



To revitalise 'the nation' s high street' for the 21st century, Reverie, being a private members club, provides an opportunity to encourage the resurgence of **Oxford Street**, as a stepping stone in placing the 'economic powerhouse' back onto the cultural map. Considering Westminster's theme of 'smarter, future, together', Reverie's scheme is a radical intervention into a basic structure of a new build that sits along a row of historic buildings, suggesting the possibilities of adapting future buildings. Targeting a client group of millennials and creatives, Reverie provides a 'third place' between domestic and work environments, allowing members to **ESCAPE** from the pressures of reality into an alternative world due to its fantastical atmosphere. This includes spaces contributing to the **night-time** economy where members can connect and refresh through facilities such as a lobby/ bar, restaurant, library and bedroom suites.

THE SITE & BUILDING ON OXFORD STREET

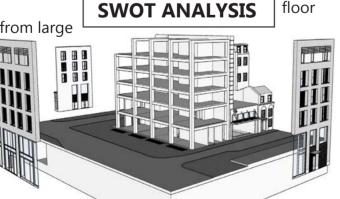


Located on **Oxford Street**, in the West End of London, the site is currently a Maniere De Voir retail space, which originally possessed a private members clubs from 1814 until the 1890s. Although the site changed function, the original **Stratford House** remains today. The **West End** of London is known for its vibrant atmosphere of entertainment, showcasing over 40 theatres as a method of expression for creatives, playing a vital part in the historical significance and identity of London.

Lack of privacy and exclusivity for members due to large ground floor **windows** exposing the interior, and a side entrance for flats that could be re purposed for the use of the private members to work around the challenge of privacy.

STRENGTHS

- Great exposure of the building to the large amounts of people that walk across Oxford Street.
- Access to the tube station, making it easy for members to travel to and from the site
- New modern building
- Ample natural lighting from large windows



OPPORTUNITIES

- Can remove interior floors and build new floor levels
- Can use the side entrance to the flats for members access to provide an element of privacy
- Can utilise the columns to my advantage and integrate it within my design
- Narrow and long space makes it difficult to fit in a design

WEAKNESSES

THREATS

Lack of privacy for a private

members club due to large

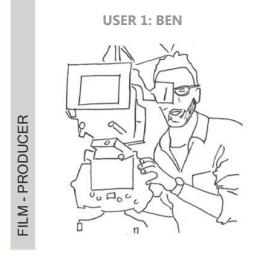
Columns create design barri-

Ceiling heights vary on each

facade windows

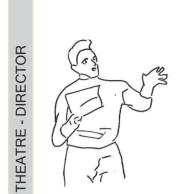
ers/restrictions

- How to make the facade visually interesting whilst maintaining privacy for
- Noise levels from tube station and busy Oxford Street may disturb members, especially those who stay overnight.





USER 2: HOLLY



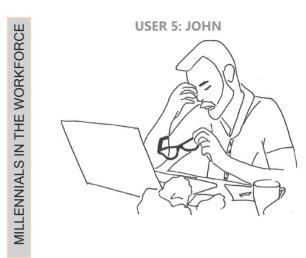


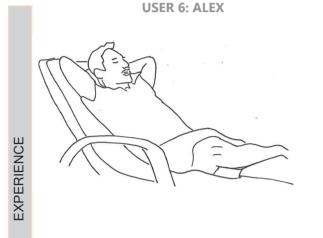




CREATIVES & MILLENNIALS

USER 4: SARAH GROWING WITH TECHNOLOGY





USER 3: KEVIN

The particular client group that Reverie targets are people who work within the **creative industries**, particularly industries that use **narratives** due to the sense of **escapism** in its work which **immerse** people and encourage detachment from reality such as **theatre**, **film and publishing.** These industries revolve around **storytelling** which takes audiences through compelling experiences, and within design it aims to resonate with users, evoke emotions and create meaningful experiences. Designing for Millennials means taking into account their position in society regarding their obsessive relationship with technology, their pressure-heavy work life, and deteriorating mental health. It's about designing a private members club that relieves the weight of these factors in their life and allows them to escape into a fantasy where they can unwind and detach in their 'third place'.

WONDERLAND

PRIVATE MEMBERS CLUBS





Private member's clubs are organisations, steeped in history dating back to the 17th century, that offer facilities and social enclosures to people who pay a membership fee. It resembles sophistication and luxury, offering a cultural hub and bespoke experiences that cater for groups that share interests/ passions. **Annabel'** s is one of the best known clubs in London for its design that provides a unique experience for its members, inspired by a painting that depicts the fall of man from the Garden of Eden. "It' s really about fantasy - this is a club, you don't come here for reality, you come to be transported somewhere else" - Martin Bruzniziki.

CONCEPT - ESCAPISM & SURREALISM

An art form which encompasses escapism is surrealism which explores the expression of the unconscious mind, depicting **illogical and dreamlike ideas**. Reverie is inspired by the narrative structure of the 1865 surrealist literature piece 'Alice in Wonderland' by Lewis Carroll. It drives the narrative of the club as the space starts in a normal setting such as the reception, transitioning into a threshold which resembles the experience of falling down an ominous rabbit hole and entering the 1st room that plays with the concept of shifts in scale, finally leading to a chaotic atmosphere which resembles 'wonderland'



CARLO MOLLINO - TEATRO RIGIO

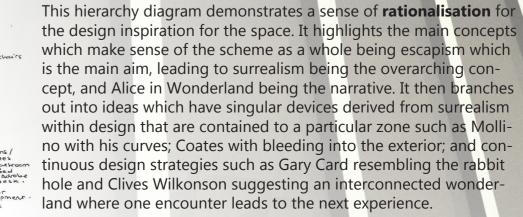


NIGEL COATES - CAFE BONGO





CLIVES WILKONSON - BARBARIAN



RABBIT HOLE | 1ST ROOM

Threshold

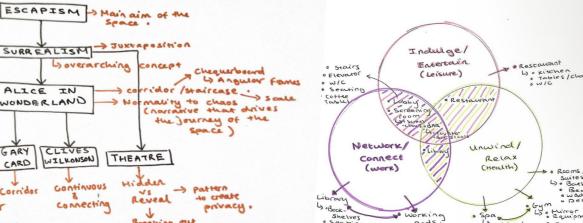
Corridor/lobby

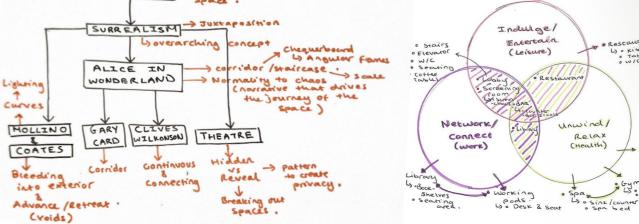


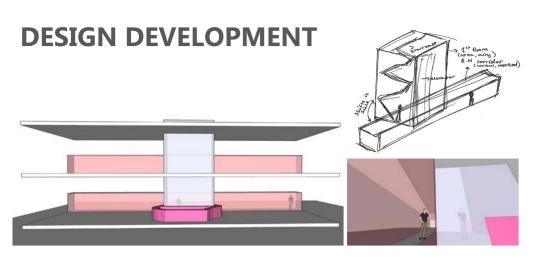
ALICE

Normality

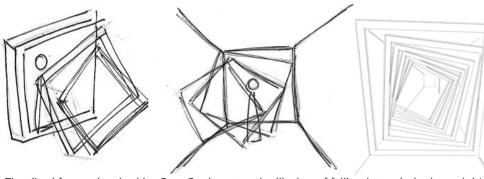
Reception



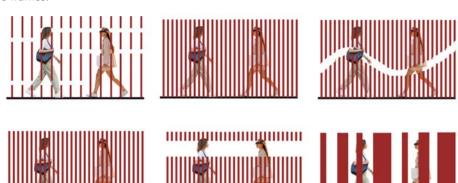




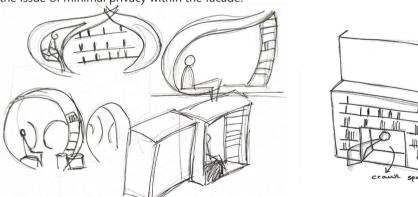
The corridor and staircase spaces play with the concept of shifts in scale, relating to Alice in how she becomes too big or too small for the space she is inhabiting. The corridor is a more restrictive area, thus intends to make users feel like they fill the space, whereas the staircase room is tall and empty, running through the height of the building, causing users to feel small and lost.



The tilted frames inspired by Gary Card creates the illusion of falling into a hole through it' psychological trick on the eyes as it persuades the user to move their body with the angle of



Experimentation of the composition of lines to provide a blurred view of movement to solve the issue of minimal privacy within the facade.



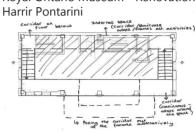
Exploring potential of a library with intimate areas of seclusion for privacy and an escape, taking inspiration from the curves of Mollino's Teatro Rigio's theatre boxes.

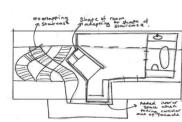


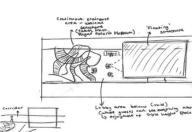
John Hopkins University - Ennead Architects and Rockwell Group Lights makes the space feel as though its moving (light photography - low exposure moving cars) - creates a busy and erratic environment (linking to wonderland).

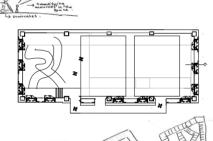


Royal Ontario Museum - Renovation by





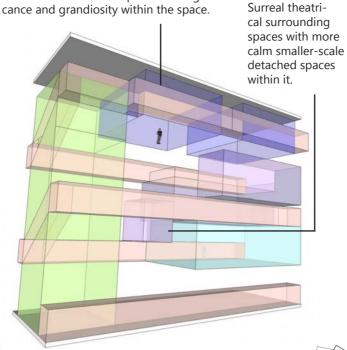


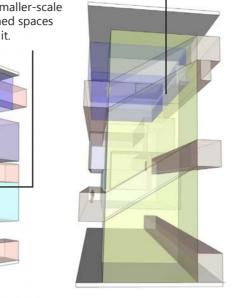


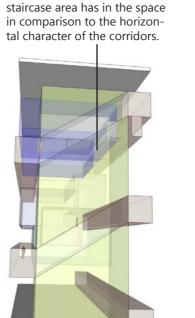
Experimenting with a tilted overlapping staircase inspired by the Royal Ontario Museum.



The suites acts as theatrical spaces staged





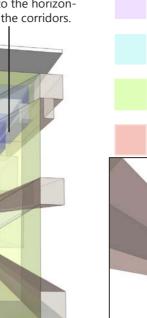


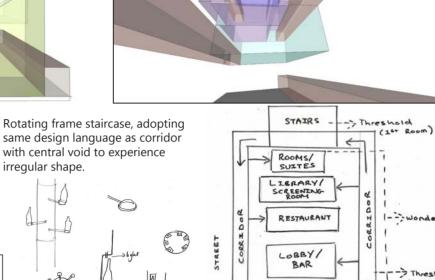
irregular shape.

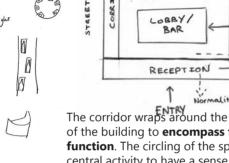
Drama of the staircase - this

highlighted area signifies the

vertical relationship that the







Bar bottle holder and light installation design detailing

Rooms/Suites

Library

Lobby/Bar

Staircase

Corridor

The corridor wraps around the interior edges of the building to **encompass the main** function. The circling of the space allows the central activity to have a sense of **safety and** protection for its members, creating their own world separate from Oxford Street.

Looking up, a person can

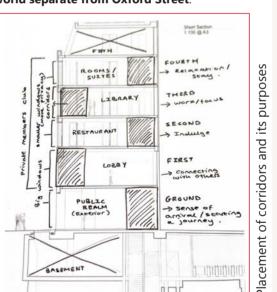
view the entirety of the

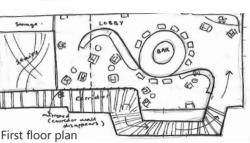
interior and its vertical grandness, viewing the relationship between the

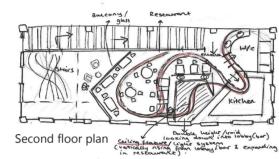
various facilities. It cele-

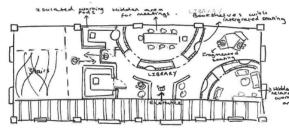
brates the power of the

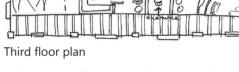
triple height space.

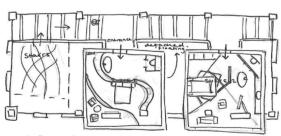








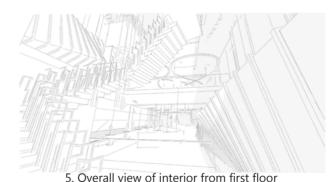




Fourth floor plan



user's point of view.



showcasing a 'wonderland' due to the surreal atmosphere.



7. Lobby/bar - is open from 8am-2am, however alcoholic

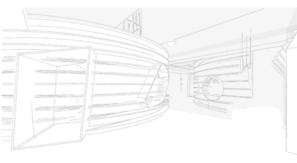


3. **Reception** - Open 24 hours a day for any

help or service that members need during their

visit or overnight stay. This is where members

8. Restaurant - open from 12pm -10pm, serving lunch and dinner throughout the day with the show kitchen

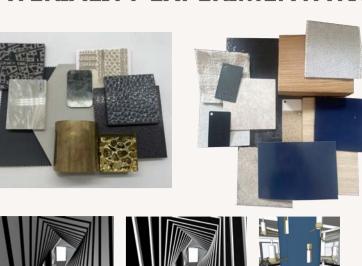


9. Library - open from 9am till 9pm and will typically be used earlier on in the day before 5pm. Members can do work here, have meetings with other members or simply relax and read a book.



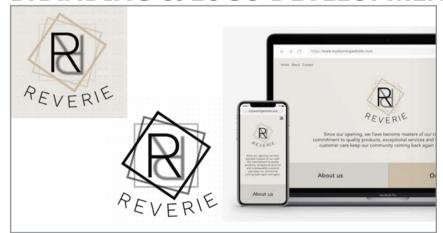
10. **Bedroom Suite** - Accessible 24 hours a day by members which book to stay. Here they have a vanity space, work desk, wardrobe, open bathroom with a free-standing bath and a lounge area.

MATERIALITY EXPERIMENTATION

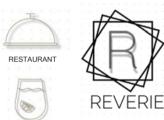


The colour scheme of the space derives from the logo, drawing out neutral beige tones that indicate sophistication and elegance for a private members club, expressed through the materials of warm oak wood and soft, light coloured upholstery. This is contrasted by the darker, cooler colour scheme of a calming blue and black touches that create a moody and hushed atmospheric quality that is often perceived in private members clubs. This is enhanced by details of polished gold to accentuate a sense of luxury and radiance of warmth, which compliments the large quantity of blue paint and upholstery.

BRANDING & LOGO DEVELOPMENT



WAY FINDING























WEST HOLLYWOOD

The Reverie logo is inspired by the minimalist appearance of the Soho House brand identity that draws inspiration from the location and design of each unique club. Therefore, referring to the design language of Reverie's interior, the logo takes the tilted frames of the corridors and creates a visually stimulating overlapping of the motif, to signify the illusion of falling down a rabbit hole, linking to the surre-

'REVERIE' means to be in a state of having pleasant dream-like thoughts, relating to the concept of a fantasy and surrealist atmosphere, linking directly to the character of my space and the narrative of Alice in Wonderland.

al quality and narrative of Alice in Wonderland. The term



1. Facade - the public can view blurry figures through the translucent barrisol tunnel. The LED strip lights inside the frames allow this to be visible which will operate at all times of the day and night, illuminating



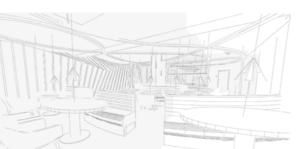
6. **Hyperbolic tilting tunnel** - users can access this at all times of the day. They would walk through it, grasping snippets of blurry views of the interior through the barrisol.



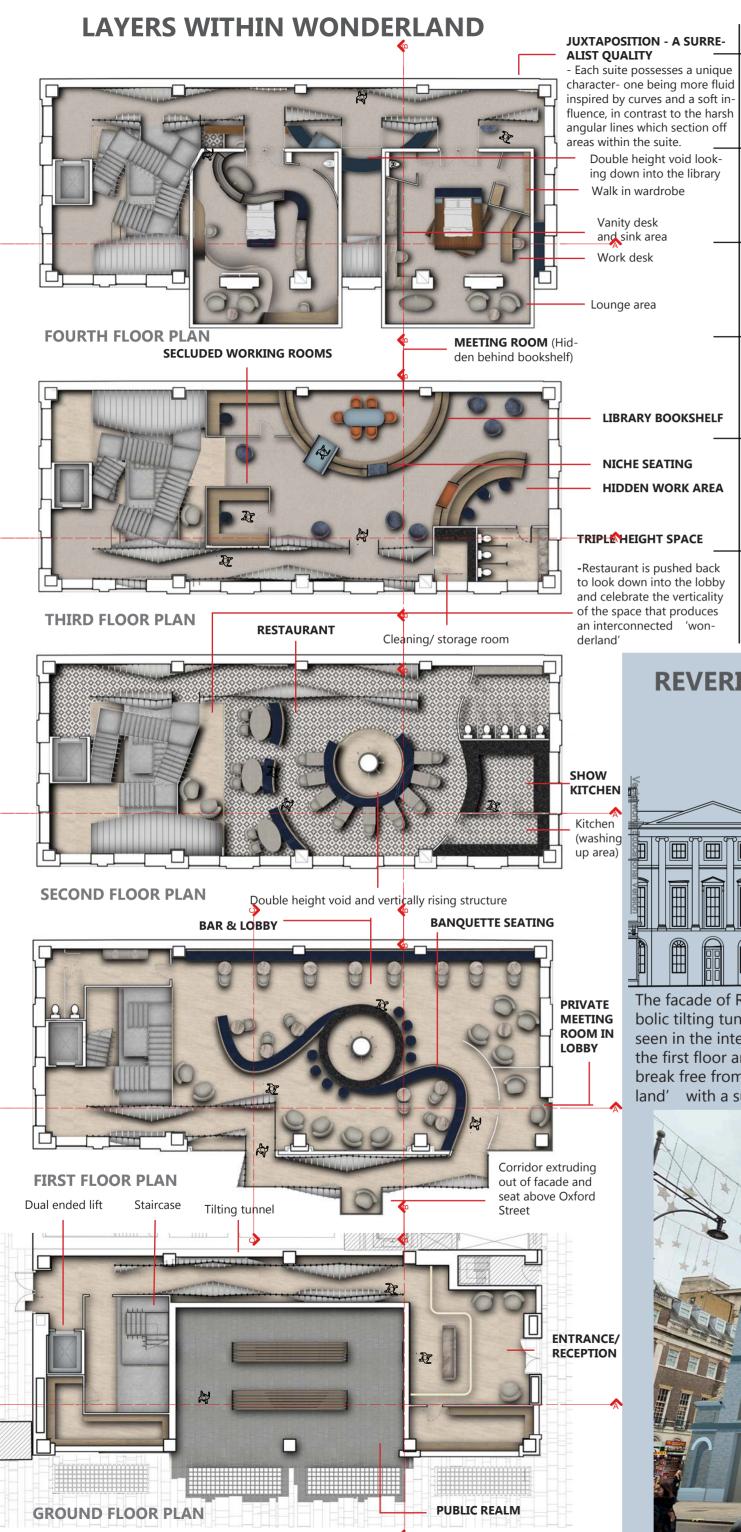
hours a day, although is staffed at all times to ensure safety and regulation. People can discover the members' work here which is displayed on the digital screen.



drinks are served from 4pm onwards. Members can meet with people here and share a drink and will typically be used during late hours from 5pm onwards, due to members being at work during the day.



functioning all throughout.



SECTIONAL PERSPECTIVE

TUNNEL & STAIRCASE

The tunnel links to the concept of Alice falling down the rabbit hole as the frames tilt by a 3 degree angle consistently, creating a translucent hyperbolic tunnel. The staircase extends the surrealist quality of the space by taking the tilted frame concept and implementing it within `its plan as it rises through a void that travels up the interior of the building, allowing users to see the entirety of the club from the view of the staircase.

FOURTH FLOOR - BEDROOM SUITES

The bedroom suites provides members with the option to stay overnight and indulge in a luxury, exclusive room which carries Reverie's surrealist atmosphere in every corner. These two suites are made to be significant both in the interior and exterior as they each sit independently in a 'box' that extrudes out of the facade.

THIRD FLOOR - LIBRARY

The library provides members with aa hidden space to find seclusion and focus within a busy and erratic member club, in order to escape the 'Wonderland'. It achieves this through breaking the space up into private working rooms, working spaces behind bookshelves and niches to sit and work.

SECOND FLOOR - RESTAURANT

The restaurant contains a more energetic atmosphere, connecting with the lively atmosphere of Oxford Street. This is illustrated by the light installation that captures the trails of movement within the restaurant, inspired by the erratic feel of light photography. This stimulating space also contains a show kitchen, allowing members to gain a fully immersive experience within Reverie.

FIRST FLOOR - LOBBY & BAR

The lobby and bar provide members with a space to socialise and connect with each other, thus the connecting seats that link with the bar. The space also contains a private room for members to utilise during a private meeting between two people. The atmosphere for this space is moody and hushed, portrayed within the low level lighting providing a space in which members can relax and feel soothed by.

GROUND FLOOR - PUBLIC REALM & RECEPTION

The public realm acts as an exterior space that is sheltered, welcoming the public to enjoy a taste of the 'Reverie' club experience. It contains a seating area which hints at the continuous, connecting elements within the design of the interior and a digital screen containing the Reverie logo, which also showcases the creative work of Reverie club members. The club is entered from the side entrance of the building, providing a sense of privacy and seclusion for members, into the reception.



The facade of Reverie ensures a level of privacy for its members by placing the hyperbolic tilting tunnel against the facade's windows, reducing the vision of what can be seen in the interior. The extruding elements such as the tunnel with a seating area on the first floor and the bedroom suites, creates the impression that the interior wants to break free from the constraints of the building, linking to the concept of a 'Wonderland' with a surrealist quality.







Staircase travelling through void creates the impression of a continuous staircase that feeds into the tilted illusion, enhancing the surreal environment.

Bedroom Suite extrudes out of the building, poking out the facade as it hangs over Oxford street, giving the impression of a luxurious, exaggerated and exclusive experience.

The tunnel diverts from the interior and attacks the facade as it suspends over Oxford Street, complimented by a seating space to enjoy the view of the busy street, creating a surreal experience.

Low level lighting intended to create a moody, hushed atmosphere for the private members club. The light mirrors the shape and materiality of the bar counter, drawing attention to this central element of the space.

Niches within the vertically rising structure provide a lighting feature for the restaurant and bar, illuminating the dark and moody space. It also links to the spots of lights on Oxford Street at night, creating that lively and energetic feel.

Deep blue hues allows members to feel safe and comfortable due to its soothing quality that blends in with the darkness

LONG SECTION AA

Continuous, flowing structure in the

(linking to the tunnel element in the design of the interior) and a bench.

The grey barrisol and grey ele-

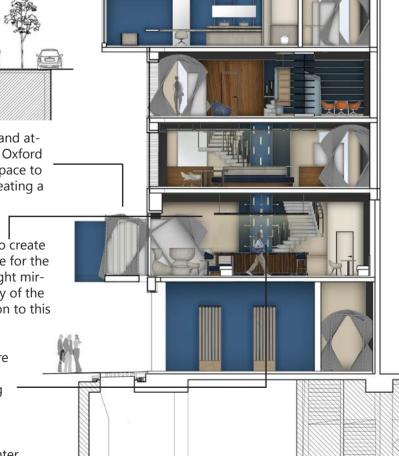
mental concrete stairs provides

a neutral tone that balances

out the blue and beige tones.

public realm that forms a tunnel

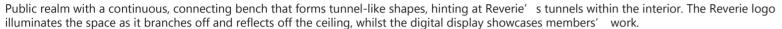
Areas of beige provides lighter tones to brighten up some spaces that compliments the blue hues well, providing a balance.



SHORT SECTION BB

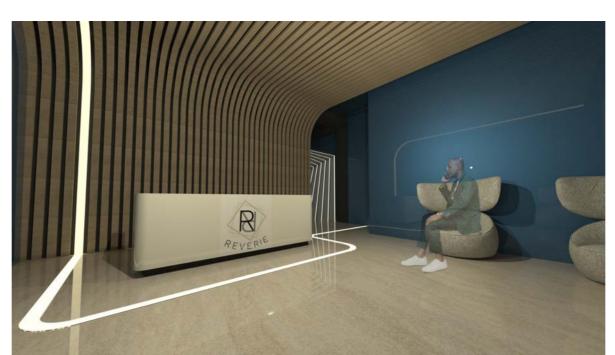
REVERIE' S JOURNEY





By not using the ground floor as part of the private members clubs, it allows the opportunity to open it up as a **pub**lic realm exterior space which allows the public to use freely, providing exclusivity that gives back to the community. Within this ground floor, a small portion of it would be used for a **sense of arrival** for private members with a secluded segment containing a **reception**, **cloakroom**, **corridor**, **lift**, **staircase** and **fire escape**. The purpose of this is that by not actively using the ground floor as part of the club's activities, it creates a set up that has a **surreal quality in its** initial impact as it drives users through a corridor and then forces them to travel up a staircase in order to reach the first function of the space. It also pulls the private members club further away from the busy street, creating a **separate**

'world' that feeds into the concept of escapism. The staircases are the first thing that the user encounters when approaching the end of the corridor and entering into the central space. They feel a sense of relief and **accomplishment**, as well as feeling much smaller for the large triple height space they are inhabiting. This shows an instant shift in emotion from the confines of the long corridor to the openness and airy atmosphere that the staircase provides, allowing members to feel as though they are Alice in changing size.



Reception - the continuous bench element from the public realm is carried into the reception which leads to a trail of light that guides members into the tunnel



View looking up at the stairs that travels through the void from the ground floor, creating a tilted frame illusion, linking to the frames of the tunnel.

NAME

GRACE HIGH STOOL

ESTER CHAIR

HANA ARMCHAIR WINGBACK

UNIT CONFERENCE TABLE

SUNBEAM

SUPPLIER

MDD

JOHANSON

MOOI

MDD

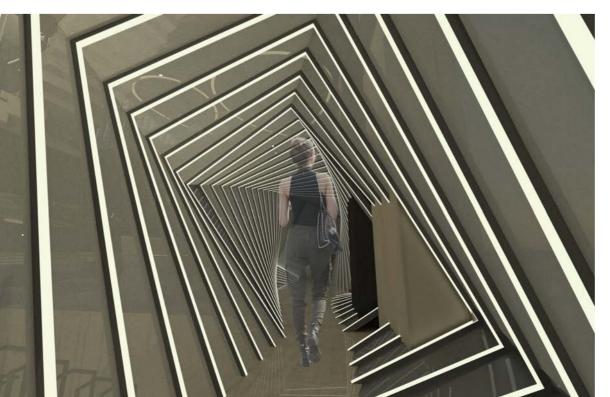
SHIMALE PELEG

PRODUCT

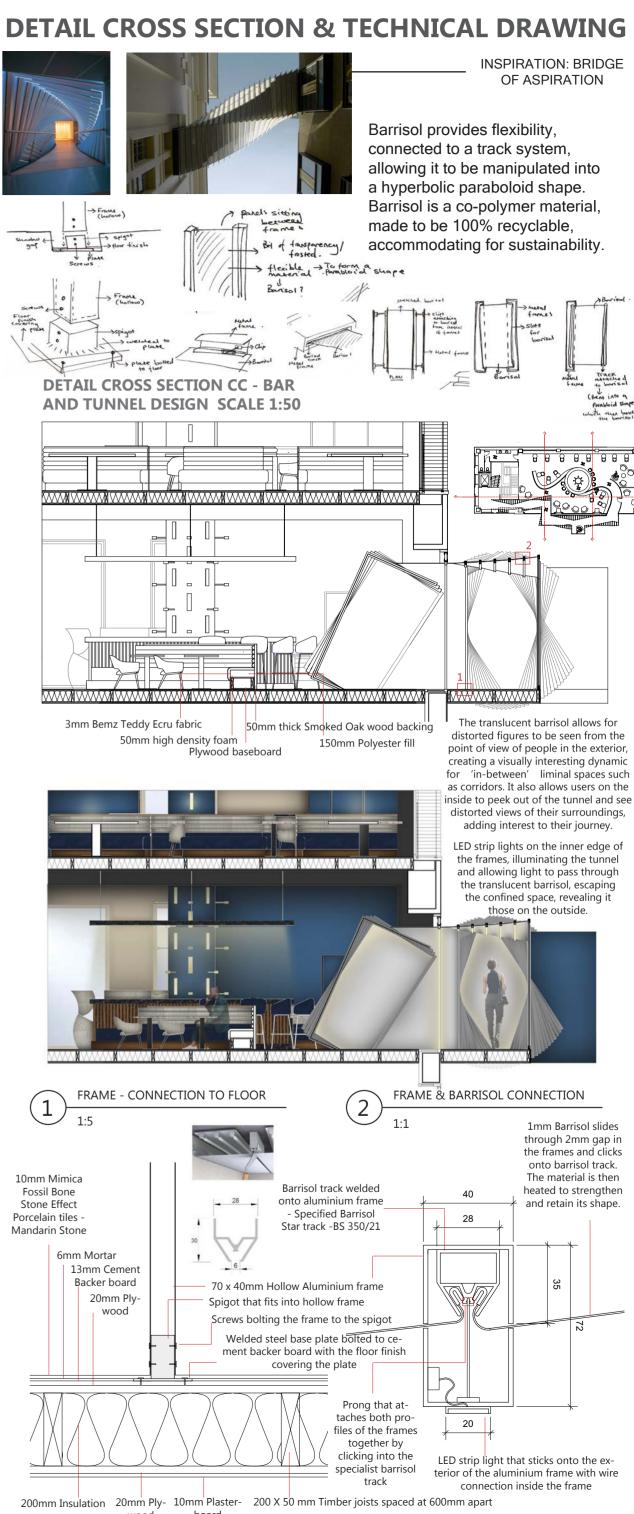


View from the first floor at the top of the staircase, before entering the tunnel. The entirety of the interior can be seen from this single point, creating an erratic, surrealist atmosphere that gives an overall impression of a 'Wonderland'

The corridor acts as a passageway for the user to navigate through the space and floors, along its edges as it then breaks out into various activities within the central space. The experience of walking along the corridor involves the notion of feeling **confined** and succumbed to the illusions of the space, having a surreal quality as it pulls you in and encourages users to feel as though they are **falling into a 'rabbit hole' inspired by Alice in Wonderland.** Emotionally, this would initially make users feel a sense of **confusion** as to why they must undergo this extended journey to reach their function of choice, but also a sense of **excitement** for what they' re about to encounter. It allows them to feel a **sense of exploration** as they enter their **journey of escapism**, and achievement in reaching their destination, as opposed to the rooms which fulfil their needs.



Walking through the illuminated tunnel with tilting frames that provides a sense of movement. The translucent barrisol allows faint views into the interior, providing visual interest during this journey.





View of bar/lobby with tilted mirror on the left wall allowing members sitting in the chair to see activities behind them. The tunnel on the right is shown to be poking into the interior as it comes from the exterior of the building.

The restaurant at Reverie is a contemporary casual and fine **dining** experience with a more lively and energetic atmosphere, demonstrated by the dynamic ceiling light feature that traces movement around the space. This contrasts the lobby/bar below which can be seen through the central void. This relates to the **stimulating** and overwhelming atmosphere of Oxford Street as the facade windows are exposed to the restaurant.



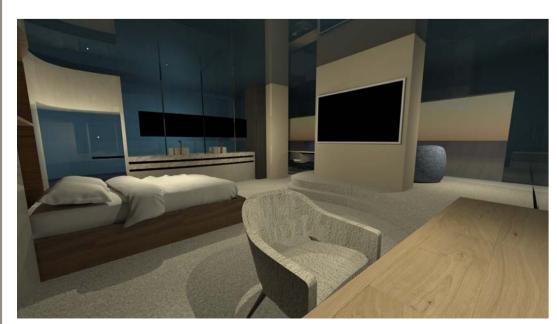
Restaurant - view on the left of a person walking through the tunnel, showing a faint, blurry view of them through the translucent barrisol.



quality in this space from the low level lighting that bounces off

the tables creates a calming and mysterious space for users.

Library - Person walking into the hidden meeting space on the left, and a person sitting in the niche to find a sense of peace in the erratic atmosphere of the club.



Curving structure creates niche for bed which then forms into a seat and a sink areas. The three sticks that hold the mirror for the sink area links to the frames of the tunnel.



Bed base taking inspiration from the tilted frames in the tunnel to create a risen platform to feed into the idea of luxury, importance and exclusivity.

The bedroom suites provide an exclusive **and luxury** experience for overnight guests due to its theatrical and spacious design, such as the elevated bed on a platform which links to the design language of the tilted corridor frames. Each room possesses a **unique** character which provides members with an option to select between a more fluid and curvature design and a angular, fragmented one, suggesting a sense of **juxtaposition** between the two. Due to the comfortable atmosphere this space intends to evoke and its low traffic quantity, the material choice of Lynmouth Twist carpet for the flooring provides a **soft and welcoming** character to the space.



SP

8

BOARD

MATERIALITY

	MATERIAL	NAME	SUPPLIER	
1		'Dinnerware' paint with 'Modern Eggshell' finish containing 40% sheen.	Farrow & Ball	Farrov into 6 2010, th
2		'Titmouse Blue' paint with 'Dead Flat' matt finish containing 95% sheen	Farrow & Ball	Farrov into e 2010, th
3		'Parma Gray' paint with 'Full Gloss' finish containing 2% sheen.	Farrow & Ball	Farrov into e 2010, th
4		'School House White' paint with 'Dead Flat' matt finish that contains 2% sheen	Farrow & Ball	Farrov into e 2010, th
5		'Stony Ground' paint with 'Dead Flat' matt finish that contains 2% sheen	Farrow & Ball	Farrov into e 2010, th
6		Antique Bronze Aluminium Metal	Lazy Susan	Lazy
7		Polished Gold laminate	Formica	Formio reduce ef
8		Mimica Fossil Bone Stone Effect Porcelain with a gloss finish, suitable for high traffic areas.	Mandarin Stone	Porce
9		Black Granite with Crystal finish	Formica	Formio reduce ef
10		Elemental Concrete with Honed finish	Formica	Formio reduce e
11		Corian Arista Beige	Corian	Conta conten
12	XX	Kajagoogoo Strode - Handmade encaustic cement tiles with terazzo effect	Claybrook	from n during Willen Oak
13		Smoked Oak with a sheen finish	Willen Rose	process
14	37370	Natural Oak	Willen Rose	Oak process
15	UMA	Corian Smoke Drift Prima	Corian	Conta conten
16	1111	Teddy Ecru containing 77% rolefin and 23% Polyester	Bemz	Bemz ł prolc sustai
17	111	Simply Linen in Navy Blue with 55% cotton and 45% linen and a brushed, peachskin finish.	Bemz	Bemz ł prolo sustai
18		Conscious Vintage Velvet in		

Mineral Blue with a recycled,

edium length-pile, smooth to

the touch with a muted lustre

ynmouth Twist Carpet in colour

'Cloudy Bay' with a 100%

polypropylene fibre content.

Barrisol stretch ceiling with a

translucent finish

Outdoor Velvet in the colour

has a smooth feel.

Slate grey Aluminium Metal

'Rust' with a short pile that

20

SUSTAINABILITY			
	Farrow & Ball' s dry waste is either recycled or converted into energy, whilst 97% of its liquid waste is recycled. In		
	2010, they stripped their less sustainable oil-based paints fo exclusively water-based products. Farrow & Ball' s dry waste is either recycled or converted		
	into energy, whilst 97% of its liquid waste is recycled. In		

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Lazy Susan reduce, reuse and recycle to contribute to a positive sustainable environment. Aluminium is 100% recyclable.

Formica have a 'cradle to gate approach' ensuring they reduce the impacts of the production process in increasing efficiency and using less impactful raw materials.

Porcelain can be re-purposed and recycled, and uses less energy to produce and creates less pollution.

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Contains a minimum of 6% pre-consumer acrylic recycled ontent. Corian's pre-consumer waste in manufacturing is

reduced and recycled into new products.

Encaustic cement has an eco-friendly composition made from natural ingredients, and does not require combustion during production, thus reducing their energy consumption. Willen Rose source their timber from sustainable suppliers. Oak has a well life-cycle assessment as its production process is less energy-intensive, and due to its durability and

longevity, oak wood outlasts other materials.
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emz has a sustainability strategy through circularity which
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ustainable materials with less environmental impact and
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Consciously sourced 100% Recycled PET

Carpetright' s underlay range for carpet contains a product derived from recycled tyres, contributing to waste reduction and promoting a circular economy.

Barrisol sheets are 100% recyclable and can be used in other products. Barrisol stretch ceilings have a longevity of more than 40 years, increasing its life cycle.

Bemz has a sustainability strategy through circularity which prolongs the life of furniture; sustainable supply chains; sustainable materials with less environmental impact and

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