City of Westminster

COMMUNITY HUB @ CHARING CROSS LIBRARY

INITIAL DESIGN CONCEPT // PHASE 1

FLOURISH

MAY 2024

ABOUT US

FLOURISH IS 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

BRIEF

DEVELOP AND OVERSEE THE INTERIOR CONCEPT FOR THE MEANWHILE COMMUNITY HUB AT CHARING CROSS LIBRARY ACROSS THE ENTRANCE SPACE INCLUDING THE FOLLOWING KEY DELIVERABLES:

- INTER-GENERATIONAL
- MULTI FUNCTIONAL
- VERSATILE
- STILL A ‘LIBRARY SPACE’ WITH BOOKS

WORKING WITH COMMUNITY, LIBRARY TEAMS, WESTMINSTER COUNCIL PLUS ADDITIONAL STAKEHOLDERS

POTENTIAL TO ALSO EXPLORE:

- BRANDING
- SIGNAGE
- MARKETING



WE BELIEVE THAT TOGETHER WE FLOURISH!

City of Westminster

FLOURISH

INITIAL RESPONSE

THE COMMUNITY HUB AT CHARING CROSS LIBRARY PRESENTS DESIGN CHALLENGES IN ITS MULTI FUNCTIONAL REQUIREMENTS AND OPEN PLAN DESIGN.

A SPACE THAT ACCOMMODATES THE NEEDS OF THE COMMUNITY WHILST ALSO TRANSFORMING INTO LIBRARY SPACE WHEN NOT IN OPERATION.

DESIGN SOLUTIONS WILL NEED TO INCLUDE MOBILE AND MODULAR FURNITURE, AND A PALETTE AND DESIGN THAT REFLECTS THE COMMUNITY .

REPRESENTING VALUE FOR MONEY, SOLUTIONS WILL NEED TO TAKE INTO ACCOUNT THE TIMELINE OF THE SPACE, CONSIDERING USAGE AFTER THE EVENT AND SUSTAINABILITY IN ITS CREATION.



DESIGN INSPIRATION











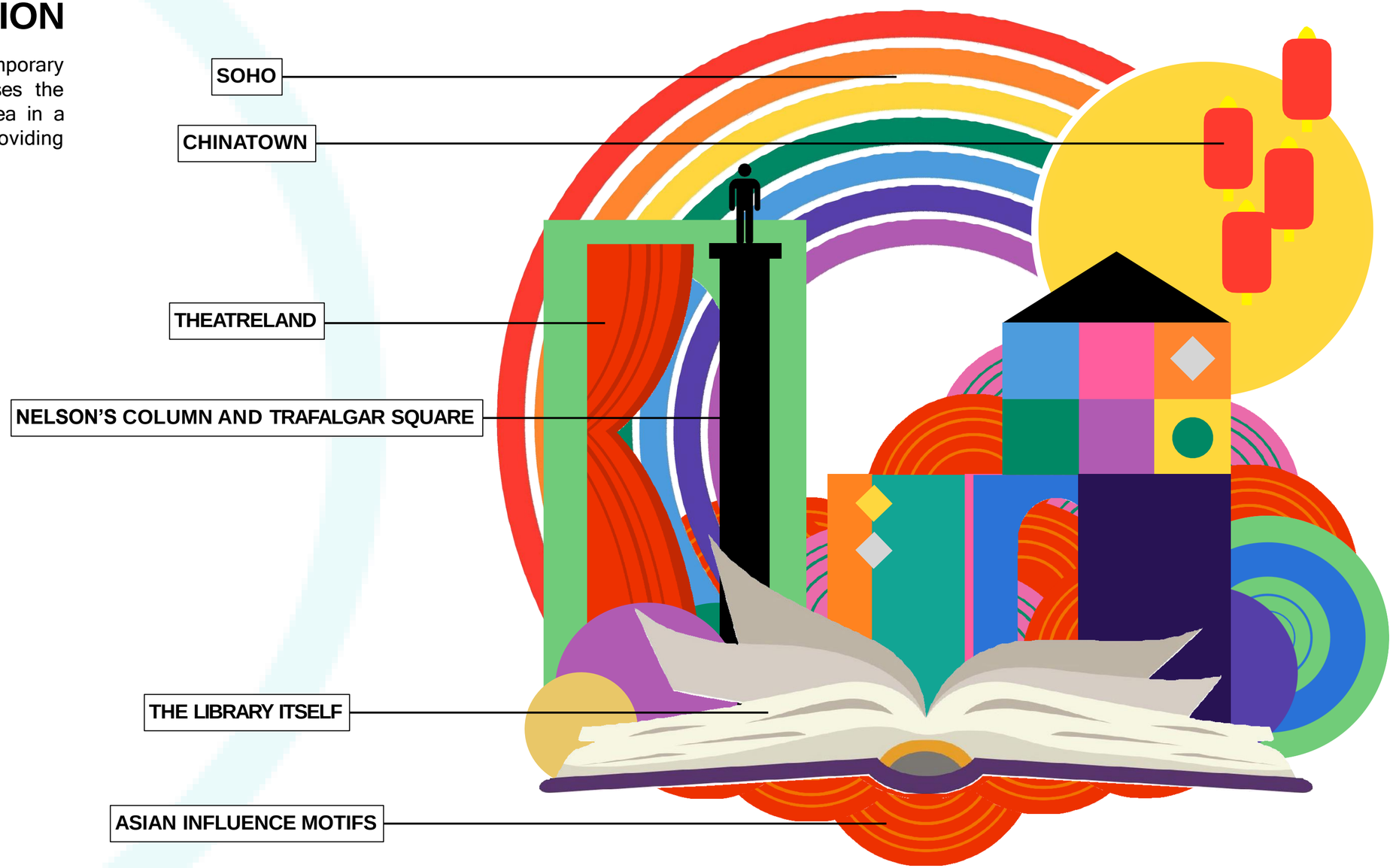




The design of the Community Hub at Charing Cross Library is inspired by its iconic location and communities that surround it. From Theatreland to the streets of Soho, the red lanterns of Chinatown to Trafalgar Square, there is a vibrancy and energy in the location that the community hub needs to exude.

DESIGN INSPIRATION

From place to design, a contemporary statement graphic that encompasses the spirit and heritage of the local area in a powerful ident for the space providing inspiration for the colour palette.

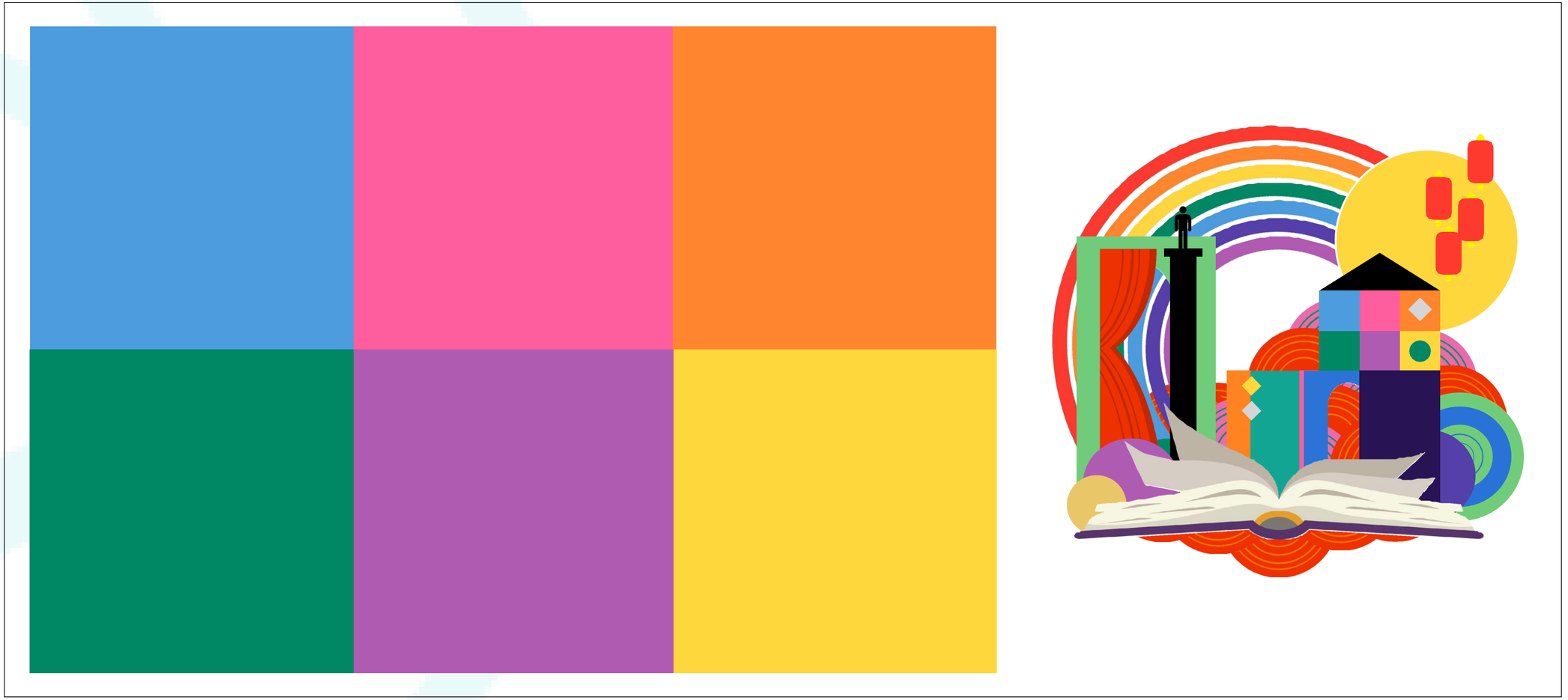


City of Westminster

FLOURISH

DESIGN INSPIRATION

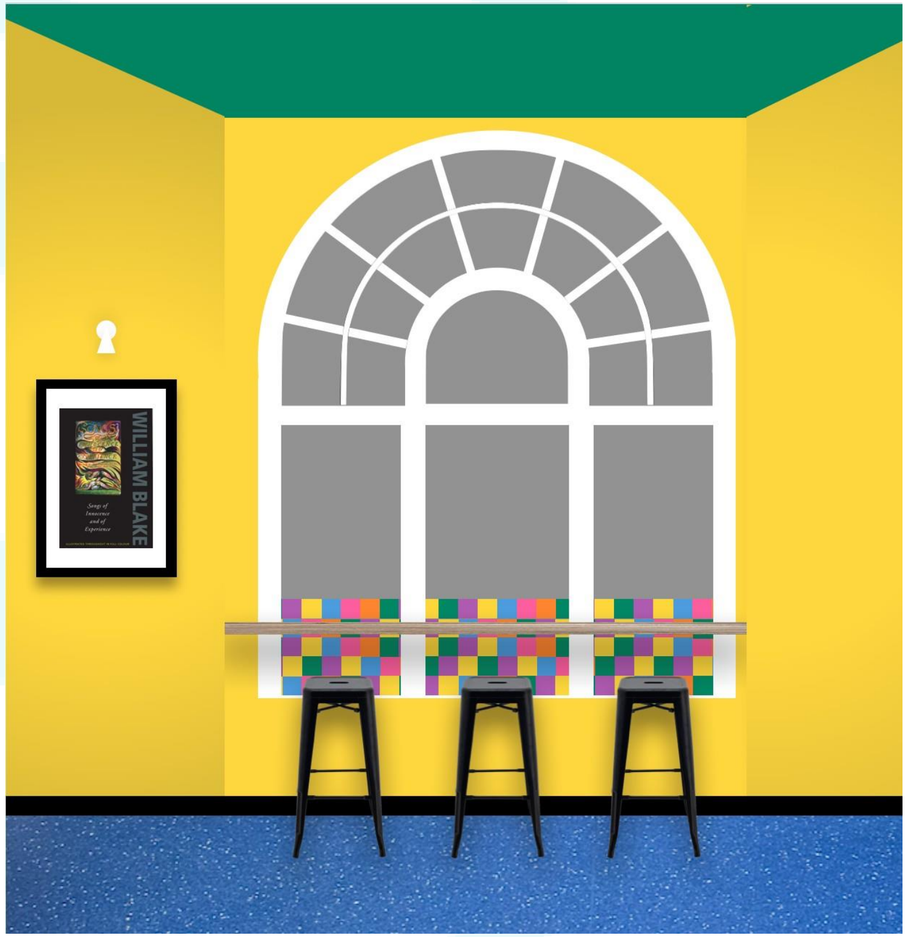
The colour palette for the space is inspired by the graphic ident contrasted with crisp white.



City of Westminster

FLOURISH

DESIGN EXPLORATION // COLOUR

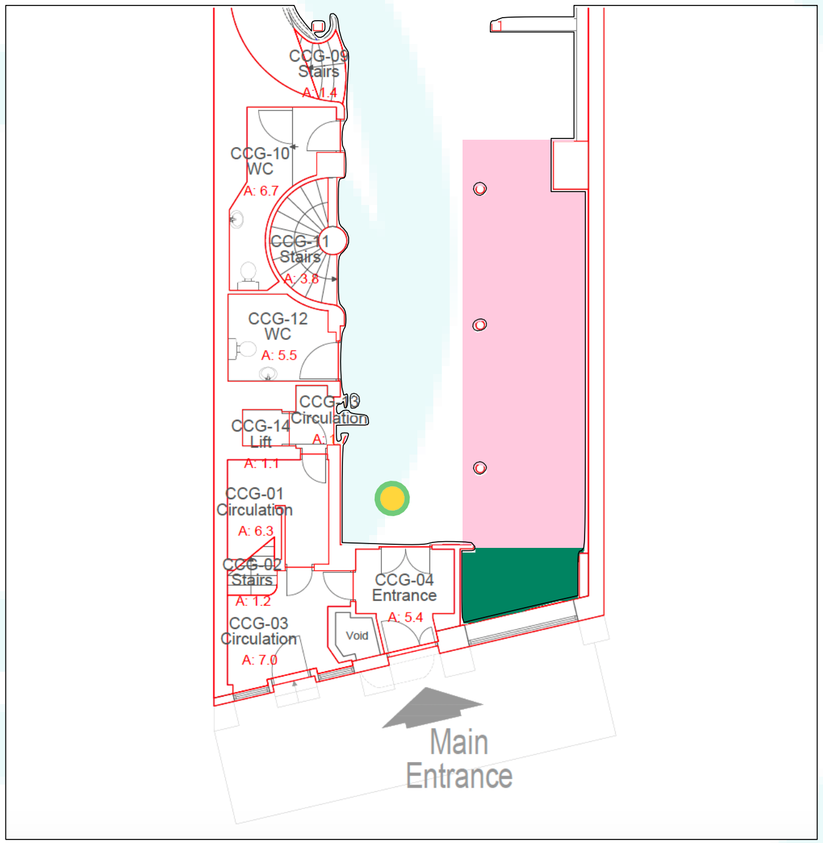




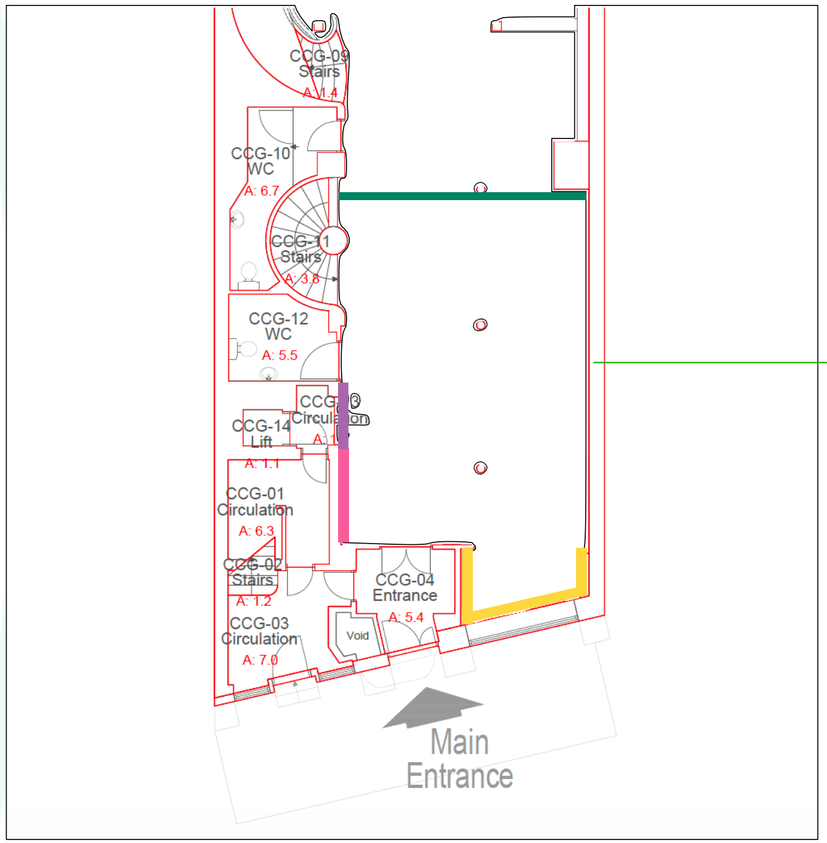
Bold colour blocking zones the space, from sunflower yellow with green ceiling in the newly opened up window space to attract from the outside in to oversize colour blocking on the lead entrance wall creating a dynamic statement. The community hub zone is distinguished by a light pink ceiling

DESIGN EXPLORATION // COLOUR - PAINT

CEILING TREATMENT



WALL TREATMENT



STRIPE FEATURE ON WALL



Bold colour blocking zones the space, from sunflower yellow with green ceiling in the newly opened up window space to oversize colour blocking on the lead entrance wall creating a dynamic, cost effective statement. The community hub zone is distinguished by a light pink ceiling and stripe feature running its length.

DESIGN EXPLORATION // FURNITURE

Furniture within the space combines functionality and practicality.

From existing shelving within the library, 5 x workstations become room dividers finished in a bold gloss red, influenced by the entrance gates in Chinatown. Positioned on castors, these units can be configured in anyway allowing versatile usage in a workshop situation to even being used as a bar at an event!

Additional furniture includes:

2 x Low Level Seating areas - 2 x armchairs, side table and rug

2 x Dining Tables with Benches each seating 6

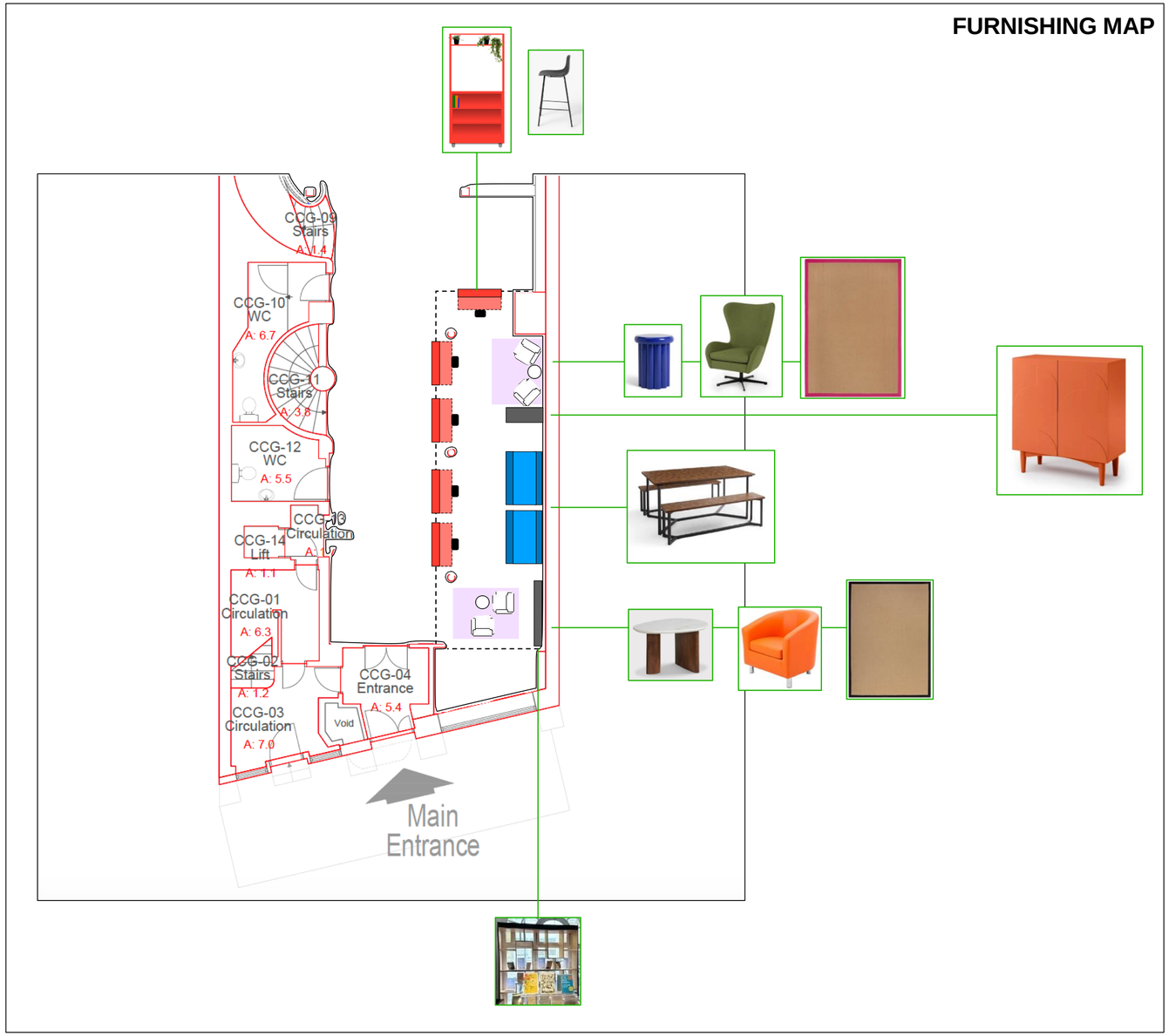
3-4 x High Stools in window

Cupboard for Scanner and Printer

Re-use of Bookshelf currently in library window

Total Seating: 25

*Subject to site visit/measurements

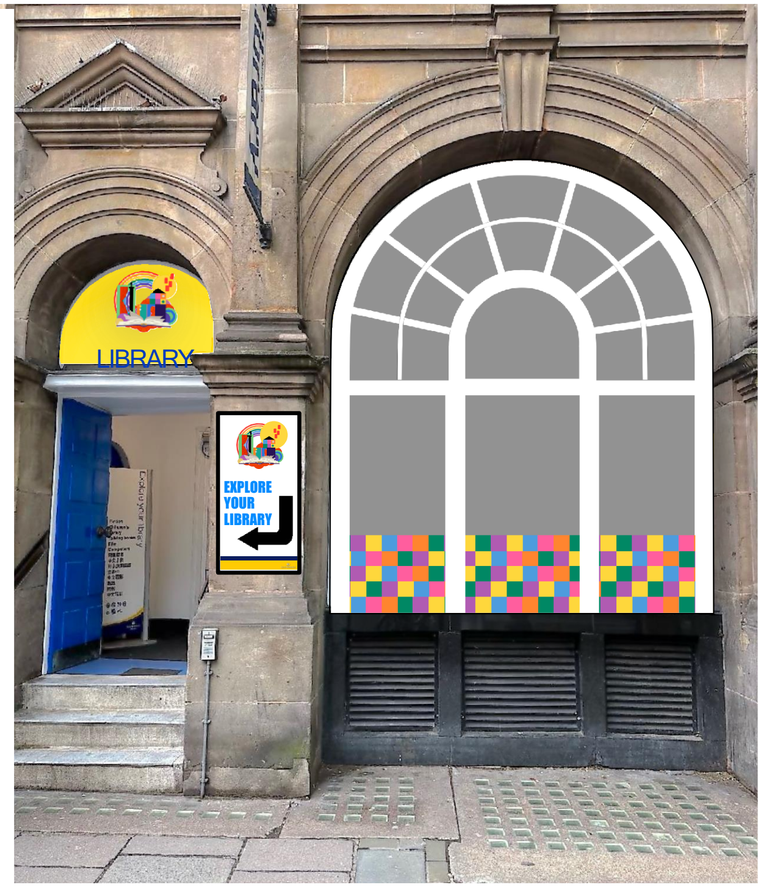


City of Westminster

FLOURISH

EXTERIOR REFRESH





Refreshed vinyls across windows with minor aesthetic paint updates and signage create a new revitalised frontage to increase footfall.



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.