

5.1 Design Development

Massing Option 02: Urban Context

5.1.9 We then tested the proposal within its immediate surroundings. We ensured every critical view was captured of the building. In most cases they are glimpsed views due to the site constraints and built context.



## 5.1 Design Development

Massing Option 02: Urban Context

5.1.10 Further views



**5.1 Design Development**

Massing Option 02: Visualisations

5.1.11 We then tested the massing with full CGI renders of the scheme to three critical views to determine the impact of this massing option.

1.



2.



3.



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**Left to right**

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**1.**  
View facing north-east from Haverstock Hill

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**2.**  
View facing north from Haverstock Hill

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**3.**  
View facing south-east from Haverstock Hill



## 5.2 Facade Development studies

5.2.1 The adjacent photograph clearly illustrates the range of scale and typologies within the immediate context. Our proposal seeks to reflect the qualities of the surrounding conservation areas, epitomised by the school building, and not to reflect the facade typology of the hospital.

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**Left**

**Photo**  
Existing facade composition of Rosary  
Primary School and Royal Free Hospital  
facing east from Haverstock Hill

**5.2 Facade Development studies**

5.2.2 The brick detailing catalogued here represents our design ambition and desired quality of workmanship for the proposal.



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**Above**  
**Photographic catalogue**  
Surface wall colours

## 5.2 Facade Development studies

Window frames

5.2.3 Through our site analysis we found that within the context area the windows are often celebrated on the facade; we sought to reflect and reinterpret this.

1.



2.



Clockwise from left

1.  
Window frames in immediate context

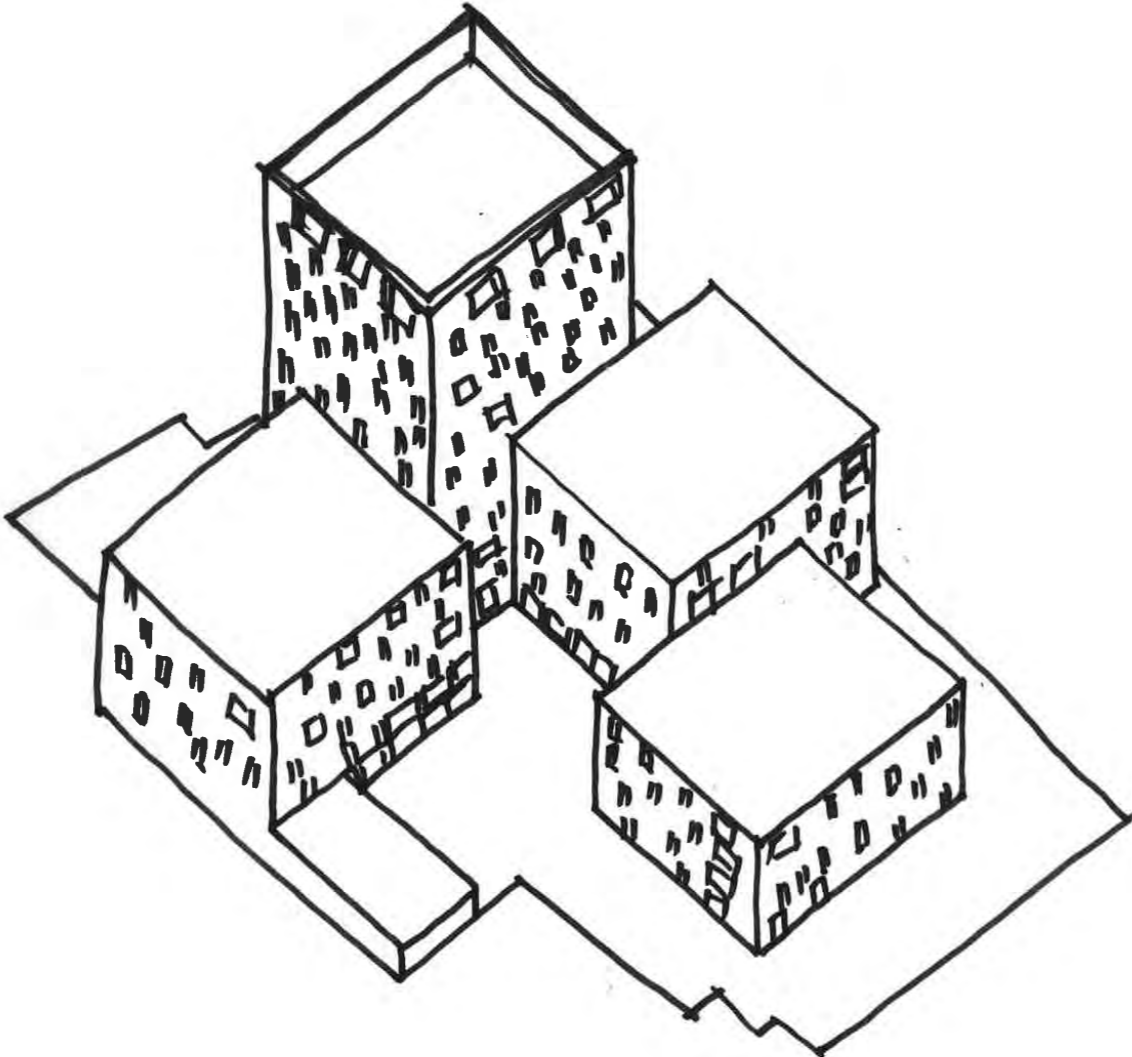
2.  
Höweler + Yoon Architecture Sky Courts  
Chengdu

**5.2 Facade Development studies**

Group of Textured Objects

5.2.4 The building is designed to be a group of textured objects, each with their own character resulting from their specific programme, scale and unique immediate surroundings and views.

1.



2.



Clockwise from left

1. Family of punctured monolithic objects

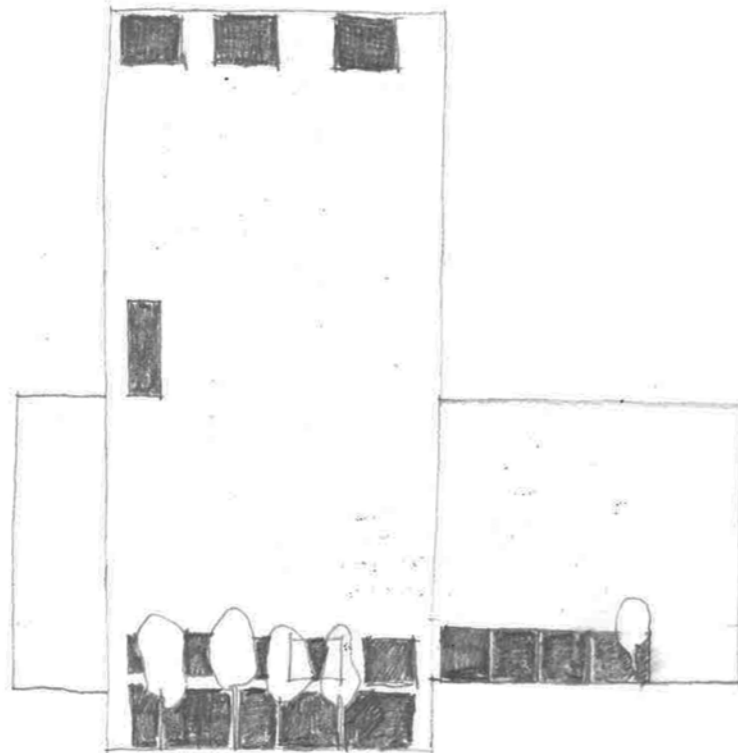
2. Alejandro Aravena st.. Edward Uni. Austin Texas

## 5.2 Facade Development studies

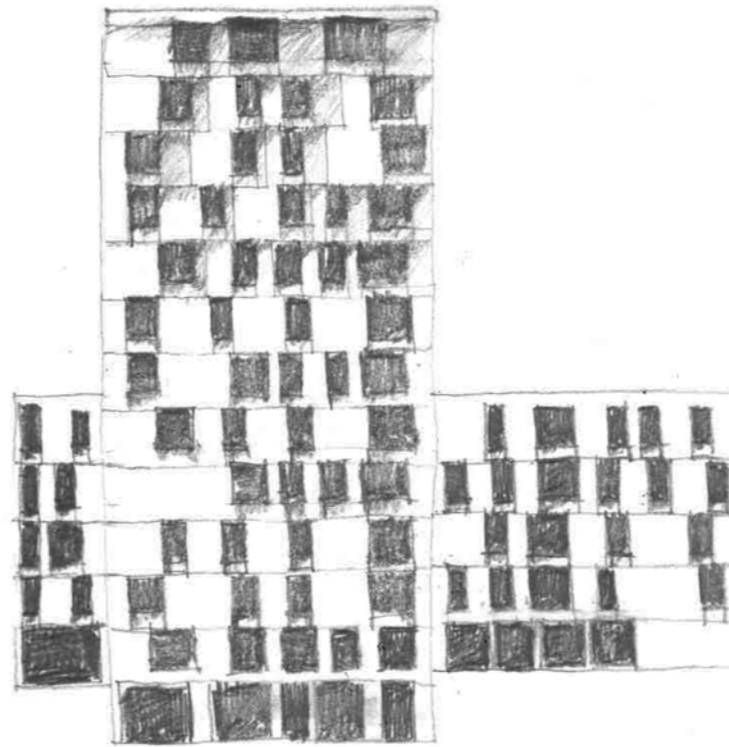
Group of Textured Objects

5.2.5 We aimed to ensure that the key principles of the design were reflected in the facade, with internal communal spaces being expressed externally and a softening of the taller element.

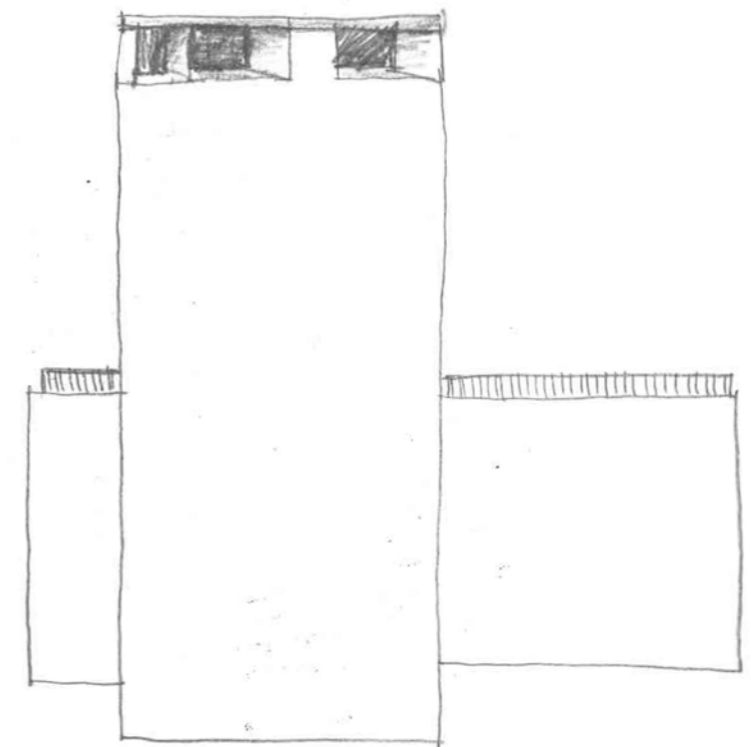
1.



2.



3.



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**Clockwise from left**

**1.**  
Communal spaces communicated on facade, active public frontage to street

**2.**  
Vertical order, loosely aligned windows openings increasing as rise up the building

**3.**  
Crown, the top of the tallest element to create a sculpted and carved skyline



## 5.2 Facade Development studies

Group of Brick Objects

5.2.6 We thought it was important that the facade relates to the urban grain and material character of the surrounding conservation areas



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**Left to right**

Water-struck bricks reflect the warmth of the red conservation area bricks and contrast the grey concrete of the hospital

## 5.2 Facade Development studies

Facade fenestration studies

5.2.7 Facade options were tested through modelling and drawing. The models shown below demonstrate different approaches, from loosely aligned windows to a more regular grid.



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**Above**

**Models**

1:50 massing models

## 5.2 Facade Development studies

### Loosely Aligned Windows

5.2.8 The study models shown here were used to test the arrangement of fenestration to ensure maximum daylight and increased views whilst creating a balance between solid and opening, enforcing the concept of a punctured object.

1.



2.



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### Clockwise from left

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1.  
1:250 model tests of location and proportion of window

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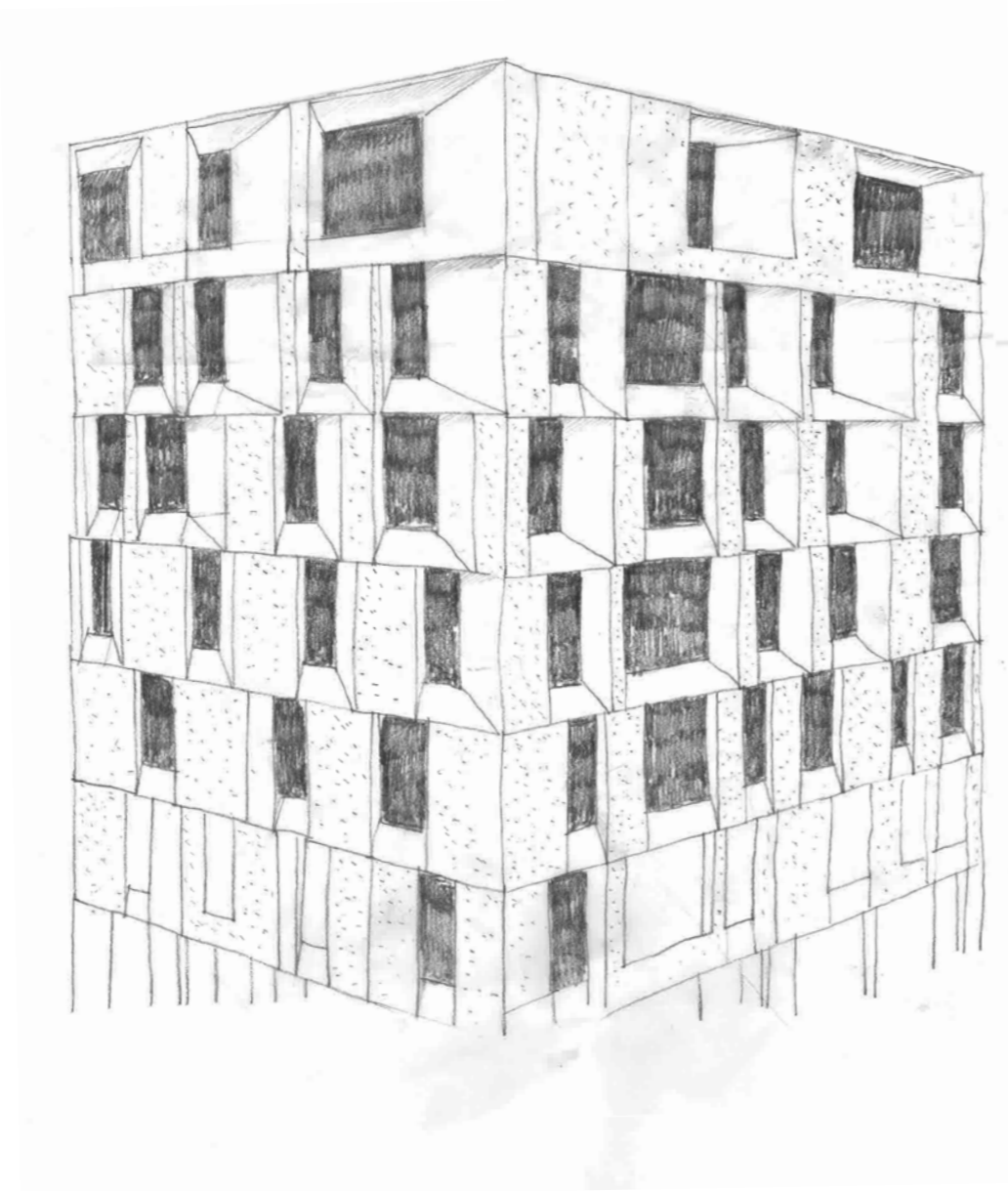
2.  
The loose alignment of windows emphasizes the 'punctured object' rather than a formal grid.

## 5.2 Facade Development studies

### Sculpted Facade

5.2.9 The taller element of the proposed building is visible from a greater distance and has more of a civic presence, and therefore needs to be treated differently than the other blocks. Through development, it was proposed that this element would be more sculpted and crafted to reflect the quality of detailing found in the surrounding area.

1.



2.



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Clockwise from left

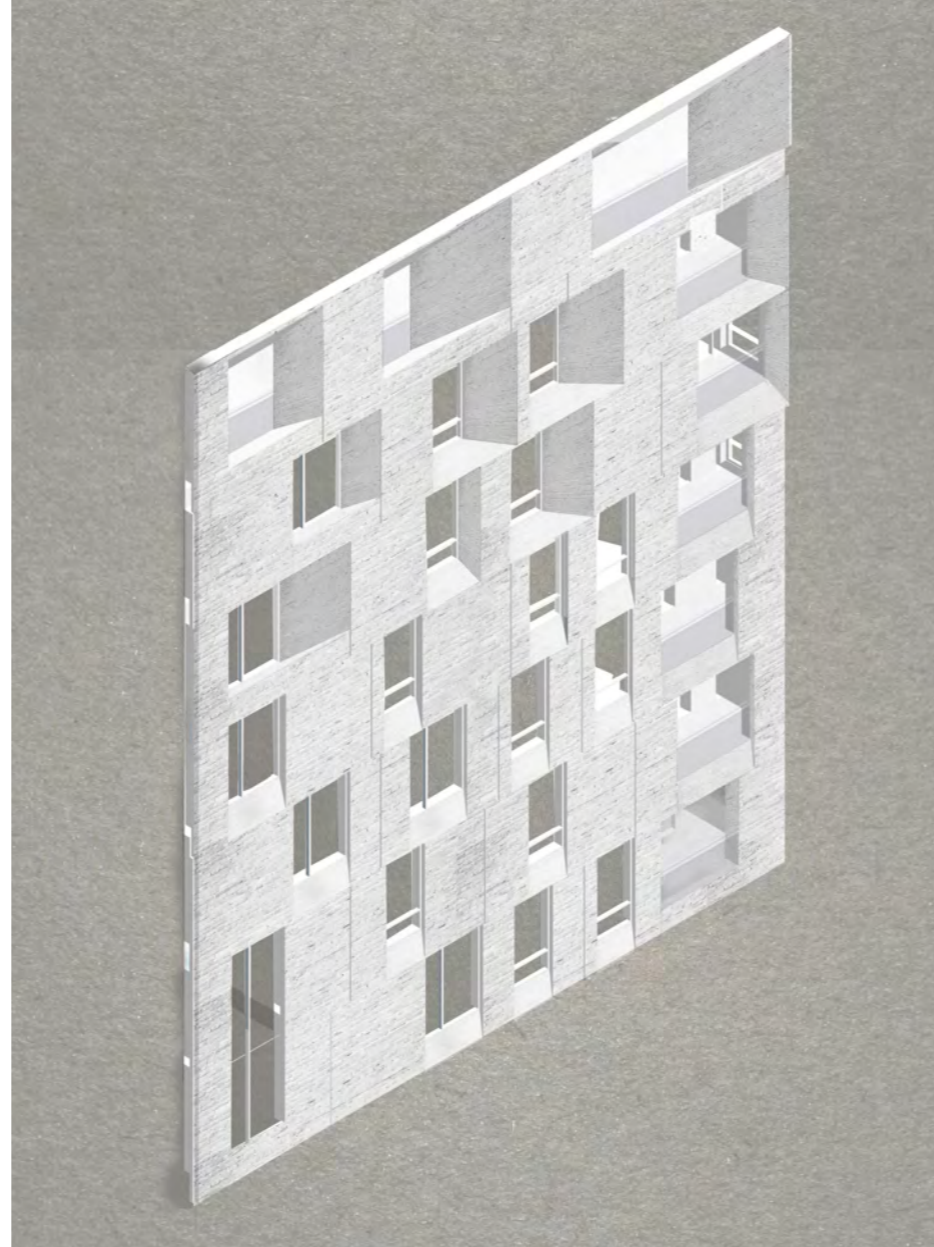
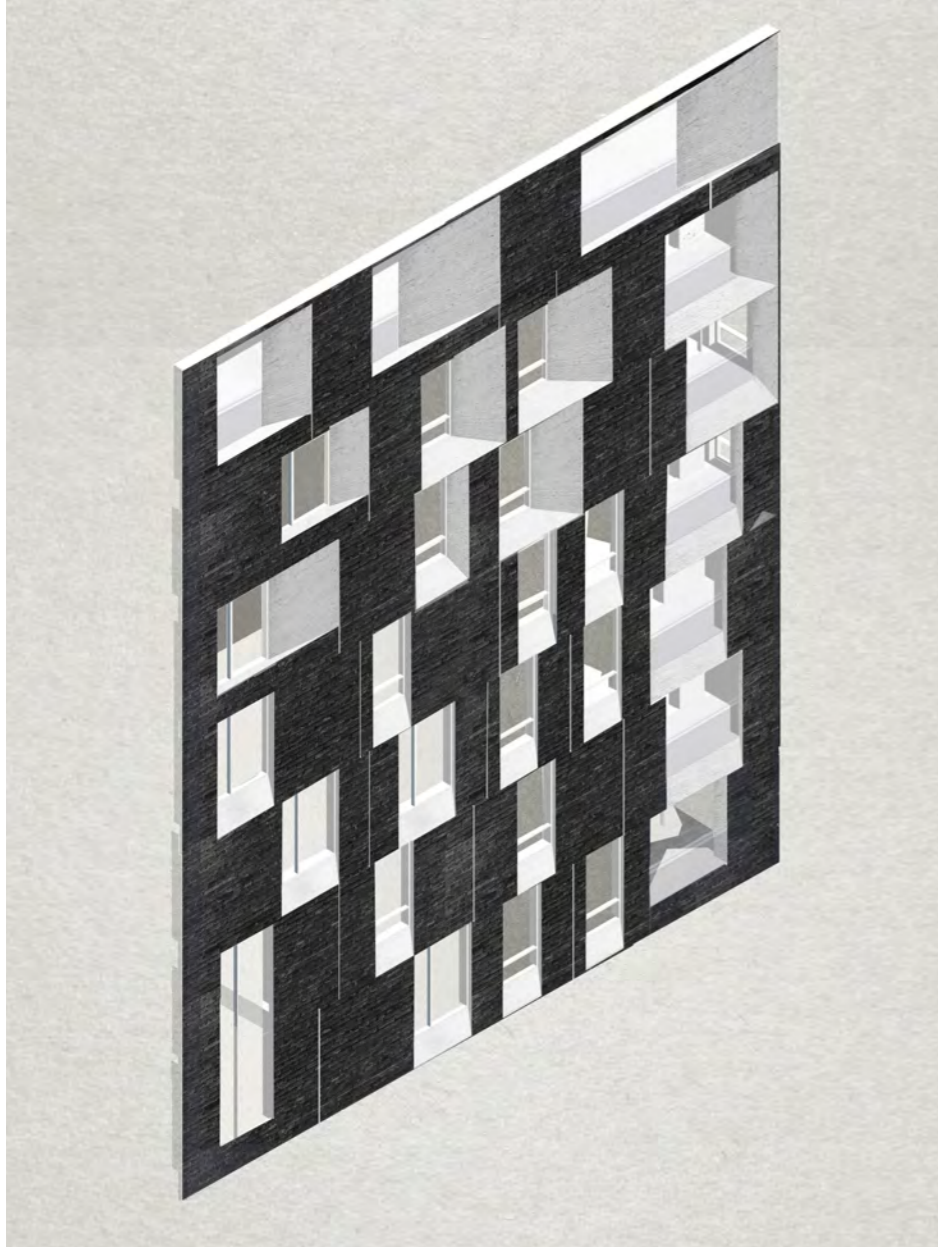
1.  
Sketch study of sculpted object

2.  
Grafton Architects, Medical School,  
Limerick

## 5.2 Facade Development studies

### Sculpted Facade

5.2.10 Investigating options for the window openings to match the brick facade or to be expressed with a different material.



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#### From left

1.  
Darker brick outer with lighter brick to inner lining of window set backs

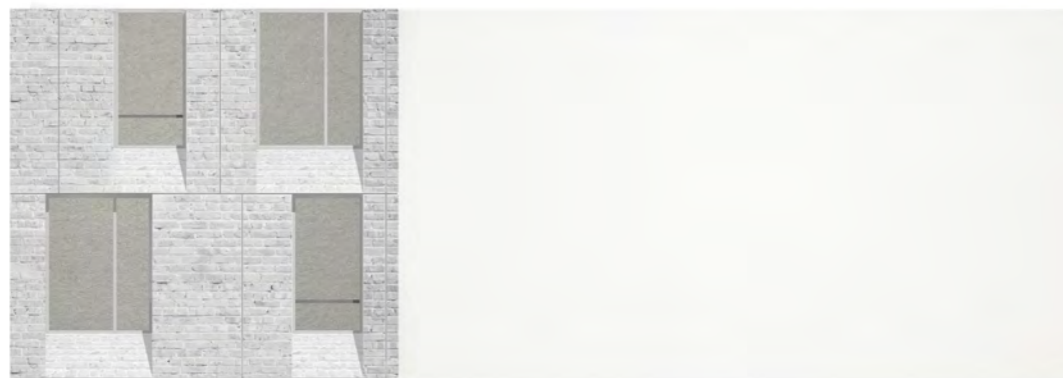
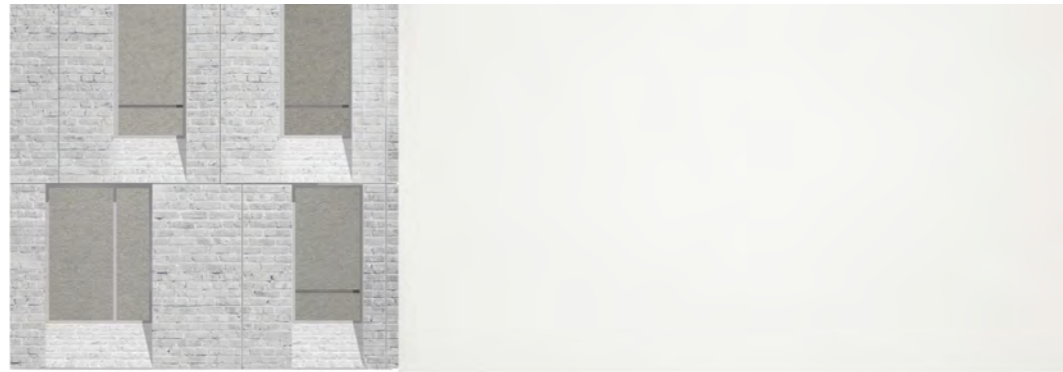
2.  
Continuous brick wraps around window

## 5.2 Facade Development studies

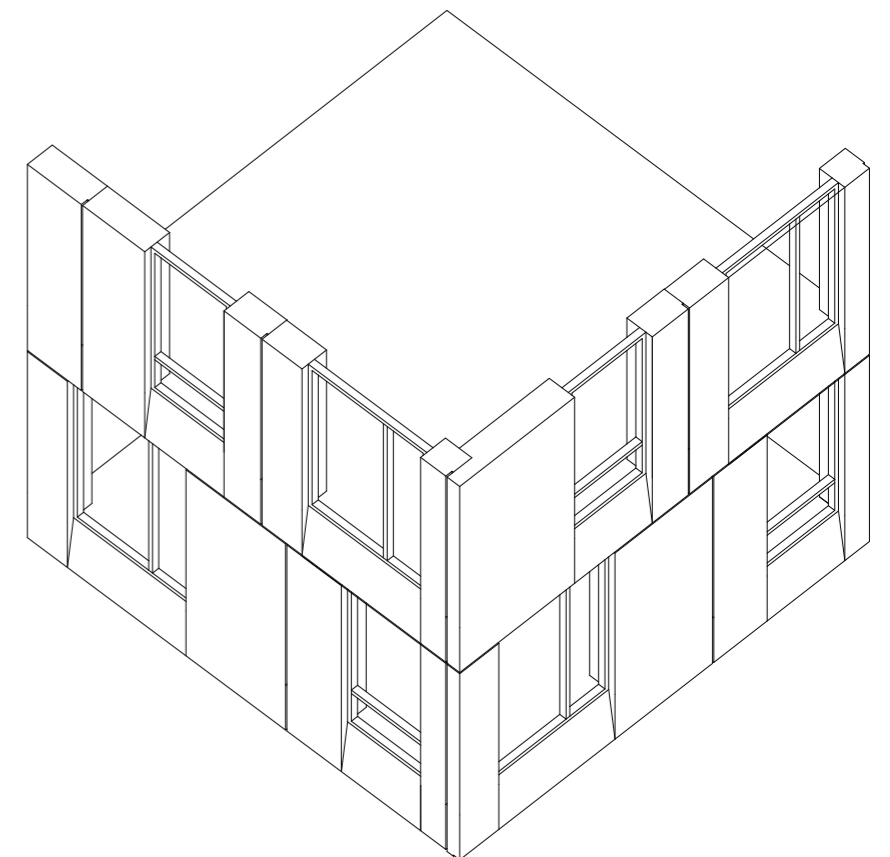
Sculpted Facade

5.2.11 Test option featuring a chamfered sill to create punctured openings carved into the facade.

1.



2.

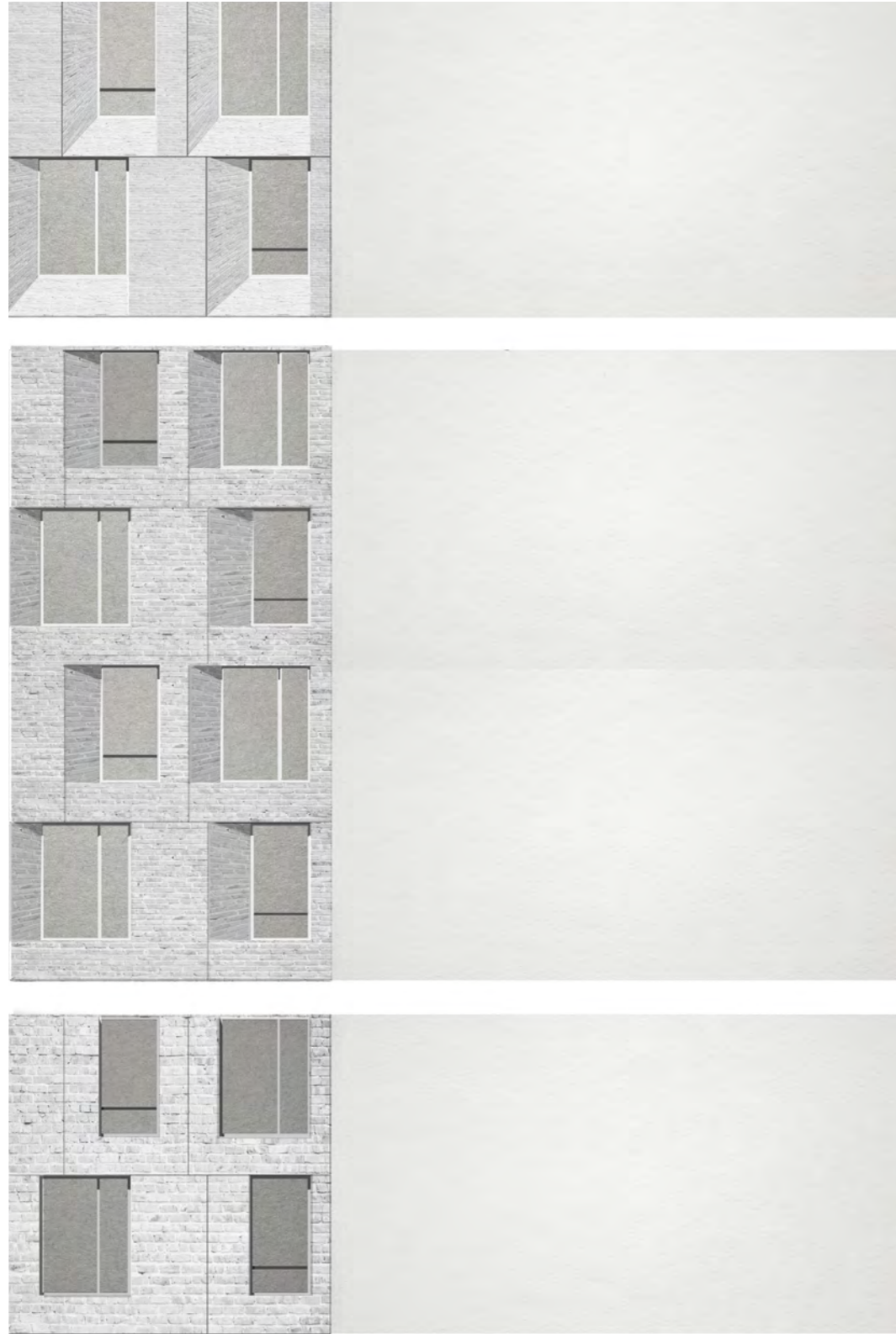


Clockwise from left

1.  
Brick panels and carved windows

2.  
Detail 100mm set back panel recess 20mm

1.

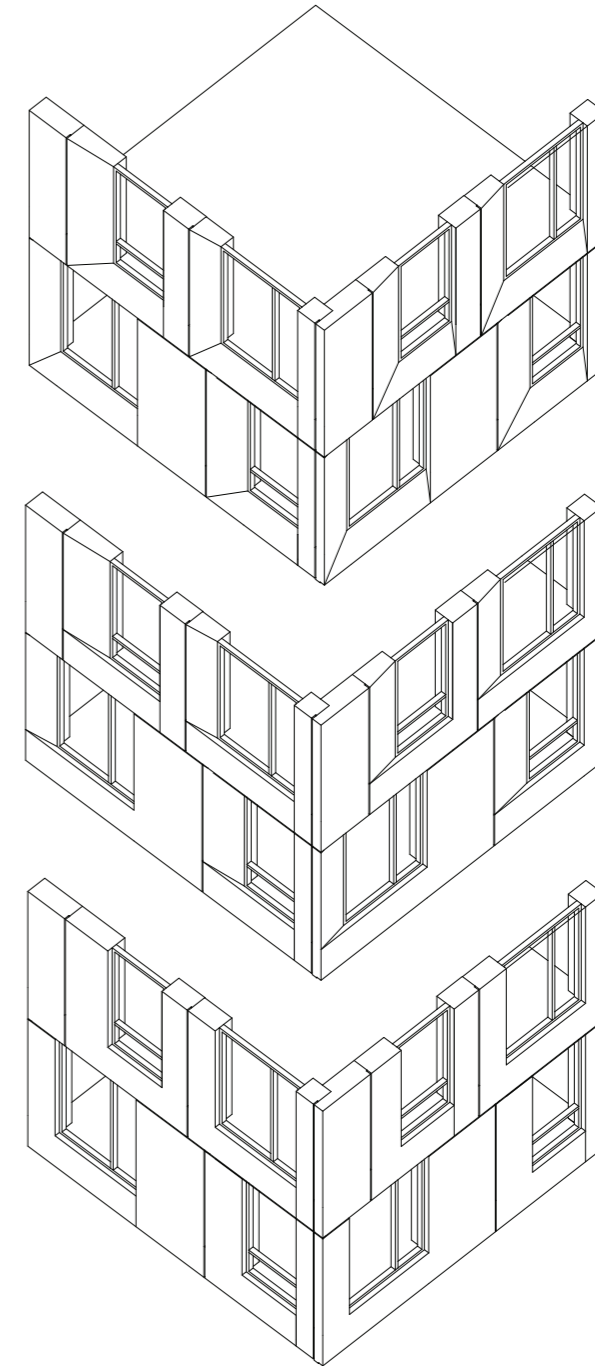


## 5.2 Facade Development studies

Sculpted Facade option 1

5.2.12 Test option featuring a gradation to the facade, with flush brick to the base, chamfered 'cheek' to the windows of the middle section, and chamfered cheek and sill to the windows of the crown.

2.



Clockwise from left

1.  
Brick panels, flush windows at base  
becoming more carved towards the crown

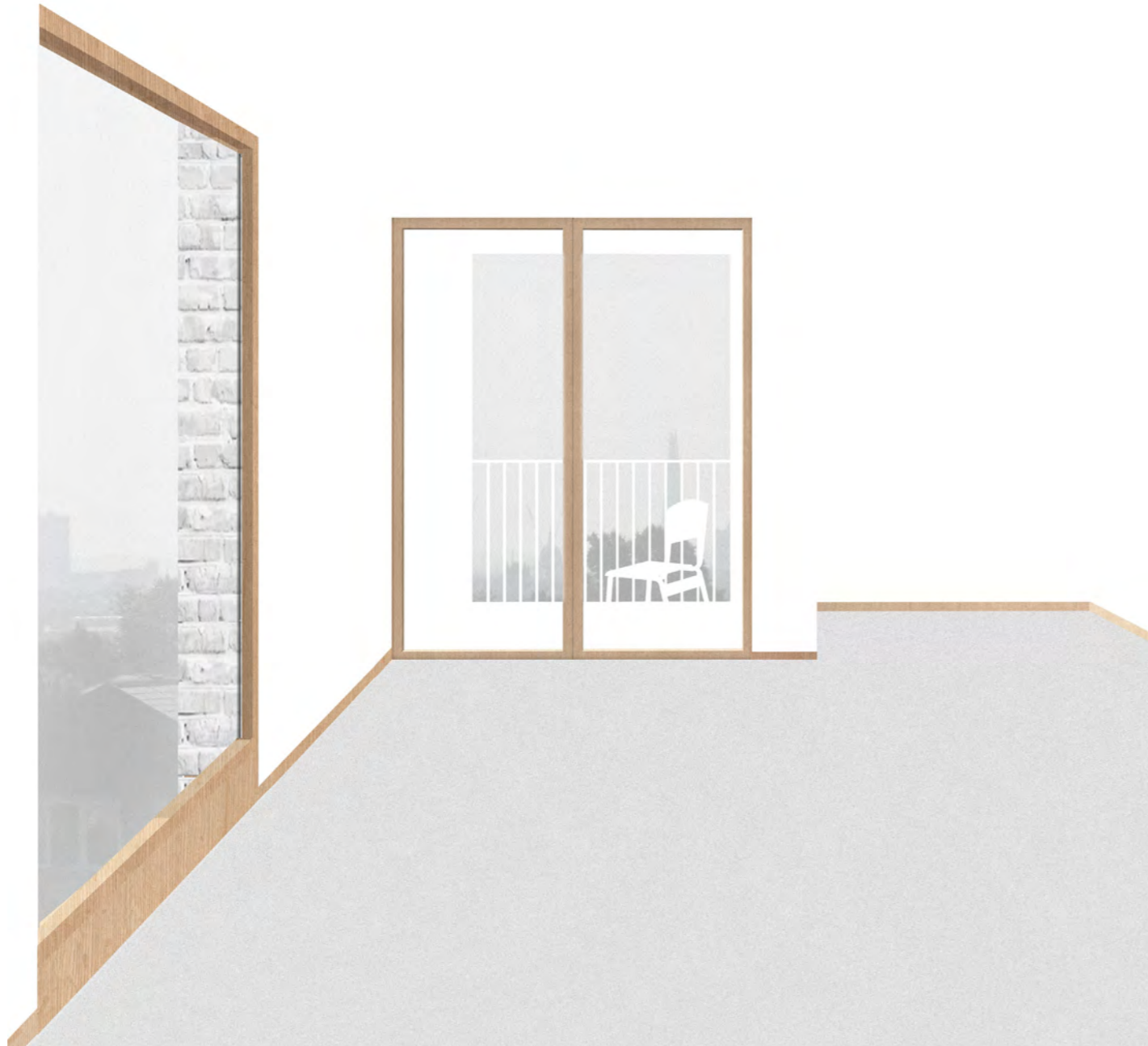
2.  
Axonometric diagram

## 5.2 Facade Development studies

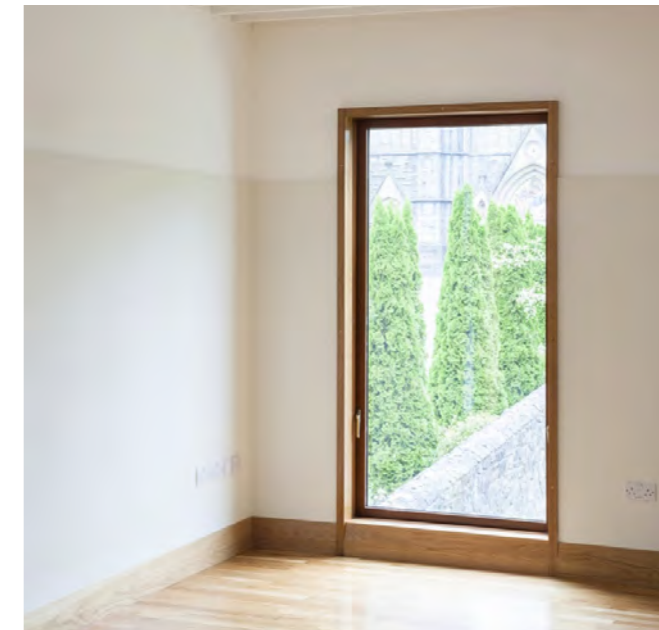
### Window and Sill Treatment

5.2.13 The windows are framed by brick externally and skirtings internally, with full-height doors to the loggia spaces.

1.



2.



Clockwise from left

1.  
Internal study of typical living room

2.  
Ryan W Kennihan, Vita House Family  
Center, Roscommon.

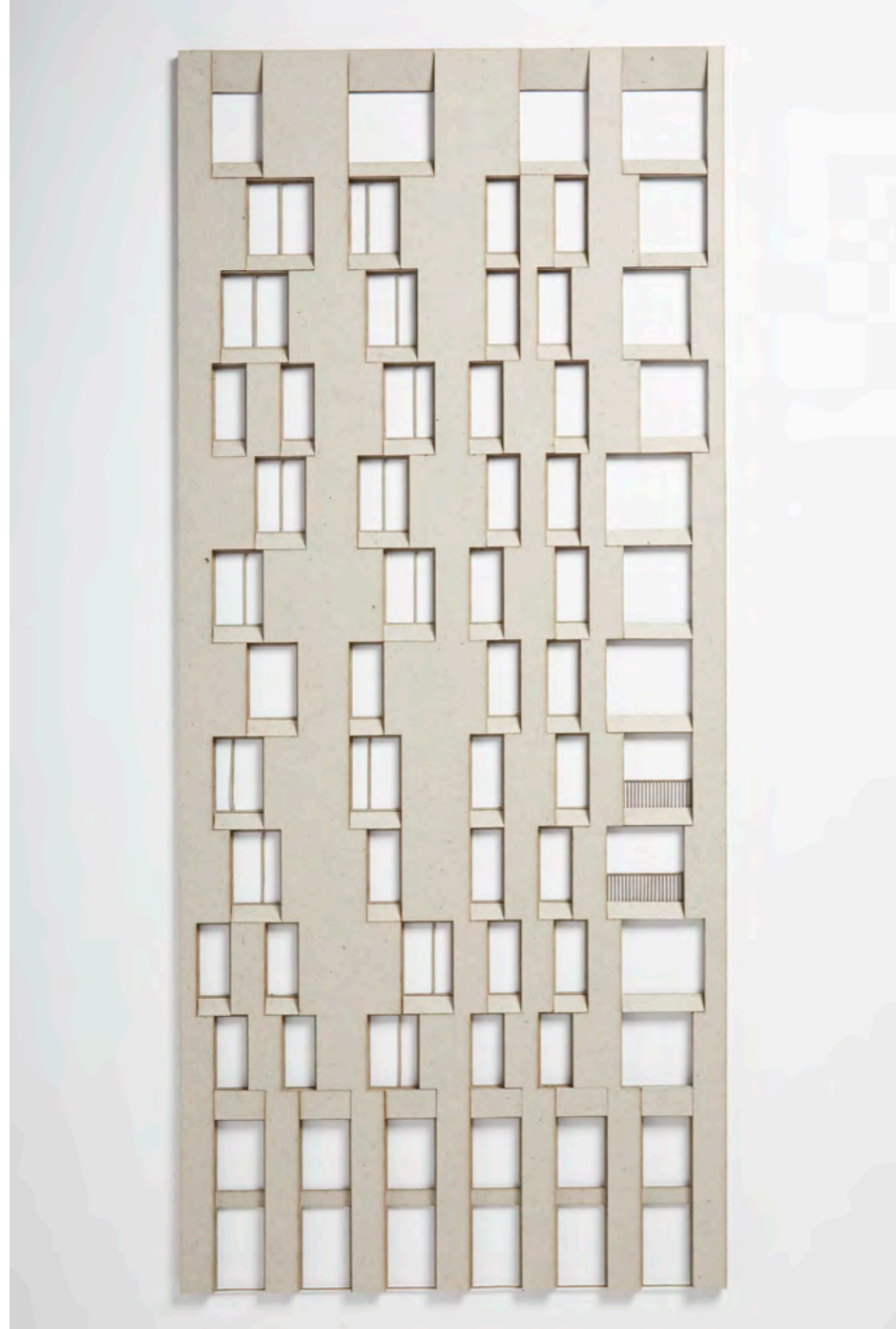


## 5.2 Facade Development studies

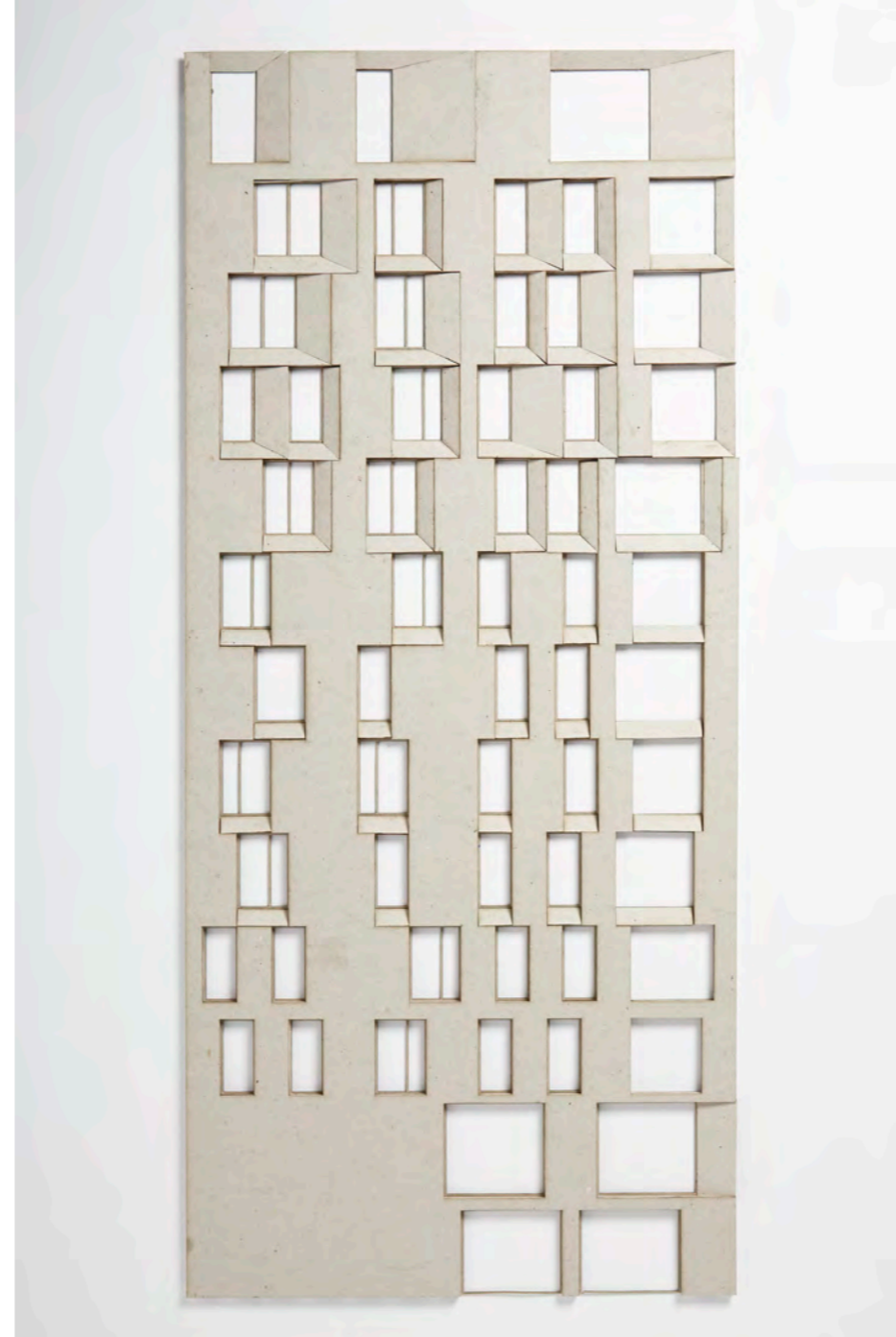
Vertical Order

5.2.14 Testing facade treatment options to base, body and crown of the taller block

1.



2.



3.



Left to right

1.  
Splayed window sill, no splay at base,  
splayed window head detail at crown
2.  
No splay at base, splayed window sill in  
middle section, more sculpted crown with  
splayed head and cheek of window
3.  
No splay at base, splayed window head in  
middle section, more sculpted crown with  
splayed head and cheek of window

## 5.2 Facade Development studies

View Looking Up to the Crown

5.2.15 View up to the splayed head details of the window frames and the crown

1.



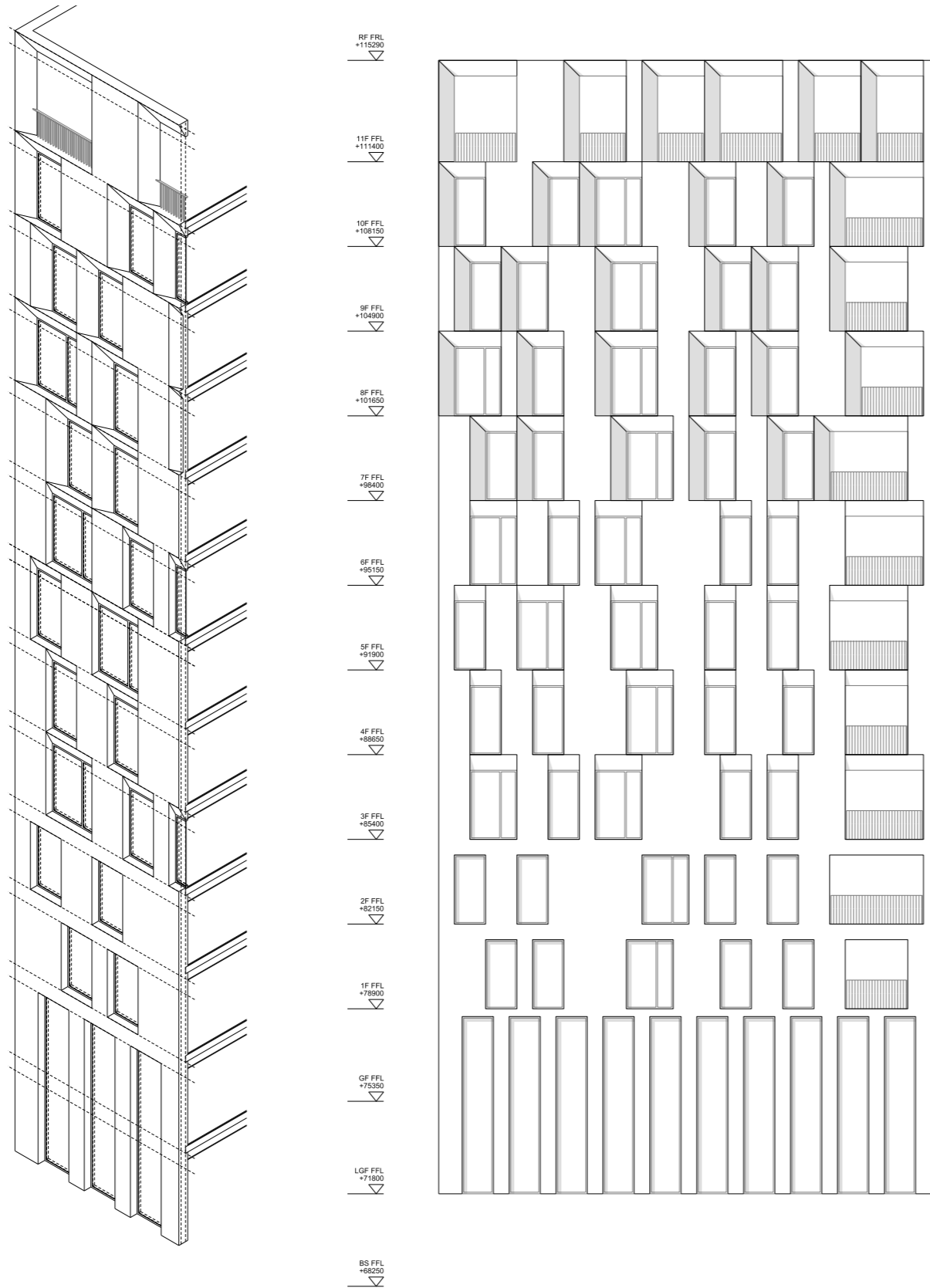
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**Above**

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**1.** Model study of the splayed head detail to openings of the middle section and the splayed head and cheek detail to the openings of the crown

1.

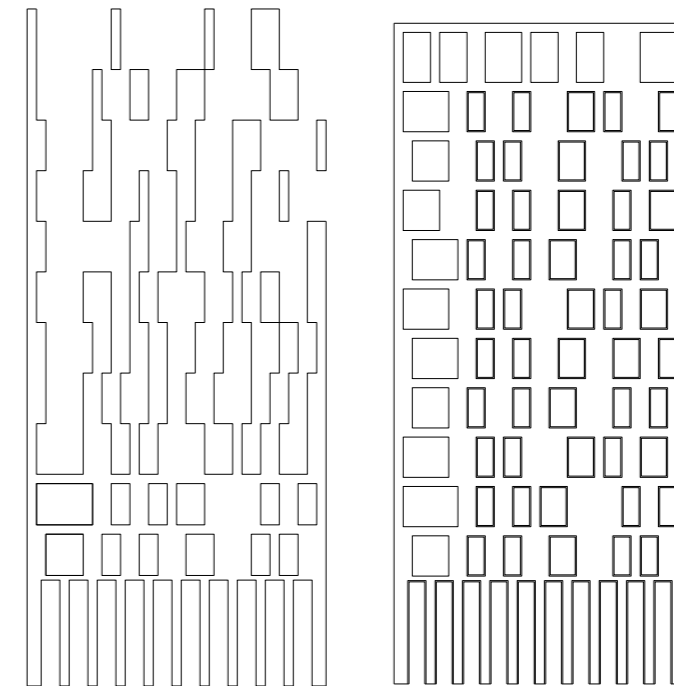


## 5.2 Facade Development studies

Chosen facade treatment

5.2.16 Punctured openings carved into the facade, from flush detail at base to splayed head detail and splayed head and window cheek detail towards the crown.

2.



Clockwise from left

1.  
Vertical change at base, body and crown

2.  
Windows track up the facade with openings increasing towards the crown