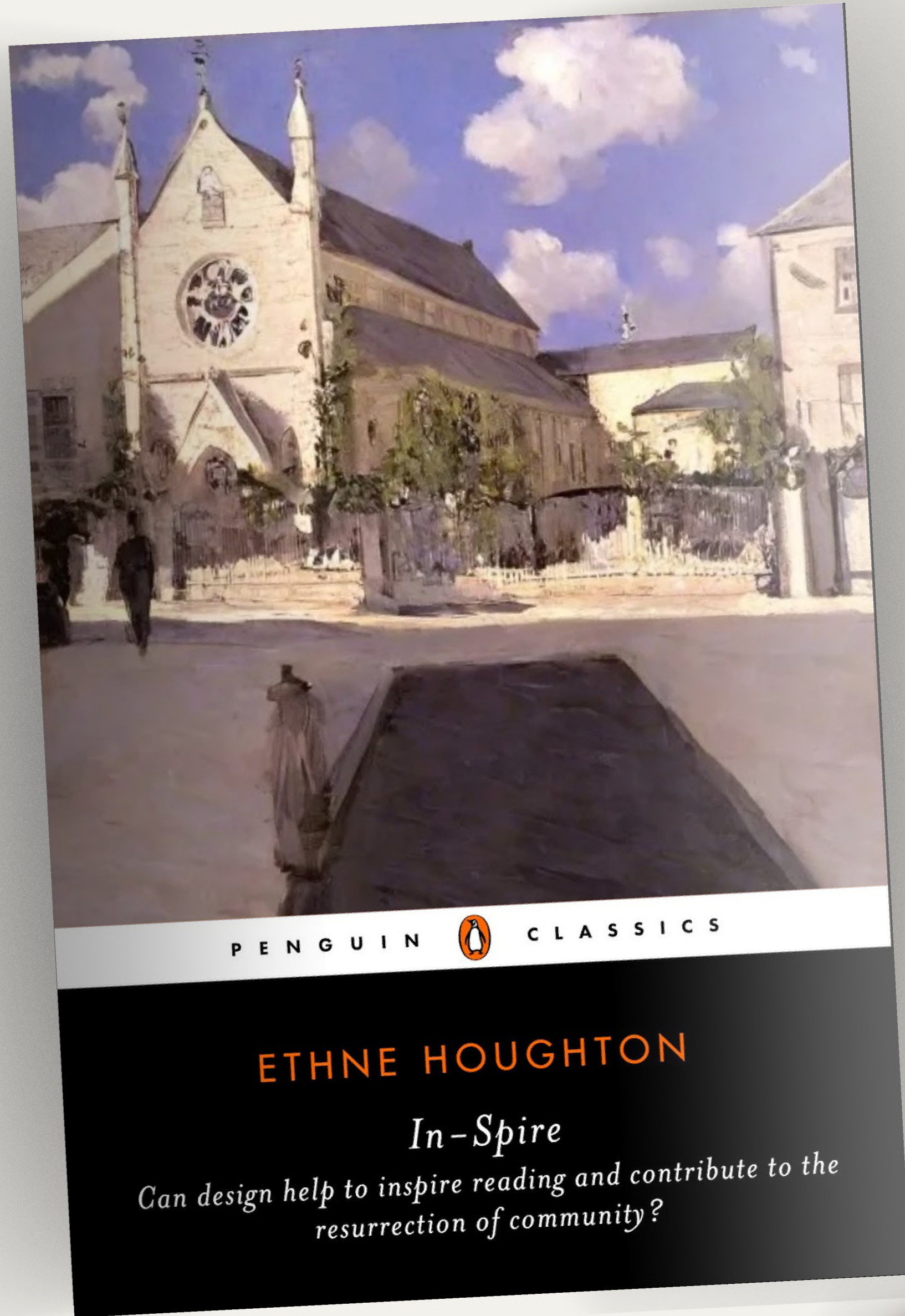




Project Overview

‘In-Spire’ is a community-focused space designed to support and incite young adults aged 18-24 to renew a love of reading - aiming to deliver **social justice** by ensuring everyone has the same opportunities that reading provides. Creating an inclusive, safe environment by addressing systematic inequalities in education and providing equal access to resources, where individuals who may have been marginalized or overlooked in traditional education systems (with the decline in confidence and interest in reading often beginning in secondary school) can build their skills. Located in Truro, Cornwall, the space functions as an elevated library and a much needed third space that empowers young adults and promotes equal opportunities. Partnering with Penguin Books, a company focused on making reading accessible and exciting to all, the space will provide resources and outreach to combat declining literacy rates.

This book is dedicated to designing a building that invokes the same emotional response as a book.



The Brief

What?

The space will be an elevated library and thus community hub that aims to bring people together where the goal is the ignition of a perpetual love of reading, either through book clubs, help with improving confidence surrounding the habit, or by simply providing a space safe from distractions. With the intention of appealing to the younger generation, the space takes the form of a pub/bookshop - in a bid to make the practice of reading relevant within their existing social interests and habits. From a business perspective, the space will be run by Penguin Books, who have a particular ethical commitment to providing everyone fair access to books and the chance to fall in love with reading.

Why?

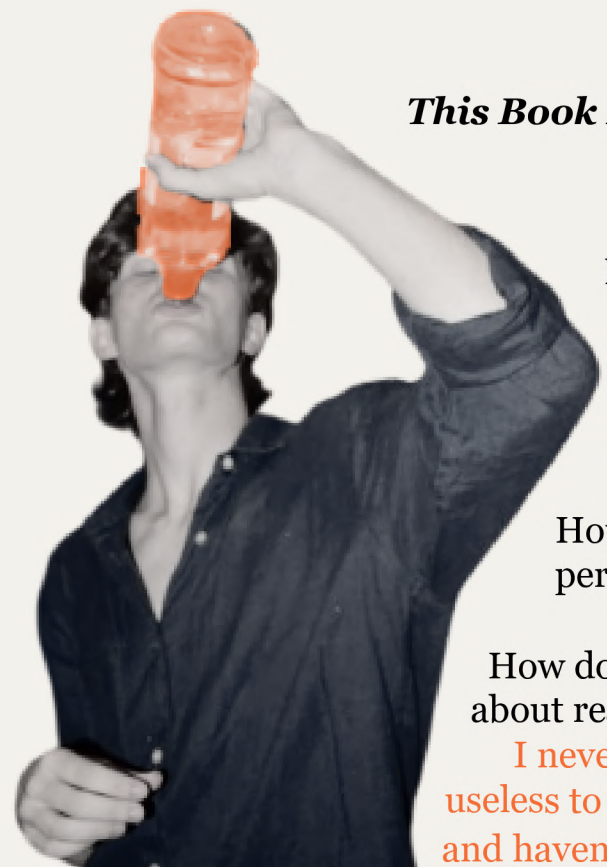
The astounding rate at which the act of reading for pleasure is falling in the UK is one that is guaranteed to have major impacts on those aged 18-24, where the statistics are highest - with the figure rising from 11% of all adults finding the task difficult to 22% of young people. Based on recent figures, it is abundantly clear that intervention is required, as those who do not read are missing out on the invaluable benefits. The project will provide a community space, looking to resurrect the ‘third places’ that young people in Cornwall are so desperately in need of.

Site Analysis diagram



User Profiles

This Book Belongs to: JAMES



Name: James
Age: 21
Hours spent reading per week: 0
Hours spent ‘socialising’ per week: 10

How do you feel about reading?: “I find it very difficult. I never do it, so it seems completely useless to me. I struggled with it in school and haven’t bothered since”

This Book Belongs to: Clara



Name: Clara
Age: 19
Hours spent reading per week : 0
Hours spent on phone per week: 42

How do you feel about reading?: “I enjoyed reading when I was younger but lost interest. I feel like I don’t have enough time to read, and even if I did, there’s better ways to spend that time.”



The Site

The building, 116 Kenwyn Street, began as Truro Primitive Methodist chapel, opening in 1878 and serving as a place of worship, until 2000, existing today as a restaurant. The building’s perpetual use as a space that serves a community and brings people together is a notion that lends itself to the purpose of the project. Transforming a former place of worship, the learning centre aims to rebuild a sense of community and empower the next generation through reading.

Concept strategy and space planning: What if you could step into the book?

Metaphorically : The Structure

'The First Act'

Pub - establish characters through forming meaningful connections that can carry you through the space.

One of the most common frequented third place by 18-24 year olds is pubs/clubs, therefore this addition will aim to appeal to this demographic - luring them into the love of reading.

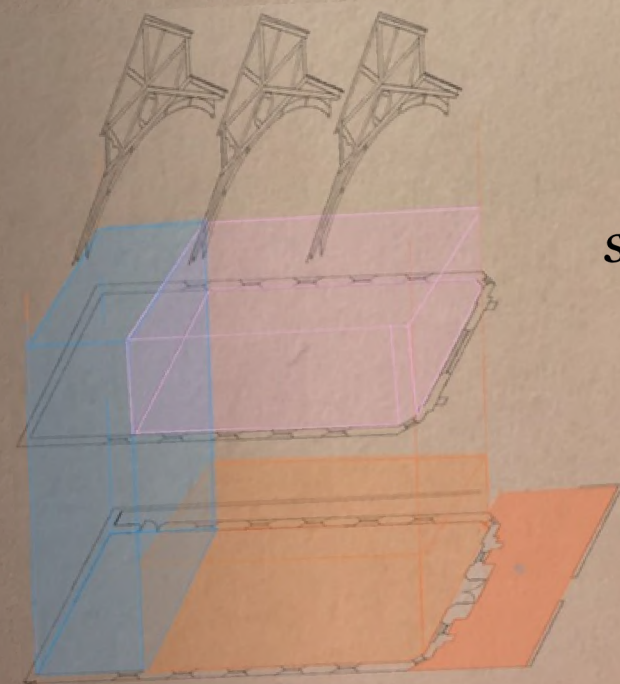
'The Second Act'

A build-up of tension - here the characters begin their 'Quest'. Here is where group reading, independent reading, support and lessons take place.

'The Third Act'

This is where the story build-up to the climax or 'big battle' This is reading aloud to an audience.

Undertaking this challenge aids in fluency, confidence, and comprehension. Furthermore, it inspires others. In turn, the people entering the space will be inspired to undertake the same 'quest'.



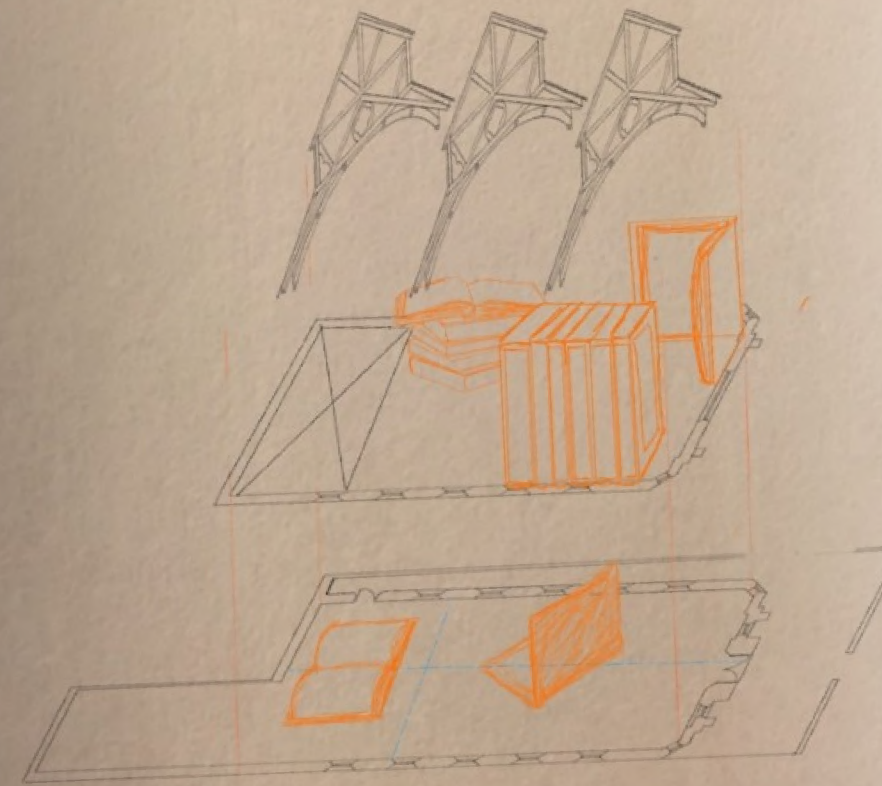
*What if the space
followed the same
structure as a novel?*

- The First Act
- The Second Act
- The Third Act



Literally:

*the implementation of overscale books allows
for users to physically step into the story*



Following the original geometry of the building as a former chapel, the 'stage' has been placed to mimic the original position of the alter - creating a comparison between the practice of reading aloud and delivering a sermon

Comparatively, another 'pop-up' was placed in order to juxtapose the original geometry - doing so to make the books appear as an added feature that stands out - the building remains orderly and the books carry the interest.

The Brand

The largest publisher in the UK, Penguin was and continues to be built on the premise of manufacturing 'good books' that are sold at a 'price everyone [can] afford', Penguin presents itself as the ideal brand to represent the project and its intended goal.

What does Penguin stand for?:

- Providing **everyone equivalent access to books** by working with homeless shelters, prisons and foodbanks across the country to open pages to individuals who previously could not afford or access books.
- Taking efforts to campaign for every primary school to have a library that transpire into 'hubs of imagination'; building on such efforts, where the company aims to provide all children the access to books.



Clothbound Classics

(A modern space that feels like a classic novel)

One of penguin's most popular selling book ranges - reignites a love for classic literature

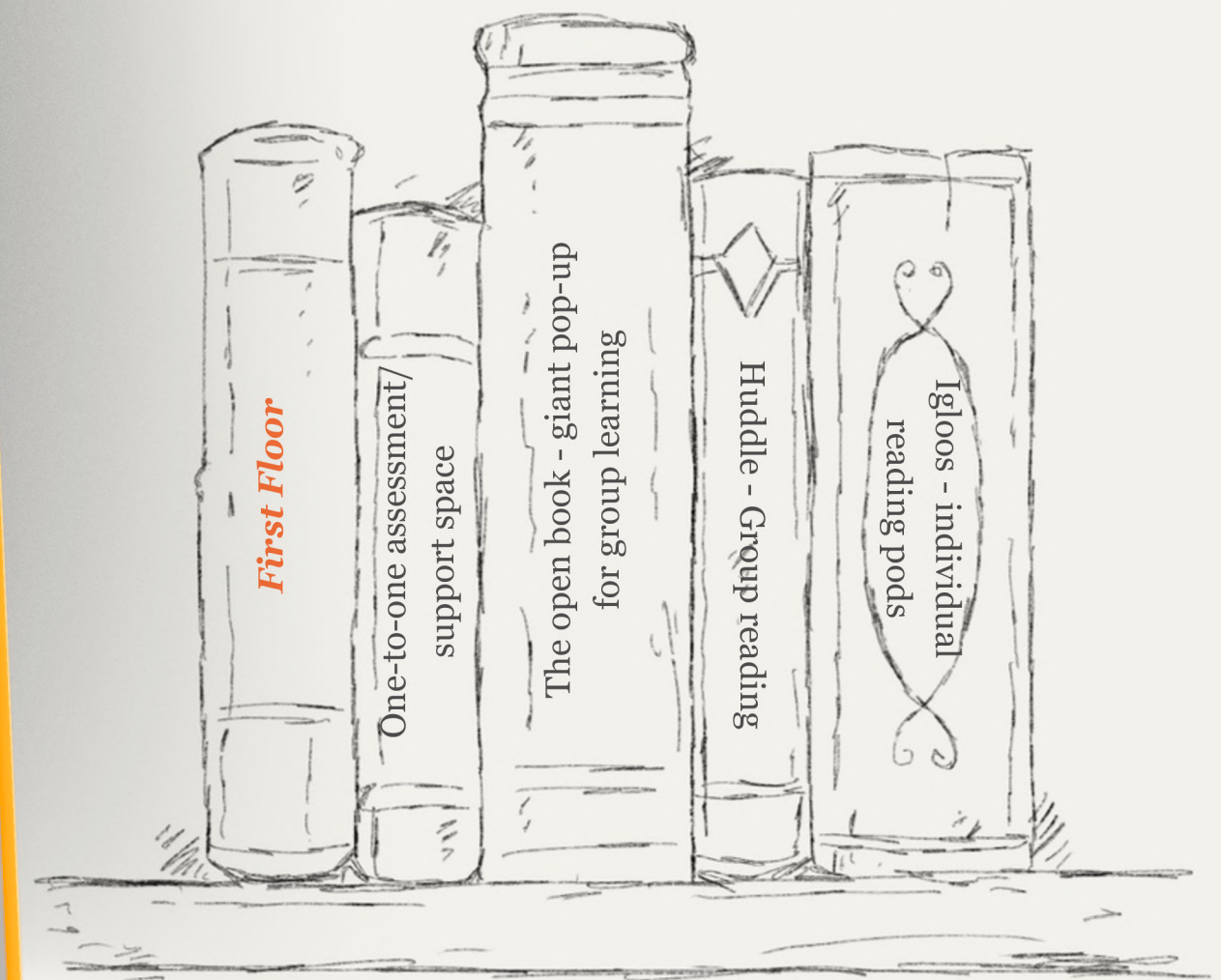
Why is it so popular?:

- Aesthetic and social media appeal
- Influence of BookTok
- Making reading classics less intimidating
- Classic and modern fusion



Concept montage

Schedule of Accommodation





Ground Floor

Key:

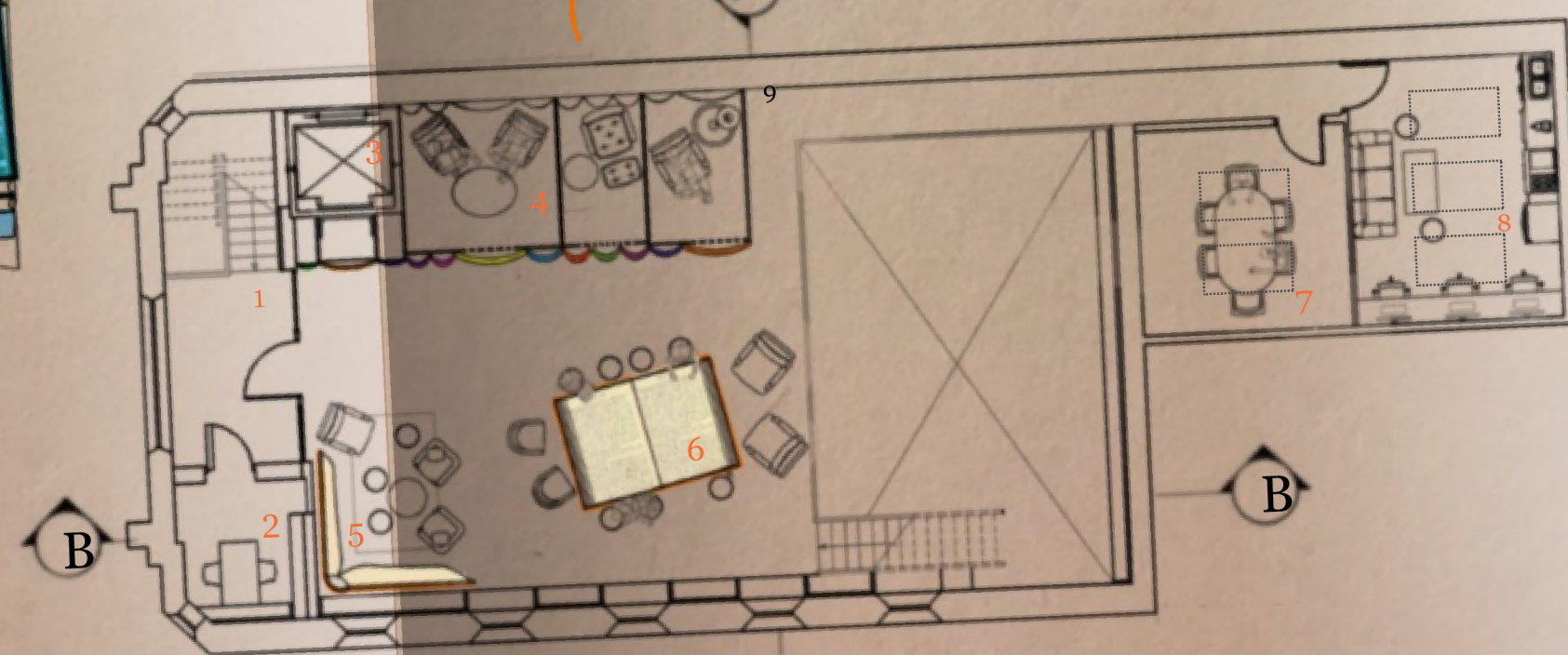
1. 'Book' bench
2. Penguin little bookstop
3. Outdoor 'beer garden' to act as the 'cover' of the space
4. Sheltered seating
5. Book nook
6. 'Pop-up' bar
7. 'Pop-up' stage/seating
8. Book shelves
9. Accessible toilet
10. Male/female toilets



Plans

Key:

1. Protected fire stairs
2. one-to-one assessment room
3. Lift
4. 'Book nooks' private reading pods
5. 'Pop up' group reading space
6. 'Pop-up' group reading table
7. Bookable group reading space - for more focused lessons or book clubs (with skylights)
8. Staff room (with skylights)



First Floor

Reading Log		
Sign once goal achieved		
1. Learn the Sounds	JAMES	Clara
2. Match Sounds to Letters	JAMES	Clara
3. Blend Sounds to Make Words		Clara
4. Read Simple Words and Sentences		Clara
5. Learn Tricky or Sight Words		
6. Build Fluency		
7. Read Longer and Harder Books		
8. Become a Confident Reader		



How is reading taught to adults?

Building on Penguin's work providing books for children, the design aims to look directly to providing reading opportunities and support for adults. In turn, research was made into the steps it takes to teach adults specifically how to read and were carefully considered within the space's design.



Pub seating, bookshelves and pop-up stage

1. Build trust and motivation

Within the pub, users will form connections with other 'characters' - becoming inspired and motivated by seeing others enjoying reading.



Hidden bookshelf door to one-to-one assessment room

2. Assess current literacy levels

Hidden behind a secret bookcase door, to help people feel safe within the space, the one-to-one room is used to assess the stage an individual is at and if there are any learning difficulties to be considered.



'Pop-up' group reading space

3. Emphasize phonemic awareness and phonics

Hosting 'book karaoke' within the space where participants read along rather than sing serves as a fun learning tool but also aids with fluency and confidence through repetition and practice.

Sections

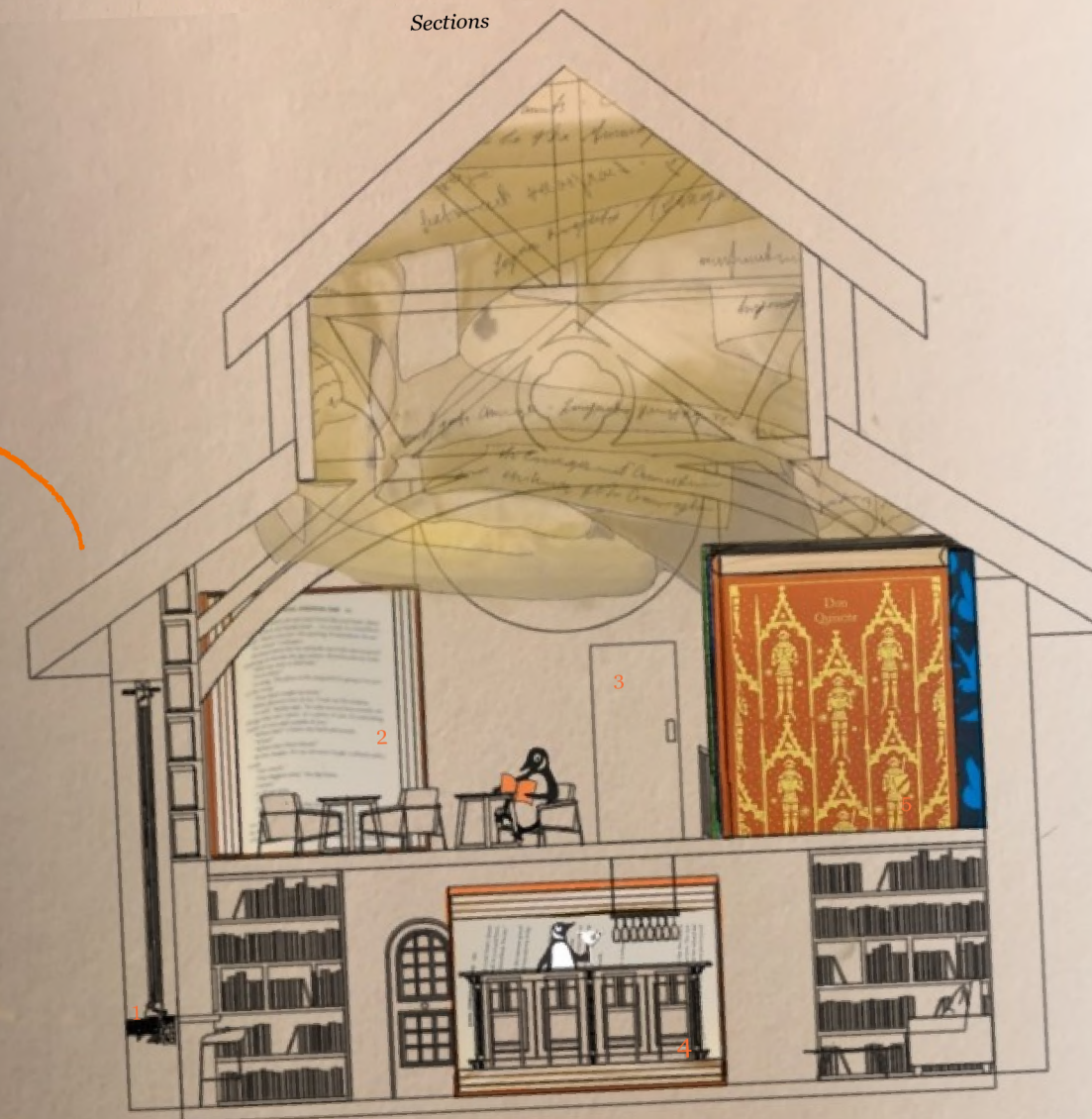


Sections

Key:

1. Solo tables for individual reading in-front of large windows
2. 'Pop-up' group reading space
3. Glass door to protected fire stairs
4. 'Pop-Up' bar
5. Clothbound classic book nooks - for a quieter reading environment

Sections



Section AA

Key:

1. Book Nook
2. Protected fire stairs
3. Lift
4. Book nooks disguised as book spines
5. 'Pop-up' group reading table
6. 'Pop-up' bar
7. Book shelves
8. 'Pop-up' book stage/seating
9. Book page sculpture



Section BB

Library Card

Read 10 books to get a free pint!

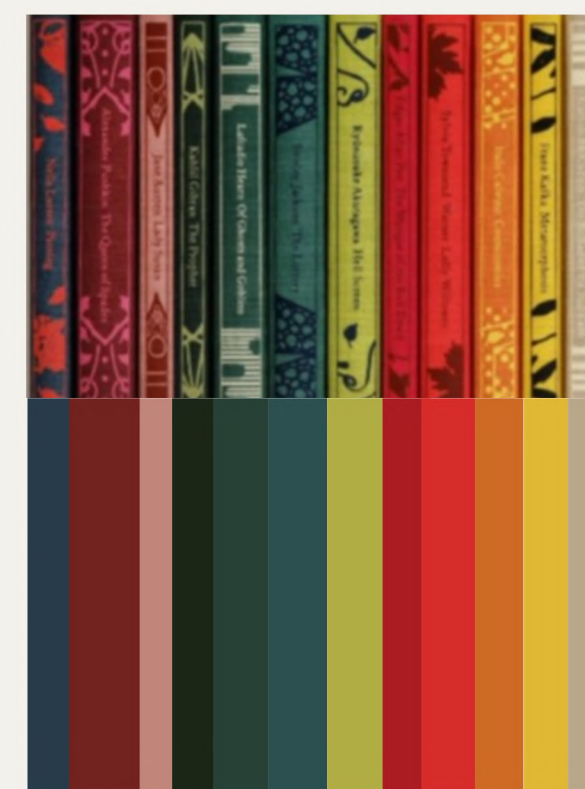


Colour Rationale

The background colour palette of the space is intentionally muted, allowing the books to be the point of interest, focus, and excitement.

The calm backdrop will be starkly juxtaposed by the bright enticing colours of Penguin's clothbound classics collection.

The main colour of the space will be Penguin's infamous orange, making the design immediately recognisable as a Penguin Book's outpost - using the company's notoriety to the benefit of the space's popularity



Providing relevant and engaging material

4.

Penguin Books has managed to keep their product range relevant, even during the digital age, especially their clothbound classics.



Group Reading Benefits:

5.

- Enhance comprehension through discussion
- Motivation and accountability
- Peer learning opportunities
- Support



Individual Reading

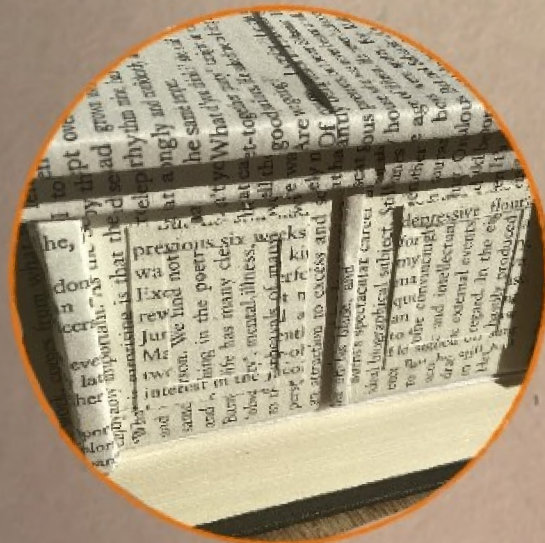
6.

Eventually, the user will be confident to read with lessened support. The goal of reading aloud to an audience provides a hurdle to work towards whilst also inspiring others - creating a cyclical structure.

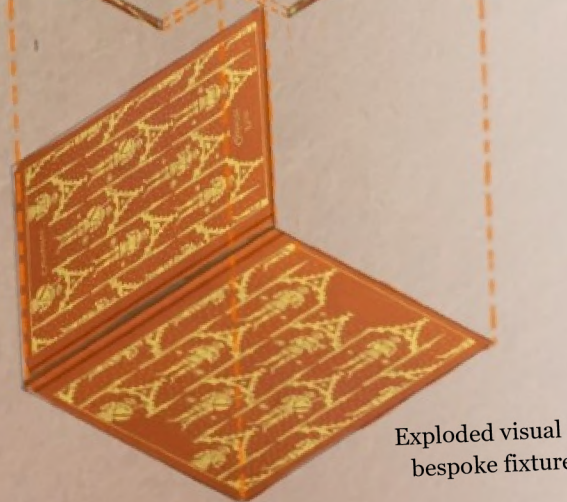
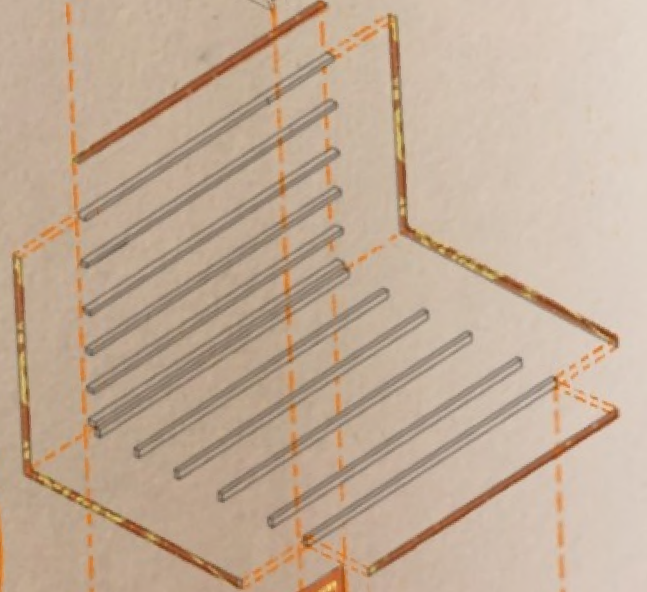
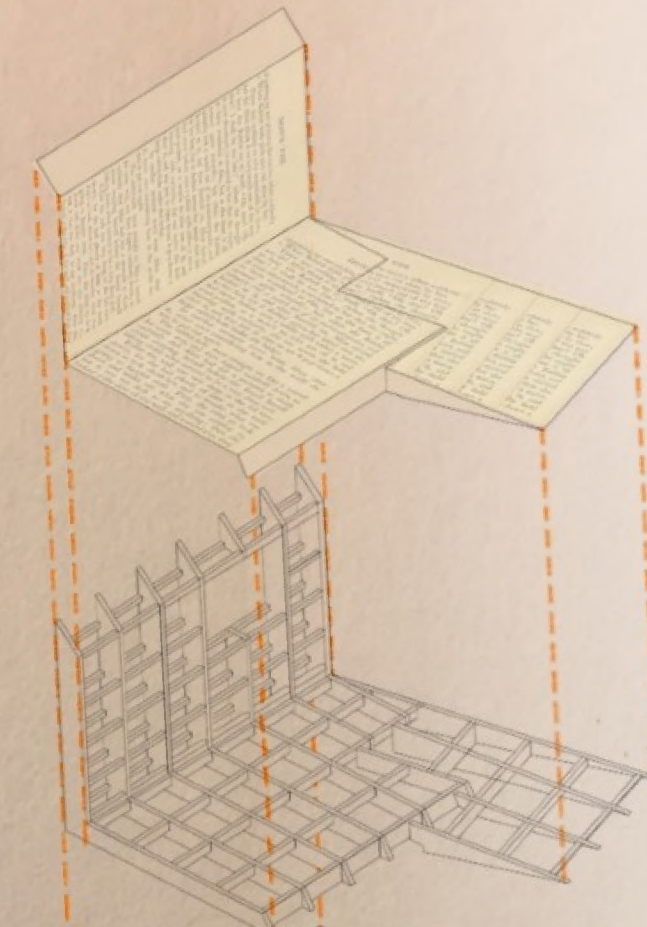
Technical Detail



Technical Design
'Pop-Up' Bar

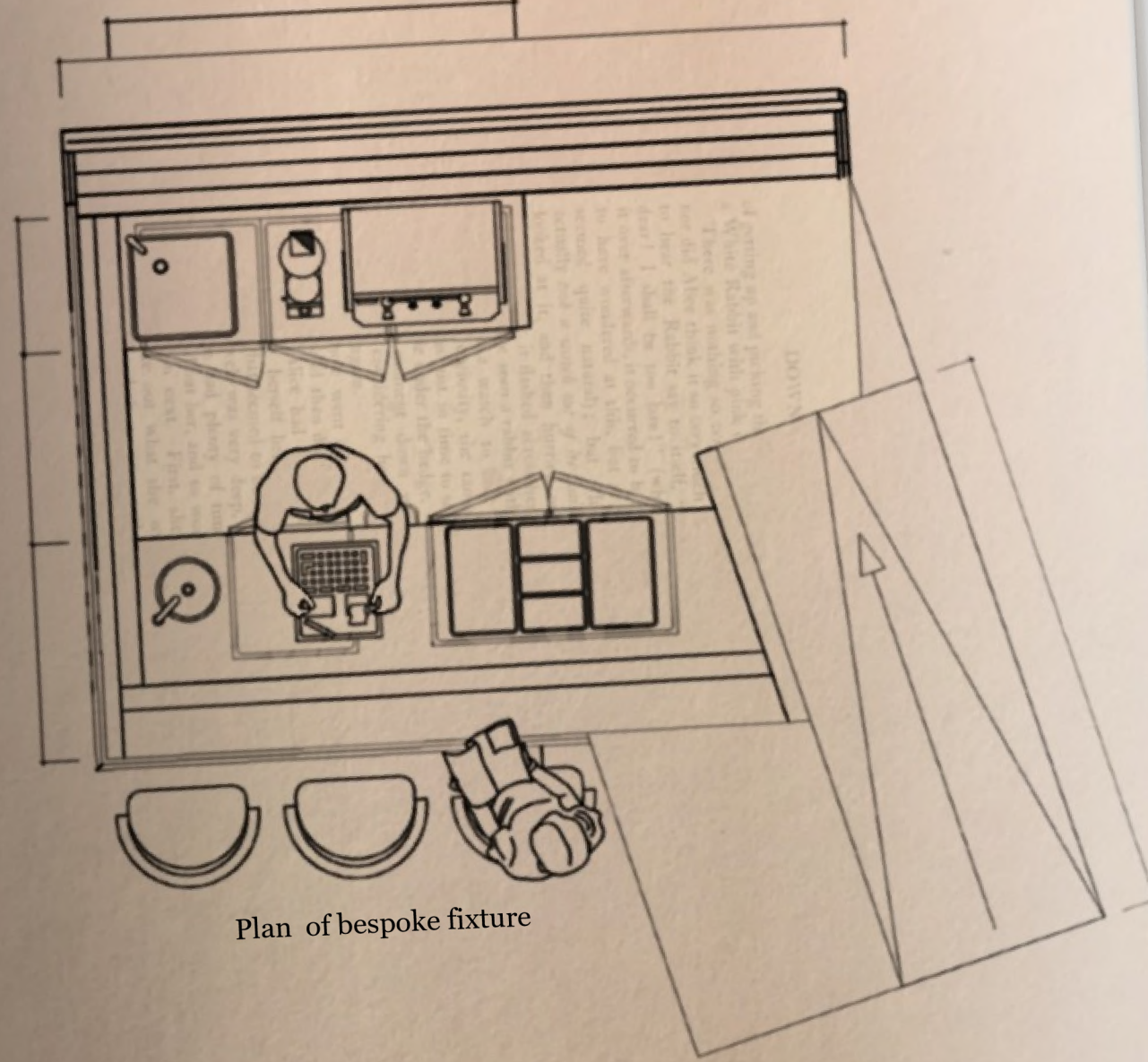


Images of strategy
model made from book
and book pages

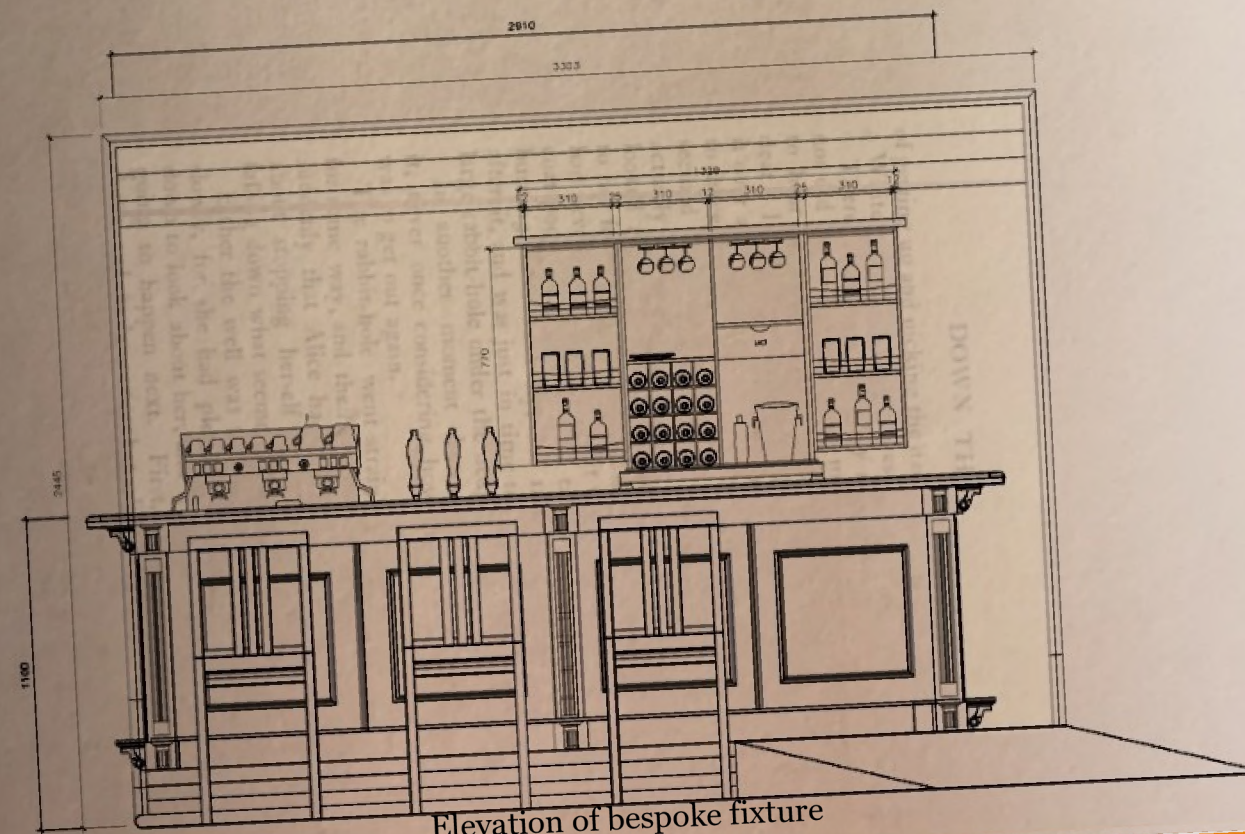


Exploded visual of
bespoke fixture

Technical Detail



Plan of bespoke fixture



Elevation of bespoke fixture

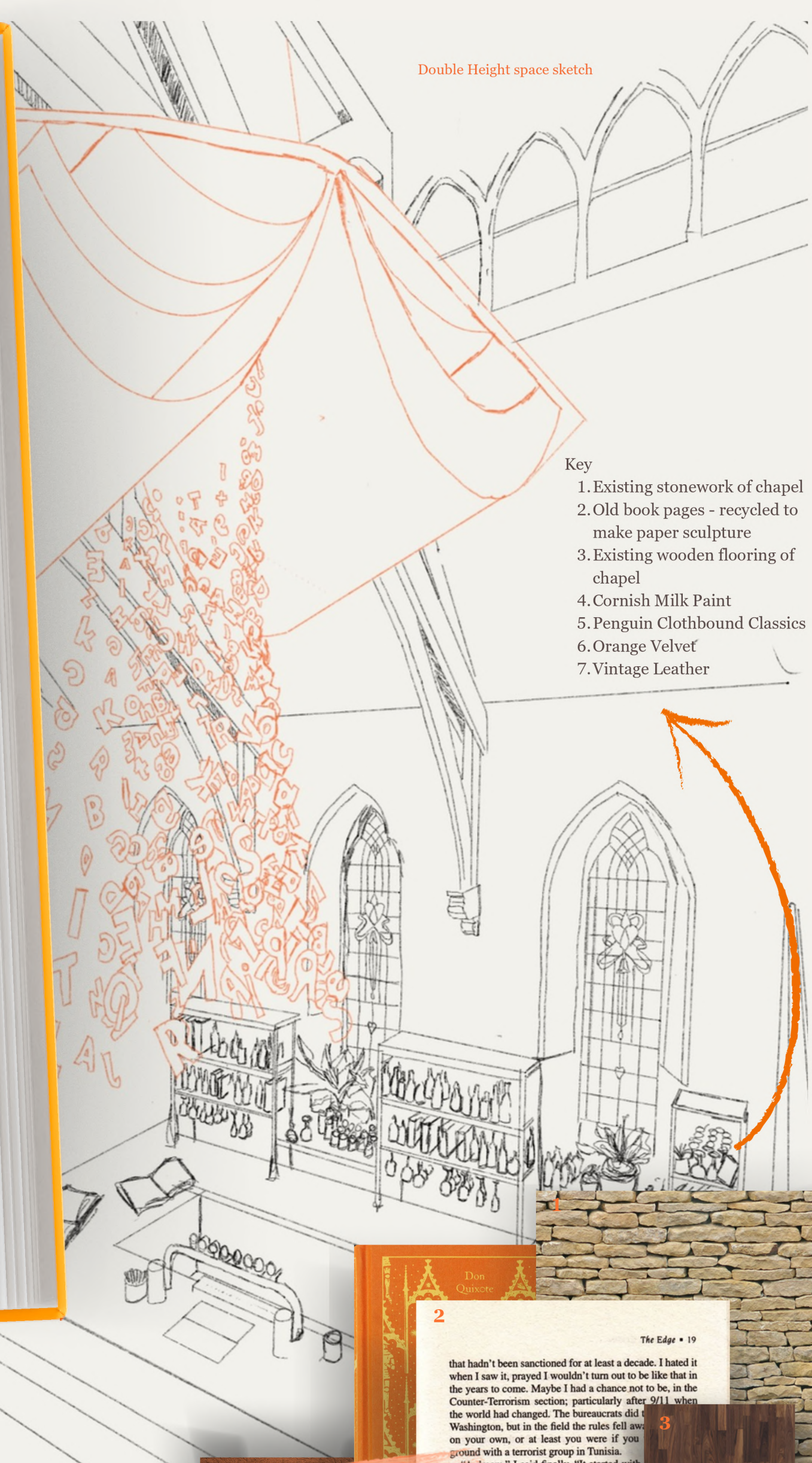


Materiality

The materiality of the space is characterised by a dialogue between the traditional and contemporary, mirroring the space's aim to rekindle a love of reading among young adults in an age of digital distractions. The furniture of the space is rooted in this idea through being a curated collection of vintage second-hand pieces each bringing their own story, texture and sense of familiarity. The array of pieces brings with it a varied option of seating environments for the users to find their ideal reading environment.

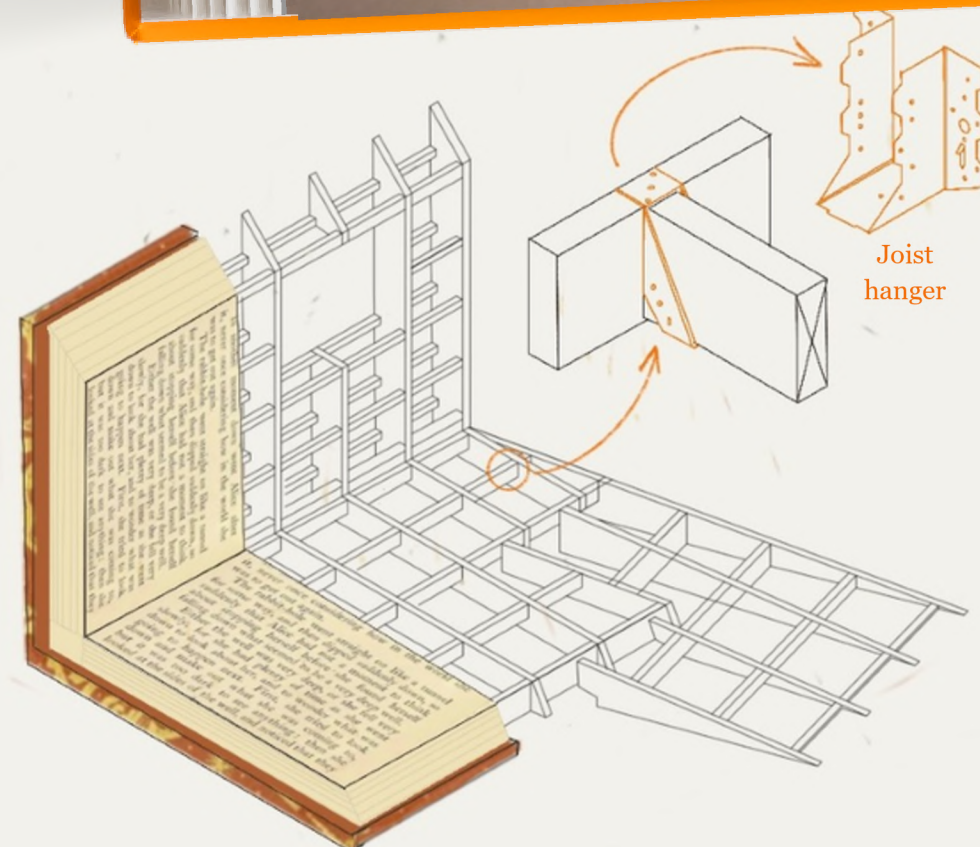
The material palette is intentionally muted, creating a calm backdrop and allowing the books to remain the focus. The vibrant covers of penguin's clothbound classics punctuate the neutral surroundings and are what adds the excitement to the space.

Double Height space sketch

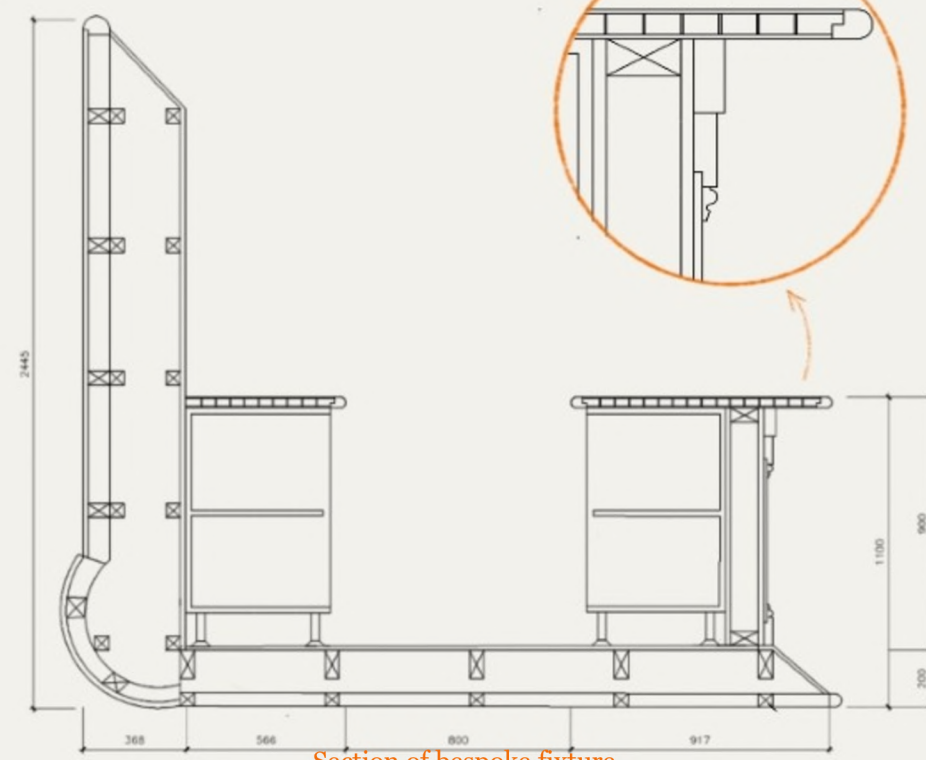


Key

1. Existing stonework of chapel
2. Old book pages - recycled to make paper sculpture
3. Existing wooden flooring of chapel
4. Cornish Milk Paint
5. Penguin Clothbound Classics
6. Orange Velvet
7. Vintage Leather



Joist
hanger



Section of bespoke fixture

