

RE / CHARGE

A BARRY'S GYM AND RETAIL STORE POWERED BY THE PEOPLE. TRANSFORMING HUMAN MOVEMENT INTO RENEWABLE ENERGY.

IN RESPONSE TO THE EVER-GROWING URGENCY OF THE ENERGY CRISIS AND THE NEED FOR RENEWABLE ENERGY SOURCES, THE RE / CHARGE PROJECT IS DESIGNED TO PROVIDE A NEW SOURCE OF RENEWABLE POWER, WHILST ENCOURAGING SOCIETY TO HAVE A PASSION FOR WORKING OUT.

RE / CHARGE IS A PROJECT FOCUSED ON ENCOURAGING BOTH SOCIAL AND ENVIRONMENTAL SUSTAINABLE HABITS. DESIGNED TO ENCOURAGE EXERCISE BY TRANSFORMING HUMAN MOVEMENT INTO RENEWABLE ENERGY, THE RETAIL AND GYM SPACE IS AN IMMERSIVE EXPERIENCE WHERE ALL AGES AND ABILITIES CAN JOIN TO IMPROVE BOTH THEIR HEALTH AND THE ENVIRONMENT OF THE FUTURE.

IN AFFILIATION WITH THE EXISTING BRAND, BARRY'S BOOT CAMP, RE / CHARGE HAS BEEN DESIGNED AS AN OFFSHOOT OF THEIR CURRENT STUDIOS AND AGGRESSIVE WORKOUT APPROACH. WITHIN MY DESIGN, I HAVE REIMAGINED BARRY'S APPROACH TO HOW THEY'RE VIEWED BY THEIR MEMBERS AS WELL AS AN OUTSIDE USER. MAINTAINING A BRUTALIST APPROACH TO DESIGN, I INTEND TO DISCOVER A VARIATION OF WAYS IN HOW THEIR HIGH-INTENSITY NATURE CAN BECOME MORE ACCESSIBLE TO A LESS CONFIDENT USER, WHILST RECIPROCATING THE SAME RESULTS AS THEIR ORIGINAL GYM SPACE. THEREFORE, LOOKING TO COMBAT THE URGENT NEED FOR NEW RENEWABLE ENERGY SOURCES, WHILST ENCOURAGING A NEW COMMUNITY OF KEEN GYM JUNKIES. LOCATED IN BATTERSEA POWER STATION, THE NEW PURPOSE OF THE SPACE IS DESIGNED TO REMINISCE ON WHAT ONCE WAS, WITH THE CONTRAST OF PRODUCING RENEWABLE ENERGY IN A POWER PLANT ONCE RELIANT ON COAL AND UNSUSTAINABLE MATERIALS, THE NARRATIVE OF RE/CHARGE IS BUILT ON RE-INVISING ENERGY PRODUCTION, AND HOW WE VIEW AND USE HISTORIC SPACES IN AN EVER-ADAPTING WORLD.

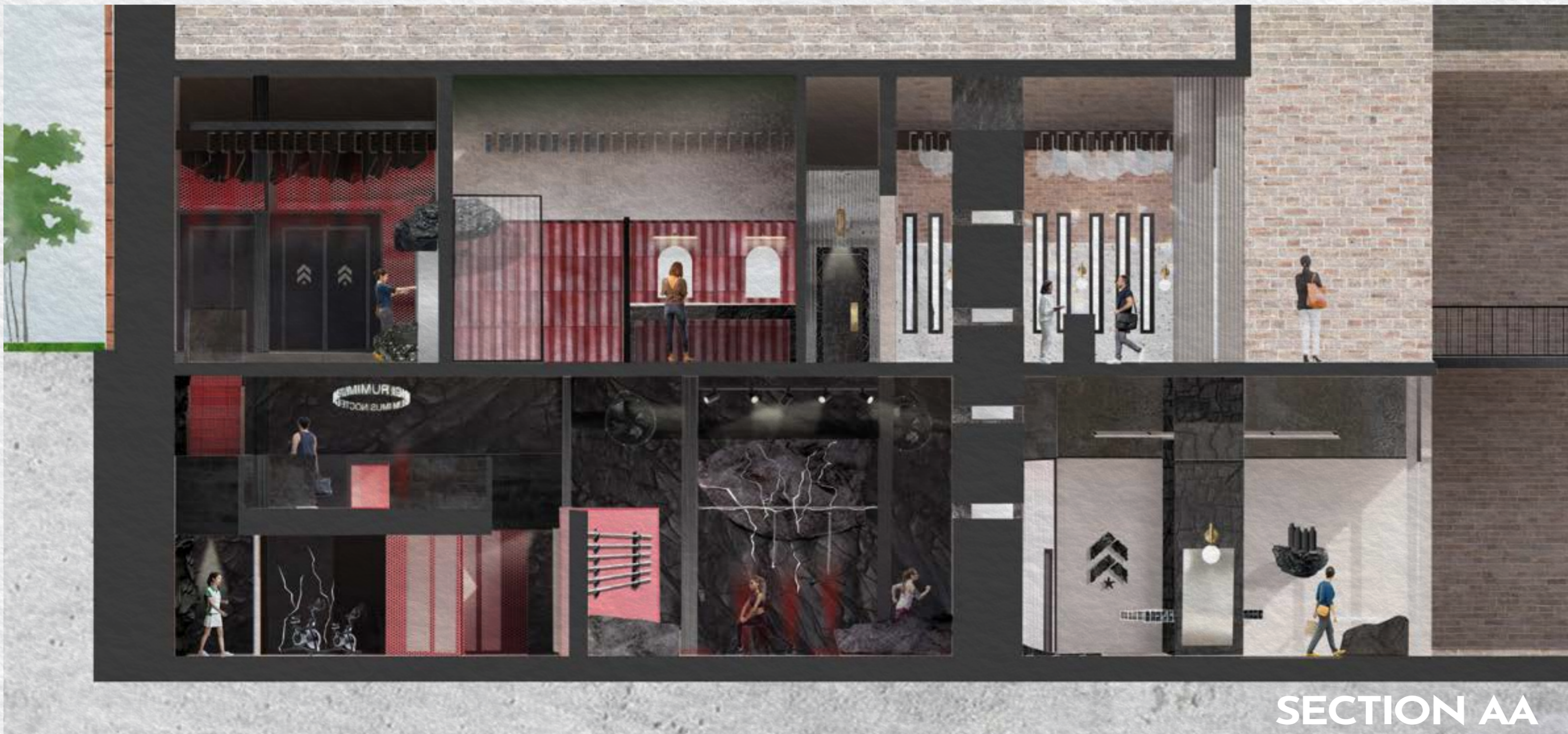


MEMBERS LOBBY

EXERCISE.
ENERGY.
REWARD.

THESE 3 KEYWORDS DESCRIBE THE INTENTIONS OF BETTERING THE COMMUNITY, NOT ONLY THROUGH SELF-MOTIVATION BUT ALSO THROUGH THE KNOWLEDGE OF BEING REWARDED FOR THEIR ACTIONS, WHILST BENEFITTING THE ENVIRONMENT.

A TWIST ON THE CONVENTIONAL GYM, TAKING EXERCISE TO A NEW, IMMERSIVE EXPERIENCE, RE/CHARGE TAKES HUMAN MOVEMENT AND CREATES RENEWABLE ENERGY, GIVING EACH USER THE ABILITY TO SEE AND UNDERSTAND WHAT THEIR WORKOUT COUNTS FOR. CREATING A REWARDS SYSTEM THROUGH THE EXISTING BARRY'S X APP, THE ENERGY COLLECTED IN EACH WORKOUT CAN EITHER BE EXCHANGED FOR REWARDS IN THE RETAIL AREA OR CAN BE GIVEN BACK TO THE GRID.



SECTION AA

SUSTAINABILITY STRATEGY:

SOCIAL SUSTAINABILITY:

LOCATED IN A WELL POPULATED, BUSY AREA OF LONDON, RE/CHARGE IS DESIGNED TO INTRIGUE AND INSPIRE LOCAL MEMBERS OF THE COMMUNITY TO JOIN THE GYM WITH A GREATER PURPOSE THAN PHYSICAL BENEFITS.

ENVIRONMENTAL SUSTAINABILITY:

THE CREATION OF RENEWABLE ENERGY THROUGH HUMAN MOVEMENT IS A STRATEGY EMBEDDED INTO THE PROJECT, TO PROMOTE A SELF-SUSTAINING GYM, WHERE THE POWER PRODUCED CAN FEED BACK IN TO THE ELECTRICITY CONSUMPTION OF THE GYM, OR TO THE NATIONAL GRID. THIS, THEREFORE, REDUCES THE DEMAND FOR OUTSOURCED ENERGY TO POWER THE SPACE, WHILST BEING AN ENCOURAGING FACTOR FOR THE USER.

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS:

I HAVE EMBEDDED 4 KEY SUSTAINABILITY STRATEGIES INTO MY PROJECT, TAKEN FROM THE U.N SUSTAINABLE DEVELOPMENT GOALS. THESE INCLUDE: GOOD HEALTH AND WELLBEING (3), AFFORDABLE CLEAN ENERGY (7), SUSTAINABLE CITIES AND COMMUNITIES (11), AND OVERALL CLIMATE ACTION (13). THROUGH MY CONCEPT, DESIGN STRATEGIES AND CHOSEN MATERIALITY, I INTEND FOR THESE ELEMENTS TO BE VITAL TO THE SUCCESS OF MY PROJECT.



USER JOURNEY'S:

MEMBERS JOURNEY

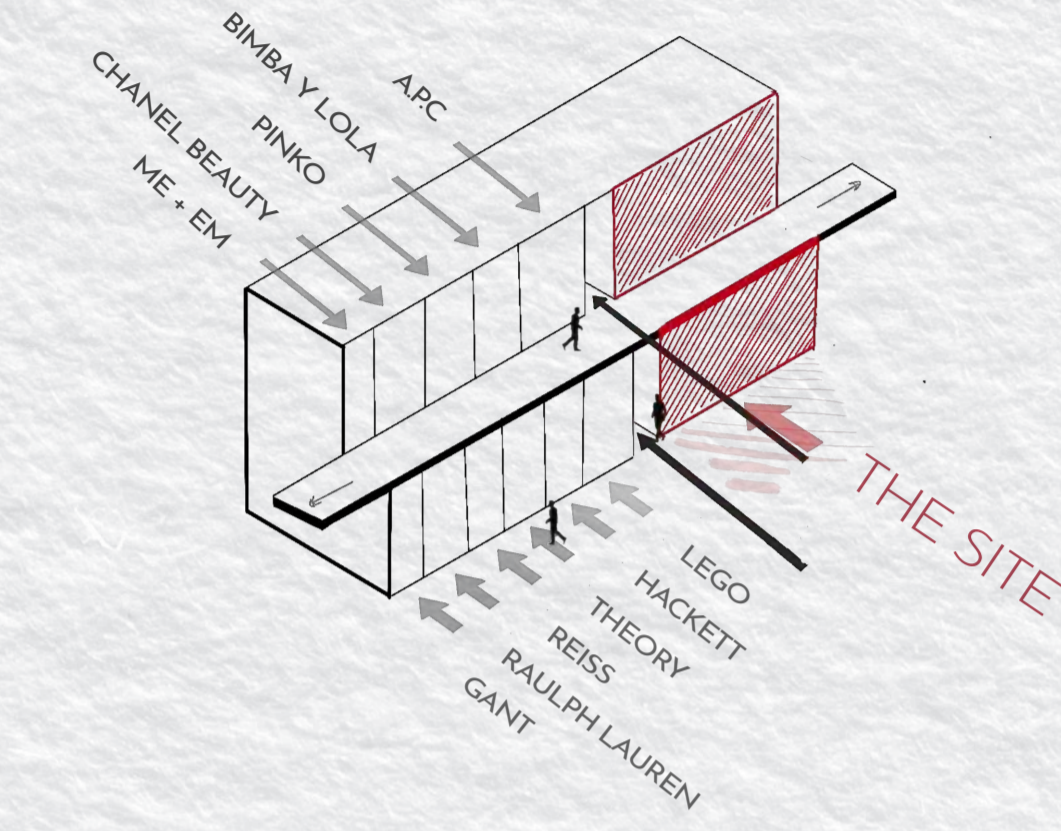


RETAIL JOURNEY



INTERIOR ANALYSIS

LOOKING AT THE SURROUNDING UNIT AROUND THE CHOSEN SITE, THE UPPER GROUND FLOOR IS HOME TO A MORE HIGH-END SELECTION OF RETAIL STORES, WHEREAS BELOW IS A WIDER RANGE OF STORE TYPES, INCLUDING THE LEGO STORE. UNDERSTANDING THE CONTEXT OF MY SITE BECAME A KEY PART OF MY STRATEGY WHEN SPATIAL PLANNING.



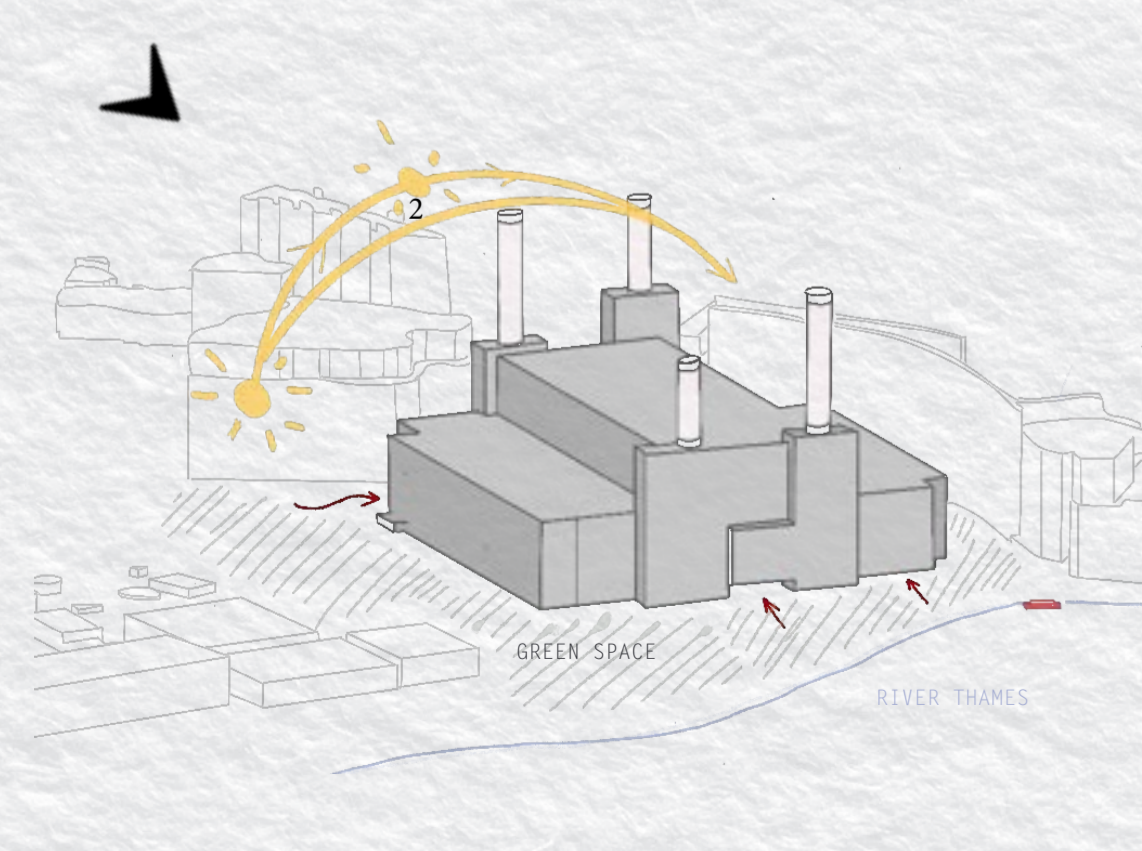
LOCATING THE ART DECO GYM LOBBY ON THE UPPER GROUND FLOOR, IT ENCOURAGES A MORE EXCLUSIVE FEEL TO THE GYM, DEEPENING THE FEELING OF EXCLUSIVITY AND INTRIGUE. WITH THE RETAIL ELEMENT OF THE SPACE BEING LOCATED ON THE GROUND FLOOR, THERE WILL BE A PRE-EXISTING FOOTFALL OF SHOPPERS LOOKING FOR AN IMMERSIVE AND EXCITING SHOPPING EXPERIENCE. THE LARGE ARROWS SHOW THE OPENING ALLEYS, SEPARATING THE SITE FROM OTHER STORE UNITS, ALLOWING RE / CHARGE TO HAVE AN INCREASED AMOUNT OF ENTRANCES AND EXITS, WHILST REMAINING PART OF THE POWER STATION ATMOSPHERE.

EXTERIOR ANALYSIS

WITH THE SITE BEING A PROMINENT FEATURE OF THE LONDON SKYLINE, BATTERSEA POWER STATION ATTRACTS A LARGE FOOTFALL WITH ITS NEWLY DEVELOPED RETAIL CENTRE. THE SITE HAS A RANGE OF ENTRANCES, WITH THE RED ARROWS SHOWING THE KEY ENTRANCES ONTO THE SITE, HAVING ONE EXTERIOR ENTRANCE, AND 3 INTERIOR ENTRANCES.

WHEN LOOKING AT THE SUNPATH, THE MAIN LIGHTING TRAVELS ACROSS THE REAR OF THE BUILDING, LEAVING THE SITE WITH NO DIRECT NATURAL SUNLIGHT, HOWEVER THERE IS POTENTIAL FOR INDIRECT SUNLIGHT ON THE UPPER GROUND FLOOR.

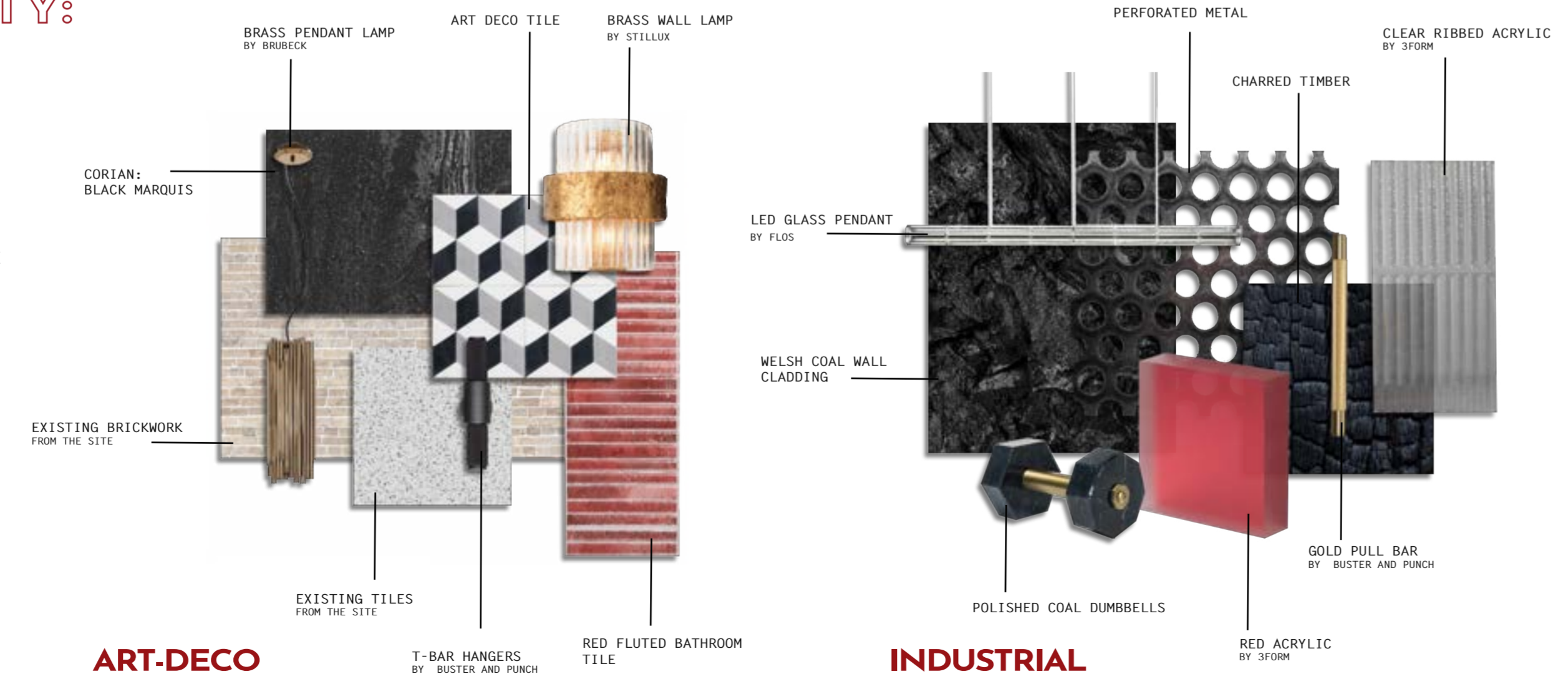
THE PROJECTED VEINS OF THE SITE LOOK OUTWARDLY TO THE RIVER THAMES, WITH A KEY TRANSPORTATION LINK BEING SEEN FROM THE UPPER GROUND FLOOR.



MATERIALITY:

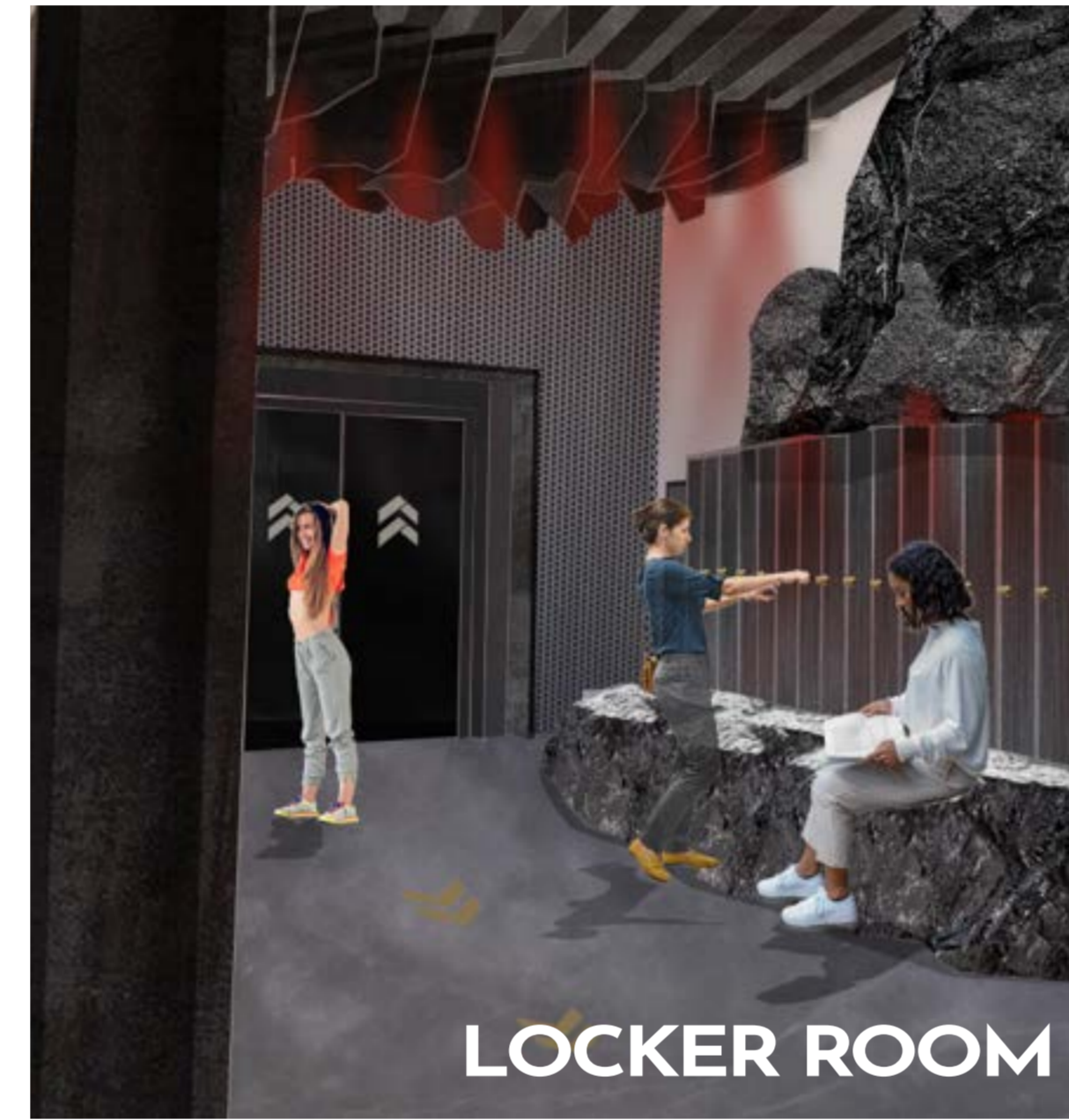
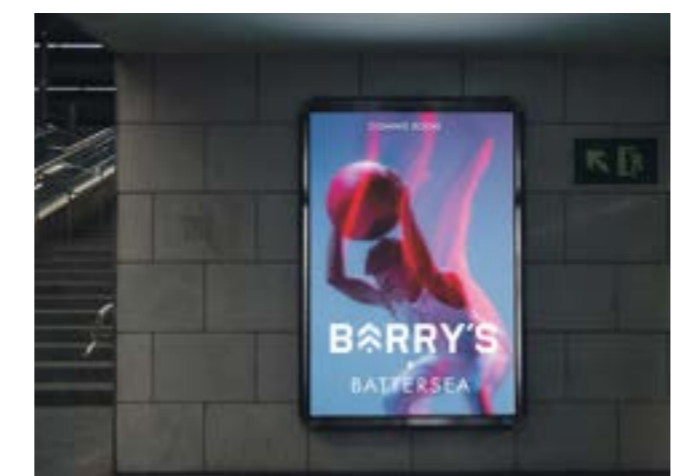
ART-DECO
vs
INDUSTRIAL

WITH THE KEY FOCUS OF THE LOBBY SPACE BEING TO EMPHASISE THE ART DECO STYLE OF THE ORIGINAL POWER STATION, I HAVE FOUND MATERIALS THAT DISPLAY KEY HERITAGE FEATURES AND MATERIALITY, BRINGING A NOSTALGIC SENSE OF HOW BATTERSEA POWER STATION WOULD HAVE ONCE BEEN. THIS CONTRAST OF MATERIAL CHOICES IN THE 'COAL' SPACES IS INTENDED TO CREATE AN ENVIRONMENT THAT ENHANCES MOVEMENT, WHILST FEELING ENCOURAGING AND UNINTIMIDATING THROUGH THE USE OF UNEXPECTED MATERIALS AND LIGHTING. THIS ALLOWS EACH SPACE TO HOLD A SENSE OF INDIVIDUALITY WHICH LINKS TO THEIR PURPOSE, CREATING A MORE IMMERSIVE USER EXPERIENCE.



LONDON ADVERTISING:

TO CREATE HYPE AROUND THE RE / CHARGE GYM, THE USE OF BILLBOARD ADVERTISING, THROUGH DYNAMIC IMAGERY, CAN BUILD INTRIGUE TOWARDS THE SPACE AND THE NATURE OF WHAT IS TO COME, SCATTERED AROUND LONDON.



CONTROL ROOM TO COAL:

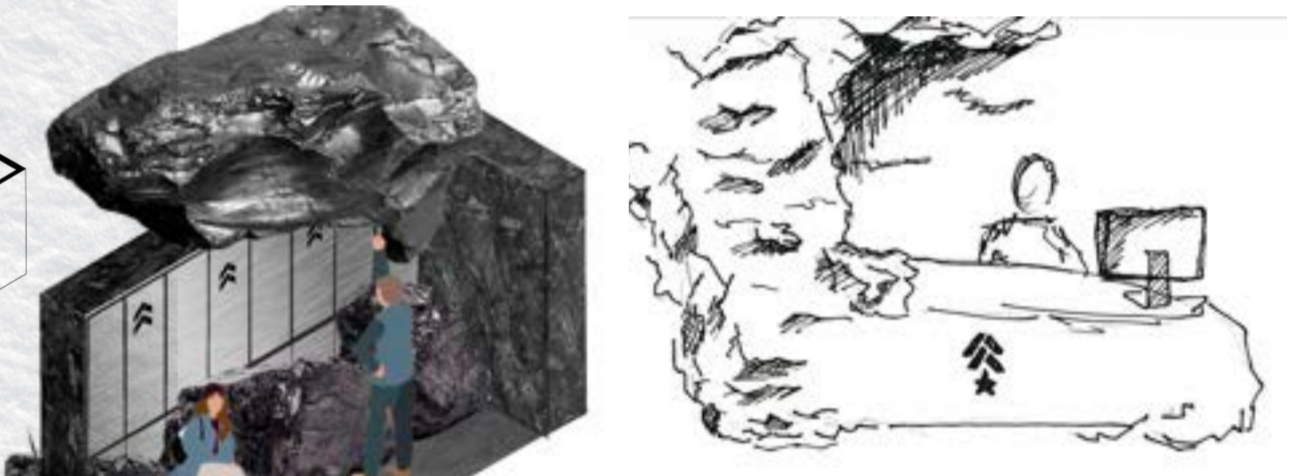
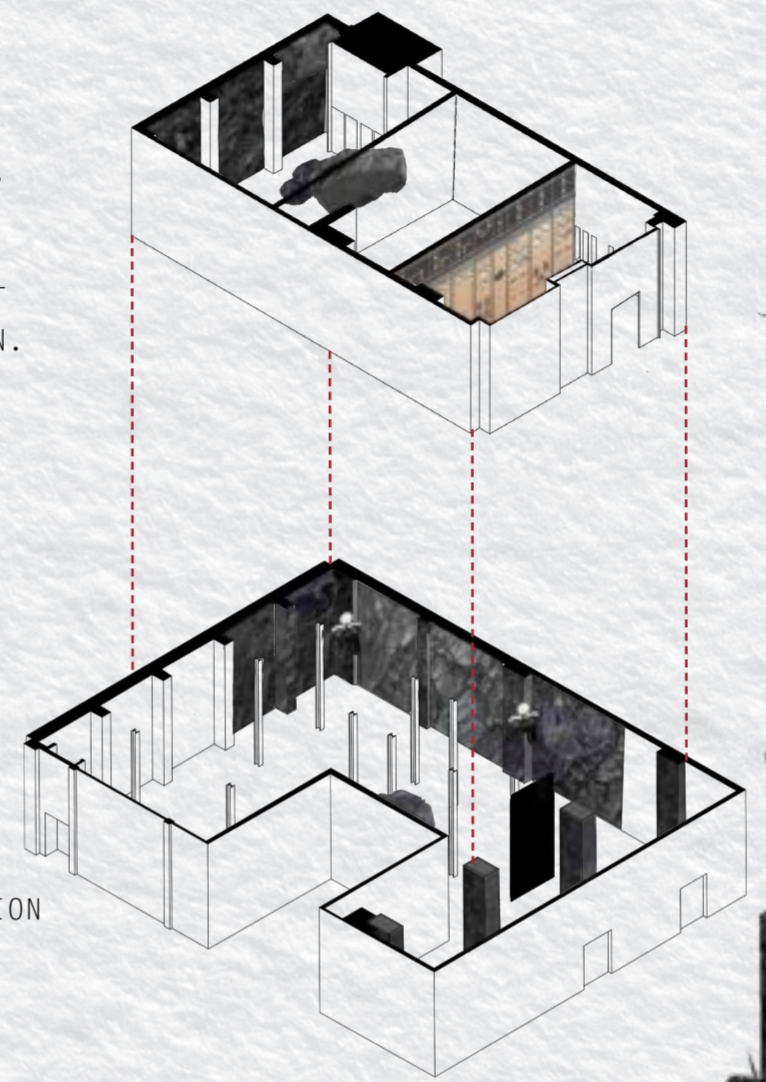
A KEY ELEMENT OF THE DESIGN IS TAKEN FROM THE ORIGINAL HISTORY OF THE POWER STATION, FROM WHICH THE DESIGN STRATEGY IS DEVELOPED. THE MATERIALITY AND ATMOSPHERIC QUALITY OF THE SPACE WAS CHOSEN BY LOOKING AT THE CONTEXT OF THE SITE. THE USER IS INITIALLY MET BY A CONTROL ROOM AESTHETIC, REPRESENTING THE USE OF THE SPACE, AS THE USER GOES ON, THEY ARE TRANSPORTED INTO A GYM INVADDED BY COAL.

UPPER GROUND FLOOR

CONTROL ROOM
TAKING PRECEDENTS FROM THE ART-DECO STYLE, THE INCORPORATION OF THE 'CONTROL ROOM' AESTHETIC IS INTENDED TO CAPTURE A SENSE OF ELEGANCE AND LUXURY FOR MEMBERS, WHILST MAINTAINING CONNOTATIONS TO POWER CREATION.

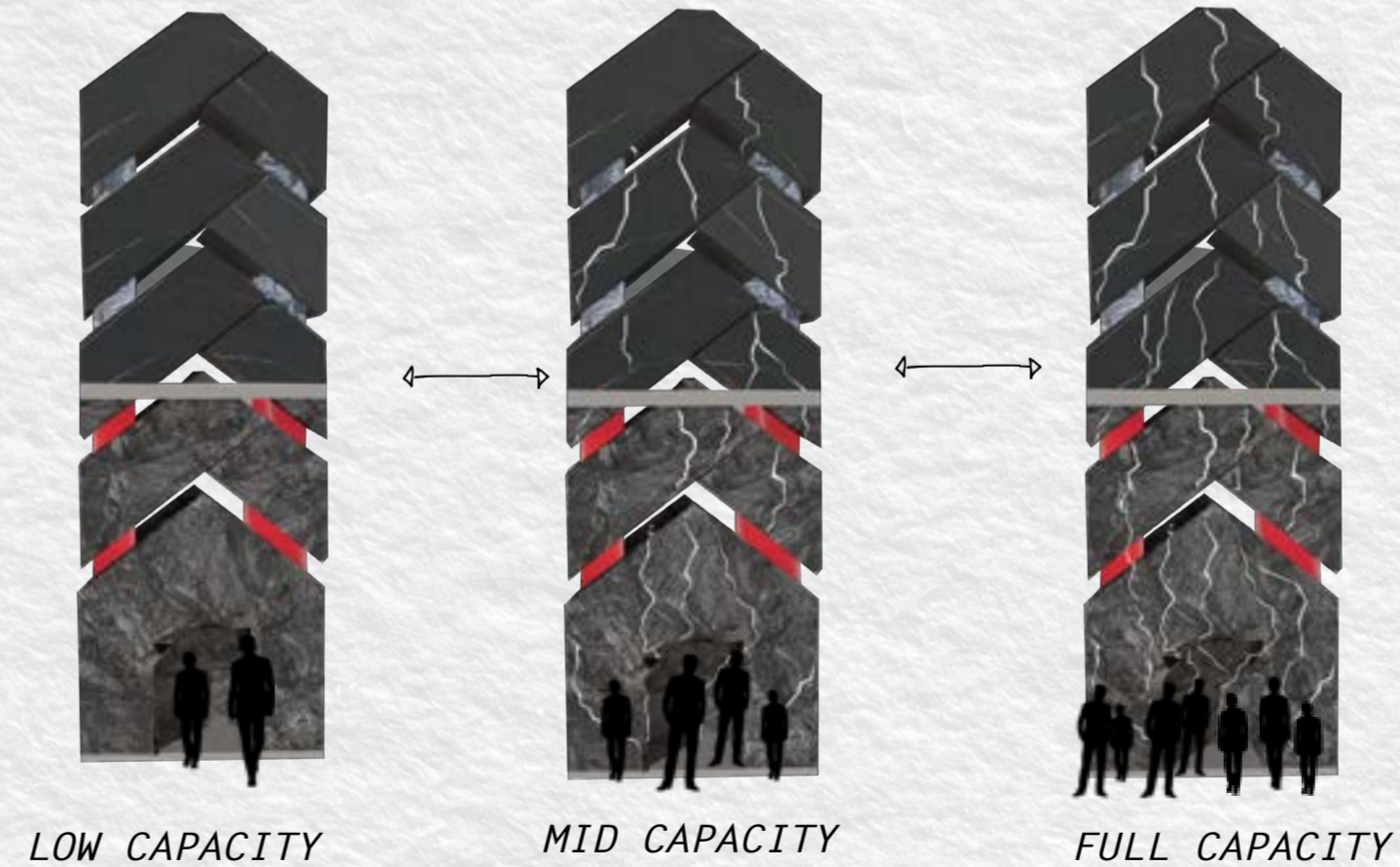
GROUND FLOOR

COAL
HISTORICALLY BEING A COAL POWERED ENERGY SUPPLIER TO THE MAJORITY OF LONDON IN THE 20TH CENTURY, HAVING A KEY MATERIAL OF COAL WITHIN THE SPACE DRAWS INSTANT CONNOTATIONS TO BATTERSEA'S PAST, PLAYING ON THE NARRATIVE OF NON-SUSTAINABLE TO SUSTAINABLE ENERGY PRODUCTION THROUGH HUMAN MOVEMENT.



INITIAL SKETCHES AND MODELS LOOKING AT INCORPORATING THESE IDEAS IN THE SPACE

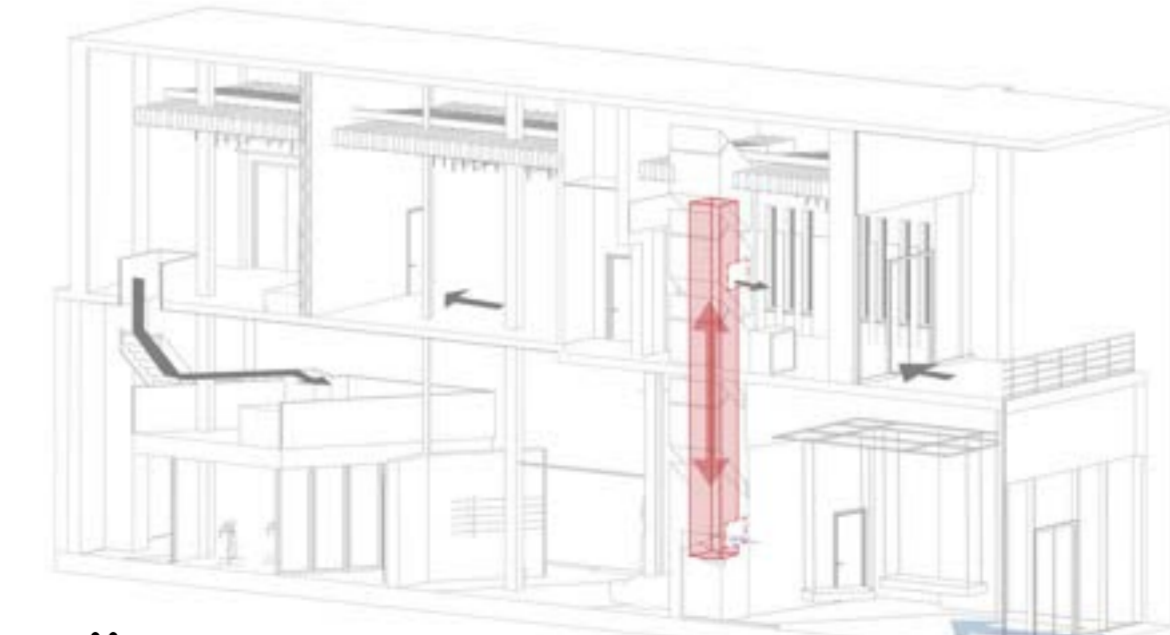
THE TOTEM:



A CENTRAL ELEMENT TO THE RE / CHARGE GYM IS THE VISUAL REPRESENTATION OF ENERGY PRODUCTION WITHIN THE SPACE. THE USE OF LED LIGHTING EMBEDDED INTO THE TOTEM STRUCTURE CREATE AN EFFECT OF LIGHT SURGING UP THROUGH THE COAL STRUCTURE AS THE USER PRODUCES AN ENERGY OUTLET THROUGH EXERCISING. THE INTENTIONS OF THE TOTEM ARE TO CREATE A VISUAL STIMULANT FOR THE USER, TO BE INSPIRED AS THEY WORKOUT.

PUBLIC vs PRIVATE:

TO BRING ACCESSIBILITY FROM THE PUBLIC TO PRIVATE AREAS, AND TO INCREASE THE ATMOSPHERE OF MOVEMENT WITHIN THE SPACE, PUTTING A DUMBWAITER INSIDE THE TOTEM CREATES CONNECTION TO THE TWO SPACES. ALSO BEING INACCESSIBLE FROM THE PUBLIC STORE FRONT, BY DOING THIS, IT CREATES A SENSE OF INTRIGUE TOWARDS THE GYM AND BECOMING A PART OF WHAT IS GOING ON, WITH THE SPACE BEING DYNAMIC AND VISUALLY ENERGETIC.



KEY:

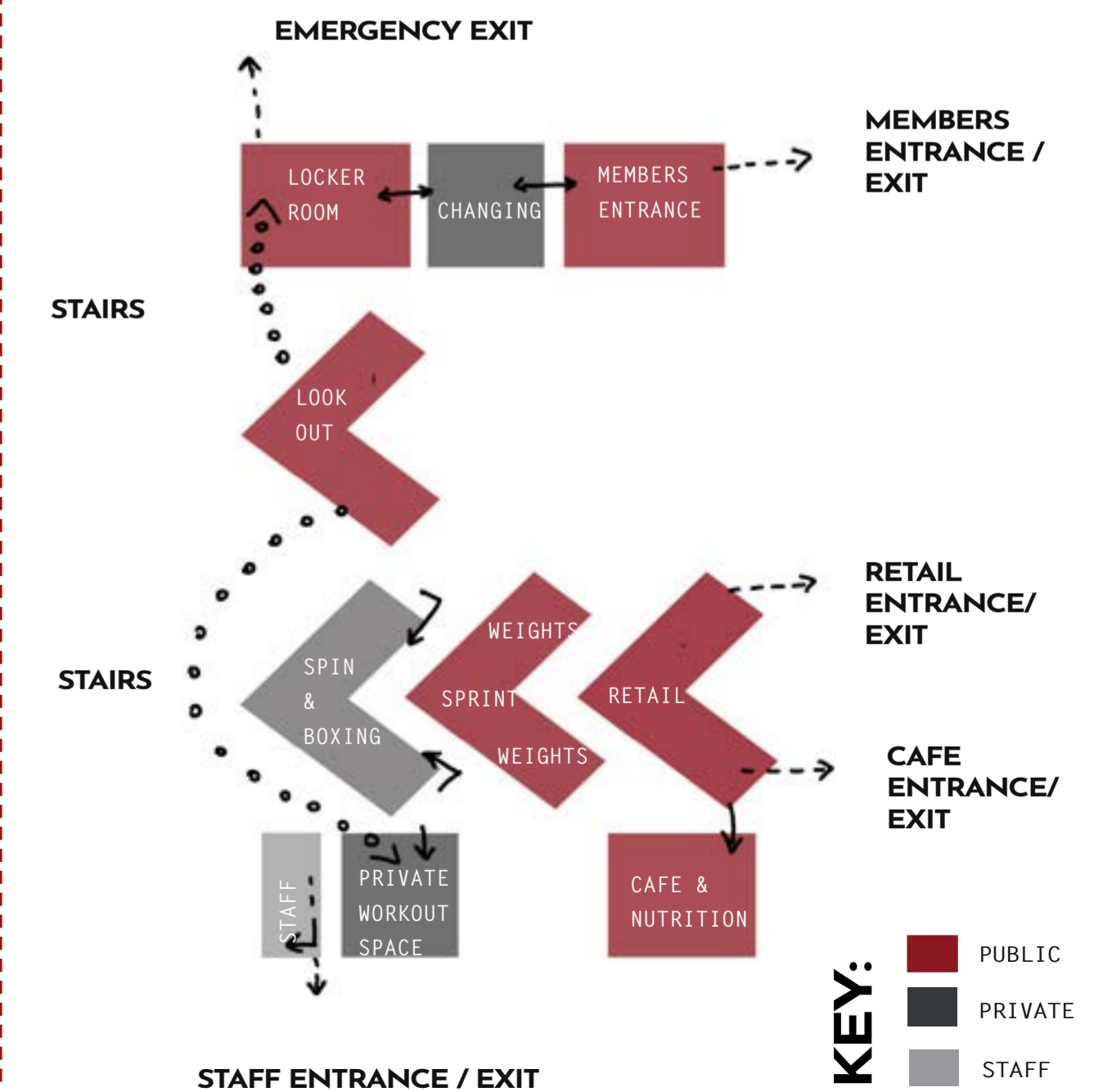
- DUMBWAITER - CONNECTION
- MEMBERS ACCESS - PRIVATE
- RETAIL ACCESS - PUBLIC

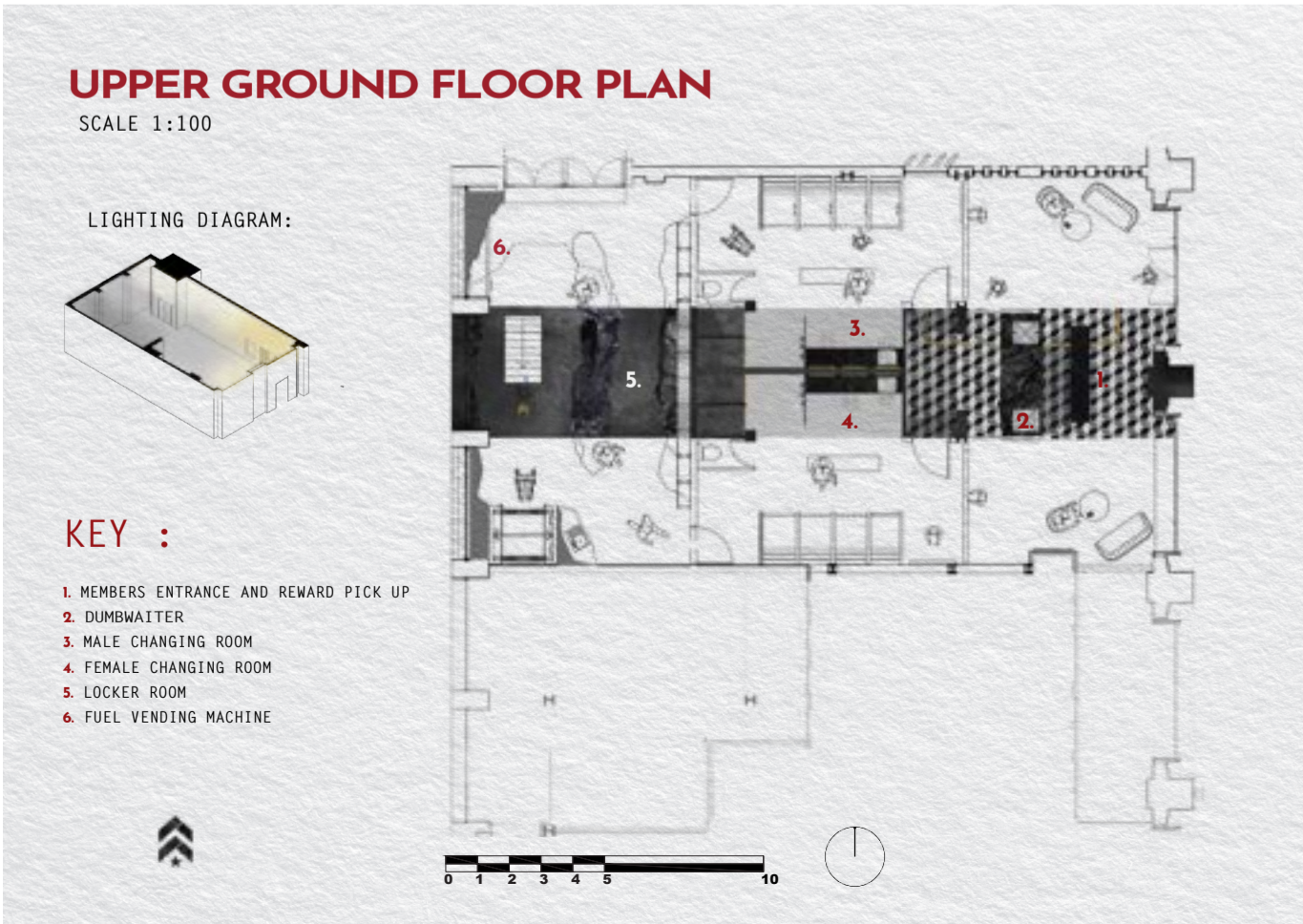
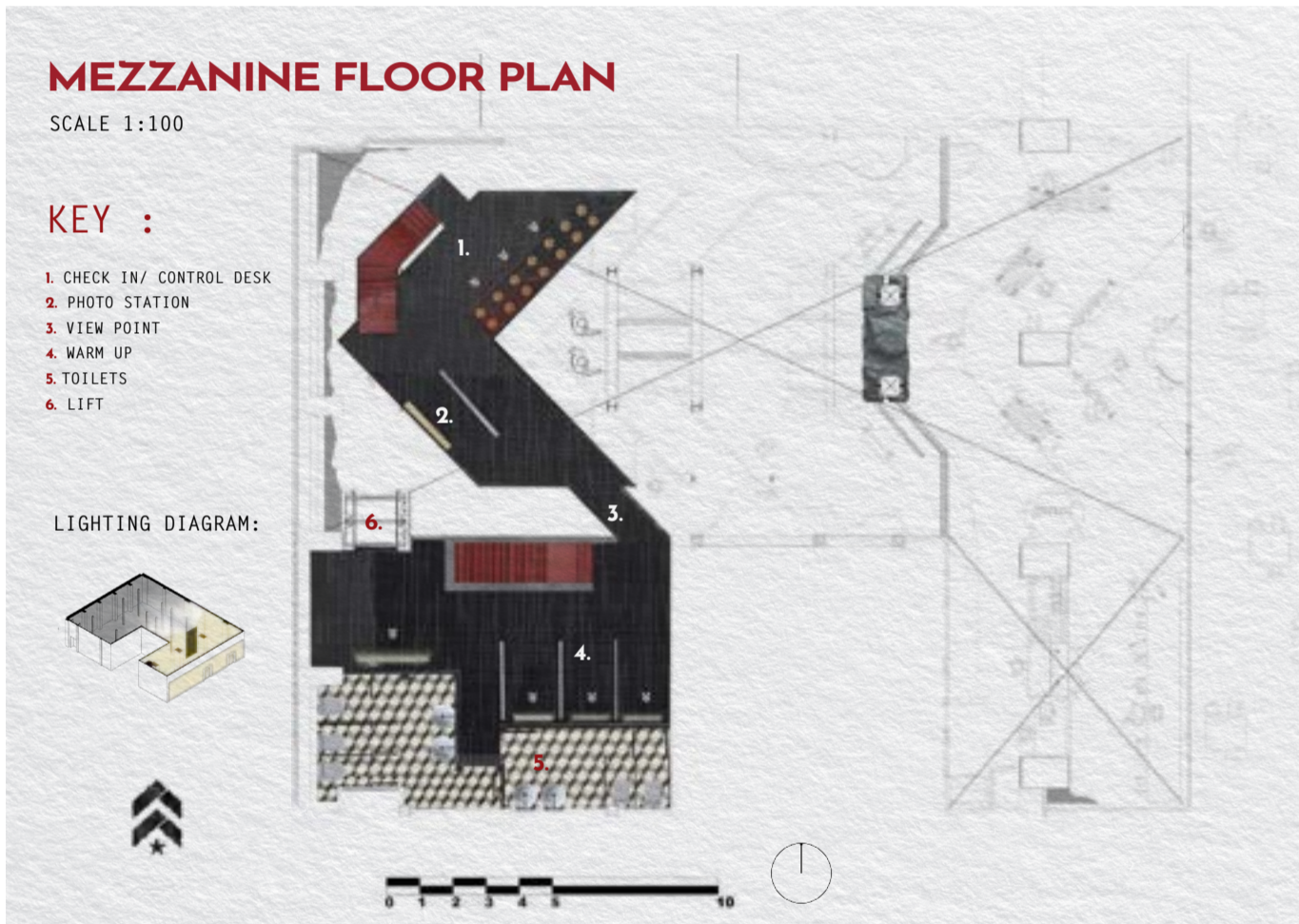
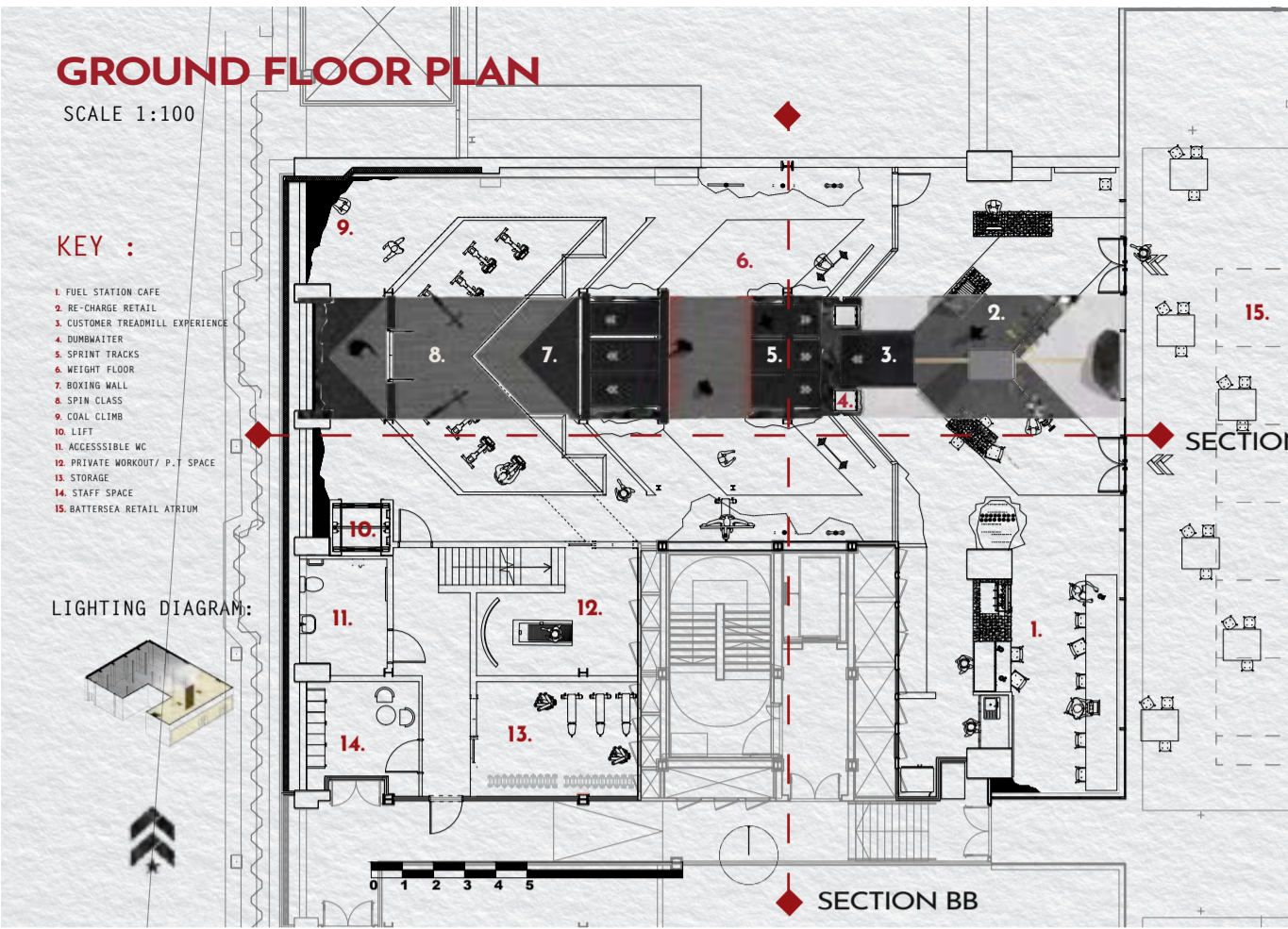
BRAND INFLUENCE:

LOOKING AT THE BARRY'S LOGO MOTIF TO INFLUENCE THE GYM LAYOUT, FOCUSING IN THE MOTION IMPLIED THROUGH THE LOGO, TRANSLATED INTO SCHEDULE OF ACCOMMODATION AND SPATIAL PLANNING. THIS USE OF THE LOGO ALSO MAKES A CLEAR DISTINCTION BETWEEN DYNAMIC AND STATIC SPACES.



SCHEDULE OF ACCOMMODATION:





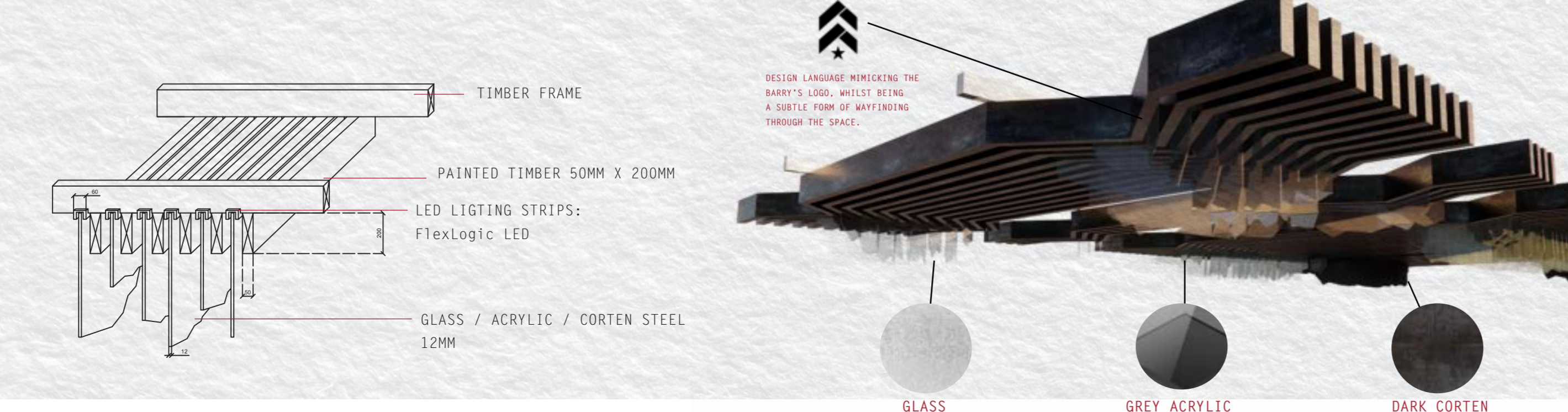
LIGHTING FITTING BESPOKE FITTING

WITH THE INTENTION OF THE UPPER GROUND FLOOR TO BE AN ATMOSPHERICALLY TRANSITIONAL SPACE, MOVING FROM ART DECO INTO THE INDUSTRIAL, THE GOAL OF THE BESPOKE LIGHTING FITTING IS TO SEAMLESSLY LINK THE TWO CONTRASTING AESTHETICS THROUGH SUBTLE LIGHTING CHANGES, PREPARING THE USER TO GET MOVING.

HOLDING A CONSISTENT FORM THROUGHOUT THE LENGTH OF THE UPPER GROUND FLOOR, THE USE OF MATERIALITY, DECREASING THE OPACITY OF THE LIGHTING SHADE, ALLOWS FOR A CHANGE IN LIGHTING EFFECT AS THE USER APPROACHES THE GYM ENTRANCE.

THE INITIAL MATERIAL, BEING GLASS, CO-INCIDING WITH WARM LED LIGHTING CREATES AN EVEN AND WELCOMING LIGHT IN THE ENTRANCE LOBBY, BY CONTRASTING THIS WITH RED LIGHTING REFLECTED ON A DARK CORTEN SHEET PRODUCES AN AGGRESSIVE LIGHTING FINISH, GIVING STRONG CONNOTATIONS TO BURNING COAL. THE LOCKER ROOM HAS AN INDUSTRIAL AESTHETIC, INTERGRATING ITSELF SEAMLESSLY INTO A SIMILAR ATMOSPHERE AS FOUND ON THE GYM FLOOR.

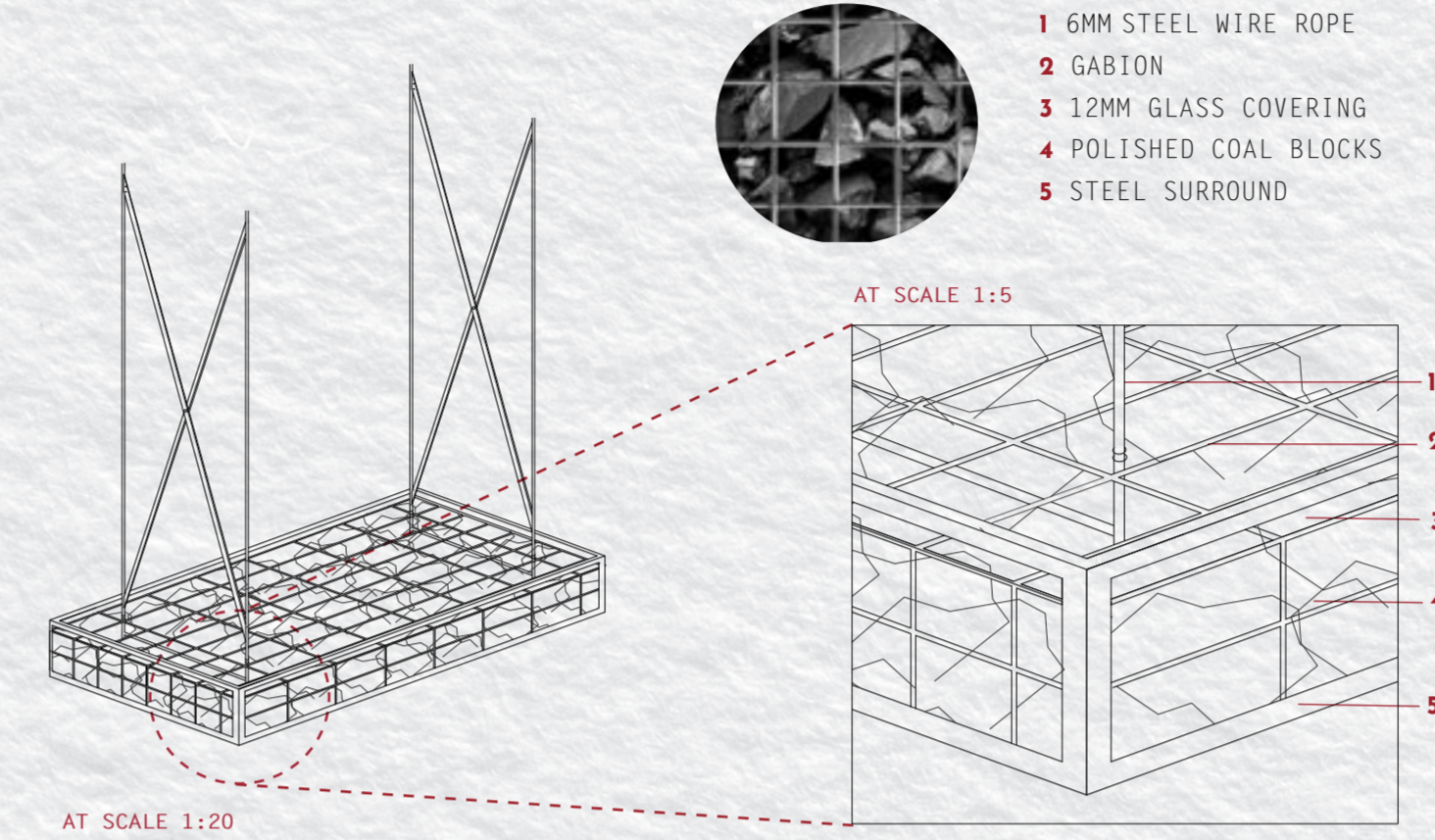
REPRESENTING THE HISTORICAL CONTEXT OF THE POWER STATION, THE CONTRASTING LIGHTING FINISHES FOUND ON THE UPPER GROUND FLOOR ARE INTENDED TO SPARK CONNECTION BETWEEN THE VARYING ATMOSPHERES FOUND IN BATTERSEA POWER STATION WHEN A FULLY WORKING POWER PLANT.



SUSPENDED COAL SHELVEING BESPOKE FITTING

IN CONJUNCTION WITH THE COAL AESTHETIC, WITH INSPIRATION TAKEN FROM 'COAL POST FUEL' BY JESPER ERIKSSON, HAVING RAISABLE SUSPENDED COAL SHELVEING BRINGS CONNECTION TO THE INDUSTRIAL ATMOSPHERE FOUND WITHIN THE GYM SPACE.

THIS USE OF AN UNEXPECTED MATERIAL IS INTENDED TO DRAW INTRIGUE FROM BATTERSEA RETAIL CUSTOMERS, AS PRODUCT DISPLAY UNITS, THE SHELVEING HAS A GLASS COVERING, ALLOWING THE IRIDESCENCE OF THE POLISHED COAL TO BE SEEN BELOW THE PRODUCTS.

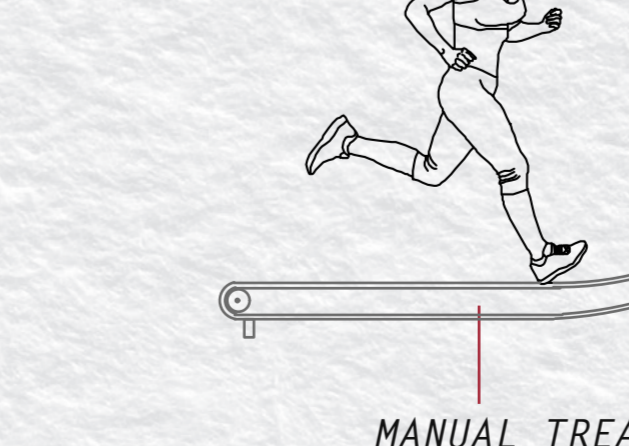


EXERCISE. ENERGY. REWARD.

INTERGRATING THE ENERGY CREATION INTO THE PRE-EXISTING BARRY'S X APP, TO CREATE A PHYSICAL TAKEAWAY, WHETHER THAT IS THE ABILITY TO SEE THE ENERGY PRODUCED IN A SESSION, OR THE PURCHASE OF AN ITEM. THIS ALSO BRINGS RE / CHARGE A CONNECTION TO BARRY'S EXISTING BRAND AND CLIENTELE.

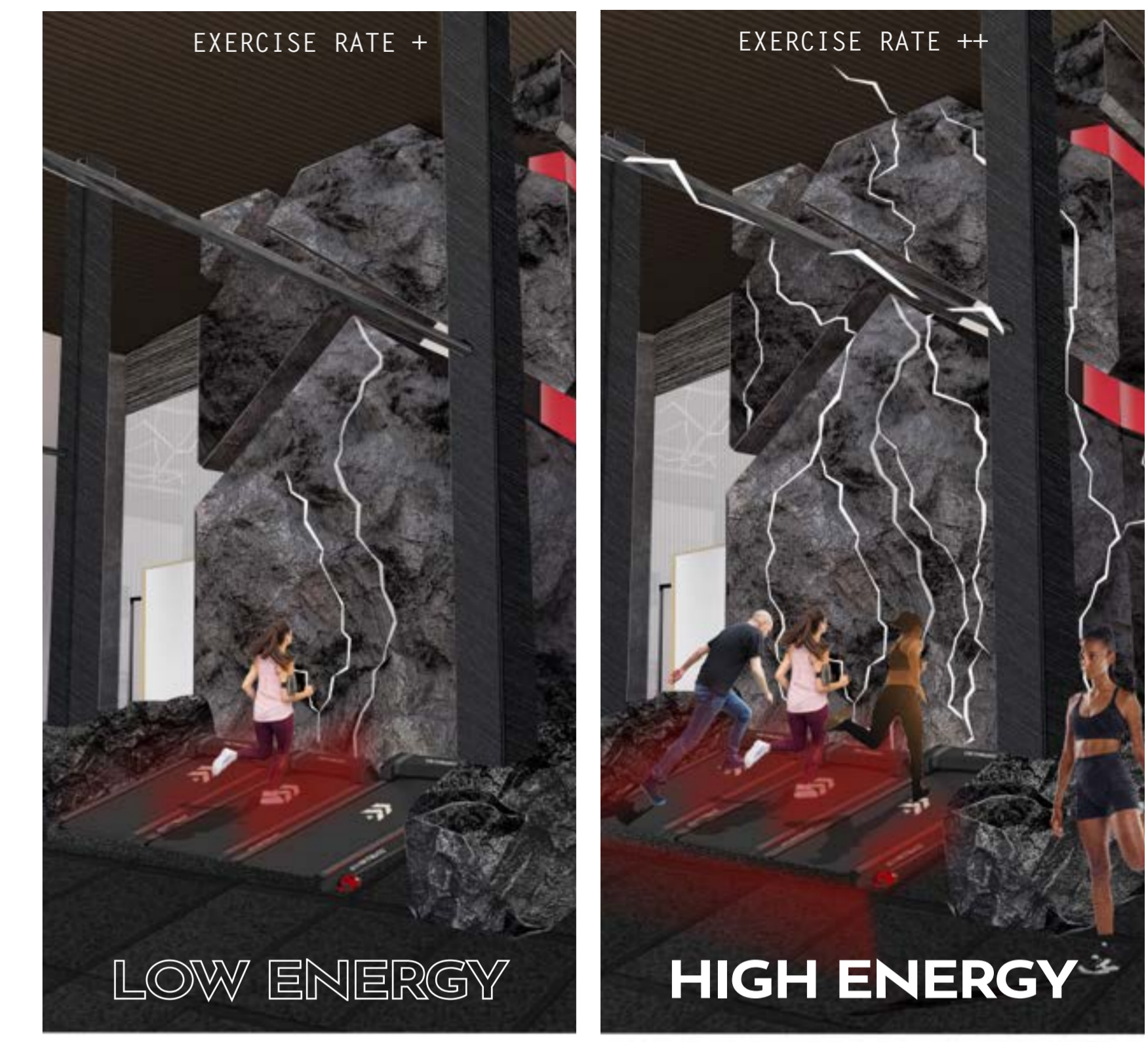
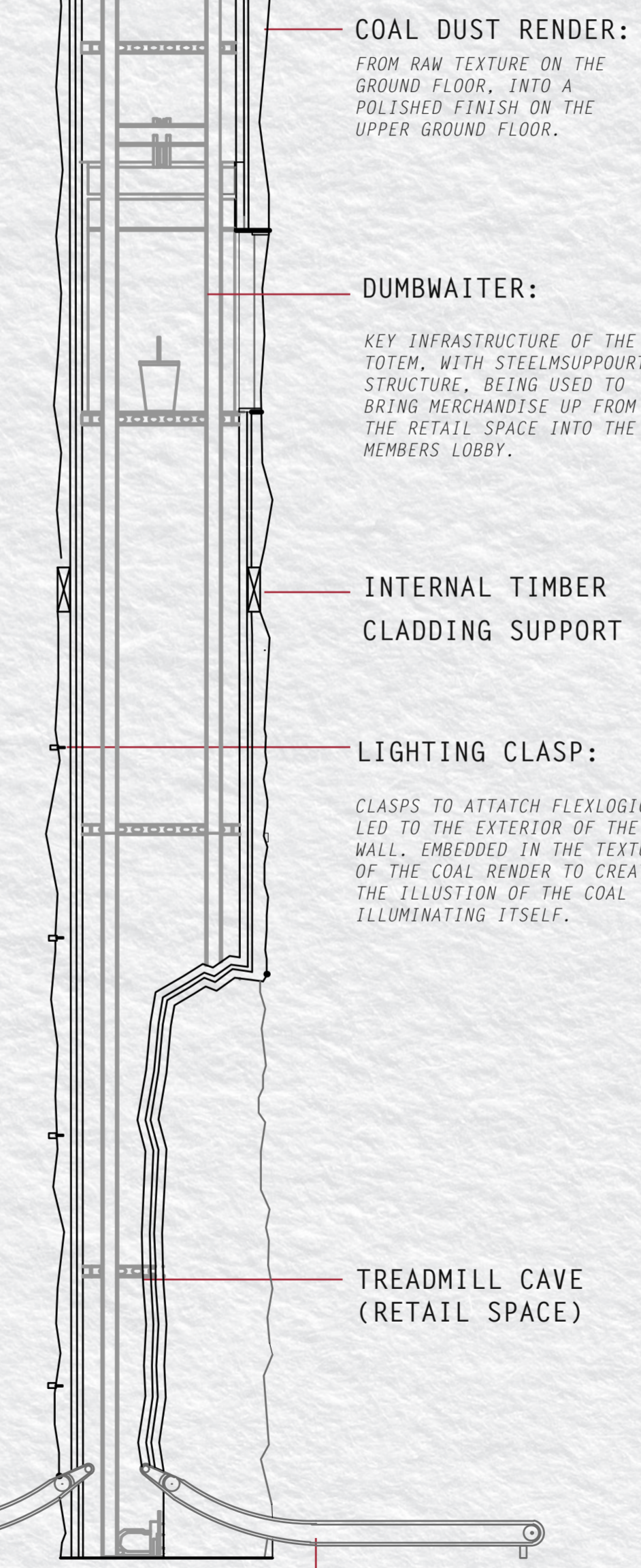
ENERGY CONVERSION RATE:

$2kWh = 1$



TOTEM SECTION:

AT SCALE 1:50



THIS VISUAL OF THE CENTRAL TOTEM STRUCTURE REPRESENTS THE INCREASE IN ENERGY PRODUCTION IN CORRELATION TO THE USE OF THE GYM, BEING A KEY IMMERSIVE EXPERIENCE WITHIN THE SPACE THE LIGHTING IS DESIGNED TO REPRESENT THE AMOUNT OF ENERGY BEING PRODUCED AND STORED, TAKEN FROM ACROSS THE GYM, WITH A DUMBWEIGHTER INSIDE THE TOTEM. THE VISUAL ILLUSION OF MOVEMENT AND ENERGY IS REPRESENTED THROUGH BOTH THE LIGHTING AND FUNCTION OF THIS KEY FEATURE.

KEY MATERIALITY CASE STUDY: COAL POST FUEL BY JESPER ERIKSSON

COAL POST FUEL IS A SUSTAINABLE DESIGN PROJECT BY JESPER ERIKSSON, EXPLORING THE WAY AN EVER DECLINING FUEL MATERIAL CAN BE USED FOR SOMETHING FAR MORE ENVIRONMENTALLY BENEFICIAL.

BEING A MATERIAL THAT CONSERVES CARBON, PREVENTING ITS EXPOSURE TO THE ATMOSPHERE, USING THIS MATERIAL EPITOMISES HOW WE CAN CREATE A CHANGE IN THE WORLD TO SAVE THE EARTH'S CLIMATE.

EXPLORING ERIKSSON'S USE OF COAL WITHIN DESIGN HAS CHANGED MY PERSPECTIVE OF COAL AND ITS QUALITIES, AS HE REPRESENTS THE MATERIAL AS SOMETHING WITH DEPTH AND SOFTNESS RATHER THAN BEING A MESSY AND UNPLEASANT STONE. DURING THE DEVELOPMENT OF THE RE/CHARGE PROJECT, ERIKSSON'S WORK HAS BEEN A GREAT INFLUENTIAL FACTOR OF THE DESIGN OUTCOME, ENCOURAGING THE KEY COAL FEATURES OF THE DESIGN AND DEEPENING THE IMPORTANCE OF SEEING COAL AS A SUSTAINABLE DESIGN MATERIAL.

"COAL IS A RARE AND EXTRAORDINARY CARBON CONSERVATION METHOD."

