

BRIEF

I imagined this project as a symbolic monument that captures the unique context and values of the town and the host building - the building is located in a prominent position in the town centre and harbour area. The project is seen as a 'fifie' docked in the harbour where the history and memory of the town is presented and embraced by locals and visitors alike.



The aim of this project is to regenerate the heritage of Fraserburgh. The project 'THE BROCH' (a nickname for Fraserburgh, derived from the old Scolsh word for 'fortress') will be reinvented as a multi functional centre for cultural activities and workspaces, which will primarily be used to support local economic development and cultural exchange. Fraserburgh, as a harbour town, will benefit from investments related to the fishing industry theme.

Fraserburgh, once a major industrial and herring boom town in the North East, has a rich fishery historical heritage and culture. Fraserburgh's rich history is inextricably linked to its maritime location and the opportunities this has offered over many centuries. The town's fortunes have risen and fallen in relation to harbour trade, fishing, military use as well as the Fraser family fortunes and their efforts to outdo rival towns such as Peterhead and even Aberdeen. Fraserburgh was declared by one contemporary commentator to be 'the chief seat of the herring fishing industry in Scotland'. The scale was vast, peaking around 1907. To this day, Fraserburgh remains one of the most prosperous ports in the north east of Scotland and it is also a major port for white and pelagic fish. Memories of involvement in the fishing industry still run deep in the town which giving the project great potential to further celebrate and transmit local fishing heritage.

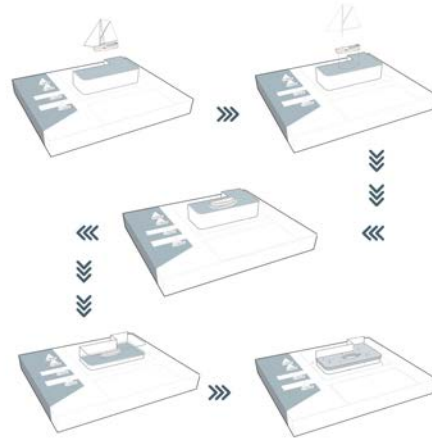
Development of main space



The project is seen as a boat docked in the harbour, bringing the benefits of sustainable fishing to local people and evoking the memory of the fishing past.

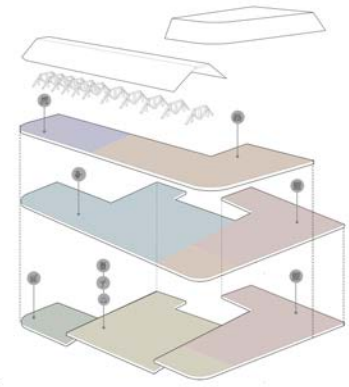
As a source of inspiration, I took the shape of a Fife and designed a bar and mezzanine lounge area.

The Fife is a design of sailing boat developed on the east coast of Scotland. It was a traditional fishing boat used by Scottish fishermen from the 1850s until well into the 20th century. They had a significant impact on Inverburgh during the herring boom.



CONCEPT - A DOCKED BOAT

<p>Local Fisherman</p>	<p>"The shower room, kitchen and lounge and other facilities in the harbour location would be very useful and convenient for us."</p> <p>"I know a bit about sustainable fisheries, but not much about innovative fishing gear. I am not sure if using these innovative technologies for fishing gear will affect my profitability. But I am willing to learn more about how to choose and use them."</p> <p>- MARK (fishing for 37 years)</p>	
<p>GITAG</p>	<p>"We are seeking to build on the body of work around gear selectivity, catch and discards reducing devices by develop and trial innovative fishing gear."</p> <p>"We need a space where we can disseminate project-related knowledge throughout the industry to act as a link between active fishermen, industry and public institutions, fishing gear technologists and science."</p> <p>- GITAG (The Gear Innovation and Technology Advisory Group)</p>	
<p>Local Residents</p>	<p>"Location is key, hands on exhibits, tours of the centre, audio and visual representation. A restaurant or cafe would be appreciated by the public."</p> <p>"Should be accessible to all and provide as much variety/ education as possible to all ages."</p> <p>"Learning about fishing history, and also show that fishing is not environmentally damaging"</p> <p>- LOCAL RESIDENTS</p>	
<p>Visitors</p>	<p>"My knowledge of the fishing industry is very limited. The most attractive thing for me was the fresh seafood dishes."</p> <p>"I wouldn't mind learning more about the history of the local fishing industry, it would be very interesting."</p> <p>- POTENTIAL VISITORS</p>	



9AM - 5PM

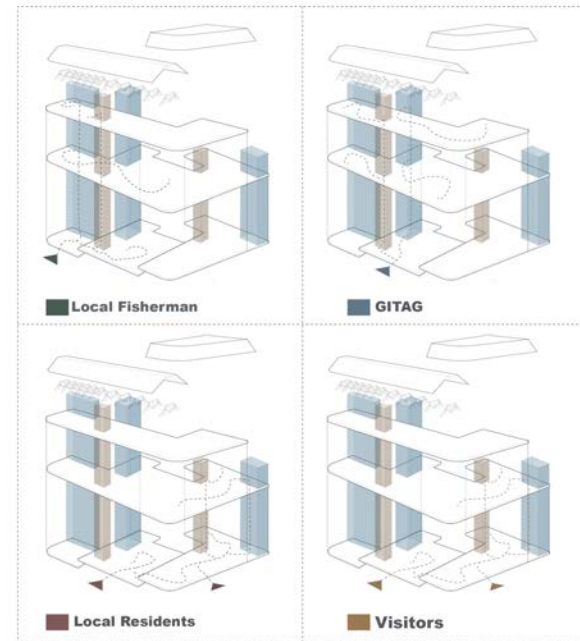
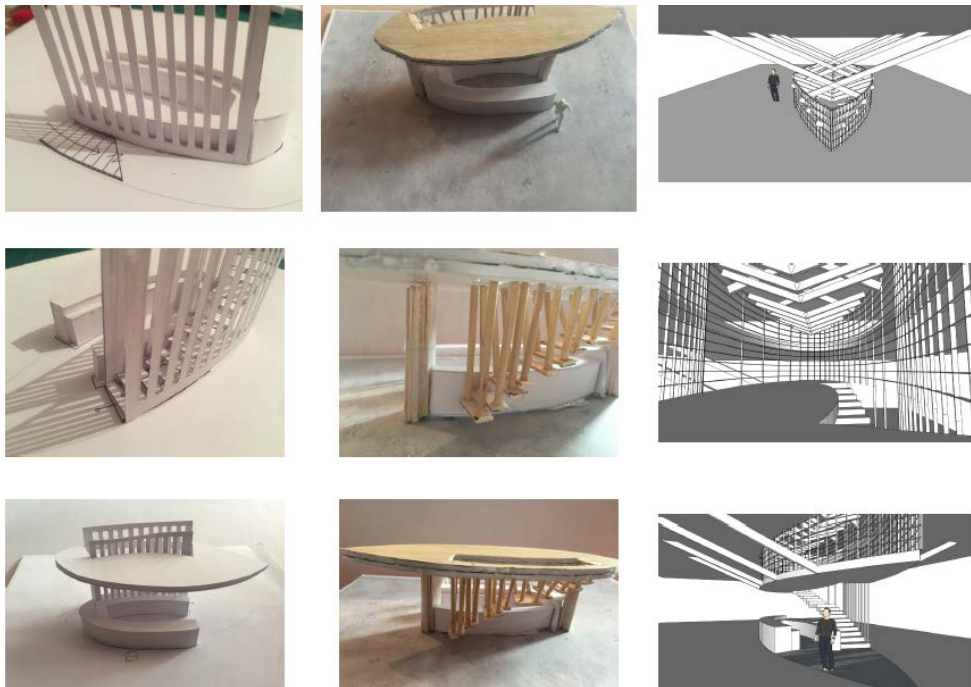
- Fish & Chips (off-site)
- Cafe
- Fishermen's lounge (kitchen, shower room, etc.)
- Innovative fishing gear making and display
- Office area
- Exhibition space (near bar)
- Innovative fishing gear advisory rooms

5PM - 11PM

- Fish & Chips (off-site)
- Bar
- Fishermen's lounge (kitchen, shower room, etc.)

11PM-9AM

- Fishermen's lounge (kitchen, shower room, etc.)



Staircase
Elevators

