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Margate Experience Design By Yifei WU

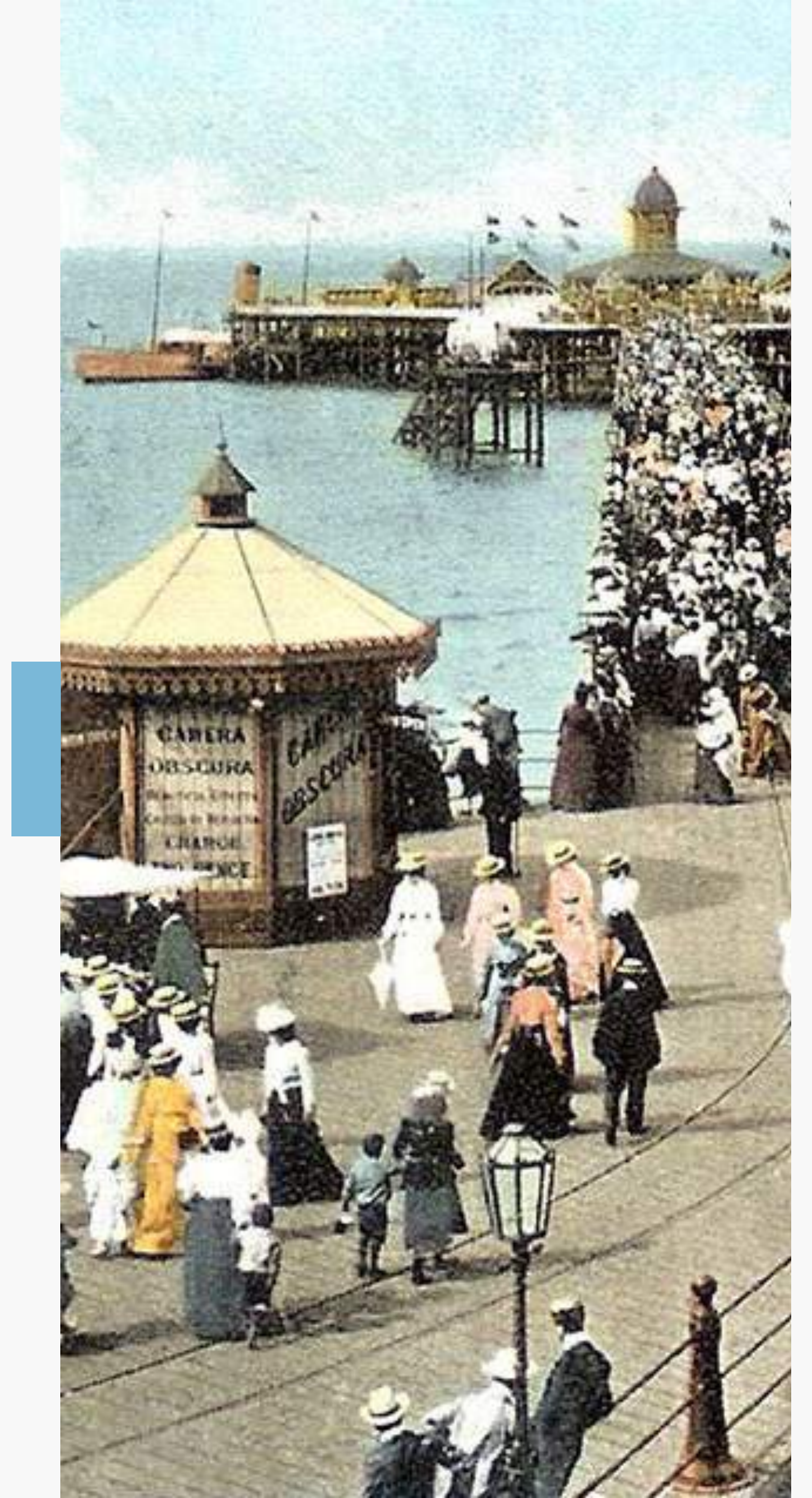
SPACE

This unit focuses on the application and consolidation of your skills / understanding of the Design Process introduced in Unit 2. It gives you the opportunity to push your work's creative potential further within the specific Context of Margate. Margate is a quintessential 'English' seaside resort at a critical point in its history.

// Experience Design Refresh Visitors on Margate's Pier

It is currently attempting to reclaim 'former glories' through an energetic regeneration program. Design and strategic thinking is key to changing public perception of Margate – and you will be asked to consider possible Social Initiatives or Design Interventions that Margate could undertake to help achieve this.

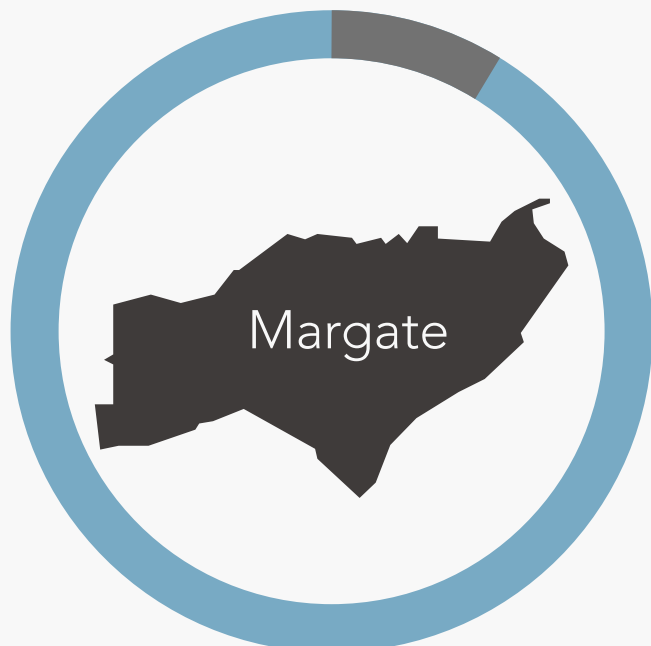
INT. ROD. UCTI. ON.



VI. SI. TER. S.

User Analysis

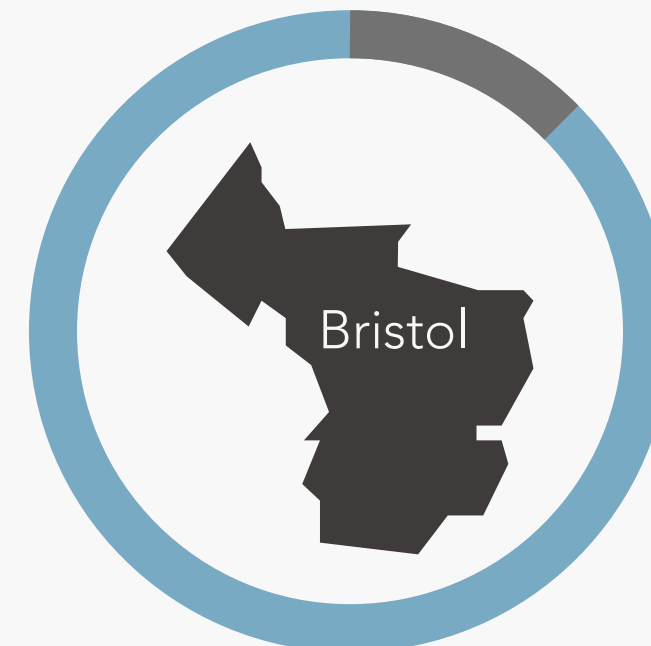
Who is my main audience and how are they?



Aim City



Big City



Similar Peir City

Question list & Answers Get from Margate Trip

who is my audience

---uk residents--- most of them are Londoner

how old are they, family or single travelers

---Both

what'd their budget for this travel

---No statistic...

How long will they stay here?

---usually one day

What's their aim of this travel?

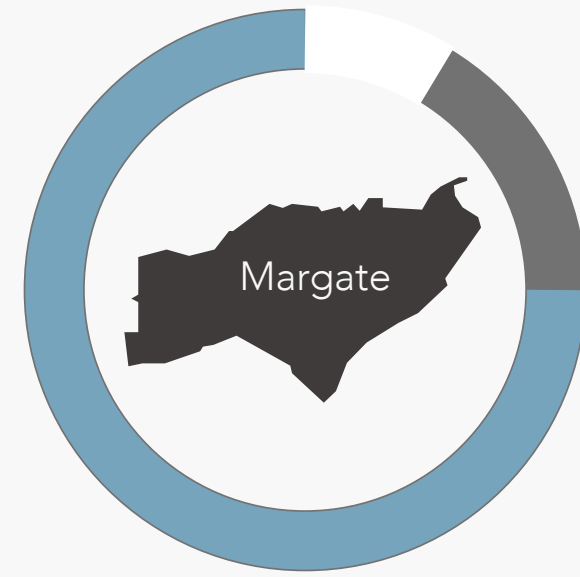
---Relax. Turner Contemporary & Sandy beach and sea.

■ United Kingdom

■ International tourists

Almost all the visitors in Margate is from United Kingdom, but not international visitors.

Statistic Source: Trip Advisors & Air b&b



■ Visitors from Other Place in UK

■ Londoners

Statistic Source:
Interviews + Trip Advisors & Air b&b



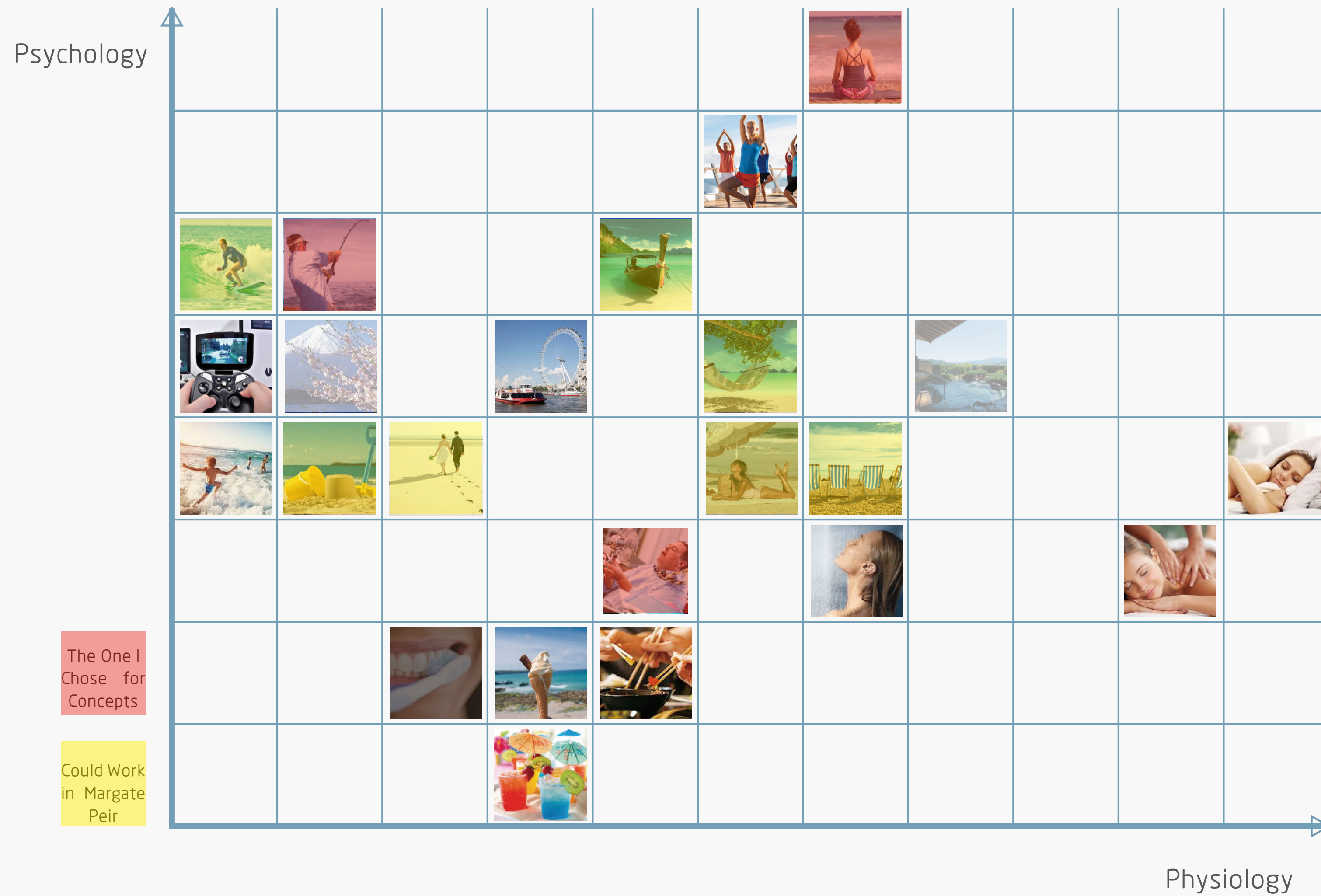
What kind of travel do they want?

//Experience something different from London Life.
Like slow, nature, vintage, easygoing and mental factors.



How is Londoners?

Busy
Stressful
Material
Morden



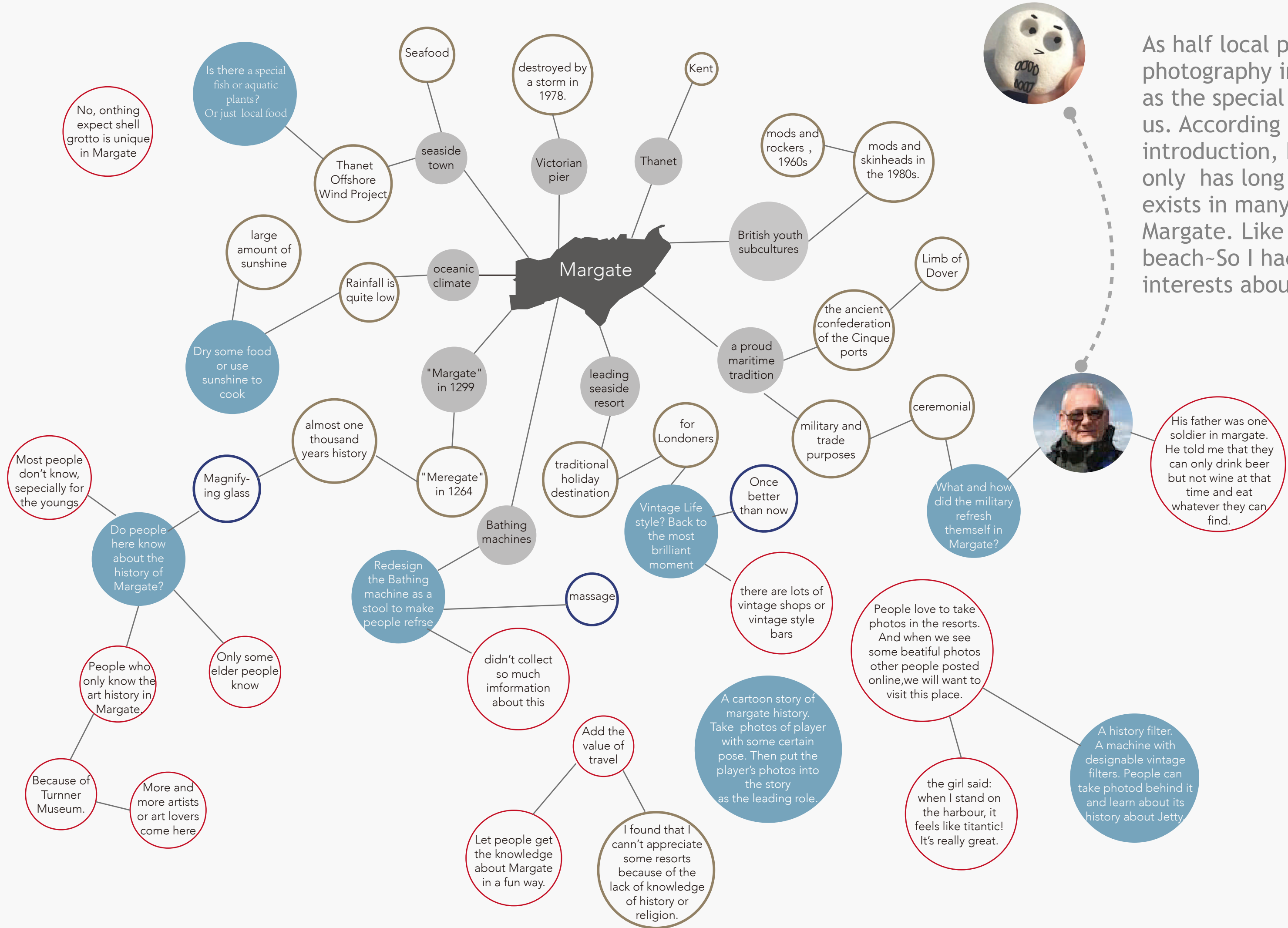
RE.

F.

RE.

SHE.

Brief Analysis



As half local people, this photography introduced chalk as the special Margate thing to us. According to his introduction, I found chalk not only has long history but also exists in many special area of Margate. Like under the sandy beach-So I had strong interests about it.

MAR. G. ATE.

Brief Analysis

Questions and Secondary Research in week 1
+
Answers and some Ideas get from Margate Trip in week 2

WHY. MARGATE . BE . POPULAR.

Past

The Brockelbanks' paddle steamer Eagle provided a service between London and Margate. By 1822, the Margate SP Co. alone carried over 27,000 passengers to and from Margate and competition was brisk.

Royal bath hospital and it is the earliest implementation of open-air treatment was a drawing point for visitors. Among an array of famous patients in the hospital, was the revolutionary socialist, Karl Marx.

Now

It's becoming a hipster destination that it is being used as the venue for a music festival called as The Sea later

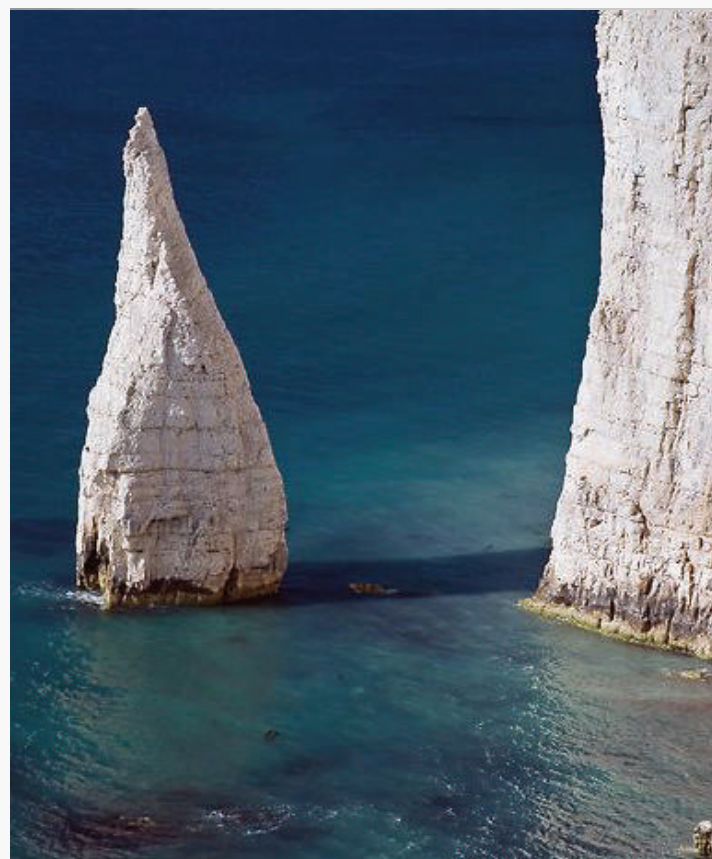
The new high-speed rail link to London, which means Kings Cross can be reached in under an hour and a half, has made it a magnet for young, trendy Londoners looking to get on the housing market but unable to afford sky-high prices in the capital.

Future(Trend)

Margate has become so trendy that a satire [website](#) called the Daily Margz dedicates daily posts to the new influx of avocado-on-toast-loving hipsters.

More and more [media](#) folk and arty types are choosing the town as their home, renovating some of the four-storey dilapidated town houses

Pier Point: Close to the center ocean



Margate Element: Chalk



Refresh Element:
Sea/Nature + Quite

Initial Direction

I found a phenomenon that the number of people on the beach is much more than the one on the pier. Because they love the sandy beach and seawater. So I looked for the advantage of the pier, I found pier is much closer to the deep sea/ sea center than the beach. It is more quiet and close to the sea. If visitors could go down to the sea from the pier and enjoy the seascape from a new view, they must feel very refreshing. So I want to designs some thing under the pier, which means it's close to the sea surface.

Relations Worldwide



S.
KE.
T.
CH.



**PRO.
TO.
TY.
PE.**

Place produces lots of Chalk

Place has some Chalk Caves



Further Research about Chalk

After some further research, I found lots of other seaside city has “chalk” as well. It is not a sign of Margate, but a sign of U.K. Even the chalk cave is not only existed in Margate.



// 200 years history + Super strong passion from the locals.

Margate Caves' Special Feature



Their Chalk Cave even has its own website, posters, handouts and campaign!

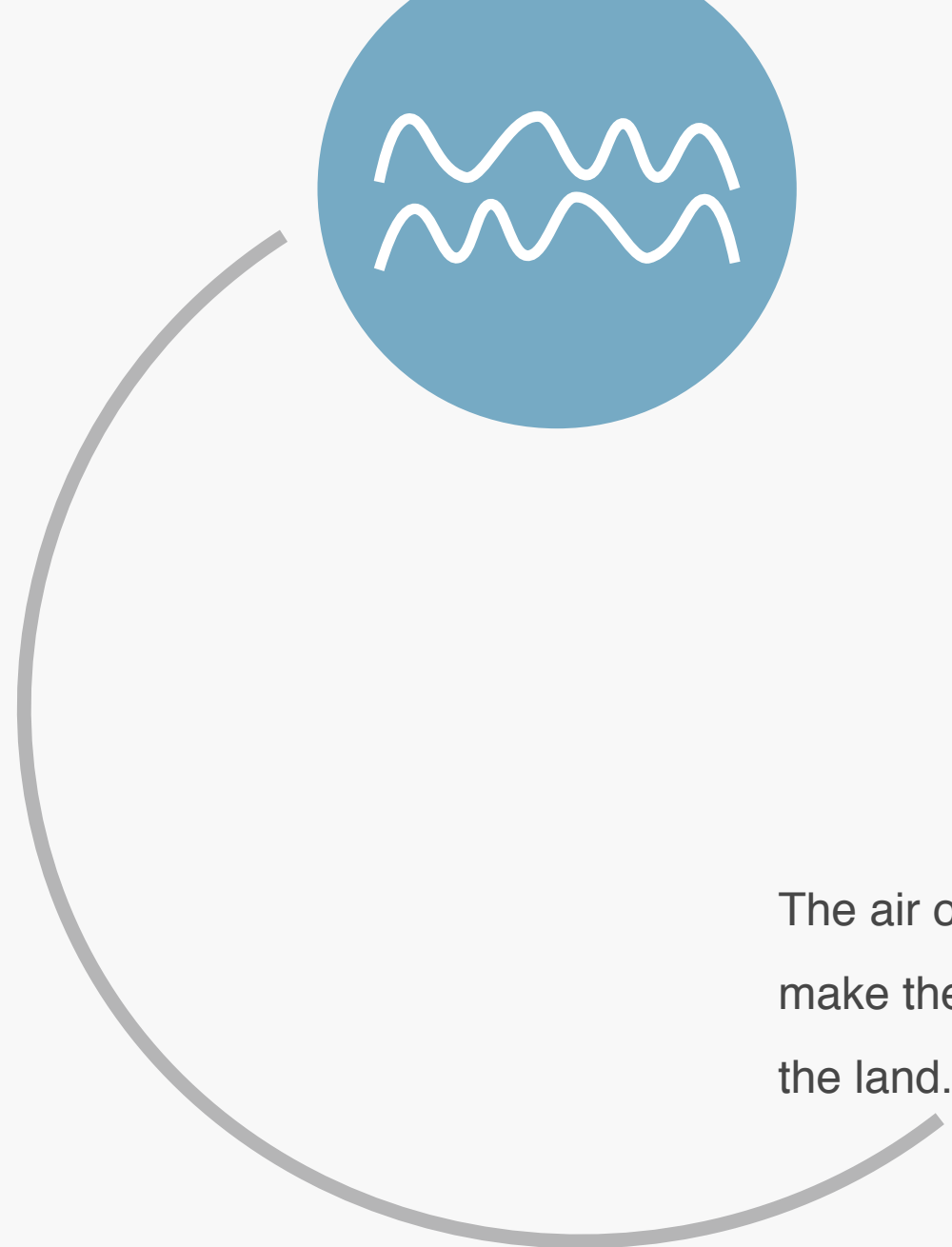
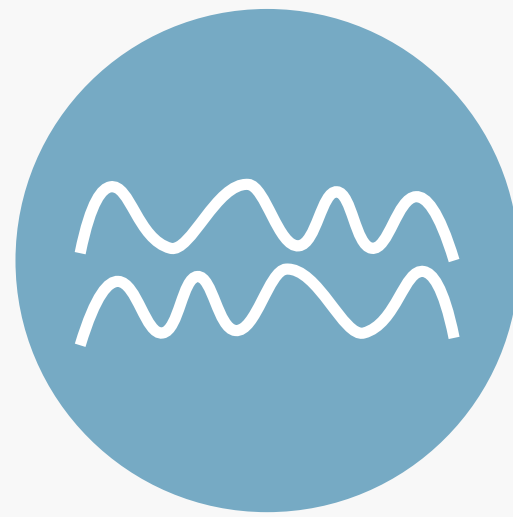


The cave is being repaired now and it will open to the public next year.

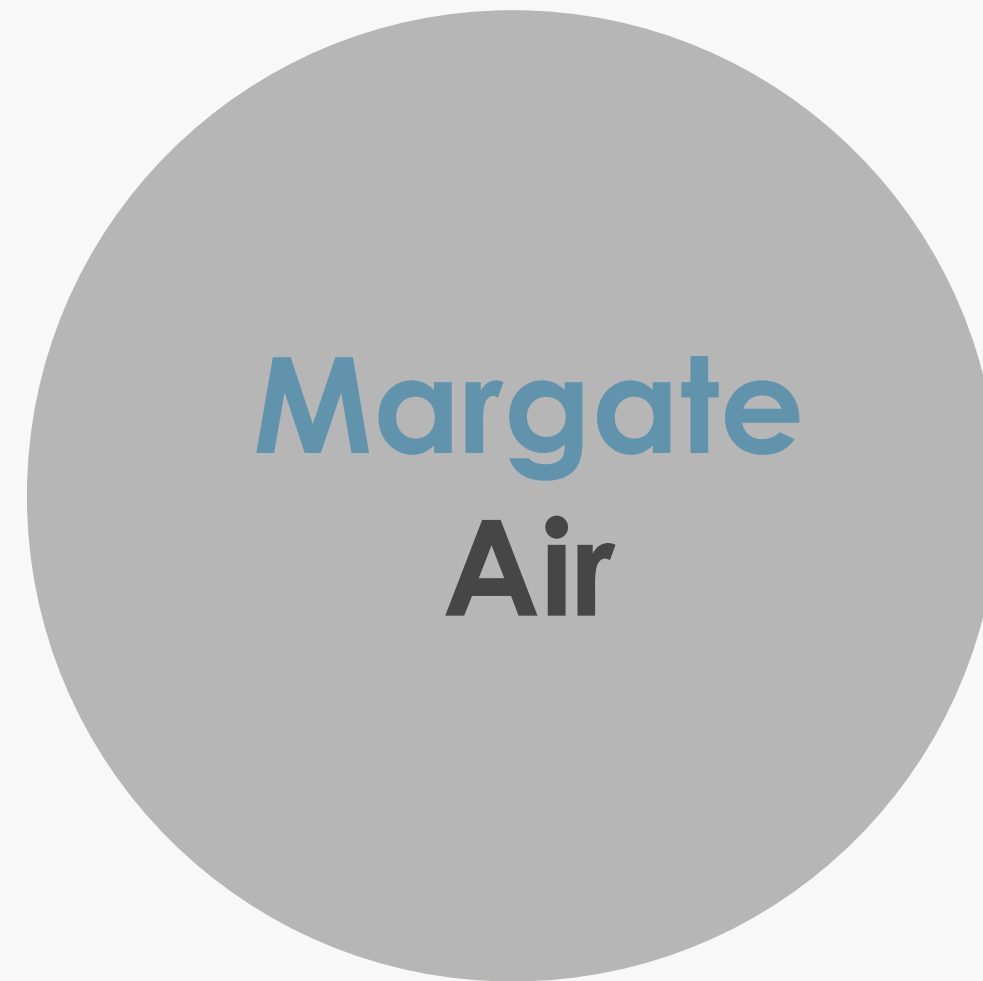
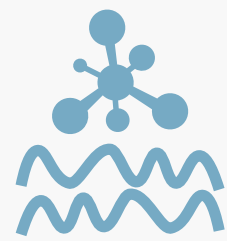




Inspired by another key element of this direction, under pier & close to the sea center,



The air on the sea is rich in negative ions that make the air more healthy than the one on the land.



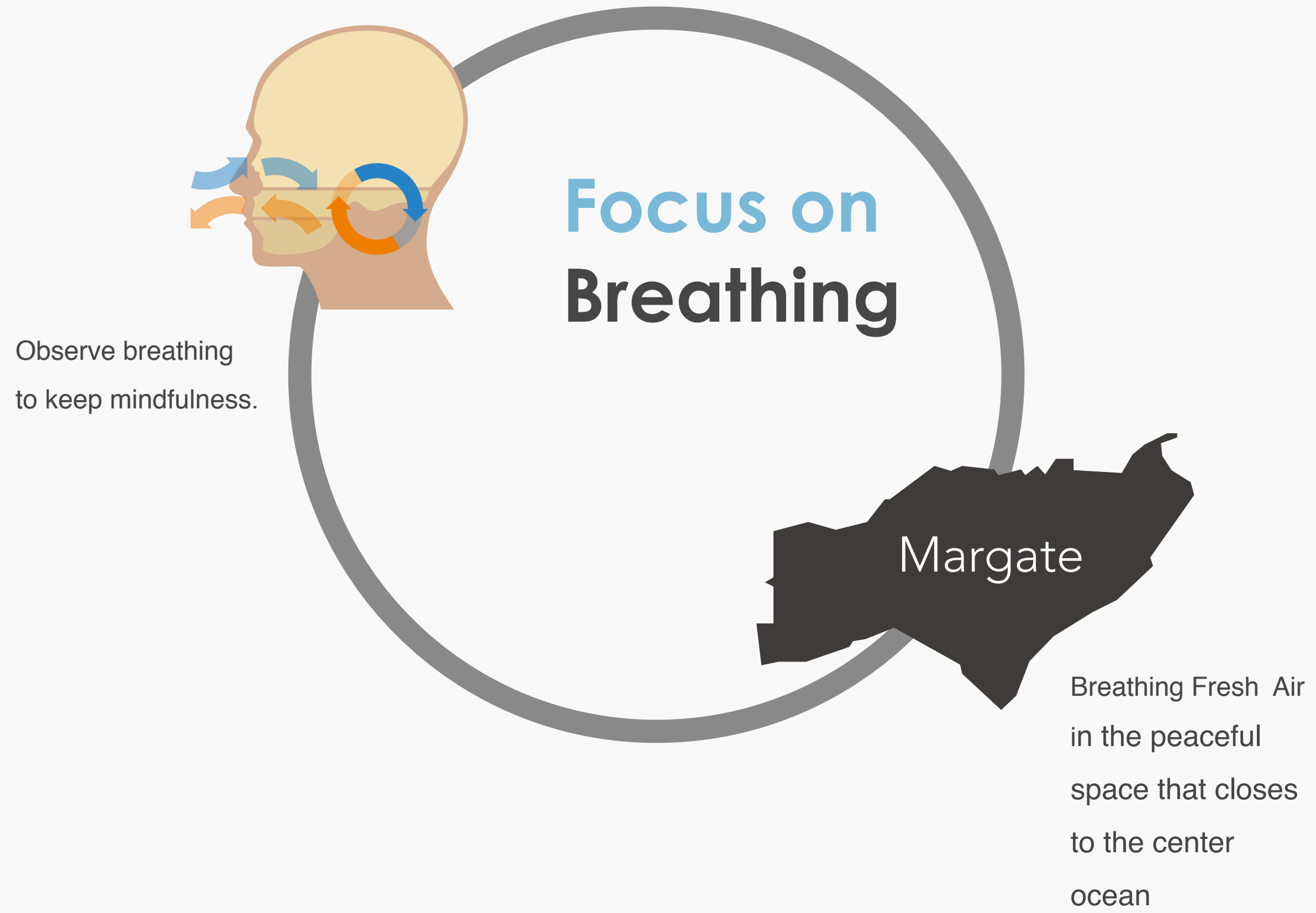
Margate
Air



Margate once had royal bath hospital and it is the earliest implementation of open-air treatment, which made Margate a health-conscious culture.



The curator of Margate Museum told me that one hundred years ago when the jetty was still there, someone came to Pier to rent a room in order to breathe the air in the sea.



Meditation Margate

— The Best Choice for Refresh

Meditation is known as the most advanced way to rest. True meditation can refresh people's body and mind in just a few minutes. One of the most popular ways of meditation is to observe breathing.

Meditating with breathing [Margate's Air](#) in the peaceful space close to the center ocean must be perfect!



AD. VAN. TA. GES.

For the Clients Londoners



Need

In today's crazy, busy world, we're constantly moving from one thing to the next. Especially for Londoners, very rarely, if ever, slow down to breathe let alone process how we're filling our days.



Trend

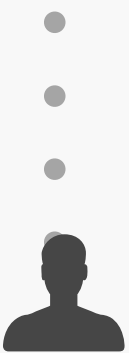
It is a trending that people have begun trying to figure out how to slow down and pay more attention to their mental health. Picking up the practice of meditation is an effective and popular way to do this.



Sustainability

Meditation is a activity that should be practice everyday to refresh your soul and body daily. So this activity could be a [persistent connection between visitors and Margate](#). It offers more possibilities for visitors come back Margate again and again.





Space for Meditation

Primary Research



Picture Communication

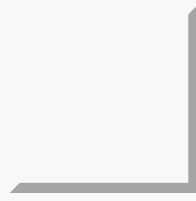
After some secondary research about the meditation, I have further cognition about meditation. But I was afraid that I may have misunderstand about the environment design with merely literary information.

So I chose some pictures that the I think my design might look like. Then I interviewed 12 Londoners who has meditation experience. I asked them to choose their favorite meditation environment. I arranged the [outcome in to the size of picture order](#).

Gumpha House
A meditation cave in Indian

Existed Products Analysis

Every house is different. Built by native craftsmen using local materials, interiors embody Cycladic style, with its organic forms and smooth surfaces. Whitewashed rooms are naturally cooled by sculpted stone walls and vaulted, skylit ceilings.



CON. CLUE. AT. ION.

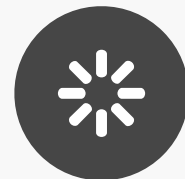
Space for Better Meditation

According to the previous research, I concluded the [features of an ideal meditation space](#) in three aspects: Material, Light, Style



Nature & Primitive

Primitive and Nature interior helps the individual reconnect with their essence as human beings, and with their inner peace.



Soft & Dim

Soft and Dim light gives user the feeling of safety, which is helpful for them to focus on the meditation.



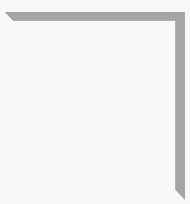
Matt & Warm

Matte material with warmish color relax people in the visual experience.





**INTE.
RI.
OR.
STYLE.**



Casa Milà



Me in Gull Park



Casa Batllo



Display Case of Inspiration



Gaudi's Definition of Nature



Nature & Primitive

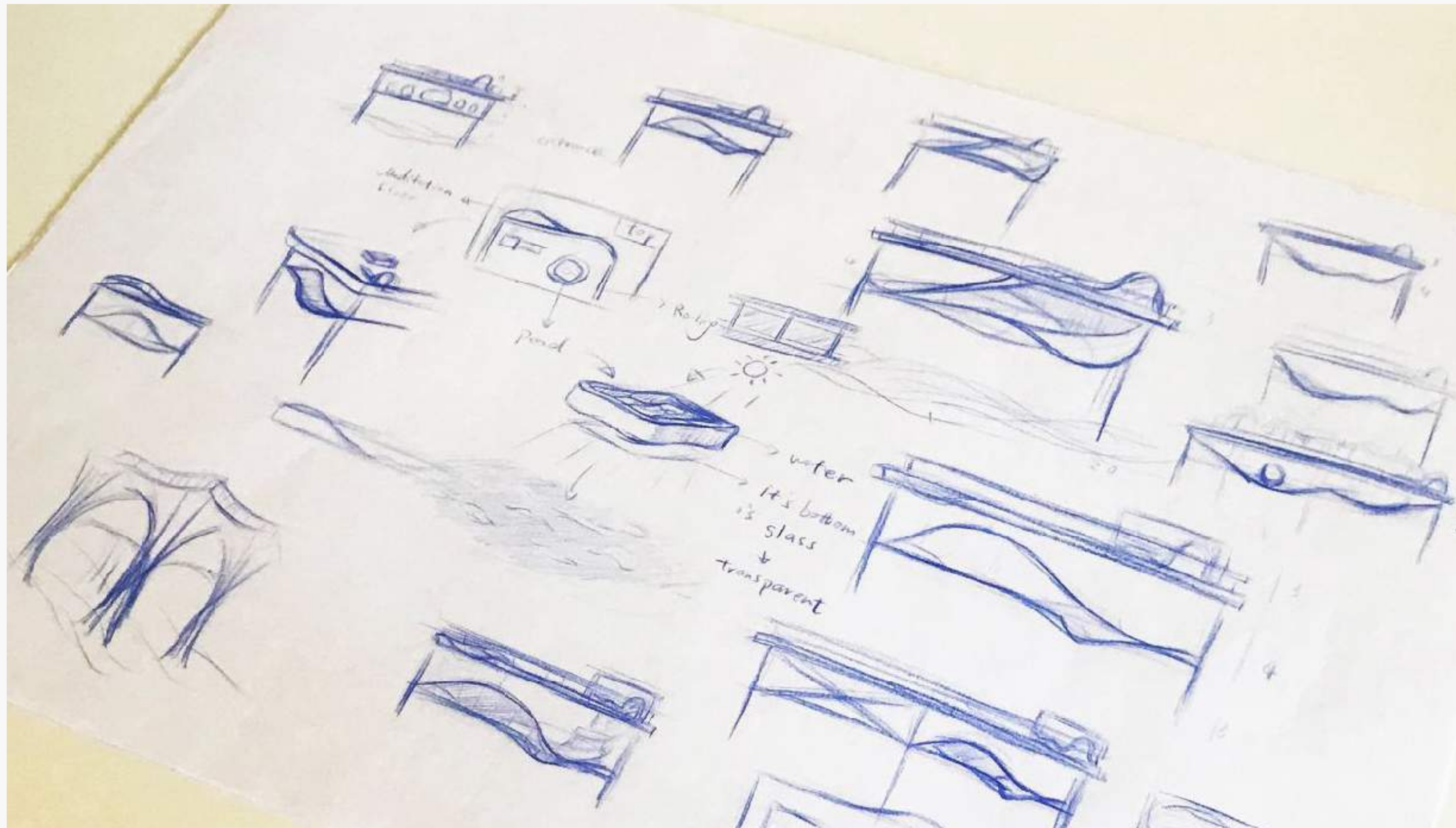
Talking about "Nature", I think of the master architect ---Gaudí's work.
 I visited Barcelona this Easter Holiday. The most impressive thing must be he's architecture works.
 I think learning from his works will be helpful for make the space be of more nature.

After visiting his works and exhibition, I think a key principle of his work is :
 "Every thing inspired by the nature."

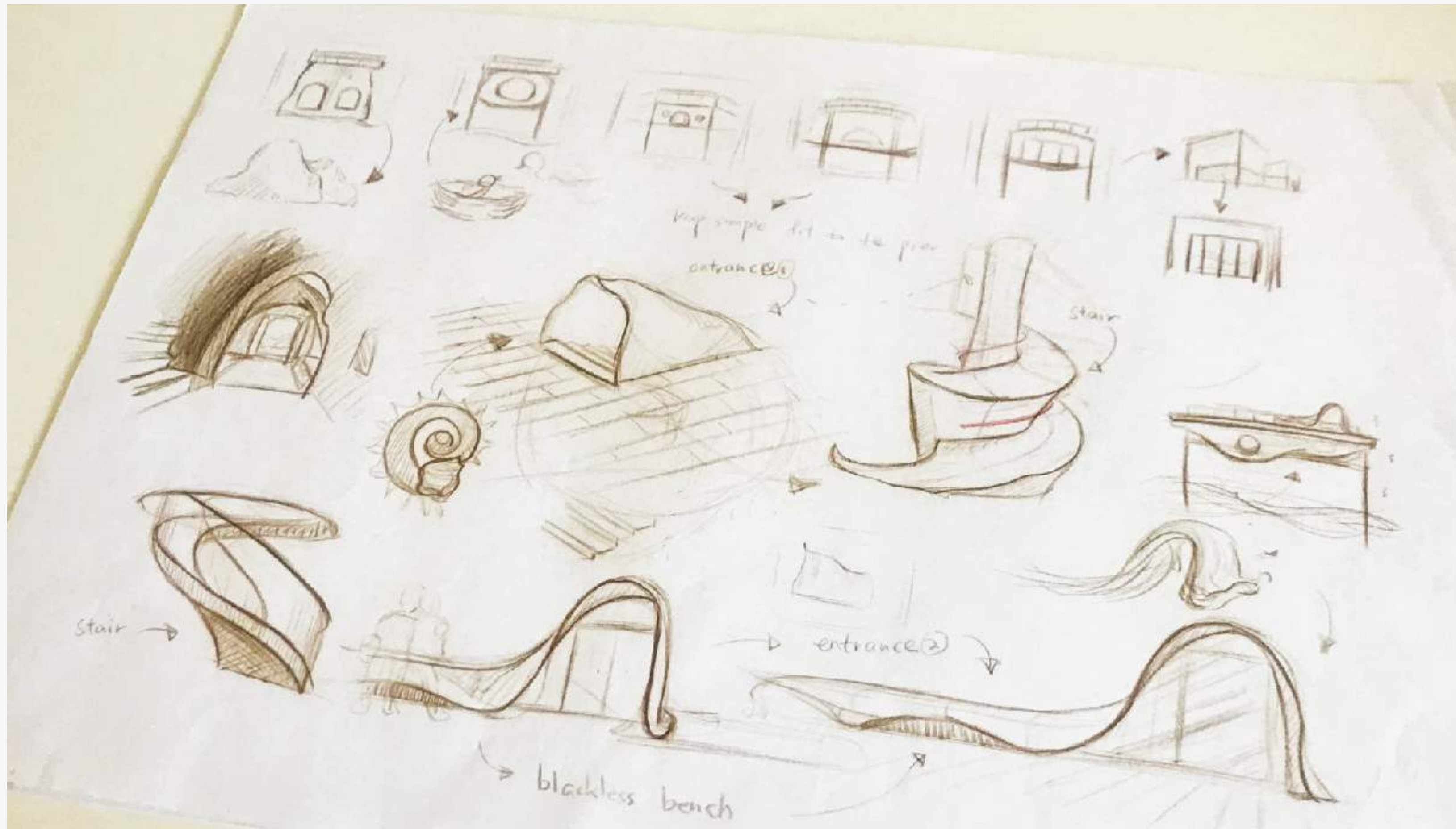


Research of Typical Nature things in Margate

Relations Worldwide



S.
KE.
T.
CH.



S.
KE.
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CH.

on the pier



Space Inside



outside



outside

PRO.
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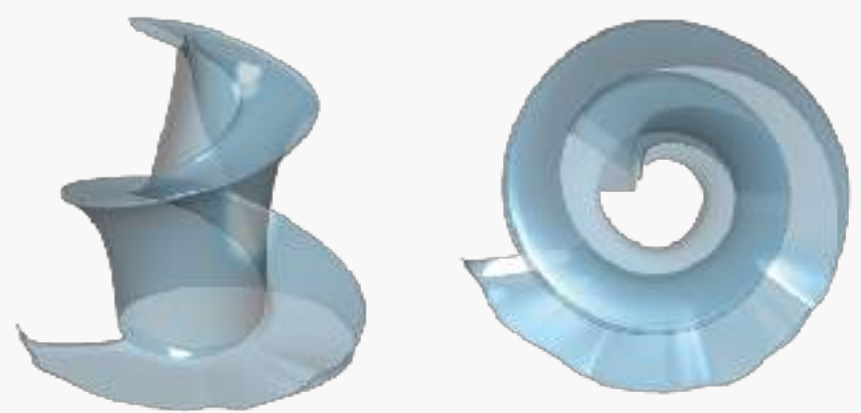
Facade of The Reception



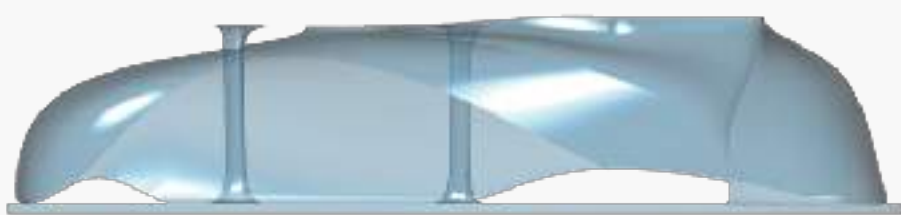
Facade of The Space



Spiral Staircase

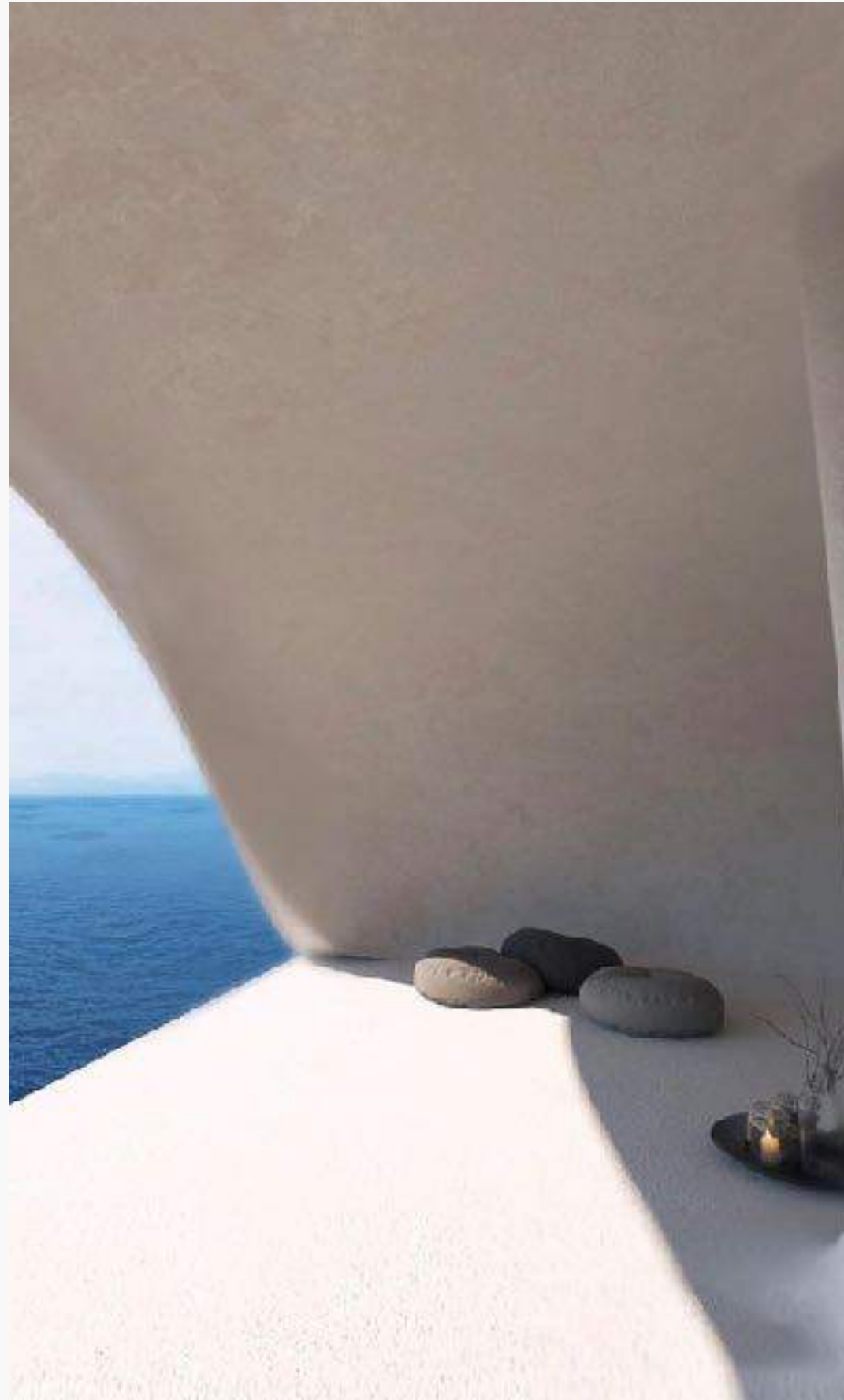


Interior of the Space



Nature & Primitive

VI. SUAL. LANG. UAGE.

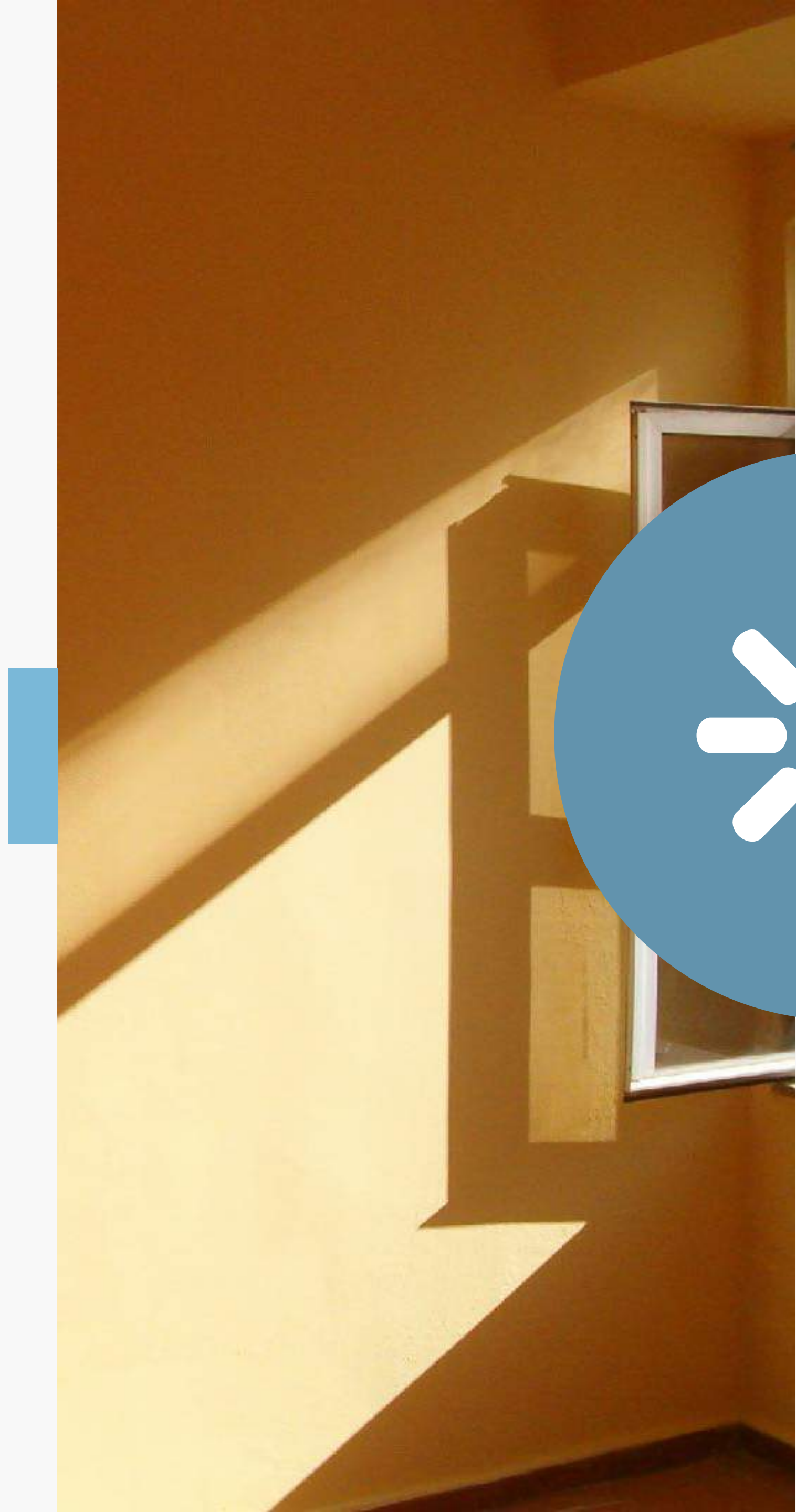


3d Max Rendering

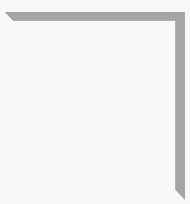
Primitive architecture — with stone walls and minimal design lines **helps** the individual **reconnect** with their essence as human beings, and with their **inner peace**.

To be a space that let people meditate better. Then refresh their soul and body better.

Design Principle



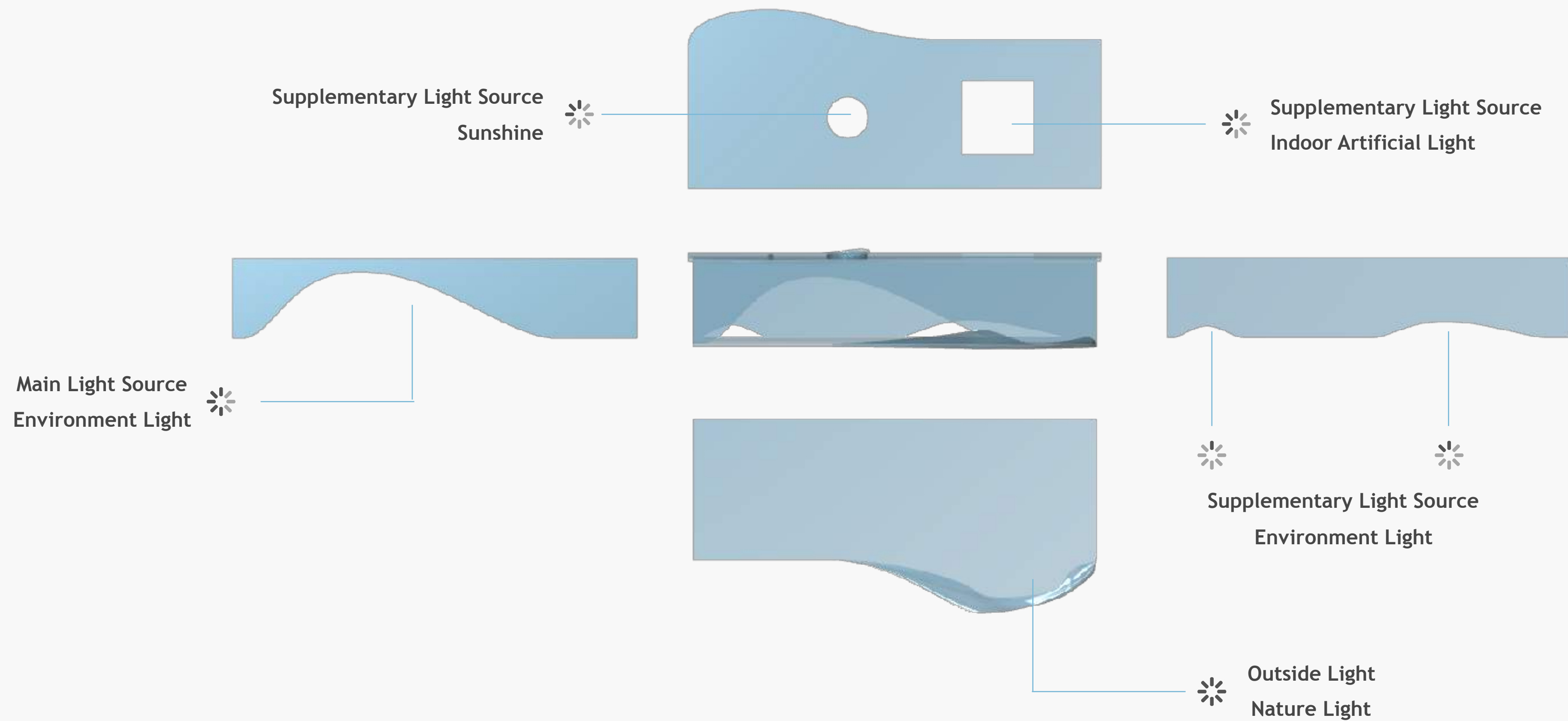
LI.
GHT.
&
MOOD.





LIGHT ARRANGEMENT

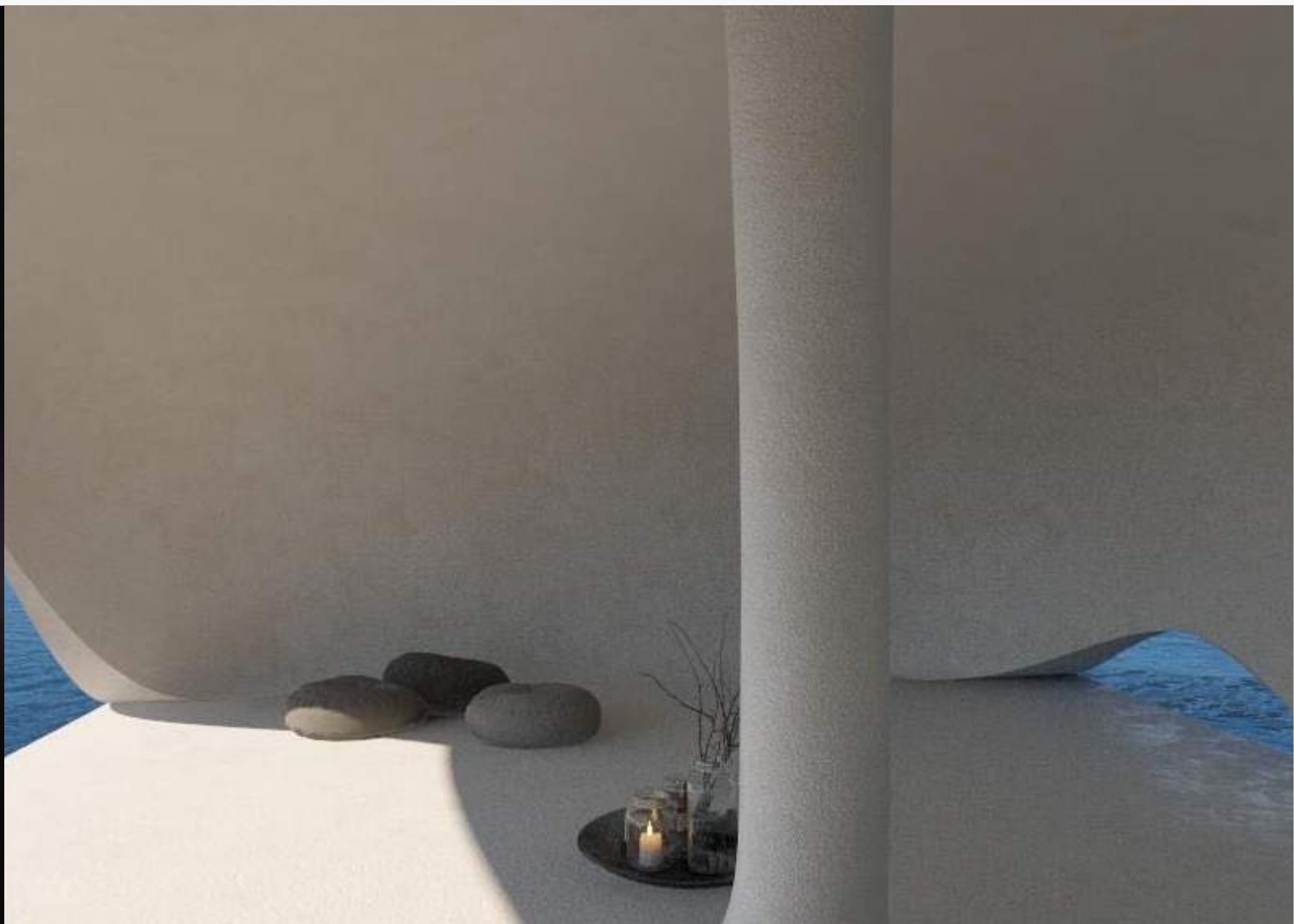
Someones prefer darkish room, someones like natural outside light.
So I designed it with both inside and outside aera.





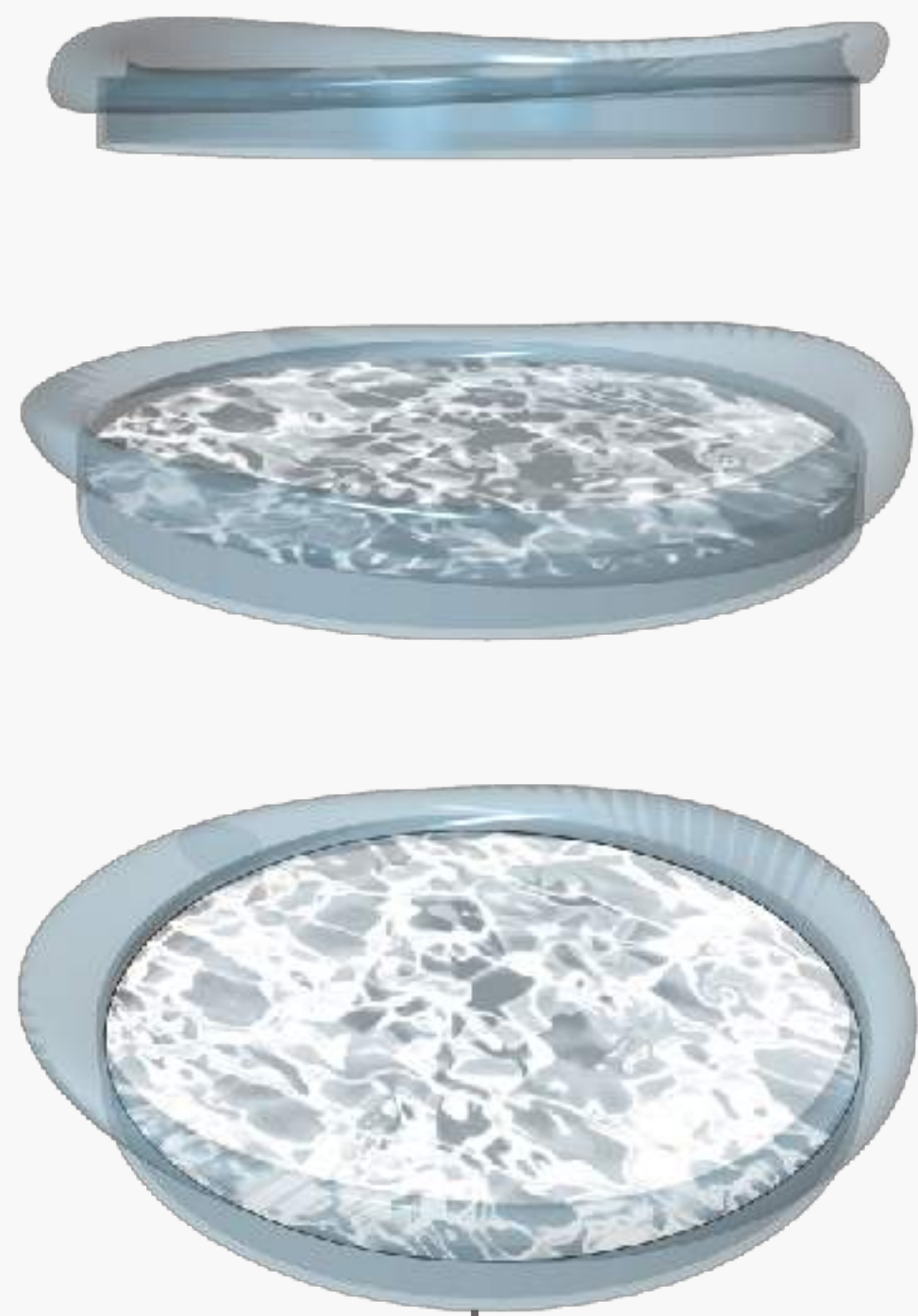
LIGHT

•
DETAILS



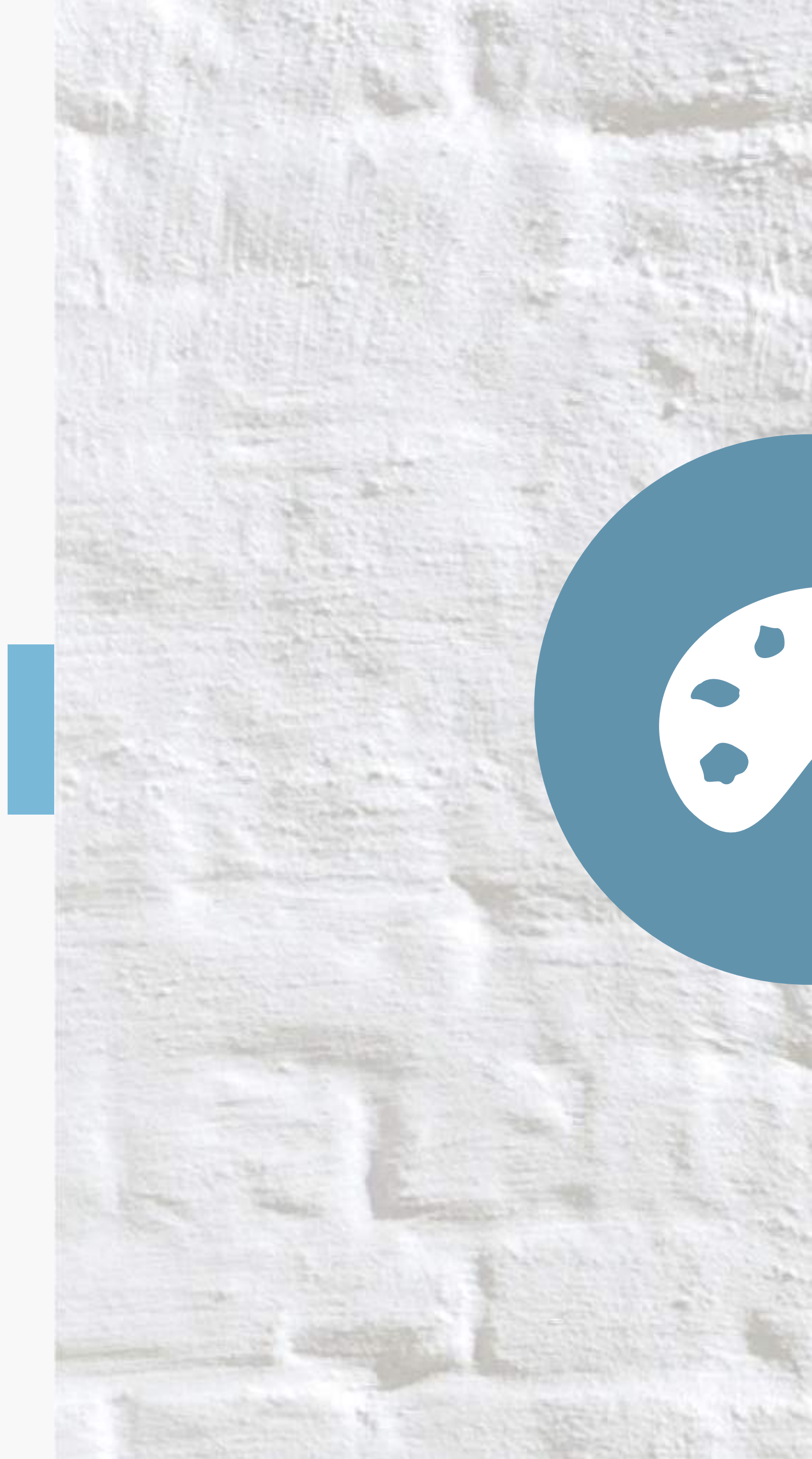
LIGHT

• DETAILS

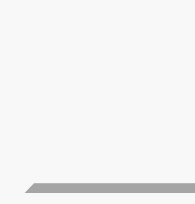


The ripple of the water in the glass jar will be projected on the floor.





**MATE.
RIAL.
&
CO.
LOR.**



I chose “Lime powder” for all the space. Not only because it made with “Chalk” that is relative to Margate Chalk Caves but also because it’s great effect fits to all the requirements of meditation space design.

Lime Powder

• Chalk •



Water Proof

Let indoor paint achieve a lasting, safe and elegant effect



Contain Chalk

Make the effect be similar to Margate’s Chalk Cave



Color Flexibility

Its color can be adjusted in various possibilities.



Rough Textile

Enhance the feeling of primitive and nature

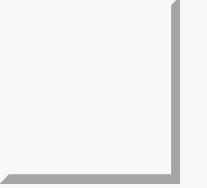


Tough Texture

Be more durable in this special environment

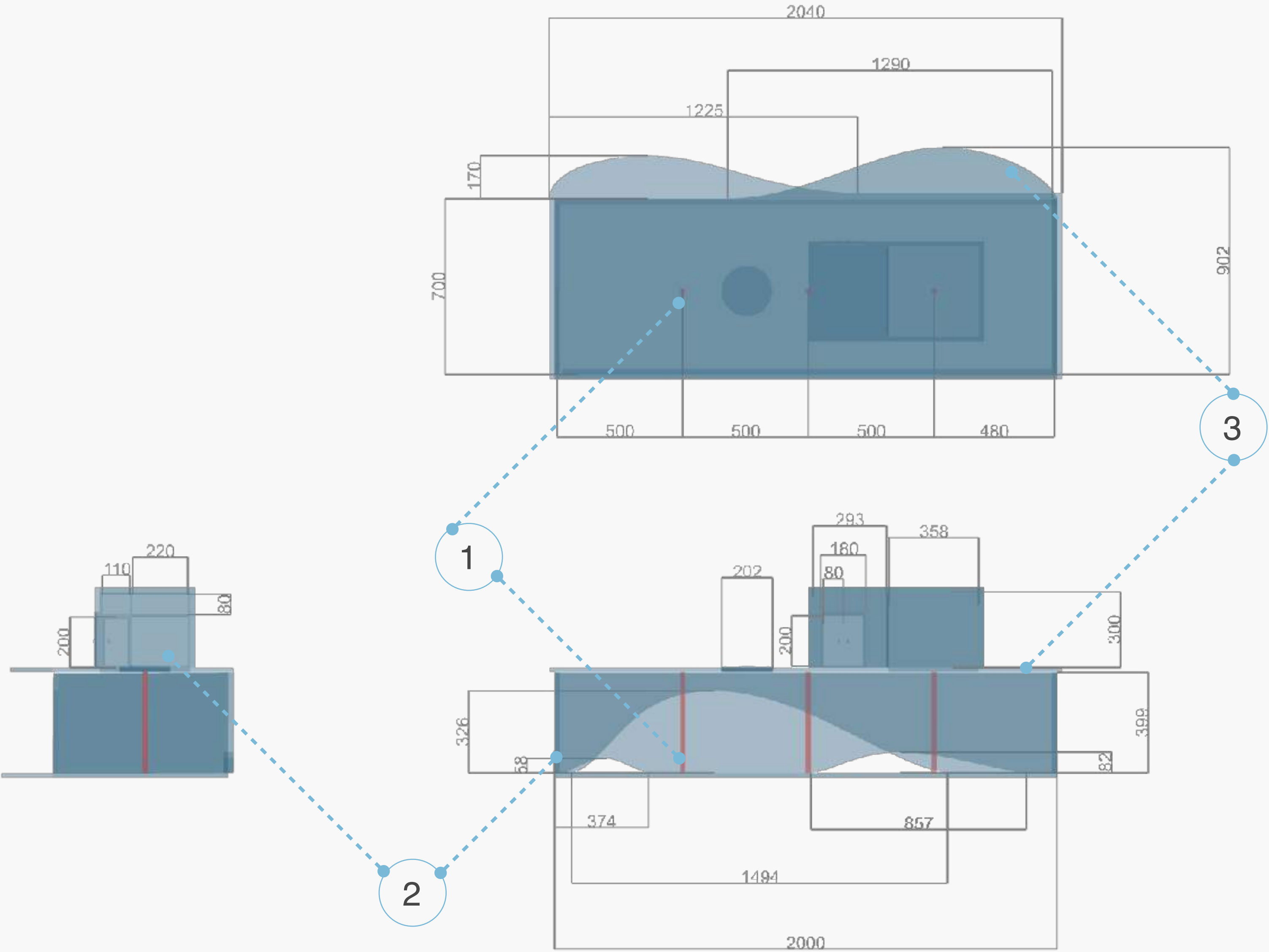


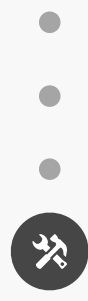
**TECH.
NIC.
STRUC.
TURE.**



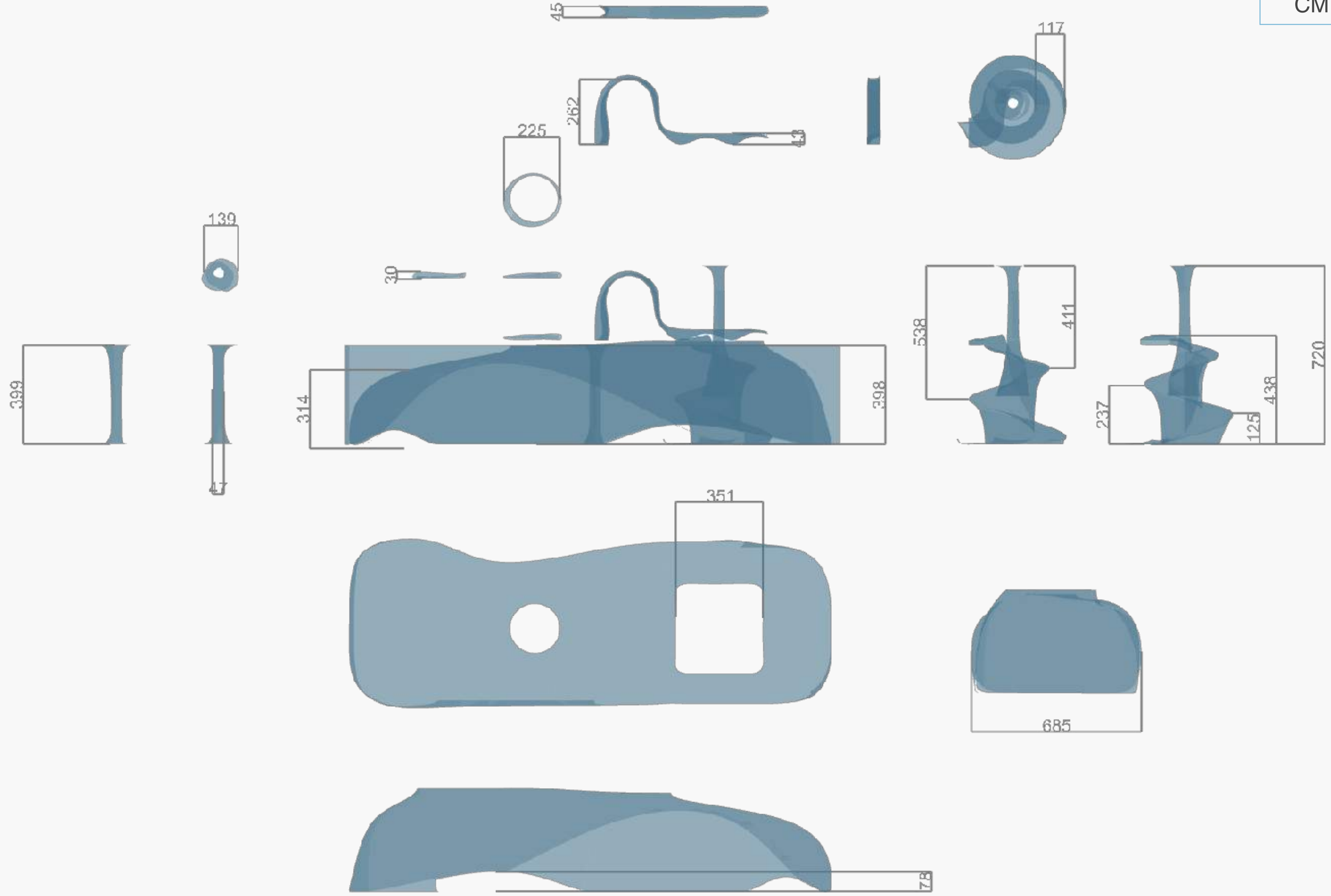
WHOLE . SPACE. INFRASTRUCTURE.

- 1 Bearing beam
Reinforced Concrete, Ferroconcrete, RC
- 2 Bearing Wall
Brick structure
- 3 Floor
Moisture-proof layer, waterproof layer, insulation layer





ARTIFICIAL. ROCK. DESIGN.



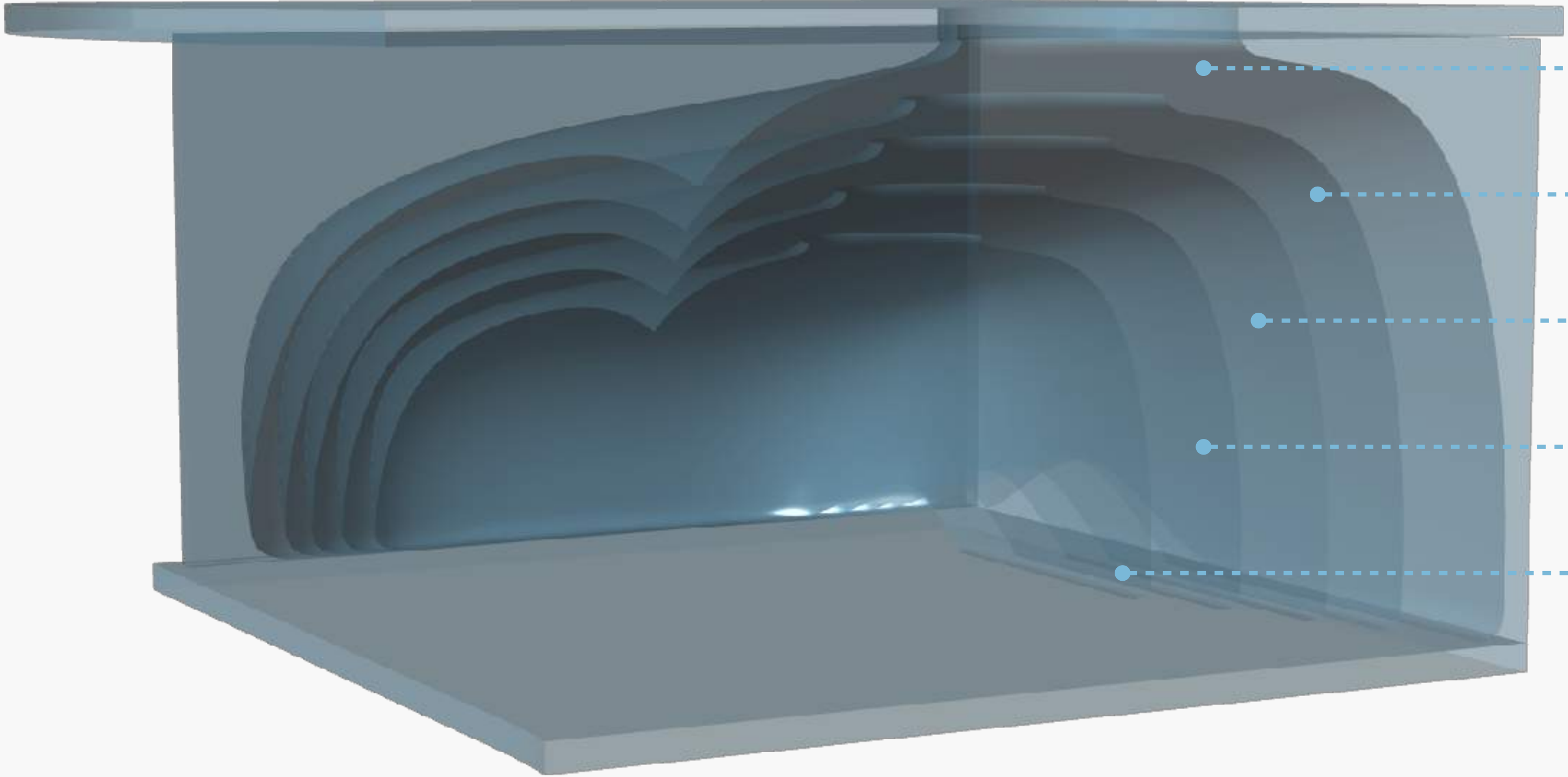
1:135
CM

PRODUCE PROCESS OF ROCK WALL

- 1** Embedded parts embedded
- 2** Build skeleton structure
Connection using welding
- 3** Reinforced mesh
After the skeleton was finished, the steel mesh was made with $\Phi 6$ round steel.
- 4** Banding wire mesh
- 5** Plastering
Plastering with 1:1 cement mortar
- 6** Modeling
According to my design to produce stone veins and stripes.
- 7** Painting
Painting the surface with warm-white lime powder
- 8** Oil treatment

ARTIFITIAL ROCK

• STRUCTURE



• Skeleton Structure

• Steel Mesh

• Cement Mortar

• Lime Paint

• Oil treatment

M. Plain.

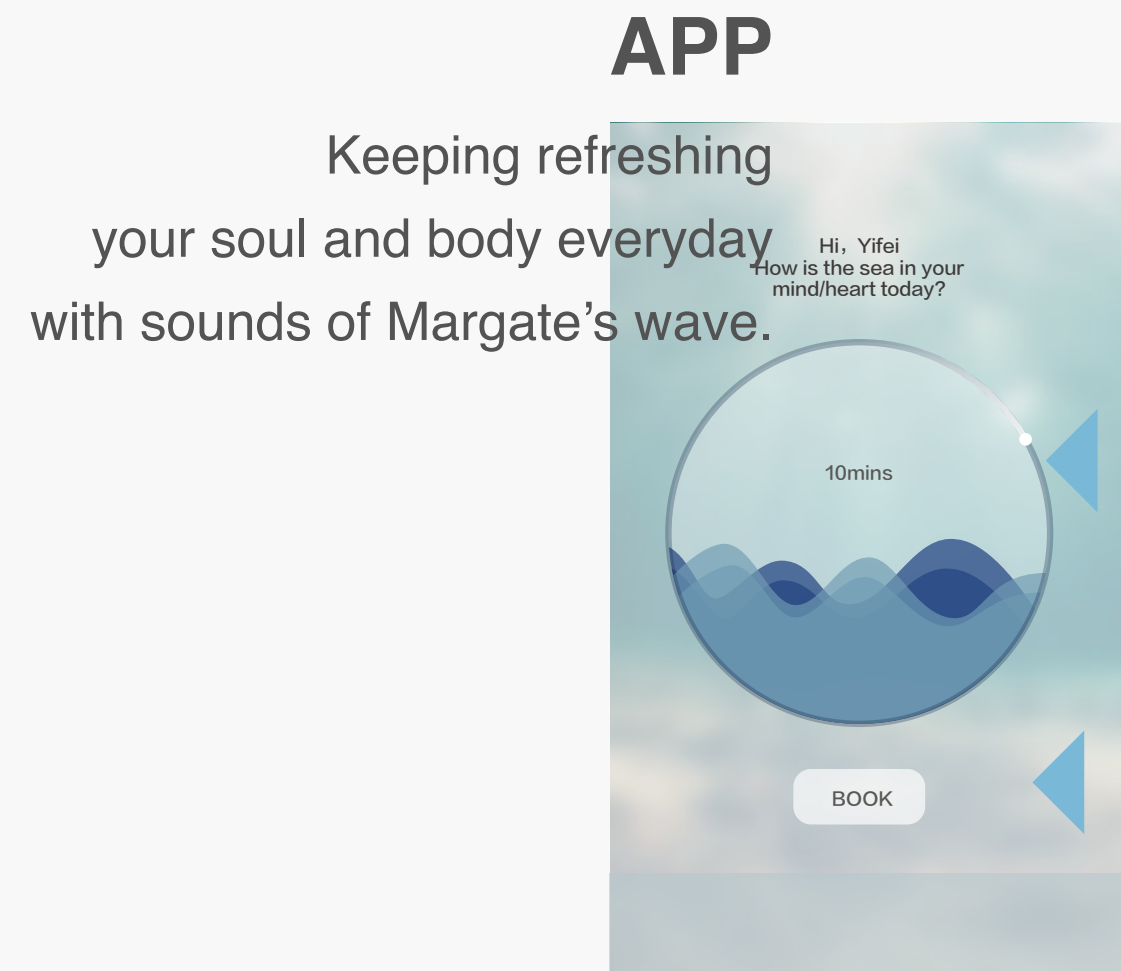
Create a connection
between User and Margate.
To build Margate as a

Meditation Mecca .



Advertisement

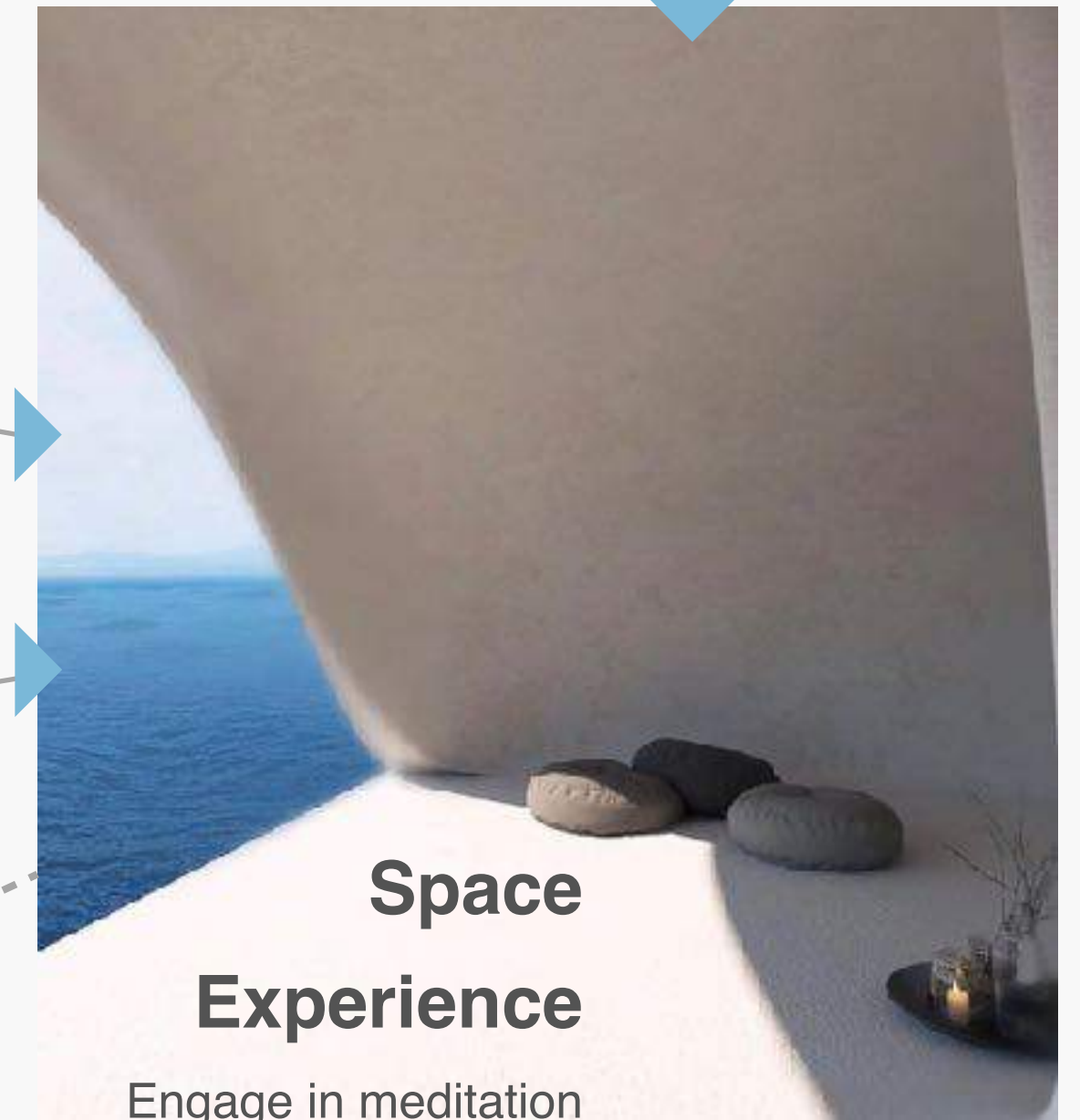
Get the information
about M Space



APP

Have a connection with Margate
Go back to M Space frequently

Share with friends



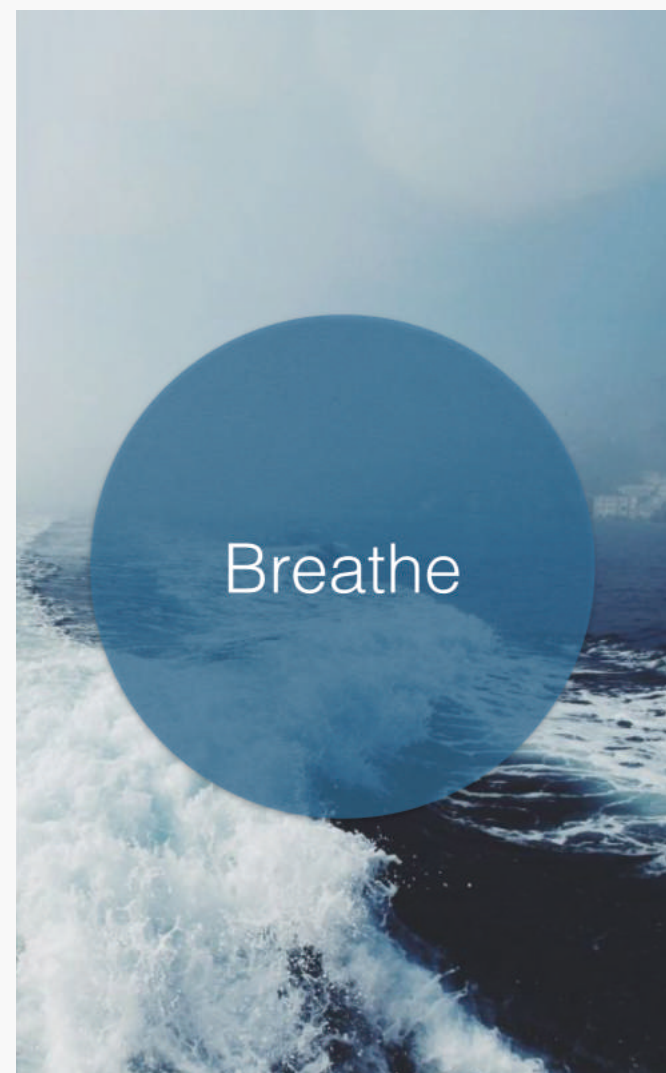
Space Experience

Engage in meditation

by the free entrain M Space workshop

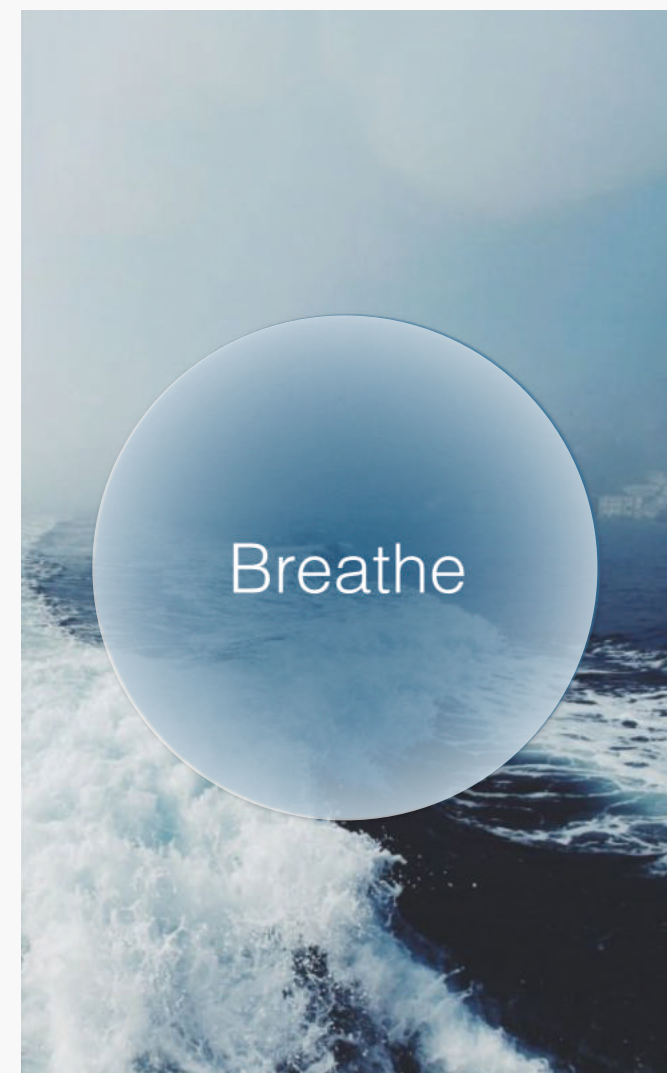
REFLECTION . APP.ADS. DESIGN.

If I have more time to do this project I will develop and complete this meditation app design. And put more attention on how could people know this space(Branding/Ads design). To perfect the whole user journal.



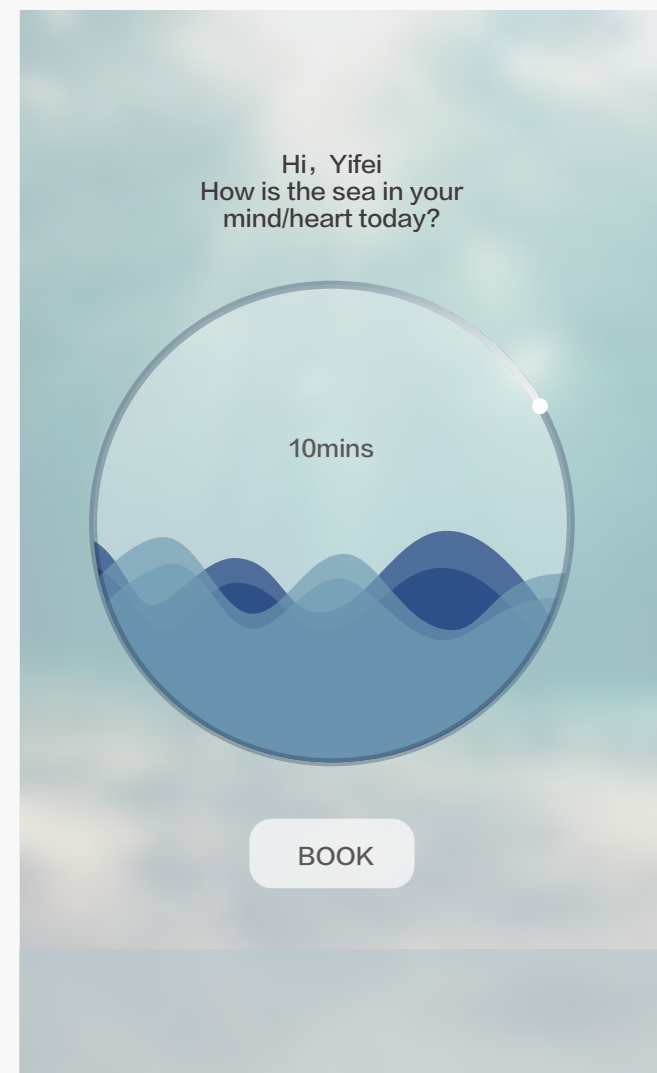
Visualization Guide

The vedio of Margate sceneries and radio descriptions about these beatiful sceneries.



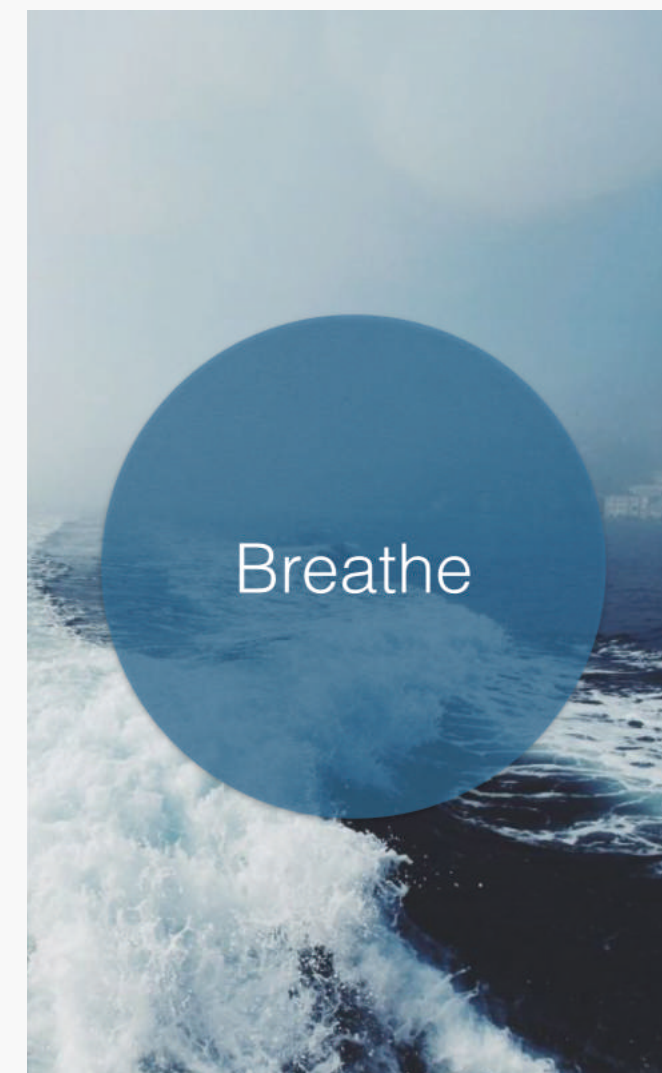
Simple Breathe

All the backguond pictures would be taken in Margate. If the user click this photo, they can see the introduaction of this place.



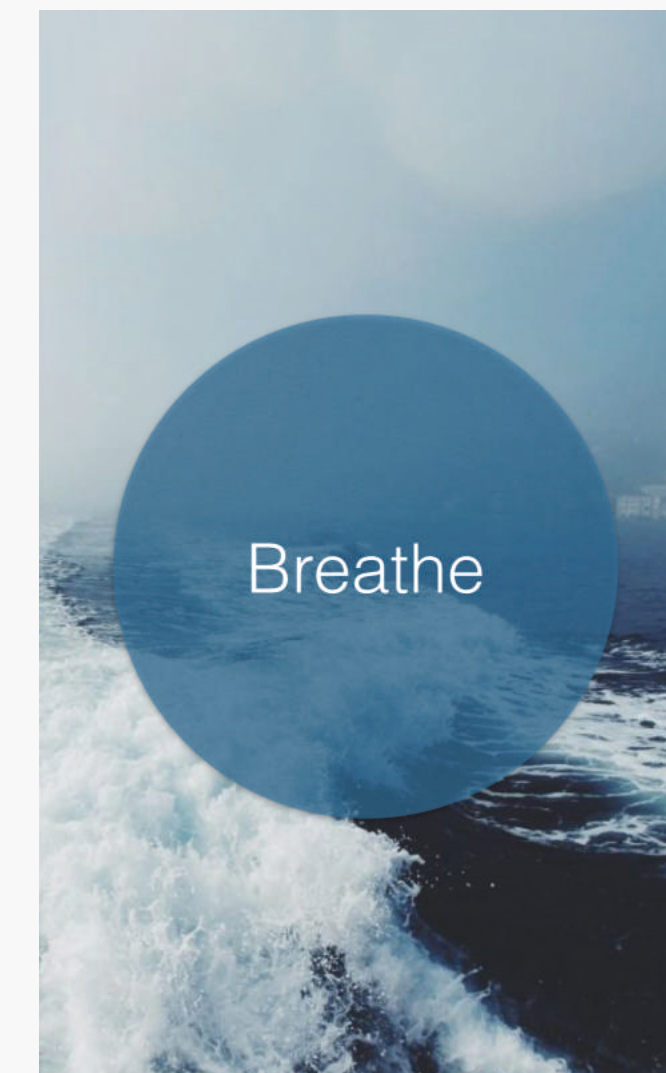
M SPACE

It' s to make an appointment with M SPACE. And get the notification about lastest activity. There will be a infographic icon to show the statistic of using to encourage user.



M Knowledge

In this part, there will be a veido about the general introduction of Meditaition and Margate. Then, user can get some veidos about didferent type of meditaion, which will be taken in M SPACE.



Tide

Some records about the sound of Margate ocean. They will have didferent pace and be sambled with varous situation. Such as, work, sleep, relex and so on.



STO. RY. BAOR. D.



<https://720yun.com/t/jlg5o7e28xtn559j0y>

Scan the code with your cellphone
to experience the user journal.