

COMMUNICATION MASTERPLAN FOR ZHONGSHAN BUILDING

BACKGROUND of ZS

ZS is the place for people and ideas!

Revitalise heritage value of the shophouses by giving it a new purpose (cultural heritage)

Be the space where different art communities meet, commune and dialogue (experience)

Provide affordable space for creative minds to share and grow their ideas (exchange)

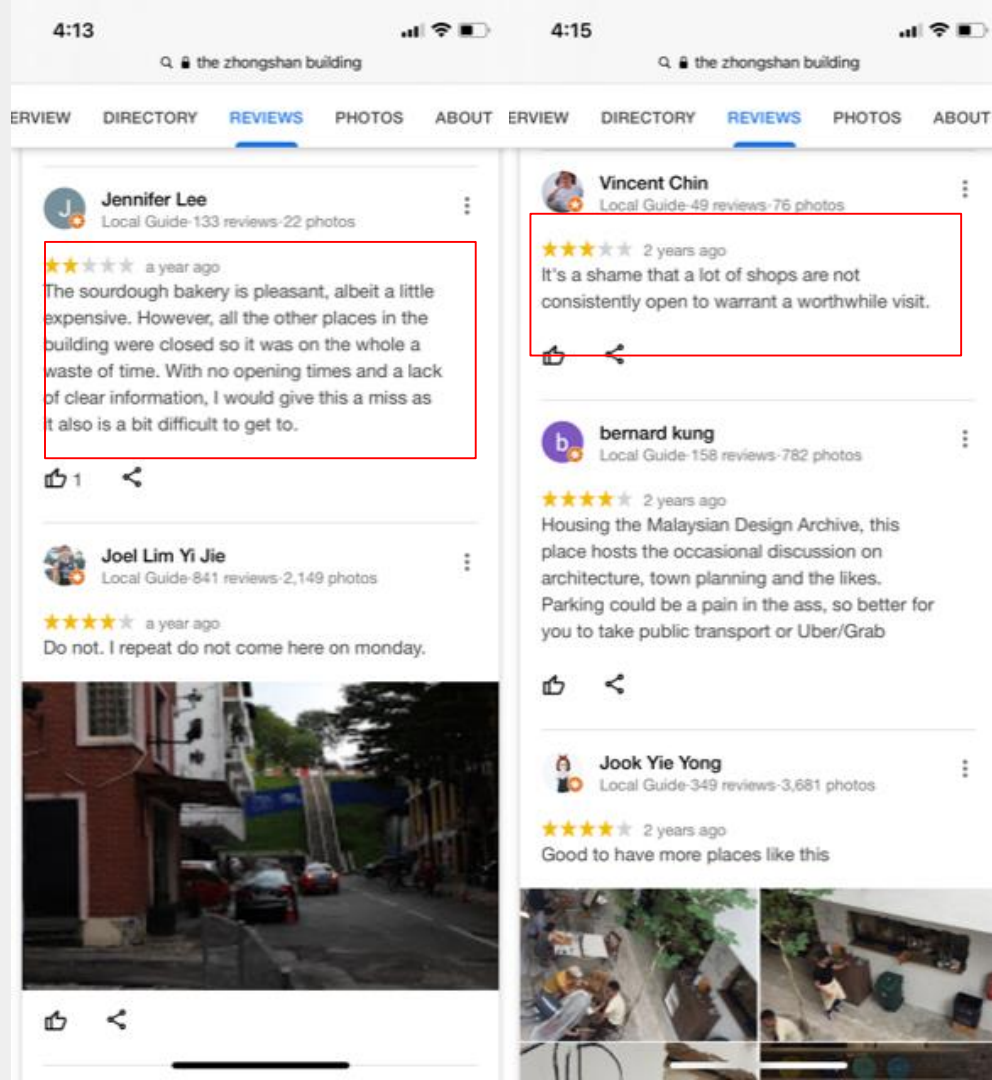
Achieve cross-multi-disciplinary collaborations/partnerships that will bring unique perspective and skills to build an innovative and progressive ecosystem (connections/collaborations)



CURRENT CHALLENGES

Being an old and repurposed building, visitors find it hard to navigate between public and private spaces in ZS causing confusion as to where to find certain shops/studios.

Visitors having a hard time to encompass what is ZS is about and who is in there and what do they do (current perception is that it is just a bakery, a cafe, a bookstore and a lot of hipsters!).



STRATEGIES

1

Increase communication with our visitors through wayfinding system, directory, miniguide of shops/studios, and location map.

2

Increase posts on social media to increase engagement with our visitors.

1. WIP - WAYFINDING

What is wayfinding?

Refers to information systems that guide people through a physical environment and enhance their understanding and experience of the space.



1. Identification

They tell a person when they have arrived at their destination. They also serve as general wayfinding landmarks.

Make identification signs uncluttered and straight to the point. What does the sign signify? **Someone should understand it in seconds.**

1. Directional

Directional signage helps people get to where they're going. It's an invisible hand guiding them from wherever they are to their destination, one step at a time.

Continuity is key for directional signage. If a person becomes lost anywhere between two points using directional signage, it's immediately invalidated.



**MAINTAIN A
PHYSICAL DISTANCE**



**ALWAYS WEAR A MASK
IN THIS FACILITY**

3. Informational

Informational signage pertains to the overall facilities. These signs give people broad information they need while navigating.

Informational signs should be universally understandable at a glance—signs and symbols anyone can understand.

4. Regulatory

Regulatory signage is a proactive form of wayfinding. It's focused on safety and liability concerns and sets boundaries—what is and isn't acceptable in your facilities. **It's used to establish and reinforce rules, safety standards, and privacy expectations.**

Find your way - Importance of Wayfinding

1. It builds brand equity
2. It elevates your brand story
3. It creates a sense of space
4. It allows for an organic experience
5. It leads to positive return on investment

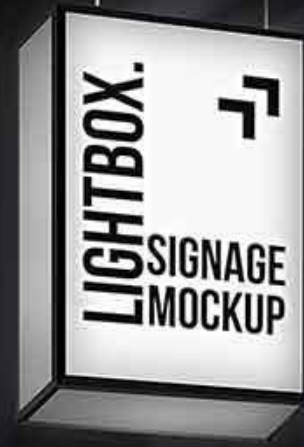


Connectivity

ZS [Annexe]



ZS



Increase signage in the
backstreet
(Design must be
consistent)



WIP - THE ZHONGSHAN GUIDE

THE ZHONGSHAN GUIDE



ABOUT

As a dynamic artist collective nested in a newly restored 1950's building in the centre of Kuala Lumpur, The Zhongshan Building always on a continuous shift in a myriad of unexpected - but exciting, directions.

Located slightly outside the periphery of the historic centre of Petaling Street, in the equally historic locale of Kampung Attap, the building once housed the Selangor Zhongshan Association and various small merchants. With the support of Think City, it has become a successful urban rejuvenation project, energised by a close-knit community of artists, researchers, designers, artisans, and musicians.

The rejuvenation project was spearheaded by art consultants Liza Ho and Snow Ng, who drew upon their years of experience in the local arts and culture scene to populate The Zhongshan Building with an eclectic set of creative businesses and private studios. The artisans and aficionados behind the building's creative businesses distinguish themselves from most commercial ventures by investing deep passion and research into their methods and materials; many of them are considered the finest in their field locally and sometimes even regionally.

THE
ZHONGSHAN
BUILDING

SPECIALTY STORES

ana tomy

ana tomy offers personalised notebooks and stationery, and a rotating inventory of products from other independent creatives.

🕒 11.00 AM – 7.00 PM. Closed on Mondays
📍 ana-tomy.co @ anatomy_co
📍 Floor 82G

INKAA

A collaborative effort with grassroots organisations and artisans in Malaysia, specialising in handmade batik and mengkuang-based products.

🕒 11.00 AM – 7.00 PM. Closed on Mondays.
📍 ana-tomy.co @ anatomy_co
📍 Floor 82C

Room 134

ana tomy offers personalised notebooks and stationery, and a rotating inventory of products from other independent creatives.

🕒 1.00 PM – 6.00 PM.
By appointment only on weekdays.
📍 room_134
📍 Floor 82C

takos store

takos specialises in handmade embroidery and knitting products where their product inspiration comes from all the beautiful things around them.

🕒 11.00 AM – 6.00 PM. Closed on Mondays.
📍 takosstore.co @ takosstore
📍 Floor 80A, The Annex

ARCHIVE & LIBRARY

Malaysia Design Archive

A space that trace and document Malaysia's "endangered" design legacy from pre-Independence to current times.

🕒 10.00 AM – 5.00 PM.
By appointment only on weekdays.
📍 malaysia.designarchive.org @ designarchive
📍 Floor 84G

The Ricecooker Archives

Southeast Asian rock 'n' roll treasury and archive initiated and run by punk-rocker-for-life Joe Kidd of Carbuter Dung, an iconic Malaysian punk band.

🕒 By appointment only.
📍 carbuterdung.kerbau.com
📍 Floor 84G @ @thericecookerarchives

Institut Pondok Perancis

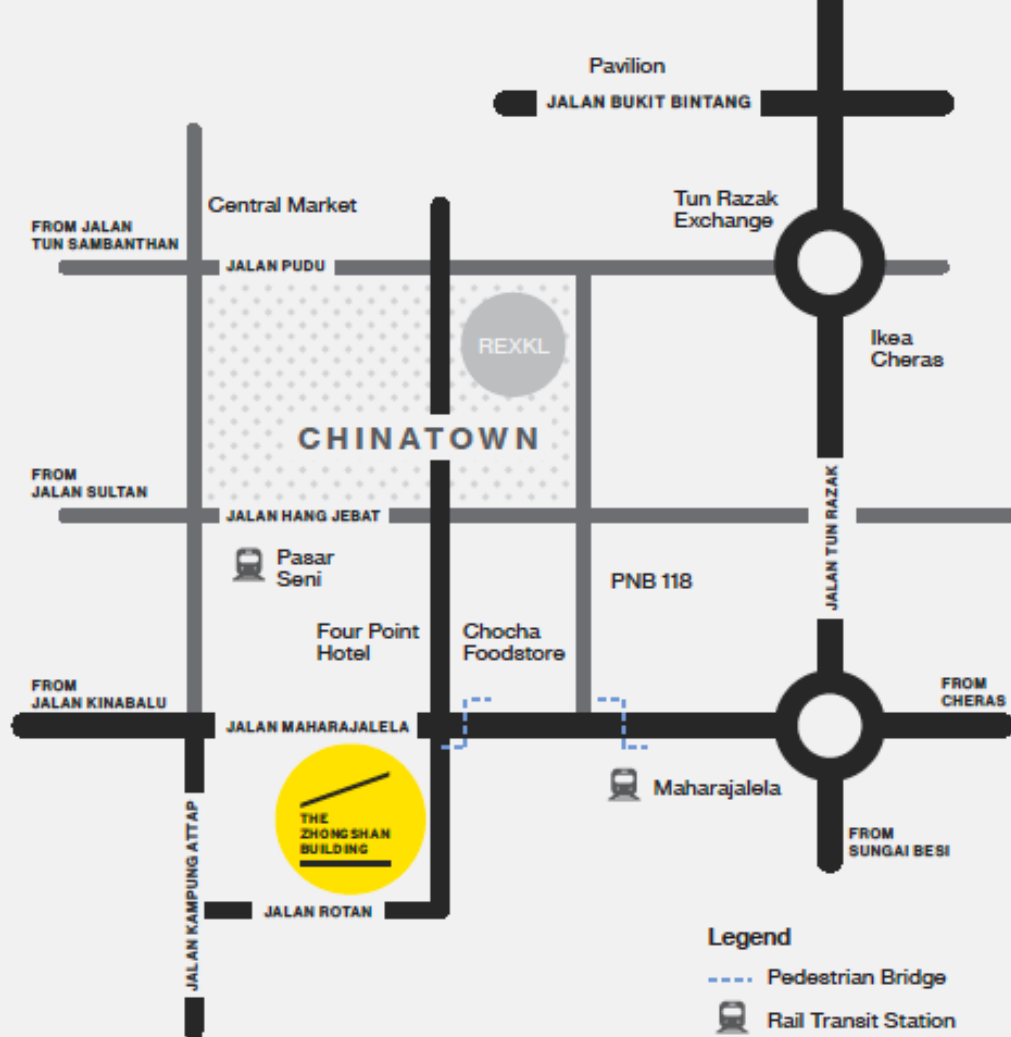
independent research institute for the social sciences with strong linkages with regional and European research institutes and academic institutions.

🕒 By appointment only.
📞 +6012 221 8915 📍 Floor 80C

Rumah Attap Library & Collective

Rumah Attap is a library of English, Malay, and Chinese language material on cultural studies.

🕒 11.00 AM – 6.00 PM.
By appointment only on weekdays.
📍 rumahattap.wixsite.com/rumahattap
📍 Floor 84G @ @rumahattap



WHAT'S AROUND

Go Down KL

Arts space focusing on the arts and architecture but will offer our audience a wide range of experiences, including exhibitions, performances, workshops and more.

thegodowncommunity thegodownkl
7, 11, Jalan Ampang, Kuala Lumpur

RAW Art Space

an artist-run, independent venue & tattoo studio located in the heart of Kuala Lumpur's historic Chinatown.

rawartspacekl rawartspacekl
8, Jalan Ponggong, City Centre

MOUTOU

a rooftop farm that aims to create space for diverse projects through collaborations within the spectrum of arts, activism, community and sustainability.

moutoukl moutoukl
Lorong Ponggong, City Centre

Petaling Street

A Chinatown and bustling shopping district with haggling vendors offering a range of goods, from clothing to food.

88-102, Jalan Petaling, City Centre

Tun Perak Co-op

Within the restored heritage walls of Jalan Tun Perak, you can find an eatery, coffee house, gallery and performance space, an audio-visual archive initiative and a modern-day general store.

tunperakco.op tunperakco.op
62, Jalan Tun Perak, City Centre

REXKL

An old iconic cinema turned into a community-based cultural and creative hub through adaptive reuse.

rexkl.com rexkl.com
80, Jalan Sultan, City Centre

Lostgens' Art Space

This self-managed experimental space aims at encouraging originality, creativity and individuality as well as contemporary arts.

lostgens lostgens
8, Jalan Ponggong, City Centre

Merdeka Stadium

The site of the formal declaration of independence of the Federation of Malaya on 31 August 1957 and the first modern building of the new nation.

Jalan Stadium, City Centre

2. SOCIAL MEDIA PLAN (IG)

Guide/Recommendations:

- Planning the grid
- Planning content ahead
- Watch out for best timings and type of posts
- Candid posts (features random happenings, this help to solidify the image of ZS as a tight-knit community)
- Usage of captions (personal and casual) and UGC (to help to strengthen the relationship with visitors of ZS)



2A. Planning the Grid

If grid aesthetic is important, you can download grid-planning app such as Later, Planoly or Preview so you can see what your grid will look like in advance.

This way you can:

- Avoid posting too many similar posts in a row
- See how several photos lined up will look in a grid
- Prepare all posts at the start of the week and just schedule posts throughout the week. IG can be sorted in 1 - 2 days in advance



2B. Planning Content Ahead

Don't assume that readers already know what is going on after one post. For things such as new tenants, it is good to post about it repeatedly.

Please note that a lot of people turn up in ZS and say things like “I saw on IG that there’s a new XYZ here” but the thing is either in a private studio (no public access), or it’s already ended, or it is not clear where it is...

At the start of each month, you can note down all the things that requires promotion, or clarification so that you can structure the month ahead.

	Day	Time	Image	Type of post	Caption	Check before posting	@Tags	Hashtags
1/12	Tuesday	8:00 AM - 8:00 PM	Random	Carousel / fun post				
2/12	Wednesday	12:00 PM	Carousel of the various new tenants of the Zhongshan Building & Tube!	Promotional (multiple tenants)	Happy December, everyone! We may be reaching the end of the year, but there's never a bad time for new beginnings! Introducing... the new tenants of The Zhongshan Building and its extension in Jalan Tube. [etc etc...]	Los	@aciddealers, @acidstore02, @akos_store, @dollarhunting, @exocopt, @thephabetpress	
3/12	Thursday	8:00 AM - 8:00 PM	Shots of the new extension at Jalan Tube	General update	In October, we quietly opened up the new extension of the Zhongshan Building at Jalan Tube, located just behind the white building you know and love. The space used to be an [unlabeled warehouse], but now it's found new life cultivating a handful of private studios and independent retail spaces. > To reach it, you can enter from the back via the back entrance of Tommy Lee Baker, or from the front by searching for "Jalan Tube".	Los		Kanishh, #superbowl
4/12	Friday	8:00 AM - 8:00 PM	Shots of artworks at The Back Room / LUL courtyard	Promotional (single tenant)	🔥 Alert 🔥 This weekend is your last chance to visit "Carving Reality", an exhibition of contemporary woodcut prints from around East Asia. Catch 'em all at @thebackroom and the courtyard of @thomybakery, open throughout the weekend from 11:00 am - 6:00 pm.	Los	@hyllw702, @thebackroom, @thomybakery, @angkorulab, @shang_post, @abobcollective, @angkorulabartlab, @print_and_canvas_dept, @rnmcollective	#woodcut, #contemporaryart, #realismlife, #realism, #printmaking
5/12	Saturday	8:00 PM	Screenshots from MDA of their event: "What is an Archive? The 2020 Edition"	Promotional (single tenant)	Earlier today, our friends at Malaysia Design Archive launched a "OFF Archive M!" one for building, independent activities. 📌 You can find out more by clicking through to their Instagram page!	Shau	@designarchive	#archive, #archivalphotography, #designarchive
6/12	Sunday		cc free space >>					
7/12	Monday		cc free space >>					
8/12	Tuesday	8:00 AM - 8:00 PM	Random (e.g. plants around the building)	Carousel / fun post				
9/12	Wednesday	12:00 PM	Zhongshan featured tenant picture	Tenant feature	Monthly Zhongshan tenant profile write-up. Approx. 200 words!			
10/12	Thursday	8:00 AM - 8:00 PM	Shots of Acid Dealers / Tube's Store	Promotional (multiple tenants)	Have you checked out the new spaces at our extension yet? There are two independent retailers here, @aciddealers and @backstore which are open to the public. Check them out at the Jalan Tube entrance!	Los		
11/12	Friday	8:00 AM - 8:00 PM	Shots of The Alphabet Press Press	Promotional (single tenant)	Wanna make a good first impression? Consider sprucing a little on your business cards by getting it printed with our new printers at BGA, @thealphabetpress.	Los & The Alphabet Press people	@thephabetpress	#thephabetpress, #designpress, #businesscards, #letterpressprinting, #thesupermarket, #thesupermarket, #thesupermarket
12/12	Saturday	8:00 AM - 8:00 PM	Random (e.g. shot at PUPP)	Carousel / fun post	E.g. It's the weekend! Come unwind with one of the Japanese-inspired nightbals on Piu Piu's menu!			
13/12	Sunday		cc free space >>					

2C. Best Timings and Types of Postings

Most optimum times for postings on IG occur during the weekday, because more people are slacking off work or using their breaks to scroll on their phone. Post on weekends are less successful because more people are likely to be out and about, or occupied with friends and family.

Timings:

Wed (11am-1pm) seems most ideal for important news

Otherwise between 8am-8pm on weekday

Weekend: anytime after 10pm or later

Optional:

Mon: No post

Tues: Candid (fun)

Wed: Promotional or important notice

Thurs: Promotional / Update

Fri: Promotional / Update

Sat: Candid (fun)

Sun: No post

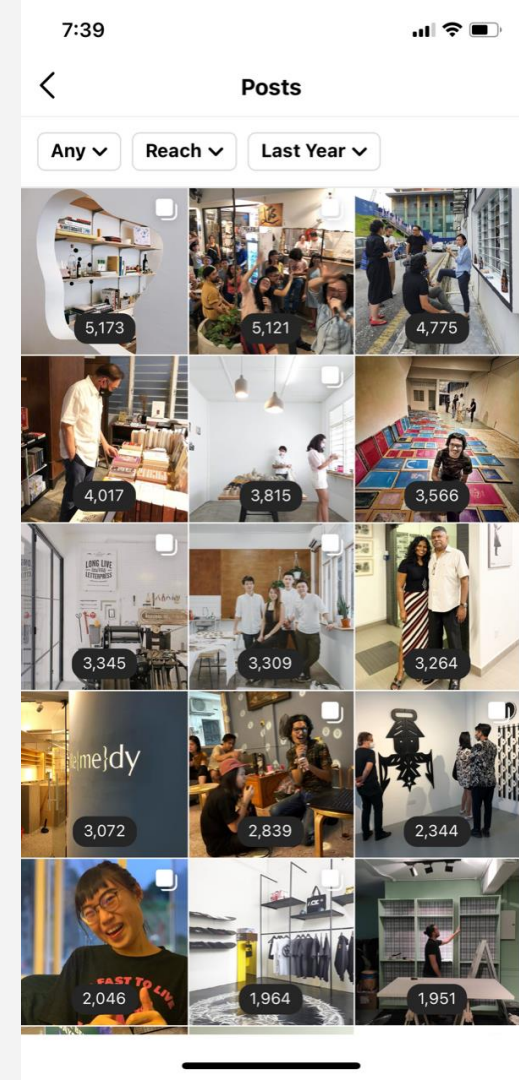
2D. Candid posts

These posts that just feature random happenings around ZS. **These posts help to solidify the image of ZS as a tight-knit community.**

Be alert for any collaborations between tenants!

Happenings to look out for: birthday celebrations, tenants helping each other out, tenants looking cool while doing their job, etc.

Aside from tenant images, you can also capture aesthetics shots of the building. Experiment different angles and subject matter.



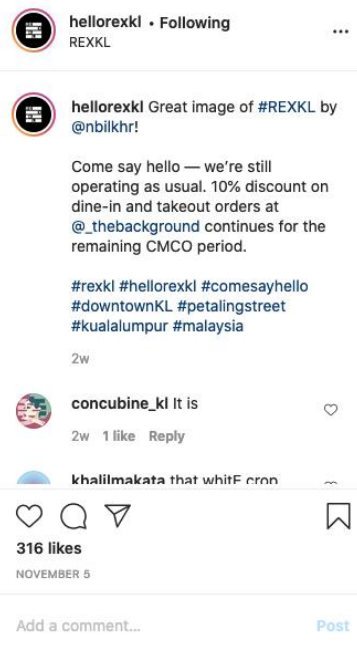
2E. Captions and User-Generated Content (UGC)

Keep captions short and sweet, but personable.

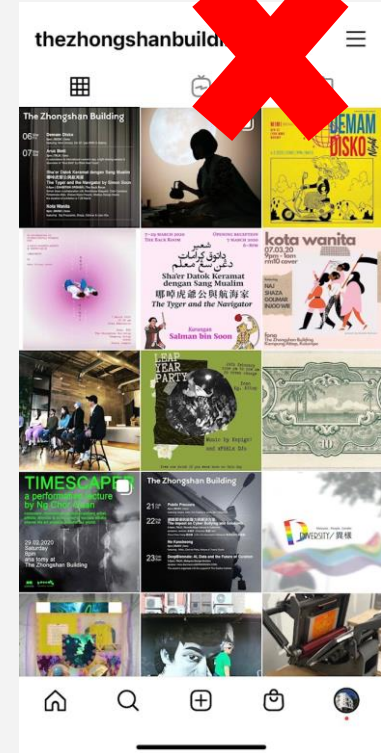
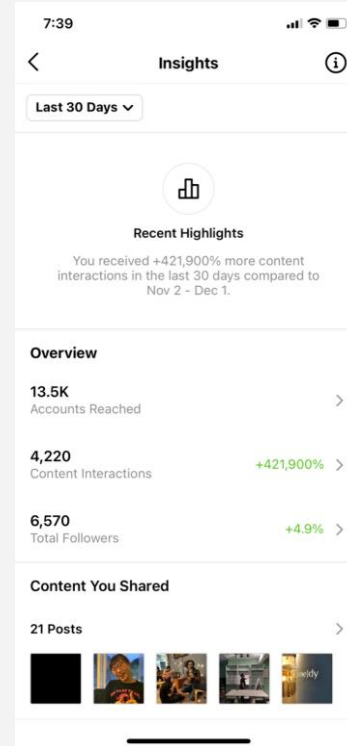
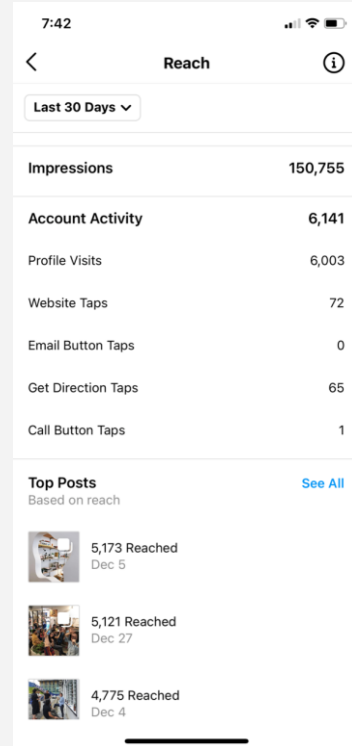
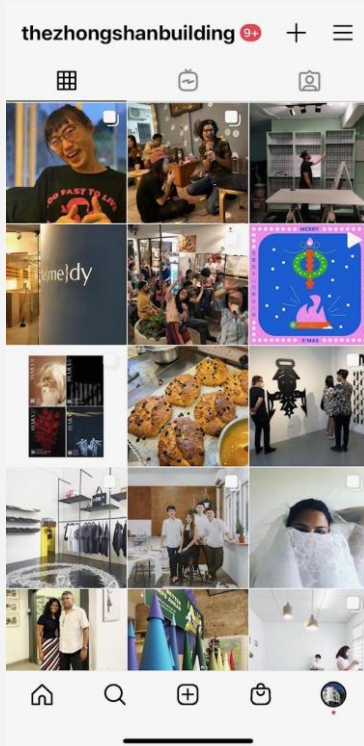
Since it is all about the community, try and speak as if you're giving recommendation to a friend. Casual but informed.

UGC is content that other people have already posted, which can then re-post on your own account. This helps to strengthen the relationship with visitors of ZS. Either screenshot the photo, crop and re-post rather than re-gramming.

For consistency, use complete sentences and proper grammar and avoid typing in slang or inside jokes.



Some results from December 2020 posts



Other ideas...

Build a more comprehensive map of culture/arts/heritage of KL?

Digitise map of ZS for online navigation? Like google maps or virtual tours?

Hire a social media manager or community manager?

Thank you.

