



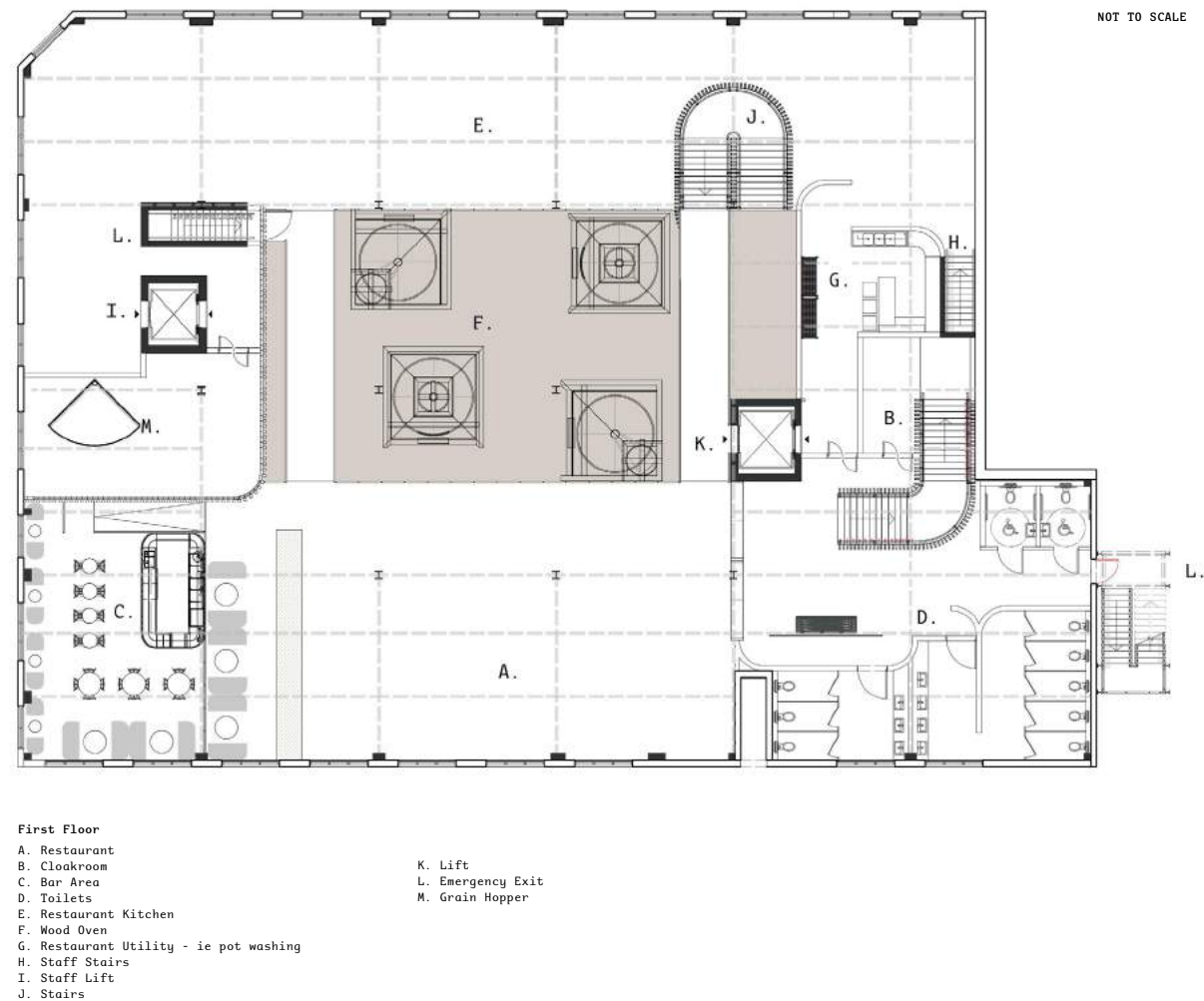
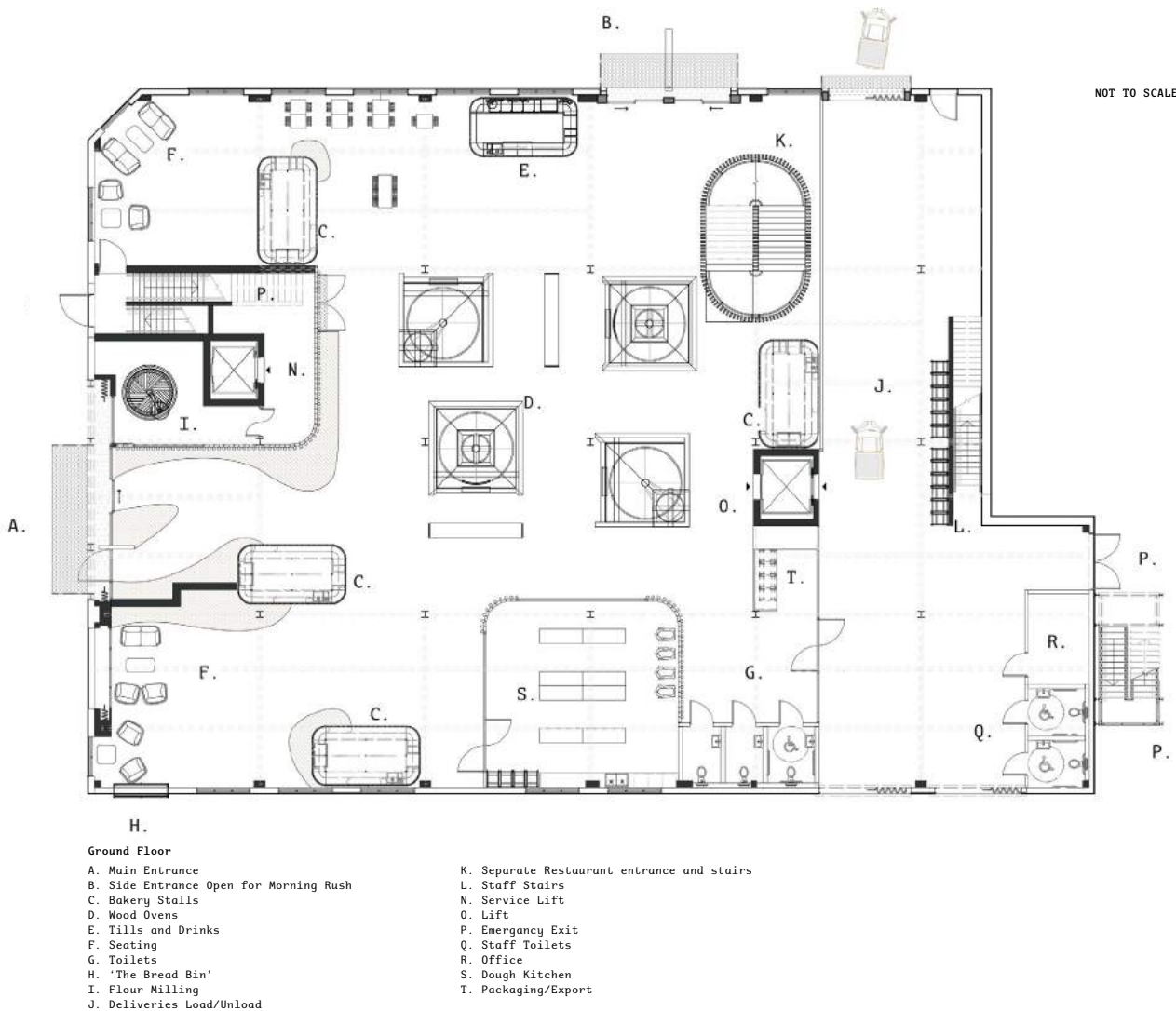
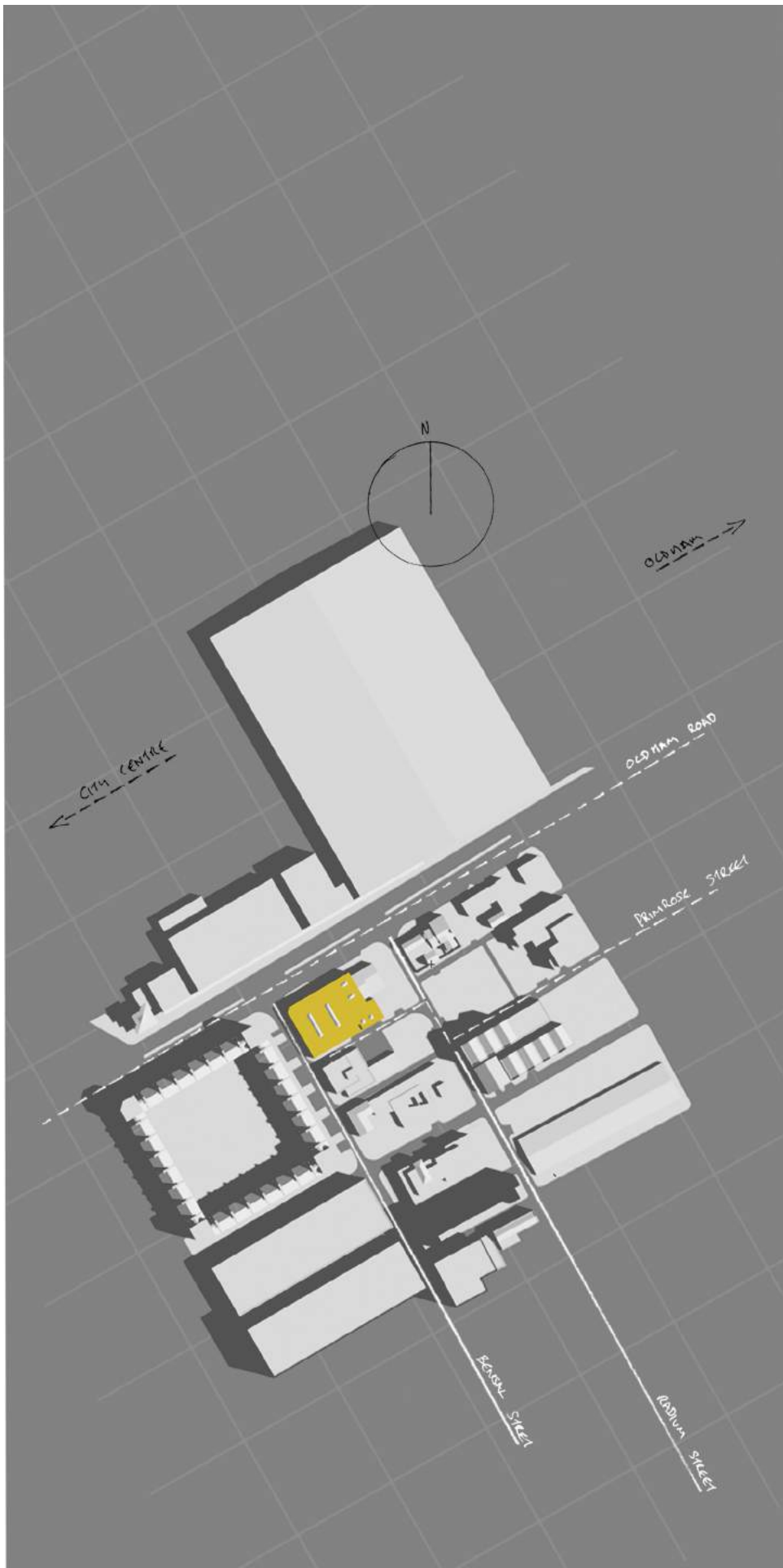
Design Proposal >  
110 Oldham Road  
Ancoats, Manchester

# "THE BRICKHOUSE BAKERY"

**CONCEPT** Encapsulating the design concept around the rich history of Ancoats seeks to create a space in which the historic and the contemporary are fused together harmoniously whilst remaining sensitive to the origins of the site.

Looking to the historic flour dealers of the area as inspiration, the project seeks to uncover the diversity of this staple ingredient, exploring it in all its forms and uses.

The concept will be realised in the form of a bakery and grounded in a 1950's factory warehouse situated on Oldham Road, in an area where a number of flour dealers and bakers once resided.





## A black and white photograph of an elderly man wearing a flat cap and a jacket, leaning forward to look into a window. The window has a decorative, golden-brown pattern. A bicycle is parked in the foreground on the left.

' THE HUNGRY '

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' THE HUNGRY '

THE BREAKFASTS

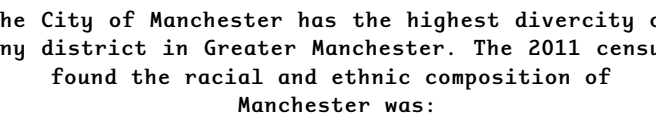
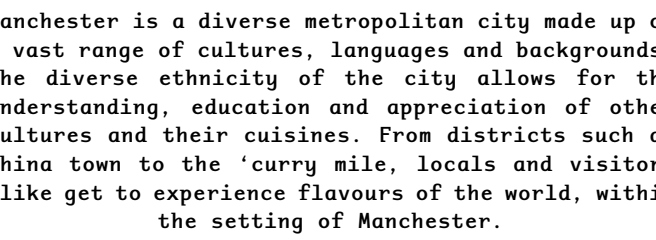
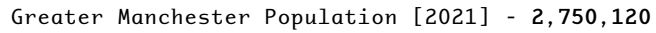
## A black and white photograph of three elderly women standing in a row, looking out of a large window. They are wearing coats and hats, and carrying handbags. The window shows a view of a field of tall grass or reeds. The women are seen from behind, looking out the window. The window is divided into four panes. The scene is set on a sidewalk in front of a building.

## A woman wearing a traditional conical hat and a patterned shirt is pushing a bicycle through a field of tall, golden rice stalks. The bicycle is heavily loaded with large baskets filled with ears of corn. The scene is captured in a sepia-toned, vintage style.

> By taking inspiration from the Industrial Revolution, immigration and the flour trade that historically occurred in Ancoats, the exploration of flour is used to present a narrative to customers, allowing them to experience the site in a tactile and submissive environment, lead by the scenes.

The site will follow the lifecycle and production of flour and its cultural significance to us. Using flour as a narrative opens the discussion to what unites us individually, despite politically dividing times, we celebrate our diversity through the things that unite us... Bread.'

Flour based produce can be found in most cultures around the world, in one form or another. Regardless of wealth, race and religion, bread-based goods form a crucial part of our staple diet. They can form the hallmark of special occasions, such as celebrating a birthday or have a more religious significance such as representing the body of Christ in Christianity, or used in the Jewish ritual on the eve of Shabbat, to mark the breaking of fast with the 'Challah' bread, or simply to feed us. The raw material of flour is at the epicentre of our lives. From sweet pastries shared with friends to more savoury mains shared together by families, baked goods signify more than just flour, water and salt, they are at the heart and stomach of bringing people together.





CONCEPT MODELS

FOLLOWING THE NARRATIVE OF FLOUR PRODUCTION

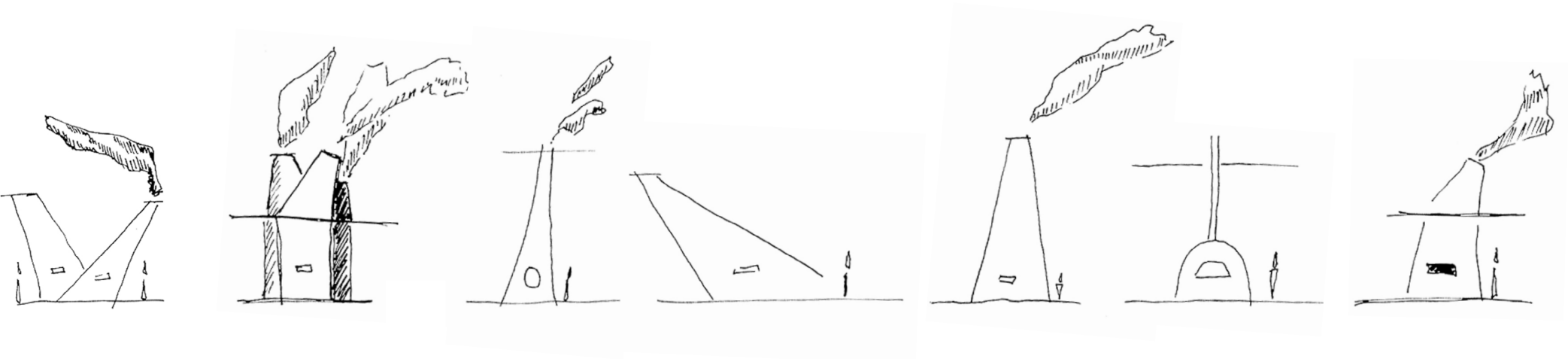


Customers follow the lifecycle of flour, from harvest and milling to the final production of bread.

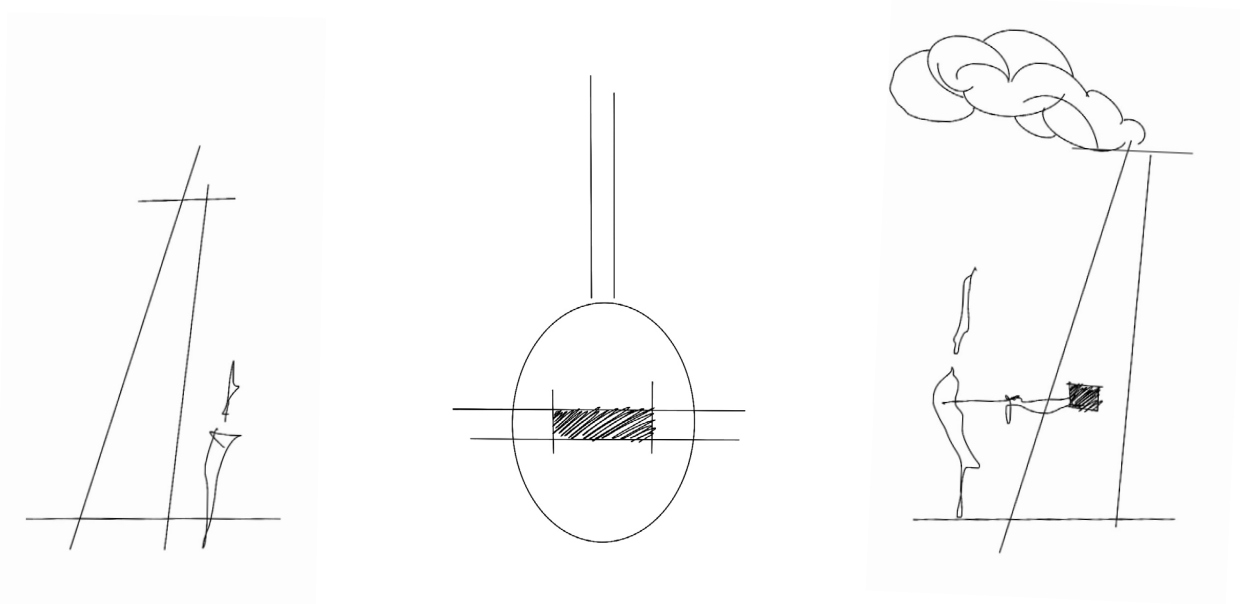
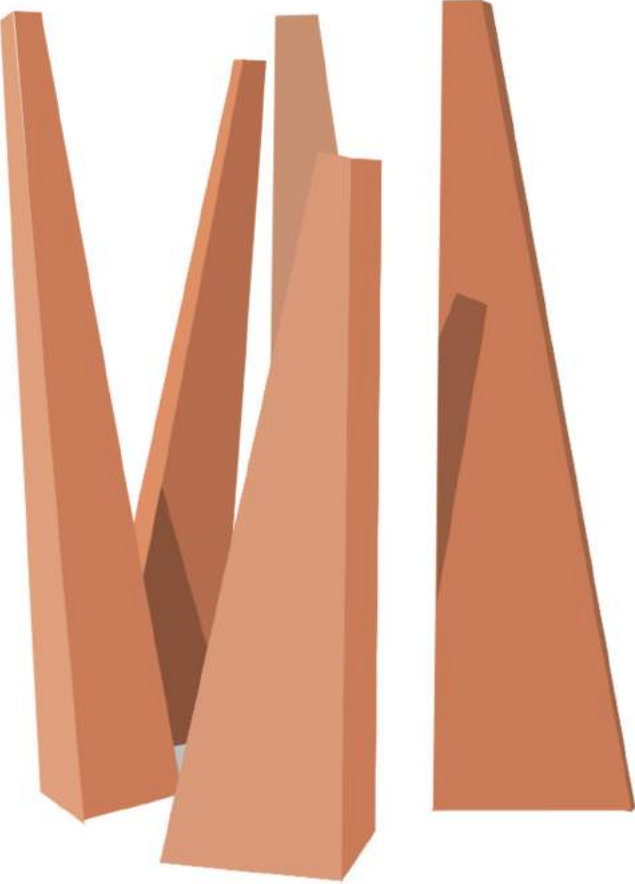


CONCEPT MODELS

BAKER'S CHIMNEY DESIGN



\* Inspired by the mill chimneys of the Industrial Revolution, playing with scale will create elements of drama and atmosphere. Each stack being a wood fire oven, various bakers would be able to produce flour-based cuisines, central to their and their customers' cultures.





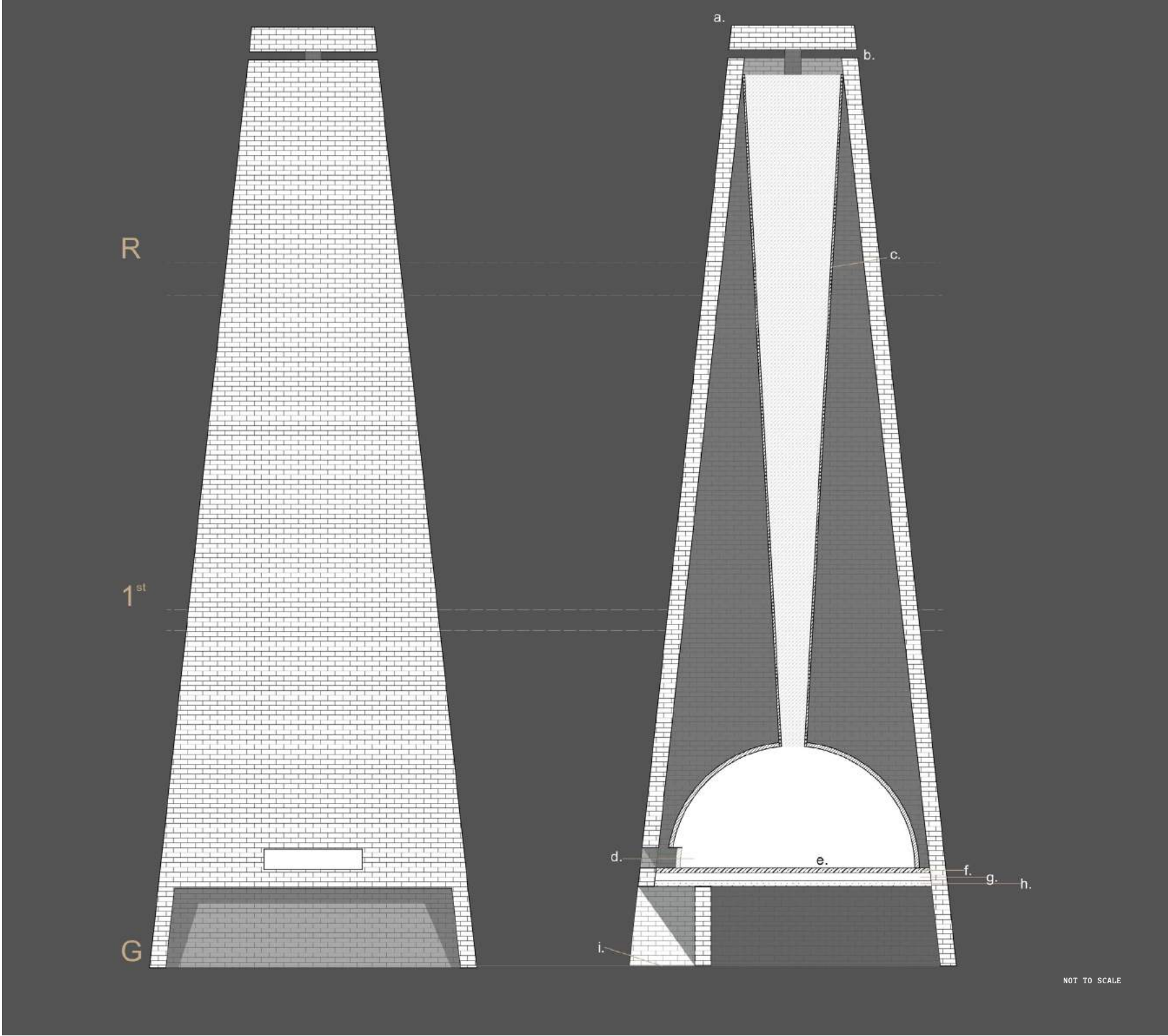
CONCEPT MODELS  
BAKER'S CHIMNEY DESIGN





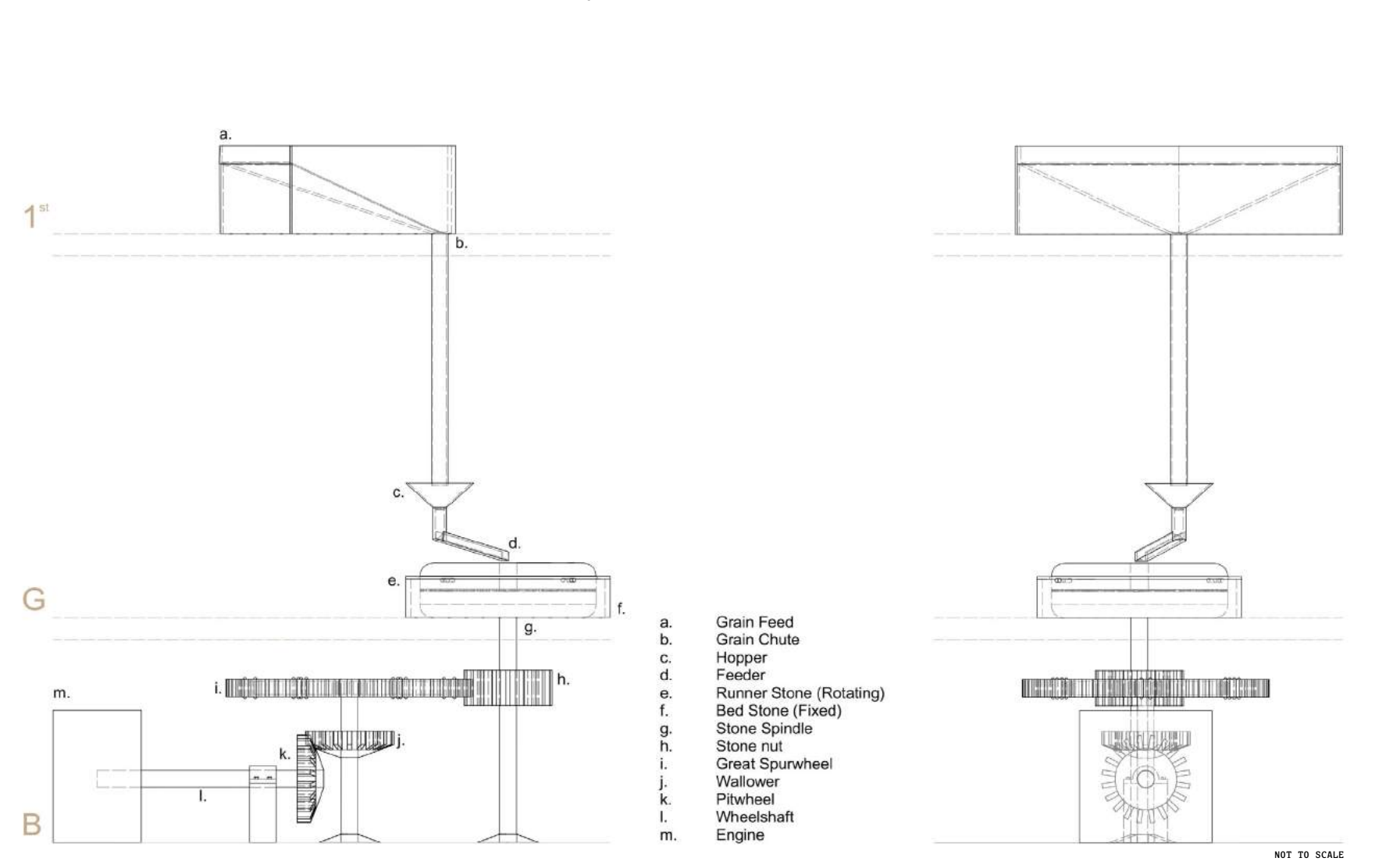
# TECHNICAL DRAWING

BAKERY CHIMNEY STACK



# TECHNICAL DRAWING

BAKERY MILLING EQUIPMENT



# MATERIALITY

