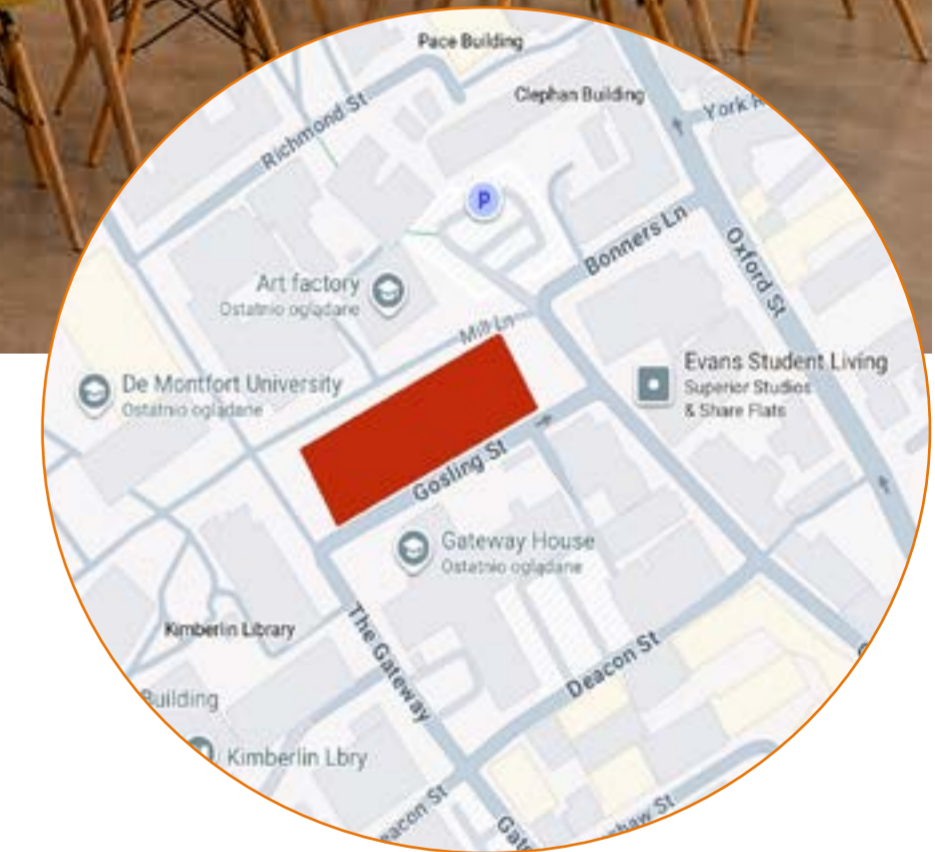




GO WITH THE FLOW

Go with the flow is a reimagined space for the De Montfort University's Student Union (DSU) space. Located in the centre of De Montfort University campus, serving as a central point where students with differentiating experiences feel seen and accommodated to enable their time at University to flourish. The current design of the DSU space does not lead students through a narrative, rather just a surrounding with lack of colour, story and innovative design. Go with the flow tackles this by design elements that focus on hues and texture through strategically designed triangles to facilitate those with vision impairments



TARGET AUDIENCE

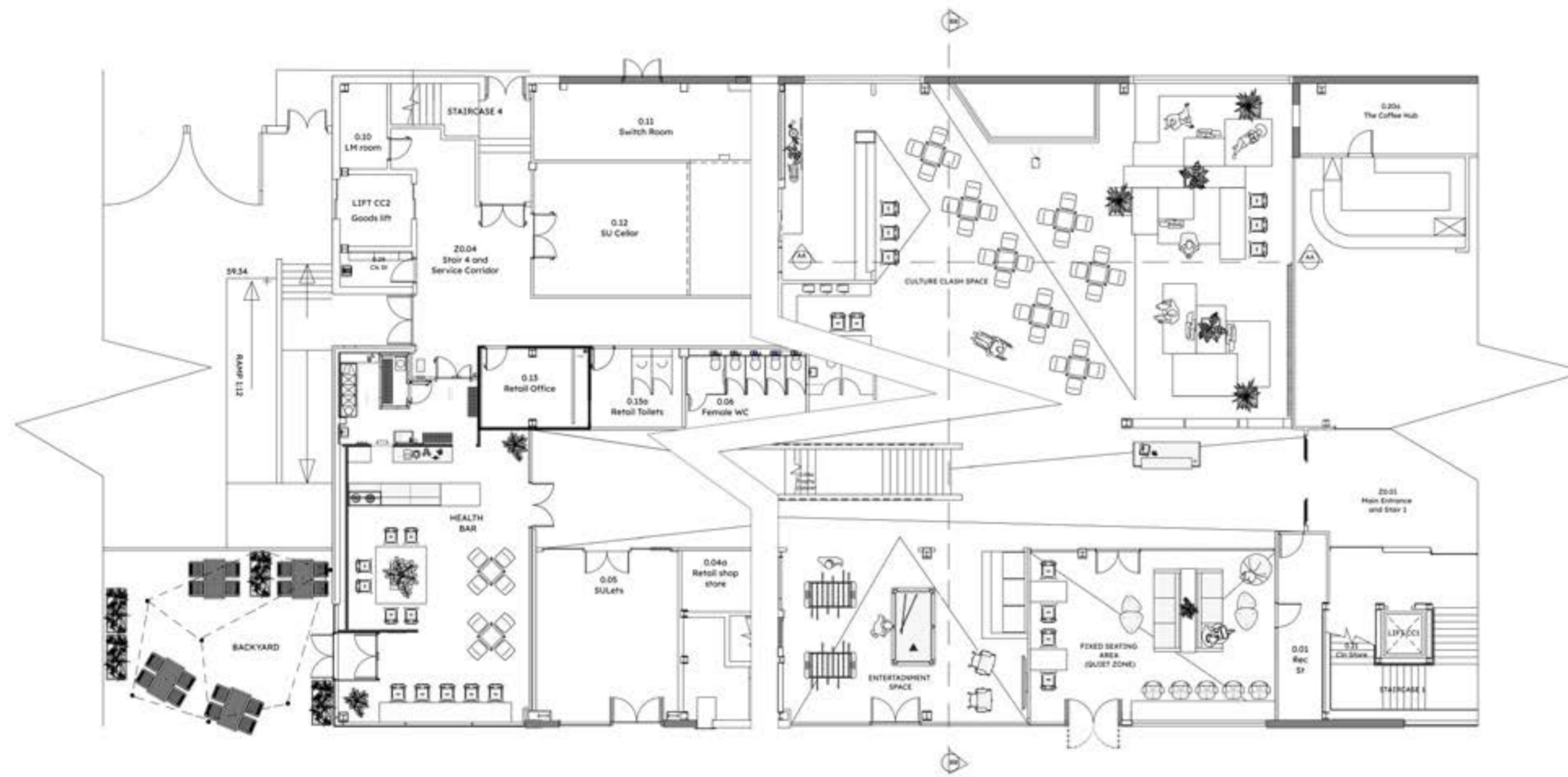
The target audience of the new DMU Students' Union space is the diverse generation Z, this demographic consists of full time undergraduates and postgraduates and mature learners all looking for collaboration, entertainment, quiet study or a place that's easily accessible for all. A survey was taken to understand the needs and wants of the DSU target audience not for just aesthetics but also functional design choices, they requested exciting colour, study zones and most importantly entertainment. These ideas were taken seriously and carefully incorporated in the design approach. Go with the flow is a leading pathway through social vibrancy and academic serenity ensuring that every DMU student feels welcomed, engaged and empowered to thrive and make memories for life in their University journey.



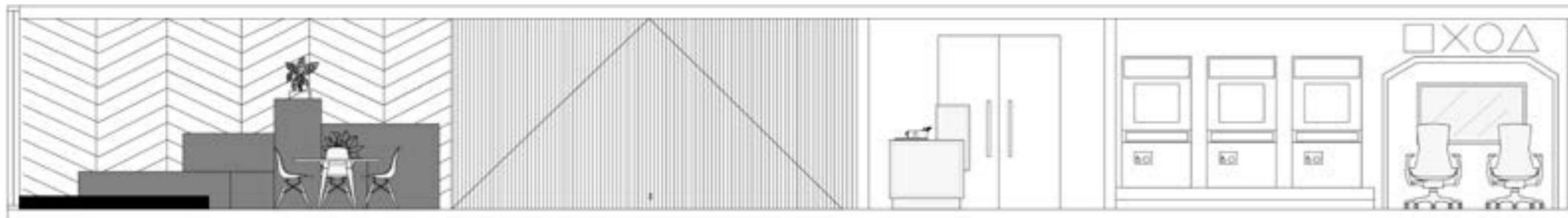
THE CONCEPT

The redesigned Student Union space will use a bold language of coloured triangles to guide students through the interiors, creating a clear sense of direction, movement, story, and meaning. Through colour blocking and carefully considered colour choices, the design will help define different zones while supporting students with special needs by improving visual clarity, comfort, and accessibility. Student needs and preferences have been thoughtfully considered throughout the scheme, with areas made to encourage social interactions, relaxation, studying, and a sense of belonging. The overall design aims to create a welcoming and comfortable atmosphere where students feel supported and confident using this space. The triangle is a strong directional shape because it naturally suggests movement, pointing, and guidance. By repeating this shape throughout the space, the triangles create a visual trail that students can follow from one area to another. This makes the building easier to understand and helps students navigate without feeling lost or overwhelmed.

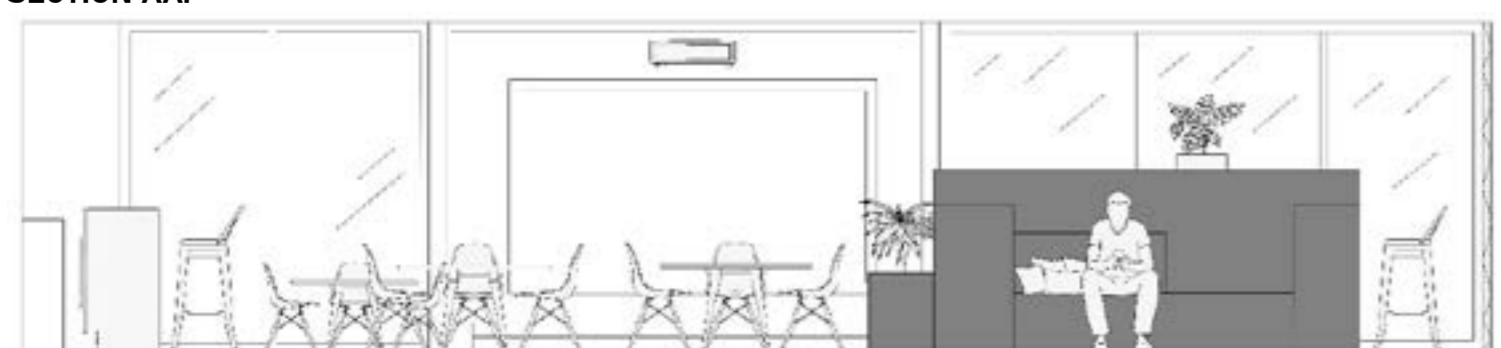
FLOOR PLAN:



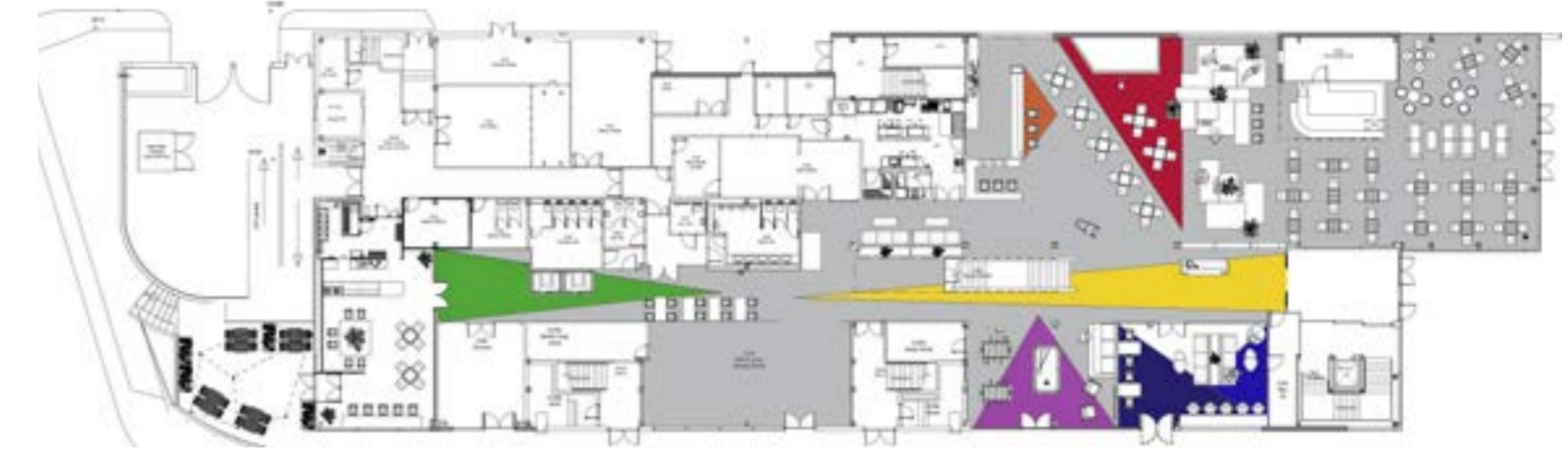
SECTION BB:



SECTION AA:



TRIANGLE ORIENTATION:



For students with learning difficulties or limited English, the triangles provide a non-verbal form of communication. The shape and colour can be understood quickly without needing to read long signs. This makes the space more inclusive for international students, visitors, and anyone who finds text-heavy signage difficult.

MATERIAL BOARD



The Student Union materials, including vinyl, wood, rubber flooring, carpet and paint, will be selected for their durability, sustainability and recyclability. Responsibly sourced wood, recycled rubber flooring, recyclable carpet and low-VOC paint will help reduce waste and create a healthier indoor environment.

This approach shows DMU students that sustainable design choices can support wellbeing, protect resources and promote the value of a healthier environment.



FIXED SEATING (QUIET ZONE)



The quiet zone creates a quiet and comfortable study space where students can focus, relax, or zone out after a long day and during breaks. The large windows allow plenty of natural light into the room, making the environment feel open, bright and refreshing. The use of blue tones supports a calm and soothing atmosphere, while the neutral shades and wood finishes add warmth and balance. The carpeted floor provides extra comfort whilst softening the appearance of the space. The double-glazed glass helps to reduce outside noise so students can study and unwind in a peaceful environment. Ergonomic furniture has been added for extra comfort and consideration of students revising for long hours.

Blue can also support disabled students, especially those with autism, ADHD, anxiety or sensory sensitivities, because softer blue tones can reduce visual stress and create a more predictable, calming environment. For students who may feel overwhelmed by noise, crowds or bright colours, a blue quiet space can help support emotional regulation, concentration and wellbeing.

ENTERTAINMENT SPACE

This bold entertainment space uses neon lighting, dark finishes and bright colours to make students feel like they are stepping into a fun experience away from responsibilities. The pink and blue neon lighting gives the space energy, whilst the darker walls and flooring help the vivid shades stand out and create an arcade-like atmosphere. The foosball tables, pool table, and arcade games make the area a relaxed hangout spot where students can meet together, play, and unwind at any time of day. The neon triangle on the ceiling also adds movement and direction, guiding people through the space, bringing friends together in a shared social environment.





HEALTH BAR

The health bar uses green tones, wood, plants, and soft lighting to create a calm, natural cafe space. The greens suggest freshness, health and wellbeing, whilst the cosy wood adds warmth and connects the space to nature. It feels like a comfortable space for students to relax, meet others, study, or grab a healthy snack on the go. The triangle lighting on the wall emphasises a sense of direction, like paths in the park leading people together into a shared community space.



This health bar encourages students to look after the environment by making sustainability part of their everyday university experience. The use of plants, natural wood, green colours and warm lighting creates a calm, nature-inspired space that reminds students of the value of a healthy environment. It connects personal wellbeing with environmental wellbeing, showing that looking after the planet also supports healthier, more positive student spaces.

CORRIDOR SPACE CONCEPT COLLAGE

Creating a collage that emphasises geometric shapes, bright colours and urban elements that all together create a purposeful design for the target audience. The green triangles reflected on the ceiling and floor create a clear pathway leading towards the health bar making it easy for students not to miss. The wall on the left features artwork made and inspired by Leicester City and it's artistic proclivity. Showcasing the Bring the paint festival and the city's rich culture.



BACKYARD SPACE

The garden area encourages students to come together through shared planting, watering and maintaining the space. This can support DMU societies by giving them a place to host gardening sessions, wellbeing activities, sustainability workshops and social events. Working together in the garden helps students build friendships, communicate, share responsibilities and feel a stronger sense of belonging within the Student Union.

The vivid colours make the space feel energetic, welcoming and memorable. The bright pink and yellow canopy creates a playful social atmosphere, while the blue patterned wall adds a bold visual identity and links back to the triangle wayfinding concept. These colours help attract students into the space and make the garden feel positive, creative and inclusive. Combined with greenery, the colours balance excitement with calmness, creating an environment where students can relax, bond and connect with nature.