



PEACOCK

Peacock, as a vibrant reimagining of a Roaring Twenties bar, serves as a powerful statement in the realm of social justice. By creating a high-end LGBTQ restaurant, it directly addresses the issue of safety and inclusivity for marginalised communities, particularly given the alarming increase in hate crimes against LGBTQ+ spaces.

Interior design plays a crucial role in shaping the experiences of those who occupy a space. Peacock's design can be seen as a deliberate choice to foster a sense of belonging and empowerment. Incorporating elements that reflect the diverse identities within the community, such as art, colours, and symbols.

The use of theatrical design elements can create an atmosphere that not only entertains but also educates and inspires. The integration of those performances doesn't just enhance the dining experience; it also champions the talents and stories of the LGBTQ+ community, using art as a medium for social change.

FINCH + **MRS RIOT** = *PEACOCK*

Peacock is an innovative collaborative restaurant merging the culinary excellence of Finch with the vibrant atmosphere of the drag queen establishment, Mrs. Riot, located in the heart of London. This unique fusion aims to attract a younger audience by offering a delightful dining experience that celebrates diversity and creativity. Guests can enjoy a diverse menu crafted by talented chefs while being entertained by spectacular drag performances, creating an unforgettable evening of food and fun. The restaurant's engaging ambiance and focus on inclusivity make it a perfect destination for those looking to enjoy contemporary culinary trends alongside lively entertainment.

Peacock embodies social justice by promoting inclusivity and celebrating diversity through its unique culinary and entertainment experience. By merging the artistry of drag performances with innovative dining, the restaurant creates a space that not only welcomes but actively uplifts underrepresented voices within the LGBTQ+ community.

In fostering an environment where all patrons can enjoy and engage without fear of discrimination, Peacock champions equality and emphasizes the importance of representation in the culinary arts and beyond. This initiative encourages dialogue around social justice issues while providing a platform for marginalized artists.

By attracting a younger audience, Peacock plays a vital role in shaping future conversations about inclusivity and acceptance, making it not just a dining destination but a community hub that advocates for equality and celebration of all identities. In this way, the restaurant contributes to a broader movement that seeks to break down barriers and promote social change through art, culture, and food.



INSPIRATION



My design inspiration came from this image, especially the Roaring 20s elements, connects deeply with social justice and the LGBTQ+ community. The 1920s were a pivotal time for LGBTQ+ visibility and expression, and cabaret seating symbolizes safe spaces where people can truly be themselves. My idea for guests to signal for service by turning on lights promotes personal autonomy and respect, mirroring the need for everyone to express their needs in a welcoming environment. This design can create an inclusive atmosphere, reflecting the principles of dignity and respect that are vital for fostering equity and acceptance in society.

WHY A PEACOCK

The relationship between peacocks and drag queens highlights themes of social justice related to beauty, identity, and self-expression. Both symbolize individuality and the rejection of societal norms; peacocks with their vibrant plumage and drag queens through their performances. They challenge traditional views on gender and aesthetics, promoting self-acceptance and diversity.

Performance serves as a critique of cultural narratives, as peacocks display to attract mates and drag queens to assert their identities. This shared act demonstrates how marginalized communities use creativity for resistance and advocacy, particularly in promoting LGBTQ+ rights.

The fluidity of identity in both peacocks and drag queens reflects the evolving nature of self-definition, emphasizing that identity is not fixed but adaptable. This highlights the need for understanding diverse identities in social justice discussions, advocating for authentic self-expression free from judgment.

In essence, the connection between peacocks and drag queens serves as a powerful metaphor for social justice, challenging norms, fostering inclusivity, and celebrating diversity. Embracing these themes can lead society toward greater acceptance of all individuals and their expressions.

WHY IS THIS SPACE NEEDED?



To gather additional research about my initial idea of creating a safe space for the LGBTQ+ community, I conducted multiple polls. This concept, which I've named "Peacock," was inspired by heartfelt discussions with friends regarding the alarming rise in hate crimes against LGBTQ+ individuals in London—experiences they have either witnessed or personally endured.

My objective was to gain insight into how many people in the community have faced hate crimes and how many genuinely feel safe when venturing out in London. I crafted specific questions to delve deeper into their experiences, inviting those willing to share personal stories. I was relieved to receive responses from multiple individuals, which provided invaluable insights.

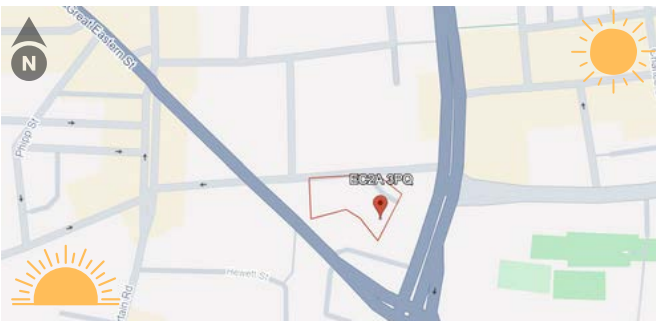
The stories shared underscored the critical need for LGBTQ+ spaces that foster safety and belonging. I followed up with these respondents to ask how my proposed space could better serve their needs and what measures I could implement to enhance their sense of safety. This feedback was instrumental in shaping a more effective approach to creating a supportive and inclusive environment.

The LGBTQ+ community has long faced systemic discrimination and marginalization, with issues intensifying in recent years. As awareness of social injustices increases, it becomes evident that dedicated spaces for marginalized groups are essential lifelines that cultivate safety, acceptance, and empowerment.

Through my research, I discovered that many LGBTQ+ individuals often feel uncomfortable or unsafe in public due to fears of harassment or violence. The testimonials collected illuminate a pressing need for a refuge where individuals can express their identities freely and without fear of retribution. Studies support this need, showing that access to safe spaces can significantly enhance mental health and overall well-being for LGBTQ+ individuals, providing a vital platform for connection and support.

The responses from my social media Polls validate this necessity. When Participants were asked about their experiences with hate crimes and their feelings of safety in public settings, Many recounted distressing encounters and the pervasive anxiety of being part of the LGBTQ+ community. This fear creates considerable emotional strain, often leading to isolation and a lack of community support.

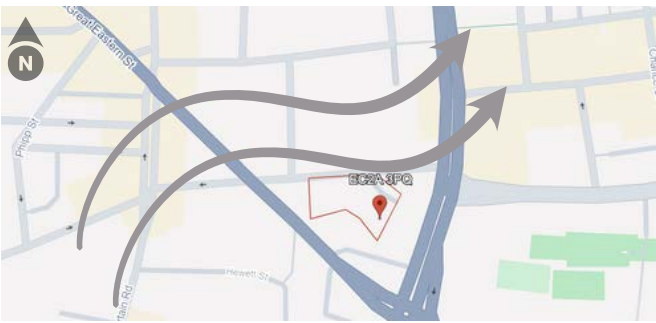
"Peacock," envisioned as a vibrant, high-end LGBTQ restaurant and bar inspired by the Roaring Twenties, not only celebrates nostalgia but also serves as a powerful statement in the realm of social justice through its design. By addressing the urgent issues of safety and inclusivity for marginalized communities, especially in light of the rising hate crime s against LGBTQ+ spaces, Peacock emb transformative vision.



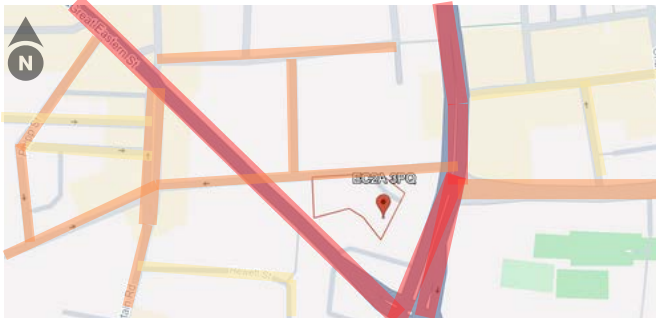
The sun path at Holywell Lane in Shoreditch impacts the Industrial Warehouse's lighting year-round. In summer, morning light from the northeast creates a lively atmosphere, while afternoon sun highlights the space. In winter, there are shorter days with less direct sunlight, but the low angle can create interesting effects. Understanding the sun's movement helps optimize natural light and design a welcoming, energy-efficient space.



The Industrial Warehouse on Holywell Lane is surrounded by a variety of sounds that shape its auditory landscape. The continuous flow of traffic generates a backdrop of engine noises and honking, while pedestrian activity brings lively conversations and the sound of footsteps. Nearby construction contributes its own cacophony of machinery and tools. By recognizing these diverse auditory elements, effective sound insulation strategies can be developed to enhance indoor comfort and create a more tranquil dining experience.



The wind path at Holywell Lane affects the Industrial Warehouse throughout the year. In summer, refreshing southwest winds enhance outdoor activities, while winter's colder northwest winds are mitigated by the building's design, ensuring a comfortable indoor climate. Understanding these patterns helps optimize the space year-round.



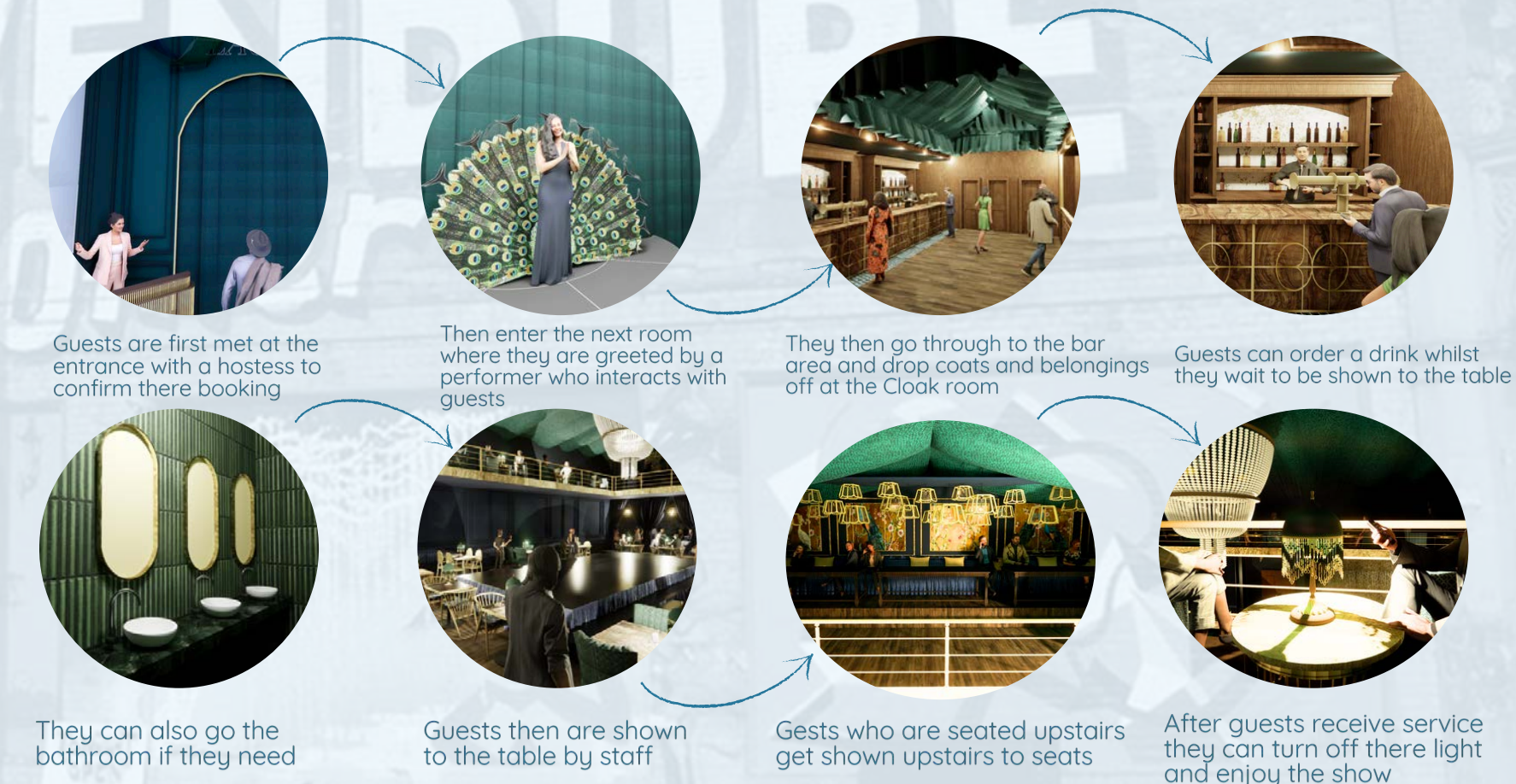
The area around Holywell Lane is expected to be quite busy, especially during peak hours when foot traffic from local businesses and public transport increases. The presence of bike lanes and parking facilities will likely attract a mix of pedestrians, cyclists, and drivers, contributing to a vibrant atmosphere. The accessibility of public transport options will further draw people, making it a hub of activity throughout the day. Overall, the combination of accessibility features and local attractions will create a dynamic and busy environment around Holywell Lane.

MATERIAL BREAKDOWN

The host building uses brick, steel beams, and metal roof panels, giving it an industrial look. The brick adds warmth, the steel beams provide strength, and the metal roof panels add a modern touch.

I appreciate the rustic charm of the brick, but I want to bring in vibrant colours. I'm drawn to a peacock colour palette of rich greens, deep blues, and shimmering golds to add luxury and liveliness. To enhance the space, I'll incorporate bold stripes throughout the interior. These stripes will create a dynamic visual element and nod to the art deco style of the Roaring Twenties.

I envision vertical stripes on the walls with different textures and glossy finishes that reflect light alongside the metal roof. This combination of colours and patterns will interact well with the industrial elements, softening the steel beams and adding depth. I want to blend the historical charm of the 1920s with a modern twist that feels both inviting and glamorous.



ABOUT THE SITE

54 Holywell Lane is truly the ideal location for my vision of Peacock for several compelling reasons. First and foremost, its historical significance and vibrant atmosphere make it a perfect canvas to blend the opulence of the Roaring Twenties with modern social advocacy. This area has a rich cultural history that resonates with the LGBTQ+ community, making it an authentic backdrop for a restaurant that aims to celebrate and empower diverse identities.

The venue's architecture, with its spacious interiors and high ceilings, provides the perfect setting for creating a theatrical dining experience. I can envision intricate decor, dramatic lighting, and performance spaces that pay homage to the glamour of showgirl bars from the past. This physical space allows me to craft an immersive environment where guests can not only enjoy exquisite food but also participate in captivating performances that celebrate LGBTQ+ culture. Additionally, the location is already situated in an area known for its artistic energy and community spirit, making it an ideal hub for local artists and performers. By integrating features that showcase this local talent, I can create a dynamic atmosphere that evolves with each event. This not only supports artists but also solidifies Peacock as a cultural landmark and gathering space for the LGBTQ+ community and allies.

Moreover, 54 Holywell Lane's accessibility makes it a welcoming haven for those seeking refuge from the outside world, especially given the unsettling rise in hate crimes against LGBTQ+ spaces. I want this restaurant to be a safe haven and a celebratory space where everyone can come together, without fear, to socialize, express themselves, and feel a sense of belonging.

ZONE PLANNING

My design concept draws heavily from the KitKat Club in London, a location synonymous with cabaret culture and a celebration of LGBTQ+ identity. The experience of walking through the space before the main performance encapsulates the spirit of inclusivity and self-expression, which are central themes in the LGBTQ+ community.

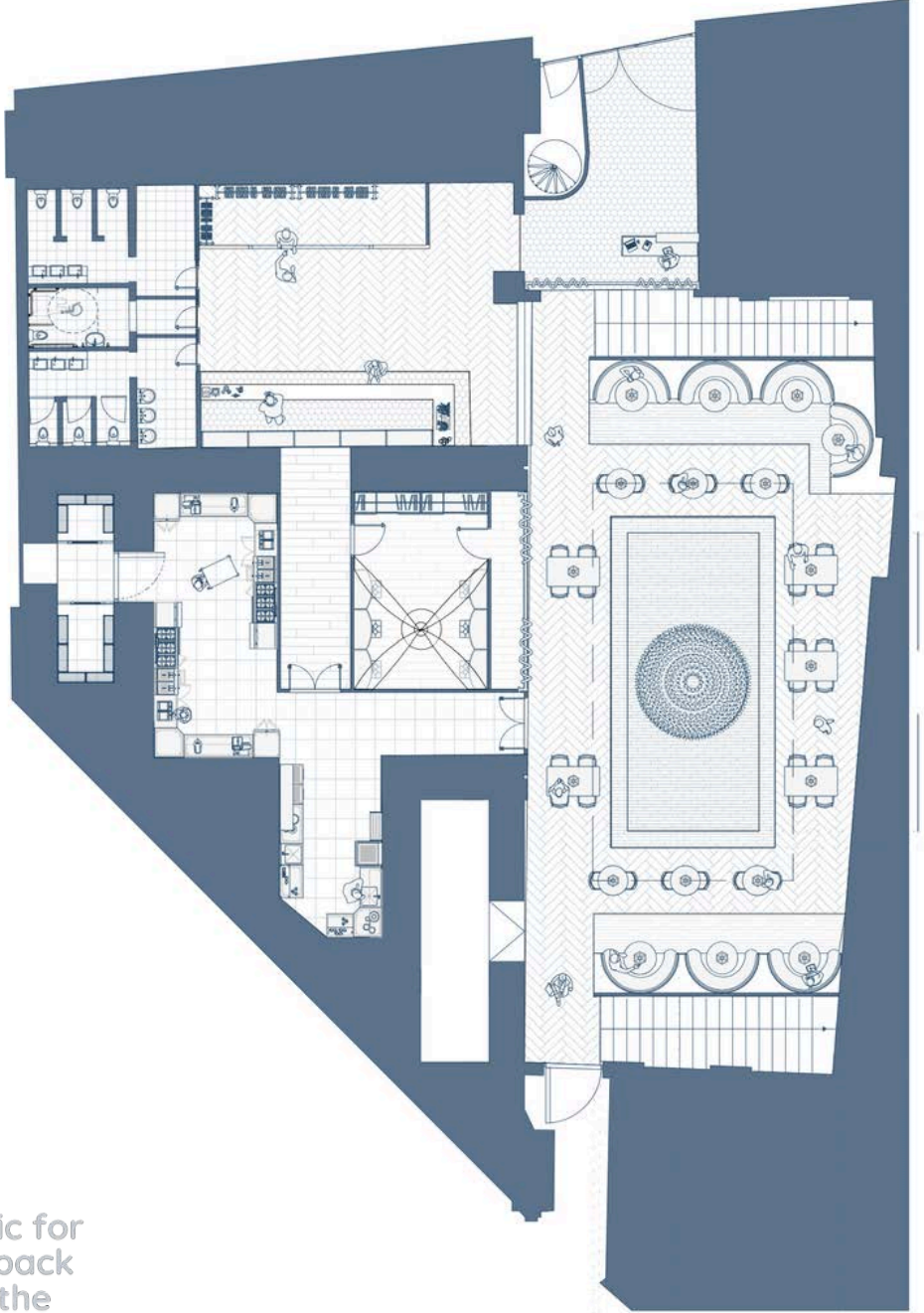
The entrance area, featuring a drag queen in a peacock outfit, serves as a powerful symbol of pride and visibility. Drag culture has historically provided a platform for individuals to explore their gender identity and challenge societal norms. By welcoming guests in such a vibrant and interactive way, this design promotes acceptance and celebrates diversity, inviting everyone to embrace their true selves.

The structure of the space also reflects the importance of community and social justice. The intimate nature of the upstairs area, focused on smaller bite-sized foods and drinks, encourages mingling and connection among guests, fostering an inclusive atmosphere for conversation about shared experiences and social issues. Meanwhile, the downstairs area offering larger meals paired with wine invokes a sense of communal dining, mirroring gatherings that have historically served as safe spaces for LGBTQ+ individuals to come together, share stories, and support each other.

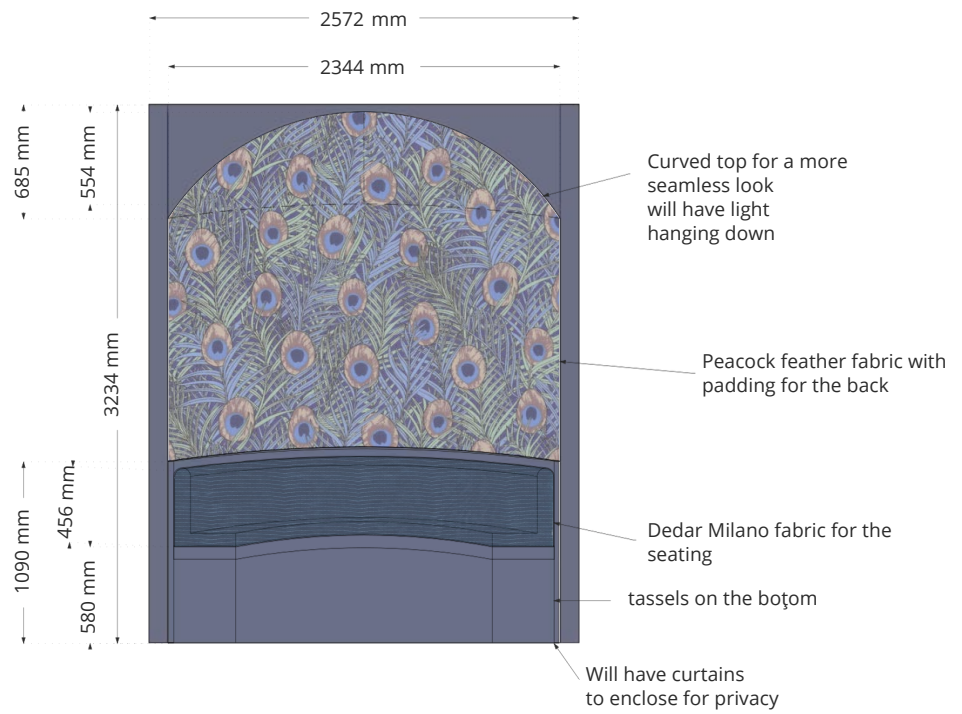
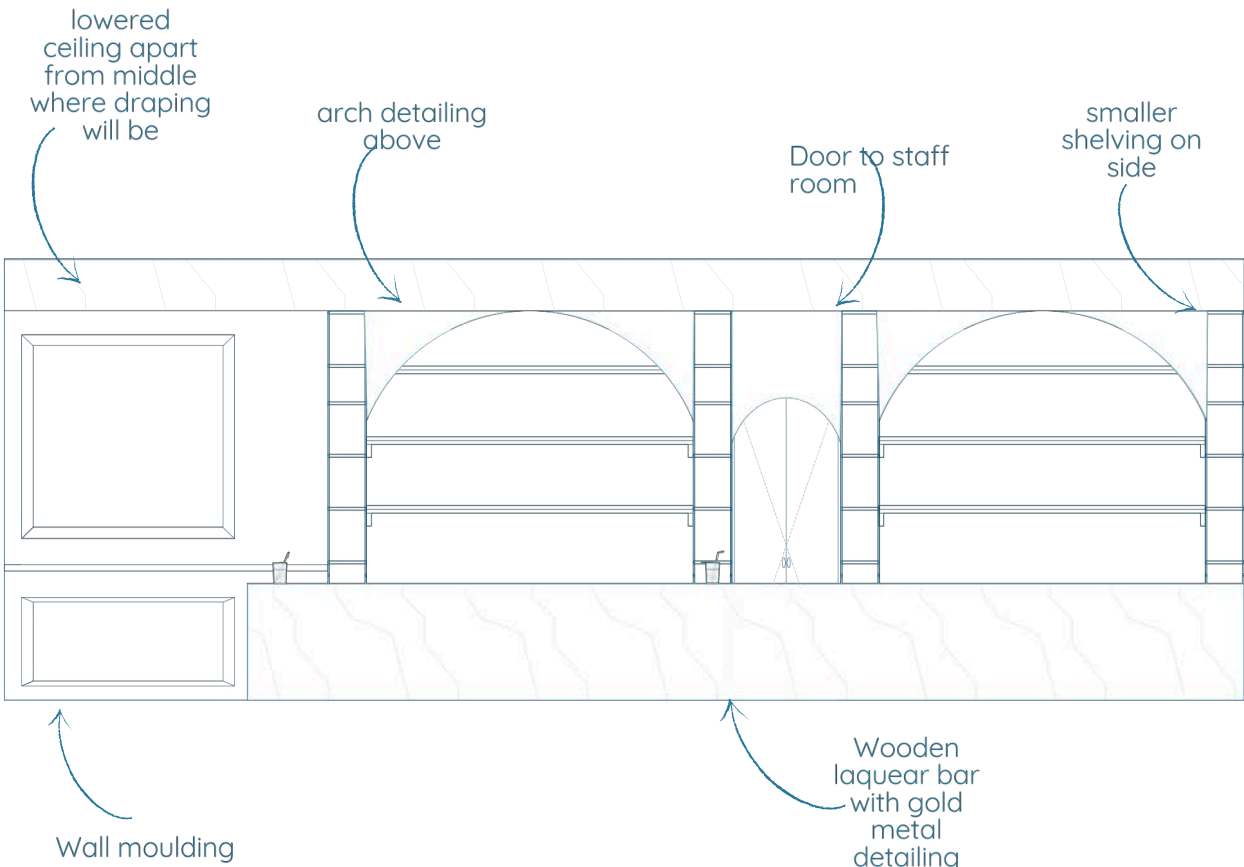
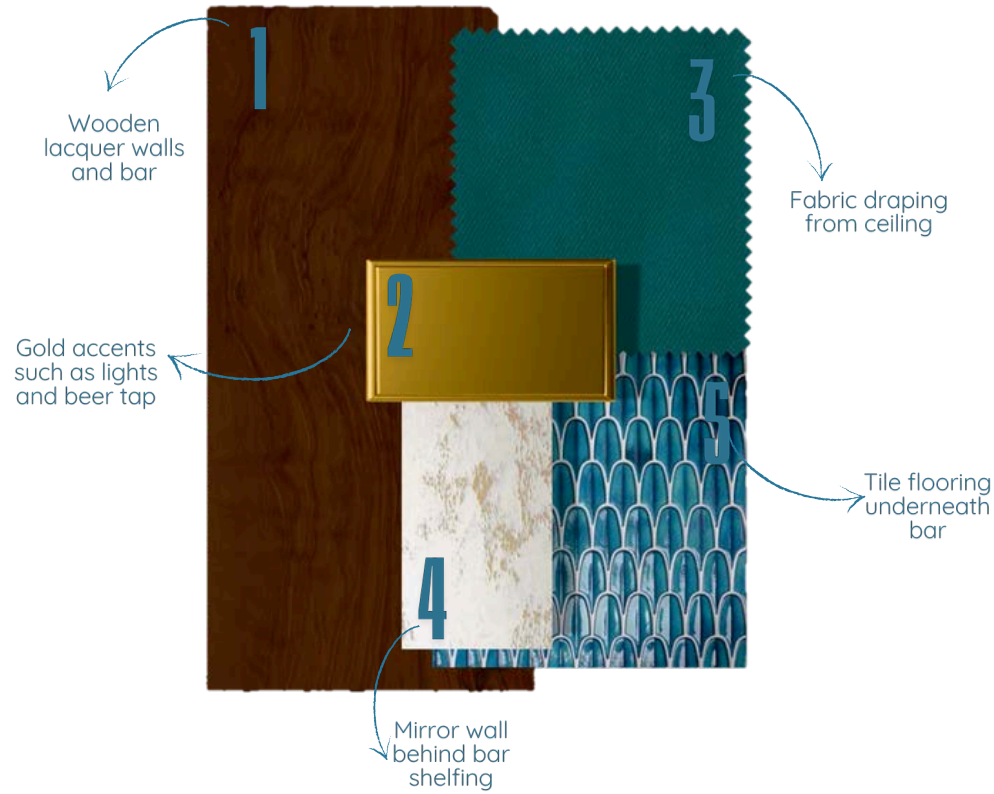
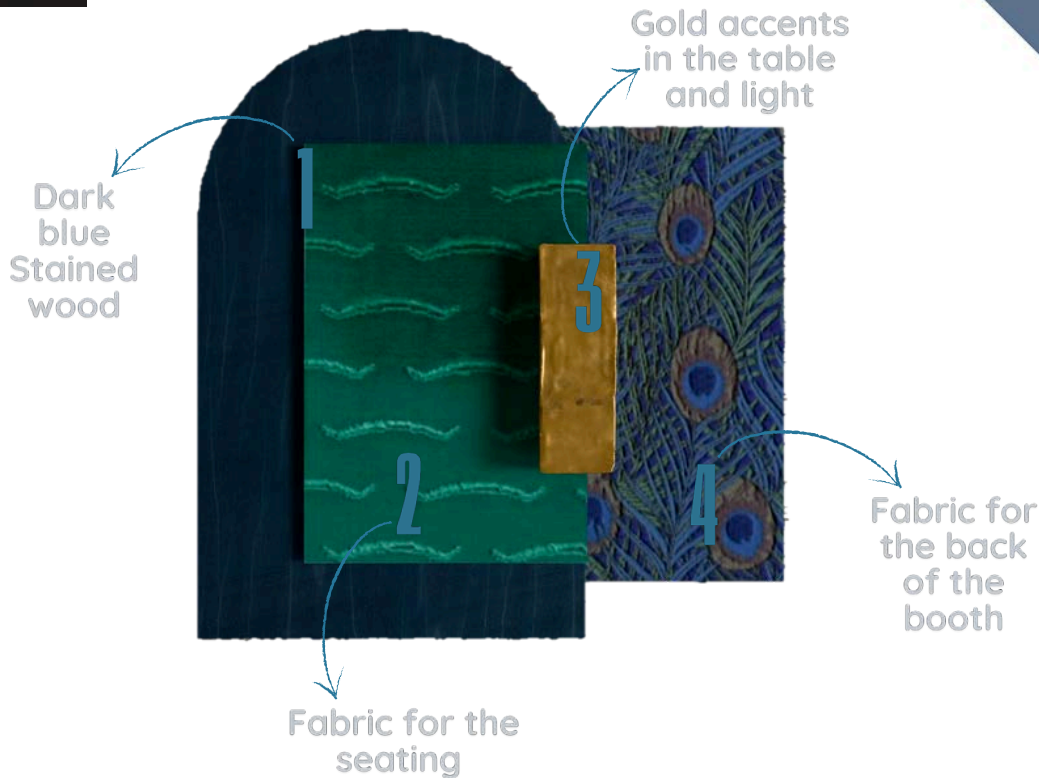
Furthermore, the connection between the bar, dining area, and staff space emphasizes the importance of collaboration and the behind-the-scenes work that goes into creating safe, welcoming environments. The dressing room with its mesh curtain symbolizes transparency and the importance of recognizing the labor and artistry of performers, many of whom have faced discrimination in their fight for rights and recognition. By showcasing the performers getting ready, it not only honors their craft but reminds guests of the resilience and heart within the LGBTQ+ movement for social justice.



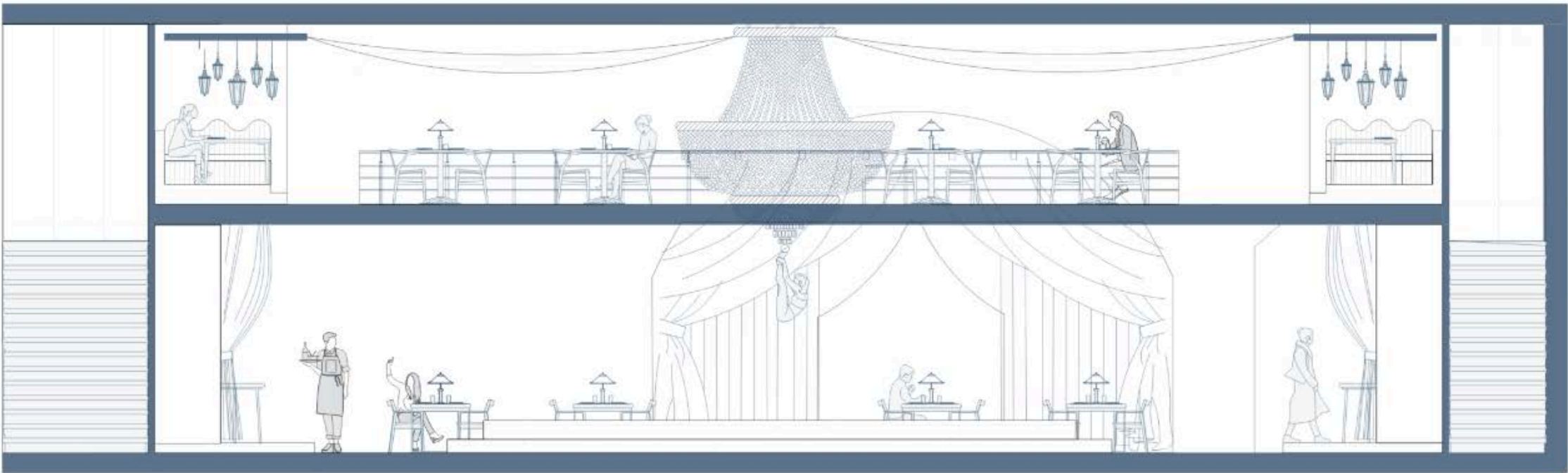
The design choices made reflect not only a modern sense of aesthetics but also pay homage to the cultural vibrancy of the Roaring 20s, a decade marked by significant social change and the blossoming of artistic expression. The elegant herringbone flooring can be likened to the era's jazz clubs and speakeasies, where sophistication and style were paramount, creating spaces for both social gatherings and self-expression.

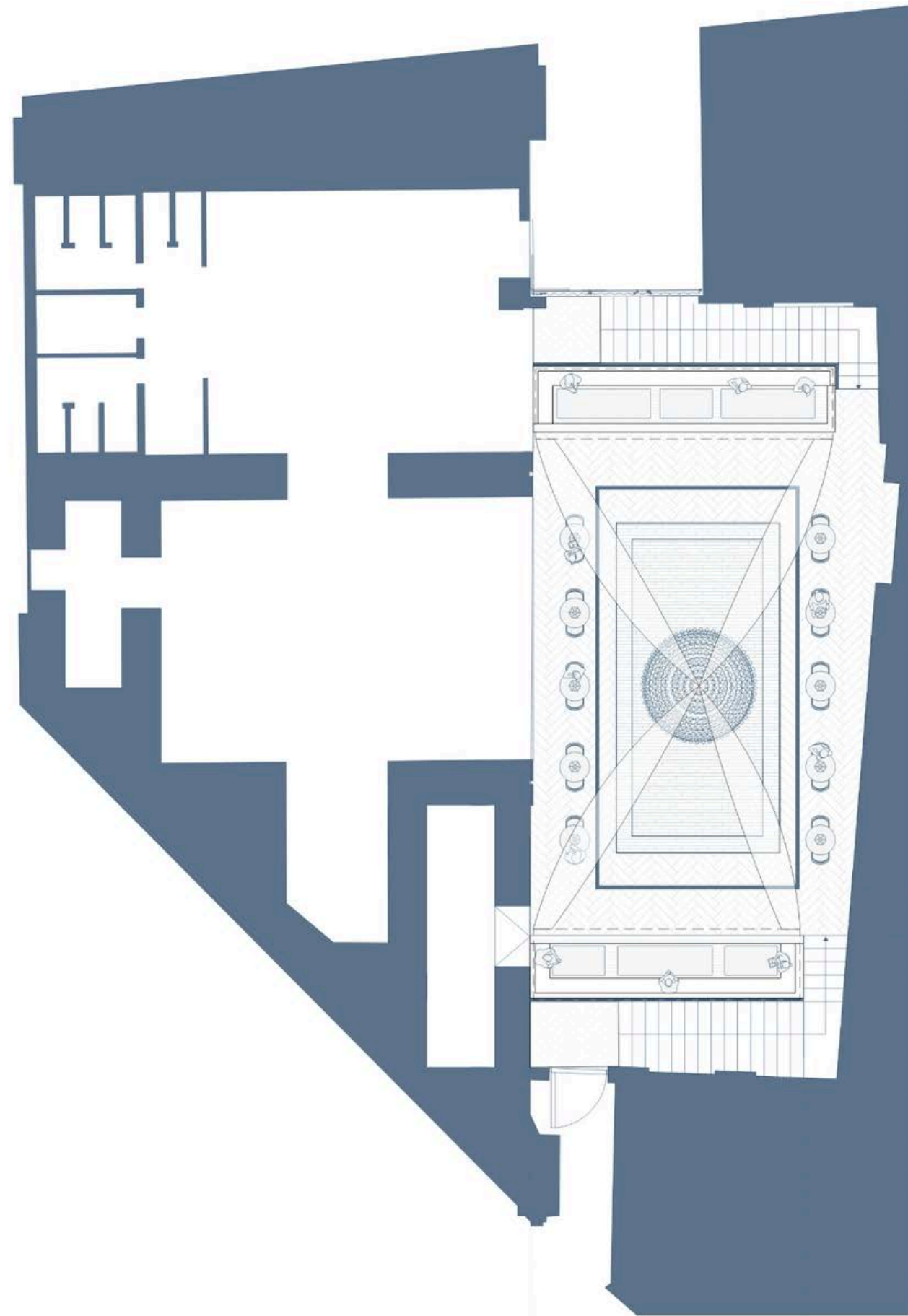


he colour palette, inspired by the rich hues of peacock feathers, evokes the opulence of the 1920s while also serving as a metaphor for the vibrancy and complexity of identity, particularly within the LGBTQ+ community. Just as peacock feathers exhibit a stunning array of colors, the LGBTQ+ movement has highlighted the beauty of diversity and self-acceptance, advocating for social justice and equality.



The dressing room, with its sultry reds and soft pinks, draws directly from the glamorous aesthetics of old showgirl dressing rooms, which played a significant role in challenging societal norms and pushing for visibility during a time when LGBTQ+ individuals were often marginalized. This space becomes not just a place for preparation but also a celebration of personal identity and expression, reflecting the resilience and artistry of those who fought for acceptance and recognition. In creating an environment that honors both the beauty of the past and the ongoing journey toward equality, this design embodies a commitment to inclusivity and the celebration of all identities. It serves as a reminder that the elegance of the Roaring 20s was also a backdrop for the fight against social injustices, making a lasting impact on cultural acceptance and the visibility of the LGBTQ+ community.

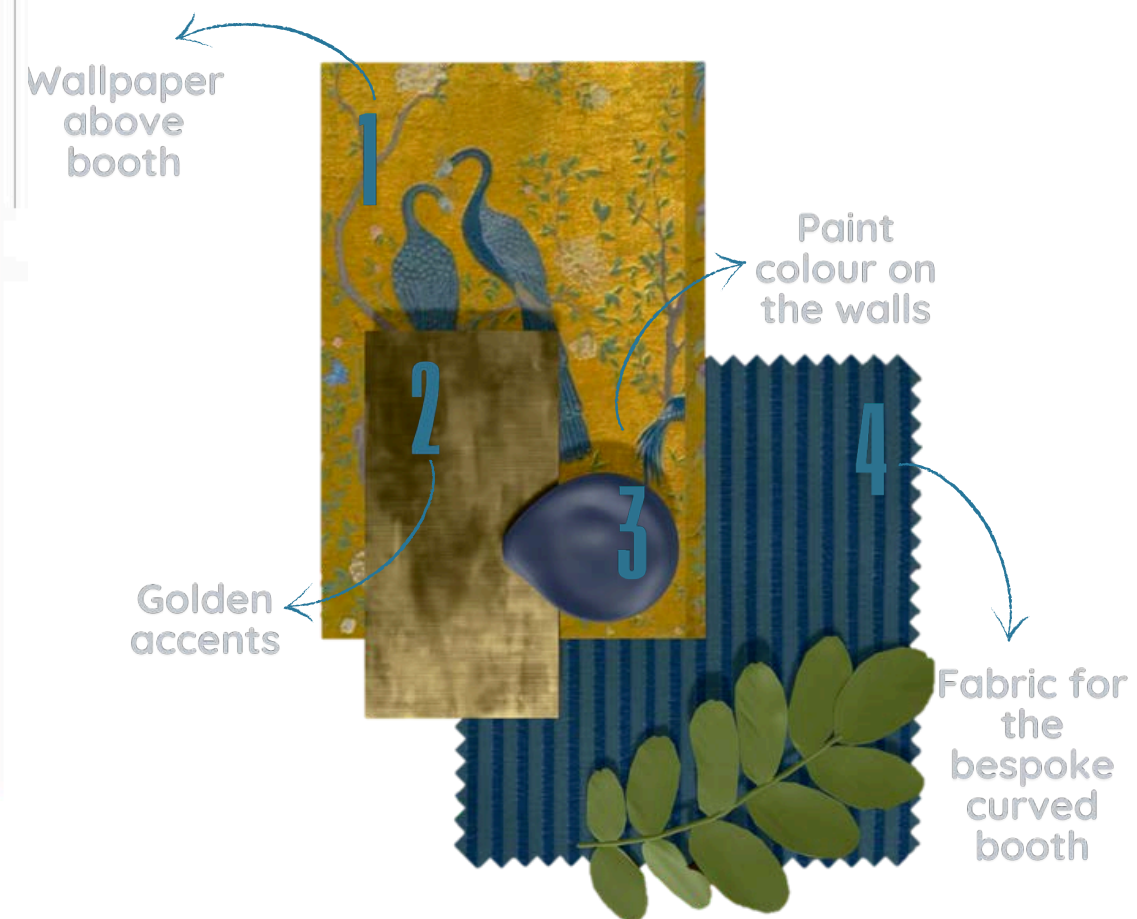




The intricate golden accents in the wallpaper evoke the lavish glamour of the Jazz Age, reminiscent of the opulent ballrooms where both art and identity flourished. Just as the 1920s pushed boundaries in fashion and decor, the vibrant fabrics for the upholstery mirror the era's excitement and daring experimentation.

These design elements also reflect the social justice movements that began to gain momentum during this period. The 1920s were a time of significant change, with the emergence of voices advocating for civil rights, women's rights, and greater acceptance of diverse identities, including those of the LGBTQ+ community. By incorporating rich patterns and bold colors, the space encourages a celebration of individuality and self-expression, inviting conversations about inclusivity and the importance of embracing diverse identities.

As we create a distinct atmosphere upstairs that contrasts with the more subdued tones downstairs, we can draw a parallel to how society began to challenge traditional norms and expectations in the 1920s, paving the way for future generations to continue the fight for equality and acceptance. In this way, the design becomes not just a matter of aesthetics but a reflection of a broader cultural narrative that upholds the values of diversity and social justice.



SYMBOLS & COLOURS		
	SMALL LUMINATION	
	SMALL TWINKLING LIGHTS	
		POINT (DIMED)
		CHANGING LIGHTS
		STOP LIGHT
		WALL LIGHT
		STREET LIGHT
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