

The majority of adults were overweight or obese; 67% of men and 60% of women.
This included 26% of men and 29% of women who were obese.

One in six adults in the UK are thought to experience depression, often alongside anxiety due to an unhealthy diet.

FITNESS HOTEL

KEEPING FIT BY SIMPLY INTERACTING WITH THE BUILDING



M

BODY HOTEL



CONCEPT

imperceptible spaces with inconvenience



150 Waterloo Rd, London SE1 8SB

TRANSITION



GESTURE



CONTINUITY



MOBILITY



THE PROJECT

the project

The design for this project is a fitness hotel. A space that takes people in as a place to stay and encourages the idea of a healthy lifestyle. The main focus will be on the people who don't necessarily follow a healthy regime and walk into a space that hopefully can change their mindset. The design will mainly be focused on expressing an unintentional form of fitness so that the guests can use the space without feeling too overwhelmed and thinking that the space only makes them work out all the time. The idea is to gently introduce them to a healthy lifestyle and make them realise that it is not as hard as they thought to change their bad habits

THE USER

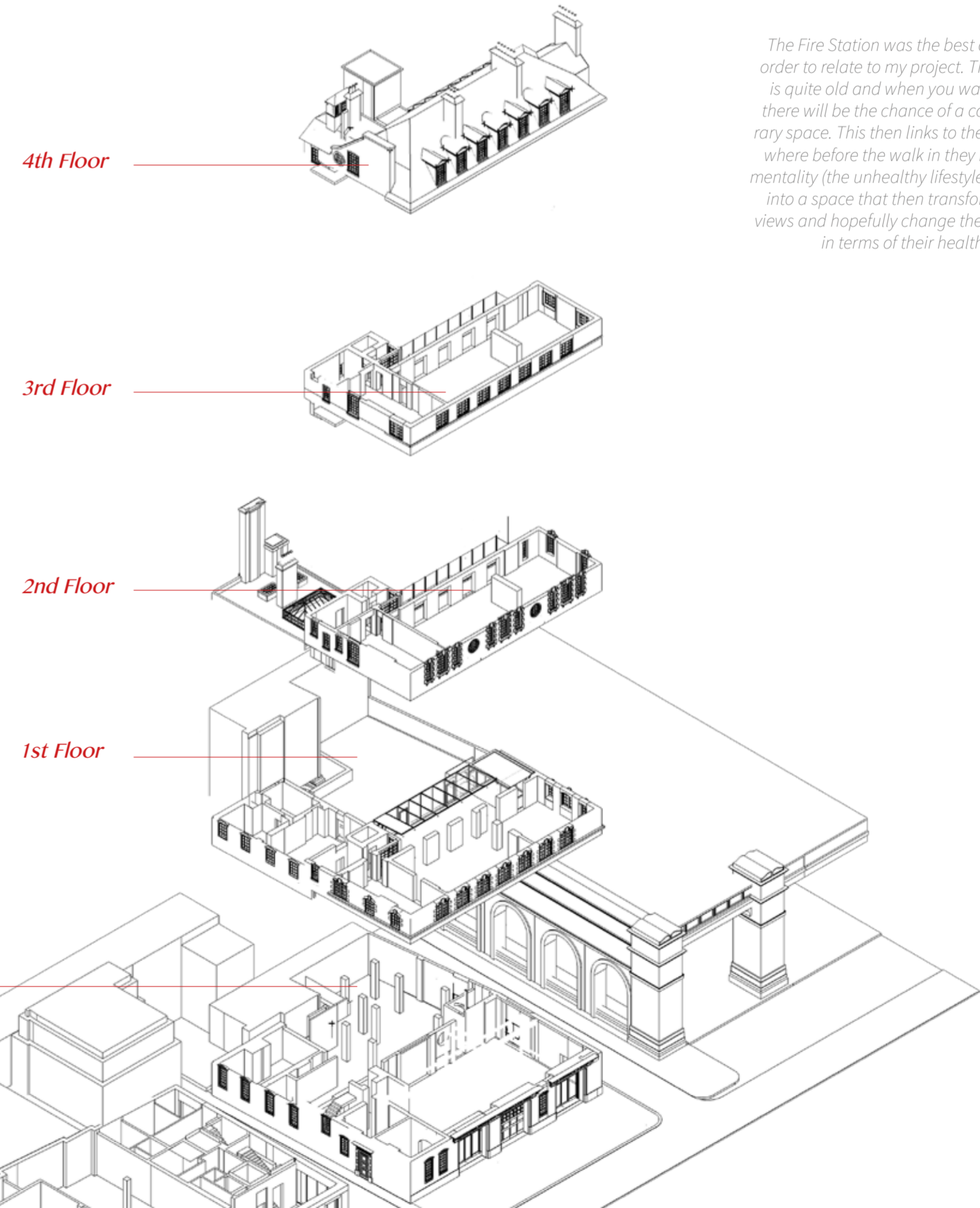
the user

The project is mainly focused on giving people the opportunity to start their healthy lifestyle without feeling too pressured or overwhelmed. A change that comes effortlessly and naturally to the person and makes them feel good about themselves. There are two ends of the spectrum when it comes to weight. These are the target audience as they both deserve the chance to change their habits and lifestyle. However with this, things such as sweat and fatigue come in-between this journey that can become an obstacle

SITE ANALYSIS

site analysis

As predicted there is a much less variety of healthier restaurants to choose from in London. Statistics show that 40.4% of people follow a balanced diet in the whole of the UK but only 5% of those are living in London. In London there are many fast food restaurants and unfortunately there are 39% of people eating fast food at least once a week and 49% consuming one or more ready meals over the same period. Around the site there are total of 5 gyms located with a 5 minute walk from the site. It shows that this particular part of London really wants to promote a healthy change for the younger audience and by having the fitness hotel to almost begin that change without being a full idea of a gym will be an interesting approach



The Fire Station was the best option in order to relate to my project. The facade is quite old and when you walk inside there will be the chance of a contemporary space. This then links to the customer where before the walk in they have one mentality (the unhealthy lifestyle) and walk into a space that then transforms their views and hopefully change their mindset in terms of their health.

GENTLE CIRCULATION

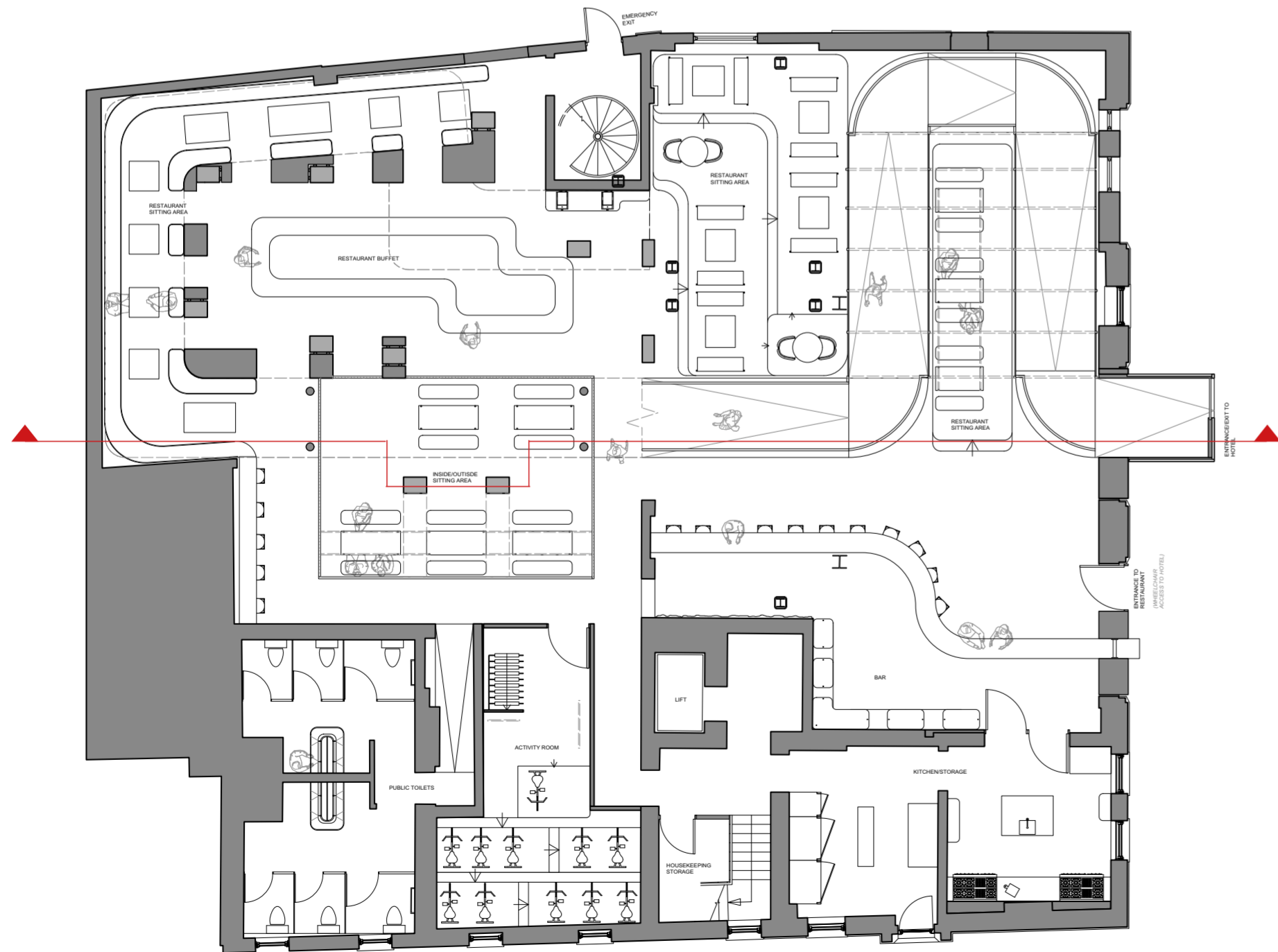
keeping fit

PLAN & SECTION

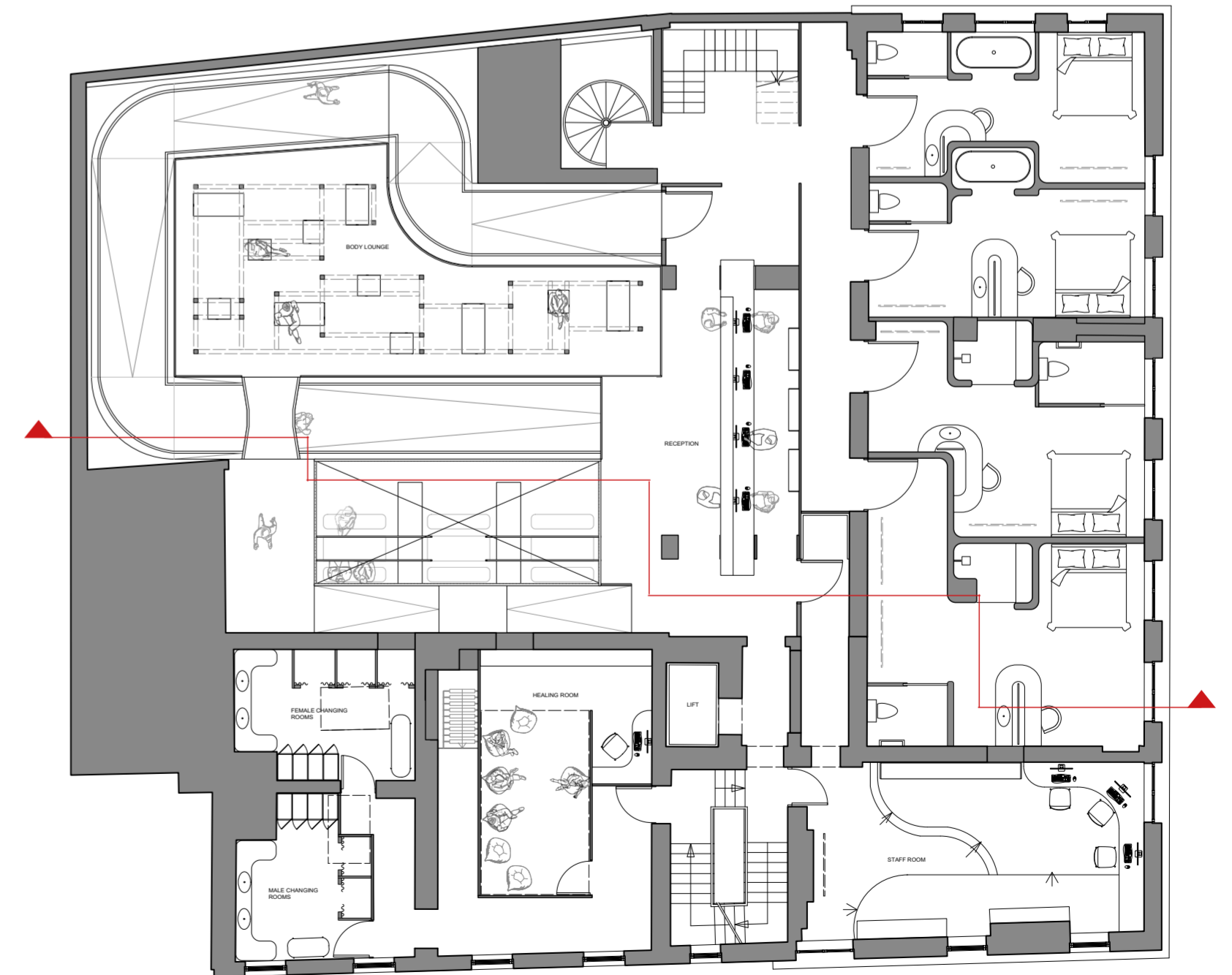


The idea of having a ramp that leads the guests all the way to the first floor where the reception is located. Using the ramp becomes a much easier process of moving between floors as it is very gentle and doesn't take much effort, therefore guests will be walking their way up instead of taking the short cut and using the lift.

This is much more captivating way to get people to walk amongst floors. guests will also get a view of the restaurant space as they make their journey.



GROUND FLOOR PLAN
1:100

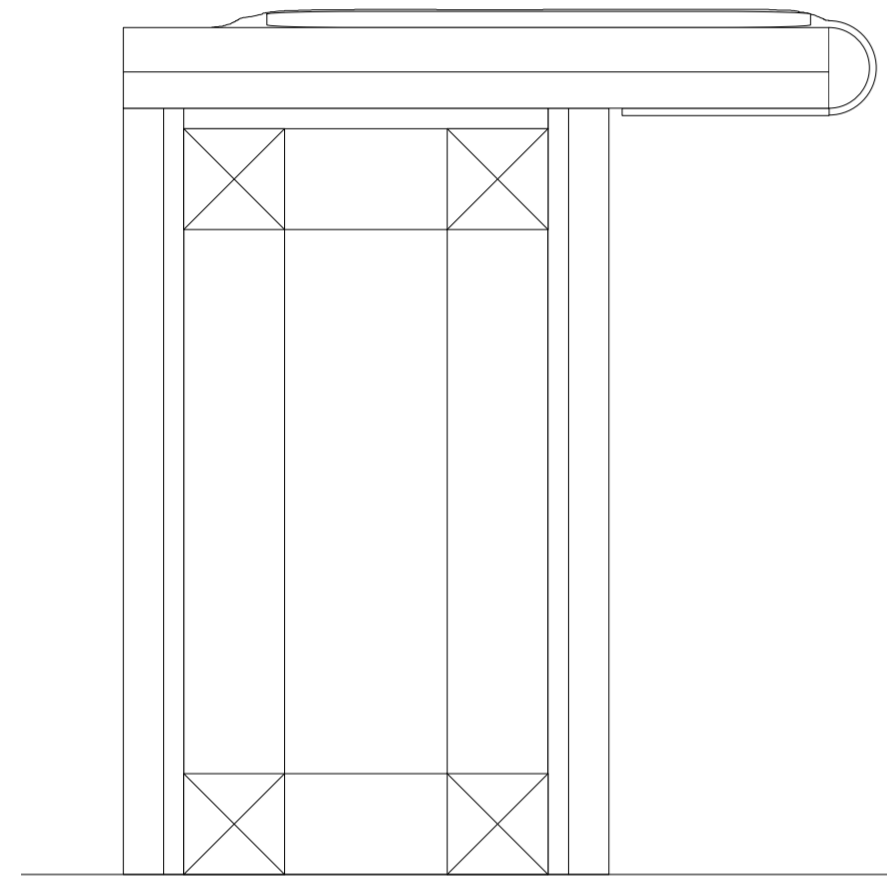
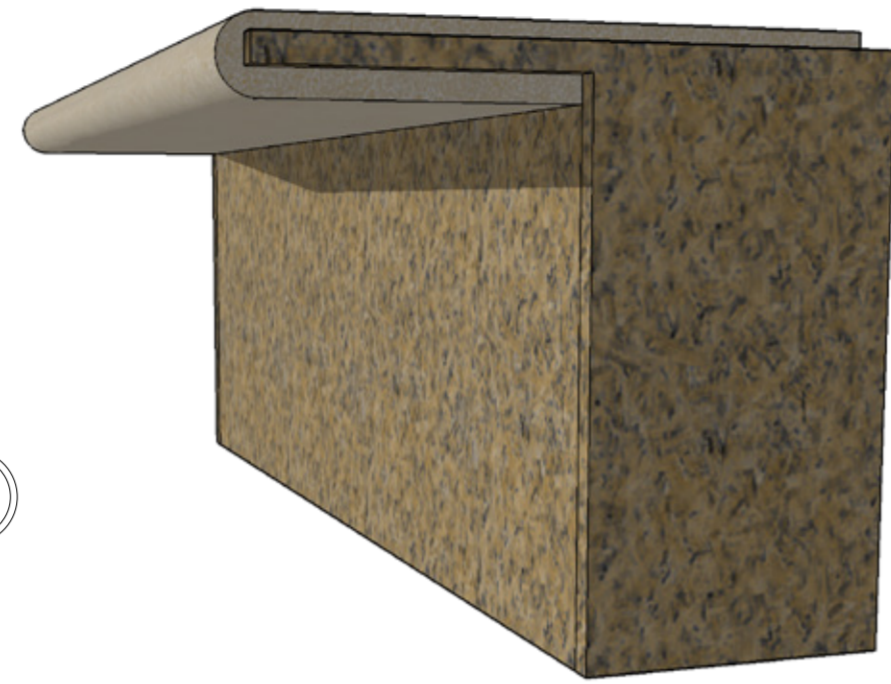


FIRST FLOOR PLAN
1:100

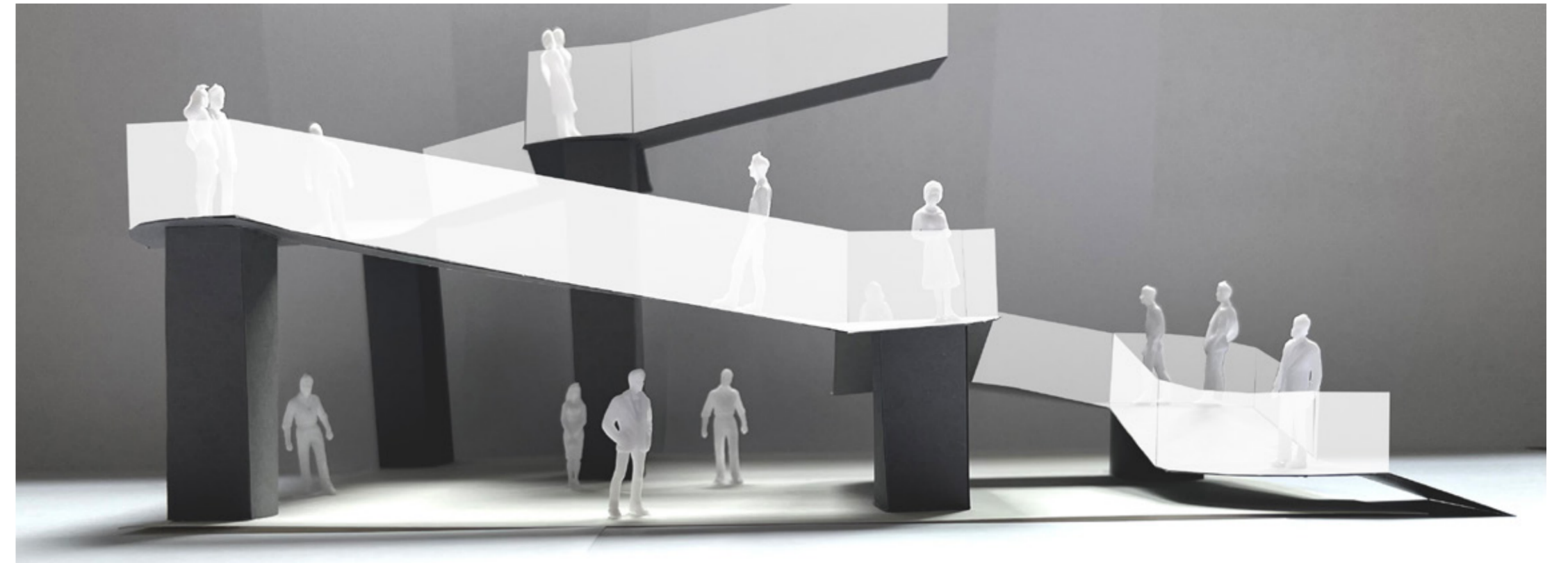
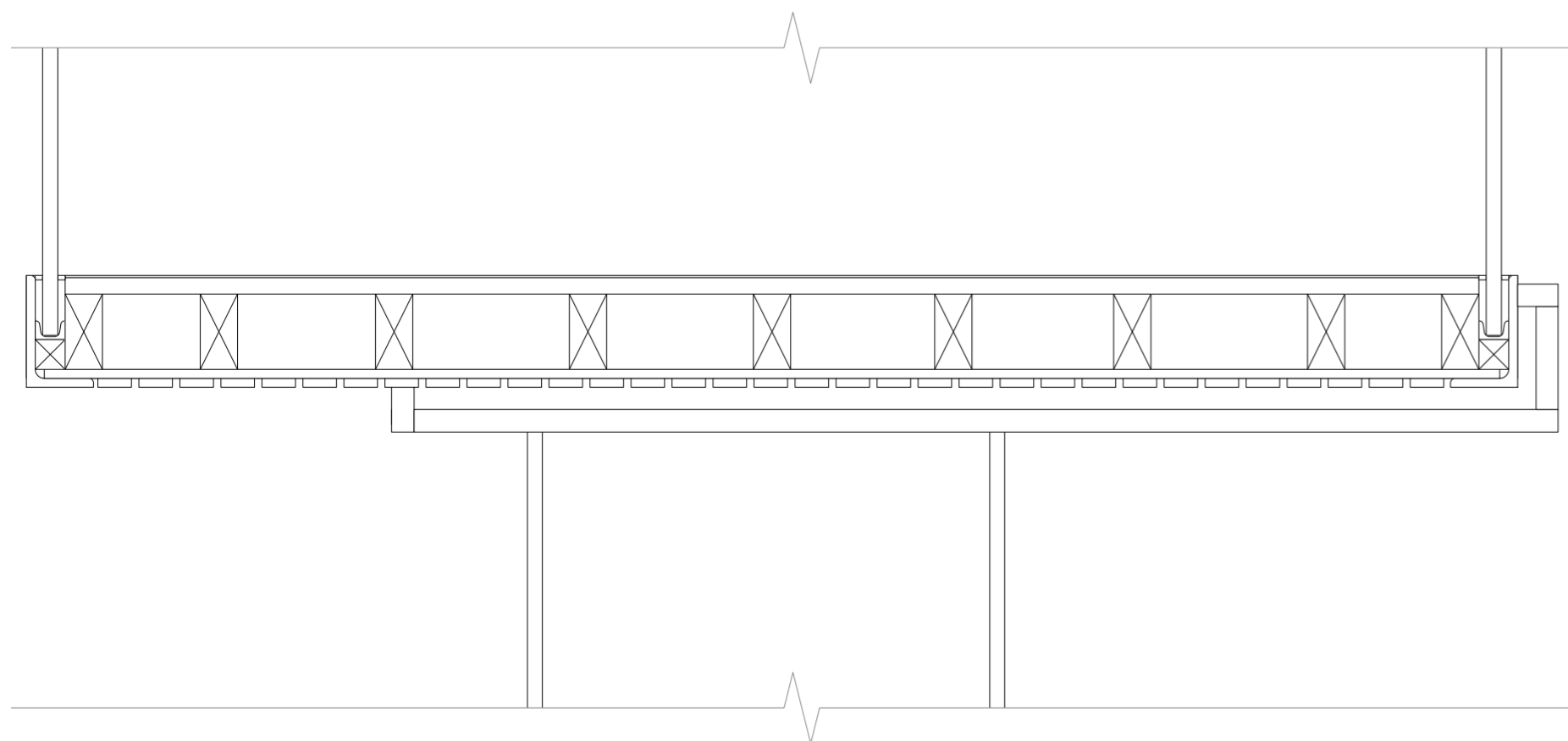
GENTLE CIRCULATION

keeping fit

MODEL MAKING & CONSTRUCTION DETAIL



Under the ramp features a seating area creating a more private and enclosed seating area for those who don't want to be as exposed



The idea of creating a ramp is so that people are more motivated to use it rather than a lift. A ramp is a much more gradual and subtle way to reach a different floor and therefore will be an incentive for people to go on this journey, exploring the space whilst keeping fit at the same time.

The ramp pushes through the hemp rope emphasize the idea of strength in the details and metaphorically shows how people can push past an obstacle and make it through the other happier side

