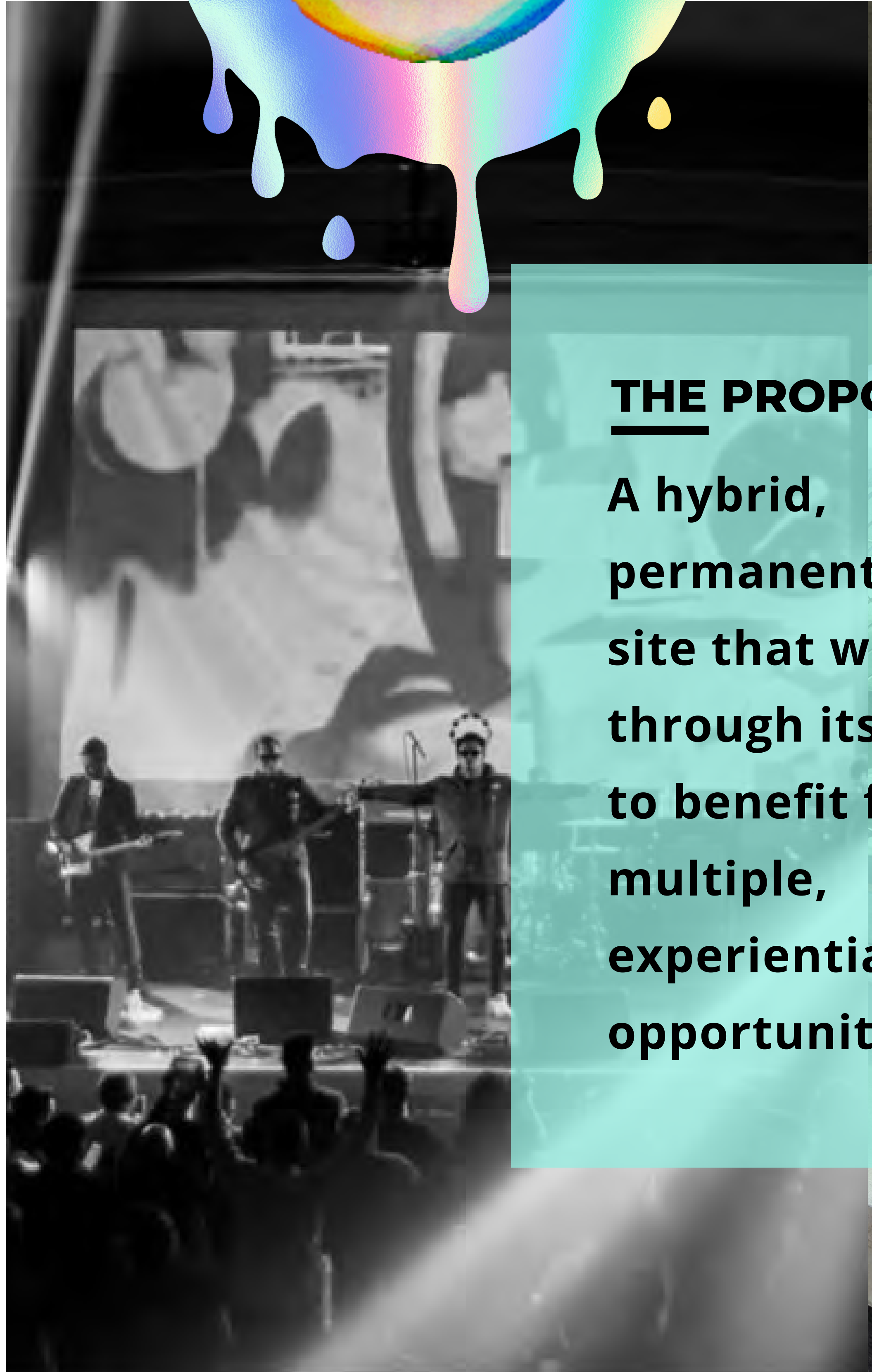




SUPERSONIC CIRCUS



THE PROPOSAL

A hybrid,
permanent circus
site that will thrive
through its ability
to benefit from
multiple,
experiential sales
opportunities.

THE PROPOSAL



SUPERSONIC
CIRCUS

MEE-HARRIS



THE BRIEF



BRIEF

This project at former Oasis Leisure Centre North Star Avenue Swindon SN2 1EP with 10,340 square metres of floor space available, is to provide a permanent site for a professional Circus company with a hybrid business model. The need for this project is steeped in the lasting impact of covid- 19 and the current climate of rapidly rising costs effecting the affordability and logistics of touring a traditional circus. The overall aim of this project is to create a hybrid permanent circus site which will enable the circus to be profitable and protect the circuses heritage for generations to come.

The repurposing of the former Oasis Leisure centre into a permanent venue for the circus and a home for the performers and horses will utilise an ailing and empty property. Transforming it into a venue that is exciting and beneficial to the local and wider community of Swindon and Wiltshire.



Arial View of the Dome from above and the on site car parking



The building is in desperate need of renovation and repurposing

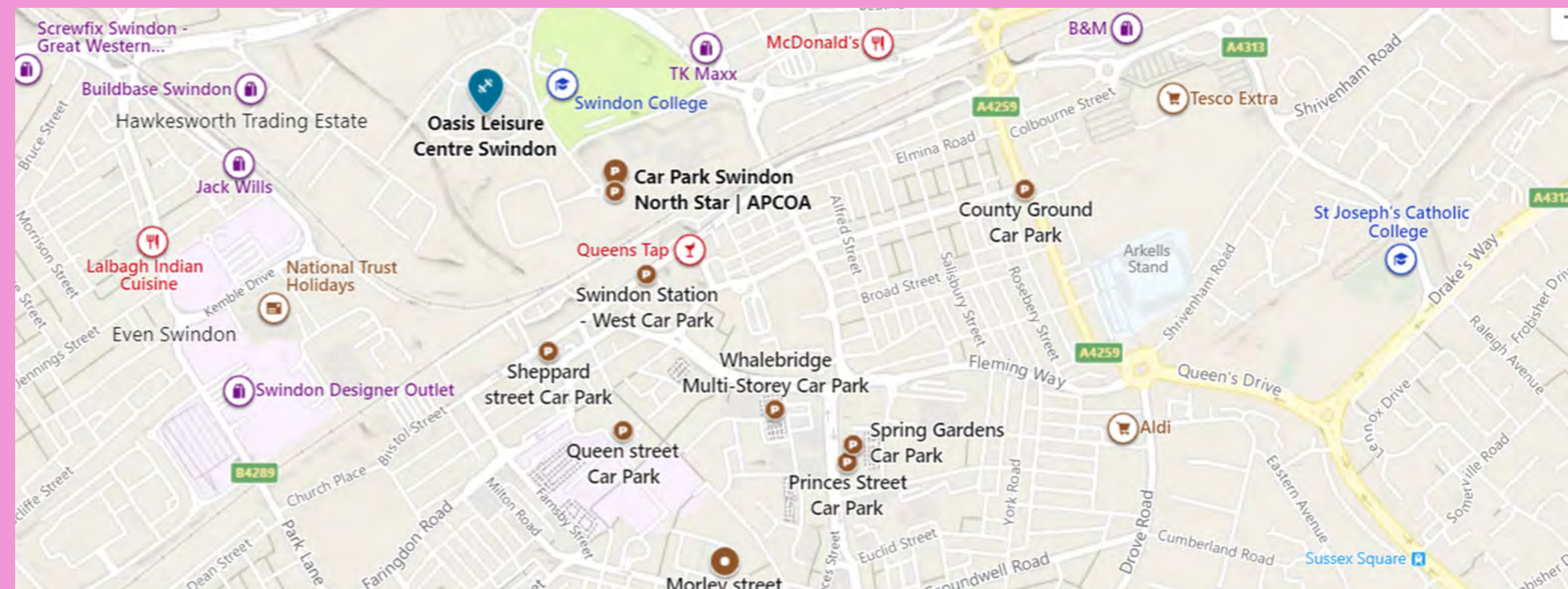


LOCATION PLAN



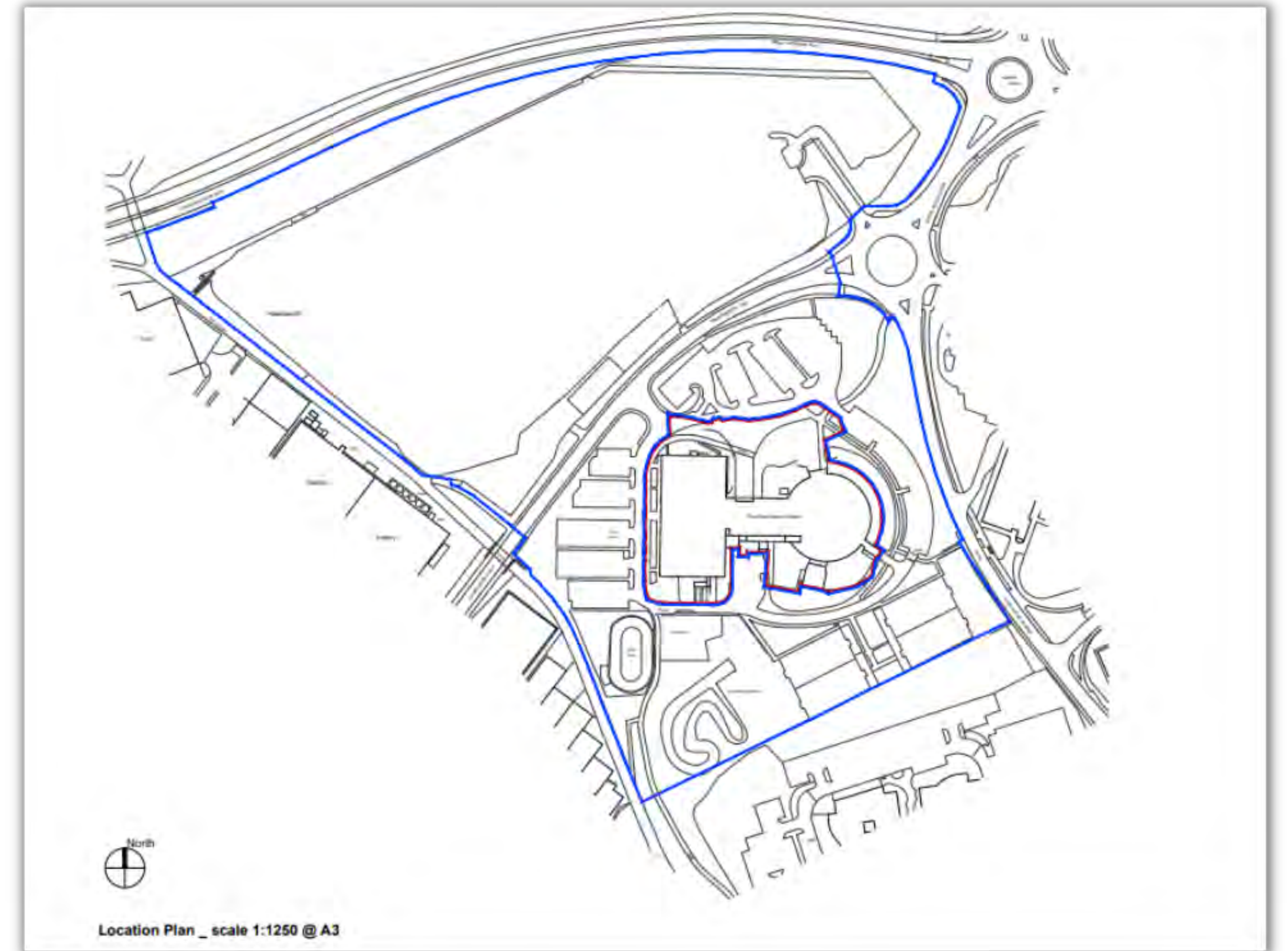
Infrastructure

There are an outstanding 66 car parks in and around Swindon. Coach parking is available at the Swindon truck stop just off the A420. Additional coach parking is at the County ground. Swindon has a great train station with direct links to London and Bournemouth Swindon also benefits from low unemployment rates and thriving industry.

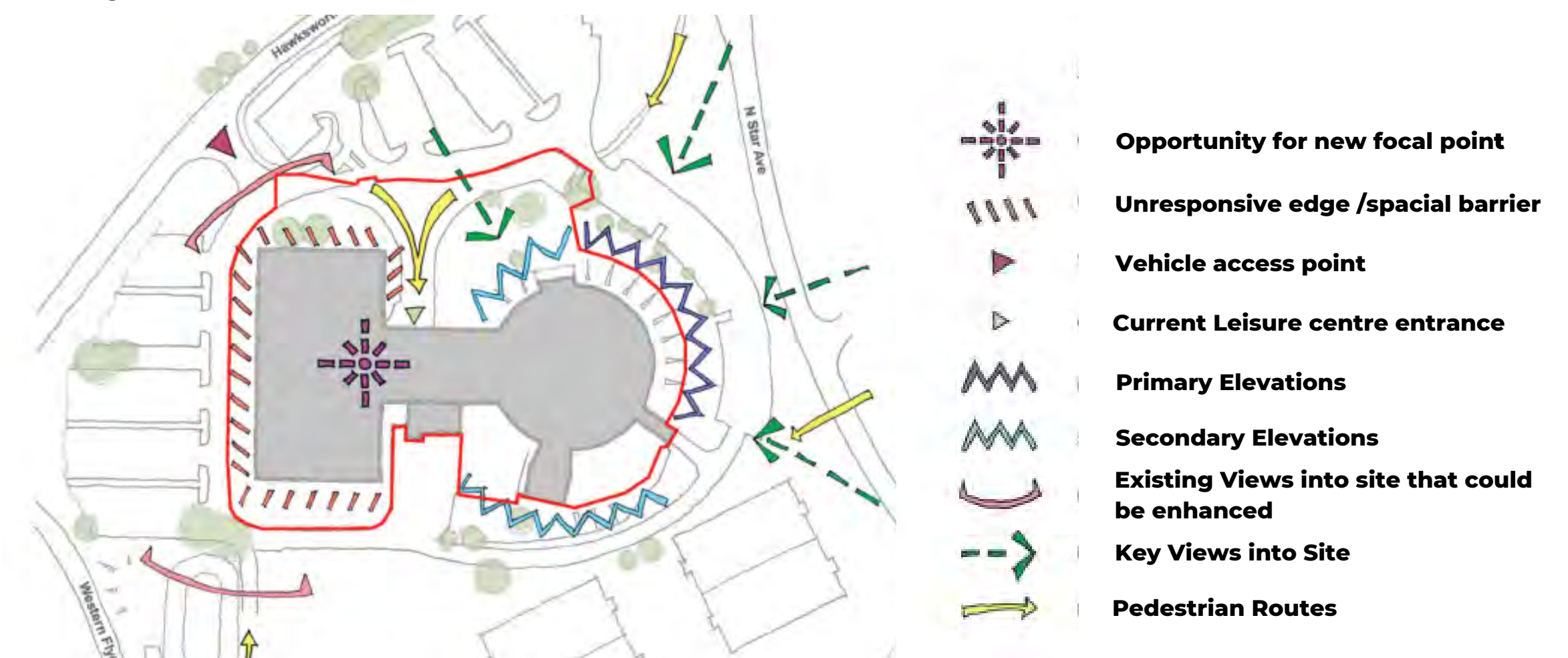


Conclusion

Swindon is a thriving town and its population grew by 11.6 percent in 2021. Swindon is in Wiltshire and borders five other counties giving a combined population of five million within easy travelling distance and ample parking. In addition, there is a good rail service allowing easy access from other parts of the UK. There are a number of other key visitor attractions nearby such as Stonehenge, Bath, The Cotswolds, making Supersonic Circus attractive to UK and overseas tourists.



Analysis of Site





RESEARCH



01 END USER

Demographic and economic trends towards experiential spending indicate that end users for Supersonic Circus will be wide ranging but will include families, 18-29 year olds, millennials and schools and colleges.

02 SOCIAL CIRCUS

The evidence around the benefits of social circus, youth circus and circus therapies supports its inclusion in the Supersonic Circus portfolio. This would place the circus in its community as a positive, inclusive organisation and enable bids for social and charitable funding to work with disadvantaged groups. Alongside this it would aspire to be a centre of excellence and provide opportunities for the wider community to participate in paid-for social circus activities.

03 THE INFLUENCE OF CIRCUS

The influence of Circus is strong. As a project, Supersonic Circus has the potential to influence people extensively and can facilitate this by enabling various means of participation and delivering a vibrant and energetic aesthetic

04 CIRCUS CHALLENGES

Circuses have always had to deal with shifting economic, social and political landscapes, but they have always demonstrated their ability to diversify. Circus today cannot be defined by a particular act but by its ability to inject breathtaking energy in its audiences.

05 HOSPITALITY

Consumer spending on recreation in the UK increased by 14 percent in 2021 over the previous year and indicates hospitality should be at the fore of this project. The circus should include a restaurant and pre show drinks area to enhance the circus experience.

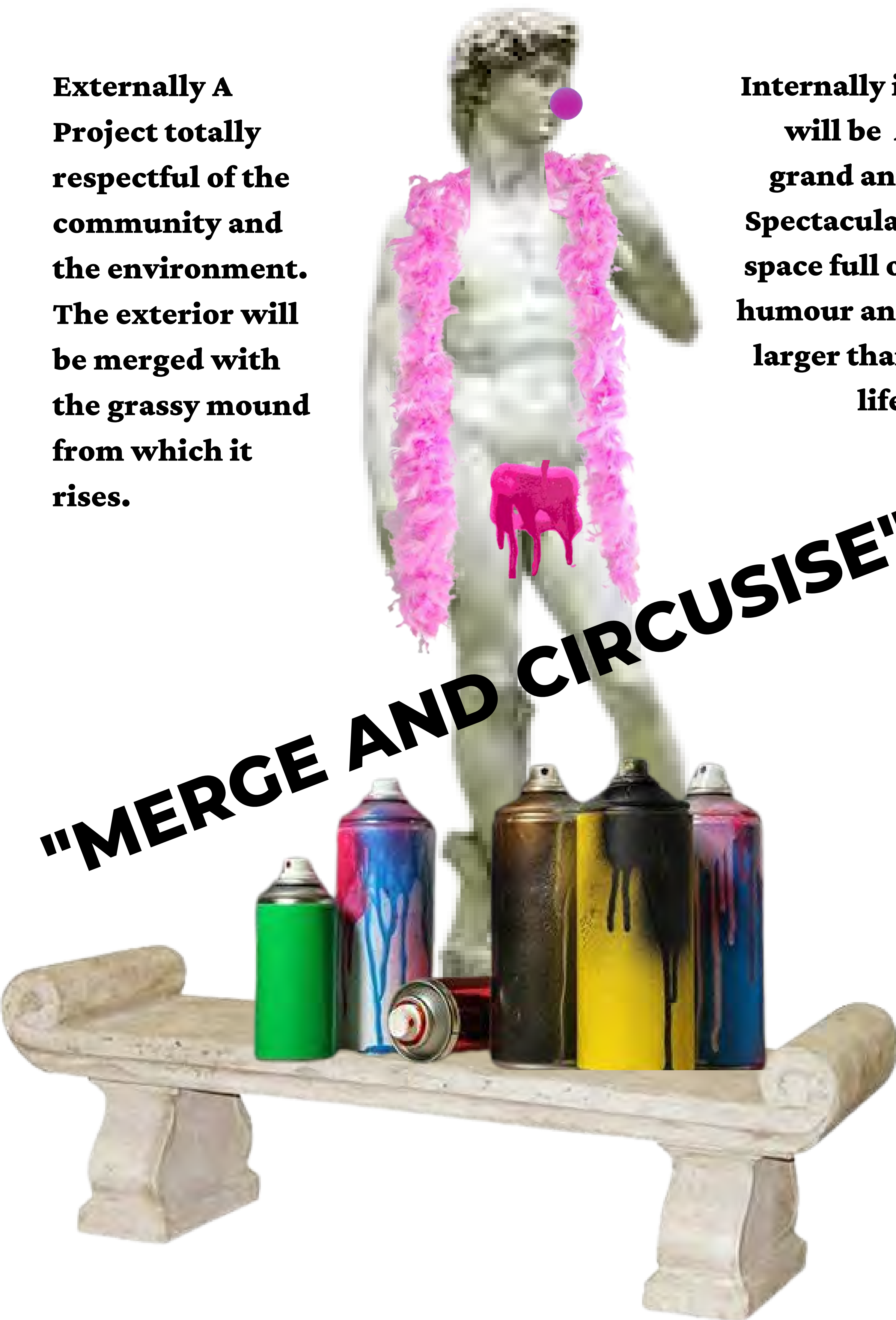
06 CONCLUSION

Supersonic Circus would provide a quality circus and many forms of income such as a restaurant, merchandise and educational experiences. This project will deliver an inspiring and aspirational destination for people to come and participate in a range of experiences, build community and experience some magical out of this world escapism.

Externally A Project totally respectful of the community and the environment. The exterior will be merged with the grassy mound from which it rises.

Internally it will be A grand and Spectacular space full of humour and larger than life.

"MERGE AND CIRCUSISE"

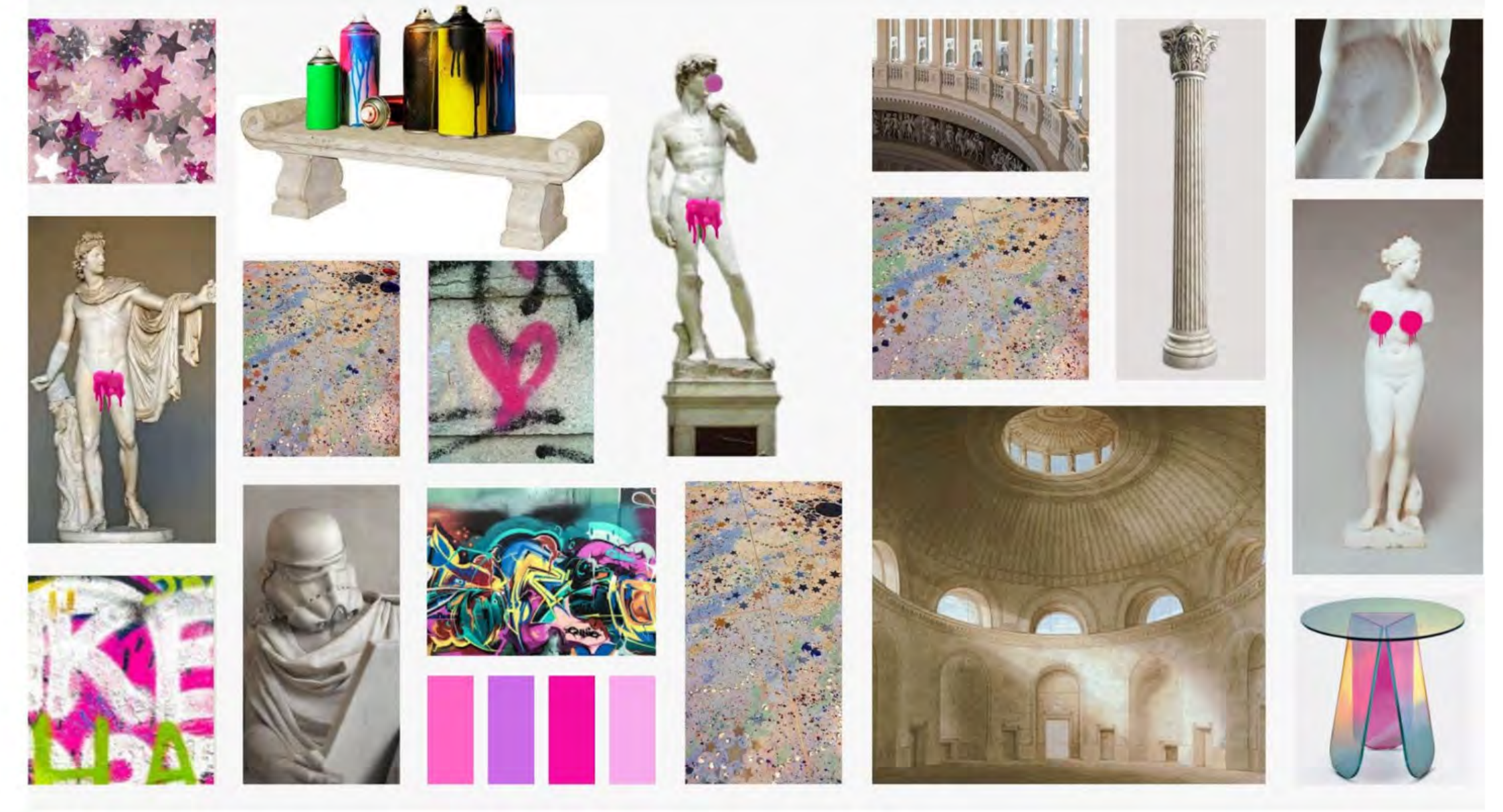


CONCEPT

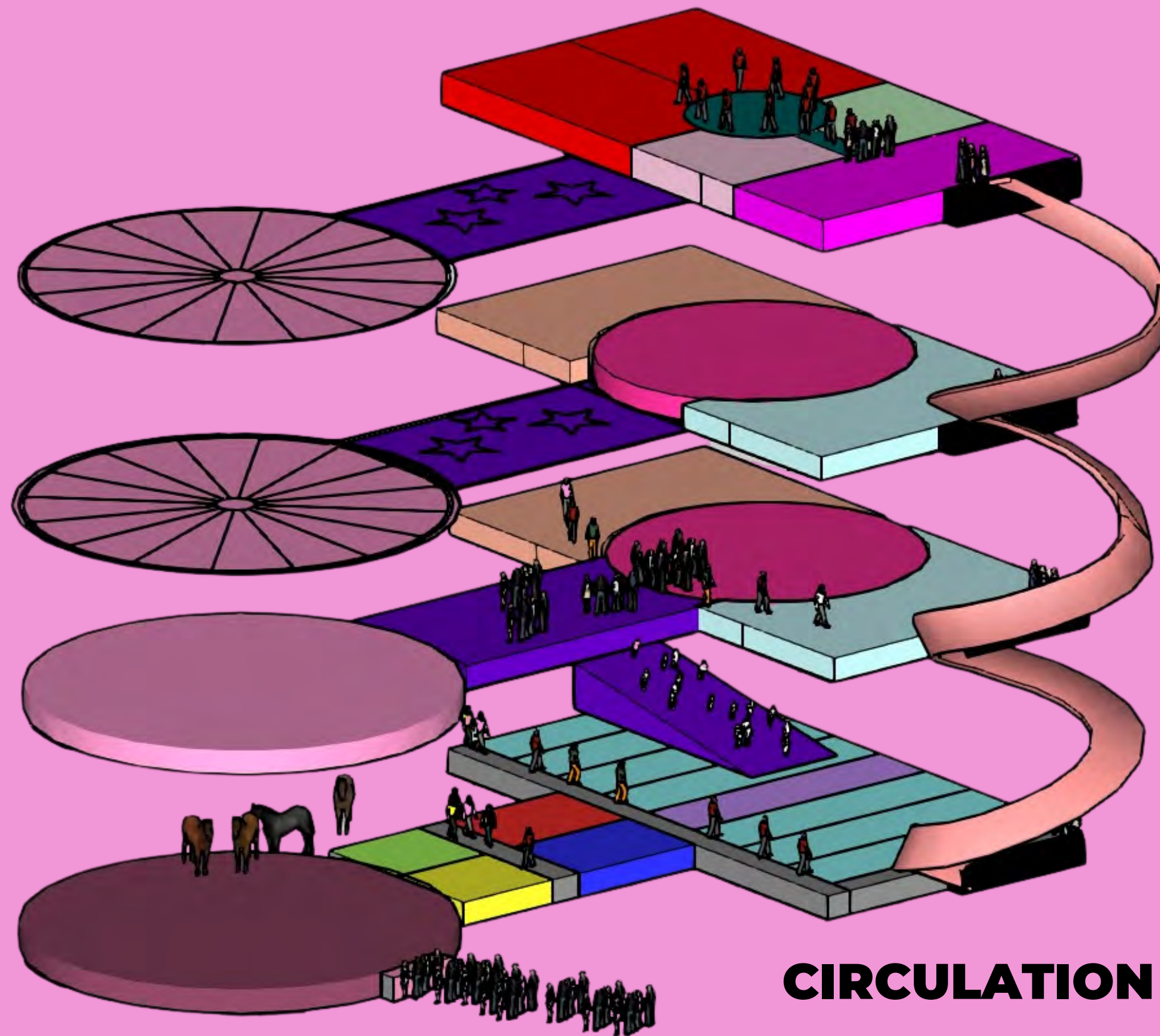
The concept has its roots steeped in the research process, which lead to the discovery that other amazing redevelopment plans for the Oasis had all been rejected. At the crux of this was a community unwilling to see the iconic building being changed beyond recognition and its grade two listing . The unique story of the building , its links with Oasis the band and its amazing concert history were also worthy of incorporating in the concept. In depth research into the circuses 250 year history lead to the inspiration of using classical features. The concept respects all of the above ! But the respect is left firmly at the front door because once inside the building it has been totally "Circusised".



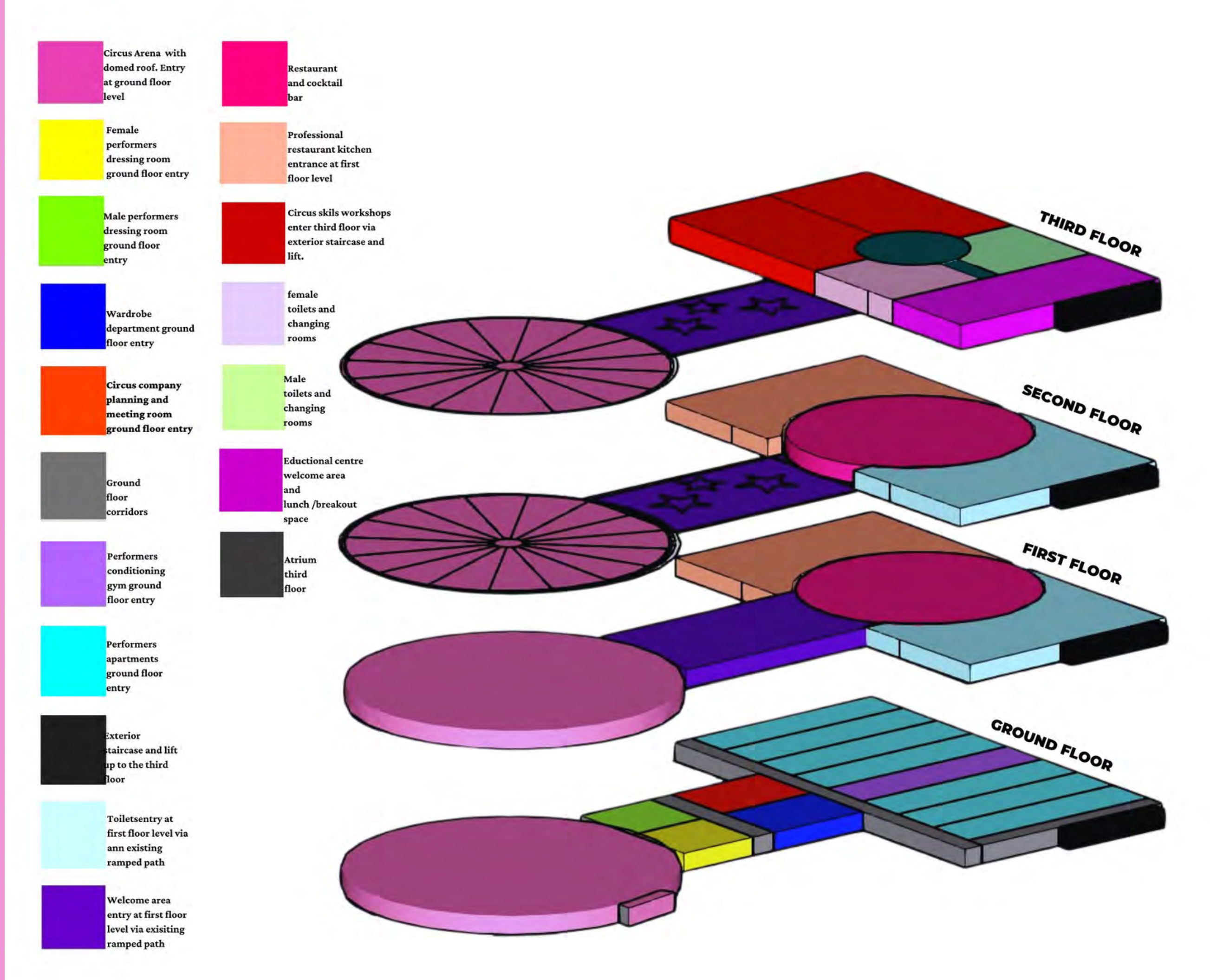
**MOOD- ROTUNDA OF THE BANK DEFACED
HUMOUR, IRIDESCENCE, LARGER THAN LIFE**



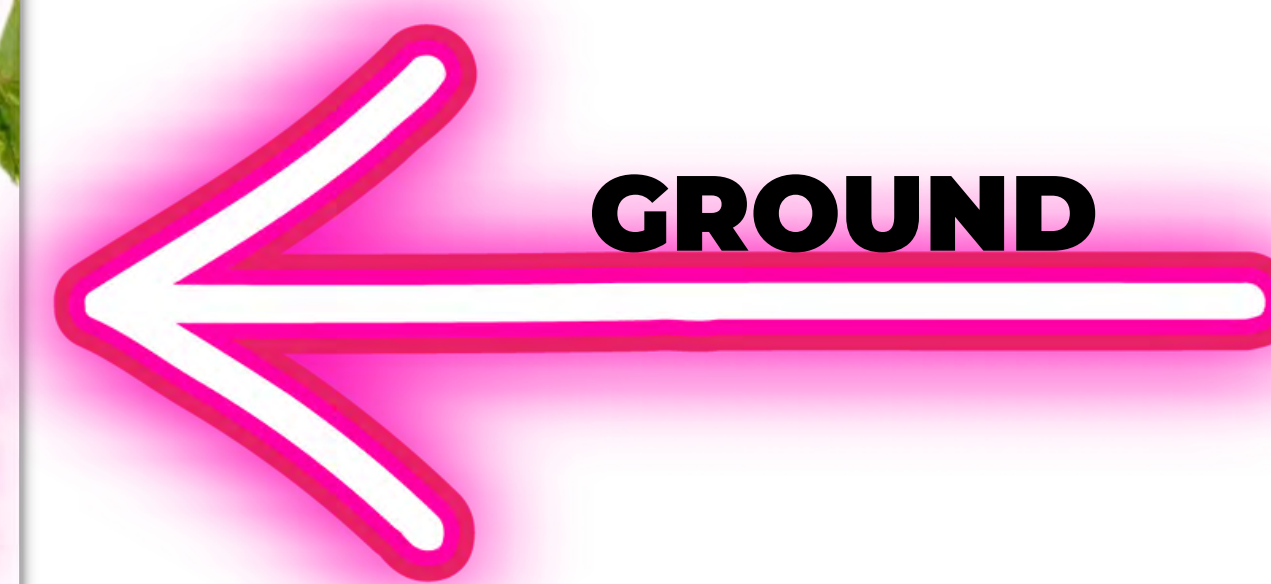
This circulation diagram is to explain the complex nature of this building. The ground is built up at all different levels. Entry to the circus arena is at ground level. Entry to the staff quarters is also at ground level but accessed at the rear of the building. Entry to the welcome area, restaurant and toilets is at first floor level via an existing ramped pathway (note this is a double height space). Entry to the third floor is via an exterior stair case and lift.



This Zoning diagram gives a clear description of how much space is allocated to each department in the circus. It also demonstrates the proposed idea of adding a third floor and exterior staircase and lift.



ZONING

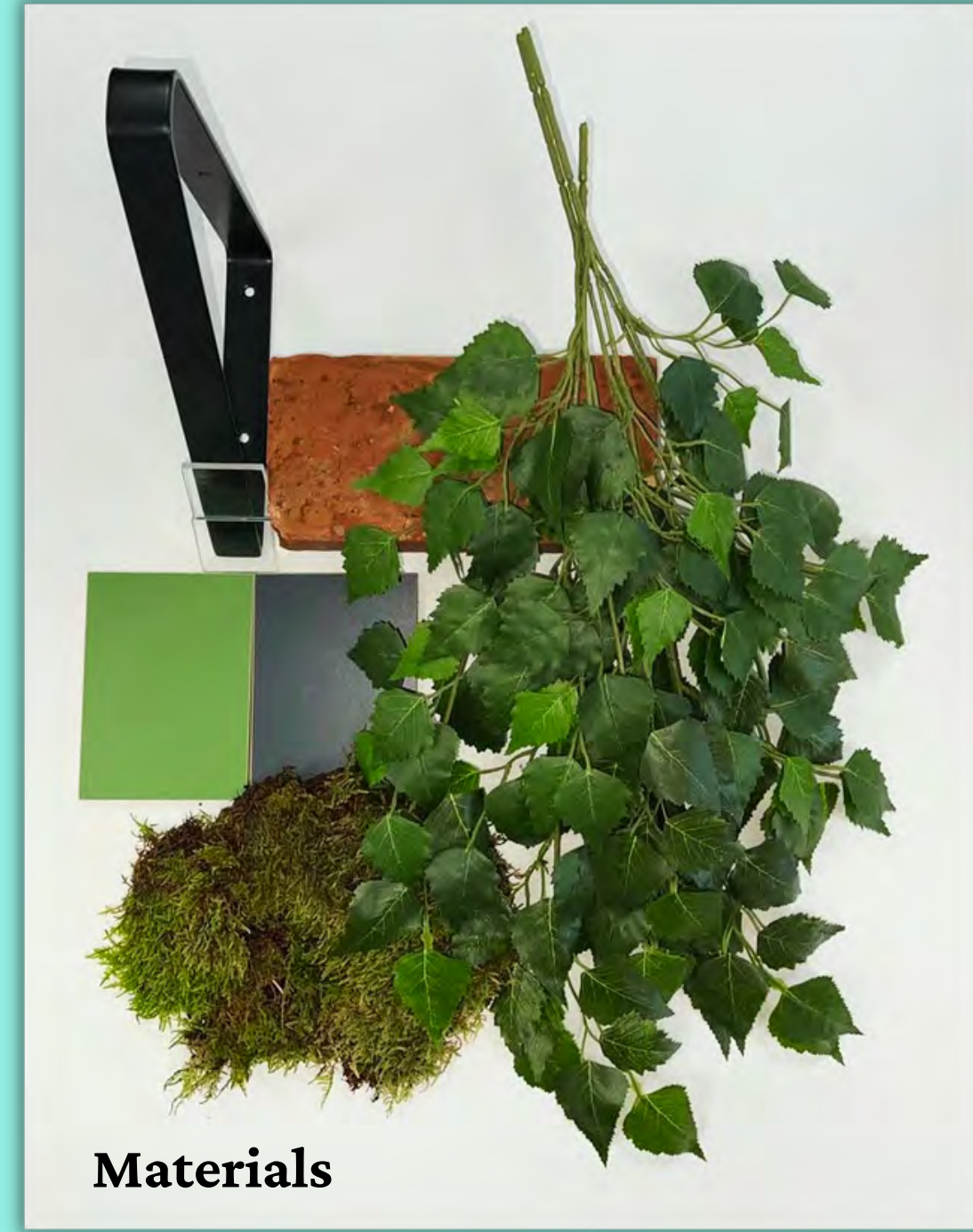
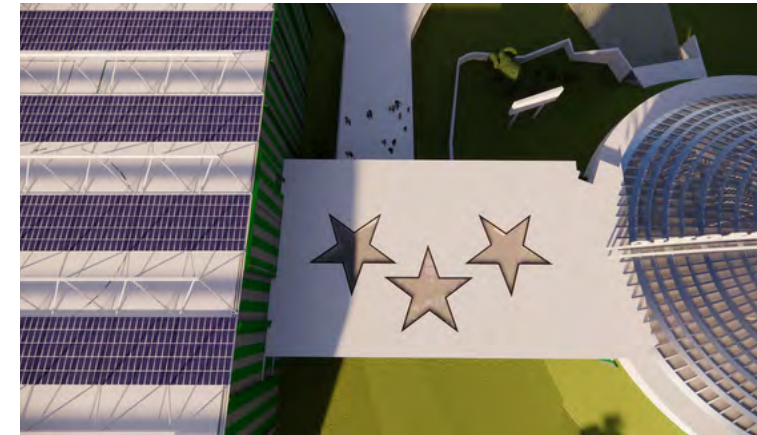


Using the Existing Plans from vector works I overlaid images of what would be happening in that space to the correct proportions to create alternative zoning plans



THE DREAM

The exterior is all about obtaining planning permission for the circus. The community have to see the exterior is good for the environment and restores the building. The dream for the circus will be low or non-existent energy bills so this scheme seeks to address that.



Materials

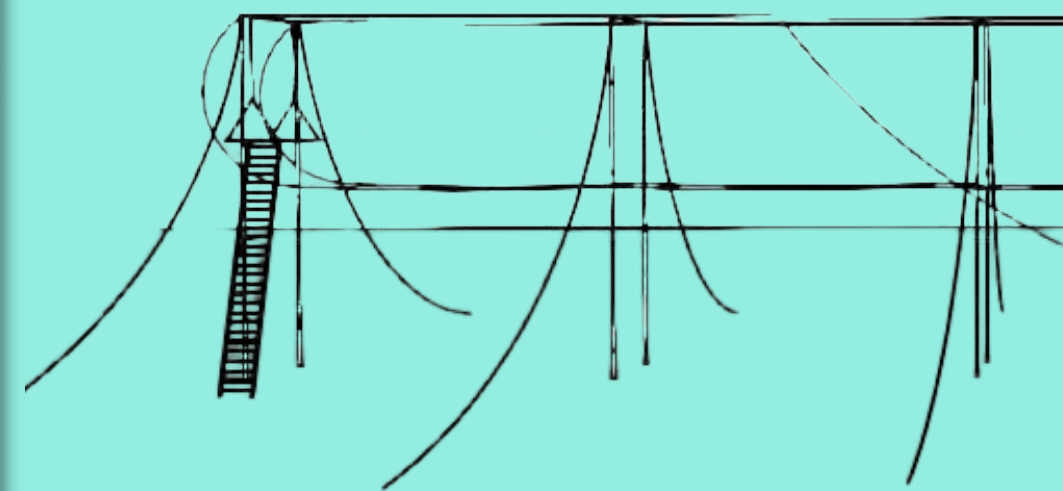


Brick built stables for the horses

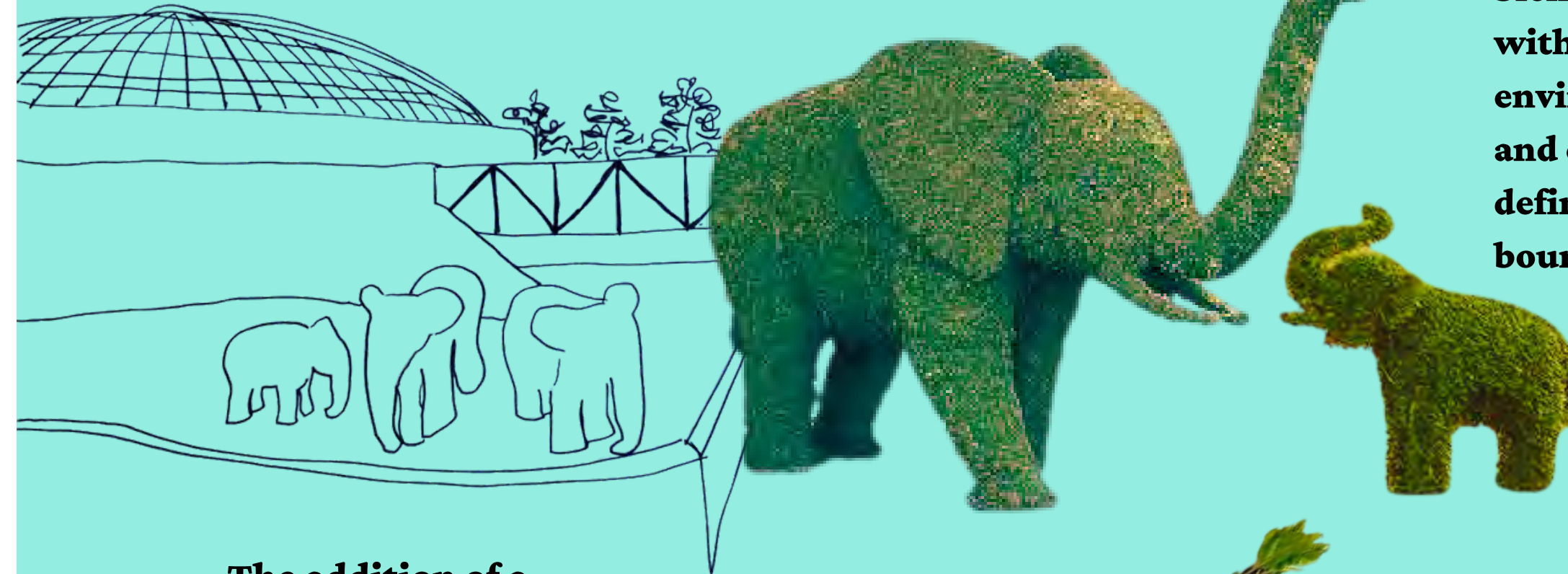
Growatt Commercial and Utility Solar system solution for feeding solar energy generated straight for use.



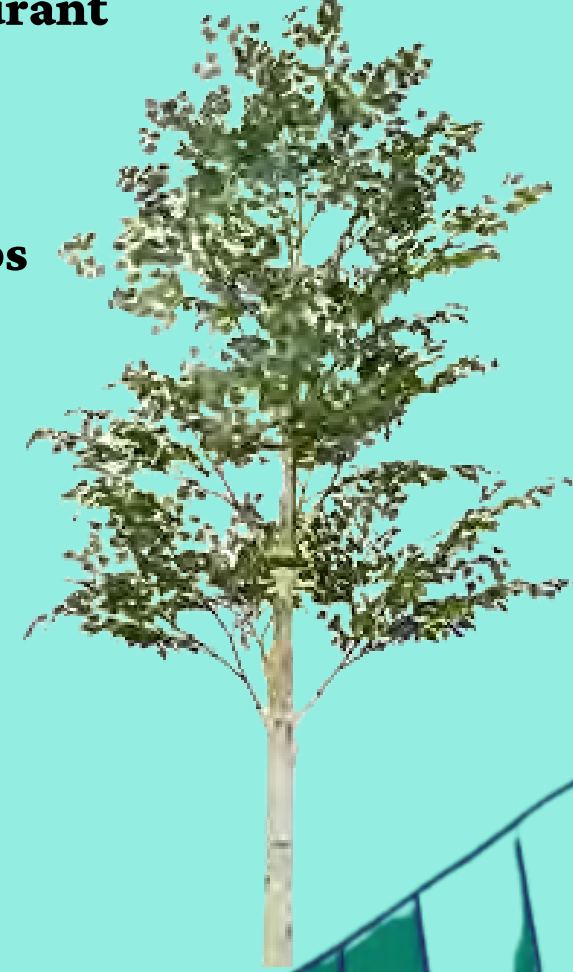
Raised bed for growing herbs, wild garlic and salads for use within the Magic Pie restaurant



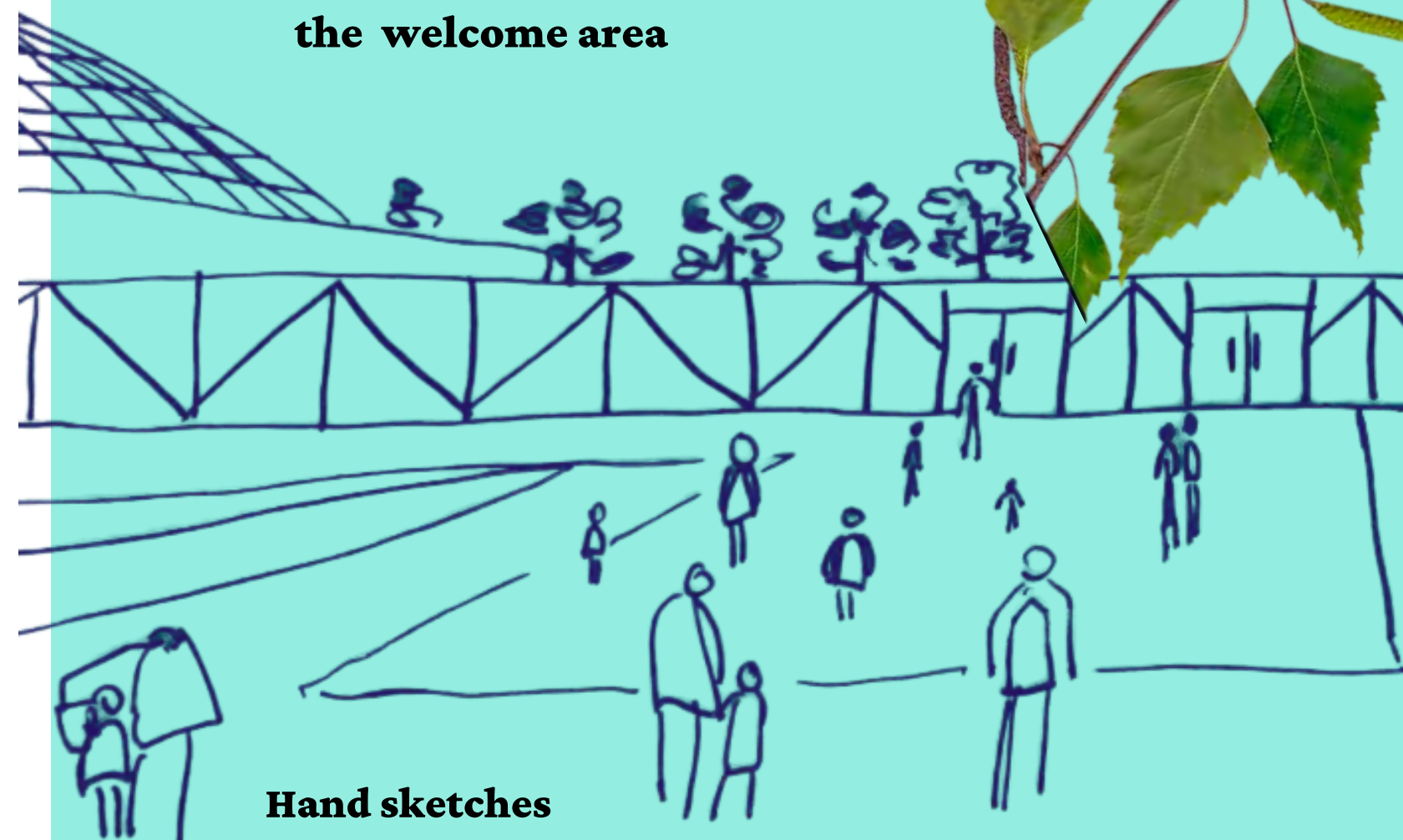
Outdoor trapeze school



Birch tree helps blend the site with its environment and create a defined boundary



The addition of a family of Topiary Elephants situated on the approach towards the welcome area



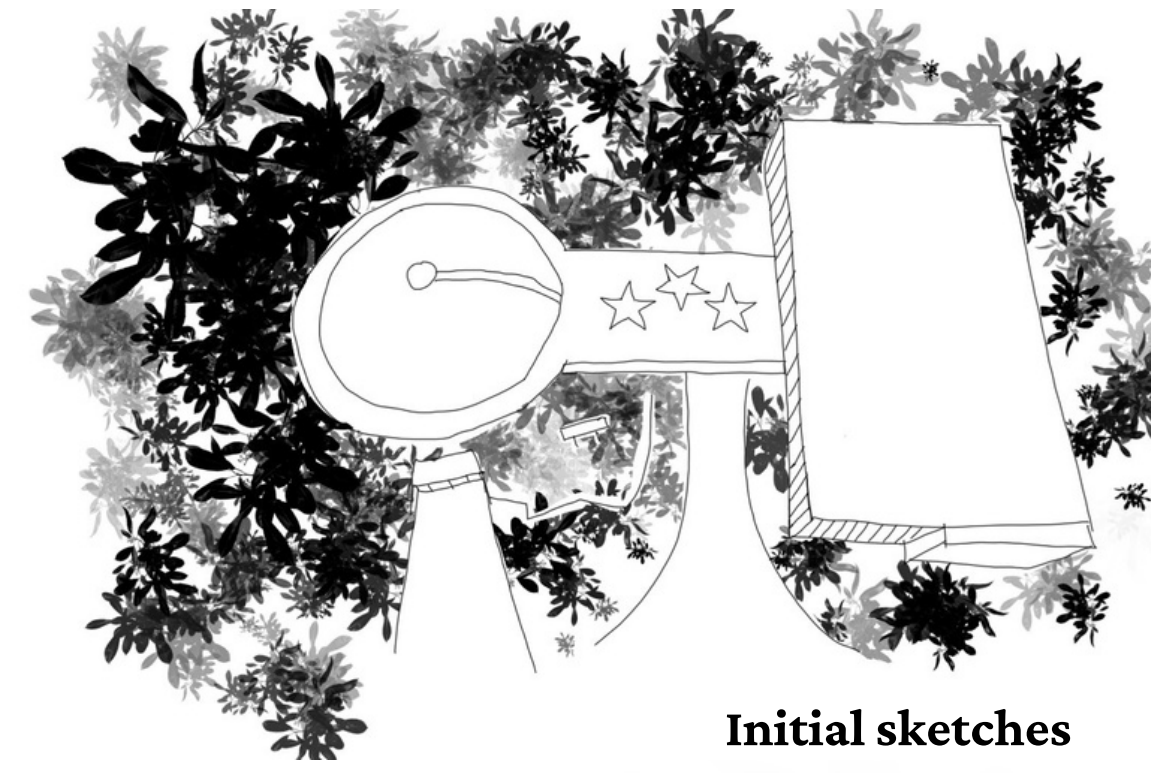
Hand sketches

The topiary elephants are visually exciting for children and area nod to the history of the circus.

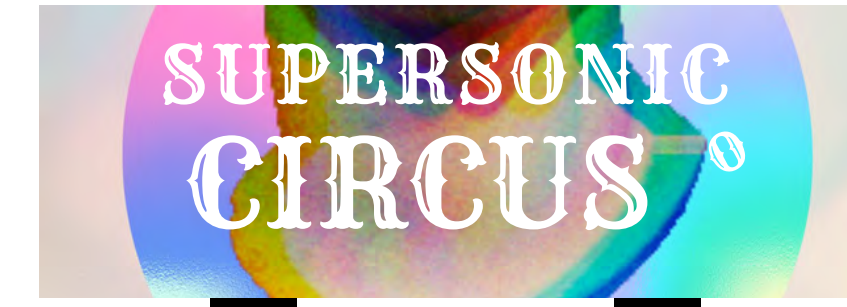
EXTERIOR



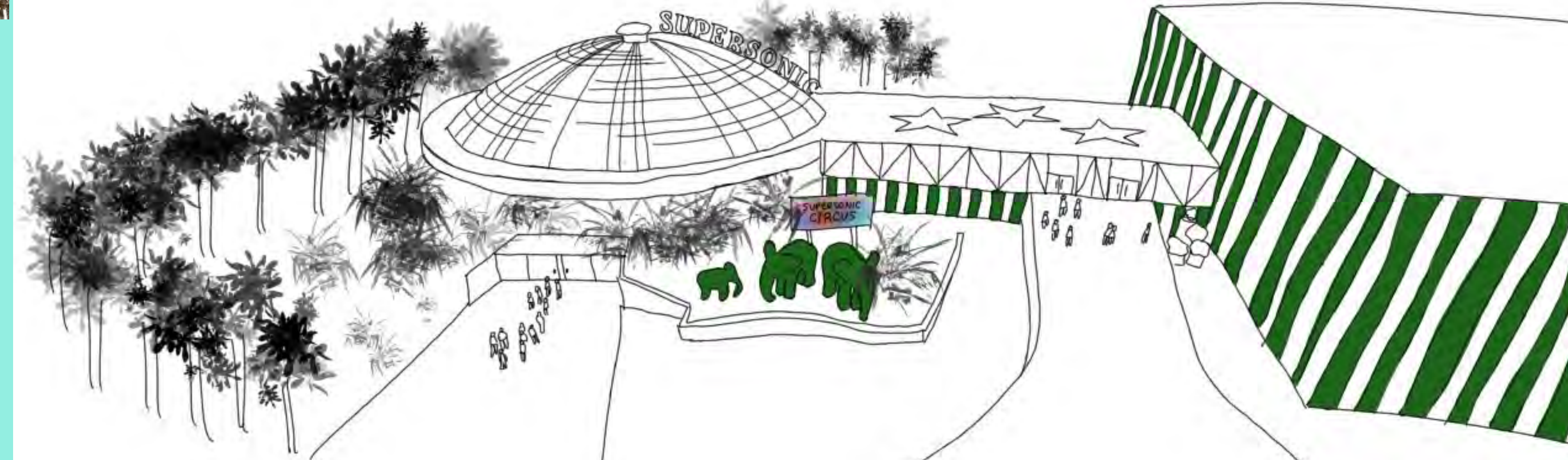
SUPERSONIC CIRCUS



Initial sketches



Exterior Billboard sign and sign across the arc of the dome



Black powder coated steel frame, Stunning glazing and a rock panel cladding in a wide stripe all compliment the grassy exterior.



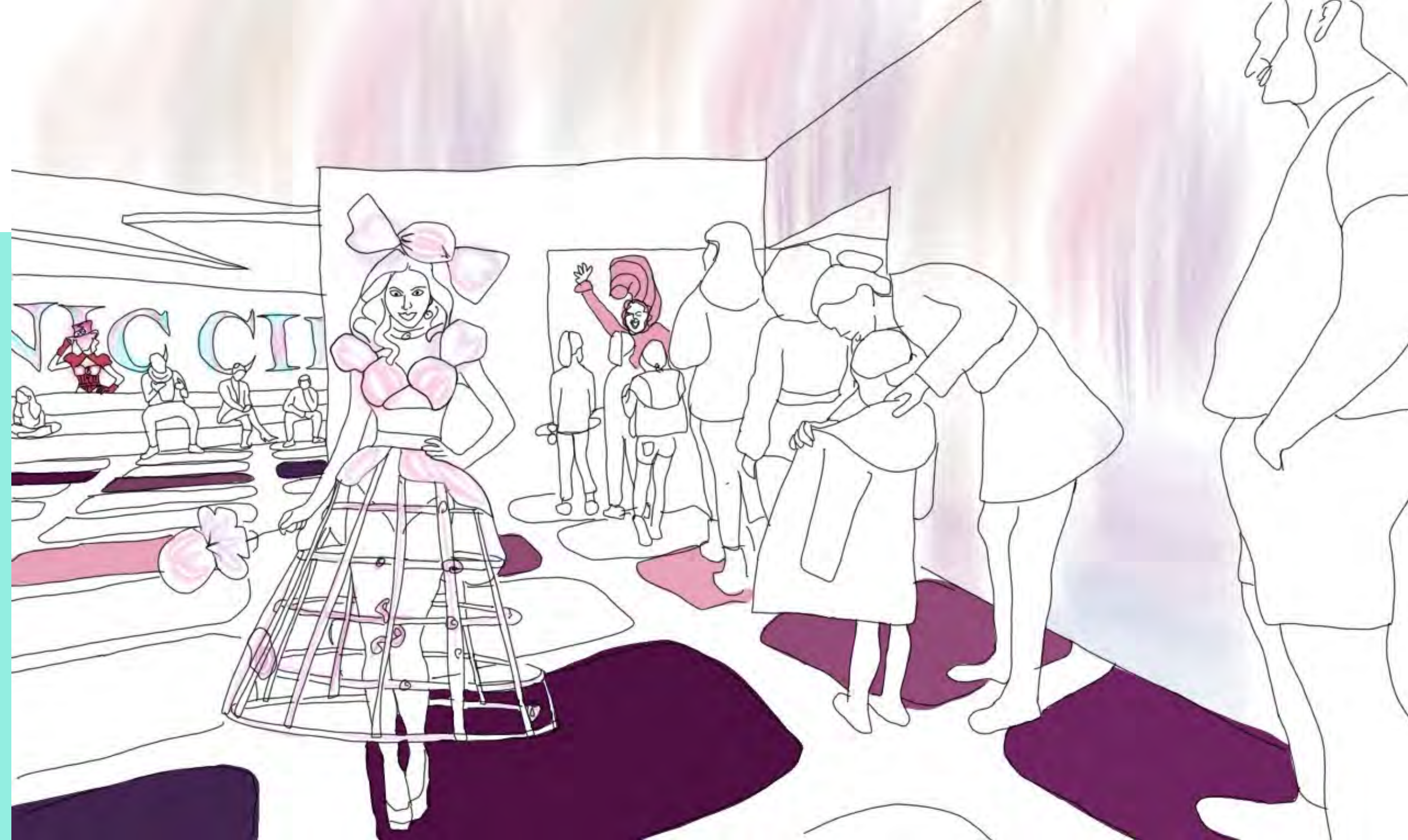
Rockpanel Cladding in a wide sage and carbon stripe will blend with the exterior scheme and the environment, whilst at the same time it gives a nod to the bog top tent.



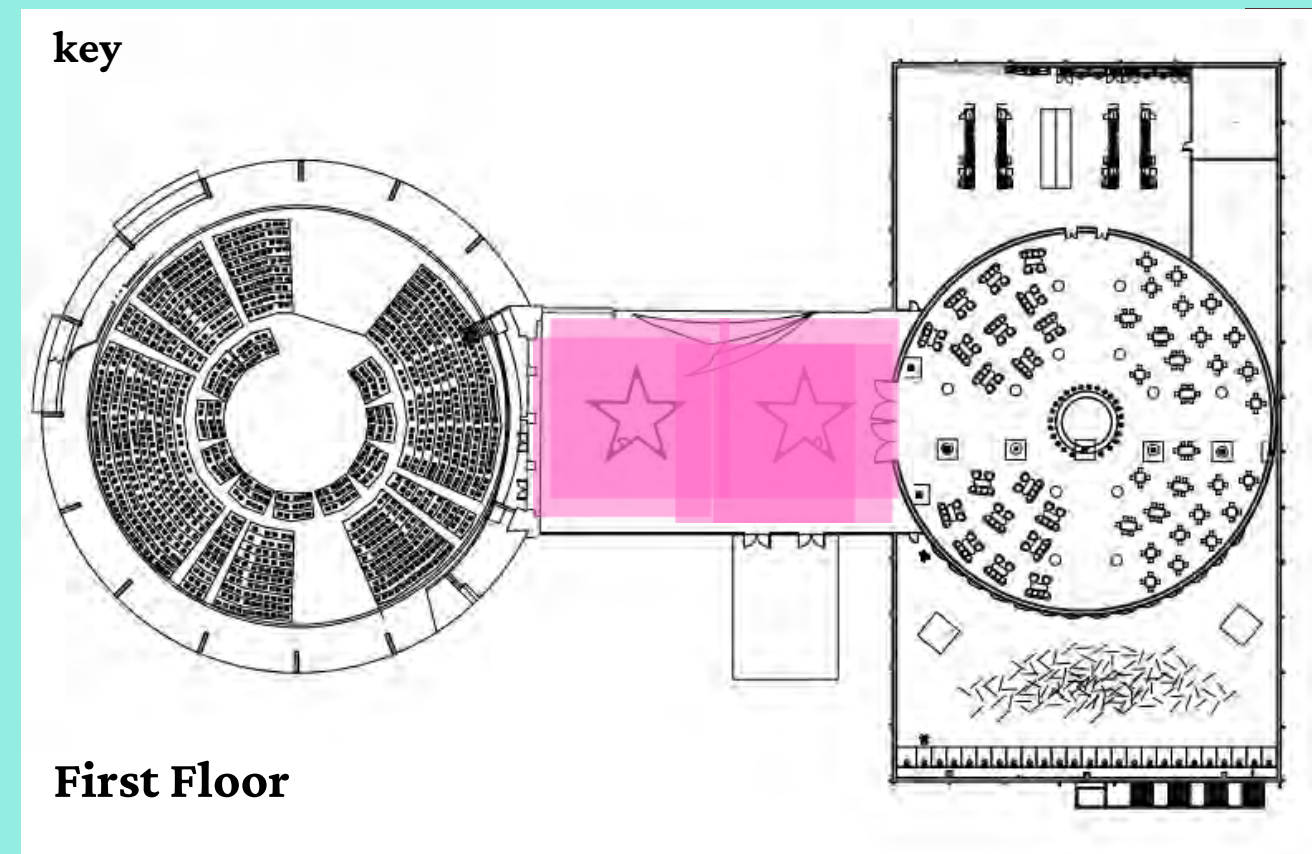
MEE-HARRIS

MATERIALS BOARD

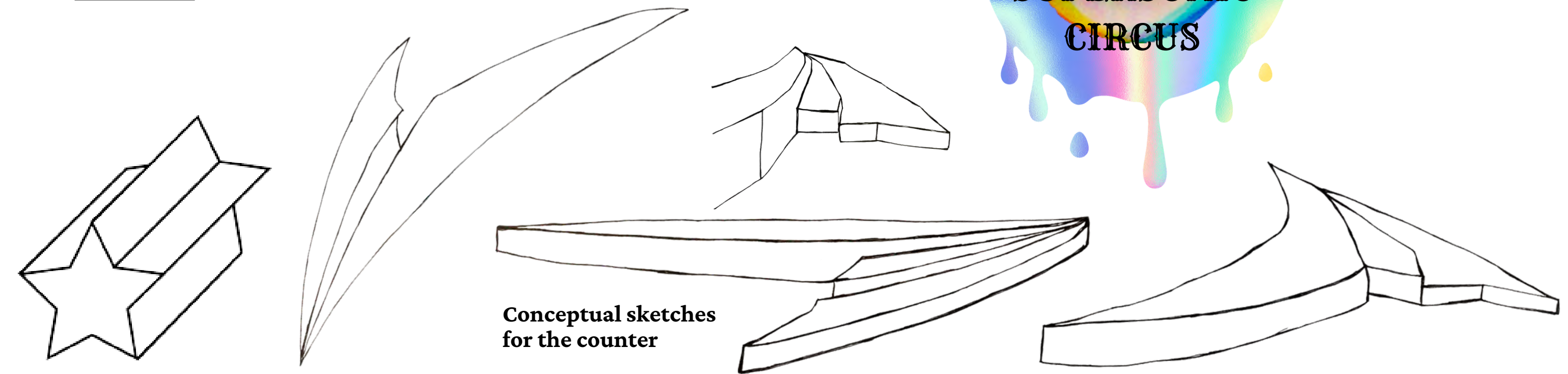




When you arrive at the circus this area is a designated welcome area where staff will be on hand to help you. You will be able to purchase show snacks and refreshments and merchandise here before you go and see the main show. The welcome area is also situated next to the toilets for your convenience. Above a sketch imagining the welcome area in use.

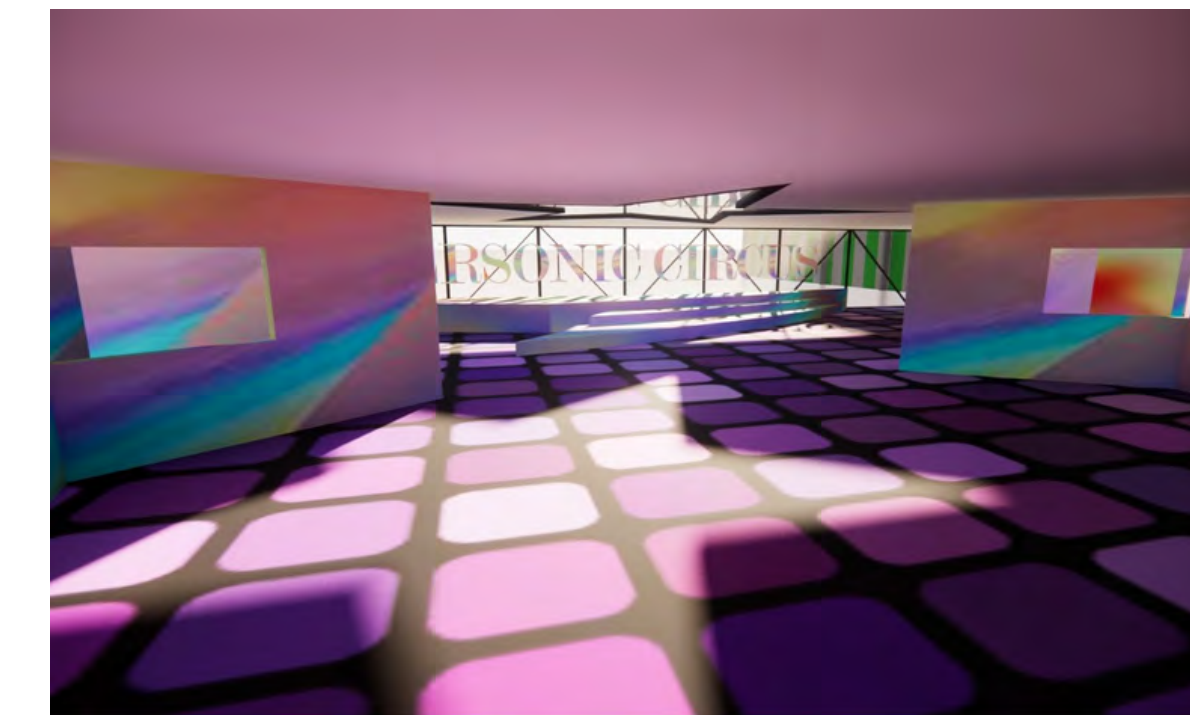


WELCOME AREA



Pentagrammic prisms inspired the shape for the shops / booths to serve merchandise and show snacks from. Supersonic waves inspired the counter design and stars inspired the light wells and all became motifs for the circus.

The Kinetic Floor generates renewable energy from the movement of the public. The energy generated is instantly converted into electricity this is why it has been placed in a high traffic area like the welcome area. This large and spacious area is easy to navigate with a large supersonic wave welcome desk, three star shaped light wells and two star shaped booths for serving merchandise and show snacks from.



SUPERSONIC CIRCUS WELCOME AREA



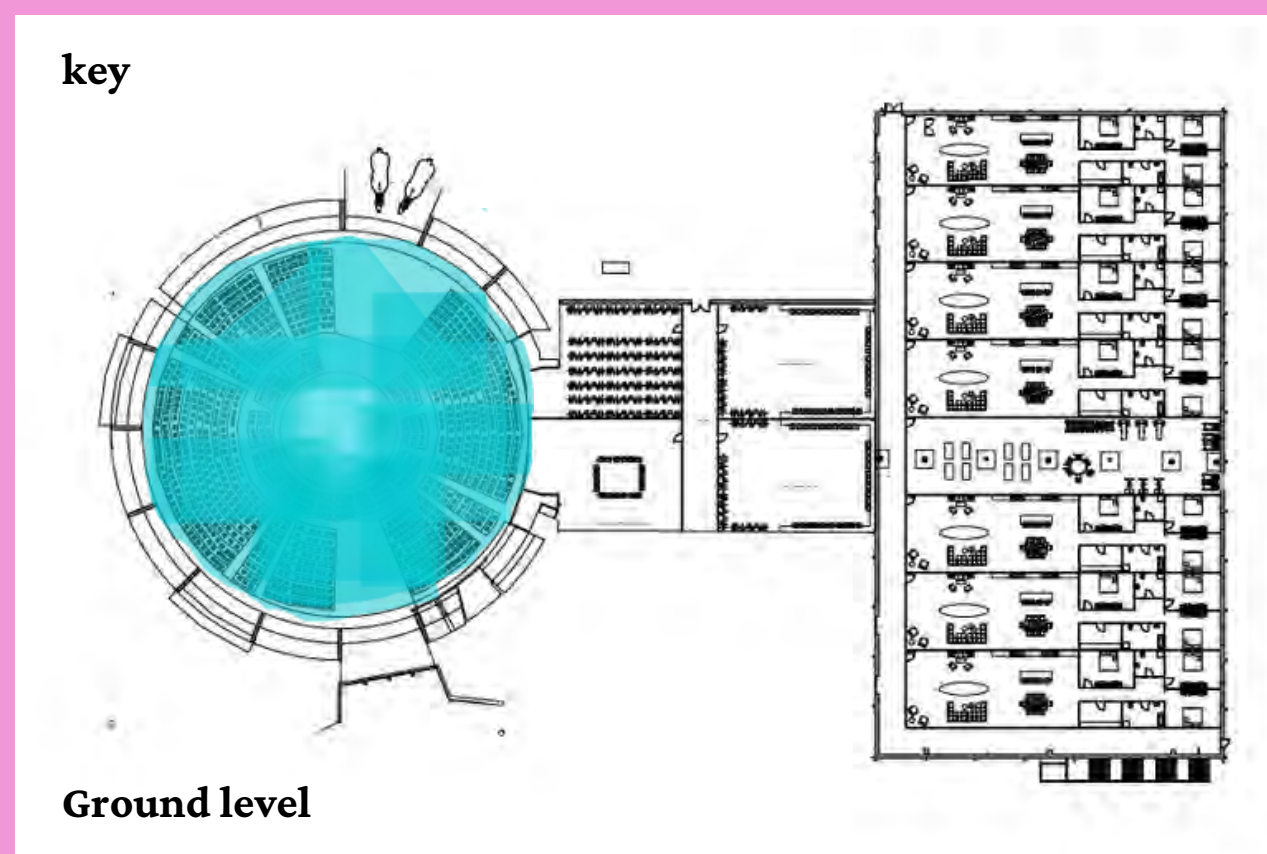
MEE-HARRIS



An Early sketch trying to evoke the energy in the arena

The whole ethos behind bringing a permanent circus into the former Oasis leisure centre is that these days we are all having too much fake fun. We are not having good old fashioned REAL FUN. Once you step inside the circus arena you will escape every day life and share a magical experience with others. The very act of walking into the arena should be an eye opening moment. Family shows will be 11am ,2pm and 5 pm the 7.30 show will be over 18s only allowing the circus to adapt the shows appropriately .

Graffiti I designed to be a main feature of the circus arena going all around the perimeter. Hopefully appearing vibrant and positive whilst connecting you to circus.



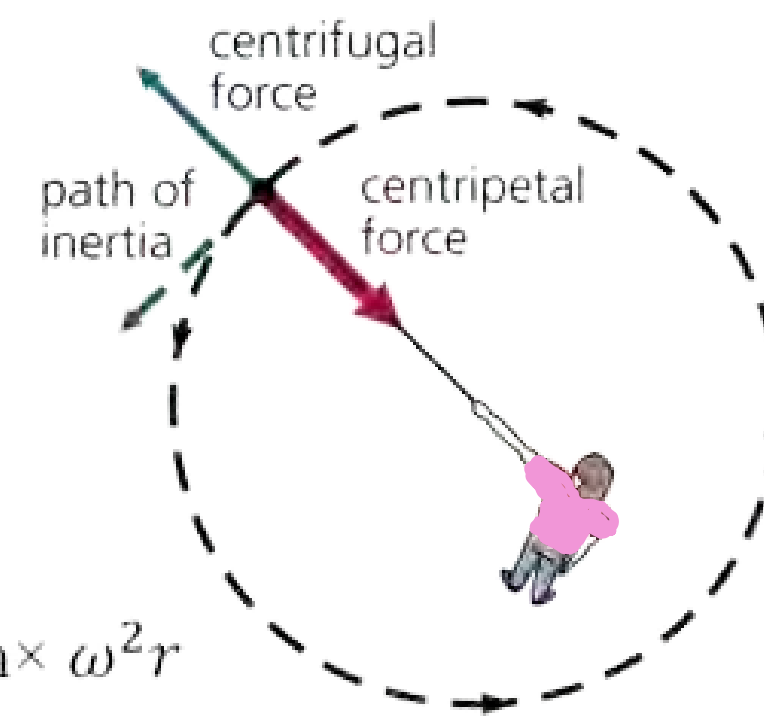
CIRCUS ARENA



Centrifugal Force

$$F = m \times \frac{v^2}{r}$$

$$F = m \times \frac{(\omega r)^2}{r} \text{ or } F = m \times \omega^2 r$$

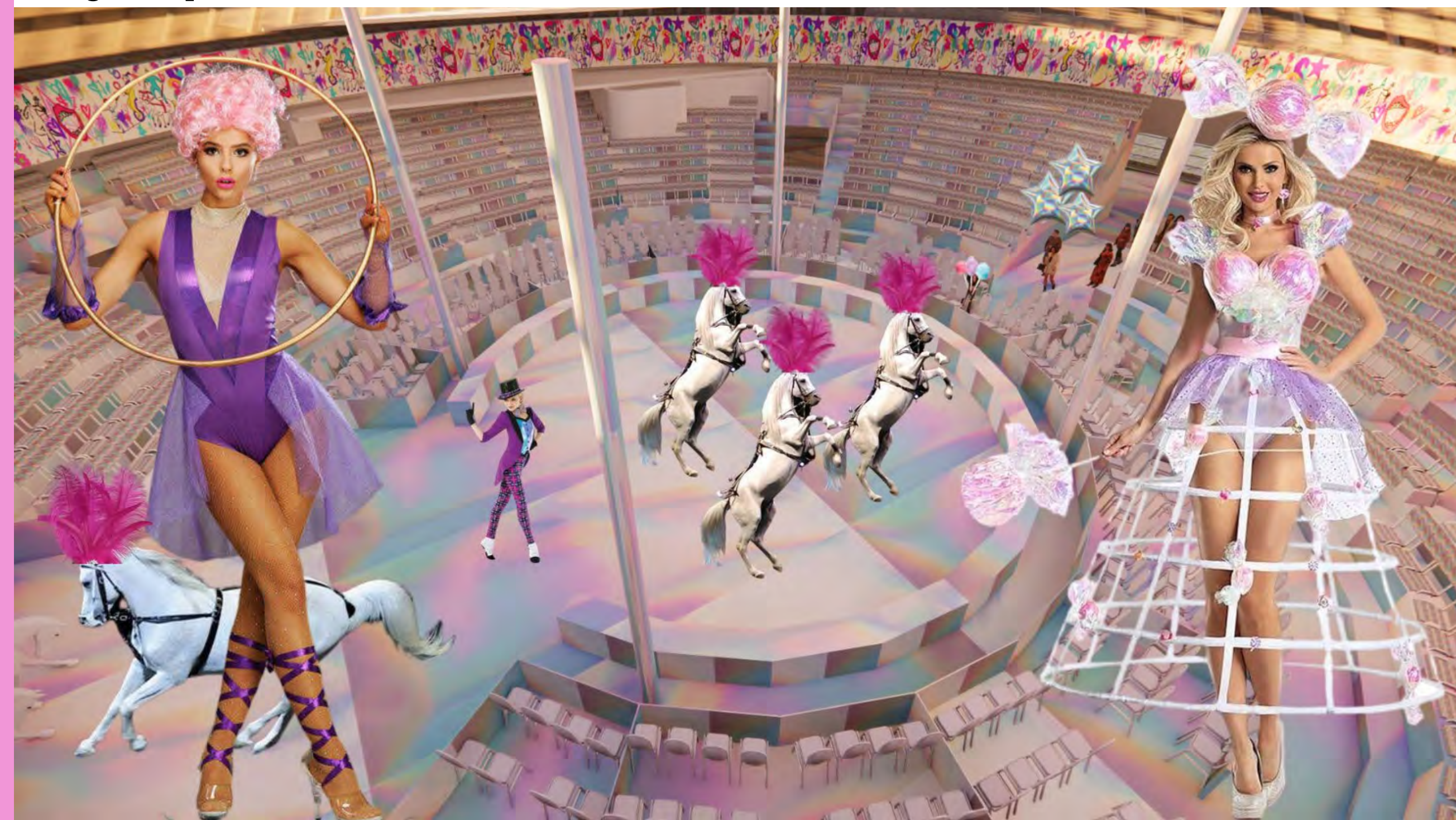


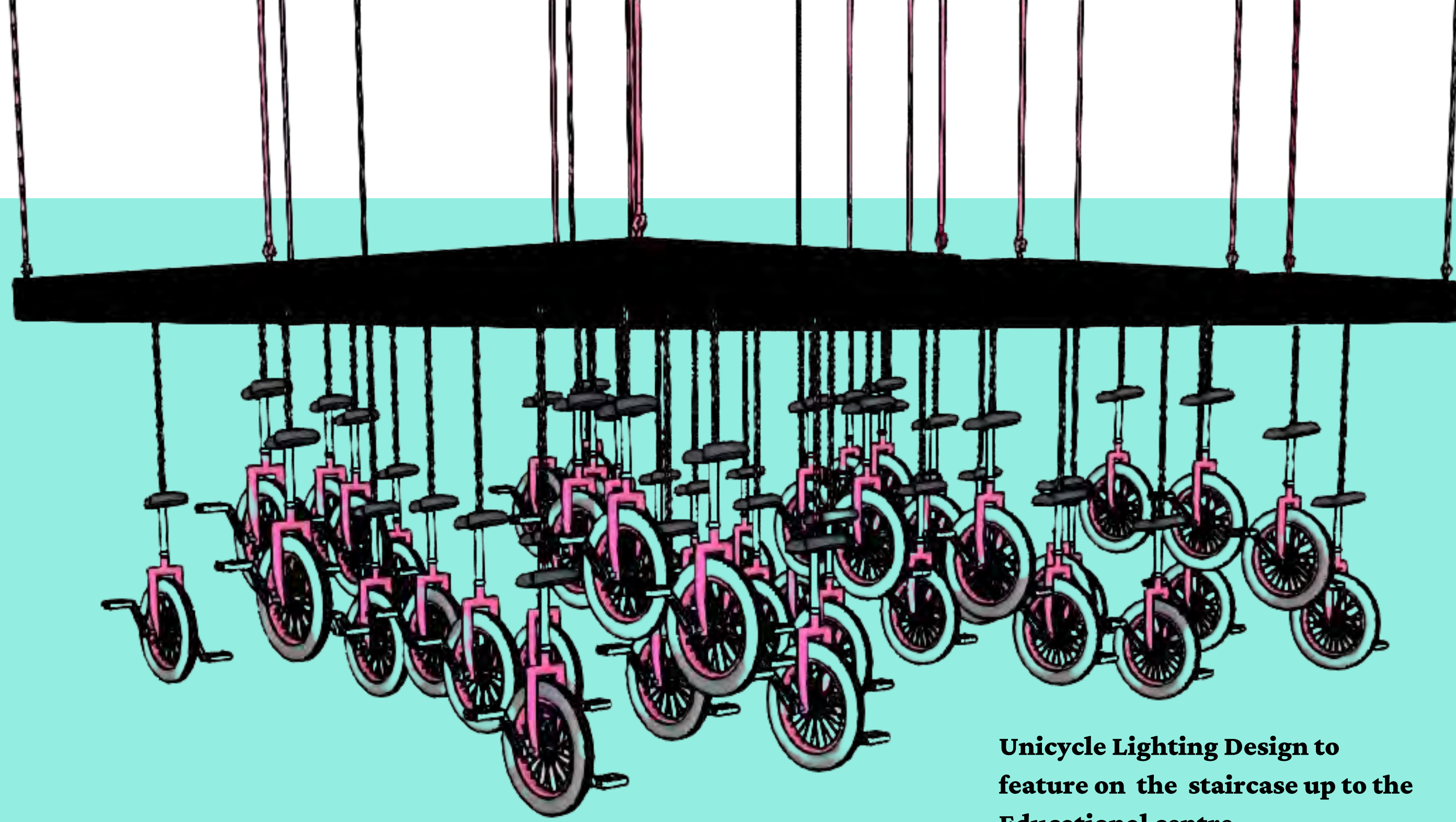
In the end I was governed by the science. I chose to specify a traditional circus arena with raked seating and a 13 metre circus ring to optimise centrifugal force. This is essential for trick riders and certain acts. Moveable seating around the perimeter of the circus ring is ideal for people living with disabilities to be seated. The live band will also be situated in this area .

The dome will be left to show its full glory as an already established design feature that has grade two listing. A special film can be applied to the polycarbonate panels to reduce or stop daylight coming in. This will be totally depended on what the circus company require. The arena itself has an iridescent finish and a mixture of materials will be used to create this iridescent vision including hand applied dichroic finishes, digital vinyl, and digitally printed flooring with a safety grit mixed in to create a non slip surface .



Collage on top of render





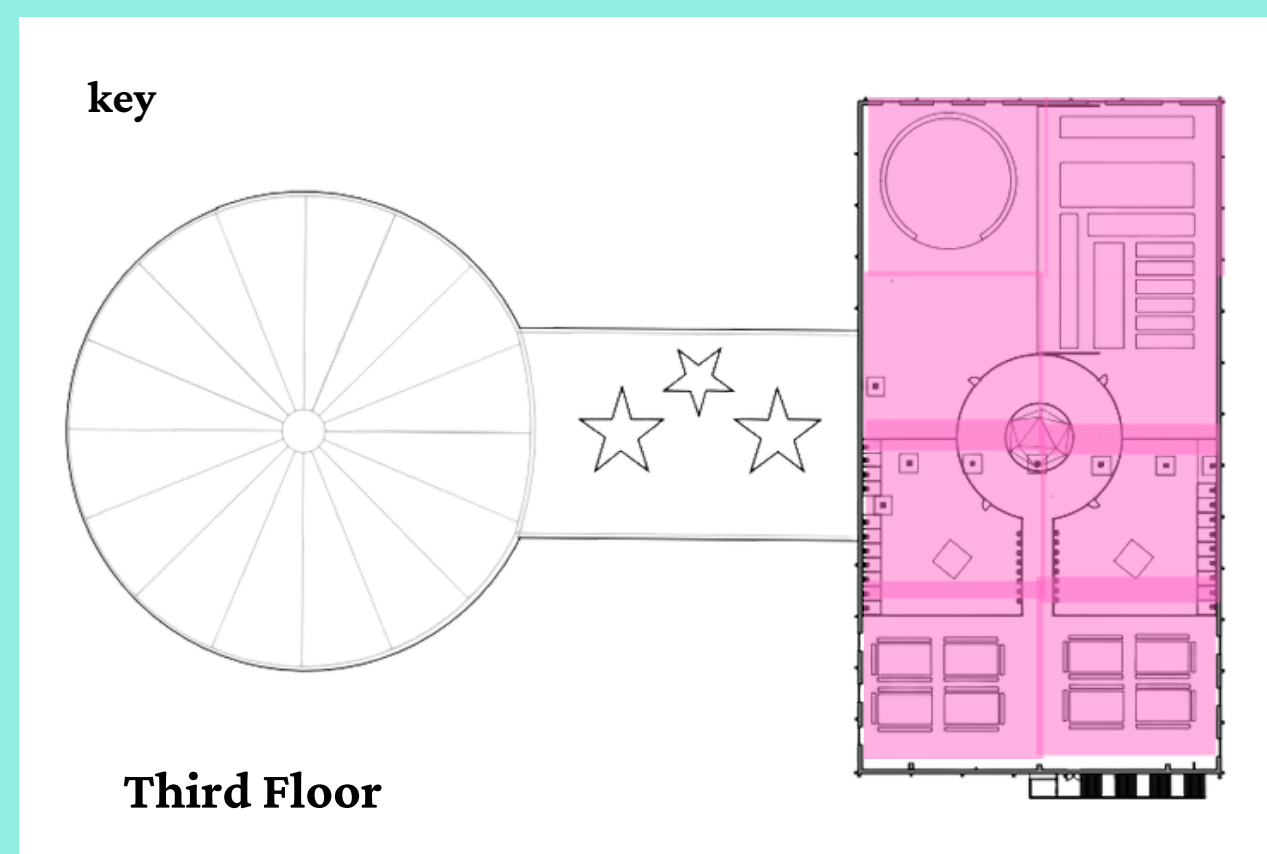
Unicycle Lighting Design to feature on the staircase up to the Educational centre.

Studies show there is no group that does not benefit from participating in social circus and learning circus skills. The concept is to bring circus to as many people as possible not just through the amazing shows but delivering an amazing educational programme. All year round schools and colleges will benefit from visiting our purpose built circus educational centre.



Unicycle light feature

Stunning Glazed exterior staircase.

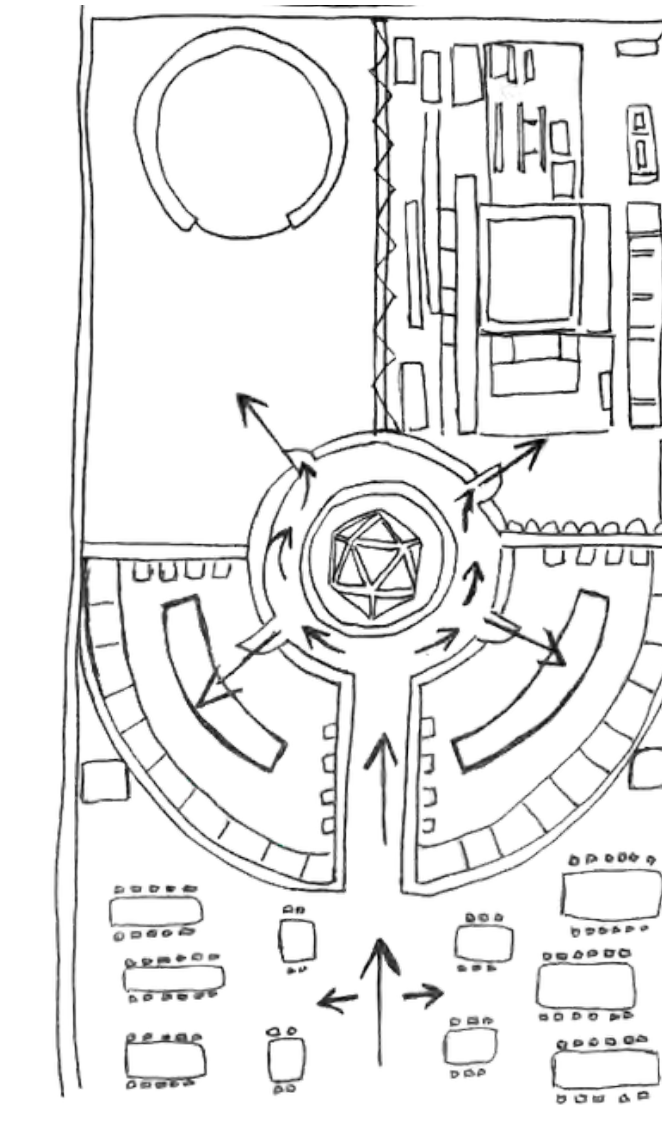


key

Third Floor

EDUCATIONAL CENTRE

Juggling baton lighting design for the educational centre corridor.



Original sketch of the space

Sketch of the lunch area glass tables and benches are provided with a clown art installation underneath the glass table tops. Providing some lunch time humour.



SUPERSONIC CIRCUS

The atrium in the educational centre has a circular wall concealing a view to the floor below. Peep windows enable the children to view the isohedron stage.



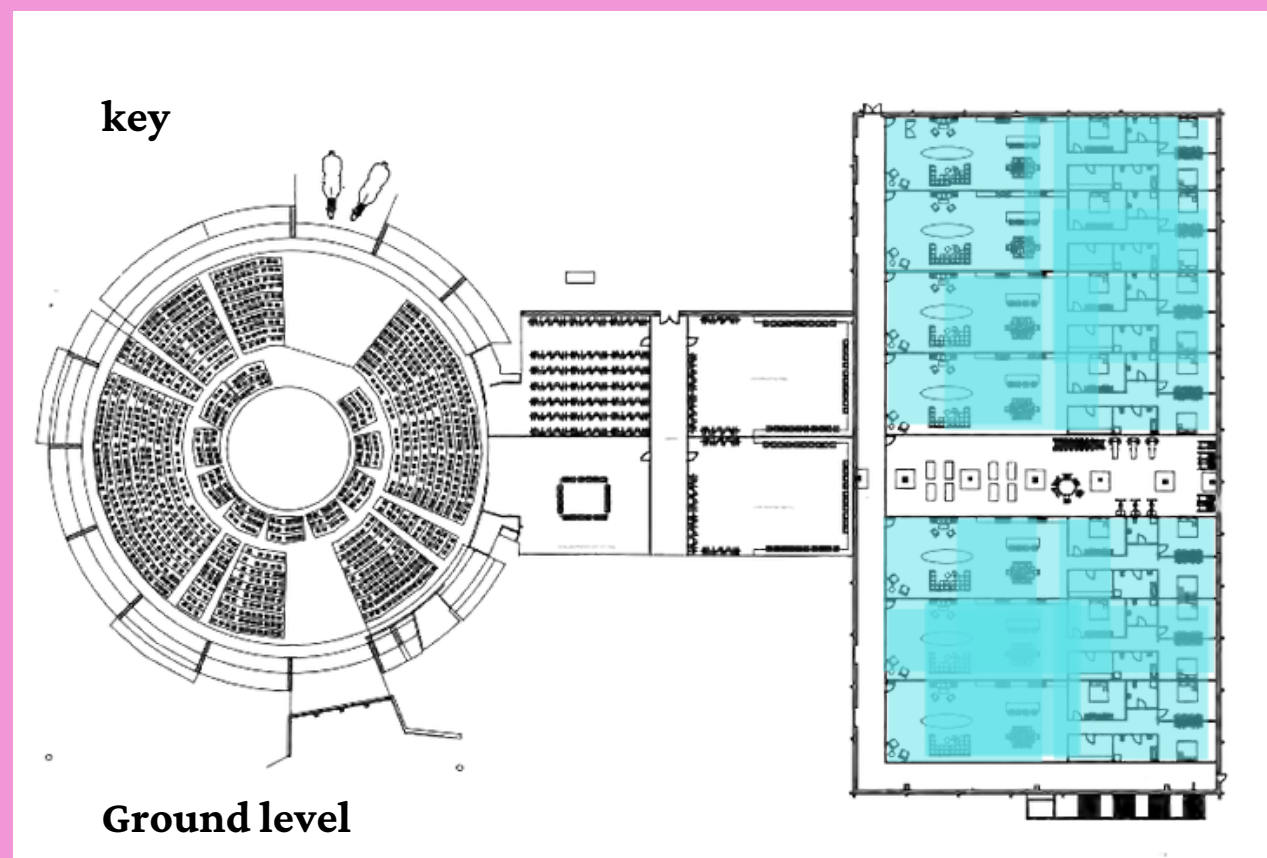
The educational centre will be sited on the new third floor. Access will be via an exterior glazed staircase and lift. I specified a hospital lift so that no one will be excluded from getting up or down to the educational Centre. It will comprise of a welcome/lunch area, an atrium, toilets and changing rooms and two huge circus skills workshops that can accommodate school and college size parties.



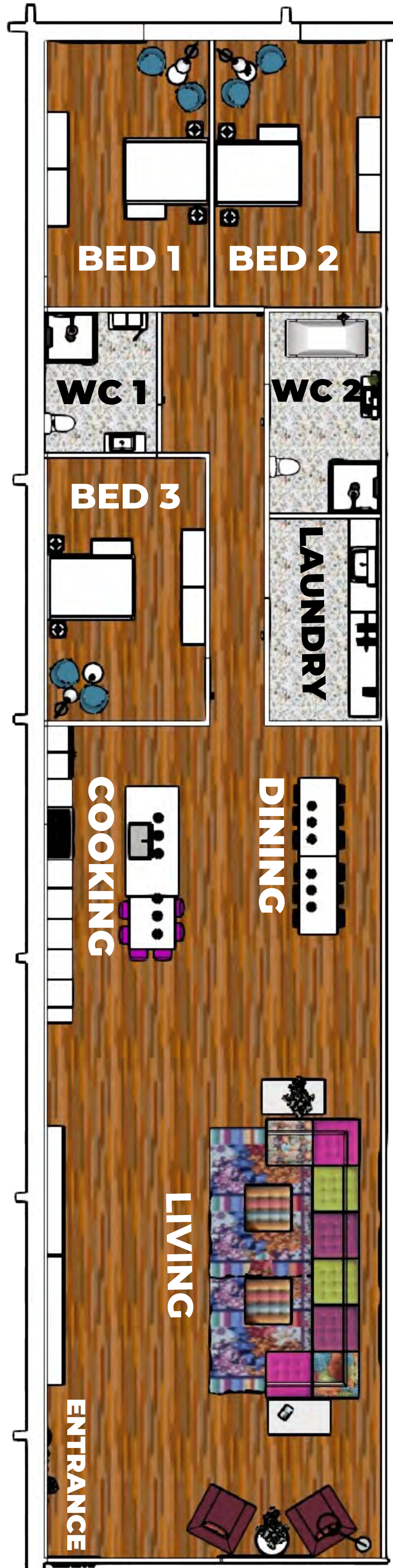
MEE-HARRIS



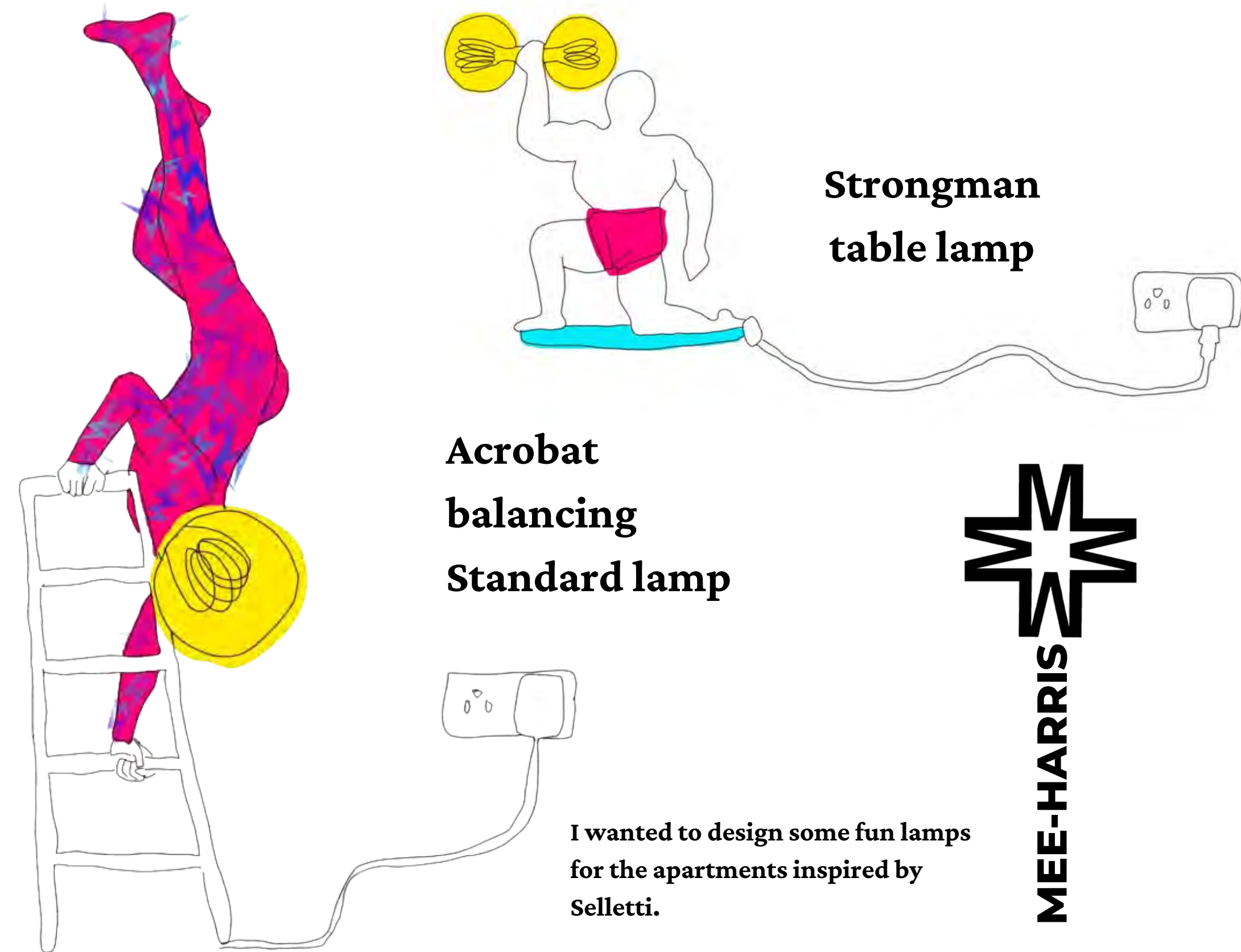
Spacious well equipped apartments were very important as this has to work as a home and combinations of "who" is living together could be varied. Circus people are often family groups or troupes



APARTMENTS

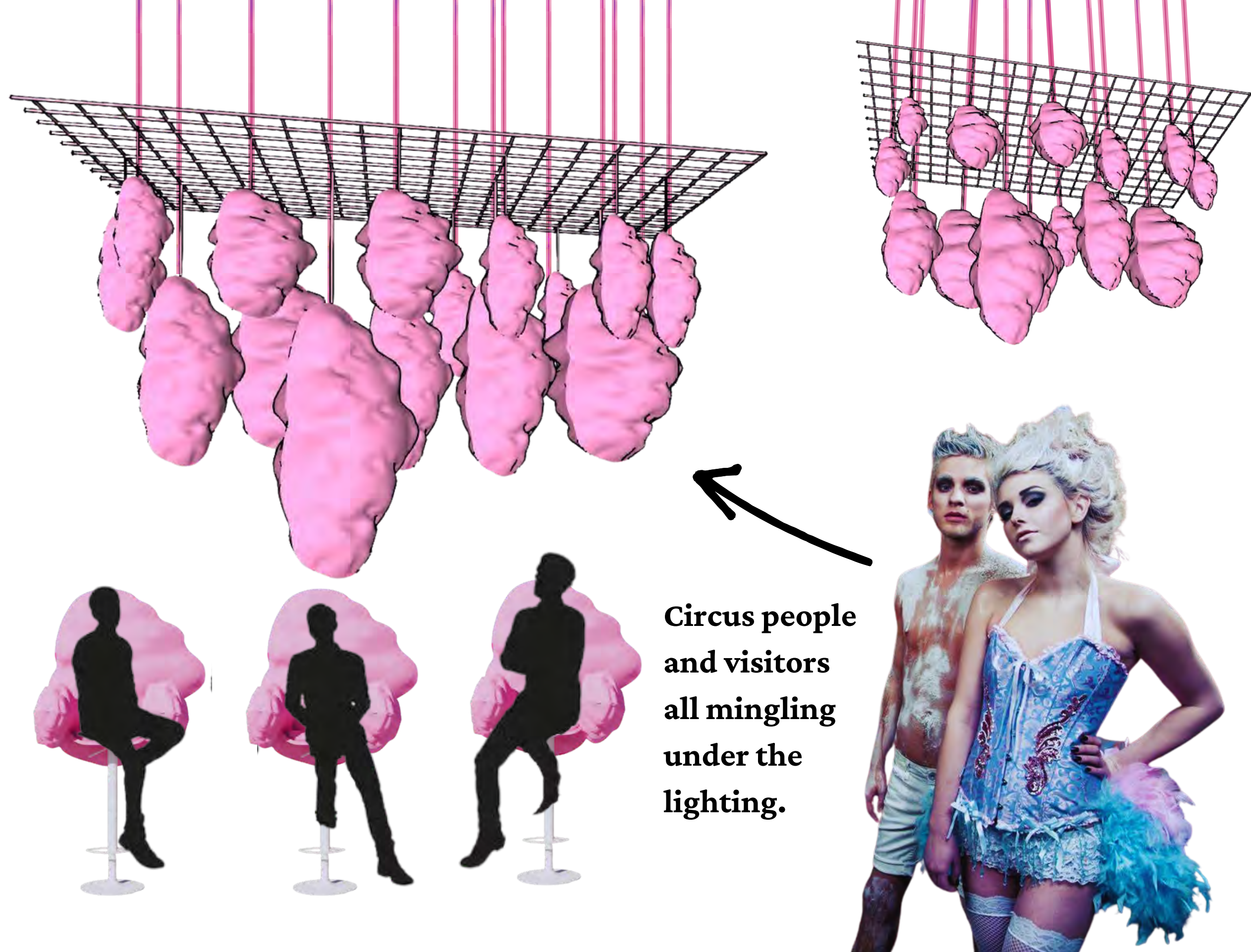


The performers apartment layout is a very simple and functional design. Each apartment has three double bedrooms, two bathrooms, a designated laundry and a huge open plan living area. Though simple they are not devoid of colour and luxury. Wallcoverings are chosen from la Maison Pierre Frey and Mah Jong sofas are from Roche Boibois injecting some personality and life into the scheme.



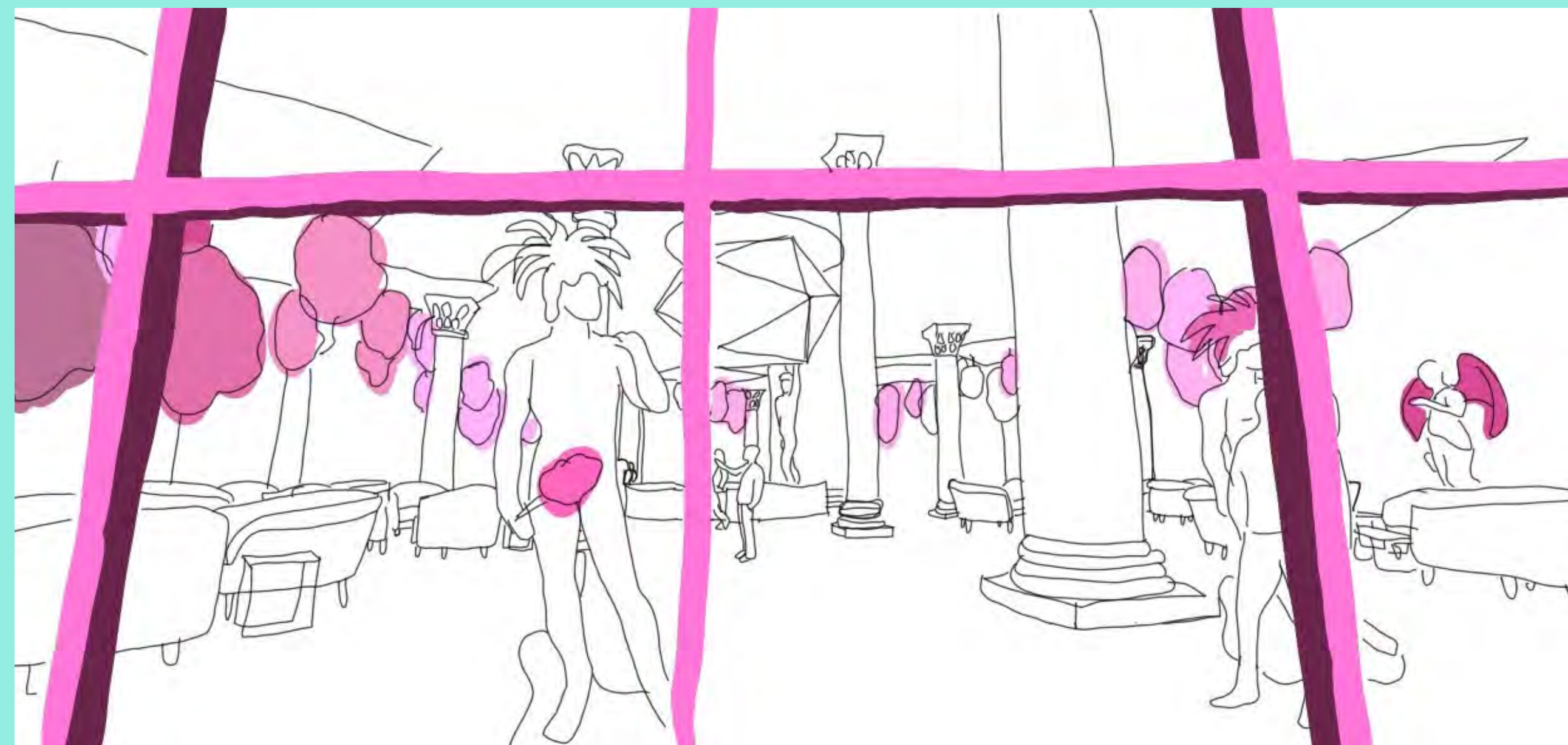
I wanted to design some fun lamps for the apartments inspired by Selletti.





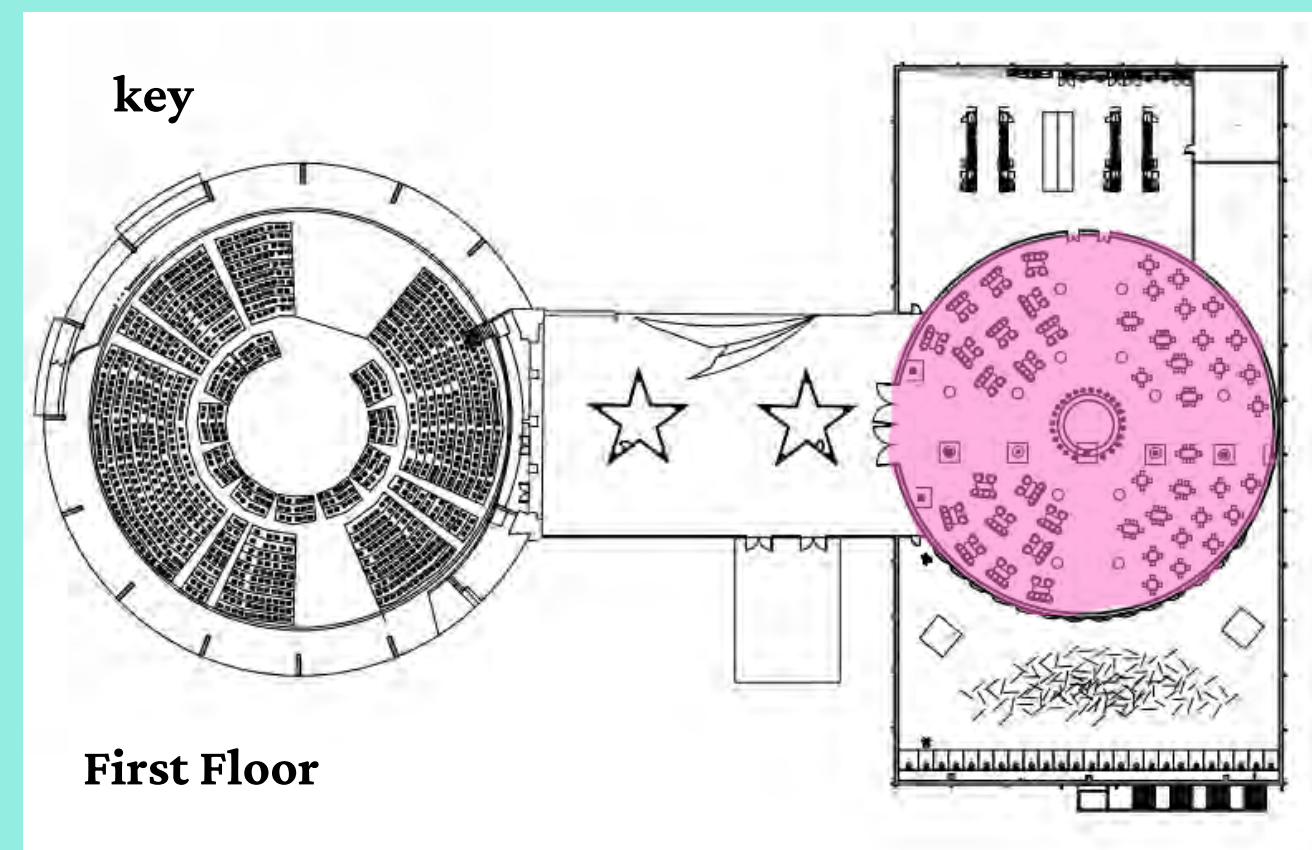
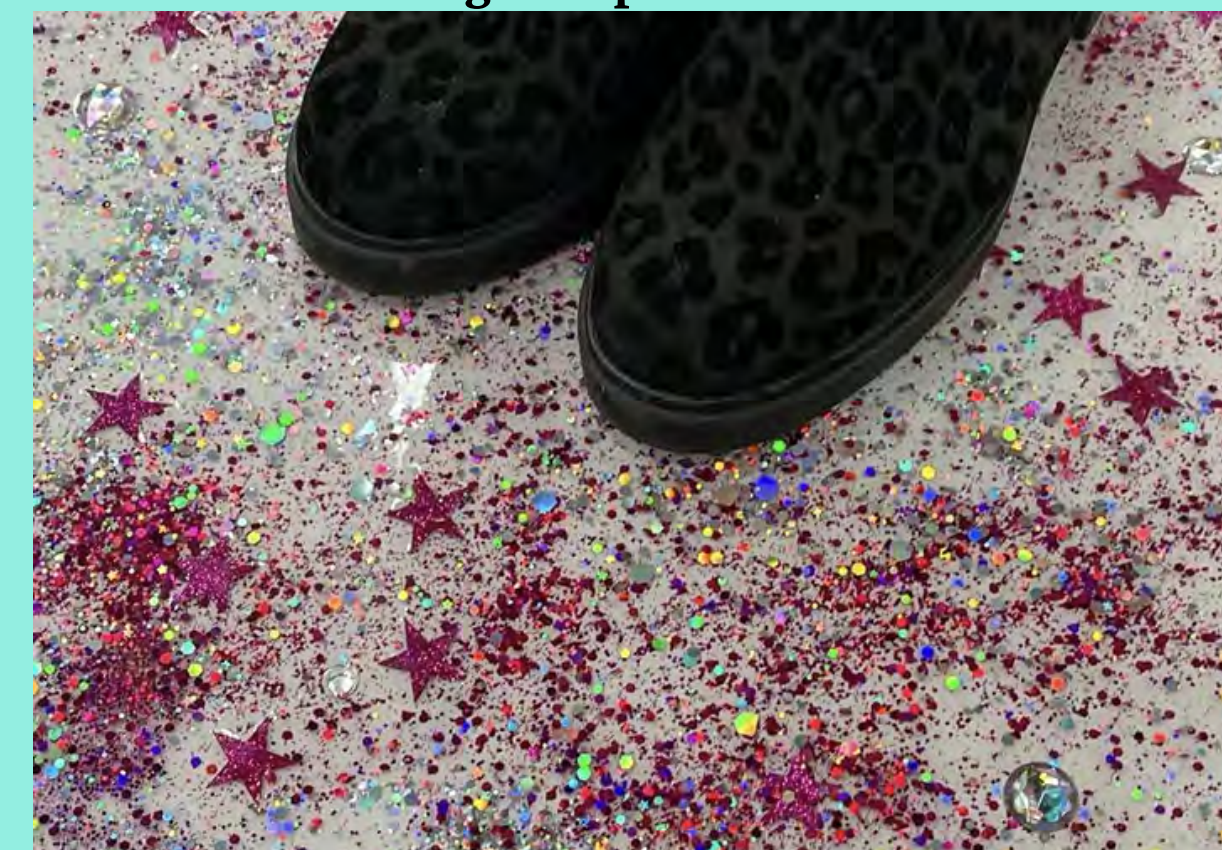
Circus people and visitors all mingling under the lighting.

Classical elements like columns and statues are used within the restaurant scheme. Inspiration came when researching the circus 250 year history and looking at architecture from 1768 when the circus was born. The idea for a huge circular restaurant came from looking at John Soanes Rotunda of the bank also discovered during the research phase .



Sketch evoking the feel of the restaurant. Classical statues will get the "circus treatment"

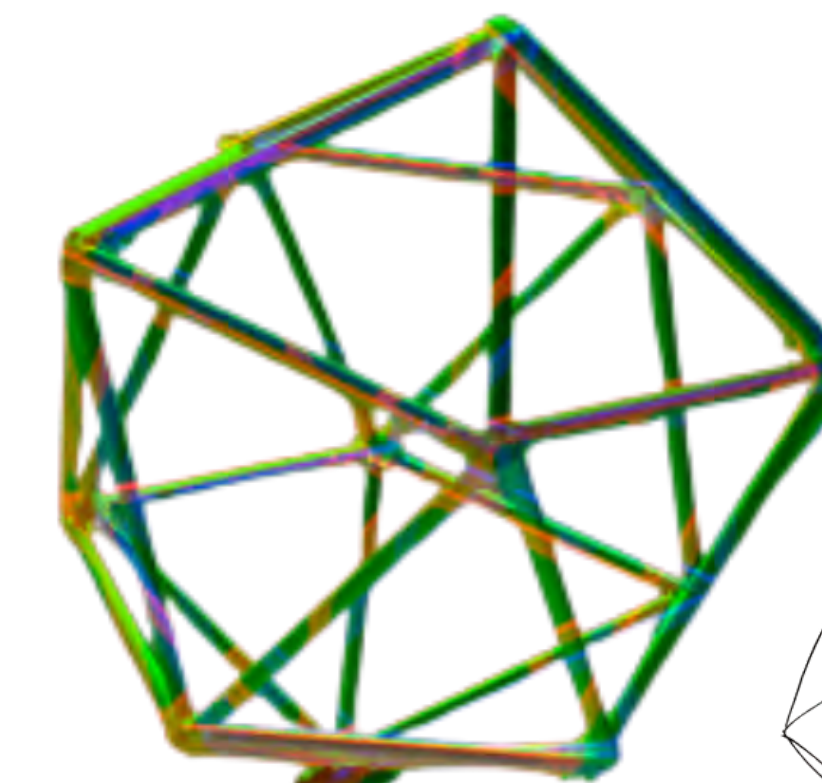
Restaurant Flooring a bespoke circus terazzo



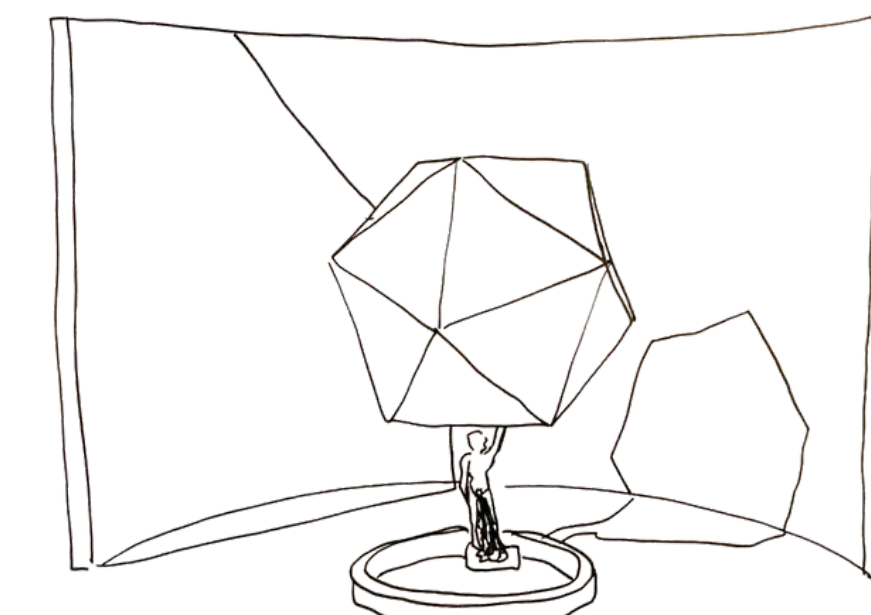
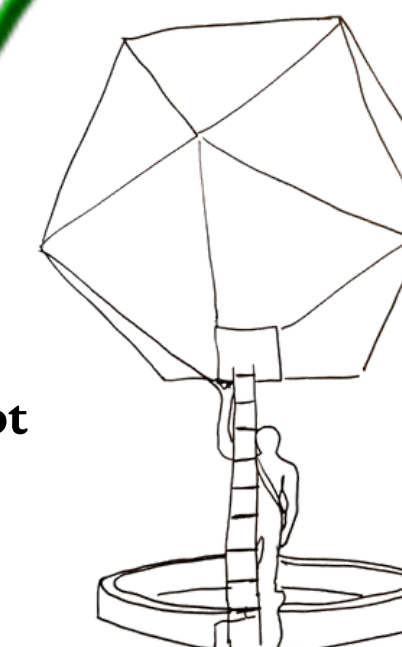
RESTAURANT



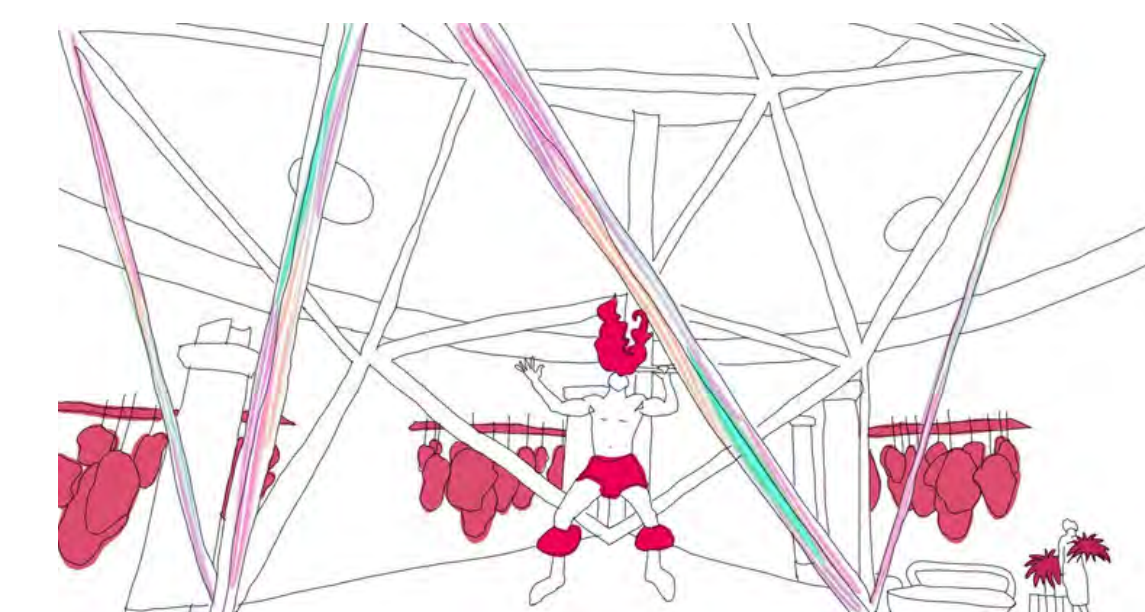
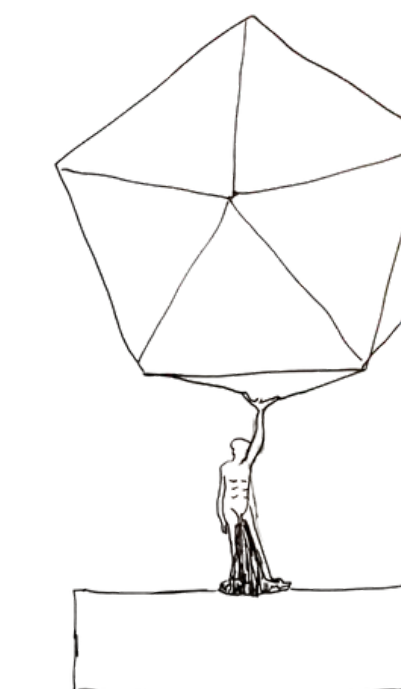
Traditional circus snack candy floss provided the inspiration for my lighting and bar stool designs. I used pink cotton wool to create conceptual models for these aspects of the project.



Original concept Model for the isohedronic stage



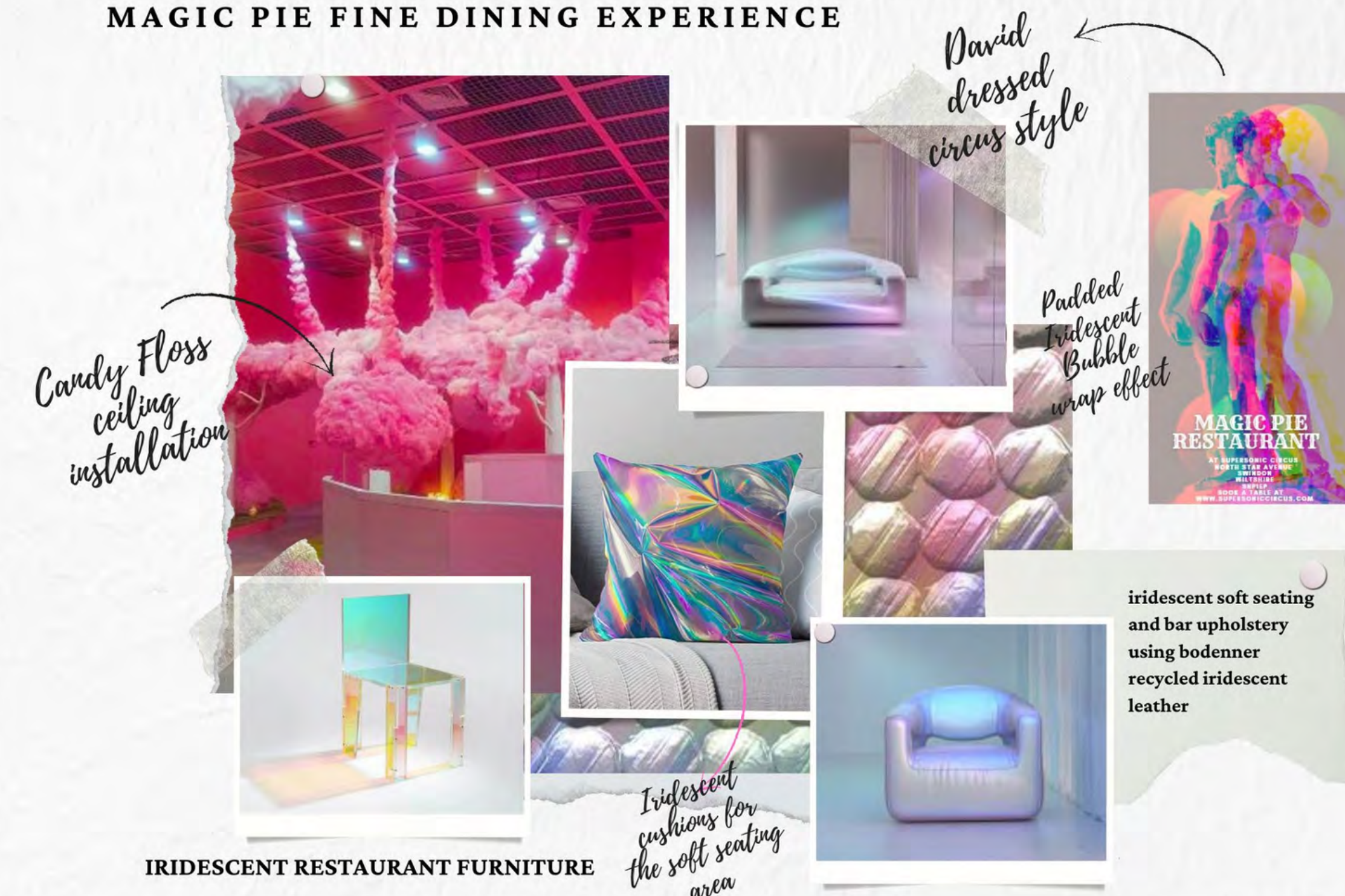
Original conceptual sketches



The idea for the isohedronic stage developed whilst trying to solve the problem of an unsightly structural steel column going directly through the back of the cocktail bar . The design was a response to the problem.



MAGIC PIE FINE DINING EXPERIENCE



David dressed circus style

Padded Iridescent Bubble wrap effect

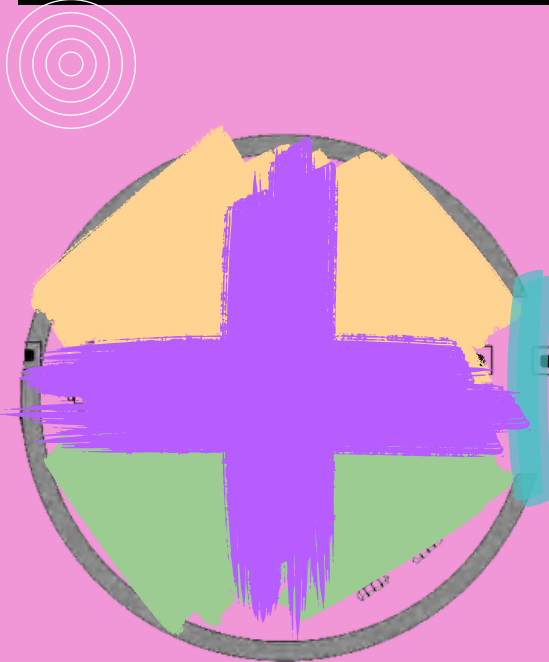
Candy Floss ceiling installation

iridescent soft seating and bar upholstery using bodenner recycled iridescent leather

Iridescent cushions for the soft seating area

IRIDESCENT RESTAURANT FURNITURE





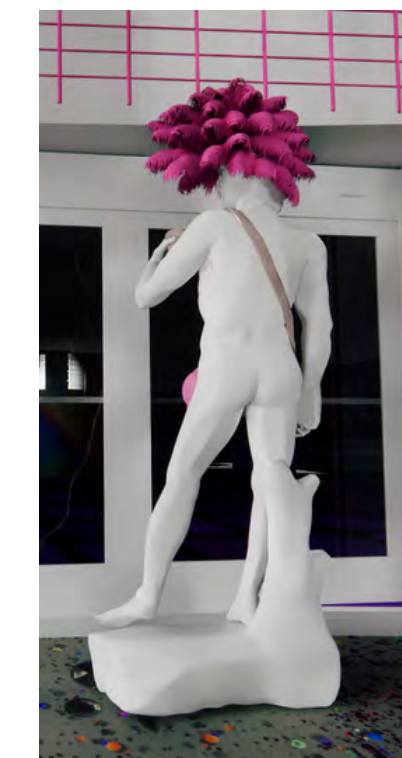
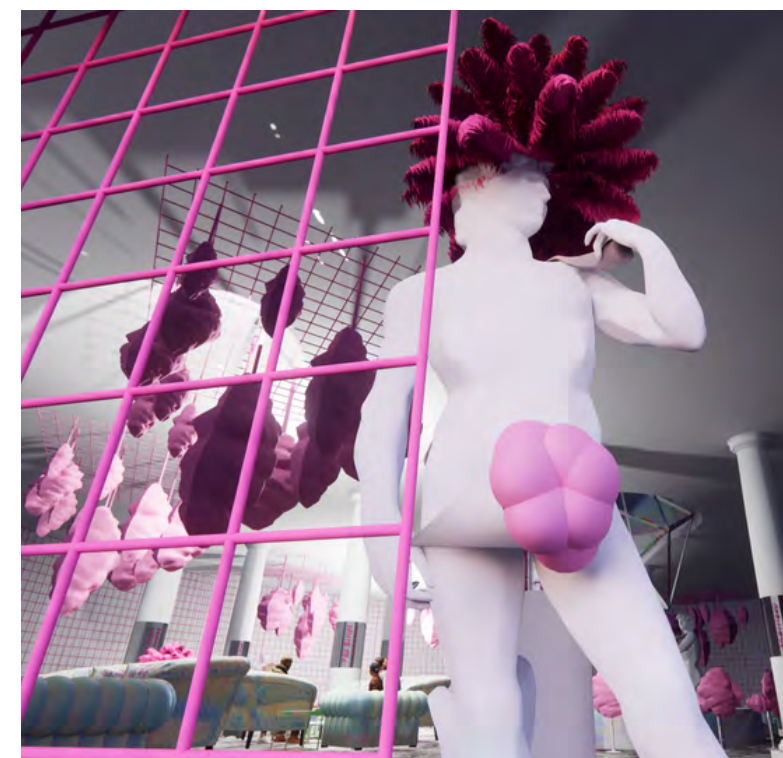
- Entrance
- Cocktail Bar and stage
- Dining Tables
- Structural columns and circulation channels
- Soft seating areas

"An eccentric setting with the emphasis on extra special food"

Iridescent leather soft seating will provide areas to drink cocktails and chat to friends before the circus starts



RESTAURANT



Classical statues are adorned with feathers and costumes



You might be coming to the fine dining experience at the Magic Pie restaurant, You might be coming for pre circus cocktails and entertainment.



Specially designed locked champagne chillers will sit next to the soft seating waitors will bring the key on a tray.



The isohedron stage will feature warm up acts for example fireeaters contortionists and musicians.



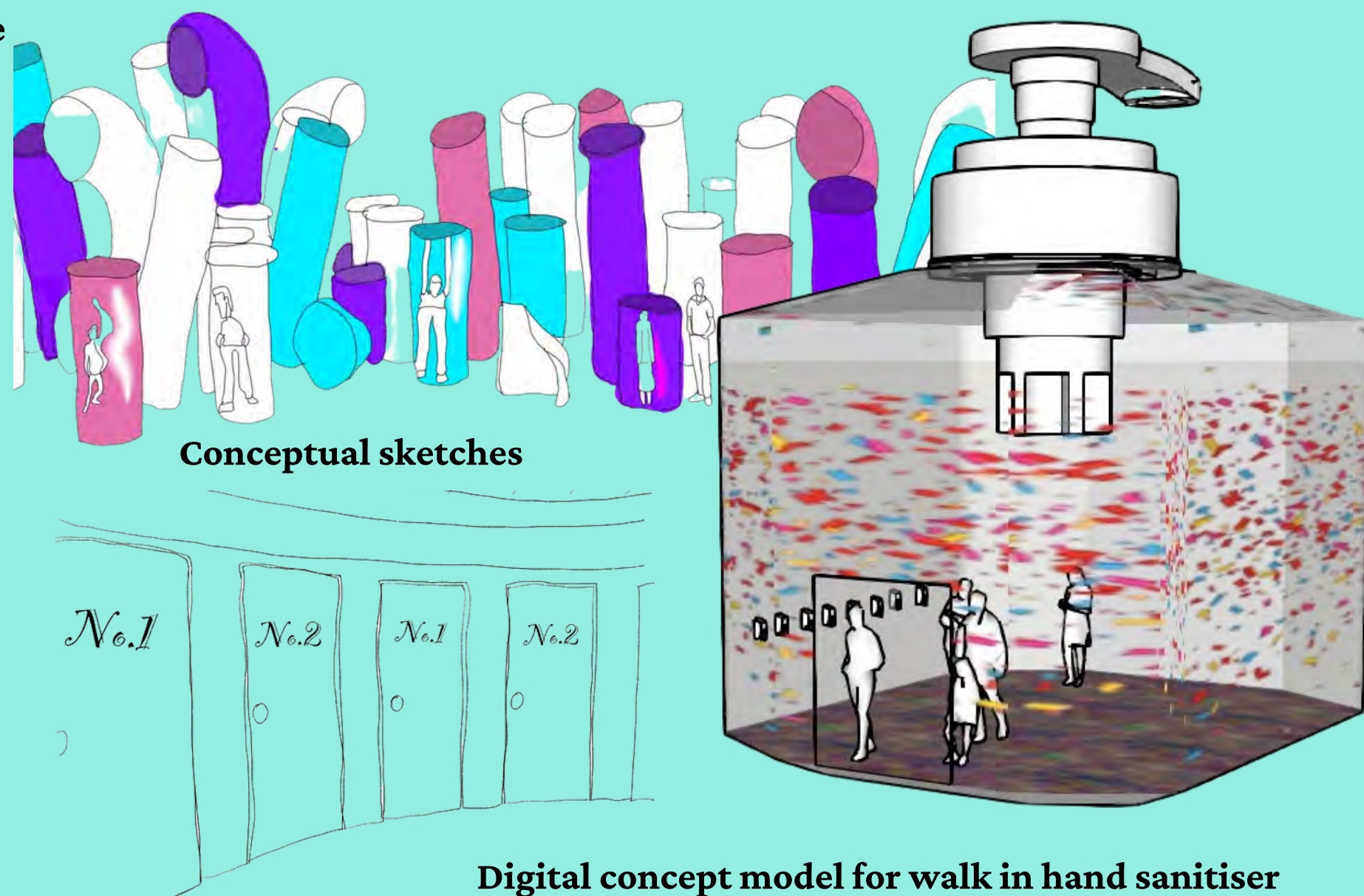
MEE-HARRIS



Sketch imagining the toilets in use

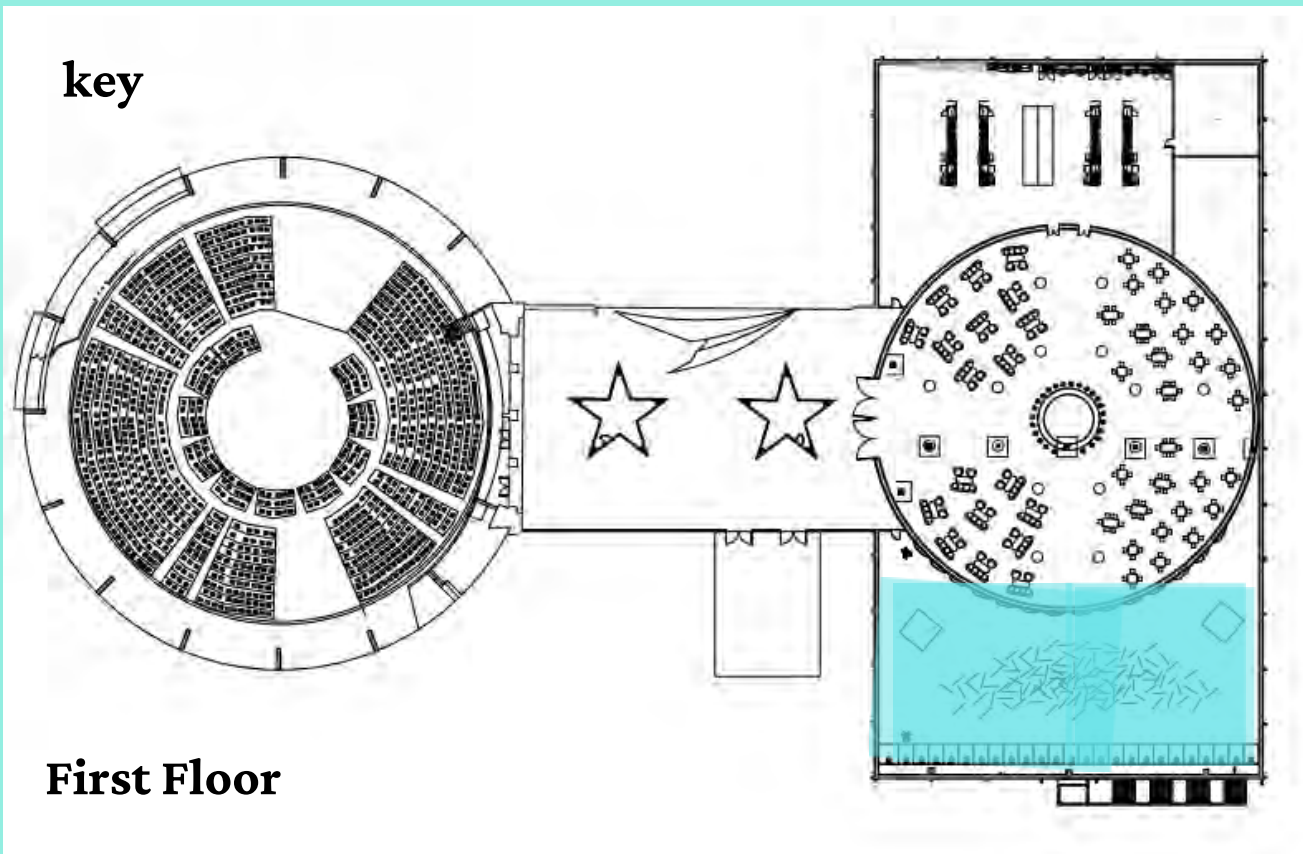
Re- Purposing the water slide I was demolishing weighed heavily on my mind . Turning into a distortion mirror maze was a great solution. Adding convex distortion mirrors add the humour and prevents people from taking themselves too seriously. The idea of A mirror maze was inspired by the work of Es Devlin.

Washing and sanitising our hands something we all have to do. Why does it have to be boring? There was an opportunity here to bring in the humour and larger than life elements.



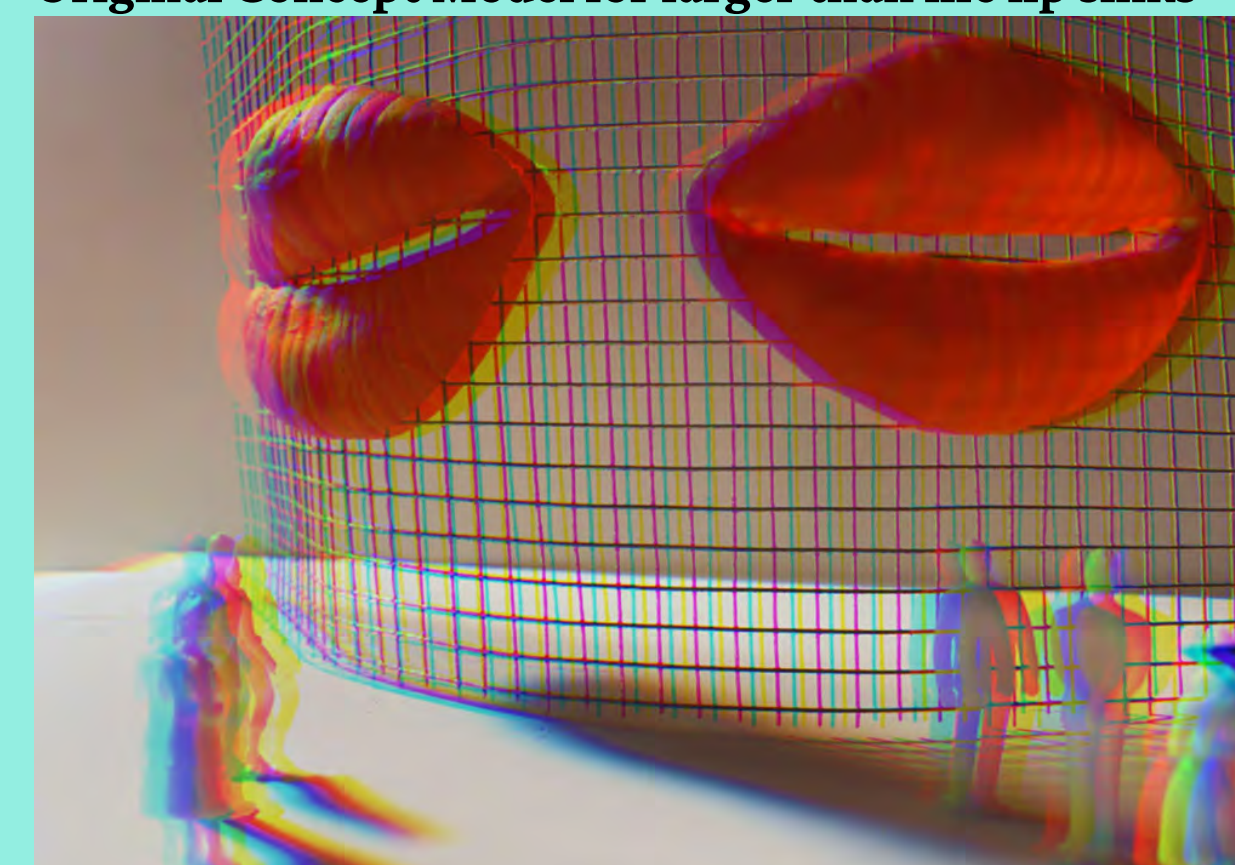
Conceptual sketches

Digital concept model for walk in hand sanitiser
Original Concept Model for larger than life lip sinks



key

First Floor



TOILETS

This is a unisex /family toilet facility large enough to cater for all. The toilets aptly named "force of nature "are meant to make you laugh. The facility will still however be functional, spacious and meet the requirements of people living with a disability and include baby changing facilities. Huge lip sinks , distortion mirrors, larger than life hand sanitisers and wall mounted clowns horns in the toilet cubicles are to encourage humour. Taking the concept through to the toilets is important the circus should be the complete experience.



Original sketch of the curved wall with Lip sinks on



SUPERSONIC
CIRCUS



MEE-HARRIS



We have all become accustomed to hand sanitising and it looks like extra hygiene measures are here to stay especially at public places where lots of people congregate. I asked myself the question what would hand sanitising look like at Supersonic circus? My answer: larger than life, immersive, a glitter shower. A walk in hand sanitiser will be a virtual glitter shower upon entering. The set up inside relatively simple standard hand sanitising units fixed to the inside. This hand sanitiser though will have glitter in it. Environmental concerns can be alleviated by the fact that glitter is now made from eucalyptus tree which can and is grown in the UK.



TOILETS



**SUPERSONIC
CIRCUS**

*Honk when
you're done*

Sketches of the
toilet cubicles
from inside and
outside



Supersonic Circus will attract lots of families, toilet facilities are incredibly important for making day trips run smoothly. With this in mind I hope that families taking their children to the toilets will be entertained and have fun using the facilities. The toilet cubicles themselves will feature glitter toilet seats and larger than life wall mounted clowns hooter horns. We of course encourage noise.



MEE-HARRIS



FLOORING



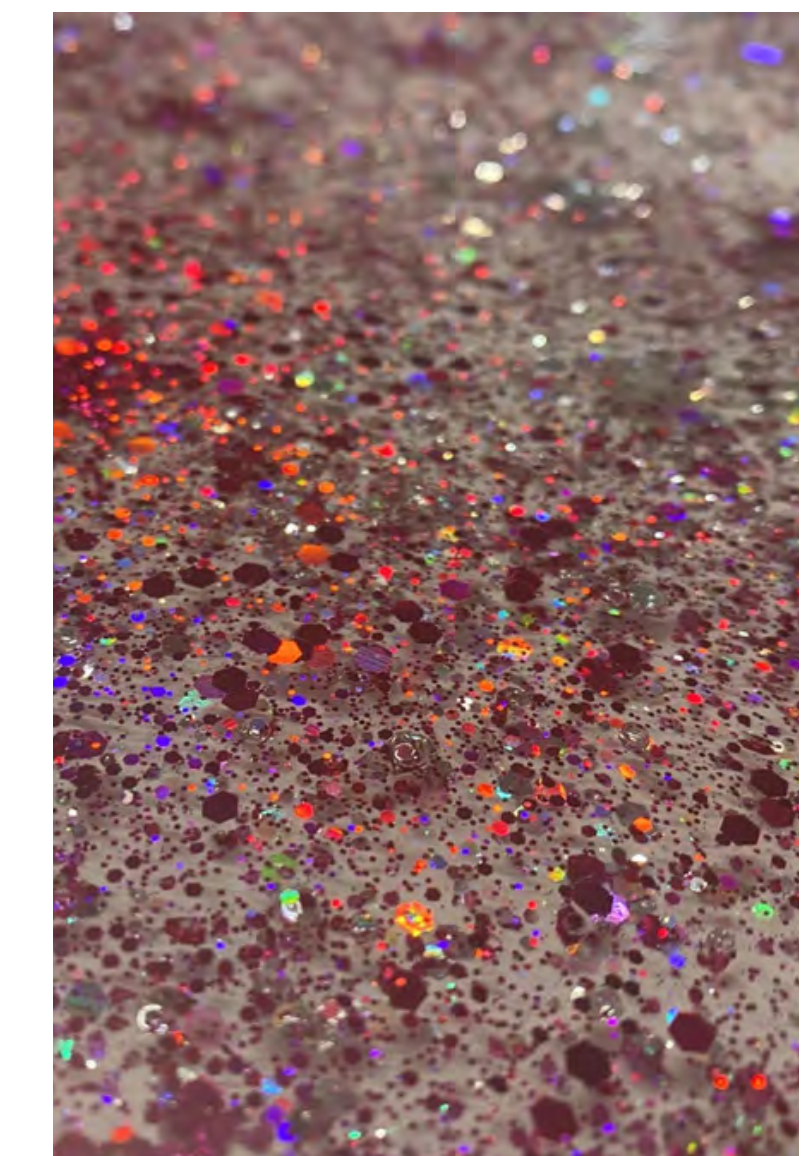
Terrazzo the perfect choice for the predominant flooring in this project. But also the opportunity to combine embellishment waste from the fashion industry. I was inspired by the David Humphries Terrazzo designed for Zhandra Rhodes. I wanted to make a Circus Terrazzo. If this project was live I would be interested in a mass collaboration with fashion houses, costumiers etc. to utilise waste embellishments sequins etc and incorporate this all into the terrazzo. I have experimented with this idea and made several concept tiles using epoxy resin. It also feels quite special to walk on . I think walking on this amazing Circus Terrazzo will really enhance the experience. The very act of walking upon it makes you feel like you are at the circus.

"Circus Terrazzo"

BESPOKE CIRCUS TERRAZZO FLOOR TILES



Concept Models



COCKTAIL MENU

THE RINGMASTER £12
 CHAMPAGNE, BRANDY, APPLE JUICE AND A LIQUORISH WHIP.

SHOWGIRL MARTINI £14
 VODKA, WHITE VERMOUTH, LYCHEE LIQUOR, LYCHEE SYRUP, ROSE PETALS

CLOWNS HANKY PANKY £15
 DARK RUM, PINEAPPLE JUICE, COCONUT MILK, DECORATED WITH FRESH FUITS AND A MINI CUSTARD PIE.

TRAPEZE TRANSFUSION £12
 TEQUILLA, APEROL, BLOOD ORANGE JUICE, CRANBERRY JUICE, A SPLASH OF CHAMPAGNE, LIME AND FRESH CRANBERRIES

RIBBON HIGHBALL £12
 VODKA, COINTREAU, ORANGE JUICE, SODA WATER SERVED IN A TALL GLASS WITH A BLOOD ORANGE SLICE.

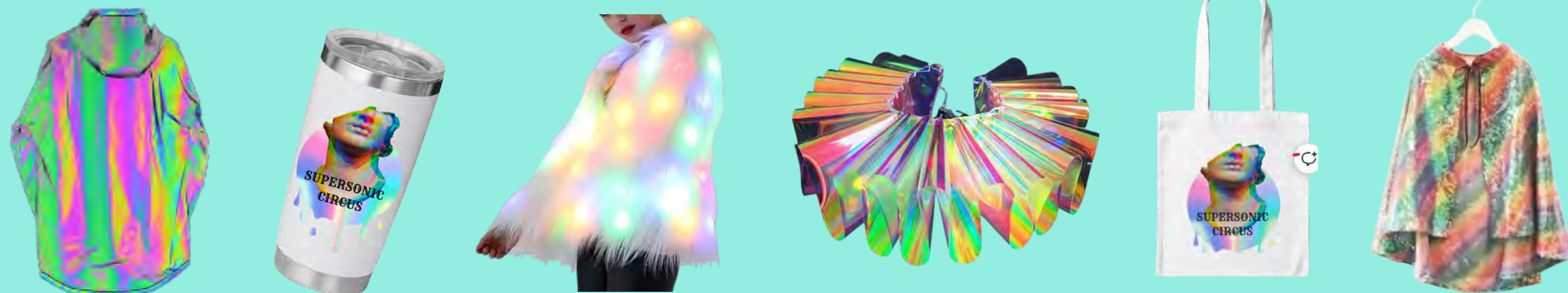
STRONGMAN'S SMASH £15
 HIGHLAND WHISKEY, SPICY GINGER BEER, LEMON JUICE, A TOUCH OF HEATHER HONEY WITH A BASIL GARNISH.

FIRE EATER'S FIZZ £15
 PROSECCO, APRICOT SORBÉT, LEMON JUICE, SERVED WITH A SPARKLER!

THE SUPERSONIC £20
 GIN, SODA, LIME JUICE, MINT SERVED IN A SUGAR RIMMED GLASS

Over 18s only

The Designed cocktail menu and cocktails.



Merchandise "You are going to buy into the iridescent aesthetic"

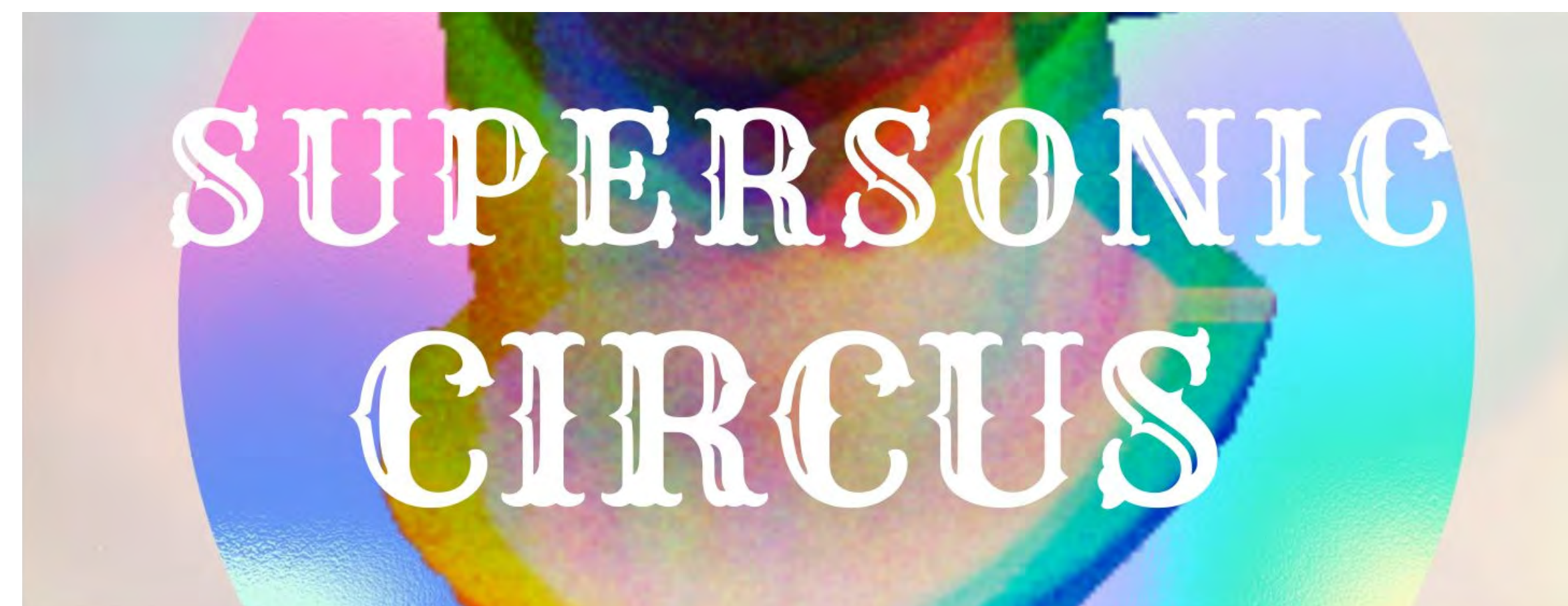
BRANDING



The designed logo (above) should be an iridescent holographic finish and will be used on all the snacks and merchandise .

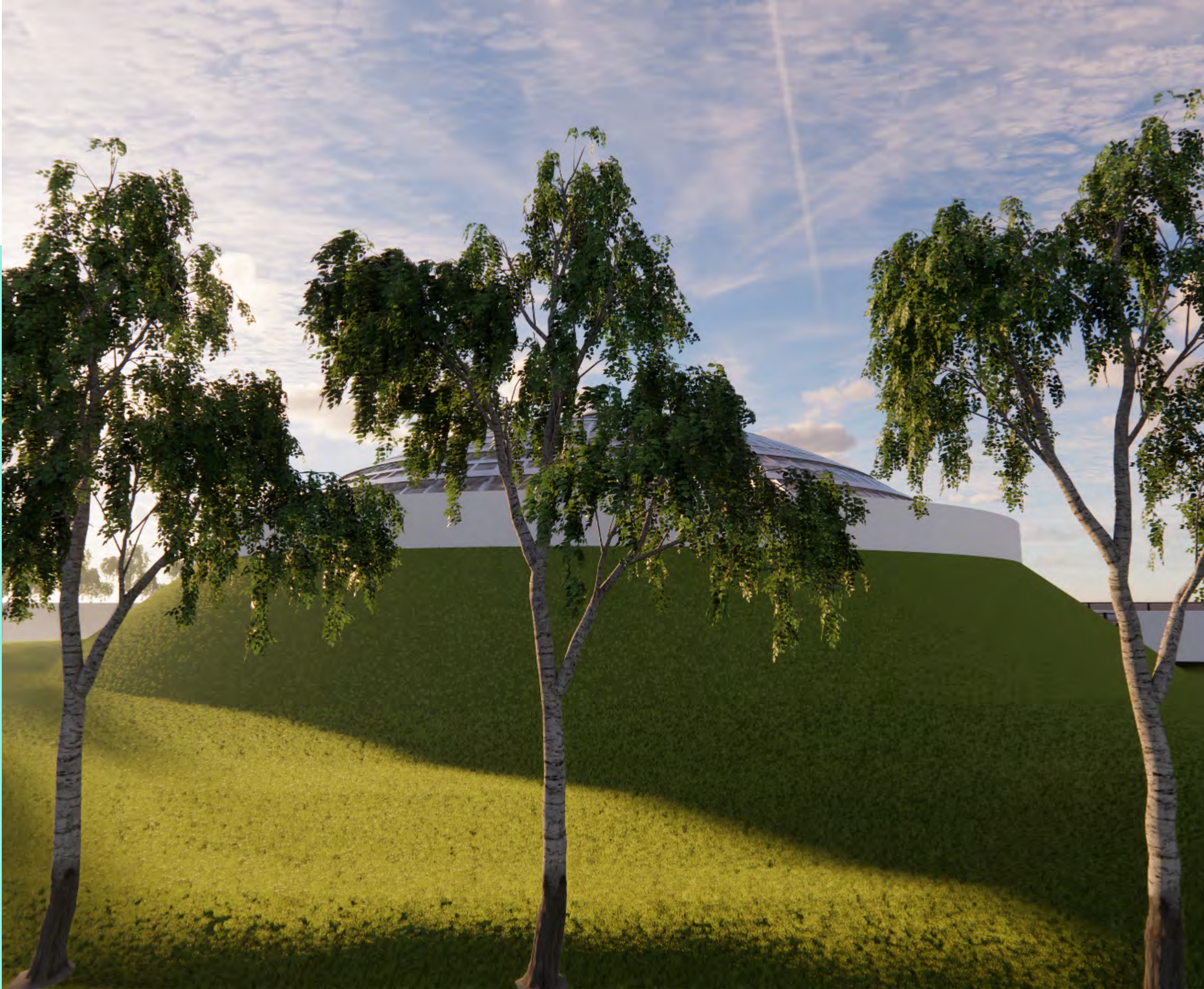


Ticket Design should be holographic in its finish.



Designed Billboard sign





For clarification purposes as the designer I would like to outline and summarise how the project will meet with sustainability expectations. Planting a silver birch boundary will help with carbon sequestration as one tree sequesters 0.3t of CO2 over its life. Installing on the vast amounts of available roof space a growatt commercial solar and battery system. This will feed energy generated straight for use within the building. Installing a R410A City Multi R2 system which will provide simultaneous heating and cooling with heat recovery. These units can result in energy savings of up to 30 % over conventional systems. Using materials that can be obtained within the UK wherever possible. Using recycled materials i.e Bodenner recycled leather on all upholstery and recycled acrylic for all the restaurant and arena seating. Using reclaimed products i.e reclaimed bricks to build the stables and reclaimed statues where possible in the restaurant. Kinetic flooring in the high traffic areas. Growing produce on site such as wild garlic, herbs and vegetables for use within the restaurant. Leftover restaurant food will be used to feed the performers. If there could be any more food waste the restaurant must sign up to the too good to go scheme. Repurposing - The repurposing of the entire water flume into new features of the circus. Firstly a distortion mirror maze and secondly exterior planters. Using the best commercial grade triple glazed low e glazing throughout for optimum heat retention. Employ local people in the service rolls to prevent long commutes. Work with fashion companies and costumiers to use waste product in the development of the circus terrazzo.



SUSTAINABILITY SUMMARY



Solar

Co2 sequestration

Low carbon heating and cooling

Triple Glazing

Recycled Materials

GROW Kinetic Flooring

Repurpose

Reclaim

