

TEACHERS HOTEL COOPERATIVE



RECLAIMING THE LEGACY

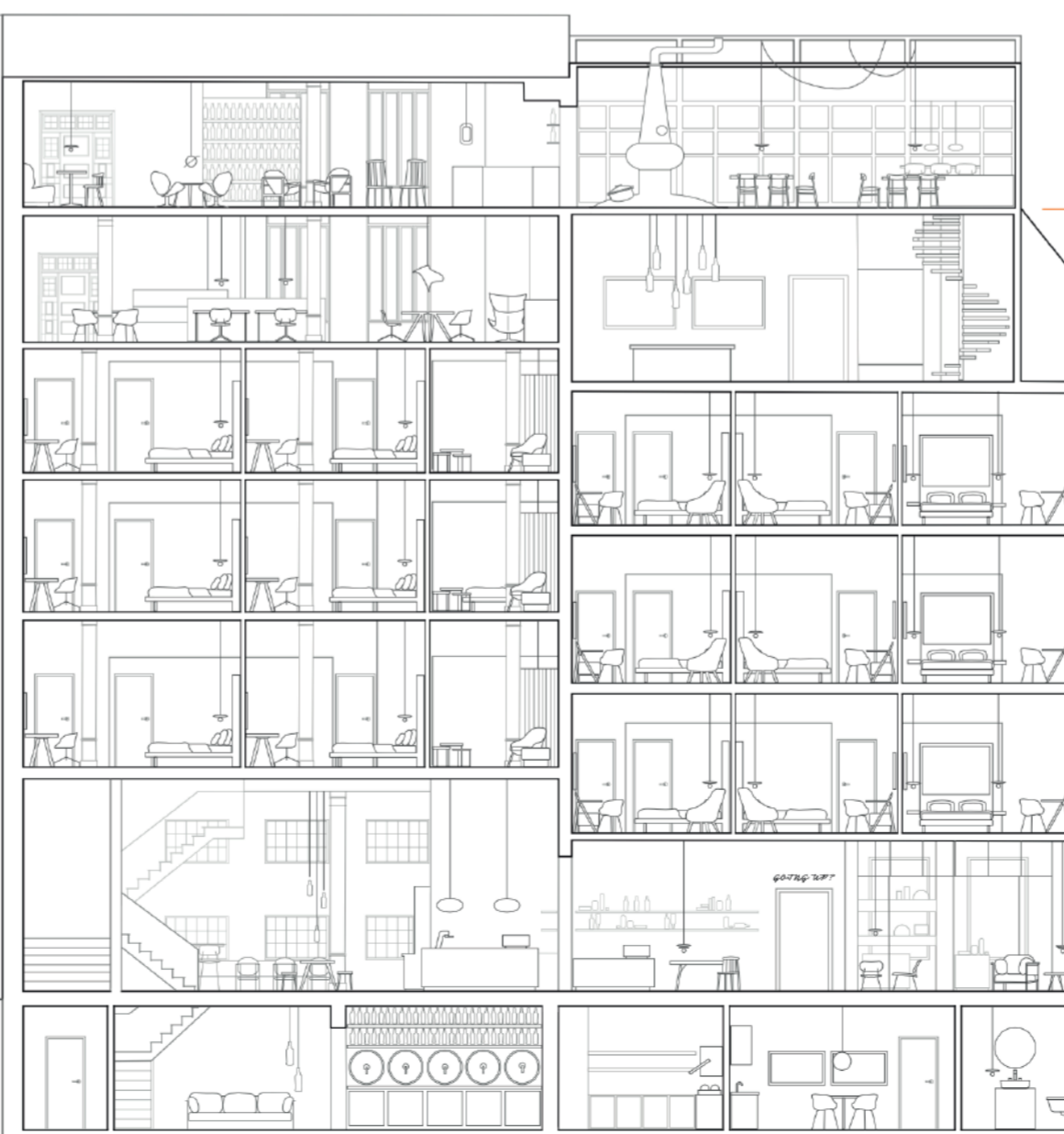


This project tackles head on current issues from the global pandemic and climate change to urban renewal. Its focus is designed around what guests need now and into the future. Throughout, there's a clear brand story, to bring character and a sense of identity to the hotel. These principles would be clearly evident across the interiors and services, shaping the guest experience.

Whilst hotels have existed since ancient times the sector faces challenges from the likes of AirBnB and nimble new competitors. Customer expectations have changed and hotels need to adapt in common with all other areas of the economy. The response is best achieved through collaboration and working with other businesses for a mutual benefit. Hotels have long since sat with unproductive spaces, empty meeting rooms, quiet and unloved restaurants. By repurposing these spaces and reaching out to retailers, visitor attractions, bakers and producers the costs of utilities, rates and staffing can be economised for all, and new shared customer networks developed. Let's call it a new sense of "Urban Spirit"

KEY THEMES:

- Urban Regeneration
- Response to Covid
- The Cooperative
- A Teacher's Tale



WHISKY BAR / GREENHOUSE

CREATIVE SPACE / EXHIBITION

3RD FLOOR BEDROOMS

2ND FLOOR BEDROOMS

1ST FLOOR BEDROOMS

RECEPTION / CAFE BAKERY / RETAIL

WHISKY VAULT / BASEMENT



URBAN REGENERATION

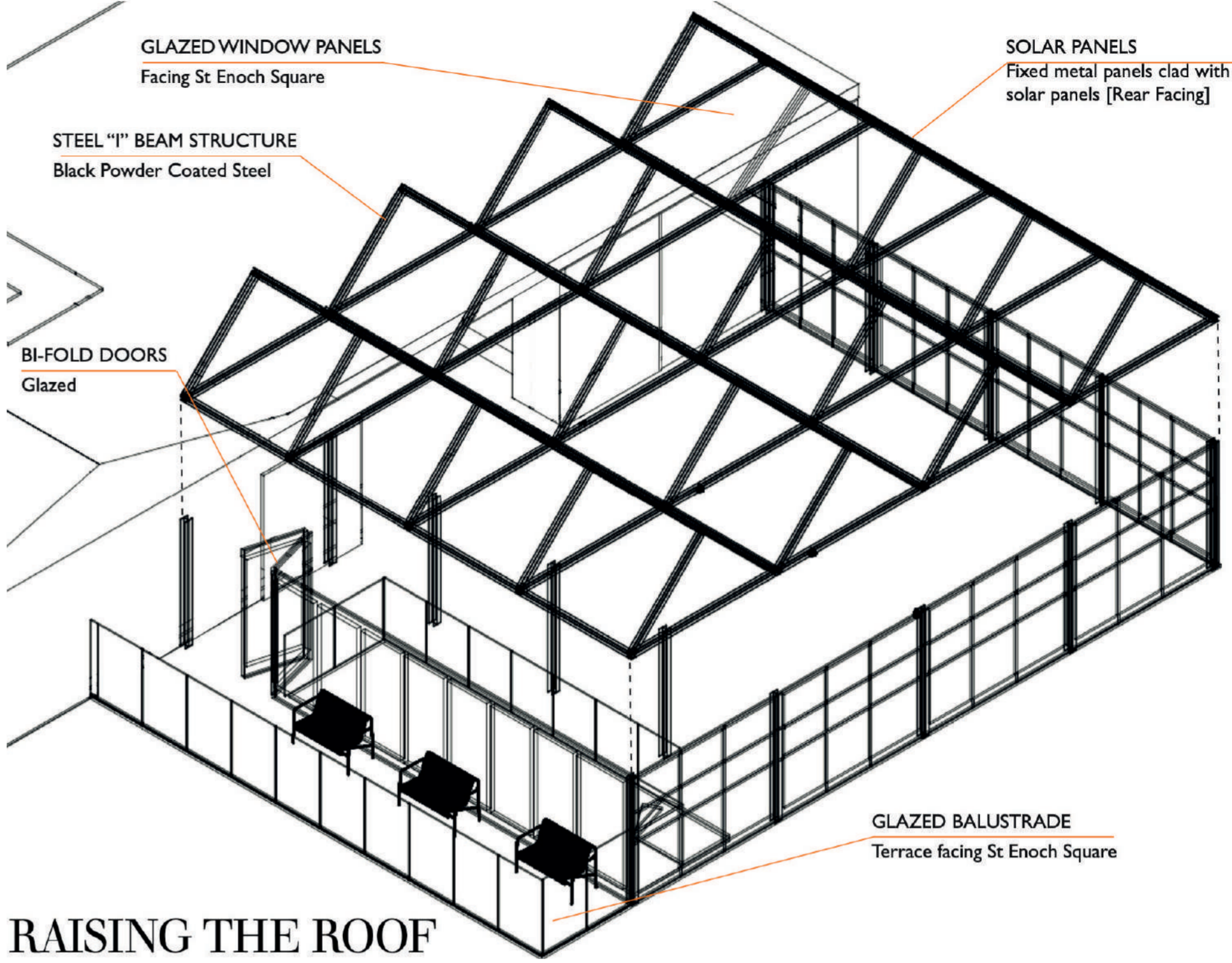


BANK ENTRANCE

TEACHER ENTRANCE

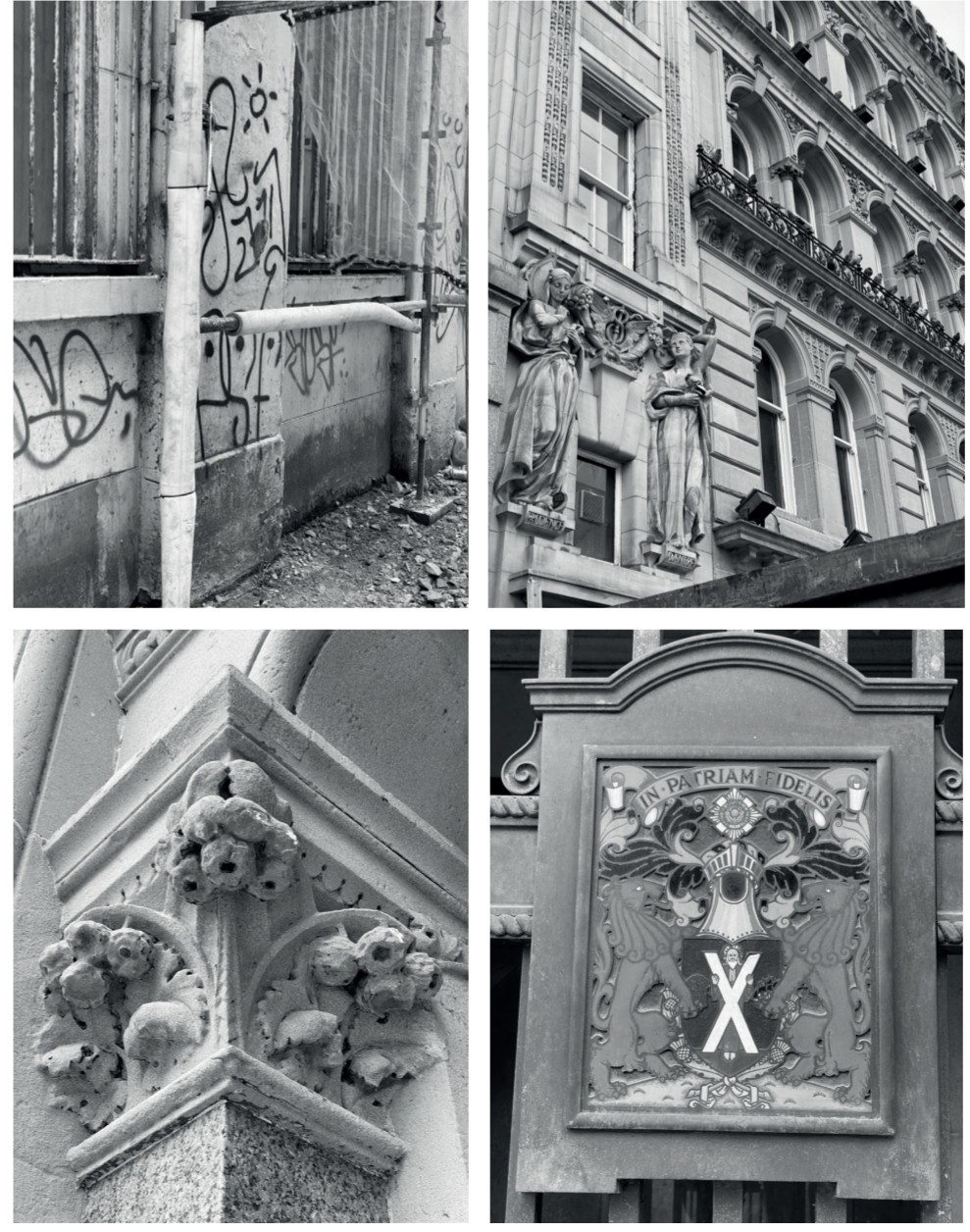
A TALE OF TWO BUILDINGS

Glasgow's rich architectural legacy is decaying. A city designed around its transport links has neglected its very heart. Back in the Victorian era St Enoch Station was a major hub into the city. It was an address to be respected and the buildings reflected its success and affluence. Sadly, in common with many urban centres offices and shops have relocated to bland retail parks on greenbelt sites leaving listed buildings empty, high streets blighted. Designed by celebrated architect James Boucher, the historic Teacher Building built in 1875 deserves to be saved for future generations and connecting it to the adjacent former bank building demonstrates our landmarks can thrive again. In repurposing these two buildings there's an obvious reference to the legacy of Glasgow's hosting of COP26, the city has a duty to embrace latest technologies and become a beacon for environmentalism. As such the hotel would incorporate heat pumps and the new roof terrace would feature solar panels. Designing these emerging technologies into the fabric of the building would help to maintain its relevance in coming years to travellers that will be looking to stay in hotels reflecting their own values.

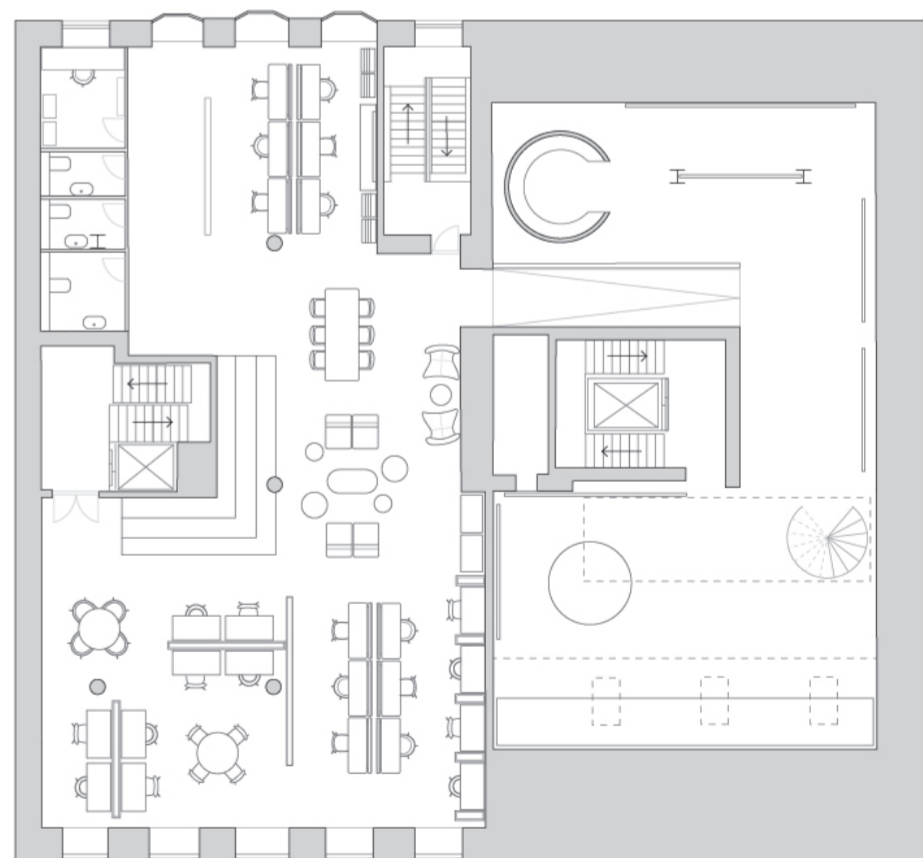


RAISING THE ROOF

Adding a new roof terrace feature to the Teacher Building creates a focal point to take advantage of views over the bustling square below. The repeating pitched roofline is designed to reference the warehouses of The Adrmore Distillery from which Teacher's Whisky is blended.



RESPONSE TO COVID

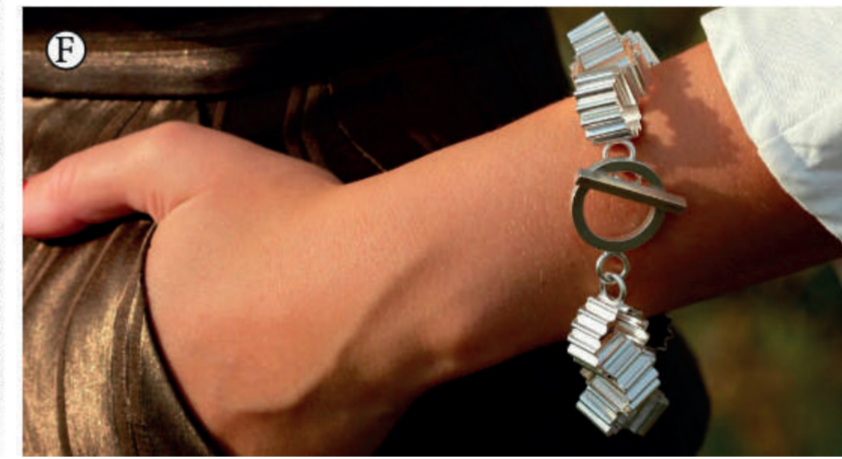


CREATIVE WORKSPACE

One of the legacies of the Pandemic has been blended working and the need to be flexible with more and more of us working from home. Less investment is going into bricks and mortar and there'll be fewer meetings held in traditional bland hotel meeting rooms. The Creative Space would be the logical answer to these modern problems, a place for local designers & artists to meet and refine ideas. Fitted out with state of the art equipment for members to access when they need it.

Creatives have long since recognised the benefits of working alongside like minded people in helping to add value and spark new ideas and collaborations. In a post Covid World this creates an opportunity to bring the Creative Community together through a shared workspace. The Creative Hub would feature the latest Macs and PCs, design software, digital and 3D printing, sound booths, in fact everything needed to do bring ideas to life.

SCOTTISH RETAIL DESIGN



THE COOPERATIVE

The Pandemic has definitely left its impact on how we live our lives and how businesses connect with their customers. In the Victorian period cooperatives were commonplace providing like minded organisations the opportunity to come together for the benefit of their local communities. Following the same 7 essential principles it remains a model that allows artisans and producers to flourish and avoid the risk of setting up independent businesses.

Creating a modern day cooperative within the hotel allows for designers and producers to come together, in collaboration and retail their products to a design conscious clientele. The by-product of this allows the hotel to be populated by unique pieces crafted by the Scottish design community, it also means that the interior evolves as items come to market and pieces are literally sold. Even larger more established retailers would be able to have a showroom for their furniture, benefiting from the international clientele that arrive each day anew. This sense of partnership would extend beyond pieces of art and gifts into the fresh produce served in the bakery. The focus, through brand association and data capture attracts new audiences.

- A TIMOROUS BEASTIES | Glasgow | Wallpaper & Fabrics
- B SCOTT CRAWFORD | Glasgow | Ceramics
- C JENNIFER KENT | Glasgow | Knitwear
- D WALAC | Glasgow | Sculpture
- E HAME | Glasgow | Furniture & Accessories
- F OLIVIA TAYLOR | Glasgow | Jewellery



RECLAIMING THE LEGACY



A TEACHERS TALE

Being proudly Glaswegian is what's at the core of the Teacher's Whisky brand. It would therefore be rather remiss of any redevelopment of this much love landmark to not celebrate the story of one of Glasgow's original entrepreneurs. The drinks industry contributes an annual £14 Billion to the Scottish economy naturally these large multinational conglomerates want to attract new followers through ever inventive experiences, such as the new Johnnie Walker Experience in Edinburgh. Conversely museums are seeing a reduction in footfall and need to fight to attract visitors. By reflecting on the past and retelling, or rather retailing an experience, then having a whisky bar and tasting rooms provides a ready made audience.

