

PHASE 43

ADVOCATING FOR A FUTURE THAT RECOGNIZES THE YOUTHS POWER

THERE ARE CURRENTLY 42 YOUTH RIGHTS WELCOME TO PHASE 43 ; PROTECTING THE FUTURE OF THE YOUTH



THE PROBLEM

The youth population represents a significant percentage of the total population; however, their representation in politics remains minimal. This lack of youth representation in politics is concerning, as it affects their future and the decision-making process of the country. Without the inclusion of the youth's voices in the political system, decisions may not be made in their best interest, ultimately hindering their development and growth. The youth has unique and creative perspectives that are crucial to the development and well-being of society.

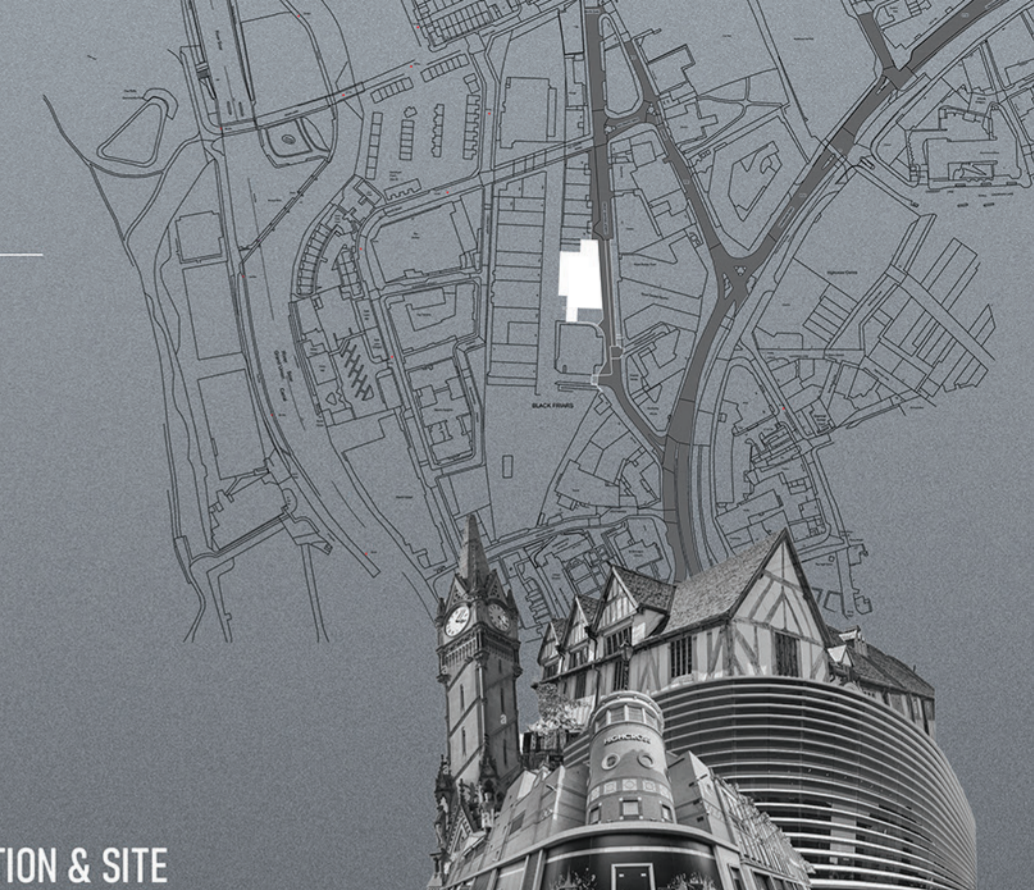
For political systems to be representative, all parts of society must be included. With the youth currently being underrepresented and disengaged from political processes, Opportunities to engage in governance and participate in political and decision-making processes depend largely on the political, socioeconomic, and cultural contexts where social norms result in multiple forms of discrimination against the youth. To make a difference in the longer term, it is essential that young people are engaged in formal political processes and have a say in formulating today's tomorrows. Learning to embrace a creative perspectives Phase 43's concept aims to open doors for decision making spaces for the youth whilst strengthening youth parties and exhibiting them in a positive light.

THE CONCEPT

In collaboration with vans off the wall, phase 43's concept extracts vans core values and proposes the idea of using the brands ethos to tackle the relationship between youth and politics, Vans core values compromise connectedness, determination, inclusivity, expression and passion. The brand prides in building constructive relationships, being resourceful and vibrant whilst always embracing different perspectives and ideas. This unique and creative approach to politics has the ability to increase young people's participation in political arenas and help make youth voices heard.

URBAN LOCATION & SITE

The location for phase 43s concept was key for the scheme and target demographic. Phase 43 is located in Leicester's great central station a recently renovated mixed use scheme occupying a prime City centre location including a conversion of the former Great Central Railway Station. The concepts urban target audience required a site that was pedestrianised with easy access routes and transport links as well as central to leicester to attract the urban audience ages 15-25.



Only 1.65% of parliamentarians around the world are in their 20's

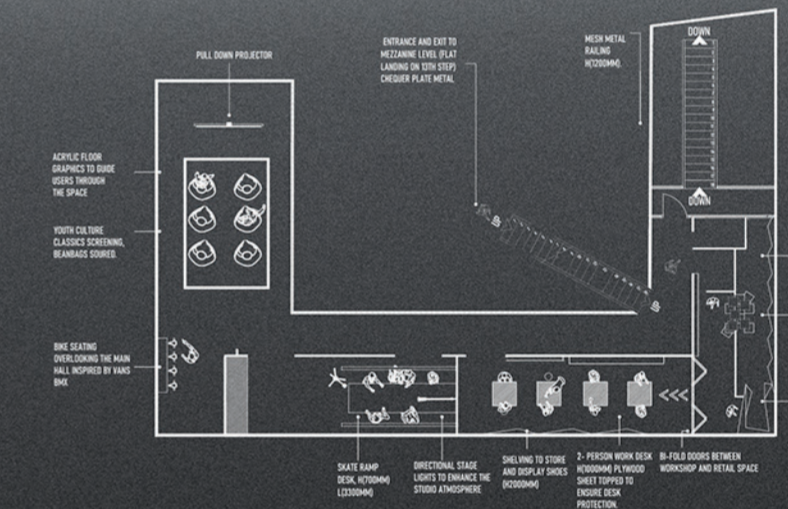


SECTION A-A

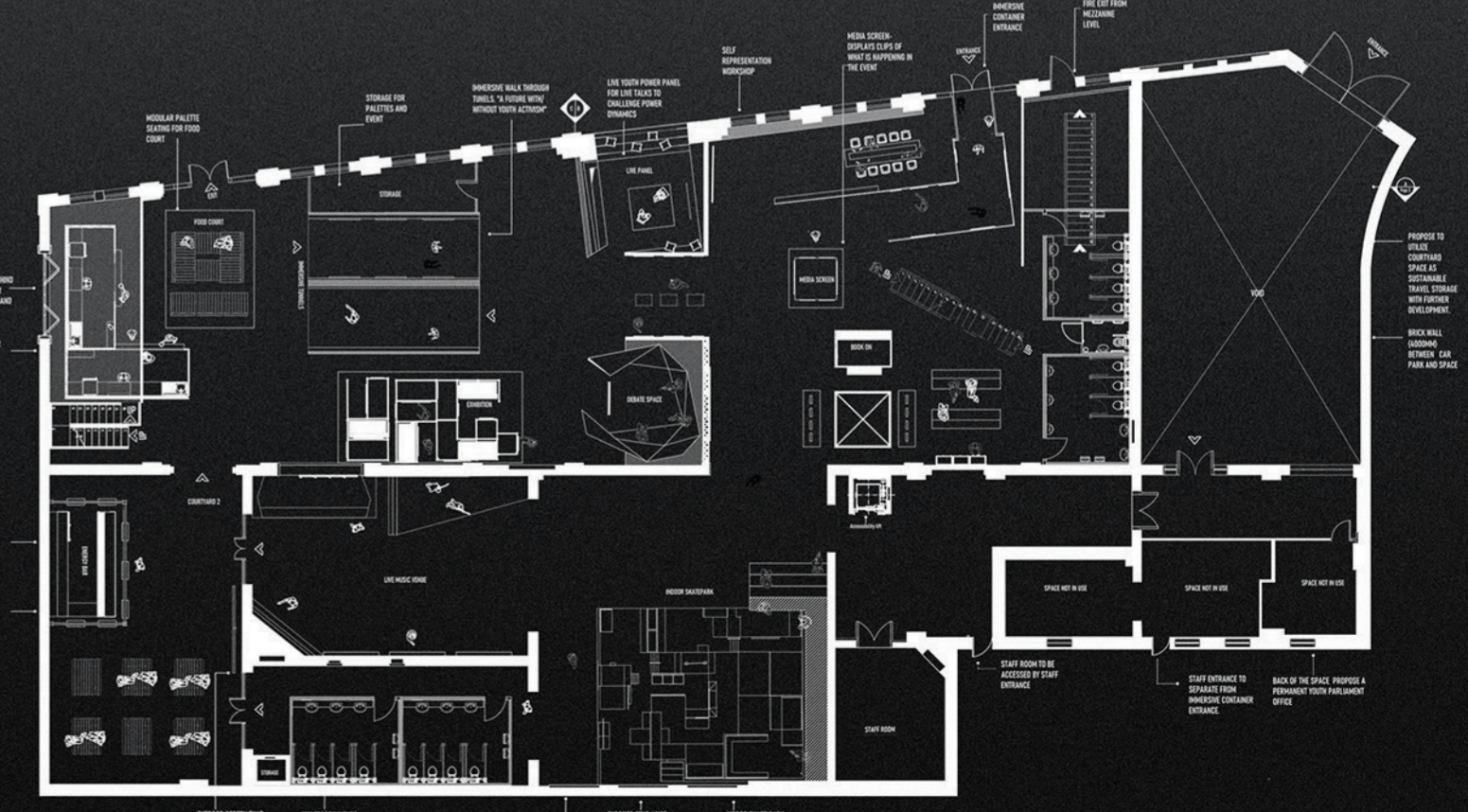
Phase 43's youthful demographic and central city location meant that an urban style was adapted inside the space to reflect this; concrete, bricks and scaffolding structures were used to frame the space and respond to the building's natural architecture and glossy finishes were applied to contrast the gritty textures. The existing building being a former railway station meant that the building carried a natural industrial quirk in both material and shape. The design plays with the natural height changes and angles that the architecture provides; creating a dynamic, exploratory environment. Geometric shapes become a theme throughout the space responding to the roof and angles; The space takes design hints from vans core values and ethos to help create an authentic and memorable experience for the users in order to reinforce the brand's message.

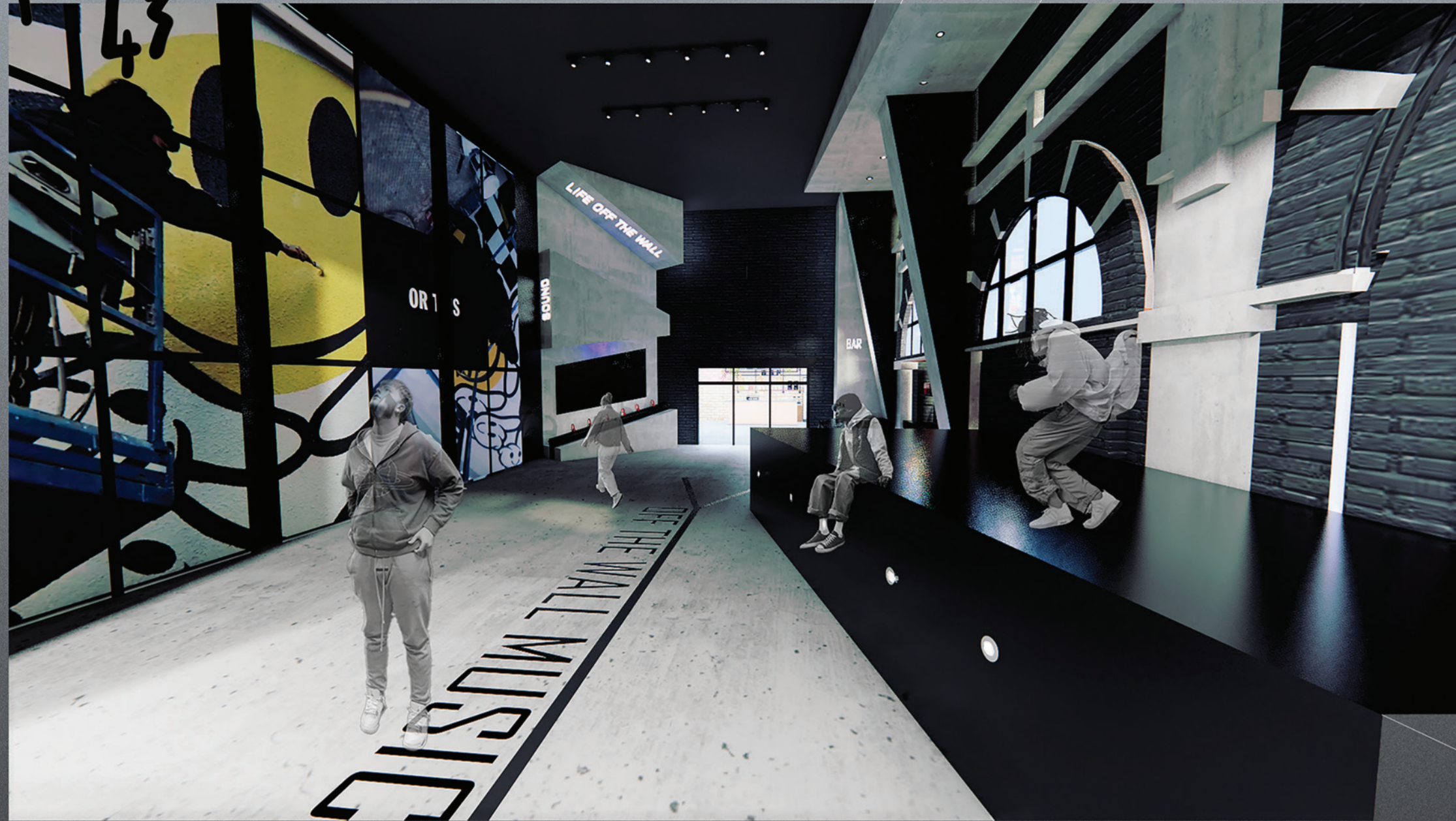


SECTION B-B



SECTION C-C

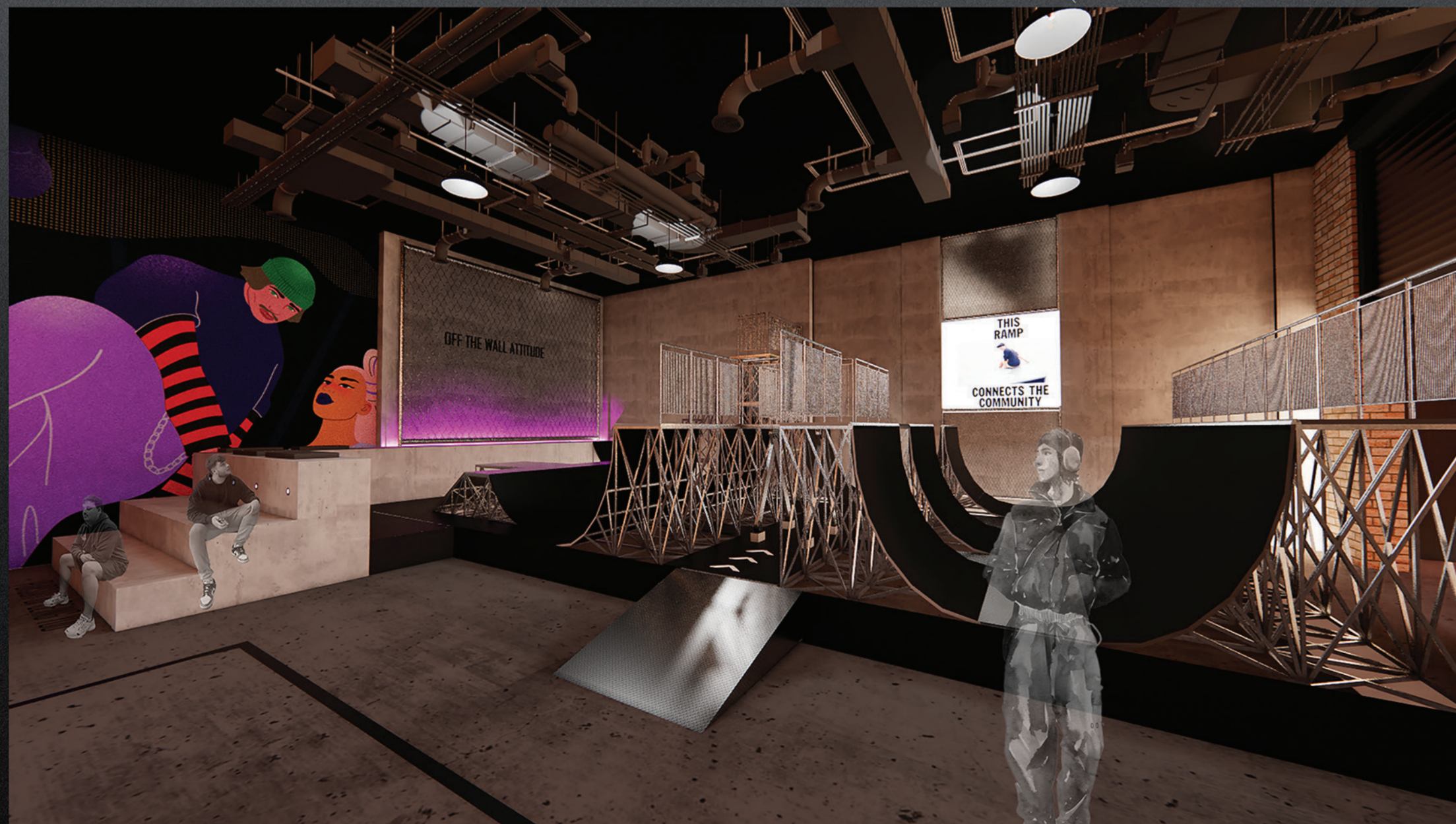




The music expression room encourages creativity in every form, users may explore themselves through art, live talks, dance, music and creativity, space additionally may be used as a venue for live venues.



The power in youth exhibition constructed from scaffolding responding to the buildings change in height explores the representation of youth creativity and challenges what is seen to be youth rebellion.



The indoor skate park uses exposed ramps and tiered seating to mimic the urban environment and act as a youth hangout spot, encouraging fluidity.

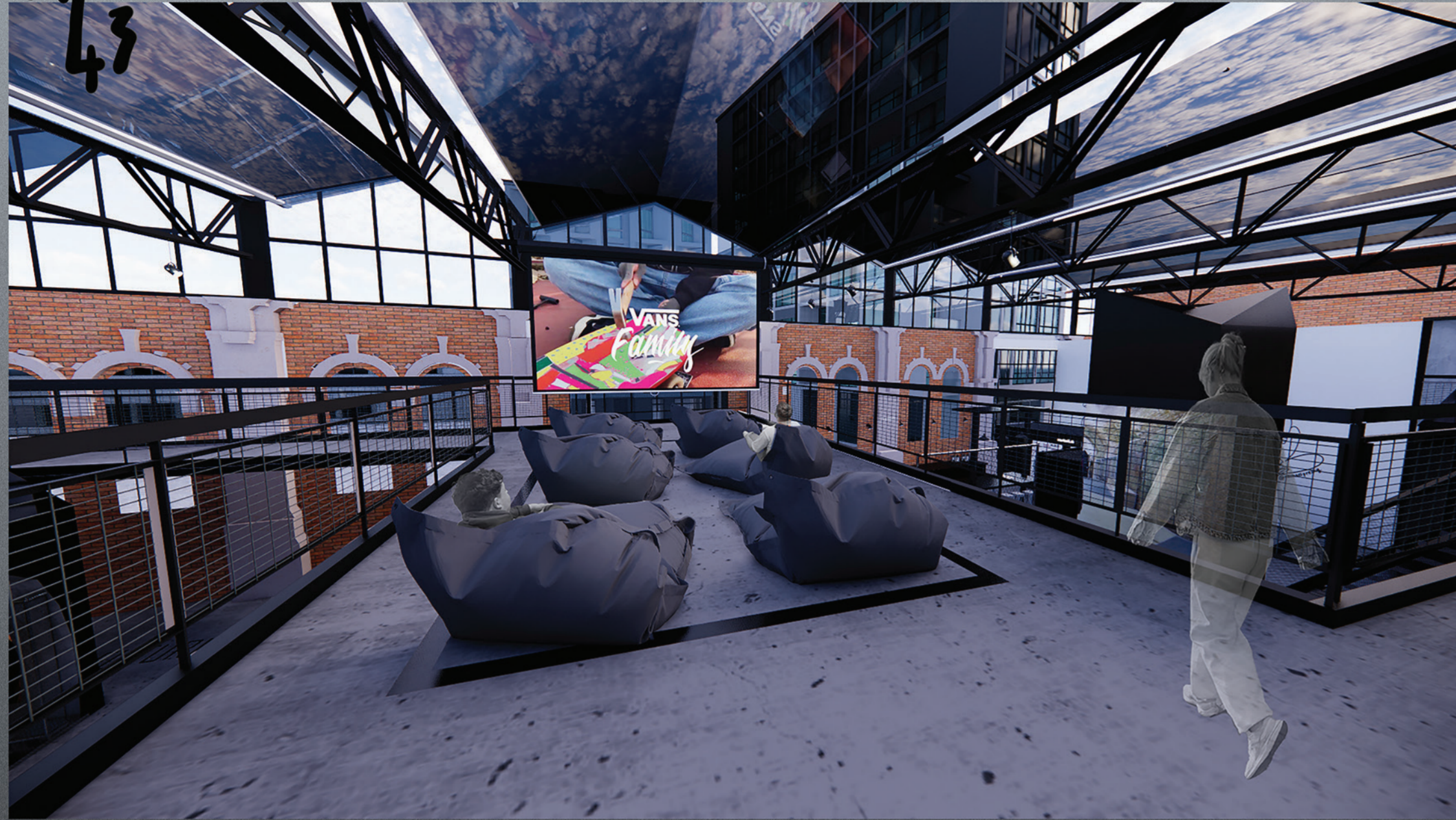


House of commons debate space encourages a friendly way of debate by challenging the usual oppositional way of seating in house of parliaments. Also explores the idea of different ways of seating aiming to mimic usual outdoor conversation spots for the youth.

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YOUTH CLASSICS SCREENING, BONDED EMPOWERING EXPERIENCE

43'S FACILITIES



Exploring the power of vans brand creating an environment that feels appealing for the youth to spend time in, Phase 43's facilities played with the idea of drawing people in using the power and attitude of vans off the wall, in order for the youth to have a desire to spend time here there needed to be a blend of activity with the political, The mezzanine floor offers personalization workshops, a group podcast space and a retail element, the collaboration of self-expression, the brand and politics seems seamless, the spaces merge and were designed to do so, by infusing an off the wall style.



RETAIL SPACE



BUILDING THE YOUTH FOR THE FUTURE VS BUILDING THE FUTURE AGAINST THE YOUTH TUNEL: IMMERSIVE EDUCATIONAL EXPERIENCE



43 NETWORKS : GROUP PODCAST TO BE UPLOADED ONTO THE PHASE 43 APP AND STREAMED.



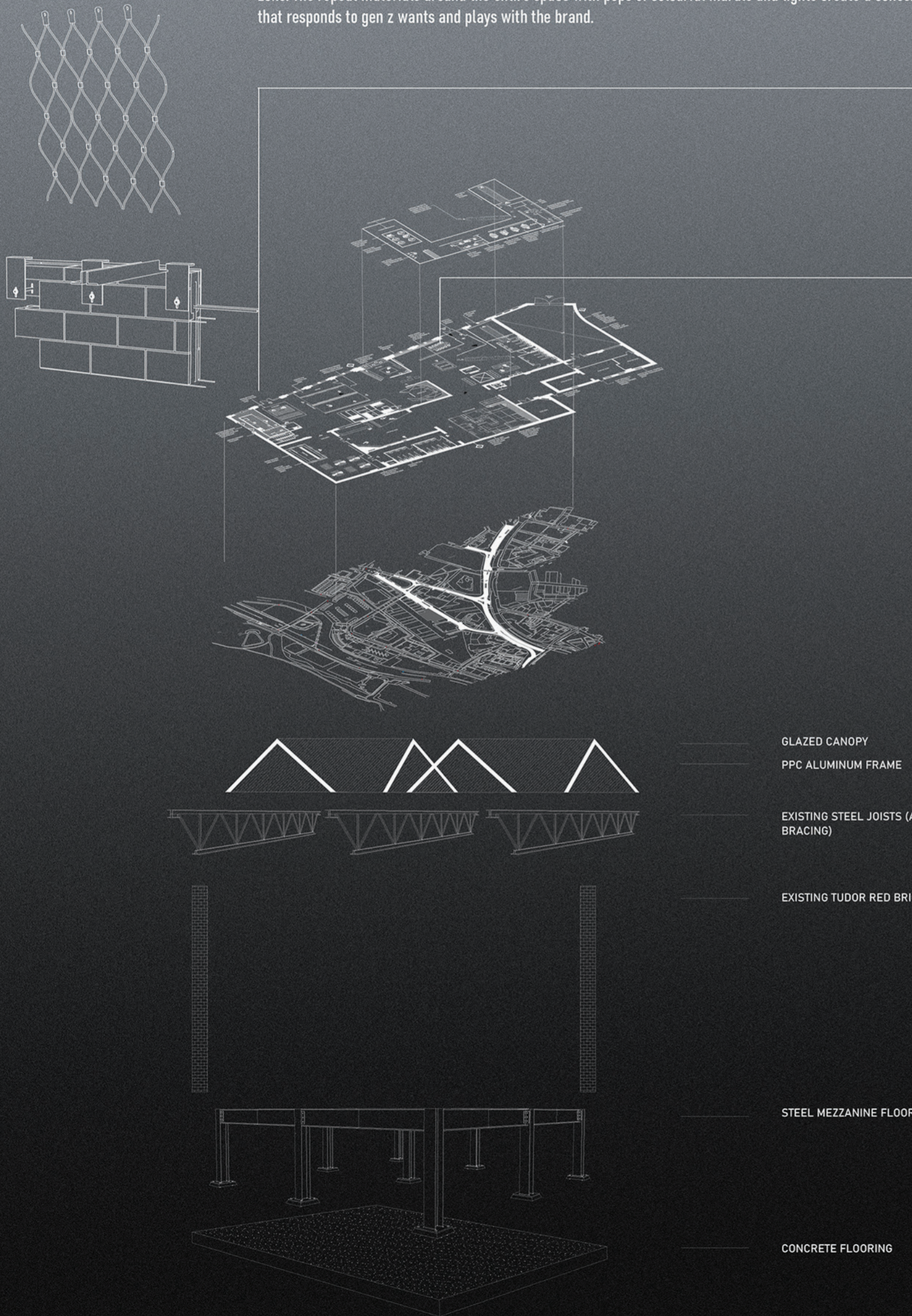
'EST 1966 WORKSHOP' ENCOURAGES THE USERS TO ADOPT THE OFF THE WALL ATTITUDE OF CREATIVE SELF-EXPRESSION WHEN PERSONALISING THEIR SHOES.

PHASE 43

Due to the site and existing building phase 43's interior worked with industrial, urban materials this tied in with the brands outdoor and high activity persona as well as worked well when considering where a lot of Leicester's youth hangout and they way they interact with the urban environment around them, as the space intended to feel like a natural exploratory environment different heights/ way of seating were explored to ensure that conversations would feel natural and not forced.

Multiple ways of zoning the space were explored so that the journey could be personalised to what the users wanted, in order to suit the youth demographic a fluid approach was taken, using chain link diamond metal to break up the spaces while still working with the existing architecture.

Materials were also heavily considered when wanting to mimic the urban style and still tie in with vans branding whilst appealing to the youth at the same time, the existing structure was made entirely of Tudor red bricks, these were worked around with the majority of the building responding to the brick with more gritty textures, glossy blacks and led lights were added to still give an element of new as well as often using glossy floor graphics and chequer plate metal on the floor to zone. The repeat materials around the entire space with pops of colourful murals and lights create a cohesive environment that responds to gen z wants and plays with the brand.



43'S MATERIAL CONSIDERATION AND PROCESS



WORKING WITH THE EXISTING STRUCTURE