Unconventional
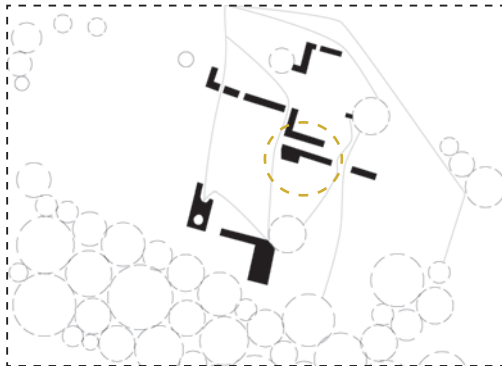
[uhn-kuhn-ven-shuh-nl]

The Art of Reading

Map of Waverley Abbey

Founded in **1128** by **W**illiam **G**ifford, the **B**ishop of **W**inchester, **W**averley **A**bbey was the **UK**'s first **C**istercian monastery. The **C**istercian's followed the strictest interpretation of The **R**ule of **S**t. **B**enedict, which focused on manual labour and a more solitary life.

The **A**bbey now stands in ruin with few remaining structures still standing. **O**ne of these being the **P**arlour, a small building within the monastery where the monks could communicate with one another directly, usually planning the days' tasks with the **A**bbot.

The quality of life that monks experienced was far greater than those outside of the monastery. **T**hey were healthier and well educated, being the only members of society that could read and write, thanks to the constant writing/copying of manuscripts and religious documents. **H**owever, there was a further divide within the walls of the **A**bbey, where the **L**ay **B**rother's, who were working-class individuals who converted to the ways of the monks but focusing solely on manual labour, took the same vows as the **C**hoir **M**onks but had to remain illiterate.

Unconventional is a project that aims to combat modern adult illiteracy issues, which affect approximately **8** million adults in the **UK** alone. **T**his problem comes mostly as a result of unsupported dyslexia. **T**he project encourages its users to become fascinated with the letter forms that combine to create a complete word.

Unconventional - **1:50 M**odel showing entire scheme

- **S**ocial isolation - actively avoid any activity that involves reading or writing

- **L**ow self-esteem

- **A**nxiety and frustration around the written word

- **A**n estimated **6.3** million people in the **UK** have **D**yslexia

- **1** in **6** adults have the reading age of an **11** year old, with **8** million adults being deemed functionally illiterate

Kerning

[kur-ning]

- **T**he spacing between letters or characters in printed text

- **T**he space between each area of the scheme
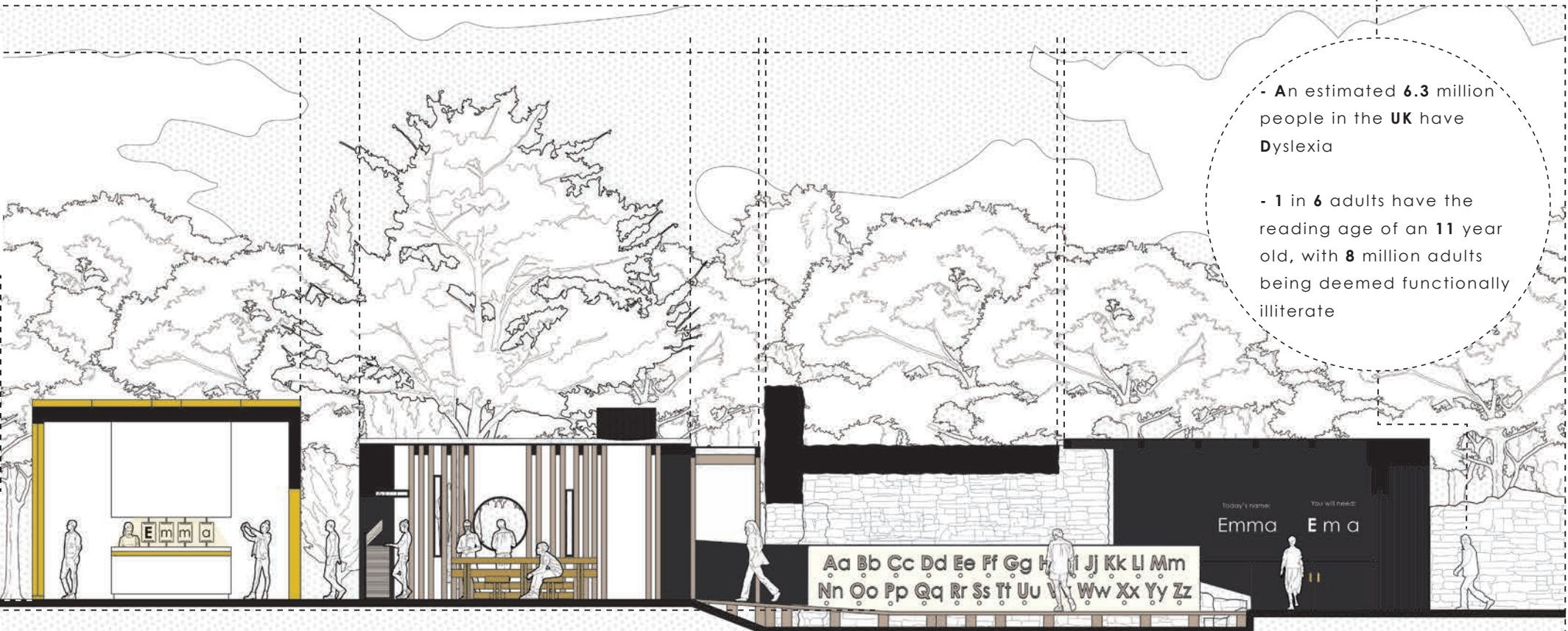
Kerning
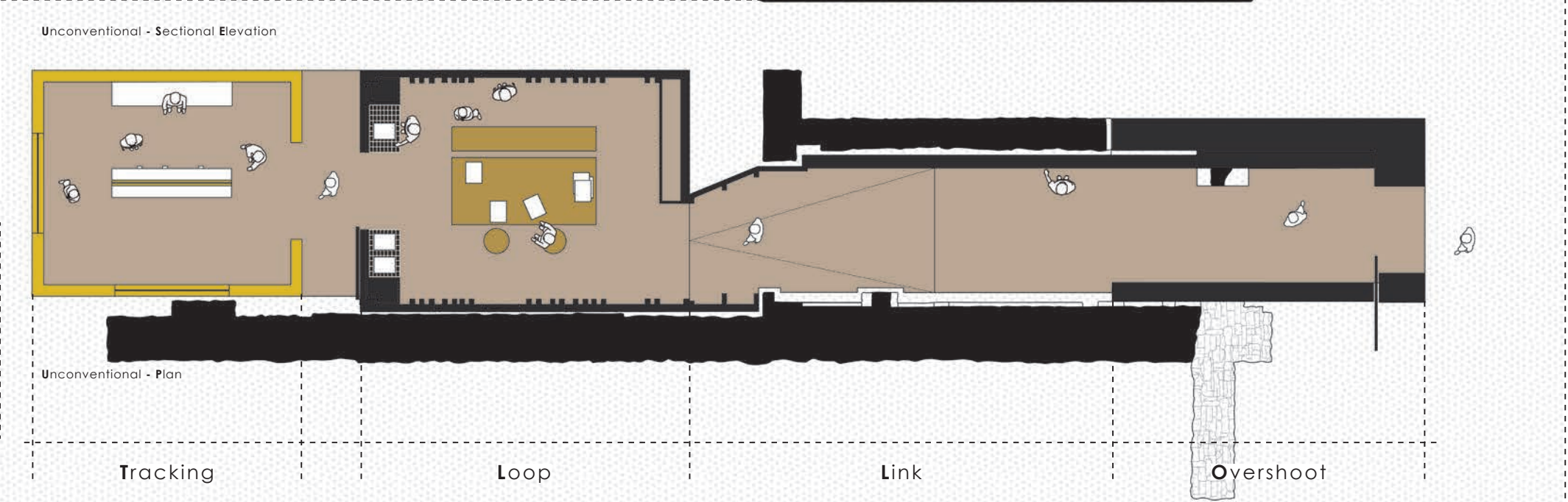
Leading

[led-ing]

- **T**he height increase of a rounded letter over a flat letter

- **T**he change in floor level across the scheme

Leading
Leading
Leading

Unconventional - **S**ectional **E**levation

Unconventional - **P**lan

Tracking   **L**oop   **L**ink   **O**vershoot

OT

Overshoot
[oh-ver-shoot]

- **T**he height increase of a rounded letter over a flat letter

Using typographical terms as influence, each area within the scheme interprets one keyword and translates it into architectural details, defining each space and highlighting the task within.

The first of these terms is ' **O**vershoot '. **T**he term describes the height increase some letters have over others so that when placed together in a word, they sit comfortably next to one another, giving the illusion of being the same height.

Within the scheme, this term is translated into a large, charred oak clad structure. **T**he use of black references our first interpretations of

typography as big and bold black shapes on a crisp white page. **A**lthough initially intimidating, closer inspection of the structure makes clear the textures and hidden details, like the use of brass on all door/cupboard handles.

Inside the first of four singular tasks is introduced to the user. **T**he scheme aims to make the process of creating a complete word less daunting, so on the wall to the right, the word of the day is spelt out. **N**ext to this, the components for each letter within that word are drawn out. **T**his abstraction of the word forces the user to look for shapes, rather than complete letters.

Overshoot - **1:50** Model of entrance

Overshoot - **1:50** Model - From above - **S**pace between the existing **P**arlour and **O**vershoot

Overshoot - **1:50** Model - **S**ide view - **D**etail of space between the existing **P**arlour and **O**vershoot

Overshoot - **1:50** Model of entrance

Material Board

Multiwall Polycarbonate - **O**pal

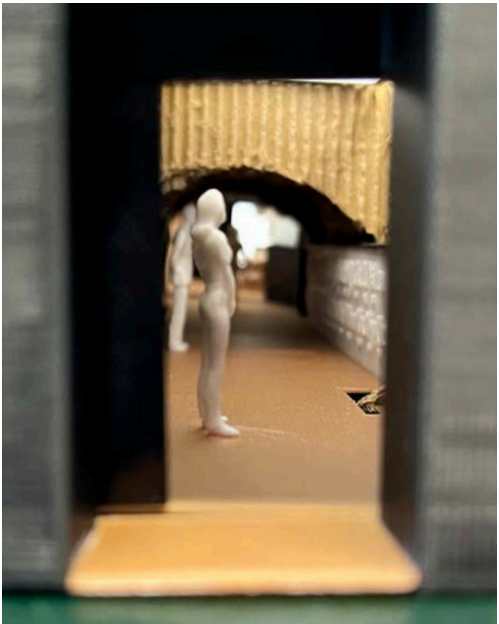Exterior Solutions - **S**hou **S**ugi Ban - **C**harred English **O**ak

Brass Detail

Solid Oak Flooring

Blackboard Paint

Overshoot - **M**aterial **B**oard

Overshoot - **E**ntrance

Overshoot - **1:50** Model - **W**all on right used to display the word users will reproduce

g
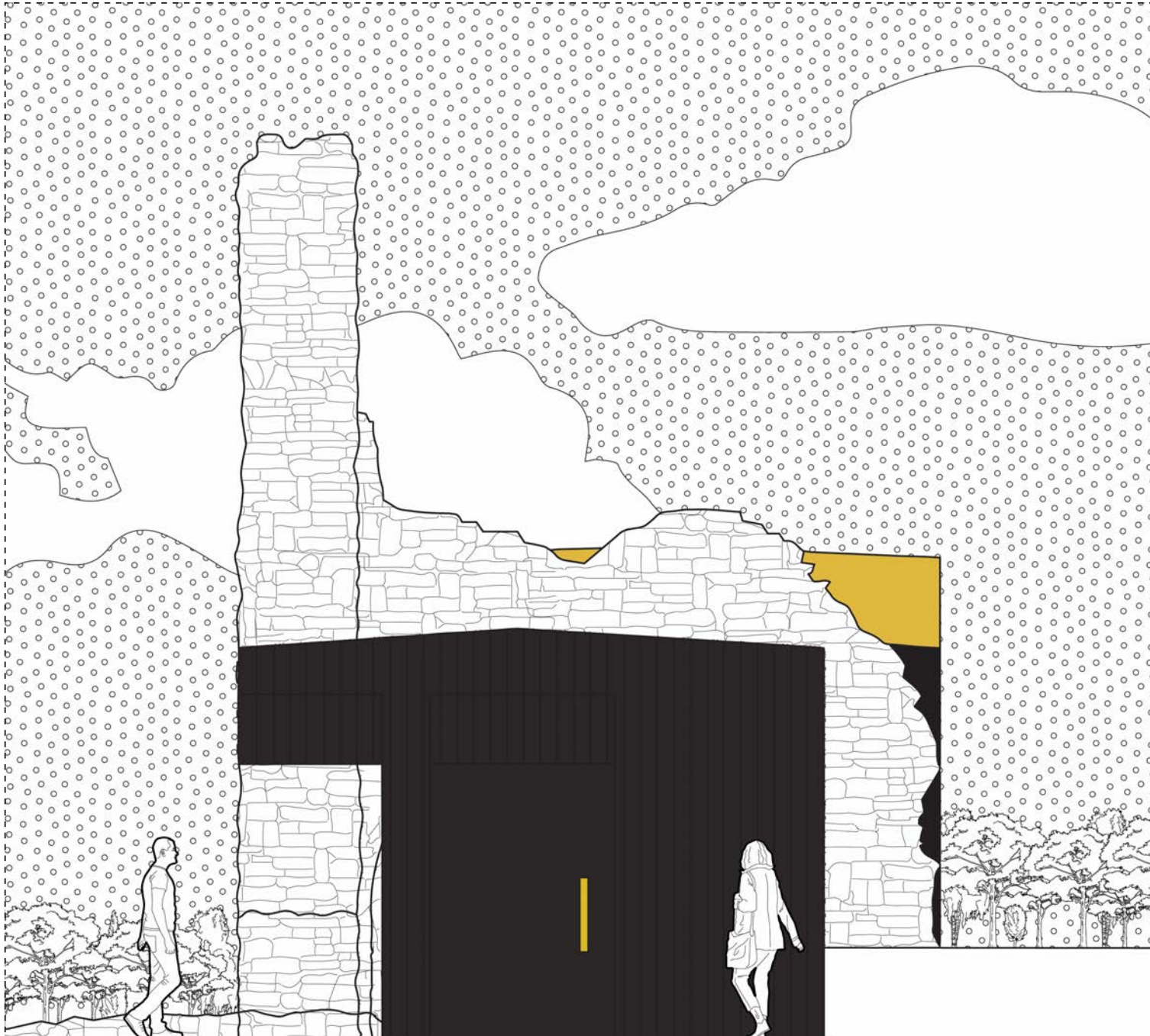
Link
[lingk]

- The stroke that connects the top and bottom parts of a two-storey lower case ' g '

Link refers to the connection between two parts of an individual letter and within the scheme, this term is almost literally represented in the location and details of this area.

Here is where the main task is situated, coming in the form of a long wall with the letter forms attached to it in alphabetical order. Although the way the tasks are presented may seem advanced for those who struggle to read and write, they are specially designed so that the users learn through interaction and repetition. By repeatedly approaching this 'Alphabet Wall', users begin to understand the

layout of the letters and their position in the alphabet.

The letters placed onto the wall are removable forms that are used for the relief printing process which happens in the next space. Each letter is split into more manageable shapes that can be used to print the letter they belong to, create interesting backdrops for another letter or even used to make the letters themselves more decorative and unique. It is entirely up to the user as they have complete control over how they present their chosen letter.
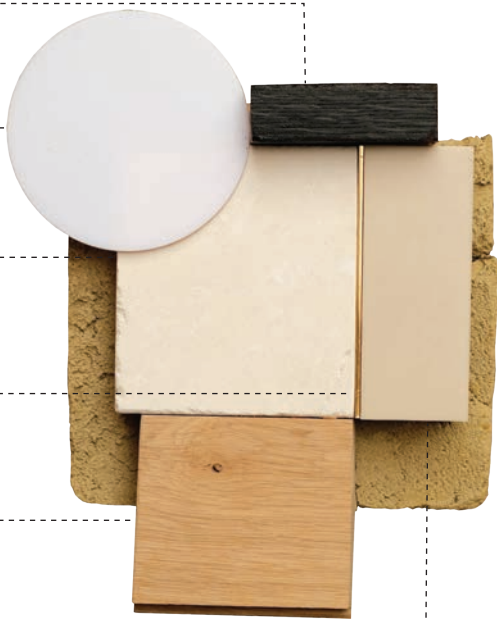
Exterior Solutions - Shou Sugi Ban - Charred English Oak

Sunlu PLA White

Antalya Cream Limestone - Tumbled

Brass Detail

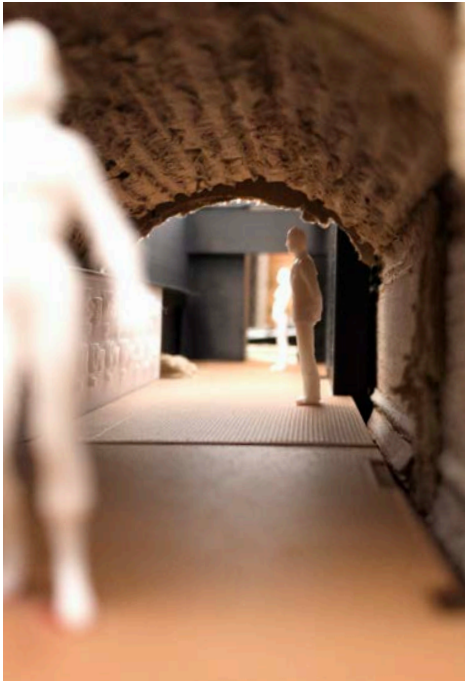Solid Oak Flooring

Softcut Printing Block
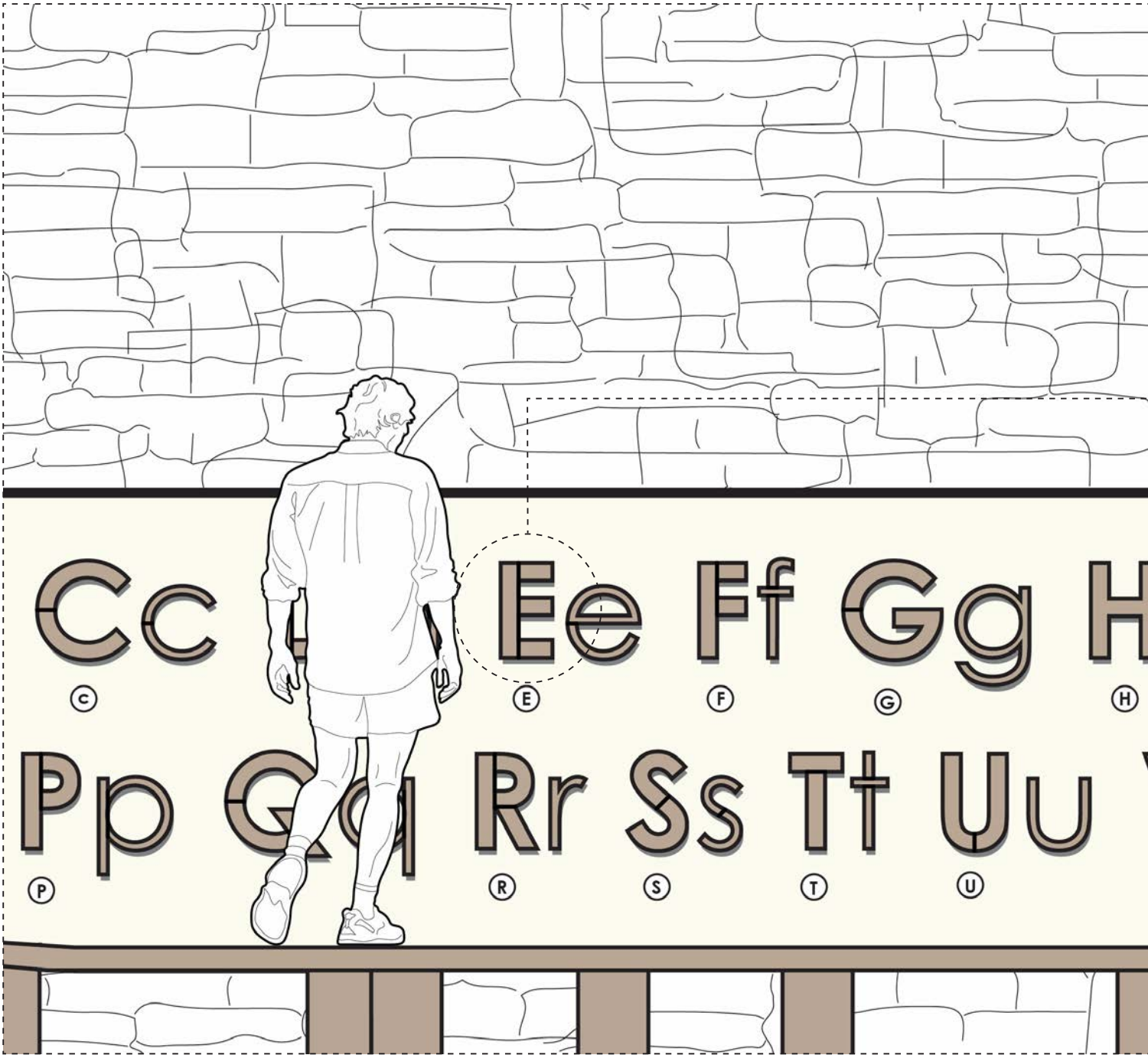
Link - Material Board
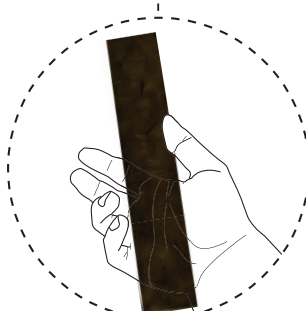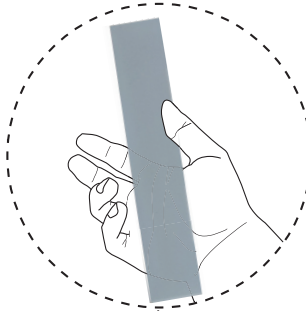
Link - 1:50 Model - Entering into Link area

Link - 1:50 Model - Looking back into Link area

Link - 1:50 Model - Alphabet Wall

Link - Alphabet wall with Letter Forms and Phonic Buttons

Palimpsest
[pal-imp-sest]

- Something reused or altered but still bearing traces of its earlier form

The surface material of the letter forms themselves is a light coloured softcut lino. This material starts as an off-white colour, almost cream, but after one use the surface is stained, completely altering how it is presented to the next user. These traces of previous users reference both the ageing of the Parlour, with its existing Limestone wall now covered in etchings from visitors, but also creates a sense of community. The space is a way for individuals to connect and communicate with one another.

g

Loop
[loop]

- The bottom portion of a lower case 'g'

Loop - 1:50 Model - Exterior

Loop - 1:50 Model - Interior

Loop - 1:50 Mode - Interior workspace

Loop - 1:50 Model - Interior workspaces

This area is the section where the crafting and printing of the letters take place. The reference to 'Loop' comes through in the circulation of the space, which revolves around a central workspace, specially designed for the scheme and made from oak with brass inlay.

The use of one central work area promotes the idea of community within the scheme. Users work side-by-side to create not only their own, individual letter forms, but also to offer support and creative ideas to one another whilst printing. It creates an environment dedicated to encouraging and assisting each other through the process and working together to achieve the goal of spelling out an entire word.

The space also offers plenty of storage for equipment and materials used for the printing process, as well as large drying racks for the work to dry on.

Multiwall Polycarbonate - Opal

Multiwall Polycarbonate - Clear

Exterior Solutions - Shou Sugi Ban - Charred English Oak

Gooding Aluminium - Black Aluminium Frame

Brass Detail

Solid Oak Flooring

Solid Oak Furniture

Crown Paint - Canvas White

Loop - Material Board

Loop - Users crafting Letter Forms together

ggg
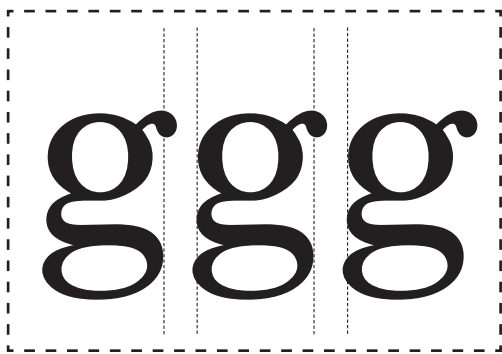
Tracking
[trak-ing]

- The spacing between letters evenly across the whole word

The last space in the scheme is dedicated solely to the display of the work produced. A specially designed track system holds each letter in place, with the users defining the space between each letter themselves. Brass inlays highlight this system with the frames that contain the final printed letters also being a gold colour. The use of gold references the Capital Letters' produced by the Choir Monks in 'Illuminated Manuscripts'. The characteristics of these highly decorated letters included the addition of gold. Details within the space and the exterior cladding utilise this colour, drawing attention to works produced by the users.
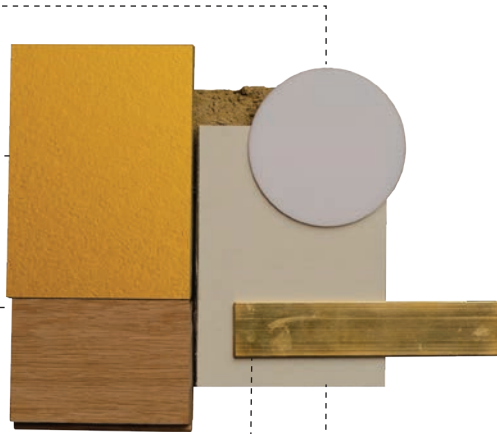
The Parlour was once a space of conversation, of voices and sound. To bring this back into the site, Phonics Buttons have been created which play recordings of the phonetic sound for each letter in the alphabet. Learning to read and write is not a purely visual task and needs to be supported with the correct pronunciations of words. These buttons also sit within a track system so they can be placed directly under the printed letter they represent.

Sunlu PLA White

Rockpanel Metals - Yellow Gold

Solid Oak Flooring

Brass Detail

Crown Paint - Canvas White

Tracking - Material Board
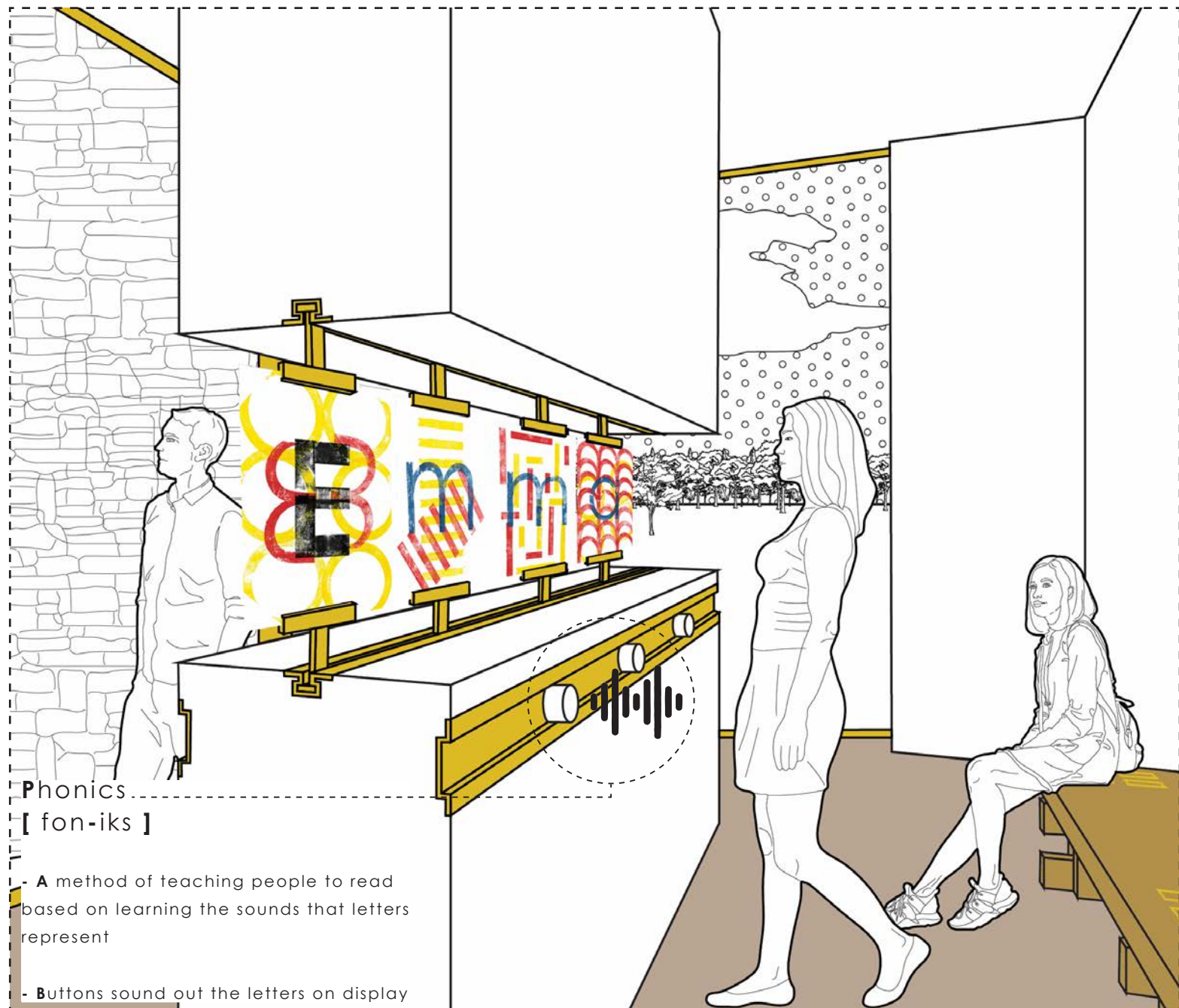

Tracking - 1:20 Section Model - Gold contrasts with Ruin

Tracking - 1:20 Model - Detail of bench with brass inlay

Tracking - 1:20 Model - Detail of track system for Phonic Buttons

Tracking - 1:20 Model - Detail of track system

Phonics
[fon-iks]

- A method of teaching people to read based on learning the sounds that letters represent

- Buttons sound out the letters on display

Tracking - Work on display

Emma, 22
Graphic Designer
Dyslexic

Experimental print work using specially cut Letter Forms.