

AT **STUDIO YOU**, WE ARE CHANGING THE RULES OF THE GAME ...

...BECAUSE **HERE, GIRLS CAN** ENJOY GETTING ACTIVE & SOCIAL!

**ABOUT THE BRAND:**

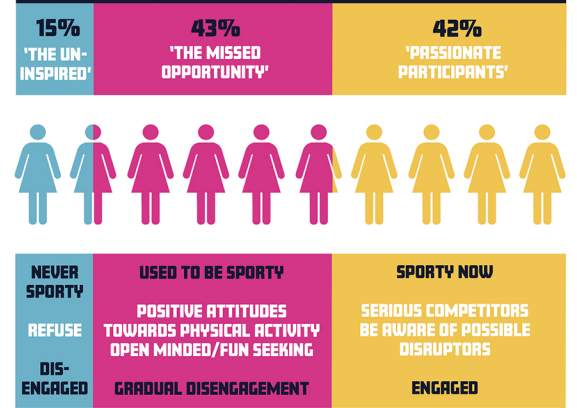
**WHO ARE WE?**

**OUR STORY:**  
The devastating reality is that over 1 million young girls within the UK alone have become disengaged from sports during their teenage years, and the importance that everyday movement can have on their lives. We're moving exercise in a new direction, and it starts with **YOU!**

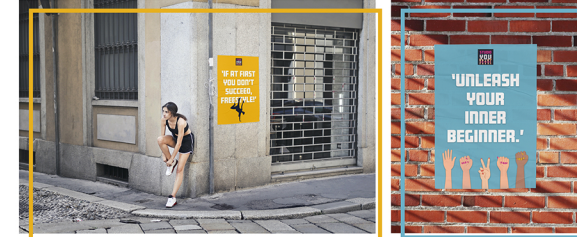
We want to show the next generation of girls that being active isn't something to fear; it's a great way to connect, de-stress and find space to simply be **YOU!**

**OUR AIMS:**  
The aim is to get more **girls moving**, bring the **fun back into physical activity** and help every girl, regardless of background and ability, **enjoy exercise again!** It is our mission to **squash the negative school P.E narrative**, break down the gender barriers and **tackle the female stigma** behind not exercising simply because girls 'dont feel good enough'.

**TARGET DEMOGRAPHIC .VS. THE SPECTRUM OF ENGAGEMENT**



**AT STUDIO YOU, GETTING 'HOT AND SWEATY' IS OFFICIALLY THE NEW MANICURE!**



The site has been transformed into an **IMMERSIVE, SPORT FOCUSED FACILITY**, providing a **SAFE AND COMFORTABLE** environment where young girls can engage with the importance of physical activity through the use of **EXPERIENTIAL LEARNING**. Activity offerings have been reframed to cater for the changing needs of girls and make them feel they **DESERVE TO PLAY**, whatever their level of ability.

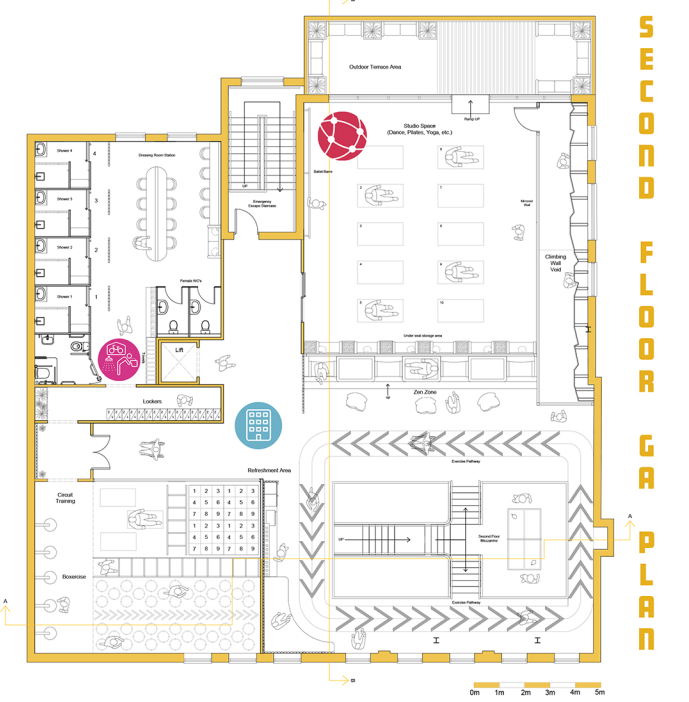
**THE 10 ACTIVE DESIGN PRINCIPLES**

Active Design is a combination of 10 principles that promote activity, health and stronger communities through the way we design and build our towns and cities. These principles are implemented throughout the design scheme of **STUDIO YOU**.



1. ACTIVITY FOR ALL NEIGHBOURHOODS
2. WALKABLE COMMUNITIES
3. CONNECTED WALKING AND CYCLING ROUTES
4. CO-LOCATION OF COMMUNITY FACILITIES
5. NETWORK OF MULTIFUNCTIONAL OPEN SPACE
6. HIGH QUALITY STREETS AND SPACES
7. APPROPRIATE INFRASTRUCTURE
8. ACTIVE BUILDINGS
9. MANAGEMENT, MAINTENANCE, MONITORING AND EVALUATION
10. ACTIVITY PROMOTION AND LOCAL CHAMPIONS

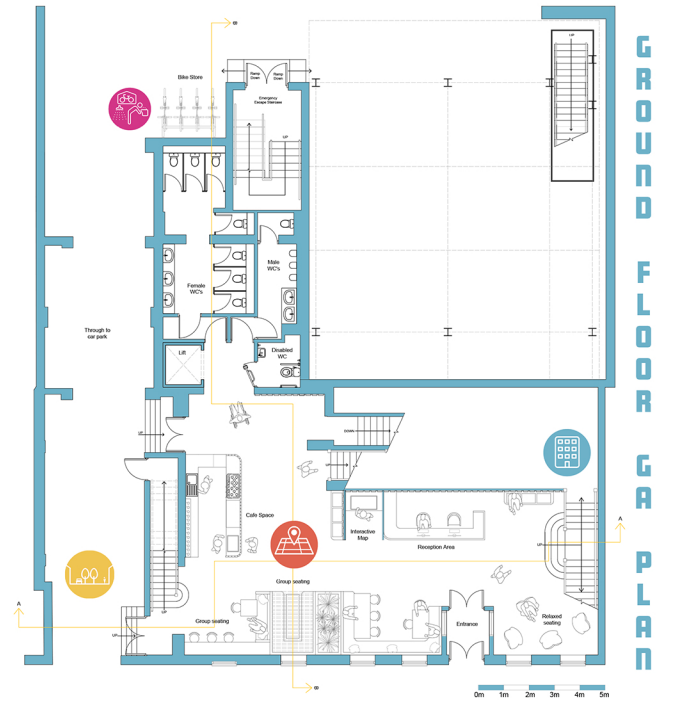
**THE PROJECT PROGRAMME:**



SECOND FLOOR G A P L A N



FIRST FLOOR G A P L A N



GROUND FLOOR G A P L A N

**" I DON'T LIKE GETTING HOT AND SWEATY! "**

**" THE CHANGING ROOM AREN'T PRIVATE ENOUGH FOR ME. "**

**" I DON'T LIKE BEING WATCHED. "**

**" I'M ON MY PERIOD! "**

**" I DON'T HAVE THE MOTIVATION TO TAKE PART. "**

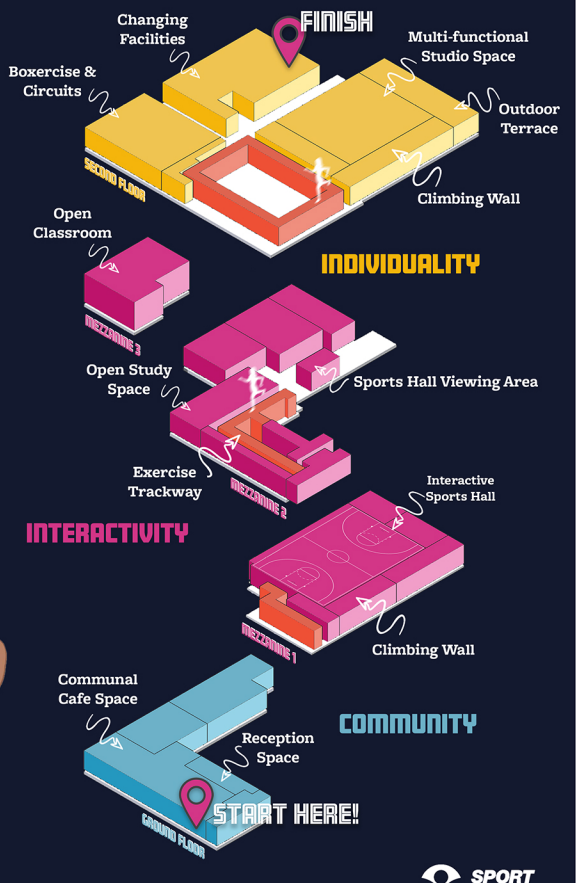
**THE SITE:** 3-5 ST. PAUL'S SQUARE, BIRMINGHAM, B3 1QU. A GRADE II LISTED GEORGIAN BUILDING.



**WHERE IT ALL BEGAN**  
SEPT 2021  
**STUDIO YOU LAUNCH**

The **STUDIO YOU** Platform launched as part of This Girl Can's mission to get more teenage girls active through enjoyable P.E lessons. The free programme enabled teachers to **break the traditional P.E mould** and deliver fun and engaging activities found to be popular with teenage girls, including yoga, boxing, dance and pilates - aiming to inspire the most uninterested girls to take part. It was created to instill **positive attitudes** towards physical activity.

**B O L D**  
**I N C L U S I V E**  
**A C C E S S I B L E**  
**S O C I A B L E**  
**S A F E**





**'MORE THAN 1 MILLION GIRLS ATTENDING UK SECONDARY SCHOOLS IN THE UK HAVE LOST INTEREST IN PHYSICAL ACTIVITY DURING THEIR TEENAGE YEARS.'**



RENDERED SECTION A-A

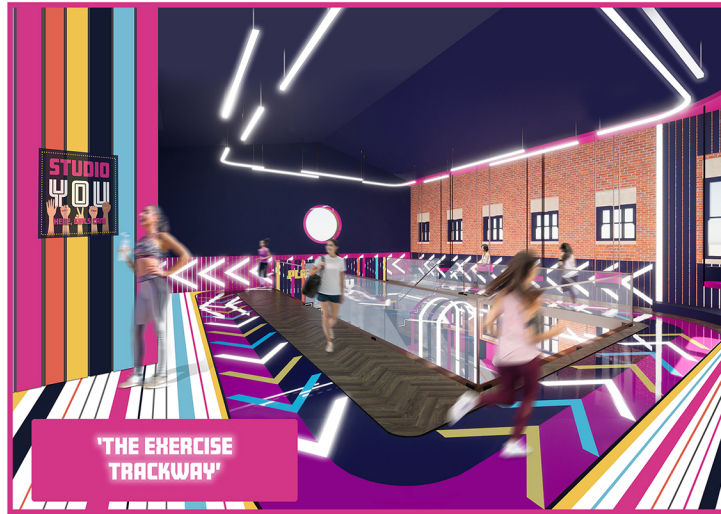
**'TEENAGE GIRLS ARE NOT VOLUNTARILY LEAVING SPORT, THEY ARE BEING PUSHED OUT AS A CONSEQUENCE OF DEEP-ROOTED GENDER STEREOTYPES.'**



RENDERED SECTION B-B



'THE STUDIO'



'THE EXERCISE TRACKWAY'



'THE MULTI-FUNCTIONAL SPORTS HALL'



'STUDIO YOU: COMMUNITY SPACE'

A RENDERED, SCHEMATIC ISOMETRIC DRAWING OF EACH FLOOR OF THE PROPOSED 'STUDIO YOU' DESIGN SCHEME.

