



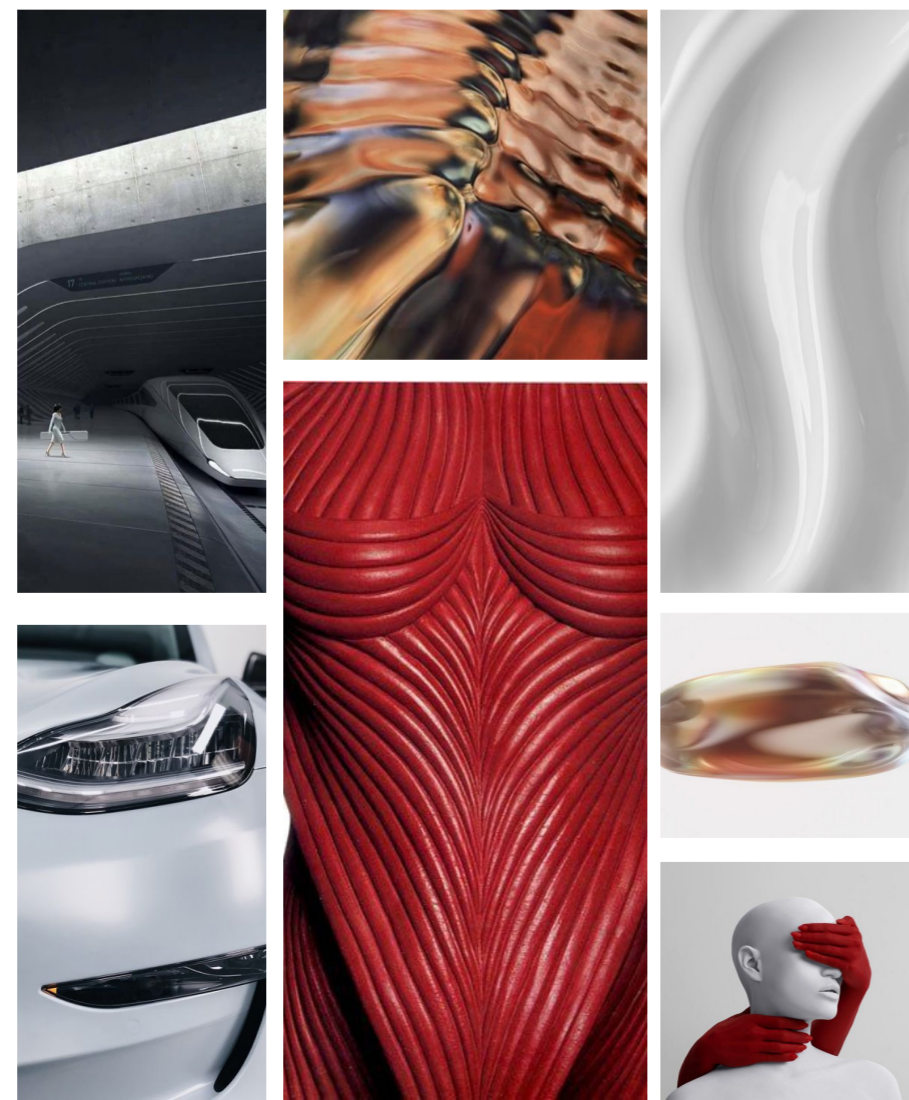
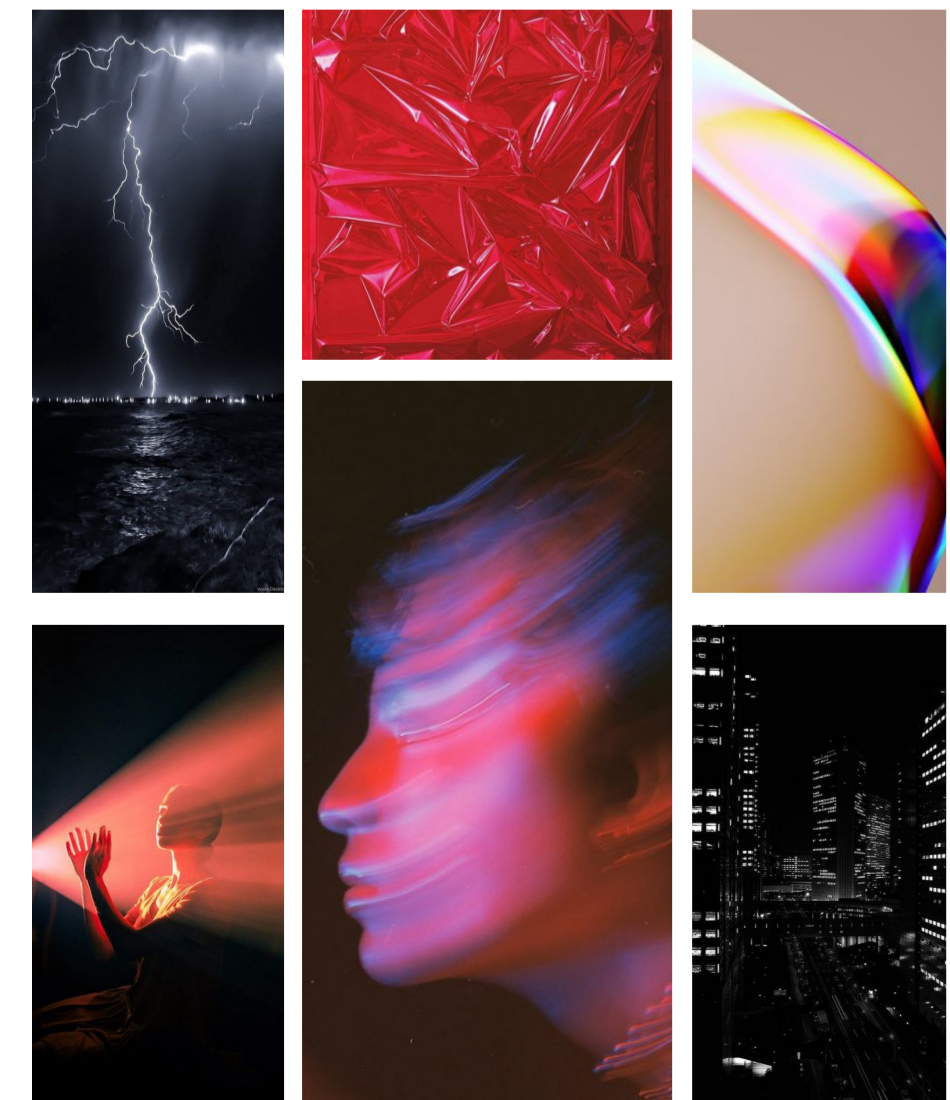
This project was an Industry Collaboration with GENSLER: Tasked with designing a Destination Office and Experience Centre.

Within this project I wanted to create an **ERUPTION OF ELECTRIC** and bring an immersive physicality to Tesla's sustainable giant.

I've taken inspiration from lightning, as this is a great representation of a physical electric spark - from this I decided to design areas of interest which looked like beams of lightning to express the importance of electric cars.

Through the use of **Revit** and **Enscape** as well as digital hand drawings I have explored the possibility of creating an **innovative high tech design**, which would exemplify brand attributes.

Revit has been a great tool, which I have used when developing my **Cross sections and 3D Visuals**. It has allowed me to create base visuals for my key spaces, which I then took into **Photoshop** where I could sketch over the top and enhance certain features of importance.



The Ray Building : Farringdon, London.

Farringdon provides a mix of offices, affordable workspace, hospitality and retail; the site itself is surrounded by rich history in the form of redeveloped victorian warehouses.

It was designed in a way that could re-establish a connection between the historic streets and the modern public

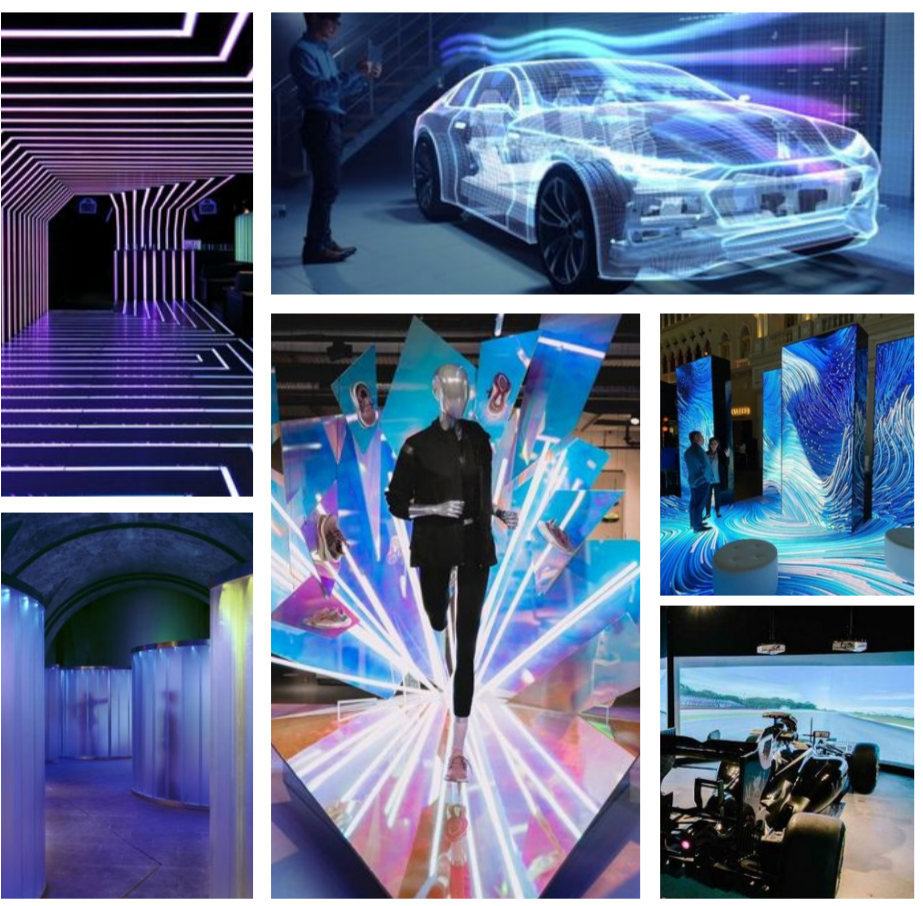
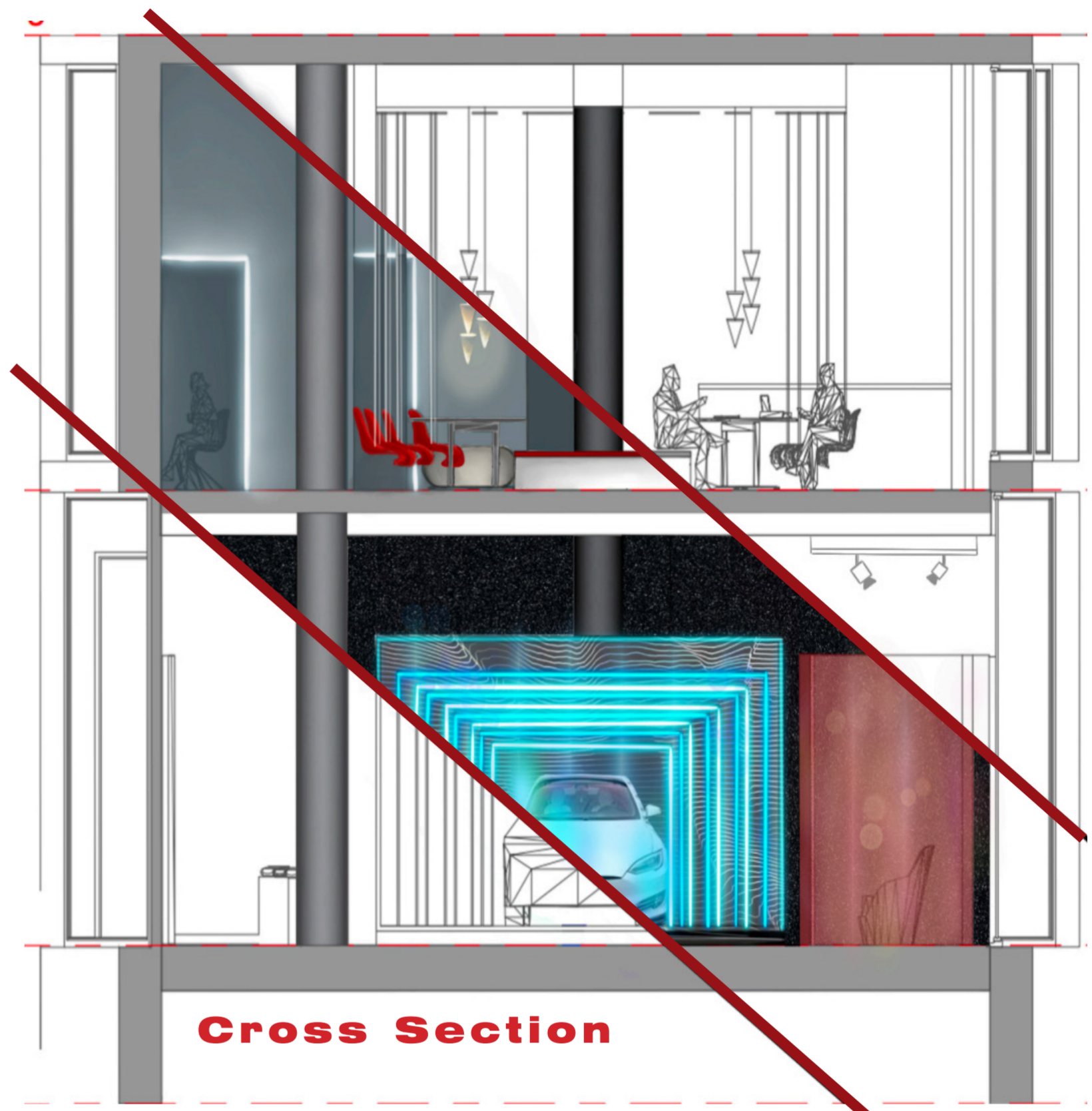
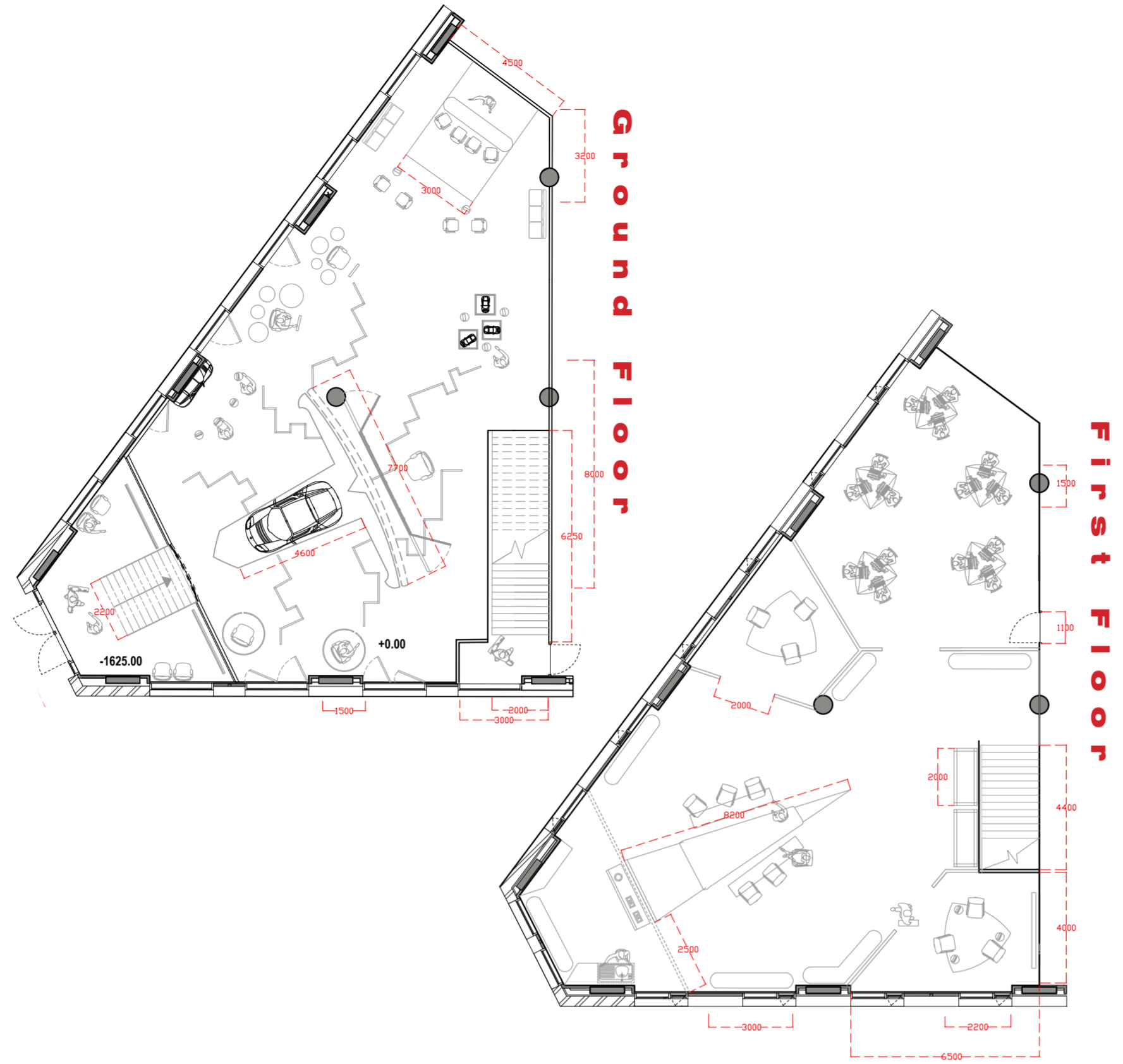
With an abundance of windows, this means that the natural needs to be respected and enhanced when workin with lighting.



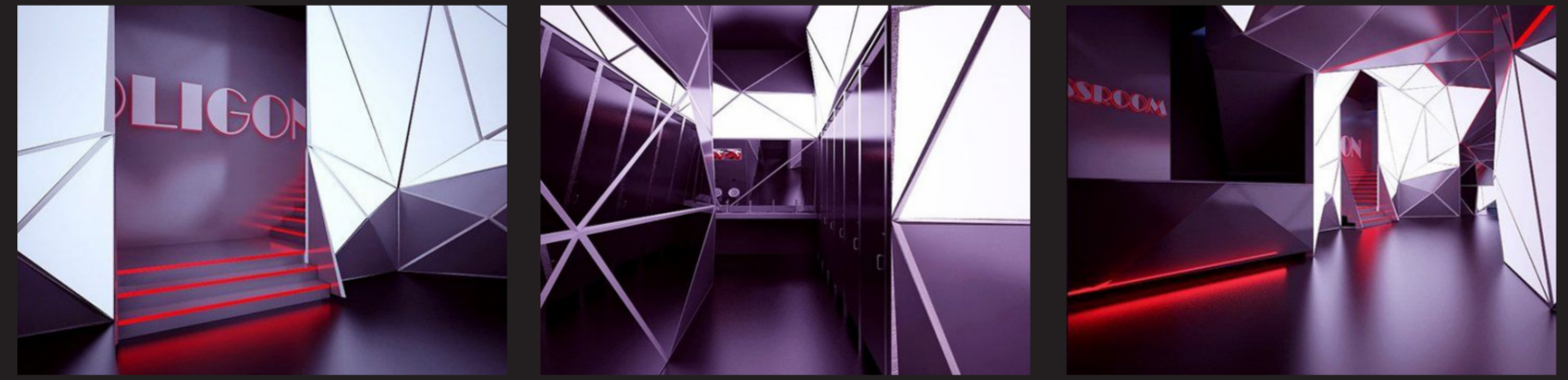
(PROCESS)

The office space explores the possibility of using light to create zoning and feel more futuristic without taking away from the realistic functions of a work environment. The first floor houses the office, which is dedicated to the Technical design engineers. When you enter from the stairs, you are immediately met with a large sculptural T which acts as banquet seating with tables - these can be used to socialise or work collaboratively. This central reservation creates an acknowledgement that Tesla is what brings people together.

The Experience Centre is about bringing a physicality to electric. This is something that can be rare to find and typically you would think about lightening. This space is all about allowing the consumer to be hands on with the different innovative solutions found within their Tesla.



Case Studies



THE POLYGON CLUB, GROSU ART STUDIO :

- + A geometric design which enhances the height of the ceiling with large LED panels
- + Each section is highlighted by recessed LED light strips which outlines each area and creates zoning, as well as working as a safety precaution of the stairs
- + The use of warm purple and red makes the space more inviting and wouldn't be overwhelming when in use - it makes the geometric feel less intimidating and has a futuristic feel to it
- + I think the Geometric concept isn't something you see often in interiors, and can be hard to achieve well. I think new colours should be introduced in different areas, and this might make the space feel larger



ROWBOTS, FITZROIA , NULTY+ :

- + Reflecting brand identity through the use of blue light, although there is a limit on how much blue light you should use as it can start to look white
- + Amber Light was used to act as a counterpoint, to make sure the blue light kept its striking colour
- + Industrial concept, which is enhanced with colour through lighting
- + They have introduced a really immersive athletic experience, which is contrasted by more tranquil areas, like the changing room - these areas have calmer LED lights and aren't as harsh as the main area

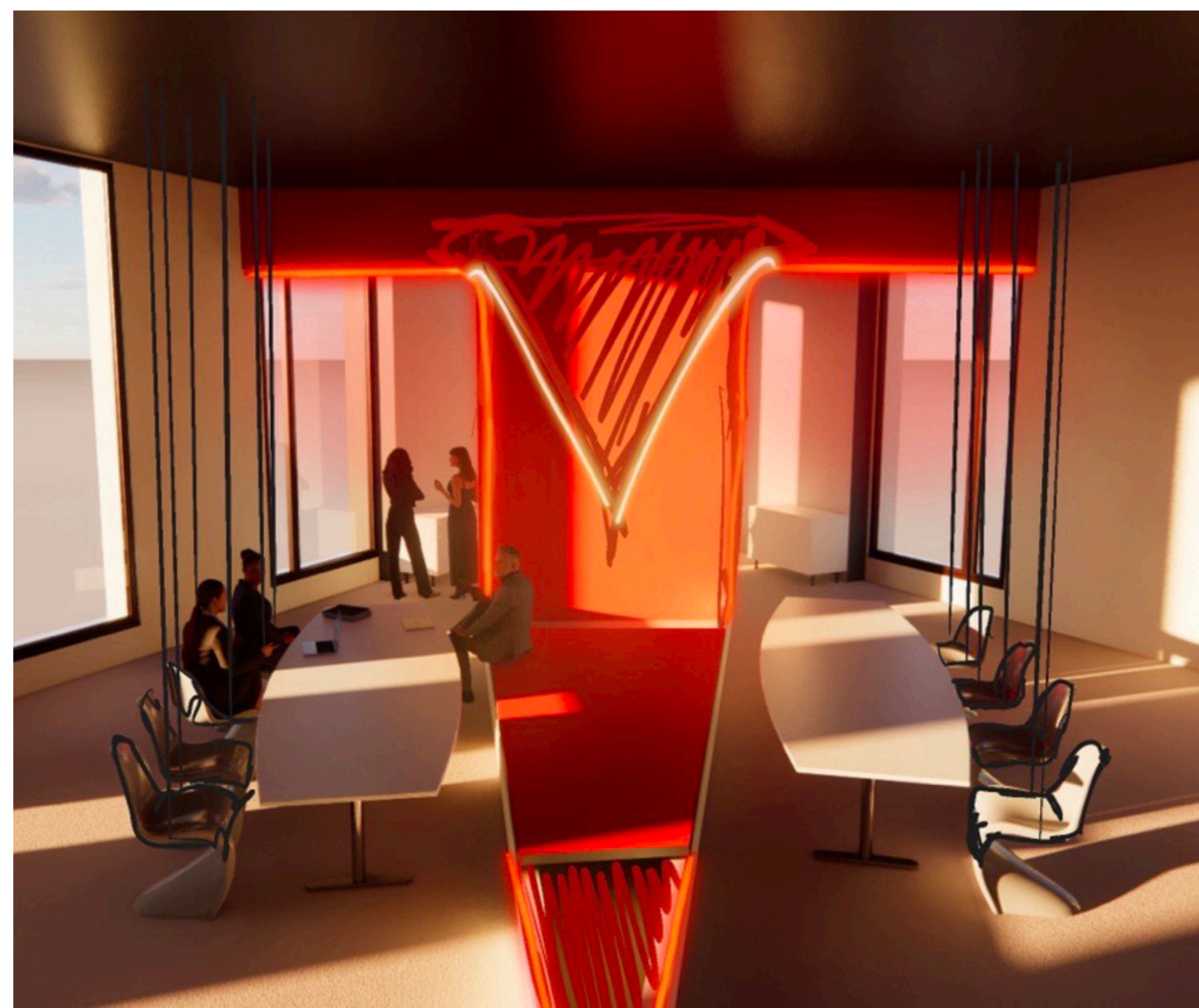
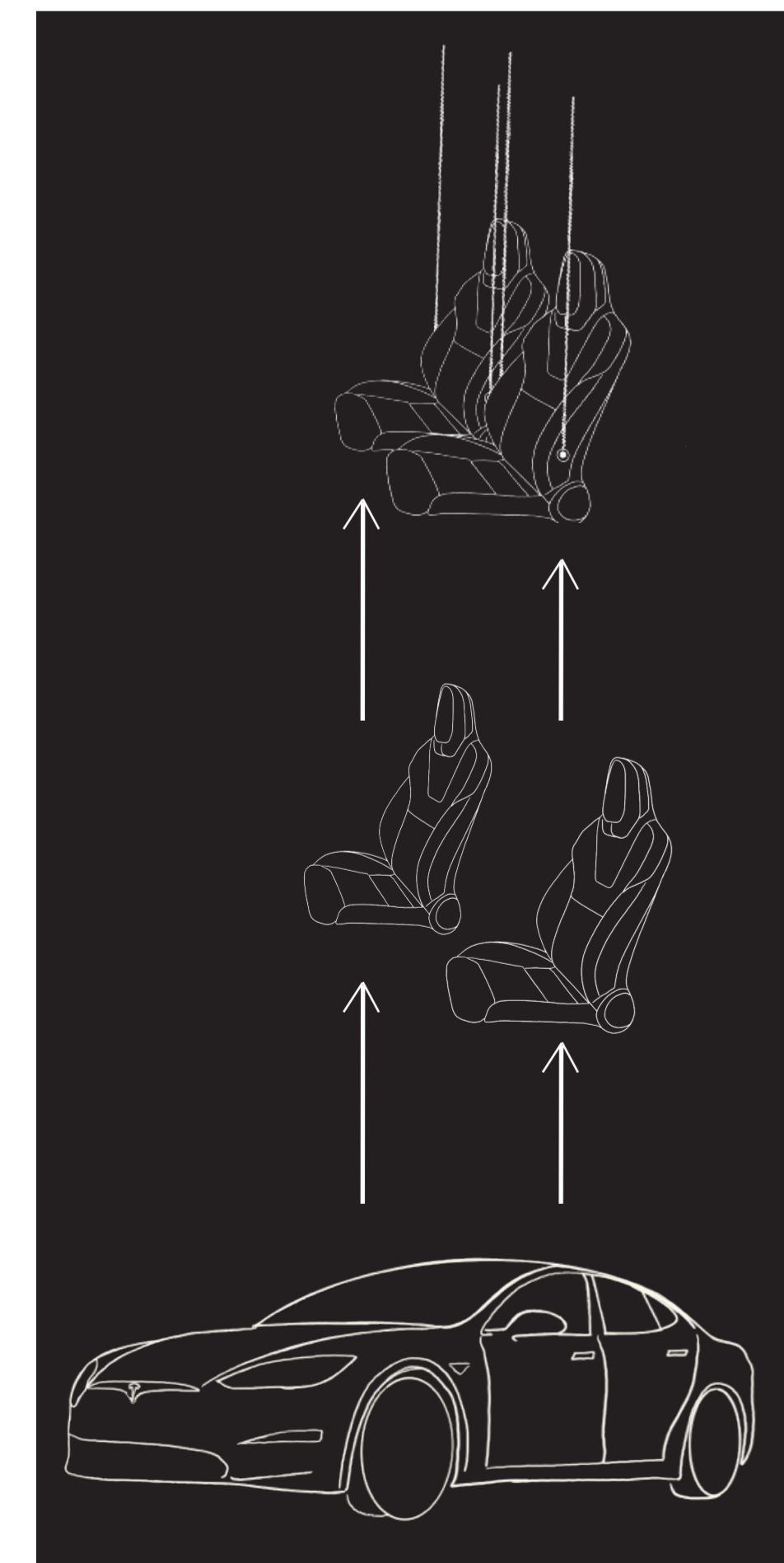
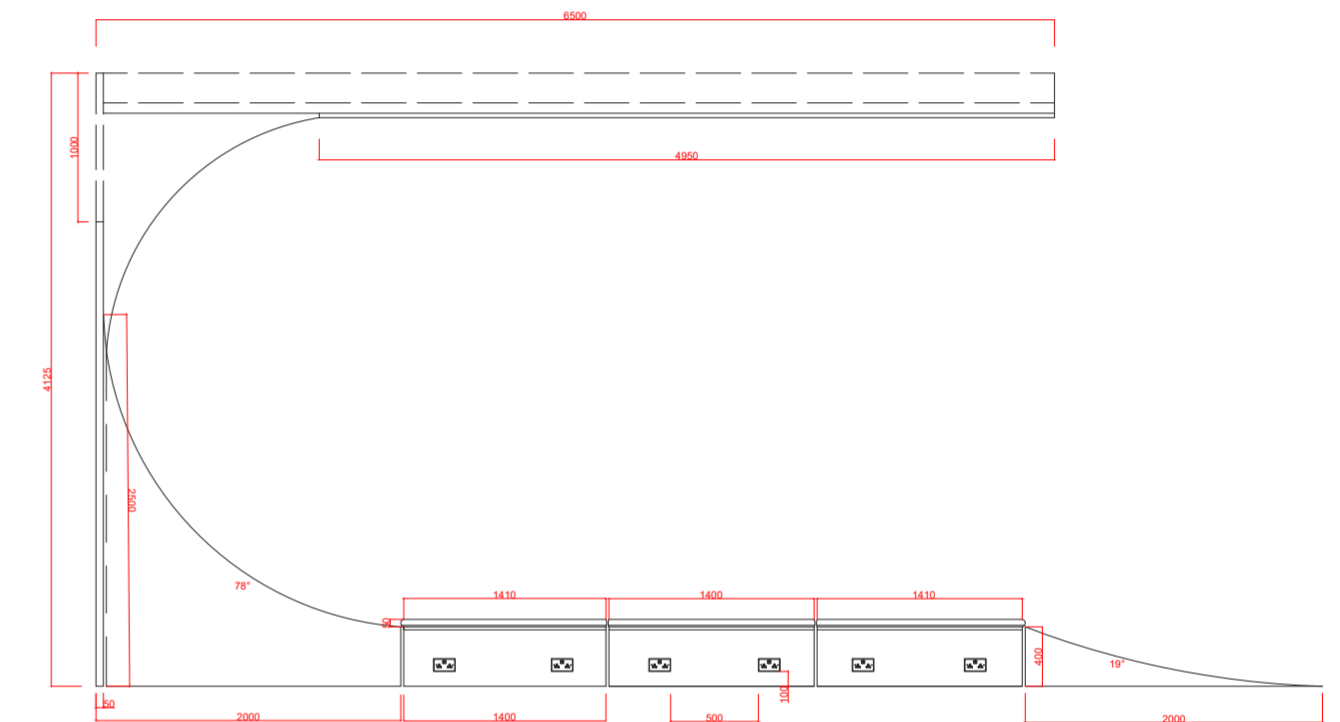
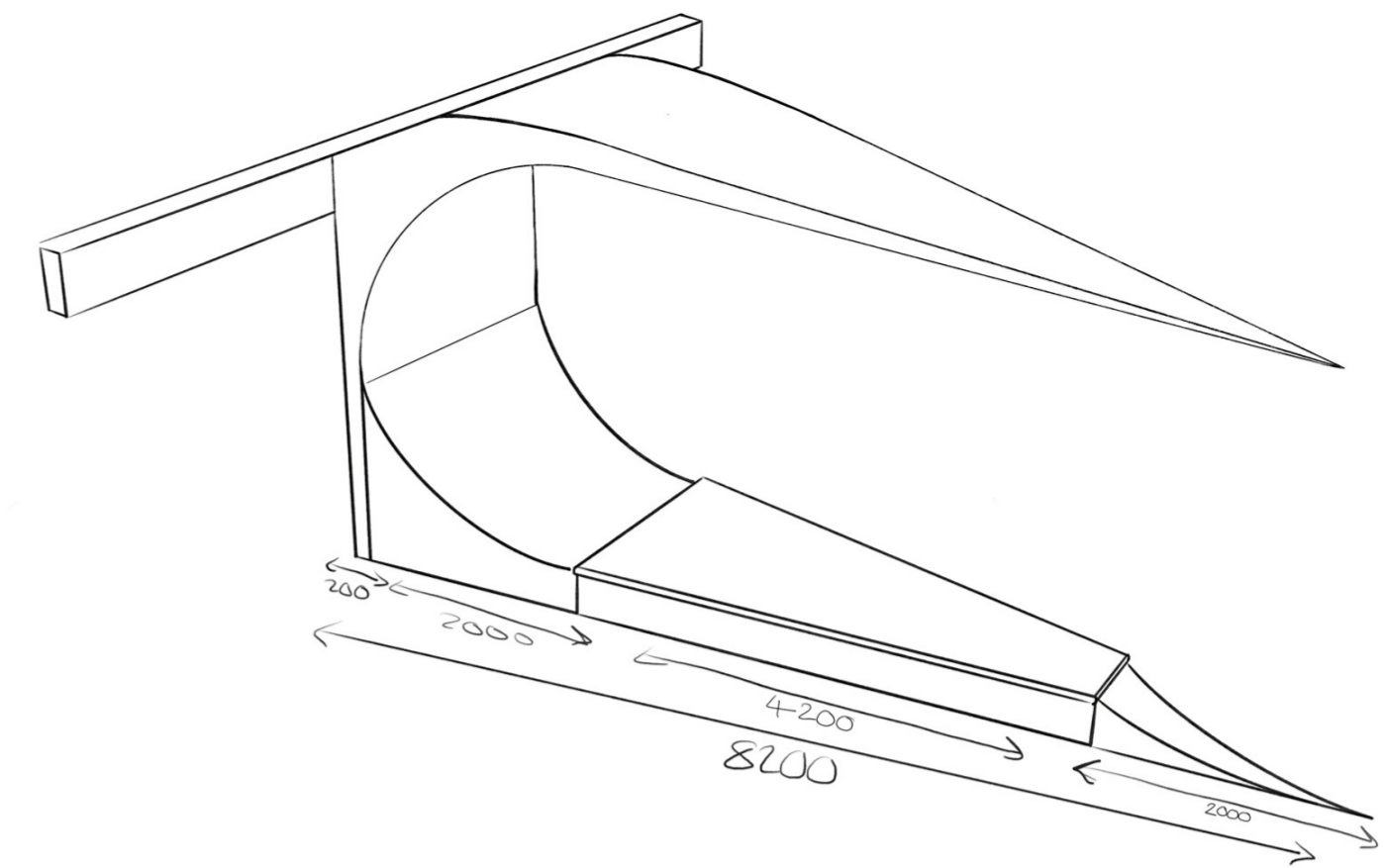
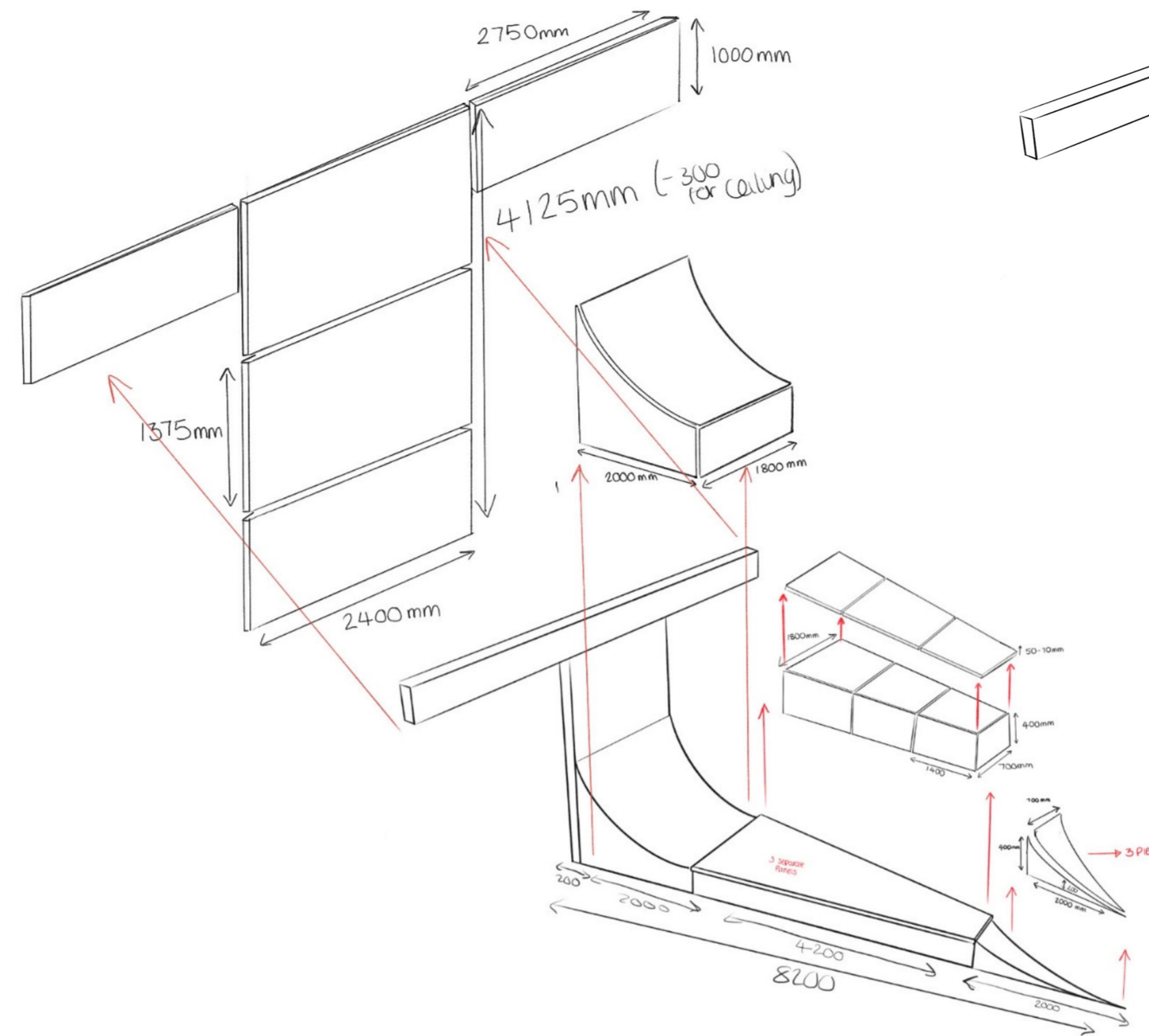


(CONSTRUCTION)

The T sculpture is inspired by the Tesla logo, creating a central reservation for employees to gather which represents Tesla bringing people together.

The sculpture curves up from the floor to give the illusion of it being the Tesla logo. This curves into banquet seating, which will be accompanied by tables and suspended seating, into a wall divide which then curves once more to form a dropped ceiling which will contain red LED's to highlight the brand's identifying colour.

I have created these visuals using Revit and have sketched over the top to show how the curves would work with the suspended seating.

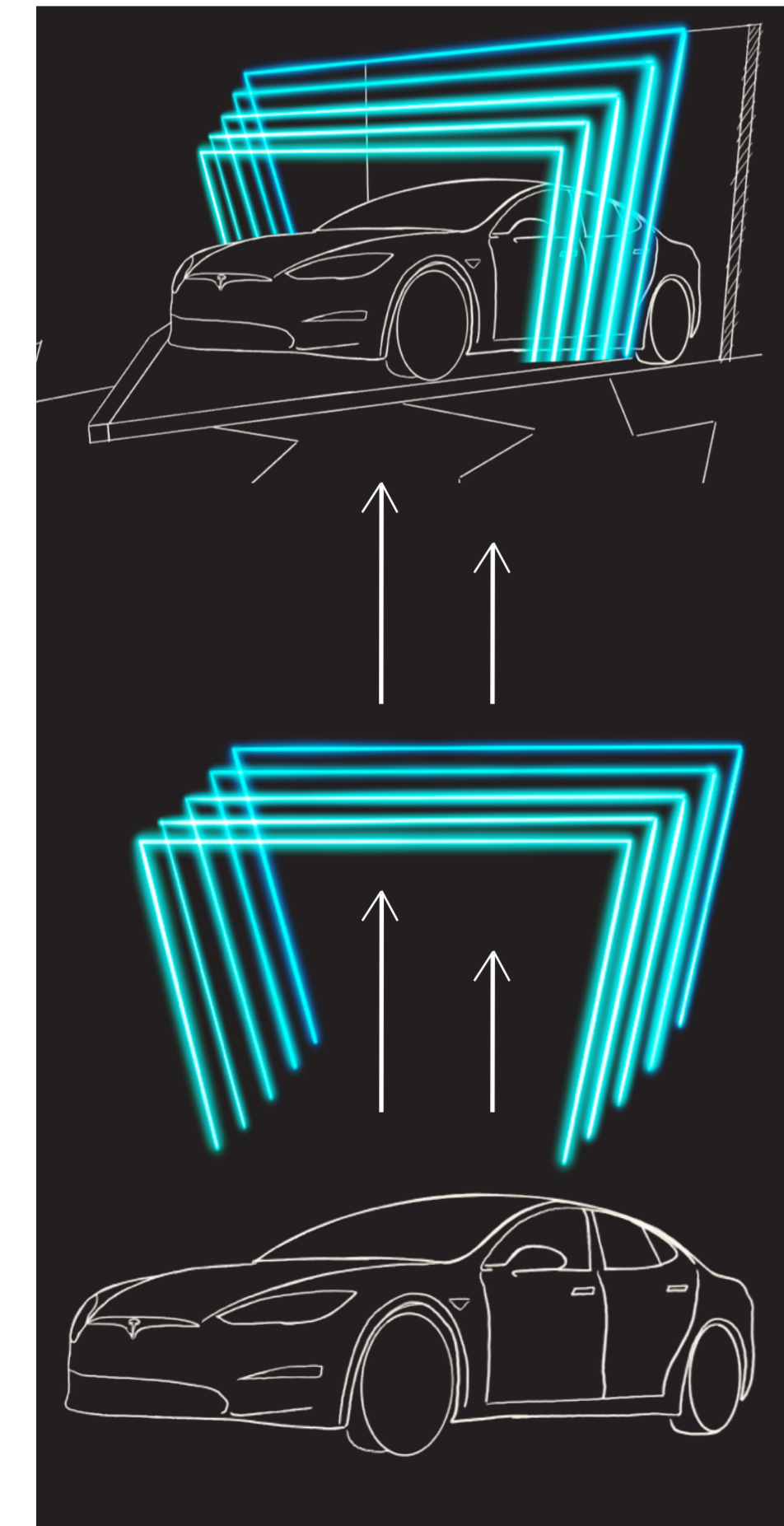
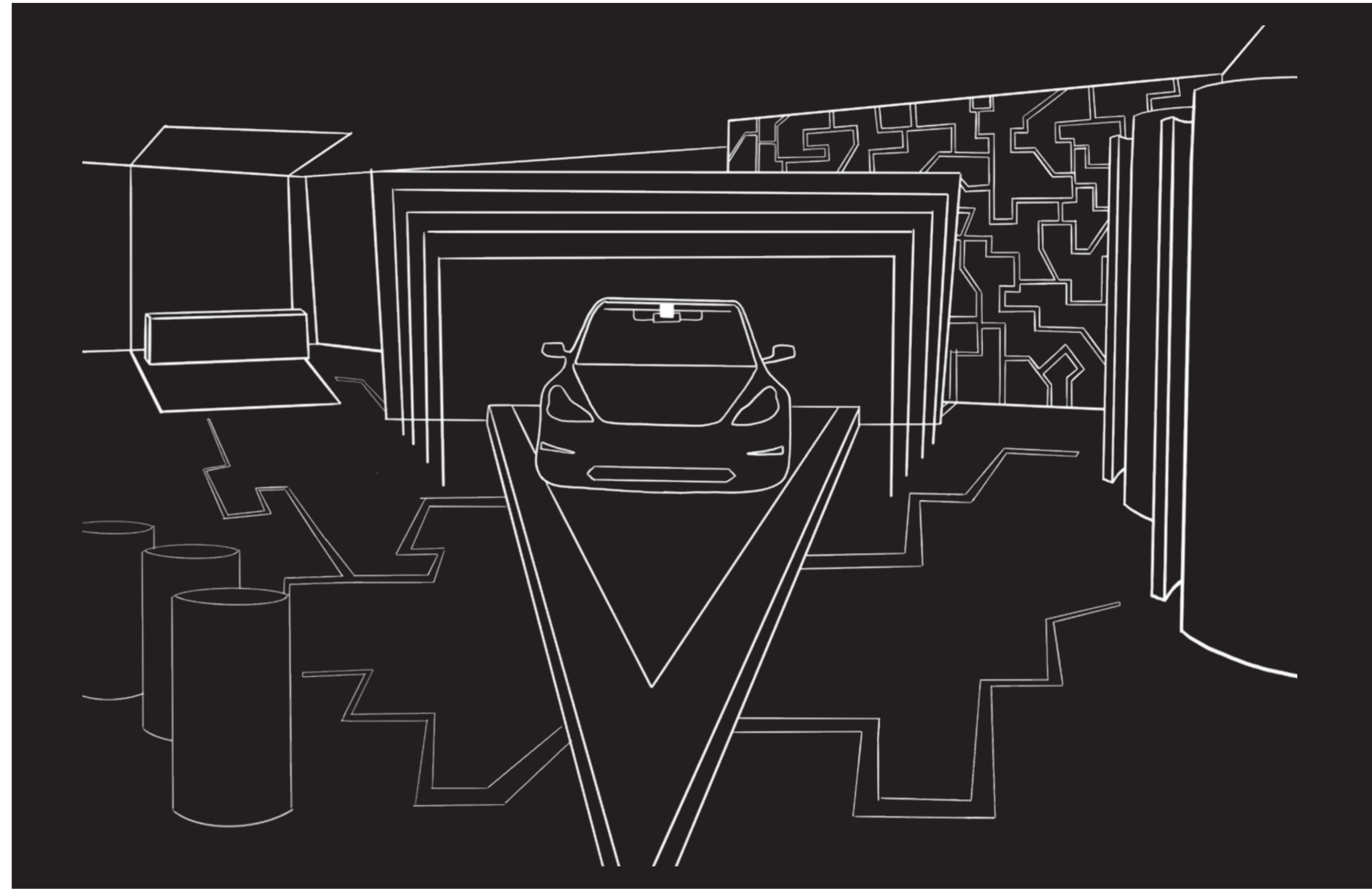
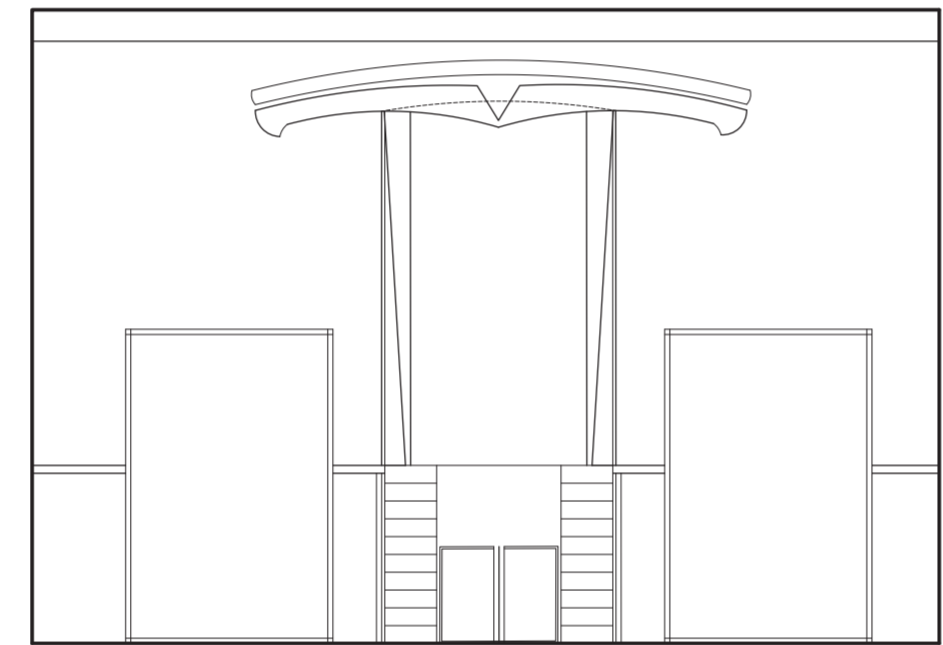
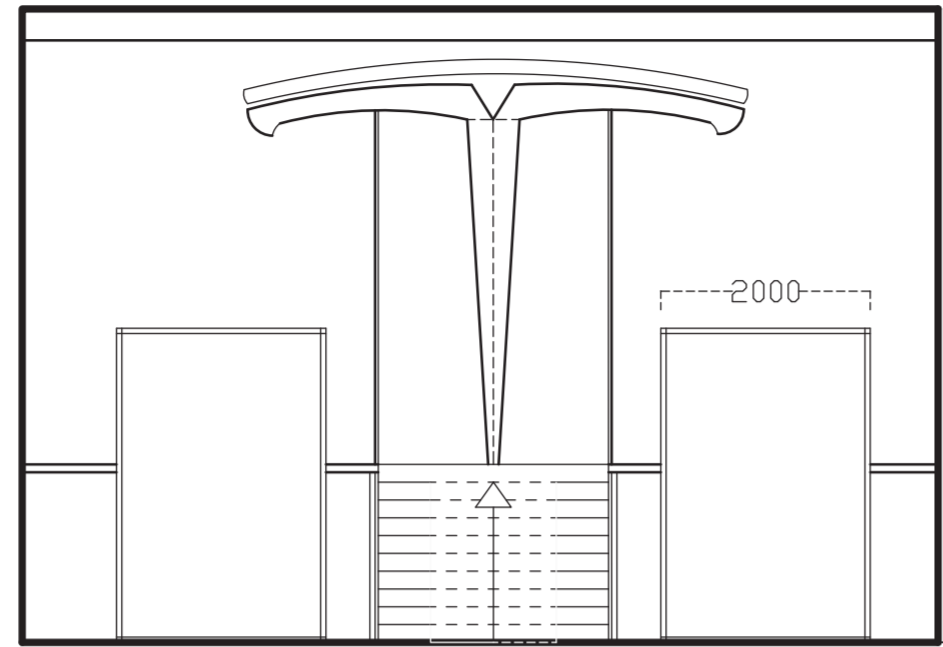


(CONSTRUCTION)

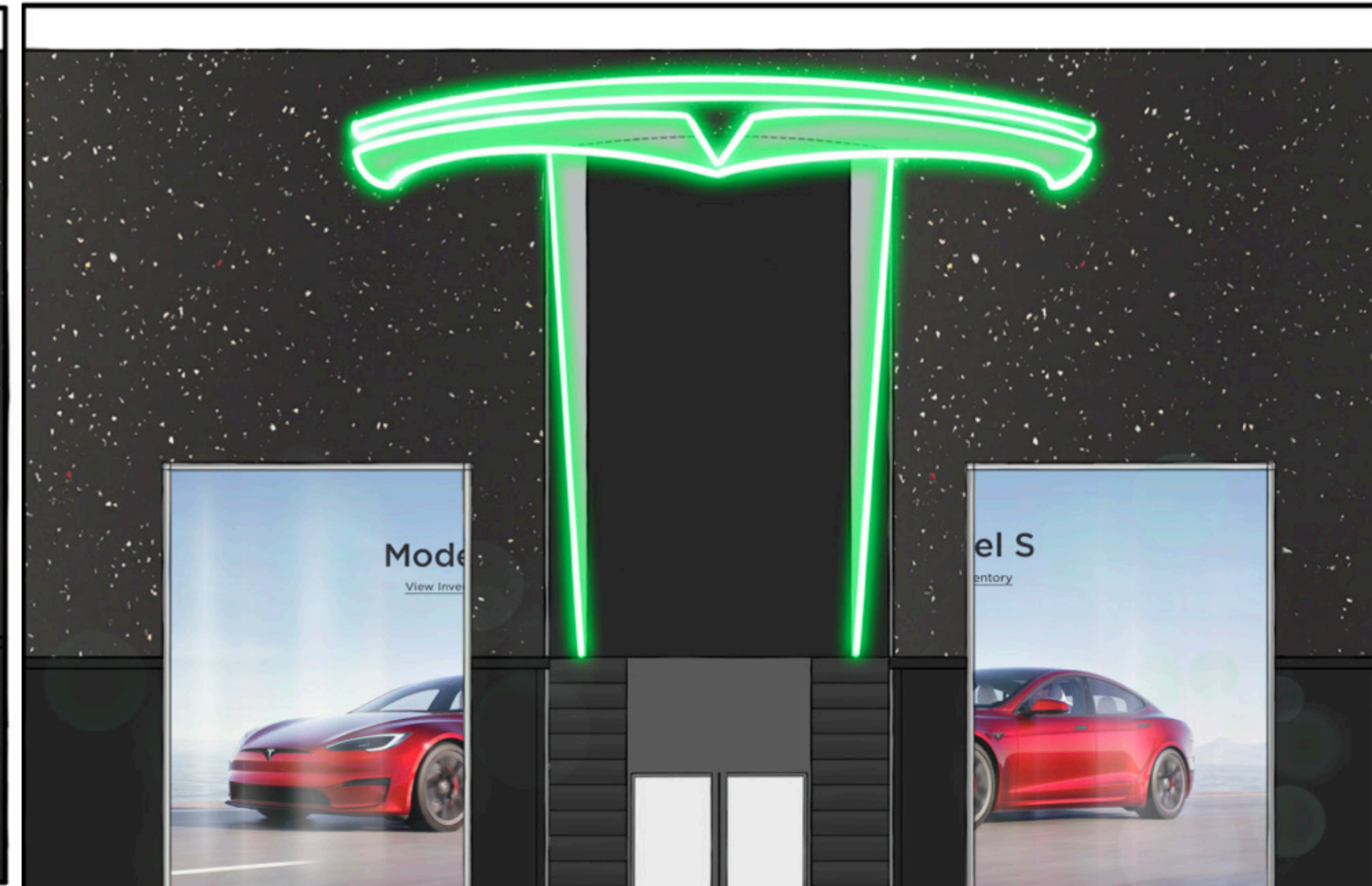
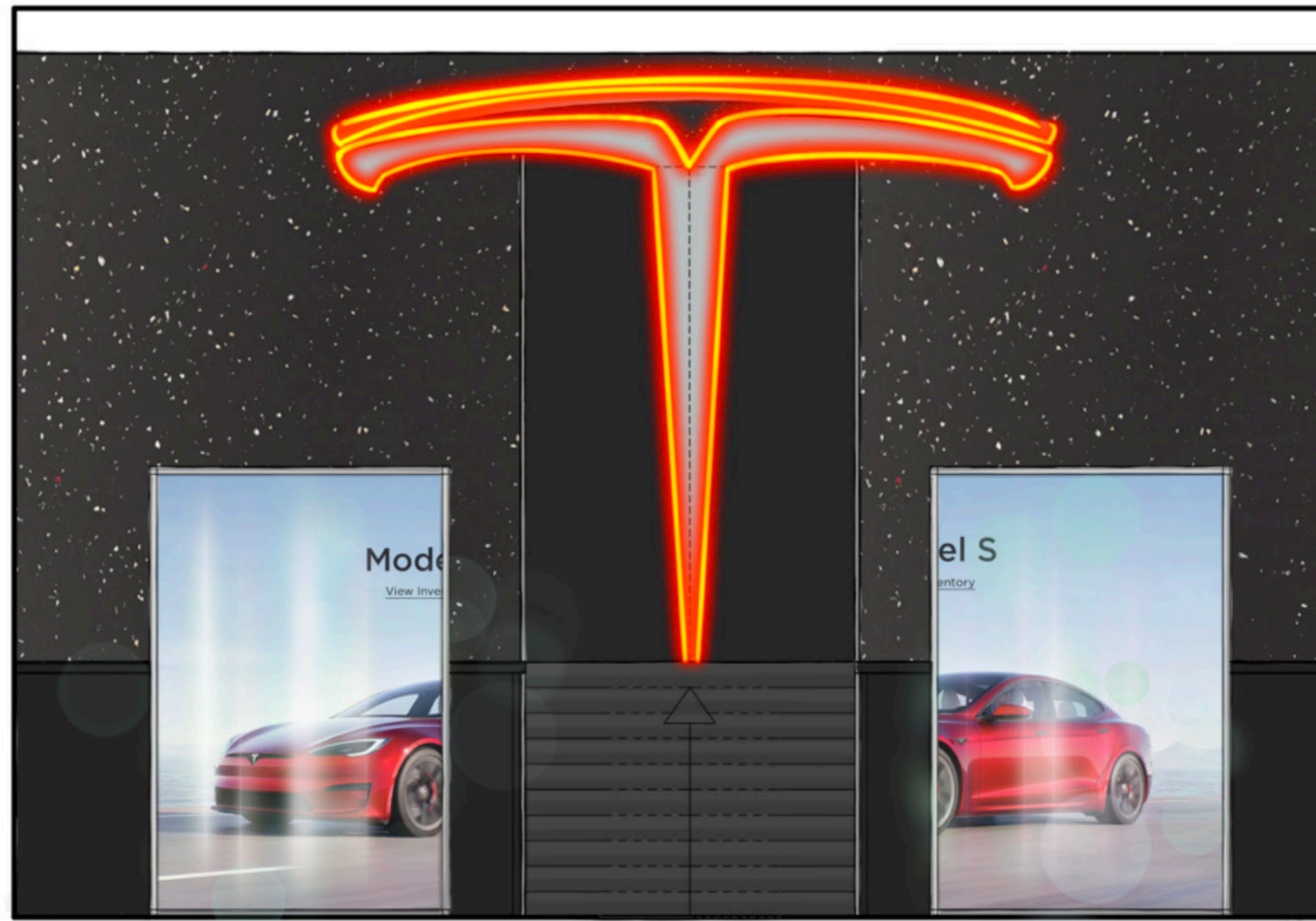
The Experience Centre focusses on exploding the Tesla model. The Foyer is blacked out to get you ready for an immersive experience. The entrance is reminiscent of stop and go lights which could be found on grocery store doors during the pandemic. Within the floor, an accessible lift can be found when needed.

A replica Tesla can be found centred as you enter the space; a light show will be created by a screen located behind this model and the zoning LED's around it. Each lightning bolt on the floor will individually light up to reveal a new section to explore.

I wanted to create a space which really exudes the idea of electric - bringing electricity to life in an interactive way that feels futuristic and high end.



Entrance Elevations



(PROPOSAL)

The destination office is all about creating a strong sense of community at work. This proposal embraces the brand values and creates obvious links to these throughout the space. Office culture has completely changed shape over the last few years; we have come to a stage where employee relations need to be celebrated and encouraged in today's society.

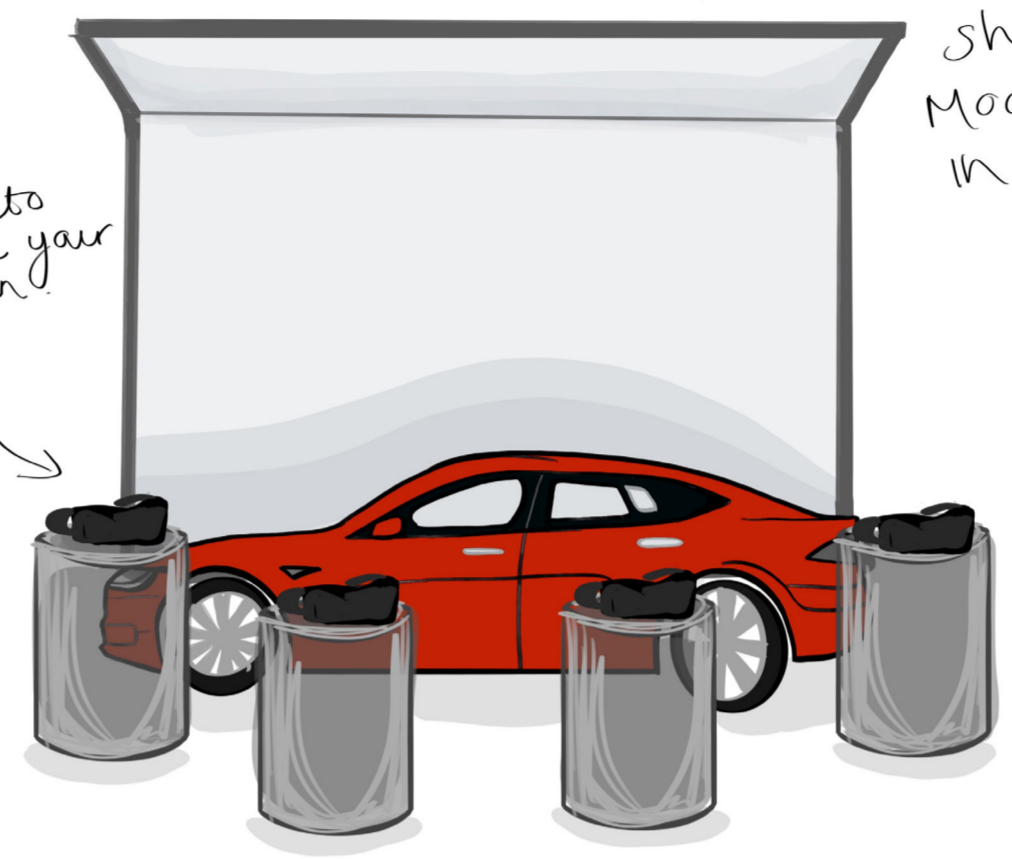
Working from home will always be a good option to those who need a quiet environment, by using an installation, such as my Banquet seating, this will create a focal point that will draw workers into one place and allow them to have new experiences and social aspects to their work life.

Through the craft of this installation, the office will become a beacon for brand loyalty and employee commitment, Tesla will not only be leading the way with sustainable vehicles but also creating long lasting and sustainable connections in their work force.

This project fits within the Craft & Making category as it shows a clear vision of the potential a Tesla office could have when designing for their user in mind.



VR headsets to personalise your own.



large screen showing Model S in action

