

8.0

**APPEARANCE &  
CHARACTER**

ambigram architects

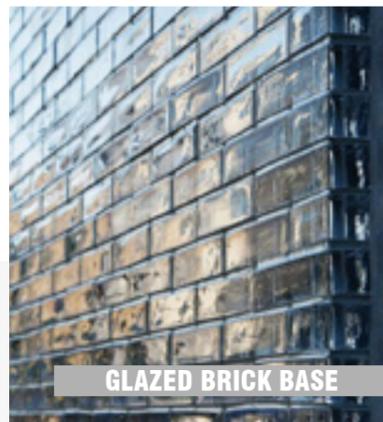
To create a coherent character, integrated sense of place, and complimentary permanence; ambigram architects extensively studied and referenced buildings within the immediate vicinity. This enabled us to arrive at a primary material as part of the building's pallet that is connected to the historic typology of the local context.

Brick has been selected as the primary façade material due to its historic use within the area, its durability and reinforcing quality that supports the character of the conservation area. The variety of texture, pattern and colour is used in expressive detailing to provide a building of high quality design.

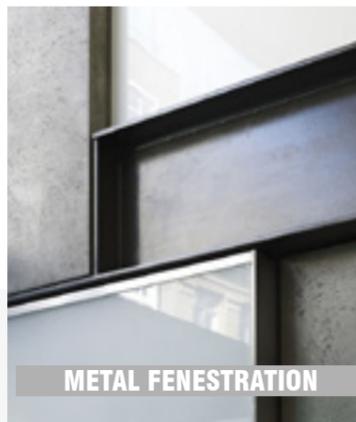
The main appearance of colour to the facade would be expressed though using non-uniform bricks with a colour variation that lends a textured and liveliness to the facade. Brick mortar colour would be varied depending on orientation of façades and would be flush pointing as a preference.



LONDON STOCK BRICK FACADE



GLAZED BRICK BASE



METAL FENESTRATION



The proposed fenestration detail will be critical in the success of the scheme. Referencing the light industrial heritage of the site and local context, a crittall type window system will inform a contemporary design response whilst ensuring the building forms a cohesive relationship with architectural character of the Camden Town conservation area.

Looking at historic shop fronts and light industrial facades, the main elevation will reference these forms whilst using a contemporary metal materiality. Particularly crucial will be the treatment of the entrance projection which will highlight the contemporary architectural character of the scheme.





Appropriate to the Georgian residential proportions of the Bayham Street scene, the treatment of the facade will be distinctive at the base, middle and top. The ground floor will have an open quality with bi-fold glazing opening to form an external counter top within the bar/cafe area.

The mid section will use both projecting metal oriel windows with an opportunity to integrate Juliet balconies at lower levels with deep recessed glazing above.

The top level will have a distinctive character with simplified glazing treatment and perforated metal screens to respond to the materiality of the scheme whilst creating a beautiful internal spatial quality.



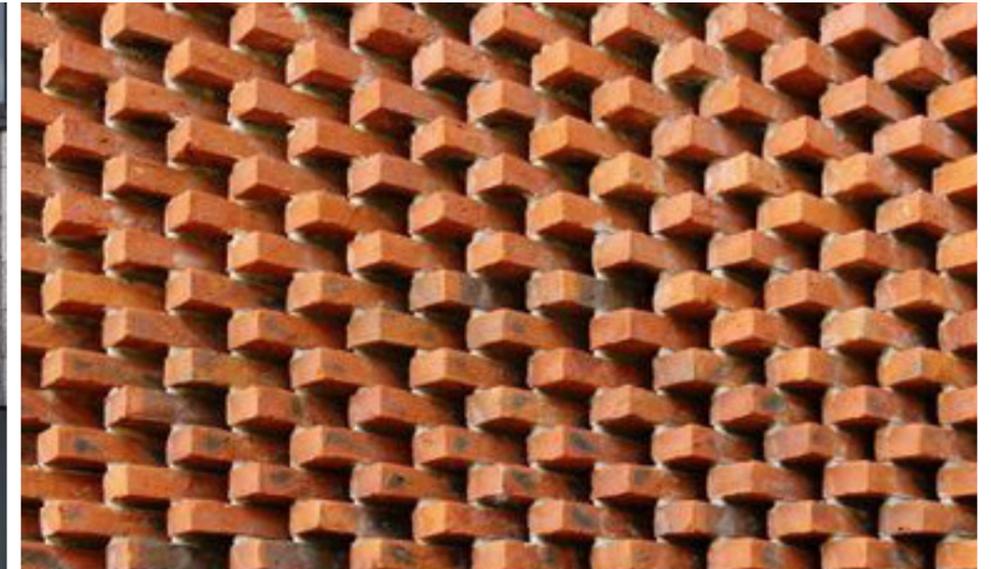
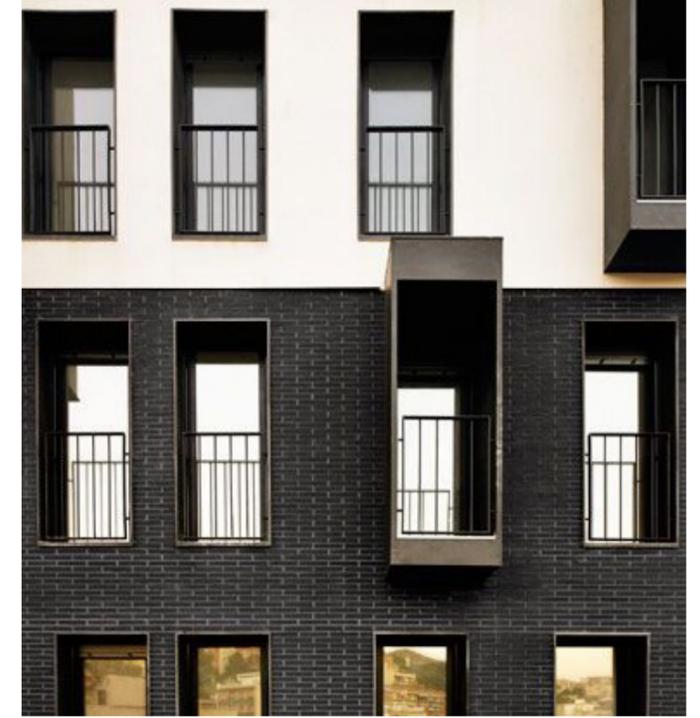
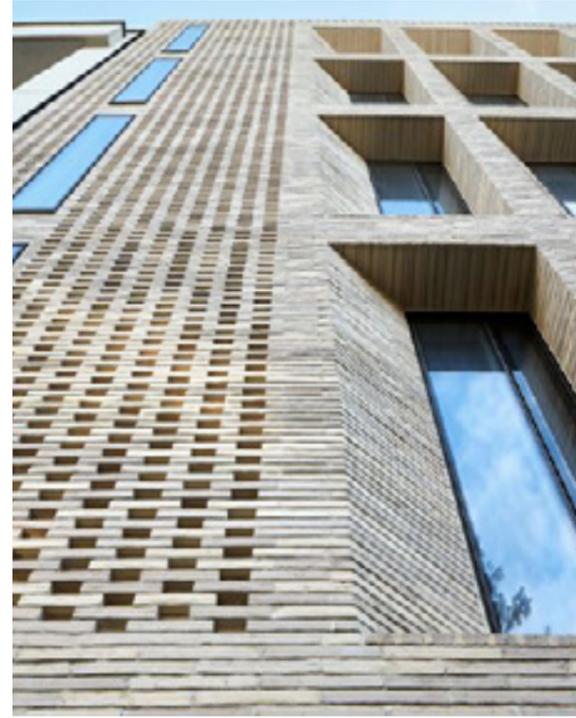


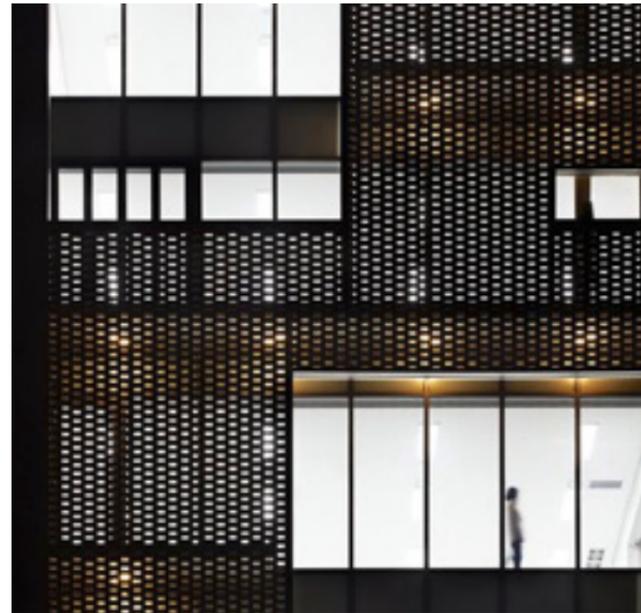
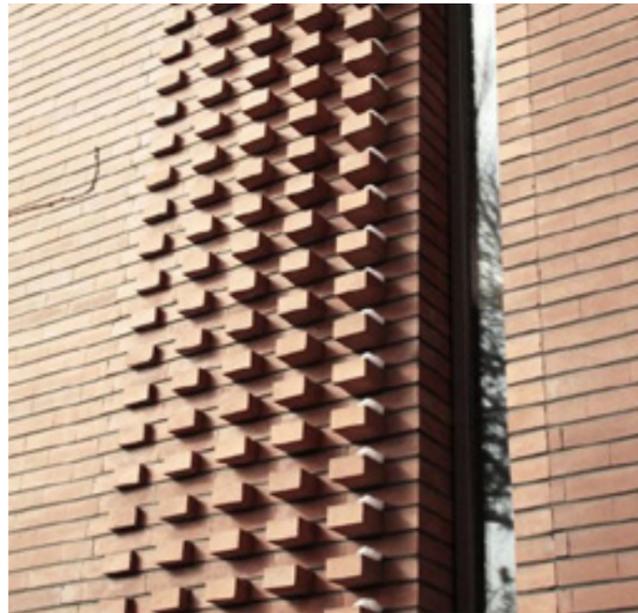
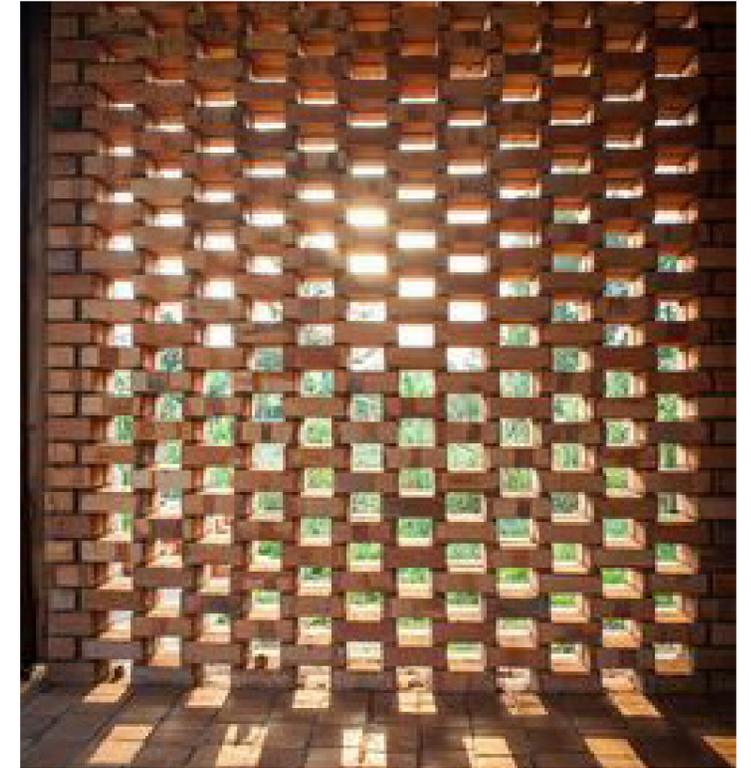
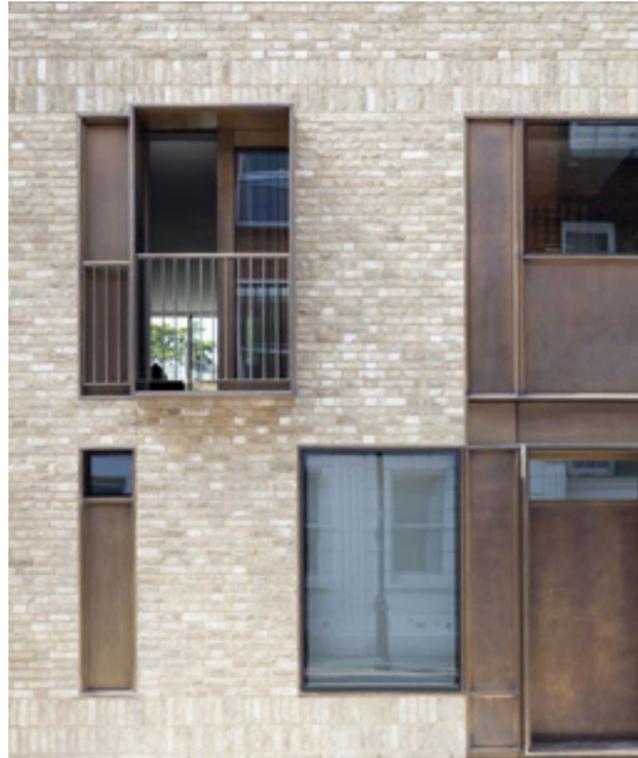


As a critical element of the facade, the entrance should reflect the purpose of the building as a hotel and office whilst relating in scale to the surrounding streetscape. A strong vertical element, responding to the character of Camden Town, will project above the main entrance with a double height interior space defined externally with full height glazing above the entrance. It is envisaged that the hotel signage will be prominently integrated into the projecting entrance structure, ensuring it is visible from the northern and southern approaches along Bayham Street.

Whilst this must be prominent, the lightweight effect of a slim construction with natural metal effect cladding will ensure this response is contextual and does not become incongruous with the character of the Camden Town conservation area.







The strong vertical entrance feature is a common architectural feature in and around the Camden Town conservation area. The facade proposals for 7abc build on this whilst referencing the light industrial heritage of the site and the immediate context.

A strong projecting element will define the entrance of the building from the north and south whilst reinforcing a contemporary aesthetic within the heritage context of the conservation area. The use of metal will ensure the structure has a lightweight appearance of hovering over the entrance. A slim structure clad in a natural metal effect finish will ensure a highly sharp and contemporary feature to enhance the facade without appearing overbearing on the streetscape.



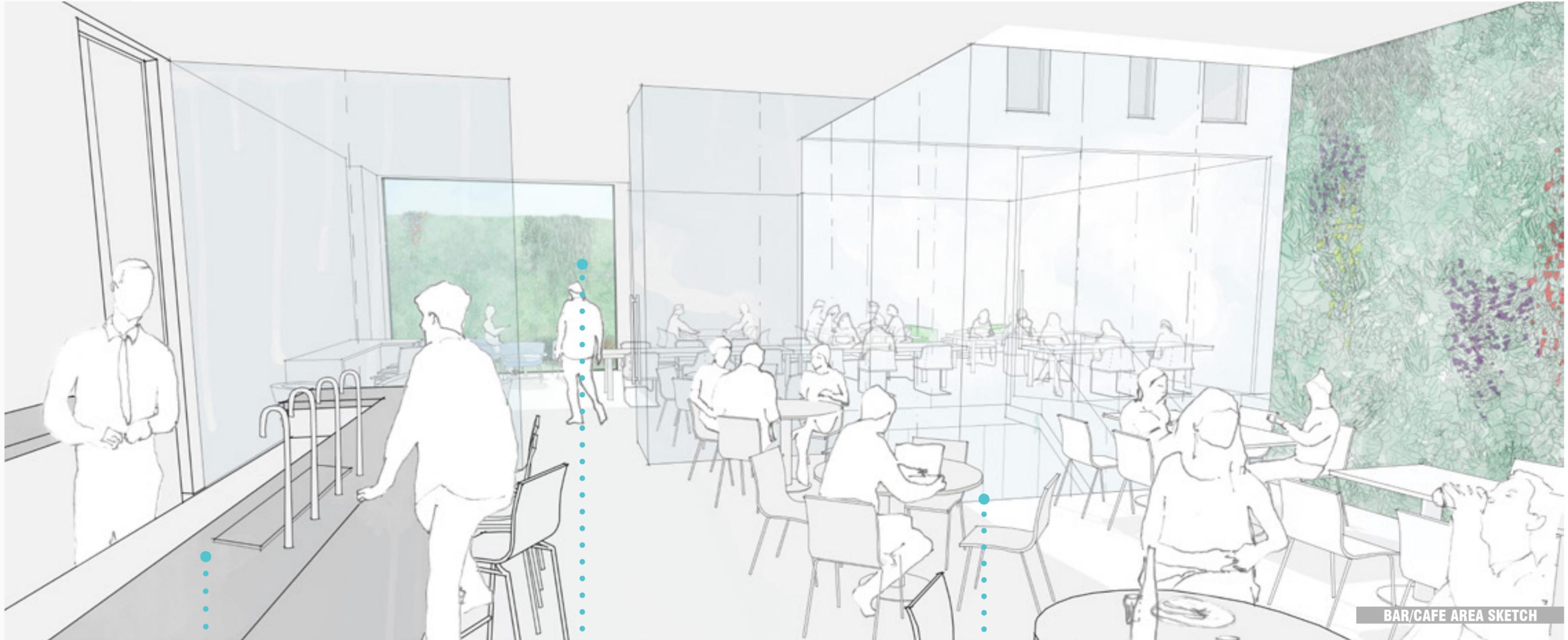
The projecting entrance will be complimented by contemporary oriel windows at first and second floor level which will respond to the street scene by picking up the existing window line of neighbouring buildings, whilst referencing the light industrial quality of the site's historic usage.

These window features will inform a contemporary architectural response to the facade whilst creating a juliet balcony for guest bedrooms along the Bayham Street facade at first floor level.





The top level of the proposed building will be set back from the main facade and will have its own distinct character in terms of scale and appearance. Increased areas of glazing will create a contemporary feel to the massing of the top level, whilst perforated metal panels will serve as a brise soleil and privacy screen. This will serve to give the top level a lightweight massing with materiality serving to compliment the main facade below.



BAR/CAFE AREA SKETCH



SHARED SOCIAL AND WORKS SPACE

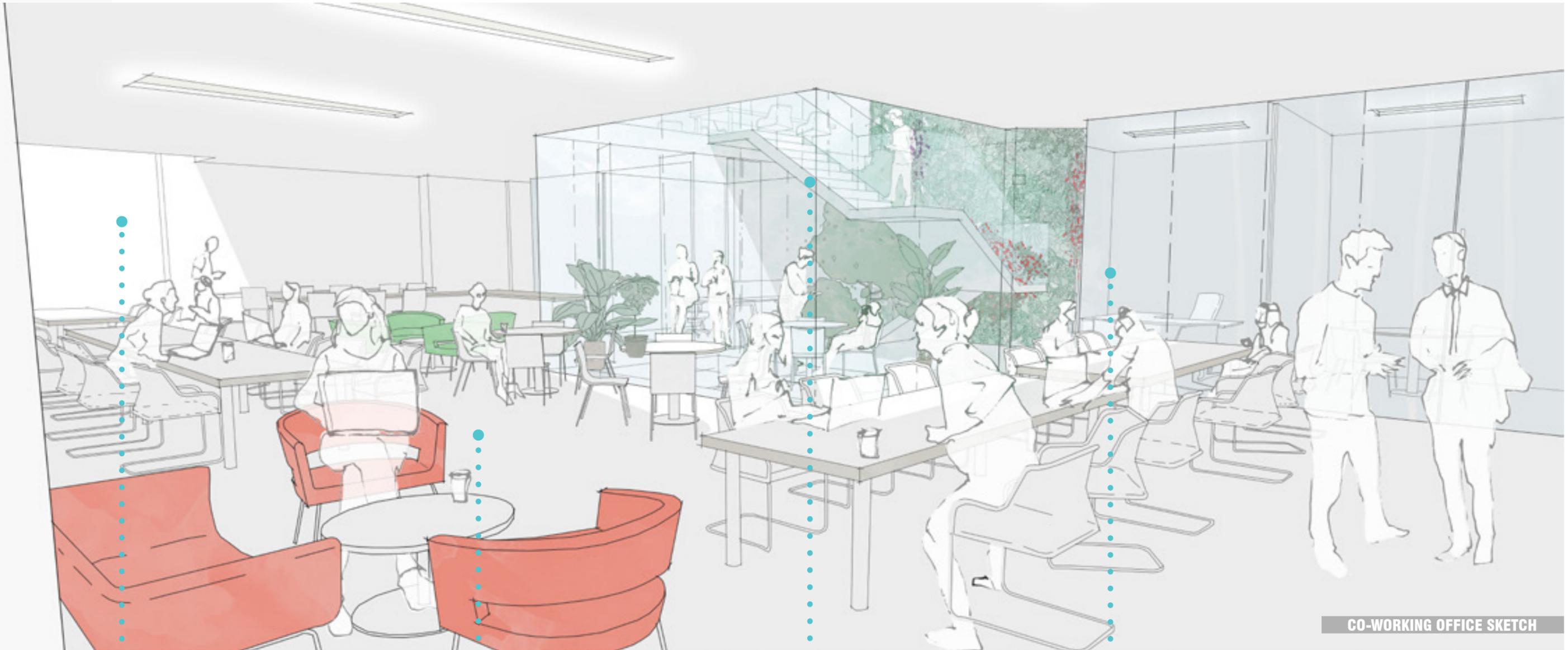


PLANTED GREEN WALLS



LEISURE SPACE AND INFORMAL WORK ENVIRONMENT





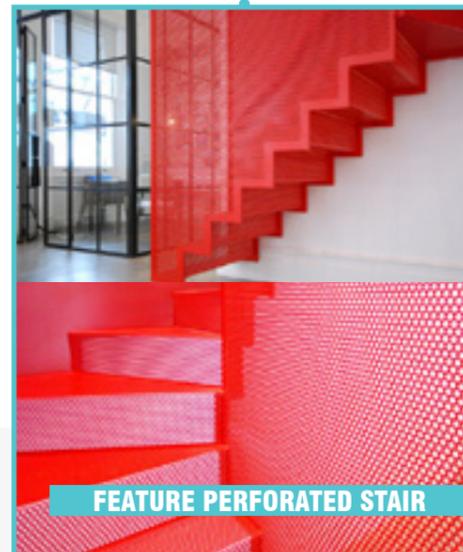
CO-WORKING OFFICE SKETCH



LIGHT SLOT



CO-WORKING OFFICE ENVIRONMENT



FEATURE PERFORATED STAIR



PRIVATE OFFICE SPACES

