

ELEVATE

**RUKSHANA BEGUM
INTERIOR DESIGN**



PROJECT BRIEF:

TO CREATE AN INCLUSIVITY HUB FOR UNDER SKILLED MEMBERS OF SOCIETY. CREATING AN ENVIRONMENT THAT FOSTERS THE TRANSFORMATION OF INDIVIDUALS, RAISING SELF-EFFICACY AND AUTONOMY, CULTIVATING A COMMUNITY OF LEARNERS.

CONCEPT:

- CHANGING THE NARRATIVE
- WORK, REST AND PLAY

INSPIRATION:

- THOMAS HEATHERWICK - NEW MAGGIE CENTRE



RESEARCH:

QUESTIONNAIRE

- 58.33% from connection from others
- Half of participants felt a loss in confidence.
- 58.33% of participants states that they would want to feel valued and confident
- Life skills were the most common answer followed by networking spaces and workshops.

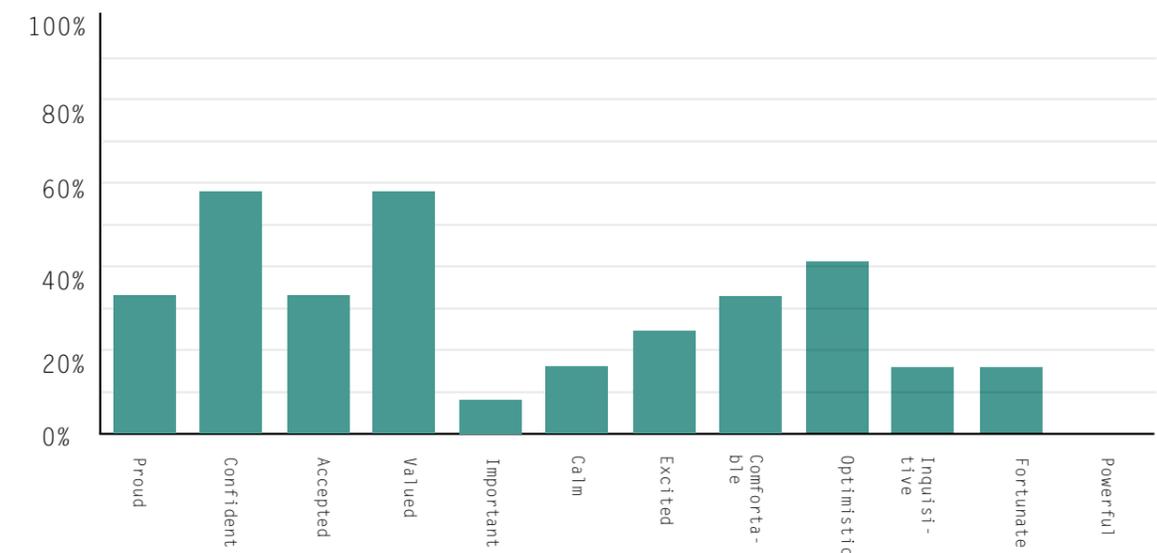
PARTICIPATORY

- In order to be successful individuals, need to feel like they can be successful and in control of their education.
- Both students and staff needs the tools and skills to create a more inclusive classroom.

INTERVIEW

- Critical to tailor the experience to the individual and not provide 1 service for everyone
- Being conscious of the different norms and values an individual have is vital when providing a service or facility.

IF YOU WERE TO WALK INTO A BUILDING DEDICATED TO SKILLS AND EDUCATION FOR ETHNIC MINORITIES HOW WOULD YOU WANT TO FEEL? (MULTIPLE CHOICE MAX 4)



SITE CONTEXT:

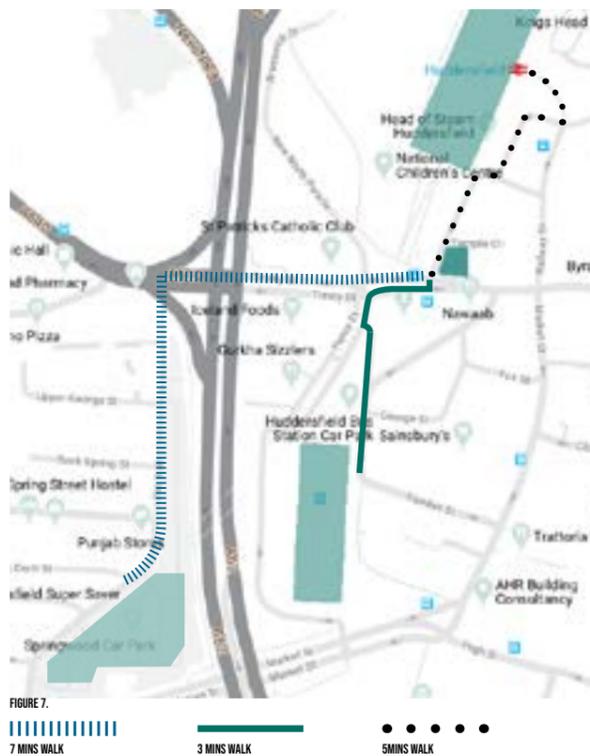
Dating back to the 1800, 44 Westgate has rich history from being an Ironmongers (1881-1924) to a House Furnishers and Fire Place Dealers (1937).

In 2008 the site was constructed until 2012 when it became Department 44 what is it today, a high-end retail store. The use of Yorkshire stone keeps in line with the history of Huddersfield. Now a 5-story tall building with the ground and basement totalling approximately 460m2.



The site is located in an easily accessible area, surrounded by various modes of transport. The prominent ones being the St George's Square trains station a popular well connect station and a Huddersfield Bus Station.

The walk from the station to the site is only a 5-minute walk. Huddersfield bus station is a short a 3-minute walk away, with many connections within Huddersfield but also out of town. If people require a taxi service then a minute walk away is Ex Service Taxis. There are various car parks such as Huddersfield Bus Station Car Park a 3-minute walk away or Springwood Car Park which is a 7-minute walk away.



AUDEINCE:



Laura May, 33

Occupation: CEO

Aspirer - Laura has started a new business in making homemade jewellery, she first started on Etsy but is wanting to venture out and create new connections with like minded people. When not working she likes to have a city break in Manchester with her friends and is conscious of her professional image.



John Smith, 45

Occupation: Businessman

Resigned - John is a successful business man in the food industry, with his own restaurants and like to follow a strict daily routine. As well as being passionate about his job. In his spare, John likes to code, which he self-taught and is eager to teach other people.



Hannah Taylor, 21

Occupation: Student

Explorer - Hannah is a recent graduate from the University Of Huddersfield where she received a BSc Hons in Behavioural Sciences and is wanting help with job hunting and the interview proecss. She enjoys baking in her spare time, meeting new people and is always up for a challenge.



Samuel Harris, 29

Occupation: Staff

Reformer - Samuel is a multi skilled staff member at Elevate, who is experienced in the job hunting process from cv's to interviews, with endless advice and knowledge. He also likes to tutor children in GCSE's. Samuel is very socially aware and is always wanting to help others grow.

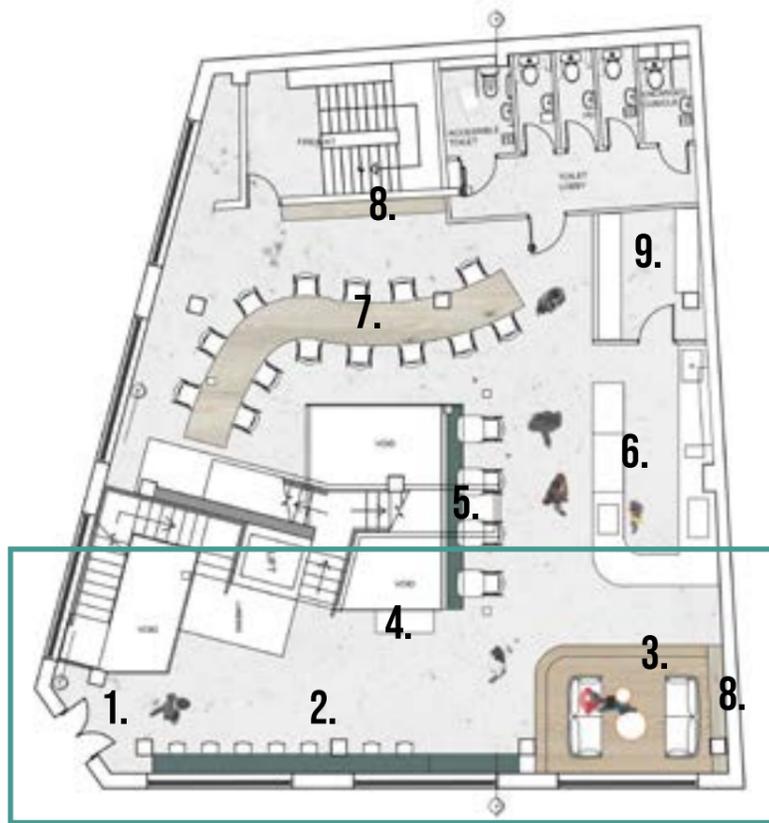
SECTION:



GROUND FLOOR: PAUSE

VOID SPARKING CURIOSITY

BOOK EXCHANGE



- 1. LEVEL ENTRANCE
- 2. HIGH TABLE SEATING
- 3. RAISED SEATING AREA
- 4. CONDIMENT STAND
- 5. BENCH SEATING
- 6. CAFE COUNTER
- 7. COMMUNITY TABLE
- 8. BOOKSHELF
- 9. STOREROOM



SUBTLE WAYFINDING

SIGN NOT WHAT IT SEEMS

CAFE EASES INTO THE SPACE

GROUND FLOOR: PAUSE

POTENTIAL FOR WORKSHOPS

SEATING ARE GROUPED NOT SEPARATED



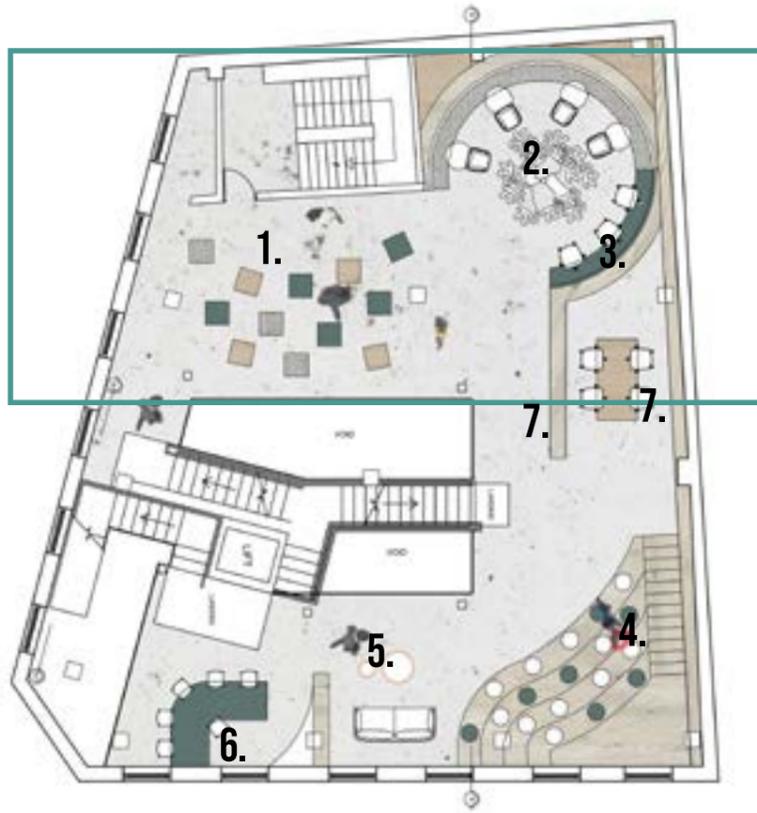
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ORGANIC, FLOWING FORM

TABLE PROVIDING A SENSE OF COMMUNITY

1ST FLOOR: **ATTAIN**



- 1. MINI SHOWCASE
- 2. MULTI SEATING CIRCLE
- 3. CONCEALED WORK SPACE
- 4. STEPPED SEATING
- 5. RELAXED SEATING AREA
- 6. HIGH TABLE
- 7. BOOKSHELF

DOUBLE HEIGHT SPACE ADDS A SENSE OF AWE

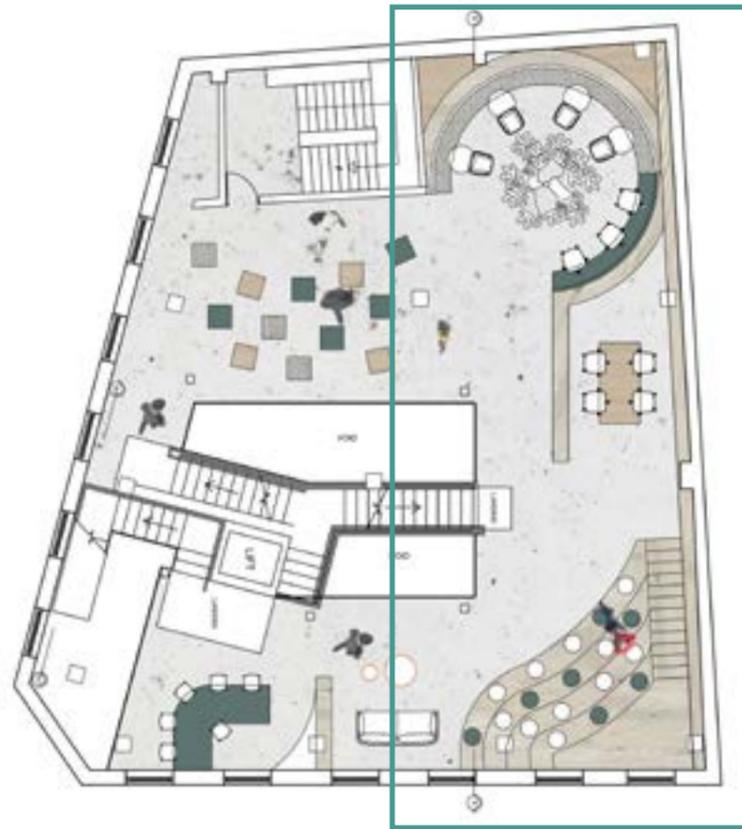
INSPIRED BY A LIBRARY



MINI SHOWCASE, BREAK DOWN BARRIERS AND ALLOWS CHANGING OF NARRATIVE

OPENNESS PROVIDES A SENSE OF TRANSPARENCY

1ST FLOOR: ATTAIN

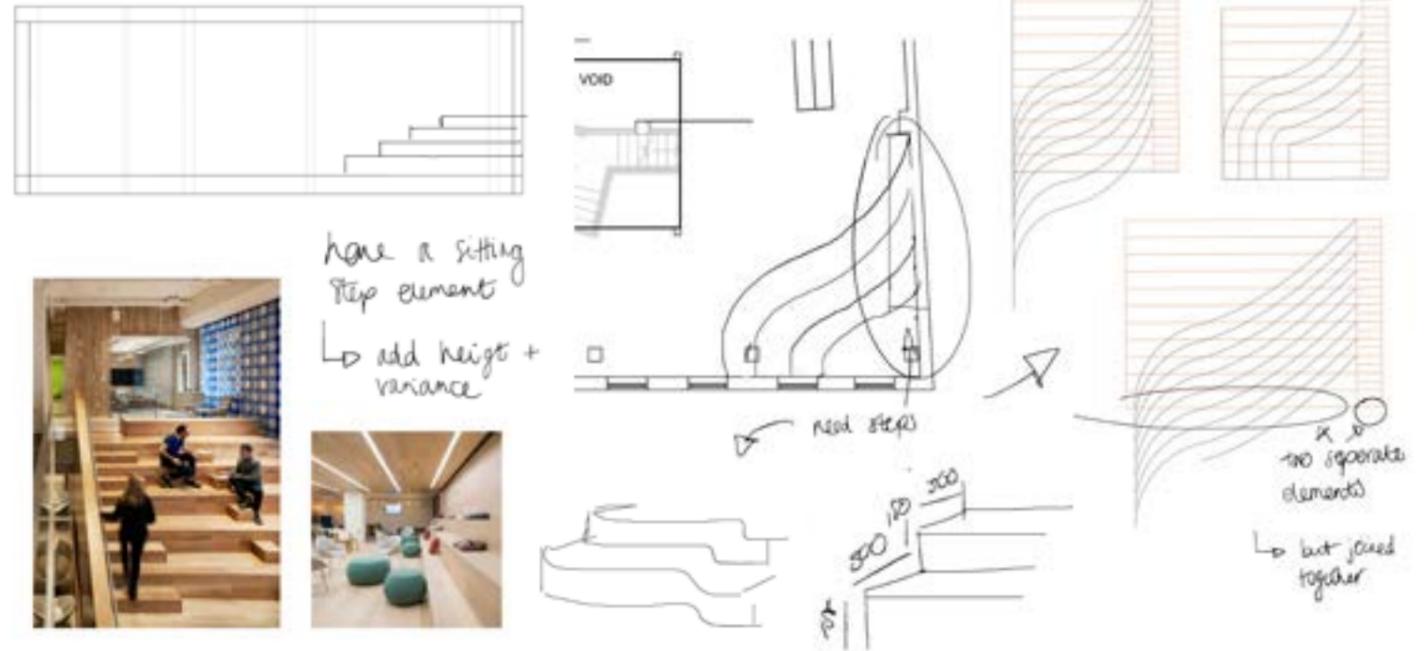


DIFFERENT TYPES OF SEATING AREAS

NOT TIED DOWN, FREEDOM TO MOVE ALLOWING COMFORT

VARIOUS ACTIVITIES CAN HAPPEN: WORKSHOPS, TUTORING ETC. DEPENDING ON THE INDIVIDUAL

DEVELOPMENT PROCESS



SITTING STARS, INSPIRED BY THE SENSE OF PROGRESSING HIGHER

ORGANIC FORMS, TO SUIT THE EVER CHANGING ENVIRONMENT



1ST FLOOR: ATTAIN



NOT JUST BOOKS BUT ALSO RESOURCES

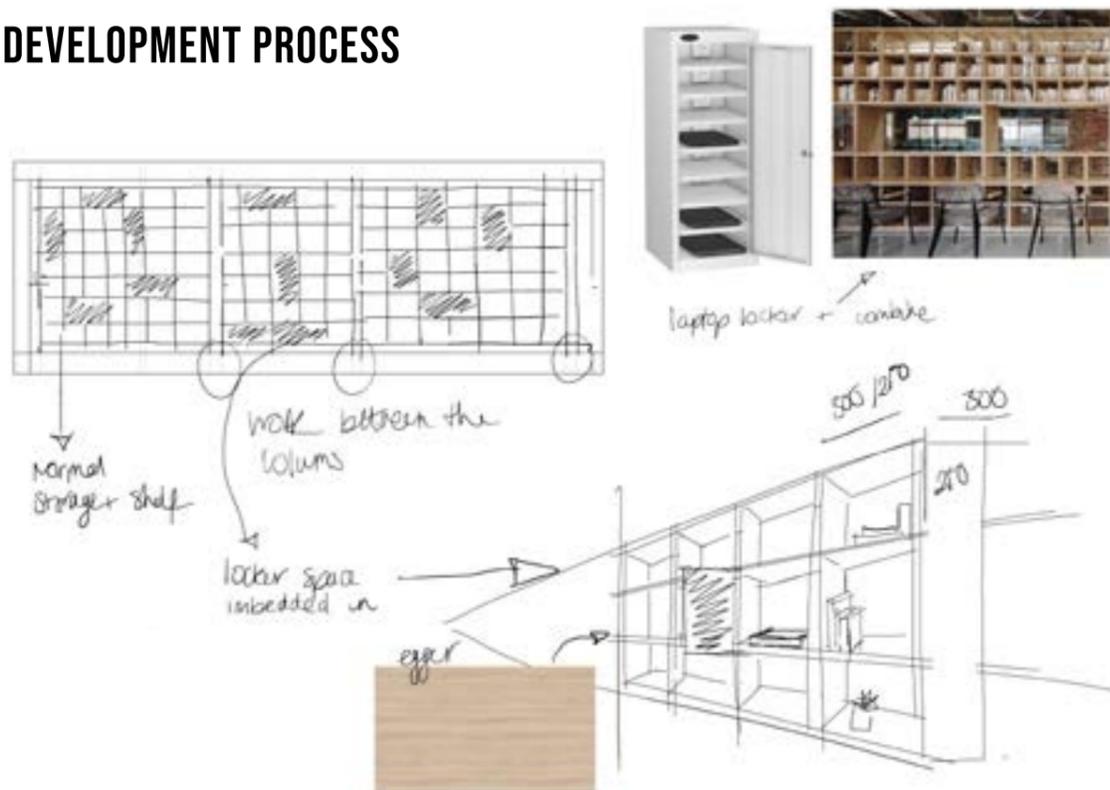
ALSO A LOCKER AND STORAGE SYSTEM,
ALLOWING FLEXIBILITY AND A SENSE OF
BELONGING

REPEATED THROUGHOUT THE
BUILDING

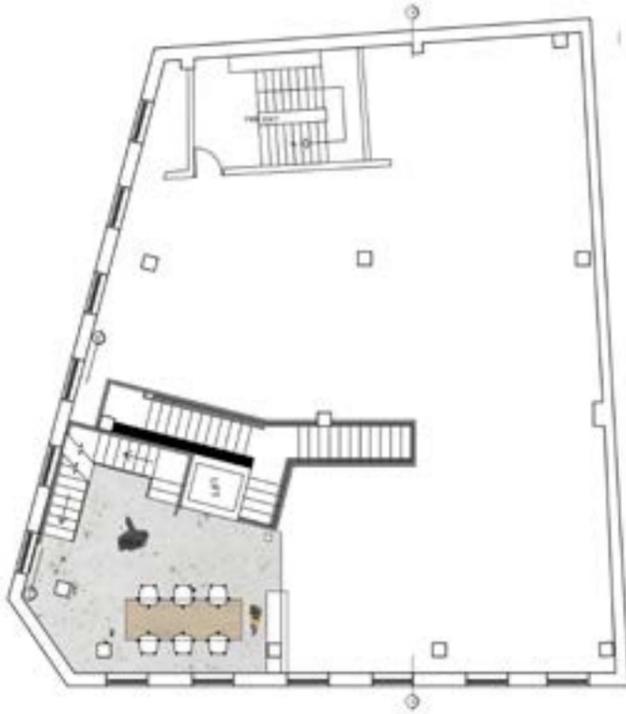


SHELVING SYSTEM LIKE A BOOKCASE

DEVELOPMENT PROCESS



MEZZANINE: **ATTAIN**



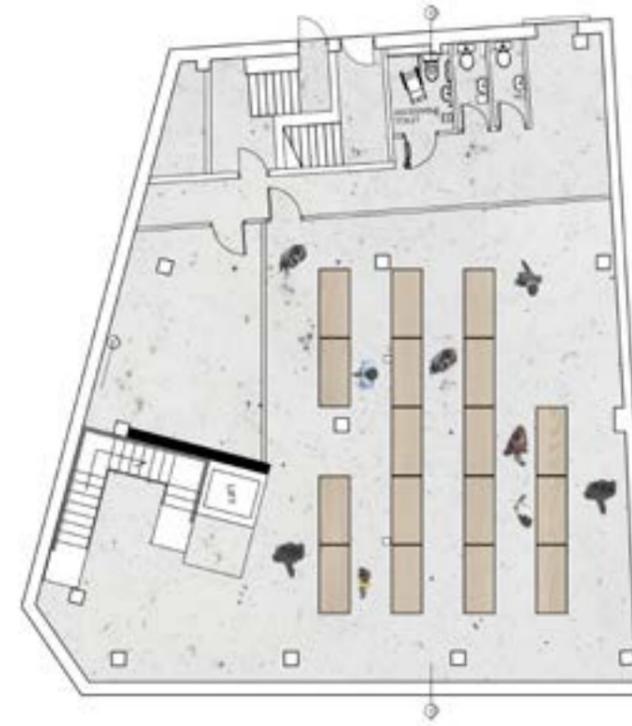
AREAS OF QUITE BUT NOT BOXED IN

SPACES FOR WORKSHOPS AND INDIVIDUAL HELP

OWNERSHIPS, THE CHANCE TO HOSTS WORKSHOPS



BASEMENT: **SHOWCASE**



POP UP MARKET

A SPACE TO SHOWCASE TALENT AND CONNECT WITH OTHERS, FACE TO FACE

MOMENTS OF WONDER



NIGHT & DAY:

FOCUS:

DAY:

ATTAIN - CV HELP
INTERVIEW SUPPORT
TUTORTING
PAUSE - GATHERING
SHOWCASE - MARKET

NIGHT:

ATTAIN - WORKSHOPS
BOOK CLUB
SPOKEN WORD ETC.
PAUSE - MASTERCLASSES
NETWORKING
SHOWCASE - WORKSHPS



SAMPLE BOARD:



HOW HAS THE BRIEF BEEN ANSWERED:

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- **BREAKING DOWN BARRIERS AND CHANGEING NARRATIVE THROUGH SHOWCASING**
- **WORKSHOPS PROVIDING SOFT SKILLS & CONFIDENCE**
- **AREAS FOSTERNG A SENSE OF COMMUNITY**

SUCCESS OF THE DESIGN:

- **A SPACE THAT CREATES MOMENTS OF WONDER AND CURIOSITY**
- **FREEDOM OF MOVEMENT PROVIDING AUTONOMY AND OWNERSHIP**

ELEVATE

**THANK YOU FOR VIEWING MY PROJECT, IF YOU'D LIKE TO SEE
MORE ABOUT ELEVATE, SUCH AS THE TECHNICAL PACKAGE
THEN CHECK OUT MY WEBSITE -
[HTTPS://RUKSHANABEGUM.WIXSITE.COM/DESIGNBYBEGUM](https://rukshanabegum.wixsite.com/designbybegum)
WHERE YOU CAN ALSO VIEW MY PORTFOLIO AND DOWNLOAD
MY CV.**