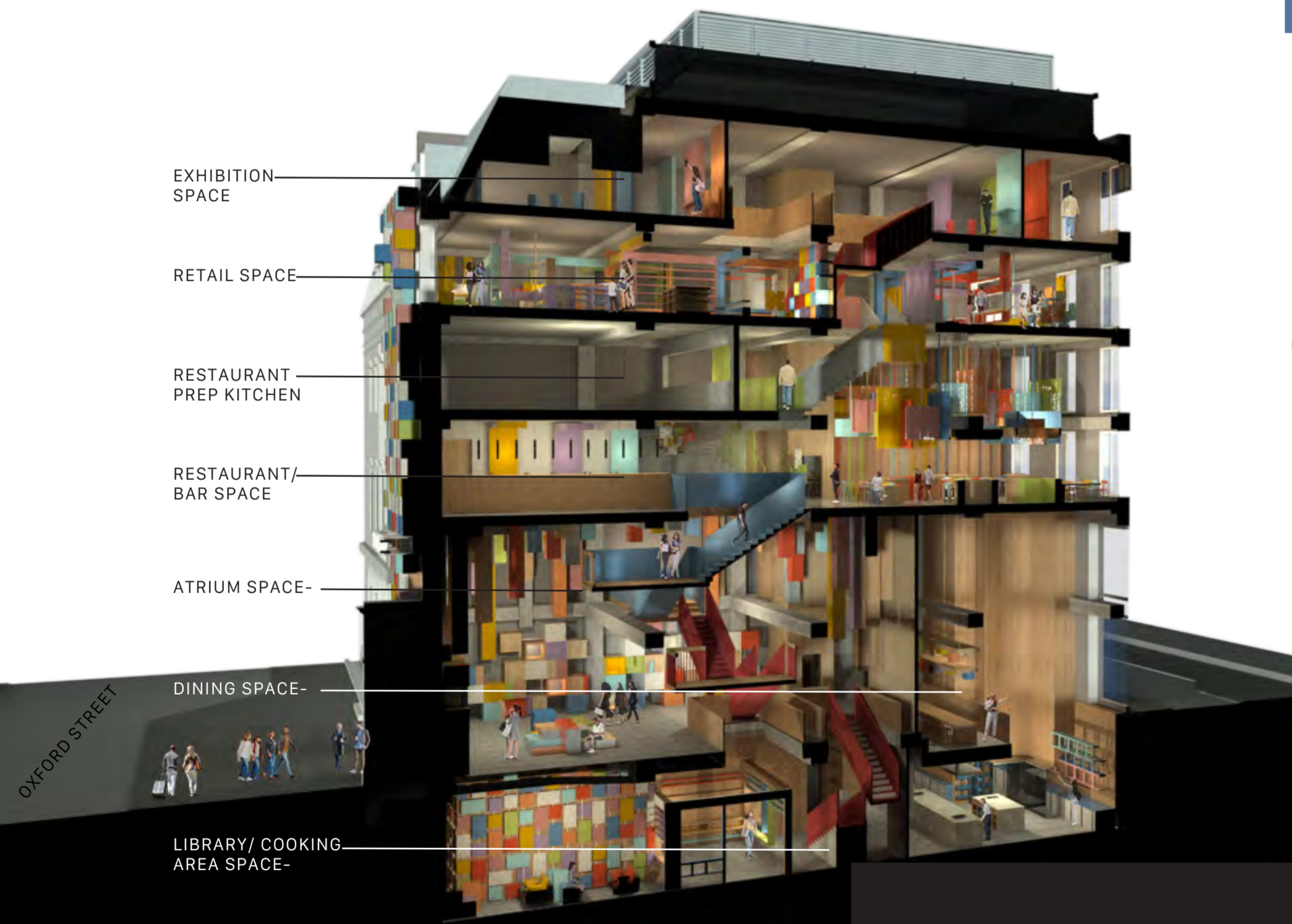


PATCHWORK

"Weaving London's Diversity Together"

The primary aim of this project, Patchwork, is to be a place that celebrates and showcases London's diverse culture ties directly into themes of social justice through designing a space that reflects the cultural diversity present in London. This is achieved through food where there is a restaurant and cookery school also, a retail space and exhibition.

Patchwork provides a platform for ever-changing different communities to see themselves represented. This not only acknowledges the presence of these diverse groups but also celebrates their contributions to the city's cosmopolitan cultural fabric. The project can help socially empower and encourage inclusivity and be a space for all. Through representing these cultures in the space can provide exposure and economic opportunities for underrepresented groups. By providing a space where collaboration and celebration through the means of food, exhibition and retail supports London and its cosmopolitan culture.



EXPLORING THE BRIEF-

The spaces aim is to be a multi-use community project that hosts various of different groups from a select community/culture found directly in London. These groups can promote and educate members of the public about their country/culture this can be done through restaurant/ food experiences, ability to sell products through retail opportunities and exhibition to showcase artefacts to educate people. People can also be taught and educated through cooking lessons where they can be taught in the most authentically by a true native who knows their cultures own cuisine.

This project is different from other existing business of this type as it directly celebrates London as a global city and deeply celebrates and appreciates its diversity. This project will showcase London and its diversity by having different group of communities and cultures at all time. Furthermore, what makes this project different is it is the most authentic way to educate people about another culture by directly having the country's natives be the ones to educate members of the public.



THE SITE AND LOCATION- OXFORD STREET

The site is newly been constructed in 2023 located at 354 Oxford Street, near Stratford Place. The building was mainly re-developed due to development works for Bond Street Tube station, in order to add the Elizabeth line and a new entrance.

Oxford Street is a major global shopping destination in the West end of central London. The street is 1.2 miles long all the way from Tottenham Court Road to Marble arch, with Oxford circus located in the middle. The area is super busy and reaches on average 500,000 visitors per day. The street is home to over 300 retail stores, hotels, Restaurants/bars and entertainment venues. The site is now currently a retail unit for a brand called Mani-ere De Voir which is a women's clothing brand. The brand in the site uses the ground and first floor and the rest of the floors are luxury apartments.

MULTI-CULTURAL DIVERSE LONDON-



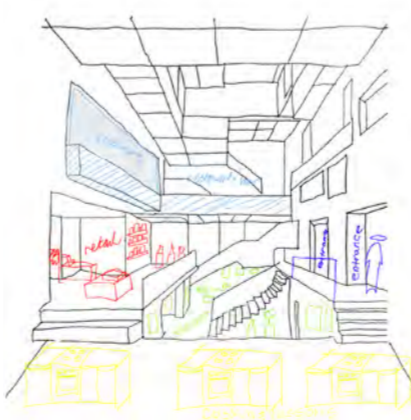
London may be the capital city of England, but it is also one of the most multicultural cities in the world. As a matter of fact, one-third of all Londoners are foreign-born, and over 200 languages are spoken throughout its many streets and neighbourhoods.

So, designing a space that celebrates and educates others about various different cultures situated in London is incredibly important. It offers a space for Londoners to connect to their community and celebrate the diverse area in which they live. For tourists it gives the opportunity to experience the thing that makes London, the city which is. Tourists are able to purchase valuable souvenirs that hold a memory and connect to them rather than union-jack merchandise, that doesn't represent their experience in the city. Natives of some of the cultures will visit to feel connected to their culture and able to speak to other natives and buy products from their homeland.



London's Cosmopolitan of various cultures can be seen in its built environment, by having various different types of restaurants that are completely different from one another. Also, the various areas of London that are different from the rest like Chinatown for example.

ZONALS THROUGH SKETCH-



Sketching in 3D helped me zone out spaces in a spatially complex interior. This helps me develop where I would want my various areas in the space to be, allowing me to visualise them in 3D.



PATCHWORK OF CULTURE/DIVERSITY-

An idea that showcases London's cosmopolitan diversity of culture through architectural multiples, that are repeated in a patchwork to represent and celebrate London's diverse culture.

These multiples will be a diverse range of colours and material with different qualities to represent London's diverse range of culture



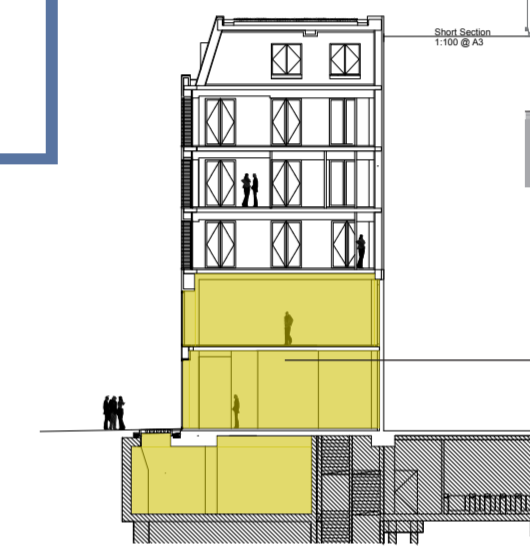
THE CLIENT

The London Assembly Members investigate issues affecting London, question the Mayor 10 times a year at Mayor's Question Time, conduct public meetings and more.

The client London Assembly wants the space to be somewhere that brings the city together the community and helps locals and tourists honour London's vast diversity. The space proudly showcases London's diverse communities located hidden in London Burroughs. By putting these cultures in a community space on the of the worlds busiest shopping street on the 'front-line' of London, showcases the 'real' London defined by its diversity.

The majority of all windows are on the side of the front facade facing Oxford Street. This means that most of the natural light will be coming from the front of the building. This means that when creating rooms the placement of windows and levels of natural light needs to be considered.

The larger windows are on the ground floor level, so I need to use these windows to my advantage in order to entice members of the public into my space.



The ceiling height is much higher in the basement, ground and first floor level, compared to the other floors in the building. This is something that needs to be considered when designing something with a vast height

USERS OF THE SPACE AND THEIR NEEDS-



TOURISTS



'LONDONERS'



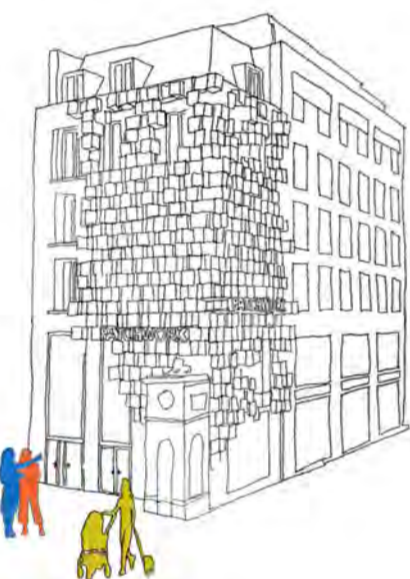
NATIVES

Due to the cultural hub being on Oxford Street **tourists will be eager to experience London's culture and community in an authentic welcoming experience that educates international tourists.**

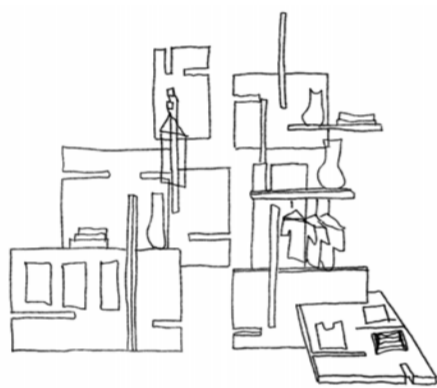
Local Londoners will be **eager to come to a place where the diversity is celebrated and is a place that is representative of its own population.** Locals will appreciate the celebration of authentic experience that is constantly ever changing.

Natives of certain cultures that are being showcased at the cultural hub will be **eager to visit the space. As its a place that represent their culture and celebrates it.** The hub is a place for these 'natives' to come to meet other people from the same culture.

DEVELOPING IDEAS THROUGH SKETCH-



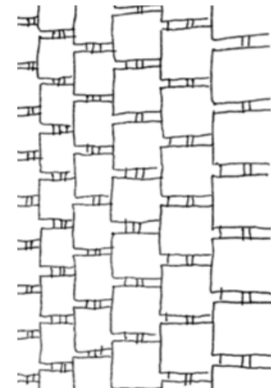
I wanted my volumes to be on the corner of site drawing the users eye to where the entrance is on the left hand side. This volumes have different heights which makes the facade visually stimulating to the view and representing the idea of patchwork.



This 'Play-plex' inspired shelving unit is adaptable and interchangeable to be used to display product in the retail area. These panels represent interconnectivity of culture in London and help celebrate the idea of patchwork

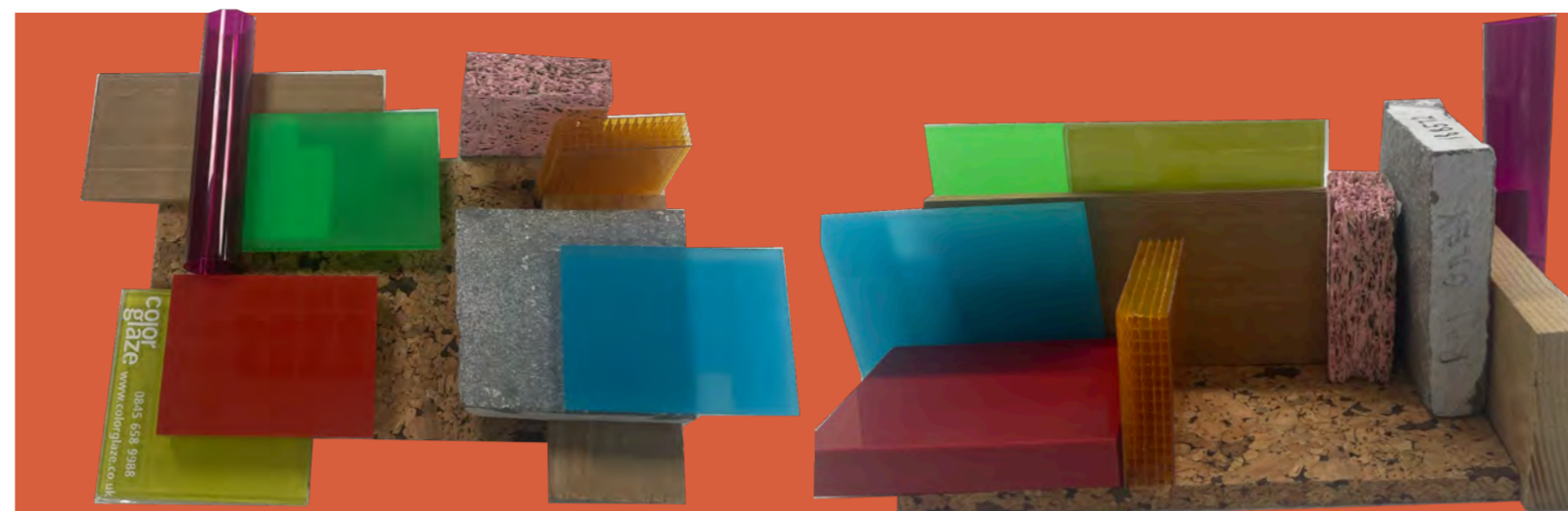


This exhibition design can be used to highlight various ways in which the idea of cube volume can be developed through using the floor/ceiling. This allows me to create different zones for different artists/ cultures work.



This cladding idea can be used to make the walls more exciting and three-dimensional by cladding them. This helps generate the sense of diversity even on the walls itself.

EXPLORING PATCHWORK MATERIALITY PALETTE-



This materiality focuses on the harmonious blend of neutral texture heavy materials complimented with the bold colourful materials. By blending more neutral materials with bold materials allows for a harmonious blend between each of these different style materials. By having these bold colours of various different tones emphasises the idea of patchwork through the variety of colours. The neutral palette makes the colour scheme seem balanced. Each depth of the materials has a different depth some more solid and shiny where as some more transparent and clear. Representing a patchwork of diversity in the materiality palette.

INHABITANTS OF THE SPACE-

OPEN | COMMUNICATORS | PROUD | TEACHER



The Educators that inhabit the space will be **eager to share their cultures to members of the public.** They will be eager to share about their customs in their ethnic origins to **tourists, Londoners and other natives from the same descent.** They will be **proud of their culture and heritage and eager to communicate it with others.**

The **Educators will be in all forms and functions in the multi-use space** such as **chefs, artists and retailers.** Even though these people in the space **educate people in different ways they all value inclusive, diversity and authenticity.**

TEACHER | CHEFS | ARTISTS

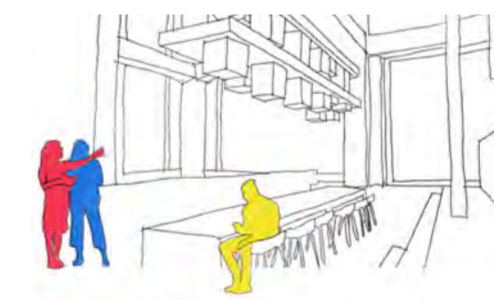
STORYBOARD-



Before entering the space people are drawn to the left hand corner of the space exterior where there is a Patchwork of cube volumes drawing users inside.



When entering the space guests are greeted with a spatially complex atrium space. Where guests can be surrounded by cubic volumes hanging from the ceiling and around the walls of the space.



The embedded dining space is also on the ground floor and is a place for people to enjoy the food that they have made at their cooking lesson. This dining space allows for guests to view out onto street level and also down into the basement.



The basement area is home to a large library of cook books from all around the world. This a space for guests to educate themselves about other cultures food through the art of books.



The cookery school provides intimate teaching of food from a variety of different cultures and allows users to know the craft of a new cultures cuisine.



The basement features an ingredients hub where users can focus on educating themselves about the various flavours, Spices and herbs form all around the world.



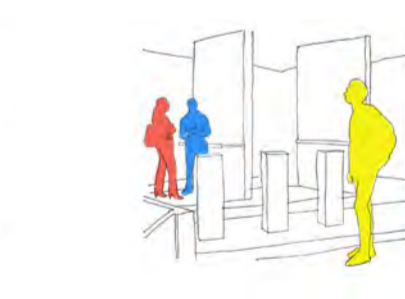
Upon the first floor users are greeted to a Restaurant where there are various different booths serving different cultures cuisine all together in the same place. These booths are surrounded by a sea of seating for guests of the restaurant to enjoy.



Also, on the first floor the restaurant also has a bar which users can grab a drink from different cultures food all around the world. The bar is surrounded by seating for a place for guests to enjoy.

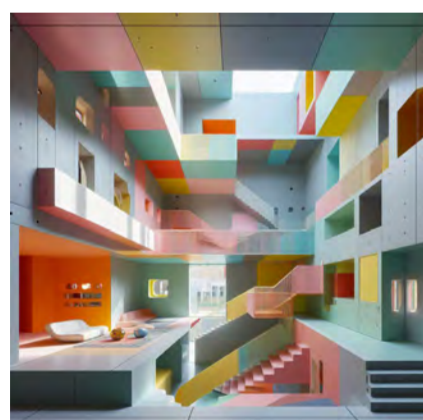


The third floor features the retail space with a constant patchwork of a continuous line flows throughout the space, displaying products in a dynamic way.



The fourth floor is the exhibition floor which showcases different artists from various cultures artwork/sculpture on multiple Panels and podiums throughout.

PATCHWORK- CREATIVE DIRECTION



Designing a dynamic spatial complex interior that reflects the idea of Patchwork, that is powerful for the user to experience.



This continuous line idea creates a dynamic way to showcase products in a continuous patchwork way.



Bold striking geometric volumes on the left of the building drawing users into the space.



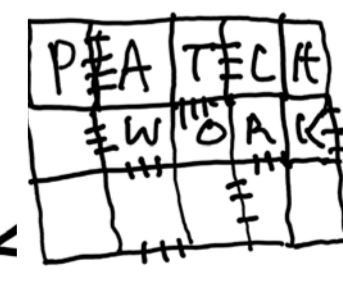
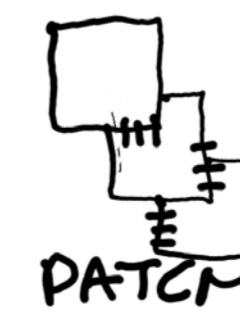
'Play-plex' style display creates dynamic storage to display product in the retail area.



Large volumes hanging at various forms on the ceiling create a patchwork of forms.

BRANDING FOR CULTURAL HUB-

Using part of my display that represents my concept **Patchwork.** The logo seems harmonious as the different panels intertwining together. The use of **bold colours works well with a range of warm and cooler tones.** The logo/ brands typeface is sleek and easy to read, along with the catchy slogan to showcase the brands aim and identity.

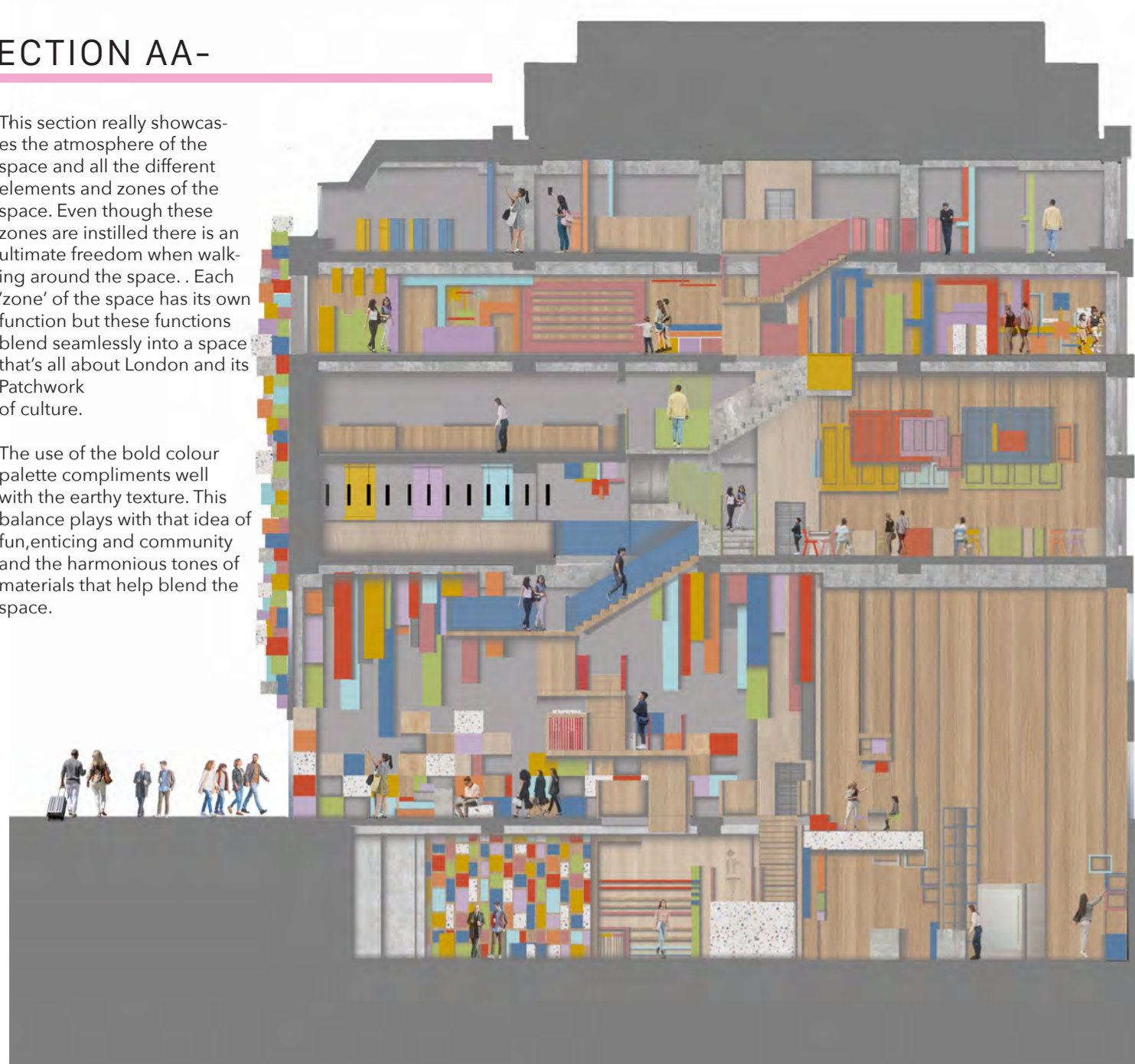


PATCHWORK
Weaving London's Diversity Together

SECTION AA-

This section really showcases the atmosphere of the space and all the different elements and zones of the space. Even though these zones are installed there is an ultimate freedom when walking around the space. Each 'zone' of the space has its own function but these functions blend seamlessly into a space that's all about London and its Patchwork of culture.

The use of the bold colour palette compliments well with the earthy texture. This balance plays with that idea of fun,enticing and community and the harmonious tones of materials that help blend the space.



GROUND FLOOR- ATRIUM SPACE

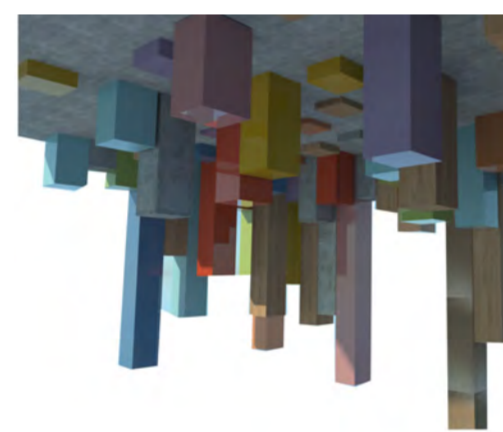


Upon entering the space guest are enclosed by the patchwork of colour, with a sea of hanging rectangular cubes draped at various heights gain an impactful and visually stimulating to the user who have entered the interior. The spatial complexity of the space is further enhanced by the dynamic double height atrium space with exposed beams running throughout. Upon the user entering, spatial dynamicness is enhanced by the spaces linear approach making the user curious to explore further. With the exposed staircases cascading throughout the atrium, users can clearly identify the circulation of the space.

GROUND FLOOR- DINING AREA



The dining area of the space provides users of the cooking lesson area, a space to enjoy their food that they have prepared. The area is more secluded and private compared to the rest of the space but still visible to members of the public. They can enjoy this food overlooking into street-level and also back down into the basement area. The large dining area provides colourful stool seating, with a large cube lighting installation hanging over the table. The light fixture provides guests with a dynamic patchwork cube lighting which is suspended from the ceiling



HANGING VOLUMES - This patchwork of draped volumes hang at various heights from the ceiling of the space. These volumes are a combination of bright and bold tones complimented with neutral materials like timber and concrete vinyl finishes

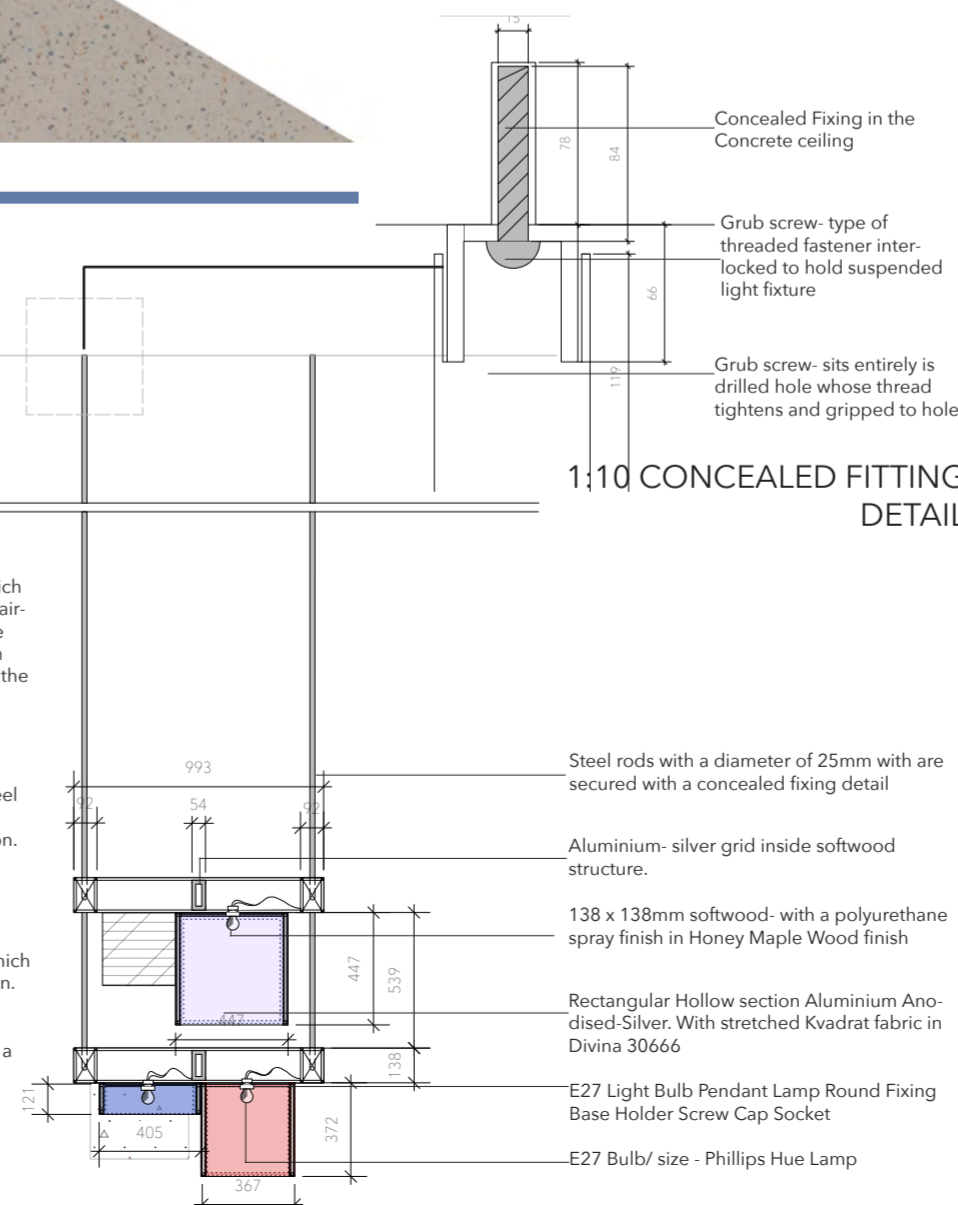
CROSS SECTION AND DESIGN DETAIL FOR LIGHTING-



STAIRS
Are constructed using steel stringer which holds the weight of the staircase. The staircase also has timber joint called mortise and tenon used to overlap the panels in order to keep secure pine was used for the joinery. The stairs are then finished by a 10mm red veneer finish.

GROUND FLOOR
The ground floor is constructed with steel beams combined with wooden joists, which are lined with 300mm of insulation. This is then finished with a concrete tile finish.

DINING LANDING
Is constructed through wooden joists which are lined inside with 300mm of insulation. This is then covered with panels of oak timber-sheet. This is then finished with terrazzo tiles which can be secured with a thin set mortar.



FRONT ELEVATION-



Upon entering the space guest are enclosed by the patchwork of colour, with a sea of hanging rectangular cubes draped at various heights gain an impactful and visually stimulating to the user who have entered the interior. The spatial complexity of the space is further enhanced by the dynamic double height atrium space with exposed beams running throughout. Upon the user entering, spatial dynamicness is enhanced by the spaces linear approach making the user curious to explore further. With the exposed staircases cascading throughout the atrium, users can clearly identify the circulation of the space.

GROUND FLOOR



Atrium space with dining space

G- FLOOR- MEZZANINE



Mezzanine platform on ground floor stairs

BASEMENT



Cooking library with cookery school

FIRST FLOOR



Restaurant/ bar area

SECOND FLOOR



Kitchen area

THIRD FLOOR



Retail area

FORTH FLOOR



Exhibition area

BASEMENT- LIBRARY SPACE



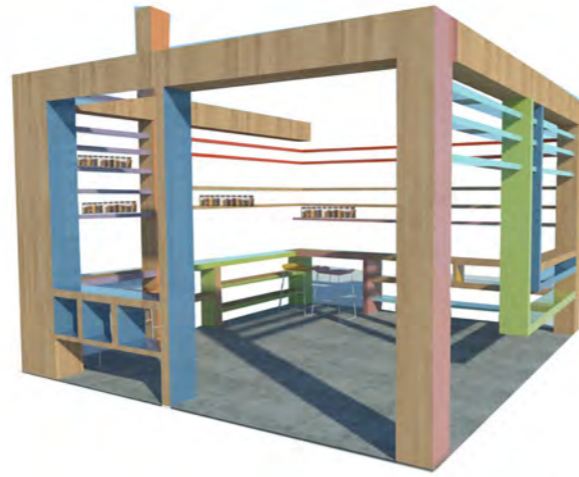
Upon entering down into the basement users can be greeted with a busy cooking library area, where guests can read cook books from all around the world. These books can be enjoyed using a variety of different seating options available in the space. The space also features an ingredients hub where users can use all of their sense to explore flavours of spices and herbs used from all around the world. This area of the space will be very intriguing and engaging to all users of the space as this area encourages people to explore and learn.

BASEMENT- COOKERY SCHOOL AREA

The cooking school area provides 12 users with the opportunity to learn a meal from a cuisine from all over the world. This lessons are taught by a native of the cuisine who knows how to cook the cultures food incredibly authentically. The kitchen upon entering has a warming intimate atmosphere a space for people to learn and educate themselves about culture through the means of food. The hanging lighting beacons help create warmth through illuminating the space with light.



Located inside the cooking lesson area is large Kitchen cupboard and storage area to store things such as ingredients, utensils and dinnerware. The cupboards are a dark blue tone complimented by a terrazzo finish, along with sinks to use. Over the top of these cupboards is colourful cube volumes, to use as storage.



INGREDIENT HUB- This dynamic cube of education provides users with a sensory experience to be able to educate themselves about the many flavours and spices from all around the world. The cube features shelving laced all around the inside of the hollow cube volume, which will be filled with hundreds of jars of flavours. The space also provides seating for users to sit and learn and focus on the ingredients itself.

FIRST FLOOR- RESTAURANT AREA



The restaurant atmosphere will encapsulate the user due to being surrounded by busyness of the vibrant restaurant. The user will be drawn into the space due to its vibrancy but also to do with the variety of smells and flavours the user will experience making them want to dine there. Even though the restaurant is separate guests travel through the space to be met with a striking of the senses restaurant.

FIRST FLOOR-BAR AND SEATING AREA



There is also more intimate cosier seating underneath the stairs that takes you up to the upper floors. This seating allows space for larger groups to come and socialise with each other and enjoy the space. The 'Play-plex signage is situated before each stairs to help guests easily navigate each floor.



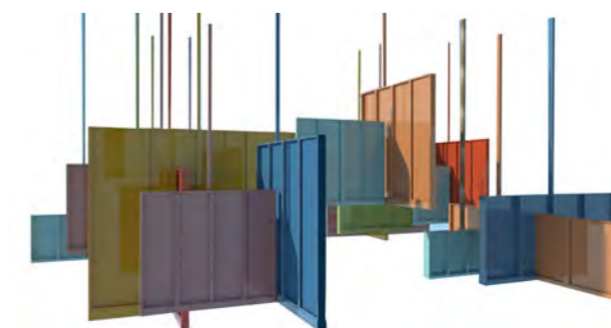
Upon the first floor there is also a bar located where guests can enjoy a refreshment from alcoholic and non- alcoholic drinks from all around the world. The rectangular bar is complete with seating at and away from the bar to provide guests with a variety of seating options, for them to use and enjoy their refreshment at. The enclosed bar seating stretched onto the ceiling of the space, making guests feel comfortable and enclosed.



BAR TABLE AND SEATING-



DINING SEATING AND BOOTH-



COLOURFUL PANELS-

MATERIALITY PALETTE-



- | | |
|---|---|
| 1) Raw concrete, Manufacture: Cemex UK Size: Made to size, MATERIAL: Concrete | 2) Jenna Paint, Manufacture: Graham and Brown, Size: 1 litre, MATERIAL: Gloss Paint |
| 3) Alu Brushed Bronzestone Manufacture: HOMAPAL Size: 2440 x 1220 mm MATERIAL: Aluminium Brushed | 4) Fortunes cookie Paint Manufacture: Graham and Brown Size: 1 litre, MATERIAL: Gloss Paint |
| 5) Red Veneer Manufacture: Turners Retreat Size: 450 mm x 150 mm MATERIAL: Red Veneer- Bolivar | 6) Palm Beach Paint Manufacture: Graham and Brown Size: 1 litre, MATERIAL: Gloss Paint |
| 7) Bleached timber floor Manufacture: BRICOFLOR Size: Brought by metre squared MATERIAL: Vinyl floor | 8) Whitsunday Paint Manufacture: Graham and Brown Size: 1 litre, MATERIAL: Gloss Paint |
| 9) Doria Multi Tutti Frutti Terrazzo Tiles, Manufacture: Direct Tile Warehouse Size: 608mm x 608mm x 95mm MATERIAL: Porcelain tile- matte | 10) Mister David Paint Manufacture: Little Greene Size: 1 litre, MATERIAL: Gloss Paint |
| 11) Roble Denver Decorative Oak Design, Manufacture: Finsa Size: 2440mm x 2100 mm x 8mm MATERIAL: Chipboard | 12) Atomic Red Manufacture: Little Greene Size: 1 litre, MATERIAL: Gloss Paint |
| 13) Vintage taupe glazed Porcelain tile, Manufacture: Florium, Size: 600mm x 600mm MATERIAL: Concrete porcelain | 14) Blue Veneer Manufacture: Turners Retreat Size: 450 mm x 150 mm MATERIAL: Blue Veneer- Bolivar |
| 15) Exotic Rough Bugged Oak Manufacture: Natural Veneers Size: 304 mm x 105 mm x 0.5mm MATERIAL: Ply Veneer | 16) Beanstalk Paint Manufacture: Graham and Brown Size: 1 litre, MATERIAL: Gloss Paint tile |
| 17) Sea HeatherPaint Manufacture: Little Greene Size: 1 litre, MATERIAL: Gloss Paint | 18) 01212_PearlGrayQuadNat/Ret Pienne Bits & Pieces, Manufacture: Pienne, Size: 300mm x 600 mm MATERIAL: Unglazed porcelain stoneware |

FURNITURE SPECIFICATION-



New School- plywood high stool
Manufacture: MDD



Lotus- armchair
Manufacture: MDD



Team- chair plastic
Manufacture: MDD



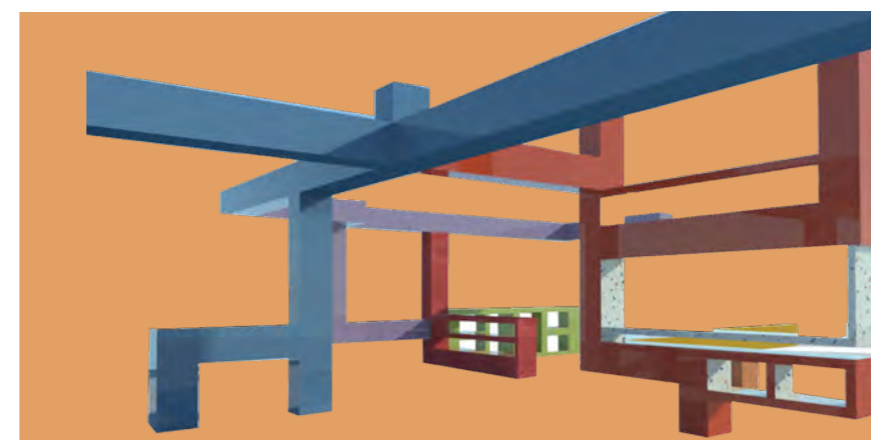
APC- armchair
Manufacture: Vitra/ Jasper Morrison



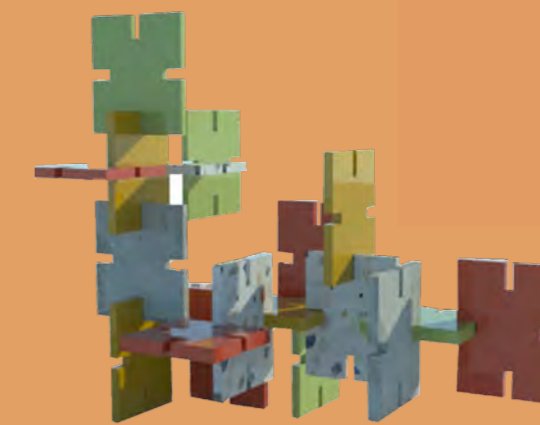
Frankie Bs- Barstool
Manufacture: JOHAN-SON

THIRD FLOOR- RETAIL SPACE

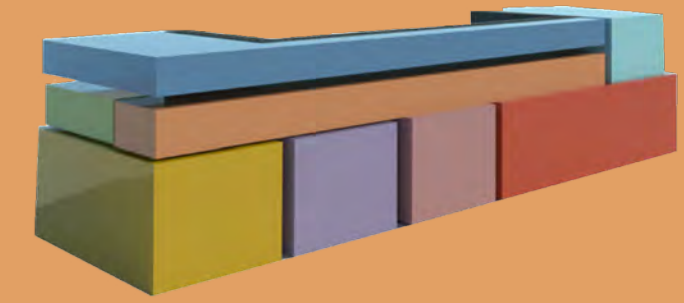
The continuous line starts as soon as users enter the floor, users can use this line as a way of navigating the space as a form of way-finding. Due to the linear approach of the building allows guests to flow from various sections of the space to another. There is also a till for when wishing to purchase an item users can pay at the counter where they will be able to check out.



CONTINUOUS LINE- The Continuous line that flows through the space at various heights. This line flows in variety of different display options and storage for variety of different types of products. This variety in display makes walking through this floor of the interior incredibly engaging and stimulating to the public.



'PLAYPLAX DISPLAY'- The 'Playpex' style plates slot into each other providing adaptable and adjustable display options, in order to display a variety of products.



TILL COUNTER- The Patchwork cube counter creates an visually engaging counter that interacts with the rest of the spaces bold colourful space.

EXTERIOR- FACADE OF THE SPACE



The combination of a bright bold colour palette with earthy neutral materials and textures lead the public eye to the left side corner of the building, where they can enter. This vivid eye-catching facade stands with dominance from the rest of the street having an creating impact to members of the public. Also, this bold exterior creates curiosity for members of the public making them want to enter inside the space.



Upon entering the third floor of the space users are greeted with a continuous line that flows through the space at various heights. This line flows in variety of different display options and storage for variety of different types of products. This variety in display makes walking through this floor of the interior incredibly engaging and stimulating to the public. Each section of the continuous line is a completely different colour. The whole continuous line running throughout the floors provides users with a rainbow of colours when weaving through.

FORTH FLOOR- EXHIBITION SPACE

The exhibition space is located on the top floor and provides guests with an intimate peaceful gallery experience where they can view artists paintings and sculpture from all around the world. The exhibition space features various panels which are finished in bold bright colours, these colours continues from the panels down onto the floor finish creating a consuming cultural experience for all.

