

PILGRIMAGE OF TASTE

Pilgrimage of Taste is a multi-storey dining experience spanned over three floors. The company is located at the old constitutional club at 18 silver street, Lincoln and is a grade two listed building. The main feature of the building is a multi-sensory, virtual reality, fine dining restaurant where guests will be able to experience first-hand, various religious celebrations through the food presented to them. The five chosen religious celebrations are Ramadan, Chinese new year, Diwali, thanksgiving and Passover.

On the ground floor is where the quick service restaurant is located where members of the public can have a quick, efficient lunch or dinner that is also inspired by the multiple celebrations but on a more affordable income. Each celebration is represented by different coloured partition walls which create enclosed spaces. These walls are then brought together by a 2 storey lighting structure in the centre of the restaurant connecting all floors together.

The central lighting structures purpose it to be a central beacon in the centre of the building and to also connect each different floor together so even though the users may be there for different purposes, the lighting structure connects them all together. Similar to the meaning of bringing people from all background and beliefs together under one roof.

On the basement floor, is a themed market retail shop which supplies different ingredients and produce mentioned in the upper two floors relating to each of the 5 celebrations. The market place is one way walk through circulation which allows customers to flow through each sectioned room, looking at different produce which mostly has been sourced nearby from local businesses.

The main purpose and aim of Pilgrimage of Taste is to bring a more subtle approach to the subject of religion through food and multi-sensory experiences. Also to create a reusable cycle of buying produce from the surrounding city and then giving back to the community through using it in its food.

SITE AND LOCATION



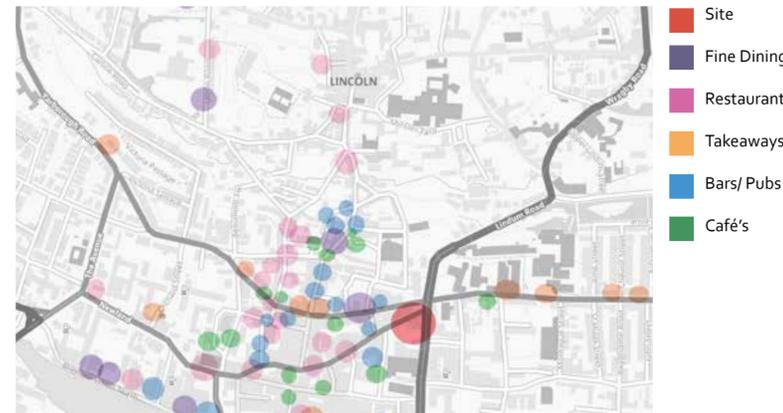
Site map of the site, located in Lincoln city centre, 18 Silver Street



Site map of the site, located in Lincoln city centre, 18 Silver Street



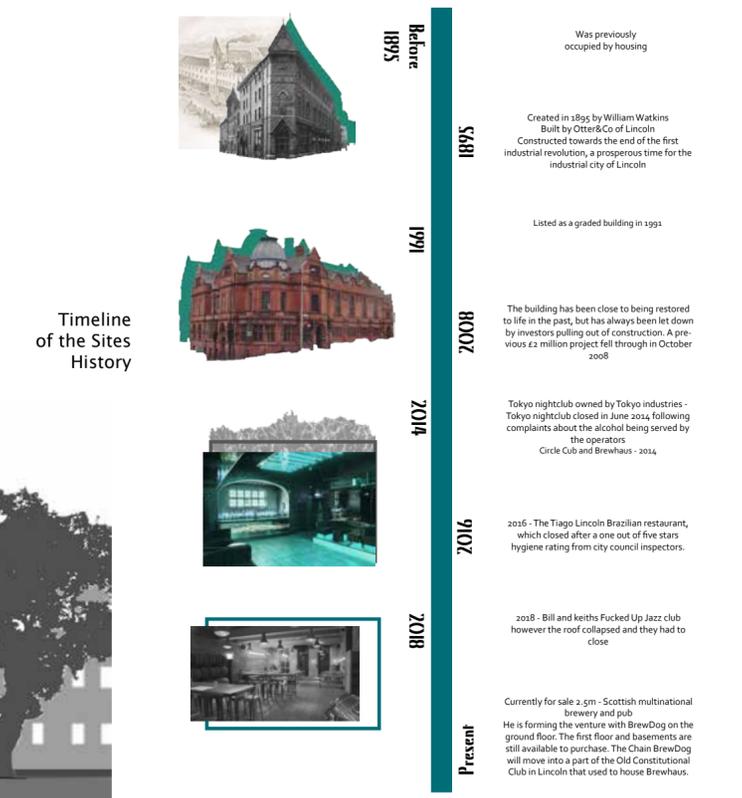
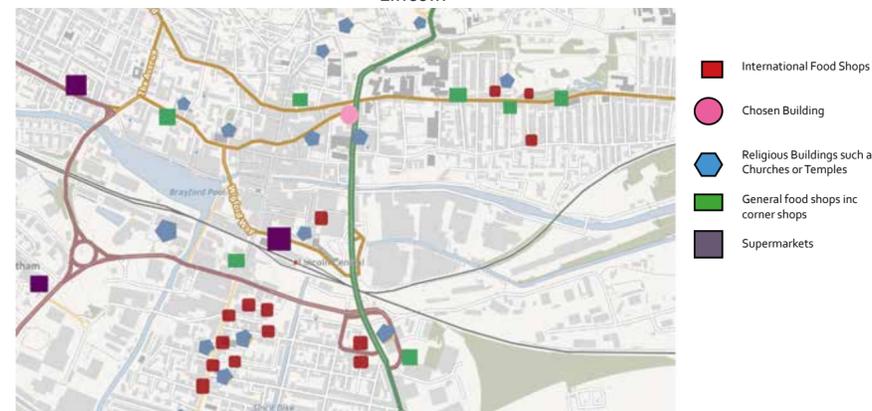
Conceptual Model of Existing Site at 1:125



A map showing the demographic of religious landmarks, and international shops in Lincoln



Model of Demographic of Eateries around Lincoln City Center 1:2500



Amy Bates



CLIENT AND USER



Collages showing the difference of lifestyles in the persona's



USER - The proposal focuses on educating and providing a unique dining experience to the locals and tourists of Lincoln. To help understand the function of the building and to find a target audience, two separate persona's were created that hold completely different background and objectives. A persona of a food critic was created who is in his 60's and whose main objective is to try the full experience to then write on his blog or to feature in his article in the tabloid magazine. The other persona was a stay at home mum of 4 who lives nearby and it familiar with the area to create a diverse audience that would visit the building. She's Not very favourable of fancy and up-market dining and much prefers somewhere casual where she can take the family. This means that she wouldn't likely come to the fine dining experience unless for a special occasion so would be much more suitable for the quick service option.



A collage showing the persona of the client

CLIENT - The intended client is a religious, communal charity called 'Spiritual Hands' who donate to numerous religious community centres providing them with food and money. The business itself will be owned partly by the creator of the idea who trained full time as a sous chef in renowned restaurants and also an entrepreneur who is funding the company after it winning a competition. The inspiration for the restaurants idea of combining religion and augmented reality came from the owner who went on a pilgrimage to across called Camino de Santiago which translates to Pilgrimage of Compostela.

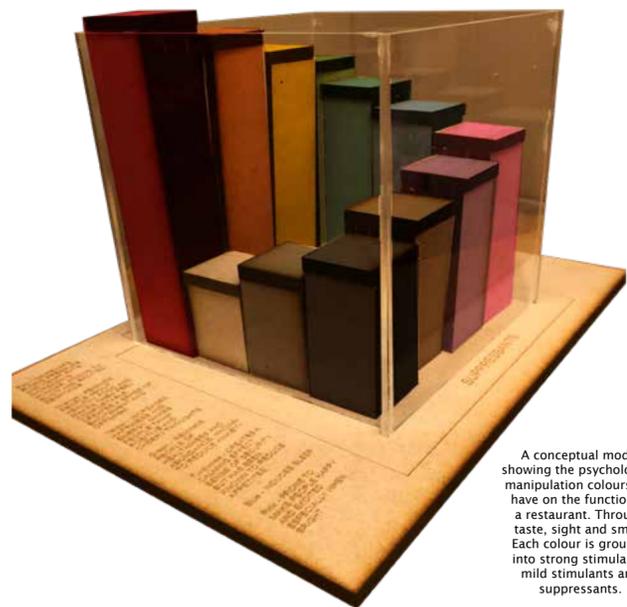


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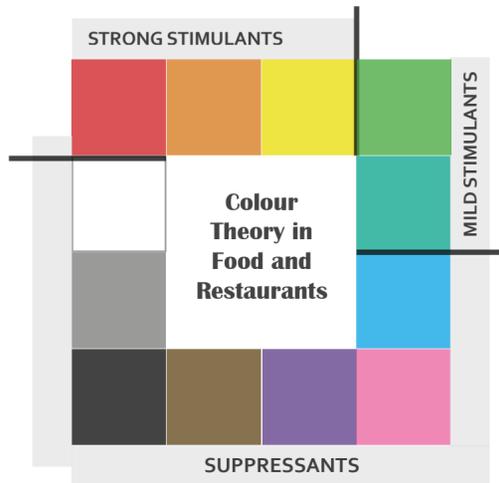
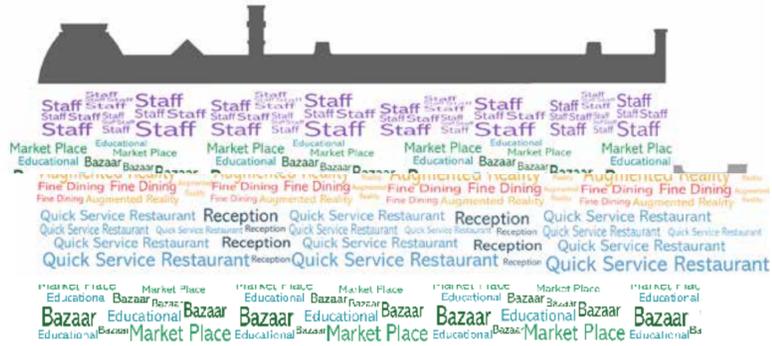
INITIAL RESEARCH COLOUR PSYCHOLOGY

To give a more of an interactive theme to the dining experience the foods provided in the restaurant space will be chosen through its importance to each religious celebration and its symbolism. To find more specific food, the research was undertaken to look at important religious holidays which use food as a way of celebration such as certain American-Christians have Thanksgiving and Muslims have Eid.

Colours can easily effect a user's mood and the way the other senses are perceived such as taste and smell. Generally, in design purposes they colours are split into three groups of strong stimulants,



A conceptual model showing the psychological manipulation colours can have on the function of a restaurant. Through taste, sight and smell. Each colour is grouped into strong stimulants, mild stimulants and suppressants.



A diagram of the three groups of colours in restaurant design through smell and taste

To help understand this concept, a conceptual modal was created showing the importance of colour in terms of strong stimulants to suppressants. Using research previously constructed on the different types of colours, different heightened blocks were incorporated around a square to show the most useful to use in a restaurant design space, to the most avoidable.

BRIGHT LIGHTING

- Usually used in Fast Food Restaurants
- Brighter lights may help stimulate the guests, encouraging them to eat their food quickly and freeing up the table for another customer that will do the same.
- High-intensity lights can be utilized to create an illusion of greater space.
- People are said to be attracted to stronger flavours under brighter lights

LOW INTENSITY

- Sometimes a relaxing atmosphere with warm but low lights can invite guests to sit and stay longer, perhaps adding to their overall order with dessert and coffee or another cocktail.

MOOD LIGHTING

- Makes people inclined to linger longer, to relax and is better for a romantic dinner too
- A dimly lit ambience may be what you desire for the overall restaurant, or simply the lounge and the bar areas, to create a bit of intimacy in the right setting. Brighter lights create a more lively mood that can read as casual, which can be quite appropriate for certain establishments.
- Low intensity lights that are warm in colour to create a relaxed atmosphere but also intimate. Especially for a more bar setting.

Info-graphic showing how lighting can affect a restaurant and peoples behaviour

STRONG STIMULANTS

- VANILLA
- LAVENDER
- CAMOMILE
- BREAD

MILD STIMULANTS

- COFFEE
- CITRUS
- PEPPERMINT
- CUCUMBER

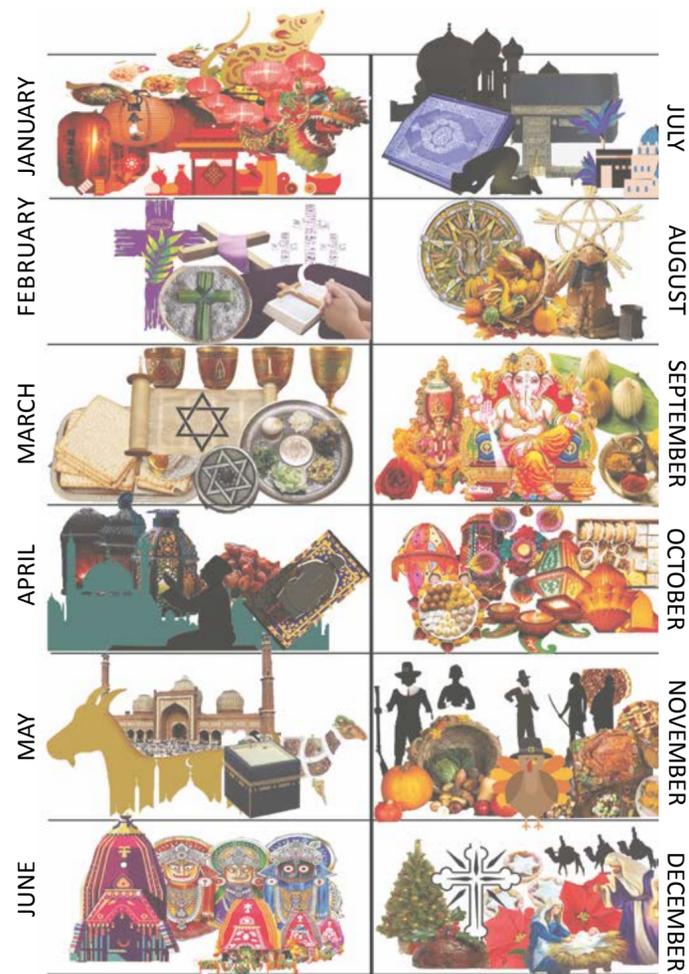
MIXED STIMULANTS

- CHOCOLATE
- GARLIC
- CINNAMON
- FISH

SUPPRESSANTS

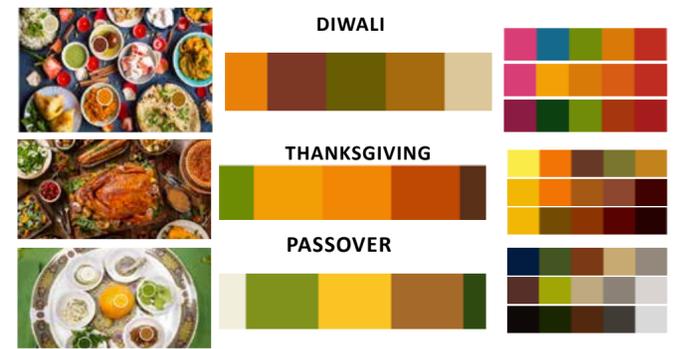
- CHEESE
- SMOKE
- PUBLIC TOILETS/ DRAIN

An info-graphic showing how different foods can be stimulants or suppressants depending on its smell or taste



Yearly Collage Calendar looking at certain religions celebrations that occur throughout the year

January – Chinese new year (Buddhism), February – Lent (Christian)
 March – passover (Judaism), April – Ramadan (Islam), May – Eid (Islam),
 June – Rath Yatra (Hinduism), July – Hajj, August – Lughnasadh,
 September– Pitru Paksha, October – Diwali,
 November – Thanksgiving (Christian), December – Christmas (Christian)



Colour Scheme Generated by looking at traditional meals defining the three main colours used per celebration



Moodboards created dependant of the chosen religious celebration. From L to R: Eid, Thanksgiving, Passover and Diwali

Making sure not to use too much suppressant colours, 3 main colours were chosen for each celebration that is used for décor and the reclaimed wood separations on the quick service restaurant.

From the colours collected, they were then merged into the ground floor design and designated to sectioned rooms that branched off from the lighting structure. This also themed the market stall sections on the basement floor as well.



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DETAILS

RESTAURANT BOOTHS

Restaurant Booths located on the quick service floor.

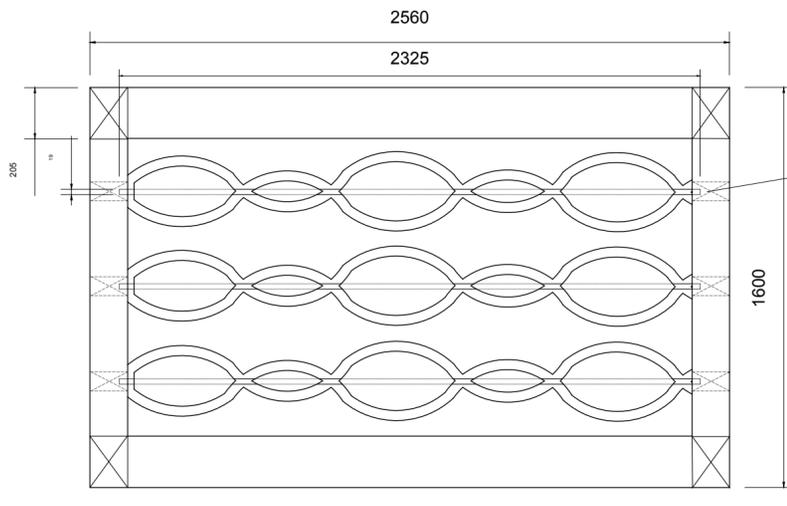
Measuring 1600mm x 2560mm. Seats up to 5 adults or 6 mixture of adults and children

Shapes similar to the central lighting structure pattern which allows lighting to flow through the ceiling to the guests tables below



Hybrid Detail Model of the booths in section using MDF and acrylic

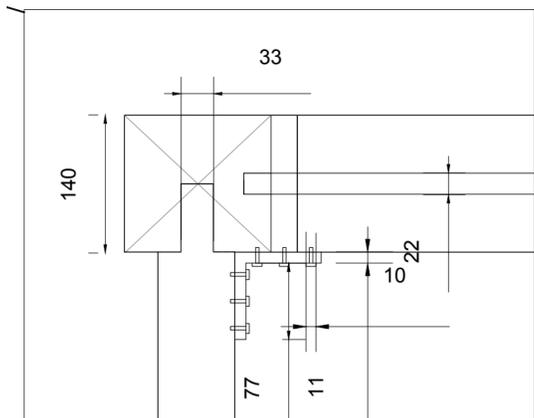
Floor Plan of Booth from ceiling showing roof pattern 1:20



Brush steel pole going through decorative roof design to connect the shapes from one side to the other. Measuring 2325mm x 19mm.

The steel pole goes all the way through one end of the booth wall through a drilled hole and half way through the other and kept in place by a metal end cap.

Detail B: Connection between the decorative roof and support beams 1:5



- A The roof and wall of the booths connected by a round mortise and tenon joint measuring 33mm.
- B The main turret of the joint comes upwards through the vertical bars on the side.
- C Right angled steel bracket made from steel to relate to the lighting structure (see detail 1) to give extra stability. 77mm x 77mm x 10mm
- D Attached by brass painted metal bolts measuring 11mm x 25mm. 6 bolts needed in total



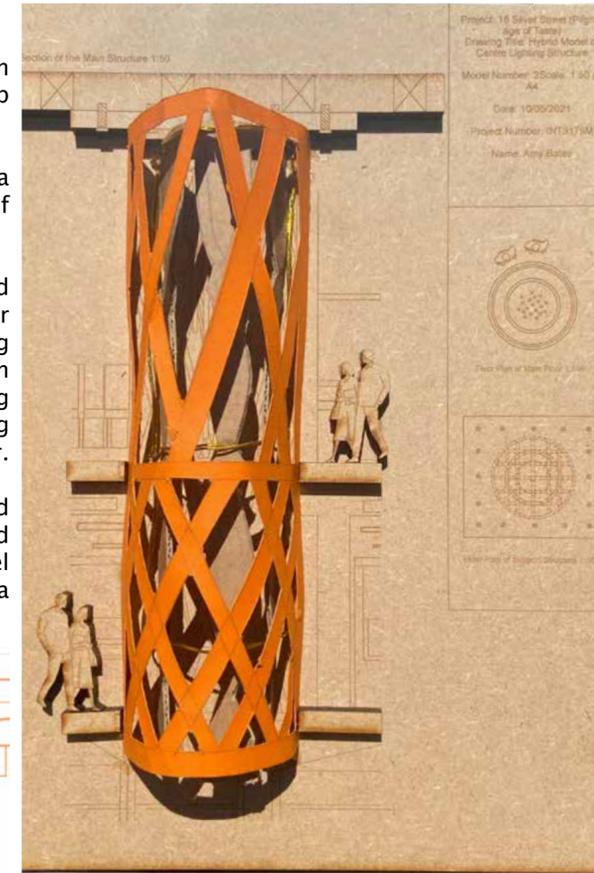
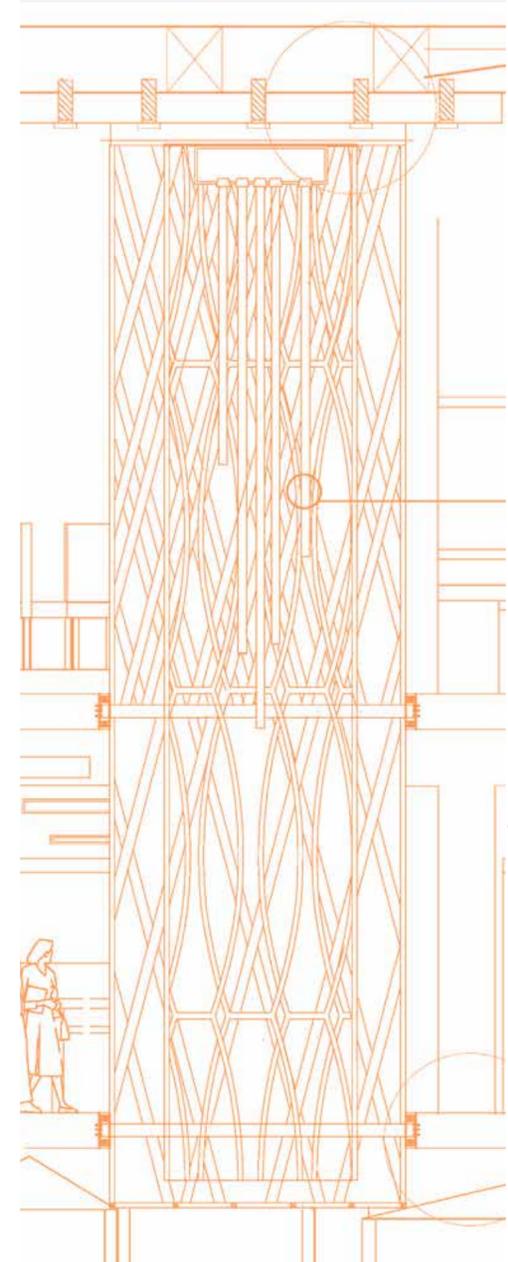
CENTRAL LIGHTING

Measures 10610mm high and flows through all 3 floors of the building (minus the top floor)

The main structure of the piece involves a center platform of LED poles which act of the lighting source.

Surrounding the LED lights is reclaimed wooden timber frame in a pattern similar to the infinite symbol once again creating the togetherness concept. The pattern on the lighting structure is also reflecting on the doors throughout the building and hanging lights on the first floor.

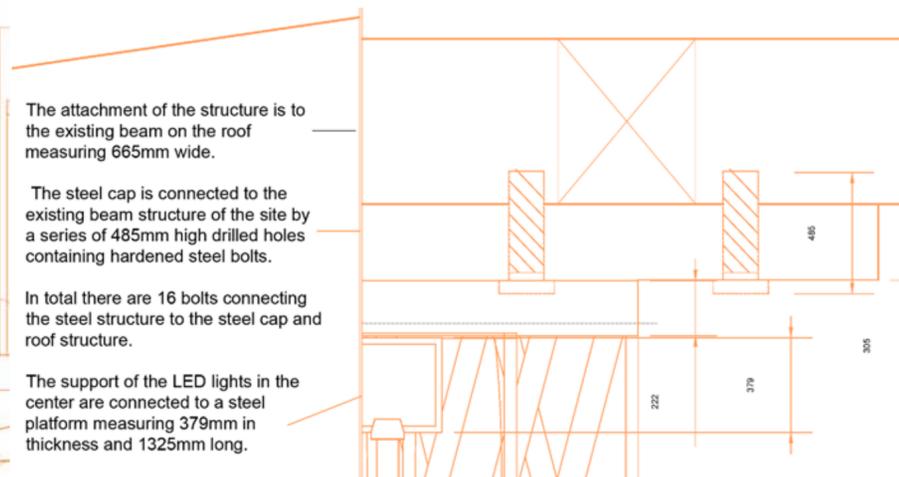
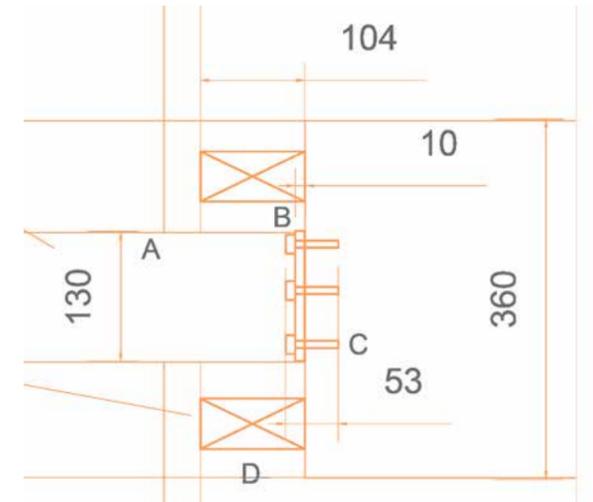
Finally a decorative steel sheets and placed in a formation to create a skeleton around the timber frame. The formation of the steel plates allows lights to be manipulating to a degree onto the specific floor.



Left: Section of Lighting Structure 1:50

Right: Detail of Floor Connect Supports 1:5

Below: Detail of Roof Connection 1:20

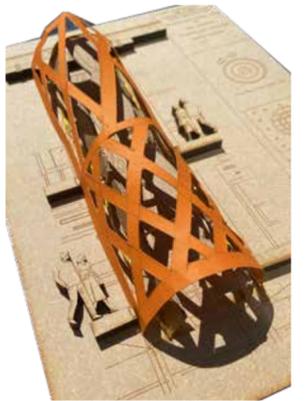


The attachment of the structure is to the existing beam on the roof measuring 665mm wide.

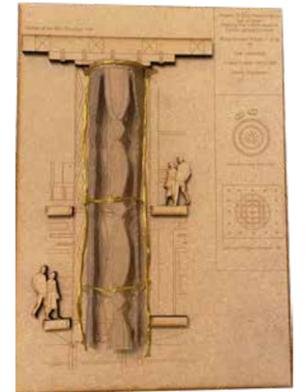
The steel cap is connected to the existing beam structure of the site by a series of 485mm high drilled holes containing hardened steel bolts.

In total there are 16 bolts connecting the steel structure to the steel cap and roof structure.

The support of the LED lights in the center are connected to a steel platform measuring 379mm in thickness and 1325mm long.



Hybrid Detail Model of Lighting Structure using MDF, cardboard and wire



PILGRIMAGE OF TASTE



SPACIAL STRATEGY

KEY:

- Private/ Staff Quarters
- Outside Area
- Ramadan
- Passover
- Thanksgiving
- Chinese New Year
- Diwali



Ground Floor Plan
1: 400

Inc. Quick Service
Restaurant
Larger Projection Room



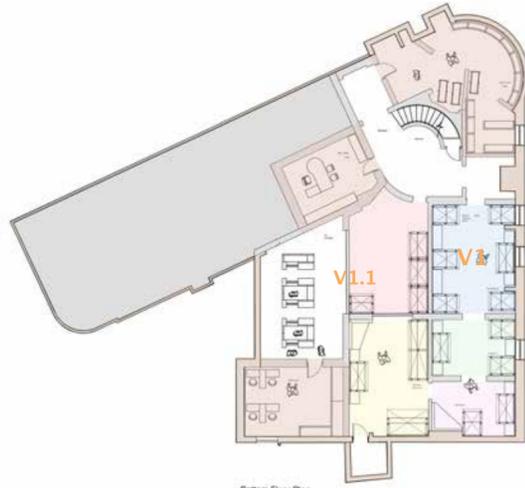
GROUND FLOOR

QUICK SERVICE
RESTAURANT
AREA



Amy Bates
Basement Floor
Plan
1: 400

Inc. Retail Market Shop
Stock Room



BASEMENT

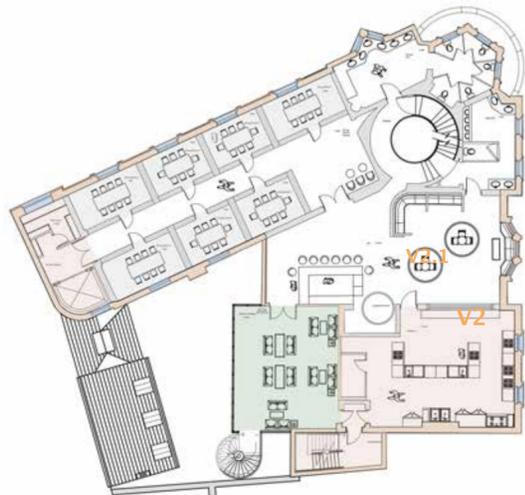
MARKET AREA

This market place will be solely created to educate customers more on the different religions mentioned in the experience on the quick service ground floor as well as the fine dining floor.
The circulation of the market place is a one way circulation allow guests to travel through the specific themed areas, that then leads them to the till counters to pay. This allows customers to flow through each sectioned room, looking at different produce which mostly has been sourced nearby from local businesses.



First Floor Plan
1:400

Inc. Private Projection
Restaurant
Private Bar
Outside Veranda

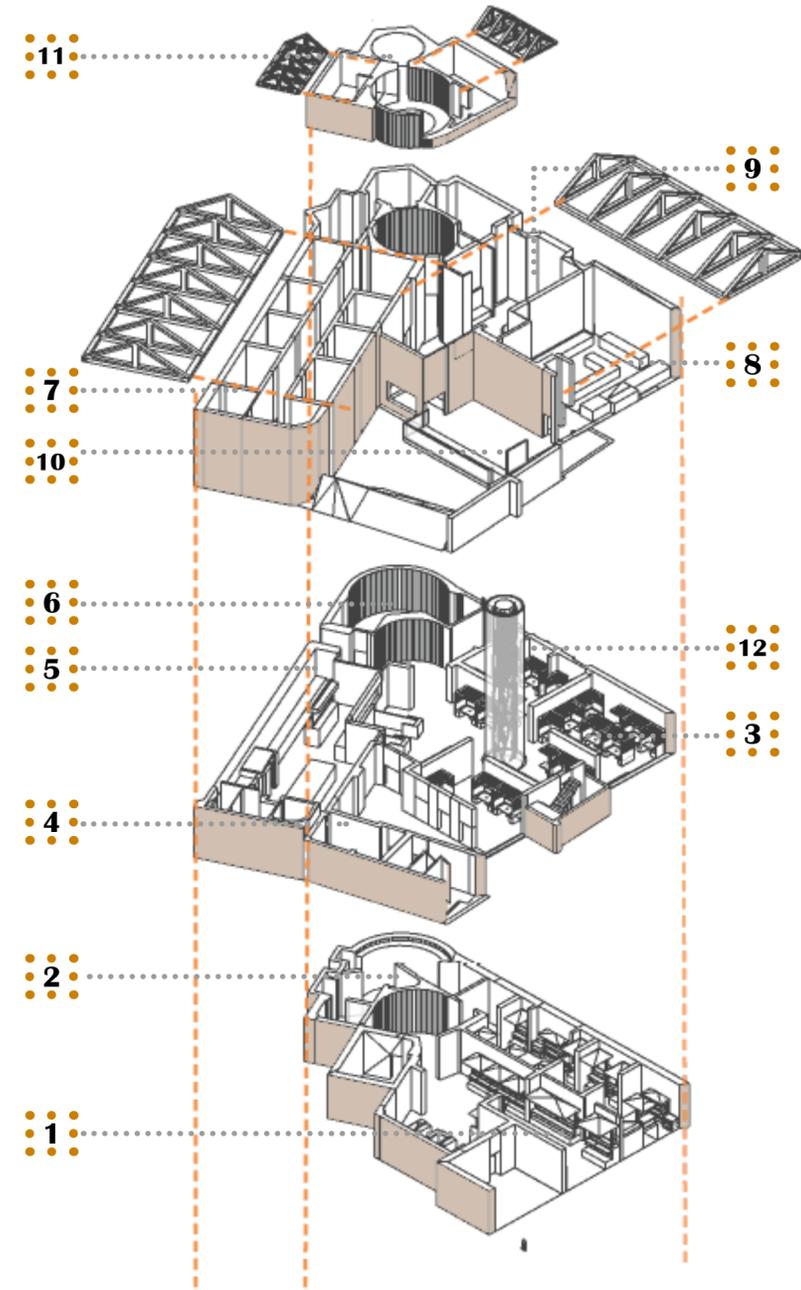


FIRST FLOOR

BAR AREA

A bar area where guests will want to be called to their designated private projection rooms. Multiple religions will be presented through various courses and when a course is eaten, the surrounding environment with change to fit the context of the dish. For example, if a dish is inspired by the Islamic religion subgroup, Sunni, the environment projected will be symbolic buildings of that faith and show a country that the religion is very popular in.

Right: Axonometric
of Site

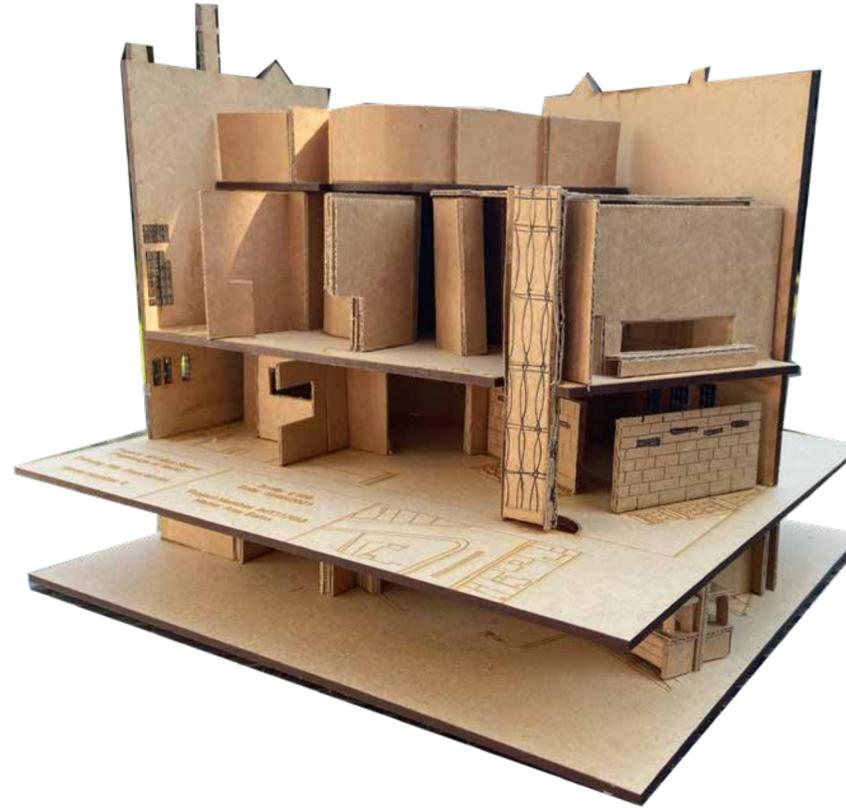
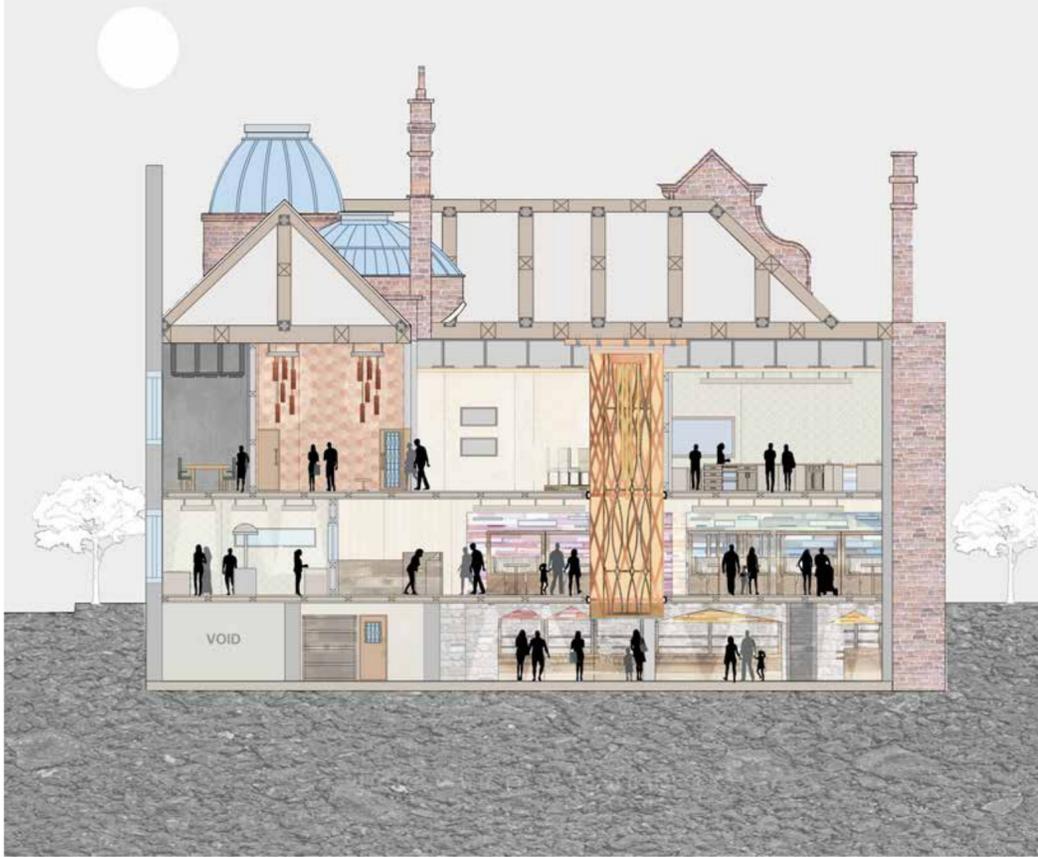


- | | | | |
|---|--------------------------|----|---------------------|
| 1 | Market Retail Space | 8 | Fine Dining Kitchen |
| 2 | Stock Room | 9 | Bar Area |
| 3 | Quick Service Restaurant | 10 | Outside Veranda |
| 4 | Quick Service Toilets | 11 | Staff Quarters |
| 5 | Quick Service Kitchen | 12 | Lighting Structure |
| 6 | Large Projection Room | | |
| 7 | Private Projection Rooms | | |



Amy Bates

Section C CAD Visual 1:200



Final Model 1:100 Interior (Not to Scale)



Final Model 1:100 Exterior (Not to Scale)

MATERIALS



The main strategy of the building is to create more space and privacy as you go up the building with the basement being quite crowded and public to the first floor where there is more space and is very private. This is also represented in the materials used as they get more sophisticated and exorbitant as you go up the building such as terracotta tile and copper. For more cheaper materials, reclaimed wood, stone and concrete are used to create a more laid-back aesthetic that does not distract away from the coloured partition walls of the quick service restaurant. On the first floor beige, terracotta colour are used as to create anticipation for the main projection dining experience, hidden away behind two large doors.

- A. LUXOR TUMBLED 30x30x1.8cm Tiles. Sourced: Claybrook Studio
- B. HANDMADE TERRACOTTA PALE 20X20 Tiles: Sourced: Claybrook Studio
- C. EGLISE ROUEN Size: 19.8x19.8 Tiles. Sourced: Claybrook Studio
- D. RAVINE RUSTIC 100-230MM 1-STRIP Reclaimed Wood. Sourced: HAVWOODS Flooring
- E. Reclaimed Terracotta Hexagon Tiles Size: 15x15. Sourced: Claybrook Studio
- F. Linear Fabric in Natural. Sourced: Dunelm
- G. CONCRETOPIA LASDUN 90X90. Sourced: Claybrook Studio
- H. 230 - Moonscape Stainless Steel Sheet. Sourced G-Tex
- I. CONCRETOPIA SPENCE 90X90 . Sourced: Claybrook Studio
- J. Marmoleum Striato 5232 Rocky Ice. Sourced: Uk Contract Flooring
- K. CREEK RUSTIC 100-230MM 1-STRIP Reclaimed Wood. Sourced: HAVWOODS Flooring
- L. Marmoleum Real Serene Grey 3146. Sourced: Uk Contract Flooring
- M. FLUME RUSTIC Solid Pine 140MM 1-STRIP Reclaimed Wood. Sourced: HAVWOODS Flooring

Section B CAD Visual 1:200

