

ABSTRAK

Sunda Kelapa merupakan kawasan bersejarah yang berlokasi di Jakarta Utara - Indonesia. Pada masa pendudukan Belanda abad ke-15 hingga ke-18, Sunda Kelapa menjadi salah satu pelabuhan perdagangan paling utama. Kini, kawasan Sunda Kelapa memiliki beberapa potensi objek-objek wisata *heritage* berbasis maritim peninggalan pendudukan Belanda. Diantaranya Menara Syahbandar, Museum Bahari, dan VOC Galangan. Terdapat juga galangan kapal tradisional Makassar, yaitu Phinisi.

Namun, aktivitas dan pendekatan arsitektur yang tidak menghargai kawasan *heritage* berbasis maritim menyebabkan redupnya potensi kawasan Sunda Kelapa. Muncul aktivitas perdagangan (pasar), hunian (pemukiman kumuh), dan arketipe arsitektur bersifat organik yang kini mendominasi kawasan Sunda Kelapa.

Sesuai dengan makna 'katalis', proyek **KATALIS URBAN** diharapkan dapat menjadi 'katalis atau agen pembawa perubahan' yang dapat menghidupkan kembali potensi wisata *heritage* berbasis maritim di kawasan Sunda Kelapa. Untuk mencapai visi tersebut, intervensi dilakukan melalui suntikan program kuliner dan hotel, serta pendekatan arsitektur *heritage* yang berangkat dari *genius loci* atau *spirit of place*, dan metode *insertion*.

Kata kunci: Katalis Urban, Metode *Insertion*, Kawasan Wisata *Heritage*, Sunda Kelapa

ABSTRACT

Sunda Kelapa is identified as a historical district located in North Jakarta, Indonesia. During Dutch colonialism period in fifteenth until eighteenth century, it became one of the most major trading port. Today, Sunda Kelapa district offers several potential maritime-based heritage attractions from Dutch colonialism era. For instance Syahbandar Tower, Maritime Museum, and VOC Galangan. There's also traditional Makassar schooners, known as Phinisi.

However, nowadays activities and architectural approaches that do not appreciate the Sunda Kelapa district caused a rundown of the potentials itself. Trading activities (market), residential (slums), and organic architecture archetype emerged then dominating the district.

*In correlation to 'catalyst' meaning, the **URBAN CATALYST** project is expected to become a 'catalyst or agent of change' that could bring back the maritime based-heritage attractions in Sunda Kelapa district. In order to achieve this objective, there are some interventions that can be done through culinary and hotel injection programs. As well as using heritage architectural approach based on genius loci or spirit of place and insertion method.*

Keywords: Urban Catalyst, Insertion Method, Heritage Attractions District, Sunda Kelapa