

## ZERO STUDIO

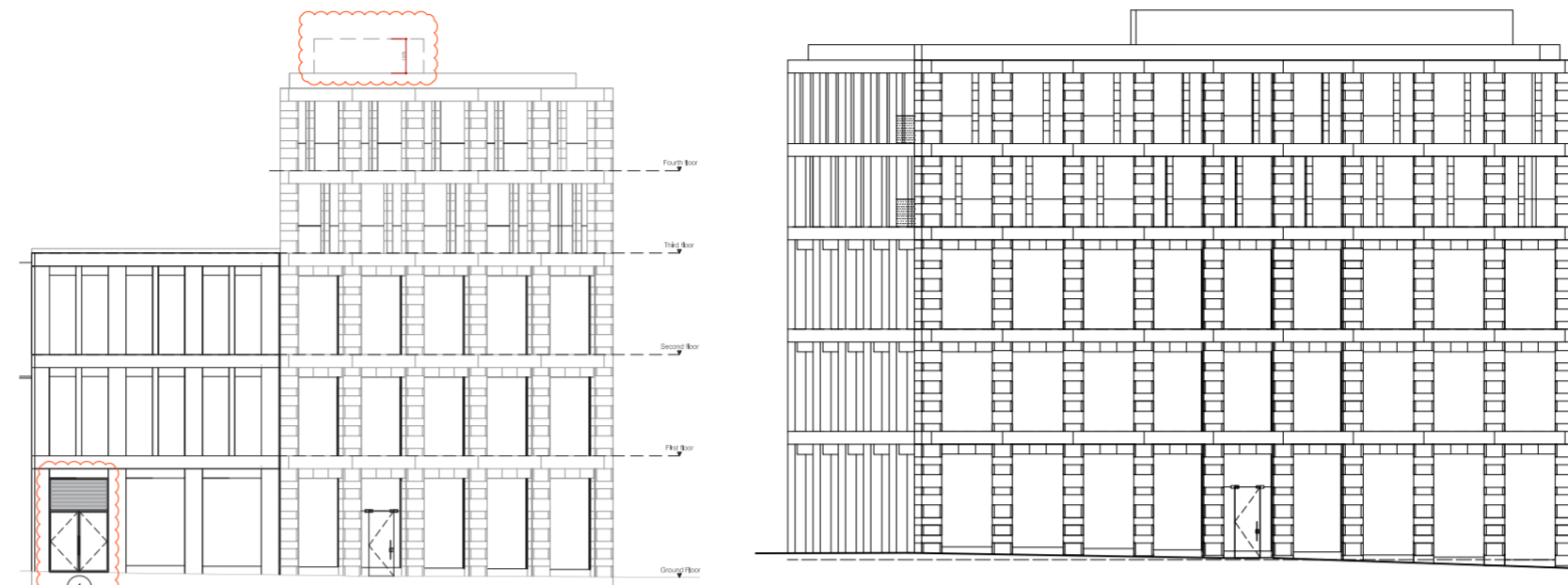
Anna Motmillere

More and more artists choose to step away from the traditional way of getting recognition through galleries and choose to be their own managers by putting their work online. Whether that would be their own website, social media sites or a business that focuses on selling artwork.

This way of promoting oneself needs way more than the average artists studio can provide and since a lot of artists are struggling to afford rent for a single artists studio already, the added costs of a photographer/ photography studio, office space for dealing with the business paper work and at times renting an exhibition space might end up too much.

ZERO co-working space for artists is supposed to fix this exact problem. Designed as a co-working space with some elements of an incubator and accelerator spaces, ZERO studio provides everything needed for an upcoming business, free-lancer artists or businesses looking to cut costs.

ZERO studio on 152 Waterloo road will specifically accommodate sculptors, ceramicists and print-makers as their art style can often times require machinery that is too expensive to own or rent or own for a single artist or even a small business.



A study "Artists' Workspaces (September 2014)" lead by Greater London Authority " identified around 300 studio buildings catering for 11,500 artists. A crisis is approaching, as a 45% increase in rents over the past ten years means that a third of providers expect not to be able to renew their leases over the next 5 years."<sup>1</sup> And with the recent pandemic and rising cost of living these numbers are bound to become even higher.

<sup>1</sup> Greater London Authority, "Supporting Places of Work: Artists' Workspace." London City Hall, 30 Nov. 2015, [www.london.gov.uk/programmes-strategies/shaping-local-places/regeneration-publications/supporting-places-work-artists-workspace](http://www.london.gov.uk/programmes-strategies/shaping-local-places/regeneration-publications/supporting-places-work-artists-workspace). Accessed 3 Feb. 2023.

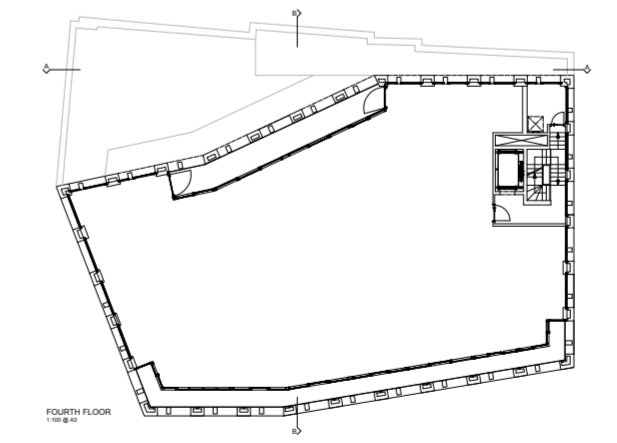
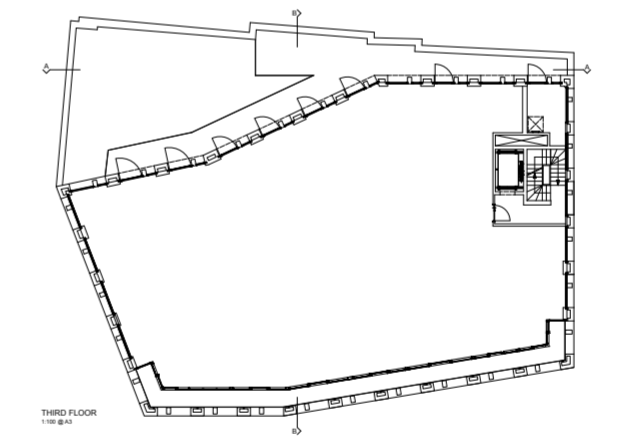
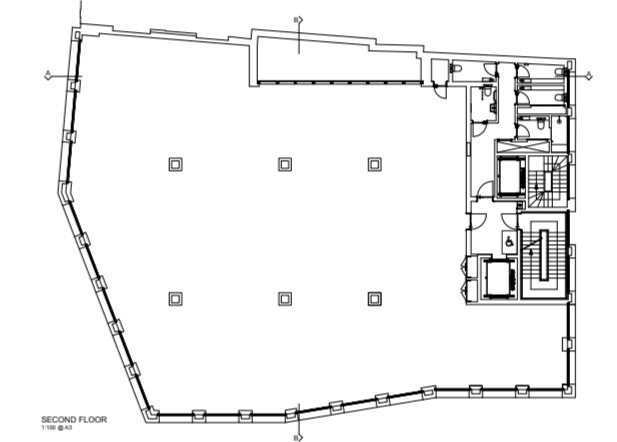
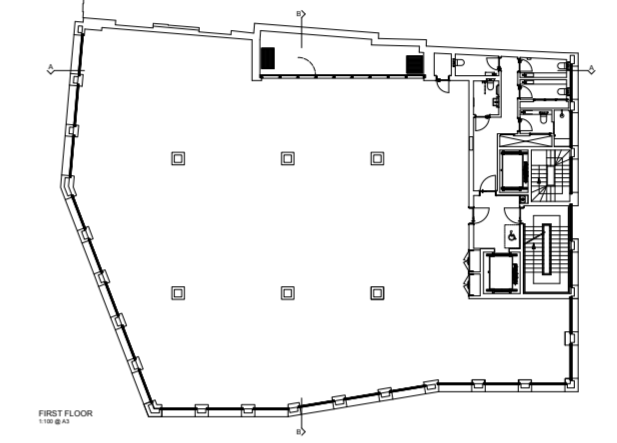
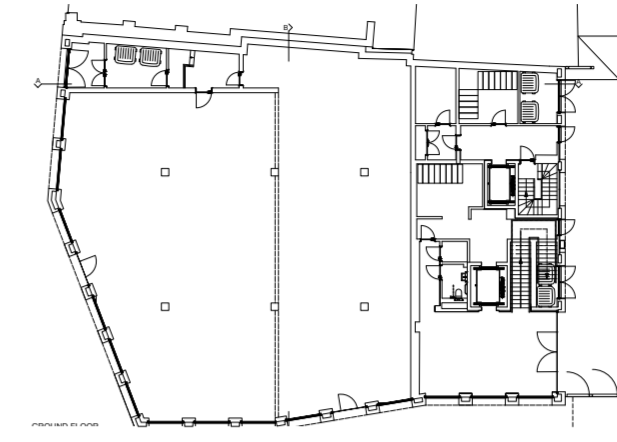


DEVELOPING CONCEPT:  
PROCESS OF CREATING

When coming up with something that is fully inspired from an art form it is important to analyse the whole process of that said art form. Starting with the materials used and their textures and finishing with the actual properties. All of the looked at art forms include positives and negatives in their process. This is more so noticeable in sculpting and ceramics, but can also be said about printmaking. There isn't one singular word that could describe the concept for this studio. As it is mainly a place for artists to unite and work on their art pieces without the worry of not being able to afford the best. I want the space to reflect their world of creation, almost as a little factory of the creative mind that the visitors have the luxury of peeking into. The space is entirely inspired by the beauty of all of the little details that go into creating an art piece.



EXISTING STRUCTURE



152-158 WATERLOO ROAD

The site is located in the Waterloo area with the station mere metres away. It is packed with famous attractions and theatres and is much of a tourist friendly area as locals. The area and the roads surrounding the building have a 24 hour life-cycle.

The building is a relatively new building finished around 2016, it has a grid like facade which also serves as columns helping to hold the structure. Other than the structural columns of the facade, first three floors also have six columns distributed throughout the space to support the open plan space inside of the building.

The building has a lot of natural light with windows being installed on most walls.

The size of the windows or entrances can't really be changed efficiently since the form is achieved from the gaps of the structural columns.

First three floors are very similar in layout, they are about the same size open plan spaces with the only differences being in the south-west wall. On the ground floor this patch seems to be just a continuation of the floor, while on the first floor it serves as a balcony and a cut out space on the second floor.

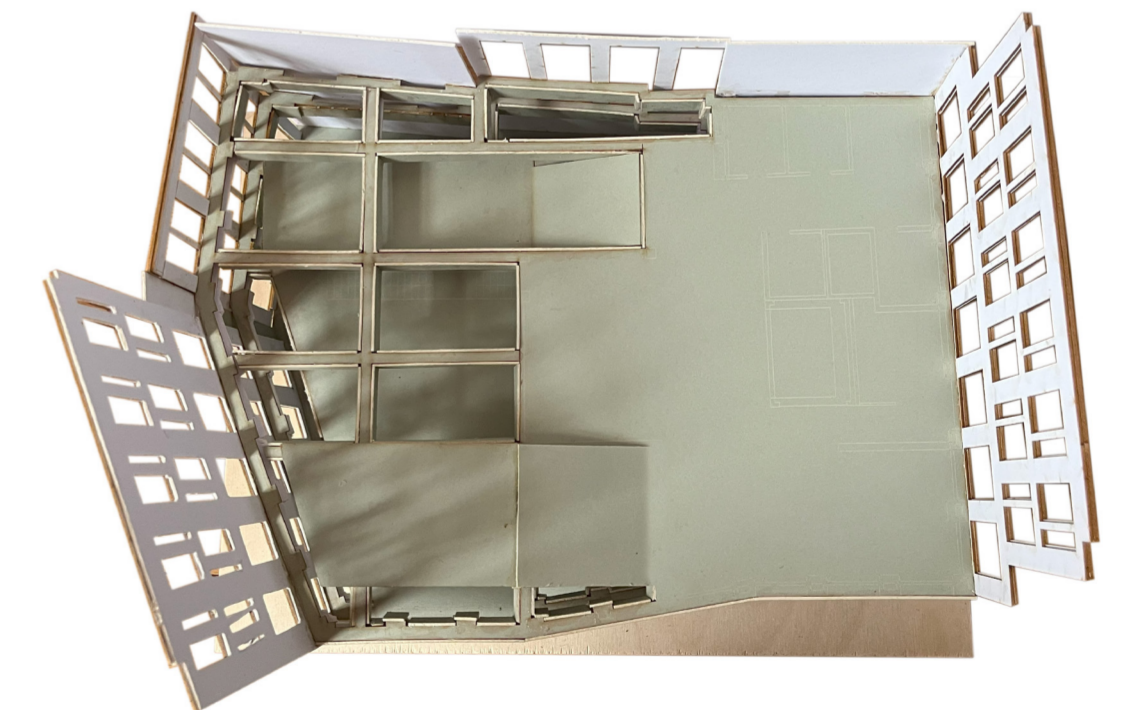
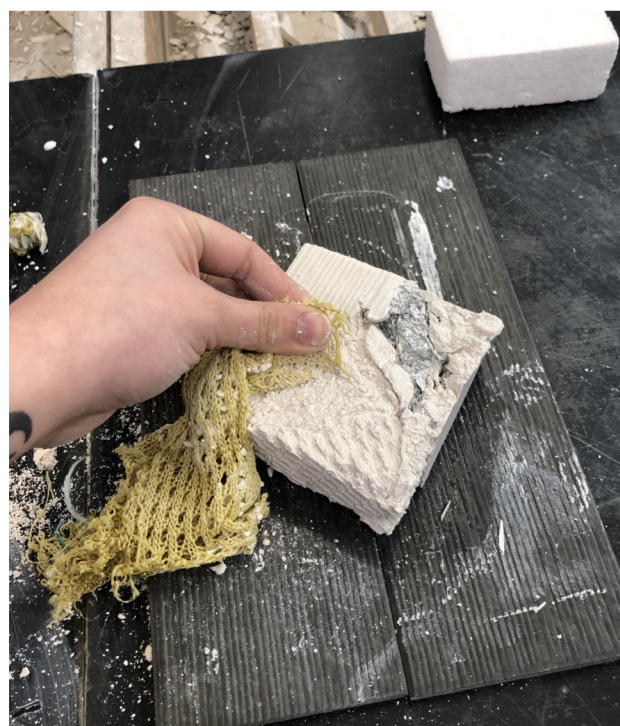
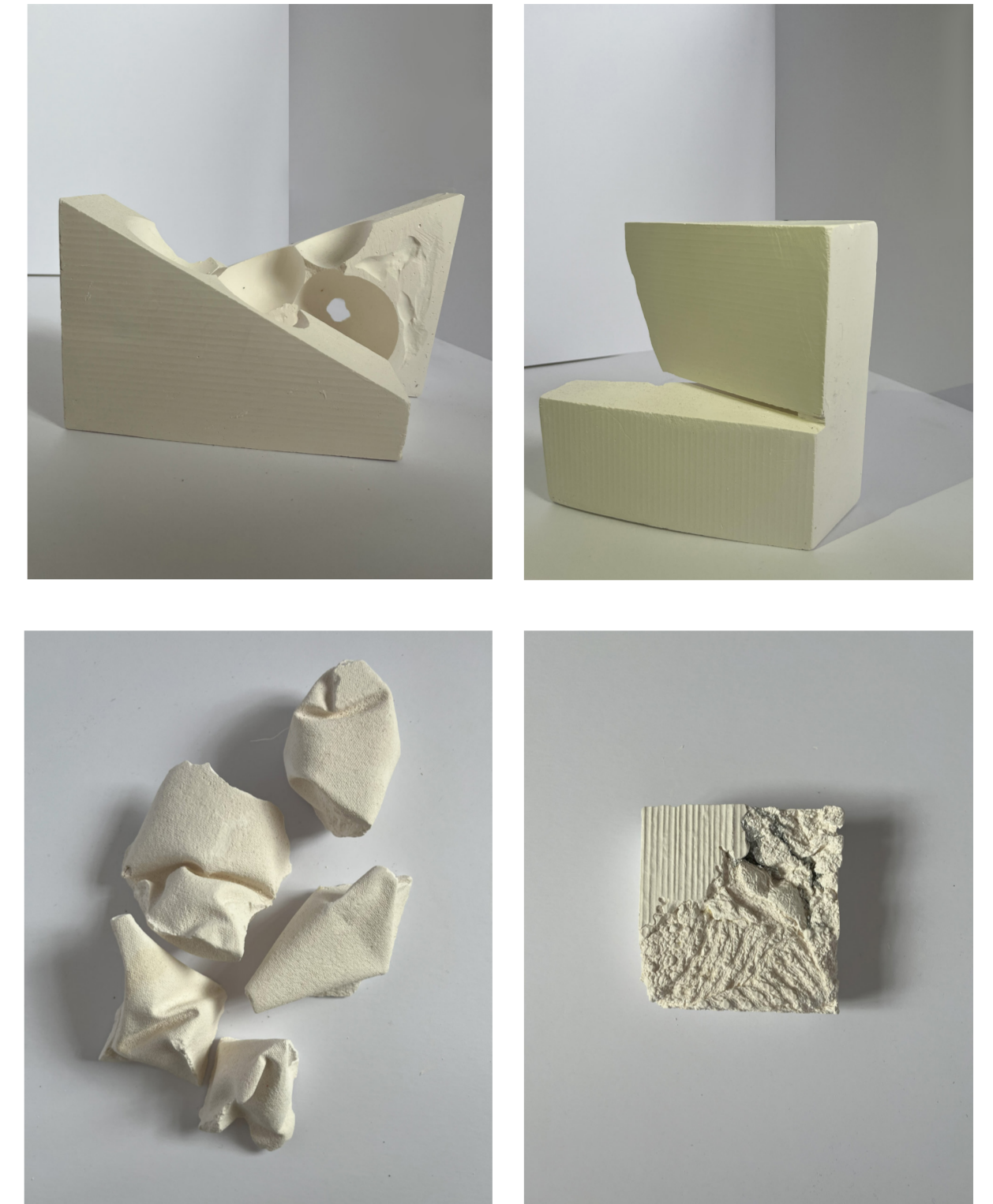
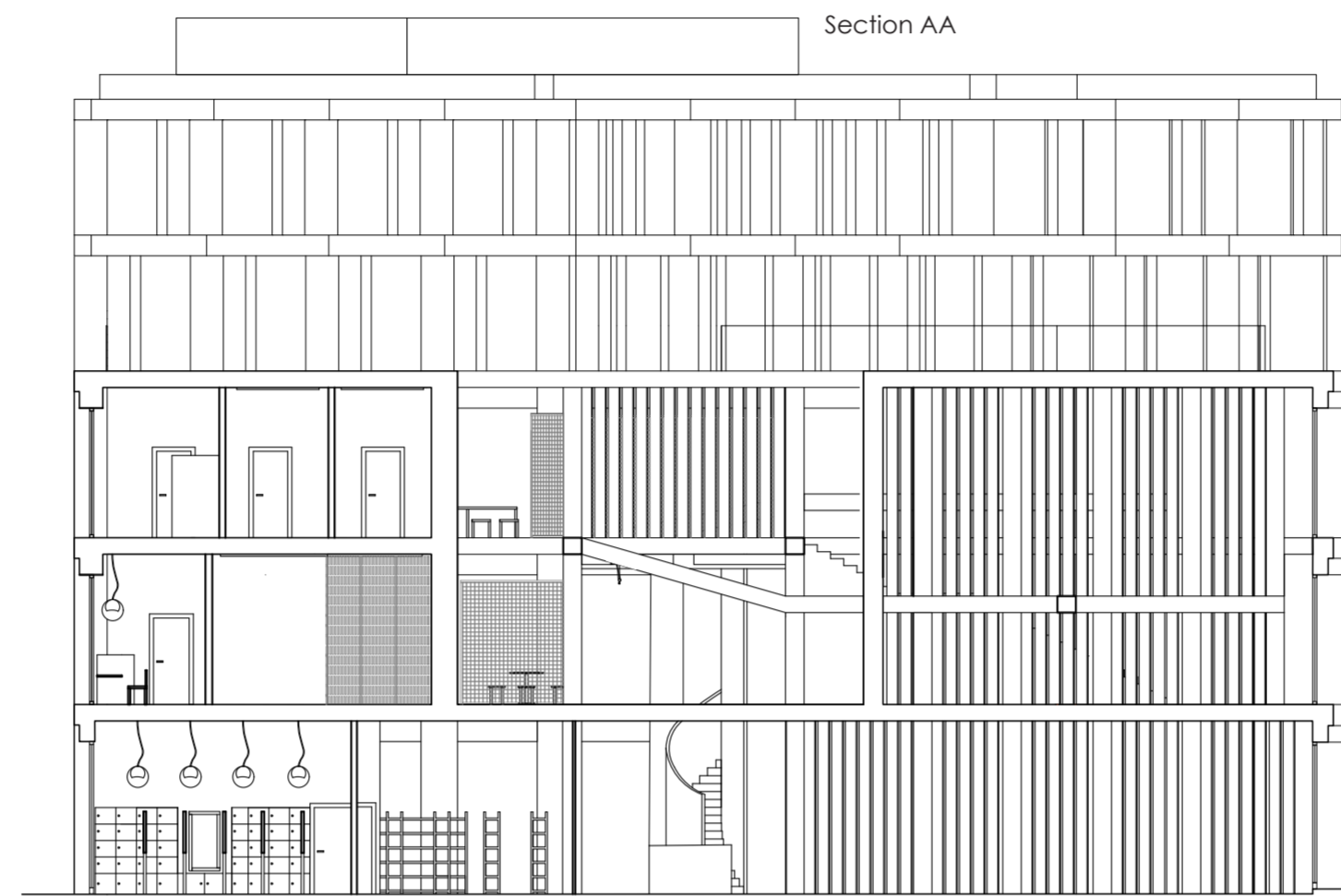
The rest of the two floors of the building are smaller in size and follow a different shape.

The third floor has an access to a roof terrace at the part where the second floor roof continues on. And the fourth floor has a balcony running along the facade of the building. These floors are accessed by a different set of stairs than the first three floors and have been transformed into apartments.

Other than the facade and the structural columns non of the walls are loadbearing so the space can be transformed to the best of liking.



The experience at the ceramics workshop had inspired to look more into different levels for floors. The ramp-like workshops are directly inspired from a piece created at this ceramics workshop. These floors beautifully play into the design of the space and allow for the galleries underneath to have their own special feeling. The gallery under the raised ceiling has a grander feel while the opposite one with the lowered ceiling has a more intimate atmosphere. The design of the space is also very reliant on the very structure of the building (columns and beams) creating a factory like feeling and asking to experiment with materials that would give a similar aesthetic like metal, glass, plaster, stone. There is a grand entrance to highlight the experience of entering the studio, making it feel as if you've entered a different world.



Since the project relies heavily on understanding artists' needs, one of the most important parts is getting inspired by and trying out the creation process. For example, understanding how plaster is mixed and how it sets can be crucial in choosing materiality.

The finished forms, two of which can be seen above, inspired the finished design greatly. Both accentuating the importance of positive and negative forms. The form consisting of the two different levels directly inspired the different height floors in the final design.

When creating ZERO studio my wish is for any visitors to feel like they are immersed in the artists world. In the middle of the process.

When entering the building the guests are taken through an internal street that allows them a peak into the sculptors and ceramists studio on the left and into the storage area on the right for all of the pieces. This street leads them straight to the reception desk and a staircase that leads to the second floor.

The first floor is the gallery and bar floor as well as the digital and office space for the clients of the space. There is an area in the gallery that allows to look down into the sculptors workshop as well as a lowered ceiling behind the bar, that allows a look into the printmaking workshop.

The second floor is exclusively printmaking studio with separate areas for lithography, traditional etching, linocutting and screen printing.

Kiln room, with kilns meant for different purposes and enough quantity to ensure that there is always space for new clients.

Main area for bigger sculptural pieces, with moving shelving and pedestals

Main ceramist workshop with turntables and dedicated spaces as well as sinks and storage.

Small gallery space with lower ceiling creating a more intimate atmosphere.

cutouts in the floor allowing to look into the ceramists and sculptors studio below.

bar area for gallery guests to receive any refreshments.

main screen printing studio with space to print and prepare the drawings for lighting.

open space looking into the bar and gallery below.

Main lithography studio, where the stones get pressed and also the drawings are prepared.

Reception area for any inquiries.

Cloak room to allow the patrons to change or put away any belongings.

large scale lift for any art works moved without the help of the crane.

Storage area for smaller pieces, also can be moved to another area as needed.

Main storage area for bigger art works, sculptures. All of the shelves can be moved to another area to allow access to doors or free up space.

Panels allow to see in to the workshops when entering the building, but hide them to the sight when exiting the building.

photo studio to professionally photograph the art work.



walls for the gallery that can be moved depending on the exhibition

Digital space with desks, more comfortable meeting spaces and spaces both for multiple people and individuals.

large open gallery space.

Cutout creating a double height space and drawing attention to the internal street.

Lighting rooms and shower rooms for screen printing as well as frame storage.

Etching and linocut studio providing presses and an area to prepare for printing.

Storage for lithography, etching, linocut. Space to prepare the stone and where to hang dry the ready prints.

preparation/ drawing area.

