

immersivenewcastle

The immersivenewcastle establishment is based in the centre of Newcastle and offers a unique theatrical experience.

A cafe on the ground floor is surrounded by original building features and provides a glimpse into the happenings above, on the first floor where the individual performance pods are situated.

Visitors can dictate their own experience of the performances. The spaces between the fins that form the performance pods provide a different view from all angles of the space, whether seated or standing.

The open plan environment creates a freedom to move around and appreciate the beautiful original features.

The space not only is a facility to watch theatre, but to take part and train in it, too. The acting school is comprised of a studio space and classrooms to educate and engage.

A workshop on the third floor allows for costume alterations and prop manufacturing, alongside the staff facilities.

The concept of the design takes advantage of the existing intricate features of 55 Westgate Road, particularly reflecting on the arched doorways and various layers of materiality throughout.



LOCATION site plans showing the location of the site and significant nearby landmarks



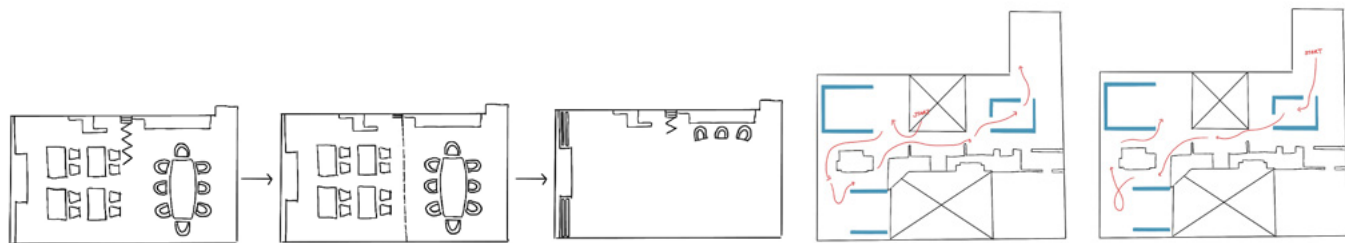
NARRATIVE ‘ghosts of former occupants’ – looking into the historical uses of the building



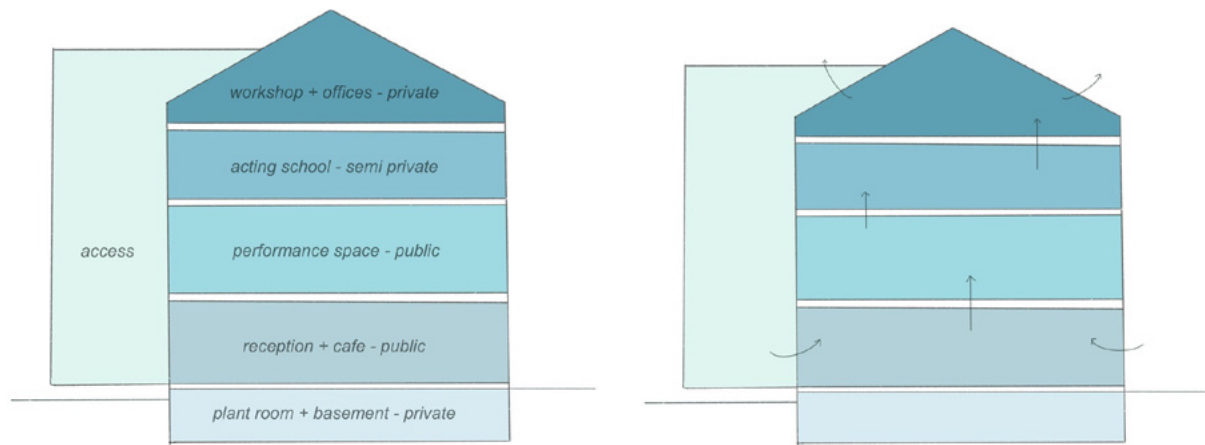
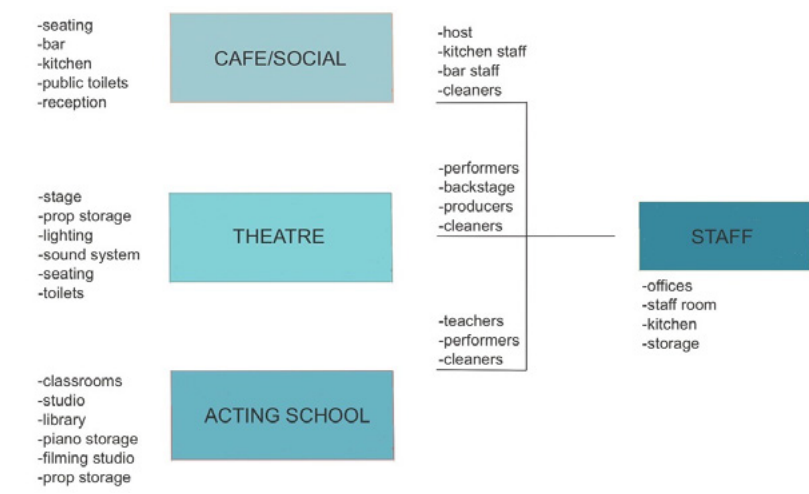
FORM Moss Arts Centre - performance and seating structures based on engineering acoustic ceilings in modern theatres, tied in with the concept of layering



LAYERS studies into the natural collage created by the alterations taken place over the years



CIRCULATION diagram of layout options in multiuse classroom area + free movement through the space with variations of routes

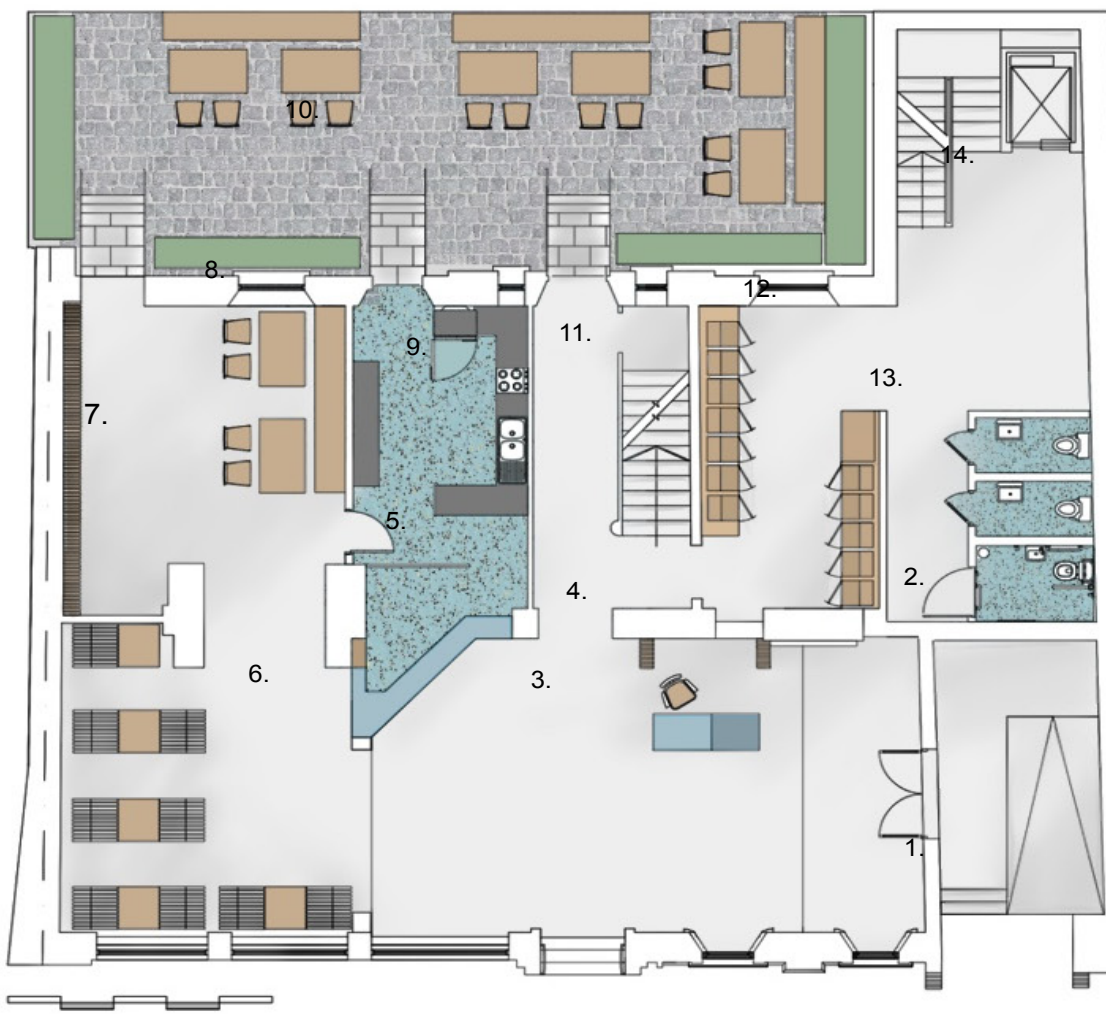


CONCEPT + ENVIRONMENT immersive theatre is a modern twist on the historical entertainment use of the building + functional requirements of the space+ natural stack ventilation through voids and roof windows



COLOUR PALETTE muted colour scheme throughout the design with hints of blue, inspired by the embellishments on the central staircase

CONCEPT



GROUND FLOOR

1. Entrance Arch
2. Wheelchair ramp
3. Grand hall double height space
4. Reception desk
5. Bar
6. Seating pods
7. Feature Wall
8. Café seating
9. Kitchen
10. Outdoor Seating
11. Central Staircase
12. Lockers
13. Toilets
14. Lift and stairs

FIRST FLOOR

1. Dressing room
2. Toilets
3. 'Moment' balcony
4. Performance pod 1
5. Performance pod 2
6. Performance pod 3
7. Display wall
8. Projector wall



SECOND FLOOR

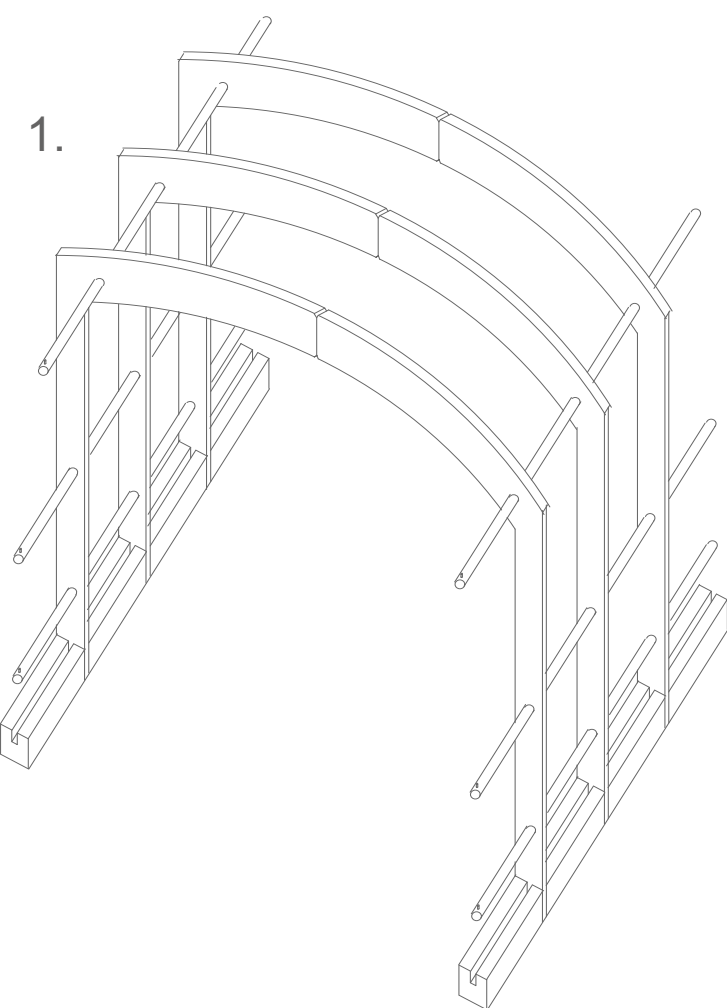
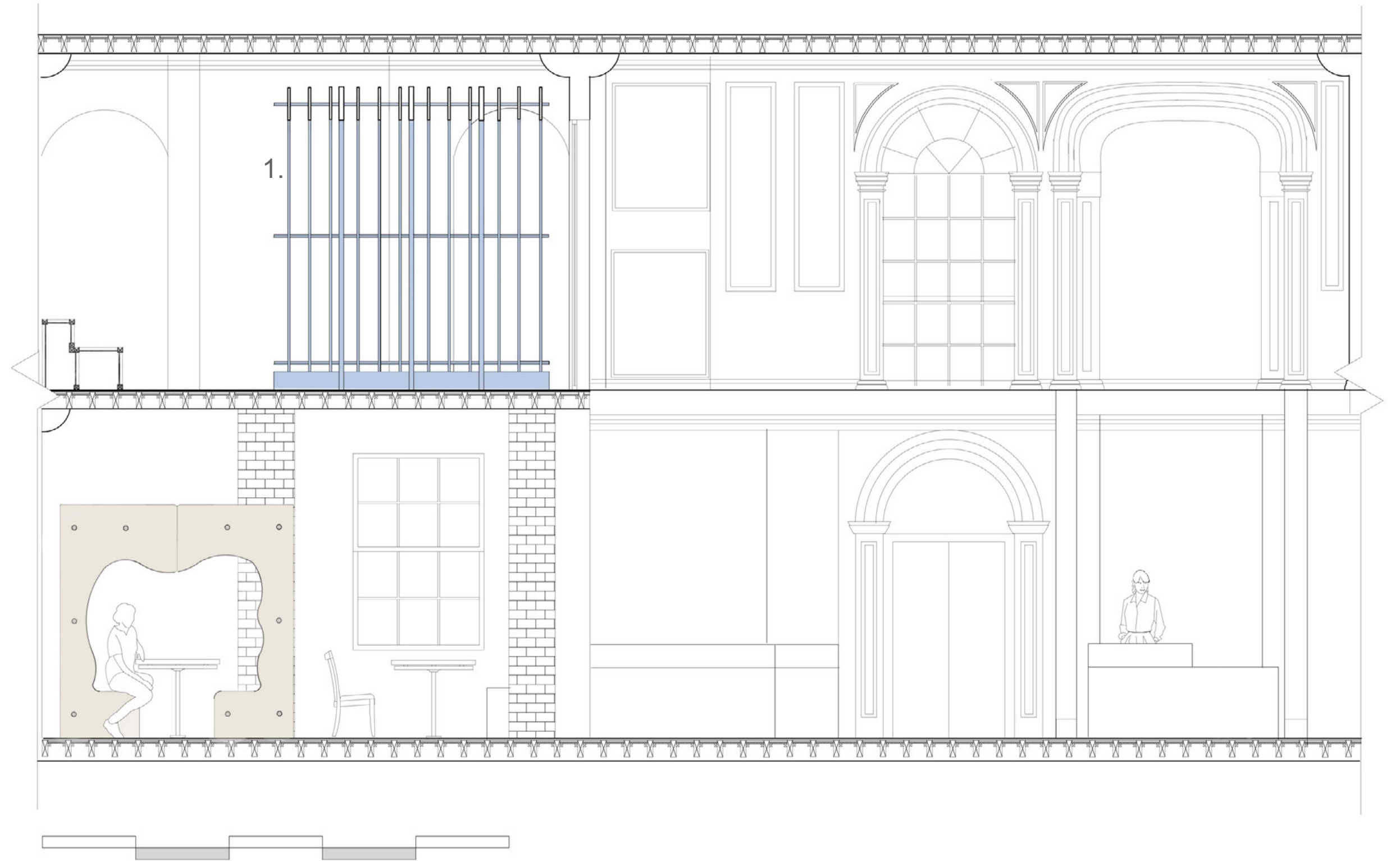
1. Double height acting studio
2. Stage
3. Storage
4. Dual use classroom/meeting room
5. Void over performance space
6. 'Moment' seating
7. Lockers
8. Waiting area
9. Toilets

THIRD FLOOR

1. 'Moment' acting studio viewing area
2. Staff room & kitchenette
3. Office
4. Costume workshop
5. Storage



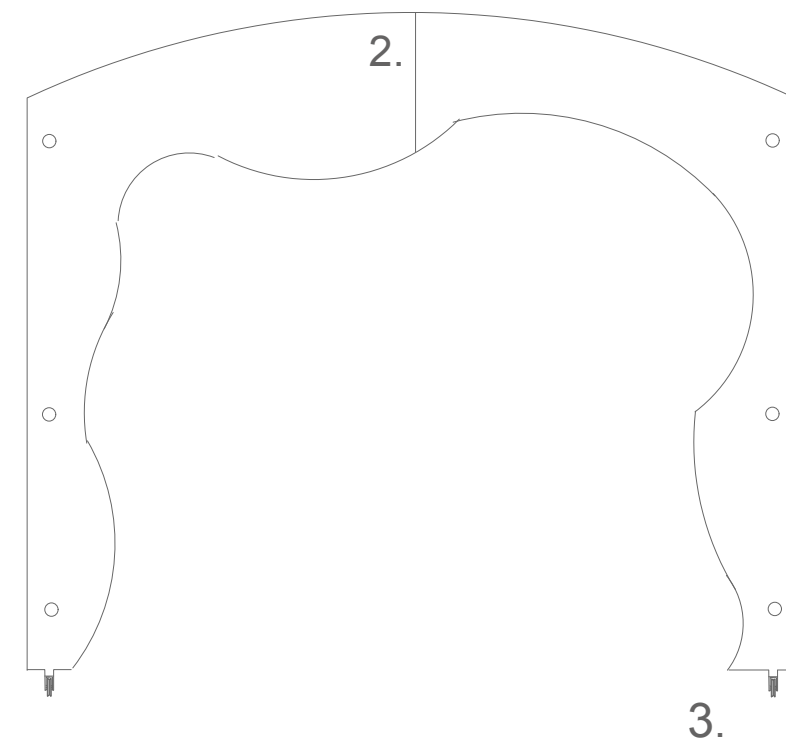




1. PERFORMANCE POD DETAILING

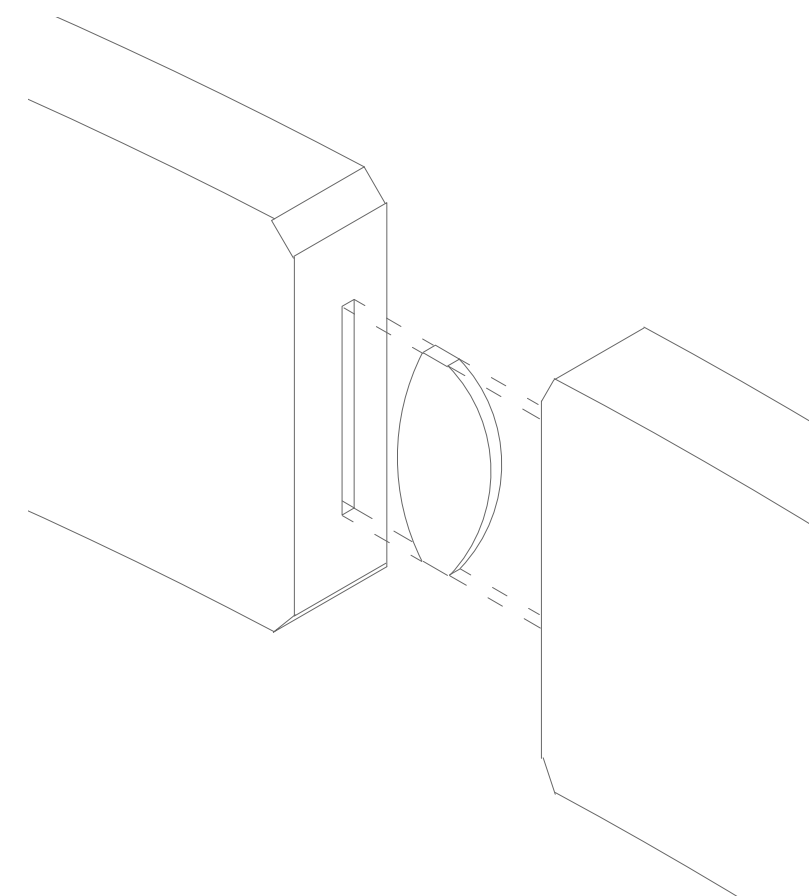
STRUCTURAL FRAME

- 2800x3000mm individual arches
- CNC cut in 2 parts
- Joined edge-to-edge biscuit joint
- 6 support rods
- AC lacquered MDF in blue
- 3 Structural arches set into base
- 3 moveable fins between the structural frame
- Curved inner varies between fins to create layered effect



MOVEABLE FINS

- 2800X3000mm individual arches
- 30mm thick
- CNC cut in 2 parts
- Slight variations in curves for layering effect
- Slot into 200x200mm base
- AC lacquered MDF in blue
- Movement mechanism – double bearing external support wheel

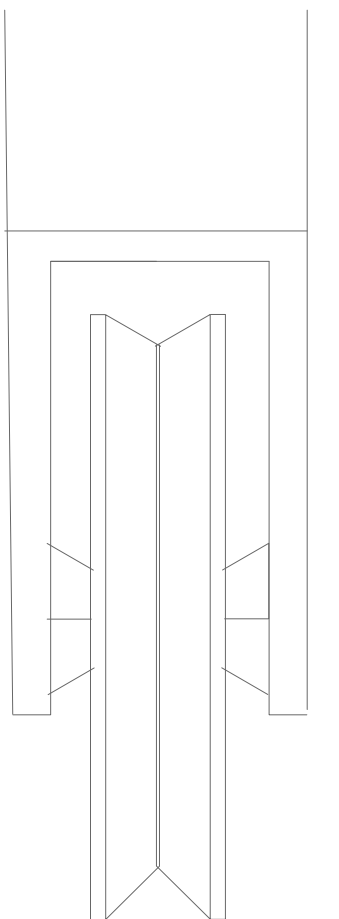


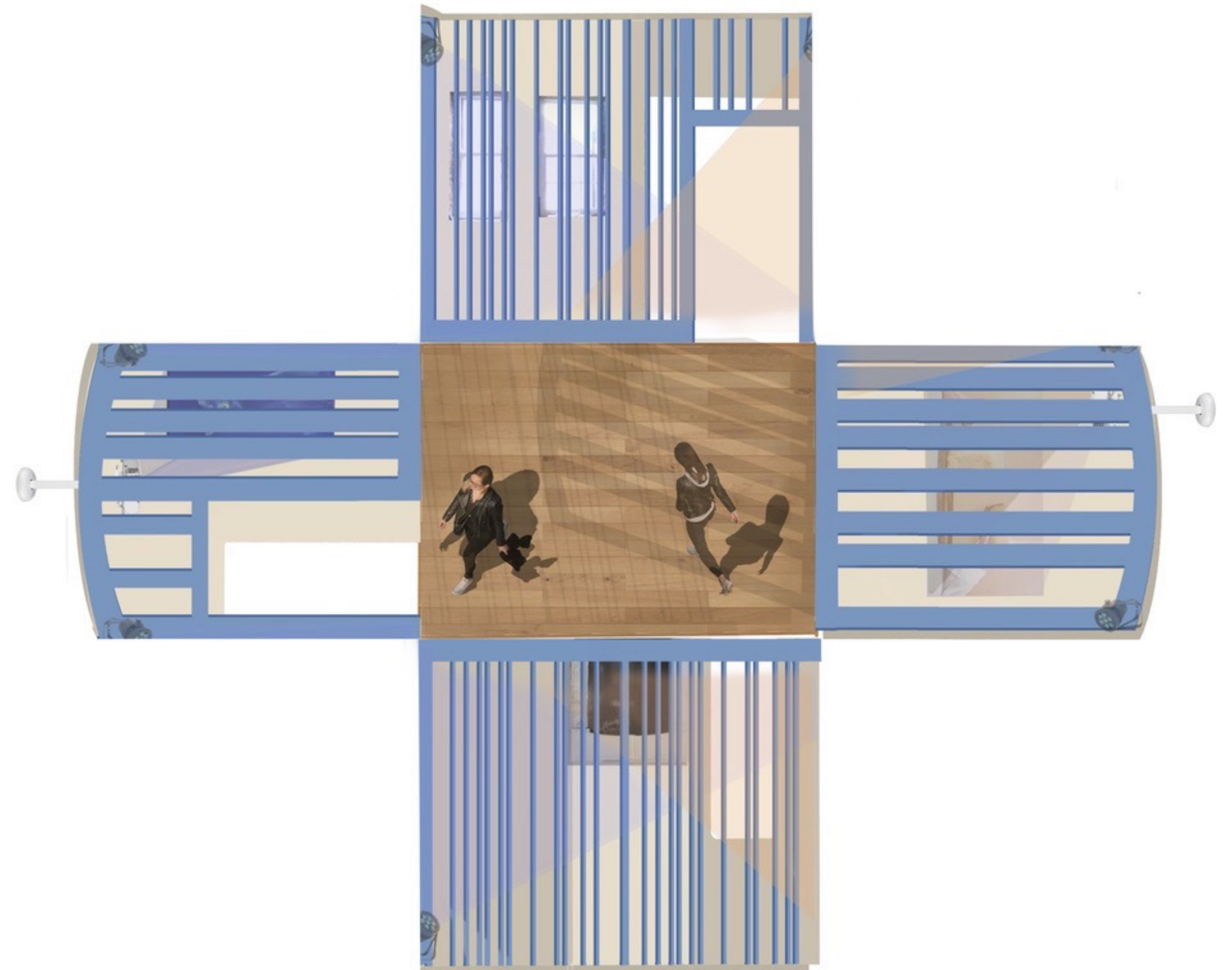
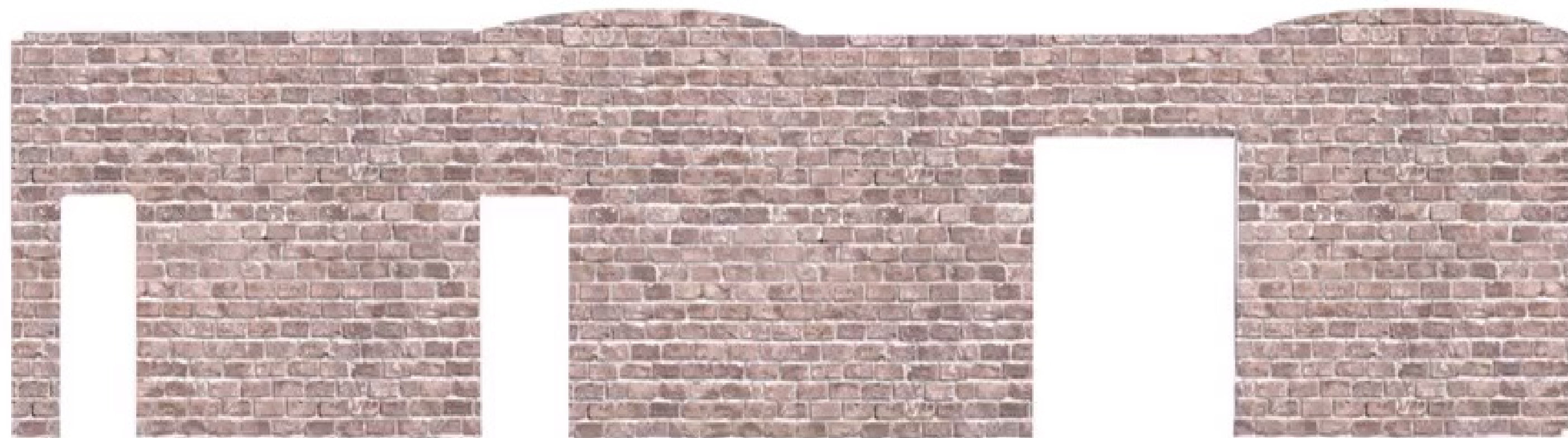
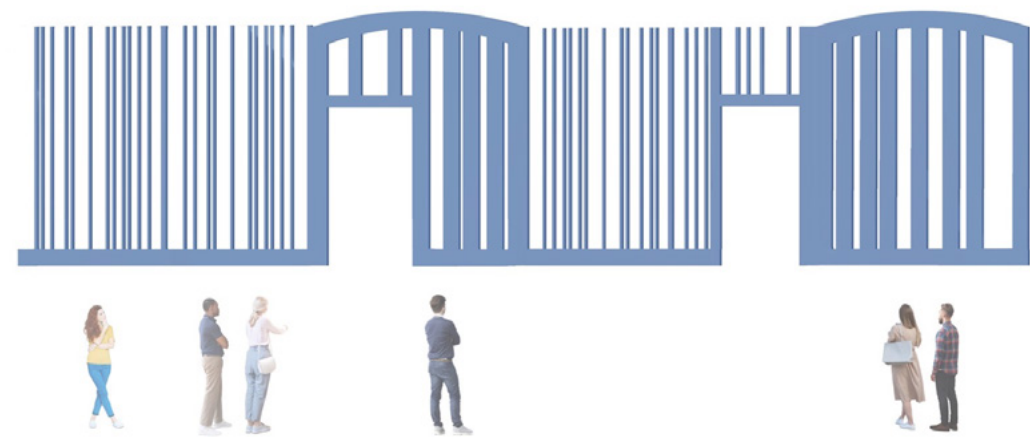
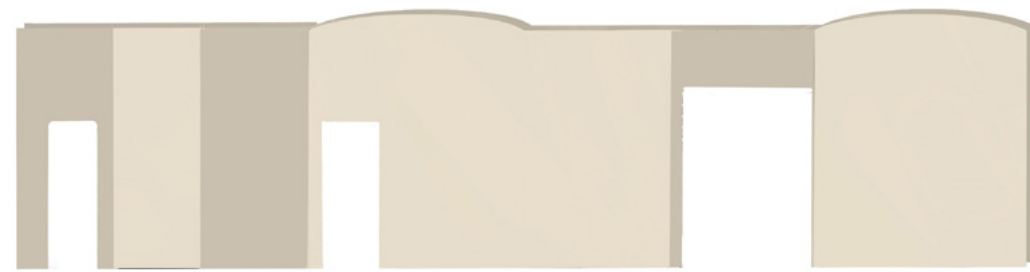
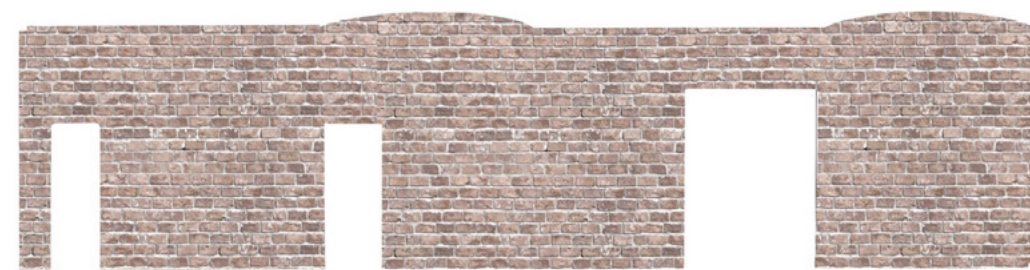
2. BISCUIT JOINT

- Edge to edge connection
- PVA wood glue
- MDF

3. MOVEMENT MECHANISM

- V grooved double bearing external support wheel
- Bolted to base of frame
- Allows movement to adjust width of gaps





A creative study focusing on the immersive element of the design and the continuing theme of layering. These images demonstrate an internal perspective of a performance pod.

1.layering of an immersive performance pod

2.birds eye internal view of an immersive performance pod

3.timelapse of the layering and experience of an immersive performance pod
-click to play/scan QR code-

