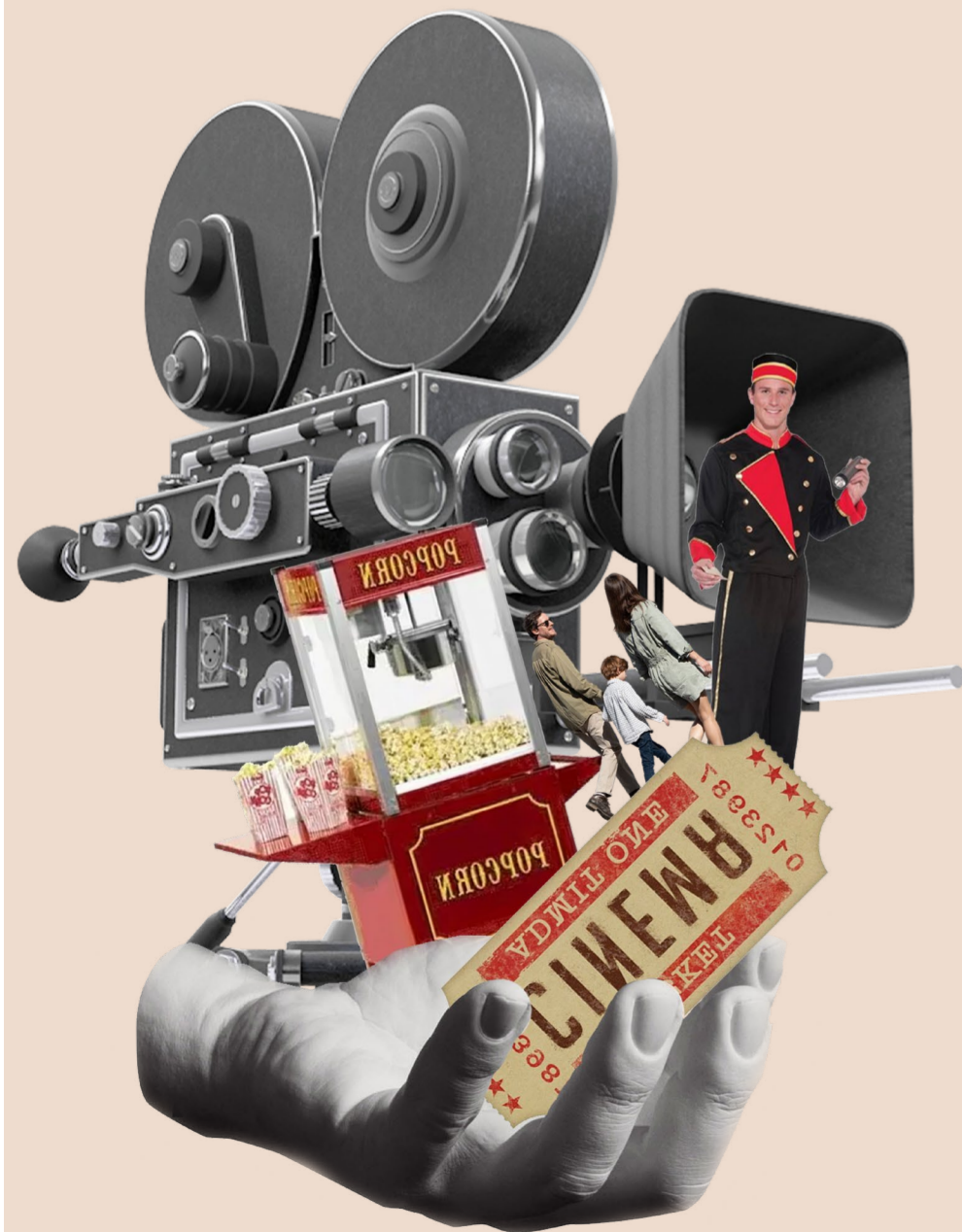


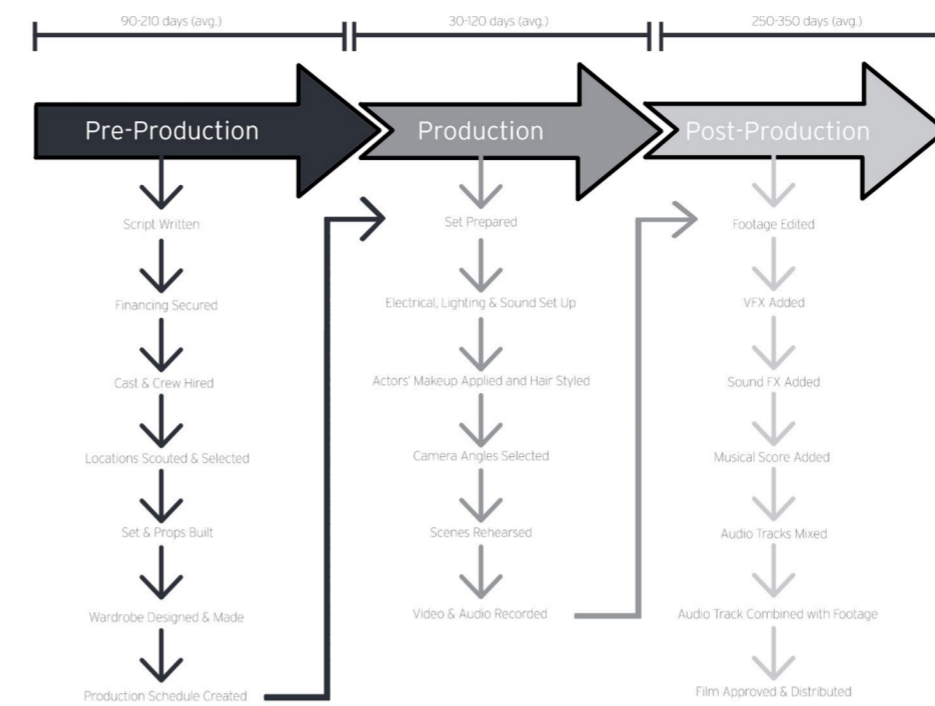
JOHN DOBSON HOUSE

In the Newcastle Creative & Cultural Zone open call invitation by Newcastle County Council, it says **“Raise awareness of varied careers in ‘backstage’ roles; and improve pathways into them”**. With John Dobson House being located just outside the CCZ, an opportunity is presented to adapt a building with **significance to Newcastle’s history**. This proposal intends to rejuvenate the building and create a space that highlights overlooked ‘background’ roles within the visual media industry, with the hope to inspire a **new generation of filmmakers in the North-East**, which itself is often overlooked by the British film industry.

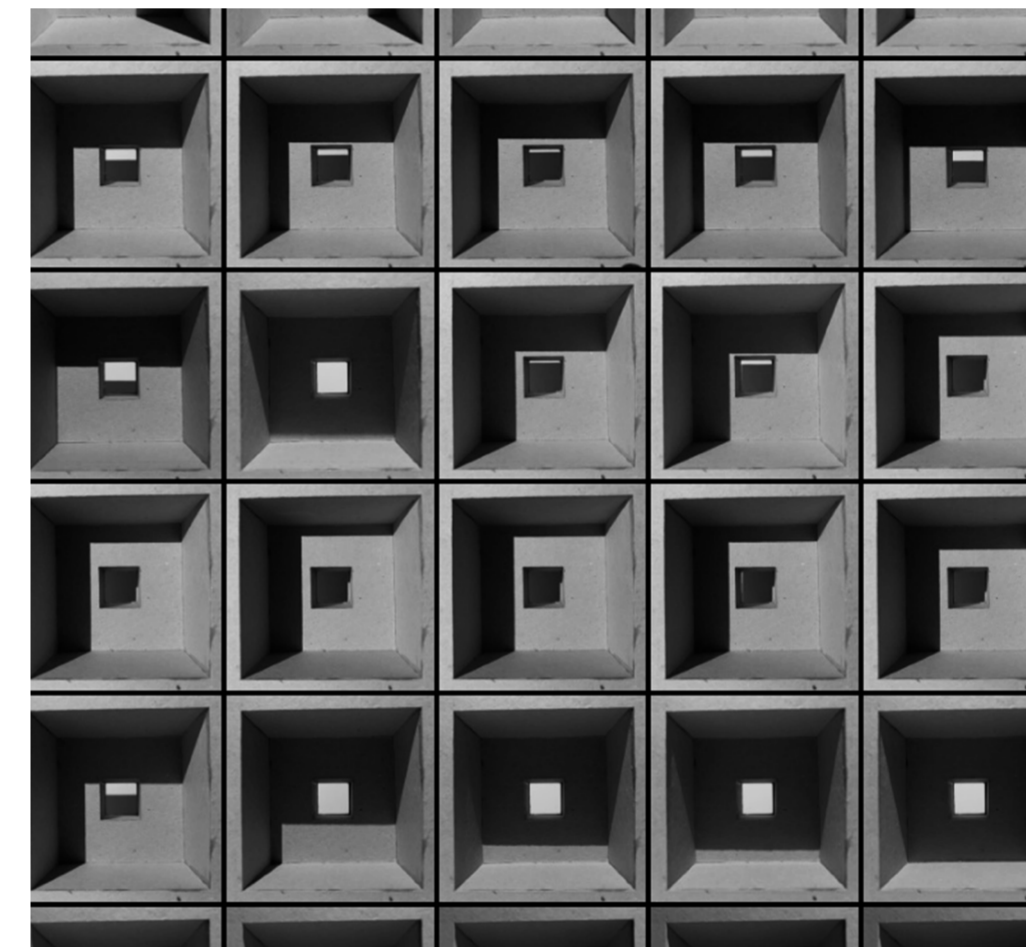
The film-making process is essential to the proposal and is highlighted through its three primary stages: **pre-production, production and post-production**. These create the main stages within the scheme: a museum space, to exhibit the history of cinema, studio and teaching spaces, for visitors to learn about the practical and theoretical aspects of film-making, and a cinema space, for the social experience of watching a finished film as a **community**.



Journey Through a Cinema



Functional Analysis of Film Production



Conceptual model photographs inspired by vintage film cameras:

- The ripples in the middle of these cameras show a journey from eye to camera, **a visual connection**
- The ripples form a structure which was interpreted as a journey for visitors to take from one place to another, or viewpoints for visitors to see elements of the site through; either horizontal or vertical visual connectivity. This influenced the idea to have perforated steel sheets around the site, allowing for visitors to see the existing plasterwork through a new viewpoints (as shown in the material palette (right))
- A journey through the tools of film production



Newcastle Culture & Creative Zone

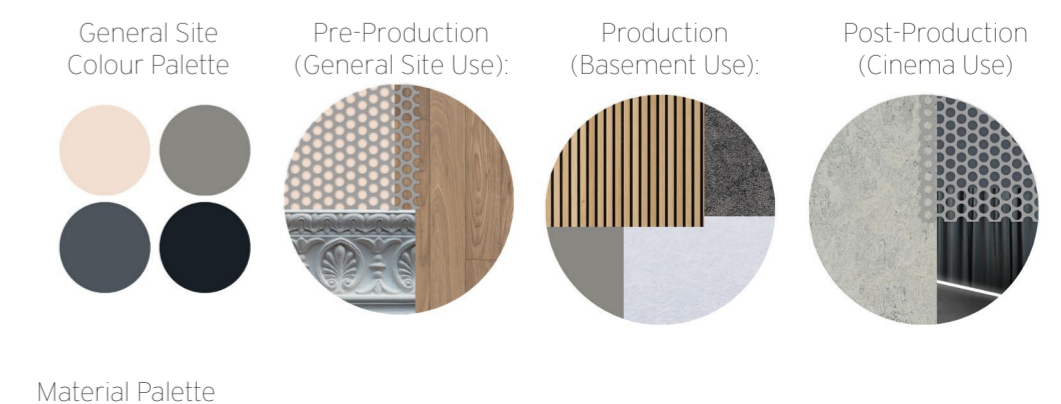
“Newcastle’s new Culture and Creative Zone (CCZ) is located in the heart of the city centre’s conservation area; bordered by the Grainger Market to the north, Centre for Life to the south, Discovery Museum to the west, and Common Room to the east. The Zone is at the forefront of the reinvention and revitalisation of Newcastle city centre, while also packed with architectural interest and a rich history”

- Emphasis on bringing back creative practitioners in a place of work and exploit the heritage & history of Newcastle
- Generating a diverse and highly skilled workforce for future generations whilst also focusing on environmentally sustainable practices

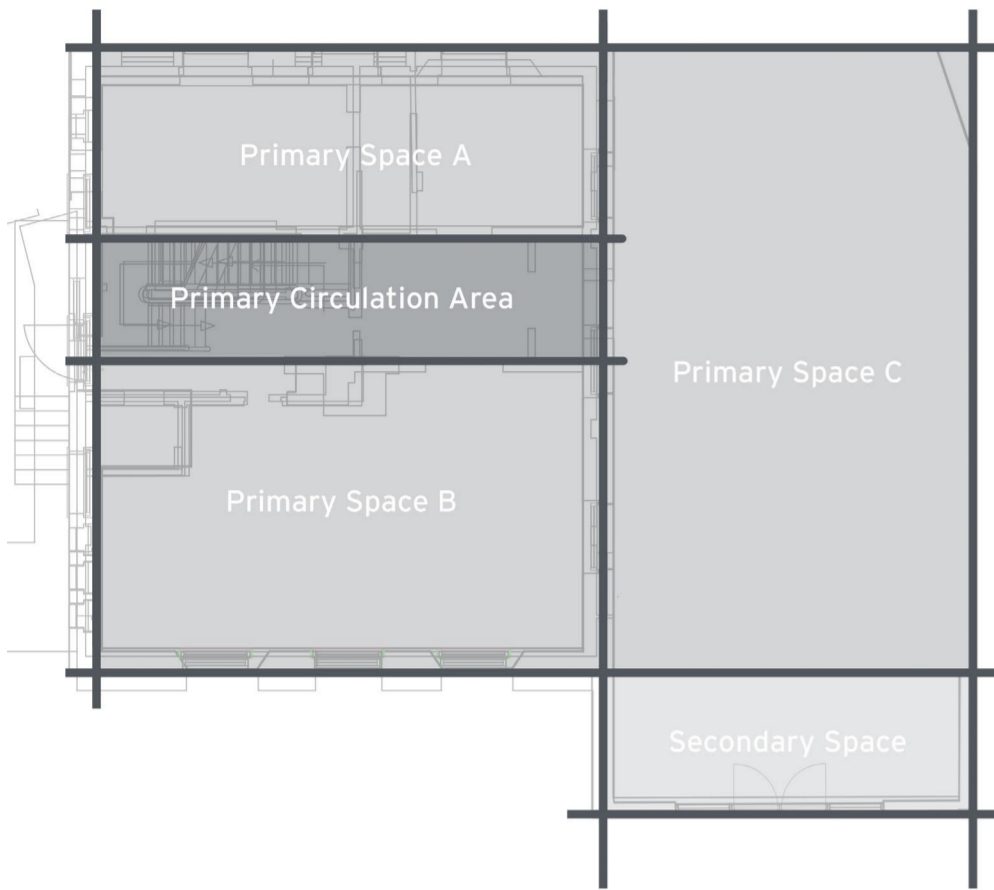


Locations of cinemas in proximity of the site, showing the need for a more educational cinema facility; a mix between commercial and community-led ideals:

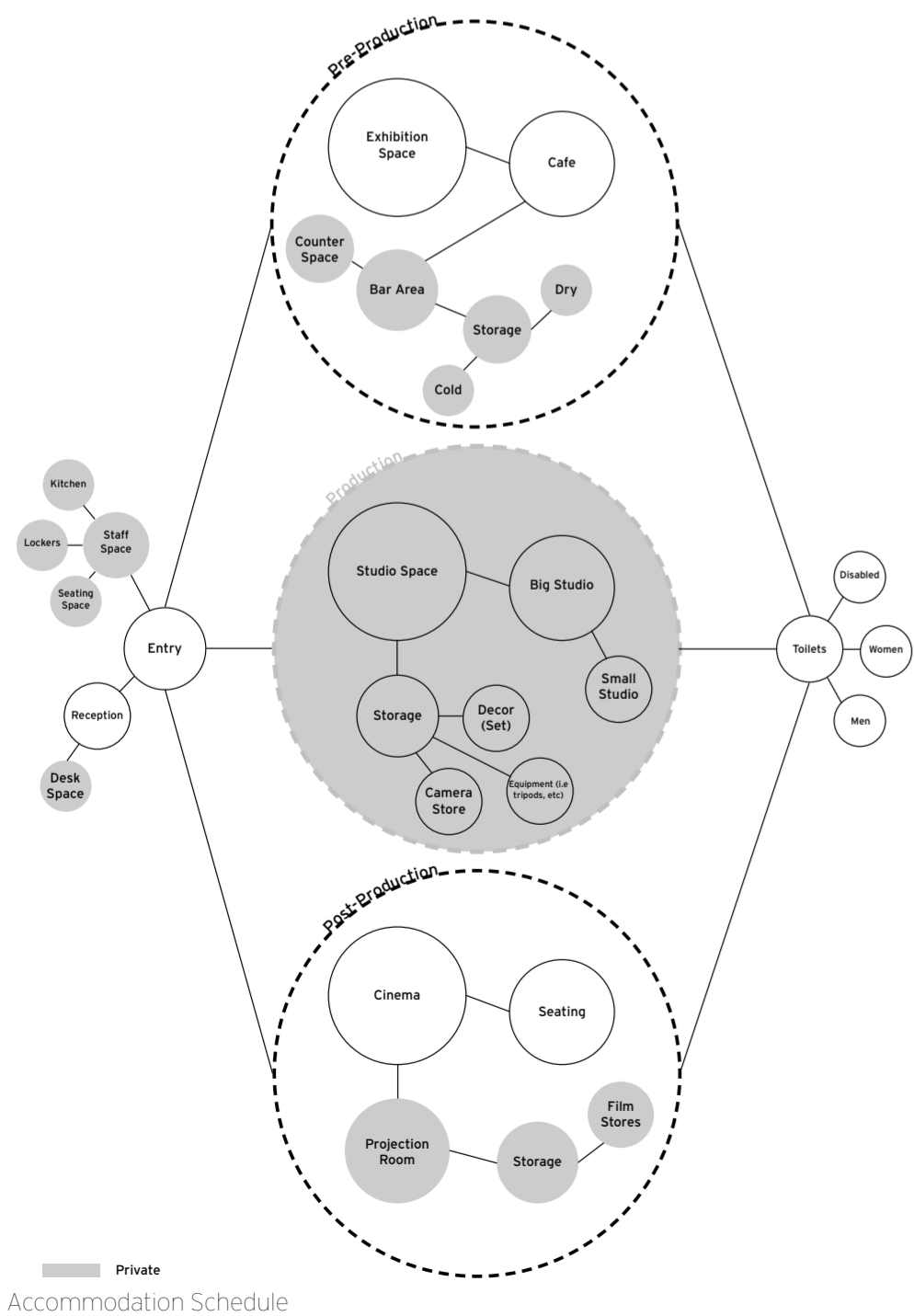
- Cineworld, The Gate: Commercial cinema found nationwide
- Tyneside Cinema: Redeveloped independent cinema - UK’s last surviving ‘Newsreel’ cinema
- Site, John Dobson House: Educational, social, cinema site
- Star & Shadow Cinema: Community-led independent cinema & multi-use centre



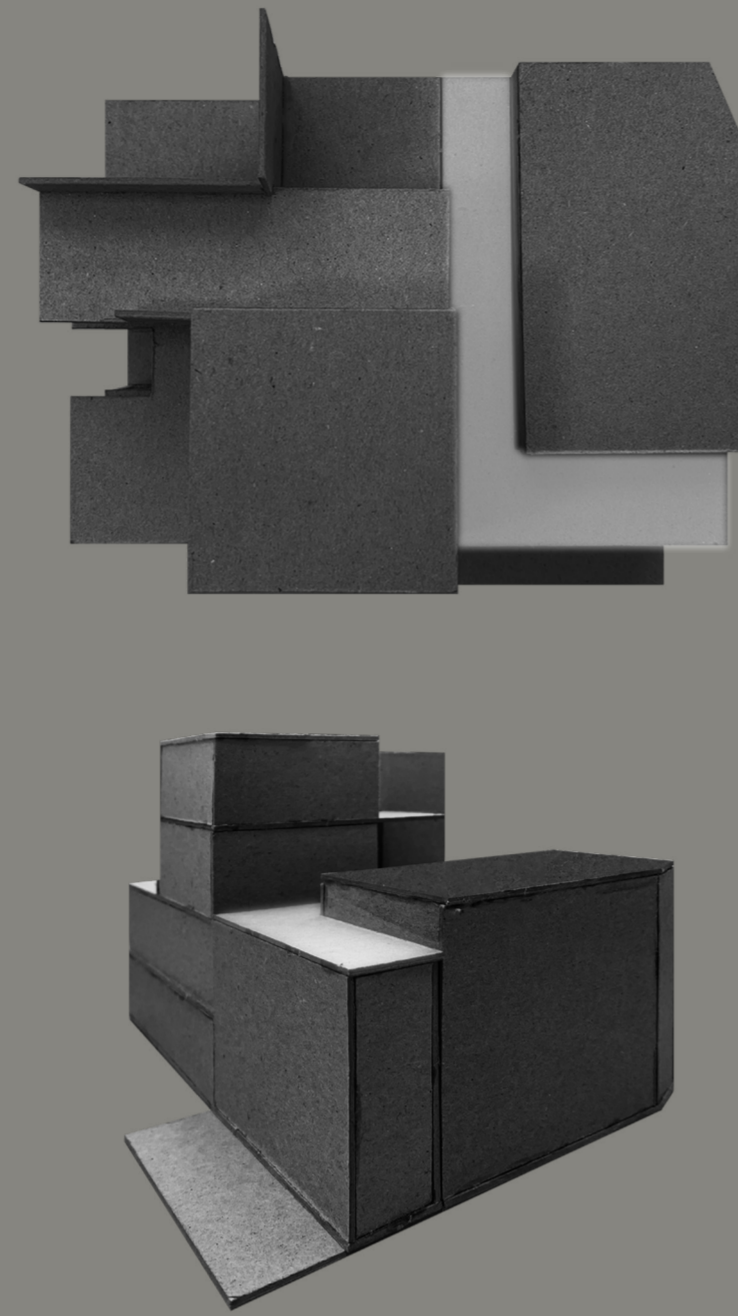
Material Palette



Design Strategy Diagram



JOHN DOBSON HOUSE



Spatial Model Photograph

Design Strategy

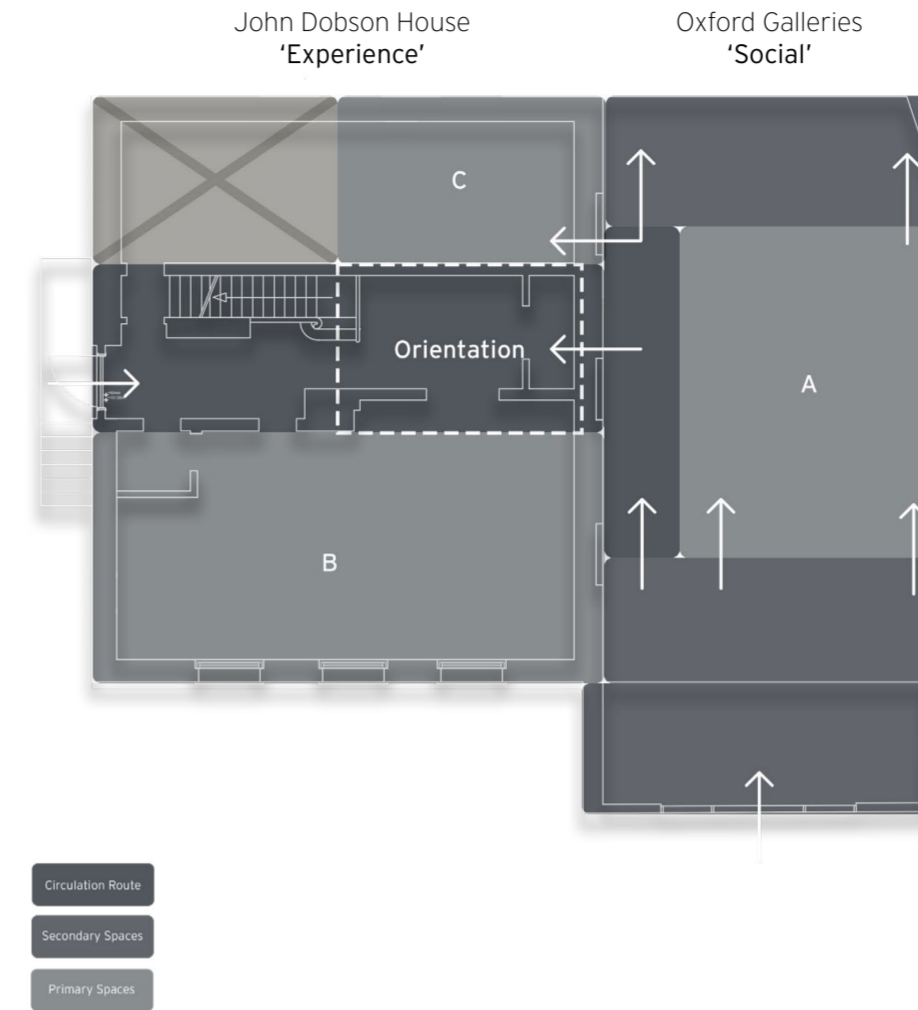
Aim:

- To create a multi-use space (primarily aimed at 16-21 year olds) to learn about background roles of film funded by the BFI for more expansion into the North-East of England as well as reactivate a forgotten area of Newcastle-Upon-Tyne's rich heritage.
- To use as much of the existing building as possible, adapting the building to suit the needs of the new users, keeping the character of John Dobson House alive

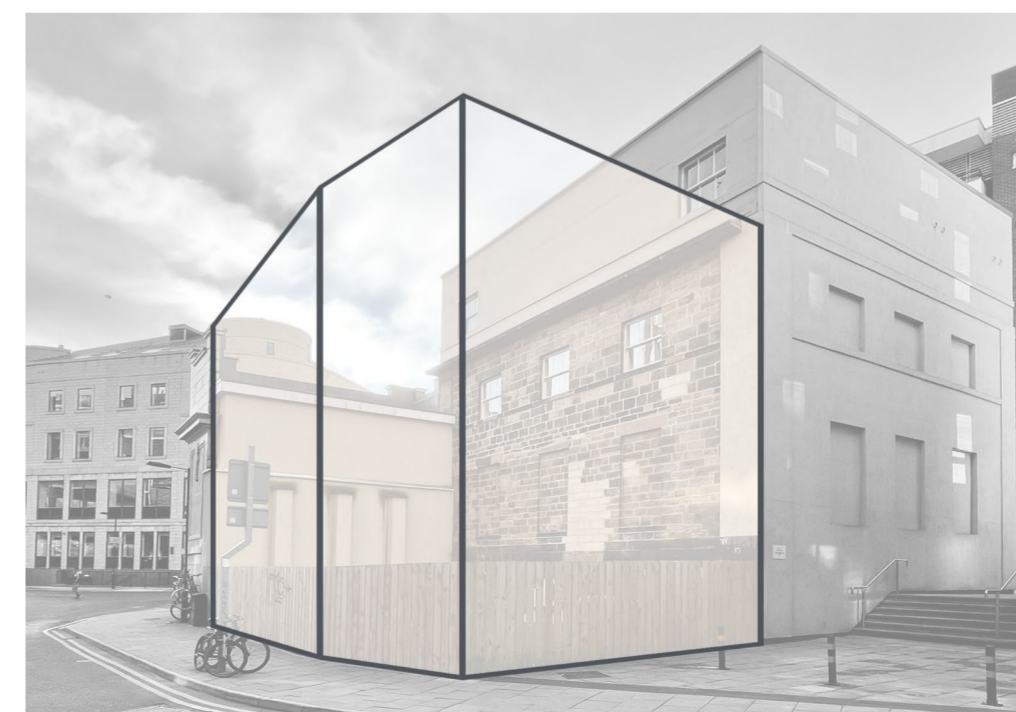
Strategy:

- The building naturally splits itself into three primary areas, allowing for the three primary stages of film production to be exploited: pre-production, production and post-production
- Commercial:** Within the 'Oxford Galleries' space, a commercial cinema has been created that will show films created by visitors within the site itself, and local film production companies. This space has the ability to be used with and without the educational space
- Educational:** Within John Dobson House itself, outside of the primary circulation area, the building will become a practical and theoretical learning space

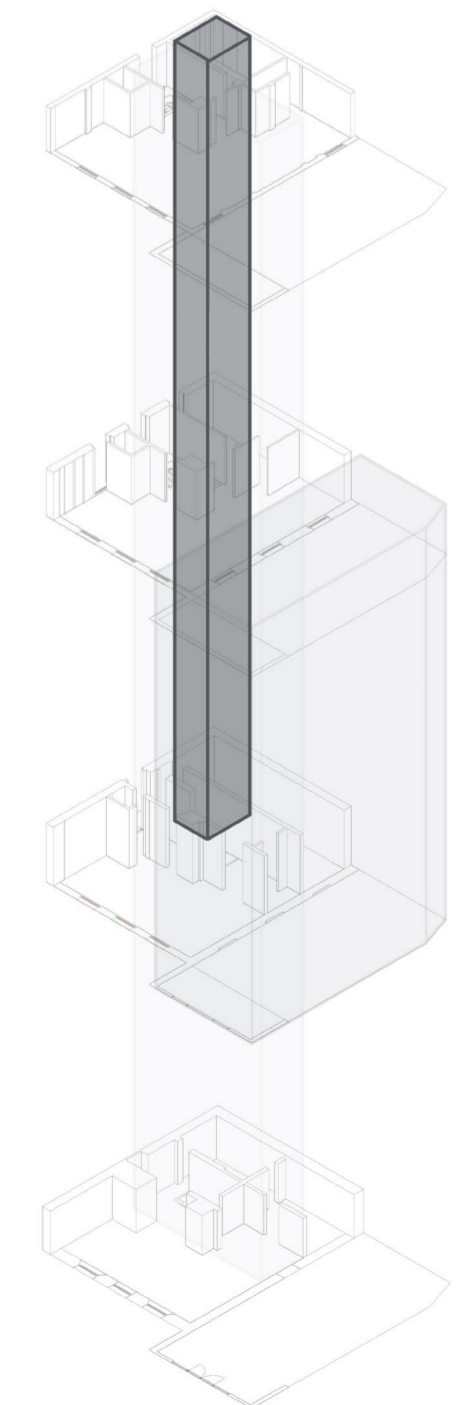
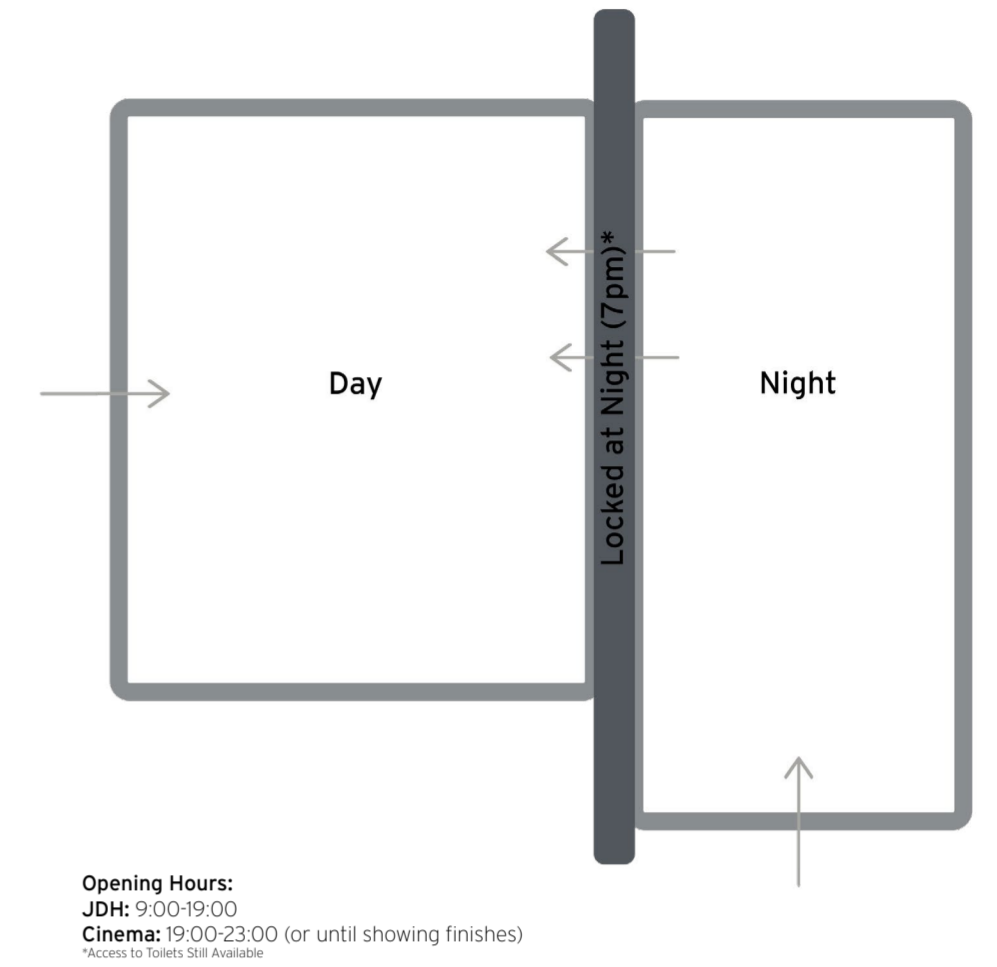
A design proposal that looks across all important aspects of film production whilst becoming a community hub of activity and of significant importance to the surrounding context.



Design Strategy Diagram



Floor Void
Exterior Addition
Circulation Area
Spatial Ambition





Second Floor

- 22. Lockers & Student Storage
- 23. Viewing Point
- 24. Teaching Room

The floor to learn about the theory of film production in the teaching room with a chance for further viewpoints down to the floors below.

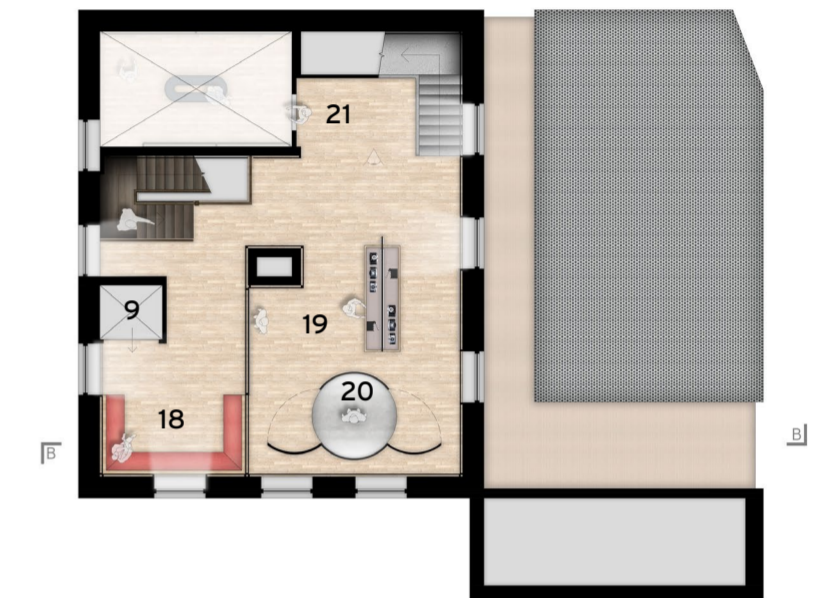
First Floor

- 18. Dwelling Area
- 19. Museum Space
- 20. Zoetrope Experience
- 21. Viewing Point

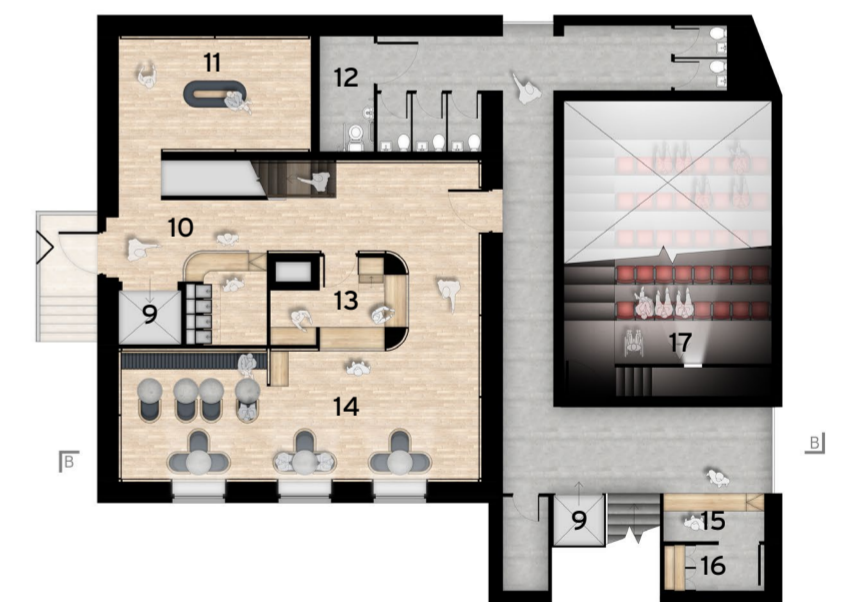
The floor to find out more about film history within the museum space, with areas to collect your thoughts and a viewpoint underneath the stairs to see into the ground floor exhibition area.



Second Floor



First Floor



Ground Floor



Basement



Ground Floor

- 10. Reception Area
- 11. Exhibition Space
- 12. Accessible Toilet
- 13. Back of House Bar Area
- 14. Cafe Seating
- 15. Refreshment Stand
- 16. Refreshment Store
- 17. Cinema Space

The primary social space within the site, with an exhibition area for local film production companies or film groups to show upcoming projects.

Basement

- 1. Staff Room
- 2. Recording Studio
- 3. Audio Mixing Room
- 4. Studio Space
- 5. Editing Suite
- 6. Rainwater Collection System
- 7. Box Office
- 8. Storage
- 9. Accessible Lift

The practical learning floor within the proposal, where all aspects of film production are taught with a hands-on approach.

Interior Perspectives

1. Pre-Production: Museum/Exhibition Space

Found on the second floor of the building, this is a space for visitors to learn about the history of cinema through interactive mediums, for example, a walk-in zoetrope.

2. Production: Editing Suite

The basement level of the building is home to the practical element of film-making, with various spaces to learn different background roles, for example, learning video editing within the editing suite.

3. Post-Production: Cinema

Using the exterior space that is alongside the building, a steel structure forms the cinema space, which can be used in an educational or commercial manner, as shown within the design strategy. This is a place for people to watch the final product of the film-making process, as a community.

Model Photographs

The model was created with the intention of showing more explicitly the void spaces found within the proposal. Within it you will also find elements of materiality and texture such as, the perforated steel to allow visitors to view the existing plasterwork found in John Dobson House.

Pre-Production



Production



Post-Production



QR code to a video, showcasing the creation of the model, through the three primary stages of film production:

- **Pre-Production:** Laying out the materials
- **Production:** Creating the model
- **Post-Production:** The final product

