

The logo for 'SOHO DIARY' features the words 'SOHO' and 'DIARY' stacked vertically in a clean, black, sans-serif font. The text is enclosed within a hand-drawn, irregular yellow outline that resembles a torn piece of paper or a sketchy border.

SOHO
DIARY

Yunfang Ma

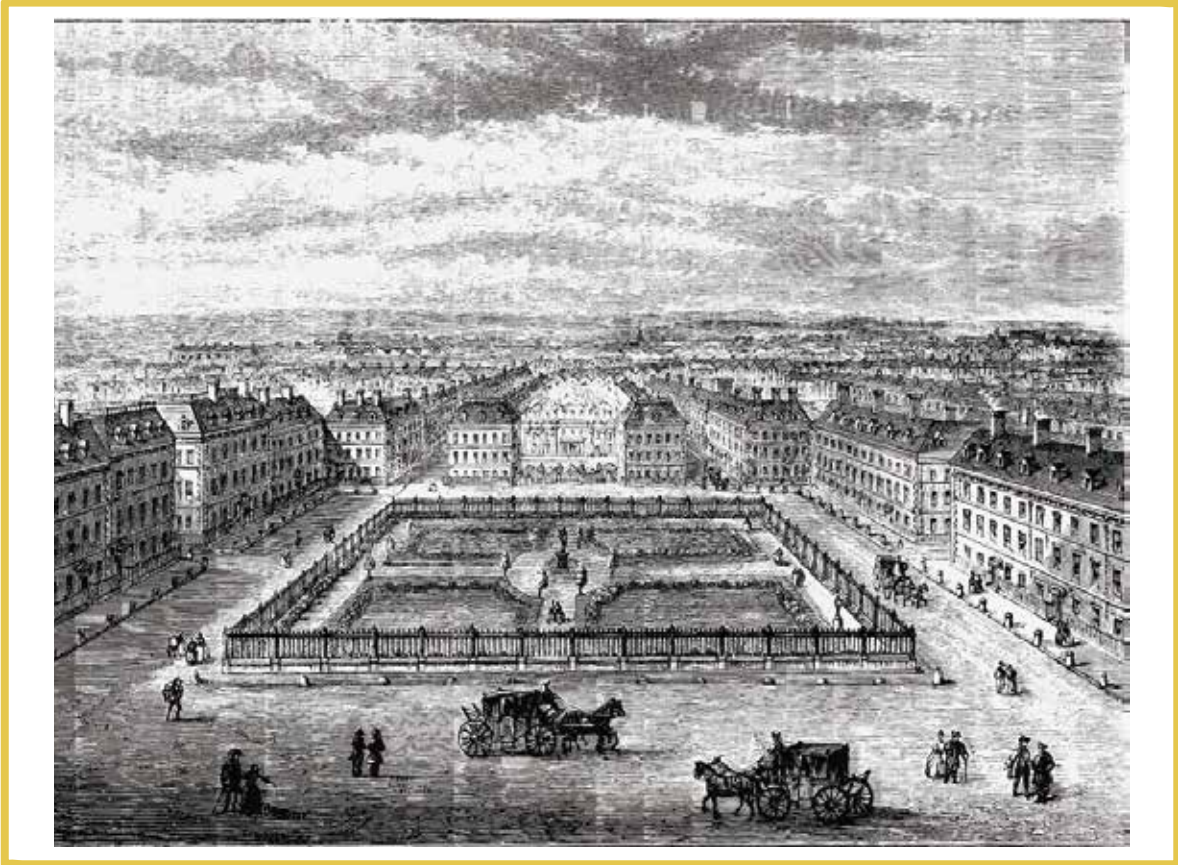
MA Interior Design
Year Two

Nonterior

SOHO



Soho area at London, UK



Soho Square in 1700 looking south.

THE SITE : SOHO

This area was developed in 1536, used as a hunting ground by local gentry who are reputed to have used “soho” as a hunting cry and the whole area gained the name ‘Soho Fields’.

In the late 17th century, Soho experience many changes step by step, like lots of tall buildings being built, immigrants moved in and out and cholera happened. In 20th century, Soho was well known as sex industry and night life. Since 1980s, this area undergo gentrification, then become one of the main entertainment districts in London.

Nowadays, Soho is filled up with different kind of entertainment space, restaurants and clubs open till midnight. And still remaining some red-light district at here, letting this area have different feelings during the day and night.

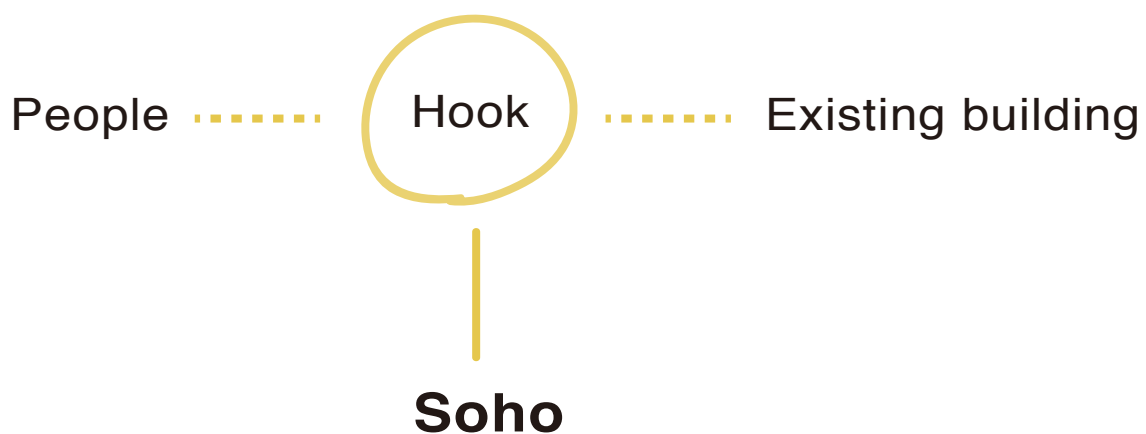


Neon sign in front of La Bodega Negra Restaurant.

OBSERVE SOHO

Soho is just 1 square mile (2.6 km²) located in the heart of London, thus the best way to observe it and get a sense of the district is on foot. Streets and alleys intertwined together, as do people living and visiting from different parts of the world.

Soho is known for its diverse entertainment, installations and graffiti everywhere. Its full of fun to discover even an inconspicuous corner. Strolling in this area from daytime to nighttime, some shops close while other shops open, feelings may change, but worth visiting again and again.



People

purpose / movement



Hook

eye-catching item / history plaque



Exist building

corridor / street





People walking on the street with different purpose, sometimes is only one person alone while sometimes might gather together.



People may attracted by signs or installations no matter it is large or small. And the items we found can be quite different because of the daytime and nighttime.



Streets and buildings are the most common thing for people, but there are still some interesting part we can discover, like the contrastive or unfinished.

CONVERSATIONS WITH PEOPLE



Name: X
Occupation: staff (stay in Soho few years)
Place: Bar Italia

Me: What is the story about this coffee shop?

Staff: It was opened in 1949, because good coffee was hard to find in post war London. Although it has been modernised two or three times, we still keep pieces of the original formica dating from 1949.

Me: What do you think is the most special part of this shop?

Staff: Soho is constantly changing, but the one thing that has not changed is Bar Italia is always here. Serves good coffee and open almost 24 hours a day.



Name: Michael
Occupation: customer (stay in Soho 25 year)
Place: Bar Italia

Me: How often do you come to this coffee shop?

Customer: Almost everyday since 25 years ago. Here serves best coffee in London.

Me: Which part do you love most in this area?

Customer: These old stores, like Bar italia, Ronnie Scotts and old markets. The old stores remain soho spirits even there are some how different with the beginning.

Me: What do you think is an issue of this area?

Customer: The policy. It's all about policy, at the beginning, there are lots of sex shop, china town opened till midnight, it really has lots of fun. In contrast, nowadays, after midnight there is only a few store still open, reducing much more vitality than before.



Name: Freddie
Occupation: staff at box office (stay in Soho half year)
Place: Ronnie Scott's

Me: What is the story about this jazz club?

Staff: It was since 1959 by saxophonist Ronnie Scott, the location was inside china town, later moved to here till now.

Me: Which part do you love most in this area?

Staff: Nodoubtly is Ronnie Scott! Here comes different kinds of people or band perform jazz music every day.

Me: What do you think is an issue of this area?

Staff: Lots of pub may move upstairs, people can just go for that kind of pub with cheaper price rather than us, since here is London, a expensive city.



Name: X
Occupation: staff (stay in Soho half year)
Place: Kova Patisserie

Me: What do you think is the most interest part of soho?

Staff: People. People and tourist walk around our shop and this area every day. And the David Bowie plaque in front of our shop is also an attraction place for them.

Me: Which part do you love most in this area?

Staff: The old market area. It open almost everyday and it's one of the oldest market in London.

COLLECTIONS



Espresso plate from Bar Italia.



Cigarette end from pavement.



Booklet from Ronnie Scott's.

There are Cigarette ends discarded randomly saying something of the living style and people here. I collected this one from the pavement on Frith street.



Ronnie Scott's performs live jazz music every night, and this is a booklet launched in october, telling some news and performers during this time.

Bar Italia always try to serve foods and drinks in italian style, and espresso is one of the well known drinks in Italy, so I pick this plate with restaurant detail on it as a collection.

HOOK

spiritual

London's Blue Plaque scheme is run by English Heritage. There are around 900 plaques on buildings across London which are in place to honour the notable men and women who have worked or lived in these buildings.

The Blue and Green Plaque Scheme have different purposes. The Blue Plaques show buildings where a notable person lived, while the Green Plaques try to mark places of general interests.

Strolling around Soho, we can easily find plaques everywhere. Although there are some not awarded by English Heritage, these still can point out some of the history of the area. Some interesting things happened here that make these buildings unique.



Carl Marx blue plaque at 28 Dean Street.



2i's Club green plaque at 59 Old Compton Street.



These plaques hanged on the building facade with different height, the size are different as well. But there is one thing in common is that we have to look up to see them.

physical

Here is another type of hook, I define them into physical categories. These items all have clear object, no matter if it is flat or three dimensional.

These physical items sometimes may be not easy to find, or camouflaged as a daily object. But if we become aware of these things, something different might happened.

Flash Invader is an interesting one in this area. It's from a French artist who is trying to build small mosaic pictures on the wall with tiles. Now, this art already extends to 78 cities, with more that 3797 invaders have been built.



Flash Invader LDN_55 at St. Anne's Court.



Flash Invader LDN_67 at Manette Street.

HOME NEWS WORLD INVASION MORE PROJECTS ABOUT

FLASH INVADERS

A FREE APP FOR SMARTPHONES

YOUR MISSION

Spot and "flash" the street mosaics of Invader. Fill your gallery, score points and compete with other players. Good luck & have fun !

DOWNLOAD

FlashInvaders is designed for iOS and Android. Choose your version below:

A reality game by INVADER

Available on the App Store

ANDROID APP ON Google play



There is also an app for helping anyone to collect these invaders.

Every time you find an invader mosaic, open this app and then take a photo. This app will then help you to set up your own collection gallery, and show you a score of how many you then have.

We also can view other people's gallery and where and when the items were found.

HOW TO APPLY A PLAQUE

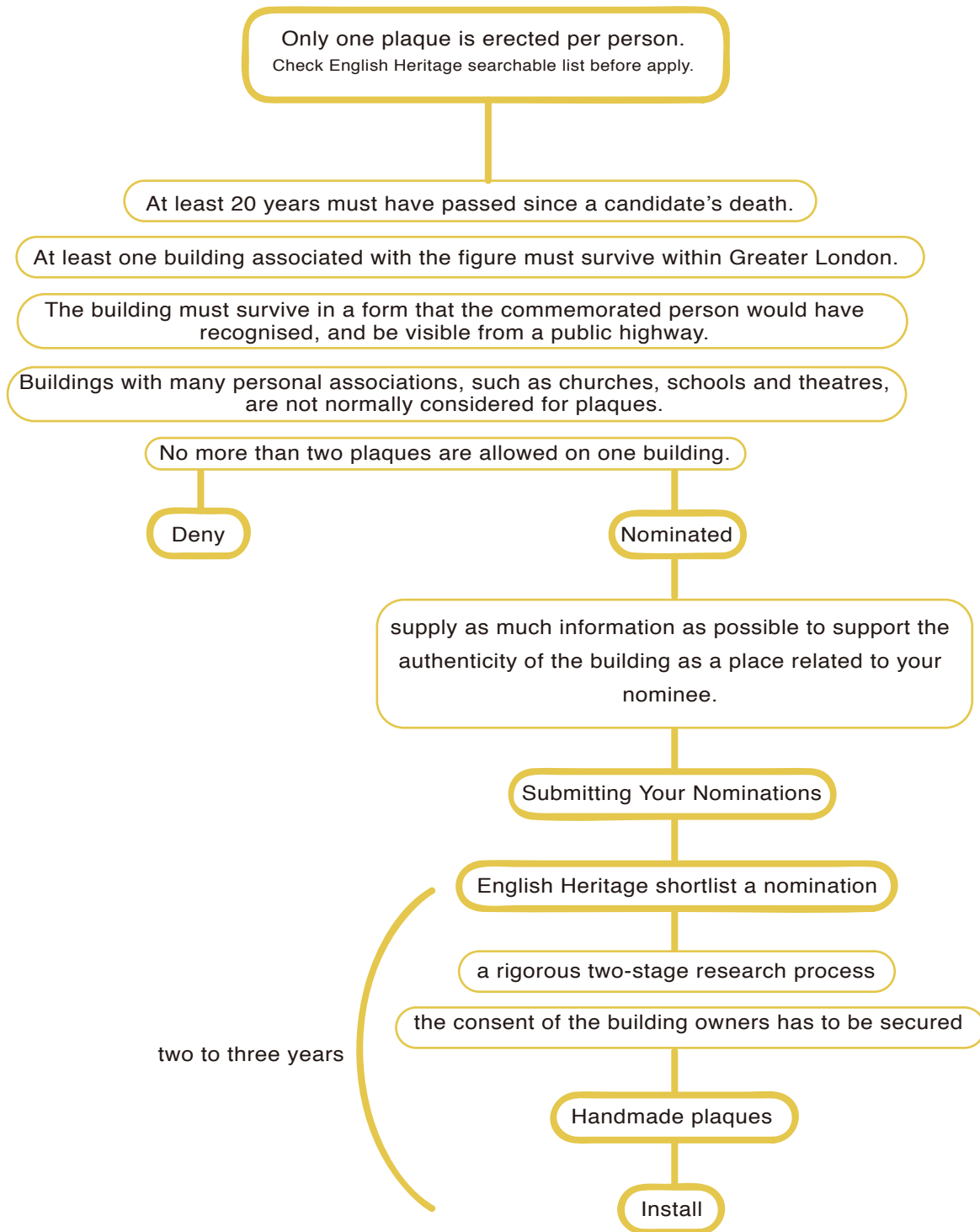
From English Heritage



The plaques are handmade by craftspeople.



ENGLISH
HERITAGE



PROJECT WITH “HOOK”-1

Warning: there's a plague of fake blue plaques

One of Britain's great pleasures has been devalued by cheap imitations

Ysenda Maxtone Graham



There's no law against any of us putting up a blue plaque wherever we like, as long as the owner of the property agrees and it's not against planning regulations. For £24.99 you can buy a personalised 'Heritage Plaque' and have the words of your choice written on it, for example, 'Aimee, born 1976, Party Queen and Best Friend in the World Lives Here.' **Some people have become so impatient with English Heritage's exquisitely slow, rigorous process that they have started speedier and less strict plaque schemes of their own. An enterprising man called David Graham runs the Heritage Foundation and has started putting up plaques all over London commemorating celebrities from the world of showbiz and sport.** 'We have raised lettering on our plaques now,' he proudly tells me. 'They cost about 300 quid. I like to wait a year after someone's died before putting one up.' A year! English Heritage insists on 20 years after death. The British Plaques Trust set themselves up three years ago and have erected plaques (blue, metal, screwed to the wall) to commemorate, among other things, Tin Pan Alley and the house in China-town where the Magic Circle was formed. The Marchmont Association in Bloomsbury have put up 20 plaques since 2009, including one to the cross-dressers Stella and Fanny. Annoyed about Graham Chapman's rejection by English Heritage, fans of Monty Python put one up in memory of him which reads 'Jacob von Hogflume, 1864–1909, inventor of time travel, lived here in 2189.' (Only fairly funny.)

As David Hare rightly said at a recent English Heritage plaque unveiling, 'blue plaques are the only distinction that anybody really wants in life', and 'the great thing about it is they never know they have it'. The 20-years-after-death rule needs to be adhered to if we want to avoid a tide of over-commemorated celebs who don't deserve ceramic or even metallic immortality.



Stella and Fanny Plaque put by Heritage Foundation.

English Heritage

rigorous process

slow

higher price
(around £4000)

wait committee dead after 20 years

official institute

wellknown

credibility

Heritage Foundation

loose process

quickly

lower price
(around £300)

wait committee dead after 1 year

unofficial institute

normal

folk

PROJECT WITH “HOOK”-2



David Fitzsimmons
Member of the Haiti Kids Kino Project

THE BLOG

Street Art As A Tool For Change

One of the main reasons why this art has been so accessible and popular is the artist's ability to relate to the here and now - to live in the moment and to express a personal, a social and a political rhetoric. A rhetoric that is immediately understood, a collective consciousness to which we can all relate.

The streets as a canvas gives the artist the ability to directly communicate and comment, expressing opinions, thoughts and aspirations. For instance, Banksy's Mobile lovers and all of his work in fact pass comment on our modern society and its ironies.

Mobile Lovers in particular had a double impact, one, the message of the work itself, and two, the location in which it was created.

In this work the artist is pointing out that modern technology (specifically smart phones, in this instance) and social media, hold us all in a state of constant detachment, of not being 'quite there', and not paying attention to the person/s in whose company we are physically present.

Banksy's Mobile Lovers, whilst seemingly in an intimate embrace, are more interested in their phones than one another. The original location of the painting (like all Banksy's street pieces) was crucial to its impact, situated as it was in a dark doorway at the end of a dead- end street, where no one goes after dark. The use of glow-in-the-dark spray paint to illuminate the subjects' faces (a first for the artist) added weight to the idea that this piece is intended to be only 'half seen', at night and in the shadows.

It is quite clear that Banksy created this work with the clear intention of assisting the boys club as he would of be aware of their financial predicament through the appeal earlier in the year and it is even possible that he may of attended the club when he lived in Bristol.

Very little is known about Banksy himself, as he refuses to be interviewed and keeps his identity carefully maintained. A world-renowned mystery man, Banksy has risen through the ranks to become one of the world's greatest street artists partly by creating an urgency to understand his character. Street art fanatics are consistently satisfied with every piece of art he delivers, though he often leaves them wanting more.



'Mobile Lovers' by Banksy.

The graffiti sees a pair of lovers in just-finished-work attire embracing in a doorway, both distracted by their smartphones which give their faces a ghostly, detached glow.

PROJECT WITH “HOOK”-3

Setouchi Triennale map

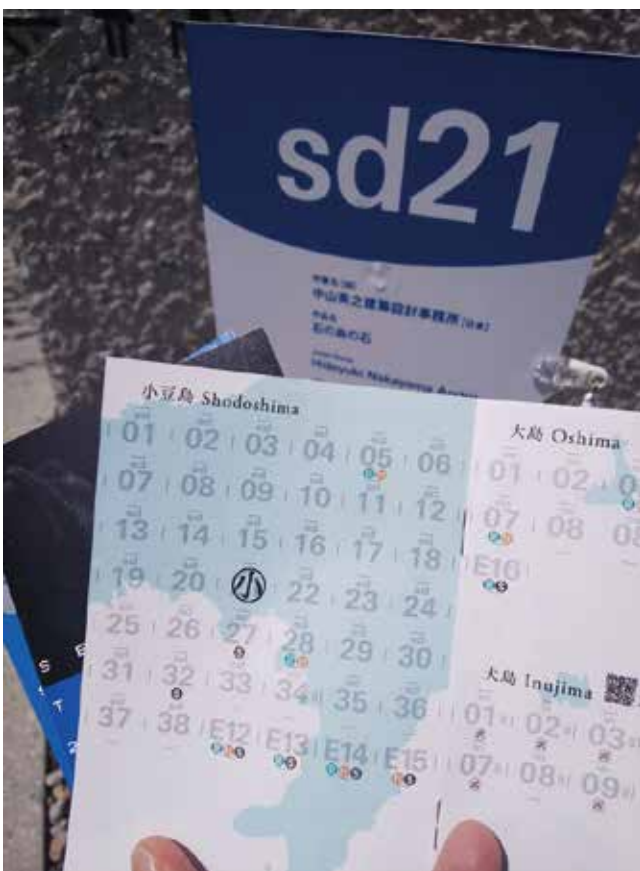


Setouchi Triennale 2019 poster.

Long ago, the beautiful and serene Seto Inland Sea served as the main artery of transportation in the Japanese Archipelago. The appeal of the sea and its islands, as conveyed by modern art, has displayed our past and illuminated our future to the visitors coming to the Setouchi Area. The Setouchi Triennale gave new hope to people on the islands and beyond, and it has helped us all to feel the long-lasting connection between people and the sea. Art Setouchi is the comprehensive term for the Setouchi Triennale, held every 3 years, and all related activities.



There are six islands combine into Setouchi area for you to explore.



After join Setouchi Triennale, you will receive a booklet with map and a reward card. Why we need this card? Because there are lots of art crafts in this area with different location, it can become a guide and help us to make the process and the moving line of the exhibition smoothly.

Sometimes this reward card may become a pusher to promote us finish all the exhibitions, we will have a desire to collect all the point on the top, it is all about a sense of fulfillment.

WHAT ARE THESE PLAQUES FOR

Walking tour and observation

Music walking tour of London's Soho -- with Evren Omer



The plaque set up by BBC Music for David Bowie at 17 St. Anne's Court.

Interview

During the 2 hour walking tour, we were shown a great deal about the music history in Soho, and noted the plaques connected to these as well.

The tourguide said, his tour almost consist of 60% tourists and other 40% UK residents. Most of them will notice these plaques after he points them out. Then who already know these famous people show an interest to know more about their story.



Observation



I chose one of the plaques to observe how passersby related to it. From a narrow alleyway I observed this for an hour. I noticed that people just kept passing by and none stopped to look up at something that was “special”

In keeping with what the guide mentioned before, we could conclude that: tourists are the people who pay most attention to the plaque.

A SENSE OF PLACE

Tourists are the who appear to be more interested in the story behind the plaque.

Although there is only a name and short description on the plaque, the viewer who wants to familiarize themselves with those people. They might begin to feel a connection with them, the building, life track, lifestyle and so on , and be curious to know more. Thus, these plaques can somehow enhance a sense of place by history or heritage.



Cricklewood Town Square by Spacemakers

10 September 2013 Dezeen

Cricklewood is a community with no public space: no town hall, no library, no square, not even a single bench," explained the designers. "The square will take the form of a civic folly on the back of a rickshaw bicycle, housing everything necessary to create a bona fide town square, including benches, stools, a clock tower, games and signage.

The project aims to show what public space can do for a community, and how even these scraps of land can be used to create a sense of place





Djao-Rakitine creates monolithic street furniture for London's Selfridges

6 October 2018 Dezeen

The boulder-like furniture was commissioned by Selfridges as part of the Duke Street public realm project, which seeks to upgrade the overall streetscape experience, including the quality of street lighting, paving, furniture, pedestrian comfort and traffic.

"Together with the wider and renewed pavements, we developed the idea of a plaza, a sense of place in front of the new entrance and within the streetscape, including four feature trees as well as two sculptural elements – the marble bench and fountain," the Paris- and London-based firm's founder Irène Djao-Rakitine said.





Starlight by Erich Remash, Jeremy Berglund, Don Peterson and Chad Ingle

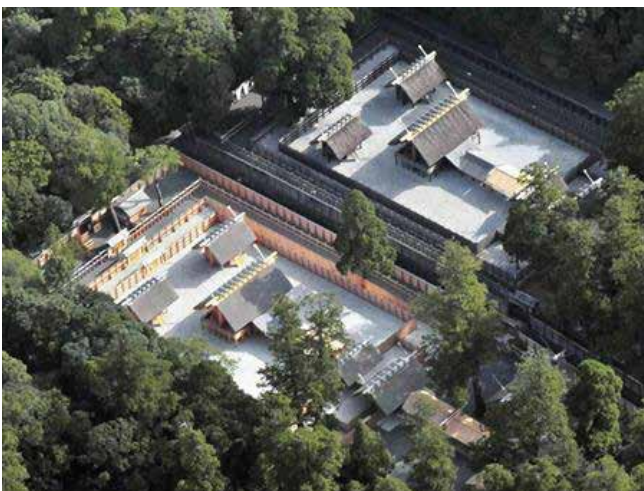
19 December 2012 Dezeen

These seven star-shaped lights appeared in the flat expanse of Nevada's Black Rock Desert during the 2012 Burning Man festival (+ slideshow).

"Burning Man held a lottery for ticket sales this year and it was a disaster. Many longtime participants acted as if it was the end of the world or as if the 'sky was falling'," explained Remash. "If the sky is falling, why not create heaven on earth, I thought?"



COMMUNICATE HERITAGE



This Japanese Shrine Has Been Torn Down And Rebuilt Every 20 Years for the Past Millennium

4 October 2013 Rachel Nuwer

Every 20 years, locals tear down the Ise Jingu grand shrine in Mie Prefecture, Japan, only to rebuild it anew. They have been doing this for around 1,300 years. Some records indicate the Shinto shrine is up to 2,000-years old. The process of rebuilding the wooden structure every couple decades helped to preserve the original architect's design against the otherwise eroding effects of time. "It's secret isn't heroic engineering or structural overkill, but rather cultural continuity," writes the Long Now Foundation.



OMA to Restore Fondaco dei Tedeschi, Landmark Building in Venice

2009-2016 OMA

First constructed in 1228, and located at the foot of the Rialto Bridge across from the fish market, the Fondaco dei Tedeschi is one of Venice's largest and most recognizable buildings. It was used as a trading post for German merchants, a customs house under Napoleon, and a post office under Mussolini.

The Fondaco dei Tedeschi will unlock its potential as a major destination and vantage point for tourists and Venetians alike; a contemporary urban department store staging a diverse range of activities, from shopping to cultural events, social gatherings and everyday life.





NEWS

Women 'feature on only 13% of London's blue plaques'

🕒 1 March 2016



🔗 Share

Only 13% of blue plaques in London are dedicated to women, English Heritage has revealed.

The organisation (EH) is appealing for people to nominate more notable women for the plaques, of which there are currently 902 around the capital.

The appeal comes as Women's History Month gets under way, and in the blue plaque scheme's 150th year.

According to a survey by EH, 40% of people think women had less impact on history than men.



In Soho, there are only 10% of plaques for women.

- | | |
|---|---|
| 1 Sir Joseph Banks (Botanists)
- 32 Soho Square | 11 Onslow, Arthur (Speaker of the house of commons)
- 20 Soho Square |
| 2 Baird, John Logie (Television pioneer)
- 22 Firth Street | 12 Rogers, Dr Joseph (Health Care Reformer)
- 33 Dean Street |
| 3 Bridgeman, Charles (Landscape gardener)
- 54 Broadwick Street | 13 Roy, Major-general William (Surveyor)
- 10 Argyll Street |
| 4 Canaletto (Painter)
- 41 Beak Street | 14 Seacole, Mary (Nurse)
- 14 Soho Square |
| 5 Carvalho/Sebastiao (Politician)
- 23-24 Golden Square | 15 Shelley, Percy Bysshe (Poet)
- 15 Poland Street |
| 6 Hazlitt, William (Writer/Critic)
- 6 Firth Street | 16 Mozart, Wolfgang Amadeus (Composer)
- 20 Firth Street |
| 7 Hunter, William (Anatomist)
- Lyric Theatre, Great Windmill Street | 17 David, Bowie (Musician)
- 17 St. Anne's Court |
| 8 Hunter, John (Surgeon)
- 30 Golden Square | 18 Epstein, Brian (Manager of Beatles)
- 5-6 Argyll Street |
| 9 Irving, Washington (Writer)
- 8 Argyll Street | 19 Necker, Germaine (Novelist)
- 41 Argyll Street |
| 10 Marx, Karl (Revolutionary/Author)
- 28 Dean Street | |



Lots of these plaques are in the entertainment realm.

- Blue plaque
(official)
- Blue plaque
(unofficial)
- Green plaque



- | | |
|---|---|
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- 32 Soho Square | 11 Onslow, Arthur (Speaker of the house of commons)
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- 41 Argyll Street |



- | | |
|--|--|
| 1 Jassie Matthews (Music comedy star was born)
- 22 Berwick Street | 8 Vince Man's Shop (Earliest male fashion shop)
- 5 Newburgh Street |
| 2 Sir Morell Mackenzie (founded the world's first hospital for throat diseases)
- 32-22 Golden Square | 9 The Gold Brothers' Lord John Boutique (Leading pioneers in the menswear industry)
- 43 Carnaby Street |
| 3 John Polidori (Author of 'The Vampyre')
- 38 Great Pulteney Street | |
| 4 John Stephen (Founder of Carnaby Street in men fashion)
- 1 Carnaby Street | |
| 5 Lord Stanley and Stanley Cup (Ice hockey)
- 130 Regent Street | |
| 6 2i's Club (Birthplace of british rock)
- 59 Old Compton Street | |
| 7 Argyll Rooms (Beethoven performed Ninth Symphony)
- 252 Regent Street | |

WHO WILL NOTICE THESE PLAQUES



Tourists will know more about the history in Soho via walking tour.

Evren said, from experience that, “tourists will only notice these plaques after the guide has introduced them.”

Although tourists are the people who might notice them more, they still need a guide to lead them to understand the events that are celebrated in the plaques. It means tourists want to know more about the history, but how?

This poses the question: are plaques enough to create a “hook” to the past?



In my opinion, it is difficult, or not enough to get a comprehensive sense back to the detailed history through these plaques. Because there is no visual representation, tourists can only have superficial associations.

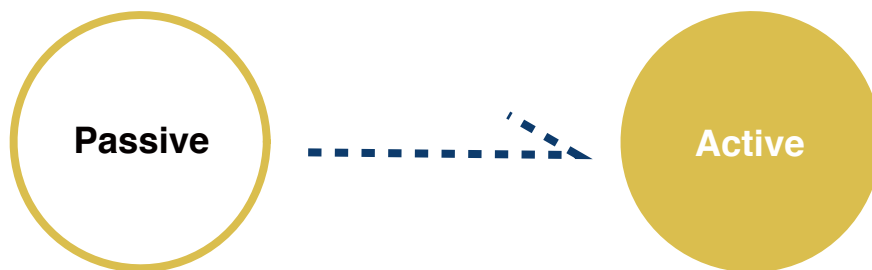
During the 1960s, Edgar Dale theorized that learners retain more information by what they “do” as opposed to what is “heard”, “read” or “observed”. His research led to the development of a model he called the Cone of Experience. This model of “learning by doing” has become known as “experiential learning” or “action learning”.



Edgar Dale, *Audio-Visual Methods in Teaching* (3rd Edition). Holt, Rinehart, and Winston (1969).

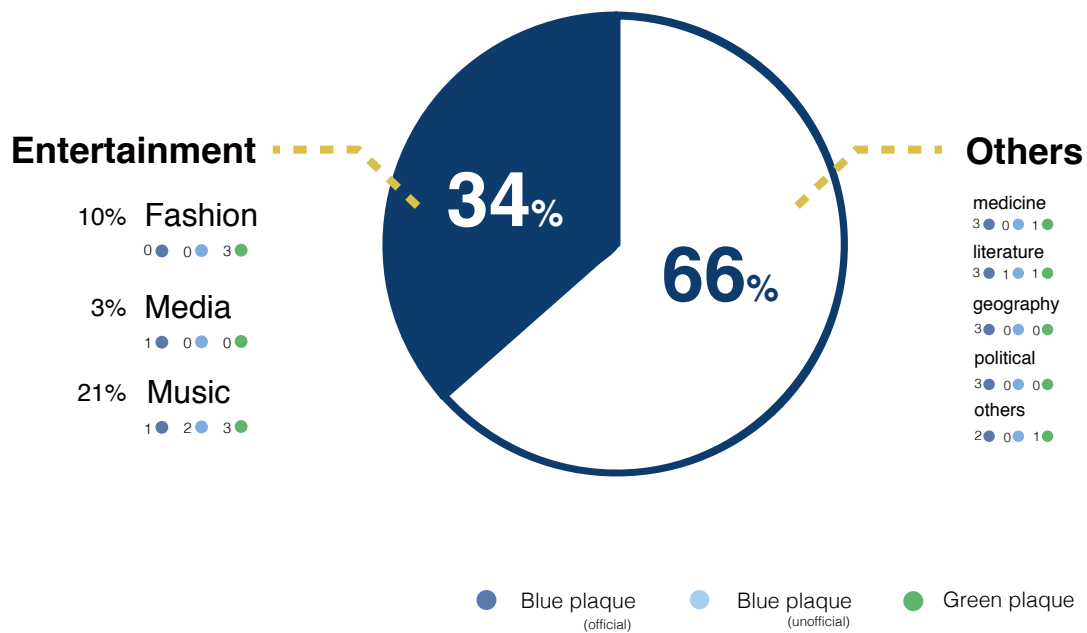
It reveals that “action-learning” techniques result in up to 90% retention.

The further you progress down the cone, the greater the learning and the more information is likely to be retained. The cone also suggests that when choosing an instructional method it is important to remember that involving students in the process strengthens knowledge retention.



Tourists often know this history in a passive way, by using a guide and quickly scan and read the words. But this leads to a further question: “How can we not only enhance but also develop this into an active experience?”

According to the cone, we tend to remember the level of involvement. Participating and Doing is a real thing that can help encourage more active connection between history and tourists.



Analysing the map again to classify these notable person or interests in different categories.

Sites and people connected with Entertainment accounted for almost 35% among all categories. From this we can understand entertainment played a decisive role for decades.

The history of club life is completely missing.



Swanky decoration and interior design in Madame Jojo's.

CLUBS ARE IMPORTANT TO SOHO HISTORY



The Gargoyle Club opened at No 69 Dean Street in 1925 and was open for the next three decades. It was founded by the socialite David Tennant as a place where writers, artists and musicians could mingle with the upper crust and eat and drink at affordable prices.

Clubs provide a social place for everyone, and later added variety of performance, making the clubbing culture much more vibrant.

Clubs also provide a performance place for artists. They were places where many creative ideas took place and many artists could have a chance to show themselves. Nowadays, even those who have become a well-known, continue performing at these clubs, in order to hold their public and their music has continued to grow.



GENTRIFICATION

Soho is a unique area unlike any other in London. It is steeped in history, with musicians, theatres, film companies, artists, nightclubs, gay bars, erotic shows, local and independent shops and coffee bars.

But Soho is now undergoing a process of gentrification, where many clubs and bars are forced to closed. This is clearly not a good way to preserve its culture.

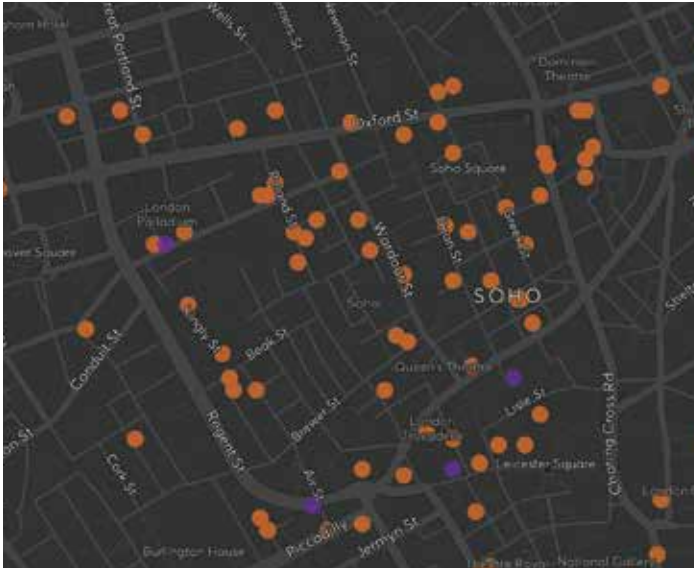
Five reasons cause gentrification:

- 1- The price of property
- 2- The rising rents of London
- 3- Local council enforcing stringent and impossible to meet restrictions
- 4- Drugs
- 5- Neighbors who like quiet

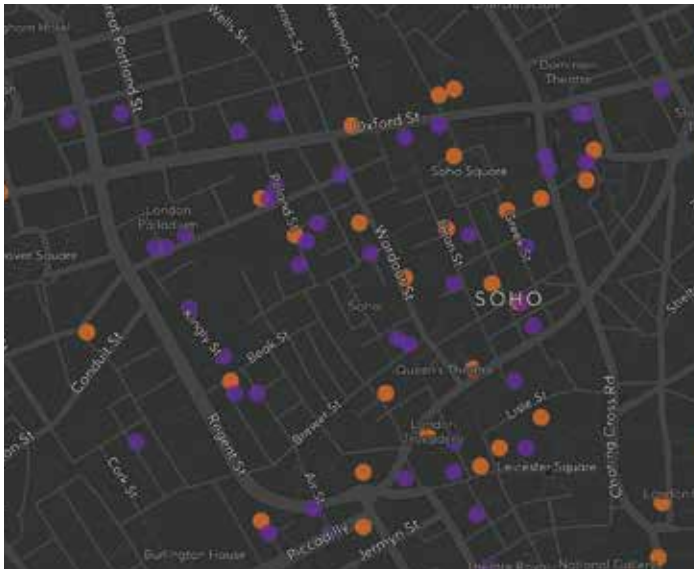


The 12 Bar Club closed on 2015 because of the crossrail project.

There are much more clubs closed from 2005 to 2015 on The clubbing map.



2005



2015

- Open club
- Closed club

CLIENT COULD BE...



Keeping Soho inclusive, not exclusive.

Save Soho is an organization that aims to protect and nurture the future of performing arts venues in Soho. Under their instigation, a coalition of performers, residents and politicians came together out of concern for the future of Soho's historic role as a national platform for the performing arts.

They could therefore be my client, because my tour is talk about clubs which is also one of art venues in Soho. What's more, my user - tourists may also be interested in special events and current hot issue in Soho.



Stephen Fry and Tim Arnold.

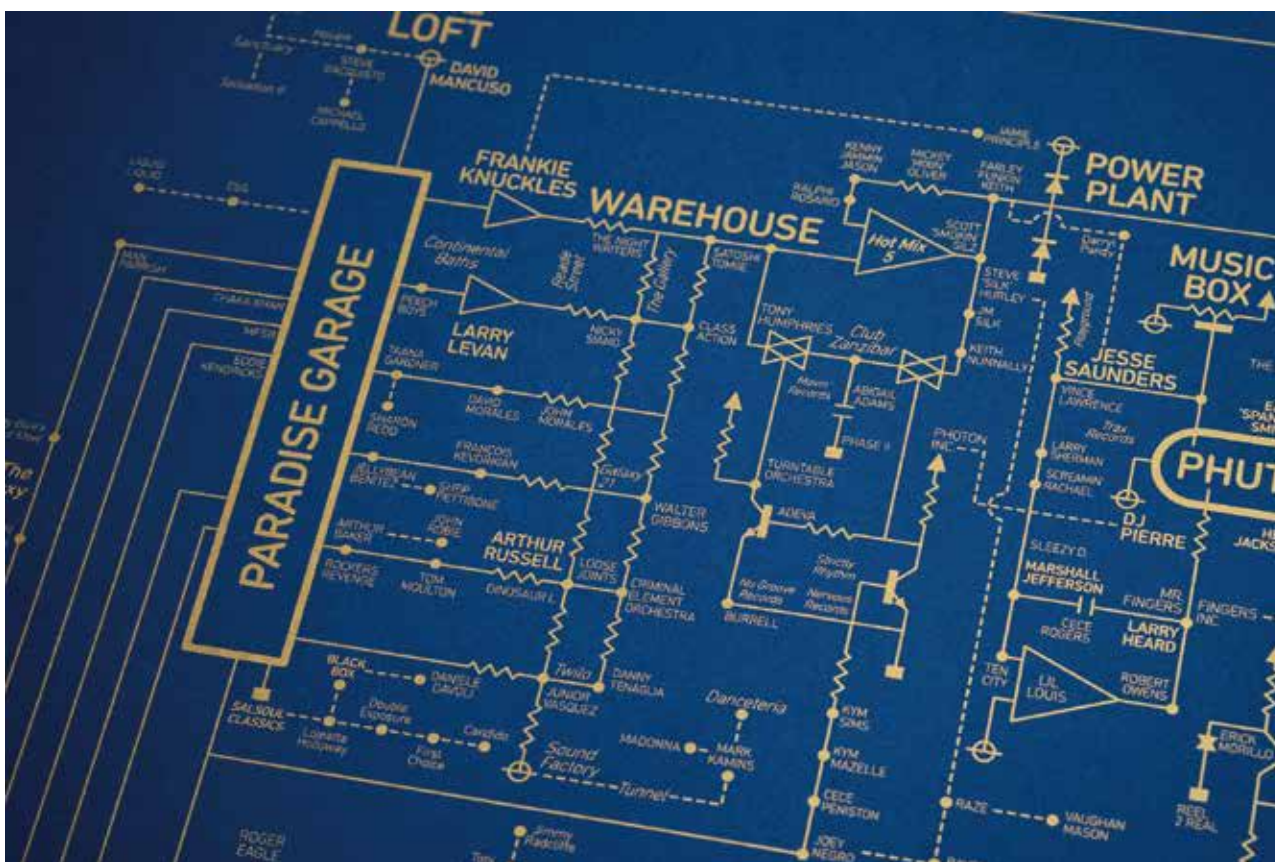
"Save Soho is not about shrieking at land-owners or trying to shame them or anything of that nature. Save Soho is really hoping to be given a small consultational part in their plans." **Stephen Fry**, Chairman of Save Soho

"Soho has always depended on building around and adding to what has gone before, not by replacing it." **Tim Arnold**, Founder of Save Soho

How could **active learning**
reveals the **hidden stories** of **Soho clubs**
in order to provide a more **balanced view**
of their heritage
for **tourists**?

EXAMPLES OF COMMUNICATE HISTORY

Dorothy's poster maps out the history of UK club culture



Graphic design studio Dorothy has created a poster that illustrates the history of dance music culture using visual cues that reference the circuit diagram of a bass synthesiser.

A part of Dorothy's ongoing series documenting the visual histories of alternative music, including electronic music and hip-hop, the poster is arranged in the style of a mind map, with various names and scenes connected via a selection of bold, regular or dotted lines.

Wang Shu's Ningbo History Museum built from the remains of demolished villages



The three-storey museum's distinctive facade is largely composed of debris collected from the surrounding area, where traditional Chinese towns and villages were demolished to make way for new developments.

The walls of the Ningbo History Museum feature a wide range of recycled bricks and tiles – some of which date back over a thousand years.



The Co
(Private m
- 41 De

The Windmill Theatre
(Nude tableaux vivants)
- 17-19 Great Windmill Street

194

Gargoyle Club
(the centre of London
bohemia)
- 69 Dean Street

1931-1964

1925-1955

1

1800

1900

1825

Argyll Rooms
(Beethoven performed Ninth Symphony)
- 252 Regent Street



1888-1946

Baird, John Logie
(Television pioneer)
- 22 Firth Street



1907-1981

Jassie Matthews
(Music comedy star was born)
- 22 Berwick Street



1934-2004

John Stephen
(Founder of Carnaby Street in men fashion)
- 1 Carnaby Street



1947

David, B
(Musician)
- 17 St. A



The Scene Club
(Associate with the mod youth subculture)
- 41 Great Windmill Street

Crackers Club
(Brought the fashion "all day clubbing")
- Wardour Street off Oxford Street

1963-1966

1974-1981

The Roaring 20s
(First black club in central London)
- 50 Carnaby Street

1962-1970s

Madame Jojo's
(Famous in burlesque and cabaret)
- 8-10 Brewer Street

1960s-2014

Compton Cinema
(‘Continental’ adult films)
- 60 Old Compton Street

1960-1984

Marcquee Club
(Key venue for early performance)
- 90 Wardour Street

Raymond Revuebar
(Famous strip club)
- 11 Walker’s Court

1958-2008

Colony Room
(Members’ club changed to gay club)
- 100 Finsbury Street

1958-2004

1958-2008

1950

2000

1957-2016

Lord John Boutique
- 43 Carnaby Street

1956-1970

1954

Vince Man’s Shop
(Earliest male fashion shop)
- 5 Newburgh Street

2f’s Club
(Birthplace of british rock)
- 59 Old Compton Street

1960

The Gold Brothers’ Lord John Boutique
(Leading pioneers in the menswear industry)
- 43 Carnaby Street

1964-1965

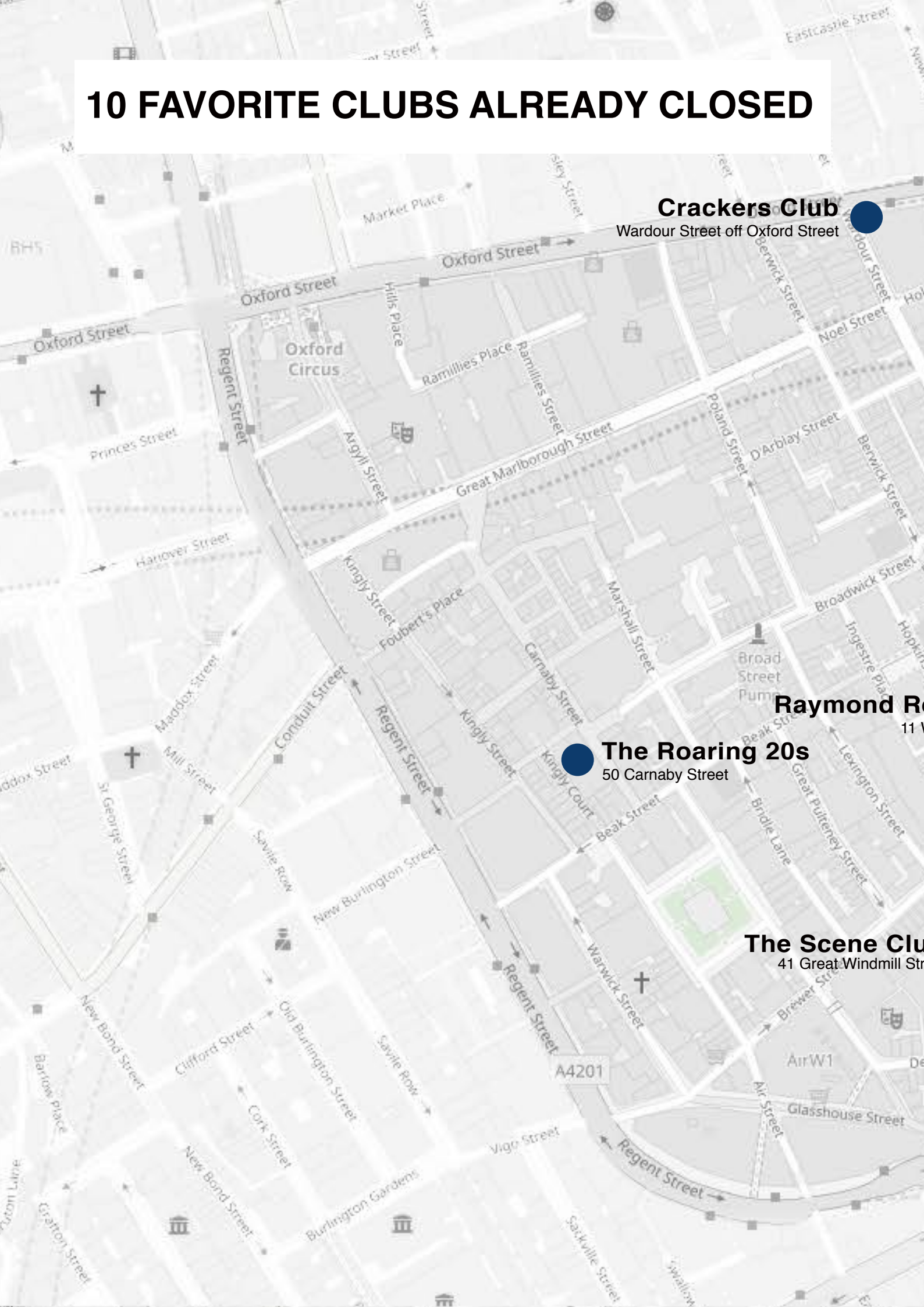
Mozart, Wolfgang Amadeus
(Composer)
- 20 Firth Street

1964-1967

Epstein, Brian
(Manager of Beatles)
- 5-6 Argyll Street



10 FAVORITE CLUBS ALREADY CLOSED

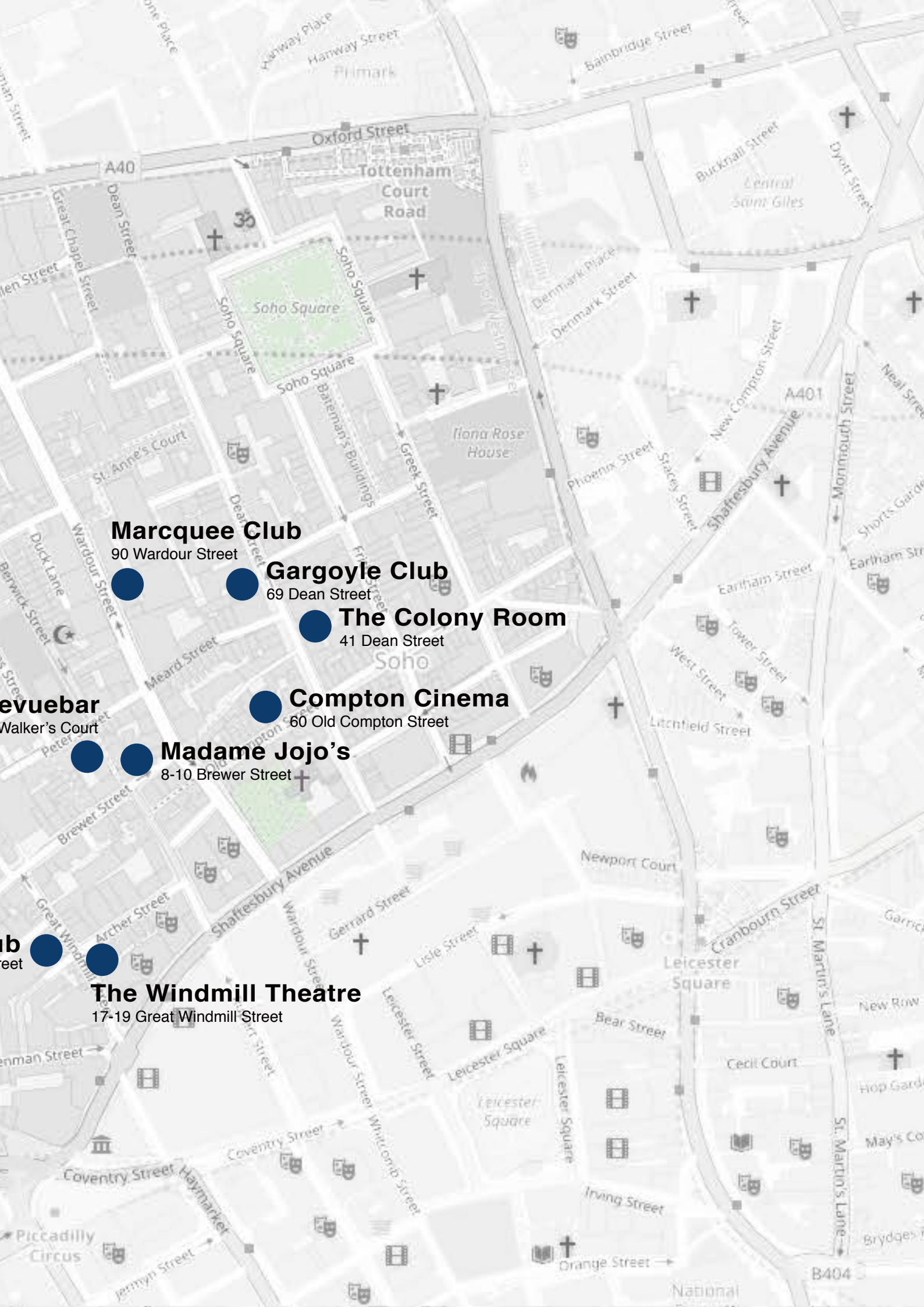


Crackers Club
Wardour Street off Oxford Street

The Roaring 20s
50 Carnaby Street

Raymond R
11 W

The Scene Club
41 Great Windmill Str



Marcquee Club

90 Wardour Street



Gargoyle Club

69 Dean Street



The Colony Room

41 Dean Street



Compton Cinema

60 Old Compton Street



Madame Jojo's

8-10 Brewer Street

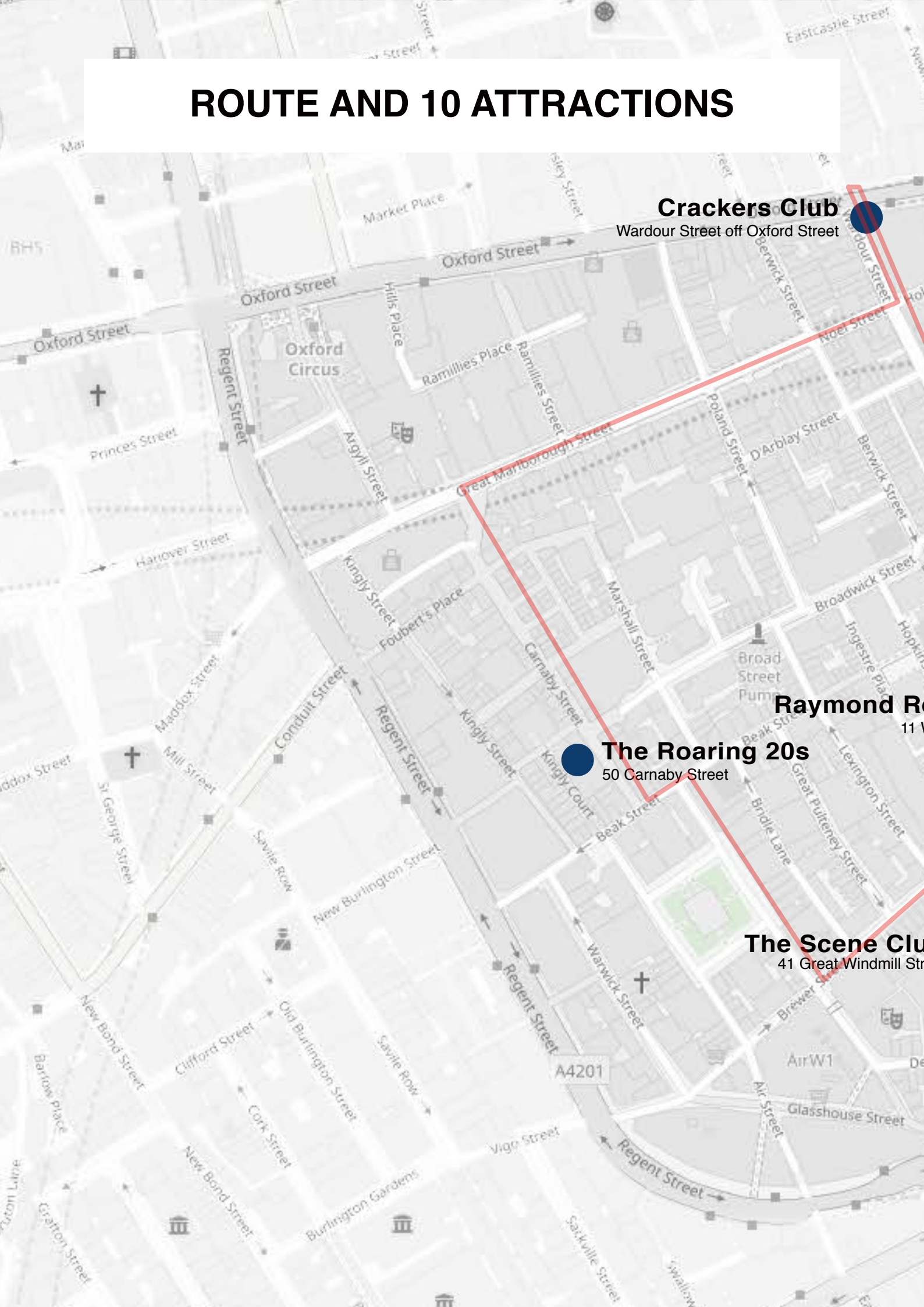


The Windmill Theatre

17-19 Great Windmill Street



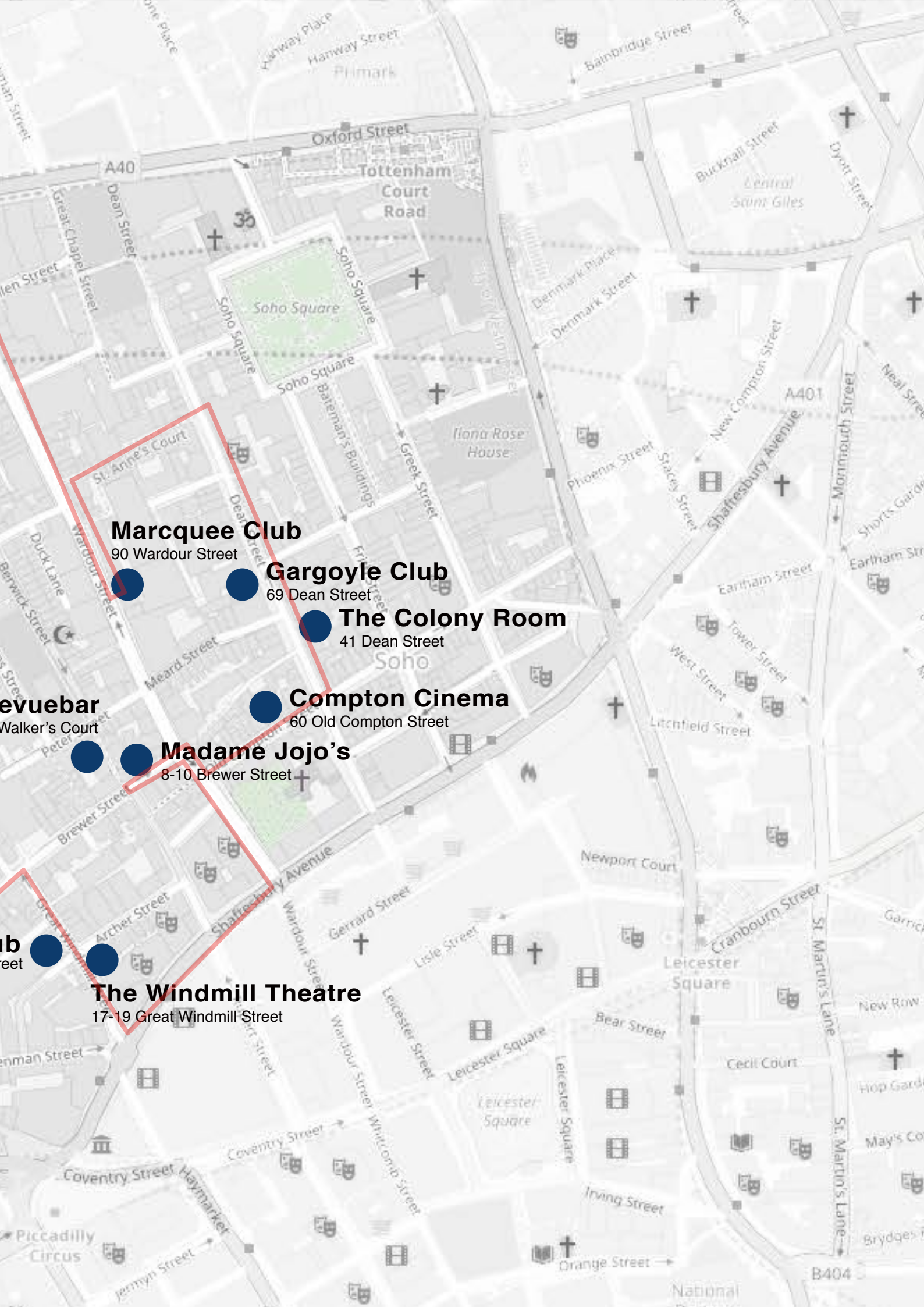
ROUTE AND 10 ATTRACTIONS



Crakers Club
Wardour Street off Oxford Street

The Roaring 20s
50 Carnaby Street

The Scene Club
41 Great Windmill Street



Marcquee Club

90 Wardour Street

Gargoyle Club

69 Dean Street

The Colony Room

41 Dean Street

Compton Cinema

60 Old Compton Street

Madame Jojo's

8-10 Brewer Street

The Windmill Theatre

17-19 Great Windmill Street

10 FAMOUS CLUBS BUT ALREADY CLOSED

1

Gargoyle Club (1925-1955)

69 Dean Street

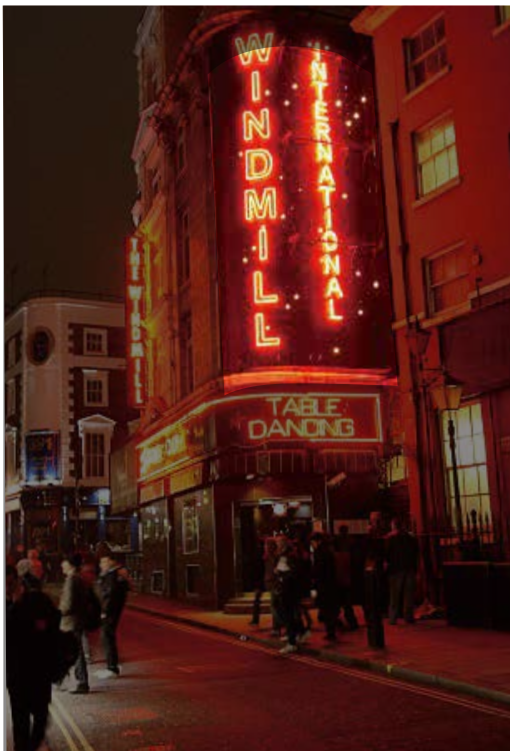


The Gargoyle was a private members' club (dodging alcohol laws that pubs had to observe) opened in 1925 by David Tennant. The Gargoyle Club became a twenties institution frequented by artists, intellectuals, writers and socialites combining bohemianism with glamour and style. With an extravagant mirrored decor designed by Henri Matisse covered in small squares of old French mirrors, cut up to produce a general sparkle.” Adding to this effect was the copious use of red plush and gold details and two of his paintings 'The Red Studio' and 'The Studio, Quai St. Michel' hanging in the bar and on the staircase respectively, The Gargoyle Club was the centre of London bohemia until its decline in the 1950s.

2

The Windmill Theatre (1931-1964)

17-19 Great Windmill Street



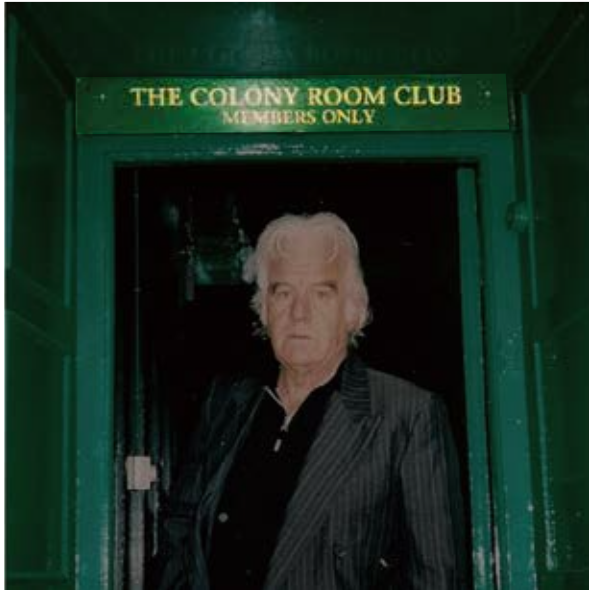
The Windmill Theatre remains best known for its nude tableaux vivants, which began in 1932 and lasted until its reversion to a cinema in 1964. Many prominent British comedians of the post-war years started their careers working at this theatre.

since the authorities could not credibly hold nude statues to be morally objectionable, the theatre presented its nudes—the legendary "Windmill Girls"—in motionless poses as living statues or tableaux vivants, then the show became a huge commercial success.

3

The Colony Room (1948-2008)

41 Dean Street



The Colony Room Club was a private members' drinking club, that attracted a mixture of Soho's low-lives and its alcoholic and artistic elite. The artist Francis Bacon was also a founder and lifelong member.

Because of the first owner's open attitude, towards sexuality attracted many gay men to the club. The green door and walls also became very famous.

In 2008, Wojas announced that financial pressure would result in his not renewing the lease of the club, and it would have to close.

4

Raymond Revuebar (1958-2004)

11 Walker's Court



The Raymond Revuebar was the creation of property magnate and magazine publisher Paul Raymond. The theatre was formerly the Doric Ballroom. When it opened on 21 April 1958 it offered traditional burlesque-style entertainment, which included strip tease, and was popular with leading entertainment figures of the day. Its huge brightly lit sign declaring it to be the "World Centre of Erotic Entertainment" made the Revuebar a local landmark. What's more, here is one of the few legal venues in London to show full frontal nudity.

5

Marcquee Club (1958-2008)

90 Wardour Street



Marcquee was always a small and relatively cheap club, located in the heart of the music industry in London's West End, and used to launch the careers of generations of rock acts. Here, almost every major rock band of note played over the next 25 years on the tiny stage. The historical importance of the club led to a number of bigger, established artists playing "secret" gigs at the venue often as one-off 'thank-yous' to fans, warm-up shows or just because they liked the intimate atmosphere.

It was a key venue for early performances by bands who were to achieve worldwide fame in the 1960s and remained a venue for young bands in the following decades. At the end, the Wardour Street site was sold because of redevelopment.

6

Compton Cinema (1960-1984)

60 Old Compton Street



The Compton Cinema Club opened with the 'banned' American production "Private Property". It was operated by Compton-Cameo Film Distributors who specialised mainly in 'continental' adult films. Located in the basement of the building and had a licenced bar for members to relax in and take cocktails. In the heart of Soho (at that time London's red-light district) it operated as a cinema club where by law, customers were obliged to pay a fee and join as a member at least one hour before they could be admitted. By becoming a cinema club the cinema could navigate around the censorship laws which regular cinemas had to comply.

7

Madame Jojo's (1960s-2014)

8-10 Brewer Street



Madame Jojo's --the venue, known to many as the home of burlesque and cabaret in Soho, hosted some of the earliest gigs played by bands. It's like a community with fringe culture since all sorts of performances could happen one banner.

Here is also wellknown with it's interior, the art deco style filled up with red plush velvet and gilt ambience.

One day, the venue was forced to closed because of the licence problem, while others think it is the council's negative attitude with late-night venue for gentrification.

8

The Roaring 20s (1962-1970s)

50 Carnaby Street

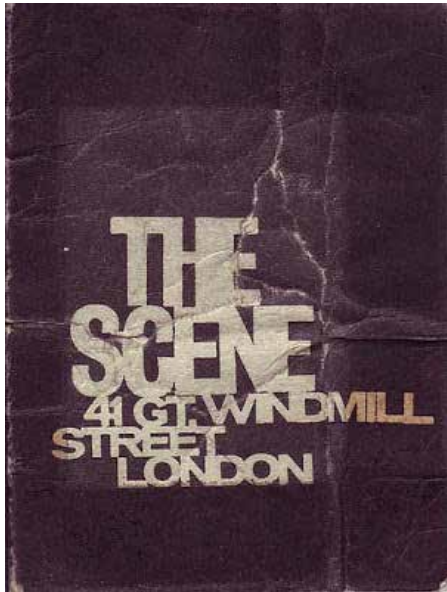


The places in the West End where black kids used to go were white owned. Some of them used black staff as a 'front' like the Colombo does now". After his followers began to demand admittance, however, the management was forced to change its "whites only" admittance policy and soon it was a mainly black club. Every Sunday was fashion night when everyone was expected to wear a suit and tie.

9

The Scene Club (1963-1966)

41 Great Windmill Street



The Scene Club was a tiny and, by all accounts, rather dingy venue. The entrance was via a doorway in a corner of Ham Yard and access was via a flight of steps down to the basement.

As a jazz club, The Scene was already the venue of choice for the emerging youth subculture known as modernism. The subculture had its roots in an small group of London-based stylish young men. They were labelled modernists (or 'mods'), mainly because they listened to modern jazz but they readily embraced the new brand of music played by Guy Stevens and the other DJ's at The Scene Club and elsewhere.

10

Crackers Club (1974-1981)

Wardour Street off Oxford Street



Crackers originated as a hugely influential disco in the 70's located in Wardour Street off Oxford St, it even brought to fashion "all-day clubbing". The party would start at midday on Friday, with the attitude that not much work was done on a Friday so no one would notice if they weren't there. Instead they were on the dance floor of Crackers cutting shapes to the pounding of soul American music.

Crackers on a Sunday night was like a place of worship to the regulars. It was the place for music lovers to hear the first play (acid tapes) of many great songs. Along with the exclusive music came the best dancers and with them, they brought all the latest fashions to the soul scene.

NARRATIVE ARTEFACT

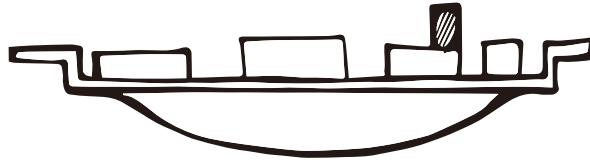


Prototype of narrative artefact.

The narrative or “story” in the artefact, is a reflection of the style from the blue plaques, that is why I use both the shape and the color as a plate to build up my narrative.

In it I would like to set up a route for an object to go through, this object can represent tourists who join the walking tour, and they will experience some activities with three attractions, these are three closed clubs.

The first prototype was a car, but then changed this for a marble to make the game process smoother.



Because this is an interactive tour, the artefact will appear to present it a toy for viewers to play with. The route selected from streets in Soho, and the checkpoints on it are chosen from closed clubs.

The artefact design tries to combine characteristics of a spinning top and pinball to create a new type of interactive installation.

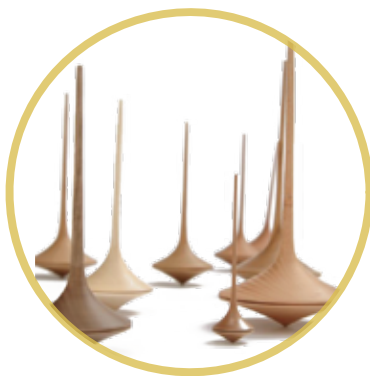


Color reference from the plaque



Shape of checkpoints from 10 closed clubs

spinning top



Balanced and unbalanced



pinball



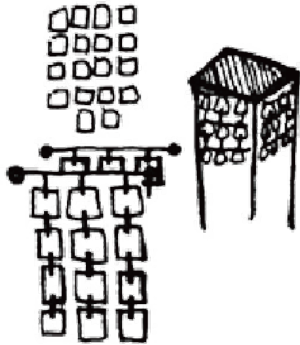
Traveling route and checkpoints



Interactive narrative artefact

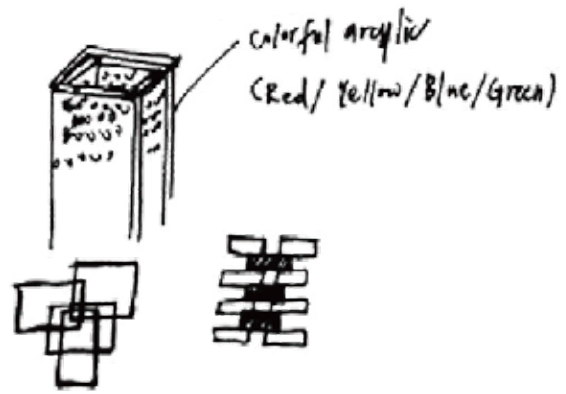
1 Gargoyle Club (1925-1955)

Center of London bohemia
Small square of french mirrors



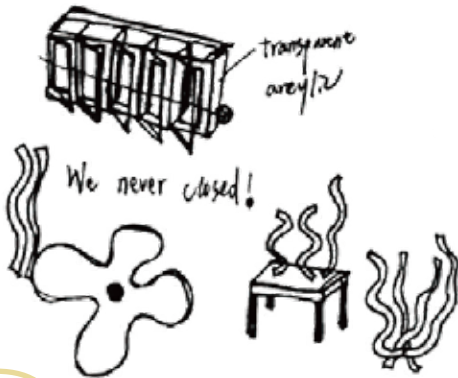
4 Raymond Revuebar (1958-2004)

Famous strip club
Marked neon light



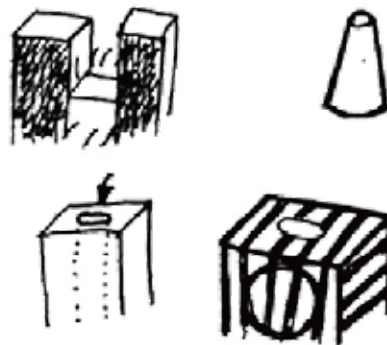
2 The Windmill Theatre (1931-1964)

Nude table dance
"We never closed."



5 Marcquee Club (1958-2008)

Red and white strips in the front of store
Secret gigs



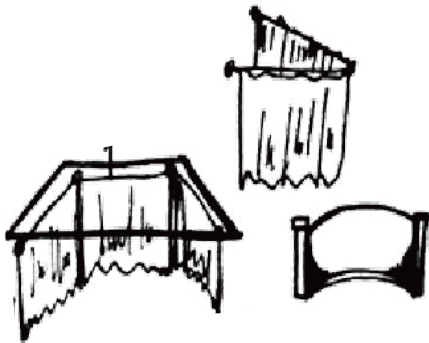
3 The Colony Room (1948-2008)

Private member's club
Green walls with small and narrow stairs



6 Compton Cinema (1960-1984)

Adult films
Black velvet as cover



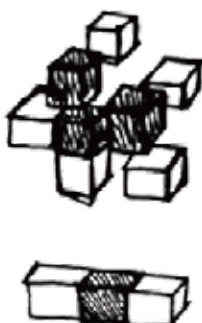
7 Madame Jojo's (1960s-2014)

Barlesque and cabaret
Art deco style with red and gold



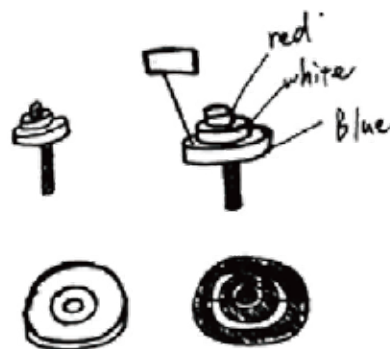
8 The Roaring 20s (1962-1070s)

First black club in London



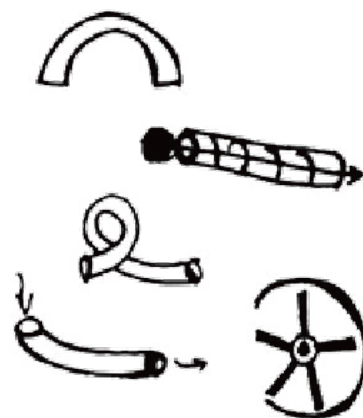
9 The Scene Club (1963-1966)

Mod youth subculture
Narrow and small entrance



10 Crackers Club (1974-1981)

All day clubbing



WHY MADAME JOJO'S IS SO IMPORTANT

“You can go there and see bands, you can see DJs, but you can also see cabaret and burlesque all sorts of unusual nights under one banner. It’s like a community of fringe culture.”

- Marcus Harris

“Madame Jo Jo's has long been an important platform for emerging artists. Everyone from Adam Ant to Adele has performed there, not to mention the stars of tomorrow whose talent and craft have been nurtured in small venues like JoJo's.”

- Save Soho

“As a place where people from all walks of life come together, Madame Jojo’s has been at the heart of this distinctive London “village”.

- The letter from Boris Johnson



Madame Jojo's was a striking and attractive venue with spectacular authentic vintage decor and original sprung dance floor that many tried to replicate.

Madame Jojo's

The closure of Madame Jojo's seems to make it an open season for further loss of small independent establishments in Soho. This unique culture is disappearing little by little.



Both burlesque and cabaret in Madame Jojos were popular.

VENUES IN SOHO

1

The Coach and Horses (Early 20th century-2019)

29 Greek Street



From the club's heyday, when Norman Balon, who introduced an unlikely vegan menu and a secret tearoom – it's fair to say that there's rarely been a dull moment, then The Coach and Horses has been run by Mr Choat since 2006, who turned it into the capital's first vegan and vegetarian pub.

The pub plays an important role for the local community to gather to share stories, trade ideas and make new friends. It is one of the last beating hearts that keep Soho's community together.

However, It was sold to the Fuller, they will very likely strip it of its unique character and spirit.

2

Curzon Soho (1985-Now)

99 Shaftesbury Ave



The Curzon Soho has been one of the busiest and best loved art house cinemas in the West End since it opened in 1985. Voted London's Number One cinema by Time Out readers, the three-screen complex, with its fully licensed bar and cafe areas, has been a massive cultural plus for Soho, as well as providing a great meeting and socialising point in London's premier creative square mile.

Crossrail 2 may provide transport benefits, but these cannot be at the expense of long-established entertainment sites such as the Curzon - one of the many reasons people wish to travel into Soho in the first place.

3

Admiral Duncan (1832-Now)

54 Old Compton Street



The Admiral Duncan is a public house in Old Compton Street, Soho in central London that is well known as one of Soho's oldest gay pubs.

In 1999, the pub was the scene of a nail bomb attack carried out by neo-Nazi David Copeland, who was attempting to stir up ethnic and homophobic tensions. This marked a turning point for the previously often tempestuous relationship between the LGBT community and the Metropolitan Police.

4

The French House (1891-Now)

49 Dean Street



It was previously known as the York Minster, but was informally called "the French pub" or "the French house" by its regulars. Then changed its name with "The French House" in 1984 after experiencing many history events.

The French House has always been popular with artists and writers. It was the one place in Soho that still held its Bohemian character, where people truly chose to share time and conversation.

5

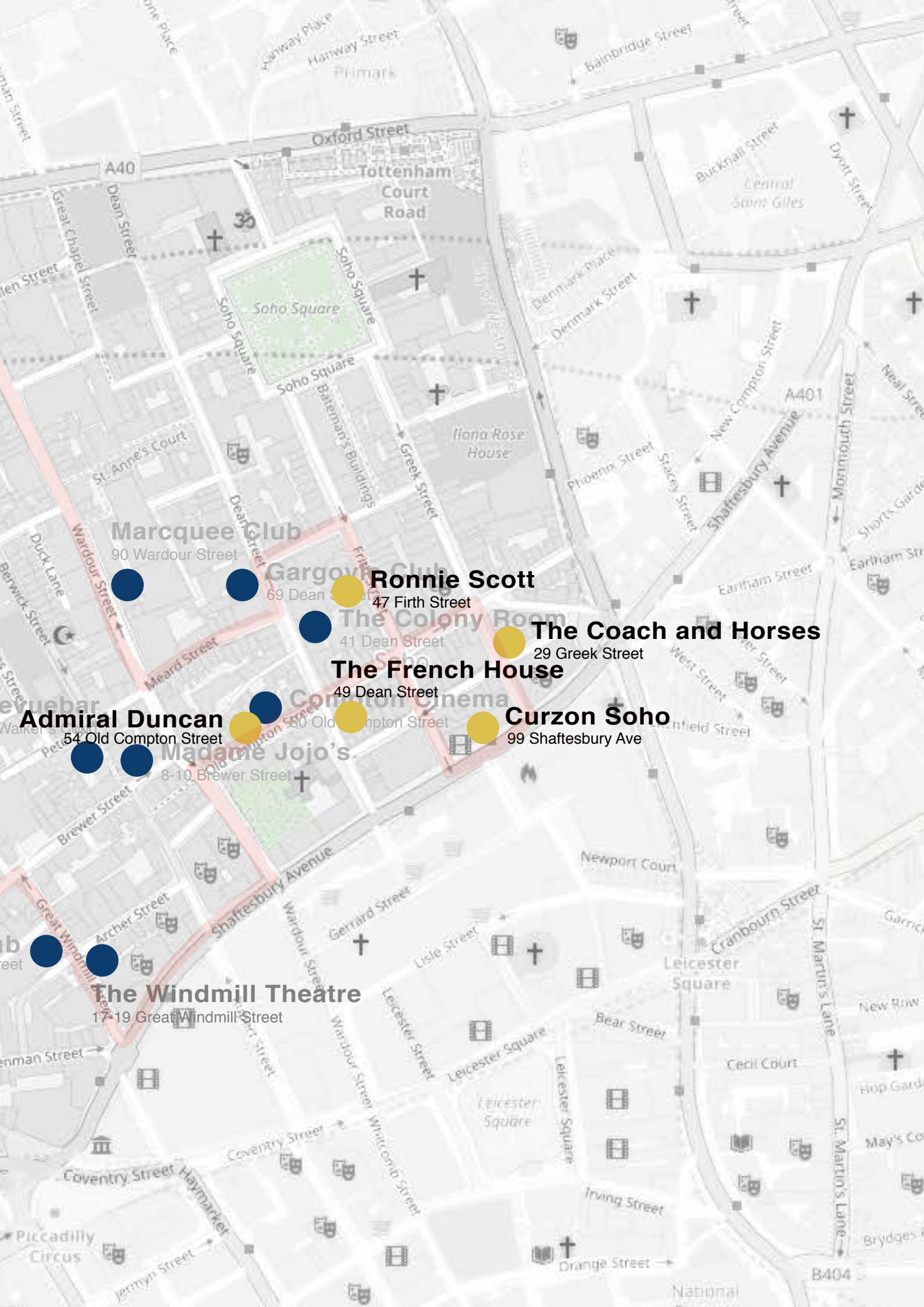
Ronnie Scott's (1959-Now)

47 Frith Street



In 1959, saxophonist Ronnie Scott opened the door to a small basement club in London's west end where local musicians could jam. Today, in its new home in buzzing Soho, Ronnie Scott's is one of the world's most famous jazz clubs attracting full to bursting audiences practically every night.

Ronnie Scott's is also a club firmly on the cutting edge; the first place to catch hotly-tipped rising stars, visionary artists and the next big thing.



Marcquee Club
90 Wardour Street

Gargoyle Club
69 Dean Street

Ronnie Scott
47 Firth Street

The Colony Room
41 Dean Street

The Coach and Horses
29 Greek Street

The French House
49 Dean Street

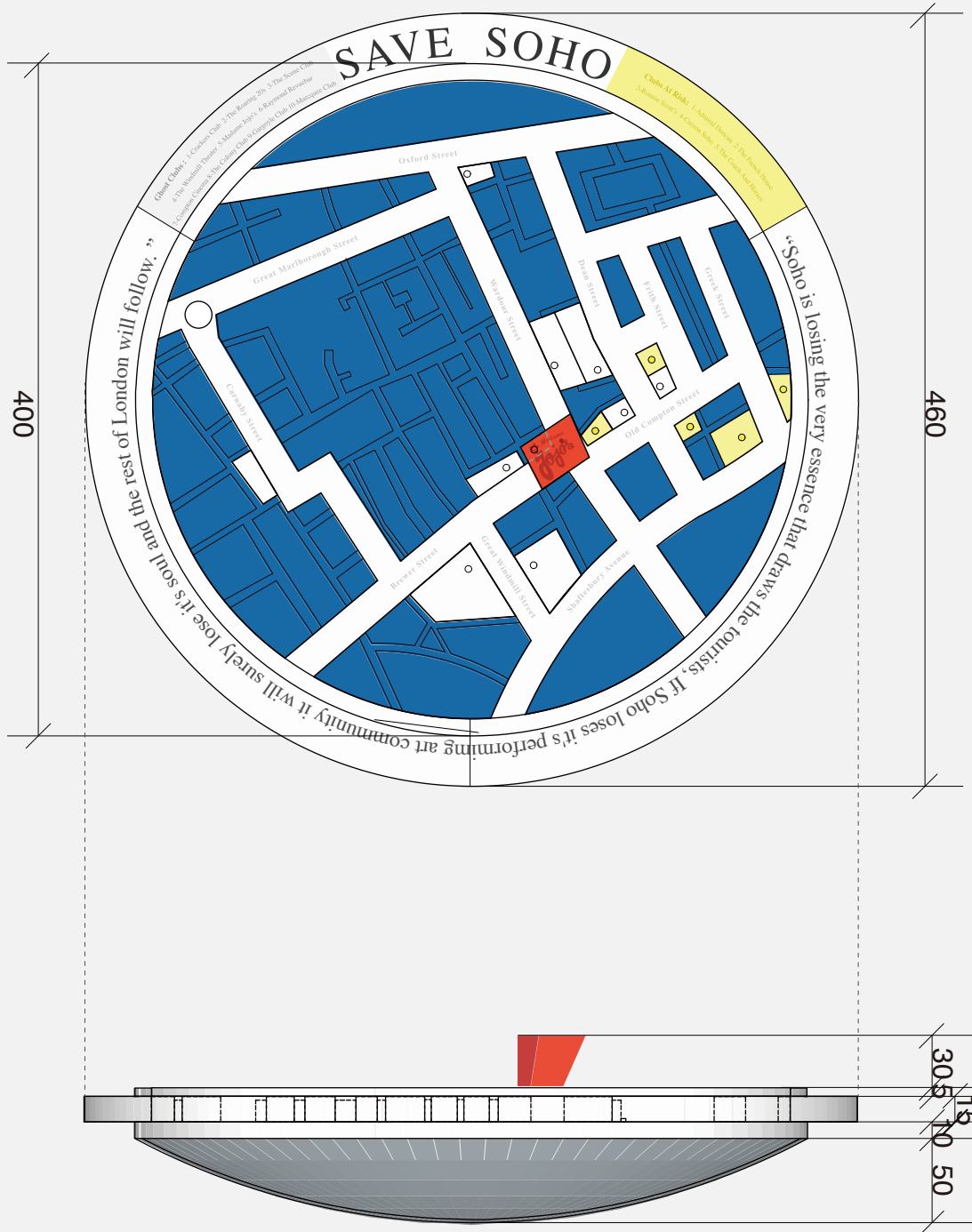
Admiral Duncan
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Madame Jojo's
8-10 Brewer Street

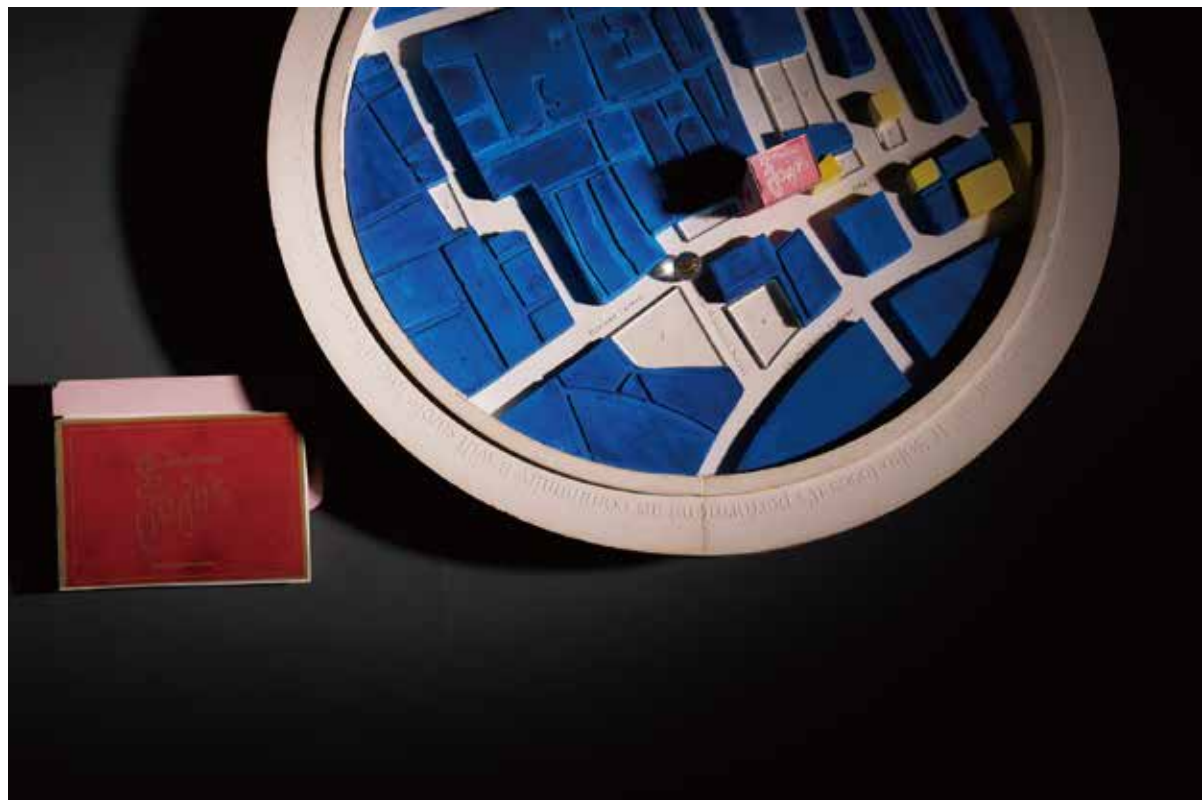
Compton Cinema
50 Old Compton Street

Curzon Soho
99 Shaftesbury Ave

The Windmill Theatre
17-19 Great Windmill Street



Narrative artefact model three view drawing
Scale 1:4



It's All Gone Madame Jojo's

Una (Yunfang) Ma

Soho is an area filled with vibrant entertaining culture, with a strong historical heritage attached to these activities. But all of this is “disappearing” rapidly due to gentrification. Among all of the changes, clubs are the most severely affected. These unique places, the most iconic being Madame Jojo's, that mixed all modes of entertainment, and embraced all kinds of people were central to the evolution and unique character of Soho.

This project recognizes this development and the lack of attention these closures are receiving raises concern. A worry that the unique character development they bring to this neighborhood may soon be completely missing. This project further recognizes the fact that an effective way of creating attention and awareness is best done via methods of active participation. This project therefore aims to use a media interactive tour to engage residents and tourists to reflect on the heritage of clubs and the effect of their closure or potential closure on Soho. By doing so it would arouse public interest and bring much needed and active attention to this issue.



Narrative artefact in WIP Show (29/01/2020-02/02/2020).

**How could we collaborate with landowners,
so that we can safeguard the future of
the performing arts in Soho, keeping it an in-
clusive & not exclusive part of London?**

PRECEDENT PROJECTS

These precedents could help me inspire what the tour will be. It's not only just people and the site, but more about communication between the two and how they explore this experience.

Planisphere



A planisphere is a star chart analog computing instrument in the form of two adjustable disks that rotate on a common pivot. It can be adjusted to display the visible stars for any time and date. It is an instrument to assist in learning how to recognize stars and constellations.

People use it as a tool to know more about a starry sky and it provides a sense of fun while learning about the astronomical universe.

Virtual reality Used in Cornwall's mining heritage



Heritage Ability has been working closely with Soundview Media to create a 360° journey through the 18th-century tunnels and the mills, as well as amazing aerial views of the cliff-top site. Importantly, the experience is accompanied by a tour guide voice-over and optional subtitles to replicate the journey for those who cannot make it themselves.

Its harsh slopes, steps and tight underground tunnels cannot be physically altered to make it more accessible, so the VR tour will allow many more people to experience it while the site is preserved in its original form.

Designers rebrand defunct perfume labels for Be Open's The Garden of Wonders



Divided it up into three sections, the exhibition began with a visual and interactive tour named A Journey Through Scents, introducing visitors to the more general aspects of perfume, the pair worked together to provide the historical and theoretical context surrounding the subject.

This then led through to The Houses of Wonders: a series of eight pavilions each based on the rebranding of a defunct perfume label.

Note from tutorial

1 Meeting with SAVE SOHO (send an e-mail)

- Say you want help
- Get a meeting
- organize a workshop

2 How do we safeguard the things we love when we don't own it or have the power to control it?(find examples)

3 Site and form of this event (look at precedents)

4 Make model of various options which explore scale and site

What Where Who Why

I would like to raise up awareness of Soho club culture with SAVE SOHO by create an interactive structure for performances occupied in front of a series of corners outside last remaining clubs for passers by.

Mail to SAVE SOHO



HOW DO WE PROTECT THINGS WE LOVE

July 2019

who: Charlotte Watson(New Zealand-born artist)

For: Endangered black-throated finch

Issue: Protest against the Carmichael coalmine in Queensland.

To: Australian politicians

Action: More than 1,400 art works



Black Finch Project

mild

June 2019

who: Hugo Gyrl(Brooklyn-artist)

For: LGBTQ

Issue: Queerness has always been a rebellion and fighting for visibility.

To: Everyone

Action: Graffiti works



Queer Feminist G

Festival for Female



July 2016

who: TUFFEST

For:female-identified, non-binary, and trans artists

Issue: Giving even more women, non-binary, queer and trans people a place at the (turn)table.

To: Everyone

Action: A new, two-day festival in Seattle's Judkins Park(interactive visual art installations/musical performances/workshops with women in creative industries)

born queer graffiti

ays been tied to
visibility



graffiti

From October 2018

who: Extinction Rebellion

For: Earth

Issue: Climate change

To: UK Government

Action: Nonviolent civil disobedience (Peacefully block five major bridges across the Thames/super-glued ourselves to the gates of Buckingham Palace as we read a letter to the Queen/...)



Extinction Rebellion

Extreme

Artist's Work Represents Non-Violent Resistance



July 2017

who: Sulafa Hijazi (Syrian artist)

For: Speak up and break taboos

Issue: Speak out against the military-regime

To: Kids

Action: Animated films (globalization/identity/political education/environmental awareness)

Mobile Studio Architects installs giant flip-books in the forests of New Hampshire

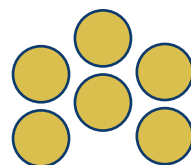


London-based Mobile Studio Architects has collaborated with students at a US summer camp to create a series of oversized flip-books that depict fictional forest tales.

Titled Universal Play Machine, the project utilises the traditional flip-book animation technique but on a much larger scale.

They tried to make the installation of a huge flipbook in the forest, so the atmosphere and environment could fit the story.

It can reflect forest view in daytime while show machine structure in the nighttime.



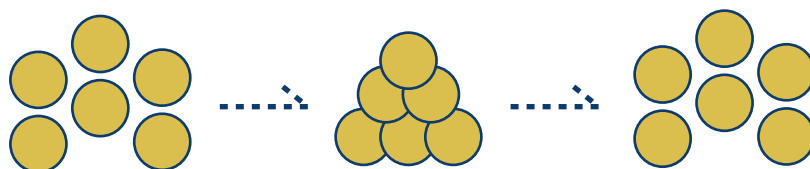
University of Brighton students create folding stalls for south London market



The orange installation is features a series of strings, pulleys and hooks that form interactive games and a canon that releases paper confetti. The stall was painted orange and two shades of yellow to stand out in the market.

The pink and blue stall is formed of two free-standing mini towers, which feature storage for the ingredients and tabletops to make the drinks. A copper tap wraps the structure and releases alcohol.

They all use hollow and folding structure, so that it can not only easily disassemble and assemble, but also has the function of storing things.



Mobile Studio Architects designs a pop-up modular folly for KCL Arts + Humanities Festival 2014.

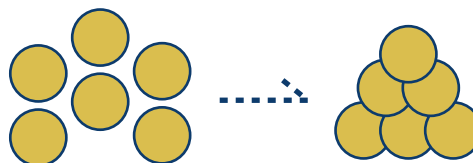


In response to the 'Underground' theme, Uppe Folly encourages visitors to simply stop and look up – something we often forget to do in a dense and busy city such as London.

Uppe Folly will provide an additional seating area to the existing coffee kiosk. Apart from being an anchor point for festival visitors, the folly will also attract members of the public from the main road into the Quad, which is in itself an underused thoroughfare connecting the Strand and River Thames.



This installation is also an easy assemble structure. What's more, the shape can make everyone curious about the structure then spend some time interact with it.



**Clubs at risk
gather at here.**

Marcque Club
90 Wardour Street

Gargoyle Club
69 Dean Street

Ronnie Scott
47 Firth Street

The Colony Room
41 Dean Street

The Coach and Horses
29 Greek Street

The French House
49 Dean Street

Admiral Duncan
54 Old Compton Street

Compton Cinema
60 Old Compton Street

Curzon Soho
99 Shaftesbury Ave

Malame Jojo's
8-10 Brewer Street

The Windmill Theatre
17-19 Great Windmill Street

WORKSHOP IDEA

Client

SAVE SOHO

Send them E-mail

Have a coffee and ask some questions

- Special events that have already been organized?
- How effective are these events?
- How do you think it is effective to protect these venues?
- What do you think is helpful if I want to organize an event in Soho in order to protect these venues?
- Can I have some help from you?(fund)

User

Passers by

Verbal

Quick workshop

- Personal feeling about Soho
- Why you want to come here
- Things impressed you the most in Soho
- Have you been to any clubs in Soho? Do you like it? Why?

Need more times

Questionnaire

Models

- Have you ever heard Madame Jojo's before?
- Have you been there?
- Draw or name the things impresses you most in this club.
- What do you think are the important aspects of a club?(Those you care the most)
- What is your purpose for coming here?
- What if there are no more clubs in Soho?

What Where Who Why

This project collaborates with SAVE SOHO to protect Soho's venues from disappearing in the future by creating a pop-up interactive installation in three different corners near endangered clubs.

Making the row model of installation first, and bring it to Soho, all passers by can add anything they want on the surface, not only about clubs but also feelings in Soho.

It will be more like an emotional record about passers by when they walk in Soho.

SAVE SOHO





54 Old Compton Street

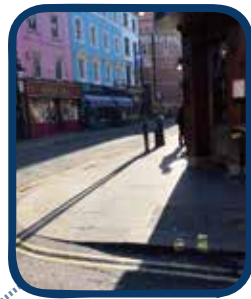


49 Dean Street





47 Firth Street



29 Greek Street



99 Shaftesbury Avenue



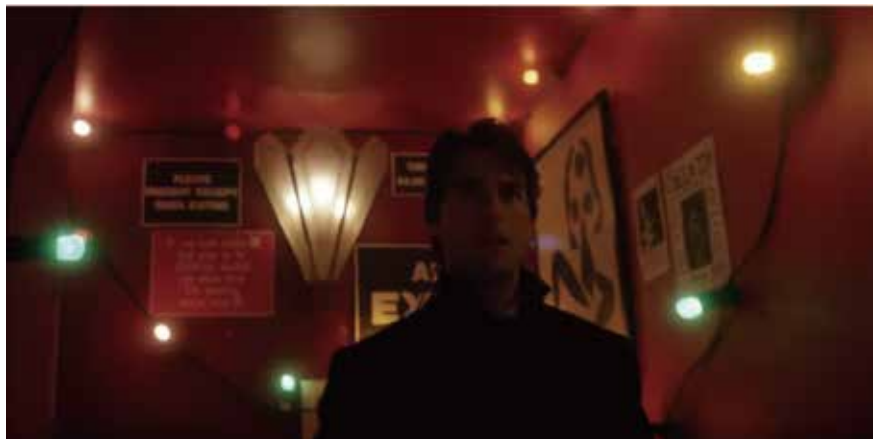
SCALE 1:1000
Route Photograph
 (Walk on foot around 15 mins)

MADAME JOJO'S

Eyes Wide Shut - Stanley Kubrick

The director filmed in Madame Jojos, such as the scenes in the Sonata Cafe.

The leading role walked down stair into this bar. We know this bar was at the basement, covered in red with an art deco light.

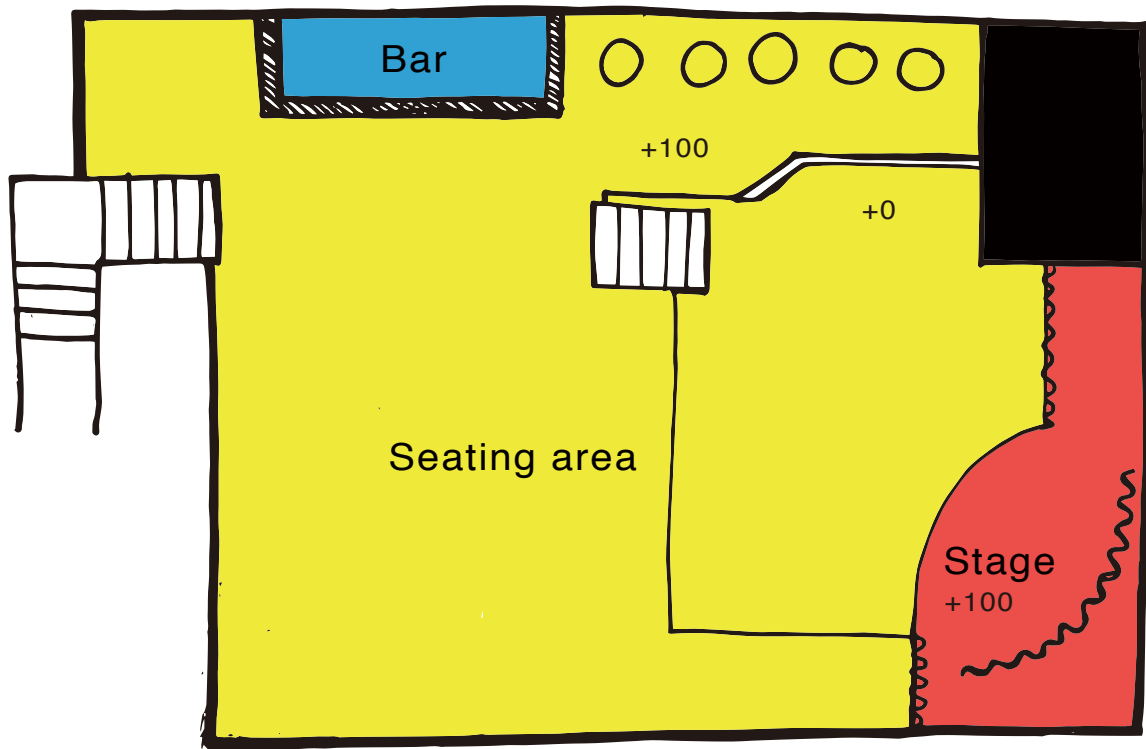


Inside the bar, we can view there are two layers of seating area and a performing stage, red and gold are the main color.



Viewing this scene, one can learn more about the decoration detail inside the bar, the shape, the mirror and the furniture.





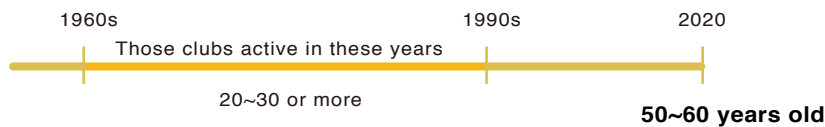
WORKSHOP

Why: Collecting memories of Soho clubs/venues and Madame Jojo's

I want to organise a workshop, which can help me to know more about interesting things, stories or memories about these venues, since I couldn't now visit it.

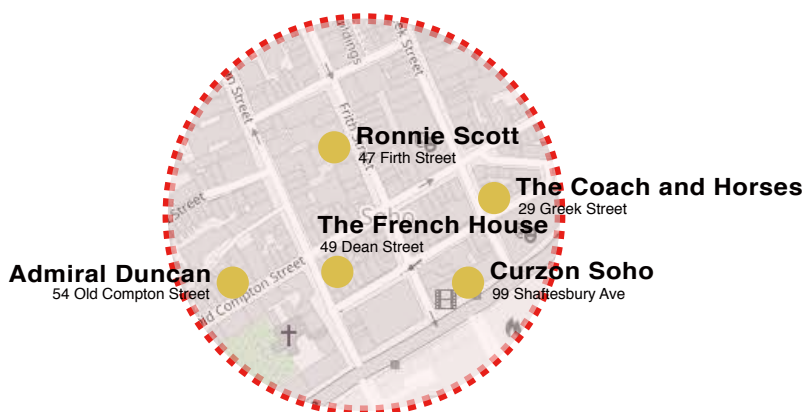
People always miss the good times of the past, dressed up well in the styles of their youth for the night, lingering from club to club. Different clubs have varying characteristics and evoke different feelings. Some are to do with music, while others with sex. Because of this, Soho has occupied an important position for many; the imagination of freedom.

Who: Middle-aged people



People who join the club life from their 20s, will now be 50 to 60 or possibly older.

Where: 5 clubs/venues at risk



These clubs or venues are located in Soho for decades. Maybe these middle-aged people will feel more comfortable going to these places.

Workshop process

Search target

Attract target groups attention with objects

Object: wheel / ash tray / napkin / cigarette
Furniture: small table / heater

Get closer when the target is curious about the object

Ask questions with instructions on objects

Take cigarette as example, maybe I could put the questions on the cigarette paper, and give them for a free smoke in order to push them answer the questions.

1-Are you satisfied with current Soho?
2-(Yes) Why? Is it better than before? (No) Why? Is it better before?
3-Have you ever been to Madame Jojo's?
4-What do you think is the most special thing in Madame Jojo's?(interior/people/performance/...)

Collect at least two people from each store
(Get more than 10 answers)



WORKSHOP PLAN

18 / 02 / 2020

Gargoyle Club (1925-1955)

Center of London bohemia
Private member's club



The Windmill Theatre (1931-1964)

Nude table dance
"We never closed."



The Colony Room (1948-2008)

Private member's club
Open attitude attracted many gay men



Raymond Revuebar (1958-2004)

Famous strip club
Leading entertainment figure



Marcquee Club (1958-2008)

Secret gigs
Cheap and small



Compton Cinema (1960-1984)

Adult films



Madame Jojo's (1960s-2014)

Barlesque and cabaret
Different kind of performances



The Roaring 20s (1962-1970s)

First black club in London



The Scene Club (1963-1966)

Mod youth subculture
Jazz club



Crackers Club (1974-1981)

All day clubbing
Music for acid tapes(first play)



The Coach and Horses (Early 20th century-2019)

Vegan menu
For local community



Curzon Soho (1985-Now)

Busiest and art house cinemas
Great meeting and socialising point



Admiral Duncan (1832-Now)

One of the oldest gay pub
LGBT community



The French House (1891-Now)

Bohemian character
Famous with artists and writers



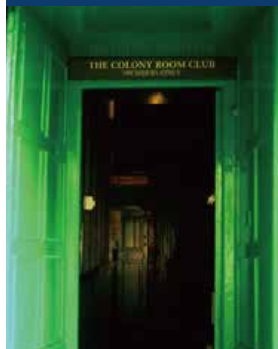
Ronnie Scott's (1959-Now)

One of the most famous jazz club
Incubator of Local musicians





The Colony Room
(1948-2008)



Private member's club

Open attitude attracted many gay men

Francis Bacon

Curzon Soho
(1985-now)



Busiest and art house cinemas

Meeting and socialising point

Crackers Club
(1974-1981)



All day clubbing

First play of great songs

Music and dance



I choose 15 flavors of drink which relate to the 15 venues also chosen.

Then a sticker was applied on the top of the can linking them to these venues. This was done to encourage those accepting the drink to share stories /talk about these venues.

Each sticker also pointed out the characteristics of the unique venue.

Later, I create a trolley to hold the drinks with a large “SAVE SOHO” poster at the front, and a similar one on the top of the trolley. In this way passersby should know what I am doing.

The poster also shows the 15 venues, and hopefully help me to narrow the target user for my workshop.



1

Ask and find target groups

Una: Hi, I'm Una, A Design student from the Royal College of Art. I am doing some research for my project. The project is about changes that are happening in Soho.

Did you know Soho is undergoing a process of gentrification, with many of its old music and dance clubs closing down, it...seems such a shame.

Passersby: Oh, really?

2

Choose the venue they have been

Una: Would you like a free drink? I've got 15 cans with different flavours. These 15 relate to the most famous clubs in Soho, some of which have now closed....while others are still open. I want to collect some memories on all of these clubs. Have you ever been to any one of them or heard of them?

Passersby: Oh..., sure! I've been to Madame Jojo's several times.



3

Give them the drink

Una: (Pick the Madame Jojo's can) Thank you! Here is my Madam Jojo can!

4

Collect memories

Una: And now could you please tell or jot down for me something about this club ? For example what impressed you most? Why do you think it should stay?

Do you mind if I record the conversation?

Passersby: Sure, I often went there with my friends.....



**SAVE
SOME**

After interviewing 14 people at Soho....

Neither of them have been to these venues.



The Windmill Theatre



Raymond Revuebar



Gargoyle Club

The Colony Room

Marcquee Club



Madame Jojo's



The Scene Club



Compton Cinema

The Roaring 20s

Crackers Club

Seven of them have been to these venues.



The Coach and Horses

Curzon Soho



Admiral Duncan

The French House



Ronnie Scott's

1

2

4

It was a bit difficult to find someone to share stories of the venues that were already closed.

As for the venues still open, I can easily catch anyone with a drink in front of those places, and simply share feelings about those venue.

Try to contact SAVE SOHO again

SAVE SOHO

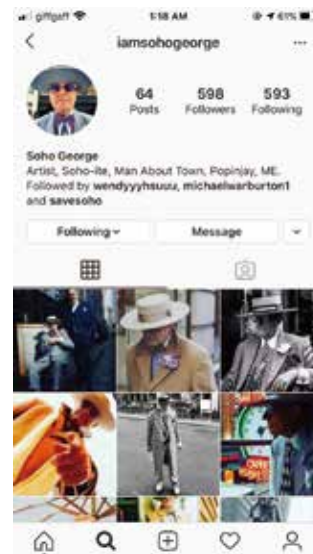
Facebook



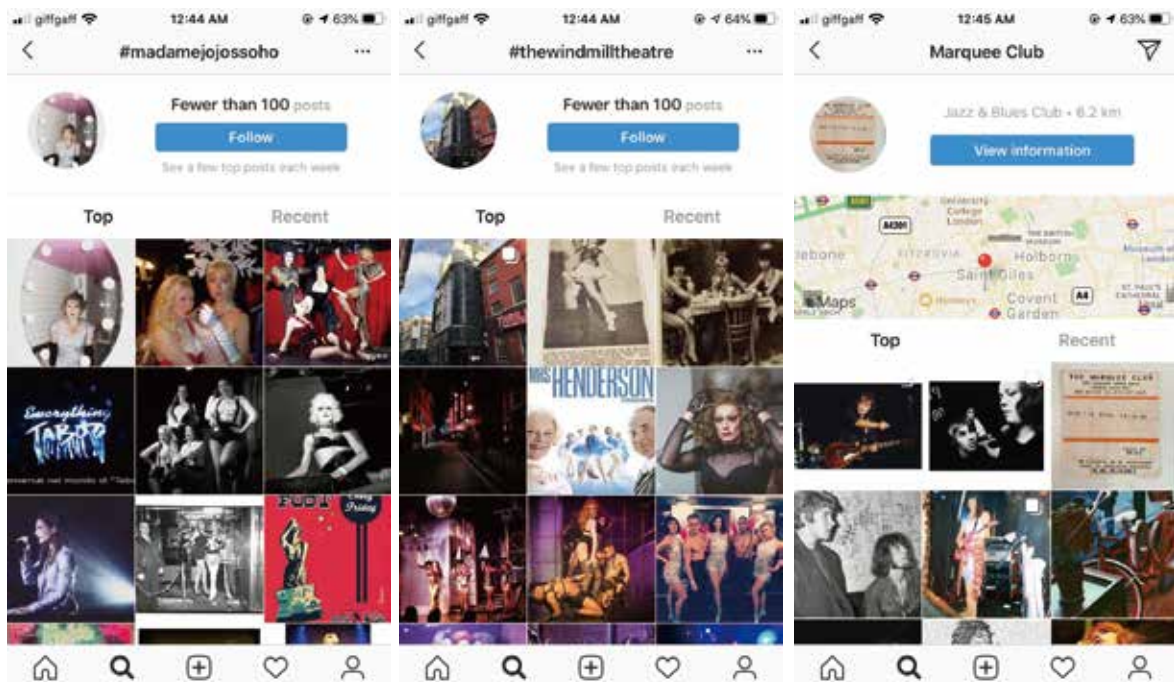
Instagram



Soho George



Search on internet





Later, I tried a different way to collect memories online, by using social networking media rather than Google the venue's name.

By using the social networking site to search for the venue's name, we can learn many different people's memories of the store, such as performances, ticket stubs, photos, or about the exquisite decoration.

In this way, we can better understand the atmosphere of the venue at the time, why so many people like it, and the important features of the venue.



Extinction Rebellion procession

Extinction Rebellion is a success example a large parade. Trying to make it like a carnival rather than serious rebellion.

They often have logo merchandises or similar tokens, with tons of flags along the parade. What's more, they will give passersby flyers, stickers or cards as a means of publicity.

Colorful flags with logo.



Homemade merchandise.

The drum team increased the pace of the parade.

User

Later, I did the workshop a second time. This time the location was changed to be directly inside the store instead of randomly stopping passers-by.

I chose The French House and as a result spoke with five men and women aged between 40-60.

50-60 year old man, The French House



50-60 year old man, The Colony Room

60 year old man, Marcquee Club



50 year old man, Ronnie Scott's

40-50 year old woman, Curzon Soho

Client

“Soho has been squeezed, squeezed bit by bit.”

“Soho is changing gradually, into a monotone area.”



George Skeggs
(Soho George)

75 years old

Artist & Model
Member of SAVE SOHO



Note from 0227 Review

- 1 Who is moving into Soho? Who are taking the space away?
- 2 Do these people moving in want to wipe out the vibrancy?
- 3 Does Soho George want you to collect memories or protect the venues?
- 4 Will your mobile archive protect these clubs or is there a better way?
- 5 Perhaps think about your project as a New Club of Soho, which act as a piece of living history. Situate it inside one of the new offices, which helps maximise their value. In the day it is an office, but at night-time it become an entertainment club. The club would be run by SAVE SOHO and could help them form a new relationship with the newbies coming into Soho. This new club also acts as an archive, collecting memories from the past but also create new live contemporary ones.
- 6 Use your workshops to help capture the spirit of the past, which can help drive the design of your new club. These workshops are also the start of collecting memories. How do you collect these? Perhaps you ask people to draw, talk etc.
- 7 Create this workshop in collaboration with Soho George.
- 8 Consider Wework as your site. (Between Dean and Wardour Street)
- 9 One of your key precedent is RIBA mobile museum.

Note from tutorial

- 1 Devide the diary into three process(Record/Reflection/Action), and put on title and date.
 - 2 Put sketch model photograph into diary.
 - 3 Add mobile museum precedent into diary.
 - 4 How do I learn from the precedent/evidence?
- Next step...
- 5 Think about funding strategy.
 - 6 Find a site quickly and finish the drawings. (Facade/Elevation/ Floor plan)

New Site - **wework** Since 2010

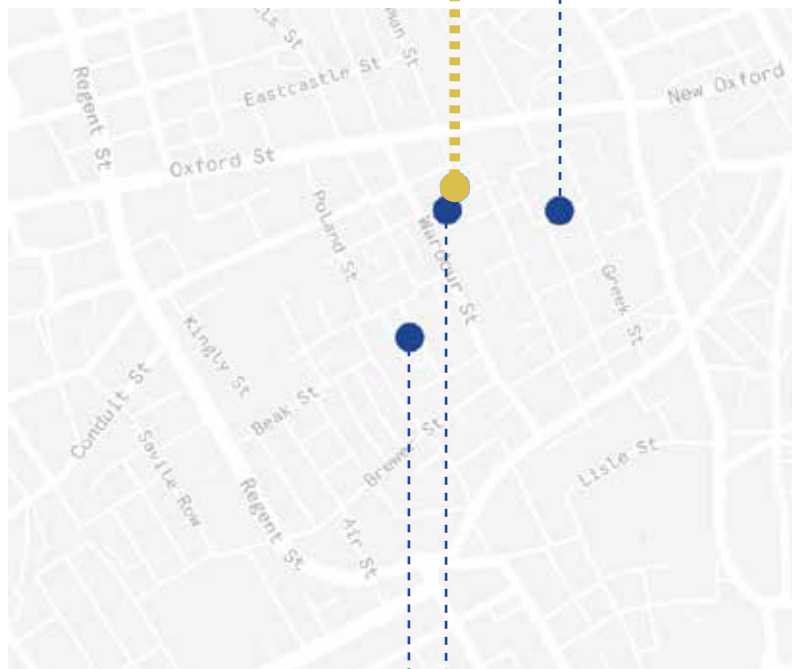
The impact of gentrification has been replaced by the arrival of more commercial enterprises into a high-end commercial district. Wework is such an example. It is a commercial enterprise offering a new type of working space that makes the mode of work more flexible, which suggests the trend in the future.

The use time in commercial offices is often more fixed than those in the entertainment industry such as restaurants. If I use the club multiplex office, not only can it be used to allocate space for different usage, but it can also save the cost of rent for all parties.

16 Great Chapel Street



21 Soho Square

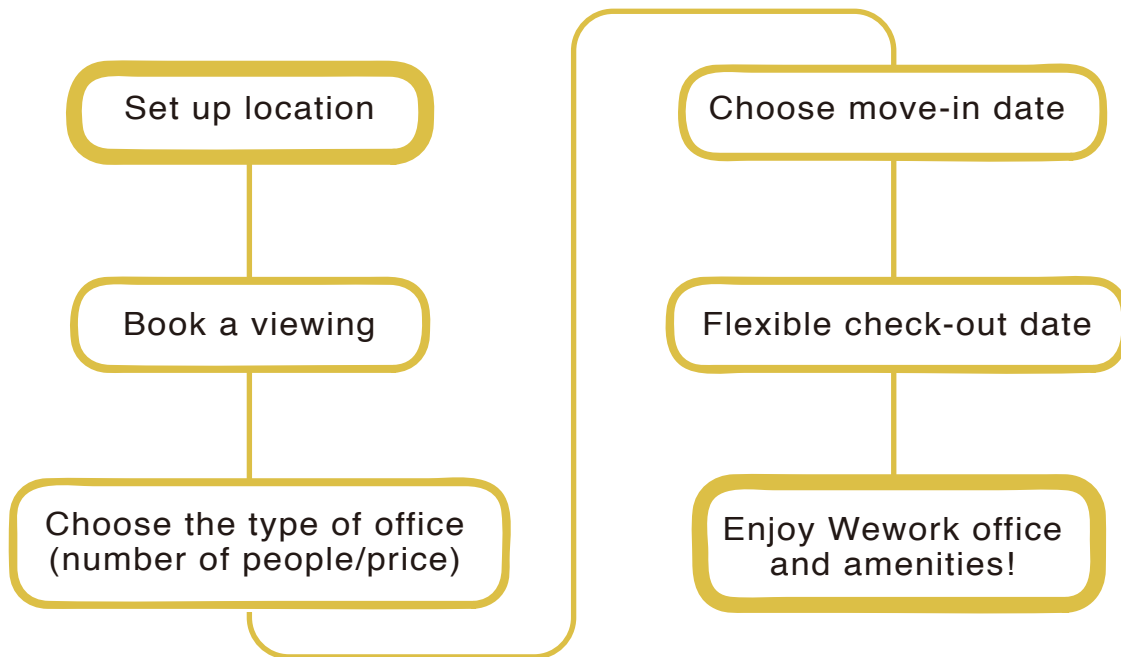


Medius House



8-14 Meard Street

“We wanted to build a community. A place you join as an individual, 'me', but where you become part of a greater 'we'. A place where we're redefining success measured by personal fulfillment, not just the bottom line. Community is our catalyst.”



Street photograph around 16 Great Chapel Street





Wework at 16 Great Chapel Street

The entire Soho co-working space, from the basement to the fifth floor, is dog-friendly and has a warm, relaxing vibe. And there are lots of amenities, from a screening room for six people to a game room to a rooftop terrace with comfy furnishings.

Thus, because of the location and surrounding area, I choose this Wework as my site, and proceeded with a more detailed analysis of this branch.

Opening time	Capacity (quantity of desks)	Type of office	Facilities
<p>Staff Mon-Fri 9:00-18:00</p> <p>Office 24 hours / 7 days</p>	<p>500 people (500 desks)</p>	<p>Dedicated Desks (Just a desk)</p> <p>Private offices (1-10+ people)</p>	<p>Showers</p> <p>Screening room</p> <p>Phone booths</p> <p>Meeting Rooms</p>



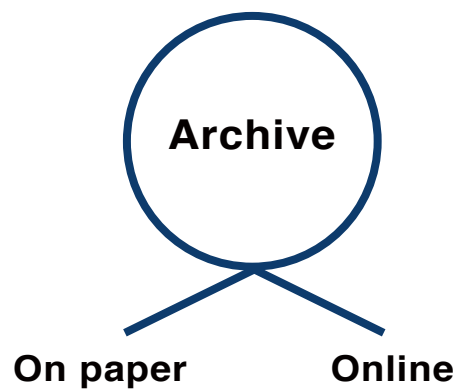
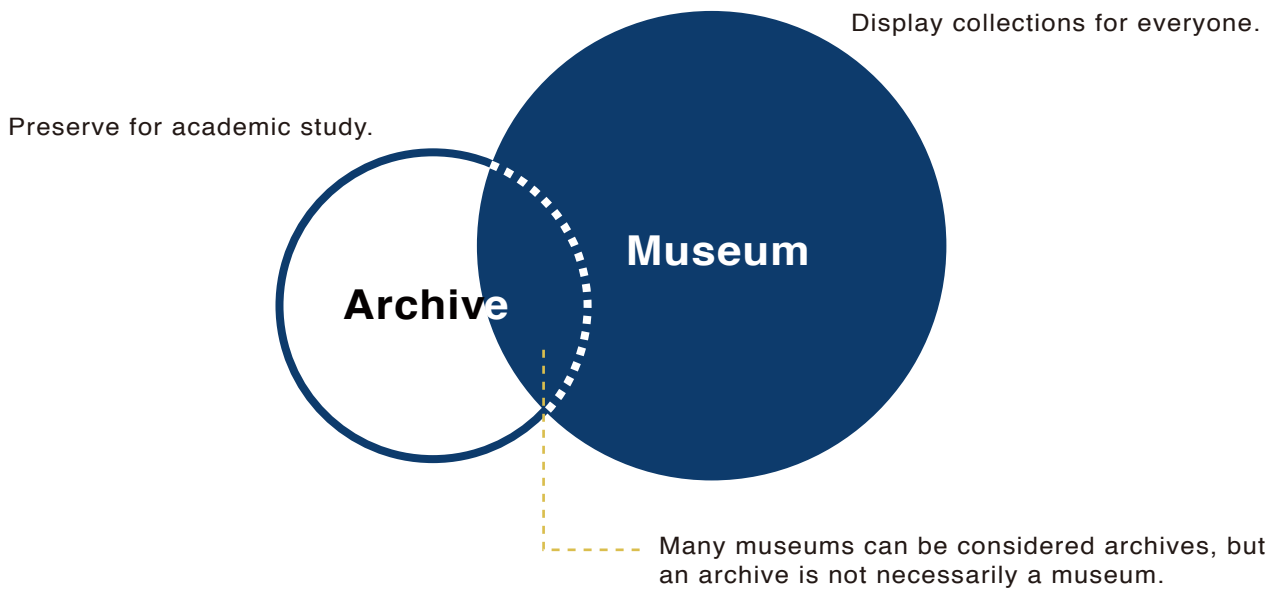
Reception and public area are flexible for people to have meal or a coffee break, everyone inside wework can use it for free.



Private offices are divided into different sizes from one to more than ten people to use.

What's the different between museum and archives?

Archives are usually maintained solely for academic study, while to be considered a museum the institution can have a collection that is available for academic study but it must also have displays and be open to the public. Sometimes a museum and an archive might be parts of the same institution.



Precedent: False Memory Archive



Based upon fascinating scientific research that demonstrates how susceptible we are to false memories, A.R. Hopwood's False Memory Archive features artworks and a unique collection of vivid personal accounts of things that never really happened. The project evocatively reflects on the way we creatively reconstruct our sense of the past, while providing insight

Hopwood frequently collaborates with psychologists and neuroscientists to revisit key experiments, reflecting on the history and consequences of this provocative field of memory research. into the often humorous, obscure and uncomfortable things people have misremembered.



Erased UFOs: A collection of found UFO images with all evidence of the UFOs removed, presented in 242 frames.

COLLECT MEMORIES

Sound is a feature that most relates to a club, and people will choose different clubs depending on the style of music. Music also has the ability to affect the atmosphere. The genre symbolizes the soul of a club, infects everyone in the club by means of sound or songs, creating a common memory of those who have participated in the club.



+



Sound memories

Vinyl records will evoke feelings in people, perhaps stimulating the imagination connected to the music, as well as associations to different eras.

I want to collect music or sounds about those clubs, that happened or were played at those clubs and which were unique to them. This also associates to vinyl record, and possessing them would be a way of archiving these clubs. This could be done by designing and applying a special label to introduce everyone, and take records as the epitome of that club.

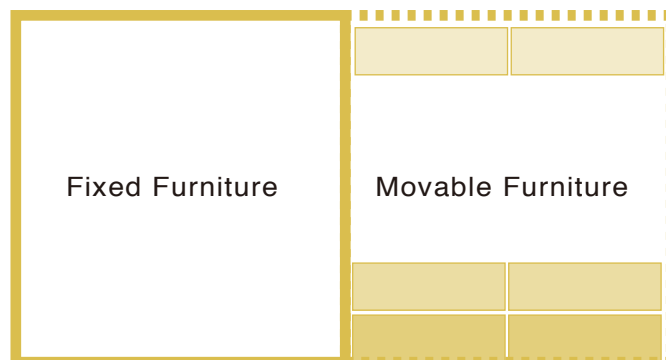
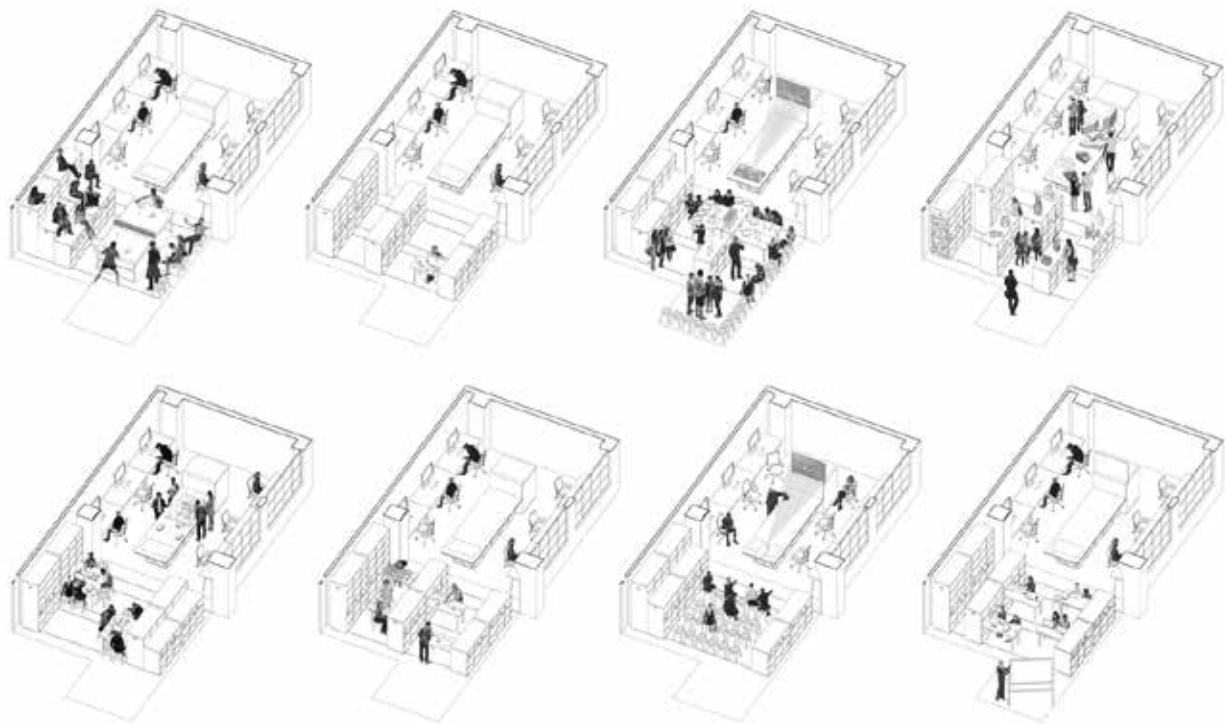
Recall memories



These vinyl records reflecting a club will be partially preserved and partially displayed in the multiplex club. Thus, when customers walk into this contemporary club and look at these "archives", they not only read the stories on labels, but also can listen and participate in the evocation of feeling of that venue.

Particular Architects build themselves a reconfigurable studio

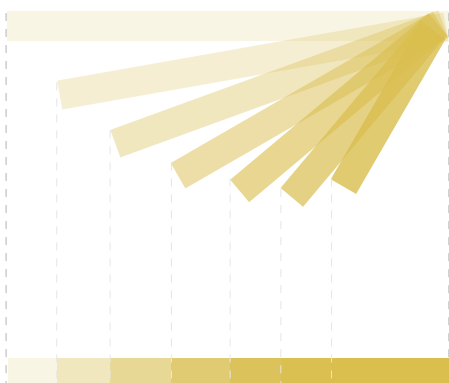
Due to the small footprint of the space, Particular Architects had to look at an infrastructure that allowed them to work, meet as a team, break-out, meet with their clients, retreat to a library, store samples and have large presentations and flexibility for their staff members and work experience students doing their internships with them.



A Space-Saving, Flexible Retail Design in Japan

In Tokyo, the Japanese interdisciplinary design firm Nosigner has created a space-saving retail concept for the children's shop Aeru. "The space was made to be like a living room where people could relax, rather than feel like they're in a store," says Nosigner's Mayumi Tokumoto.

When Aeru hosts workshops and events, the shelf rotates flat into the wall to accommodate seating.



The shelf can be used in a variety of combinations, either partially or fully extended depending on the store's needs.



De School
Amsterdam

Smartbar
Chicago

Amnesia
Ibiza

Printworks
London

Berghain
Berlin

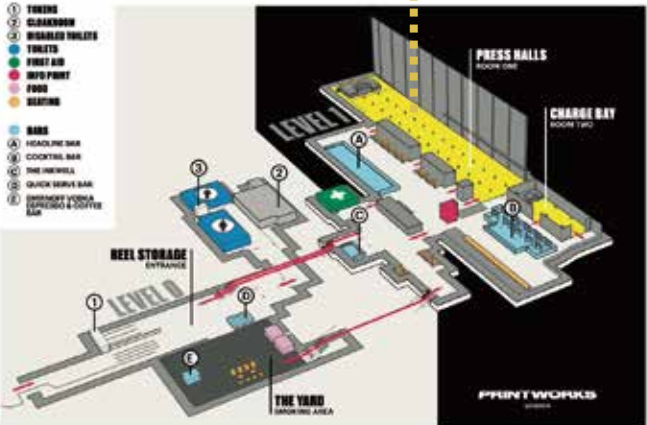
Surrey Quays Rd, Rotherhithe, London

Capacity: 5000 people



Once home to the largest printing factory in Western Europe, the original aesthetics, giant machines and printing presses have been preserved to create a stunning, industrial environment for a dynamic array of events.

A converted printing factory dominated by balconies, exposed steel work, and a maze of dark nooks and crannies, Printworks captures the spirit of the late '80s UK warehouse rave scene.



Health

Info

Smoke

5 bar for drinking (3 small/2 large)

2 room for dancing (1 small/1 large)

WORKSHOP PROCESS

How to collect these memories about Soho venues' culture?

Assistants

Who work for Save Soho will stay at Wework to help donators complete the workshop process, organize and archive each memory.

wework



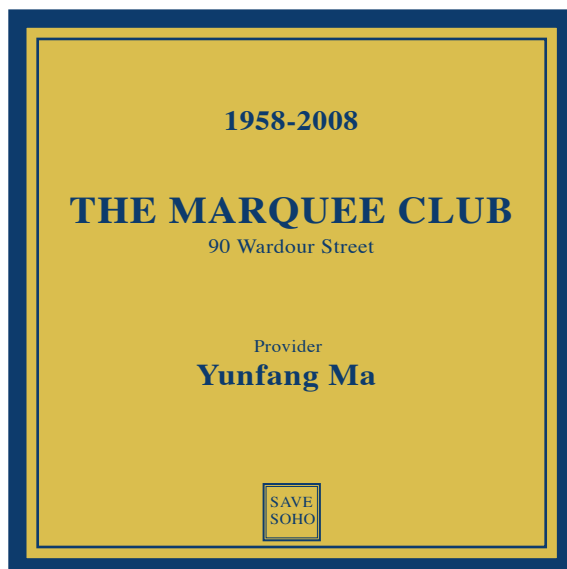
Donators

Those who have memories about Soho venues can bring their objects to Wework and share their memory with everyone during the workshop.

(vinyl record/ticket/photo/fashion accessories/furnitures/glass/instrument)



Archive object and caption

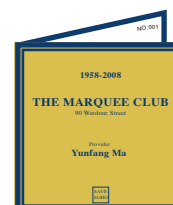


Object: Ticket NO.001
Venue: .The Marcquee Club
Date of object: .15/03/1992
Record date: .22/03/2020
Memories:

Although the memories of that day are a blur, I still can remember the day they sang on the stage, and the famous song "(You Gotta) Fight for Your Right (To Party!)"

Even though Marcquee was quite small, it is still one of the most special venues for me.

After the workshop, the assistant will create a caption and archive for each memory, and use it as a display in the future.



At Wework...

Greeting



The Wework staff at reception area will help to guide the donators to a workshop booth. The assistant will simply ask the donator some simple personal questions to know more about them and the connection with Soho.

Workshop

Duration: 1 hour
Participants: 3-5 people

1

Introduction

After the donators all arrive at the booth, the assistant will first introduce them to the current issues in the Soho area and then the process and purpose of the workshop.

2

Share

Donors introduce their collections and share their most precious memories of the Soho club culture for sharing and communication.

3

Recall

Then, invite them to draw or write about the atmosphere or scene when the object was obtained, such as something that may have happened inside the club, eg a memorable fun event.

4

Record

Finally, the assistant will help organize the donator's memories, and produce a caption with each object, so that viewers can get a comprehensive sense of the memories.

Archive



At the end of each workshop, the assistant will archive all the objects and captions together then place them in the archives room, and regularly select different memories for display.

PRECEDENTS ABOUT ARCHIVE DISPLAY



1 Chongqing Zhongshuge Bookstore
by X+Living

2 Musashino Art University Museum &
Library by Sou Fujimoto Architects

3 Spar supermarket by LAB5 architects

4 Camper store by Kengo Kuma

Here are four different kinds of spaces for different purposes. Each trying to display objects as much as they can, while using as much of the wall to create display areas.