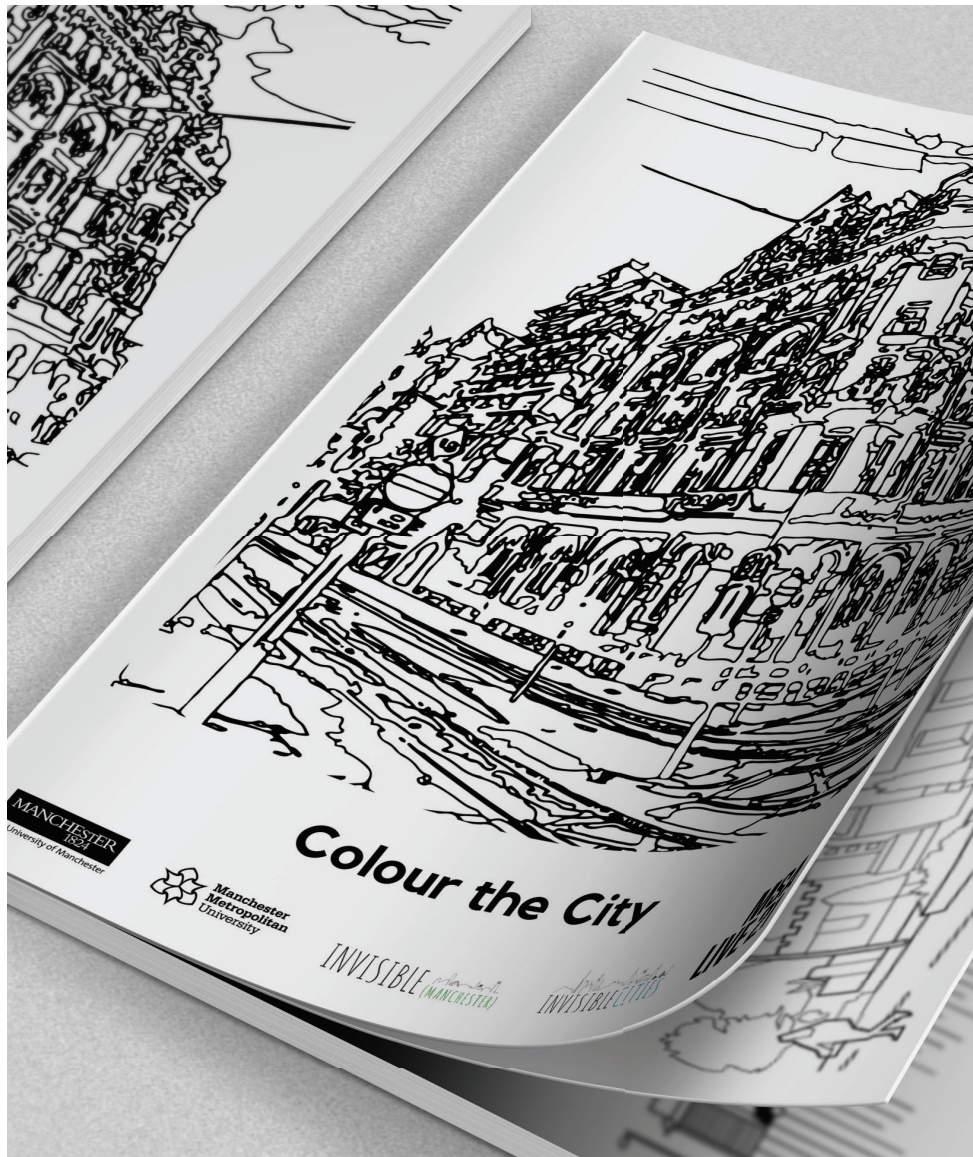


# MANCHESTER SCHOOL OF ARCHITECTURE



MANCHESTER  
1824  
University of Manchester



## Colour the City

INVISIBLE MANCHESTER

INVISIBLE CITIES

Visit [msa.ac.uk](http://msa.ac.uk) for more information



INVISIBLE MANCHESTER

INVISIBLE CITIES

# MSA LIVE 21

## Team

**KIRAN KENNY** (M Arch 01)

**EMILY ZHANG** (M Arch 01)

**IFWAT ZUNAIDI** (M Arch 01)

**FARAH ROSOL** (M Arch 01)

**NURHASSANAH KISSMI** (M Arch 01)

**DAMLA TUNG** (BA 01)

**VIVIAN YANG** (BA 01)

**AUDREY MAK** (BA 01)

**JENNIFER LAU** (BA 01)

**SARA IONETE** (BA 02)

**HANNAH KNIGHT** (BA 02)

**DAVID AMIR SUHRE** (BA 02)

**RONNIE MCTAGGART** (BA 02)

## Partners

Invisible (Manchester), are part of the wider Invisible Cities, a social enterprise that trains people affected by homelessness to become walking tour guides in their own city. They raise awareness about homelessness through the tours, aim at changing perceptions and breaking down the stigma that exists around homelessness. Invisible Cities mission is to create a more positive and inclusive community through local projects that engage the wider community and currently have walking tours in Edinburgh, York, Manchester and Glasgow.

Invisible (Manchester) offers local and friendly walking tours of the city that showcase some of the city's historical landmarks and explore the social projects that make the city what it is. Their experienced tour guides, all of whom have been affected by homelessness, simply live and breathe the city, and offer their own personal insight into the past, present, and future. The tours stray away from the typical tourist attractions and offer an alternative way of viewing the city, a more personal side affected by homelessness.

The high quality training the tour guides receive focuses on confidence building, public speaking and customer service, all of which are transferable skills. Through their tours, it gives them a platform to tell their story, by creating and crafting an experience that is personal to them and sharing it. Each of their tours are their own, highlighting monuments, people and places which reflect their great potential.

# Agenda

## COLOUR THE CITY

Colour the City's project is to design a colour-in postcard booklet for all ages for Invisible (Manchester) to raise funds for their lost revenue over the past year due to COVID19. The colouring booklet will include hand drawings of different places around Manchester in coordination with the tour guides and their routes. The idea is to see the city through 1,000 different eyes by having colour-in illustrations. We also chose a colour-in element because it helps reduce anxiety and depression in adults and creates mindfulness which helps your brain to rest, it's also a fun activity for children. The postcard element is designed to reconnect people and to reduce loneliness, which has been a huge concern recently. The students have provided a design solution to Invisible (Manchester)'s funding and loneliness concerns.

Throughout the two week process of MSA Live, the students were continuously in contact with the tour guides, keeping them involved in the process and development. Collaboration sessions between MSA and Invisible (Manchester) were a big part of the brief, the students went on the virtual tours and had conversations with the tour guides, we had a collaborative quiz and informal development sessions so the tour guides could give feedback to the students on the illustrations. We really wanted to keep them involved and part of the process as much as we could.

Sensitivity was key in this project. The students needed to converse with the tour guides and be mindful of their situations and stories. The groups used their architectural skills to sensitively illustrate places around Manchester that mean so much to the tour guides.

# Virtual Tours

## “Off the Cobbles” with Danny and “Powerful Women of Manchester” with Laura

The Invisible (Manchester) initiative allows visitors of Manchester to stroll the city’s streets in a unique way with individuals who genuinely call it home. On the second day, we had a great opportunity to bring the streets of Manchester to life in our own homes through virtual tours led by experienced Invisible (Manchester) tour guides, Danny and Laura, both of whom have been affected by homelessness.

During the event, BA and MA students were divided into two groups and allocated to an Invisible (Manchester) tour guide, with that each of the groups experiencing the virtual tour with the respective tour guides. The tours were really insightful as we got to hear their own personal insight into the past, present and future through the eyes of someone who had experienced it in a very different light to ours.

The first tour - “Off the Cobbles” with Danny. Danny’s tour took the students around Manchester through his eyes sharing lesser known historical facts in which the journey began at the Cenotaph and ended at the unique pieces of street art in the Northern Quarter. The one hour-plus of insightful journey was punctuated with Danny’s personal stories of his time spent living on

the streets and a thoughtful piece of his poetry, which he recited at each stop. Danny’s wit and wisdom personality made the tour uplifting, educational, and inspiring.

The second tour - “Powerful Women of Manchester” with Laura. First stop of Laura’s tour was at one of Manchester’s finest listed buildings, the Manchester Central Library, in St Peter’s Square. Here, she delved into stories about Emmeline Pankhurst Statue. As a transgender woman, she truly respects the radical feminine history’s rich past by connecting the history of women, or a particularly notable woman, at each stop. Her energetic character and cheerful attitude made the tour of Manchester’s city centre interesting and exciting. Laura’s tour finished in the Northern Quarter, where we virtually walked through Manchester’s streets, both seen and unseen.

We also experienced a tour of other locations by other Invisible (Manchester) tour guides, Richard, Stephen, Nic and Andy. The locations include Old Trafford Stadium, Angel Meadows, Alleyways and many more. Each of the tours was really wonderful and we loved every minute of it. The students left positive feedbacks after the tour.

Image Top (Left) // a: Photo Collage of the Virtual Tour with Danny (MSA Live Blog post)

Image Top (Right) // b: The Hidden Gem (Danny’s Virtual Tour)

Image Middle-Top (Right) // c: St. Ann’s Church (Danny’s Virtual Tour)

Image Bottom (Left) // d: Photo Collage of the Virtual Tour with Laura (MSA Live Blog post)

Image Middle-Bottom (Right) // e: Barnabus (Laura’s Virtual Tour)

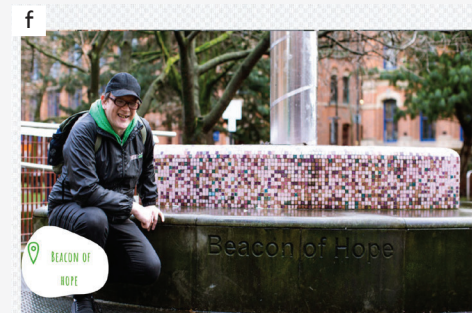
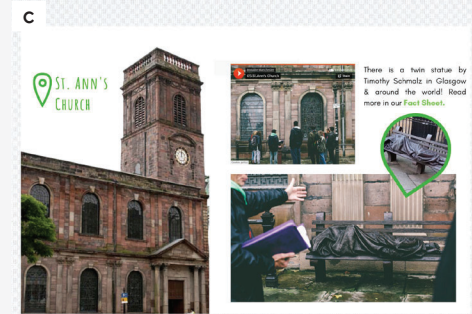
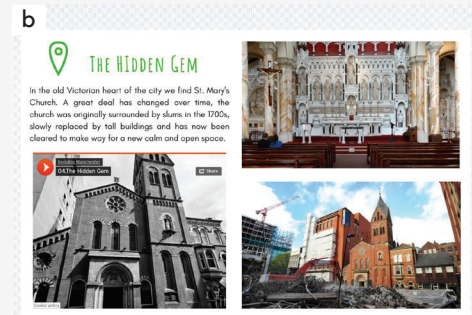
Image Bottom (Right) // f: Beacon of Hope (Laura’s Virtual Tour)

Image Top (Left) // g: Old Trafford Stadium and National Football Museum (Favourite Tour Stops)

Image Top (Right) // h: Angel Meadows and Little Ireland (Favourite Tour Stops)

Image Bottom (Left) // i: Whitworth Art Gallery and Contact Theatre (Favourite Tour Stops)

Image Bottom (Right) // j: Sinclair’s Oyster Bar and Alleyways (Favourite Tour Stops)

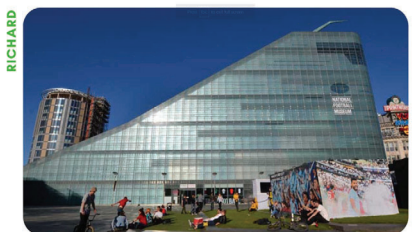


g

### Richard's Favourite Tour Stops!



Old Trafford Stadium



National Football Museum

h

### Stephen's Favourite Tour Stops!



Argyll Meadows



Little Ireland

i

### Nic's Favourite Tour Stops!



Whitworth Art Gallery



Contact Theatre

j

### Andy's Favourite Tour Stops!



Sinnib's Oyster Bar



Alleyways

# The Colouring Booklet

## Initial Ideas and Development of Drawings (colour-in postcards and maps of tour locations)

As part of the task for our booklet, the BA/MLA students need to produce 2-3 drawings of the selected location from the virtual tour to put it inside the booklet as a cover for the postcard. However, to rationalize the selected locations, a series of discussions and exchanges of photographs, locations & text/poems with the tour guide was held where all the Invisible (Manchester) tour guides told their group their favourite locations in their tour and why. Photographs of these locations were handed over to the BA/MLA students to draw from them. Tour guides were also discussed with students what text/poem would accompany each drawing as discussed and organised with Invisible (Manchester).

After deciding within their small group about selecting the location, each student has produced the drawing with different assigned locations using their style and method of drawing. All the progress and works were added to the Miro board, so everyone is kept in the loop and making the work progress easily accessible.

Image Top (Right):  
Sketch Development  
Group 1  
(MSA Live Blog post)

Image Top (Left):  
Group 1 work in progress  
on Miro  
(Drawn by Damla &  
Jennifer)

Image Middle-Top (Left):  
Group 1 work in progress  
on Miro  
(Drawn by Amir & Ronnie)

Image Middle-Bottom  
(Left):  
Group 2 work in progress  
on Miro  
(Drawn by Audrey & Vivian)

Image Bottom (Left):  
Group 2 work in progress  
on Miro  
(Drawn by Sara & Hannah)

Image Bottom (Right):  
Sketch Development  
Group 2  
(MSA Live Blog post)

Through virtual tours with their tour guides, BA/MLA students gained insight, personal experiences of the locations, and a deeper understanding of each tour guide and were able to draw creatively through sensitivity. MA students went on the tour to enrich the feedback and offer any help to the BA/MLA students by having the same experience and sharing their skills and knowledge on producing the drawing.

A few informal work-sharing sessions within the MA and BA/MLA students were held to encourage teamwork and communication between groups and keep track of the progress. We have also presented our sketch developments to the Invisible Manchester team to advance the projects forward and get input on our booklet progress. These activities accurately describe our aim to encourage two-way communication, allowing us to explore how the booklet progresses and collect feedback to ensure the outputs meet the collaborator and our group vision.

# Collaborative Sessions

## with External Partner: Invisible Manchester

Over the two-week period, the MSA Live Team have arranged a series of collaborative sessions to further engage the students with our external partner in order to establish a mutual communication between both parties and encourage knowledge sharing that will positively contribute in the final outcome of this project.

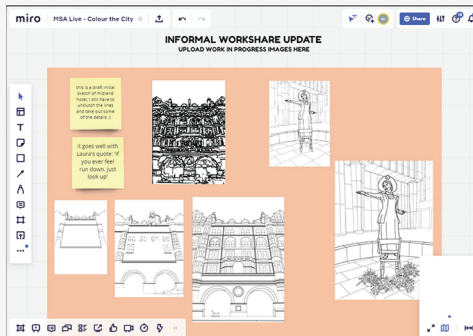
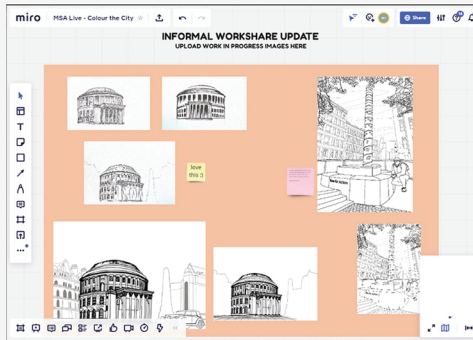
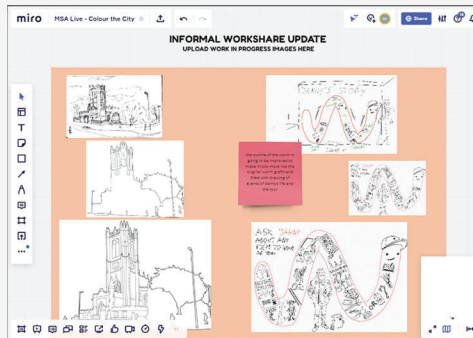
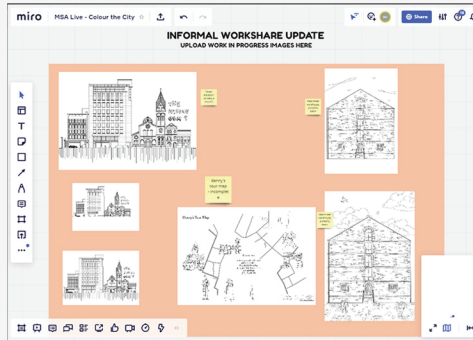
The collaboration scheme includes a fun quiz evening with the Invisible Manchester team, a feedback session with our external partner preceding the drawings development and progress presentation from the students, and students engagement in Invisible Manchester's social media platform as a strategy to increase the audience awareness on social impact that this project brings.

As part of our brief to reduce loneliness and involving the tour guides continually throughout this project, a fun quiz evening was organized at the end of the first week to allow the students and the Invisible Manchester team to connect and further promote an amicable and fun alternative to communicate informatively. Through this collaborative quiz, we also had the opportunity to be acquainted with other tour guides such as Nic, Andy and Ric whom

we are yet to experience their individually unique tours.

A feedback session with Invisible Manchester were held on the first day of the second week where the students presented their work in progress to the tour guides and the external partner representatives to keep them updated on the development of drawings and getting them involved in the production process. We had a feedback session by the end of the meeting in order to elevate the engagement of students with our external partner where positive criticism was given to allow students to see what can be improved to achieve the best final outcome that will mutually benefit both parties.

We had a brief talk with Lauren from Invisible Manchester team on the following day to discuss about our involvement in their official Instagram page and also the marketing strategy for the colouring booklet. Ideas were shared in an online platform via Google Docs before it is finalised by Lauren to be organised in Trello application. From there, the collaborative board created will tell us what post will be uploaded. The posts will give an exposure to Instagram users about the importance of this project.



round 1  
guess the recipe

round 2  
syno-films

round 3  
general knowledge

round 4  
family fortune

Football	5pts
Tennis	4pts
Cricket	3pts
Rugby	2pts
Netball	1pt

## 4 rounds & group 2 won!

5pts
4pts
3pts
2pts
1pt

## ideas

timelapse of sketches

#welcome wednesday

sneakpeak of final outcome

instagram poll for viewers

collaborate with influencers

tentils and lather, feel good club, a curious collection, manchester art gallery, 42nd street

shop in roya exchange, cafes in arcades, chapter one, the horsfall

potential places to stock the colouring booklet

Liked by themсарch and others

invisiblemanchester This week we started our student-led collaborative project with Manchester's School of Architecture (MSA) @themсарch @msamarch

We cannot wait to share more details about our project and the students themselves over the next week! ➡

327 Posts 1,722 Followers 990 Following

Invisible Manchester  
Travel Company  
We train people who have experienced homelessness to become walking tour guides.

Manchester  
Social Enterprise... more  
linktr.ee/invisible\_manchester  
Followed by @15workshop

Following Message Contact

Reviews Achieve... Training Tours The Team

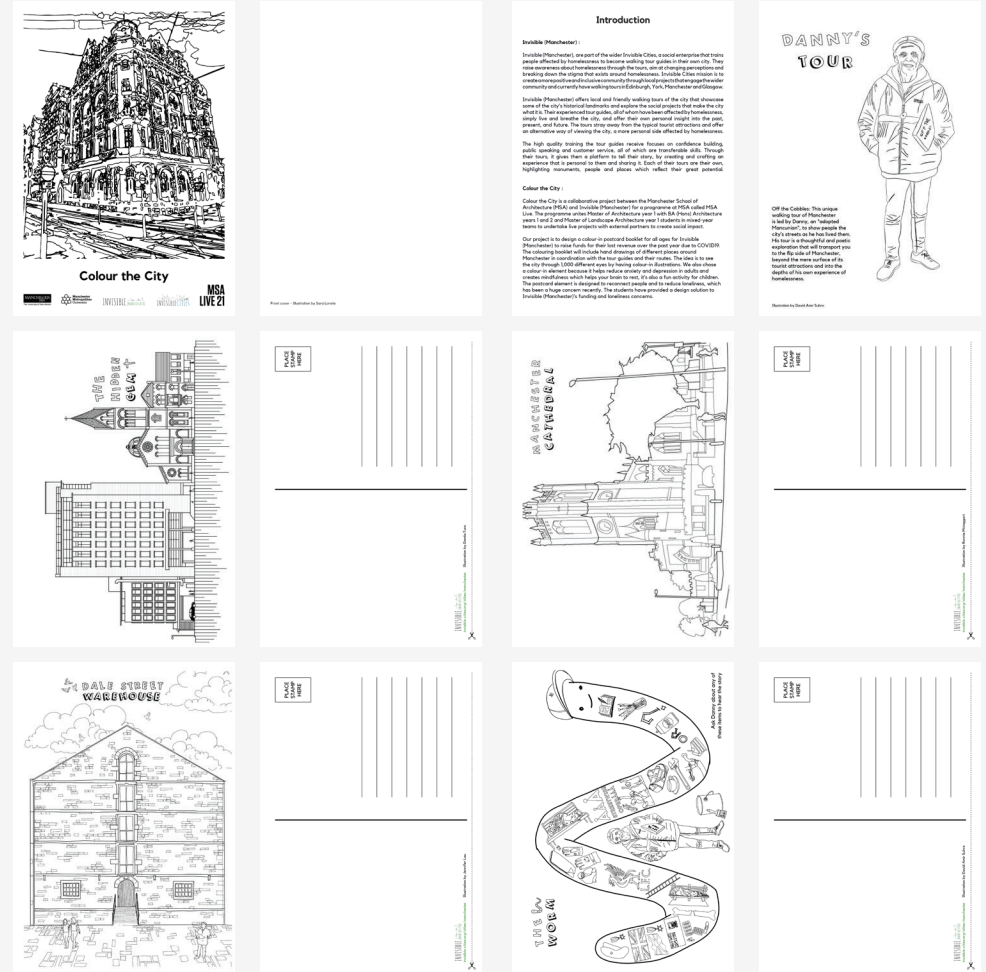
# The Colouring Booklet

## Final Outcome (colour-in postcards and maps of tour locations)

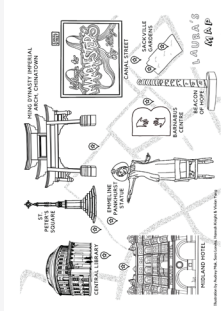
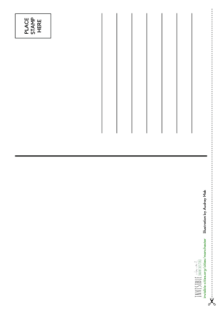
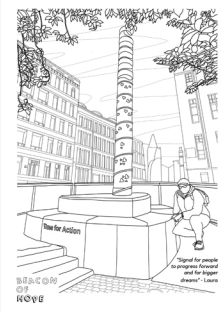
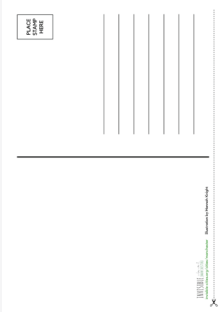
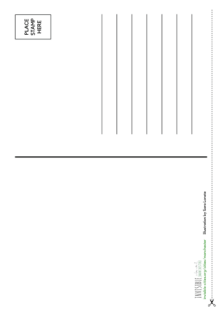
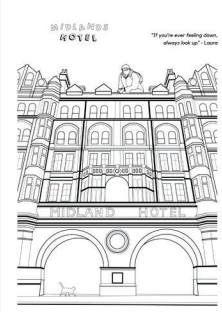
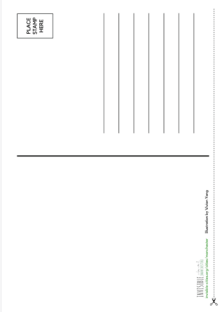
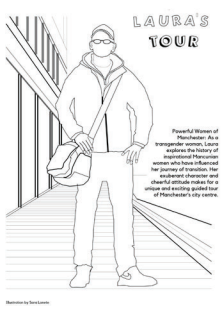
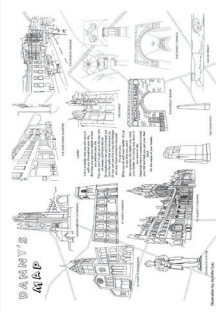
After two weeks of drawing and discussing the colouring book, the final outcome of the colouring book presents as a 34-pages A5 booklet. There have been some minor changes in the layout and format of the colouring book regarding the requirements of book publishers that Invisible (Manchester) suggest. After a few informal work-sharing sessions with the MA and BA/MLA students, the final drawings of the colouring book are finished and put in an InDesign template; each illustration is accompanied by a bubble style title indicating its location a quote of choice. Also, on the back of the drawing is a postcard layout page. The final structure of the colouring book is divided into three chapters, including the colour-in postcards of Danny's tour, Laura's tour and other

tours. The first two chapters include: A tour chapter page. Four colour-in postcards of the chosen location in the tour. A collage map of the tour. The third chapter has almost the same except for the tour map as it includes multiple tours. Apart from the three chapters, there are also four pages including: a front cover, an Acknowledgements page, a publicize page that said "If you want see more, come on the tour", and a back cover. The final outcome of the booklet is an InDesign file which will be handover to the Invisible(Manchester) for future use. It could be printed out as an actual booklet or uploaded online as a digital version.

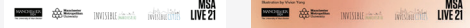
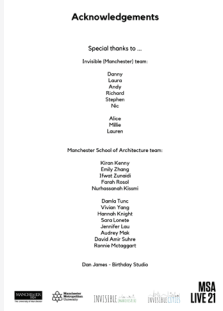
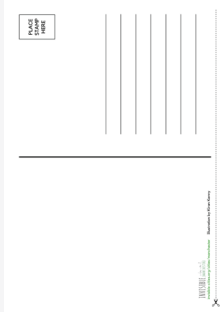
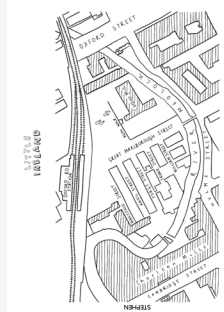
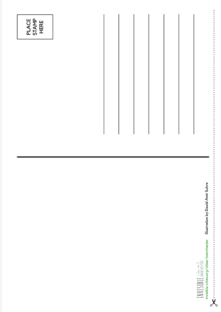
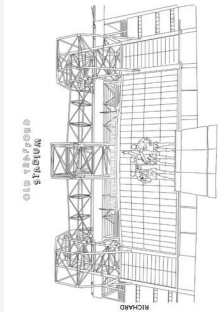
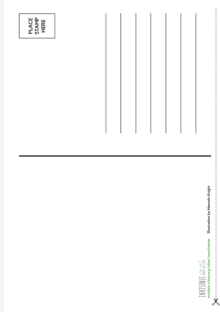
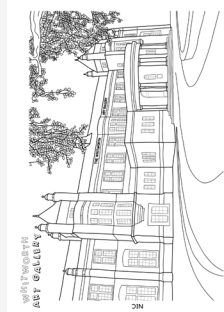
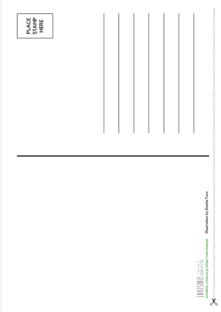
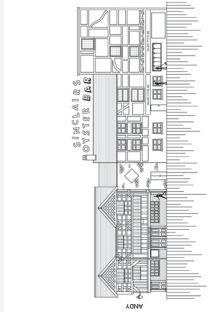
## Final Outcome (colour-in postcards and maps of tour locations)



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## ABOUT

Each year the MSA Live (formerly Events) programme unites M Arch. year 01 with B Arch. year 01 and 02 and M Land. Arch 01 in mixed-year teams to undertake live projects with external partners to create social impact.

## LIVE PROJECTS

All MSA Live projects are live. A live project is where an educational organisation and an external partner develop a brief, timescale, and outcome for their mutual benefit.

## SOCIAL IMPACT

All MSA Live projects have social impact. Social impact is the effect an organization's actions have on the well-being of a community. Our agendas are set by our external collaborators.

## EXTERNAL PARTNERS

MSA LIVE projects work with many organisations: charities, community groups, social enterprises, community interest companies, researchers, practitioners and educators.

## STUDENT-LED

Our MSA masters students take the lead in the project conception, brief development, delivery and co-ordination of a small project. Other cohorts join for an eventful 2 weeks of activities at the end of the academic year.

## KNOWLEDGE TRANSFER

Working in teams within and across year groups and courses; MSA students participate in peer to peer learning. In addition, collaborators, participants and students engage in the transfer of tangible and intellectual property, expertise, learning and skills.

## LARGE SCALE

This year approximately 600 students from 4 cohorts in MSA will work on 42 projects with partners.

## QUESTIONS

For questions about MSA Live 21 contact MSA Live Lead: Becky Sobell:  
**b.sobell@mmu.ac.uk**

## BLOG

[live.msa.ac.uk/2021](http://live.msa.ac.uk/2021)

## SOCIAL

#MSALive21

@TheMSArch

@MLA\_TheMSArch

## WEBSITE

[www.msa.ac.uk](http://www.msa.ac.uk)