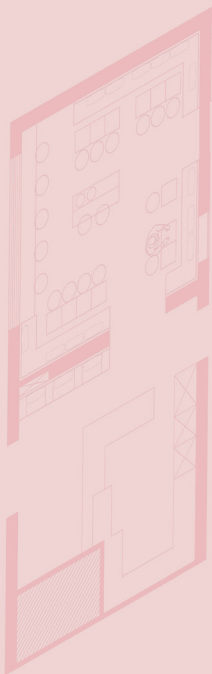


MANCHESTER SCHOOL OF ARCHITECTURE

A Cup Of Hope



Visit msa.ac.uk for more information



MSA LIVE 23

Team

Ahmed Mohamed Reda Abdallah

Ali(MArch1)

James Rule(MArch1)

Maria-Catrinel Bosoi (MArch1)

Ya Fu(MArch1)

Yifan Si(MArch1)

Zihao Huang (MArch 1)

Fergus Chalmers(BA1)

Hassan Ulhaq (BA1)

Haowen Yang(BA2)

Qiwen Jin (BA2)

Ziyi Xu(BA2)

Maria Camila Hernandez Portella(BA2)

Irina-Teodora Lungu(BA2)

Jinyao Lin (MLA1)

Partners

Our partners for this project were the group behind the Highway Hope Charity, a non-profit social enterprise established in 2014. They are a social enterprise that transforms, empowers and support local residents within Levenshulme, Longsight and Gorton through a range of multipurpose cultural, social and learning activities .

They currently offer a wide range of services and activities that support over 300 local residents monthly including Food bank initiative and discount food shop, free community cafe, charity shop, supplementary education for all age groups and mental health support services amongst others

"At Highway Hope our mission is to transform lives through diligently serving our community."

Find out more about Highway Hope here:
<https://www.highwayhope.co.uk/>

Agenda

A Cup of Hope

The Highway Hope Charity asked for our help to re-design their cafe and gift shop spaces into lively and inviting venues, as they expressed a need and desire for those spaces to generate revenue in the future, as a way to further support the charity in carrying out the amazing work they do daily for their local community.

As part of their social outreach, the charity has been using the cafe space to provide coffee, tea, and cake for free for the local community, as well as to put together food bank events. In order to keep providing free services for the community, they needed to switch the cafe branding and interior design spaces to generate revenue 4 days a week, while still providing free coffee, tea, and cake 1 day per week. On top of this, on the weekends, the cafe space is used as a classroom to prepare school children for upcoming exams. Although small in size, the Highway Hope Charity's cafe is always full of people, coffee, tea, and overall good vibes, so they needed a space that encapsulates the charity's attributes and adapts to both the present and future needs of the Highway Hope team.

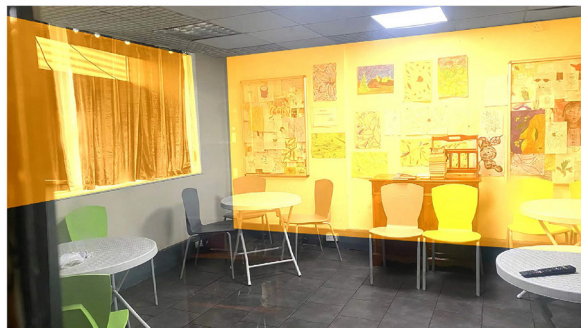
The Cup of Hope student team focused on re-designing and re-branding the existing cafe and gift shop spaces of the charity to support them in serving the community and in keeping the space inclusive and accessible for as long as possible in the future. The Cup of Hope team's "hopes" are that the overall project, interaction, and final design output improves the charity's local outreach and highlights the incredible work they do for their community.

At the end of the design weeks, the team organised a small exhibition event at the charity's location to showcase the students' work and to raise awareness of the exciting new opportunities happening in the "Cup of Hope" (trademark pending) cafe's new, improved, warm, and welcoming interior space!

As part of the MSA Live project, the Cup of Hope student team produced both digital and physical models, experimented with hand sketching and digital editing, and organised and held a small exhibition. We believe that the project provided us with the tools to experiment and collaborate as much as possible, and that the communication and execution in collaboration with our client was a unique experience that everyone involved will cherish forever!

Site Visit and Analysis

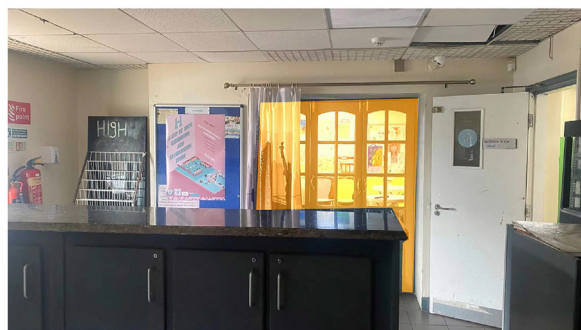
On the first day of MSA live, after meeting with the new first and second year students and explained the project to them, we went on a site visit to the coffee shop and we listened to the client's presentation about the charity and what they would expect in terms of the coffee shop design.



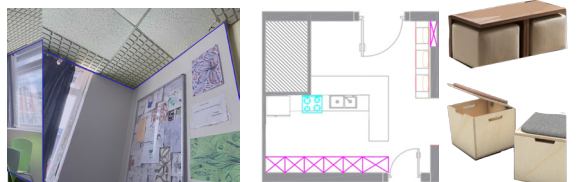
They emphasized the need for the cafe design to incorporate space saving furniture, given the compact nature of the spaces. They also mentioned that the cafe seating area should be designed in such a way that allows for flexibility in use, because they were using that space as a cafe during the week and a classroom for weekend classes with small children.



We proceeded to analyze the site, take pictures, and measure the spaces. We looked at the entrance lobby area where the bar would be, the classroom/cafe area, and the adjoining giftshop space, which is currently being used as a storage area. We tried to gather as much information as possible about the site before starting our design process.



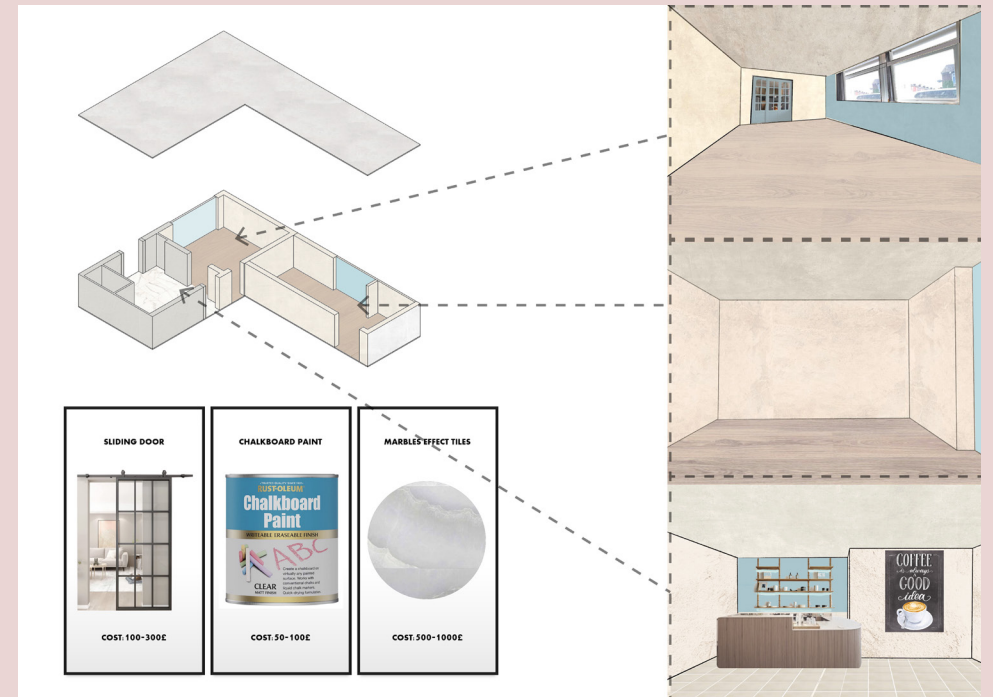
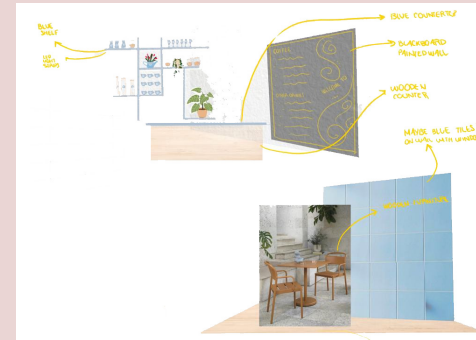
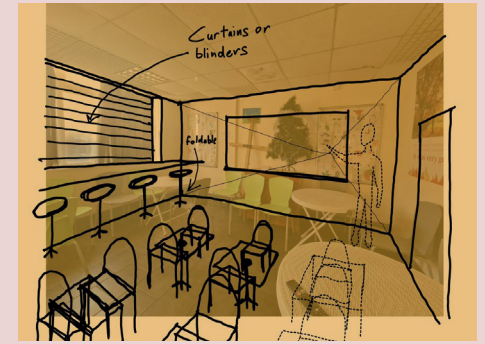
Based on our discussions on how we were going to approach this design project, we decided to allocate different roles for the students in our group. One group was going to focus on the general planning process, another group was going to focus on modeling the site digitally, and another group was focusing on the design of the furniture, especially in relation to space saving design.



Design Development

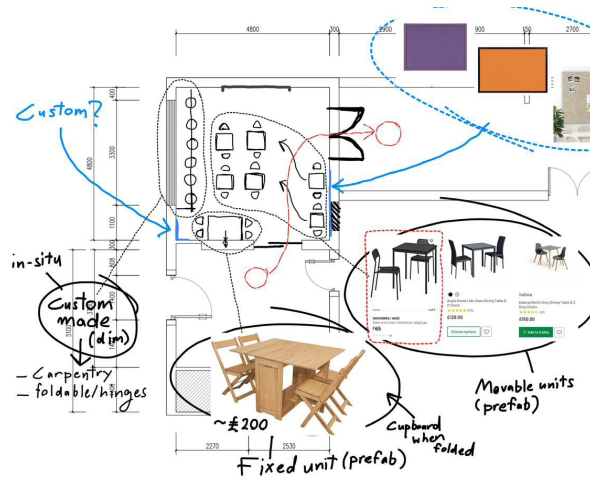
For our design development, we discussed the requirements that the clients wanted for the cafe/classroom space based on our site visit in the previous day. We focused on emphasizing space-saving design as a key design feature as well as flexibility in design which would allow for the cafe room to be also used as a class room on certain occasions, as per the client's needs.

The team split up in three groups and worked together towards producing a coherent and co-ordinated space by combining the concepts for planning, materiality, and furniture. We analysed precedents, conceptualised the desired outcome through hand sketching and digital collages, and progressed towards the final design that we planned on presenting to the community.



Final Outputs

Through the design process, we looked at the existing space both in 3D representation, eye-level view, and in plan. We first brainstormed ideas and concepts together through hand-drawn and digital sketches, before settling on a final proposal and producing the final general arrangement drawings in the form of plan and sectional views of the space.



For the cafe seating areas, we placed free moving sets of small chairs and tables in the middle of the space which could be rearranged in their placement for both the cafe and the classroom, and we placed foldable/collapsible sets of furniture at the edges and corners of the room which could be stowed away later to maximize space for the classroom.



The stowaway countertop at the window would have to be custom made given its specific length for the room, while the other foldable elements were already available to buy on the web and we took into account the budget available as well as the availability of such items. We also proposed the idea of punching a hole through the wall between the cafe area and the giftshop and placing a door in between in them, which would attract the coffeeshop visitors to the giftshop area (assuming that the wall is a partition wall and not a load bearing wall).

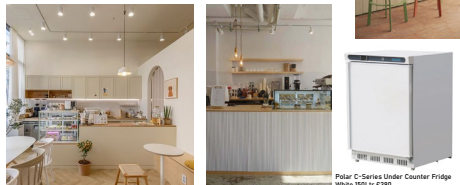
Cafe Area



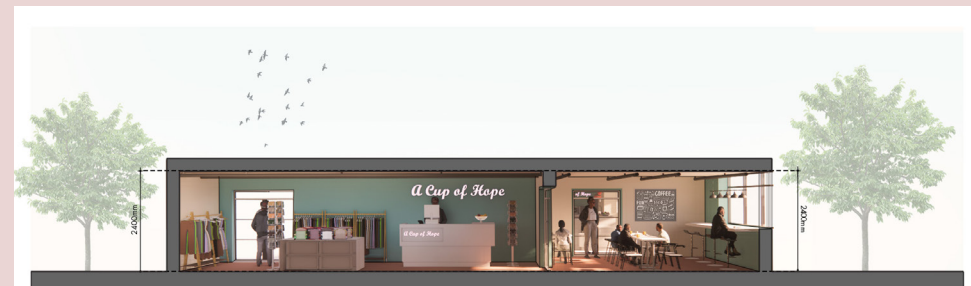
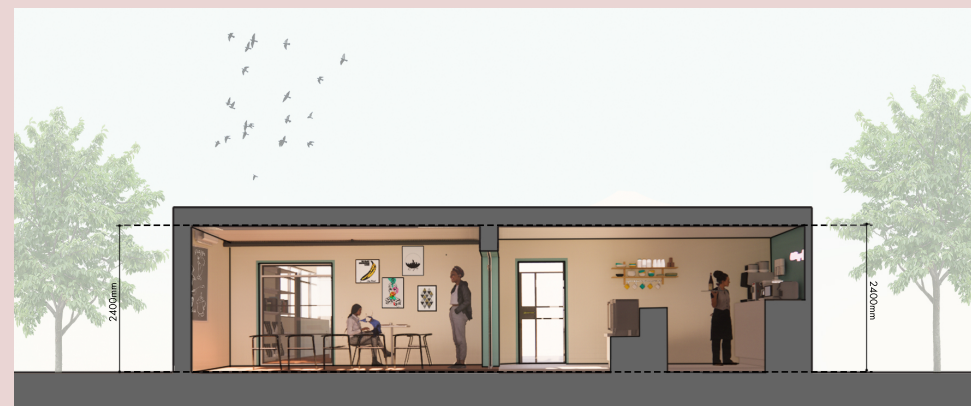
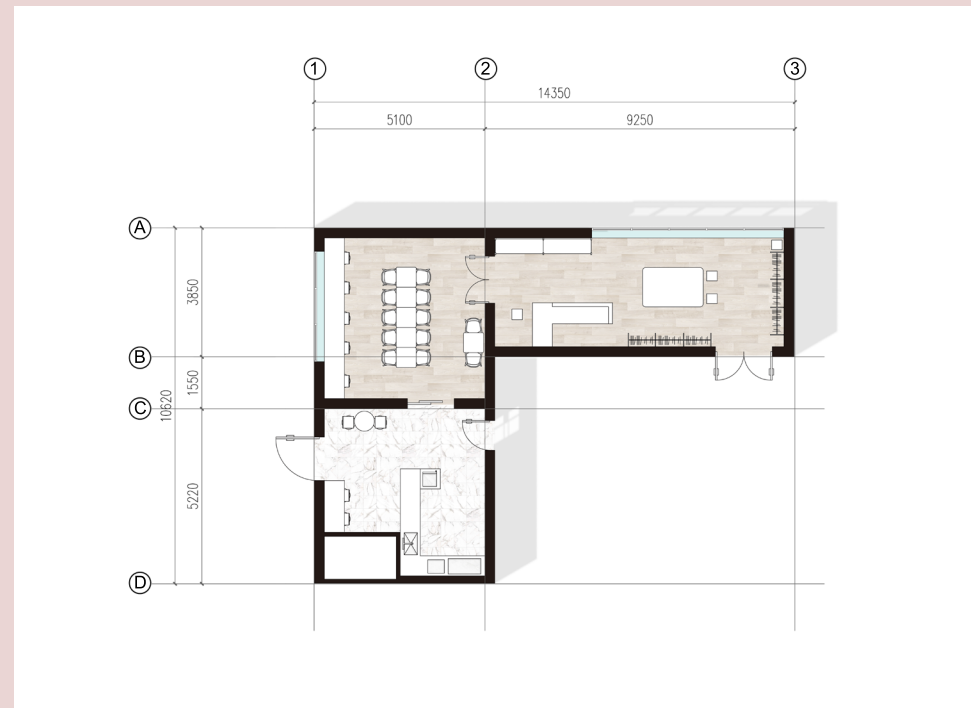
De'Longhi ECP35.31 Espresso Pump Coffee Machine £270



GoodHome Malson Natural Oak Bar Stool £25



Polar C-Series Under Counter Fridge White 160Ltr £290



Physical Model

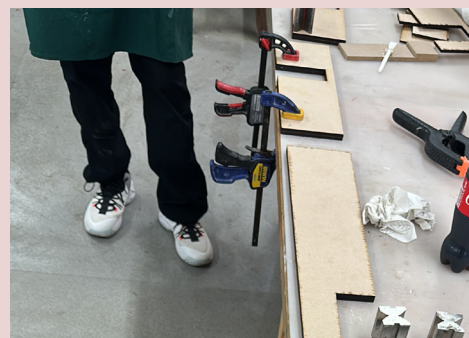
To further understand the site and our design proposal, and to be able to showcase our ideas to the public at the end of the two action weeks, we worked on a physical model to accompany the digital model and the digital renders of the interior space.



We determined the functionality and flow of the space. Then, we chose a color scheme, and finally, based on the desired color ambiance, we selected suitable furniture styles from case studies, with a focus on the client's budget and the availability of the products in the local area.



We wanted to provide various visual aids for our clients to be able to exhibit the design to the local community, but also to be able to discuss implementation with potential stakeholders. We also wanted to offer our teammates the possibility of exploring new mediums and trying new things as part of the project. The physical model, although challenging to produce as it was at a 1:20 scale and featured several mediums, was greatly appreciated by everyone involved in its production and by the local community at the exhibition event.



Digital Model

The digital model was created to be displayed at the exhibition we had in the collaborator's space and to provide visuals that they could show potential stakeholders. During the design process, BA students have enhanced their skills by learning the workflow for creating digital models, including the processes for Rhino and Enscape.



The final QR code image links to our AR perspective model, which you can open by scanning it with your mobile phone. Once opened, you will be able to appreciate all the details of our digital model from a 360° perspective. You can follow the client's flow and experience the brand-new charm of Cup of Hope before the renovation is even completed.



Scan Here to see:



The Cafe Area



The Seating Area



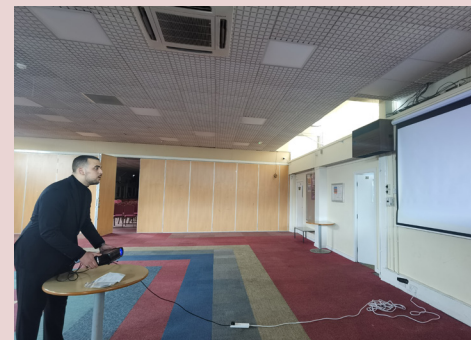
The Gift Shop

Exhibition

On the day of the exhibition, we started setting up the space for the event which mostly took place in the community hall. We prepared the boards that were available on site, arranged them and pinned up our rendered general arrangement drawings and our 3D interior renders, and we set up the projector which showed the renders we made on screen. We also set up a table in the middle of the community hall for the physical model, and the boards were placed on both sides of the table in the middle. We placed QR code plaques in each of the spaces where the design proposal would be, and the QR code would redirect the visitors to a panoramic 360 view render of the design that would immerse them in the new design.

In collaboration with our client, we produced mugs with the new logo we designed as part of our re-branding strategy and used them as souvenirs for the participants at the event as a way to introduce the new image of the cafe.

Overall, the exhibition event was a success, with the members of MArch1 and BAs giving speeches to express what they had learnt during the event, as well as the stakeholders involved and community members giving speeches on the importance of the Highway Hope project. At the end of the project, both the students and the Highway Hope Charity members established a network of connections and collaboration that will (hope)fully last a lifetime!



ABOUT

Each year the MSA LIVE programme unites Masters Architecture year 1 students with those in BA year 1 and year 2 and Masters Landscape Architecture 1 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 650 students from 4 cohorts in MSA have worked on 42 projects with partners.

QUESTIONS

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

msalive@mmu.ac.uk

BLOG

live.msa.ac.uk/2023

SOCIAL

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