



IE Awards: Interior Futures

Grace Arnold



Interior Futures

The passion Generation Z and Millennial users hold for new exploratory environments has driven this immersive space. With interior design moving in an experiential direction, this space has been designed with a forward-thinking and multi-disciplinary approach. Each zone is unique with vibrant, tactile qualities, discovered through free exploration.

With 80% of millennials choosing to shop in store, the introduction of a sensory Retail and Health Bar zone open to the public, encourage dwell time with interactive and purchasing touchpoints to promote Innocent branded products in unexpected ways. In the age of 'instagramable moments' it has never been more important for clients and brands to remain relevant using interiors to creative and unique interior experiences to capture interest. The Halofit Gym design focuses on a holistic health approach across all platforms of life including diet and mental health, whilst creating bonds with the brand.

The Concept

The dynamic gym environment has been designed to offer like-minded individuals a friendly alternative to conventional gyms where users can gather, play, and explore in a comfortable and social setting. A sensory and interactive approach to the design leads to enhanced user bonds with the space and the Innocent brand. Engagement is intended throughout all sub-spaces with points of interaction to ensure interest is captured and a funhouse atmosphere is provided. Climbing elements allow users to transition between floors in a fun alternative to stairways whilst allowing for exercise activity throughout the entire journey.

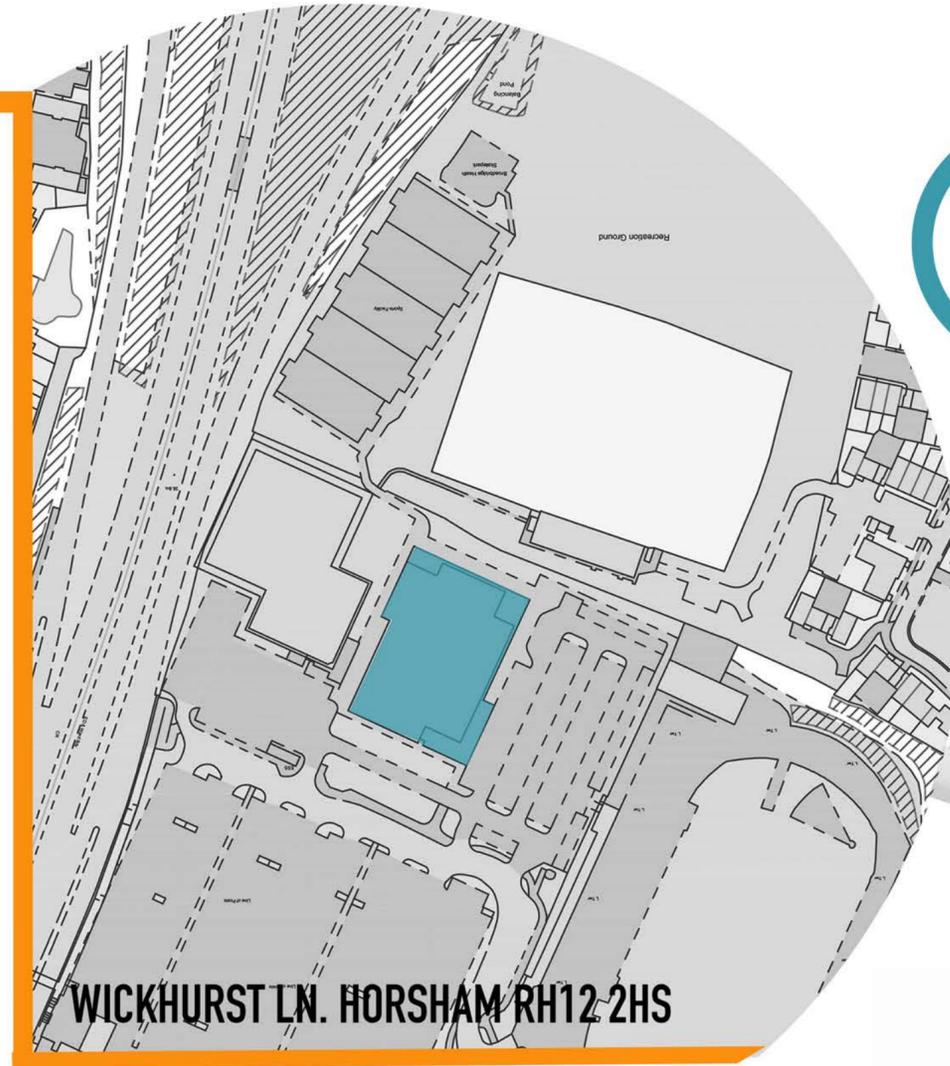
The introduction of a buddy scheme enhances the collaborative, pressure free and supportive environment, facilitated through the HALOFIT App to encourage bonds. Bespoke aspects such as the 'build your own' smoothie station utilises the Innocent 'Dairy Free Range' and recipe cards gently encourage a healthy lifestyle. Guidance given at the Health Centre from holistic health professionals ensures the personalised and unique experience to draw users from mass chain competitors.

The gym spaces located on the first floor offer a dynamic funhouse atmosphere with alternative exercise elements promoting the humorous and light-hearted nature of the brand. The entire space centres around the Innocent 'Big Knit' utilising wool features to tie all spaces together.



The Bridge is situated in Broadbridge Heath, located in the South East of England, an hour train commute from Central London. Millennials' love for exploration and abstract or unexpected qualities ensures those in Broadbridge Heath, who have highest income in South East, will have means to afford an out of ordinary experience rather than cheap, conservative alternatives.

THE CONTEXT



WICKHURST LN. HORSHAM RH12 2HS

THE SITE



THE ISSUE

28% OF THE UK POPULATION IS **OBESSE** DESPITE OVER 7000 GYMS IN USE

18% OF GYM MEMBERS VISITED THE GYM **CONSISTENTLY** IN 2019

70% OF GYM USERS HAVE EXPERIENCED **OFFPUTTING PRESSURE & INTIMIDATION**

90% WOULD ENGAGE IN AN ALTERNATIVE GYM ENVIRONMENT WITH **LESS SCRUTINY AND PRESSURE**



As the number one smoothie manufacturer in Europe, Innocent are renowned for humour, whimsicality and a graphic brand identity. Well known for their use of witty phrases, a graphic edge and colour blocking, Innocent stay ahead of competitors, putting their stamp on power branding. The Innocent client's identity is incorporated into the design using characteristic humour and branding boldness to attract users, capturing the brand essence and attractive personality without relying simply on over-exposure of the logo. The brand will fund the project, ensuring substantial commercial profit from areas including an exploratory retail zone and health bar open to the public.

The target demographic for the proposed design are Millennial and Generation Z users as these groups are seeking new ways to experience interiors with emphasis on sharing these interactions with brands through social media. The gym design offers a blueprint for a new model of accessible exercise, eliminating the offputting pressure of conventional gyms and targeting the user group who find these environments inaccessible.

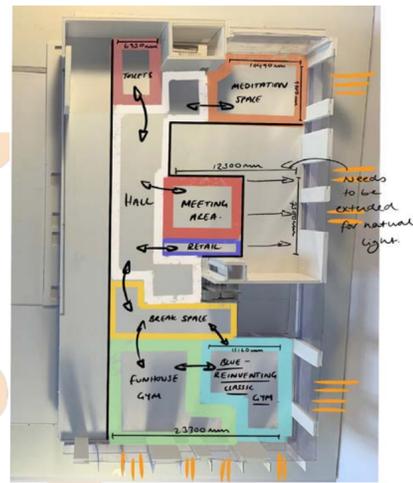
DEMOGRAPHIC



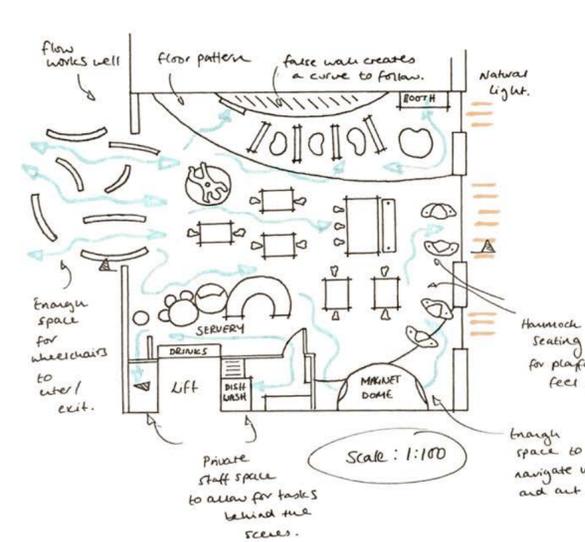
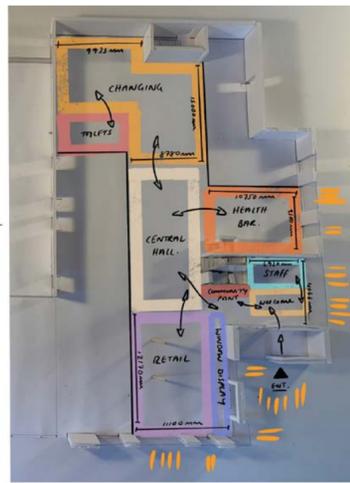
THE BRAND

THE PROCESS

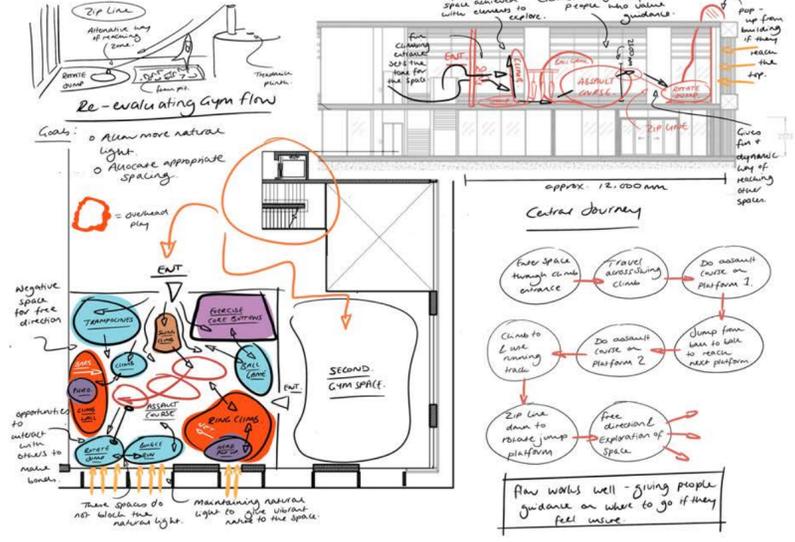
The design focus throughout the process was to engage users within every experiential sub-space using tactile elements, allowing for moments of connection with the brand. This meant taking inspiration from many immersive points to create something entirely bespoke and futureproofed in terms of user involvement with the space.



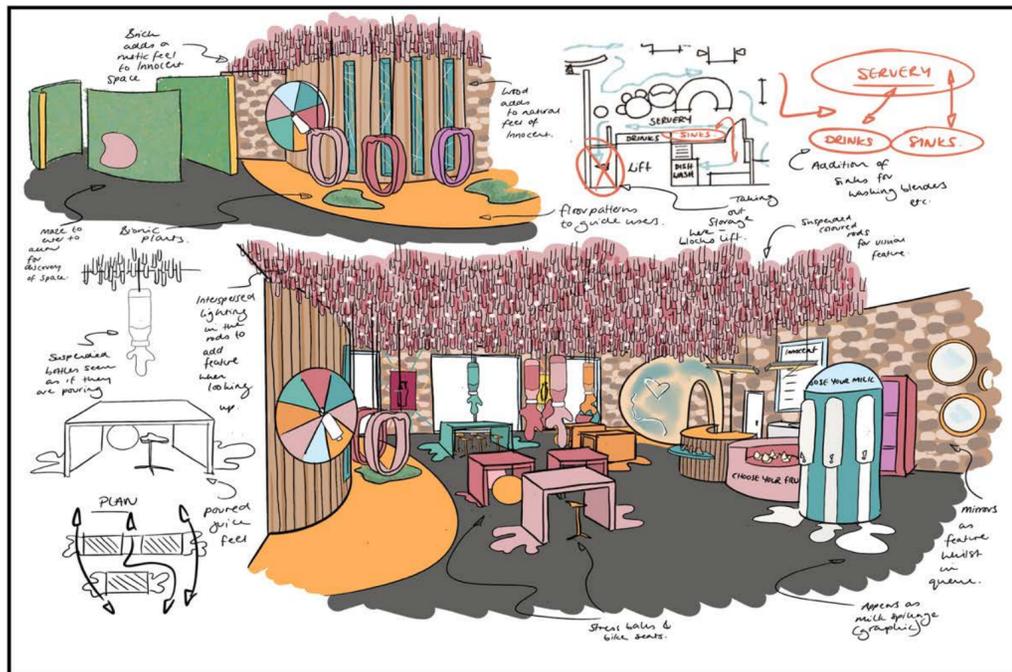
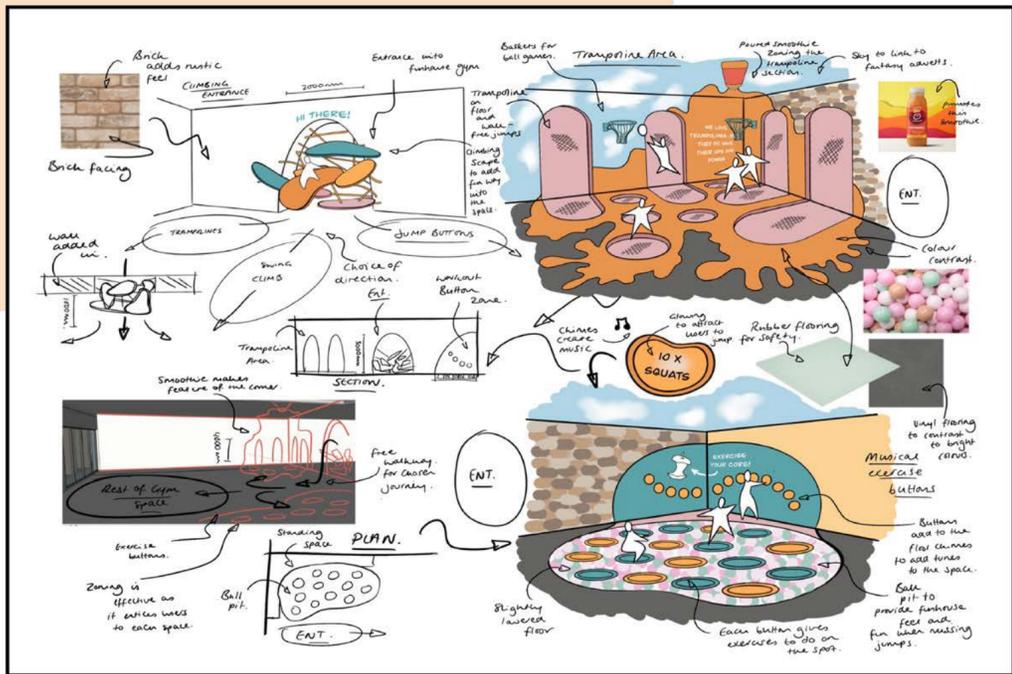
ZONAL PLANNING WITHIN THE WORKING MODEL



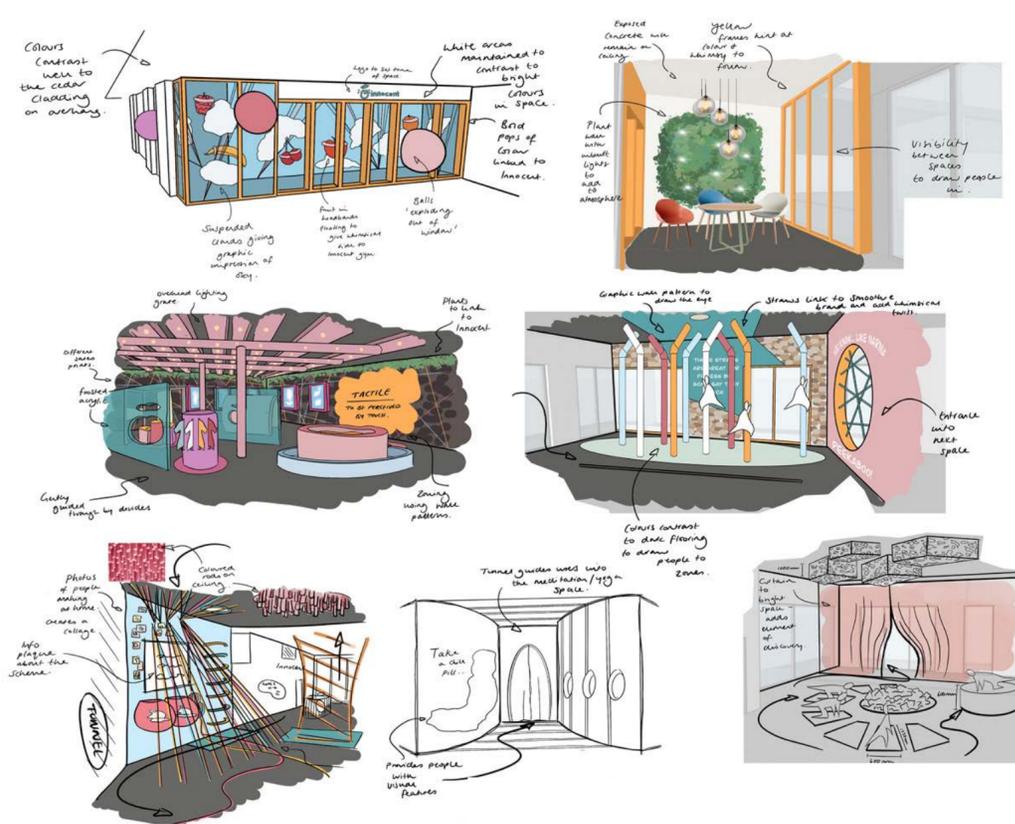
PAPER AND PEN SPATIAL PLANNING TO SCALE



3-DIMENSIONAL PLANNING: REWORKING GYM SPACE



DEVELOPMENTAL SKETCHBOOK PAGES



DEVELOPING PROCREATE SKETCHES



HAND-DRAWN PROCREATE VISUAL: PRESENTATION TO CLIENT
FUNHOUSE GYM SPACE



HAND-DRAWN PROCREATE VISUAL: PRESENTATION TO CLIENT
THE VERY BLUE GYM SPACE



The extensive sketch and development process led to an in depth exploration of the scheme to fulfil the brief whilst ensuring a unique interior which would capture user interest through immersive sub-spaces. Both digital and paper sketching were utilised to experiment freely alongside working and Sketchup models to work within the existing structure. These were then refined into more consolidated visuals to present to client for feedback with a sense of vibrant personality.

Presenting the scheme was an important stage to capture the friendliness and positivity of the Innocent brand and the intended design, whilst providing a feasible and cohesive design to be implemented around the UK in the new wave of accessible, social, safe and friendly gym complexes. Rendered floorplans and sections convey the intended vibrancy of the outcome and focus has been placed on creating a design to capture imagination, inspired by the bottles, colours, graphic style and whimsicality of the brand. Elements of interaction and 'photo moments' have been ensured with climbing elements placed throughout to encourage gentle exercise from the get-go and invite people who feel reluctant to engage with conventional gym environments.

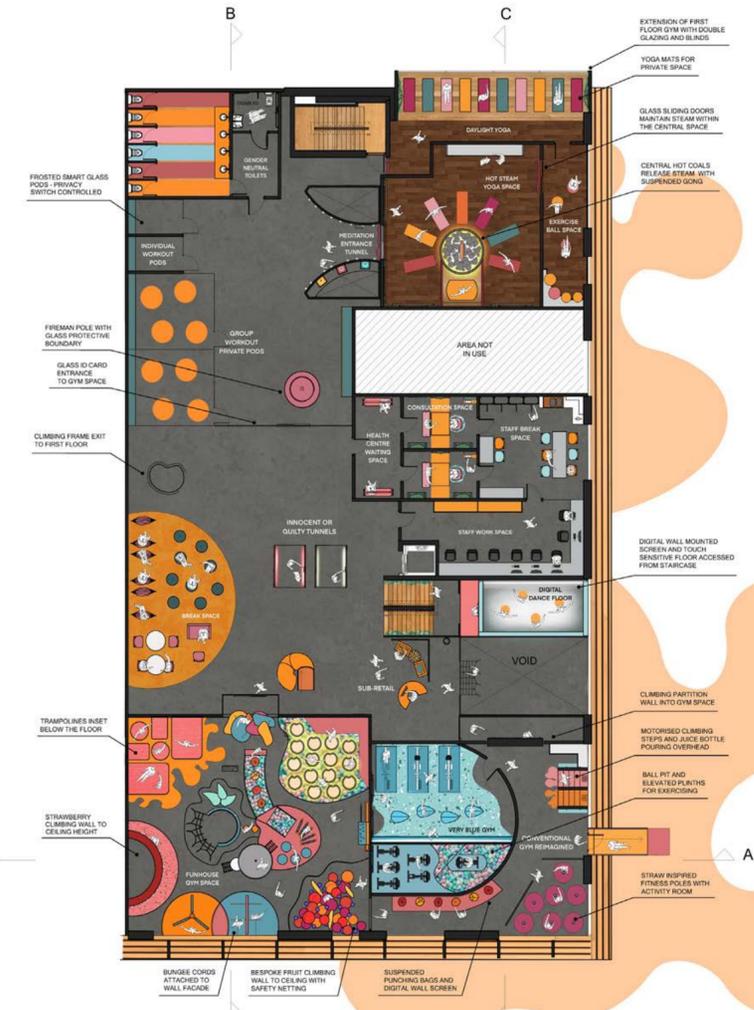
THE OUTCOME



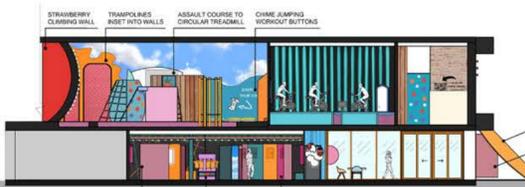
MATERIALS, FINISHES & FURNITURE BOARD



PHOTOSHOP RENDERED GROUND PLAN T'S



PHOTOSHOP RENDERED FIRST PLAN T'S



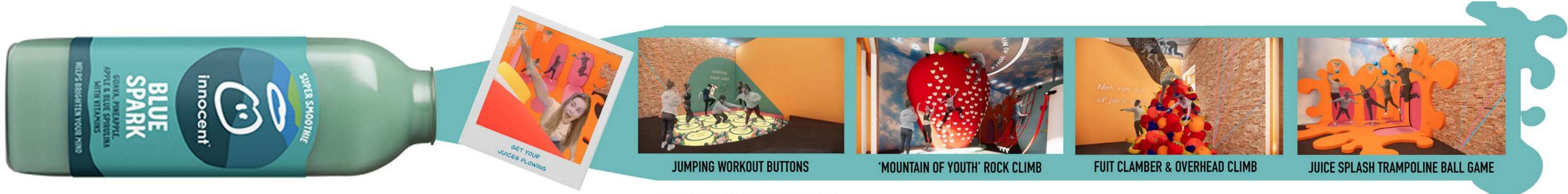
SECTION A-A



SECTION B-B



SECTION C-C



FUNHOUSE SNAPSHOT VISUALS



WELCOME AREA WITH 'OUR GOALS BLACKBOARD, WELCOME DESK, SEATING AND CLIMBING STRUCTURE TO FIRST FLOOR



BIG KNIT INFORMATION TUNNEL WITH CLIMBING VIEW TO FIRST FLOOR, COMMUNITY KNIT BUCKETS AND MAP OF THE SPACE



DAYLIGHT YOGA EXTENSION SPACE WITH YOGA MATTS AND QR CODES TO WORKOUT ROUTINES



EXPLORATORY RETAIL AREA WITH INTERACTIVE TUNNEL, BESPOKE 'INNOCENT' CHAMBER & T-SHIRT AND FRIDGE SALE POINTS



EXPLORATORY RETAIL AREA WITH PHOTO BOOTH, DRINK CHILLER, WOOLLY HAT & STATIONARY SALE POINTS AND TACTILE SAND PIT



HEALTH CENTRE CONSULTATION ROOM WITH ACCESS TO ADVICE FROM HEALTH PROFESSIONALS AND PERSONAL ID CARD TRACKING



HEALTH BAR OUTSIDE SEATING AREA WITH SUSPENDED SWING SEATS AND PLANT WALL FEATURE



HEALTH BAR AREA WITH ENTRANCE MAZE, SMOOTHIE PUDDLE TABLES, SUSPENDED SWING SEATING & MAKE YOUR OWN SMOOTHIE STATION



CONVENTIONAL GYM REIMAGINED WITH FRUIT PUNCHING BAGS & DIGITAL GAME SCREEN



HOT STEAM YOGA AREA WITH LAVA CEILING LIGHTING AND CENTRAL FAUX COAL PIT WITH INSTRUCTOR PODIUM



VERY BLUE GYM SPACE WITH CONVENTIONAL GYM EQUIPMENT, BALL PIT, SURF BOARD SIMULATORS AND INTERACTIVE VOTE BOARDS

Sketchup visuals were rendered using Enscape and enhanced using Procreate. Each space houses its own identity whilst also linking to the immersive and vibrant funhouse atmosphere feel intended.

The ground floor houses exploratory sub-spaces open to the public to draw in users from the community. The community buckets in the 'Big Knit' area make links between the local area and the charitable nature of the brand to create meaningful connection and give back to gym users.

The gym spaces located on the first floor offer a dynamic funhouse atmosphere with alternative exercise elements promoting the humorous and light-hearted nature of the brand, paired with the personal advice gained from the health centre to form a rounded and dynamic experience from beginning to end.

Throughout, discoverable elements have been incorporated to ensure interest is maintained with word passed on through social media about its unique qualities.



CONVENTIONAL GYM REIMAGINED WITH ENTRANCE CLIMBING WALL STRAW POLE FITNESS POLES AND JUICE SPLASH STAIR MASTERS