

# THE EMPORIUM of Possibility

THE INSTITUTE OF INNOVATION



## GMR

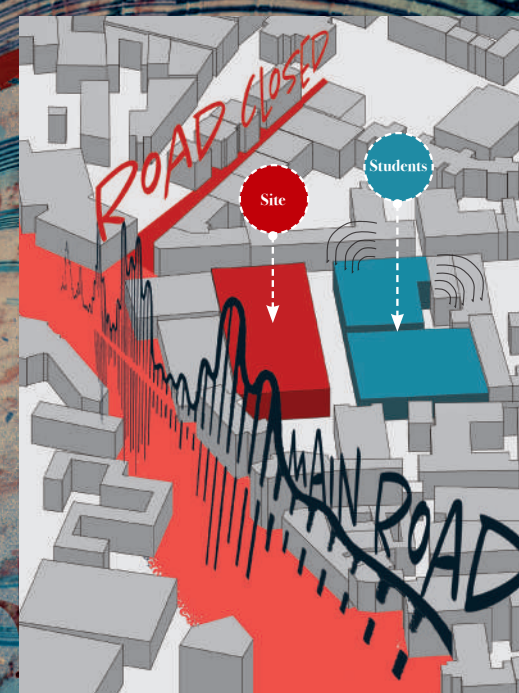
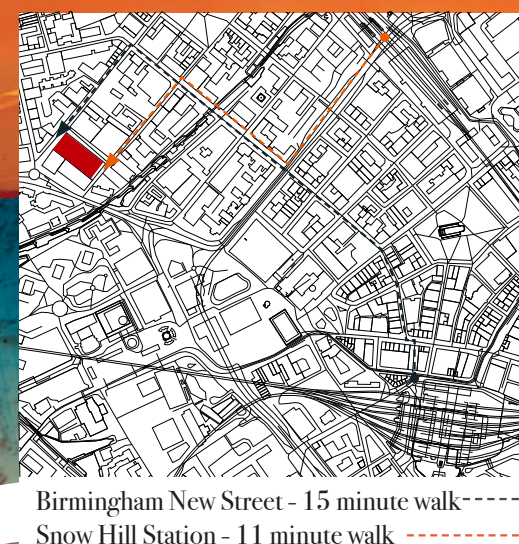
## Let The Journey Begin

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This project aims to add a new perspective to functionalism, to become the new “key” to the escapist dream-world that people so deeply desire. It will embrace the positive emergences from the pandemic and aim to produce a mixed use space that accommodates the new routines, needs and aims of the people as well as the future goals and growth of Birmingham City. In preparation for a post pandemic world, those within the built environment design sector have a responsibility to review how our new, everyday functional habits can comfortably interlink with what was once considered the “norm”, this means heading back to the drawing board and assessing the strategy we take and the considerations we factor into design choices.

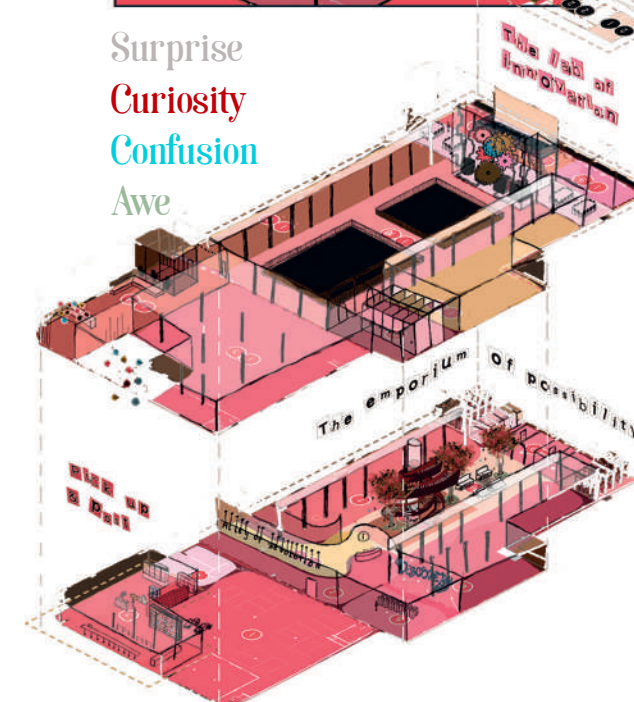
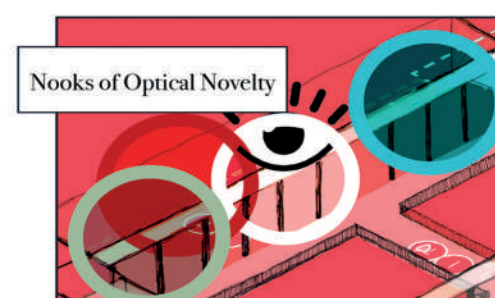
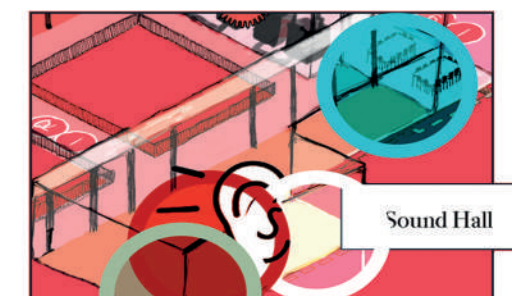
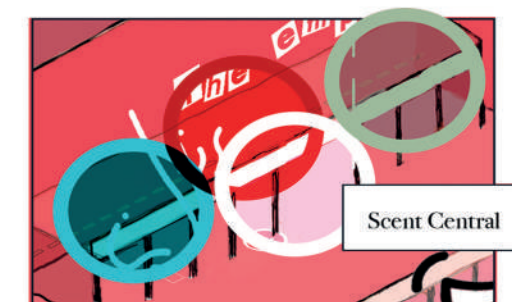
As shown throughout historical precedents, the craving for escapist dream-worlds is persistently evident after a global crisis occurs. This would previously be achieved by accessing online worlds via technology and film; In the current pandemic, technology has played a huge role in the continuity of civilisation, however it is no longer the key but the stubborn lock keeping us from escaping back to the reality of the built environment.





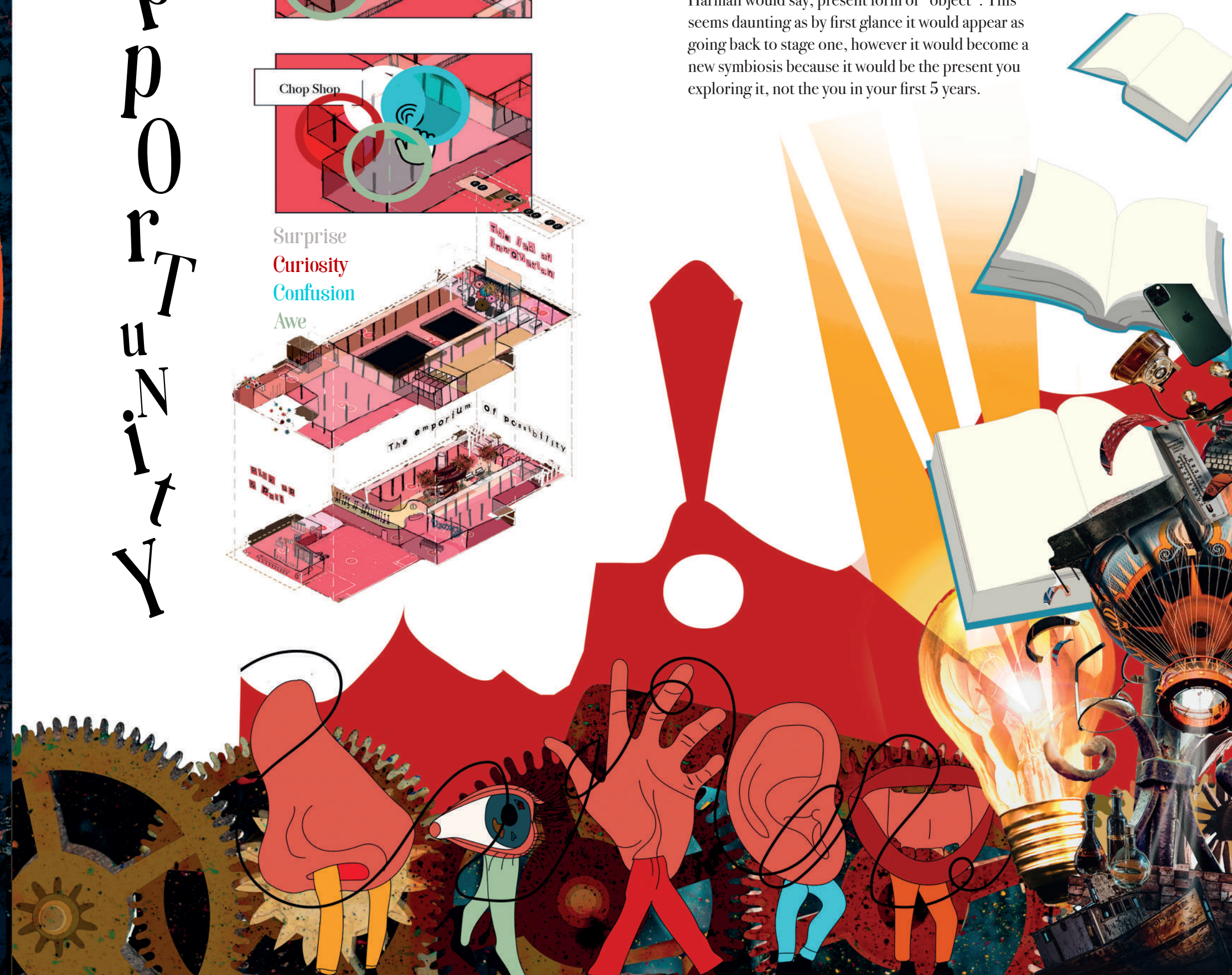
With the new HS2 development set to be completed soon, there will be an increase in the number of external visitors and re locators. This means that “hub” like developments will need to be increased in the surrounding areas to accommodate and attract more people away from the already busy city centre. By increasing the square footage of the city, we also need to consider how people will be traveling around it, with the clean air zone coming into force there will be a decrease in the amount of cars operating within the area, this means that there will need to be an increased consideration when designing for those that walk, cycle or take any other mode of transport to the site. E.g. more resting spots, bicycle storage etc.

# Creating Opportunities



Throughout history it is evident that products of exponential growth will eventually become the cause of its own destruction, the only way we can control it is if we work with it and manipulate it so that it begins to neutralise itself. “Where the danger is, there too grows the saving power” the inverse of this saying is visible in response to Cedric Priges question: Technology is the answer but what is the question? - It isn't so much a question but a problem, and that problem is also technology.

Everything natural in life follows a linear time line, including the human experience. Harman states that “the key to understanding social objects is to hunt for their symbioses” and that “symbioses will occur relatively early in the life of an object” this is evident in the growth of humans, children’s brains develop connections faster in the first five years of life, they do this through, exploring, play, curiosity, surprise, confusion and awe - the epistemic emotions, everything is surreal and sublime at this stage. Harman goes on to say that the window of growth is relatively short and that “objects” become path dependent... options decrease” he goes on to say that “after it’s birth it can expand, decline, or die but not enter a new stage” humans operate on this belief and tend to undermine themselves, they believe that once you have become something you cannot become something else. The emporium will break this belief, it will bring back a new introduction to the epistemic emotions (the early symbiosis of humans) to open up new avenues in their present stage of life, or as Harman would say, present form of “object”. This seems daunting as by first glance it would appear as going back to stage one, however it would become a new symbiosis because it would be the present you exploring it, not the you in your first 5 years.







A - Innovation Alley is the entry point into the emporium, it is designed to be an immersive timeline of revolutionary innovations  
B - The genre of a story is continuously present, it's what keeps you grounded and feeling safe, the central part of the emporium will represent this, it's an open courtyard with a fantasy atmosphere executing the concept of the surreal sublime.

C - The AI area designed to generate a personalised map has a series of private booths with digital tablets. The bright light gives it a futuristic tech feel.

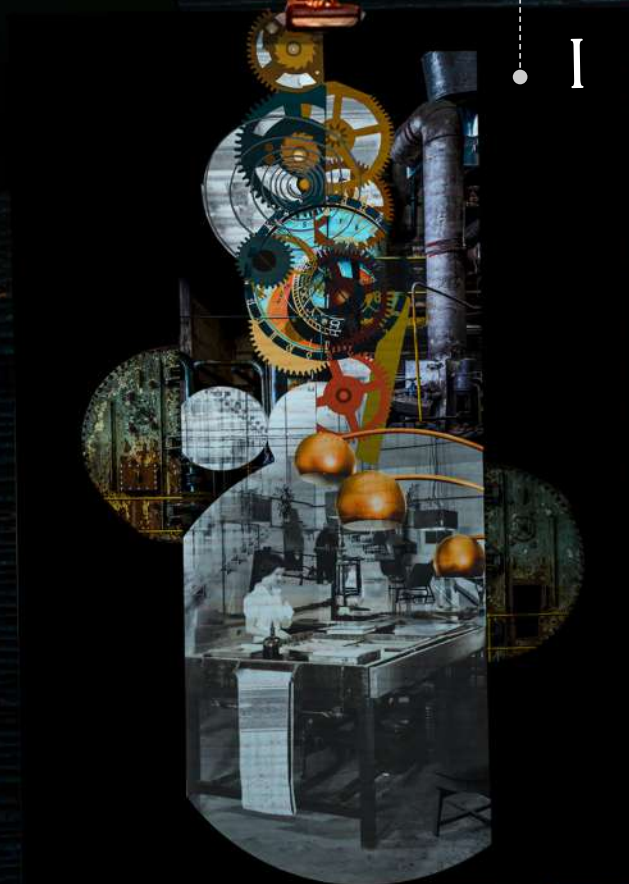
D- A drawing to represent a room within the sound halls. The experience connects colour, emotion and sound through awe and curiosity.  
E- A drawing to visualise the playroom, the space incorporates products and furniture that encourage the user to explore their curiosity and physically interact.

F- A drawing for The Nooks Of Optical Novelty, where you'll find objects and products that are distinctive by look. This space has multiple coloured staged sets, encouraging the users to use multiple epistemic emotions as they move through the different atmospheres.

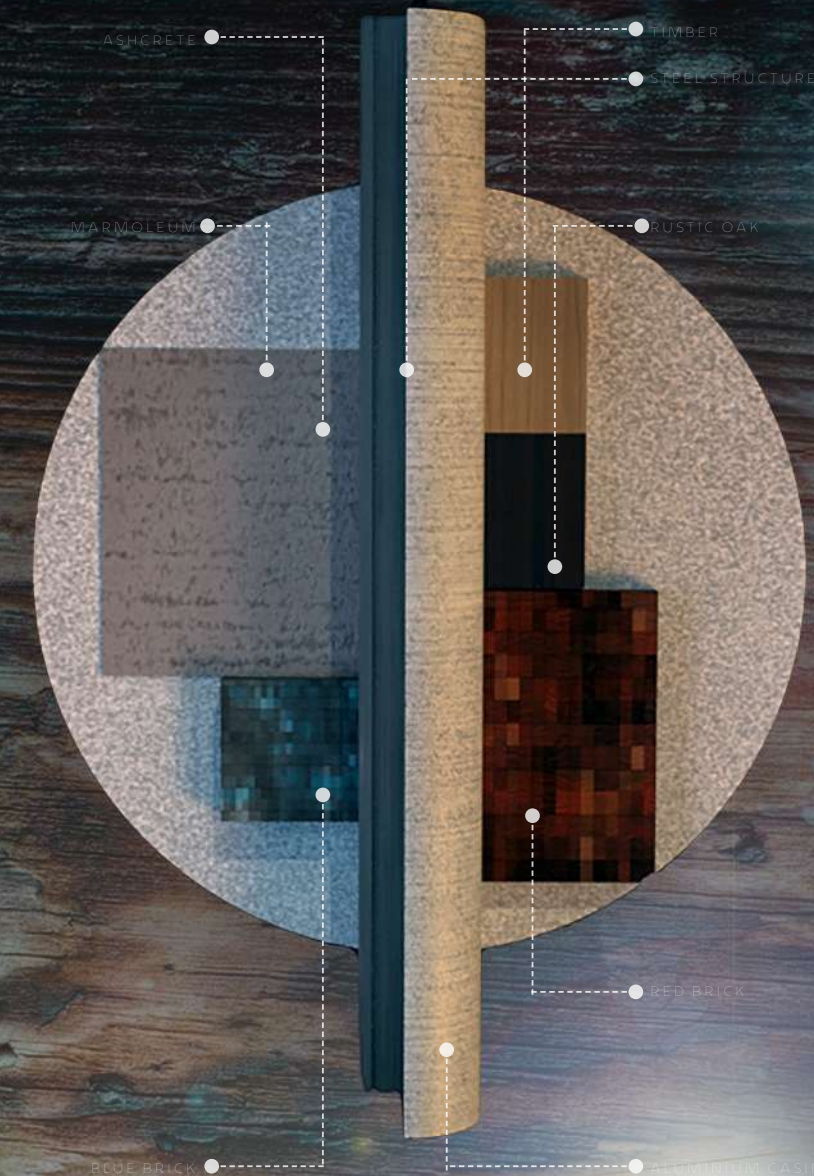
G - A mixture of spaces that encourage you to explore your sense of taste, try new things and form creative ideas.

H- A collage representing a users experience as they move through the scent surprise apparatus space.

The Emporium Of Possibility



Colour plays a huge role in the development of individuals, it helps you to recognise patterns and differentiate data, improves memory and helps you to recall information later on in life. The colours within this scheme aid the knowledge emotions and sensory designs to communicate and enable users to easily process information and the environment.

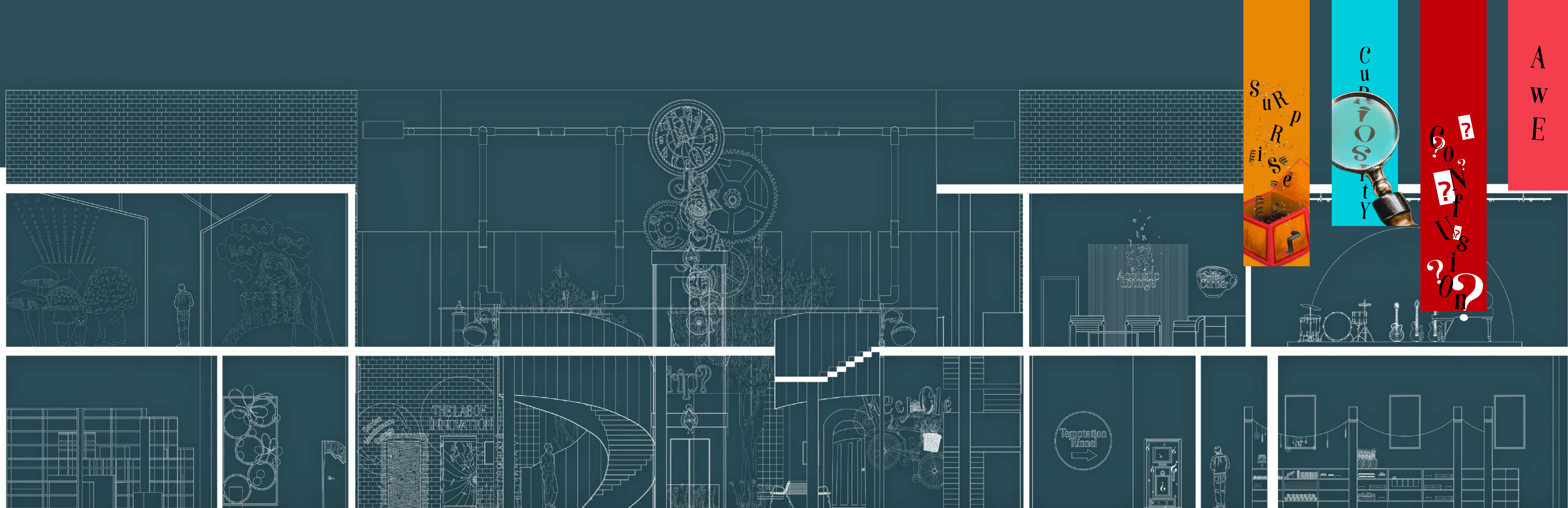


The Lab Of Innovation

The Effi Factory

I - The workshop helps to form a relationship between the creator and shopper, the designers can identify what people are engaging with and observe their target audience in real time.  
J- The pick up point is a part of the effi factory where everything is advanced by technology and operates efficiently. It will be used by customers that are looking to shop the traditional way instead of entering the experience based emporium.  
K- The post office enables the idea of a community based development to widen its connections and bring more people into it.









# UnLock Your PoTentiaL

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Whilst the pandemic's exponential growth has had an exponential impact on the economy, people have controlled it and manipulated it into an opportunity to spend more time on what they enjoy doing, which in many cases has led to a business opportunity they may have never explored. Where the pandemic was the problem, people have turned it into the answer. Where technology takes us out of human spatial experiences, the emporium will use that as the answer to bring us back to reality.

It will provide a new outlook on life and the possibilities of human evolution after the impacts of the pandemic, it will provide confidence and reassurance for small business owners and consumers by making them believe that they can do what they love and that they can grow, change their minds, explore, be curious and learn from those around them. Whilst they are on this linearity of growth, there are exponential cycles of symbiosis that they can endure.

GMR

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

<https://georgiaruscoe.myportfolio.com>

