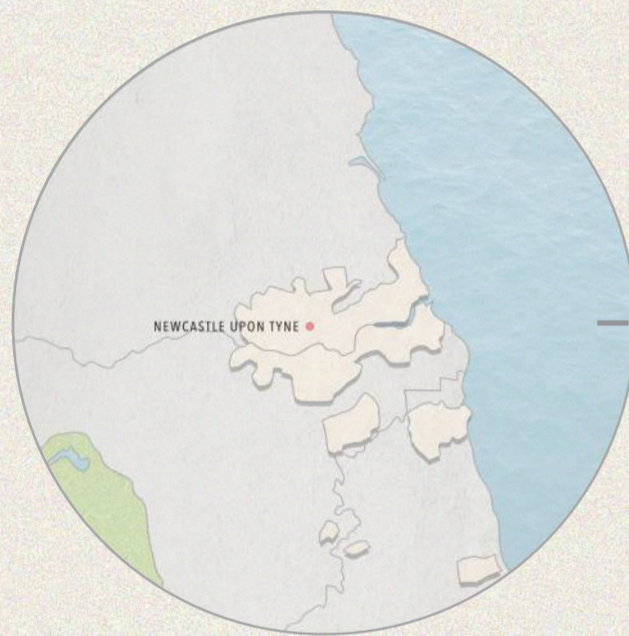


# MEMORIA DEMENTIA CHARITY HUB

HELP EDUCATE SUPPORT

Someone in the world develops **dementia** every **3 seconds**. There were over **55 million** people worldwide living with dementia in **2020**. This number **will almost double every 20 years**, reaching **78 million in 2030** and **139 million in 2050**. With the numbers rising, it is becoming a concern as the **majority of the dementia care workforce is unqualified**, low paid and low status. The proposal aims to introduce a **dementia charity hub** into the space, and provide all the facilities needed to accommodate workshops, exhibitions and other necessities required by **dementia sufferers and their carers**. By providing **several activities, various workshops and laboratory sessions**, the scheme not only aims to **raise awareness** within the general public, but provide **essential training and learning opportunities** for health-care professionals.

## SITE MAP & CONTEXT



Tyne & Wear County



Newcastle upon Tyne



Westgate Road



- ACCESS TO 55-57 WESTGATE ROAD
- 55-57 WESTGATE ROAD
- MAJOR ROADS
- RAILWAY/TRAMWAY
- BUS STOP
- M METRO
- CENTRAL STATION
- PARKING SPACES
- VEGETATION
- RIVER

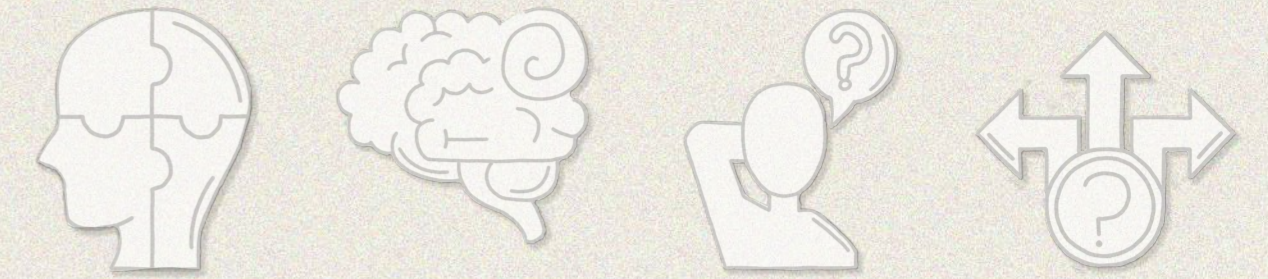
The scheme aims for adaptive reuse of a Grade II\* listed building situated within the busy city centre of Newcastle upon Tyne (55-57 Westgate Road).

The site is located within **the city centre** of Newcastle upon Tyne, in the north east of England. The city has good links with the rest of the UK through rail (situated nearby) and **the A1**.

The site map on the left shows that the building is **on the path of the bus route**, there are **3 bus stops** near the site, with one being directly across. The nearest **metro station is just 2-minute walk** from 55-57 Westgate Road. To the back of the building there is Newcastle Central Station with links to many different towns and cities.

All of these factors (the city centre location, transport links etc.) will directly affect the design of the charity hub/support network. Having many transportation links and providing easy access to the site, the building has potential to become **the point of interest** for visitors coming from further away.

## CONCEPT



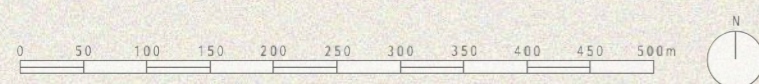
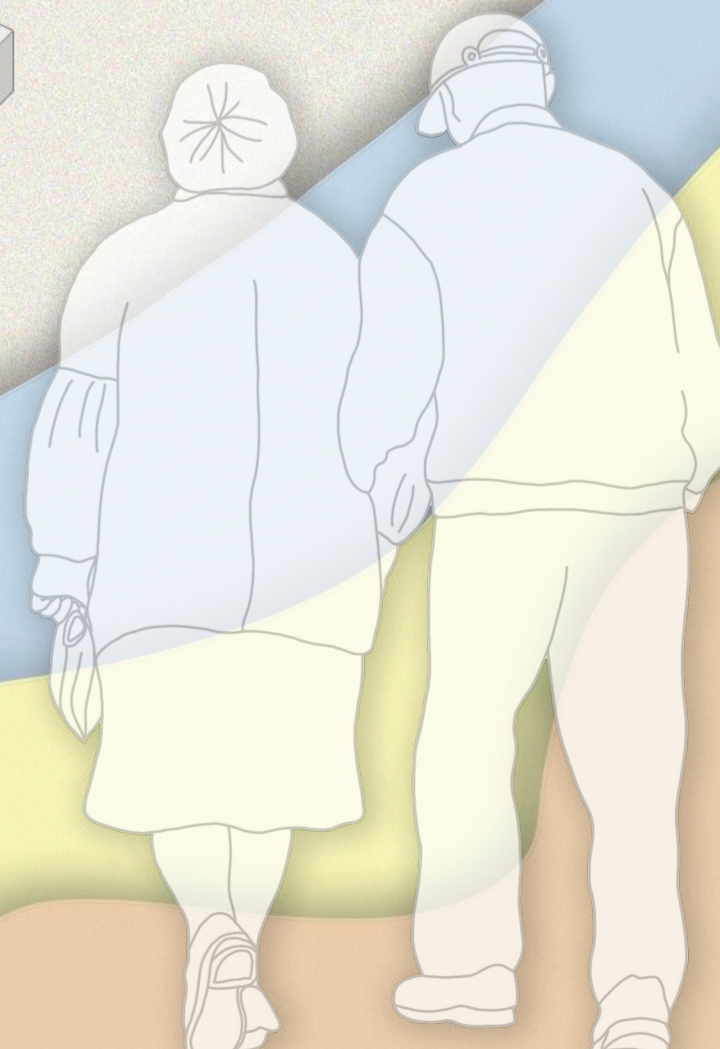
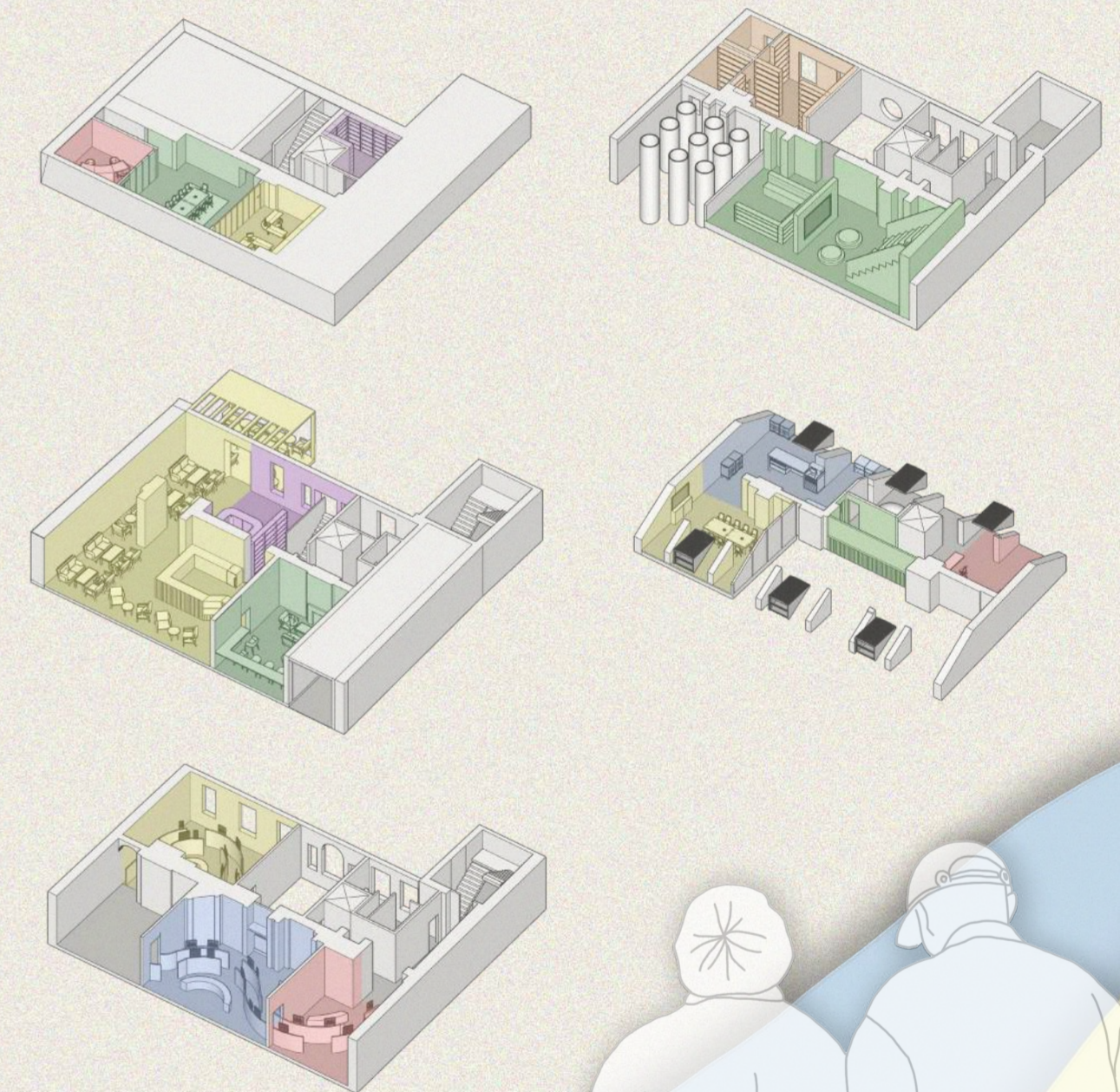
Common dementia symptoms:

- **memory loss, poor judgment and confusion,**
- **wandering and getting lost in a familiar neighbourhood,**
- **difficulty speaking, understanding and expressing thoughts.**

Design approach: **dementia-friendly design**

The concept of the scheme was to create a dementia-friendly environment. The proposed intervention through a choice of colours and materials guides the visitors to each of the spaces. The materials, textures and fittings have been chosen carefully to maximise the comfort and wellbeing of the user.

Concept: **Each colour is associated with different activity (to reduce confusion and avoid getting lost).**

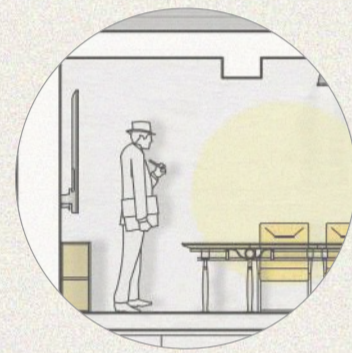




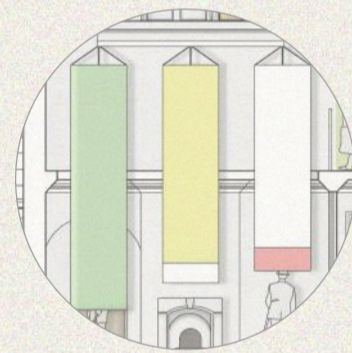
# LONG SECTION



RESEARCH ZONE



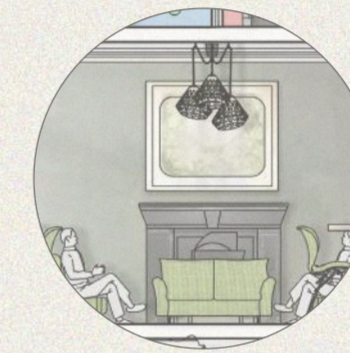
INTERACTIVE EXHIBITION



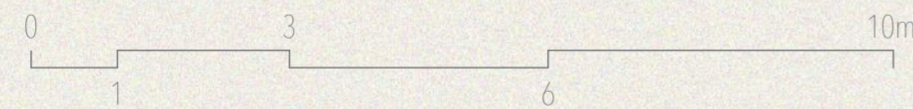
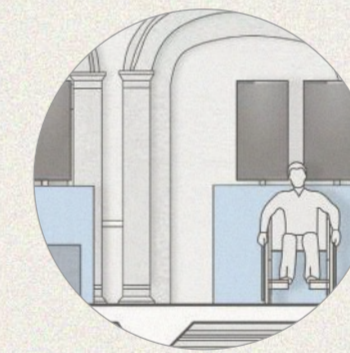
PODCAST RECORDING STUDIO



QUIET ZONE



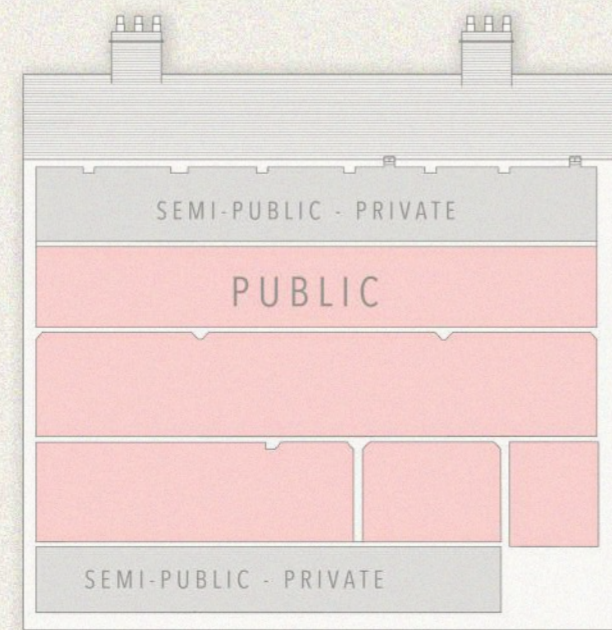
INTERACTIVE EXHIBITION



## ZONES



## PRIVATE/PUBLIC

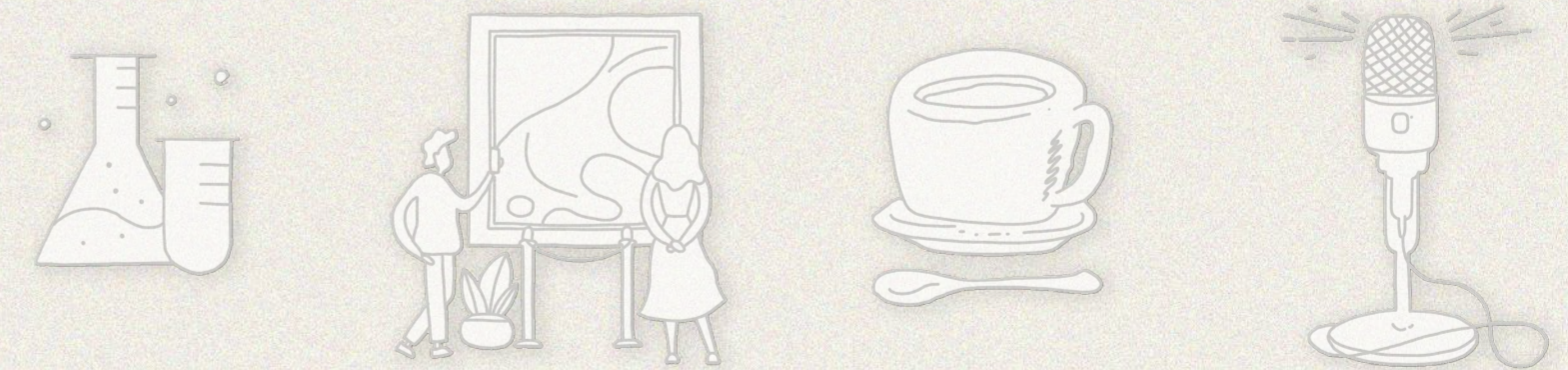


By providing different zones within the scheme and dividing the private from the public will help navigate the environment and avoid the feeling of confusion or being lost.

Having each floor associated with different activity, together with proper signage and use of different colours can significantly improve visitors' navigation and increase their feeling of comfort.

Using different colours within the dementia-friendly design can act as a distinct way to both break up and connect spaces together, for example, yellow is associated with having a coffee, blue is associated with interactive exhibition.

## ACTIVITIES

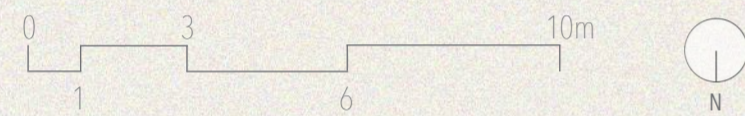
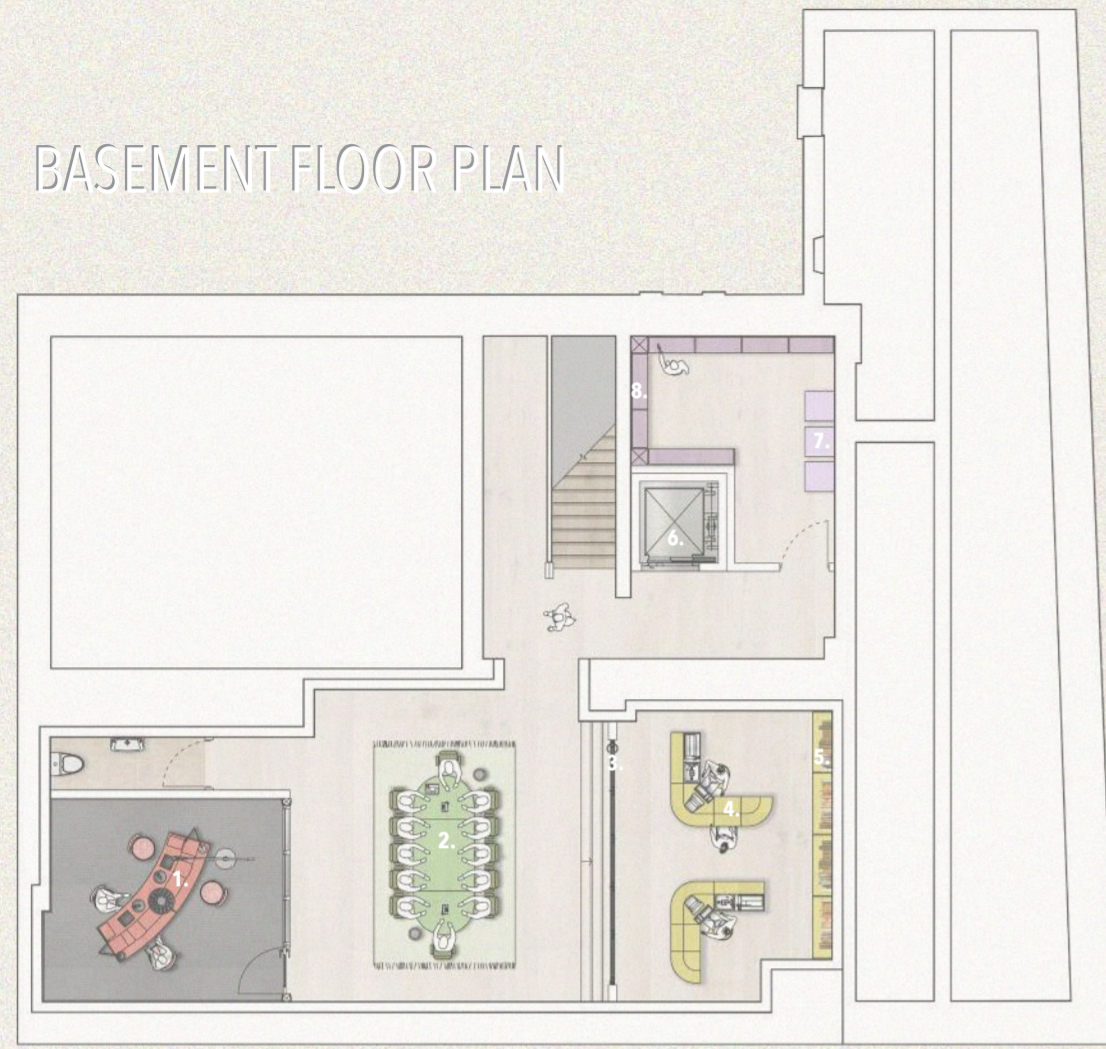


Although the aim of the design is to provide the maximum comfort for those suffering from dementia, the scheme also aims to provide essential training within health-care professionals and raise awareness within general public. The scheme provides a podcast recording studio, which allows to invite guests (doctors and other professionals) to discuss the topic of dementia. Having in-wall speakers within the cafe, allows the visitors' to listen to the podcast and effortlessly gain the knowledge while having a cup of coffee.

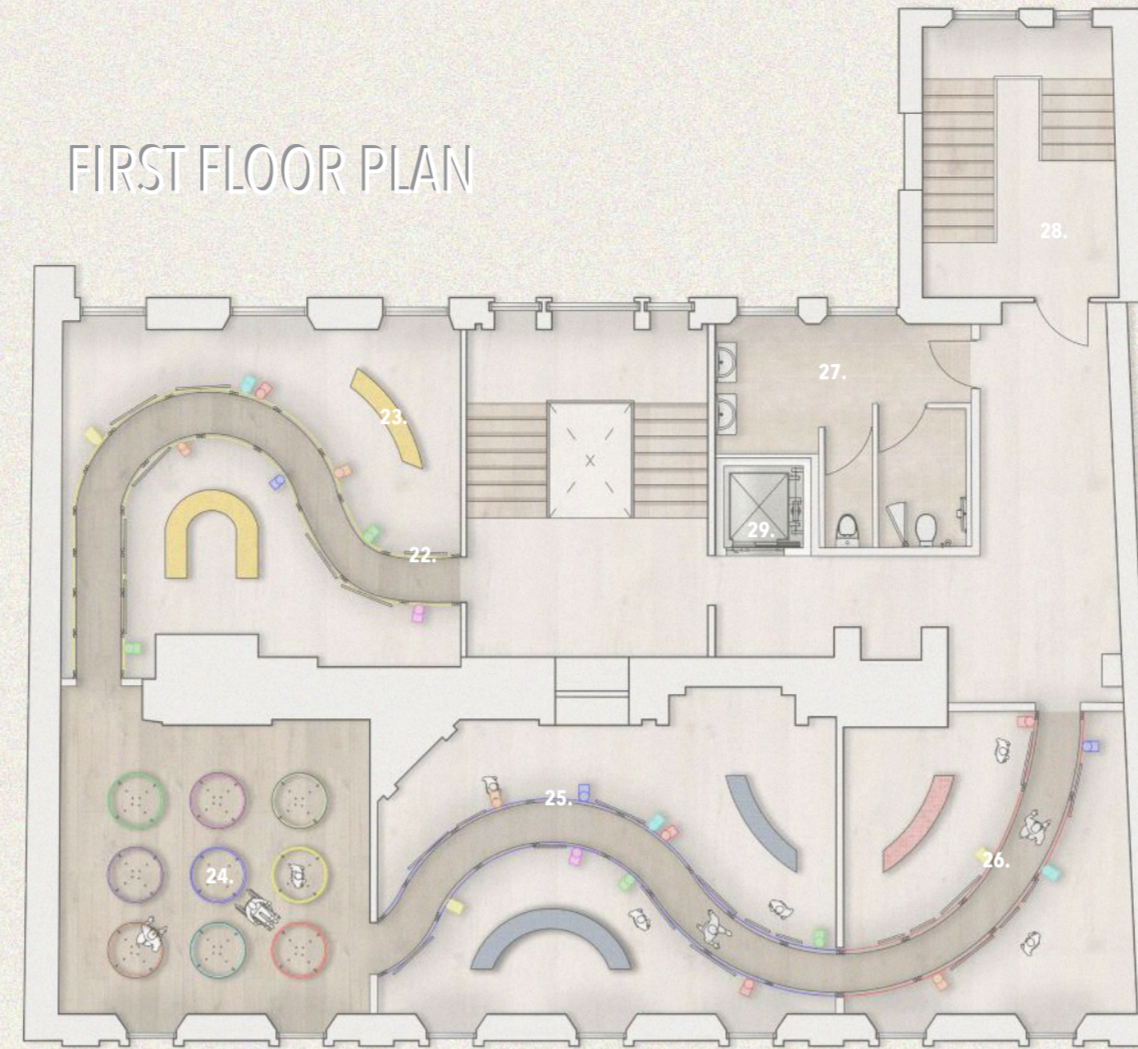
Currently only less than 4% of people with a diagnosis of dementia are involved within a clinical research study. By providing a laboratory and a research zone within the scheme, people affected by dementia and their carers are given a greater opportunity to be involved in the design and the process of the research. Being involved in the research, can significantly increase the way of living of those suffering from the illness as the new treatments become available and the quality of dementia care increases.



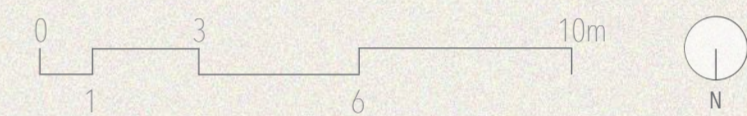
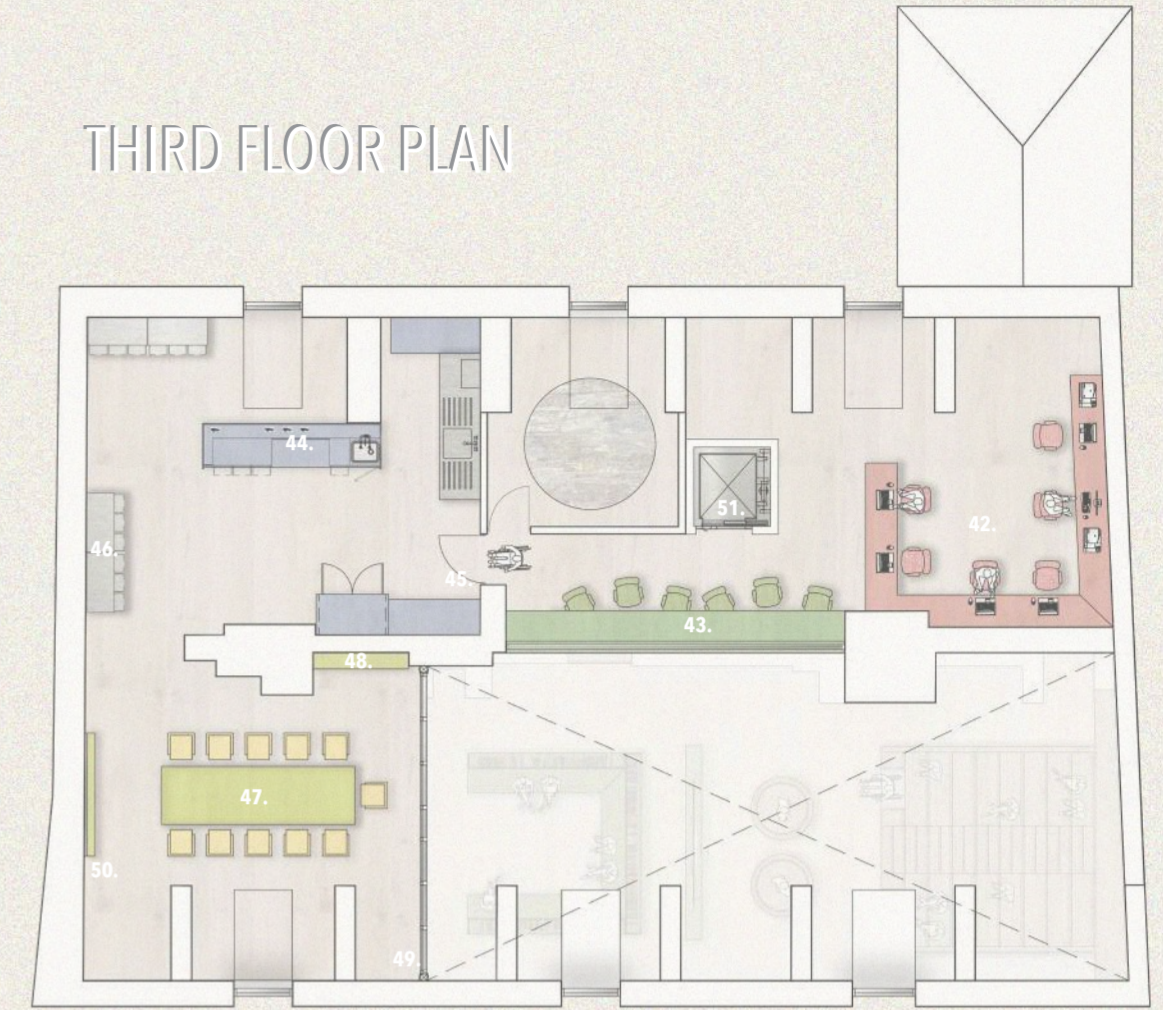
BASEMENT FLOOR PLAN



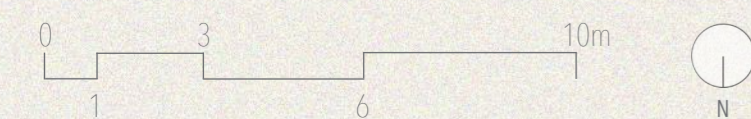
FIRST FLOOR PLAN



THIRD FLOOR PLAN



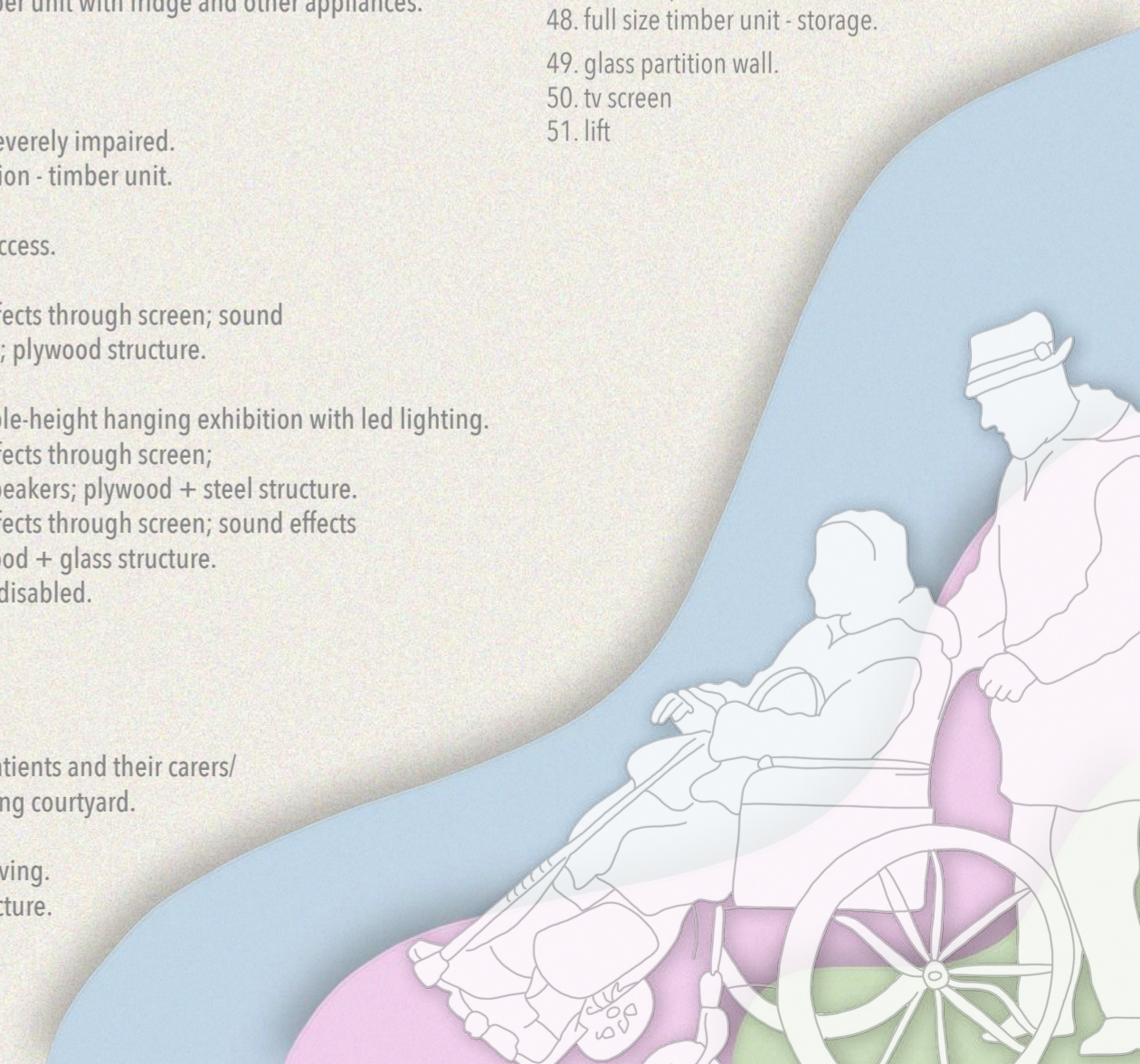
GROUND FLOOR PLAN



SECOND FLOOR PLAN

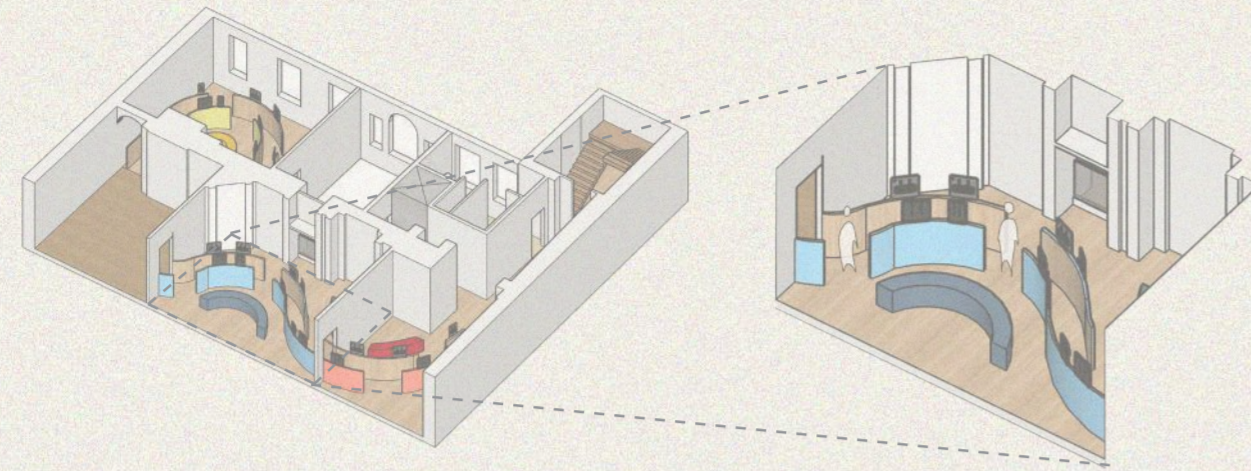


1. podcast recording studio.
2. meeting/planning space.
3. full-size bi-folding doors.
4. work/editing station.
5. full-size book shelving - additional storage.
6. lift.
7. storage containers.
8. three large shelving units - storage.
9. reception; timber unit.
10. seating area; sofas and armchairs.
11. extended cafe area; timber panelling.
12. food prep/food service; timber unit with fridge and other appliances.
13. glass unit; food display.
14. quiet zone.
15. high stool window seating.
16. changing place - for those severely impaired.
18. initial exhibition/leaflet station - timber unit.
19. fire exit.
20. full-size ramp for disabled access.
21. lift.
22. curved exhibition - visual effects through screen; sound effects through in-wall speakers; plywood structure.
23. pouf seating.
24. interactive exhibition - double-height hanging exhibition with led lighting.
25. curved exhibition - visual effects through screen; sound effects through in-wall speakers; plywood + steel structure.
26. curved exhibition - visual effects through screen; sound effects through in-wall speakers; plywood + glass structure.
27. two-piece toilets - unisex + disabled.
28. fire exit.
29. lift.
30. quiet zone.
31. full-size book shelving
32. quiet nooks for dementia patients and their carers/ dementia specialists - overlooking courtyard.
33. frosted-glass balustrade.
34. pouf seating with book shelving.
35. tv screen within timber structure.
36. speaker stand.
37. stair seating with nooks for wheelchair access.
38. ramp for disabled access.
39. two-piece toilet - unisex and disabled.
40. fire stairs.
41. lift.
42. research area.
43. breakout space.
44. laboratory station with specialist equipment.
45. storage - timber units.
46. sample storage - steel/metal unit.
47. workshop area.
48. full size timber unit - storage.
49. glass partition wall.
50. tv screen
51. lift





DETAIL

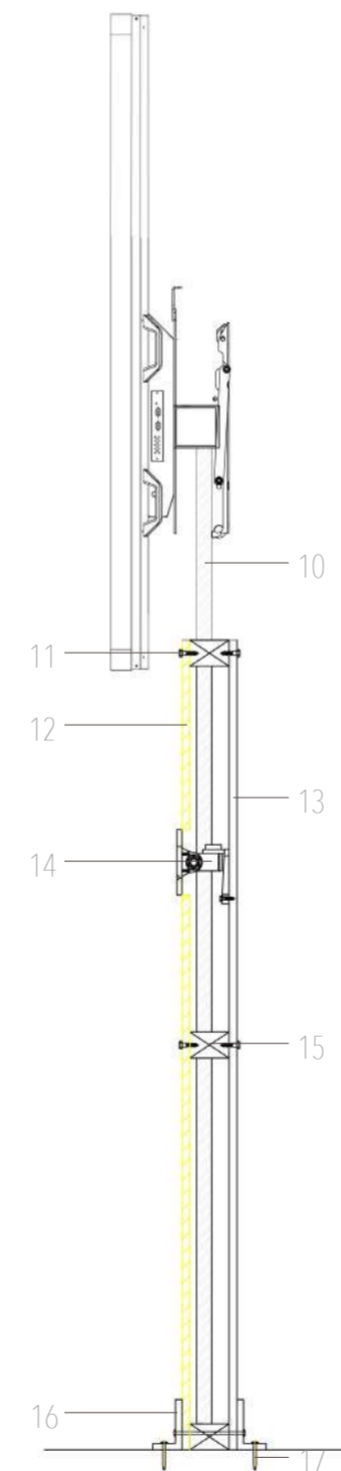
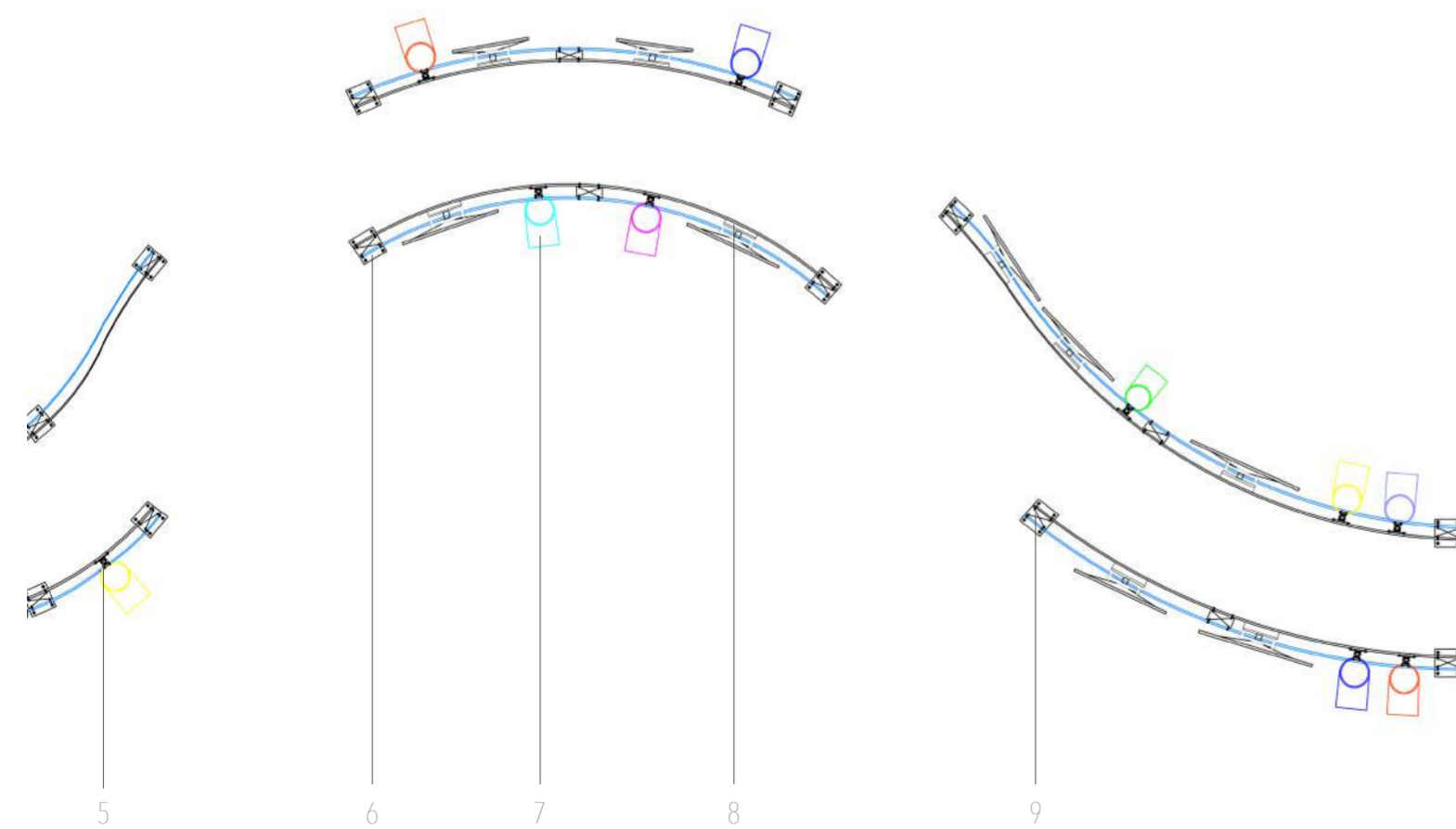
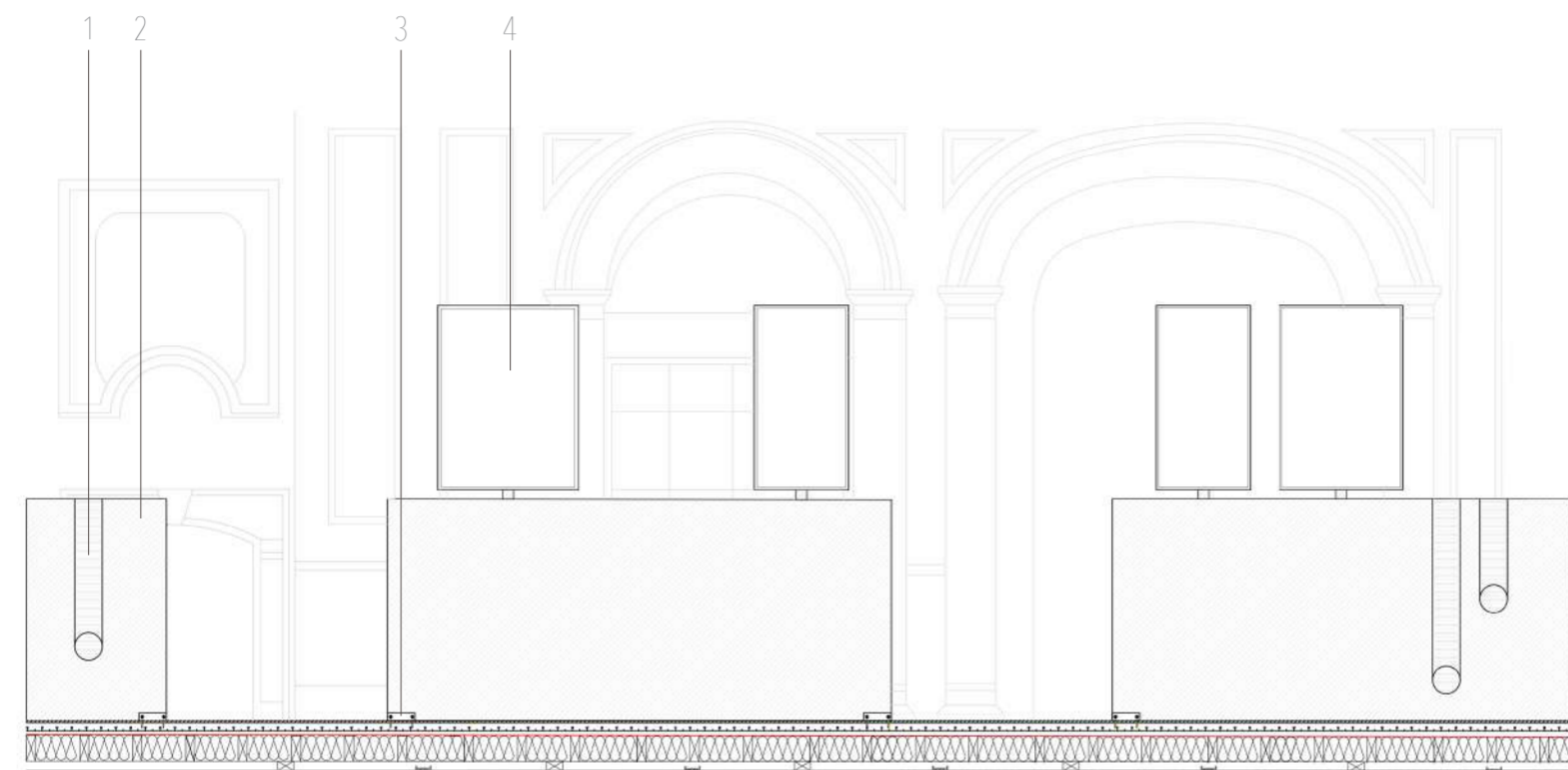


The interactive exhibition is the main point of interaction within the scheme.

The curved exhibition creates a pathway, which does not only provides an easier path to follow (for those struggling with navigation and way-finding), but also allows to wander, without a feeling of getting lost.

The exhibition also provides sound and visual effects, through which the seniors are able to share their memories from the past (remembrance therapy). With dementia, people usually lose only short-term memory, but are often still able to recall older memories. The aim of the reminiscence therapy is to help the seniors with dementia to feel valued, contented and peaceful.

By sharing these memories, the exhibition also raises awareness that dementia can affect anyone and there's no particular pattern.



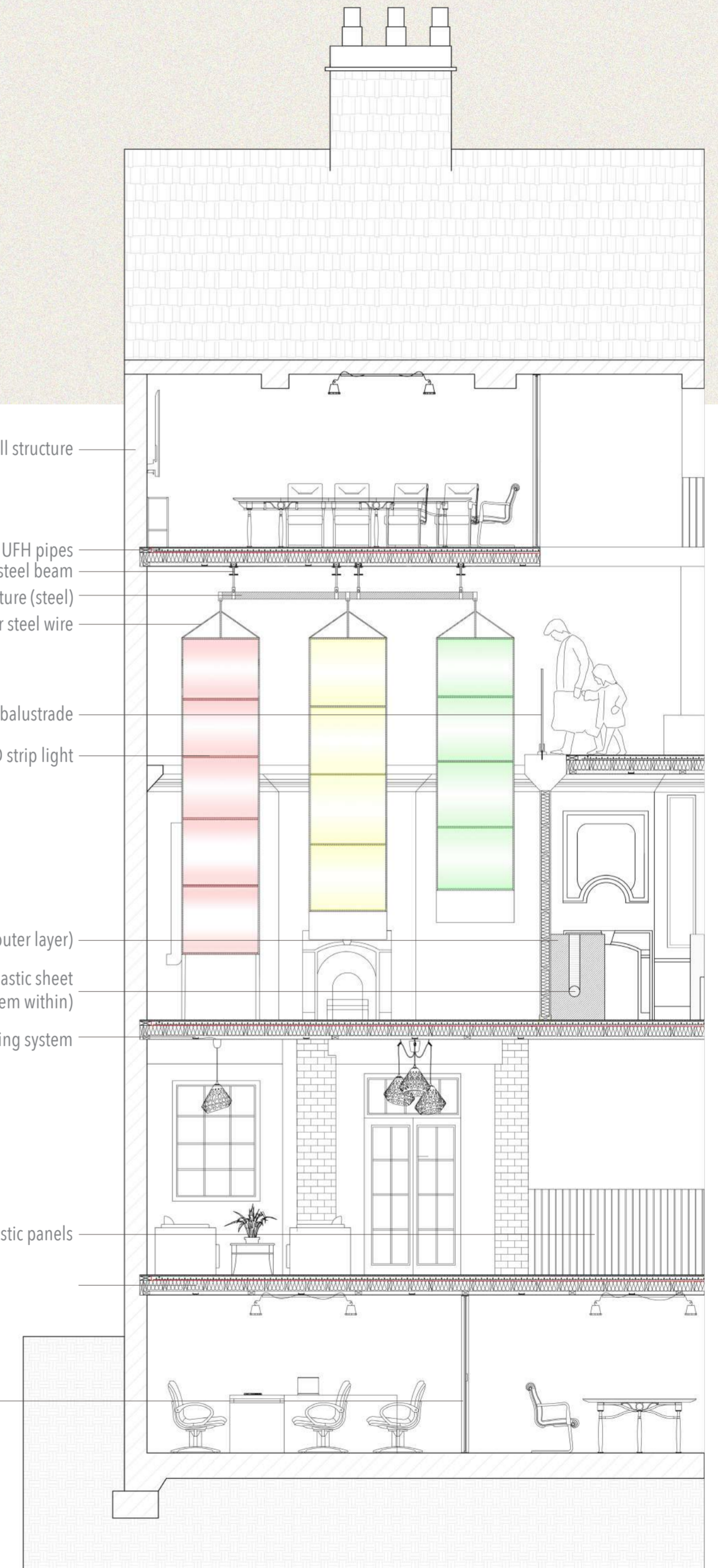
- 1. 8mm nylon sheet plastic
- 2. 5.2 mm plywood sheet
- 3. 50x65mm steel fitting
- 4. tv screen
- 5. 47mm mounting depth in-wall speaker
- 6. 50/65mm steel fitting
- 7. 8mm nylon sheet plastic
- 8. tv bracket
- 9. 63x97mm timber joist
- 10. 45mm diameter steel post
- 11. 10x32mm screw
- 12. 5.2mm plywood sheet
- 13. 9 mm plywood sheet
- 14. 47mm mounting depth in-wall speaker

- 15. 50x150 timber joist
- 16. 50x65mm steel fitting
- 17. 10x70mm screw

28mm double-glazed wall panel

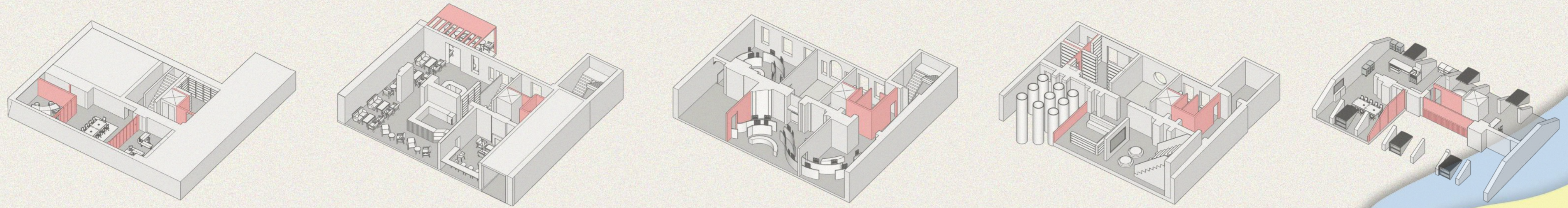
Each material, texture and fitting has been carefully chosen to maximise the comfort of the user. E.g. frosted glass balustrade - easier to see and recognise for those with impaired vision.

- existing wall structure
- underfloor heating - UFH pipes
- 146x43mm steel beam
- suspended ceiling structure (steel)
- 9.25mm hanger steel wire
- 12mm frosted glass balustrade
- LED strip light
- 3mm stainless steel (outer layer)
- 8mm nylon plastic sheet (sound system within)
- electricity&data trunking system





## NEW INSERTIONS



The diagram shows what is existing (white) and what is newly inserted (red). The newly inserted walls have been inserted so they do not take away from the existing (all the listed elements have been preserved).



The interior perspective portrays the use of colour and wall signage which is a form of navigation for those struggling with wayfinding. Situated within the ground floor, the cafe has an easy access for those walking down the street and is a form of invitation to enter the building. In the era of podcasts, which are rapidly getting more common, the in-wall speakers provide an easy solution of sharing information to visitors, without it being too overwhelming.

Cafe can also become a volunteering experience, where the general public has to work within the cafe, but also gets a chance to take part in workshops on how to act around people with dementia, how to treat it and what to look out for. By providing volunteer experiences, the scheme gives back to the community, helps to raise awareness and gain knowledge.

Reminiscence therapy is one of the form of helping dementia sufferers to feel important and valued. Since the dementia only affects the short-term memory, those suffering are able to share their memories from the past. Having sound effects situated within the colourful tubes, the general public are able to hear the stories of those suffering from the illness and learn about their lives before they got diagnosed. The TV screens help to associate the voice with the face, hence the visitors can gain a better understanding that dementia, can affect anyone, there's no particular age or gender.

The curved shape of the exhibition allows to wander, but also provides an easier path to follow for struggling with wayfinding.