

City of Westminster

COMMUNITY HUB @ VICTORIA LIBRARY

PHASE 2

FLOURISH

APRIL 2024

ABOUT US

WE ARE A NOT-FOR-PROFIT COMMUNITY INTEREST COMPANY THAT PROMOTES CREATIVITY AND *DESIGN FOR SOCIAL GOOD* WITHIN COMMUNITIES.







WE DO THIS IN THREE WAYS:

- BY DESIGNING AND CREATING INSPIRATIONAL INTERIORS IN PUBLIC AND COMMUNITY SPACES.
- BY DELIVERING CREATIVE WORKSHOPS WITHIN THE COMMUNITY.
- BY PROVIDING ART RESOURCES THROUGH OUR ***FLOURISH-BANKS*** WHICH MAKE ART AND CRAFT MATERIALS ACCESSIBLE TO ALL.

WE BELIEVE DESIGNING FOR SOCIAL GOOD AND PROMOTING CREATIVITY IMPROVES AND CREATES:

- POSITIVE SOCIAL IMPACT
- RESILIENCE
- EQUITY
- SOCIAL JUSTICE
- INCLUSIVITY
- BETTER HUMAN HEALTH

WE WORK WITH:

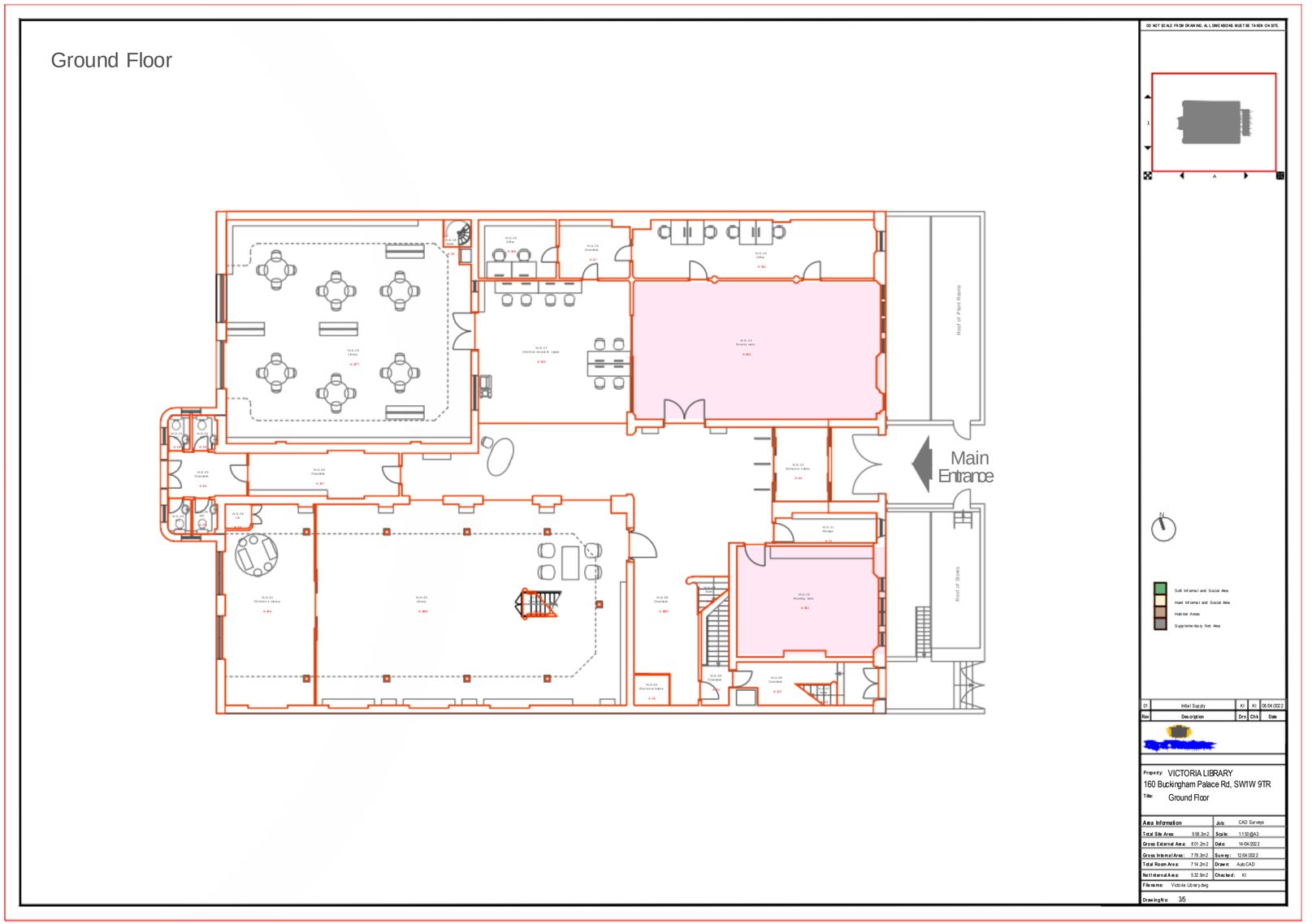
- ARTISTS
- STAKEHOLDERS & POLICYMAKERS
- EXPERT TRADESPEOPLE & ARCHITECTS
- COMMUNITY MEMBERS & VOLUNTEERS

BRINGING DIVERSE PERSPECTIVES AND SKILLS TOGETHER TO UNITE, INNOVATE AND INSPIRE.

WE BELIEVE THAT TOGETHER WE FLOURISH!

FLOURISH

FLOORPLAN



DESIGNATED HUB AREAS

THE COMMUNITY HUB AREAS AS SHOWN IN PINK AT VICTORIA LIBRARY.

City of Westminster

FLOURISH



DESIGN EXPLORATION

FLOURISH

DESIGN EXPLORATION

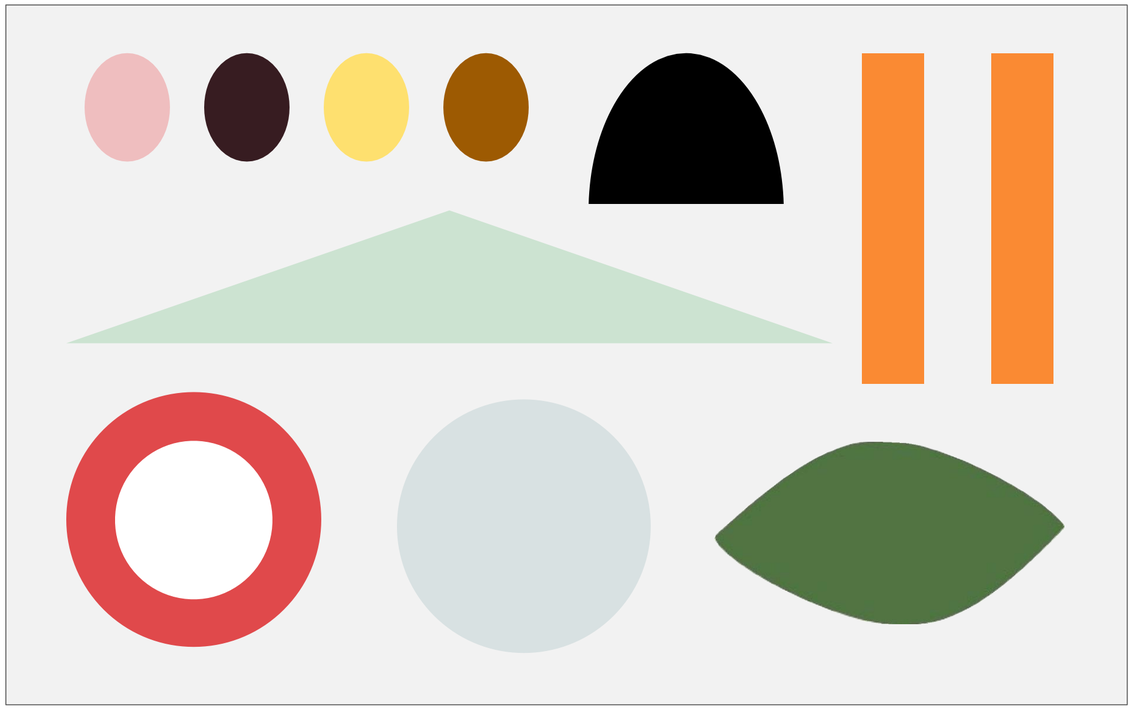










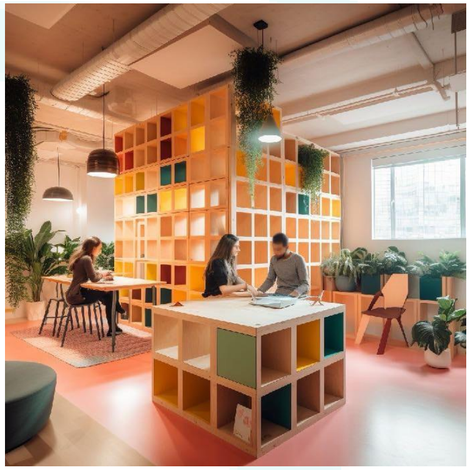


FORM COULD BE INFLUENCED BY LANDMARKS AND THE COMMUNITIES WITHIN THE LOCAL AREA, FROM THE ICONIC HORSE GUARDS HELMETS AT THE CHANGING OF THE GUARD TO THE LEAVES OF ST JAMES' PARK. THESE SHAPES COULD BE UTILISED ACROSS THE SPACE, BRANDING AND MARKETING.

DETAILS AS ABOVE: THE FACES OF THE COMMUNITY, BEARSKIN HELMETS, THE ARCHITECTURE OF BUCKINGHAM PALACE, LONDON TRANSPORT SYMBOL, THE LEAVES OF GREEN SPACES AND THE FACE OF LITTLE BEN

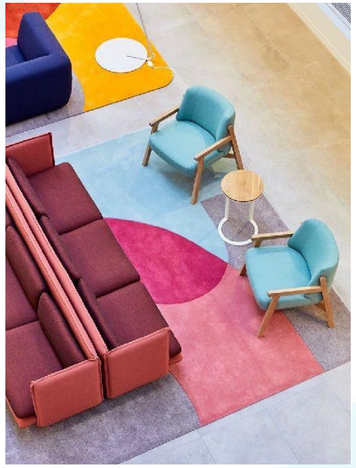
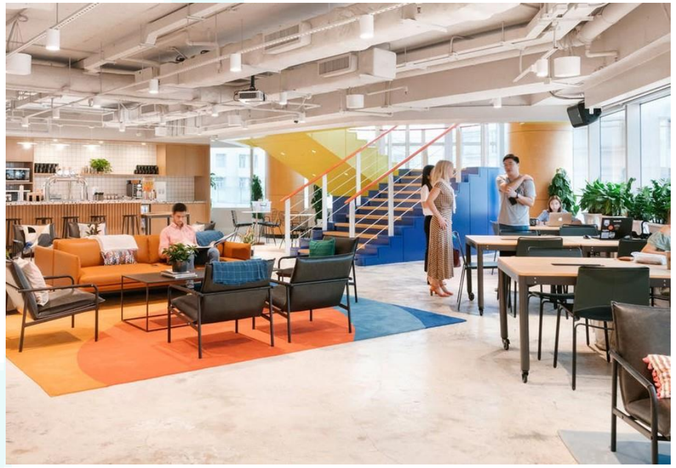
ENGAGEMENT POINT 1 NEEDS TO EXPLORE WHAT VICTORIA MEANS TO COMMUNITIES WITHIN IT IN PARTICULAR LANDMARKS, PLACES OF INTEREST AND CULTURAL TALKING POINTS.

INSPIRATION DISCOVERY // THE HALL & MAKERSPACE







HUES PLAY WITH LIGHT AND FORM TO CREATE DYNAMIC. CURIOUS SPACES THAT INSPIRE, CELEBRATING COMMUNITY AND FILLING THE SPACE WITH JOY; WITH MOBILE AND MODULAR FURNITURE THAT CAN SHIFT WITH USAGE.



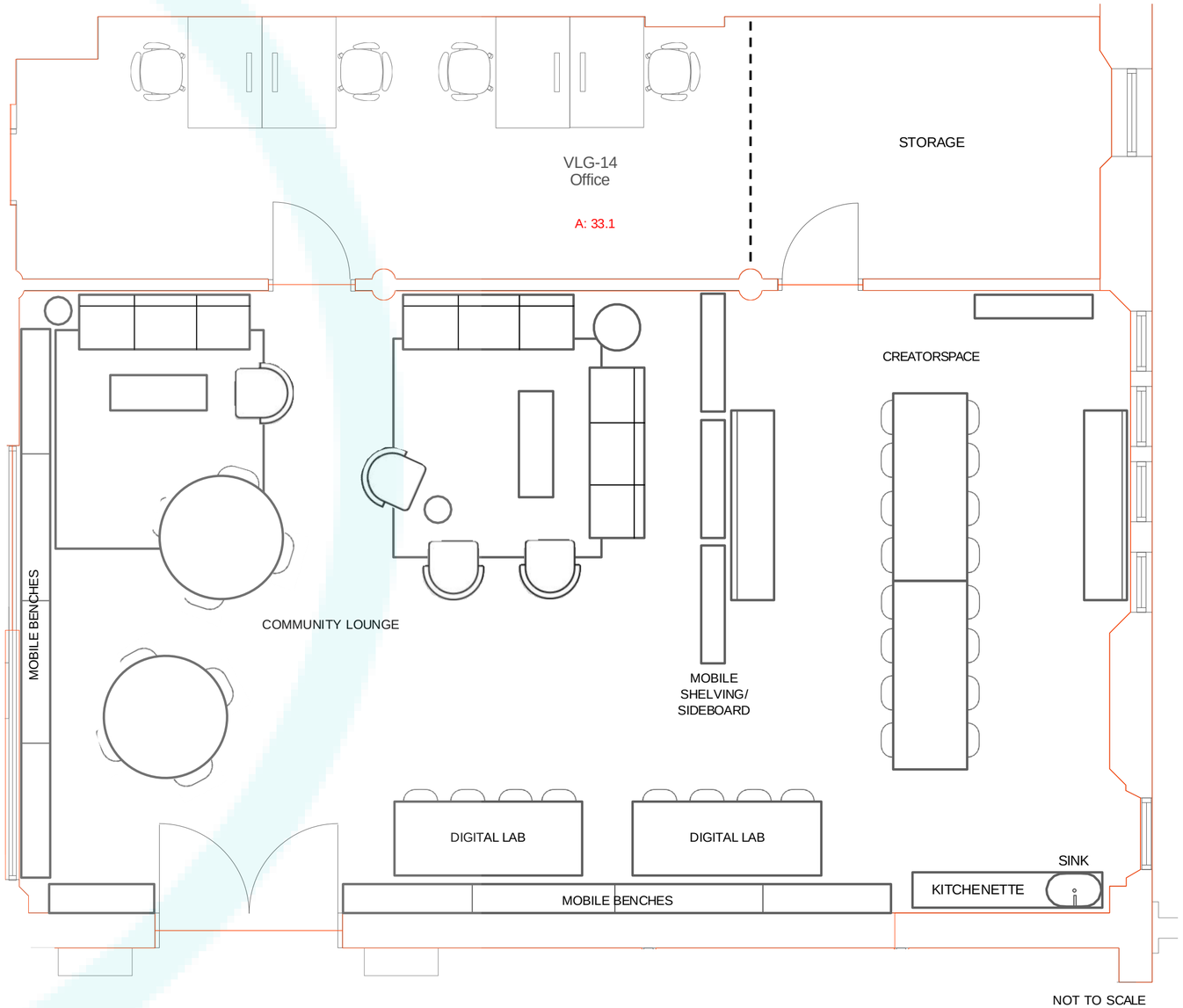
THE HALL

FLOURISH

THE HALL FLOORPLAN

POTENTIAL MULTIFUNCTIONAL SET UP:

- CREATOR SPACE - ARTS AND CRAFTS, SEWING ETC
- COMMUNITY LOUNGE
- DIGITAL LAB

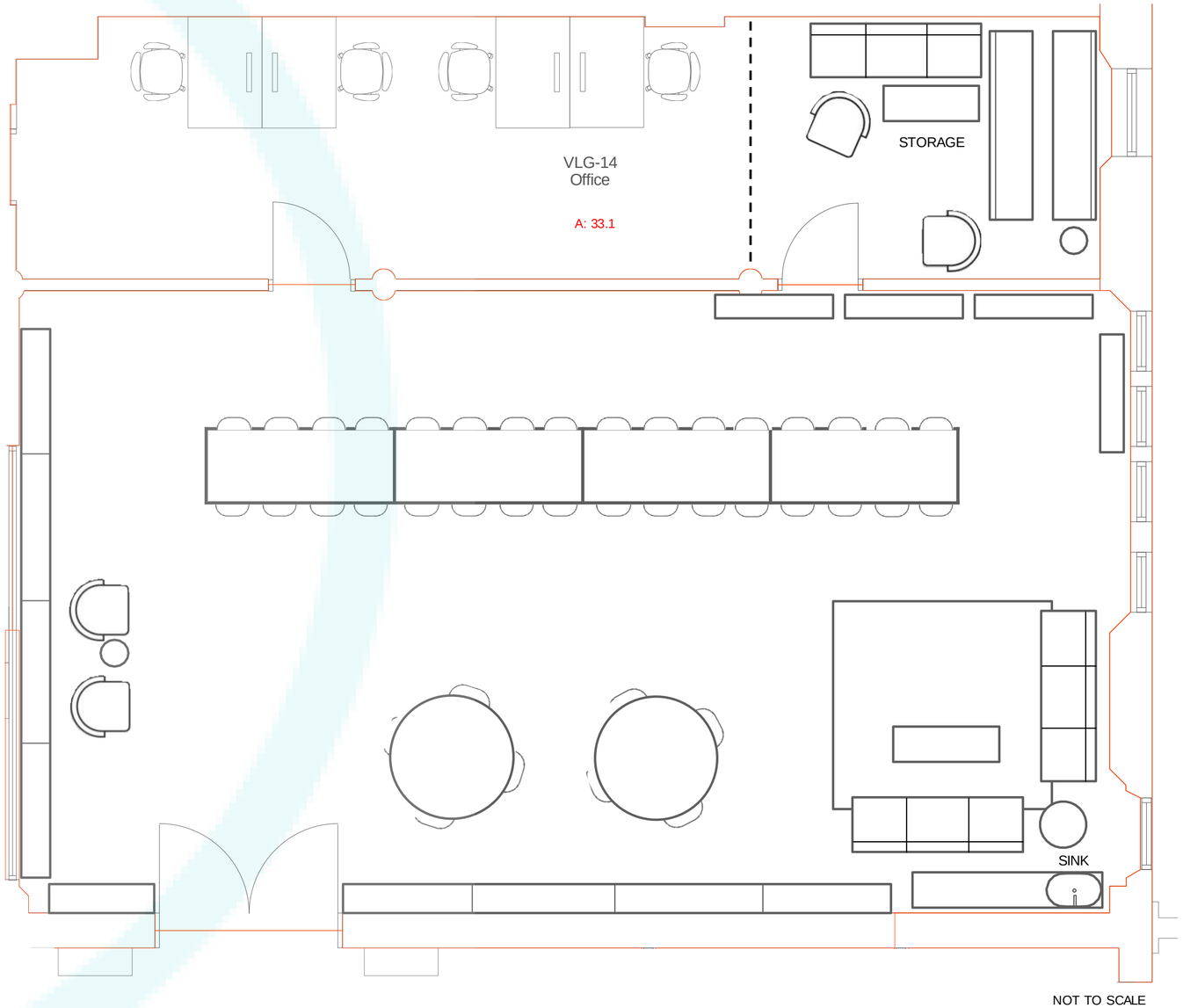


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THE HALL
FLOORPLAN

POTENTIAL BOARDROOM OR PARTY SET UP WITH BREAKOUT AREAS

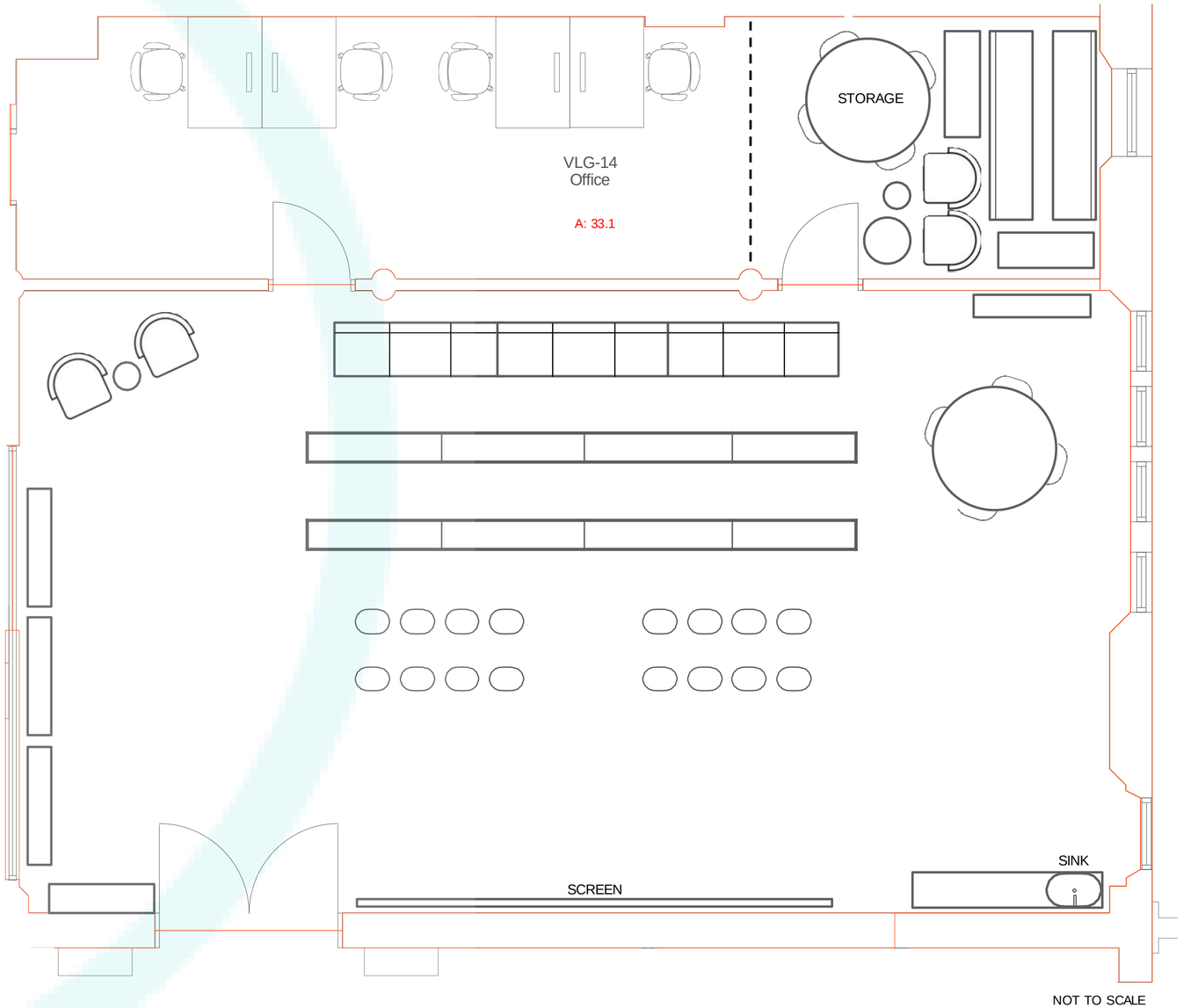


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THE HALL
FLOORPLAN

POTENTIAL THEATRE SET UP
USING MODULAR SEATING



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VISUAL // THE HALL

A VAST ABSTRACT MURAL INSPIRED BY VICTORIA RUNS ACROSS TWO WALLS, WITH WINDOW VINYL APPLIED ON THE INTERNAL WINDOWS CREATING A STAINED GLASS EFFECT.

UTILISING EXISTING FURNITURE, SECONDHAND SUPPLIES AND DONATIONS, A CAREFULLY CURATED FURNITURE OFFER CREATES A PERSONAL YET HOMELY FEEL; WHILST MOBILE, MODULAR PIECES ALLOW FOR STORAGE AND FLEXIBILITY ALLOWING FOR DIFFERENT CONFIGURATIONS WITHIN THE ROOM.

BOLD STATEMENT BASKET WEAVE LIGHTING SUSPENDED ABOVE ADDS TEXTURE AND WARMTH CONTRASTING WITH THE CONTEMPORARY AESTHETIC.



NOT TO SCALE

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VISUAL // THE HALL

THE MAKERSPACE WORK BENCHES ARE MOBILE, MODULAR PIECES WHICH CAN BE POSITIONED WITHIN THEIR ZONE EASILY AND THEN STORED AWAY.



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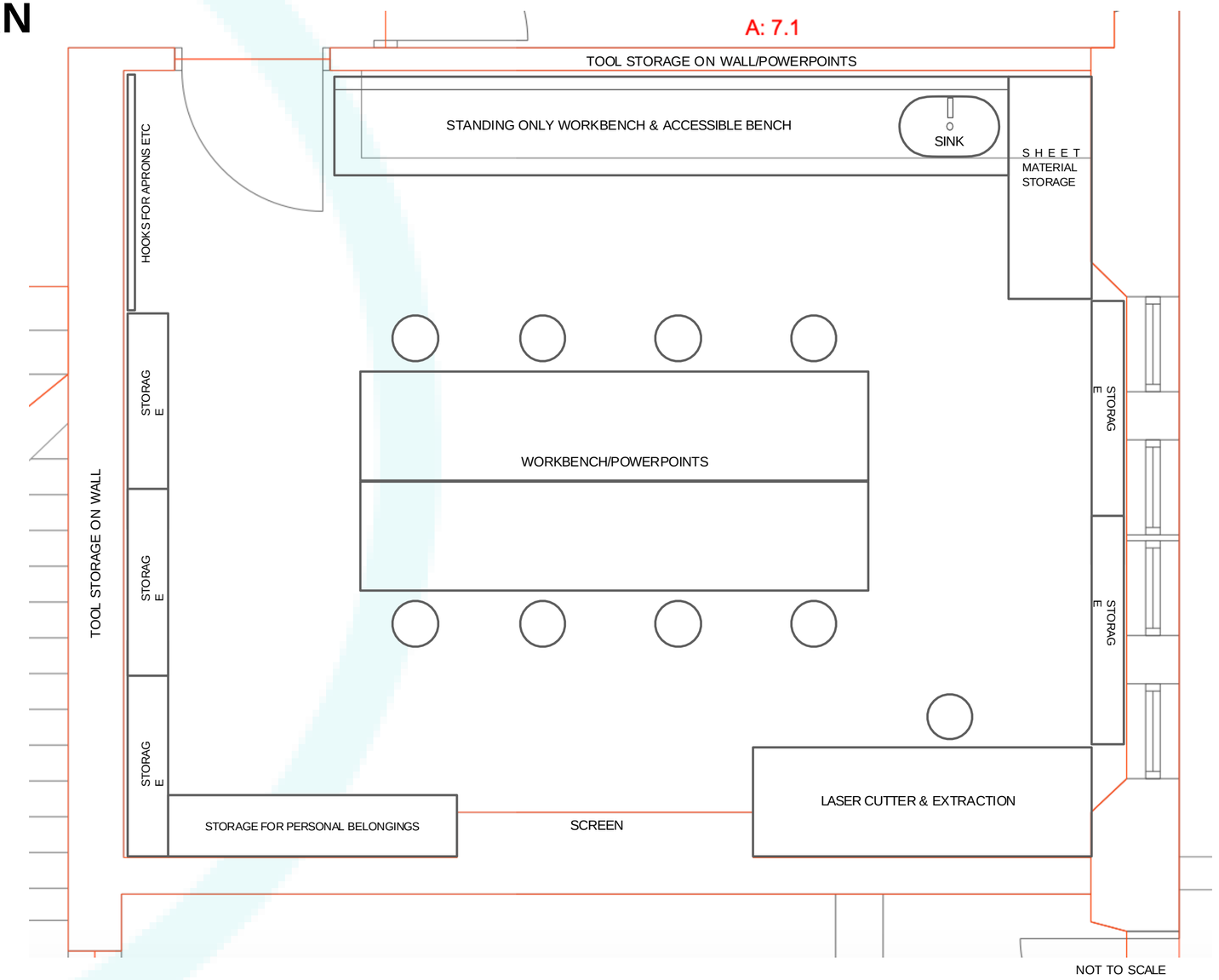


THE MAKERSPACE

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THE MAKERSPACE FLOORPLAN

MAKERSPACE FOR APPROX 12 PARTICIPANTS MAXIMUM INCLUDES LOWER ACCESSIBLE WORKBENCH.



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FURNITURE OPTIONS // MAKERSPACE





A WHITE AESTHETIC WITH COLOUR BLOCKED WALLS OF BLACK AND LEMON IS PUNCTUATED BY ARTWORKS AND A 3D MURAL (MADE IN HOUSE) WHICH ECHOES THE GRAPHIC MURAL IN THE HALL.



WE WANT TO MAKE A DIFFERENCE.

THE FLOURISH GROUP CIC IS A REGISTERED COMMUNITY INTEREST COMPANY LIMITED BY GUARANTEE.

WE ARE 100% NOT FOR PROFIT.

WE ARE FUNDED FROM DONATIONS AND GRANTS AS WELL AS PROFIT MADE FROM OUR DESIGN WORK.

WE ARE DRIVEN BY OUR COMMUNITY PURPOSE IN EVERYTHING THAT WE DO.

WE CAN ONLY DO IT WITH YOU.