

THE MIND LINE



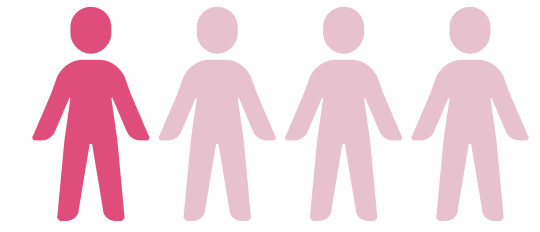
The Mind Line

Community Mindfulness Immersion

The Mind Line is an alcohol free bar concept that is designed around sensory immersion, conscious connections and mental wellbeing. Located in Shoreditch (London), the design draws upon the ideological approach to a health conscious and connected community, whilst helping to remove the existing stigma surrounding mental health.

This design approach aims to redefine social norms and nightlife through wellness and mindful consumption. Every room within this design, is intentionally constructed to calm the nervous system, encourage reflection and create authentic social experiences.

Responding to current statistics, The Mind Line aims to encourage discussion surrounding mental health, and raise awareness to the importance of community and shared experiences.



1 in 4 in England will experience a mental health problem at some point each year. (Mind 2024)

604861

Adults with severe mental illnesses were accessing support from community services in 2024.

Village Underground

54 Holywell Lane, Shoreditch London



Site History

The Village Underground is a renovated Victorian warehouse, situated in the heart of Shoreditch, East London.

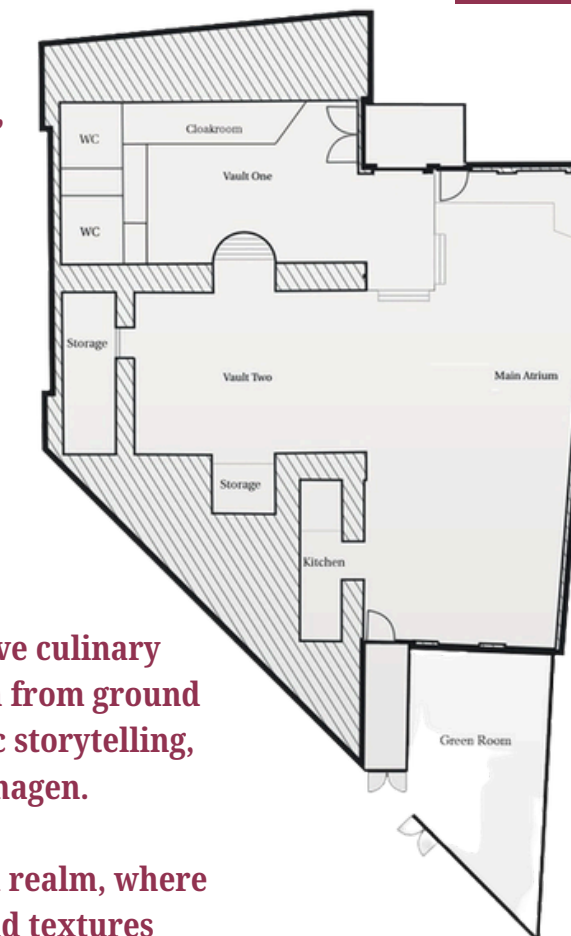
Shoreditch has an established social scene in London, and is a destination for the younger demographic for food, entertainment and music.

Project Brief

Design a multisensory, immersive culinary experience, drawing inspiration from ground breaking leaders in gastronomic storytelling, such as The Alchemist in Copenhagen.

Transport guests into a fictional realm, where architecture, lighting, sound, and textures converge to create an unforgettable journey.

Site Plan



STRENGTHS

- Natural sunlight via sunroof.
- Wheelchair accessible.
- Strong transport connectivity.
- Prime London location.
- Pre established night time economy in area.

WEAKNESSES

- Potential ageing of the buildings materials.
- Possible operational restrictions related to noise, crowd management.

SWOT ANALYSIS

OPPORTUNITIES

- Mixed-use potential due to area supporting multiple industries.
- Adaptive reuse of industrial character.
- Strong demand for flexible event spaces and workspaces.

THREATS

- Historical context and potential planning constraints.
- Local residents opposition to change of use.
- Gentrification pressures - loss of cultural authenticity.

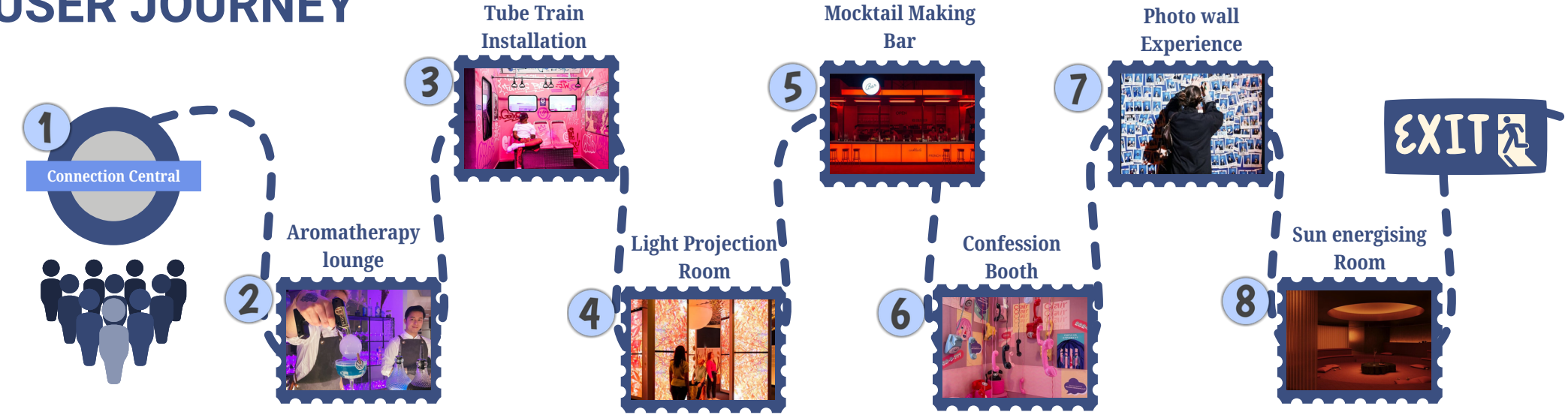
User Experience

The Mind Line invites users to encounter an immersive underground experience, travelling through the underground and honing into all senses. This concept encourages users to become grounded within a built environment, and relax in a chaotic city setting.



Rendered Section

USER JOURNEY



Mindful Consumption

The Mind Line focuses on mindful consumption through a zero alcohol policy. Each bespoke mocktail is handcrafted and tailored to your individual mood, energy and intentions. This process transforms the act of making a drink, into a moment of thoughtfulness and collaboration. Removing alcohol allows users to experience an uninfluenced and personal journey, learning to tune in with their mind and body.

Mindful Sunrise

Grapefruit, Basil, Agave Syrup & Orange Juice

*Antioxidant and immunity boosting qualities

Gentle Dusk

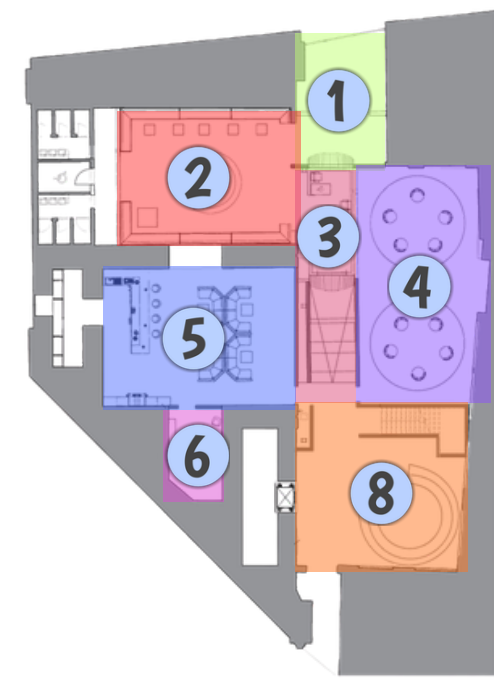
Chamomile, Vanilla, Pears, Cherry & Soda Water

*Tension relieving and calming qualities

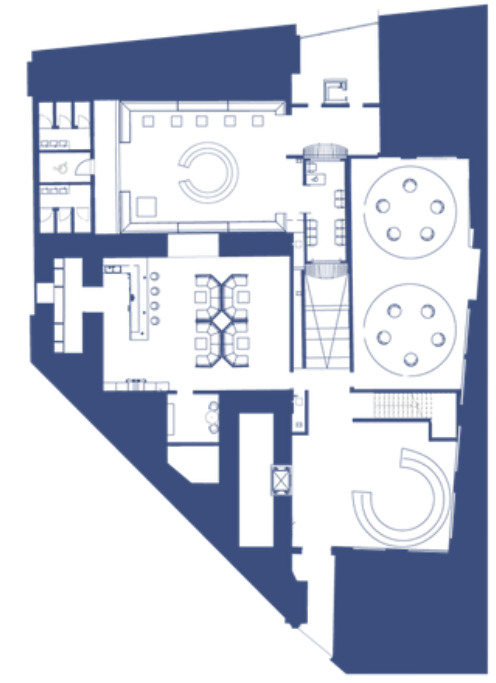
Clear Horizon

Green Tea, Elderflower, Lemon & Soda Water

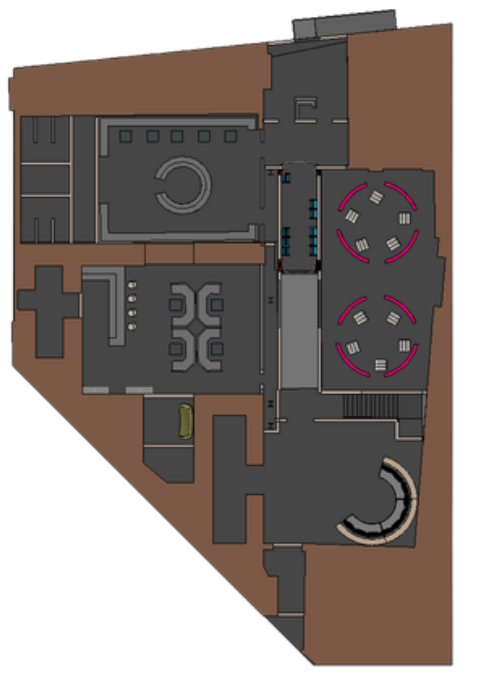
*Anti-inflammatory and stress relieving qualities



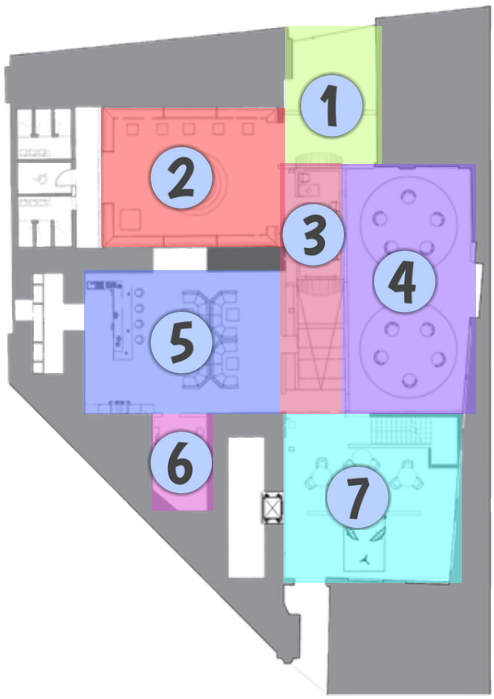
Ground Floor Bubble Diagram



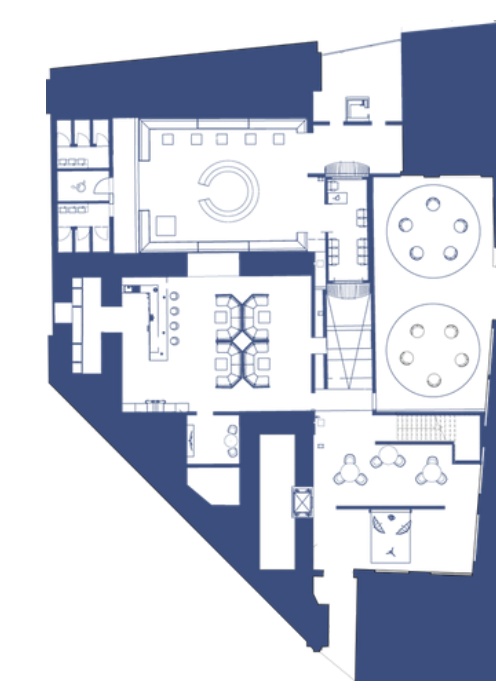
Ground Floor Plan



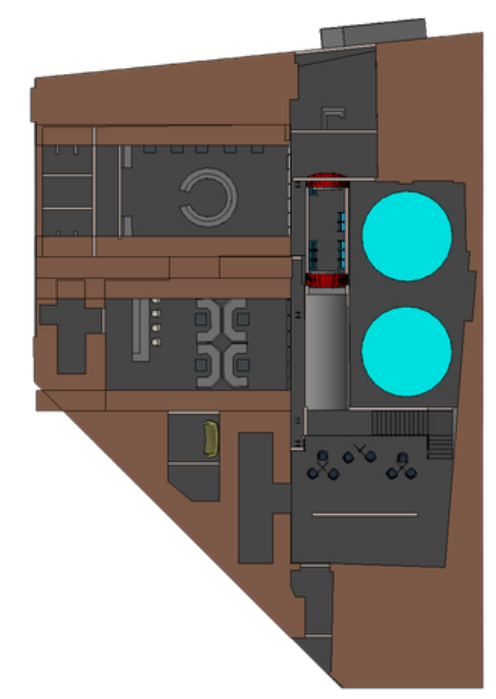
Ground Floor Plan (Revit)



Upper Floor Bubble Diagram



Upper Floor Plan



Upper Floor Plan (Revit)



Concept Sketch

The Tube Train Installation

Inspired by London's underground systems, this sensory installation acts as a mindful bridge between spaces. In contrast to the London underground, rhythmic lighting and calming audio helps to guide guests into a more reflective state of mind. Users are welcomed to sit and enjoy the ride. The tube symbolises movement, not just physically but mentally.

Materials Mood Board

1 - Wall Covering Graffiti Wallpaper Wallsauce	6 - Seating Upholstery Kvadrat - Waterborn - 0853 85% polyester, 15% polyurethane
2 - Flooring Brick effect vinyl flooring	7 - Seating Upholstery Kvadrat - Hero 2 - 0102 97% wool, 3% recycled nylon
3 - Farrow & Ball Paint Rangwali on ceiling Eggshell finish	8 - Flooring Amtico Flooring Polished aggregate effect laminate
4 - reclaimed Train handle Steel	9 - Bespoke Theatre Style Seating Upcycled & re-upholstered in Waterborn 0853
5 - Transparent Tube Tunnel Varia Resin Panel - 3Form Bravo	10 - Neon Strip Lights



Twinmotion Model

User Profile

Maya & Lauren

- 21 & 22
- Kent
- Best friends & Uni students



'Our friendship is really important to us, and we have noticed that we connect better when we are clear-headed and actually present, when we haven't given into societal pressure to drink. We would like a social space that supports that. Prioritising wellness doesn't mean giving up fun, it means choosing environments that allow us to take care of ourselves as well as each other. Our overall wellbeing matters!'

Jake

- 26
- London
- Health & Fitness Influencer



'There is still a huge stigma around men's mental health. We are taught to be tough and have it all together but that mindset does more harm than good. We need more social settings where men feel safe to speak honestly so we can build stronger individuals. We need somewhere that meets us exactly where we are at, with no judgement.'
#wherementalk

Anne

- 53
- Sussex
- Mother & Accountant



'I grew up in a home where mental health wasn't talked about. That silence has followed me into adulthood in ways I never fully understood. We need a community where listening is just as valued as talking, where vulnerability isn't dismissed. It opens the door to conversations I never had growing up. Healing childhood trauma doesn't happen all at once, it starts in moments like this.'

User Interaction - Twinmotion Model

