

# YUGEN

The Biophilic Hybrid experience centre

## WHAT DOES THE BRIEF ENTAIL?

### ARC4024 TRANSFORMING SPACE:

Using a 'signature project' to creatively demonstrate abilities in both skills and knowledge. This project will establish functional excellence presented through research analysis and analogised exploratory methods all of which will be clearly communicated through orthographic drawings and visual outputs. Using the clients request the design will be directed to achieve a flexible, versatile and adaptable Hybrid Experience Centre. Located at Shaw's Passage, Birmingham B5 5JG.; Specifically focusing on developing the traditional high street community, where by accessibility and inclusivity is paramount, displaying innovative ways to embrace the core strengths of the projects objective.

## BIRMINGHAM'S SUSTAINABILITY

A strong historic environment with over 400 listed buildings, and over 30 conservation area's one of which is the Digbeth's community garden- located opposite Shaw's Passage. Birmingham Community is an emblematic feature to the City's social and ethical diversity.

### HOW CAN RETAIL CORRELATE TO SUSTAINABILITY?

The Birmingham Friends of Earth is an established growing organization which collaborates with surroundings retail companies, promoting and maintaining sources of sustainability whether this be through food waste, materiality components or bio diverse networking approaches.

Did you know Birmingham is the first sustainable City in modern Britain?

## DIAGRAMMATIC EXPLORATION OF THE EXISTING SITE

exploration of the site is a crucial step to defining the lights interaction. As presented below the existing site sits on the north hemisphere which suggests the light will be diffused. design proposal will need to incorporate artificial light to balance the features.

## CLIENT VS USER ANALYSIS

### CLIENTELE WHAT ARE THE CLIENT REQUIREMENTS?



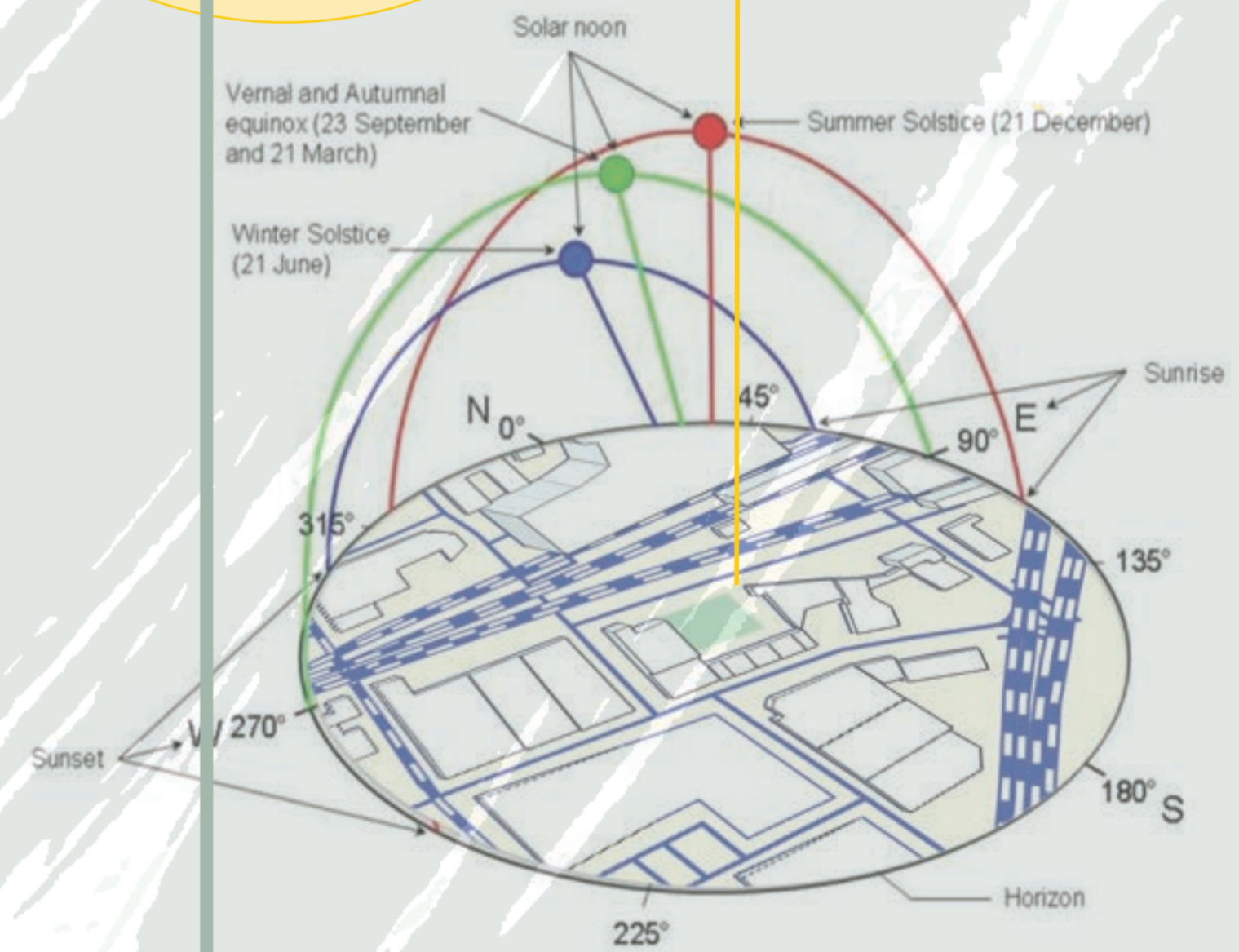
### HOW WILL THE CLIENT GUIDE THE PROJECT PROPOSAL?

The client requires core values of sustainability and inclusive design whilst promoting functional and adaptable accessibility, no specific brand have been identified but future and current trends must be carefully considered to define the direction. In conclusion the client requires a hybrid retail space composed of at least two levels, alongside a key focus on staff, resting areas and a WC.

### HOW WILL THE USERS GUIDE THE PROJECTS PROPOSAL?

The proposed spatial concepts will need to adapt to the user with the objective to provide; adaptable, practical and secure surroundings. With the intent to provide a multi-functional inclusive design community experience; using site demographics to aid the social, cultural and economical qualities. Users of the space will be targeted through the social grade and age median of 18-39. Withhold existing values associated to sustainability, whilst maintaining ethical and diverse consciousness, enhancing common anomalies in the interests of the users, reflecting the communities dynamics.

### PUBLIC HOW WILL THE PUBLIC & STAFF USE THE SPACE?



AREA

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## DESIGN DRIVERS

**CONCEPT KEY WORDS**  
Organic  
Flexibility  
Unity



**LAYOUT KEY WORDS**  
Sustainable  
Adaptable  
Accessible



**DEMOGRAPHICS**  
Generation z take up 40% of Digbeths population, therefore the targeted audience will be bracketed between 18-35

**FORM**  
Supporting the research curve linear form will be used to support the research gathered in association to biophillic design

**CLIENT**  
The clients preferences will guide the structure of the projects proposal, through structural principles to texture, materials and lastly functionality- the clientele will remain a central core to evolve the proposed project.

Biophillic design meets wellbeing

### Whats Trending?

#### INDOOR TREES

Plant parenting and biophillic design to the next level. *'Driven by consumers desire to embrace and protect the environment, architects and designers are incorporating every level of manufacturing and design'* WGSN (2021)

In response to the retail trend architects and designers are centering experiences around biophillic design via organic materials, and expansive green spaces; Overall this positively impacts the physical and mental health and well-being.

#### DIGITAL COSY

*'The infusion of high-tech with hyge, as hyper-real Online spaces and products take design cues from comforting interiors, with shapes tactile and lighting that make you want to curl up inside your screen.'* Wgsn Interiors (2022)

The proliferation of lock down has widely evolved the consumers of retail. Therefore the question is **how can we adapt society's environment to adjust to the newly refined changes?**

Encouraging hyper-surfaces, intriguing surface work and structural color in both interiors and tech, Combining a meditative experience allowing consumers to feel comfortable and cosy.

#### SCENTSCAPING

*'The power of scent to create emotion and a sense of space has come to the post-pandemic'* Wgsn Interiors (2022)

Using customers influence scent-scaping has vastly developed within the retail sector, **establishing innovative ways to attract customers through the development of bespoke sensory factors.** Scent-scaping can transform the users experience by forming an **atmospherial mood** in various rooms **encouraging innovation and diversification.** The design trend is allows popular with the growing Gen Z generation, allowing growth within the trend for future retail experiences.

#### KEY TRENDS

### Top Interior Trends for 2022 & Beyond

**"Bio revolution is coming as industry investment scales up"**  
A report coming from WGSN interiors explores the **cross-industry futuristic** insight into the actions of **Global sustainability** exploring how the moment can inform the brand coninciding with the planet.

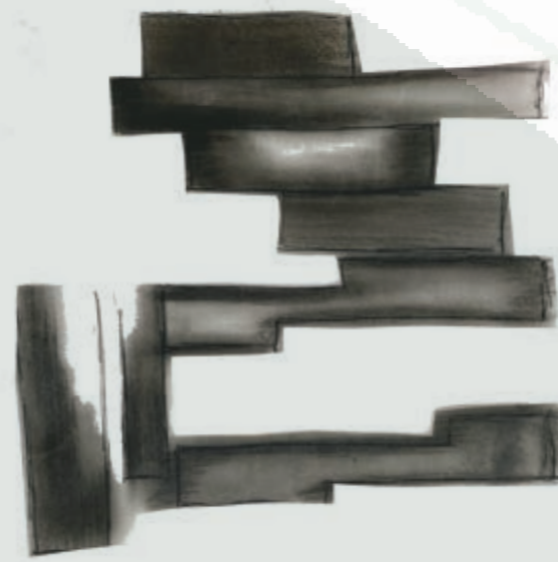
**Co-working brands are collaboratively working with the intent to invest, research and develop the scalability of bio-based ingredients and materials;** influenced by the high environmental and financial costs of fossil-fuel made products.

**'Can retail guide a more sustainable environment for the future generation of GEN Z?'**  
An example which exemplifies this is the retail brand 'Colgate' with a launch of kerbside recyclable toothpaste tubes in four of its popular lines with the intent to change all tubes recyclable globally by 2025.

**Bio diverse materials** and encouragement of a **sustainable environment** explores the **present** and the **future ability to transform the world we live in.**

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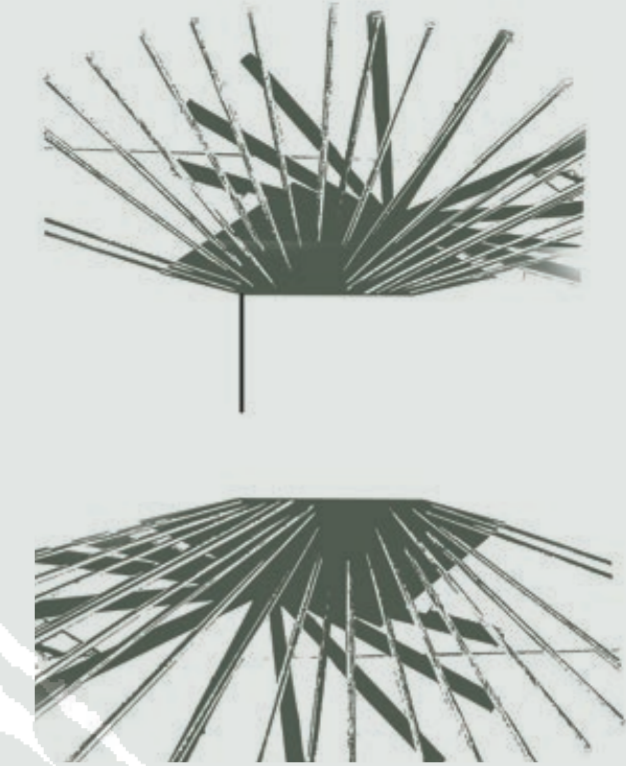
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ORGANIC  
ORGANIC  
UNITY  
FLEXIBILITY

Why did this theory not work?

The design initially supported the theme in the key driver words: sustainable, adaptable and flexible, however the design did not support the end ambition to achieve a biophilic approach- the structure did not resemble curve linear expression.



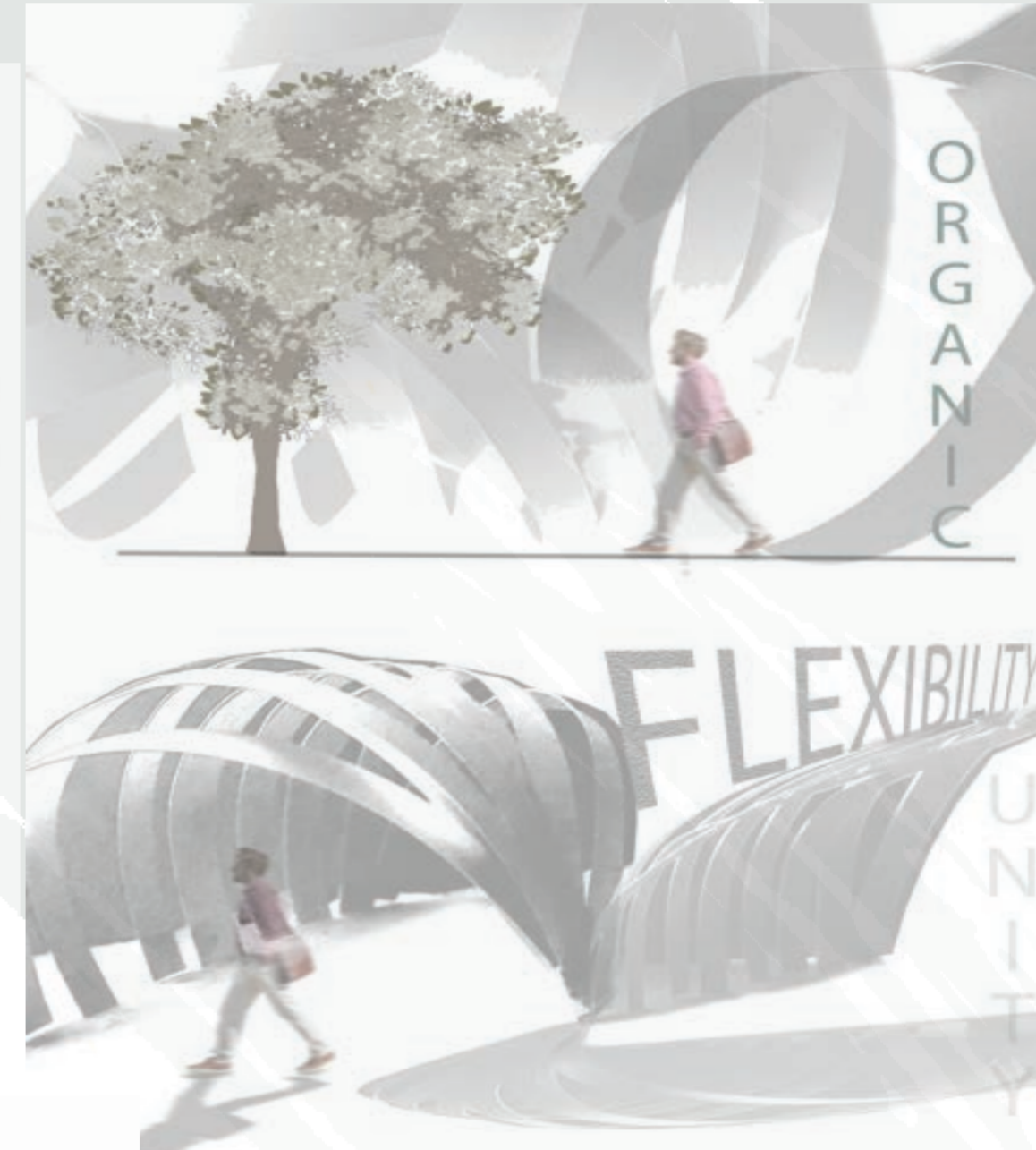
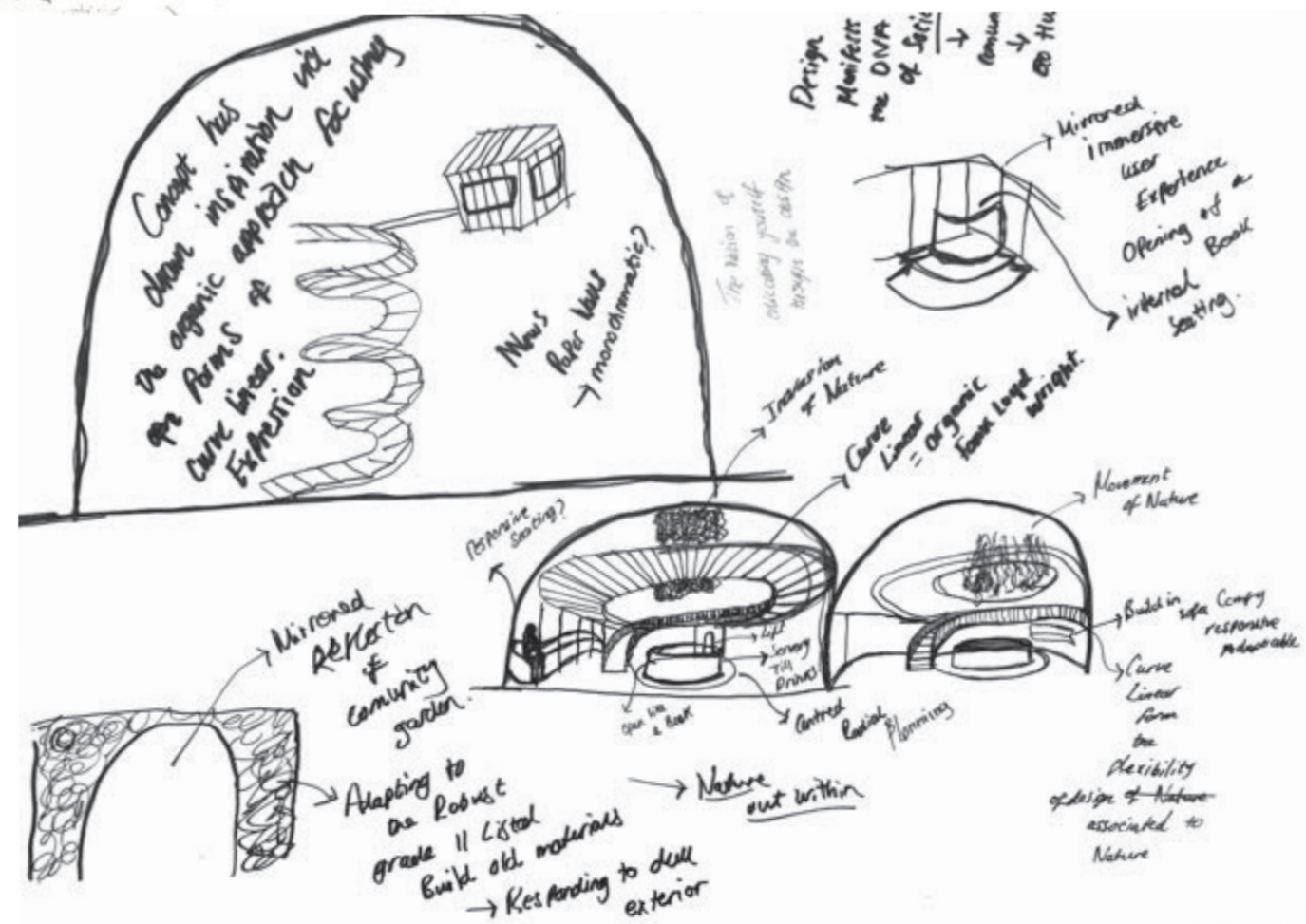
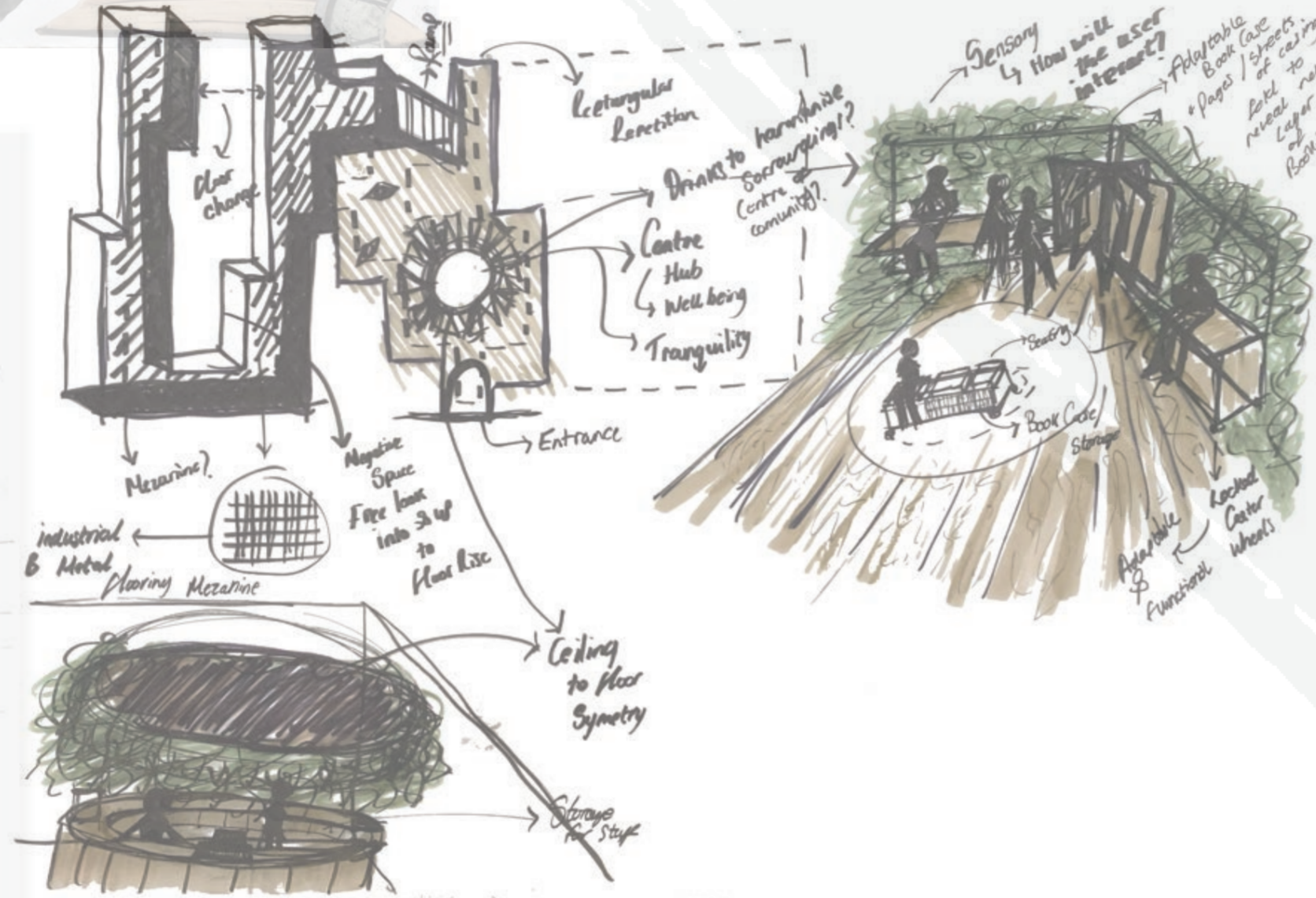
SPATIAL PROGRAMMING

## 'YUGEN'

"The essence of yugen is true beauty and gentleness."

With the intent of immersing the user in a radical world of nature within. Satisfying the client requirements by defining a hybrid retail space which could adapt to the functions of an Eco educational community hub. Enhancing the depth of a community by integrating unity- the design objectively aims to implement organic structure whilst respecting the solidarity of the existing interior form.

Context- The existing site withholds opportunities for building growth; a scope for level change, clear access for staff, public and external users. Large entrance to define the retail experience, clear volume of space to adapt to the hybrid retail concept. Furthermore the existing concerns; Due to being North facing the design requires adequate artificial lighting, the build is completely blank, spatial planning is key to define facilities and structure, in addition the front facade is in poor condition needing



WHERE DID THE FINAL CONCEPT INITIATE FROM?

Drawing the conceptual aim together using symbolic terms; organic, unity and flexibility. With the intent to actively strengthen Digbeths existing community. Community refers to a whole working collaboratively together- defining the conceptual aim to drive the design into a radical centre point 'collating the design principles to define a sense of unity' Taking inspiration from the opening of a book which allowed the project to steer in the direction of curve linear expression, supporting the key driver goals to accomplish an organic representation.

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## MATERIALS SELECTION

### RAW MATERIAL

Using raw materials to interact with the users through sensorial definition. Organiod is a raw materials which preserves a natural essence

### ENVIRONMENTALLY SUSTAINABLE MATERIALS

Acupannel providing sensory panels to absorb sound in essential areas

Blush pink hexagonal tile with a textured finish to compliment the green scheme



MARBLE

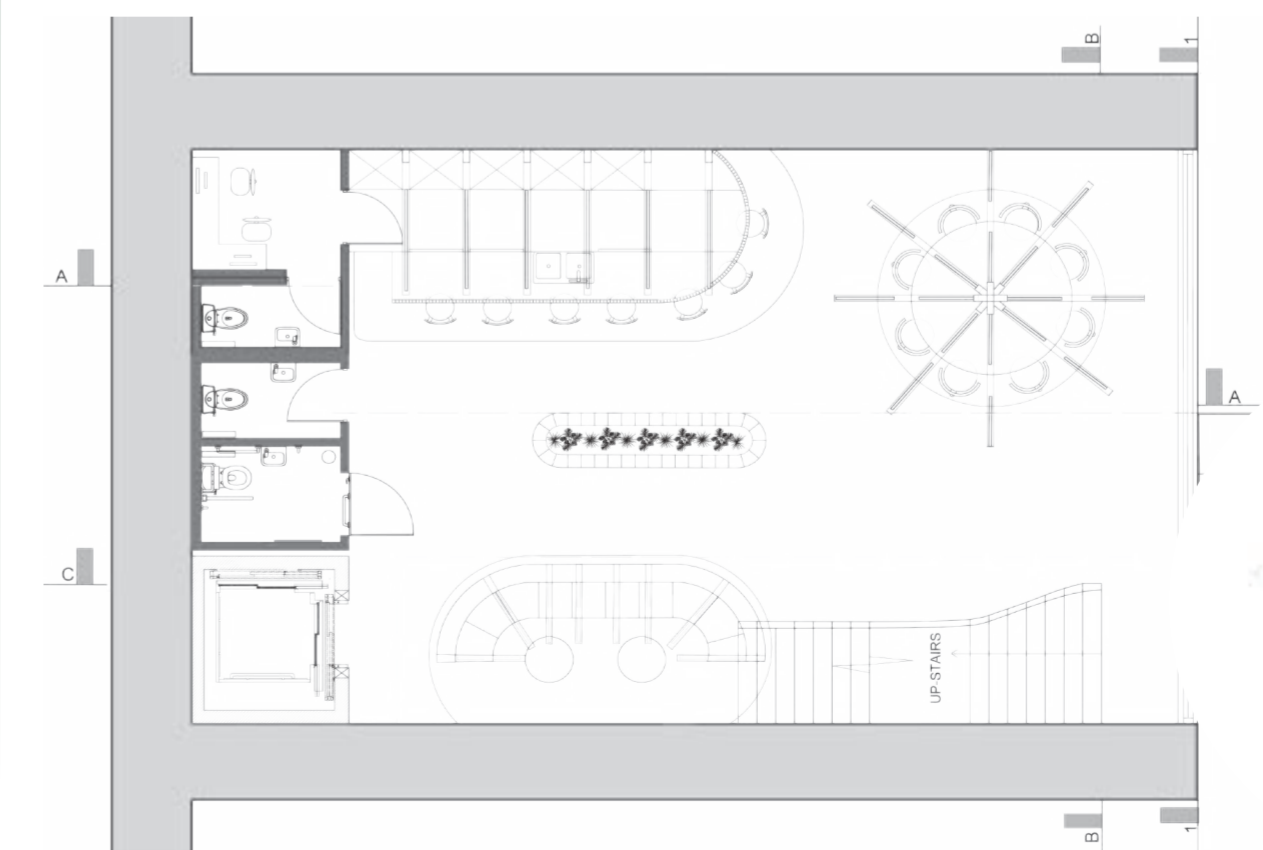
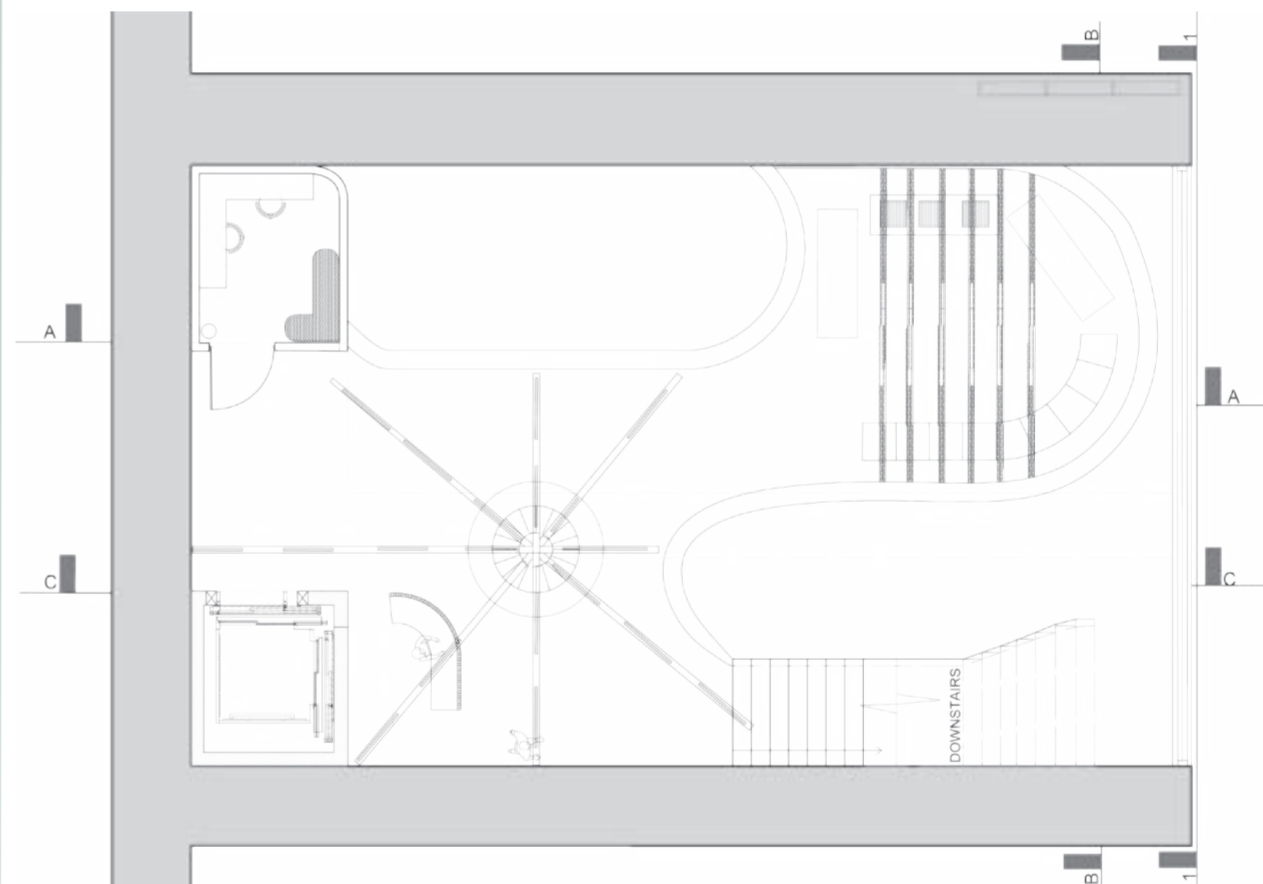
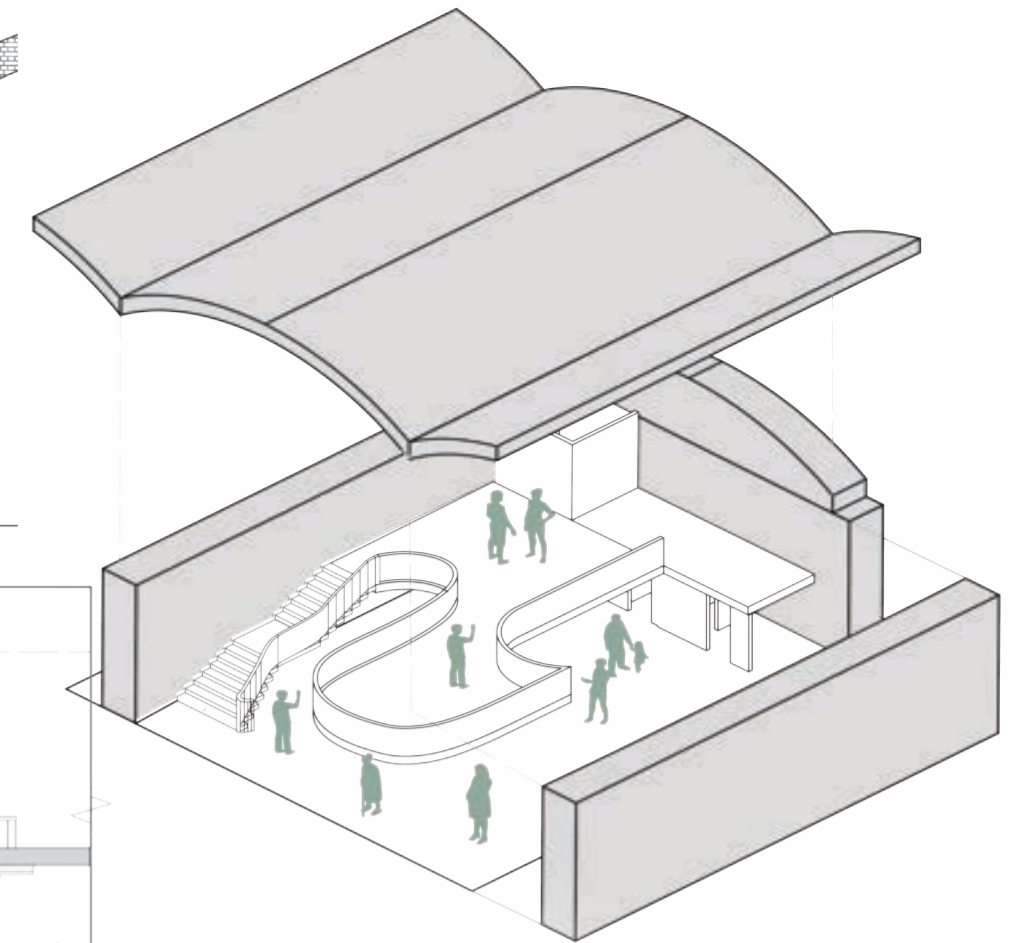
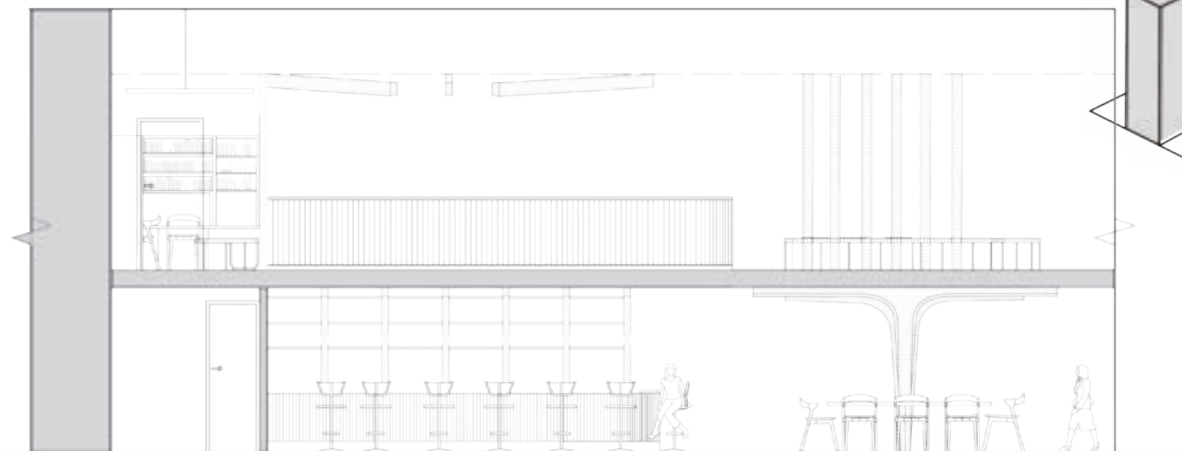
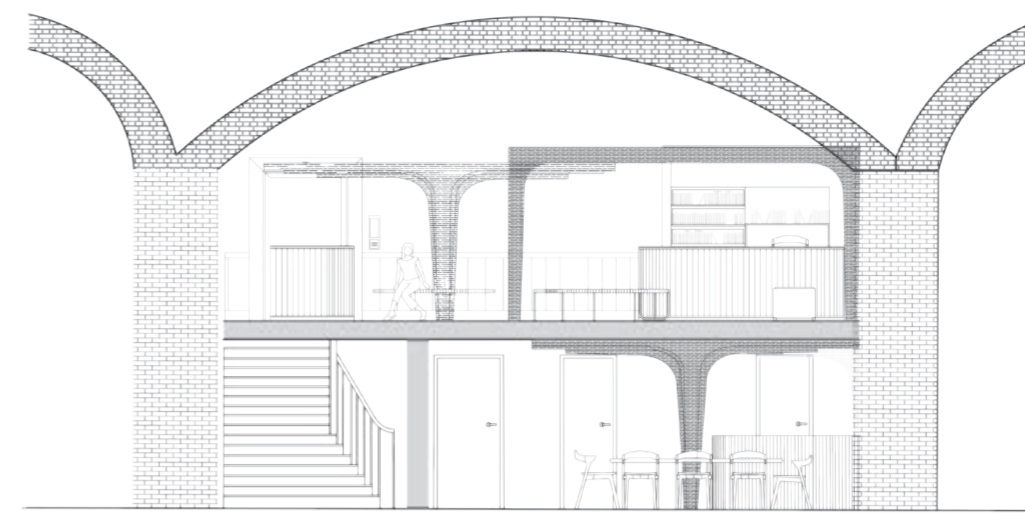
DARK GREEN PACK

BRASS

VINYL

Moss Wall  
Enhancing the sensorial user experience to define 'being'

Green leather upholstery adding texture and comfort to the bar seating



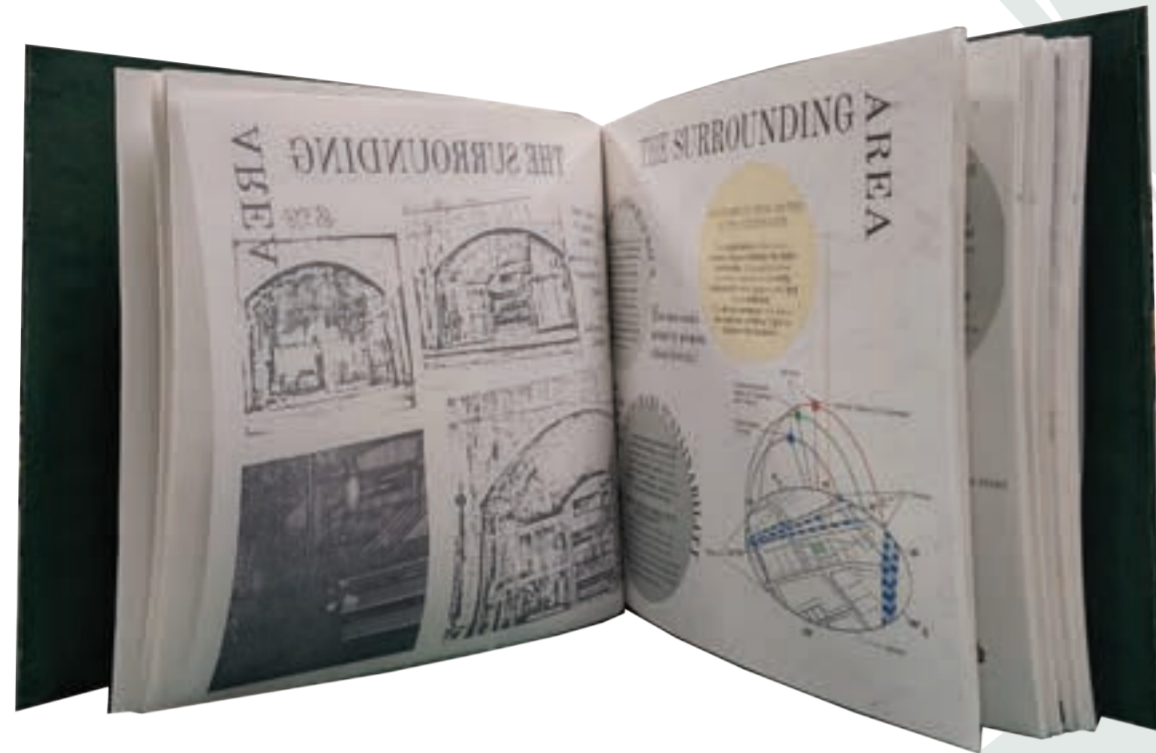
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**MAIN FEATURES**  
The existing site is centered within a disused railway arch built around 1890, therefore the materials are distressed but provide strength and durability. The Exposed industrial brick provides great character to the existing built. An upper and lower level planning-frieze restricts the ability to further adapt and explore however the site itself still withholds various opportunities.

**LOCATION**  
Shaw's passage is located in the constituency: Birmingham, Ladywood B55JG. The build is centered in a disused railway arches.

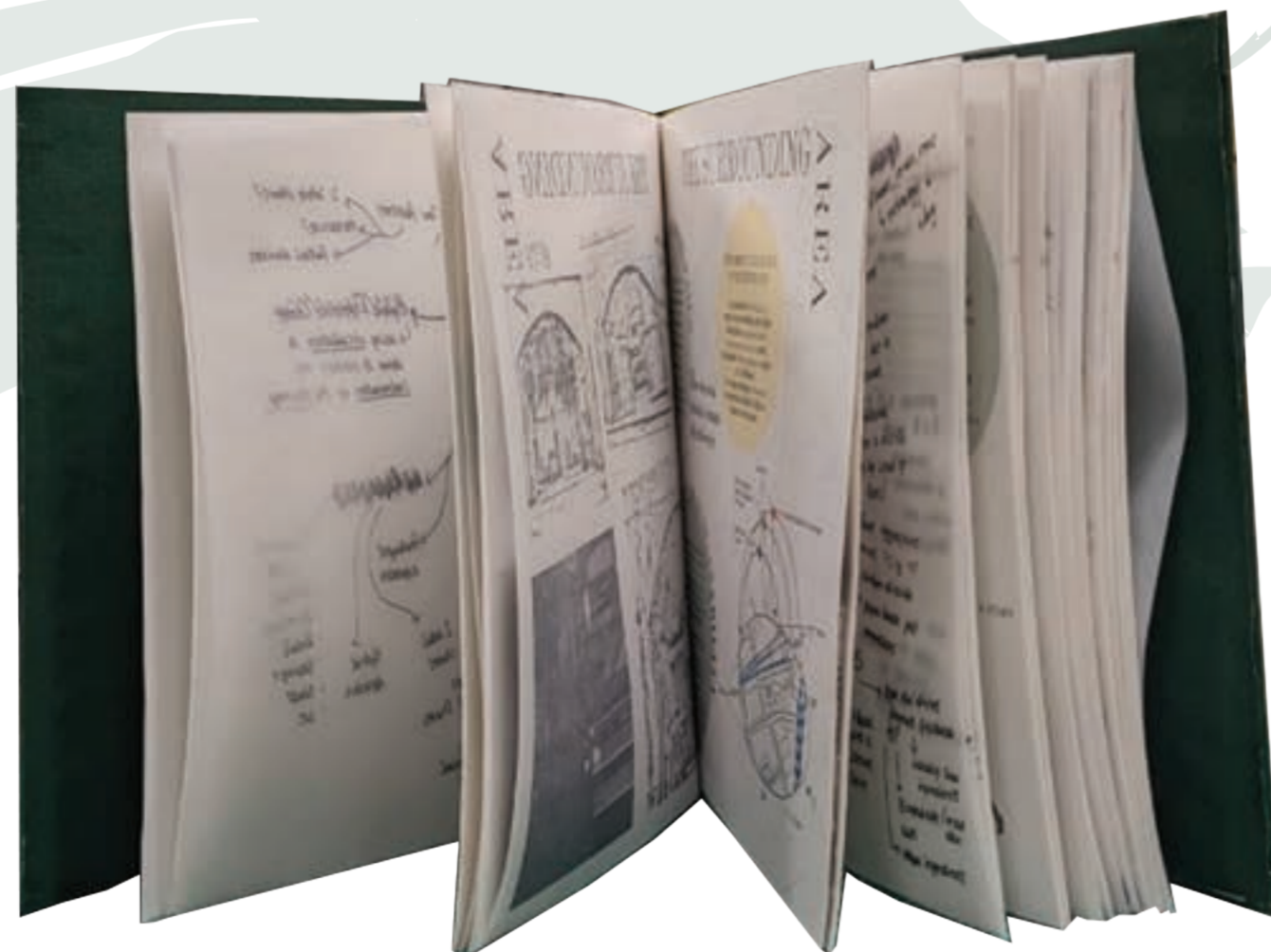
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Binding the final project

Having personally bound the project together from local and naturally sourced materials; the pages were made from re-used coffee cups, whilst the fabric was re-used from scraps within the workshops. The stigma behind binding the book not only supported the ethos in page reduction waste but it also carefully guided the research association between books and exceeded carbon footprint.



## CONCEPTUAL DRIVE

Sustainability often refers to natural and locally sourced materials which refined the ideology behind organic representation, furthermore this defined the research development into biophilic design supporting a sense of well being contributing to the factors of a maintaining a strong growing community



A rendered visual of the ground floor bar and upper level event stimulated zone.

MOLLIE-MAE GRANT-WEST