning the preservation and environmental conditions around the site.



Figure 1 Facade of Pos Bloc of Adaptive Reuse Gedung Filateli, Jakarta
(Source: private collection, 2023)

The local government has established the Gedung Filateli as Pos Bloc, a creative space for young people with a multifunction area, exhibition hall, and inner court as a food and beverage area. The restoration is carried out without destroying and maintaining its original shape. Using buildings as commercial space in Pos Bloc seeks to adapt building conservation strategies while supporting economic development goals.



Figure 2 Local Brand Product Retail in Pos Bloc
(Source: private collection, 2023)

The building facade is maintained for retail sales of food and various consumption needs of visitors (Figure 2). Processing of the commercial space interior still retains the original shape of the building. However, it can also meet cafe visitors' needs for gathering and culinary activities (Figure 3). Through multi-local brands, Pos Bloc is built on

a solid foundation of independent thinking and the strength of local wisdom (Rombe et al., 2023). If anything is changed, it resembles the original form and still follows the preservation rules.

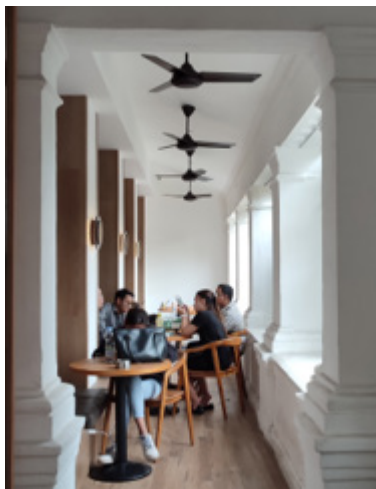


Figure 3 Pos Bloc area as a café
(Source: private collection, 2023)

As a colonial-era urban space intended as a hub for government and commercial operations, the region's development surrounding the Pos Bloc site encourages the adaptive reuse of structures. Cultural heritage structures that were once public facilities but are now inoperable are susceptible to deterioration if they are not used quickly. However, it is vital to consider the site's preservation and environmental rules when transferring functions.



Figure 4 Facade of M Bloc and the Nostalgia of Blok M Area, Kebayoran Baru, Jakarta
(source: private collection, 2023)

The second case is M Bloc, another adaptive reuse of heritage building in Jakarta (Figure 4). M Bloc Space today is an abandoned building complex owned by Perum Peruri (Republic of Indonesia Money Printing Company). This building is under the management of the Ministry of state-owned enterprises. This heritage building is in the Blok M area on Panglima Polim Street 37, Kebayoran Baru,

Jakarta. The Dutch East Indies government had indeed prepared the Kebayoran Baru area as a satellite city of Jakarta, which was starting to get crowded. Blok M was a hang-out and creative place for young people to gather during the 80-90 era (Randy, 2019).

The nostalgic value in this area is an inspiration to change the function of this abandoned building. This building complex was built in the 1930s by the Dutch colonial government but was only completed in 1950. The post-independence Indonesian government continued its development, becoming Perum Peruri in September 1971. The process of printing money by Perum Peruri moved from 1995 to 2005 (Mukhaer, 2023). The complex is 7.000 meters wide, which was previously located in an elite area in Jakarta and has nostalgic value but was eventually abandoned.

The adaptive reuse of M Bloc is decided by processing this unused building to become a place for young people to work, gather and collaborate. There are 16 units of ex-employee houses from the Perum Peruri complex, signed in 2019 for conversion. The interior of the Perum Peruri complex still retains its original architecture. However, it functions as a place for shopping, cafes, bars, eating places, public spaces, and other youth activity centers. M Bloc Space was first inaugurated on 26 September 2019. Based on the initiatives and creative ideas of Jakarta's young people supported by the state, this old building transformed into a hangout place and space for young people's creative ideas to flow before being known as a hangout for the millennial generation.



Figure 5 Interior of the Local Brand Culinary in Adaptive Reuse M Bloc
(source: private collection, 2023)

The policy for the adaptive reuse of Pos Bloc and M Bloc as hubs for young people is decided by the Ministry of State-owned Enterprises of the Republic of Indonesia, which controls the land for the two heritage buildings. The nostalgic values stored in the building and its architecture make it more attractive for people of all ages to visit as a gathering space. The interior of commercial spaces, like restaurants or cafes, explore the old interior elements that can function as a setting area. The shape of the building façade that maintains the trail is an attraction for visitors (Figure 5). Visitors recall nostalgia through the shapes of windows, doors, walls, and interior elements that are still maintained in the conservation process.

The research data analysis regarding the adaptive reuse of Pos Bloc and M Bloc involves examining the building's structures and interior elements. The existing features, such as floors, door and window frames, column shapes, and wall profiles, are incorporated into the adaptive reuse process. These colonial building components create a nostalgic atmosphere in the transformed commercial spaces, including cafes, restaurants, food shops, and souvenir stores.

The unique ambiance of the ancient space serves as a major attraction for visitors, who can enjoy the area and its surroundings. This nostalgic atmosphere is often hard to come by in modern settings, making it a desirable experience for those who frequent these spaces. The adaptive reuse of Pos Bloc and M Bloc as the third place has increased the number of visitors and a growing interest in purchasing the goods offered within the area. By examining the utilization of historical building elements and the resulting atmosphere, the research identifies the factors that draw visitors to the space and increase their engagement. The adaptive reuse approach has positively impacted the number of visitors and the commercial viability of the businesses operating within heritage buildings.

Adaptive reuse can play a pivotal role in extending the heritage's life cycle and as an urban strategy capable of generating new economic, cultural, and social values, enabling innovative local development (Spina, 2020). The objective of adaptive reuse is to repurpose a no longer usable space while maintaining economic, social, and ecological sustainability (Li et al., 2018). Using it as commercial space is a solution that can be applied to the Pos Bloc and M Bloc because the building's condition is still solid, and the construction may still be used for new activities.



Figure 6 Third Place Activities of M Bloc
(source: private collection, 2023)

The buildings designated as heritage sites are given new life through adaptive reuse and are now occupied by coffee shops and restaurants featuring local brands. On the other hand, the characteristics of the building as part of heritage building conservation can still work in harmony with that utilization. Pos

Bloc and M Bloc are more oriented toward commercial space and provide the public with the concept of a third place (Figures 6 and 7). The anchor store must promote adaptive reuse to make a location appealing to visitors.

The interior of this heritage building has changed its function to become a commercial space by providing facilities such as restaurants and cafes as culinary spaces for the community to gather outside of working hours. Visitors Pos Bloc and M Bloc to a cafe-like location with the concept of a third place fulfill the demand to consume food or drinks as well as participate in various meeting activities or work without having to be in the workplace. Alternatives to home working or semi-public space have been favored by young entrepreneurs and independent creative professionals.



Figure 7 Gathering Space for Young Community as the Nostalgia Blok M in 80-90 Era
(source: private collection, 2023)

Third-place world communities can be enclaves of the shadow economy and precarious workers. Networking effects among freelancers and self-employed workers who work in remote locations frequently result in increased outsourcing, subcontracting, and exporting (Avdikos & Kalogeresis, 2017). Spaces without a host become more appealing to visitors, particularly those who live far from their place of employment in the city core (Nguyen et al., 2019). With its adaptive reuse building qualities, the Pos Bloc and M Bloc usage relate to the young people hub and economic value for management.

The adaptive reuse of the heritage buildings employs the third-place idea method, particularly for people still of productive age, as a respite area that may fulfill the gathering demands between home and work. The goal is to establish a third space that blends informal (social) and formal (productive, functional) aspects into a work environment that promises to stimulate a variety of beneficial interactions such as possibilities for socialization, peer support, idea generation, networking, and so on (Brown, 2017). Adaptive reuse space does not always positively impact the economy, society, or the environment. If one component is unbalanced, it must be explored to produce the best results in the adaptive reuse process

(Mohamed et al., 2017). This conservation must meet economic needs, and an analysis stage is required. Cultural heritage buildings have a specific place in the city. Underutilized or abandoned buildings can be repaired and reused, resulting in economic and environmental benefits. Urban populations in Jakarta engaged in activities near the adaptive reuse of heritage buildings can take advantage of an adaptive reuse strategy implemented on the Pos Bloc and M Bloc to provide third place.

Similarly, when they get home from work, they require a sociability room before heading home. The adaptive reuse of heritage building space should be efficiently used. However, consideration of the social and environmental issues of the community in the site area is essential. The fundamental goal of rejuvenating an adaptive reuse building is to meet the community's requirements. The lives of routine workers in far-away workplaces find solutions in cafes and the like, which can treat guests without regard for class or socialization. Third places, on the other hand, aid in integrating freelance designers into local and global business networks.

Many old structures still have unusual designs and store historical memories that need to be optimized for usage. Prudence is a significant concern when exploiting heritage building structures for adaptive reuse. However, the regulator must decide as soon as possible so the installation may still meet the requirement for fleeing spaces in metropolitan areas. The third place used in Pos Bloc and M Bloc shows the potential for adaptive reuse in heritage buildings, particularly those currently abandoned and unmanaged, to benefit social, economic, and environmental sustainability.

CONCLUSIONS

The research has found that the adaptive reuse of heritage buildings as the third place contains an intersection between conservation, nostalgia, and circular economy. The heritage building, which still has a strong building structure and holds nostalgic value, should be converted before it suffers damage due to neglect. The needs of the community that continues to experience change become a reference for this utilization. Exploring nostalgic value in heritage buildings through interior processing to fulfill commercial activities is a conservation strategy considering economic benefits. Interior designers have an essential role in correctly processing each of these spaces to optimize the values of heritage buildings as a third place. There needs to be a regulatory policy that is supported by the surrounding community in adaptive reuse heritage building as a third space that is in harmony with the sustainability of economic, social, and environmental values. The following research can analyze other abandoned heritage buildings to be utilized according to the interests of the surrounding community as a conservation strategy in harmony

with the circular economy.

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