

SITE & BRIEF

Views and Structural Composition

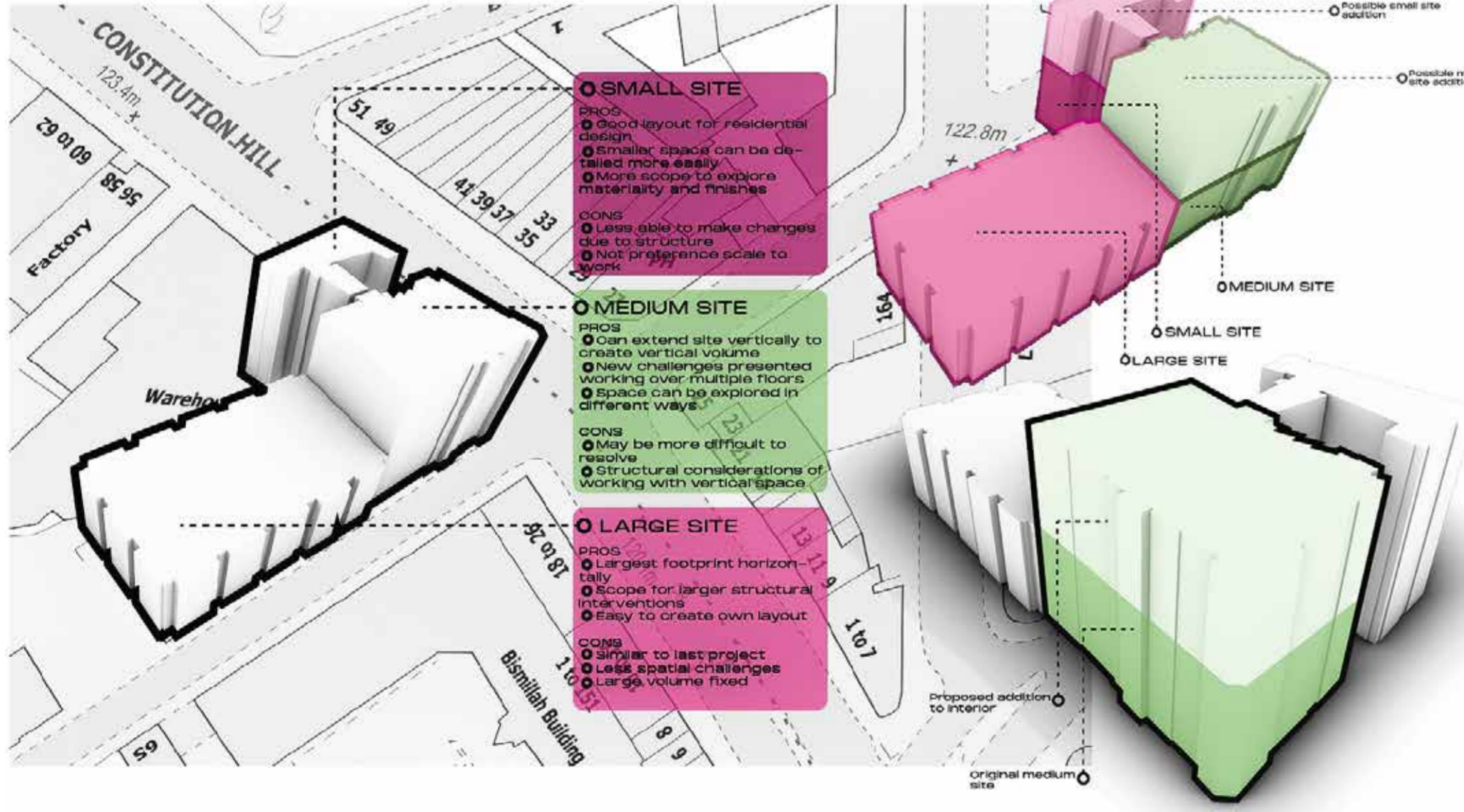


Breaking down the visual and structural composition of the building offers an understanding of historical context and allows informed decisions to be made about the internal uses for the proposal and design development.

The North-West corner site has been identified as having the most potential internally and externally to allow the design to explore vertical volume and more dynamic design.

1. 32 Constitution Hill, Warehouse View, Elsie Gibbon 2022.
2. Taylor & Challen Original Brickwork, Main building and signage, Elsie Gibbon 2022.
3. Taylor & Challen Front Elevation, Elsie Gibbon 2022.
4. Street view of No. 32, Elsie Gibbon 2022.
5. Small site, Constitution Hill, Elsie Gibbon 2022.

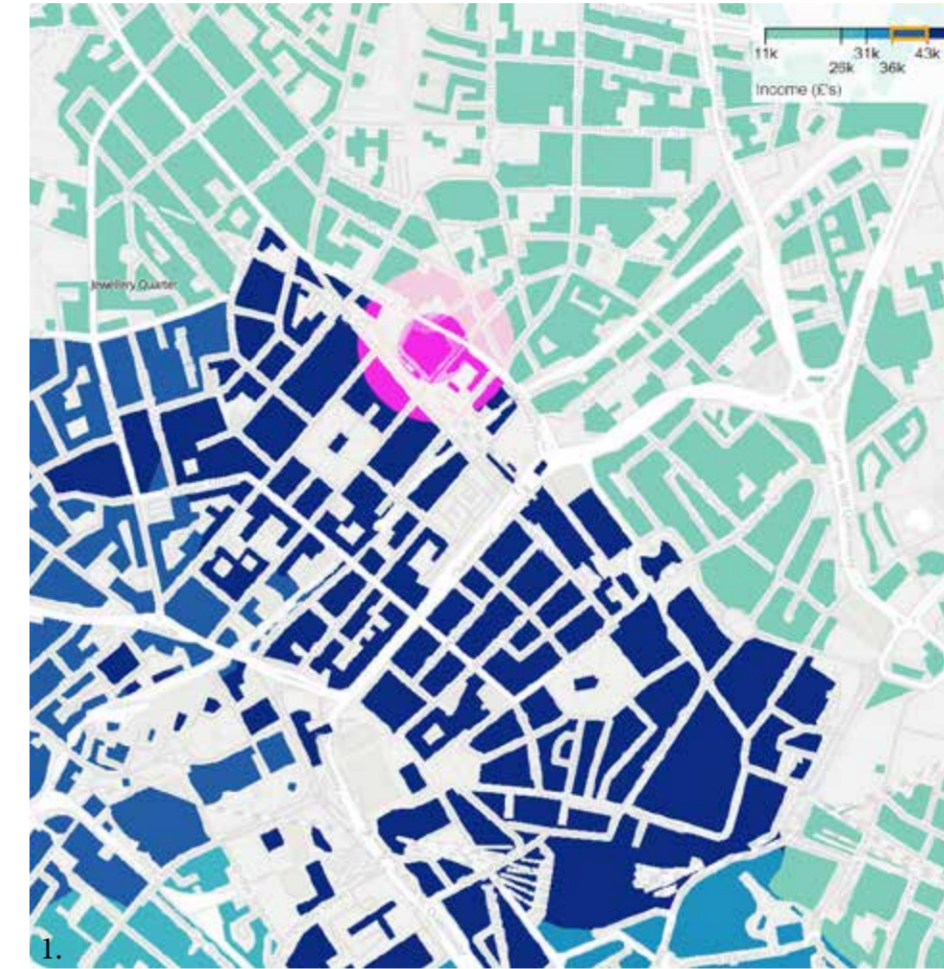
Images by Elsie Gibbon



To create a **Podcasting HQ for the Jewellery quarter** with activities on site. From a **choice of 3 sites** develop an appropriate space for the activities needed and provide public facilities appropriate to the area. The corner site was chosen for this as it has the most scope for vertical circulation, with **space in cities decreasing** at a high rate, other spatial options must be considered to achieve a solution to this such as **optimising vertical volume** to create large design. This space also has the most potential to utilise the Heritage features and combine them with a new style as well as a **large outdoor roof that has planning approval**.

AREA ANALYSIS

The Jewellery Quarter is an **economically and culturally diverse area, resulting in smaller and largely separate communities**. This was further explored through a series of analysis to determine that there is a divide within the community and access to equality and community-based resources, as well as little to no human connection between economic groups. This project will explore the **ways that food and culture sharing can be used to heal this rift** and act as a space that attracts all members of the community to share an experience and connect them together. The **priority is non-profit and community lead to enhance the quality of life for local residents rather than for profit**. By taking care of public spaces the aim is to inspire others to do the same and improve the quality of life and public experience on a local level.



Wealth Inequality

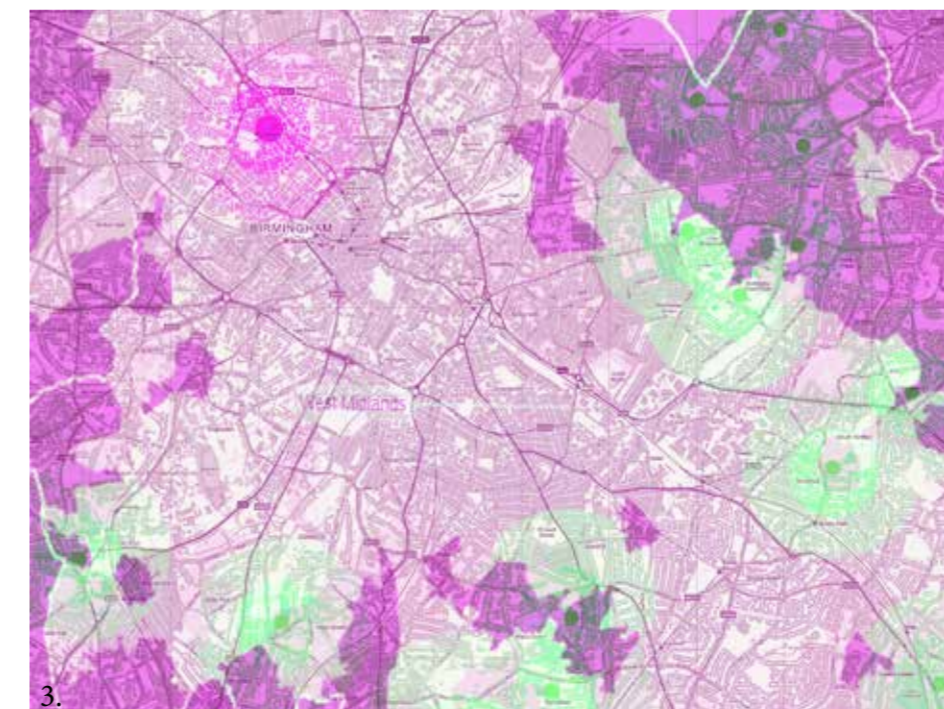
The site sits on the border of an economic divide. When analysed in depth with data from the 2021 Census, **half of the local area are in the deprived category and half of the residents comprise the side of extreme wealth**. This division in economy can impact the landscape with residents on one side resentful for new architecture and seeing it as elitist developments. Redevelopment in urban areas often contributes to these divides and splits in community and need new methods need to be explored to unite them.



Allotments & Green Spaces

With Birmingham being an urban area, access to local produce is understandably limited. After looking in to **different types of sustainability and the focus of the podcast** it being a food and agriculture advancement podcast it was **necessary to understand the position of the site in relation to the agriculture available in the City Centre**.

The reason that this is important is that **when placed against an income map for the City, it directly correlates with the wealthier areas having access to fresh growing spaces and farm to table food and the lower income areas not having access to this**. This could be impacted by the urbanisation of the city centre but also **shows a trend in which having fresh food in the inner city is inaccessible, thus becoming an issue that needs to be addressed when looking to redevelop our cities**. With mass development happening it is our responsibility to find a response to this.



Images:
 1) Deprivation Map
 2) Allotments in Birmingham
 3) Allotments & City Wealth map

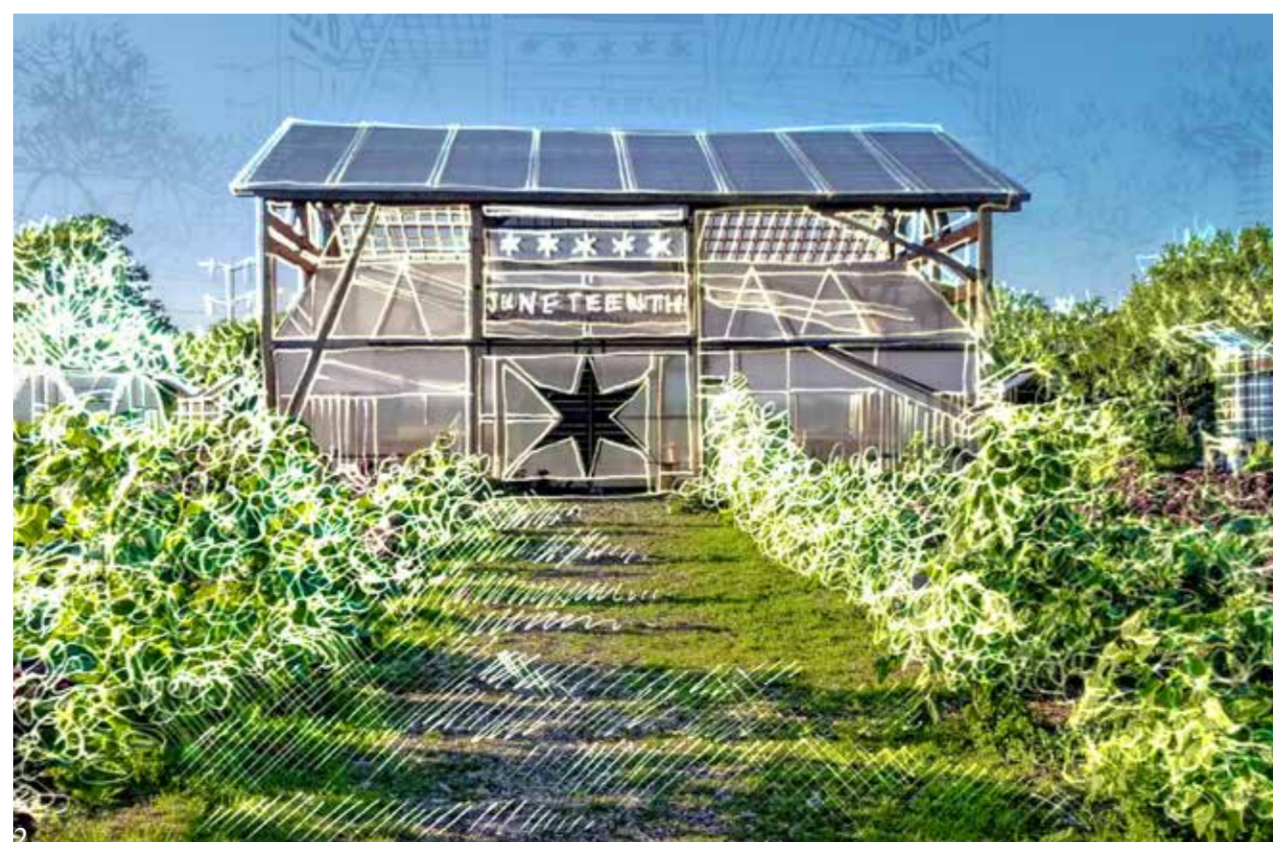
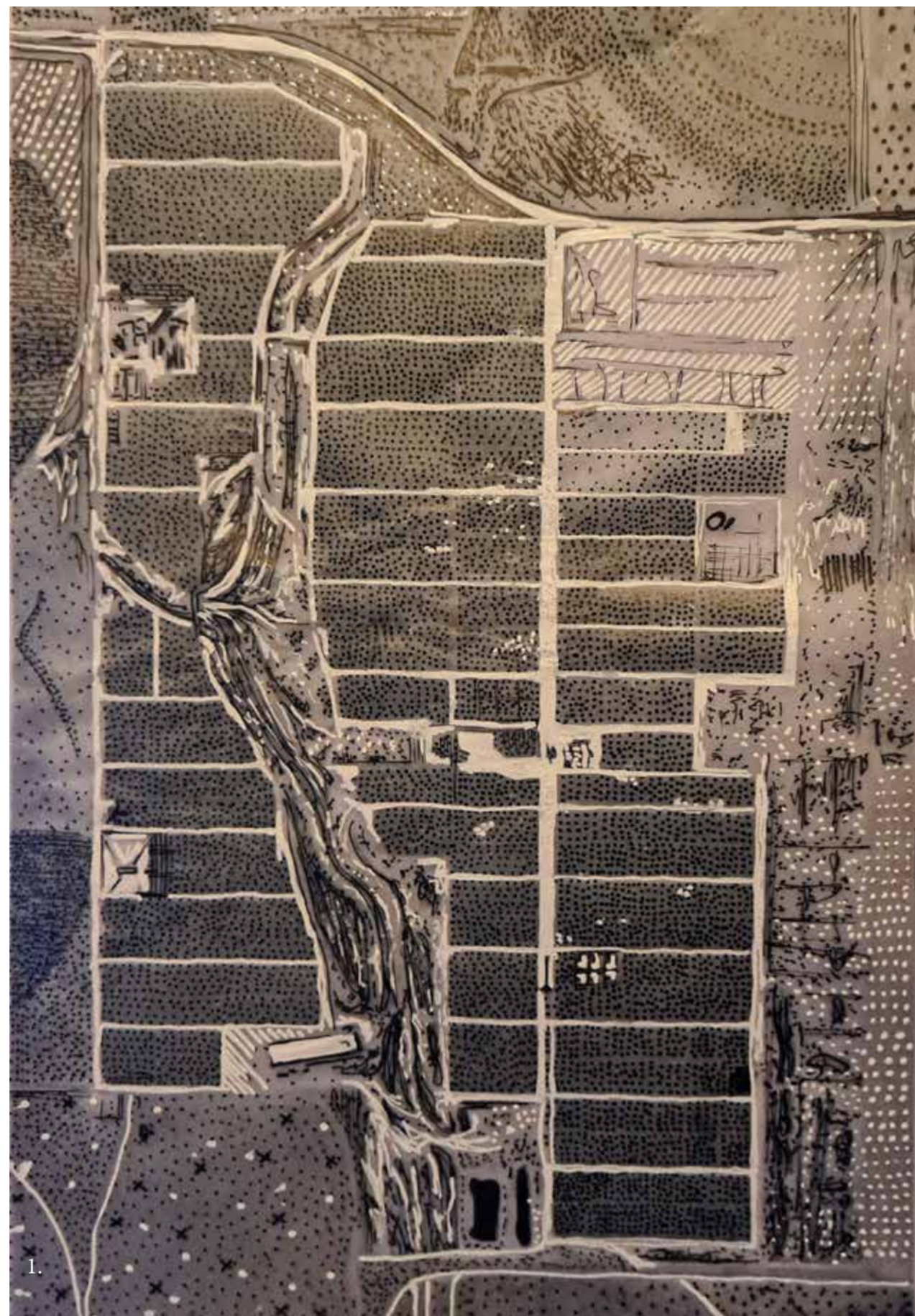
CASE STUDIES

Mishka Henner's photography explores the **scale of farming used for mass consumption of meat products**. The images were produced using stitches of high resolution shots from publicly accessible satellites that capture in detail the effects that these feedlots produce on the land around them. The project centres on the attitudes in our society, of mass production and mass consumption.

The **resulting images pose a jarring realization of the consequences of the farming industry and provoke thought in to the need for alternative options**.

The Capitol Hill Urban Cohousing Project, designed by Grace Kim & Schemata Workshop was a response to loneliness being a result of Built Environment. **The apartments are all focused around a centralised courtyard to foster a sense of community through the sounds of social connectedness**. The design centres around a community kitchen where residents come together to eat and socialise and foster a sense of "communitas" in the users of the space.

The Sweet Water Foundation utilizes a blend of Urban Agriculture, art and education transforming vacant spaces and abandoned buildings into economically and ecologically productive and sustainable community assets, engaging youth, revitalising community. This project has been **highly influential in contextualising what a sustainable community project can become for the local residents** and how a space can **change the lives of the people interacting it**. When the overarching goal of a project is to benefit the community as well as the client radical shifts in society occur.



Images:
 1) Friona Feedyard - Parmer County, TX - Mishka Henner illustrated by Elsie Gribbon
 2) Sweetwater Foundation. Emmanuel Pratt/ Elsie Gribbon
 3) Schemata Workshop. Grace Kim/ Elsie Gribbon

SUSTAINABILITY THEORY IN RESEARCH

Ritual Of Sharing Food - Context

Nancy N. Souisa

The idea that **people enjoy food beyond the anthropological need for survival and instead use it as a way to share tradition, culture and create bonds**.

Initially started as a religious practice with sacrifices and feasts in ancient times, this has evolved throughout time to sharing meals with friends and is still used within religion via practices such as Ramadan - where food is not consumed from sun up to sun down for 29 days, and is followed by sharing food at night. Food sharing is also associated with celebration, with many cultures having events and significant events demarcated by sharing food and drinks together.

On a smaller scale, the act of private and familial food rituals foster a sense of tradition and belonging and these are then shared with friends and guests. **Food has become a tool we use in the modern society to connect with one another and share our culture and values**.

The aim for this space is to utilise this tool for **community building and to share the values the Podcast has of sustainable agriculture**. With the site having a diverse cultural base this can be used as a catalyst for people to share their own rituals and connect with these communities.



"Historically, urban food production in the US and Britain has flourished in such moments of economic crisis. As we find ourselves once again in the throes of a crisis of capitalism, the popularity of UA in the Global North has surged and the discourse surrounding it has shifted from one of recreation and leisure to one of urban sustainability and economic resilience."

Nathan McClintock

In his essay Why Farm The City? McClintock argues that the **rise in Urban agriculture is a direct result of economic instability and by extension is a response to out of control capitalism**, McClintock argues that a **social food production is central to a local food system and this comes with accessibility implications** and is something we should strive for.

Reflection

"Several studies have concluded that exposure to vegetation and green space is essential to children's cognitive development, can reduce attention deficit disorder, and reduce crime and "mental fatigue" or desperation in impoverished urban areas (Kuo & Sullivan, 2001; Taylor et al., 2001)."

This statement in the essay made me consider **the impact on inner city communities** that introducing a sustainable and community based agricultural element could have in terms of health, wellbeing and also community-building. The **lack of any other facilities like this in the area together with the goals of the Food Fight Podcast make exploring an agricultural element central to the design a priority**.



Images:
 1) Farm Ed Chipping Norton
 2) Lentil as Anything, Abbotsford
 3) Hydroponic Illustration



CLIENT

The Food Fight podcast is produced by EIT to bring awareness to food sustainability issues and the technology being used to transform the agriculture industry. It is run by charity EIT food and co-funded by the European Union. Its main areas of focus are: Protein Diversification, Circular food systems, Digital Traceability, Sustainable Agriculture & Aquaculture and Targeted Nutrition. The podcast is an ongoing series examining the biggest challenges facing the food system and showcasing the innovations and entrepreneurs who seek solutions. The aim of the organisation is to build an inclusive and innovative community with active engagement to deliver an innovative agrifood sector that is both healthy and trusted by society.

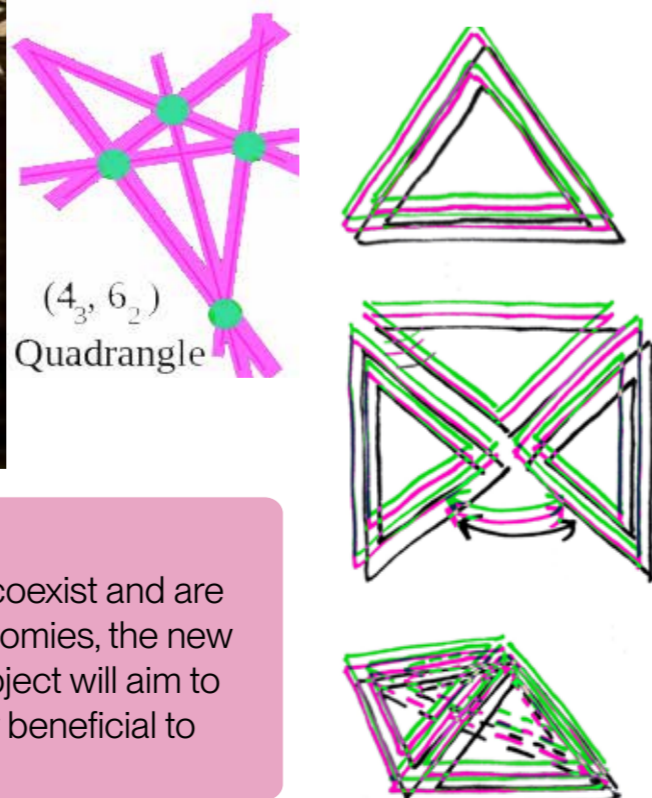
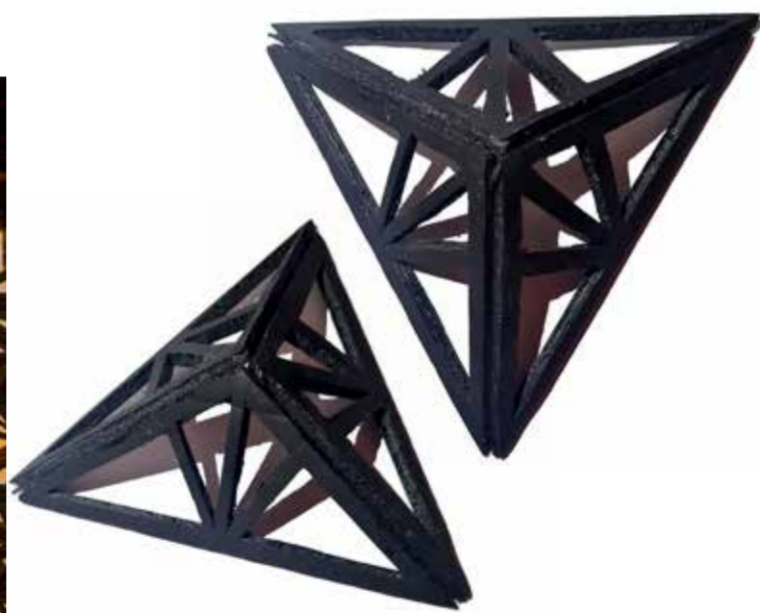


“The current model of ‘make, use, dispose’ is inefficient, wasteful and unsustainable. We need to move this to a circular food system where we use resources more efficiently and re-use side and waste streams”

COMMUNITY AGRICULTURE EDUCATION, MARKET & KITCHEN

A public headquarters for the EIT Food fight podcast that creates a community hub focused of Urban Agriculture & Education. Bringing together a community through the act of sharing food. By appreciating the history that came before in the area and looking forward to new integrated technologies the aim is to create an interior space that can be used as a model for how we can redevelop inner city communities in the future with social agriculture as a hub.

CONCEPT



Duality

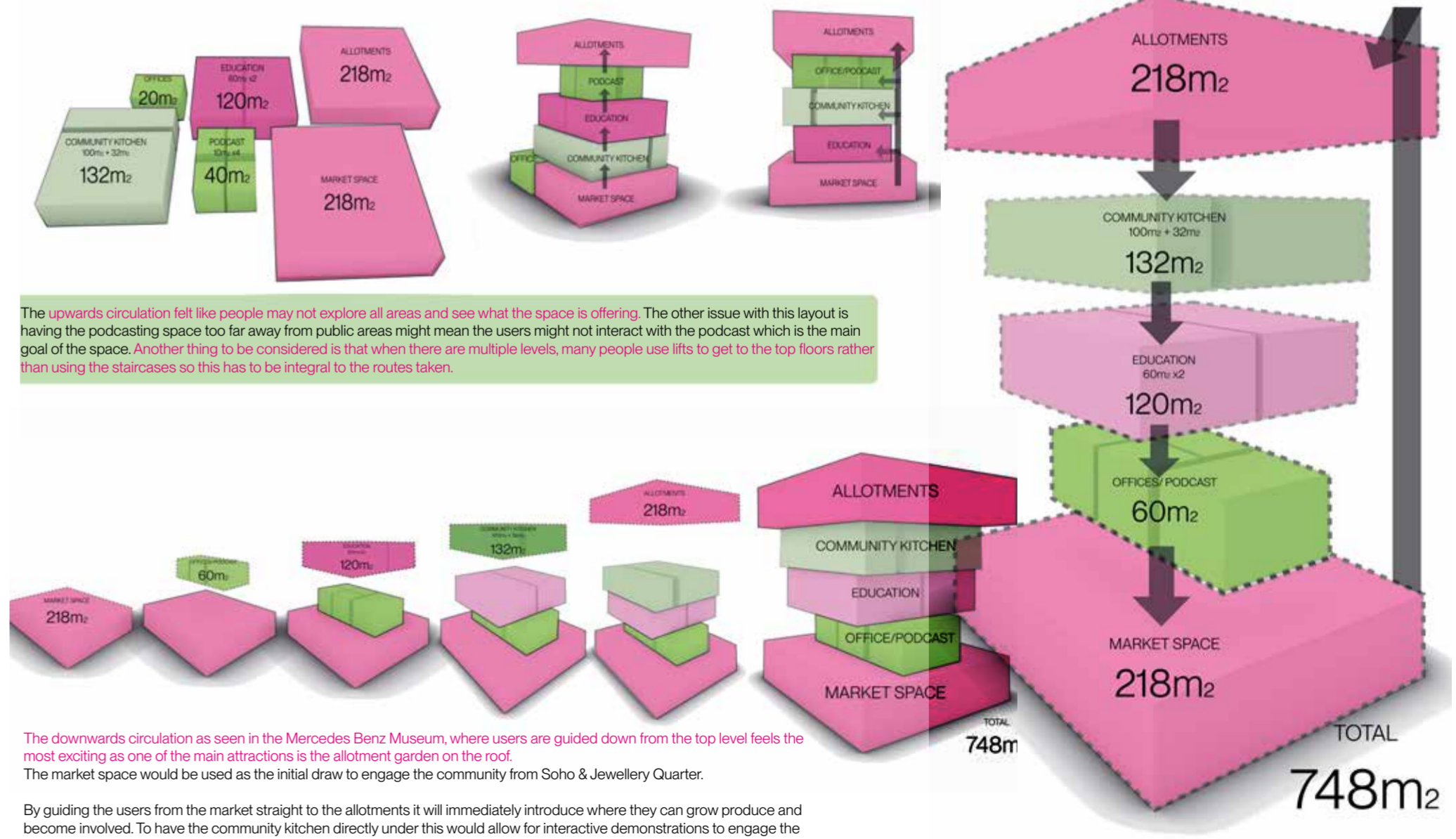
Duality in mathematics is a concept in which two seemingly contradictory theories coexist and are both true. In architecture and society we think of life and concepts in terms of dichotomies, the new and the old, the wealthy and the underprivileged, agriculture and urbanism... The project will aim to show that these things can exist alongside one another in harmony and be mutually beneficial to each other.

DEVELOPMENT



The main aim for the zonal planning was developing a circulation route that all users would experience the same way with a focus on intentional collision spaces. The main areas to connect are the social kitchen/dining area, marketplace, roof garden, education and podcasting so different iterations were tested to develop these and ensure that the progression through the space linked them together and created a complete journey through the space.

Vertical Zonal Planning



MATERIAL CREATION

Whole Life Cycle Materials

Inspired by Whole-Life Cycle materials and biomaterials exploration, ways to incorporate the podcast's sustainability and forward thinking agrifood ethos in to the design were explored.

Mycellium Acoustic Panneling

When Researching sustainability in materials during the theory for the project, Mycellium fungi as a material was discovered after watching a talk by the Alberta Mycological Society.

It was found to have excellent acoustic properties and made sense to test that for this project as it aligned with the interests of the Podcast and ethos of the space.

After this I found methods online of how to create these materials using mycellium grow packs and endeavoured to create a product that could be used as acoustic lining.

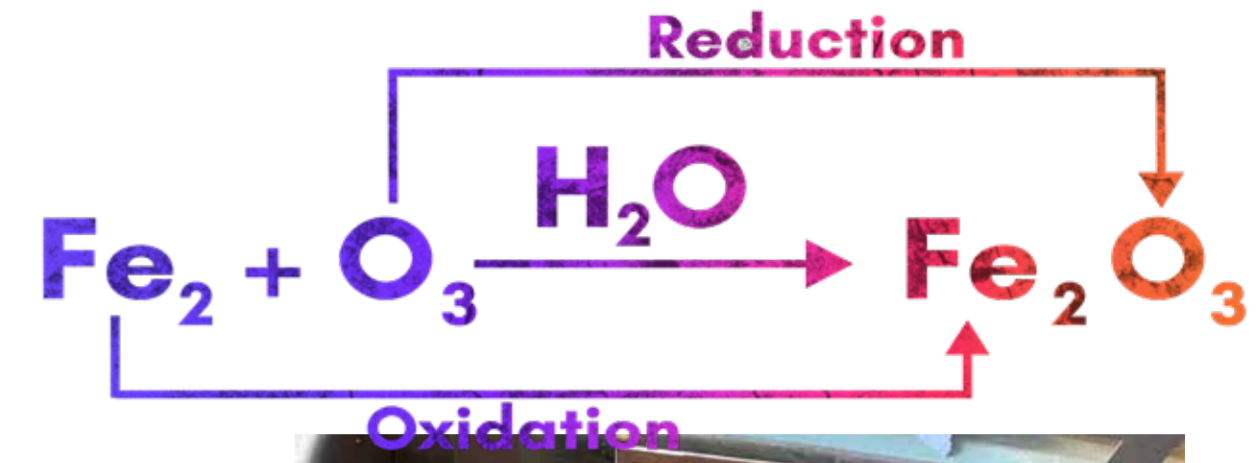
One of the issues with the finished result is definitely the texture of the product being very hard when dry and it would need extra padding before use.



OXIDIZAZION EXPERIMENTS

1.

When analysing Pallasmaa's theories of materiality and time - that materials change with time and age and this adds to the user experience within a building, it became clear that could be incorporated in to the design. It was decided to use metal to test this and develop a material that enhanced the heritage of the building and encapsulated the theory taught in lectures.



Working with Metal as a material, different metals and properties were researched and processes and effects of temperature, heat and oxidization explored.

With one of the core interests for this project being sustainability, the treatment of metal from an architectural and sustainability standpoint was explored.

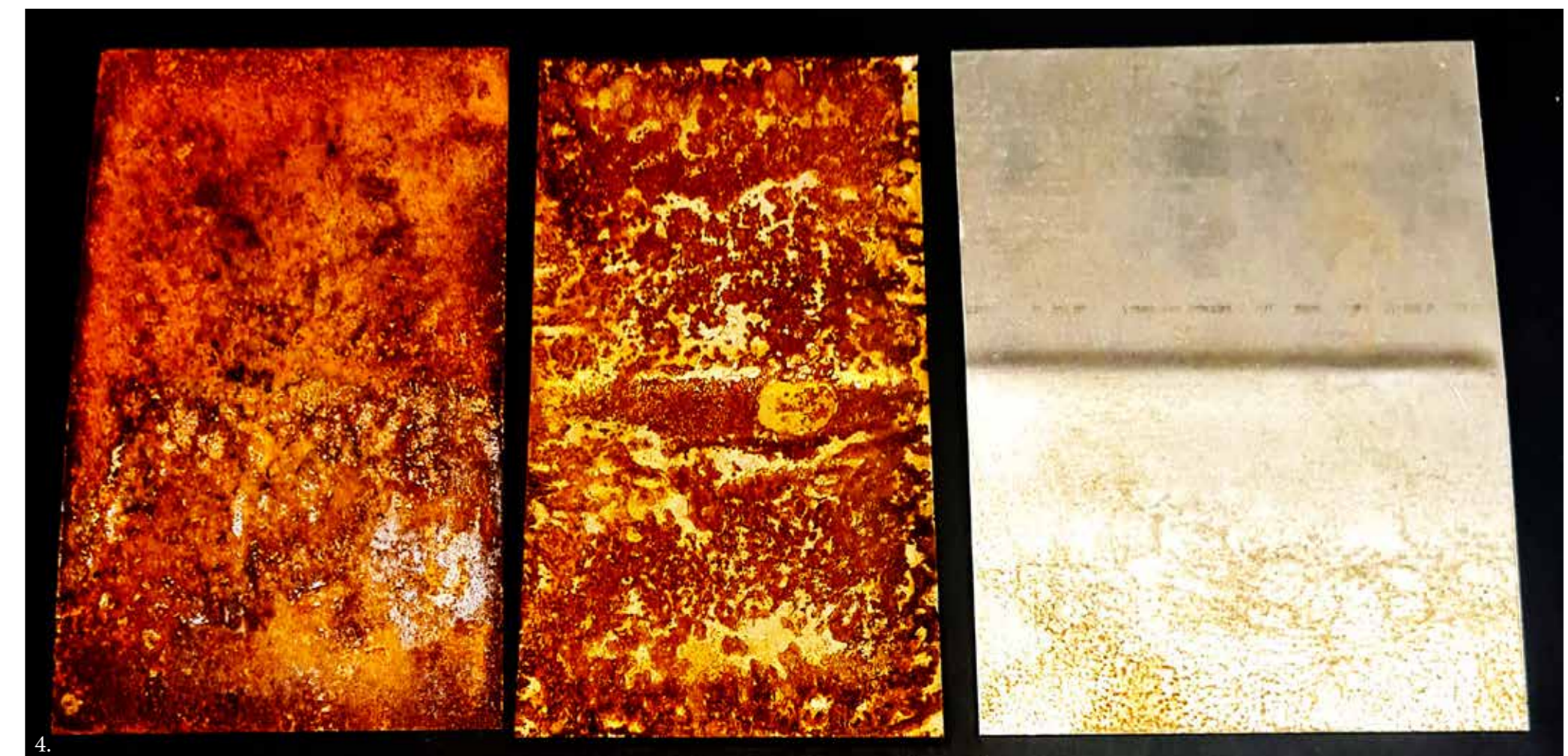
Corten steel was used as inspiration - a highly sustainable and interesting material when used in architecture and a rapid oxidization method was found to replicate the process with mild steel.

This was explored via a timelapse testing smaller pieces and documenting the effect after different intervals of time for the group to choose the finish for the final model. This was then replicated for the final model and proved incredibly successful, leading to the decision to feature this element within the final design and incorporate it to cover the structural elements necessary for the design and house electrical wiring.



Images:

- 1) Oxidization process. Elsie Gribbon
- 2) Model Oxidization Larisa Lungu & Elsie Gribbon.
- 3) Oxidization Time-lapse filming. Elsie Gribbon.
- 4) Oxidization Results. Elsie Gribbon..



4.

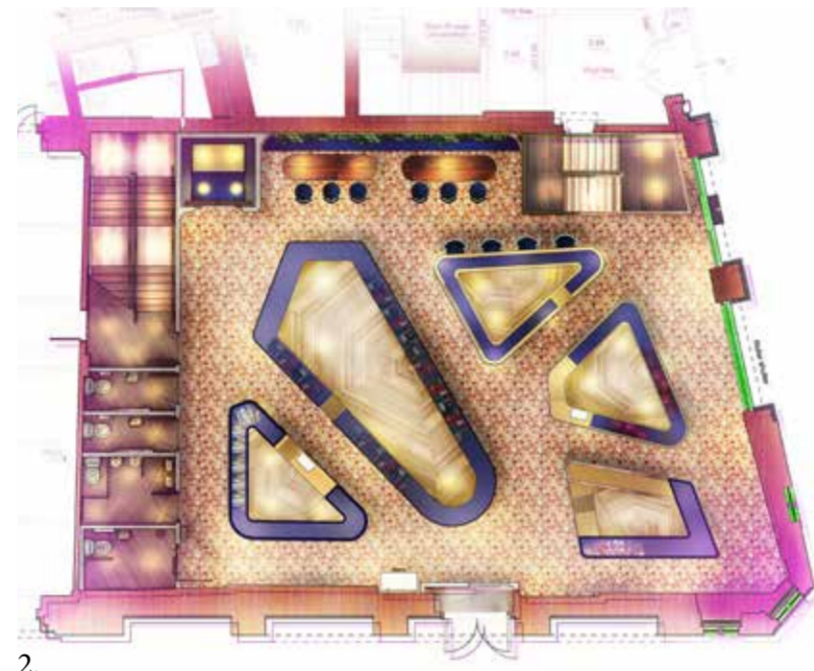
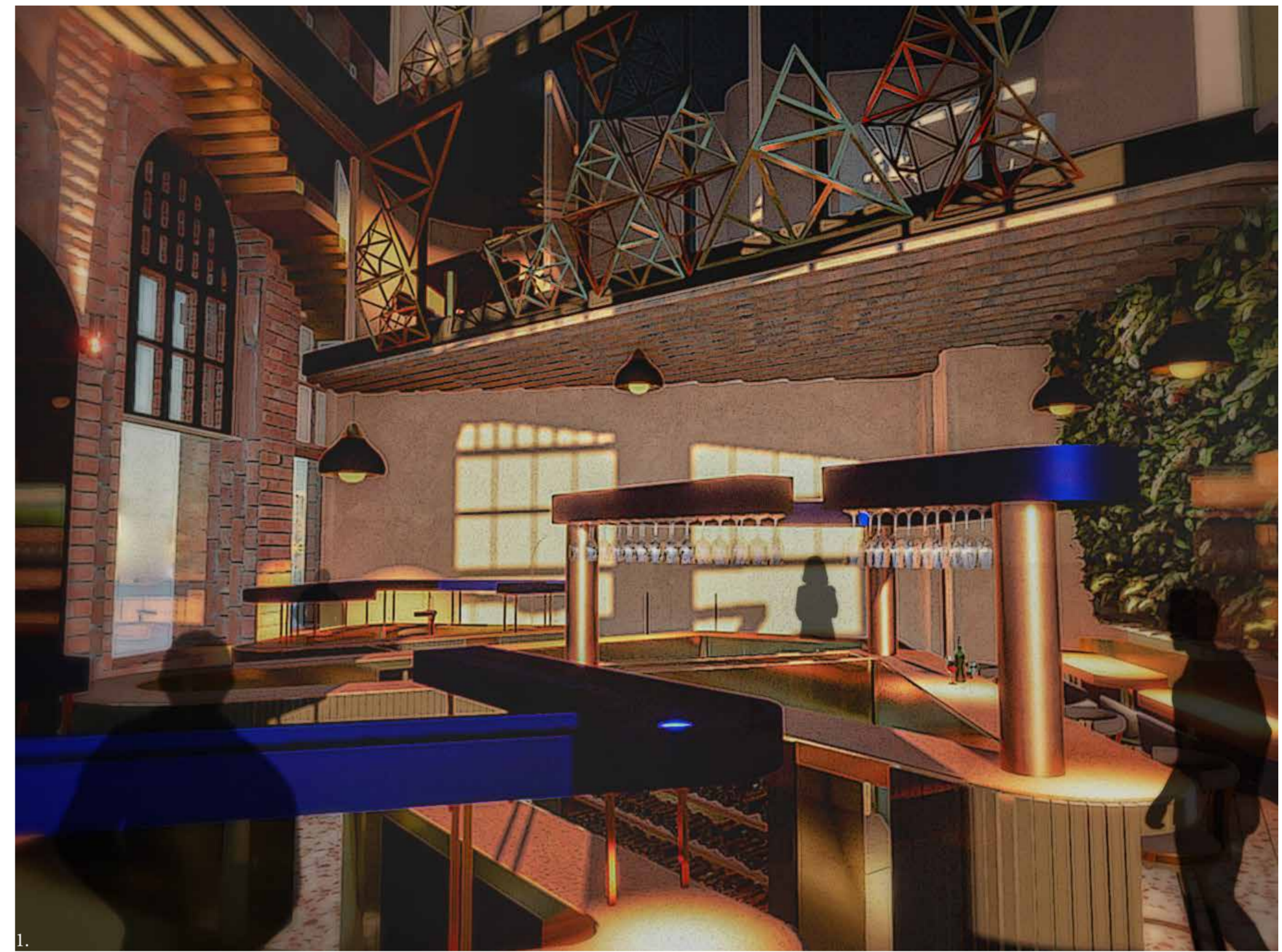


Recycled packaging terrazzo effect

When designing the space with sustainability processes in mind, natural wood terrazzo was found as an alternative option. It was decided to explore this alternative method further and incorporate used food packaging in to a terrazzo to see if it could be used as a way to incorporate food waste in to the design and contribute to making a carbon net zero product.



Images by Elsie Gribbon

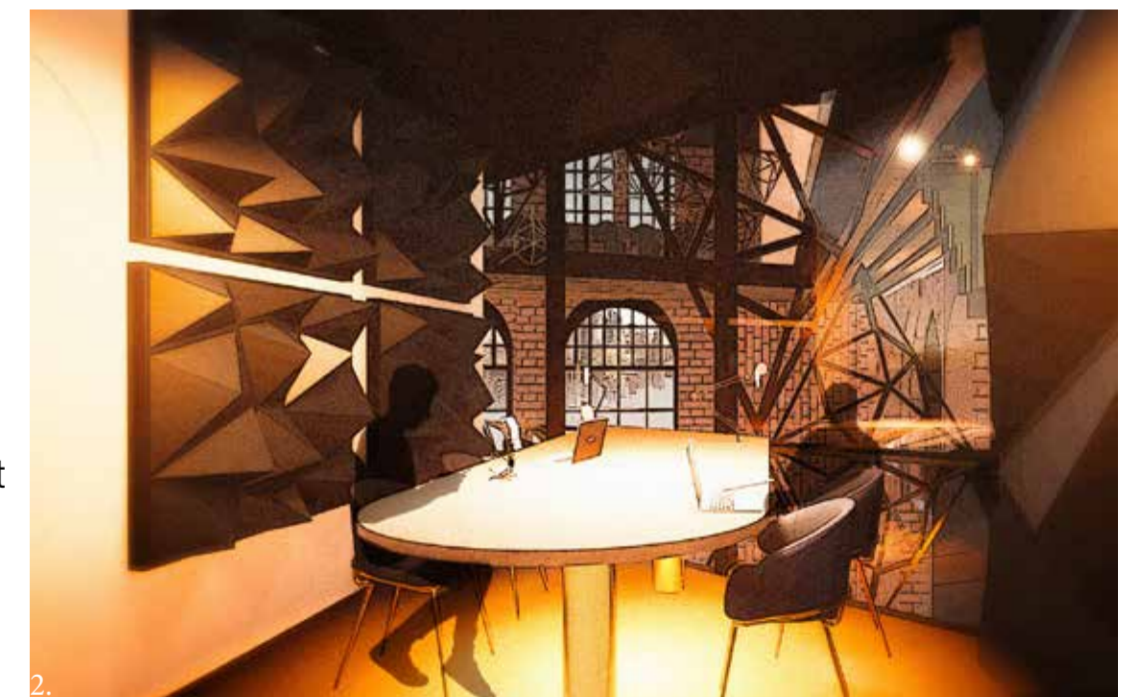


Images:
 1) Market Space.
 2) Floor Finishes.
 3) Modelled Space.
 4) Plans and Key Points.
 5) Rendered Section.

Images (Following):
 1) Market Space.
 2) Podcasting Room.
 3) Community Dining.

A VISION FOR A COMMUNITY AGRICULTURE EDUCATION, MARKET & KITCHEN TO FURTHER THE AIMS OF THE FOOD FIGHT PODCAST AND MAKE ACAST PODCASTING ACCESSIBLE TO COMMUNITIES WITH VARIED LEVELS OF DEPRIVATION.

A public headquarters for the EIT Food fight podcast that creates a community hub focused of Urban Agriculture & Education. The project goals inspire community through the act of sharing food and sharing knowledge with the public, both in person and via expansion over podcast. By appreciating the history that came before and looking forward to new integrated technologies, a duality between the two can successfully exist and elevate heritage buildings to new community spaces. Developed as an entire journey to bring people together, spark interest and encourage active participation, the spaces unfold as the user interacts with them and creates excitement for the topics discussed in the podcast. Through the lens of community sustainability, social reform and urban agriculture the transformative effect of shared-focused spaces can be used to model how we can redevelop inner city communities in the future with social agriculture as a hub to inspire new audiences to participate in podcasting and learning.



Plans 1:100 @ A3
THE FOOD FIGHT PODCAST HQ