

Soul and the Spirit

Trinity House | Leicester
Climate Emergency | Studio Ghibli



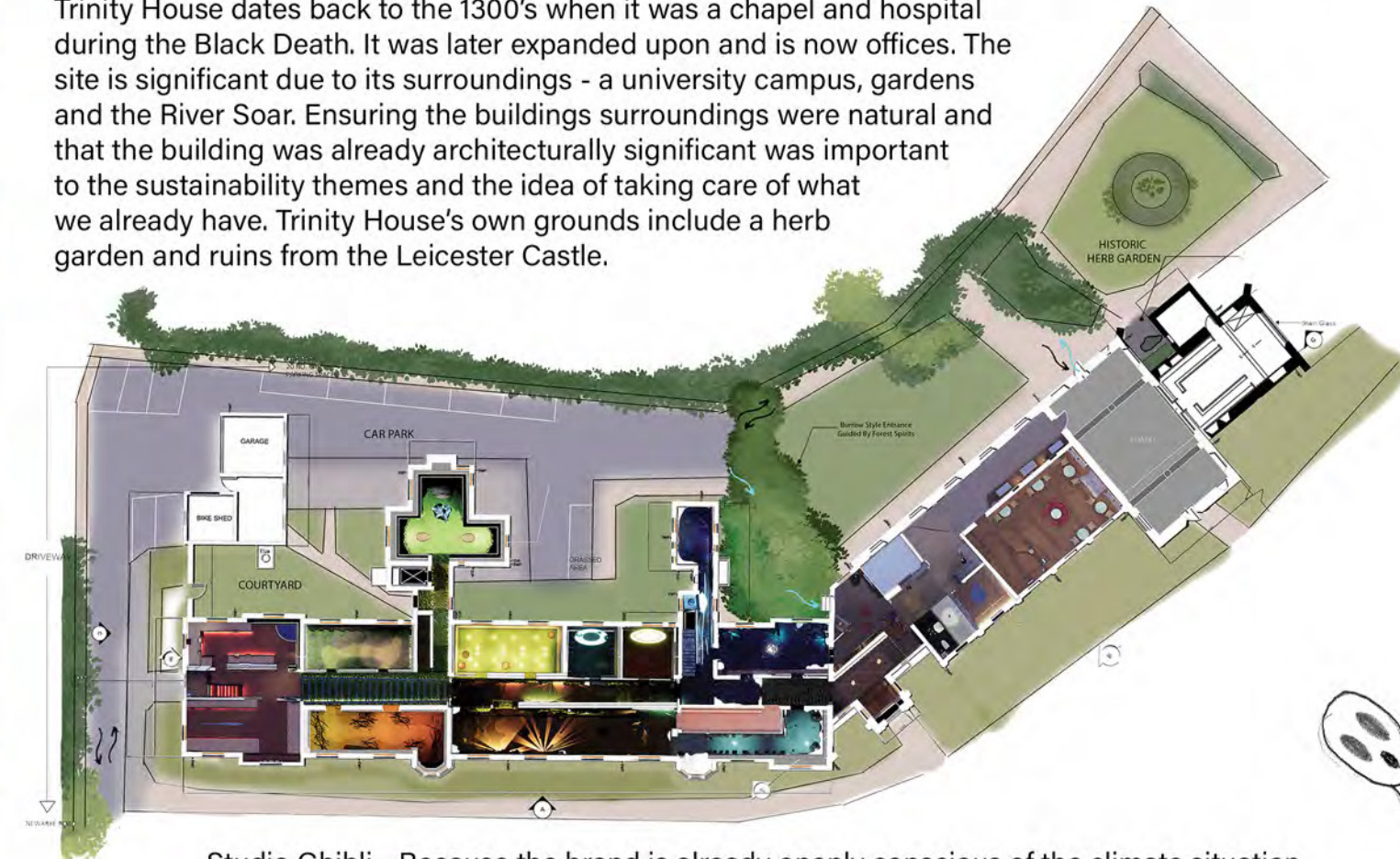
A partnership with Studio Ghibli, presenting an interactive and immersive experience created to raise awareness of the climate emergency and action towards preventing it. The experience brings the environmental themes of the Ghibli movies to Leicester, in a provoking hybrid of cultures and morals expressing the need to become one to save our planet.



Above: Concept Art For The Exterior

Where?

The project is located in a historically important building for the city centre. Trinity House dates back to the 1300's when it was a chapel and hospital during the Black Death. It was later expanded upon and is now offices. The site is significant due to its surroundings - a university campus, gardens and the River Soar. Ensuring the buildings surroundings were natural and that the building was already architecturally significant was important to the sustainability themes and the idea of taking care of what we already have. Trinity House's own grounds include a herb garden and ruins from the Leicester Castle.

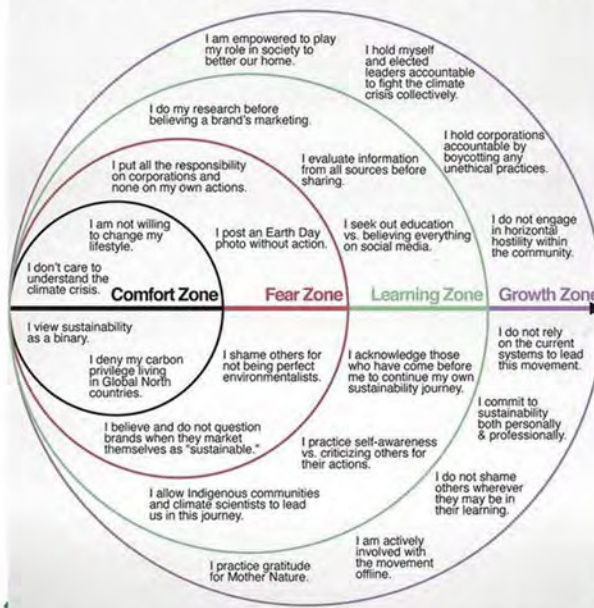


Who?

Studio Ghibli has an array of audience ages and backgrounds. Despite its Eastern origins, the brand has reached everybody across the world and is multi-generational, especially in a multi-cultural city such as Leicester. This means that the experience can attract anyone, including those who may have no knowledge of the brand.

To the right is a graph by the Slow Factory Foundation, a crucial influence throughout this project. The graph helped to understand the different ways in which people view the climate emergency, creating a path of 'enlightenment' that was evident in the zonal and spatial planning of the experience. This made understanding how to develop people's understandings on the issue, despite their initial opinions on it, easier.

How Am I Fighting The Climate Crisis?



Why?

Studio Ghibli - Because the brand is already openly conscious of the climate situation, evident through themes in their films. These themes go on to influence the storyline and designs of the scenes within the experience. Placing the audience into familiar spaces and continuing to put those scenes in jeopardy, creates better emotional connections and responses. The brand is also known for its ability to place mature messages into children's movies, touching the emotions of everybody no matter your age.

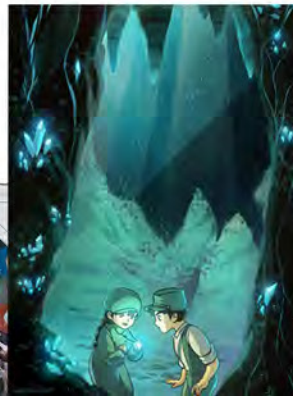
Below: Fishing Scene from 'Ponyo'



Below: Burning Forest Scene From 'Princess Mononoke'



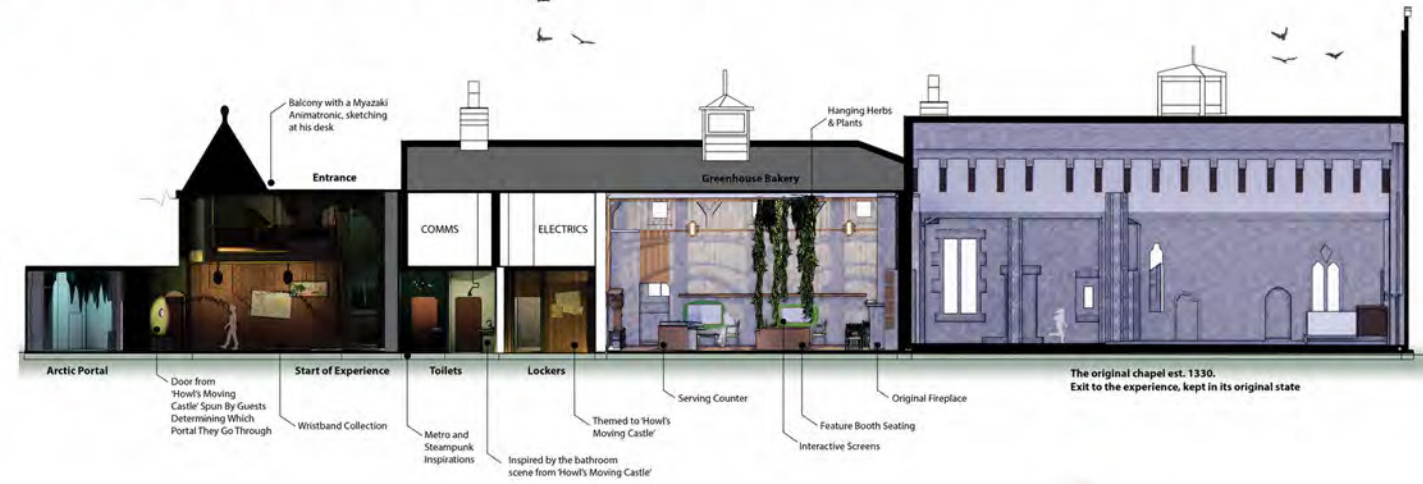
Below: Cave Scene From 'Castle in the Sky'





Keeping it Real

To the right: A rendered section of the chapel wing, the protected part of the site, and how some of the materials are included and where. This includes the hybrid spaces where the original architecture is infused with Ghibli inspiration in order to present the message of climate change.



Above: Burrow Concept Model

● Connecting with The Roots

A key factor in the concept stage was creating models that represent both themes. It also meant going back to the roots of Studio Ghibli, getting stuck into how they created concepts for the movies and the design process for them.

Right: Sketch Of The Portal Door From Howl's Moving Castle'



In order to create these models used and recycled materials were used, from scraps that could be found in and around the Studio.

An organic edge was important to staying true to the sustainable theme throughout every stage of the project.

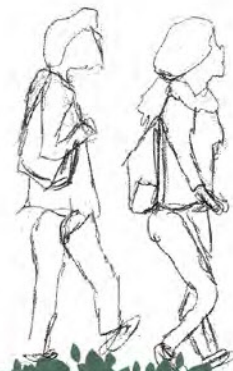


Above: Polluted Coral Reef Concept Model

● Medieval Leicester Meets Miyazaki

By forging a hybrid between medieval Leicester and the work of Miyazaki (Studio Ghibli's lead director) 'Soul and the Spirit' works to encourage people to appreciate what we already have, and what we will lose to the climate crisis.

In Studio Ghibli's own museum, there was an emphasis on letting 'nature take over' and giving people the sense to make their own decisions. This is reflected in the design of 'Soul and the Spirit' and the historic and unique architecture of Trinity House. It lets the existing building become a home for the 'spirit' of the experience, adding to the character of both the experience and the building.



The site is easily accessed by foot, bike or public transport, with an emphasis on sustainable modes of transport. The city centre location means it is commutable from several places across the country.

Final Concept Model: Made using recycled materials



● Getting Natural

The entire project was designed with materials that were either...

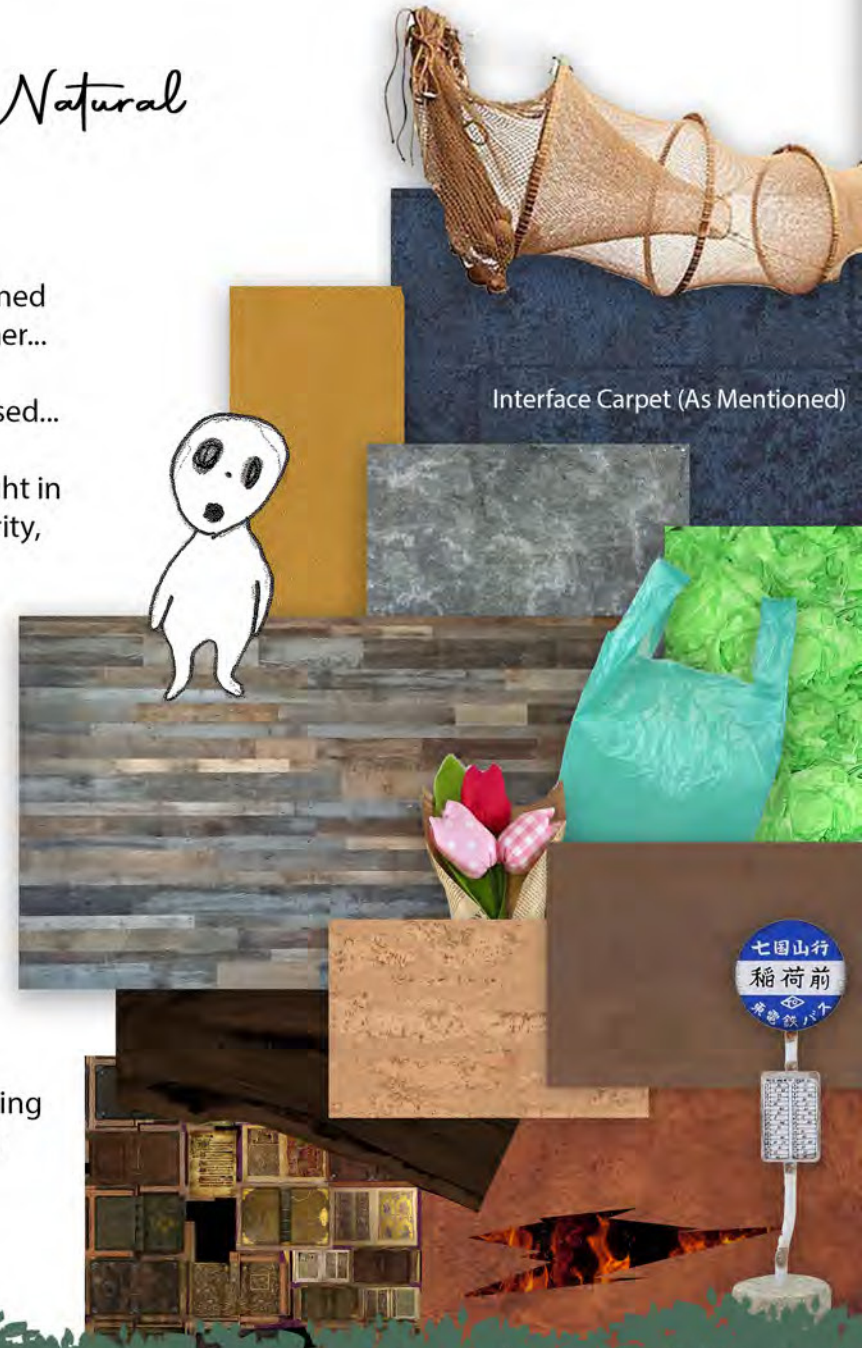
Reused....Recycled....or Refused...

If materials have been brought in new they have, for the majority, been sustainably sourced/produced.

The major material on the first floor is by *Interface*, a carpet made from retired fishing nets.

Additionally, reusing the existing site materials were essential to keeping the amount of unnecessary waste down.

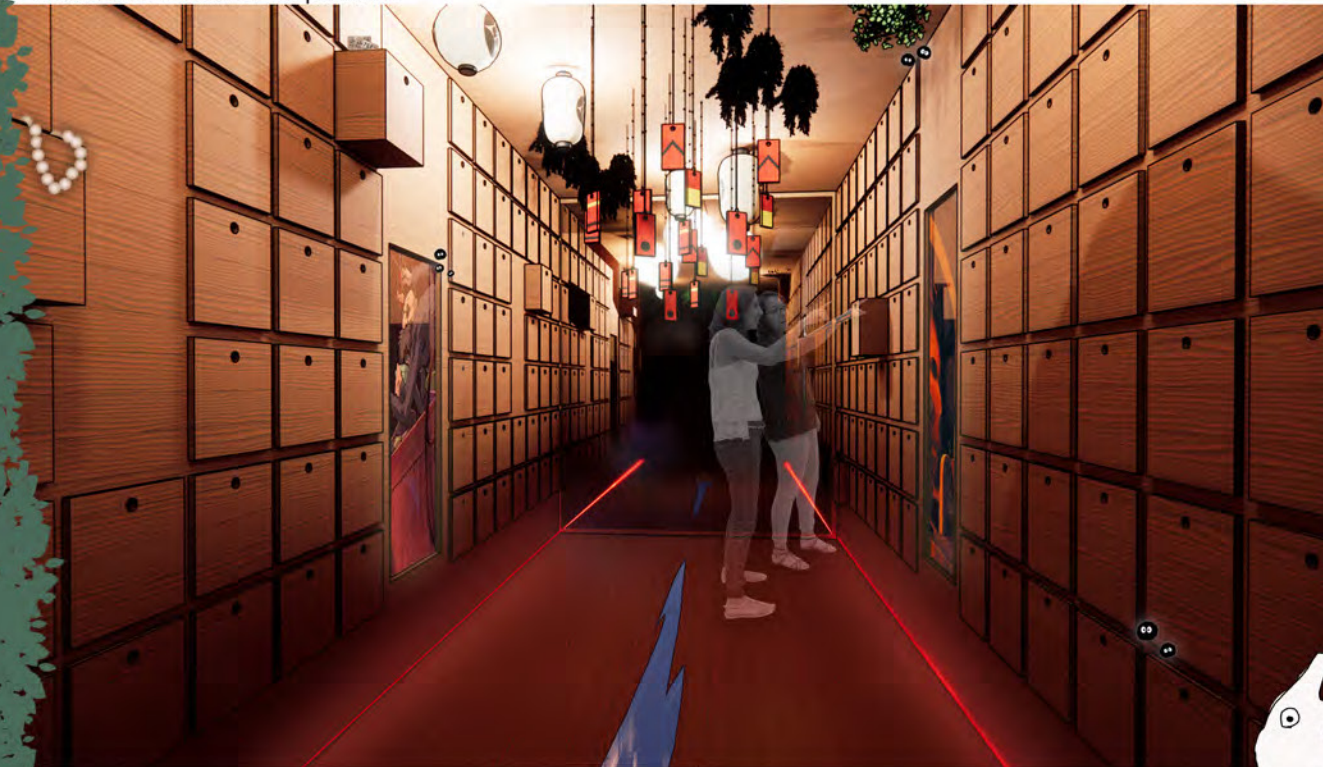
Many of the decor and theming will be sourced from vintage and second hand outlets.



Above: Moodboard of Materials and Feature Items

Decisions, Decisions...

Below: The Bathhouse Escape Room



A major aspect of the experience is the expression of free choice and the ability to make your own decisions, including how that effects the level of interaction guests have within the spaces.

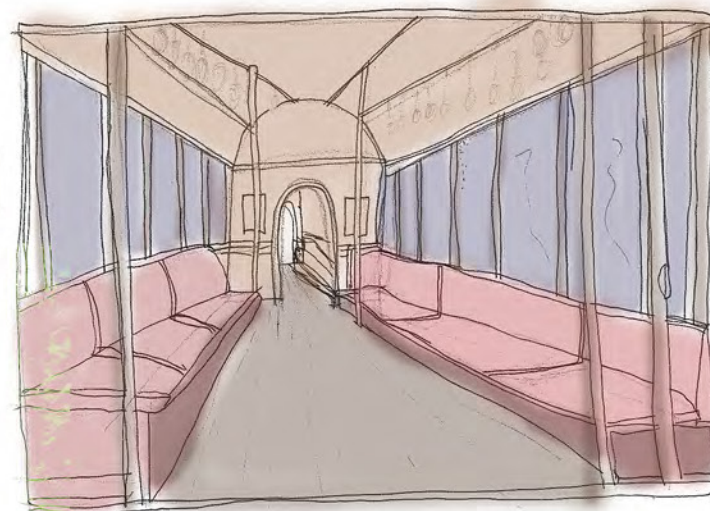
The mid-section of the storyline/experience forces the audience to 'work it out for themselves' using a multiple routes option and escape room style Bathhouse scene.



Above: Train Simulator

Below: Cat Bus Simulator

This section acts as the calm before the storm. They go to the bathhouse for shelter from the storm, where they must find their ticket home. However, they are not travelling home but instead their transport becomes 'flooded' from the storm and their arrival is instead under the sea. Depending on which ticket they find they are transported up to the train or bus station, two simulator rides mimicking the iconic 'Cat Bus' and 'Spirited Away Train'!



Changing of the screens to simulate the changing of place and travelling without actually moving

Potentially on a machine that rocks / shakes the carriage as part of the simulation

Projections using pepper's ghost potentially, to simulate ghosts on the carriage too

Pepper should be smaller than it is here and only one carriage

Above: Ideation Sketch For The Train Simulator

At all times the guests are made to feel as if they are making these decisions and must find out for themselves rather than being guided at all times. This helps in making them feel a sense of responsibility for their actions, and ultimately a metaphor for their responsibilities to their planet. All are reminded in this section that you can't run from the 'storm'!



Above: Ideation sketches for the burrow, where it gradually becomes more polluted.



"Magnificent Tree. It's Been Around Since Long Ago, Back In The Time When People And Trees Used To Be Friends."

- My Neighbour Totoro

A key scene just before the Bathhouse is when the audience comes across into Totoro's burrow inspired by the movie 'My Neighbour Totoro! Here, guessed are asked believe, and that the more we believe and act, the brighter the 'magnificent tree' can glow. The character Totoro in the movie is the guardian of the forest.



Above: Totoro Burrow Rendered Visual



Above: In The Ocean Fish Net Section



Above: Caves of Wonder Scene

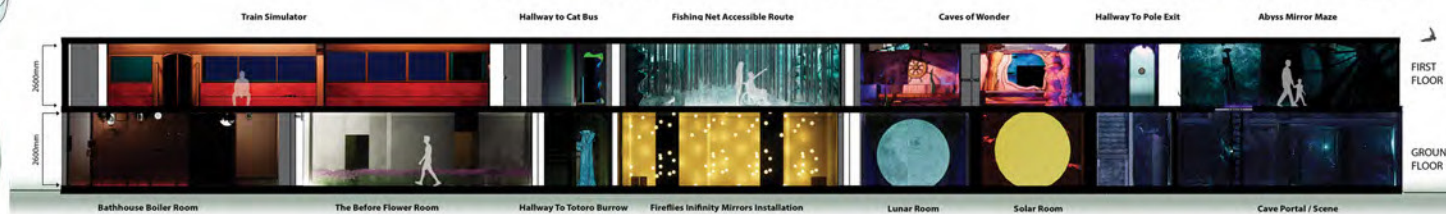


Above: Abyss Mirror Maze Penultimate Section

Below: Rendered Section Plan



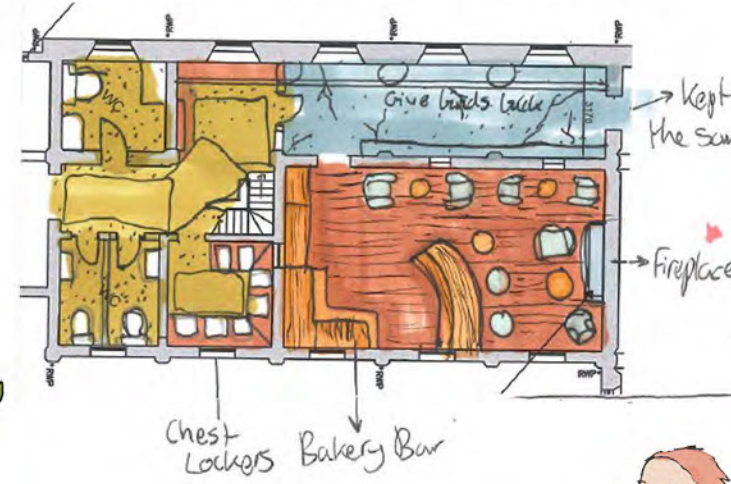
Below: The Bakery Visual



The upstairs is themed to the film 'Ponyo' a movie that for the majority takes place next to or within the sea. Within the movie the theme of fishing and plastic pollution is presented and so that is reflected in the scenes inspired by it. The main scene upstairs is a 'climbing frame' made from recycled fishing nets as well as the ceiling in a large section being covered by them.

The main experience ends in the Abyss Mirror Maze, a last effort to help save the ocean world from the plastic pollution and save the marine life they have met within these scenes. Upon leaving the main experience guests are guided back towards the toilets and locker room, back through the space in which they started. They are reacquainted to their natural surroundings in The Bakery.

Below: Hand Rendered Drawing of Chapel Side



The Bakery Aims To Be:

- Organically Sourced
- Vegetarian Friendly
- Recyclable Packaging
- Locally Sourced
- A Safe Space

Upon entry guests are given a smart wristband, with the character being based upon a personality test they must complete prior to their arrival. These wristbands record every decision made throughout the experience and unlock interactive elements.

At the end, there is a hallway leading to the chapel with screens where you can link your wristband to the system and the app. Based upon the data stored you are given your won Ghibli style character called a 'climate warrior'!

The wristbands must be returned and are recycled back into the system ready for the next batch of people, however the data you have from your own journey can be looked back on via the app as well as how the decisions you made can be implemented into your life outside of the experience.

"The Earth speaks to all of us, and if we listen, we can understand."

- Castle in the Sky

A Happy Ending?

How 'Soul and the Spirit' Remains Aware Of It's Own Carbon Footprint:

- Utilising the building's existing and traditional heating, ventilation and electrical services.
- Only allowing car park use for staff, to discourage travelling there by car.
- Recycling all waste that can be, and adding a composte station in the gardens.
- Placing many of the special effects, lighting and screens on timers so that they are only on when people are in that area, as to save energy.
- Having an influence in the community, supporting local brands and putting on educational events in the gardens.

Flythrough Video

