

# EMPOWERED.

*What if your loss was a gain?*



## THE MODEL

PANORAMIC VIEW....

SCAN ME



SCAN ME



SCAN ME



OR CONNECT TO VR!

The process for this model began with a selective demolition diagram of the site in SketchUp, followed by reconstructing the original site in Revit, incorporating the heritage features and wall detailing. After this, each room needed to have its own unique atmosphere, achieved through specific colour tones and lighting depending on its use, this was done through pairing my REVIT model with Chaos Escape which really gave each room the desired atmosphere, whether that was open and free, or dark and secretive.

A significant part of the concept was merging the traditional with the modern to reflect the building's original use, therefore for some parts such as the cornicing and panelling, shown to the right, I had to build them in SketchUp and import this into the REVIT model, to ensure the intricate detailing was showcased.



- SCAN EACH BAR CODE
- PRESS ALLOW TO THE DEVICE
- PAN AROUND TO VIEW ON A MOBILE, OR PRESS THE HEADSET BUTTON IN THE BOTTOM RIGHT TO CONNECT TO A VR HEADSET NEARBY.



**THE CONFESSION BAR,**  
*"WHERE SECRETS FLOW AS FREELY AS THE DRINKS."*



**PERFORMANCE THERAPY**  
*"TRANSFORMING TENSION INTO INSPIRATION, ONE SCENE AT A TIME."*

# STATISTICS

- From primary research interview of a **28** year old, newly divorced women, she discussed the lack of support during the process.
- The divorce rate currently sits at **42%** and the marriage rate is also dropping.
- More than half of married people have **thoughts** about divorce before taking action.
- My aim is to remove the **bad stigma** surrounding getting a divorce and **flip** it into starting an **exciting** new life chapter, **prioritising** yourself.

# CONCEPT

A space to guide an individual through their **divorce** whilst finding a happiness of a new beginning worth **celebrating**.

Aiding the divorce process through sectors of **past** secrets, **present** traumas and **future** celebrations.

# STRATEGY

## PAST PRE DIVORCE

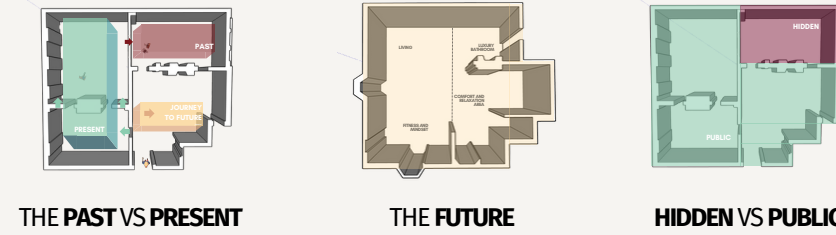
A **hidden** interior to represent the **concealed** secrets within a marriage. A speak easy inspired bar with **confessionals**.

## PRESENT DURING DIVORCE

A wellbeing focused, **performance** space suited to aid. Consisting of symbolic shows, group workshops and therapy.

## FUTURE AFTER DIVORCE

**Celebrate** and **unwind** after your divorce, prioritise yourself whilst enjoying luxury.



# TRADITIONALISM VS MODERNISM

*Traditionalism VS Modernism* is a vital element within my design. 1 Chelsea Embankment is a key example of **traditionalism** due to its *rich history* since being built during the Edwardian era. This building once also had a history of educating only **married** women.

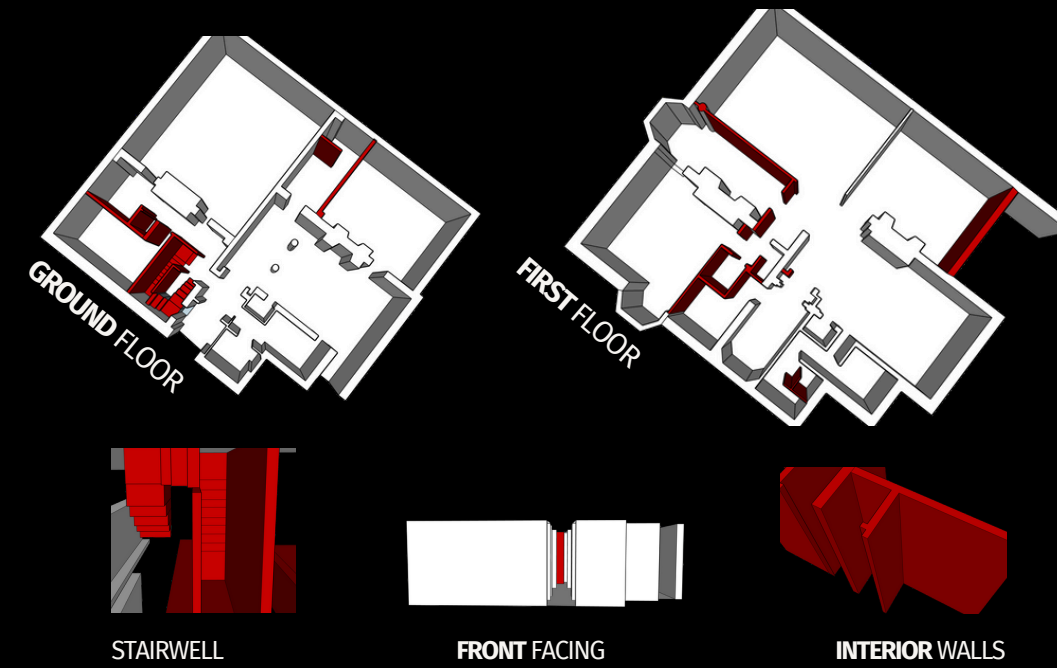
My goal was to explore this dated ideology and then contrast it with my **modernised concept of empowerment** post divorce.

Traditionalism and modernism in design represent **contrasting** approaches that often *coexist*. I have appreciated and honoured this heritage whilst implementing a new message to today's society.



# REIMAGINING DIVORCE THROUGH DESIGN:

## HOW CAN WE SHIFT SOCIETAL PERCEPTIONS ABOUT DIVORCE USING INTERIOR DESIGN TO PROMOTE SUPPORT AND UNDERSTANDING?



# SELECTIVE DEMOLITION DIAGRAM



Joe is starting to think his wife is having an **affair**, he doesn't want to cause a scene by getting others involved and doesn't know where to turn.

Currently going through a divorce that her husband filed for out of nowhere. She is dealing with many different **emotions**.

Ellie **divorced** her wife just over 6 months ago and is currently on a journey to find herself and **heal**.

# A modern INSTALLATION *Within the traditional*

▶▶ **WHAT?**  
A glass confession bar that blends past secrets with future choices, creating a space where tradition meets innovation in a captivating fusion of old and new.

▶▶ **WHY?**  
Through the installation of a glass structure, the building's traditional wall features and intricate detailing are showcased whilst a modernised approach to divorce secrets is held in a new type of confessional.

▶▶ **THE SOCIAL SUSTAINABILITY**  
The Empowered by her projects aim is to eliminate the negative stigma surrounding divorce and transform it into a celebratory new beginning whilst located in one of the highest percentage separation rates. By targeting this area, it will ensure people can move forward with their lives and not fall into a downward spiral. This is also sustainable due to the sectors of the concept. By having areas of the space separated to past, present and future it ensures everyone and anyone could begin their journey to a fresh start.

▶▶ **ENVIRONMENTAL SUSTAINABILITY**  
When it comes to materiality, I have selected low impact materials such as the reclaimed wood to ensure sustainability is a priority. It also incorporates features such as energy-efficient lighting and appliances by using LEDs and low lighting majority whilst using feature lighting as a room focal point.

# WHO

Individuals facing emotional challenges before making the tough decision to divorce, those in need of support during the divorce process, and those celebrating the start of their new chapter.

# WHAT

A support platform for divorcees offering stages for addressing past secrets, present well-being assistance, and future celebratory milestones.

# WHERE

1 Chelsea Embankment, with Chelsea having one of the highest divorce rates in the country. Also a luxury, Edwardian townhouse with a great history.

# WHY

Divorce carries a negative stigma for several reasons, primarily rooted in cultural, religious, and societal norms. Considering the statistics on well-being throughout this journey, my goal is to lose the negative stigma associated with divorce and pave the way for a celebratory new beginning.

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