



prime+ paint

Prime+Paint is an arts and design education centre, aiming to build the creative confidence of the underprivileged youth across Greater Manchester. Funded by Winsor and Newton Paints, it provides disadvantaged children with the tools, teaching and exposure to 'prime' them for potential employment in the arts industry.

problem

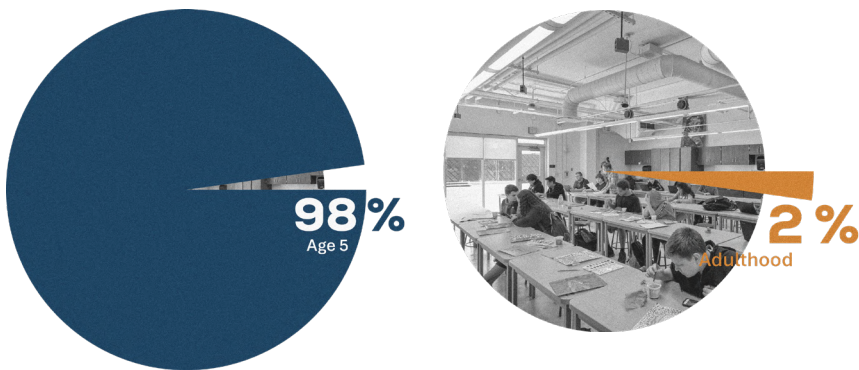
The decline of arts subjects in schools and the negative impact that poverty has on a child’s creativity are increasingly making the industry the reserve of a less diverse and more middle-class workforce. These professionals are four times more likely to dominate the sector than those from the working class.

The decline in creativity amongst children

£9.40
per student

Government allocation for the arts subjects in schools has fallen to only £9.40 per student each year. (wearetig.com)

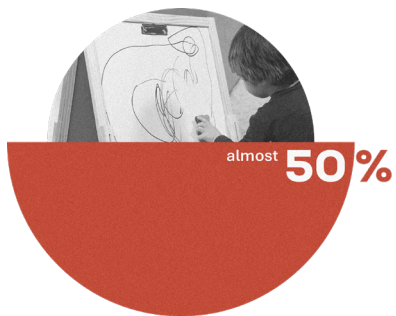
At age 5, 98% of children display ‘genius level’ of creativity – this drops to 2% in adulthood. (wearetig.com)



37%
decrease

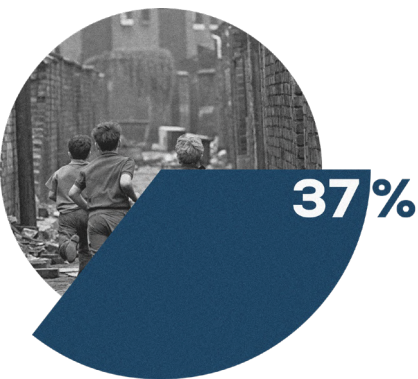
In 2020, it was reported that there was a 37% decrease in the number of students entered for creative subjects at GCSE. (wearetig.com)

Almost 50% of parents say that the cost of living has had a negative impact on their child’s creativity at home. (creativebrief.com)



Poverty In Greater Manchester

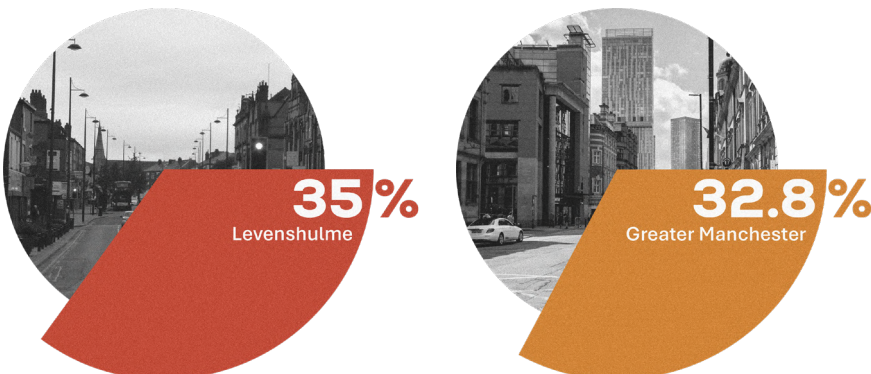
37% of children and young people in Greater Manchester are living in poverty. (Greater Manchester Mayor’s Charity)



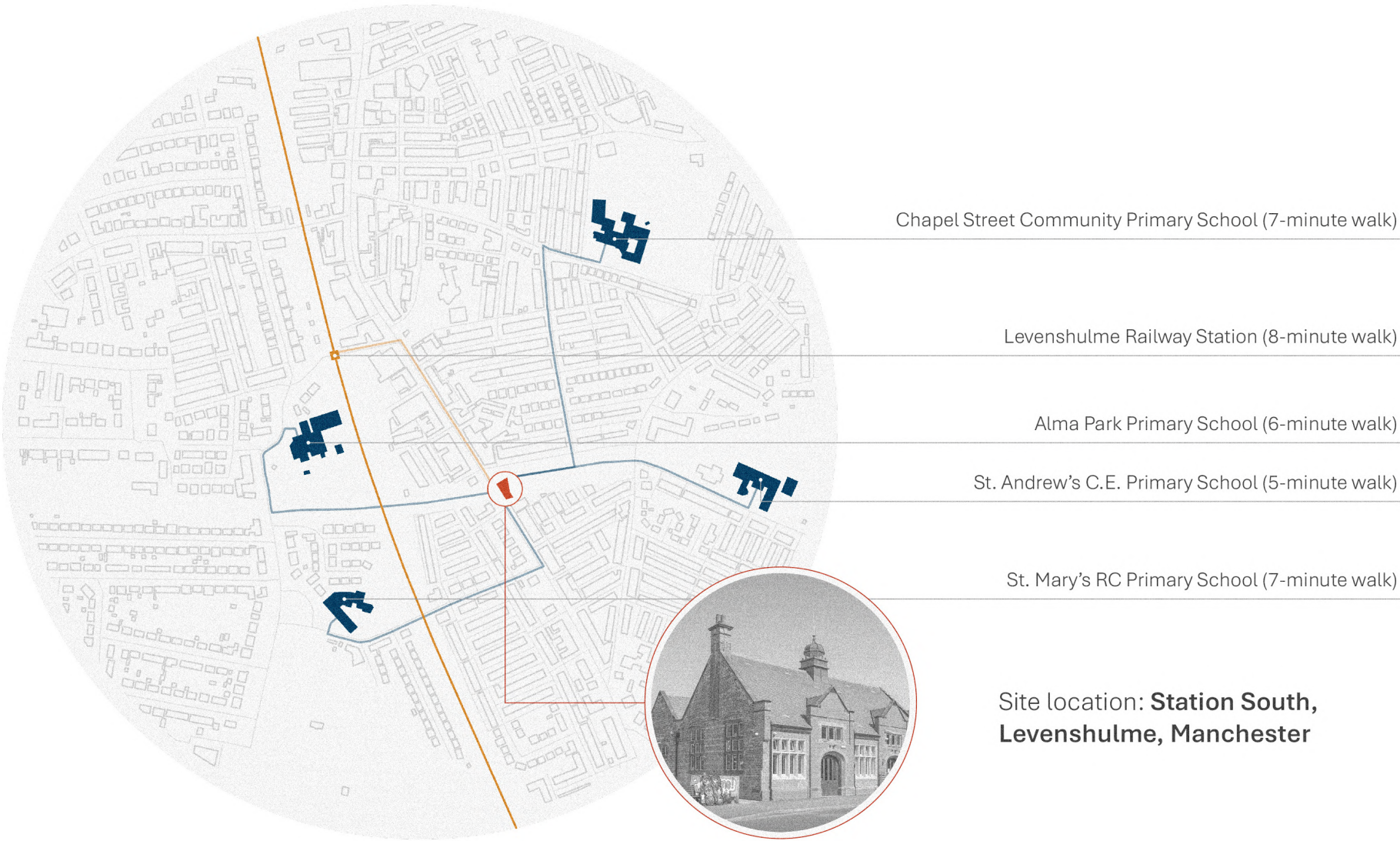
145,000

Around 145,000 children in Greater Manchester are living in poverty. (manchestercommunitycentral.org)

Levenshulme, in particular, ranks higher in poverty deprivation statistics than Greater Manchester. (manchester.gov.uk)



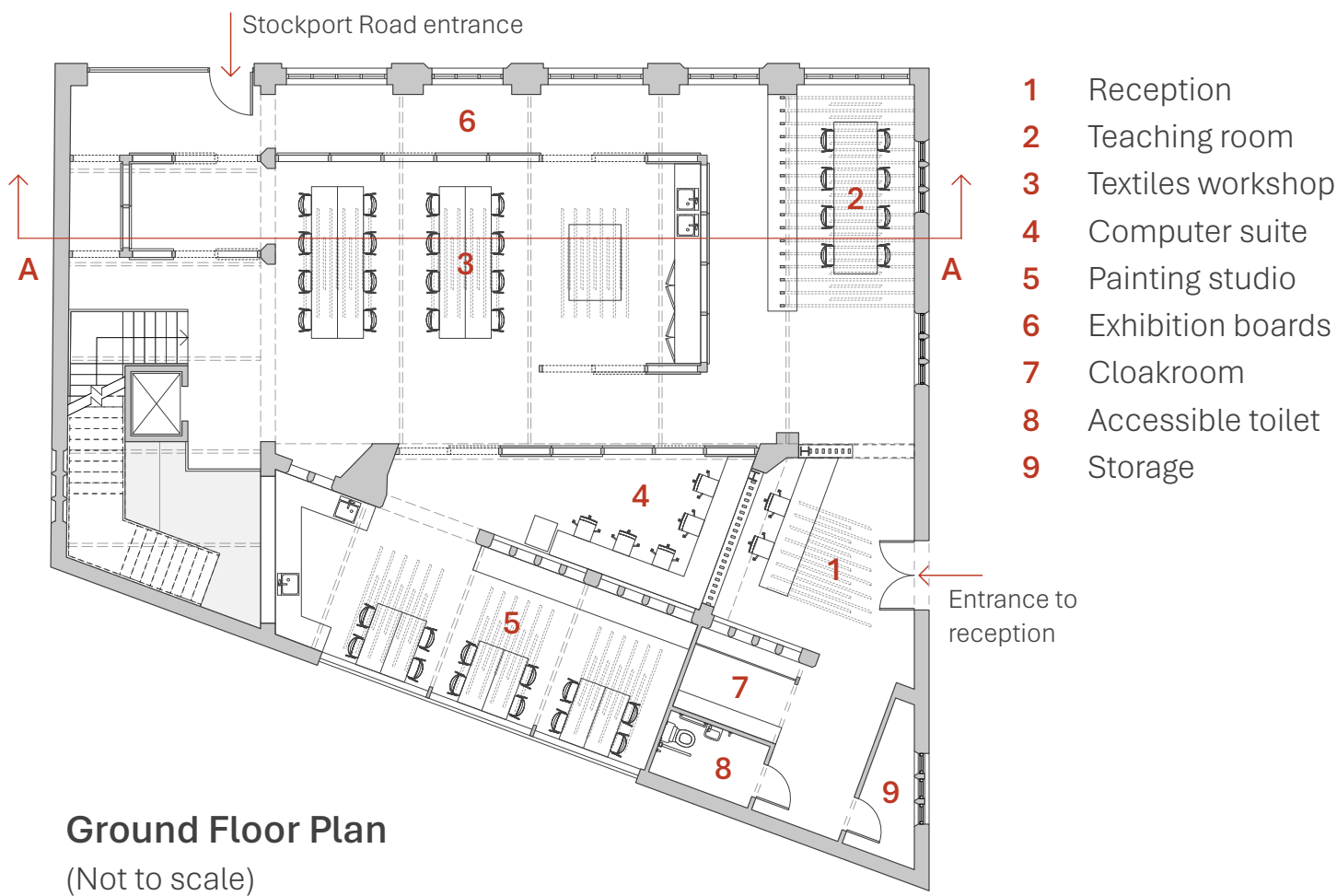
site analysis



functions

Ground Floor

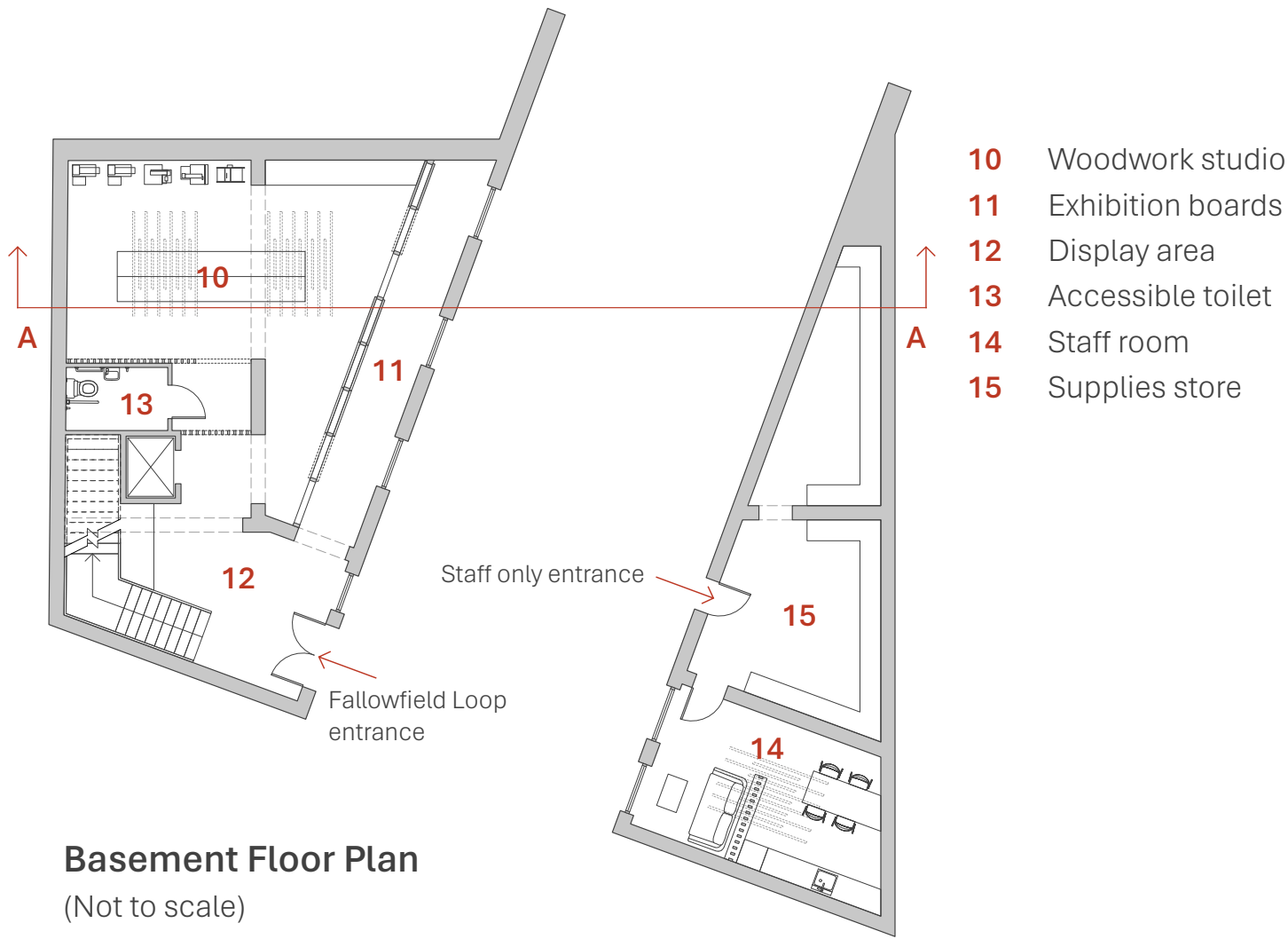
Prime+Paint features three creative education areas – a textiles workshop, a painting studio and a woodwork studio – teaching a wide range of skills and encouraging artistic exploration. The centre is also equipped with a computer suite, improving confidence in students’ digital skills, and a semi-private teaching room for small workshops. The ground floor is accessed through two entrances: the main entrance to reception from the side path, and the Stockport Road entrance to the exhibition space that encases the textiles workshop.



Painting Studio Visual

Basement Floor

Downstairs, the exhibition boards continue, facing out towards the busy walkway through the windows, but still providing a view into the woodwork studio. The basement level can be accessed through the stairs and lift, but also by a third entrance directly from the Fallowfield Loop. Across the walkway outside, a staff only entrance leads to a large storage area and a staff room.



Woodwork Studio Visual

concept

the painter's process



Step 1
Prime

The first step in an artist's process, 'prime' refers to the administrative areas of the education centre, particularly the reception area. The subtle materiality and use of white in the space reflects a blank canvas, from which any piece of artwork could emerge.

Step 2
Paint

'Paint' focuses on the creative areas within the education centre – the textiles workshop, painting studio and woodwork studio. Primary oil paint colours that were significant in the work of LS Lowry – Prussian Blue, Vermilion and Yellow Ochre – are used as wayfinding and zoning for these workshops.

Step 3
Varnish

The work produced by the students – an item of clothing or textiles, a painting or a piece of woodwork – is exhibited in 'varnish', helping to build the individual's sense of achievement. These display boards also provide a view into the studio areas, contributing to the idea that the process is just as important as the final product.

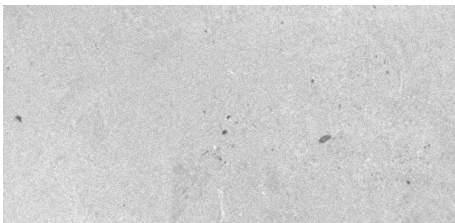


Exploded Isometric Diagram

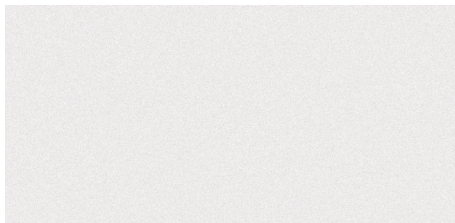
materiality



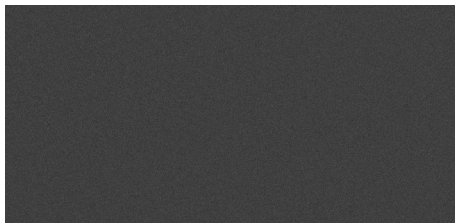
Formica Laminate – F5782 Walnut
Hard wearing and durable material selected for its visual appeal.



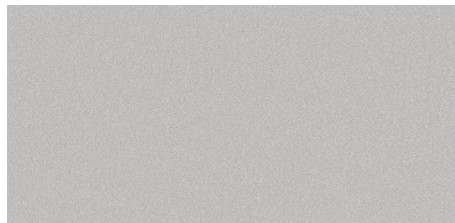
Detale CPH – KABRIC Floor Concrete
Innovative flooring finish that combines a tactile finish with a robust and enduring surface.



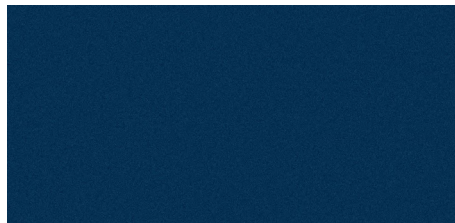
Mogu Plain Acoustic Wall Panels – A021 Marble
Provides insulation and noise reduction.



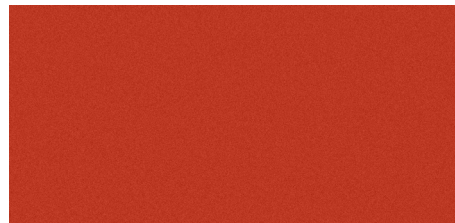
Paint
Interior and woodwork paint selected for its visual contrast.



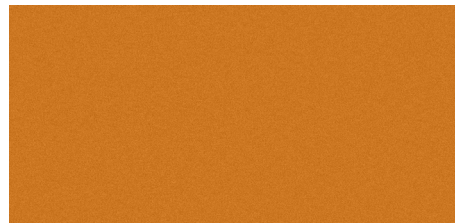
Rimex Metals Granex C1A
Applied for its visual appeal and durability.



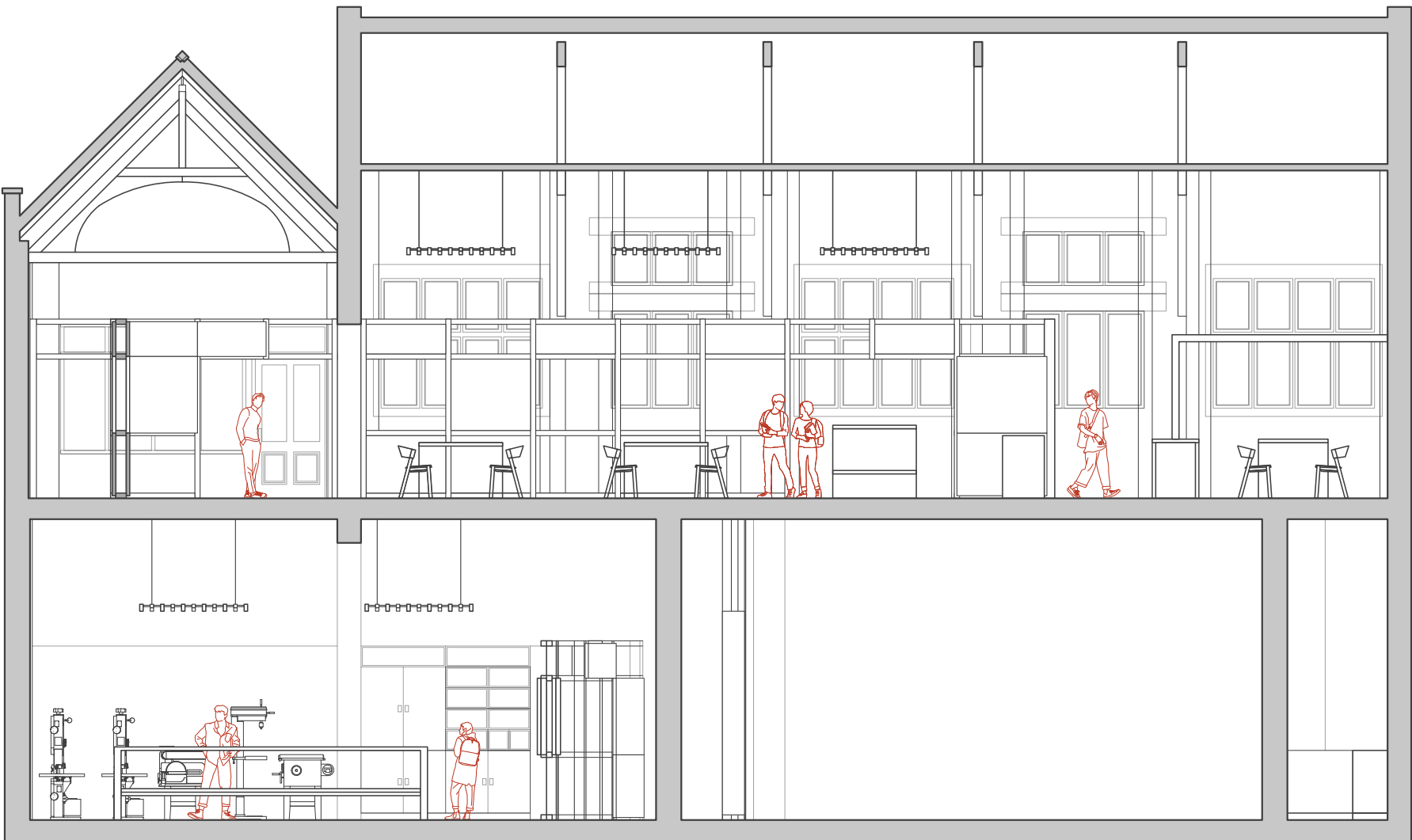
Paint
Used as wayfinding and zoning for woodwork studio, primary colours often used in educational projects.



Paint
Used as wayfinding and zoning for textiles workshop, primary colours often used in educational projects.



Paint
Used as wayfinding and zoning for painting studio, primary colours often used in educational projects.



Section AA
(Not to scale)



Reception Area Visual