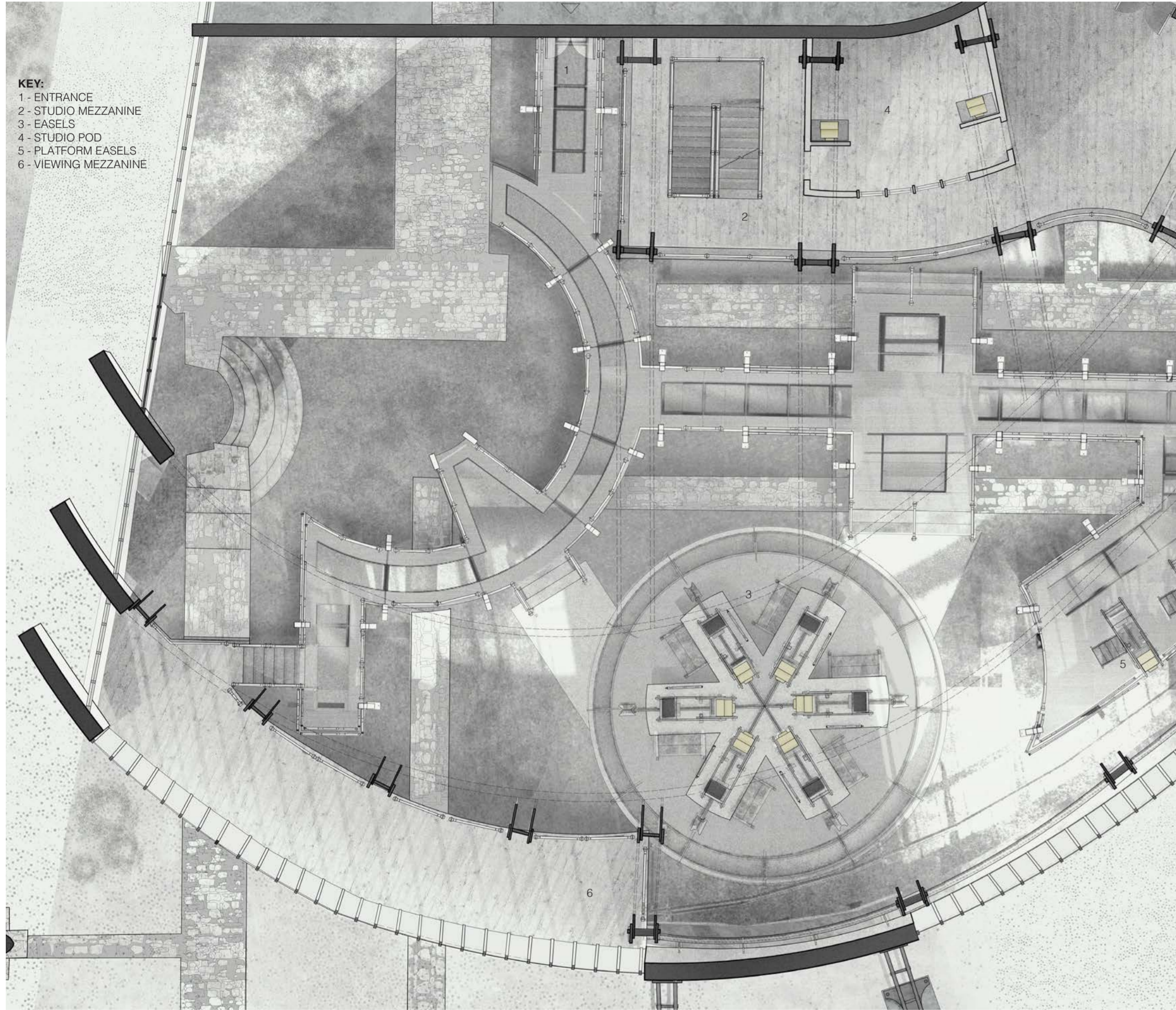


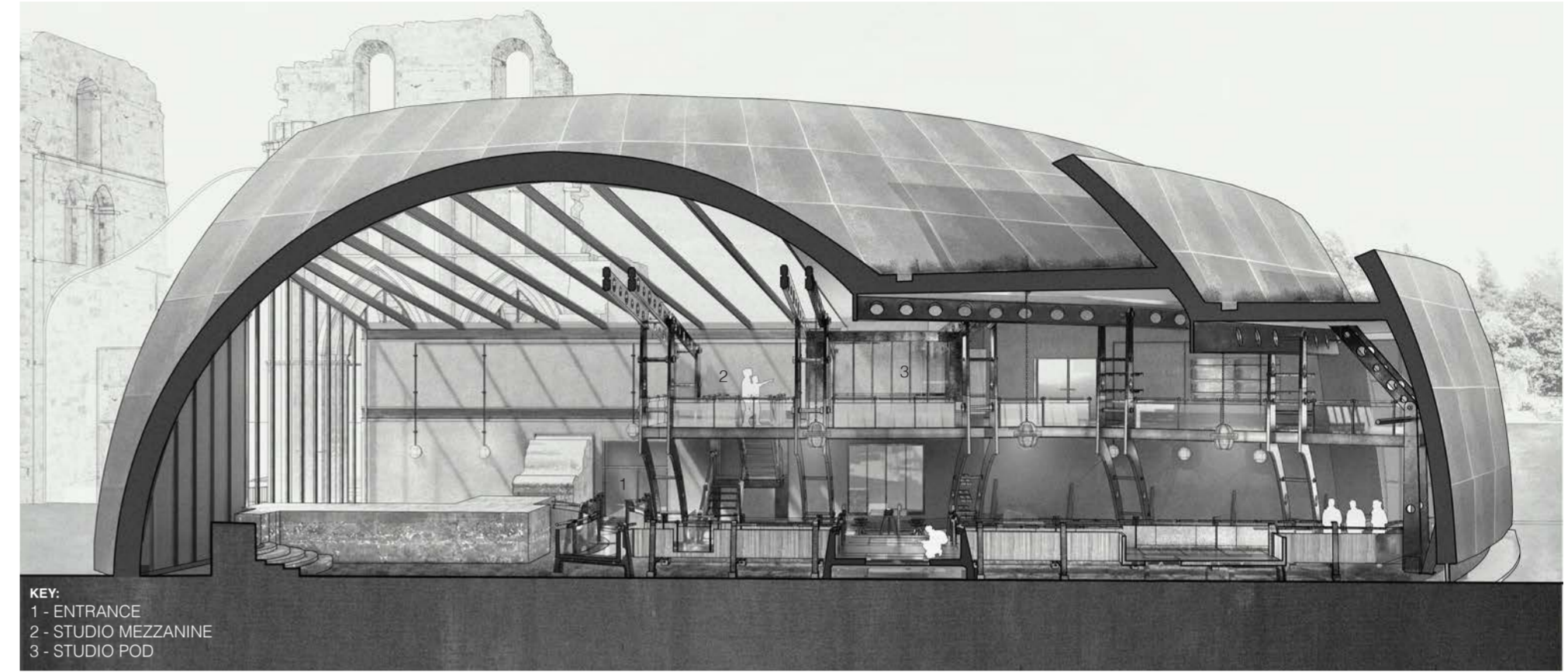
CHANNEL 22

A COUNTERCULTURE REBELLING AGAINST GENERATIVE ART THEFT FOR DISPLACED CREATIVES

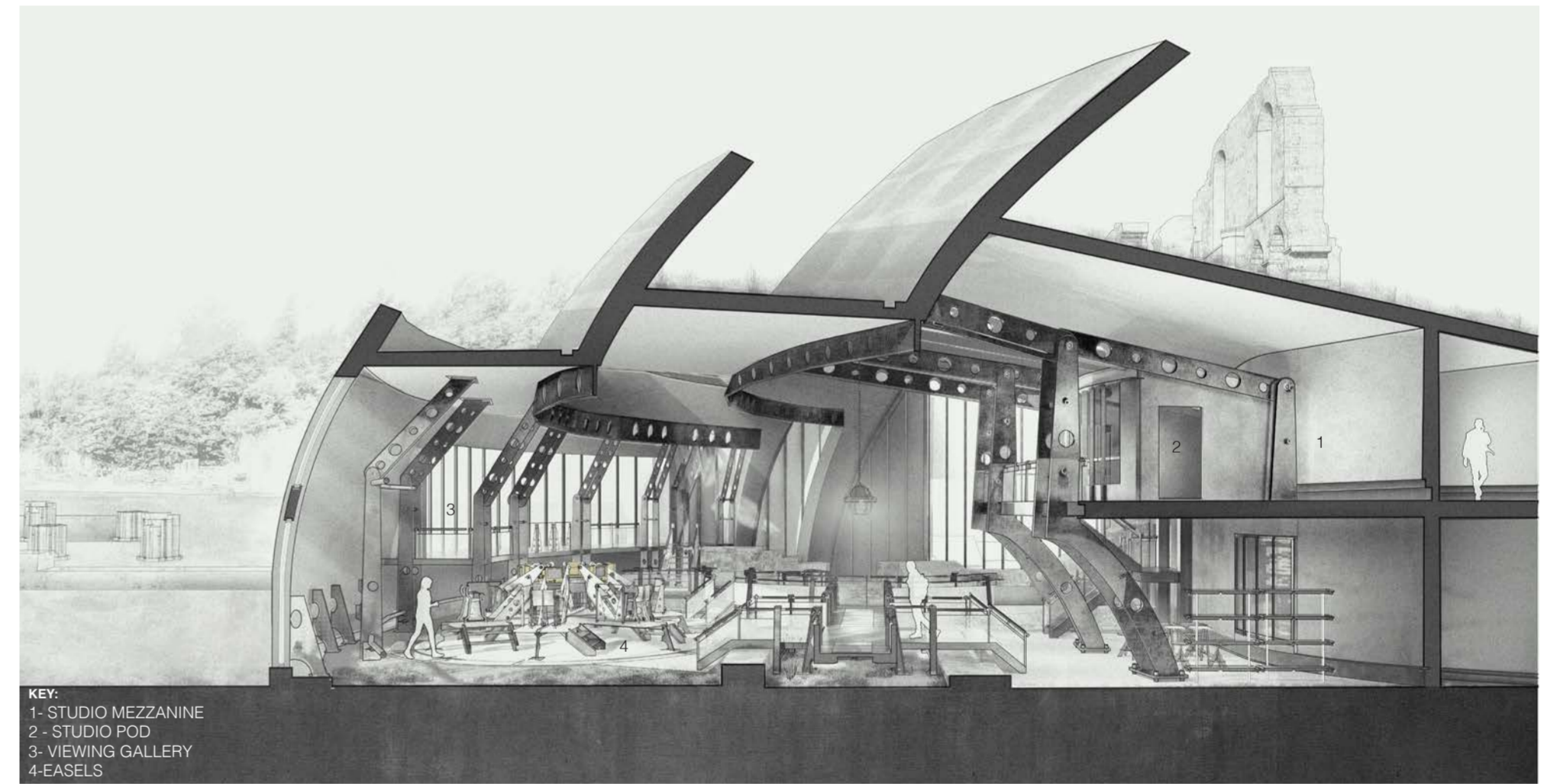
In 2084, generative design software eclipses traditional methods, displacing artists who rely on analogue methods. Graphic design group Subvert Studio faces this challenge as AI software plagiarizes their unique visual identity, leading corporations to mass-produce imitations, committing digital art theft. Driven from society, the artists of Subvert Studio seek refuge at Roche Abbey. Here, they discover an ancient CRT TV and realize their analogue techniques can create interactive, colourful visuals on its screen through magnetic manipulation. This transforms into a therapeutic art form. They invite other displaced artists to join them at Channel 22, a haven rejecting AI design for hands-on creativity. Together, they foster a counter-culture that champions authenticity and human artistry.



PROPOSED AREA OF FOCUS PLAN



PROPOSED SECTION A



PROPOSED SECTION B



PROPOSED EXPERIMENTAL SECTION

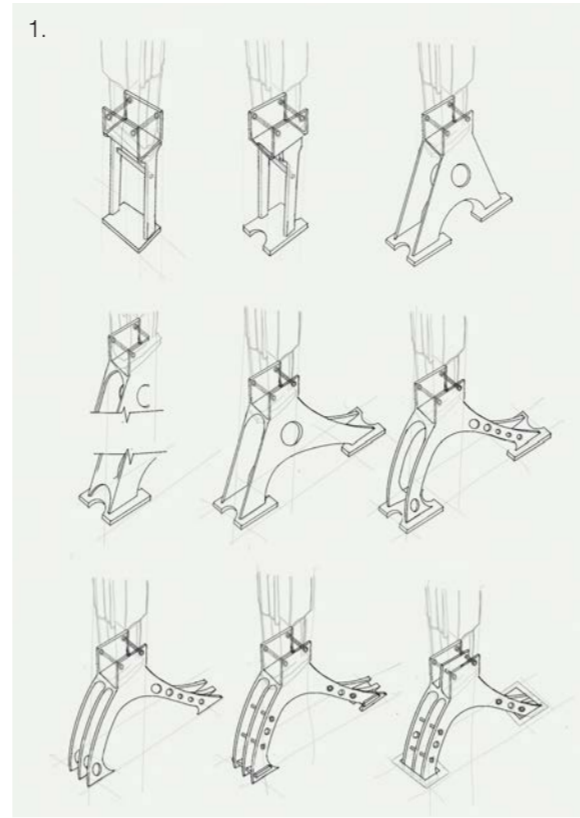
SPATIAL CONCEPT

Drawing from Channel 22's newly discovered static manipulation art, CRT static's magnetic manipulations inspire both art and architectural design, bridging technique and expression. The armature, developed for exploring static form extrusion, metaphorically embodies the method and technique behind the art form. This controlled approach informs the creation of dynamic spaces echoing fluidity and dynamism while embodying solidity and control. The resulting architectural landscape serves as a conduit for static art exploration, providing a tangible connection to innovative techniques. This integration of art and space offers users a seamless journey from exploration to immersive spatial experience, fully inspired by the static art form as a core concept.

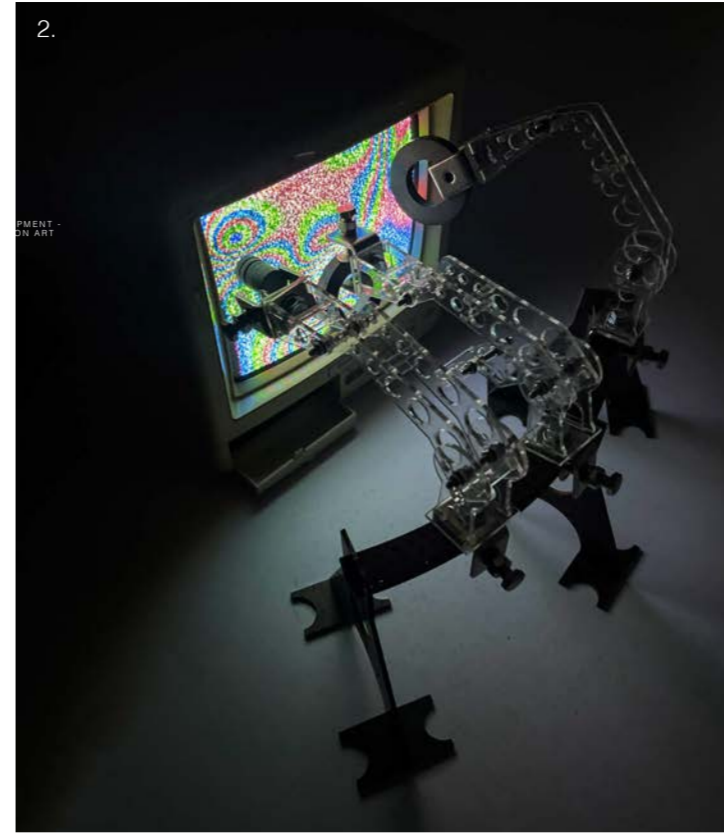
CONCEPT INSPIRATION :

1. Architectural structure inspiration taken directly from the Armature to inform artistic control within the building/workshop.

2. Natural Forms and Composition: The shapes and composition of the architecture are inspired by the fluidity of static art displayed on a CRT TV screen. The static artform is extruded into metal to achieve 3D forms, informing the sites external context.



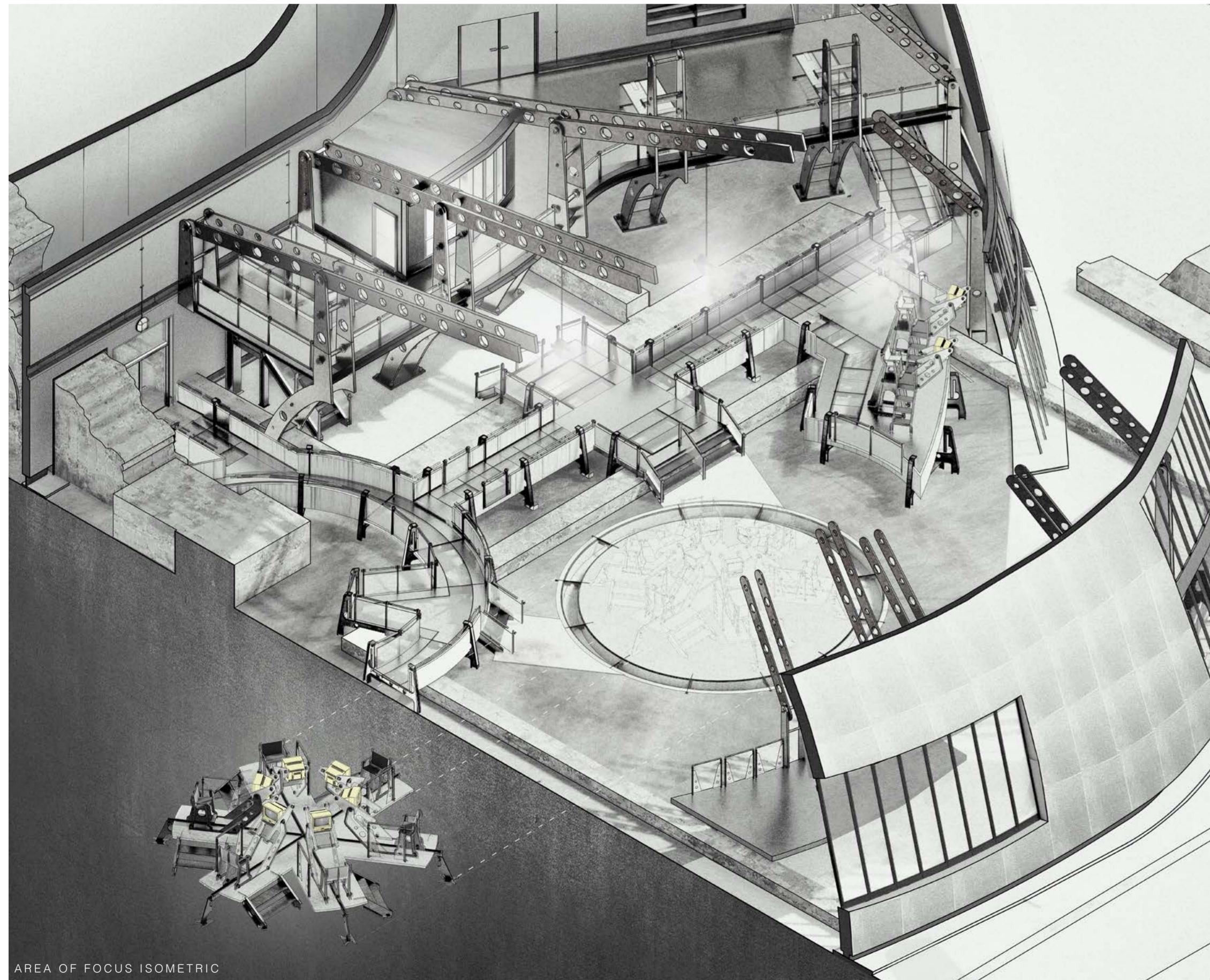
Through iterative sketch development, the workshop's structure and relationship with existing architecture are developed, taking inspiration from concept models and processes to create a workshop that relates directly to the magnetic static artform.



2D magnetic/static manipulations were extruded into metal to achieve 3D forms, informing the sites external context.

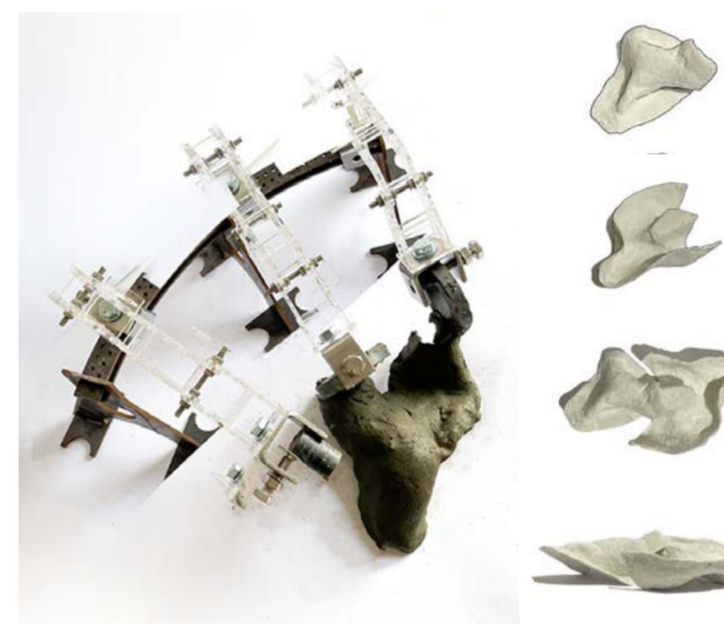


WORKSHOP VISUAL

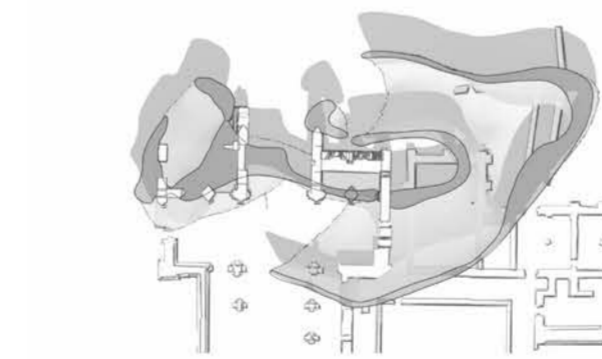


AREA OF FOCUS ISOMETRIC

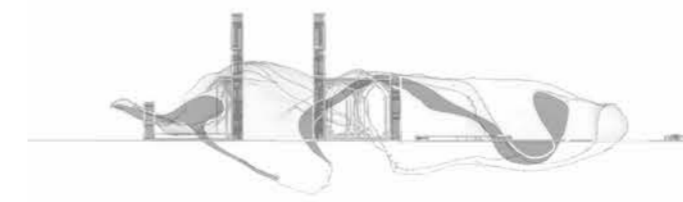
To allow visitors and guests to be fully immersed in the Channel 22 experience and to be exposed to this new form of analogue artwork, users can engage with the art form through manipulation on bespoke easels designed for group collaboration. These easels, placed at the centre of the workshop, enable users to be fully immersed in the creative process while also facilitating a unique, shared experience. The central placement of the easels underscores the collaborative nature of the art form, encouraging multiple tool manipulations and collective artistic expression.



By using the same techniques previously explored with the armature on the CRT TV to produce intricate and detailed static art, the armature is now used as a design tool to extrude magnetic clay (using iron filings), achieving contrasting forms and fluid shapes. Careful compositional consideration is then undertaken to create unique and accessible spaces between the extruded forms and the existing Roche Abbey ruins. This results in a contemporary shell fully inspired by the static art form and the control of the armature.



COMPOSITIONAL STUDY PLAN



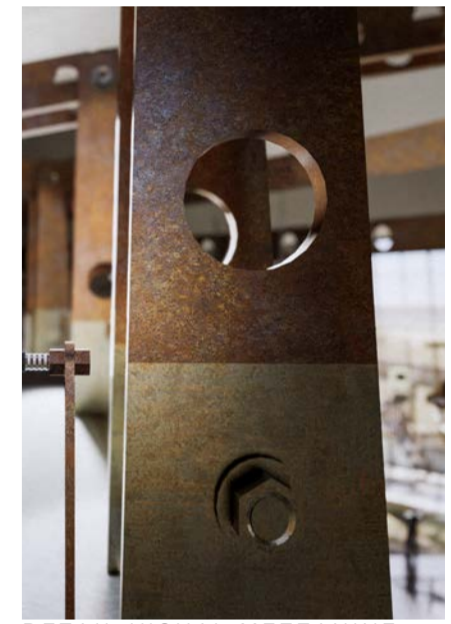
COMPOSITIONAL STUDY SECTION



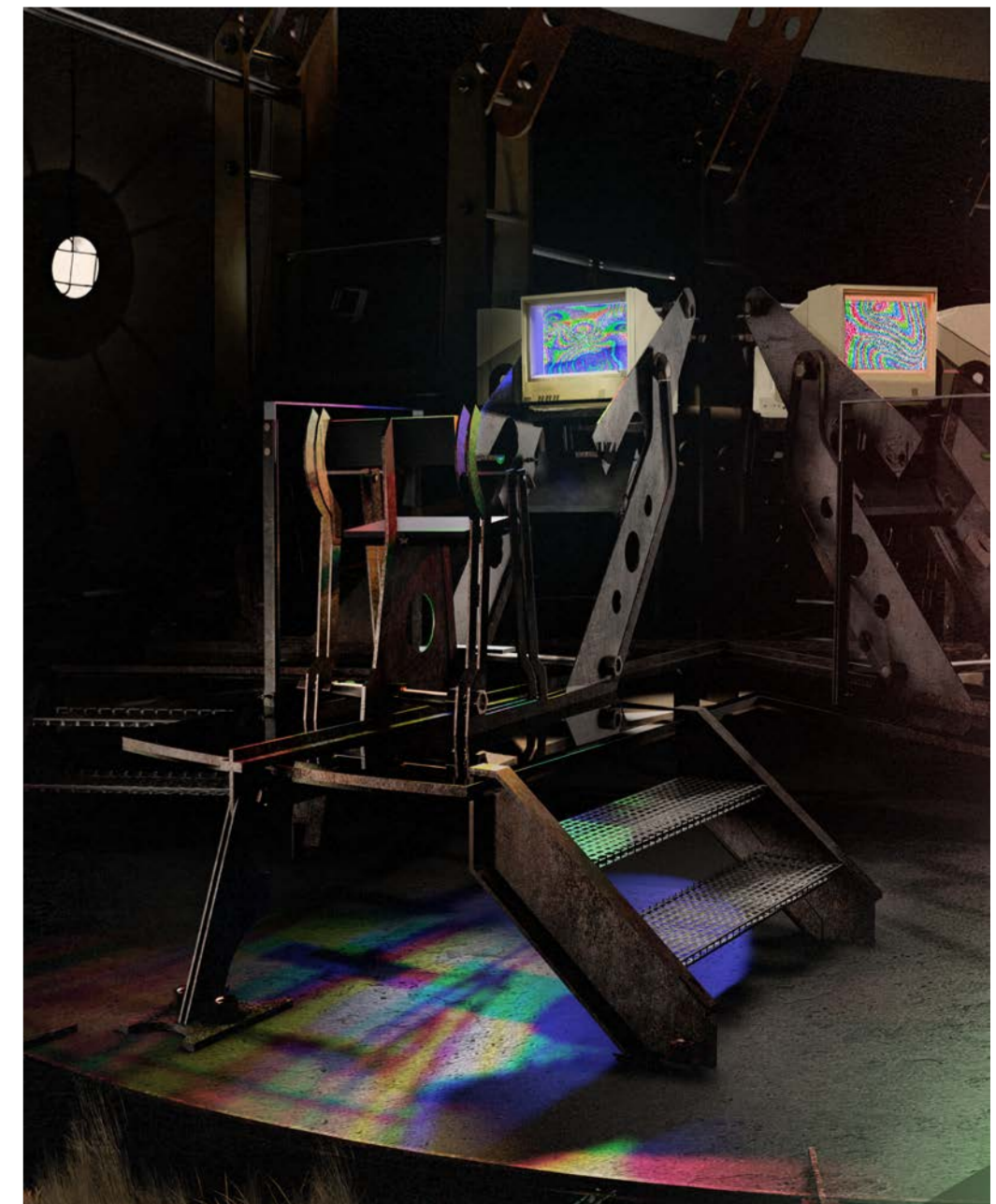
COMPOSITIONAL STUDY ISOMETRIC



DETAIL VISUAL EASEL



DETAIL VISUAL MEZZANINE



IMMERSIVE EASEL VISUAL