

TRICKTICK

A YOUTH CLUB LIKE NO OTHER, PROVING THE PERCEPTIONS WRONG

BECOME AN ATHLETE NOT A CRIMINAL



WHY

WHAT

I am proposing an elevated and **reimagined youth club** designed with the culture of Manchester and the youths being the main priority. It will be a **Nike SB** -led campaign partnered with **Young Manchester** to allow the space to be designed by the users themselves as well as providing support with the music area. Providing a space that helps the youth **develop new skills** and find their true potential. **Proving the public wrong.** **Graffiti** will play a big part in the space as well as the **graphics being fore front.** Tagging the whole building. With nikes influence being high in society their power will help develop this design. The design features of contrast will be a main attribute. The **classic black and whites** seen in all of the designs. With **red and blue** referencing the site.

5 years ago

Meet the users they dont know it yet but they are going to be kings in tricktick. AS of right now they have just been recruited in manchesters lead gang



Asher 13

"AM I HOLDING THIS RIGHT?"

Cole 12

"I WANT MY MUM"

Kian 12

"WHAT DOES THIS BUTTON DO?"



WHERE

Manchester is a young, diverse and vibrant city.

Manchester has the second-highest overall crime rates in England just behind West Yorkshire with youth crime being a major problem. "In the 12 months from January 2021-22, we have reported on at least **one stabbing every week** where either the victim or the **alleged perpetrator was a teenager**". (Williams and Robson 2022) Providing a space will reduce these statistics greatly as well as prevent crimes in later life. **42% of Manchester's population is aged 25 or under, with 45% of these living in poverty.** (Williams and Robson 2022) Therefore access to sports and extra activities is hard to come by due to the cost of them. a free sports and social club would be a great addition to the local community. Especially considering only three youth clubs are open and 2 of them require payment.

THE NAME

TRICKTICK



1. TRI:

a combining form meaning "three, (art,sport,music)

2. TRICK:

a manouver performed by manipulating a skate board (an ollie)

3. TICK:

the foundations of nikes logo (the swoosh)

THE SCHEDULE

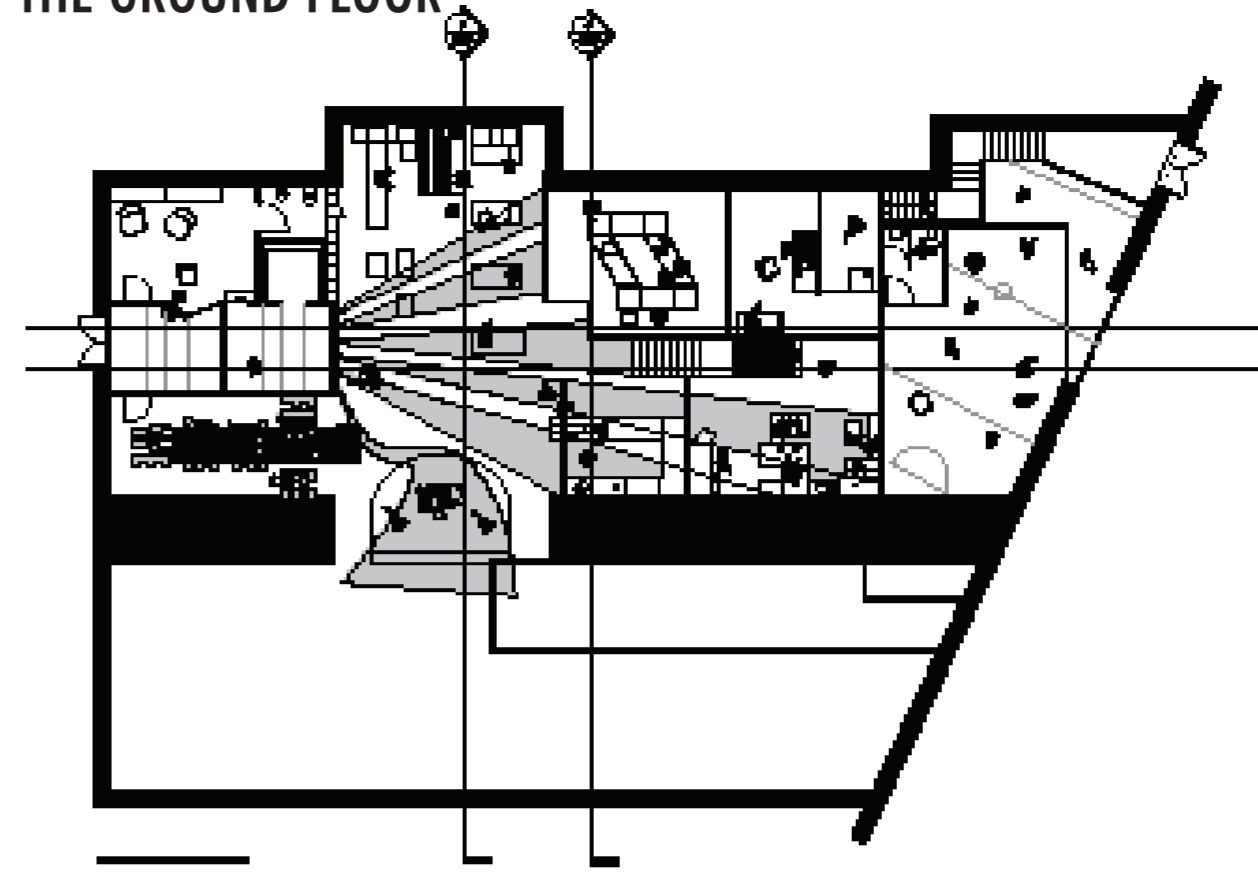
Sport Music and Art are all known to help improve mental wellbeing, self expression as well as all acting as emotional outlets. By incorporating these as the foundations of the design it will hopefully positively affect the youths.

The idea of the youth club is to create opportunities to allow the youths to grow and develop new skills, therefore each area will offer a place to learn, practice and showcase. As well as allow the youth to earn in each field (sell their art and clothes, upload and record their music.) Aswell as offering rolemodel days in which they can get inspired by local professionals e.g an art lesson from famous mancanian graffiti artist.

Idealy getting everything they are lacking in other areas of their life. Making them feel heard.



THE GROUND FLOOR



- 1: STAFF AREA
- 2: LOCK ENTRANCE
- 3: LOCKERS
- 4: COMMUNIAL SEATING
- 5: ART WORKSHOP

- 6: RECORDING STUDIO
- 7: EVENT SPACE
- 8: CAFE SEATING
- 9: CAFE
- 10: STAGE
- 11: SHOP

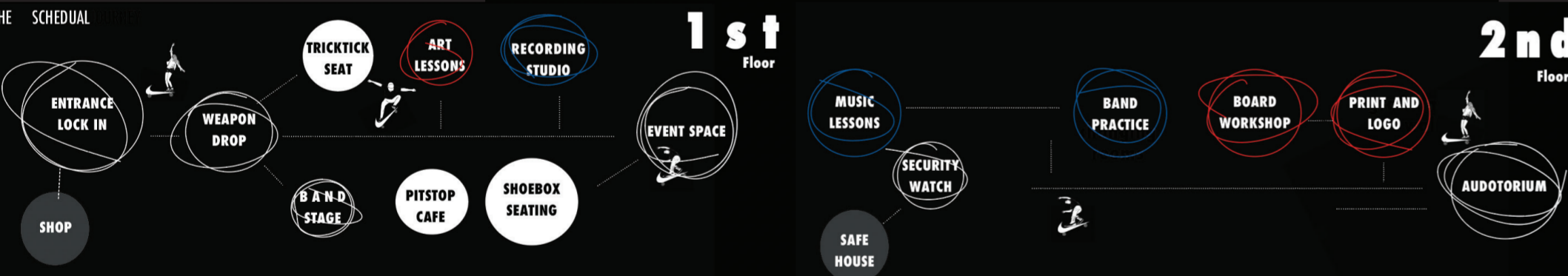


The base principle of my design is based around how the media changes the publics view on the youth by just publicising and not providing any support.

I want to expose this behaviour by using it as a large scale illuminated wall.

This visual displays my illuminated wall, This is the outer shell of my workshops, one side is covered in graffiti, and the other in false tabloids.

"theirs always two side to the story"



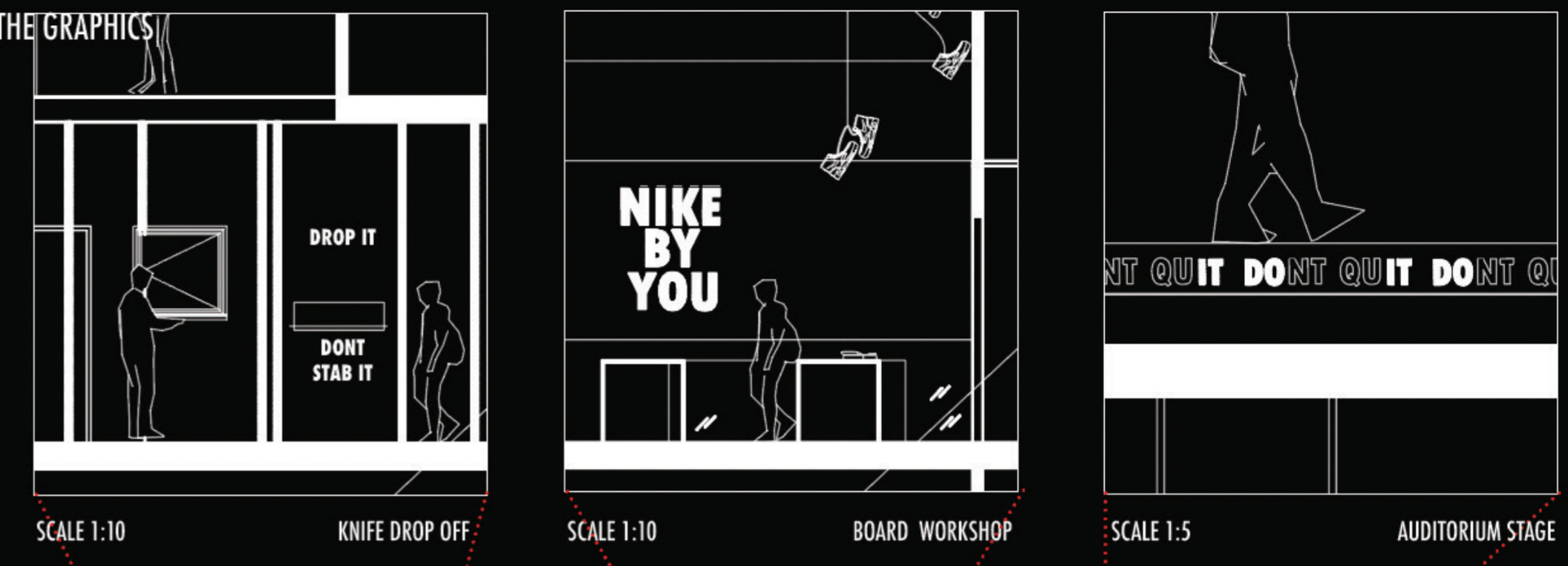
MEDIA PERCEPTIONS



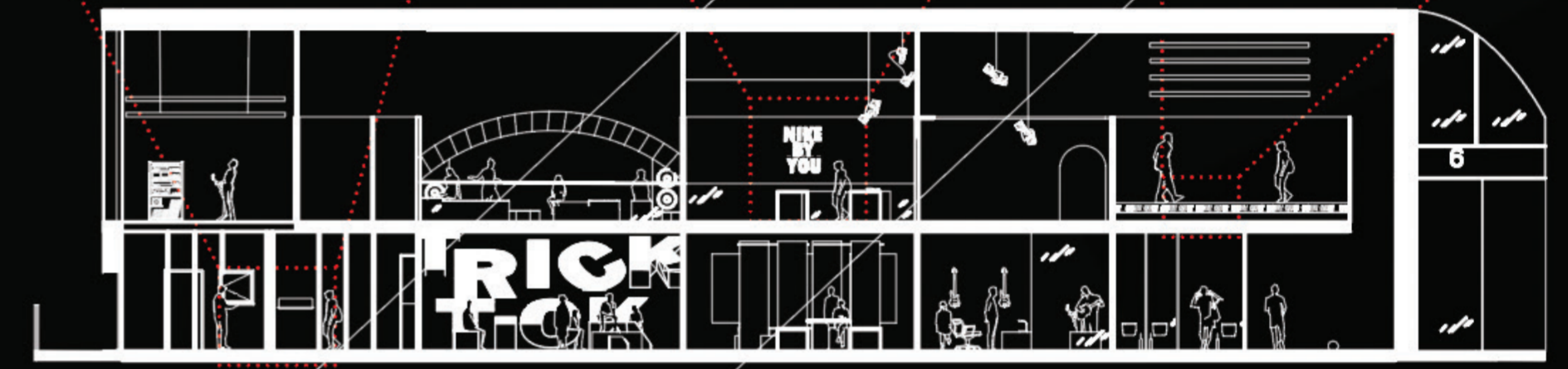
THE ENTRANCE ILLUSION



THE GRAPHICS

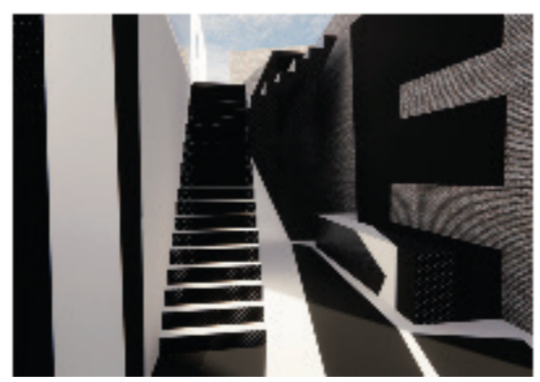
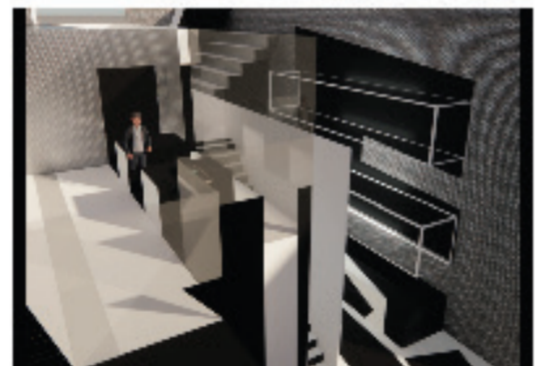
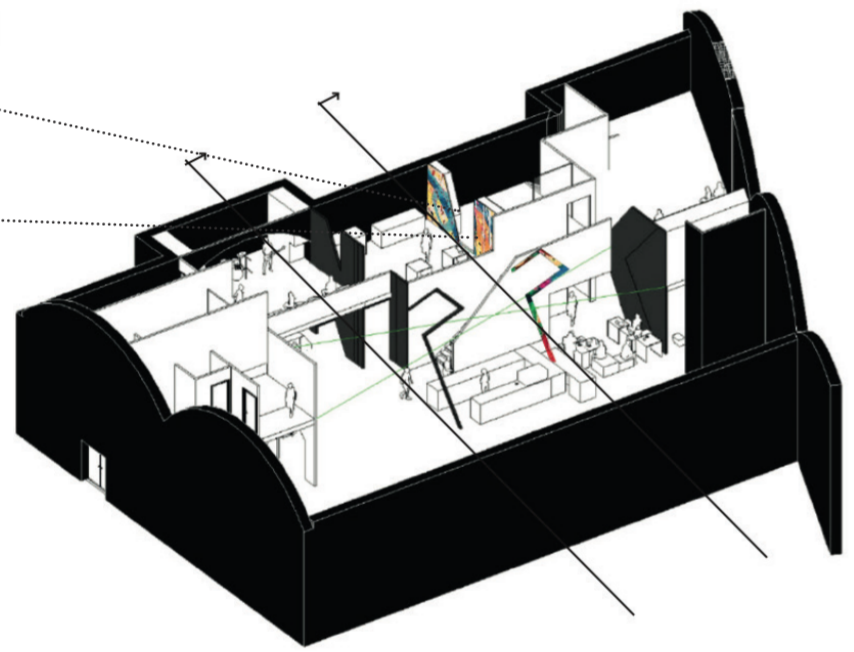


SCALE 1:10 KNIFE DROP OFF SCALE 1:10 BOARD WORKSHOP SCALE 1:5 AUDITORIUM STAGE



2 A100

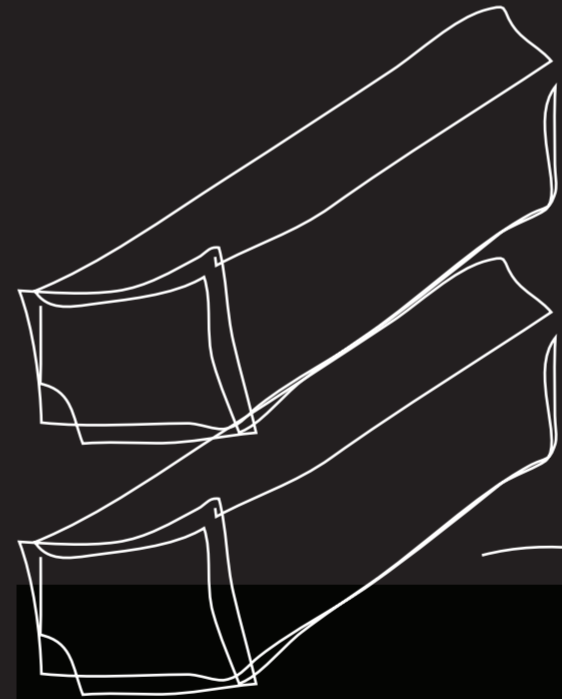
THE PROCESS



Tagging is seen in every aspect of street culture whether it be on the side of building on clothes or stickers on boards. It is very common which is the reason for me tagging the whole of the space with nikes famous letter font.

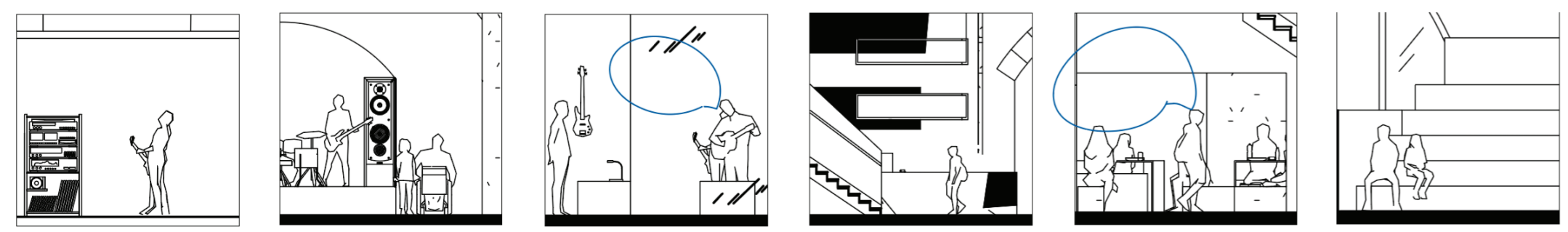
However it can only be seen when you first enter the building . When moving through the space the illusion changes. Once again messing with the perceptions (just like the media)

Street culture relies on graphics , from the tshirts ,to the graffiti and finally in the stickers put on the skateboards. This is similar to the strong sense of graphics nike have.

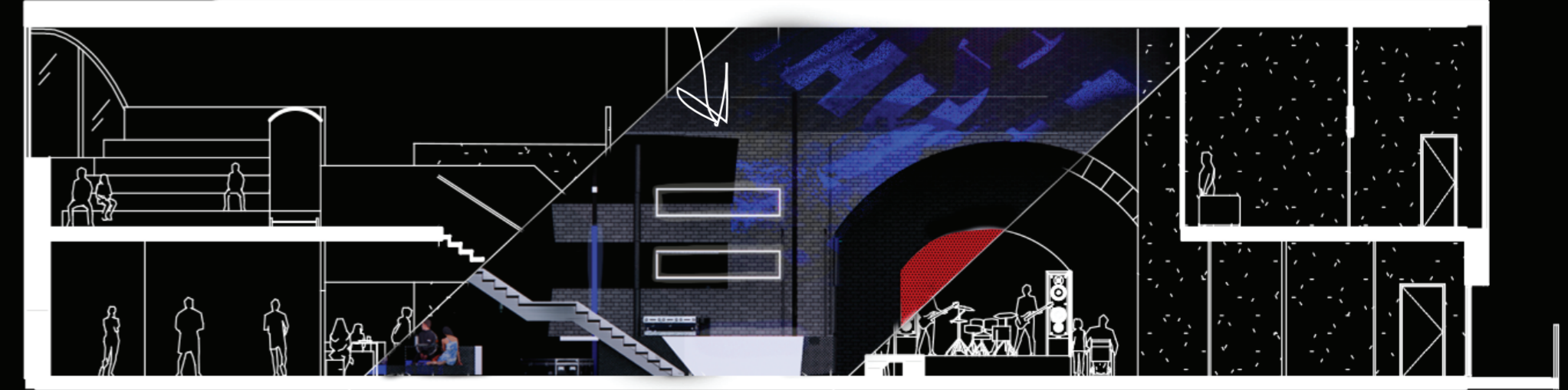


The lighting above the cafe top is the negative versions of the letter E, they create the outline to the this letter contrasting it to the other letters . Linking to nike design principle of contrast.

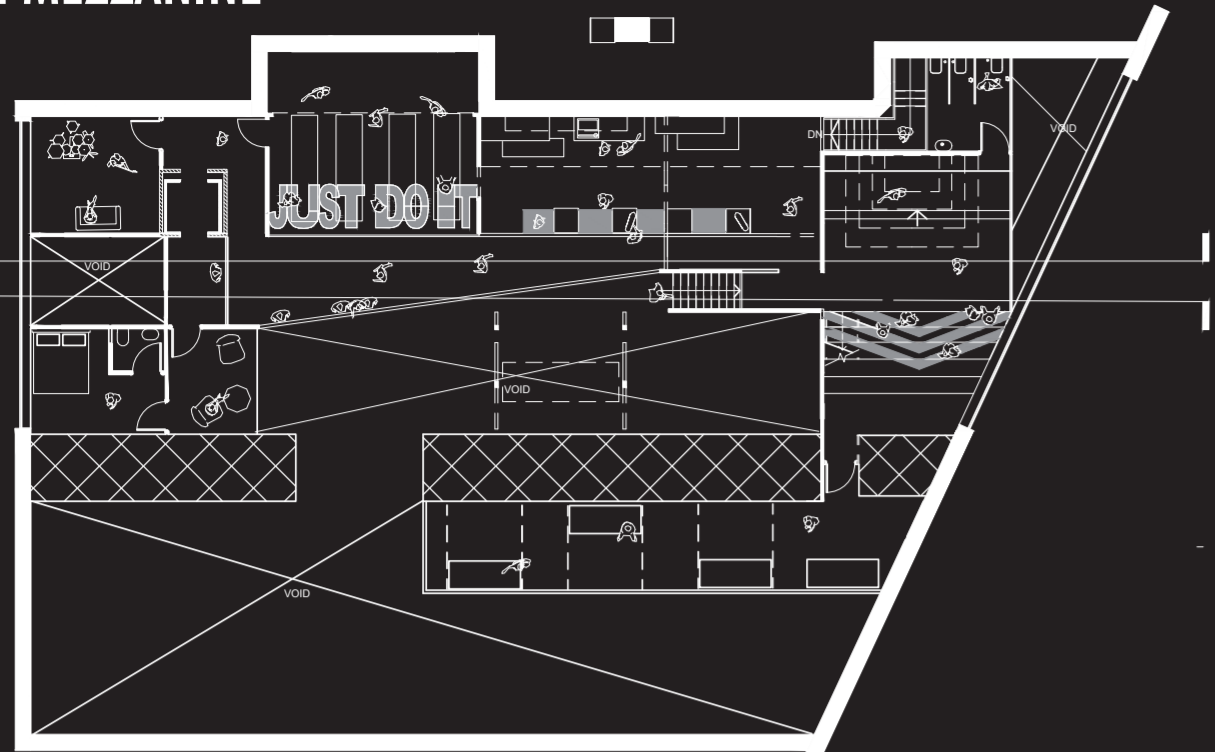
THE USER JOURNEY



ASHER IS TAKING MUSIC LESSONS FOR THE FIRST TIME, HE TAKING ONE FREE LESSON A WEEK THANKS TO THE CHARITY FUNDING. TWO MONTHS LATER AND HES MAKING HIS STAGE DEBUT PERFORMING WITH HIS NEW BAND. THE GIG WENT SUPER WELL AND EVERYONE LOVED IT SO HES NOW MADE HIS WAY INTO THE SPOTIFY RECORDING STUDIO. COLE HAS JUST FINISHED SKATING AND IS PARTCHED SO IS MAKING HIS WAY TO THE CAFE JOINING FELLOW SKATERS IN THE COMMUNAL SEATING PREPPING FOR HIS SKATE FILM SCREENING. NOW ITS TIME FOR HIM TO SCREEN HIS FILM IN THE AUDITORIUM. HOW EXCITING.



THE MEZZANINE

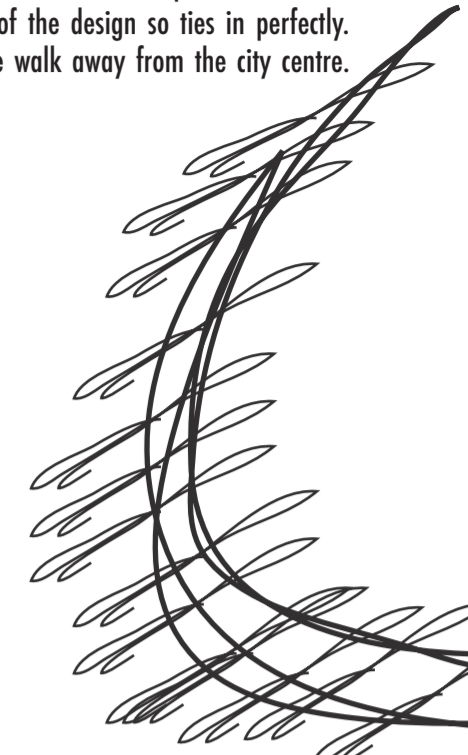


- 1: MUSIC LESSONS
- 2: DANCE AREA
- 3: DESIGN STUDIO
- 4: AUDITORIUM
- 5: SECRET VIEW PLATFORM
- 6: THERAPY
- 7: SAFETY STAY ROOM
- 8: SECURITY LOOK OUT



THE RAILWAY LIGHTING

The site is the old mayfield trainstation that is now forgotten about it has suffered a violent past from bombing to fires and is now covered in graffiti . It has a rich industrial heritage i wish to save. The violent past creates a subconscious link to the topic of the design so ties in perfectly. Aswell as being a ten minute walk away from the city centre.

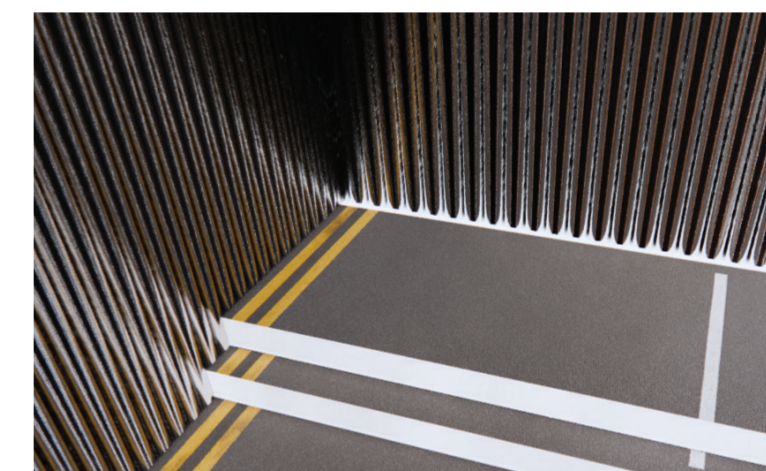
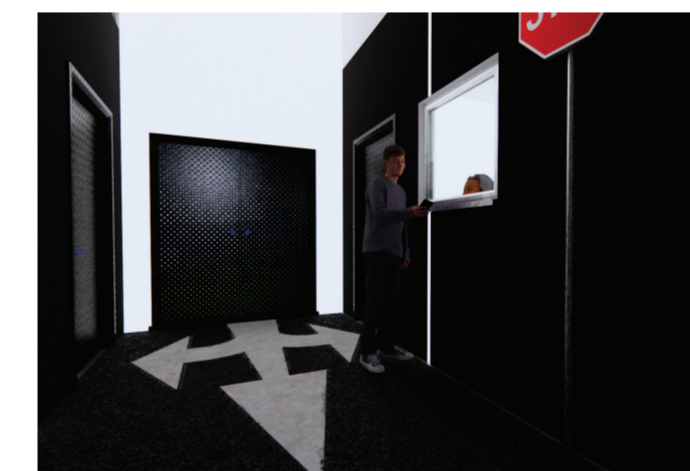


To reference the railway history of the site i have designed a railway track lighting system that floods out of the shop and into the double height space . This system will double as the clothes rails within the shop creating a fun historic reference.

THE RECORDING STUDIO



Surfaces within the space specifically for sticker placement reference the common street sign of defaced signs aswell as allowing the users to personalise the space themselves.



Floor markings and signs are used within the design to reference the streets the users are so used to hanging out on adding familiarity to the design aswell as the colour scheme chosen from the colours seen surrounding the site.

THE JUST DO IT SEATING



THE TRICKTICK SEATING



THE SKATEBOARD HIRE

1. Nike grind Grip tape - possible graphics such as tricktick logo.
2. Example logo stickers for multi use
3. Trickticks skateboard available to hire

*The space wants to give every youth equal opportunity therefore instrument art supplies and skateboards are available to hire out during the visits.



THE SHOE LIGHTING

Suspended above the print and DIY section this fixture aims to replicate the classic cultural si used trainers thrown over telegraph wires. Allowi the lighting to keep in with the street culture



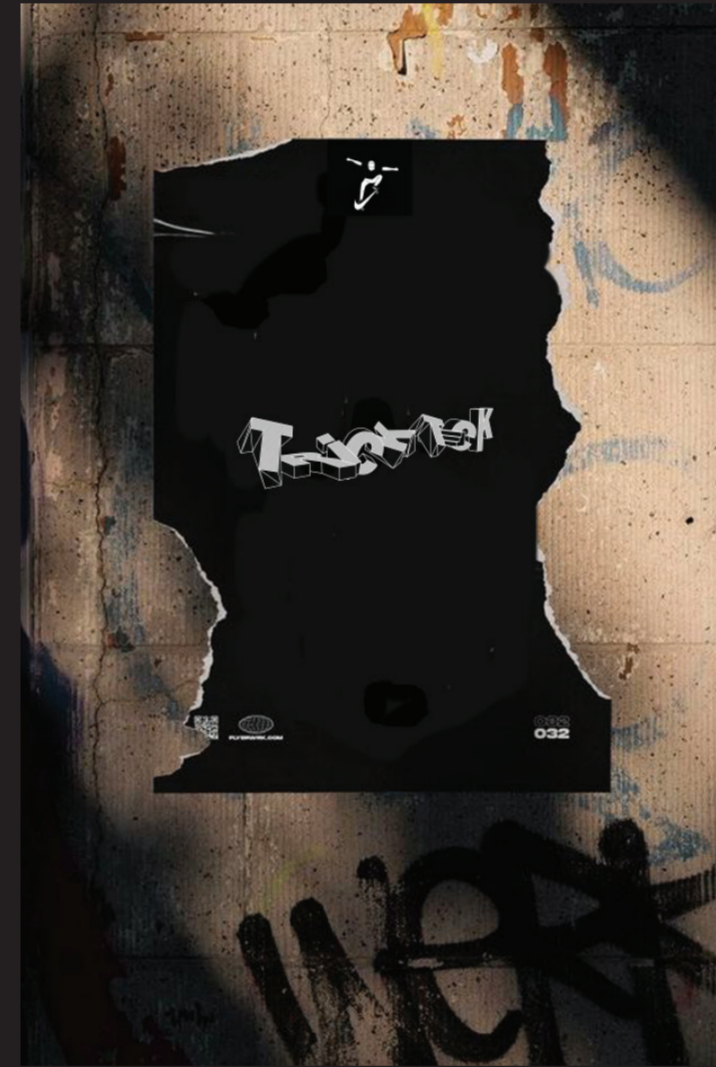
THE NIKE GRIND MATERIAL



Nike grind is designed from old nike trainers therefore reducing the waste produced by nike. I intend to use as many of these materials as i can therefore the flooring , the acoustic pannels ,grip tape and seating foam will all be old trainers. Supporting the circular design.

This will increase sustainability aswell as improve the design as if will be made from the very thing nikes brand became recognised from.

In this modern day Gen Z rely on technology therefore the space needs an app that represents it well



AI currated images of what i wish the phase two of my design will look like. The archway connected to my site will feature a graphic indoor skatepark open to all the youths.This will only add to the design and create more opportunities.

The images show how the design will be sculptural and subjective as to what is meant for skating and what isnt.

*all images created using AI