

# Crescendo

With only 0.04% of musicians making a career from their music, Crescendo, the live music bar project aims to make that 0.04% into at least 0.06% by inviting the talented buskers that are hidden in plain sight, to perform in the space, building a fan base and making their love for music a career.

This space creates the perfect music venue, inviting music agents to find the next big star and everyday people who are looking to enjoy music with one another, to find their next favourite musician. Multiple stages of varying sizes throughout the space, allow the performers of different confidence levels to perform comfortably with what they are familiar with. The site is filled with facilities which the buskers will need to grow, such as a high-quality recording studio, meeting rooms for potential brand signing, and overnight accommodation in case of late-night recordings.



## The Site

The site's location is found on Waterloo Road, next to one of the many thresholds of Waterloo Station. Opened in 1910, first starting its life as a fire station for the area and in its time this building would see lots of action around it, sending out teams to put out nearby fires. This building also survived the bombing of the Second World War, and it played an important part in keeping London together during and after the bombings.

In 1956, the building would no longer house the firefighters of the area, for they were moved to a larger location, but still, the building remained useful, housing the London Ambulance Service Headquarters.

In 1986 the building was listed as a Grade 2 building, deemed as a "special architectural interest" to London, being a fire station built between 1896 - 1914 and is one of the few Edwardian Style buildings left untouched by the War bombings. The building is under protection from being destroyed or having its front persona altered in any way to look modern, preserving the old Edwardian style; making the building a beautiful piece of history on the road for many to look at as they pass it.

Today, this building has multiuse, the ground floor is used as a bar/restaurant known as the Fire Station, and the remaining floors are used as office space.



150 Waterloo Rd, London SE1 8SB

Through my observation and the collection of data, the location of the site, is very populated with people constantly walking past the building, those going to the station and those coming out. Collecting data of how many people walk past the site, every 10 minutes for an hour during the non-peak period, the least amount of people was 184. The highest amount of people during a peak hour was 457 people, not including those who went inside the current space.



The large feature shown opposite is the extension onto the back of the building, having a parasitic design feature as a part of the design, not only adds additional space for performances and makes it a unique space, but with this, the design is still keeping to the Grade 2 protection of not touching the front of the building.

This should be the future of all designs, adding onto the building instead of knocking it down and rebuilding it from scratch. This design proves that not only can it serve a beneficial function to the space, but still keeping the rich history of old protected buildings around the world preserved.

The materiality of the space, going from the rough texture of the original brick into the smooth, polished porcelain tile represents the journey of the busker; being rough and less confident until they become this smooth and polished star.





Image 1: showing the view of the stage and balcony from the First Floor.

Image 1 shows the space that will be used the most which is the extended space. The stage is suspended above the ground so audience members can sit underneath, but there are many balconies at different heights, allowing the audience members to experience the performance from whatever height they want. Potentially making every visit to the space a different experience due to their heights.

With all the materials within this space having a reflective property, these features enhance and project the light being emitted from the illuminated floor and ceiling, allowing light to travel through the space.



Image 2: First Floor Bar allows audience to continue watching performance while getting another drink.



Image 3: Space allowing audience from wherever see the performance.



Image 4: Even from underneath the stage and stairs, a view is still possible.



Image 5: Lighting of the space can be changed to alter the atmosphere.



The name and logo seemed fitting to be designed around the music term, Crescendo is a symbol in music which means the rise in intensity and volume.

This was used because not only does this symbol relate to music, but it also relates to the Growth and improvement of the buskers that will be using this space to move forward through their music careers.



Image 7: Meeting Waiting Room.



Image 8: Meeting Room for private talks with potential music brands and labels.



Image 9: Inside the recording studio.

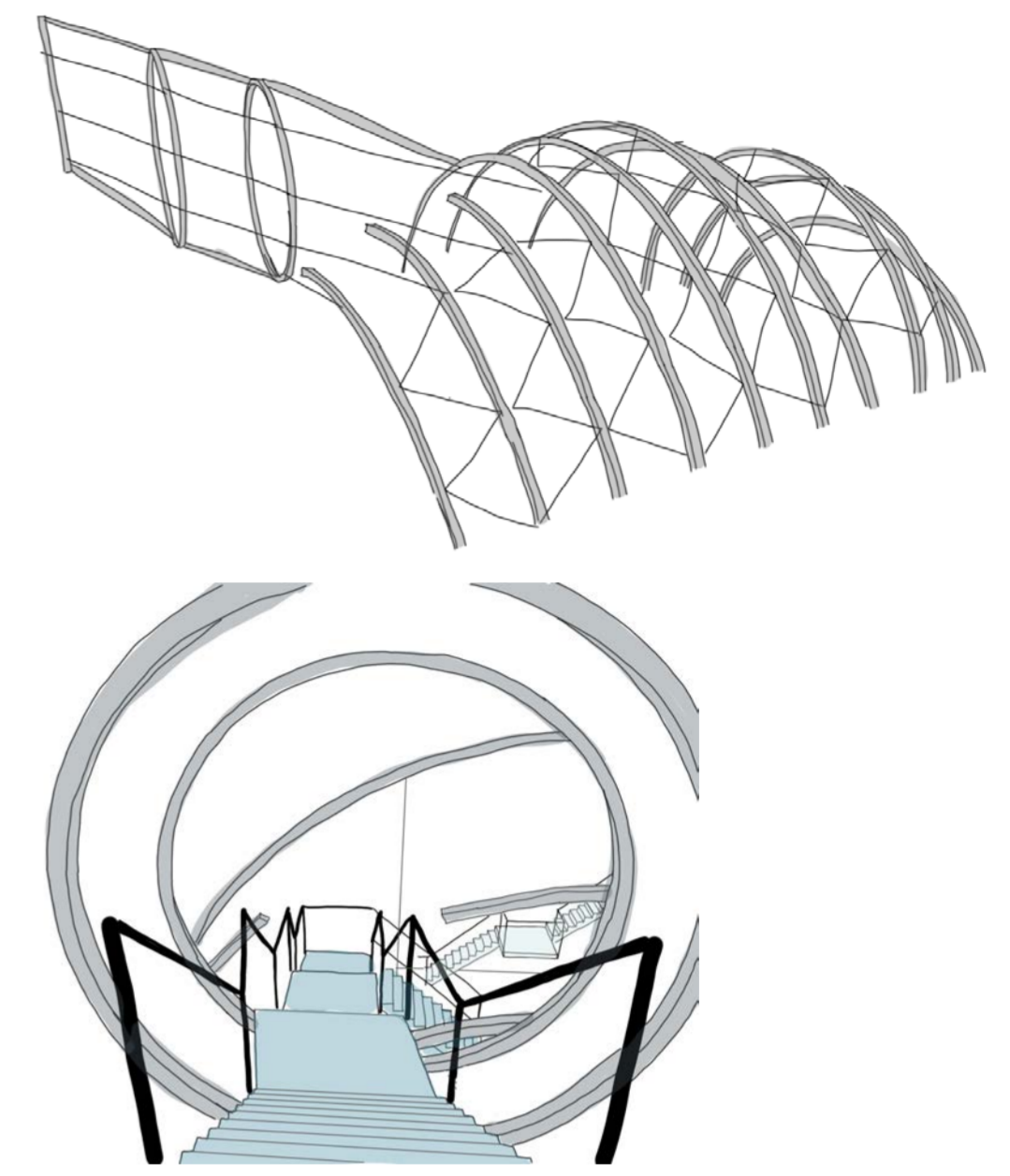
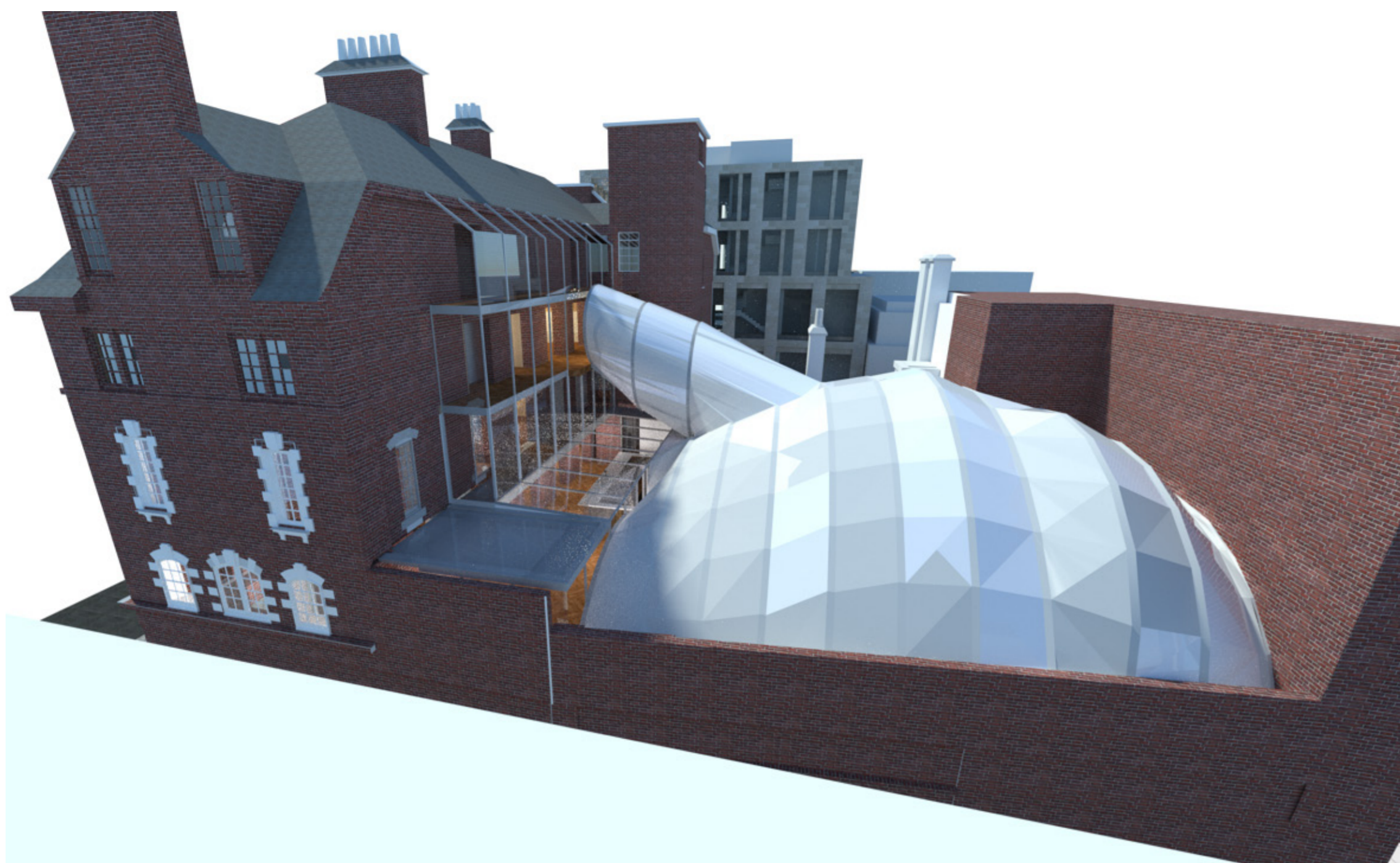


Image 10: Private Bar where agent and musician can celebrate after a successful brand signing.



Image 6:

The project takes all opportunities to make the most of the space it has, this includes allowing buskers to perform half way in the building and halfway out on the streets to the everyday passing people. This gives the buskers performing on this stage in Image 6 a sense of familiarity as well as acting as a way of drawing customers into the space itself.



The parasitic structure extended onto the back of the original building will be made up of a series of metal arches, supporting each other and will then on the outside be covered with a high-tensile fabric that is weather resistant. The inside of the structure will be lined with barrisol as it has reflective properties that will benefit the space within.

