



## brief

To design a permanent visitor centre, dedicated to climate change, which strives to educate and inspire positive action through fun and interactive experiences. It will also promote the most accessible and greenest mode of transport – walking, therefore will provide visitors with a refuelling point and equipment in order to better achieve its purpose, that of starting the change.

## client

UNESCO's Education for Sustainable Development (ESD) programme along with Thames Path National Trail have opened a Visitor Centre; their aim is to promote climate change education and raise awareness, as well as to increase one's activity through walking, which can simultaneously help in achieving objectives such as: reduced carbon emissions, congestion and pollution, all the while increasing social interaction.

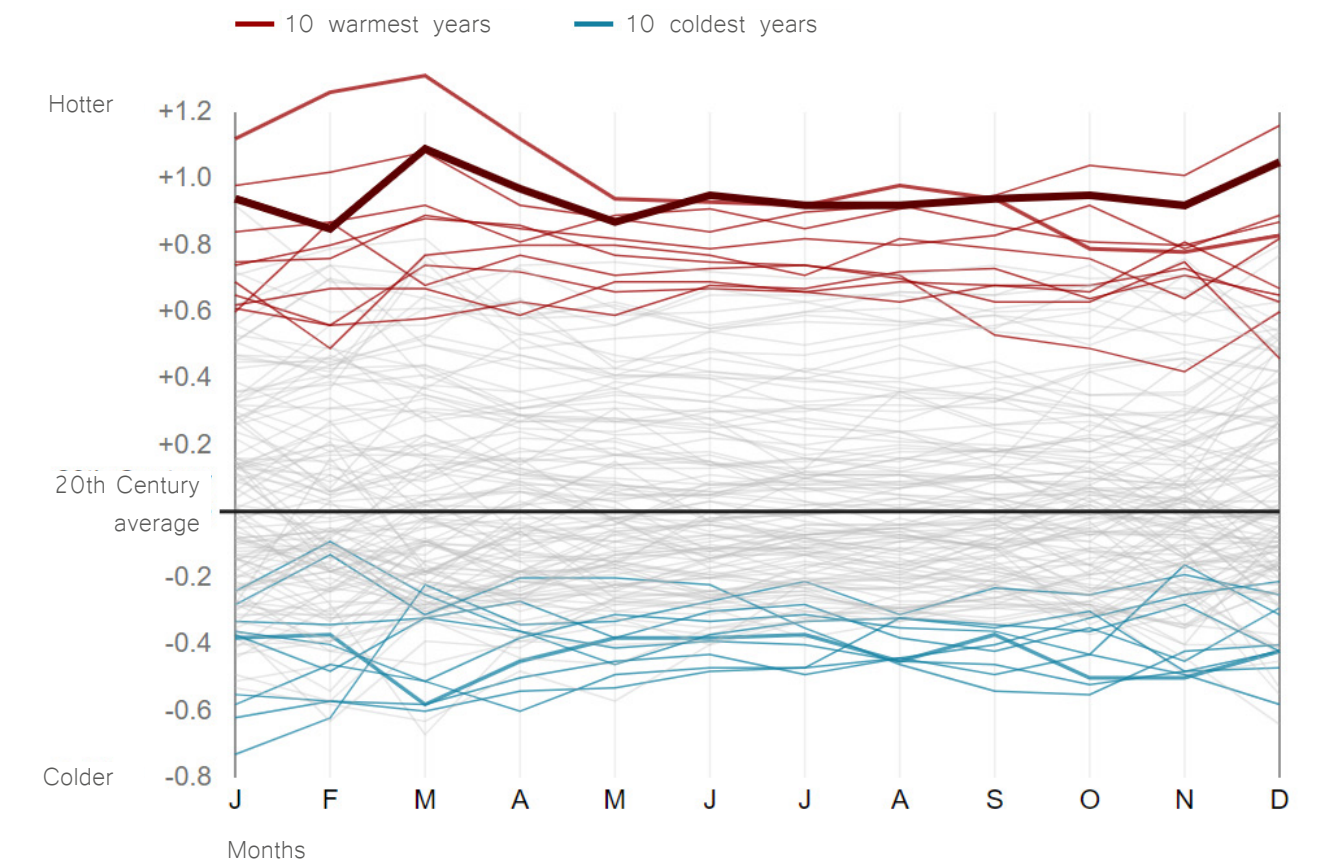
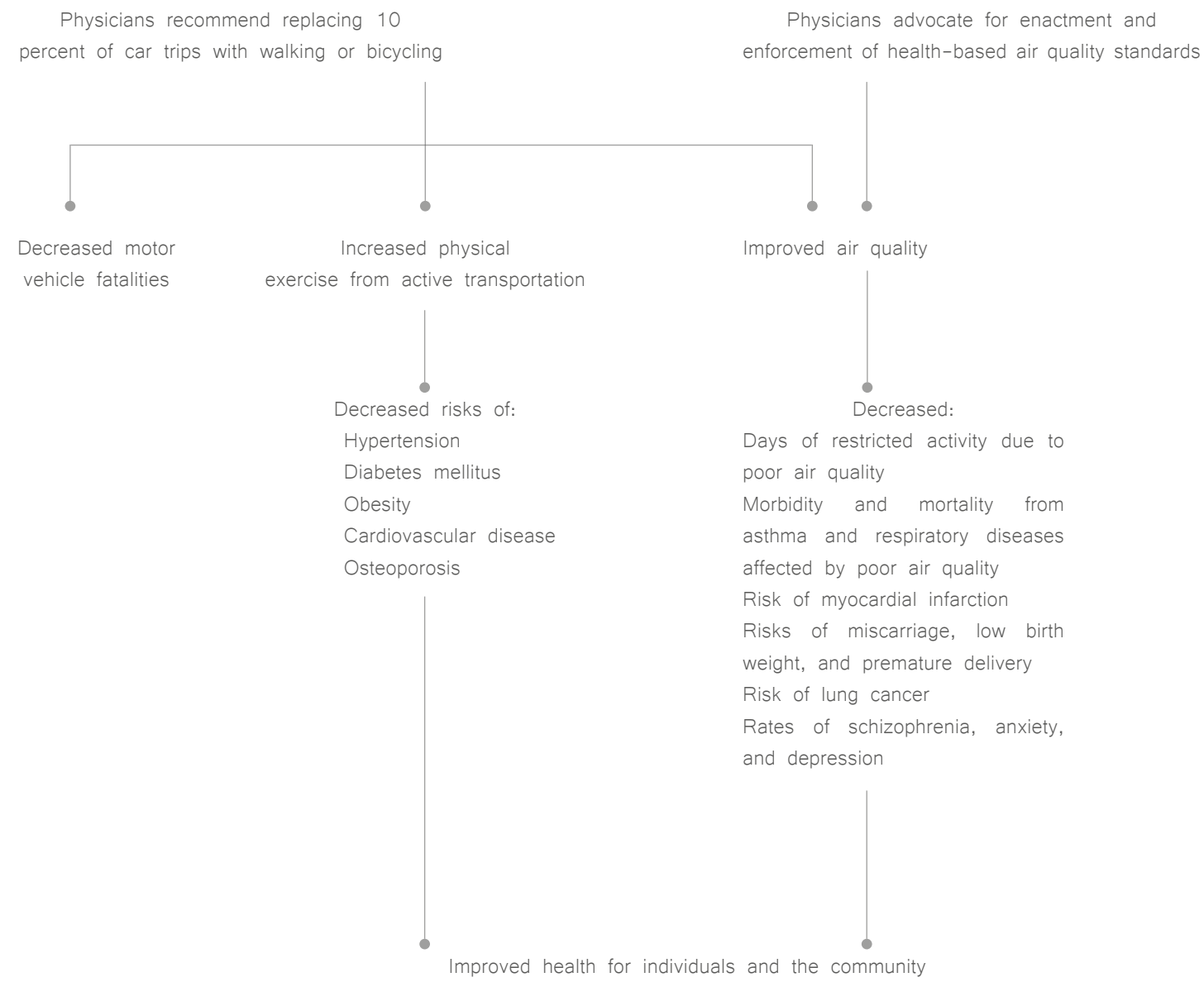
## users

Students, families and professionals, as well as tourists, but most importantly, the centre aims to attract the climate change deniers.

## objective

To educate and help people understand and address the impact of global warming, encourage changes in their attitudes and behaviour, and help them adapt to climate change related trends, such as replace everyday essentials with eco-friendly alternatives.

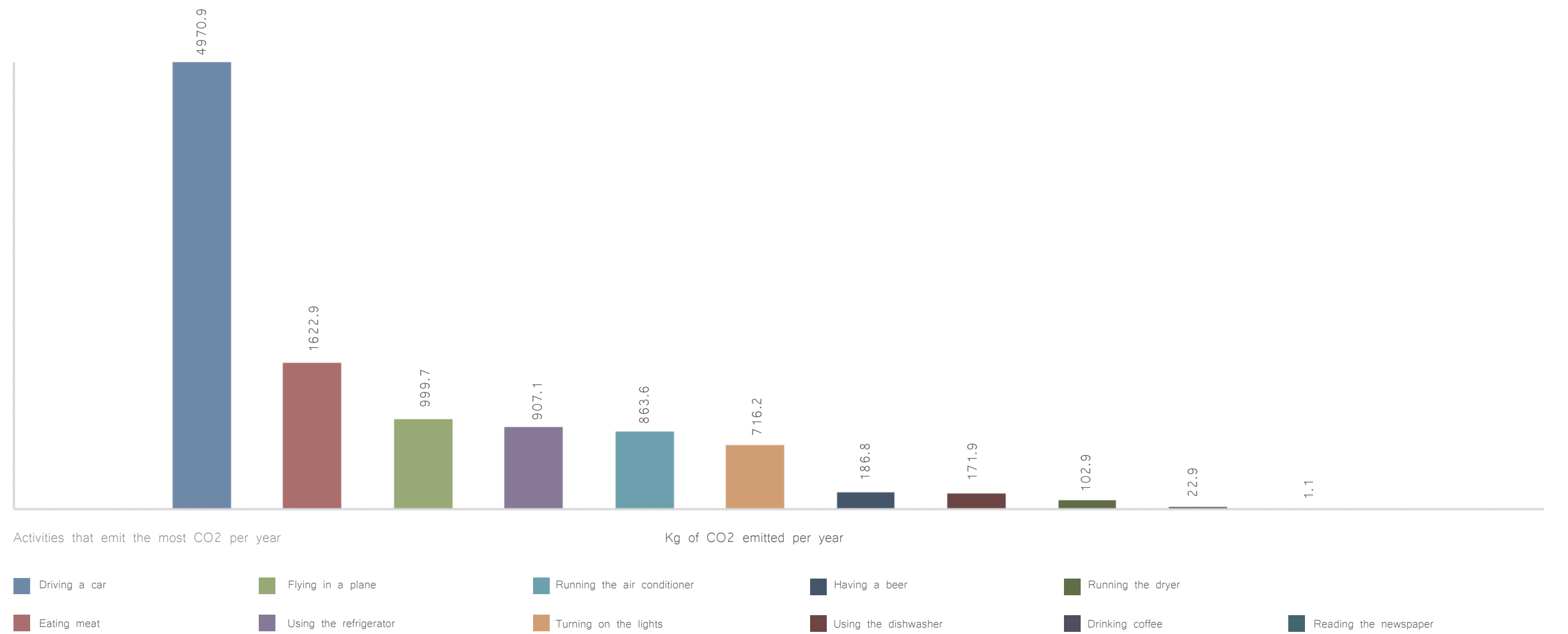
To raise awareness of carbon emissions and to encourage people to substitute just one short car journey a day for a walk, and to experiment with incorporating walking into their daily routine.



The 20 warmest years on record have been in the past 22 years, with 2015-2018 making up the top four, the WMO says.

If this trend continues, temperatures may rise by 3-5C by 2100.

'One degree' may not sound like much, but, according to the IPCC, if countries fail to act, the world will face catastrophic change – sea levels will rise, ocean temperatures and acidity will increase and our ability to grow crops, such as rice, maize and wheat, would be in danger.





## concept

To create a space that can help visitors understand the implications of climate change through layout configuration and materiality.

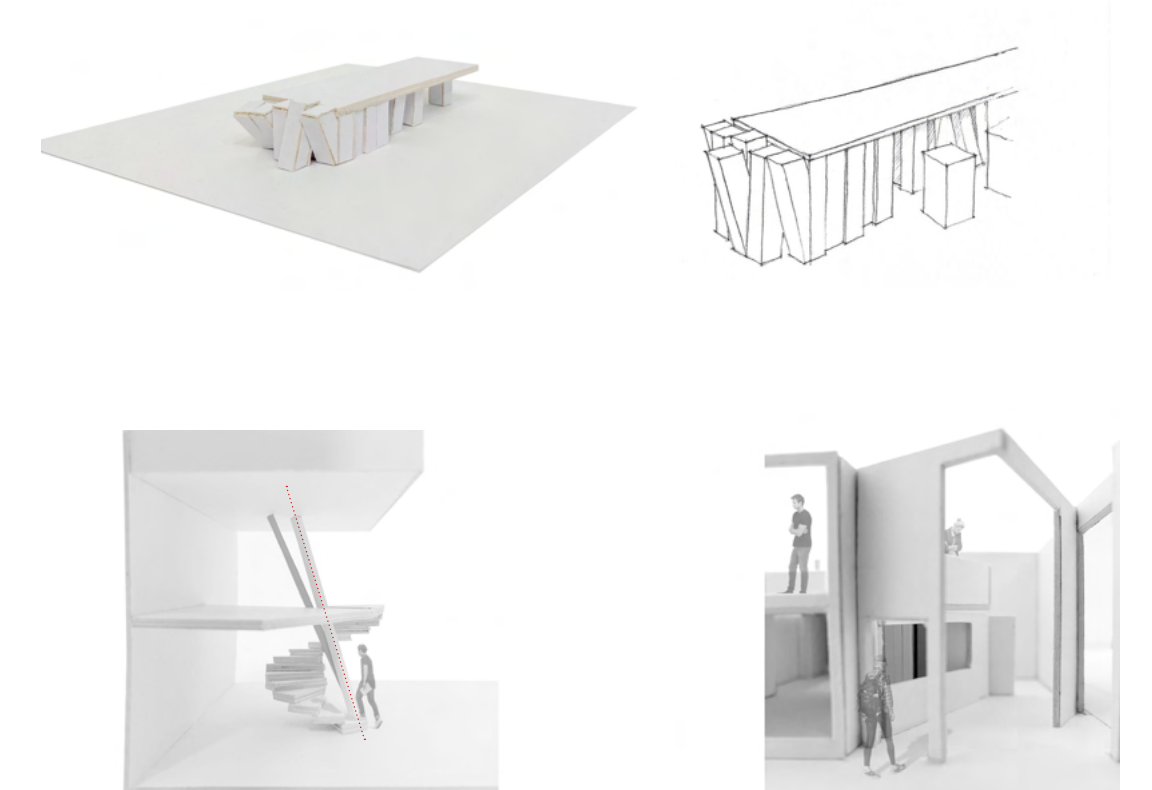
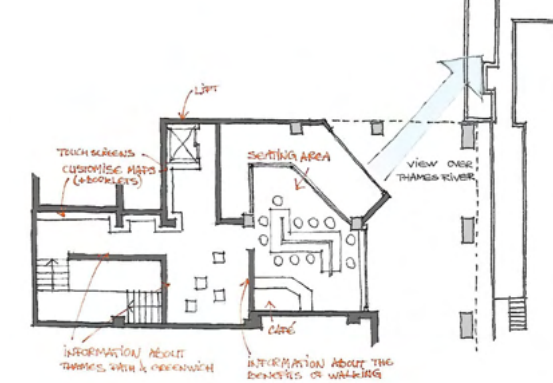
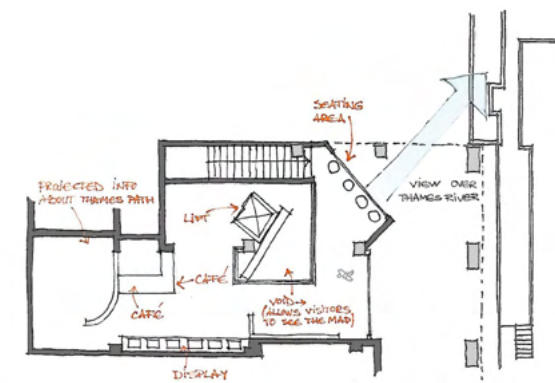
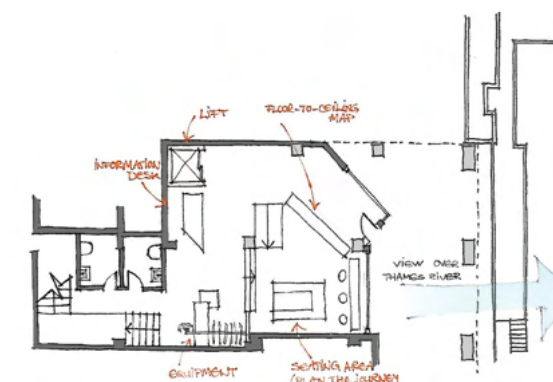
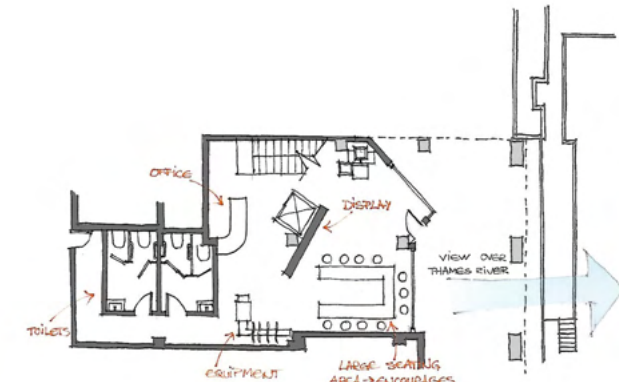
The suprematism paintings have been chosen as key inspiration for the feeling they provoke, therefore a conceptual analysis of the straight, angled and curved lines (elements used in suprematism paintings) was conducted to better understand the implications of using these elements within the space and the impact they might have upon visitors.

The **angled line** resulted to be the key element used to enhance **dynamism** and **movement**, its aim within the space was the imply **urgency** surrounding climate change (understanding and recognizing the damage it has already done to our planet)

The **curved line** aims to **slow down** the movement within the centre, allowing visitors to slowly take in the information.

The **straight line** aims to stop the visitors, make them **pause** and **reflect** upon the things they have learnt.

The idea was to create a more active floor (ground floor) which will enable visitors to face the truth, the reality and the implications of climate change, both through layout configuration and through interactive experiences, whereas the first floor will be a more educational area where visitors will be provided with various rooms from which they will learn how to make a change, as well as will allow them to finally rest and contemplate while overlooking the river Thames.

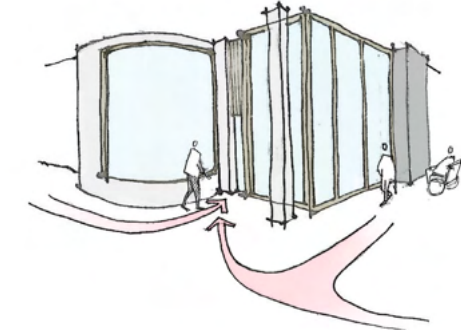
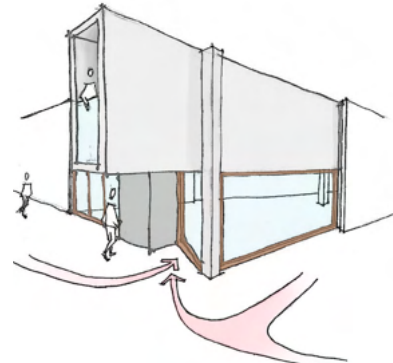
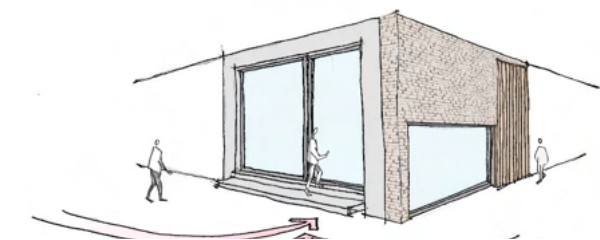
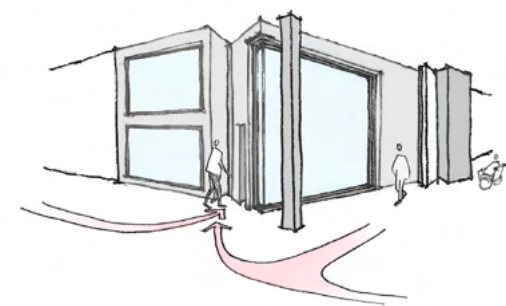
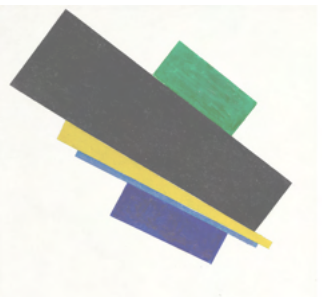
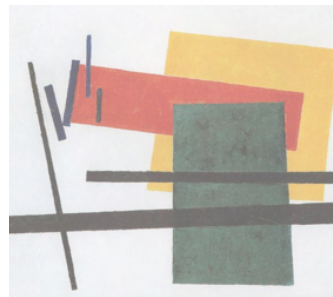


Curved walls aim to slow down the movement

Angled walls encourage movement; imply urgency

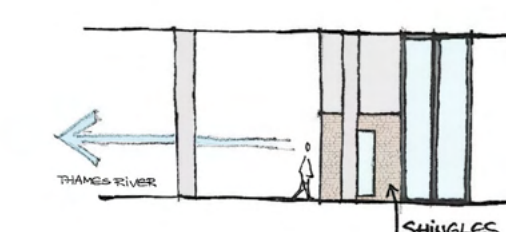
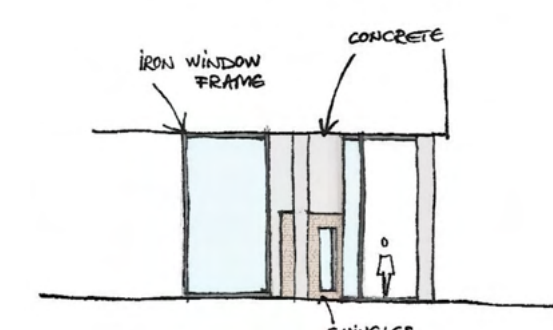
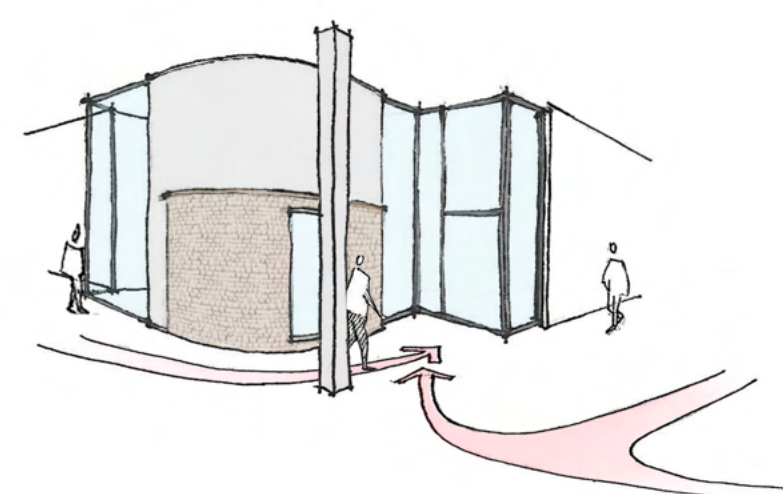
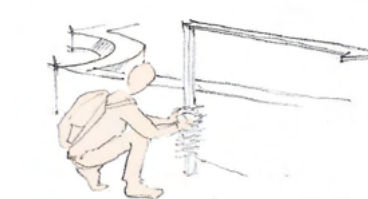
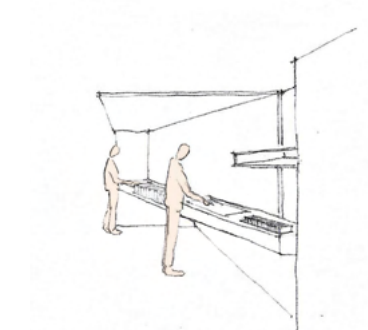
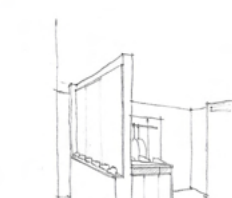
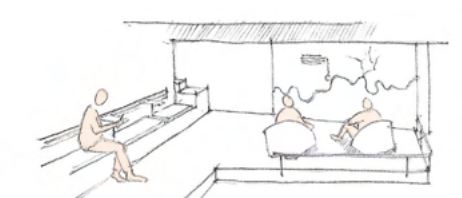
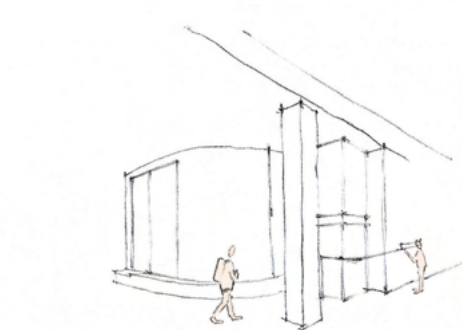
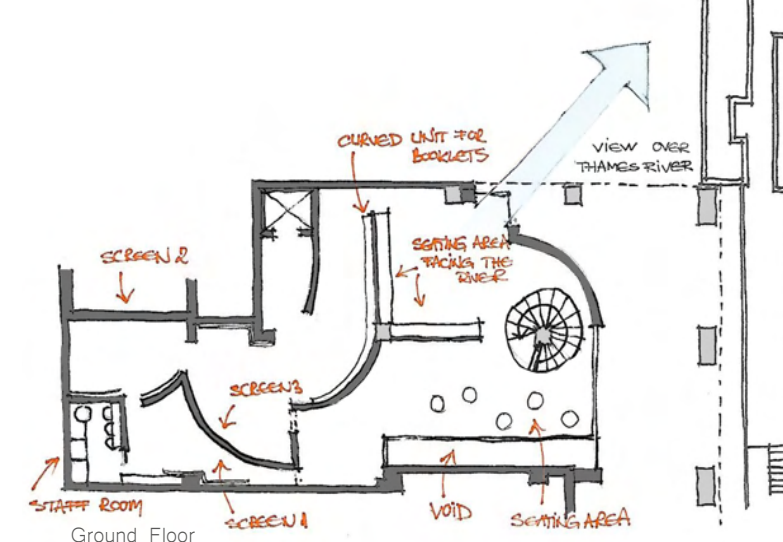
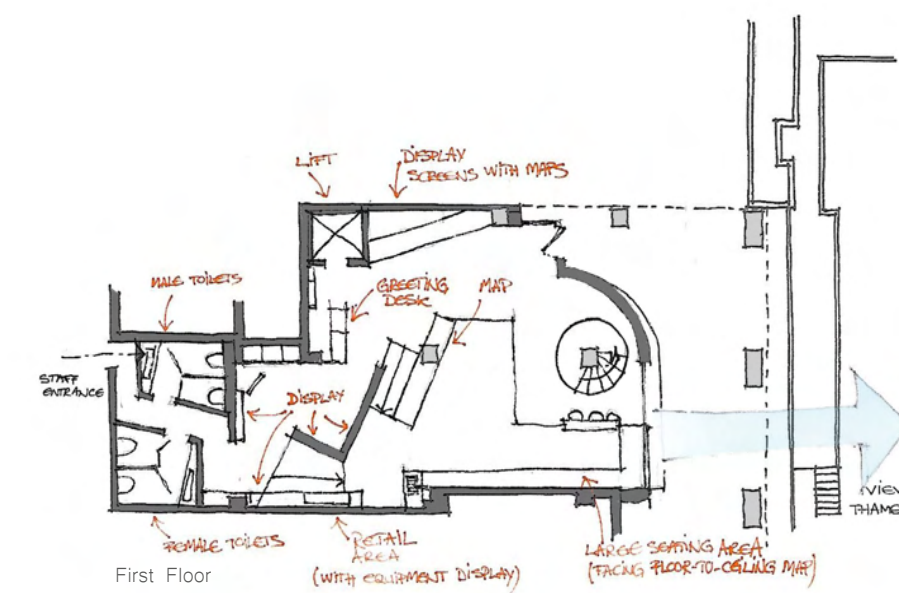
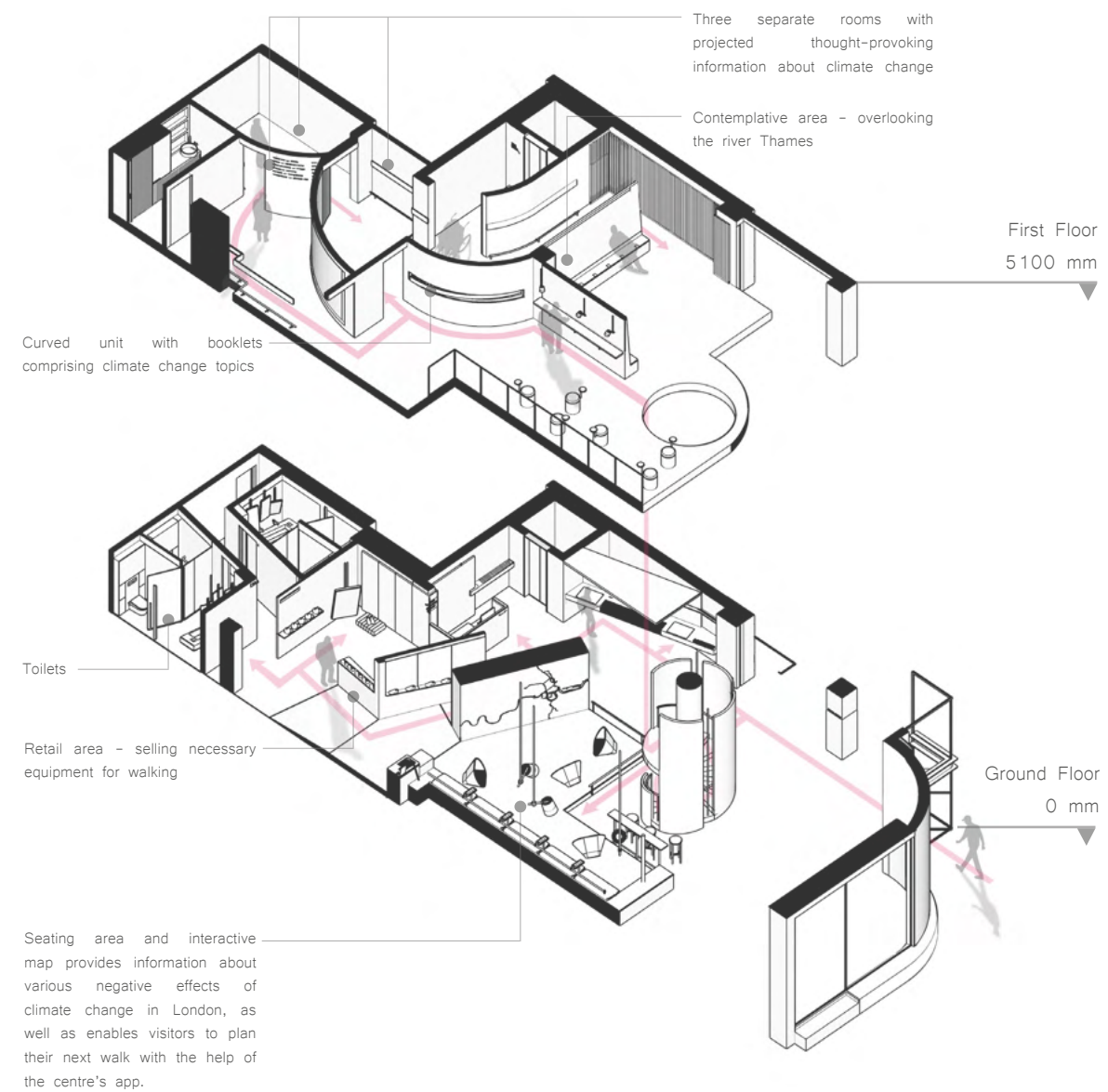


90 degrees wall is used to stop the movement for a while

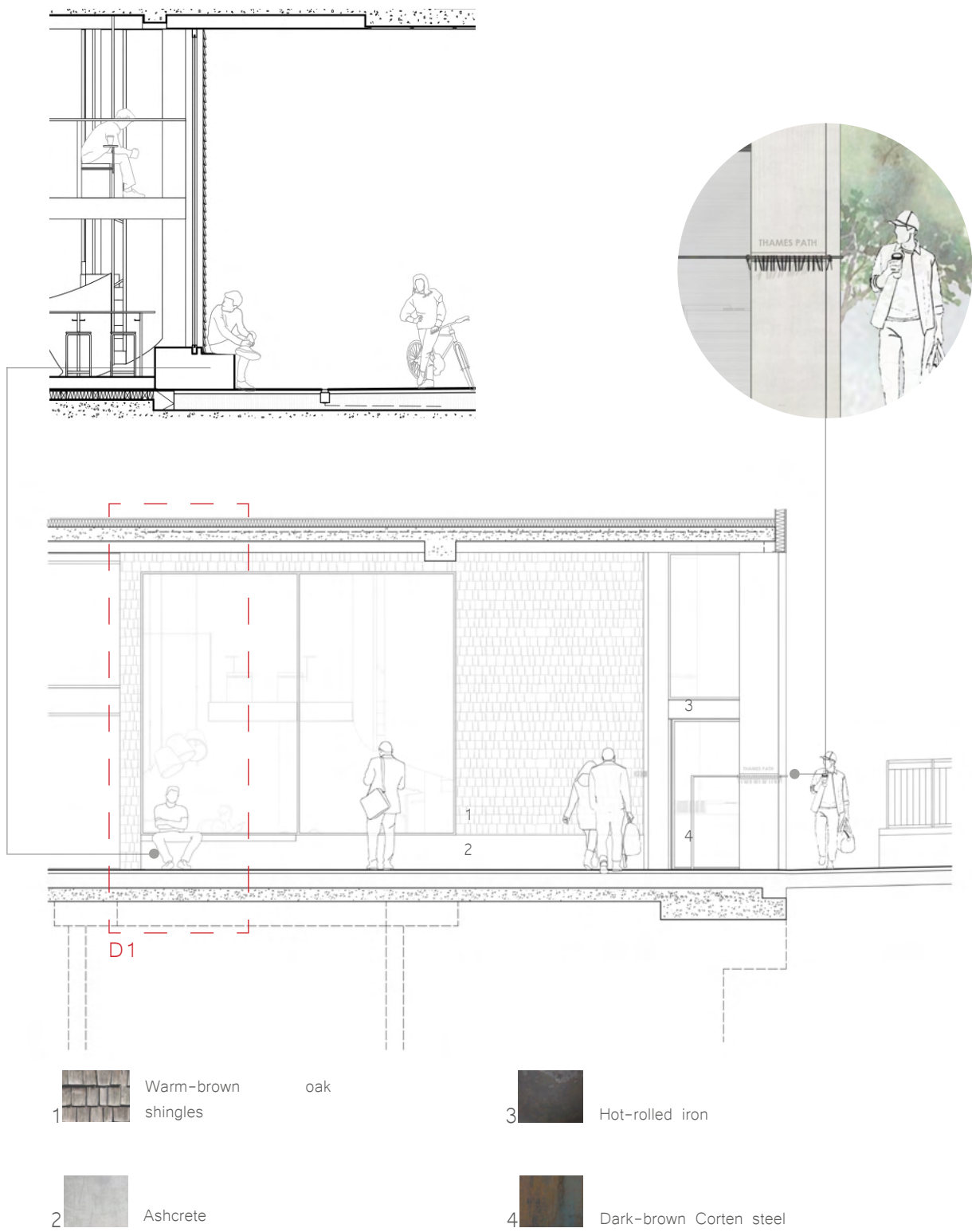


The development process comprises sketched plan and facade iterations, as well as 3D conceptual models, all of which helped create a space that educates and asks for reflection. The facade has been designed considering the listed elements used in suprematism paintings (curved, angled and straight lines – see left sketches), yet the curved facade (below) was considered to be the perfect fit for the climate change visitor centre, since it aims to direct the passersby inside through its curved shape, and through the clear glass frontage that acts as an invitation to enter.

Various conceptual sketches and models were built in order to achieve a coherent story about the urgency of climate change through design, and although not all of them were used in the finished scheme, they were important for the development process that helped create a space which is divided in two floors (completely different in terms of layout and use). The ground floor, although has a calming facade, it continues with a dynamism that implies urgency to act differently, as well as enables visitors with a memorable interactive experience, whereas the first floor is a place for education and reflection, therefore more calming, yet provoking.







D1 - Double height windows allow views of the river Thames, as well as of the cityscape across it. The bench is a continuation of the inside seating area - it allows anyone that sits on it to feel like they are part of the activities that happen behind the glass (it is an invitation to enter the centre).



Facade

The open facade is a direct invitation inside the centre, idea supported also by the outdoor bench (a continuation of the long inside seating area) which allows passersby to sit and rest, while enabling them with a clear view of the centre.

Right by the entrance awaits an interactive experience - two screens which enable visitors to browse various climate change topics, as well as challenges them to shrink their carbon footprint through walking. When a visitor plans a route (the screens are connected to an app which enables people to plan strolls in London) and a location is selected as a final destination, various boards will lighten up (see image 3, on the right). These engraved boards provide information about different locations found along the chosen route, which have partnered with the visitor centre to help combat the climate change. A wayfinding structure awaits visitors at any of these locations and enables those who have chosen to actively be part of the change to leave the symbol (the zip tie found on the bottom of each board) and to raise awareness among Londoners through this interactive activity.



Horizontal and narrow window gap sparks curiosity among the passersby - will lure them inside;



Interactive experience - enables visitors to browse various topics about climate change, as well as challenges them to start to actively be part of the change the world needs.



Engraved board provides information about locations that have partnered with the visitors centre to combat climate change.



The wayfinding structure allows visitors to leave the 'I want to be part of the change' symbol, in order to raise awareness about the contemporary crisis.



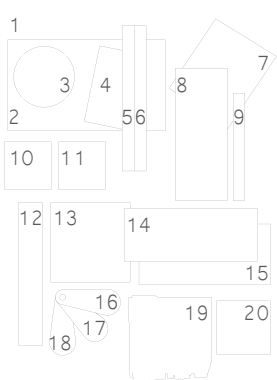
Ground Floor



First Floor



Section showing the overall space



To better combat the climate change, the visitors centre was created using sustainable materials with a rough overall aesthetic in order to emphasize the urgency, as well as to enable the information to take centre stage.

1. Farve 22-2 Clay plaster
2. Grey Ashcrete
3. Black Hot-rolled Iron
4. 0108 Grey Re-wool upholstery
5. Magma black Ceramic
6. Charcoal Pewter
7. Black Vegan Cactus Leather
8. Reclaimed bricks from old destroyed building along the Thames
9. Clear Tempered Glass
10. Weathered wood Reclaimed Antique Fir
11. Black Reclaimed Antique Fir
12. Rust Multicolour Striped Ceramic Tiles
13. Black Iron Effect Porcelain Tiles
14. Reclaimed bricks from old destroyed building along the Thames
15. Yellow-Brown Siberian Larch
16. Natural C-0 Stainless Steel
17. Fully developed patina - dark brown corten steel
18. Monument COLORBOND steel
19. Warm Brown Oak Shingles
20. Grey Terracotta

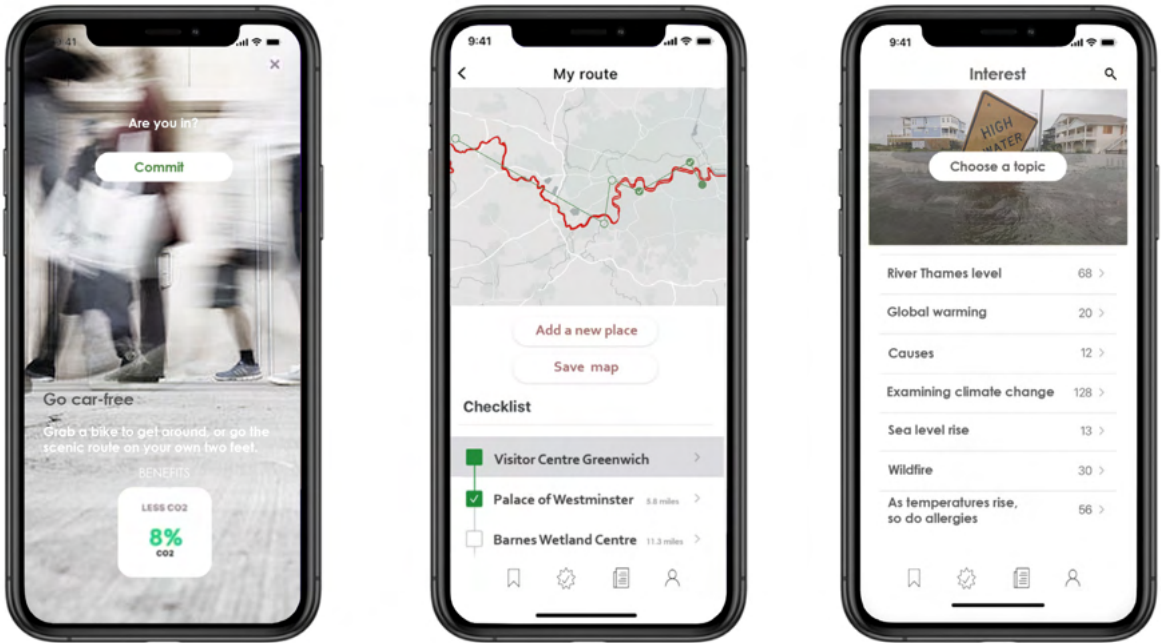
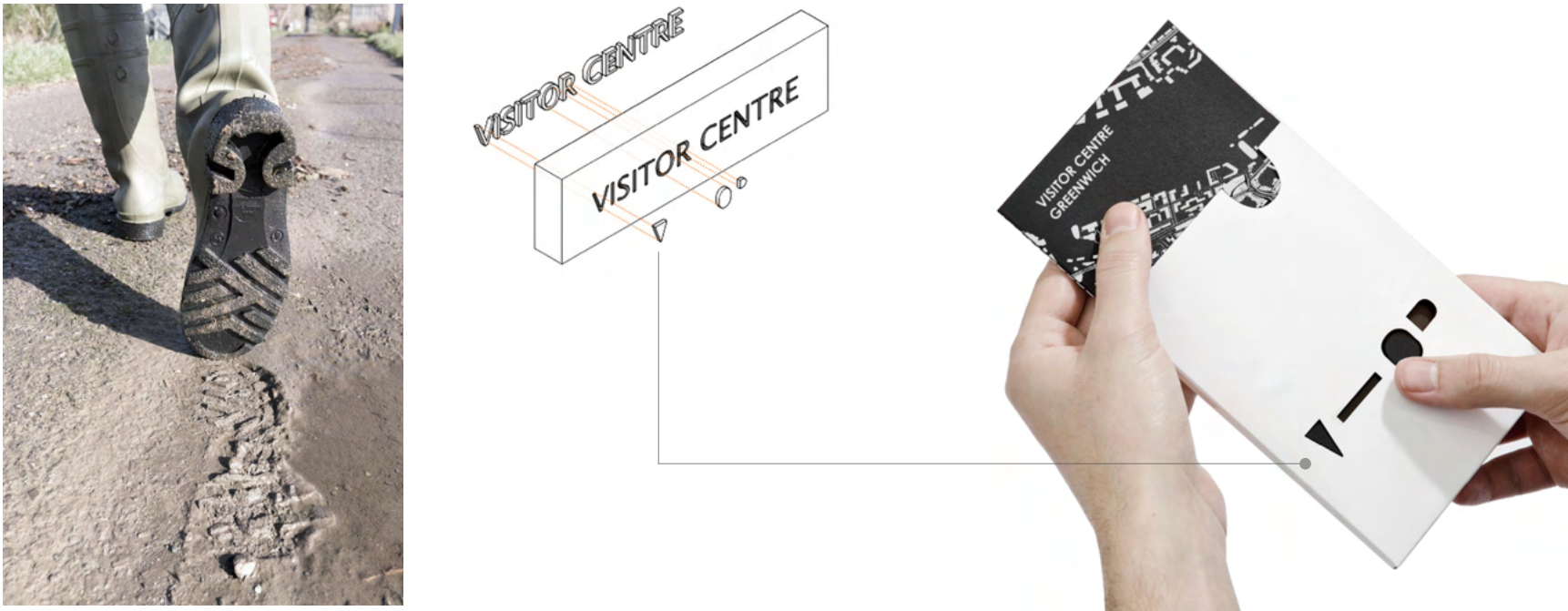




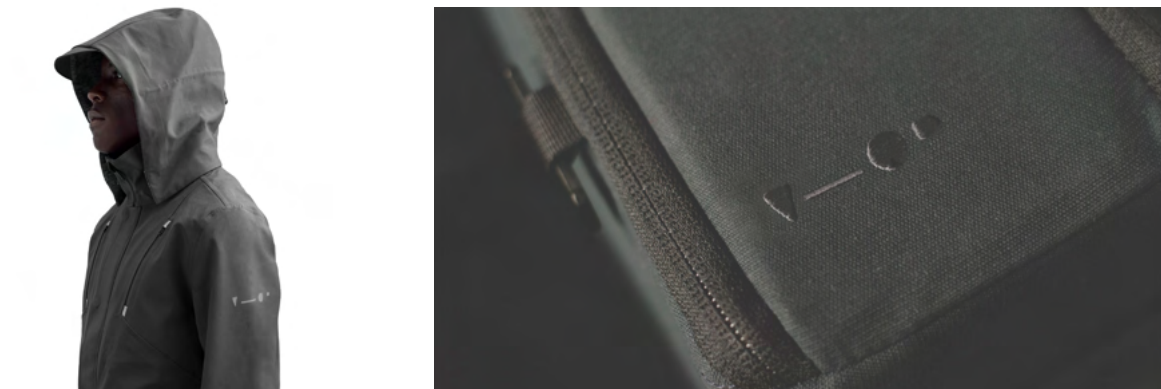
The centre's logo was inspired by the action of making a change, therefore an illustrative image was chosen for a better understanding: the shoe represents the visitor who wants to be part of the change, the mud represents the world we leave in, whereas the embossed trail stands for the actual change that the visitor is making upon the world.

The logo will appear on the centre's booklets, on the outerwear, as well as will be subtly found throughout the centre.

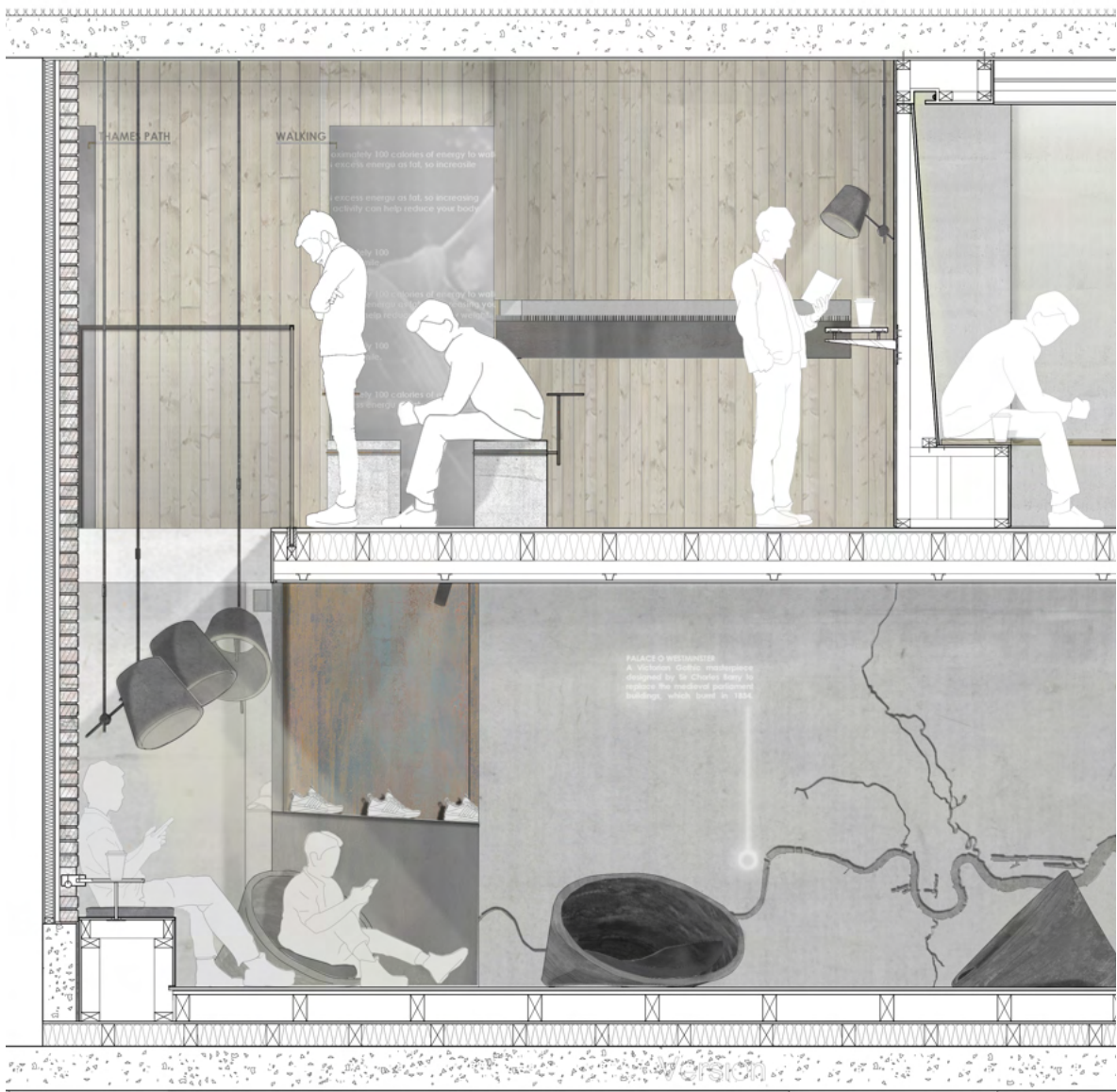
The app enables users to measure their personal carbon footprint, helps them adapt to climate change related trends, such as replace everyday essentials with eco-friendly alternatives, allows users to plan journeys and to take part in fun activities, as well as provides up to date topics about climate crisis.



Climate change app



Branded outerwear



Greeting desk



Seating area and lockers behind interactive map





Screen projecting thought provoking information about climate change



Curved unit with information booklets about climate change



Contemplative area overlooking the river Thames

