

MANCHESTER SCHOOL
OF ARCHITECTURE

M33

REBORN

SOME OF THE INDEPENDENTS



DISCOVER THE INDEPENDENCE AND DIVERSITY OF
ARCHITECTURAL SPACE IN COMMERCIAL ACTIVITIES!
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MANCHESTER
1824

The University of Manchester



Manchester
Metropolitan
University

emporium
M33

MSA
LIVE



Partners

Emporium M33, situated in Sale, Manchester, is a charming three-storey building that offers a delightful shopping experience. In addition to its convenient location near the city centre, it offers visitors a picturesque canal view within a 5-minute walk.

This local community shop is designed to create a unique vibrant fresh shopping atmosphere, redefining the traditional retail experience into one that is much more personal. There are fifty small, independent businesses spread over three floors within its walls. There are more than just shopping opportunities here; it is a destination where one can truly immerse themselves during the entire day.

Emporium M33 serves as a vital link between the local community and the retail sector, fostering a sense of unity and collaboration. The vendors operating within the emporium are characterised by a remarkable level of independence, enjoying flexible working hours that suit their individual needs. In the absence of these vendors, the owner, Scott Lyons, takes on the role of a shopkeeper and cashier, ensuring smooth operations and maintaining excellent customer service.



The project aims to provide proposals for stalls by exploring interior space based on the specific needs of clients. While some vendors may not require a completely new interior design and are satisfied with their existing design, the decision-making process is left to both BA students and the vendors themselves. The extent of customisation can range from the interior design of the entire stall to furniture to details like banner designs, depending on the preferences of the clients.

To facilitate this project, seven vendors have been invited to collaborate with the BA students. The students have been divided into groups, and for larger stalls, they will work in pairs. This collaborative effort ensures that the design process incorporates the expertise and creativity of the students, while also considering the input and requirements of the vendors.

During the two-week period of MSA Live, the initial step involved visiting the site and meeting with the collaborators to gain a comprehensive understanding of their needs and viewpoints. This direct interaction

Agenda

M33 REBORN

allowed the team to gather valuable insights and form a solid foundation for the project. Following the site visit, the team devoted the remaining days to brainstorming and developing ideas for the project. On Day 7, the team returned to the site to present their renderings and sketches to the collaborators. This presentation provided an opportunity for the collaborators to visualise the proposed designs. The feedback received during this presentation was crucial in making final alterations and refinements to the designs. To further support the project, MArch students assisted in the process. Software workshops were provided and organised small group discussions to assist the collaborators in turning their ideas into proposed designs.

In addition to the design aspect, the project also takes into account the practicality and real-life implementation of the proposed interior designs. Recognising the limitations of construction in the scope of the project in, the project team also developed a modular, flat-packed shelving design. This shelving design allows vendors to creatively display their goods in-store. Moreover, the design is versatile enough to be scaled up and used in weekend markets as well, ensuring practicality and adaptability for the vendors' needs.

Team

Ryan Choong (MArch1)

Maeve Fonda Lee (MArch1)

Zitong Niu (MArch1)

Muhammad Chowdhury (MArch1)

Enqi Wong (BA1)

Nadine Dandachli (BA1)

Eloise Farnley (BA1)

Orhan Bozyel (BA1)

Deborah Balogun (BA1)

Gordon Wu (BA2)

Isaac Mukundi Ndungu (BA2)

Anna Greta M (BA2)

Anna Greta Miska Alvarez (BA2)

Isaac Mukundi Ndungu (BA2)

Collaborators

**emporium
M33**

Scott is the owner of Emporium M33. He helps manage the space, and acts as a cashier if the individual vendors are not in.

**bug
of
bee
creations**

Bug and bee creations sells printed designs of Manchester's local architecture and bees in frames, on homeware and other merchandise.



CT Trophies sells customised trophies, medals and other engraved items for events and celebrations engraving services.

**DAVE
THE
BARBER**

Dave the barber provides personalised haircuts in a relaxed private environment.

ELITE

Elite Travel Agency has been running since 1981 and helps people schedule local package holidays.

Flair
GET YOUR FLAIR ON

Flair boutique sells a variety of trendy womens clothing from various labels at an affordable

**OFF YE'R
ROCKER**

Off Ye'r rocker sells gothic and alternative items ranging from clothes to crystals, hosting a diverse range of goods.

Shine

Shine sells a wide range of gifts and goods under a theme of environmental friendliness.

Existing Stores

Bug and Bee Creations



The shop is nestled along a corner of the building, with shelves subtly marking the space. Prints are displayed in frames on the walls and on hangers in the shop.

CT Trophies



The shop is a rectangular space with a workshop to the rear.

Trophies and medals are displayed on shelves along the walls in straight lines.

Dave the Barber



His space is on the second floor, and shares half the room with another vendor, with a shelf acting as a divider. Stickers cover the walls in a vibrant decoration.

Elite Travel



The space acts more of a meeting space than a conventional shop, with a desk and seats to chat with customers. A small nook off to one side acts as a resting or waiting area.

Flair Boutique



The shop is a square space with painted pink walls.

A large window view into the space lets light in and makes a perfect frame to display goods.

Off Ye'r Rocker



The shop is a long rectangular space with goods strewn all across in a diverse and vibrant manner that aligns with the character and spirit of the punk & alternative goods being sold.

Shine



The shop is a squarish space with a window view letting in light.

The theme of eco goods sold in the store is reflected in the wooden displays.



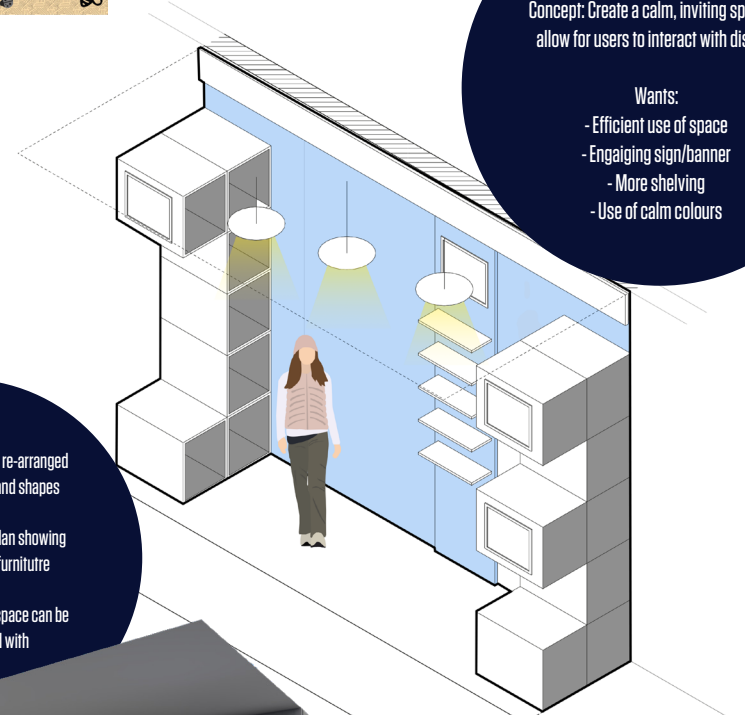


Bug and Bee Creations

Concept: Create a calm, inviting space to allow for users to interact with display

Wants:

- Efficient use of space
- Engaging sign/banner
- More shelving
- Use of calm colours



Above: Original logo design re-arranged with added background and shapes

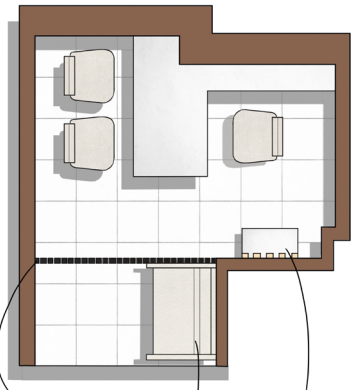
Right: Axonometric floor plan showing general arrangement of furniture

Below: Render of how the space can be filled and interacted with



DESIGN DESCRIPTION

To improve the lack of privacy between the customers at the waiting area and the customers at the consulting area, I re-arranged the layout of the space and added a semi-private partition to better differentiate the zones of the in this confined 3m by 3m office space.

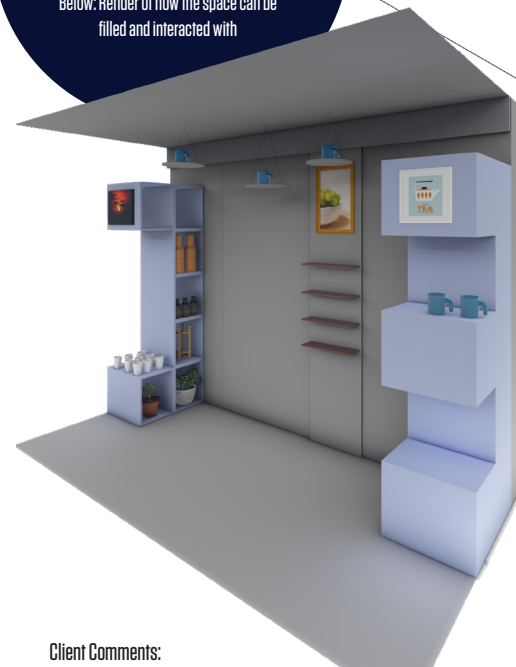


FEEDBACK

After speaking to the client, she brought up the issue of the sofa not being able to fit in the room, which was resolved through more re-arranging.

Additionally, she mentioned that my design may not have enough storage space as it does not take into account of her existing cabinet.

by doing this, it gives space for the sofa to fit in the space.



Client Comments:

Client liked the use of the ceiling space, and suggested that the left shelves can be removed to open up sightlines and views.

BUG & BEE CREATIONS

950mm 1000mm 650mm 1000mm

- MAXIMIZE SPACE
- NOT TOO LOW
- SIGN TO INTERACT
- LIKE'S SHELVING
- PEND HANG
- DEED - CALM AND TRUST
- CHAIRS AND ITS ERECT
- INTERACT SHIP
- PERSONAL

TYPES OF ITEMS ON DECK:

- CABS
- MOBS
- PITCHES/VENTS

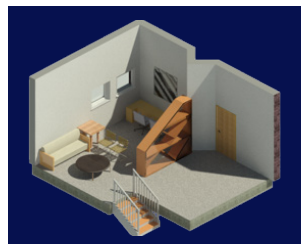
CONSTRAINTS:

- IN TOTAL 2200 x 3200mm TO WORK WITH
- CANT GO OUT TOP BRACKET, ONLY AROUND 600-800mm TO WORK WITH

Initial sketches of potential furniture designs to be used

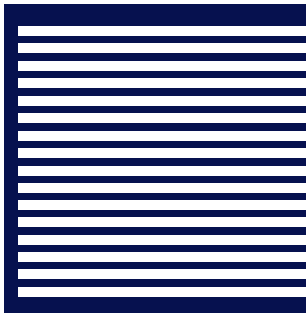


- Client: Dave the barber
- Location of Site: Emporium, Sale, Greater Manchester



Comments from client: My client gave me a good feedback regarding my design proposal and he is happy with everything. The only thing he suggested that I improved was to add colours to the rose for the logo which I ended up doing.

I decided to change the existing shelf in the barber shop. I got some inspirations for my design idea from Pinterest. The concept for the shelf was for it to be made out of wood and for it to have a

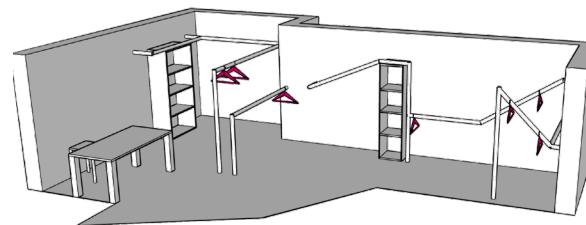
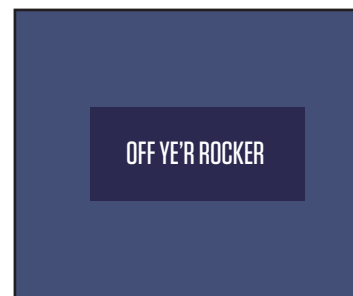


Client comments: The owner generally liked the design and chose this as their favourite banner design.

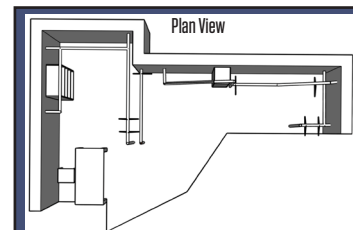
Banner Design



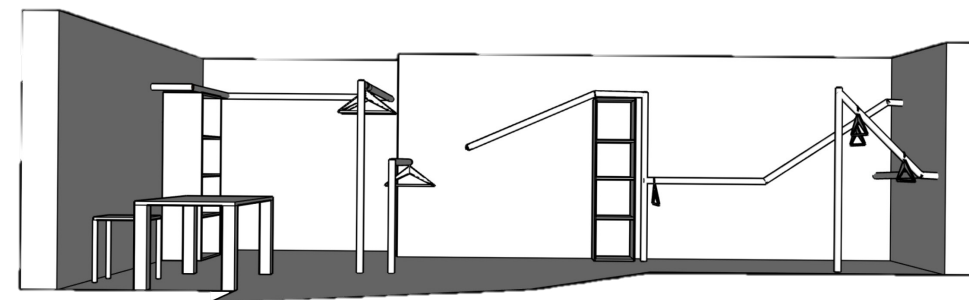
DESIGN DESCRIPTION:
A continual clothing rail that moves across the space. Inspired by bold, sharp punk style in which the vendor sells, and hot pink hangers influenced by the original pink wall divider

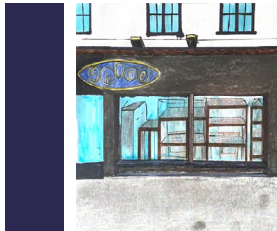
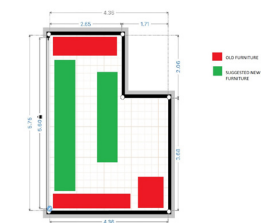
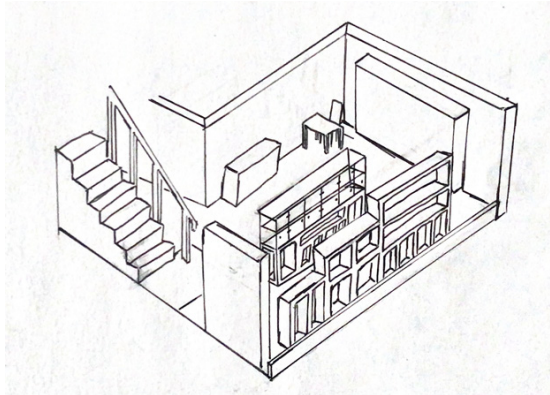
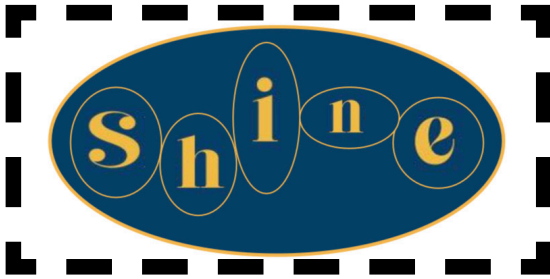


Alternate banner design



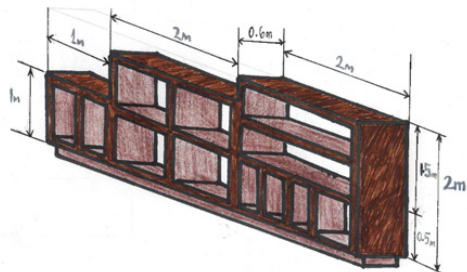
DESIGN DEVELOPMENT
The structure of the rail went through iterations in order to conceive this final concept, that include both factors of efficiency and quirk (the type of items sold).





DESIGN DEVELOPMENT

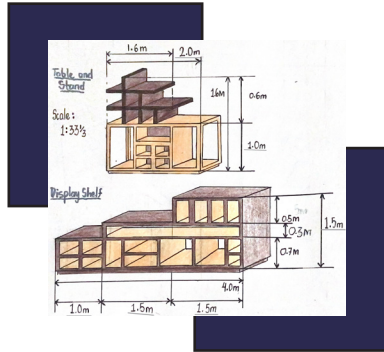
For the first shelf I played around with the shelf sizes to create a captivating display shelf, this then inspired my logo. For the second design I did a shelved table at the bottom and a see through glass cabinet attached to the top.



Display Shelf

DESIGN DESCRIPTION

For my design I was inspired to create new display shelves for the shop that could properly showcase the accessories, additionally I wanted to create a more navigable layout for the furniture within the store.



Client Comments:
Client suggested that the glass case design be removed for a more open shopping display.

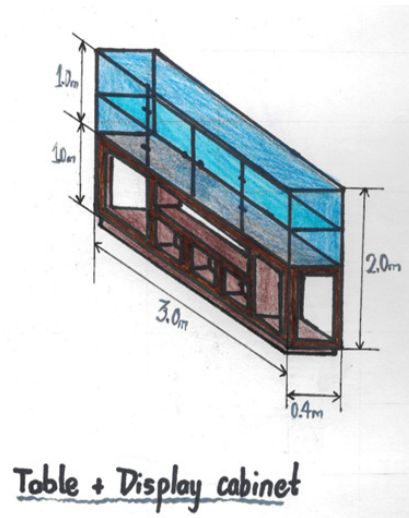


Table + Display cabinet

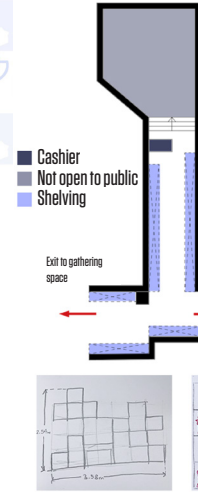


Above: banner design



Every trophy holds significant value for both the vendors and the end users, warranting the need for individual frames to showcase them. Utilising grid arrangements allows for a visually pleasing separation of each reward. To accommodate the varying sizes of trophies, certain grids are connected, ensuring a consistent appearance without compromising overall harmony. Any extra copies are concealed behind doors and handles, allowing customers to concentrate on the specific models on display shelves

Floor Plan



Initial observation

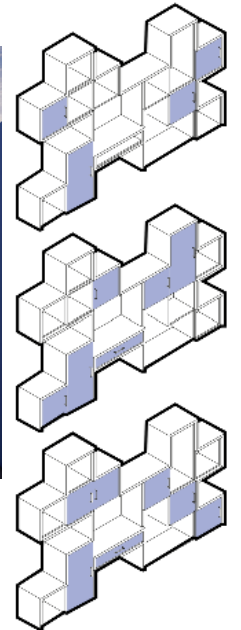
- Narrow layout of space
- Height difference between first floor and loft
- Dominated by shelves
- Plenty of trophies at the aisle

Site Photo



Above: Initial sketches

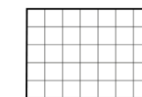
Variations



Renders



Development



Grid arrangement approach



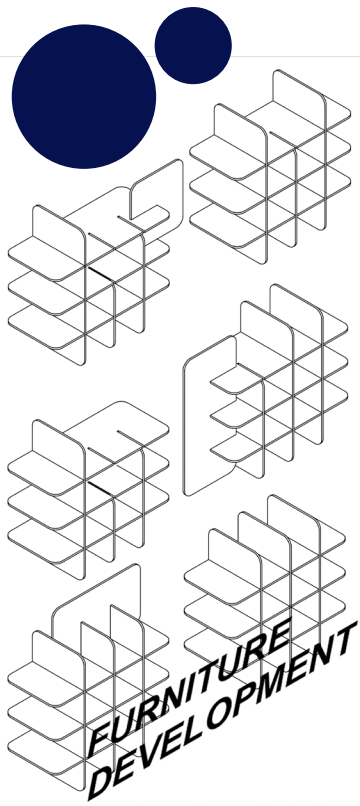
Remove & Connect



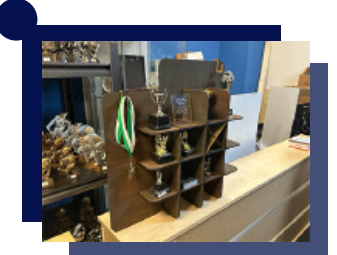
Add handles and doors



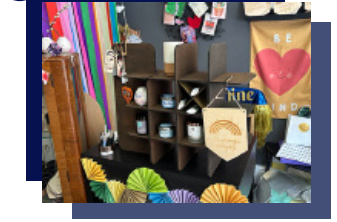
Final outcome



Example in Dave the Barber



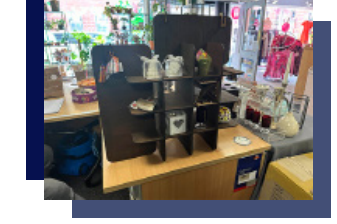
Example in CT Trophies



Example in Shine



Example in Bug and Bee Creations



Example in Cashier



Example in Off Ye'r Rocker



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



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

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