

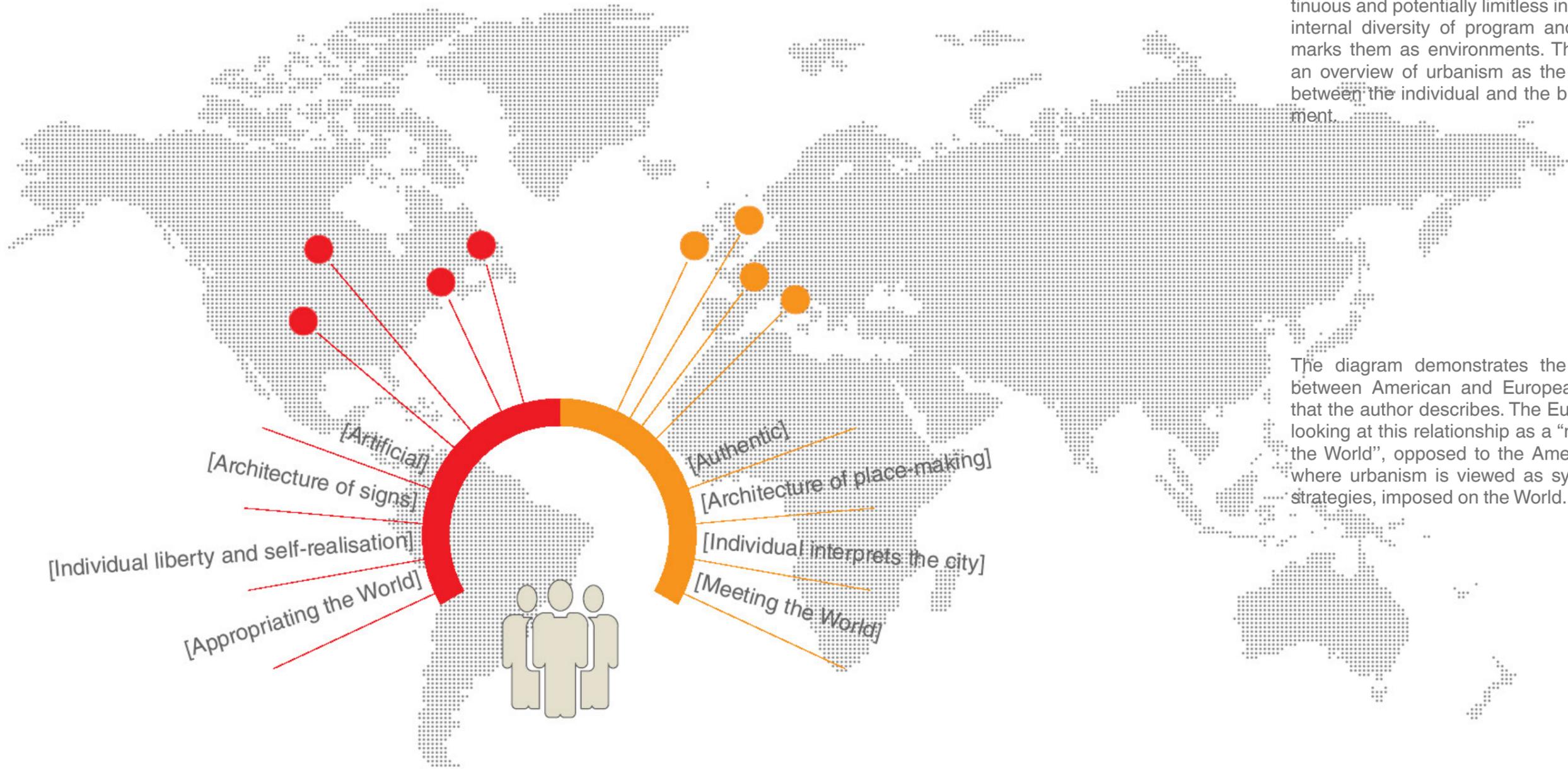
Image courtesy of author

RE-MAP
[A.A]

ALBENA ATANASSOVA

MMU ID:12019128 / Studio 4.1 / MSA

- 'Only Within' / 'Without and Within: Essays on Territory and the Interior by Mark Pimlott
- Data dérive : towards a methodology / Manchester
- Data dérive : testing a methodology / Bradford
- Interstice: microprogramming, intervention, design / Bradford



The proposed text is part of 'Without and Within: Essays on Territory and the Interior' by Mark Pimlott. As the final essay of six, it addresses contemporary large scale, represented by continuous and potentially limitless interiors. Their internal diversity of program and conditions marks them as environments. This suggests an overview of urbanism as the relationship between the individual and the build environment.

The diagram demonstrates the differences between American and European urbanism that the author describes. The European one, looking at this relationship as a "meeting with the World", opposed to the American model where urbanism is viewed as system based strategies, imposed on the World.

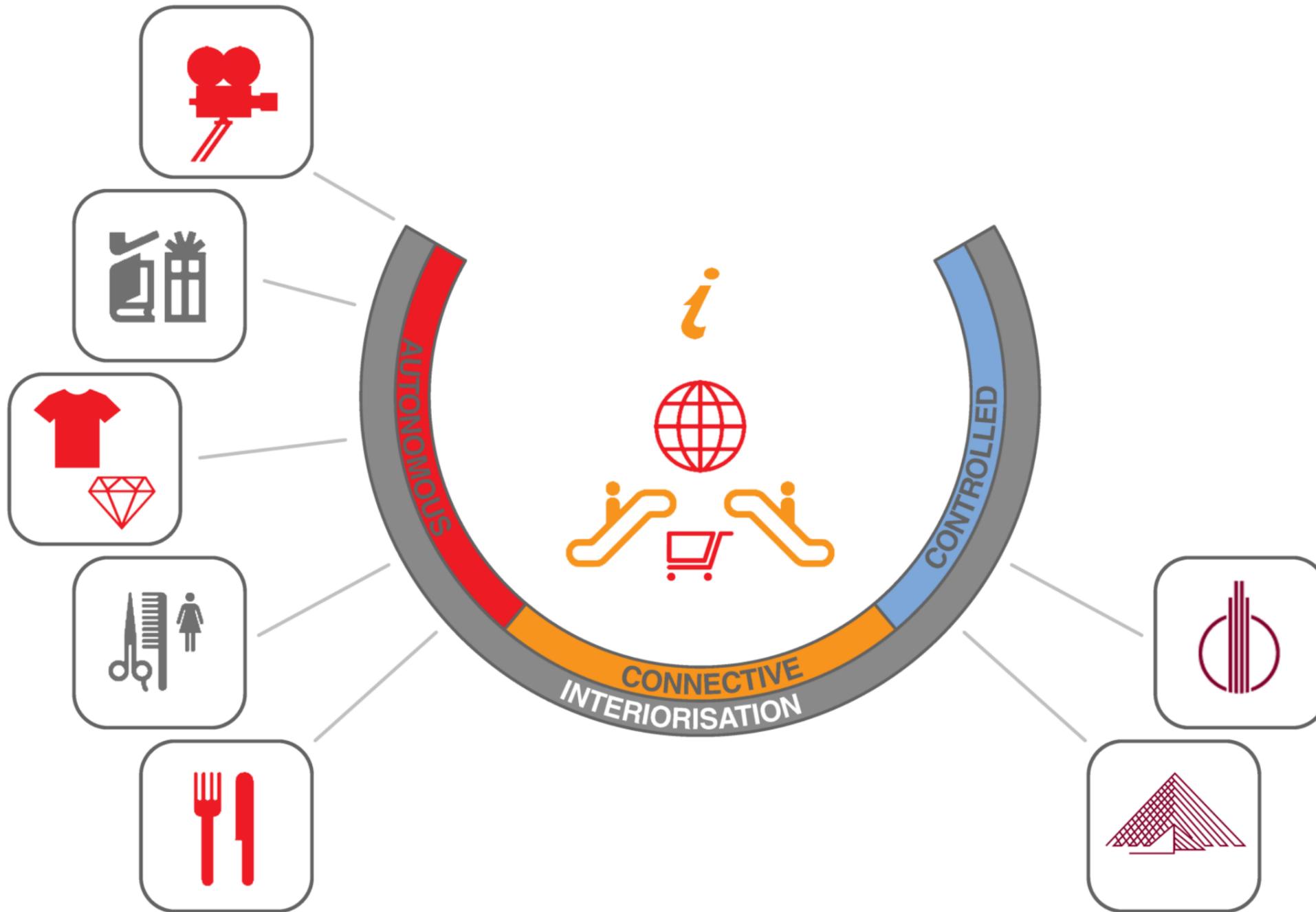
RE-MAP
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"ONLY WITHIN" - M. PIMLOTT

American and English urbanism

"The ambition of the interior is to contain everything and render all else irrelevant. The distinction between large and small, close or distant where to become irrelevant"





The following diagram looks at the first mall structures as such in the USA with the [Rockefeller centre] in New York and in Europe with the new addition to the Louvre - the glass pyramid by M.I.Pei, Paris. The author looks at these spaces as examples of “interiorisation”- large structures formed around infrastructure, serving as connective tissue to the city. Such structures were born under the idea of creating cities within cities where “everything could be found under one roof” .These structures function as controlled spaces, where the individual inside is actually guided through a series of other spaces, while the proprietor of such structures exercising control over its users.

They are also autonomous in the sense of the variety of functions they offer to their visitors. These places all rely on their captive, overwhelming and yet artificial nature in order to manipulate their visitors by obliging them to be consumers. One can feel as if he is practicing his right or freedom and self-realisation, but is rather controlled and “navigated” through the architecture of such spaces.

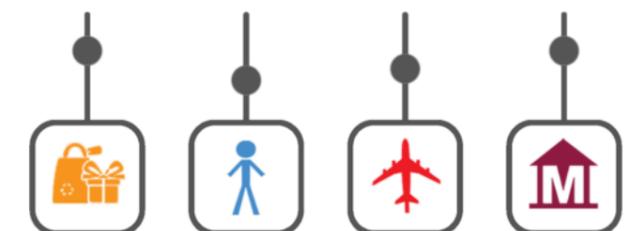
“Being tied into urban and regional infrastructures is a necessity, yet rather than seeking to extend the city and its conditions, these developments have constituted aggressive attempts at replacing them.”

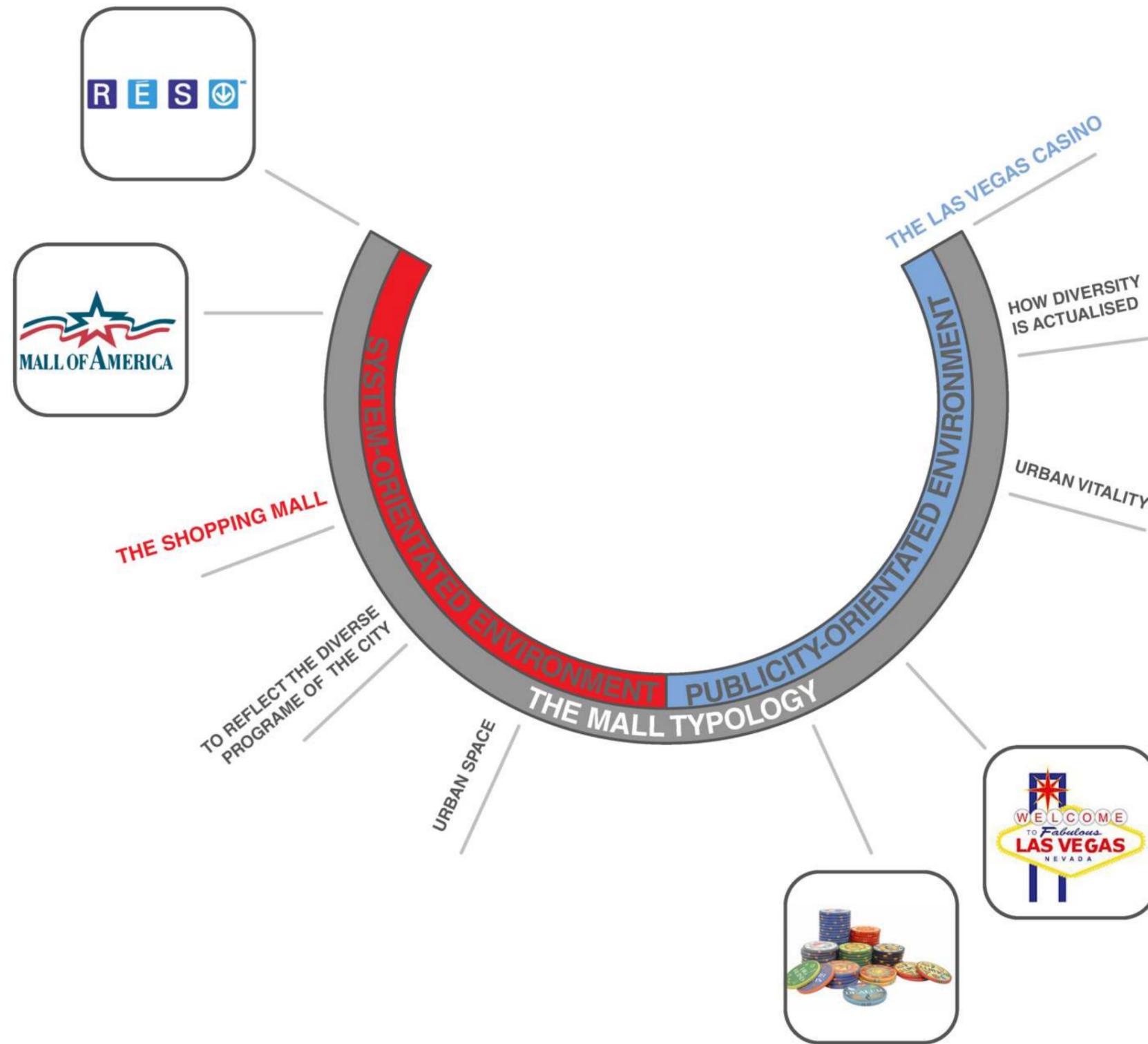
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“ONLY WITHIN” - M.PIMLOTT

The interior as an environment

“The interior’s language, gestures, tools and ephemera- its address to the individual and its claims upon the Individual- became universal, making it possible for the interior to be used and known regardless of its location”





The diagram on the side brings us back to the idea of "city making" as a merge of 2 typologies- the shopping mall and the Las Vegas casino. Looking at structures such as the Universal City Walk mall in Los Angeles, Disneyland or The Strip in Las Vegas, one can easily notice similarities: large scale structures, imitations of the "real city", that function based on effective retail strategies realised through a series of experiences.

Looking at the Economist building complex in London as a European comparison, the individual there is entrusted with the interpretation of the city himself, as Pimlott suggests. Architecture in Peter Smithson's buildings is rather authentic, creating "the charged void" which the individual then chooses how to fill in with functions and experiences.

In America, however private ownership and maximum financial return have led to the case where the achievement of such systems [whether shopping malls or casinos] has overtaken the idea of "place-making". The impressionable individual is needed for the survival of such system orientated environments. Authenticity is achieved through a series of experiences and the individual is addressed at the scale of mass publicity, mass spectacle and consumption is seen as leisure and self-realisation. Architecture here is one of street signs and labels.

The mall therefore turns into a typology, characterised by:

- Flexibility and adaptability of size
- Exportability - it could be realised anywhere, regardless of location
- Dependence on urban/regional infrastructure

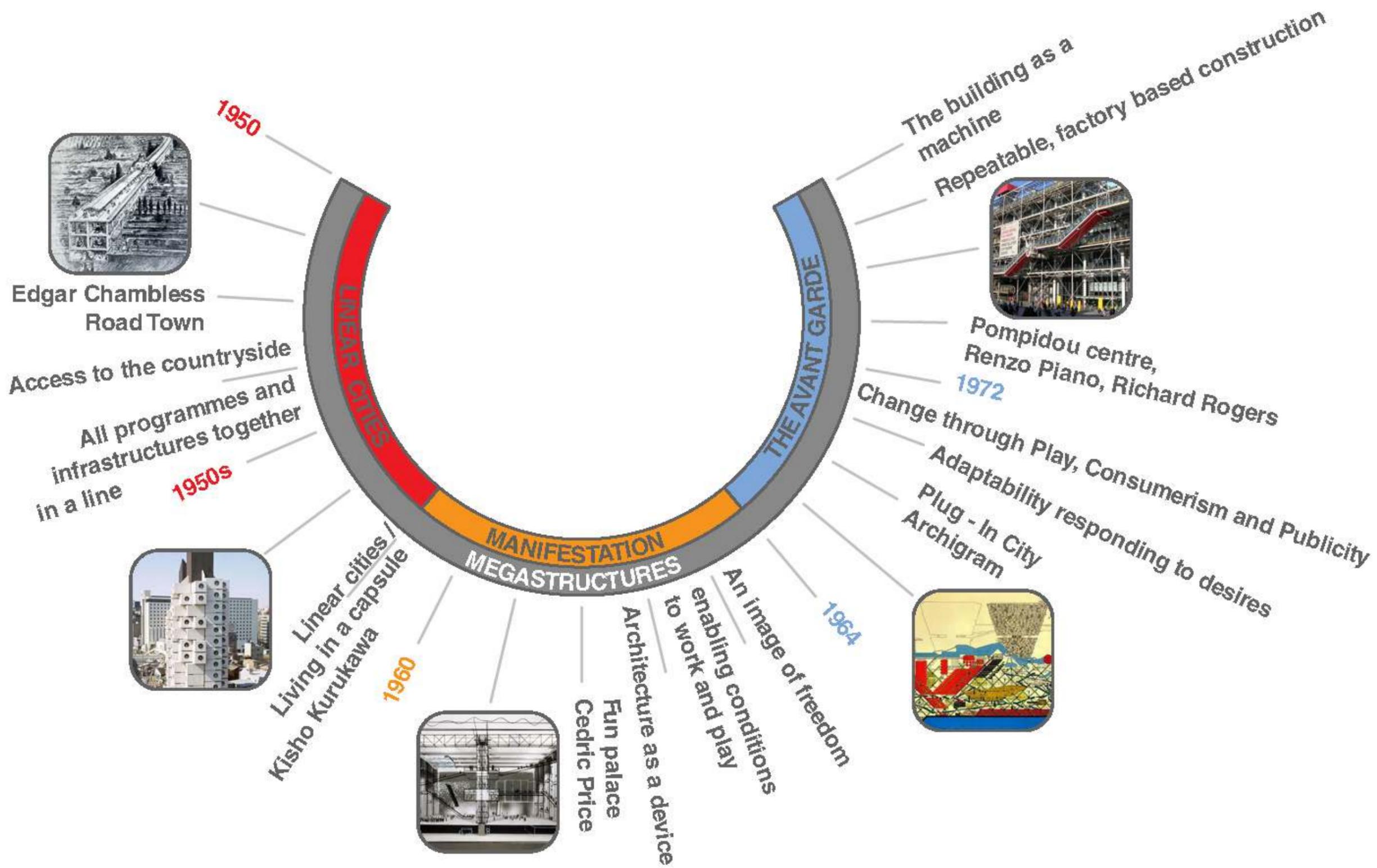
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"ONLY WITHIN" - M. PIMLOTT

The mall typology

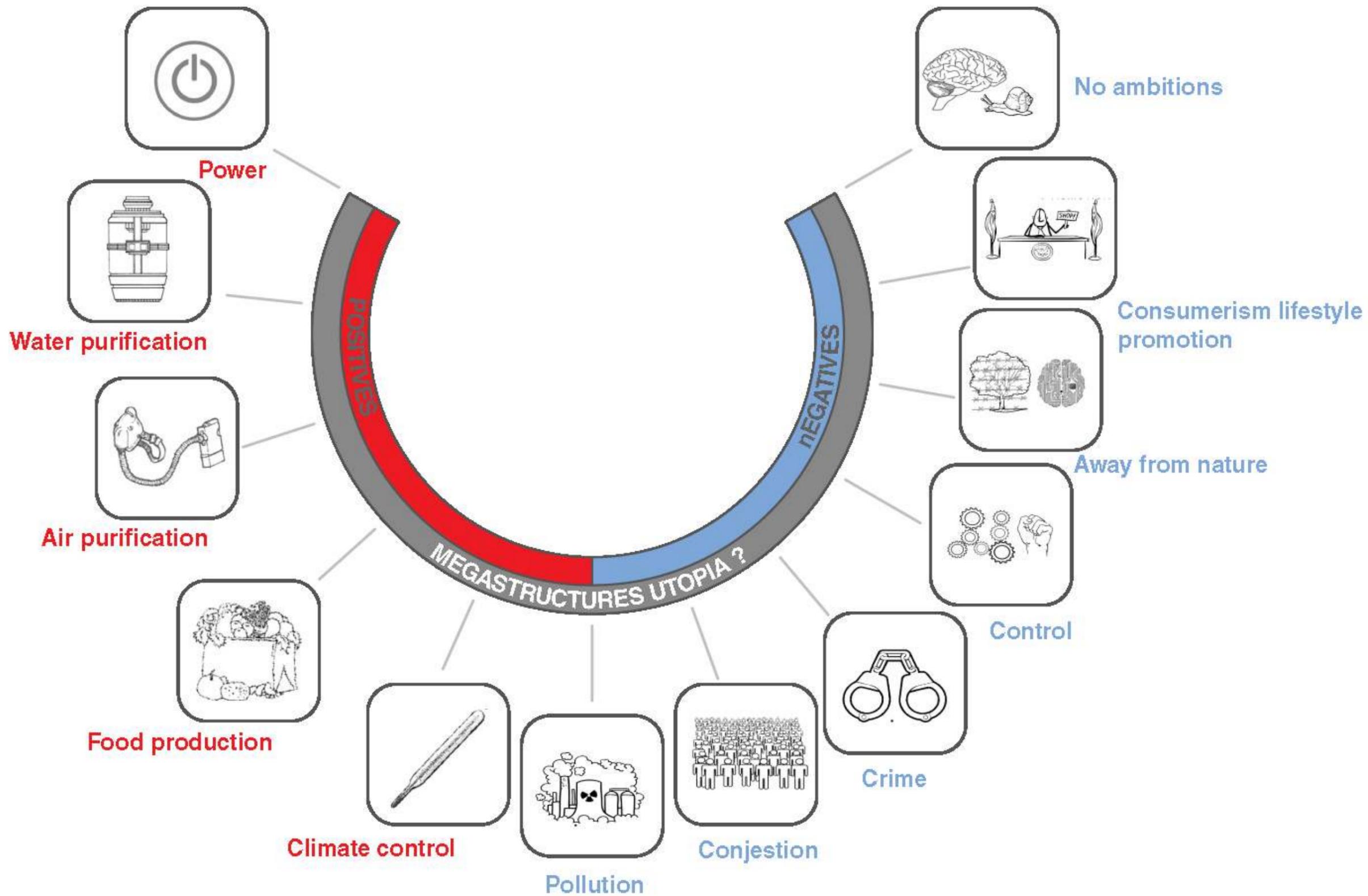
"However despite their developer's desires for such malls to be "cities within cities" or "worlds on their own", shopping malls, environments and experiences have been limited in the realisation of their ambitions by the very narrowness of their programmes, their representation and their consequent and overbearing artificiality."





The need to concentrate a variety of activities became a necessity due to overpopulation. As a result 3D planning came about in the form of Megastructures. These large high-rise buildings or rather complex adopted all functions of a city, or a part of the city such as : athletic facilities, shopping mall, offices, apartments, theatres, hotels.





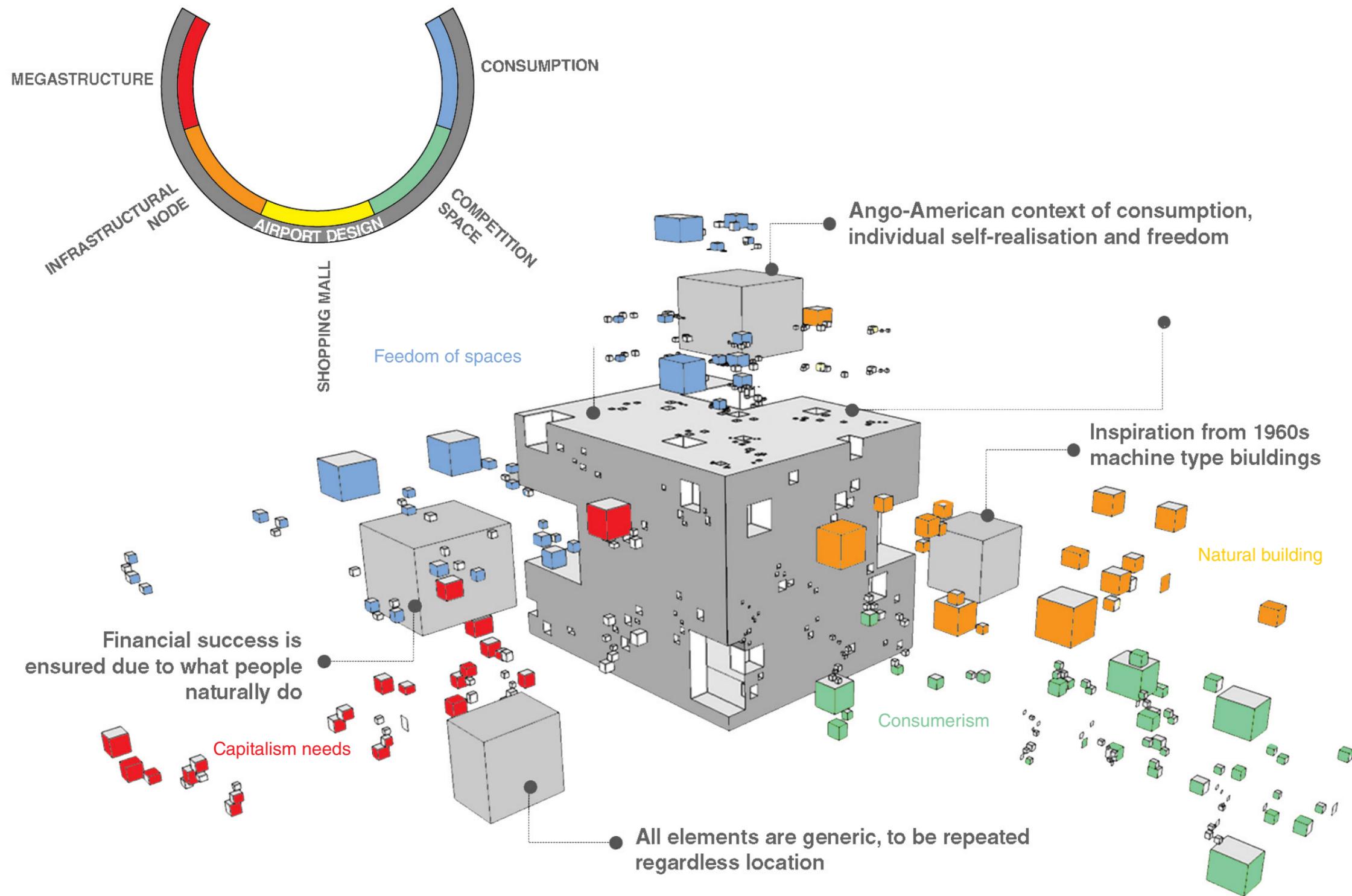
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"ONLY WITHIN" - M. PIMLOTT

Utopia?

"The megastucture as a collection of diverse, superimposed and coordinated functions contained within a very large frame could be imagined as a single object within the city. "The current diagram looks at some of the pros and cons behind megastuctures trying to question the idea of such complex buildings as an utopian view for the development of future cities.



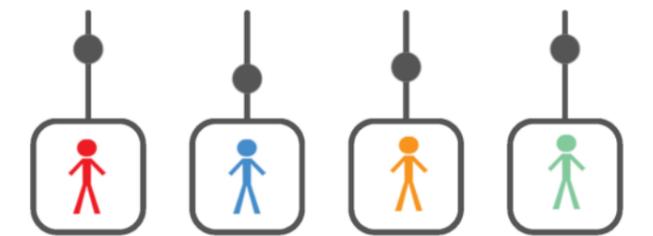


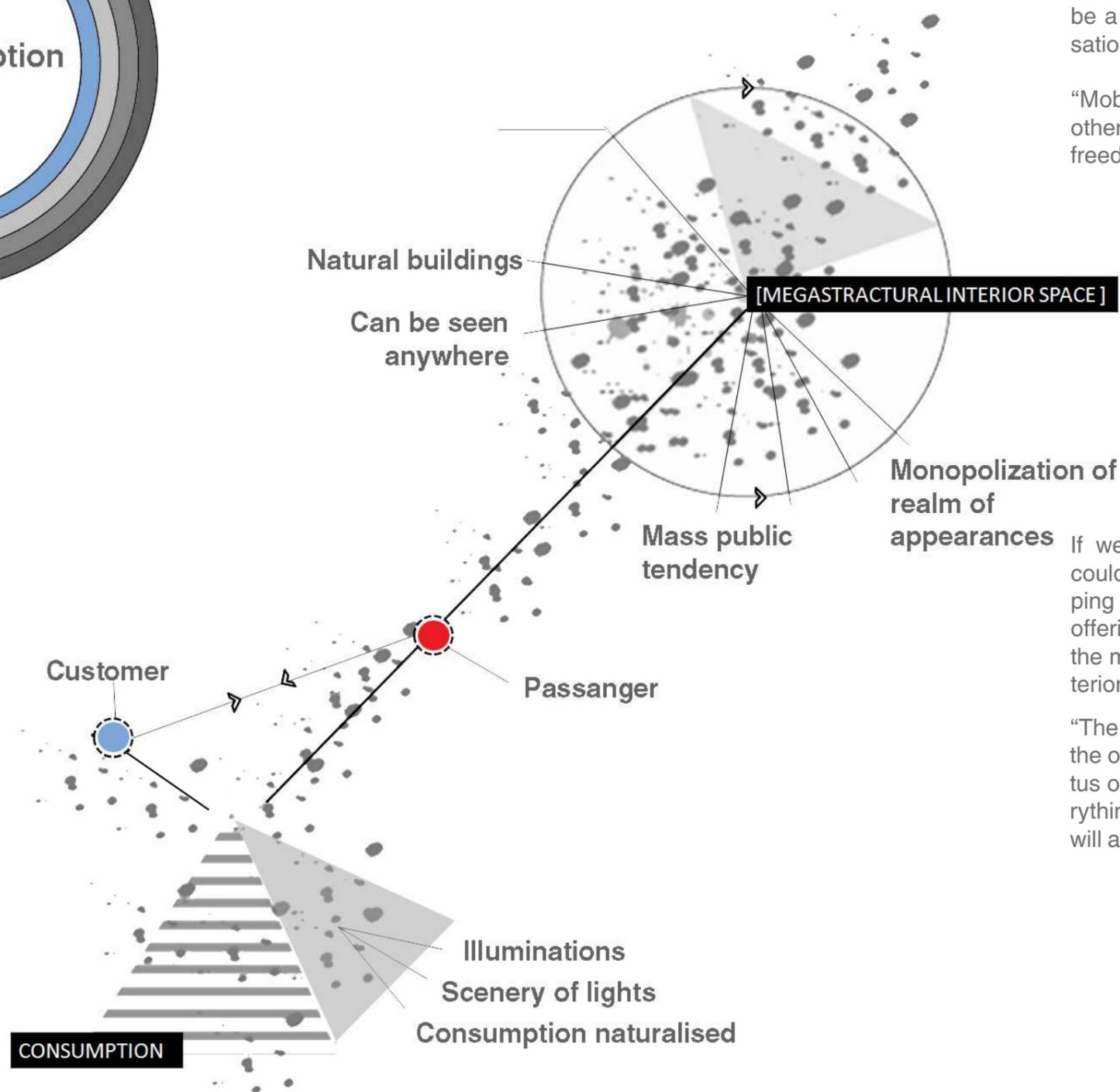
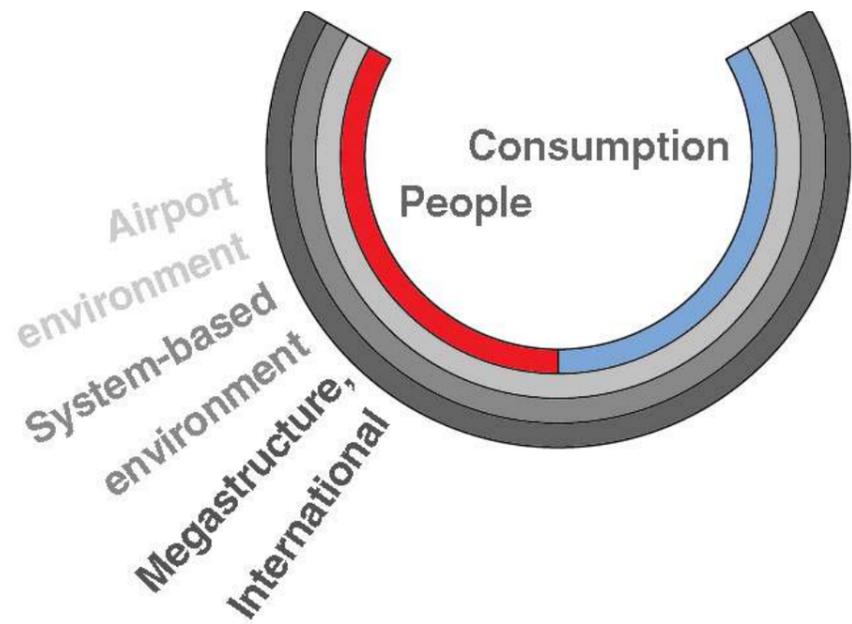
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[A.A]

"ONLY WITHIN" - M. PIMLOTT

Megastructures and their application

The texts proceed into looking at international airports as a merge of several typologies: shopping mall, megastructure and infrastructural node. There are "similarities and sympathies" between the airport and the shopping mall as building types. The current diagram shows International airports as malls with a set of components which could be realised and put together regardless of location.





“In the American context consumption has been developed, through policy and media, to be a powerful signifier of individual self-realisation and freedom,”

“Mobility, the descendant of migration, is another great signifier of the American variety of freedom.”

If we were to analyse airport interiors one could easily see the connection with the shopping malls as a building type and the idea of offering “freedom through consumption” for the masses that move through them. Such interiors however are dominated by publicity.

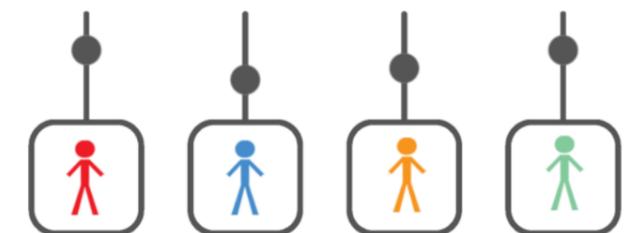
“The signs and gestures in airports are merely the outward manifestation of publicity, apparatus of phantasmagoria and the idea that “everything that appears is good, whatever is good will appear”.

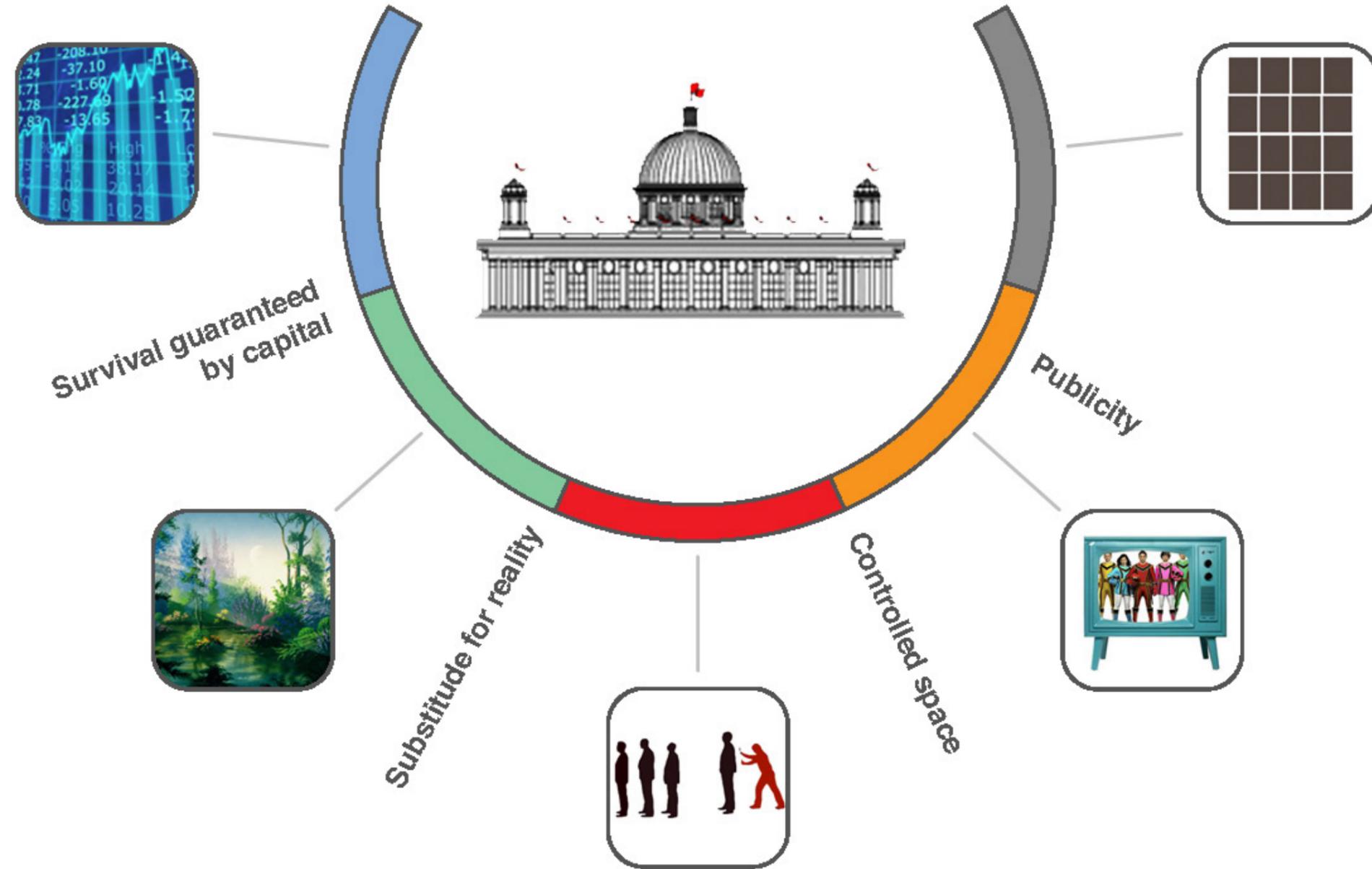
RE-MAP
[A.A]

“ONLY WITHIN” - M. PIMLOTT

Megastructures and their application

Due to their freedom of consumption and high mobility airports have been realised more and more for the past years, which brought up competition. Survival of such structures is purely due to their economic survival - based on consumers.





The diagram on the side looks into contemporary examples of the manifestation of the mall typology as a building type in Europe. If we were to take Trafford centre in Manchester, as an example one could easily track its history from its ownership by the Manchester shipping canal towards its modern manifestation as a retail continuous interior, such as the ones described in Pimlott's essay.

Here again systems constitute the dominant condition of the organisation and function of such major buildings, claiming reality through the various experiences offered, aiming to become a substitute for the outside World.

"Modern consumption is not the matter of basic items bought for definite needs, but of visual satisfaction and remarkable sights of things not found at home"

Bowlby, p1 paraphrasing Guy Debord

"Advertising is the art of convincing people to spend money they don't have for something they don't need."

Will Rogers

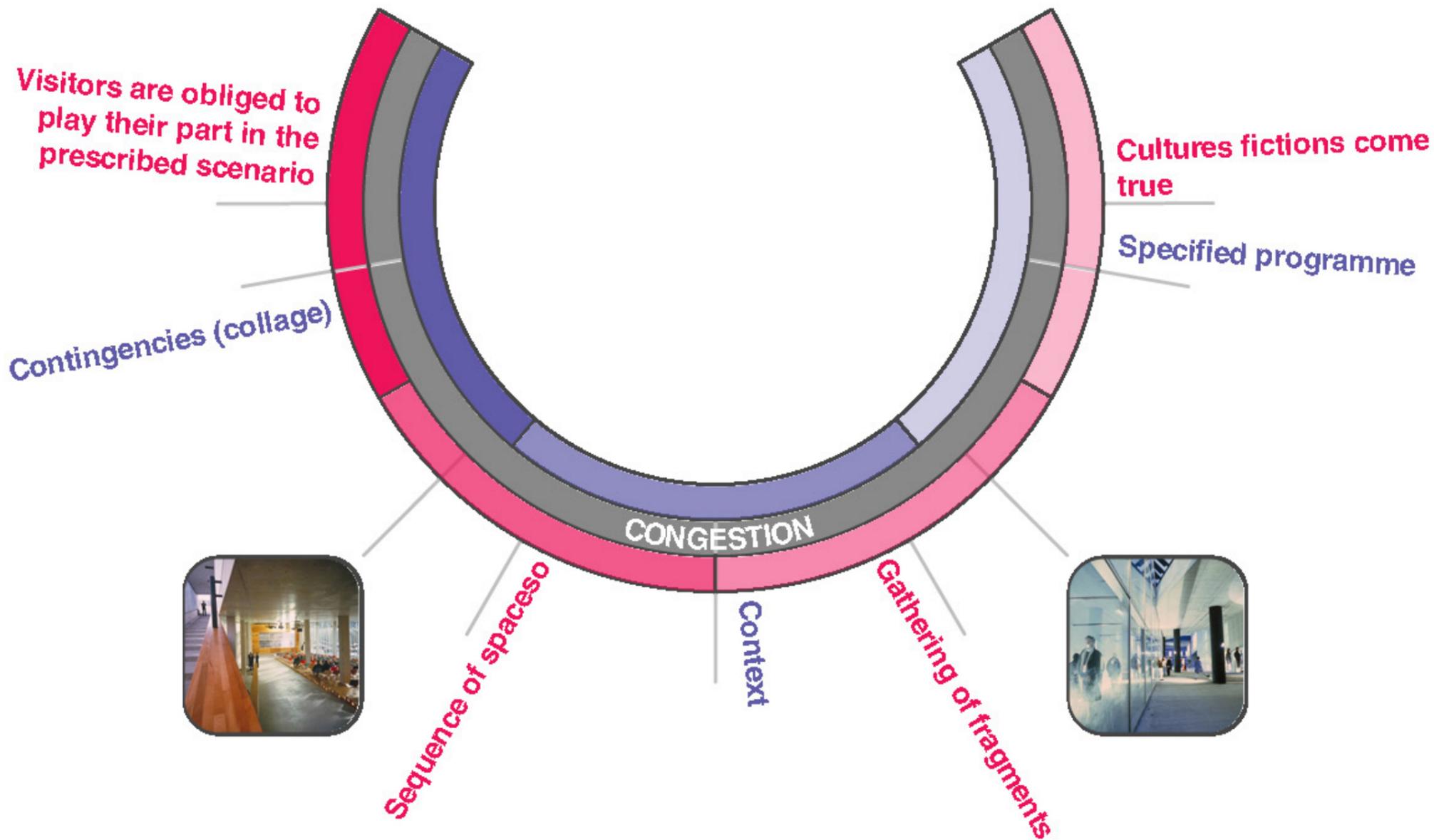
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"ONLY WITHIN" - M. PIMLOTT

The mall typology

The American typology behind the idea of self-realisation and freedom in Trafford Centre, Manchester . The PEEL group sold Trafford centre to CSC in 2011 for 1.65 billion pounds- the largest property acquisition in British history.





Pimlott's essay further continues into looking at Rem Koolhaas' essays Generic city and Junk space. Space or the universalising typology possesses a "deathly quality" in its manifestations. As the fading mall, the airport concourse, the congress hall or the city museum these spaces try to achieve their "interiority" by excluding the World and immersing visitors into representations that replace reality. Such spaces appear to be truly continuous with a World experienced by Media and publicity not as it would be experienced on the streets.

Nonetheless the critique in Rem Koolhaas' essays is however replaced by a fascination for such interior "dream worlds" and the continued role of fantasy in the construction of the urbanised public's psyche.

RE-MAP
[A.A]

"ONLY WITHIN" - M. PIMLOTT

"An aesthetics of congestion"

"The abundance of fantasy and interiority of all over, environmental applications" seen as Junk space in Rem Koolhaas' essay.



"ONLY WITHIN" - M. PIMLOTT

The continuous interior

"The interior is under no obligation to contain any qualities of the interior: it must merely act as a structure, a support for movement and publicity".



Infrastructures are frameworks for distributions of sign

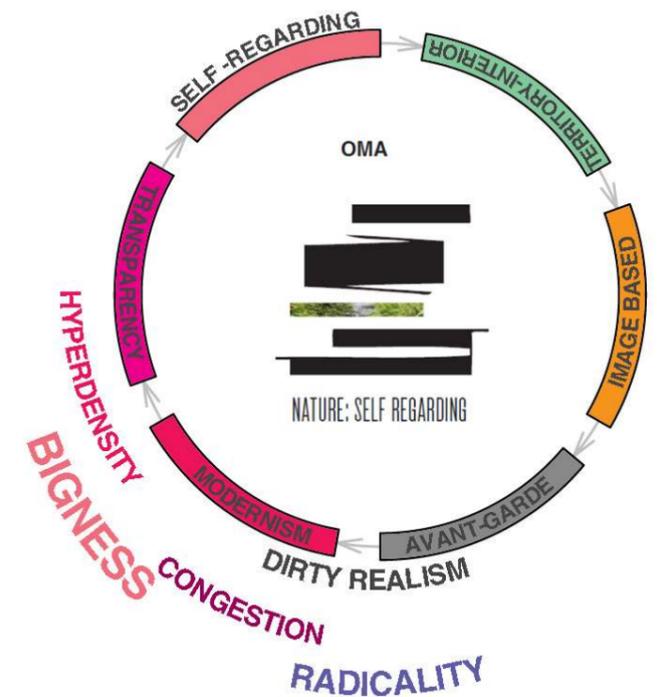
Interior is mainly a structure for movement and publicity

Homogeneous

Systems are self-legitimizing, without place

Constructed infrastructure predominates: territory is created

These forms echo (through their own motifs) patterns, topology and naturalness



The last part of the text focuses on some of the work of Superstudio and their idea of a world without objects, predesigned, yet empty that stretches out in a grid, interrupted only by geological incidents that interrupt the surface. People walk across its surface in unknown directions. The "Continuous Monument" by Superstudio is actually a blueprint for American cities, with their innate competitiveness, interior dream worlds and cities within cities.

Such interiors further could be seen in the works of Archizoon's "Non-stop City", with their interiors liberated by technology proposed a vision of placeless and timeless continuum, an endless continuous interior.

TRANSPARENT REPRESENTATION
OF THE FORCES OF CAPITAL



THEY ARE INHERENT ASPECTS
OF MODERNISM

The contemporary avant-garde adopts transparent representation and symbols of nature. Yet these are self serving ambitions

SELF-REGARDING NATURE



MODERNISM

THESE ARE NOT NEW

MODERNISM



What is the contemporary urbanism ideology? Is the mall typology our future or do we change our course? Where would we change it to?

With these thoughts ahead of us as a group we moved on to analysing an area of Manchester in order to test methodologies towards mapping the city and proposing our own interpretations of capitalist urbanism.

Images courtesy of 'Pimlott, M.,(2008), "Only Within"

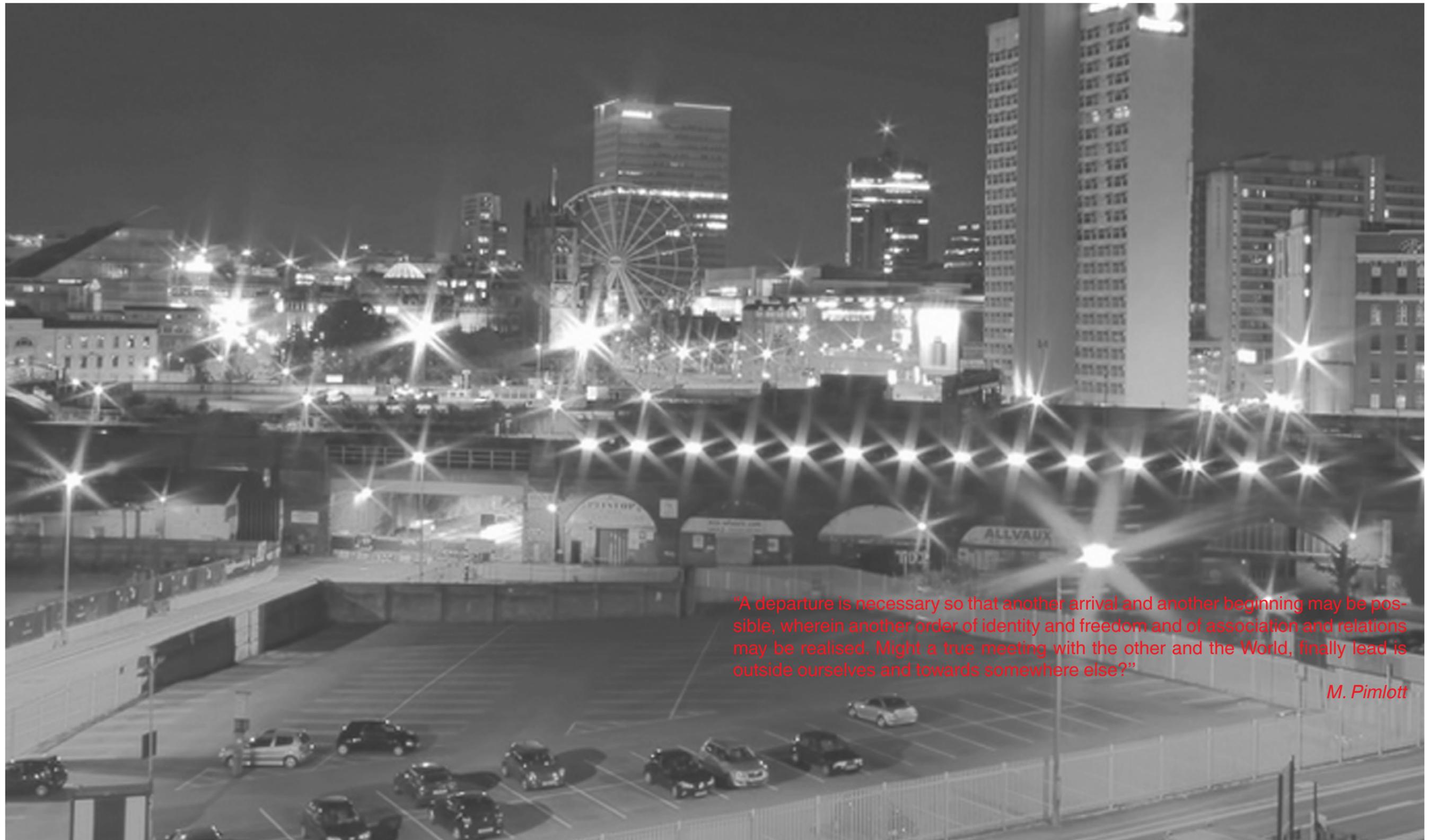


RE-MAP
[A.A.]

"ONLY WITHIN" - M. PIMLOTT

Contemporary avant garde

"The contemporary avant-garde adopts a position in which infrastructure, because of its accommodation of flows or its transparent representation of the forces of capital, is taken to be a natural phenomenon, and thus equivalent to nature."



"A departure is necessary so that another arrival and another beginning may be possible, wherein another order of identity and freedom and of association and relations may be realised. Might a true meeting with the other and the World, finally lead us outside ourselves and towards somewhere else?"

M. Pimlott

Image courtesy of Smith, E. (2006) , Manchester at night, www.flickr.com

RE-MAP
[A.A]

DATA DÉRIVE: MANCHESTER

“Within and without”

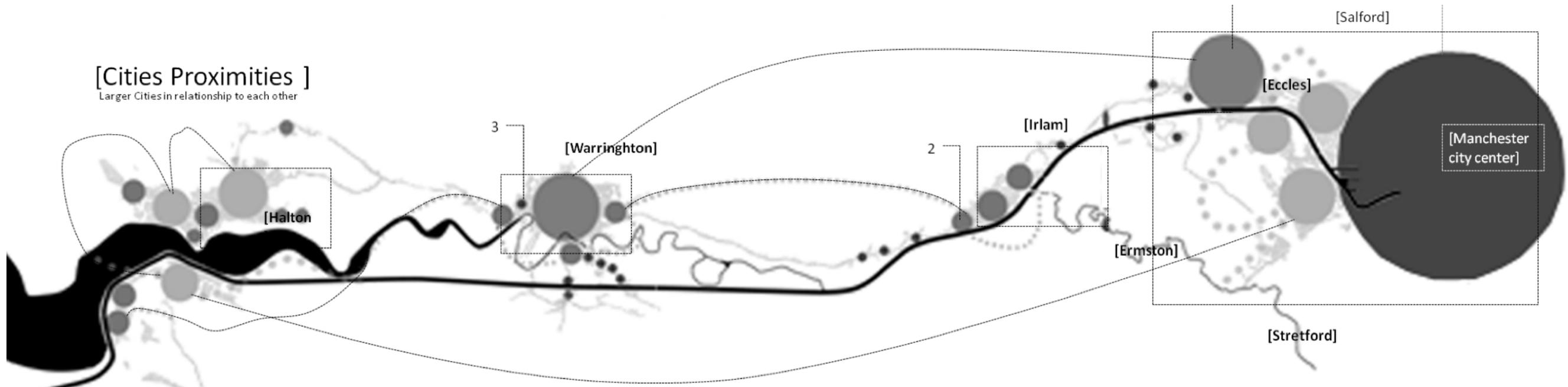
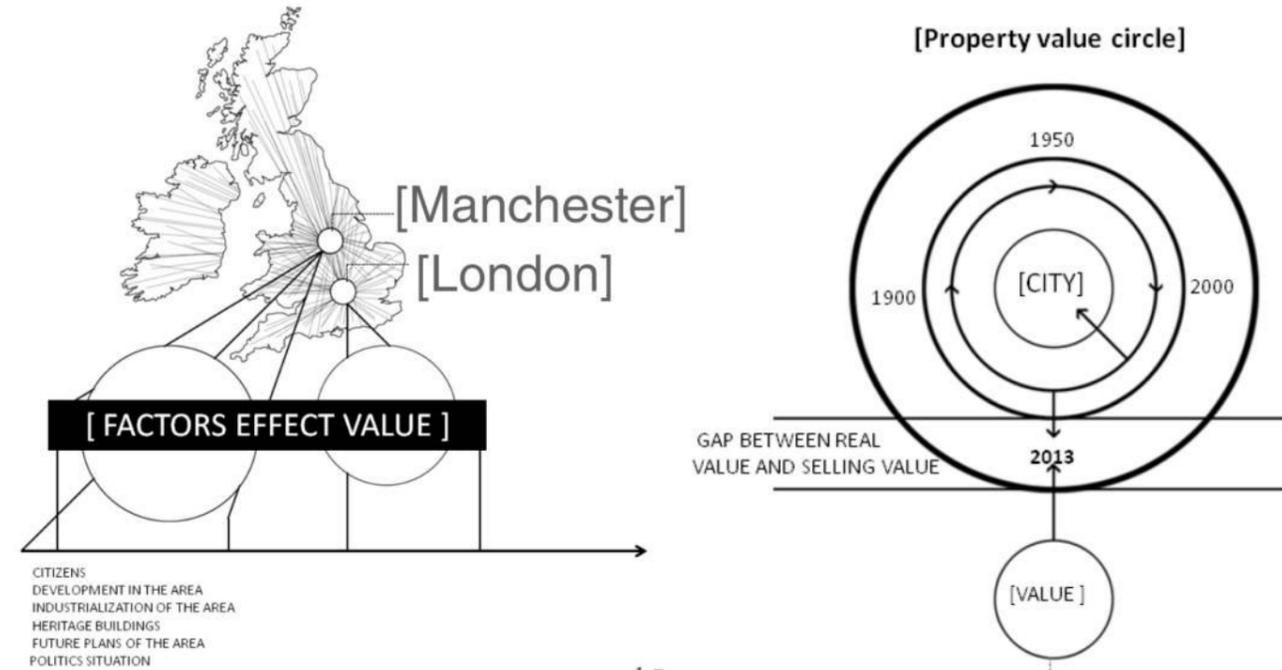
After looking at Mark Pimlott’s text on the mall typology we investigated some of the principles behind the latter in order to come up with a methodology to analyse a certain area of Manchester along a chosen path between [Manchester City centre], [Northern Quarter] and [Ancoats].

Through our analysis we decide to subdivide value and look at its components [monetary value, heritage, proximity of services and perceived value], working on a 20m x 20m grid in order to analyse various aspects of value in terms of heritage, land prices, proximity and perceived value.

After looking at Mark Pimlott's essay "Only within" and the mall as "a believable urban public interior space", which created an idealised urban environment - controlled, autonomous and connected to the city's network, we decided to look back into Europe and the city of Manchester. As a group, we were interested in exploring peripheries in between districts in relation to the City centre and therefore establish if a mall typology existed. The idea was that exploring an area close to the city centre and an area related to Manchester's industrial history would lead to a series of observations, based on which we could further look into some of the principles behind the mall typology in terms of connectivity and variety of functions and see whether they could be applied into an area in order to regenerate it.

Malls and megastructures always develop outside city centres based on a good infrastructural basis, so we decided to look at Manchester at a macro scale first in order to establish potential nodes of connection to its surrounding areas. We would then explore a specific route, passing through several districts in order to see where these nodes were missing. We were also interested at the variety of possibilities offered to modern consumerism individuals in order to establish why certain areas were "less popular" than other even though historically they could be defined as "richer".

The aim of our studies was to establish a strategy for regeneration of [mis]used spaces, to be further tested in Bradford.



RE-MAP
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GLOBAL, LOCAL + INDIVIDUAL VALUE

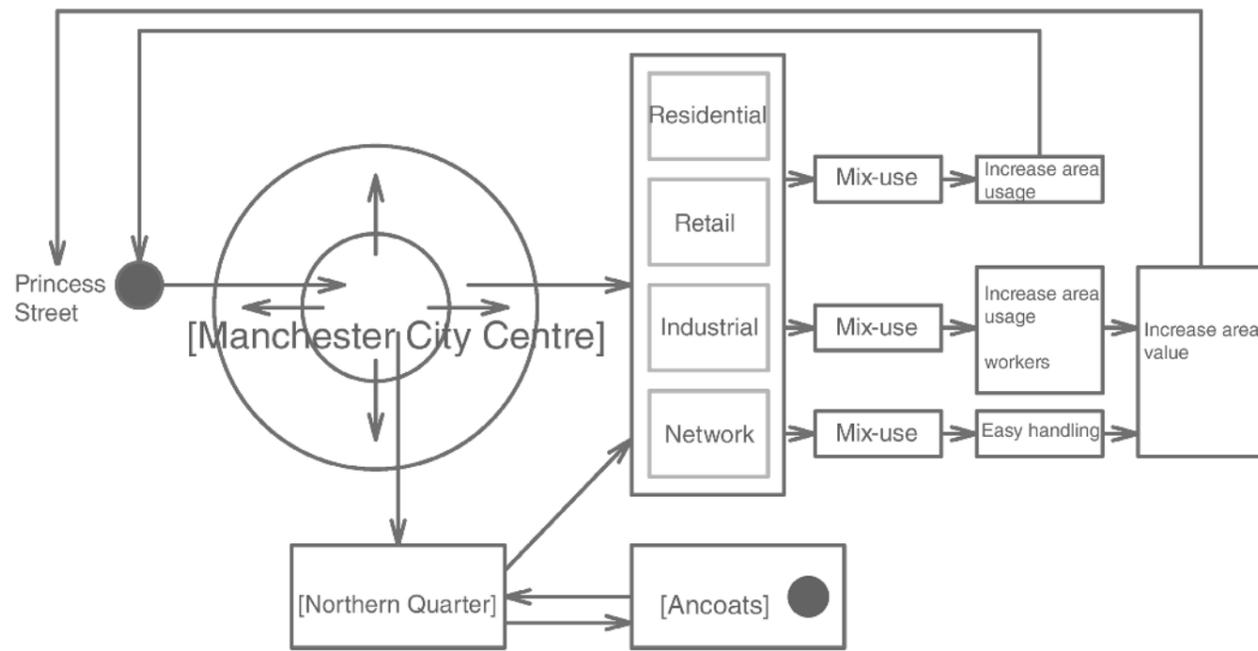
What about value in a consumerist World?

The economic value of properties in Manchester, changes throughout the years, increasing or decreasing based on the development and nature of the area.

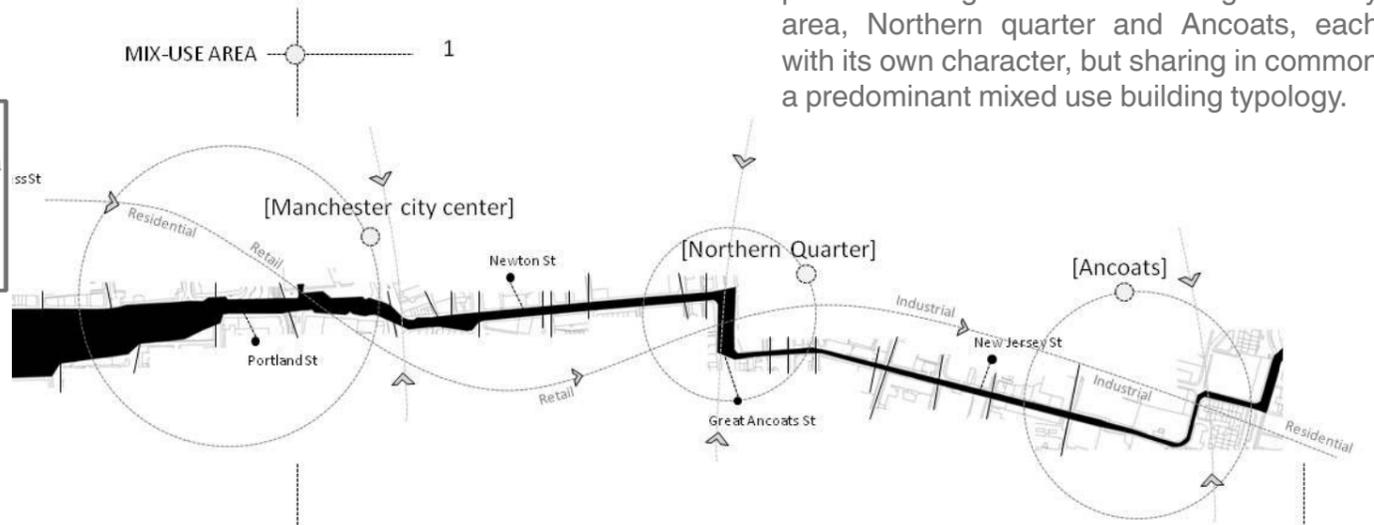
Larger cities are subdivided into High and Low-rise areas, which affects property value. But what is the relation of property value to infrastructure, services and heritage? Do these overlap?

**TOWARDS AN
"URBAN RENAISSANCE"**

[Study area]

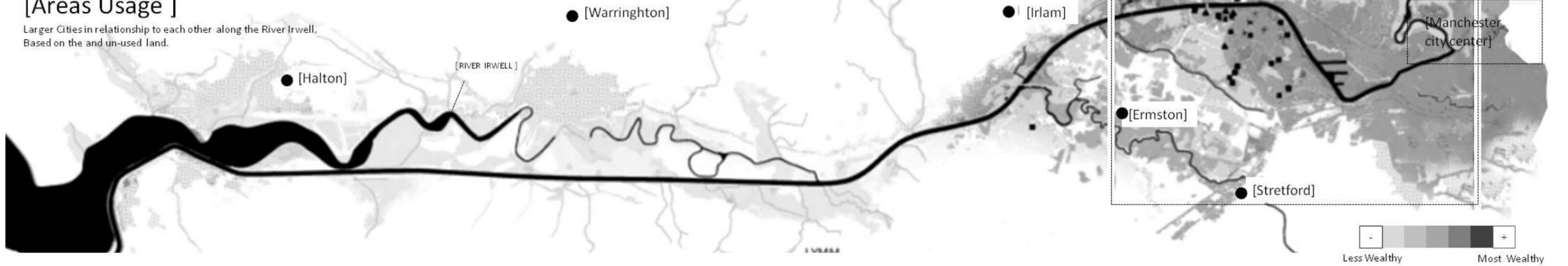


In order to develop our methodology we chose to analyse an area close to Manchester's City centre. Our chosen route begins at [Princess Street] and continues along [Portland Street], turning into [Newton Street] and subsequently to [New Jersey Street]. Along the route one passes through 3 districts along Piccadilly area, Northern quarter and Ancoats, each with its own character, but sharing in common a predominant mixed use building typology.



[Areas Usage]

Larger Cities in relationship to each other along the River Irwell, Based on the and un-used land.



RE-MAP
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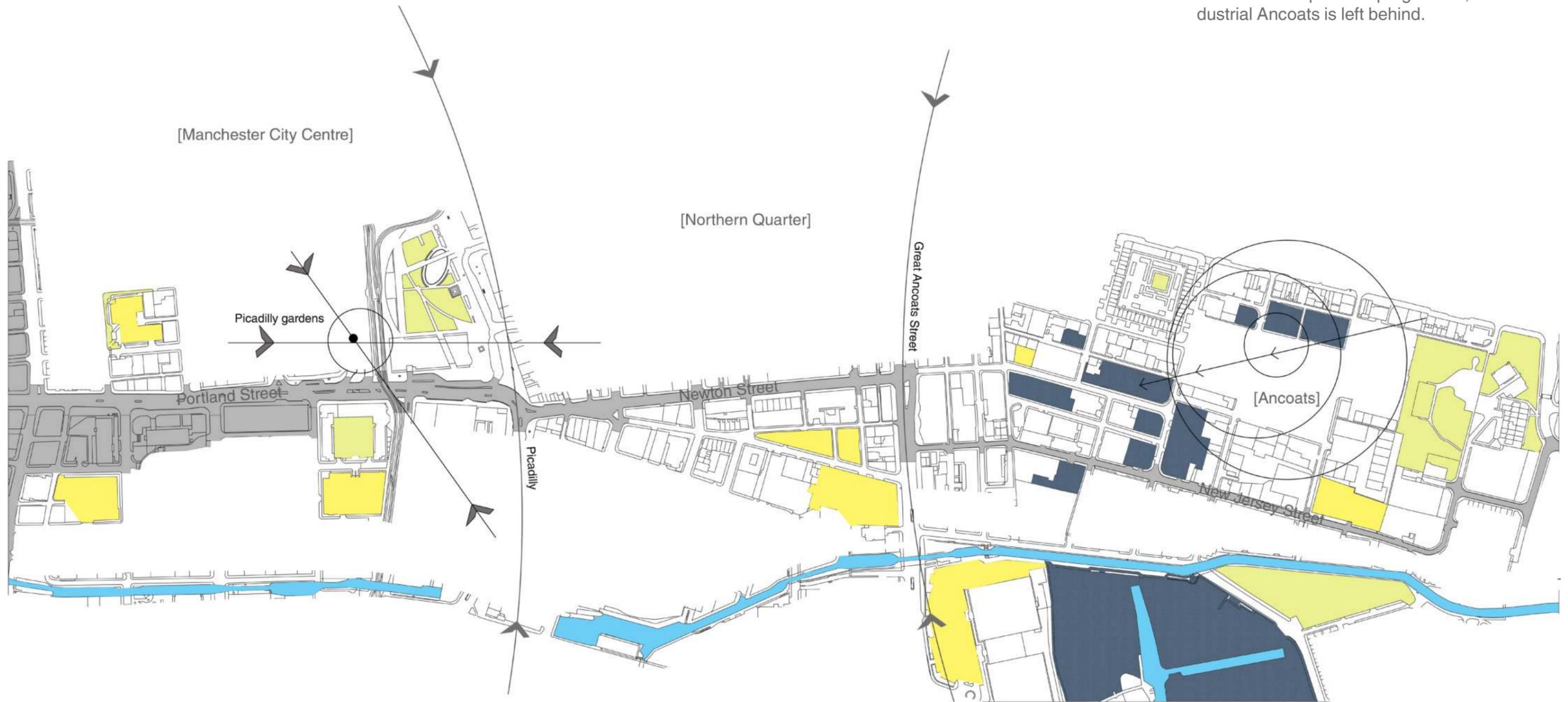
GLOBAL, LOCAL + INDIVIDUAL VALUE

Value in Manchester

Through our analysis a clear tendency of increased property value could be observed as our route passes from residential, through retail and finally to a predominantly industrial area. The market value of properties therefore is connected to the character of those areas and the associated typography, which we

decided to further analyse. We were interested in how land prices would compare to other aspects of value such as heritage, proximity of services and personal value or the "genius loci" of a place.

At a macro scale we looked at causes of industrialisation in large cities within the UK. Key factors in industrial growth were water canals and railways as primary sources of transportation. Following the industrial decline such areas were abandoned and disconnected from the city's programme. Here this is also visible as Manchester City centre is connected with the Northern quarter's programme, whilst industrial Ancoats is left behind.



RE-MAP
[A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

MACRO Analysis I free spaces

Free plots and car parking spaces in proximity to the Bridgewater canal show potential for future developments within the area. There is also lack of green spaces throughout the examined path.

- Parking spaces
- Free land
- Green spaces
- Bridgewater canal

- Residential only
 - Leisure
 - Hotel and leisure
 - Retail only
 - Retail and residential
 - Retail and offices
 - Business centre and leisure
 - Business centre
- Mix use I
 - Mix use II
 - Mix use III



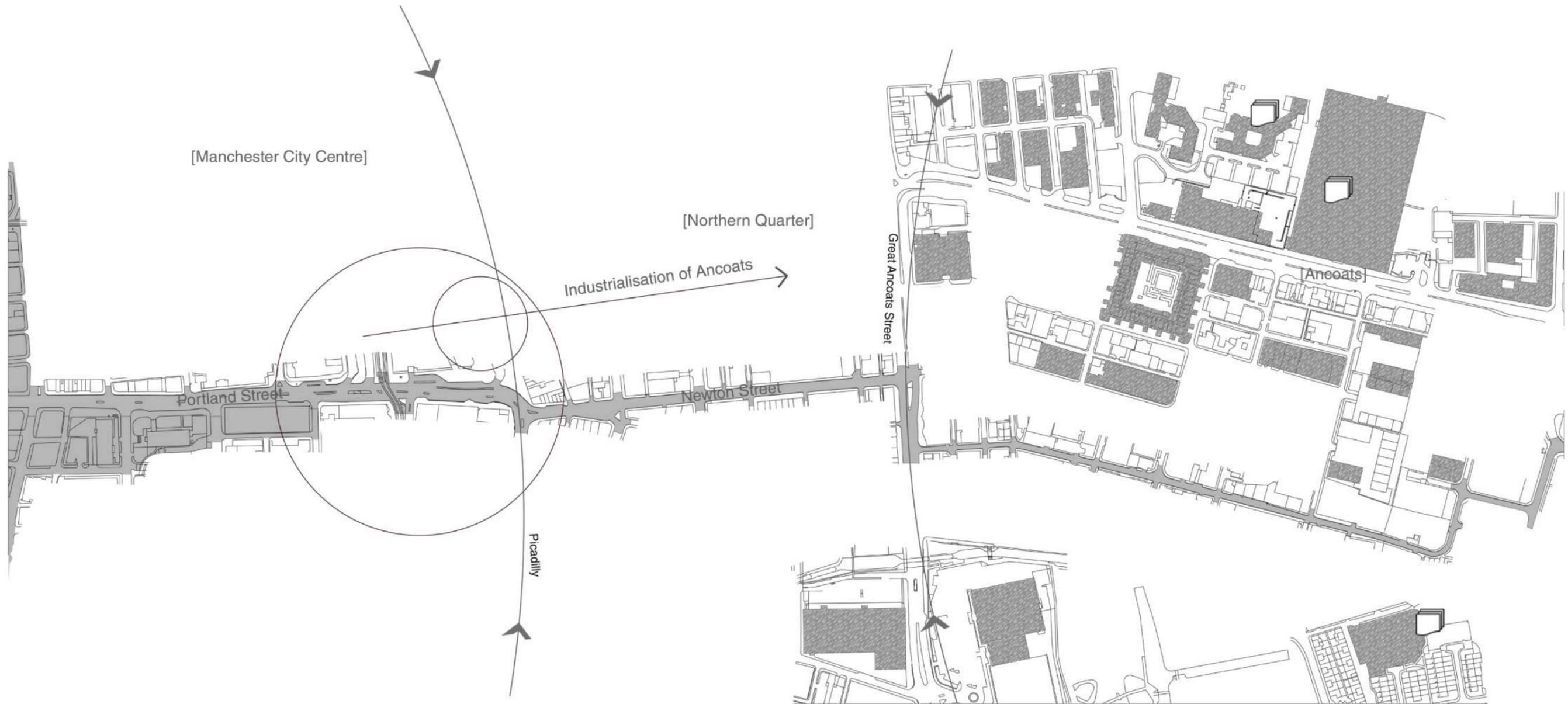
RE-MAP
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GLOBAL, LOCAL + INDIVIDUAL VALUE

MACRO Analysis II Usage and Typology

Looking at building uses the predominant mixed-use character increases property value. It is also worth mentioning that most of the ground floor levels of buildings are left for retail and public entertainment uses, while the floors above vary in use - from offices to hotels and housing flats.

As with the mall typology it appears that the survival is due again to provision of "publicity and functions in one place" in order to capture the individual and ensure that property's economic growth. Therefore a connection proximity of services - land prices could be sought.



RE-MAP
[A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

MACRO Analysis III industrial usage

On the above diagram we can clearly see the main character of an ex-industrial area. whilst the city centre's warehouses and mills have been transformed into mix-use properties, in Ancoats, the "warehouse" character is still preserved. Currently the buildings are used as distribution centres (like the Royal mills) or

they are converted into small and medium sized business warehouses, which are still on the market. This in a way explains the "un-popular" and remote overall character of the area due to lack of services to attract individuals.

-  Industrial centres
-  Distribution centres



Image courtesy of Smith, E. (2006) , Manchester at night, www.flickr.com

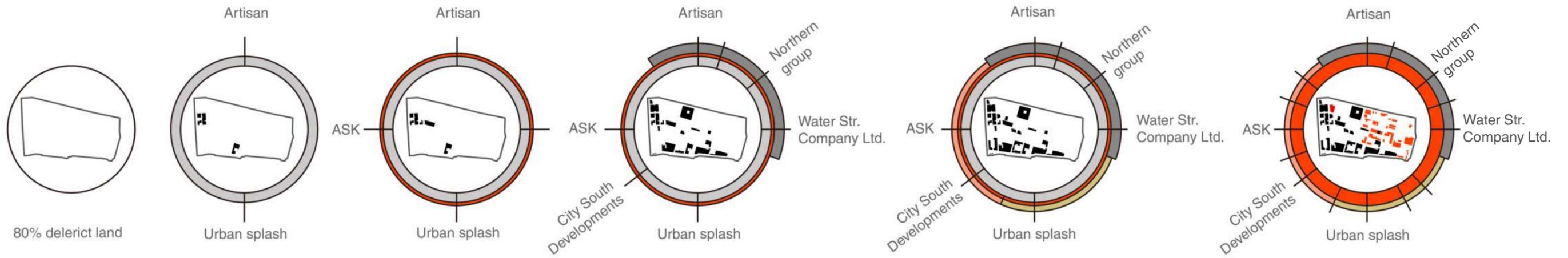
RE-MAP
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GLOBAL, LOCAL + INDIVIDUAL VALUE

Heritage as value

Upon starting our analysis we focused first on heritage. We looked at the listed buildings around the chosen path with their grade of listing and current occupancy, and also at the conservation are in Ancoats.

The gathered information was to be plotted at a 20m x 20m grid and then allocated an index value.



The diagram analyses the major events for the period '98-'12 with regards to land value and developments for the conservation area within the chosen route.



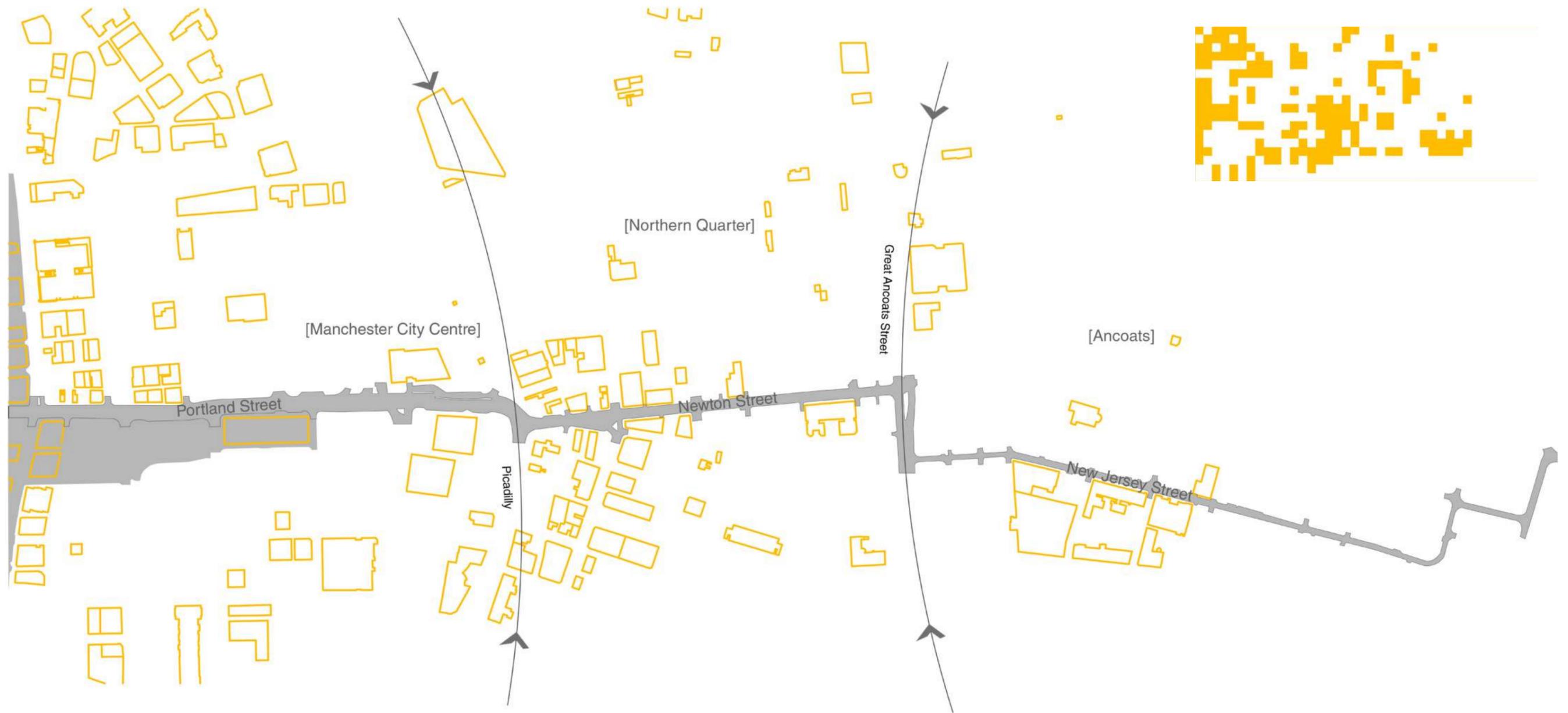
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GLOBAL, LOCAL + INDIVIDUAL VALUE

Local politics

Our next focus was to look at the local politics around the area in order to see how these could potentially affect land prices. Could it be possible that as with the mall typology and the "control" exercised over individuals visiting megastructures could be applied as a strategy in order to increase a property's value?

- | 0.1 million pounds
- | NWDA
- | NEM Ltd.
- | MCC
- | English Heritage
- | HWBPT



RE-MAP
[A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

Heritage as value

We also looked at what listed buildings and the idea of heritage as a component of value.

We then decided to apply a 20mx20m grid on the chosen path and then to portray the distribution of listed buildings in order to see if there is any particular pattern.

Listed buildings could be used as a “measure” of heritage and a way to eventually determine “true value” once all components are overlaid.

Listed buildings



SERVICES INFRASTRUCTURE TIME PROXIMITY

Image courtesy of Smith, E. (2006) , Manchester at night, www.flickr.com

RE-MAP
[A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

Proximity as value

Next we looked at the existing infrastructure, means of transportation and the way each of the 3 chosen areas were connected.

The gathered information was to be plotted at a 20m x 20m grid and then allocated an index value.

The diagram demonstrates proximity of various along the chosen route. As per the drawing we could see a predominant retail and mixed use area at the beginning of the route [Portland Street] and as we move down towards Northern quarter and [Newton Street] these services decrease with global chains making way to local ones. [New Jersey Street] has a predominance of industrial services due to Ancoats' industrial history of cotton mills over the years.



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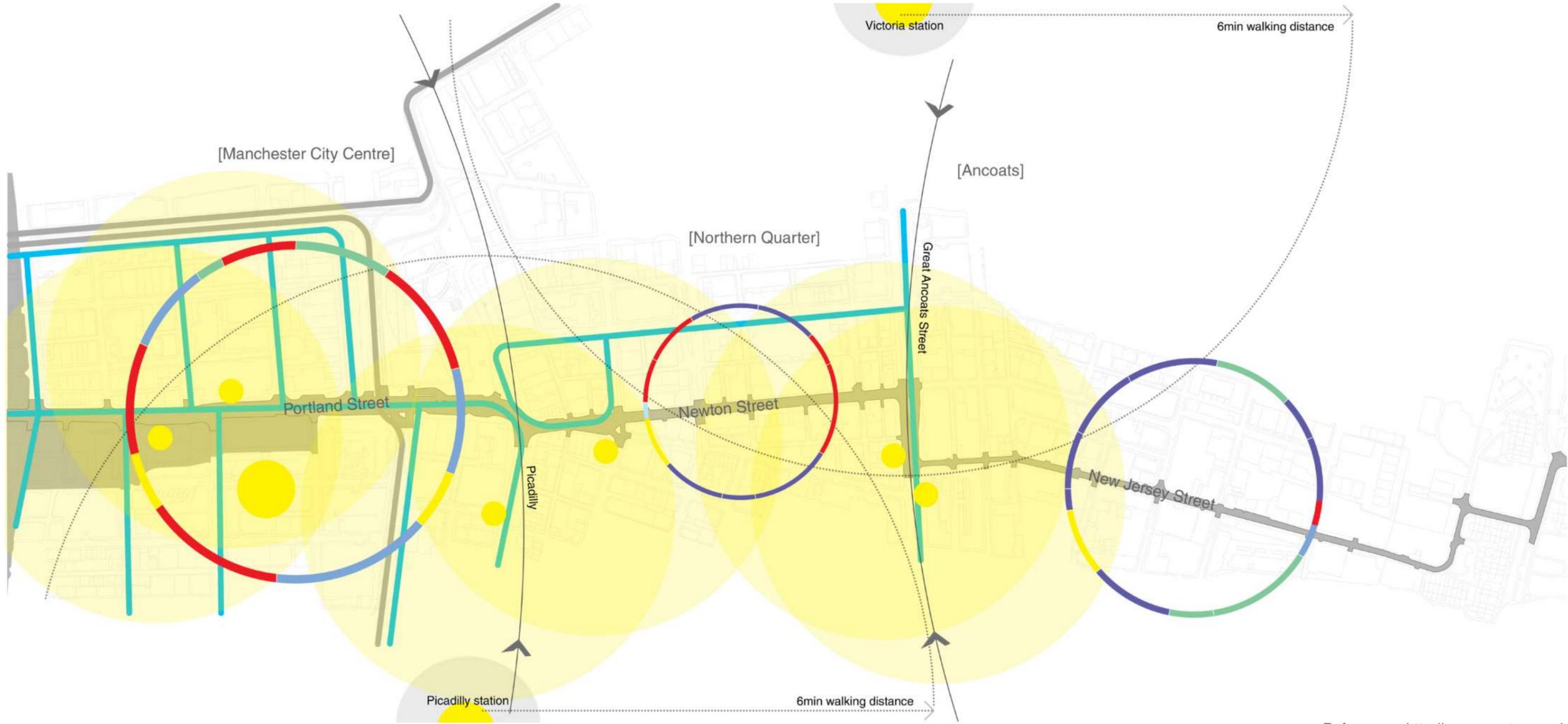
GLOBAL, LOCAL + INDIVIDUAL VALUE

Proximity as value - services

Next we looked at proximity in relation to value. Since proximity in itself is quite hard to establish, we decided to subdivide it in 3 aspects – services, infrastructure and maximum time needed in order to reach the desired service through various means of transportation. This would allow one to track how value reacts in terms of location and availability of services.

- Commercial and retail services
- Hotels, hostels nearby
- Recreation and leisure services
- Administration, Office, Education
- Industry, manufacturing
- Access to public transport network

Proximity is viewed as time implicated for travel based on the following average speed: car (25mph), bus (13mph), cycling (9mph) and walking (3.1mph)



References: <http://www.gmpte.gov.uk>

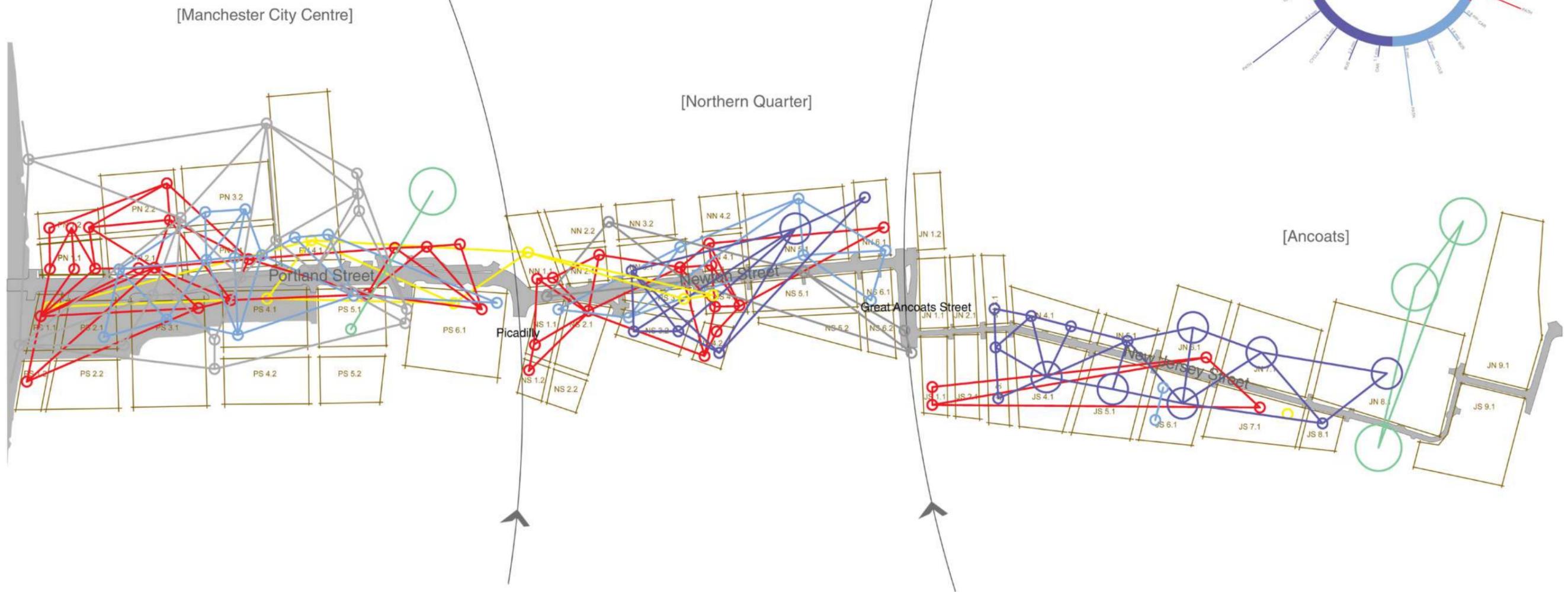
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GLOBAL, LOCAL + INDIVIDUAL VALUE

Proximity as value - infrastructure

The diagram looks at the bus stop locations in relation to a 200m radius [maximum walking distance for pedestrians from adjacent areas]. The tram and bus routes further outline the connections in between districts as well as within the city. There is an obvious connection between density of populated areas and the infrastructure network.

- Location of bus stops
- 200m walking distance radius
- Tram network
- Local bus routes / network



References: <http://assets.dft.gov.uk>

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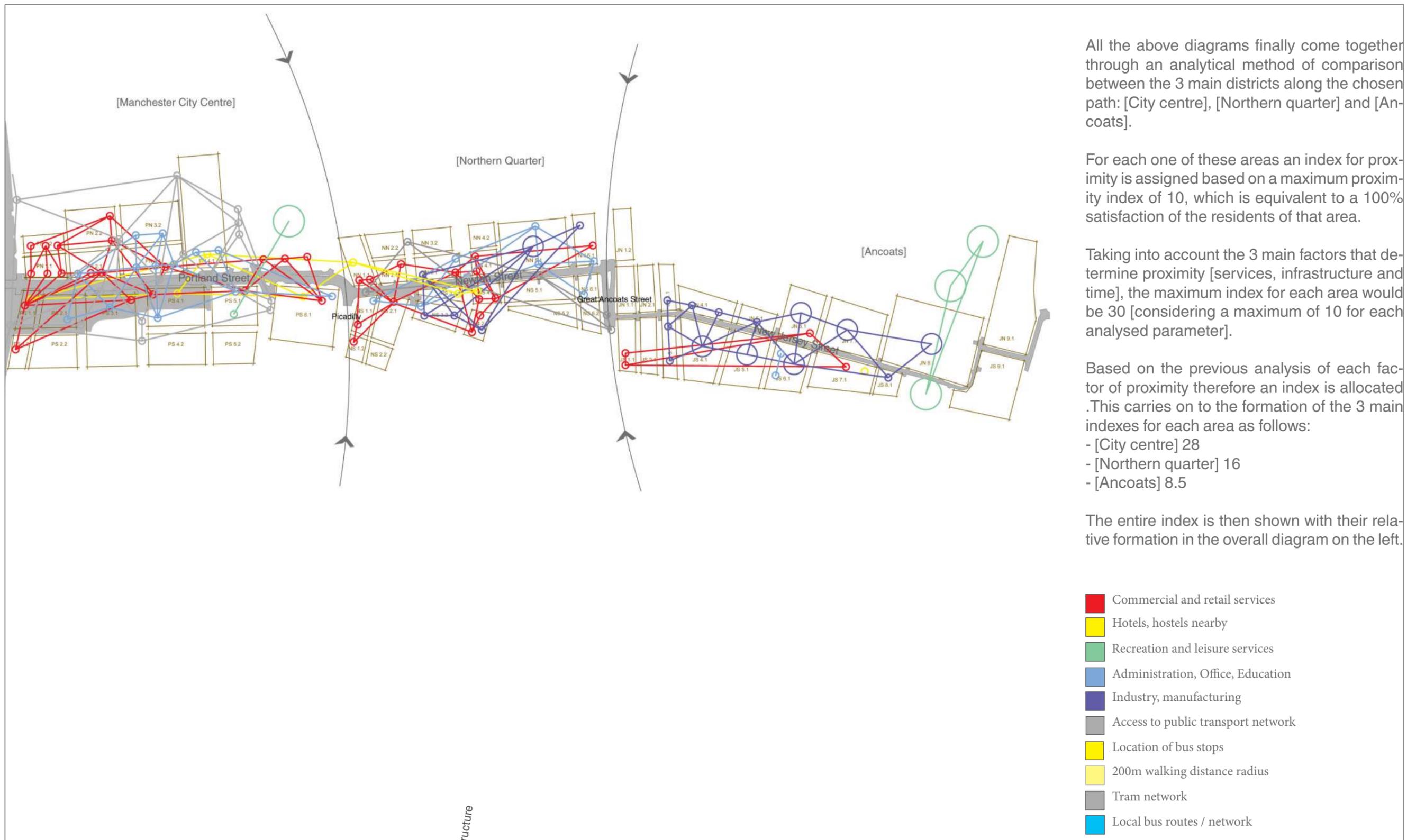
GLOBAL, LOCAL + INDIVIDUAL VALUE

Proximity as value - time

Finally, proximity as a value is viewed in terms of infrastructure [public transport] and variety of services available to residents of the area in relation to time implemented to access these.

Proximity therefore, becomes a way to measure commodity an accessibility, which directly influences value of land.

- Commercial and retail services
- Hotels, hostels nearby
- Recreation and leisure services
- Administration, Office, Education
- Industry, manufacturing
- Access to public transport network



All the above diagrams finally come together through an analytical method of comparison between the 3 main districts along the chosen path: [City centre], [Northern quarter] and [Ancoats].

For each one of these areas an index for proximity is assigned based on a maximum proximity index of 10, which is equivalent to a 100% satisfaction of the residents of that area.

Taking into account the 3 main factors that determine proximity [services, infrastructure and time], the maximum index for each area would be 30 [considering a maximum of 10 for each analysed parameter].

Based on the previous analysis of each factor of proximity therefore an index is allocated. This carries on to the formation of the 3 main indexes for each area as follows:

- [City centre] 28
- [Northern quarter] 16
- [Ancoats] 8.5

The entire index is then shown with their relative formation in the overall diagram on the left.

- Commercial and retail services
- Hotels, hostels nearby
- Recreation and leisure services
- Administration, Office, Education
- Industry, manufacturing
- Access to public transport network
- Location of bus stops
- 200m walking distance radius
- Tram network
- Local bus routes / network

RE-MAP
[A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

Proximity as value

- Services INDEX
- Infrastructure INDEX
- Proximity/Time INDEX

- Time via rail network
- Time via vehicle [bus,car]
- Time via cycling
- Time via walking

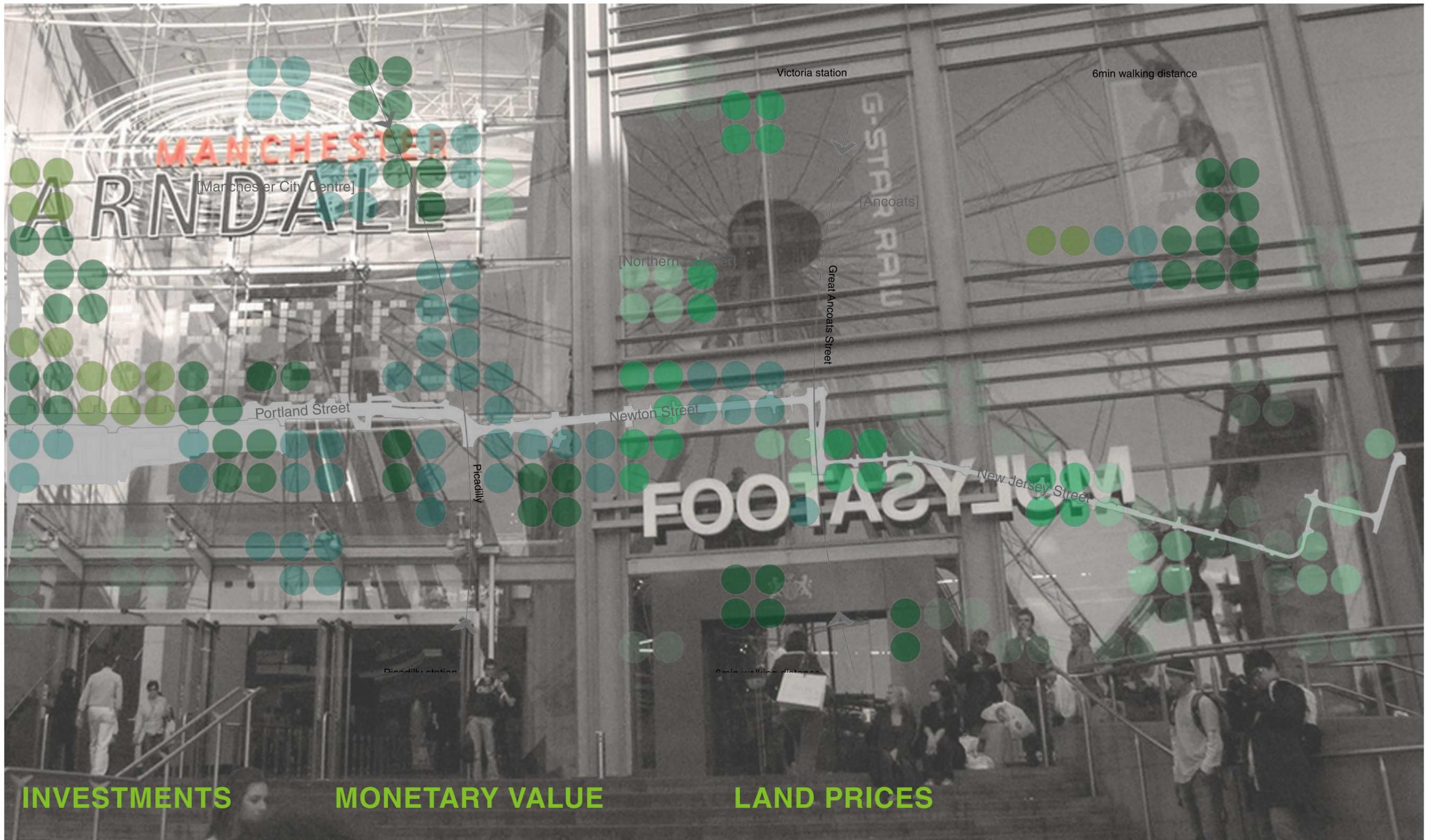


Image courtesy of Smith, E. (2006), Manchester at night, www.flickr.com

RE-MAP
[A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

Land prices

We also looked at the actual land prices and the investments in the area in terms of determining monetary value of land.

The gathered information was to be plotted at a 20m x 20m grid and then allocated an index value.

Further on we focused on actual monetary value of areas in order to explore their relation to value. Building up on our previous example of Trafford centre in Manchester as the largest acquisition in British history, we decided to search for any similar polarities in terms of high land value and its relation to services. It represents an approximation of the economic value working around the same established grid of 20x20mm, based on prices of adjacent buildings. Price paid data was collected via postcode where it was available and the average price of the building block was estimated.



Reference: Land Registry house price using the post-code

The diagram shows that Land prices decrease dramatically as we move from the City Centre to Ancoats (open and listed buildings).

- < £ 100 000
- £ 100 000 - £ 500 000

- £ 500 000 - £ 1 000 000
- £ 1 000 000 - £ 2 000 000
- £ 2 000 000 - £ 3 000 000
- £ 3 000 000 - £ 5 000 000
- > £ 5 000 000



Image courtesy of Smith, E. (2006), Manchester at night, www.flickr.com

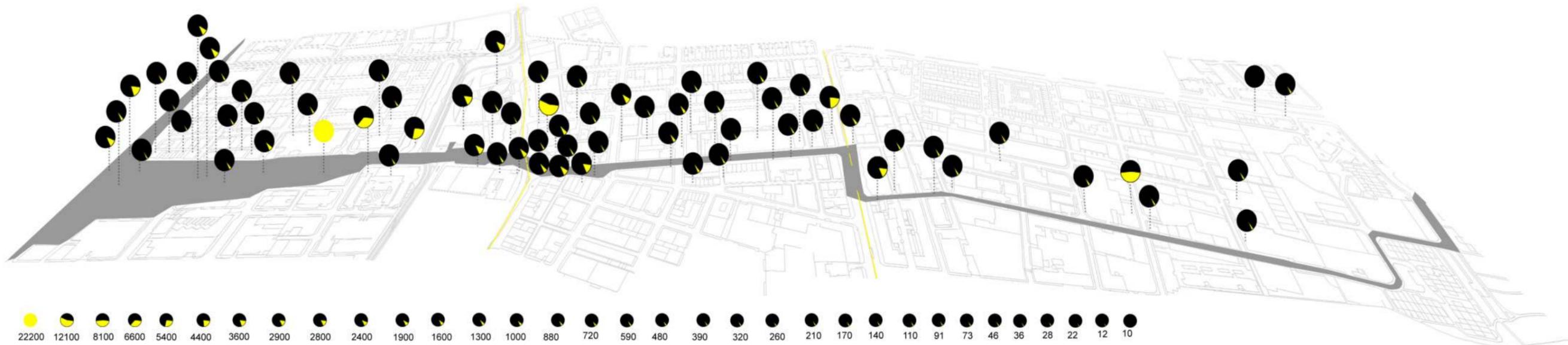
RE-MAP
[A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

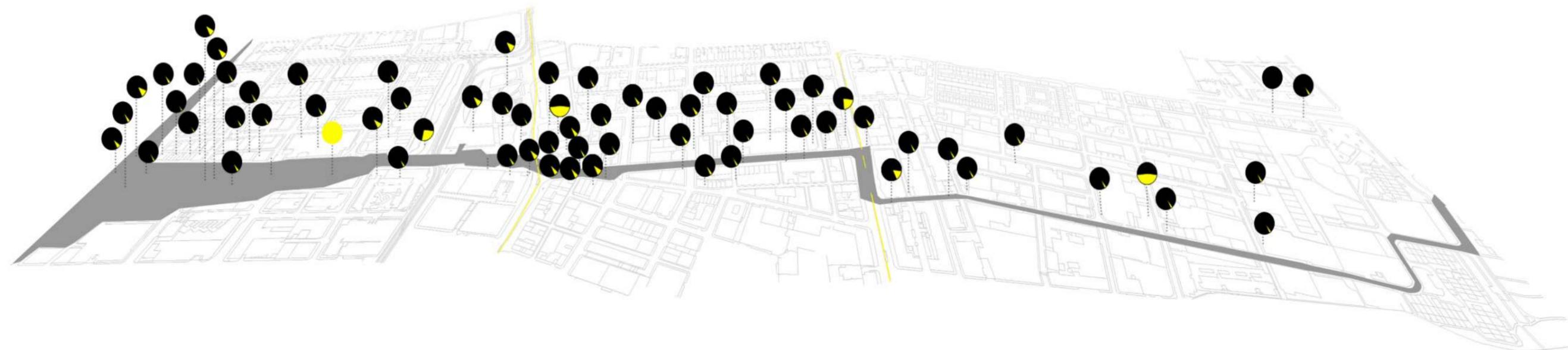
Perceived value

Finally we decided to actually ask people what they thought of the analysis areas and so we conveyed a mapping survey, trying to locate "perceived" value.

The gathered information was to be plotted at a 20m x 20m grid and then allocated an index value.



22200 12100 8100 6600 5400 4400 3600 2900 2800 2400 1900 1600 1300 1000 880 720 590 480 390 320 260 210 170 140 110 91 73 46 36 28 22 12 10



18100 8100 5400 4400 3600 2900 2800 2400 1900 1600 1300 1000 880 720 590 480 390 320 260 210 170 140 110 91 73 46 36 28 22 12 10

RE-MAP
[A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

Popularity as value

Next we focused on how popular these areas where in order to see how they attract their "customers". Using the shopping mall typology as an example, where this was based on publicity we therefore looked at the popularity of the chosen path based on global and local Google searches of enterprises and landmarks along for the past month.

The yellow pie chart presents the maximum amount of clicks on the web per enterprise [in our case Britannia Hotel Manchester and City centre on Portland Street], while the black pie chart represents the minimum [The Wheat-sheat hotel in Ancoats]. Google searches tend to decrease dramatically as we move away from the City Centre and into Ancoats.



RE-MAP
[A.A]

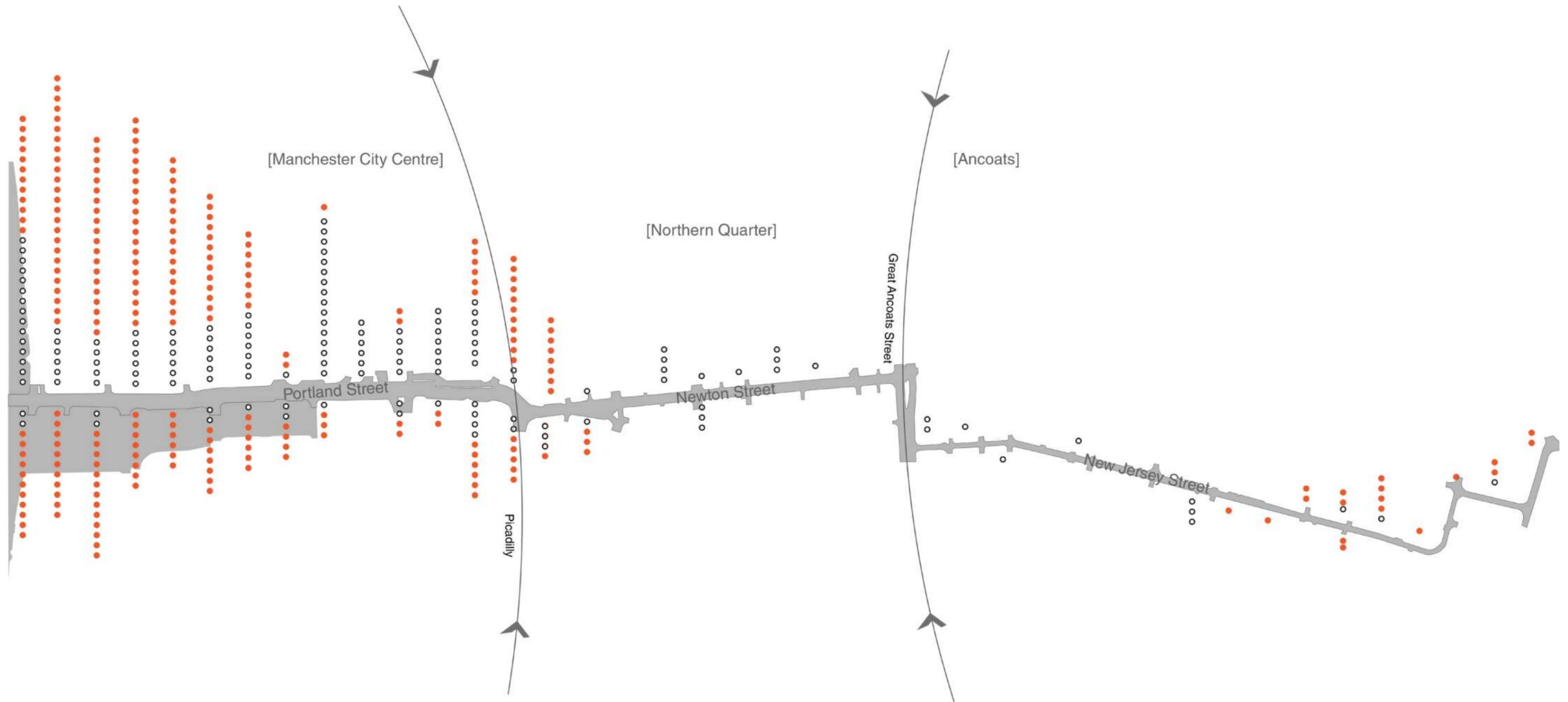
GLOBAL, LOCAL + INDIVIDUAL VALUE

Global // Local

In relation to popularity and building up from some of the examples we looked at for the mall typology and the Las Vegas casino, we decided to look at the quantity and locations of local and global businesses, companies and enterprises. This also related to the potential of the American model of an "Architecture of signs"

in comparison to the European one of "place making" and the individual being able to express preference rather than "be navigated to consume".

Red square: Global businesses
Black square: Local businesses



RE-MAP
[A.A]

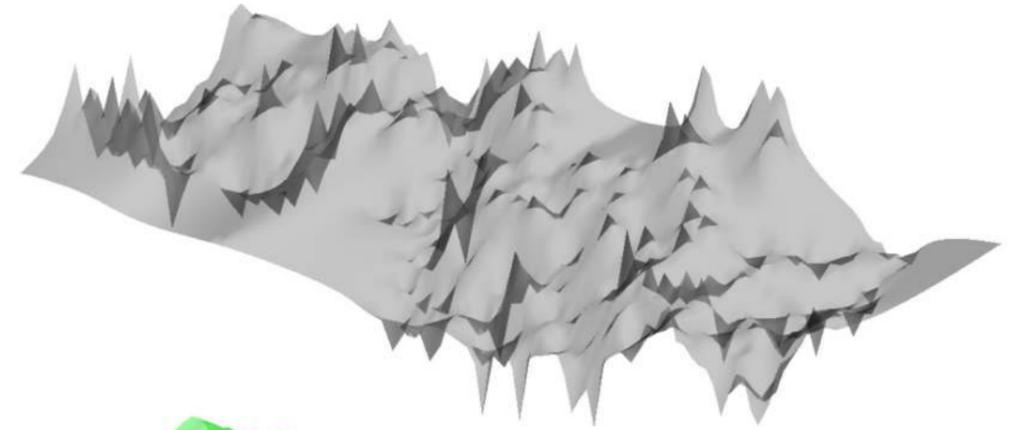
GLOBAL, LOCAL + INDIVIDUAL VALUE

Global // Local

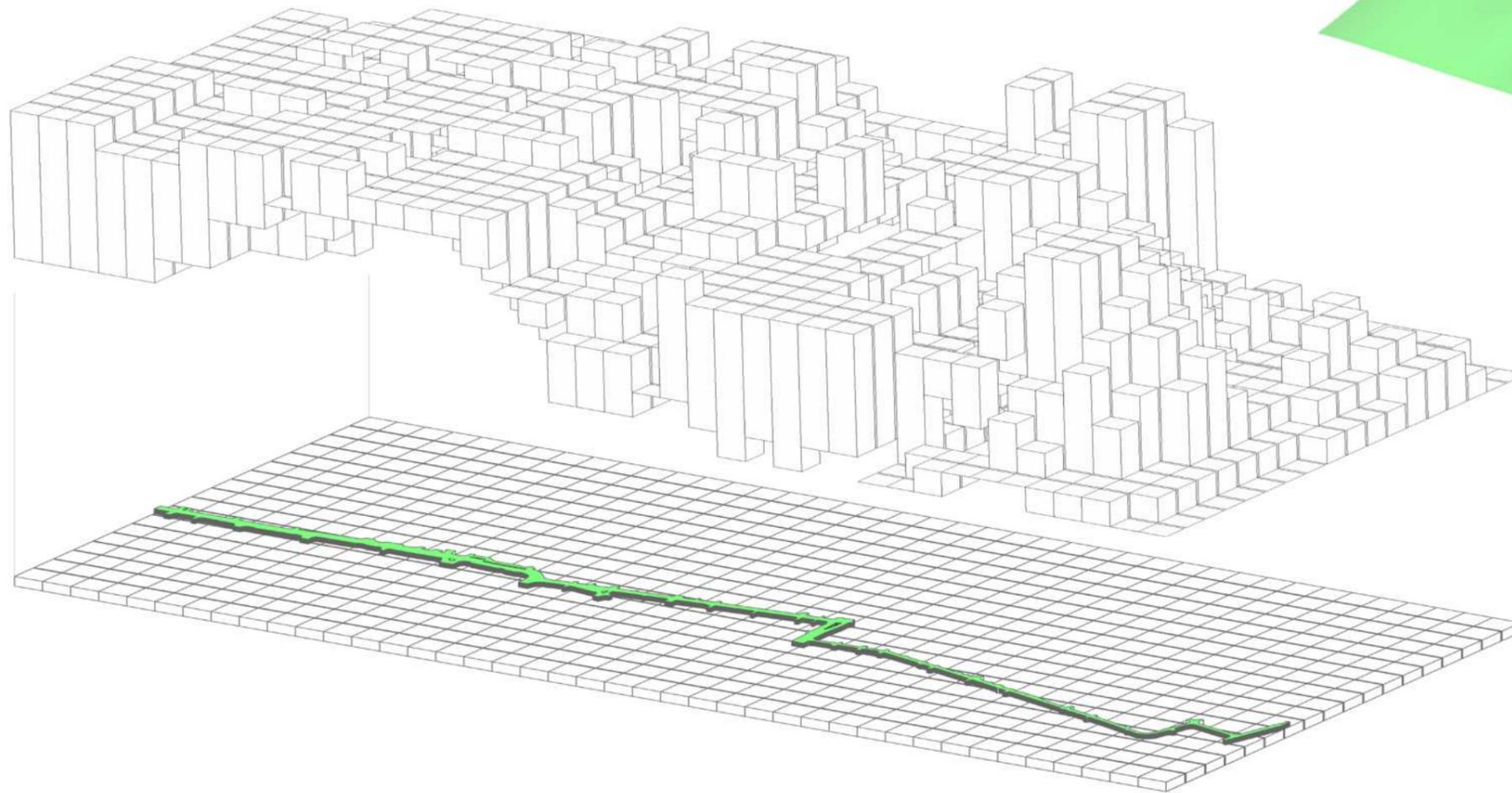
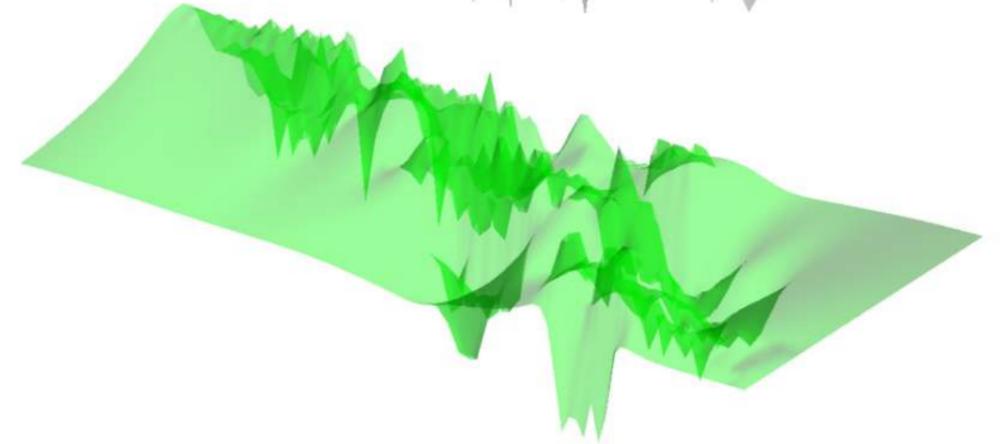
Building up on the previous diagram, the data collected for local and global companies was plotted in a vertical format to spatially plot the quantity of local and global companies in each district, as well as on either side of the path in order to track any similar patterns in their distribution.

- Global businesses
- Local businesses

PERCEIVED VALUE OF PROPERTY



VALUE OF PROPERTY



Information was gathered in the form of a visual survey in order to assess and map the perceived value of areas and plot this information in geo-spatial format.

The perceived value is on the upper end, whilst the actual value is on the lower end in this floating bar chart in order to map the difference in value between the perceived and the reality.



“Bradford has the topography to allow every citizen to wake up to a view – both physical and mental. Their collective ambition can create a place of extraordinary difference”

W. Alsop

Image courtesy of Berril, K. (2006) , Light night, www.flickr.com

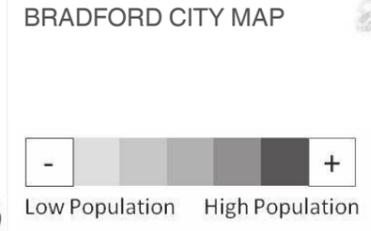
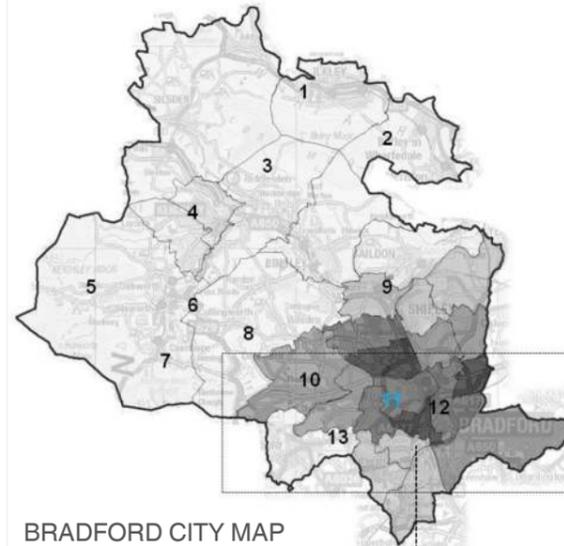
RE-MAP
[A.A]

DATA DÉRIVE: BRADFORD

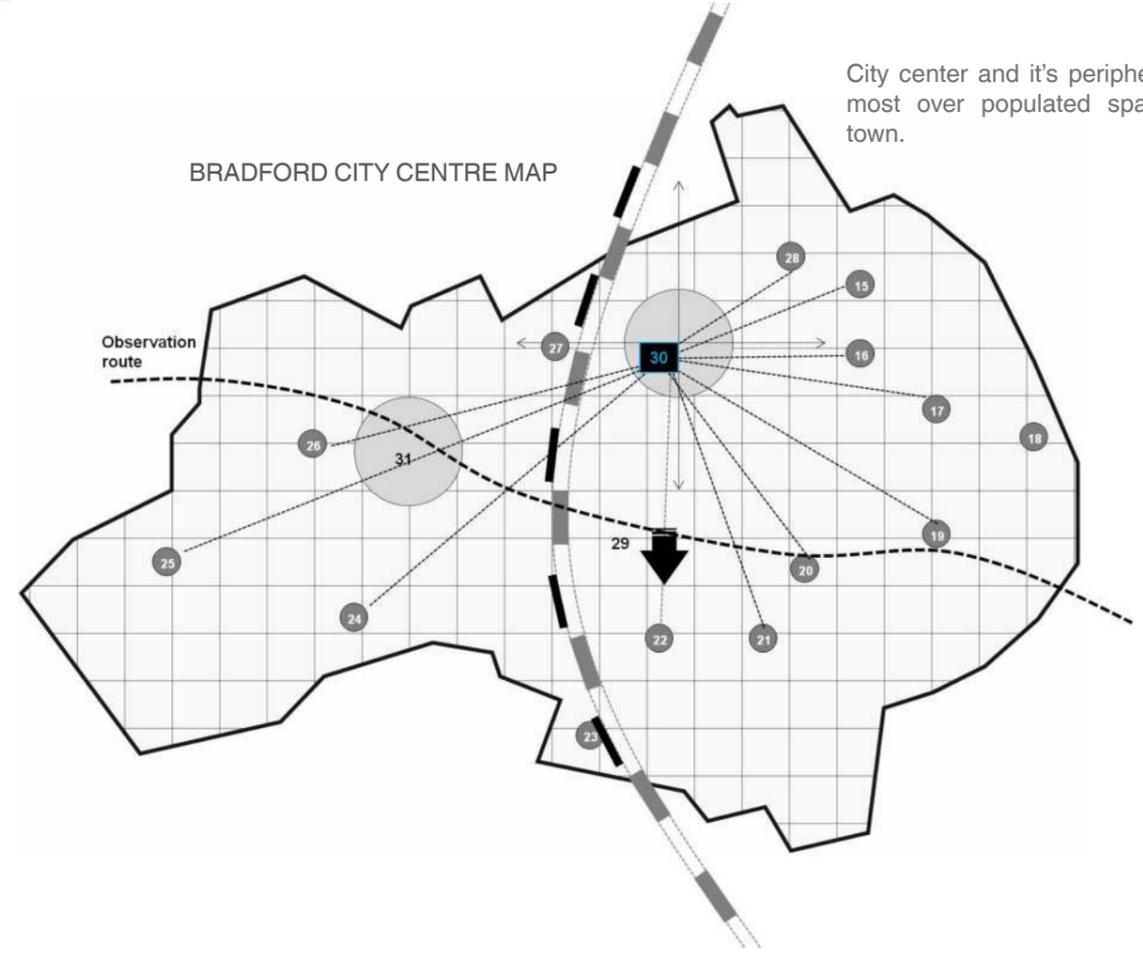
So what about Bradford?

After establishing a methodology in Manchester we decided to test it in Bradford in a similar way by looking at a macro scale first and its relation to the immediate surroundings. In our approach we decided again to look at how we could increase the overall value of the area

and make it a place rather than just a space that people pass by. We analysed value on a 100m x 100m grid looking at heritage, proximity, land prices and perceived value.



- BRADFORD areas key:
- 1. IKLEY
 - 2. SHIPLEY
 - 3. BINGLEY
 - 4. KEIGHLEY
 - 5. HAWORTH
 - 6. CULLINGWORTH
 - 7. DENHOLME CLOUGH
 - 8. DENHOLME
 - 9. ECCLESHILL
 - 10. MANNIGHAM
 - 11. BRADFORD CITY CENTRE
 - 12. LITTLE GERMANY
 - 13. THORTON
 - 14. CUTLER HEIGHTS
 - 15. CANALSIDE
 - 16. CATHEDRAL QUARTER
 - 17. LITTLE GERMANY
 - 18. REGEN 2000
 - 19. LEISURE EXCHANGE
 - 20. EXCHANGE COURT
 - 21. INTERCHANGE
 - 22. BUSINESS FOREST
 - 23. BRADFORD TRIDENT
 - 24. WEST END
 - 25. UNIVERSITY/COLLEGE
 - 26. GOITSIDE
 - 27. CLIFFSIDE
 - 28. MIDLAND MILLS
 - 29. CITY HALL
 - 30. MARKET AREA
 - 31. INDUSTRIAL AREA



City center and it's peripheries is the most over populated space of the town.



Image courtesy of author

RE-MAP
[A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE
From methods to practice // Bradford

Bradford lies at the heart of the City of Bradford, a metropolitan borough of West Yorkshire, in Northern England. It has a population of 293,717, making it the fourteenth-most populous settlement in the United Kingdom. Part of the West Yorkshire Urban Area conurbation which in 2001 had a population of 1.5 million and as

well as part of the Leeds-Bradford Larger Urban Zone (LUZ), it is the third largest in the UK after London and Manchester, with an estimated population in the 2004 Urban Audit of 2.4 million.



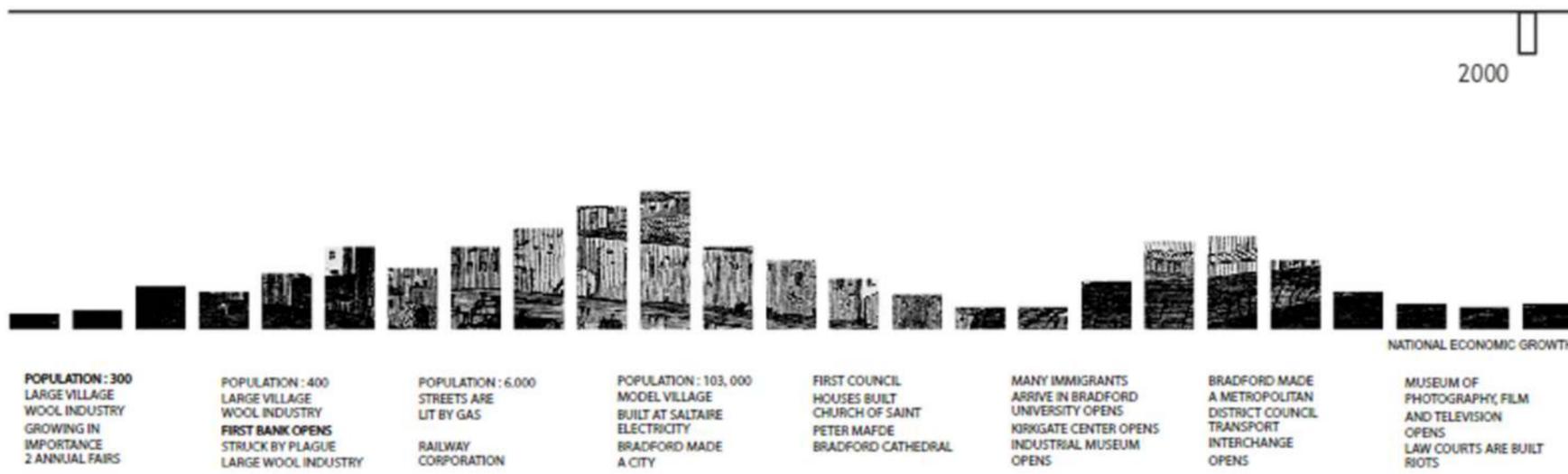
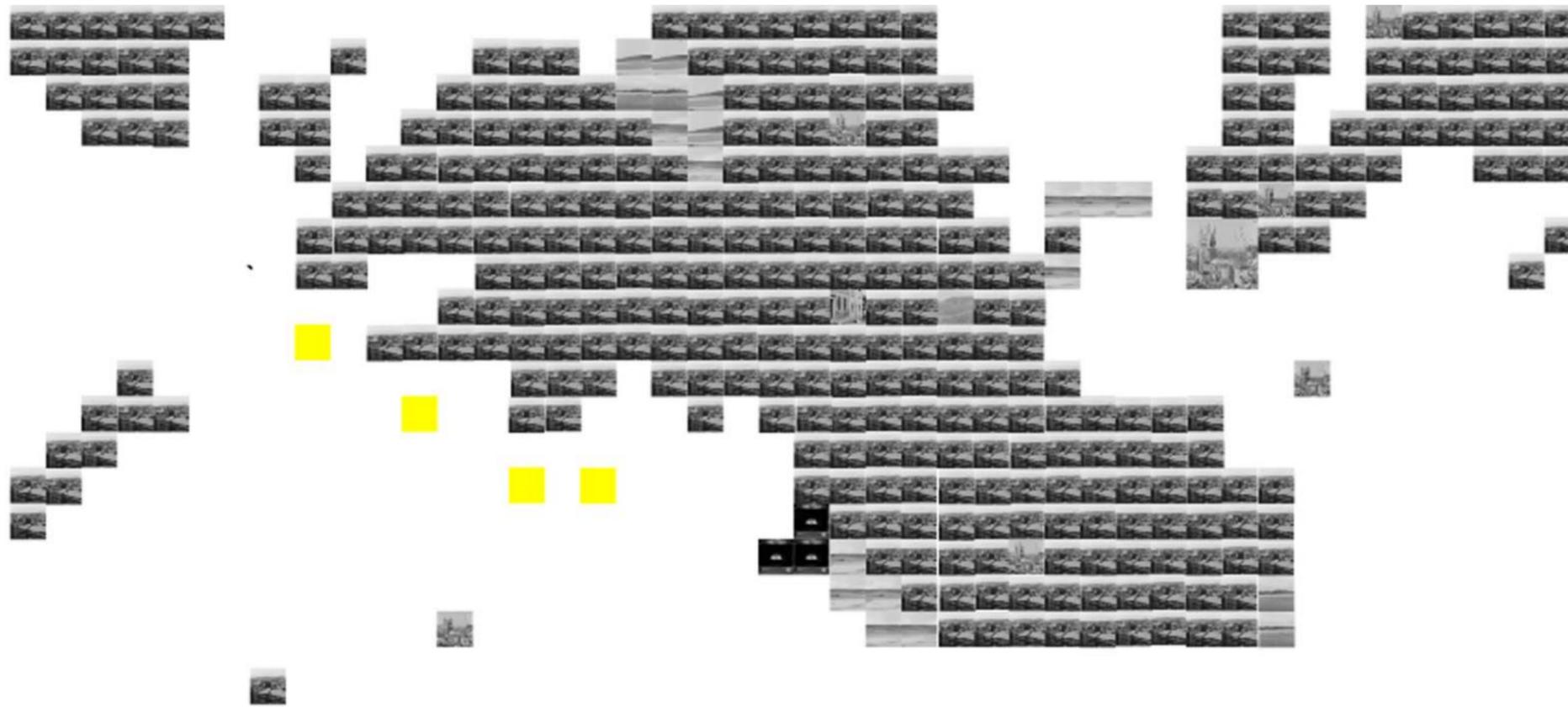
Images courtesy of Pittakas, H. (2012), Bradford

RE-MAP
[A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

Bradford A-N

- A** CITY OF BRADFORD
The City of Bradford has architecture designated as being of special or historic importance, most of which were constructed with local stone, with 5,800 listed buildings and 59 conservation areas. Central Bradford rose to prominence during the 19th century as an international.
- B** BRADFORD CITY HALL
The façade of the original Town Hall is adorned with thirty-five statues of rulers of England from the Norman Conquest up to Queen Victoria. Each statue is said to be a faithful likeness and each one was carved by the London firm of Farmer & Bindley from a piece of Cliff Wood stone.
- C-D** BRADFORD CITY CENTRE
Although textiles have declined during recent years, the local economy has diversified and the area now boasts impressive engineering, printing and packaging, chemical, financial, banking and export industries
- E** LITTLE GERMANY
The buildings within Little Germany date back to the 19th century. Little Germany is still one of Bradford's busiest commercial areas, with over 110 businesses and organizations with 3000 workers.
- F** WESTFIELDS SITE
In 1998 the Forster Square Development Partnership was established between Magellan Properties, Caddick Developments and Bradford Metropolitan District Council. They planned a 51,096 m² shopping centre and other leisure facilities. The partnership sold it to Stannifer which was bought out by the Westfield Group in December 2004. Planning permission for the development was awarded approved on 10 September 2003 with the claim that 3,000 new jobs could be created.
- G** UNIVERSITIES AREA
High technology and the media industries are also thriving in a city which has moved with the times whilst retaining the skills, quality and innovation on which it has built a world beating reputation.
- H** FOSTER SQUARE
Interchange and Foster square railway stations, are located in strategic parts of the city, so to connect the harmonic network that is available in Bradford city centre.
- K** EX-INDUSTRIAL AREA
The general area along the major route, next to Thorton Road, is an ex-industrial place. The signs of old abandoned mills are seamed from the broken windows. Redevelopment of the area is still in process. A lot of abandoned old mills have been transformed to residential units
- L** OLD WOOL EXCHANGE
Located within the historic Wool Exchange, Waterstones still retains the character of the original building, making it a great place to browse the latest best sellers, whilst soaking up the atmosphere of its impressive location. The Starbucks coffee shop on the mezzanine floor is a great place to stop and watch the world go by
- M** BRADFORD GALLERY
Opened in October 2007, in a new building development in Centenary Square, the gallery shows four temporary exhibitions a year
- N** RESIDENTIAL MILLS
Now days, the wool exchange industry is not in a high level of exchange. A lot Bradford's businesses have been closed, and, many residential buildings, are ex-industrial mills or warehouses.



The current diagram looks at Bradford's vernacular expansion over the years in terms of buildings uses and property development. We would then track the first build structures by looking at heritage as well as some of the land prices behind contemporary plots.

In order to view this please click at the provided button. Thank you

<https://vimeo.com/53456037>

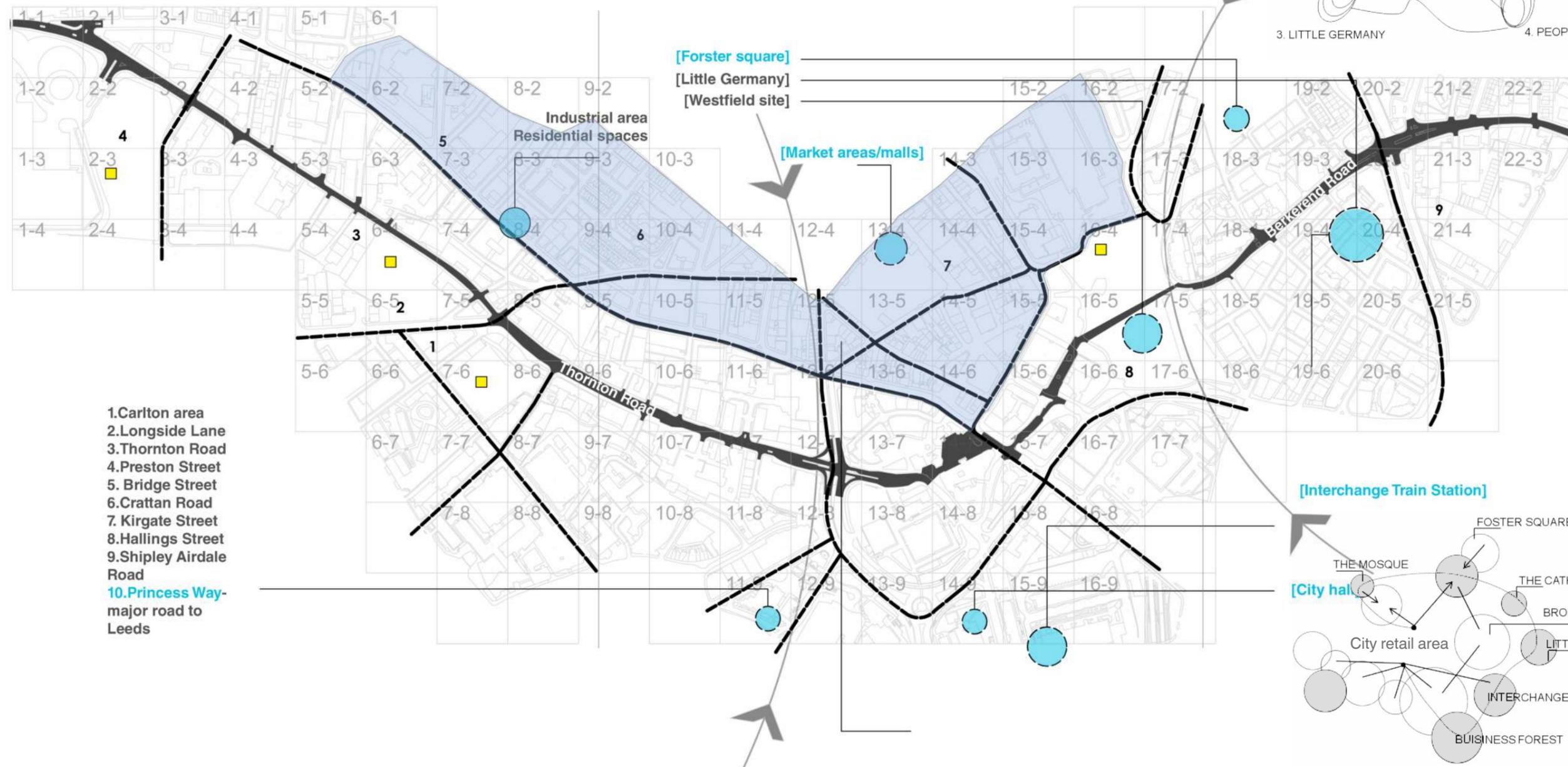
We started off by looking at the master plan by Will Alsop for Bradford and the Westfield development site. The City Centre was to offer a unique shopping and leisure experience, differentiated from that of Leeds and other Cities by reflecting the City's cultural mix. Diverse businesses would bring a national reputation for providing high quality specialist goods and services. Unfortunately, upon visiting Brad

ford ourselves we discovered a dominance of the car over the individual and a highly concentrated Central area where people would "pass through rather than stay". So then we looked back at the beginning of how Bradford expanded in order to establish any particular pattern that could affect our value analysis.

RE-MAP
[A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

Territorial expansion



As per our previous methods we began to look at Bradford at a larger scale in order to establish problem and potential of the area. The diagram demonstrates the District areas, building up on the historical territorial expansion and tries to locate brownfield sites and free land for potential development and regeneration.

- Parking Spaces
- Free land
- Free land
- Observation route

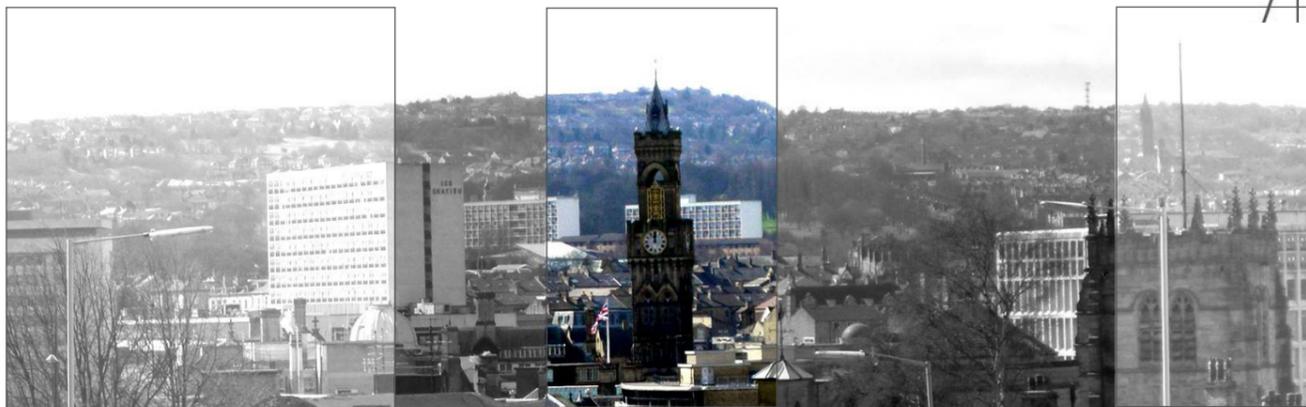
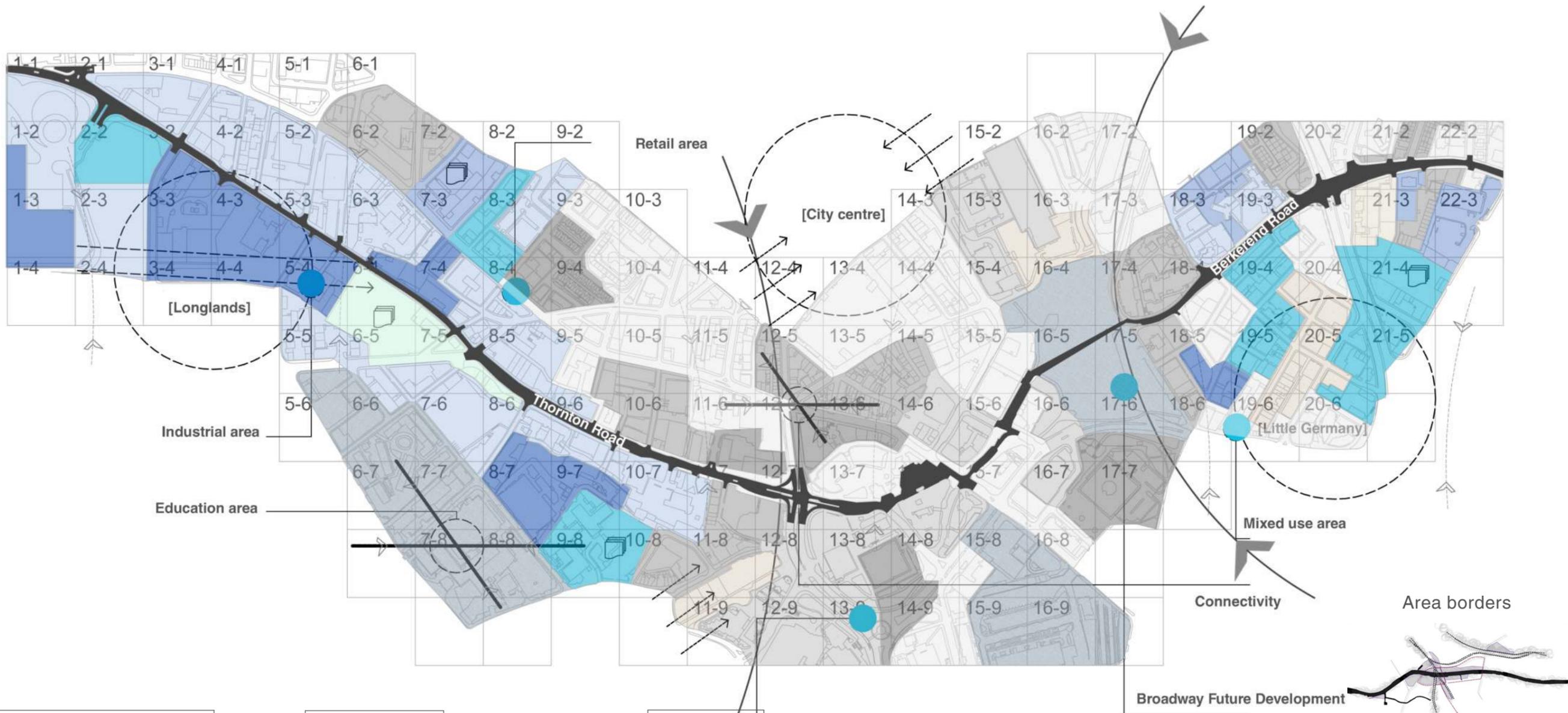
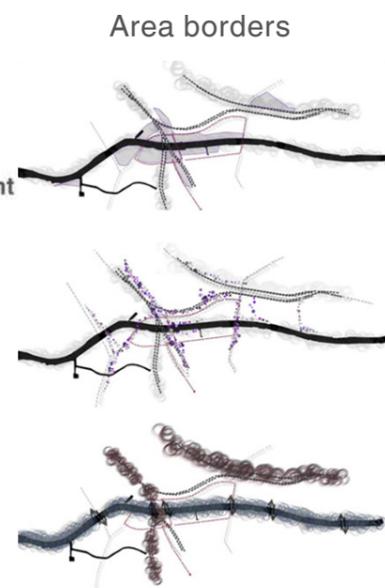


Image courtesy of Pittakas, H. (2012), Bradford

- Shopping areas
- Businesses
- Ex warehouses and residential
- Retail and residential
- Residential only
- Development site



RE-MAP
[A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

Macro Analysis II - our route

The building uses analysis showed a separation in between the different parts of the city with retail concentrated in the central area which seems to be enclosed within the inner ring road and Centenary Square. In Immediate proximity however there were empty land spaces, car parks and brownfield areas that were to be converted into residential usage. Eventhough the central area featured the

Italianate City Hall and other significant buildings such as the Amhambra Theatre; the overall impression was of a noon pleasant space to reside. Student residences along Thornton Road were located next to roads of traffic and car sales estates while the other end with Little Germany seemed rather secluded. We therefore decided to look into the historic background and try to locate buildings of cultural heritage.



GOTSIDE AREA

CATHEDRAL PRECINCT

CITY CENTRE

LITTLE GERMANY

Image courtesy of Pittakas , H. (2012), Bradford

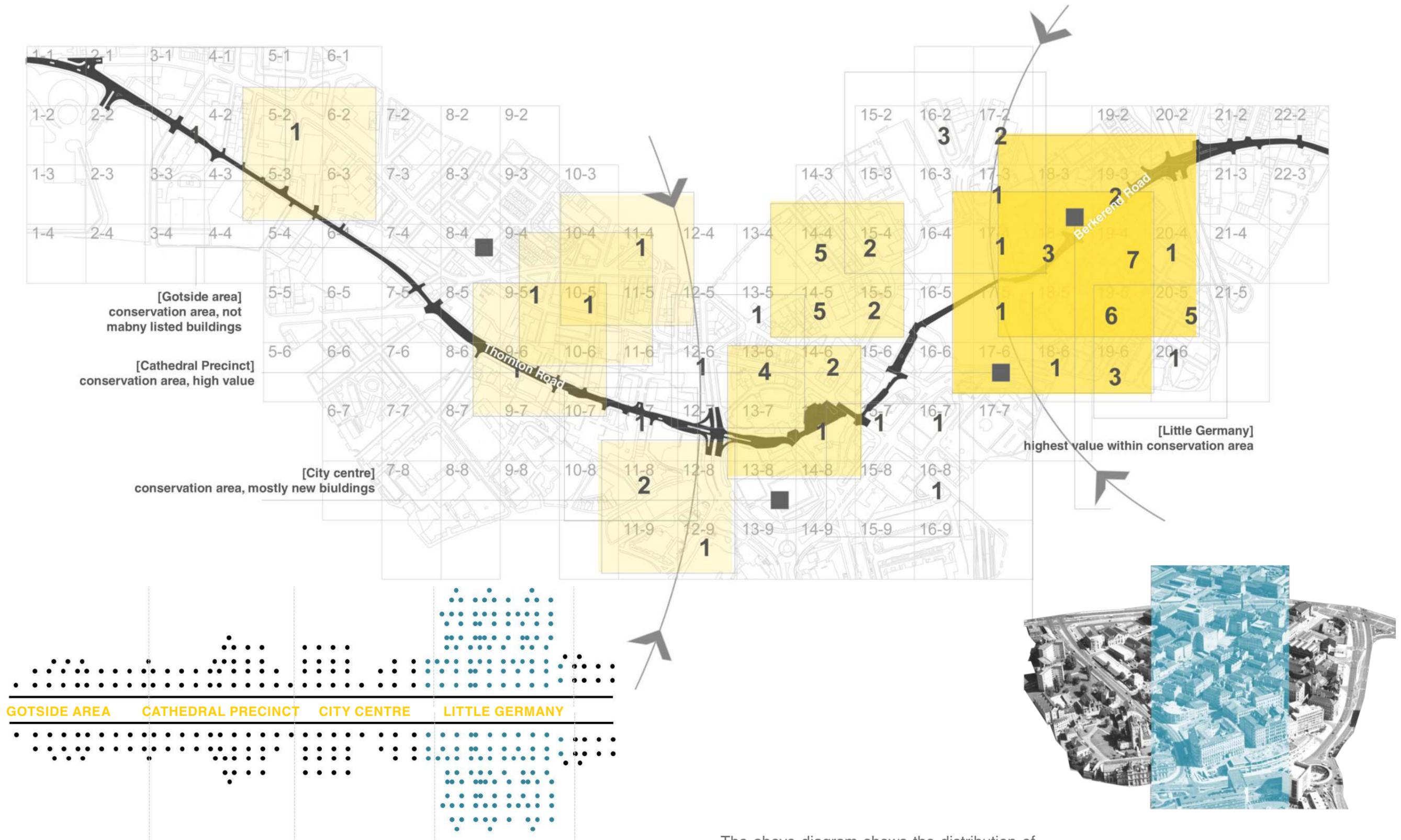
RE-MAP
[A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

Heritage as value

The following pages look at different aspects of value, all on a 1-10 index. The gathered information relates to postcodes within a 100m x 100m grid.

In this way value has a geo spatial connection and allows us to develop a methodology of overlaying different components of value in order to investigate “true value” of land.



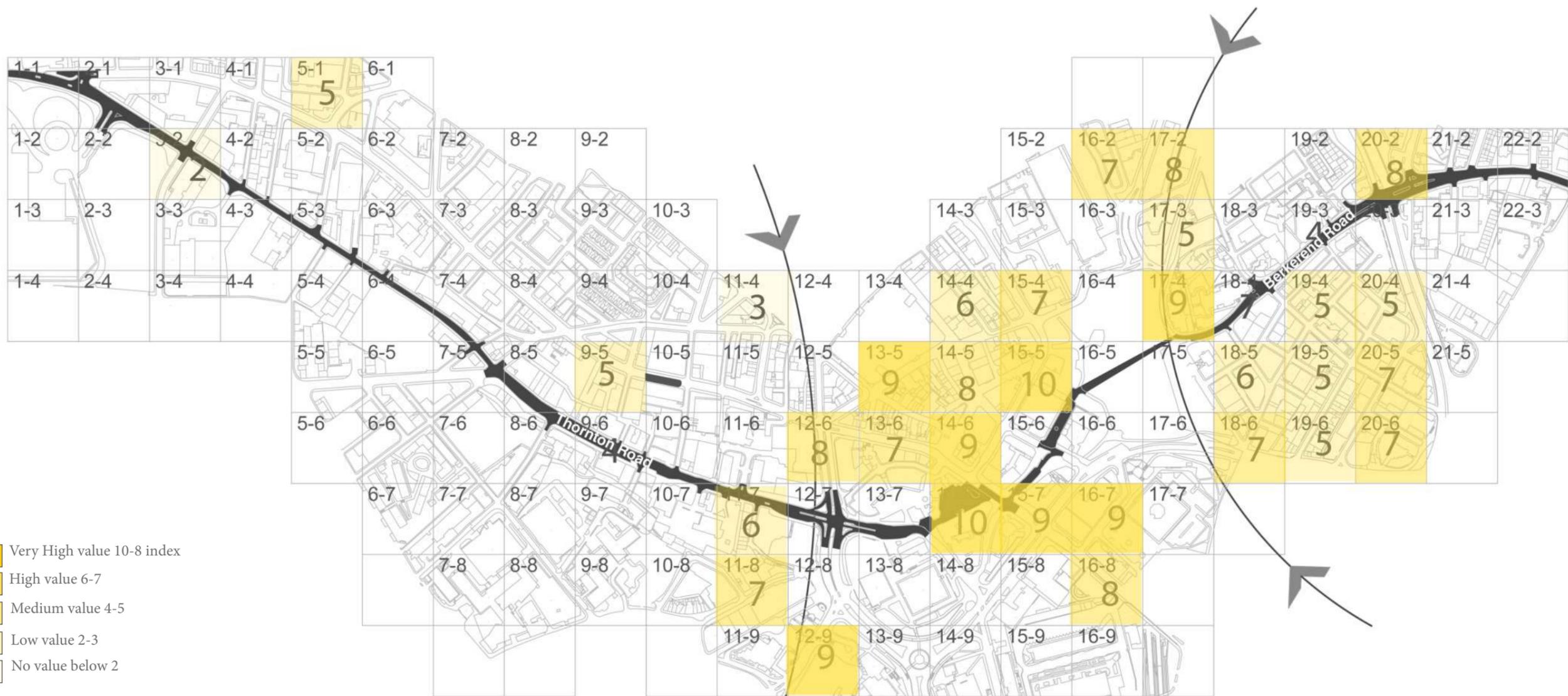
The above diagram shows the distribution of heritage buildings around 4 Conservation areas: the City Centre, Little Germany, Cathedral Precinct and Goitside. Each grid square is given a score depending on the number of heritage buildings in contains. Highest frequency of heritage is in Little Germany area, though a more programmatically diverse area in terms of heritage is the City Centre. I

- Very High value 10-8 index
- High value 6-7
- Medium value 4-5
- Low value 2-3
- No value below 2

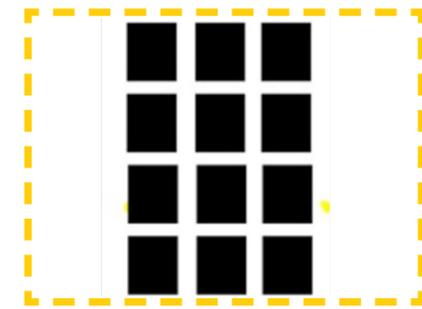
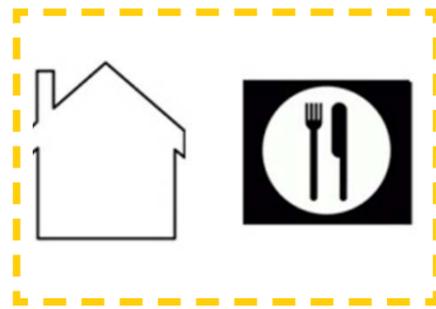
RE-MAP
[A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

Heritage as value



-  Very High value 10-8 index
-  High value 6-7
-  Medium value 4-5
-  Low value 2-3
-  No value below 2



RE-MAP
[A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

Heritage overall value

The criterion for scaling each heritage building depends upon 4 factors:

- Whether building is Grade I or II
- Occupancy of the building
- Condition (measuring the physical damage to the building)
- Ownership of the buildings (in some cases it was found that there were more than 1 shareholders).

The city centre conservation area contained highest scaled buildings, as they are either in full use, well maintained and made an impact to surroundings socially, economically and culturally. The Little Germany Conservation area had a mix of scores, though a lot of buildings score 5 suggesting no occupancy of such buildings and waiting for potential tenants.



Image courtesy of Malik, M. (2012), Bradford panoramas, www.flickr.com

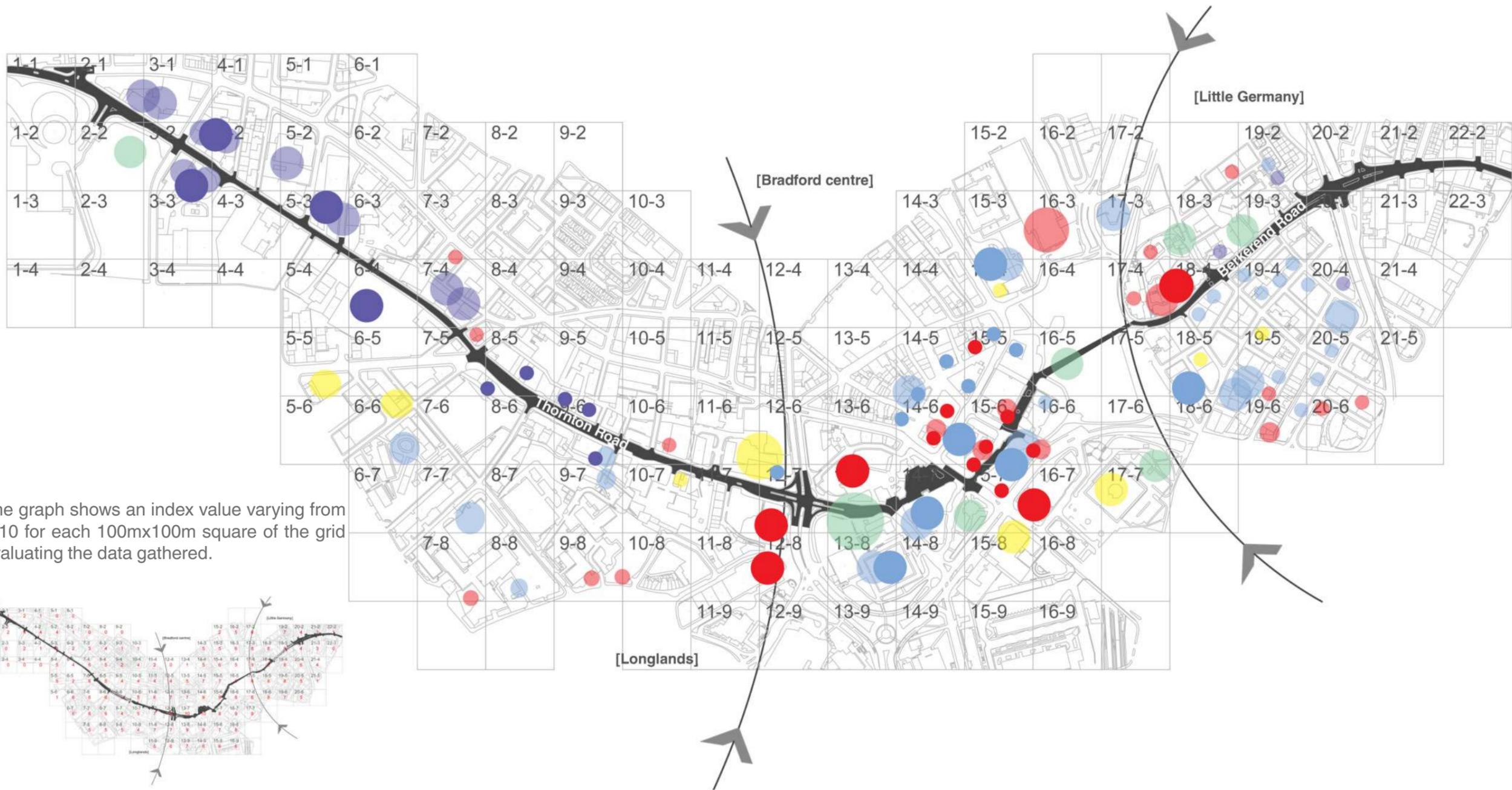
RE-MAP
[A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

Proximity as value

Following the Manchester methodology we analysed the services available around the chosen route, the location of infrastructural nodes and the maximum time needed to get to the above via different means of transportation.

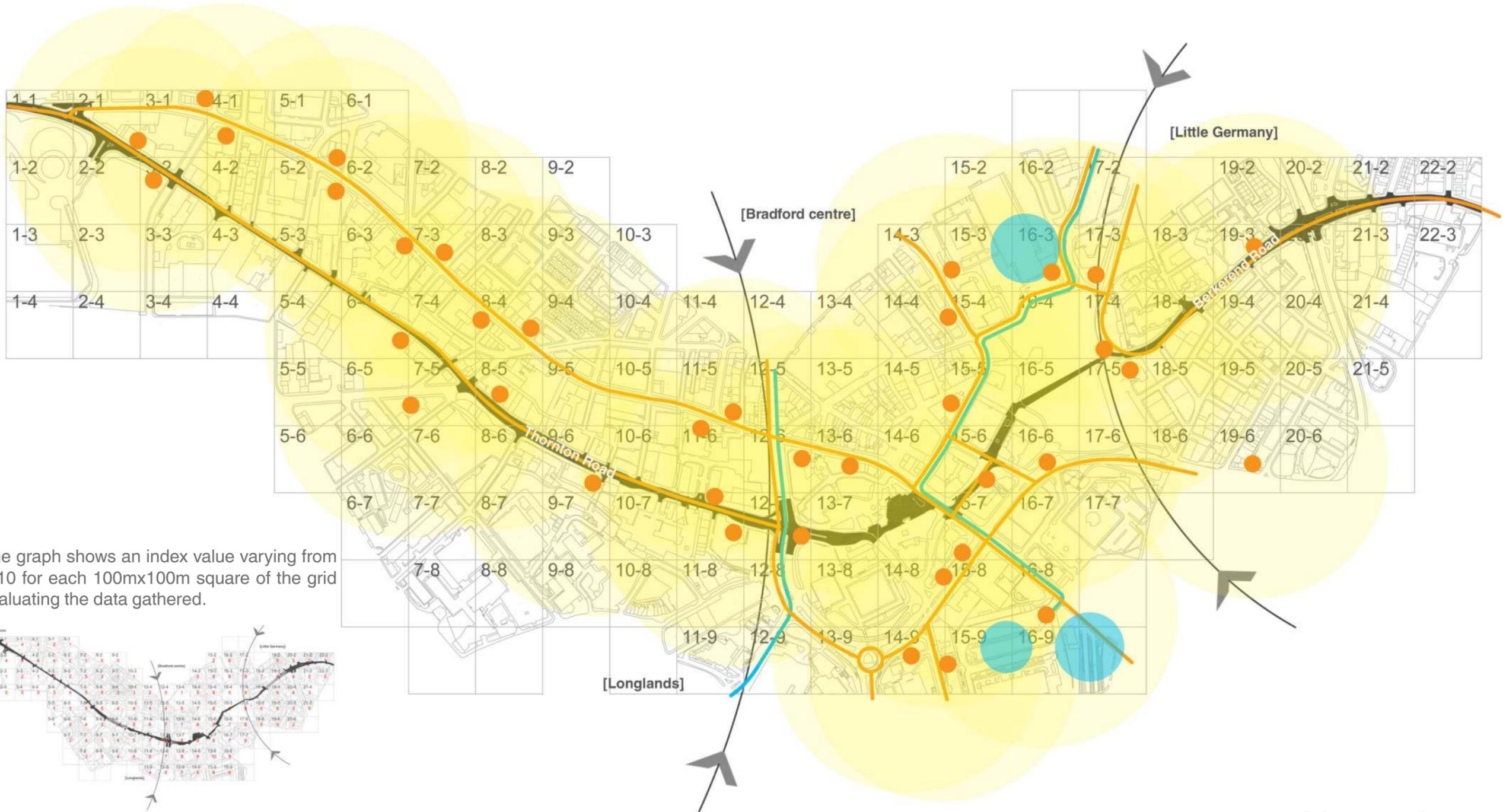
For each proximity components (services, infrastructure and time) we used the same 1-10 index for every 100m x 100m square of our grid to eventually get an overall index of proximity that is comparable to the other analysed components of value.



The graph shows an index value varying from 1-10 for each 100mx100m square of the grid evaluating the data gathered.

The diagram demonstrates proximity of various services along the chosen route. As per the drawing we could see a dominant availability of a range of services and building types within [Bradford centre], which slowly decreases towards [Little Germany]. The area around [Thornton Road] has a rather industrial

- Commercial and retail services
- Hotels, hostels nearby
- Recreation and leisure services
- Administration, Office, Education
- Industry, manufacturing
- Access to public transport network



The graph shows an index value varying from 1-10 for each 100mx100m square of the grid evaluating the data gathered.

References: <http://www.gmpte.gov.uk>

RE-MAP
[A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

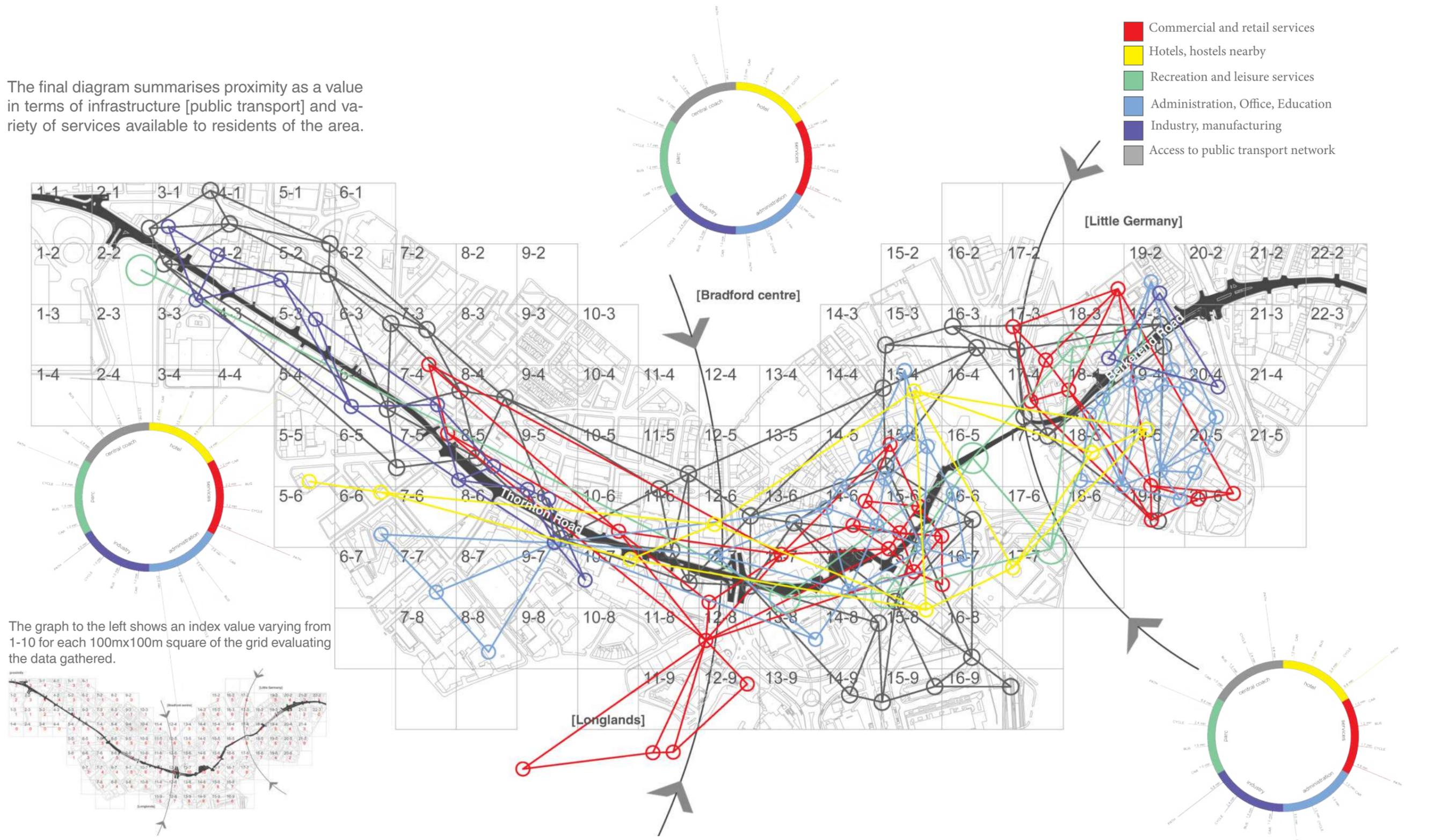
Proximity as value - infrastructure

The diagram looks at the bus stop locations along the chosen path in relation to a 200m radius [maximum walking distance for pedestrians from adjacent areas]. The bus routes further outline the connections in between districts as well as within the city.

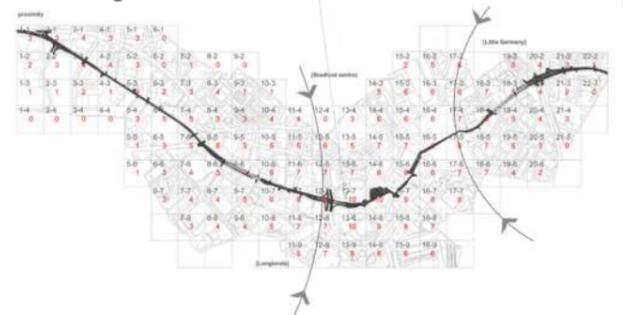
- Bus stops
- 200m walking distance radius
- Vehicular network/bus routes
- Free bus services and location of rail and bus station

The final diagram summarises proximity as a value in terms of infrastructure [public transport] and variety of services available to residents of the area.

- Commercial and retail services
- Hotels, hostels nearby
- Recreation and leisure services
- Administration, Office, Education
- Industry, manufacturing
- Access to public transport network



The graph to the left shows an index value varying from 1-10 for each 100mx100m square of the grid evaluating the data gathered.



References: <http://assets.dft.gov.uk>

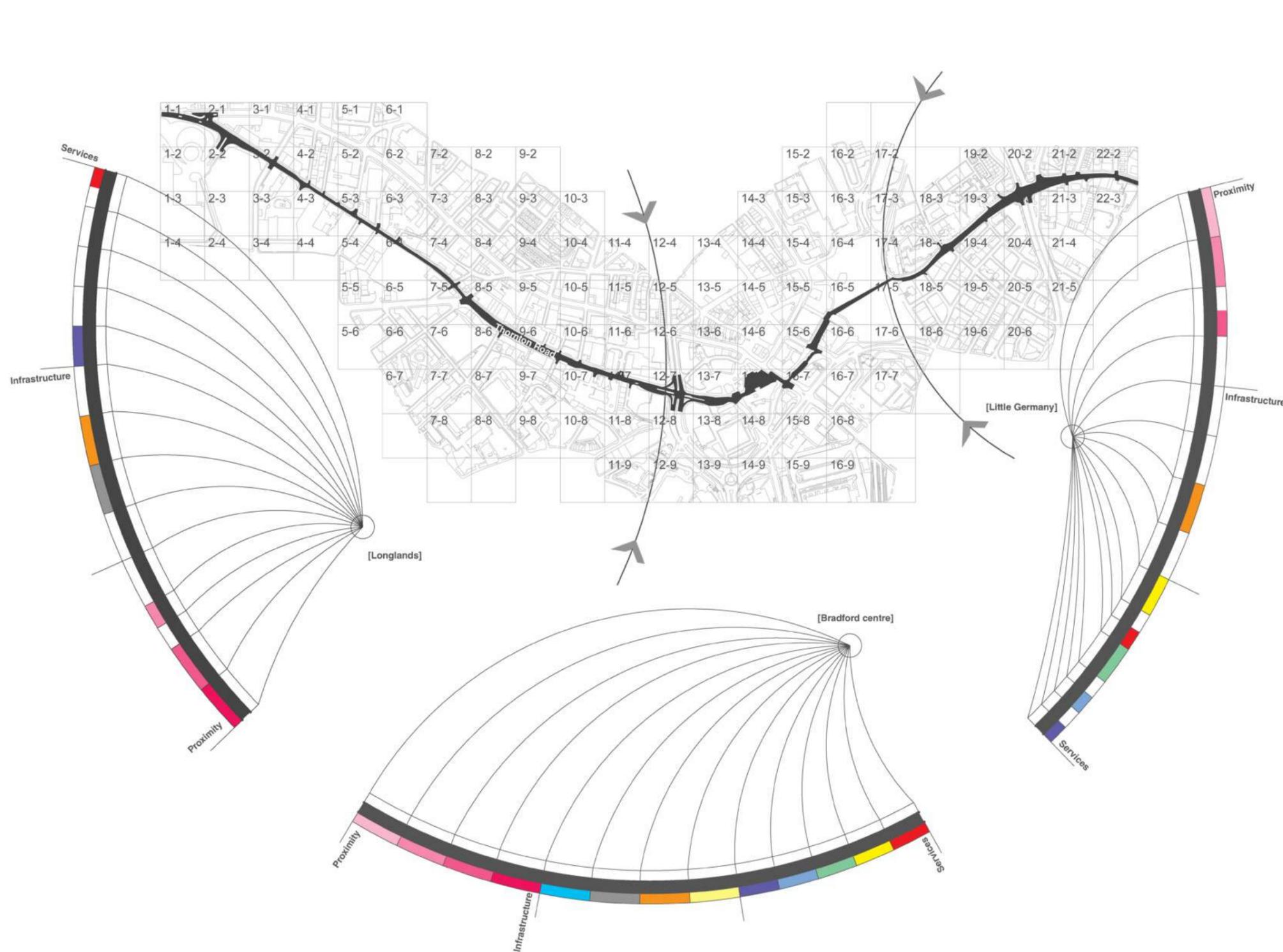
RE-MAP
[A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

Proximity as value - time

Proximity therefore, becomes a way to measure commodity and accessibility, which directly influence value of land. The graphs show the relation between proximity and time in terms of maximum time implemented to get to various services for each area within the chosen route.

Proximity is viewed as time implicated for travel based on the following average speed: car (25mph), bus (13mph), cycling (9mph) and walking (3.1mph)



- Commercial and retail services
- Hotels, hostels nearby
- Recreation and leisure services
- Administration, Office, Education
- Industry, manufacturing
- Access to public transport network
- Location of bus stops
- 200m walking distance radius
- Bus network
- Free bus
- Time via rail network
- Time via vehicle [bus,car]
- Time via cycling
- Time via walking

The diagram demonstrates the relation of the 3 main components of proximity as value [availability of services, infrastructure and travel time to services] to the main areas observed along the chosen path. This method then allows us to associate an overall combined index [1-10] for each 100m x 100m square from our grid in order to determine a 3 dimensional replication of the value that has a specific geo-location in relation to the area of Bradford analysed.

RE-MAP
[A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

Proximity as value

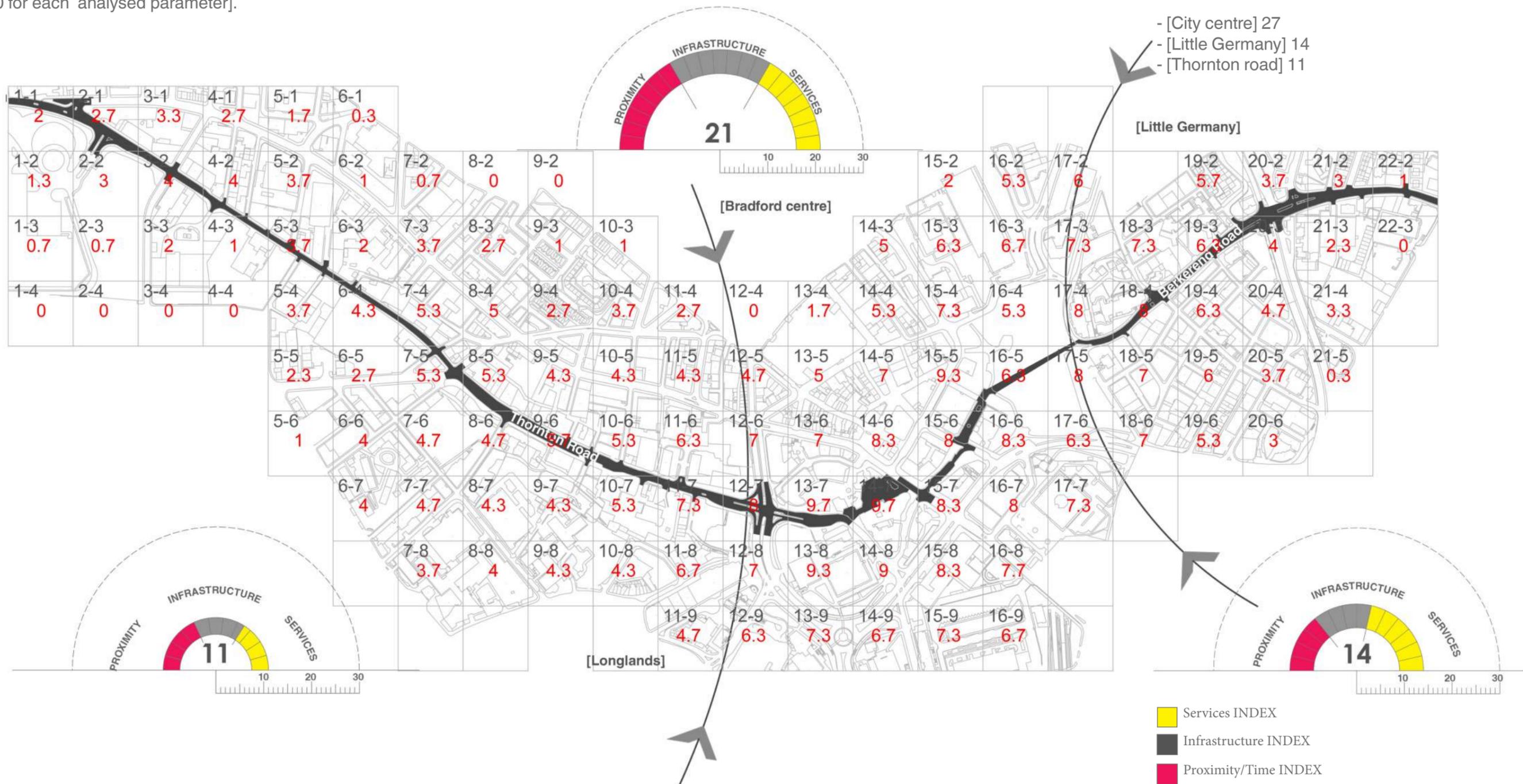
The applied methodology could be used to any location, in order to determine the relationship between proximity and value. This method gives possibility for further analysis of the value of land along the chosen path, which combined with further values [monetary, cul

tural heritage, personal etc.] could give architects an idea of the "true value" of a site and therefore help towards a better [Re-mapping] of the current situation of an area.

Taking into account the 3 main factors that determine proximity [services, infrastructure and time], the maximum index for each analysed area would be 30 [considering a maximum of 10 for each analysed parameter].

Based on the previous analysis of each factor of proximity therefore an index is allocated. This carries on to the formation of the 3 main indexes for each area as follows:

- [City centre] 27
- [Little Germany] 14
- [Thornton road] 11



RE-MAP
[A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

Proximity overall value

All the above diagrams finally come together through an analytical method of comparison between the 3 main districts along the chosen path: [Thornton Road], [City centre] and [Little Germany].

For each one of 100m x 100m square areas on the grid an index for proximity is assigned based on a maximum proximity index of 10, which is equivalent to a 100% satisfaction of the residents of that area.



Image courtesy of Pittakas, H. (2012), Bradford

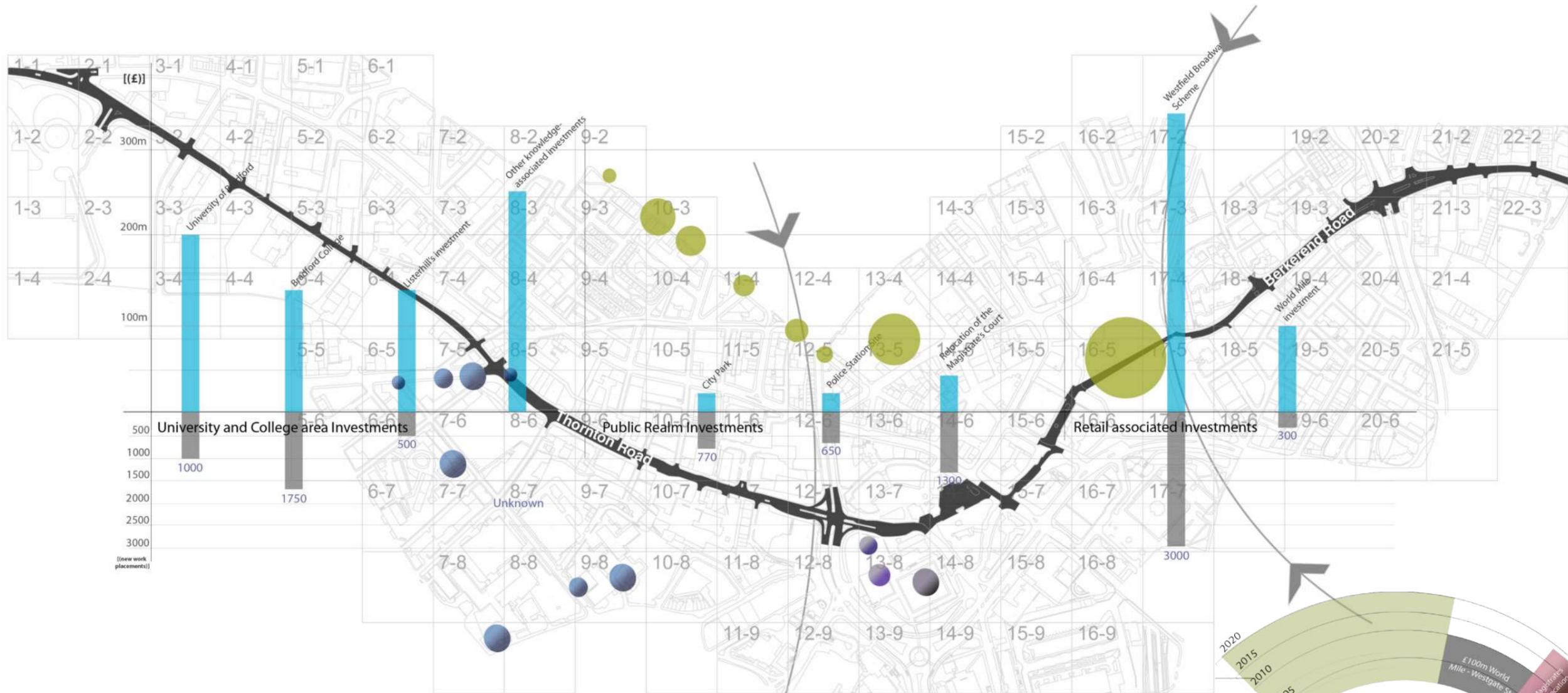
RE-MAP
[A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

Land prices

The following pages look at different aspects of value, all on a 1-10 index. The gathered information relates to postcodes within a 100m x 100m grid.

In this way value has a geo spatial connection and allows us to develop a methodology of overlaying different components of value in order to investigate “true value” of land. The City centre is the most expensive area.



The chart shows all the public, retail and knowledge related investments in a selected area of Bradford. The data analysed above is based on Bradford's City Regeneration Master plan of 2003. The chart illustrates in blue bars the total amount of the investment, while grey bars show the estimated number of new work placements that the investment is going to provide.



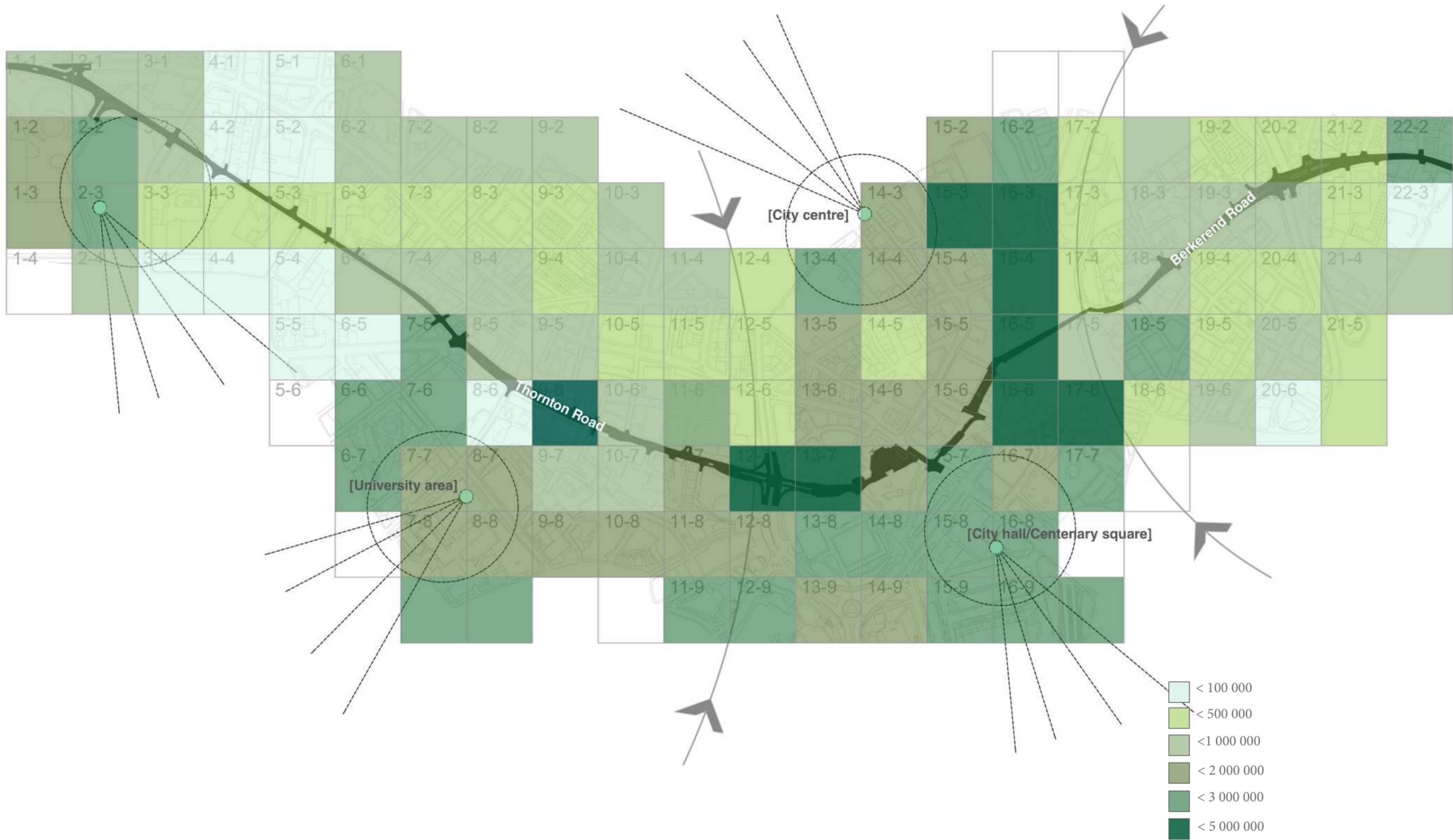
The pie chart works as a complementary of the bar chart illustrating the estimated time of completion of each investment. The investments are annotated on the map using a colour code.

RE-MAP
[A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

Investments in the public sector

- VWestfield site
- Retail investments
- University investments
- Security investments



RE-MAP
[A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

Land prices

The data analysed above is based on Bradford's District Land and Property Register of 2012. The data was collected by postcodes of the buildings along the selected path. The average was then calculated in order to place a value on each square on the map's grid. The conclusions that come out of this research are

quite significant about each area's value. The area around the University has a high land value. Values tend to increase as we move towards the city centre, Westgate road and the Westfield site while they tend to decrease at the edges of it at the approach of Little Germany.



MEMORY

CONNECTIONS

PERCEPTION

Image courtesy of Malik, M. (2012), Bradford City at night, www.flickr.com

RE-MAP
[A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

Proximity as value

Following the Manchester methodology we analysed the services available around the chosen route, the location of infrastructural nodes and the maximum time needed to get to the above via different means of transportation.

For each proximity components (services, infrastructure and time) we used the same 1-10 index for every 100m x 100m square of our grid to eventually get an overall index of proximity that is comparable to the other analysed components of value.



Images courtesy of : westyorkshire@bbc.co.uk

RE-MAP [A.A]

GLOBAL, LOCAL + INDIVIDUAL VALUE

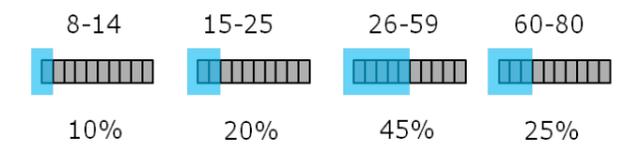
Perceived value

In order to further look into value we decided to concentrate into personal value as well. We took 3 visits to Bradford and interviewed 20 people from different areas of the chosen route. We focused on a subject group of various age, gender and nationality in order to get a broader idea of what the people living in Bradford perceive as most valuable.

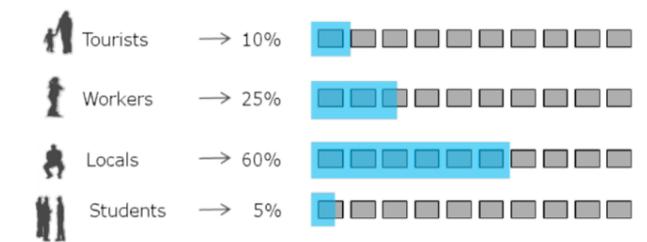
SURVEY RESULTS



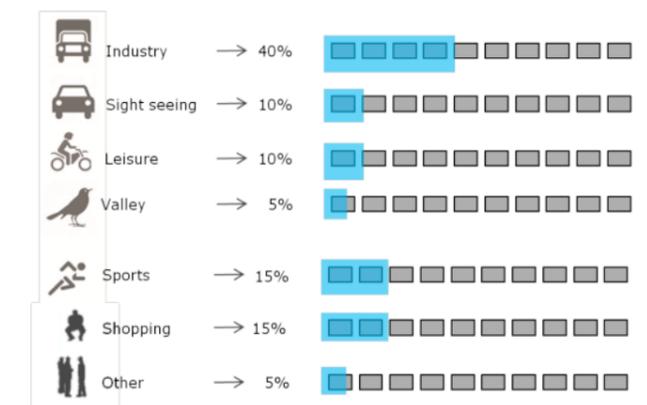
Q1: How old are you?



Q1: What is your purpose in Bradford?



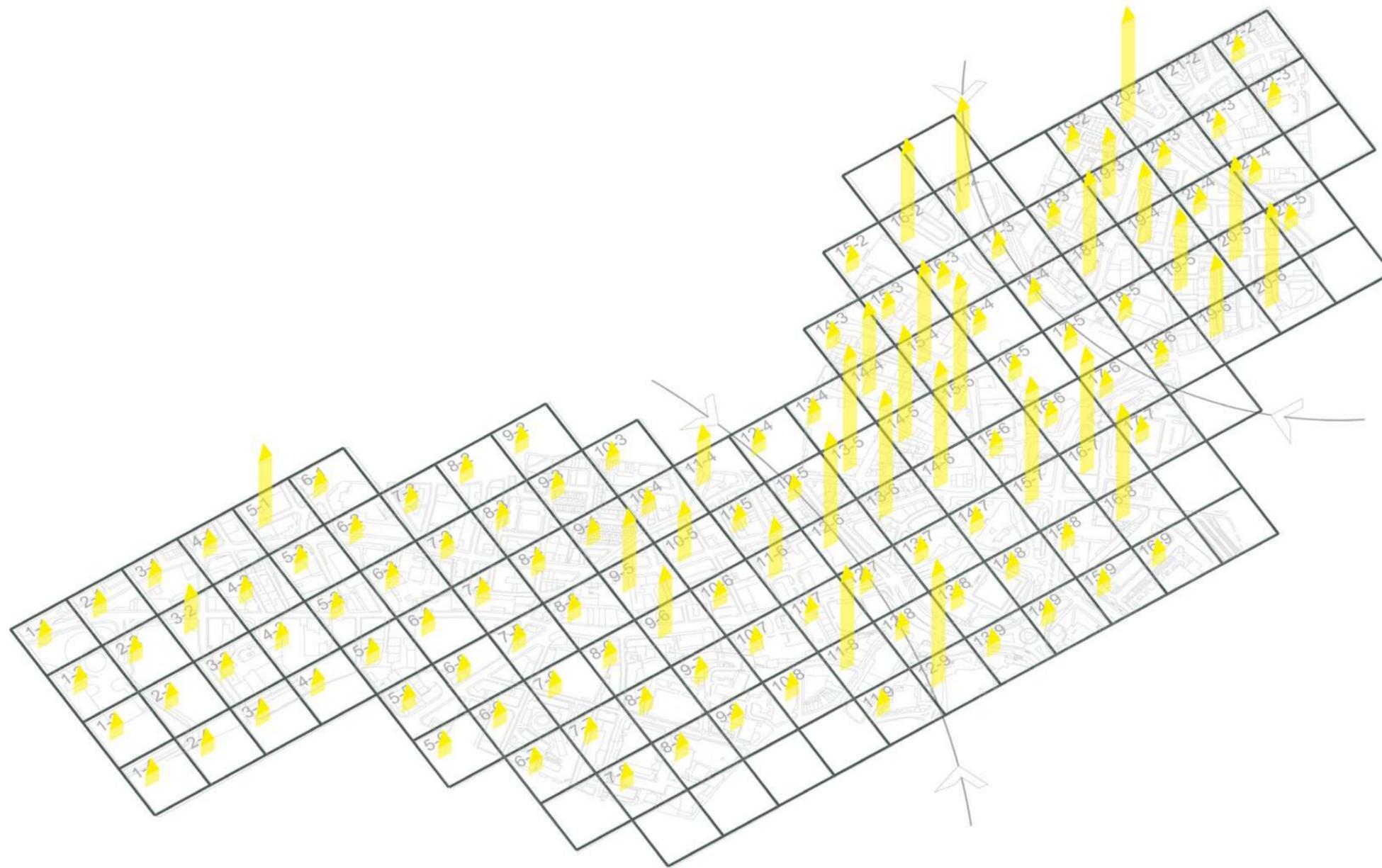
Q1: What is your purpose in Bradford?



Q1: What is the most valuable for you in Bradford?



It was quite interesting to observe that depending on age and social status, different people would associate high value and “valuable areas” with art galleries, retail centres and cultural heritage. However none of the interviewed subjects associated value with home or sense of belonging within Bradford.



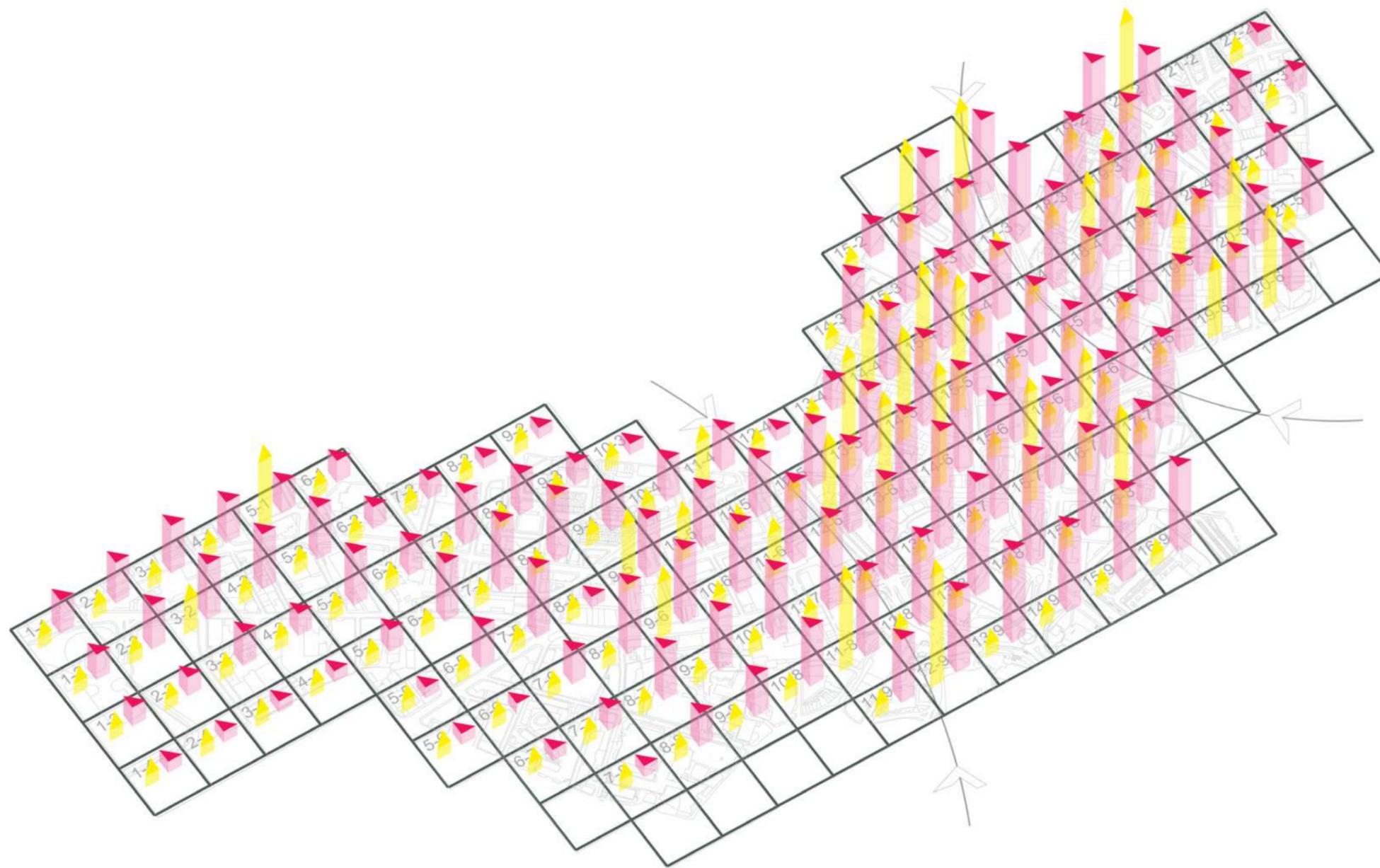
BRADFORD METHODOLOGY

Summary

The methodology applied in Bradford helped me develop a tool to investigate potential value of sites in order to develop a design strategy. Working on a 100m by 100m grid allows for an overview of a sites context in relation to its surroundings, while providing a enough detail for a micro analysis of existing site opportunities.

■ Heritage

After overlaying the proposed set of 4 values (heritage, land price, proximity and personal value) one could compare these and develop a design proposal for master planning an area. In my personal case I would be interested in locating points of polarities where for instance high price land values meet low infrastructure index values.



- Proximity
- Heritage

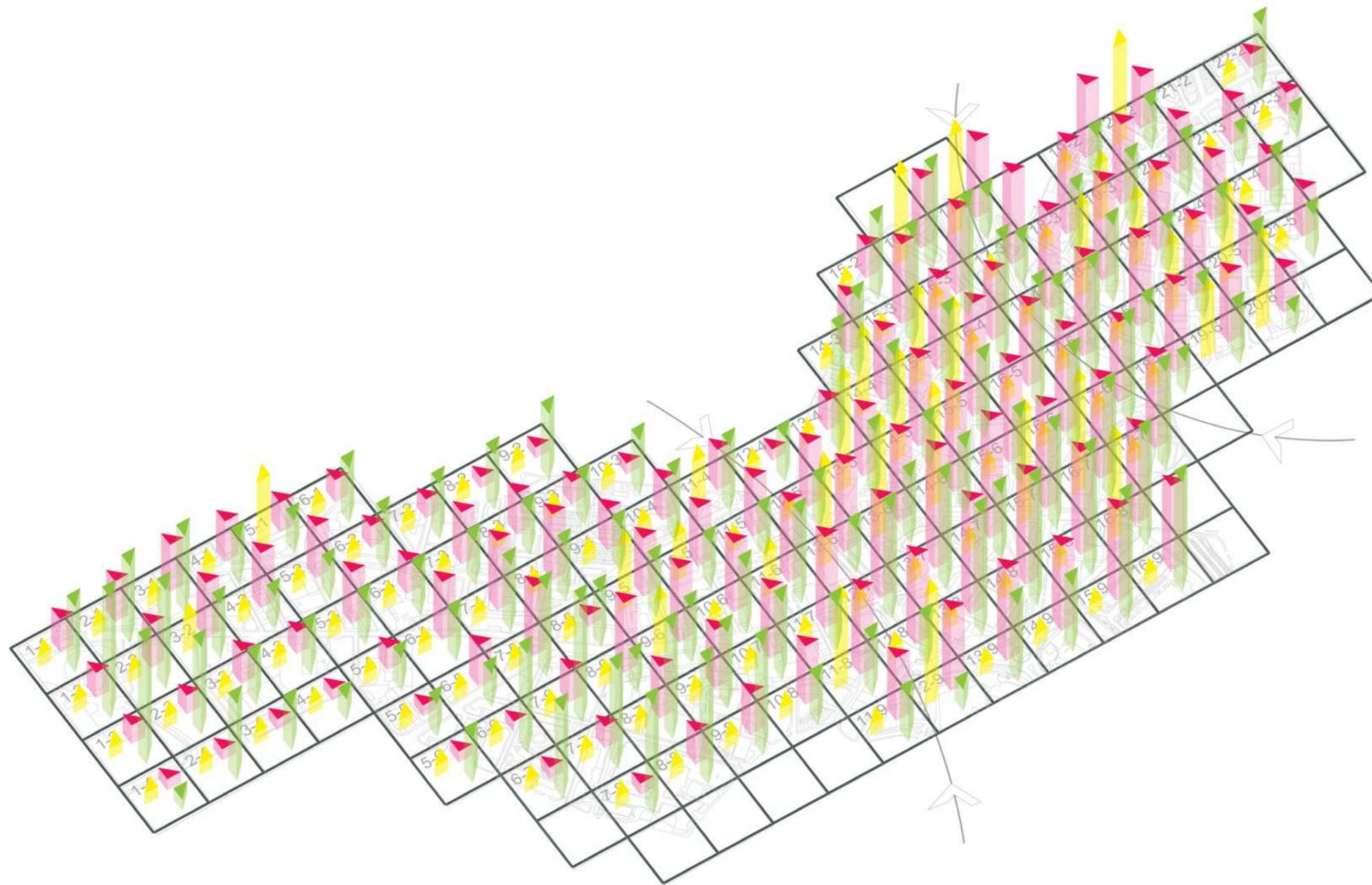
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After overlaying the proposed set of 4 values (heritage, land price, proximity and personal value) one could compare these and develop a design proposal for master planning an area. In my personal case I would be interested in locating points of polarities where for instance high price land values meet low infrastructure index values.

RE-MAP
[A.A]

BRADFORD METHODOLOGY

Summary



- Land prices
- Proximity
- Heritage

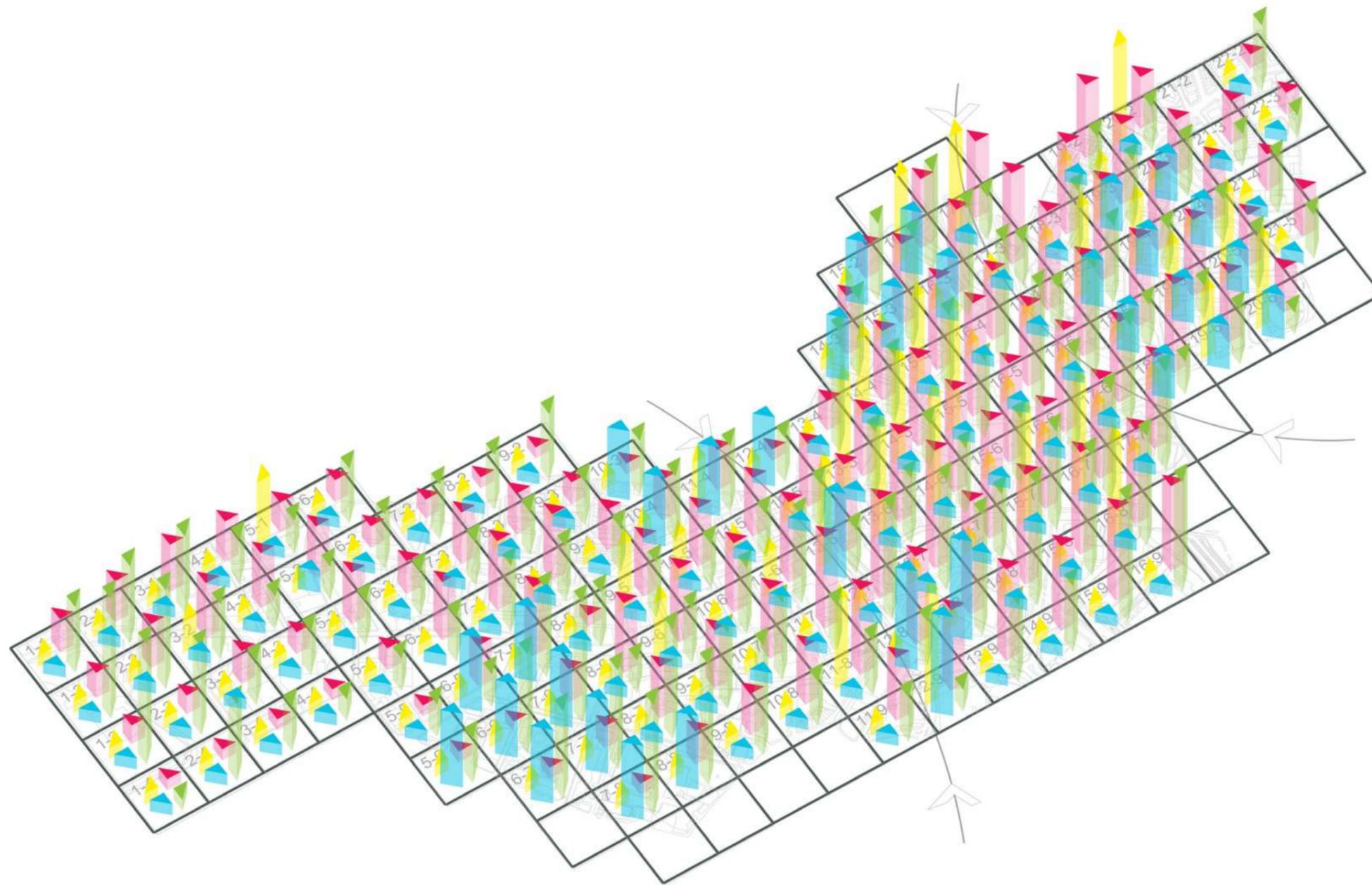
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RE-MAP
[A.A]

BRADFORD METHODOLOGY

Summary



- Personal value
- Land prices
- Proximity
- Heritage

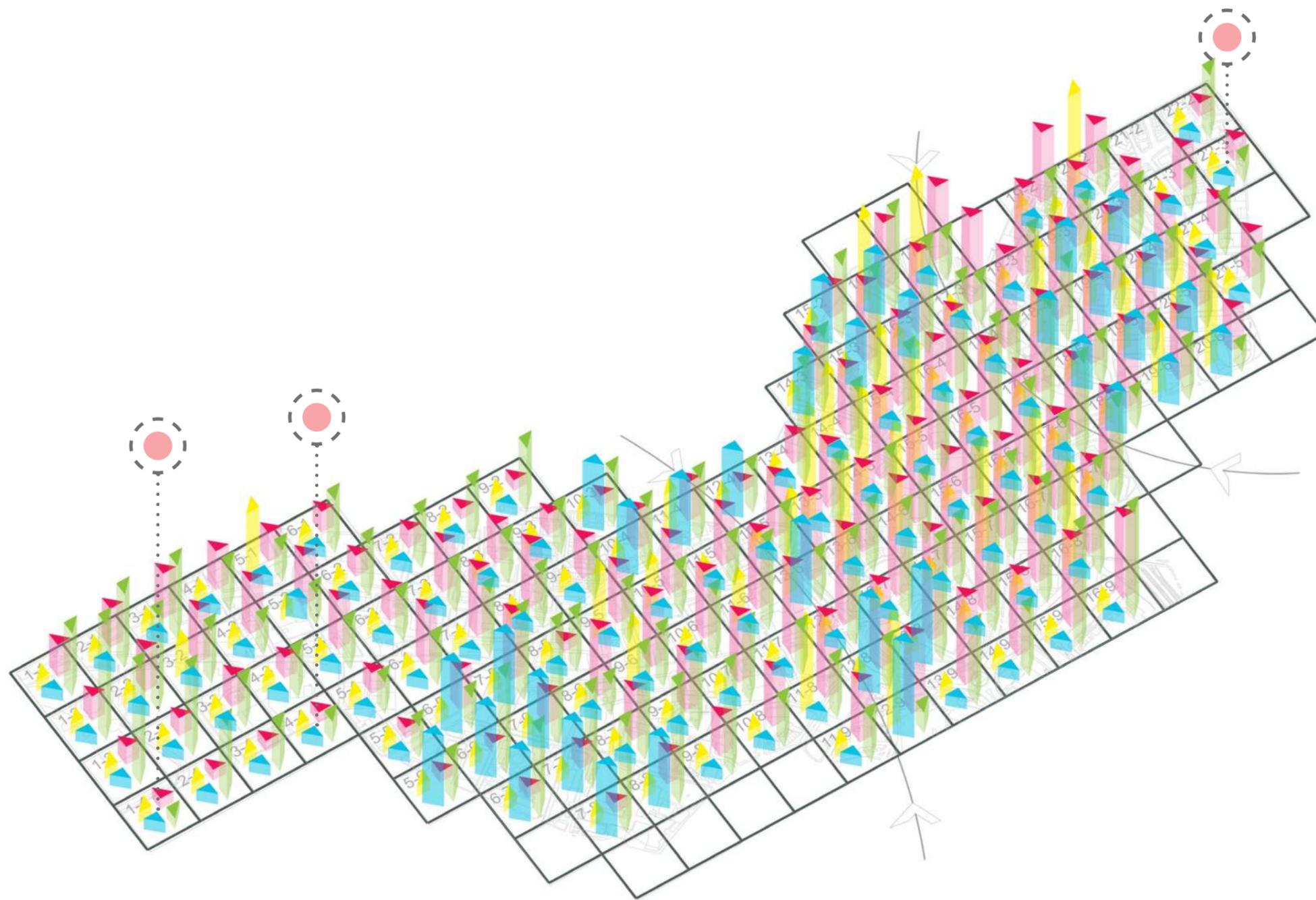
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-  Areas of low value indexes
-  Personal value
-  Land prices
-  Proximity
-  Heritage

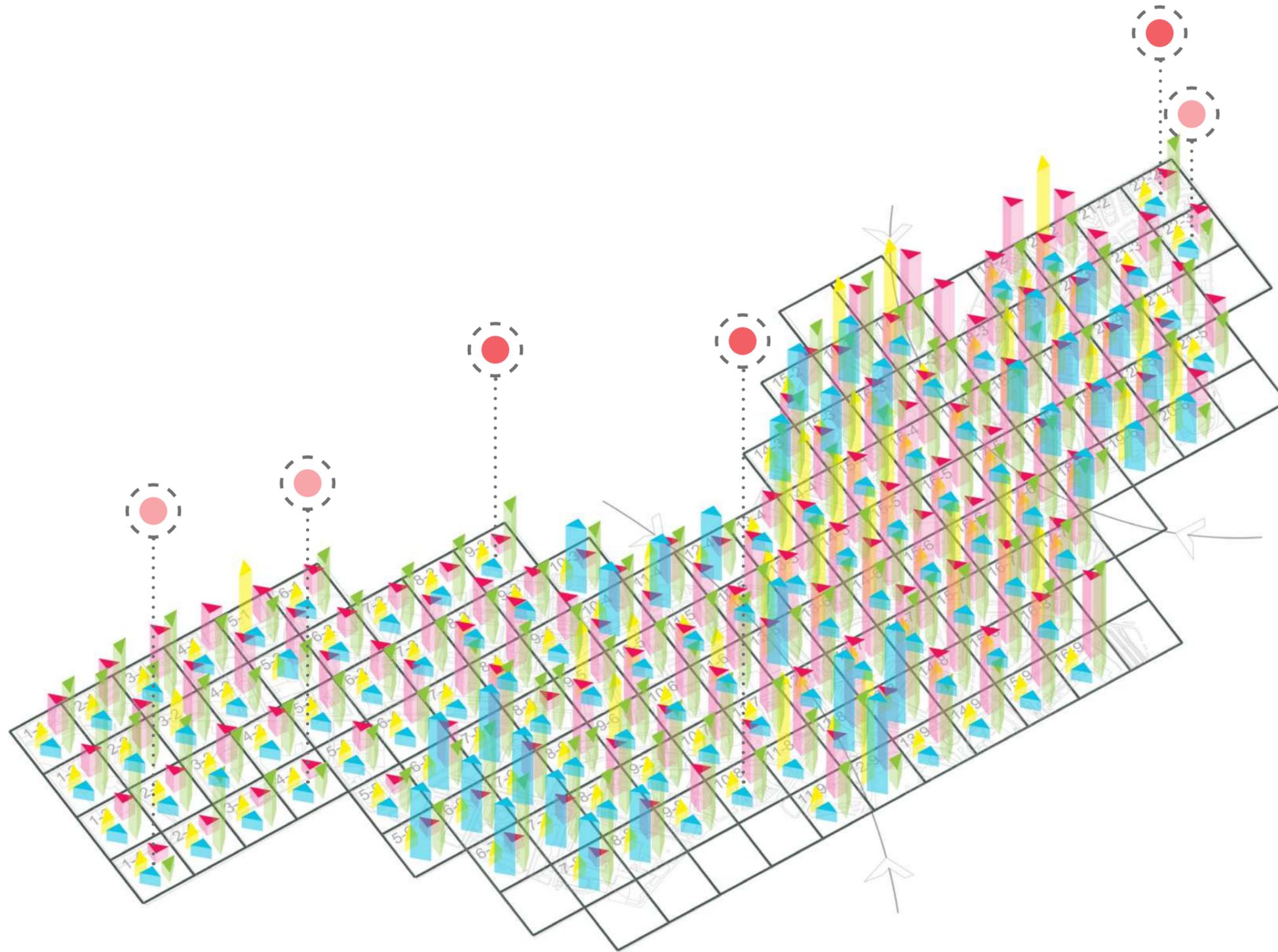
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BRADFORD METHODOLOGY

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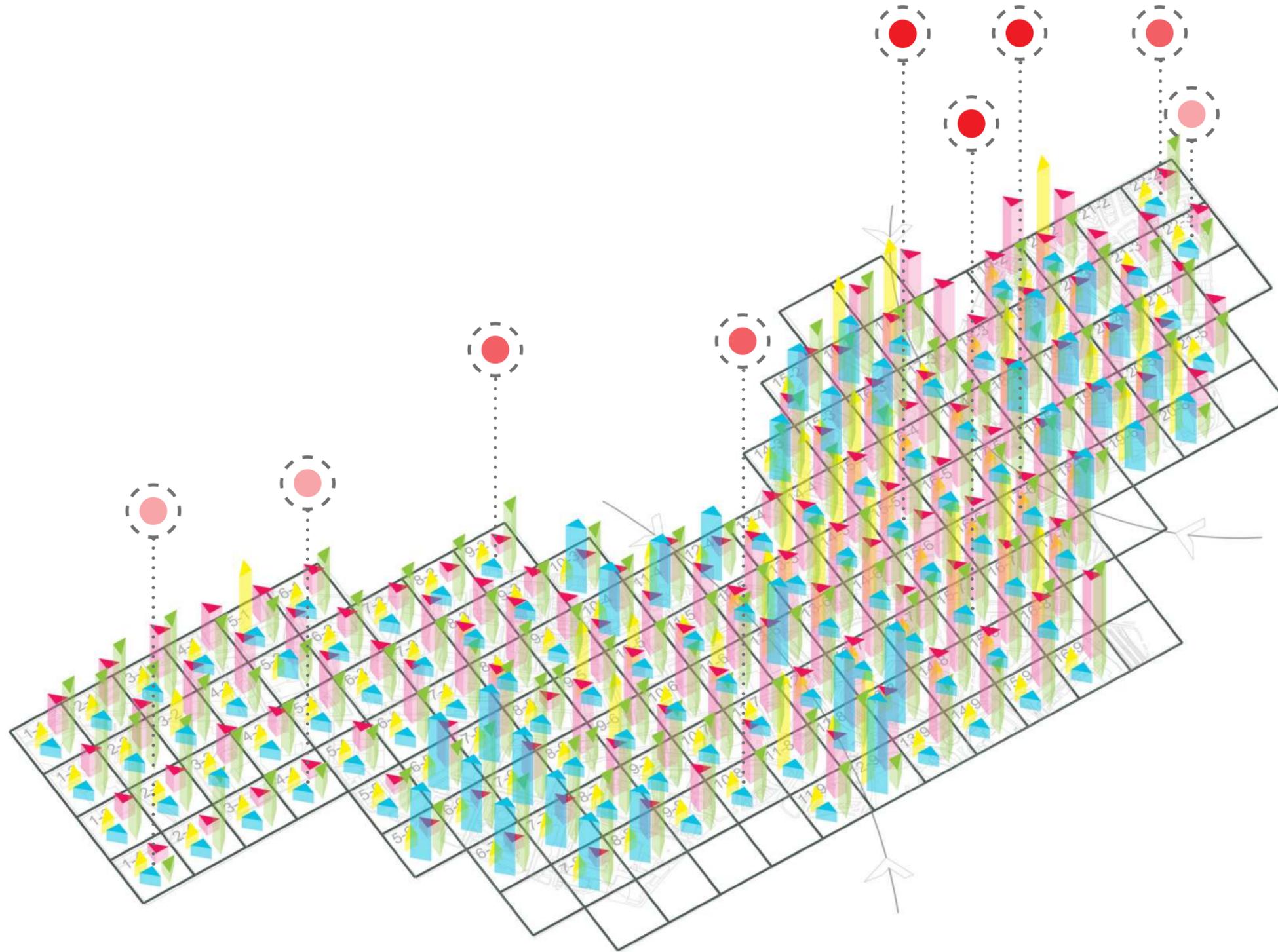
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NB: When using the hyperlink please click on the various boxes in order to compare values or subtract values.

<https://www.dropbox.com/s/nopt4bcdizhwarp/Interactive%20Graph%20Page.swf>



-  Areas of high value indexes
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-  Areas of low value indexes
-  Personal value
-  Land prices
-  Proximity

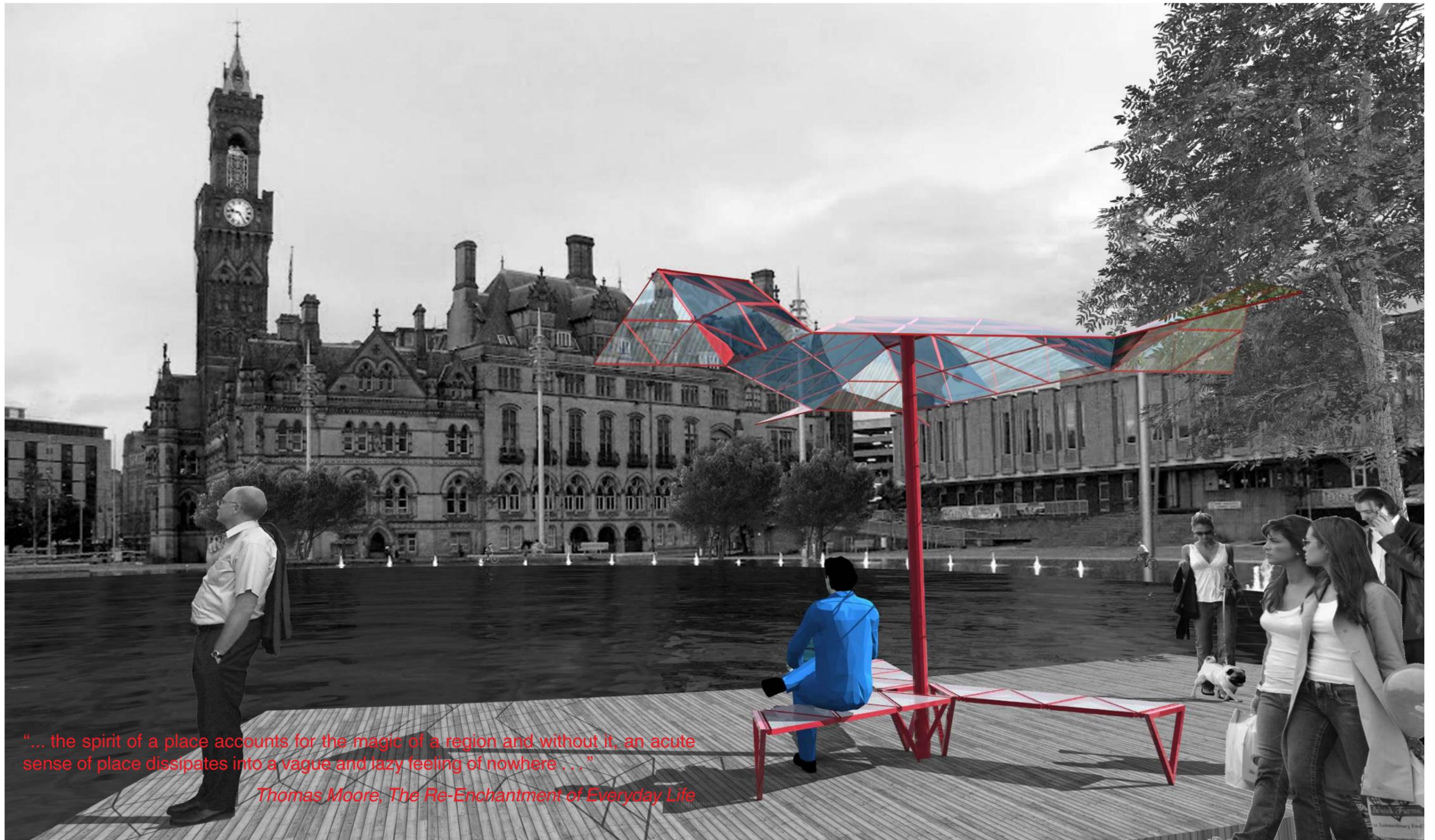
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RE-MAP
[A.A]

BRADFORD METHODOLOGY

Summary



“... the spirit of a place accounts for the magic of a region and without it, an acute sense of place dissipates into a vague and lazy feeling of nowhere . . .”

Thomas Moore, The Re-Enchantment of Everyday Life

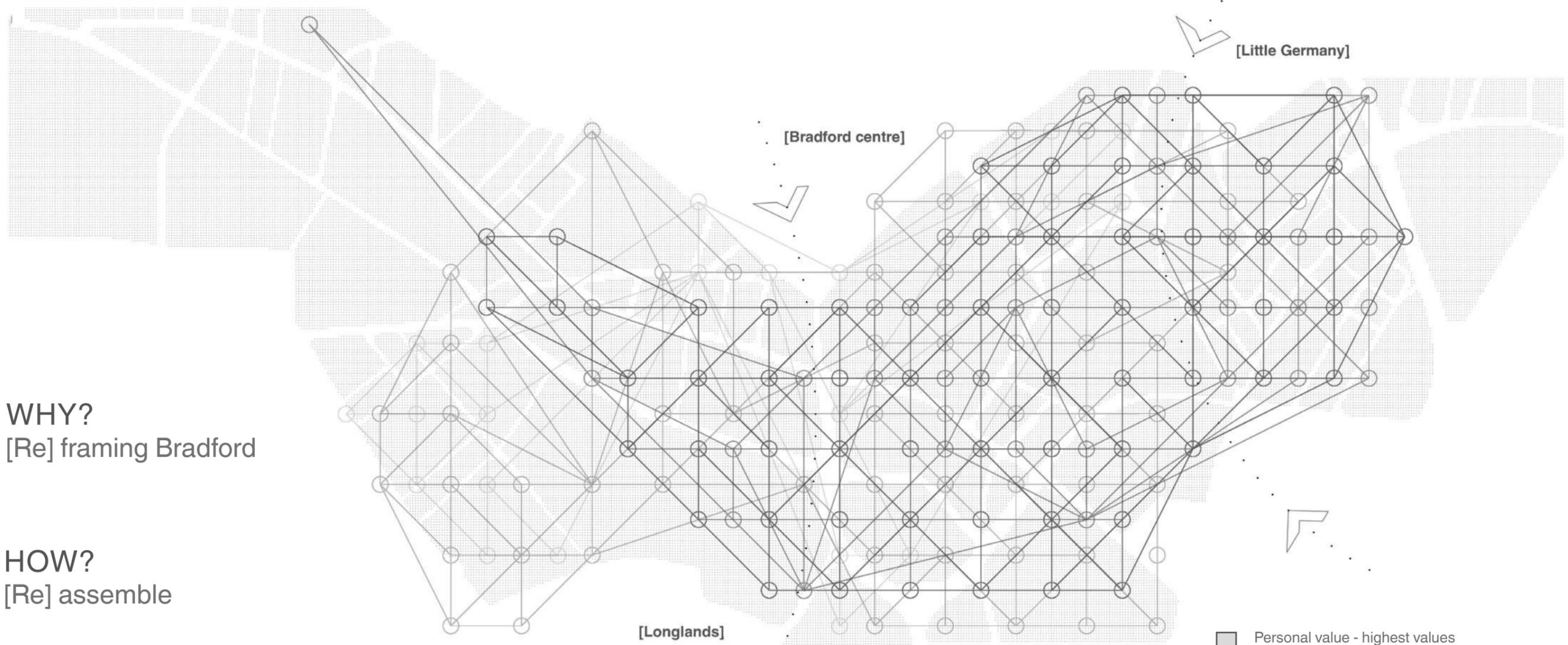
RE-MAP
[A.A]

BRADFORD METHODOLOGY

How to improve value?

The developed tool was useful in terms of having an overview at a macro and a micro scale of a current city's state, in my case Bradford. Unfortunately, upon visiting Bradford myself I discovered a dominance of the car over the individual and a highly concentrated Central area where people would “pass through rather

than stay”. Therefore I decided to develop an interstice that would work throughout the city, through various scale, orientation, permutation and performance in order to “rise” Bradford's overall value, making it more attractive for stakeholders and at the same time cherishable for its community.



WHY?
[Re] framing Bradford

HOW?
[Re] assemble

WHAT?
[Re] evaluate through mass customization

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The map suggests sites of potential value to enhance the overall value index of that specific 100m x 100m area of the grid. The idea is to create a structure that would unfold/reveal itself in various locations throughout Bradford, through scale, material and functions that would re-call the "genius loci" of the chosen area.

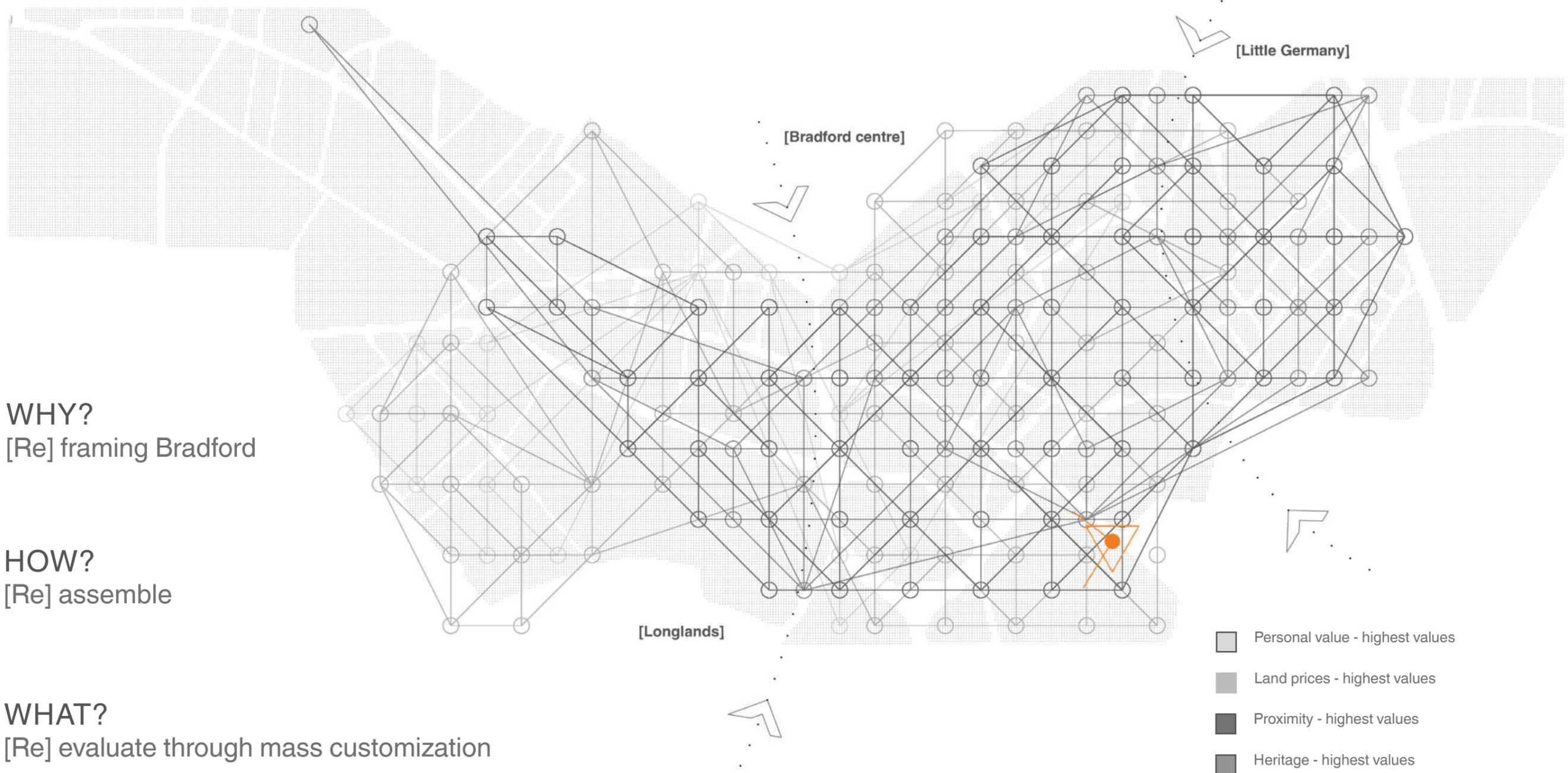
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RE-MAP
[A.A]

INTERSTICE

Unfolding architecture Why, How, What



WHY?
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HOW?
[Re] assemble

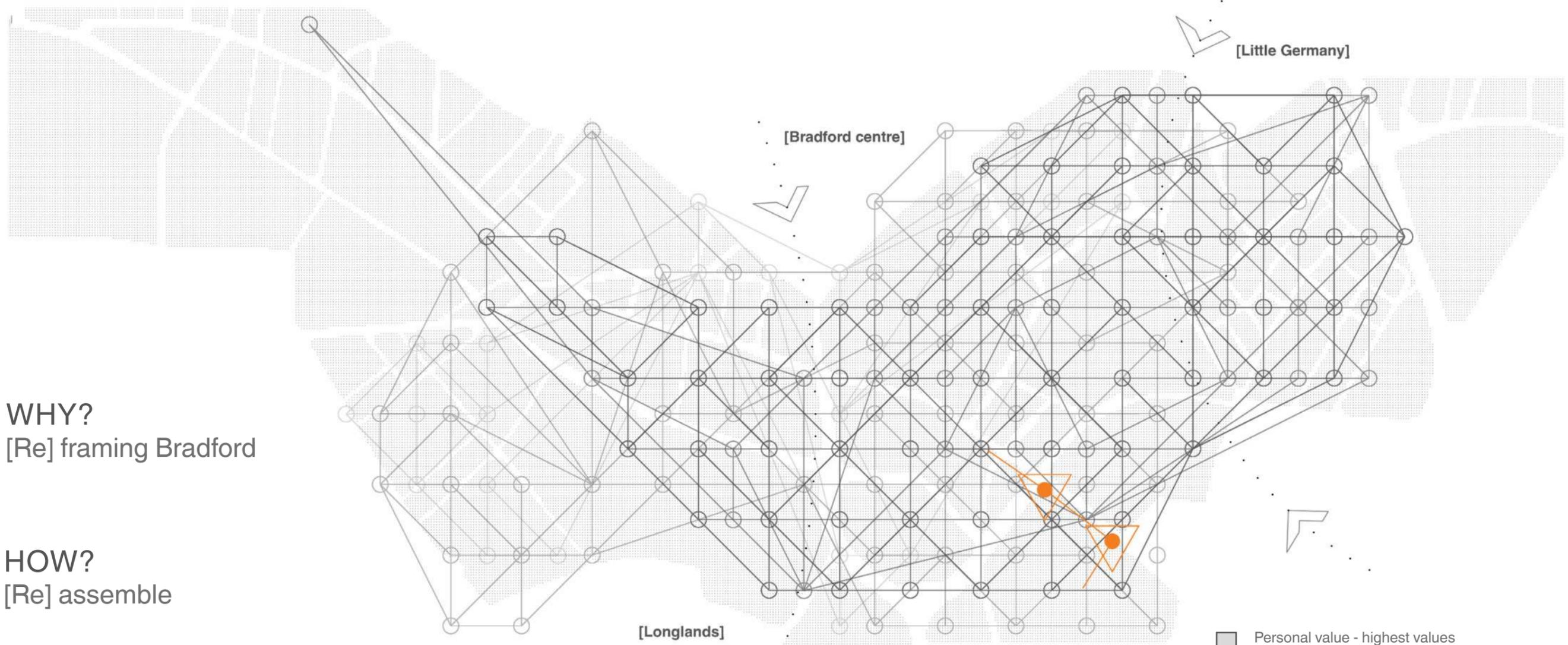
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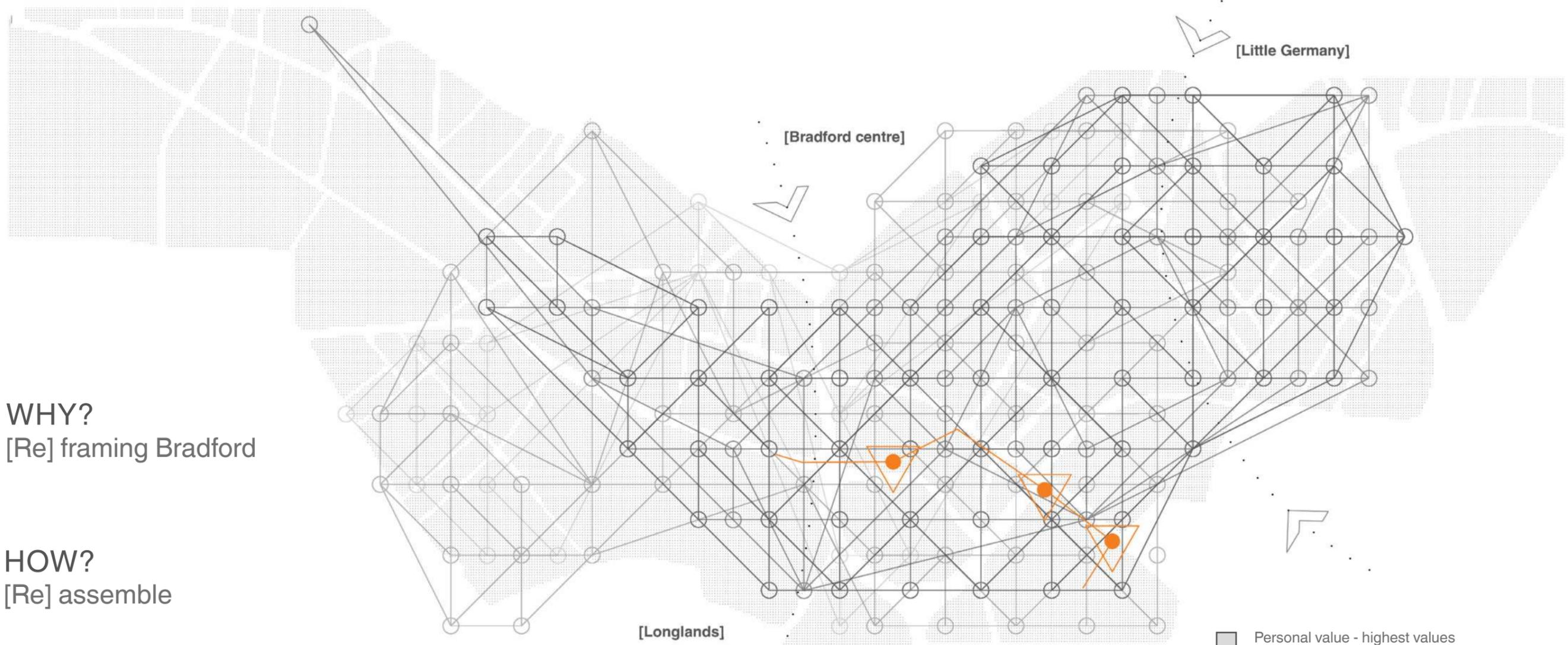
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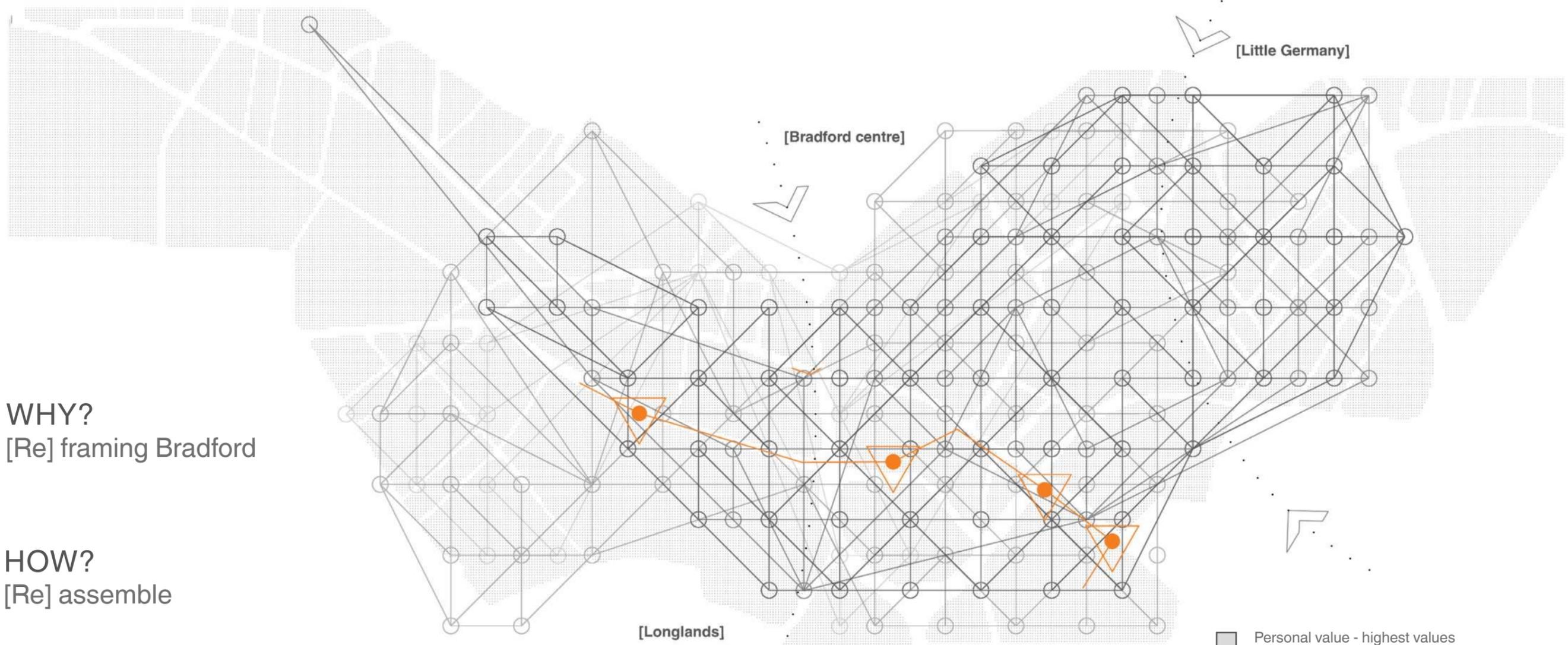
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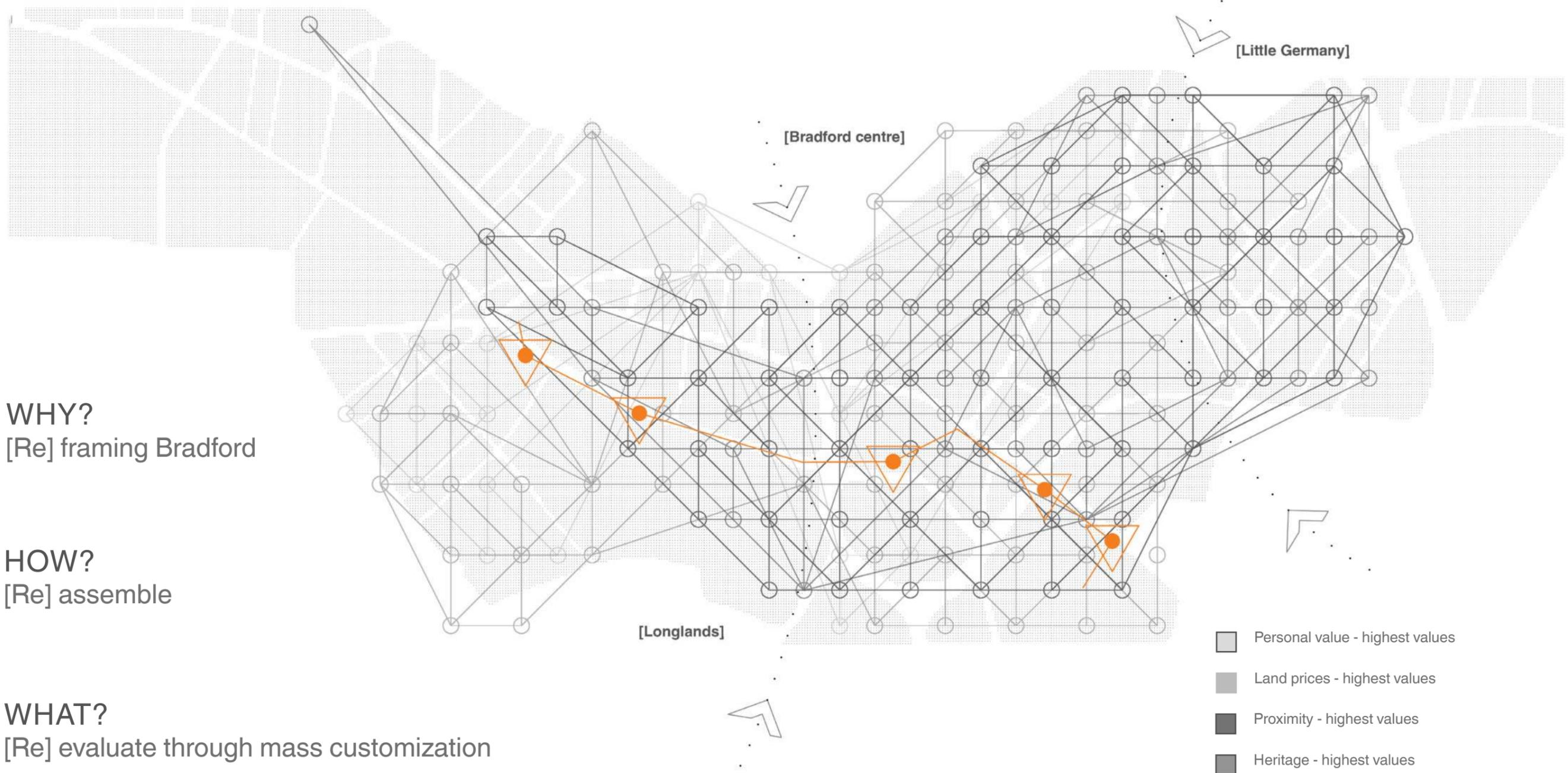
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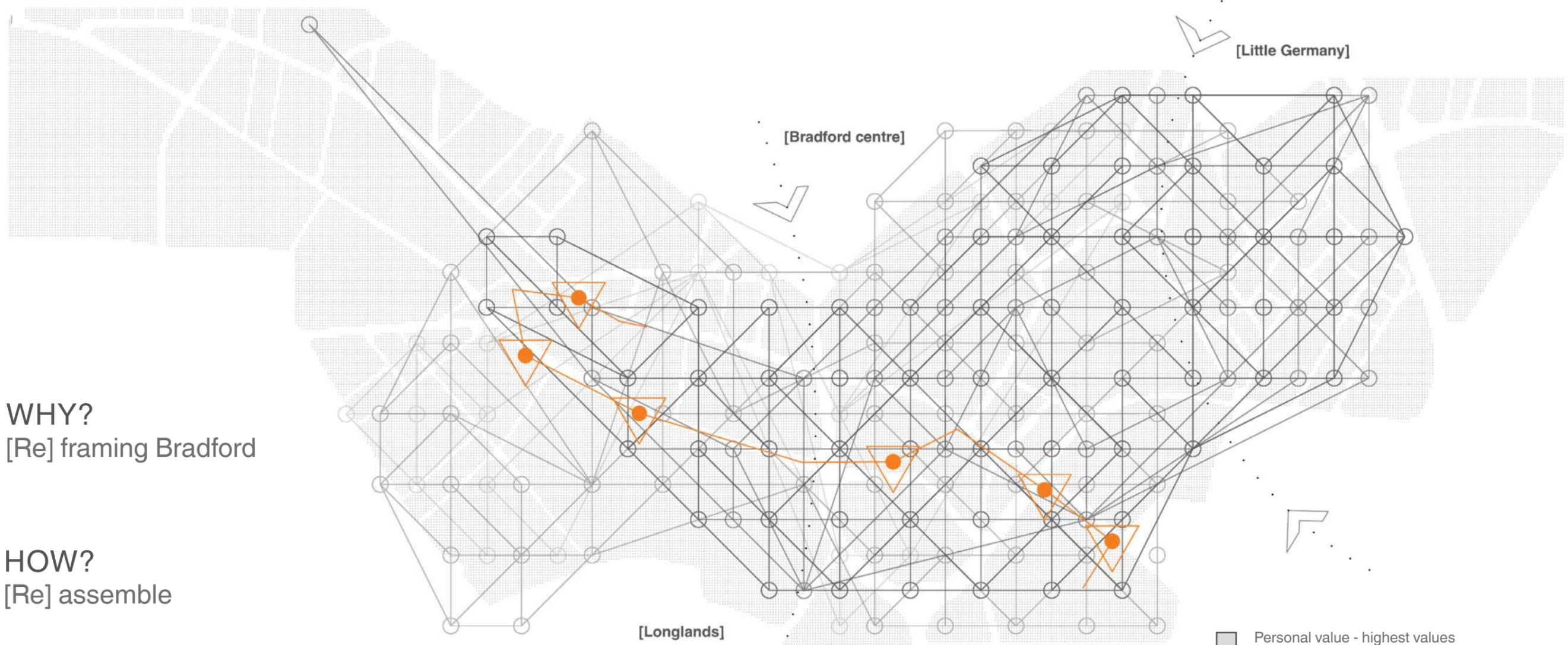
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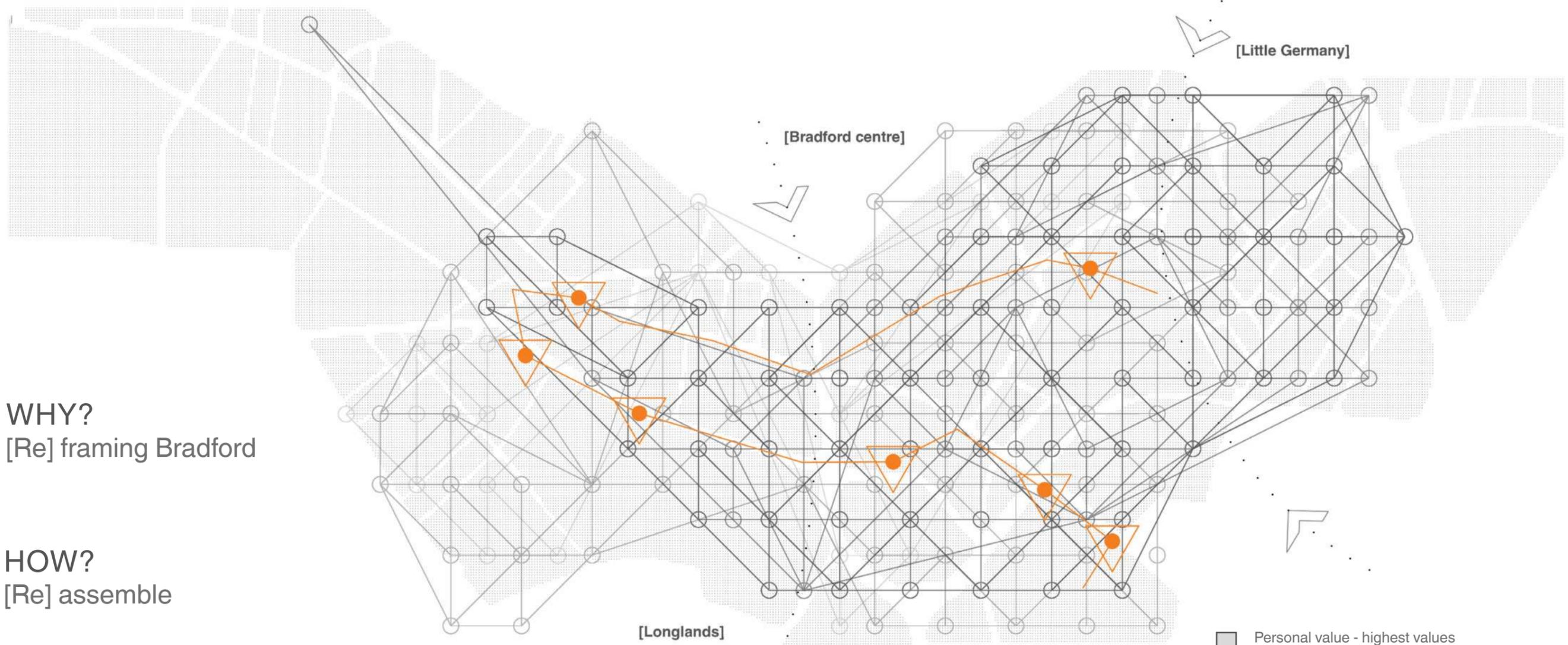
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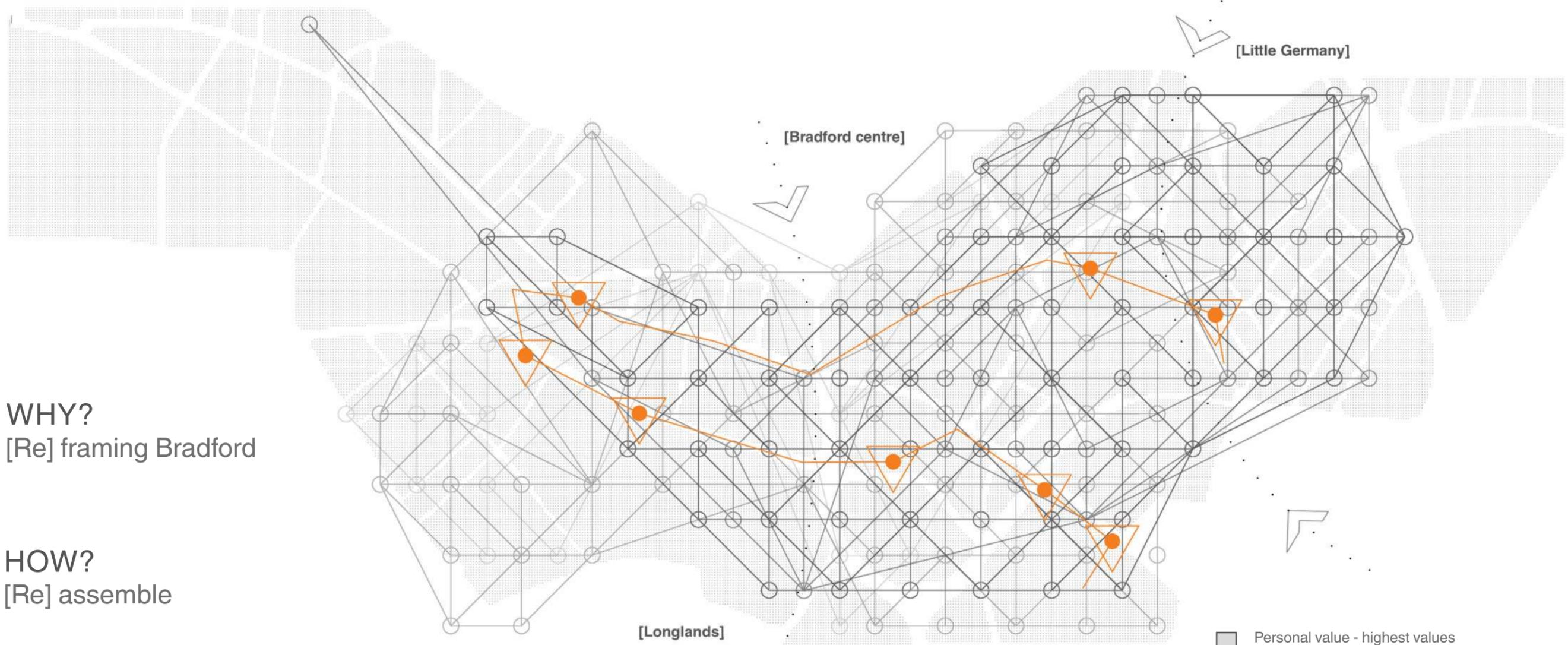
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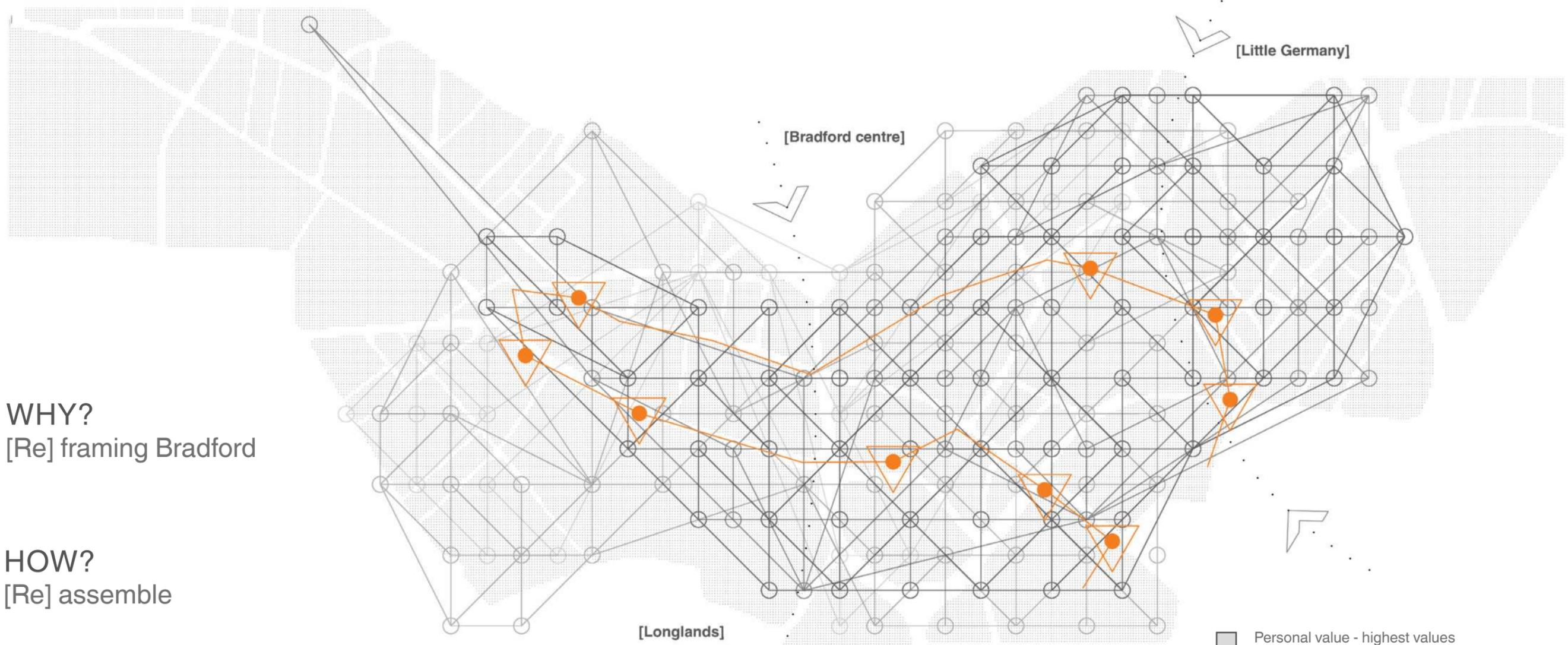
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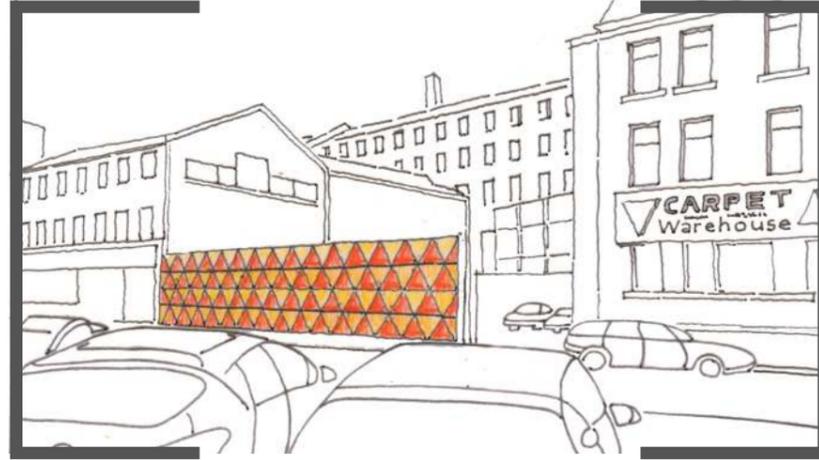
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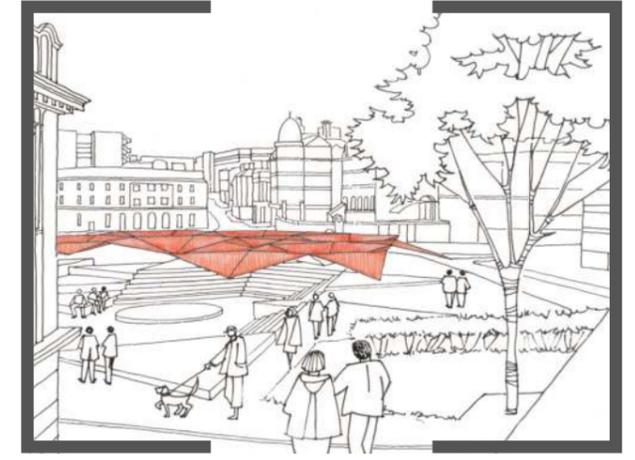
RE-MAP
[A.A]

INTERSTICE

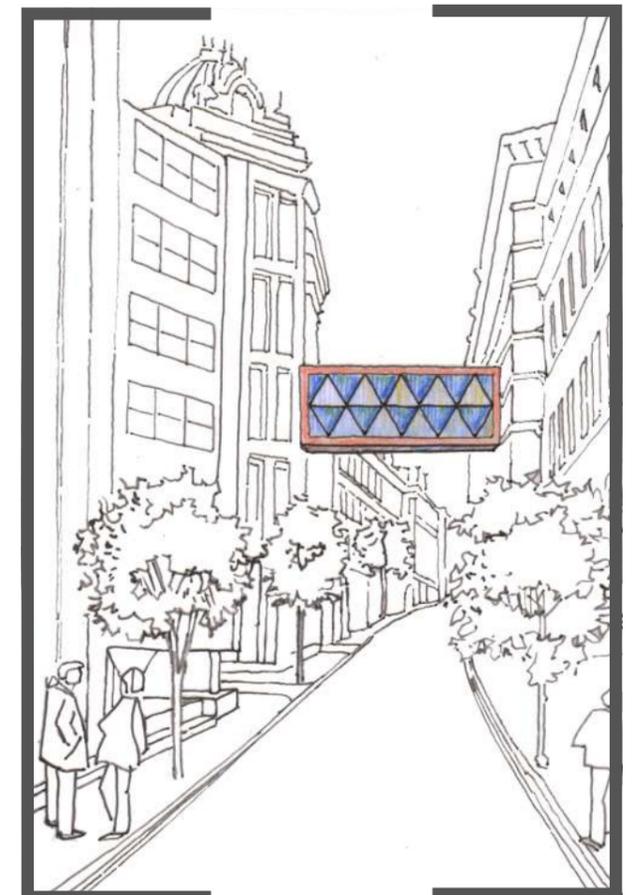
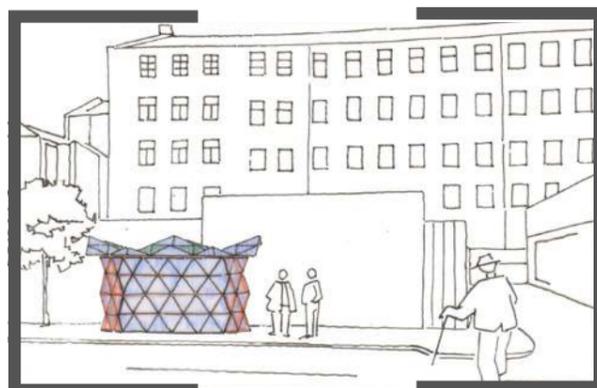
Unfolding architecture Why, How, What



RE-MAP
[A . A]

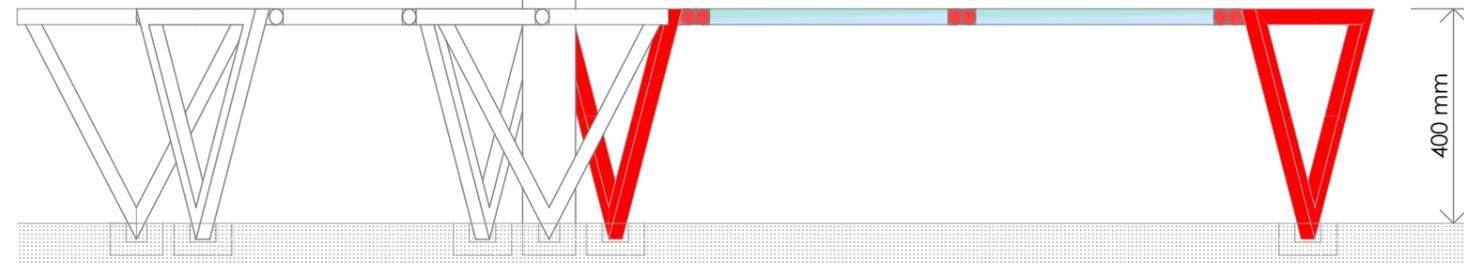
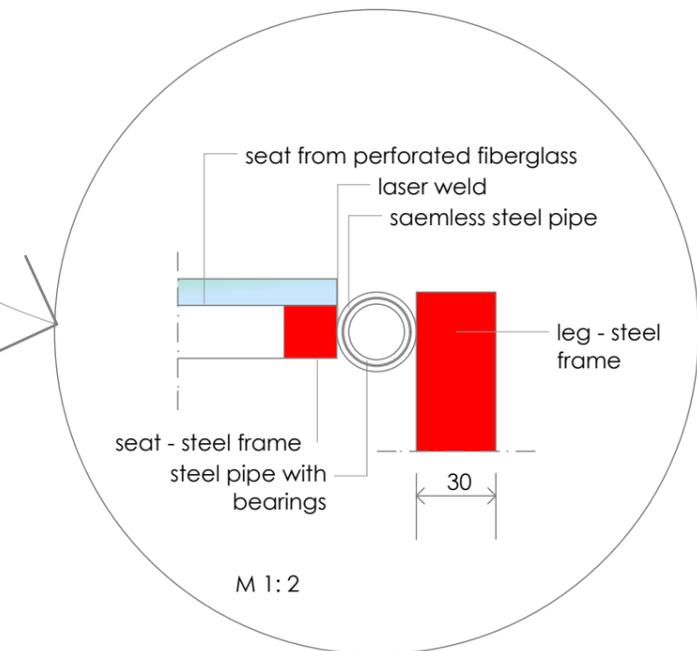
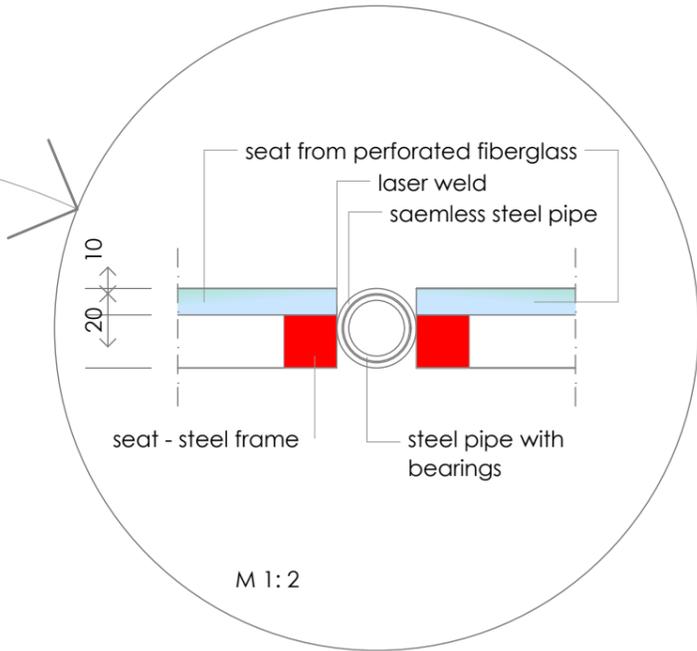
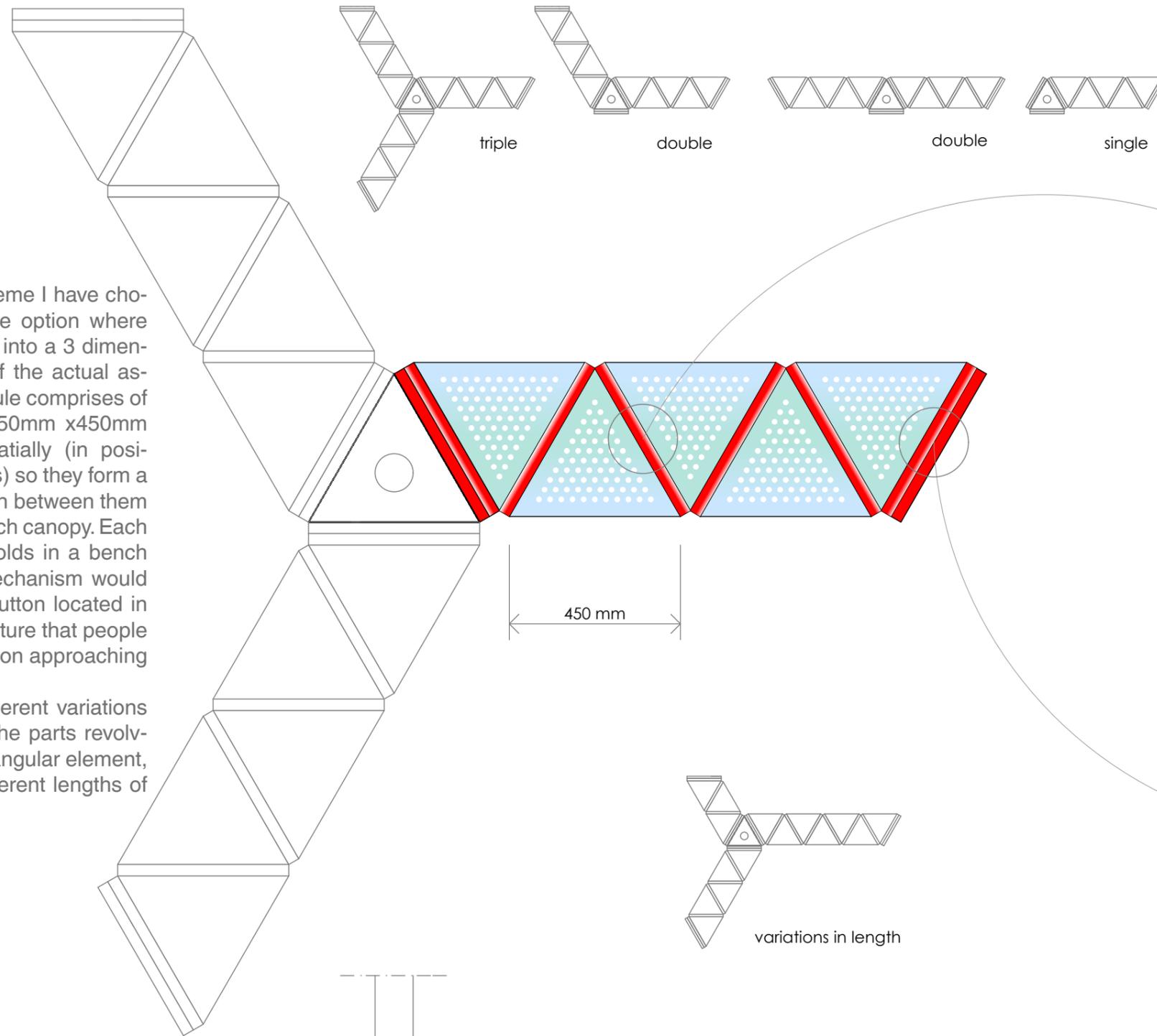


RE-FRAMING
[BRADFORD]

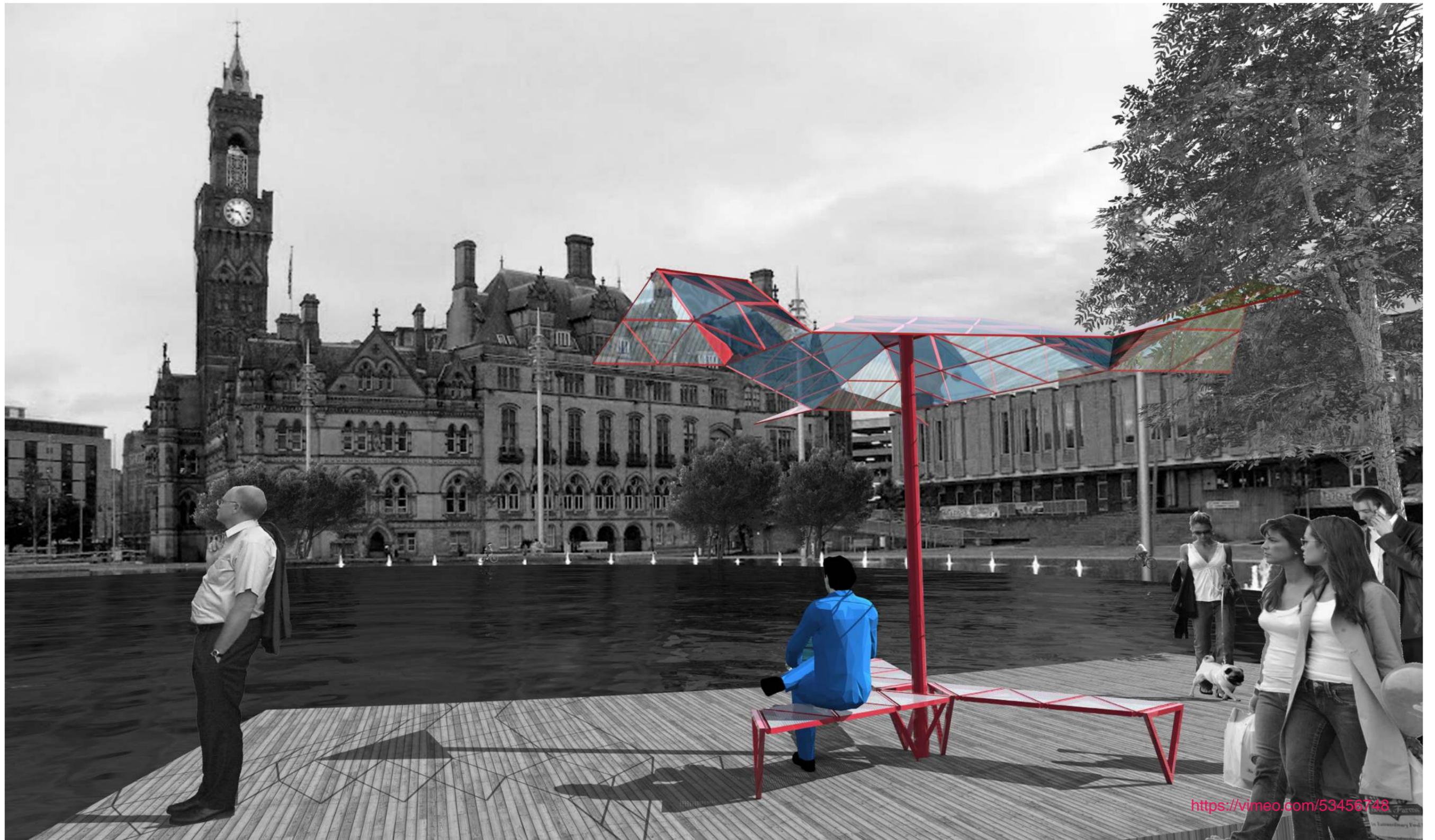


Under the proposed scheme I have chosen to show in detail the option where the module would unfold into a 3 dimensional bench. In terms of the actual assembly process the module comprises of 3 triangular elements (450mm x450mm x450mm) positioned spatially (in positions around 120 degrees) so they form a larger triangular module in between them that folds out into the bench canopy. Each of these 3 elements unfolds in a bench structure. The folding mechanism would be triggered through a button located in the static part of the structure that people would be able to push upon approaching the bench.

There is potential for different variations of the bench based on the parts revolving around the central triangular element, which would bring to different lengths of the bench.



Project **Interstice**
 Title **Plan, elevation, details**
 Scale **1:10 @A2**
 Date **09/11/12**



<https://vimeo.com/53456748>

RE-MAP
[A.A]

IN BRADFORD'S SPIRIT

Thanks for your time!

Walking around Bradford reveals a new sense to the city. The chosen applications are based on the necessity of that specific place to increase its value – therefore places of already high overall value would feature the self-assembly module present itself in small scale signs, ground level markings etc, whereas areas of low overall value would feature structure that would increase specific index values, as for in

stance in the case of Thornton road the introduction of a bus stop would raise connectivity to the centre and attract more people to use the bus stop and explore further areas of the City. The image of the bench recalls Bradford's "genius loci" and is meant to inspire people to work towards a community hub that would raise awareness of the city's true value.