



SGC

Experience



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Interior Architecture and Design



IVETA M TRIFONOVA



Profile

I am an Interior Architecture and Design graduate, who studied at Arts University Bournemouth. Throughout my study years I have repeatedly tested myself in order to better my abilities in the field of interior design, by working hard on every project and by being an intern in KTM Design.

The three-month placement in a young, creative and inspiring company situated in Bournemouth, showed me a lot about the real world of Interior Architecture Design and ensured me that this is the path I want to take in my life.

I have managed to complete an internship in Broadway Bathrooms, where I have gained new skills and learned more about bathroom design. My previous work experiences as a promoter, a children's entertainer, and a hostess helped me learn how to communicate my ideas with different people.

Contacts

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Client Profile

SGC



Client

My client is SGC (Structural Genomics Consortium)

They are not-for-profit, public-private partnership.

SGC researches in new areas of human biology and drug discovery by focusing explicitly on less well-studied areas of the human genome

Client's brief:

The brief which the company gave us was communication. We were to educate people and find a way to communicate SGC's ideas so in the end, people can understand how important SGC's findings are and eventually fund them. We had to choose from the following topics:

- Education
- Funding
- Patient groups

Idea

What am I concentrating on?

- Education.

Why?

- Introduce SGC and their work to a greater audience.

What are my intentions?

- To design an exhibition about SGC
- To popularise SGC
- To make people interested in biology, chemistry and SGC
- To show visitors the fun side of biology with the help of SGC and interactivity.

Who is the audience?

Designed for everybody

- Scientists
- Teenagers
- Adults
- Children
- Families
- Students

How is it going to appeal to everybody?

- Concentrates on learning styles
- Hands on approach
- Interactive games and stands
- Interesting facts
- Variety of information and its presentation

Project brief

SGC Experience

What is the nature and purpose of the project:

Working with SGC for my Feasibility Studies I have decided to continue developing my project as a Final Major Project.

I have chosen to design an exhibition experience with interactive elements with main focus SGC. The exhibition will allow its visitors to learn more about SGC's work and why their findings are so important. The direct link between SGC, biology and chemistry, allows a second theme to be incorporated - biology and chemistry.

What will visitors learn from the exhibition:

Visitors will be able to learn about SGC; a process SGC works with; a disease SGC is working on and how cures for diseases are found and medicine is made for them. All of the above will be visually explained through illustrations, images and videos. Some of the exhibition spaces will also include interactive elements.

The information received from the exhibition will be tested in the end of the exhibition experience via interactive quiz games. The game will help people see what new information they have learned and will consolidate the gained knowledge.

Symbolism:

SGC consists of a number of teams all responsible for different aspects of SGC's work. Some of them work only with diseases affecting the nervous system, others study the protein shapes and etc. But they all collaborate with one another in order to make a discovery.

This aspect of SGC is very important and it shows that everything is easier when people work together.

This is why, I have decided to design the exhibition out of a number of exhibition spaces, showing the visitors various aspects of SGC, and a quiz in the end. The exhibition spaces symbolizes the different teams SGC is divided into and the quiz game – that without all the teams and their collaboration, success is impossible.

Project scale:

Small scale project.

- The exhibition will not be very big.
- The exhibition will be indoors, therefore a building with the right size has to be found (around 350 square meters)
- It will preferably be accommodated in a one or two store building.
- The timescale of the construction will be maximum a year (including any changes of the building construction or exterior and interior)

Location

Bournemouth

The comprehensive research identified Bournemouth as a town where the disciplines of biology and chemistry are not very popular among the local community. The second reason for this decision is the collaboration between Arts University Bournemouth and SGC. Building SGC Experience in Bournemouth will help inform people about SGC's work and will spark the need of more information, which might lead to more people visiting SGC in Oxford or research into it.

- One of the least popular places for biology and chemistry.
- To enhance the interest in science and to educate people about SGC.
- Collaboration with AUB.



Chosen building

7-10 Westover Rd, Bournemouth BH1

Topography map

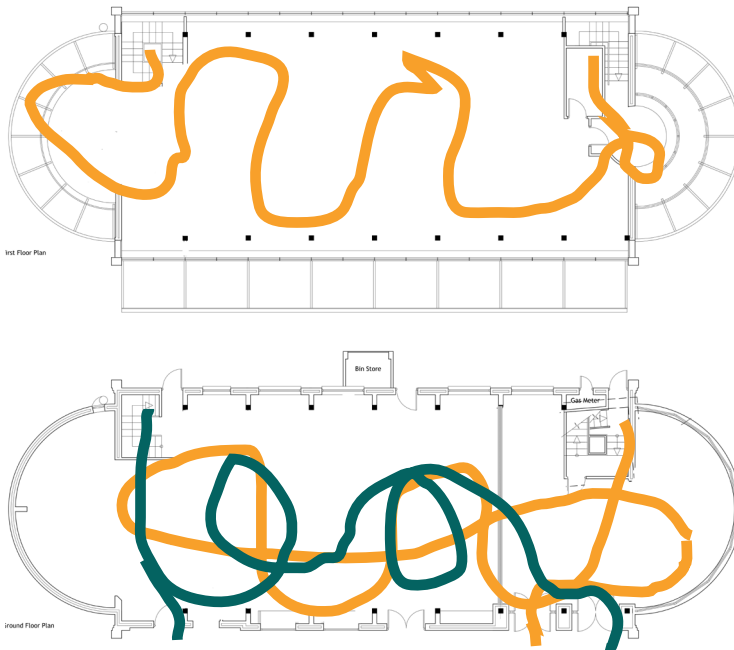


The topography map shows that this building is located on a smaller incline, which for most visitors will be more convenient.

Building features



- Very efficient
- 2 internal staircases
- Natural flow
- Big open space
- Fire exits on both sides of the building
- 2 floors
- A lot of windows
- No disabled access
- Space for an elevator



Circulation of people within the building space:



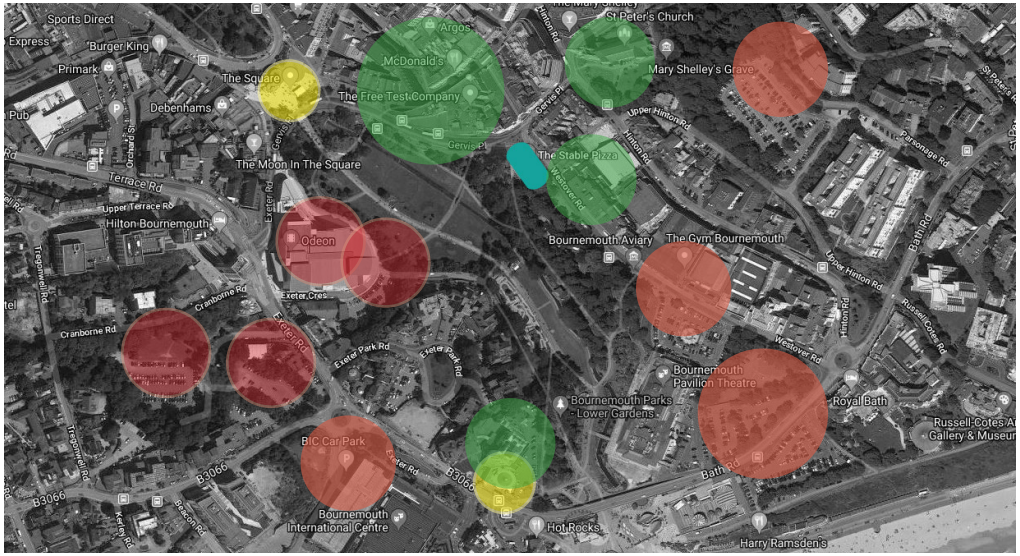
people going down



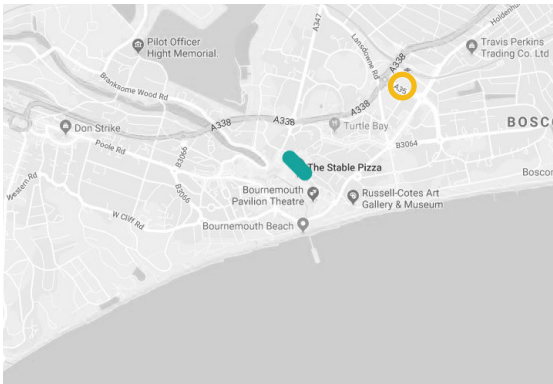
people going up

Access&Circulation analysis

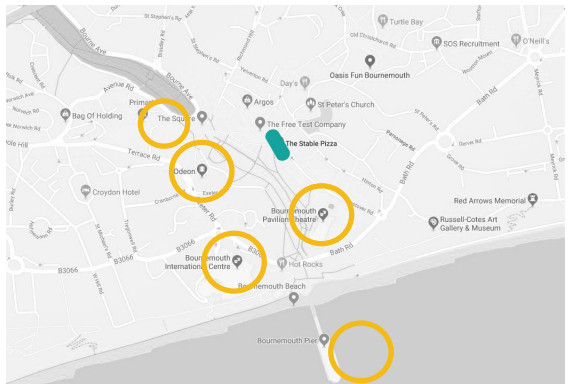
- Car park
- Taxi
- Bus stops



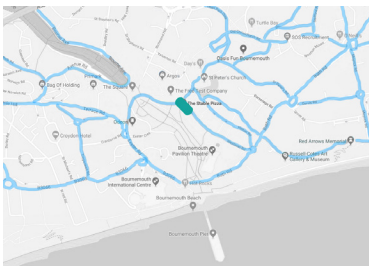
Bus and train stations



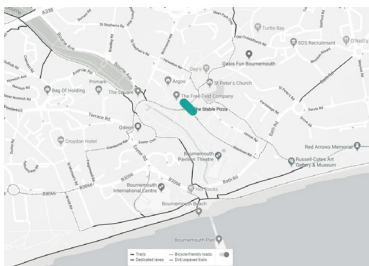
Close buildings/landmarks



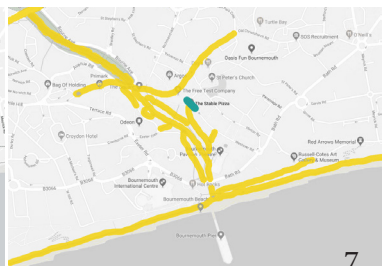
Car and bus access routes



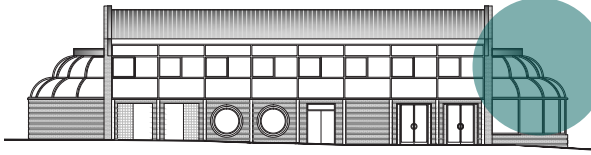
Cycle access routes



Pedestrian routes

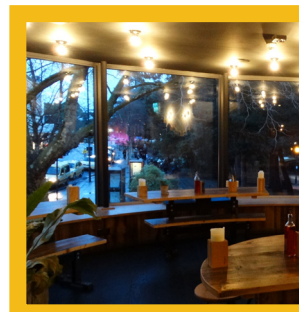
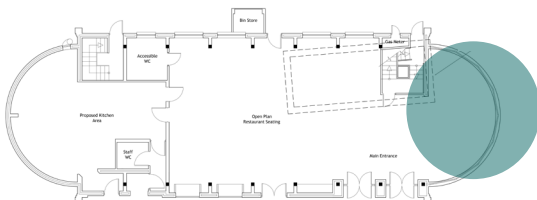
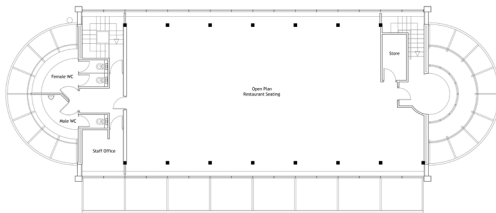


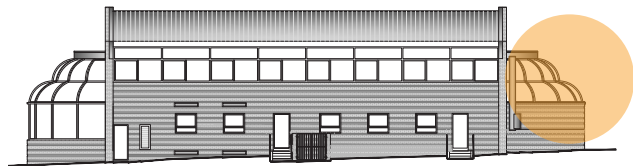
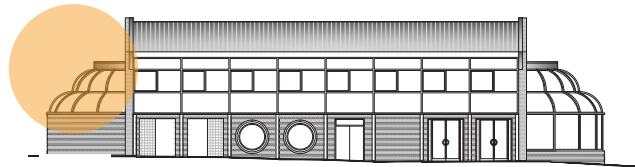
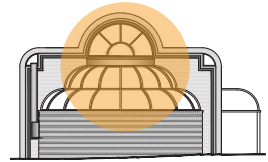
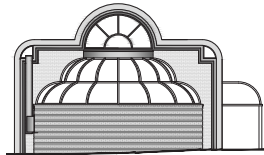
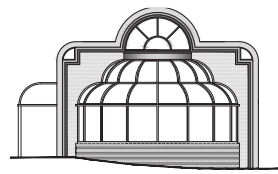
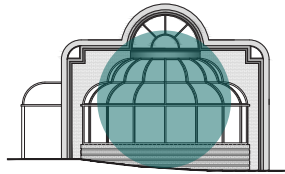
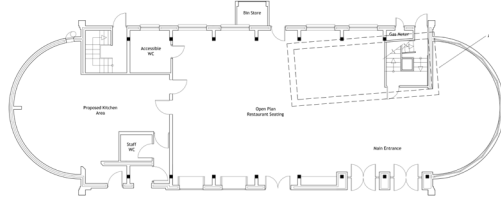
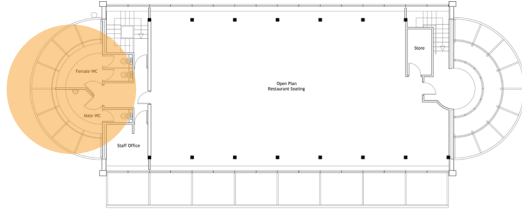
Building analysis



Building Characteristics:

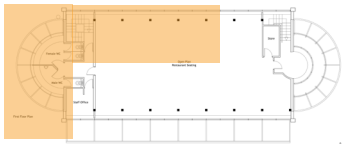
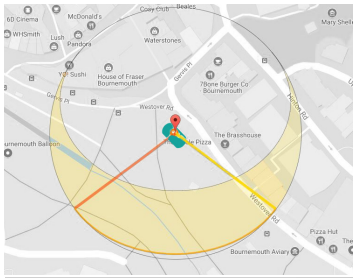
- The building offers two 180 degree views situated on both ends of the structure.
- Each of them is located on a different level.
- They provide the space with beautiful views towards the gardens and the beautiful architecture of the buildings around.
- The ground floor 180 degree glazed area can be hosting the “Get to know SGC”.
- The 1st floor 180 degrees glazed area can be used as a break out area.
- The space is enough for hosting a few sofas and a mini cafe.



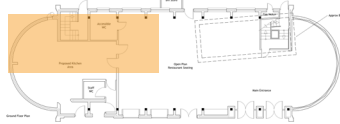
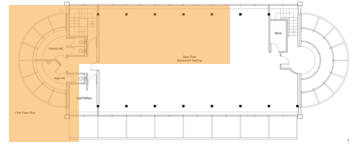
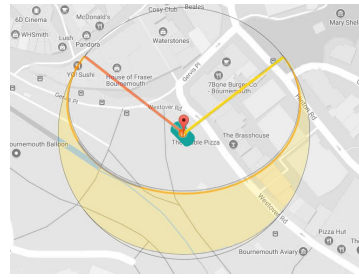


Sun map and natural light

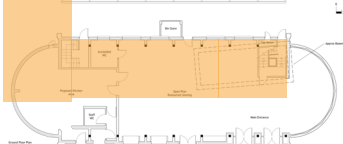
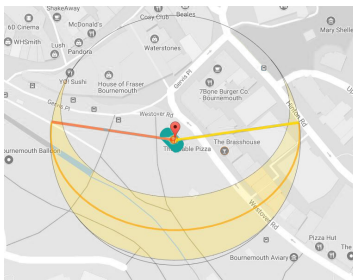
Winter



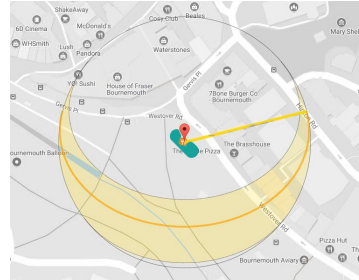
Summer



Spring



Autumn



Conclusion:

- The south side of the building gets the most sunlight, therefore it is perfect for a cafe, break out area, snack bar, shop etc
- 1st floor exhibition wall panels should not block the sunlight.

Exhibition spaces

Get to know SGC

Visitors will find general information about SGC and interact with the exhibits.

- Interactive elements

Cure a disease

Exhibition showcasing a disease SGC works with. The exhibition will start with Parkinson's. It will include: what causes it, symptoms, inventions into the field.

- Interactive elements

Learn about a disease

The exhibition space is focused on how drugs bind with faulty proteins in order to make them healthy and how SGC discovers new drugs.

- Interactive elements

Cells and cell growth

Exhibition space explaining what the cells are and how they reproduce. The exhibition will also introduce the visitors to cell growth, a process SGC works with.

- Interactive elements

Quiz and Exit

An interesting and fun way to test how much the visitor learned from the exhibition.

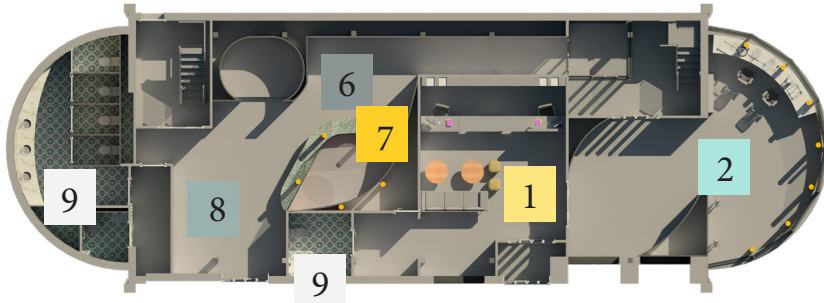
- Interactive elements

Break out area

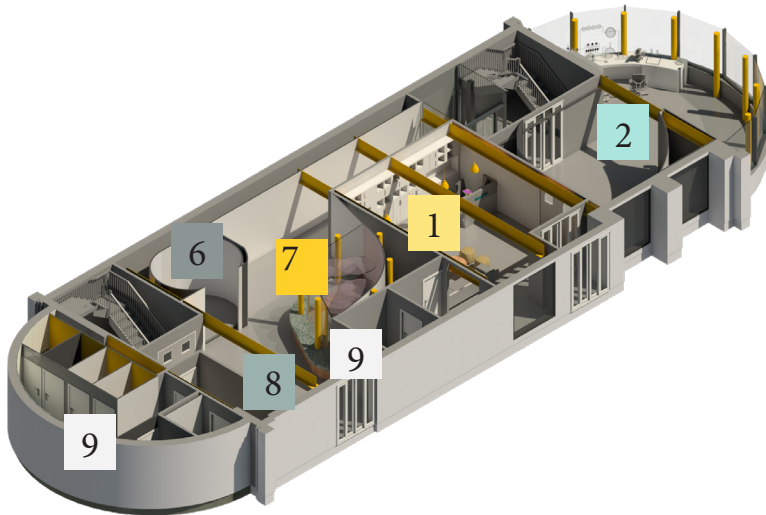
A place for the visitor to rest and to interact and exchange knowledge with the other visitors.

Final floor plan Renders

Ground Floor



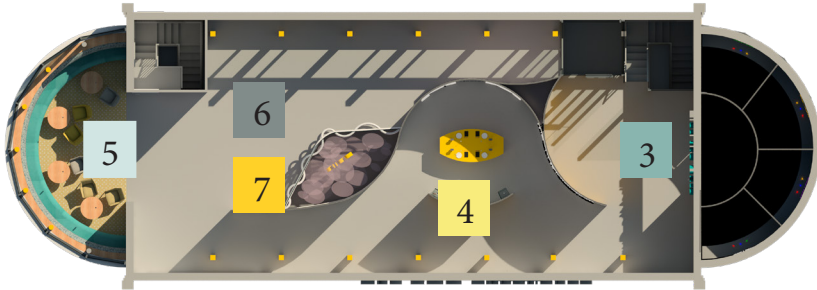
Ground Floor 3D



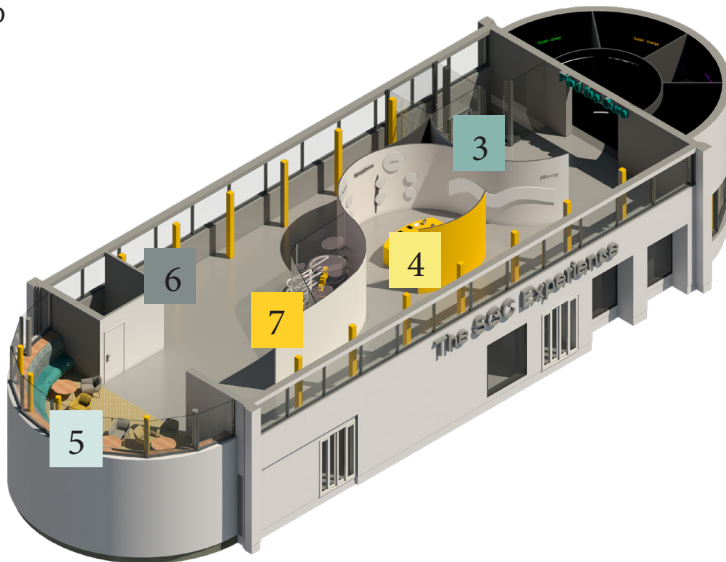
Ground Floor

- | | | | |
|--|-----------------------|--|-----------------------|
| 1 | Reception and tickets | 6 | Cells and cell growth |
| 2 | Get to know SGC | 8 | Quiz and Exit |
| | | 9 | Toilets |

First Floor



First Floor 3D



First Floor

- 3 Cure a disease
- 4 Learn about a disease

- 5 Break out area
- 6 Cells and cell growth
- 7 Connecting void and Cell installation

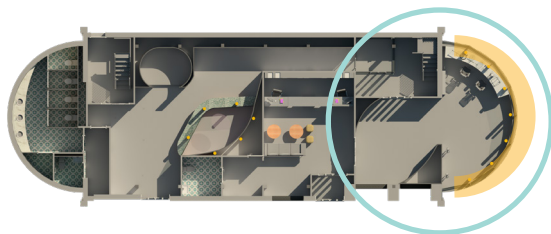
Get to know SGC

This is the first exhibition space in SGC Experience.

The aim of this exhibition space is to welcome the visitors and give them general information about SGC and their work and findings.

It is located on the ground floor right after the reception and in order to enter the exhibition space you need to go through lab doors.

Because there are 3 bus stops facing the building's facade and a 180 degree glazed wall, I have decided to use this building feature in advantage of SGC Experience.



Ground floor



During my research I have found that interactive exhibits are more popular among the visitors.

Due to this, two attractions have been designed in “Get to know SGC”, facing the glazed wall and alluring the passers-by in.

The first interaction is a chemistry laboratory with flasks, test tubes and a microscope, where experiments and shows will be conducted in certain hours of the day. This will raise interest in the exhibition due to its playful and unique appearance. This interaction will allow the visitors to get closer to lab equipment and to witness live experiments and chemical reactions.



The second interaction will be located on the other side of the exhibition space and it will consist of 2 mannequins, a few lab coats and a wallpaper depicting a laboratory. Here people can dress up in lab coats and can take pictures with one another having the laboratory wallpaper as a background.

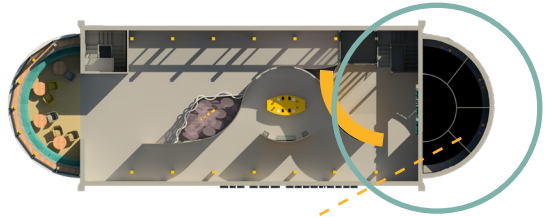
These two interactive displays will allow the visitor to have fun while exploring the exhibition and will intrigue the passers-by.

Cure a disease

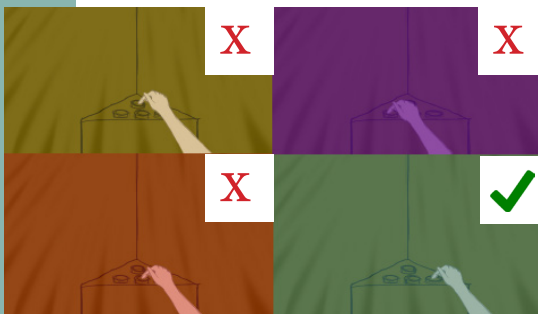
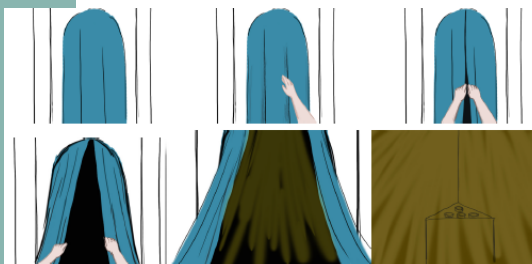
The second exhibition space is located on the first floor of the building and it uses the dark room above the “Get to know SGC” exhibition.

The exhibition is about medicine and proteins and how SGC finds cures for diseases. It teaches the visitors what it means to have a disease and how the medicine for it is made. Additional information about protein shapes and how SGC unfolds proteins will be also displayed.

The exhibition space starts with the key stages of protein binding of drugs, illustrated on a large curved wall leading the visitor towards the interactive element of the exhibition.



First floor



The second exhibition within “Find the cure” is an interaction using lights.

Inventing drugs is a “Hit or miss” game as one of the scientists who works for SGC said. There is always the unknown when it comes to finding cures for diseases, this is the reason why, I have chosen to represent the feeling of the unknown by making the whole interaction dark and light-less, which will evoke a feeling of mystery in the visitor.

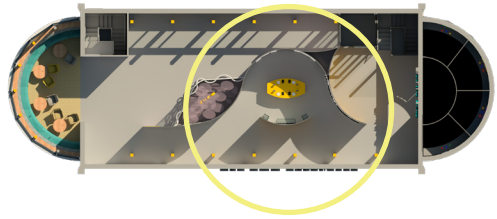
The interaction will be divided in 4 spaces - each having colour lights making a different end colour. The aim is to combine the right colours in order to get the colour written on the wall. When the right colours are mixed the disease is cured.

The mixing of the lights is a metaphor of finding the right shaped elements which can bind with the faulty protein in order to fix it and cure the disease coming from its faultiness.

Learn about a disease

“Learn about a disease” will teach people more about a certain disease SGC researches into. The exhibition will start with Parkinson’s and in a few months will change showing a different disease.

The exhibition will consist of 5 different exhibition areas showcasing a timeline of the disease, symptoms, people’s stories, an interactive element, design vs Parkinson’s and a wall summarizing everything, for visitors which want to just glance at “Learn about a disease”.



First floor



Because the disease affects everybody in a different way and a cause and cure are not yet found, the timeline with key information will be leading the visitors towards the core of the exhibition space. There visitors will be introduced to the symptoms the disease causes via illustrations and explanatory text.



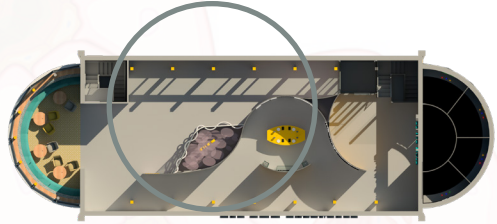
An interaction will allow the visitors to experience one of the symptoms of Parkinson’s - tremor. They will be asked to complete daily tasks, wearing specially designed tremor bracelets.



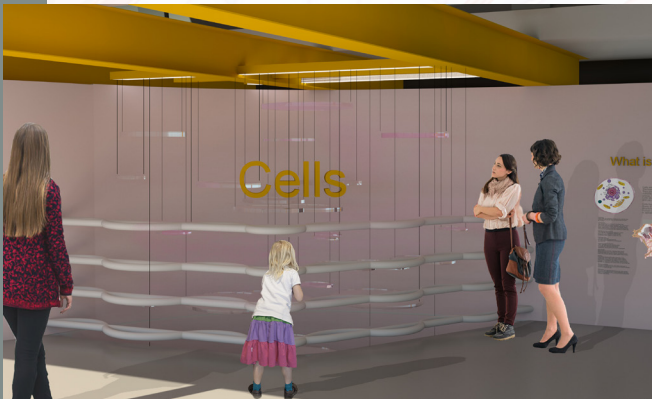
The last main exhibit is “Design vs Parkinson’s”, which displays products designed for Parkinson’s patients.

Cells and cell growth

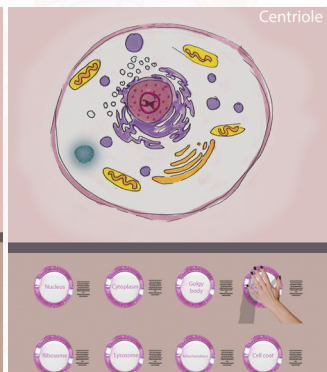
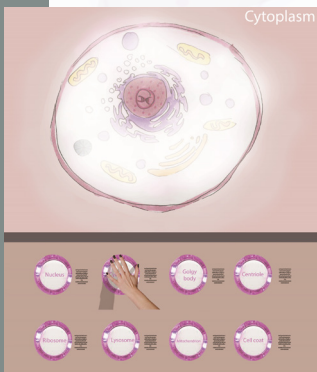
The whole exhibition will be located on two floors connected via elevator. The exhibition space consists of brief explanation about the cells, an installation connecting both spaces, an interactive element, cell growth illustrated wall and interactive moving floor.



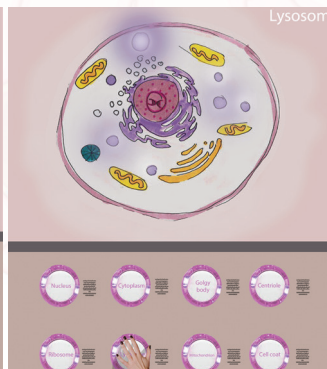
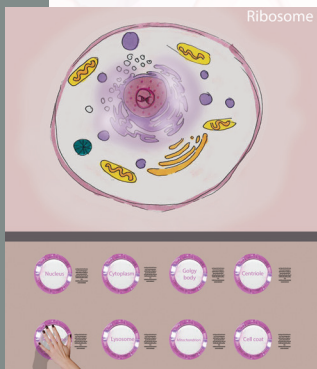
First floor



The exhibition will start with brief information about what a cell is and will move towards an installation, depicting cells. The cells will be made out of pink tinted clear acrylic circles, which will be hanging from the ceiling of the first floor.



Following the installation, on the first floor, will be an interactive cell game, where visitors will be able to engage and learn more about the cell parts and their function.

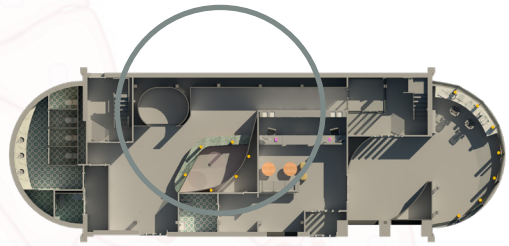


The cell interaction will work with LED lights, controlled via buttons. When the button is pushed, the lights will be activated and the panel will light up, showing the visitors the cell part connected with the button.

Cells and cell growth

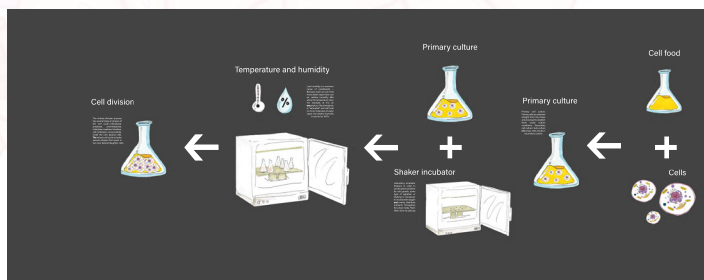
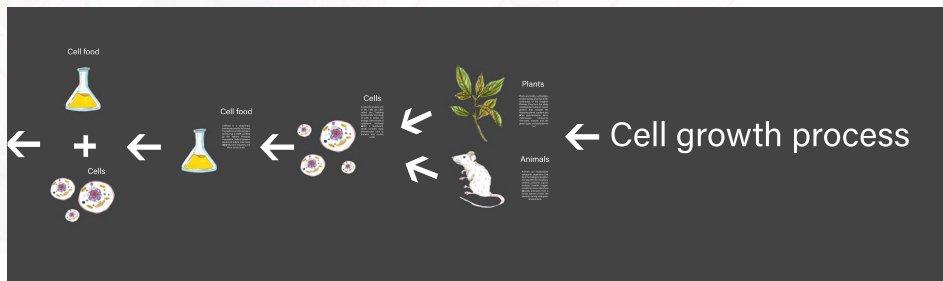
The cell exhibition will continue on the ground floor, where the visitors will receive information about cell reproduction and cell reproduction in an artificial environment (cell growth process).

Ground floor

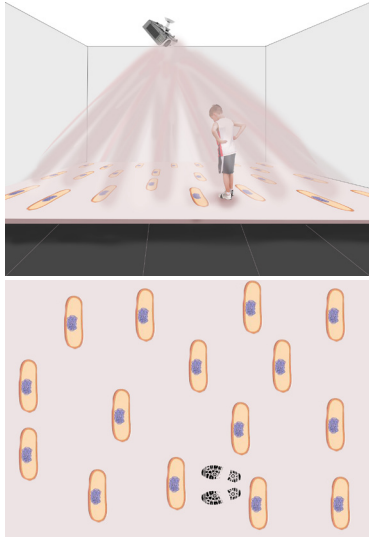


Walkway showcasing the cell growth and cell division illustrated walls.

The process and its stages will be illustrated and explained via text on the walls of the exhibition space. In this way, the subject will be more clear, vivid and interesting even for the youngest visitors.



Cell growth process wall illustration. It depicts key moments of the process and shows vividly what is happening via illustrations and explanatory text.



Interactive moving floor

The last interactive element in “Cells and cell growth” is the interactive moving floor.

Inspiration:

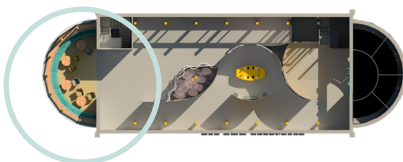
I got inspired from the machine which SGC uses to grow cells - shaker incubator. This machine has a base, which moves in a circle and shakes the cell cultures. The motion mimics the movement of the body fluids, therefore the cells live and reproduce.

Visitors will be able to participate in the process, by engaging with the interaction. Cells will be projected on the floor and visitors will learn about cell reproduction and its stages by stepping on one of them. Once triggered, the cell and its parts will start dividing, showcasing the process.

Break out area

Visitors will use this place to relax and have a rest. The break out area has one more purpose - to offer SGC Experience visitors a quite and calm place where they can exchange knowledge and ideas and interact with one another.

First floor



Quiz

Here visitors will be able to play games and answer questions linked with the exhibition enabling them to see how much they have learned from the SGC Experience.

Ground floor

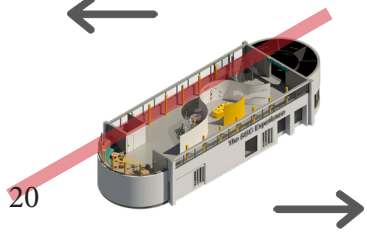




Long section of SGC Experience looking towards the illustrated wall of the Cell growth process.



Ground Floor



20



Get to know SGC



Toilets



Cells and cell growth



Long section of SGC Experience looking towards the installation.



First Floor



Cure a disease



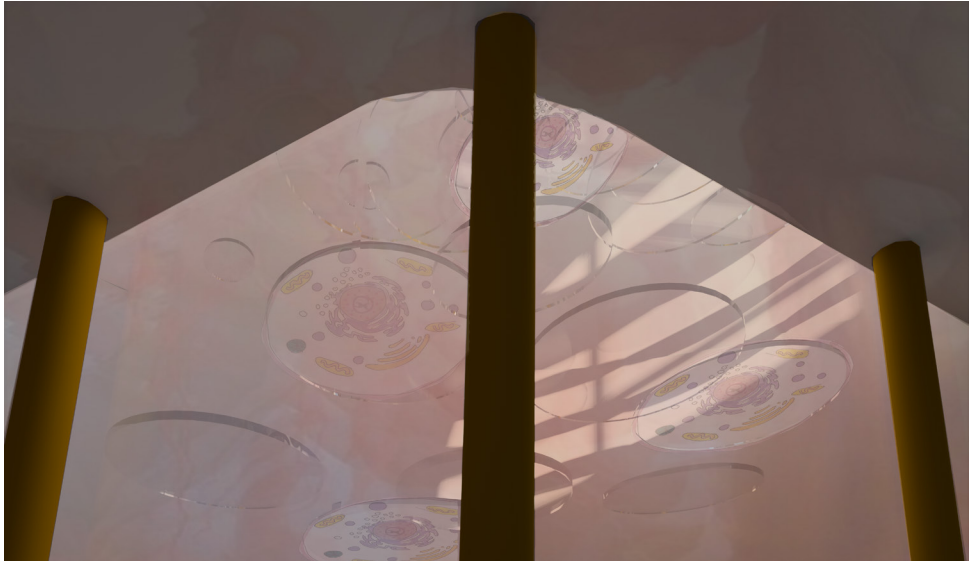
Cells and cell growth



Break out area



Connecting void and Cell installation



Cell installation seen from the ground floor



Cell installation seen from the ground floor



Reception located on the ground floor



Parkinson's exhibition space 23

