

MANCHESTER SCHOOL
OF ARCHITECTURE



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MSA
LIVE 24

Team

Anne Gabaldon Ruiz de Eguino (MArch1)

Wil Garrard (MArch1)

Xin Liang (MArch1)

Fatin Najihah Binti Misban (MArch1)

Nupoor Vivek Attarde (MA AR)

Erin Burke (BA1)

Inge Verster (BA1)

Tehreem Javid (BA1)

Tsz Yin Chong (BA1)

Isha Ritesh Chodankar (BA2)

James Milar (BA2)

Krisztian Issey Gador (BA2)

Qi Yuetian (BA2)

Wen Xutianqi (BA2)

Yiding Liu (MLA1)

Partners

Environmental sustainability is one of the key pillars of the strategy at the University of Manchester. Miss. Alison Shedlock, Head of Campus Services and Mrs. Laura Blandy, Head of Hospitality and Events Marketing at UOM are running and overlooking the Bee Cup scheme. Both are accomplished professionals, who have a passion for hospitality services.

The University consistently comes top in the Sustainable Development Goals, Alison and Laura are representing UOM and support their sustainable efforts. Manchester City Council are looking to introduce a city-wide returnable cup scheme to the city and the wider Greater Manchester area, of which Bee Cup could in the future play a key role.

Reducing any kind of waste is part of the university's Environmental Sustainable Strategy and reducing disposable cup use plays a leading role in accomplishing that. The university gets through more than 273,000 disposable cups each year, and although these contain a minimum amount of plastic coating, the cups must be recycled separately and currently go into the general waste on campus. The major issue is that even cups promoted as compostable cannot be recycled conveniently.

The scheme will be implemented in all UOM cafes starting from August 2024, our participation in this project will allow for the promotion of this returnable cup scheme and bring students attention to the importance of partaking in this joint sustainability effort.

Introduction

BEE CUP

The Bee Cup Scheme is a UOM initiative which aims to reduce the use of disposable cups and increase the use of reusable cups by staff, students and visitors to the university. This project will delve into a multitude of different outputs, designing a poster, a reusable cup design and an engaging visual installation which will all form part of the Bee Cup Scheme. The installation, located behind the Alan Gilbert building, presents an opportunity for innovative design thinking to effectively communicate the project's positive environmental message. This project's aim is to have a positive impact on the environment and take away the negative impact disposable cups have on the planet. The initiative is to take this scheme across the rest of Manchester, providing the opportunity to take part in a future city wide project.

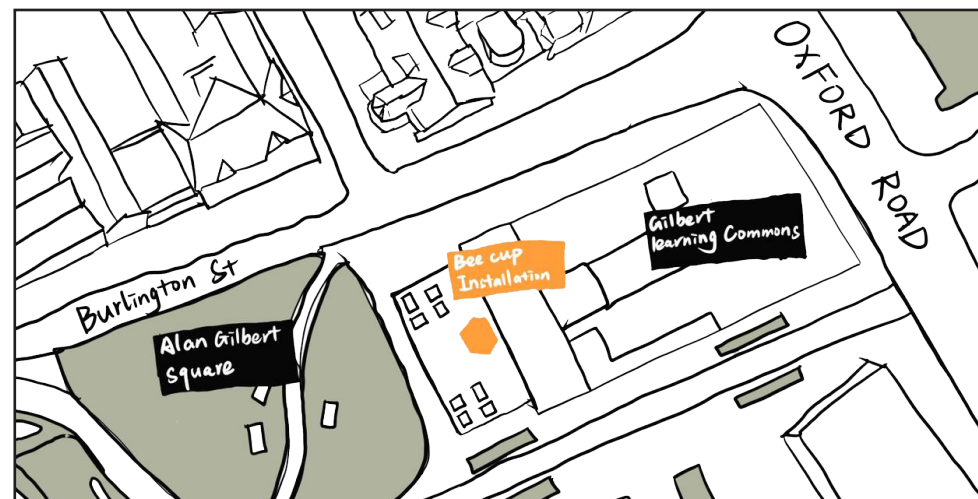
The project will have a long-term effect on the activities that take place in the cafe. Sustainable design concepts are the crucial in tackling the growing waste crisis these days, and everyone wants to follow suit. Offering consumers or pupils a sustainable solution will cause them to respond to the program in a different way and enable them to make a modest effort to support the "save earth" campaign. One of the primary goals of the project will be to engage students in the activity by providing them with multiple ways to stay linked to the scheme, such as through posters and an installation, in addition to playing a critical role in raising awareness of the current issue.

Site Visit & Client Meeting

To commence MSA Live 2024 we led the students on a site visit to the Alan Gilbert Learning Commons, a flexible learning and study centre located in the University of Manchester Campus. This visit introduced the undergraduate students to this exciting project, with our proposal located just behind the Learning Commons building, this allowed them to gain a deeper understanding of the size and dimensions of their MSA Live design.



Following our visit we then held a meeting with the clients Alison Shedlock and Laura Blandy from UOM, to explain to the students the aim of the scheme and the outputs they required.



Action Plan

The timeline for the Action Plan is divided into two parts which are Design Proposal (Week 1) and Design Outcomes (Week 2).

The Week 1 of Action Plan aims to familiarise the BA1,BA2 and MLA students with the overview of project's objectives which includes brainstorming sessions to continue to develop the design framework. The design proposal will then be presented to the collaborators to be finalised.

The Week 2 of Action Plan focused on design finalisation where students were divided into two teams, an installation and publication team to organise the team structure and bring the BEECUP scheme to life. The rest of the week was spent creating a 1:10 scale model, poster campaign and a set of detail drawings for the installation.

After conversations with the client, the Action Plan was amended to suit the 1:1 installation no longer being required and instead worked on creating a 1:10 detail model and a detail drawing package.



Week 1

Tue 07/5
Brief & Site Visit

Wed 08/5

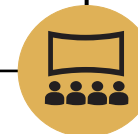
Brainstorming & Conceptual Ideas



Thurs 09/5
Grouping & Design Development

Fri 10/5

Client Presentation



Week 2

Mon 13/5
Final Design Development

Tue 14/5

Workshop & Finding Materials



Wed 15/5
Model Making

Thurs 16/5

Design Completion



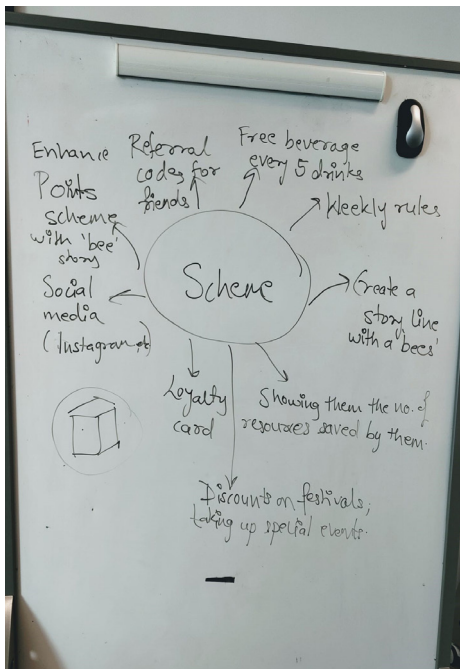
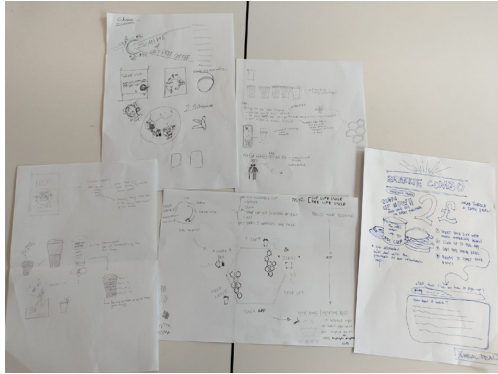
Fri 17/5
Summative Submission & Farewell Activity



Marketing Team

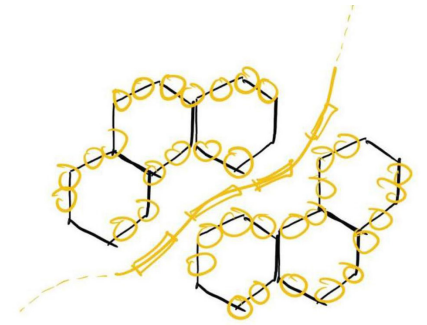


The project's initial phase focused on the scheme's marketing tactics. Introducing a project on campus necessitated understanding the intended user. We gave the students some ideas to think about in order to better grasp the marketing methods, and we also provided solutions to ensure the scheme continued. Posters were used as the marketing scheme's presentation format. Thus, we experimented with creating posters for various marketing campaigns. We came up with a number of ideas to meet the scheme's requirements.

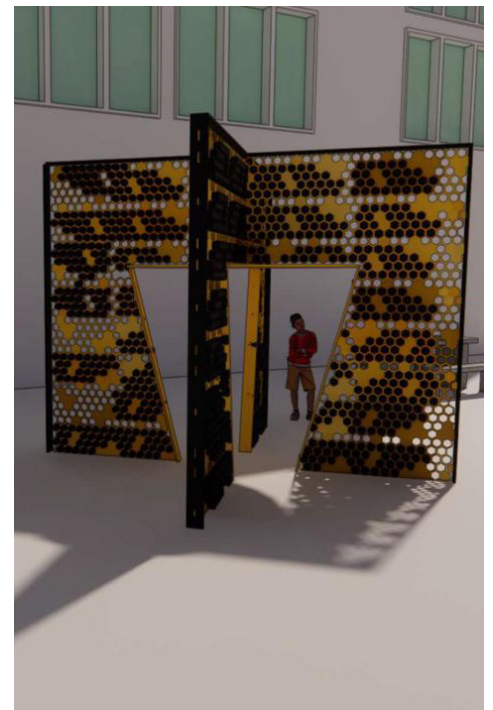
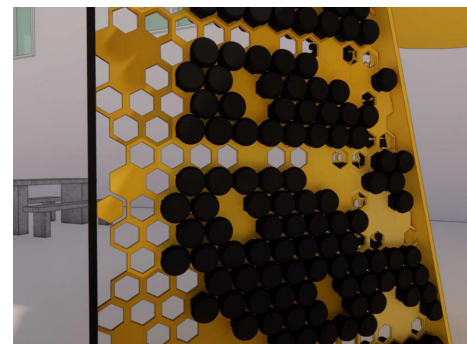
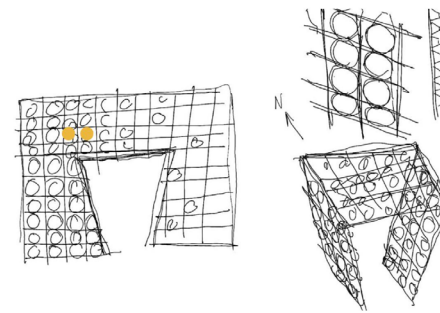


Installation Team

The second part of the project was about an installation that allowed the users to understand the project and relate to it first hand. Creating a link between the project's narrative and the users was the primary goal. Expression can be seen in installations. The temporary exhibit has a better chance of leaving a lasting impression on consumers if the model is integrated into their everyday activities.



We spoke about a lot of student suggestions to make it more practical and straightforward. The framed walk-through gate and the street furniture were two of the key design concepts. We made the decision to move forward with the street furniture after consulting with our collaborators. In order to keep people interested, the street furniture design tells a tale and includes a message on the use of paper cups.

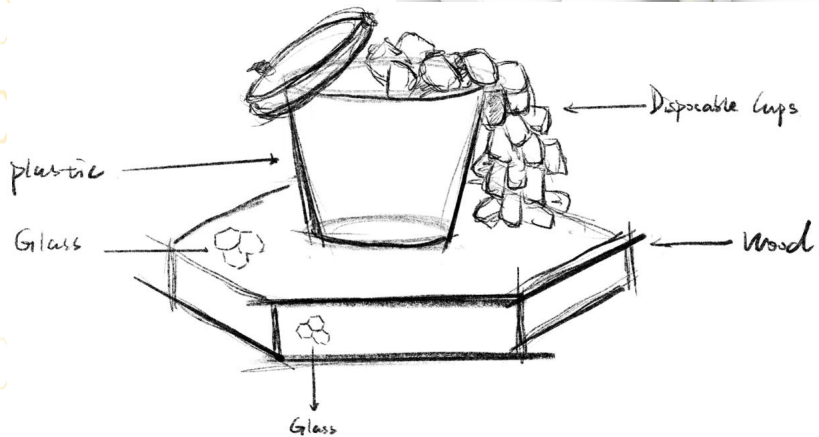
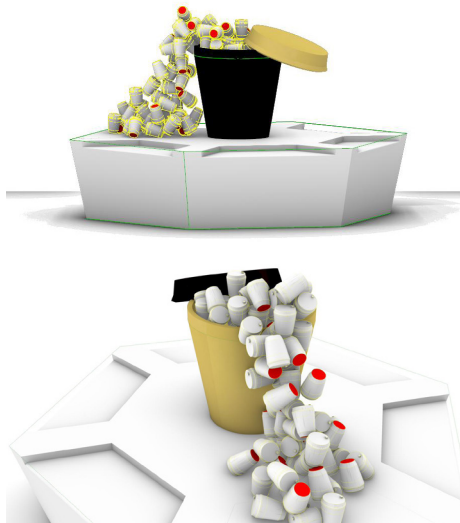


Design Process

After a successful presentation, the clients were particularly drawn to the conceptual image of overflowing cups combined with seating. Recognising the powerful message it conveyed, the students started on the task of merging these two captivating concepts. Drawing inspiration from the patterns found in honeycombs, the design took shape, subtly linking the installation to the brand. After several refinements to the design, seats were integrated into the structure.



The concept of the installation was to allow people to feel a connection with the story of the cups. Allowing them to experience the storyline helps the scheme in the longer run. Street furniture makes a statement of stability and reusability. The BeeCup installation will be a sustainable street furniture which is designed and manufactured with environmental, social, and economic sustainability in mind. These pieces are intended to be eco-friendly, durable, and functional while enhancing the urban landscape within the campus.

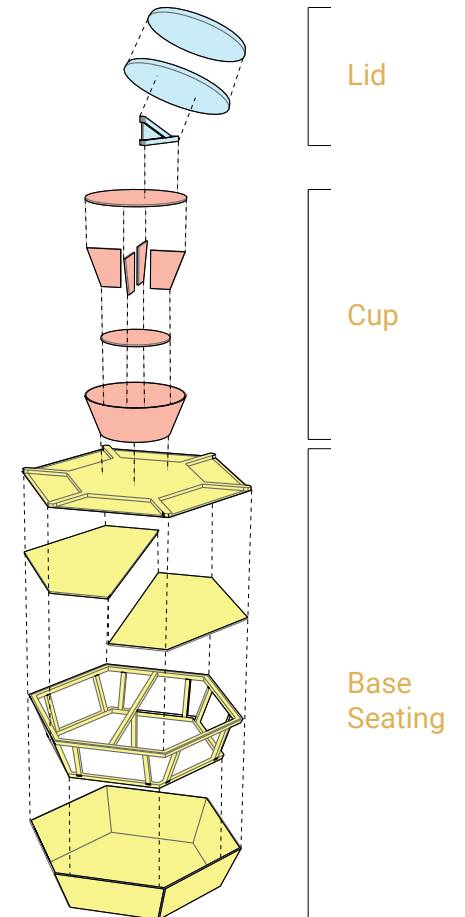


Construction Detail



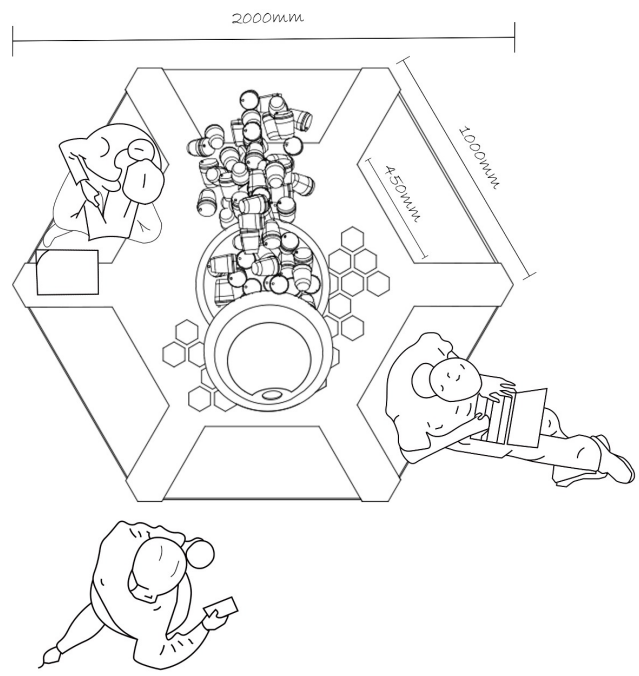
Once the design was finalised, the next step was to determine the materials and, most crucially, the structure. After numerous discussions and brainstorming sessions among the students, a simple yet effective structure was devised. While encountering a few challenges along the way, the students persevered and ultimately arrived at an excellent final design. In addition to the valuable learning experience, students had the opportunity to enhance their CAD skills by collaborating with master's students.

We also had a brainstorming session for the spectrum of the materials that can be used for the installation. The primary material used will be timber along with perspex for the transparent sheet to protect the disposable cups placed inside it. The entire model will be made of recyclable material which will help us reduce any carbon footprint imposed by the temporary structure.

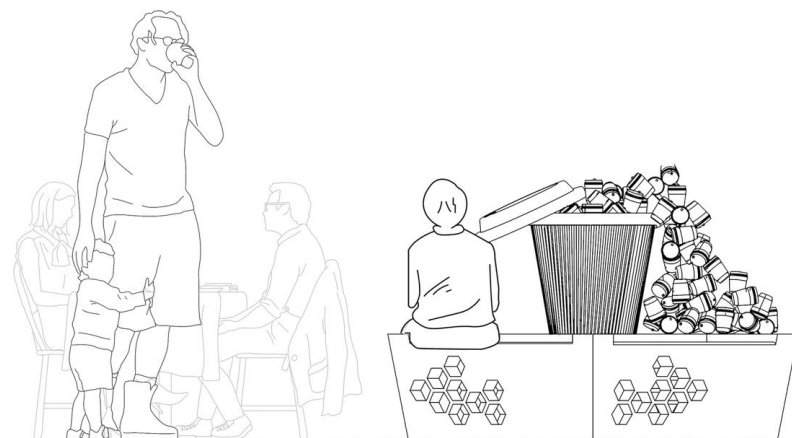


Plan & Elevation

Plan nts

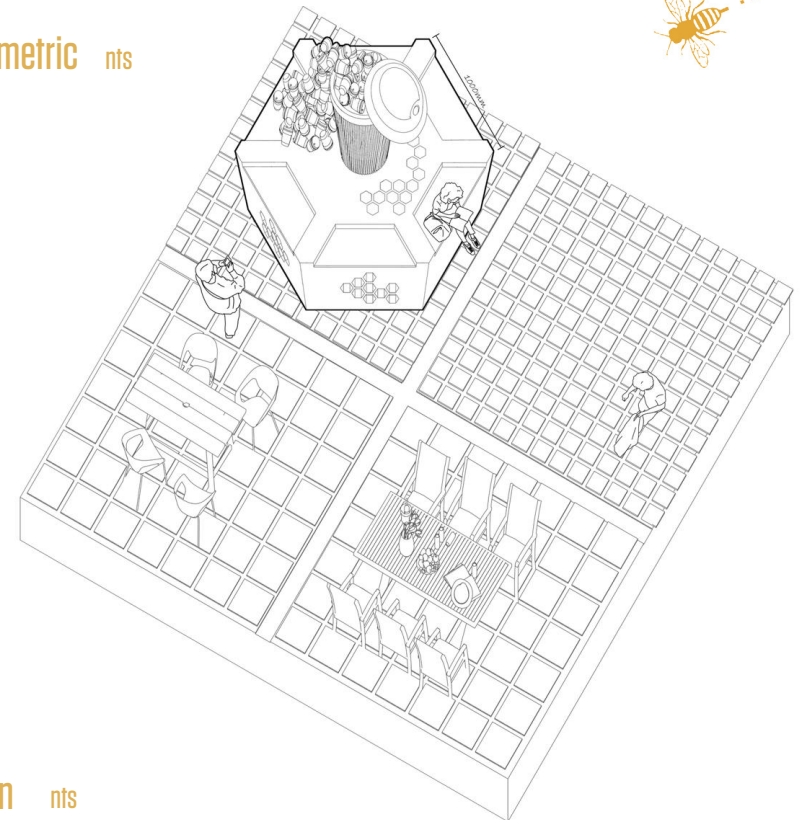


Elevation nts

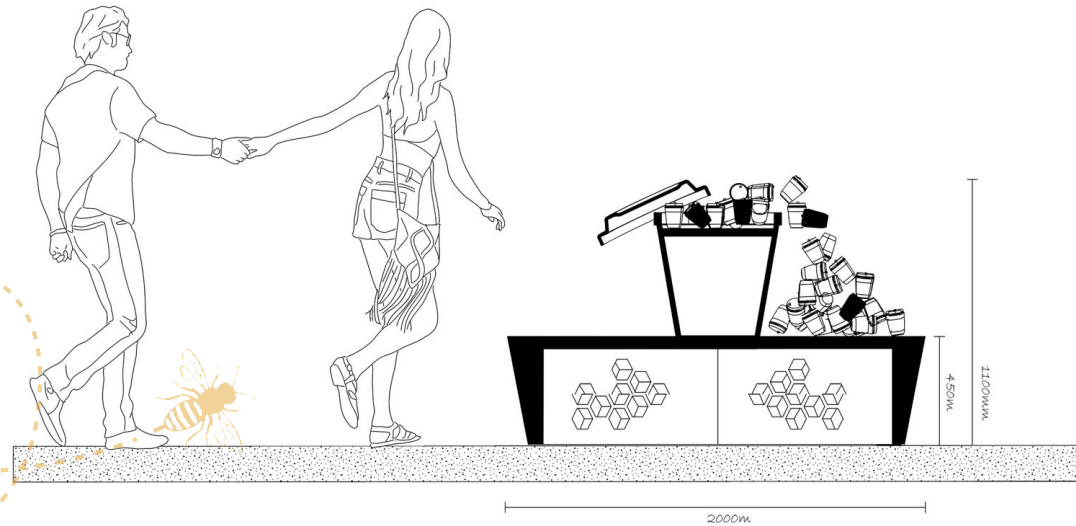


Section & Axonometric

Axonometric nts



Section nts



Visuals



Visuals

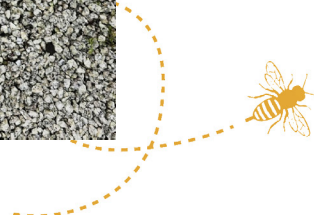


Final Design - Physical Model



Reflection

As a team, we're really proud of what we've achieved with this project. Despite the students having many challenges juggling multiple deadlines, we pulled together and communicated brilliantly to create something we're all genuinely pleased with. Our partnership with the representatives from The University of Manchester; Alison Shedlock, Laura Blandy, and Nox Fu was absolutely crucial as they helped us understand the importance of introducing the Returnable Cup Scheme across campus. Getting everyone involved in the presentations and discussions with our collaborators meant we could share many creative ideas to make the BeeCup campaign a success. The friendships we've built during this project made communication and collaboration seamless, leading to a fantastic result and giving us a deeper insight into architecture and the important role designers have in driving sustainable campaigns. Teaching the students how to do 3D modeling, rendering, and graphic design using different software was a real highlight for all of us. We're already excited about taking on more projects like this in the future!



ABOUT

Each year the MSA LIVE programme unites Masters Architecture year 1 and Masters of Architecture & Adaptive Resuse students with those in BA foundation, 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 are for community benefit or 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 600 students from 6 cohorts in MSA have worked on 40 projects with partners.

QUESTIONS

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

msalive@mmu.ac.uk

BLOG

live.msa.ac.uk/2024

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