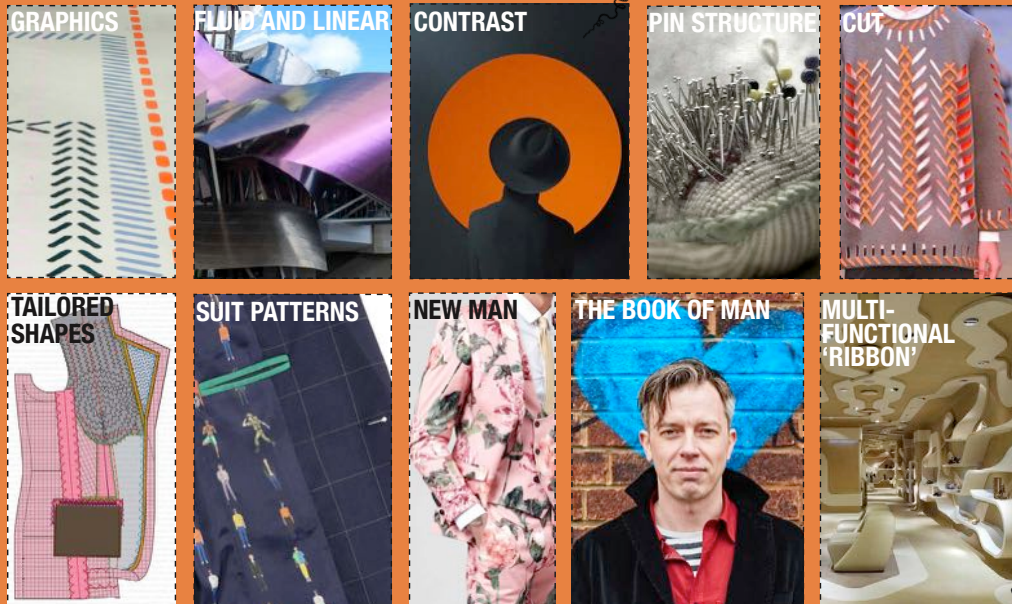


## INSIDE OUT

Tailoring the new man through interior design...

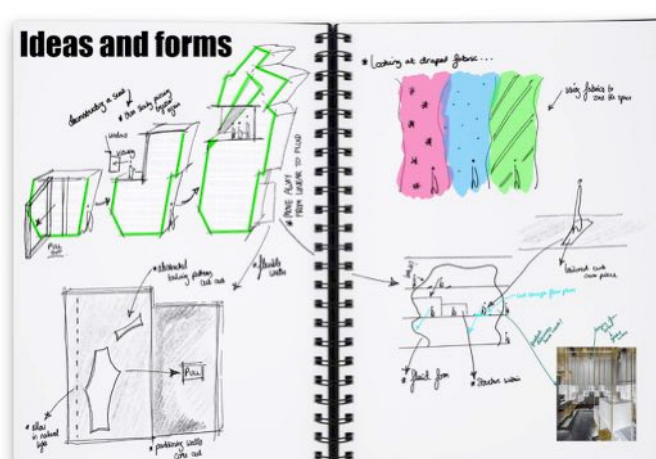
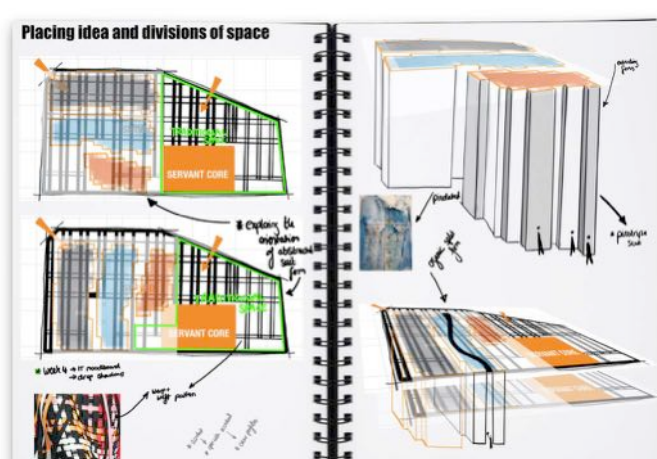
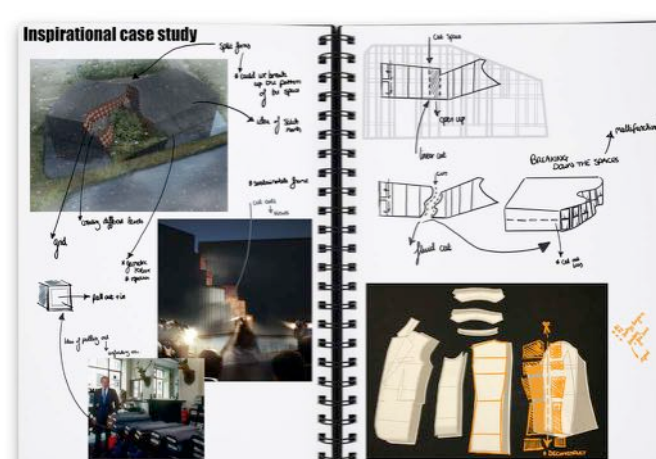
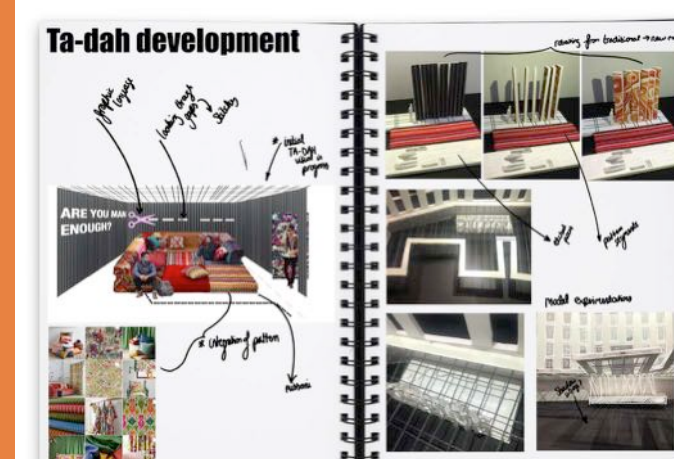
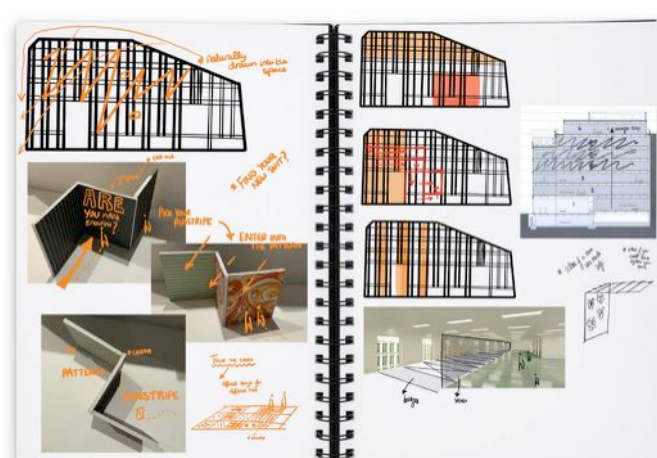
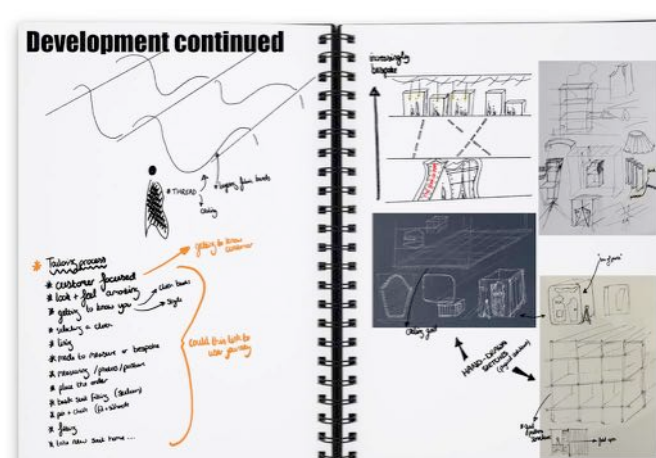
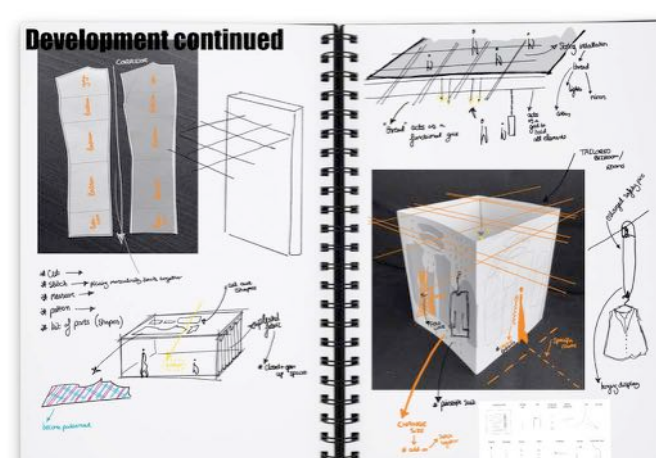
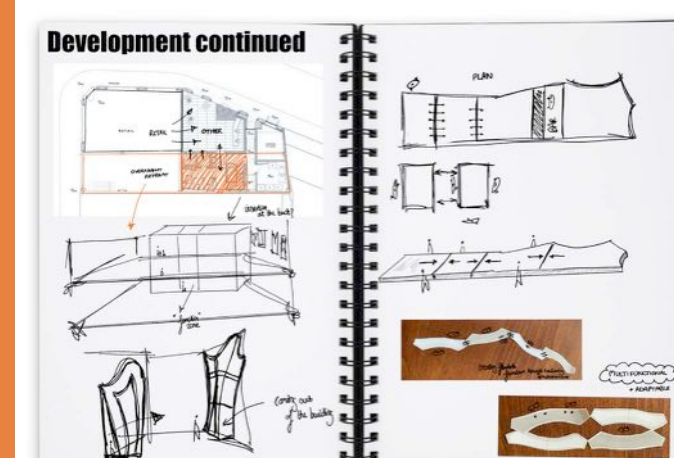
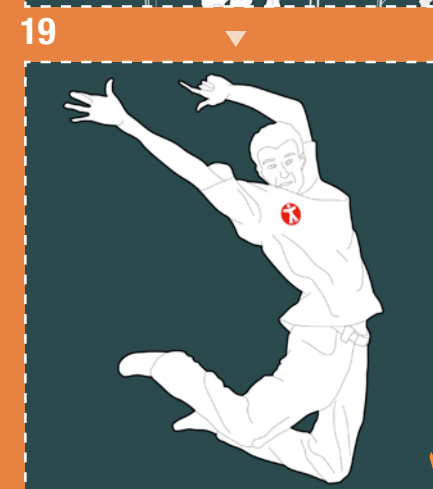
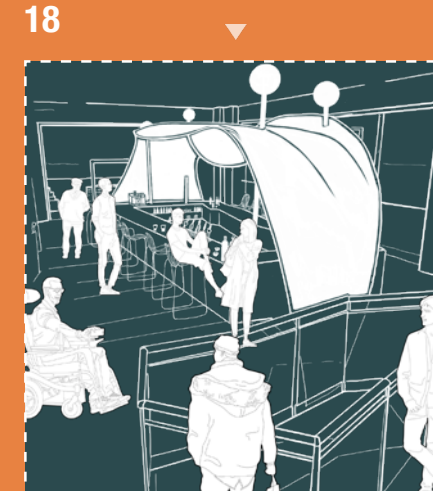
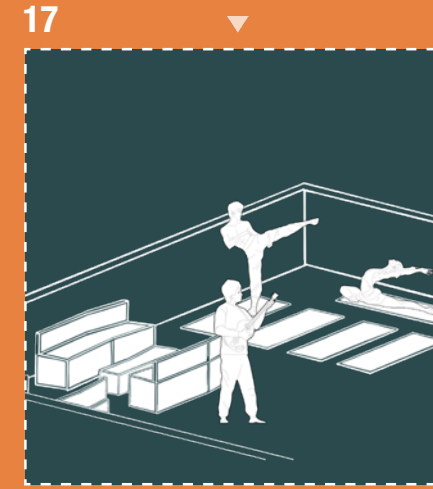
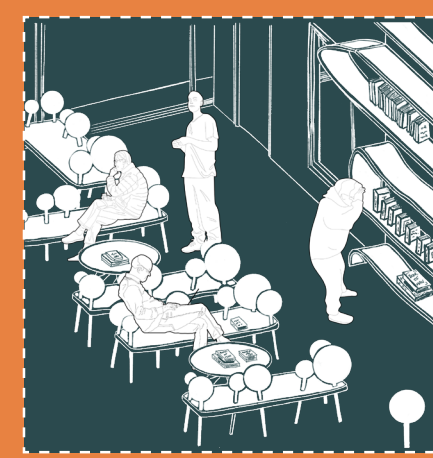
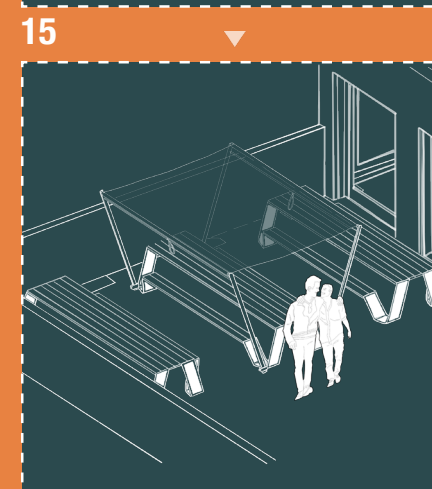
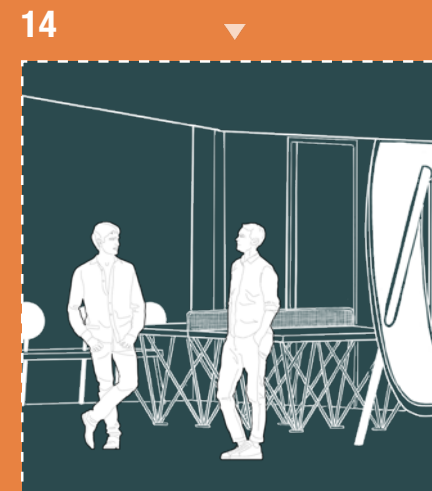
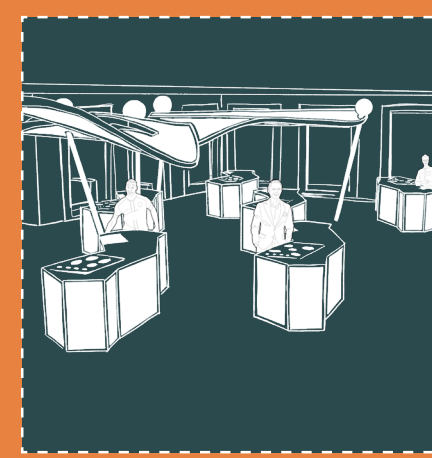
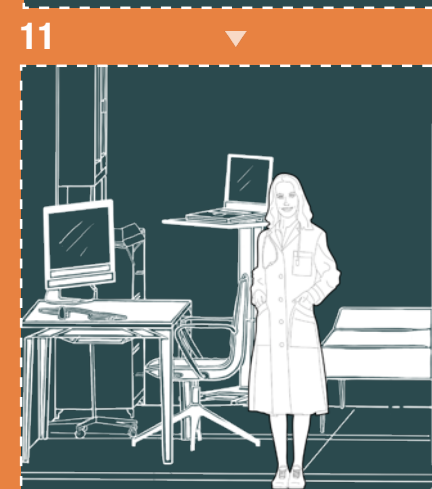
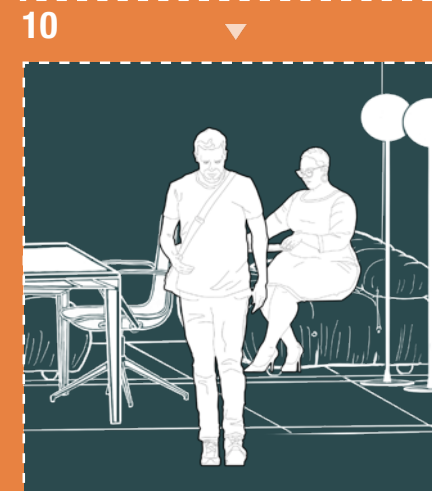
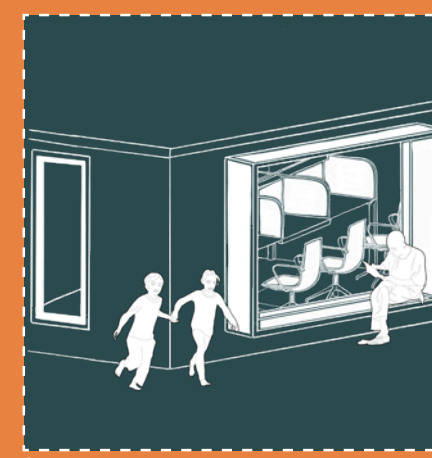
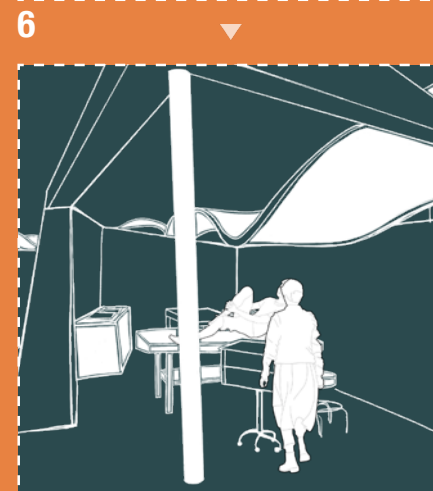
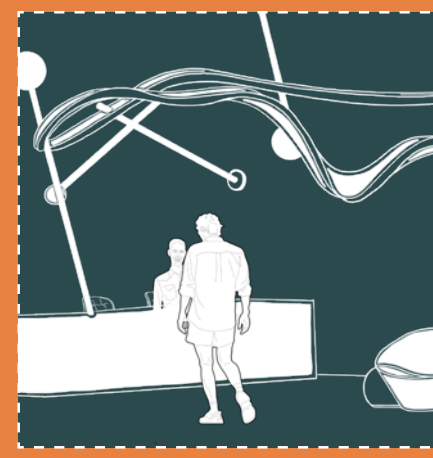
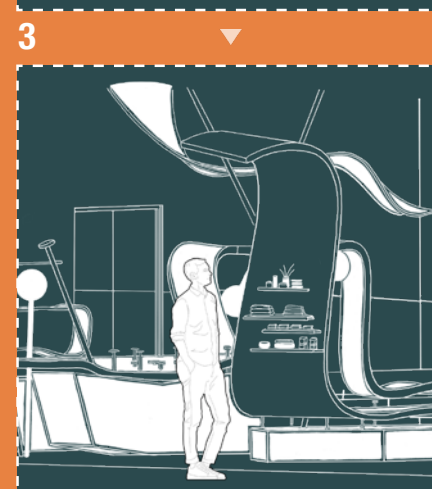
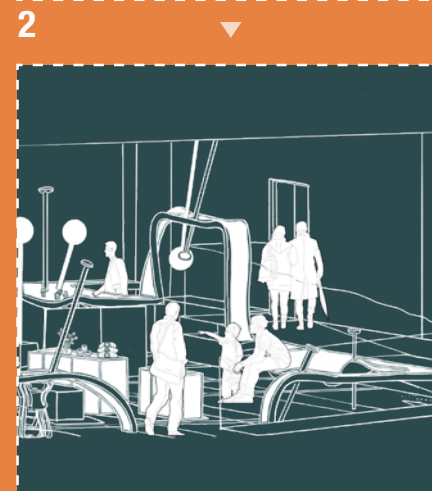
The space looks to promote new masculinity through a fusion of different business models which explore mental health and physical appearance. The concept is to deconstruct the traditional male suit and flip it 'inside out' to reveal the more expressive lining. This symbolises men opening up to change!

## CONCEPTUAL THREAD

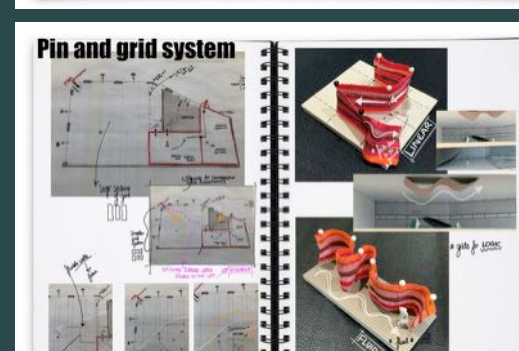
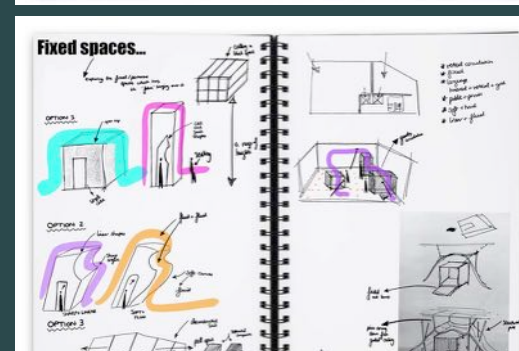
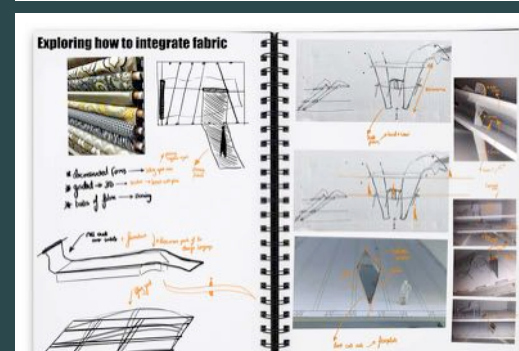
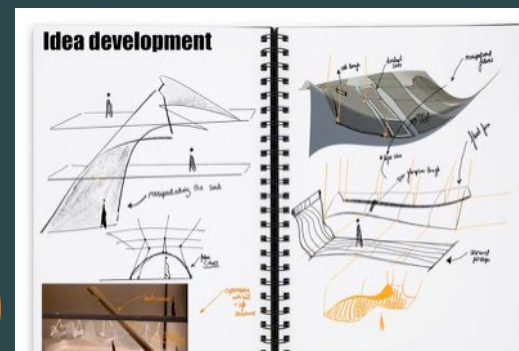
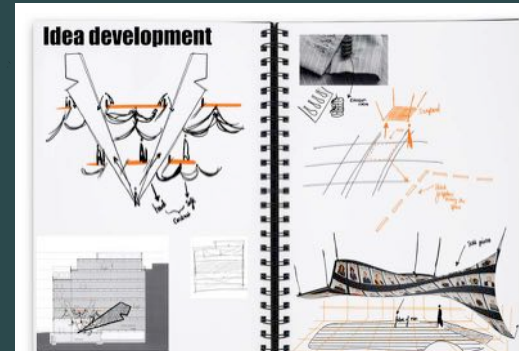
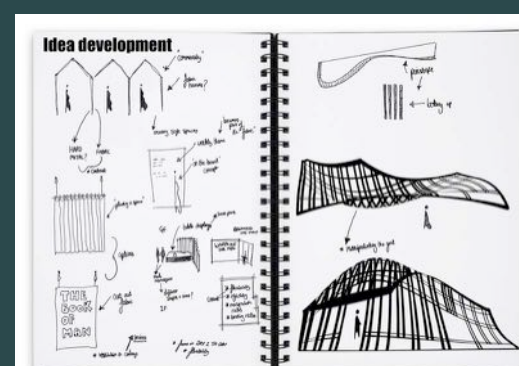
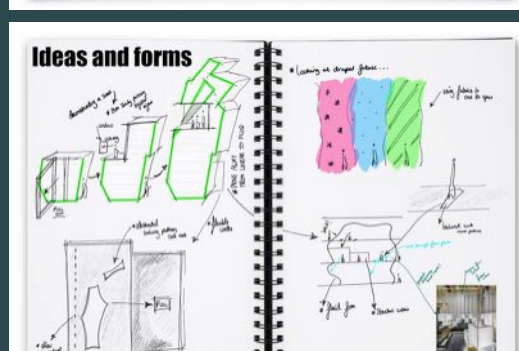
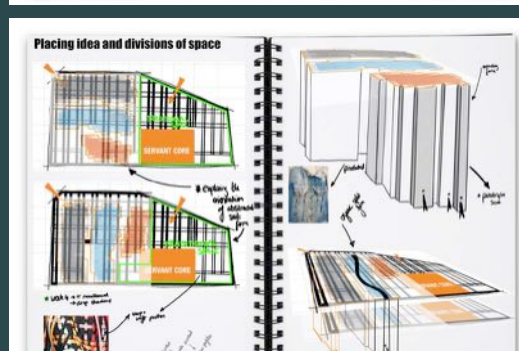
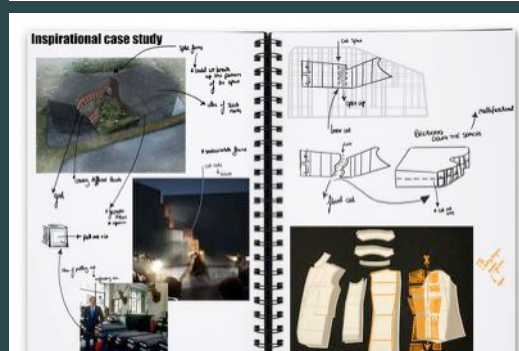
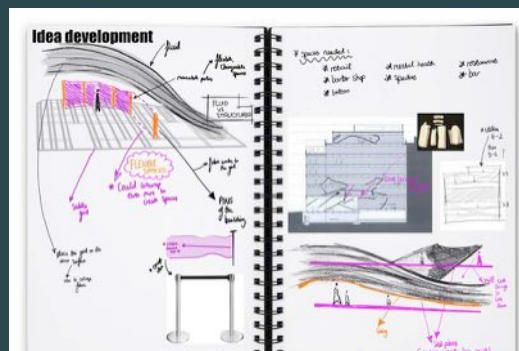
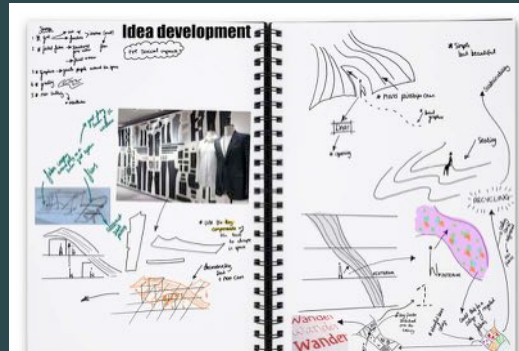
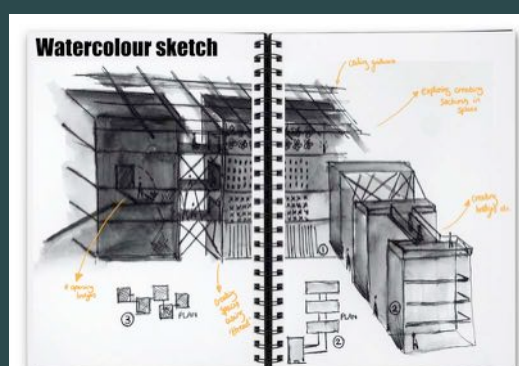


## THE JOURNEY OF MAN

1. With a positive mindset be prepared to embrace change
2. Discover a variety of products from a range of brands challenging norms
3. Try out items promoting new masculinity, look around or take a seat
4. Grab a drink from the tasting bar and continue looking at visual merchandise
5. Drop into the foyer and book a vegan cooking class or yoga for later
6. Ascend the lapel stairs and discover a variety of gender neutral clothing
7. Have some 'me time' and get a new haircut or even a tattoo if you dare!
8. Grab a seat and watch a lecture from guest speakers and charities
9. Emotional support is available at the hub or by phone 24/7
10. Pick up a leaflet, talk to professionals and reflect on a 'cut out' window seat
11. Visit a counsellor in the bright and inspiring rooms for a friendly chat
12. Need to ask a quick 'embarrassing' question? Drop into the pop up doctors
13. Join a vegan cooking class and learn the benefits of a sustainable diet
14. Sit down and have a chat as you share your freshly made food with others
15. Need to work off all that healthy food? Have a game of ping pong!
16. Pop outside to grab some fresh air and admire the city views
17. Head upstairs and relax (perhaps even join the weekly book club for men)
18. Recharge with after-work yoga classes, live music and outside socialising
19. Join others embracing new masculinity over a non-alcoholic cocktail- cheers!
20. Feel part of a community helping to strengthen society







## 5 MAIN INGREDIENTS

*Tailoring details at the heart of the design*

These ingredients are inspired by tailoring and patterns. By using these five core ingredients throughout the interior space there is a clear spatial strategy.



Physical model study of the key ingredients for 'Inside Out'

## INGREDIENTS/SHADING KEY:

- = Floor/wall/ceiling grid
- = Lapel stair insertions
- = Multifunctional ribbon
- = Pins
- = Suit pattern FF&E

### SIXTH 'LAYER'

- 37. Bar-tack
- 38. Spin a yarn book club
- 39. Made-to-relax
- 40. Fab-recreation
- 41. Cut out viewing void
- 42. Cut out stair void
- 43. Kitchen prep and storage
- 44. Fire protected stairway, toilets + lifts

### RENTED OFFICES

(Includes fire escape route)

### OVERLAY

### FIFTH 'LAYER'

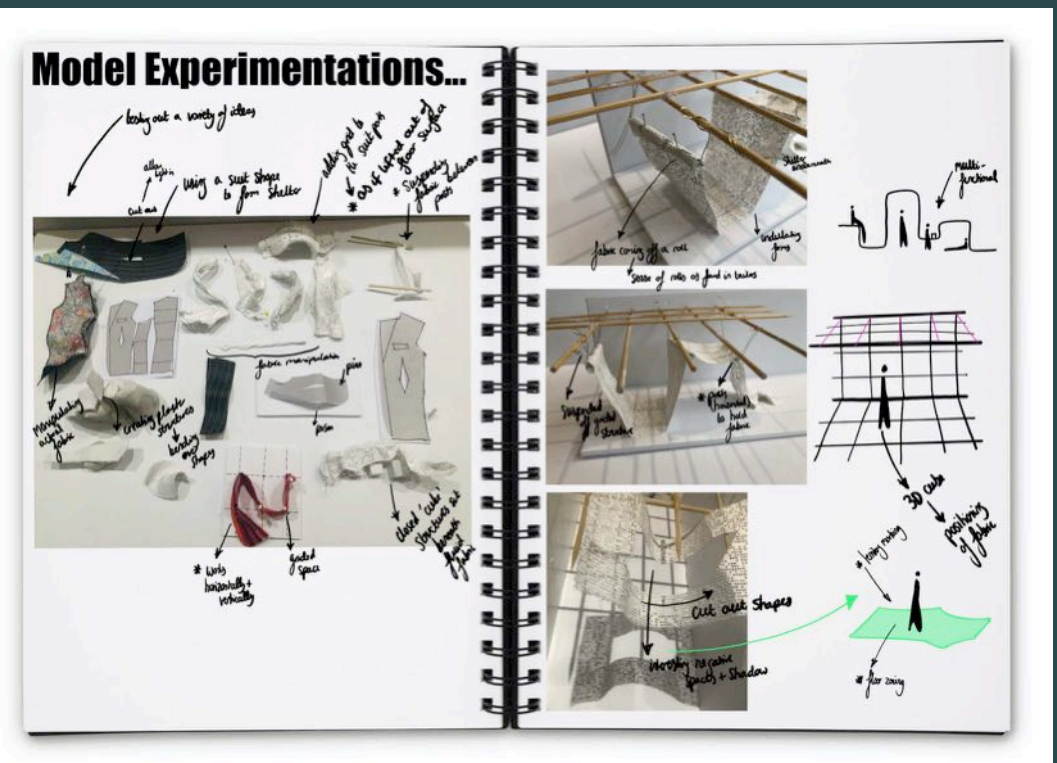
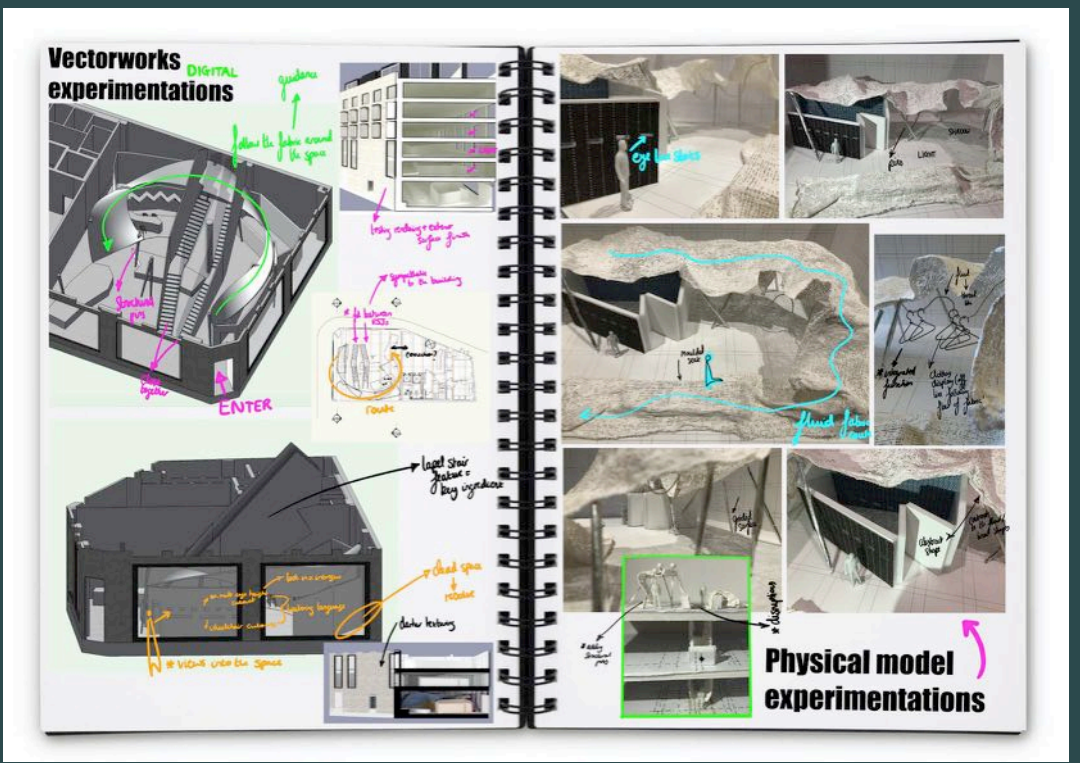
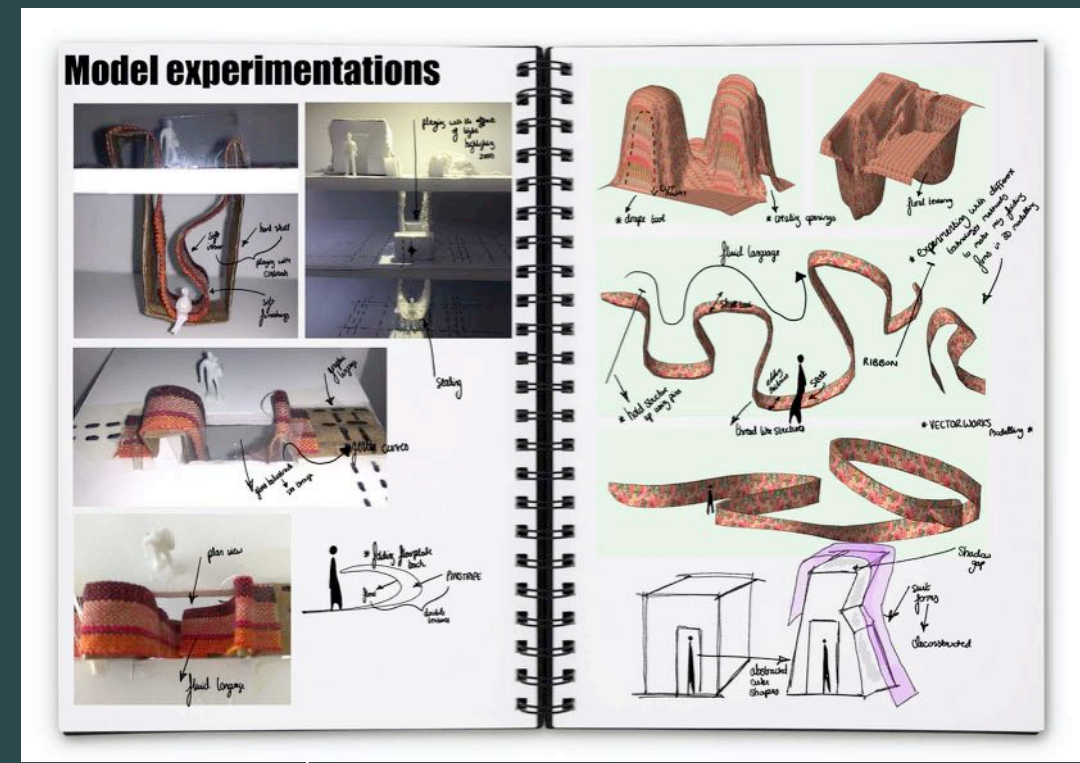
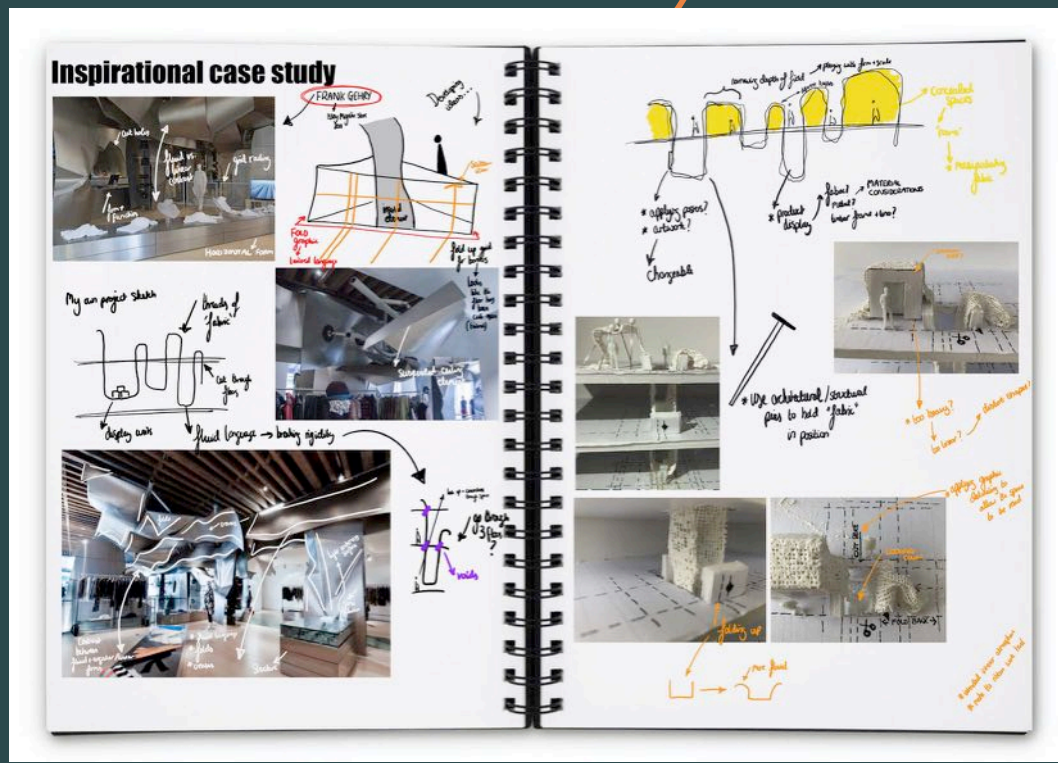
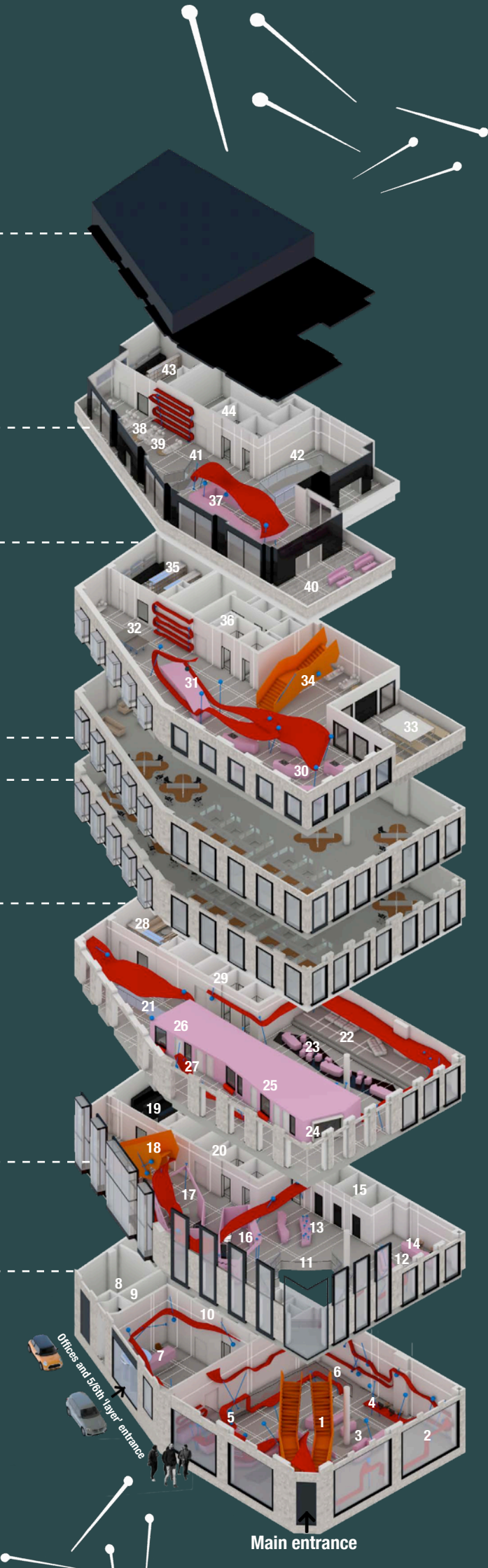
- 30. Make and bake
- 31. Pleat and eat
- 32. PING pong
- 33. Lounge SUITE
- 34. Lapel staircase
- 35. Pantry/storage/refrigeration
- 36. Fire protected stairway, toilets + lifts

### SECOND 'LAYER'

- 21. Cut out stair void
- 22. BeSPOKE lectures
- 23. Suit pattern stools
- 24. Buttoned up emotional support
- 25. Mend me counselling rooms
- 26. Dr Tailor rooms
- 27. Pieces of advice ribbon
- 28. Staff room
- 29. Fire protected stairway, toilets + lifts

### GROUND 'LAYER'

- 1. Lapel staircase
- 2. Multifunctional display ribbon
- 3. Pop(I)in brand merchandise tables
- 4. Check out
- 5. Sample bar
- 6. Zipper ramp
- 7. Check in
- 8. Substation
- 9. Fire corridor/escape
- 10. Fire protected stairway, toilets + lifts





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**ROTATING AND PLEATING WALLS**

**PINSTRIPES - traditional masculinity**

**TRANSPARENCY - Changing interior through rotation**

**PATTERN - embracing new masculinity**

*Patterned walkways*

*Etched pattern pieces on glass*

The architectural design process is illustrated through several stages:

- Conceptual Sketches:** The top left shows two small perspective drawings of building volumes. The bottom left features a series of sketches including a plan view of a building complex, a section view, and a perspective view of a building with a car in the foreground.
- Perspective Rendering:** The top right is a detailed perspective rendering of a modern building complex with a glass facade and a curved roofline. A red dashed line highlights a specific section of the building.
- Section Drawing:** The bottom right is a detailed section drawing of the building, showing internal spaces, structural elements, and a car parked in a garage. The drawing is labeled with numbers 1, 2, 3, 4, and 5, and includes a scale bar.

INSPIRATIONAL IMAGE

INSPIRATIONAL IMAGE

Sunken floors cut in the shape of a suit pattern

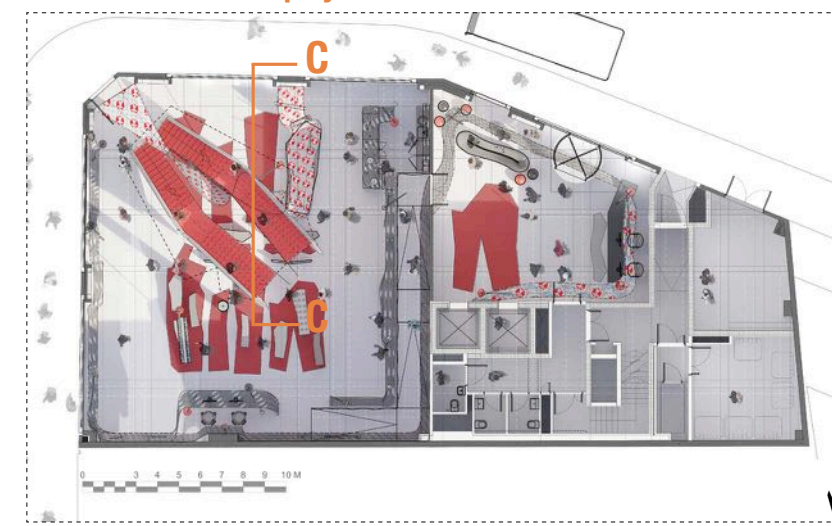
Grid- hang items- clothes, mirrors etc.

The space has been designed to combine structural elements disguised through tailoring details to create a design which is physically and visually strong.

The technical section captures the first three 'layers' and shows how the space becomes structurally more closed through the openness of the rooms decreasing allowing for more intimate conversations between men to occur.

*The layers in the technical section C-C include:*

- Lapel stairs
- Glass landing balustrade
- Visual merchandising unit
- Sample bar with 'ribbon' top
- Pins
- Mend me counselling rooms
- Dr Tailor rooms
- Pieces of advice ribbon
- Multifunctional display ribbon



**'Suit You' mini hubs wall to roof detail** - 100mm walls made up of insulation and a timber frame, sandwiched between 18mm Norbord either side and a 4mm layer of Marmoleum skin. The insulation helps sound and regulate temperature making them comfortable and private environments

**'Suit You' mini hubs wall to floor detail**  
- 18mm Norbord stud wall covered in 4mm aquajet forbo marmoleum with insulation and sole plate screwed into floor plate ---

- Ply and marmoleum covered ribbon

**Shelving detail**  
30mm Norbord floating shelves (in shapes of abstract deconstructed suit parts) with 4mm marmoleum skin and secured using trim head screw and 1/2in concealed square steel rod dowel (12in long)/shelf support brackets set in epoxy

**Balustrade detail** -----  
1000mm Starphire glass panels  
(20mm thickness) with 42.4x42.4mm  
brushed satin stainless steel  
handrail and balustrade 'pins'

**Ribbon detail**  
- Ply and marmoleum covered ribbon  
- made from 18mm ply studs supported  
by 4mm cad-cam cut WBP birch ply  
edges either side

**Shelving detail**  
- Steam bent ply (2 layers of 18mm thickness glued together)

**Scaffolding pin detail**  
Recycled galvanised steel scaffolding poles with:  
- welded steel plate (flat pin head)  
- painted (branded), changeable ball pin head  
secured using a steel floor plate  
NOTE: These pins are in reaching distance of public

**Cardboard pin detail**  
Painted cardboard tube with paper mâché ball pin head secured with a steel plate attached within the stair frame  
NOTE: These pins are not in reaching distance of the public

**Folded steel plate stair detail**  
Folded diamond steel plate, powder coated in red with double stringer to bolt panels into. The diamond pattern refers to tailoring stitches.

**Glass joining detail**  
- Stainless steel 'stitch' joints between 1200m panels of ultra transparent Starphire glass for the inner panels

- Timber frame with marmoleum skin for outer stair lapel panel

**Handrail detail**  
Handrail 'pinned' every 500mm at a height of 950mm to the sides of the glass and marmoleum/timber lapels continues tailoring language -42.4x42.4mm brushed satin stainless steel handrail and balustrade 'pins'

The plate detail  
 has a rubber sole  
 plate with flat  
 countersunk head  
 screws screwed into  
 the floor to secure  
 the wall structure in  
 place

abled access has  
en implemented  
each layer to  
sure inclusivity

**Floor detail**  
**Aquajet forbo**  
**flooring**

**Existing floor detail**  
castellated rolled  
steel beam

details not to scale  
technical section 1:60@A3

0 1 2 3 4 5 M

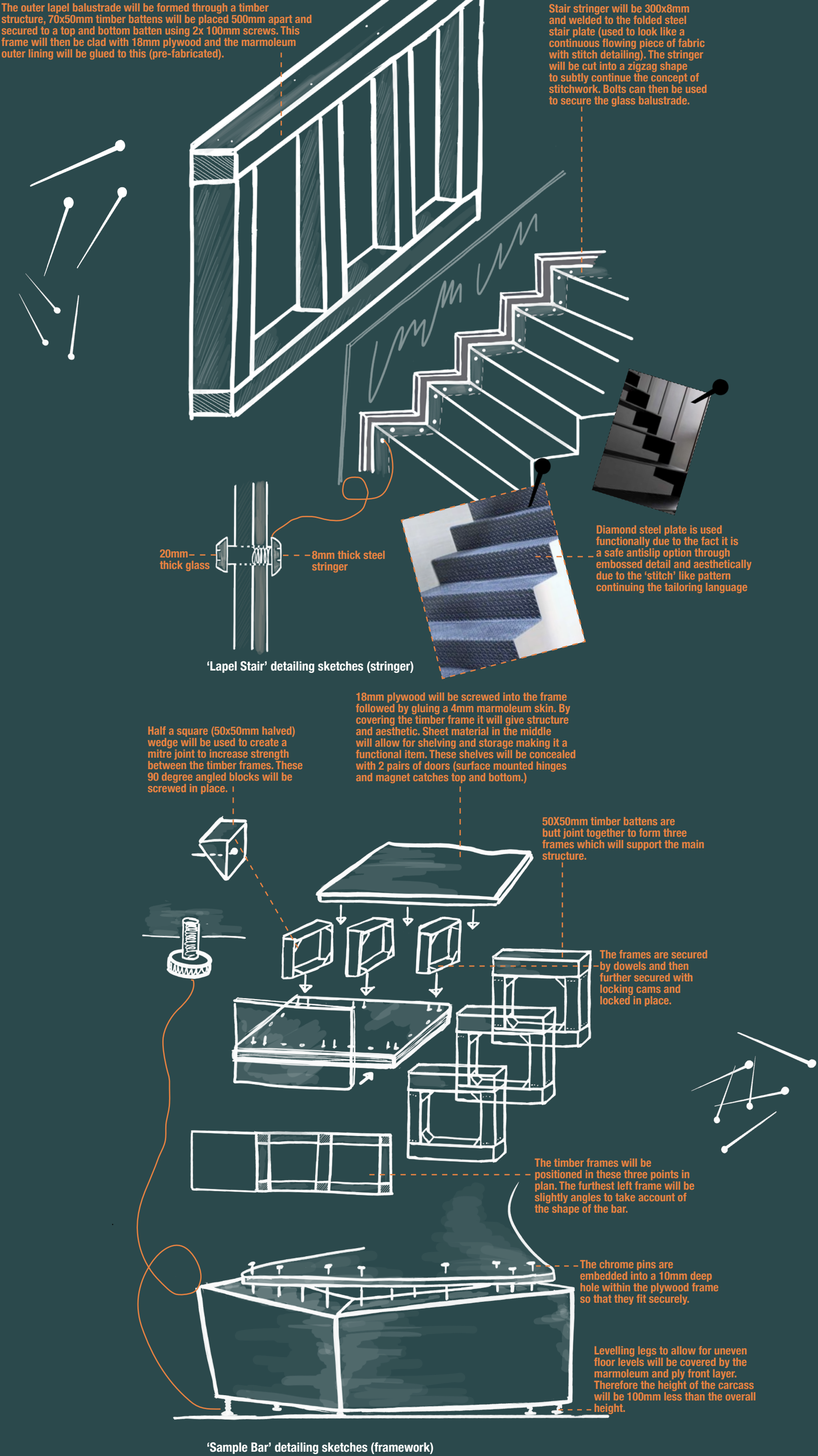
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**Boat Project**

- Hull:** Solid Band of Pine bonding, Pine paneling, Light fixtures, Water tank, Hull.
- Deck:** Plan view showing layout of sinks, stove, refrigerator, cabinetry, backrest, ladder, ramp, storage, shower area, bathroom, kitchen, living area, bedroom, dining area, entryway, hallway, closet, storage.
- Section:** Shows internal structure, light fixtures, water tank, hull, backrest, ladder, ramp, storage, shower area, bathroom, kitchen, living area, bedroom, dining area, entryway, hallway, closet, storage.
- Interior Photos:**
  - Photo 1:** Living area with white walls, wooden floor, and a large window.
  - Photo 2:** Kitchen area with white cabinets, a sink, and a stove.
  - Photo 3:** Bedroom area with a bed, a desk, and a chair.

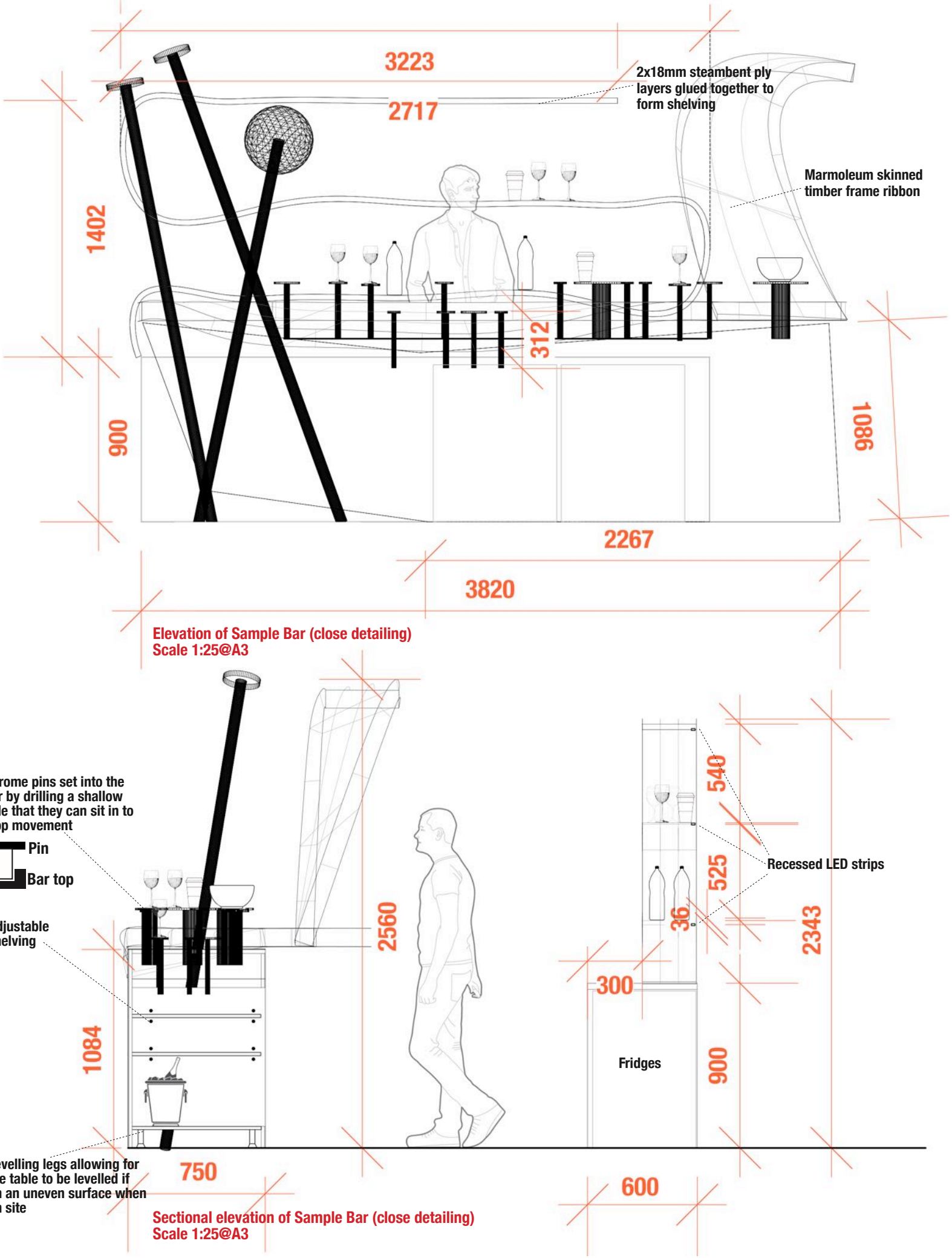
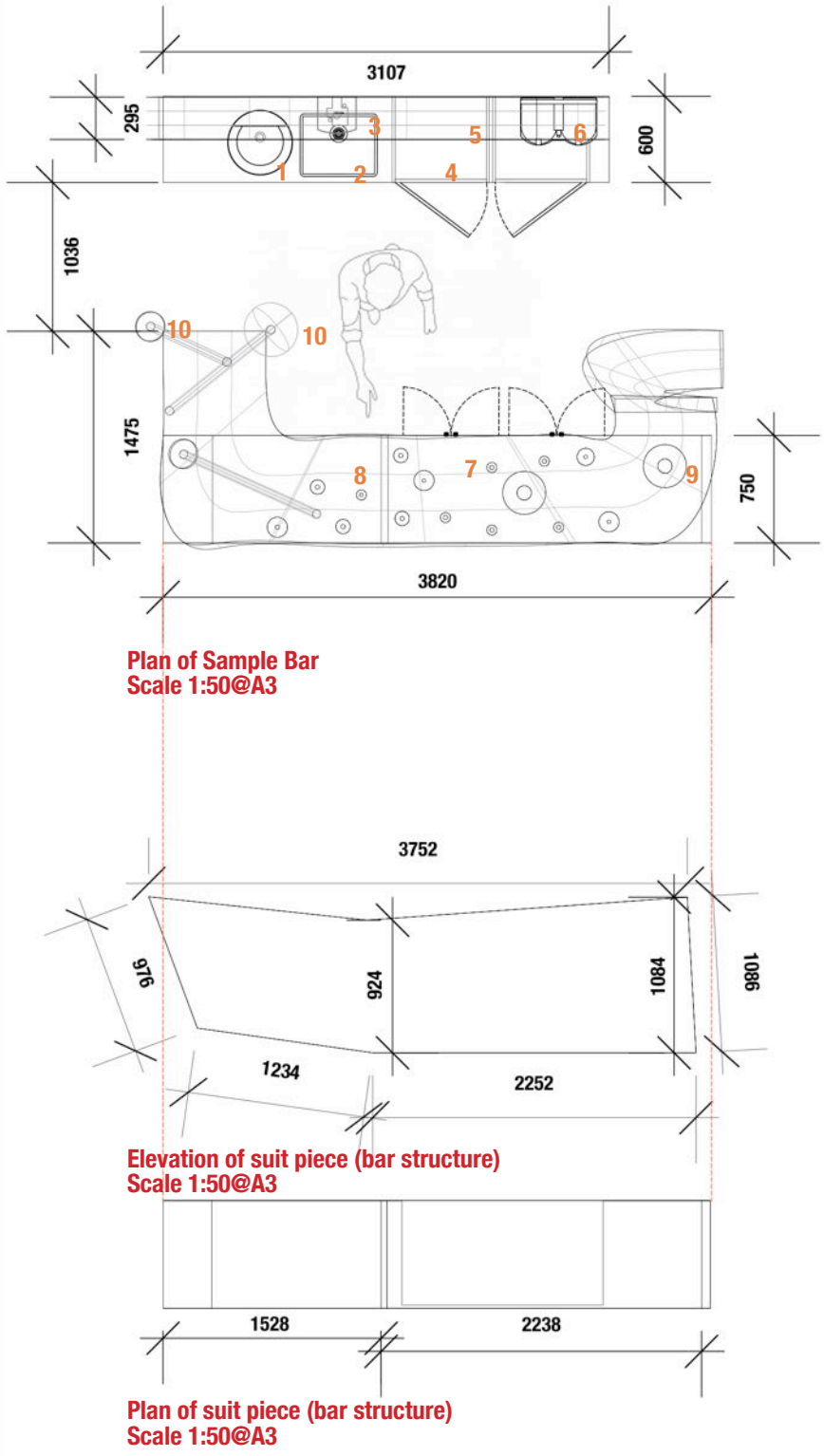


SKETCH DETAILING



BESPOKE FIXTURE

- Sample Bar Plan Key**
1. Handwash basin
  2. Sink
  3. Hot water tap/water boiler
  4. Display fridges
  5. Bottle/product display shelving
  6. Coffee machine
  7. Shelving/storage (ice bucket and bin can be stored here)
  8. Ribbon counter top
  9. Chrome display stand pins
  10. Pins (help to secure abstract suit shape bar through a drilled hole)



‘Sample Bar’ detailing

The Sample Bar is located on the ground floor and is used for people to try the latest food and drink products on the market. For example CleanCo which is a very low alcohol alternative and promotes a healthier lifestyle. The presentation bar is made up of an abstracted suit piece for the main structure with a ribbon detailing acting as the bar top and shelving. Chrome pins sit into the structure and are used as small display stands for glasses and bowls. They are positioned at different heights to give depth. Behind the visually intriguing bar is a functional preparation zone.

