



V1 - View of Crystal House and through site towards St. Peter's church

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Arch 2b
Crystal House - Bullards Expansion

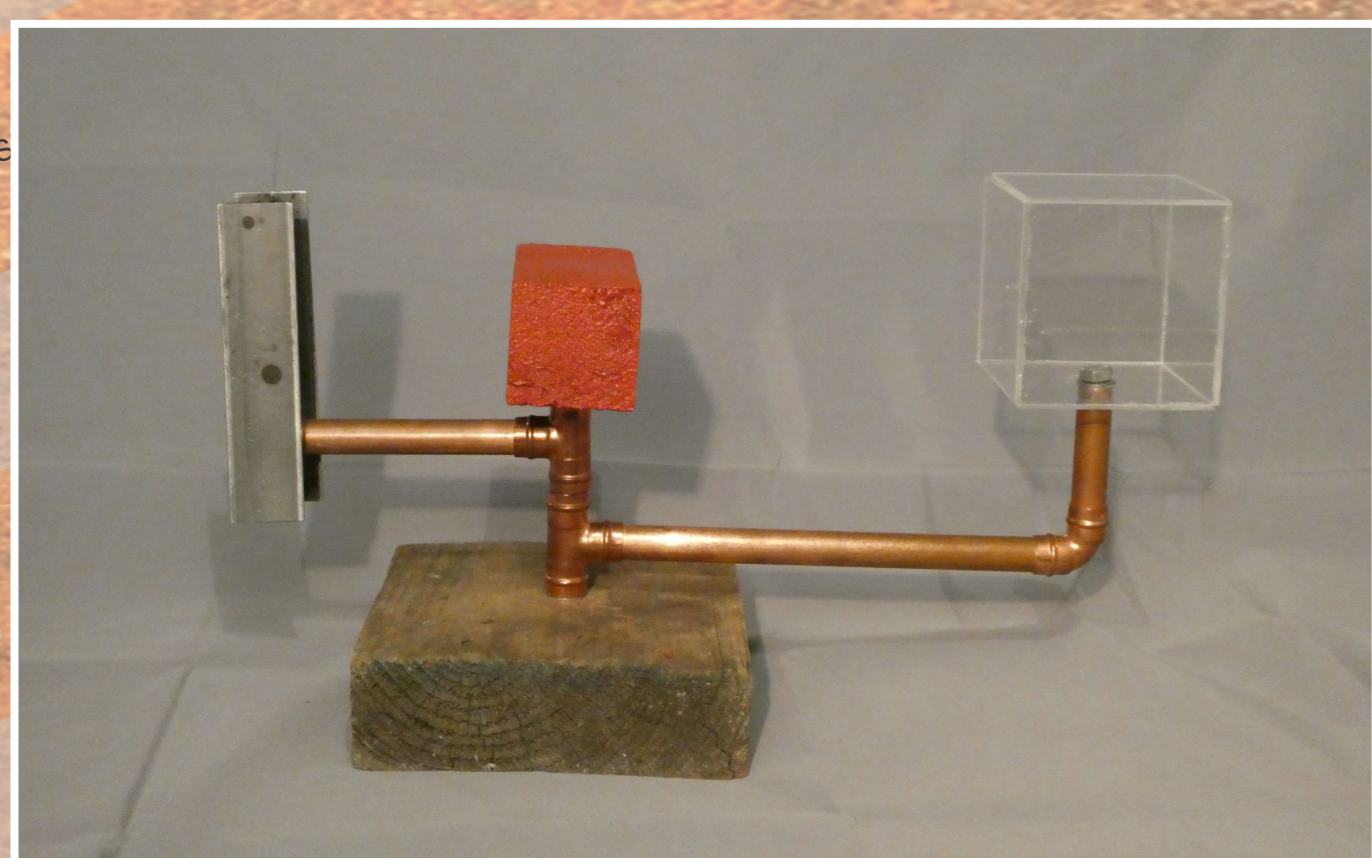
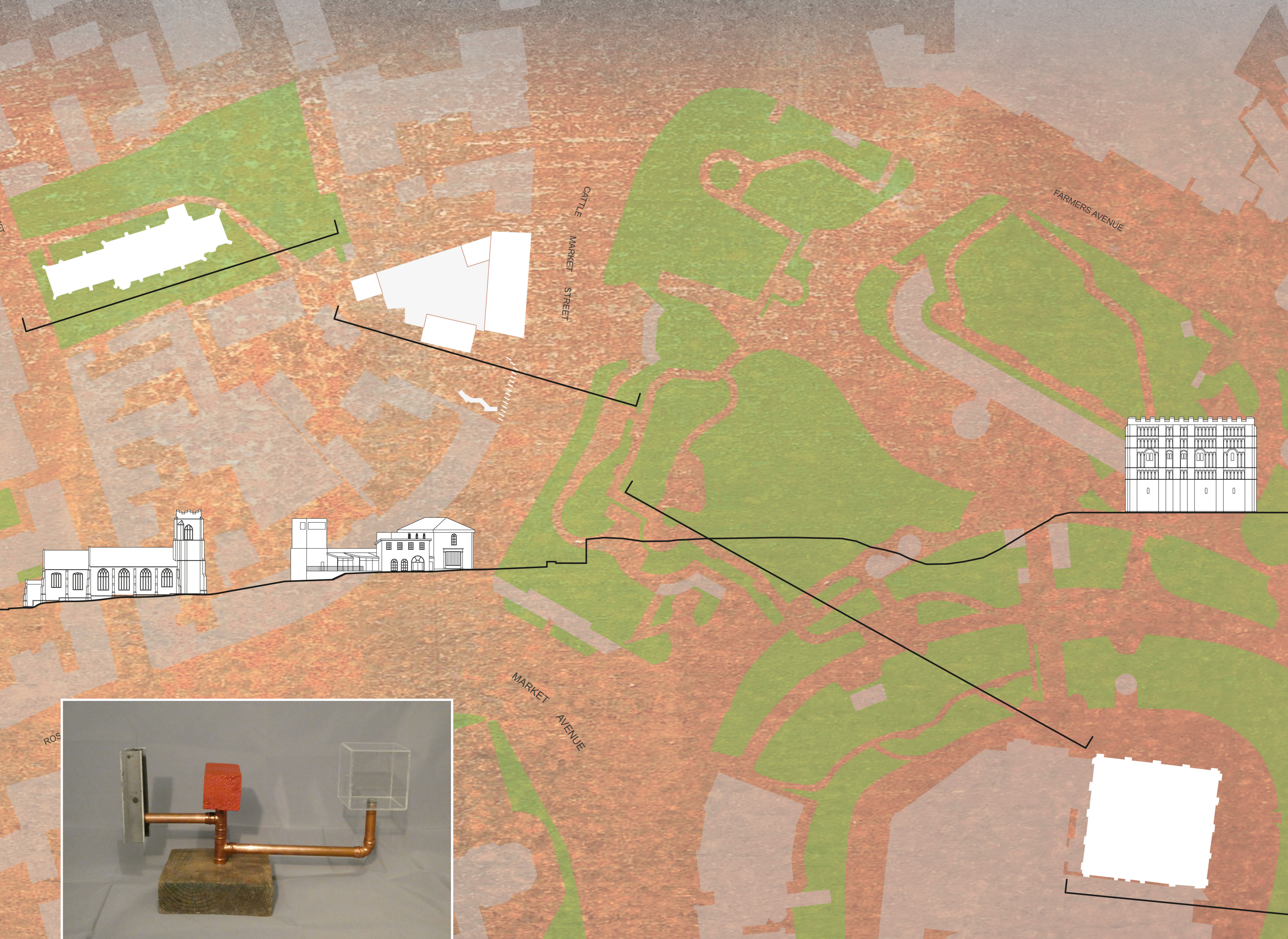
Design Statement

The design responds to the context by bridging the physical and material gap between the modern Castle Mall area of the city centre and the jumbled mass of C15 to C17 buildings at the bottom of the hill, via the church of St. Peter Parmentergate. It does this while providing the required space for the business that currently occupies Crystal House to expand outward, in a mass that resembles a medieval street scene, while preserving and recalling components of the original warehouse buildings and the adjacent derelict public house.

Development started with the construction of a triptych which responded both to the materiality of the site (steel, brick and glass) as well as the physical relationship between the site itself, the church and the keep of Norwich Castle. An important requirement that arose from this and other studies was to remove the pub to open up the sight lines between the church and the castle.

The design is composed of a single, undulating mass, rendered in corten-steel plate and glass, with repaired and reclaimed brickwork incorporated throughout. A single wall from the pub remains, but inverted so that the inside becomes the outside. A steel tower rises from the end of the original workshop wall, containing a "Gin BnB", which can be used to host visiting business guests and who's top floor is an all-encompassing view of Norwich taking in the castle, cathedral and churches. The tower also acts as an appendage allowing Crystal House to reach up into the ether and join the conversation between the tallest historical buildings in the city.

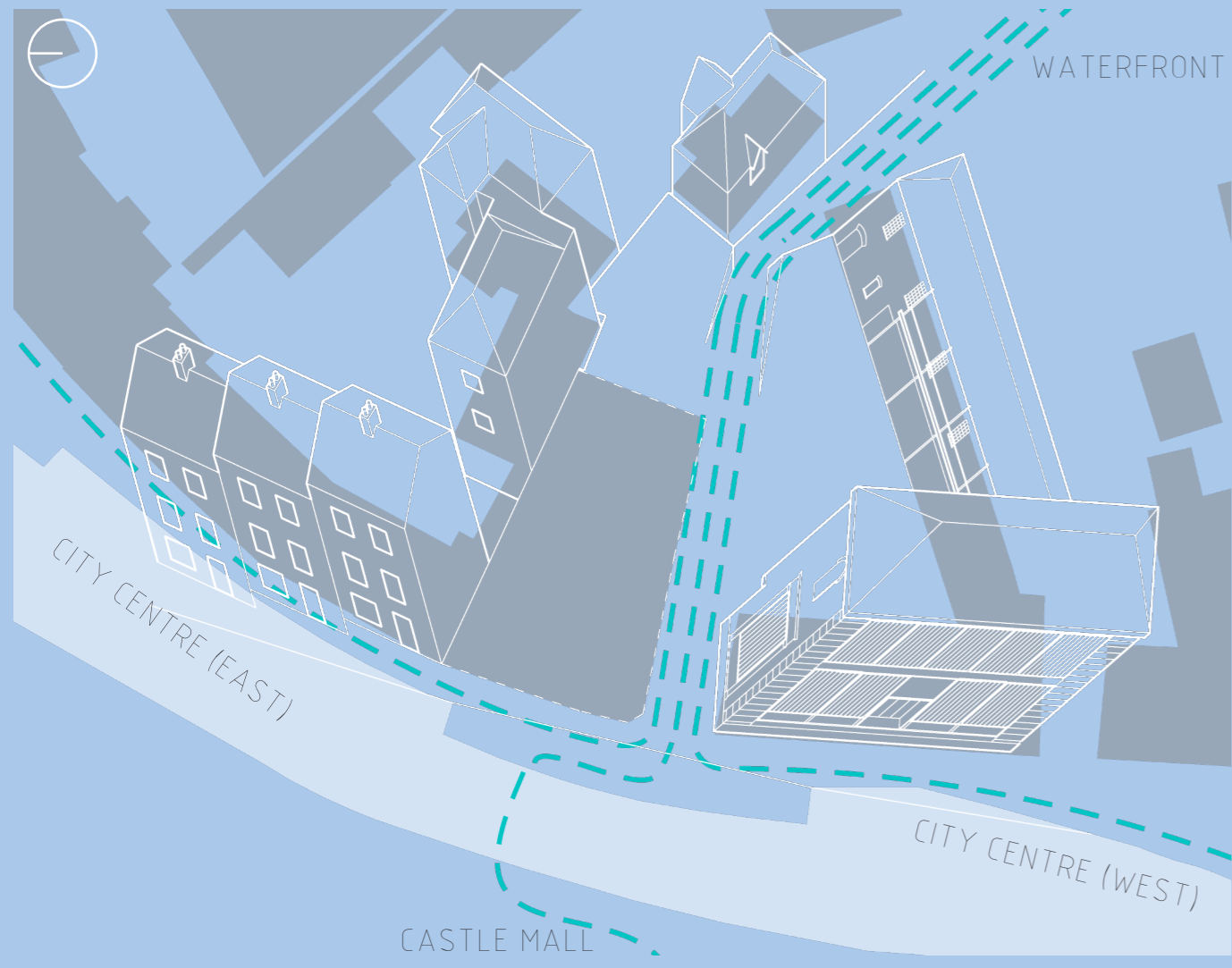
The building, in dialogue with its new open space and the wider surroundings acts as artefact, evoking the industrial heritage of the site and the waterfront, to which it acts as a gateway.



Triptych - formed of a steel I-section, a brick, and a glass cube representing the materiality of the site, as well as the relationship between the church, site, and castle keep.

Composite section - this shows the height and massing relationships between St Peter's church, Crystal house and the keep of Norwich Castle. (1:500 @ A1)

Site Analysis



Footfall through axonometric projection of site and immediate context - public house omitted and outlined - it is a busy alleyway particularly before and after football matches
(1:500 @ A1)



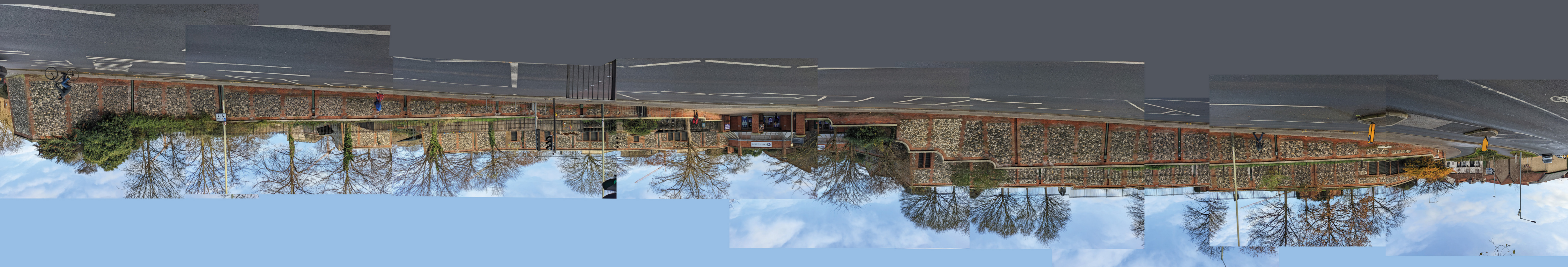
Building ages - the vast majority of surrounding buildings are of 20C and 21C construction, but to the east of the site there is a jumble of much older buildings stretching back to C15.
(1:2000 @ A1)



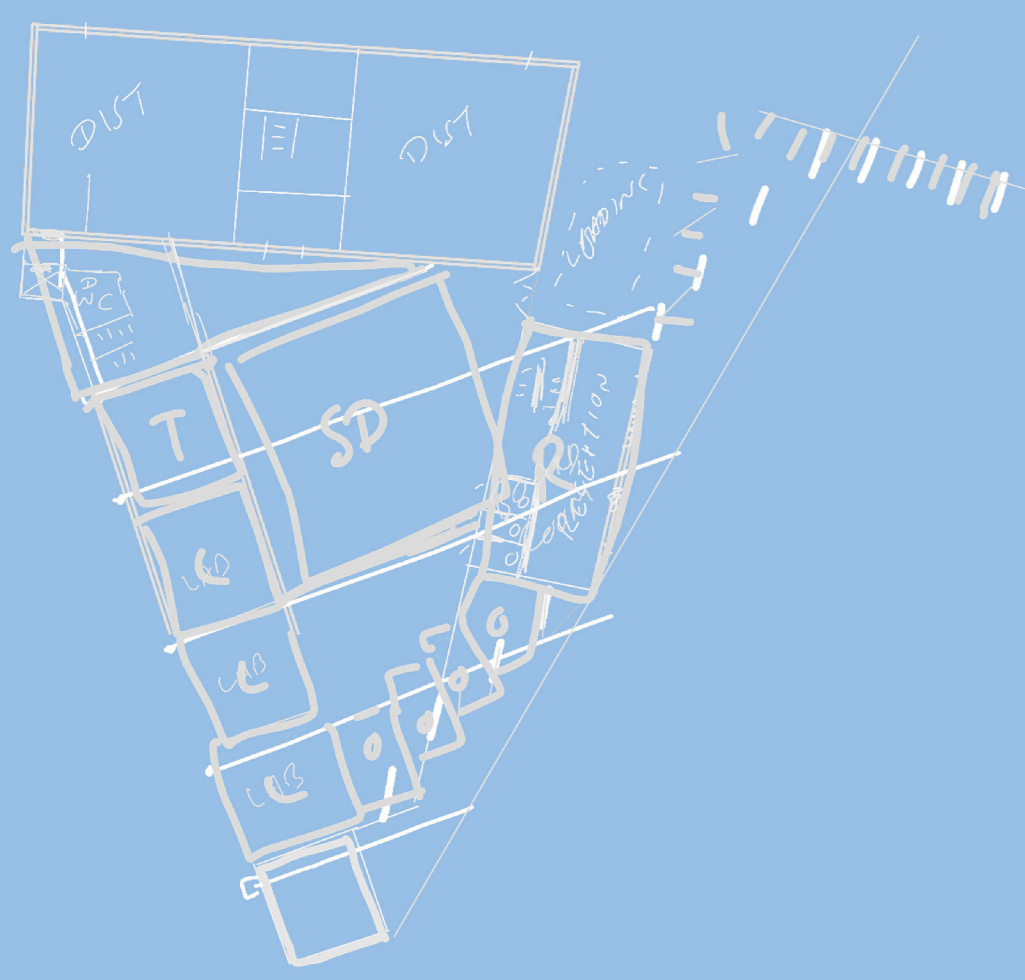
Sight lines - a direct line between Norwich Castle Keep and St. Peter's church tower run through the public house.
(1:2000 @ A1)



Cattle Market St. Above: showing the topography, the adjacent residential and office buildings, and St. Peter's church beyond. Below: Castle Mall, within an artificial hill built on what was originally the cattle market.



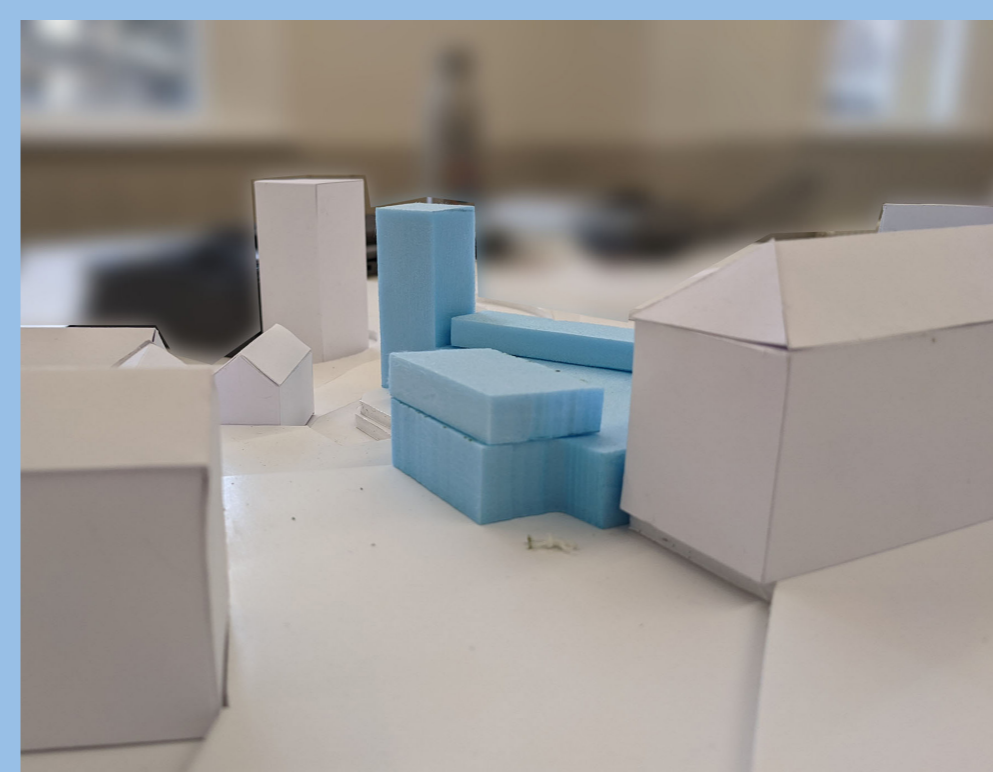
Development Pathway



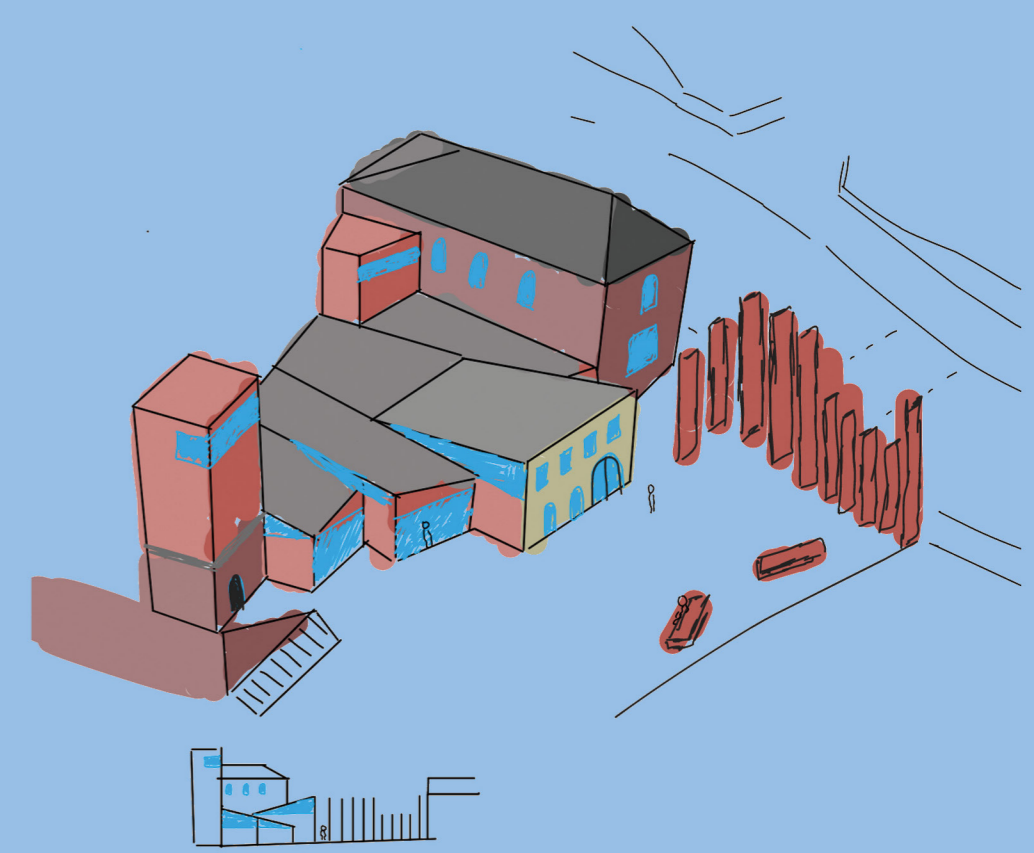
Floor plan sketch



Elevation sketches



1:200 sketch model with context



3D sketch traced over a photo of the sketch model



Precedents and Inspiration



Which Headquarters Rooftop Extension
Kohn Pedersen Fox Associates
(London, 2018)
Sweeping rolled-zinc roofing



Dovecote Studio Aldeburgh
Haworth Tompkins
(Snape Maltings, UK, 2009)
Respecting existing structures



Henry Moore Extension
HB Architects
(London, 2017)
Kingspan corten cladding



Navarro Correias Winery
aft Arquitectos
(Argentina, 2009)



Museo Nacional Centro de Arte Reina Sofia



(1:200 @ A1)

- 1 - Public entrance
- 2 - Factory entrance
- 3 - Reception
- 4 - Offices
- 5 - Labs
- 6 - Warehouse
- 7 - Storage
- 8 - Distilleries
- 9 - Toilets
- 10 - Public bar
- 11 - Ginoteque
- 12 - Meeting room
- 13 - "Gin BnB"
- 14 - Screen
- 15 - New stairs and ramp
- 16 - Existing crossing
- 17 - Loading area
- 18 - Castle Mall entrance

- Existing structure, mainly brick
- New structure, mainly corten steel
- Rebuilt or reclaimed structure



P1 - This wall of the public house is preserved but with the exterior becoming the interior.



P2 - The south wall including steel columns are retained, and used to support the new roof.



P3 - This wall is too delapidated to be preserved, but will be rebuilt as an internal wall.



Corten steel is used throughout, celebrating the industrial heritage of the site and Norwich.



Rolled zinc roofing is used for the new additions, providing a contrast to the steelwork and resembling the traditional black tile roofs.

Renders and Sketches



V2 - View west through new public space, towards the castle, the screen is partially deconstructed to frame a view of the castle as you reach the top of the stairs from the churchyard.



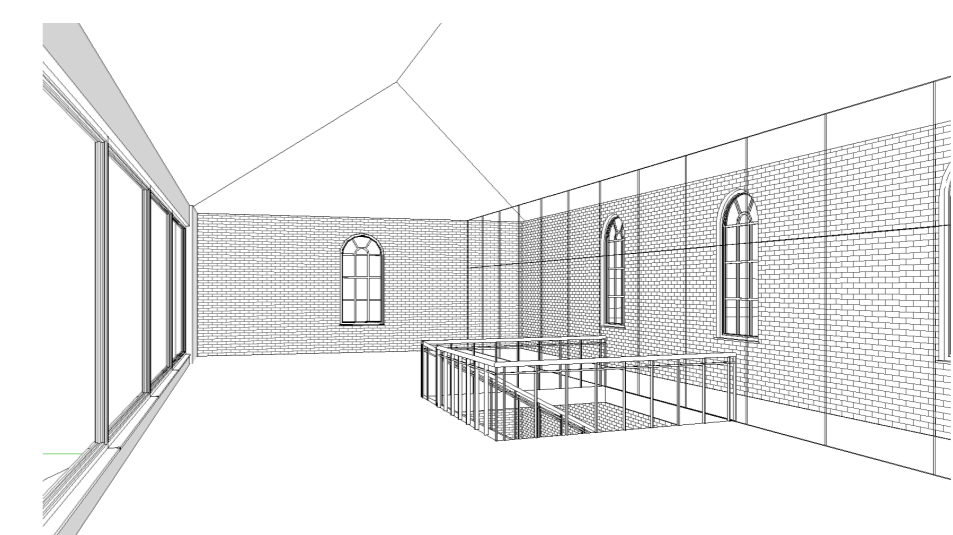
V3- The top floor of the GinBnB provides panoramic views over Norwich, including City Hall, Norwich Castle, Norwich Cathedral and St. Peter's Church.



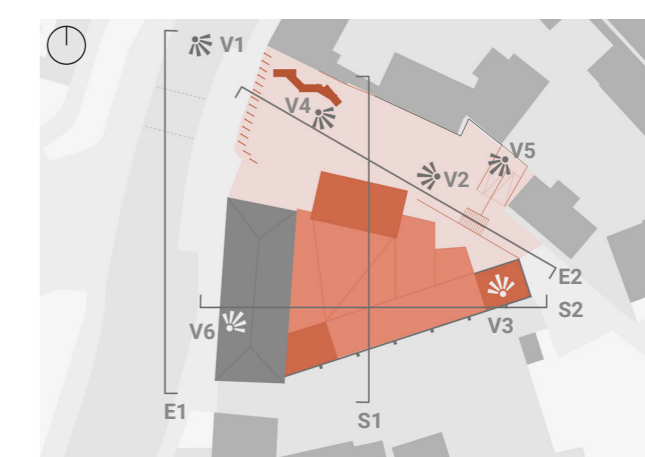
V4 - View east towards St. Peter's Church



V5 - View southwest to the rear of the extension



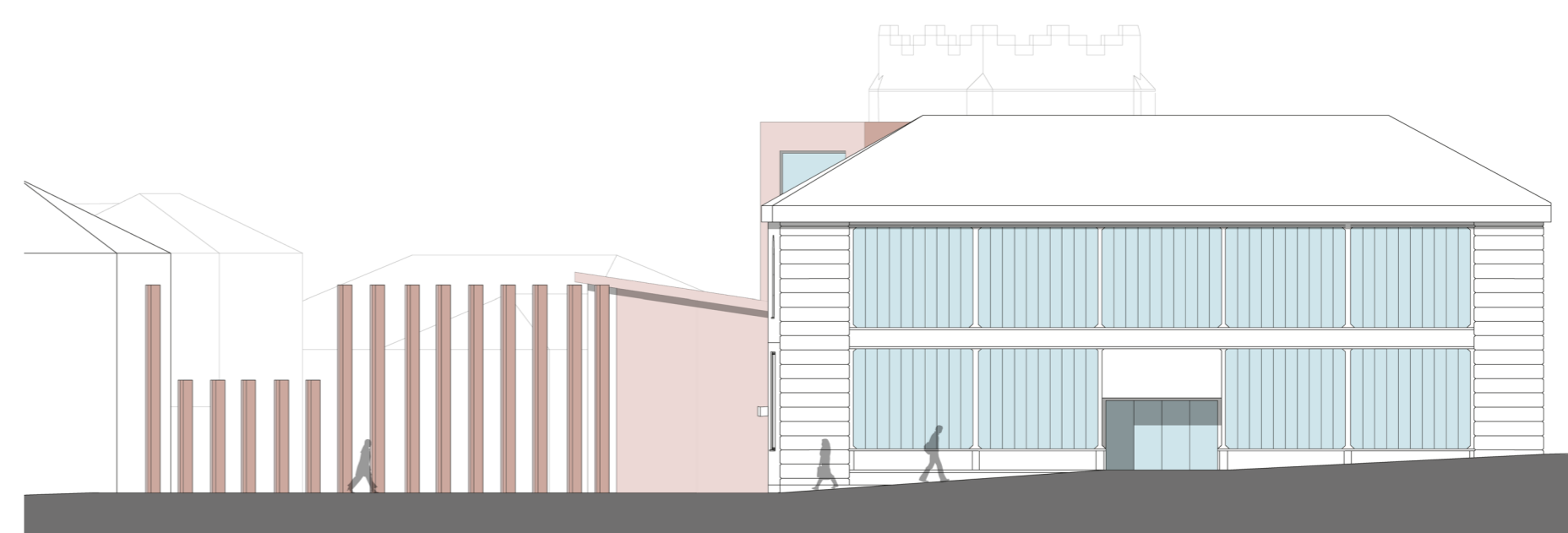
V6- Bar area with Ginoteque



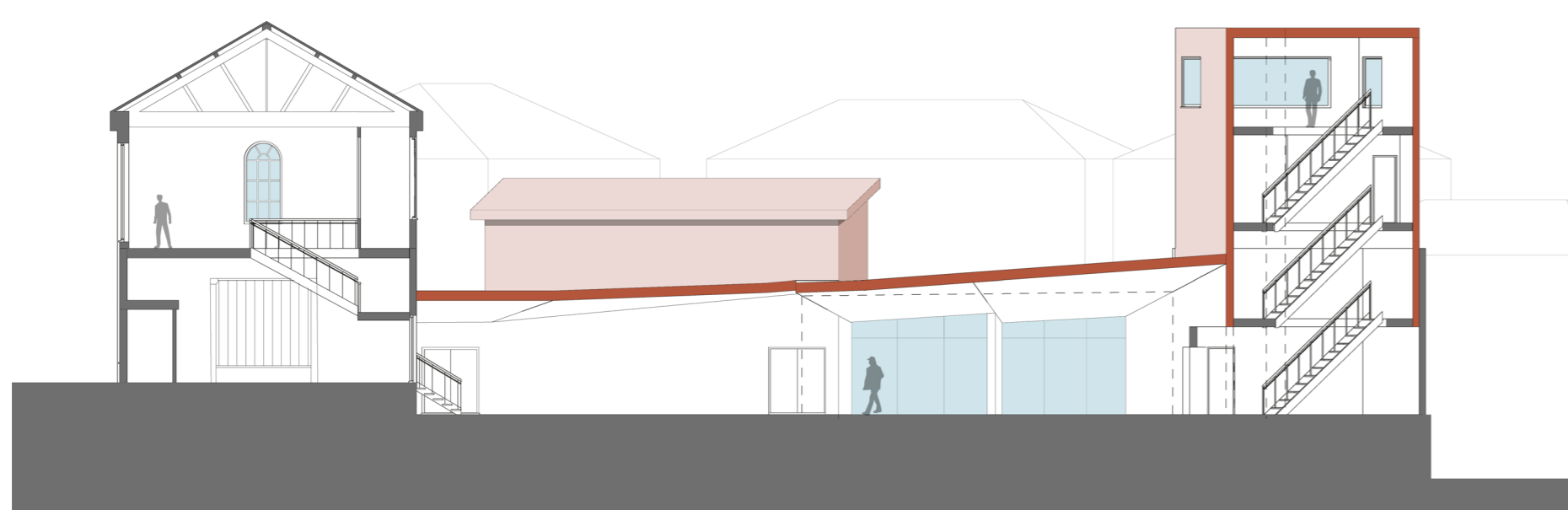
Sections and Elevations



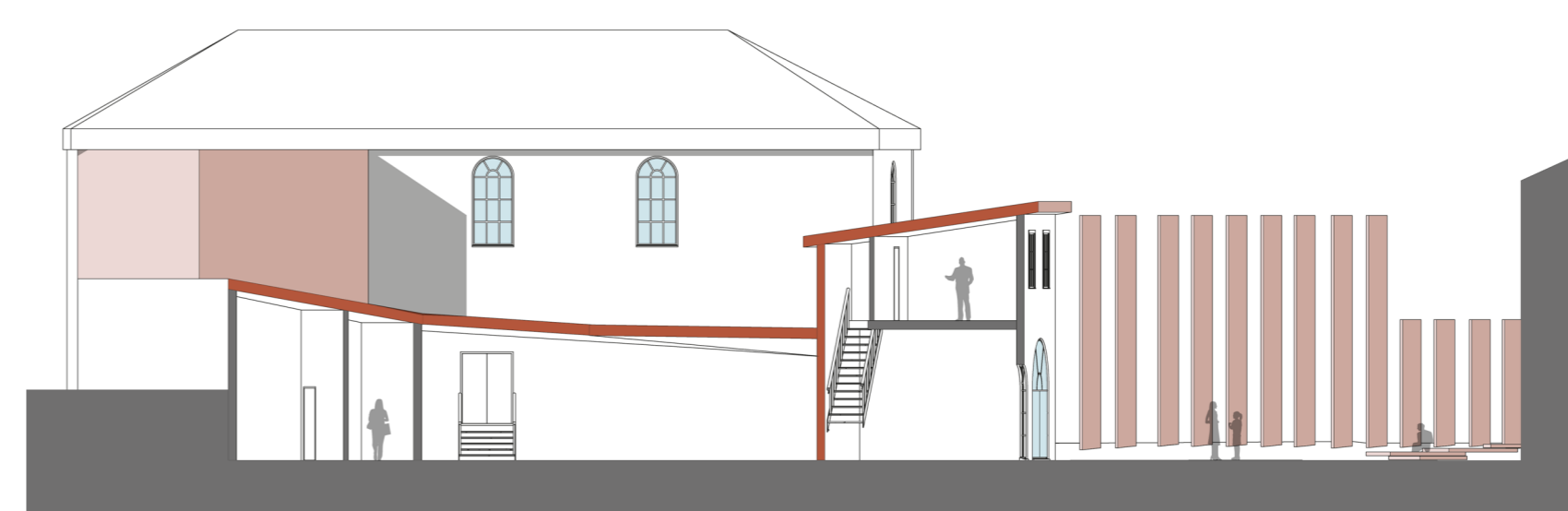
E2 - Facing south, the development resembles the original triptych, with the steel tower to the east, reclaimed brick frontage in the center, and Crystal House to the west.
(1:200 @ A1)



E1 - Facing east, the screen remembers the frontage of the public house, its fins show a solid surface when approaching from the street, only revealing the space behind at an acute angle
(1:200 @ A1)



S2 - Facing north, this highlights the multitude of levels across the site and the new shop floor and office spaces, as well as the tower interior (some walls omitted for clarity)
(1:200 @ A1)



S1 - Facing west, cutting through the research labs - which are sited in the preserved workshop buildings, under a new zinc roof. The reception and meeting room are housed to the north and accessed through the preserved section of the pub wall
(1:200 @ A1)