

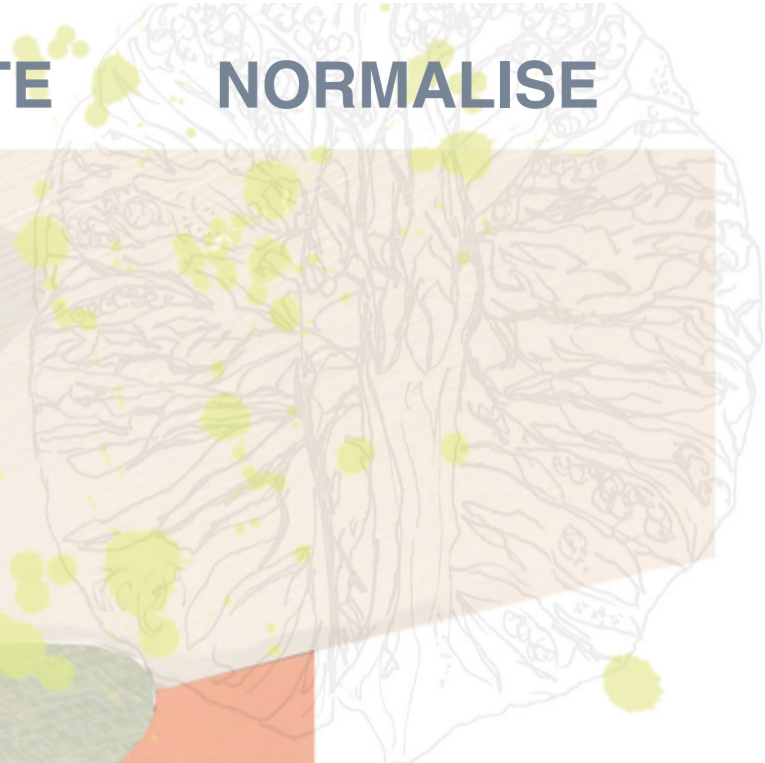
EXAMINE

EDUCATE

CHAT

CREATE

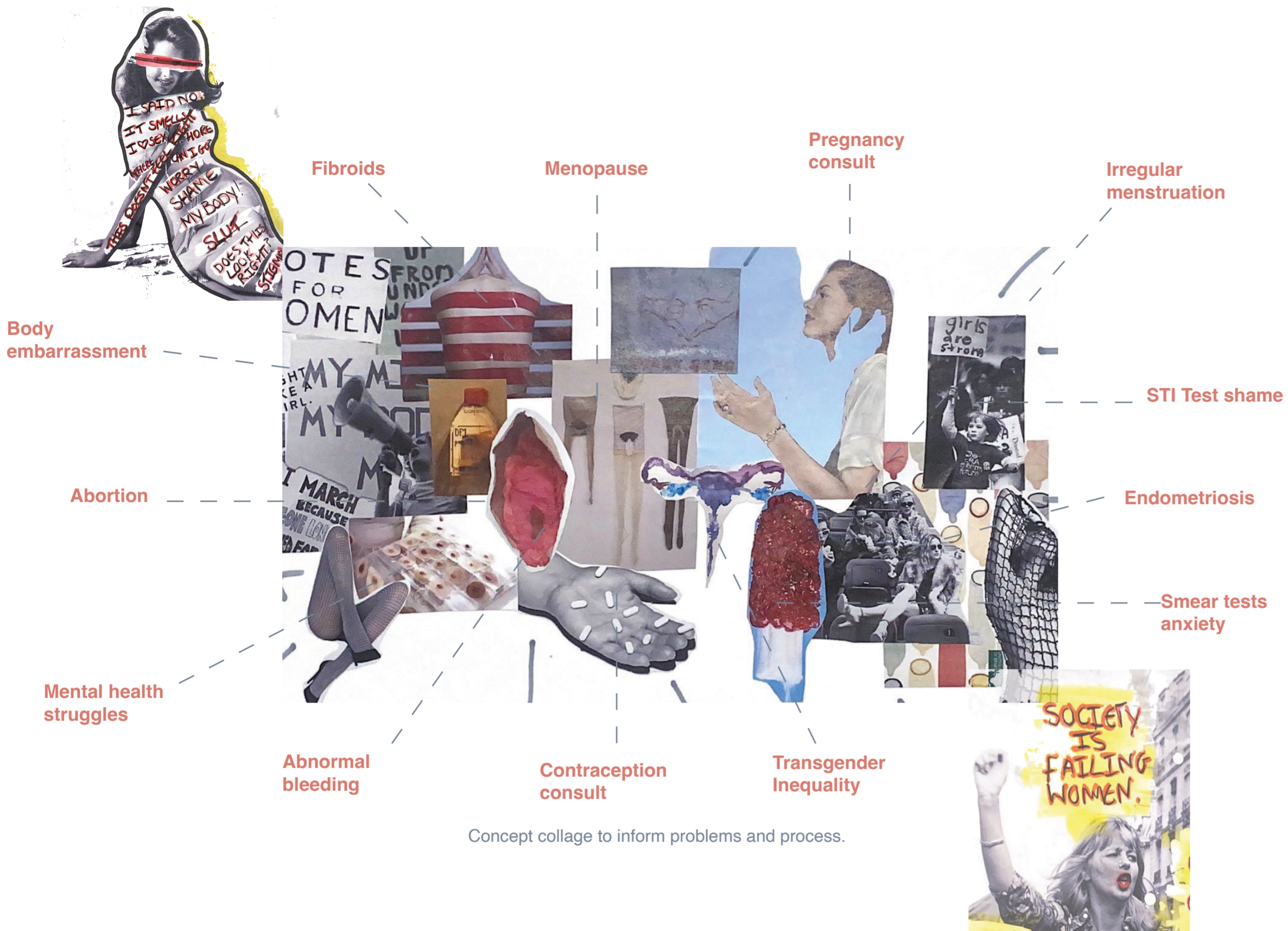
NORMALISE



The V is a space to provide **reproductive** and **sexual health** care in a **comfortable, modern** and **non-judgmental** environment with **physical, mental** and **emotional** support. **The V** tackles the **fundamental rights** of womens health, with the absence of positive health facilities, that has caused for the topic to be **dismissed** while also **stigmatised** with **shame, negativity** and **anxiety** resulting in a rise of gynaecology complications and illnesses. **The V** is a place that **celebrates** the reproductive anatomy, creating a **strong community** for **social justice issues** and **equailty**. Not only does the scheme offer examinations and aftercare support but also encourages a fun way of **learning** about the gynaecology anatomy through **educational sessions, creative workshops** and **empowering exhibitions**. Through appropriate and well thought out design, materials, and interactions **The V** is a **empowering, non-clinic** like centre where patients **feelings** and **experiences** within the space is the key focus.

**The Honey Pot Cafe**  
A space to meet and chat, the Honey Pot Cafe looking onto the Laboratory and Pills and Potions Pharmacy creating an open plan area bringing all the different spaces together. Lighting and signage create easy wayfinding throughout the building.

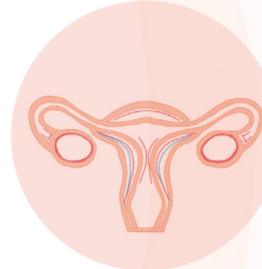
## SOCIAL CONTEXT



Concept collage to inform problems and process.



**1 in 3 women** aged 25-29 **skip** cervical screening appointments.



**67% of women** have gynaecological health **problems**.



**2 in 3 women** feel **uncomfortable** talking about reproductive health.



**85% of women** do **not** feel **listened** to by health professionals.

Statistics revealing the high levels of gynaecology health problems among women and also the lack of knowledge and importance for the subject within society and the health care sector.

## PROTAGONIST

### THE CONCERNED



**Laura, 20 Years old University Student**

Laura needs an STI test done after having unprotected sex. She will book to have a test examination and pick up her prescription at the pharmacy after. She may even have a drop in therapy session after to talk about her

### THE CONCERNED



**Kate, 40 Years old Interior Designer**

Kate is due her smear test and is also worried about having symptoms of endometriosis, so she will consult with professional at her appointment. She will meet up with her friends in the cafe before to have a catch up and then use the health facilities.

### THE CURIOUS



**Jessica, 16 years old High School Student**

Jessica is attending the space to learn about the female body, reproductive health and body positivity. She will attend the weekly education sessions and take part in the workshop/exhibition. She will also use the immersive room for some quite time.

### THE WORKER



**Sarah, 50 years old Qualified Nurse**

Qualified nurse, working in the space examining, consulting and supporting women who visit The V. Other staff workers in the space also operating and maintaining different areas.

### THE EMERGENCY



**Olivia, 35 years old Teacher**

Olivia needs to attend the space in an emergency after having some health troubles. She will use the emergency rooms and get treated for her problems by a professional and have after care.

### THE CHILD



**Abbie, 5 years old Child**

Abbie is Kates child, she will only attend the space to either be in the cafe with her mother or to then be dropped off at the childrens play area while her mother has her health appointment.

### Needed Clinics

- Welcoming environment
- Warm
- Modern
- Comfortable
- Relaxing
- Practical
- Bright
- Open
- Flowing
- Interactive

### Needed Experiences

- Approachable
- Educational
- Community
- Enjoyable
- Relaxing
- Stress free
- Caring
- Passionate
- Open
- Smooth
- Positive personal interaction
- Unique

Researching into the existing clinic design and experiences in reproductive clinics, highlighting and understanding the key design areas or touchpoints that are needed within the concept for it to provide a positive clinic environment and experience. (What do Women say? Public Health)

# THE DESIGN CONCEPT

## EXAMINE

Reproductive and sexual health examinations. A professional to talk to regarding any health concerns.



## NORMALISE

A community to communicate and reduce stigma around the body gynaecology anatomy and health.



## EDUCATE

Educational taught sessions based on gynaecology health and educational exhibitions.



## CHAT

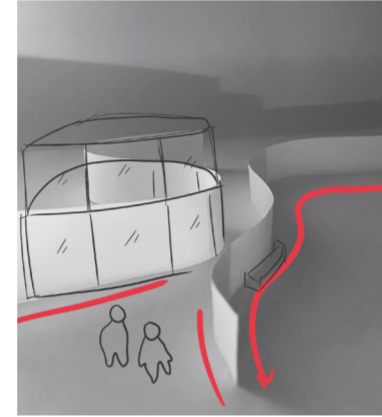
A space to talk to professionals about reproductive health and mental health. Also a community space to talk to other visitors.



## CREATE

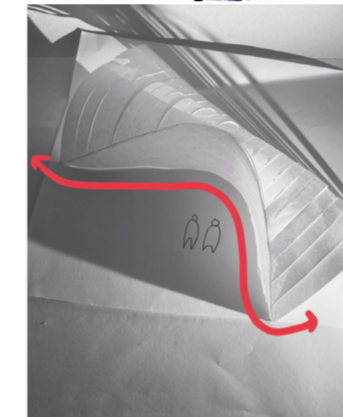
Workshops and exhibition spaces to create empowering art and displays on reproductive health and body diversity.

### Fruit and Flowers



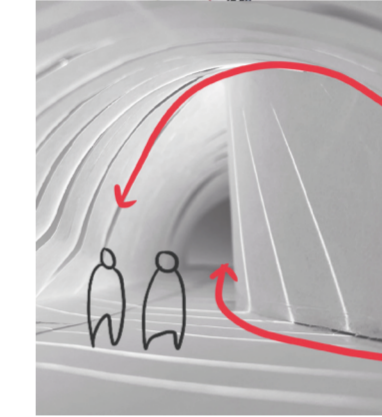
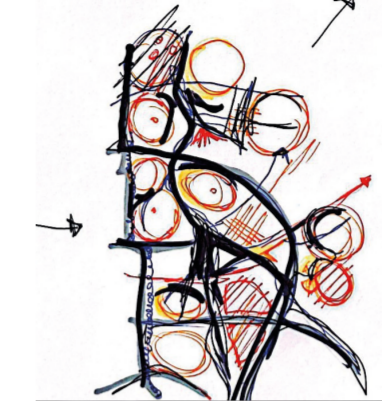
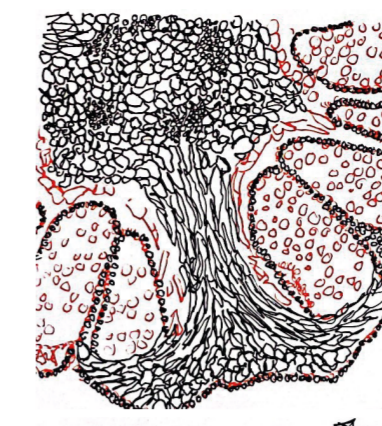
The Latin name word "granatis," which means seed of grain, is where Greeks referred to the pomegranate as a symbol of fertility. While it's often used in works of art to allude to the beauty and exuberance of the vagina, it specifically is meant to represent the ovary. The drawings of fruit, which is a symbol of the gynaecological anatomy creates layers of detailed curves and circles. The concept walls are inspired by the curves and soft edges.

### The Human Form



Taking inspiration from the human form, which has many curves, showcases irregular shapes and asymmetrical geometries to honour that every body is different. The concept drawing illustrates how the flow of the space can be inspired from the human form of natural curves. Applied to bespoke furniture to illustrate the natural movement.

### Reproductive Body Cells

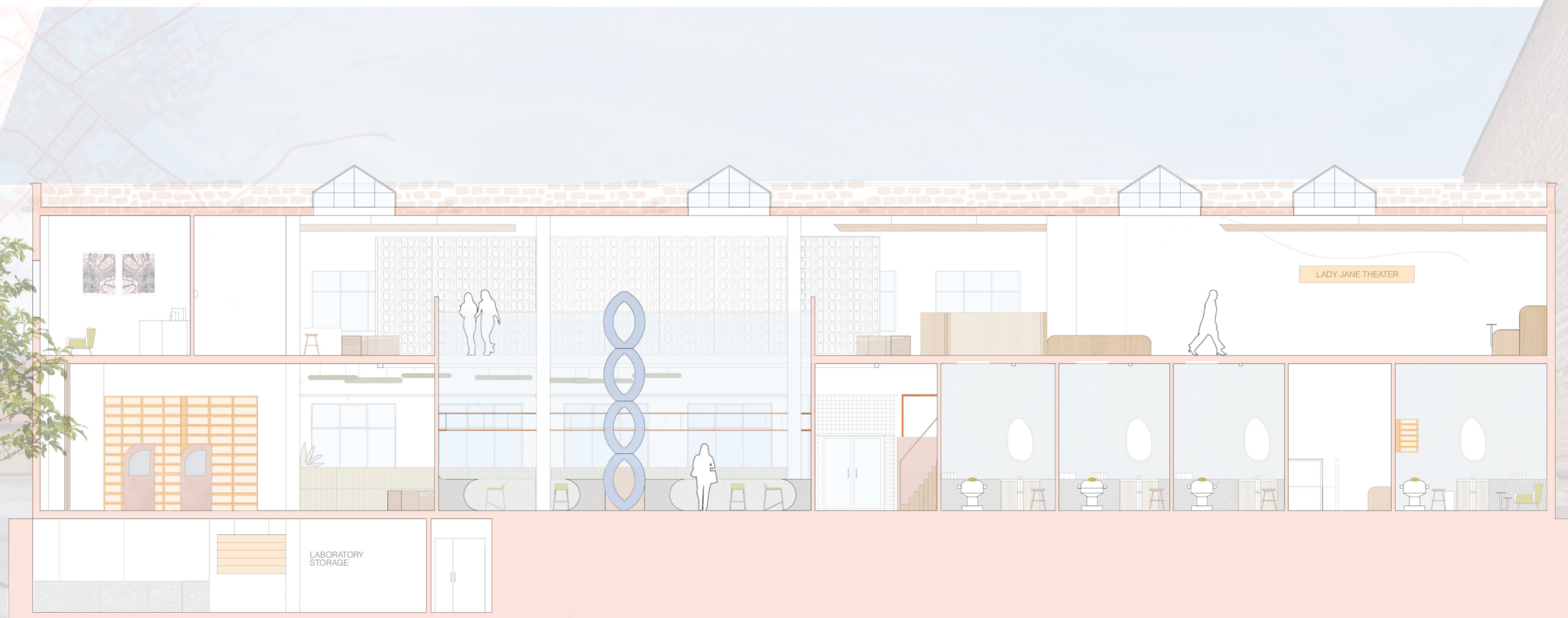


The human body cells zoomed in create interesting diagrams and patterns. Linking science and the human body together to influence how the floor plan may link together and create wayfindings curved with shapes and lines.


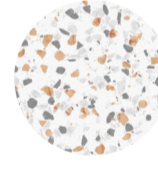


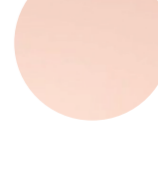


### Materiality

The V's concept is to transform sterile-looking healthcare spaces and focus on patient wellbeing through colour, materials, textures and lighting. The materials used are inspired by human form, using irregular shapes and asymmetrical geometries to honour that every body is different.

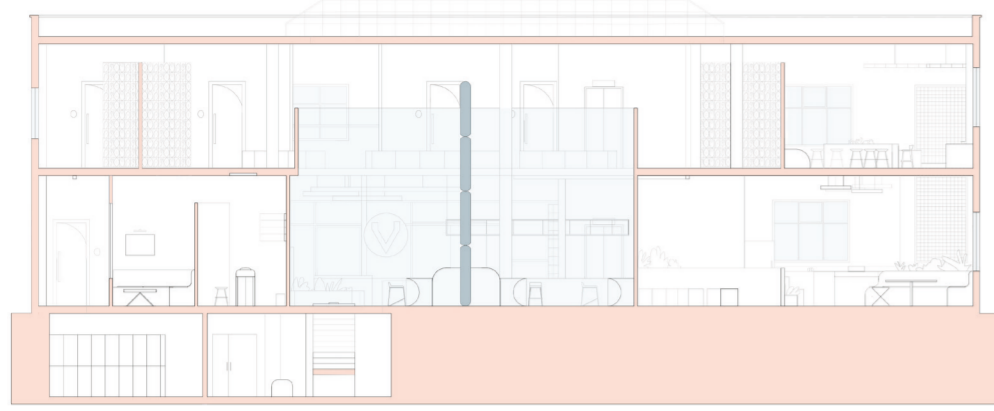
Silhouette research informing design layout and plan from connections to the reproductive system and history links. The conceptual drawings lead to initial ideas of the shapes and silhouettes used within the space, linking the design process to the body.



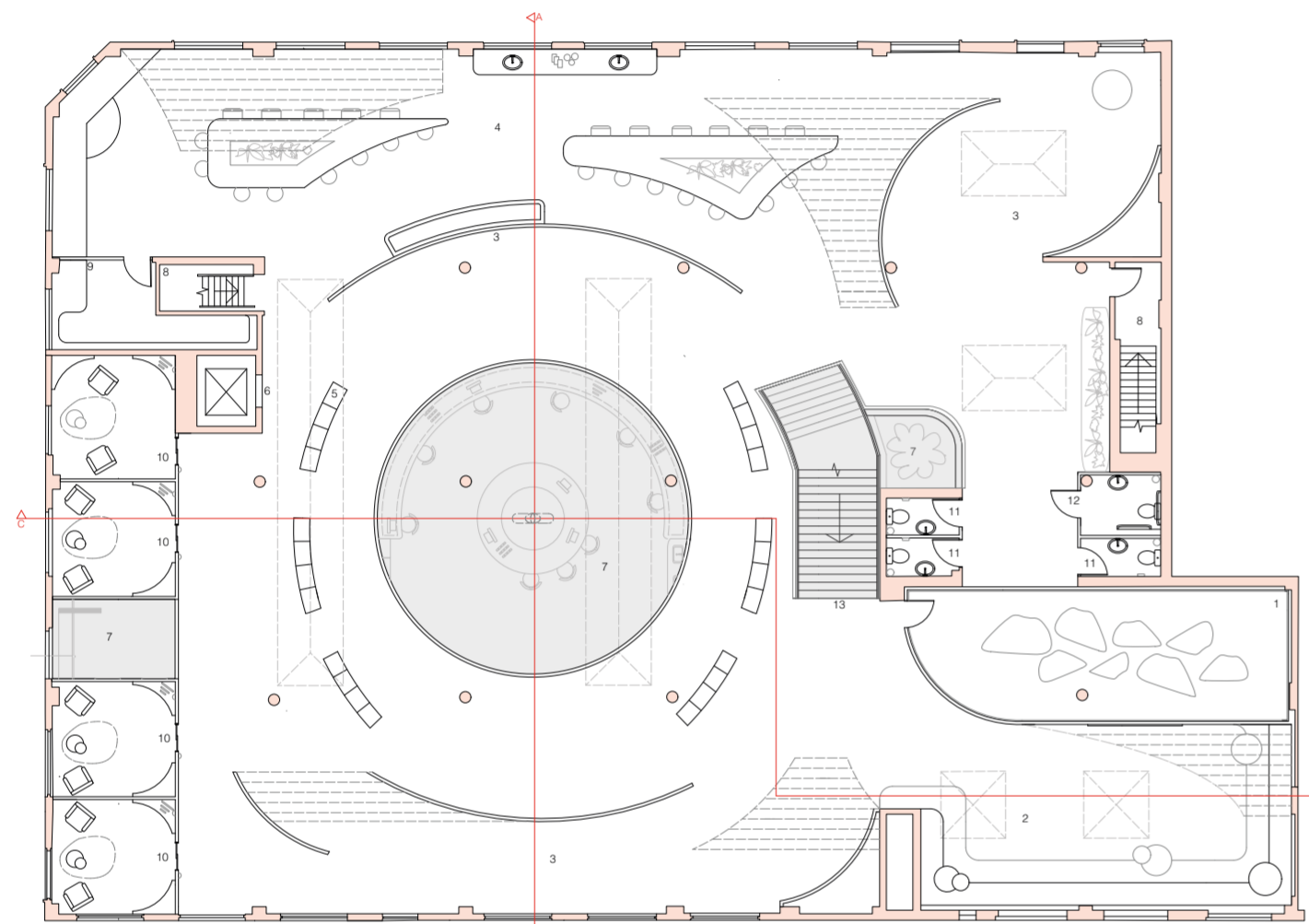
Section C (not to scale)

-  Copper Sheets
-  Terrazzo Flooring
-  Oak Timber
-  Stainless Steel
-  Smart Glazing
-  Leather
-  Limewash Paint

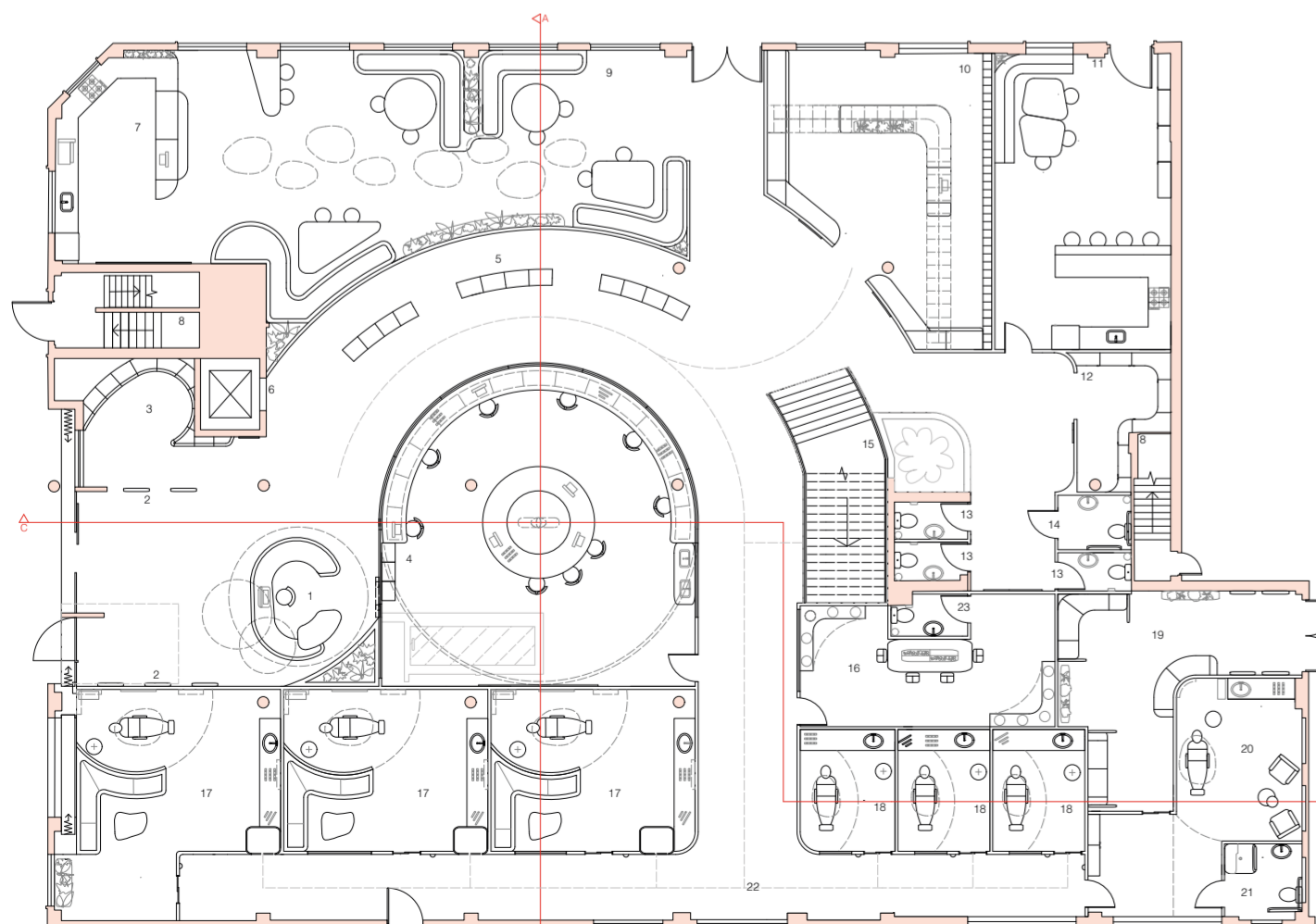
# FINAL PROPOSAL



Section A (not to scale)



First Floor Plan (not to scale)



Ground Floor Plan (not to scale)

## KEY

- 1) Immersive Room
- 2) Lady Jane Theatre
- 3) The V Exhibition
- 4) The V Workshop
- 5) Seating
- 6) Lift
- 7) Void
- 8) Emergency Stairs
- 9) The V Storage
- 10) Talk It Out
- 11) Rest Room
- 12) Accessible Rest Room
- 13) Stairs

## KEY

- 1) Reception
- 2) Log In
- 3) Shop
- 4) Laboratory
- 5) Seating
- 6) Lift
- 7) Honey Pot Cafe Kitchen
- 8) Emergency Stairs
- 9) Honey Pot Cafe
- 10) Pills and Potions
- 11) Staff Room
- 12) Bag Drop off
- 13) Rest Room
- 14) Accessible Rest Room
- 15) Stairs
- 16) Kids Play
- 17) Private Parts
- 18) Privates
- 19) Emergency Waiting Room
- 20) Emergency Private
- 21) Emergency Wet Room
- 22) Love Tunnel

### Private Parts

Separated into two compartments to divide the examination room and create privacy. Smart glazing window to change reflective properties while examinations taking place. The space has ceiling art to create a calming distraction for patients.



### Pills and Potions

A different layout and system for the Pills and Potions pharmacy, creating a more relaxed and personal experience while collecting medication.

### Laboratory Void/ The V Exhibition

Seating around the glass void looking down into the Laboratory, connecting both floors. The V Exhibition showcasing vulva clay art made in the workshop to illustrate body diversity and positivity.



### The V Workshop

A creative, educational and positive workshop space where vulva clay making sessions and life drawing classes take place for the exhibition.

# Flo.

CHANGE THE CYCLE

An education and donation pop up on menstruation health; spreading awareness while reducing stigma on sanitary poverty and period product pollution. Society reinforces the negative taboo of shame around menstruation, resulting in high levels of vulva issues and illnesses due to the lack of education. Furthermore, the cost of living crisis has increased period poverty and a growth in usage of unsustainable sanitary products.



## PROTAGONIST

University students that menstruate, who want to educate themselves on menstruation health and receive free sanitary products.

**46%** of female students lack education on period health.

**1 Pad** contains the same amount of plastic as 4 carrier bags.

**1 out of 5** women have felt period shame.

**70%** of students have felt stress from the lack of period products.

## PROTAGONIST JOURNEY



Pick Educational Poster



Take A Seat



Have A Chat



Take Period Products

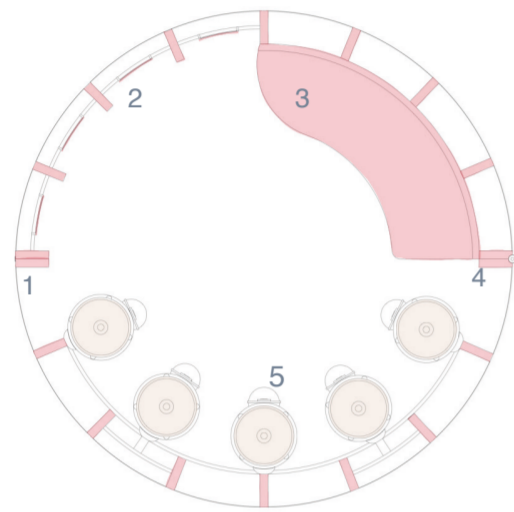
EDUCATE

NORMALISE

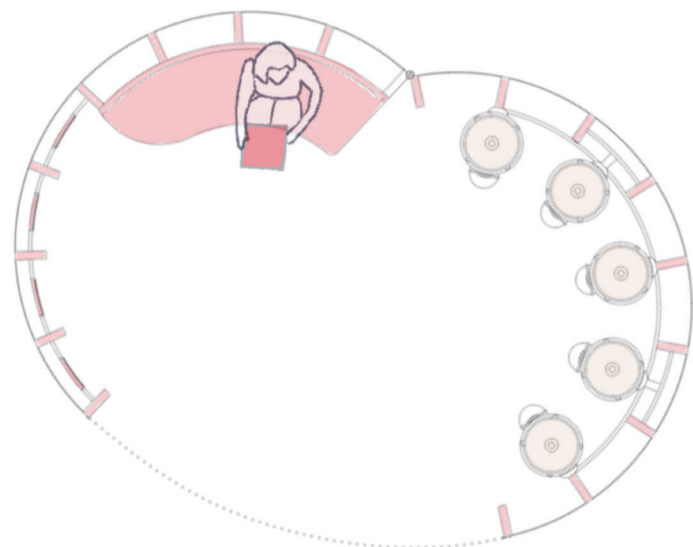
DONATE

## KEY

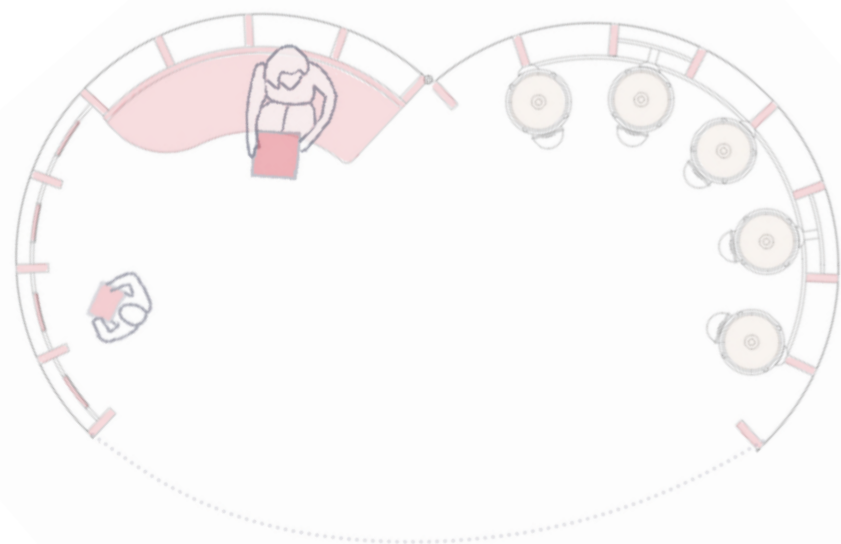
- 1) Opening
- 2) Educational Posters
- 3) Bench Seating
- 4) Pivot Hinge
- 5) Donation Tubes



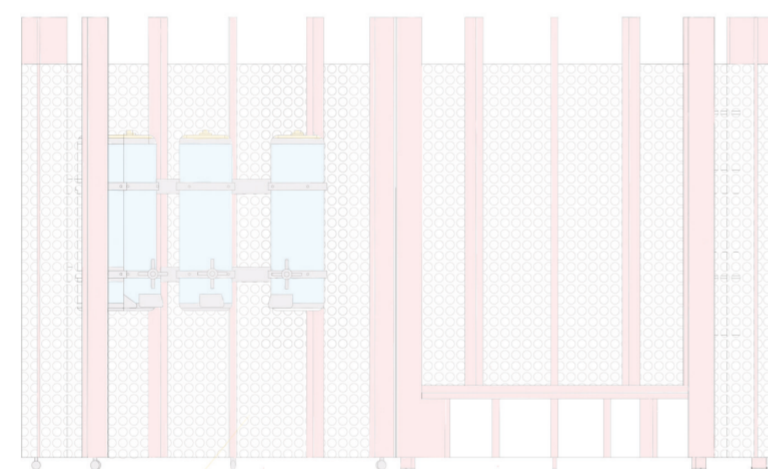
Closed



Quiet Time



Busy Time



Elevation of Plan Open (Not to scale)



Different openings to create privacy according to the levels of pedestrians.