

# WORDS ON TAP

## Initial Research

This project draws on the shared ethos of punk and BrewDog: challenging convention, championing individuality, and creating space for self-expression. Through a collage-led process of layering cultural references, visual research, and brand analysis, connections emerged between punk's role in amplifying underrepresented voices and BrewDog's disruptive identity. These findings became the conceptual foundation for an experimental spatial proposal centred on creativity, participation, and alternative forms of expression.

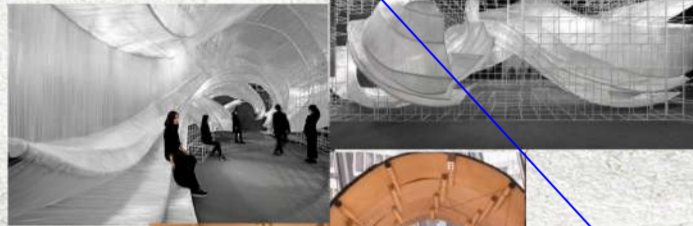
### Form

An experimental pavilion made from repeating curved steel frames and woven transparent layers.

### Functions

Seating, entrances, and enclosures within one continuous structure.

Pone Architecture  
TRANSPARENT SHELL



ROLLED TABLE  
Pro-Form Architects

### Form

The rolled table merges sculpture and furniture, so it's both visually striking and functional.

### Guiding

The curved plywood naturally guides people around and toward it.

### Influence

Informed a workshop-to-performance journey, creating a supportive pathway for emerging creatives.

ROUNDHOUSE



YOUNG IDENTITY



### Influence

Its workshops, poetry slams, and community events inspired spaces that encourage participation over passive consumption.

61% global customers want brands to make them feel intense emotions (WGSN).

WGSN  
FUTURE CONSUMER



THE ENERGISERS

### The Energisers

Reject productivity as the primary measure of success, prioritising joy, imagination and emotional wellbeing instead.

### Value

Collective effervescence - shared joy and energy experienced together.

### Intentional Interaction

The event was designed specifically to get people talking "without telling them to" - using the activity as a catalyst for offline communication.



WORD PLAY



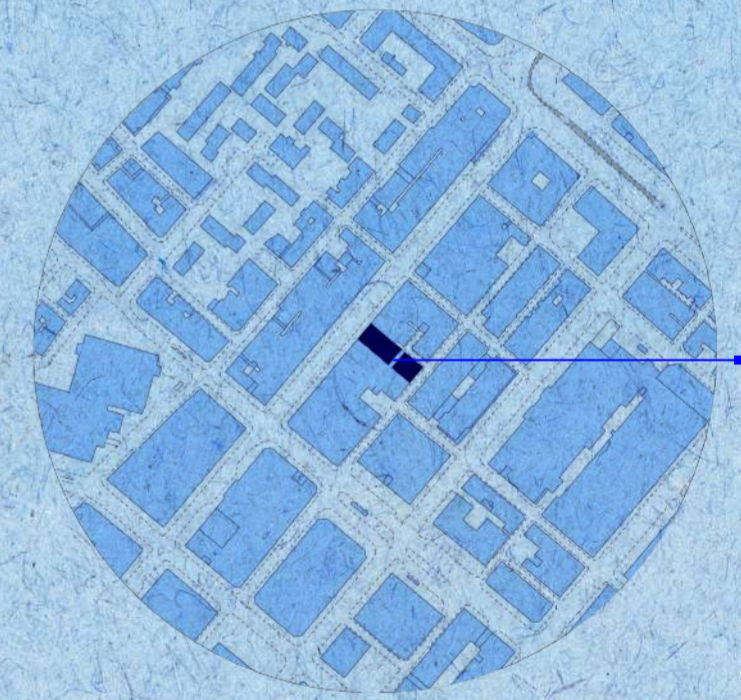
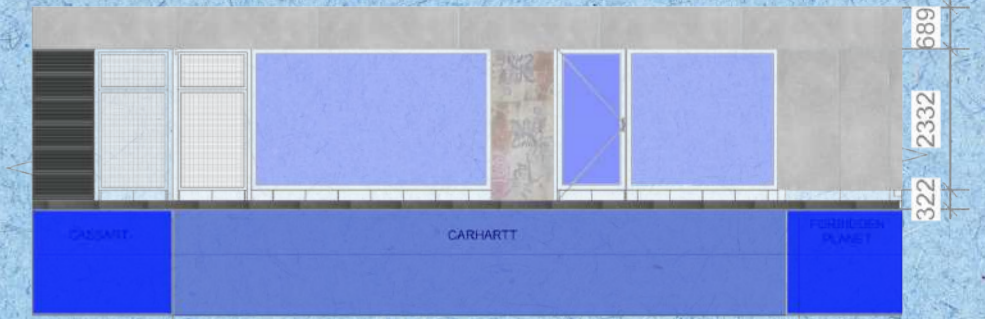
LIONS' DEN

### Open Mic

primary research into audience engagement, showing how relaxed audience structures support emerging performer confidence.



Site: 59-61 Oldham Street, M1 1JR



Carhartt  
WIP  
59-61  
Oldham  
Street



This project responds to a brief to reimagine BrewDog beyond its traditional hospitality offer. Located at 59-61 Oldham Street, Manchester, the proposal combines cultural research, site context, and future consumer insights to explore alternative approaches to brand experience and participation. The result is an immersive pop-up experience that explores new ways of engaging with the brand.

# Concept Board

Inspired by the rebellious spirit of punk, this project creates a platform for emerging voices to challenge traditional cultural spaces through creativity and self-expression. A cut-and-paste design process, influenced by the graphic language of punk zines and posters, helped shape the project's visual communication and experimental development. Words on Tap encourages audiences to engage with language in playful and accessible ways, celebrating creativity, participation, and shared experience.



UNFILTERED

FLOW

AMPLIFY

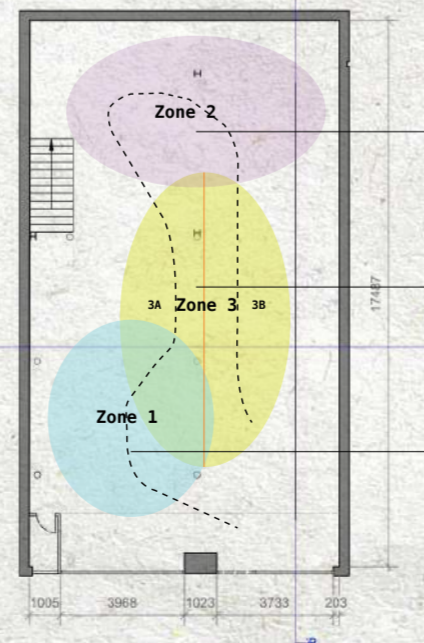
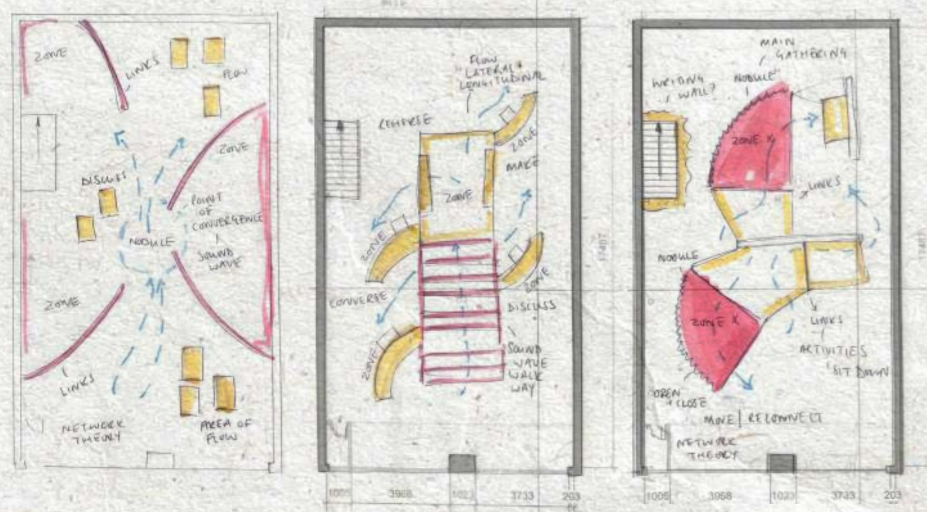
COLLECTIVE

**VOICE AS ENERGY** – something raw, physical and public rather than controlled or refined.

**AIM** – to turn words into live, shared experiences.

Built to be heard...

## Schematic Bubble Zoning

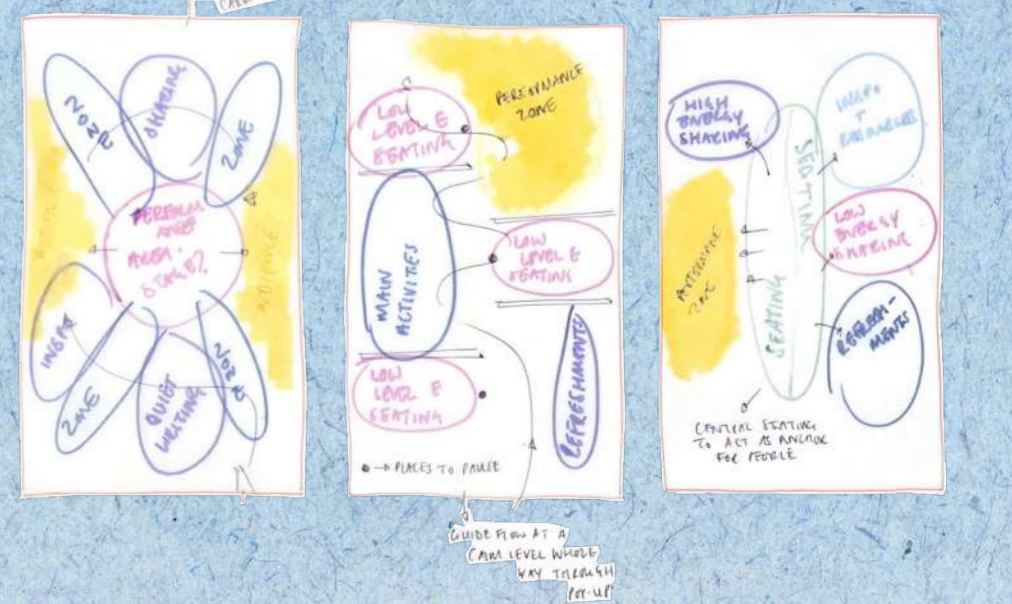
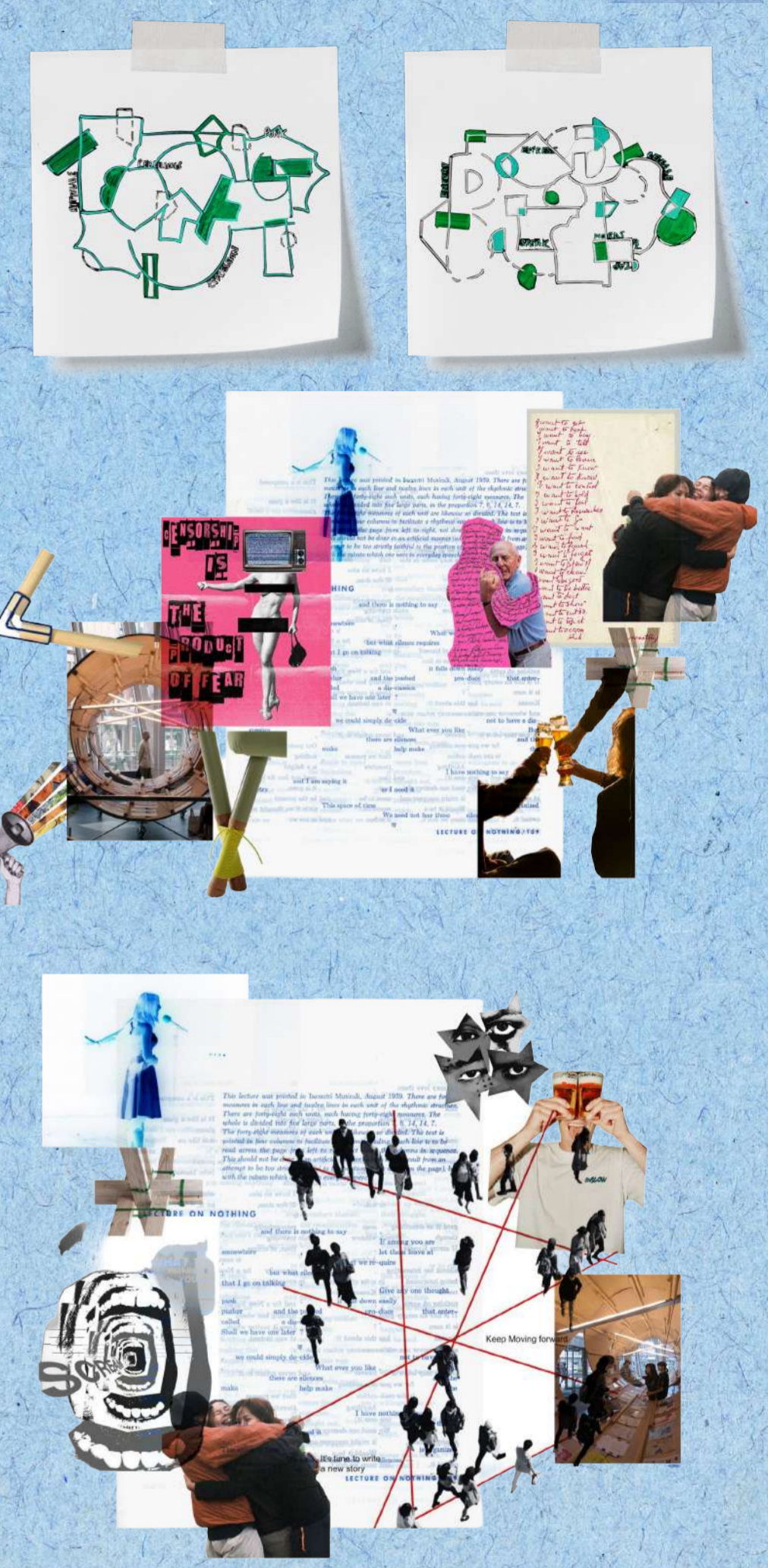


- Day / Night Sharing  
Low pressure Sharing  
Performance
- Collaborative  
Creativity
- Quiet Engagement

- |  |  |
|--|--|
| <b>Zone 1</b> <ul style="list-style-type: none"> <li>Prompt based writing / private writing</li> <li>Reading</li> <li>Headphone audio stations – poetry</li> </ul> | <b>Zone 4</b> <ul style="list-style-type: none"> <li>Open mic sessions</li> <li>Slam poetry</li> <li>Featured speakers</li> <li>Live storytelling</li> <li>Scheduled timings</li> </ul>                        |
| <b>Zone 2</b> <ul style="list-style-type: none"> <li>Day = low pressure sharing</li> <li>Night = Performance</li> </ul>  | <b>Zone 2 - DAY</b> <ul style="list-style-type: none"> <li>Small group sharing</li> <li>Informal discussion – prompts</li> <li>Leave line, take line</li> <li>Feedback exchange</li> <li>Pin boards</li> </ul> |
| <b>Zone 3A</b> <ul style="list-style-type: none"> <li>Cut up poetry</li> <li>Writing walls</li> </ul>  | <b>Zone 3B</b> <ul style="list-style-type: none"> <li>Writing walls</li> <li>Zine making + display</li> </ul>  |
|  | <b>Zone 2 - NIGHT</b> <ul style="list-style-type: none"> <li>Open mic sessions</li> <li>Slam poetry</li> <li>Featured speakers</li> <li>Live storytelling</li> <li>Scheduled timings</li> </ul>                |

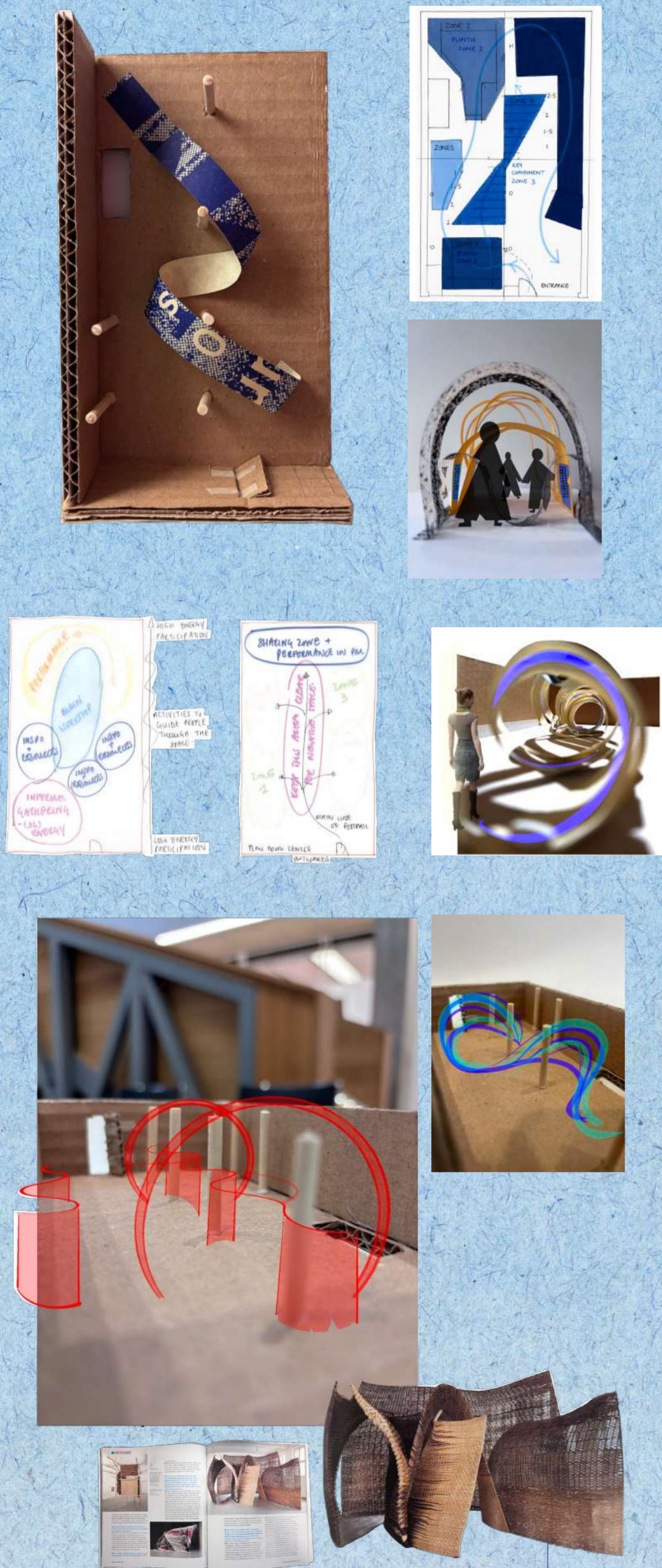
## Exploration

WORDS ON TAP

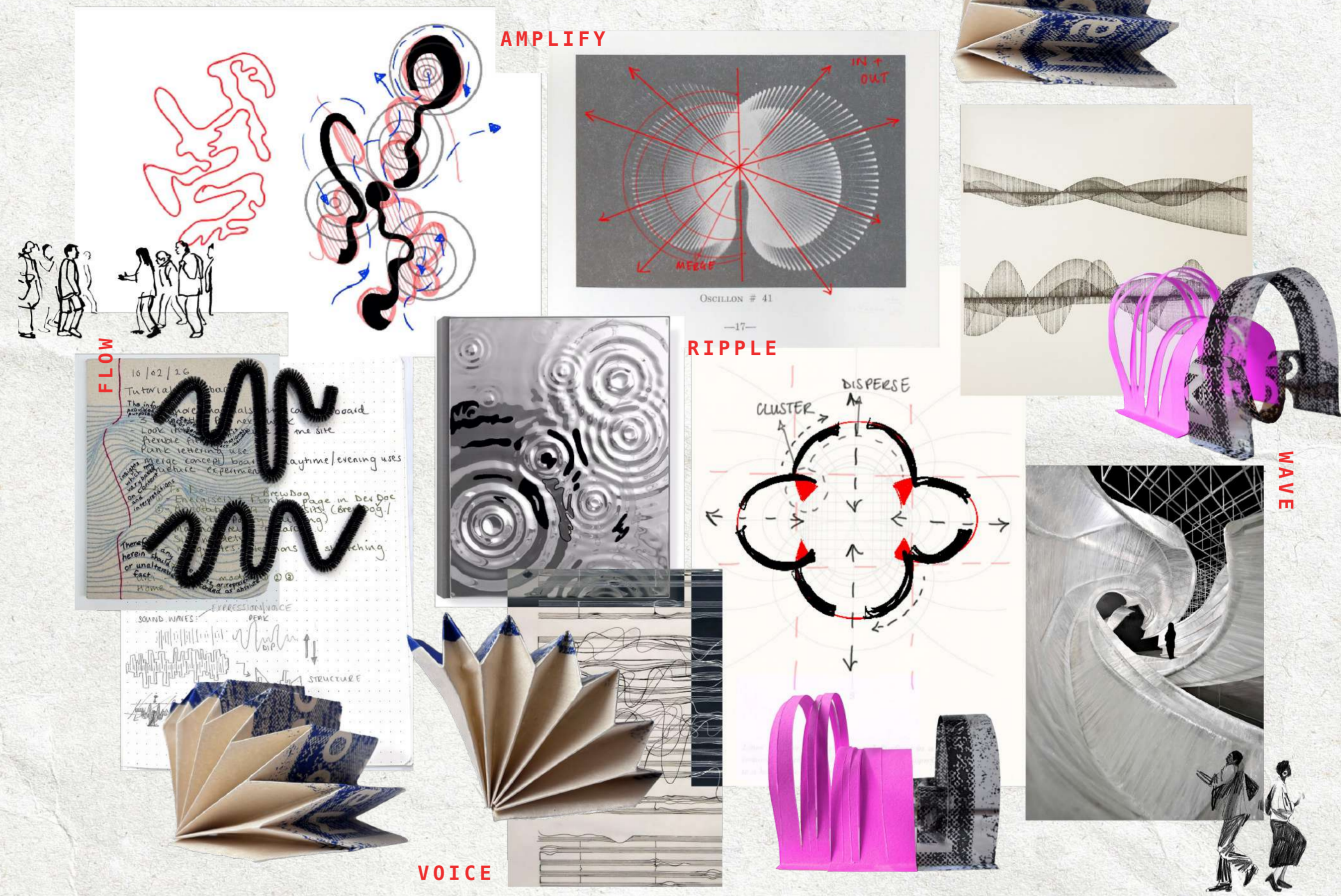


# 2D & 3D Process

By studying ripple imagery, I explored how sound radiates through space and connects people. Alternating between sketching, model-making, and digital research allowed ideas to be tested and refined across multiple mediums. Layering these techniques created a fluid and iterative design process, informing the rhythmic, wave-like maquettes that translate spoken word into physical space.

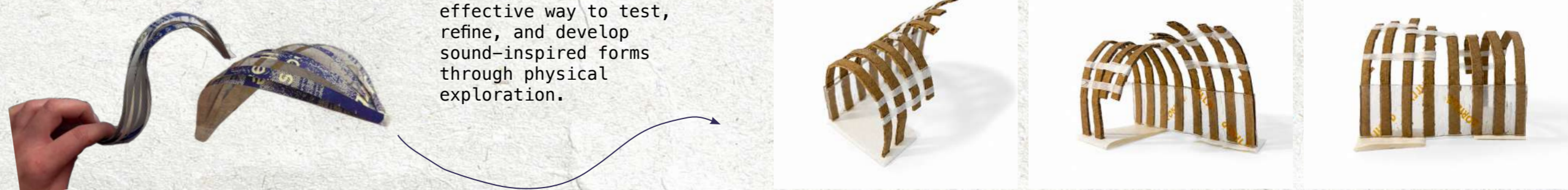


Olaf Holzappel

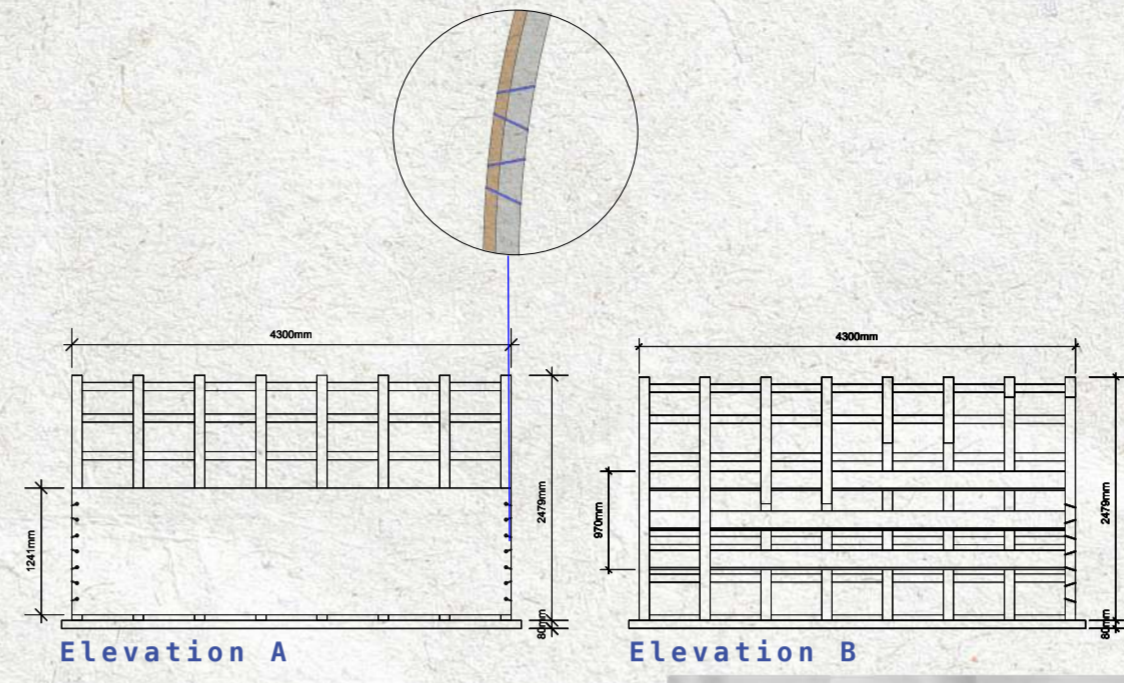
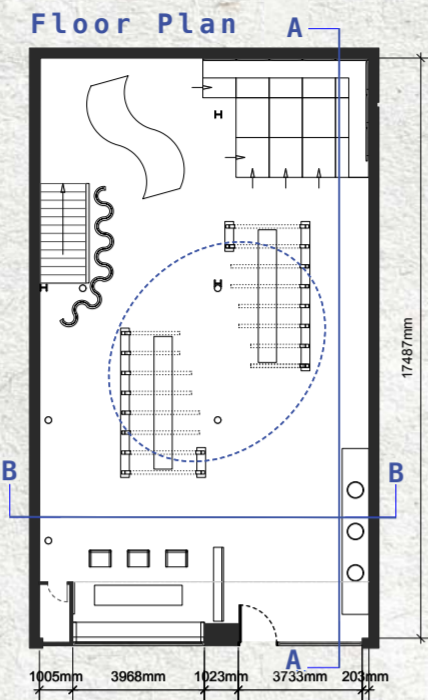
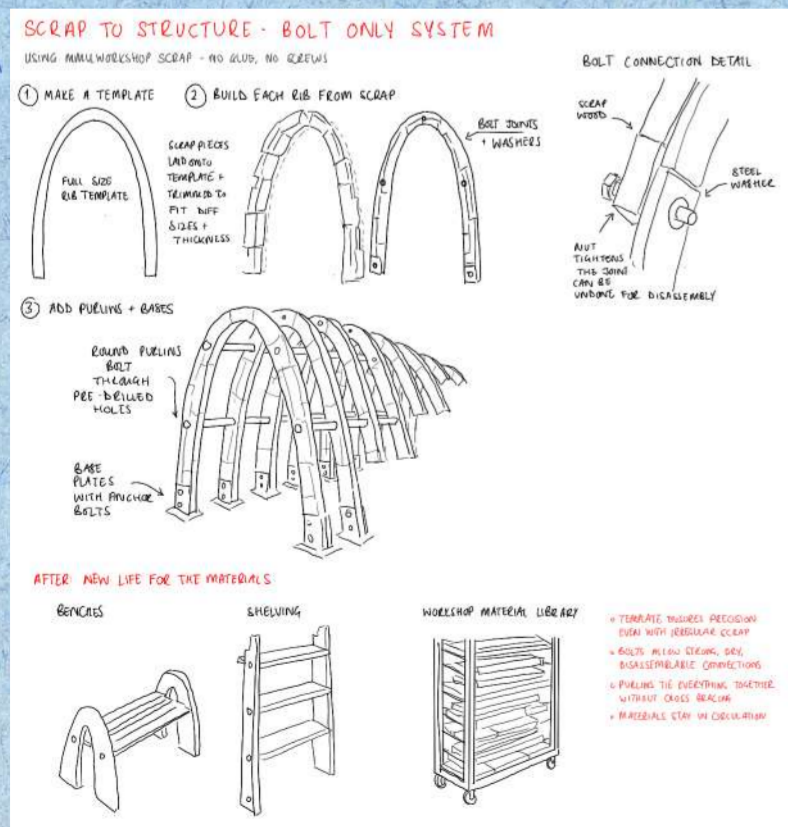
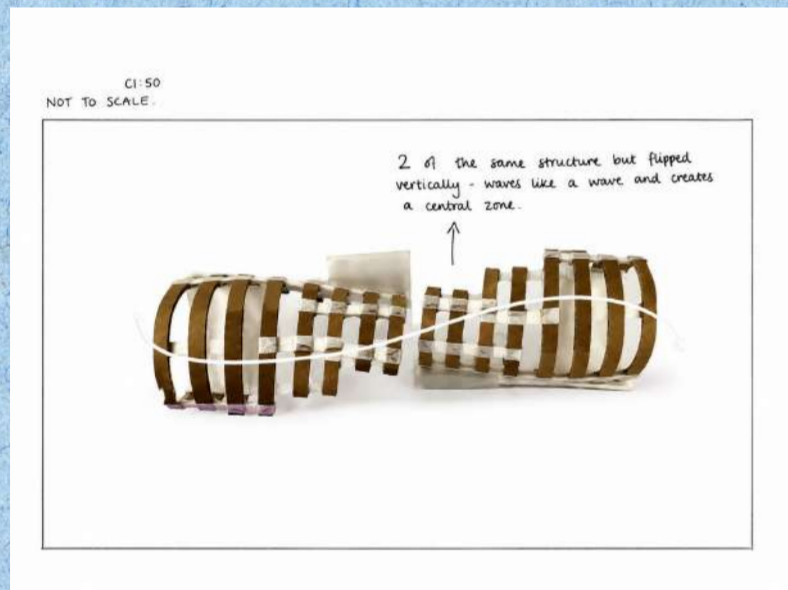
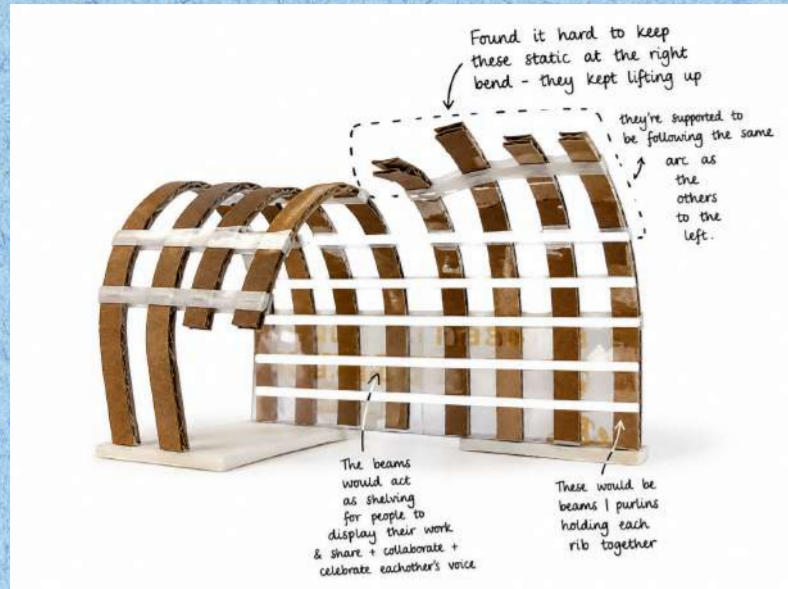


**SOUND** - Translating the movement of sound into physical form and spatial experience.

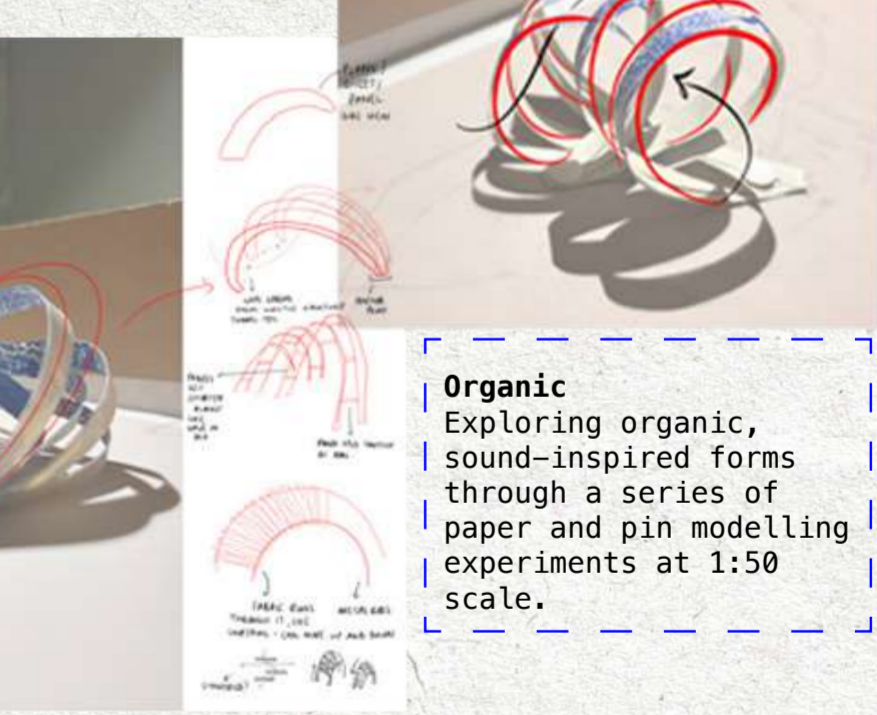
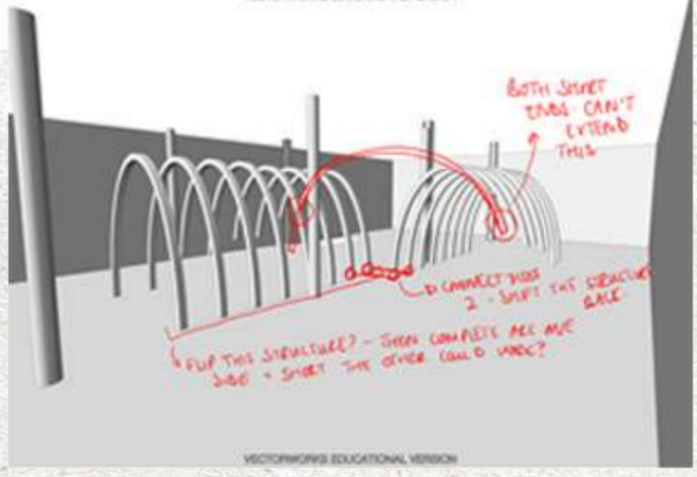
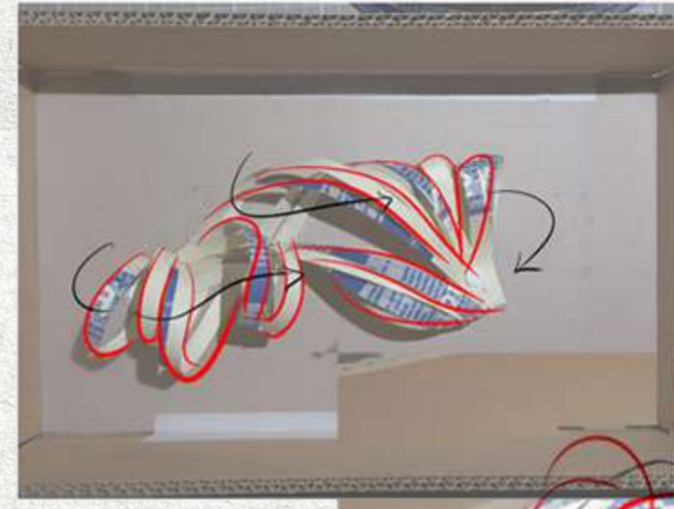
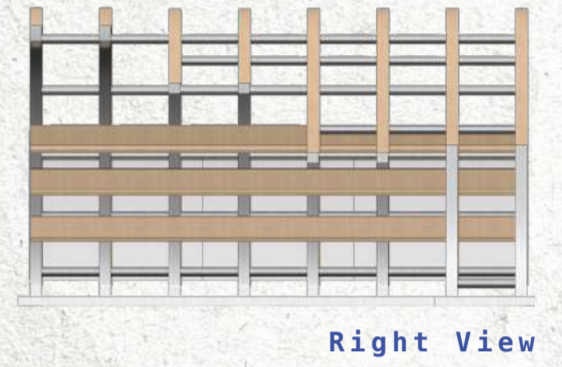
Paper maquettes provided a quick and effective way to test, refine, and develop sound-inspired forms through physical exploration.



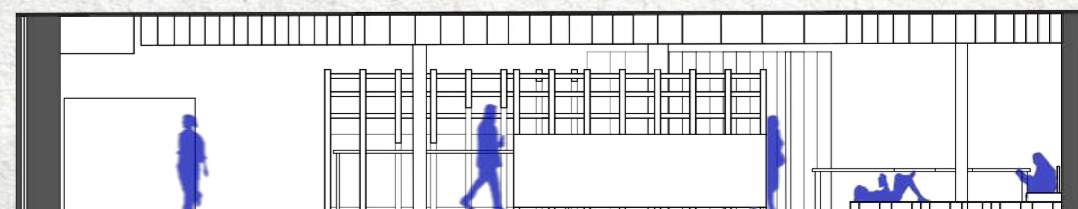
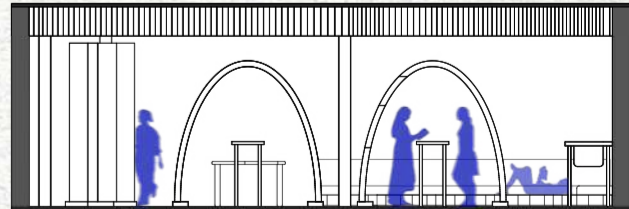
# Key Component Detail Process

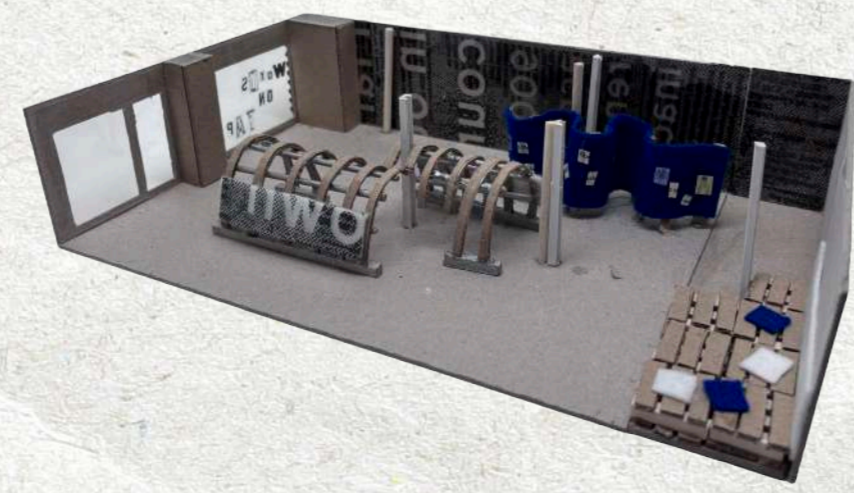
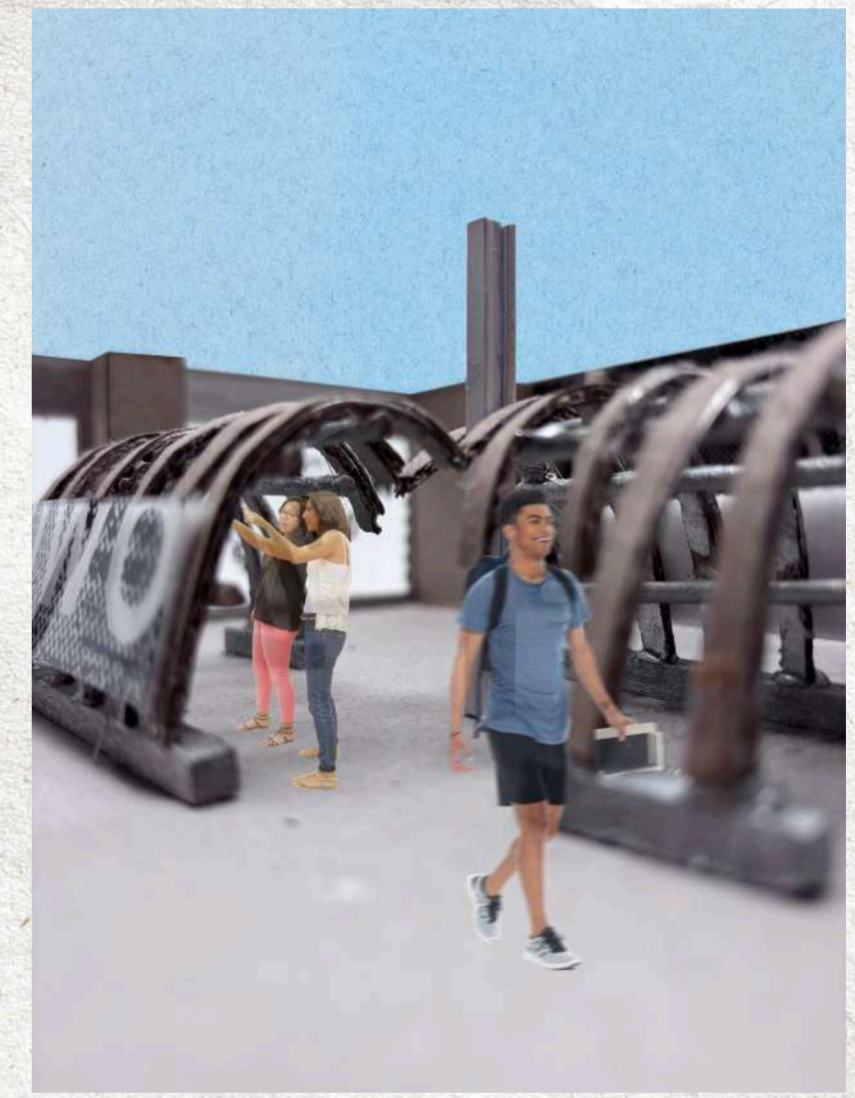
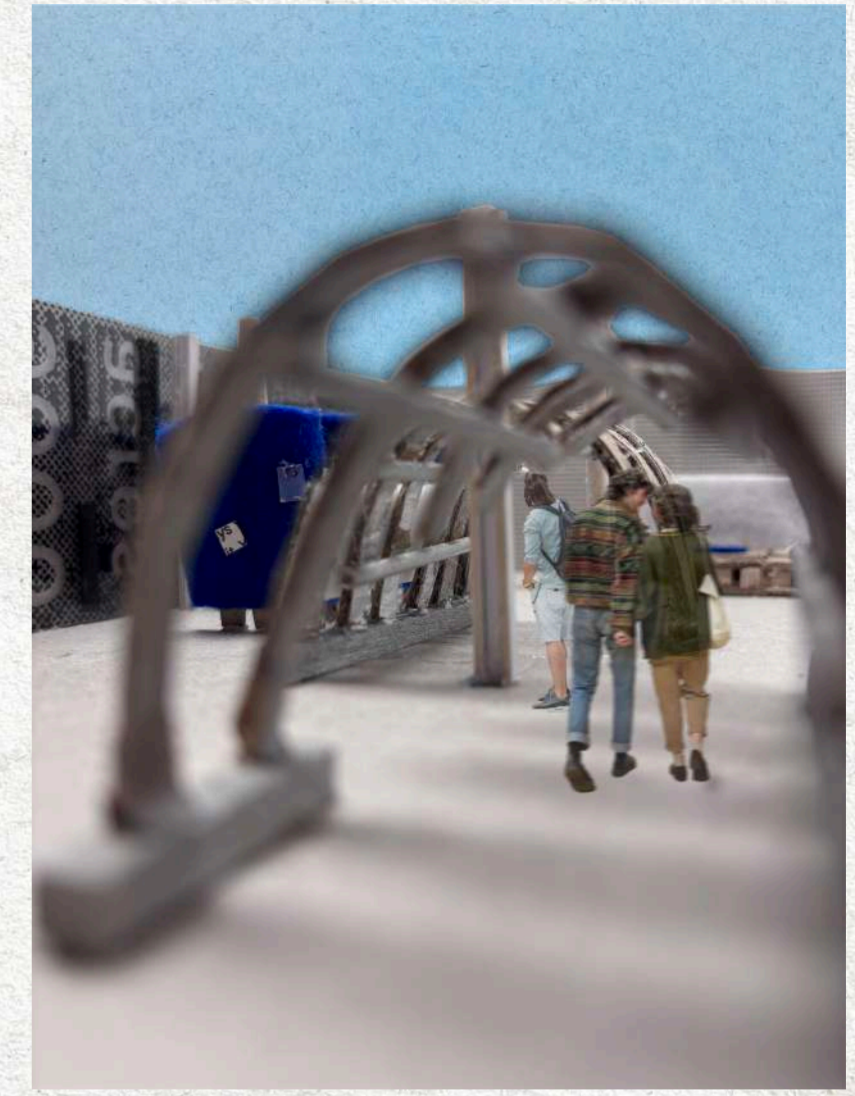


**Maquettes**  
Exploring geometric forms through maquette testing, inspired by the landscape-responsive structures of Interpretive Stations, Baja California, Mexico.



**Organic**  
Exploring organic, sound-inspired forms through a series of paper and pin modelling experiments at 1:50 scale.





These visuals illustrate the proposed pop-up space, with a particular focus on the key component that acts as the primary structural element within the design. Layered collage overlays and colour were used to communicate the energy, movement, and atmosphere of the space. The central structure successfully anchors the scheme, while a waveform-inspired pinboard provides an interactive platform for sharing poetry, writing, and creative expression.