BREATHE explores what mental well-being care could look like, creating a gym for the mind. Responding to recent public awareness of mental health issues that affect everyone and the growing burnout culture in the working world. Taking the well-established concept of a gym dedicated to working out your muscles and creating its counterpart to exercise the mind. Using Headspace’s digital subscription for mental well-being to facilitate the creation of a physical experience. Where office workers can come to take regular breaks during the working week, turning their backs on the stress of the office to focus on meditation, movement, and mindfulness.
This design aims to encapsulate Headspace’s branding. Peeling back the curtain on mental health. Applying the bright orange tones from Headspace’s brand logo and combining it with the host building’s industrial language. Overall creating a surrealistic environment to escape the stress of work.

WHAT IF WE TACKLED WORKER’S MENTAL WELLBEING BEFORE MENTAL HEALTH ISSUES ARISE?

This design aims to encapsulate Headspace’s branding. Peeling back the curtain on mental health. Applying the bright orange tones from Headspace’s brand logo and combining it with the host building’s industrial language. Overall creating a surrealistic environment to escape the stress of work.

MOVE
Fitness flow and Spark strength fit into this category. Providing ice workers a break from the static day. A more mind mindful approach to fitness.

MEDITATE
Mind unwind and Sound soak fit into this category. Allowing users not only to exercise their body but there mind too.

SLEEP
Doze domes, a chance to rest and come back to the working environment recharged.

FOCUS
Refreshment and nourish, a more mindful approach to food, teaching users how to bring mindfulness into their mundane activities.

SITE
PRINCESS HOUSE 105 - 107 PRINCESS STREET
MANCHESTER M1 6DD.

Using part of the ground floor, 1st, 2nd, 3rd and 4th floor totalling 1,490 sqm. The property is grade II listed and sits in a conservation area.

Content is split into 4 distinct types, Meditate, Sleep, Move and Focus (Headspace Health 2021). Each section consists of a mix of pre-recorded and live content, audio and video recording, animations, quizzes, music and articles.
As a designer in the digital age, I believe for a design to be considered successful it must understand the users in a range of ways including their needs, goals and budget. Ultimately, spaces should feel exciting and spark enjoyment for the visitors and users. This cannot be done without visualising the concept thoroughly through creating mood boards and concept sketches which are later translated into a full design scheme. In this project I aim to challenge the short life-cycle of typical brand focused pop-ups and instead create a proposal for brands to have a positive impact on their surrounding local communities. As a creative, I thrive in branded user-centred design; forming sustainable schemes that are legible and have not only the immediate users, but also greater humanity at its centre.
GYM QUEEN
Life story:
Is a 24-year-old enjoys, planking and glamping. She left school after gaining A-levels and went straight into an office job. She is proficient in gym speak, attending the gym for over 5 years. She sees being active as an escape from her busy working day.

Future goals:
Compete in weight lifting. Teach classes at the gym.

Stresses:
The busy pace of her working life and personal life. Having to fit the gym in around working hours.

How Breathe will help:
Allows her to get more mentally out of her daily workouts. Fitting the gym into a busy schedule. Allows her to slow the day down.

Each sphere will be a bespoke piece constructed using plywood which has CNC cut to site. Using noggins and fins, covered with wetted plaster board bent to fit near perfect spherical forms reflecting that of the Headspace logo.
The design of Breathe disrupts the traditional industrial structure, through the insertion of spherical forms reflecting Headspaces’ brand. Breathing new life into the user’s mind and body.

Surrounding the spherical forms is the industrial atmosphere of the host building. Creating a juxtaposition between the building and the Headspace spheres. Reflecting on the idea of making space for your Headspace. Keeping things calm, functions that sit outside of the pods rely on loose furniture blending with the fabric of the building. Inside of the spheres are bespoke furniture pieces carved and etched out of the spherical forms reflecting the soft brand image. Overall, this Design relies on touch, sound and colour to create a surreal environment away from the chaos of the day.

This bespoke piece forms seating (3. on Second floor plan) for customers of the Refreshment area. Replicating the soft and curved forms a sphere which has been scooped out to create unconventional seating.