

# ART ORIGINS

A museum combining art studios and exhibition halls \_SuperREUSE Platform



# CONTENTS

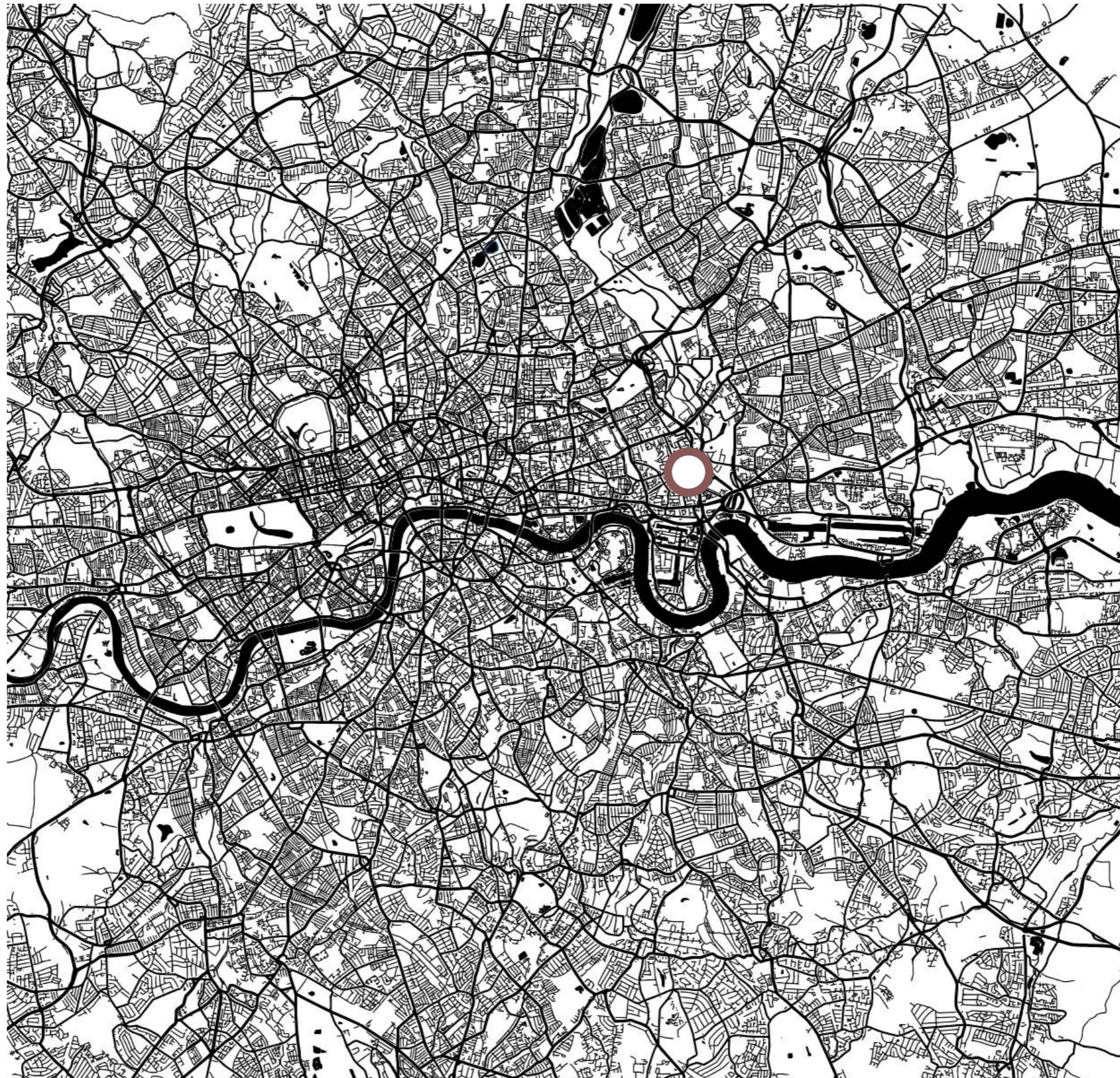
1.Context

2.Research & Analysis

3.Concept & Strategy

4.Design proposal

1 . C O N T E X T



SITE

23 GILLENDER ST, LONDON E3 3JX



SITE

23 GILLENDER ST, LONDON E3 3JX



BELOW: FACTORY 20TH CEN  
EXTERIOR ELEVATION OF VICTORIA HOUSE



BELOW: FACTORY 21TH CEN  
AERIAL VIEW OF THE FACTORY



BELOW: FACTORY 20TH CEN  
THE ROOF OF THE FACTORY BEFORE THE BOMBING



BELOW: FACTORY 21TH CEN  
AERIAL VIEW OF THE FACTORY ROOF



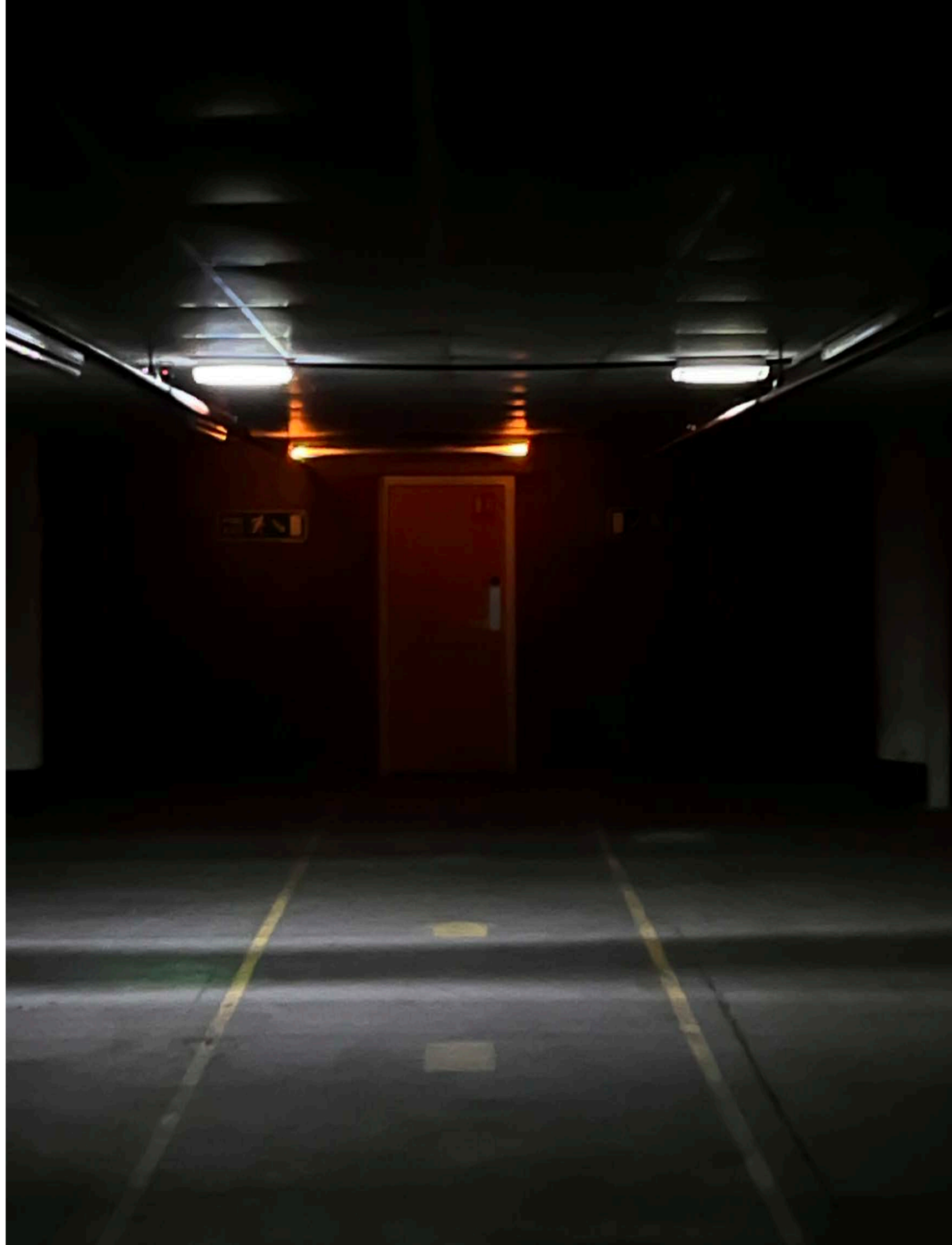
BELOW: FACTORY 21TH CEN  
FACADE OF THE FACTORY ON THE RIVERBANK SIDE



BELOW: PHOTOGRAPHED IN PERSON AT SITE VISIT  
GROUND FLOOR TO FIRST FLOOR INTERIOR



BELOW: PHOTOGRAPHED IN PERSON AT SITE VISIT  
GROUND FLOOR TO FIRST FLOOR INTERIOR





BELOW: PHOTOGRAPHED IN PERSON AT SITE VISIT  
THE TOP FLOOR INTERIOR



BELOW: PHOTOGRAPHED IN PERSON AT SITE VISIT  
THE TOP FLOOR INTERIOR

COMPRESSION ARTEFACT



COMPRESSION ARTEFACT

BELOW: COMPRESSION ARTEFACT MADE DURING TERM 1



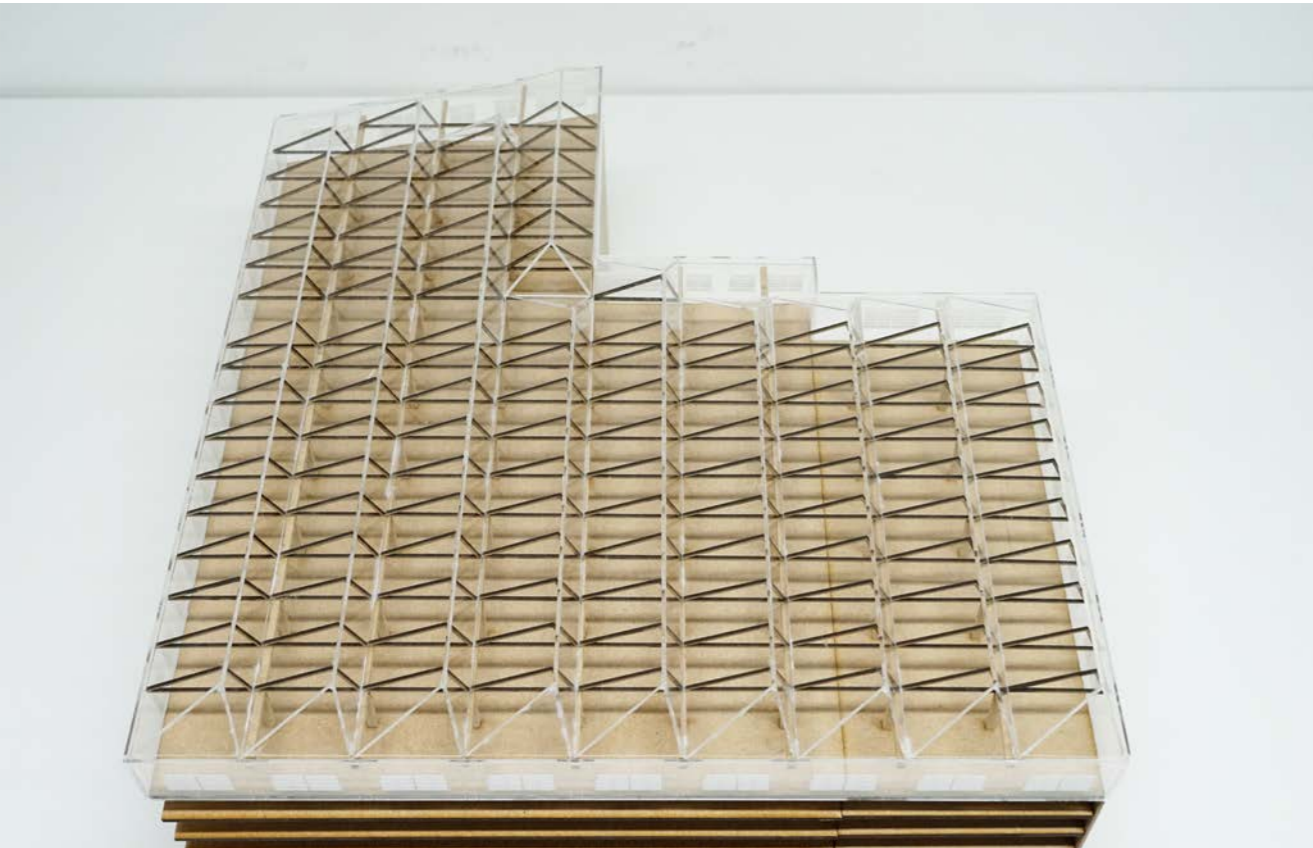
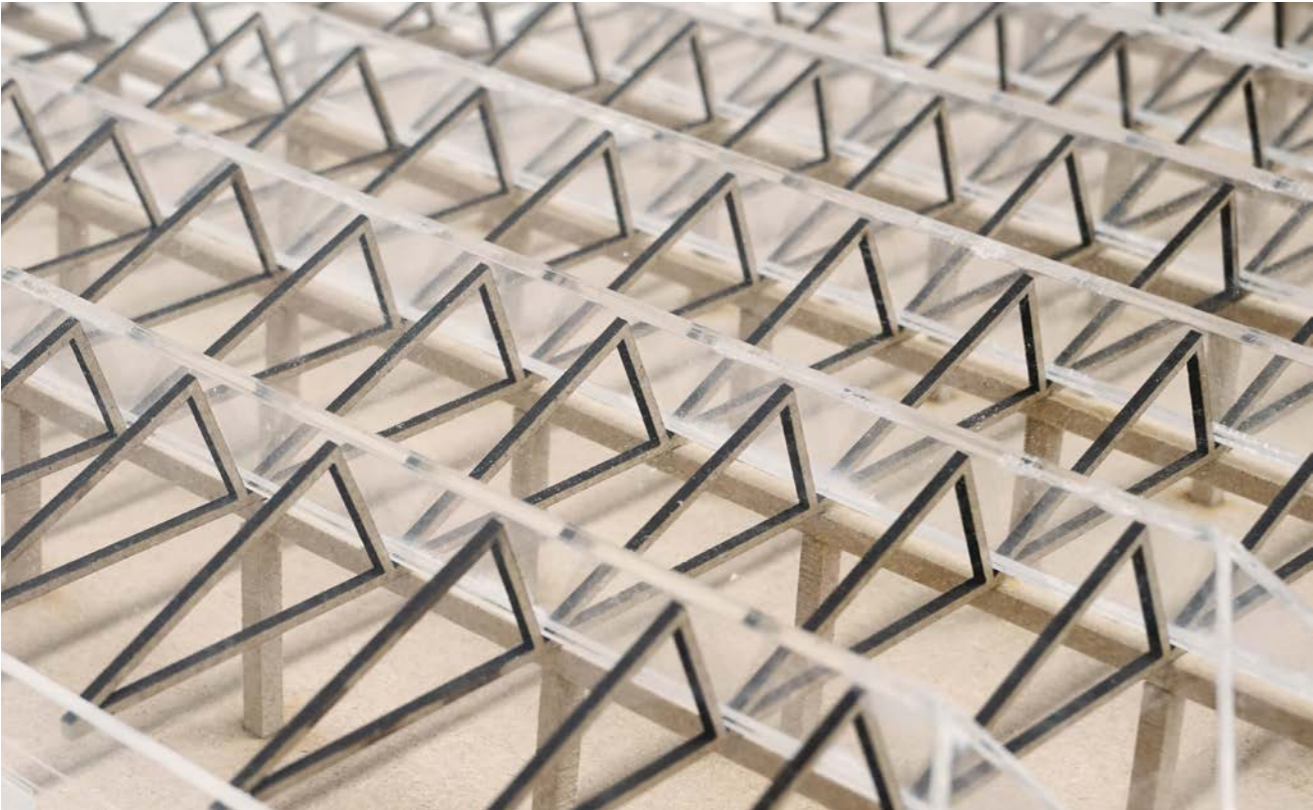
COMPRESSION ARTEFACT

BELOW: COMPRESSION ARTEFACT MADE DURING TERM 1



COMPRESSION ARTEFACT

BELOW: COMPRESSION ARTEFACT MADE DURING TERM 1



WHAT IS THE POTENTIAL OF THIS SITE ?

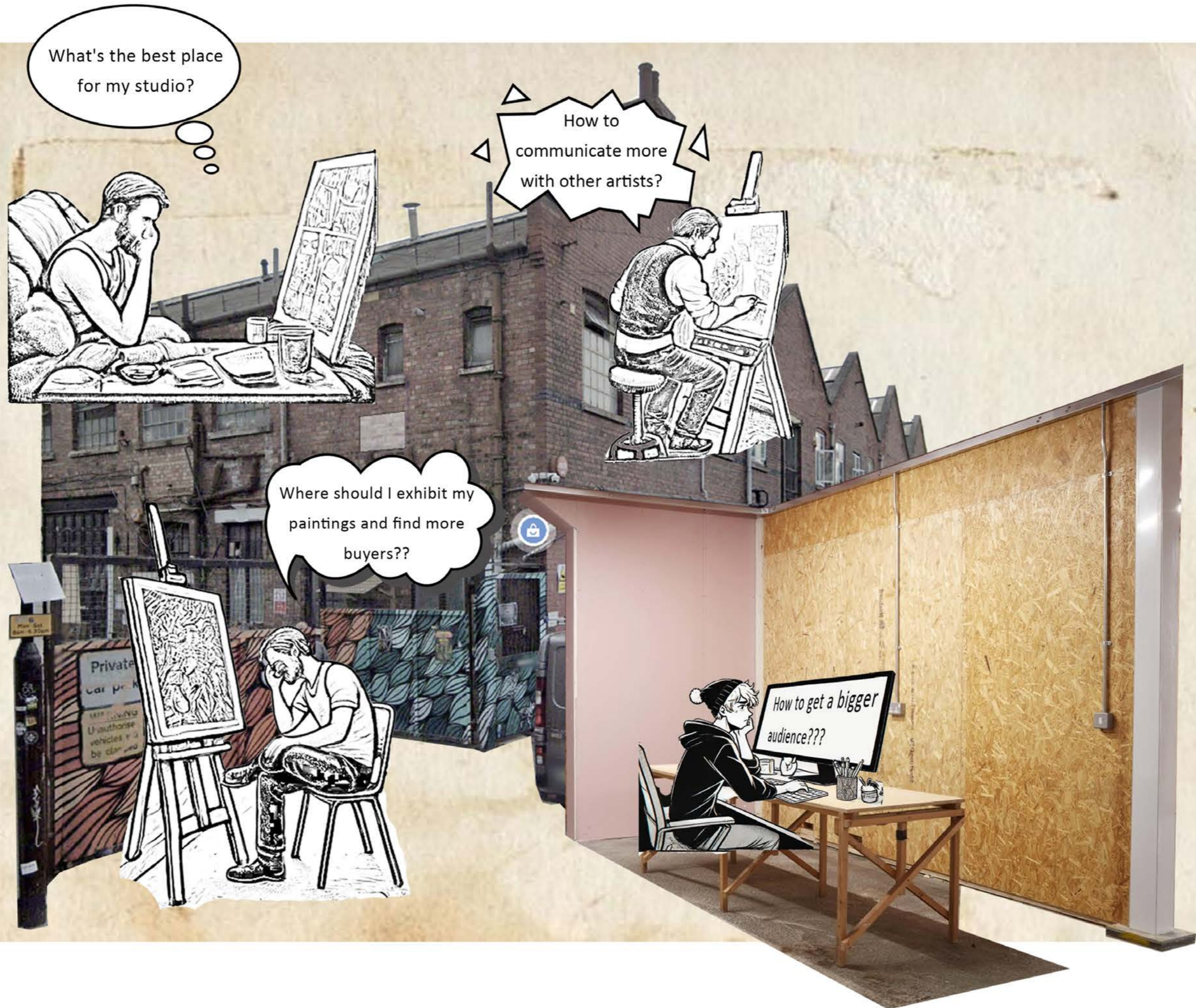
POTENTIAL OF THE SITE

BELOW: DIAGRAM OF THE NORTH-FACING LIGHT SOURCE OBTAINED FROM THE SAWTOOTH ROOF



## 2. RESEARCH & ANALYSIS

WHAT FUNCTION CAN I GIVE TO THIS OLD FACTORY?



## CHALLENGES FACED BY ARTISTS

1. NOT HAVING A STABLE INCOME

2. WANTING MORE RECOGNITION

3. FINDING BUYERS AND CONNECTING  
WITH GALLERIES

4. DON'T KNOW HOW TO START ART  
BUSINESS

5. LACK OF CONNECTIONS AND THE  
DOMINANCE OF ESTABLISHED ARTISTS

6. DEALING WITH NEW TECHNOLOGY

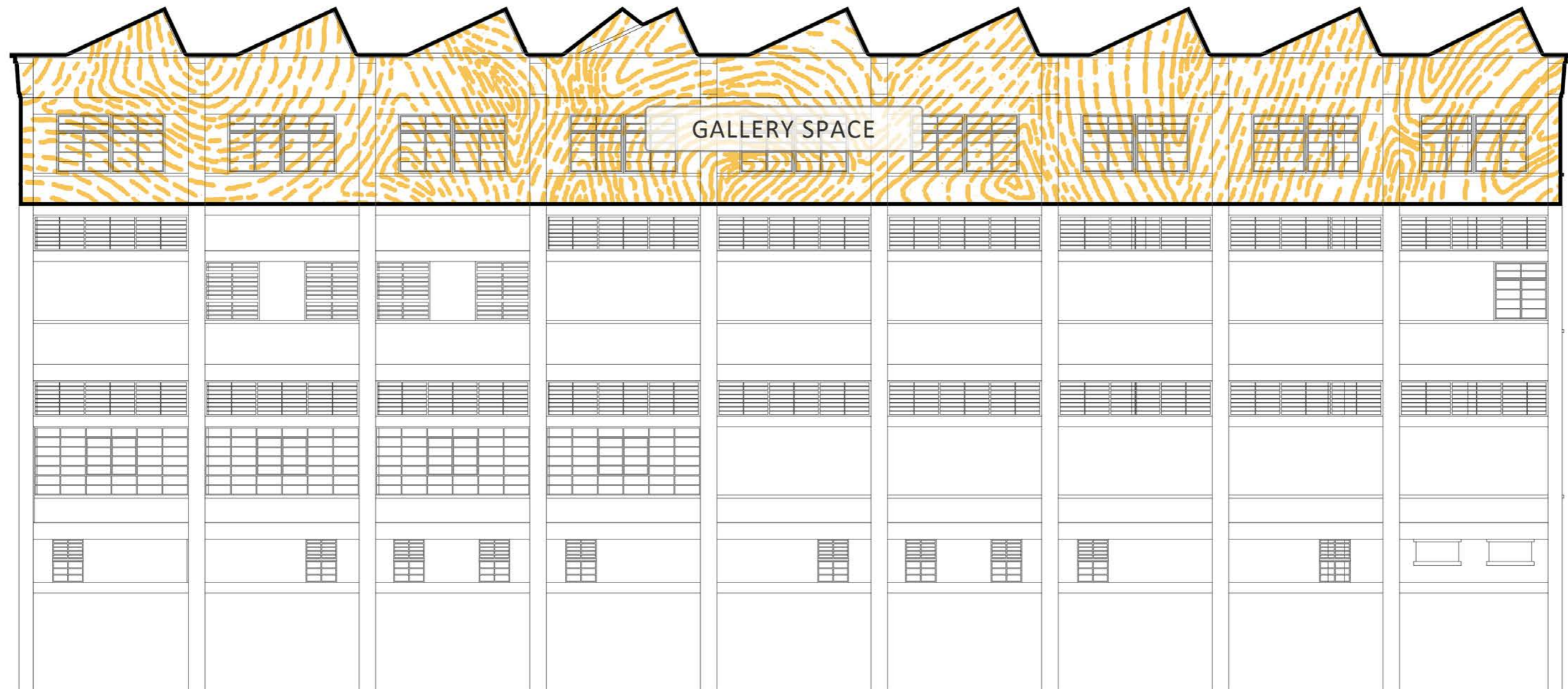
7. AI TAKING OVER

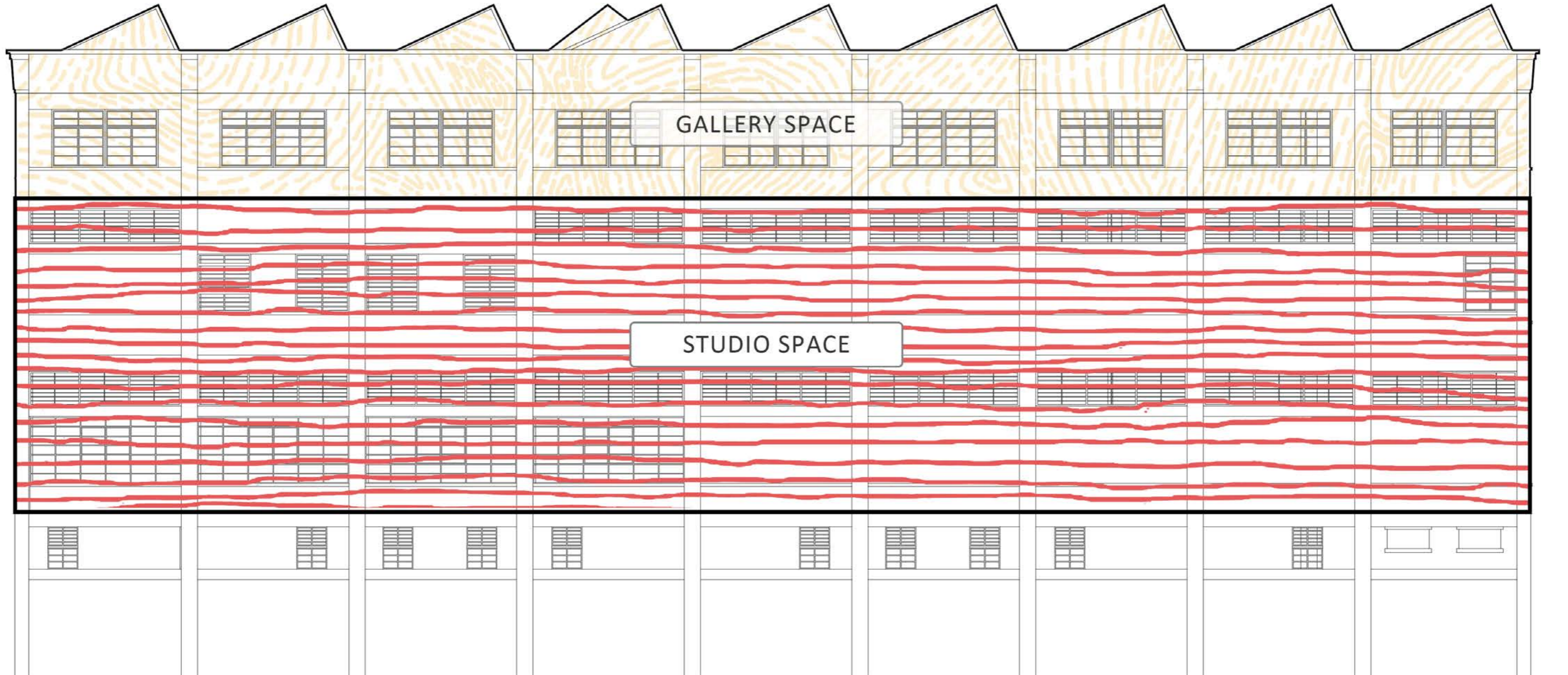
# 3.CONCEPT & STRATEGY

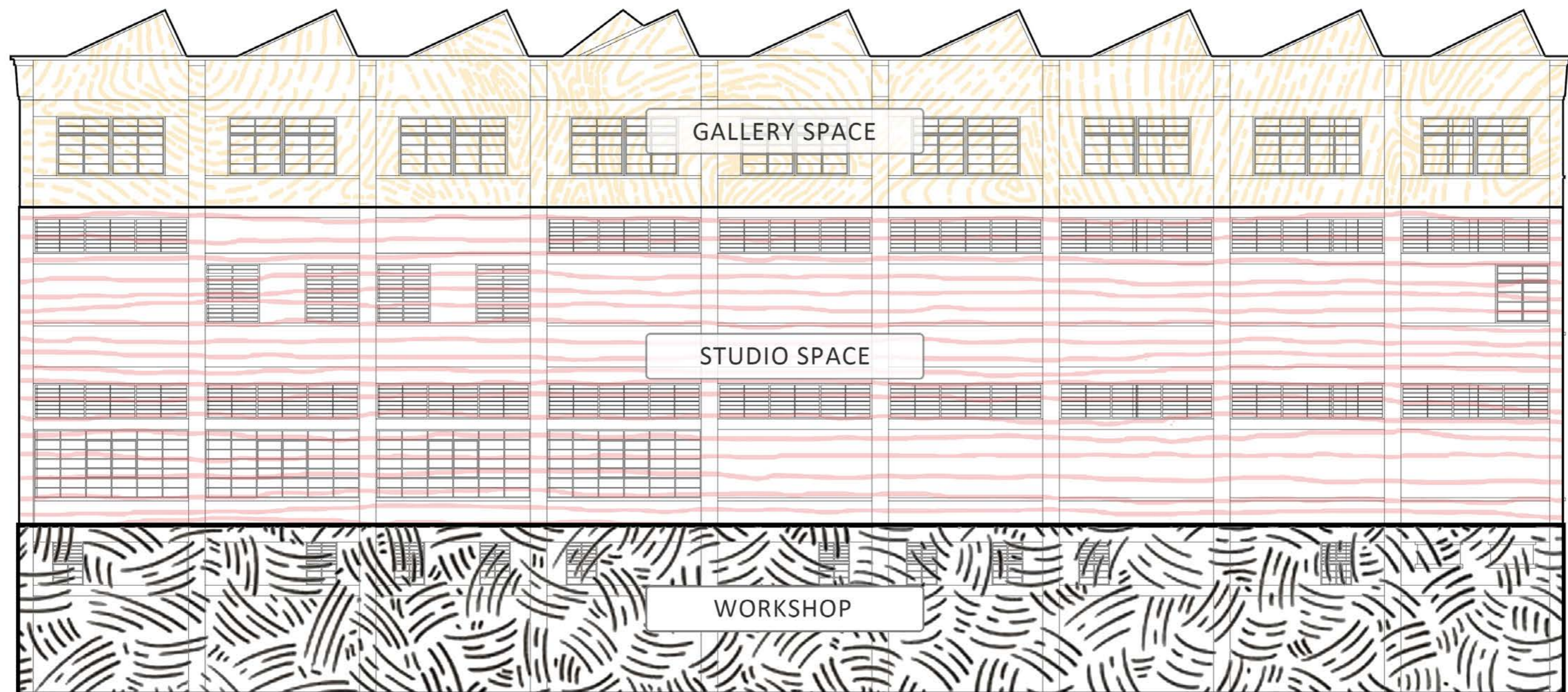
HOW CAN I BETTER HELP THESE ARTISTS GET OUT OF THEIR RUT?

CAN MY PROJECT HELP THE  
ARTISTS?







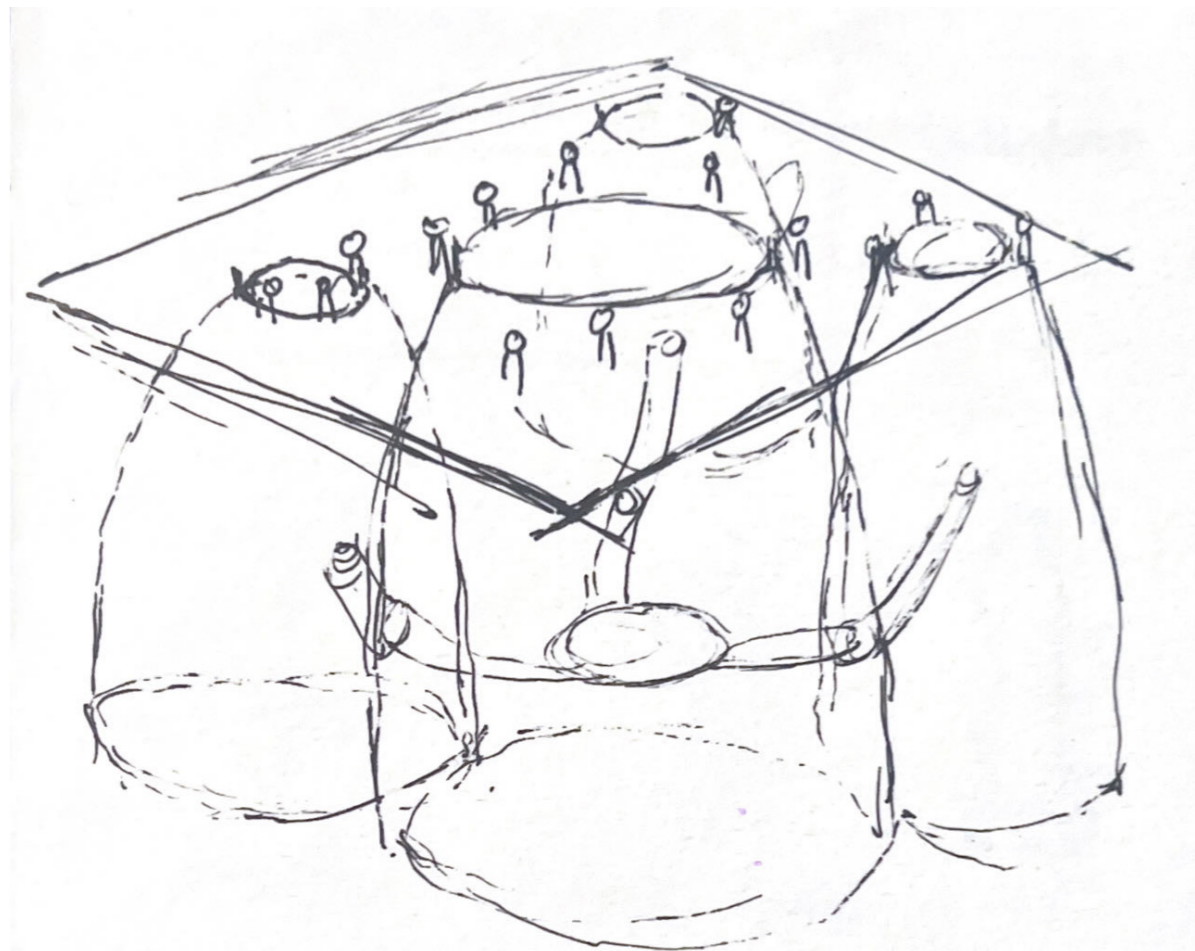
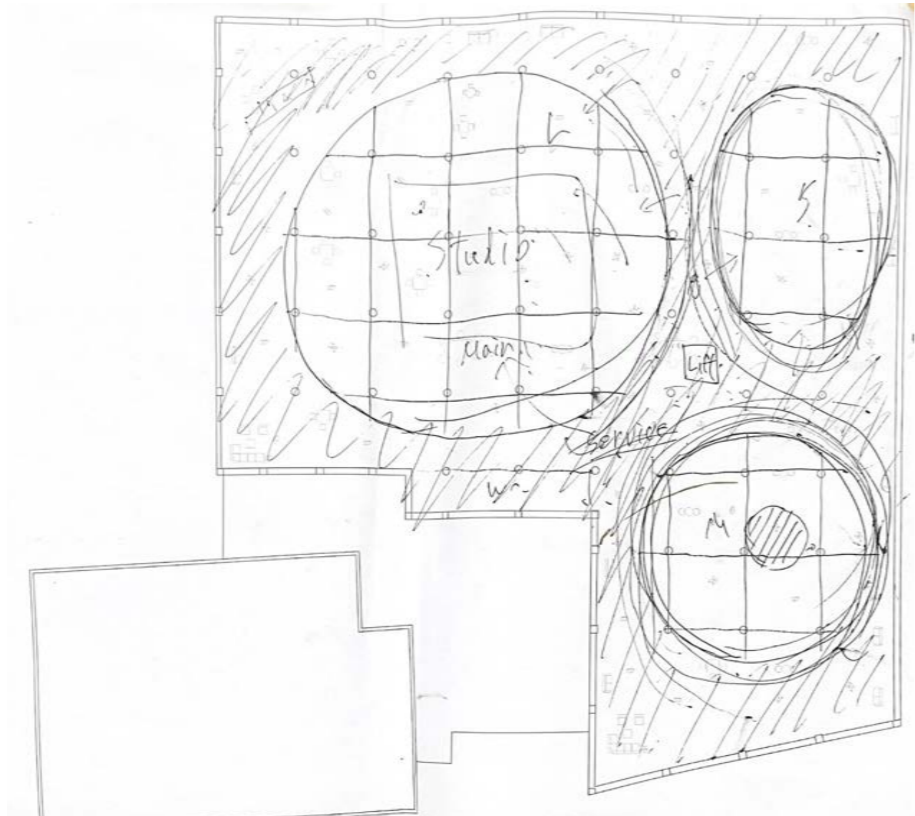


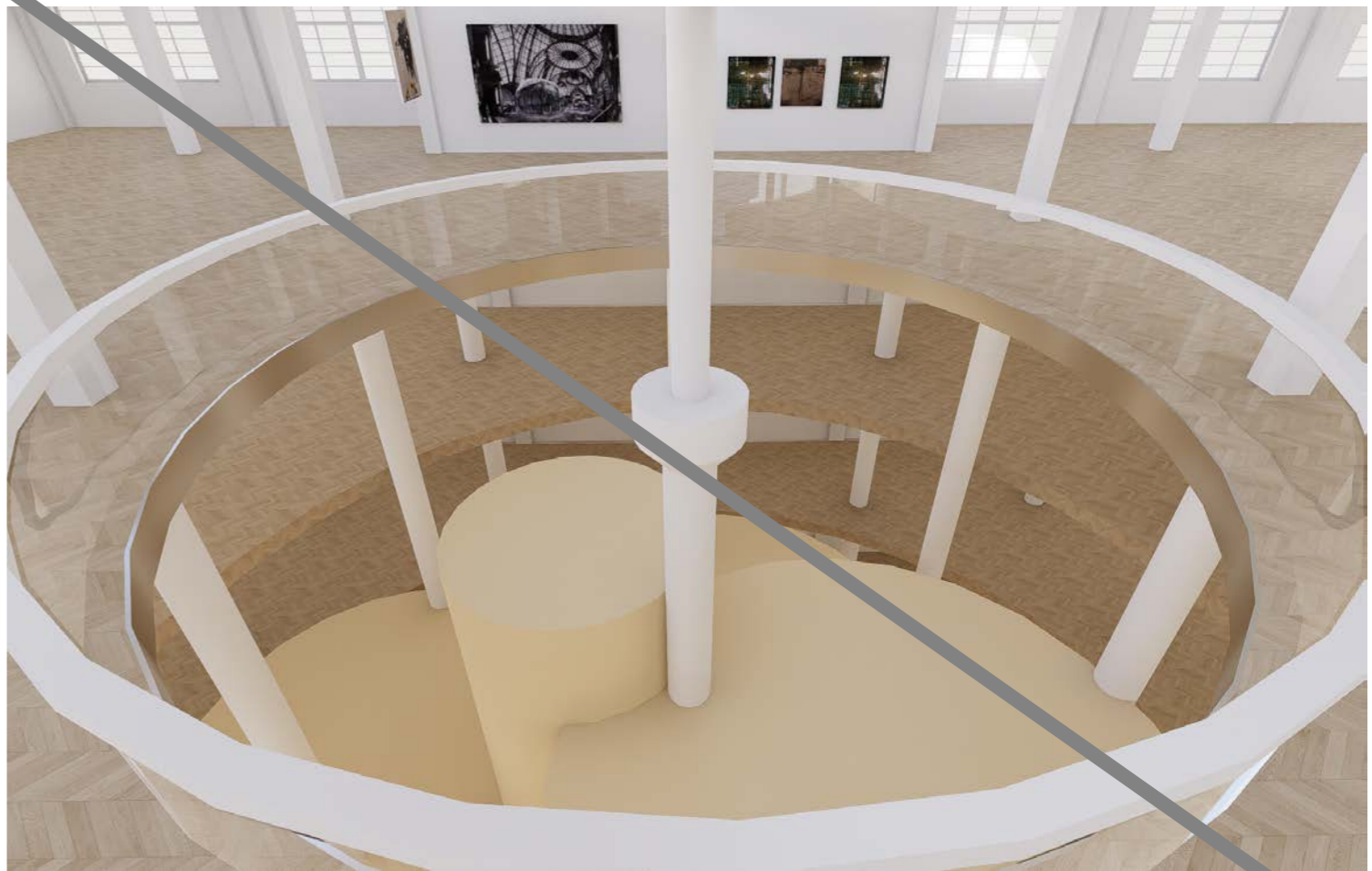
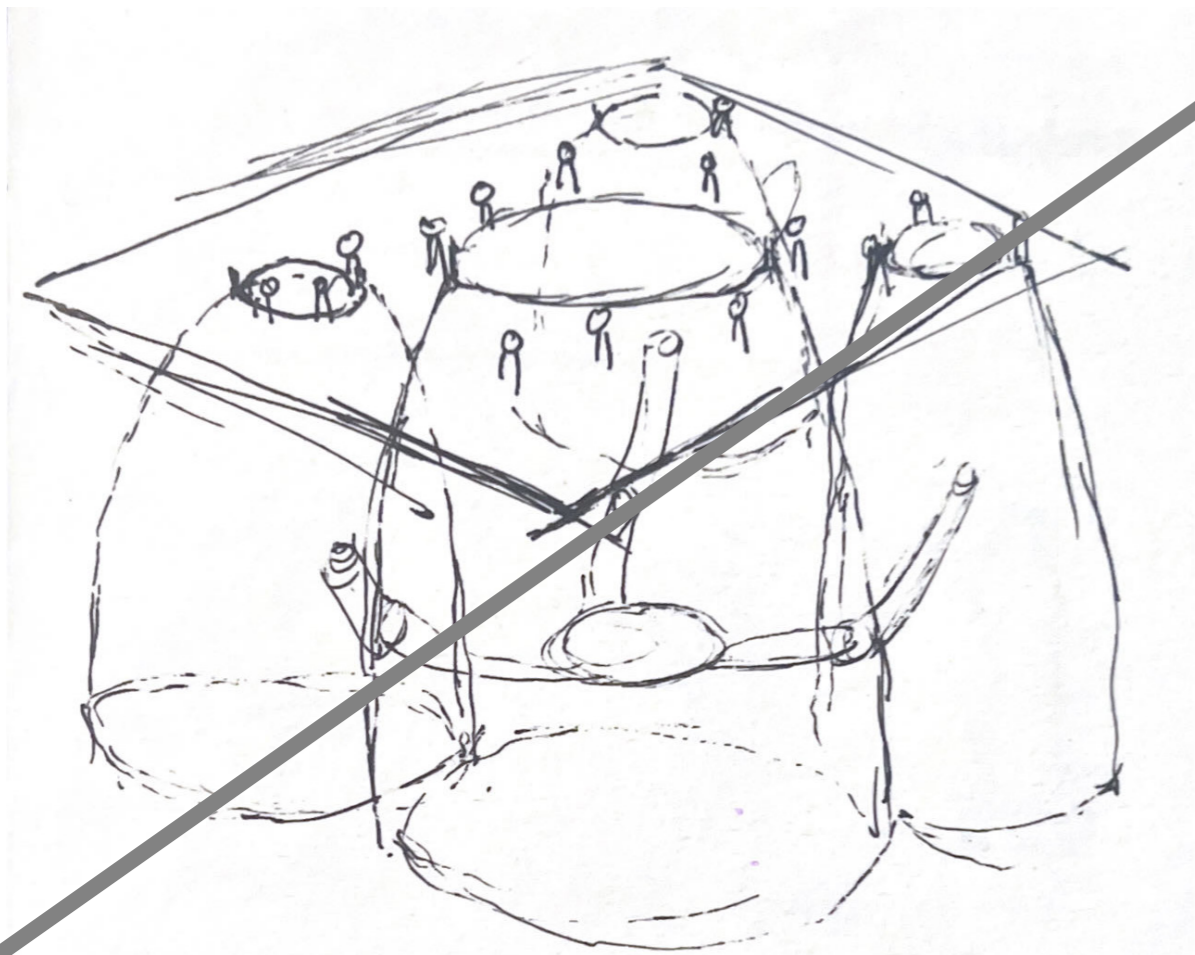
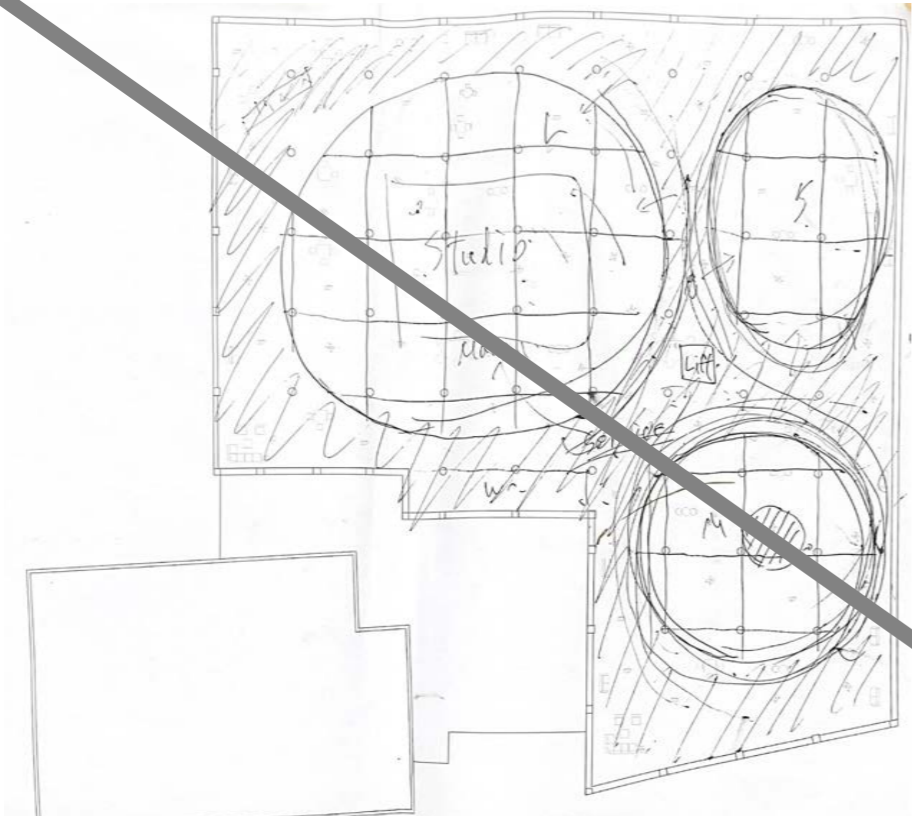
GALLERY SPACE

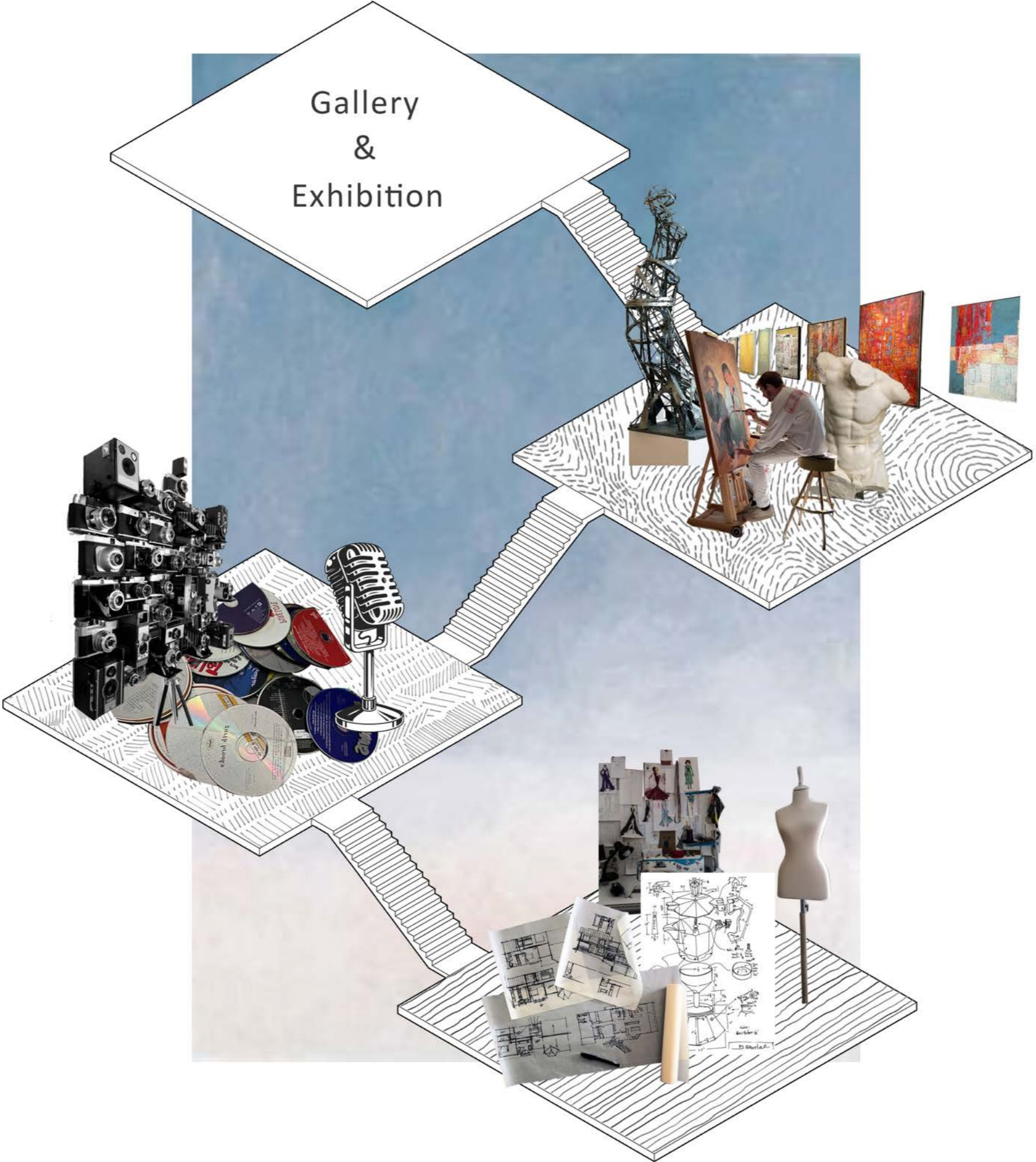
STUDIO SPACE

WORKSHOP

HOW TO COMBINE THESE  
SPACE?



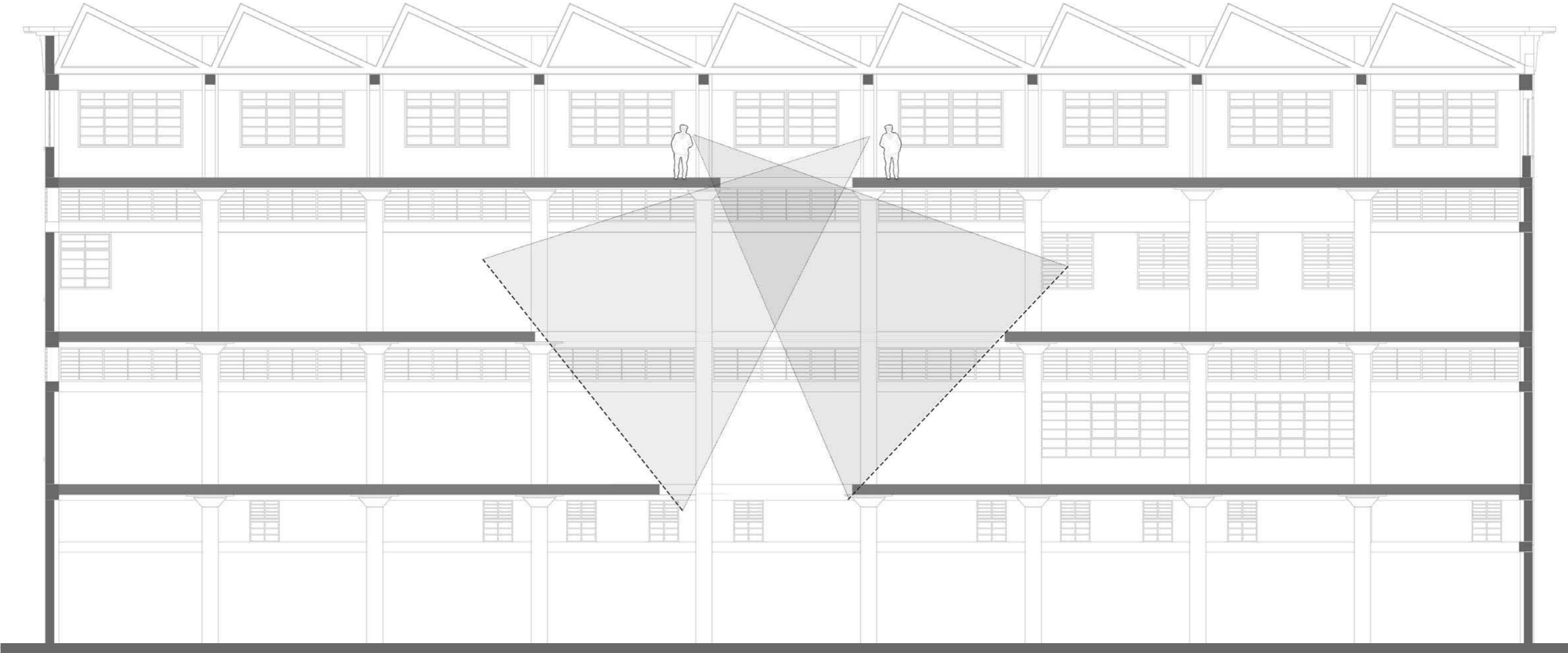


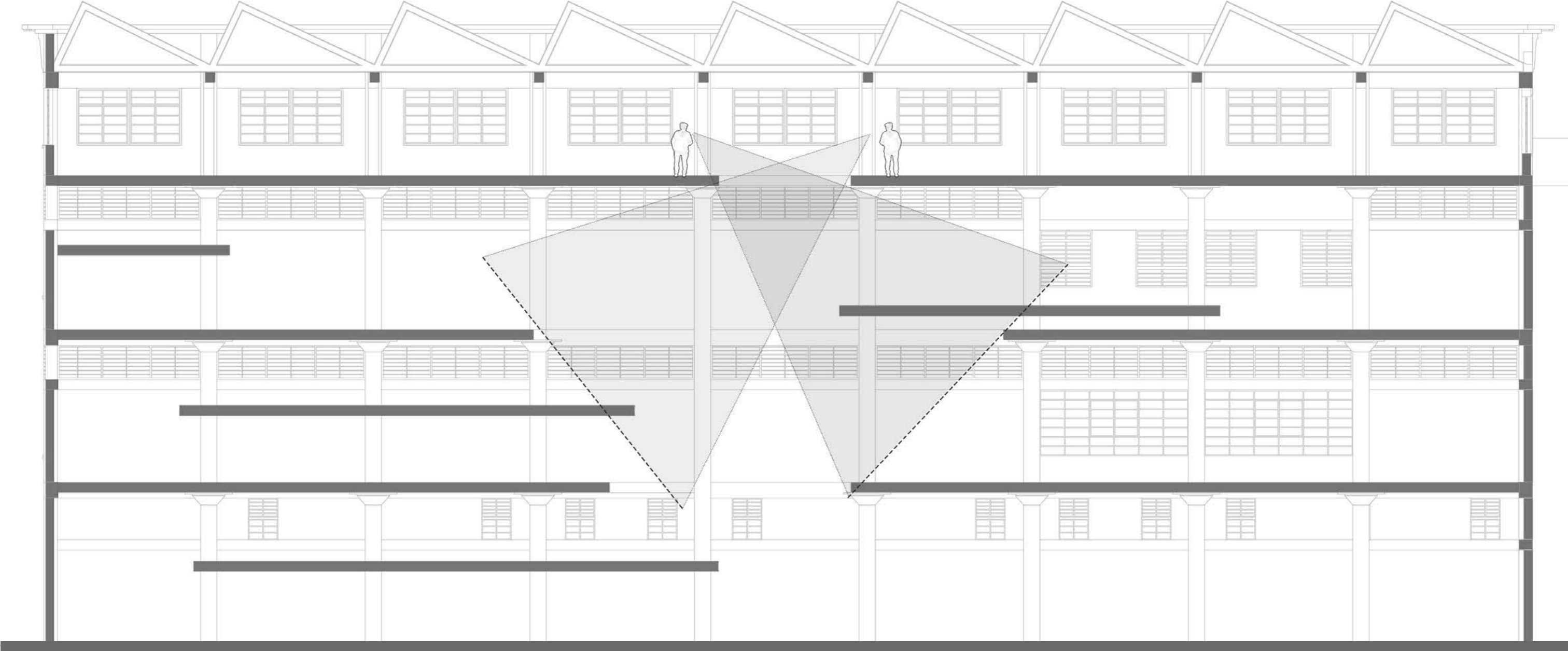


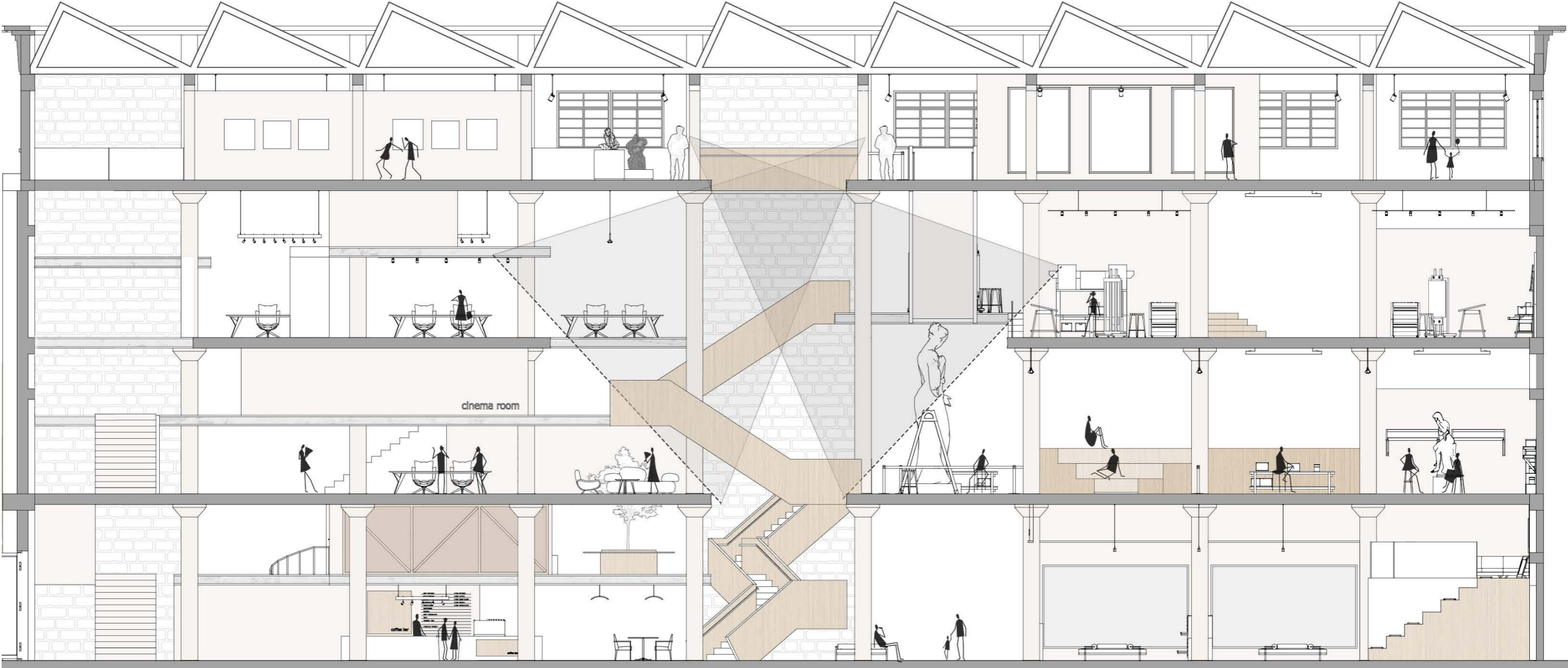


DESIGN PROCESS

BELOW: CUTTING OF THE FLOOR SLABS IN ORDER TO DISPLAY THE STUDIO AREA ON THE TOP FLOOR OF THE GALLERY.







STRUCTURAL MODEL

BELOW: DEMONSTRATION OF A MODEL OF THE DESIGNED FLOOR SLAB STRUCTURE



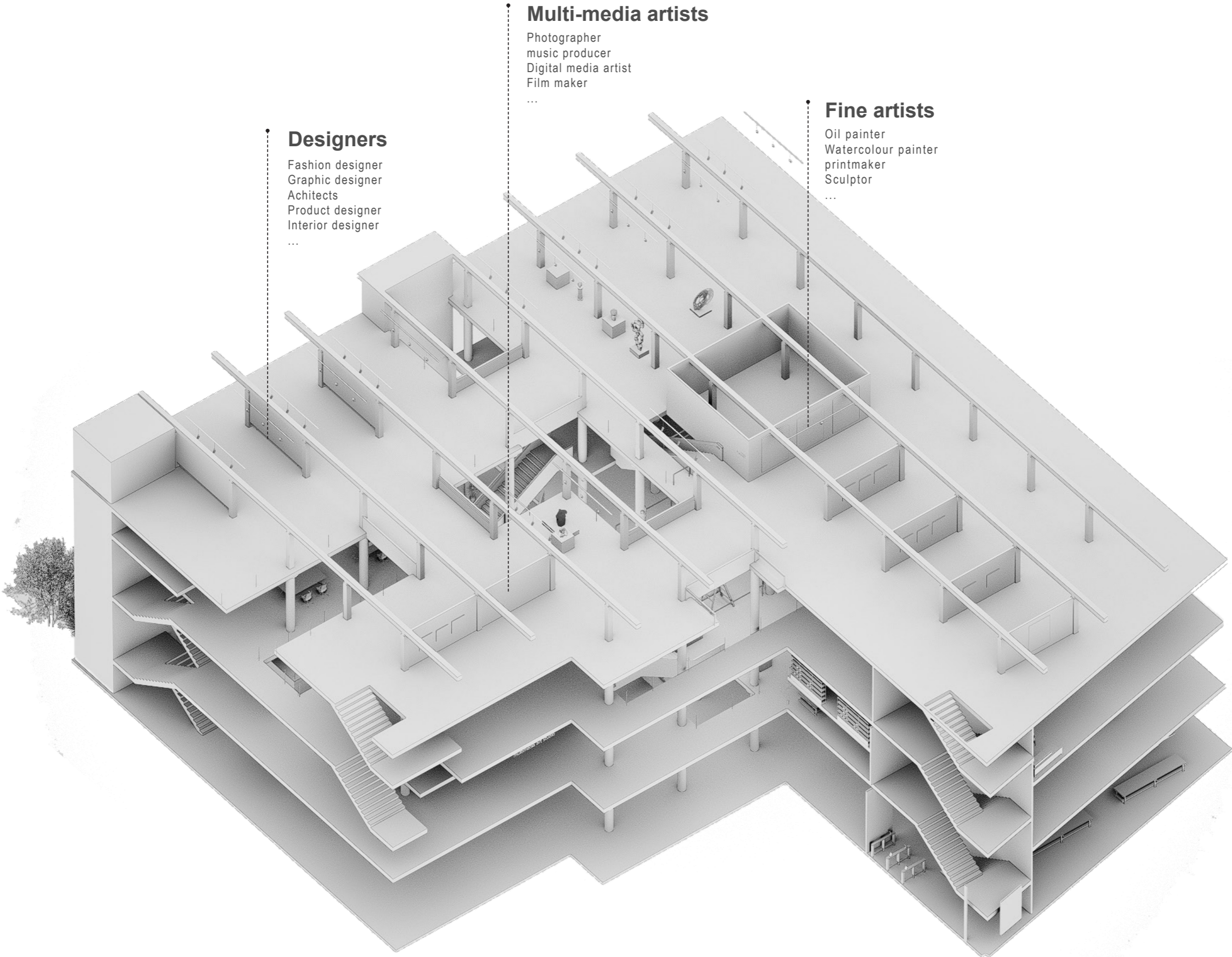
STRUCTURAL MODEL



BELOW: REFLECTING THE PERSPECTIVE OF THE TOP FLOOR GALLERY LOOKING DOWN.

# 4.DESIGN PROPOSAL

WHAT WILL THE VISITOR'S EXPERIENCE BE LIKE HERE?



**Designers**

Fashion designer  
Graphic designer  
Achitects  
Product designer  
Interior designer  
...

**Multi-media artists**

Photographer  
music producer  
Digital media artist  
Film maker  
...

**Fine artists**

Oil painter  
Watercolour painter  
printmaker  
Sculptor  
...

# GROUND FLOOR

COFFEE BAR & WORKSHOP

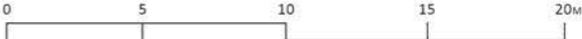
# GROUND FLOOR PLAN



- 1. ENTRANCE
- 2. RECEPTION
- 3. COFFEE BAR
- 4. ART STORE
- 5. METAL WORKSHOP
- 6. WOOD WORKSHOP
- 7. RESTING AREA
- 8. TOILET
- 9. STAIRCASE FOR ARTISTS
- 10. STAIRCASE FOR VISITORS
- 11. VISITOR LIFT
- 12. GOODS LIFT
- 13. STAGE
- 14. STORAGE ROOM
- 15. EXIT STAIRCASE
- 16. CARPARK



# GROUND FLOOR PLAN

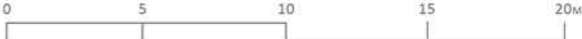


- 1. ENTRANCE
- 2. RECEPTION
- 3. MODEL MAKING ROOM
- 4. ART STORE
- 5. METAL WORKSHOP
- 6. WOOD WORKSHOP
- 7. RESTING AREA
- 8. MODEL SHOWCASE
- 9. STAIRCASE FOR ARTISTS
- 10. STAIRCASE FOR VISITORS
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- 12. GOODS LIFT
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# GROUND FLOOR VISITOR MOVEMENT

BELOW: MAIN MOVEMENT OF VISITORS ON THE GROUND FLOOR

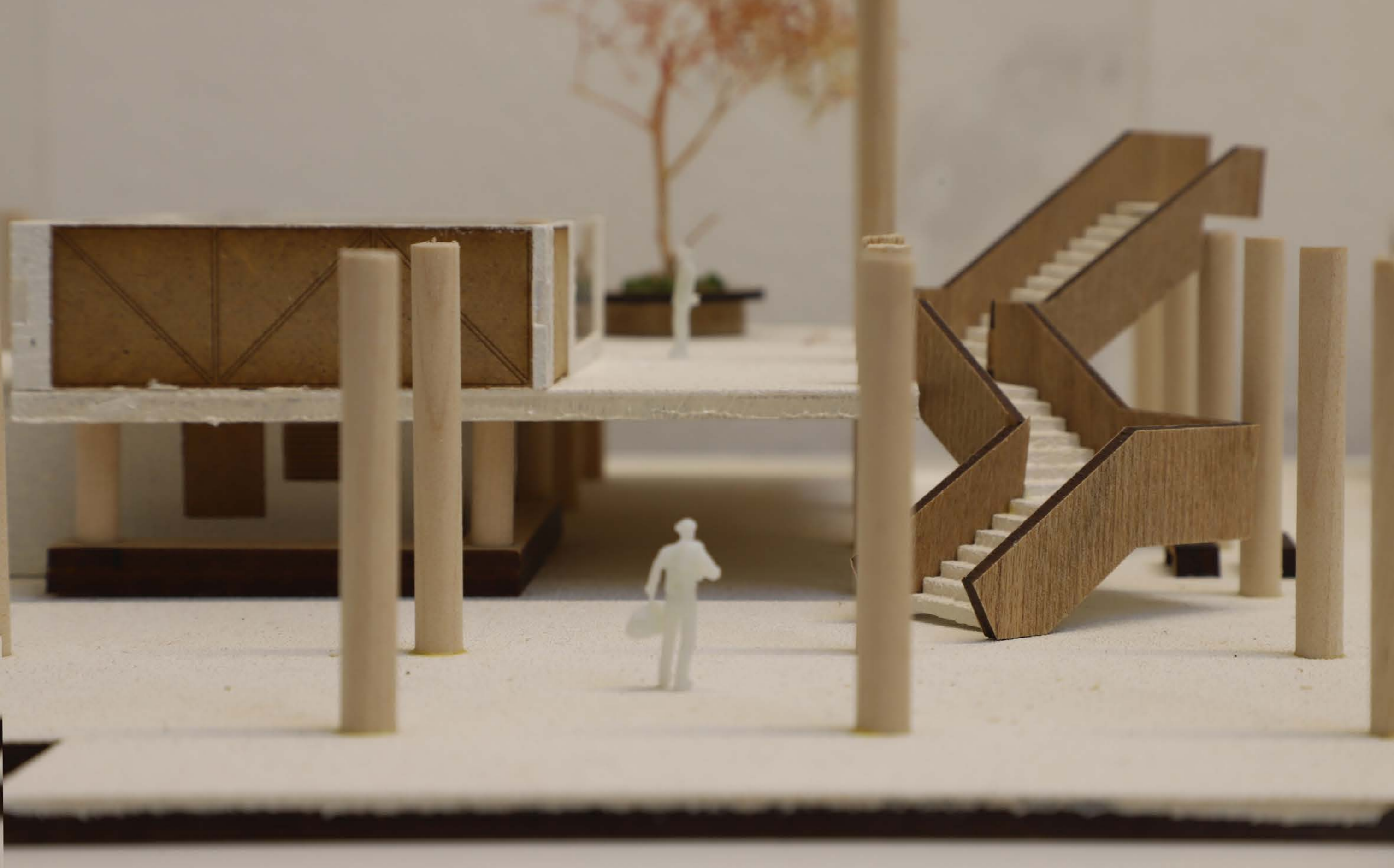


RENDERING:GROUND FLOOR



BELOW: ENTRANCE COFFEE BAR AND LOUNGE AREA



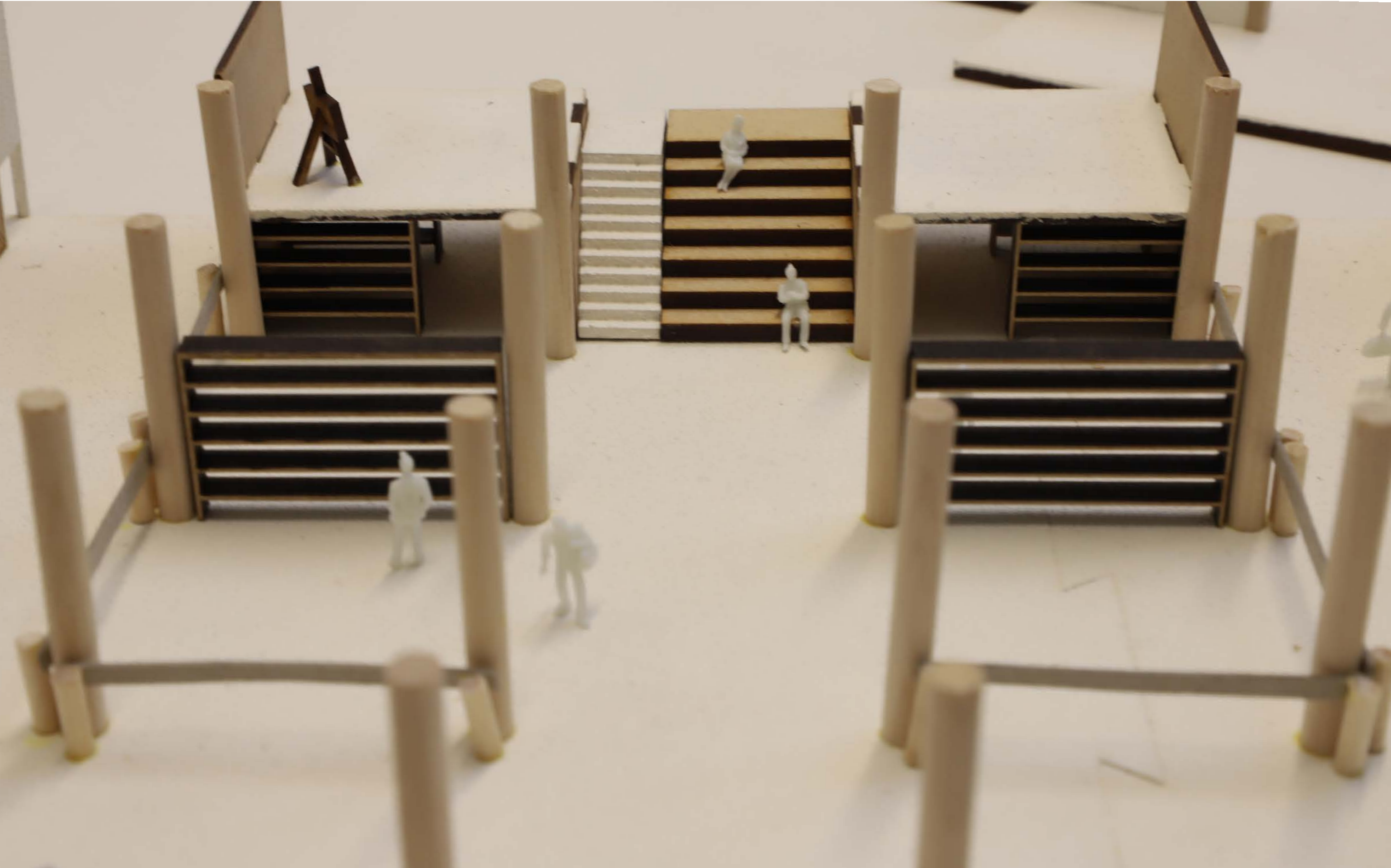




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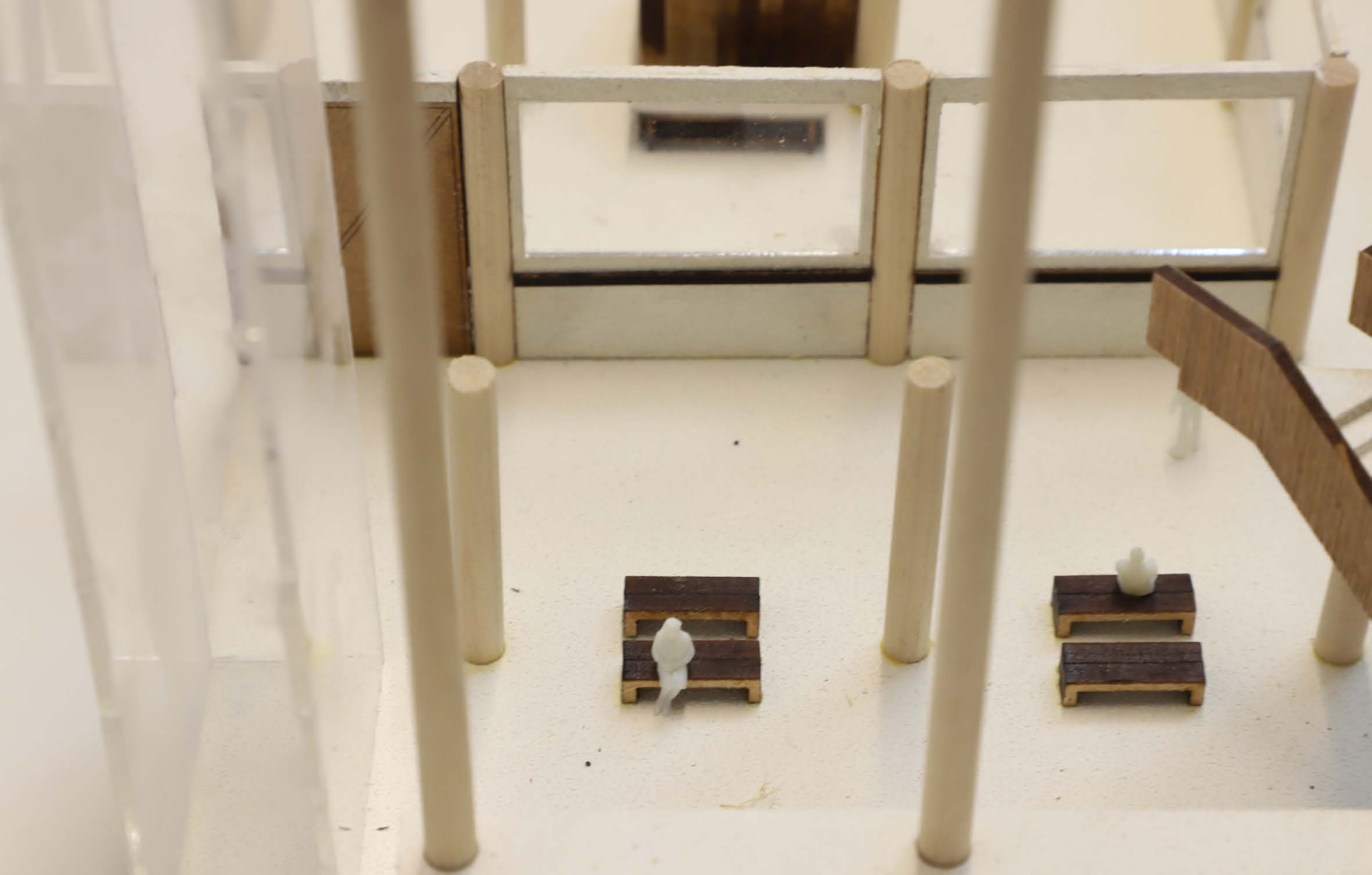




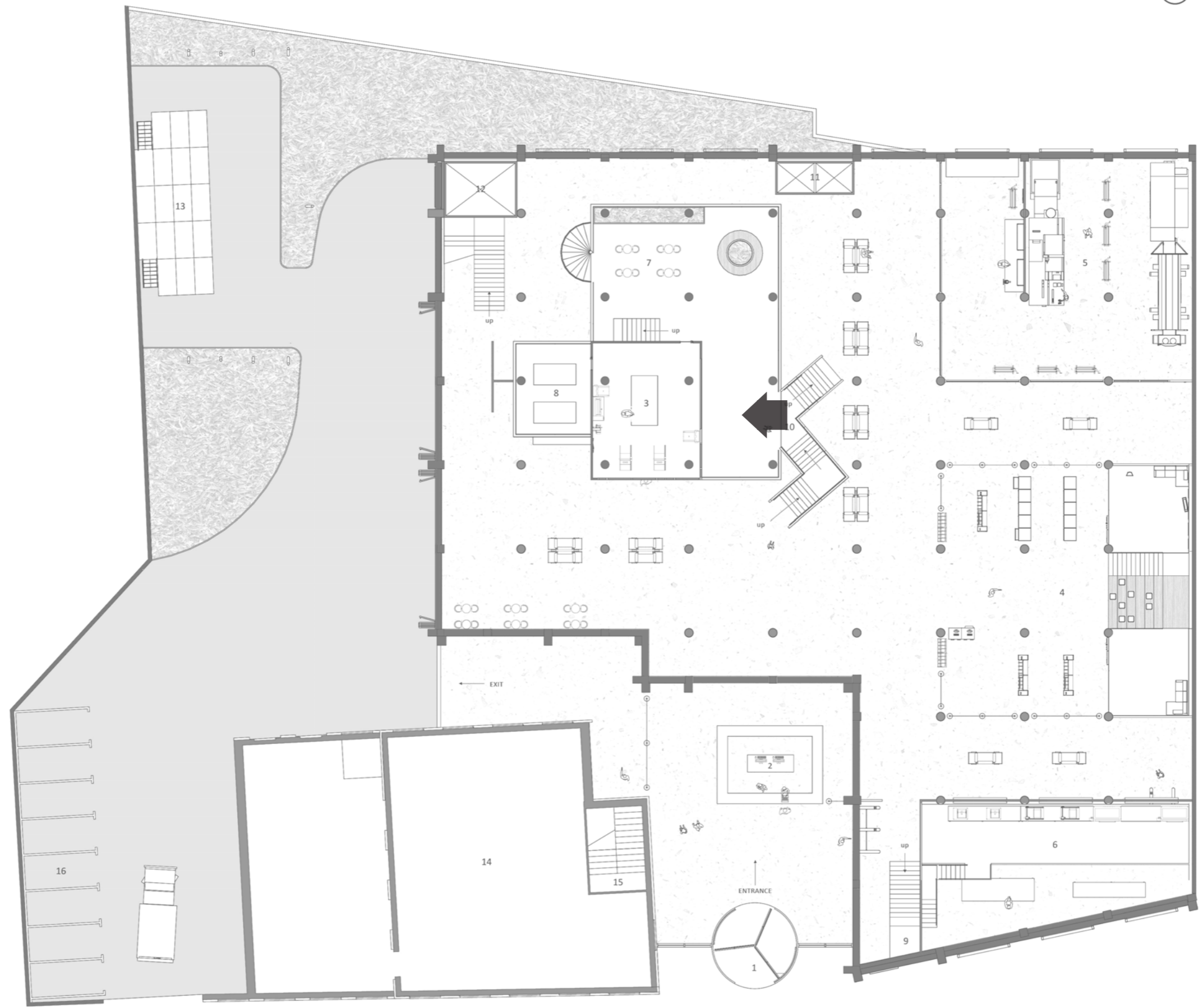
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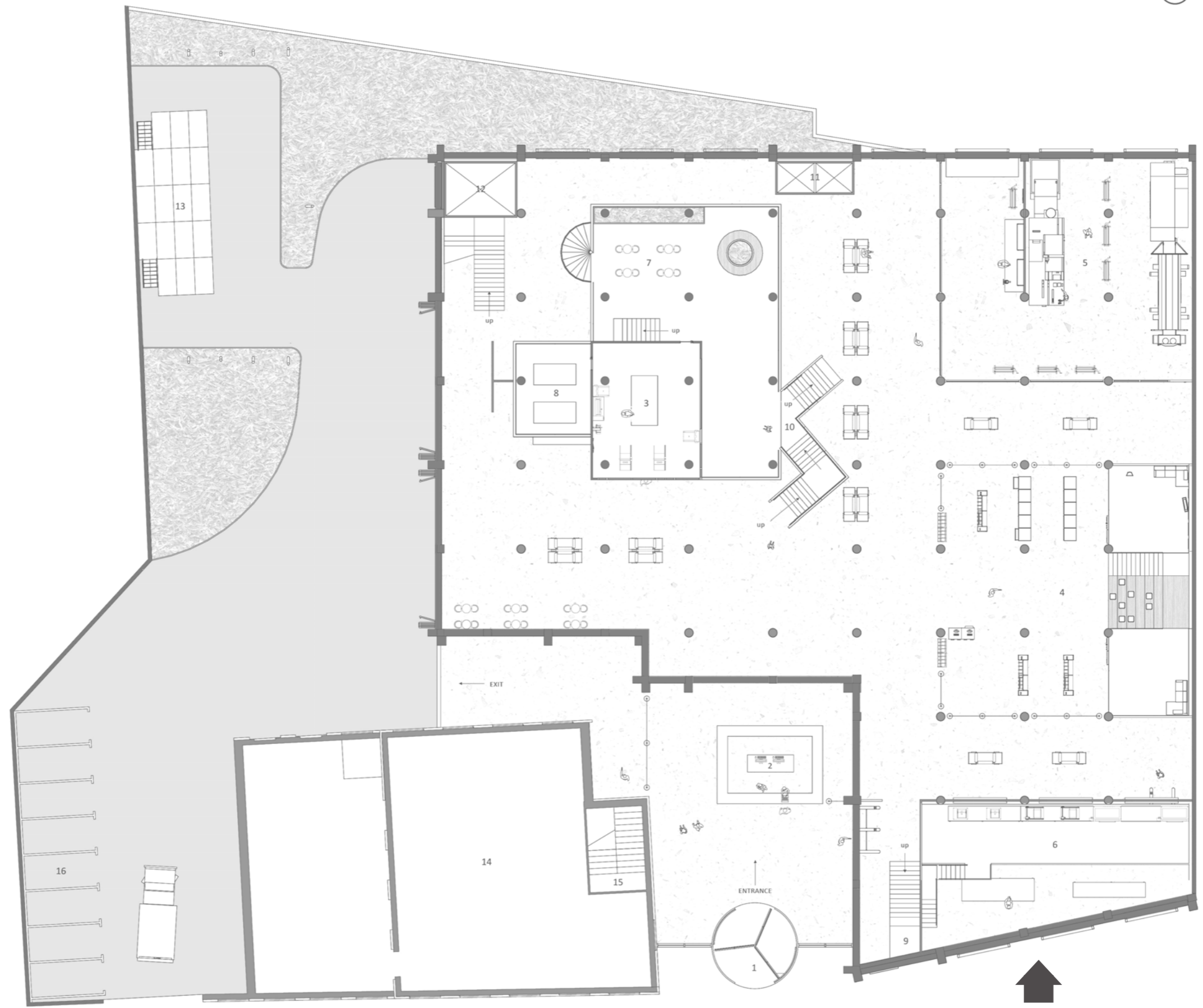


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MODEL



# FIRST FLOOR

SCULPTURE STUDIO & DESIGNER STUDIO

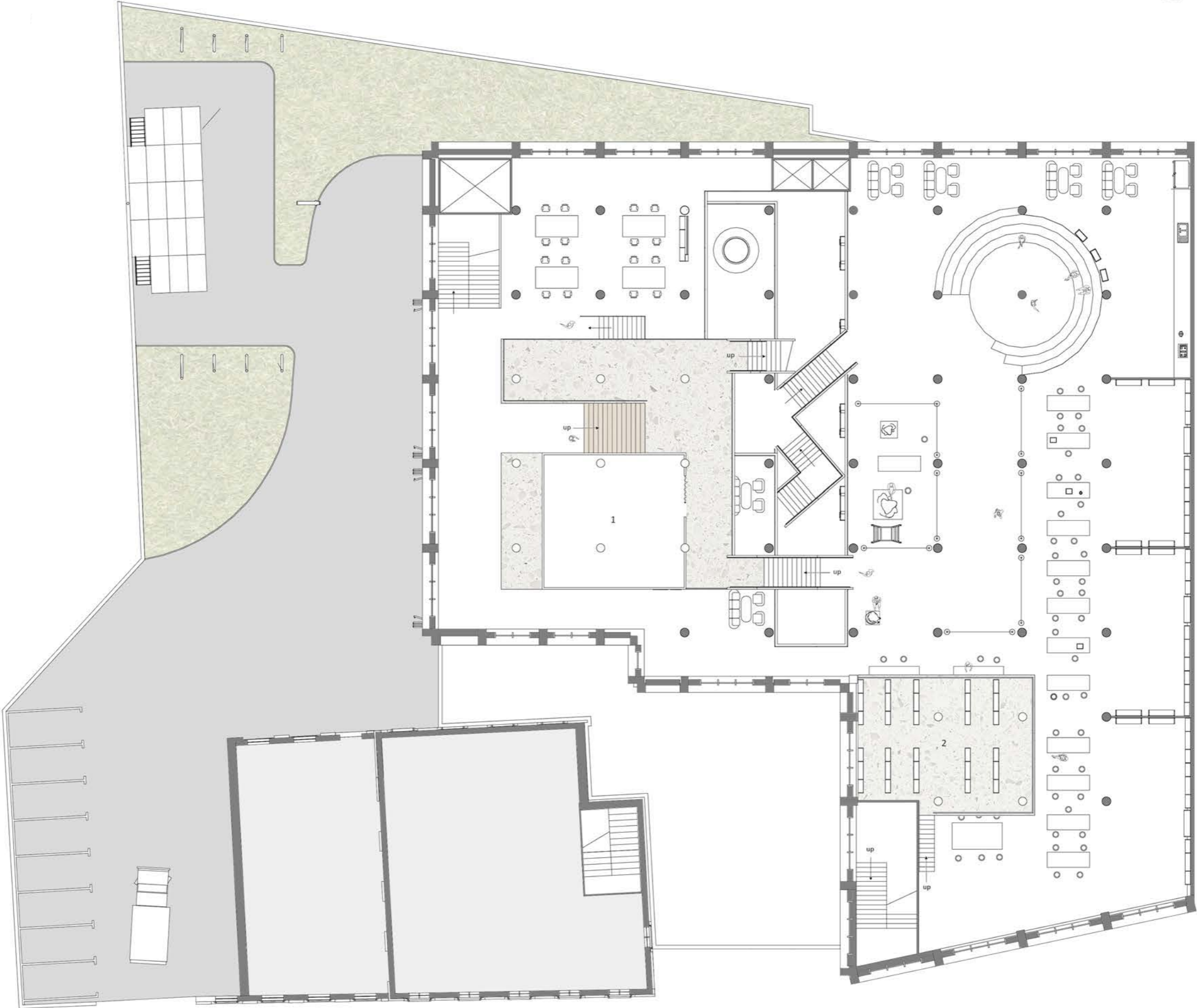
# FIRST FLOOR PLAN

- 1. EVENTS AREA
- 2. WATER BAR
- 3. LARGE-SCALE SCULPTURE AREA
- 4. SCULPTURE STUDIO
- 5. COOPERATIVE WORKSPACE
- 6. DIGITAL ARTIST STUDIO
- 7. DESIGN STUDIO
- 8. MEETING ROOM
- 9. GOODS LIFT
- 10. ARTS BAR

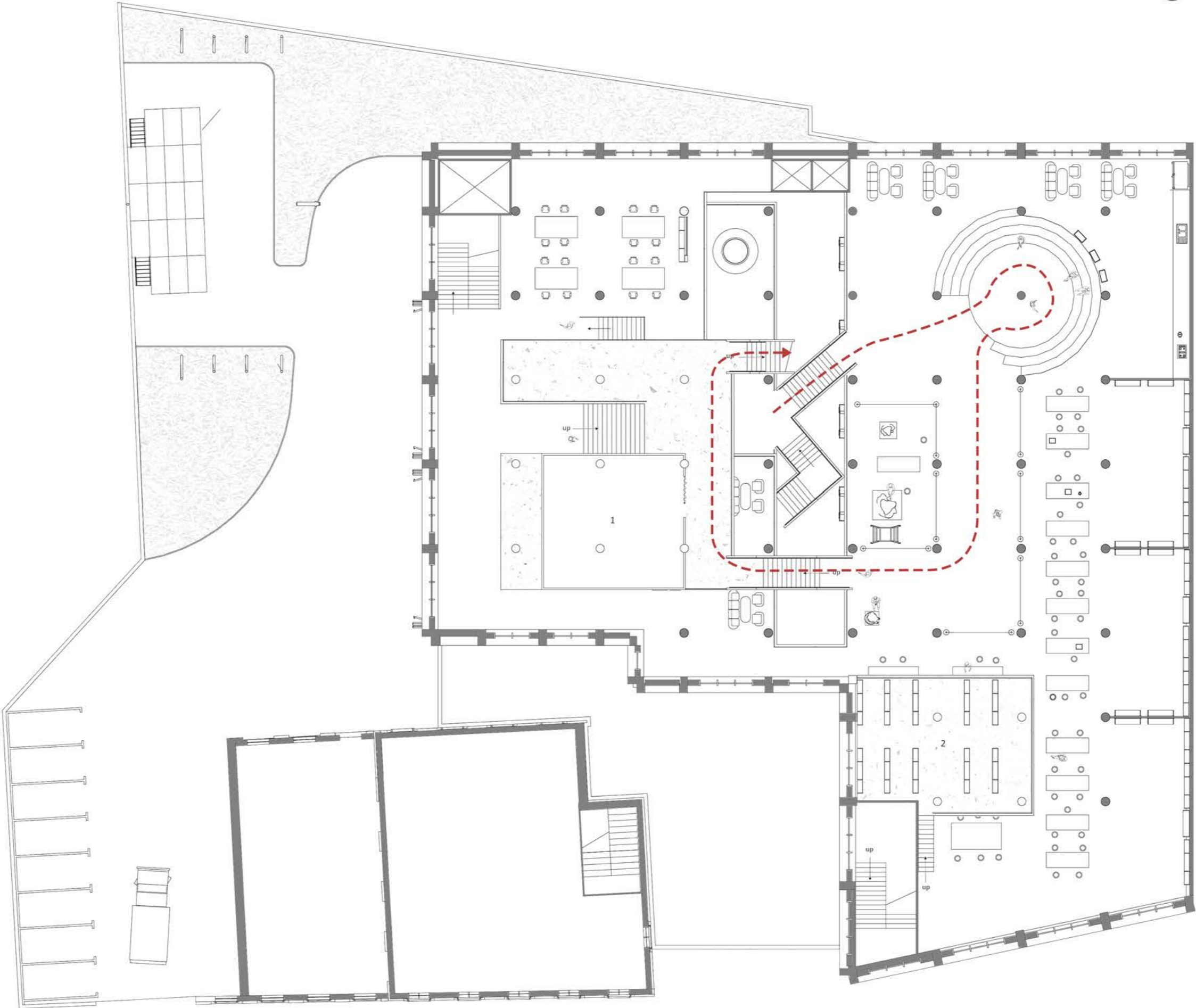


# FIRST FLOOR PLAN

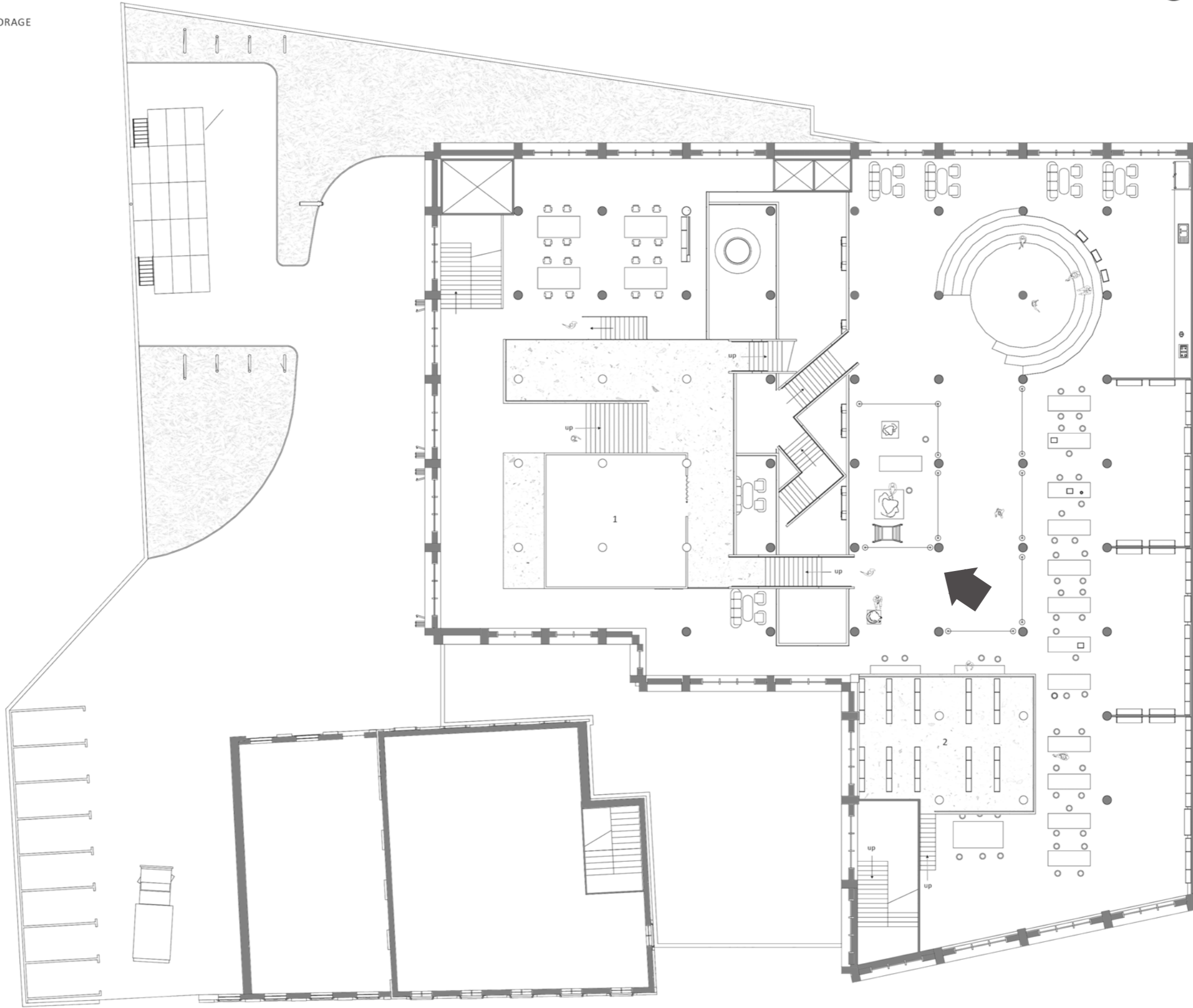
- 1. CINEMA ROOM
- 2. SCULPTURE MATERIAL STORAGE



# FIRST FLOOR PLAN VISITOR MOVEMENT

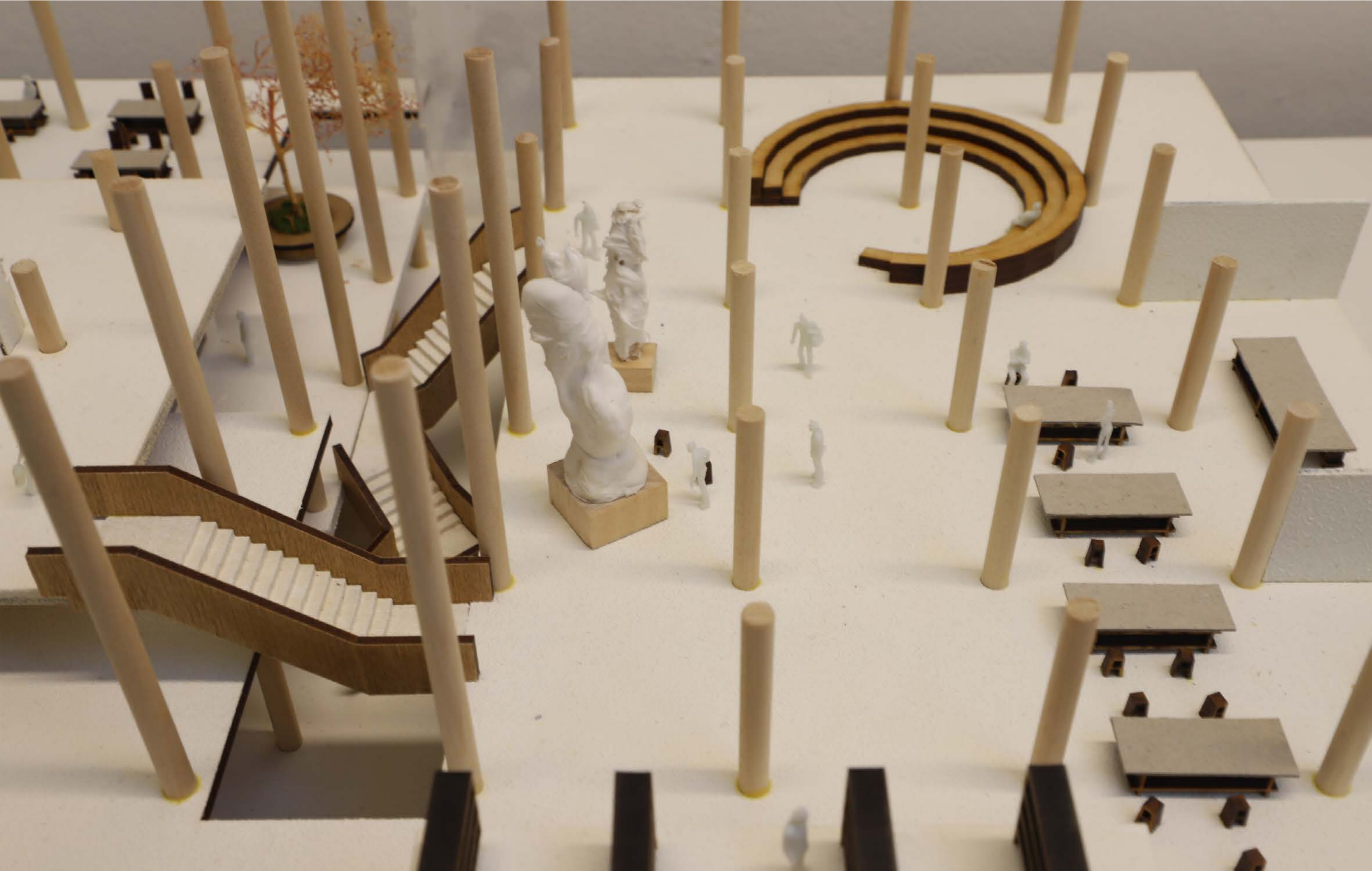


- 1. CINEMA ROOM
- 2. SCULPTURE MATERIAL STORAGE

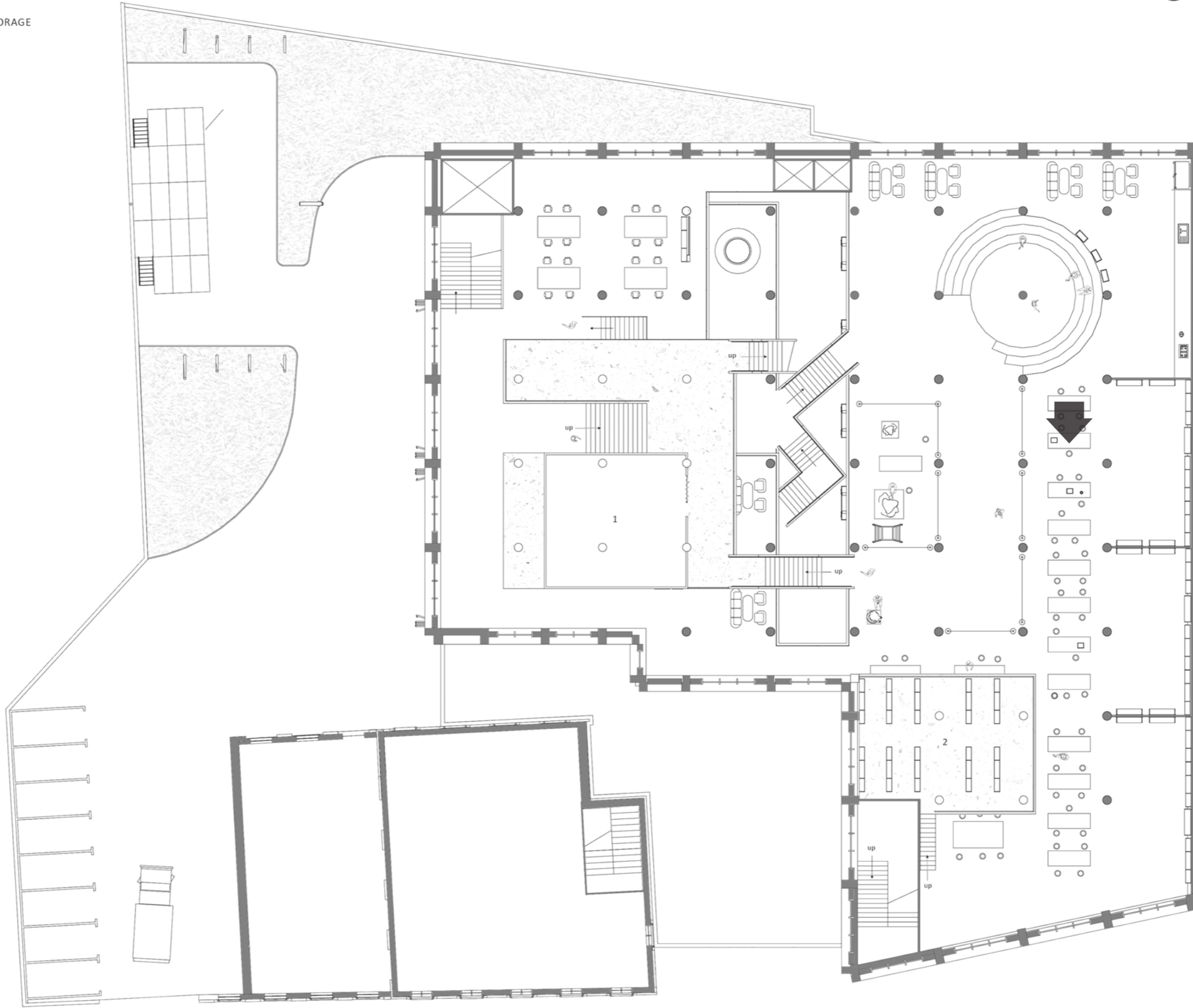








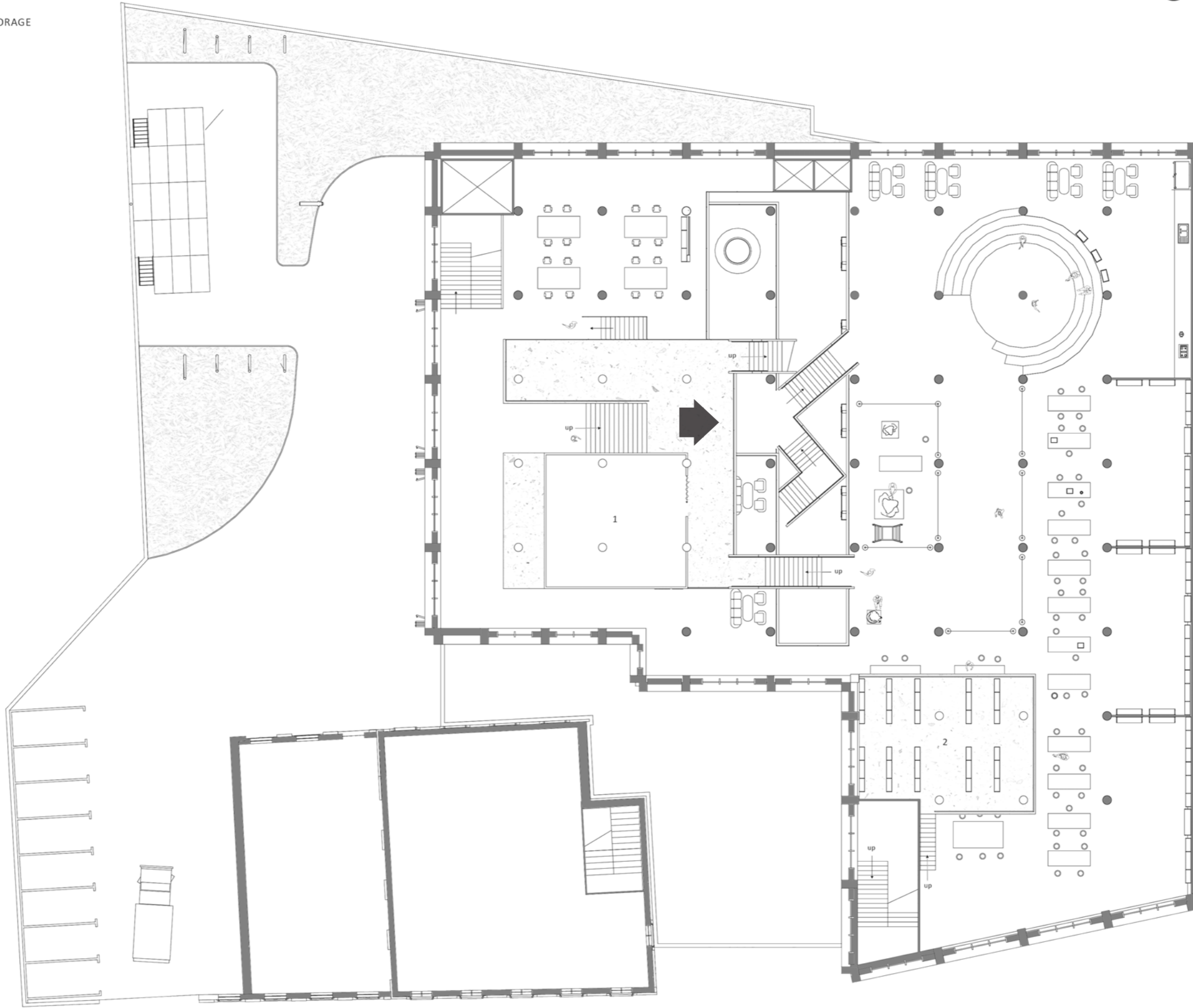
- 1. CINEMA ROOM
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- 1. CINEMA ROOM
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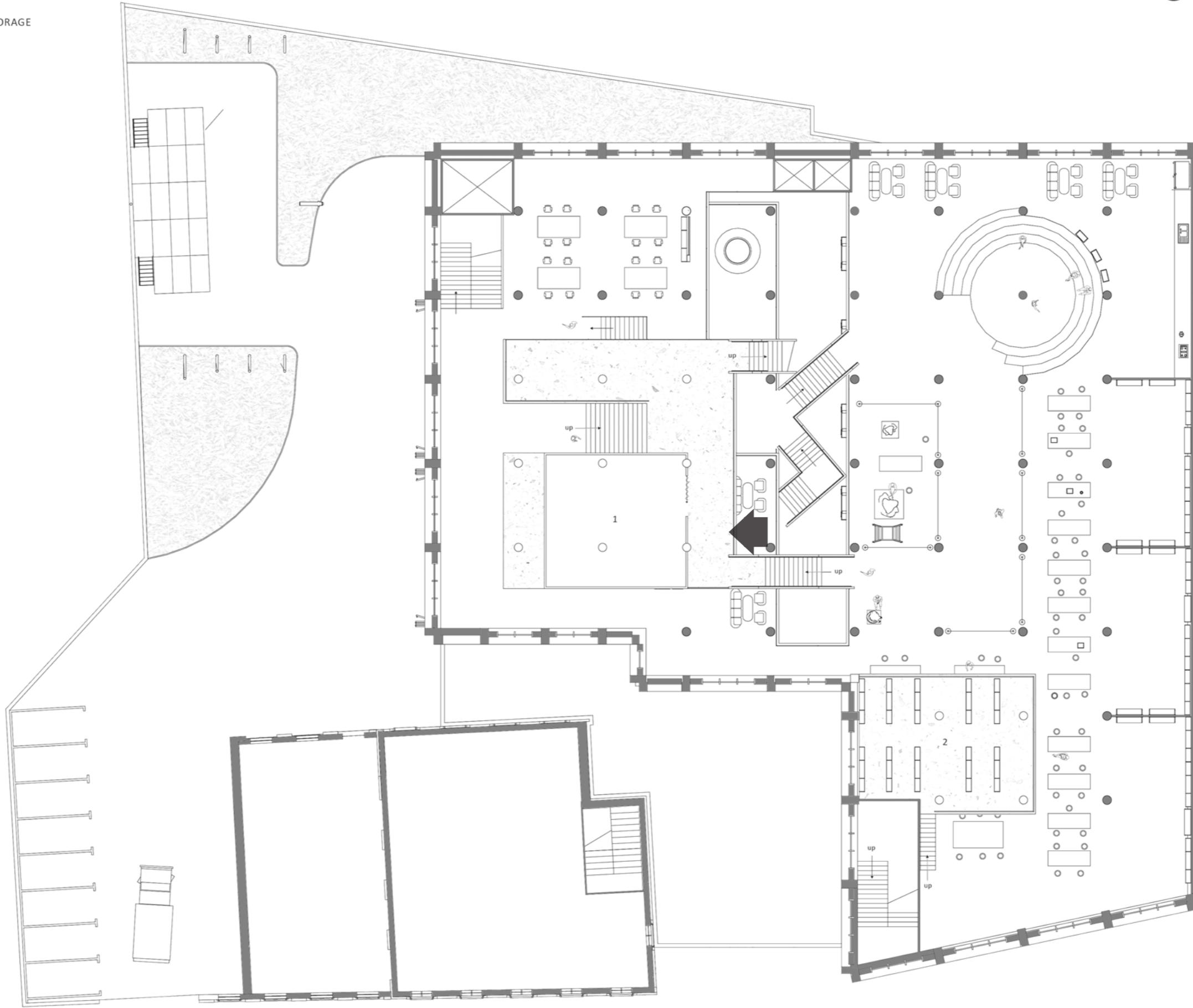


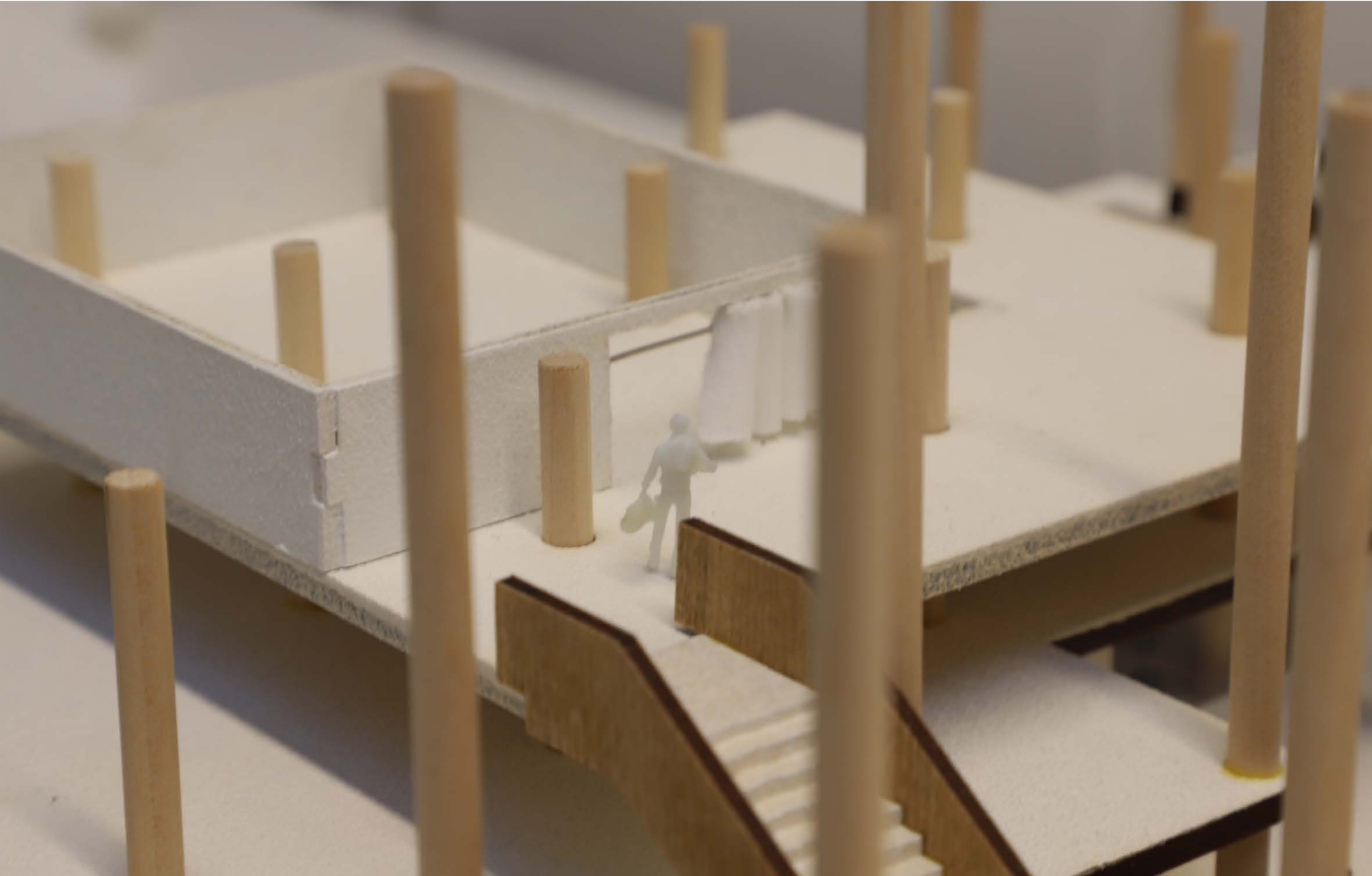
RENDERING:SCULPTURE MAKING AREA

BELOW: THE SCULPTURE MAKING AREA ON THE FIRST FLOOR

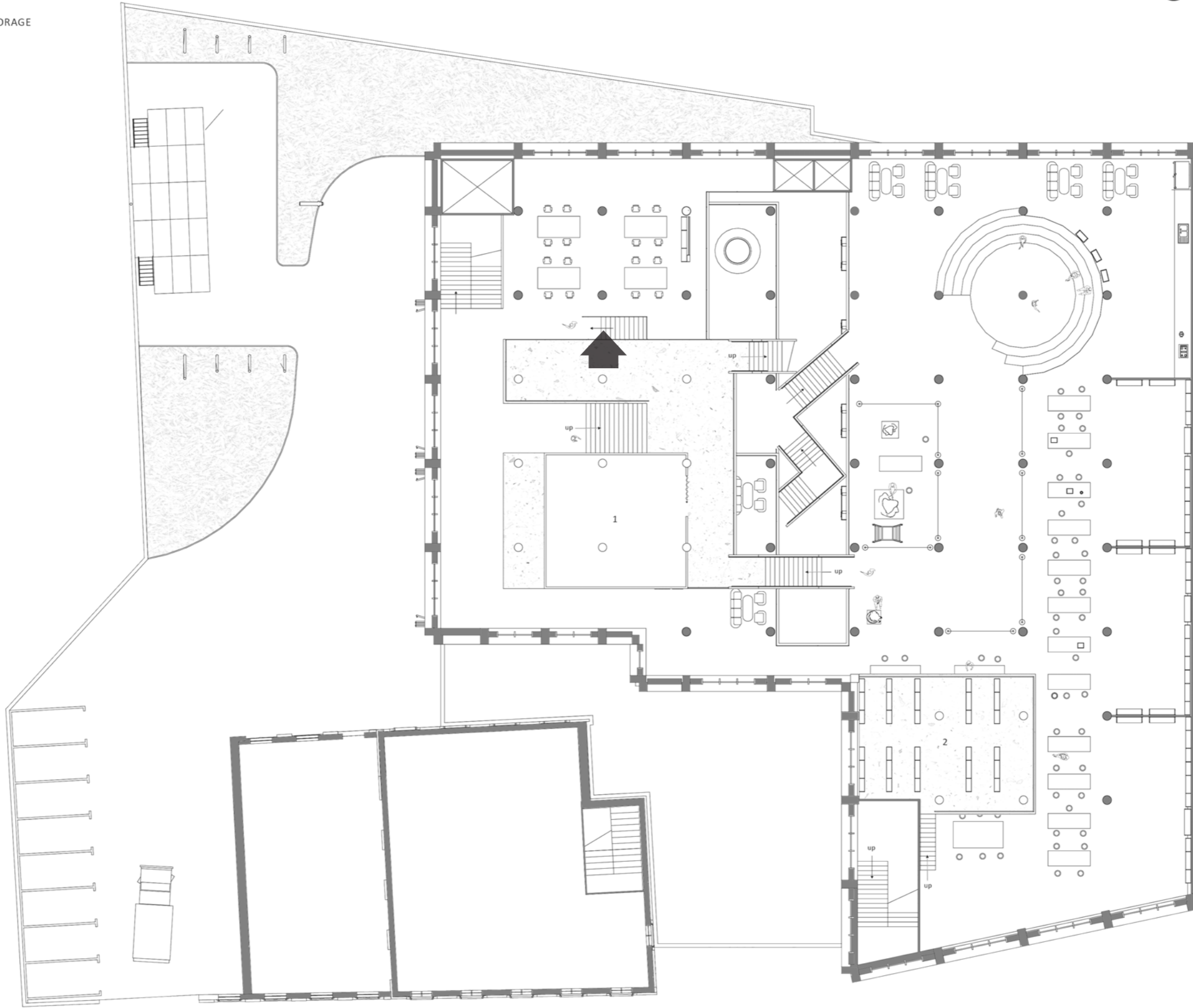


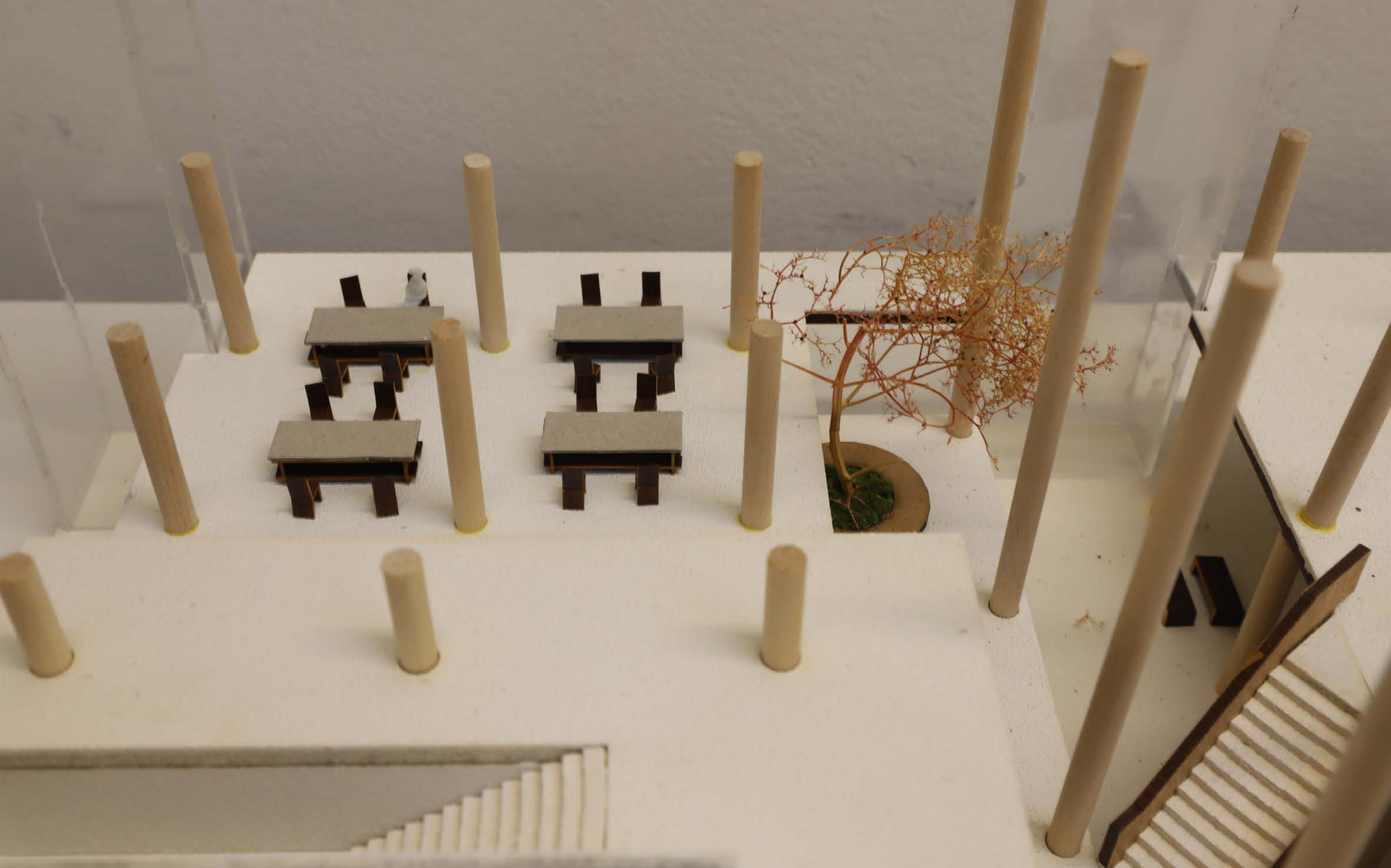
- 1. CINEMA ROOM
- 2. SCULPTURE MATERIAL STORAGE





- 1. CINEMA ROOM
- 2. SCULPTURE MATERIAL STORAGE





# SECOND FLOOR

PAINTING STUDIO & DIGITAL ARTISTS STUDIO

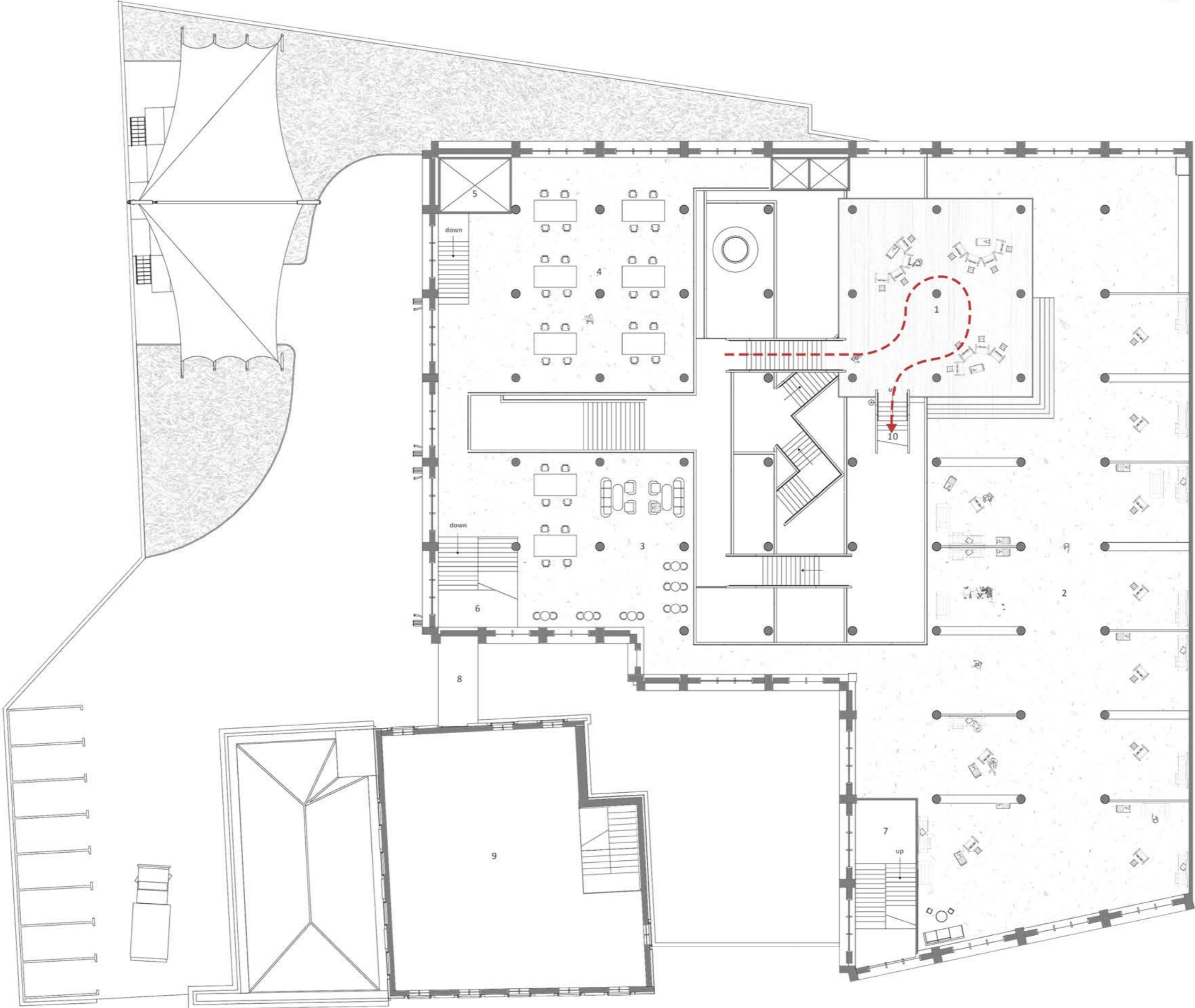
# SECOND FLOOR PLAN



- 1. PAINTING SHOWCASE AREA
- 2. PAINTING STUDIO
- 3. DIGITAL ARTISTS STUDIO
- 4. DESIGN STUDIO
- 5. GOODS LIFT
- 6. EXIT STAIRCASE FOR VISITORS
- 7. STAIRCASE FOR ARTISTS
- 8. BRIDGE TO THE VICTORIA BUILDING
- 9. SOUVENIR SHOP
- 10. STAIRCASE TO THE GALLERY

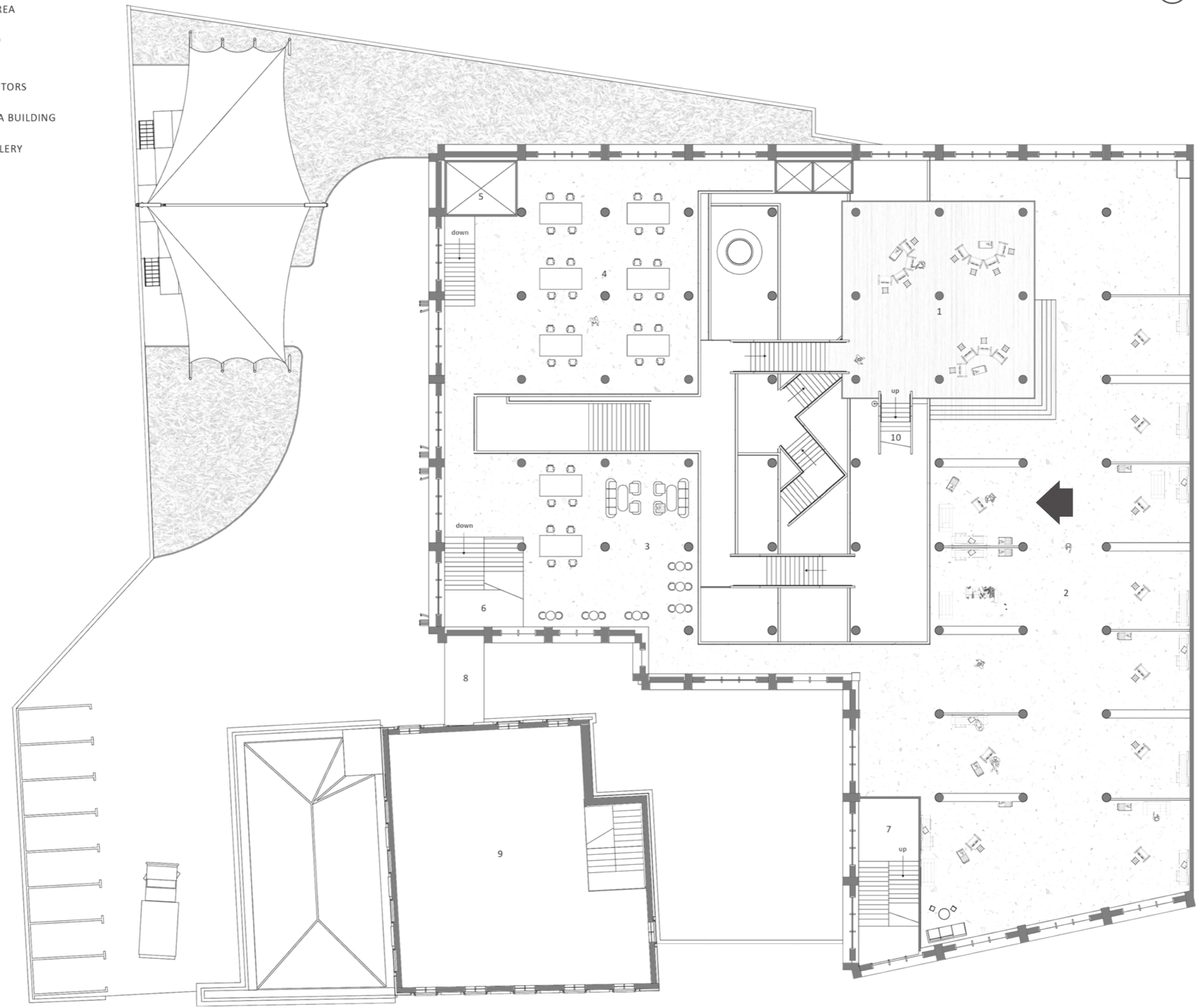


# SECOND FLOOR PLAN VISITOR MOVEMENT





- 1. PAINTING SHOWCASE AREA
- 2. PAINTING STUDIO
- 3. DIGITAL ARTISTS STUDIO
- 4. DESIGN STUDIO
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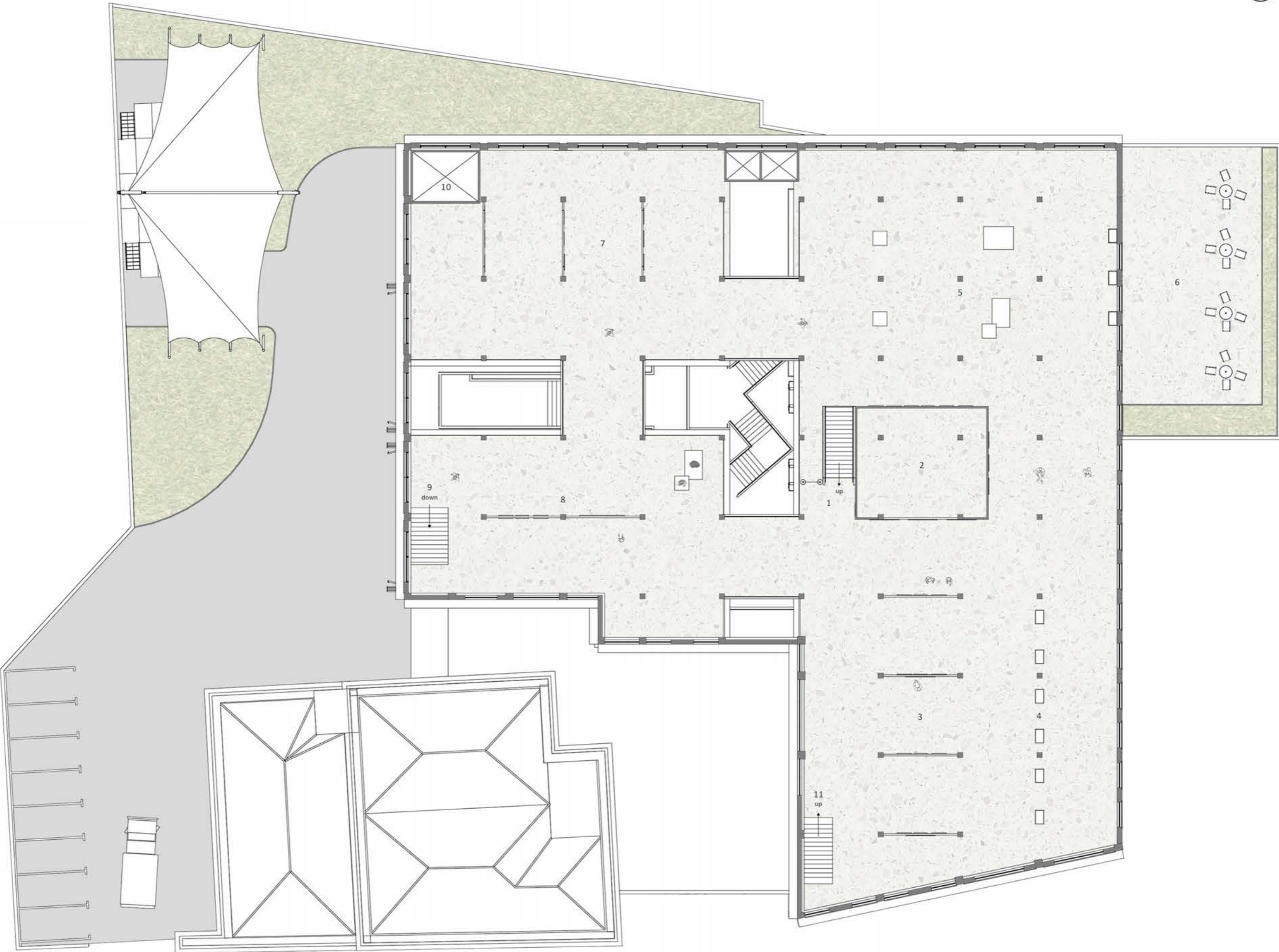


# TOP FLOOR

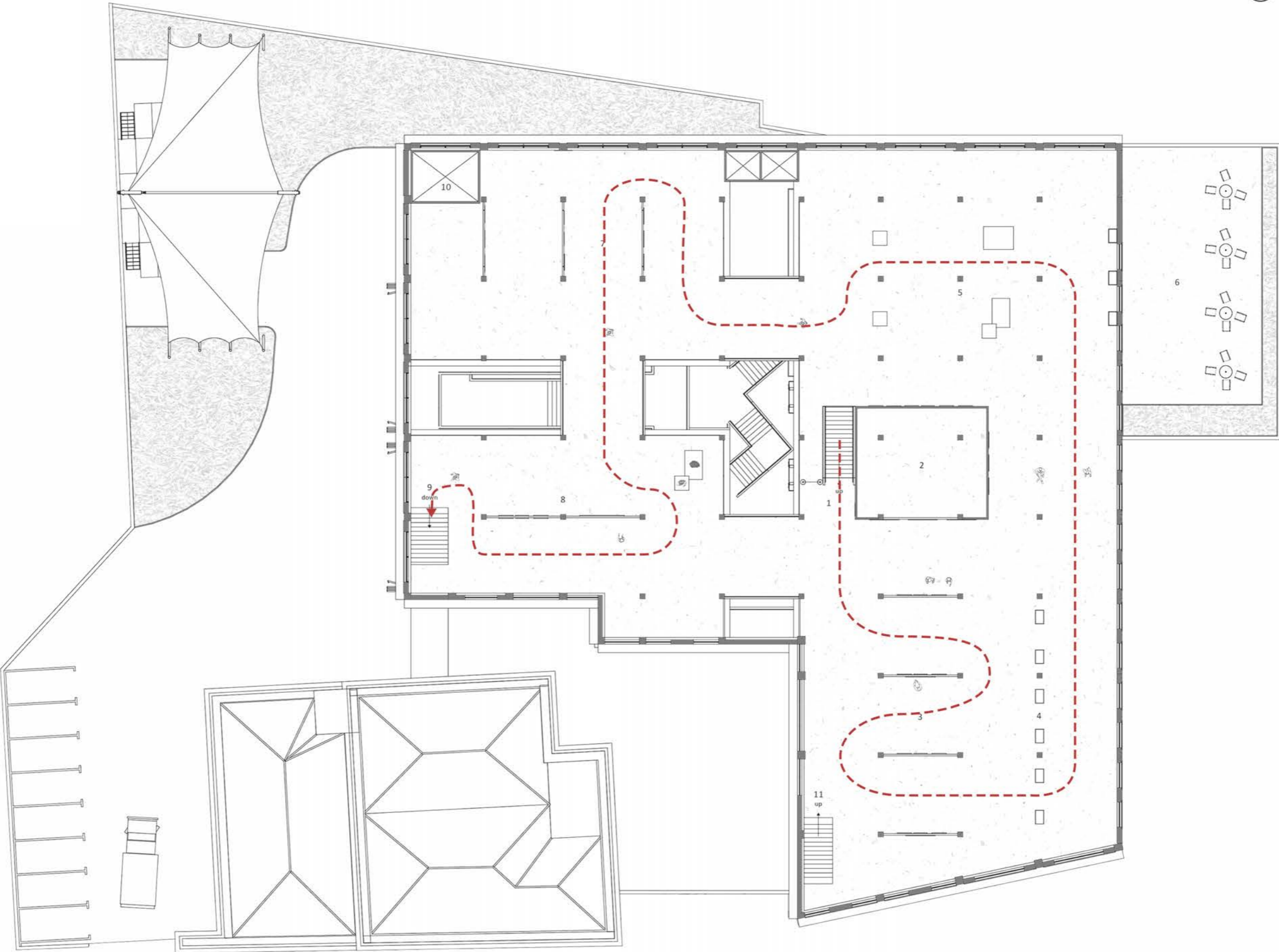
THE 'ART ORIGINS GALLERY'

# TOP FLOOR PLAN

- 1. GALLERY ENTRANCE
- 2. GALLERY STORAGE ROOM
- 3. PAINTING GALLERY
- 4. SCULPTURE GALLERY
- 5. GALLERY FOR BIG SCULPTURES
- 6. TERRACE BALCONY
- 7. PAINTING GALLERY
- 8. DESIGNER GALLERY
- 9. VISITOR EXIT
- 10. GOODS LIFT
- 11. STAIRCASE FOR ARTISTS

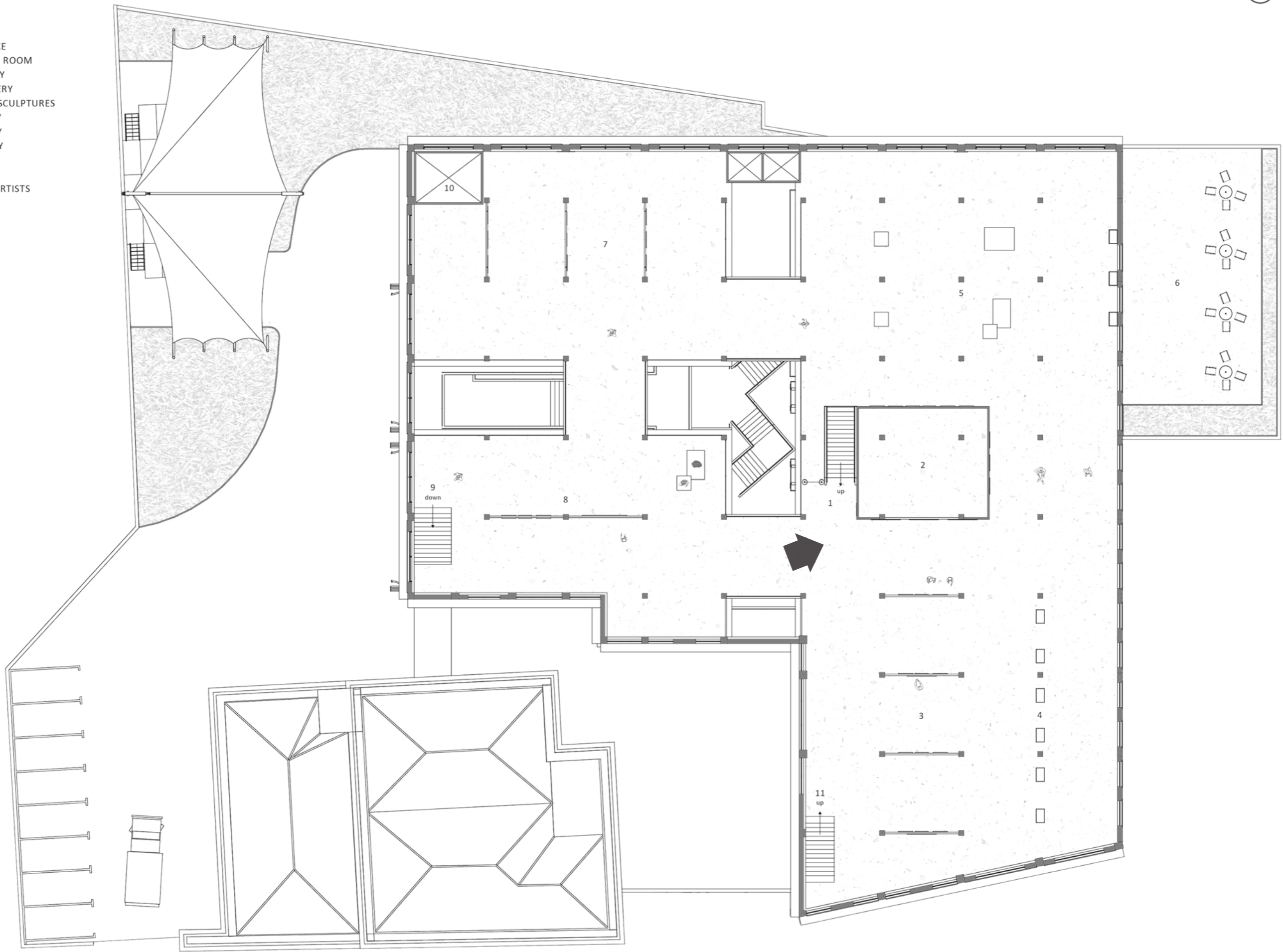


# TOP FLOOR PLAN VISITOR MOVEMENT





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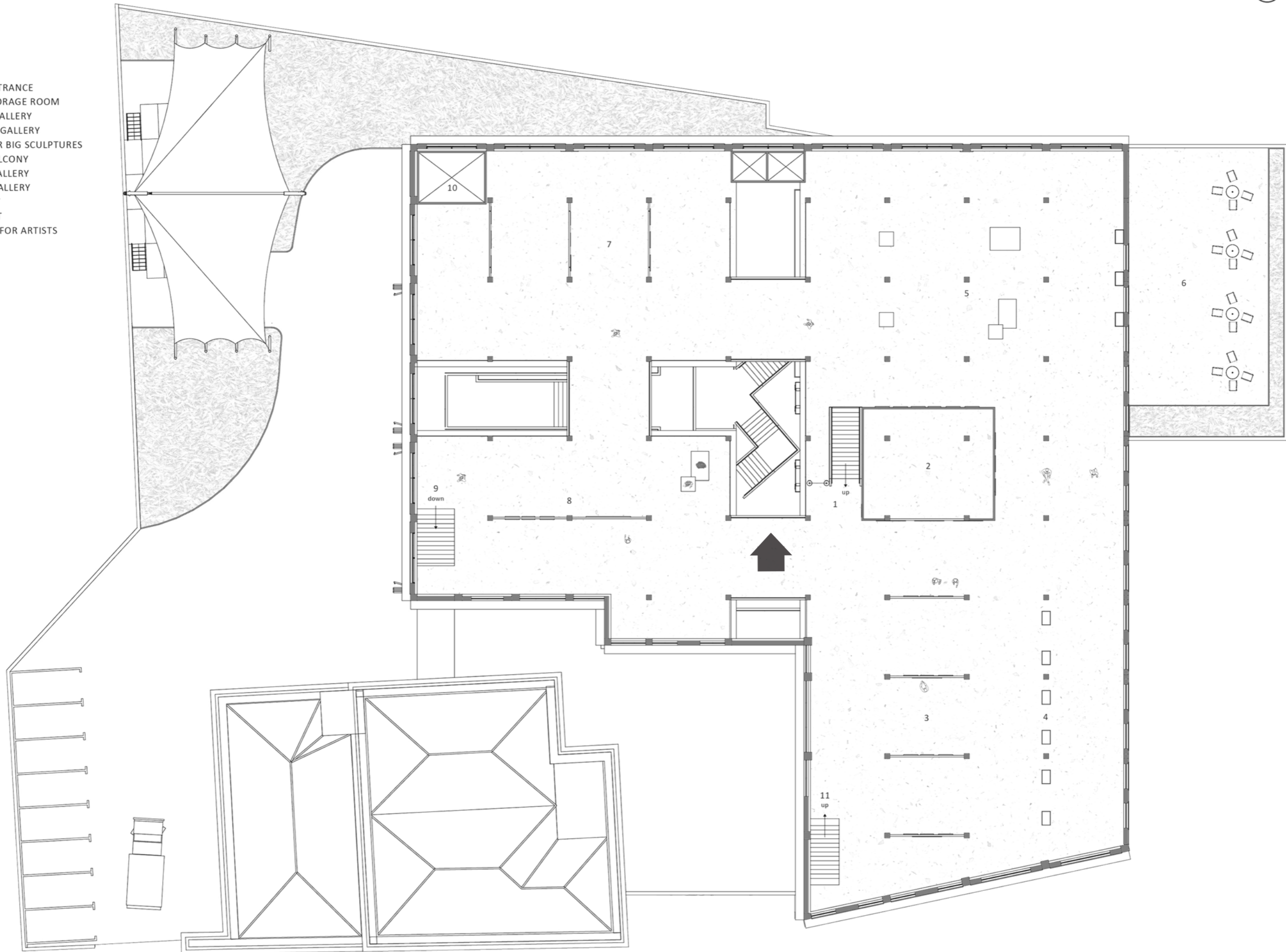








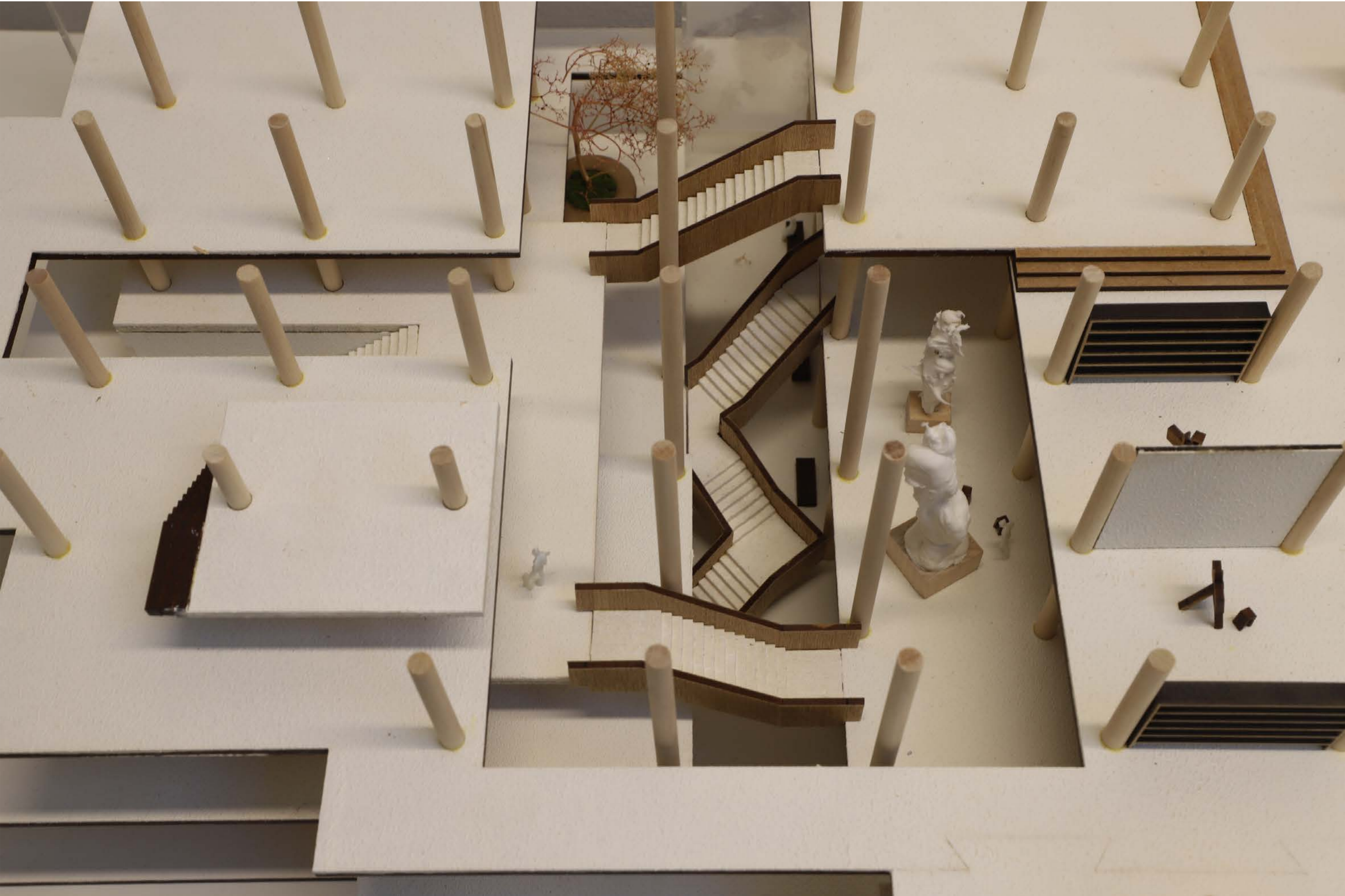
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MODEL:VIEW FROM THE TOP

BELOW: THE VIEW OF THE TOP FLOOR GALLERY



THANK YOU

ZIJIE WANG(JAY)-SUPERREUSE