

# The Taylor and Challen Jewellery Academy

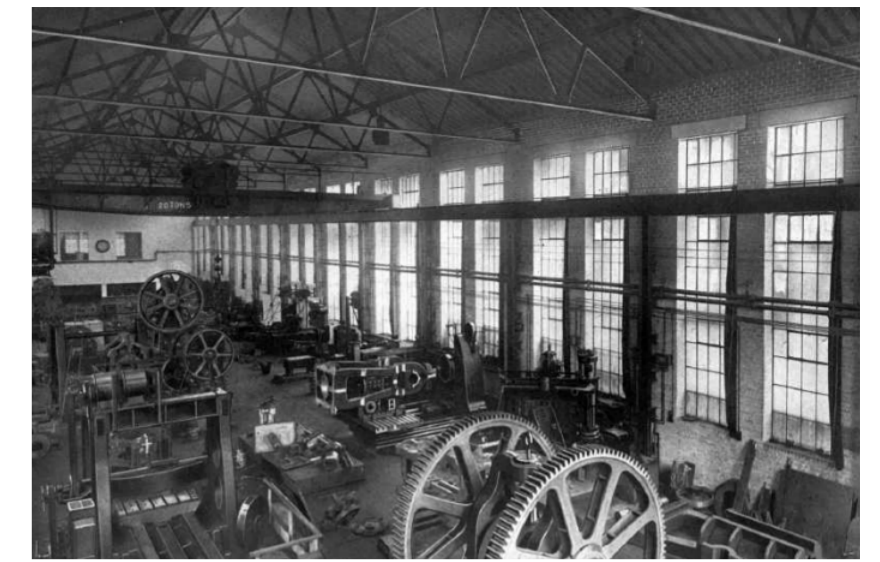
Taylor and Challen Jewellery Academy is located in the Historic area of Birmingham, the Jewellery Quarter. This design celebrates the Traditional trade of the city through new ideas to engage a younger generation.

The design is the home of a podcasting HQ, A small business creative hub as well as workshops for the public to take classes from experts of the trade.

The space is a creative hub which celebrates the the trade as well as the original uses of the building, with the heritage of the building being referenced throughout the design through the activities in the building and materials used in the design.

The proposed design includes a new roof extension to accommodate the change of use to the building. The new design uses the original features as a key part of the new design. For example keeping the tall windows from the original building impacted how the building would be used by the users of the space.

As the space is used to celebrate the traditional trade and the creators of today, the design includes a business incubator for local businesses to collaborate and help grow their small business. The design includes a pop up shop for designers to sell their creations to the public.



## The Site:

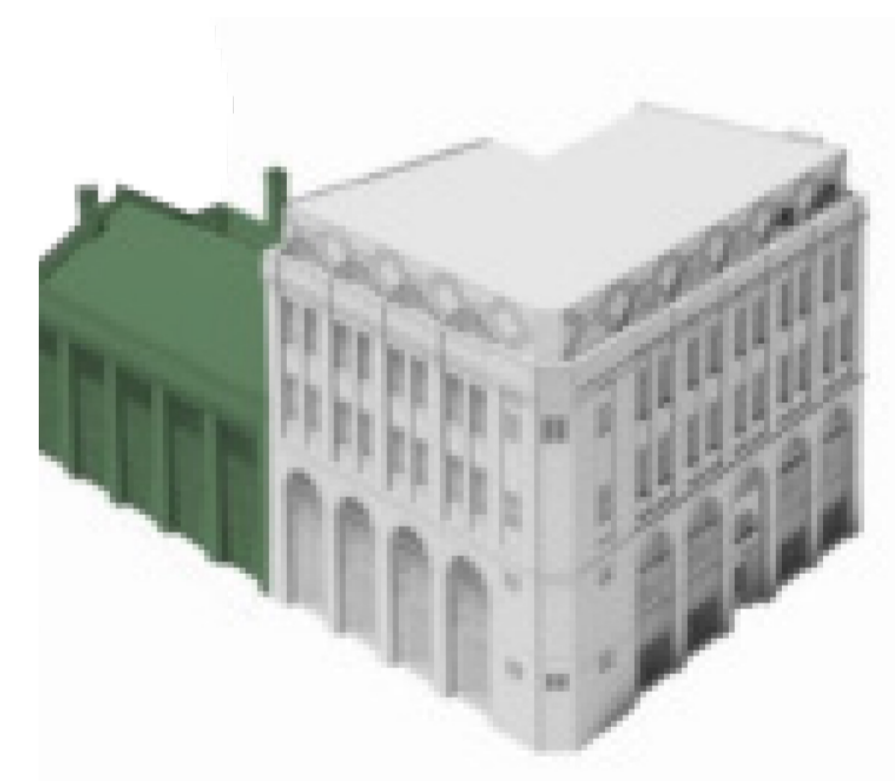
The building is a Grade II Listed building within The Jewellery Quarter, Birmingham.

The building, formally known as 'Taylor and Challen Limited, Derwent Works', was once on of Birmingham's most distinguished manufacturers of machinery and tools for use in the jewellery and metal trades during the 18th and 19th centuries.

Today the building is being used as shops on the ground floor with the upper floor not in use.

The site is also being used for storage with a temporary mezzanine level.

The Jewellery Quarter is a conservation area, 20 minutes from Birmingham's City Centre. The area is known nationally as the birthplace of the industrial revolution in the UK with factories, workshops and crafts, creating the 'workshop of the world'. In 1913 around 300,000 people were employed in the jewellery trade where as only 700 people are employed in the trade within the Jewellery Quarter today.



## The jewellery trade today: The JQ Set

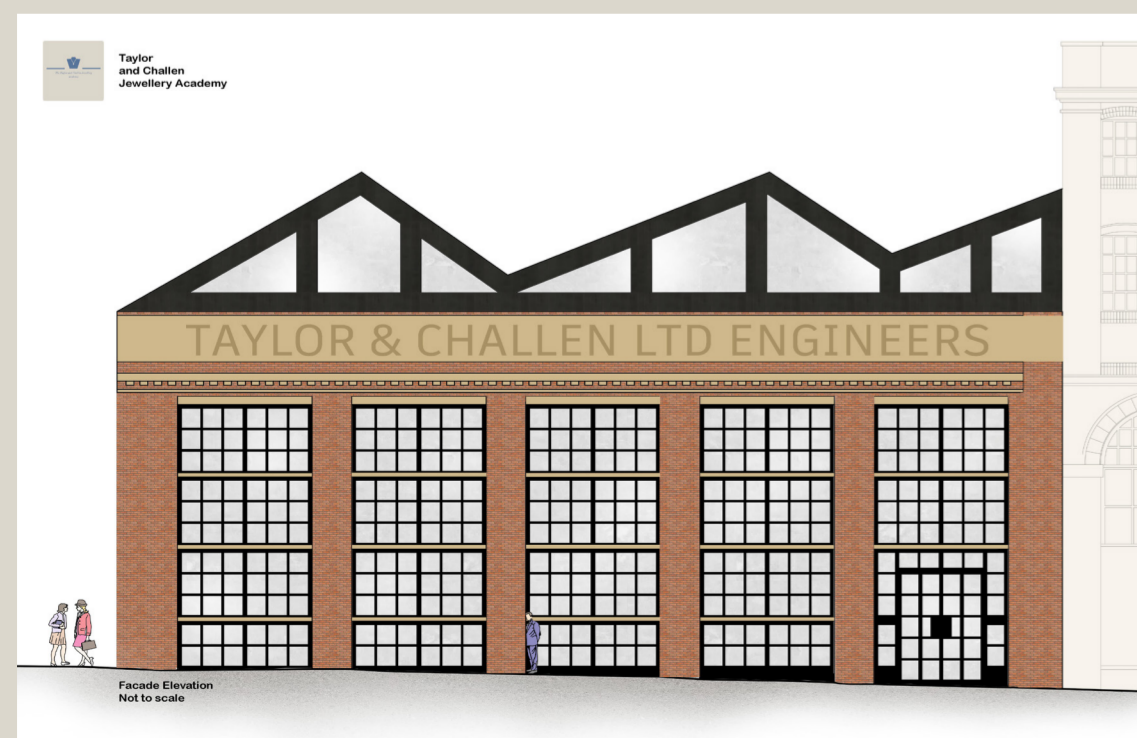
To get a better understanding of the trade today The JQ Set, a small business in the Jewellery Quarter, described the trade as struggling in questionnaire.

Would you say the interest for the trade is increasing or decreasing over the years?  
 "My teaching business has been open 4.5 years and it's been up and down, which is to be expected given the pandemic and cost of living crisis and the huge increases in energy bills etc. It would be hard to judge whether there's a gradual trend over the years either way, but at the moment, with lots of people having to prioritise their costly winter energy bills, lots of small businesses are struggling, mine included."

The answers in from the questionnaire made it clear the trade had decreased over the years, influencing the design and concept of the project.



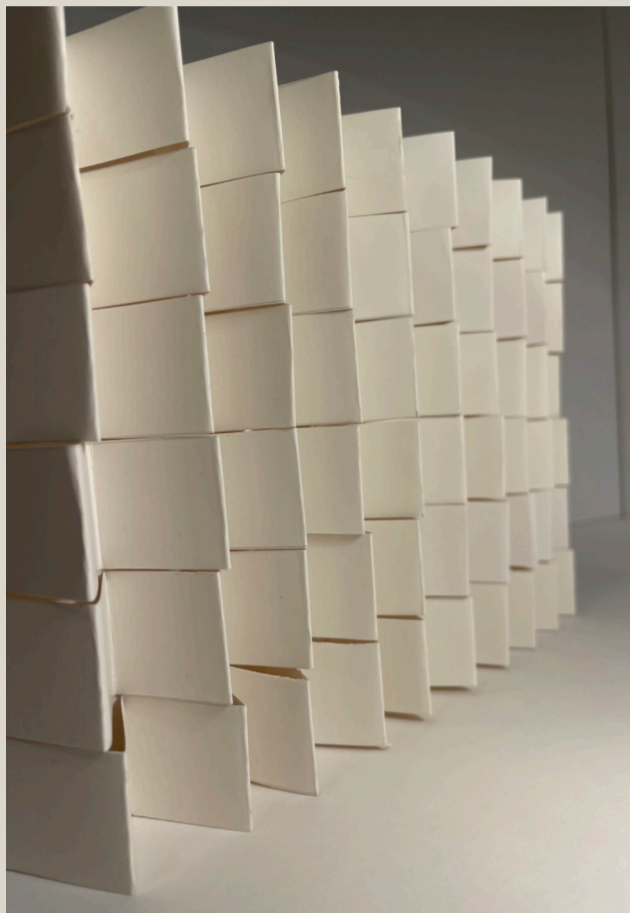
The JQ Set is an existing business within the Jewellery Quarter.



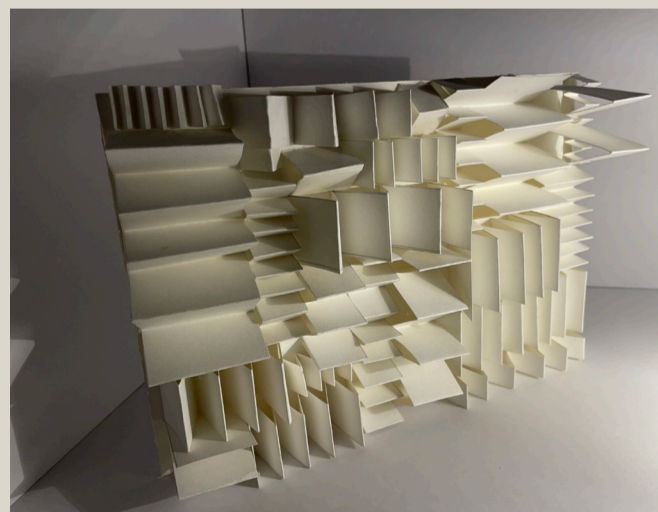


# The concept:

To redefine the historic trade of the Jewellery Quarter to **connect** a younger and modern generation to the traditional trade of the city.

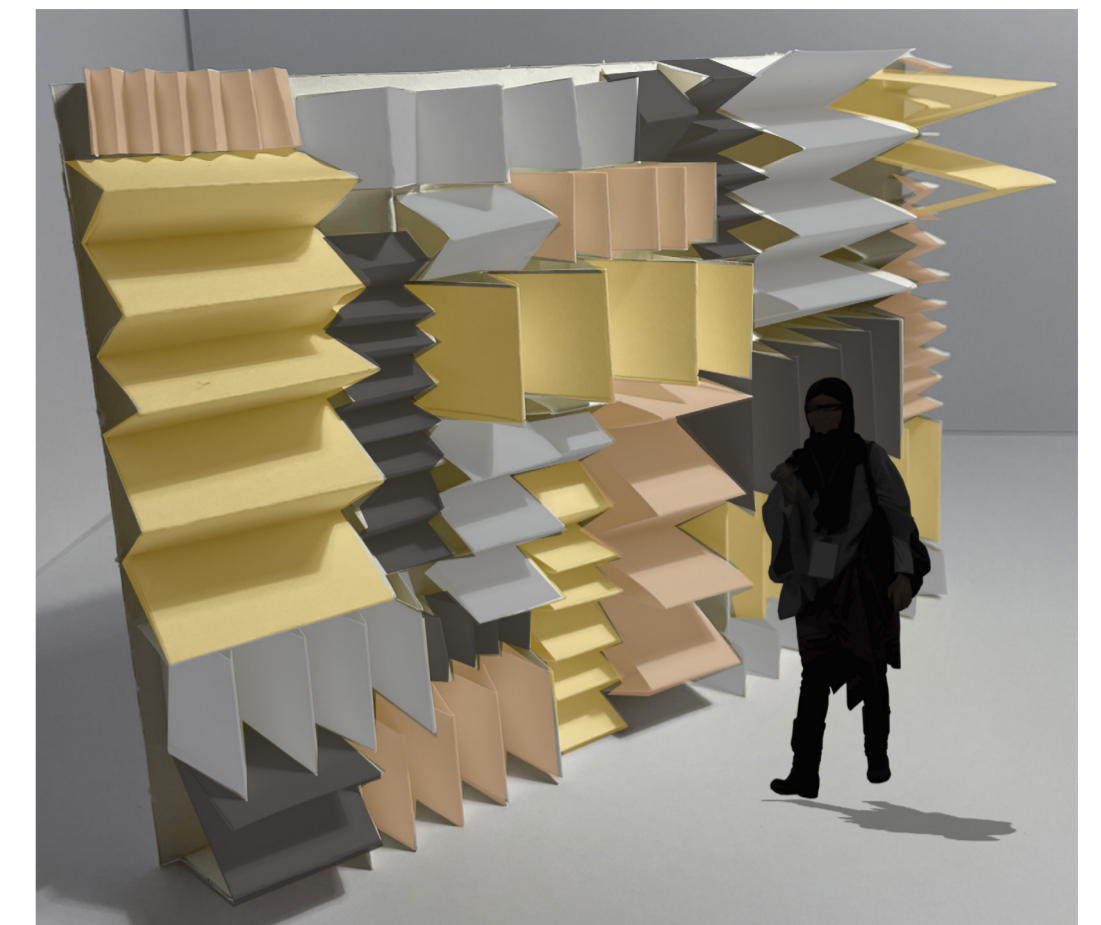
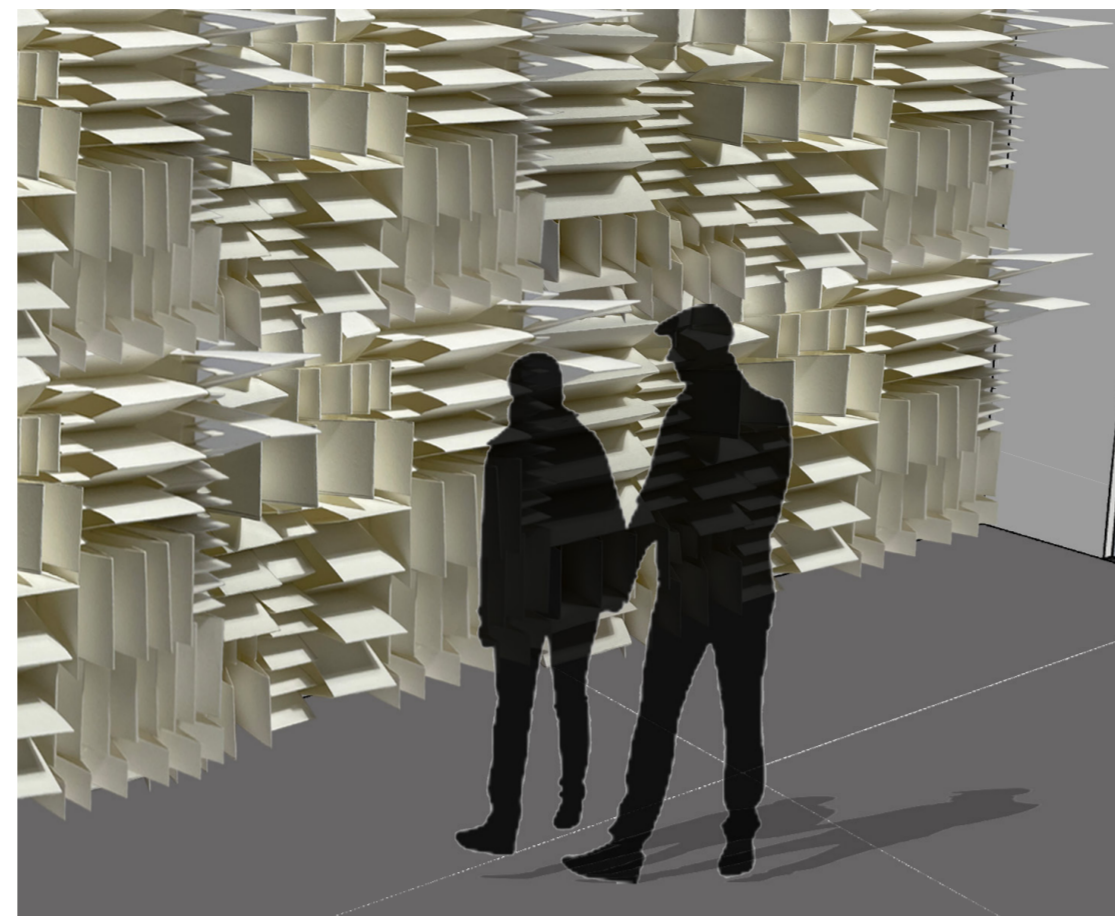


The models, relating to the concept of connections, were produced by folding different strips of paper to produce curves and texture by the repetition of different shapes.



To develop the concept further, another model was produced but with smaller and larger folds to create contrast in the model. The folds are placed horizontally and vertically, which creates a more integrated design. The different directions of the folds show how the patterns can connect together to produce a model which could be used in the design. Taking this model further, it would be interesting to see how it can be adapted and used within the final design. This design could be used as a wall feature to create an interesting aspect to the building, connecting the old and new use of the building.

## Development:



The design of different contrasting shapes influenced the idea of a feature wall in the entrance of the building. The materials for this feature were inspired by the different metals used in the jewellery trade. The contrast from the different metals in the design and the original materials of the building, like brick, creates an interesting design and references the heritage of the building, but also how the building has changed use throughout the years.

## Sustainability:

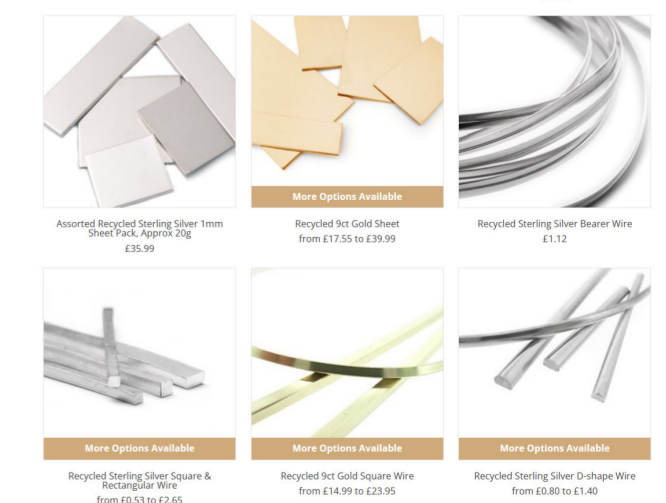
To help create a sustainable design, different features like the abstract wall feature in the entrance, is created out of materials that have been recycled. The entrance wall will be created out of recycled metals, so research into how metals are recycled to help find out how the wall would be created. By using recycled metals it will help the environment to conserve natural resources by reducing the greenhouse gas emissions and using less energy compared to making new metal.

### Recycled metals in jewellery:

The use of recycled metals being used within the jewellery industry has increased the years. Recycled metals could not only be used on the interior details, but in the jewellery classes, so visitors can create a sustainable jewellery piece.



Map of Birmingham, showing companies that recycled metal close to the site.





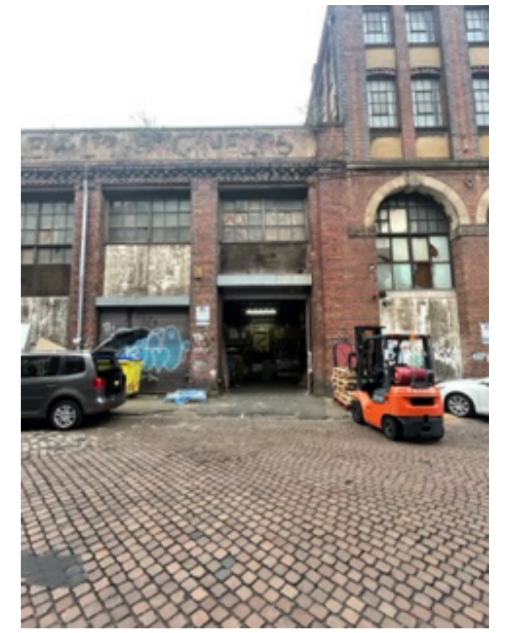
# Heritage:

The site is a Grade II Listed building in the conservation area of Birmingham's Jewellery Quarter. This has put limits on the on has could be changed in the building, impacting the design of the building. The heritage of the building not only influenced the design choices, but also the use of the building.

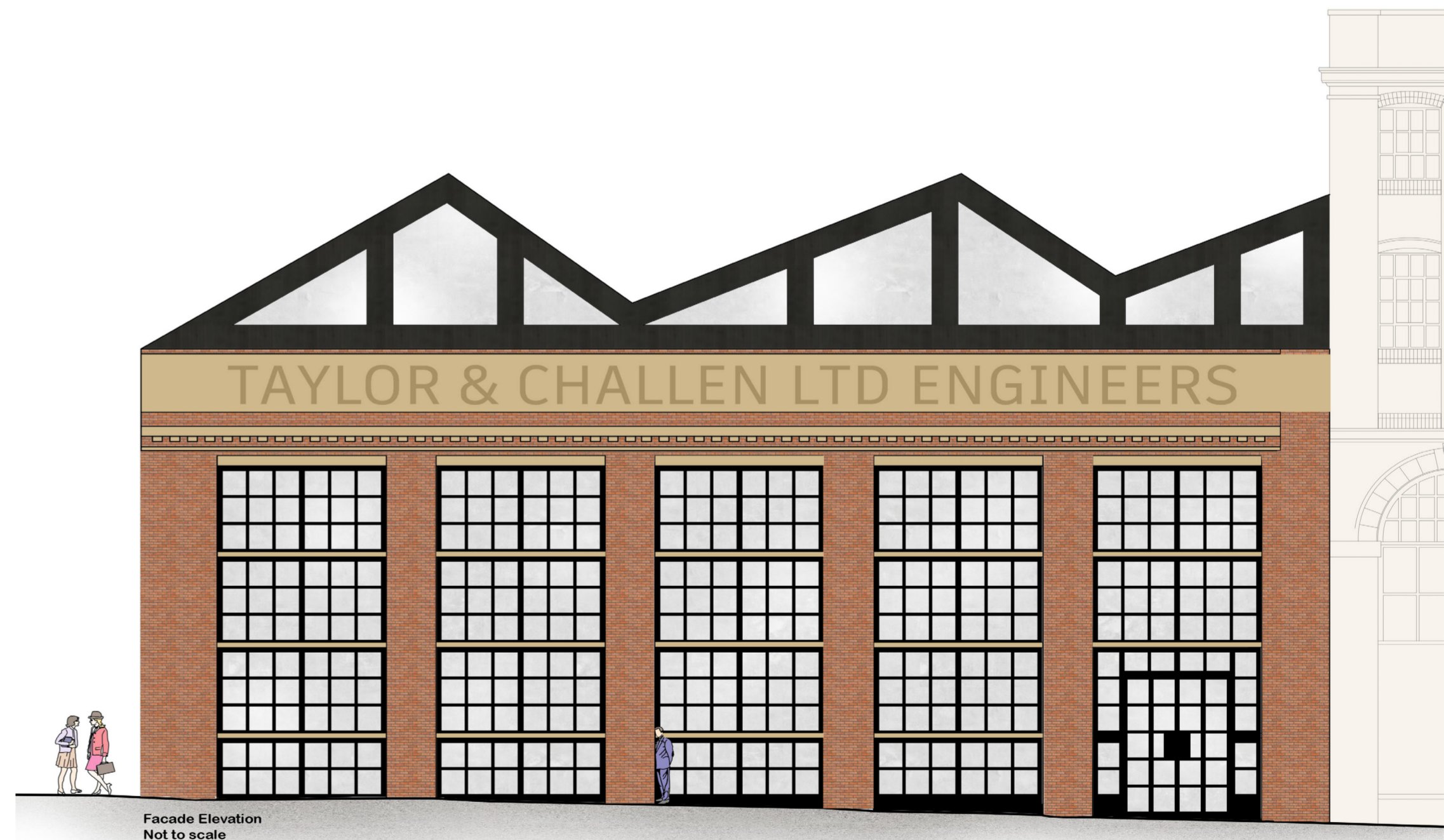
The building was formally known as 'Taylor and Challen Limited, Derwent Works. The original use of the building was a produce machinery and tools used in the jewellery and metal trades. This was important to reference in the design.



## Showing heritage in the Design: Proposed elevation



The exterior of the building has been kept the same due to the building being Grade II listed, however the roof has been changed to accommodate the three floors the building now has. The original brick work has been kept and the graffiti removed to make the building look more appealing to visitors. The original Taylor and Challen LTD Engineers has been kept to acknowledge the heritage of the building. A listed building in the surrounding area has had an extension to create the fifth floor. The new design is more modern to clearly highlight the connection between the old and new design.



Keeping the heritage of the building in the design and in the new use of the building is important, not only as the building is grade two listed but to reference the history and the original use of the building when it was built in the 1900's. The new use of the building references the heritage of the Jewellery Quarter as a whole, with the podcasting HQ and the activity in the building being used for a jewellery podcast and jewellery making workshops/ classes. The podcast is called The Jewellers academy Podcast, which is a reference to the business behind the podcast.

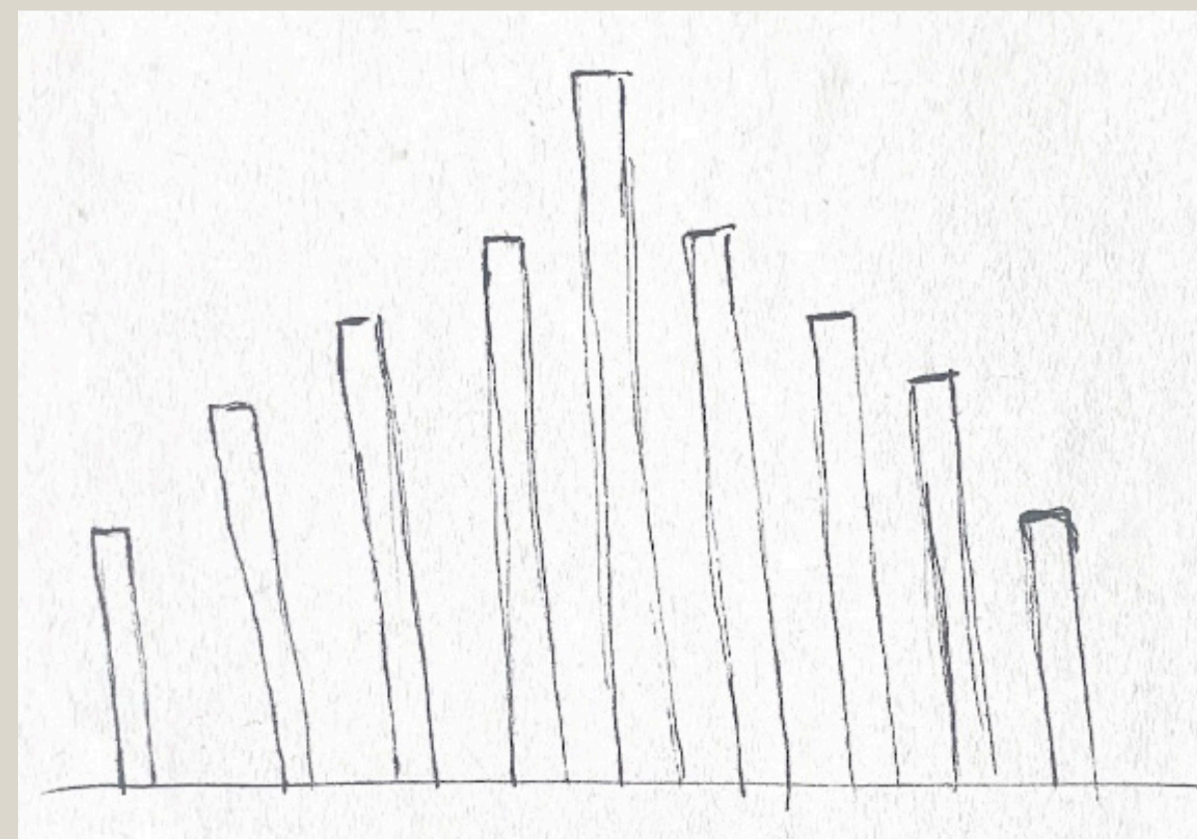


# Pop Up Shop:

The pop up shop is an important part of the design as it celebrates the traditional trade as well as helping expand the clientele of the small businesses. By the shop not being a permanent feature of the design, means the display stands need to be able to be stored easily and be able to be adapted, depending on what was being displayed. This had the main influence on the design.



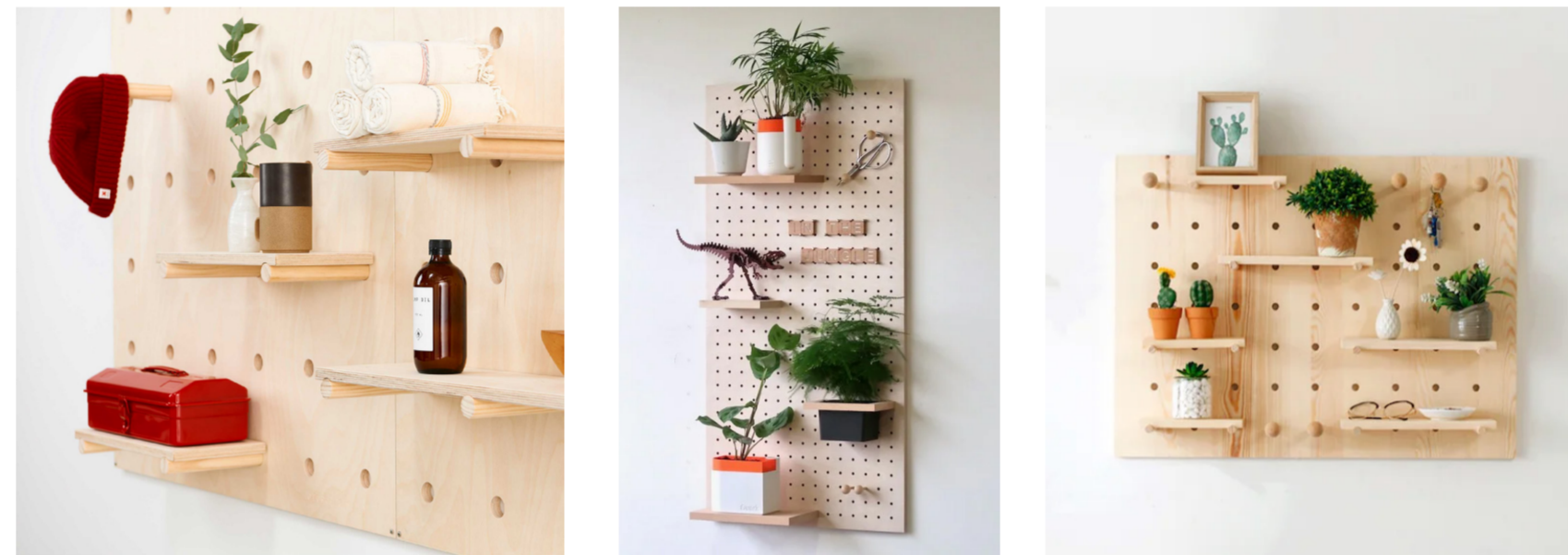
The design of the pop up shop needs to connect to the concept, so the design of the building connects together.



The boards at different heights create an elevation of a triangle shape which links it to the concept models, connecting the space together. Having boards with detachable shelves will create a flat surface so they can be easily brought together to be stored.

## Peg Boards:

For the boards to be used to display jewellery, the board would need to have shelving that could be moved to display different things as well as make it easy to store. The peg board will make the pop up shop adaptable for what it is being used for, the shelving could be changed, depending on what it is being used for. The material of the board could be recycled plywood as it isn't heavy so it would be easy to move from space to space.



To use the concept as the inspiration for the design, inspiration was taken from concept models to create the idea of the arch. This contrasts with the tringles throughout the building.



Link showing the Pop up shop design in the the space.

<https://youtu.be/dYm9PeMEA7I>



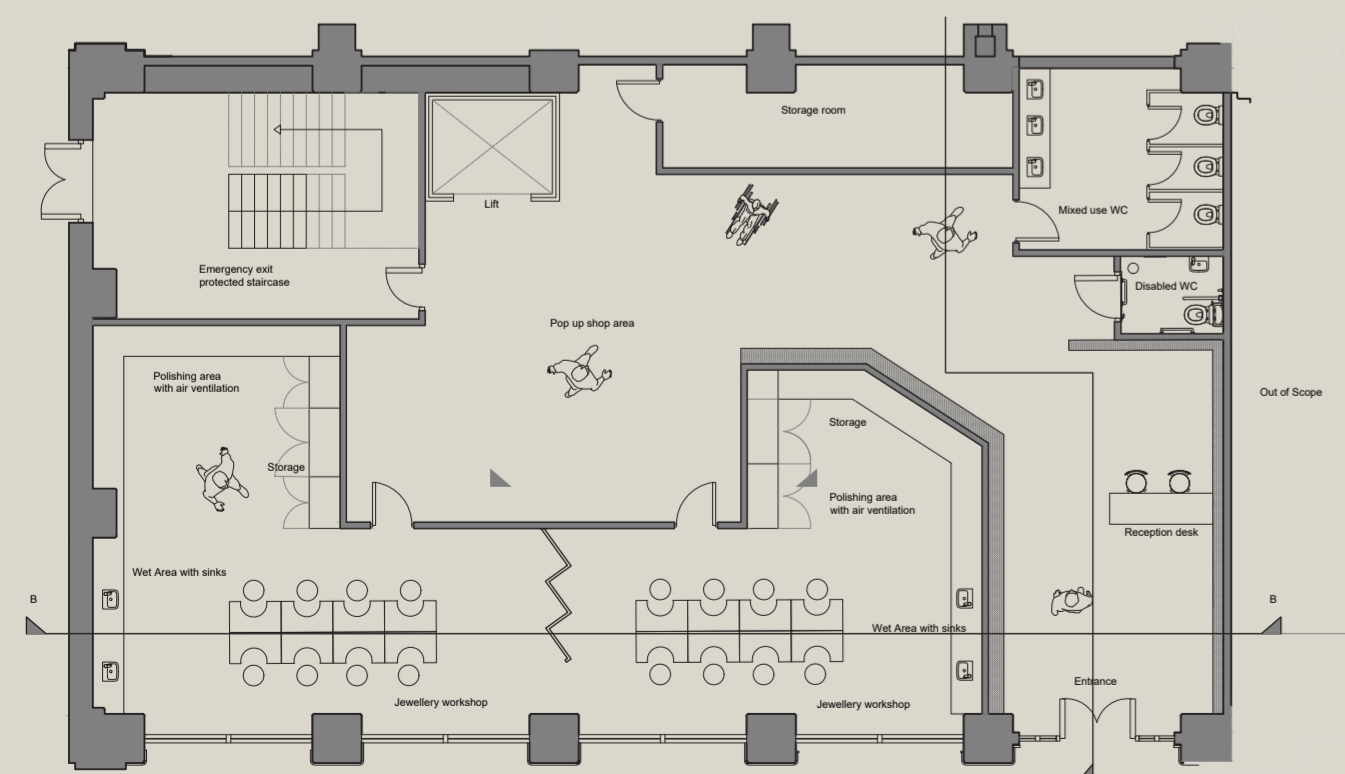
# Proposed Design:

The ground floor is open to the public with two workshops open for classes in jewellery making, hosted by local jewellery experts and a open space which holds the pop up shop selling handmade jewellery. The first floor is the local business incubator for creative collaboration between designers. The second floor hold the podcasting HQ with two recording booths, video recording space and an editing room.

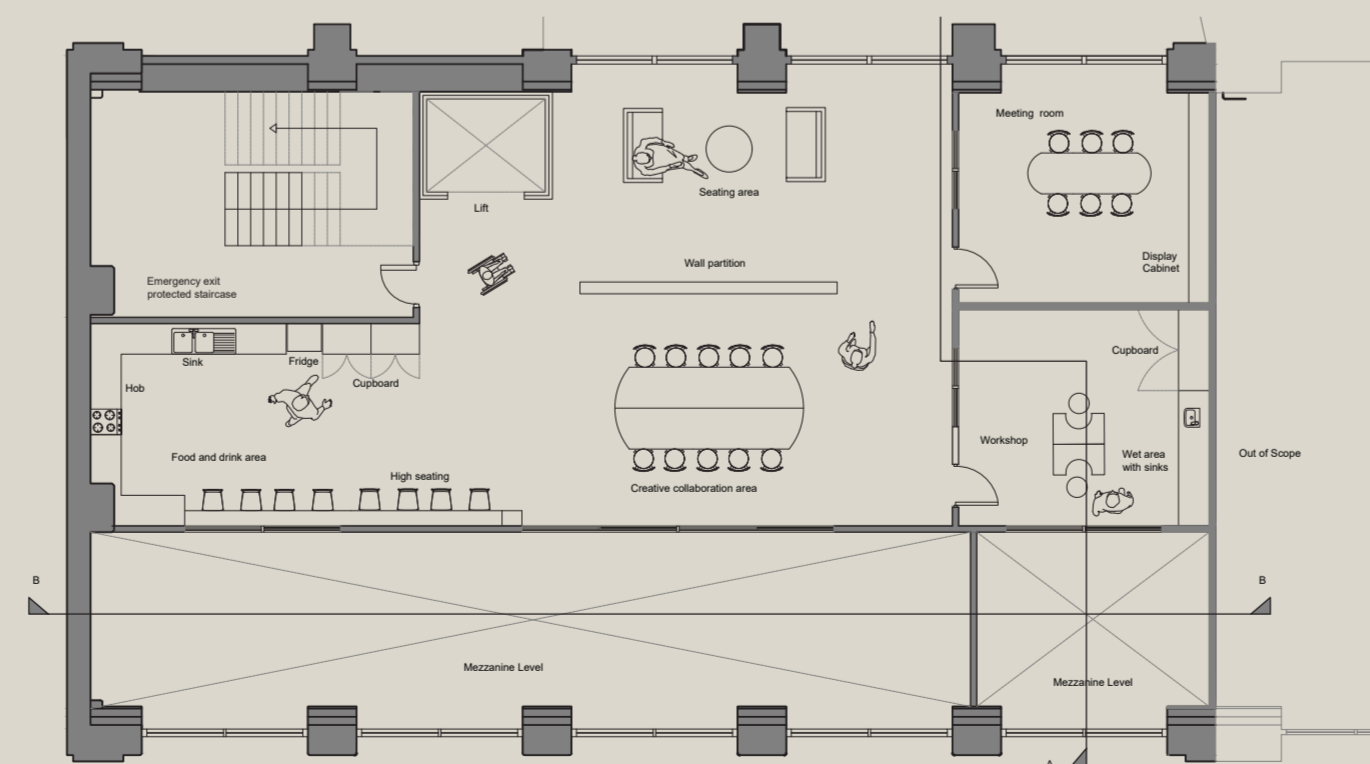


QR Code showing final design in a fly-through video of the space.

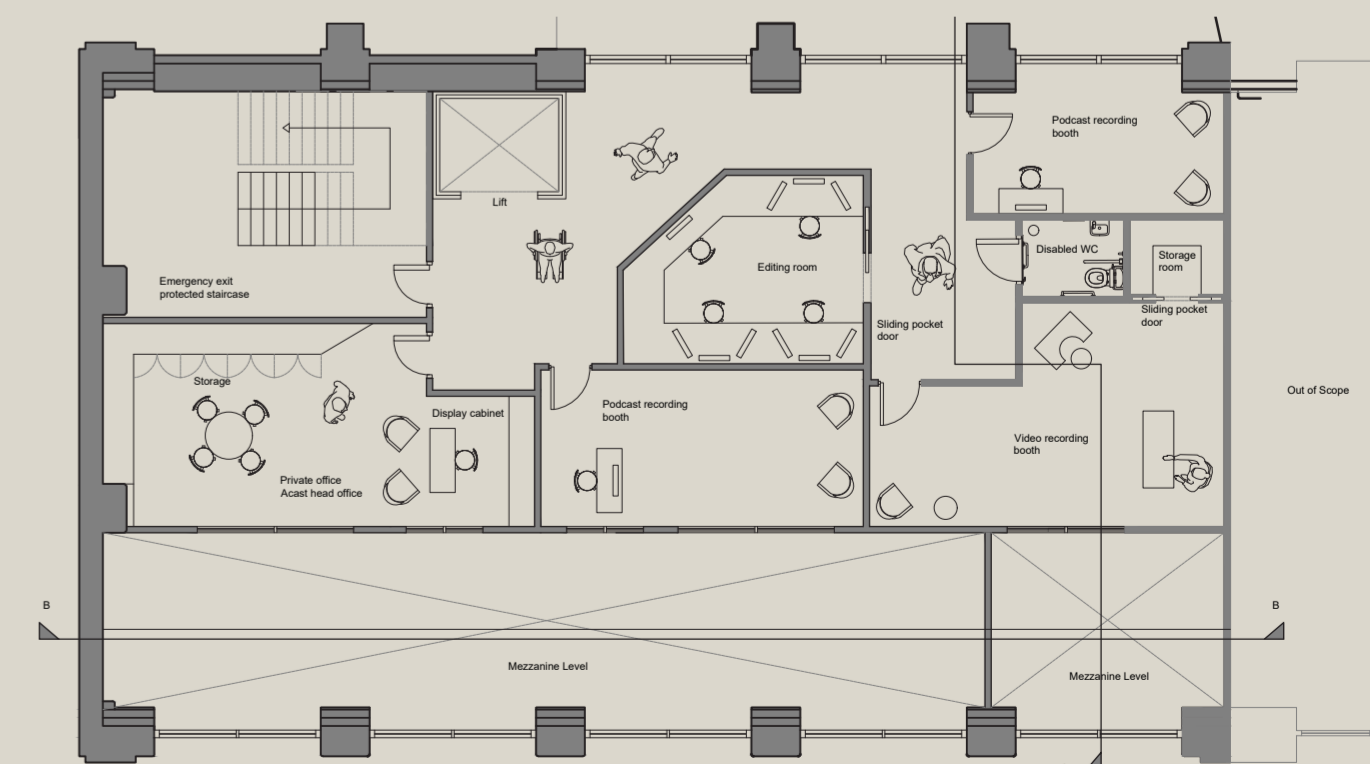
<https://youtu.be/S4IZcAw9OPg>



Ground floor general arrangement plan  
Not to scale



First floor general arrangement plan  
Not to scale



Second floor general arrangement plan  
Not to scale