

MANCHESTER SCHOOL OF ARCHITECTURE



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MSA LIVE 22

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Partners

This project collaborates with Geeks for Social Change to explore the possibility of a Nuke-Free Manchester. We've started collating information on the arms trade in Manchester, from details of University of Manchester arms investments to Manchester vendors at the DSEI arms fair in London. There's a range of partnerships and initiatives set up in Mcr to support this expansion in both defense and adjacent industries like cybersecurity. This pivot is currently expanding through the fabric of the city, with groups like BAE placed center stage in regional marketing. What is the flow of people, arms, industrial strategy, materials, research, money, power, corruption, and real estate that makes this possible? Where are the companies creating these harms based, and how do we expose them? And how has this changed from the Nuclear Free Manchester of 40 years ago to the Yes Please More Nuclear of today? We'd like to use this project time to develop a greater understanding of the extent of the arms trade, perhaps culminating in an exhibition, visualization, database, walking tour, or campaign.

Agenda

NUKE-FREE MANCHESTER

Nuke Free Manchester approached this project by finding ways of exposing the plethora of companies that are involved in the arms trade and that are operating in Manchester. Although quite a sensitive subject, we felt the best way to tackle this issue was by creating a narrative, and creating visuals that will create interest to viewers.

The client for this project, Geeks For Social Change, has provided us with a list of companies and manufacturers in our city that are part of the arms trade, with some of these companies providing arms and weapons for wars that are happening around the world right now. One element we wanted to convey was the importance of how the acts that are secretly happening in our city, are fuelling wars in other places around the world.

We began the project by going through the list and data that Geeks For Social Change had provided us. We looked at different ways to concise the list, in terms of: splitting the companies by area that they are based, or by what they actually do. We printed maps of Manchester and mapped out where these companies reside. Obviously with the theme of this project being fairly suspicious and involving a lot of subterfuge, it was difficult to obtain concrete evidence for some of the companies - however the research conveyed that there is a clear arms trade operating in Manchester - and we felt this is information that the public deserves to know.

We continued the project by dividing ourselves into two groups, to explore two different ways of tackling this project. The first group decided to create a narrative which told the story of the arms trade but from a buyers approach. We explored different graphic styles - especially architectural graphic styles such as Archigram, Assemble, Studio Mutt and more. We explored as a group the different ways we could create these visuals, including: hand sketching/drawing, using 3D modelling software such as Sketch-Up/Rhino to get cityscapes and extra layers, we then used softwares such as Photoshop, Illustrator and Procreate to render and make them more visually striking.

Process



GETTING TO KNOW EACH OTHER

ICE BREAKERS

We kicked off by playing ice breakers to get to know each other.



MEETING THE CLIENT

Then we met with Geeks For Social Change for an introduction to the project.



RESEARCH AND DISCUSSION

EXPLORING THE RESEARCH

Investigating the extensive research Geeks For Social Change provided us which entailed companies that are involved in the arms trade in Manchester.



DISCUSSION

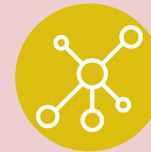
We compiled the data, What was useful and not and concised it and brainstormed ideas.



MAPPING, VISUALISATION AND UNDERSTANDING SOFTWARES

MAPPING

We compiled the data spatially, based on where the companies reside in Manchester.



UNDERSTANDING SOFTWARES

We explored what softwares we can use to create visualisations, 3D modelling softwares for i.e. cityscapes and softwares such as photoshop for graphics.



CREATING A NARRATIVE AND INITIAL IDEAS

CREATING A NARRATIVE

We brainstormed ideas for creating a narrative, although a sensitive issue, we explored a variety of provocative storytelling ideas.



INITIAL ITERATIONS

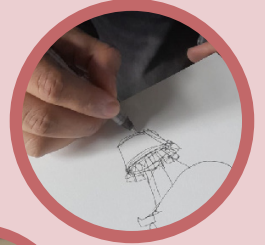
We began drafting initial iterations to show the client - so we could receive some feedback.



CREATING A CAMPAIGN BRAND

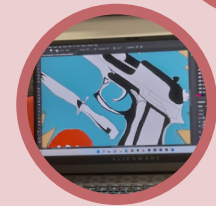
FINAL VISUALS

We tied our final visuals together we complimenting colour schemes and graphic elements that can be seen through the posters.

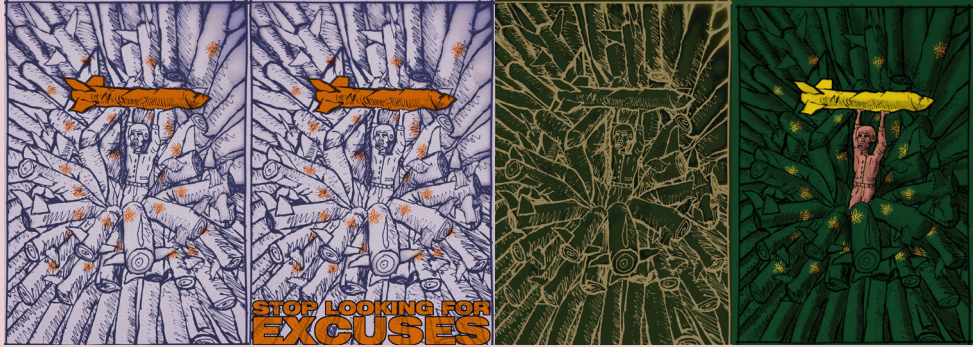


CAMPAIGN

All the visuals were completed with our decided campaign slogan and tagline - ready for our clients to use.



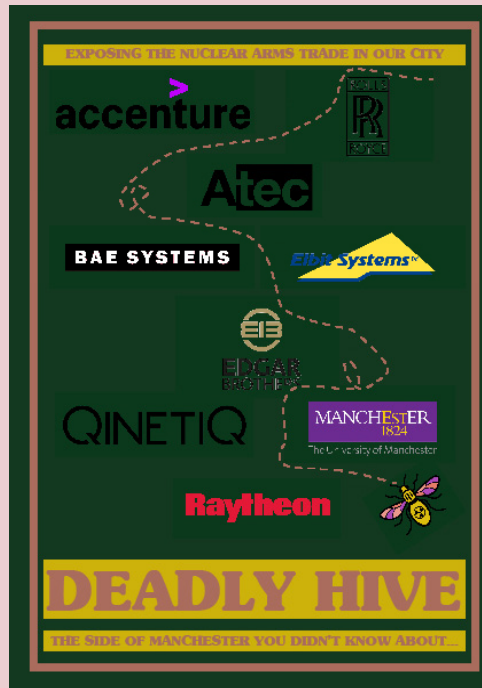
ITERATING WITH COLOUR SCHEMES



To ensure that we were producing the exact output that the client wanted and needed, we went through several stages of iterations, exploring colour schemes and typography, aiming to produce the most visually striking posters that also worked together cohesively as a campaign.

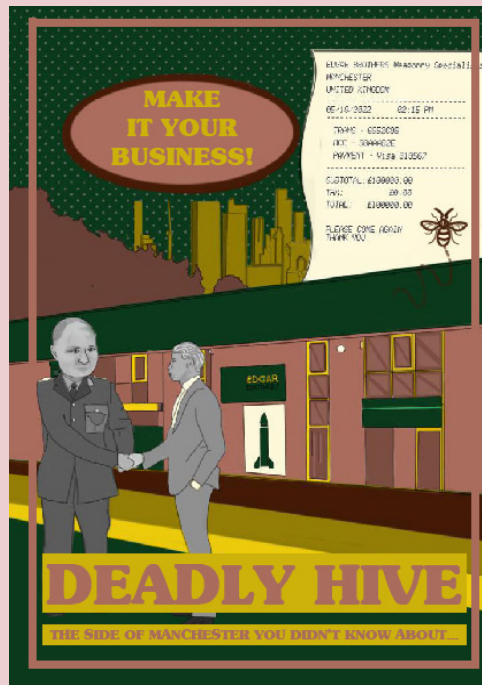


Identifying various corporations and institutes in Greater Manchester that are involved and actively contributing in the arms trade leading to devastating consequences on a global scale.



A business transaction happening behind the eyes of the Manchester's population.

A depiction of the sales of weapons to war struck countries, bringing home the ease with which it is done.



Poster depicting a satirical commentary on the companies involved in the arms trade leading to short-lived wide spread protest while the final outcome remains unchanged.

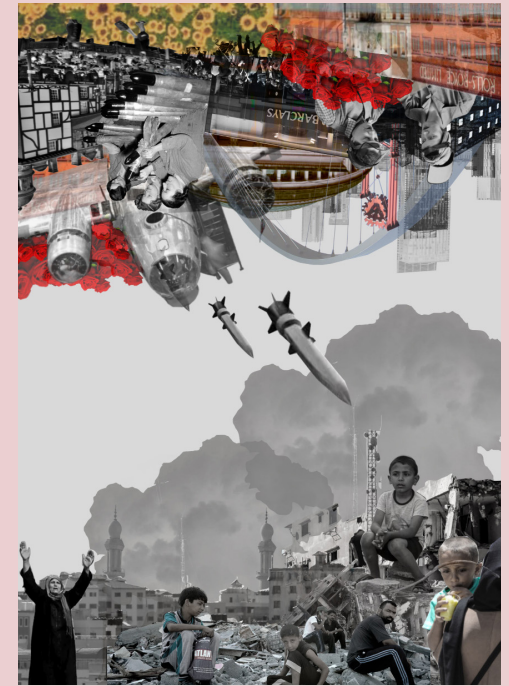


A sarcastic statement on the value of human life as compared to mass produced weapons, where each stand on the same pedestal.

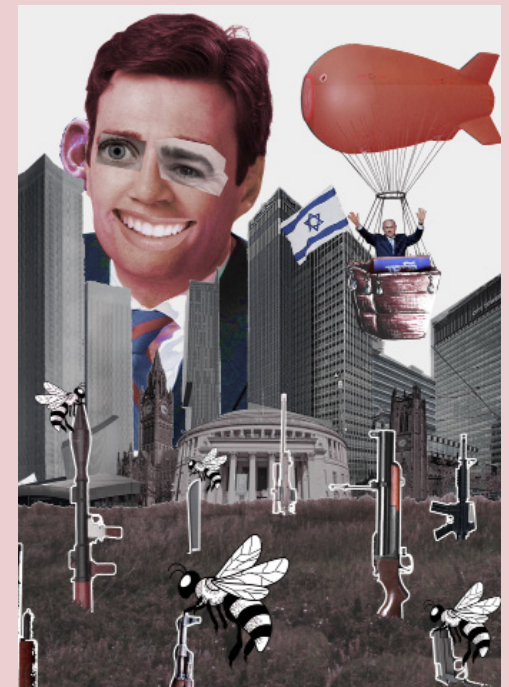




A collage showing the parallel between Manchester and Gaza; showing the presence of arms manufacturers in both cities at different stages of development. It drives home the idea that by hosting companies such as Elbit and Raytheon, we are directly responsible for human suffering.



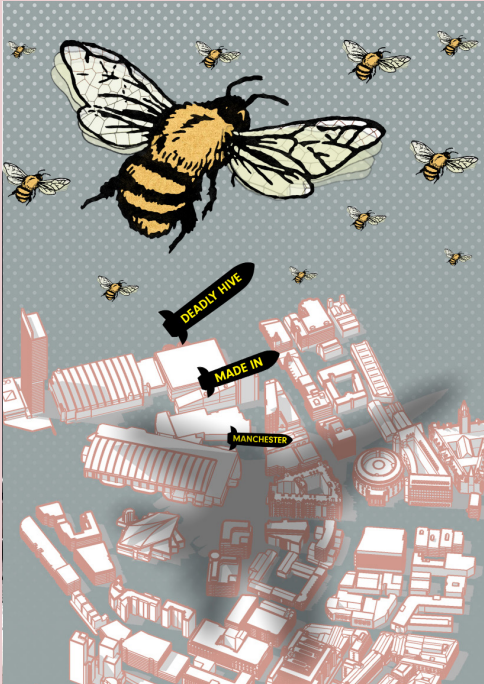
Collage depicting guns being grown in Manchester and pollinated by the bee mascot. The Mayor of Manchester and the Leader of Israel loom above.



Collage depicting the hypocrisy of our political leaders, and the general ignorance of the local populace, where something appears above board has poisonous roots going deep underground.



A collage showing the symbol of Manchester, the Bee, looming over and dropping bombs on Manchester to envision the destruction happening at home.



ABOUT

Each year the MSA LIVE programme unites M Arch. year 01 with B Arch. year 01 and 02 and M Land. Arch 01 in mixed-year teams to undertake live projects with external partners to create social impact.

LIVE PROJECTS

All MSA LIVE projects are live. A live project is where an educational organisation and an external partner develop a brief, timescale, and outcome for their mutual benefit.

SOCIAL IMPACT

All MSA LIVE projects have social impact. Social impact is the effect an organization's actions have on the well-being of a community. Our agendas are set by our external collaborators.

EXTERNAL PARTNERS

MSA LIVE projects work with many organisations: charities, community groups, social enterprises, community interest companies, researchers, practitioners and educators.

STUDENT-LED

Our MSA masters students take the lead in the project conception, brief development, delivery and co-ordination of a small project. Other cohorts joined for an eventful 2 weeks of activities at the end of the academic year.

KNOWLEDGE TRANSFER

Working in teams within and across year groups and courses; MSA students participate in peer to peer learning. In addition, collaborators, participants and students engage in the transfer of tangible and intellectual property, expertise, learning and skills.

LARGE SCALE

This year approximately 550 students from 4 cohorts in MSA have worked on 35 projects with partners.

QUESTIONS

For questions about MSA LIVE please contact the MSA LIVE team:

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BLOG

live.msa.ac.uk/2022

SOCIAL

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