

Westgate Members' Club and Concept Lifestyle Store

With the emergence of the coronavirus there have been a lot of change to our daily lives and spaces. As vaccination started and venues are re-opening a clear shift is seen in the retail segment. While entertainment venues are more in demand then ever the decline for physical stores is evident, with thousand of stores having closed their doors in favour of online shopping. This turn towards online shopping has always been an issue but now with the global pandemic it seems as this method of shopping has become the standard for most.

Thus this scheme aims to revitalize and rethink the notion of a typical store in order to survive the emerging social trends. As retail moves more and more towards the digital there is a need for a new approach to the concept of retail and the traditional store. The future of retail needs to

see a shift in order to survive post pandemic. A turn from being focused on stocked shelves but rather 'experiential retail'. This is done through the proposed concept lifestyle store providing the customers with an experience instead of just stocked shelves. The store 'learns' from the Members' Club becoming a part of it rather than a separate entity. The store is an extension of the club exposing the general public to a unique and upscale atmosphere, creating a showcase for a new environment and lifestyle. It becomes a live illustration of a setting and an escape to a different reality. Items displayed are specifically chosen in line with both the aesthetic of the club but also a running seasonal theme and arranged in order to present a environment and moment in time. The store acts not as a method to bring in revenue but rather as a showcase of a lifestyle a unique experience only present there.



View from the cash point of the concept lifestyle store.

Material Palette



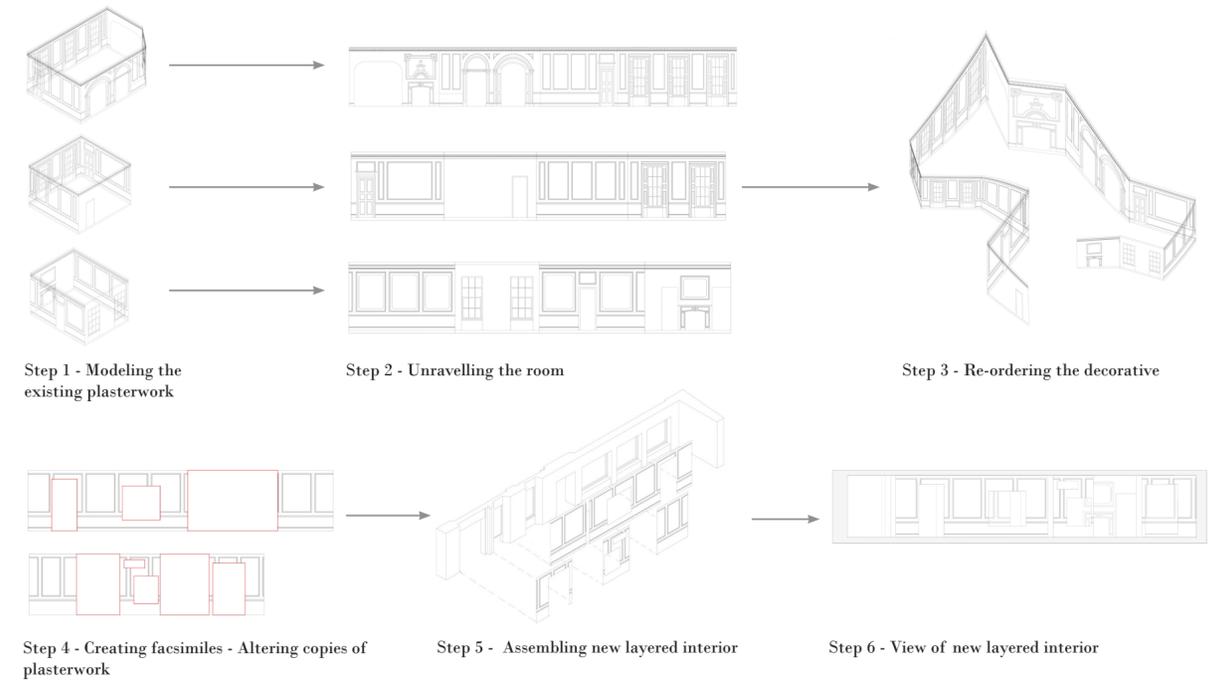
- A: Dark Oak for floor and timber insertions
- B: Black Marble for counters
- C: Matt black steel for staircases
- D: Slightly opaque acrylic for transparent insertions
- E: Navy velvet for seats
- F: Concrete for ground level floor infill after wall removal
- G: Beige large format tiles
- H: Another material sample

Spatial Ambitions



The focus is on the idea of reusing and adapting the existing panelling. The first strategy being adapting and creating offset models of the existing panelling using different materials. The second strategy focuses on rearranging and scaling boiserie wall to create different shapes and partitions.

Concept - Re-utilising and giving new life to the existing

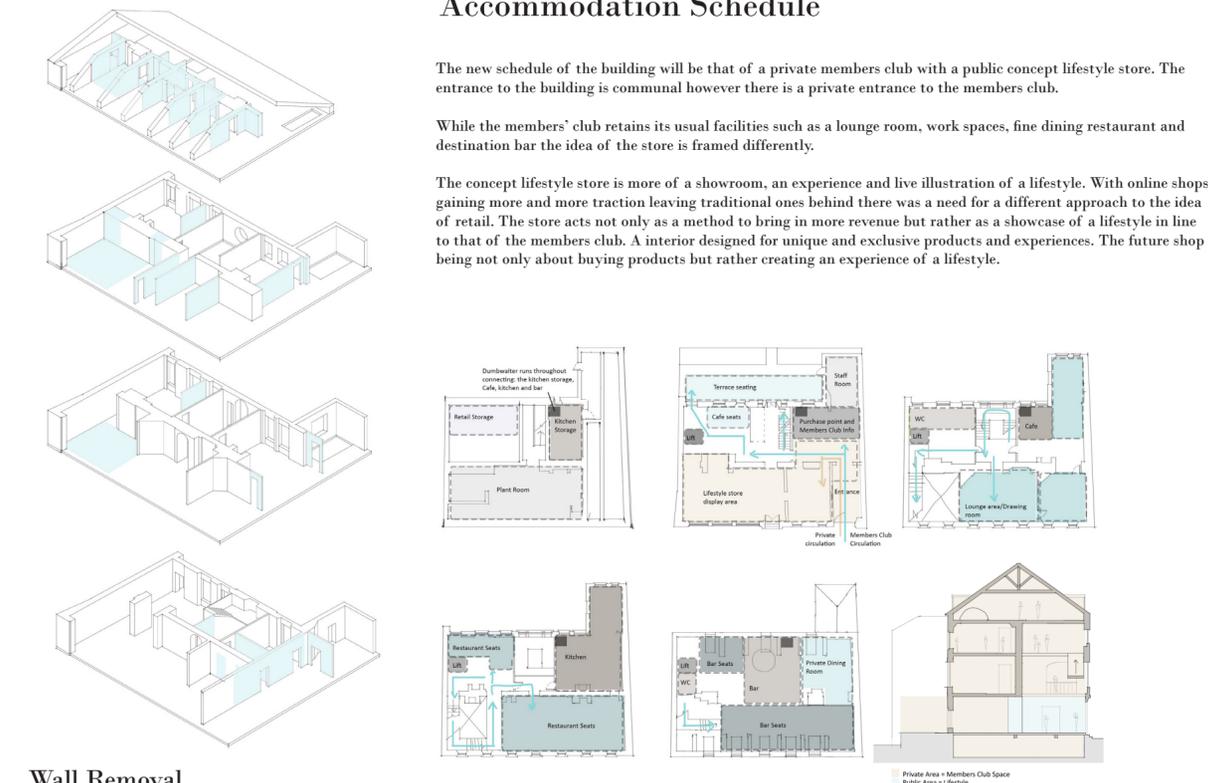


Accommodation Schedule

The new schedule of the building will be that of a private members club with a public concept lifestyle store. The entrance to the building is communal however there is a private entrance to the members club.

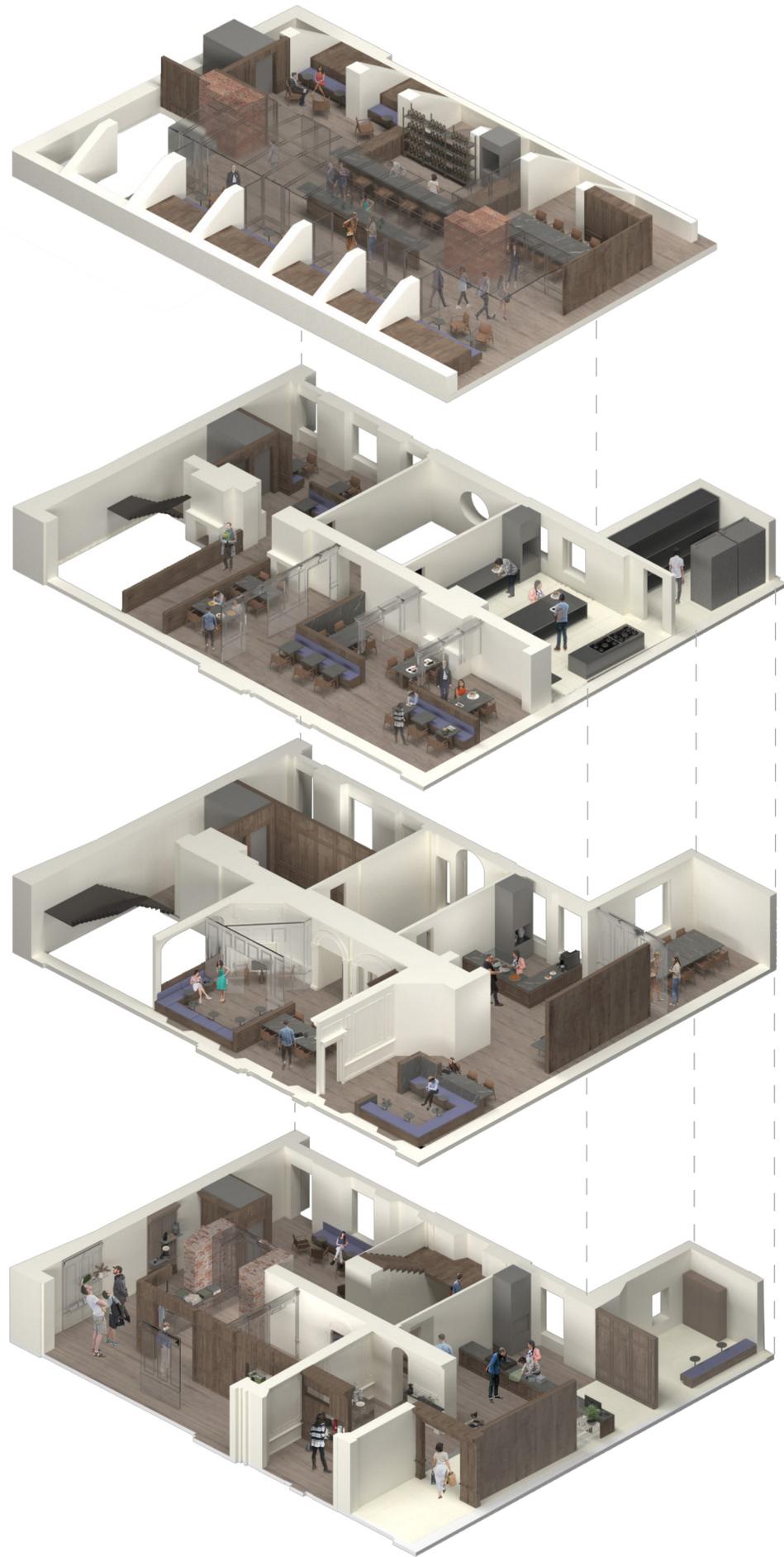
While the members' club retains its usual facilities such as a lounge room, work spaces, fine dining restaurant and destination bar the idea of the store is framed differently.

The concept lifestyle store is more of a showroom, an experience and live illustration of a lifestyle. With online shops gaining more and more traction leaving traditional ones behind there was a need for a different approach to the idea of retail. The store acts not only as a method to bring in more revenue but rather as a showcase of a lifestyle in line to that of the members club. A interior designed for unique and exclusive products and experiences. The future shop being not only about buying products but rather creating an experience of a lifestyle.

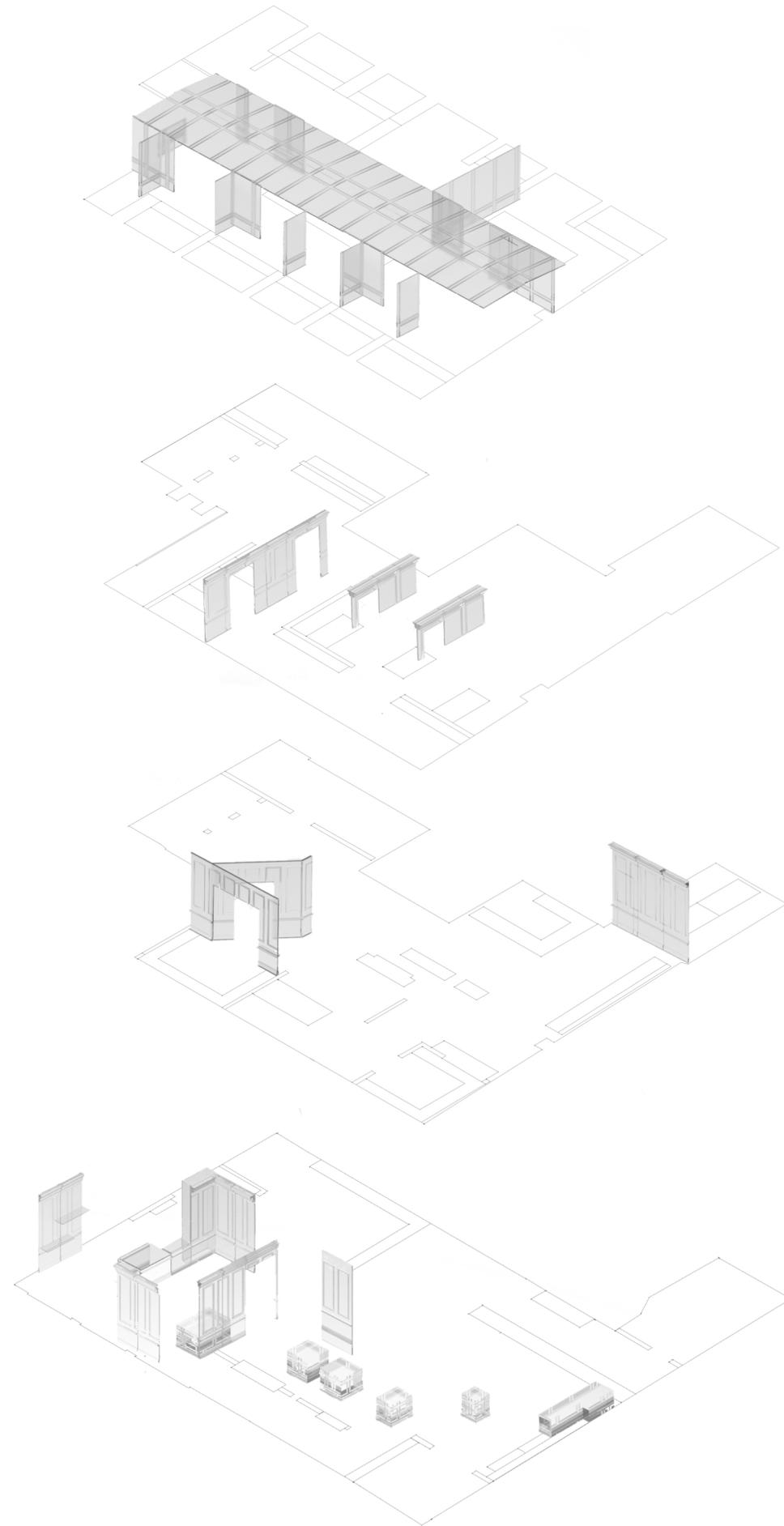


Wall Removal

Axonometric of Scheme



Axonometric of Acrylic and Timber Insertions



Ground Floor - Concept Lifestyle Store



Inside the concept lifestyle store.



Ground Floor

- A: Ramped entrance to building
- B: Lifestyle store
- C: Lifestyle store cash point and Members Club reception
- D: Staff Room
- E: Member Club private entrance
- F: Members Club seating
- G: Terrace seating

First Floor - Lounge and Work Area



One of the first floor lounge and work spaces.



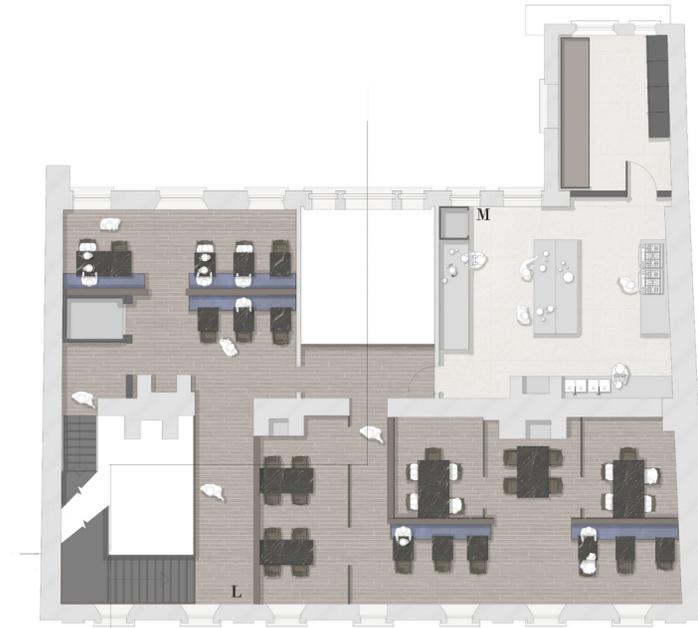
First Floor

- H: Lounge area / Drawing Room and Work Area
- I: W.C.
- J: Cafe
- K: Dumbwaiter connecting the kitchen, cafe, bar and storage

Second Floor - Fine Dining Restaurant



View from the back end of the restaurant.



Second Floor

L: Fine dining restaurant
M: Kitchen

Third Floor - Destination Bar



View from the back end of the destination bar,



Third Floor

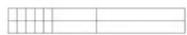
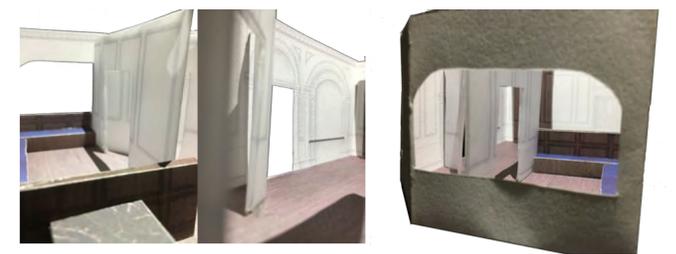
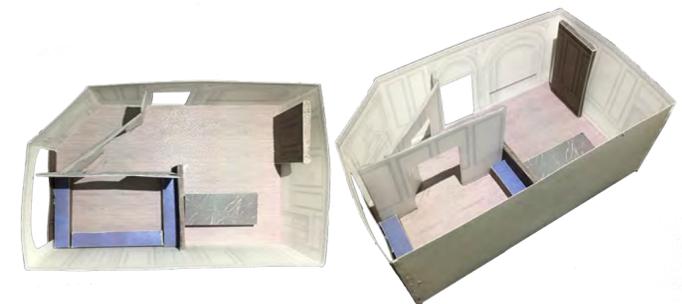
N: Bar
O: Private dining room available for booking

Creative Study - Build your own Members' Club and Concept Lifestyle Store



In line with the atmosphere and aesthetic of the concept store the following creative study was created. Inspired by Robert Adam's drawings and reGENCY period paper models a series of temples was created allowing for the built of the Westgate Road Members' Club and Concept Lifestyle store.

The creative study developed into a "Limited Edition Collection Model" which would be sold in the lifestyle store. A novelty model explaining the buildings layout and insertions while fitting with the high end feeling of the design. The idea being the creation of a series which can be collected and modeled by customers. Each set comes with the templates for the room, instruction manual, art prints of the rooms and a certificate of authenticity. The customers can then easily collect all rooms and have dioramas of each specific space.



Staggered Short Section