

GO BY TRAIN

IMMERSIVE EXHIBITION PROMOTING TRAIN TRAVEL

TRAINS PRODUCE
80% LESS GAS
THAN CARS



TRAIN TRAVEL IS 62 %
MORE SUSTAINABLE THAN
AIRPLANE TRAVEL

THE CONCEPT

The project was designed to spark people's enthusiasm for rail travel, especially throughout European countries. Go by Train blends elements of hospitality with an educational exhibiton. Situated in the heart of Leicester, it caters to individuals who are enthusiastic about tourism and sustainability, as well as those who are open to learning new things.

THE GOAL

The long-term goal of this project is to raise public awareness of the negative environmental effects of the transportation sector and the reality that every decision they make regarding their mode of transportation has an impact on the planet. People can also occasionally make very positive changes by changing their choices. It is hoped that more individuals would be intrigued by the concept of rail travel and would think about it when they were making travel plans in the future.



ORIGINAL BUILDING



FRONT ELEVATION

LOCATION

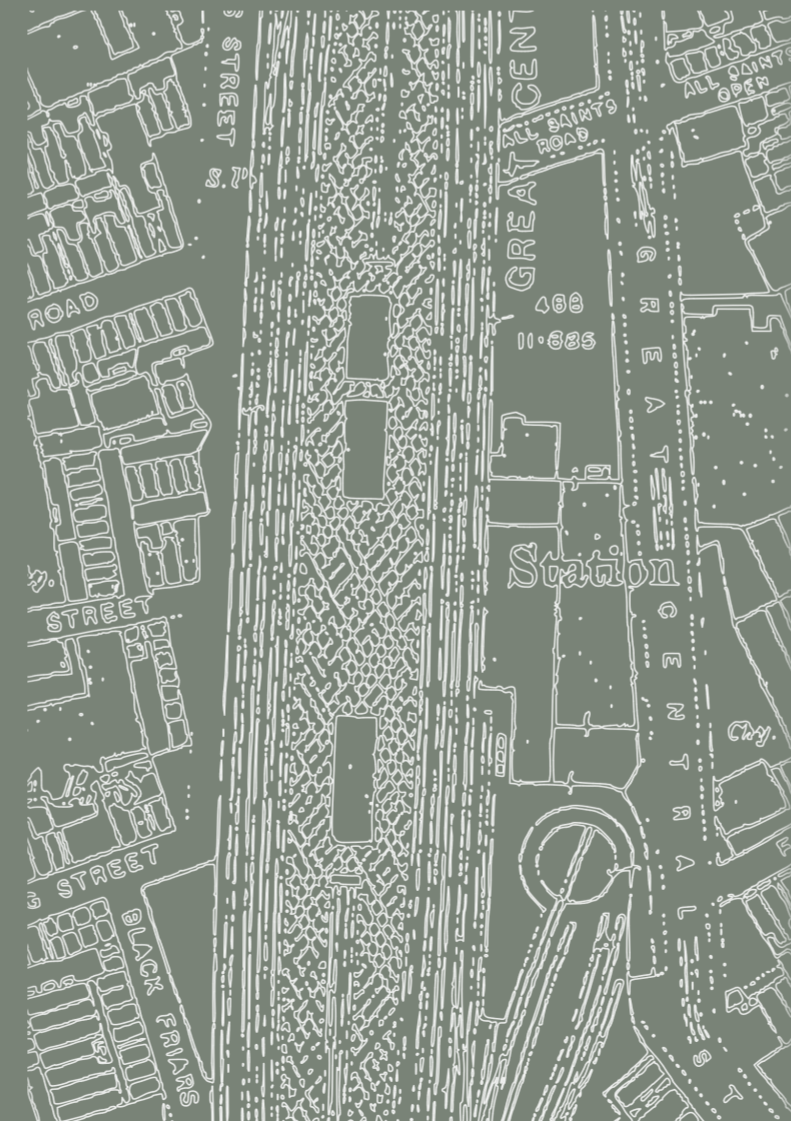
The project is located in the former Leicester Central Railway Station. It was initially built in 1894 and first utilized for passenger transportation in 1899. The station was part of an expansion of the Manchester, Sheffield, and Lincolnshire Railway. It was 136 miles long and connected Annesley in Nottinghamshire to London's new Marylebone station. The station closed in 1969, and the majority of its original construction still exists today.

The building was also chosen because of its outstanding architectural potential. Much consideration was given to conserving as much of the old structure as feasible. A large portion of the structure has remained unchanged, with the exception of minor elements such as painting the skylight and windows to renew it.

YEAR 1910

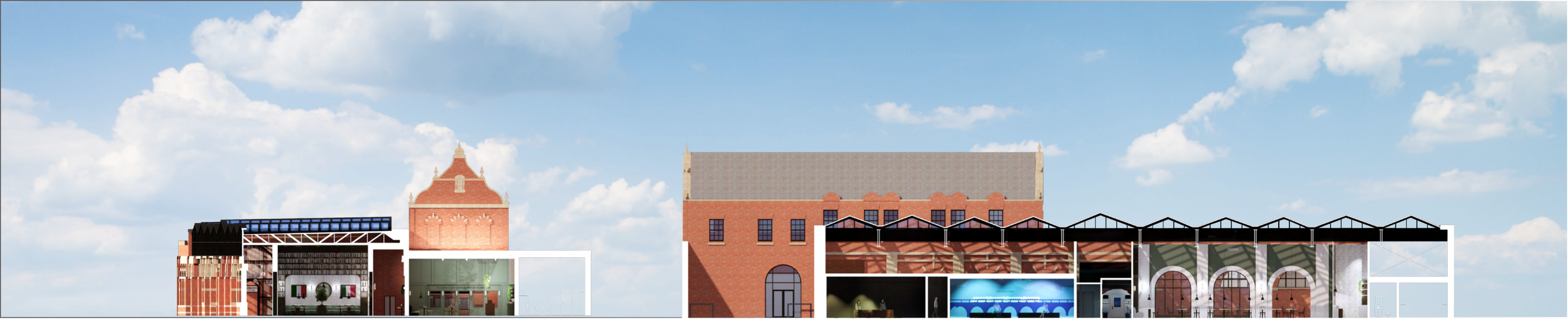


YEAR 1920



YEAR 2024



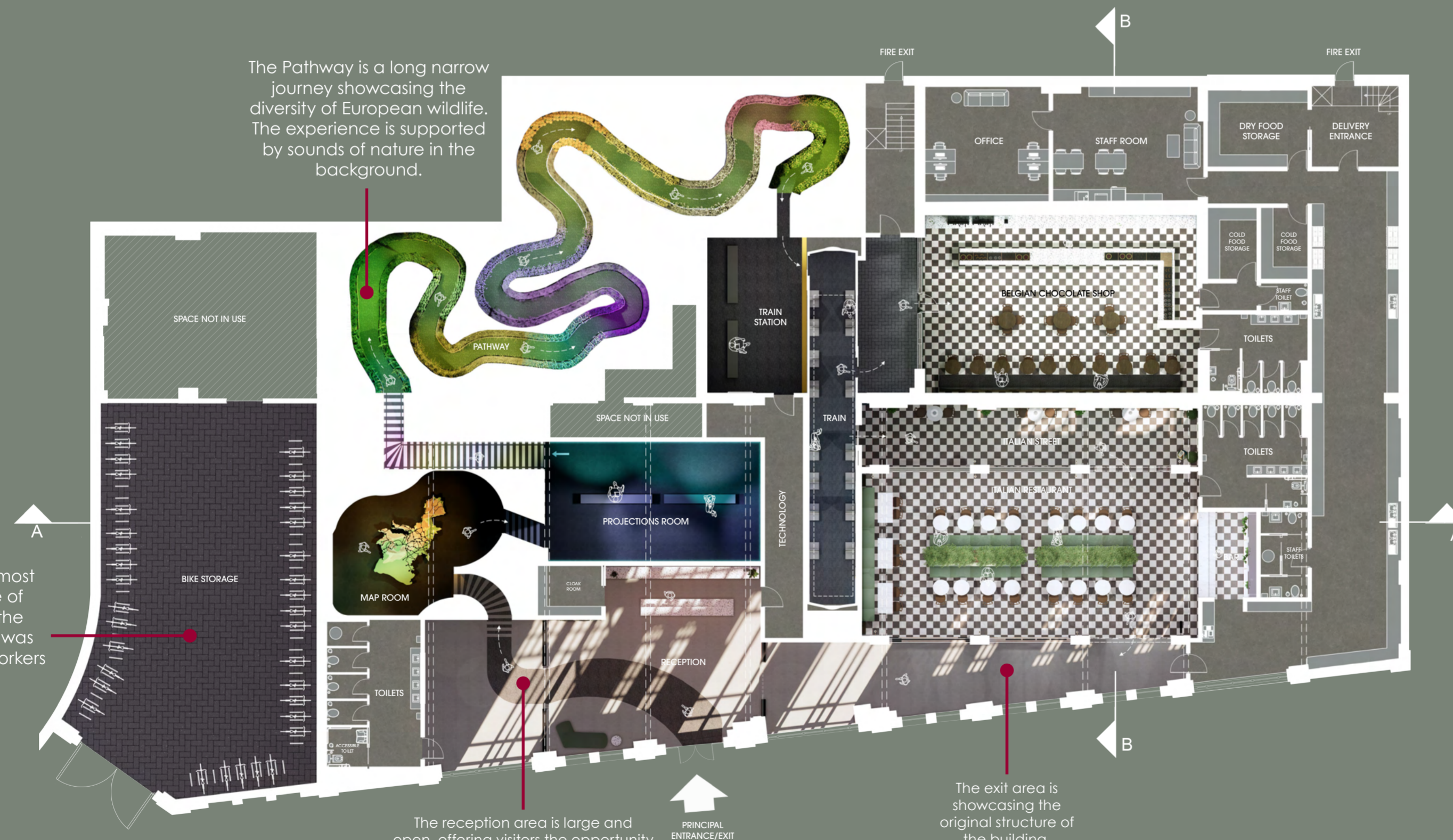


SECTION B-B

SECTION A-A

The Pathway is a long narrow journey showcasing the diversity of European wildlife. The experience is supported by sounds of nature in the background.

To encourage the most sustainable mode of transportation to the show, bike storage was designed for both workers and visitors.



The reception area is large and open, offering visitors the opportunity to observe the original skylight. There is seating available where guests can rest after their journey or wait for friends. A cloak room is offered at the reception area for customers to leave their personal belongings.

The exit area is showcasing the original structure of the building.

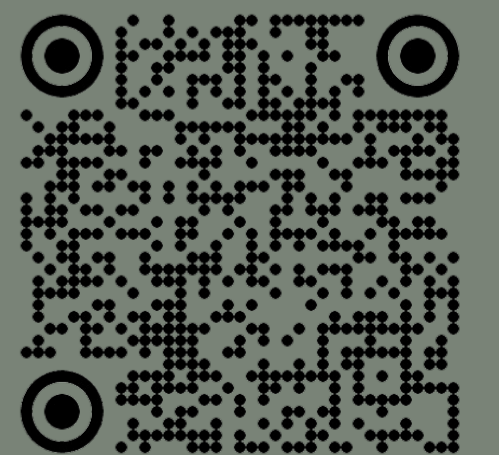
THE EXPERIENCE

Each exhibition room was designed to focus on an individual aspect of train travel while also ensuring that visitors retain the information presented to them. The instructional parts of the project were created to be as visually beautiful as possible while also being basic and self-explanatory, making them accessible to people of all ages. The exhibition was created employing a variety of senses, including sound, sight, touch, and scent.

After the educational exhibition, visitors will enter a modern train station and board a train which was designed to provide individuals direct experience travelling or transporting into another country. The train is accompanied by music and images of shifting landscapes shown on screens affixed to three walls' windows.

The hospitality aspects provide several possibilities for spending the rest of the time in the Go by Train space. People can eat regional cuisines and feel like they're on a real city vacation while still in Leicester.

FLOORPLAN



FLYTHROUGH

EDUCATIONAL EXHIBITION SPACES



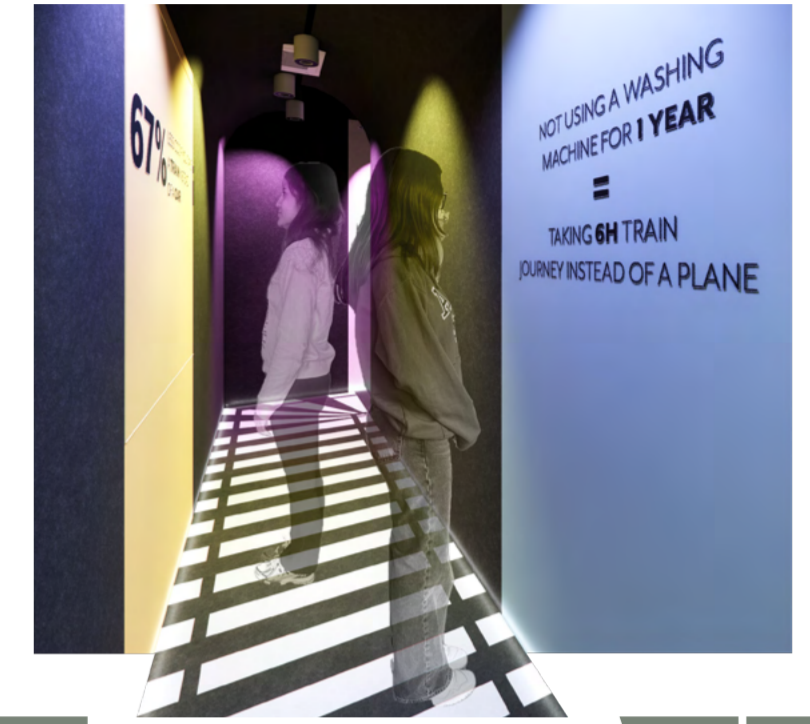
MAP ROOM

The map displays European train connections to help visitors visualize how many countries are easily accessible. QR codes provide more information.



PROJECTIONS ROOM

People can watch an immersive animation about the beginnings of trains in the United Kingdom and Europe through projection mapping. The combination of audio and visual communication aids memory retention.



SUSTAINABILITY CORRIDOR

A hallway with wall-mounted information on train travel sustainability.



TRAIN WAGON

People can enjoy a rail ride around Europe thanks to moving sights on the displays and background sounds that enhance the experience. The train transports passengers to two distinct stations: Milan and Brussels.



TRAIN STATION

A modern and open rail station introduces visitors to the train wagon, allowing them to prepare for their journey. The current design is intended to provide an illustration of how rail transportation might look in the future.



PATHWAY

A long trail showcasing the diversity of European nature.

EXPERIENTIAL SPACES

These spaces are located at the end of the customer journey and their purpose is to transport people to a different country. These rooms were designed specifically to create a sense of being in a foreign country. People have an opportunity to try new cuisines, learn some interesting facts about the cultures and enjoy their time after the educational exhibition spaces.



Because these are hospitality spaces requiring many materials, there was a lot of thought put into the sustainability aspect. All chosen solid surfaces for countertops, backsplashes and tabletops are from SmilePlastics which are materials made out of plastics.

- 1. NEPTUNE PAINT - CACTUS
- 2. AMTICO FLOORING
- 3. SMILE PLASTICS SOLID SURFACE - HERON DUO
- 4. BLACK METAL
- 5. ORIGINAL BRICK
- 6. SMILE PLASTICS SOLID SURFACE - SLATE
- 7. FORMICA LAMINATE
- 8. PANAZ FABRIC
- 9. DOMUS TILES
- 10. ORIGINAL BRICK PAINTED WHITE
- 11. SMILE PLASTICS SOLID SURFACE - ALBA
- 12. PANAZ FABRIC

BELGIAN CHOCOLATE SHOP



BELGIAN CHOCOLATE SHOP

After the educational exhibition, guests can relax and enjoy their time in the Belgian Chocolate Shop without rushing. Guests may sample Belgian sweets and buy real chocolate as souvenirs. To continue their journey, visitors must return to the train wagon and travel further, exploring more European cultures.



ITALIAN STREET AND RESTAURANT



ITALIAN STREET

This long hall, which evokes Italian architecture, leads to the restaurant.



ITALIAN RESTAURANT

This space was created to provide the impression of being in Italy for a city break while being in Leicester. Guests may sit down and relax while enjoying traditional pizza and wine, with music playing in the background to enhance the atmosphere.