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Level 3 Design and Visual Communication 2024

91627 Initiate design ideas through exploration

Merit

TOTAL 05

OBSERVATIONAL SKETCHES

I have been inspired by the
natural angles & curves and
organic lines formed from sea
creatures and objects

symmetrical fan-shaped object

triangular forms

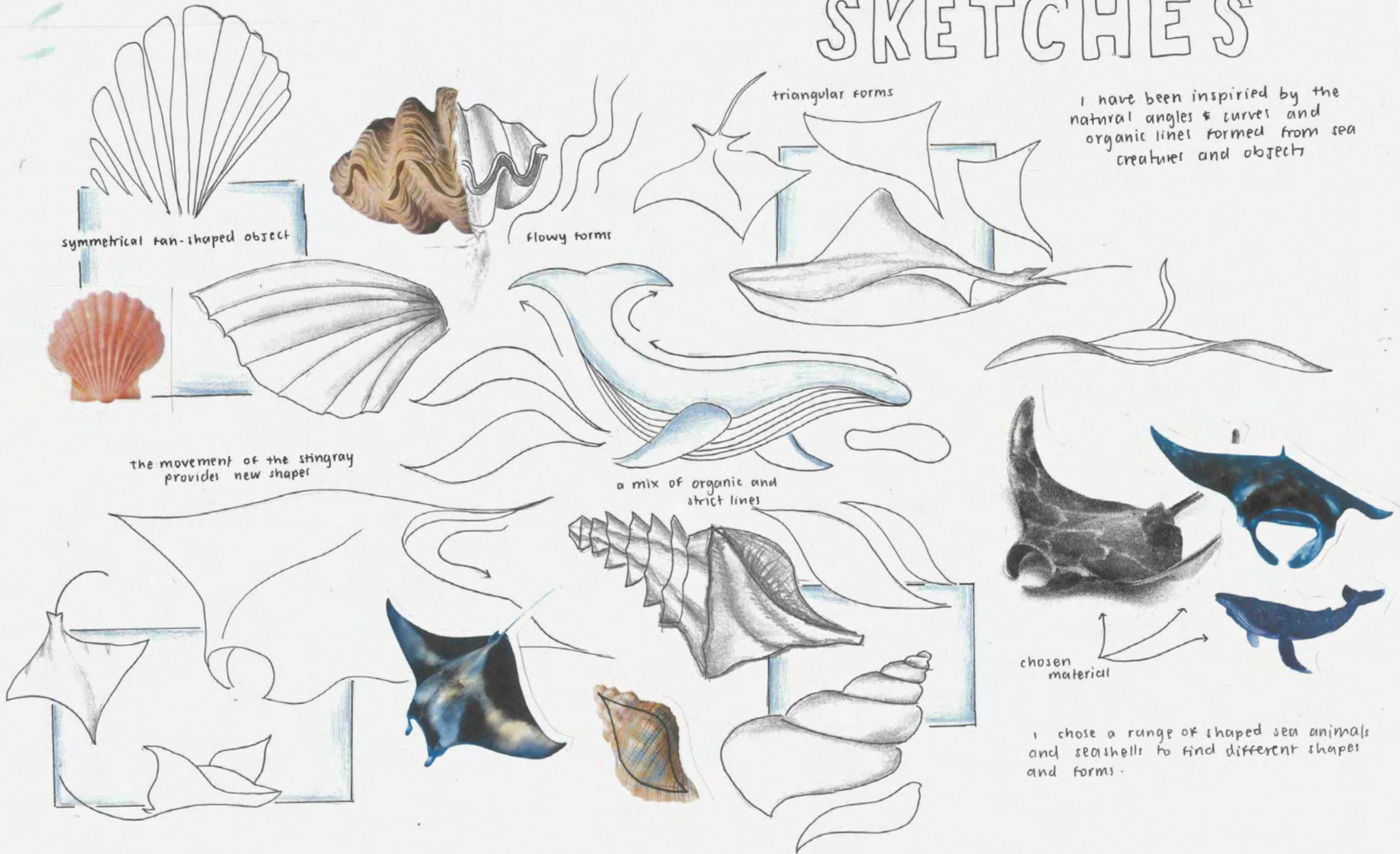
flowy forms

the movement of the stingray
provides new shapes

a mix of organic and
strict lines

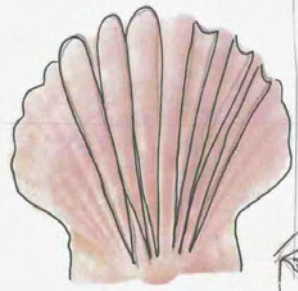
chosen
material

I chose a range of shaped sea animals
and seashells to find different shapes
and forms.

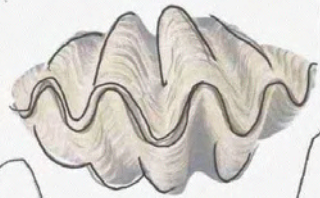


IDEATION - exploring shapes of sea creatures and objects

SOURCE MATERIAL



a mix of soft and hard forms

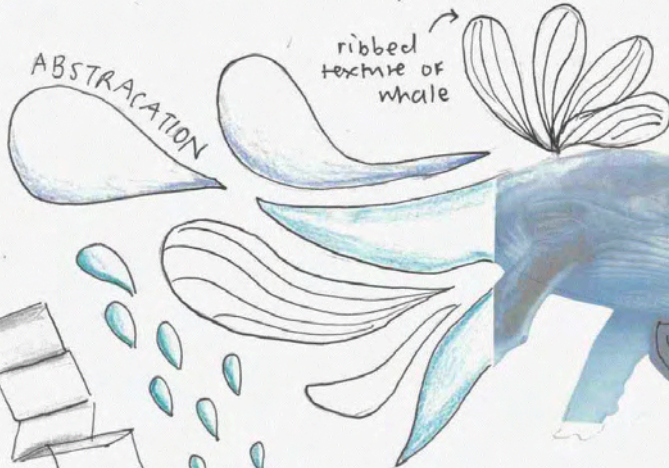


long organically shaped lines

ROTATION

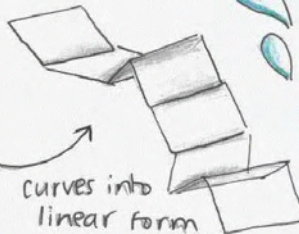


ABSTRACTION



ribbed texture of whale

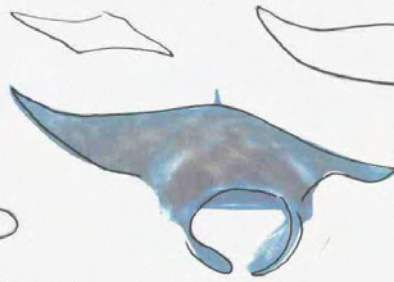
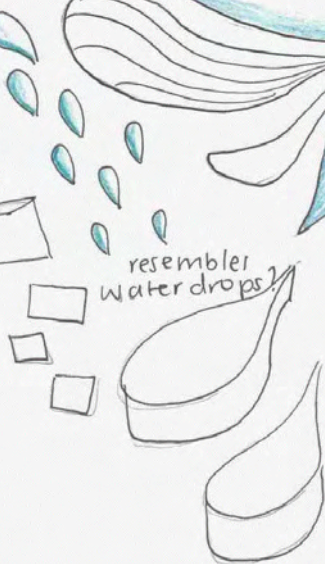
curves into linear form



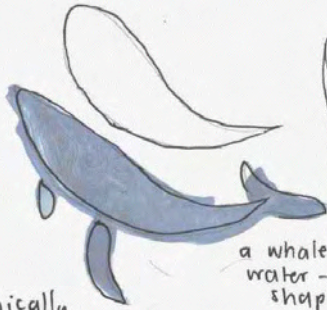
ENLARGEMENT



resembles water drops?



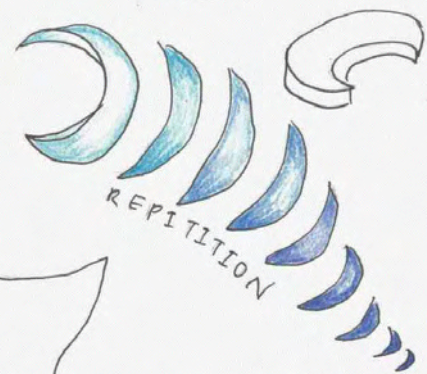
a whale brings water-drop like shapes



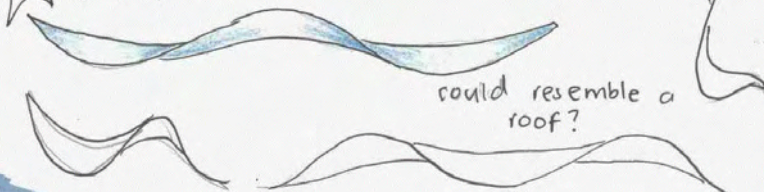
DE CONSTRUCT



REPETITION



could resemble a roof?

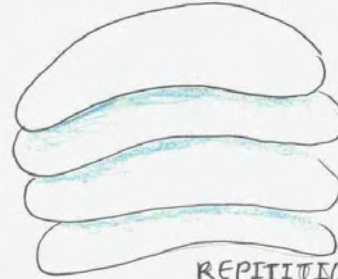


shapes from the shells



DE CONSTRUCTION

REPETITION



SEA SHAPES
IDEATION

FURTHER EXPLORATION



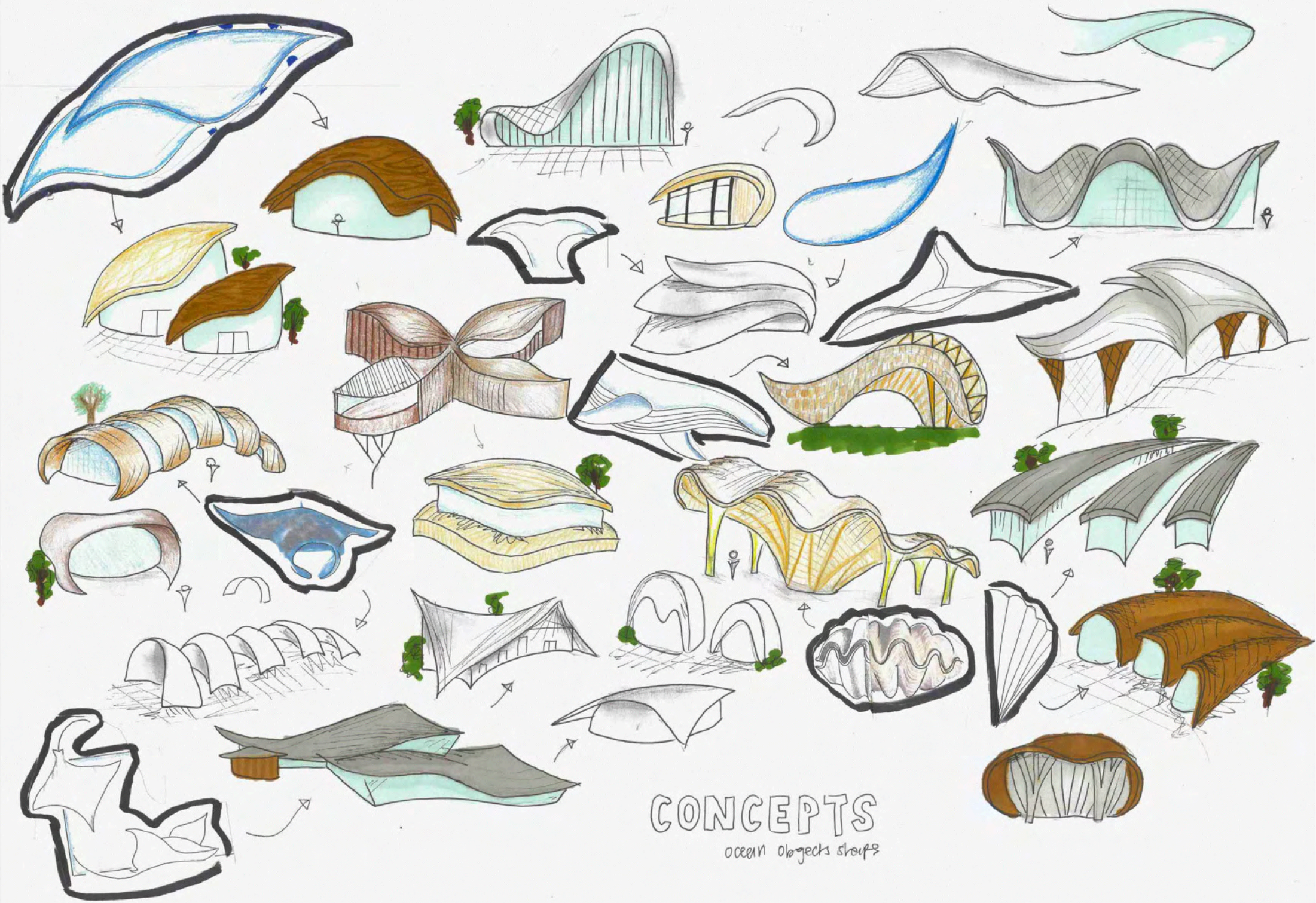






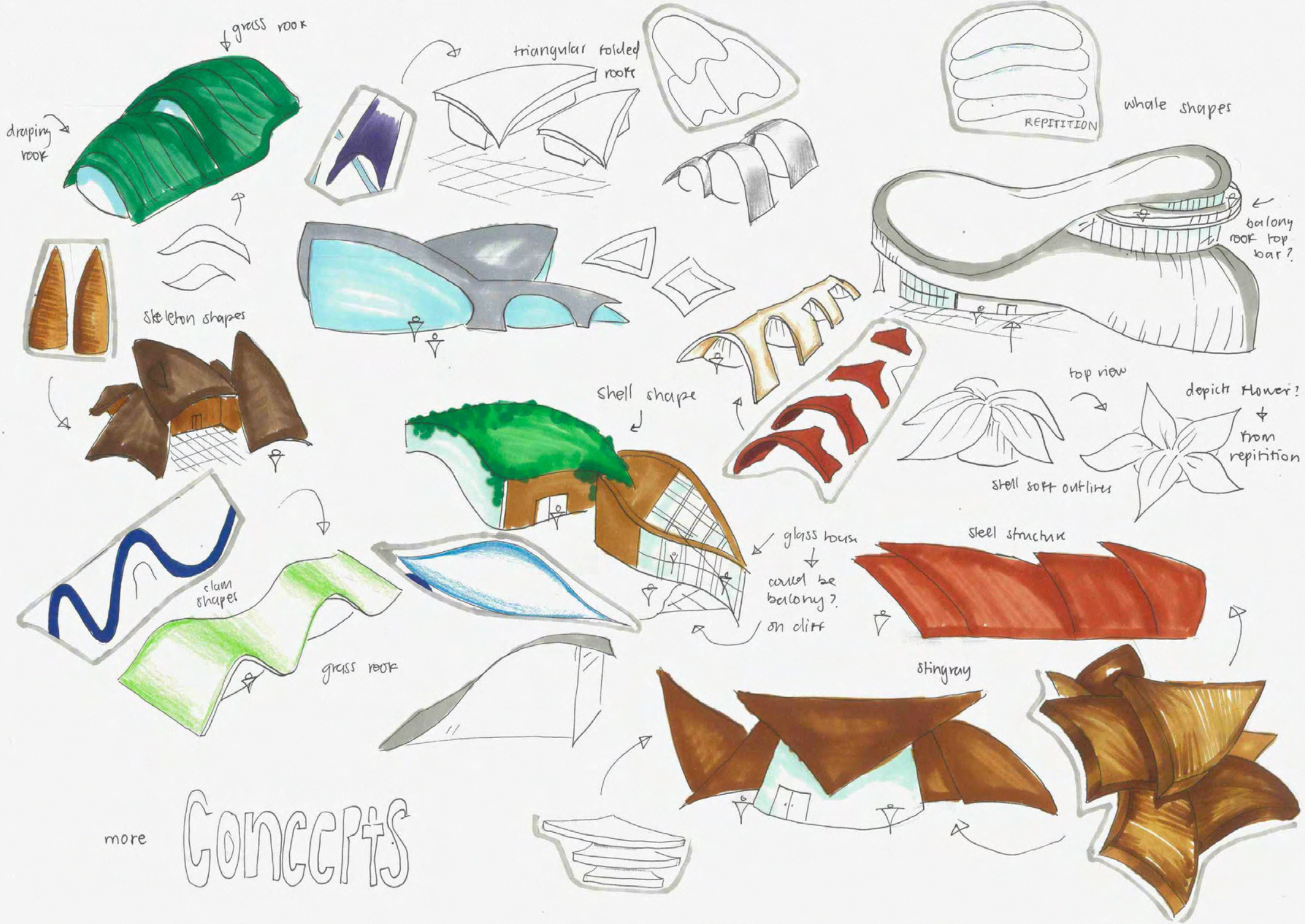
EXPLORING SKELETONS and BONE





CONCEPTS

ocean objects shops



Concepts

Situation

In recent times, cities have started to lose their shine, with wasted space and loss of public entertainment. In this case, Wynyard Quarter has become less compatible for the public's wants and needs. I want to revitalise the underused parts of the city and develop them to improve city's state. Wynyard quarter is under the process of being developed for the public and I am going to contribute to that. My goal is to create a dynamic venue that attracts people for both daytime activities and evening entertainment. I want to cater to the needs of workers, locals and visitors alike.

Community Engagement

Establishing an environment that promotes events and community engagement

Rejuvenation

To bring Wynyard Quarter back to life while making it a popular destination

Versatility

To provide a range of areas and facilities for a range of uses, including nightlife and business lunches

Brief

To design an event centre for Wynyard quarter. This building must include

- a theatre
- a restaurant
- outdoor bar
- storage and back of house
- typical amenities

REQUIREMENTS

Theatre

- A 500-700 seat modern theatre, that is well-equipped
- Able to accommodate a variety of events
- high quality sound, lighting and staging equipment
- Back stage, storage, dressing rooms etc



Eateries

- a restaurant that caters for both brunch and dinner
- a large number of seating
- a well-equipped kitchen and employee space

Bar

- an outdoor bar with waterfront views
- live music and entertainment

Bathrooms

- a suitable amount of public restrooms
- accessible



Foyer

- a grand foyer on entry



Event Centre

Flow of interior to exterior

considering foot traffic
↳ how can my building attract people?

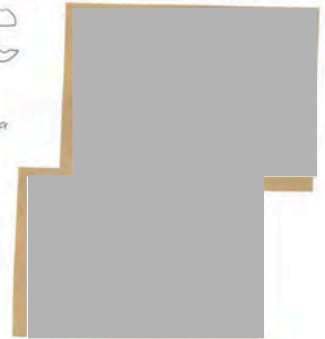
Accessibility
↳ Access both within my building and around

IMPORTANT
THINGS TO CONSIDER

sizing and height
↳ must be appropriate for site and customer use

flow between spaces

I want my space to add a new touch to Wynyard Quarter and elevate the waterfront



RESEARCH: Viaduct Event Centre

INTERIOR

POSITIVE

- 7 rooms for events
- large and small spaces
- multiple levels

NEGATIVE

- no designated restaurants
- only used for events
- no outdoor space

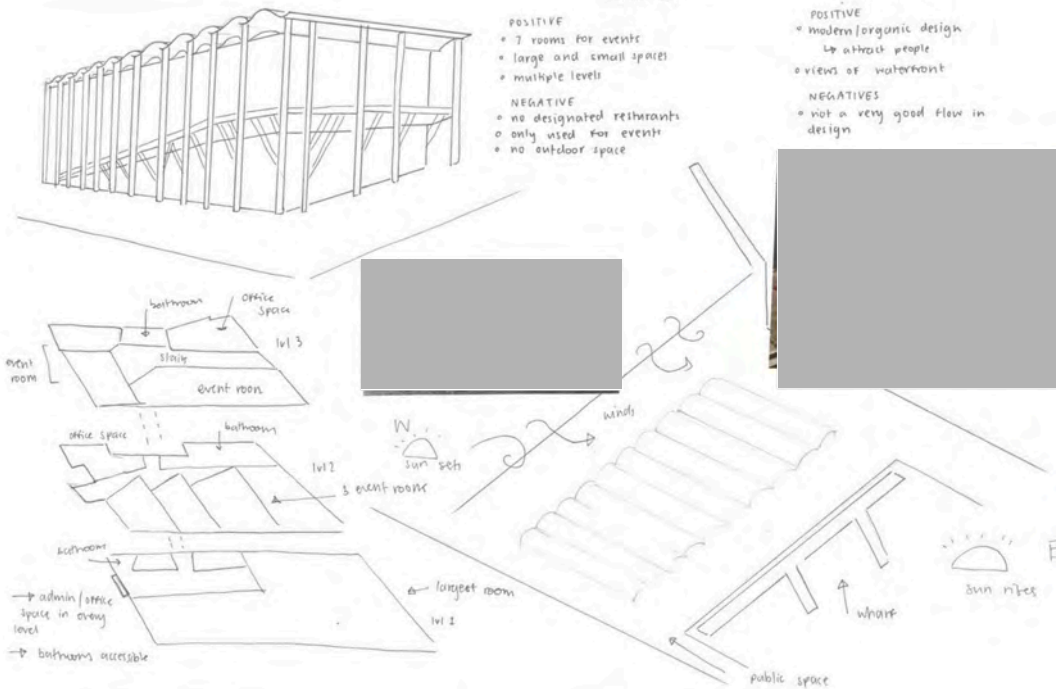
EXTERIOR

POSITIVE

- modern/organic design
- ↳ attract people
- views of waterfront

NEGATIVES

- not a very good flow in design



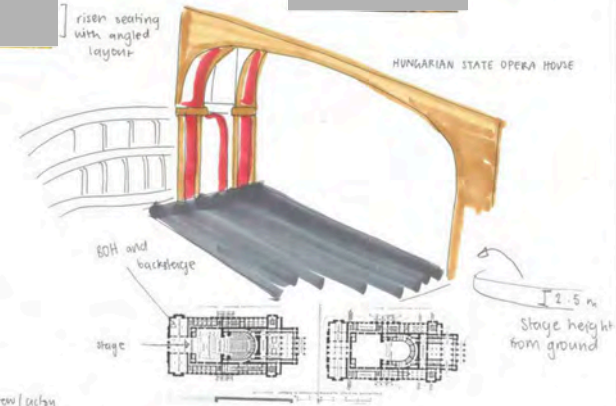
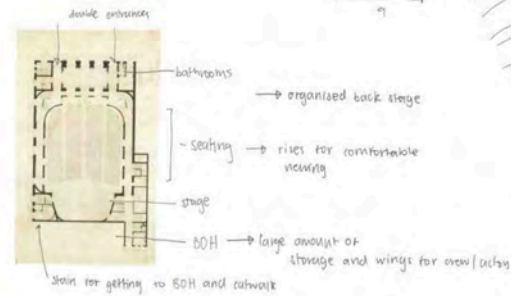
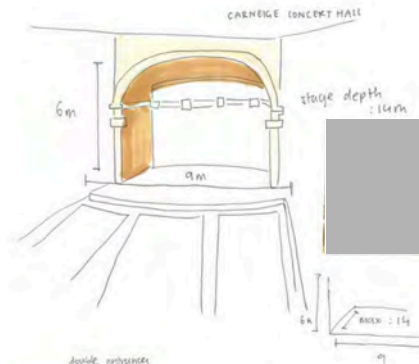
RESEARCH: Theatre's

POSITIVES

- decorative interiors
- large amount of seating
- organised backstage / BOH

NEGATIVES

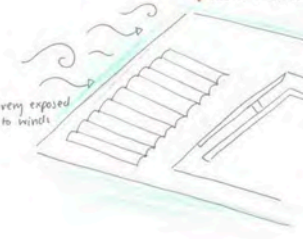
- very large seating
- not ideal for an event centre





Site 1

- PROS
 - near waterfront restaurants
 - lots of available space
 - lovely view
 - close to local hotels and amenities
 - natural cooling from ocean
- CONS
 - potential sun glazing if not properly covered
 - not much parking
- This building is facing NW, which will allow the site to utilise a large amount of sunlight in the day
- evening conditions will be very pleasant
- can minimise low morning sun glare



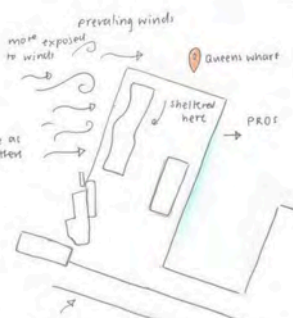
Site 2

- PROS
 - lovely views
 - lots of space
 - natural light
 - close to many restaurants
- CONS
 - could get very windy
 - risk of flooding
 - empty wharfs make site less attractive
- facing North East
- warm gentle morning sunlight
- lots of natural light
- reduced afternoon heat



Possible sites

→ site analysis research



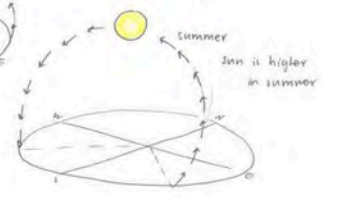
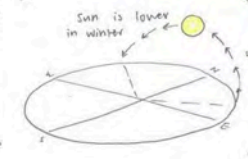
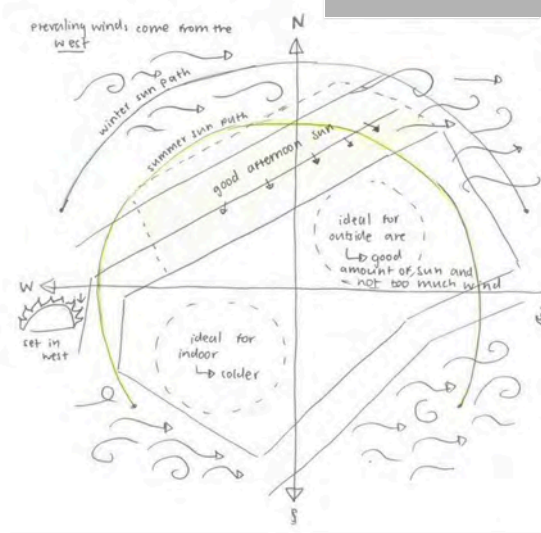
Site 3

- PROS
 - foot traffic
 - very terminal will make site more accessible
 - nearby popular attractions
 - large space
- CONS
 - wind exposure
 - congestion and traffic
 - lots of construction near
- prevailing winds come from W → E
- set in W
- rises in E
- Queen's wharf
- captain cook wharf

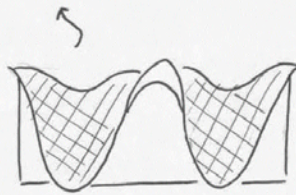
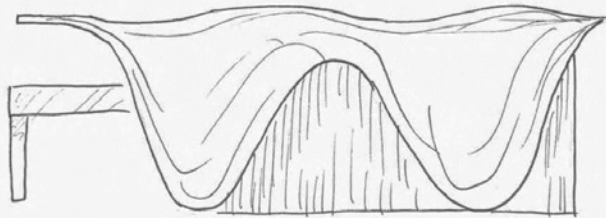
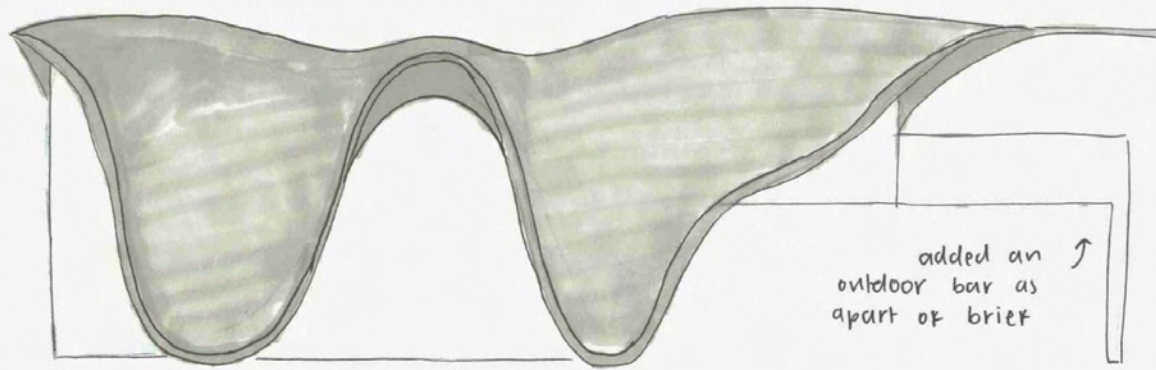


Final Site

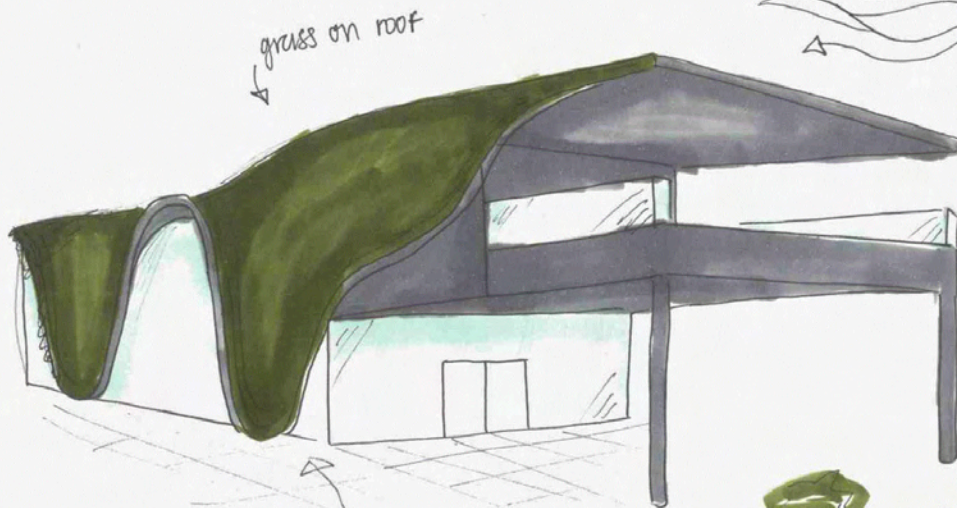
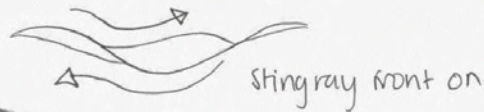
- waterfront
- nearby waterfront restaurant
- Apartments and hotels



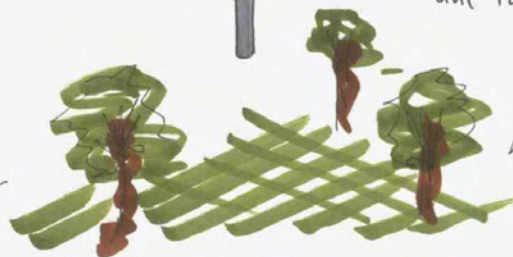
Concept 1



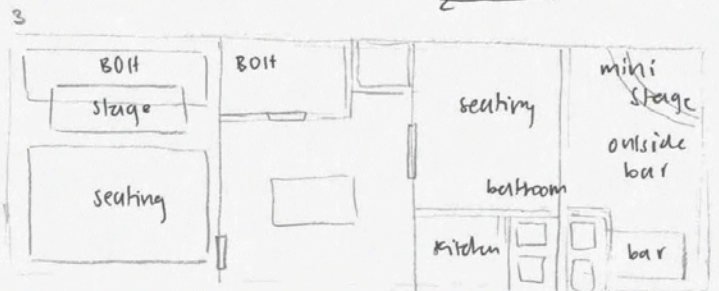
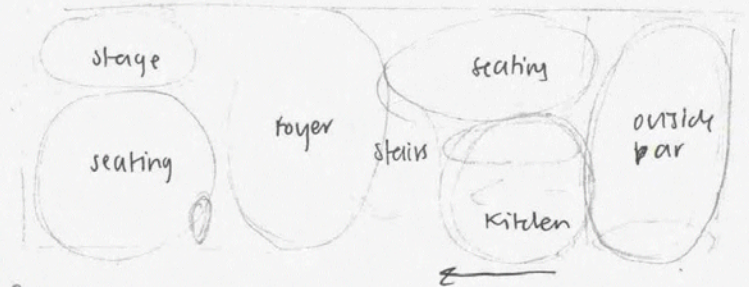
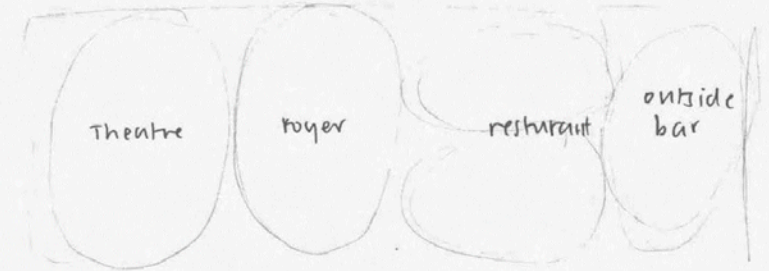
inspiration
Taken from shape
and curves of stingray
and whale



incorporated into
design



floor plan development



① floor plan

- theatre needs large amount of space
- outdoor bar should be on the right side due to sun

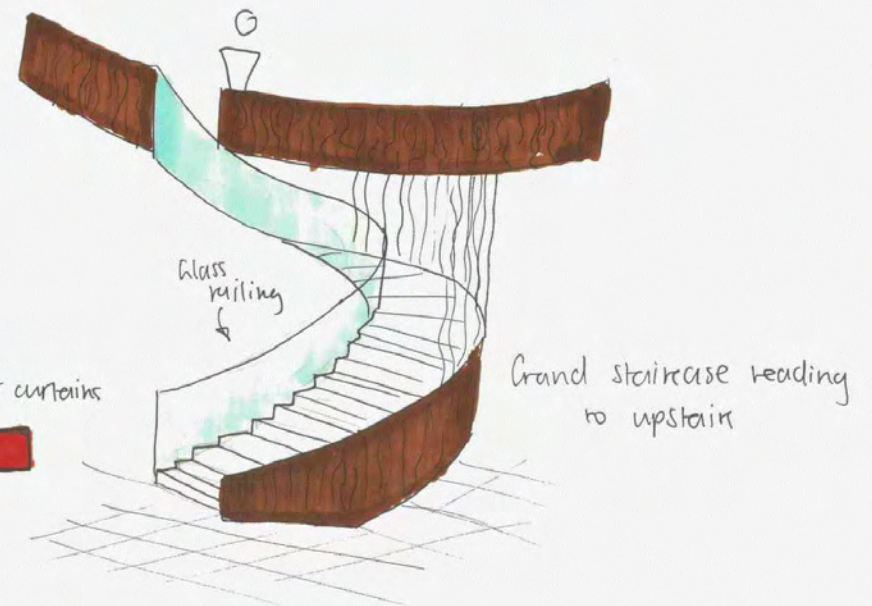
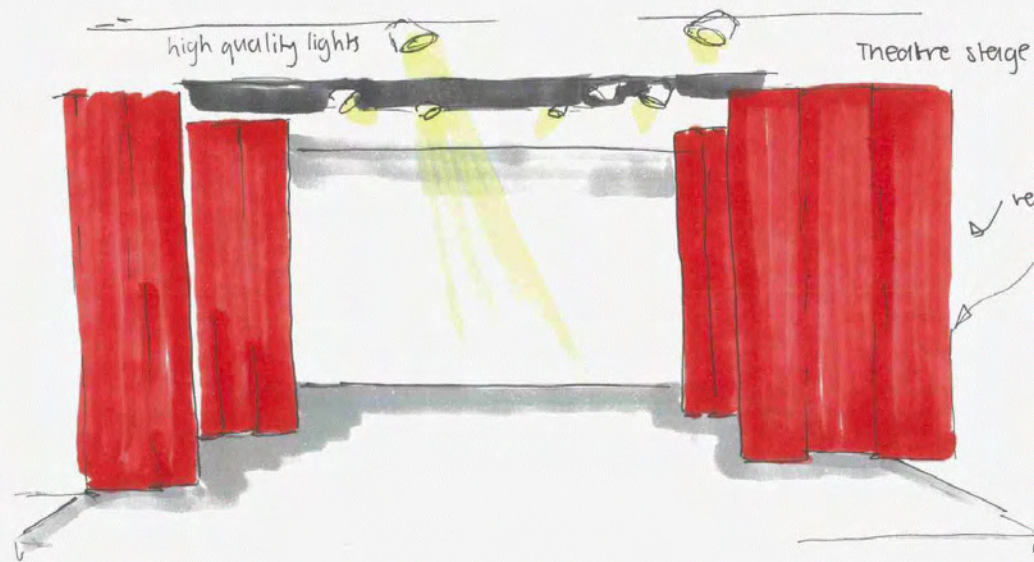
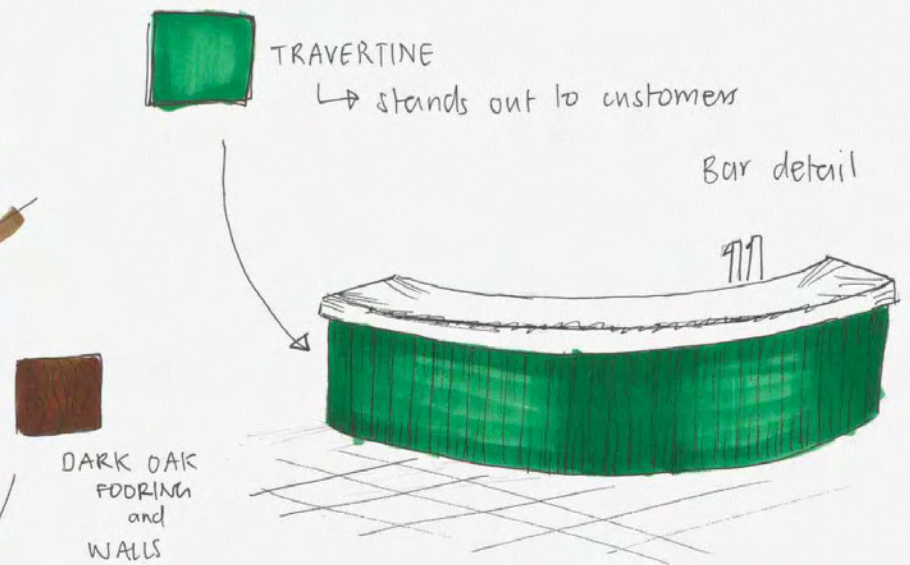
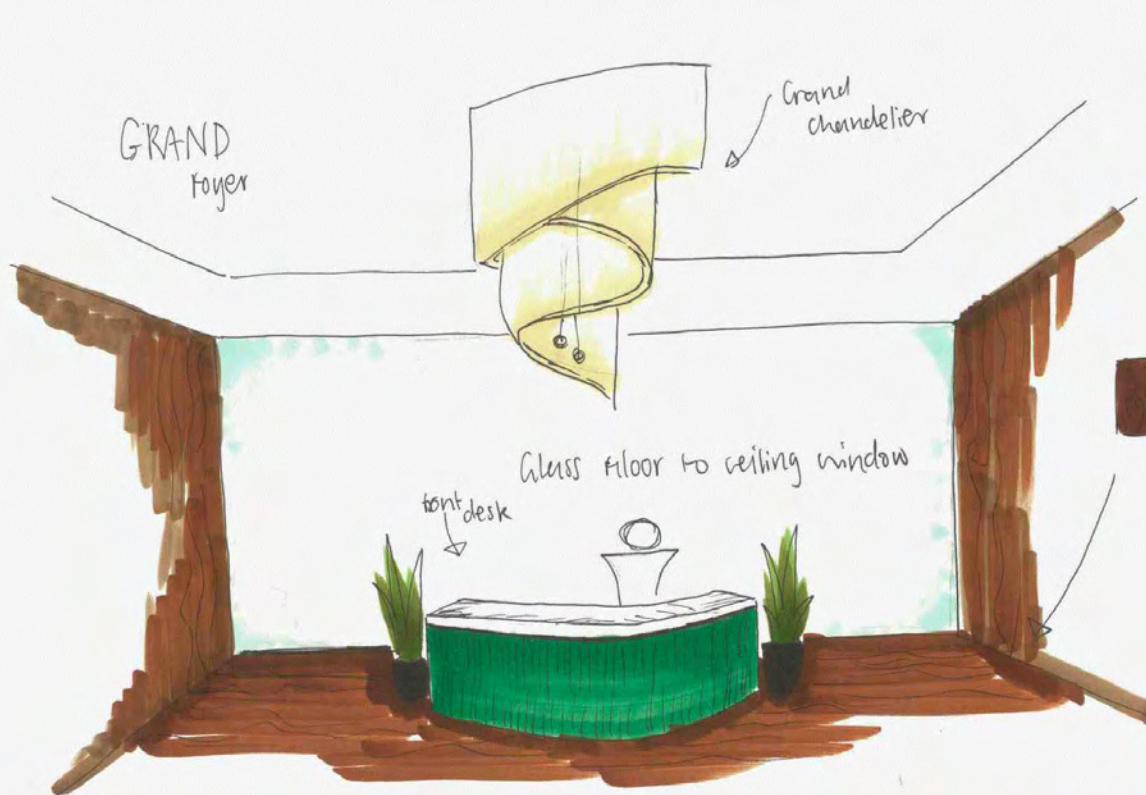
②

- entrance can be under the bar
- main stairs leading to restaurant etc

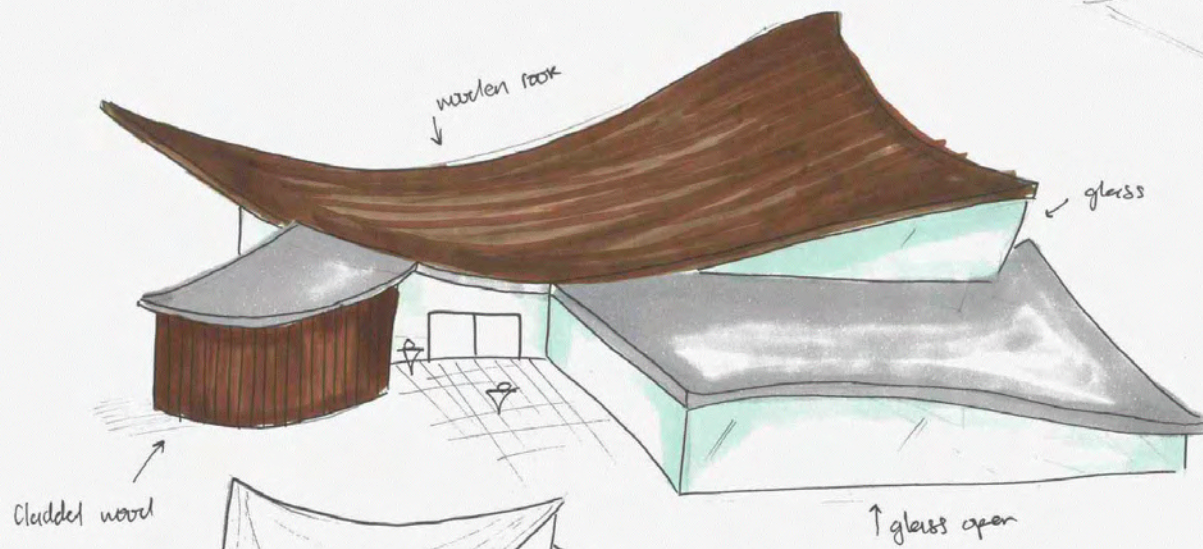
③

- outside entertainment in the bar
- more consideration to BOH.

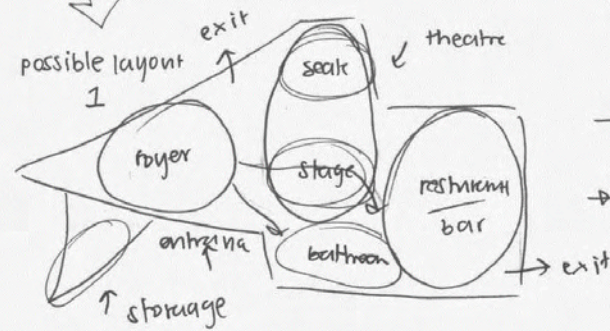
Interior Concepts 1



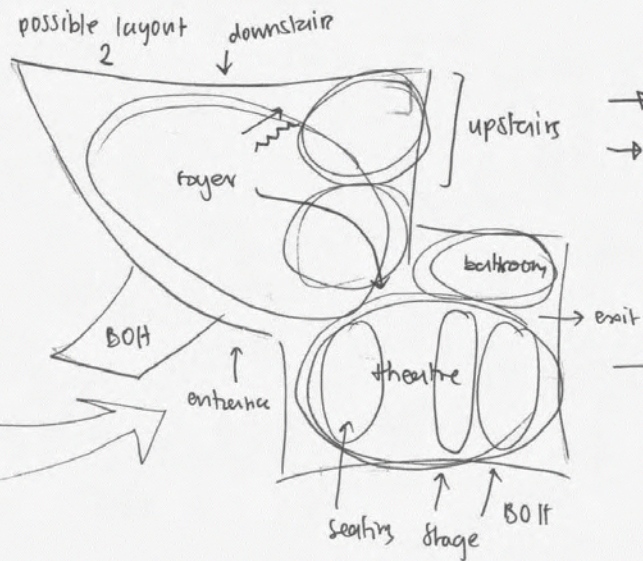
Concept 2



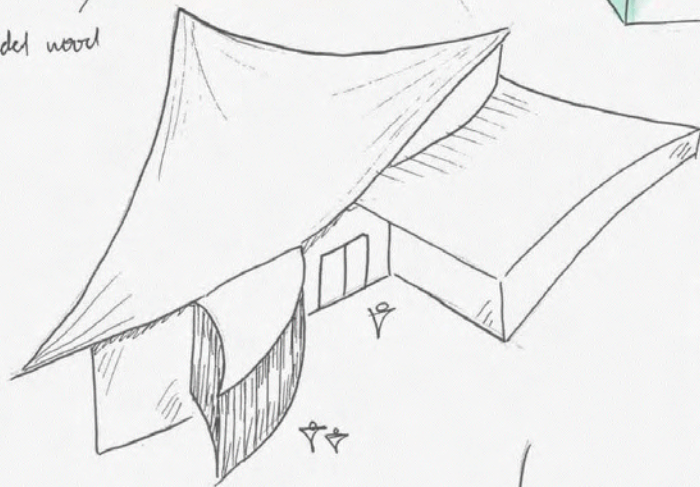
2 Floor plan concepts

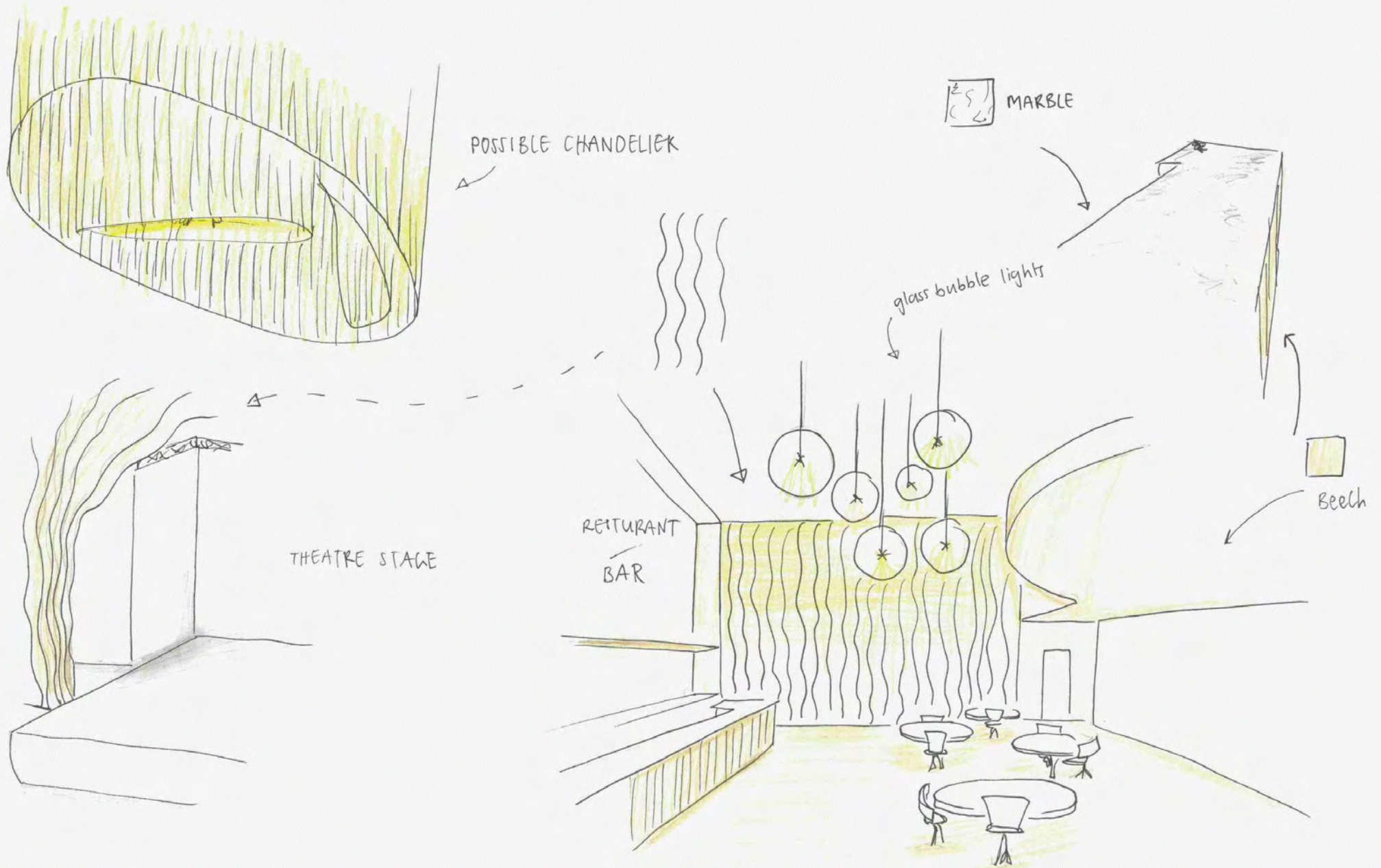


- organised layout
↳ good flow
- theatre largest area → meaning can allow more seating

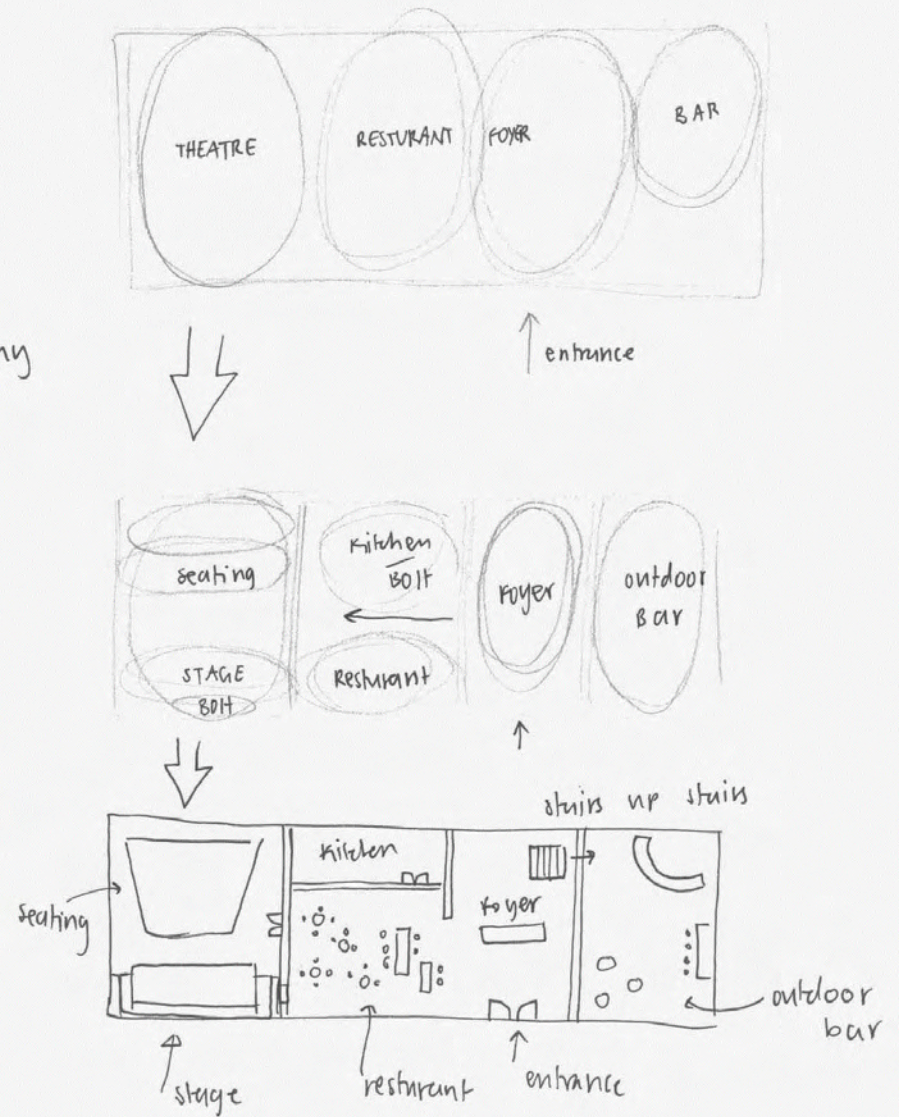
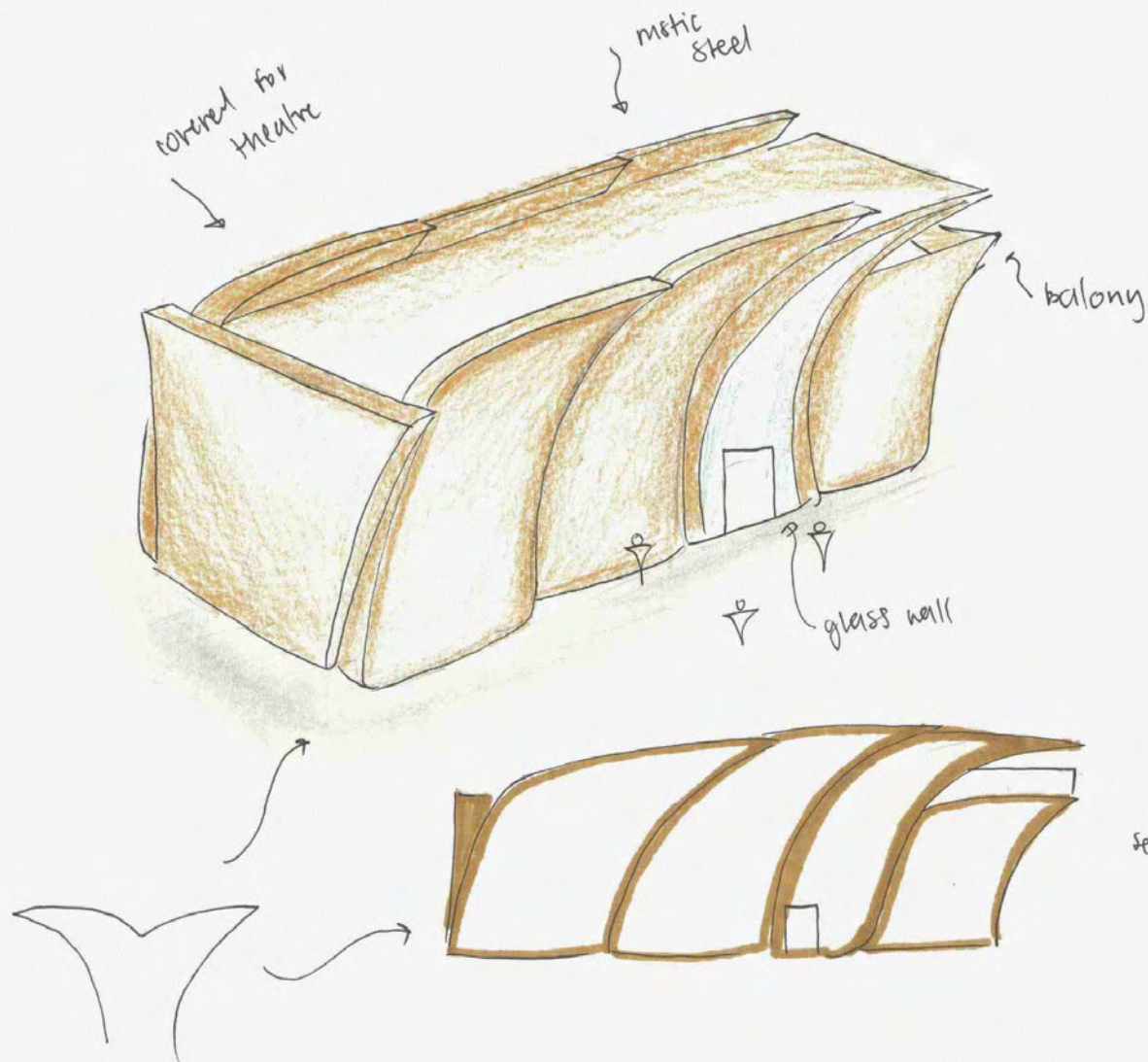


- larger foyer
- upstairs for bar / restaurant
↳ can incorporate outdoor balcony for bar
- lower roof
- smaller theatre but larger in width





Interior Concept 2



Concept 3

Regeneration of my chosen design

I want to add more texture to my design → I will develop the texture of sea animals into my design

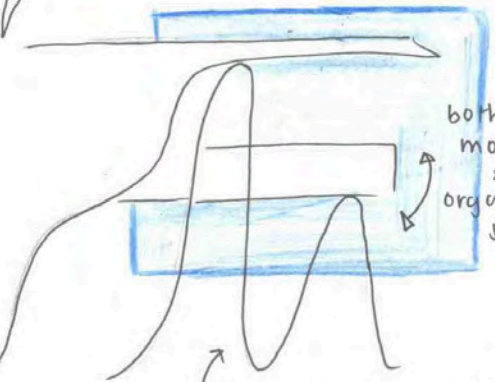
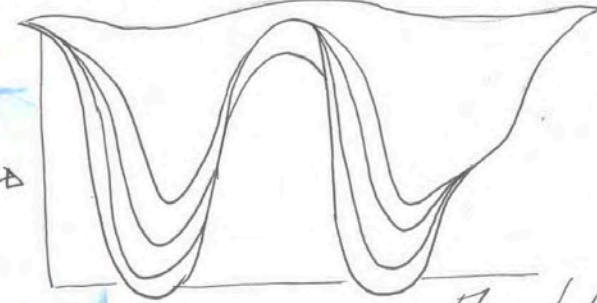
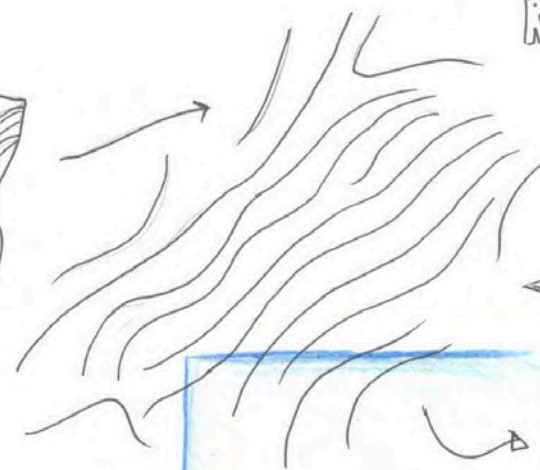
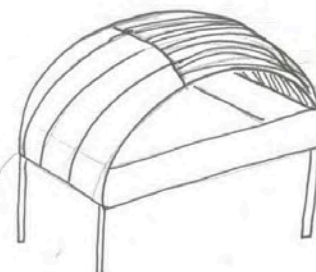
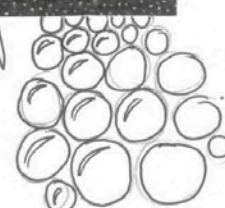
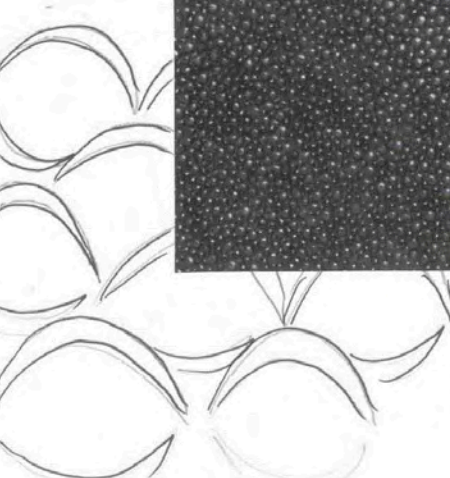
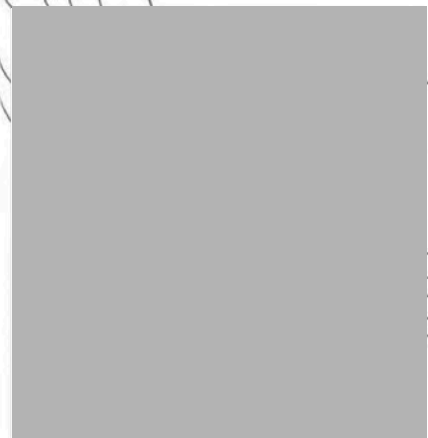
ribbed
whale skin

both
modern
&
organic
shapes

This adds better blend
with the square balcony

Support
beams?

stingray skin
texture



REGENERATION

Traditional theatre interior

I have chosen to regenerate shapes from the interiors of grand theatres. I will incorporate these shapes from classic design into my modern event center.

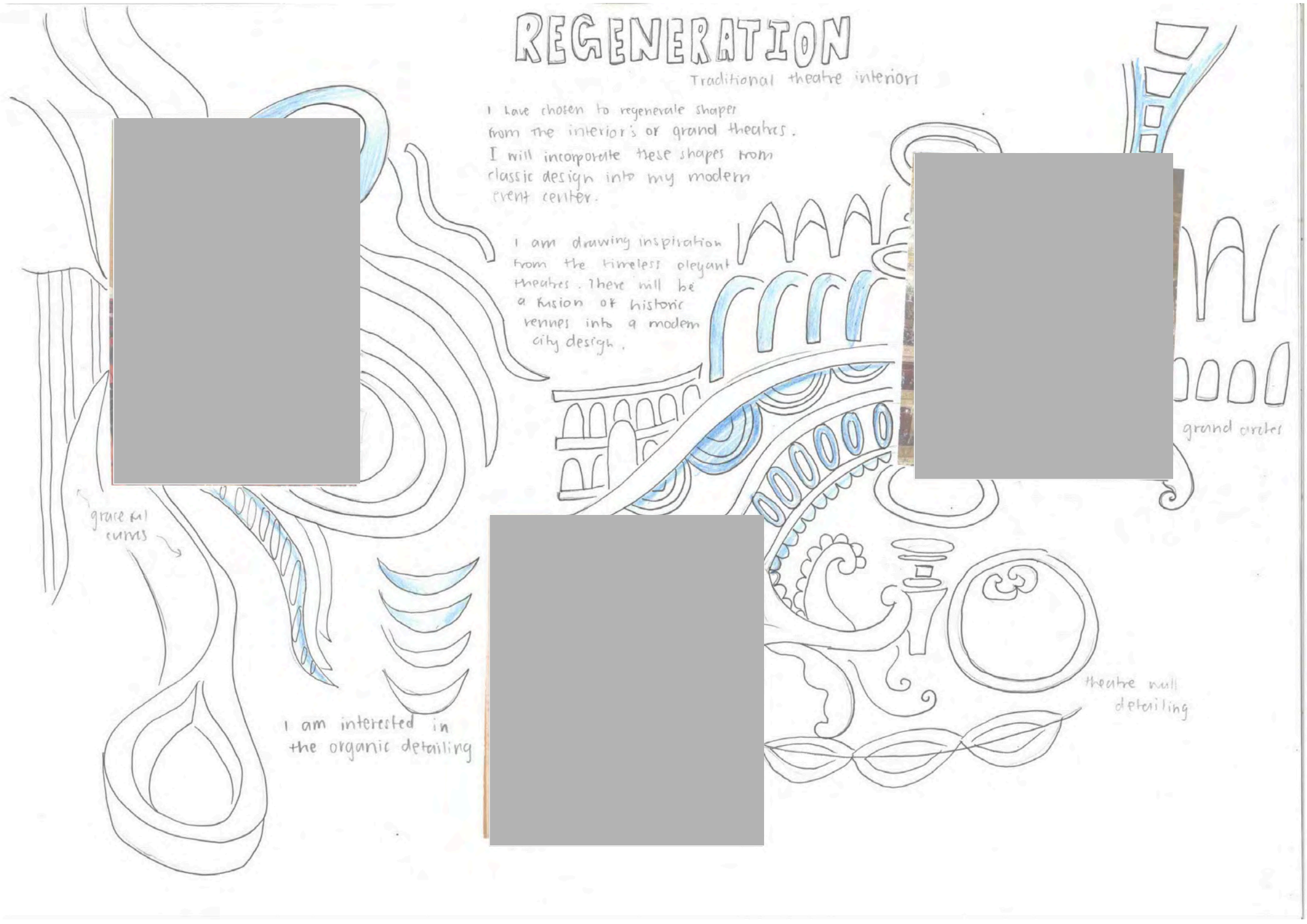
I am drawing inspiration from the timeless elegant theatres. There will be a fusion of historic venues into a modern city design.

graceful curves

I am interested in the organic detailing

grand circles

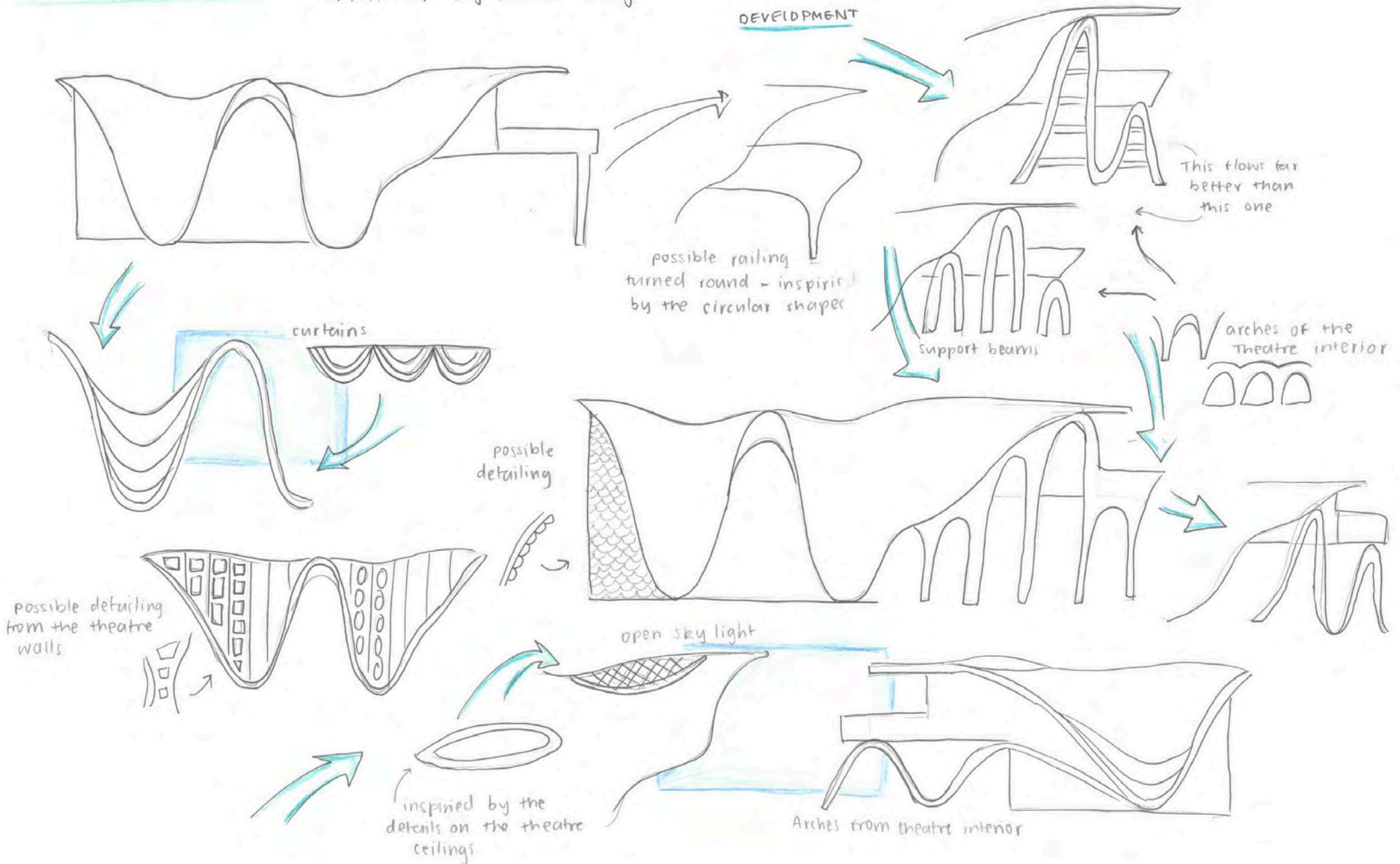
theatre wall detailing



REGENERATION

→ using textures and shapes from the traditional theatres into the exterior of my chosen design

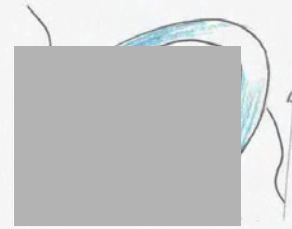
DEVELOPMENT



REGENERATION FINAL

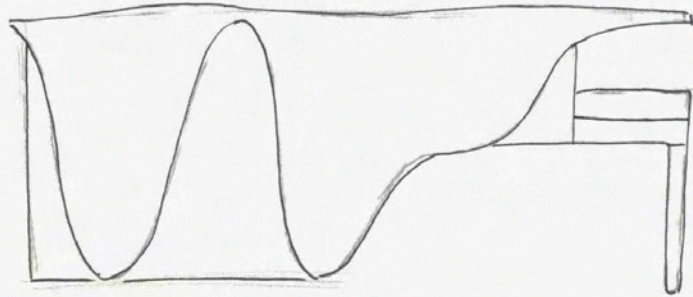


more ribbed texture

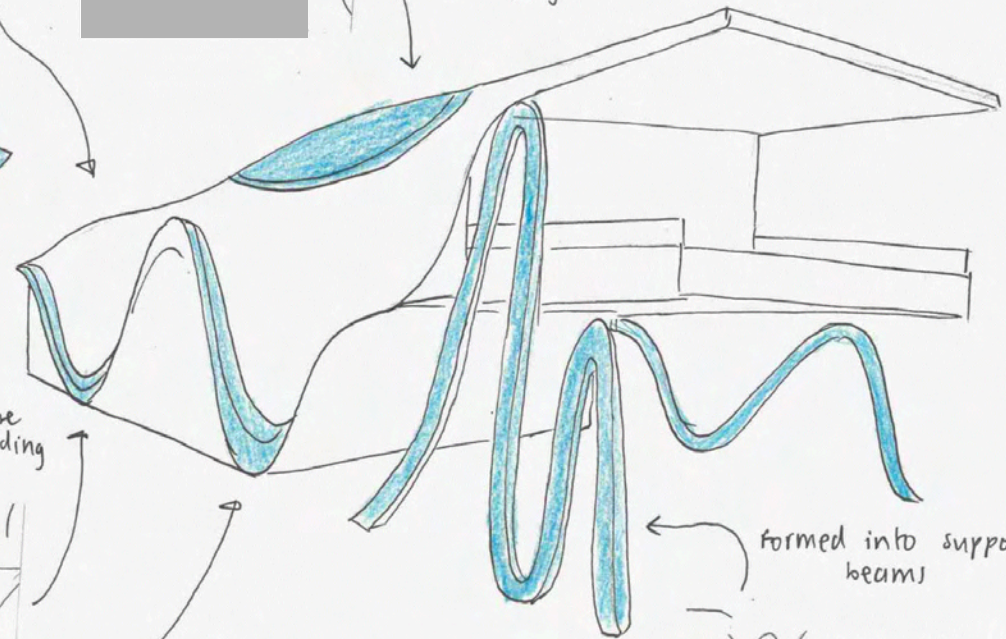


ceiling detail formed into a skylight

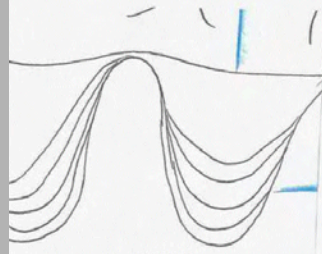
ORIGINAL CONCEPT



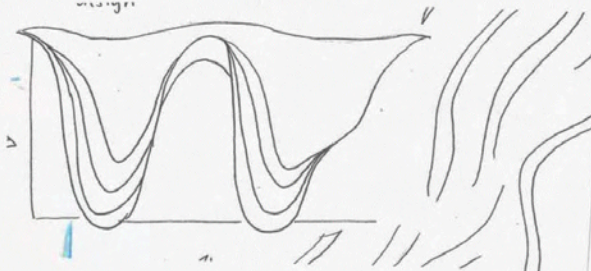
DEVELOPEMENT into new concept



texture onto building



whale texture

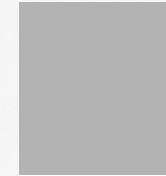


formed into support beams



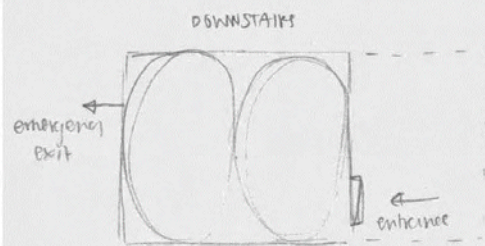
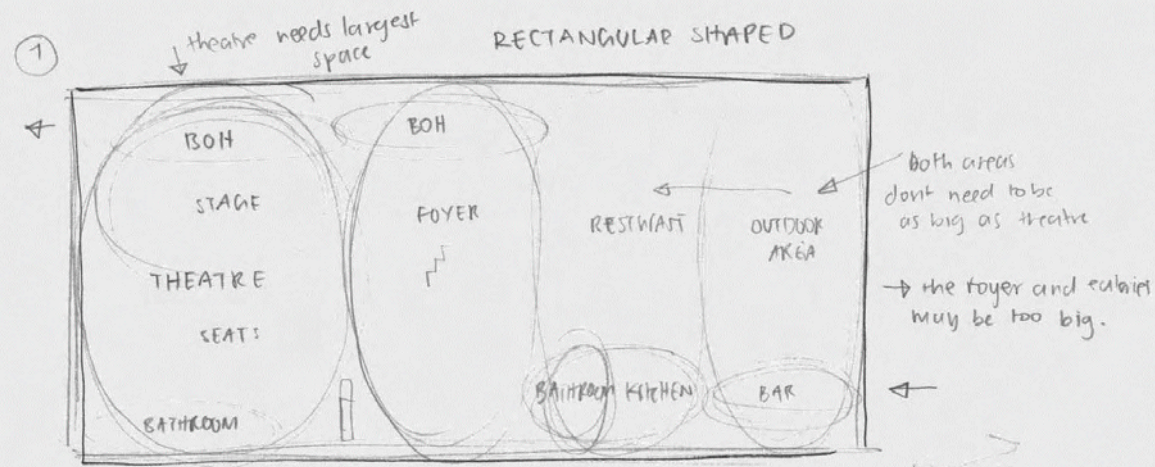
arches of the theatre interior

arches of theatres



original motif

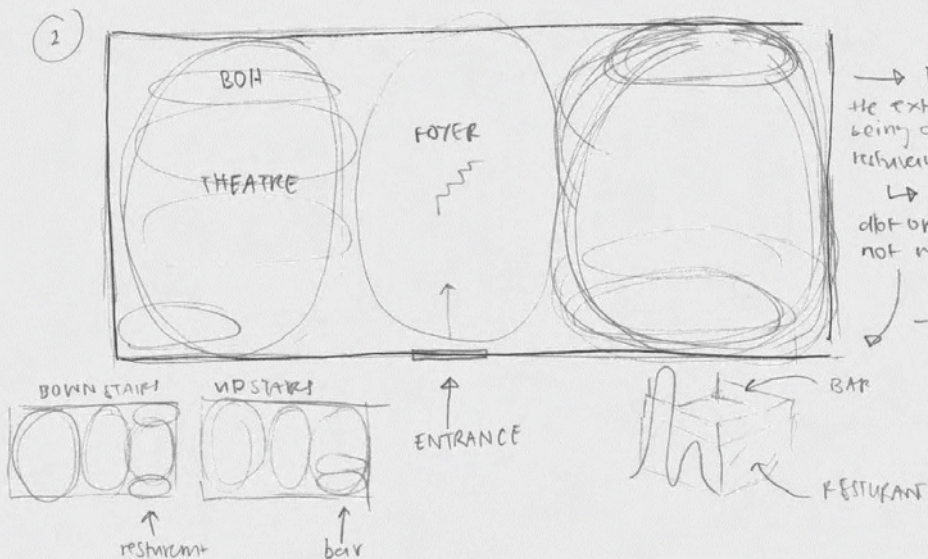




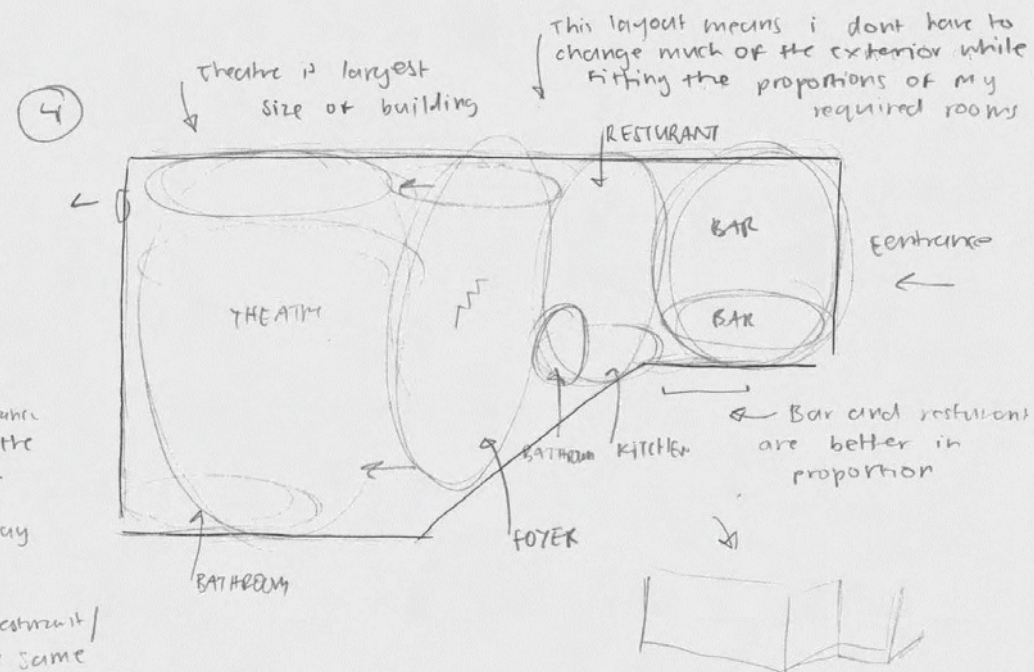
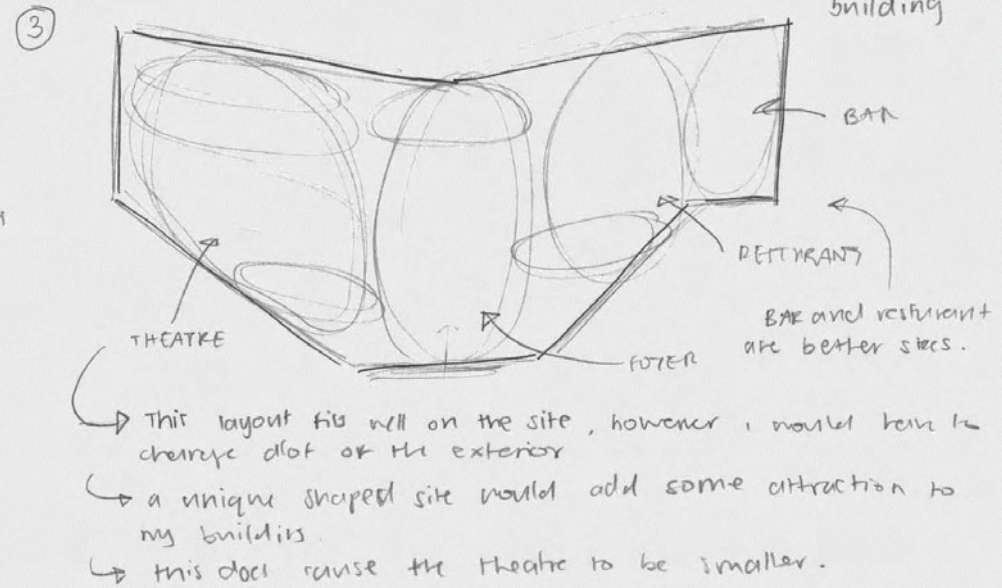
→ Theatre covers both up and down stairs

→ This layout is the most straightforward and relates to my site → theatre in the coldest area and outdoor bar in the sunny area.

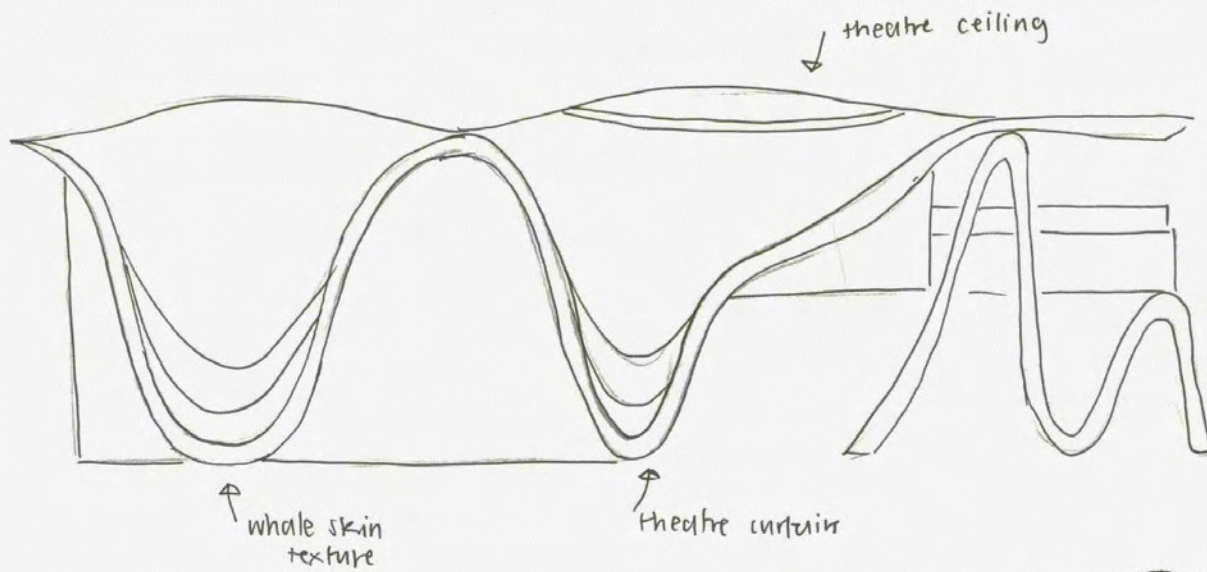
→ This layout allows restaurant and bar to be upstairs with entrance being under it.



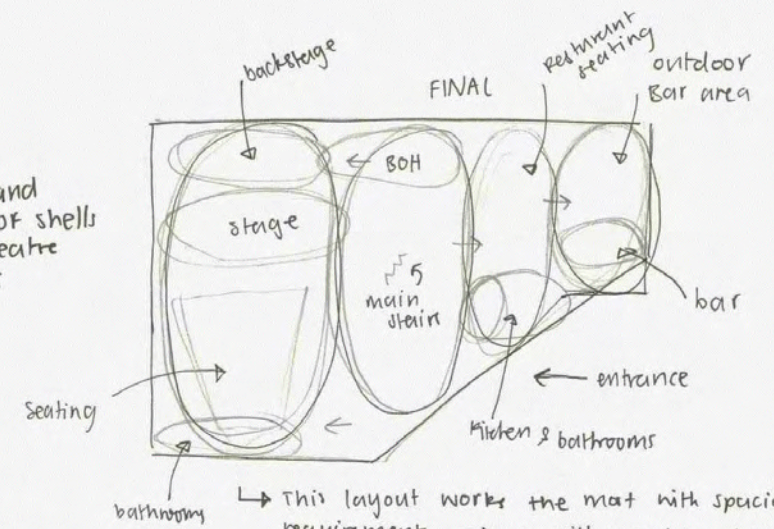
EXPLOKING DIFFERENT SHAPES OF FLOOR PLANS → This would change the shape of my building



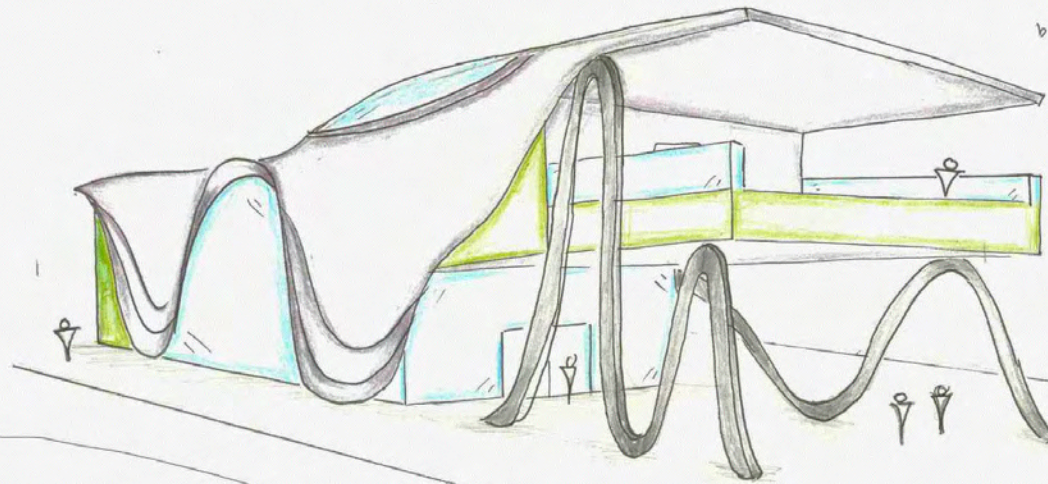
Floor Plan DEVELOPMENT



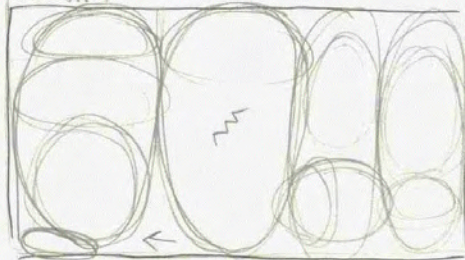
arches and curves of shells and theatre designs



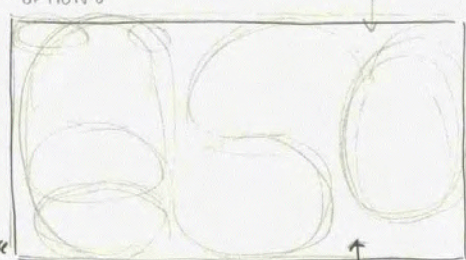
→ This layout works the most with special requirements → I will need to develop my exterior for this to work



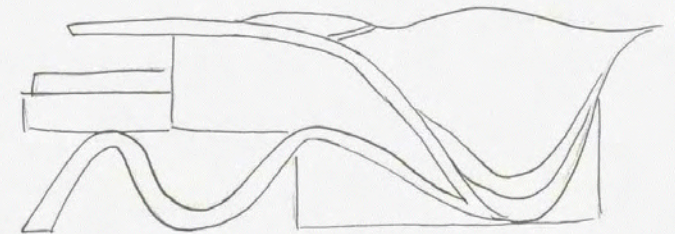
OPTION A



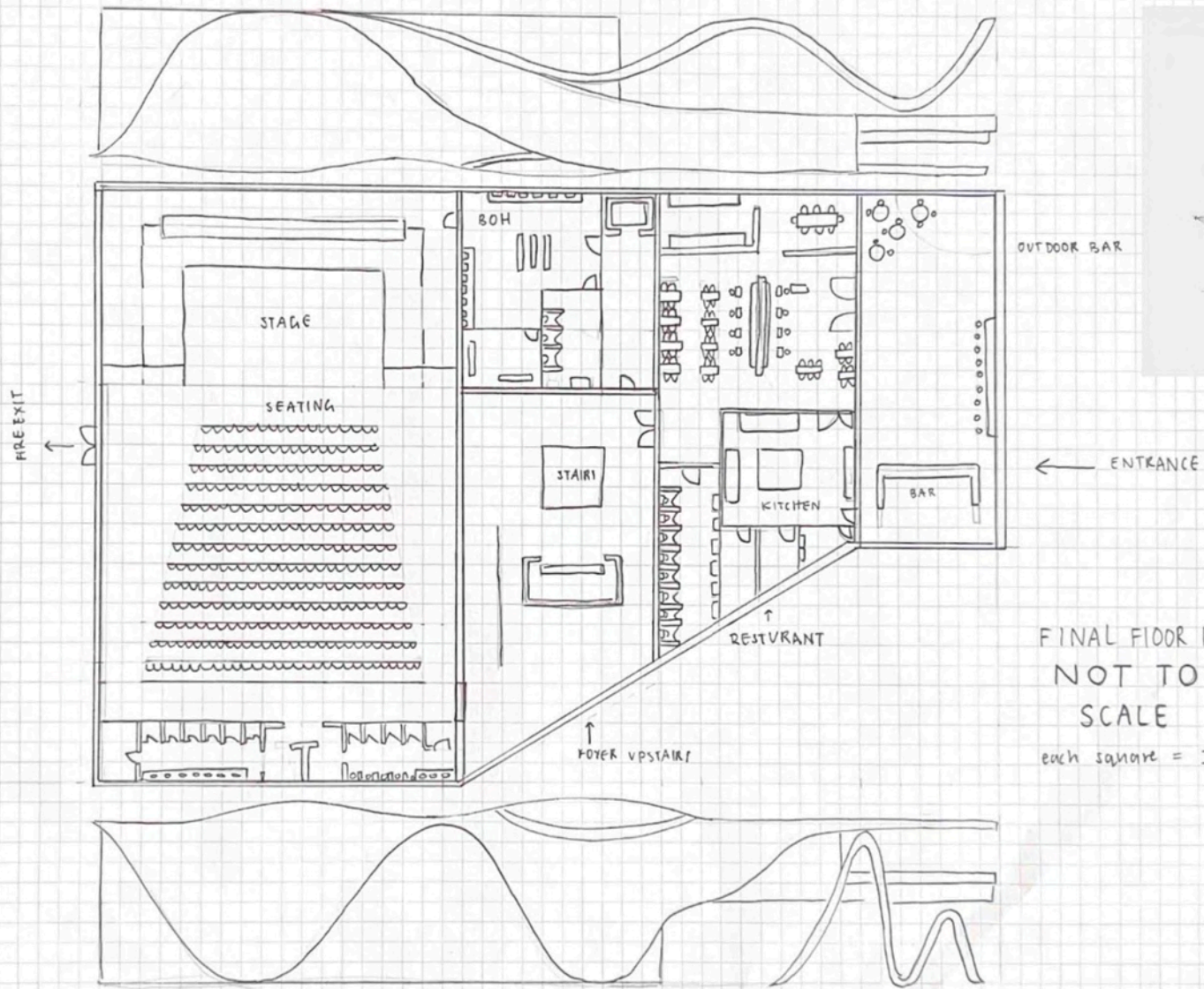
OPTION B



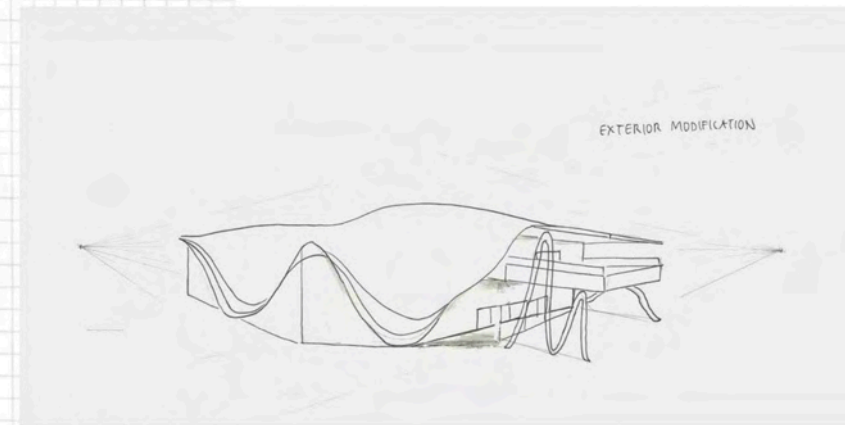
DEVELOPMENT



SIDE FACING WATERFRONT

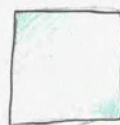


FINAL FLOOR PLAN
NOT TO
SCALE
each square = 1 m



Development

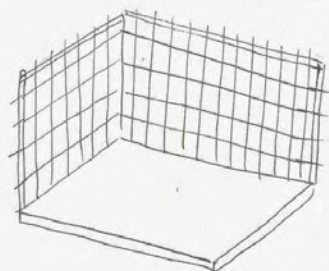
- structural
- materials



GLASS

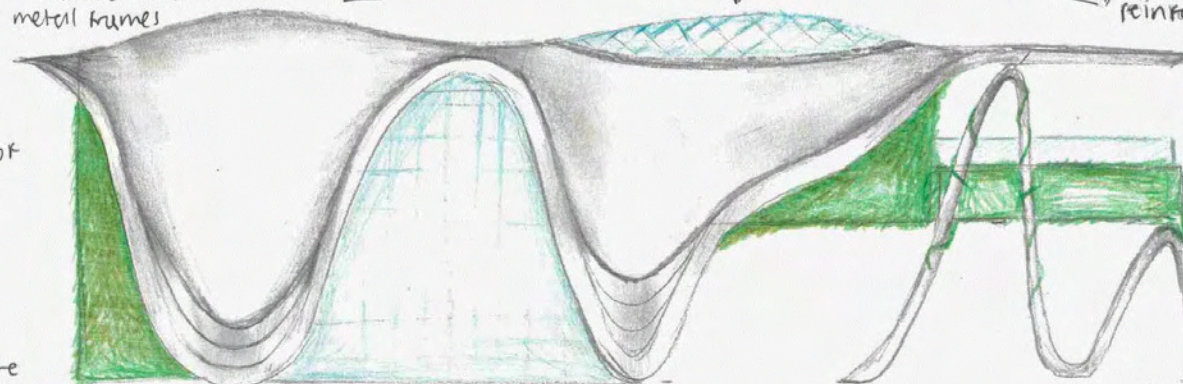


CONCRETE

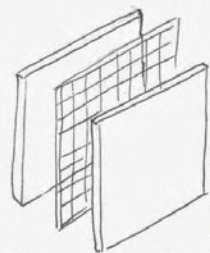


→ steel beams are placed as skeletons of the buildings shape

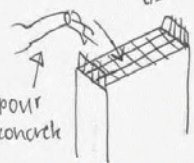
→ large glass panels are attached
attached with a silicone sealant and metal frames



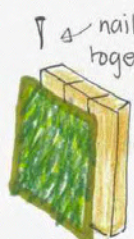
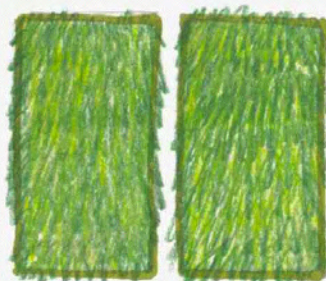
glass skylight



→ mold like structures are attached with bolts to the sides of the metal frames



concrete is poured into mold, holding it in shape as it cures.
→ removing it when they are done



→ nailed together with strong and large nails

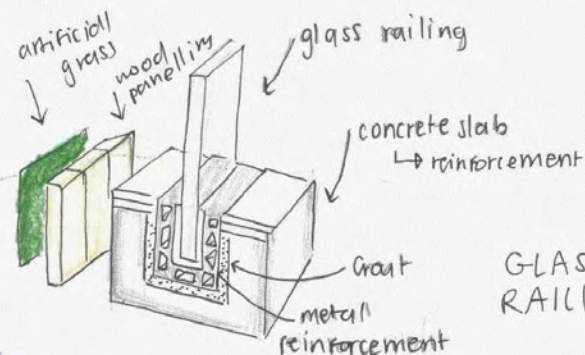
cedar wood

→ good exterior wood

→ resistant to outdoor issues

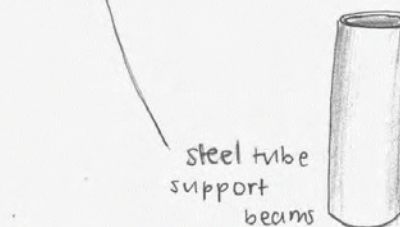
artificial grass sheet

GRASS WALLS



GLASS RAILING

Frameless glass railing requires a fair amount of reinforcement using concrete and metal support systems.



SUPPORT BEAMS

steel tube support beams

using a tube bending machine, the tube is pushed into shape using mechanical force to push the tube against the die, forcing it to conform to the shape of the die



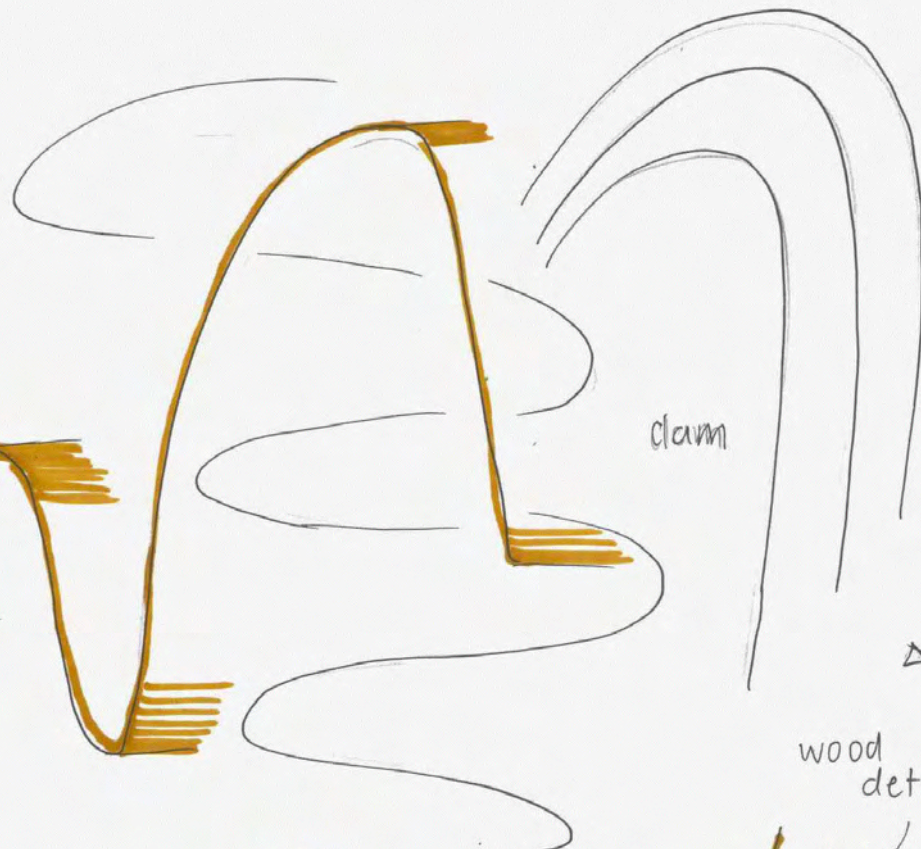
Die, in shape that the tube will be bent to

Interior

→ possible shapes

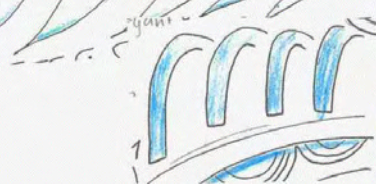
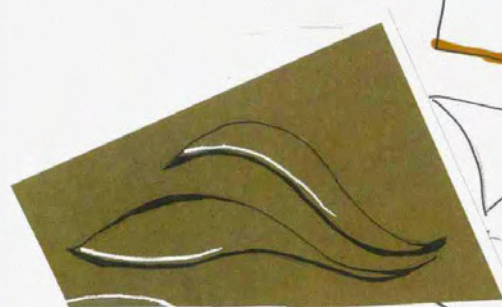
↓ inspiration

↓ detailing



clam

wood detailing?

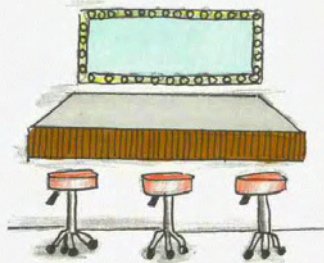


tiling?

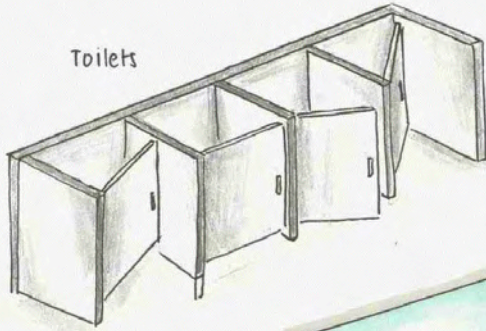
Interior Detail - FINAL

* ceiling shapes inspired by whale body

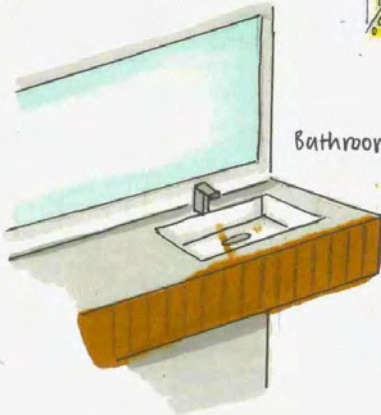
vanity in backstage



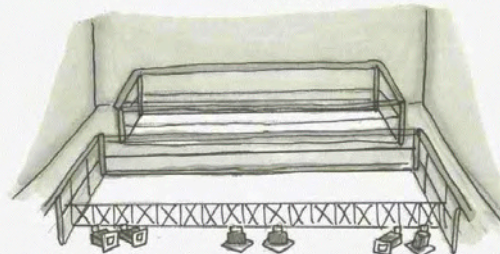
Toilets



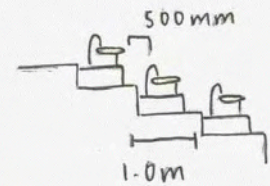
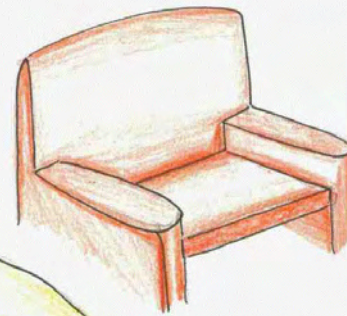
Bathrooms



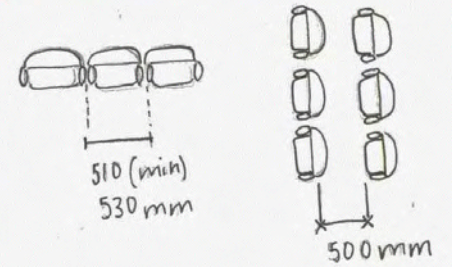
catwalk



→ elevated service platform

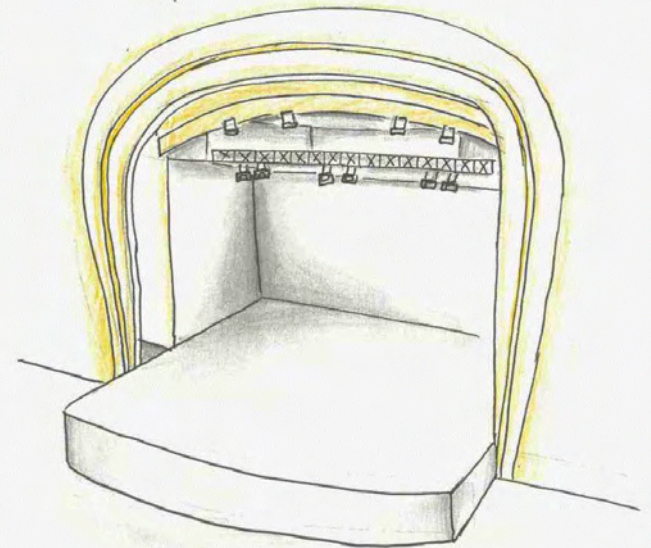


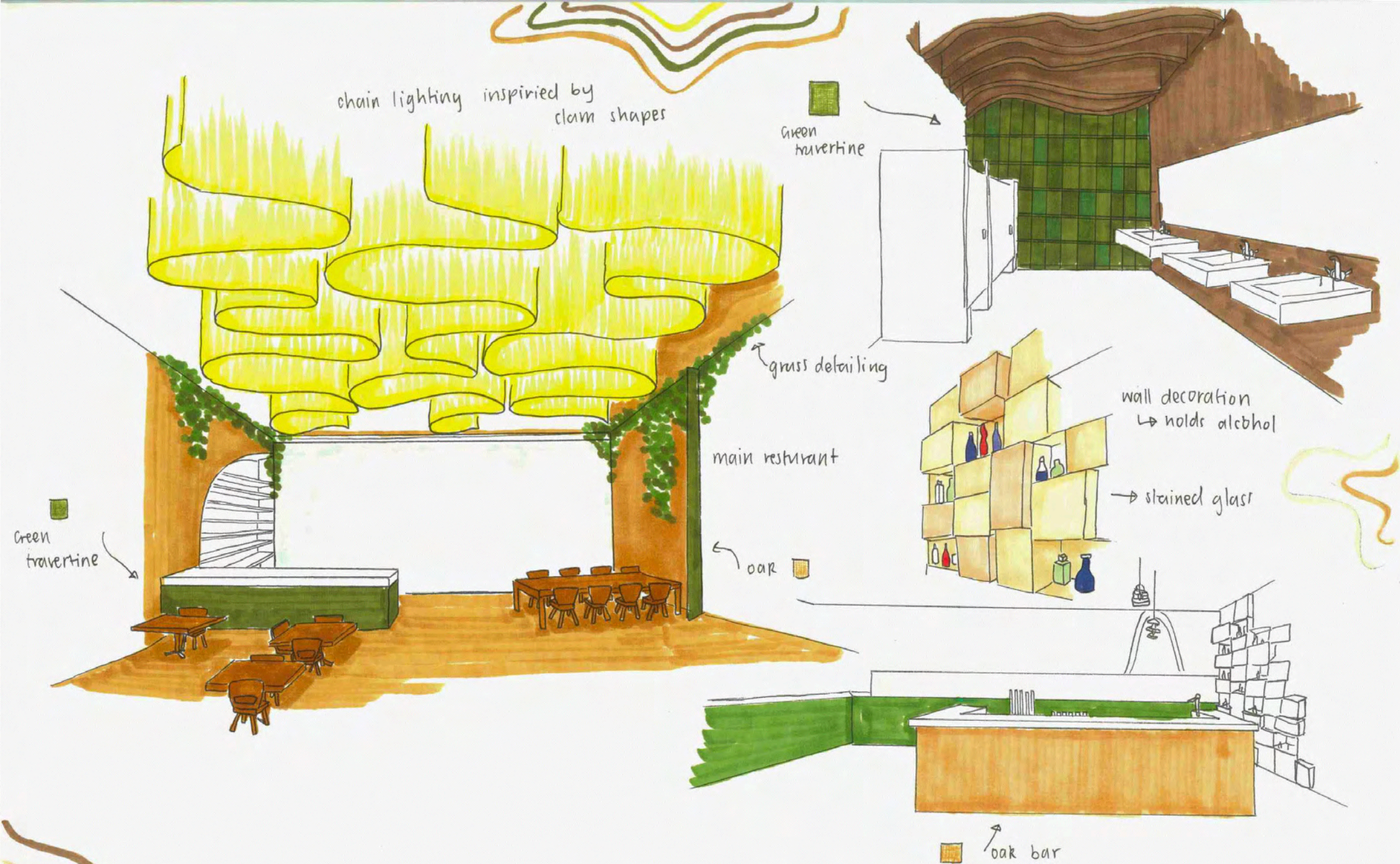
Theatre seating



BEECH WOOD

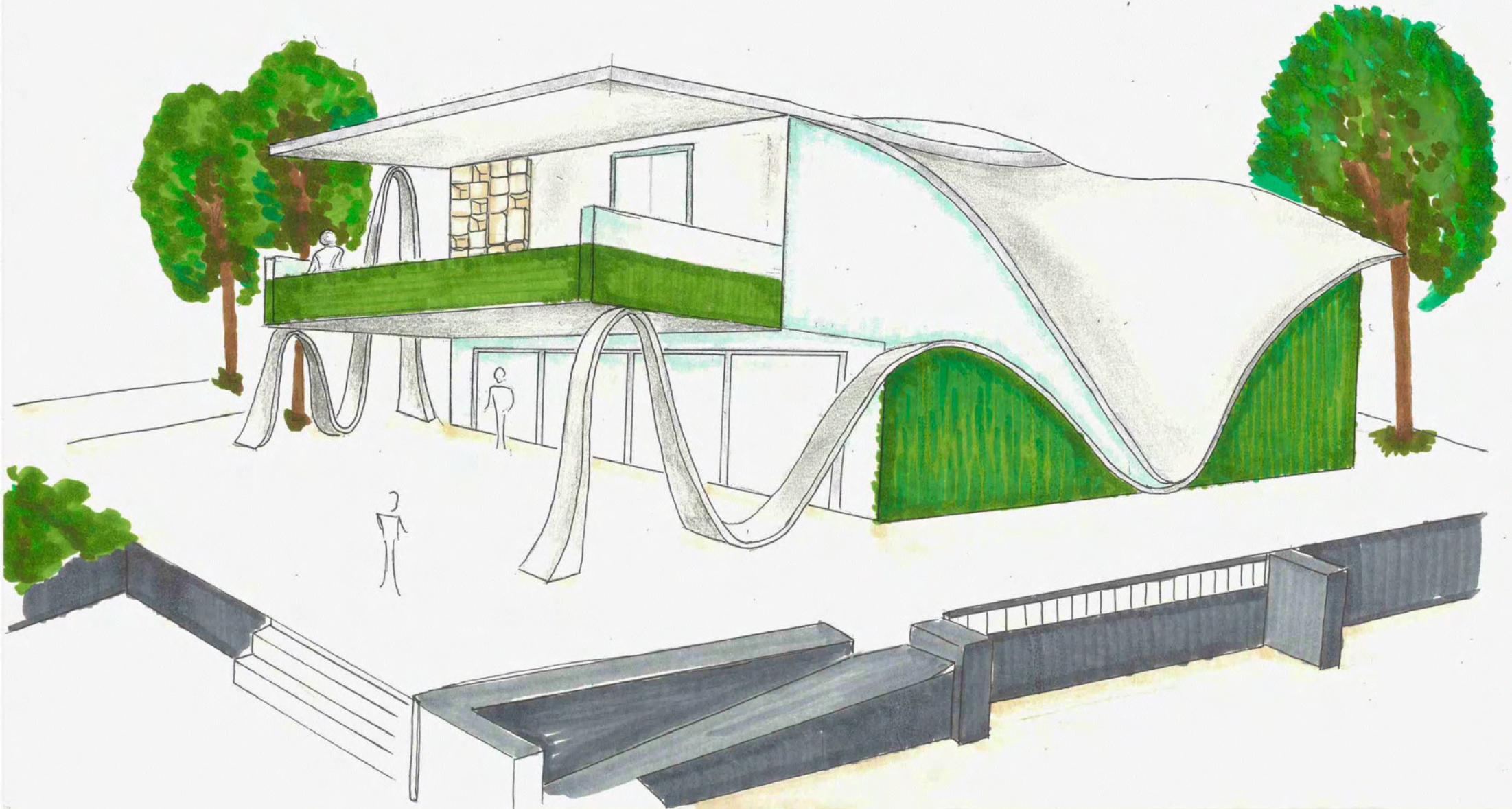
theatre stage





FINAL *Interior Detail*

FINAL EXTERIOR VIEW



Merit

Subject: Design and Visual Communication

Standard: 91627

Total score: 05

Grade score	Marker commentary
M5	This submission is assessed at Merit. The submission shows an extensive interrogation and regeneration of starting point that has led to effective initial design ideas. The reinterpretation of this early ideation is purposeful and considered. This is shown in the development of some additional design features in the interior that strengthen an emerging train of thought.