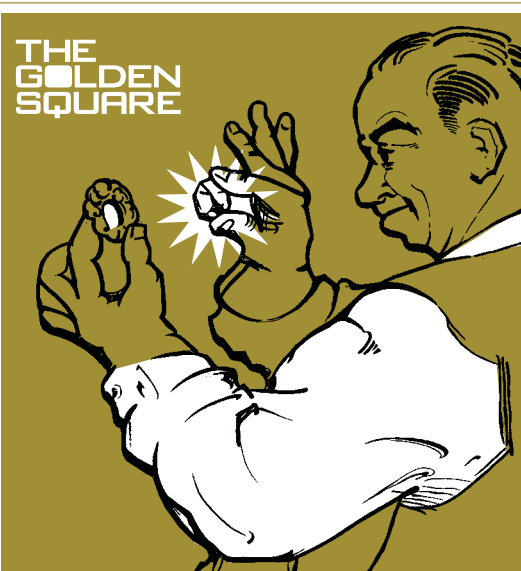


1. context

the brief:

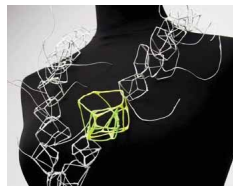
- an exciting, iconic and inspiring space.
- focal point to the Quarter.
- a place to hang out, to meet, to energise and to rest.
- a space to hold events and markets, to make speeches and to exhibit – a place to take a photo.
- design and function should be an innovative standardbearer for place-making.
- it should inspire, be forward looking, not simply dependent on collective memory or the past, but should capture creatively and culturally the unique and rich history and heritage of the area.
- a key contributor to the experience of their visit.



site appreciation:



The Jewellery Quarter is positioned on a high point within the city (135m). Views along a number of streets provide vistas over the local vicinity. There is a 2.5m level change between the level of the Big Peg and Warstone Lane. There is an opportunity to 'play' with levels to enhance the public realm environment and structure a number of different activity spaces.



The area to the rear of the Rose Villa Tavern is unattractive and offers no active frontage onto the square. Explore opportunities to relocate the information/showcase centre to the rear/side of this building.



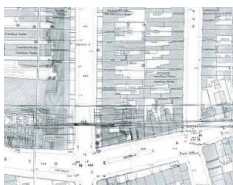
There is a wealth of historical diversity in the Jewellery Quarter and the square is located within the Conservation Area. Every effort should be to develop a responsive design solution, one which responds to the brief (forward looking) whilst being sensitive in its composition (materials, vernacular).



The existing space is dominated by car parking. Car parking to be relocated to the adjacent multistorey car park and square to become a welcoming, public, pedestrian space.



Within the Jewellery Quarter there are little/no public realm destinations for lunch/picnic/meeting/resting and gardens were lost as a result of the industrial development of the quarter. There is an opportunity to create a high quality environment which is both 'hard' and 'green', in order to promote a wider range of activities.



The Jewellery Quarter is home to a diverse mix of manufacturing trades, both jewellery and industrial. The design proposals should make reference to both of these.



design concept:

ambition: golden square knits together the JQ

- reinforces the historic setting, builds on the unique energies and culture of the Jewellery Quarter.
- relaunch Jewellery Quarter on the world stage.



how?: the thread

- exposed seams orientate the square towards the district's traditional material sources (particularly places in the USA, Australia and South Africa) and trading partners at the four corners of the world.
- these highly reflective alignments shape the available space, manage the topography, and accommodate seating, lighting and fountains.



four key elements:

(1) the plaza

- the plaza is a fully programmable events space, kitted out to support formal and informal activities, a place of business and participation.



(2) the orchard

- the orchard, a reintroduction of garden space forfeited for additional workshop accommodation during boom times, is a place to capture a perfect moment, an opportunity to 'step out' and relax.



(3) the promenade

- the promenade wrapping the Big Peg to the south and the west is a threshold space, supporting the active ground floor frontage of cafes and retail, a vantage point from which to watch the plaza activities and an extension to the plaza for larger events.

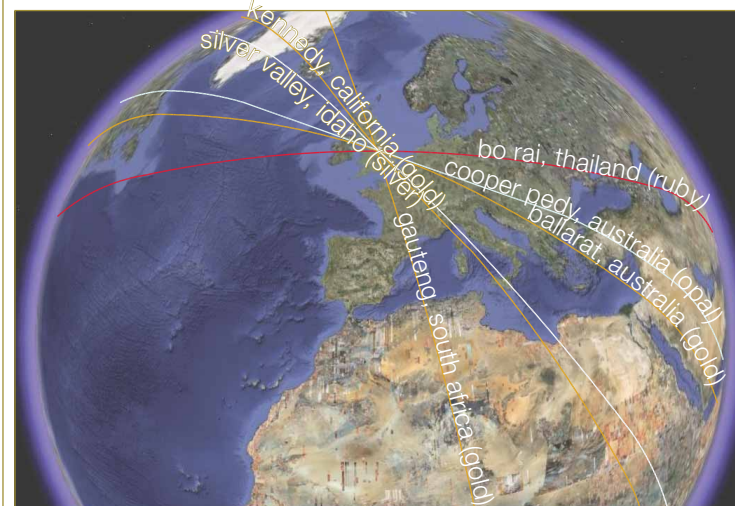


(4) the showcase centre

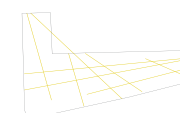
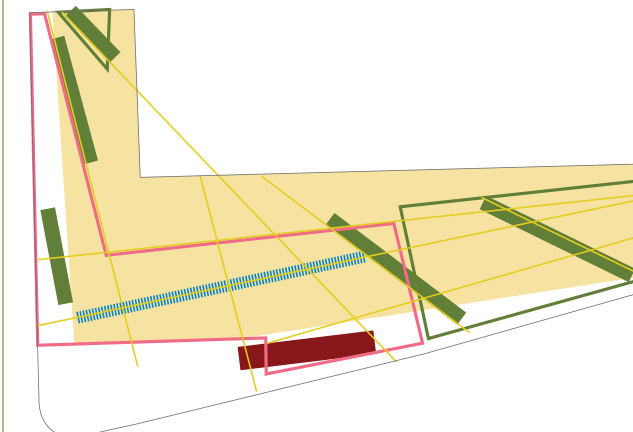
- the elevated eye-catching canopy positioned along the earlier building line, strengthens the context for the Rose Villa Tavern, creates an entrance threshold into the square, provides shelter, and importantly, contains the interactive information point and smaller scale showcasing.



worldwide connections



design principles



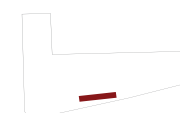
re-establish the JQ worldwide connections



create a green space within the JQ



create a 'hub' which will accommodate flexible uses



create an eye catching entrance/threshold feature



frame views, break up the mass of the square through tree planting

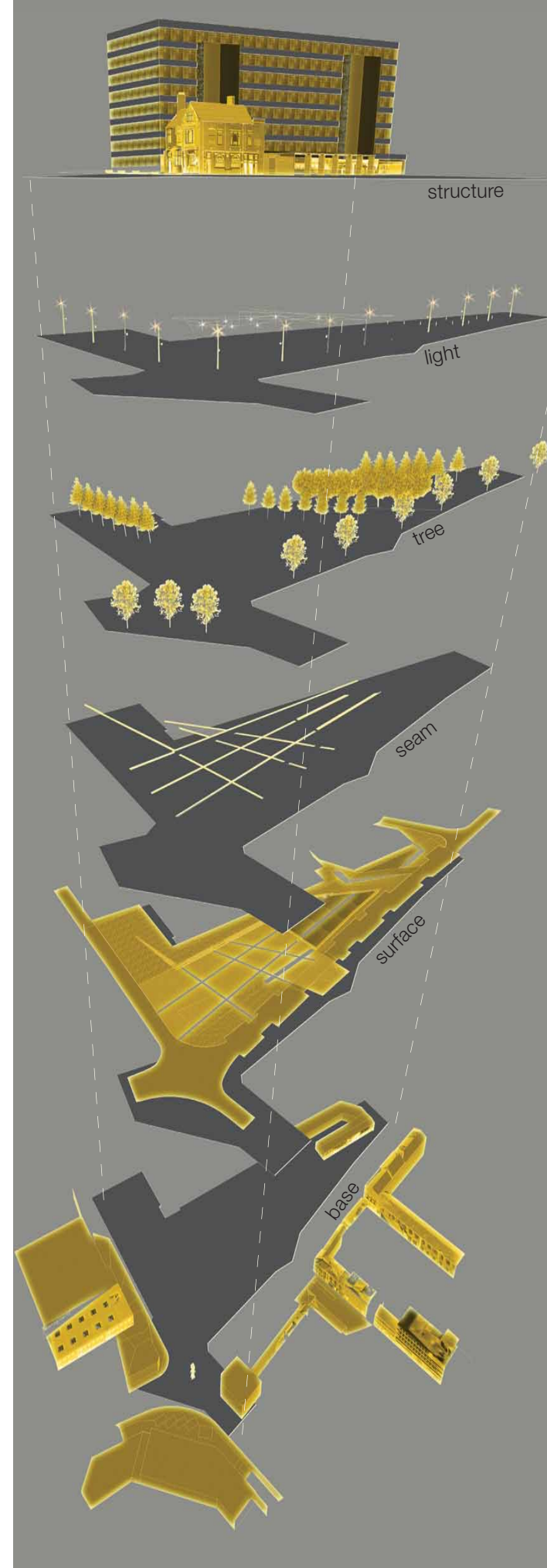


create activity and interest within the heart of the square



manipulate levels to facilitate a range of different activities

design layers:



BIRMINGHAM
BIG CITY
PLAN

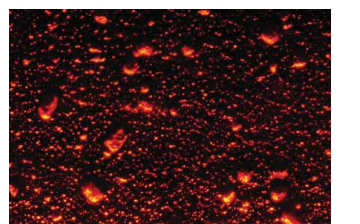
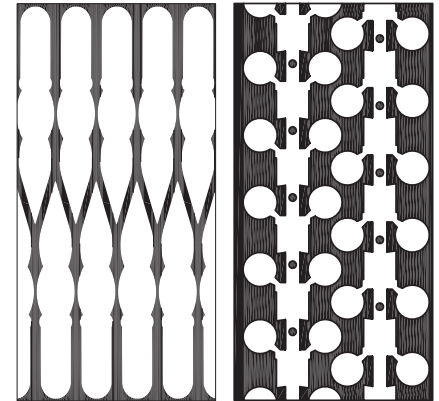
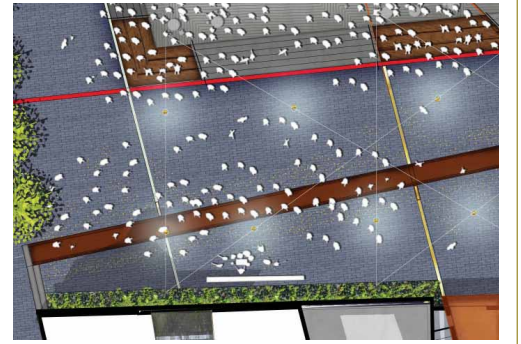
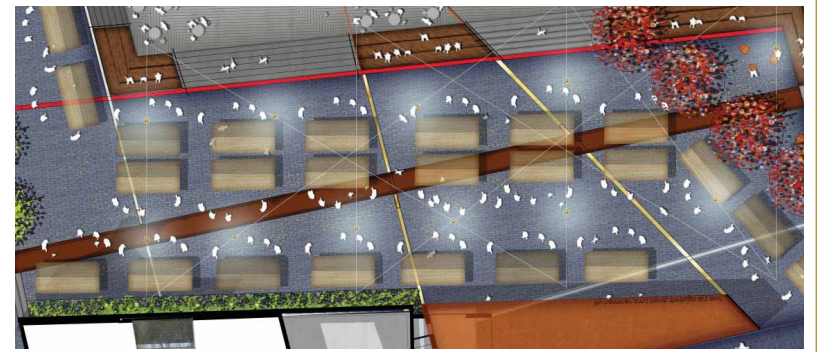
THE GOLDEN SQUARE

THE
GOLDEN
SQUARE

The image consists of two distinct rectangular panels. The top panel has a solid olive-green background. On the left, the word 'BIRMINGHAM' is written vertically in a white, sans-serif, all-caps font. To its right, the words 'BIG CITY PLAN' are stacked vertically in a large, white, sans-serif, all-caps font. The bottom panel has a solid dark navy-blue background. It features the text 'THE GOLDEN SQUARE' in a white, sans-serif, all-caps font. The word 'THE' is on the top line, 'GOLDEN' is on the middle line, and 'SQUARE' is on the bottom line. The letter 'O' in 'GOLDEN' is replaced by a small, solid gold-colored square.



3. the plaza



The Hockley Flyer

BIRMINGHAM
BIG CITY PLAN

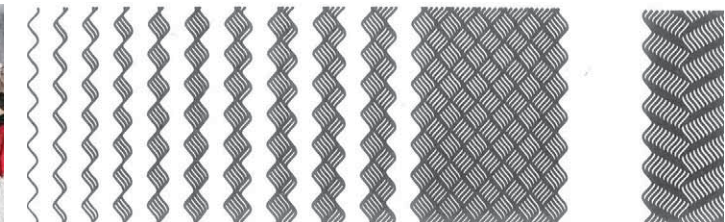
THE GOLDEN SQUARE

THE GOLDEN SQUARE

4. the orchard



5. the promenade



6. showcase centre

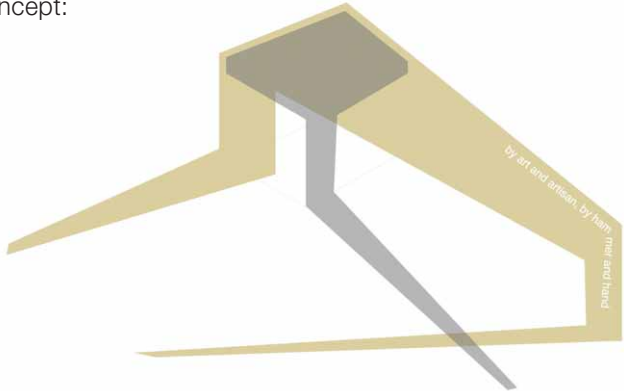
Showcase design brief:

The showcase should provide a flexible space that can be used for a variety of functions, including cafe, retail, exhibition or a local tourist information centre.

Specification:

- Provide opportunities to showcase work by local jewellers/students.
- Digital Screens - 2 x touch screens within the facade to be used for digital content
- Provide a secure server room - Necessity to enable the digital information content
- Entrance Doors - Double doors to allow a good level of access
- Footprint range - 25sqm to 36sqm Gross External Area
- Provide sanitary provision - Provide disabled accessible staff WC and handwash facilities
- Tea point / Kitchenette

Concept:



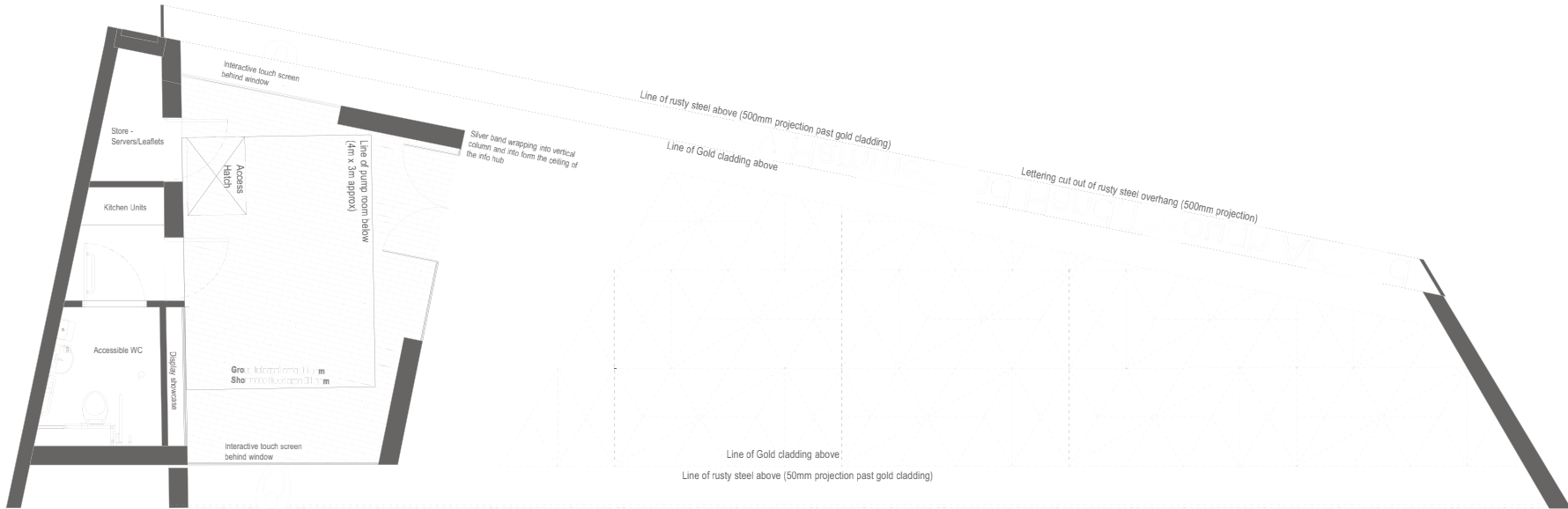
Two of the golden threads grow out of the floorscape and resolve into structural planes which fold across the threshold of the square forming an entrance canopy. The surface can be slashed, folded and manipulated to catch the light and resonate with the jewellery trades.

The silver thread resolves into a vertical plane that begins to form the ceiling and enclosure of the showcase.

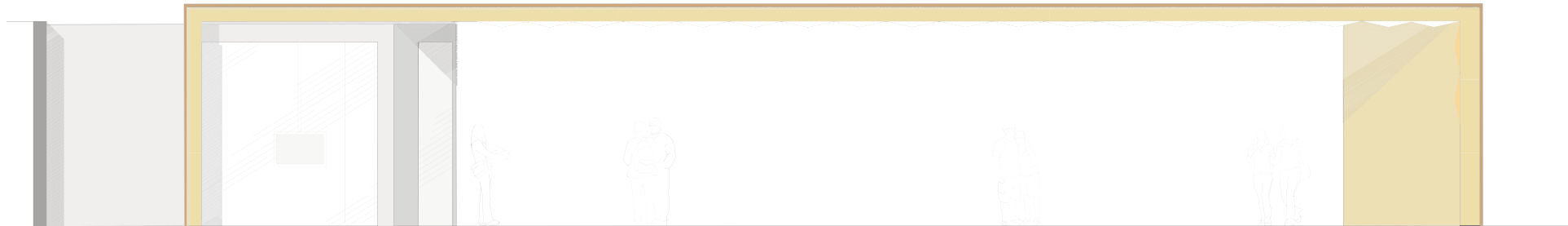


Canopy structure built from rusty steel to reference the craftsmanship of the jewellery quarter in taking raw material and working it into a precious object. The containing edge of the rusty steel continues into the floorscape to retain the golden threads.

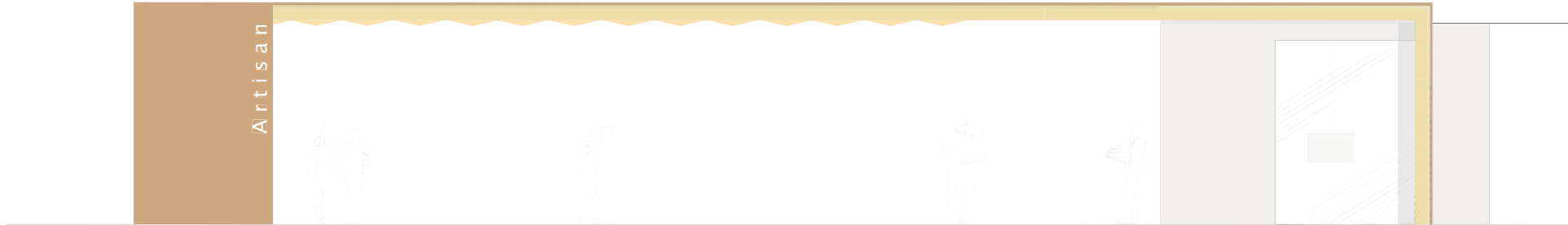
Details:



Plan of the showcase and canopy

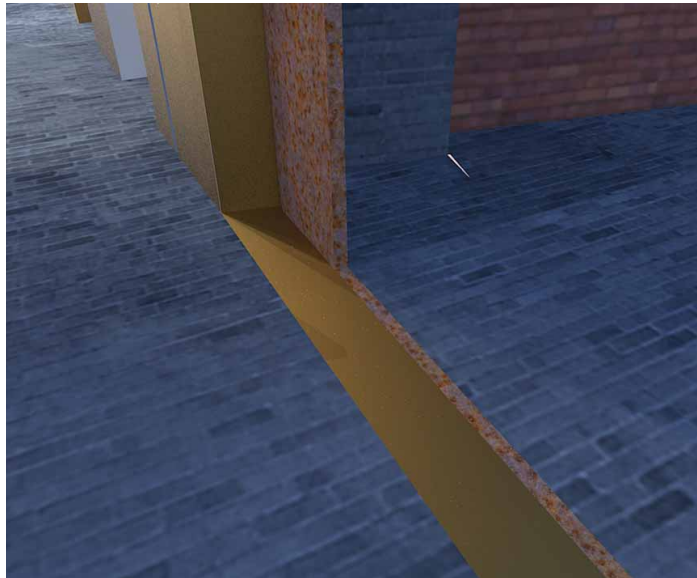


Warstone Lane Elevation of the showcase and canopy



Golden Square Elevation of the showcase and canopy

Visuals:



Conceptual image of the golden thread wrapping up into the canopy from the landscape

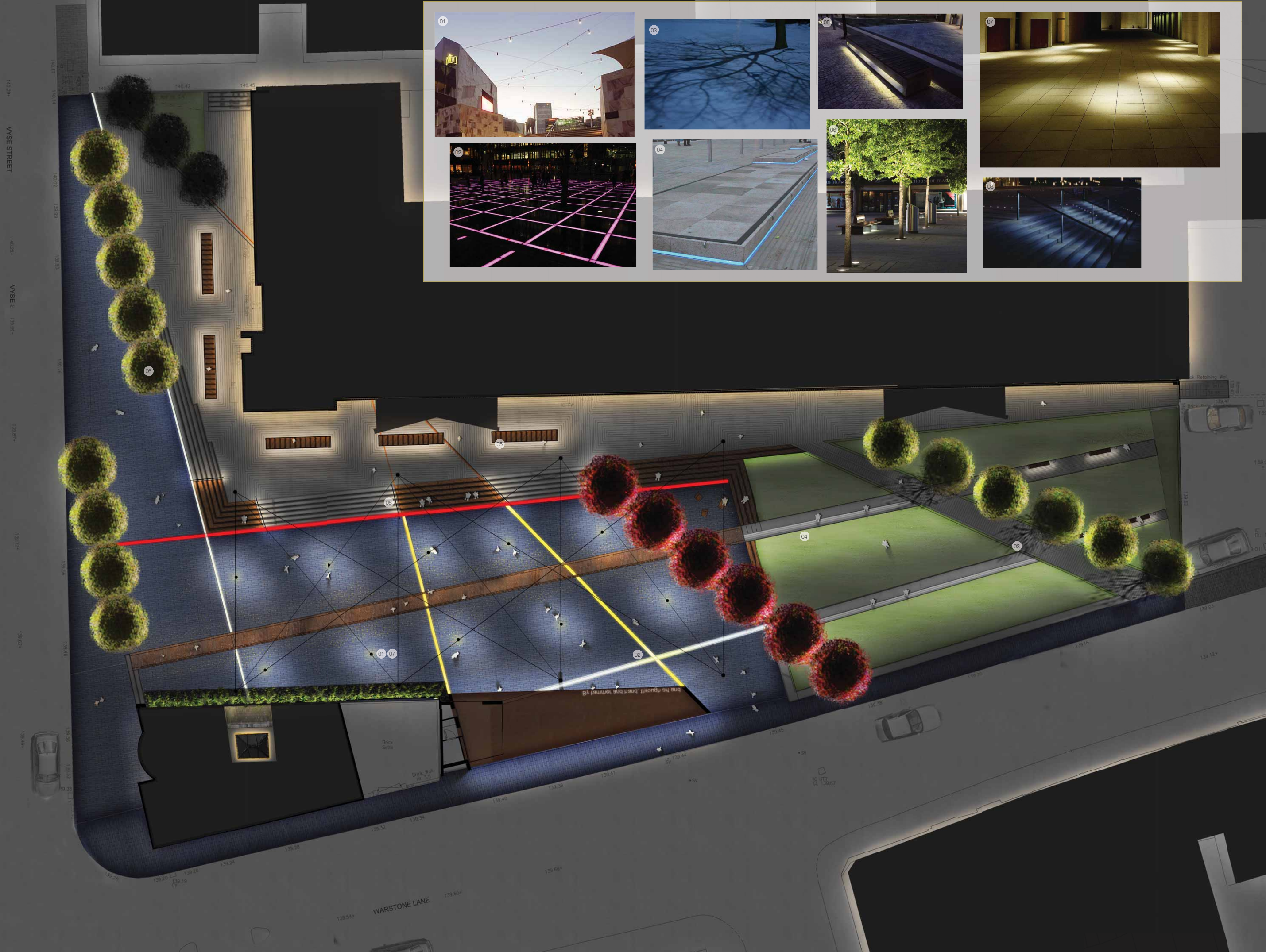
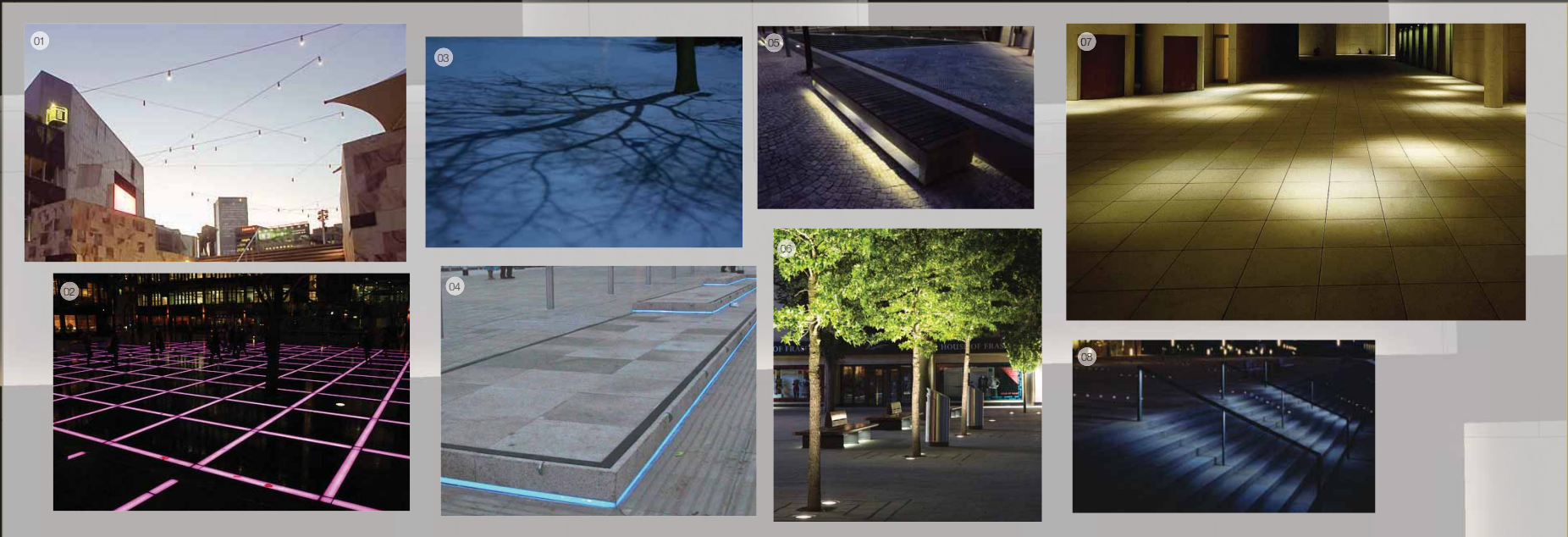


Conceptual image of the underside of the faceted canopy which will glint like diamonds in the sunlight



Conceptual image of the text cut through the rusty steel edge

7. lighting



Learning and participation programme:

We are developing an exciting programme of events and activities about the remarkable heritage of the Jewellery Quarter.

We want to involve a broad range of people who have an interest in the Jewellery Quarter. These include residents within and around the Jewellery Quarter; local jewellers and designer makers; traders; retailers; manufacturers and creative enterprises.

Through the Learning and Participation programme local people will learn about the many fascinating stories that make up the Jewellery Quarter and will have the opportunity to contribute their own stories, to build a living history of the Jewellery Quarter.



The programme:

JQ digital platform

A digital web based application will be designed by Substrakt to provide a digital platform for visitors of the square and the local community to interact with the historical and cultural stories of the Jewellery Quarter. The platform will also act as a wiki* enabling users to upload relevant information that will build a valuable Jewellery Quarter heritage resource.

*A wiki is a website that allows the easy creation and editing of any number of interlinked web pages.

Substrakt will digitally record documents, photographs and drawings gathered from with the help of volunteers from Birmingham Archives and publish to the platform. The platform will host interactive games which link people's own stories to the history of the Jewellery Quarter.

4 projects form the lenses through which the story of the Jewellery Quarter is interpreted:

1. Making it

There are 12 stages of making a diamond ring and all these processes take place in the Jewellery Quarter. Traders involved will be photographed and filmed by Substrakt to upload onto the website. Substrakt will also design a digital tour and interactive game that encourages users to learn about the 12 stages.

2. The Quick and the Dead

We want to develop a Jewellery Quarter community wide running event that starts at Golden Square to include Key Hill and Warstone Lane cemeteries, where many famous and influential figures of Birmingham are buried, and Newman Brothers Coffin Works. Medals made in the Jewellery Quarter will be awarded to participants. This event will contribute to Birmingham's 2012 Olympic culture programme.

3. Small Spaces

We will develop a programme of activity that will re-animate forgotten spaces within Jewellery Quarter and encourage people to explore places off the main drag.

These spaces will be satellites to the main Golden Square and as in the life of stars they might flare-up brilliantly and die away (a temporary event) or burn consistently (a solid everyday sort of space) or sparkle almost at the limit of perception (a pocket handkerchief intervention).

4. Radio JQ

A community radio station for local people to find out what's going on in the Jewellery Quarter now.

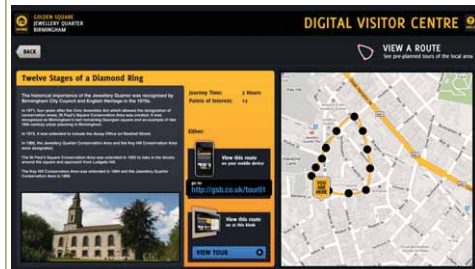
(All projects are under development and are dependent on external funding. We are keen to work in partnership with local organisations and groups)

Digital information proposal:

Accessible via the web (Internet browsers on PC's / Macs), on Touch Systems located external walls of the Godlen Square showcase, and on Mobile devices.

A 42" through touch foil system will be installed giving visitors to the Golden Square an impressive, clear and easy to use platform.

The digital application will benefit local businesses, offering them a platform to showcase their business and any latest news (detailing new lines of Jewellery for example).



This platform will inform and engage visitors in the following areas:

Wayshowing

- Point to point direction planning.

History and heritage information

- Navigate to historical points of interest on a map and view more detail.

Retail locations

- Search Jeweller by preference (budget, material, time to make etc.).
- View the Jeweller profile page, video and images.

Eating and Drinking

- Search restaurants, cafes and bars by preference (vegetarian, open late etc).
- View previous visitors' comments and ratings
- Events listing.
- See what's happening where and when.

Interactive games

- 12 stages of making a diamond ring (visit the various specialists and understand manufacturing process through videos, copy and images).
- Check off on mobile device (possibly with QR codes at the shops/workshops) as you visit to build your virtual diamond ring.

Tours

- Set routes around the Jewellery Quarter that can be accompanied by extra cultural, heritage and artist informed content.

Contribute and share

- Encourage visitors to submit their own content (photos, reviews, videos etc).
- Share experience via social media sites (post to Facebook or Twitter etc) or geosocial sites (like foursquare and Gowalla).

Document

- Record your experience to a 'my profile' page.
- Save relevant information (e.g. Saving Jewellery / Jewellers, so you can visit again and easily find them).

Wiki (community involvement)

- Local community members and Jewellery Quarter enthusiasts will be encouraged to update the information on the digital visitors centre, similar to a wiki format.

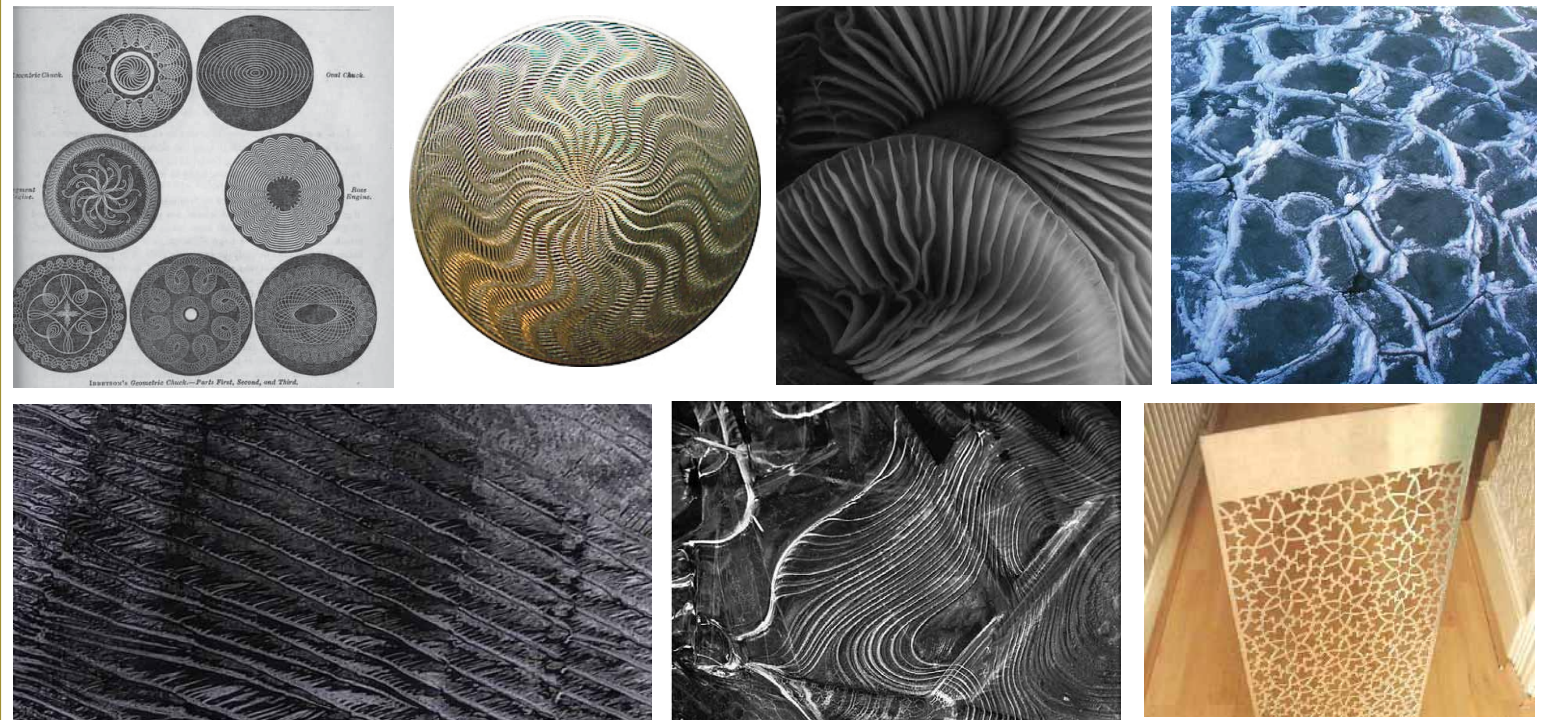
Filigree panels display the “Four corners of the world”:

Building on the concept of rediscovering the world-wide connections; and in much the same way that the Europeans in the 16th century divided the world into four continents

(“Africa, America, Asia and Europe. Each of the four continents was seen to represent its quadrant of the world—Europe in the north, Asia in the east, Africa in the south, and America in the west. This division fit the Renaissance sensibilities of the time, which also divided the world into four seasons, four classical elements, four cardinal directions, four classical virtues” ... etc.),

a number of filigree panels 'punctuate' each thread intersection within the lower plaza. These represent **history**, **world context**, **manufacturing**, and **jewellery**.

The final design for these panels is still to be resolved, however there are opportunities to play with light and texture to create shadows which play on the floorscape. These filigree textures (“ornamental openwork of delicate or intricate design”) positives could make reference to 'rose/machine turning' patterns or artisan terracotta decoration on the buildings in the JQ/Birmingham.



01. history

panel which references the historical importance of the jewellery quarter and how it has developed over time.



02. world context

panel to explain the historical worldwide material sources and how the concept for the Golden Square re-establishes these connections



03. manufacturing

panel which references the manufacturing industries located in the jewellery quarter.



04. jewellery

panel which references the manufacturing processes of the jewellery trade.

