

ALEX EDGINGTON

Junior Interior Designer

PERSONAL STATEMENT

Studying interior design for the past three years has given me the knowledge and tools to pursue my passion. It has only increased my interest in the industry, while helping me to form my own understanding of space and design. It has left me wanting more; this is why I hope to find an employer I can grow with and push myself harder and further, while gaining valuable skills and experience. I am a very determined and open minded designer, with good hand drawing and CAD skills, who can be relied on. I give attention to details and strive to create beautiful, functional and innovative spaces.

PREVIOUS EMPLOYMENT

- Miller & Carter: Talke & Mirfield
- Chef

During my time at Miller & Carter I worked up from dish washing, to dessert and salad preparation, to preparing starters and main courses. This gave a rewarding sense of growth and taught me more about myself. I have practiced many skills that are transferable to interior design such as communication and managing a small team, how to deal with and work under high pressure and the importance of a good attitude and approach to situations.



EDUCATION

The University of Huddersfield
BA (Hons) Interior Design, Predicted award: First Class.

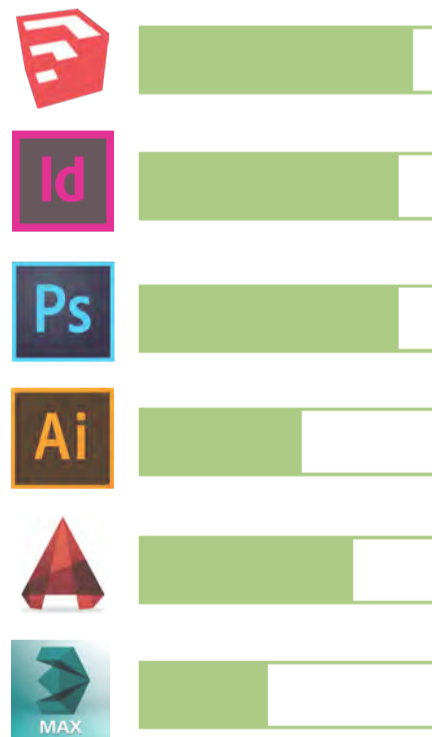
- Awarded best Spatial Exploration
- Shortlisted for Retail Design Student Awards (Kingfisher brief).

Newcastle-under-Lyme College
Art & Design, Level 3 Diploma, Distinction*D*D,

GCSE

All A*-C, including Maths & English

DRIVING LICENSE/ CCDL



HARD SKILLS

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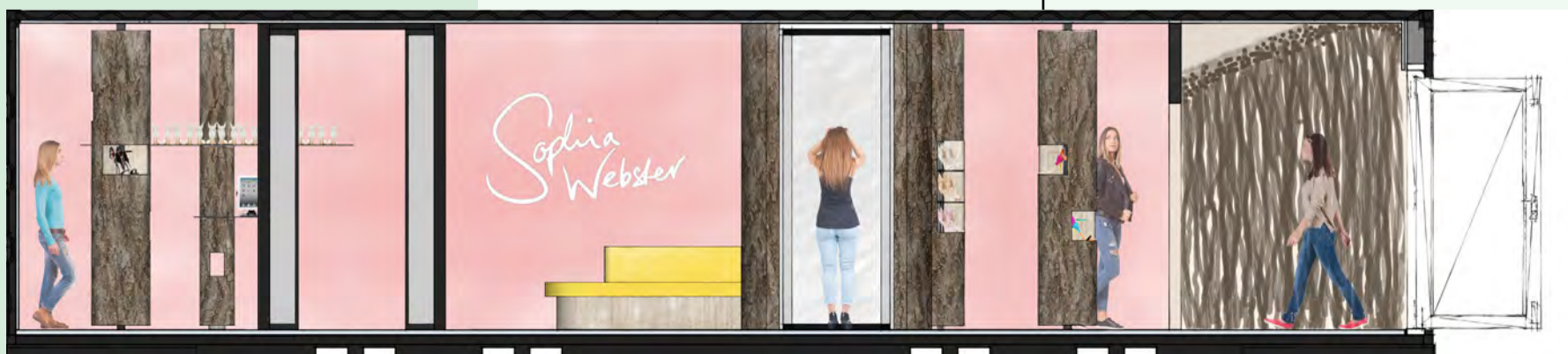
INTERESTS

Mountain biking: I have always had a love for the countryside and nature, as well as riding. They make a great combination!

Guitar & music: After having guitar lessons in primary school I was hooked and continued to teach myself, now beginning to create my own riffs and tabs.

Computers & tech: After researching and assembling my own PC, I found the process satisfying and it brings me joy to use and maintain. I use it for CAD work and gaming.

Photography: I also enjoy photographing interesting architecture and taking my camera on rides to capture wildlife and landscapes.



◆ Fermentations ◆

Project Proposal

Alex Edgington

THD-1348

“One of the biggest changes associated with the retail industry in recent years has been the rapid growth in e-commerce sales. This has created a large degree of uncertainty about traditional shopping formats, as many retailers worry about the future of the brick-and-mortar store.” [Sabanoglu,2019].

THE BRIEF

Design a **RETAIL EXPERIENCE** for a home brewing store. Revolutionise the hobby by tapping into the underrepresented population of **YOUNG ADULTS**. Considering the recent ‘experience days’ and ‘craft beer’ trends, create a **MEMORABLE SPACE** that revitalises the age old past time and **BENEFITS THE COMMUNITY THROUGH SOCIALISATION AND SHARED EXPERIENCES.**

Mason, age 37, passionate brewer and assistant-manager of the store.

He enjoys passing on knowledge to anyone that's interested in home brewing but still loves to learn new things. He often brews beer in his spare time to sell in-store and helps to organise beer festivals and other events held on-site.



STAFF

AUDIENCE

CUSTOMERS



Liam, age 21, student.

He regularly comes in on nights out with his friends. He picked up an interest in brewing his own beer after tasting some of the ones on tap, but he had no clue where to start. He came to a session that was held in the basement to learn the basics of brewing and decided to rent out beginners equipment to brew on-site as he doesn't have space in his student accommodation. He also takes advantage of leaving his brew on-site through the fermentation process as it's free. Liam is now encouraging his friends to try it too.



Ioan, age 50, member of The Potteries Home Brewing Club.

He and the rest of the club often organize and hold group meetings in the basement of the store. The group also rent out advanced equipment and brews on-site. They sell beer back to Fermentations so others can enjoy their creations.



Esther, age 23, environmentalist.

She likes to be self-sufficient and after hearing about mass producing alcohol she started looking into homebrewing. She uses the reading area when she visits to learn about how to brew. She asks the staff about things she's learnt. She sources ingredients off-site but rents equipment to brew, producing wine and beer as gifts for family members.



Felix, age 25, experienced home brewer.

He comes to the tap room to drink and socialise with others that share his interest, delighting in the exchange of tips, recipes and knowledge. He also uses the store to buy his equipment and ingredients to brew at home, to support local businesses.

THE CITY

Stoke-on-Trent is most famously known for its pottery production. Beer production began as early as 1834 with a number of breweries that still operate today. The number of breweries and micro-breweries is still growing today. Independent shops such as bottlecraft also set a precedent, showing there is a significant demand for alcohol related businesses in Staffordshire.

THE SITE

Built before 1900 the site has evolved a lot. It has been converted into one building from two smaller ones and undergoing renovations to create a bold art-deco facade to compliment the Regent Theatre in 1929. The site has had a number of past uses as bars, cafes and clubs, showing that it is the ideal location for this project.

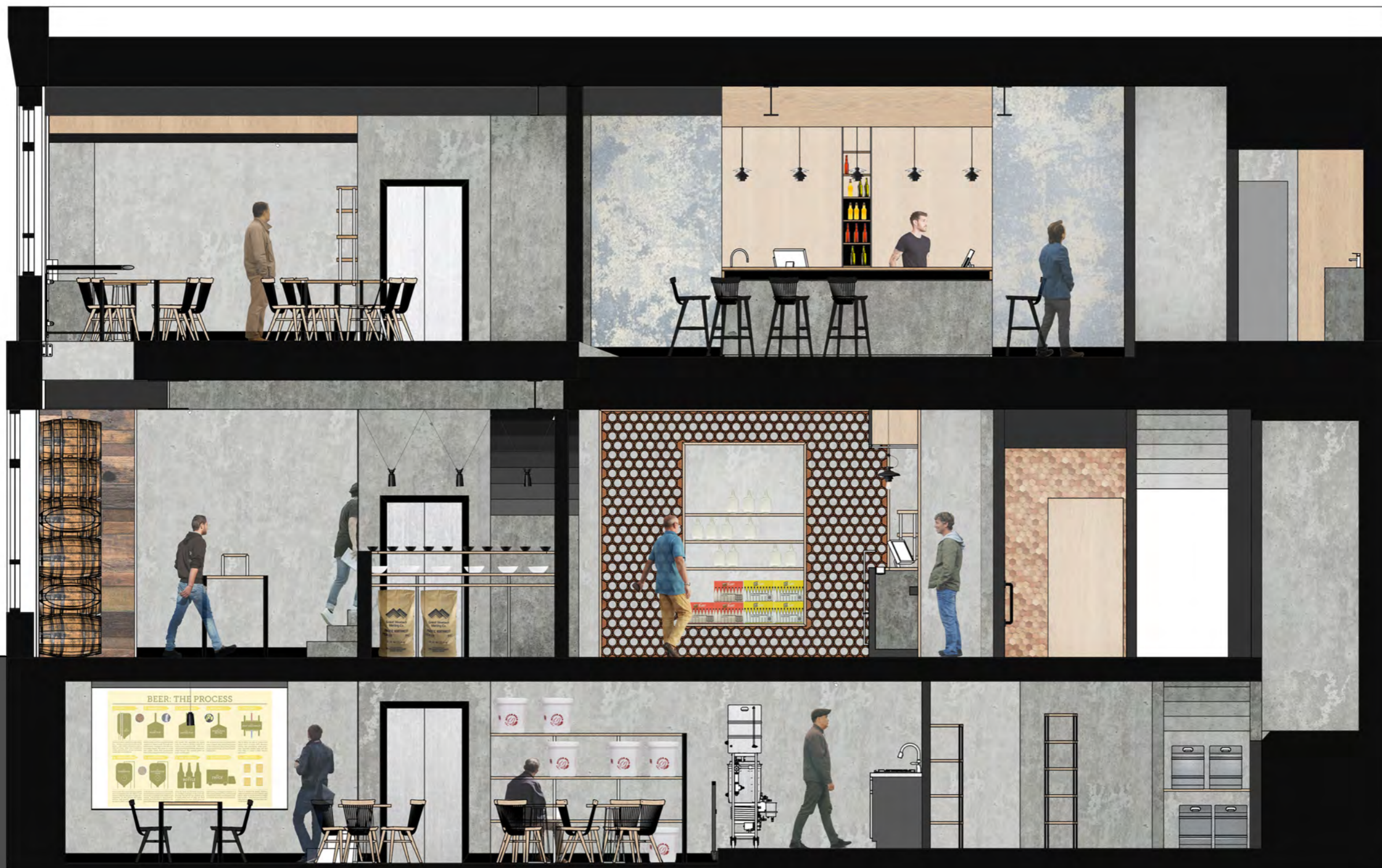


To **DELVE** and **DISCOVER**. A **FRAMEWORK** is created in the space, giving people the motivation and knowledge to not **SETTLE** for the mass produced and to bring **CLARITY** to what was **OPAQUE**.

Home brewing is a dying art, one of many in the 21st century, this space aims to embrace the hand crafted. The inclusion of a tap room, brewing area and other unique features are a necessity in order to create a space that can answer the issues home brewing faces and resolve the brief to its fullest potential.

THE CONCEPT





- ◆ Tap Room
- ◆ Reading Area
- ◆ Male & Female WC

- ◆ Retail Area
- ◆ Accessible WC

- ◆ Brewing Area
- ◆ Classes Space
- ◆ Stock Room
- ◆ Office

SECTION: North East Side @1:75



Creating openings in the first and ground floors are the most significant changes to the site. This allows natural light further into the space, promotes a grand feel to the main entrance and allows for features to span multiple floors.

Most importantly it allows customers to view every other floor, showing there is more to the space to *discover* and *delve* into.

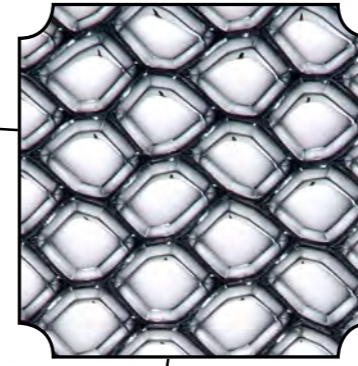
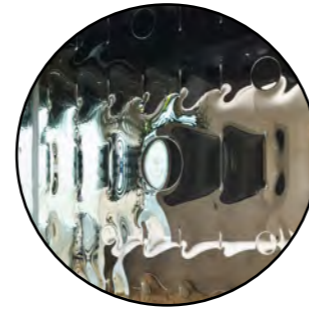


PLAN: First Floor @1:50

- 1: Bar & Taps
- 2: Reading area
- 3: Male WC
- 4: Female WC
- 5: Cleaners Store

READING AREA

Research found that 1/3 of brewers learnt how to brew fully, or partially, from books. The reading area is a mini library dedicated to brewing. Customers are free to donate and borrow the books.



Mykons B-clear panels are made from glass and aluminium honeycomb, inspired by aerospace material. It lets 70% of light through but blurs the view to the other side. It is also reminiscent of the carbonation in beer.

The digital hub in Tokyo inspired this innovative material choice.



FIRST FLOOR: Tap Room

What goes best with beer?



SNACKS! Local brands are sold via the bar. Just Crisps are a brand that produces, amongst other things, crisps in Staffordshire with a wide range of flavours. Mr Trotters are a brand that deal in everything pork from salami to candles. Their pork scratchings are “damned good”. These brand tie-ins help to support the local community extending past beer and brewing.



Chalkboard

Chalkboards are typical in old english pubs. Chalk board effect paint is used to create a huge surface that can be interacted with by customers. It is a menu showing whats beers are on tap and who made them. Customers can write feed back, see whats popular and pose questions. The board acts as a ‘forum’, which changes day to day. Permanent parts are painted by an experienced calligrapher.

Henney's Brewed by Steven Murray ★★★
 Ancient Britain Brewed by Harry Smith
 Passion Brewed by Callum Morris ★★★
 Mega Hop Brewed by Colton Best
 Dark side Brewed by Stuart Martin ★★★★★
 Goldfield Brewed by Michael Weiss
 The Corporal Brewed by Peter Dixon ★★★★★
 Hopalong Brewed by Alison Lee
 Hoedown Brewed by Liam Ardoun
 Bombadeer Brewed by Chris Jones
 Quencher Brewed by Kim Barrett
 Pirate Brewed by Felix Gray ★★★★★

Ask For
All Recipes
At The Bar

NO.1 RATED IN MARCH:
The Corporal



- 1: Retail Area
- 2: Accessible WC
- 3: Side Entrance
- 4: Main Entrance
- 5: Staff/ Delivery Access
- 6: Stairs to First Floor
- 7: Service Store

The POS is faced with Mykons B-glow. It has three taps to serve samples of the beer sold upstairs. This can give inexperienced brewers an idea of what they might want to brew. Recipes for all beers on tap are available as handouts.

GROUND FLOOR: POS

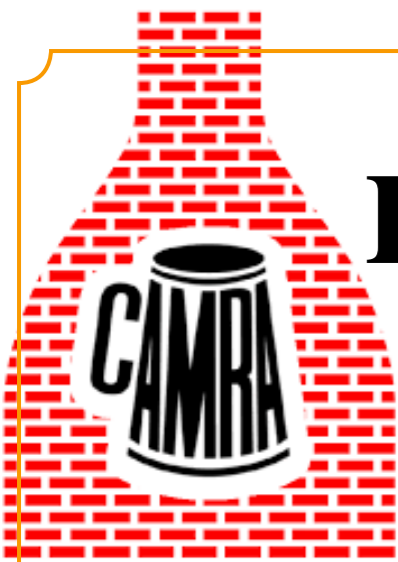
PLAN: Ground Floor @1:50



RENTING Equipment

Research revealed a space issue with home brewing. While equipment is not being used it can take up a lot of space that young adults, especially students, don't have. The ability to rent and return equipment solves this.





Flexability

Stoke-on-Trent holds an annual beer festival. There are many similar events. The unfixed displays and furniture create a flexible space that can be rearranged to accomodate events and form a community hub for beer.

Base Malts

Speciality Grains



Wine Rack

Weston Mill Pottery produce wine rack terracotta blocks. These are used to display and store empty bottles that are for sale. Customers can choose from a variety of bottle that best suit their needs.



GROUND FLOOR: Retail



PLAN: *Basement* @1:50

- 1: Brew Area
- 2: Seating
- 3: Classes
- 4: Ferm. shelving
- 5: Stock room
- 6: Office
- 7: Stairs to Ground Floor
- 8: Staff/ Delivery Entrance

WHY?

The concept of giving customers a place to brew originated from participatory research that showed that young adults in student accommodation are likely to not have an adequate work space for home brewing, even experienced brewers resort to brewing outside in gardens or garages.

Fermenting beer is then left on-site and monitored by staff. Customers can come back to bottle their beverage and hire the staff to do the dirty work. The option to sell beer back is available for brews of sufficient quality, to then be sold upstairs in the tap room and inspire the next generation of brewers.

Classes

The basement features a 'classes' space which hosts experiences once a month which include a crash course in beer and brewing. They are hosted by a staff member. Participants then have free reign over the brew room, overseen and aided by the staff. This provides a quick and easy way to get your first brew done!

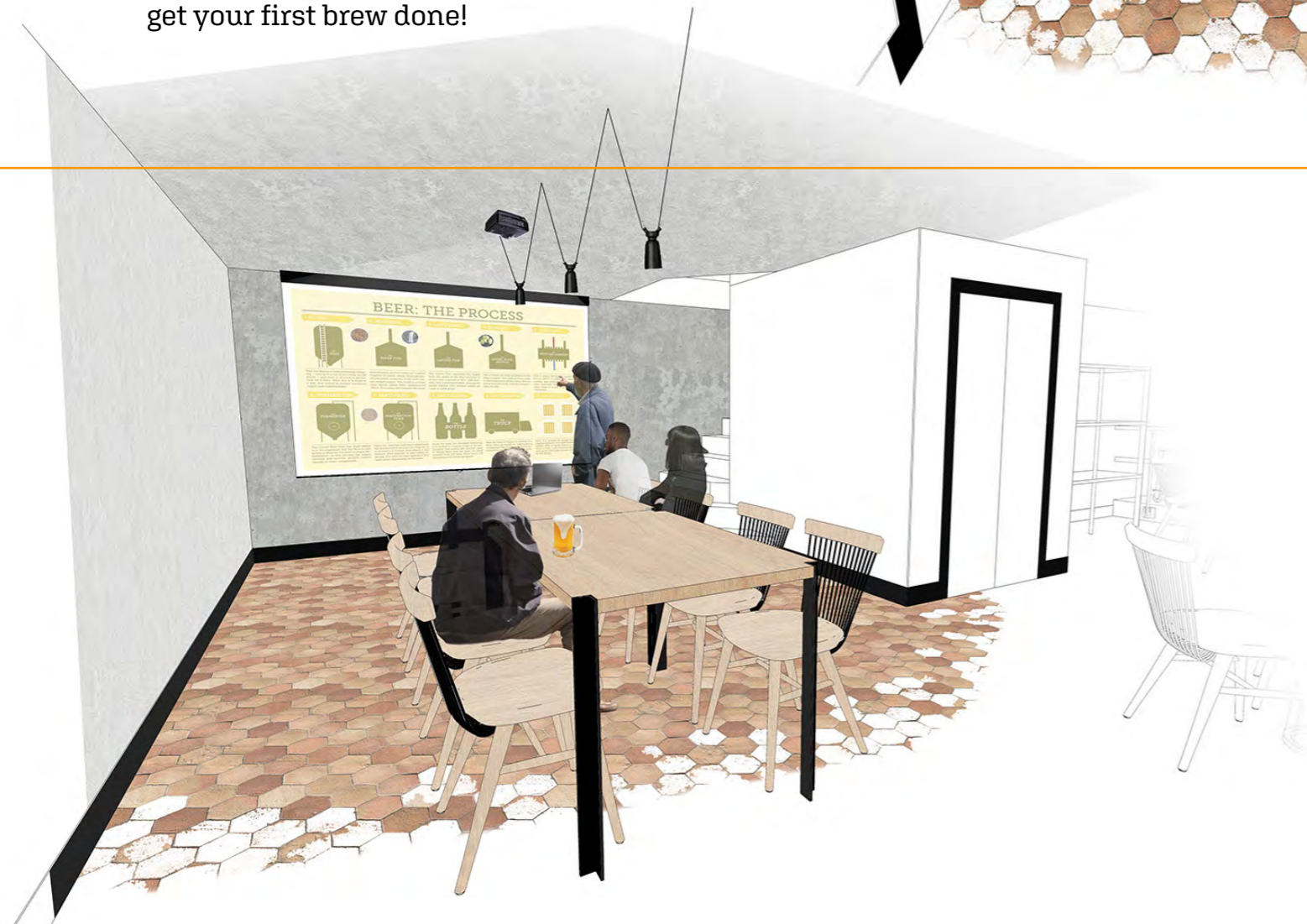


BASEMENT: Brew Room

The Potteries

Home Brew Club

This is a club dedicated to brewing. They like to meet at local brew & tap businesses. The basements flexible seating area and ability to brew on site creates the perfect meeting spot and reinforces the sense of community values of Fermentations. These seasoned brewers are also always happy to help newcomers.



How Has The Proposal Answered The Brief?

Whilst providing a memorable retail experience, this proposal offers a space which can grow into a community hub for brewing in Staffordshire. This has been achieved by exploring issues that dissuade people from home brewing and designing solutions that rise above a generic retail store.

- ◆ Every floor reaches out to the community by supporting local businesses, holding events and creating a space for clubs to meet.
- ◆ The tap room creates a social space, selling beer produced on site, showing people that home brew can be better than big brand alcohol. Inspiring customers and giving them the knowledge to get started.
- ◆ The retail floor offers equipment and ingredients for every level of brewer. It provides an option to rent equipment for people with limited space or who are unsure if they'll enjoy the hobby.
- ◆ The brew room provides adequate space for brewing and the comfort of having an experienced brewer on hand to help. It also gives the opportunity for customer to sell back some of their produce for others to enjoy.
- ◆ The design showcases the quality of the hand crafted, persuading people that these arts should not be forgotten.
- ◆ The space is full of references to what it is all about and what is at the heart of Fermentations.