

# Press Play

Be Free. Be adventurous. Be yourself

'Press Play' a project aiming to bring Camperdown Country House to life through an exploratory dynamic encouraging adults to play.



## Active Play

self defence classes, gym, yoga  
group activities  
climbing wall  
archery  
activities to move your body  
obstacle course  
zip wire  
tennis and squash courts  
golf/ mini golf  
slide, climb, crawl, jump

## Social Play

Board games  
Active games, rounders  
team treasure hunts  
dine  
dance  
nightclub  
buskers

## Intellectual Play

Band Stand  
Stand up Comedy  
learn about the stars

## Creative Play

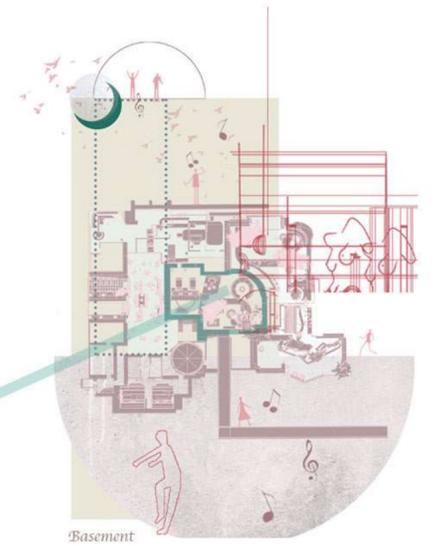
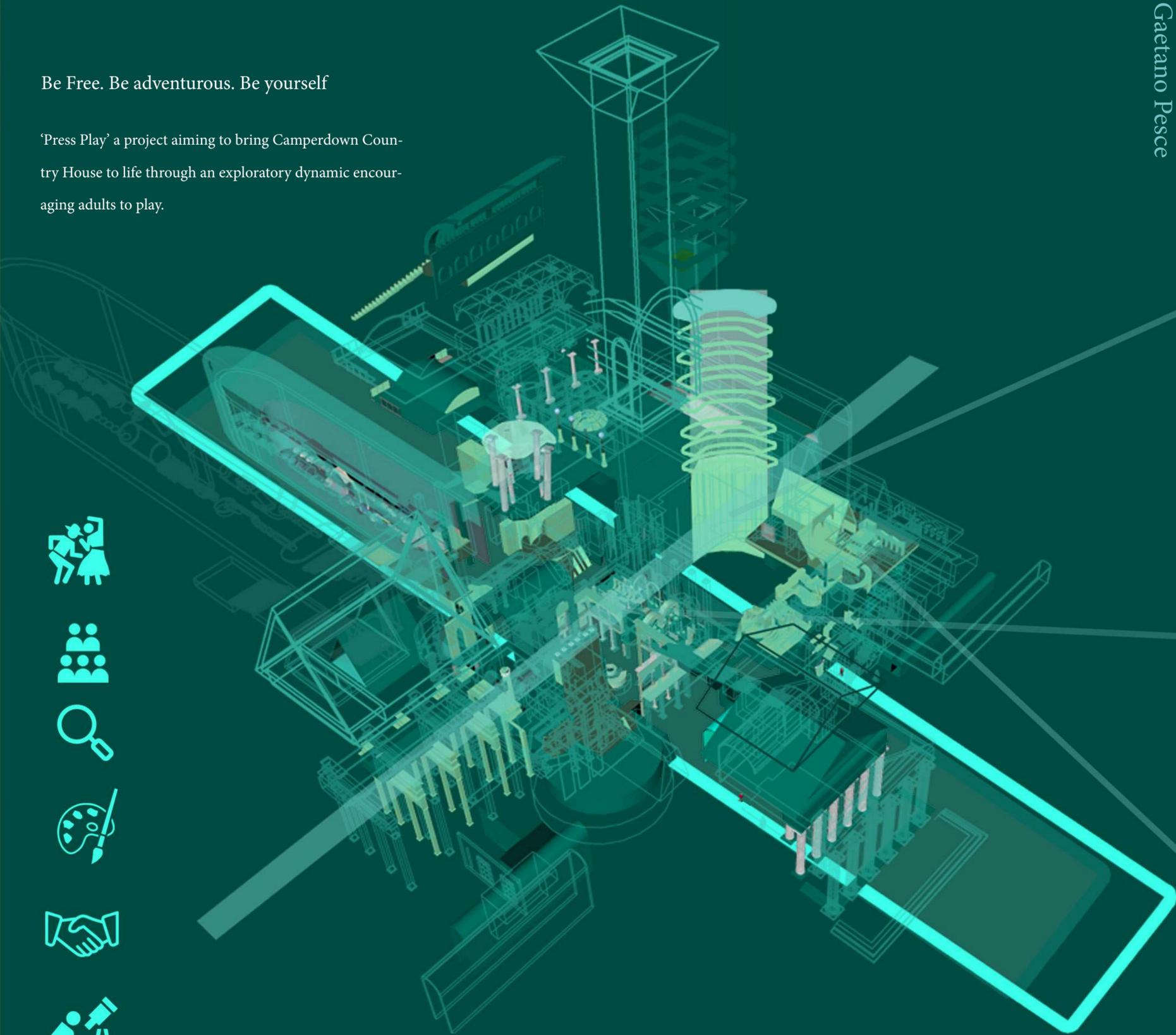
Art classes  
Sculp classes  
music and acting classes  
perfume classes  
cocktail and gin classes  
street artists  
self portrait painters

## Exploratory Play

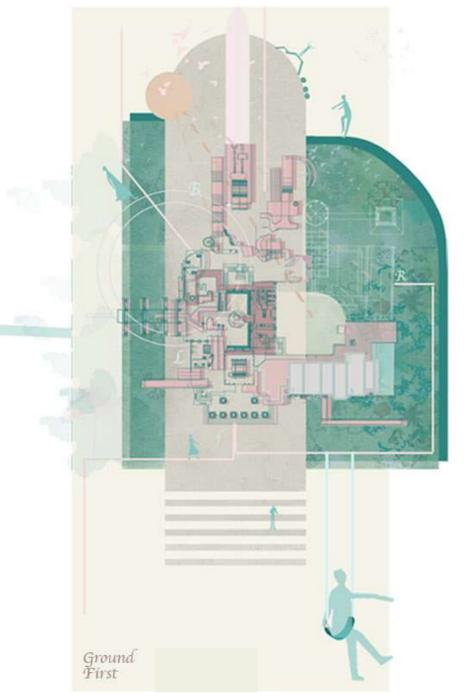
Explore the woods  
maze  
light installations  
explore the unexpected journey

## Imaginative Play

Star gazing  
Swim and sauna  
roof top view points  
creating new things at classes  
installations



Basement



Ground First



Top

Why to be serious, do things need to look serious.  
Gaetano Pesce

# 01. Concept

'Press Play' a project aiming to bring Camperdown Country House to life through an exploratory dynamic encouraging adults to play. The project started off an adaptive reuse then became more of a complete remodel inspired by the existing architecture. To create wonder and excitement inspired by the six different types of play:

**Active Play** : Moving all parts of your body , to actively injure a playful state of mind. To move your body in different ways.

**Intellectual Play** : Solving mental mind games for pleasure, such like boards games. How Individuals organise their minds, ideas and thoughts/ making sense of the world.

**Social Play** : Interacting with others through playful scenarios like the pub/ play fighting.

**Creative Play** : To create something new, for pleasure, like painting

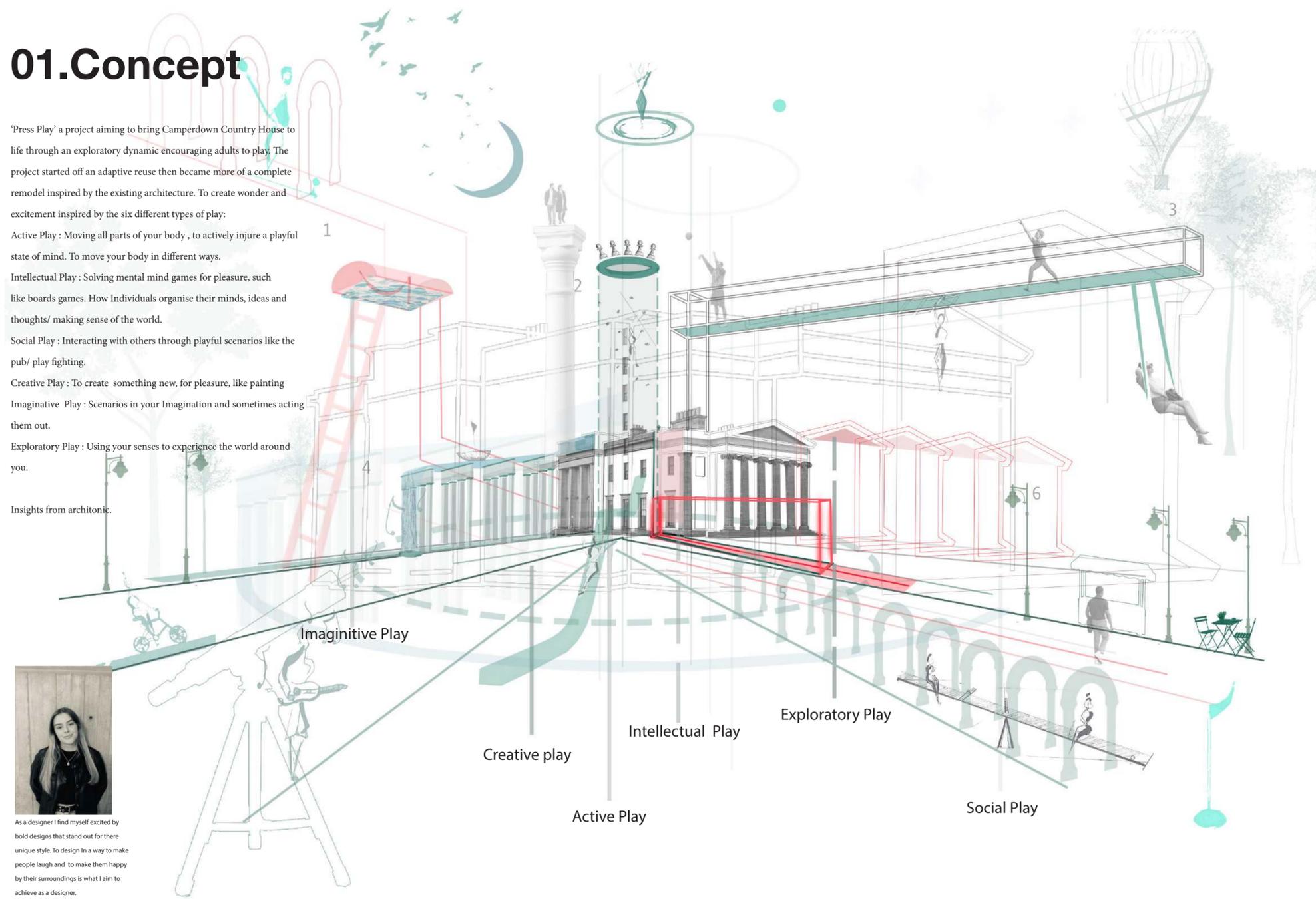
**Imaginative Play** : Scenarios in your Imagination and sometimes acting them out.

**Exploratory Play** : Using your senses to experience the world around you.

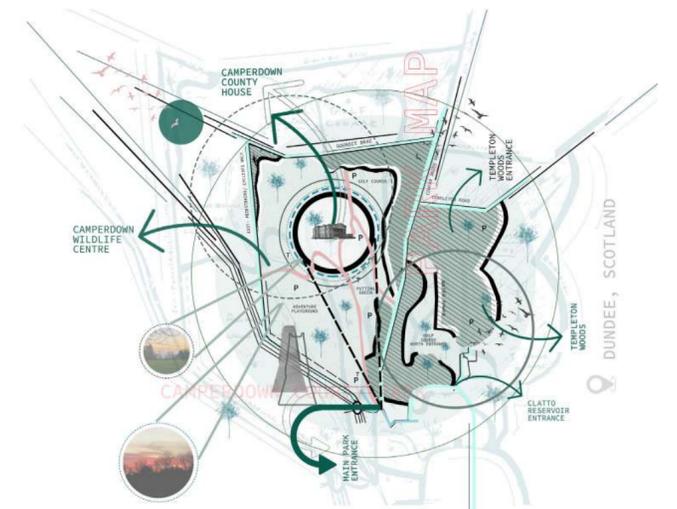
Insights from archtionic.



As a designer I find myself excited by bold designs that stand out for there unique style. To design in a way to make people laugh and to make them happy by their surroundings is what I aim to achieve as a designer.

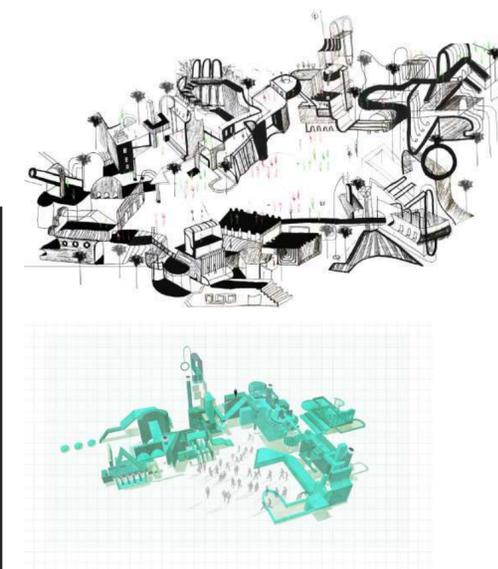
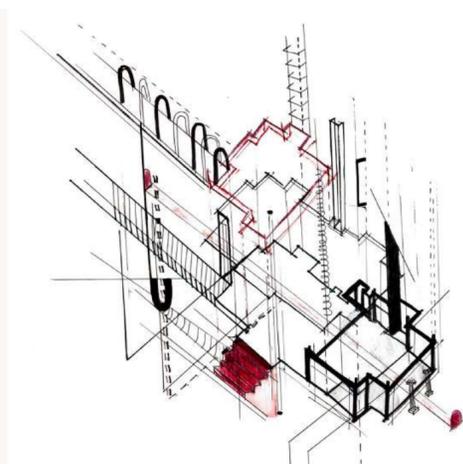
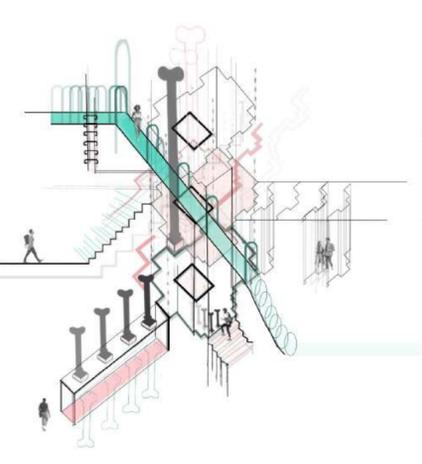
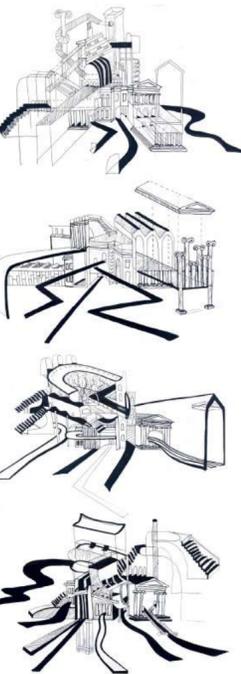


## Map of park

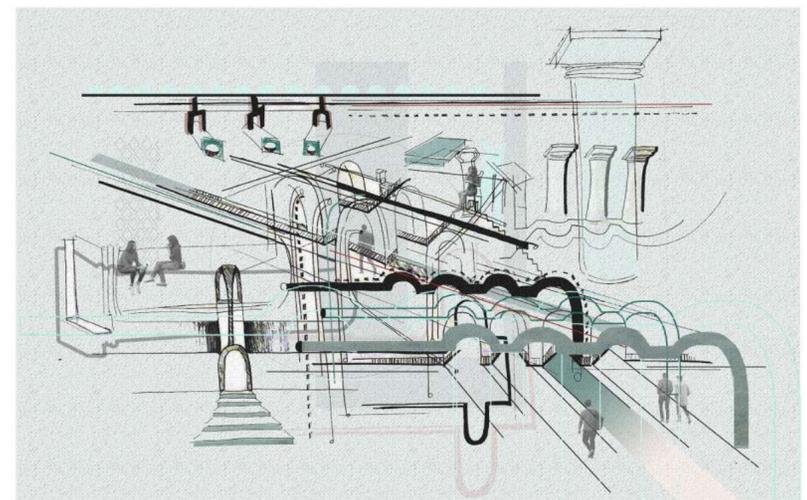


## Sketch Proposals

As the project progressed, I became excited by the idea of creating a space that people don't expect. The sketches to the side become quite crazy in the sense that its quite unrealistic. I began by looking at illustration on pinterest and became inspired by exaggerating shapes with scale and enthusies. Throughout these series of black and white sketches I took existing shapes from the building and repeated them, rescaled them, and adapted them. This began to make the building look much different from its current state, but I wanted people to be surprised by the building. I think if people were to drive towards the building they would see something so different and out of the ordinary from your usual typical concrebrick facade.



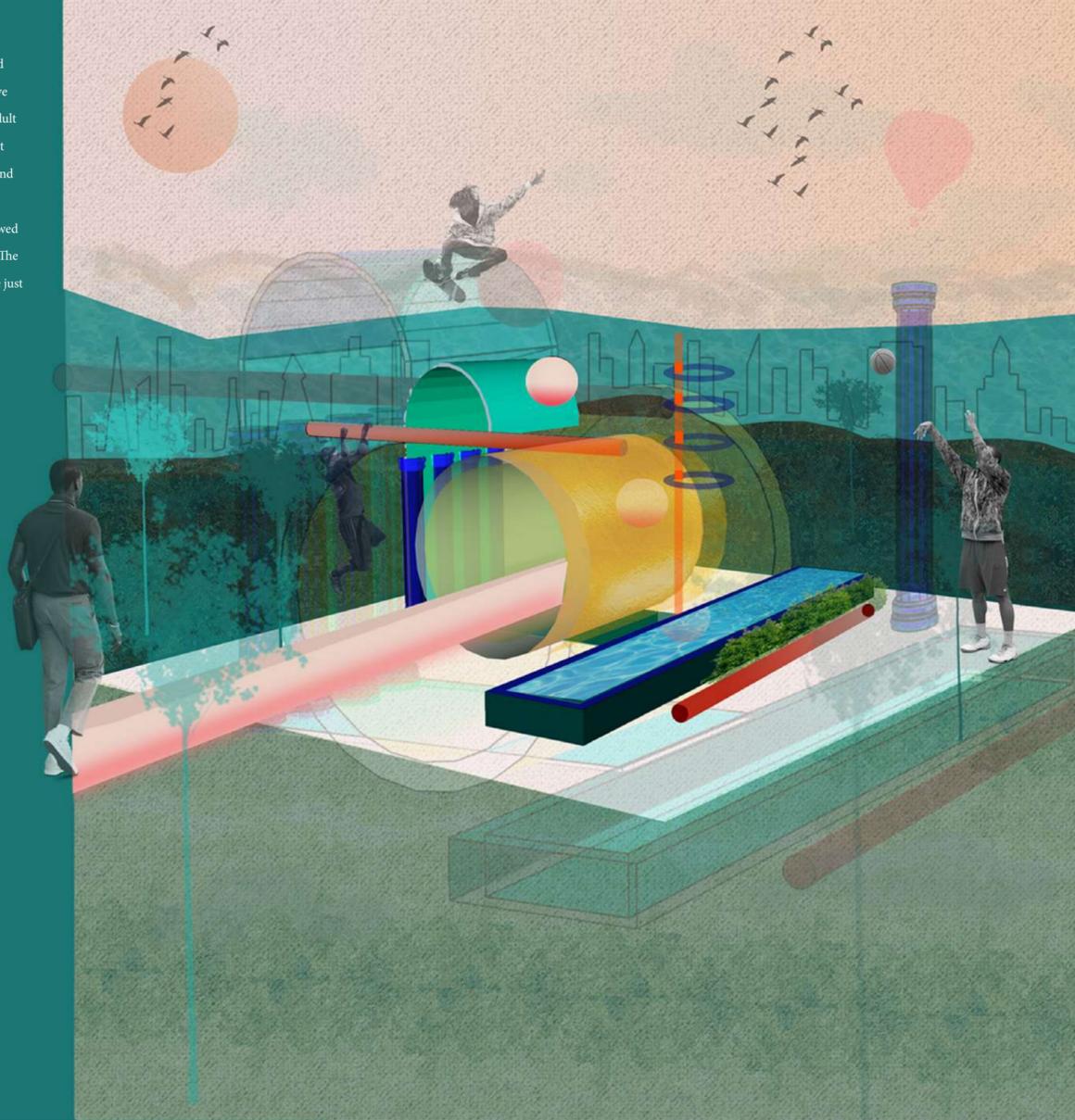
## Sketch Development



Abstract approach to floor plan, to allow myself to visualise pathways going through the building from one end to another.

As I furthered the design I wanted to expand the playful journey through the park. To have playful interactions around the park at an adult scale to encourage adults to let loose and just have fun. These are different structures around the park to encourage people to move their bodies in different ways just as research showed that adults lose this in life and become stiff. The idea is to keep people feeling young and free just how they felt as a child.

# Be Adventurous



# Final Design Visuals



Visuals of playful interactions around the park



Section of Camperdown

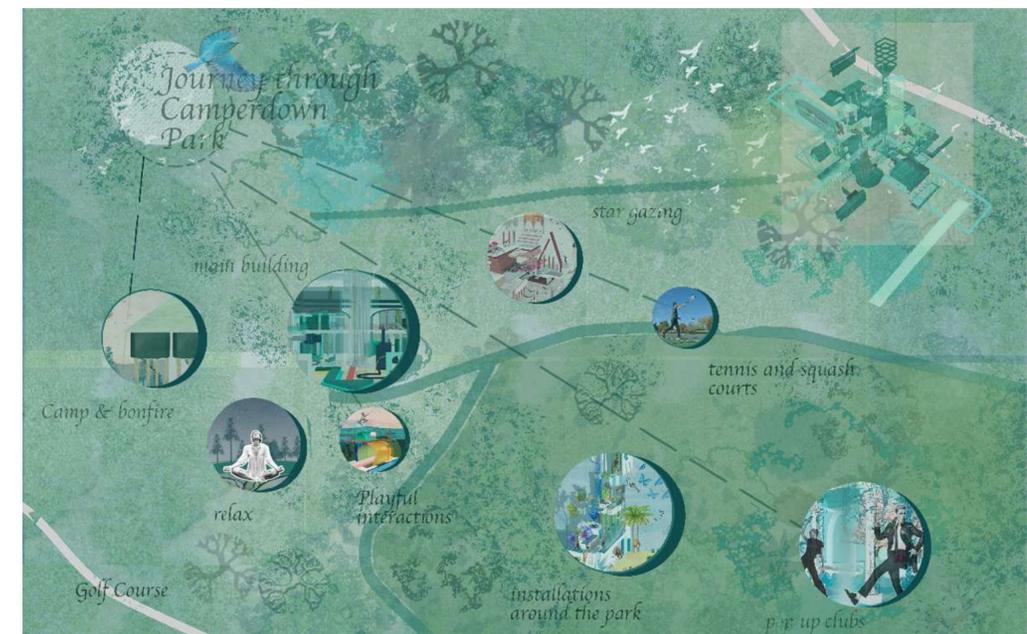
# Final 1:100 Model



Final model, to show extra details of Camperdown House. I decided to have a different approach to my model from your more realistic view of it. I decided to do an exploded axo of the space, where each room is raised at different heights so you can see clearly what's going on in each space. This playful approach, I think makes it quite exciting, fitting in well with the concept. The base is laser cut with the basement plan of the 4 nightclubs and courtyard. The model focuses more on the interior, but if I had more time I would have wanted to design parts of the exterior and playful interactions around the park.



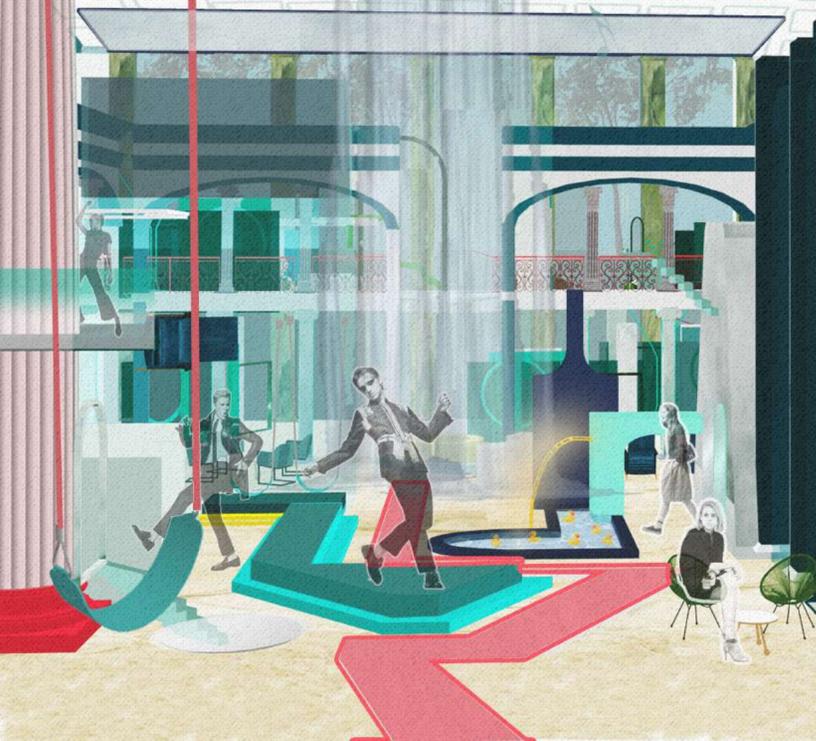
To view my final 1:100 model please view the link below to see more details,  
<https://www.youtube.com/watch?v=canKY5X-PQbU&t=73s>



Journey Map

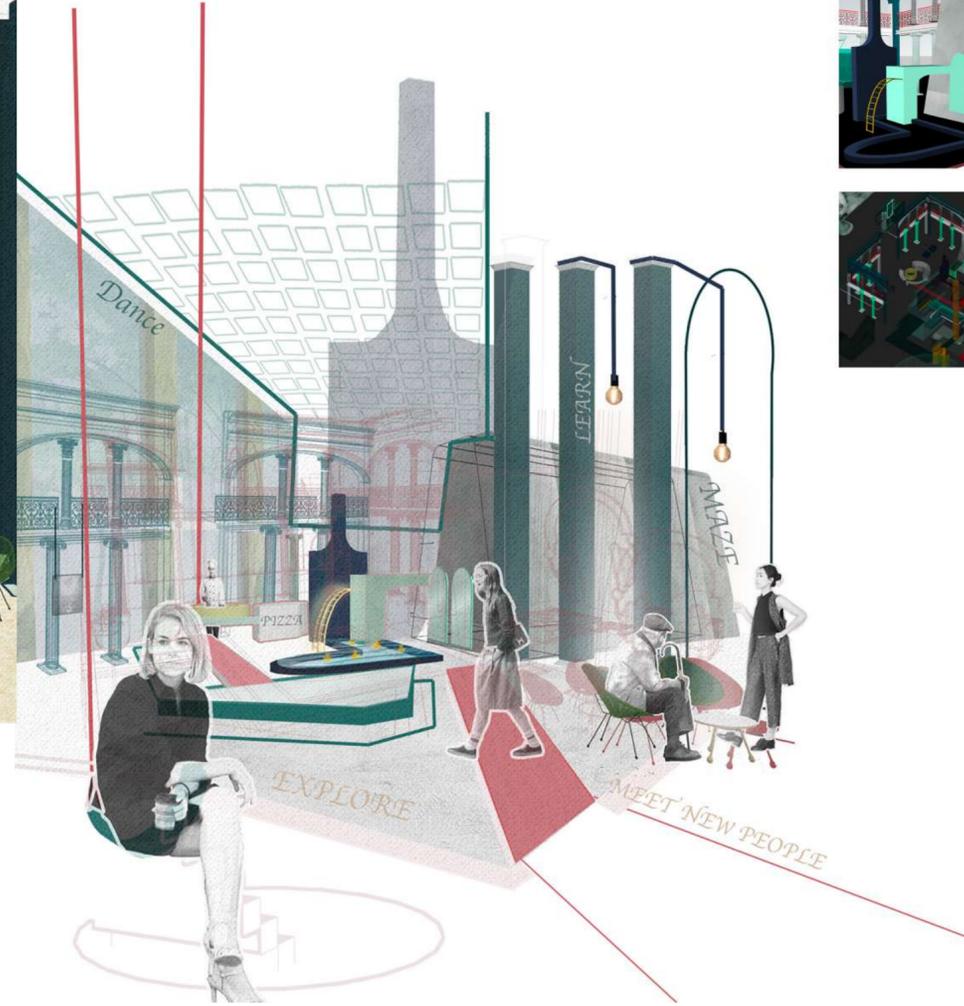
# Press Play

Be Free. Be adventurous. Be yourself



# Welcome

The central core of the building 'Shaped' is the main social area in the on the ground floor of the building. It has a large open plan layout that consists of many activities. This area can be entered from any side of the building. This is the beginning on the journey where users can get maps for the park and plan out their day. It is also a great way to meet new people as there is lots of team activities and games going on. There are large sculpted shapes in this area that involve different activities such like; A large maze, sculpting classes, cocktail classes, cooking classes, music and acting classes. There are also lots of games in this area to ease people into their day.



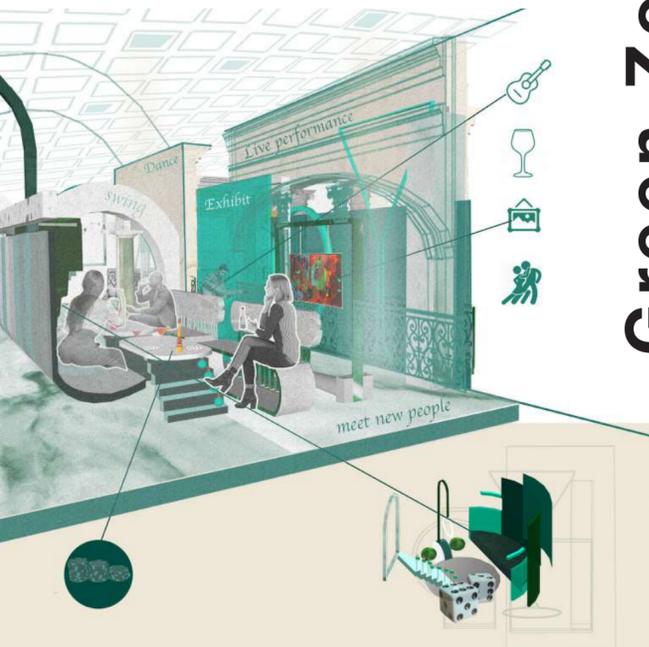
Inspired by the project City Room I decided to make this room as bright and bold as possible. I emphasised scale to create a playful interior that stands out for its odd shapes and scale. This room is the facade of many activities where people will be in and out of different shaped rooms that create different experiences for the user. The choice is yours what you want to do, but sometimes the unexpected entrance to somewhere unknown is more exciting than knowing whats to come.



As you walk into the building there is a large open planned social area. This area is where you have the opportunity to meet new people whilst settling in for your day ahead. This green zone is designed through shapes to form an exciting layout. This is the upper level of the open planned area. Here you can eat, play games supplied to you, appreciate art work and listen to live performance right in the central of the main social core.

This part of the Building has some of the best views. from the window you can overlook the courtyard and the side of the building where mini golf is. It also overlooks the main social area where there are balconies to sit and admire what everyone is doing.

# Green Zone



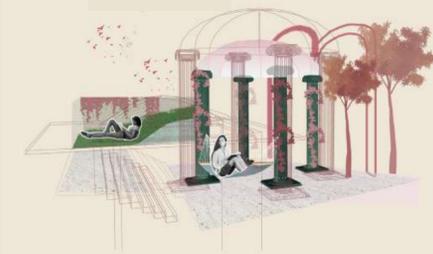
# Top Floor

The top floor of the building consists of many fun activities adults can participate in to ensure their experience in Camperdown House is the best it can be. There is different levels on this floor all following the 6 different types of play. The top floor consists of active play and exploratory play. Here you can zone out through yoga, swim and sauna, self defence classes, roof top mini golf, band stands, stand up comedy, gym and smoothie bar.



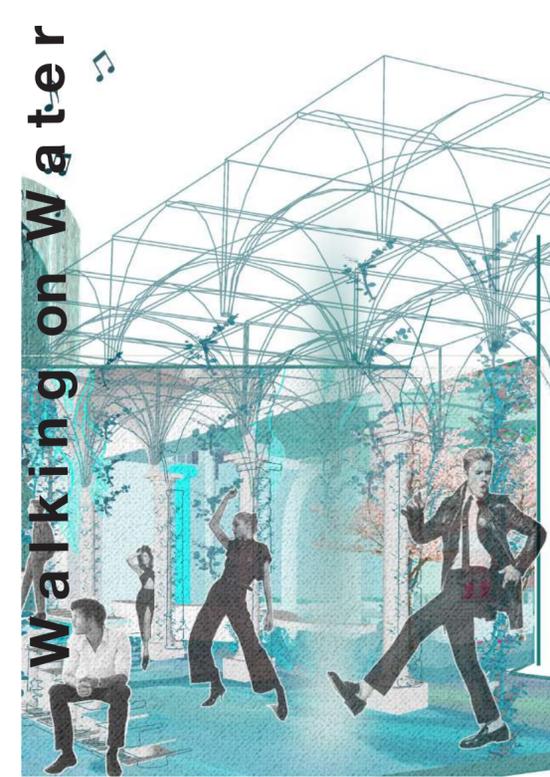
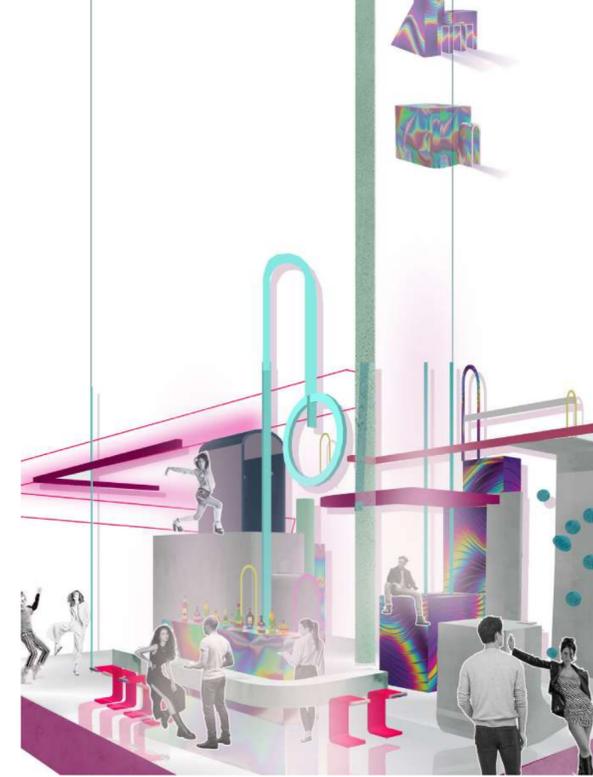
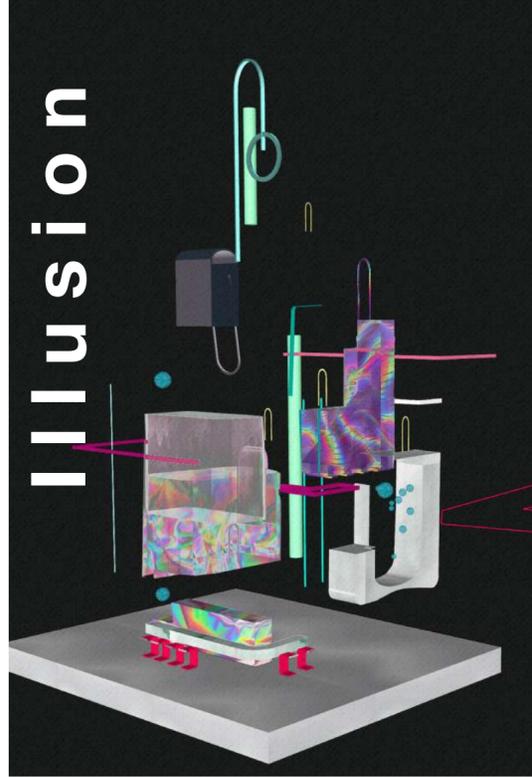
Roof top garden, with great vies of Dundee City.

active play - self defence and gym classes, with balcony overlooking park, with a smoothie bar.



# Be Yourself.

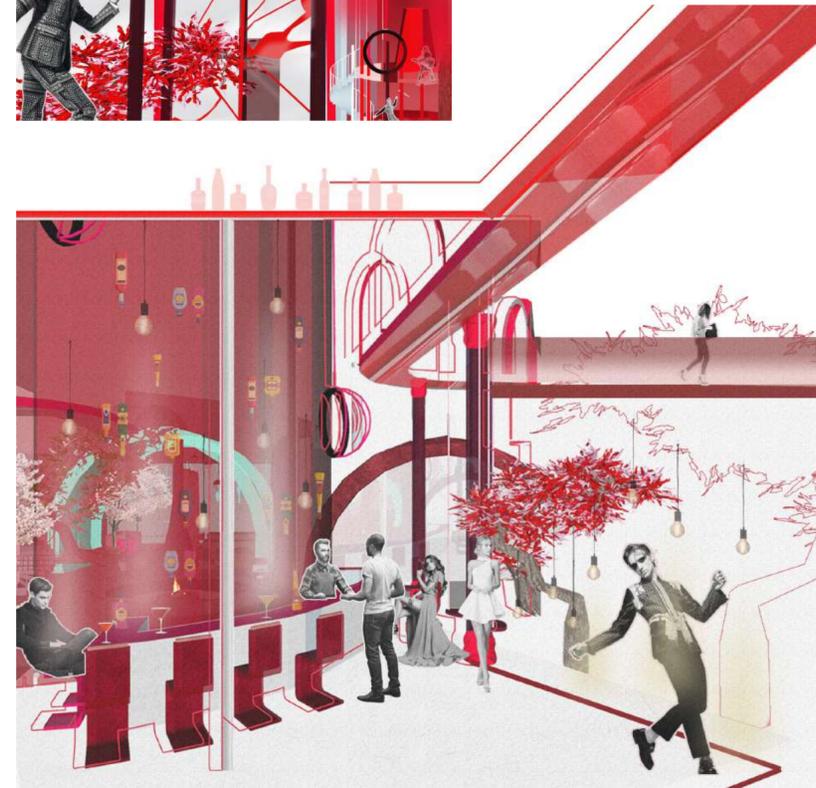
The basement is all focused on social play where it consists of four nightclubs all with different themes. The night clubs surround a central courtyard where each club leads into the courtyard, through a glass tunnel that surrounds it. The idea of the club was to have different types of clubs where people got a surprise as they walked into a new one with a complete different theme. The idea is to have secret door ways leading into different clubs, creating an adventurous playful journey. This part of the building is full of life and energy where people can be free and do what they want, dance how they want and just be themselves.



With the four different nightclubs; walking on water, illusion, lagoon and red room they aim to make people feel like they are in a different world in each of the clubs. Not everyone likes loud music and nightclubs which is why the courtyard is in the centre so people can sit in a more relaxed area where they can enjoy looking into the other nightclubs. In the basement you can experience all your different senses though, lights, colour, scents, music and comfort.

Each club and everything I have displayed in these 5 sheets has a lot more meaning behind them, please see my website below to view the full project from, research, site analysis, sketches, photoshop development, cad development and final proposal. I have explored so much throughout this project and would really like you to see it all. Please see the link below to view everything I have done for this project this year.

<https://mdoull9.wixsite.com/mysite-5>



The courtyard is the core of the basement. It consists of 2 levels, the basement and the upper level can also get down into it without going through the clubs, as there is playful routes to get down to the courtyard. The courtyard has pool tables, table tennis, self portrait artists, buckers, food stalls and comfort. It is a nice lit up area creating a really relaxing