

**Brief:**

**Design for social change**

Redesigning a wrongly utilised building in the City Centre of Derby as Part of the Derby City Regeneration Scheme.

Chosen building:

Derby DE1 2PR  
1, Albion Street

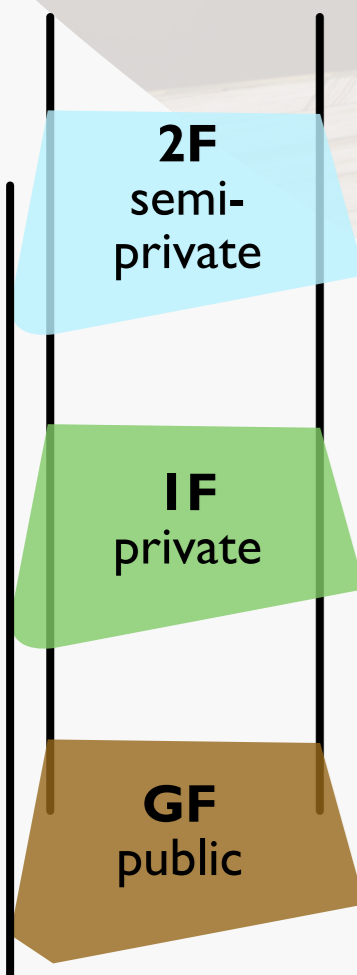
*Menu*

**A café and mental health care centre helping men that struggle with mental health issues.**

The design utilizes **biophilia** to create a healing and calming environment. Incorporating **playful** elements to positively influence curiosity. Installing elements which are beneficial for **mental healing** to develop the design language.

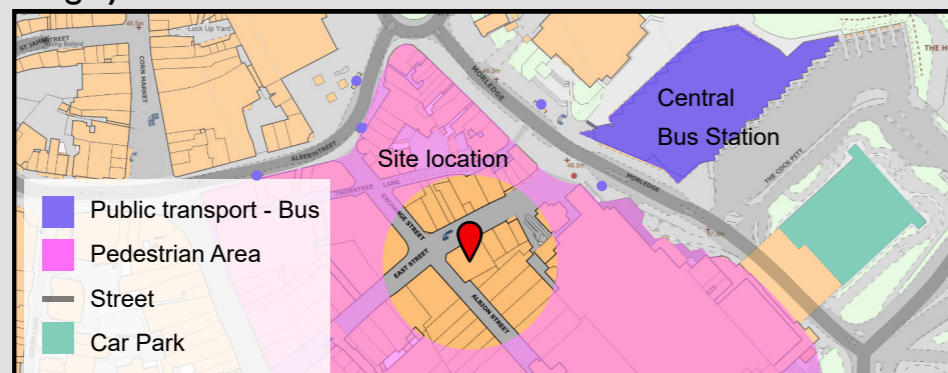
Spatial Zoning

Proposed accessibility

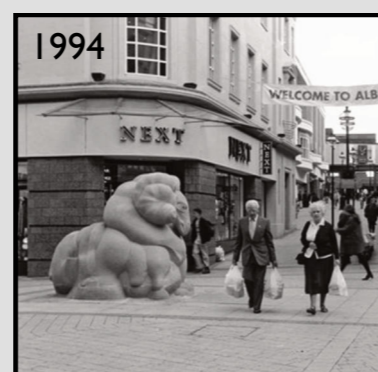


Introducing the site: 1, Albion Street

The building is a 3-storey house in the city centre of Derby next to the main bus station and shopping centre. Access to the site is possible through a pedestrian area. It has a floor area of approximately 280 m<sup>2</sup> per floor, summing it up to a total of roughly 840 m<sup>2</sup>.

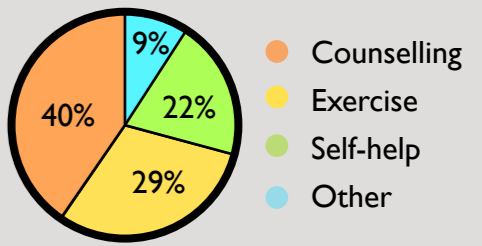


It used to be a store for the Derby Co-operative Society as well as a restaurant in 1928, being used as such until 1994, when the new shopfront was installed. Undergoing different changes of use, the building was recently sold in 2021.

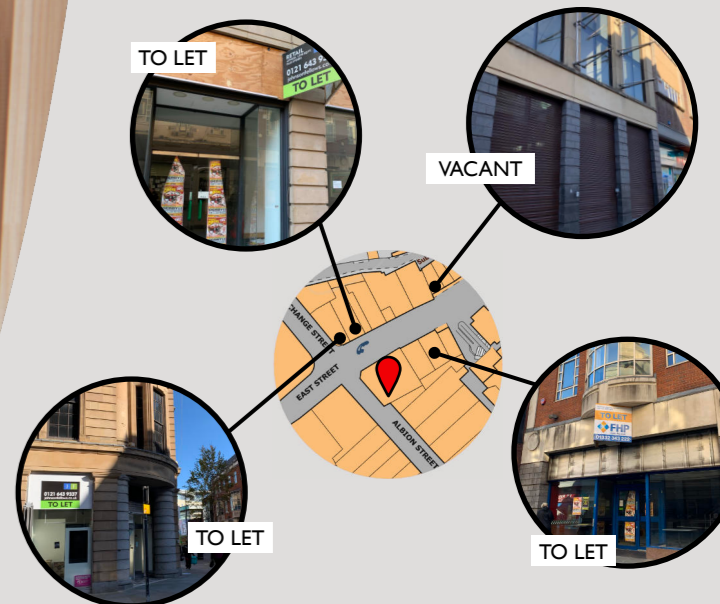


**Charts**

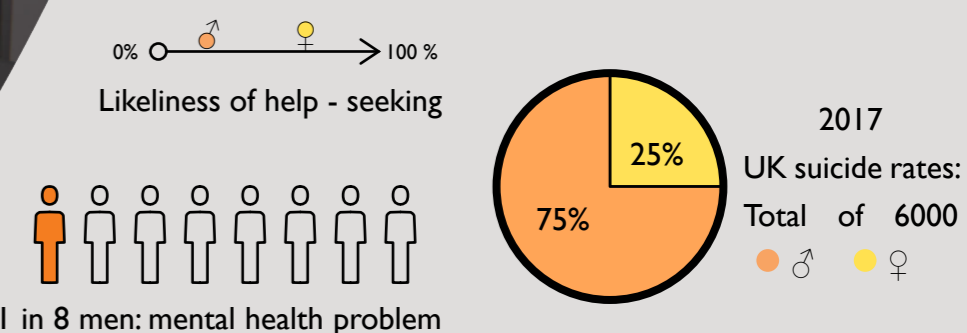
**What kind of help men prefer:**



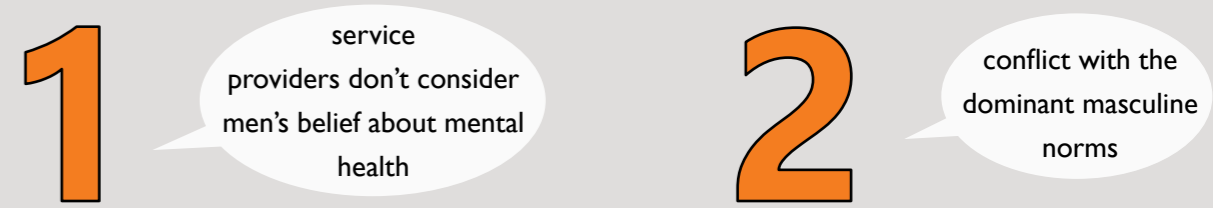
**Vacancy in immediate surrounding area:**



**Male mental health studies:**



**Male mental health stigma - why? 2 Approaches:**



**Problems**

Lack of health care centres in Derby for men

**Vacant City Area**

**Male Mental Health Stigma**

3

**Solution**

Creating a mental health care centre for men giving them a safe space and community

Activity Hub Café to add Vibrancy to the area

Design that normalizes males seeking help

**Research**

Three similar institutions in Derby Area are focusing on group consultation, which contradicts findings about the **kind of help men prefer** (see charts). As the remaining institutions are uni-sex spaces, they are not tailored to mens needs.

This projects aims to contribute to the Derby Regenerative Programm 2030, which aims to boost the economic growth and vibrancy of the **vacant** City Areas. The programm also aims to reinforce the industrial past of Derby.

Within a feasibility report, **studies** about male mental health and help-seeking behaviours had been looked at. They lead to research about the **stigma** surrounding male mental health which i.a. prevents help-seeking. (see charts)



Moodboard

2F  
motivating



1F  
relaxing

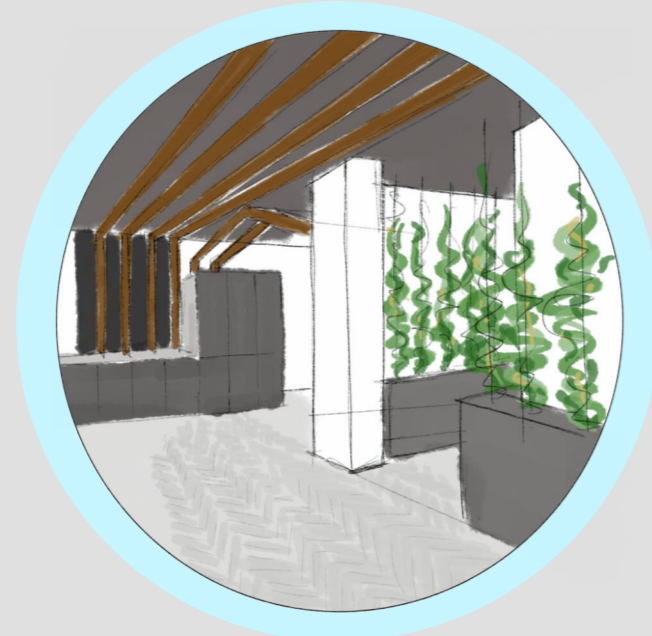


GF  
dynamic

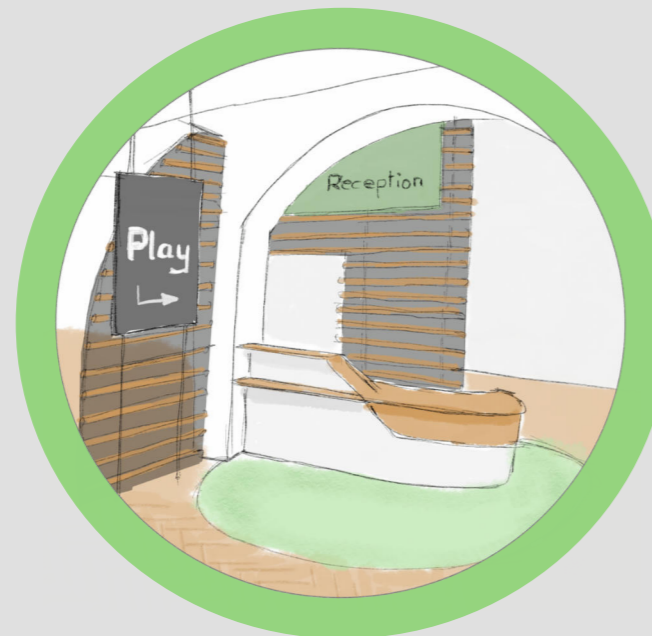
Concept per Storey

To resolve the design, the storeys are mood-coded:

To create an **inspiring and motivating mood** on the second floor, bright, saturated colours are used; vertical, horizontal, and diagonal lines; as well as edgy shapes.



To create a **relaxing mood** on the first floor, bright and less saturated colours are used; horizontal lines; as well as round shapes and arches.

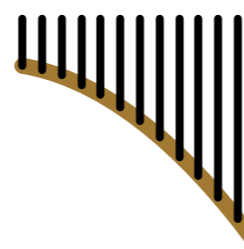
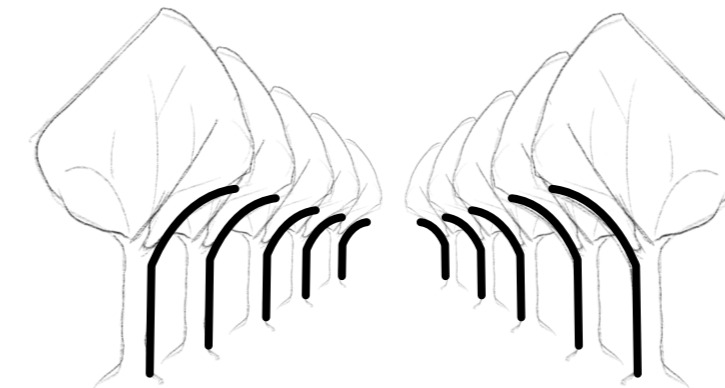
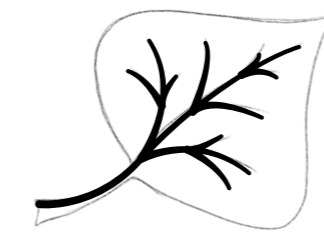
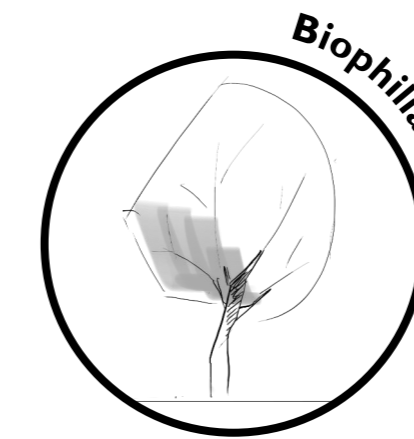
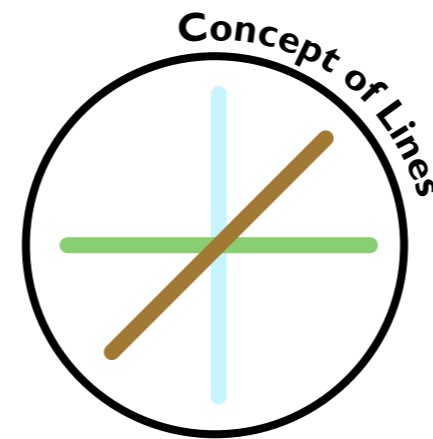


To create a **dynamic mood** on the ground floor, dark, saturated colours are used; diagonal and vertical lines; as well as round shapes and arches. The whole ground floor is designed to create the feeling of standing under a tree.



Concept

An overall coherent design language is achieved by using a similar **colour scheme** of green, blue, and brown which contains the same colours but different saturation; by using the **concept of lines** to create mood; by using **playful and biophilic** design elements; and by using **Art Deco** elements to celebrate the history of the building.



Branding

MVP

Sportsterm for „most valuable player“. When it comes to mental health, only „you“ can heal „yourself“, that makes oneself the most valuable player when dealing with mental health issues.

Male Vitalising Playcenter

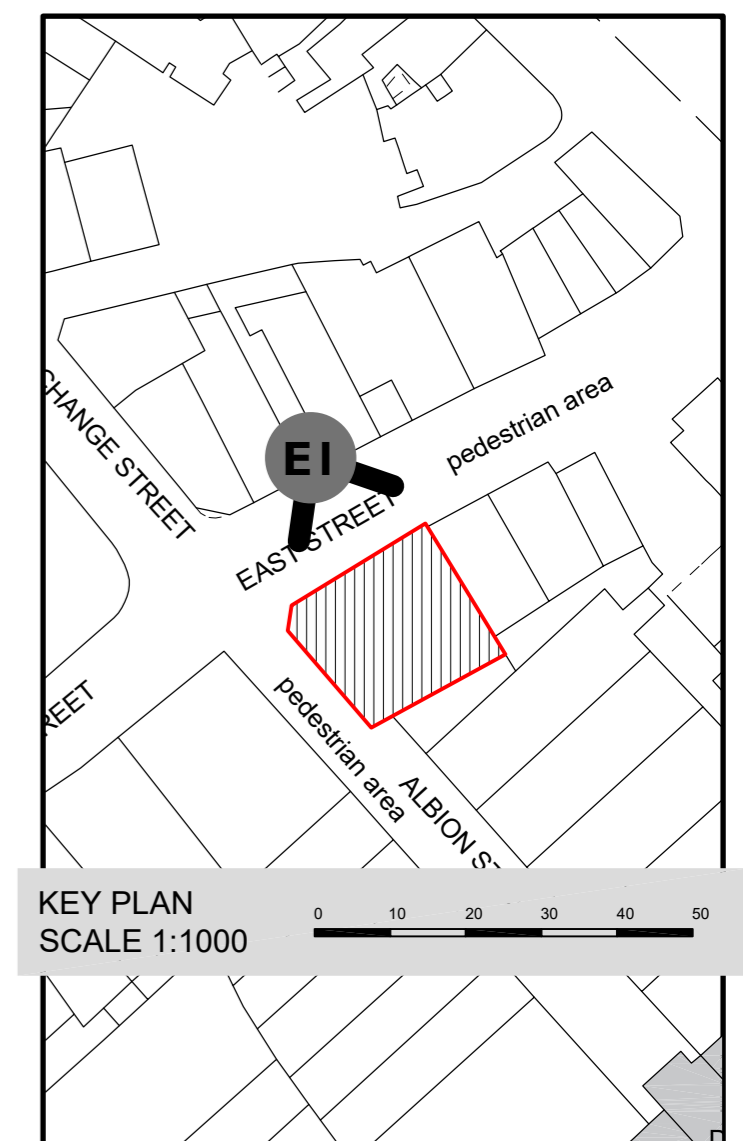
Implies healing through a playful approach.

„You are YOUR most valuable player - play the ball, not your mind“

Original saying: „play the ball, not the man“. Meaning: attack the ball instead of an opponent who is controlling the ball. Implying that you should not treat yourself as the enemy.



Elevation E1 East Street - not to scale

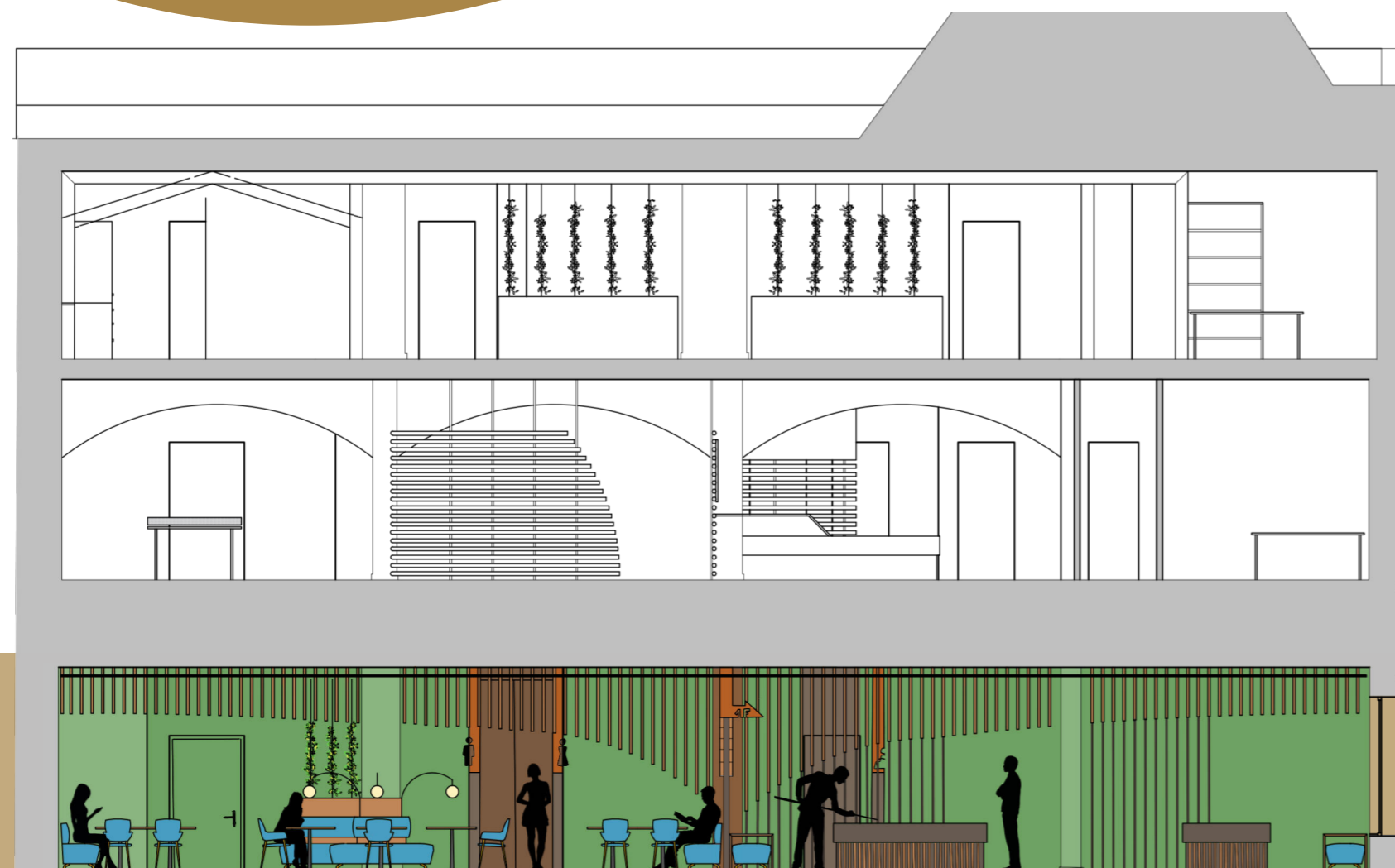
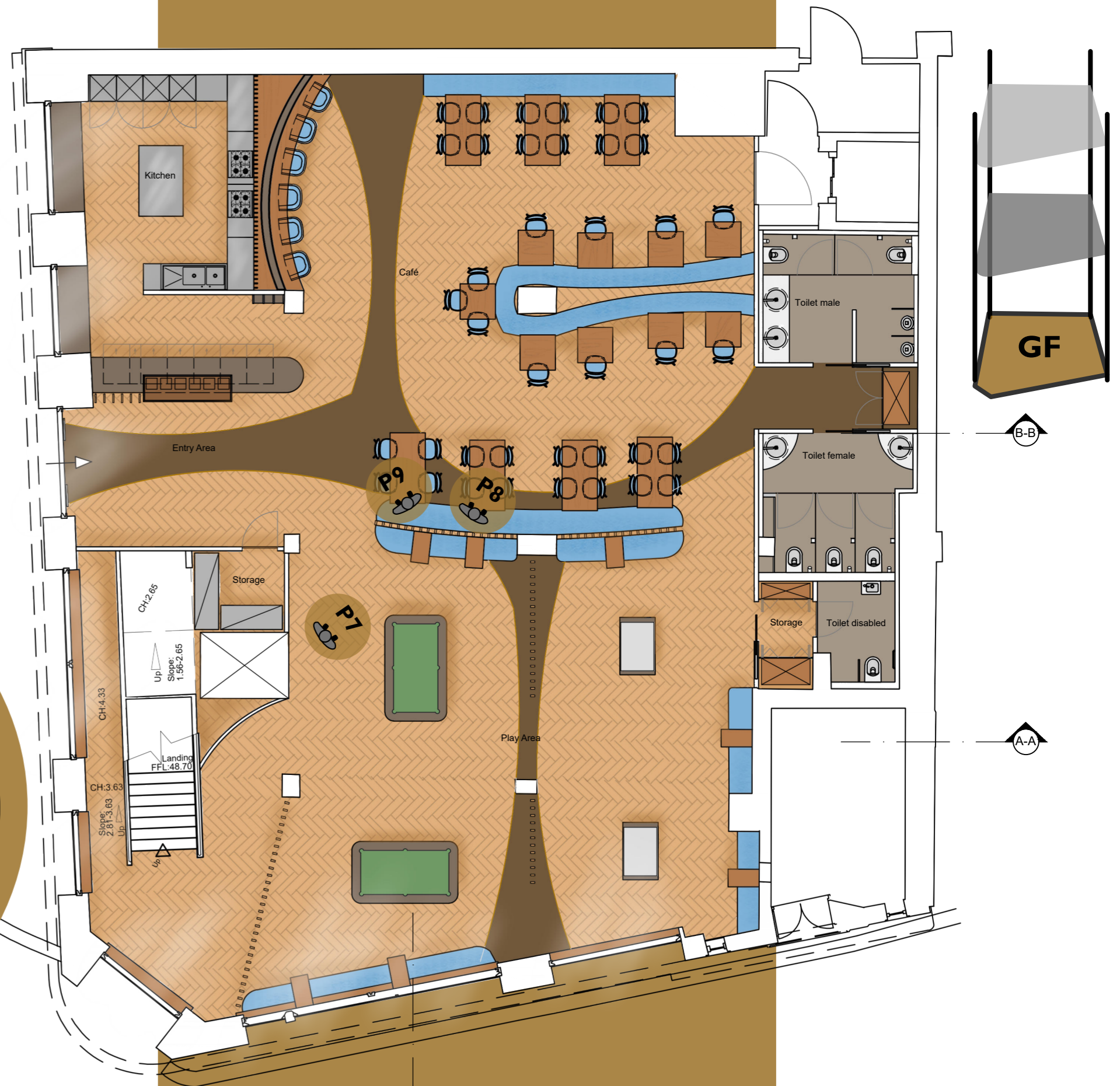


KEY PLAN  
SCALE 1:1000

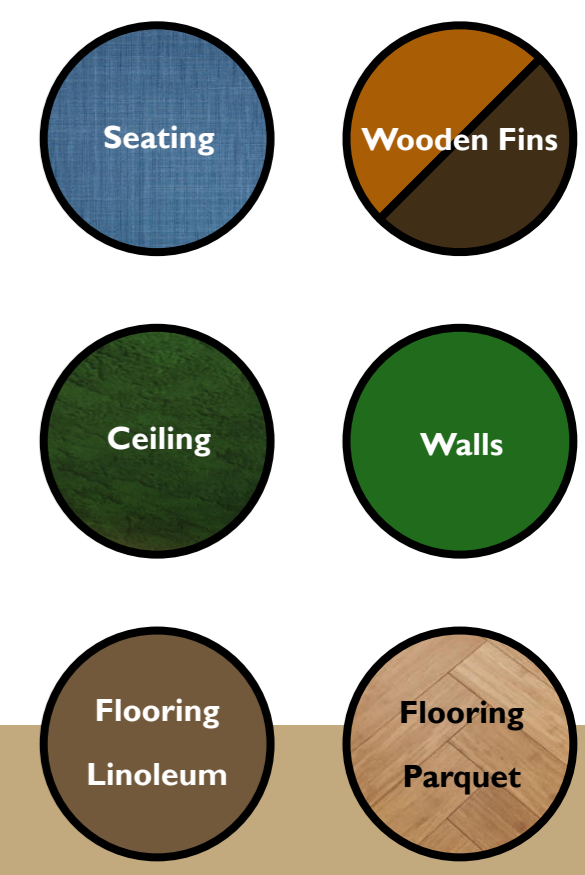
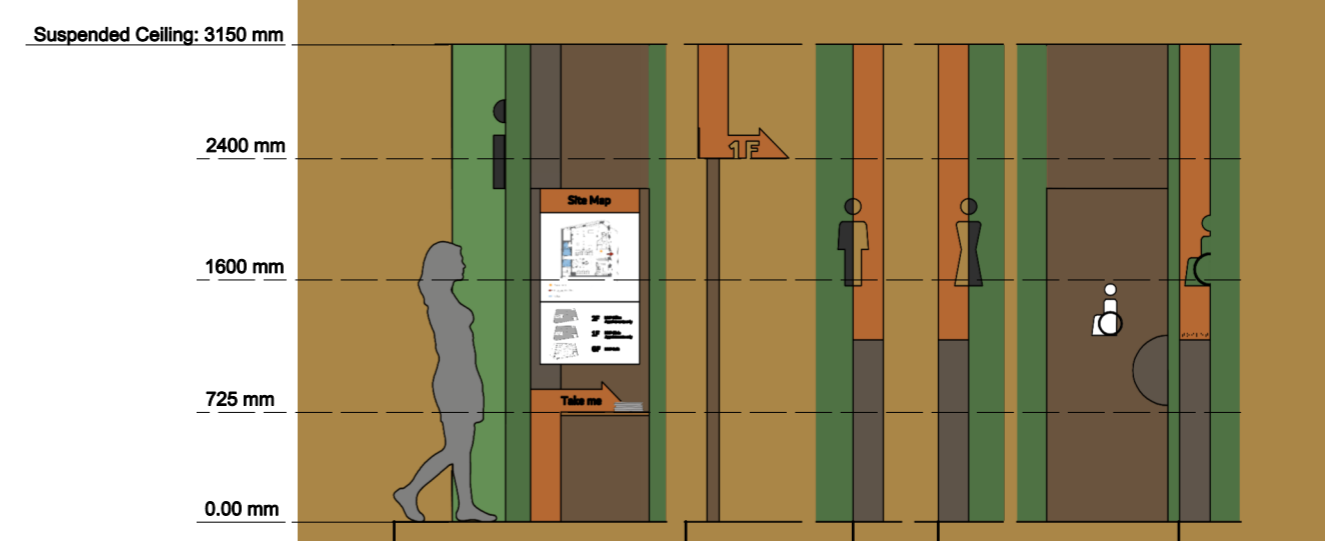


**GF**

**Ground Floor - MVP Café**



3rd (Roof) Floor (approx)  
 2nd Floor  
 1st Floor  
 Ground Floor



Section C-C [1:100]

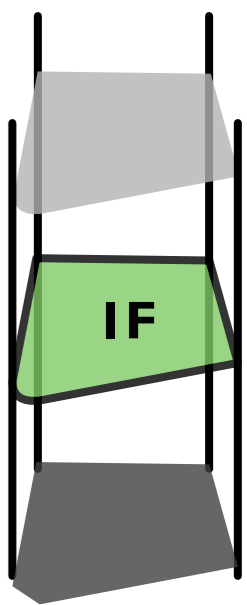
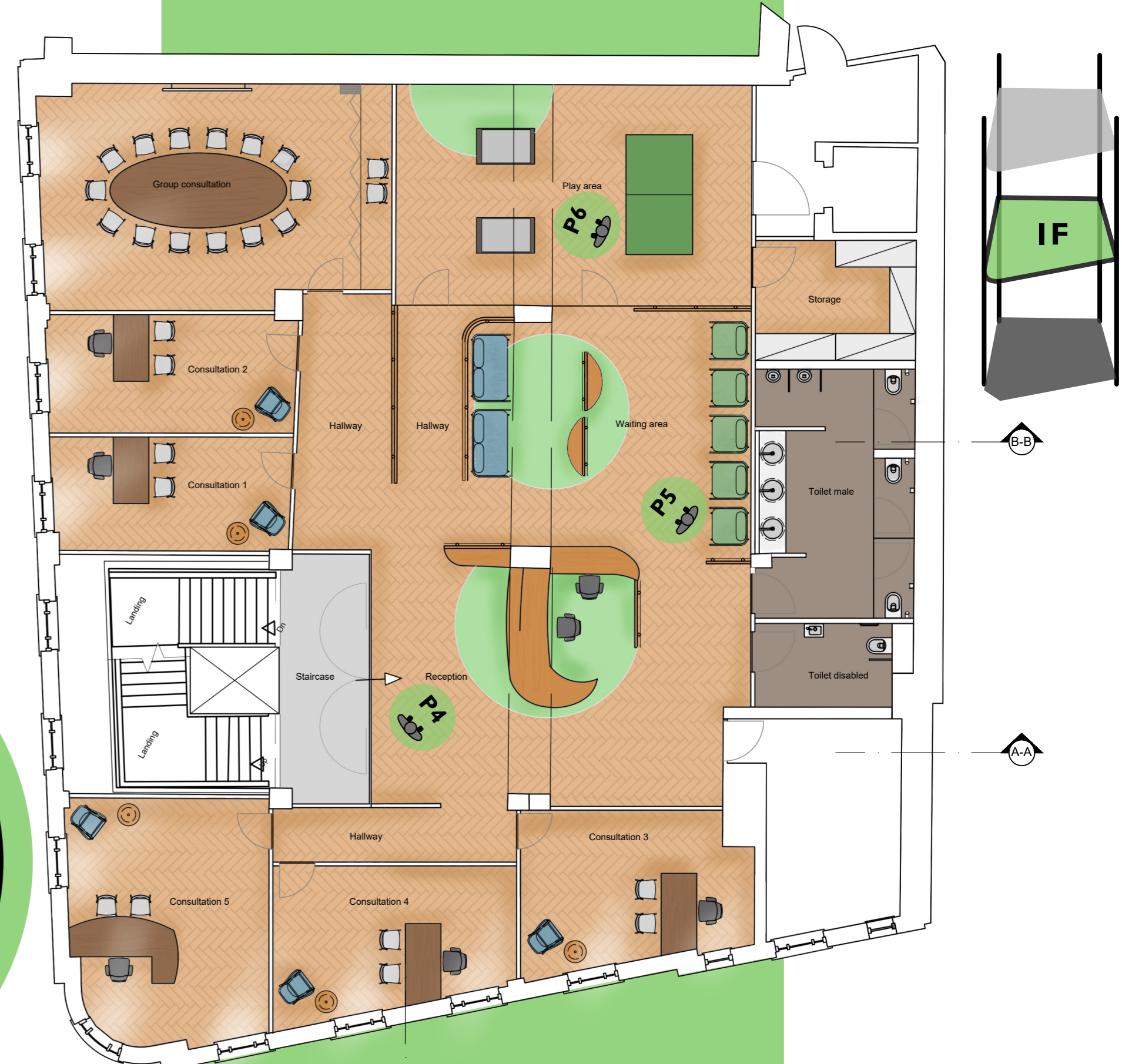
Signage GF [1:50]

Materials GF



**IF**

**1st Floor - MVP clinic**



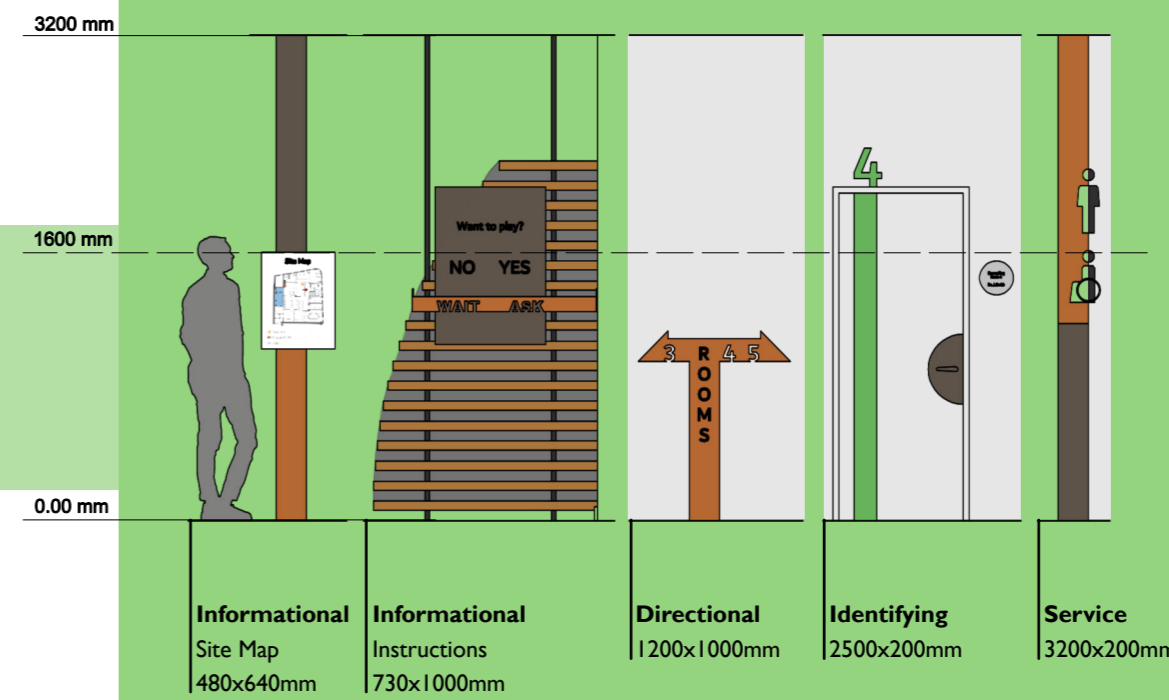
B-B

A-A

**Floorplan IF [1:100]**



**Section B-B [1:100]**



**Signage IF [1:50]**



**Materials IF**



# 2F

## 2nd Floor - MVP Office



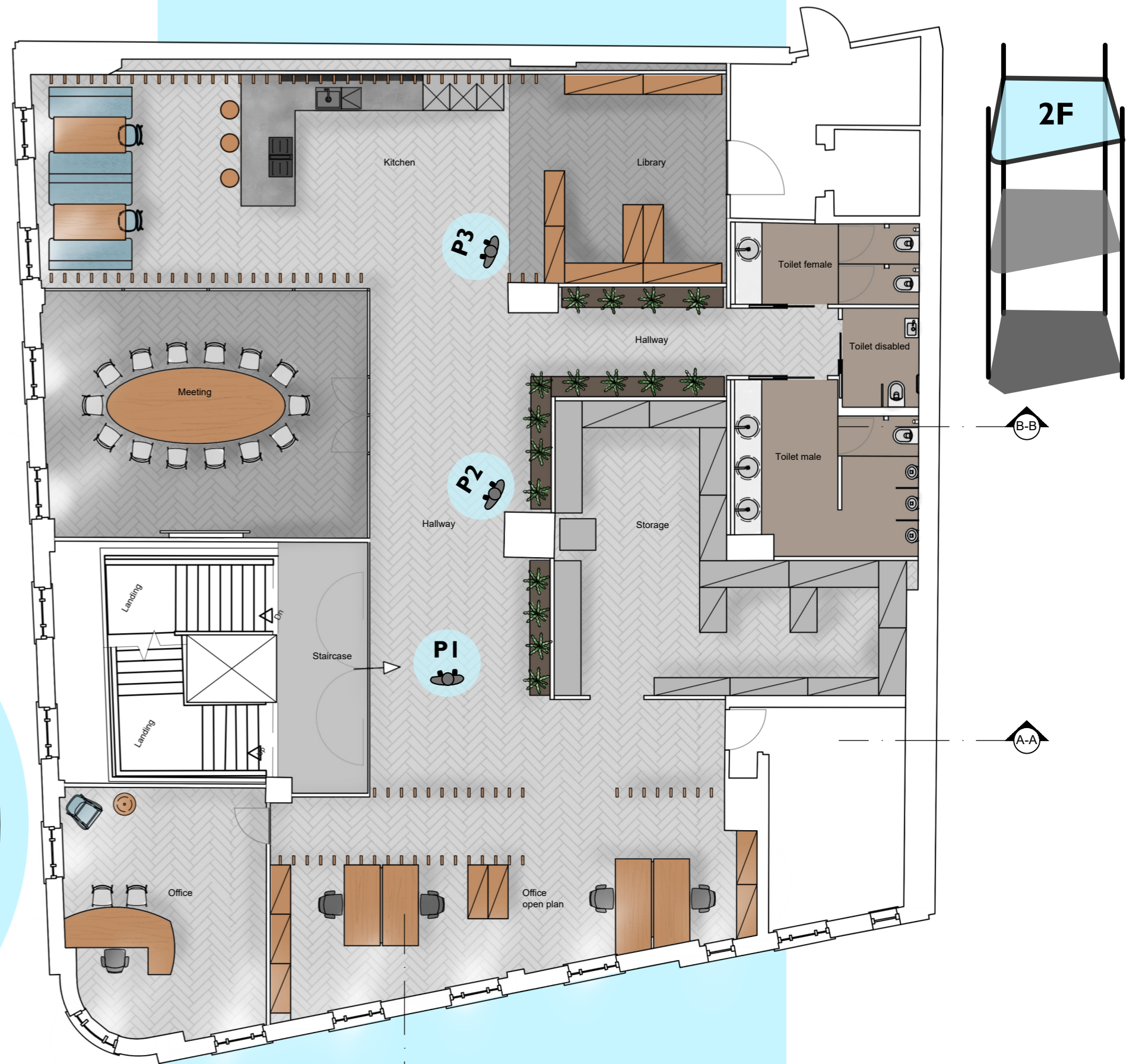
Perspective P1 - Entry Area



Perspective P2 - Meeting Room



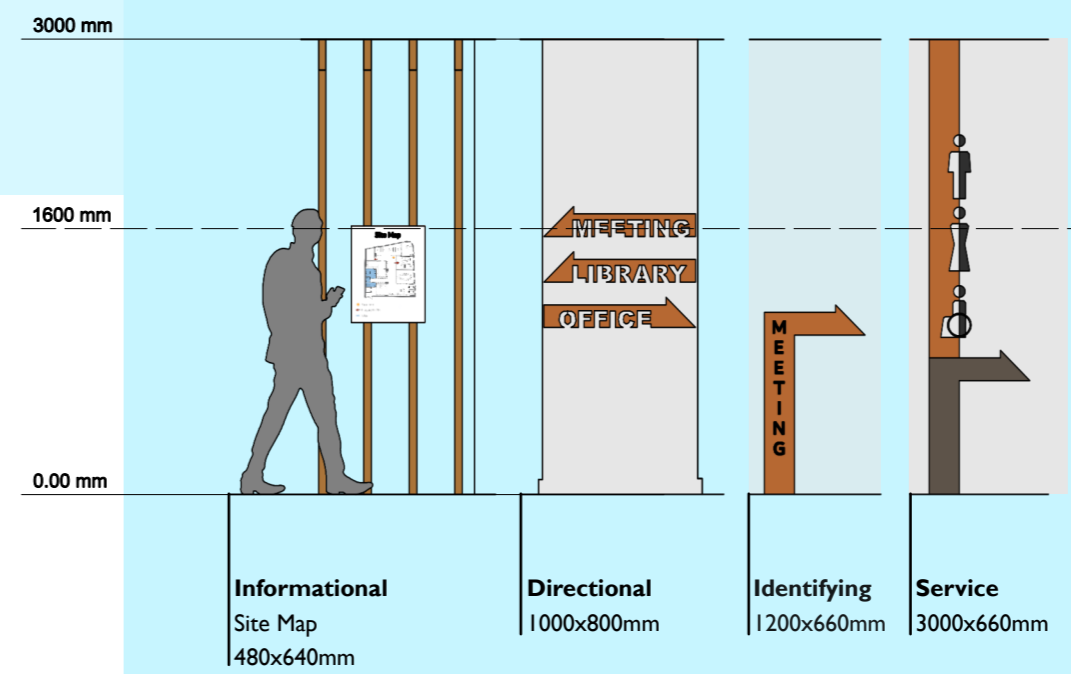
Perspective P3 - Kitchen



Floorplan 2F [1:100]



Section A-A [1:100]



Signage 2F [1:50]



Materials 2F