

SITE & BRIEF

Views and Structural Composition

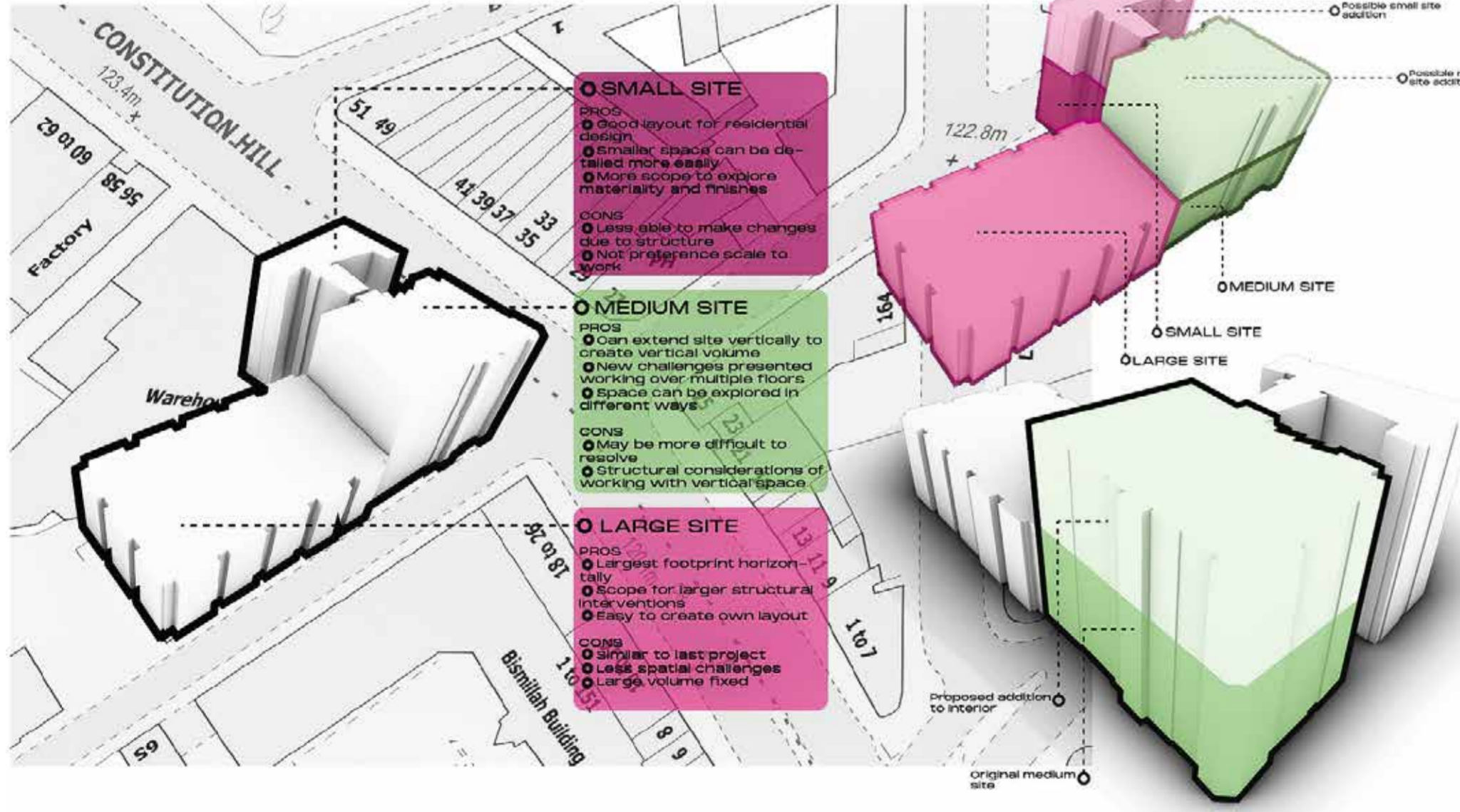


Breaking down the visual and structural composition of the building offers an understanding of historical context and allows informed decisions to be made about the internal uses for the proposal and design development.

The North-West corner site has been identified as having the most potential internally and externally to allow the design to explore vertical volume and more dynamic design.

1. 32 Constitution Hill, Warehouse View, Elsie Gribbon 2022.
2. Taylor & Challen Original Brickwork, Main building and signage, Elsie Gribbon 2022.
3. Taylor & Challen Front Elevations, Elsie Gribbon 2022.
4. Street view of No. 32, Elsie Gribbon 2022.
5. Small site, Constitution Hill, Elsie Gribbon 2022.

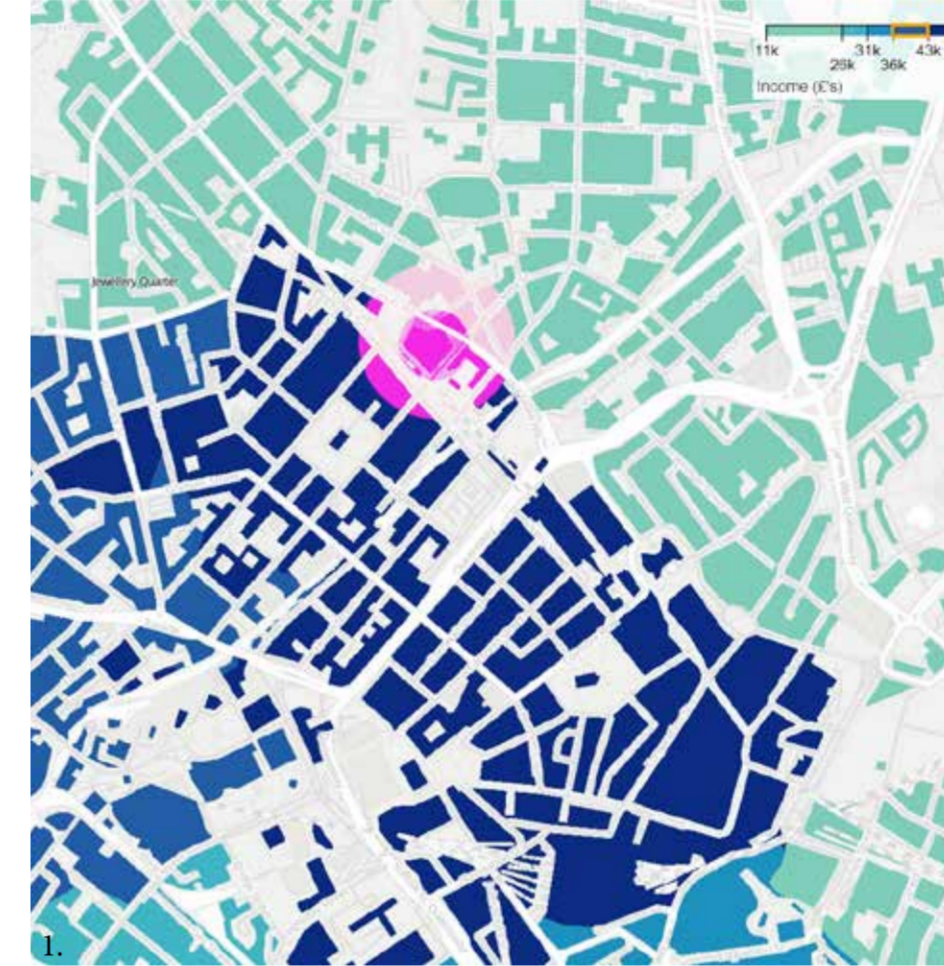
Images by Elsie Gribbon



To create a **Podcasting HQ for the Jewellery quarter** with activities on site. From a **choice of 3 sites** develop an appropriate space for the activities needed and provide public facilities appropriate to the area. The corner site was chosen for this as it has the most scope for vertical circulation, with **space in cities decreasing** at a high rate, other spatial options must be considered to achieve a solution to this such as **optimising vertical volume** to create large design. This space also has the most potential to utilise the Heritage features and combine them with a new style as well as a **large outdoor roof that has planning approval**.

AREA ANALYSIS

The Jewellery Quarter is an **economically and culturally diverse area, resulting in smaller and largely separate communities**. This was further explored through a series of analysis to determine that there is a divide within the community and access to equality and community-based resources, as well as little to no human connection between economic groups. This project will explore the **ways that food and culture sharing can be used to heal this rift** and act as a space that attracts all members of the community to share an experience and connect them together. The **priority is non-profit and community lead to enhance the quality of life for local residents rather than for profit**. By taking care of public spaces the aim is to inspire others to do the same and improve the quality of life and public experience on a local level.



Wealth Inequality

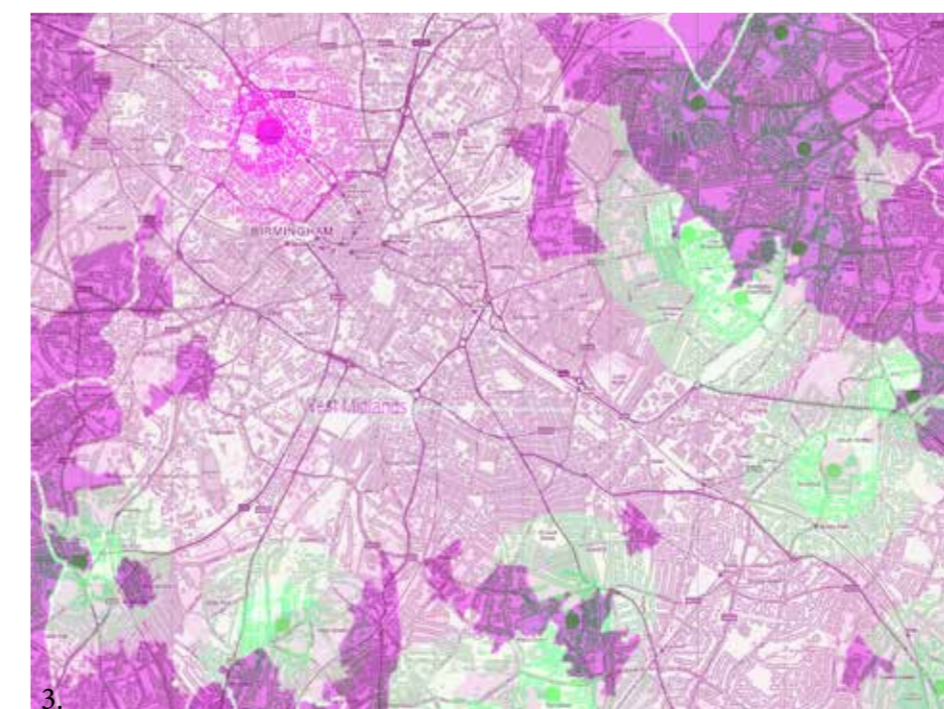
The site sits on the border of an economic divide. When analysed in depth with data from the 2021 Census, **half of the local area are in the deprived category and half of the residents compromise the side of extreme wealth**. This division in economy can impact the landscape with residents on one side resentful for new architecture and seeing it as elitist developments. **Redevelopment in urban areas often contributes to these divides and splits in community and need new methods need to be explored to unite them.**



Allotments & Green Spaces

With Birmingham being an urban area, access to local produce is understandably limited. After looking in to **different types of sustainability and the focus of the podcast** it being a food and agriculture advancement podcast it was **necessary to understand the position of the site in relation to the agriculture available in the City Centre**.

The reason that this is important is that **when placed against an income map for the City, it directly correlates with the wealthier areas having access to fresh growing spaces and farm to table food and the lower income areas not having access to this**. This could be impacted by the urbanisation of the city centre but also **shows a trend in which having fresh food in the inner city is inaccessible, thus becoming an issue that needs to be addressed when looking to redevelop our cities**. With mass development happening it is our responsibility to find a response to this.



Images:
1) Deprivation Map
2) Allotments in Birmingham
3) Allotments & City Wealth map

CASE STUDIES

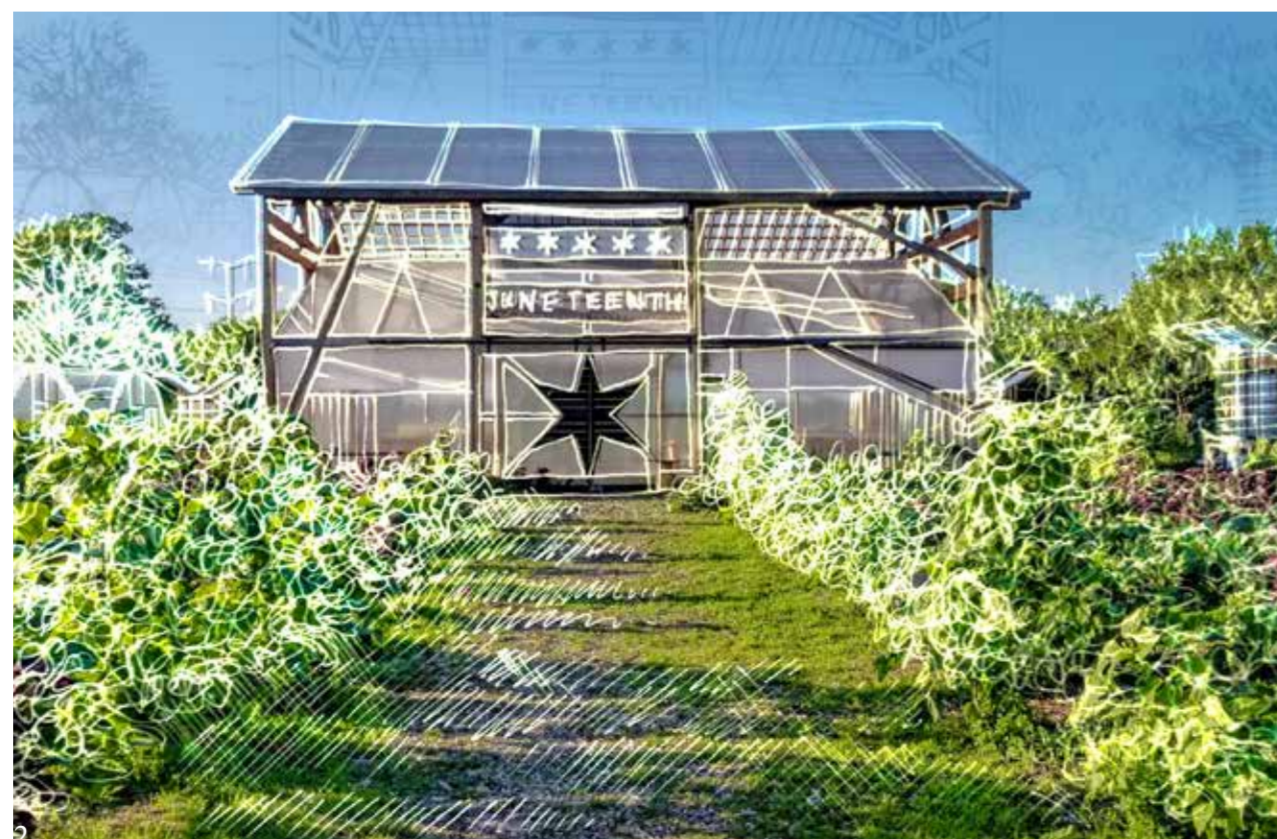
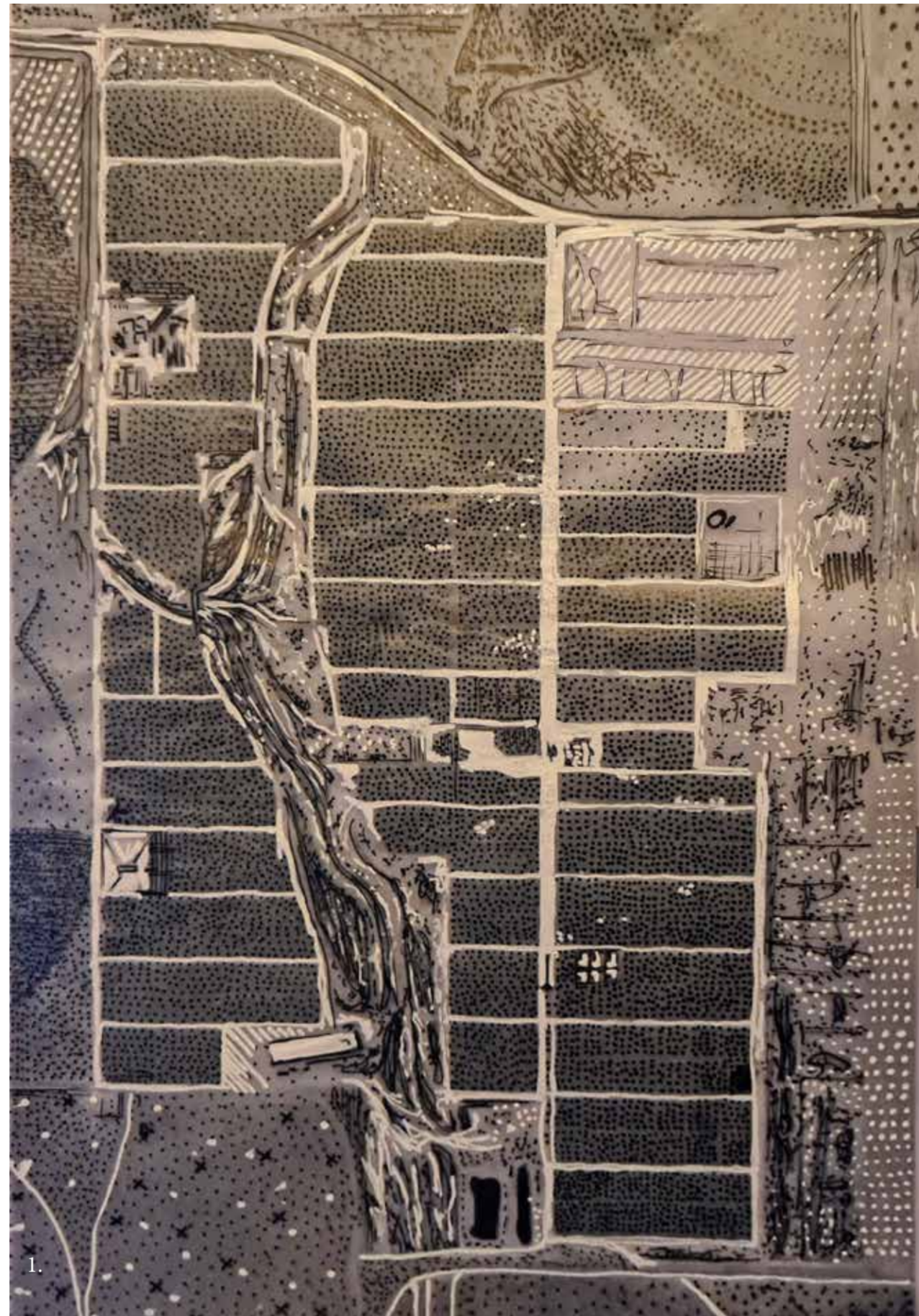
Mishka Henner's photography explores the **scale of farming used for mass consumption of meat products**. The images were produced using stitches of high resolution shots from publicly accessible satellites that capture in detail the effects that these feedlots produce on the land around them. The project centres on the attitudes in our society, of mass production and mass consumption.

The **resulting images pose a jarring realization of the consequences of the farming industry and provoke thought in to the need for alternative options**.

The Capitol Hill Urban Cohousing Project, designed by Grace Kim & Schemata Workshop was a response to loneliness being a result of Built Environment. **The apartments are all focused around a centralised courtyard to foster a sense of community through the sounds of social connectedness.**

The design centres around a community kitchen where residents come together to eat and socialise and foster a sense of "communitas" in the users of the space.

The Sweet Water Foundation utilizes a blend of Urban Agriculture, art and education transforming vacant spaces and abandoned buildings into economically and ecologically productive and sustainable community assets, engaging youth, revitalising community. This project has been **highly influential in contextualising what a sustainable community project can become for the local residents** and how a space can **change the lives of the people interacting it**. When the overarching goal of a project is to benefit the community as well as the client radical shifts in society occur.



Images:

- 1) Friona Feedyard - Parmer County, TX - Mishka Henner illustrated by Elsie Gribbon
- 2) Sweetwater Foundation. Emmanuel Pratt/ Elsie Gribbon
- 3) Schemata Workshop. Grace Kim/ Elsie Gribbon

SUSTAINABILITY THEORY IN RESEARCH

Ritual Of Sharing Food - Context

Nancy N. Souisa

The idea that **people enjoy food beyond the anthropological need for survival and instead use it as a way to share tradition, culture and create bonds.**

Initially started as a religious practice with sacrifices and feasts in ancient times, this has evolved throughout time to sharing meals with friends and is still used within religion via practices such as Ramadan - where food is not consumed from sun up to sun down for 29 days, and is followed by sharing food at night. Food sharing is also associated with celebration, with many cultures having events and significant events demarcated by sharing food and drinks together.

On a smaller scale, the act of private and familial food rituals foster a sense of tradition and belonging and these are then shared with friends and guests. **Food has become a tool we use in the modern society to connect with one another and share our culture and values.**

The aim for this space is to utilise this tool for **community building and to share the values the Podcast has of sustainable agriculture**. With the site having a diverse cultural base this can be used as a catalyst for people to share their own rituals and connect with these communities.



"Historically, urban food production in the US and Britain has flourished in such moments of economic crisis. As we find ourselves once again in the throes of a crisis of capitalism, the popularity of UA in the Global North has surged and the discourse surrounding it has shifted from one of recreation and leisure to one of urban sustainability and economic resilience."

Nathan McClintock

In his essay Why Farm The City? McClintock argues that the **rise in Urban agriculture is a direct result of economic instability and by extension is a response to out of control capitalism**, McClintock argues that a **social food production is central to a local food system and this comes with accessibility implications** and is something we should strive for.

Reflection

"Several studies have concluded that exposure to vegetation and green space is essential to children's cognitive development, can reduce attention deficit disorder, and reduce crime and "mental fatigue" or desperation in impoverished urban areas (Kuo & Sullivan, 2001; Taylor et al., 2001)."

This statement in the essay made me consider **the impact on inner city communities** that introducing a sustainable and community based agricultural element could have in terms of health, wellbeing and also community-building. The **lack of any other facilities like this in the area together with the goals of the Food Fight Podcast make exploring an agricultural element central to the design a priority.**



Images:

- 1) Farm Ed Chipping Norton
- 2) Lentil as Anything, Abbotsford
- 3) Hydroponic Illustration



CLIENT

The Food Fight podcast is produced by EIT to bring awareness to food sustainability issues and the technology being used to transform the agriculture industry. It is run by charity EIT food and co-funded by the European Union. Its main areas of focus are: Protein Diversification, Circular food systems, Digital Traceability, Sustainable Agriculture & Aquaculture and Targeted Nutrition. The podcast is an ongoing series examining the biggest challenges facing the food system and showcasing the innovations and entrepreneurs who seek solutions. The aim of the organisation is to build an inclusive and innovative community with active engagement to deliver an innovative agrifood sector that is both healthy and trusted by society.

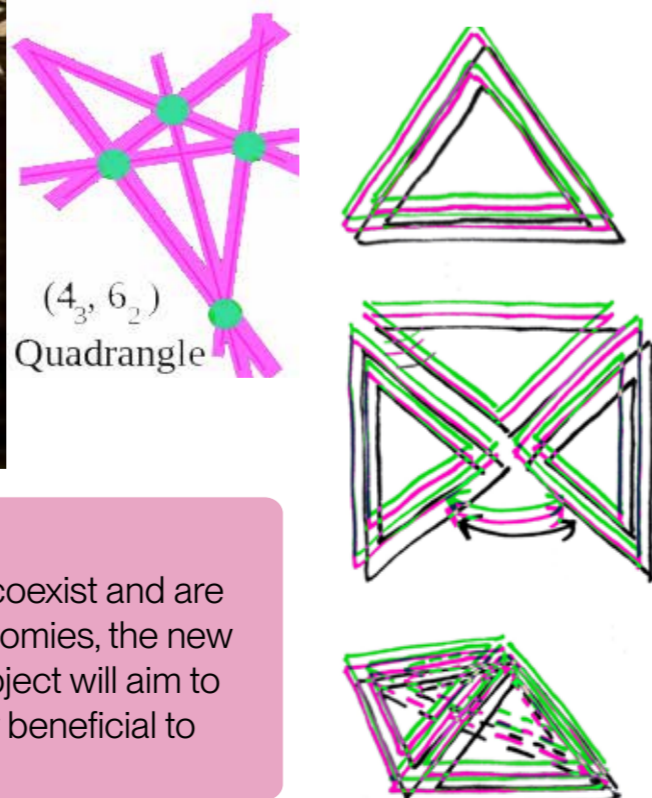
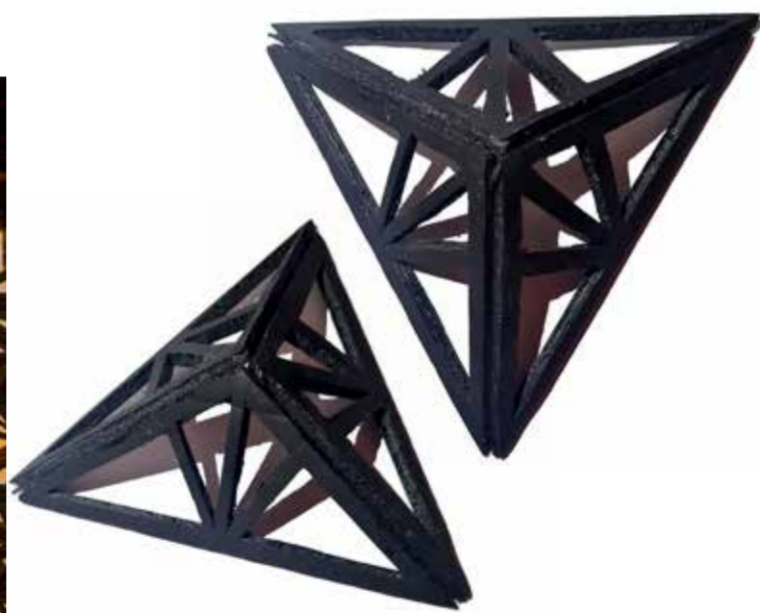


“The current model of ‘make, use, dispose’ is inefficient, wasteful and unsustainable. We need to move this to a circular food system where we use resources more efficiently and re-use side and waste streams”

COMMUNITY AGRICULTURE EDUCATION, MARKET & KITCHEN

A public headquarters for the EIT Food fight podcast that creates a community hub focused of Urban Agriculture & Education. Bringing together a community through the act of sharing food. By appreciating the history that came before in the area and looking forward to new integrated technologies the aim is to create an interior space that can be used as a model for how we can redevelop inner city communities in the future with social agriculture as a hub.

CONCEPT



Duality

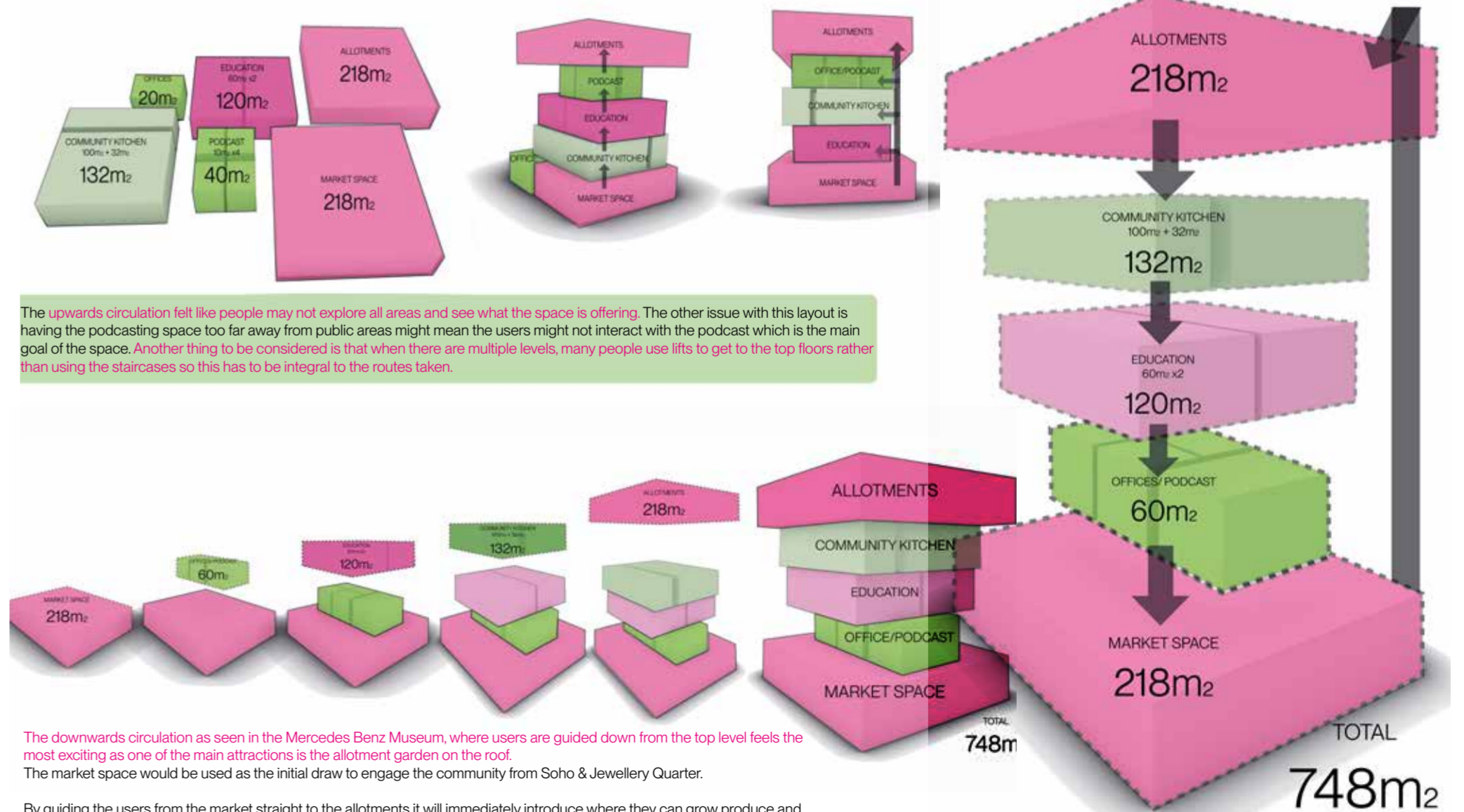
Duality in mathematics is a concept in which two seemingly contradictory theories coexist and are both true. In architecture and society we think of life and concepts in terms of dichotomies, the new and the old, the wealthy and the underprivileged, agriculture and urbanism... The project will aim to show that these things can exist alongside one another in harmony and be mutually beneficial to each other.

DEVELOPMENT



The main aim for the zonal planning was developing a circulation route that all users would experience the same way with a focus on intentional collision spaces. The main areas to connect are the social kitchen/dining area, marketplace, roof garden, education and podcasting so different iterations were tested to develop these and ensure that the progression through the space linked them together and created a complete journey through the space.

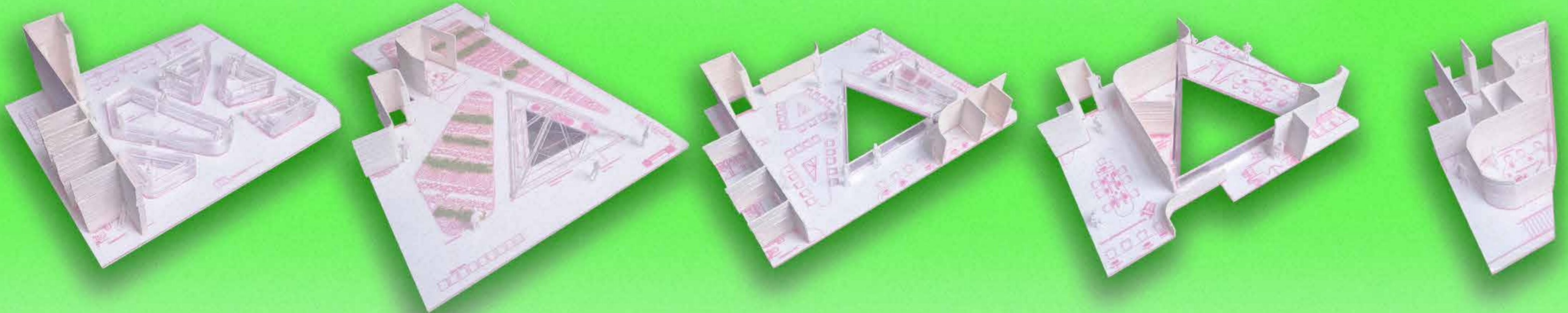
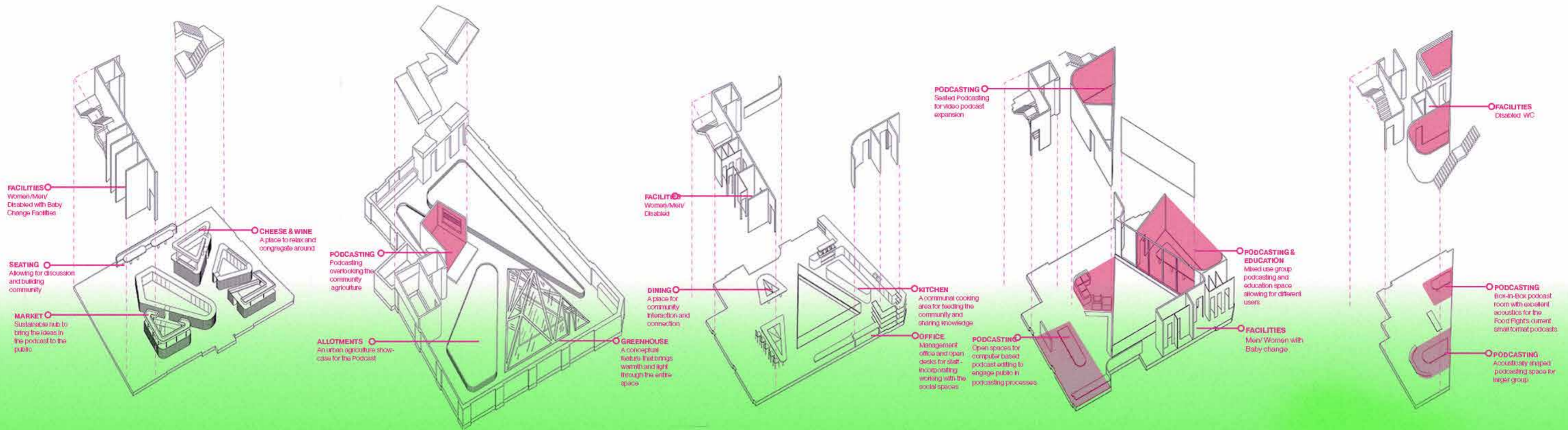
Vertical Zonal Planning



The upwards circulation felt like people may not explore all areas and see what the space is offering. The other issue with this layout is having the podcasting space too far away from public areas might mean the users might not interact with the podcast which is the main goal of the space. Another thing to be considered is that when there are multiple levels, many people use lifts to get to the top floors rather than using the staircases so this has to be integral to the routes taken.

The downwards circulation as seen in the Mercedes Benz Museum, where users are guided down from the top level feels the most exciting as one of the main attractions is the allotment garden on the roof. The market space would be used as the initial draw to engage the community from Soho & Jewellery Quarter.

By guiding the users from the market straight to the allotments it will immediately introduce where they can grow produce and become involved. To have the community kitchen directly under this would allow for interactive demonstrations to engage the user and allow for use of fresh produce grown upstairs and then following this with the education spaces where the users can become actively involved. The users would then be able to actively engage with the podcast having formed opinions and communities and learnt about sustainability and would be able to contribute to the podcast.



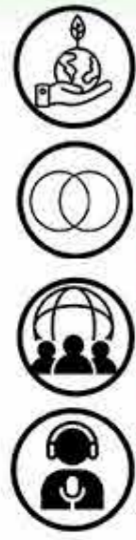
THE MARKET

The **PUBLIC CORE** of the space, the **GROUND FLOOR** showcases the **DUALITY** between the **HERITAGE** past and **FUTURE** of the space. Heavily **INFLUENCED** by the 5 Points of New Architecture, **LONG WINDOWS** and an **OPEN MEZZANINE FACADE** overlooks the **OPEN MARKET**, a **DOUBLE HEIGHT** space for the community to shop for sustainable market produce, relax and learn more about the space. The **LARGE CENTRAL VOID** draws the eye up **UPWARDS** to the other spaces **ENCOURAGING FURTHER EXPLORATION** and a **DESIRE TO LEARN** more about what the space offers. The space has been designed to bring in a **DEMOGRAPHIC** of people who may not have experience with Podcasting or sustainable agriculture and **GENERATE EXCITEMENT THROUGH INNOVATIVE AND PURPOSEFUL DESIGN.**



THE GARDEN

Taking the **LIFT TO THE ROOF TERRACE**, the user is introduced to the **POSSIBILITIES OF RADICAL URBAN AGRICULTURE**. The vast open roof terrace has **360 DEGREE VIEWS** of the Jewellery Quarter and **ALLOTMENT SPACE** in the form of two large raised planting areas. The space is equipped for **COMPOSTING, BIODIVERSITY & RAINFALL COLLECTION**. The exterior is tied to the interior with a **CONCEPTUAL FEATURE GREENHOUSE** for the nursery, with a **GLASS FLOOR FEATURE** that carries light down the light well and **THROUGH THE INTERIOR** of the building. An open-fronted Podcasting space allows for **INTERACTION** with the public as well as the **AGRICULTURAL PROCESS**. Being the only allotment in this part of the city the intention is to **ENGAGE** the public and make **FRESHLY GROWN PRODUCE ACCESSIBLE TO INNER CITY COMMUNITIES.**



THE KITCHEN

On the **SECOND FLOOR** sits a transformative **COMMUNITY-FORMING** experience, using **SUSTAINABILITY PRINCIPLES** to tackle the issues within mixed income communities and bring a sense of **COMMUNITAS**. Using food as a tool for sharing **CULTURE** and forming community bonds this space uses the produce grown on site to create a **SOCIAL** and sustainable hub. With community lead volunteers donating their time to serve nutritious meals to their peers, the community can form strong bonds and **GROW TOGETHER**. The space **ENCOURAGES CONVERSATION** with large dining tables designed for **INTERACTION** between users and is circular around a void, allowing for the **SOUNDS OF SOCIAL CONNECTIVITY** to travel through the open spaces.



THE EDUCATION

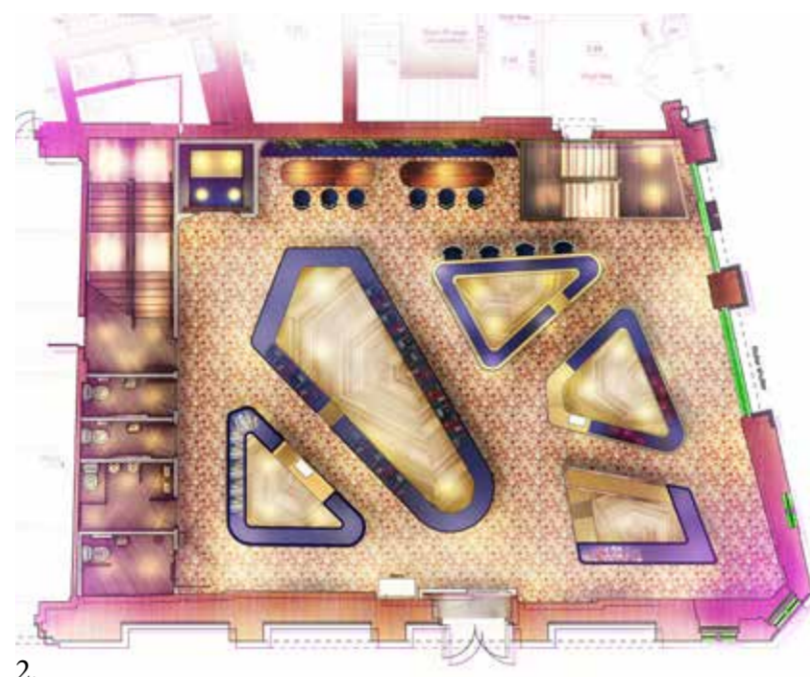
On the **FIRST FLOOR** there are spaces for mixed use **LEARNING** about the podcasting **INDUSTRY** as well as potential for small group classes to be taken about **NEW AGRICULTURAL INNOVATIONS**. Throughout the space there are **OPEN EDITING AREAS** for the community to engage with the production - in line with Birmingham's position as a **CREATIVE MEDIA HUB**. This space is **CRUCIAL IN CONNECTING AGRICULTURE TO THE PODCASTING EXPERIENCE** and educate the public on the **REASONS FOR THE DEVELOPMENT.**



THE BROADCAST

Across the first floor and **MEZZANINE** developing spaces that would **EXPAND** the range of podcasting being currently offered, alongside making podcasting more **ACCESSIBLE** to less advantaged communities, creating **OPEN PARTICIPATION** was central to the scheme. The rooms vary in size and layout to **ADAPT** the format for different uses and offer **ACOUSTICALLY CONSIDERED** environments to produce content. The Podcasting spaces all feature **WALL TO CEILING WINDOWS FACING THE CENTRAL VOID** of the space, allowing the Podcasters to be **FULLY CONNECTED** to the users interacting with the space and **IMMERSES THE PODCASTERS** in the space and the **PUBLIC EXPERIENCE.**





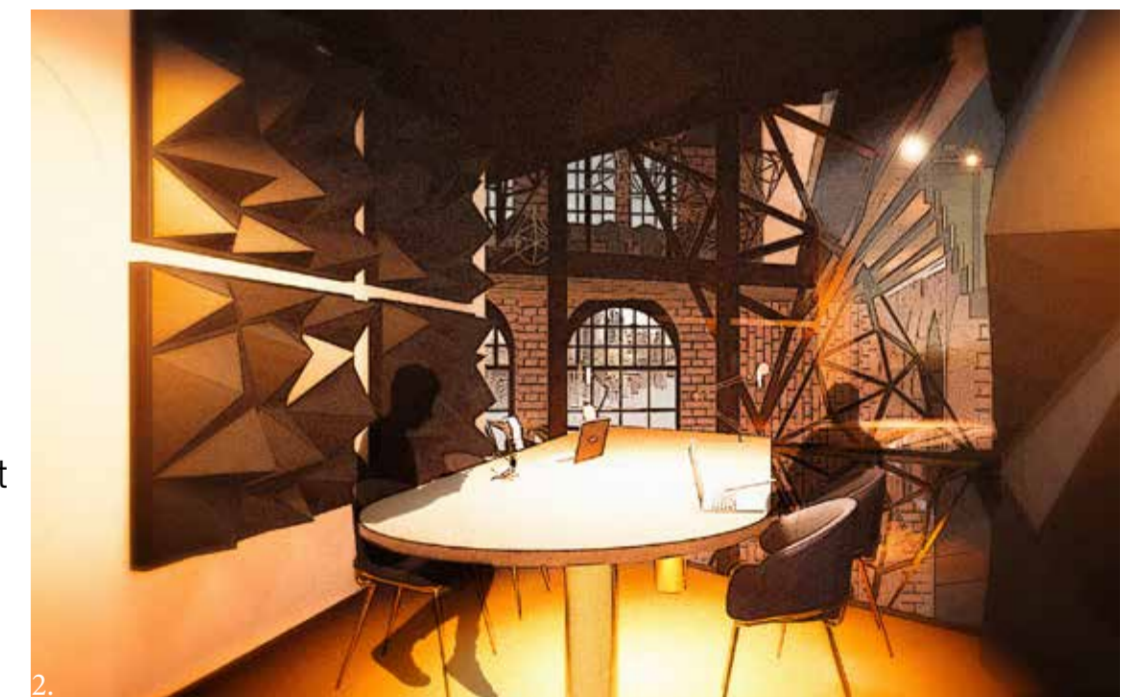
5. Rendered Section.

Images:
 1) Roof Allotments.
 2) Floor Finishes.
 3) Modelled Space.
 4) Plans and Key Points.
 5) Rendered Section.

Images (Following):
 1) Market Space
 2) Podcasting Room
 3) Community Dining.

A VISION FOR A COMMUNITY AGRICULTURE EDUCATION, MARKET & KITCHEN TO FURTHER THE AIMS OF THE FOOD FIGHT PODCAST AND MAKE ACAST PODCASTING ACCESSIBLE TO COMMUNITIES WITH VARIED LEVELS OF DEPRIVATION.

A public headquarters for the EIT Food fight podcast that creates a community hub focused of Urban Agriculture & Education. The project goals inspire community through the act of sharing food and sharing knowledge with the public, both in person and via expansion over podcast. By appreciating the history that came before and looking forward to new integrated technologies, a duality between the two can successfully exist and elevate heritage buildings to new community spaces. Developed as an entire journey to bring people together, spark interest and encourage active participation, the spaces unfold as the user interacts with them and creates excitement for the topics discussed in the podcast. Through the lens of community sustainability, social reform and urban agriculture the transformative effect of shared-focused spaces can be used to model how we can redevelop inner city communities in the future with social agriculture as a hub to inspire new audiences to participate in podcasting and learning.



Plans 1:100 @ A3
THE FOOD FIGHT PODCAST HQ