

**MA INTERIOR DESIGN
UNIVERSITY OF CENTRAL LANCASHIRE**

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PERSONAL RESEARCH STUDIES

As an independent learner, I have engaged in some personal design study visits over the semester. I had the opportunity to look more closely at some design case studies that related to my chosen design topic. After physically visiting these I networked with those involved to help steer my direction.

Lloyds Bank

The whole idea for my project started from a visit to Lloyds Bank in Manchester. Here the bank has cleverly considered how to engage customers and better utilize the large (and often empty) banking hall. By opening the space up to coworkers in a shared collaborative venture for free means there are always customers on the doorstep!!

I was keen to find out what this meant to startup companies and freelance workers and formulated a single important question which I posed to the coordinator of the business hub:

Q: How does the business hub operate?

A: The branch provides the customers a relaxed environment to do their banking and run their businesses. The concept of creating a community hub where people can come for an informal meeting to discuss business plan, and a place where people can network.



PERSONAL RESEARCH STUDIES

Lloyds Bank

Q: What does the business hub provide?

A: Open seven days a week and extended hours on weekdays, the Market Street branch offers a 'digital zone' to help customers with internet banking, free Wi-Fi and phone charging. There is also a safe deposit facility which uses the latest biometric fingerprint technology for customers to store their valuable possessions.

Q: Why did you choose Manchester?

A: Manchester was chosen because it has a vibrant economy, a strong retail centre and a thriving business and entrepreneurial community.

Furthermore, I had the chance to chat with the people who are working there.

Q: Is it awkward staying in a space with the bank customers?

A: The customer's service area has been separated from the coworking area, so there is no direct interaction.



Fig.3

PERSONAL RESEARCH STUDIES

WEWORK Coworking place:

My next task was to find a coworking place and to look more closely to the criteria of how do this kind of places operate. I decided to go to Soho in London, as it has been one of most entertainment and fashionable districts.

WEWORK, is a coworking place which fulfills the changing needs of customers, it is not only about the physical place, but about the established coworking community.

The historical building retains much of its original with a contemporary aesthetic design style, you can choose whether you need a desk, office suite, meeting room, or to stay in the shared room with the large bay windows and exposed brick. However, a team of artists would help the clients with making their own customized design for the offices.



Fig .4

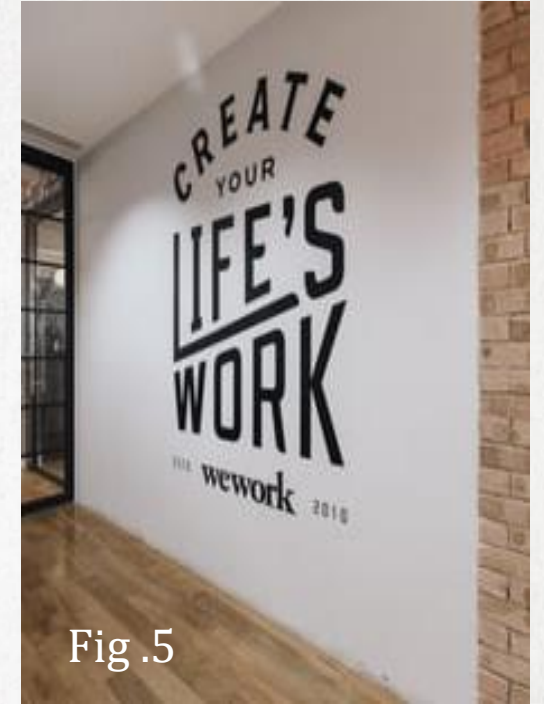


Fig .5

PERSONAL RESEARCH STUDIES

WEWORK Coworking place:

I had the chance to get a tour around the place and ask some questions to the coordinator of Wework place:

Q: What is new and unique in this building facilities?

A: The heart-and-soul of our locations, these lounges are living-room-style spaces designed for creativity, comfort, and productivity. In addition of that, our place has such unique facilities, we provide shower rooms, bike storage, phone cabinets, recording studios, innovation labs, brainstorming rooms and event Space.

Q: Do you promote for your freelancer customers?

A: yes, we do promote for our customers. The first you rent a place in our place, you could join an application and share your own ads with other customers. Also, we organize professional and social events around the year, from workshops to thought-leader panels and cheese tastings, which helps you with networking and promote for your work.



PERSONAL RESEARCH STUDIES

Interior Design Internship

February 2018, I started my internship with UrbanNU interior design company.

As I am living currently in UK, I need to have real-world experience and to add it to my resume, furthermore, from internship I discovered the skills that I need to improve such as my 3D drawings on Sketchup software, so I had the chance to ask for help from my colleagues.

Internship also gives you the chance to explore the specialty areas of interior design you are interested in, and I hope by the end of the internship, I will be a lot more certain of my decision.

However, I took the chance to ask my coworkers some questions related to my project, As they are working in a traditional style office.

Q: Do you prefer to work from office or home?

A: I prefer to work from out of home to get the chance to meet new people, but to work in flexible comfort space to match my needs.

Q: Do you have any intend to have your own business?

A: As the trend now is going toward the freelancing jobs, so yeah, I hope someday to get some good connections and to manage my own work.

Q: What do you think about coworking places?

A: Coworking spaces are considered more fun and diverse. Normal offices restrict employees within four walls, giving them no access to meet people of diverse fields.

PRACTITIONER LECTURE SERIES

In semester 2 the Research module has a focus on Practice To support this emphasis a series of lectures have been arranged and presented by industry practitioners across a range of disciplines.

This multi-disciplinary approach provided us with an opportunity to expand our knowledge and to explore different ways of thinking, problem solving and innovative ideas. The guests spoke about their work experience, design methods, research and valued practice advice which we can take as inspiration to inform our own design development. Listening to the philosophy and theories that underpinned the speaker`s design work shaped my way of thinking and creativity and I was able to make connections with the world of real practice life.

PRACTITIONER LECTURE SERIES

Claire Norcross- Lighting designer

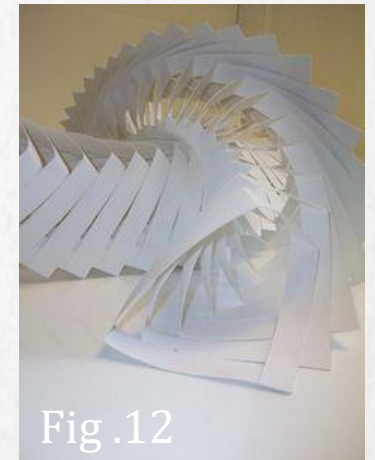
The first speaker is Claire Norcross, she is an award-winning lighting designer, best known for her retail commercial lighting designs with high street names such as Habitat and Made.com. Over the past 15 years Claire has designed a varied range of lighting products, taking inspiration from natural organic forms such as flowers, trees, and sea creatures. In addition she explores enlarged natural structural forms to inspire her use of pattern and shape and includes the choice of materials in this diverse exploration.

Claire shared with us the stages that her products go through and the design development, from a raw initial idea to a final product ready for market.



As I am using an organic shape for my project, Claire has inspired me to explore nature. In doing this I was taken by the use of eyes which set into sockets seem to create natural habitats for my creative coworkers set high up in the city. From here they can both metaphorically and literally look down and survey life around them.

Furthermore, like Claire I believe modelling is an essential part of the product design process, both informing the designer of the possibilities and to also promote the design to clients. Claire has influenced me with her skills and use of different materials, in particular paper. Paper is a cheap and easily shaped medium to use at a conceptual stage. I am keen to use these modelling techniques to demonstrate my own early developments of what is becoming a bridge between two buildings and now connected and elevated spaces in the city.



PRACTITIONER LECTURE SERIES

Sue Emms- Architect

Sue Emms is an architect who works at Building Design Partnership (BDP), which is one of the largest multi-disciplinary practices in the world. Sue is responsible for leading on Educational building development, and a Visiting Practice Professor at the University of Sheffield. In the year 2015, Sue won the Architect of the year category for the “Women in Construction” Awards.

In the presentation, Sue shared many images to illustrate the development of her projects and included diagrammatic discussions about the design process and design criteria that she utilizes to drive her ideas. Sue stated that she was going to repeat the word “collaborative” many times, and this caught my attention as I am working on a project with the main central theme of the development of a space or environment that nurtures and inspires collaboration. In design nothing can be achieved without collaboration, not only between designers but also with design clients. However, not all the clients have the ability to understand the architectural plans, and Sue pointed out that the use of models, sketches and 3D Visuals is essential to reach out to clients. Sue also reinforced that often the best way to use images with clients is to show them sketch drawings so they feel they are being consulted in the design process and not being presented with final designs. I was really impressed with her drawing style and use of illustrations to justify her design thinking and present her conceptual ideas.



PRACTITIONER LECTURE SERIES

Sue Emms- Architect

BDP's design philosophy has led to the building of an unrivalled body of work. Their education development represent both quality and quantity and their schools have achieved outstanding levels of user satisfaction and awards, backed up by the Post Occupancy Evaluations they undertake.

The development of the new Enterprise South Liverpool Academy meant creating new methods method of teaching led by the headmaster who wanted to tackle education shortfalls in one of Liverpool's most deprived areas. The roles of TEACHER and STUDENTS change in this model, and the expression TEACHING "disappears". Likewise, in my project I want to explore the impact I can generate through dispensing with the use of traditional offices and instead an emphasis on a modern open design which could lead to collaboration amongst coworker users and the public.

I personally enjoyed Sue's lecture that really helped me to organize my thoughts and ways to present them in my project using critical and creative thinking illustrations.



PRACTITIONER LECTURE SERIES

Claire Williams

Founder, Owner, Designer of AIRE Studio.

Claire`s passion is about creativity within business and education. Her interest in the collaborative link between digital technology and the creative arts led her to develop new skills and adaptation of drawing and printing on unorthodox materials. To this end she now uses the latest laser cutting technology and digitally printing techniques.

Claire shared with us images for her design works at AIRE and demonstrated how she merges the traditional drawings with the contemporary digital art to create unique and often bespoke print designs. These are aimed at the high-end wall-covering market.

The floral patterns that are her signature are printed onto metallic and foil sheets in the creation of Claire`s unique wall papers and more recently lamp shade coverings as part of her interior range. Claire ended the lecture with some important thoughts, two of which have stayed with me:

“Ask for help and don’t be afraid to fail. Because nobody really knows what they are doing. We are all just winging it.”

“Be nice to absolutely everyone you know (even when they have been so, so wrong). Kindness matters and it opens doors.”



Fig .16



Fig .17

PRACTITIONER LECTURE SERIES

Alison Tordoff

Designer and Company Director

Award-winning 'Best Hotel Interior' in the world

Alison is an interior architect who started her journey since she was 16 by having won a national schools design award, creativity has always been the main thrust in her life.

She started Fidget whilst living in London by designing and making unusual contemporary furniture.

The presentation was mainly about Alison`s design project in the real industrial life.

Alison showed us images of her projects and some of the mood boards she used to present to the clients, which I prefer to create an impression of an idea or a range of ideas and could be an effective way of conveying those ideas to clients, who may find mood boards easier to digest than drawings or specifications.



Fig .18



Fig .19

In addition, Alison referred to the key success of any project, be it domestic or commercial, is down to providing the correct design brief; making this effective through the concept and design development stage; ensuring attention to detail and offering a professional service.

Furthermore, Alison shared with us her experience in advertising and marketing for herself. She believes that a designer needs a good PR(public relations) person to promote his work. Public relations hold a powerful position in the communications suite, and it could be less expensive than other forms of paid communication.

PRACTITIONER LECTURE SERIES

Michael Eden

Ceramics

As I am interested in ceramic art, I enjoyed Michael`s inspiring presentation and gave me a motivation to take a step toward learning more about clay craft.

Michael Eden is a maker whose work sits at the intersection of craft, design and art, exploring contemporary themes through the redesign of historical, culturally familiar objects utilising digital manufacturing and materials.

Michael`s interest in digital technology and how it could be developed and combined with the hand craft skills produced a unique ceramic collection. In my project, I hope I could combine the power of technology and modeling to describe my ideas.



Fig .20



Fig .21

RESEARCH REFLECTION

I started to think about co working area since I was back in Jordan where I lived in Amman and there was a lot of dead or underused spaces which can be used in different way that could maximize its use and efficiency.

Jordan is a developing country, where migratory workforces are encouraged to operate from small offices or even home so by having a place to work and meet coworkers and to communicate with other colleague would be benefit. As I came to Manchester, I also noticed a lot of underused areas which can be redeveloped and renovated and changed to coworking places. I was fascinated in Lloyd bank and how they tried to integrate this idea in their business and how they renovated there Manchester branch to a coworking place.

I had preliminary ideas about my Coworking space, which were concentrated on a design that was simple, practical and sociable. One of my major concern was how to design space that was easy to implement. In the same time to be financial feasible to be done. The research that I have done helped to consolidate my idea.

While attending the lectures and seminar during my semester it allow to have a lot of new knowledges and expanded my thinking. These seminars introduced me to different idea and concept that helped during developing my project. As attending these lectures, they answered some of my questions but raised other one which lead me to do more research and spend a more of time in library looking for answer. During the semester I had a lot help from my colleague as well as from my tutor Mr. Steve Bennett who was providing all the time with advices and support.

RESEARCH REFLECTION

During my research, I was able to have the opportunity to be exposed to different events exhibitions. Especially while we were in our trip to London where we visited different place and saw different architectural concept also during my research I had to investigate it different places to try to see how they implement their idea like Lloyd banks and We Work offices and other places and try to find the cons and pros in their design and how to improve it the design.

Lastly, Attending this course allowed me to develop my designing sense as it made try to push myself to get the best of me and showed me that being a designer is more than just an Idea but also you need to have a feeling to the place your designing and try to be connected with design and the place as a result it showed me that I can draw the world in my own way, and it showed who I am and what I want to be. In this semester, I was able to comprehend interior design and develop my designing to a new level.

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