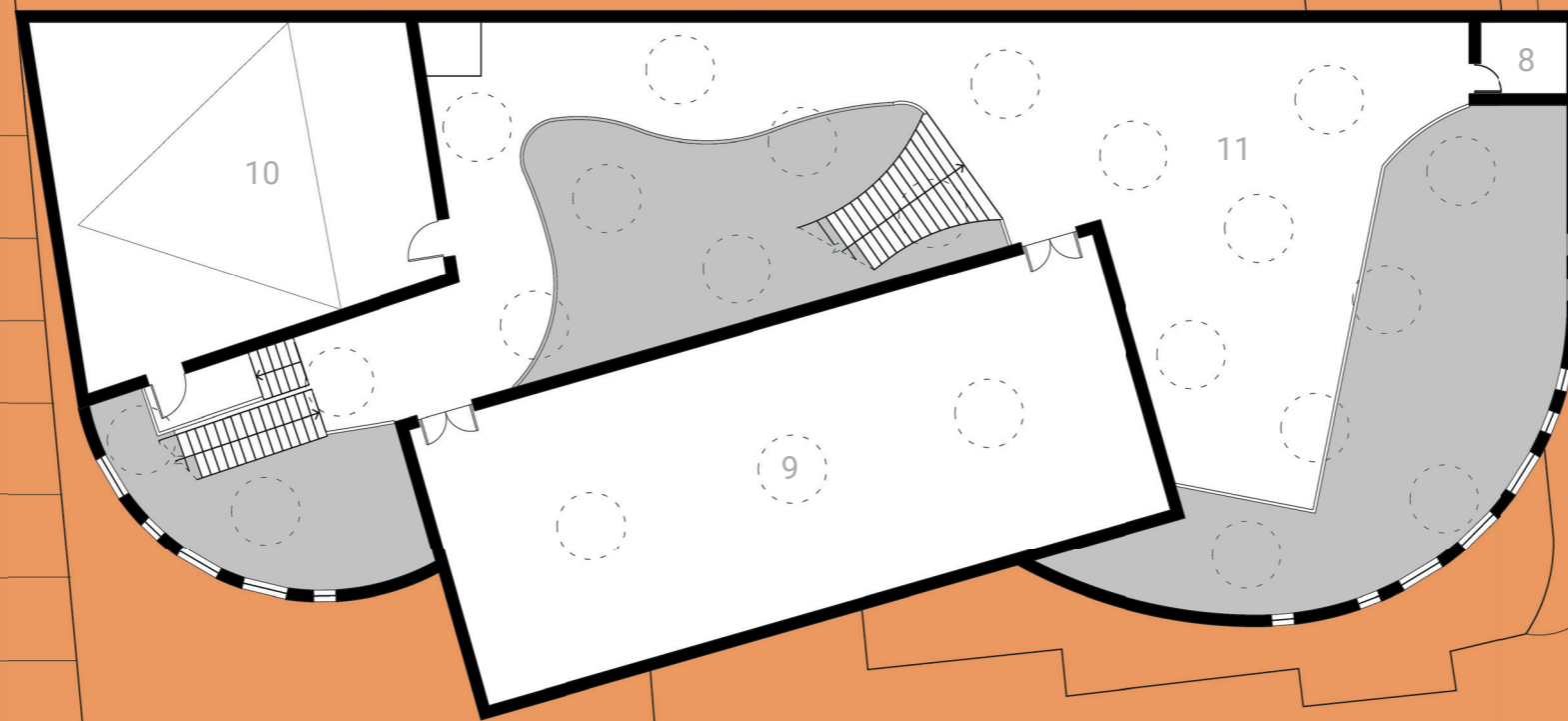


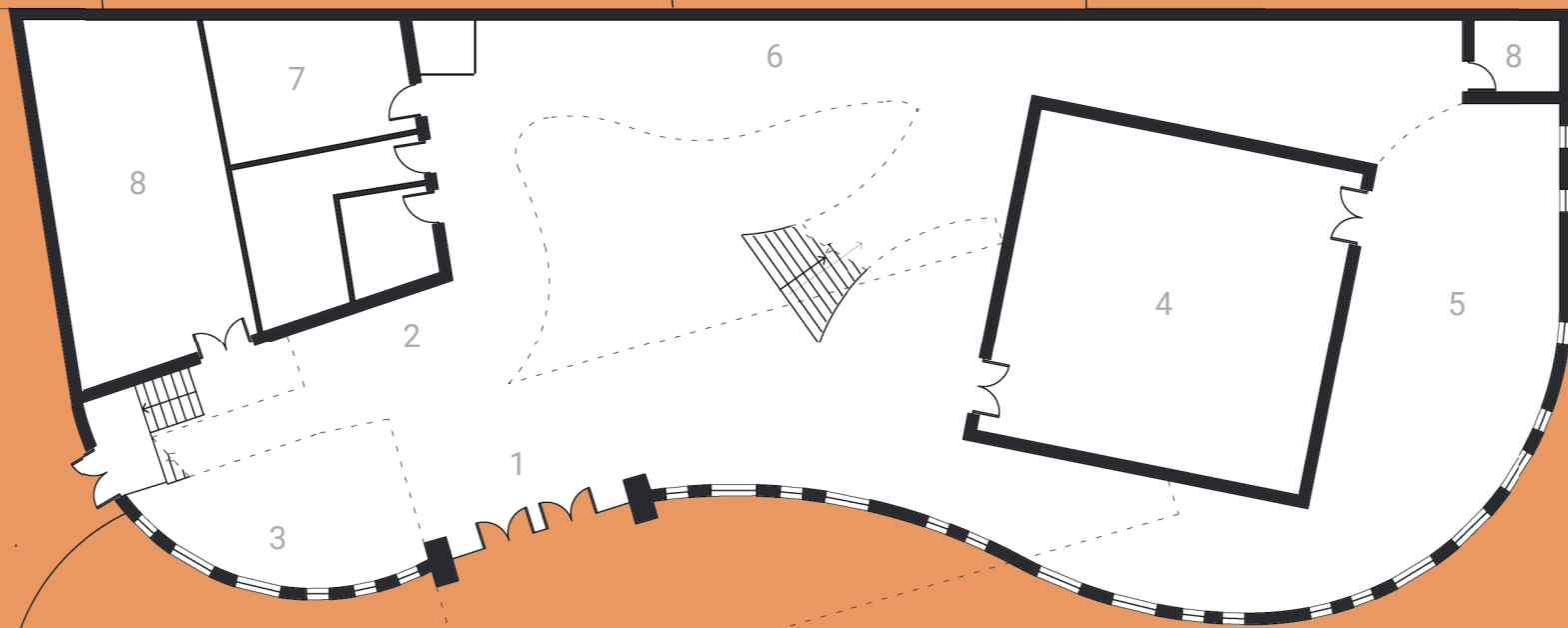
Roof plan (inverted) @ 1:2000



North elevation @ 1:200

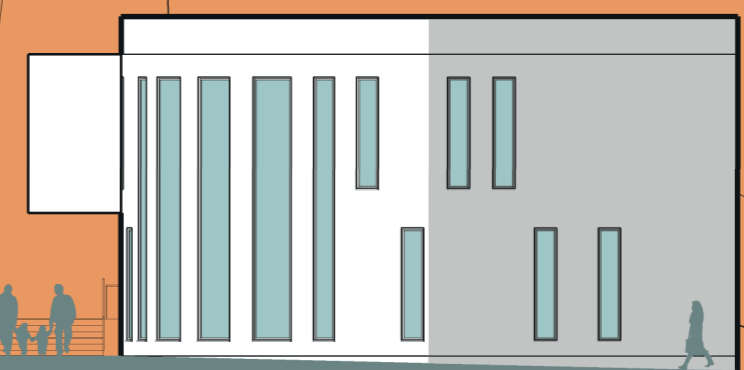
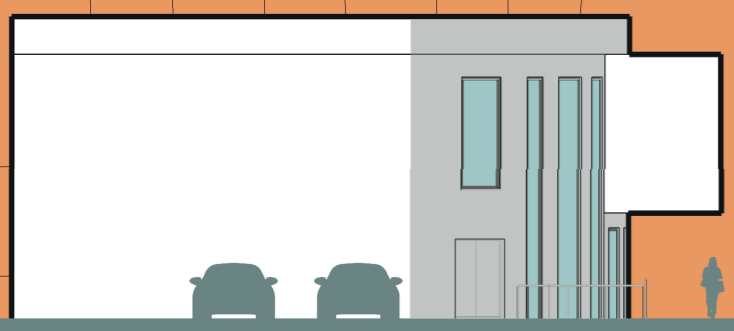


First floor plan @ 1:200



Ground floor plan @ 1:200

- 1 - Main entrance
- 2 - Welcome desk
- 3 - Gift shop
- 4 - G1 (Small gallery)
- 5 - Wifi Lounge
- 6 - Coffee and cake
- 7 - WCs
- 8 - Services and storage
- 9 - G2 (Large gallery)
- 10 - T1 (Small Theatre)
- 11 - Mezzanine



NEW

A visitors' centre for Newmarket

My psychogeographic analysis uncovered a place with strong divisions between rich horse-racing related areas, and poor run-down areas.

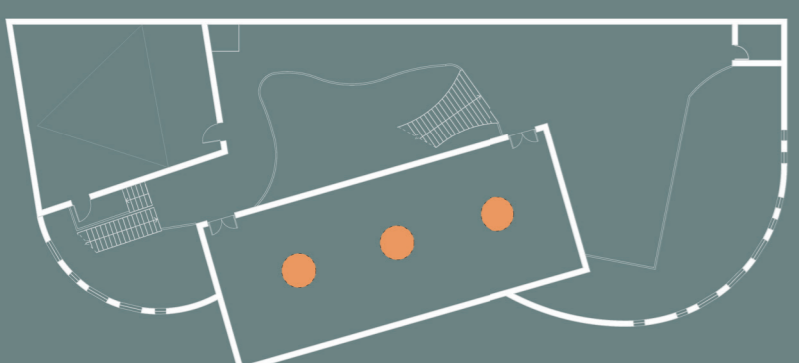
Horse-racing and its associated activities are ritualistic and formalised, versus the informal nature of "everything else" beyond the fences and walls that keep the general public out. *New* reflects this formal-informal split.

The formal areas - gallery and theatre spaces - are geometric, separate, and closed-off by doors. The informal areas - such as the coffee shop and wifi lounge - are all in one free flowing, double high, interconnected space.

The wood-clad exterior wraps the building in a friendly undulating curve. However one of the formal spaces pierces this skin and proudly juts out over the entrance.

The offer is for visitors to the town from near and far, but particularly those from Newmarket itself. Alongside the usual tourist-info facilities, it will also offer events and exhibitions, catering to families looking for rainy-day activities, or people who just want a coffee and some cake.

Its name is *New*, suggesting adventure, excitement and a new start for Newmarket.



Skylight development



Psychogeography

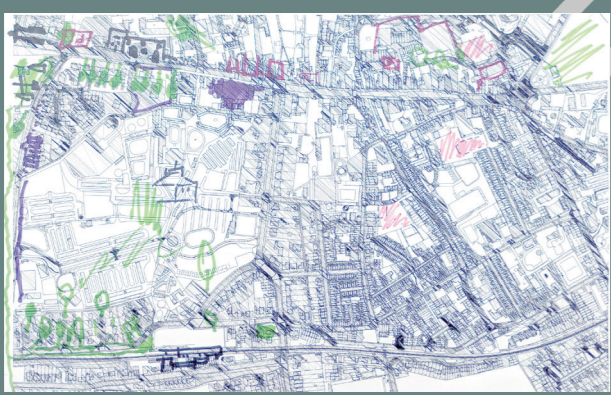
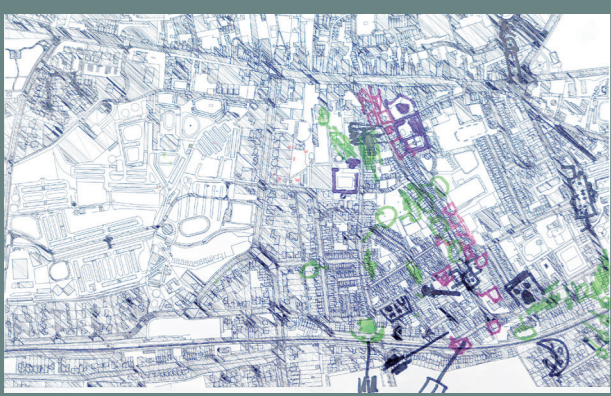
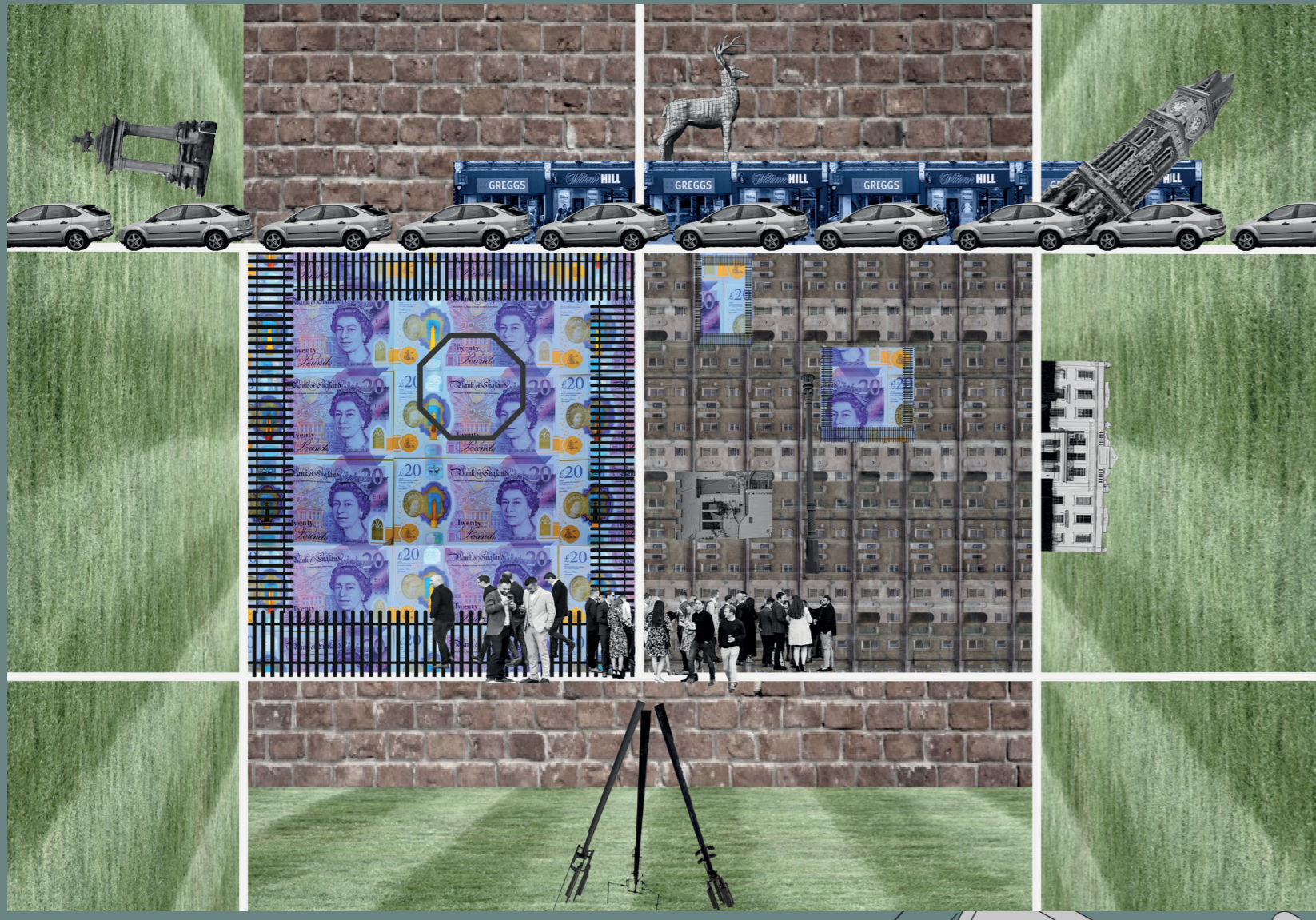
A town surrounded by green space, not all publicly accessible.

A town with a strong geometric form, and axial road and rail routes.

Visitors arriving by train to visit the racetrack.

The auction house, its land, and the Jockey Club, surrounded by walls and fences.

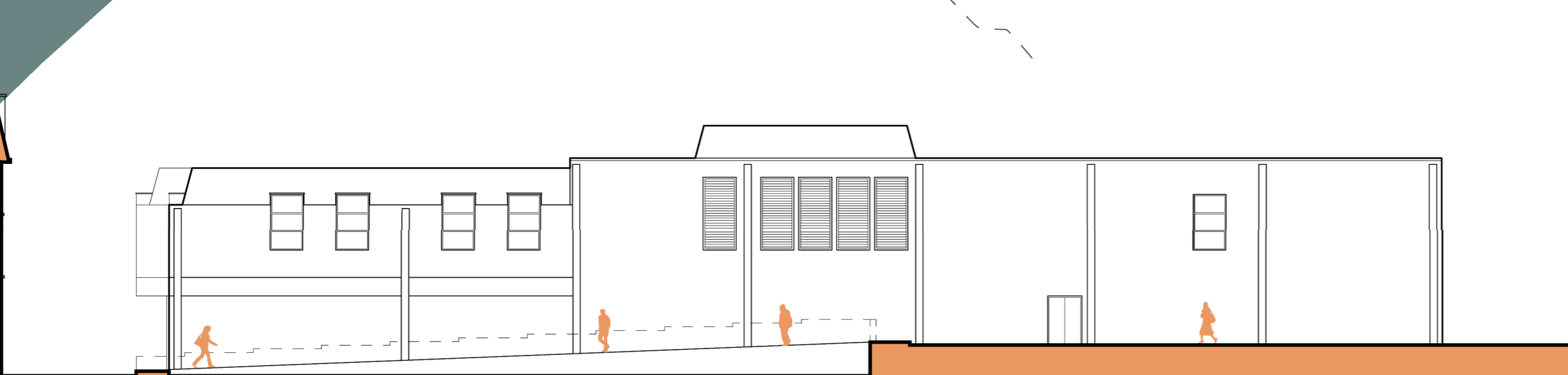
A busy high street, full of chain stores. Quiet back streets, full of run-down terraces.



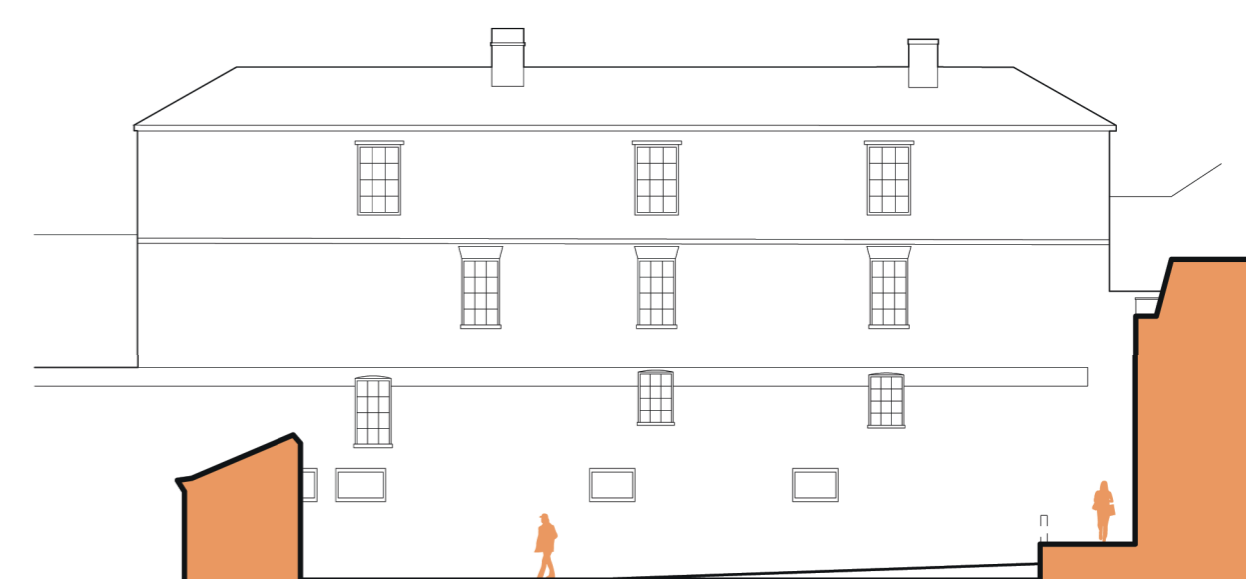
Original psychogeography observations

Site Analysis

Scale 1:1000



S1 - Site section facing north @ 1:200

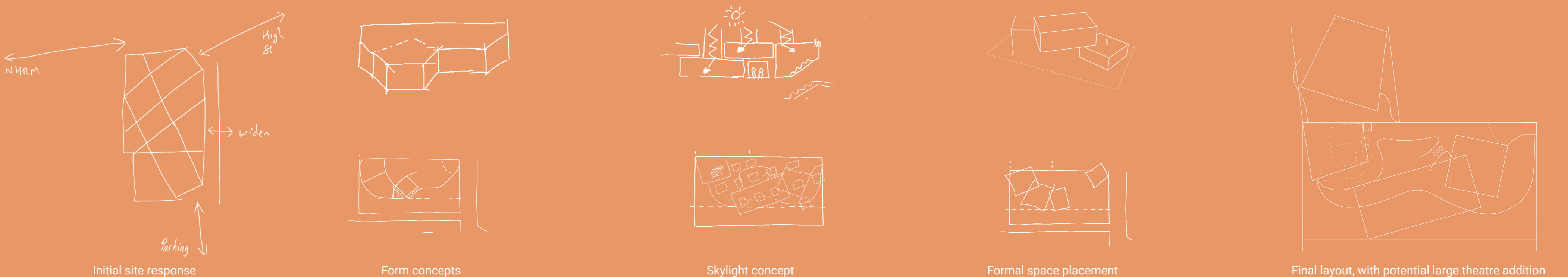


S2 - Site section facing west @ 1:200



V1 - Panorama of site from Palace St.

Development sketches



Initial site response

Form concepts

Skylight concept

Formal space placement

Final layout, with potential large theatre addition



V1 - View from High Street



V2 - Northwest corner



V3 - Inside main entrance



V4 - Gallery Two



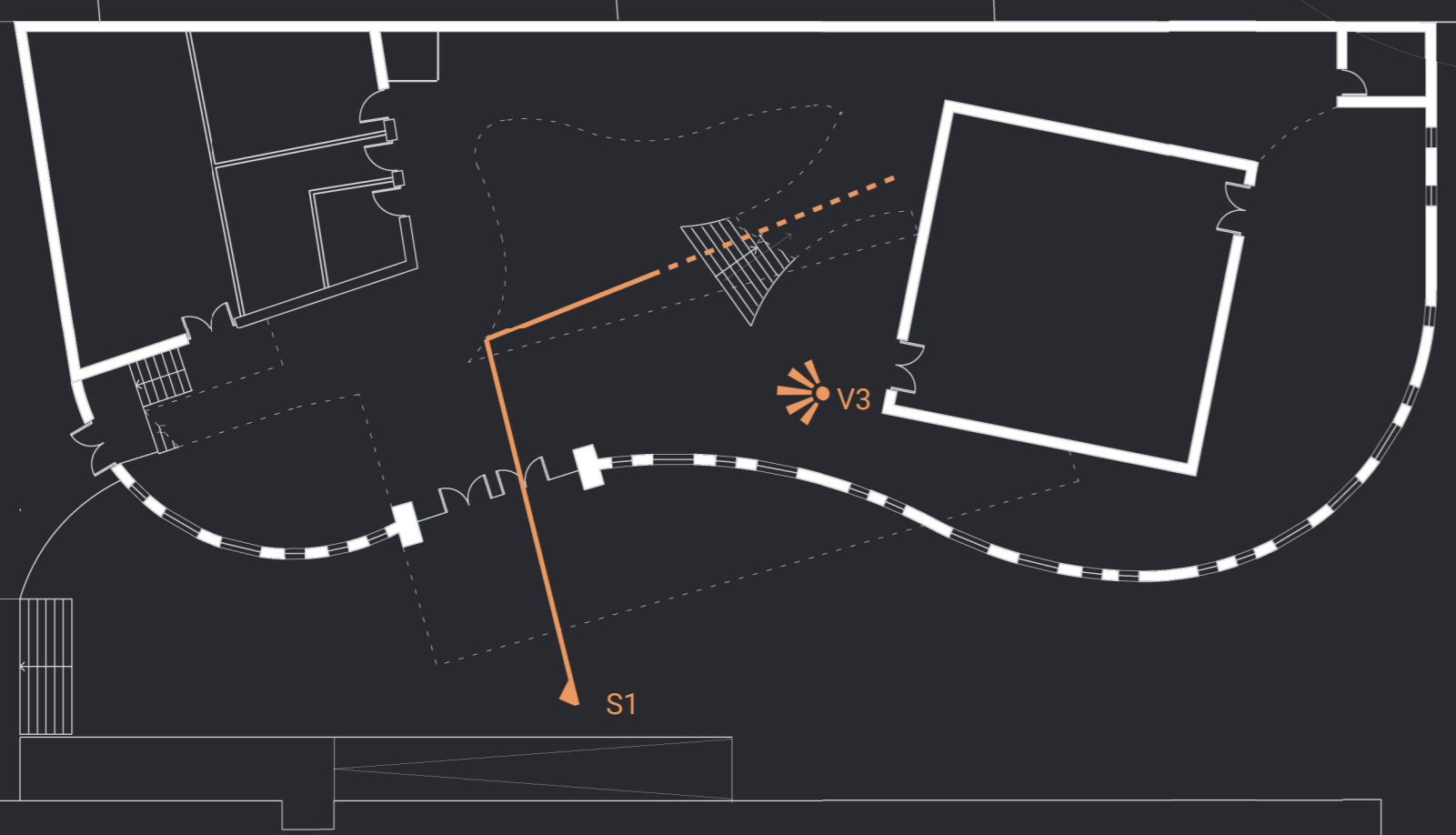
V5 - First floor



V6 - Mezzanine facing High Street



S1 - Exploratory section @ 1:200



V2

V1

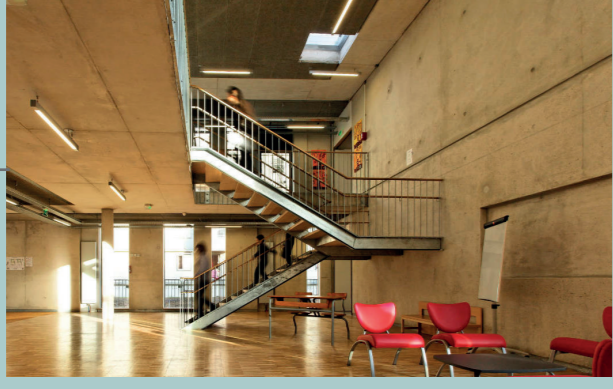


School Center Lucie Aubrac

Dietmar Feichting, Paris, 2012

Features: School, entrance under elevated library block

Materials: Pine slatting, vertical glazing, exposed concrete



T1 : Small theatre, education space
film screenings, talks



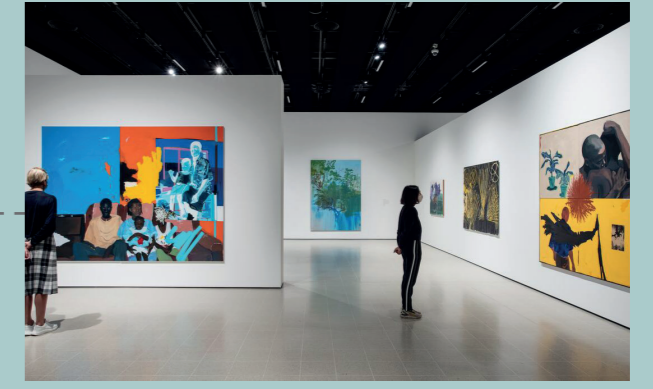
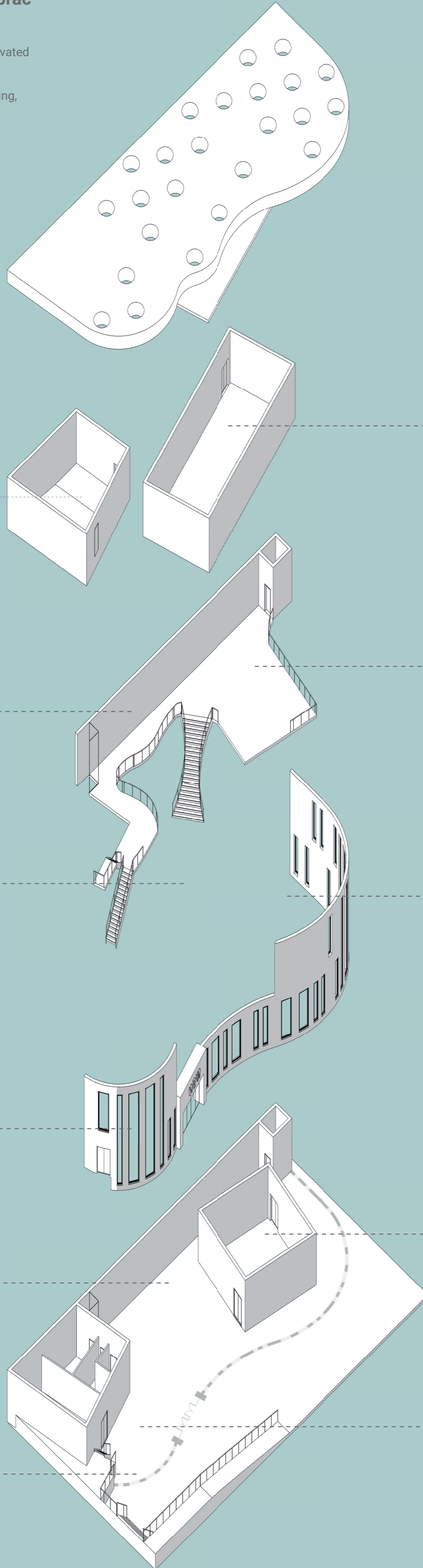
Displays : Information, events, history



Coffee and cake bar



Gift shop



G2 : Large gallery, event space,
exhibitions, market hall



Mezzanine : Event networking, breakout,
temporary bar



Coffee and wifi lounge



G1 : Small gallery, events, exhibitions



Welcome desk



Home

Mecanoo, Manchester, 2015

Features: Theatres, cinemas, event spaces,
restaurants and bars

Materials: Concrete, wood, glass,
"cosy" lighting and furnishings

