

NOT FOR US
BUT FOR ALL

A NEW EXPERIENCE OF
URBAN COMMUNITY

- PART I RESEARCH
- PART II SITE AND STRATEGY
- PART III DESIGN OUTCOMES

**9 MILLION OF US
IN THE UK
ARE LONELY.**

“TIME WE CHANGED THAT”

WE = ALL OF US
BUSINESS
GOVERNMENT
LOCAL GOV
UNIVERSITIES
CIVIL SOCIETIES
COMMUNITIES
LONELY PEOPLE

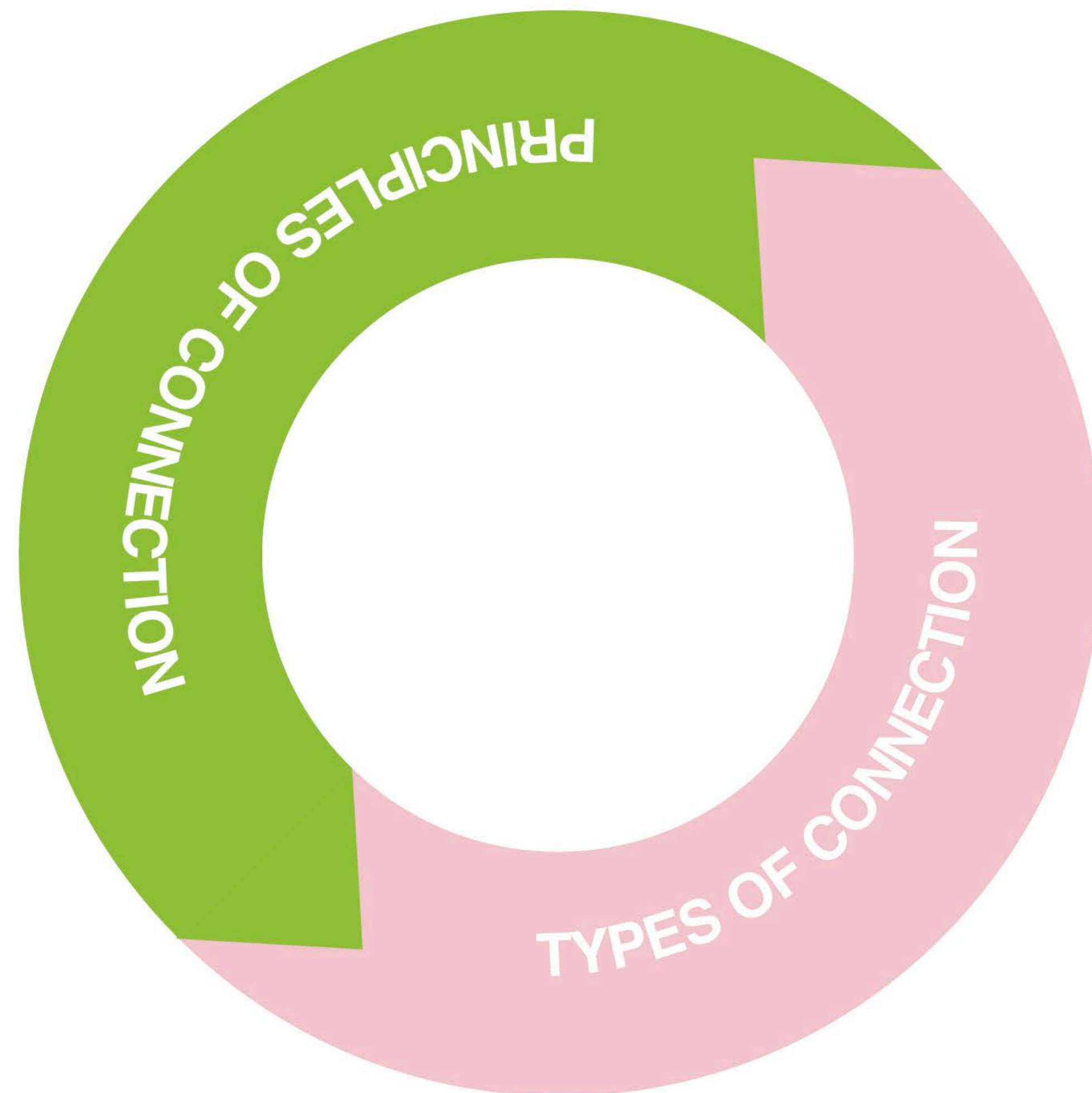
SHAPE
SCALING IDEAS
THAT HAVE
WORKED BEFORE
AND MAKING
EXISTING PLACES
WORK BETTER

**HOW CAN WE SHAPE
SPACES AND PLACES
TO TACKLE SOCIAL
ISOLATION AND
LONELINESS IN OUR
CITIES?**

SPACES PLACES
WE ARE
INTERESTED IN
HOW THE PLACES
WHERE WE
LIVE, WORK, PLAY
COULD MAKE IT
EASIER FOR US
TO CONNECT
WITH OTHERS

**LONELINESS AND
ISOLATION** WHILE
CONNECTED,
ARE DIFFERENT.
ISOLATION IS A
PHYSICAL STATE,
WHILE LONELINESS
IS A FEELING. YOU
CAN BE LONELY
AND NOT
ISOLATED, AND
VICE VERSA

WE'RE FOCUSING
ON **LONDON**,
ONE OF THE
LONELIEST CITIES
INT THE WORLD.
BUT LONELINESS
CAN BE
ADDRESSED IN
MANY CITIES IN
THE WORLD.



A SENSE OF AGENCY

AGENCY OVER SPACES AND
RELATIONSHIPS CREATES
SENSE OF BELONGING

SPACE TO BE HUMAN

SHOW UP AS THEMSELVES
VS. "WORK" PERSONA
INCREASES WELL-BEING

RECOGNISE DIVERSITY

EACH INDIVIDUAL HAS
CHANGING NEEDS AND
WORK STYLES

VALUE FRIENDSHIP

PLACE VALUE ON
INTERACTIONS BEYOND
PURELY WORK RELATIONS

STRONG TIES

NETWORK OF FAMILIAR
FACES AROUND US CAN
BOOST WELL-BEING

WORK FRIENDSHIPS

BONDS THAT TRANSCEND
WHAT YOU ARE WORKING
ON

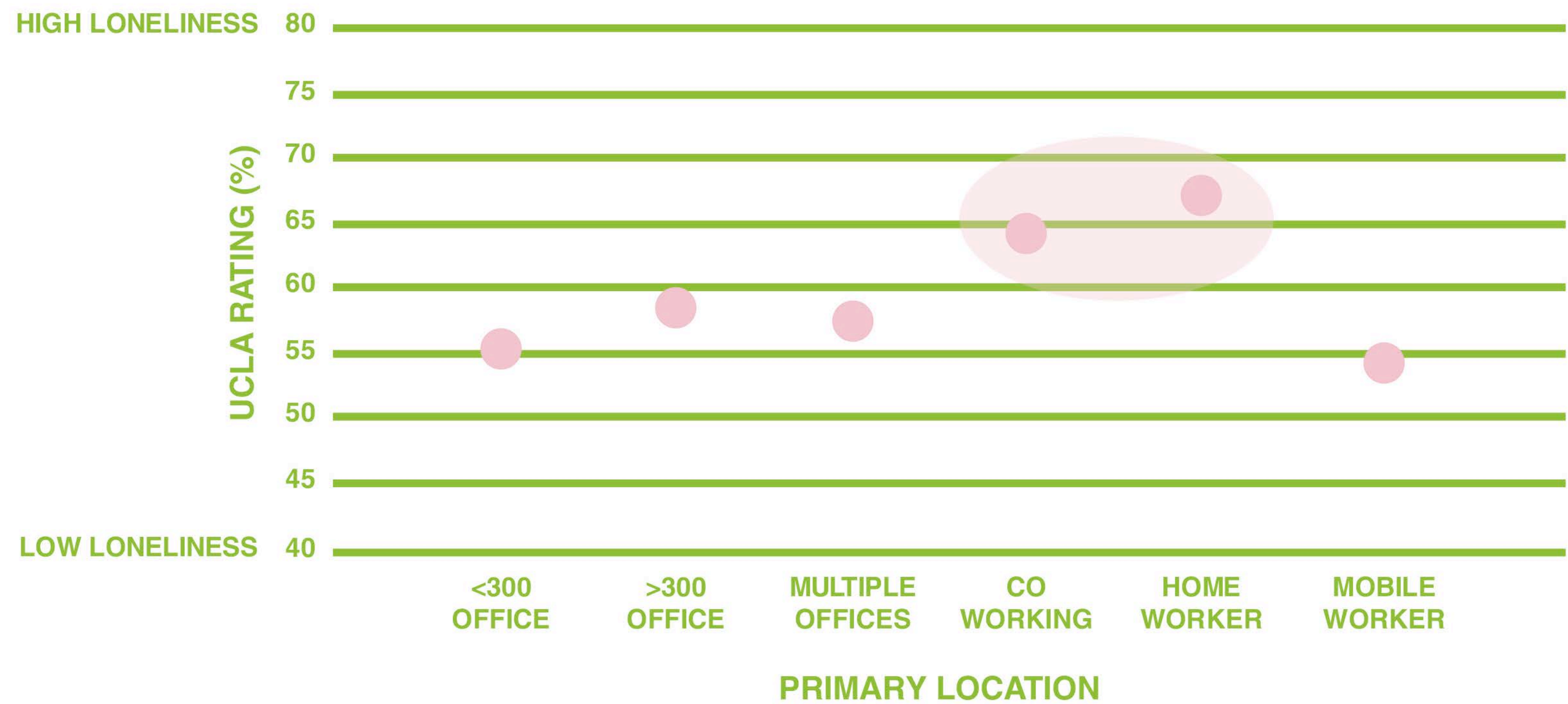
TRUSTED COLLEAGUES

SOLID AND DEPENDABLE
TIES WITH CO-WORKERS IN
INFORMAL INTERACTIONS

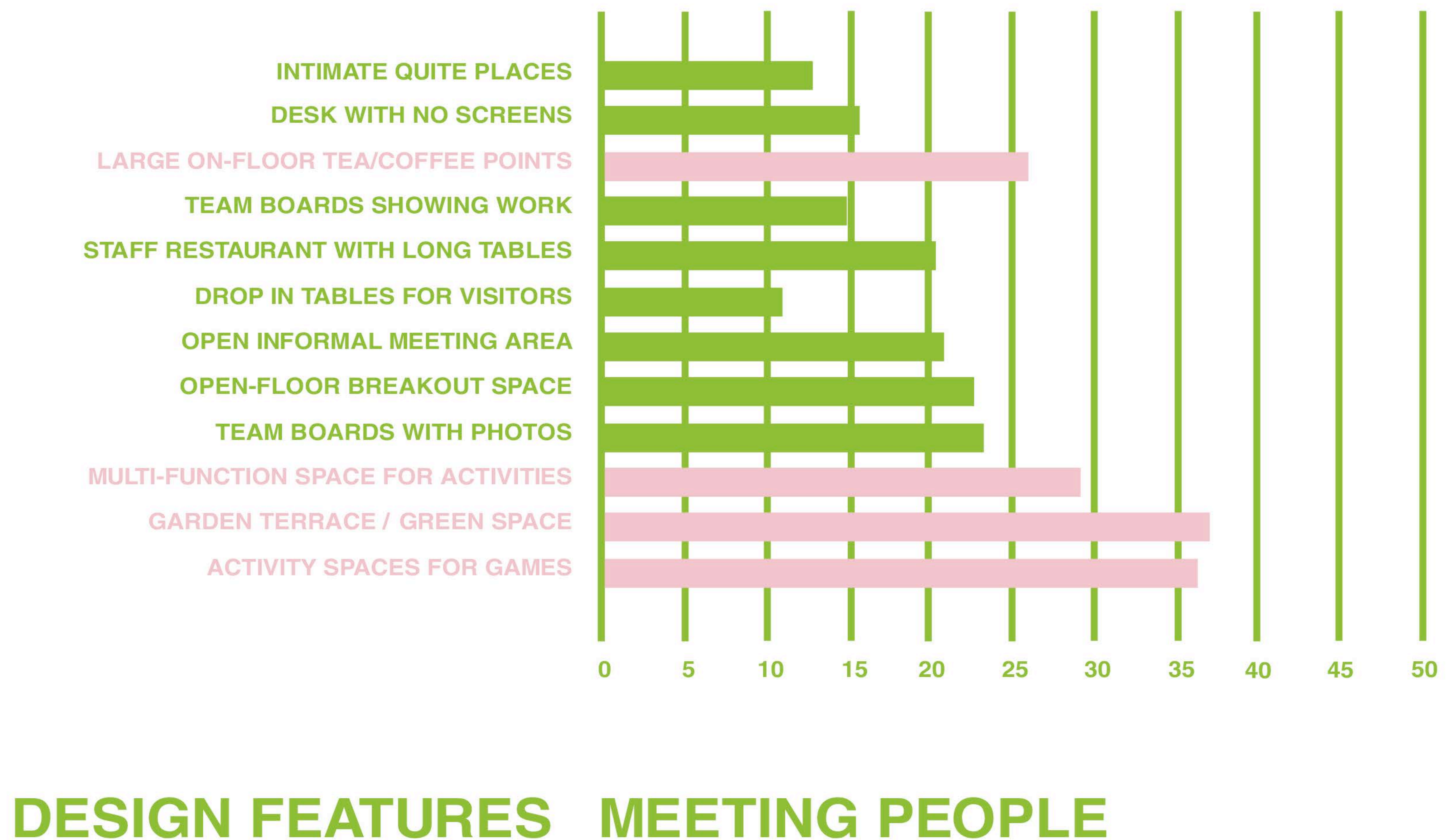
SENSE OF BELONGING

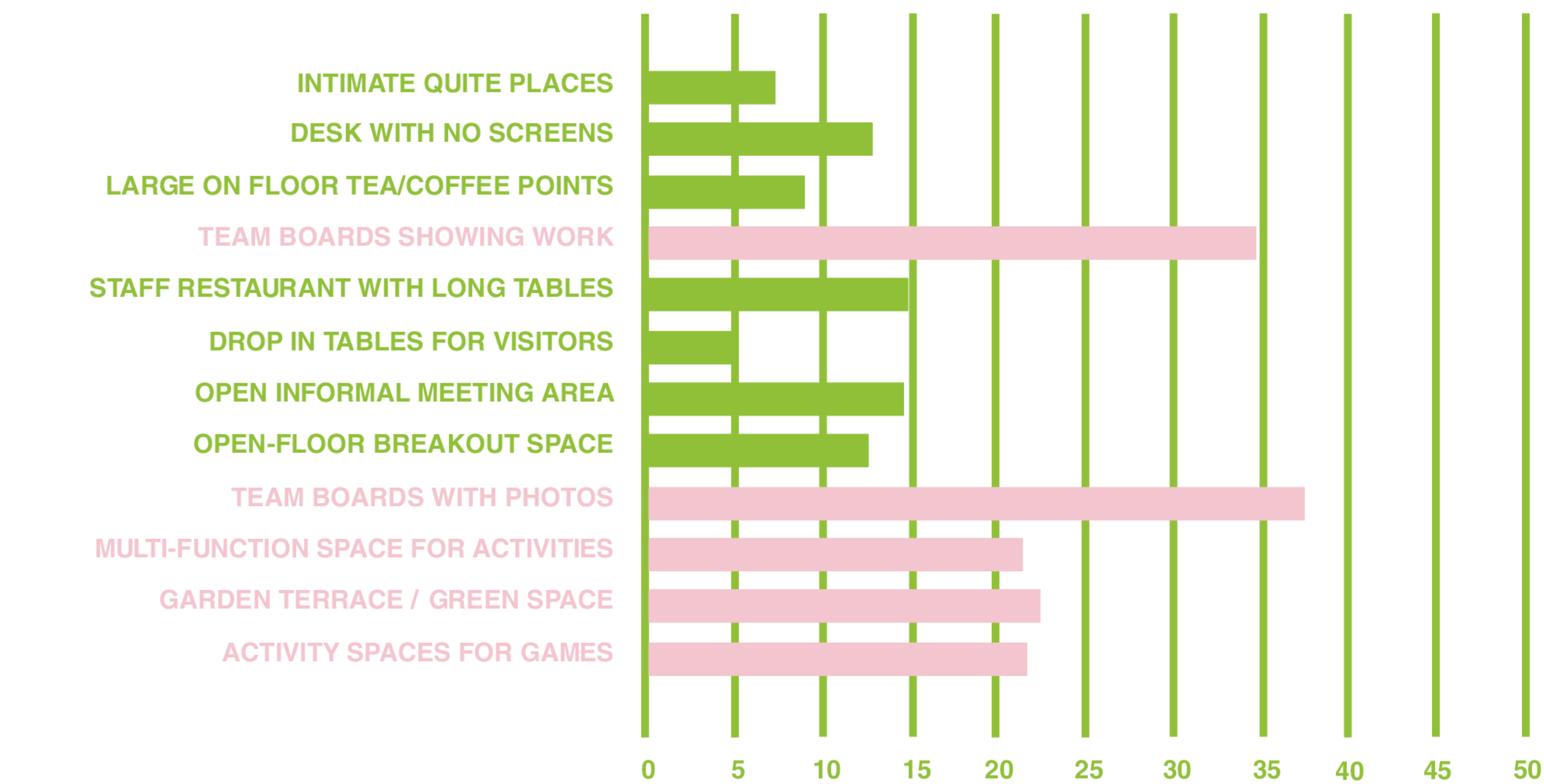
A FEELING THAT YOU ARE
ACCEPTED AND VALUED AS
A MEMBER OF THE TEAM

**WHAT EXISTING DATA IS THERE TO INFORM OUR DESIGN
PROCESS FOR RE-THINKING THESE SPACES?**



LONELINESS BY OFFICE LOCATION





DESIGN FEATURES SENSE OF BELONGING

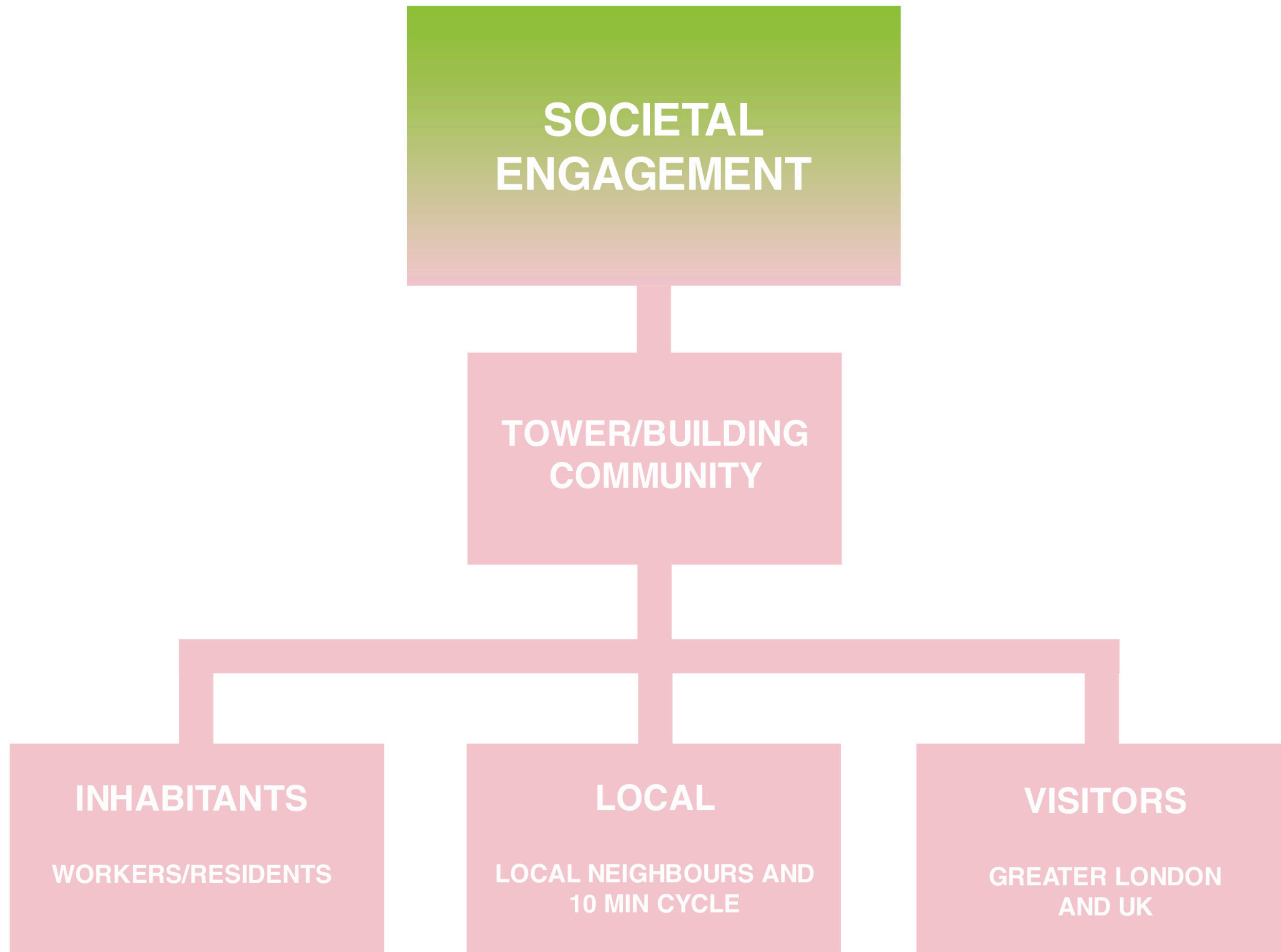
A DESIGN STRATEGY THAT AIMS IN ADDRESSING LONELINESS SHOULD

**RECOGNIZE THAT LONELINESS IS
A PROBLEM - GETTING THE
MESSAGE OUT THERE**

**DESIGN SPACES THAT BRING
PEOPLE TOGETHER FOR SOCIAL
INTERACTION - THIS IS IMPORTANT
BECAUSE THESE SPACES BUILD
TRUST AND LEAD TO
COLLABORATION**

**GET RID OF DESKS AND START
BUILDING MORE SPACES FOR
INTERACTION - REDUCE DESKS
AND INTRODUCE NEW FORMS OF
WORKPLACES**

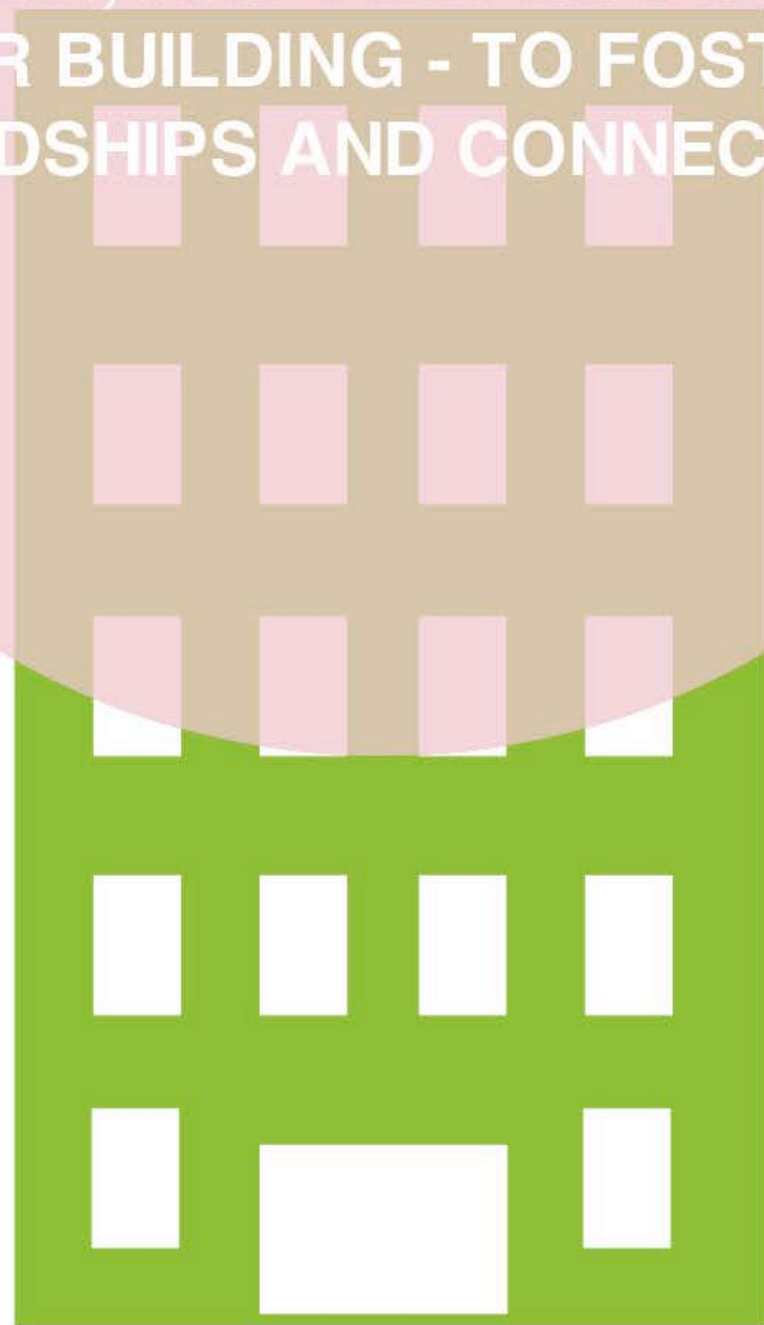
**DESIGN SPACES THAT PEOPLE
WANT TO BE IN AND ENJOY
SPENDING TIME IN**



WORKPLACE 2021 AND BEYOND?

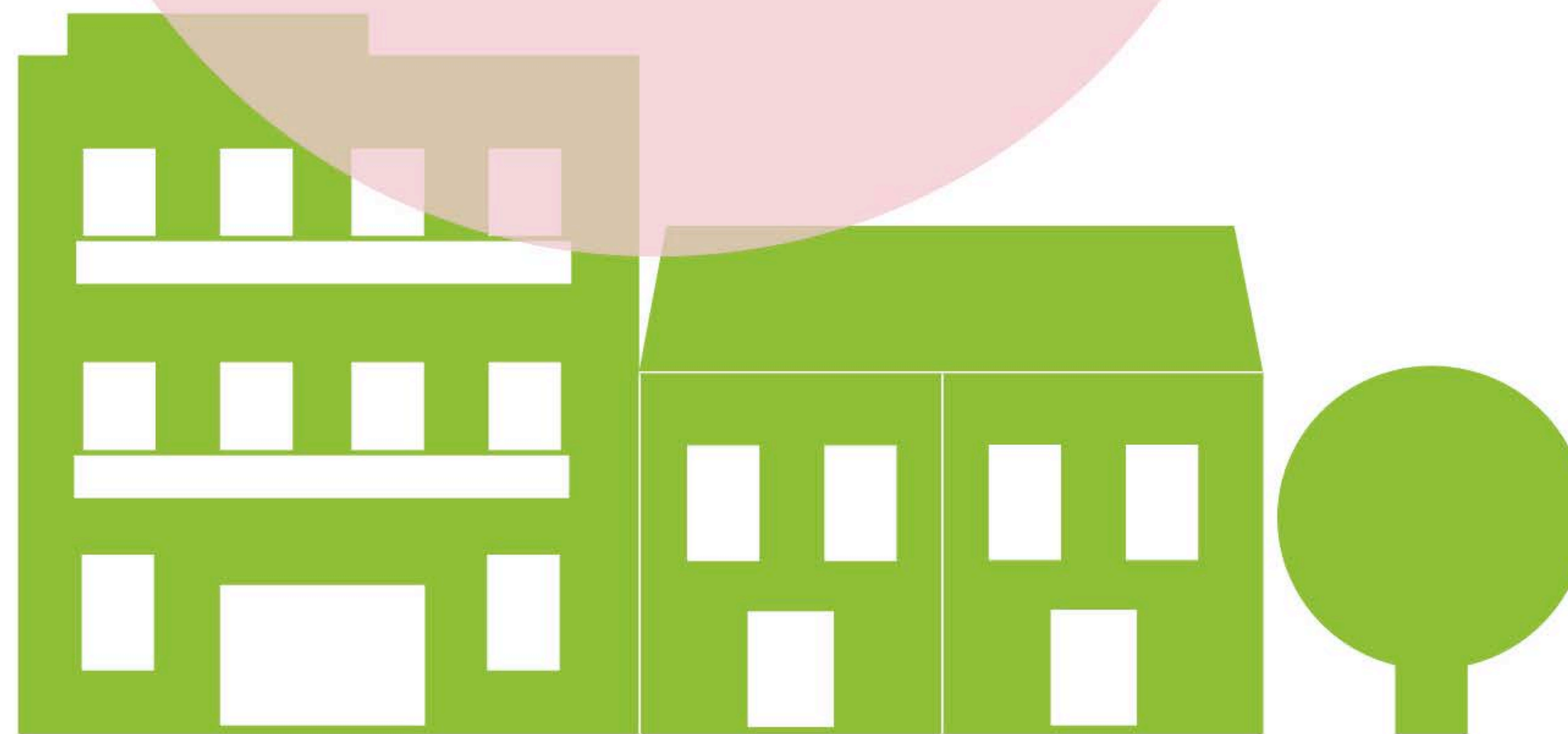
THE WORKPLACE (EXTENDED)

HOW DO WE CREATE EXPERIENCES
THAT ARE INCLUSIVE TO PEOPLE
WORKING FROM THE OFFICE AND
REMOTELY, AND PEOPLE STAYING AT
OUR BUILDING - TO FOSTER
FRIENDSHIPS AND CONNECTIONS



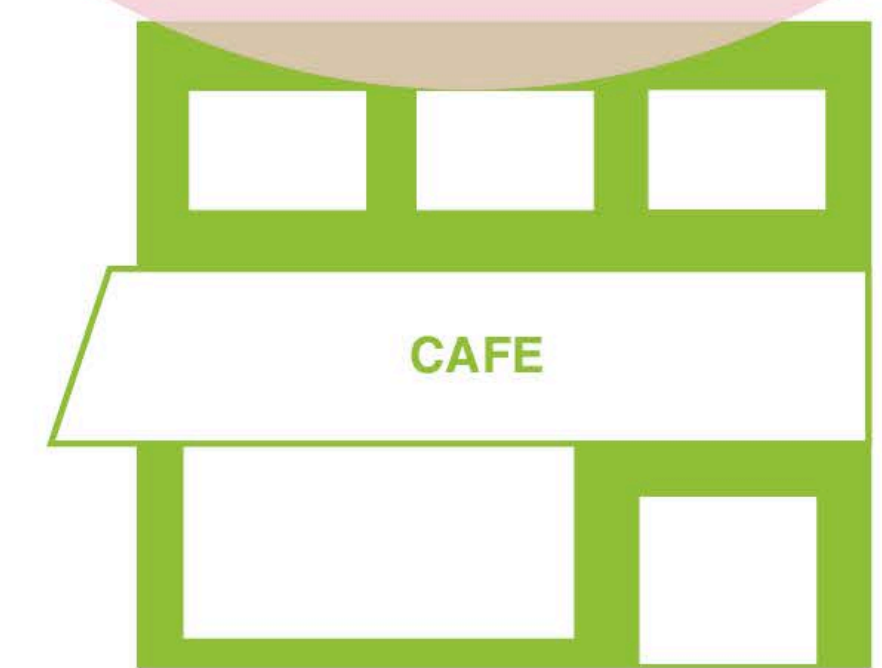
PUBLIC AND SHARED SPACES

HOW DO WE DESIGN WORKPLACE
AMENITIES INTEGRATED IN TO
PUBLIC SPACES TO NUDGE
INTERACTION AND CROSS-COMMUNITY
FRIENDSHIPS - BEYOND ORGANIZATIONS
AND INDUSTRIES



NEIGHBOURHOODS

HOW DO WE CREATE A BETTER
SENSE OF BELONGING AND
IDENTIFY SHARED INTERESTS
IN HIGH STREET COMMUNITIES,
AS THEY BECOME A KEY PART OF
WORKPLACE INFRASTRUCTURE FOR
THOSE WHO WORK FLEXIBLY?

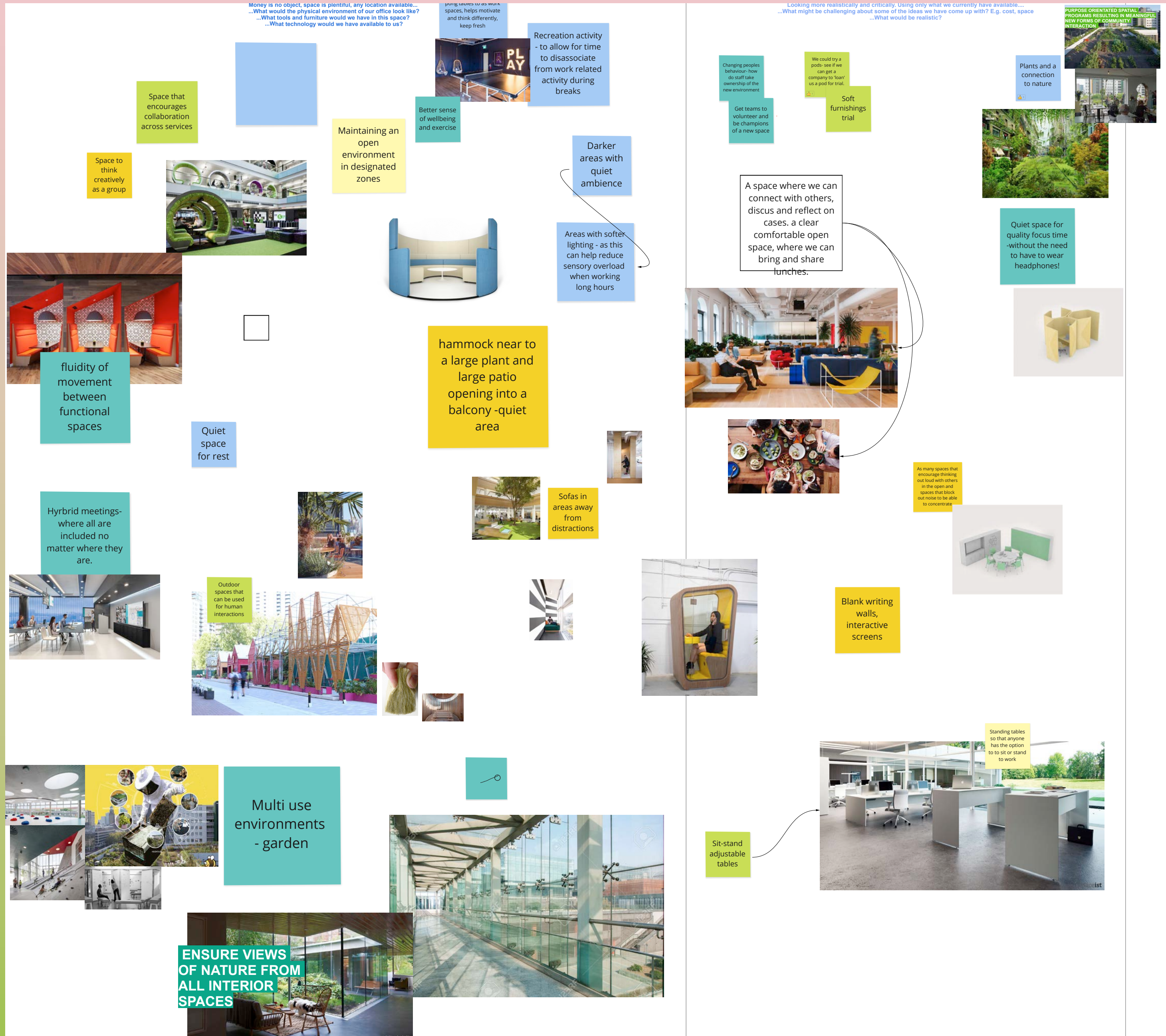


“WHAT WORKS” FOR URBAN FLOURISHING



BEST DESIGN DECISIONS = EVIDENCE INFORMED DECISIONS

CAMDEN COUNCIL WORKSHOP SESSIONS



“TAKE AWAY”

1. FLUIDITY OF MOVEMENT BETWEEN SPACES.
2. GREEN AND OUTDOOR SPACES CREATING OPPORTUNITIES FOR HUMAN INTERACTION.
3. GREATER CONNECTION TO NATURE, PRESENCE OF GARDEN.
4. PRESENCE OF DARK SPACES WITH QUIET AMBIENCE FOR REST AND REFLECTION.
5. PRESENCE OF AREAS WITH NATURAL AND SOFTER LIGHTING TO REDUCE SENSORY OVERLOAD FOR LONG WORK HOURS.
6. PLAY AND RECREATIONAL AREA TO ALLOW A BREAK FROM WORK RELATED ACTIVITIES.
7. BETTER SENSE OF WELL-BEING AND EXERCISE.
8. SPACES OUTSIDE OF THE WORK ENVIRONMENT TO CONNECT AND THINK CREATIVELY AS A GROUP.

BRIEF

A BUILDING THAT

CREATES A NEW EXPERIENCE OF URBAN CONNECTIVITY BY COMBINING INDIVIDUALISM WITH URBAN DENSITY.

PLACES EMPHASIS ON CONNECTIVITY TO REDUCE LONELINESS AND ISOLATION WITHIN ITS LOCAL COMMUNITIES.

CREATES A CULTURE WHERE VISITORS CAN EXPRESS WHAT THEY WANT AND REALIZE IT THROUGH COLLABORATION ON SITE.

INTRODUCES A NEW DAILY ROUTINE BASED ON INDIVIDUAL FREEDOM IN A COLLABORATIVE SETTING.

EXPLOITS ITS CONTEXT AND USES IT TO MARRY SURROUNDING BUSINESSES WITH THE NEEDS OF CAMDEN COUNCIL AND ITS COMMUNITIES.

SITE AND STRATEGY



SITE INFO

LOCATION
5 PANCRAS SQAURE, KING'S CROSS
LONDON, UK

CLIENT
CAMDEN COUNCIL

CURRENT USE
15 STORY OFFICE BUILDING

DATE COMPLETED
JULY 2014

ARCHITECTS
BENNETTS ASSOCIATES

FACILITIES & FEATURES

2 GROUND FLOORS WITH DEDICATED ENTRANCES,
RECEPTIONS AND DIFFERENT LIFT ACCESS

PUBLIC LIBRARY

PUBLICLY ACCESSIBLE CANTEEN

CENTRAL VOID WITH SPIRAL STAIRCASE

MULTIPLE TERRACES

SWIMMING POOL

GYMNASIUM ON MEZZANINE LEVEL

LOCAL PROXIMITY

REGENT'S CANAL

GOOGLE HEADQUARTERS - CURRENT & FUTUTRE

UNIVERSAL MUSIC

CENTRAL SAINT MARTIN

COAL DROPS YARD

KING'S CROSS STATION

BRITISH LIBRARY

RANGE OF RESIDENTIAL & RETAIL LOCATIONS



POROSITY = OPENNESS

OPEN UP OUR BUILDING BY REMOVING UNEEDED MASS AND ACTIVATING ITS PERIPHERIES. WHY?

TO MAKE IT AS OPEN AS POSSIBLE FOR SOCIAL GATHERINGS, BETTER CLIMATE, INTEGRATING GREEN SPACES, AND NEW ACCESS POINTS.

TO CREATE SCENARIOS TO PUSH THE EXISTING TOWARDS THE NEW NEEDS OF THE LOCAL COMMUNITY.

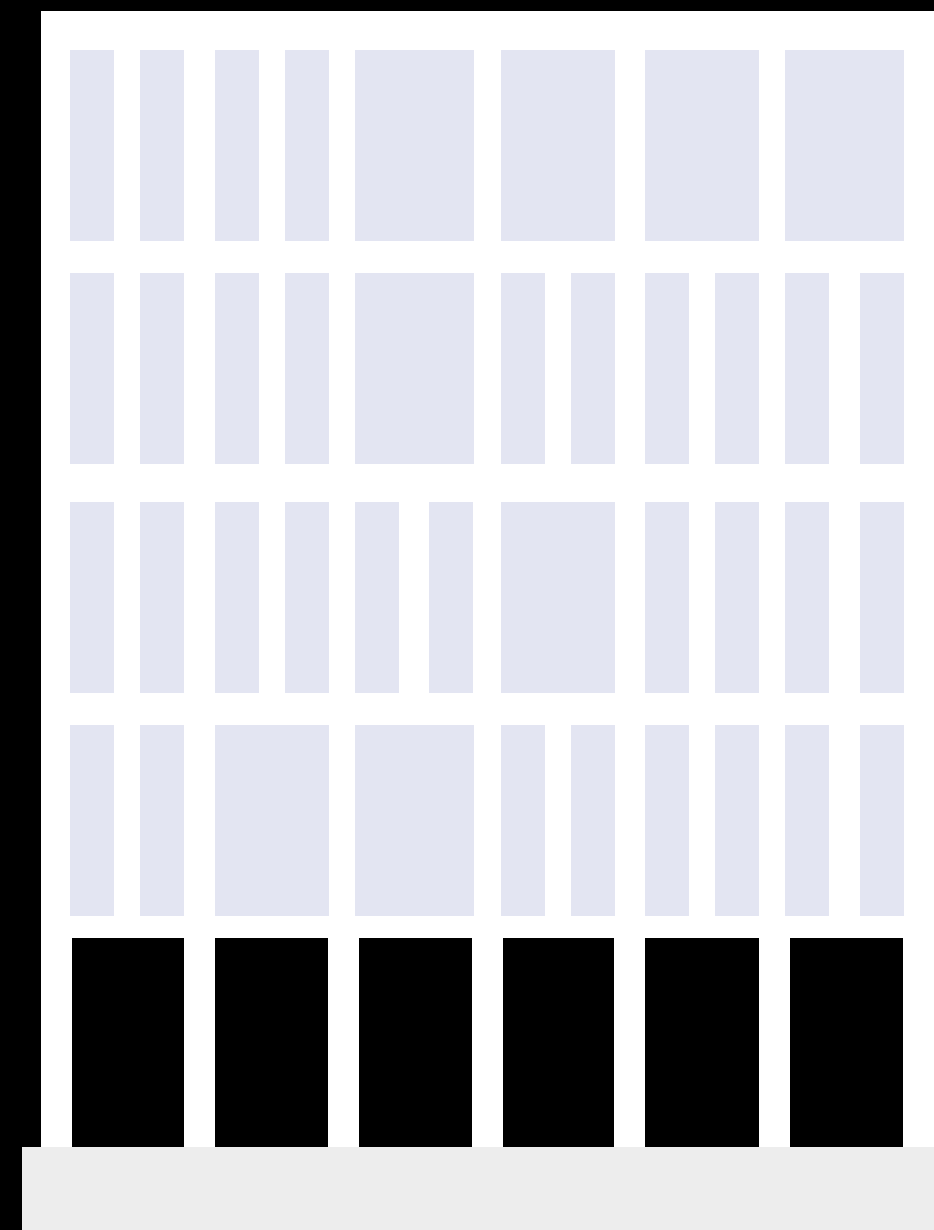
TRANSFORM A MONO-PURPOSE BLOCK INTO A BUILDING THAT ENHANCES THE DAILY LIFE OF ITS USERS BY NATURE.

START TO IMAGINE, IN SMALLER SCALE, USES AND INTERACTIONS THAT ARE DISTINCT AND DESIGNABLE

**ADAPTING THE BLOCK TO THE NEW
NEEDS OF CAMDEN'S COMMUNITIES,
AND CREATING USER-DEFINED
SPACES FOR VISITORS AND
OCCUPANTS TO EXPRESS THEIR
IDENTITY.**

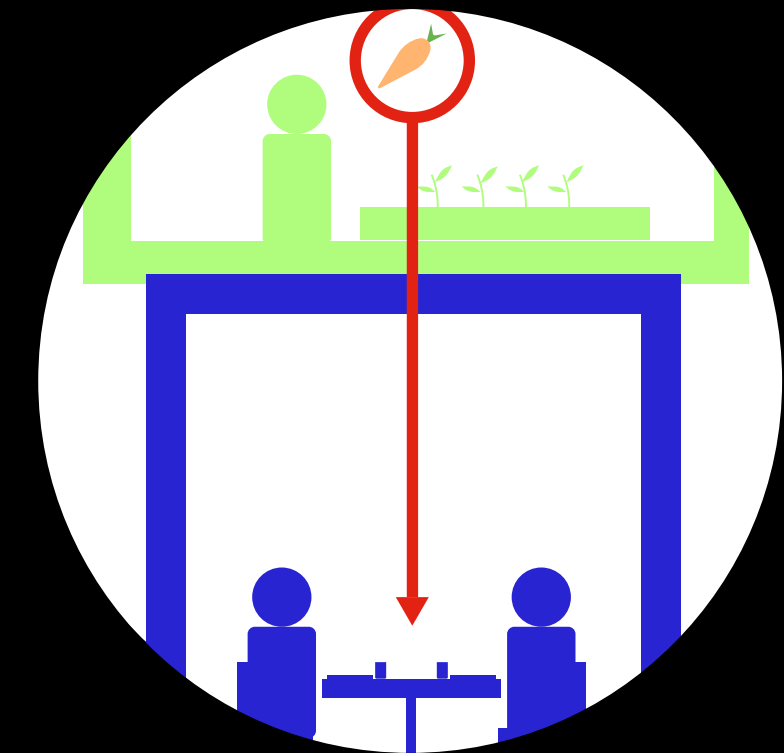


**VARIETY OF COMMUNITY
USES AND NEEDS**



**OPEN UP THE
PRE-EXISTING BUILDING**

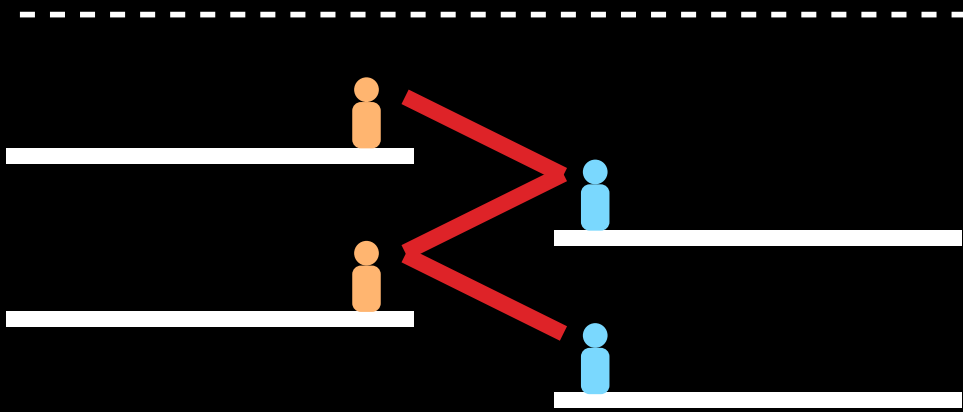
**DESIGNATED ALLOTMENT FOR
SENIORS AND FAMILIES
PROVIDES PRODUCE
FOR THE BUILDING'S ROOF
CANTEEN**



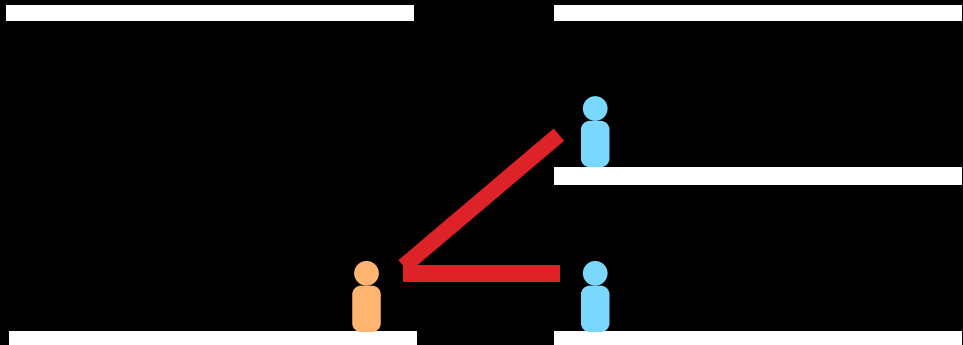
**INTEGRATE NEEDS AND
IDENTITIES
INTO NEW PROGRAM**



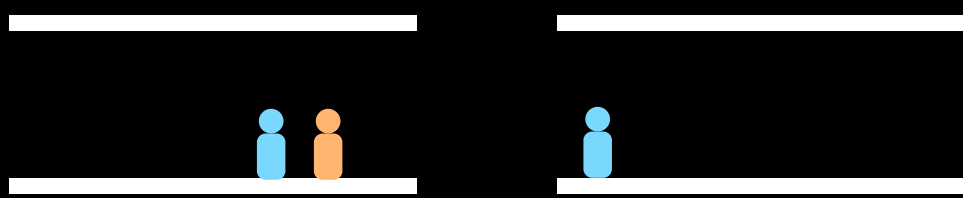
VISIBLE CONNECTION ON SAME FLOOR



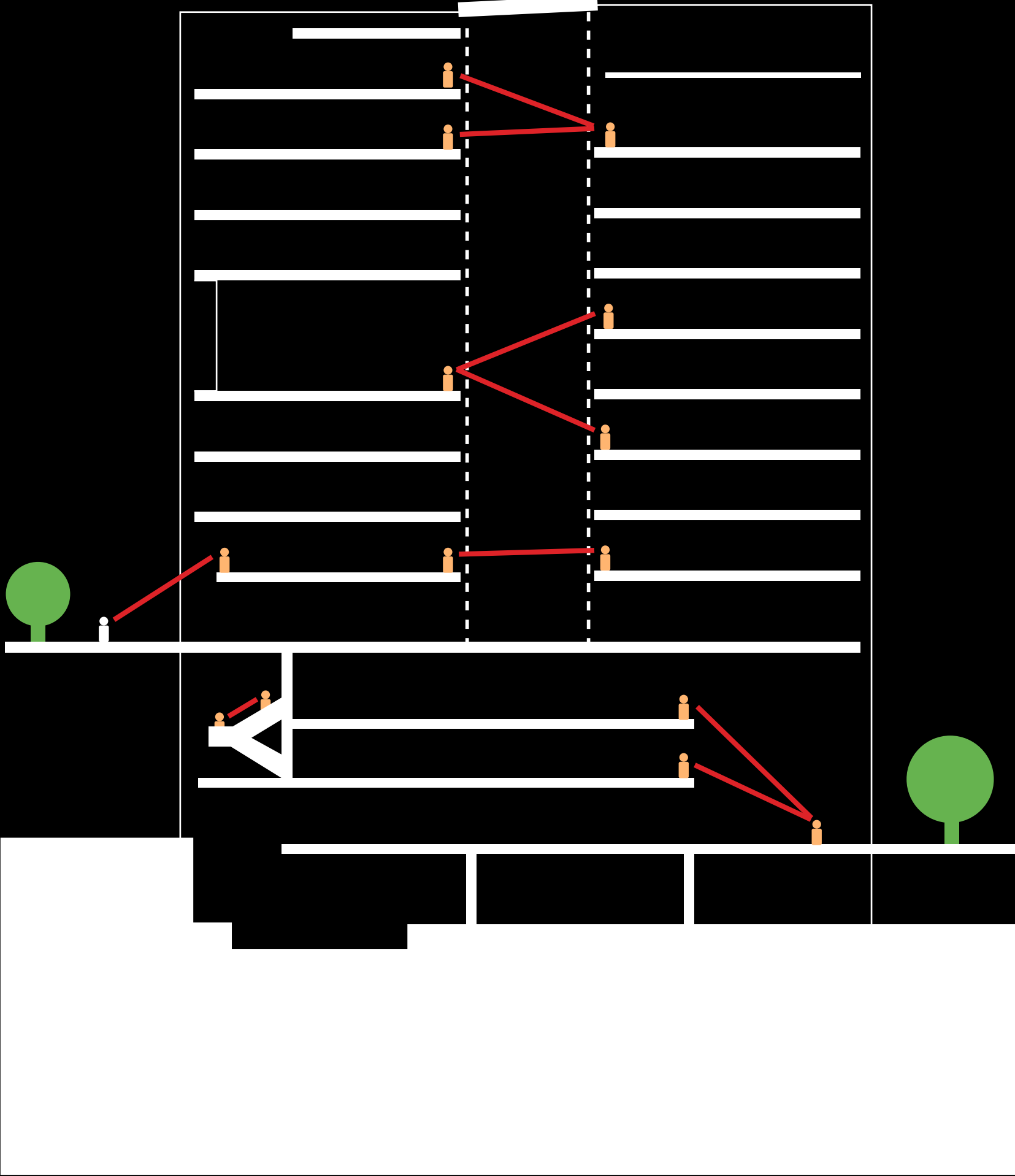
CREATING NEW CONNECTION BY CHANGING FLOOR ELEVATIONS



CREATING NEW CONNECTION BY REMOVING SECTIONS OF FLOORPLAN



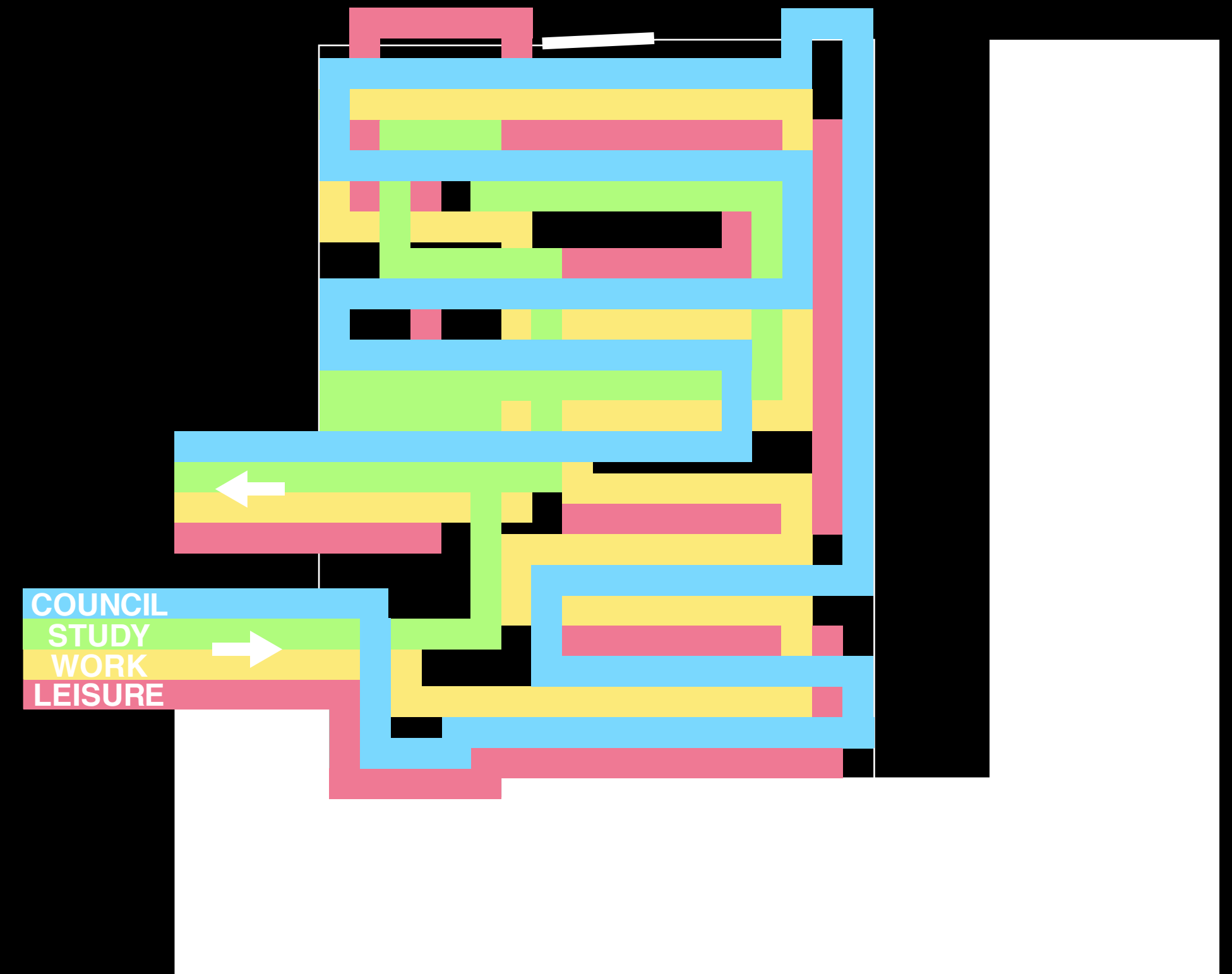
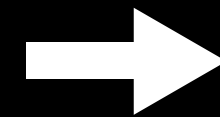
CONNECTING BY BEING ABLE TO CROSS OVER TO NEW SECTION ON SAME FLOOR



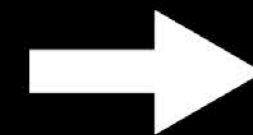
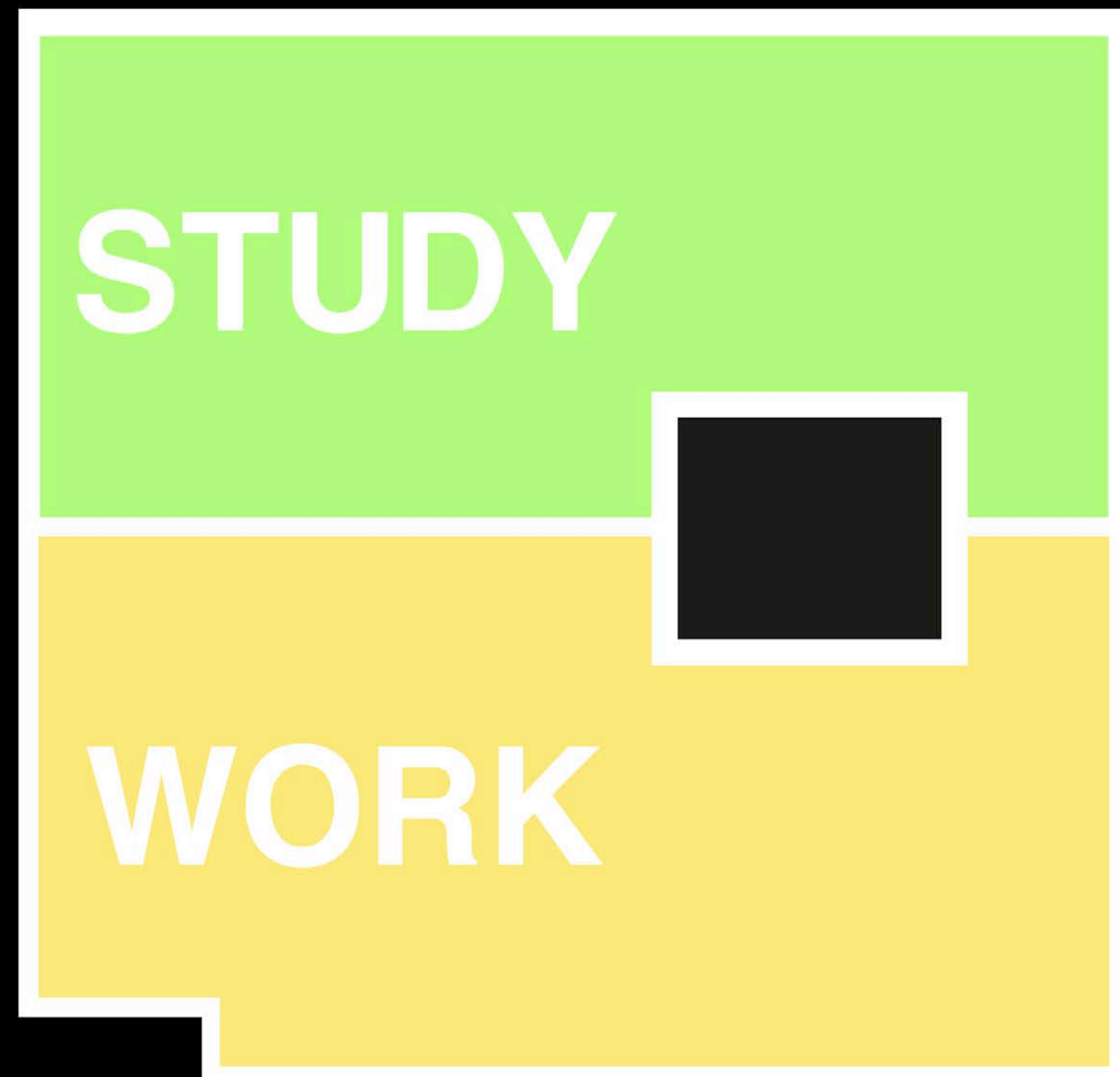
A BUILDING PROGRAM THAT ENCOURAGES VISITORS TO PASS THROUGH A VARIETY OF SPACES TO CREATE A HIGHER SENSE OF CONNECTIVITY



**ISOLATED AND
COMPARTMENTALIZED
PROGRAM WITH DESIGNATED
FLOORS**



**A NEW PROGRAM THAT
ENCOURAGES INTERSECTION
AND INTERACTION**



**INTERCONNECTED
FLOORPLANS ENCOURAGING
INTERACTION BETWEEN
VISITORS AND OCCUPANTS**

GREEN

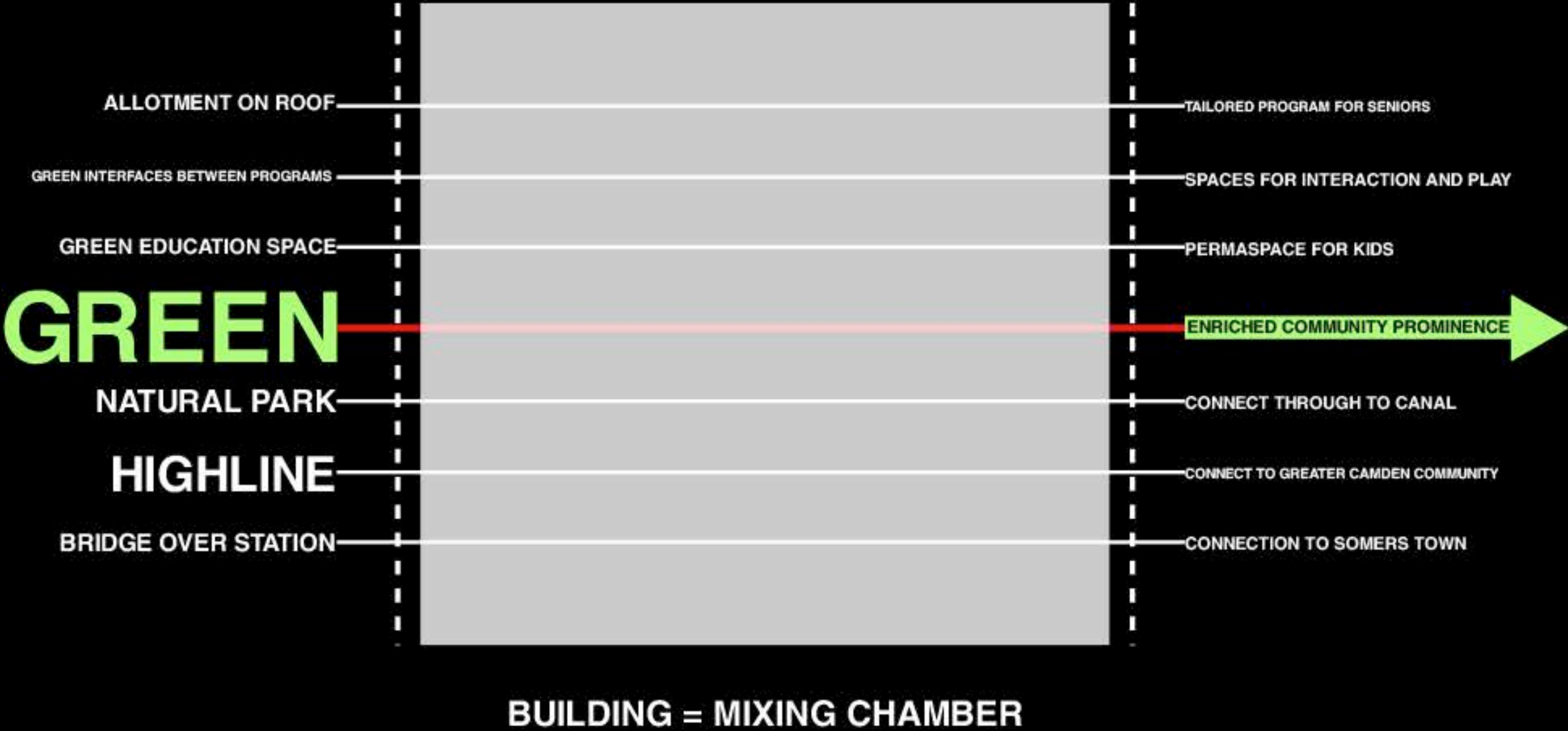
BY OPENING UP OUR BUILDING, THERE IS NEW POSSIBILITIES TO INTEGRATE GREENERY IN THE BUILDING'S PROGRAM.

THESE GREEN SPACES CAN BE APPLIED AS NEW MEANS OF CONNECTION WITH THE BUILDING'S SURROUNDINGS THROUGH THE ADJACENT NATURAL PARK, AND ACROSS TO SOMERS TOWN

THESE GREEN CONNECTION POINTS COULD EXTEND TO CONNECT WITH OTHER GREEN INITIATIVES, SUCH AS THE CAMDEN HIGH LINE, TO DRAW MORE VISITORS TO THE BUILDING

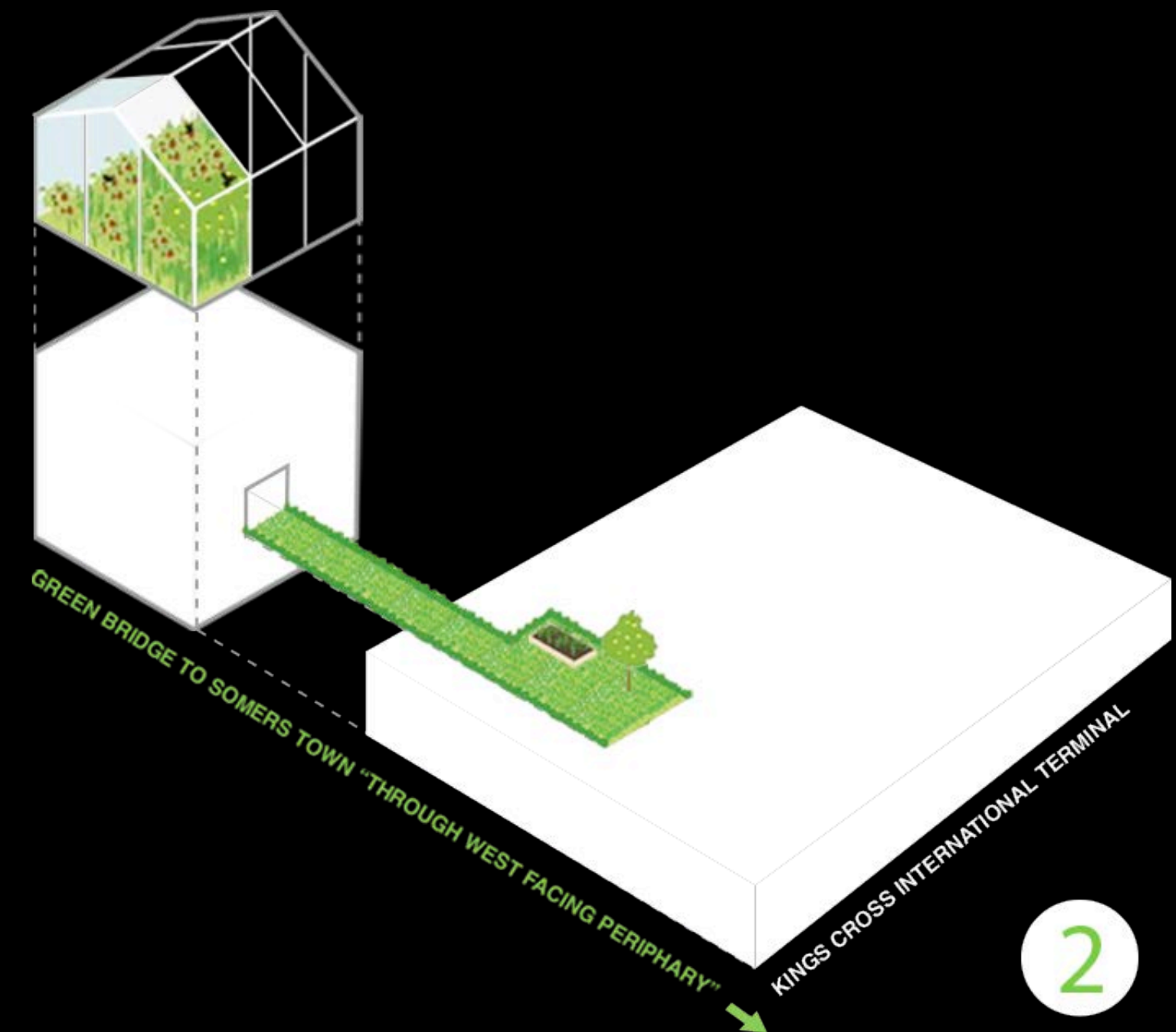
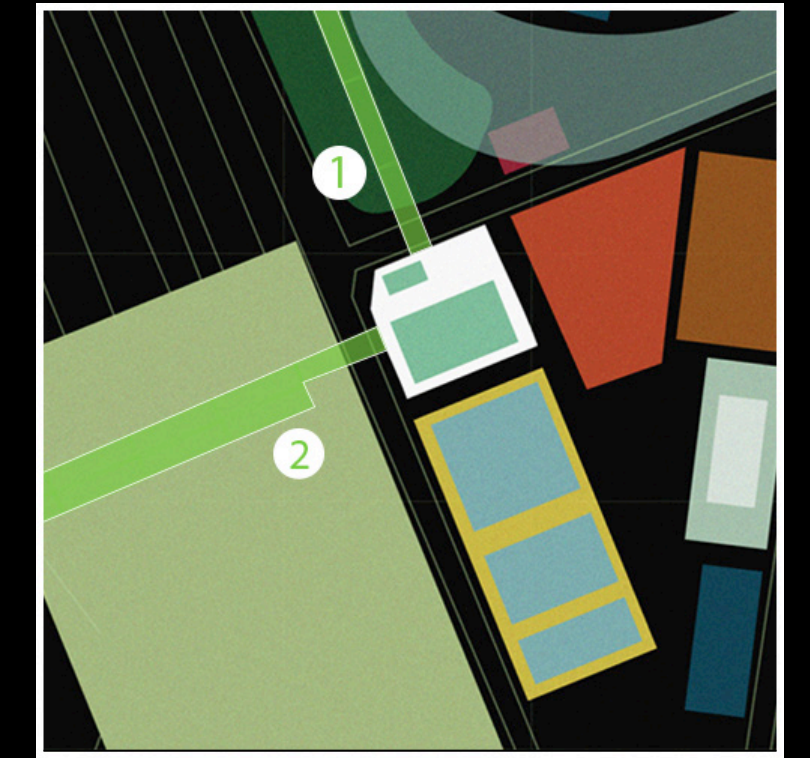
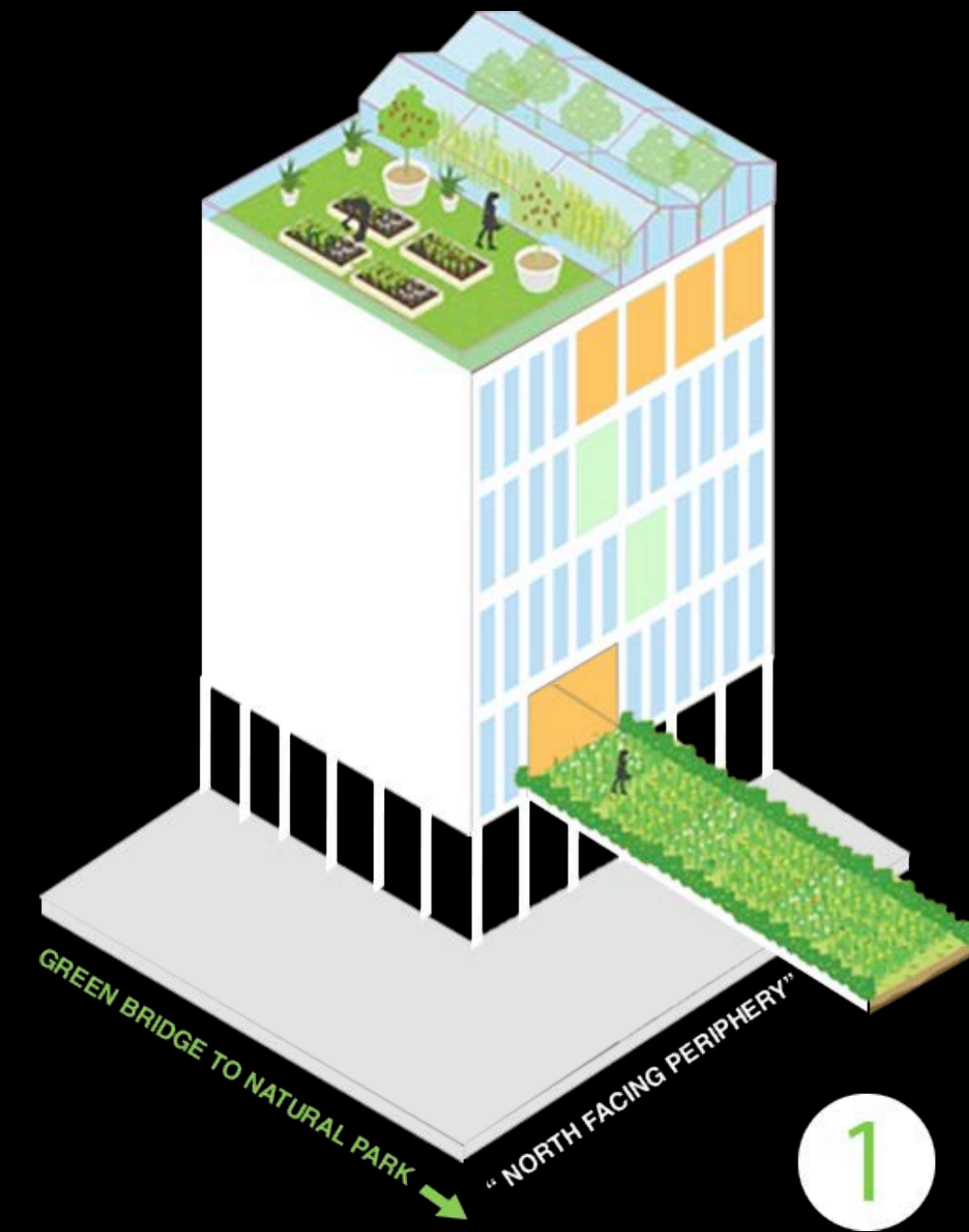
GREEN SPACES, SUCH AS ROOFTOP ALLOTMENT FOR SENIORS, CAN CREATE NEW TYPES OF INTERACTIONS BETWEEN THE BUILDINGS USERS, AND ACT AS AN AGENT FOR BETTER WELL BEING.

THE GREEN PROGRAM IS MADE OF A SERIES OF UNSTABLE SPACES WEAVED BETWEEN OTHER PROGRAMS. IT ACTS AS A PLATFORM TO DRAW VISTORS INTO BUILDING, AND CREATES AN INTERFACE FOR THEM TO MEET, INTERACT AND PLAY.





BY ACTIVATING THE BUILDINGS PERIPHERIES AND EXPLOITING ITS IMMEDIATE CONTEXT, THERE ARE POSSIBILITIES TO ADD NEW CONNECTION POINTS TO THE BUILDING, AND CREATE MEANINGFUL INTERACTIONS BETWEEN VISITORS



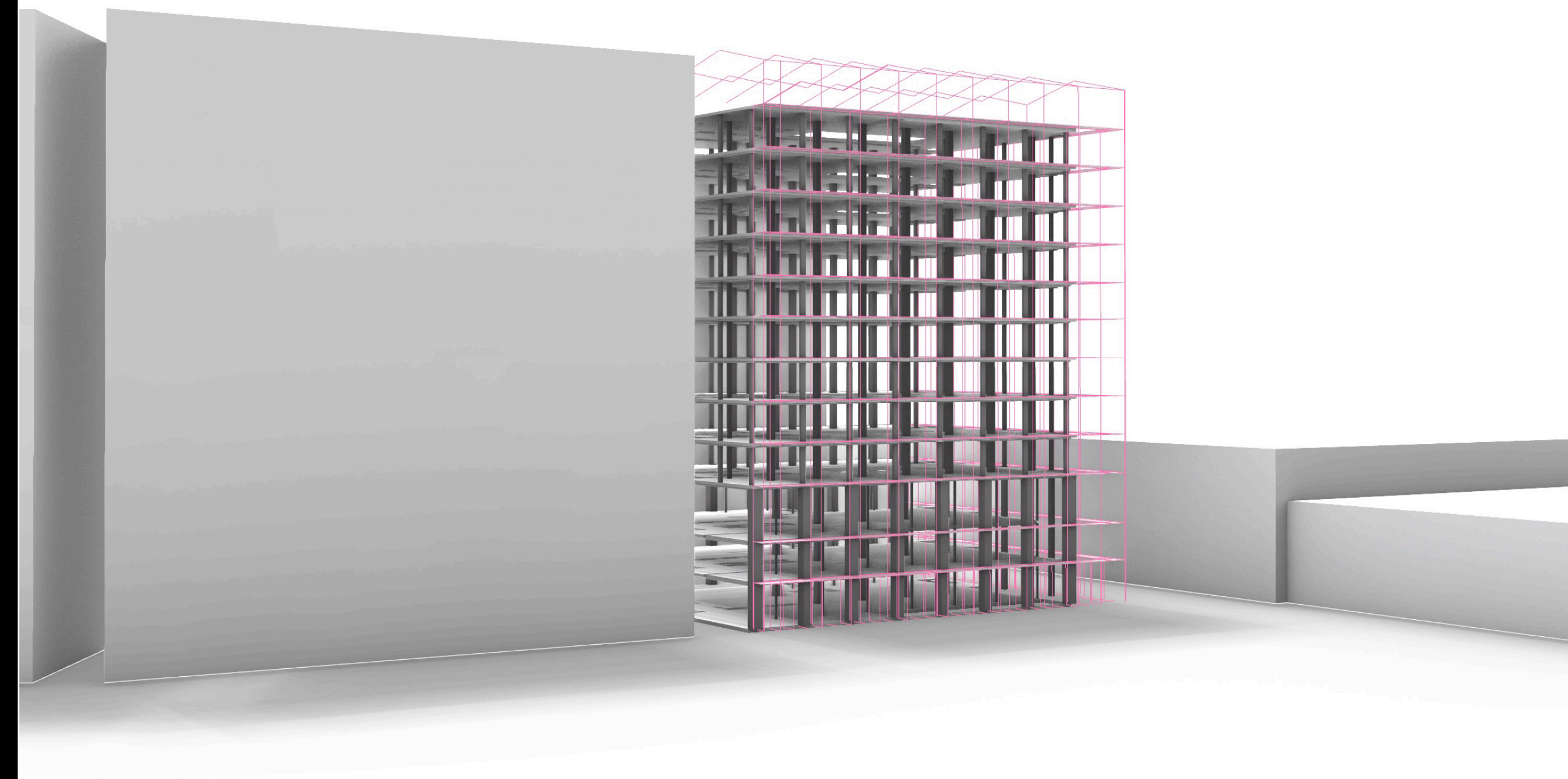
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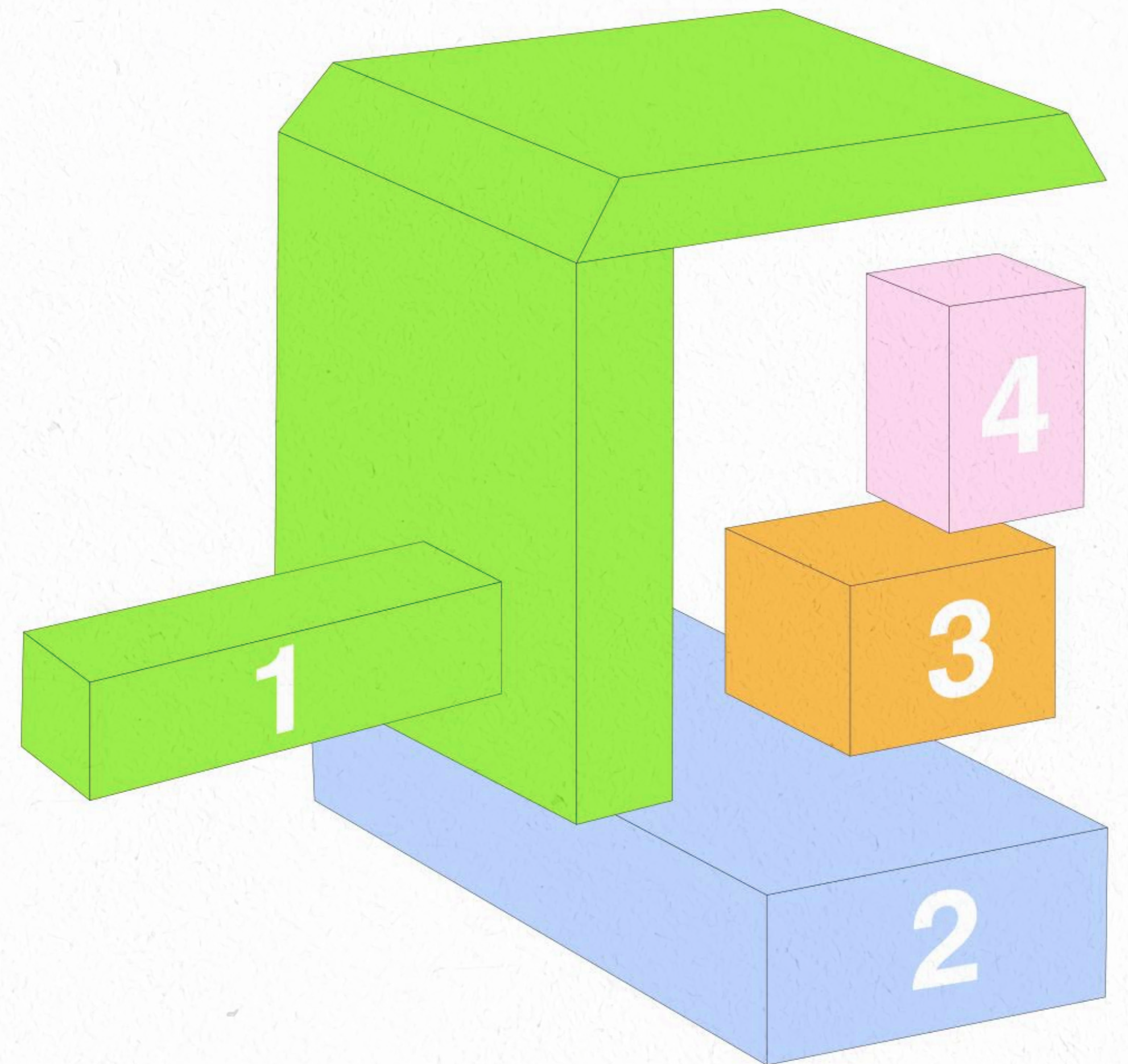
THE NEW SHELL CAN BE ATTACHED TO BUILDINGS STRUCTURAL SLABS FOR SUPPORT. THIS WILL ALLOW THE BEAM STRUCTURE TO BE LIGHTER. THE STAIRS WILL BE PLACED OUTSIDE THE SHELL. THEY WILL ACT AS REINFORCEMENT AND PREVENT THE SHELL STRUCTURE FROM SHEERING.



THE SHELL BEAM STRUCTURE WRAPS AROUND THE NORTH AND WEST FACING FACADE PROVIDING NEW ACCESSIBILITY AND A NEW HABITAT FOR GREEN PROGRAM



DESIGN OUTCOMES



1. HIGHLINE SHELL ROOFTOP

2. CAMDEN LIGHT POOLS

3. COMMUNITY MAKE & REPAIR

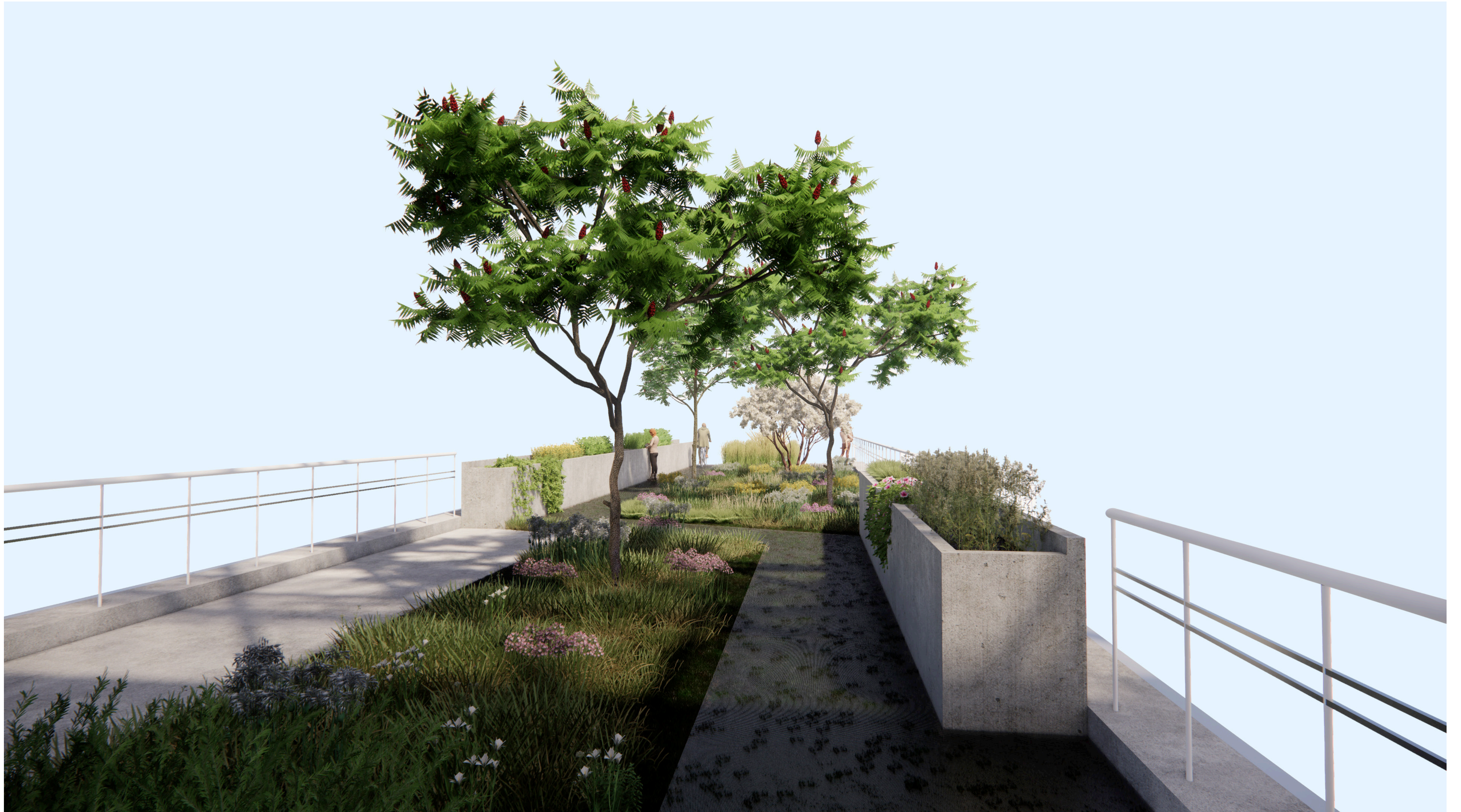
4. PLANTPLAY



1. HIGHLINE SHELL ROOFTOP

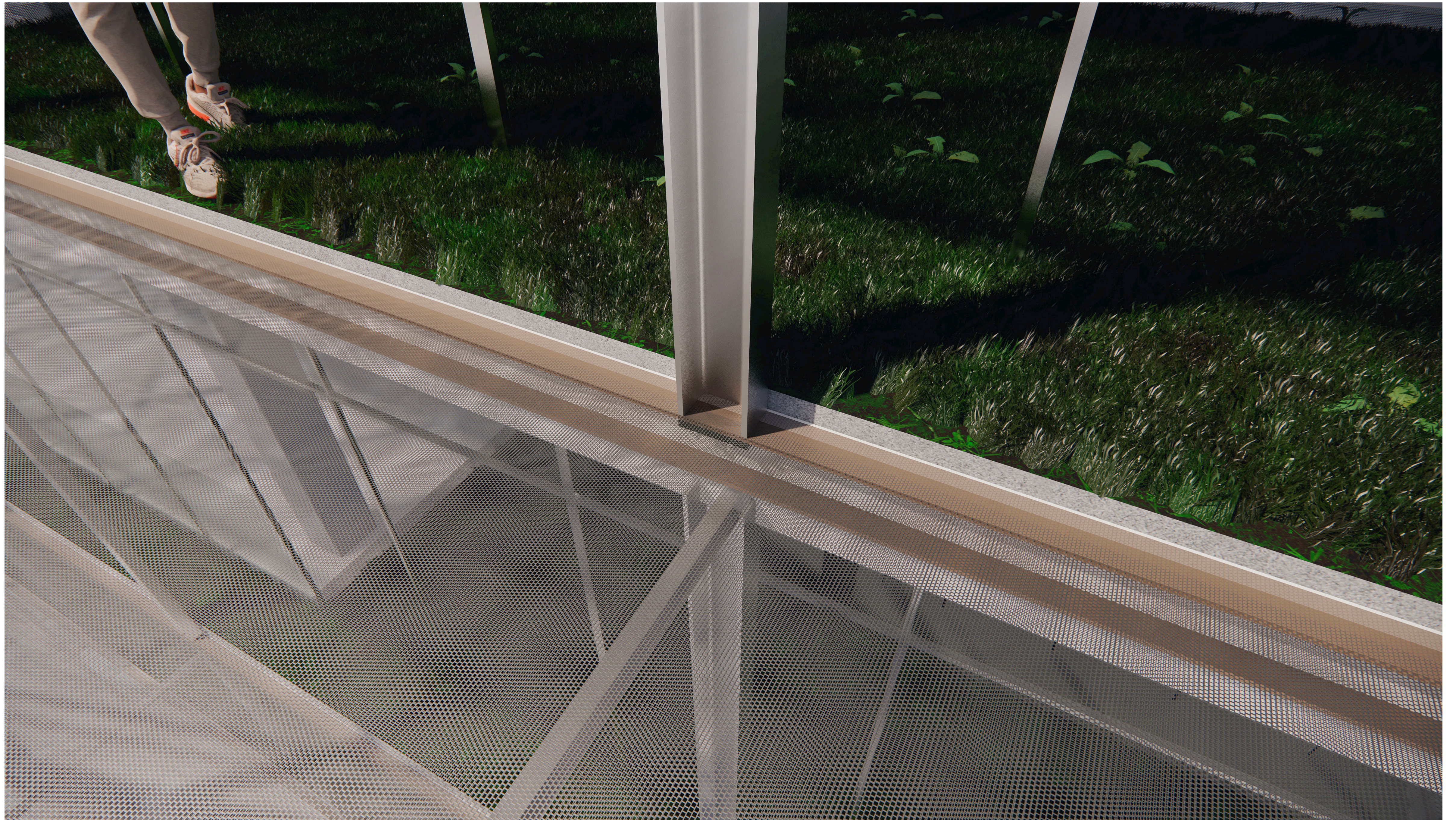
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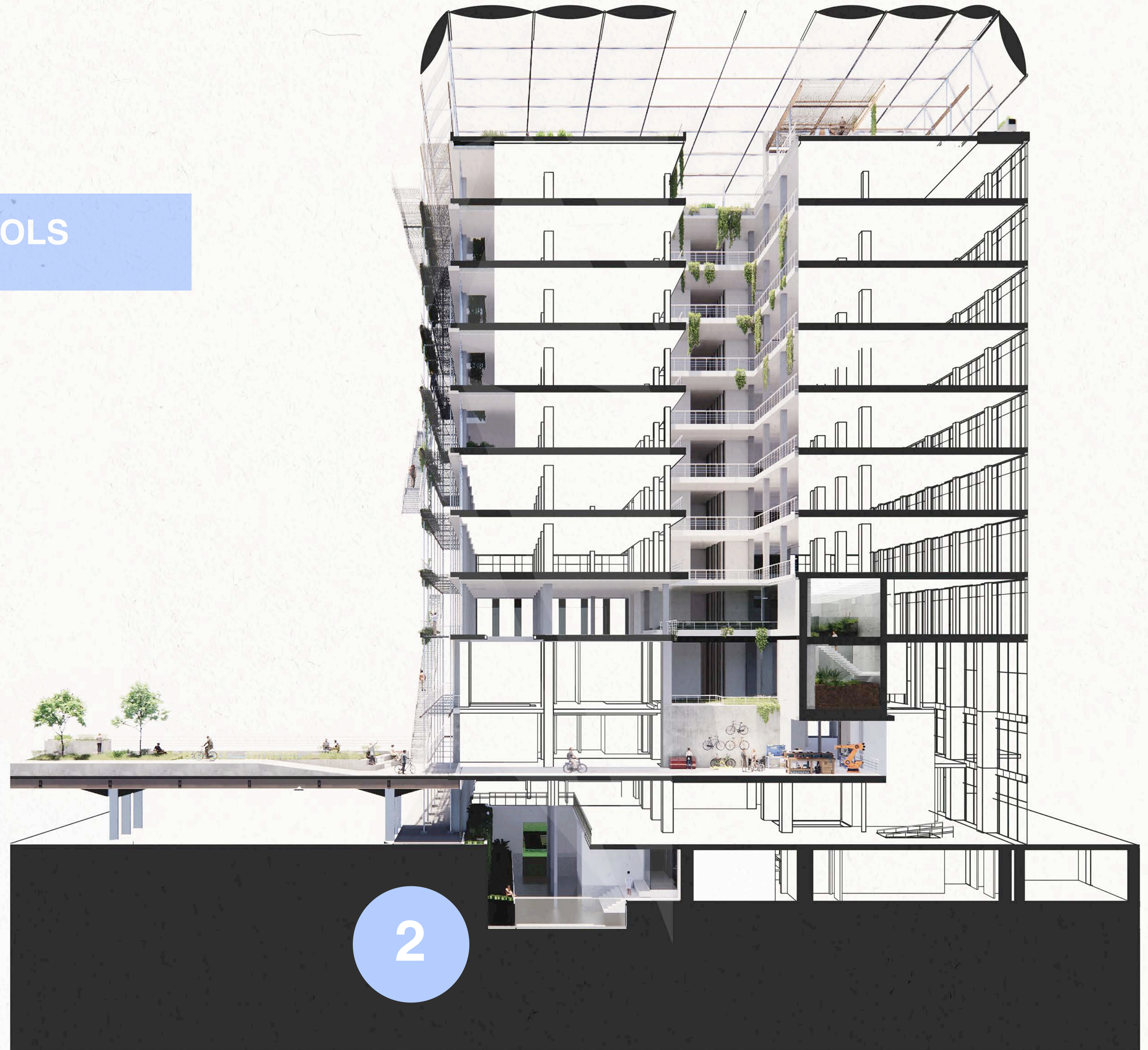


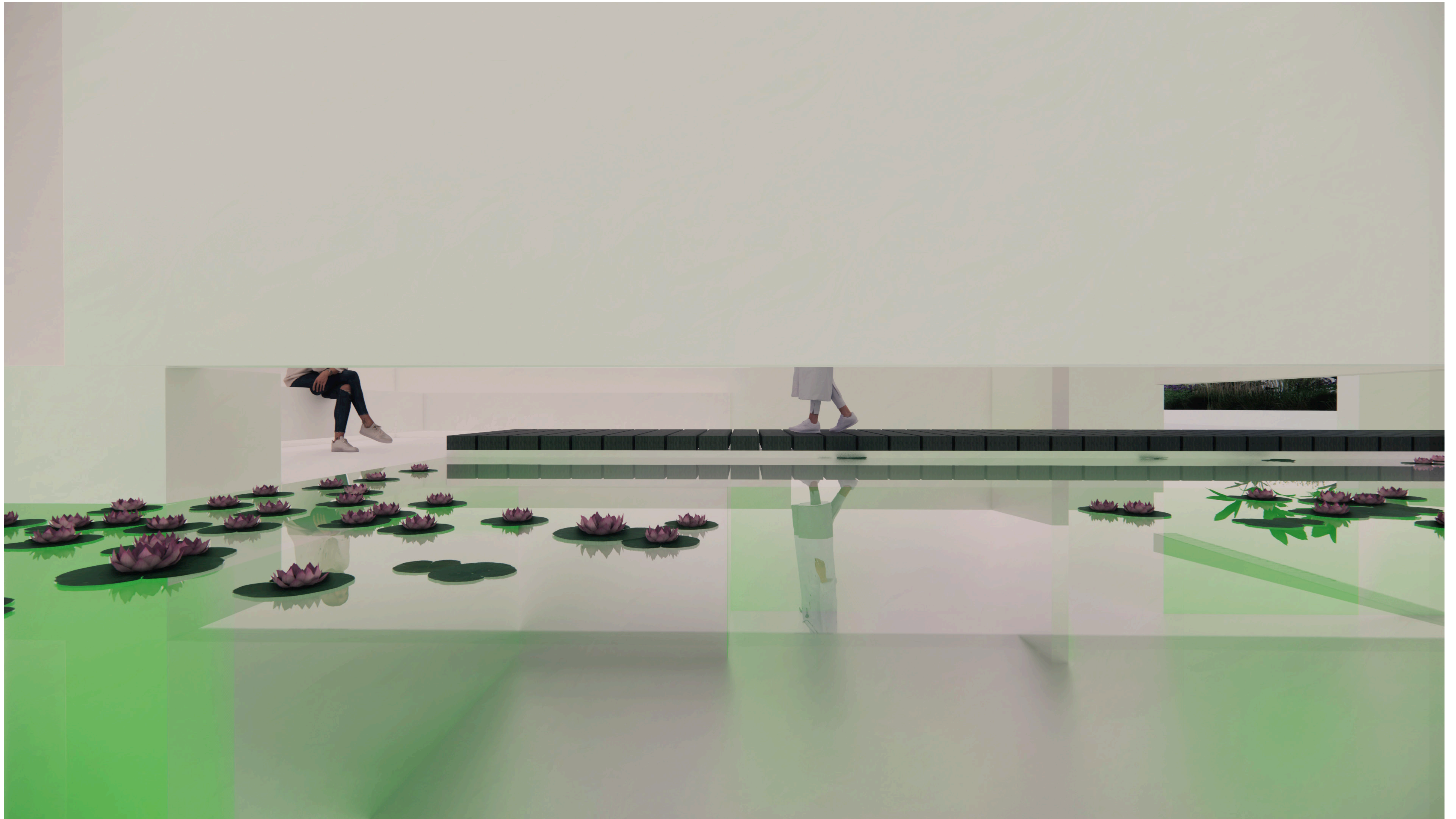






2. CAMDEN LIGHT POOLS

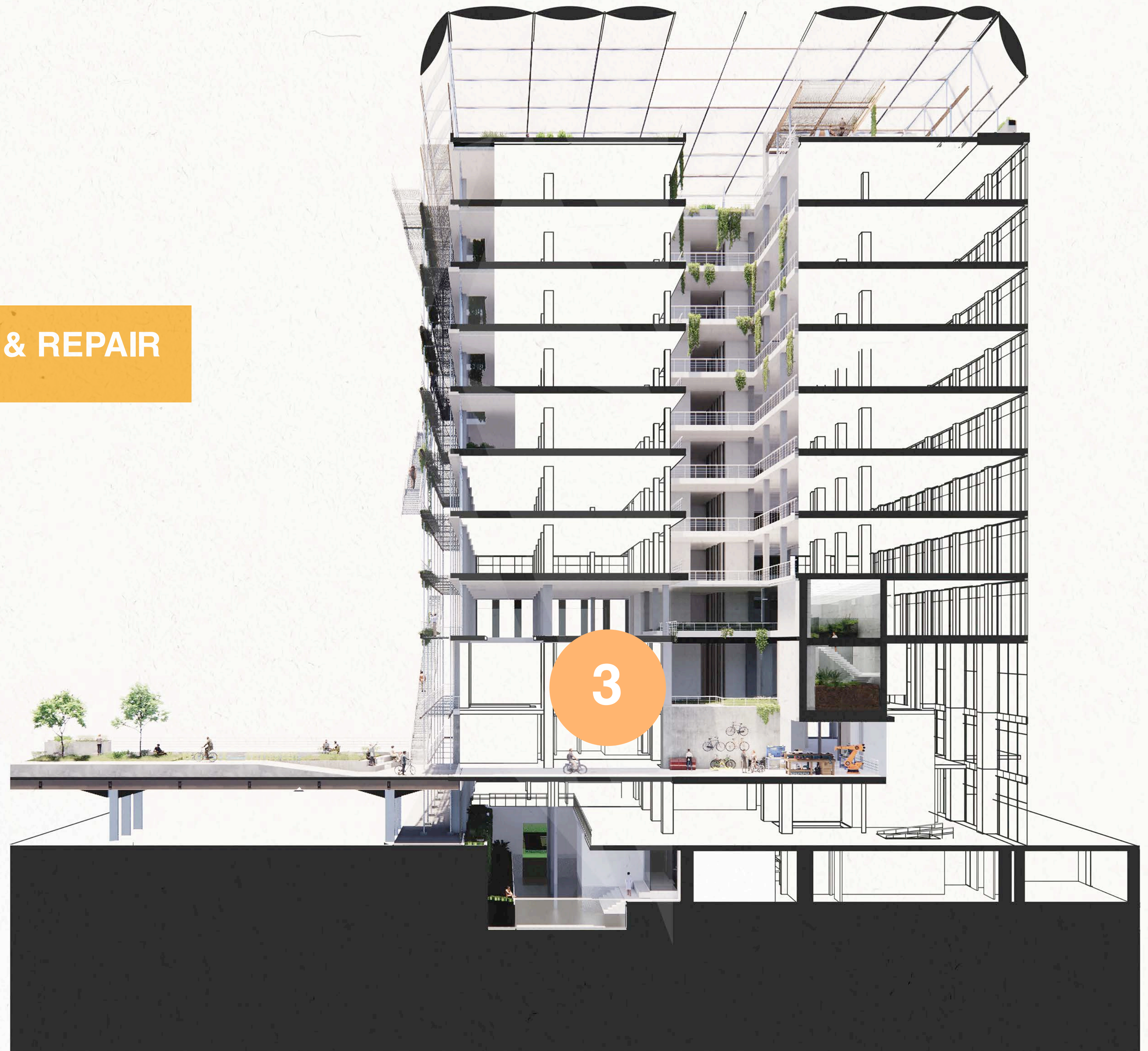


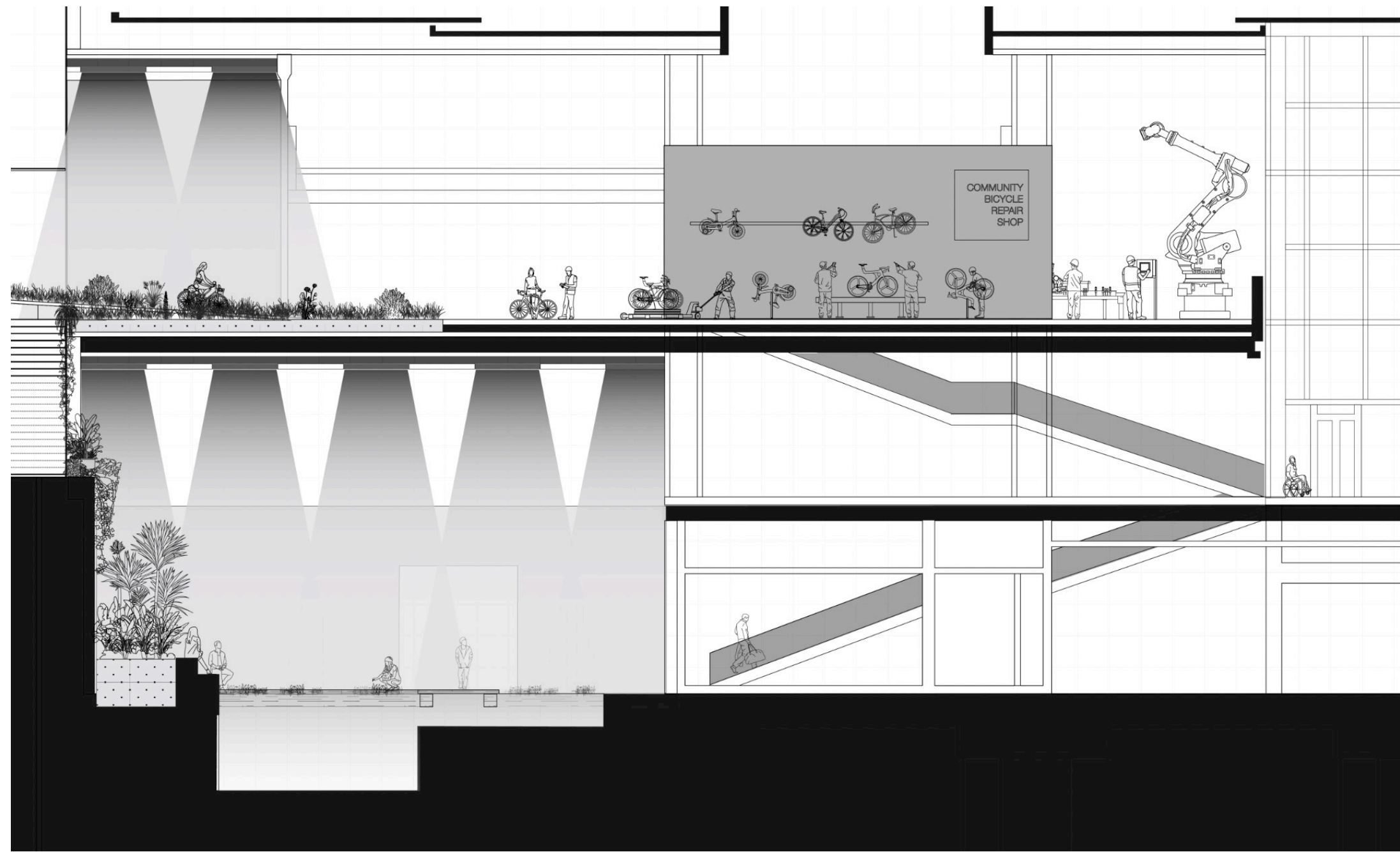






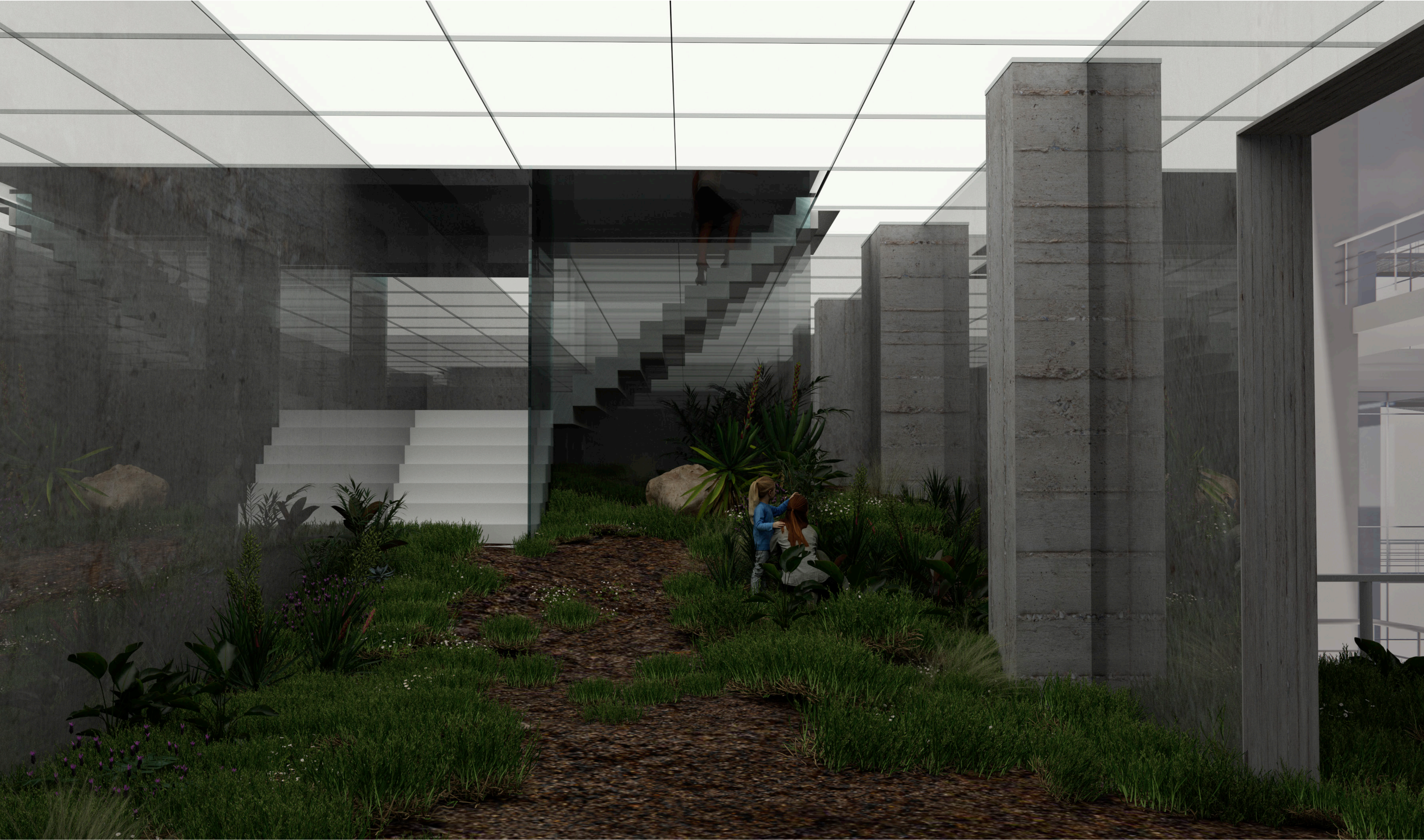
3. COMMUNITY MAKE & REPAIR

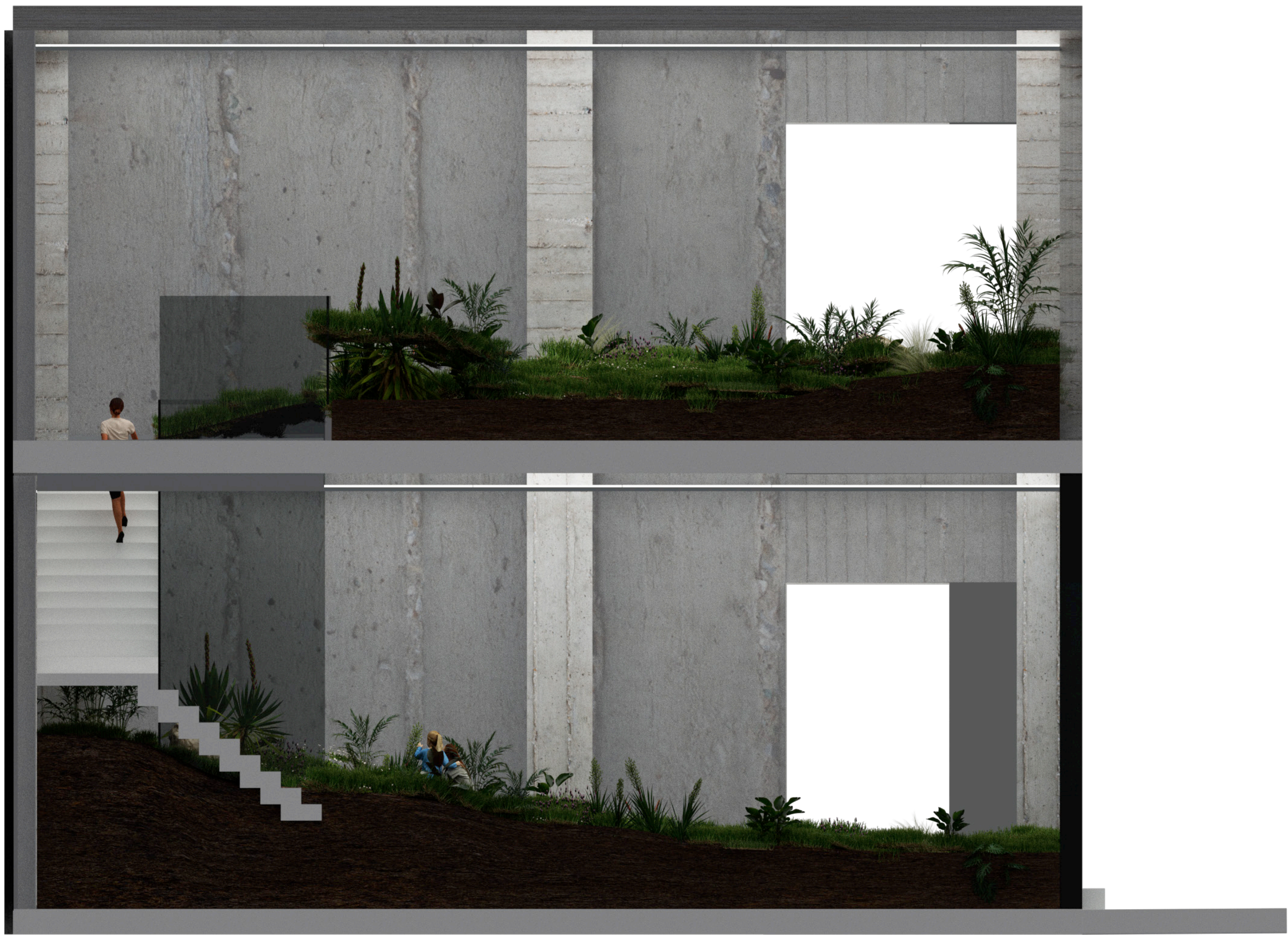




4. PLANTPLAY









POROSITY IDENTITY COMMUNITY

