

INSIDE OUT

TAILORING THE NEW MAN

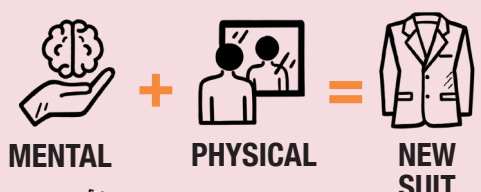


NOTE: Pattern includes ALL types of men
Made by Victoria Bartlett



CAN INTERIOR DESIGN TURN THE SUIT OF MAN INSIDE OUT?

'An interior tailored to reshape the man of tomorrow'



RESEARCH

33

million men in the UK

1 in 8

men in England have a common mental health problem

65%

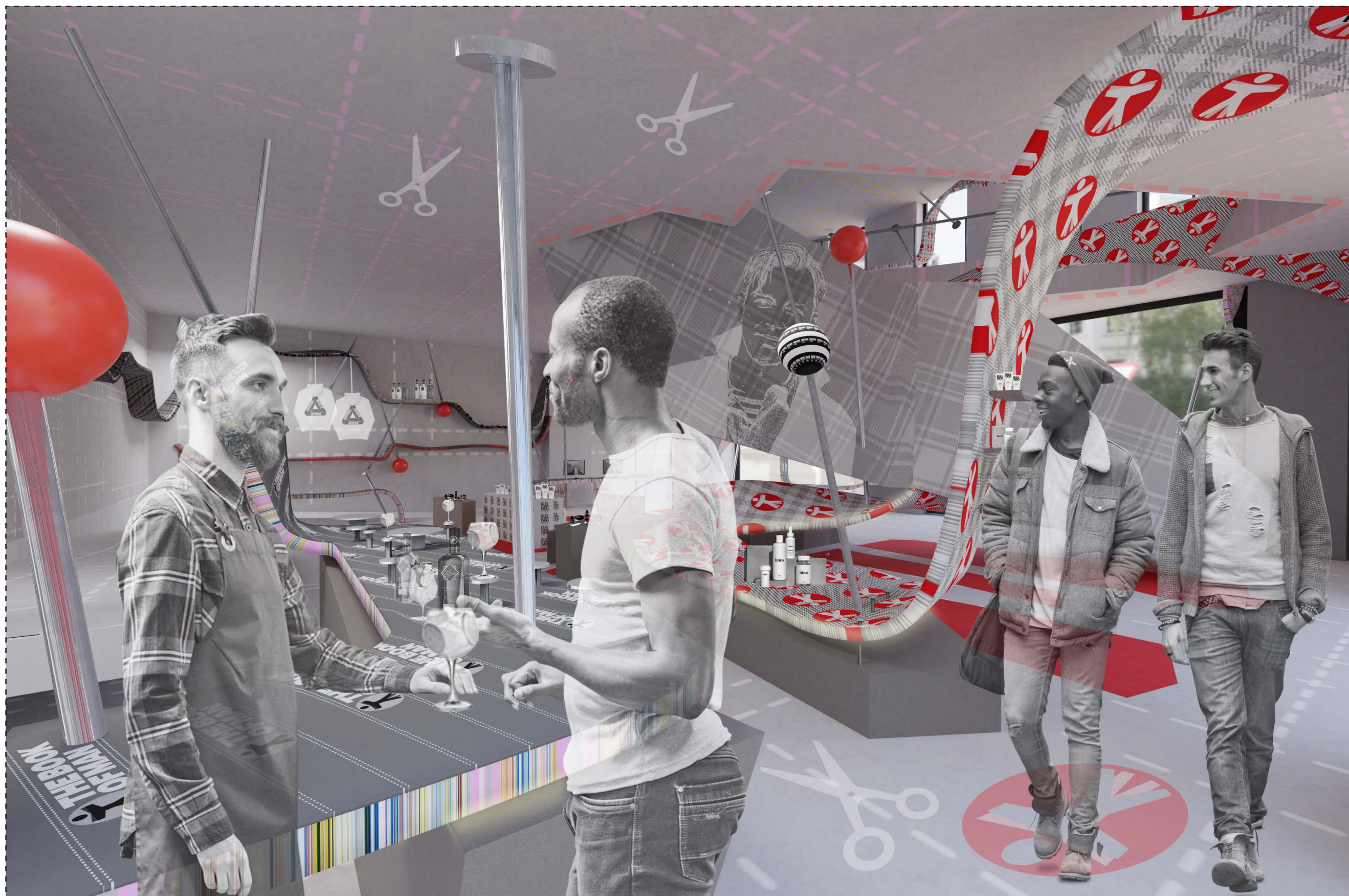
of UK men (25-44) think that gender stereotypes are dangerous to society

Quotes:
"69% of men aged 25-44 in the UK feel misrepresented by brands, stating that mainstream visions of masculinity are out of touch with contemporary life."
-(The Book of Man, cited in The Future Laboratory LS:N Global, 2018: 8)

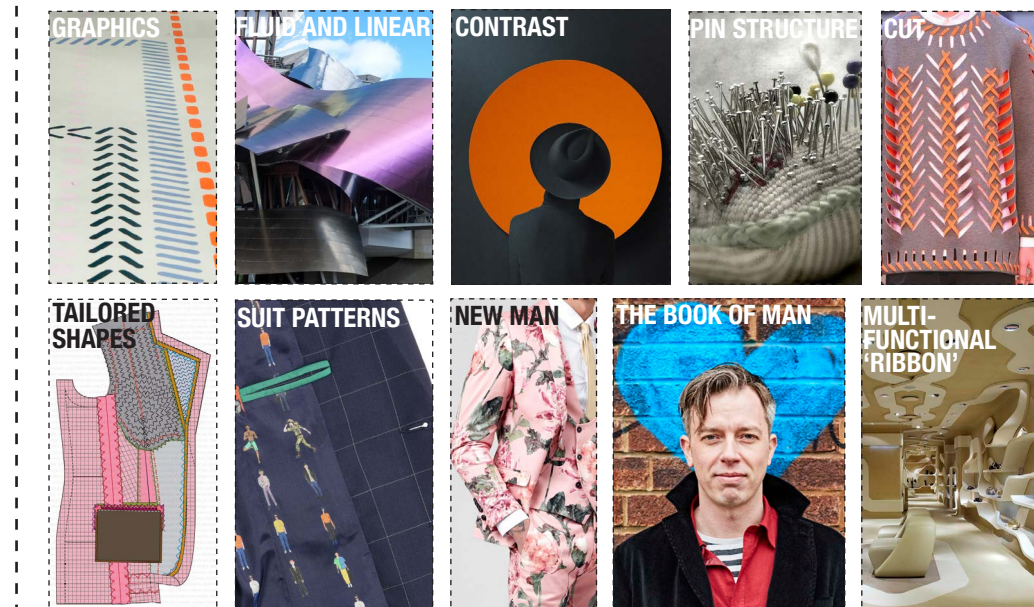
"Men are less likely to access psychological therapies than women: only 36% of referrals to NHS talking therapies are for men"
-(Mental Health Foundation, 2020)

"3X as many men as women die by suicide. Men aged 40-49 have the highest suicide rates in the UK"
-(Mental Health Foundation, 2020)

"They (clothes) are a way - the most immediate and most visible way of declaring who we are and what we believe or want to be. They are a statement that challenges the very notion of identity"
-(Mauriès 2017: 8)



CONCEPTUAL THREAD



USER NEEDS

Users feelings...

MISREPRESENTED

CONFUSED

HAPPY

EXCITED FOR CHANGE

BORED

LOST

ALONE

DEPRESSED

ANXIOUS

Inspiring change through...

1 EXPLORE-EXPERIMENT-EMPOWER

2 EDUCATION

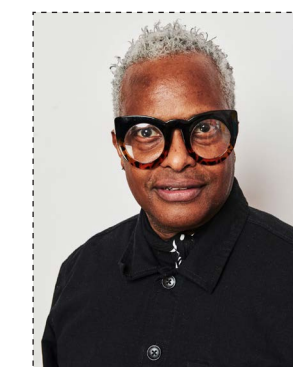
3 GOOD HEALTH

4 RELAXATION-REFLECTION

5 SUPPORT



RESISTING CHANGE



LOOKING FOR CHANGE



EMBRACING CHANGE

"The branded version of manhood has been left largely **unchallenged**"

(The Future Laboratory LS:N Global, 2018: 2)

THE SUIT OF MAN IS READY TO BE FLIPPED...

BRIEF SNIPPET

A 'hub' for men to explore their **MENTAL HEALTH** and **SELF PRESENTATION**

'Fusion' of commercialised models

Functions= Mixed

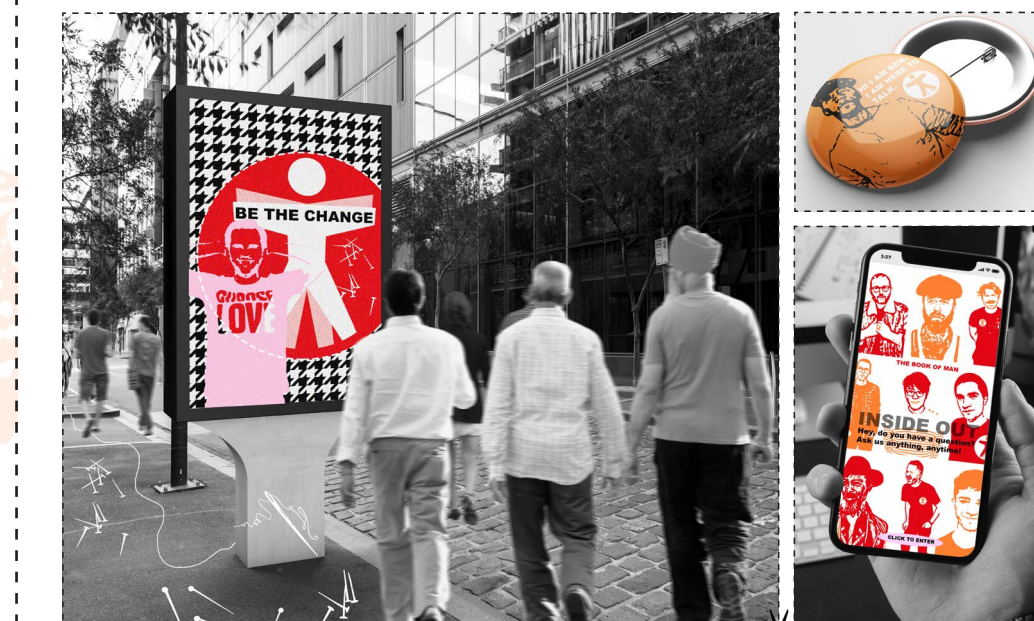
Primary User= Men

Digital Media Brand= The Book of Man

Location= 24 Savile Row, London



BRANDING



Signage
Around London different men will be used on the advertising to display the fact that men are part of a large community that can create positive impact on society. Traditional suit patterns will be used for the background with short inspirational messages aiming to provoke thought for passers-by.

Badge
By wearing a badge which introduces their name and offers to talk it breaks the stigma of silence as well as letting other people know someone is always there to speak to.

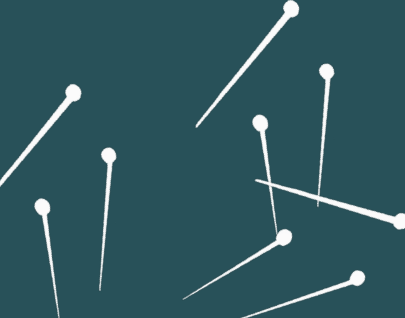
App
Men can talk to professionals about mental health, personal style, booking into counselling/doctor's appointments at the hub, chat to other men and become part of a community where the barriers of traditional masculinity are broken down!

DISCOVER
ENGAGE
CHANGE

SPATIAL STRATEGY



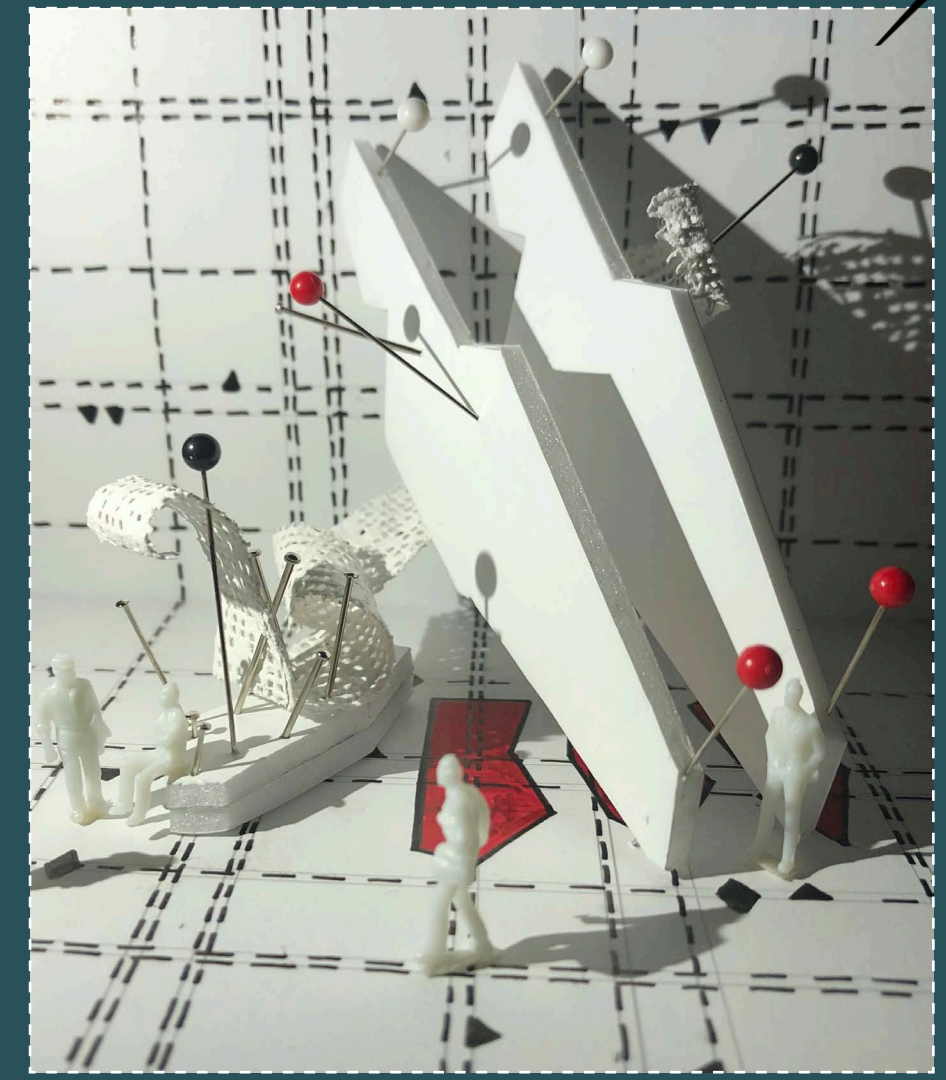
- 1. HORIZONTAL+VERTICAL: VISUAL TARTAN GRID (disrupted by rips/cuts in the floorplate)
- 2. VERTICAL/SECTIONAL: LAPEL STAIR INSERTION
- 3. VERTICAL/SECTIONAL: FOLDED MATERIAL
- 4. VERTICAL/SECTIONAL: SUPPORT PINS
- 5. HORIZONTAL+VERTICAL: SUIT PATTERN PARTS FF&E + TAILORING GRAPHICS



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 space there is a clear spatial strategy.



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

BRANDS TO SUIT YOU



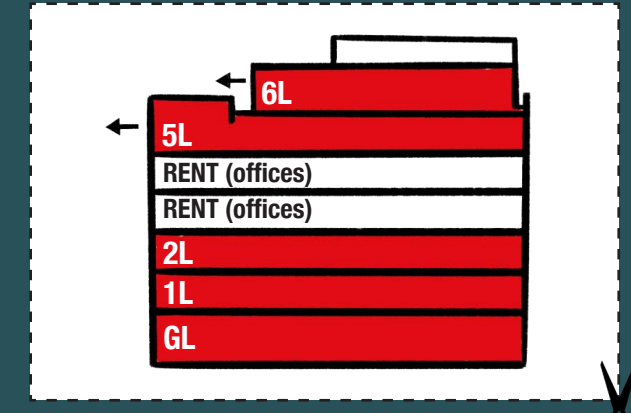
- Health supplements
- Gender Neutral
- Low calorie/low alcohol
- Meaningful garments
- Grooming
- Vegan Food
- Make up for men
- Colour and challenging norms

SCHEDULE OF ACCOMMODATION

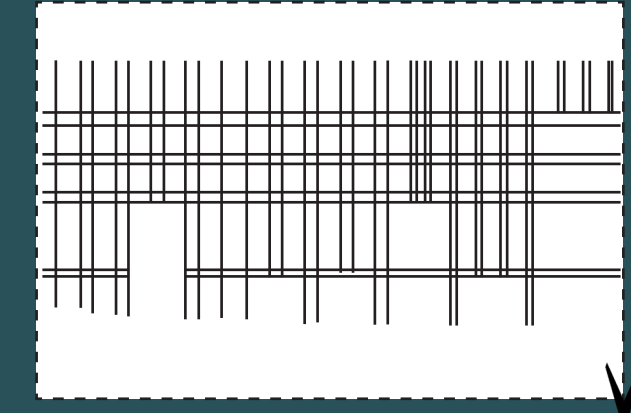


The schedule is considered through looking at The Book of Man core themes and combining this with user needs to create a blended model which caters for mental and physical health. The layers are designed to encourage a community of men that are viewed positively by society.

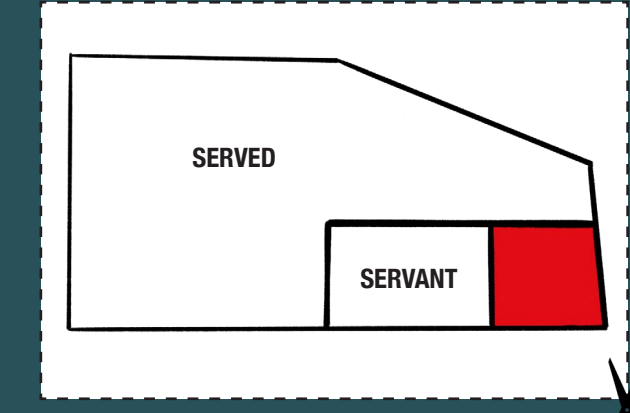
STRATEGY DIAGRAMS



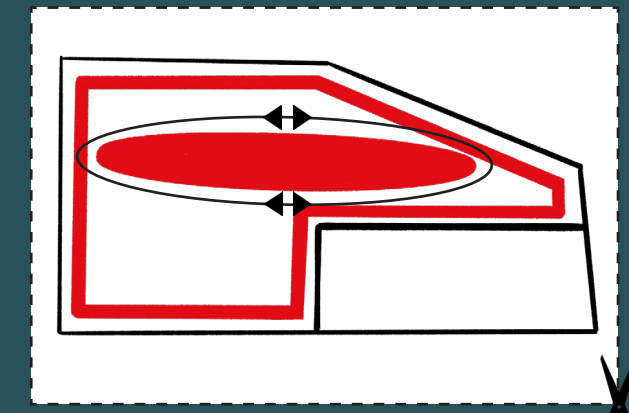
Symbiotic relationship- utilise existing sites and integrate the 'Inside Out' hub with different functions (eg. offices). Use top floors ('layers') for outside space and views.



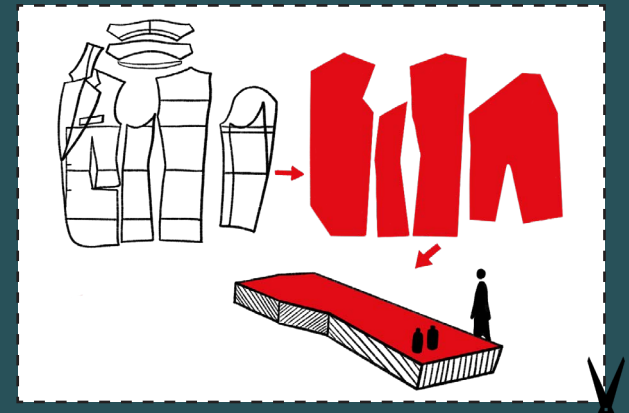
Using the exterior elevation form a tartan grid from the windows and then apply to interior walls, floor and ceiling



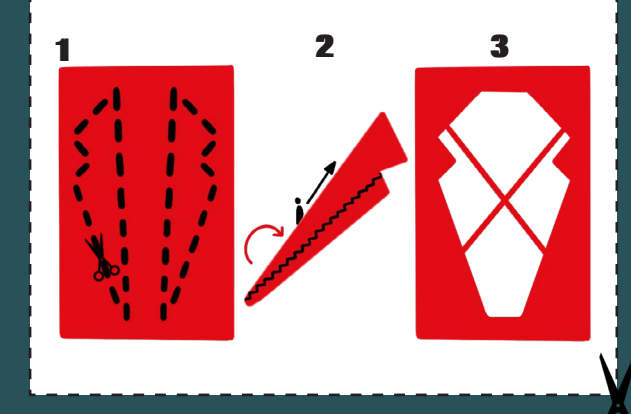
Maintain original service core and add space to the right to act as further service space which is private to staff.



-Multifunctional 'ribbon' follows the edge shape of the building whilst the other forms are centralised
-Radial circulation



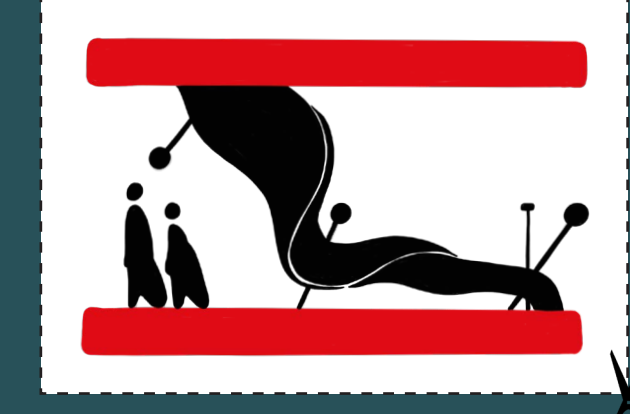
Abstract suit pieces to create forms for merchandise displays, FF&E and room shapes.



- 1. Cut out suit shape (lapel) from floor plate
- 2. Rotate and make into stair balustrade
- 3. Negative cut out= viewing void/stair void



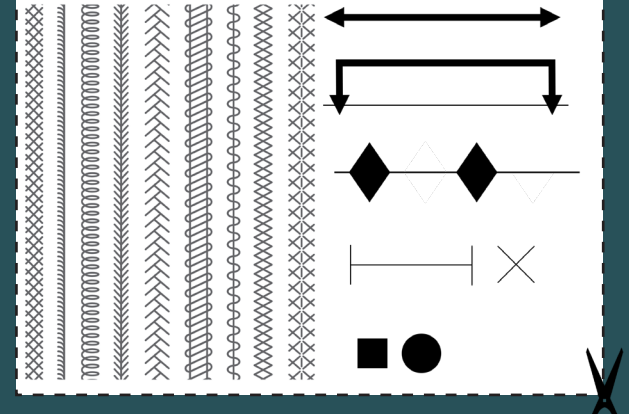
Abstract and cut open the suit shaped rooms to allow people to easily see in and engage with the activities within. By removing the roof of the room people feel connected to their surroundings.



'Pin' the inserted marmoleum ribbon to the ceiling and floor to continue the tailoring language.



When ascending the building:
-Colours become more bright and vibrant
-Traditional suit patterns gradually flip to the more decorative lining
-Conversation (noise) and interaction between people increases making the space gradually less private and more public
-People increasingly open up about new masculinity

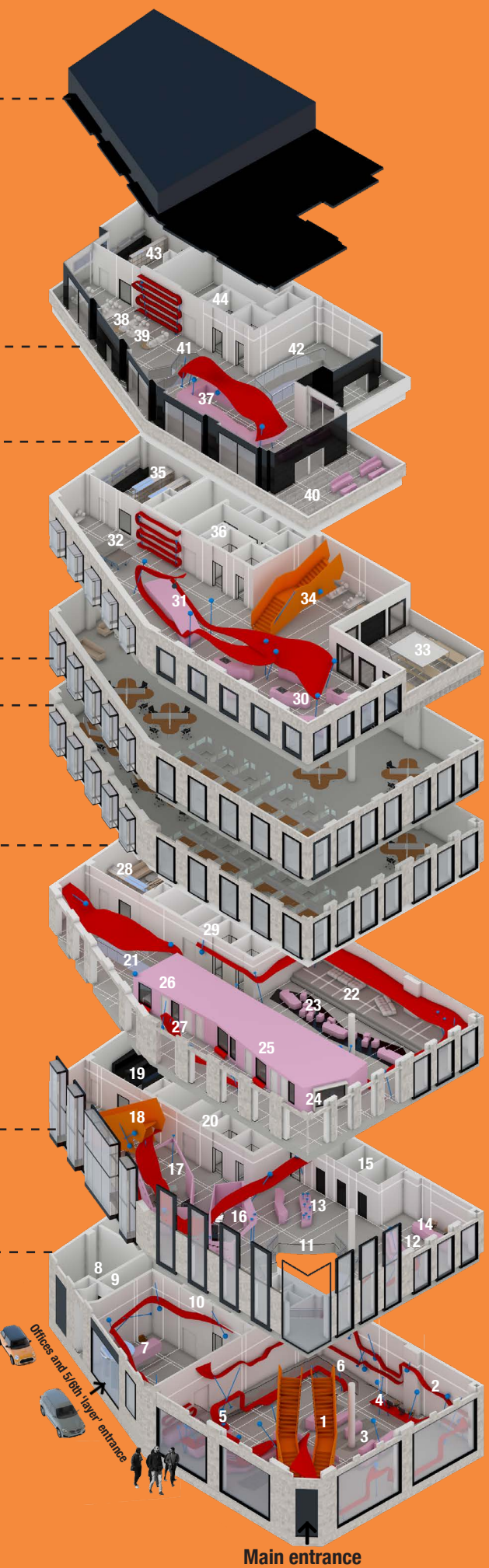


Apply tailoring graphic overlays into the spaces to enhance the language, concept and wayfinding.

INGREDIENTS/SHADING KEY:

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

OVERLAY



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

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

RENTED OFFICES

RENTED OFFICES
(Includes fire escape route)

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

FIRST 'LAYER'

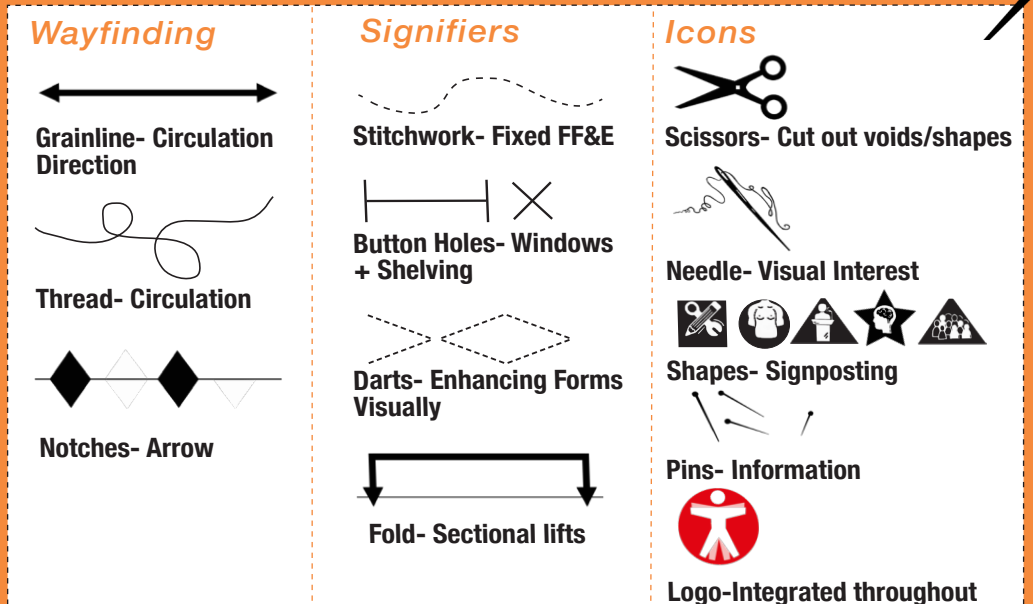
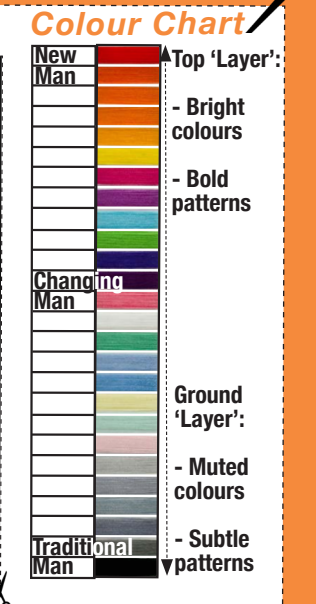
- 11. Cut out stair void
- 12. Multifunctional display ribbon
- 13. Pop(!)in brand merchandise tables
- 14. Contact point desk
- 15. Perfect fit dressing rooms
- 16. Cut and trim barbers
- 17. Pattern (tattoo) parlour
- 18. Lapel staircase
- 19. Storage
- 20. Fire protected stairway, toilets + lifts

GROUND 'LAYER'

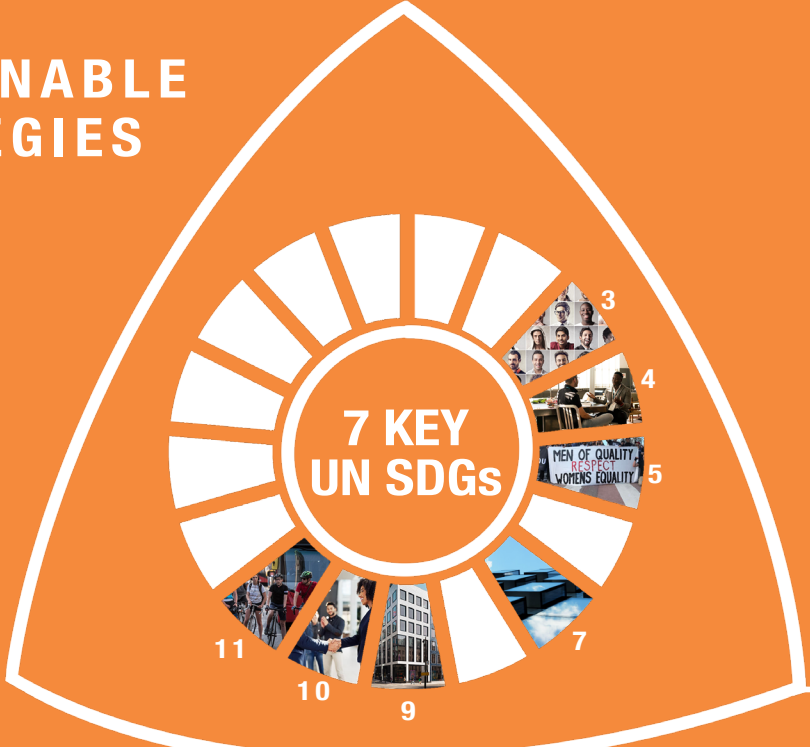
- 1. Lapel staircase
- 2. Multifunctional display ribbon
- 3. Pop(!)in brand merchandise tables
- 4. Check out
- 5. Sample bar
- 6. Zipper ramp
- 7. Check in
- 8. Substation
- 9. Fire corridor/escape
- 10. Fire protected stairway, toilets + lifts

'Inside Out' is made up of five floors, with the third and fourth floor rented out to other companies/offices. Since the pandemic office space has not been rented as easily, therefore this design formula could be implemented into these empty rooms to maintain full building usage.

KEY MATERIALS



SUSTAINABLE STRATEGIES



- Circular design**
- Reconfigurable furniture
 - Rent/continuous usage of floors
- Orientation / Passive Design**
- Utilise windows = solar gain
 - LEDs
 - Maintaining host building core conserves energy loss through redesign
 - Greywater recycling
- Community cohesion & wellbeing**
- Social sustainability
 - Integrating a vegan 'learn to cook' experience promotes healthy lifestyles
 - Utilising outdoor terraces promotes positive mental health.
 - Accessible spaces
- Materials**
- Sustainable
 - Locally sourced
 - Durable

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



GROUND 'LAYER'

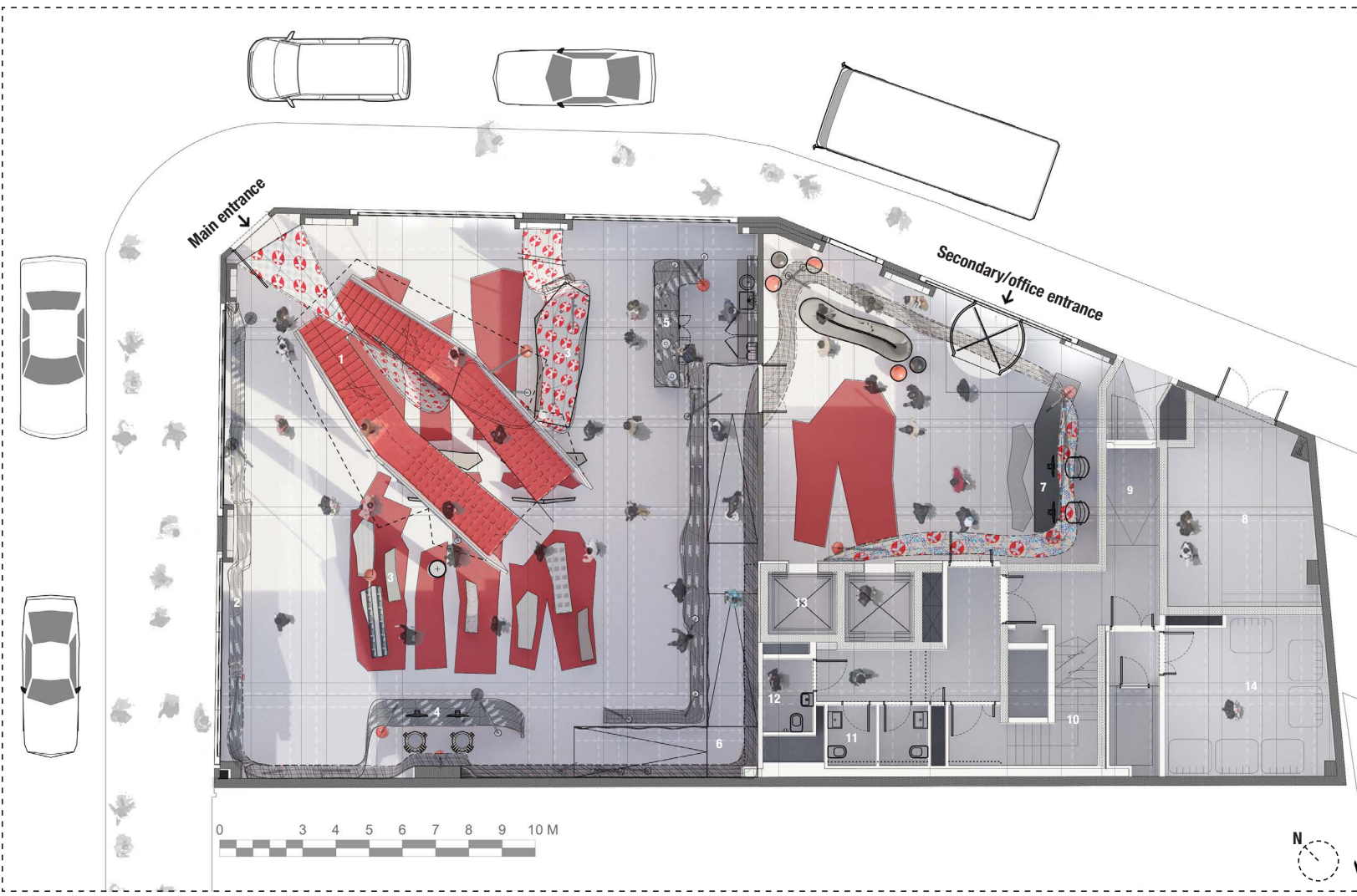
Plan

The journey into new masculinity is just beginning! All types of men are invited to come in and explore the latest products on the market that promote positive change in the male industry. As they wander around they stop off at the sample bar to grab a drink (low alcohol of course) and discuss masculinity with others.



KEY:

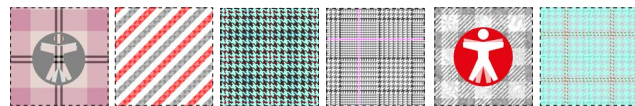
1. Lapel staircase ('buttoned' together at the bottom)
2. Multifunctional display ribbon
3. Pop(I)in brand merchandise tables/visual merchandising
4. Check out
5. Sample bar
6. Zipper ramp
7. Check in
8. Substation
9. Fire corridor/escape
10. Fire protected stairway
11. Toilets
12. Disabled toilets
13. Lifts
14. Existing bin store



FIRST 'LAYER'

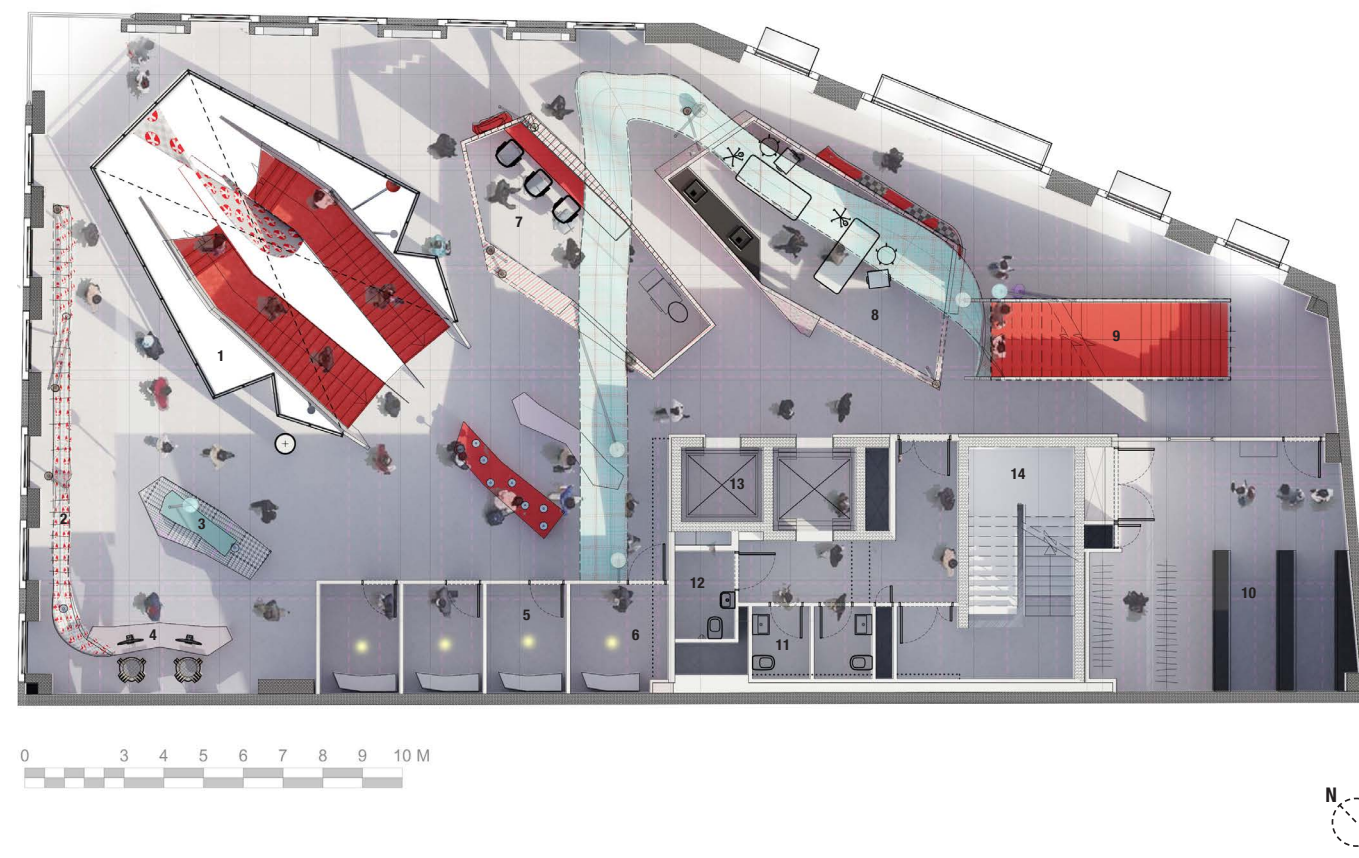
Plan

After the initial product display the men realise that they want to experiment further with their image... try makeup, find a new style of clothing, freshen up with a new cut from the barbers and if they dare unleash their artistic side with an expressive tattoo from the parlour!



KEY:

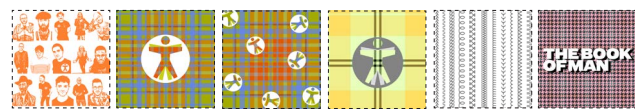
1. Cut out stair void
2. Multifunctional display ribbon
3. Pop(I)in brand merchandise tables
4. Contact point desk
5. Perfect fit dressing rooms
6. Disabled access perfect fit dressing rooms
7. Cut and trim barbers
8. Pattern (tattoo) parlour
9. Lapel staircase
10. Storage
11. Toilets
12. Disabled toilets
13. Lifts
14. Fire protected stairway



SECOND 'LAYER'

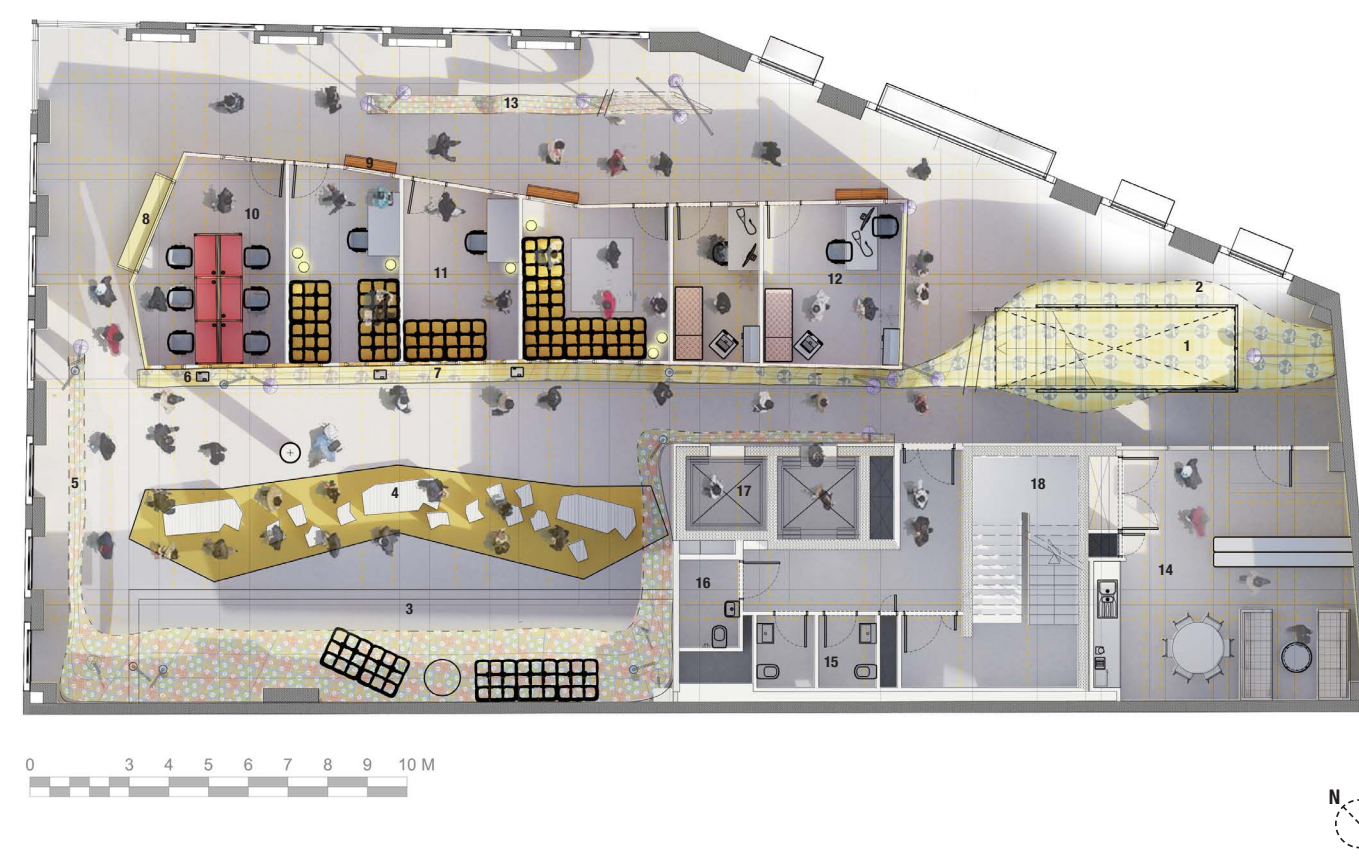
Plan

It's time to...TALK! No more shying away from critical discussions that could be pivotal to male wellbeing. Drop into the doctors to ask one of those 'embarrassing questions', sit with a group of men to discuss your mental health and if needed pop into a counselling room. No judging just a relaxed environment to change the norms of silence when approaching mental health.



KEY:

1. Cut out stair void
2. Overhead 'fabric'
3. BeSPOKE lectures
4. Suit pattern stools
5. Hook up curtain rail (attach fabric when darkness is needed)
6. AV system
7. Ribbon seating
8. Folded out seating booth
9. Ripped down seat
10. Buttoned up emotional support
11. Mend me counselling room
12. Dr Tailor rooms
13. Pieces of advice ribbon
14. Staff room
15. Toilets
16. Disabled toilets
17. Lifts
18. Fire protected stairway



FIFTH 'LAYER'

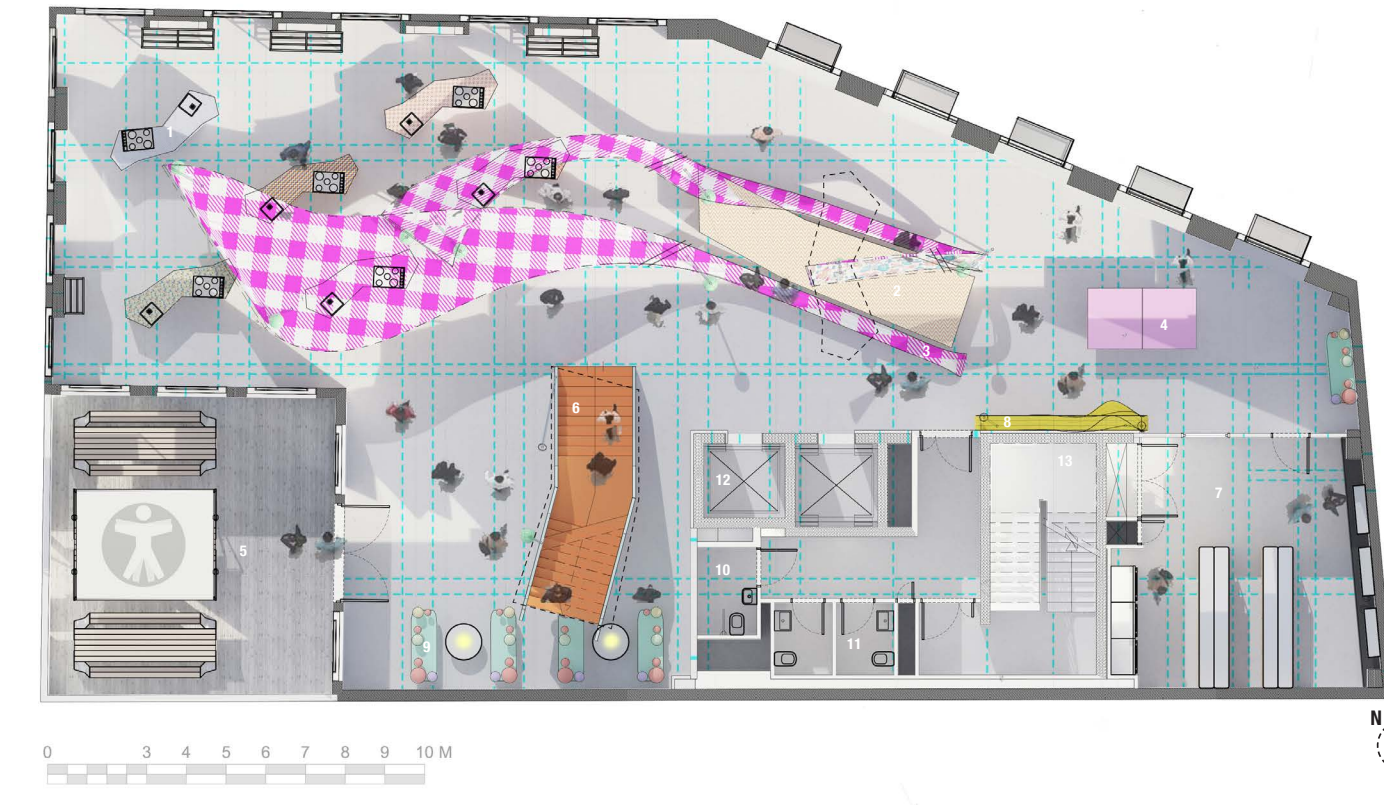
Plan

Ever wanted to learn to cook? Well now you can! Book into one of the daily cooking classes and learn to become a domestic god before sitting down to eat with others to make new friends (and possibly feel relaxed enough to share feelings)! Afterward the ping pong table awaits for a little competition... because who doesn't like to unleash their inner fun. Learning a healthy diet and balanced lifestyle is key to a positive mindset.



KEY:

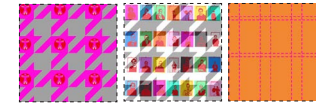
1. Make and bake
2. Pleat and eat dining table
3. Ribbon seating
4. Ping pong
5. Lounge SUITE outdoor social space
6. Lapel staircase
7. Pantry/storage/refrigeration
8. Tape measure shelving
9. And relax...seating
10. Toilets
11. Disabled toilets
12. Lifts
13. Fire protected stairway



SIXTH 'LAYER'

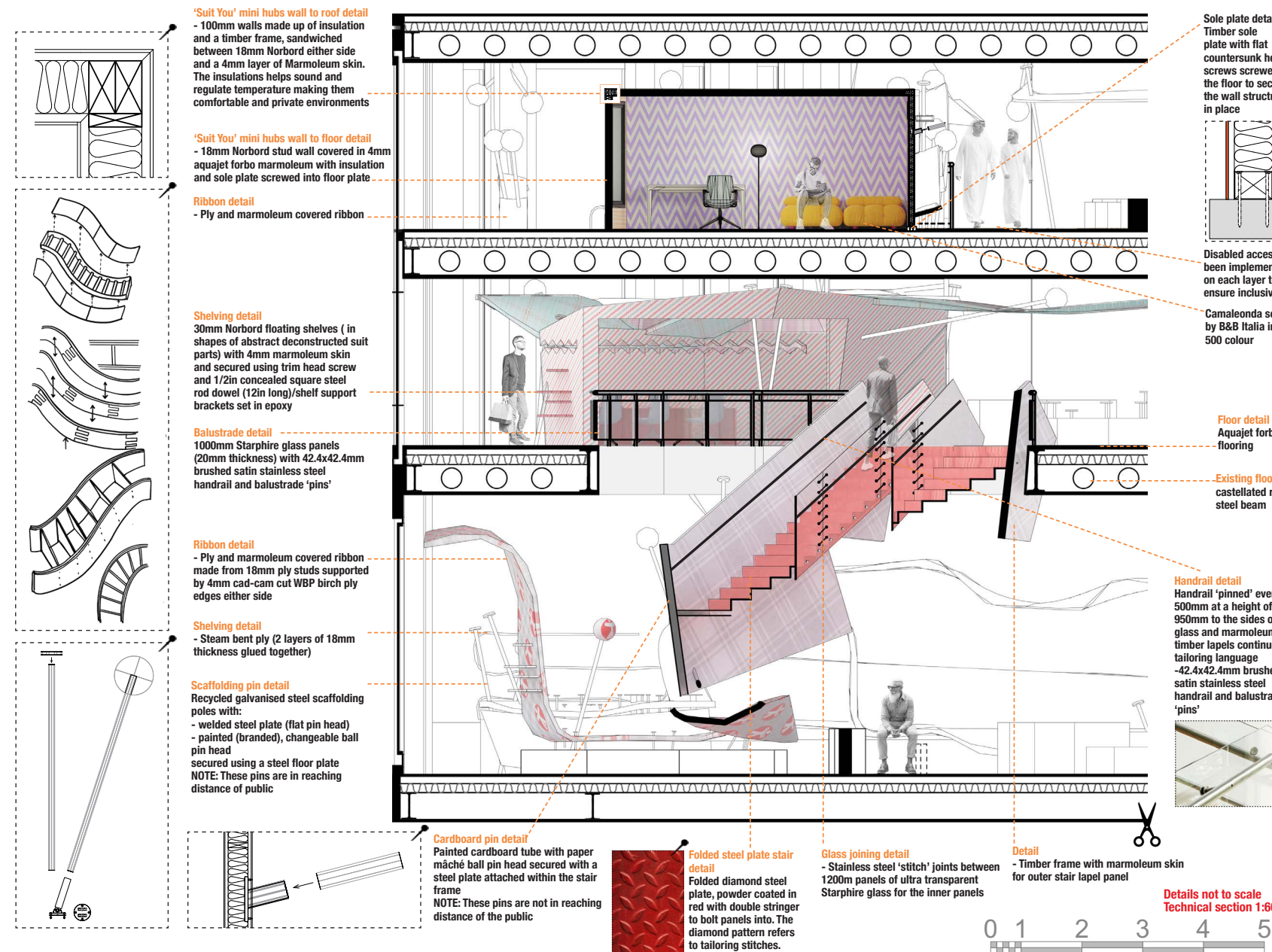
Plan

Is alcohol needed to have fun?! We don't think so! Try one of the non or low-alcohol cocktails on offer whilst looking over the rooftops of London. Up and coming comedians and musicians are here to create the atmosphere meaning no two visits are the same. If you fancy something quieter sign up to the yoga classes which fit around working hours or even grab a book and join the Spin a Yarn Book Club. 'Inside Out' hosts a variety of activities to make your journey tailored to you... we look forward to seeing you again soon!

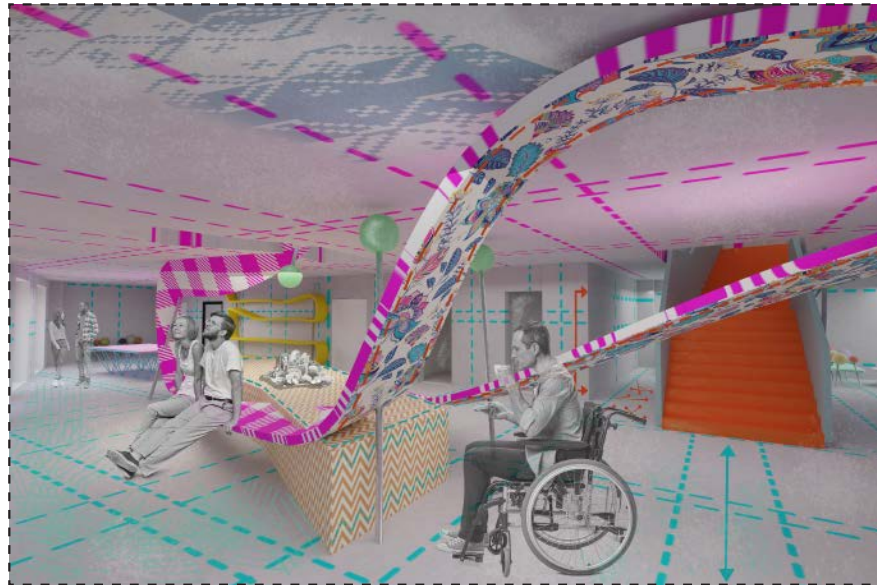
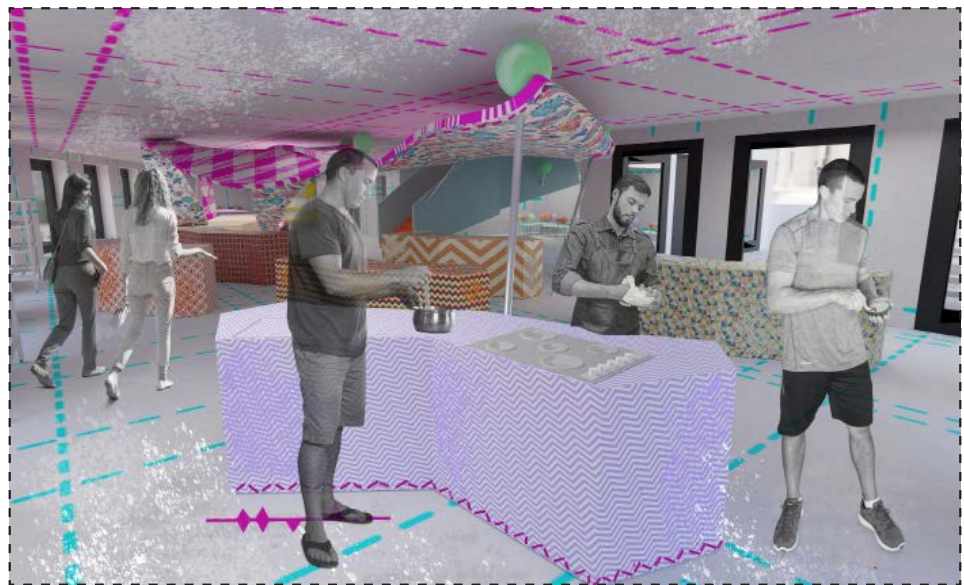
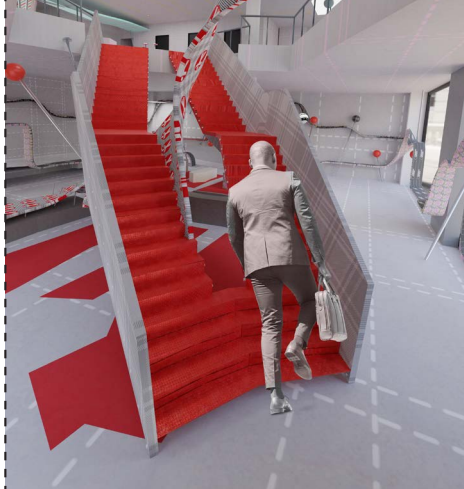
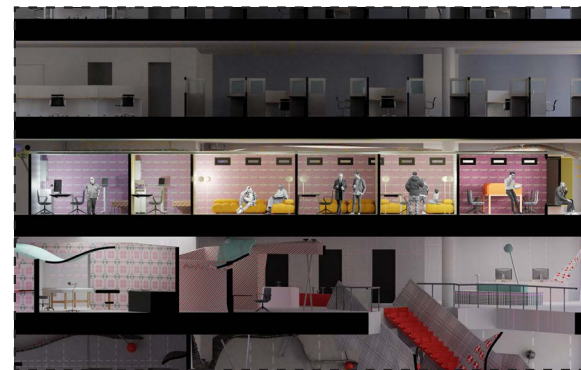
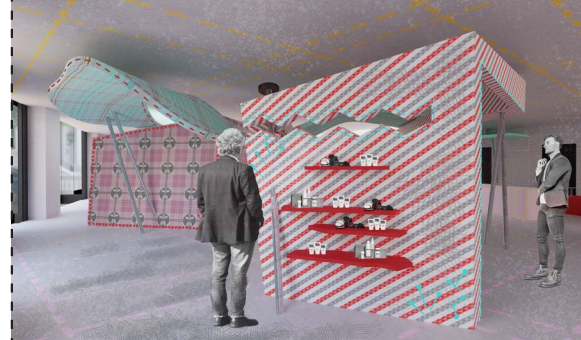


KEY:

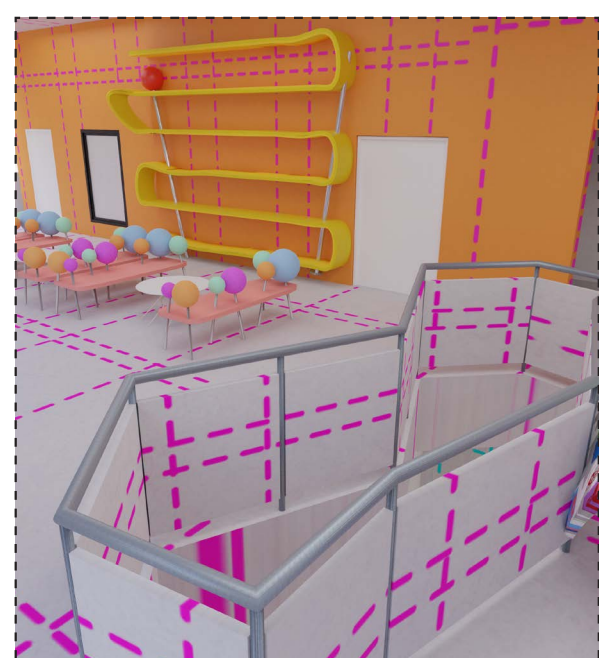
1. Bar-lack
2. Spin a yarn book club
3. Made-to-relax
4. Tape measure shelving (books)
5. Fab-recreation (yoga, performance and socialising zone)
6. Cut out viewing void
7. Cut out stair void
8. Kitchen prep and storage
9. Toilets
10. Disabled toilets
11. Lifts
12. Fire protected stairway



'INSIDE OUT' VISUALS



'Inside Out' is placed on the ground, first, second, fifth and sixth layer of the building, with ribbons of multifunctional 'fabric' pinned to the ceilings and floors, abstract deconstructed suit pieces scattered through the interior and a visual grid (which gets more vibrant when ascending) stitching all the layers together.



Through interior design men can explore new masculinity in a comfortable and inspiring environment. By breaking down the norms of dark, cold spaces and changing this to colour it allows men to embrace a softer and more vibrant side.

- In conclusion:**
- Changing traditional suit prints into more playful and fun colour combinations shows men the importance of embracing soft masculinity.
 - Suit patterns are used to form FF&E. The fact they are deconstructed symbolises breaking down the exterior shell of men and the start of a new 'suit' being made.
 - Disguising counselling and doctors rooms with patterns and colours makes them intriguing and enticing spaces that go against the traditional norms.
 - Having a hub for men which displays the latest products, brands and charities for new masculinity allows modern man to explore and discover both their mental health and physical appearance.
 - By integrating lessons, talks, lectures, men have lots of opportunities to learn from professionals and feel as if there is always a support network for them.
 - By offering lots of seating and public areas it encourages integration and conversation between people, in turn forming a community.

