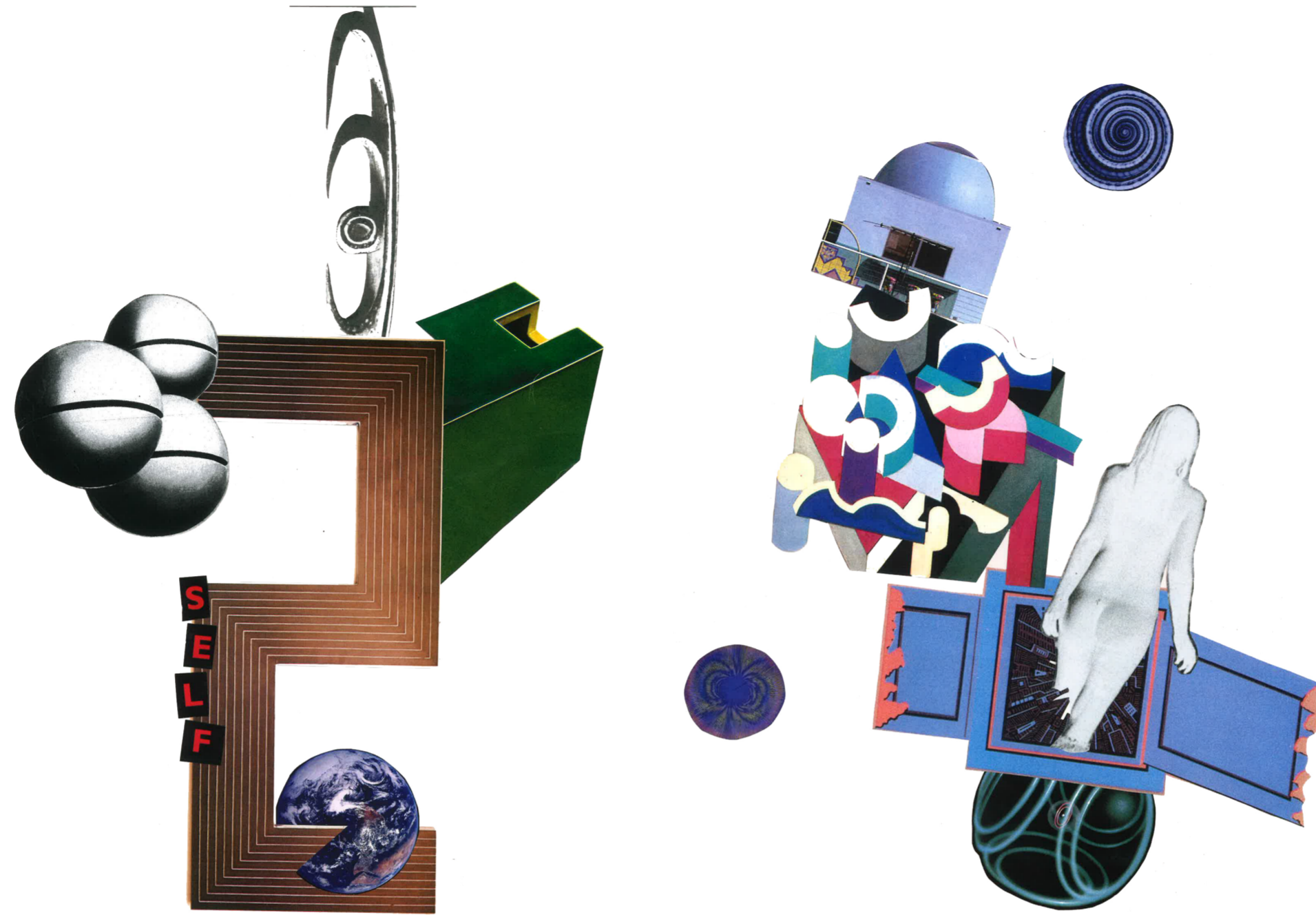


'Express Yourself'



Project Brief

The future high streets fund is a government initiative awarded to Woolwich with the aim of reshaping the town center making it a more attractive place for its present and future residents, workers and visitors. With ongoing research about Woolwich I noticed there was a definite gap in the market for tattoo parlours and social spaces that incorporate gaming and leisure and so this was something I was excited to explore.

The Site

In the 19th century Powis Street was booming with business as it became one of the main shopping streets with two Co-Operative department stores an array of regular markets. The site I have worked with on this project is - 151 Powis Street.

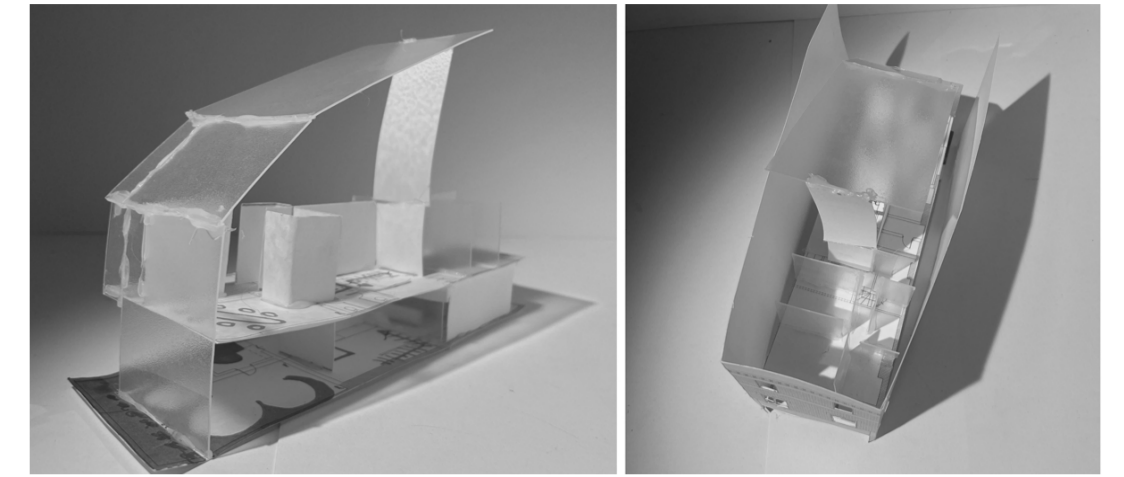
The Design Concept

There is a clear divide between the community in Woolwich the wealthier demographic generally reside in the old Royal Arsenal Site and the lower income tend to inhabit the surrounding council estates in the suburbs of the town centre. Tattoo and body art is one of the oldest and creative forms of self expression and I wanted to incorporate this into my designs of "TAT2". My community goal was to unite the community and create a welcoming space which was inclusive and accessible to all. TAT2 is comfortable and encourages self expression using layout and aesthetic. Historically Tattoo parlours and people with tattoos were associated with gangs, criminal behaviour and the rebellious types. In the 21st century tattoos have become more acceptable and a celebrated form of expression and with that in mind I have designed a shop that represents inclusivity, community and acceptance. The ground floor is a welcoming exciting arcade style suite where members of the community and visitors from further afield can relax, socialise and enjoy the arcade and bar area. The space allows clients to spend time at ease whether they are there to join the body art community, seek consultation on tattoos or just hang out.

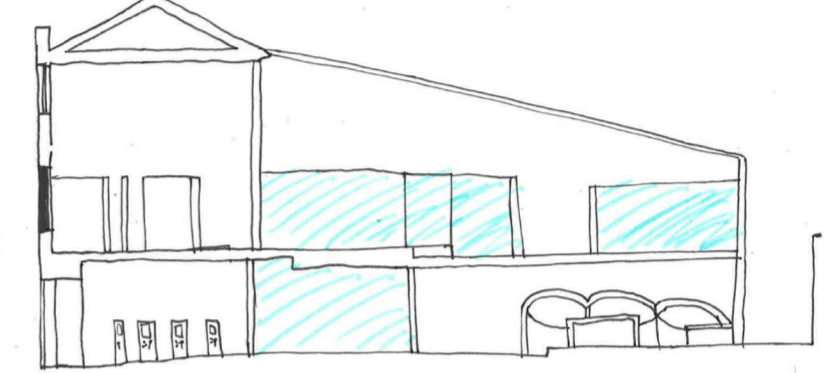
This collage made using 80s and 90s magazines inspired my reception desk, floor lighting, name of the tattoo shop (TAT2) and arcade theme.



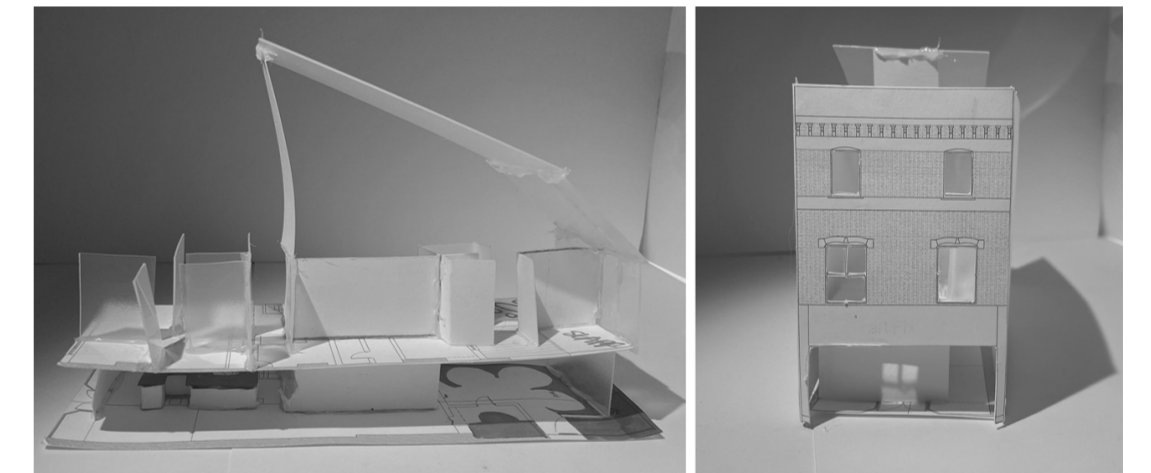
Sketch Models



The Parti Section

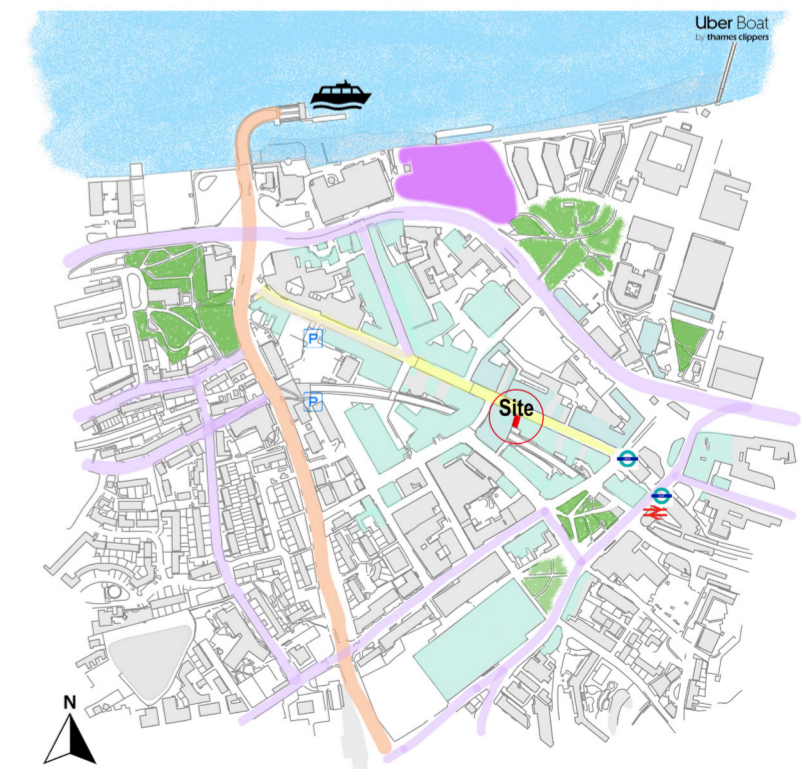


This design was developed from idea 2, I have changed the position of the stairs and lift to a more functional place where the customer can go through the arcade area and then go upstairs to the first floor, where they are greeted by staff and taken to their designated treatment room.



Key:

- Main road A205
- Other roads
- Powis Street
- Retail and services
- Public parks
- Berkeley's Re development area
- Water
- Car Parks
- National Rail stations
- DLR Stations
- Woolwich Ferry
- Uber Boat dock



Street View

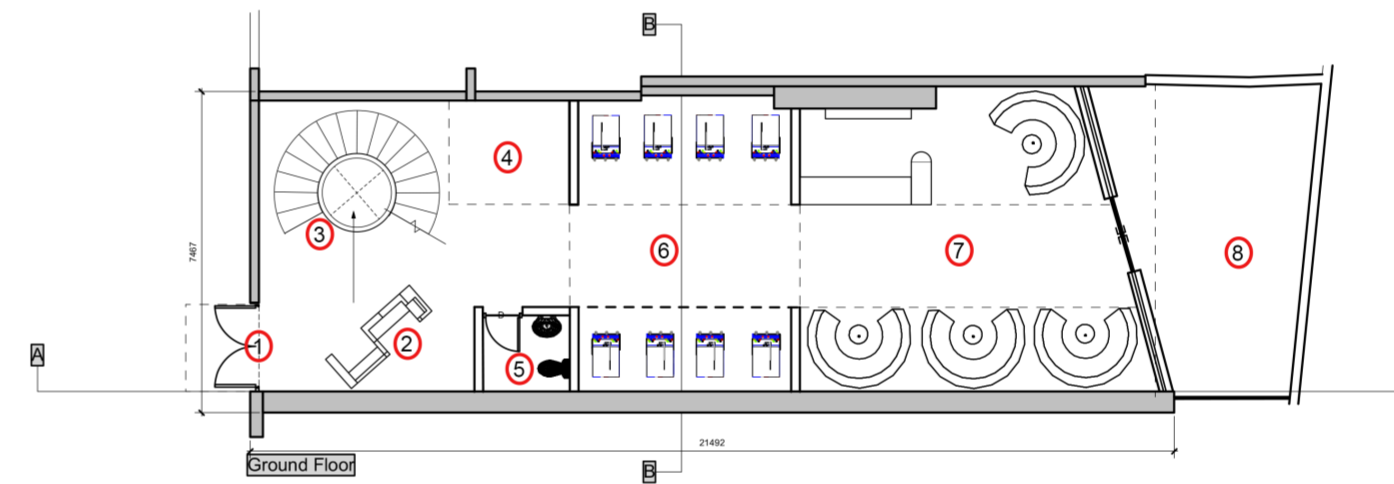
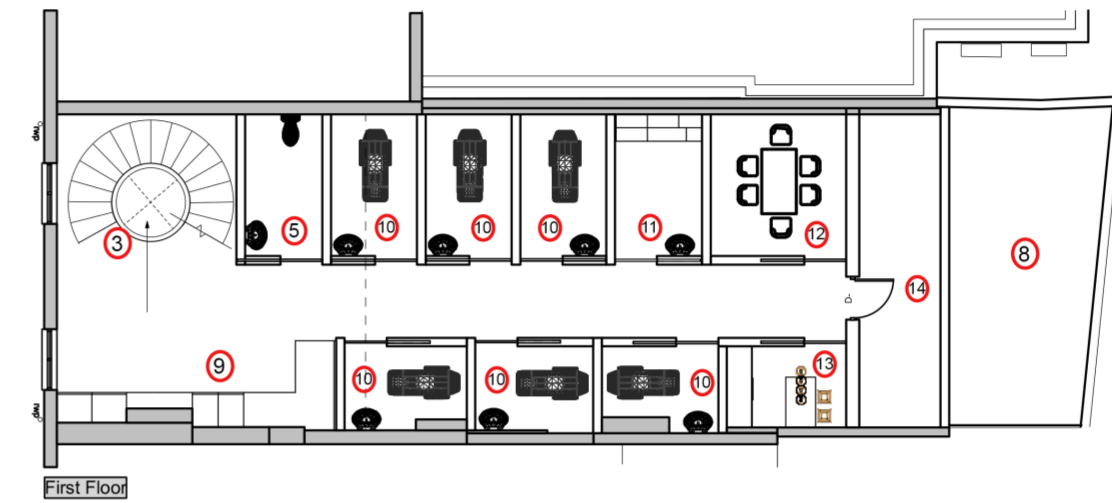
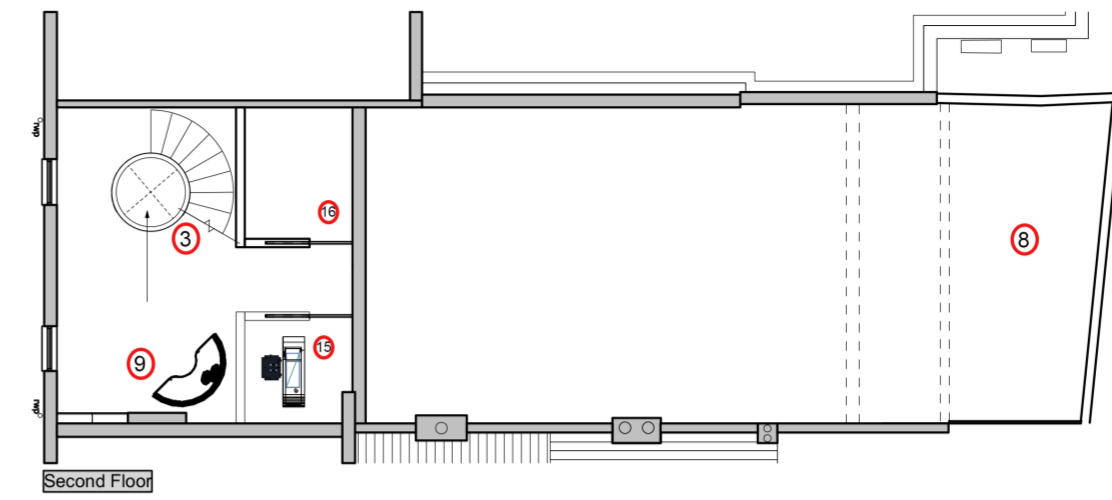


The facade is illuminated with neon lights and includes a map of Woolwich. The map of Woolwich is also illuminated and is a great place for customers to take photos and promote the TAT2 shop on social media.



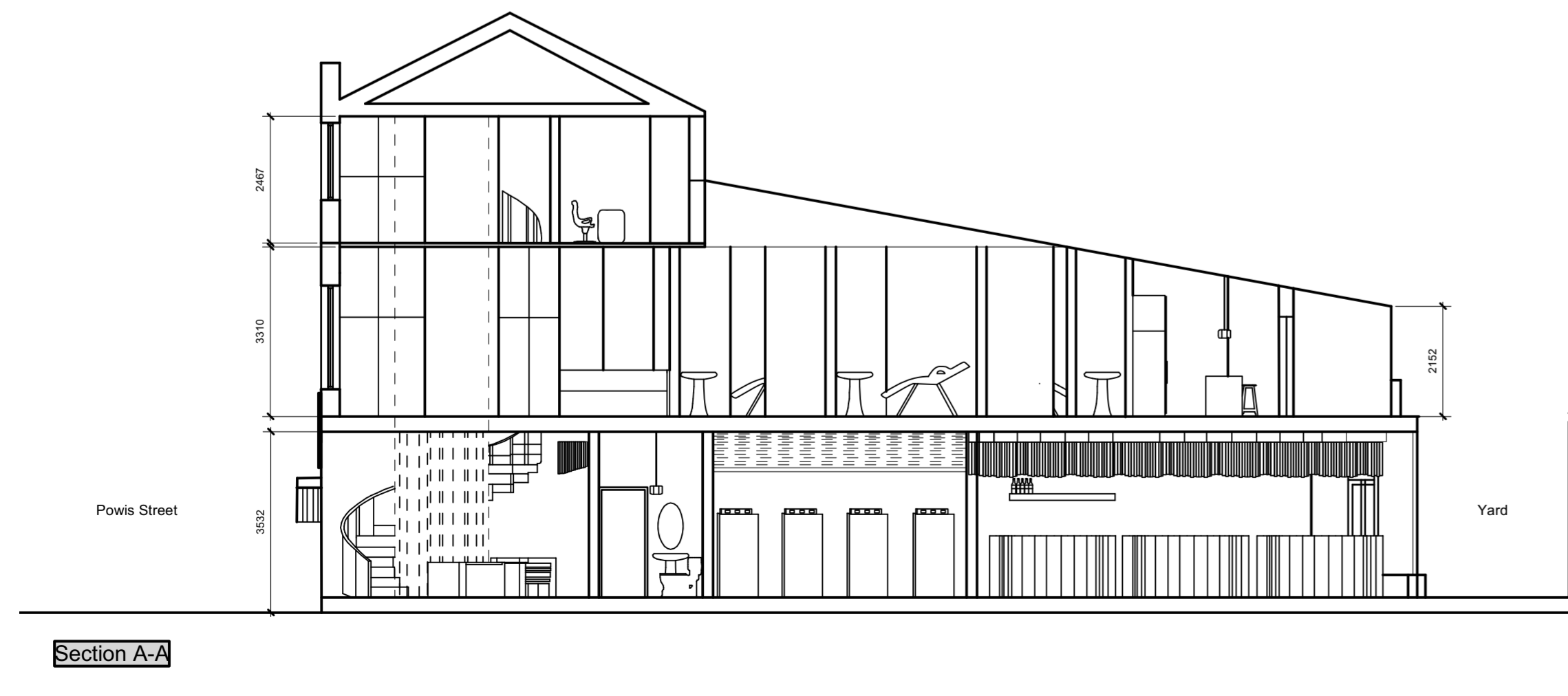
Reception area- Ground floor

Customers are welcomed into the shop at the reception area where they can either check in with the receptionist and attend their appointment upstairs or can continue straight through the starry tunnel to the arcade and bar area where they socialise with friends, family or meet new people. On the left next to the lift and stairs there is a mirror under neon lights where there is the opportunity for customers to take selfies or pictures of their new tattoos.

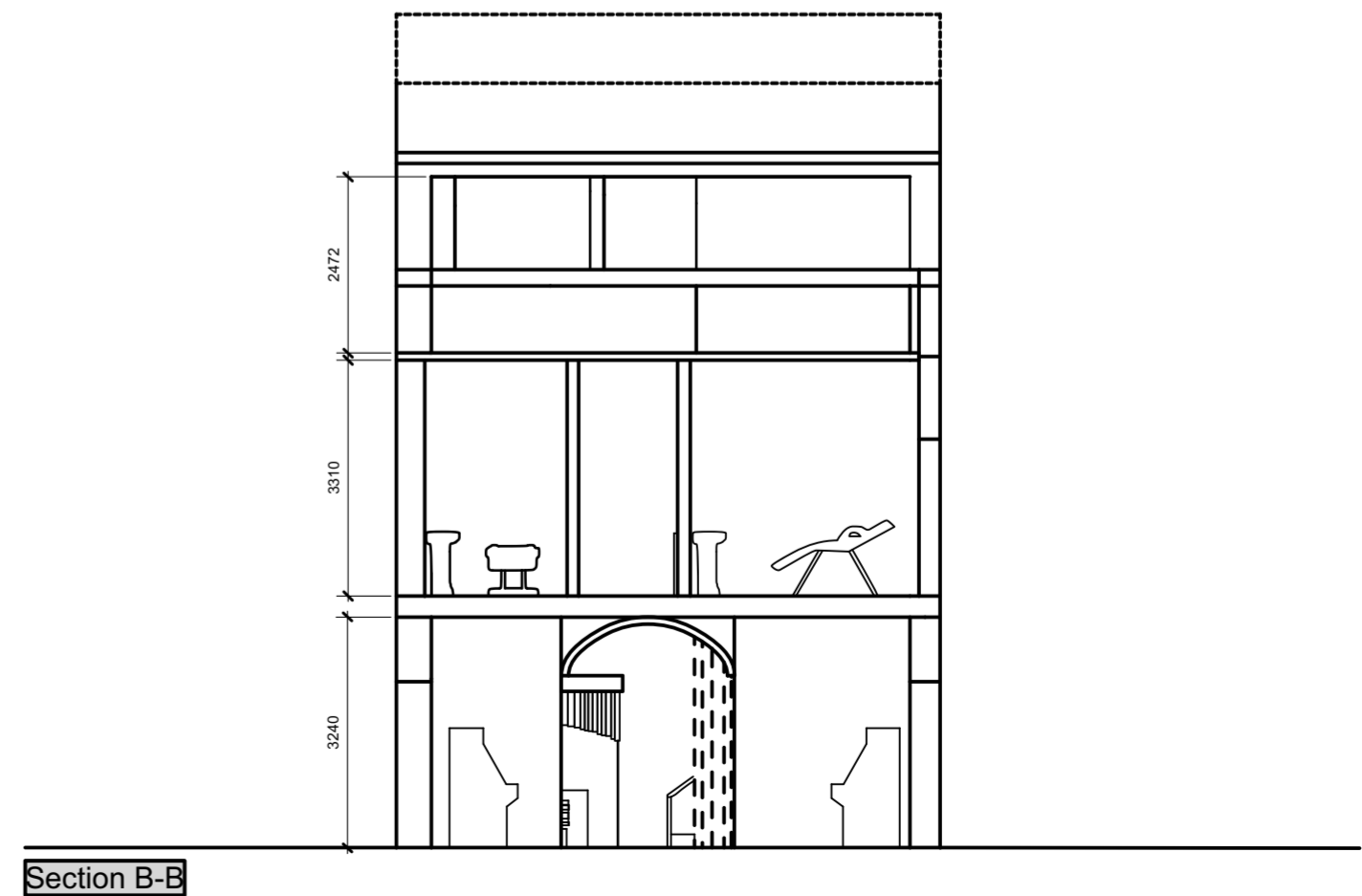


- Key:**
- 1 Entrance
 - 2 Reception
 - 3 Stairs & Lift
 - 4 Mirror
 - 5 WC
 - 6 Arcade area
 - 7 Bar & seating
 - 8 Garden
 - 9 Cloak room & waiting area
 - 10 Treatment rooms
 - 11 Decontamination room
 - 12 Drawing/ consultation room
 - 13 Staff kitchen
 - 14 Balcony
 - 15 Office
 - 16 Stock room

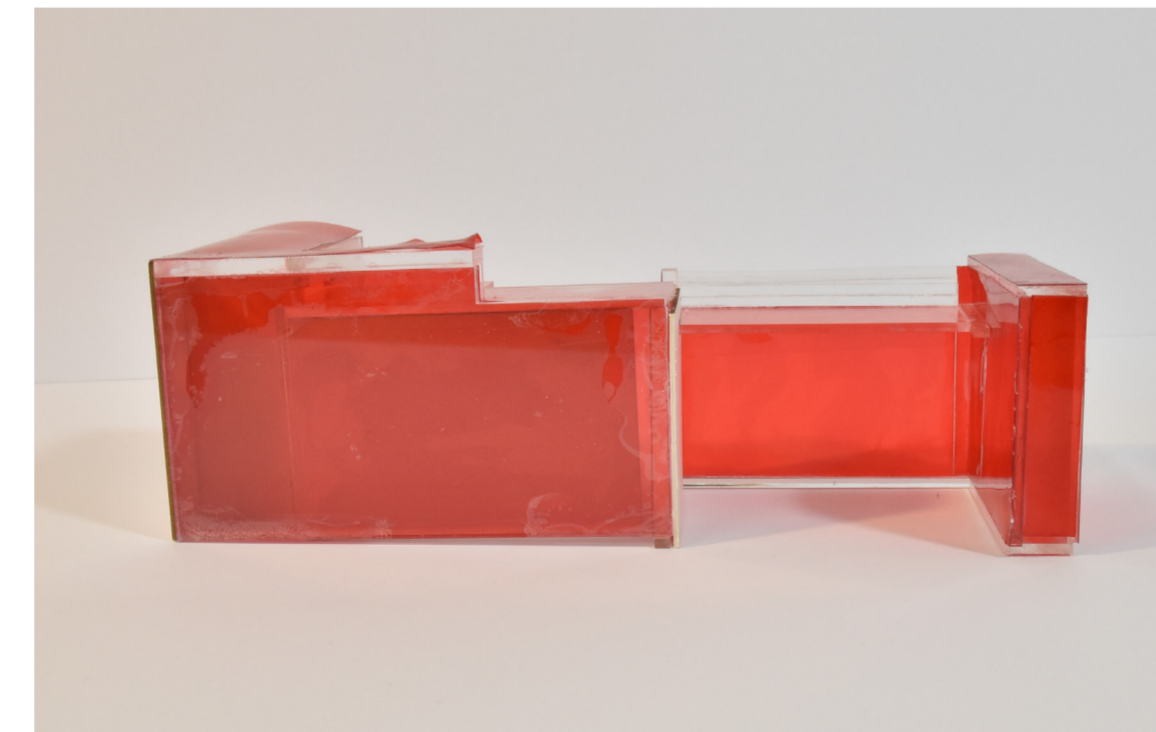
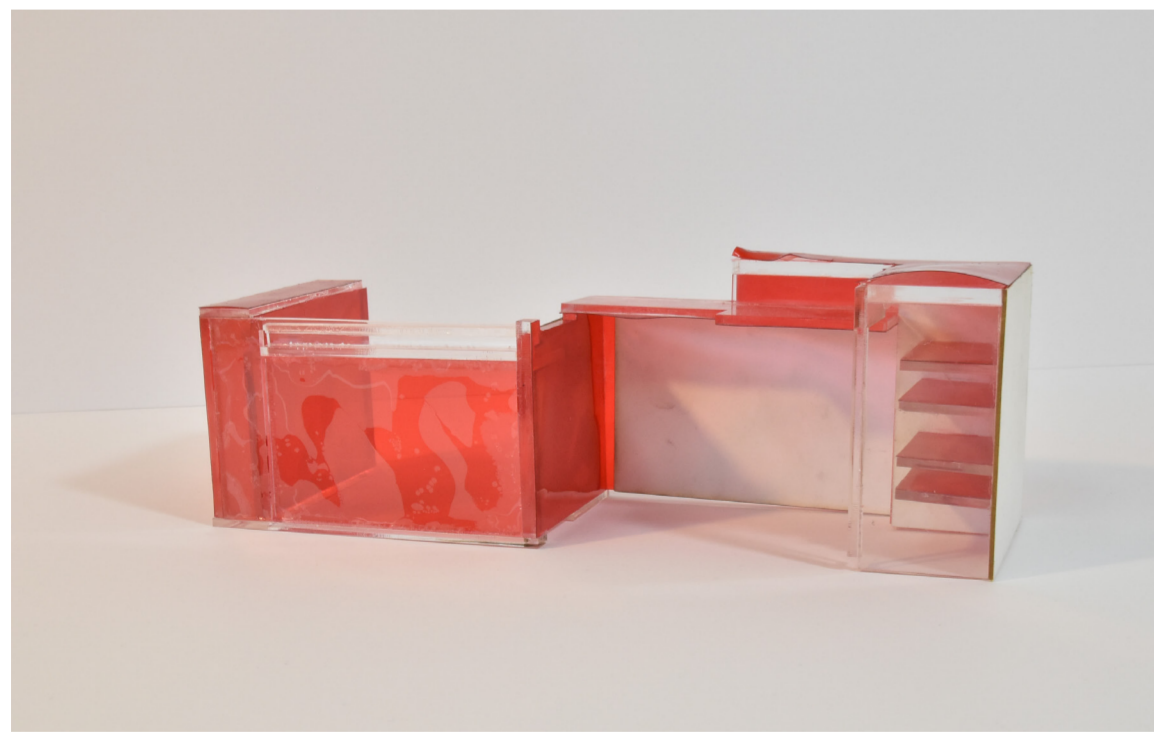
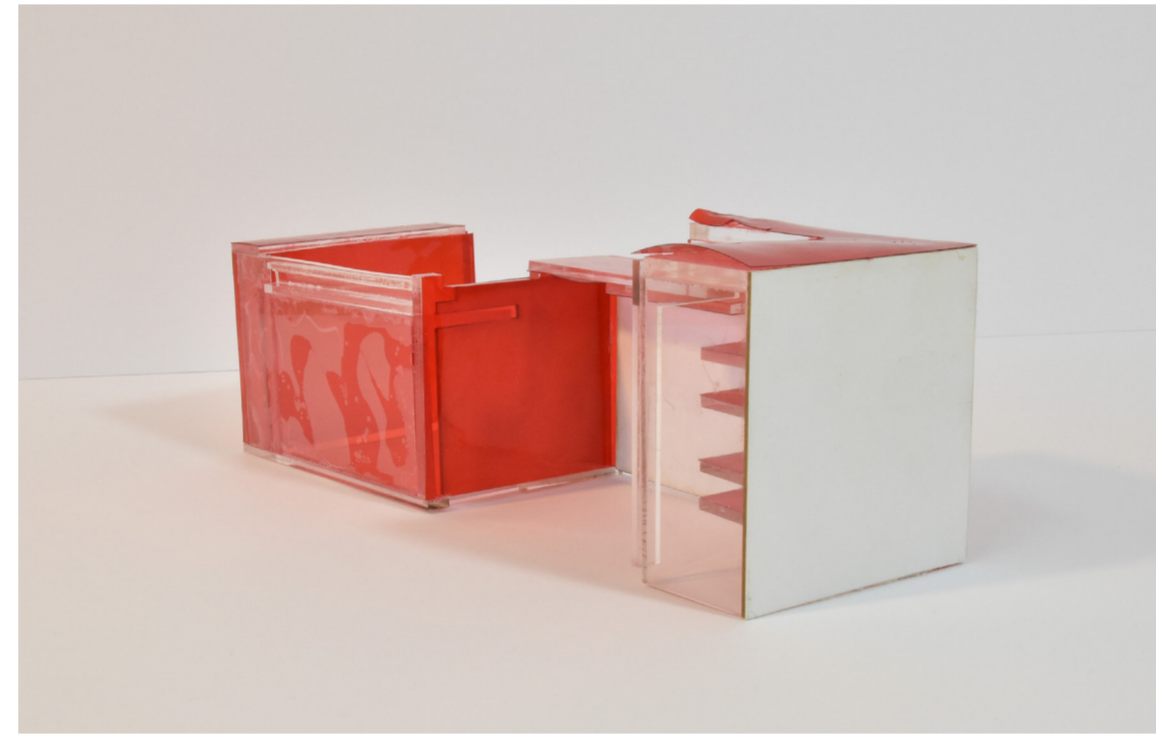
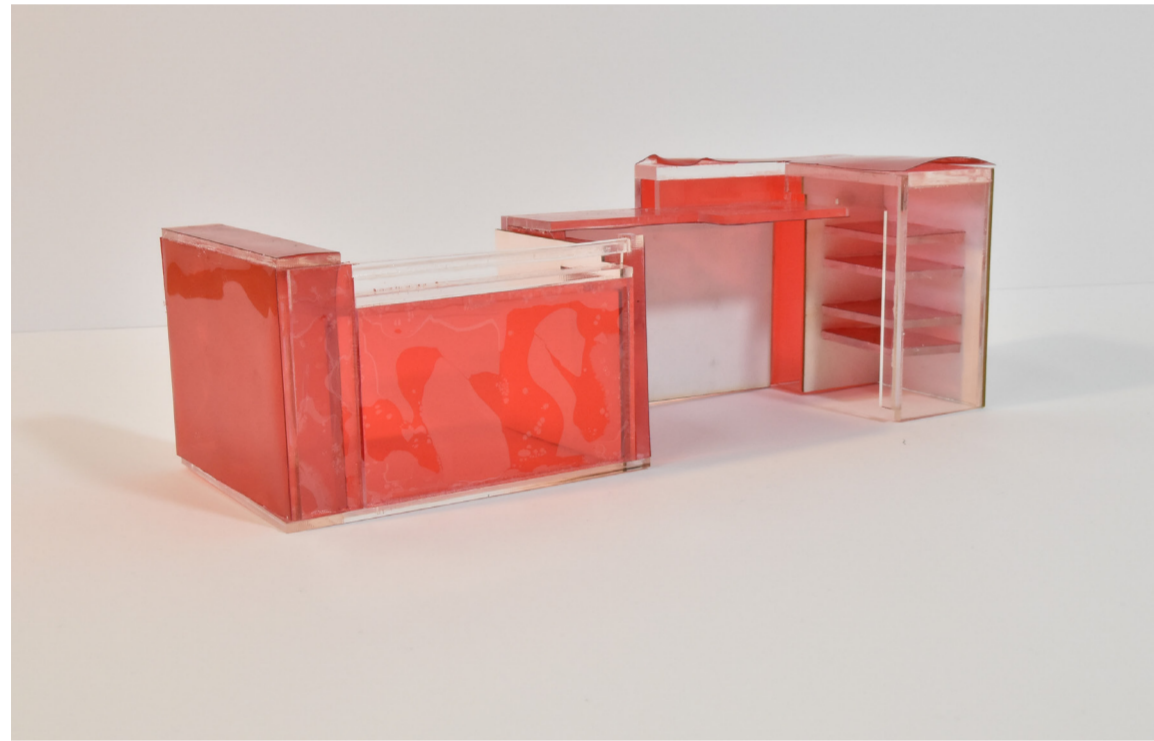
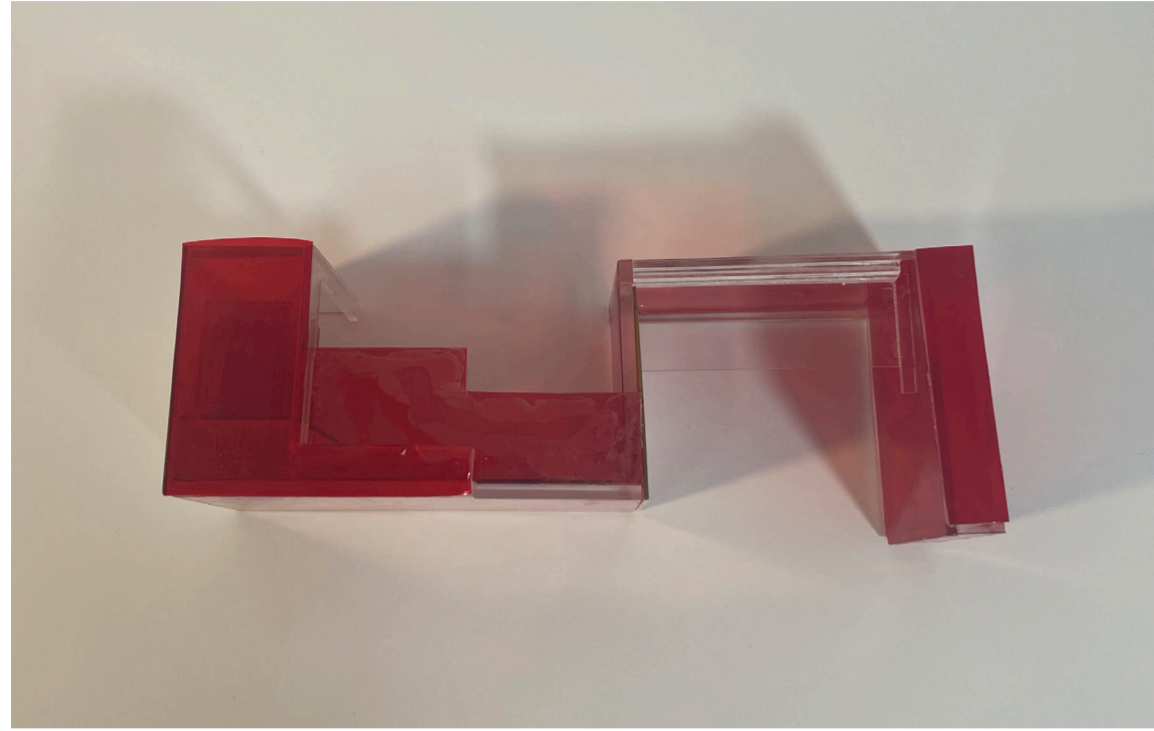
**Section AA and BB
Scale 1:200**



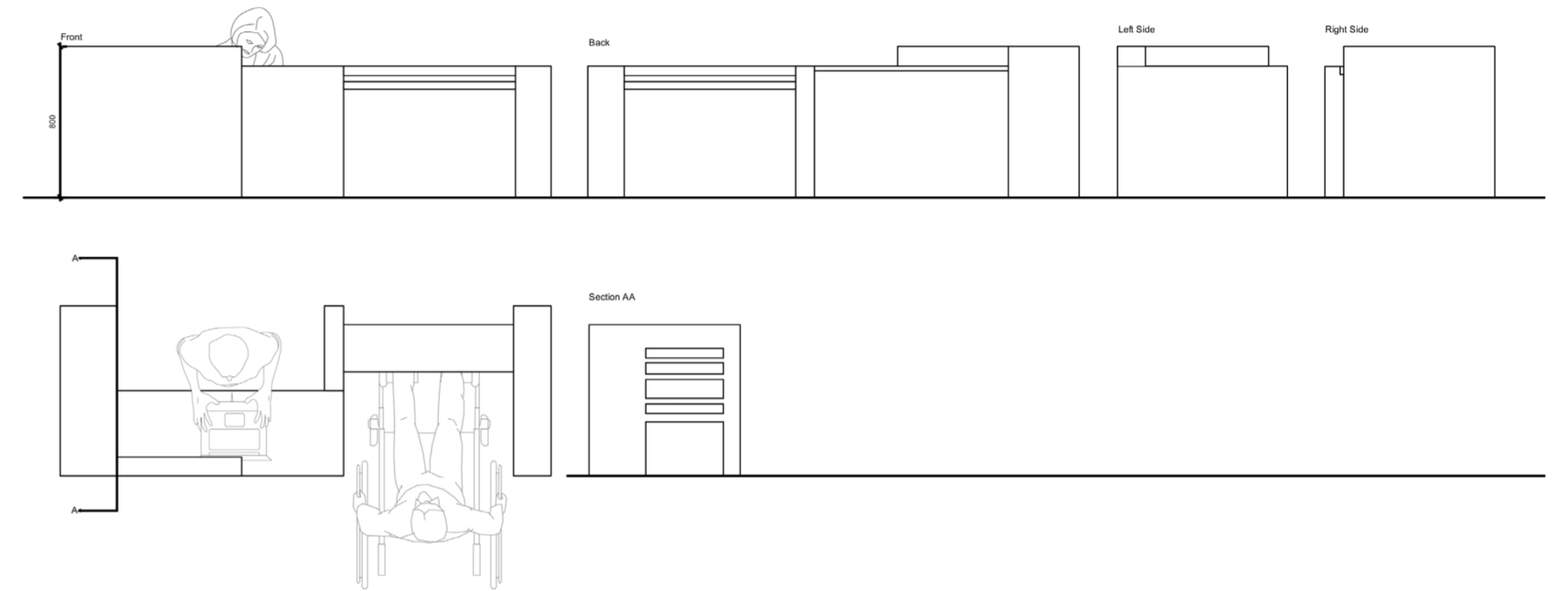
Section A-A



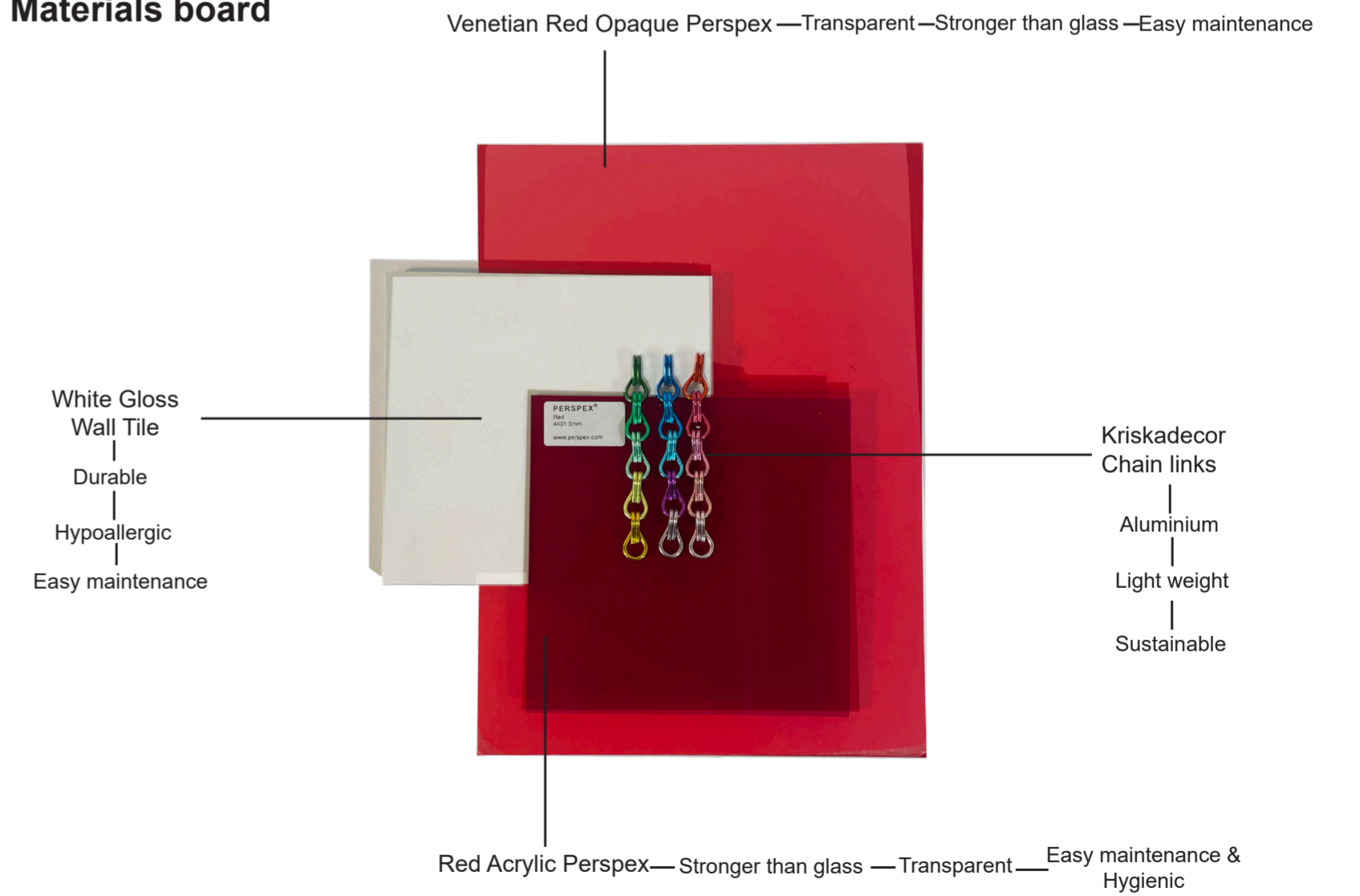
Section B-B



**Reception Desk
Scale 1:50**



Materials board



I designed this reception desk with inclusion in mind, I wanted to create a desk that represented the tattoo shop and what it stands for. I believe that it is important to be able to have eye contact as it is a form of non-verbal communication so I created a desk where everyone can do just that! The customer can come right up into the desk and communicate with staff 1 on 1 for any queries, questions or information on tattoos. This desk is innovative and will enable customers to feel connected, understood, comfortable and satisfied with the service.



First Floor

From the lift & stairs customers are guided to the waiting area and treatment rooms by the led lights on the floor. To the right are cupboards to store jackets or bags. The roof is made from glass to maximise natural light and treatment rooms are made using privacy glass for the same reason. The rooms have open ceilings so customers can hear the machines bringing comfort to each other knowing they are going through it together.