

# ONE BULL YARD LGBTQ+ ARTS AND CULTURAL CENTRE

ONE Bull yard is a multi-functional arts and cultural centre that aims to create a new voice for the LGBTQ+ community of Coventry through education, activism, and representation.

A safe space for the community that focuses on support, building better allies and widening the acceptance of the community throughout society.

Offering a holistic and creative hub that strengthens the views of the LGBTQ+ community by celebrating queer culture and arts

Raise awareness into the discrimination the LGBTQ+ community face challenging the stigmas and negative associations directly through visual media and arts

Community design led by the community's response to the consultation

A flexible and sustainable solution to community design through the fabric of the centres built environment

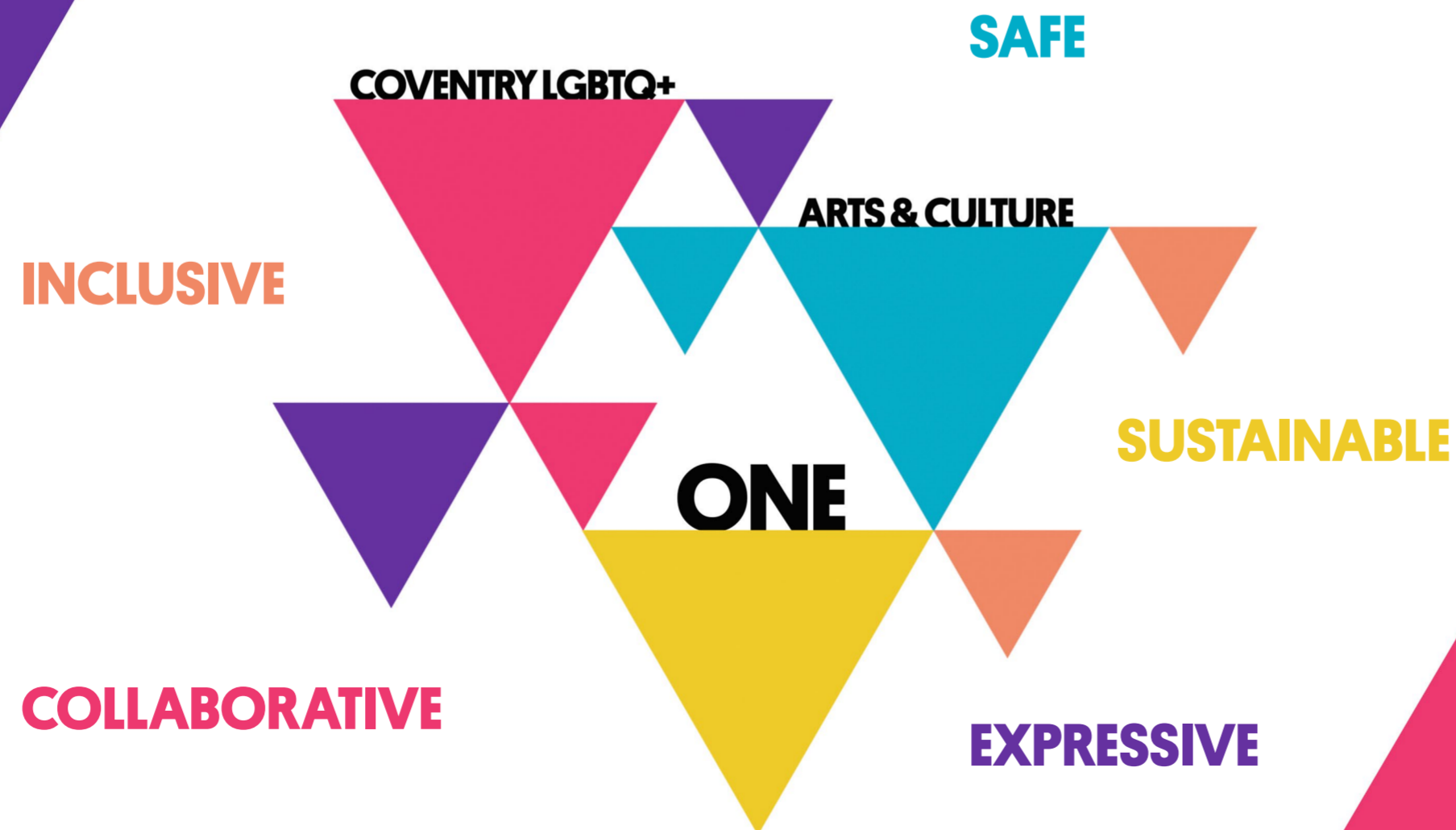
Further promote inclusivity and diversity within the 2021 City of Culture

Create opportunities for local people to participate in community art projects - aiming to tighten the bond of the wider community throughout the local area

To contribute to the economic growth of the city creating a micro-economy for the centre's future

Positively impact the health and wellbeing of the local community

Partnership with local businesses and community



## REPRESENTATION

A scheme that represents the community in more ways than a rainbow flag. This flag ship LGBTQ+ arts and cultural centre will represent the community of coventry in a new innovative way. Forging new relationships through design

## EDUCATION

A space that provides education to both the LGBTQ+ community and wider. Providing insight and practices that help build stronger relationships though education.

## ACTIVISM

An interior space that embodies activism through its design, identity and expression. The space will act as a fabric to the community through its flexibility to host a range of diverse uses.



# UNDERSTANDING COVENTRY

## WHY AN LGBTQ+ SPACE?

Coventry currently has **14 independently** volunteer-led groups that offer services such as sexual health, youth group and community engagement. There is **no central LGBTQ+ space in Coventry** that these groups and the wider community can access when needed. **All of these 14 groups currently utilise other spaces**, such as local bars and creative spaces. The **Nearest LGBTQ+ centre** is located in Birmingham which is **37 minutes by car** and **51mins by public transport links**. Representation and cultural appreciation of the community within Coventry is key in the success of supporting and championing a better quality of life for the LGBTQ+ community present and in the future.

## CITY OF ACTIVISM

Coventry has a well known stand on activism through arts, this has graced the city in many forms over the years, from graffiti street art to installations of sculptures and exhibitions. This proposal will add an extension to this movement further assisting the city and its cultural ideals.

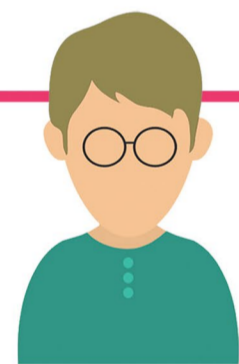
## PUBLIC ART MAP

Understanding the city's strong connection to arts and design, showcases a deeper connection to the proposed centre. The community of Coventry is well-versed in art and that is represented by the diverse landscape of public art and destinations of it being practiced and celebrated within the community.



## COMMUNITY CONSULTATION

For this design proposal to be a true representation of the LGBTQ+ community of Coventry and their specific needs, I wanted to get first hand insight into the ways the community could benefit from this design proposal. I felt this would create a richer resolution. I reached out to community ambassadors and people who volunteer or work within the realms of community design and the LGBTQ+ community.



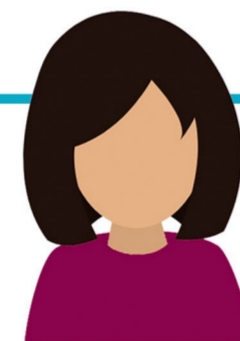
Duncan Brighside  
Chair of Prism  
LGBTQ Youth  
Group  
Coventry

“having those different spaces within the space that you can do different things. Where we were before was one big room, no privacy and no opportunity to explore individual or small group interests”



Naomi Rowe  
Accessibility for  
pride event and  
Queer Author

“Birmingham has one fully accessible venue that is pretty remarkable as we don't have many queer accessible venues”



Naomi Fisher  
Community  
Designer and  
Architect

“its important that we really understand that people can engage in different ways.”



## COMMUNITY VOICES

‘A collective response to our community needs - there is a lot of capitalist energy and focus on a small number of high profile LGBT people. We need to diversify our representation, come together as a community to listen and share, and find out what we need to do to improve our lives’

‘More focussed community spaces’

‘Committed allies’

‘I don't know what events or groups there are in Brum as I don't have LGBT friends here and so am disconnected from the community’

‘Service that reflects what our city looks like’

‘Mutual support and aid, challenging heteronormative patriarchal norms, embracing and celebrating people as they

‘Educating others about our community’

‘I can't think of a specific example, but things to do with craft, activism and education would all be great.’

‘Community building and solidarity’

‘A lot of the LGBT spaces I do spend time in are centred around night life and alcohol. Then I avoid them if I'm not really feeling like going out to drink/party. I don't know any LGBT spaces near me that aren't centred around alcohol where I could meet people my age (late 20s)’



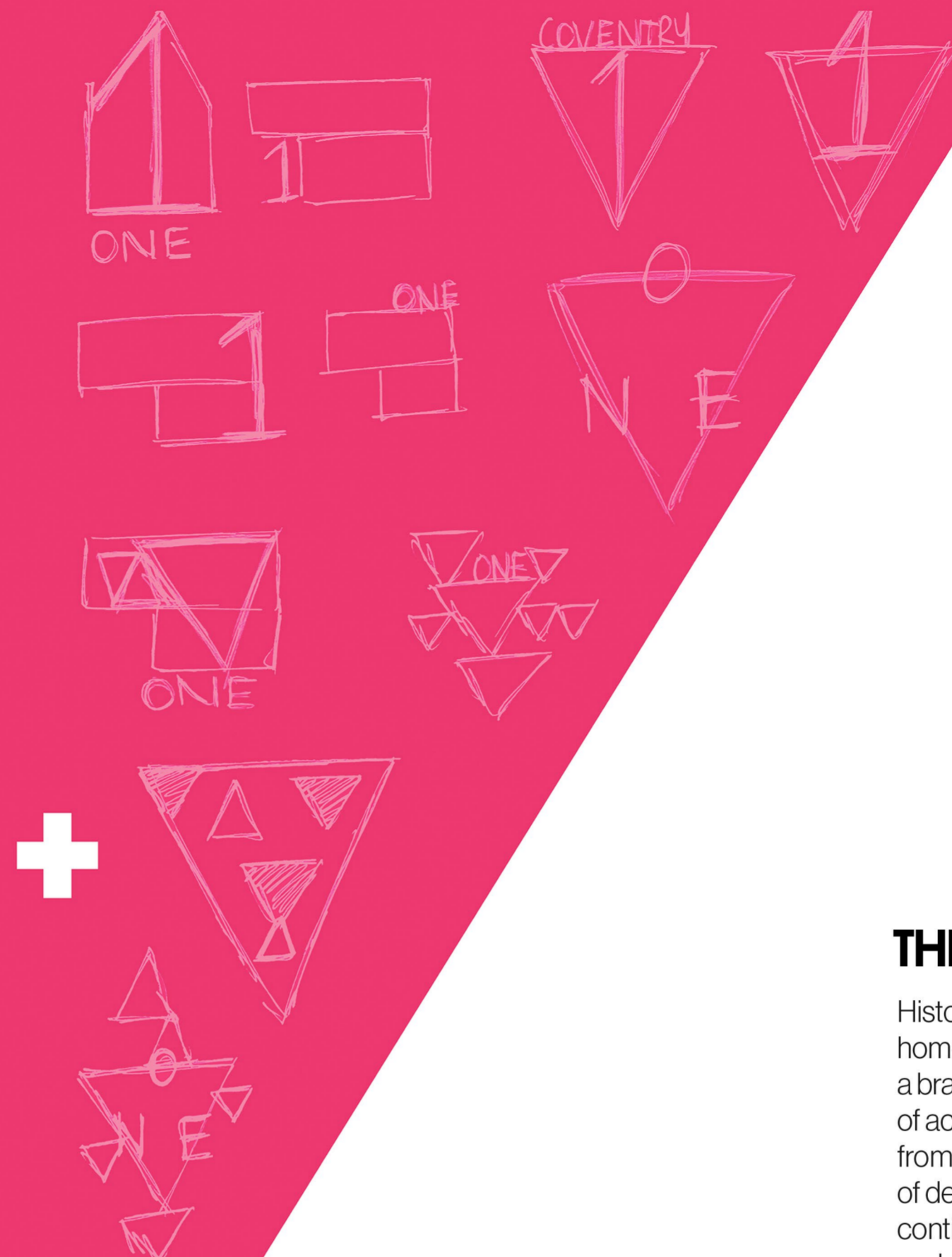
SITE



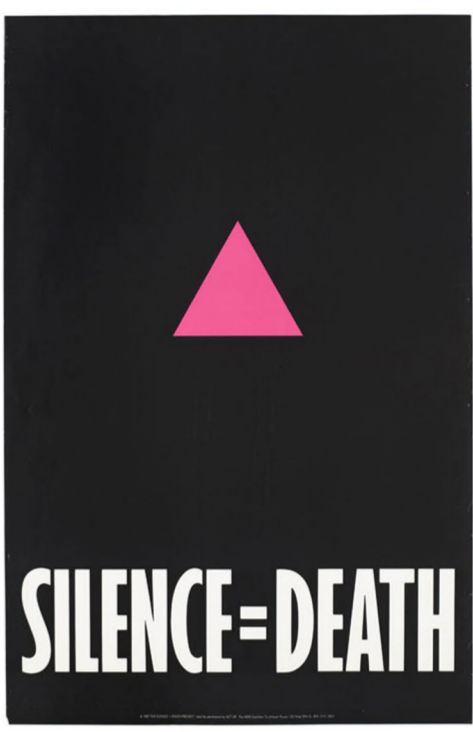
COMMUNITY



IDENTITY



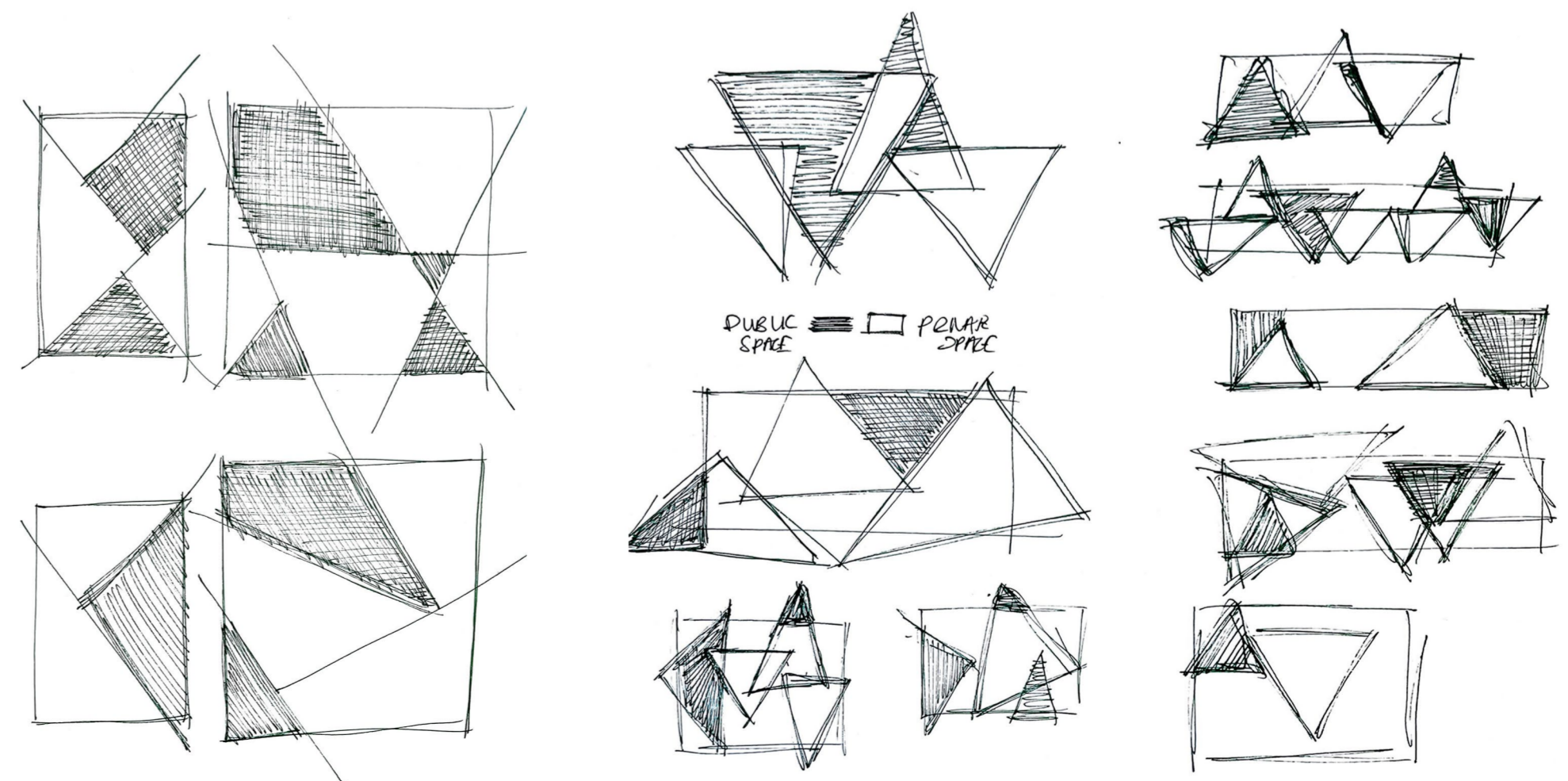
HISTORIC ACTIVISM



THE TRIANGLE

Historically the triangle was used as a symbol of shame during the holocaust, homosexual prisoners where branded with a pink triangle to mark them with a branded identity. This later has been reclaimed by the community as a act of activism and strength. The triangle has been used in various campaigns from marches to aid pandemic awareness. The triangle is an iconic symbol of design that i have used throughout my design process. I would like to continue to empower the meaning behind it and use it to unite the proposal and community it will provide for.

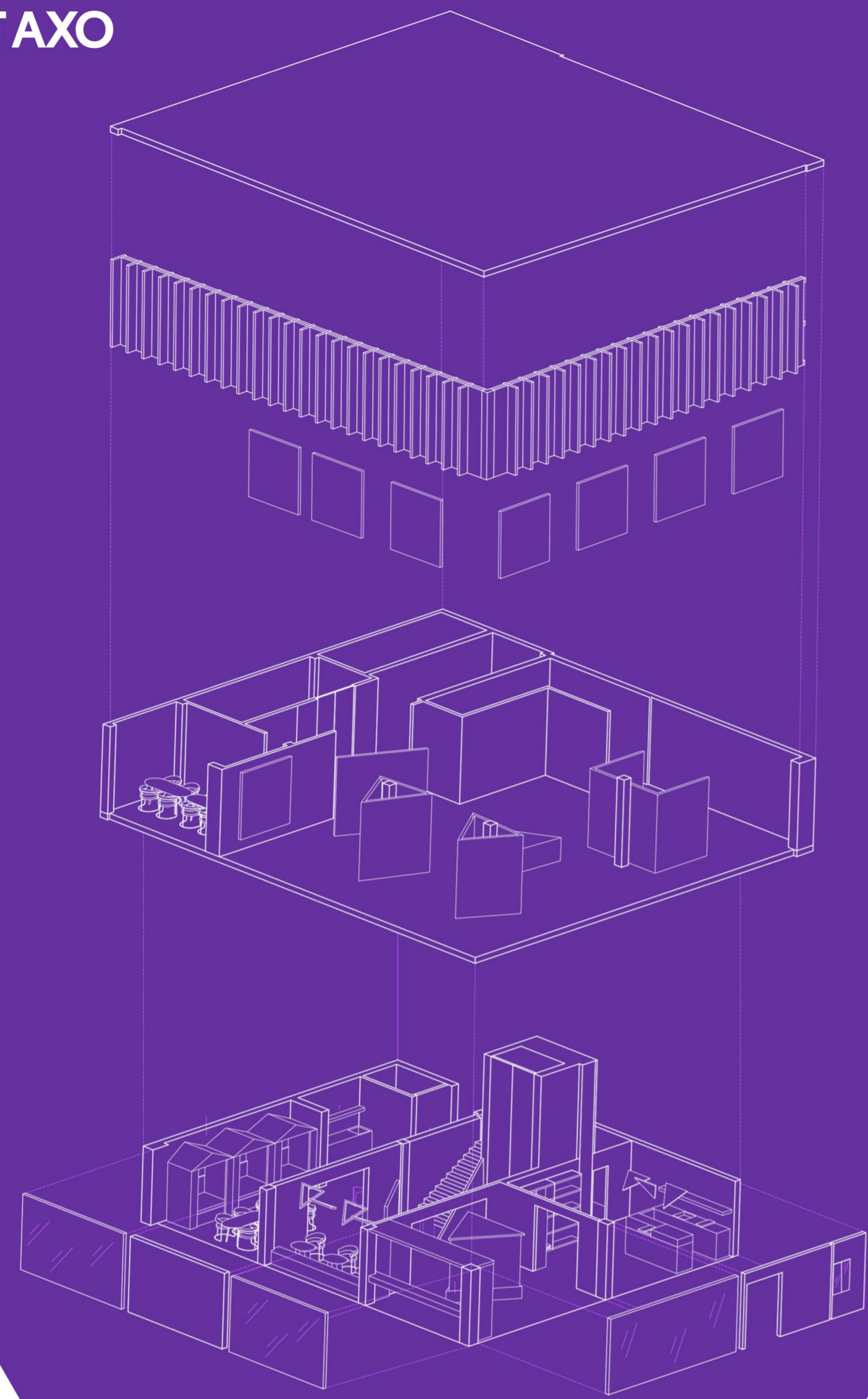
CONCEPT EXPLORATION



As my concept focuses on education, activism and representation through the media of graphic design. I decided to use a prominent symbol of LGBTQ+ graphical output throughout the years the triangle. I experimented by using the triangle overlaid on floor plan to explore zonal planning and circulation. I used negative and positive sections of the over layed triangle to explore private and public space. I further developed this by using the axis of a side of the triangle shape to create a looser more geometric grid system on the floor plan. I wanted to use this iconic symbol to celebrate the history of the community through the floor plan and spatial arrangement of the centre.



# EXHIBIT AXO



# COMMUNITY SECTION



# EXHIBIT SECTION







# CAFE & RETAIL

Area - 29m2  
Location - Ground Floor

At the entrance to the community centre, visitors are greeted by the in-house coffee and retail space. This space has been designed to embody the centre's brand identity and core values which were directly inspired, by the proposals concept of LGBTQ+ activism by graphic design throughout history.

Developed to provide a micro-economy that self supports the centre's future, this space offers visitors the opportunity to purchase beverages and baked goods, as well as merchandise and local artists' prints from the retail zone.

The layout and materiality of the space intends to offer an open and friendly environment that positively contributes to building better relationships with the local community, with a new voice for the LGBTQ+ community of Coventry and wider. Brand identity is key to the success of the centre, this is embodied through the space with hopes of reaching further audiences with this bold and striking interior space.



# COFFEE HATCH

Location - External

External connections to the local community through the integration of a coffee hatch into the façade design continue to offer a stronger strategic opportunity for economical support for the centre while also assisting in building new relationships with the larger local community.

Window manifestos showcasing the centre's identity aim to create conversation and a forged voice for the LGBTQ+ community of Coventry. The intentional design decision to remove the centre's name from the window branding further adds the strategic idea of community engagement. The name of the centre is featured alongside the iconic Bull Yard signage further and represents the building address and becoming 'ONE' as a community cementing the rebranding of this iconic building and the local area.

# BRAND VOICE

The initial branding was further developed to explore possibilities of how the brand identity can be used to create a larger voice, profitable merchandise, and advertisement via social platforms.

The concept of activism through graphic design led to the development of the brand identity in the form of button design. Buttons have historically been used throughout LGBTQ+ history as a form of activism and solidarity in the voice for equality for the community.