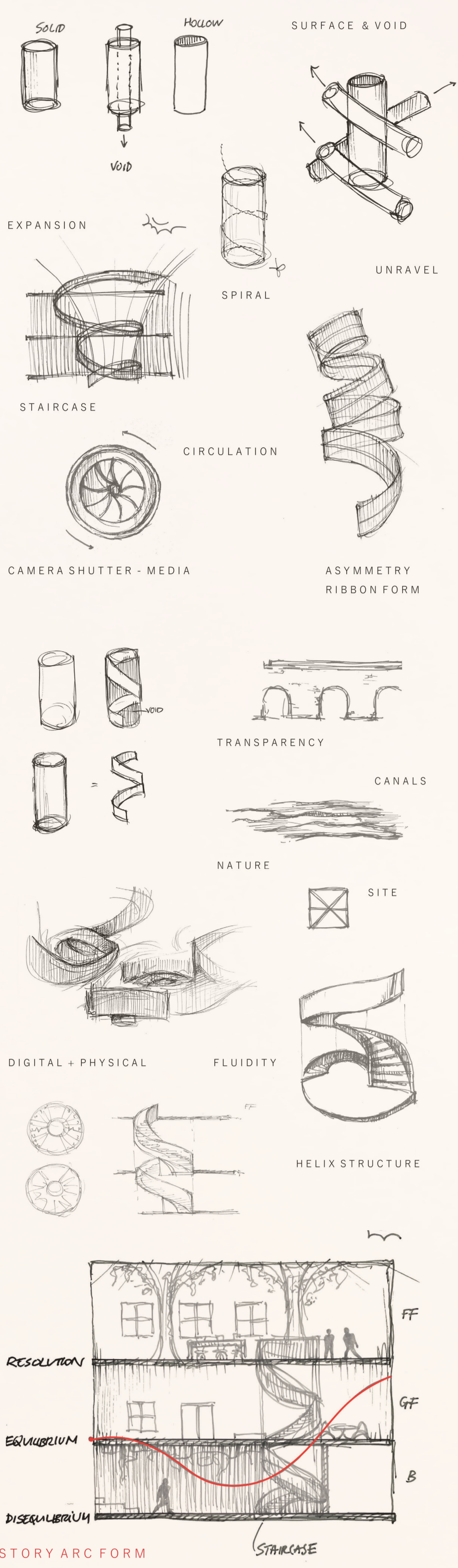


'THE EXPERIENCE CENTRE'

EXPLORATION:



BRIEF:

To re-imagine the user experience of The Bond Company's 'Retort House' in Digbeth, Birmingham.

'The Experience Centre' is a cultural centre which blends entertainment, engagement, socialisation and wellness together into one hybrid design.

The space offers experiences, in the form of exhibitions, workshops and theatre performances, that have been missed out on due to Covid-19.

This gives the community of Digbeth the chance to reconnect with one another and to create new connections after an isolated period of time.

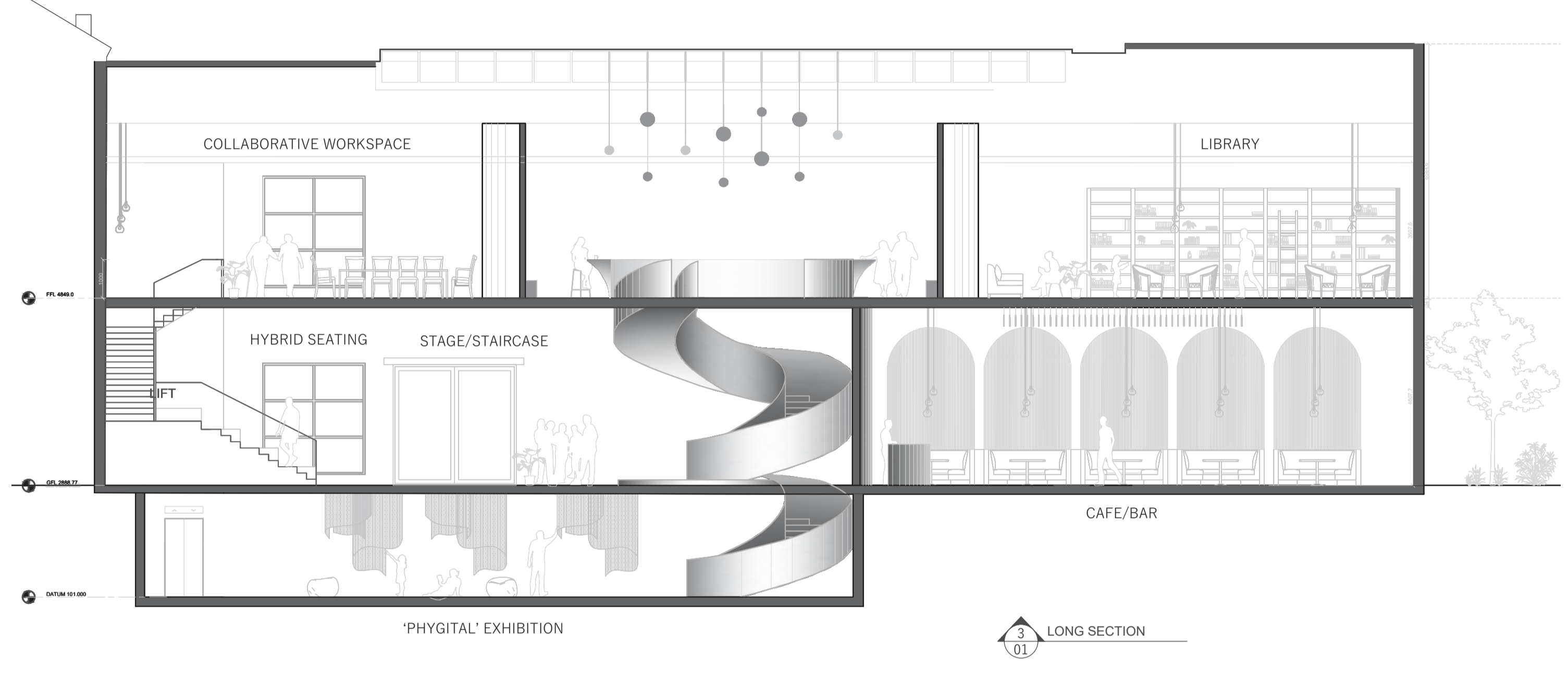
There are many multi-functional and hybrid designs within the space which can serve different functions for different times which makes the space more flexible for the community's events.

It is a space shaped by the community for the community.

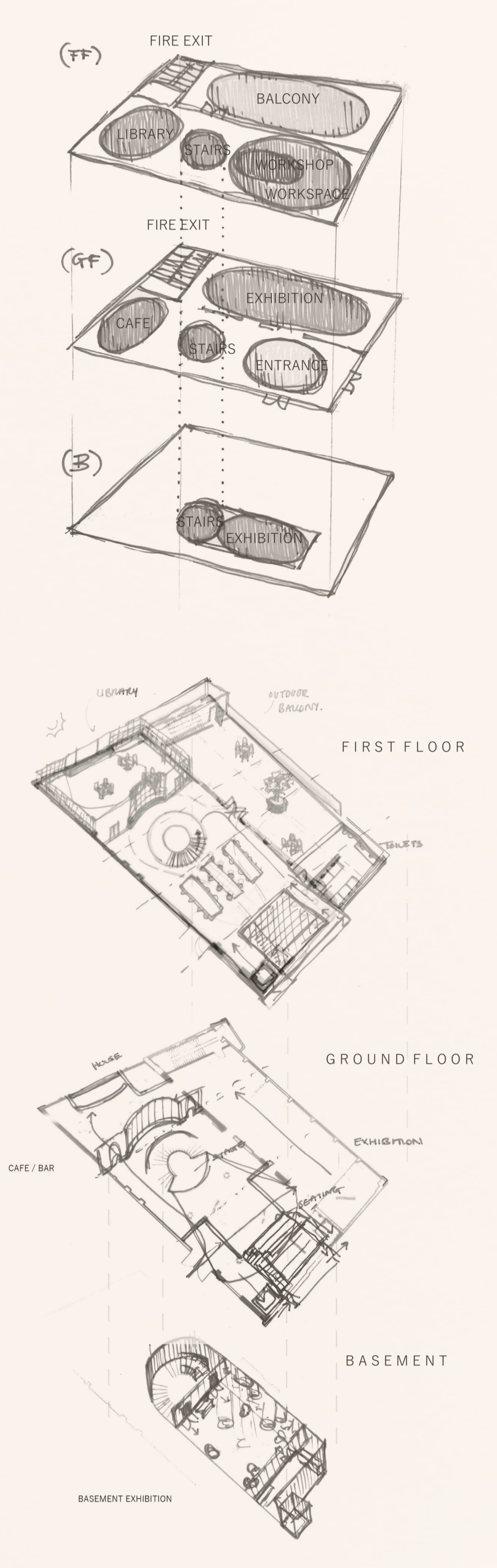
Features :

- Theatre space
- Exhibition rooms
- Cafe/bar
- Library
- Collaborative workspace

MATERIALS BOARD

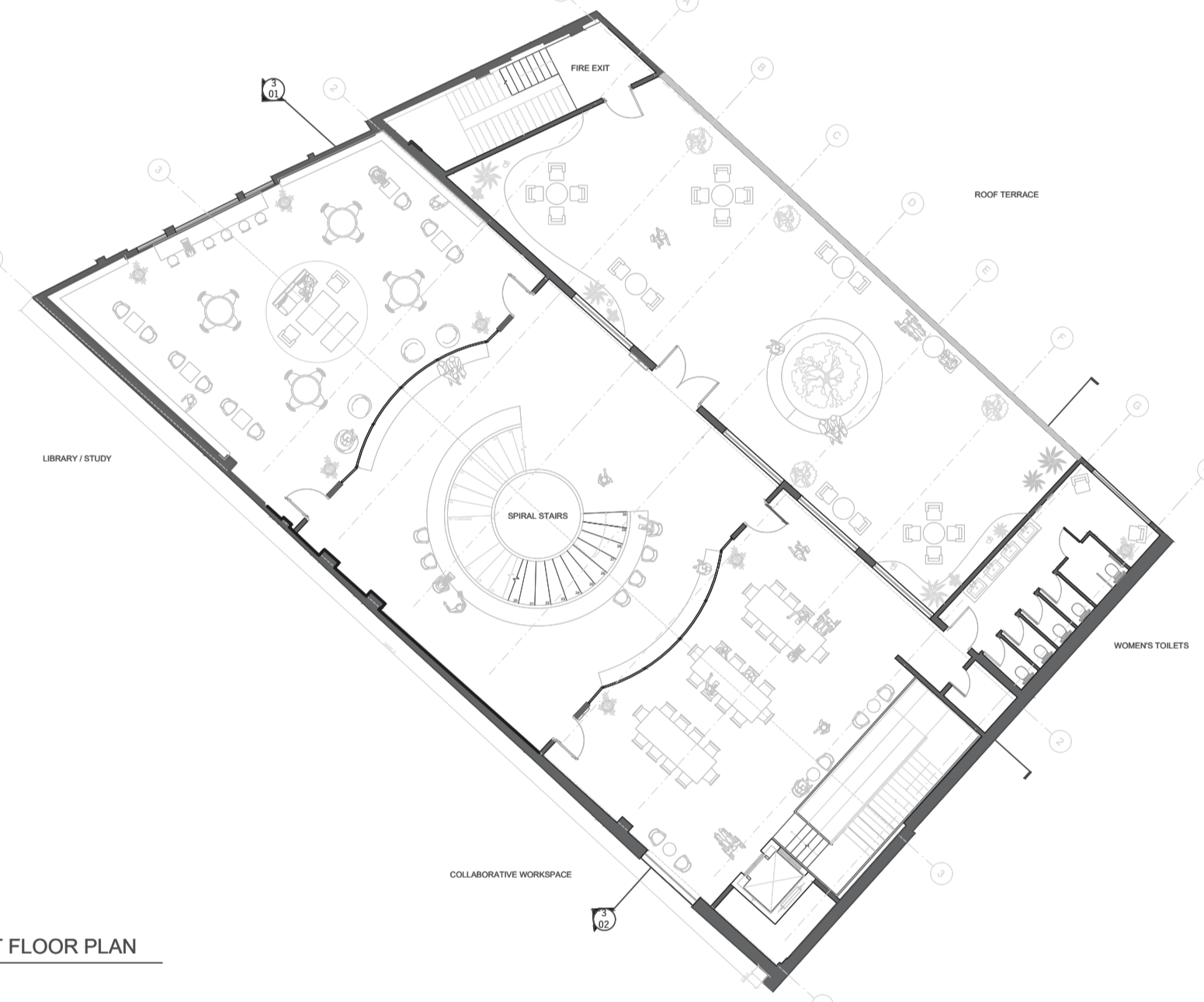


ZONAL PLANNING:



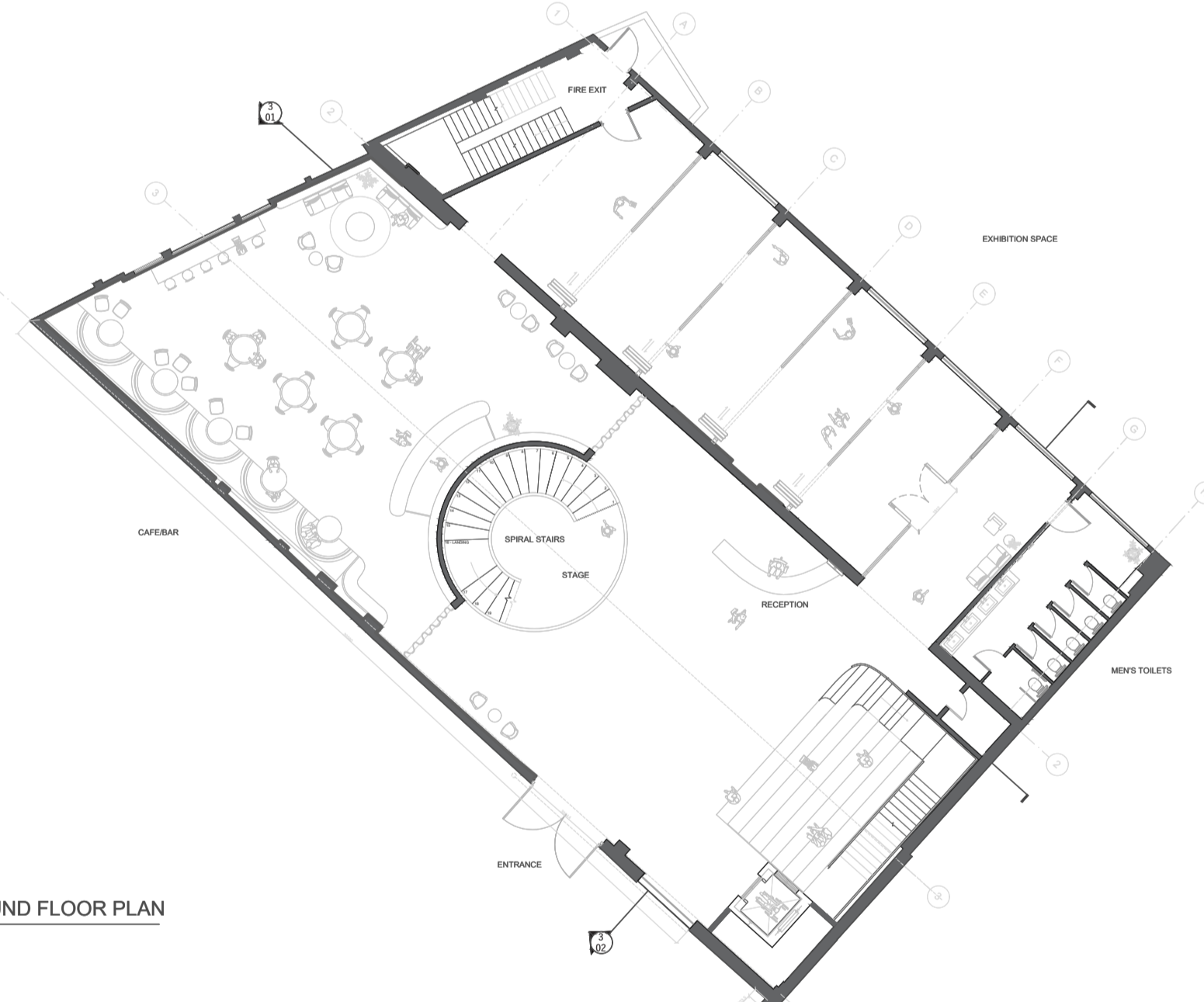
FIRST FLOOR:

- **Library**
An important space to work for students from neighbouring universities and a good place for networking opportunities with local businesses.
- **Collaborative workspace/workshops**
This encourages socialisation and gives members of the community a chance to form new connections and experiences. The community can shape the space and choose which workshops they would like, such as book binding classes.
- **Exterior balcony**
Biophilic elements such as planters and shrubbery are added to the balcony to connect the space to the exterior of the building and to improve wellness.



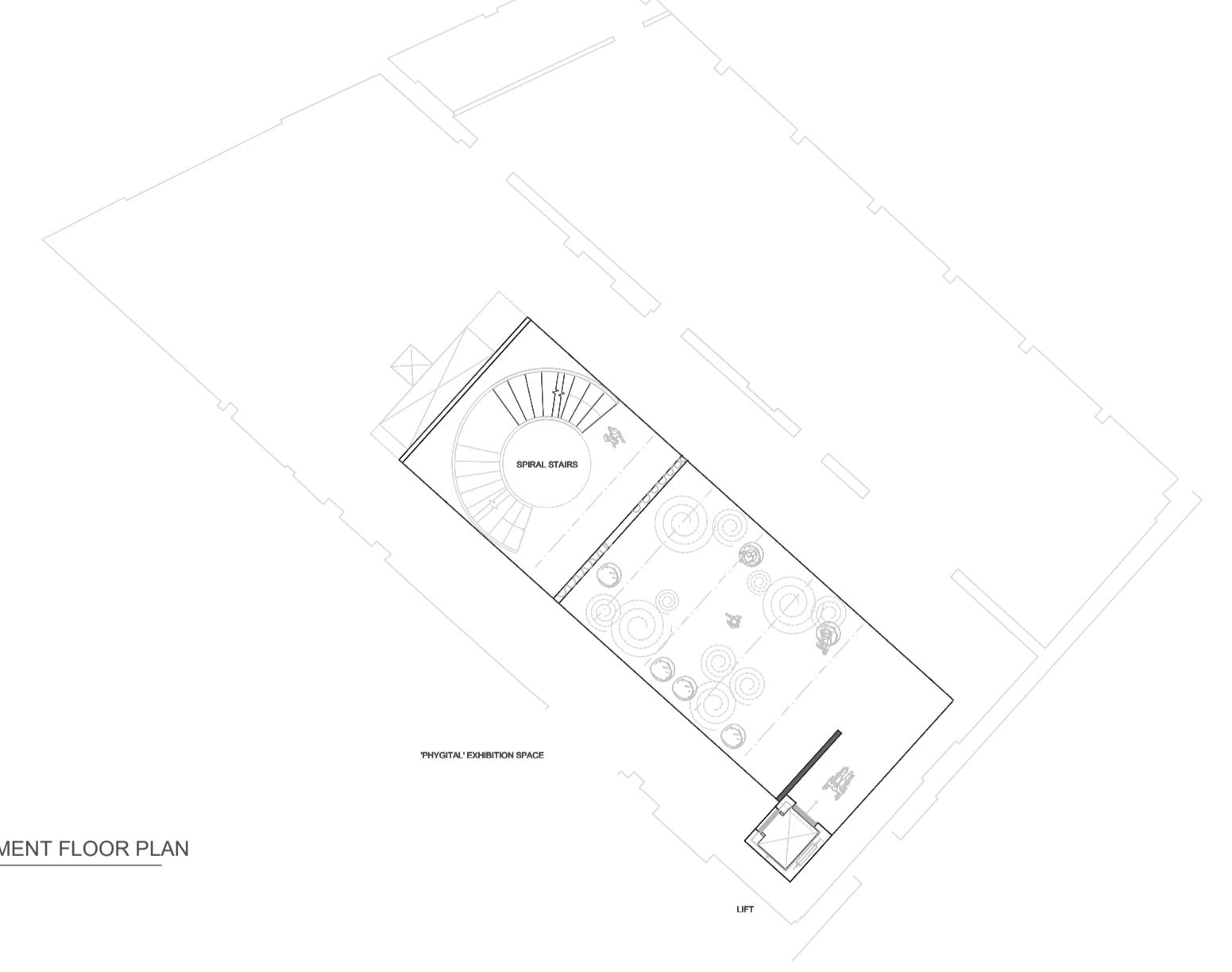
GROUND FLOOR:

- **Reception desk**
- **Spiral staircase / stage**
The fixed staircase structure has a hybrid function as it can also be used as the stage space for a theatre performance. Doubled with the hybrid seating space opposite, makes for a comfortable audience seating area.
- **Exhibition room with moveable walls**
The moveable walls are on rails fixed into the existing I beams on the ceiling. They are multi-functional as they can be configured into multiple different positions to change the form of the space. This is for the community to shape the space themselves to fit for each function.
- **Cafe/bar**
This space stays the same but serves different purposes during different times of the day.

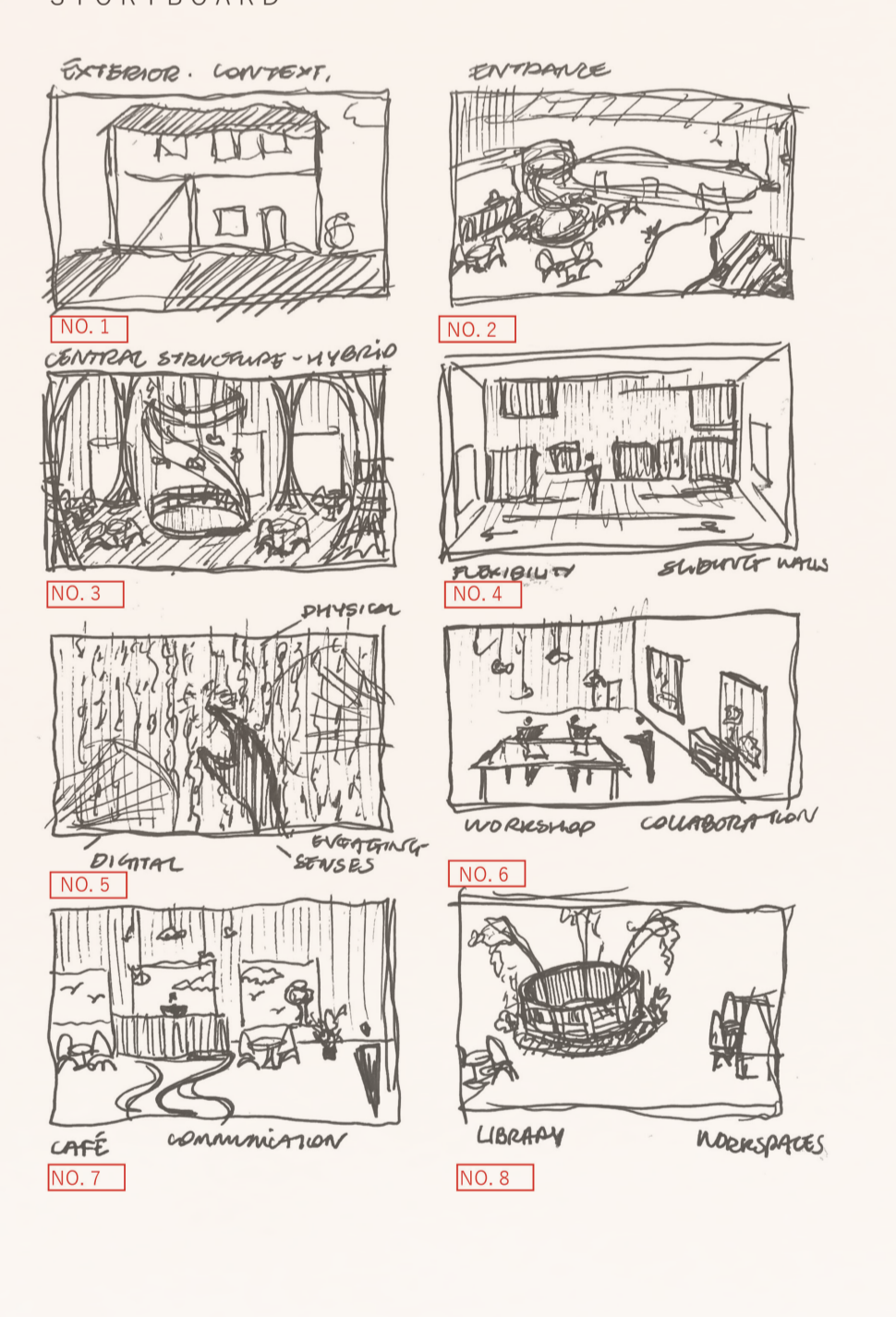


BASEMENT:

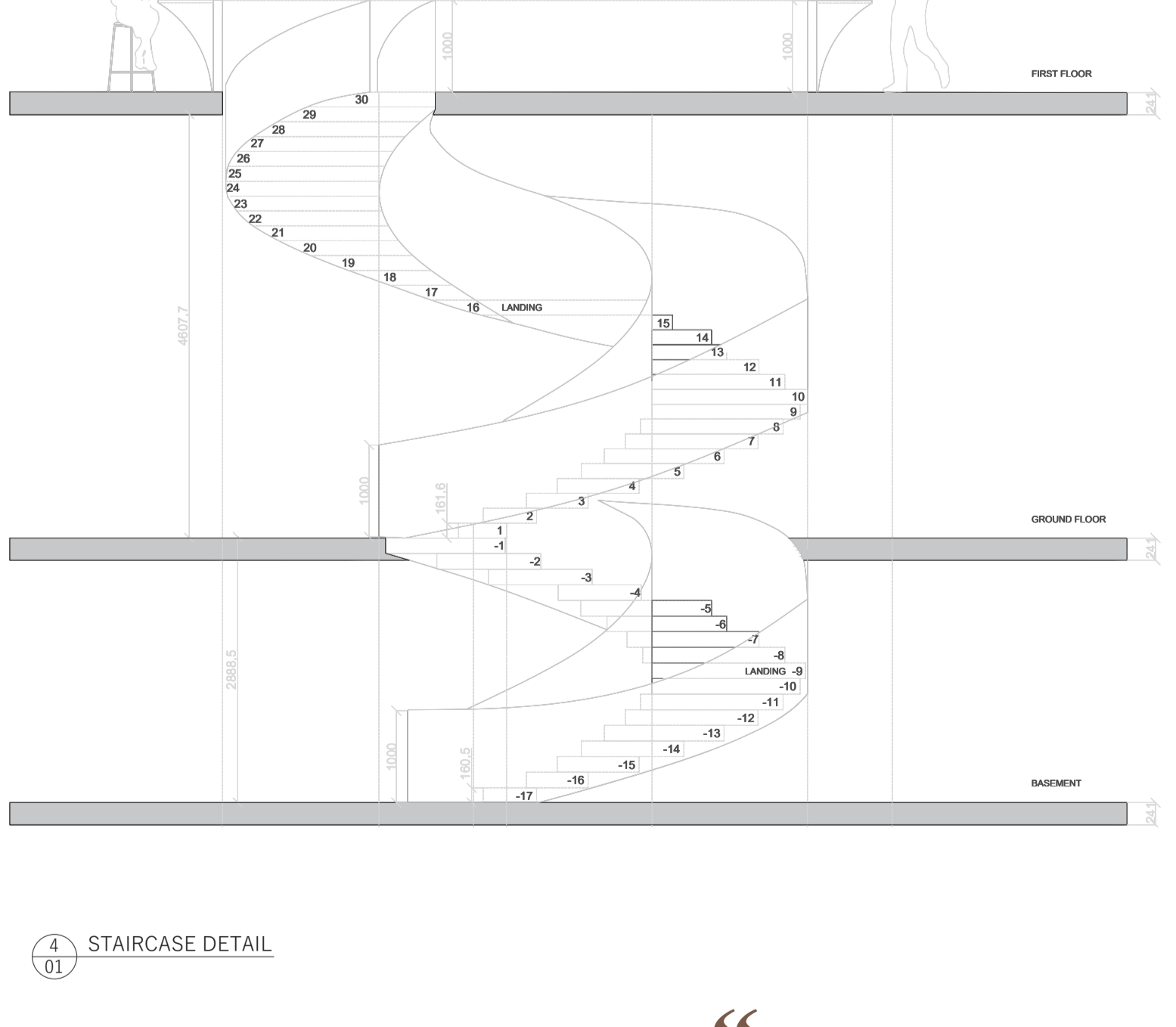
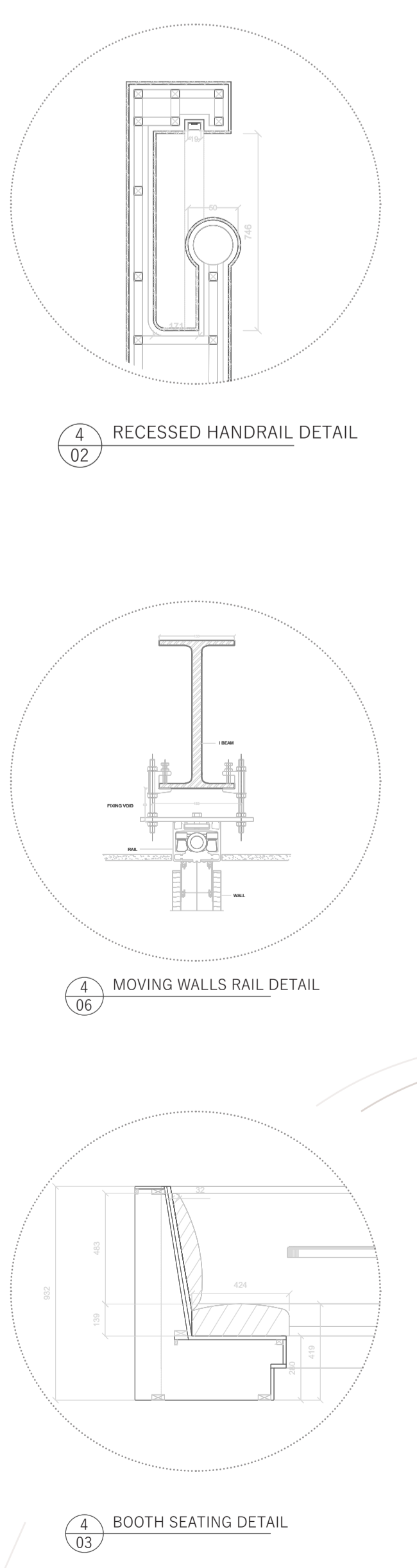
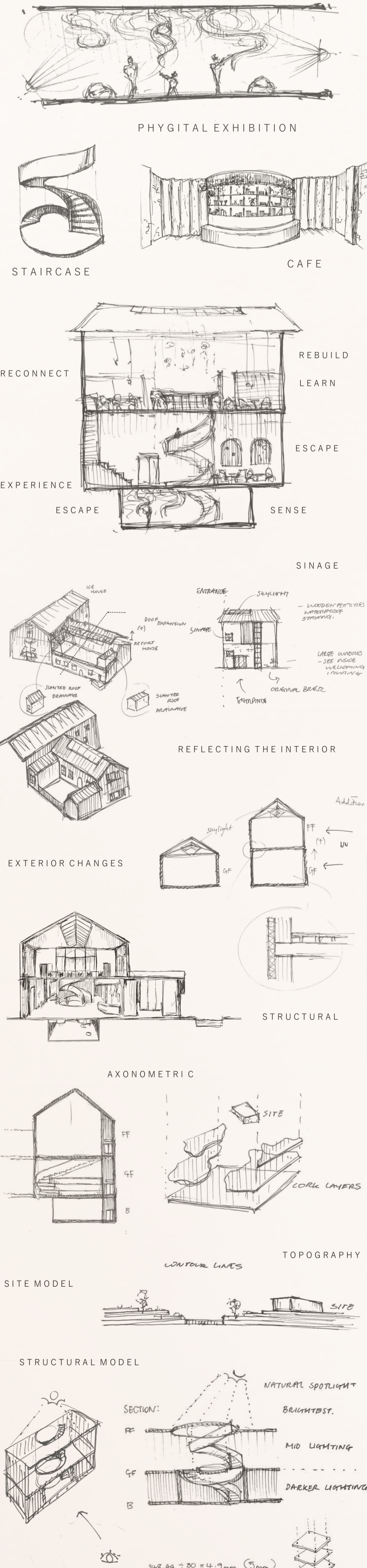
- **'Phygital' exhibition space**
Exploring new experiences for users of the space by combining digital and physical material to engage the senses.
- The transparent mesh material hangs down from the ceiling and is met with digital projections on its surface. This blends the two together and engages the senses.
- The central spiral staircase spans the height of the three floors which creates a vertical connection between each space. It creates a user journey through the building which has more cohesive atmosphere when moving through the space.



USER JOURNEY:



DEVELOPMENT:



“ Nothing ever becomes real until it is experienced ”
- John Keats, Poet

