

ACTIVITY



EXPERIENCE



INCLUSIVE



COMMUNITY



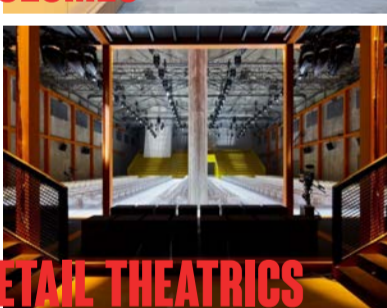
TREND



VOLUMES



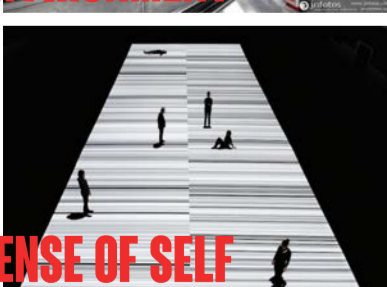
RETAIL THEATRICS



ENVIRONMENT



SENSE OF SELF
DE-CONSTRUCTION



RECAST

POWERED BY ADIDAS Y3

SCOPE

Young people are progressively moving less & interacting with their phones more. This is causing an issue in obesity all across the globe, however the UK is one of the countries highly impacted. This demographic spends a high amount of time on their computer screens for work & they need an incentive to decrease screen time by bettering their wellbeing. **Creating an active space which is supported by a major brand which is deemed "cool & trendy" can instantly boost people's desire to achieve a healthier version of themselves.**

BRIEF

WATERLOO ROAD - psychogeography/ consists of many cultural spaces & mainly young demographic
THE EXISTING SITE - 152 Waterloo Road is a new built (2016) with large open floor plans/ "blank canvas"
ACTIVE GYM CLUB - experiential retail/ engaging their audience/ active space benefits the community & brings new customers
ADIDAS Y3 - Adidas appeals to all body types & genders
JUICE BAR - the agenda is to get people talking & making human connections/ mental & physical health

CLIENT & USERS

Taking Y3 Adidas as a client, presents itself with the opportunity of opening physical exercise and health to users such as young professionals, students as well as curious passers-by. The brand will create a community which will not only impact physical health in a positive manner, but also mental health. Due to Covid 19, people have not had the opportunity of human connections. This complex aims to help this issue.



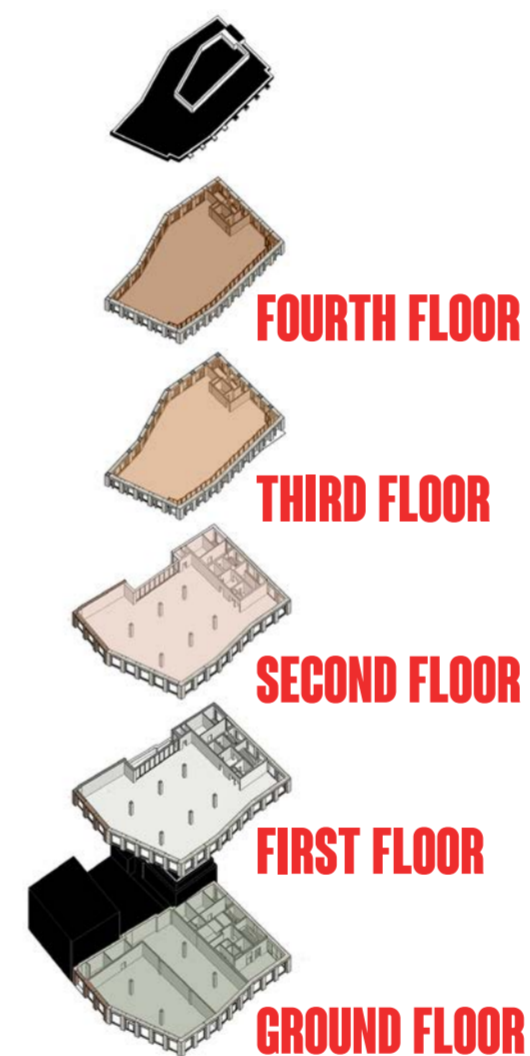
SITE ANALYSIS

The site is marked in  colour. All other colours such as  represent important cultural sites such as the Old & New Vic, as well as edgy, small businesses & Odeon Cinema. Looking at the overall location of the site, a business targeted towards young people would be appropriate. Waterloo Station gives potential for constant new reach. People would therefore be able to access the active space very easily. Fig.2 shows the character of surrounding streets & takes direct materiality references.



FIG.1 PSYCHOGEOGRAPHY & CULTURE

BUILDING ANALYSIS



REINVENTION BY INSERTION

CONTRAST BETWEEN NEW & OLD

RAPIDNESS

ENERGETIC STREET

FIG.2 ENERGETIC ATMOSPHERE

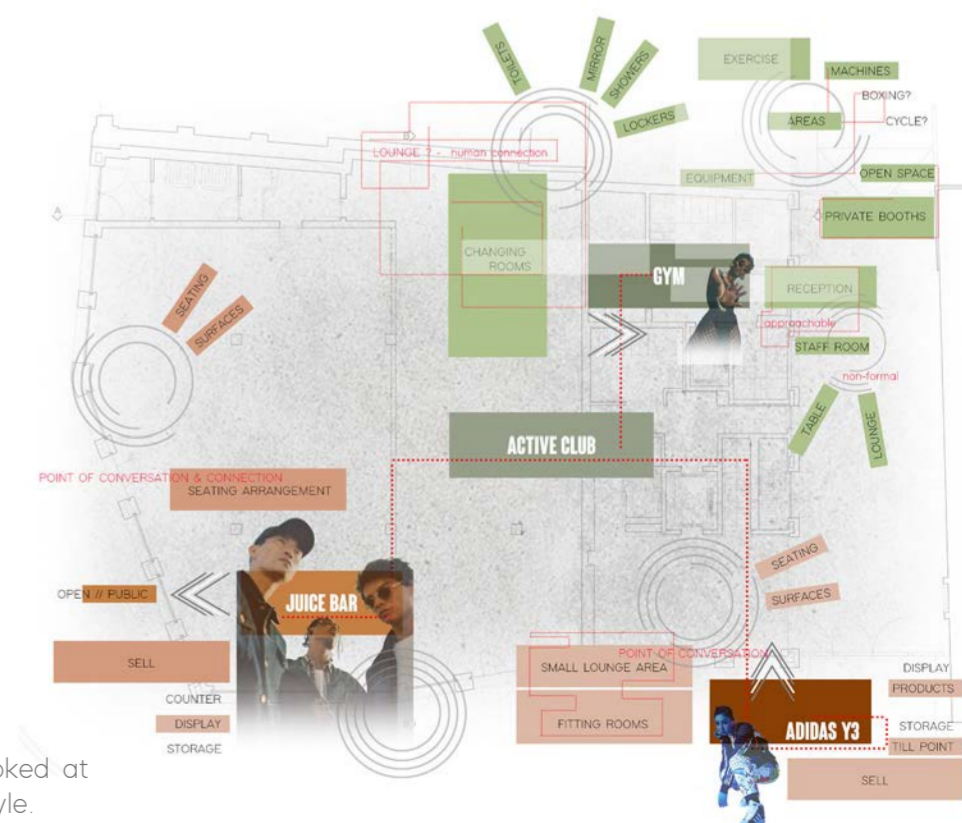
Ground/First/Second Floor - open floor space with columns and supporting beams. /Awkward corner on bottom right - how will the design incorporate all space effortlessly? / Small porch on first floor - ability to exercise outdoors.
Third/Fourth Floor - building adapts slightly smaller scale. / Columns and beams are no longer supporting the space / chance of outdoor terraces on both floors.

ADIDAS CREATOR CLUB



Re-creation through de-constructing the object. This experiment looked at Y3's creator- Yohji Yamamoto & his de-constructive avant-garde style.

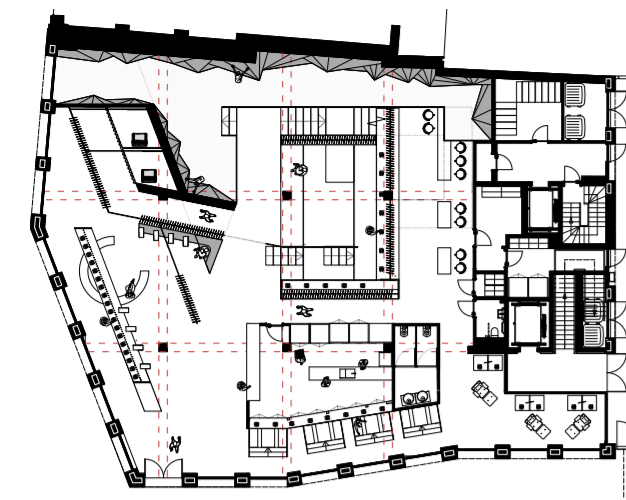
FIG.3 SCHEDULE OF ACCOMODATION



REINVENTION THROUGH DECONSTRUCTION

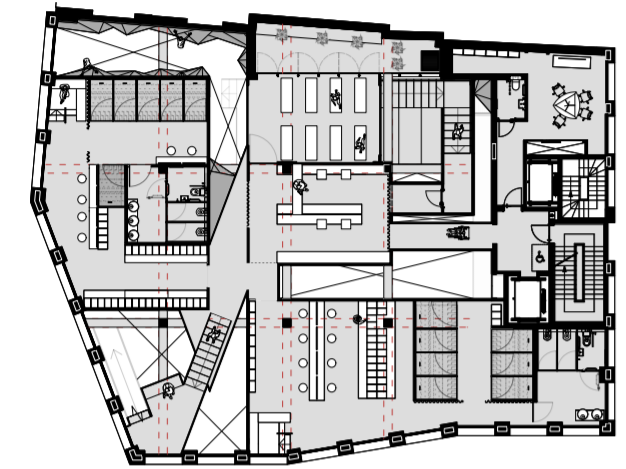
CONCEPT:

Through my research of the client, the users, the site & thinking about the constant conversation of weight loss, the concept refers to "re-inventing yourself" by taking a step towards a better, healthier life. The design concept will metaphorically play on the idea of subtracting volumes, revealing new, exciting spaces.



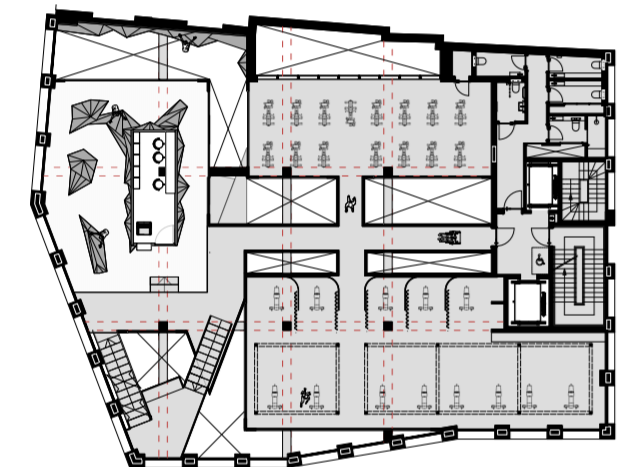
GROUND FLOOR

Ground Floor - "Health on the Highstreet" in a literal sense. Retail space with long distance circulation provides seating & fitting rooms. Juice bar represents idea of clean eating. Staircase product display puts customers in motion. Rock Climbing wall at the back further encourages movement.



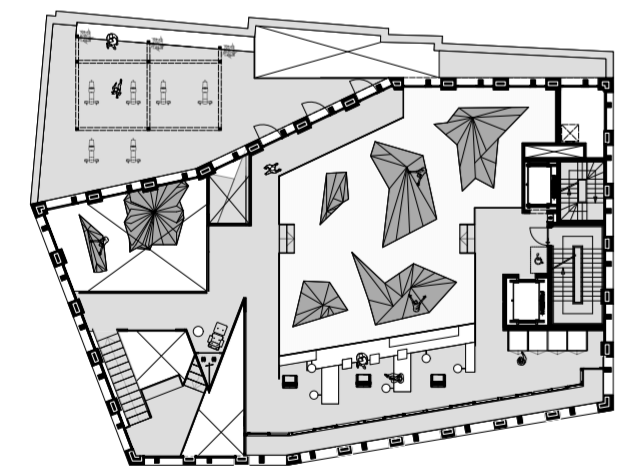
FIRST FLOOR

First Floor - The start of a new lifestyle - waiting room for classes. Yoga room uses plywood to further define volumes in space, as well as offering a calming nature. Female & male changing rooms are here. Rock climbing wall continues.



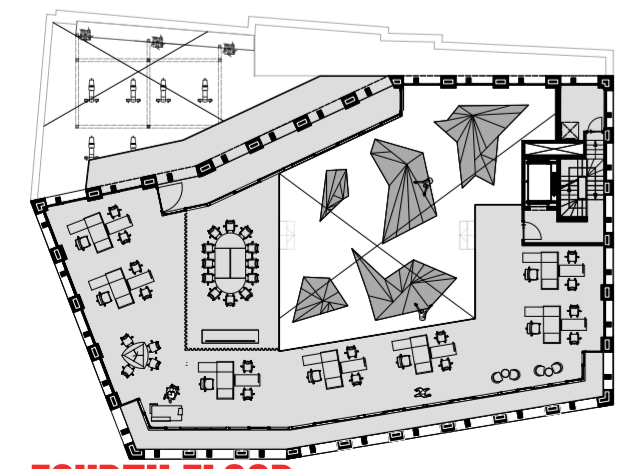
SECOND FLOOR

Second Floor - The real deal. More variety of rock climbing fixtures. Tunnels lead to cycle studio & weight training room. Triangular staircase is designed in reference to Y3's designer Yohji Yamamoto & his dramatic take on avant-garde clothing.



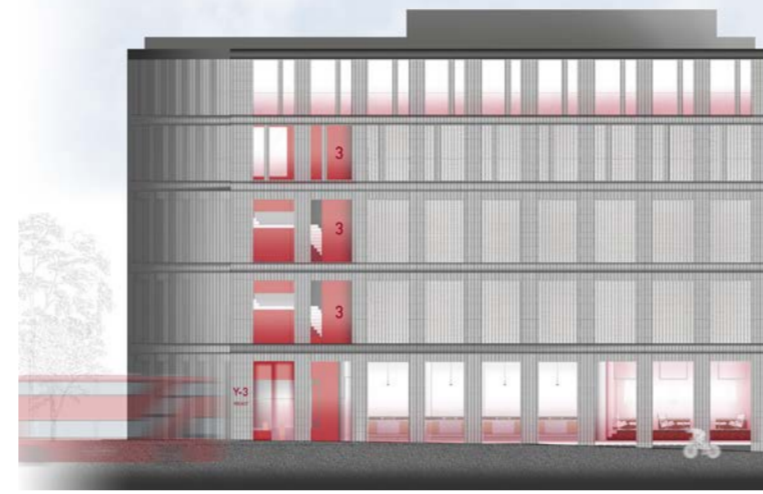
THIRD FLOOR

Third Floor - Double height spaces enforces drama & concept "reinvention through deconstruction". Further variety of rock climbing fixtures. Outdoor workout space. Lounge which is utilised by gym users & potential office workers on the upper floor.



FOURTH FLOOR

Fourth Floor - Constantly encouraging movement. Double height rock climbing units pierce through office floor. The visual focal point of the office encourages professionals to work out in the spaces provided below. The complex aims to encourage movement in all areas of life - leisure & work.

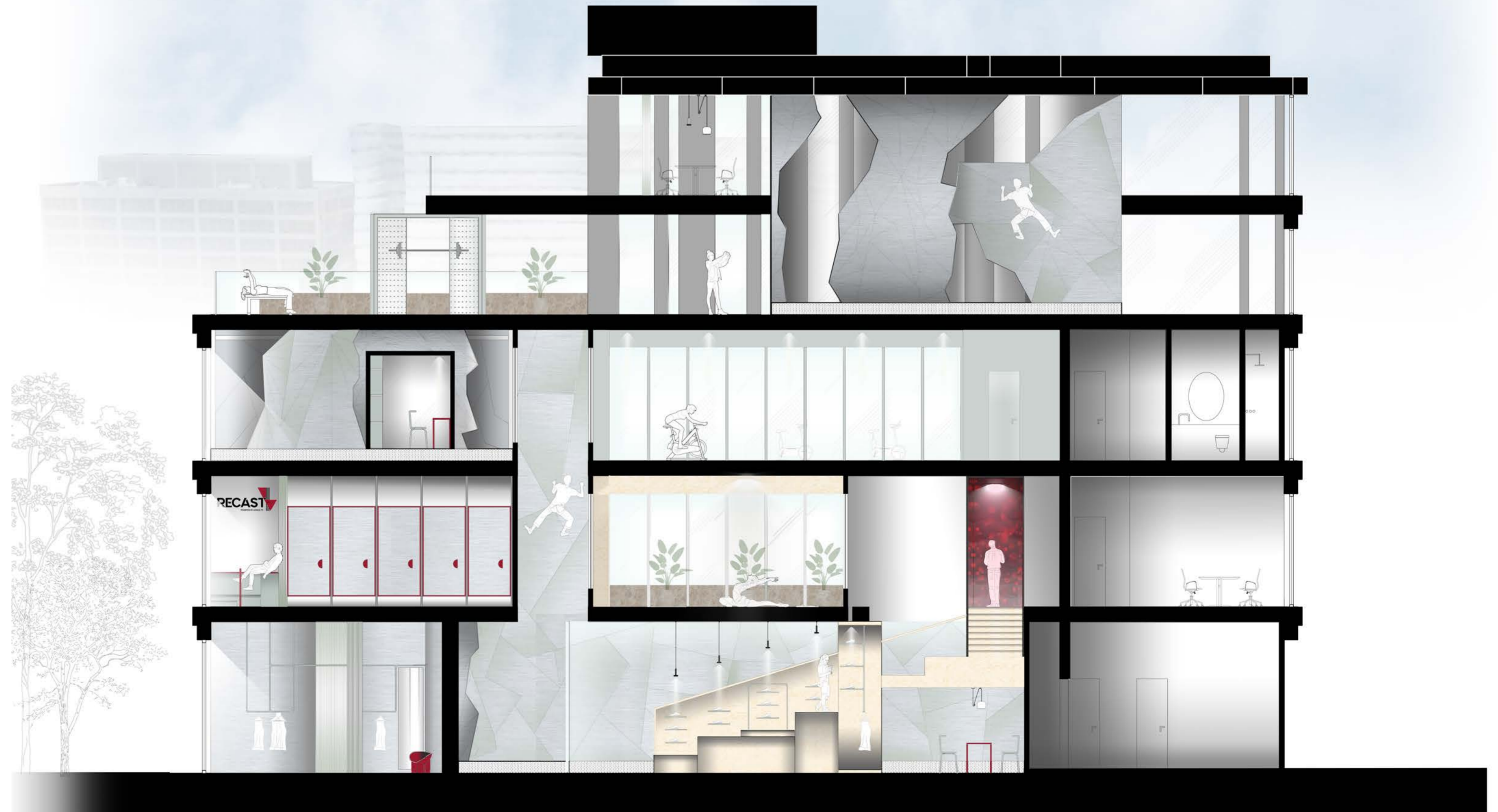


Facade - In order to give privacy to users, certain openings use mesh laminated glass. This still allows natural light to filter through the space, however the main public will not be able to directly view the activity on first, second & third floor. The geometric staircase becomes a strong element seen from the facade. The ground floor uses red stained glass for curious passers-by to feel invited within the complex.



Section BB - Showing the overall layers of the space and multi-use of the building. Retail & hospitality (ground floor) make visitors inhabit the complex. Abstract lit tunnels guide users to different areas & uses of the space. Active space & office space co-live together, making a metaphorical emphasis on the importance of exercise & acts as a constant reminder, as well as a visual focus.

Section AA - Showing the mix use character of the ground floor: retail, hospitality & activity (rock climbing wall). First floor acts as a "getting prepared for activity" space, with a waiting room, changing rooms & yoga studio. On floors 2 & 3 activity takes space, with a cycle room, weights area & rock climbing continuing. Outdoor activity is also an option. Rock climbing pierces through the 4th floor & becomes the main visual element in the office.



EXPERIENTIAL RETAIL FOR A STRONGER COMMUNITY

Ground Floor to First Floor - as visitors climb up the staircase which leads to the active space, retail opportunity is at every corner. The de-constructed volumes allow views into the small garden & the yoga studio, emphasising the feeling of community and connection.



URBAN SNEAKER DISPLAY

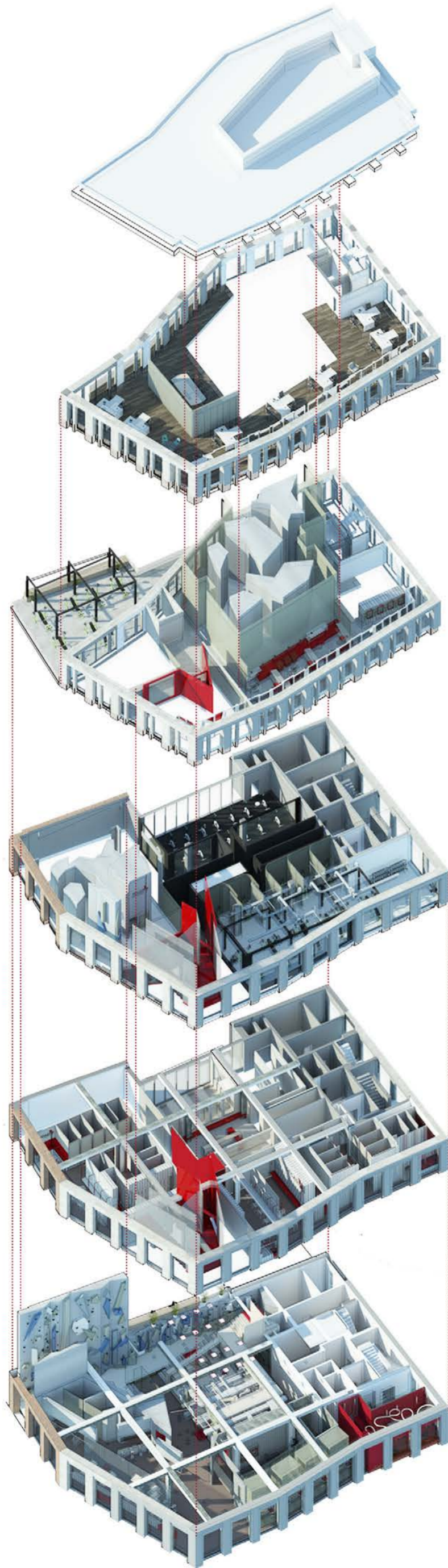
Ground Floor - retail theatrics is considered throughout the space. Hand rail connects to clothing rail in order to guide the eye of the user through different spaces.



Ground Floor - motion seating blocks which promote movement whilst shopping for gym clothing & shoes. Views also include rock climbing wall, retail experience & juice bar.

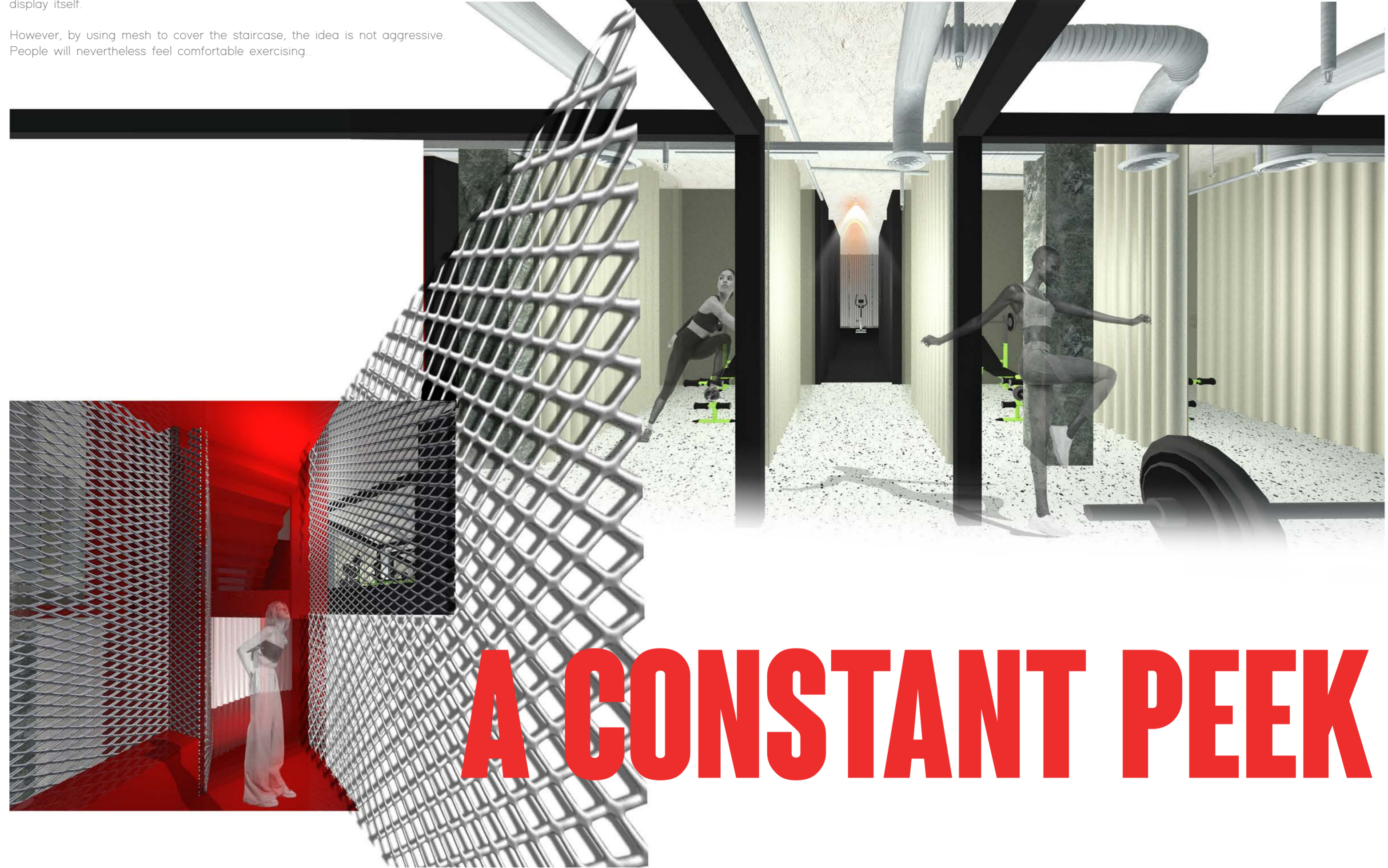


4
3
2
1
G



Second Floor - The persistent changing in levels allows views of spaces from various angles. This observant trait of the design links back to the catwalk scene & the way people become the display itself.

However, by using mesh to cover the staircase, the idea is not aggressive. People will nevertheless feel comfortable exercising.



A CONSTANT PEEK

First Floor -

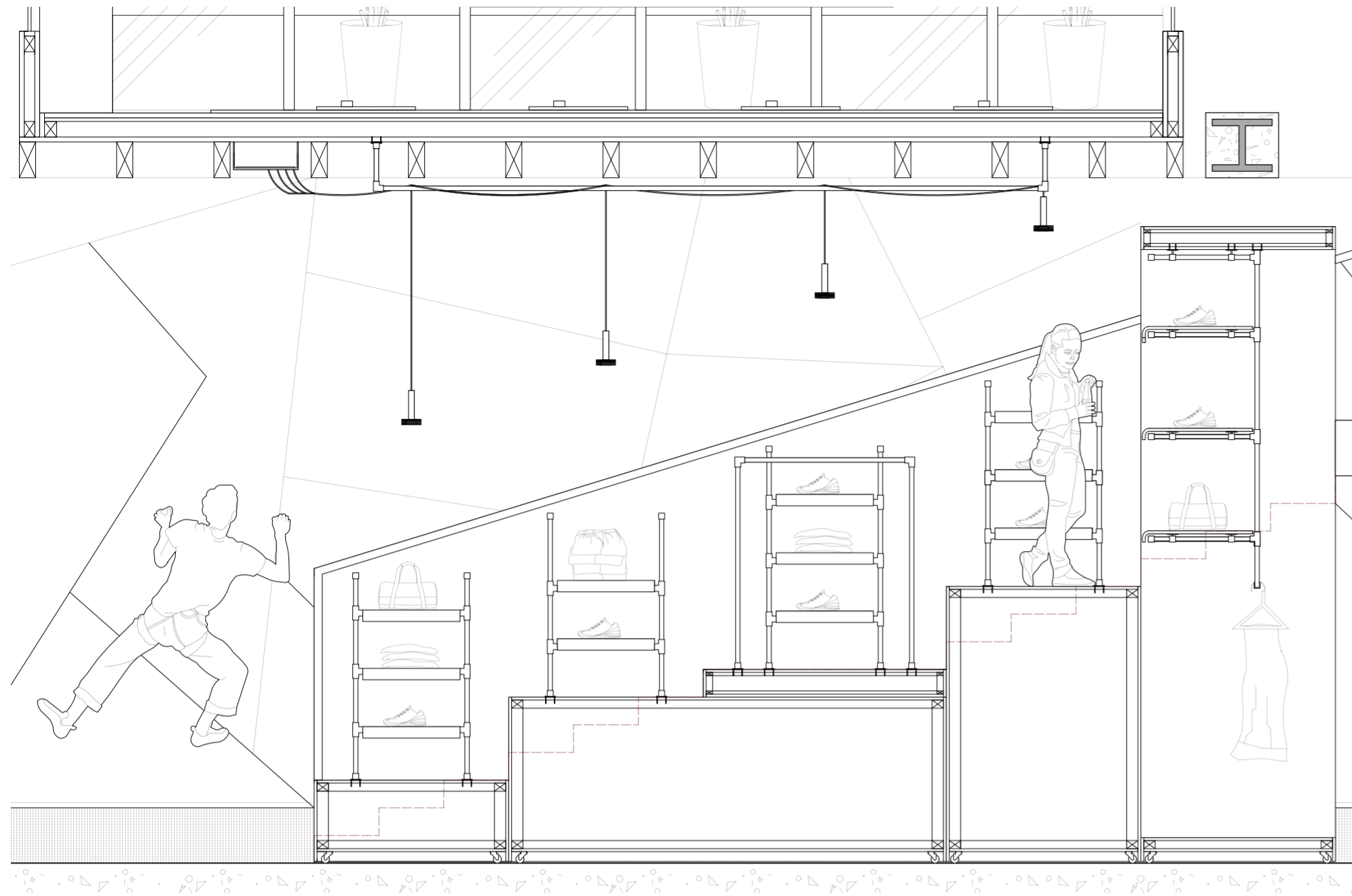
When you first enter gym allocated area, you are met by a waiting room - for people to inhabit whenever there is a pending class or waiting for their friend to finish spin class. This gives an incentive to the young professionals to form conversations with one another.



Second Floor -

Spin class faces the volume of the rock climbing structure. This brings a sense of community within the space, as each person realises they are there for the same reason: health.

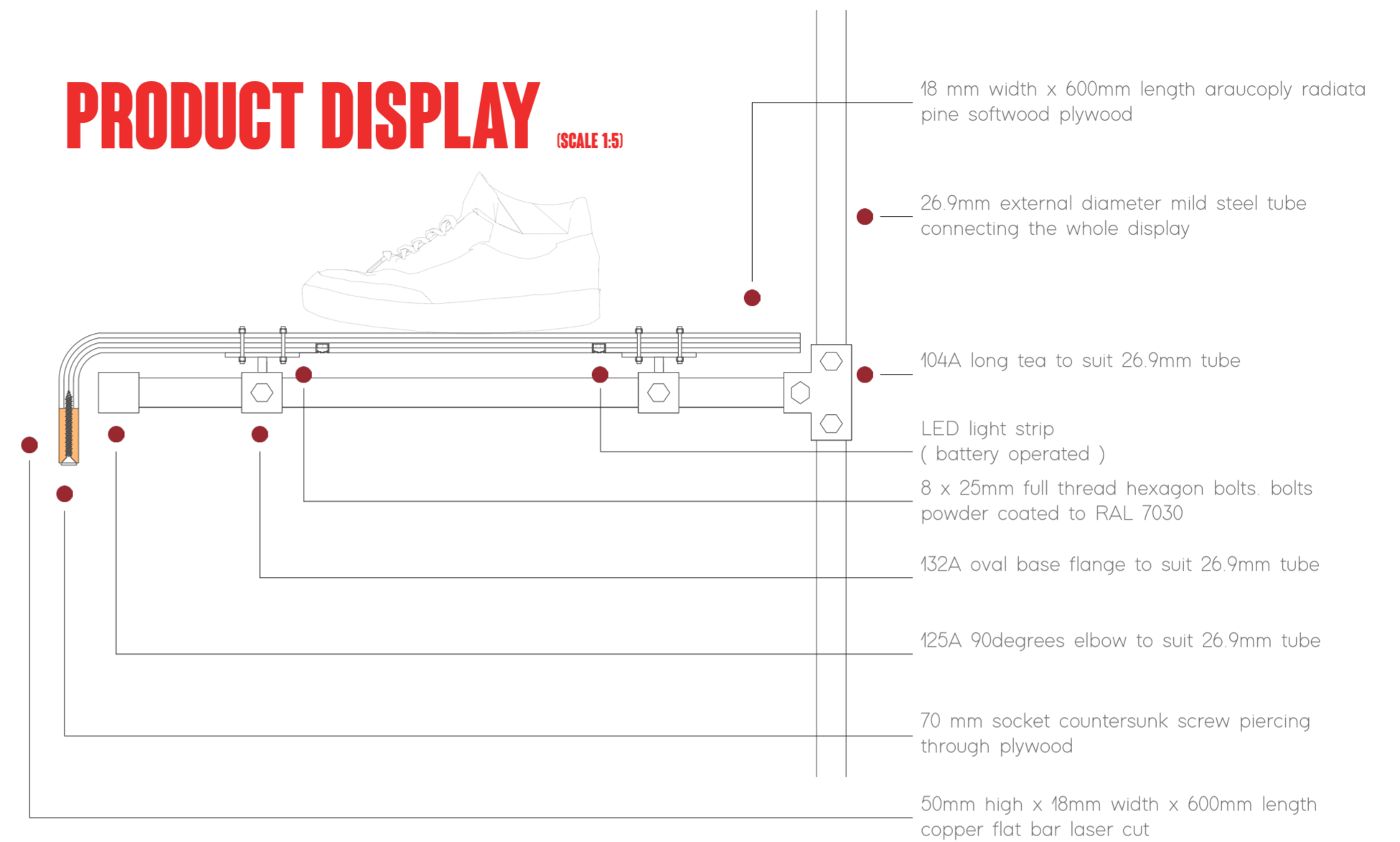




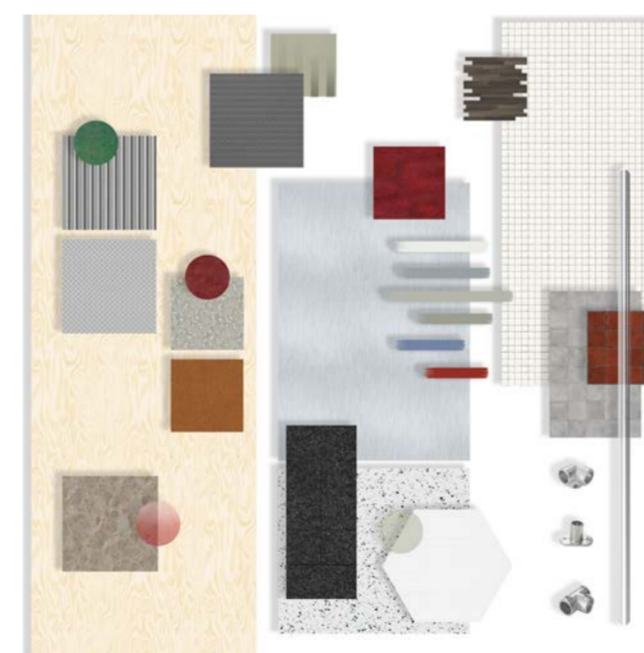
ZOOMING IN - Detail section aims to provide a clearer information of how the motion blocks are constructed, along with a closer look at the key clamp retail display. Key clamps have been chosen in order to evoke Adidas' perspective on exercise: edgy, cool & urban. Hanging lights put focus on the product. Upper Yoga space is designed with an acoustic floor in order to give maximum focus to the users of the space. Rock Climbing unit further pushes the idea of movement.

REAL SOLUTIONS

PRODUCT DISPLAY (SCALE 1:5)



SUSTAINABLE MATERIALS PALETTE



1. Pine Plywood
2. Aluminium Steel
3. Corrugated Aluminium
4. Metal Diamond Plate
5. Sunbrella Upholstery
6. Galvanized Steel
7. Copper
8. Dolomite Stone
9. Stained Glass
10. Acoustic Wool Panels
11. Eco Rubber Flooring
12. Revive Material
13. Redwood Pine Flooring
14. Eco Friendly Tiles
15. Steel Tube
16. Key Clamps

BRANDING & WAY FINDING

Branding & graphics elevate the active space. The juice bar has a sense of belonging in the space & makes customers return to the complex.

Way finding is vital as the complex's circulation is based on "de-constructed volumes".

