

NARRATIVE

The Showroom, Sheffield is an independent venue, located closely to the Sheffield Railway Station and Sheffield Hallam University. The Showroom plays a significant role within Sheffield as both a cultural venue and social gathering space, functioning as a hub offering regular hosted events such as festivals and live events.

This project responds to a client brief to reimagine The Showroom as a destination cinema, bar and event space and to attract a new audience to ensure its future sustainability.



SITE HISTORY

Showroom Cinema is a leading independent cinema within the United Kingdom, situated in the heart of Sheffield. Opening in 1936, the building was opened to Kennings car Showroom, directly opposite the Sheffield train station, connecting with the cities largest industry of steel and silver. In 1961, an extension was added but by 1970 the garage closed. By 1983, Sheffield Council acquired the Art Deco Landmark, rescued from demolition, by Sheffield Media & Exhibition Centre J80 and began the Showroom Project, launched by Sir Richard Attenborough 1980. By 2000s, The Showroom was voted favourite independent cinema by Guardian readers and in 2004, the welcoming of the Showmotion Festival in the late 90s created opportunity for the Children's Media Conference, that focused on the future of children's media influencing connection and community from international delegates. The latest updates in 2025, marked 90 years of Showroom Cinema and showcased special screenings and live performances.

ART DECO DESIGN - EVOLUTION



EGYPTIANS 3000 BC

Tutankhamun's Tomb influenced the design direction of Art Deco, through the proliferation of Egyptian culture and imagery such as the lotus flowers, scarabs, hieroglyphics, pylons and pyramids, leaving a mark of the styles visual language.

Art Deco is a traditional craftsmanship movement that was sourced from the forerunner, Art Nouveau, a style that fell out of fashion before the First World War (1914 - 1918). The style had visual language of foliage, flowers which was expressed through naturalistic fabrics and designs. The designs were often shown in geometric variants which later became a "modern" form linking to the Art Deco decorative style.

ART NOUVEAU 1800 - 1918

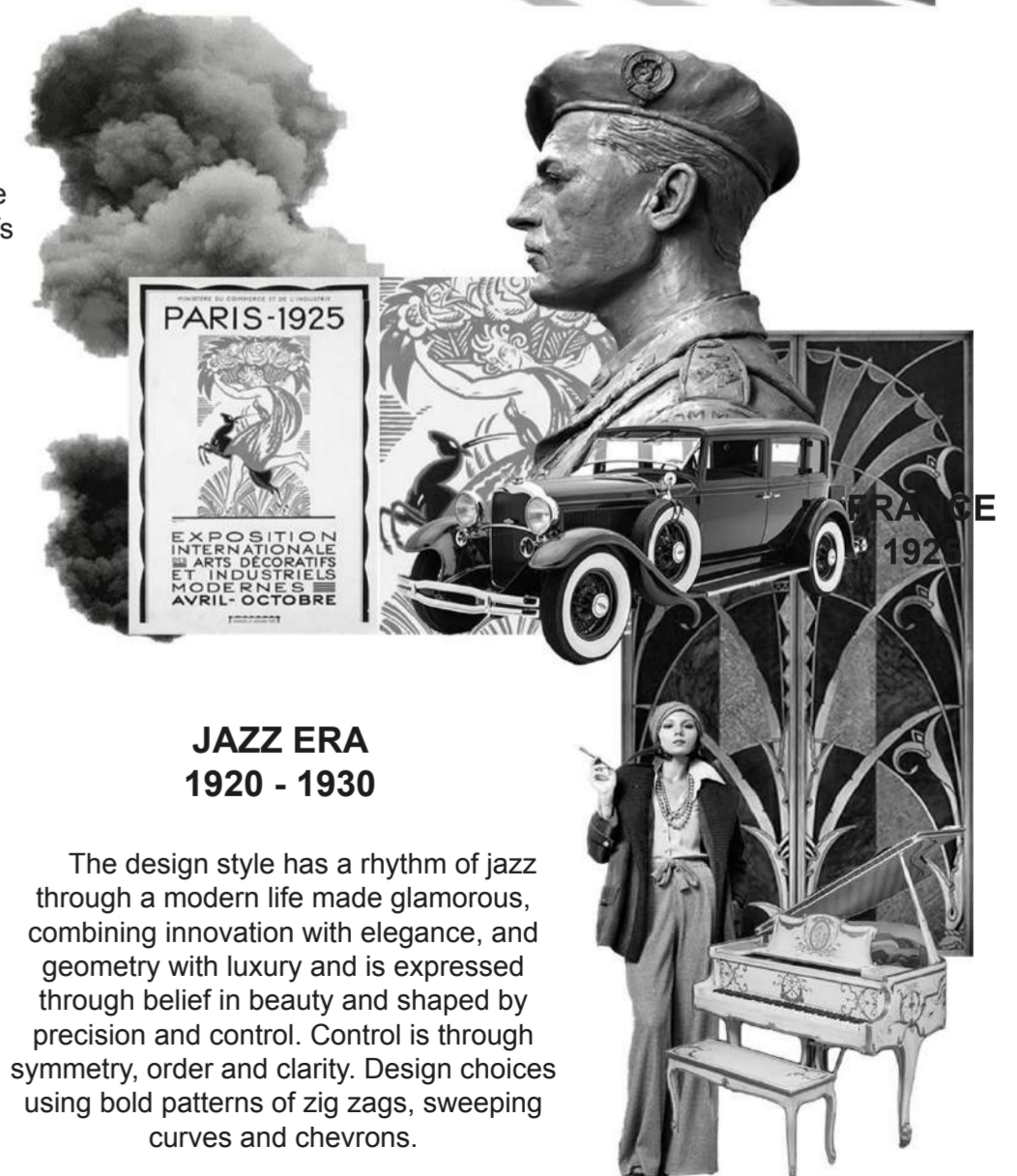


ART DECO 1920's

Materiality was sourced through archaeological discoveries in the early 1920's which fascinated in Africa and Mesoamerica. Many other modern expressions were shown through polished metals for "luxury and sophistication". Silver, brass and gold with added curves and elegance were used by many designers of the 1920's Art Deco Movement.



Art Deco takes its name in France (Arts Decoratifs et Industriels Modernes) held in Paris in 1925. It was a 1920's and 30's design movement that came from the industrial revolution of craftsmanship.



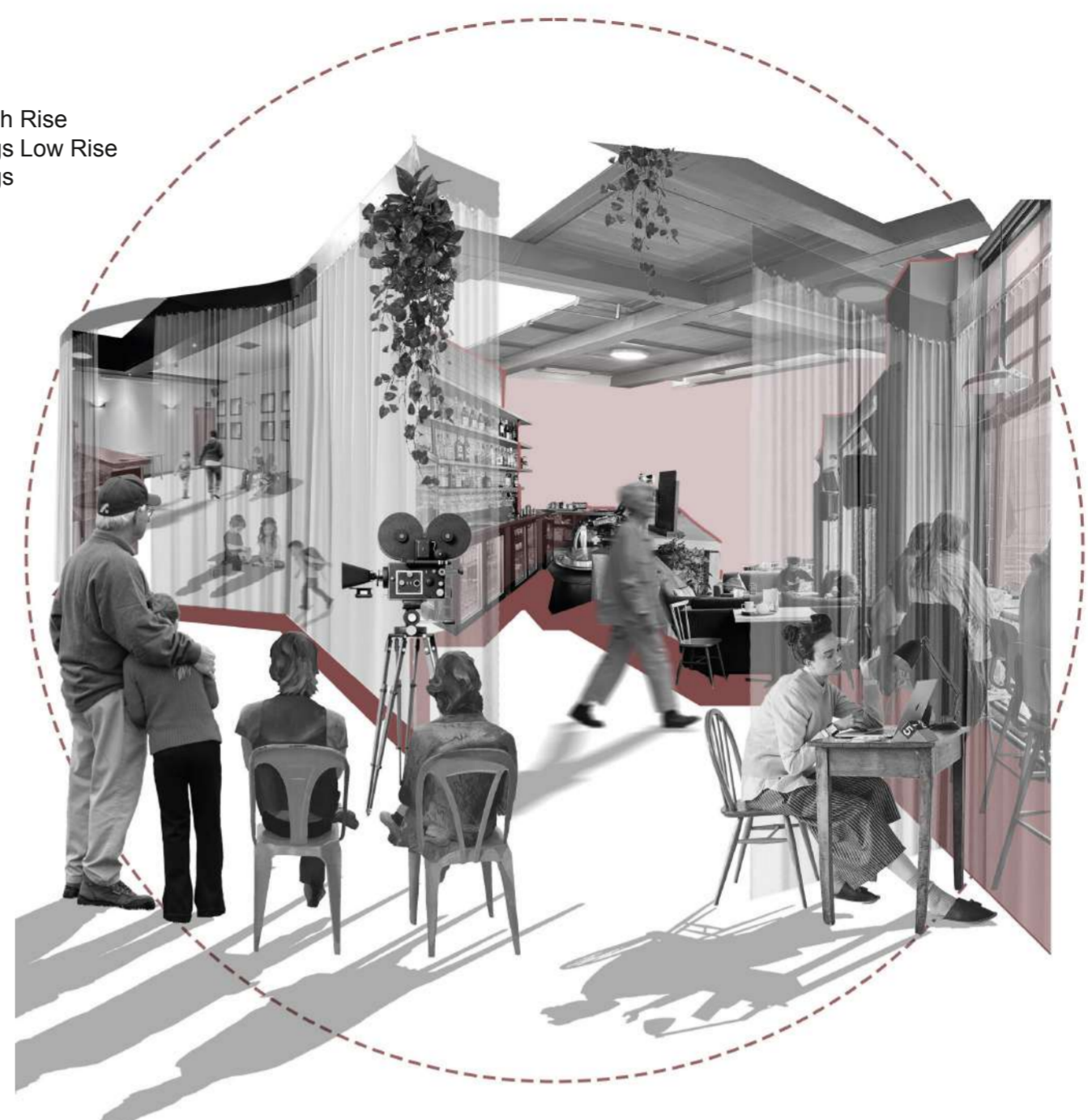
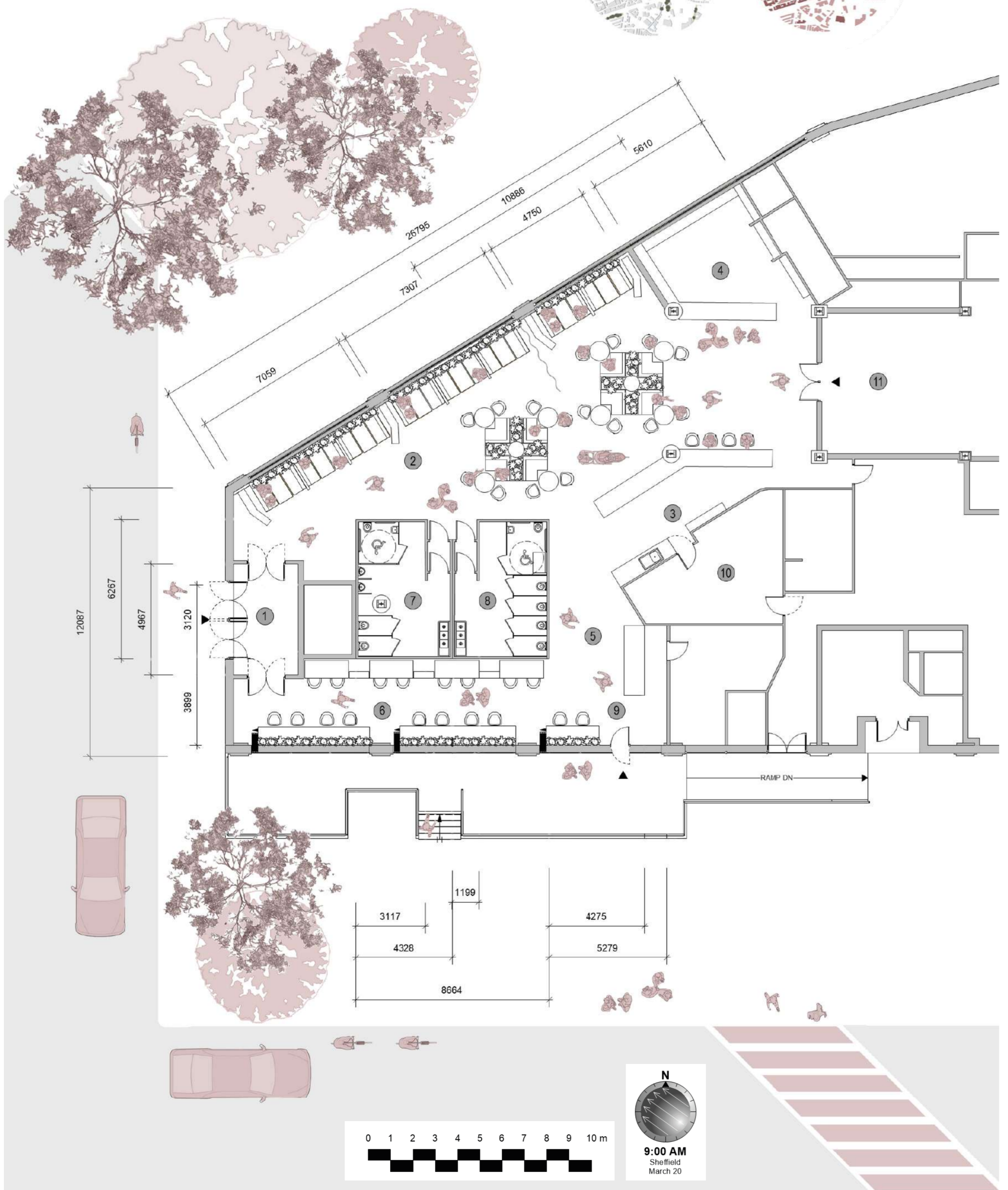
JAZZ ERA 1920 - 1930

The design style has a rhythm of jazz through a modern life made glamorous, combining innovation with elegance, and geometry with luxury and is expressed through belief in beauty and shaped by precision and control. Control is through symmetry, order and clarity. Design choices using bold patterns of zig zags, sweeping curves and chevrons.

PROPOSAL

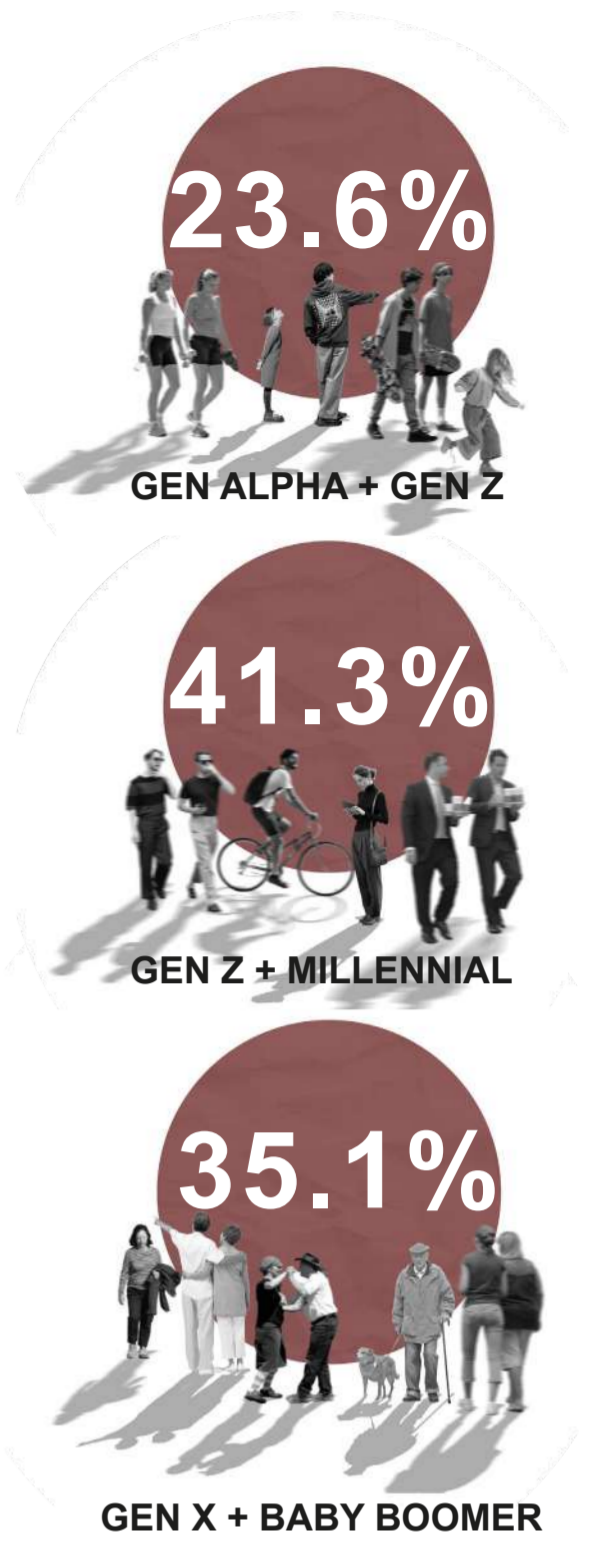
- Site Buildings
- Greenery
- Trees Water System

- Site High Rise Buildings
- Buildings Low Rise Buildings



CONCEPT USER NARRATIVE

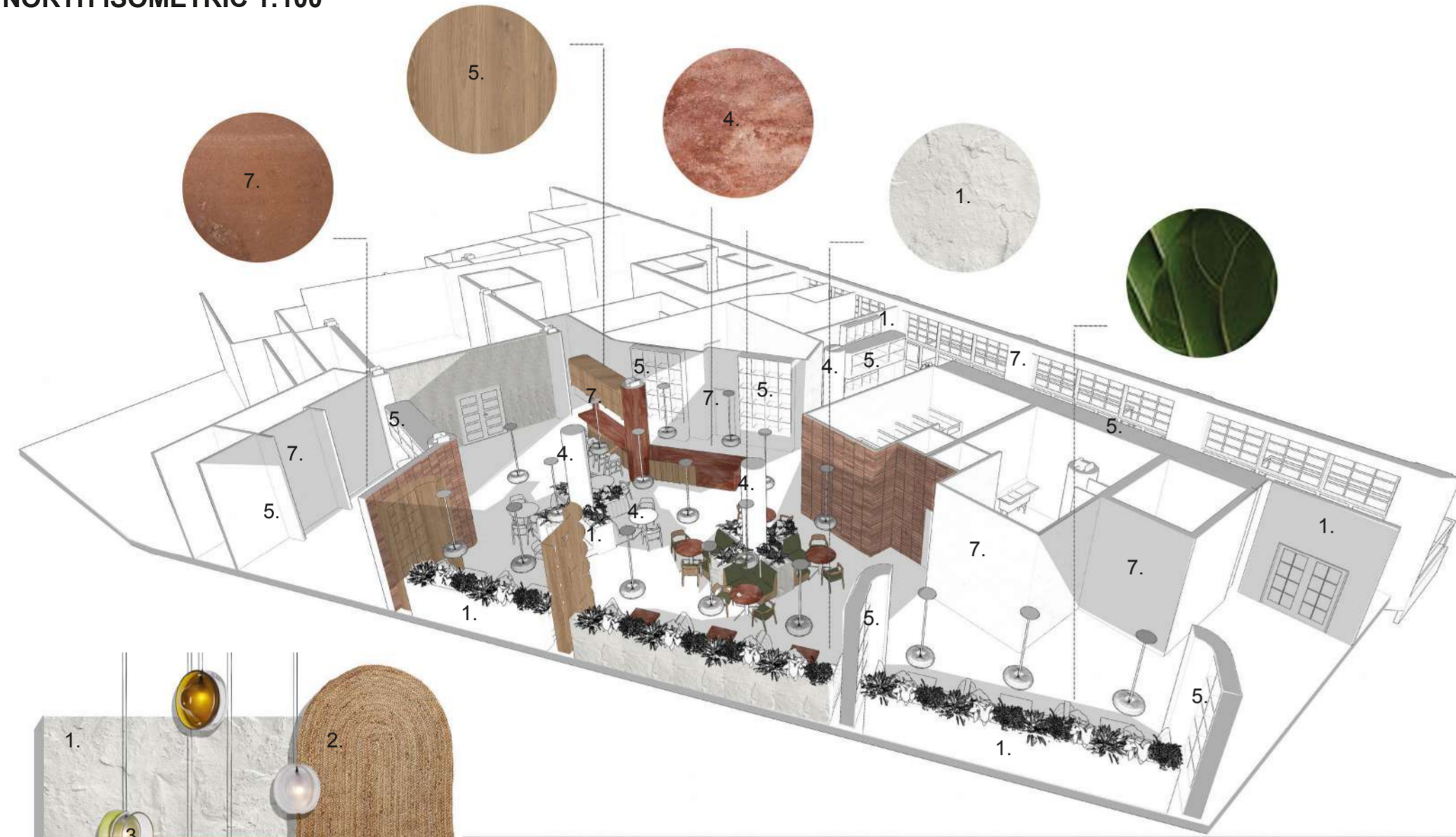
Through developing my conceptual planning I have designed an Interior experience through a user narrative, communicating the divide within the bar area using events, co-working, hospitality and engagement, while considering all age group and their requirements. The narrative uses photo's within the interior that I have taken which evaluates the zoned areas I plan to show within the chosen bar area. The area communicates the variety of ages within the user group (newborn to elderly) in sectioned spaces for multi-purpose activities and events, all in proximity. Using my precedent research on the Space Agency, the curtain design inspired my design approach to allocate spaces designed for age-appropriate events to allow other age groups to engage in meetings and other hosted events. Both areas allow privacy, relaxation and support all use of senses, specifically with environmental sound.



PROPOSAL

MATERIAL / TEXTURE BOARD The chosen materials expresses reused wine bottles as lights, the natural form of terracotta and raw concrete for wall fixtures. By developing my concept I want to express sensory design and consider the use of sustainability to eliminate highcosts, plants to improve indoor air quality and provide natural textures to reduce environmental impact.

NORTH ISOMETRIC 1:100



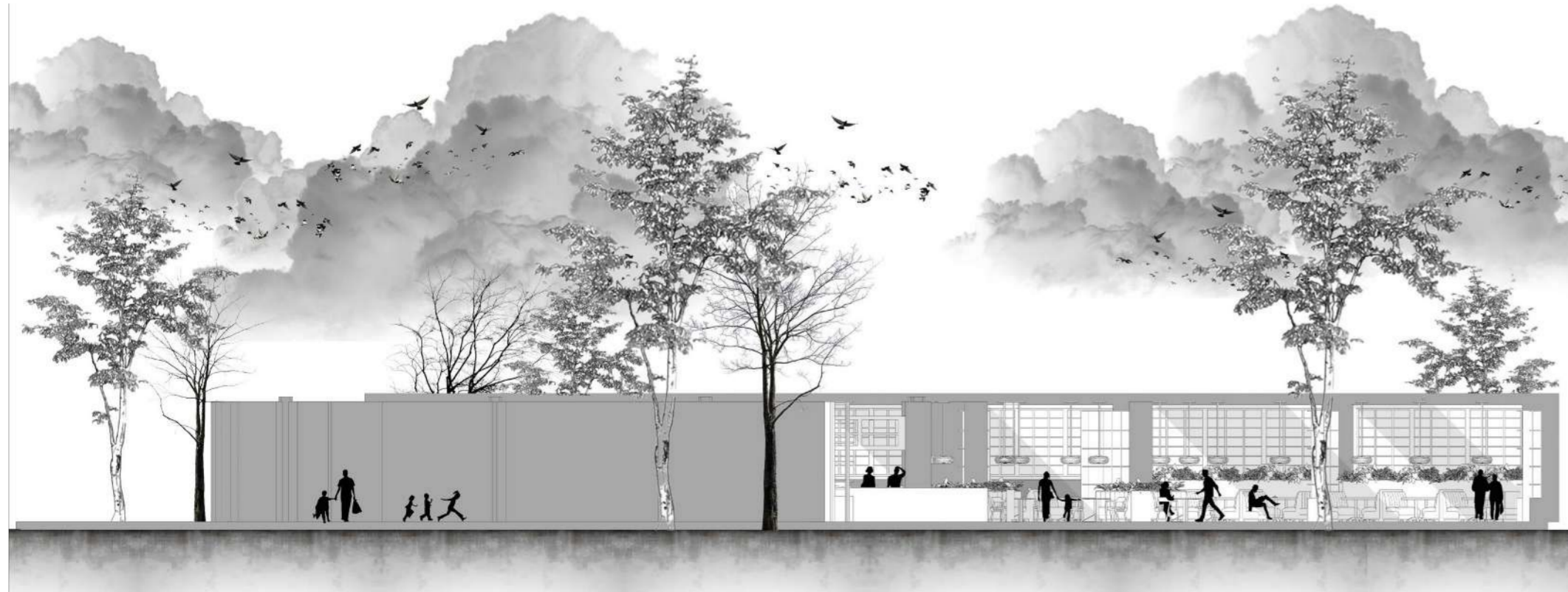
MATERIALITY

- 1. Textured Plaster
- 2. Rattan
- 3. Recycled Glass
- 4. Red Granite
- 5. Oak Wood
- 6. Linen
- 7. Terracotta
- 8. Ceramic Clay

FRONT + BACK SECTIONS 1:100

The front and back sections show the use of space through the south and north side, with added shadow paths within the interior. With audience engagement showing the quiet and social zones.

NORTH SECTION 1:100



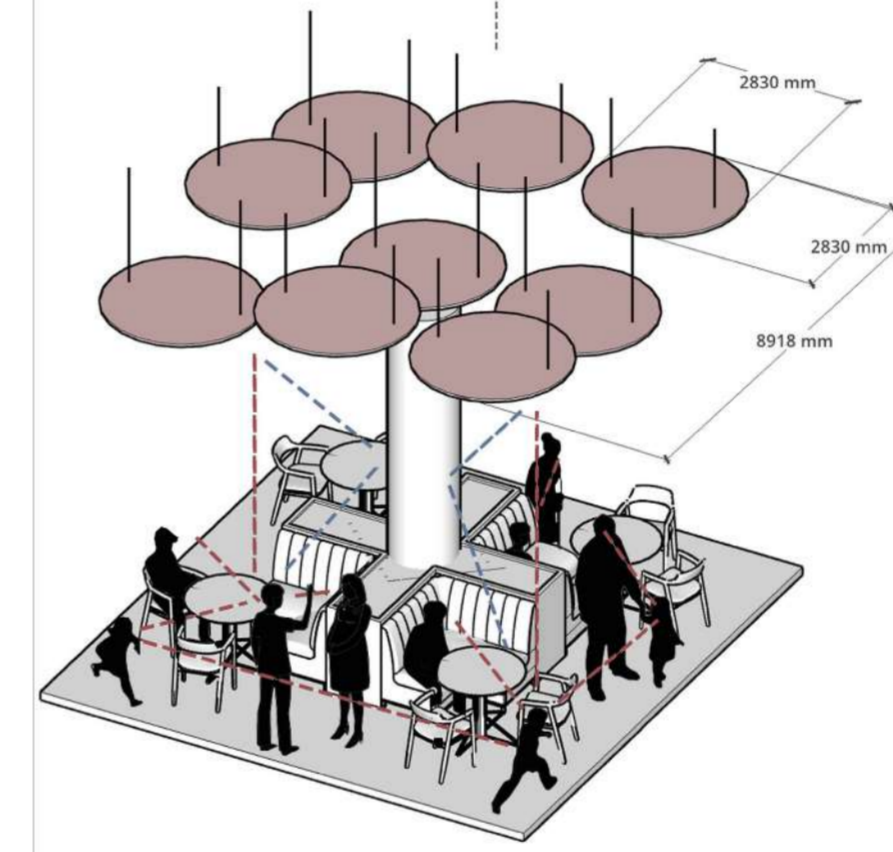
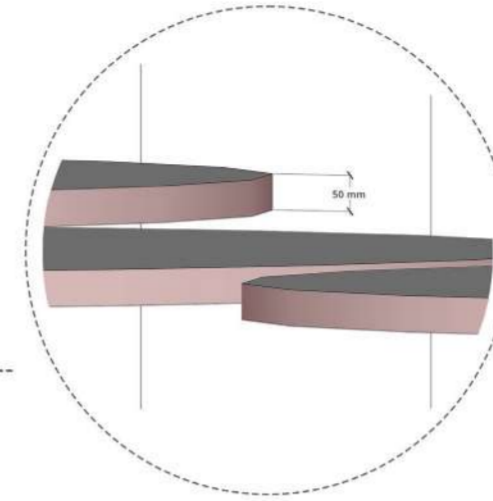
CEILING / ACOUSTICS

The idea is to condense unwanted sound by minimising the sound travel. The panelling are hanging Sound Diffusers that are made with absorbing materials such as insulated concrete. They create quieter interiors by absorbing echo and vibrations in open interior spaces and improve sound quality which can increase positive emotional behaviour.

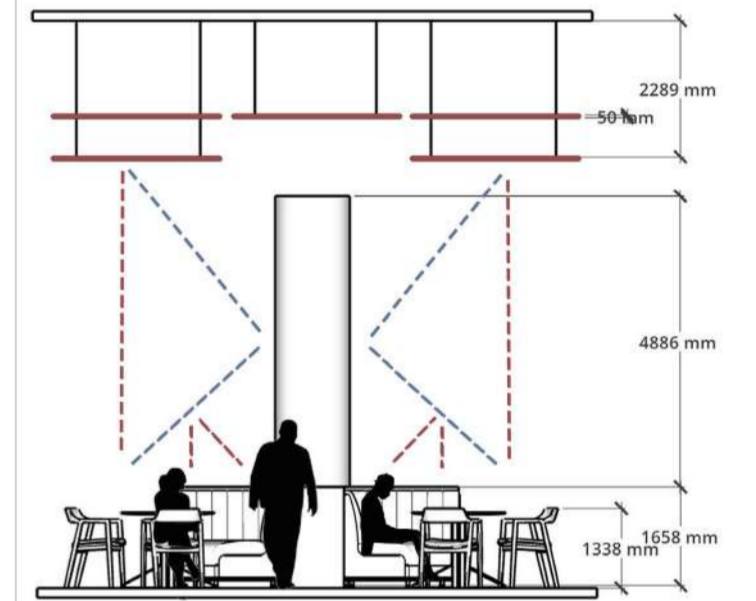
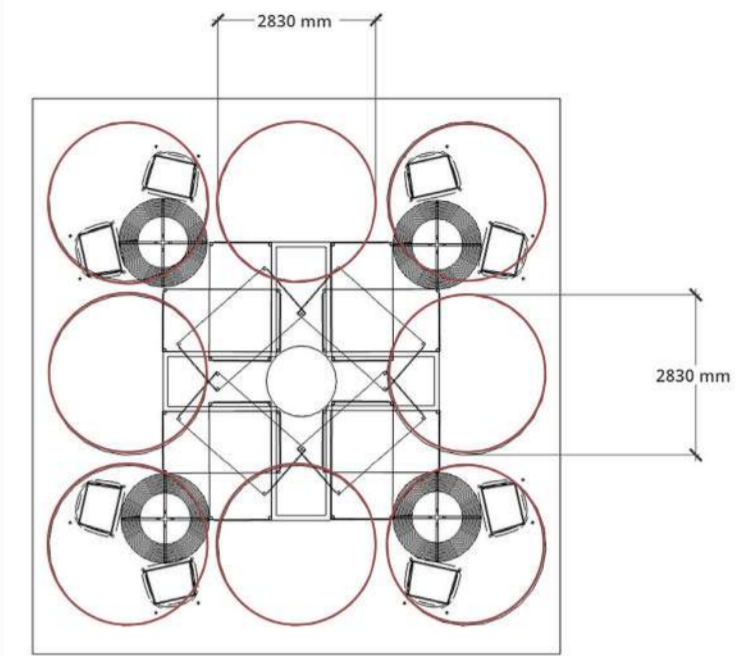
ISOMETRIC CEILING PLAN 1:100

The Acoustic panels measuring at 50 mm width using a concrete material. The material the image consists of concrete. The panels hang from a 2289 mm distance to encounter noise and decrease noise travel.

The isometric plan shows the space utilised by the chosen audience indicating that the red lines are unwanted sound and the blue lines show the sound bouncing from the acoustic panels and staying in its original location.

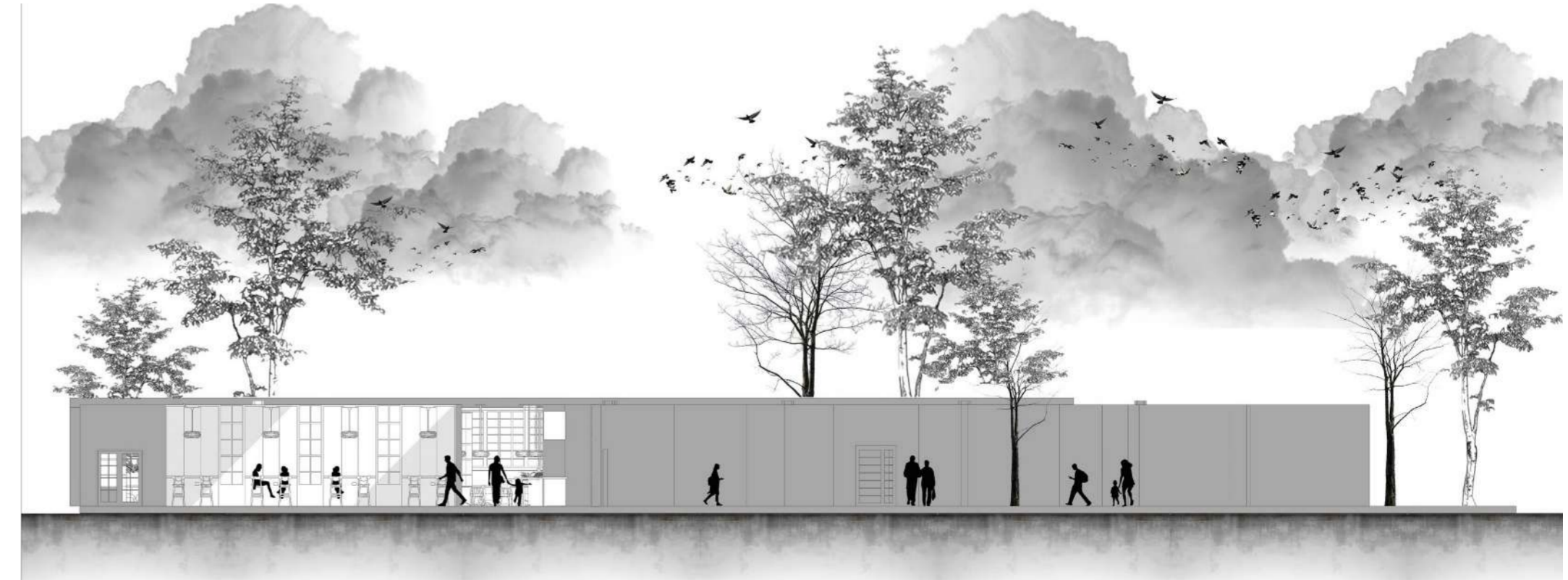


CEILING TOP PLAN 1:100



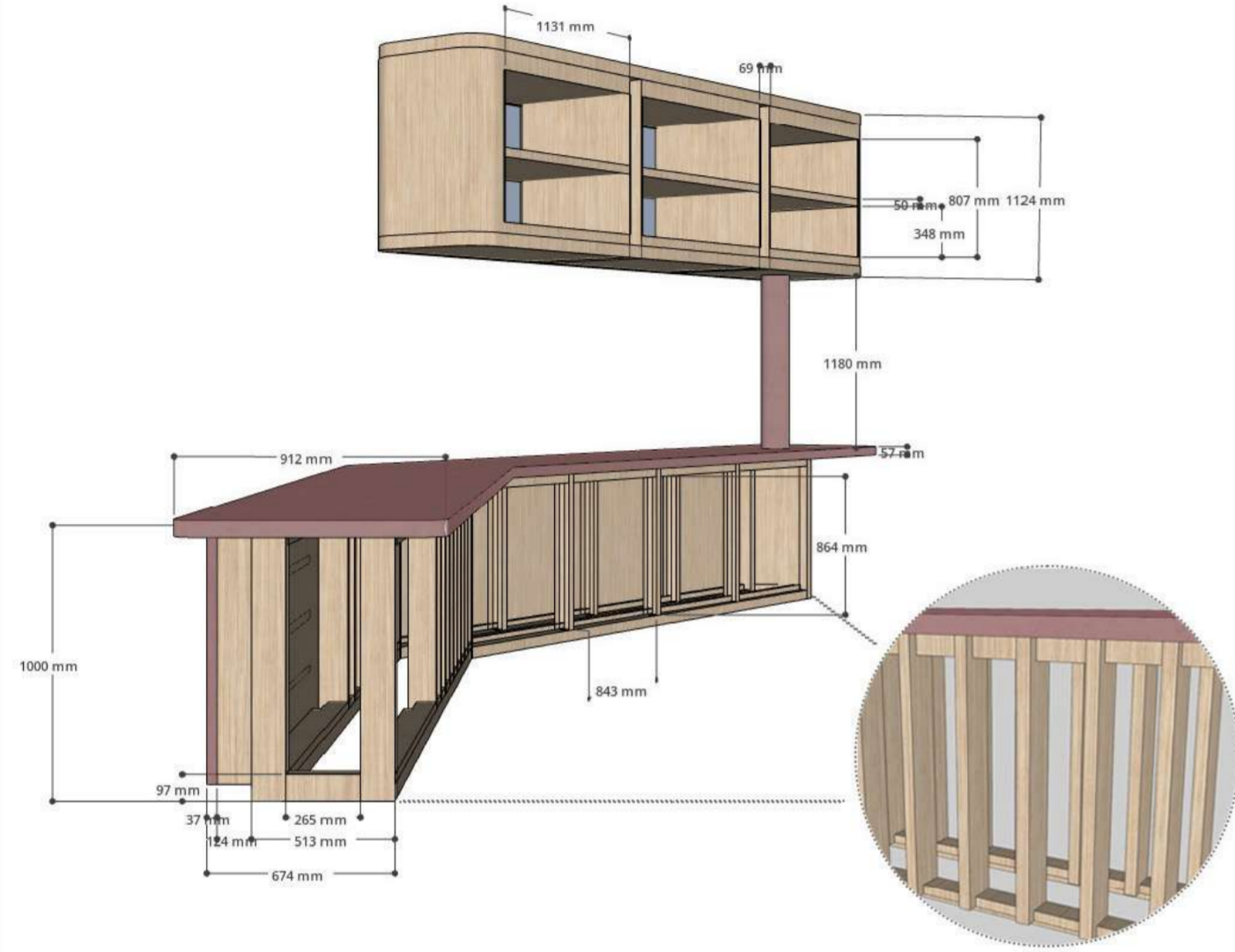
EAST SIDECSECTION 1:100

SOUTH SECTION 1:100

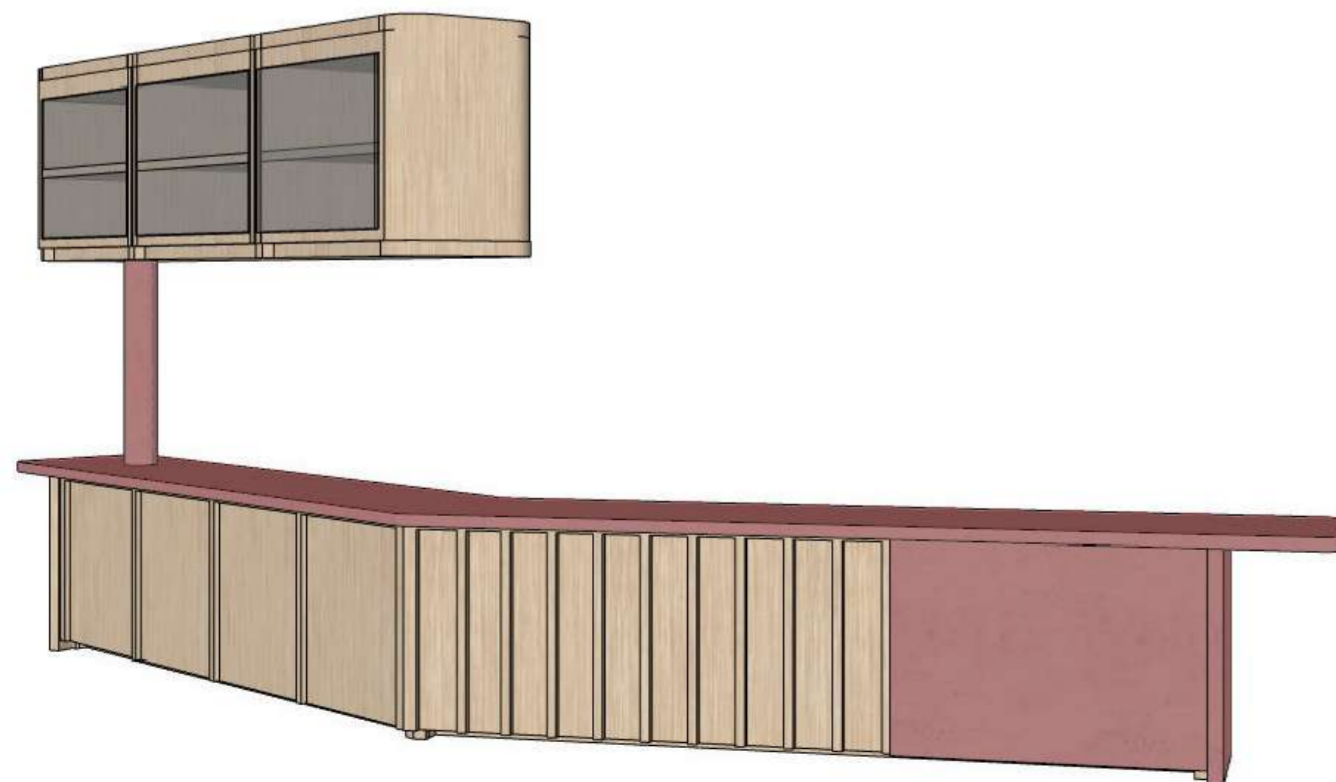


DETAILED DESIGN

SOUTH DIMENSIONAL ELEVATION 1:100 The south view showcasing its wooden framed construction followed by its dimensional configuration from a 3D approach.

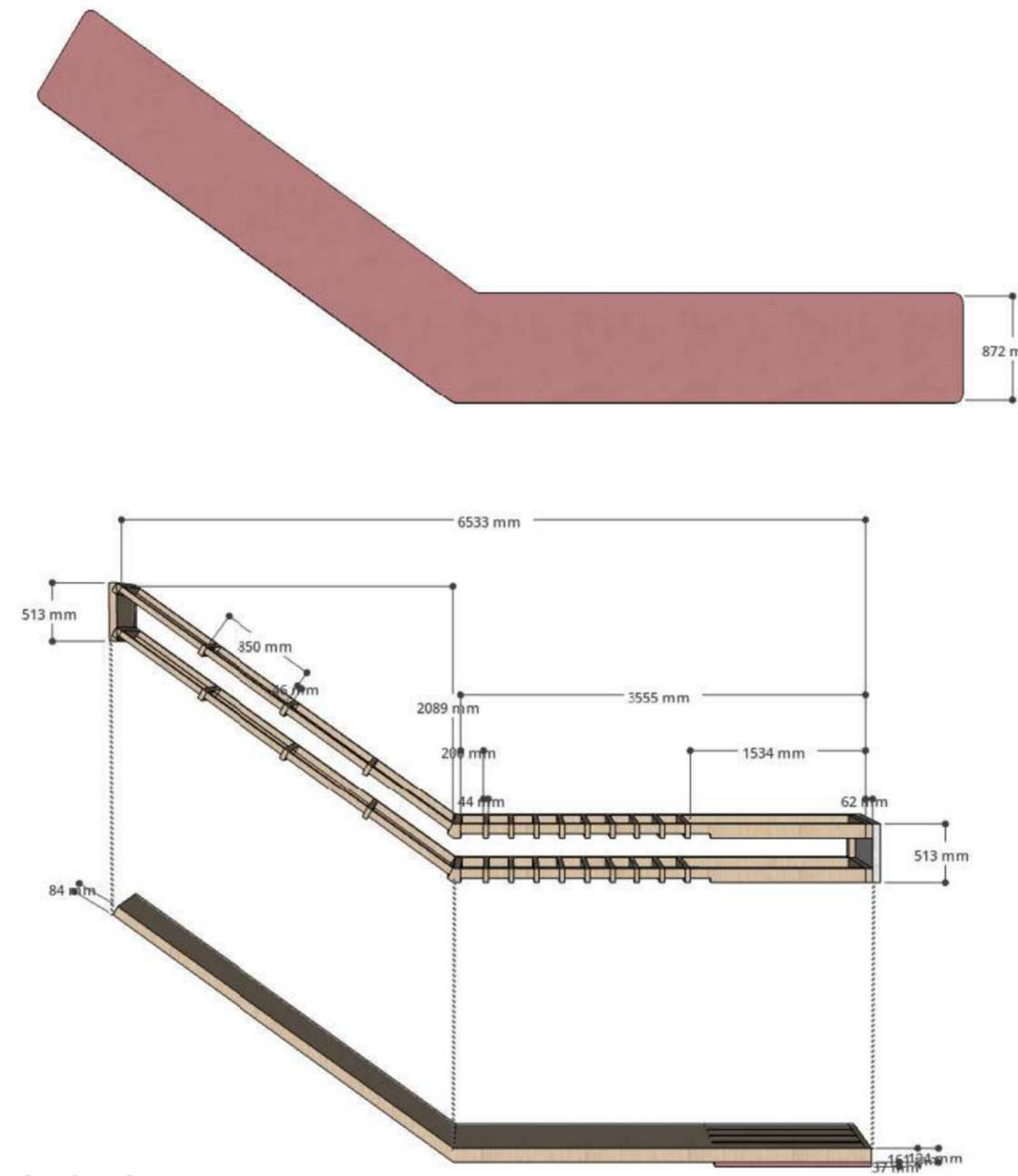


2-POINT PERSPECTIVE 1:100 .3D, two-point perspective that shows the view of the bar unit using its height and insight to the bar in place within the Showroom Bar.



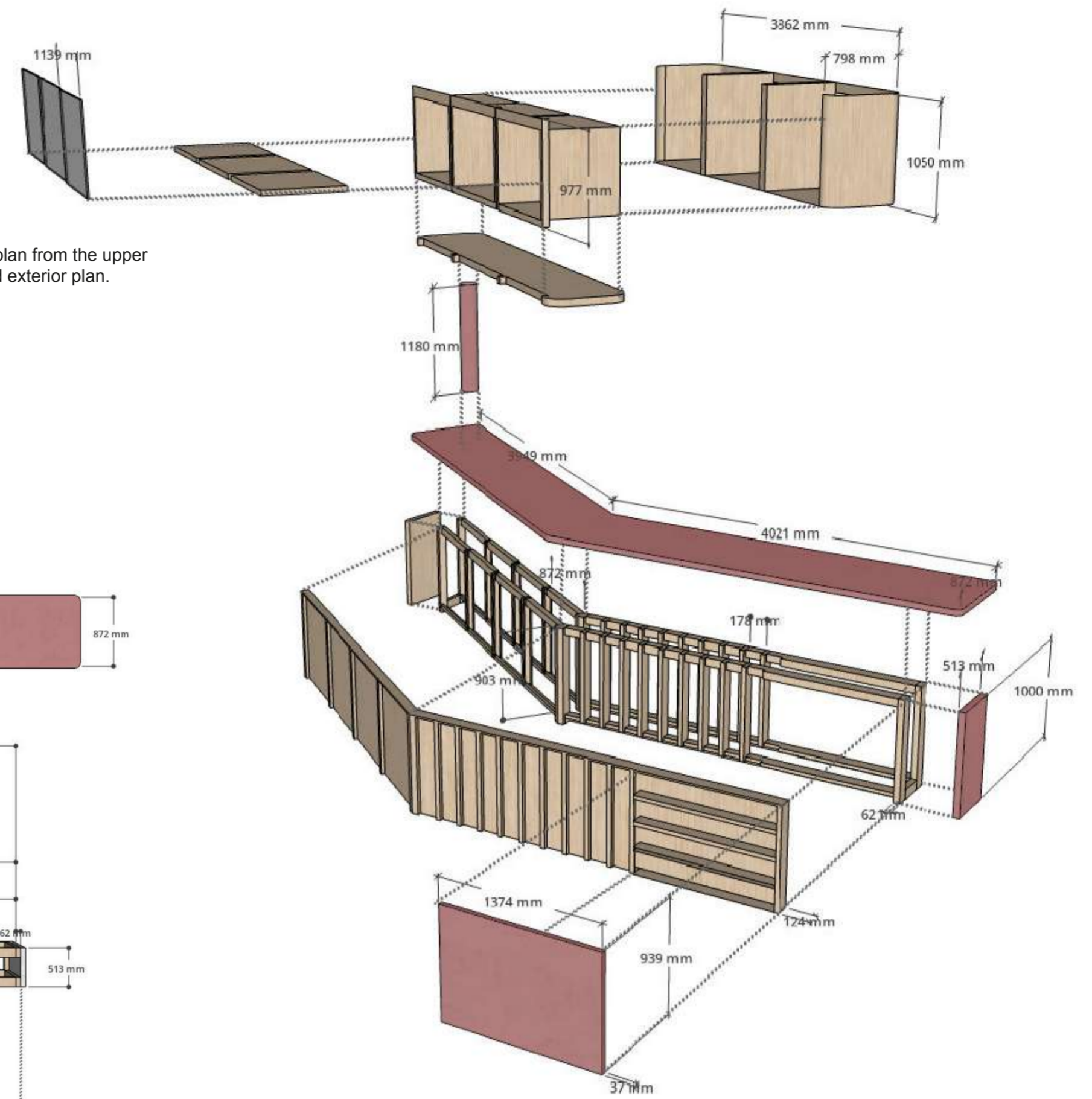
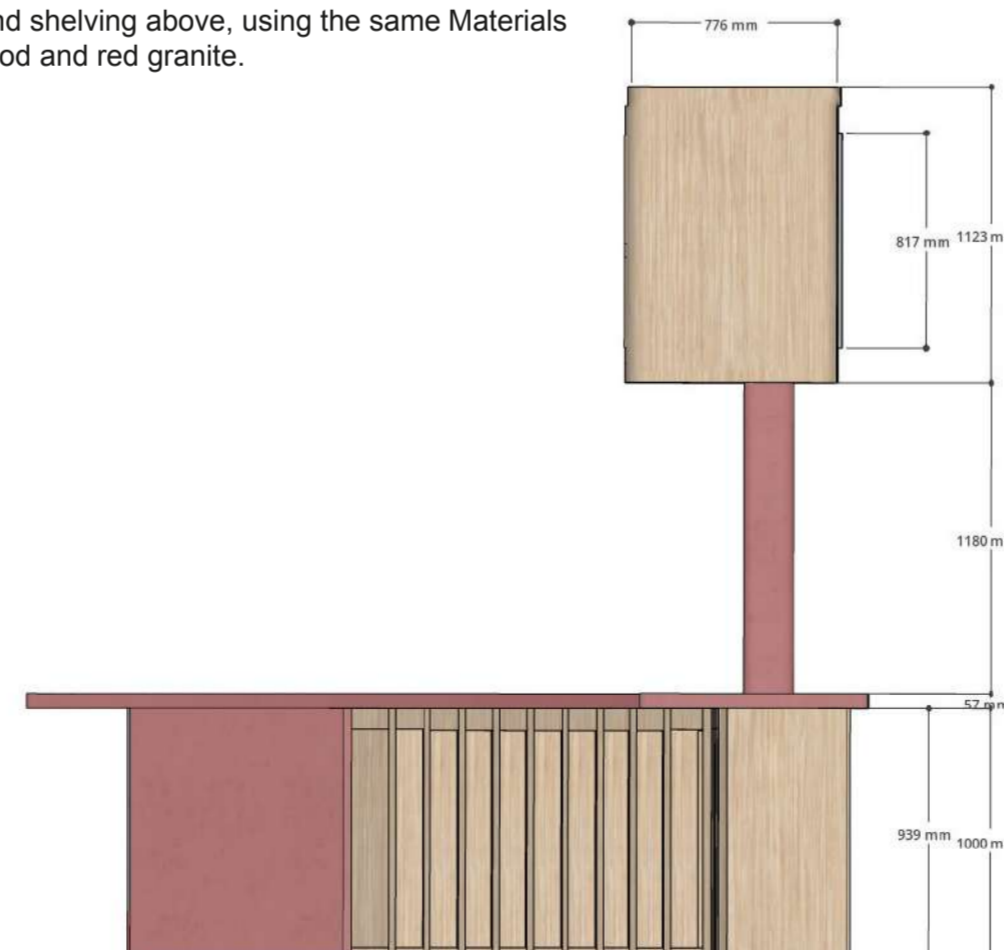
PLAN VIEW 1:100

The plan view shows the inner framing following its dimensional construction plan from the upper view. The materiality used, includes red granite and oak wood for the inner and exterior plan.



EAST SECTION 1:100

The plan indicates a 2D side dimensional Section of the bar and shelving above, using the same Materials of oak wood and red granite.



EXPLODED ISOMETRIC AXONOMETRIC VIEW 1:100

The plan shows the construction path of the bar features. The inner construction uses wooden slats and edges to support the structure for overall flexibility, movement within the frame. The added exterior framing materials, such as red granite and wood which are evenly supported using the bar's construction plan.

MATERIALITY

4. Red Granite
5. Oak Wood



