

BUBBLE FACE THE DAY

Mary-Ann Hall - Face The Day

'There doesn't need to be any point to the activity beyond having fun and enjoying yourself. By giving yourself permission to joyful abandon of childhood, you can reap oodles of health benefits throughout life.' - Jeanne Segal, Ph.D. for Help Guide.

Being able to revisit your childhood and the feelings that come with it such as innocence and being carefree even just for a short period of time can be beneficial to people's mental health especially following the pandemic and rising anxiety about the world we are in now and the future. This project aims to promote joy through providing an opportunity to revisit childhood through the theming and secondary activities whilst doing more mature primary activities that relate to bettering physical health. When you feel physically better it can ultimately lead to feeling mentally better about yourself. This is a message that is relatable to the Gen-Z and late millennial audience who are growing mentally and physically in a post pandemic and pre climate breakdown world. The project is partnered with skincare brand - Bubble, a gen-z/millennial company aiming to reinvent skincare for a reinvented world.



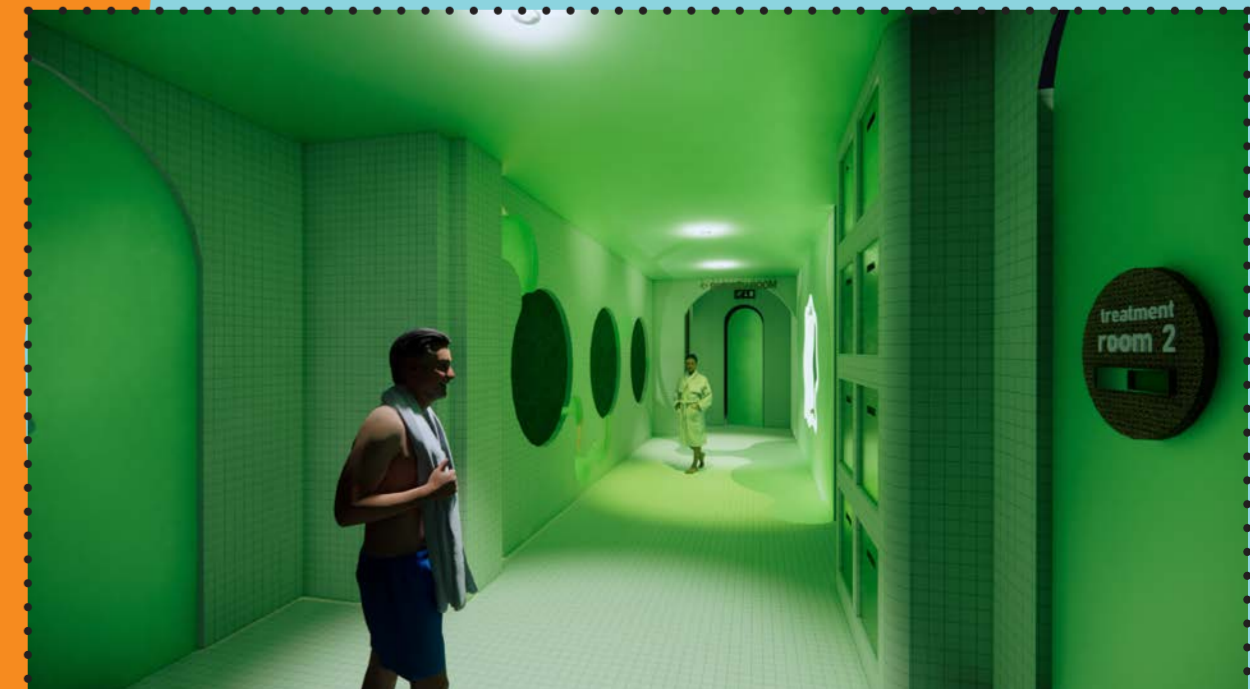
ADULT PLAY AREA - TO ESCAPE AND LET GO OF WORRIES



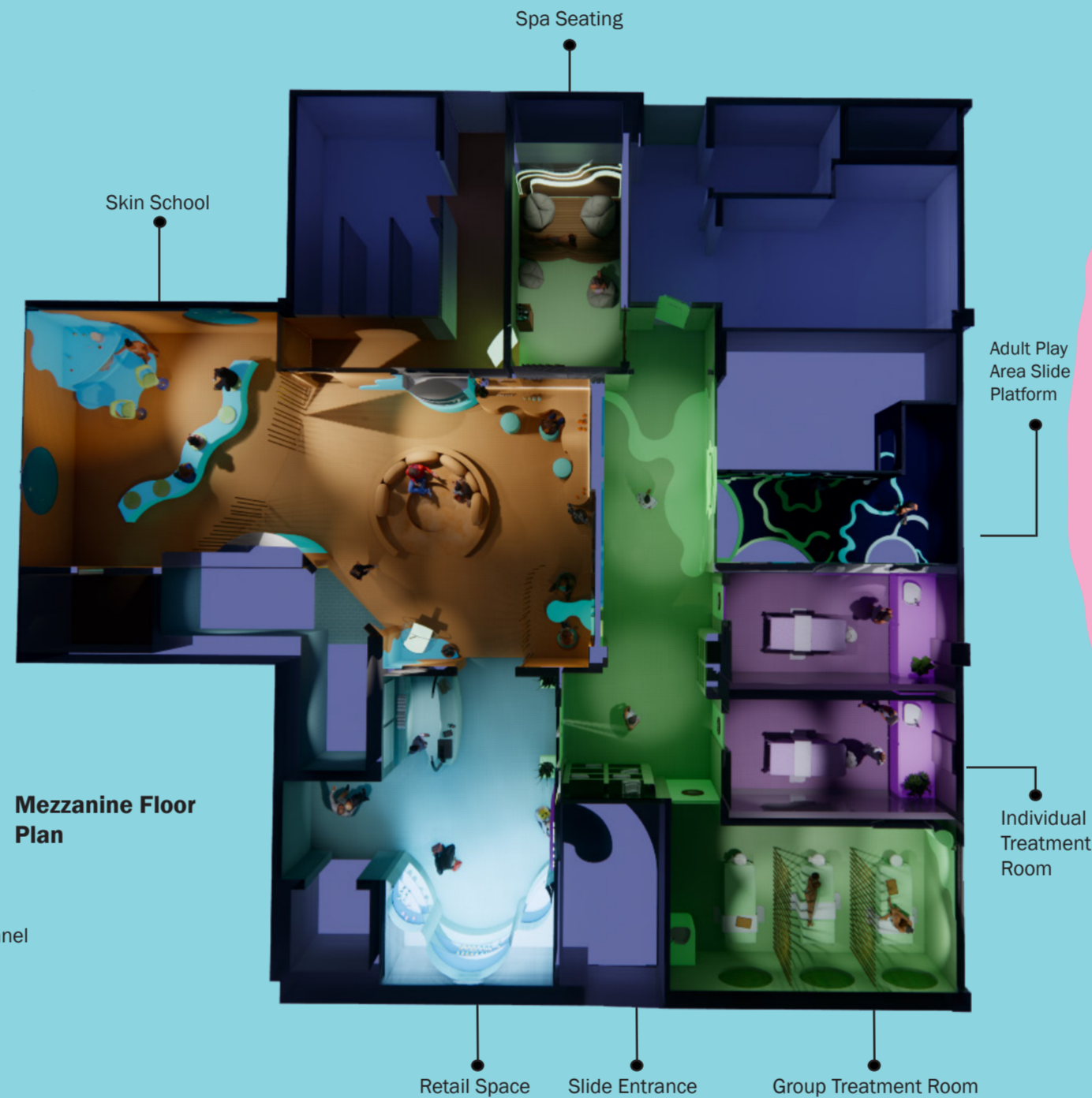
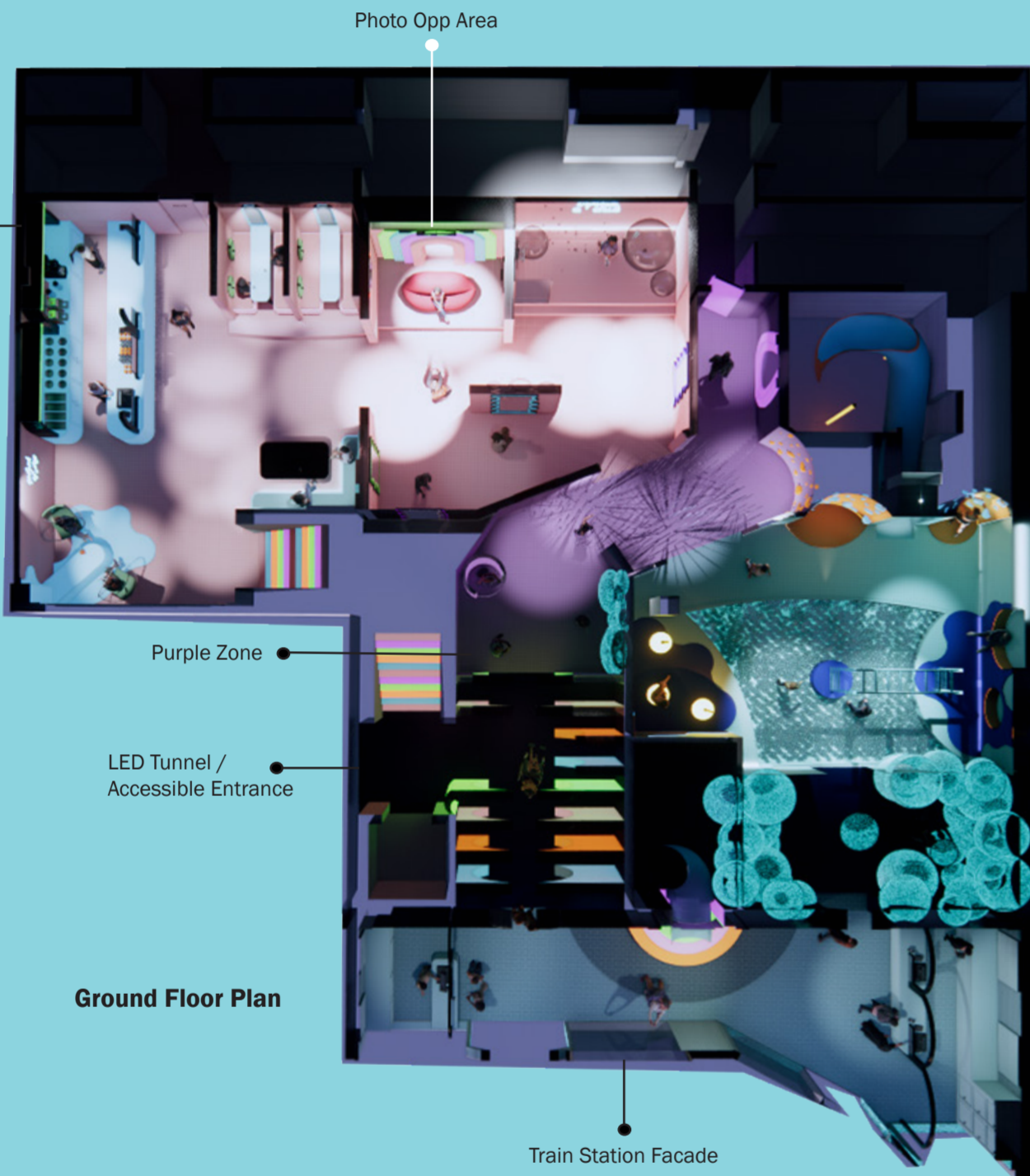
BUBBLE TEA BAR - A PIT STOP TO SIT, SOCIALISE AND REFRESH



SKIN SCHOOL - OPPORTUNITY TO LEARN ABOUT SKINCARE



SPA CORRIDOR - SPACE TO RELAX AND TAKE CARE OF YOURSELF



The space is designed to engage everybody of every age, gender, background, ethnicity or status. Each room has a monochrome theme based upon the branding of bubble as well as their messages. Bubble is partnered with mental health charities and talks a lot of bettering mental health for all on their website. All of their products are vegan, cruelty free and recyclable, making them a forward thinking and modern alternative to existing skincare brands that are not taking a step into a better world. The space is designed to not tailor to any particular gender as to keep it neutral throughout and inclusive. Anybody can use skincare despite the stigma of it being a female only industry. Bubble strongly enforces inclusivity when it comes to who uses their products, making sure to tick the boxes of an open audience who cares deeply for human rights, animal rights and the environment.

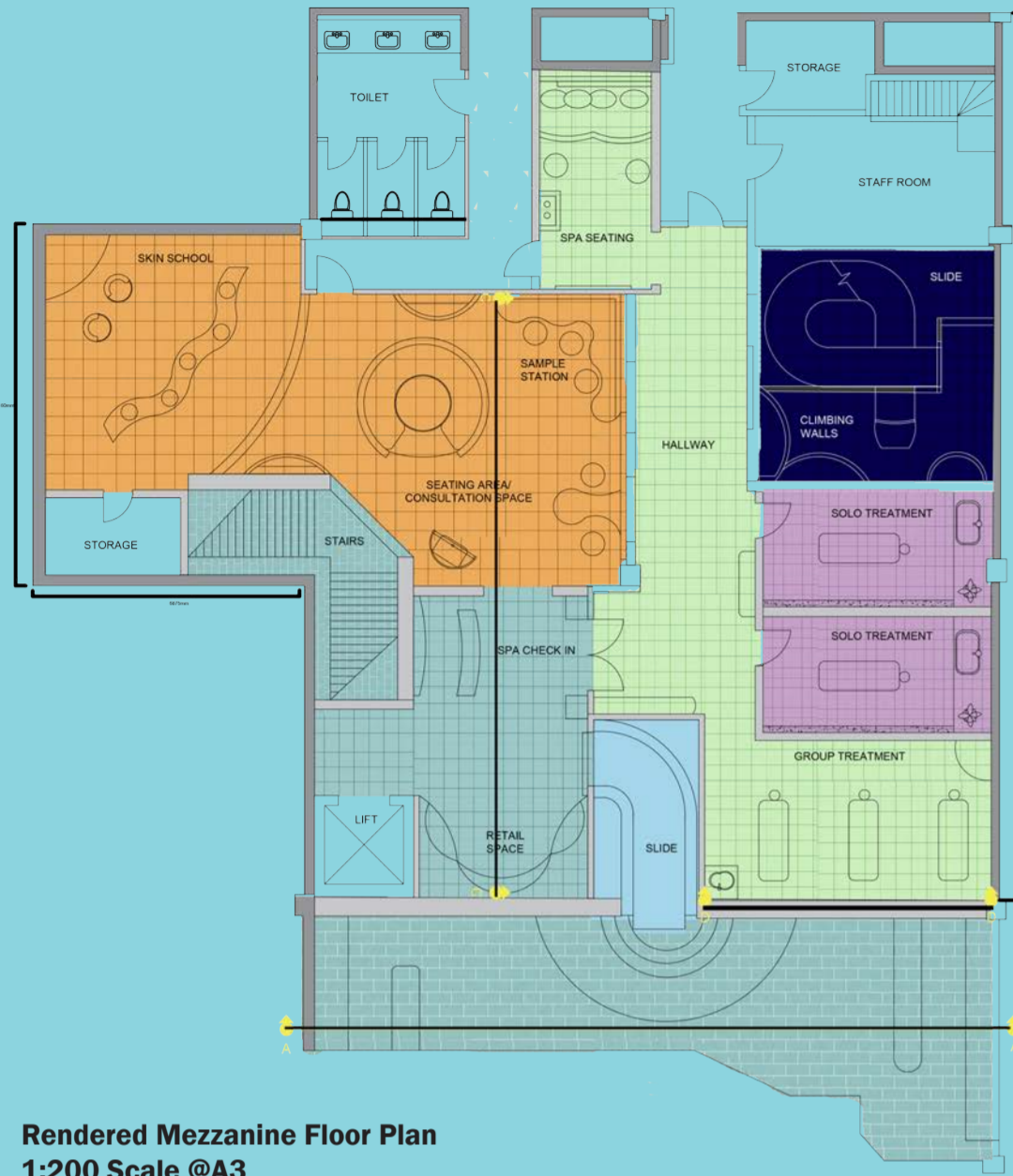
Alternative tickets and ticket prices mean that there is something for everyone no matter your financial status. Visiting just the bubble tea bar is free other than the products themselves. A cheaper ticket includes visiting upstairs only, for the expert seminars, consultations, retail space and sample bar. Financial inclusivity is often forgotten about, but just as important to making sure people feel they are not singled out by something they can't always control.

FEELING GOOD ON THE OUTSIDE HELPS YOU FEEL GOOD ON THE INSIDE.....CREATE YOUR OWN HAPPINESS.....A JUDGEMENT AND STRESS FREE ESCAPE.....

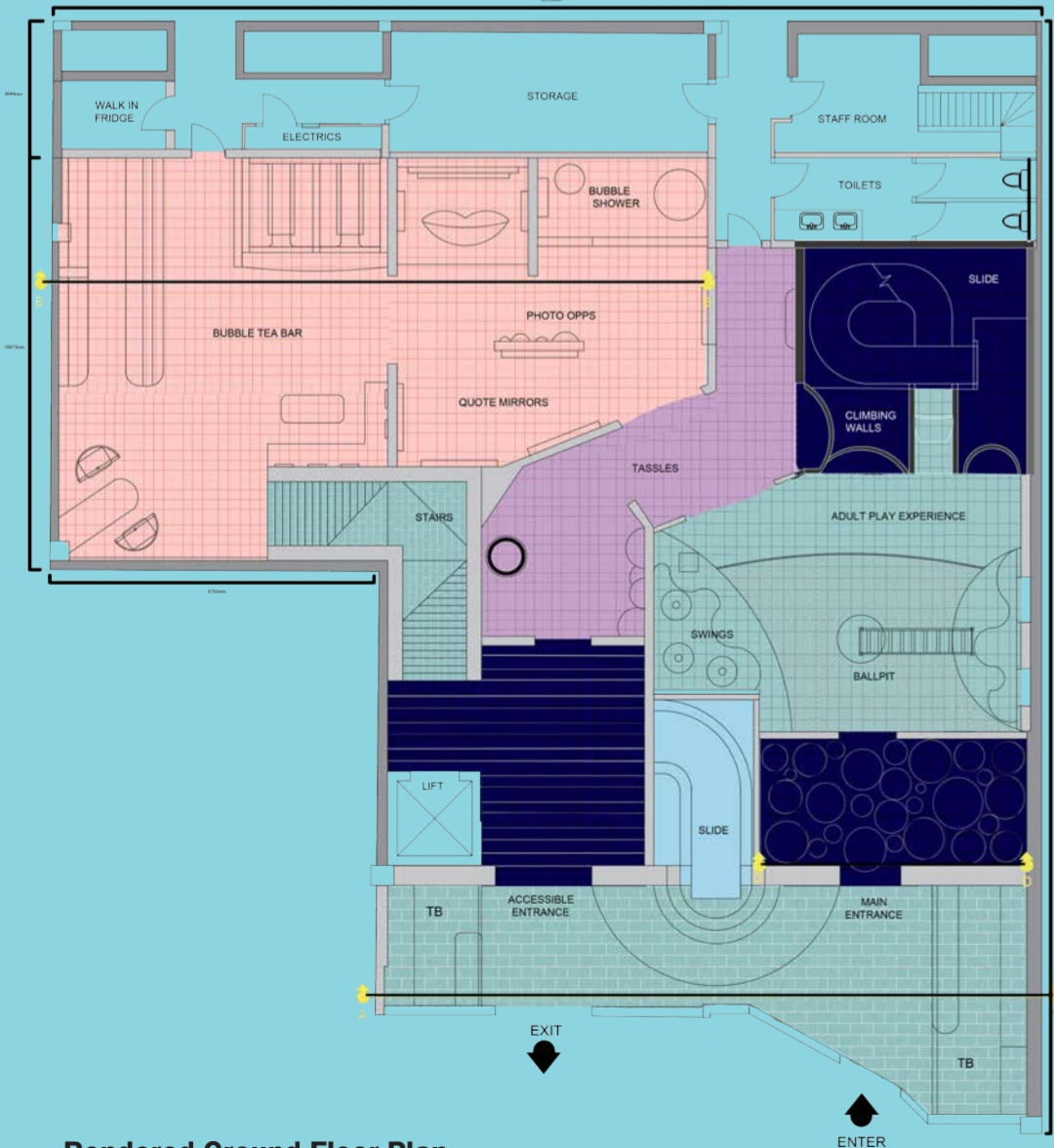


Bubble's Leading Products

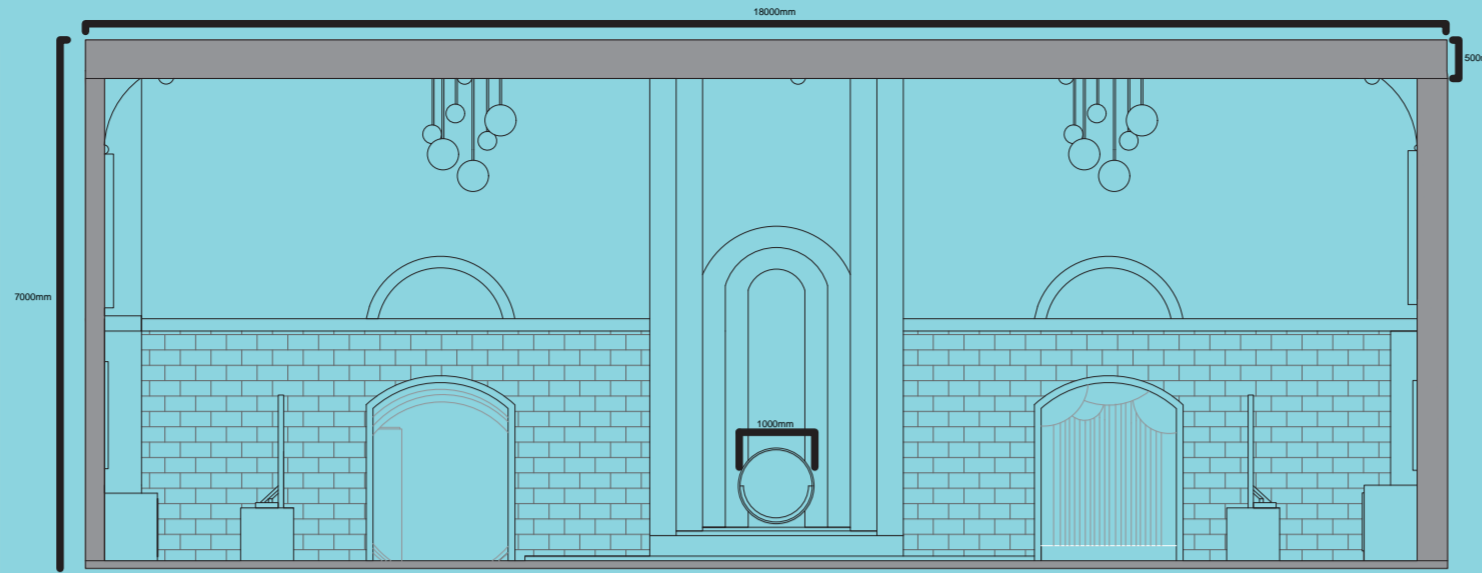
TECHNICAL PLANS



Rendered Mezzanine Floor Plan
1:200 Scale @A3



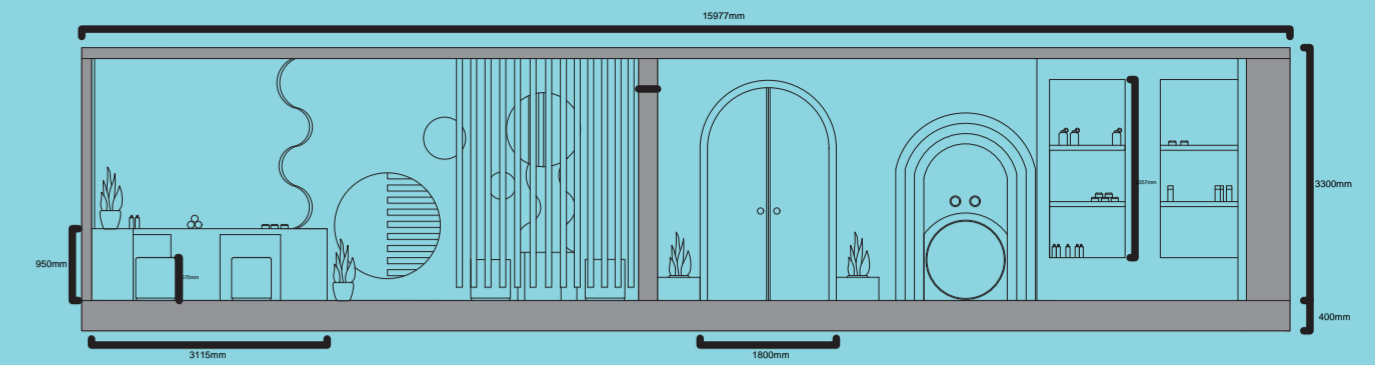
Rendered Ground Floor Plan
1:200 Scale @A3



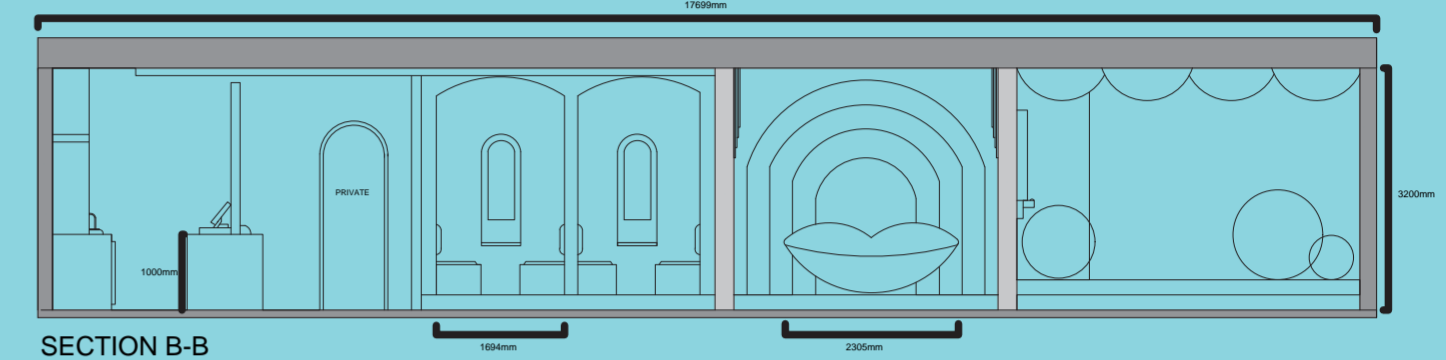
SECTION A-A ENTRANCE FACADE

1:100 Scale @ A3

This section show one of the double height parts to the experience - the entrance facade. The idea is for people to feel they are being transported into a different world, a paradise away from the trials and tribulations of everyday life. Also included are sections from both floors showing multiple areas.



SECTION C-C



SECTION B-B

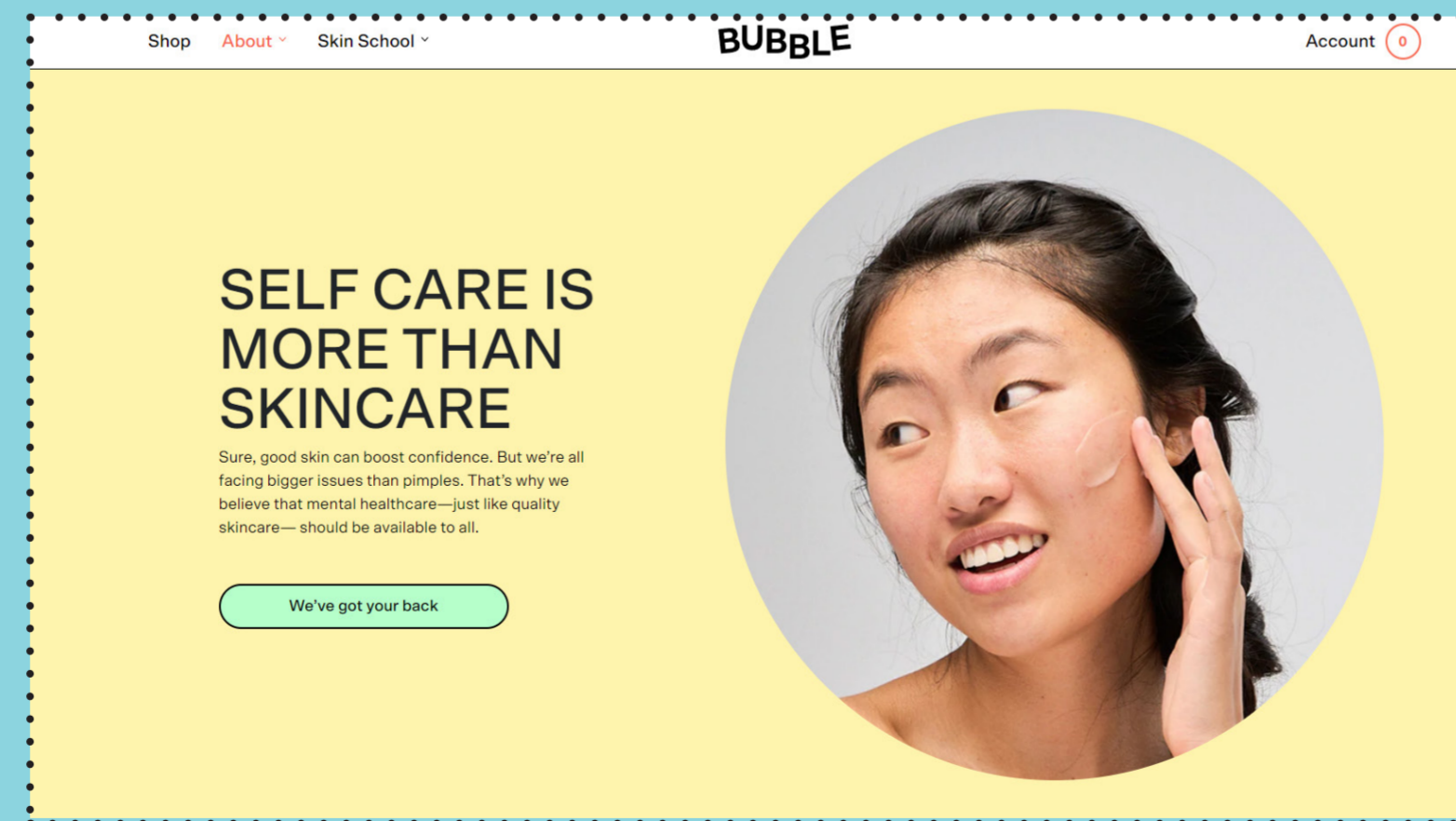


Everybody has skincare needs. Everybody has insecurities, Everybody benefits from better physical health. This is no matter your:



UNDERSTANDING THE BRAND AND SOCIAL CONTEXT

Bubble as a brand is openly advocating for better mental health in teens as well as inclusivity. The moment a brand or space is clearly inclusive to all, is the moment they are more successful in a growing world. They don't target any particular gender, making sure the stigma that skincare is only for females isn't part of their brand. Their products are all cruelty-free and vegan, a growing concern amongst gen-z and millennials who are also more likely to be vegan or vegetarian. Bubble works closely with BetterHelp a mental health charity. Insecurities surrounding visual appearance and physical health are mounting in a world surrounded by social media; very often looking after and feeling better about physical health reflects onto your mental health.



A screenshot from their website, where they are expressing their point of view on self care and mental health.



The motivational mirrors located in the photo opp area. Each way mirror is lined with LED lights and a motivational quote at the top such as 'you are worthy'. It makes for a great mirror selfie that helps you feel and look confident.



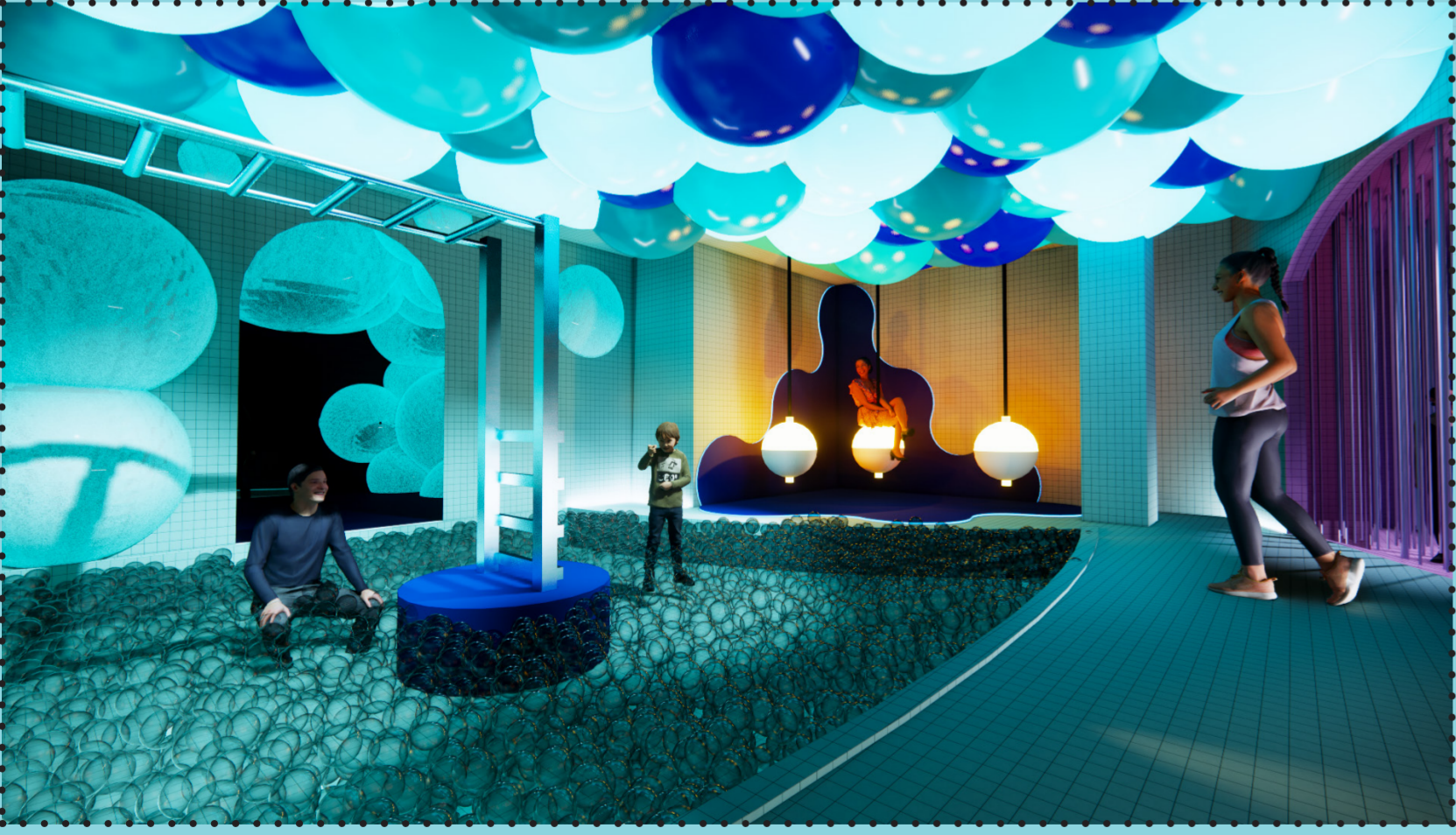
BEGINNING OF THE JOURNEY

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The experience begins with the train station facade, with two check ins either side and two entrances/ the exit decorated with signs above - 'arrivals' and 'departures'. A large inspiration for the facade was art deco and traditional train station grandeur, expressed through the central feature and archways.

Left: Ideation Sketch of Facade
Above: Facade Visual
Below: Adult Play Area Visual



The bubble tunnel leads through to the main attraction on the ground floor - the adult play area. Guests are encouraged to jump straight into the ball pit almost like diving into a pool. It is completely nautically themed tying into the word 'Bubble' and the products relating to cleanliness and freshness. The giant bubbles continue onto the ceiling and the swings are created from old buoys. Other features include the ball pit, climbing walls and monkey bars.



The bubble tunnel is inspired by teamlab's exhibit in Singapore where guests are encouraged to interact with the space using touch and sensory. The large spheres ripple at the touch of a finger, adding to the nautical theme. It is an abstract 'portal' through to the nautical world of Bubble.



Above: Exit/Accessible Entrance LED Tunnel Visual



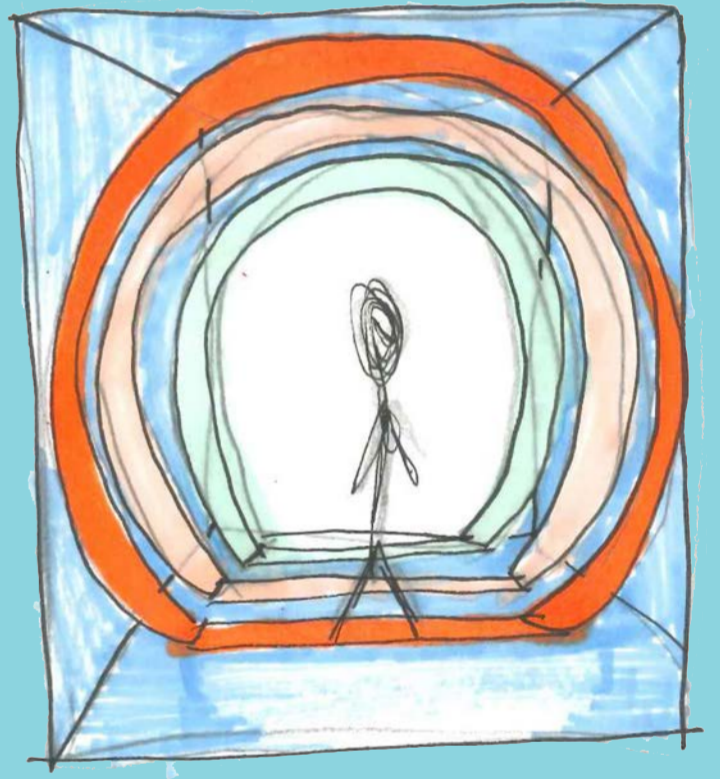
Above: Bubble Tunnel Visual

The guests are encouraged to go through the purple zone after the adult play area and/or the LED tunnel. The purple zone acts as a hallway between all the other spaces. The main feature of the space is the fabric tassels hanging from the ceiling. There is also another climbing wall near to the hallway for the toilets.

Upon exiting the LED tunnel guests are greeted by a bubble wall, made to be a more accessible version of the bubble tunnel, making sure to give guests with needs to the same experience. A large tube created to resemble the product packaging is also in the space. There are headphones provided to create a nautical ASMR experience.



Above: Climbing Wall Platform and Slide Entrance
Left: QR Code for Slide Video



Above: Ideation Sketch For The LED Tunnel



Above: Purple Zone Right Side Visual



Above: Purple Zone Left Side Visual

HALF WAY ROUND



Above: Photo Opportunity Bubble Shower Visual



Left: Photo Opp Ideation Sketch

The purple zone leads through to the photo opportunity area. This space is focused on self-confidence and social media, not only promoting the experience but encouraged self-esteem.

It's pink design makes it a playful and happy space aided by the rainbow motifs. It is based upon the packaging from Bubble's makeup remover, subtly promoting that being yourself is more beautiful than the mask you put on.

The area includes the bubble machine shower, motivational mirrors and the lips sofa.

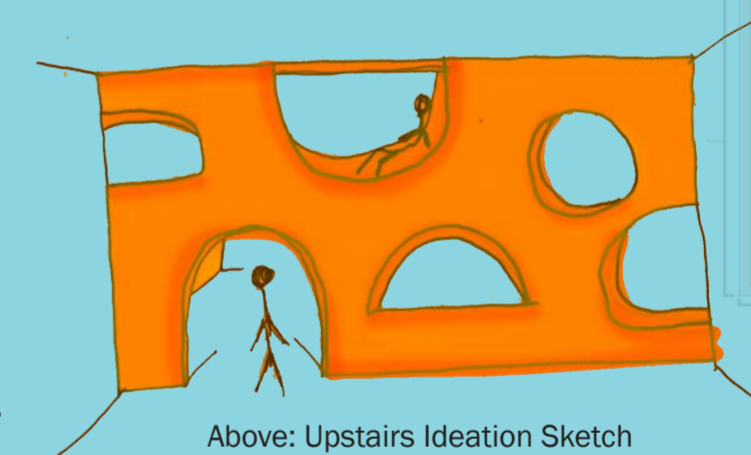


Above: Photo Opp Lips Sofa

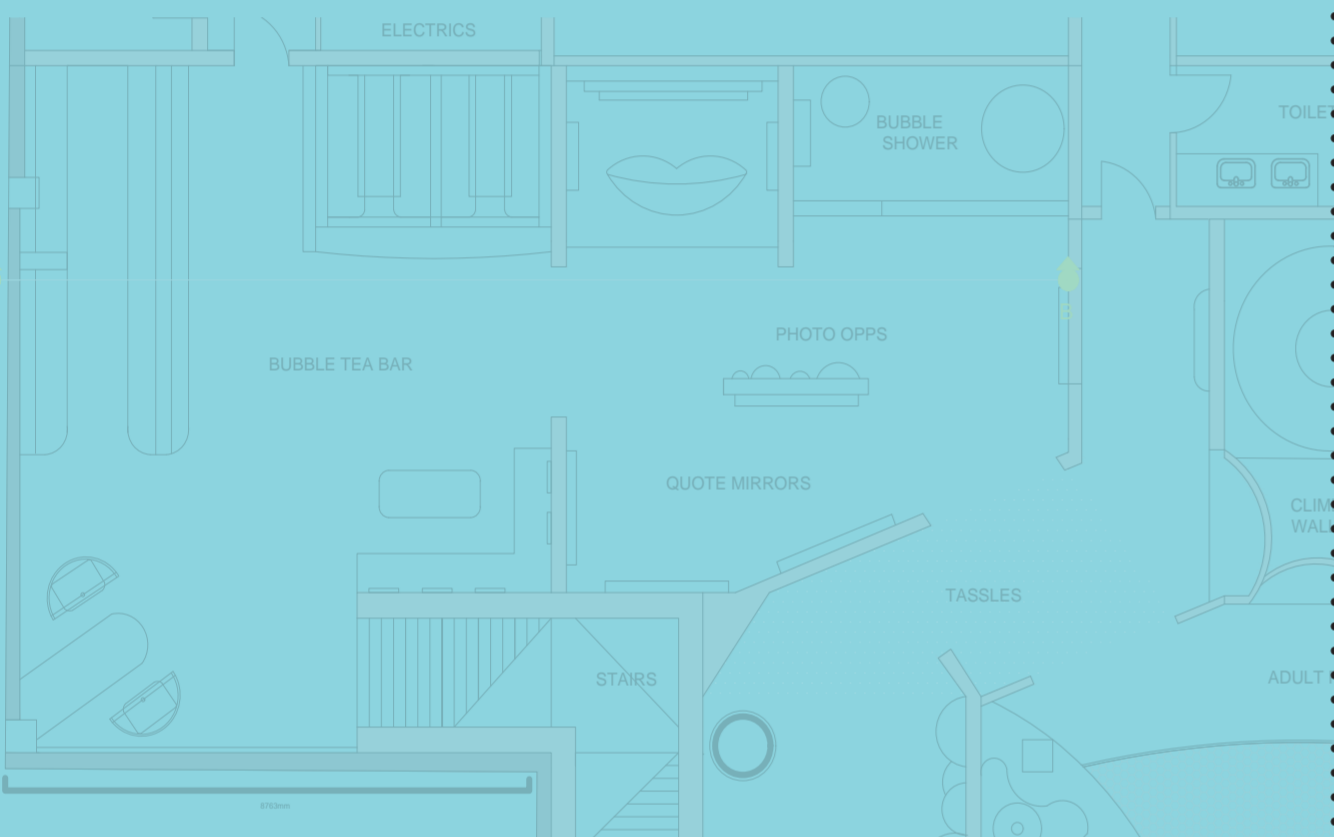


Left: Pink Space Ideation Sketch

The entire theme for the experience is inspired by surreal minimalism, this not only makes it modern but adds to the purpose of the space being an escape to another world. This is then tied in with the nautical inspiration.



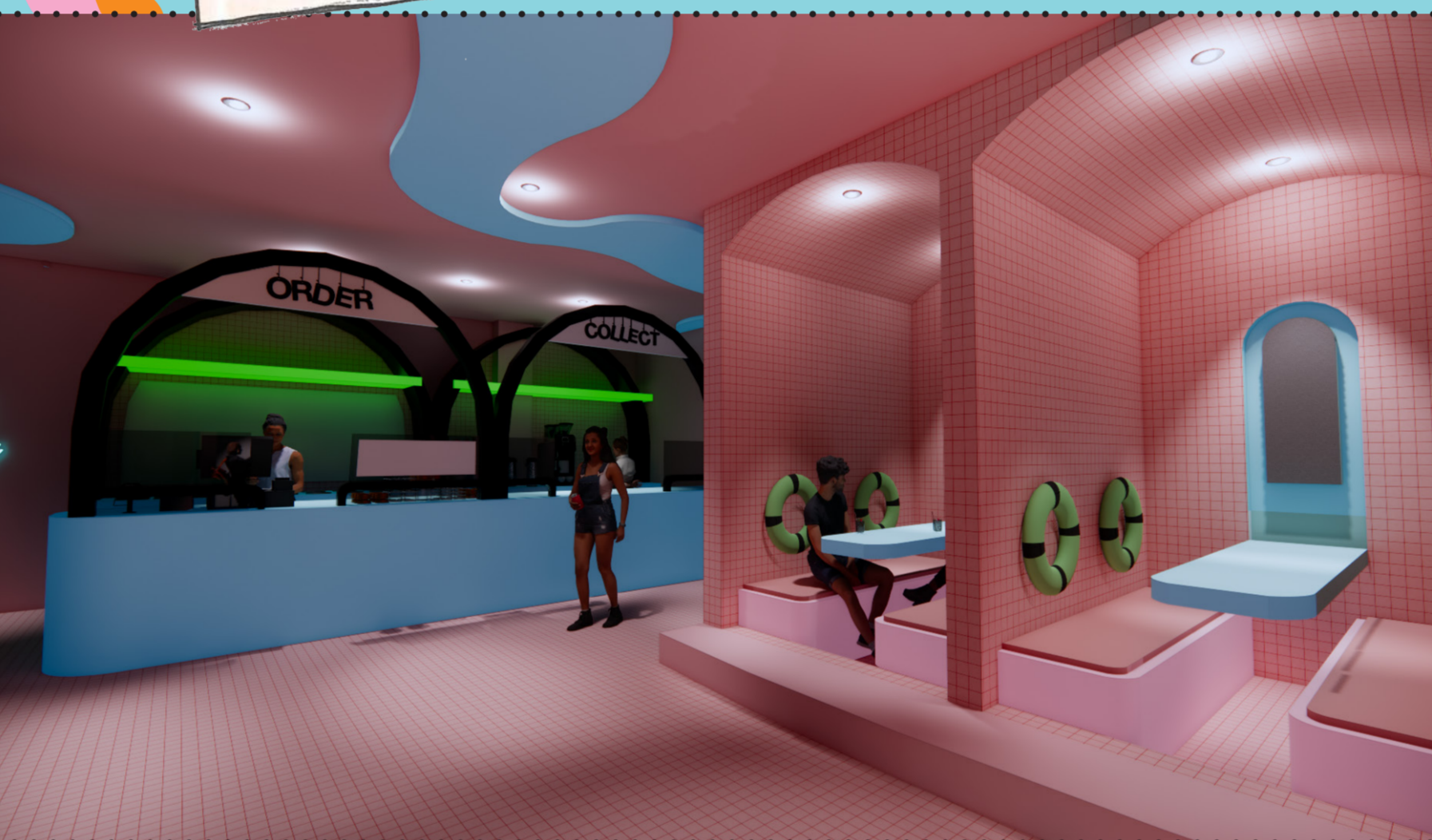
Above: Upstairs Ideation Sketch



Alternative seating makes for multiple photo opportunities as well as changes of experience every visit.



Above: Bubble Tea Bar Seating Visual



Above: Bubble Tea Bar Visual

Once through the photo opps, the experience moves through to the bubble tea bar. This is also accessible from upstairs for those who have booked onto alternative tickets such as only for the spa or just the bubble tea bar. It acts as a pit stop half way round the experience, and it encourages socialising and relaxing whilst refreshing. The drinks are all healthy, vegan and recyclable.

From the bar guests can access the main stairway to upstairs. This leads up to extra seating, the skin school, a sample bar and consultations. The theming switches to a desert oasis, a take on hydrating your skin and the brands North American routes.

The skin school is an opportunity for people to interact with experts in skincare and dermatologists, in order to learn more about how to look after their skin. When you understand how to look after yourself properly, your more likely to do so, which ultimately leads to feeling better about yourself all round.



Above: Upstairs Corridor



Above: Skin School Visual



Above: Upstairs Seating, Sample Bar & Consultation Space Visual

FINAL EXPERIENCES



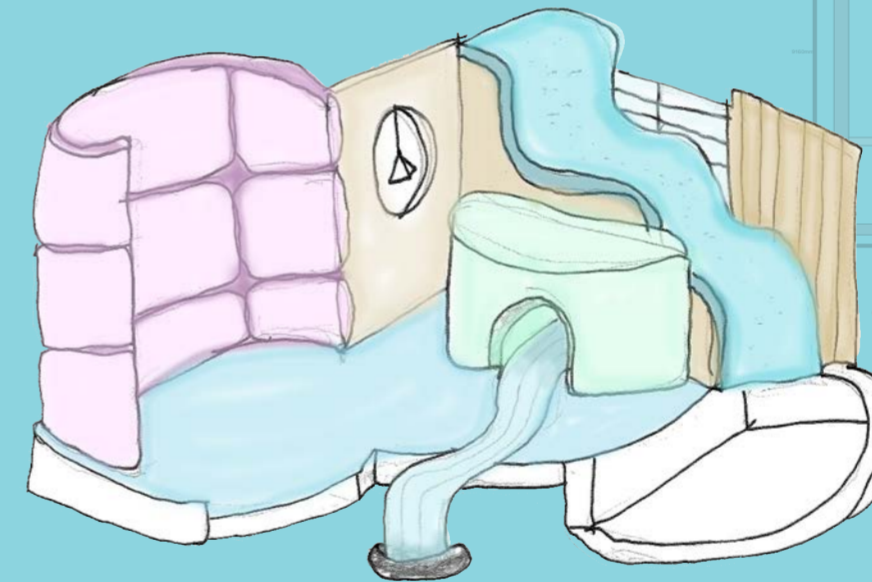
Above: Screenshot from Bubble's website explaining 'What's Inside'

The Skin School leads round to the retail space, lift, make a mark wall and spa. The theming turns blue again mimicking the hydration/oasis from the desert. Here there is also a slide that leads back to the entrance, marking the end of the journey. The stairs and a lift are also available for those that can't or choose not to take the slide. Guests can purchase Bubble's products here and pay at the check out before leaving or check in to the spa (pre booking only) where there are lockers provided.

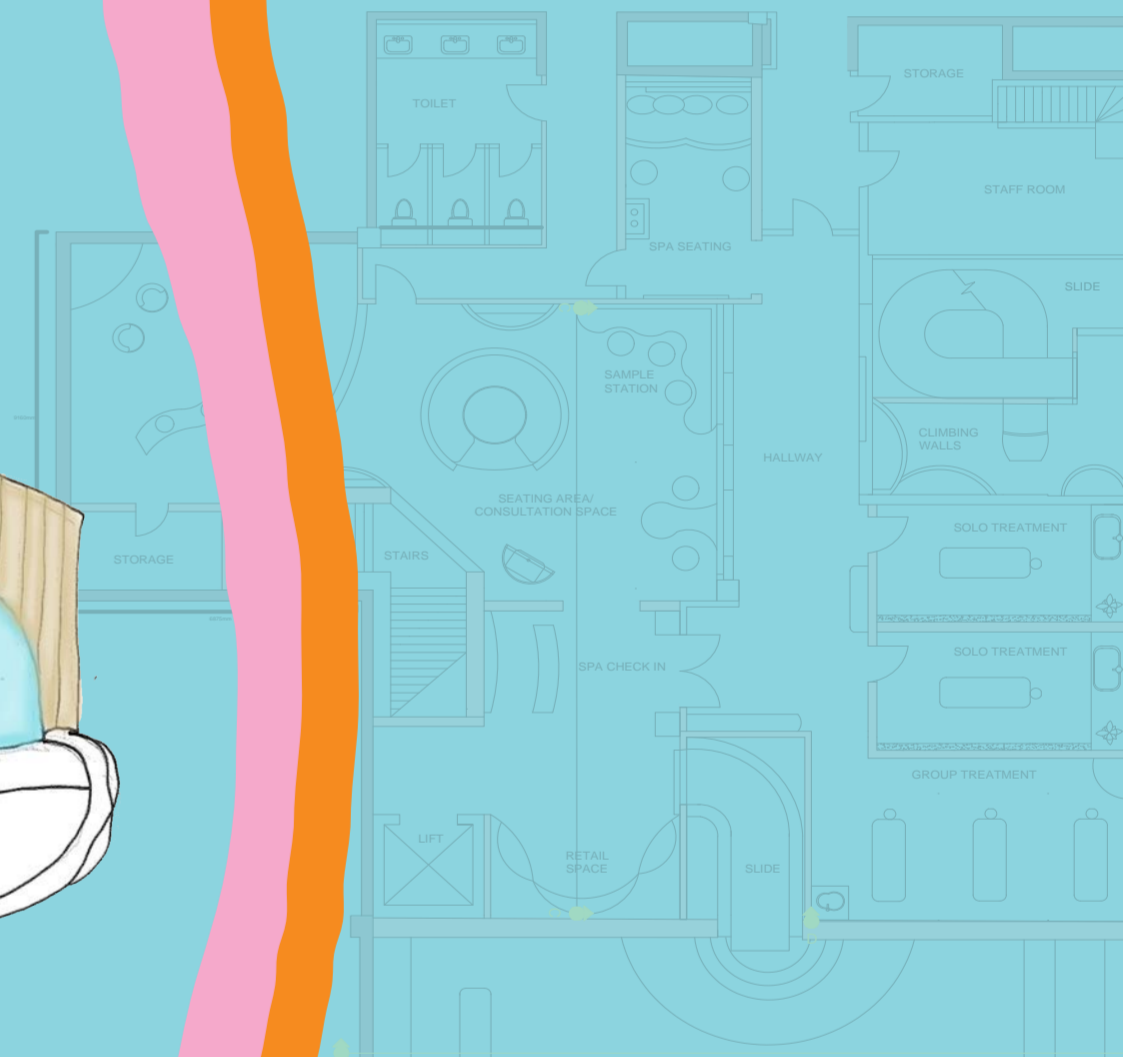
The make a mark wall is opposite the lift entrance, an interactive feature where guests are encouraged to write their names onto the wall, creating a feature of the traditional guest book.



Moving down to the Refresh Room, guests can stop, sit and rehydrate before leaving, or before a treatment. A water fountain is supplied in this area as well as ambient lighting along theming inspired by traditional zen garden sand patterns.



Above: Spa Ideation Sketch



For guests with full experience tickets or spa only tickets the check out for the retail space acts also as a check in with the door to the spa opposite. The colour palette switches to shades of green once inside, a nod to sustainability and being eco-friendly, a message strongly supported by Bubble. Green is often connected to feelings of calm, relaxation and freshness, and so makes sense for a spa based environment.

All products used within the spa are Bubble's own where possible.



Above: Retail Space Visual

Below: Spa Ideation Sketch



The Spa has a feature hallway connecting the group treatment and individual treatment rooms as well as a Refresh Room. It is an inclusive space designed to suit everybody, as everybody deserves to feel pampered, looked after and fresh, potentially something a lot of people don't get outside of the experience. A group treatment room means people can go with friends or family, creating a more social experience. However, some would prefer to go to spa's alone or at least have their treatments be more private, which is where the two individual rooms come into play.

Guests leave the spa the way they entered, leaving via the lift, stairs or the main exit - the slide back to the entrance.



Above: Group Treatment Room Visual



Above: Individual Treatment Room Visual



Above: Spa Refresh Room Visual