

Unfamiliar Theatre

Aiming to challenge our perception of interior public spaces this research based project aims to challenge our perception of interior public spaces, how we use them and what they can do for us in today's fast paced world.

Intending to spark curiosity among younger audiences, whose digitalized world perspective affected how they identify reality, the space focuses on providing unexpected experience using metaphors and objects, over simply dictating a function, making it more accessible and attractive. Encouraging communal engagement through exploration and use, the space is designed to allow its users to experience rest, fun and reflection.



Scan here for a flythrough



"In this expanding dystopia, escapism and absurdism can be an important tool for harnessing new ways of thinking about, and changing spaces around us."

Albany Theatre Coventry, West Midlands

The building is currently housing a multi-purpose Arts Centre. In line with the Albany Theatre Trust's values and aims, the **purpose of learning and creative expression must be preserved** within the space, due to its long battle to keep the theatre open for the public.

The main house was originally built and used as a lecture theatre. Called the Great Hall, it sat at the heart of **Coventry Technical College**, which opened in 1935. During the WW2 the space provided shelter for the community and **became a place of creative expression and entertainment**.

Fast forward to 2022, the public nostalgia of its golden days keeps the Theatre's door open, over the existing use of the space, which today provides very little space for the public use within its Art Deco interiors.

Approach:

A space that connects people to the use via the space like during its golden days. In contrast to how today the community is connected to the space via memories of its use.

Absurdity

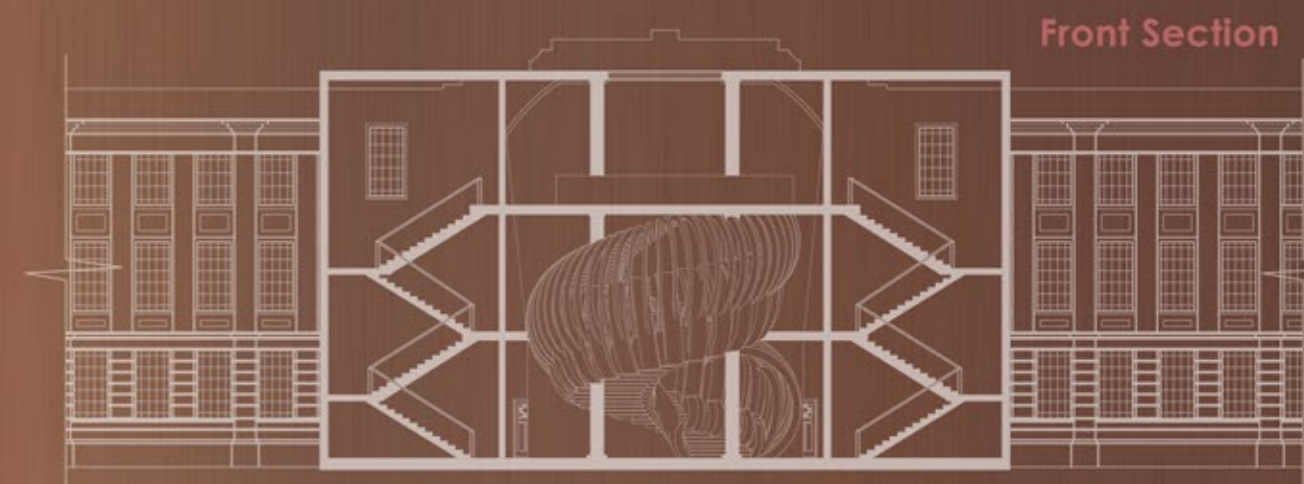
Aims to explore a variety of possibilities in which we might **disconnect from the world as we know it and reconnect with the reality**. Absurdism is an attempt to **understand our life the way it truly is**. Without propaganda, ideology, politics and imposed tastes.

Breaking Preconceptions

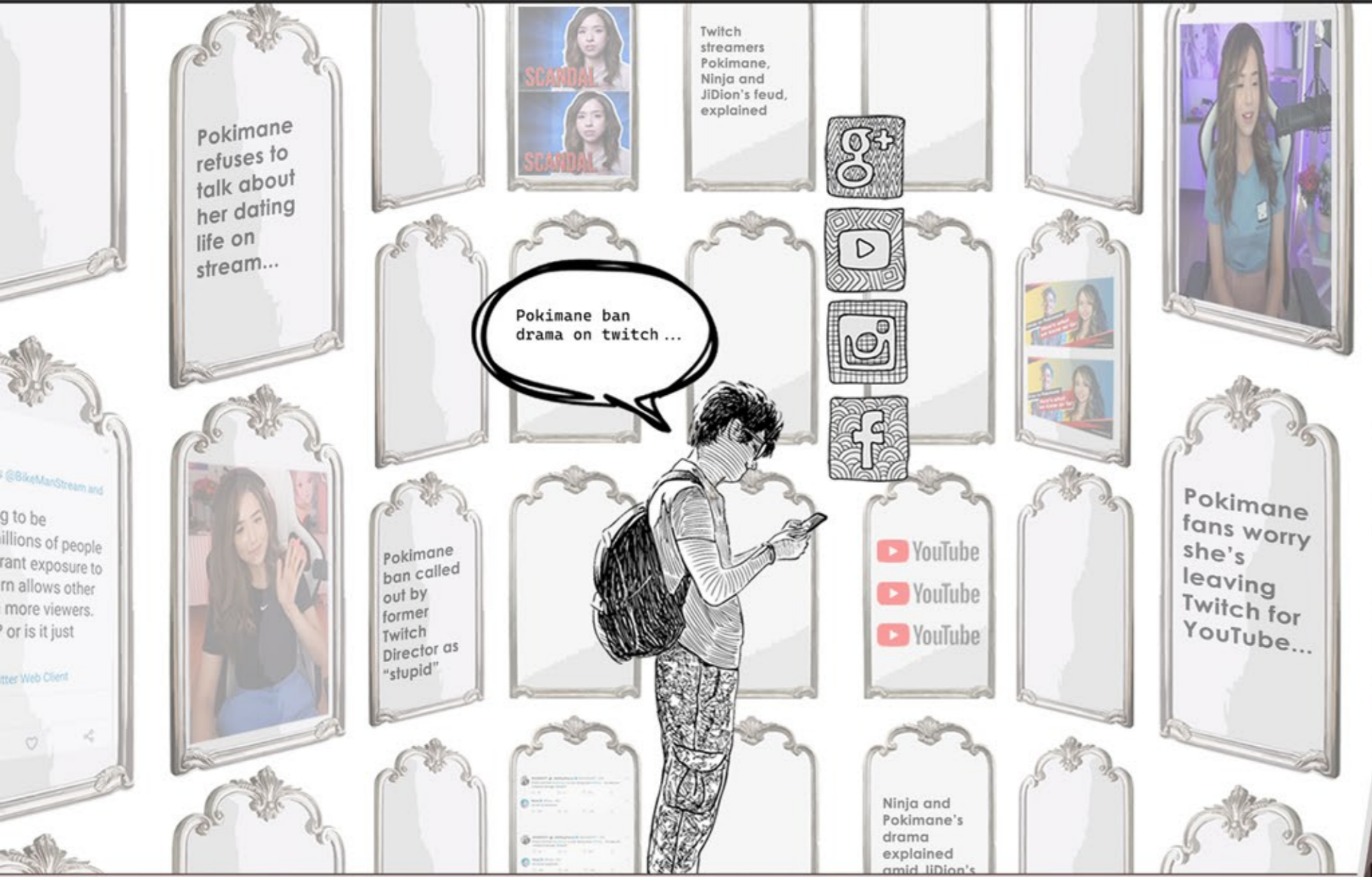
"Metaphor, rather than being solely a linguistic or rhetorical trope, constitutes a human process by which we understand and structure one domain of experience in terms of another of a different kind."

The studies in Tectonic culture: The poetics of construction in 19th and 20th Century Architecture by Kenneth Frampton.

Hypothesis: Using Absurdity in design of Interior public spaces can challenge our perception of spaces by breaking preconceptions through the use of mixed metaphors.



Front Section



Future Generations Focused

Persuasive Technology is a design intentionally applied to the extreme, able to modify someone's behaviour. When short-term reward signals like shares or likes, are perceived as value or truth, it becomes a cycle of fight for social approval in a form of more likes, and therefore means by which **social media apps exploit vulnerability in human psychology against its users.** (J. Orlovski, 2020)

GEN Z Comic

Definition of the word 'real' has had a very solid meaning until recently, it always was associated with a material or physical object, but the technological advancements and emergence of social media platforms have forced us to think about how we perceive the world and what we define as 'real'.



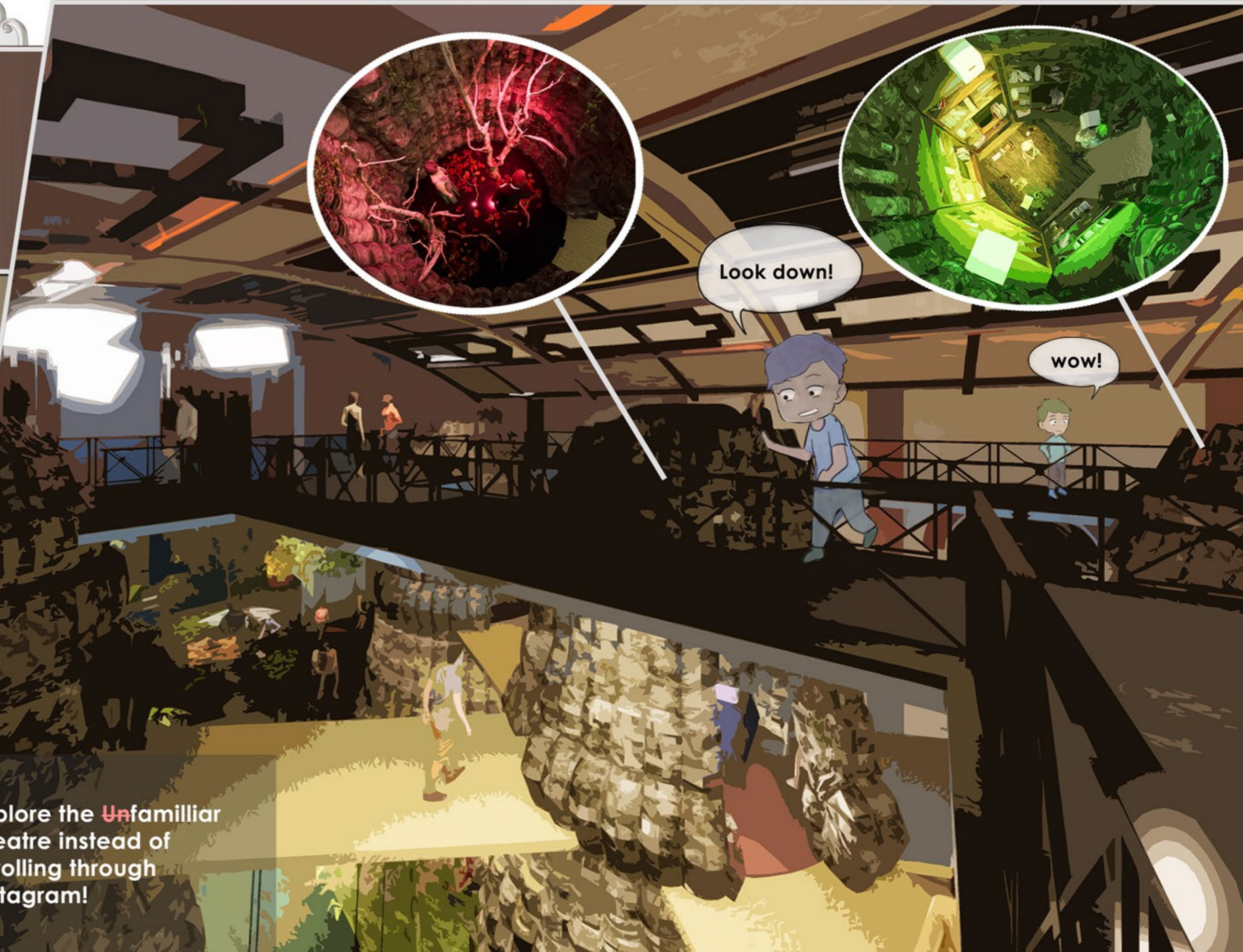
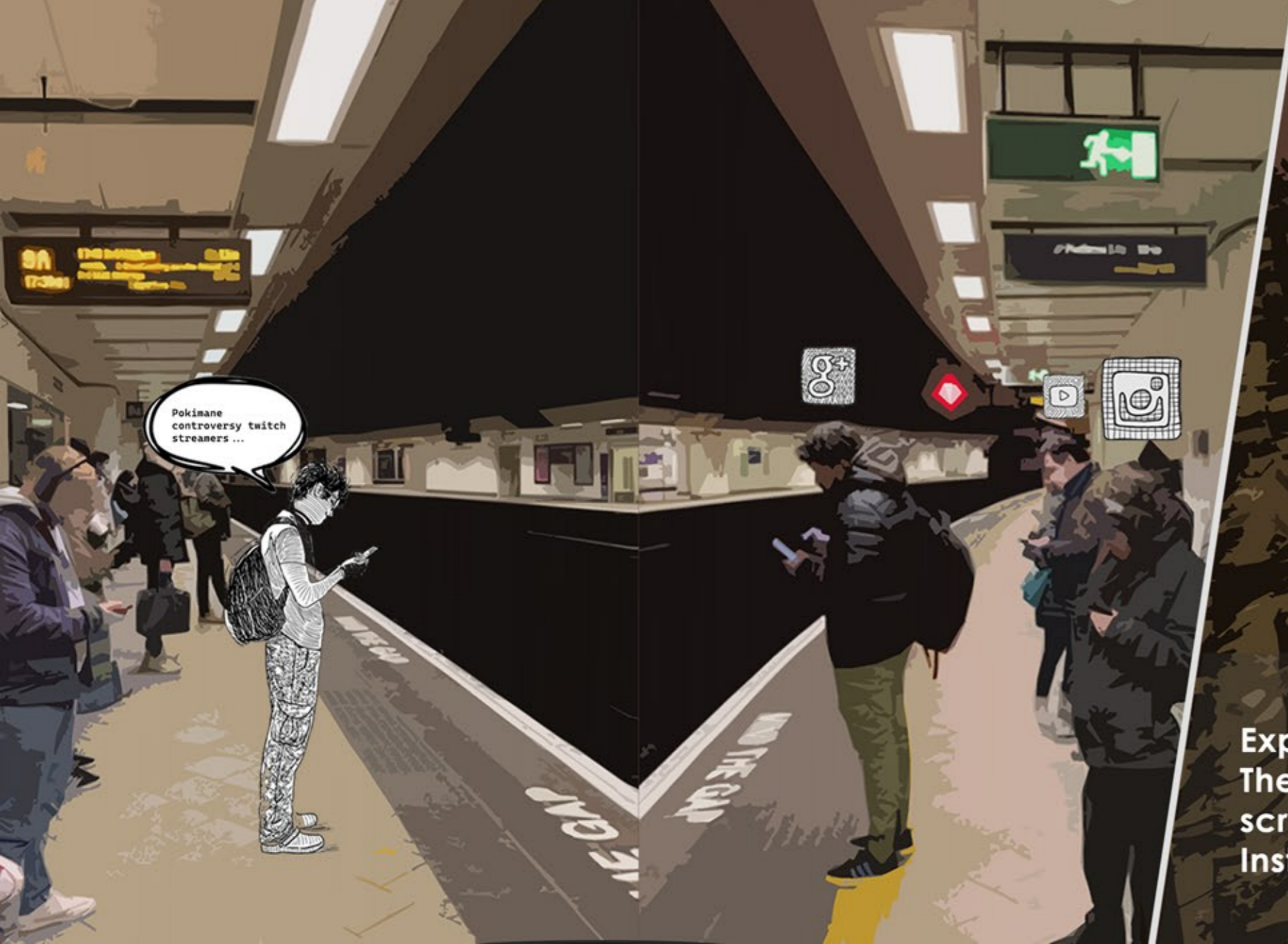
"The reality has come to seem more and more what we are shown by the camera" Susan Sontag

Spatial presence is a sense of being inside the digitally fabricated world, while losing sense of awareness of the real-world surroundings. (Kirkaburun, Griffiths, 2019)

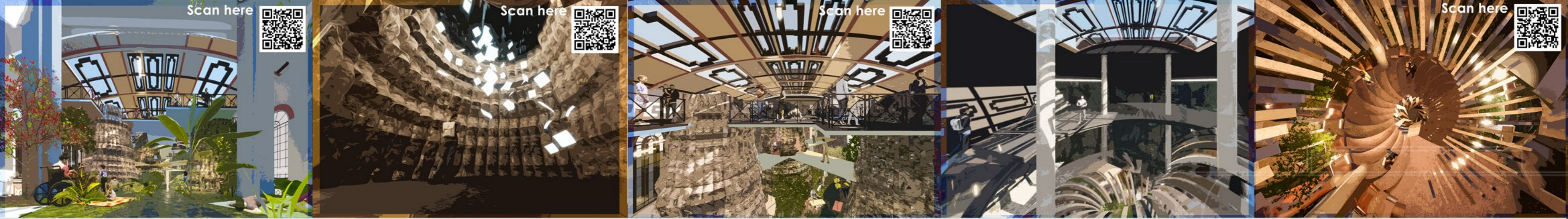
Escapism might be weakened in quiet spaces that allow people to disconnect. Arguably, those are much harder to find in a city, than places to socialise (Making place, p50).

In the digitalised world of endless entertainment and distraction from everyday troubles, **escapism becomes a free entry to a whole new dimension of our choice.** In that dimension, young people are free to go wherever they want and be whomever they choose. This **flexibility and freedom** is what has arguably made the **social scene in the real world feel more restrictive and limiting** to this creative generation.

WHAT DOES YOUR REALITY LOOK LIKE?



Explore the **Unfamiliar Theatre** instead of scrolling through Instagram!



Scan here



Scan here



Scan here



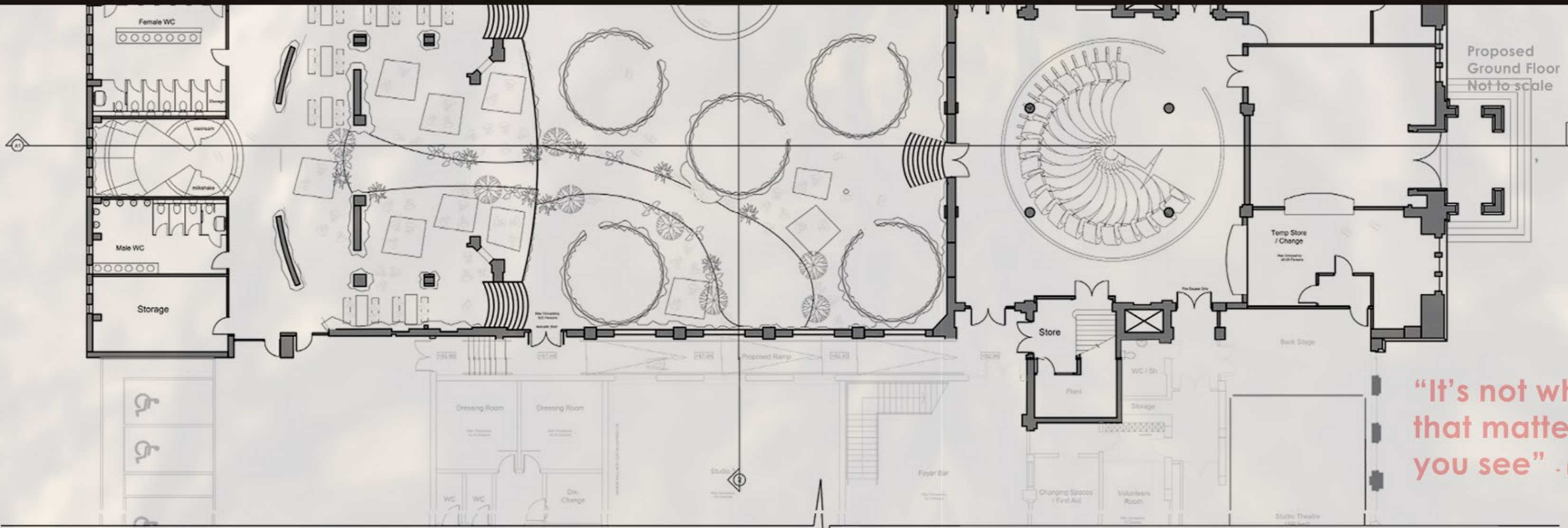
Scan here



Scan here to view this project in a digital portfolio

Side Section
Not to scale

15 years ago, the internet was an escape from the real world. Today, the real world is an escape from the internet.



Proposed
Ground Floor
Not to scale

“It’s not what you look at that matters, it’s what you see” - Henry David Thoreau

Disconnect

Explore

Rest

Reflect

Reconnect

Escapism might be weakened in quiet spaces that allow people to disconnect. Arguably, those are harder to find in a city, than places to socialise.

DESIGN GUIDE

Metaphors

Breaking preconceptions

An expression of a memory associated with a past experience or distant location, found in an unexpected place may challenge perception of that space and its use.

Experience

Exploration - Fun - Seclusion - Rest

Experience of an environment enforces spacial presence and may lead to reflection.

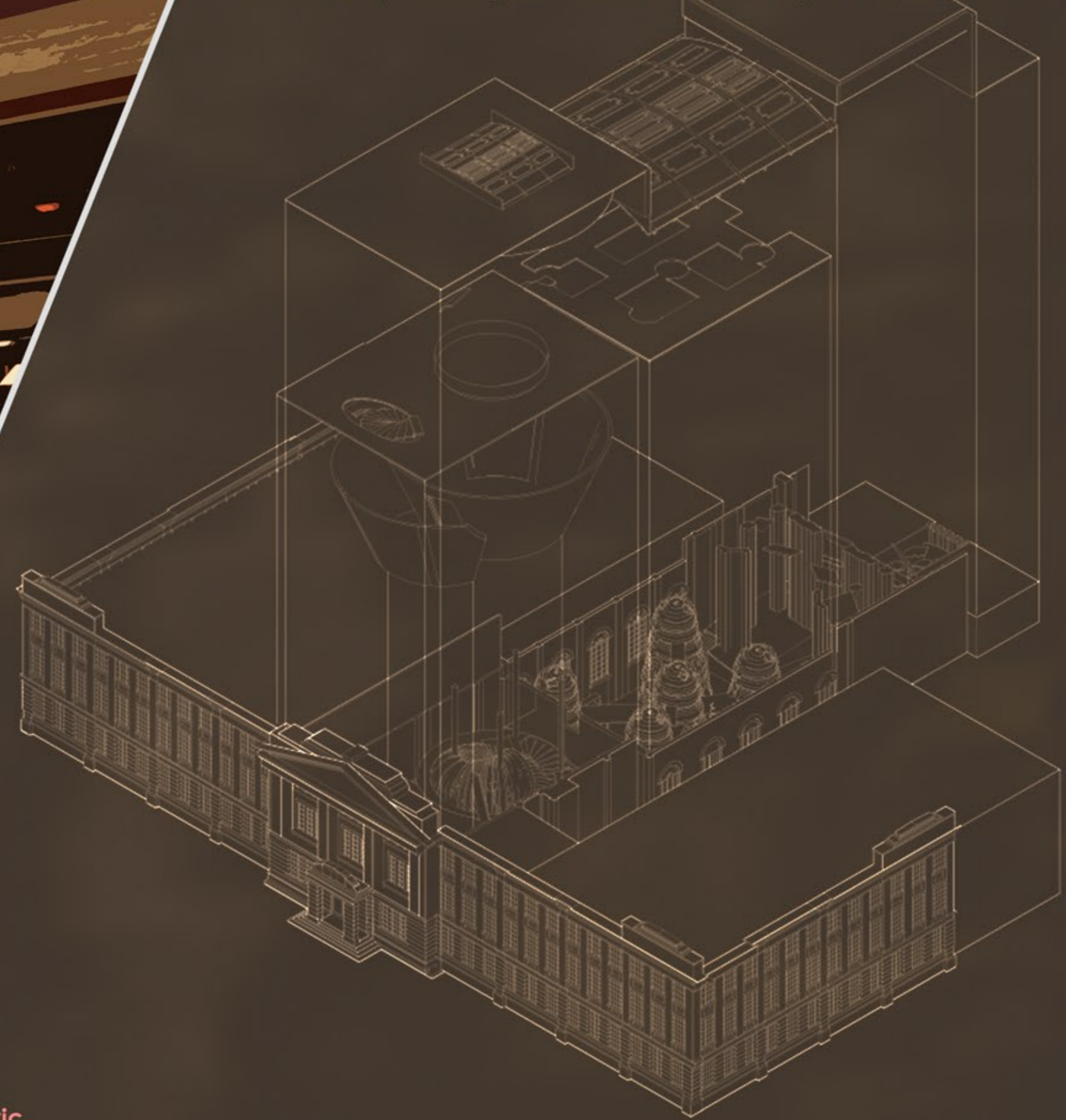
Objects

Engage - Disconnect - Reconnect

Interacting with objects defines understanding of a place and forms connection to the use of the space via encounter.



The space explores the concept of absurdity as looking at the reality through what we haven't yet experienced.



Exploded Axonometric

About the space

- It offers an opportunity to **explore** various **unexpected spaces** and multiple routes. There is no straight, single path for the visitor to follow.
- The **visual language** of the space **changes throughout the day**. Space for open public use all day and evening.
- There is no defined use for the space. **Objects** placed throughout the space **trigger unexpected use of the space**.

Where this leads...

- Interior public spaces could in the future provide an **escape from the internet** and constantly expanding digital realm of information.
- Eventually the **preconceptions associated with public spaces could decline** as our use could become more flexible, individual and undefined.
- It could redefine what we do in public spaces and provide a **neutral ground between work and home environments**, creating a **new typology of spaces**.
- This could mean that in the same way that everyone learns in different ways, the **uses and interactions within absurd spaces could develop and expand**.



Staircase Drawings

Unfamiliar theatre in a familiar theatre

