

## Brief

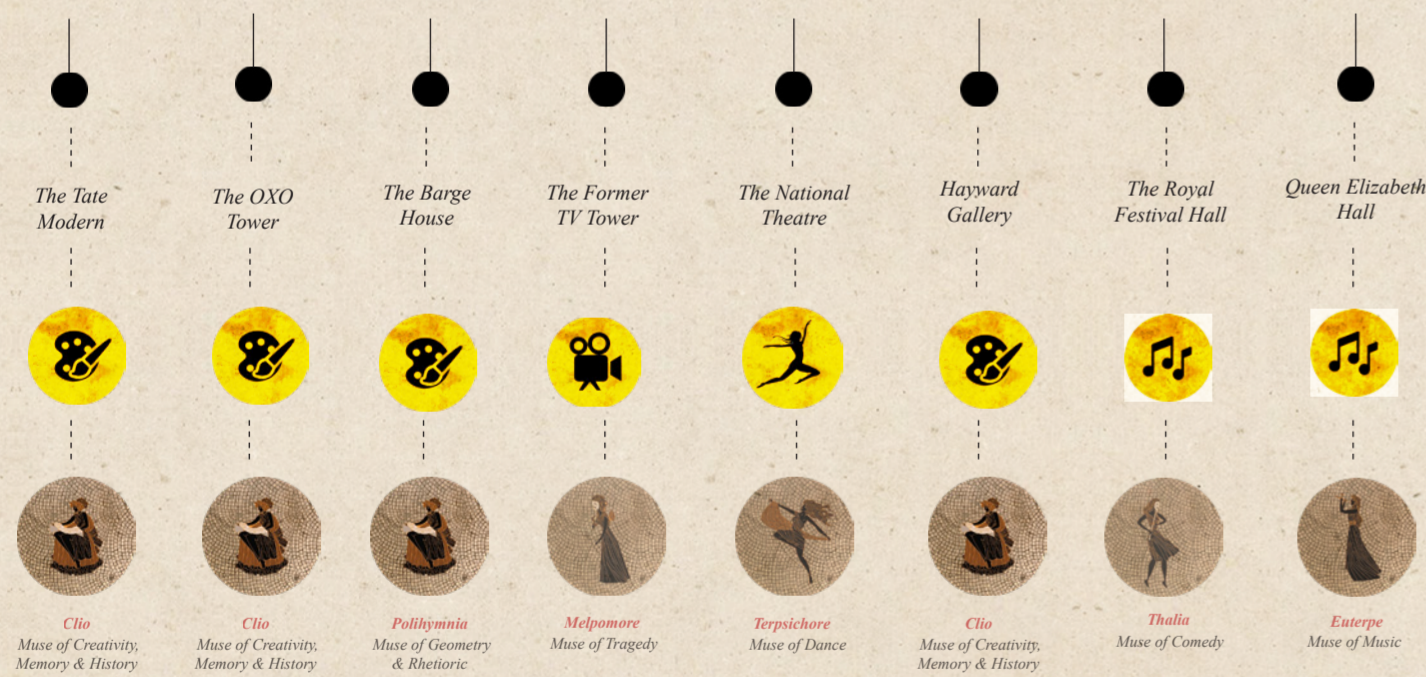
The Barge House is situated at Oxo Wharf, Barge House Street, on the South Bank on one of London's cultural trails between South Bank Centre, Hayward Gallery and the Tate Modern. It is very well known for its large scale exhibitions, immersive performances and interactive events held in the five-storey building, which has consciously and considerably been kept in its raw state by Coin Street Developers. Layers of peeling paint, exposed structural beams and columns revealing the original skeleton of the building and whispering untold stories of the past, providing a rich and unmatched unique backdrop for the numerous exhibitions, brand launches, press launches, and fashion shows held in the building over the years.

This project is a proposal for the adaptive reuse of the Bargehouse in a scenario where the iconic Vitra brand is taking possession of the building. This proposal is exploring a complex and layered concept which seeks to propose an innovative use of the building, involving "Nature" in the Design. The proposal seeks to provide a program for the Vitra brand that serves its best interest, whilst staying true to the building heritage and original mission - to serve the nine muses of Greek Mythology, the protectors of art and culture - who's name can be seen painted on the facade of the existing building.

## Local Context



A walk by the River, a journey through time ...



## The Client



Vitra was founded in 1934 by Willi Fehlbaum & Erika Fehlbaum in Weil am Rhein in Germany. Since then, Vitra has grown to be one of the most iconic brands with an unmatched heritage, and has become synonymous with some of the most innovative designs and collaborations with design giants including Charles and Ray Eames, Verner Panton, Phillip Starck, Jean Prouve, Zaha Hadid, Tadao Ando and Herzog and De Meuron. Vitra is known to be one step ahead of its time - Vitra has provided Zaha Hadid with the opportunity to realise her first ever built project, The Firestation. Vitra made the production of the Panton Chair to become reality from an idea that was deemed impossible for almost 20 manufacturers, and Vitra has established a decades long friendship and collaboration with the iconic design couple, Charles and Ray Eames, one that gifted us with the legendary Eames' Designs. Vitra prouds itself for its sustainable values.

## Existing Building Context

South Elevation



Section, North



North Elevation



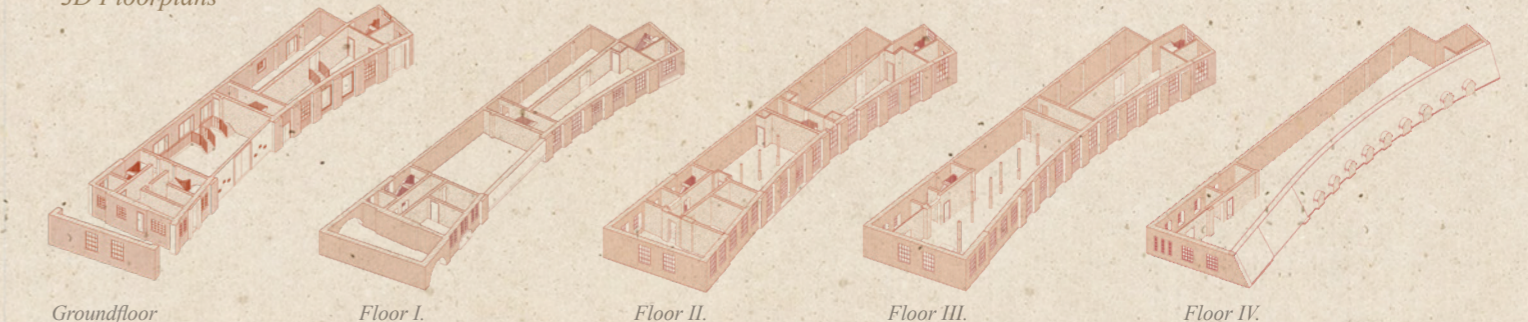
Section, South



The Nine Muses of Greek Mythology



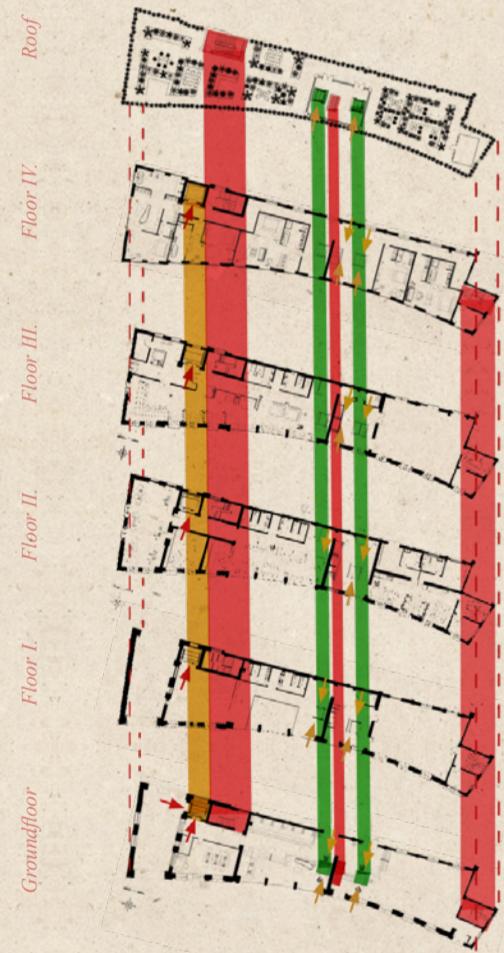
3D Floorplans



## Render of the Yard



## Circulation in the proposed design



### Stairs

Existing retained stairways. Central stairway originally leads only up to the 3rd floor; this will be extended to reach the roof.

### Proposed Passenger Lifts

The proposed glass passenger lifts will connect the ground-floor with the roof, providing disabled access both on the ground-floor level and the mezzanine level.

### Proposed Service Lift

The proposed service lift could be accessed from outside and also from inside the building on the ground level and would connect the ground-floor with Floor IV. The 2000 x 2000 lift would enable the transportation of larger items between the floors, and would provide direct access to the kitchen of Cafe Vitra.

## Proposed Siteplan



1. Nature first would be introduced in the yard, where two green islands would be positioned in the centre of the space. The L shaped cor-ten steel islands would create an enclosed space, with two, 14 and 17 meter long fountains in their centre, referencing the River Thames. The presence of water has a proven calming effect on the nervous system, and its use is a common practice in creating biofilic designs. The fountains, in combination with the green islands populated with ferns and plants that thrive in shade, would provide a cooling oasis for the locals in the increasingly hot summer months, and would bring life to the vast unused space between the Oxo Tower and the Bargehouse.

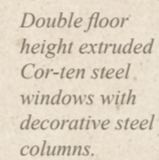
2. The North-East walls of the building would be transformed into a vertical garden, inspired by the vertical garden of the Caixa Forum in Spain, designed by Herzog & de Mauron and Patrick Blanc.

3. The remaining large portion of the yard would be transformed into a green park, inspired by the Oudolf Garden at the Vitra Campus in Switzerland. The park would be surrounded with a walking path covered in gravel, following the long cor-ten steel benched planted green islands.

## Proposed South Elevation



The Proposed Cor-ten steel extruded windows with the decorative steel columns are a contemporary interpretation of the decorative column details on some of the existing windows.



Double floor height extruded Cor-ten steel windows with decorative steel columns.



Curved Glass Structural wall embedded between existing, extended, curved structural columns. Structural columns are clad in green glazed terracotta tiles, inspired by the existing materiality on the North Exterior of the Bargehouse.



Extruded terracotta tiles fabricated by using the extrusion forming method creating an exterior terracotta belt between the 3rd and 4th storey, and under the Cor-ten steel planters on the roof.

The existing roof structure would be removed and replaced. The exterior walls of the new 4th storey would be clad with green glazed terracotta tiles, referencing the existing materiality found on the north elevation of the existing building.



## Section Cut



Groundfloor

Floor I.

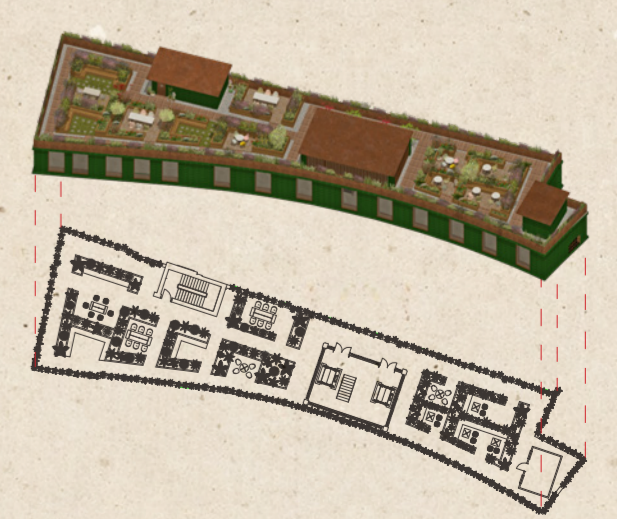
Floor II.

Floor III.

Floor IV.

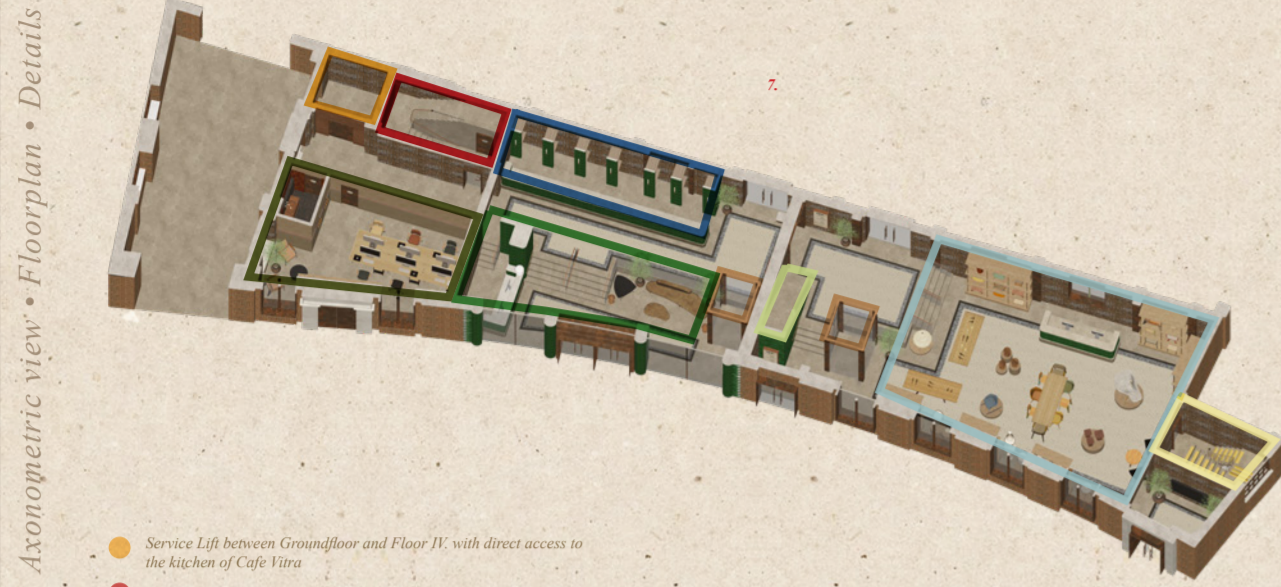
Roof

## Proposed floorplans



Groundfloor

The Vitra Store & The Reception Hall



- Service Lift between Groundfloor and Floor IV, with direct access to the kitchen of Cafe Vitra
- Existing retained stairway between Groundfloor and Roof
- Manager's Office
- Reception Hall
- Existing retained stairway extended up to Roof
- New glass passengers lifts connection the Groundfloor
- Vitra Store
- Existing retained stairway between Groundfloor Floor IV

Floor I

The Eames and The Jean Prouve Exhibition Halls



- Service Lift between Groundfloor and Floor IV, with direct access to the kitchen of Cafe Vitra
- The Jean Prouve Exhibition Hall
- Men's and Women's bathrooms with 2 x cubicles and handwash basins
- New glass passengers lifts connection the Groundfloor
- Disabled Toilet
- Existing retained stairway between Groundfloor Floor IV
- Charles Eames Exhibition Hall
- Existing retained stairway between Groundfloor Floor IV

Floor II

Club Vitra & the Zaha Hadid Design Studio



- Service Lift between Groundfloor and Floor IV, with direct access to the kitchen of Cafe Vitra
- Existing retained stairway between Groundfloor and Floor III extended upto Roof
- Club Vitra and the Nelson Club Room
- The Zaha Hadid Design Studio
- Men's and Women's bathrooms with 2 x cubicles and handwash basins
- New glass passengers lifts connection the Groundfloor
- Disabled Toilet
- Existing retained stairway between Groundfloor Floor IV
- Staff kitchen, lounge and dressing rooms
- Existing retained stairway between Groundfloor Floor IV

Floor III.

Cafe Vitra & The Panton Hall



- Service Lift between Groundfloor and Floor IV, with direct access to the kitchen of Cafe Vitra
- Existing retained stairway between Groundfloor and Floor III extended upto Roof
- Cafe Vitra
- Kitchen
- Men's and Women's bathrooms with 2 x cubicles and handwash basins
- New glass passengers lifts connection the Groundfloor
- Disabled Toilet
- Existing retained stairway between Groundfloor Floor IV
- The Panton Hall
- Existing retained stairway between Groundfloor Floor IV

Groundfloor

The Vitra would feature selected lines of Vitra's chairs, decor, home-ware and Noguchi Light Sculpture collection. The Vitra Store would employ students and graduates from the area of design, architecture, product & furniture design and interior design, and would provide bespoke interior design consultancy for its clients upon request. The store would be equipped with iPads where clients could browse and customise Vitra's product to their preference with the assistance of the Vitra Store Team.

Floor I.

The First Floor would accommodate two exhibition halls; The Eames Hall, and the Jean Prouve Hall, named after two iconic Vitra Designers. The Eames Hall would be dedicated to Vitra's own exhibitions, whilst the Prouve Hall, located around the atrium opening above the Reception Hall, could also host exhibitions in collaboration between Vitra and independent artists, designers or art institutions. Entry would be free for Club Vitra and Tate Members.

Floor II.

Club Vitra would be a blend of the three spaces; the Noguchi Library - named after the iconic Vitra Lighting Designer Isamu Noguchi - the Nelson Club Room, named after Vitra Designer George Nelson, and the Zaha Hadid Design-Studio. The Noguchi Library would be free for all Club Vitra Members, and it would be available to access for a fee for non members. (Discount would apply for the local community and design students.) The Library would stock an impressive collection of books related to the field of design, furniture design, product design, architecture & interior design. The Nelson Club Room would be a chilled, quiet room for comfortable reading experience, whilst the Zaha Hadid Studio would provide access to the use of design software to young creatives and design graduates.

Floor III.

Cafe Vitra Restaurant & Bar would provide an all-day to night dining experience with thoughtfully considered lighting design to helping to create the desired ambience throughout the day. The Restaurant could be rented for private events, and would be open to the public. Club Vitra members would enjoy dining at a discounted rate. The Panton Hall would serve as an event and Presentation Space for Vitra's own events, as well as book signings, panel conversations, design events. The Panton Hall would be available to hire for private events.

Floor IV.

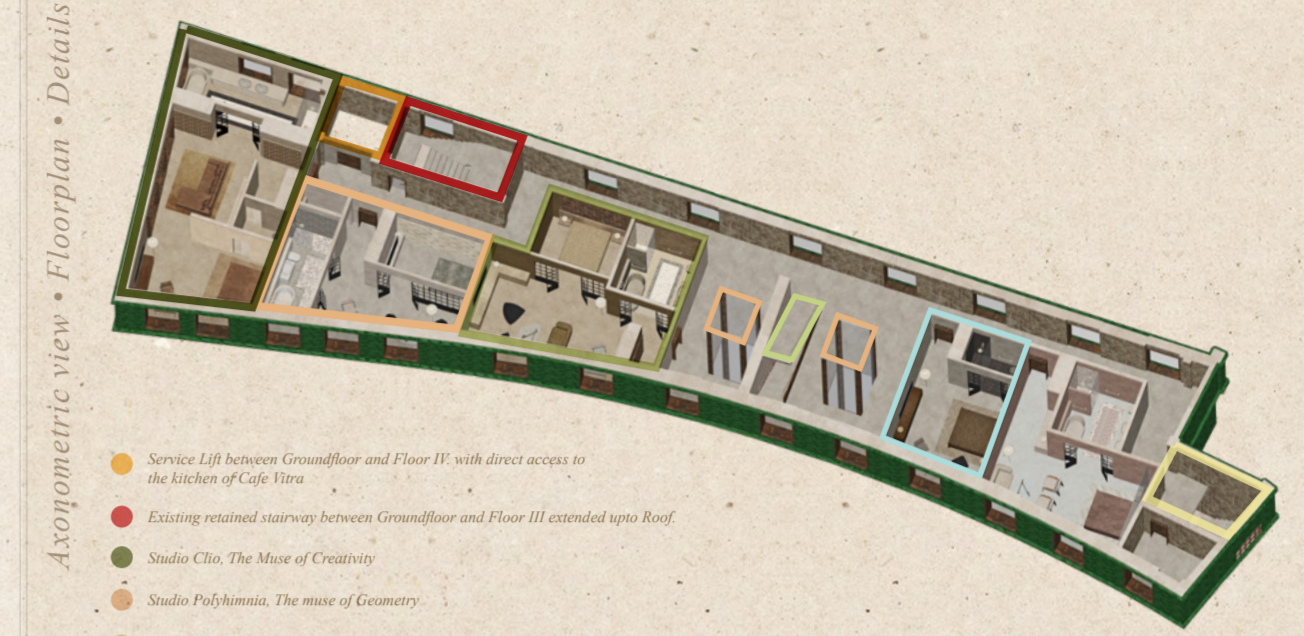
The Fourth Floor would accommodate 5 studios, each as their own distinctive design and character featuring Vitra furniture. The apartments would be named after five of the Greek Muses of Art & Culture paying a homage for the Nine Muses featured on the original facade of the Bargehouse. The studios could be booked for a discounted rate for people working in the area of design, and they would be regularly updated and redecorated by Vitra.

Roof

The Roof would be transformed into a green outdoor haven, inspired by the Vitra Oudolf Garden at the Vitra Campus. The local community could volunteer to help with the garden maintenance assisting Vitra's own gardeners, and they would have free access to the garden.

Floor IV.

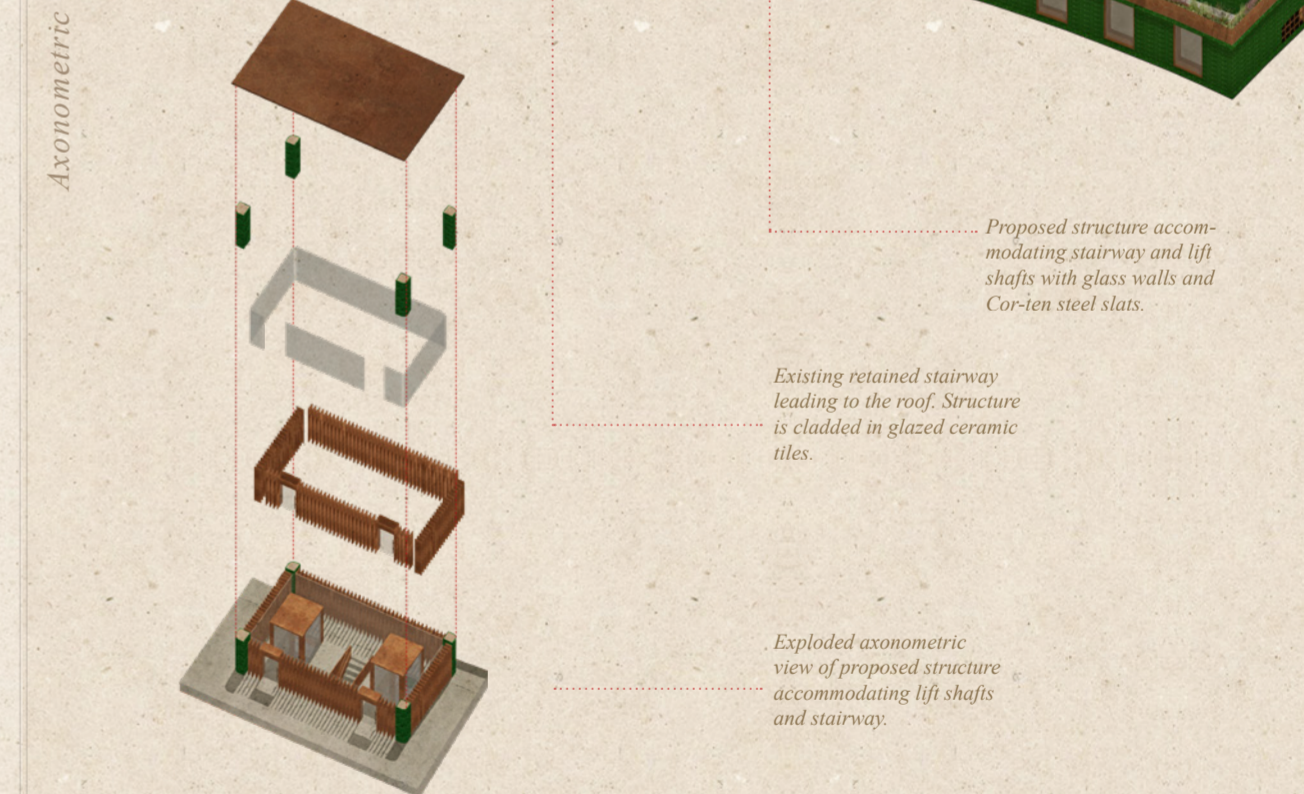
Vitra Apartments



- Service Lift between Groundfloor and Floor IV, with direct access to the kitchen of Cafe Vitra
- Existing retained stairway between Groundfloor and Floor III extended upto Roof
- Studio Clio, The Muse of Creativity
- Studio Polyhymnia, The muse of Geometry
- Studio Urania, the Muse of Astronomy
- Studio Melpomene, the Muse of drama and tragedy
- Studio Thalia, the Muse of Comedy
- Extended stairway from Floor III
- Existing retained stairway between Groundfloor Floor IV

Roof

Vitra Roofgarden



- Proposed structure accommodating stairway and lift shafts with glass walls and Cor-ten steel slats.
- Existing retained stairway leading to the roof. Structure is clad in glazed ceramic tiles.
- Exploded axonometric view of proposed structure accommodating lift shafts and stairway.

Groundfloor

Vitra Store & Reception Hall



3D Render of the Vitra Store.

Existing materiality



Proposed materials & finishes



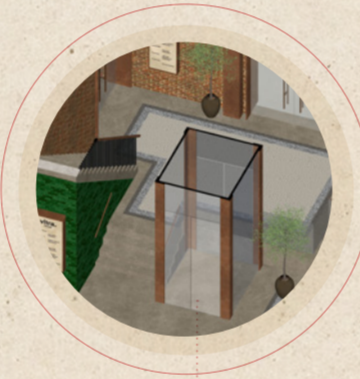
Vitra Store



1.



2.



3.



4.



Reception Hall



Axonometric Spatial Overview

Details

- Wayfinding Lightboxes in Cor-ten Steel frames.
- Existing retained stairway clad in green glazed tiles, and proposed glass passenger lift connecting ground floor with all levels.
- Bespoke shelving system for chair display with built in LED lighting, and proposed cash desk clad in green glazed tiles.
- Bespoke shelving system with built in LED lights.
- Library Corner with built-in shelving in the place of the former staircase.
- Reading booth with Jean Prouve's Salon de Fauteuil de Salon Lounge Chairs for a comfortable and laid back reading experience.
- The Nelson Club room with the Grand Repos Lounge Chairs, Eames Stools, terazzo floor inlay, and original walls retained.
- The Zaha Hadid Design Studio with the Eames Desk Unit EDU desks and Jean Prouve office chairs to provide a comfortable working environment for young designers, students and graduates.

Floor II.

Club Vitra & Staff Quarters



3D Render of the Noguchi Library

Existing materiality



Proposed materials & finishes



Library Corner

5.



The Nelson Club Room

7.



Reading Booth

6.



The Zaha Hadid Design Studio

8.



Axonometric Spatial Overview

Floor I.

The Charles Eames and Jean Prouve Exhibition Halls



The Jean Prouve Exhibition Hall

The exhibition space would be dedicated to independent exhibitions held in collaboration by Vitra and emerging designers, talents, artists or institutions. The atrium opening would enable the lifting of larger pieces of art or objects to the first floor.

The Charles Eames Exhibition Hall

Vitra's own permanent exhibition space inspired by the Vitra Design Museum, named after Charles Eames.

Floor III.

Cafe Vitra

3D Render of the bar of Cafe Vitra



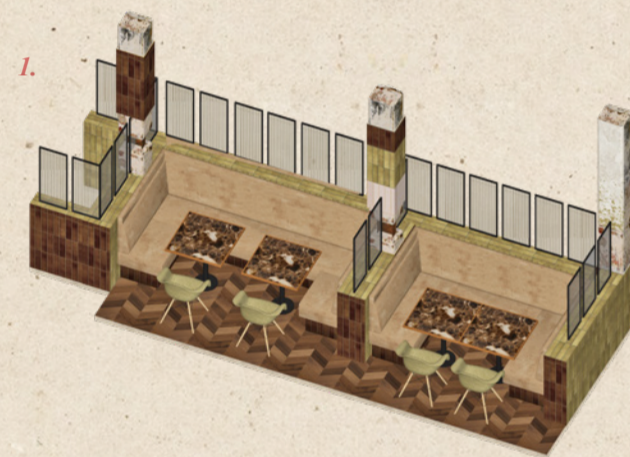
Existing materiality



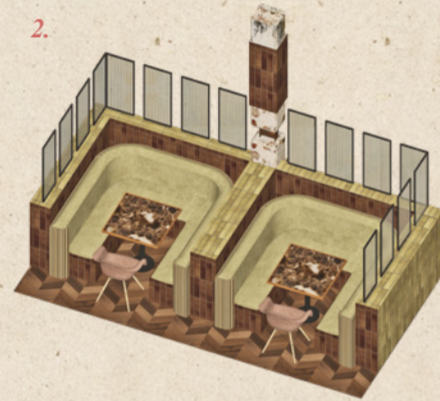
Proposed materials & finishes



Axonometric views • Details



Banquet Seating with existing structural Columns



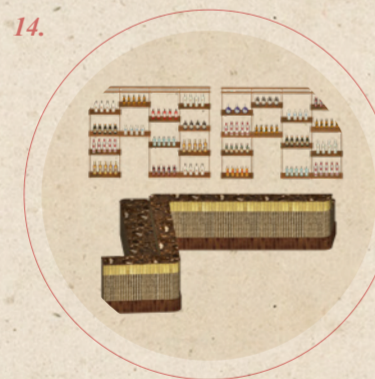
Banquet Seating with existing structural Columns



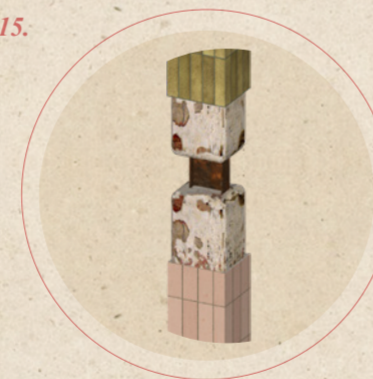
Proposed windows with proposed dining booths



Reception area at the entrance of the restaurant with bespoke LED cor-ten steel sign with the Vitra logo, and wall cladding with reclaimed wood mosaic tiles.



Proposed bar and suspended steel shelving system.



Existing structural column cladded with glazed tiles, colour palette is referencing existing colours of layers of peeling paint and plaimpst-est.

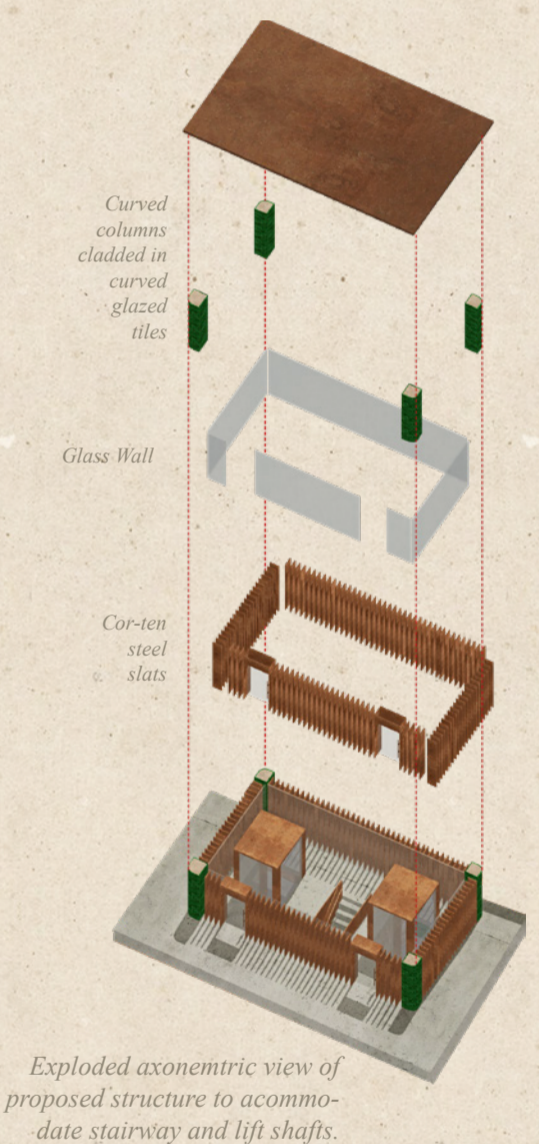
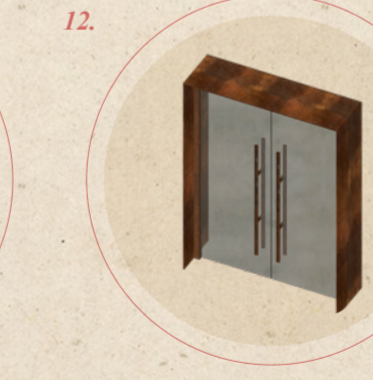
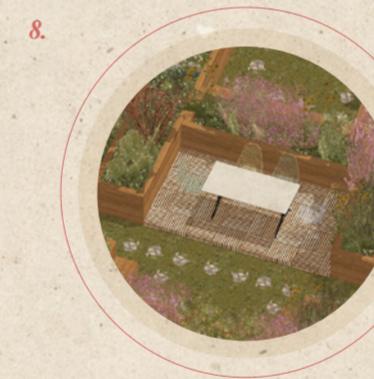
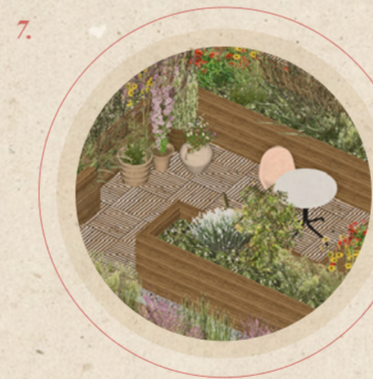
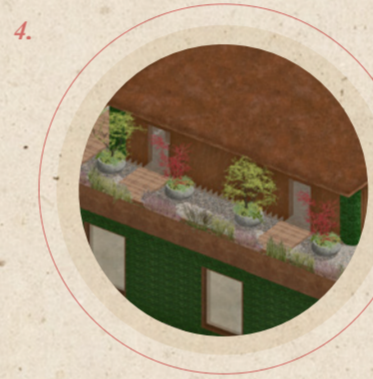
Roof

Vitra Roofgarden

3D Render of the Vitra Roofgarden



Axonometric views • Details



Exploded axonometric view of proposed structure to accommodate stairway and lift shafts.

Details

- Proposed banquet seating built around the existing structural columns.
- Proposed banquet seating built around the existing structural columns.
- Axonometric view of seating boots by the proposed cor-ten steel windows.
- Axonometric view of proposed structure accommodating lift shafts and stairs with cor-ten steel slats.
- Axonometric view of secluded sitting boots in the garden created between the planting islands, featuring Vitra's outdoor furniture.
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- Axonometric view of structure accommodating existing stairway cladded in glazed tiles, with proposed extruded cor-ten steel door.
- 10 - 11 Axonometric view of proposed cor-ten steel single and double door with extruded frame and round glass peek through windows
- Axonometric view of proposed extruded cor-ten steel frame and glass doors

Floor IV.

Vitra Apartments

Axonometric view of Studio Polyhymnia, named after the Muse of Geometry



Axonometric view of Studio Urania, named after the Muse of Astronomy



Axonometric view of Studio Melpomene, the Muse of Drama & Tragedy



Axonometric view of Studio Thalia, the Muse of Comedy

