

A grayscale photograph of a busy multi-level highway interchange. The image shows several levels of concrete overpasses and ramps. In the foreground, a road with multiple lanes is filled with traffic, including cars, a white van, and a truck. Above the road, there are several levels of elevated walkways and ramps. In the background, a building with a sign that says "THAI" is visible. A large red rectangular box is overlaid on the center of the image, containing the text "Noise Stop" in white. The overall scene depicts a complex urban infrastructure project.

Noise Stop

IMAGINE ...



It's 6 am in Bangkok. You are on the way to work, waiting at the bus stop for your ride to the office. You're surrounded by cars, busses, transporters, and beeping scooters. Traffic is rarely moving and you are waiting 15 minutes, sometimes even half an hour for your bus.



It's 6 pm in Bangkok. Pi Boon is preparing her little street stand. Her daughter is setting up the tables and chairs on the sidewalk for the customers that will have dinner after work. Traffic is rushing on the big streets in their backs.

„What is the city but for the people“

William Shakespeare



■ P R O B L E M

This is the daily situation for millions of people, including us, who lived in the Asian megacities Bangkok, Jakarta, and Beijing the last months. You can close your eyes, but you can never escape the noise around you completely.

WHO guidelines suggest that outdoor noise levels should not exceed an average of 50 decibel. As a reference, the average volume of a street in Bangkok is about 80dB. This is as loud as if you were standing next to a jackhammer.

Heavy and constant noise cannot only cause hearing loss. It also increases your blood pressure, respiration, and heart rate. These health problems lead to reduced productivity that ultimately affects the economy. Particularly affected by noise are low-income people, like tuk tuk drivers, owners of street kitchens, and fruit sellers who often have no other choice than living and working next to highways or other noisy spots within the city.

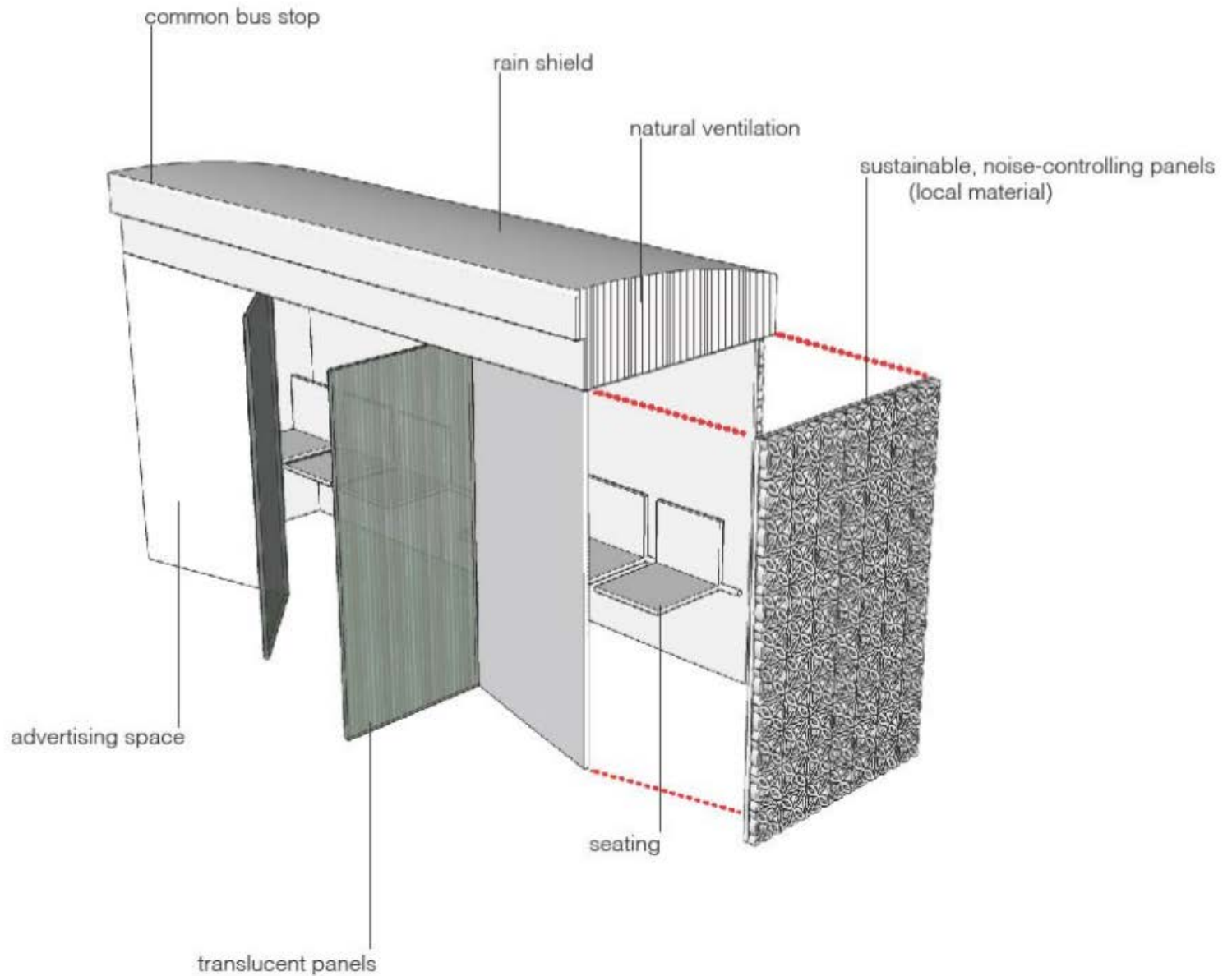
The situation is not likely to change: A study of the US Environmental Protection Agency (EPA) shows that noise levels increase with population.

In general, people are often not aware of the negative impact that noise has on their health. Others say that it is impossible to change the situation.

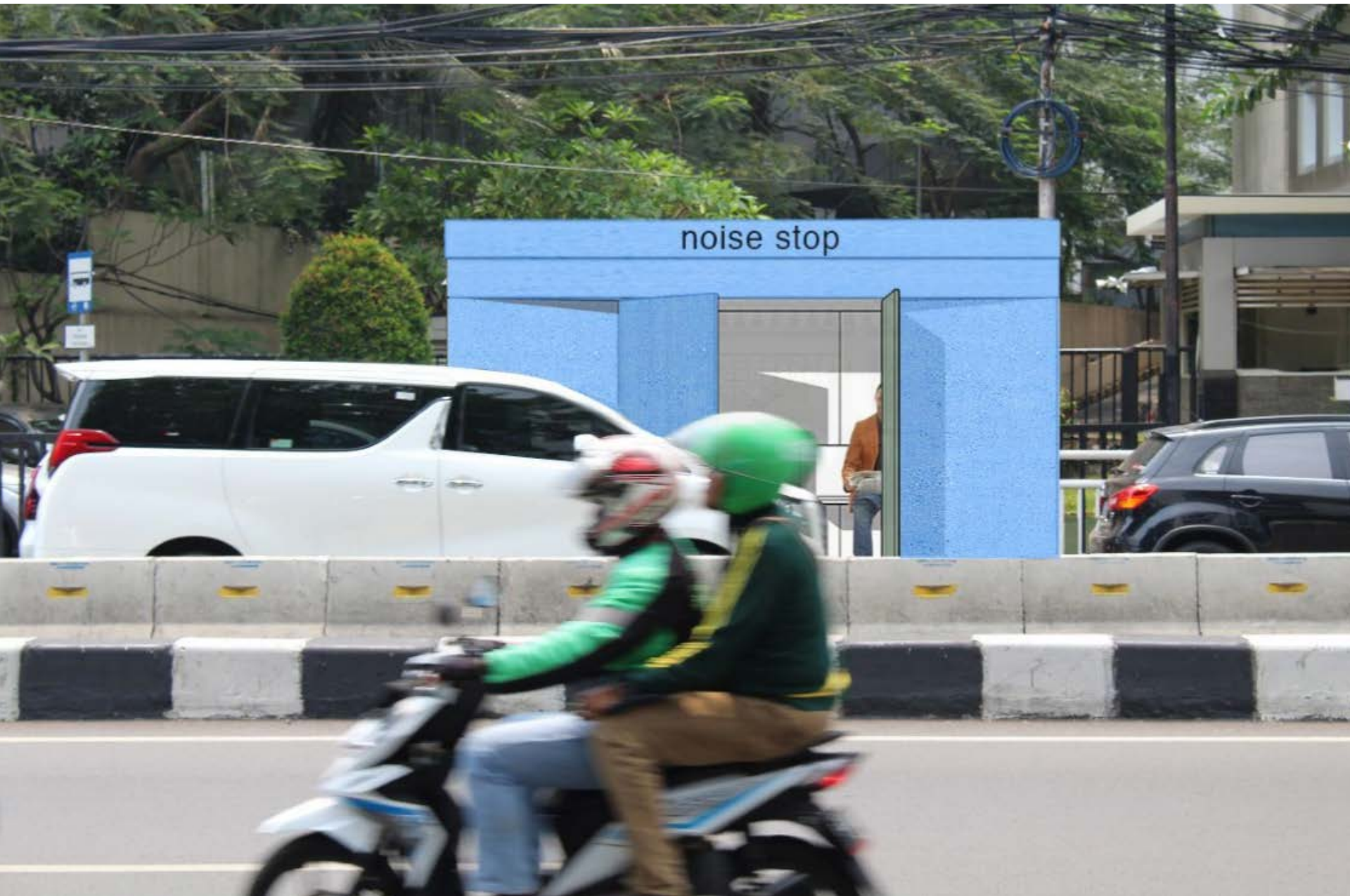
■ SOLUTION



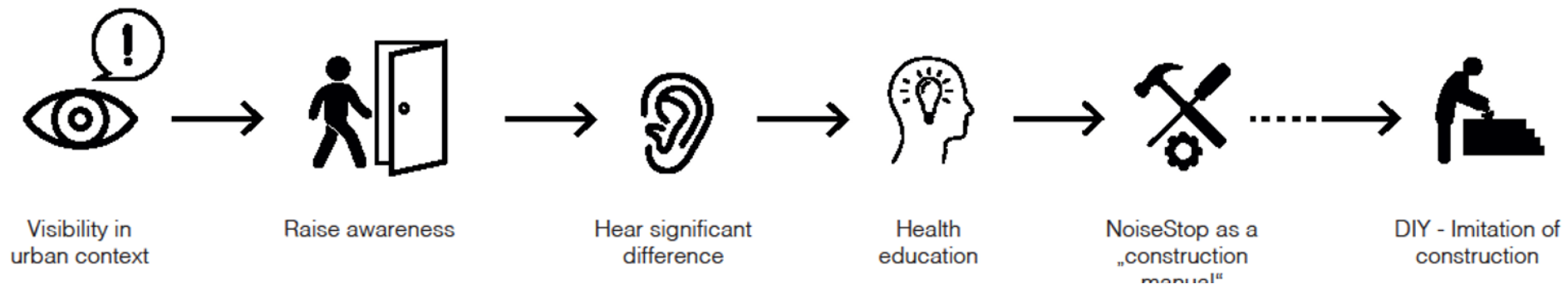
■ MODEL



■ MODEL



■ HOW DOES IT WORK?



■ HOW DOES IT WORK?

Bottom-up



Top-down

NoiseStop

- Raising awareness for noise as health risk
- Role model

- + Health security
- + Strengthening of social interaction



Street kitchen
Noise controlling

Housing
Noise controlling

Cooperation with government
"Green Building Initiative"



Building permit

- + Urban regeneration
- + Increasing productivity
- + Reduced health costs (longterm)

Cooperation with private sector
Advertisement



Financial support

■ ADVERTISEMENT SPACE



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■ THE TEAM



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