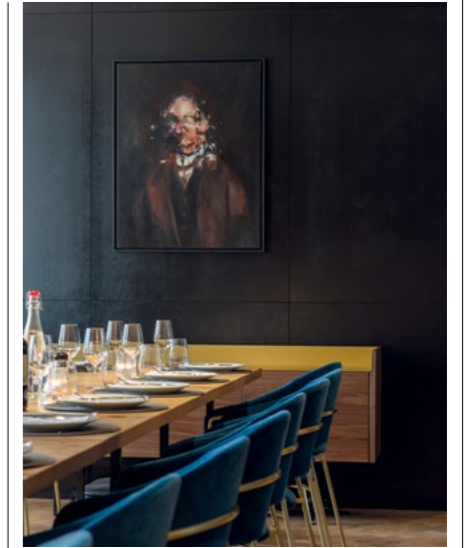


Tim Gledstone,
Partner at
Squire & Partners

DESIGNJUNCTION



From products to places, the way in which we design is evolving to evoke the senses. You can see this trend in action at The Designers' Dreamscape, an experiential installation by Squire & Partners which supports the Stephen Lawrence Charitable Trust. We speak to Tim Gledstone, Partner at Squire & Partners, about multisensory design.



DJ: What do you think an architect's role is in creating an experience or moment within a space?

TG: An architect's role is like any designer, except an architect can think bigger over a longer period of time. As an architect, you think about the negative spaces you need to fill as well as the positive ones. It's an architect's job to design for all the senses and to anticipate how people might interact with the space.

DJ: When do you start thinking about other senses, aside from sight, in the design process?

TG: It's very much tied to the brief. More so now we think about it at the forefront because people are interested in lifestyle and wellness in any project. With The Ministry (creative workspace project for The Ministry of Sound) we spoke to the technical team first rather than last. The Ministry had engaged Tom Middleton, a sound architect, who is also working on The Designers' Dreamscape space at designjunction, for a year and a half – yet we only had half a year to design the actual space! For The Ministry, their clients live their lives through sounds,

so in this case it was sound first.

DJ: Do you think multisensory design is an evolution from mix-use spaces?

TG: I think it's been pushed to the forefront by the mix-uses, everything is becoming blurred, but it's behaviour patterns and social changes which drives design. You go to Soho House, what are people doing? Are they working or are they socialising? It's more about function – rest, work and play all blend together in terms of design.

DJ: With The Ministry project it's like you took the 'resimercial' trend and add the 'play'...

TG: It was more like play first for The Ministry, which allowed us to think outside the box. The moment of creation is almost humanity's greatest gift. It's probably the closest thing there is to magic. Is it a regurgitation of something we've already seen or is it true creation? For The Ministry, where it's an 'anti-establishment' business for the creative industries, it opened a whole new way of thinking. The brief was all about stimulation and an extension of their brand.

DJ: So you almost took on the role of a creative agency?

TG: Yes, in a way. I think that the traditional architect is a little bit slow as they wait for the brief. But roles are interchanging and people are becoming unconventional to get a fresher take on things. Ask a sculptor to design a building, or an architect to design a lingerie magazine – which we actually did for Marks & Spencer – and you'll get something completely unexpected.

DJ: What excited you about our brief for the Stephen Lawrence Charitable Trust project?

TG: Being part of designjunction is exciting! We're talking to many brands we know and some we don't, which is brilliant. We liked the brief of having to design a multipurpose space and the challenge to create 'white noise' from the rest of the show. Trade shows are busy and can create fatigue quite quickly – there's a lot to take in. To us the brief was 'so how can we create a moment of calm?' We hope we've done that!

Riverside Walkway

GATEWAY TO INCLUSION Jetty

The city of Saint-Étienne presents the 'Gateway to Inclusion', an installation conceived by Lisa White, Head of Lifestyle and Interiors at WGSN, in collaboration with designer François Dumas. A structure made of steel and ribbon, two of Saint Etienne's traditional industries, the project aims to promote inclusion in design.

www.biennale-design.com/saint-etienne

HEAD ABOVE WATER Jetty

British designer Stuart Padwick will make a dramatic change to the London skyline during designjunction in support of mental health with his project Head Above Water. With its panoramic views of St Paul's Cathedral and the iconic city skyline, Head Above Water is a 9-metre-high sculpture on Queen's Stone jetty on London's South Bank.

www.stuartpadwick.co.uk

MUD SHELL Riverside Grass

Led by architect Stephanie Chaltiel, 'Mud Shell' aims to build a simple but sturdy and durable housing system that can be customised depending on the location. Stephanie has developed a unique digital tool that can be piloted or programmed to 'Drone Spray' natural materials over a light prefabricated framework until it forms an inhabitable structure.

www.innochain.net



SQUIRE & PARTNERS

Squire & Partners is a practice of architects and designers who embrace collaboration and craft to create designs which respond to the heritage, context and culture of each site.

The practice is interested in how multisensory design can enhance creative workspaces, having worked with sound, light and scent at both their home at The Department Store and new co-working space The Ministry, for Ministry of Sound.

At designjunction 2018, transitional multisensory layers are used in *The Designers' Dreamscape*, a creative workspace installation in collaboration with the Stephen Lawrence Charitable Trust and RIBA.

The Designers' Dreamscape

20 - 23 September, Doon Street

#thedesignersdreamscape @squirepartners



squireandpartners.com
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The Department Store
collaborations as pictured:
Pajaki chandelier by Karolina Merska;
rug by Eley Kishimoto and Laguna Rugs