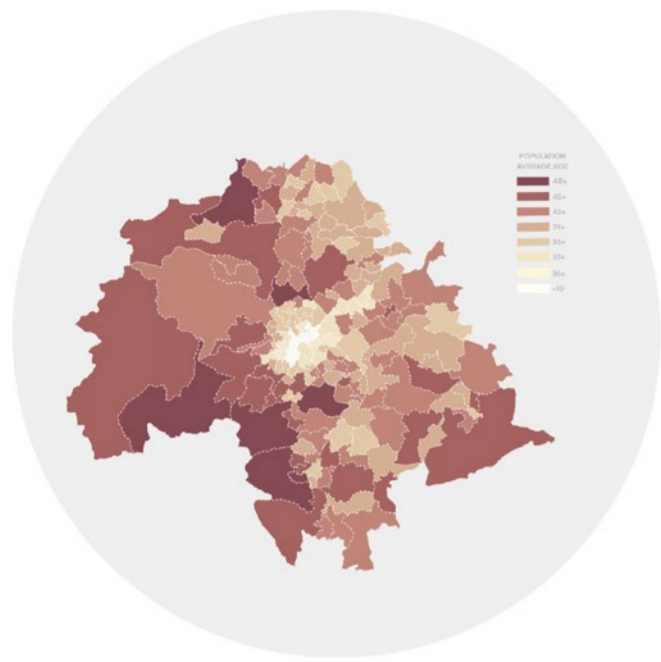


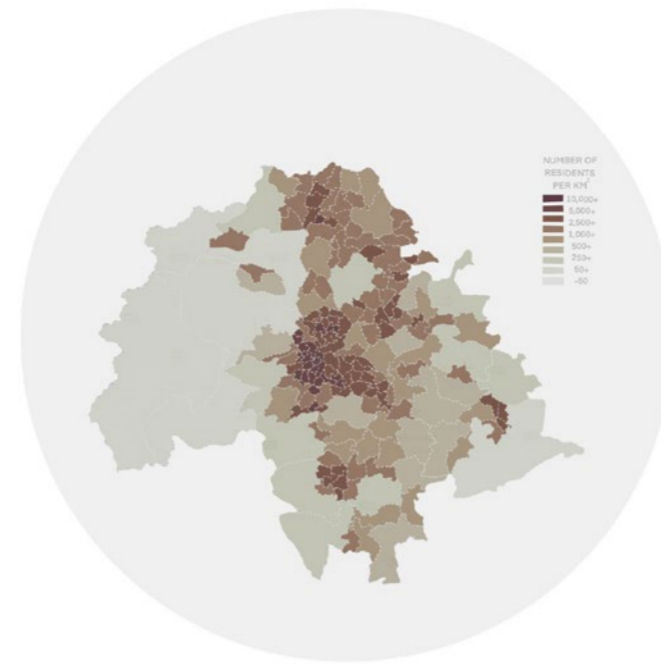
SHEFFIELD'S DEMOGRAPHICS



AVERAGE AGE POPULATION



POPULATION GROWTH



NUMBER OF RESIDENTS



SENIORS



RECENT DATA INDICATES THAT MANY OF THE OVER 50'S LIVE IN THE MORE SUBURBAN AREAS OF SHEFFIELD. SENIORS MAY VISIT EVENTS CENTRAL FOR COFFEE MORNINGS, AFTERNOON TEA AND DRAWING CLASSES. THEY ARE LIKELY TO USE PUBLIC TRANSPORT TO GET INTO THE CITY CENTRE.

PROFESSIONALS



A LOT OF PROFESSIONALS WORKING IN SHEFFIELD EITHER LIVE IN THE CITY CENTRE OR AROUND THE OUTSKIRTS. THEY MAY COME TO EVENTS CENTRAL FOR WORK NIGHTS OUT, COFFEE MEETINGS, AND AS A LUNCH SPOT. THEY ARE MOST LIKELY TO TRAVEL BY CAR OR TRAIN



PRE COVID



COVID 19

EVENTS CENTRAL

Here I have begun to take into consideration the demographic of Event Central. The client will vary in ages due to there being lots of different activities within the space. The ground level will attract different shoppers to the pop-up boutiques in the vintage style grand arcade. The first floor is a family friendly cafe/restaurant welcoming all members of the public. The second floor features a glass house / conservatory. This outdoor space gives the city centre a relaxing escapism from the business of life. There will be lots of greenery (aiding Sheffield's 'greenest city' award) and great views of the city. Finally, on the basement level is a bar with a speak-easy approach catered for young and mature adults.



DINING BAR SHOPPERS



MUSICIAN



WAITRESS BARMAN SHOPKEEPER



STUDENTS



NEARLY ALL OF SHEFFIELD'S STUDENTS LIVE AROUND THE CITY CENTRE. THEY ARE MOST LIKELY TO VISIT EVENTS CENTRAL FOR MUSIC NIGHTS, SHOPPING AND COFFEE/STUDYING. STUDENTS USUALLY WALK OR GET THE BUS



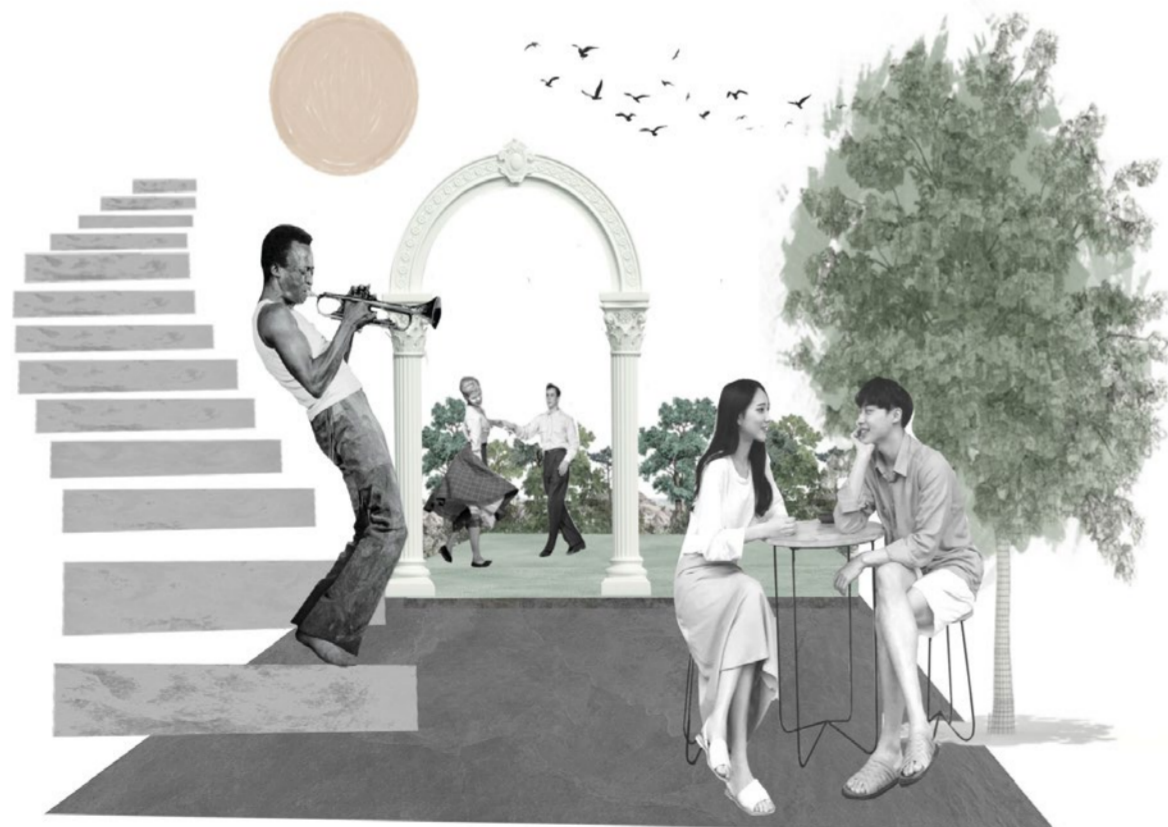
FAMILIES



FAMILIES TEND TO LIVE IN THE SUBURBS OF SHEFFIELD. THEY ARE LIKELY TO VISIT EVENTS CENTRAL FOR MEALS/COFFEE OUT, VISITING THE GLASSHOUSE AND SHOPPING. FAMILIES ARE MOST LIKELY TO COMMUTE BY CAR



POST COVID



COMMUNITY

It is extremely important to me that this building can be used thoroughly as a cultural hub for the community. Therefore, inside Events Central there will be various social events, classes, activities, meeting spaces, and networking events. There will also be creative spaces for locals to sell and produce.



COMMERCIAL

Considering how Events Central will run commercially is also crucial. To ensure the building brings in revenue, inside there will be retail, hospitality and entertainment. Additionally, there will be hosted events and rent-able spaces.



SUSTAINABILITY

Ensuring that Events Central recognises sustainability there will be a vast green space within the building. Inside there will be pop-up shops selling recycled and re-purposed clothing and objects. Furthermore, the materiality will be studied within the building ensuring low impact choices are made.



THE DESIGN CONCEPT

These are two conceptual mood boards representing the underpinning idea of my Art Deco inspired design. The left image indicates the look and style of the 1920s interior with elaborate detailed metal and glass work, arches, pillars and sculptural elements. The image above represents a materiality board consisting of period tiles, luxurious fabrics, gold accents, elegant paintings and greenery.



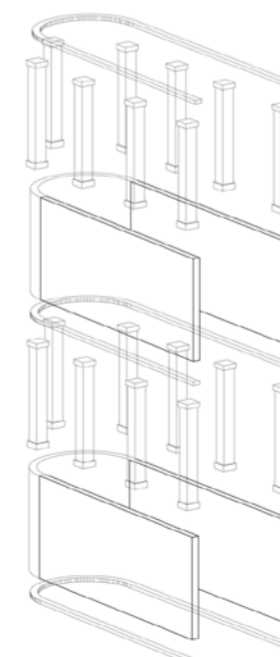
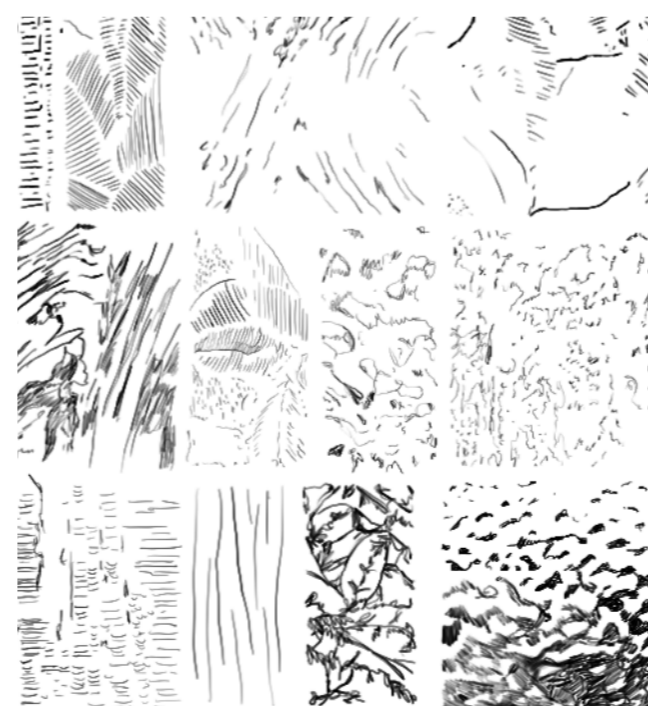
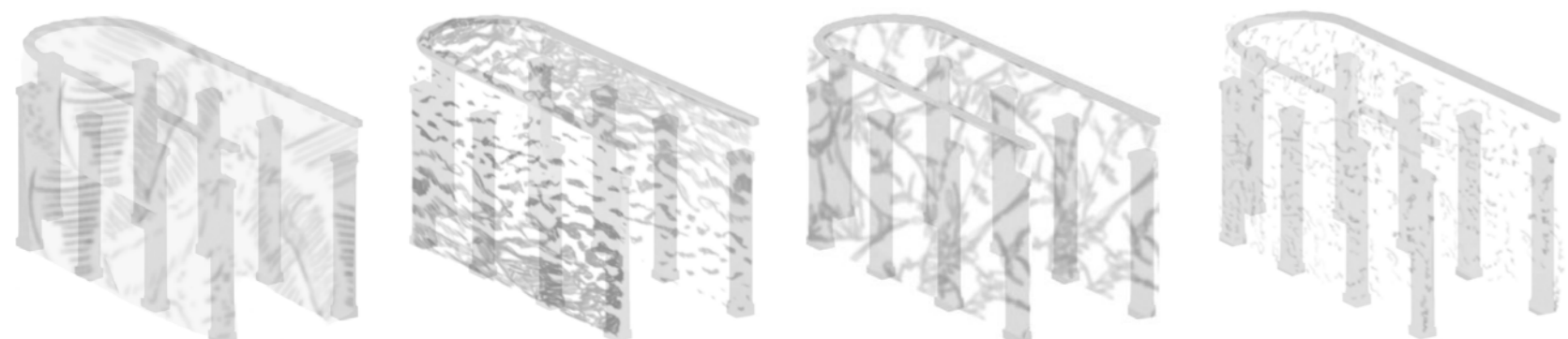
GLASS ATRIUM

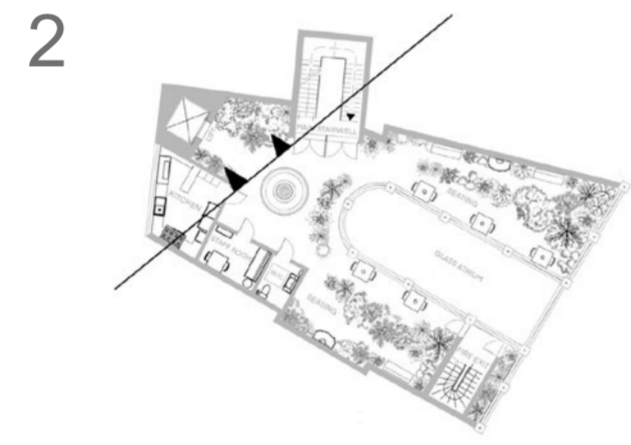
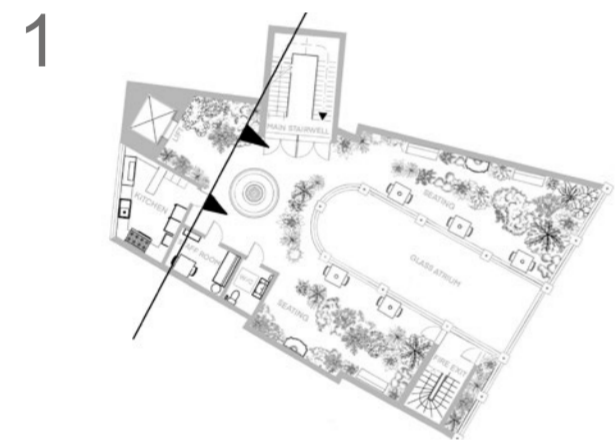
Looking deeper into the idea of a glass atrium, I am investigating possible textures of glass taken from my light model. Adding texture to the glass will enable more reflection to be emitted through the building. It may also bring a sense of privacy to each floor.

LIGHT MODEL

The model above explores how the lighting will differentiate through the building. The basement speakeasy will be a hidden and secretive space and therefore a dark atmosphere will need to be created. Contrasting this, the glass house on the fourth floor will be extremely bright and airy with a glass roof and floor to ceiling windows. The model portrays that the further up the building you go the lighter it gets. This will also be explored with materials and furnishings on the floors. The model is made out of various materials including wood, cardboard, plastic, metal, perspex and bubble wrap.

GLASS TEXTURES





CROSS SECTION

This cross section explores the different perspectives of Events Central including the main focal point, the glass atrium.





EVENTS CENTRAL | HOME • BOOK • CONTACT

EVENTS CENTRAL

LIVE MUSIC, CLASSES, BOUTIQUES, EVENTS, CELEBRATIONS, MEETINGS

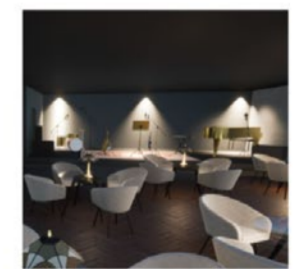


BOOK AN EVENT

TICKETS



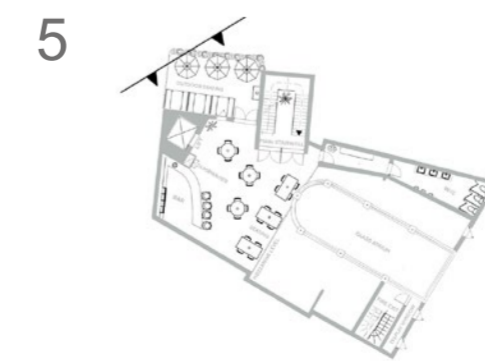
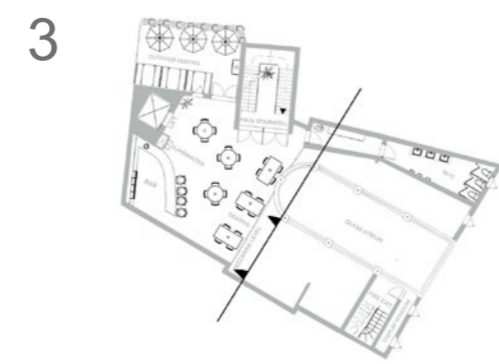
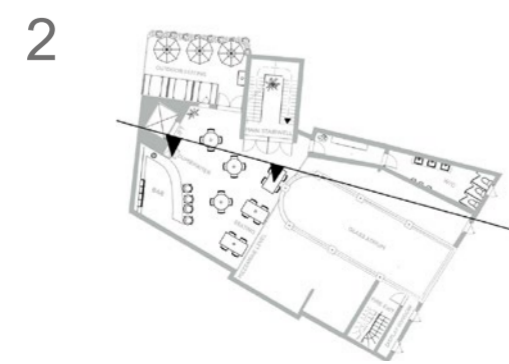
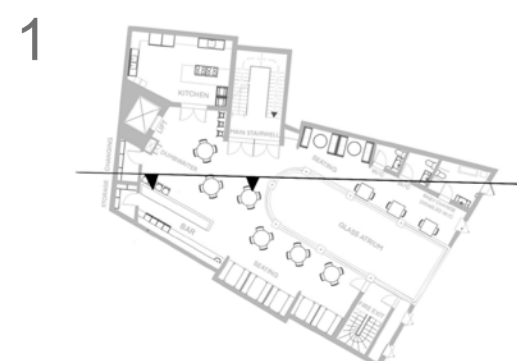
AFTERNOON TEA



OPEN MIC NIGHT



POP-UP BOUTIQUE



1



R

4

3

2

1

0



ADVERTISEMENT STRATEGY

Considering the commercial and community aspect of Events Central, I felt it was important to investigate an advertisement strategy. Above are some posters I created showcasing information for particular events held in Events Central. These posters will be exhibited inside Events Central as well as being dotted around Sheffield's streets. This will allow for lots of consumers to read and hear about the events being hosted.

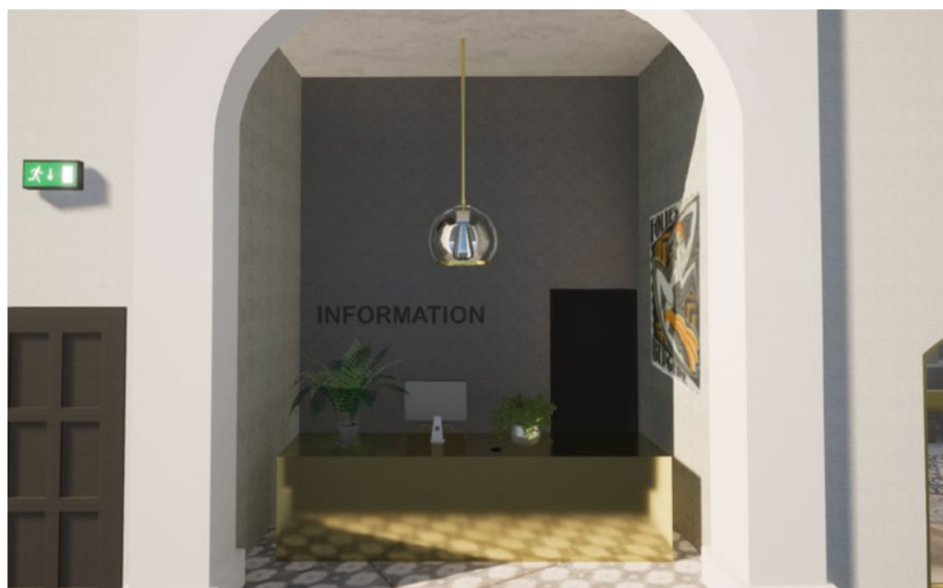
To the right I have created a website in which bookings and requests can be made. There are many spaces in Events Central that can be rented out for example, the mezzanine level of the restaurant, the pop-up boutiques, slots for the open mic nights and bookings for the Afternoon Tea. On the website you can also pre-purchase event tickets as well as being able to buy them on the door. The website is easy to navigate with a simple home page illustrating the different requests. This therefore should make it accessible for all age ranges.

The website also has a 'contact' tab where specific requests can be made for example, inquiries about hosting classes or social groups in the cafe.

2



3



4

