

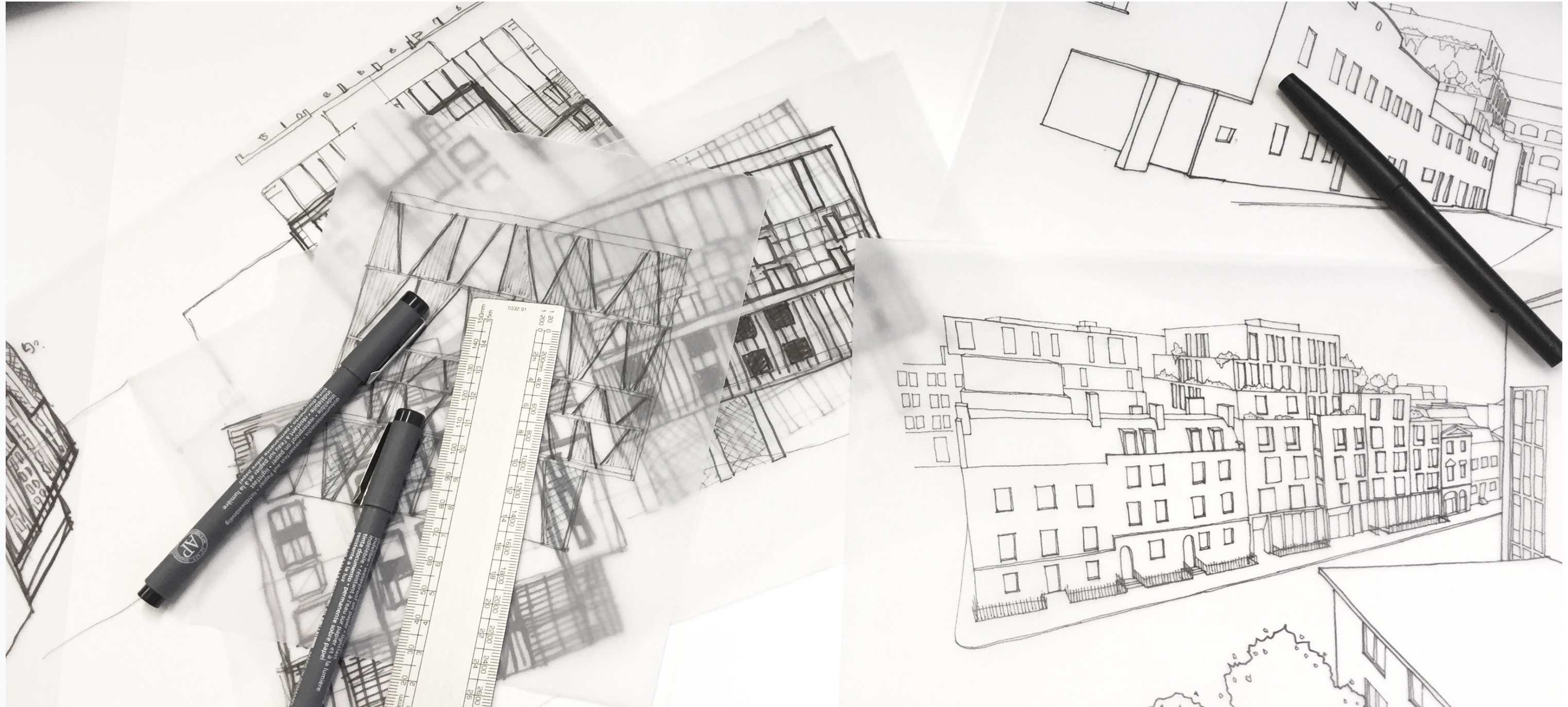
4.0

DESIGN  
CONCEPT

ambigram architects

image:  
early sketch concept for the 7abc Bayham Street site



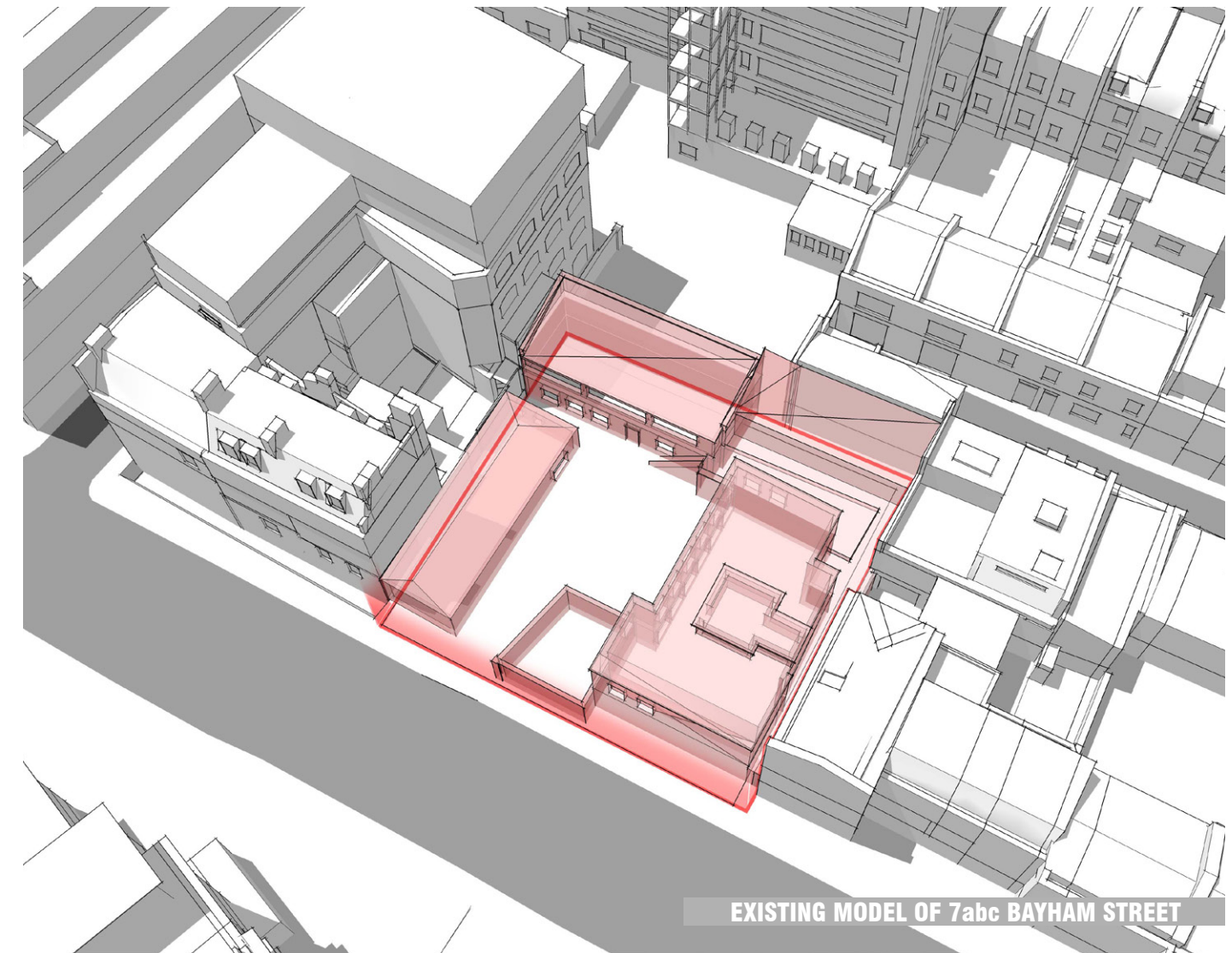
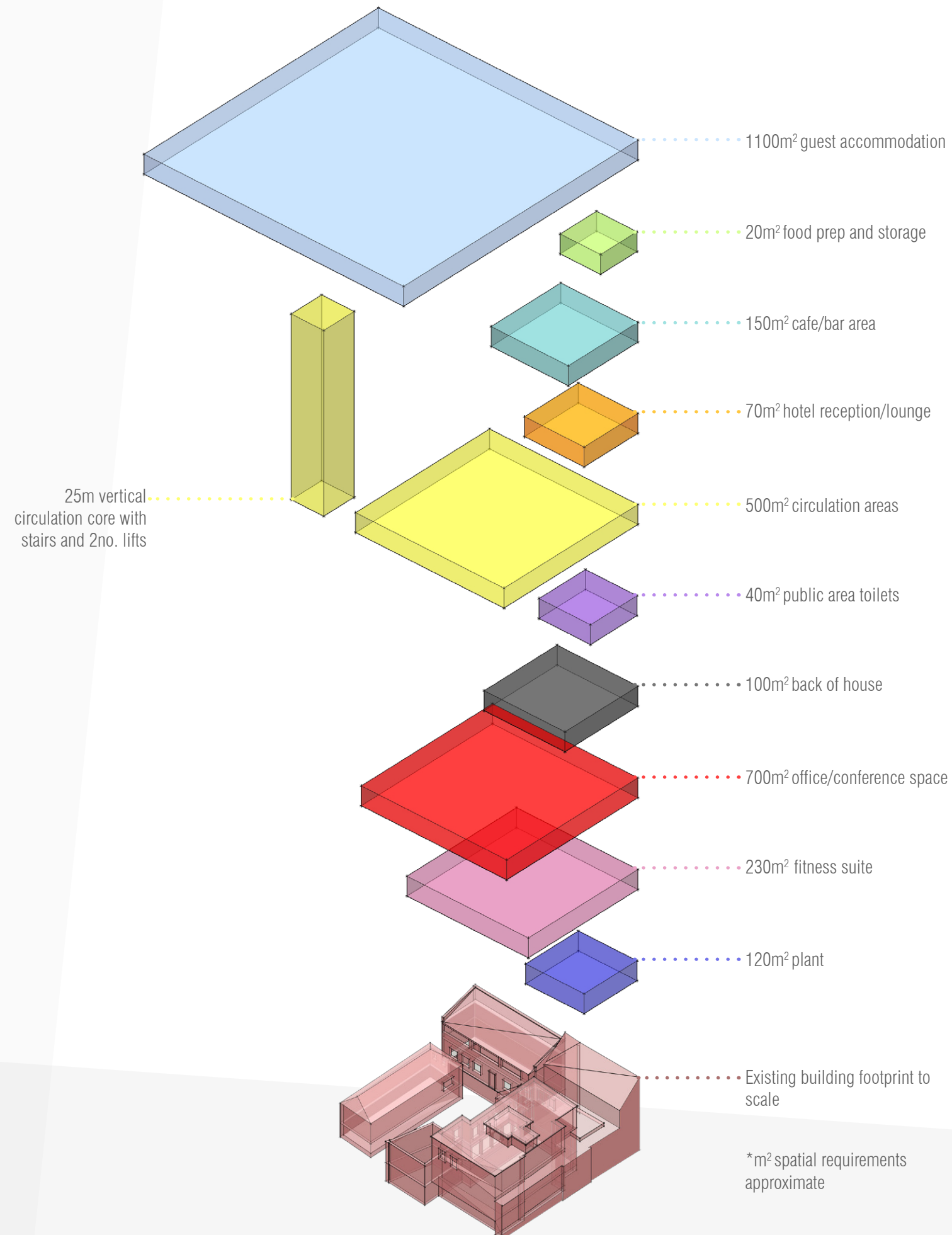


## A CONTEXTUAL RESPONSE

ambigram architects have worked closely with the client and design team from the outset to ensure that development proposals have been appropriate in scale and massing to ensure a scheme that is viable for long term sustainability whilst ensuring sensitivity to its heritage context within the Camden Town Conservation Area.

The concept for the proposed hotel and office at 7abc Bayham Street has been to create a contemporary design intervention into the historic fabric of the local context, maximising the potential of the site whilst responding sensitively to the local character. The scheme will become a vibrant public space acting as a hub of activity within the ongoing regeneration of the local area.

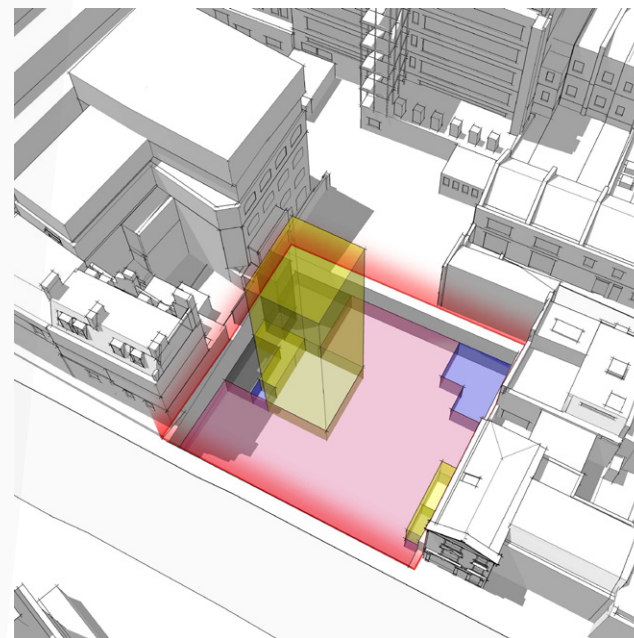




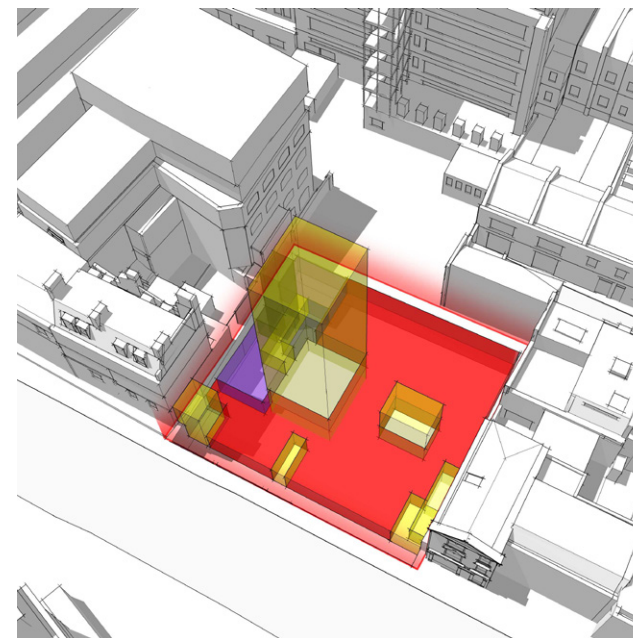
## SPATIAL STUDY DIAGRAM

This analysis has been carried out to explore the arrangement of spaces and facilities required to deliver a viable and sustainable hotel and office co-working environment. The spatial requirements for each space are determined through analysis and then formed into 3D blocks and arranged like a puzzle to determine an efficient internal layout and the external massing of the proposed building. This study is then used to inform a cohesive and appropriate design response for this currently underdeveloped site.

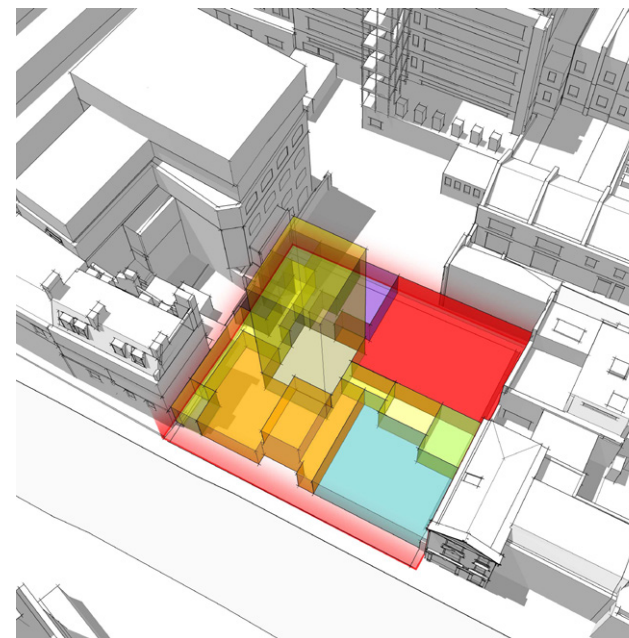




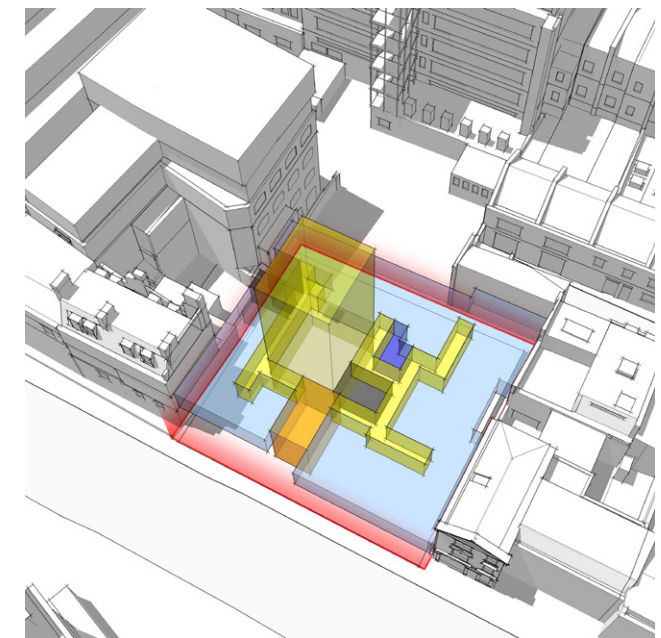
Basement



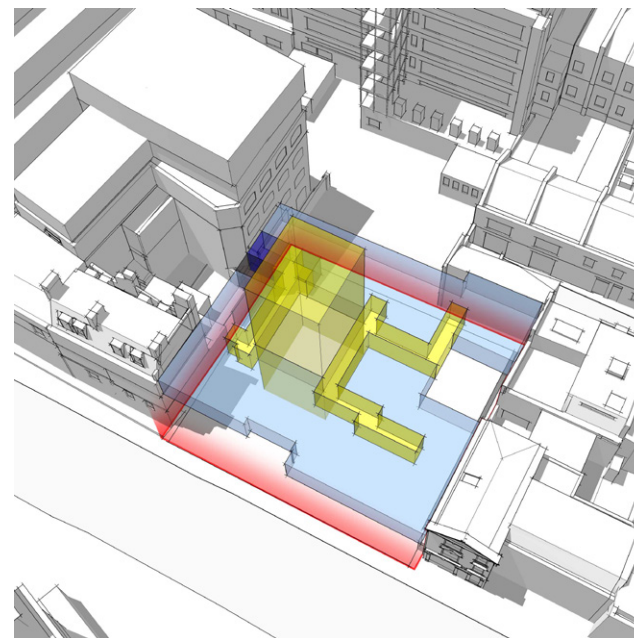
Lower Ground Floor



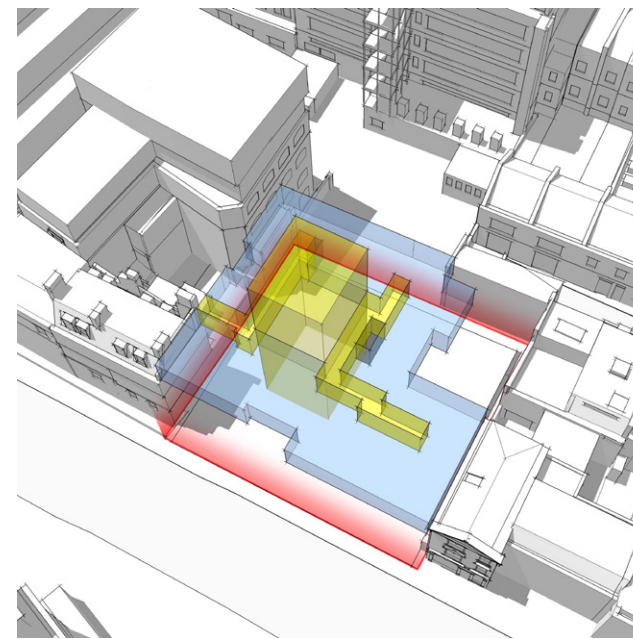
Ground Floor



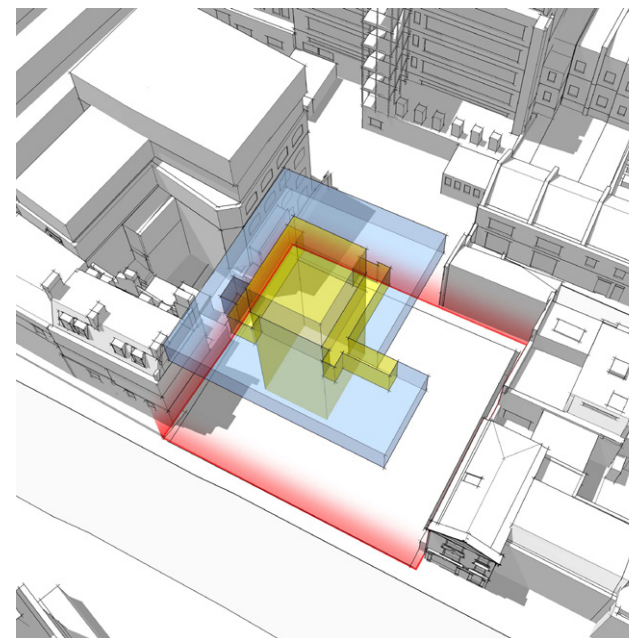
First Floor



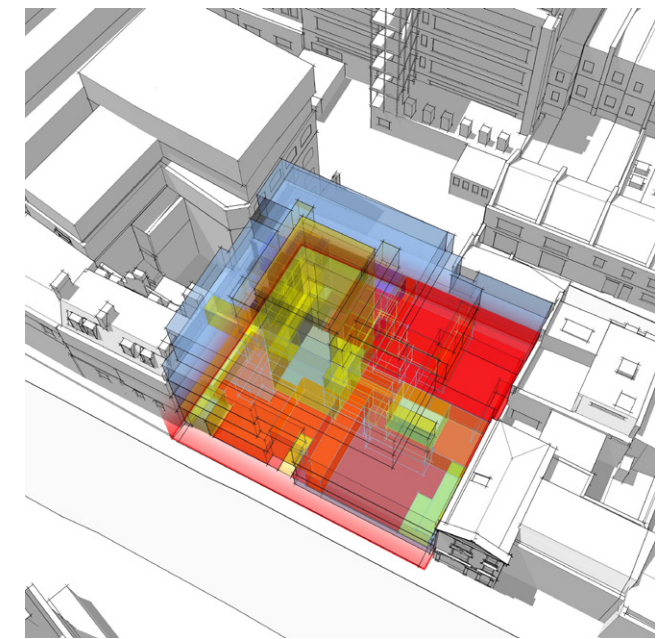
Second Floor



Third Floor



Fourth Floor



Combined Model

