

shedkm &

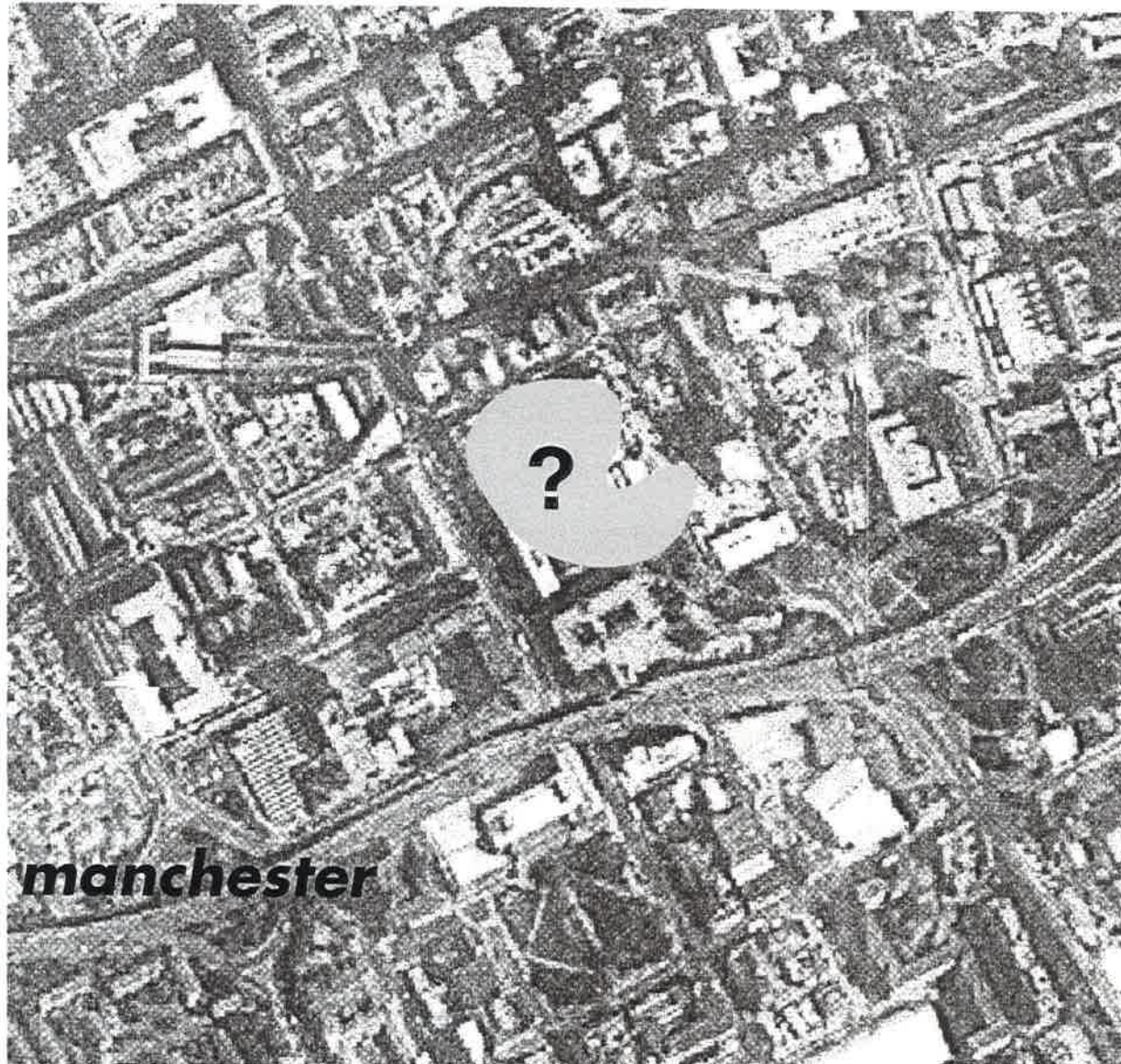
the BBC

shedkm

- a new young practice
- plenty of good ideas
- award winning buildings
 - lateral design thinking
 - easy to work with
 - enthusiastic

the BBC

- a rejuvenated ethos •
- sophisticated methods •
- people orientated •
- enthusiastic •



together in manchester

BBC on oxford road - desires

- **a wide open public face**
- **a symbolic manchester presence**
- **ease of access but with security**
- **the workplace feels informal**
- **the building is immediately read**
- **lines of vision are kept open**
- **security zones do not offend**
- **attending a music session is an event**
- **cafe society helps work/play**
- **organic spaces encourage well being**
- **tech spaces integrate with ease & aplomb**
- **circulation has a classical logic to its layout**



an insight

***a completely fresh presence in manchester - a new built image - something strong
a happy place to spend working hours - to exchange ideas, to be creative, to be friendly.
a building to be proud of - a building to make a mark - a building to relate to people
(both inside and out), a building to function - to carry on the process - to last....***

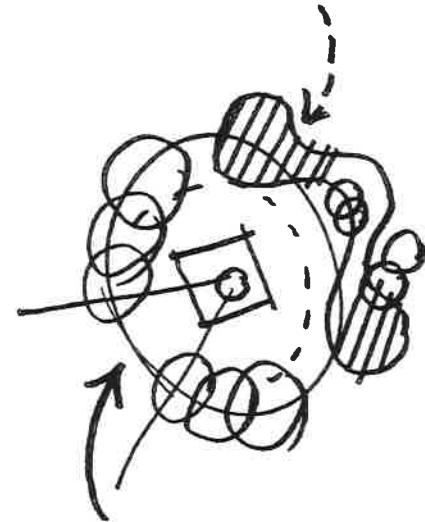


first steps.....

we thought almost immediately of an egg - the word 'masterplan' would have to come later. there were other buzzwords too - oasis, hub, bowl, nucleus, embryo... & zooming in on various parts & functions 'the cascades', the music box, the steppes the funicular, the terraces... 'fulcrum' - this is early design - a birth where an instinctive feel for the city and 'our' BBC (as we think of it) generates a flow of words and formative ideagrams which begin the experiment, the growing process, the long & winding road to built maturity

later of course, a more pragmatic view must take over, as all of the variables are fed into the design. but early thoughts are often pearls - and (if visually potent) can be used over and over - so yes we have the 'egg' - or is it the bowl, the nucleous - probably just the 'BBC', but for now a more fanciful name can serve an idea as well as stimulating further thoughts and images. the chair is significant though...

moving on - well this is just an idea... we've met, we've seen a little - we have two weeks only, we need to move, to put down thoughts, to show how we work in the early stages of a project - in time it will be understood what kind of capabilities we have, what we've achieved so far, how we handle complex situations, knit ideas with reality, relate to people - get the job done



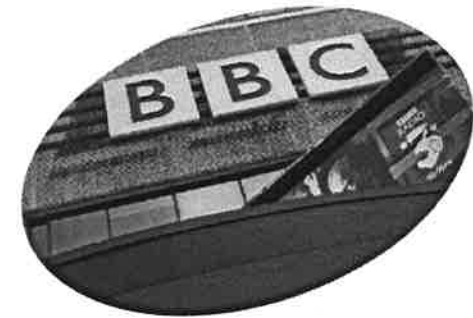
the egg chair



in 1958 arne jacobson designed the egg, the swan and the swan sofa for the royal hotel in copenhagen. this organically shaped furniture has since become synonymous throughout the world with danish furniture design due to the perfect combination of form and function. the egg guarantees some privacy in otherwise public spaces and is ideal for lounge and waiting areas as well as in the home...

from the republic of fritz hansen

pitching for the BBC.....



shedkm have been asked to 'pitch' for involvement in forethought (masterplanning) for development of the BBC site in central manchester - and in appreciating the very early stage that the project is at and the minimal time available to consider the implications, we have splashed a stone into the water to see where the waves lead, or the ripples end.. in other words we have sought to use the vehicle of a 'big idea' to demonstrate our ability to react quickly and with creative force to any given problem - in this case the BBC

this is what shedkm, a relatively young design studio, can do with aplomb. we have experience (we can build), but what we enjoy most is, as a part of a team, to provide upfront ideas and strategies which challenge the status quo and open our clients to possibilities - some of which may become the guiding light which can underpin a programme through the many years that it may take to completion.

the BBC 'egg' is therefore a vehicle for ideas and should not necessarily be taken too literally at such an early stage... it does however propose some interesting solutions and we hope responds with immediacy to many of the desires that may motivate the BBC in a search for innovative design solutions.

we are however aware of the important parameters (even restrictions) that underly the project - finance, practicability, commercial viability, phasing, the many various views that exist in any client/user situation - and of course the immense task of project managing such an important and complex city centre scheme. we re-iterate - our skill is creative, we can work in a team situation and where appropriate will hold fast to important generative concepts. any scheme which involves shedkm will not lose its design principles en route - it will have charisma and style, and the result will not be insignificant in the context of the slab sided rectilinear patchwork that characterises manchester city centre....

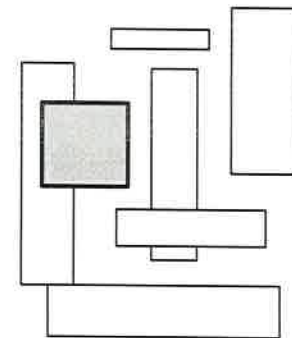
relating to city & university



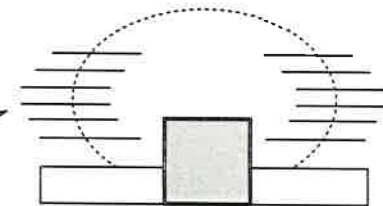
vertical or horizontal ?

a pragmatic first question - how is the site developed....

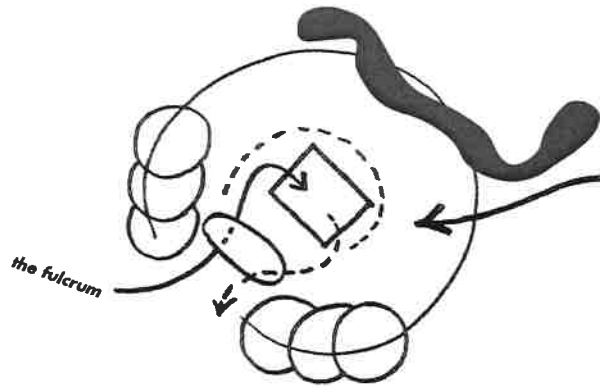
- horizontally (plan) would initially seem to be the way to go - land can be packaged, sold (to maybe more than one developer), has some commercial advantages but may result in similar massing to present facility & could lead to differing styles, differing solutions, planning problems - it may not produce a definable or memorable image for the BBC... it is also probable that this route will leave the television centre with an 'edge site' of similar proportions & problems to the present building.... (surely not what the whole of this early 'pitching' exercise is about?)



- however - vertically (section) can produce an iconic building form which will be homogenous - clear... vertical zoning with multilayering allows use to be vertically stacked - for example you start at the bottom with car parking & services, move upward through BBC functions with commercial space at street level then a raised public access plaza with a bowl of residential accommodation where it is best placed - above.. here lies the opportunity for manchester's premier city centre location - high yet secluded, central yet private - glamorous & mediacentric, but still part of everyday city life....



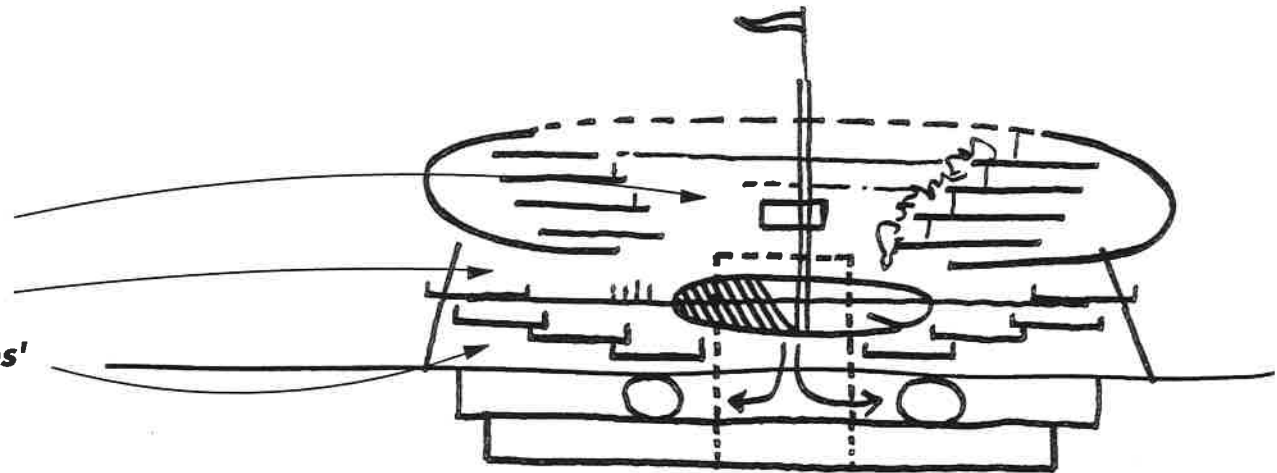
shedkm propose the vertically layered iconic egg form...



vertical layering 1

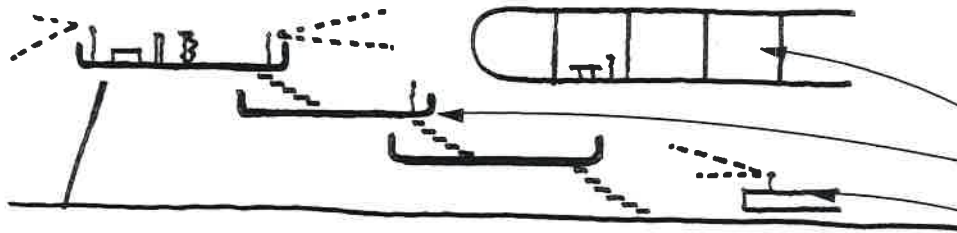
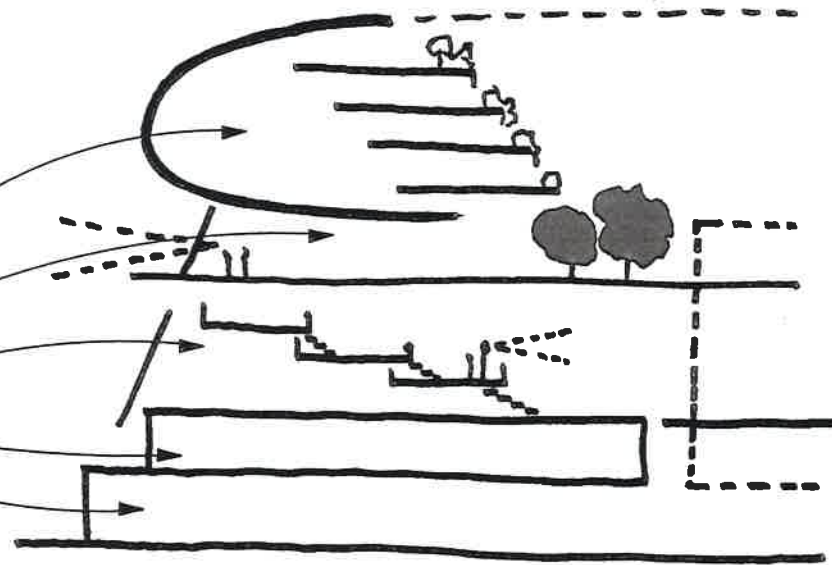
the BBC occupies the centre and the oxford road interface of the building - their accommodation spins around the relocated music studio. the open plan workspaces are denoted as 'the dishes...' on the side streets the perimeter is occupied by commercial/retail outlets with a garden on the river bank at the rear at plaza' level a public space forms a fulcrum to the overhanging terraces of the 'bowl' above. these terraces swing up to 5 floors of apartments through a great arc - they have green hanging gardens and they could be manchester's most desirable inner city lifestyle location.. star quality!

- the 'bowl'
- the 'plaza'
- the 'dishes'



vertical layering 2

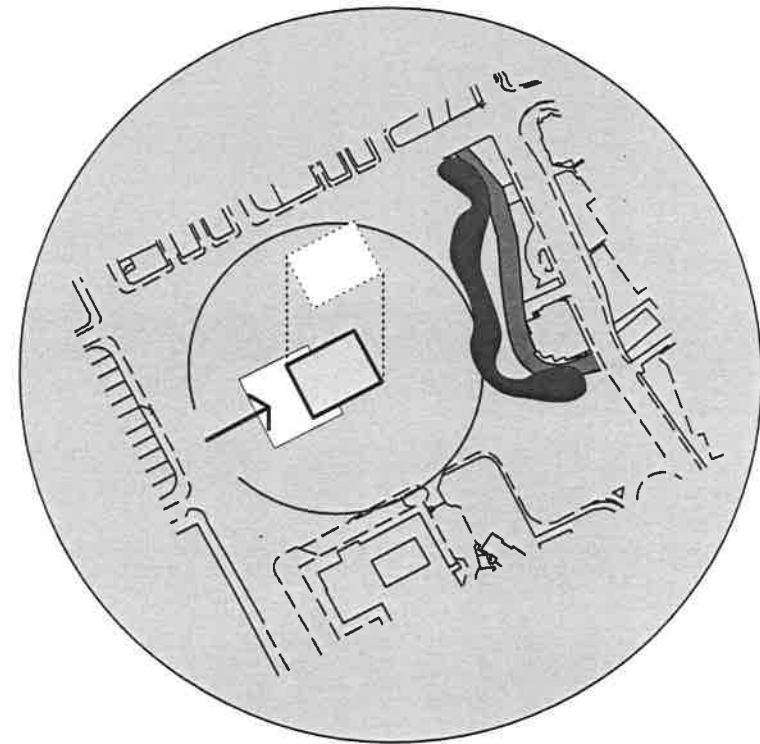
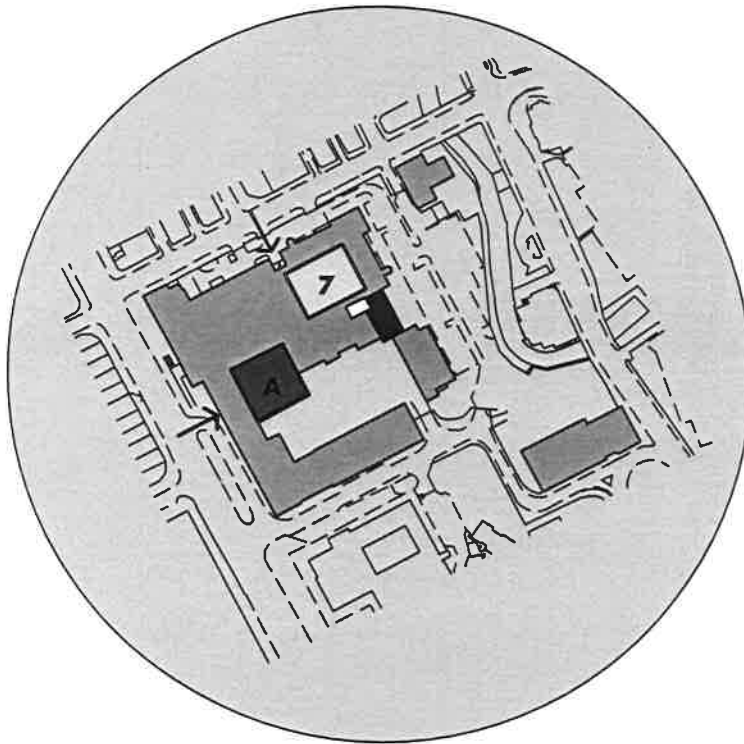
- the 'bowl' - with the cascades (stepped terraces)
- the 'plaza' - a garden with plants & art work
- the 'workdishes' - linked open office studios
- the 'studios' - a circle of television facilities
- the 'carspaces' - for apartments & workers



- cafe/bar/restaurant/library connects across foyer/entrance •
- 'workdishes?' (floorplates...) open plan interconnected •
- reception views and is viewed from workdishes & cafe/bar •

consider moving studio 7....

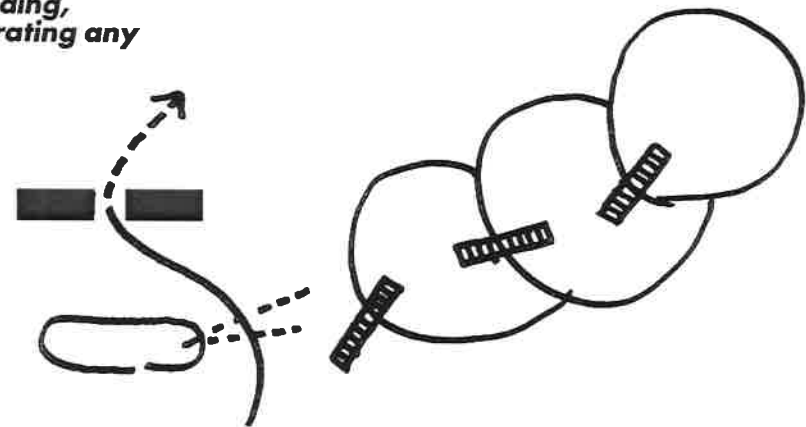
at first sight this would seem impossible... the music studio is a popular well used entity - orchestras like it, it has good acoustics, feels right - good for audiences. also it could stay - it fits in the circle (the egg), moving costs money so why?



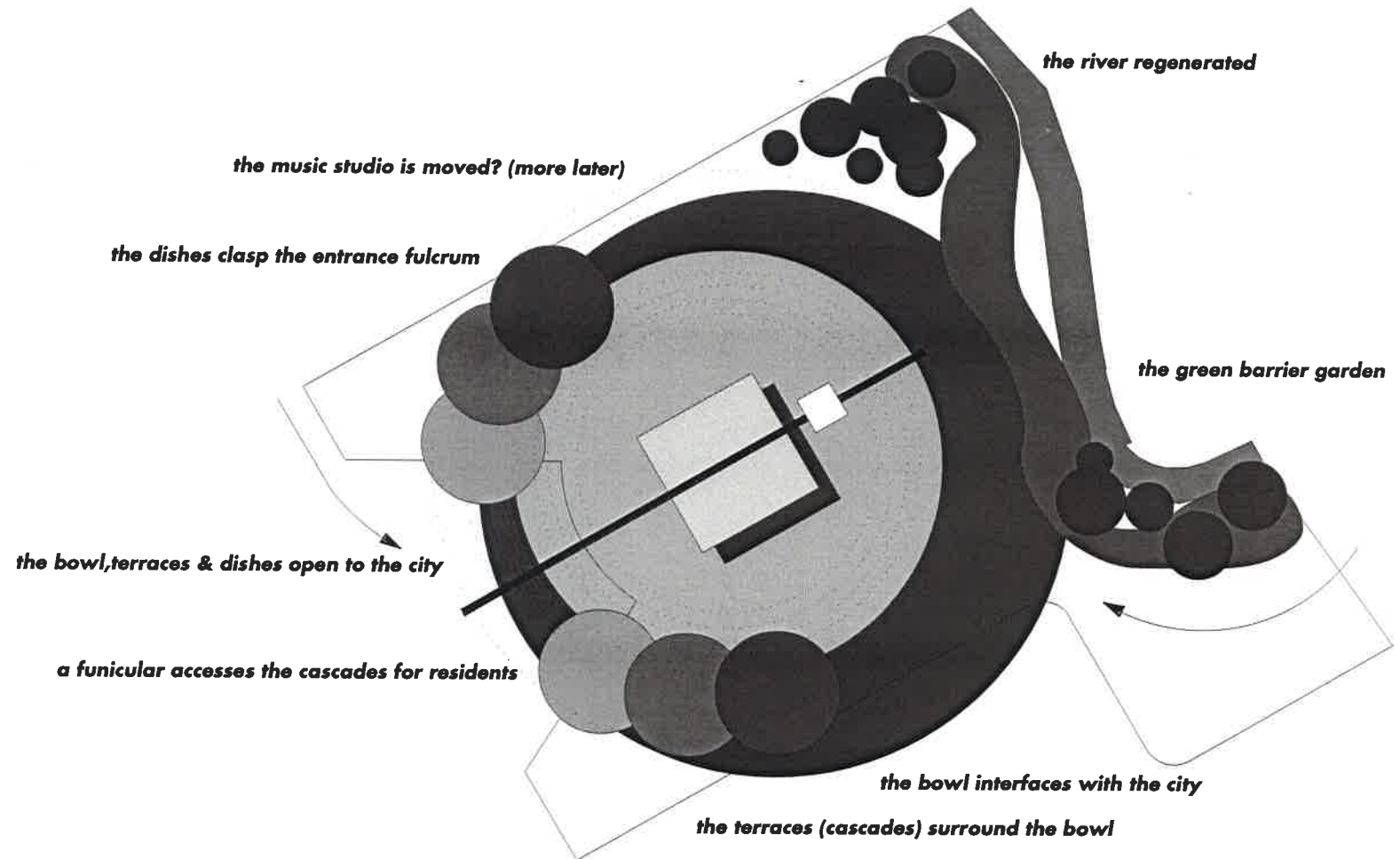
well let's look at the plus points... firstly there's no magic in its appeal - the size of the box can be replicated exactly, so can the acoustics - also, although it fits in the spin of the circle, it's still misplaced right at the side of the site. moving it (rebuilding) in the centre brings the most popular people orientated facility directly accessible from oxford st - and the new oxford st entrance is the fulcrum of the whole idea. this is the face on the egg, the hub - the nucleus.. there's also the fact that acoustics and ambience can be improved - so could its image! also - imagine trying to redevelop around the music studio whilst it's being used.....!

a big issue...

'security....' not a subject that fits easily with creative activity & people, but essential in a public access/private activity facility such as a television centre. here, in the 'egg', with its popular music studio, its celebrities, its expensive equipment and its political significance, methods must be evolved where access is controlled, but not in an overt 'barrier' style manner.. we will therefore endeavour to bring everyone in from oxford road - in to a large airy foyer style space where the activities and architecture of the building can be appreciated, before they need to filter through to either business meetings, or public performances. the centralised 'fulcrum' orientated layout facilitates this - you will feel as though you understand the BBC building, and have had the experience - without penetrating any further than its city interface...



moving forward....



implanting

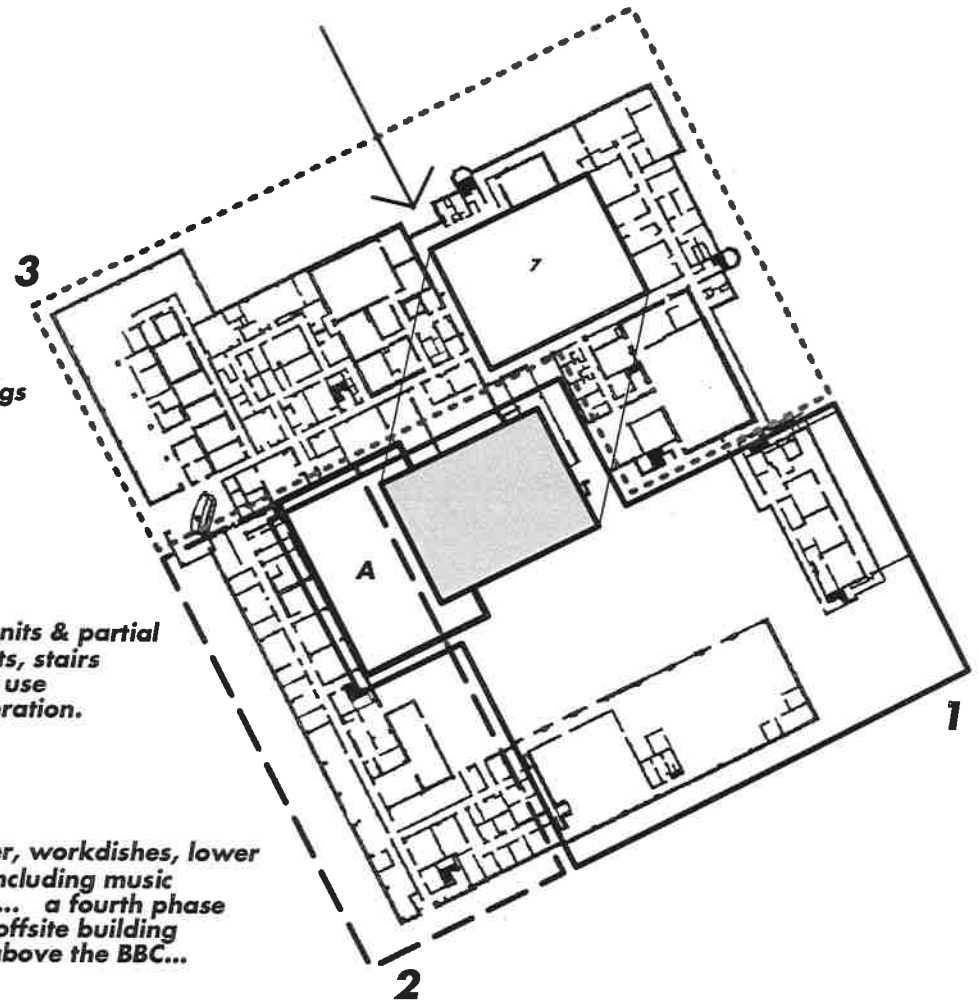


oxford road

● **1** - reconstruct music studio (7) adjacent to defunct studio A - demolish buildings around access yard - set up site operations & access from princess st. studio A remains partially intact during operations, forming a soundproof zone. partially construct deck & retail units with upper deck ready for residential zone - construct basement/car parking, ancillary studios, technical suites

● **2** - demolish 50% offices & foyer and construct new dishes, foyer, retail units & partial deck - commence implementation of residential layers (cascades) - install lifts, stairs and funicular - complete music studio interior & fine tune. during operations use side entrance for access - music studio, news & heaven & earth studios in operation. complete basement areas on this sector of the development

● **3** - decant music studio activities into new space, bring new foyer, workdishes, lower level public access into play - demolish remaining offices, studios (including music studio) and complete site operations whilst building partially in use... a fourth phase (not shown as it is in section - is to complete residential sector using offsite building techniques. this will ensure a short site operation taking place high above the BBC...



let's look at phasing



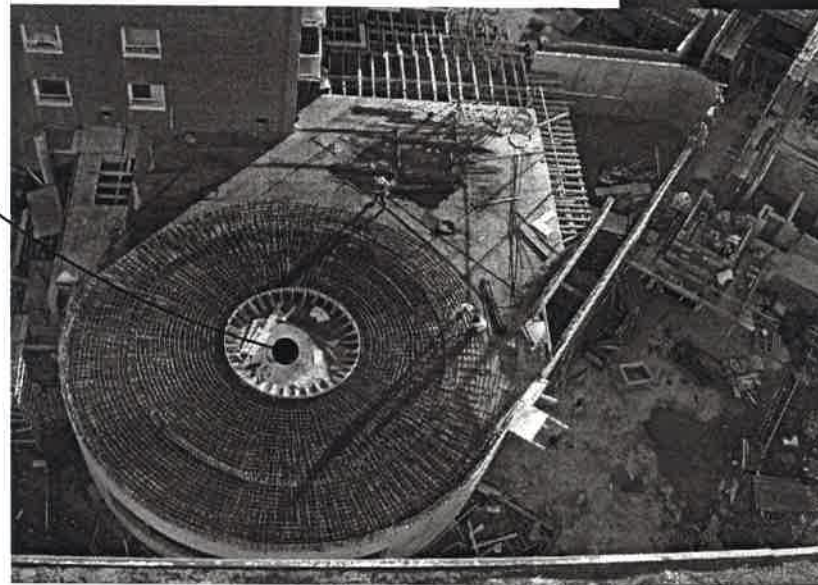
- **residential - 200 flats at av 90/100 m2 each x 5 floors (min)**
- **commercial/retail area to rent - 8000 m2 on 2 floors**
- **car parking - min 13000 m2 on 1 floor (320 units)**
- **soft landscaping - min 2000 m2/hard (piazza) - min 10000 m2**
- **BBC - workdishes at 450 m2 each - 12 intended + foyer/cafe etc**
- **BBC - studios included - 1 music/2 other + technical backup**
- **total area - approx 90000 m2 gross (not including soft landscape)**
- **total cost at £1500 (av) m2 = £135m - not including landscape & VAT**
- **recoverable from sales (residential av £300000) - £60m**
- **recoverable from rentals (commercial retail) - over 5 years ?**

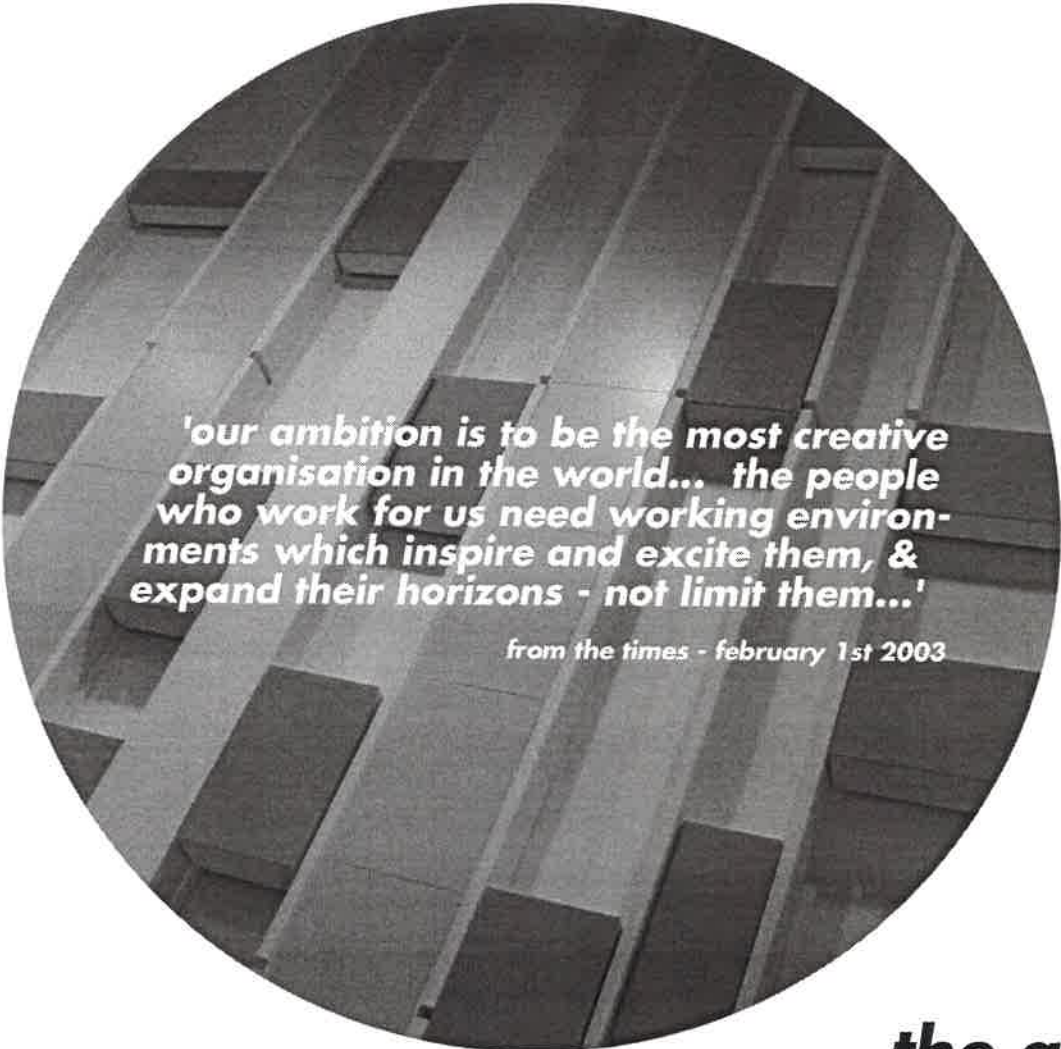
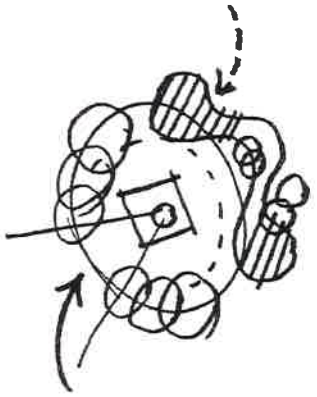
some figures

note: the above are based on a draft outline idea - ballpark guidance only please...

connections...

*a shedkm birthday cake unexpectedly reminds of the
power of the circle - the ellipse - the parabolic egg...
plates become the workdishes, a table the plaza,
an italian cake box the music studio - then
(below) a site photo from our scheme for a
care village and community centre at knotty
ash shows a 'nucleus' plan under construction
with its curved concrete walls, pattern of
re-inforcing bars, geometry, people*





**'our ambition is to be the most creative
organisation in the world... the people
who work for us need working environ-
ments which inspire and excite them, &
expand their horizons - not limit them...'**

from the times - february 1st 2003

the ambition...