

THE SOCIAL BUTTERFLY

Inspired by the lifecycle of the Small Tortoiseshell butterfly, The Social Butterfly reimagines community engagement through an immersive, nature-inspired design journey. The project translates each stage of metamorphosis into a series of experiential spaces, including educational gatherings hosted within a chrysalis-inspired environment, a hydroponic walkway, and a fascinating butterfly habitat. Innovation is further enhanced through the integration of holographic technology, with a large-scale butterfly hologram creating an interactive and memorable dining experience. By combining biophilic design, emerging technology, and environmental education, the project demonstrates an innovative approach to practice and process, encouraging meaningful social interaction while inspiring greater awareness of biodiversity and sustainable living.

Innovative strategies



An exciting alternative to traditional agriculture, hydroponic systems are the future of sustainable farming and this project celebrates that! This high tech and soil-free solution can use up to 90% less water and produce much higher yields than conventional farming. As an important part of the user journey, the interactive hydroponic walkway educates users on more sustainable ways of living and the key innovations driving the agricultural revolution.



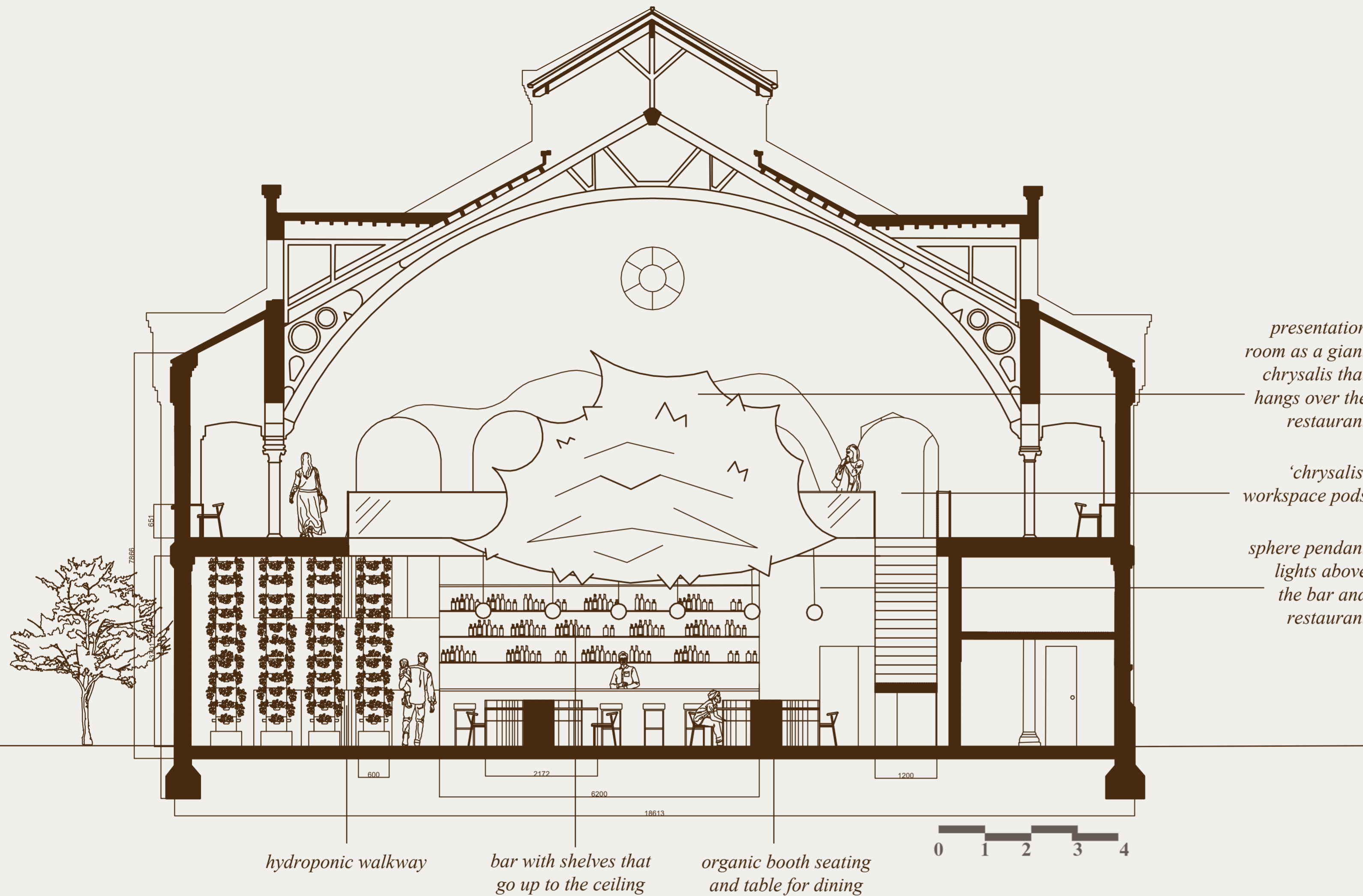
The immersive 'chrysalis' room is where inspirational talks will be held by passionate individuals. Using dynamic visual storytelling and a 'what if?' approach, the host will take the users on a journey that explores the complex beauty of biodiversity whilst emphasising the dangers of climate change and what needs to be done to save our planet. Being able to look out onto the insect inspired interior within and around this room will help the user to emotionally engage with topics discussed and have a lasting impact.



The butterfly habitat upstairs provides a safe and vibrant atmosphere for local endangered butterfly species which mimics their natural environment using native wildflowers and controlled temperatures. This aspect of the project will allow users to watch this beautiful creature's transformation happen in real time and through this, deepen their understanding and appreciation of the natural world, driving them to take action and protect local wildlife.



Section AA



presentation room as a giant chrysalis that hangs over the restaurant

'chrysalis' workspace pods

sphere pendant lights above the bar and restaurant

hydroponic walkway

bar with shelves that go up to the ceiling

organic booth seating and table for dining

Site analysis

German Gymnasium
King's Cross, London

Grade II listed site
Built in 1864
Hosted first London olympics
Currently a German restaurant



Sustainability strategies



Creating a relaxing design and using biophilia to boost wellbeing + serving nourishing healthy food



Maximising the natural lighting in the space to reduce the amount of energy needed



Sourcing materials and food locally and producing some of the food on site to reduce the carbon footprint



Getting people to talk about climate change and giving them their own seeds to plant and make a change

User journey

This concept was inspired by the life cycle of the Small Tortoiseshell Butterfly, stage 1 representing the egg stage, the beginning of the journey. Stage 2 is the caterpillar stage, picking plants to eat. Stage 3 is the chrysalis stage, for my users this is the space where big transformations take place in the form of education and discussions. Last but not least, stage 4 is the butterfly stage, the most social phase for a butterfly, and for the users of the restaurant who will be eating and interacting with each other.



At the entrance users are greeted and can leave their big bags and coats in the lockers/hangers if they want, at the end this is where they get their DIY planting kits from, containing native plant seeds they can grow at home to support local ecosystems

The users collect a small basket and gardening gloves from the reception and take part in gathering plants from the hydroponics system for the kitchen's special butterfly menu

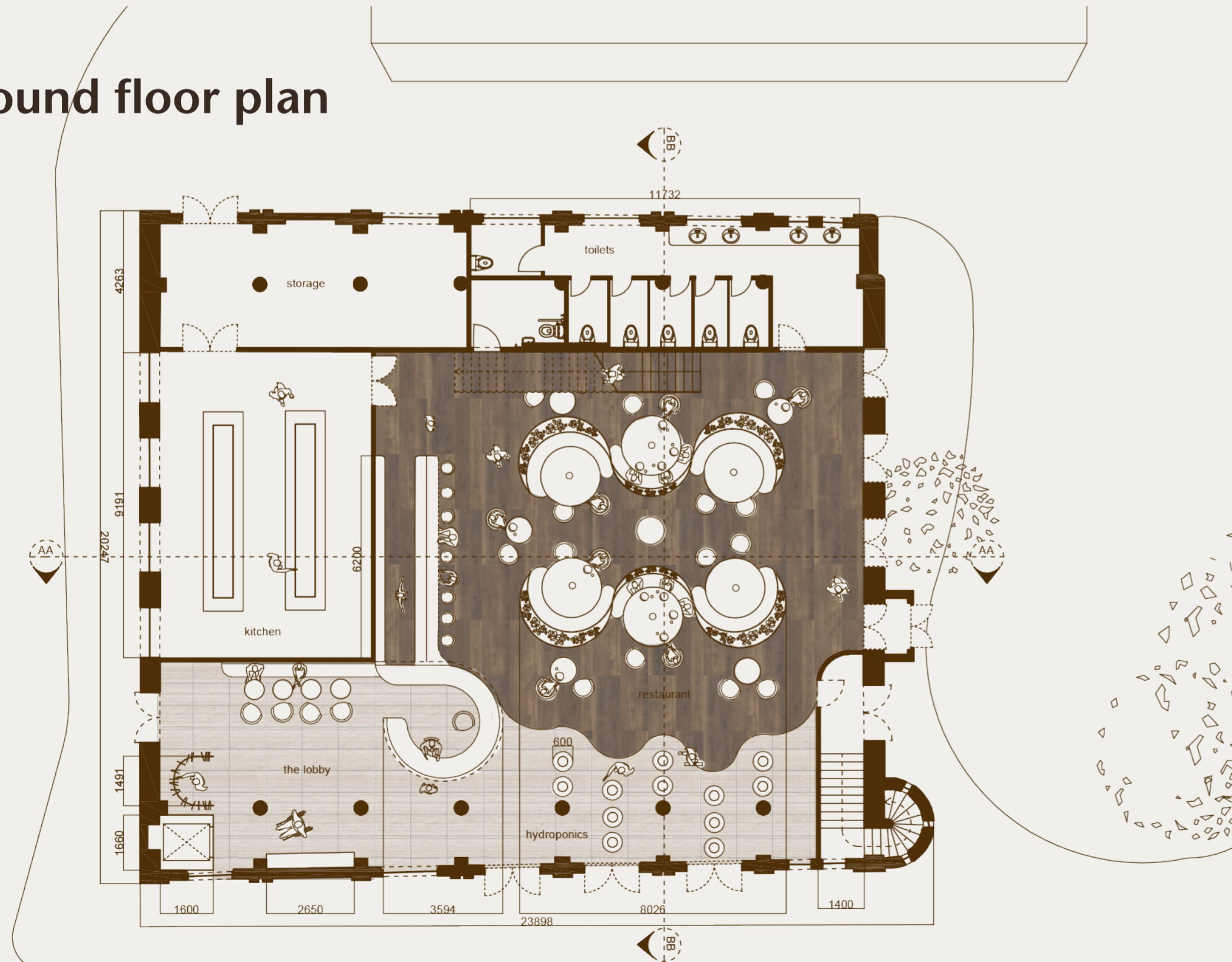


Restaurant area where users socialise and discuss things they have learned throughout the experience. this space will be louder than upstairs and more lively, with a moving hologram of the Small Tortoiseshell butterfly's life cycle.

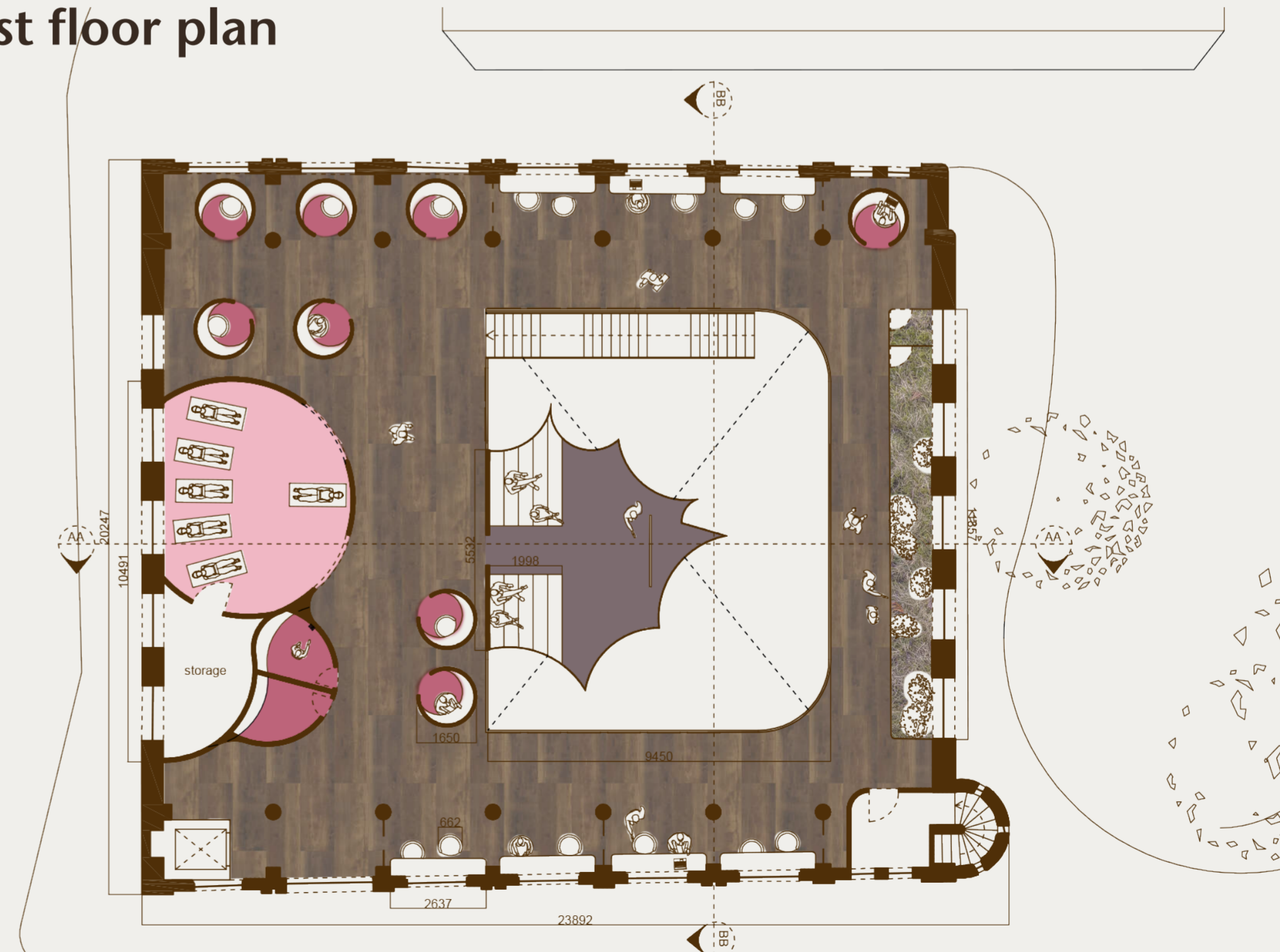
Upstairs, the users can utilise the chrysalis inspired pods to do individual work in a relaxing and productive atmosphere. They can also take part in personal growth activities in groups or listen to professional talks about protecting the environment



Ground floor plan



First floor plan



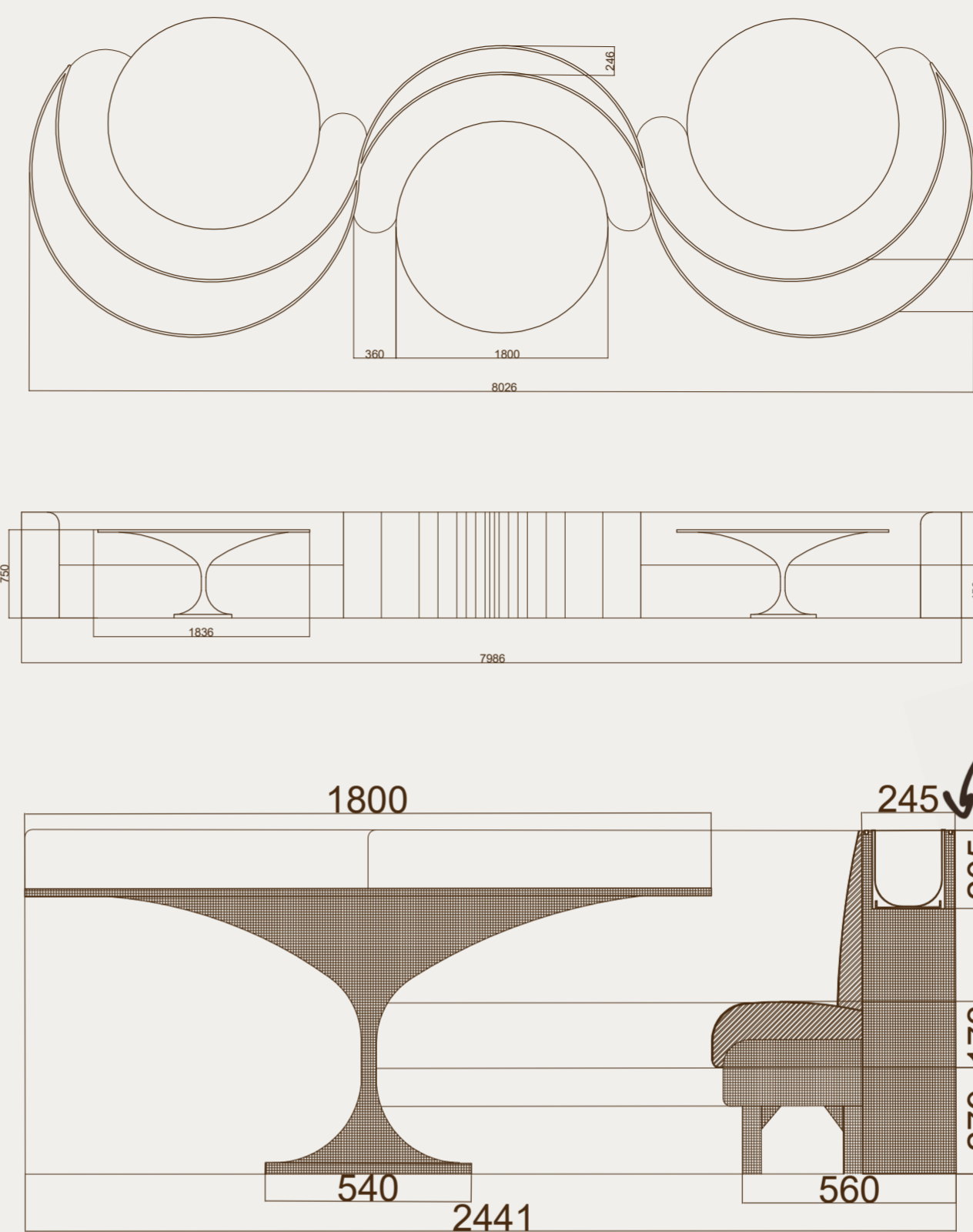
Key space materials



1. 'Natural Brass' sheet finish by Halman Thompson
2. 'Tki - chilli' wall covering by Arte
3. 'Regular espere' pendant light by Pooky
4. 'Halston bar stool' stool by Cult
5. 'Yellowstone 20 Antique' upholstery by Sekers
6. 'Trottola' lamp by BROKIS
7. 'Yellowstone 18 Fox Red' upholstery by Sekers
8. 'Oxidised copper' table surface by KAVA Surfaces
9. 'Bronze' table surface by KAVA Surfaces
10. 'Monroe Carver dining chair' chair by Cult
11. 'Ebony Fresato' veneer by Havwoods
12. 'Main Line Flax' fabric by Camira

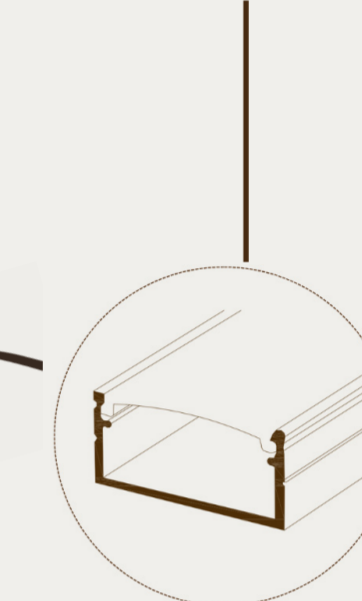


Bespoke detail- booths



These organically shaped dining booths are designed with built in planters surrounding the seating for a biophilic design to relax the users, as well as warm LED lighting around the edges for a soft glow and ambiance.

Casing with a diffuser for the LED strip to sit inside of, going around the planters in the booths





Holograms are a truly revolutionary way of using the latest technology to boost user engagement and interaction. In a space like this that aims to educate and inspire its users, a giant butterfly flapping its wings over the restaurant breaks down the physical and temporal boundaries. Not only will this create a memorable experience, but also allow the users to admire and appreciate the complexity of this tiny endangered species.