

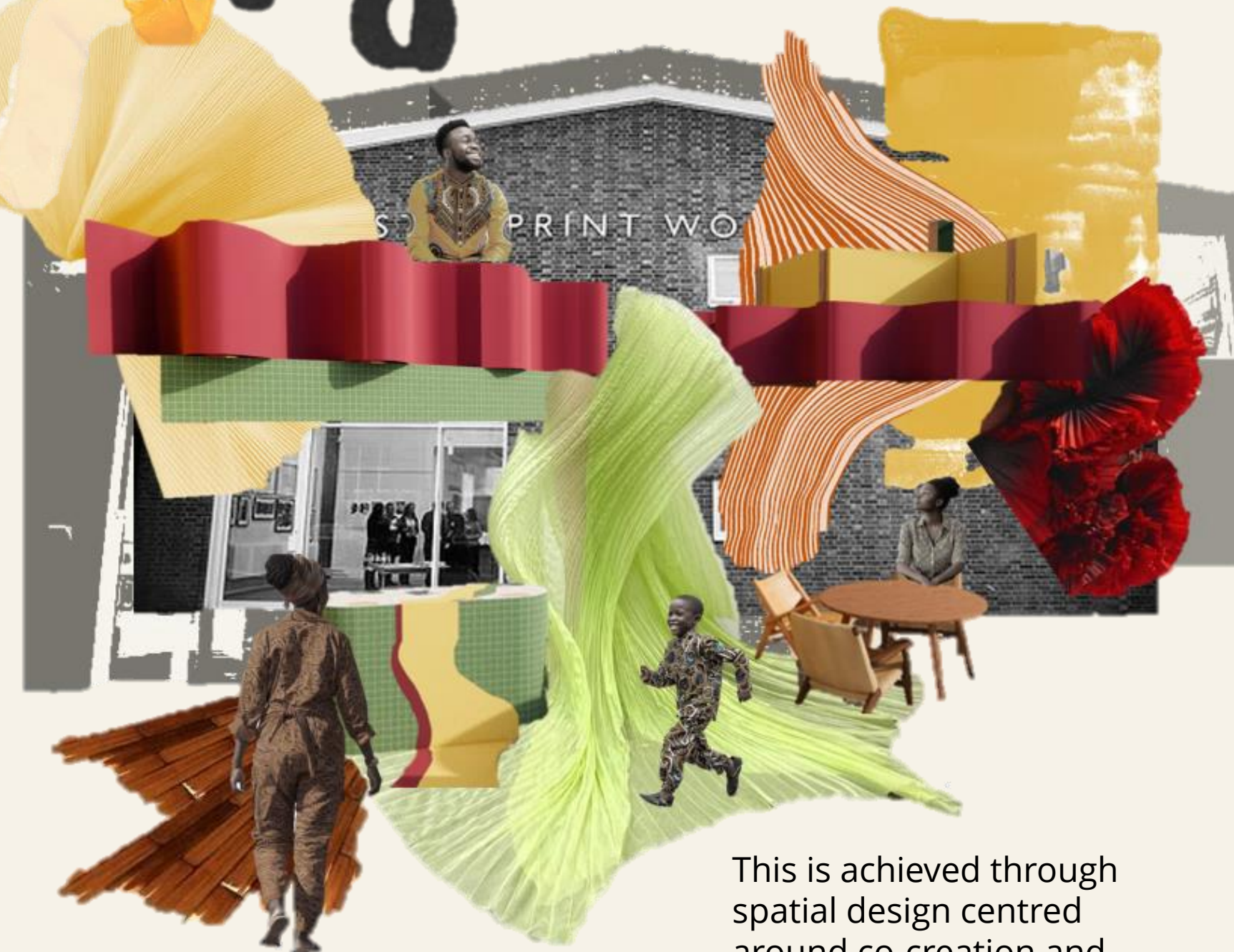
target audience  
the black creative

# the strand

## DIVERSIFYING DESIGN, ONE STRAND AT A TIME

Lack of belonging leading to unfair treatment is a prevalent issue in the Interior Design workforce faced by ethnic minorities. Statistics show that **Black and Black African people** are one of the most affected by this, discouraging many from joining, staying or progressing in the industry.

Therefore, The Strand is a creative workspace inspired by contemporary Africa seeking to **empower** Black and African people alongside other ethnic minorities to advance in Interior Design through **community, collaboration, celebration and support.**



This is achieved through spatial design centred around co-creation and wellbeing, social/networking opportunities and 1-2-1 support services.

The space facilities are a **coworking, events and gallery space, meeting rooms, balcony** and a **restaurant**. There is also an outdoor canopy where Black/ethnic businesses sell their products during warmer months, all of which are also open to ethnic/non minorities.

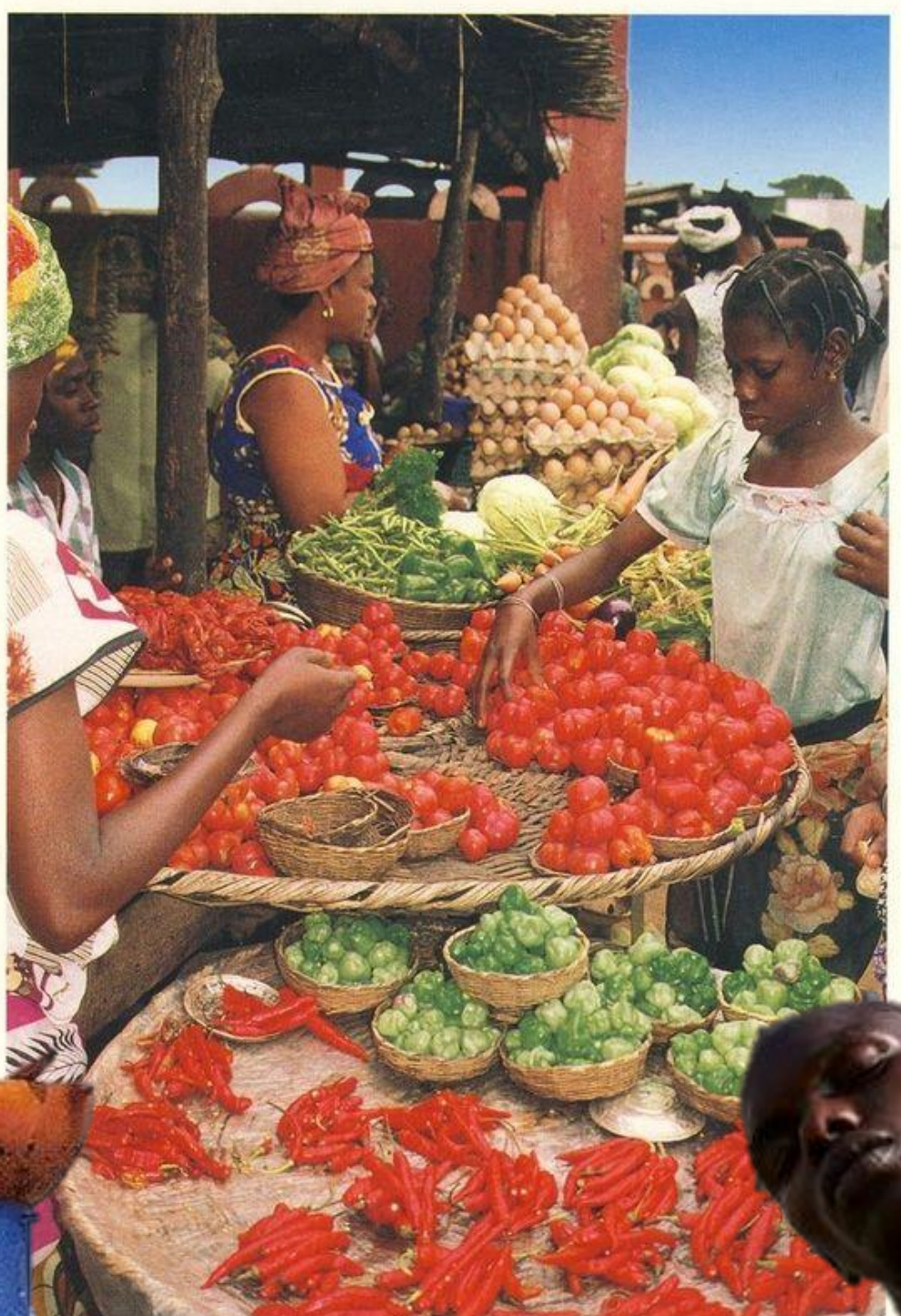
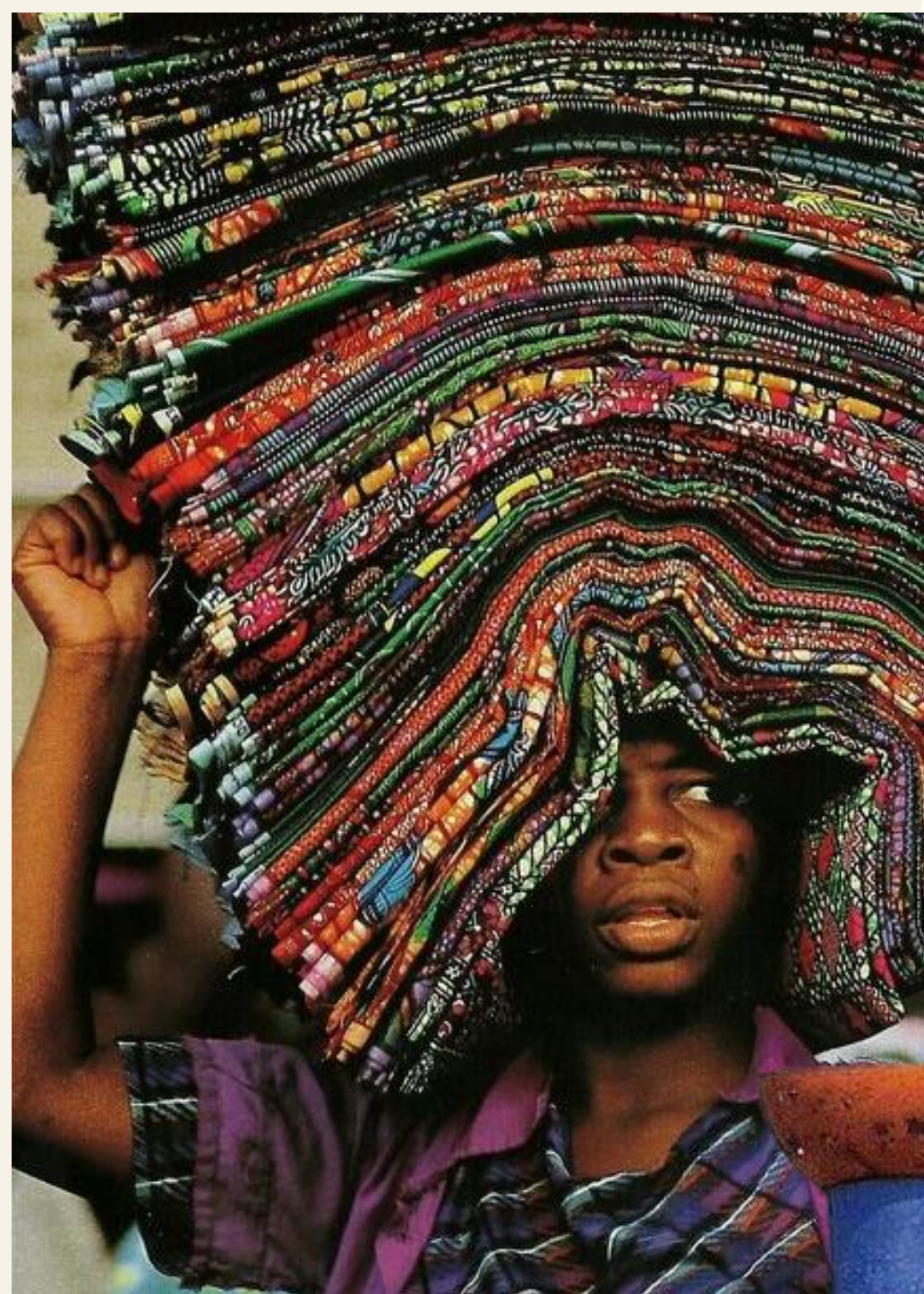
The Strand's target audience is the **Black Creative**, aged 18-35, **'OUR FRIENDS'**, which are other ethnic minorities that could benefit from the space and **'OUR ALLIES'**, non ethnic minorities that support the cause.



The Social

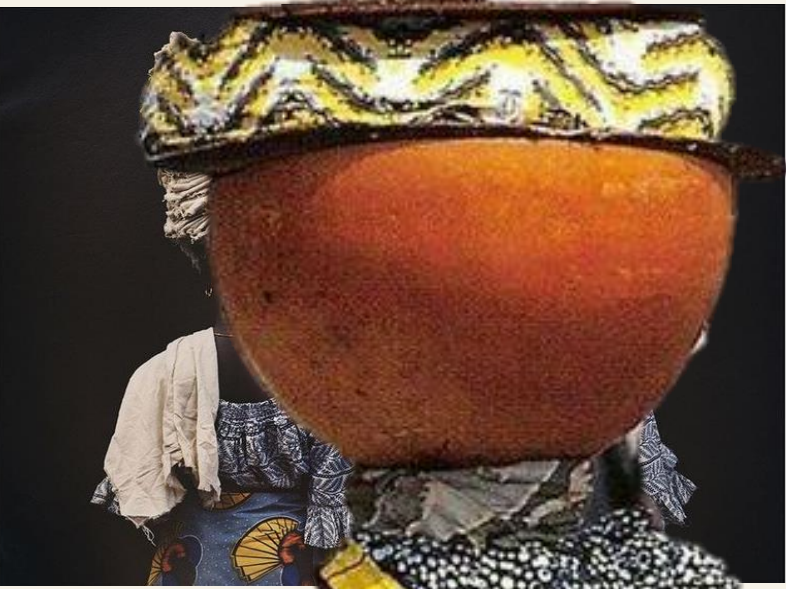
With nods to contemporary Africa's colours, patterns and fabrics, this co- for Black creatives is a sociable atmosphere to promote productive colla





The Strand is an intentional take on contemporary Africa, but pays homage to traditional Africa in its workmanship, materiality, colour palette and construction. It is a space where **'old meets new'**, and the two worlds of ancient and current coincide.

The reflection of African heritage in the space serves as **a reminder of cultural roots** and identity.



**Old  
meets  
New**

...e, design wasn't a very  
...ive space that celebrated  
...erent cultures and it wasn't  
...clusive for people of colour.  
...was quite an elitist thing.' [...]  
...There are so many voices and  
...any stories still to be heard  
...esign. I think once the design  
...dustry, not only in London  
...und the world can celebr  
...ple of colour and celebr  
...gners from different  
...grounds, allow them into  
...dustry and allow them  
...eir stories, you will see  
...change in design'  
- Yinka Ilori

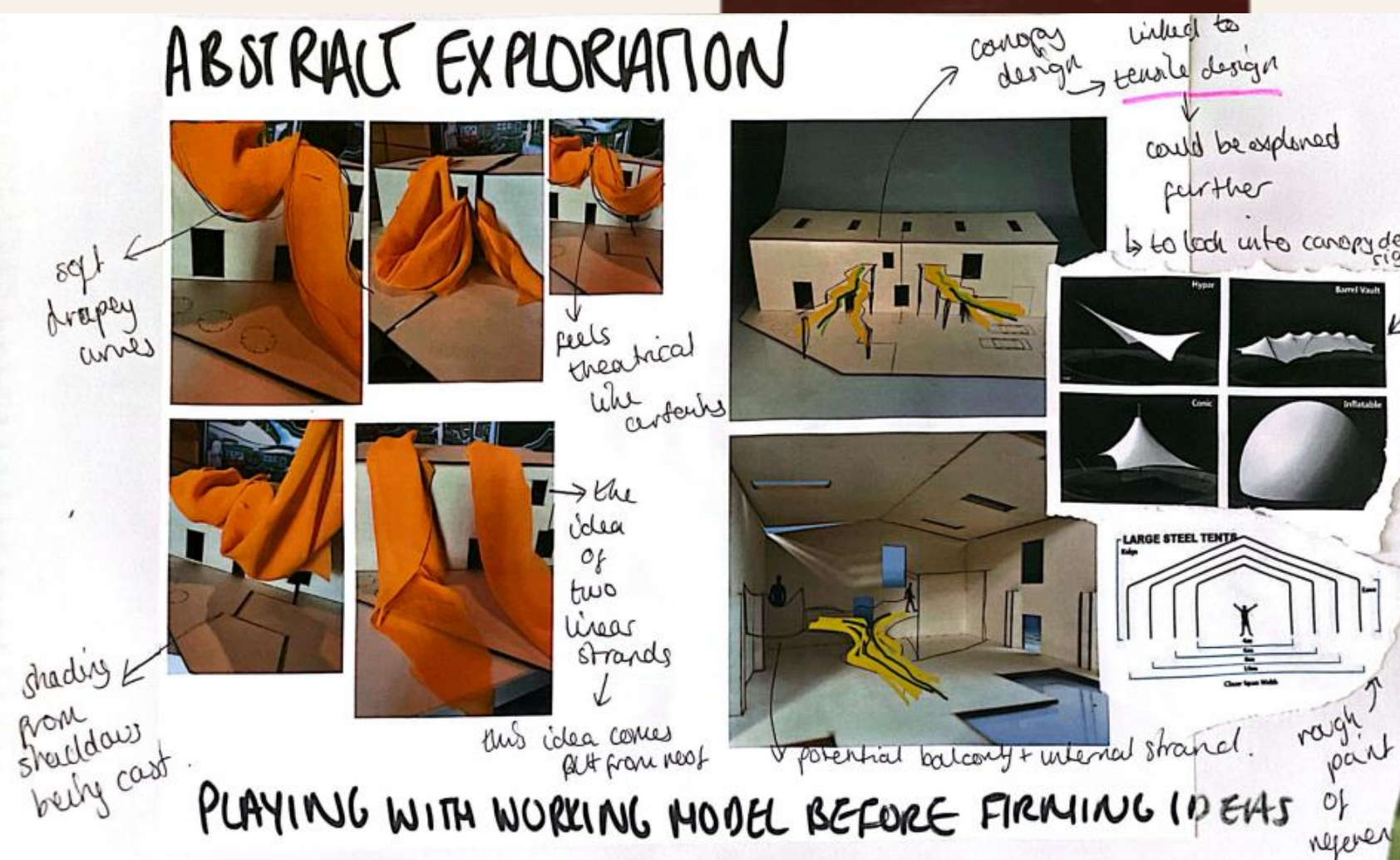
\* CALM SPACES REFER TO QUIETER ZONES THAT ARE RELAXED, INTIMATE AND HAVE PRIVATE FACILITIES. THIS INCLUDES THE MEETING ROOMS, QUIET COWORKING SPACE AND THE GUEST SPEAKER ROOMS.



## CONCEPT DESIGN



## ABSTRACT EXPLORATION



The concept model 'AYO', meaning **joy in the Yoruba language of Nigeria**, uses a strand of fabric to express ending racial biases in Interior Design. This message is reflected throughout the project. Breaking boundaries of racial bias is narrated through the twists and curves pushing through the building's facade. The inside-outside connection with elements intertwining expresses collaboration and teamwork.

Intricate yarn caveated by loose seam edges reflect the different spaces in the building - some careful and quiet while others loose and free. Red and yellow are prominent colours throughout the model that largely connote joy and happiness in African culture. All of which were experimented with 3D modelling before creation.



mama's  
A taste of Africa is the offering of this vibrant restaurant. Guests can explore contemporary Afro-fusion food with sharing concepts from across Africa and worldwide.

3D Sections and a visual of Afro-fusion restaurant 'Mamas', inspired by togetherness and sharing concepts across Africa and worldwide.



- S**tart By Acknowledging The Issue
- t**ake Your Responsibility
- r**ecognise Ethnic Talent
- a**mplify Their Voices
- n**urture Those Relationships
- d**iversify Your Team

'We look at what is happening around the world with Black Lives Matter, a lot of industries have been called out for their lack of diversity especially at the top, which is where the change starts. It is a slow transition and it isn't going to happen overnight. People are always scared of change and what change can bring, but for me, I love change and I'm always excited for change.'

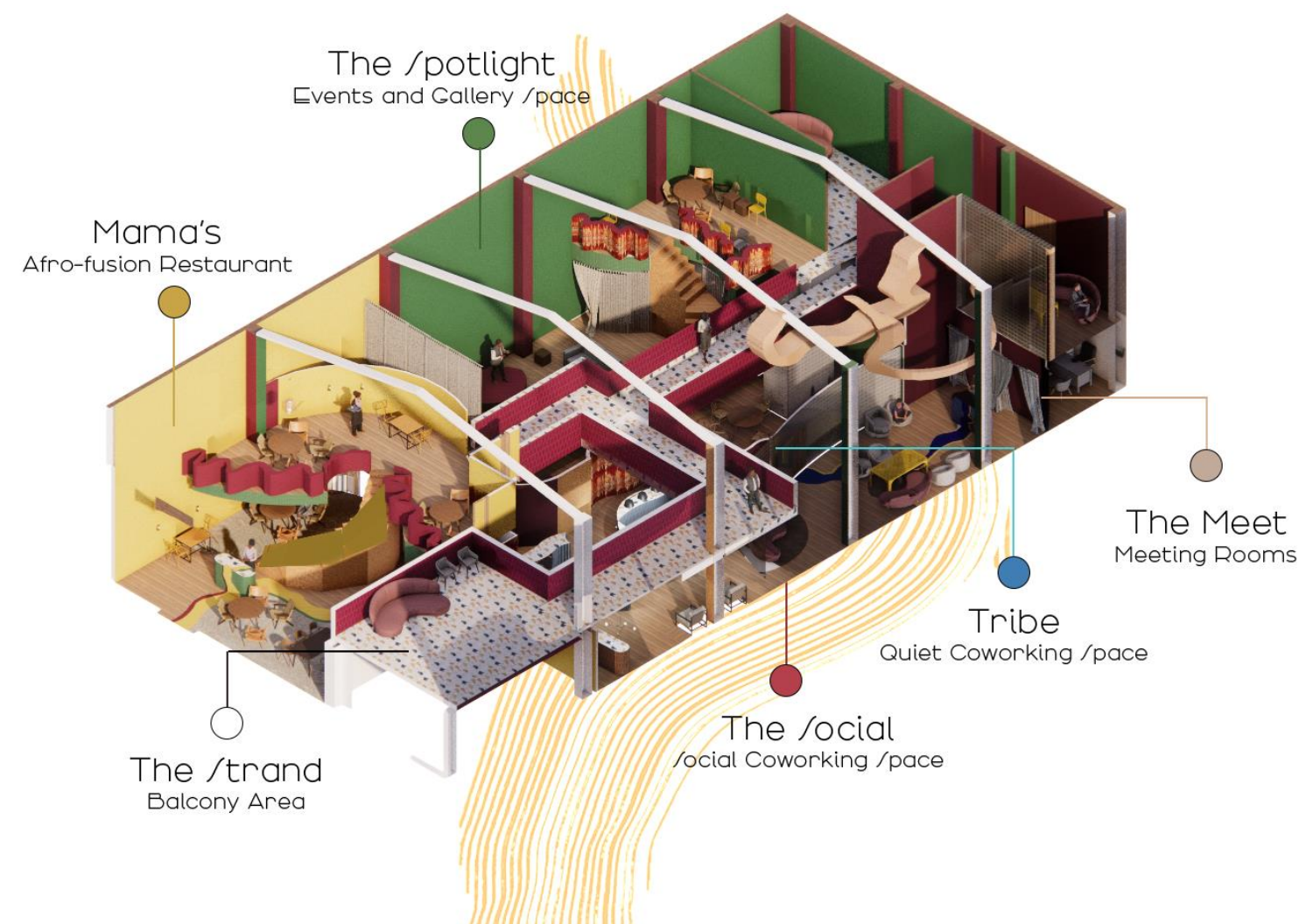
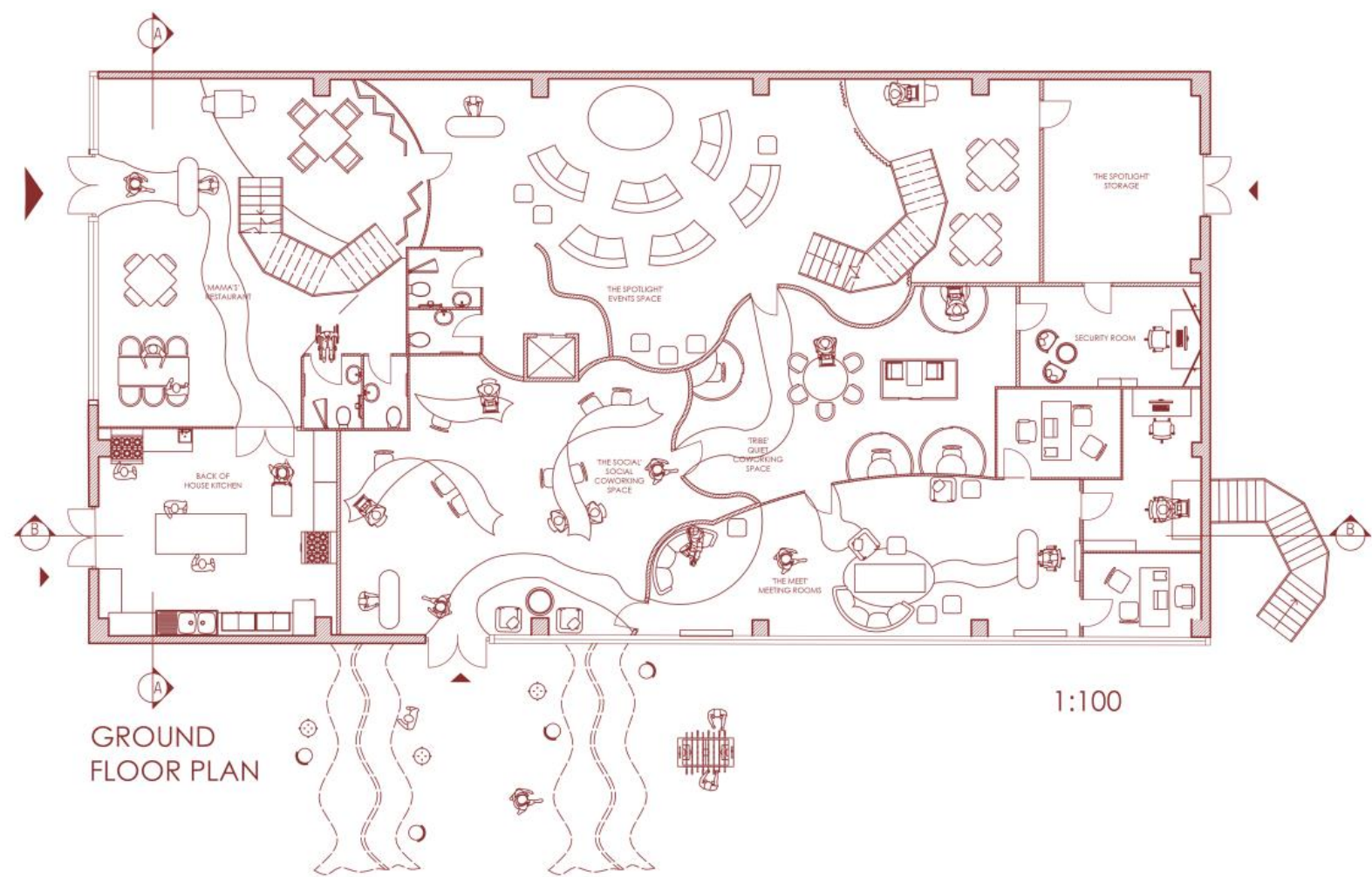
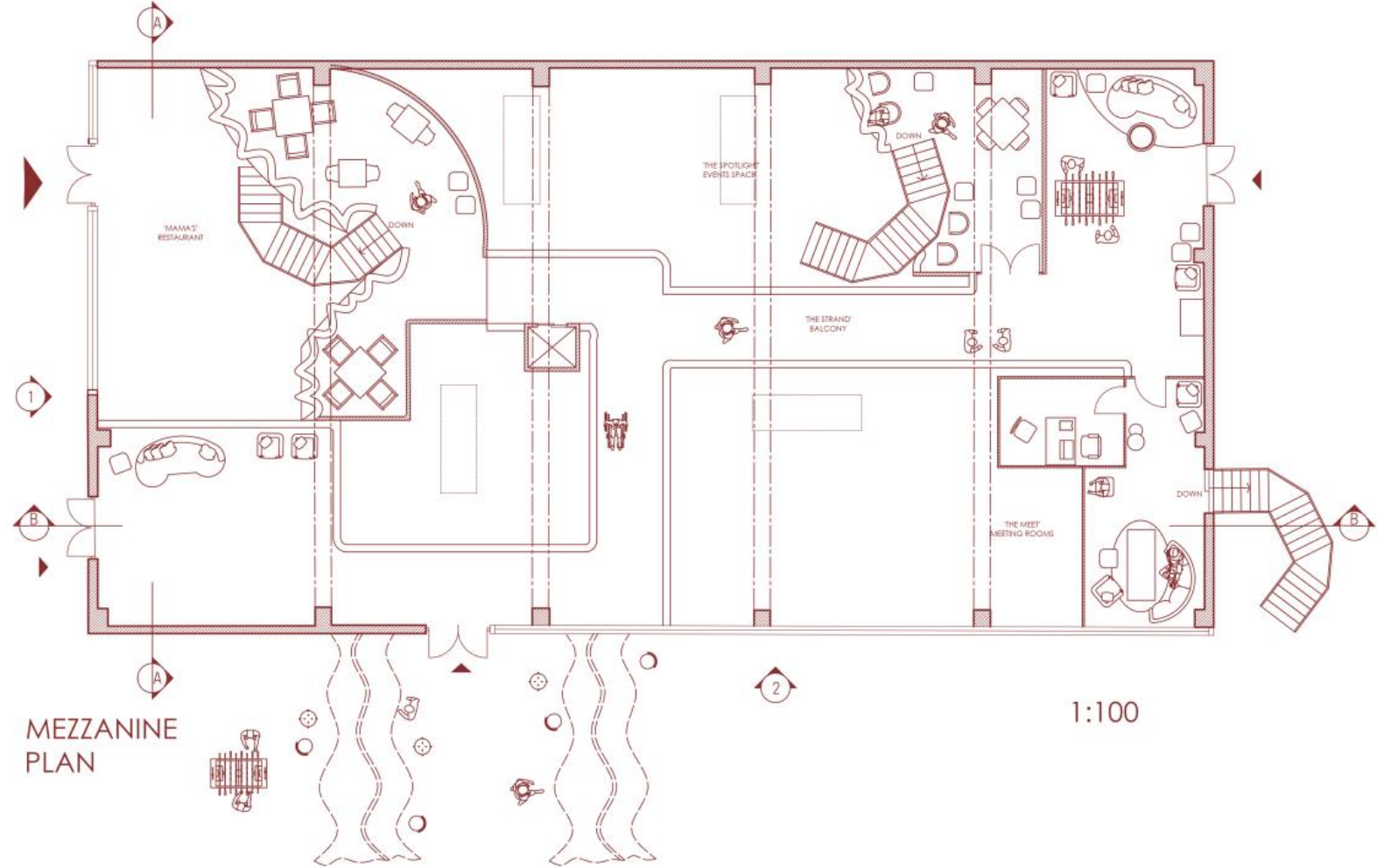
- Yinka Ilori

Diversifying Design, One Strand At A Time  
6 practical ways we can all contribute to a more diverse design industry.





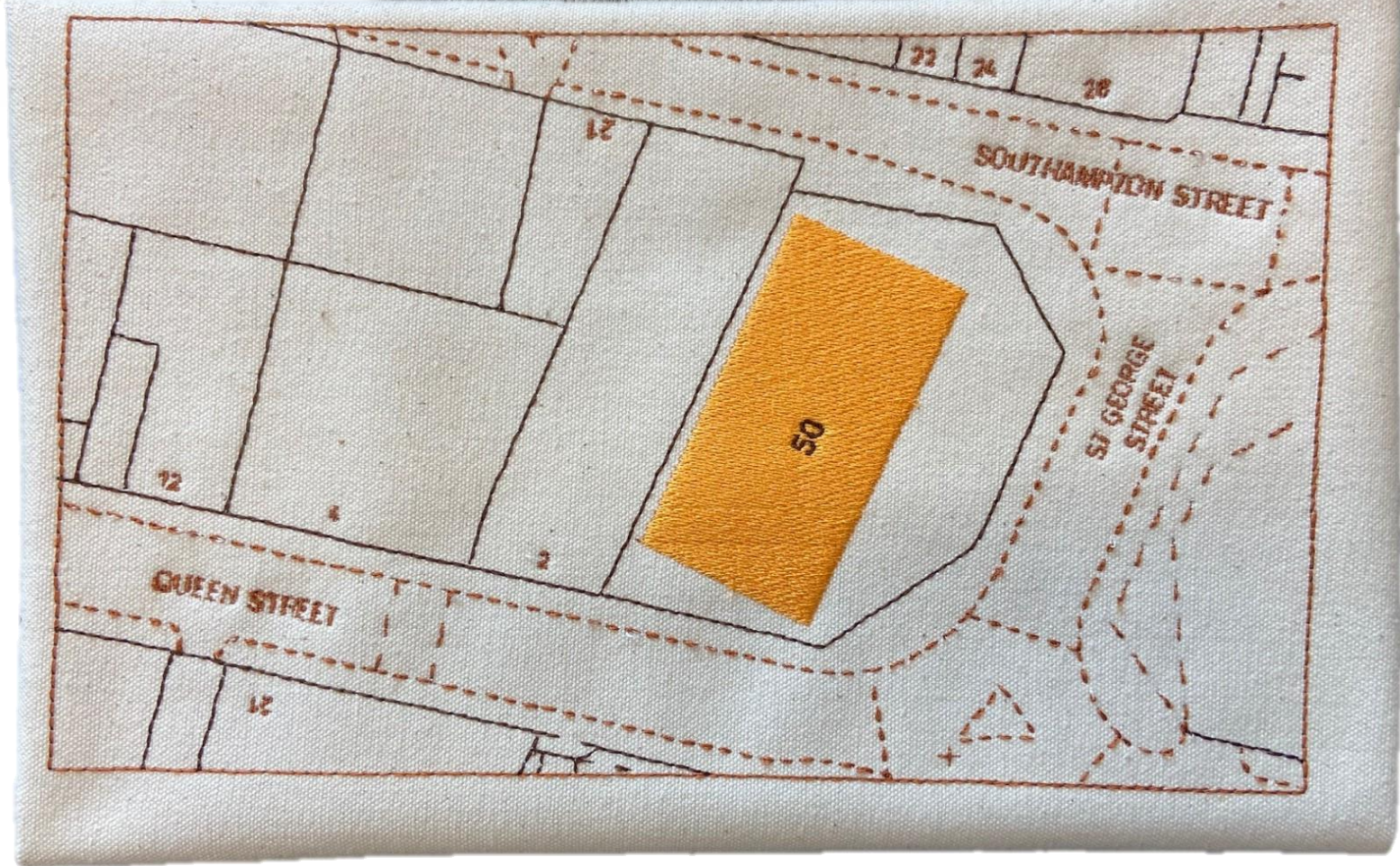
GENERAL ARRANGEMENT PLANS & SITE DETAILS



PROJECT LOCATION:

**50 ST GEORGE'S STREET, LEICESTER**

Accessing the site is convenient, being a 6-minute drive from St Margaret's bus station and a 14-minute walk from the same location. It is only an 11-minute distance to walk from Leicester City Centre (The Clocktower) and a 7-minute walk from the Leicester Railway Station, so it is located near popular hotspots all in a walkable distance without requiring extensive effort to locate. Where necessary, there are consistent bus routes nearby and parking units a few minutes away (Queen's Street) and also opposite to the building to accommodate different modes of transport. The building itself currently offers five car parking spaces,



one disabled parking space and 10 bike spaces which are under full surveillance for safety.

Adjacent to the building is a community owned gallery and studio space. Their presence indicates opportunities to collaborate, especially with The Strand offering similar services, and creative industries thriving on collaboration.