

THE EMPORIUM of Possibility

THE INSTITUTE OF INNOVATION



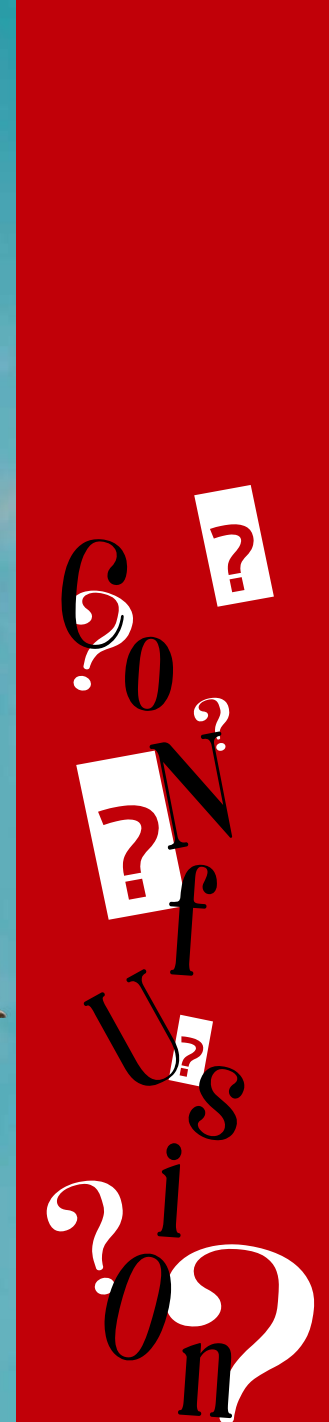
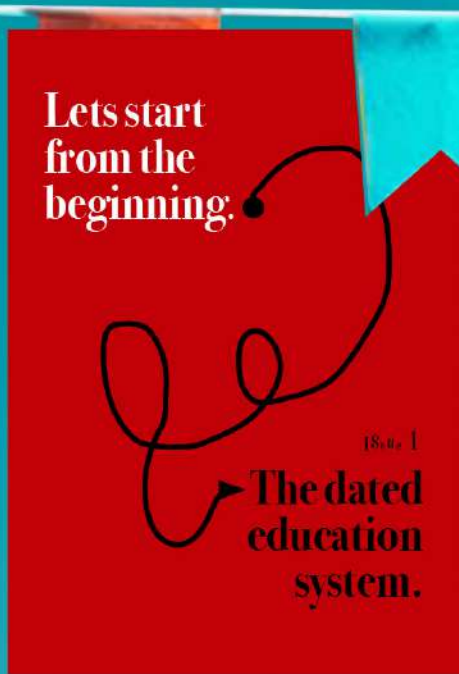
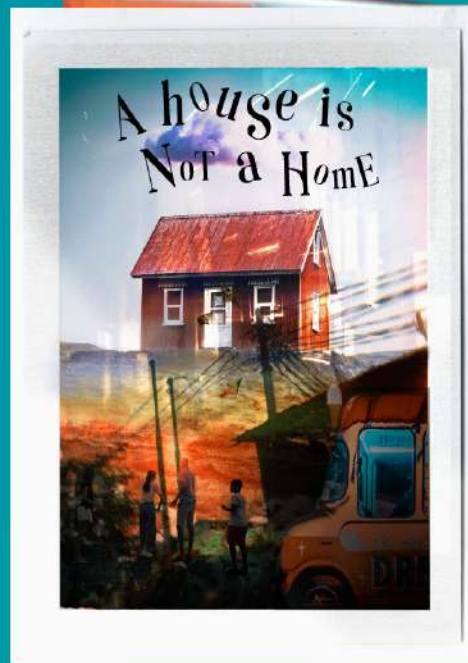
Let The Journey Begin

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Creativity, experience and discovery is something we will never not need, The Emporium of Possibility is about finding out what you can do and what you are made of - that will and should never date.

The space is built on The Elusive Ideology which ensures it will never become an unnecessary piece of infrastructure, it is designed to be developed whilst it develops people. Whether you want to become a colour expert, a flavourist, a fragrance chemist, an ethical hacker, a volcanologist or a space science expert, the goal is that there will be an interactive institute out there that works perfectly for you, where you can discover and contribute to the development of a specialism in real time.

Where most production based developments are unsustainable, The Institute of Innovation focuses on the potential of the existing and how we can make better products and innovations out of things we already have. Materials and finishes were carefully considered, but the functionality of the space was also designed to minimise the need for further construction that would impact our environment.



Normal Society

The Elusive Ideology Proposal

The Issues

There are 5 big issues within our society that have a dramatic impact on the way we design the built environment. Our education system is dated - some historians believe that education became available to everyone because the government wanted them to make more money for the country. Little to no changes have been made. By the time some people reach retirement age, research shows that they begin to display signs that are similar of institutionalised syndrome - "partial identity disruption, decision paralysis, diminished self trust, experience of a post retirement void." Our society is becoming detached. A document released in 2014 on the future of work outlines what it would look like by the year of 2030, it suggests that artificial intelligence and robots will take over employed positions in productivity, resulting in loss of medium and high skilled jobs. Gentrification is the act of displacing current inhabitants of urban areas with wealthier people of a higher class, this happens through the development of new and improved housing, new businesses and better transport links - all of which are tied to the built environment. The 2020's have been described as needing to be the "climate decade," it is our last chance to bring global warming to a halt before it causes catastrophic effects to the environment.

The Answer?

The goal is to tackle as many of the issues discussed as possible, by generating a structure that does not separate but instead brings all societal systems together and forms a social ecology form of life. There are two things that tie the 5 social issues to the 5 societal systems: people and the built environment. The mode 3 knowledge production system would be a solution, only it has not yet been developed into an effective spatial strategy, so how can we turn it into one?

If growth, progression and experience are the main aims then we must go back through the human development cycle to find a point where these are most prominent.

Research shows that children's brains develop in their first 5 years of life where they explore the world using epistemic emotions: surprise, curiosity, confusion and awe. By manipulating these into spatial exploration strategies it reintroduces a way of learning that benefited us all as children. If we are moving into a society that requires humans to be more creative and "inefficient" then discovery and exploration is the correct way forward. When we discover things for ourselves we are not sold a preconceived perception of it, which unlocks the full potential of the thing.



The current capitalist system operates on the daily routine of sit, consume, test and produce. This way of living was devised in the industrial revolution with a sole purpose of increasing economic growth. Each of the steps within the compliance based system happen at different stages of life and within different buildings, all of which actually slow down economic growth. By the time we enter the work environment there has been extenuating growth in knowledge and discovery that what we had learned becomes dated. That may be why we turn to technology so often because its an architectural system that has no boundaries, it doesn't divide people and their knowledge or diminish the love they have for learning about their passion.



The elusive ideology proposes merging all conscious stages of the current system into one, that's education, application and consumption. Architectural spaces built on this strategy will become mini institutions based on a specialisation instead of a service, where written knowledge is turned into spatial experiences, prioritising discovery over delivery.

There are no separations in sectors meaning that the user becomes the researcher, the applicator and the consumer. The new model is focused on creating new discoveries, ideas and innovations that can evolve the experiences within that particular area of knowledge. The proposal focuses on engagement through personal interests rather than force feeding information that is then tested using a memory based methodology.

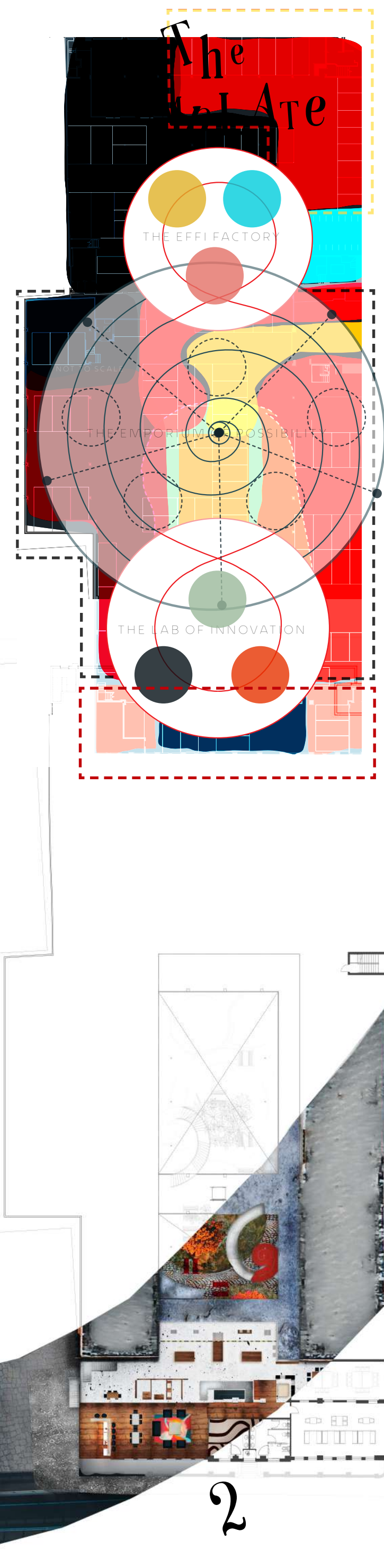
Social Change



Applying the strategy to the James Cond Building- Birmingham, UK: The Institute of Innovation



Any institution built on the elusive ideology would be made up of three spaces, The lab, The Emporium and an Efficiency Factory. The spatial strategy will focus on communicating a specific area of knowledge and must follow the diagram to the right. There must be a cross over between the lab and emporium so that researchers can observe the users and conduct live observations. The emporium would focus on communicating knowledge via the process of consumption and exploration, in the institute of innovation there are five development stages (this is where each persons story becomes unique), five spaces divided by what makes the human perception: the conscious which is the senses and the subconscious which is the emotions. The efficiency factory will incorporate fast technology that makes services and connecting quick and efficient. Not only will this improve engagement, knowledge consumption, stay current, enhance economic growth, produce job opportunities, connect generations, lead to new innovations, and create better equality, it will be human centric. In a society where 1 in 4 will experience mental health issues, that has never been more important. It's time to evolve from the dated industrialised strategy that only benefits the elite and limits the less fortunate.



The App



Make it PERSONAL



Hi, I'm AWA

Ava is the architectural artificial virtual assistant built from AI. Ava's job is to help humans enjoy spatial experiences within the Institutions by analysing their exploration style through data driven technology. Exploration, experience and knowledge are the key design drivers for the spaces that it operates; The full potential of spaces, objects and imagination will be unlocked by eliminating the limitations of human perception and societal norms. The spatial concepts must work to ignite surprise, curiosity, confusion and awe (Epistemic emotions). Ava will provide users with a data set devised by profiling experts, the results of the analysis will predict what spatial exploration style would suit the user best for the contents of the space, providing an efficient yet excitingly unique path. The app is designed to maintain the community feel generated by the institutions. It provides users, creators, researchers, educators etc. With the ability to communicate with one another and to reflect on their experiences within the institutions.



The aim of the recycle store is that people can drop off unused, scrap or unwanted materials which can be transferred up into the workshop where creators can use them and turn them into something new. A huge issue with production based companies is that a lot of waste is produced. By incorporating a recycle space it makes individuals think creatively about the potential of the material as well as minimising the impact on the environment. The circular economy is known to benefit economic growth as well as reducing the carbon footprint. Co2 emissions and embodied energy are two factors to consider when making material choices in construction.

The new design proposal sees the incorporation of a flat top roof in place of the saw tooth roof, this has enabled the height of the building to be used to its maximum potential as beforehand there were a lot of pipes and trusses in the way. The new roof has been opened up to create a courtyard space that allows light to funnel down and into the surrounding areas. LEDs will be used to illuminate spaces that are not exposed to natural lighting. The courtyard and roof are both exposed to the most amount of sunlight, for this reason the roof will have traditional solar panels and the courtyard will be surrounded by the Charles Eames do nothing solar machines, by incorporating renewable energy sources, the carbon footprint of this development will be kept to a minimum.

Recycle



The *FuTuRe* of SpAcEs

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By re-evaluating the way that society functions today, The Institution of Innovation will become the epicentre of the Jewellery Quarter, promoting a revolutionary growth for not only the economy and society but the approach to the operation of Interior Architectural spaces. Adding a fresh development to this area of the city, the planned core growth will prove to be a success by drawing the curious further out. It's goal is to move away from fast production, labour and stress, stop us being machines and help us to become human again. The industrial age is over, what we've discovered in the information age can now be used to form an age of experience and creative exploration - something that cannot be automated. In a world where efficiency is superseding experience, The Elusive Ideology is a solution to enjoying interior spaces again whilst re imagining the function of society and building a better economy.

GMR

Click [here](#) to see an animation of the project and more of my work!

<https://georgiaruscoe.myportfolio.com>



Confusion Carousel Room - Touch based



Curiosity Play Room - Touch based



Surprise Scent Experience - Scent Based



Curiosity Scent Creation Lab - Scent Based