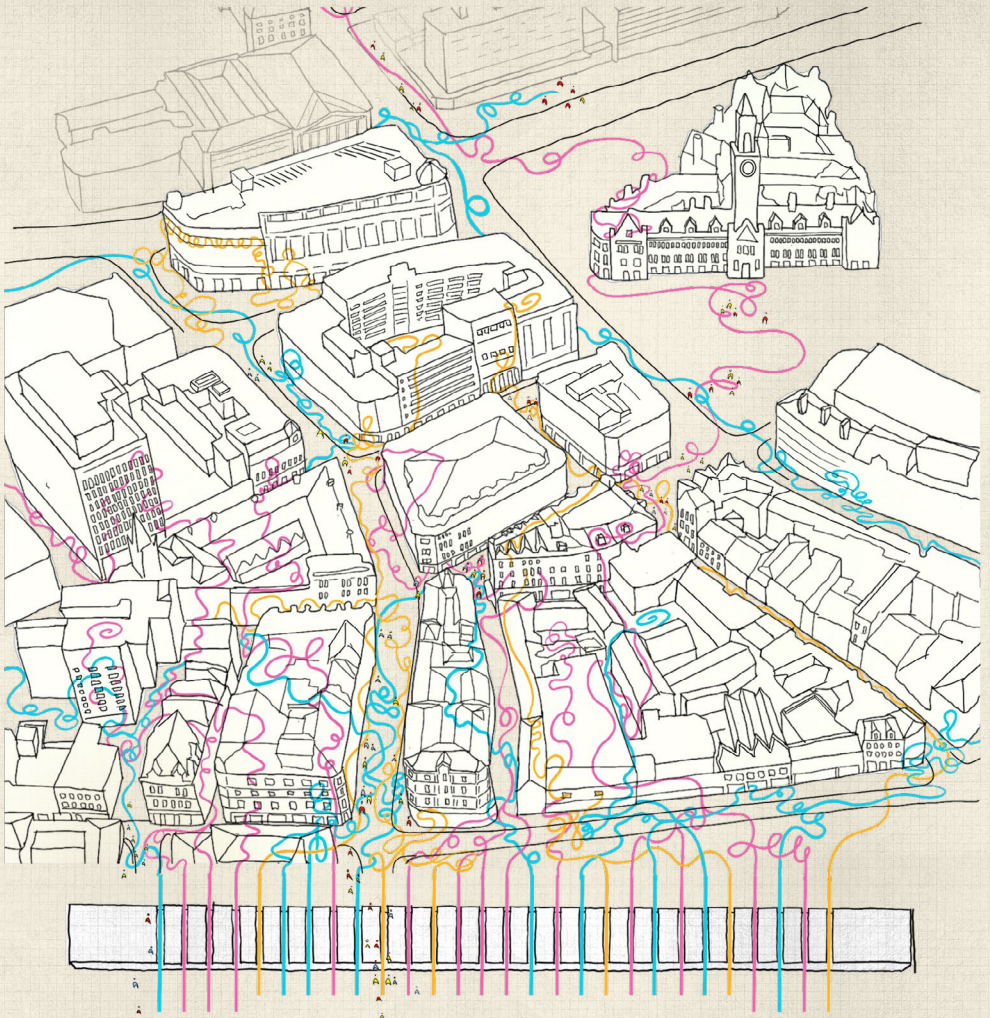


**MANCHESTER SCHOOL
OF ARCHITECTURE**

INTERWEAVING FUTURES BRADFORD 2025



Visit www.visitsa.ac.uk for more information



**MSA
LIVE 24**

Team

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Partners

We are proud to collaborate with Bradford Council. In working on a scheme dedicated to public realm improvement, we discussed Bradford's future with multiple teams from within the Council. We were eager to learn about and discuss the 10-year "Culture is Our Plan" cultural strategy and Bradford's City of Culture 2025.

Jade Ibegbuna, our collaborator, is Head of Cultural Partnerships at Bradford Council and a 'Bradford for Everyone' Ambassador. The 'Bradford for Everyone' programme, which is overseen by Bradford's Stronger Communities Team, aims to encourage participation in Bradfords' civic environment and to tackle issues such as lack of safety, social deprivation, alienation and unemployment. An enthusiastic supporter throughout, we would like to thank Jade and we all look forward to future discussion and presentation of our work.

In our role of interweaving and working in and amongst various ongoing and upcoming schemes, we also met with:

- Dr Saira Ali (Team Leader for Landscape, Design and Conservation at Bradford Council)
- Richard Middleton (Project Officer for the Townscape Heritage Scheme at Bradford Council)
- Jamie Saunders (Service Enabler at Bradford Council)
- Dan Bates (Executive Director, Bradford City of Culture 2025)
- Dr Colins Imoh (Assistant Professor at the School of Social Sciences, Bradford University)

Introduction

Interweaving Futures: Bradford 2025

Bradford is promising a change. In 2025, Bradford will be the 4th UK City of Culture, and with that...

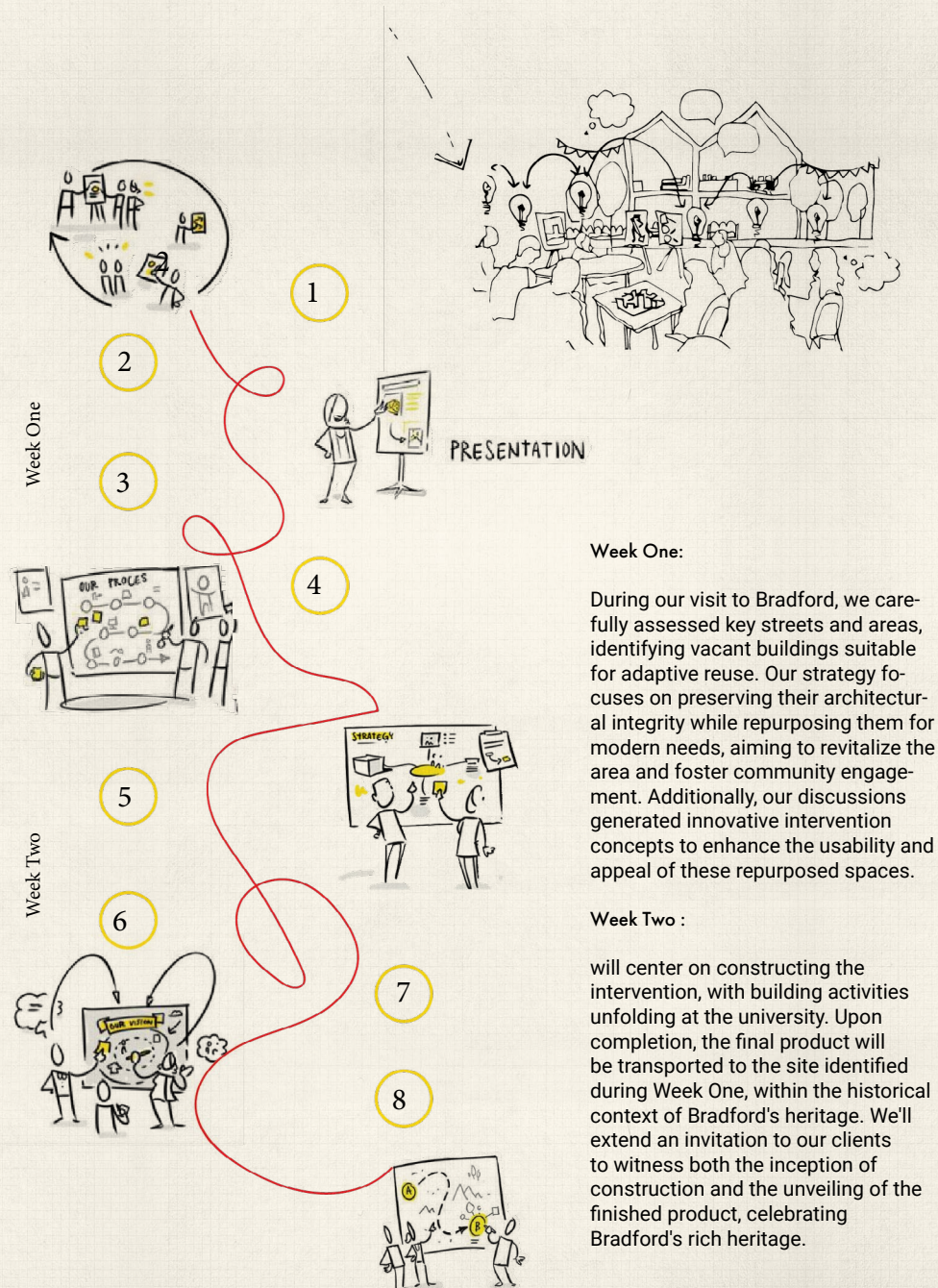
In aim of this, Bradford Council is collaborating with MSA to develop a holistic concept scheme for the improvement of the public realm across an area designed as the Heritage Action Zone.

We were tasked with animating the streetscape, which we understood to best involve interventions into the street itself and also providing new and inspired purposes to Bradford's buildings. New programmes which spilled out onto the street were a particular interest to us, such as outdoor cafes and performance venues.

We believe that for people to respond to and appreciate the architectural heritage of an area, they must first feel comfortable living and working there. Beyond that, we believe artistic endeavours, from craft design to music and performance, set to the backdrop of Bradford's excellent architectural heritage, will be a vital exercise in placemaking.

We will negotiate a balance between multiple real-life planned REDEVELOPMENT schemes at the heart of Bradford. We will have a more targeted approach: picking specific social causes and carefully selecting individual buildings to REGENERATE. Then, we will tie these interventions together by RENEWING the streets between them, creating an entwined masterplan. We will assess and address social deprivations in Bradford, from loss of businesses and empty buildings to homelessness, to RECAPTURE the fascinating, but underappreciated, architectural heritage of Bradford. Through master plans, heritage studies, landscaping, and artistic interventions we will produce a holistic scheme to RESTORE regions of Bradford City Centre.

ACTION PLAN



Week One:

During our visit to Bradford, we carefully assessed key streets and areas, identifying vacant buildings suitable for adaptive reuse. Our strategy focuses on preserving their architectural integrity while repurposing them for modern needs, aiming to revitalize the area and foster community engagement. Additionally, our discussions generated innovative intervention concepts to enhance the usability and appeal of these repurposed spaces.

Week Two :

will center on constructing the intervention, with building activities unfolding at the university. Upon completion, the final product will be transported to the site identified during Week One, within the historical context of Bradford's heritage. We'll extend an invitation to our clients to witness both the inception of construction and the unveiling of the finished product, celebrating Bradford's rich heritage.

VISITING THE SITE



We explored the city by walking along a route, taking notes and photos to get to know it



We observed the city's architecture and street life, capturing the essence of its



Jade from Bradford City council provided a brief update on our collaboration.



Richard Middleton, a townscape heritage project officer, led the younger students through an exploration of Bradford City's heritage.



Documenting our findings through sketches and interviews enriched our understanding of the site.

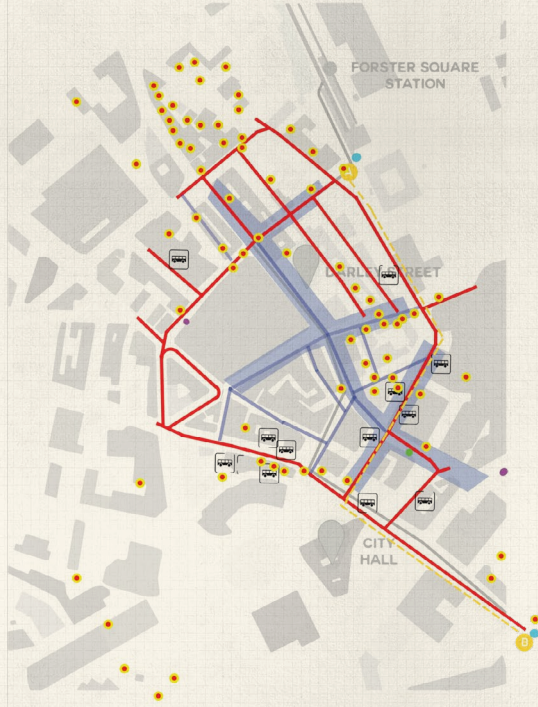


Sharing Knowledge regarding Bradford history and culture with students.

ANALYSING THE SITE

During our visit to Bradford, we conducted a thorough examination of key streets and zones, identifying vacant buildings suitable for adaptive reuse. Our approach to heritage preservation emphasizes maintaining the architectural integrity of these structures while repurposing them to serve modern functions. This strategy is designed to rejuvenate the area, harmonizing historical conservation with contemporary needs to foster community engagement and sustainable development. Additionally, our collaborative discussions yielded innovative intervention concepts aimed at enhancing the usability and appeal of these repurposed spaces.

This work allowed our group to produce a masterplan and axonometric drawings of our interventions, detailing our entire scheme at a range of perspectives and scales.



KIRKGATE STREET

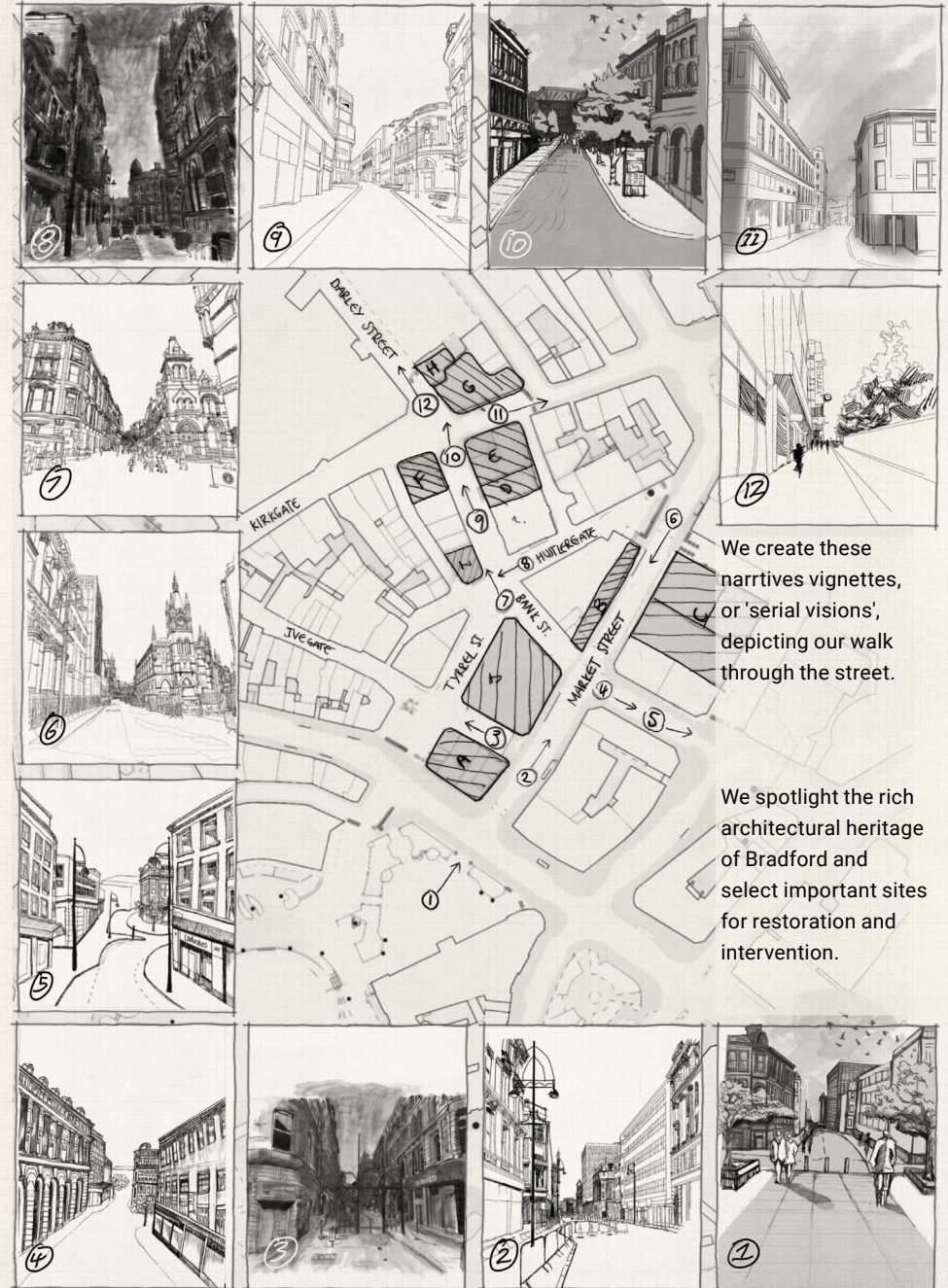


DIRLEY STREET TO BANK STREET



MARKET STREET

JOURNEY AND SELECTED BUILDINGS



We create these narrative vignettes, or 'serial visions', depicting our walk through the street.

We spotlight the rich architectural heritage of Bradford and select important sites for restoration and intervention.

INITIAL DISCUSSIONS AND HERITAGE STRATEGY



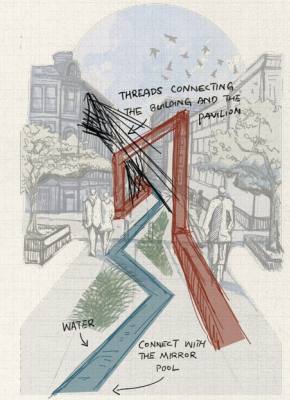
A colourful depiction of our three main drivers: Culture, Community and Heritage - all of equal importance.

STREET INTERVENTIONS

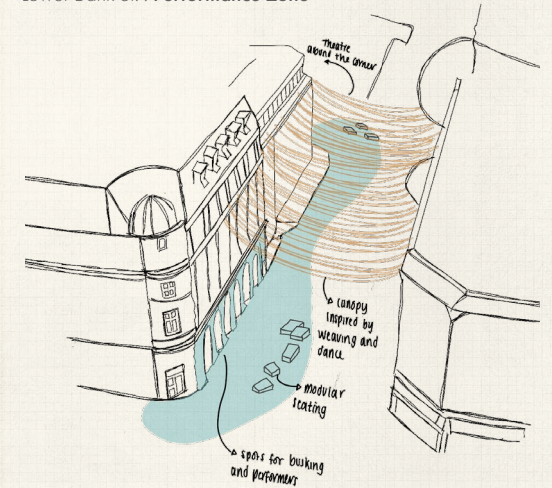
When planning this journey through the heart of the city, it's essential to consider the heritage by highlighting shared community memories. However, creating spaces that celebrate Bradford's rich culture while addressing the needs of the most underprivileged residents is crucial. This approach will activate the area and instill a sense of pride for residents towards the city.

We propose a series of installations and street interventions designed to catalyse future growth by activating the streets and attracting more people to the area. These designs consider the site's heritage while providing platforms for local artists, performers, and small businesses to thrive.

Market St. : Beginning of Journey



Lower Bank St. : Performance Zone



Kirkgate St. Day: Street furniture

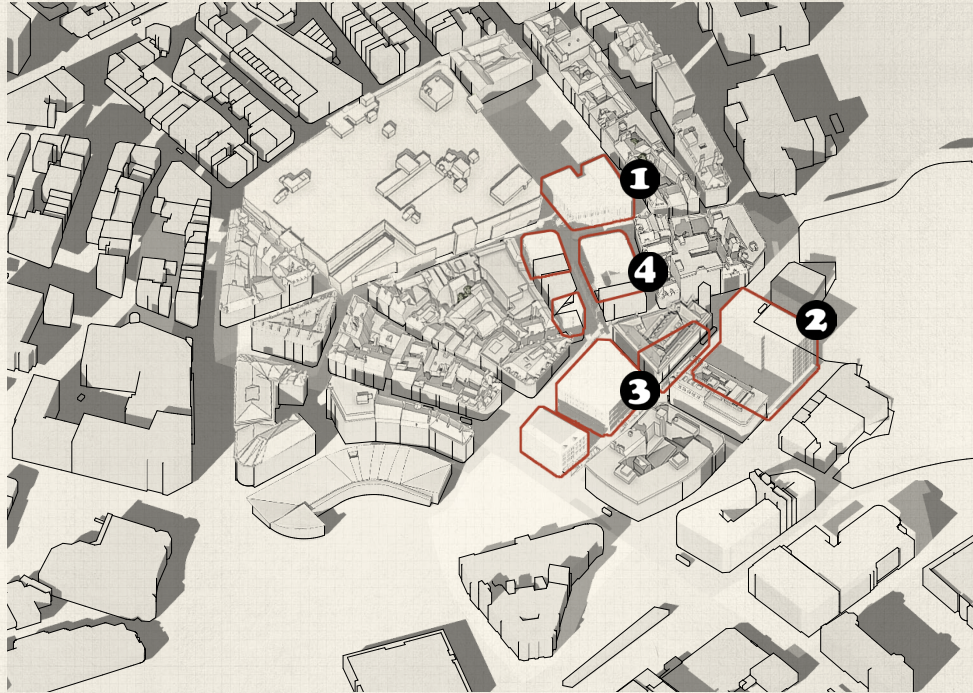


Kirkgate St. Night: Stage



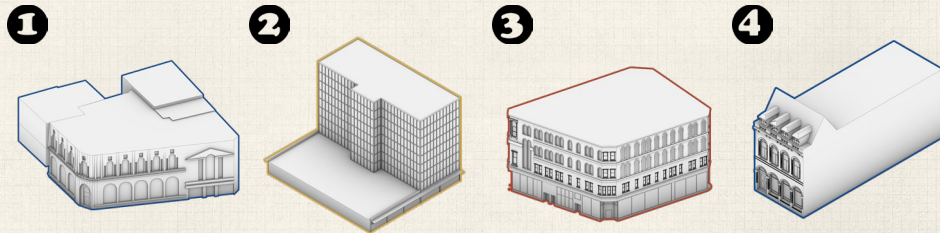
SITE MODEL AND SELEVTED BUILDINGS

step 1: Identify key buildings



During our exploration of the Bradford Heritage Zone, we observed numerous buildings adorned with rich historical architectural details that were underutilized, possessing many unused floors. This situation prompted a sense of regret for these structures and led us to consider more deeply the potential functions they could serve. As a result, we selected this type of building as a focal point for our renovation efforts. Furthermore, during our on-site tours, Richard provided detailed insights into the historical background behind these buildings, which sparked our inspiration on how to further harness their historical value. Consequently, based on this foundation, we also chose some buildings for our project.

step 2: Make digital models



The second step involved modeling the selected buildings. We created digital models of the chosen key buildings. This process not only allowed us to gain a deeper understanding of the buildings during the model construction but also provided a valuable reference for our subsequent research and discussions.

ADAPTIVE-REUSE PROGRAMME STRATEGY

The purpose of the Building Programme strategy is to revitalize the city center by bringing people back through a mix of uses tailored to Bradford's demographic, which is predominantly university students. This approach includes the provision of additional recreational buildings to support future residential projects in the area. Additionally, considering the prevalent issue of homelessness in the locality, our design also incorporates solutions aimed at alleviating this problem to some extent.

Homeless Support Facilities

Support Vulnerable Groups: Charity bookstores, charity clothing shops, and shelters to help address homelessness.
Enhance Social Responsibility: Community projects increase residents' sense of social responsibility and community involvement.

Cultural Center

Promote Education: Provide opportunities for university students and young people to engage with art and culture, supporting holistic education.
Inspire Creativity: Cultural activities like art exhibitions and performances can inspire creativity and enrich the cultural life of the community.

Commercial Functions

Drive Consumption: Attract more consumers to shop in the city center, boosting commercial prosperity and increasing city revenue.
Social Spaces: Provide places for people to socialize and relax, enhancing the city's social atmosphere.

Cultural Center

Attract Young Population: Meet the leisure needs of university students and young people, drawing them back to the city center and increasing foot traffic

Enrich Entertainment Life: Facilities like bowling alleys, karaoke, and bars enrich the entertainment options for residents and visitors.



PROPOSED MASTERPLAN



- Walking and Cycling Improvements
- Darley Street Market
- City Village Regeneration Scheme
- Townscape Heritage Scheme

Implementation:

We hope, ultimately, our work here will spark discussion for our collaborator(s) in Bradford City Council. On the last day of this project, we presented our work to our main collaborator, Jade Ibegbuna, who affirmed our choices as a holistic and carefully considered scheme with a strong focus, which we were delighted to hear. She also made sure to remind us that concept schemes such as this can make a real difference, so we hope to get the word out! With strategies such as this, we believe that multiple interventions brought together in an 'urban acupuncture' scheme is best suited to address multiple issues.

PROPOSED SERIAL VISIONS



1 Market St.

The journey begins through framed street furniture with a linear water feature originating from the mirror pool.



2 Bank St.

Activating the urban interface of the buildings with commercial uses.



3 Lower Bank St.

Linking to the nearby theatre, this will provide a performance space on the street.



4 Market St. via Exchange Building

-Providing a stage and seating area to proposed Busking site by the council.



6 Upper Bank St.

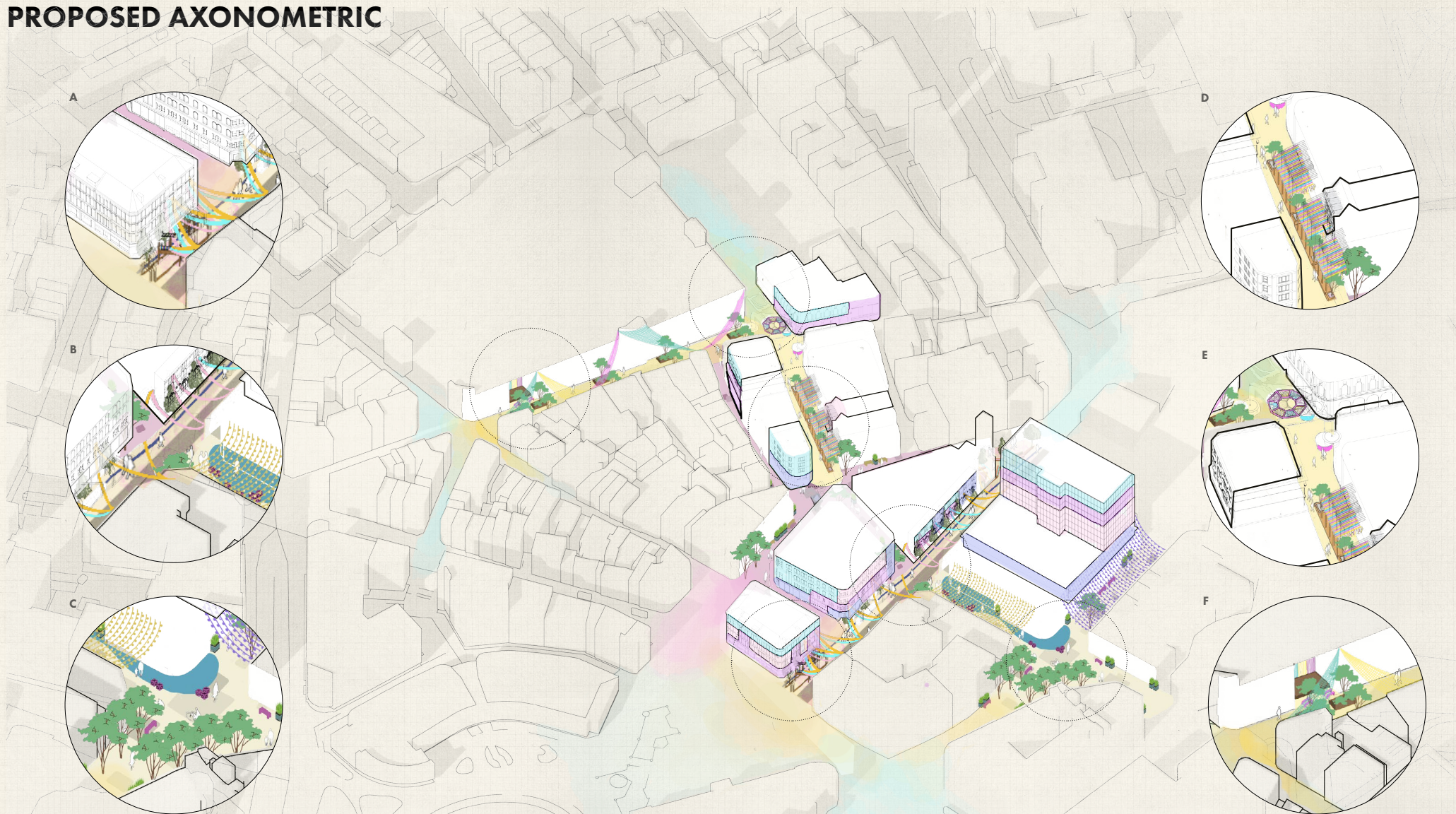
Building re-use into a community art gallery which branches out into the street for locals to exhibit their work.



6 Darley St. Intersection.

Proposed pop up stalls for locals with an ornamental canopy mimicking Victorian Kirkgate Market

PROPOSED AXONOMETRIC



KEY

- Cultural Uses:**
- Creative co-working spaces
 - Community Art Gallery
 - Music studios
 - Maker Spaces

- Commercial Uses**
- Pub
 - Bowling
 - Karaoke
 - Cafes

- Community Uses:**
- Youth Centre
 - Shelter for rough sleepers
 - Soup Kitchen
 - Affordable housing
 - Affordable co-working spaces
 - Book shops supporting charity functions
 - Vintage shops supporting charity functions

Reflection on our process:

Given the time constraints of 9 weekdays to work on all outputs shown here, we are very happy with our production. Group cohesion and collaboration amongst the BA students grew hugely and they were actively willing to discuss and present work by the final day. We hope to have contributed to this enthusiasm by allowing students to work on their preferred tasks or to give them the opportunity to learn new skills. We started the week with an open mind, intentionally, to allow students the maximum freedom of design and engagement, although we believe in retrospect that our first week could have been more output-led and focused. With a broad remit for completing the brief, with a range of solutions to explore, we were able to narrow down our focus through group discussion and delegating work, so that by the second week we were confident in our design approach.

Future:

We are delighted to be exhibiting this project's outputs at an upcoming conference in Leeds. We welcome involvement from XXXX and have attempted to present our vision in a way that is legible and approaching professional quality. We are especially proud of our younger BA students, who approached this task headlong and are enthusiastic to display their work in Leeds.

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:

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BLOG

live.msa.ac.uk/2024

SOCIAL

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