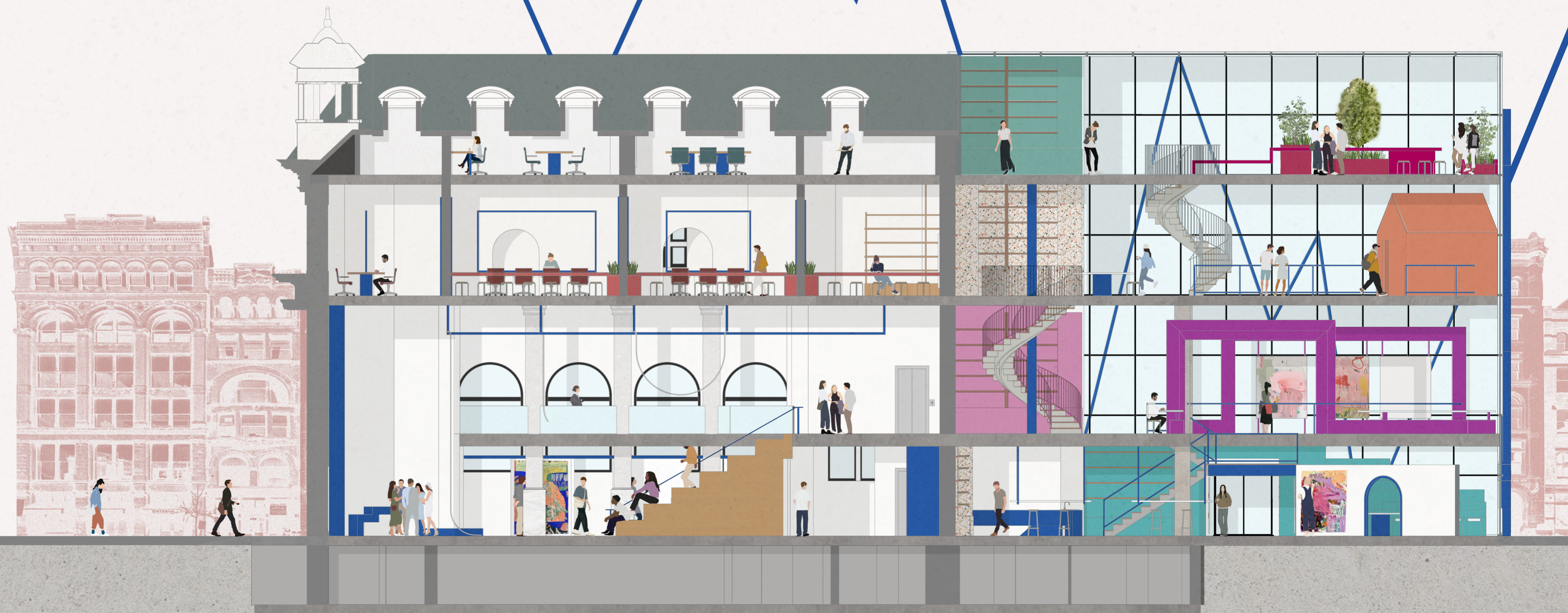


THREAD - a playground for creativity

The project aims to contribute to the regeneration efforts of Southampton's high street by leveraging cultural initiatives that actively engage the community.

The primary objective is to re-purpose an old building located on the high street, transforming it into a vibrant cultural and community hub. By creating a space that fosters creativity, collaboration, and inclusivity, the project also aims to provide a platform for local artists, performers, and cultural organizations to showcase their talents and connect with the community.

The outcome, *THREAD* serves as a dynamic playground for artists and creatives with its multi-purpose space helping to reimagine the future of the High Street.



Brief & User Development

LO1

THE PROBLEM:

The high street's decline is a nationwide concern, evident in increasing shop closures, especially post-pandemic.

Beyond impacting shopkeepers, its consequences are far-reaching. Traditionally, the high street has been an economic hub, providing jobs and boosting local economies. As shops close, job losses escalate, leading to unemployment and financial instability. Additionally, vacant shops mar the area's aesthetic, deterring residents and visitors, reducing foot traffic, and exacerbating the situation.

Various initiatives are currently underway to preserve the traditional British High Street. These initiatives necessitate a comprehensive approach that integrates strategic planning, community involvement, and innovative solutions.

SOUTHAMPTON:

Southampton's High Street, like many others nationwide, is facing this decline. Situated in the Old Town, the High Street features as tradition mainly a mix of residential and commercial spaces.

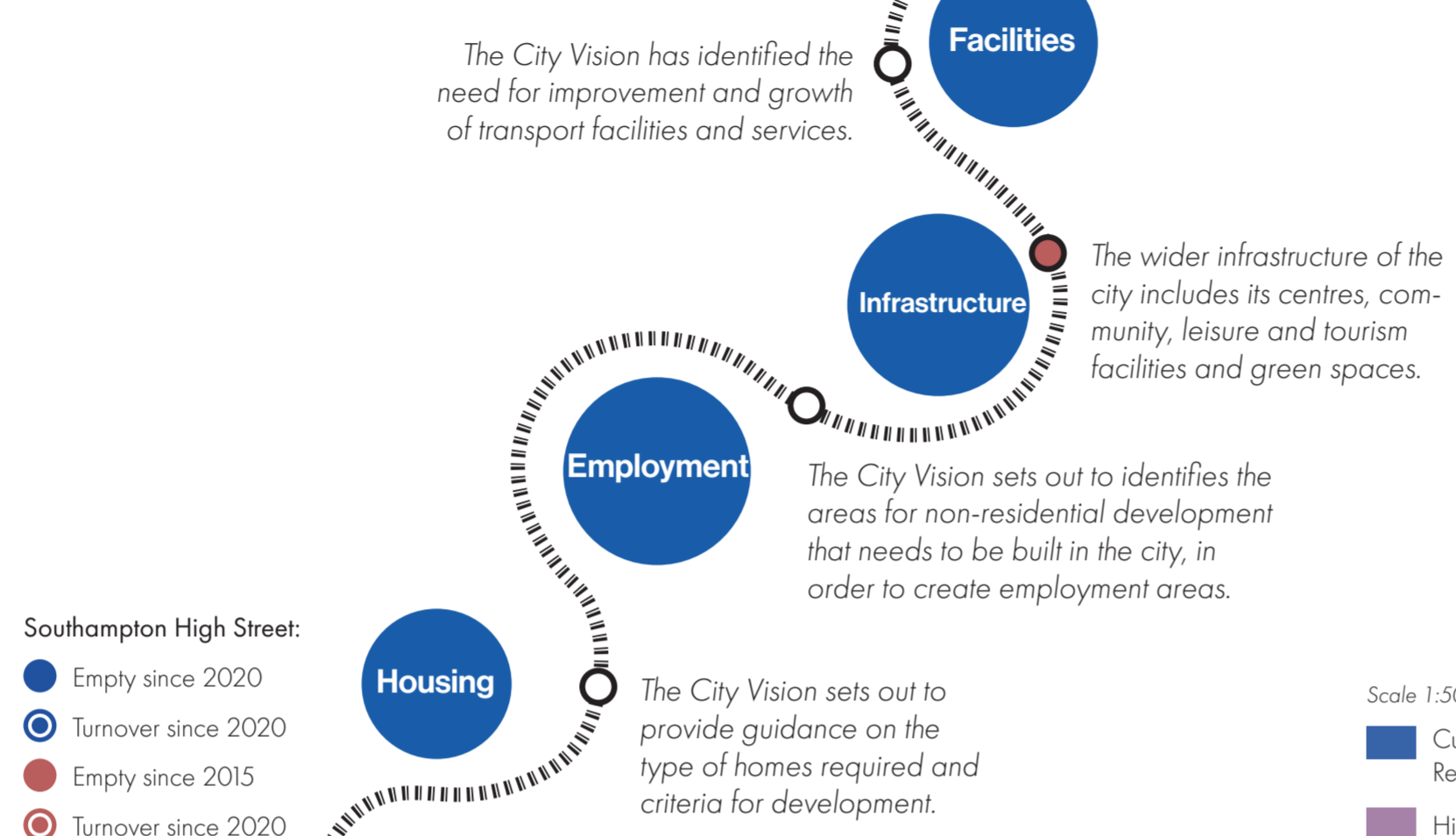
During recent primary research survey numerous empty lots and deteriorating buildings were noted, that also negatively impacted the street's appearance. Further research showed also a concerning trend of shop closures and turnovers.



Scale 1:1250



THE CITY VISION & CULTURAL STRATEGY:



Southampton High Street:

- Empty since 2020
- Turnover since 2020
- Empty since 2015
- Turnover since 2020

THE SITE:



Scale 1:500

- High Street
- Secondary Path
- Nodes
- Main Path

The site chosen for the project is 165-168 High Street, a II grade listed building constructed in the Neo-Baroque style in 1900, originally serving as a bank. An extension was later added to the rear of the building in the 1960s.

Its height and historical character set it apart, rendering it easily recognizable among the other buildings. And while the High Street boasts several historical edifices, none quite present the same distinct architectural features of the site.

ADOPTING THE CREATIVE ENTERPRISE ZONE MODEL:

Southampton Cultural Strategy 2021-2031 intends to extend the cultural infrastructure beyond the city centre utilising and enhancing existing community facilities across our districts; and creating mechanisms that allow artists to flourish, by potentially adapting the Greater London Authority's Creative Enterprise Zone model.

Development and delivery of proactive policy approaches which support artists and creative in Local Plans, housing and business rates policies.

Creating permanent, affordable, creative workspace and live-work spaces.

Skills & Business Support

Building entrepreneurial skills and offering business support to artists, start-ups, sole traders, micro-sized and small businesses.

Policy

Community Engagement & Inclusivity

Embedding creative production in communities creating socially inclusive places and strong links with education providers.

Space

USERS:

User 1.1

Digital Artists & Creative Entrepreneurs

User 1.2

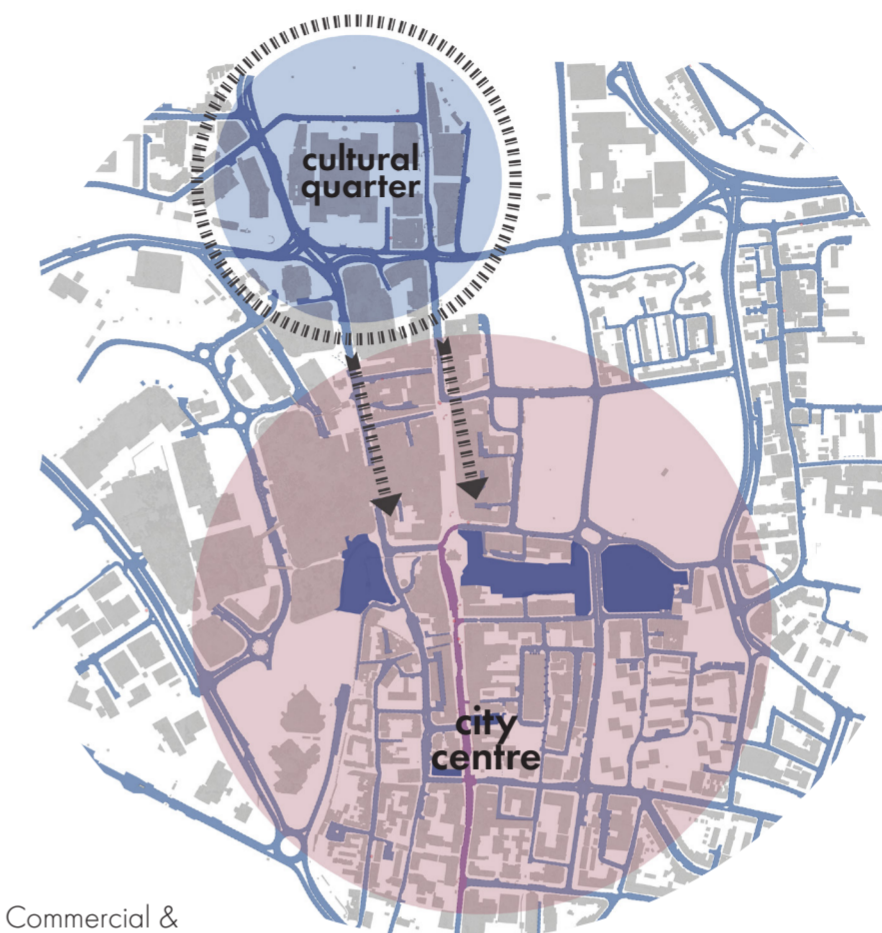
Local Craft Artists

User 2

Student & Recent Graduates

User 3

Local Community



Scale 1:5000

- Current Commercial & Residential Developments
- High Street

Southampton is currently undergoing a period of transition. Numerous development strategies are being carefully reviewed and consolidated into a comprehensive Local Plan called City Vision.

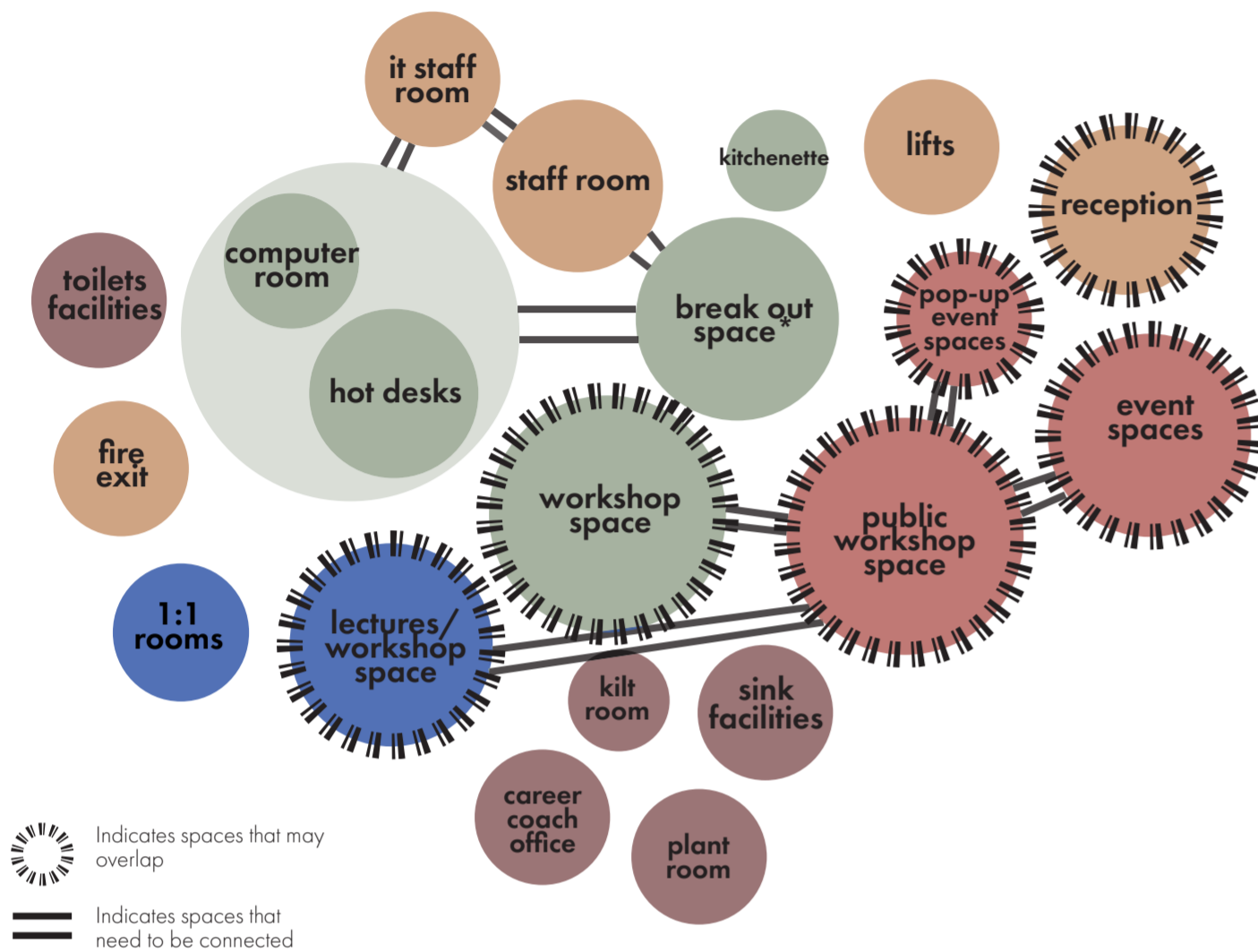
The new City Vision, although still in the process of being finalized, encompasses four primary objectives: providing housing, creating employment areas, improving infrastructure, and enhancing services. In line with the city vision, the city council intends to invest in these essential amenities by re-purposing existing structures and constructing new buildings.

Additionally, in alignment with the objectives of the Cultural Strategy, efforts are underway to broaden the reach and impact of Cultural Quarter to address the disparity on the accessibility of culture & arts. The project seeks to bridge this gap by establishing a dynamic cultural hub within Southampton's city centre, serving as a blueprint for similar endeavours in different areas throughout the city.

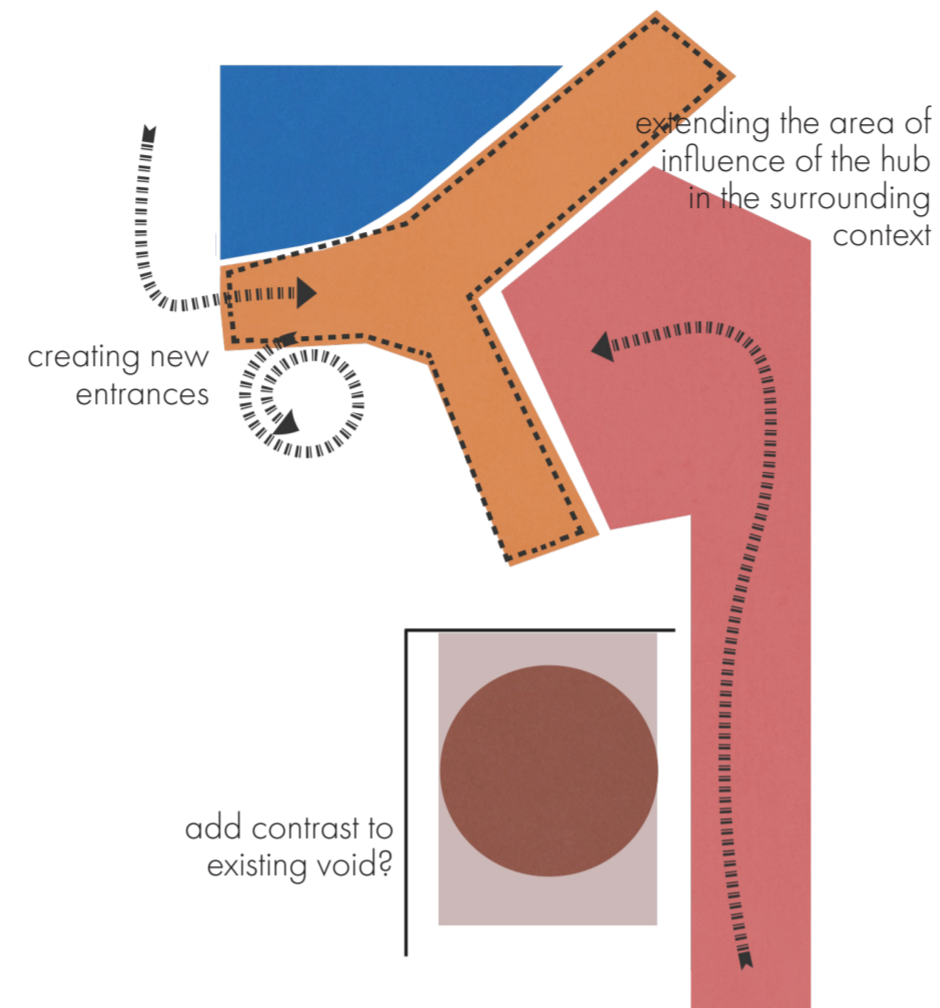
Design Development

LO2

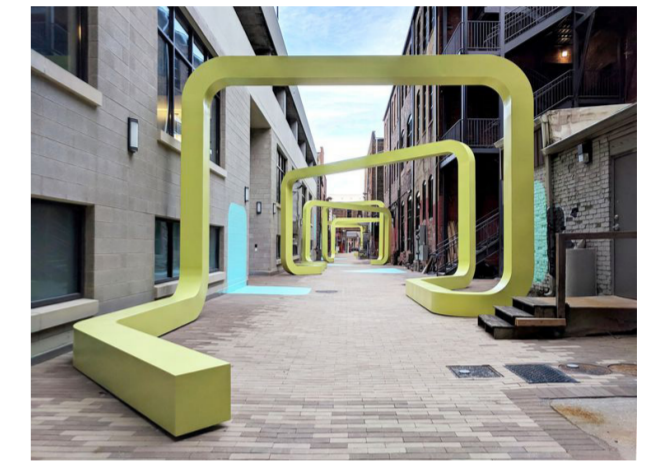
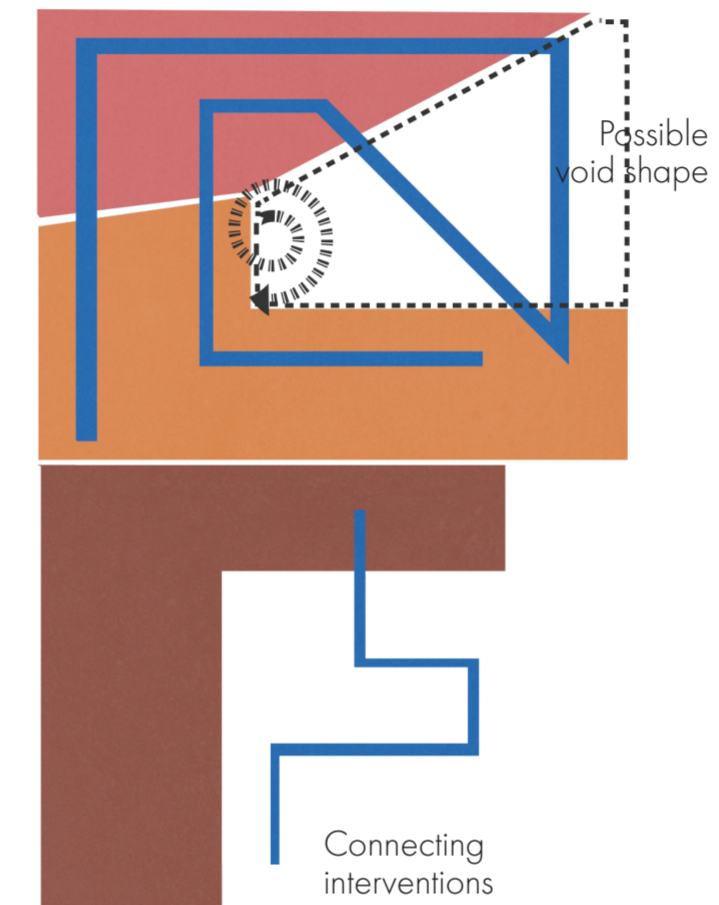
RELATIONSHIP DIAGRAM:



CONCEPTUAL SPATIAL LAYOUT:



The inspiration behind the design of the layout stemmed from the desire to cultivate an environment similar to a playground for artists. The aim was to create distinct areas within the space, each serving as a canvas for creative expression. Drawing from urban street installations, the interventions designed would then be strategically placed in the space to evoke a sense of dynamism and exploration.

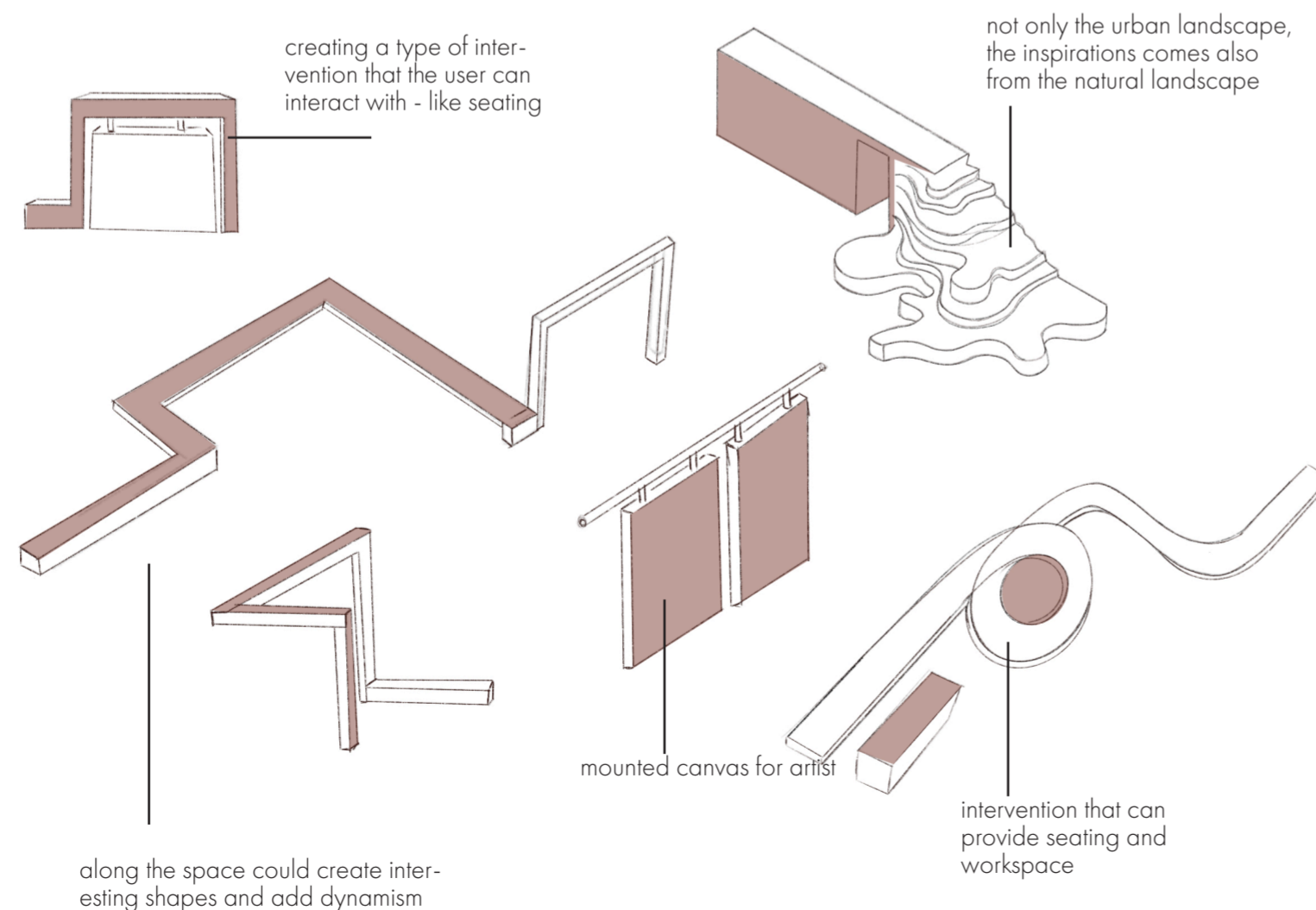


INSPIRATION: URBAN LANDSCAPE

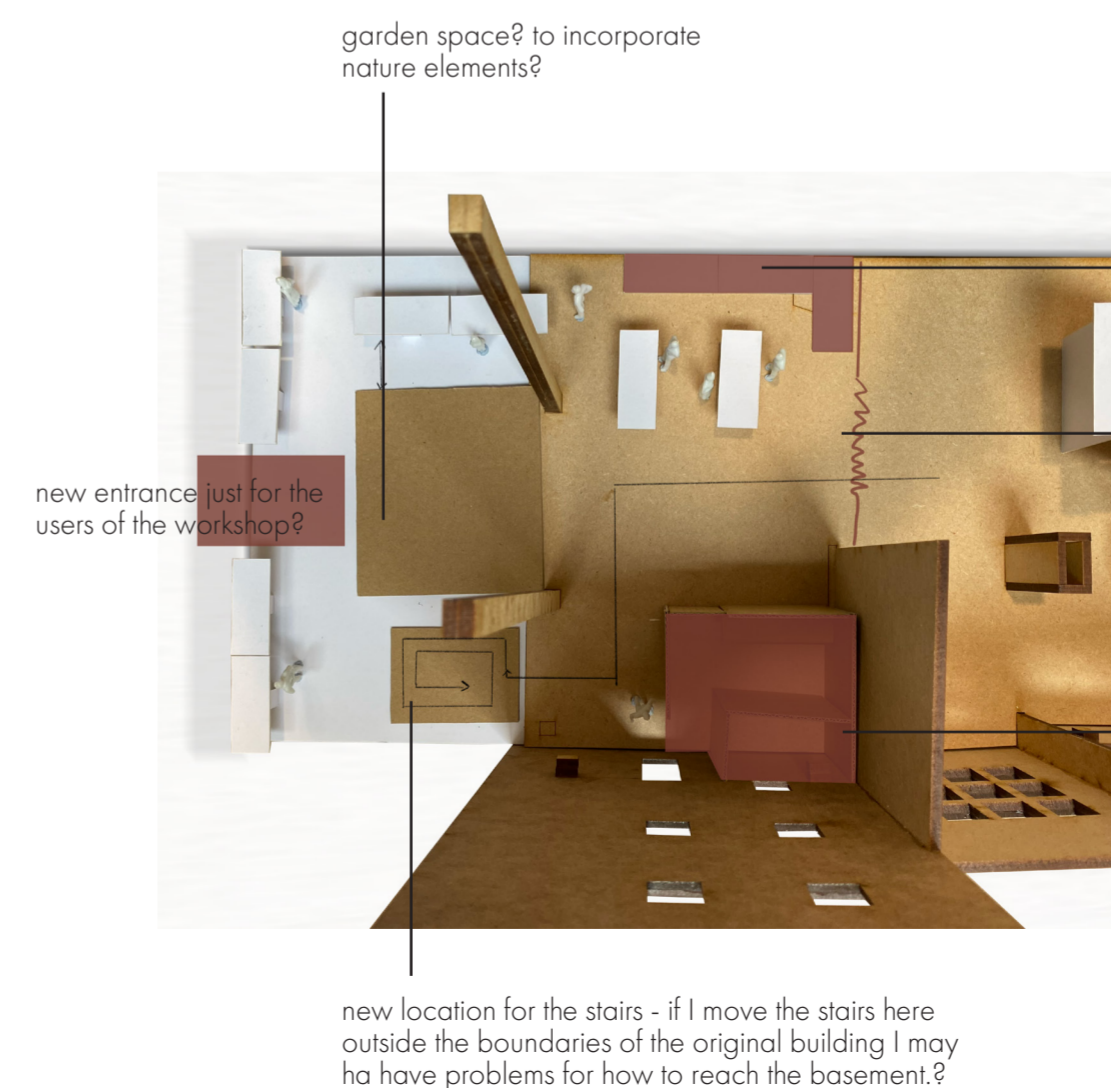
CONCEPT SKETCHES:

The primary inspiration behind the design of the intervention was drawn from the urban landscape, particularly the diverse kind of street installations created to engage the public.

For the hub, the vision was to create a dynamic space where users could freely interact and feel inspired to create. By infusing street elements into the interior, the aim was to break down barriers and foster a sense of free creativity within the confines of a historic building. This approach allows users to explore and create without feeling constrained by the building's historical character, thereby transforming it into a welcoming and dynamic hub for artistic expression.



TESTING IDEAS:



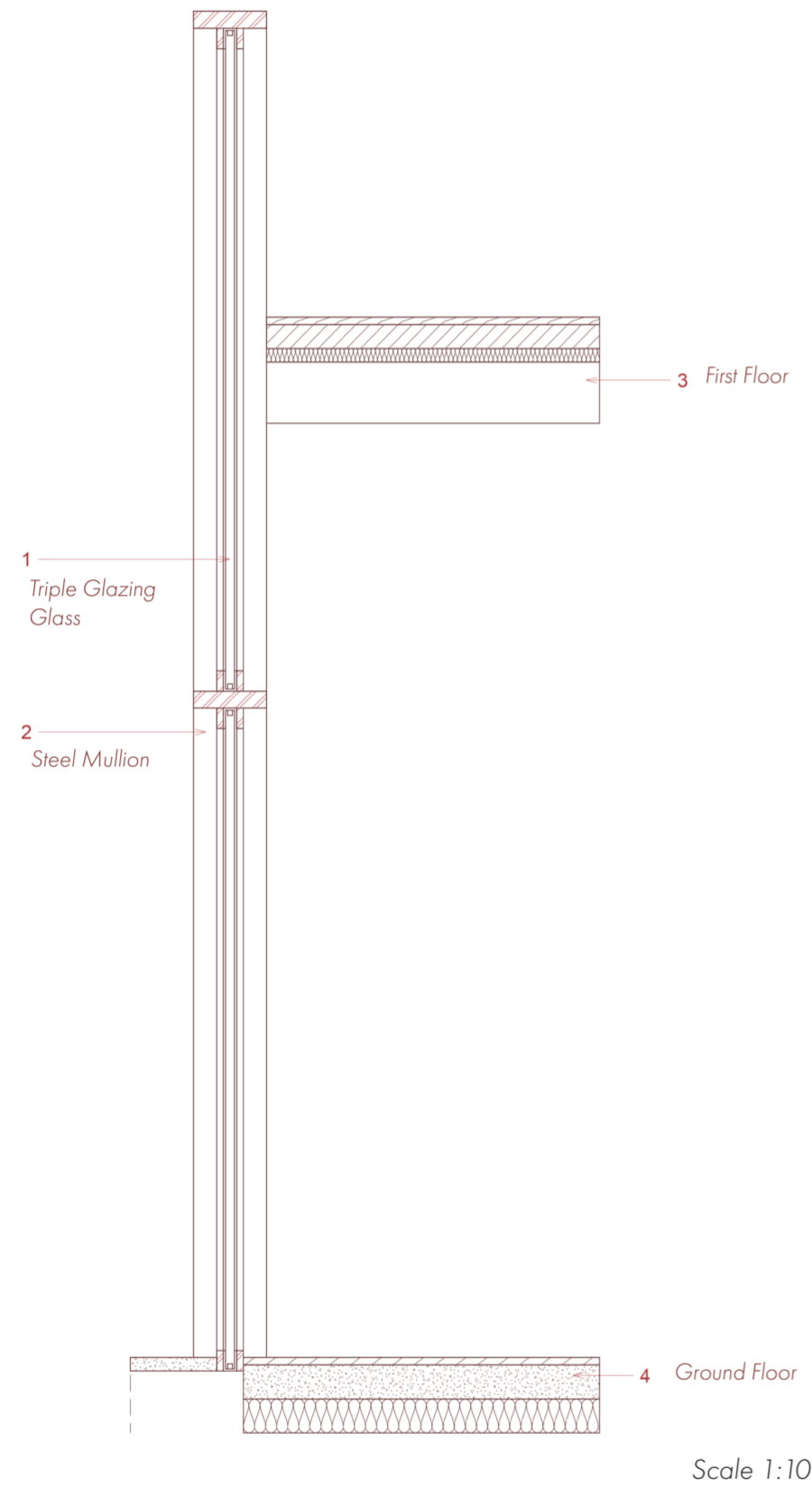
Technical & Materiality Development

LO3

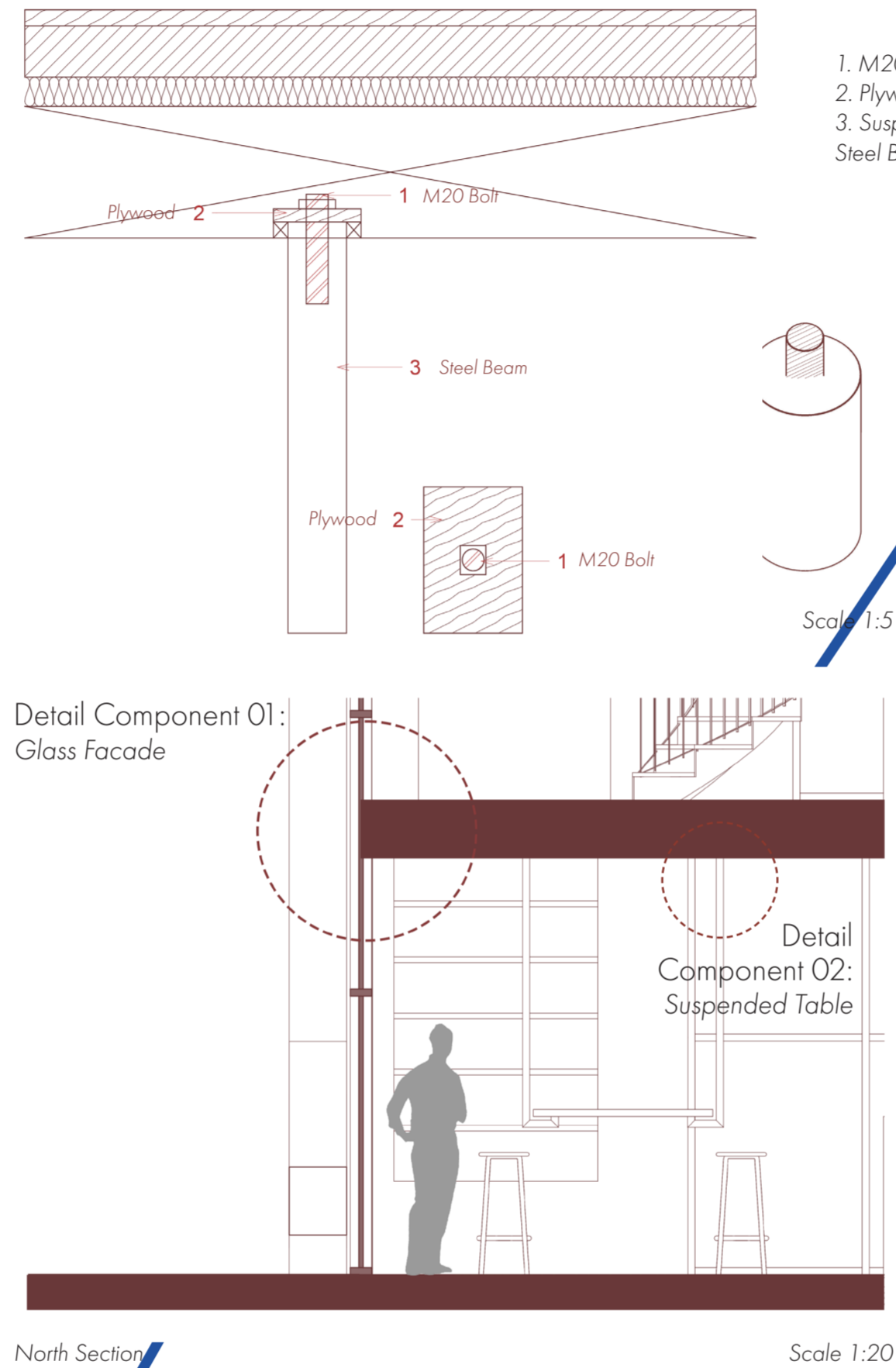
DETAIL AREA:

For the detailed study, two key components were examined. Firstly, the focus was on integrating passive house principles into the new extension, particularly in the design of the new glass facade. Secondly, the functionality and viability of the bespoke suspended tables for the workshop space was researched.

Detail Component 01:



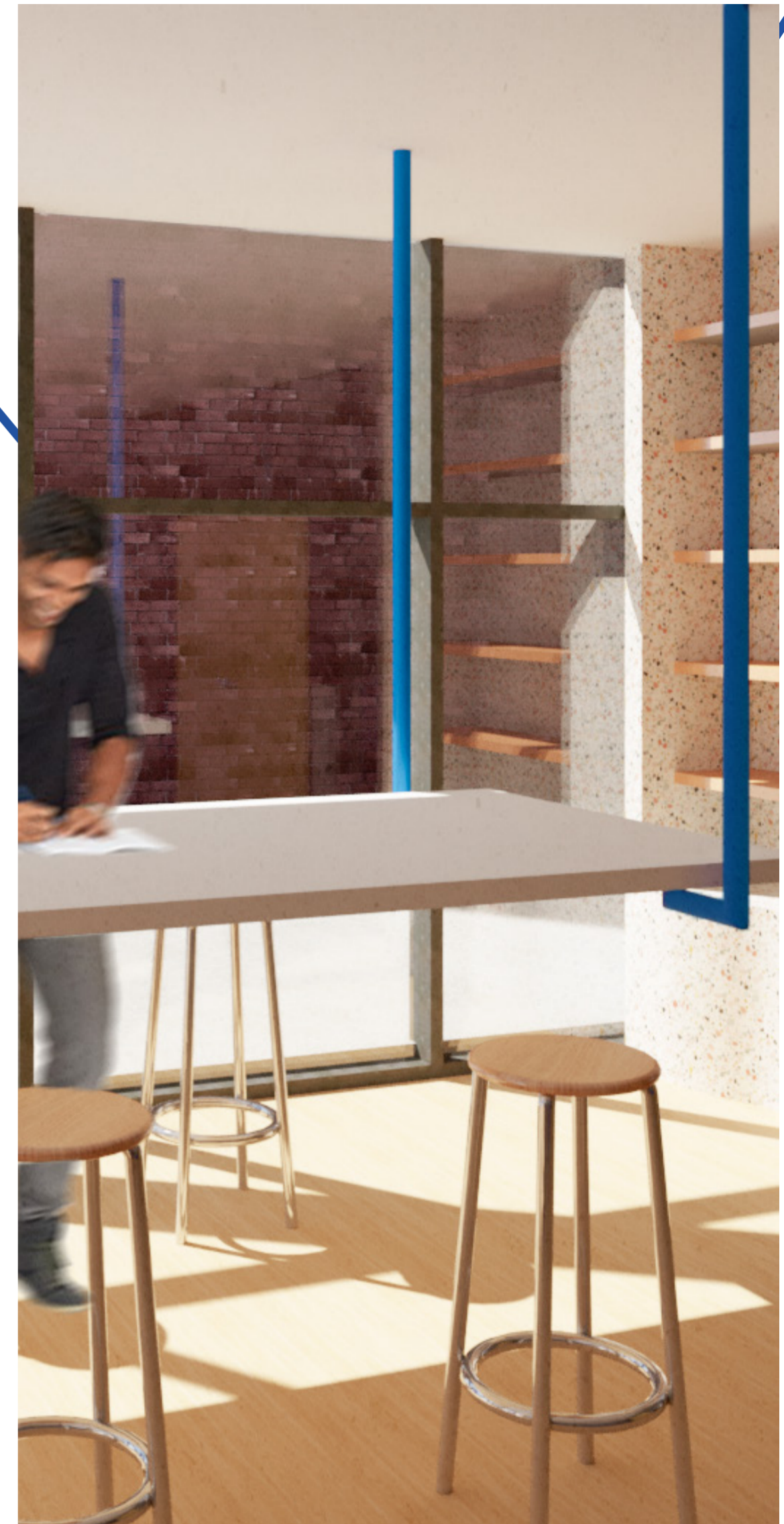
Detail Component 02:



- 1. M20 Bolt
- 2. Plywood: 180 mm thickness
- 3. Suspended Table Cylindrical Steel Beam: 50 mm diameter

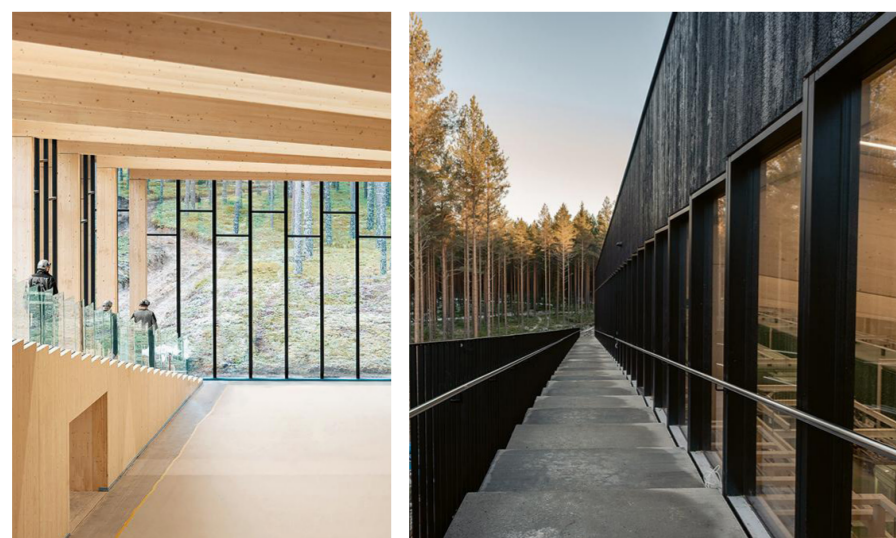
Main materials:

- 1. Steel - Coated Blu
- 2. Corian - White
- 3. Terrazo
- 4. Vinyl Flooring



- 1. Triple Glazing: 8 mm toughened glass; 18 mm cavity; 4 mm float glass; 18 mm cavity; 11 mm laminated safety glass
- 2. Steel Mullion: 150 mm thickness
- 3. First Floor Construction: 22 mm maple floor boards; 70 mm concrete layer; 40 mm impact sound-proofing; 180 mm hung ceiling
- 4. Ground Floor Construction: 22 mm maple floor boards; 100 mm reinforced concrete vapour barrier; 100 mm EPS thermal insulation

PRECEDENT RESEARCH:



MATERIALS:

For the materials, the intention was for the space to have a warm feeling but at the same time could be a blank canvas against which the intervention would stand out. Coloured steel will be the main material, as it will be used for most of the interventions across the building, enhancing the overall cohesion. In particular, for the detail area, blu-coloured steel will be used for the supporting beams of the suspended tables. While choosing the materials, an important property considered was durability, given the space's intended use as an artist's workshop, necessitating materials resilient

to potential accidents and easy to maintain. That was the reason for choosing terrazzo and corian for furniture such as tables and shelving units. The same property was a priority while looking at materials for flooring. While concrete flooring was considered, ultimately vinyl floor with a wood effect was selected—a resilient option that offers warmth while remaining cost-effective and easy to maintain.

Design Communication

LO3

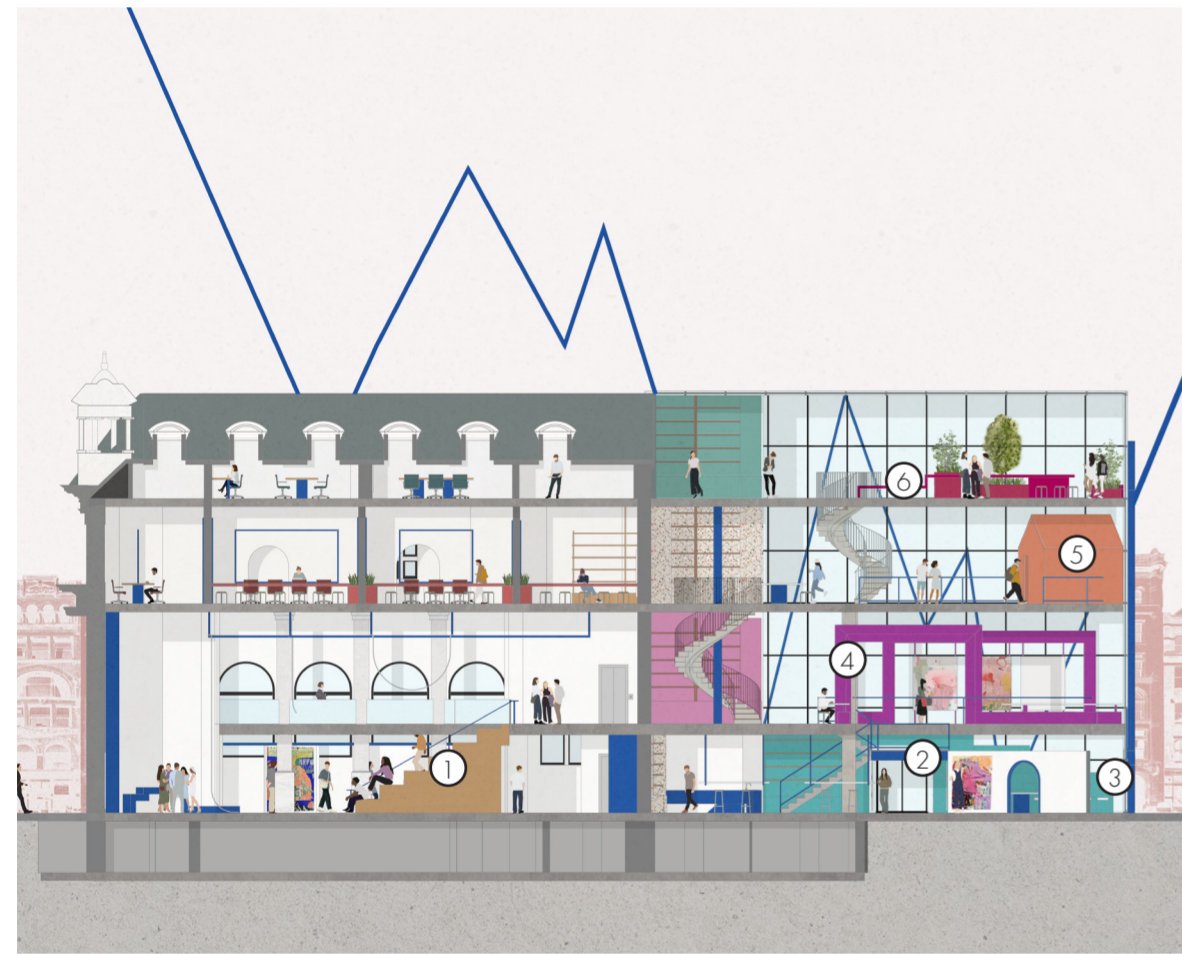
THREAD - PLAYGROUND FOR CREATIVITY

Thread is meant to be a playground for artists to come together and let their creativity flow. The multi-purpose space created is meant to host a wide range of activities - exhibitions, events, seminars, painting and ceramics.

To be able to host all of these activities, various types of interventions - inspired by the urban landscape - were created so that can cohesively create a fun playground for imagination using the historical building as a background.

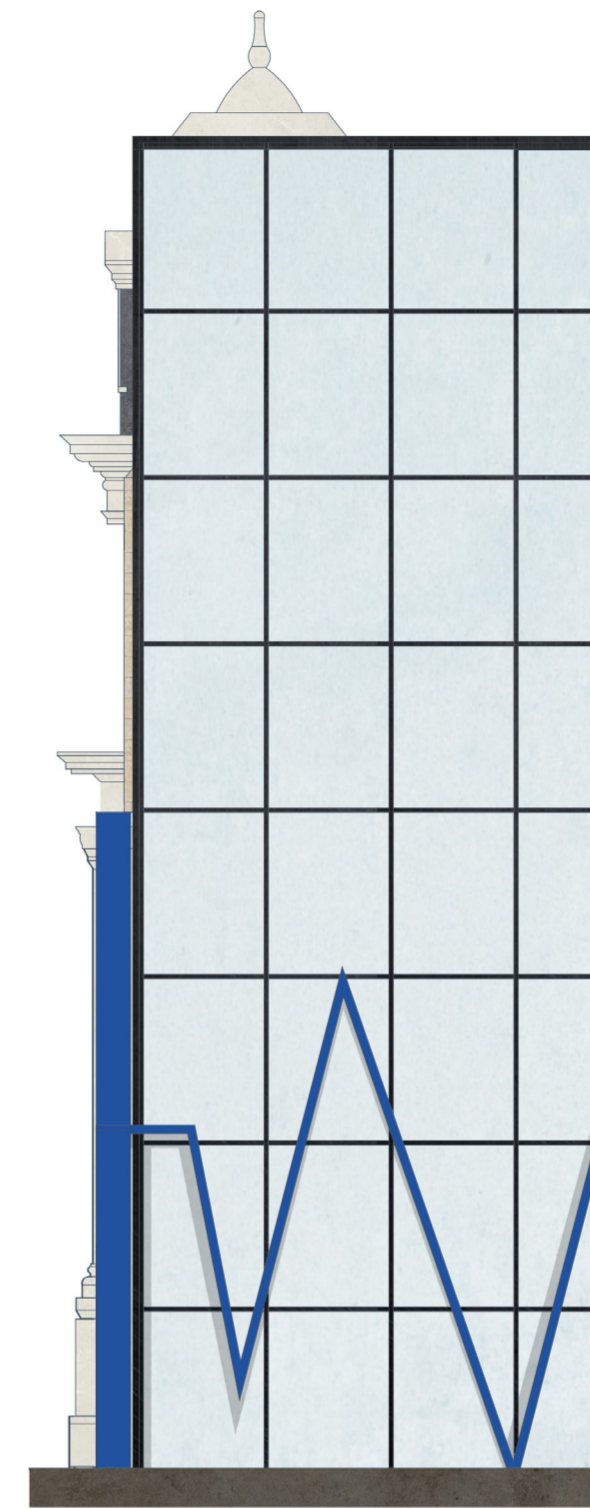
While much of the original layout of the historic building was retained - meant to host public events for community engagement - the 1960s extension has been completely transformed and expanded to host the workshops spaces for artists - basically the core of the hub.

The inspiration behind "The Subway" was drawn from urban subway aesthetics, particularly graffiti art. My goal was to cultivate a space where artists feel at ease expressing themselves through their art. The walls feature large canvas for users to paint on, available in various sizes. Moreover, the space is designed to foster collaboration among artists.



Long Section

Scale 1:100

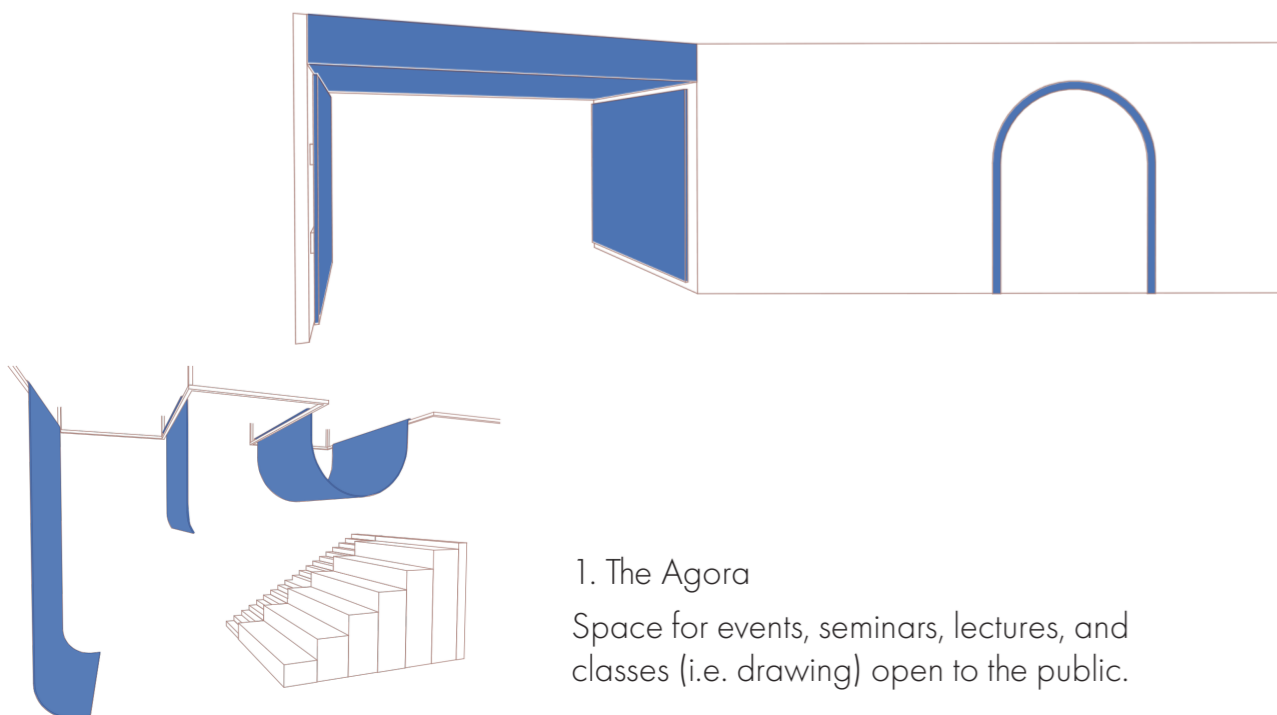


Scale 1:50

The sphere of influence of the hub extends beyond the limits of the building, encompassing the surrounding context. The space between the building will host a variety of events to raise the profile of the hub and to increase the engagement with the local community.

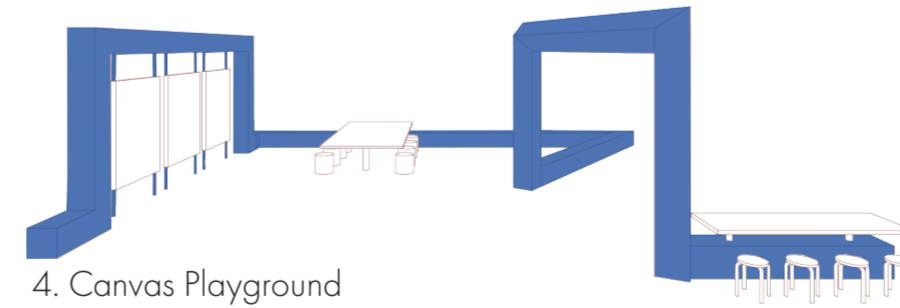


MAIN INTERVENTIONS:

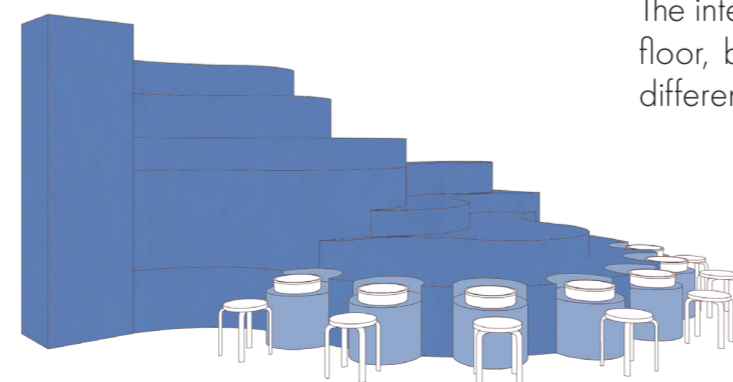


1. The Agora
Space for events, seminars, lectures, and classes (i.e. drawing) open to the public.

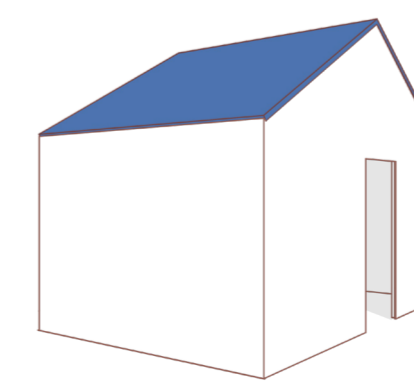
2. The Subway
Created to resemble underground pathways, the Subway will be a space for artists to work with large canvas mounted on the walls



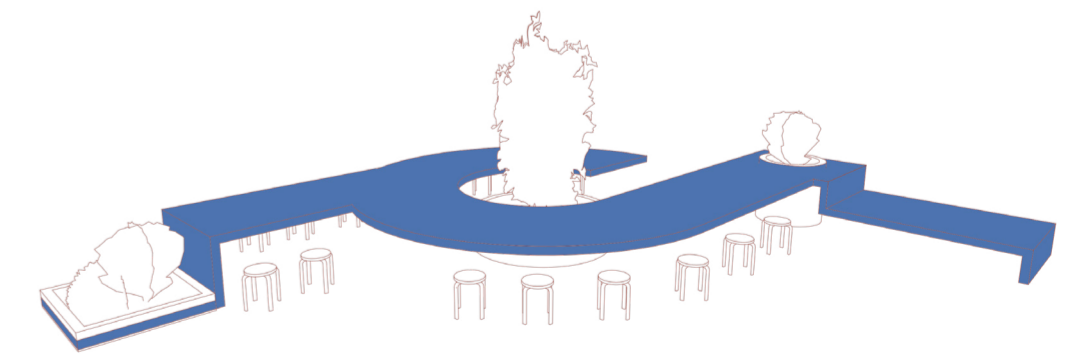
4. Canvas Playground
The intervention created stretches across the floor, bringing together the space and the different areas of the workshop.



3. Ceramic Angle
The intervention was created to host pottery wheels for ceramic artists to use.



5. Soundproof Pod
The soundproofed pod will be provided with the proper insulation (including acoustic panels) ensuring optimal soundproofing for uninterrupted use.



6. Garden Playground
Space dedicated to both working and socialising that incorporates nature elements to recreate a similar atmosphere found in city parks.