



View of the open Exhibition Space at night

View of the open Exhibition Space during the day



**ROLLS-ROYCE**  
BRAND EXPERIENCE CENTRE

The Bonded Warehouse, a Grade II listed building in Derby's Friar Gate Goods Yard, is set for a transformative intervention to address its neglect. The vision is to repurpose it into the Rolls-Royce Brand Experience Centre, a space that intertwines the site's historical industrial significance with Rolls-Royce's legacy of innovation and luxury.

The Centre will feature a rooftop restaurant, interactive exhibits, immersive installations, a private Rolls-Royce experience, and cutting-edge technology like virtual reality and projection mapping to engage and immerse visitors. It tells the story of Rolls-Royce's meticulous craftsmanship and pursuit of perfection, establishing emotional connections with the brand.

The project aims to attract tourists, create jobs, and serve as a hub for education and innovation, contributing to Derby's economic growth and community pride. The Rolls-Royce Brand Experience Centre represents a paradigm shift in heritage preservation and community development, redefining the Bonded Warehouse's role in a modern, forward-thinking city.



Front Entrance

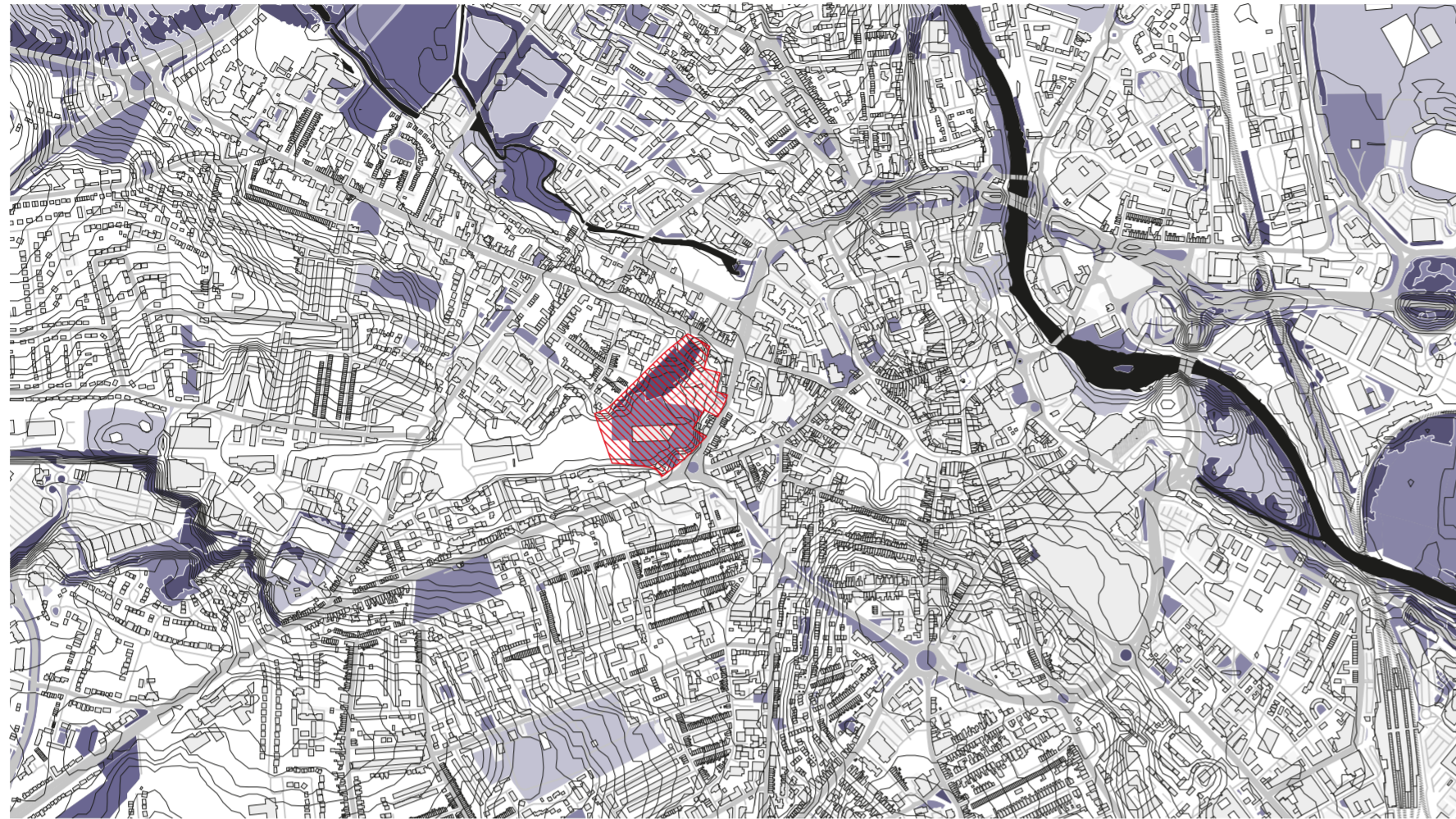


Entrance Retail Space

# Site & Surrounding Context

Legend:

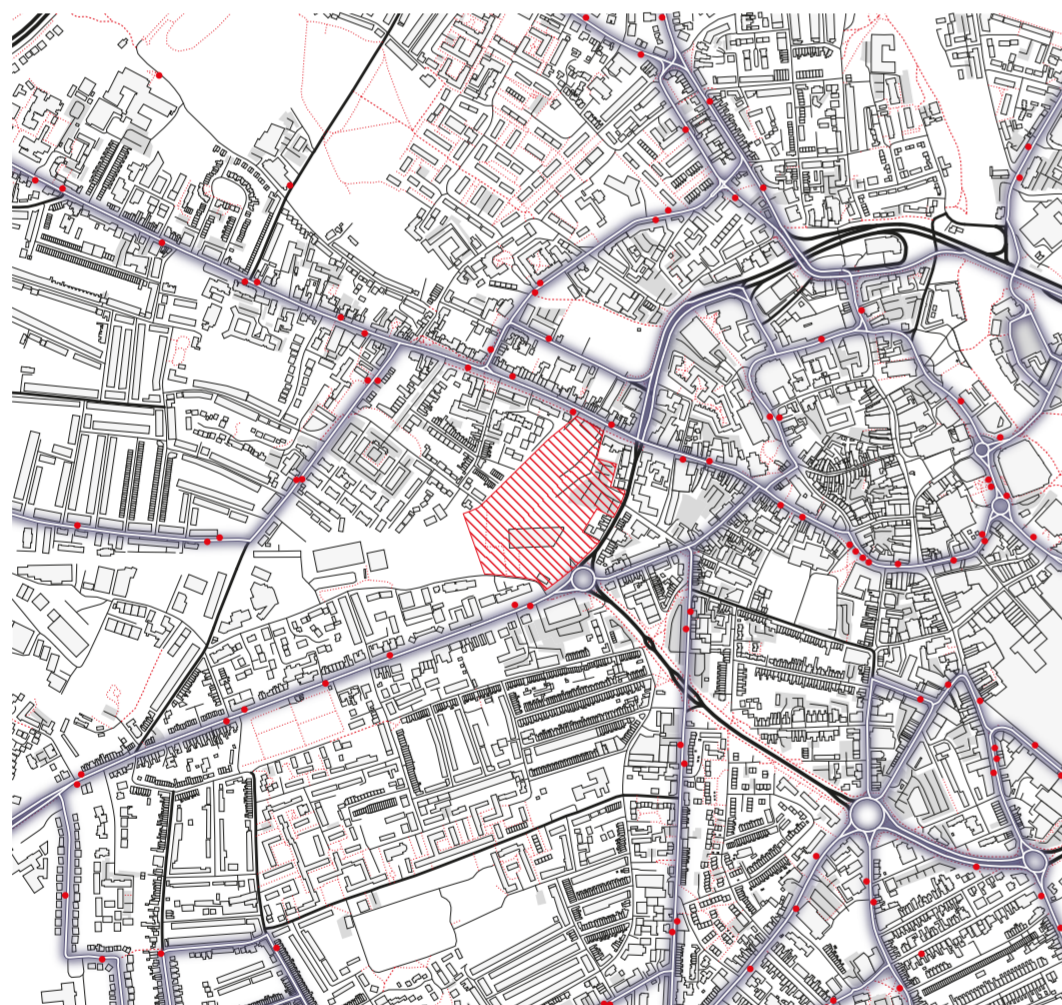
- Public Parks
- Gras
- Gardens
- Forest
- Bodies of water
- Public courts
- Golf course
- Buildings
- Site
- Roads
- Tracks
- Contour (Topography)



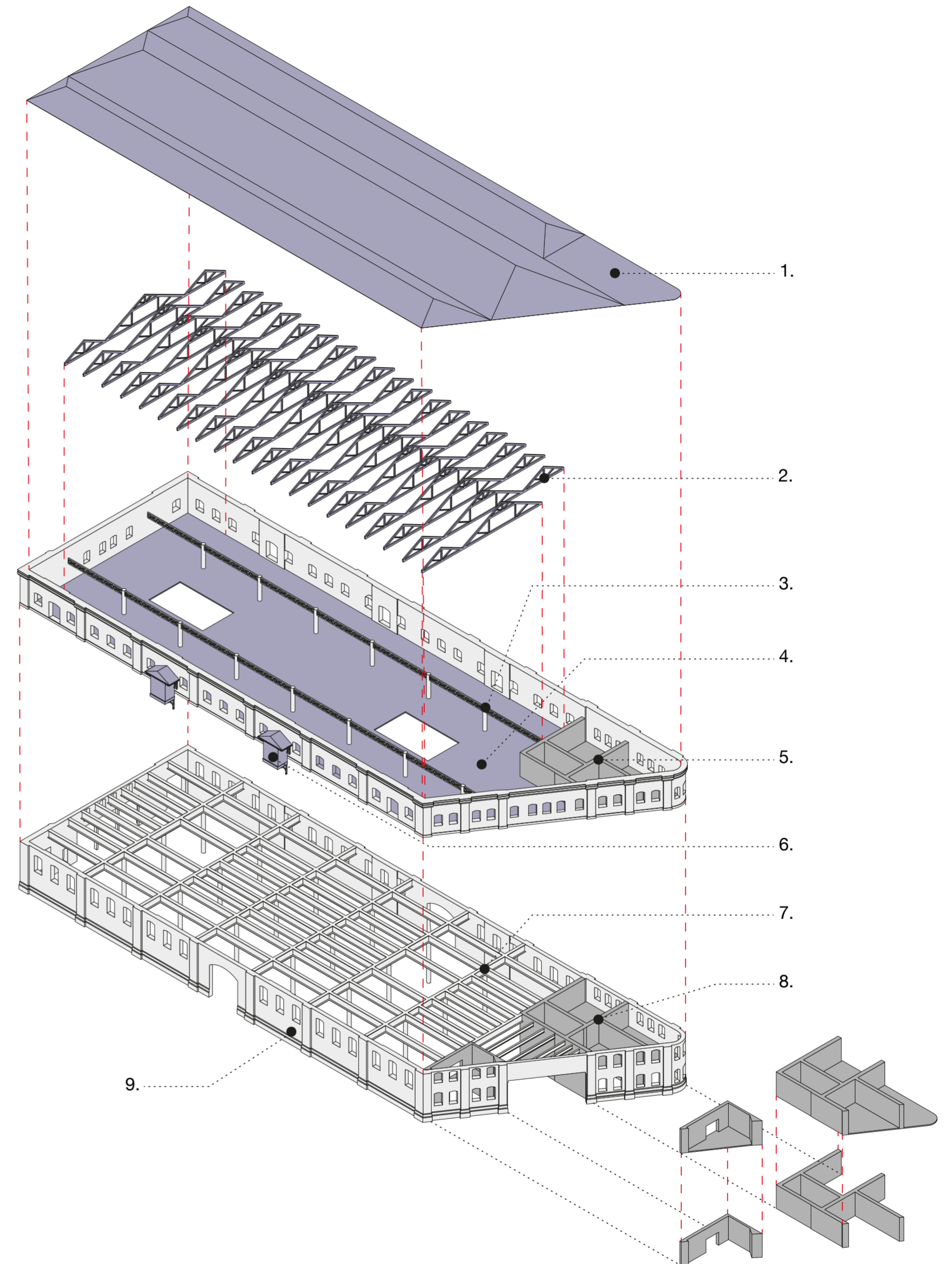
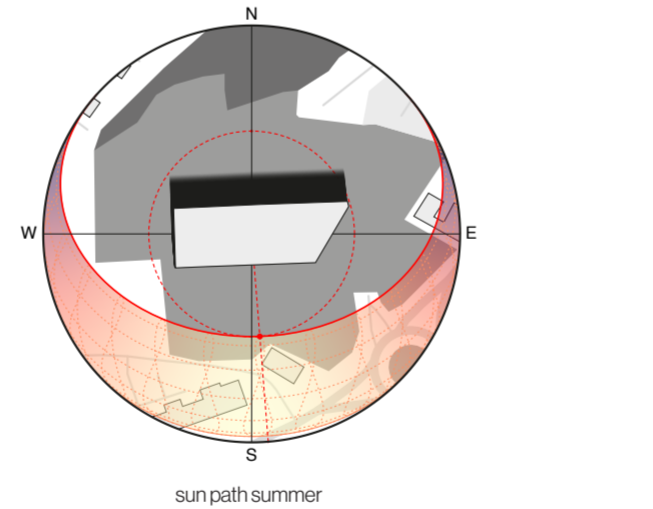
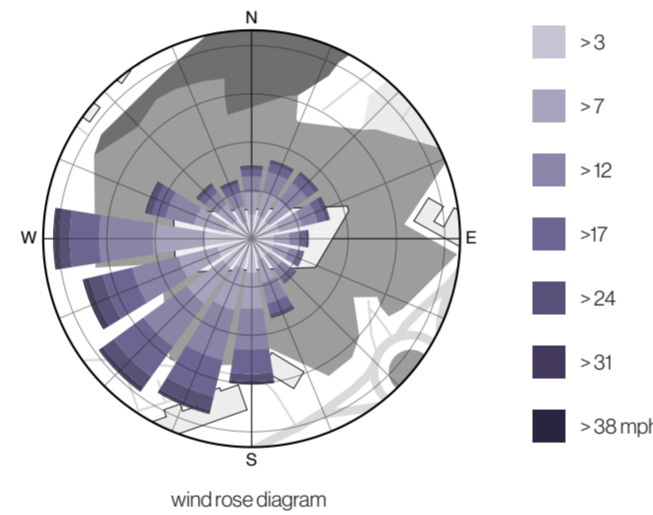
Site location plan and topography

Legend:

- Buildings
- Parking spaces
- Site
- Road network
- Bike-/Footway
- Train tracks
- Bus stops
- Bus lanes
- Railway tracks



Public Transport in Derby



Exploded axonometric view of the Bonded Warehouse

1. roof
2. roof structure
3. beam structure first floor
4. floor
5. flat
6. lucums
7. beam structure ground floor
8. office wing
9. facade

Legend:

- (partly) destroyed
- still remaining
- Offices/Flat

# Stats of Derby



Population:  
**261.136**



Population Growth:  
**1,68 %**



Unemployment rate:  
**2,8 %**



Major ethnics:  
**≈ 74 % White**

Breakdown:  
 - 192.871 people / 73.8% White  
 - 40.901 people / 15.6% Asian  
 - 10.482 people / 4.0% Black  
 - 9.562 people / 3.7% Mixed  
 - 7.548 people / 2.9% Other



Population density:  
**3.347 p/km<sup>2</sup>**

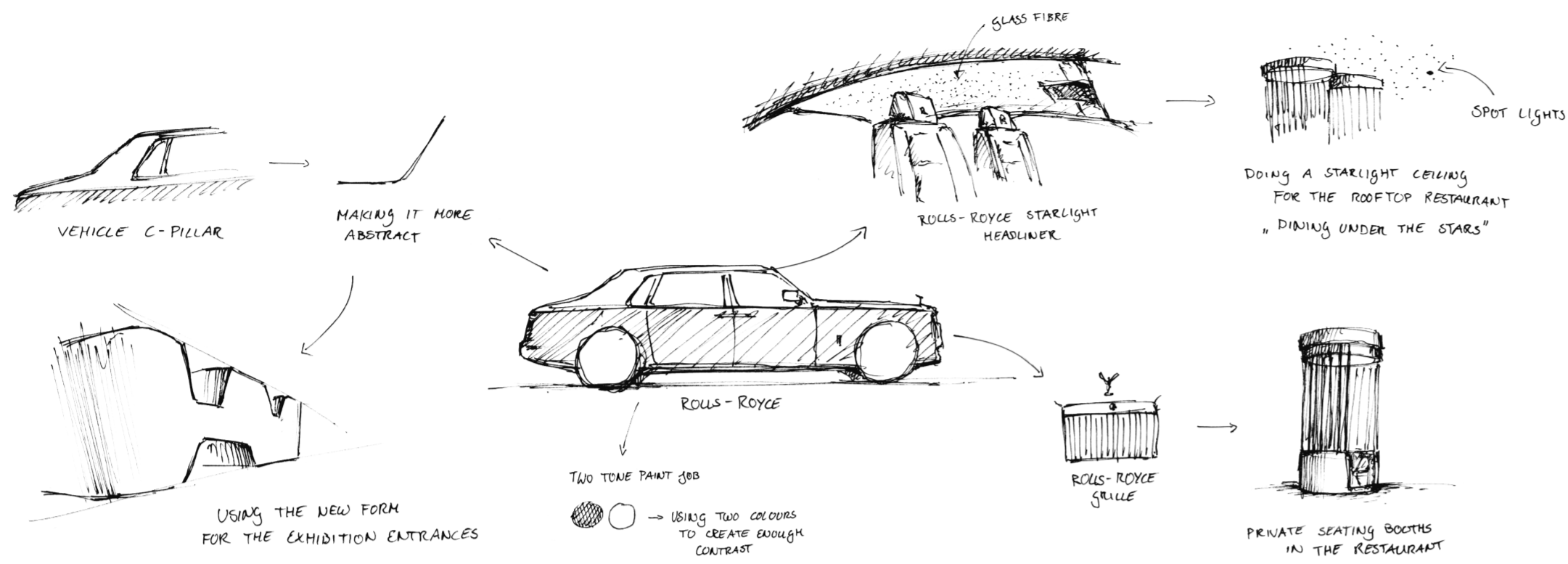


Life expectancy:  
**80 years**

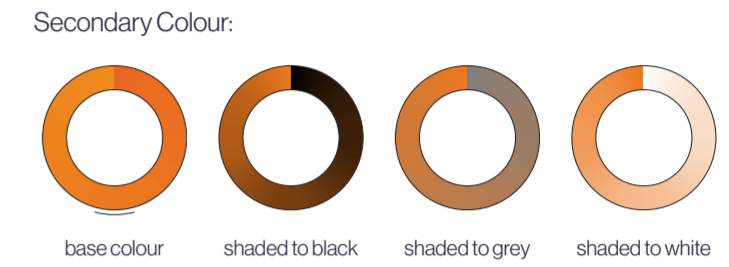
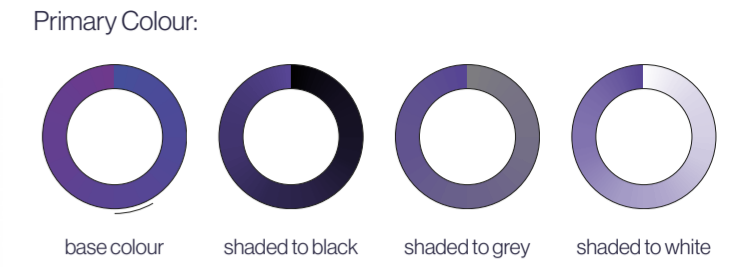


Average salary:  
**£ 41.426**

# Concept Development



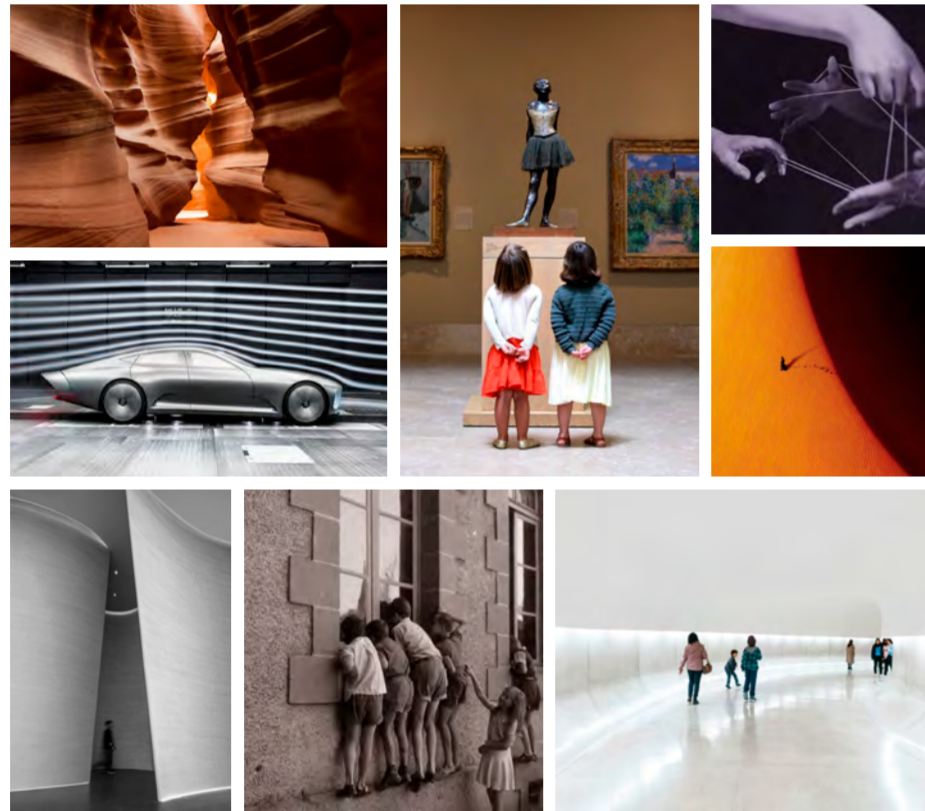
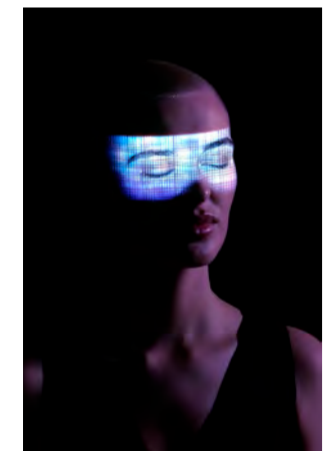
# Materiality & Colour



1: white wall paint | 2: purple wall paint | 3: polished concrete | 4: walnut wood veneer | 5: veg. tanned leather | 6: emperor dark marble | 7: stainless steel | 8: chenille upholstery fabric | 9: aluminum with chrome finish

# Mood Board

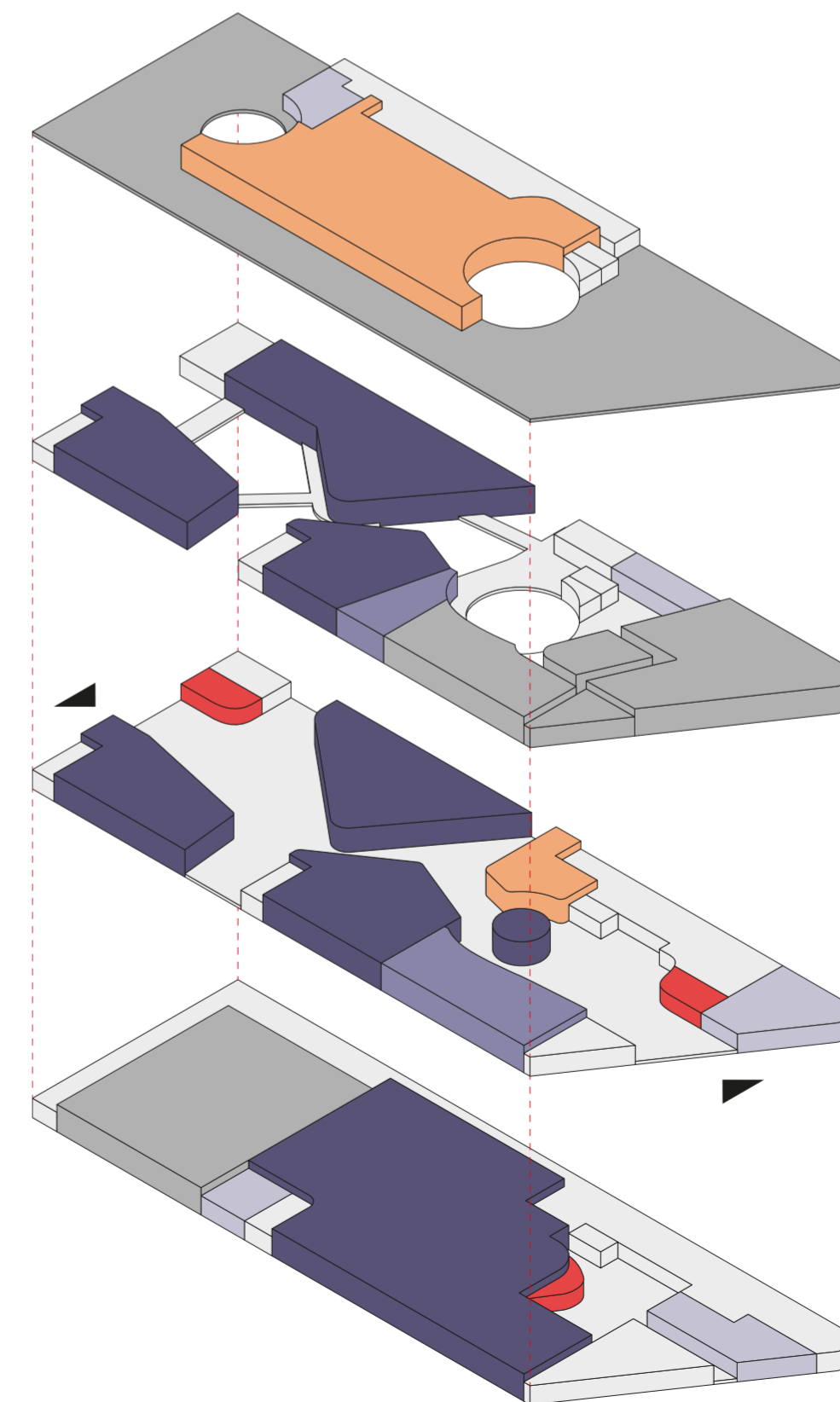
- immersive
- inquisitive
- engaging
- streamlined
- futuristic
- contemporary
- contrasty



# Inspiration Board



# Axonometric Zoning



## 03 | Third Floor

- Restaurant
- Rooftop Terrace
- Toilets
- Non Public Spaces | Floor

## 02 | Second Floor

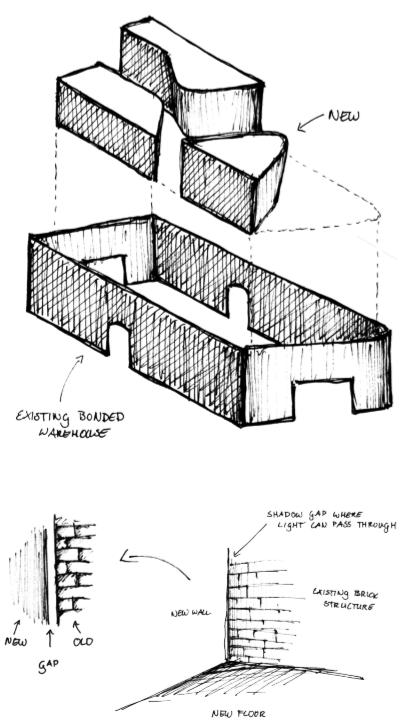
- Exhibition Spaces
- Workshop
- Management | Offices
- Toilets
- Non Public Spaces | Floor

## 01 | First Floor

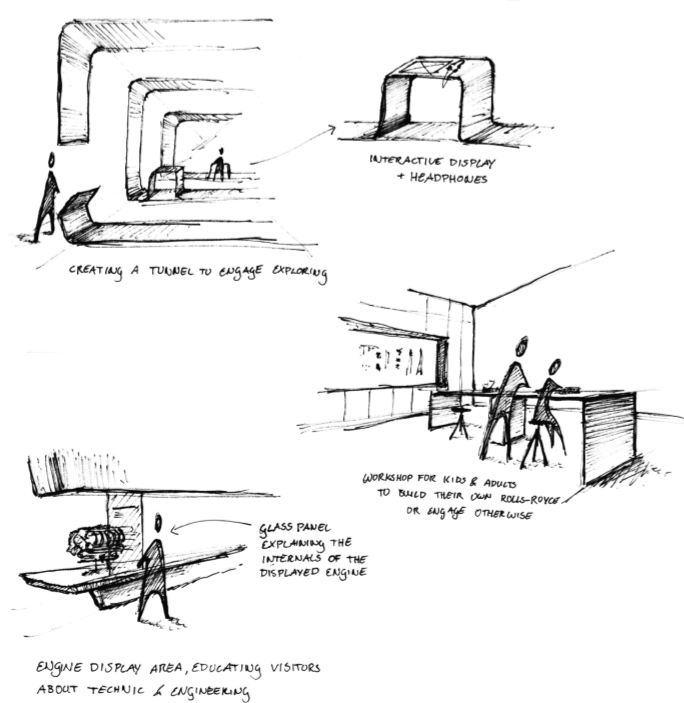
- Reception
- Rolls-Royce Café
- Exhibition Spaces
- Retail Shop
- Toilets
- Non Public Spaces | Floor

## 00 | Ground Floor

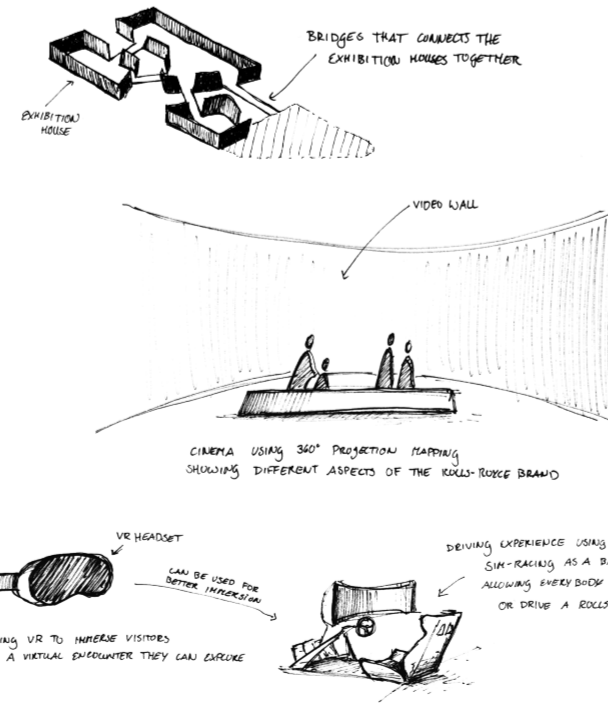
- Reception
- Rolls-Royce Private Experience
- Event Space | Premier Space
- Toilets
- Non Public Spaces | Floor



01 Adaptation



02 Interaction

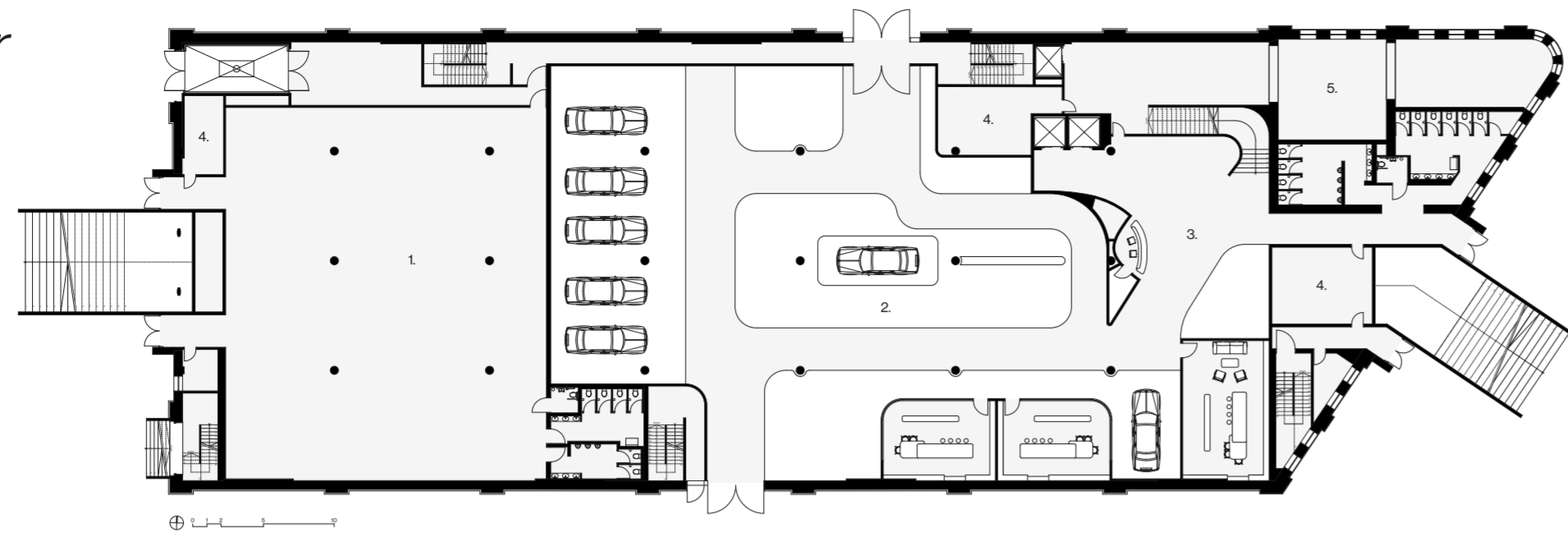


03 Education

04 Immersion

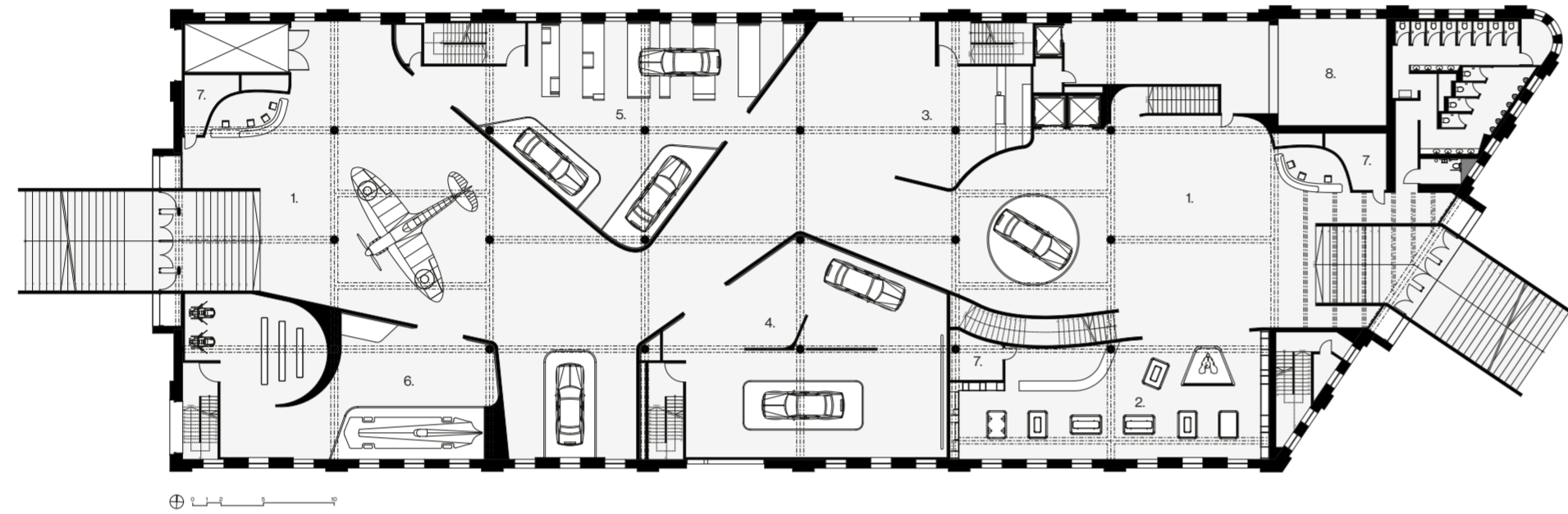
## Ground Floor

- 1. Event Space
- 2. RR Private Experience
- 3. Lobby
- 4. Staff Room
- 5. Storage



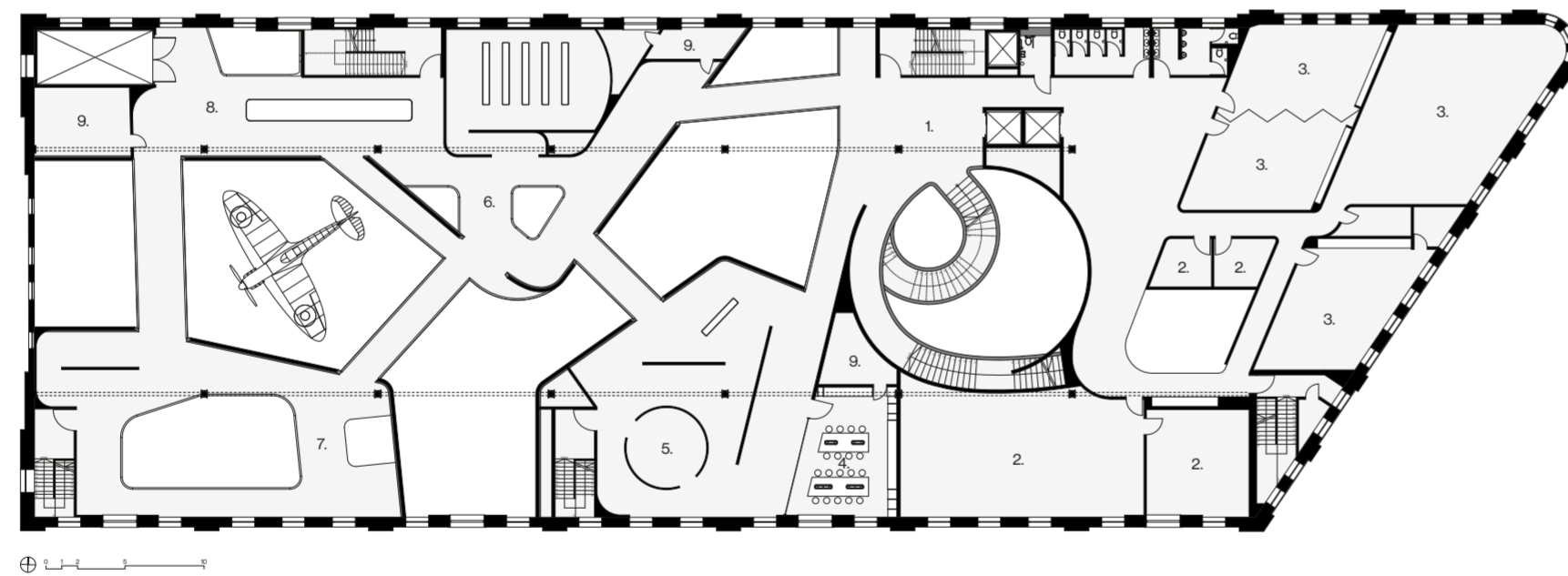
## First Floor

- 1. Lobby | Exhibition Entrance
- 2. Retail Shop
- 3. RR Café
- 4. Design House
- 5. History House
- 6. Land Speed Record House
- 7. Staff Room
- 8. Storage



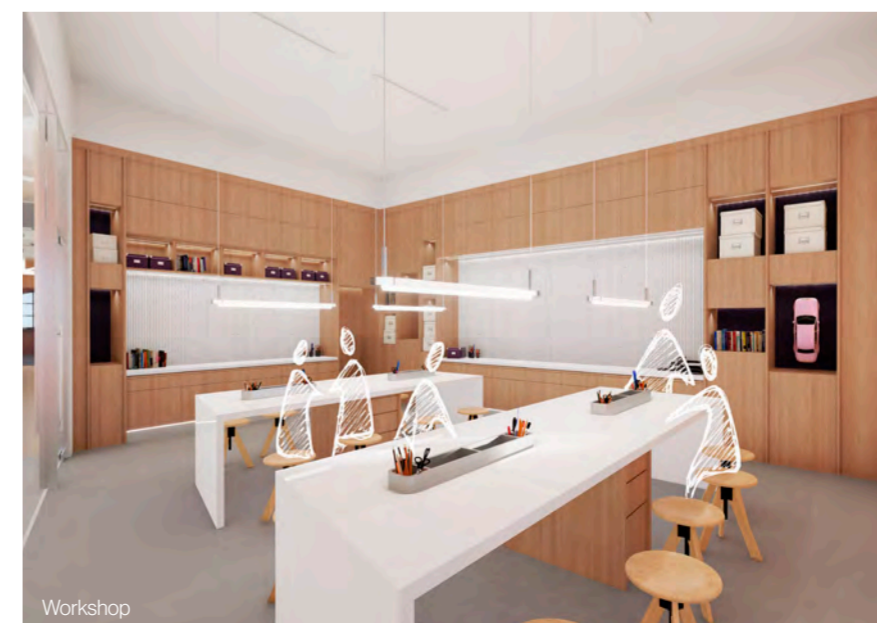
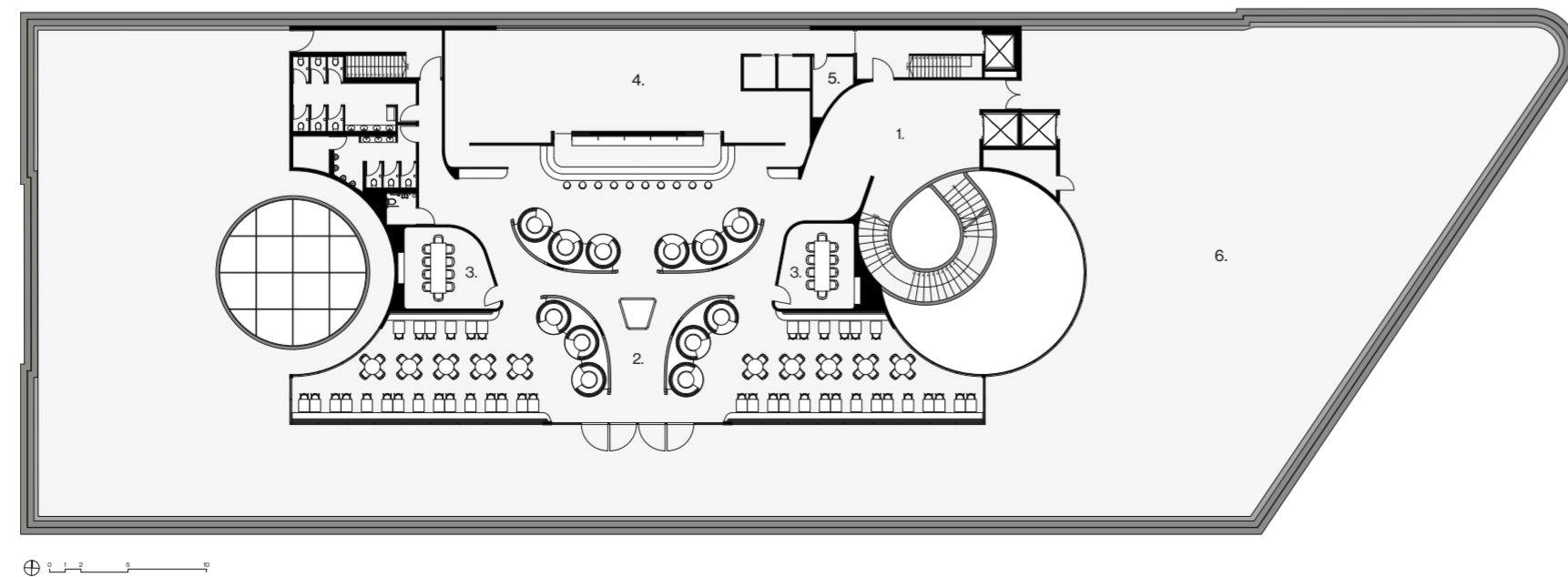
## Second Floor

- 1. Lobby
- 2. Offices
- 3. Meeting | Seminar Rooms
- 4. RR Workshop
- 5. Art House
- 6. History House
- 7. Aviation House
- 8. Engine House
- 9. Staff Room



## Third Floor

- 1. Lobby
- 2. Restaurant
- 3. Private Dining
- 4. Kitchen
- 5. Staff Room
- 6. Rooftop Terrace

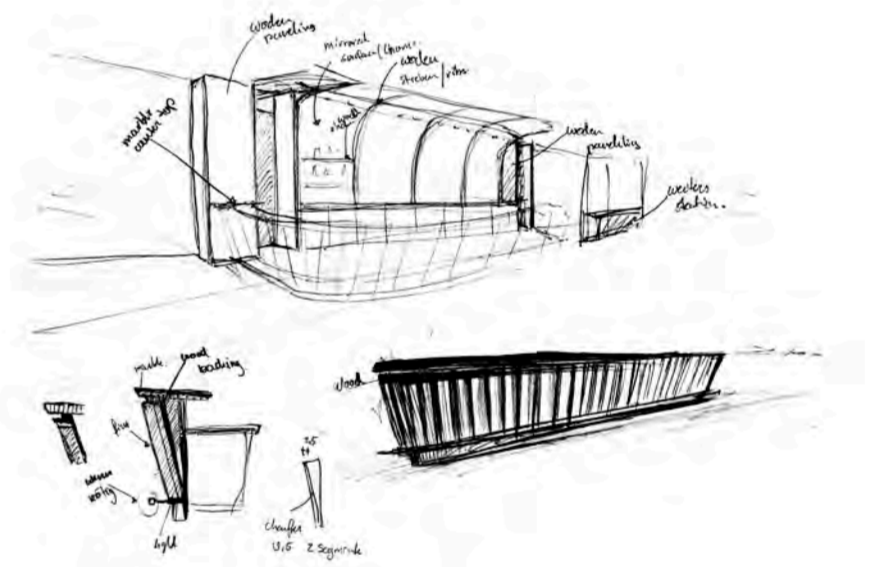
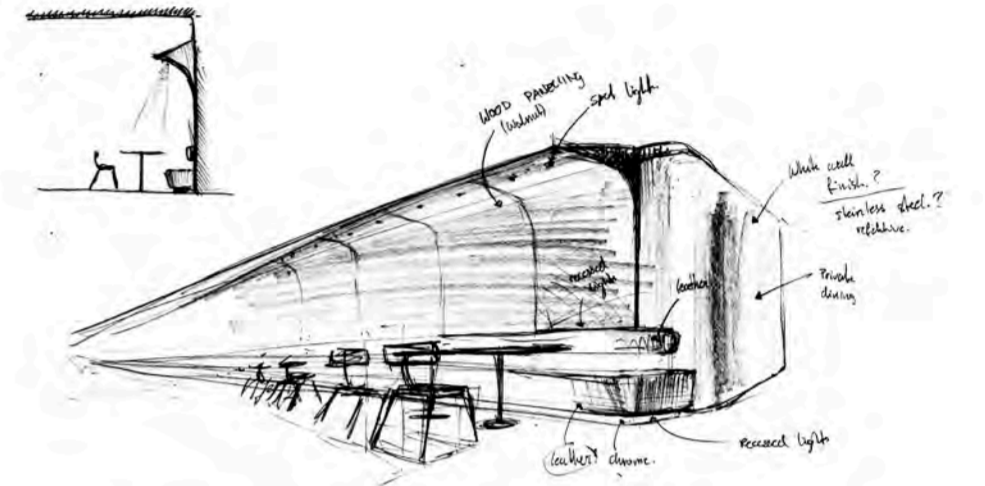
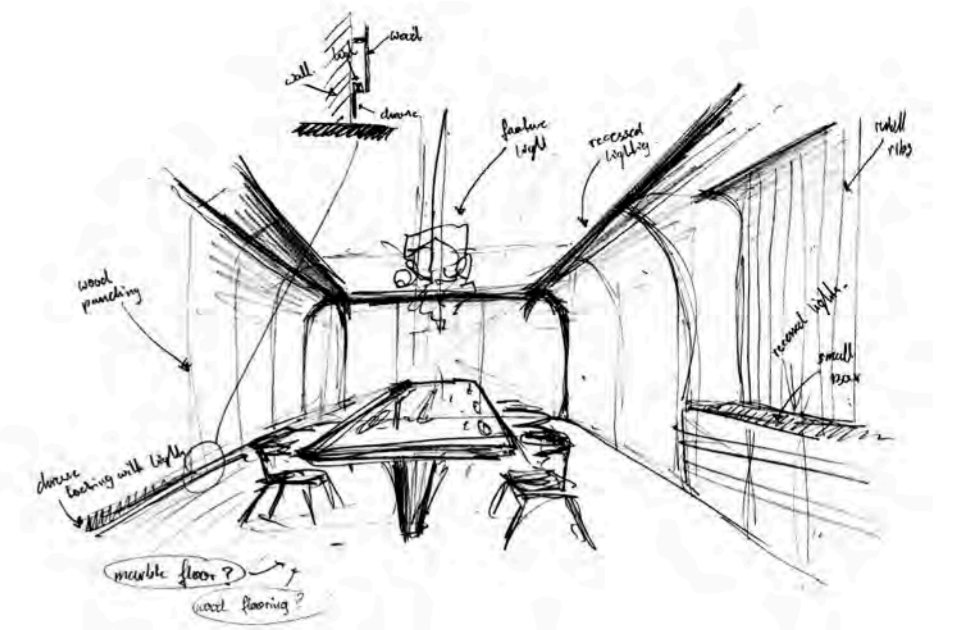




Restaurant Hallway



Dining Experience during the day



Dining Experience at night



Bar area at night



Dining Booths at night

## Section

1. Event Space
2. Staff Room
3. Storage
4. Meeting | Seminar Rooms
5. Private Dining

