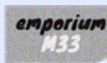


MANCHESTER SCHOOL OF ARCHITECTURE

Emporium M33 is a 3 storey building in Greater Manchester, comprising of 52 sole trade retail shops, including a hair stylist, a tailor, a healthy eating cafe and many different trinket shops. The Emporium is located just off the high street and therefore is often missed by potential customers. Our job is to help create awareness, by means of a new website, local advertisement and wayfinding.



Visit msa.ac.uk for more information



Skills for project:
Graphic design
Advertising
Web design
Content creation

Team:
Amber Roxburgh
Amira Al-Nejjar
James Keogh
Yuji Hirota

**MSA
LIVE 24**

Team

Amira Al - Najjar (MArch1)

James Keogh (MArch1)

Amber Roxburgh (MArch1)

Yuji Hirota (MA AR)

Danyal Ahmad (BA2)

James Edward Knowles (BA2)

Xander Lees-Jones (BA2)

Dila Kara (BA2)

Zoe Henley (BA2)

Stella Moore (BA1)

Charlie Berryman-Jenkins (BA1)

Mohamed Sherif Mohamed Fathy (BA1)

Haytham Farah (BA1)

Siya Rajesh Mamidwar (BA1)

Partners

Our collaborators for this project are the wonderful creatives at Emporium M33. We are working closely with Scott Lyons Emporiums owner whilst taking in general feedback from business owners to achieve an output that they are all happy with. Emporium M33 is a collective of over 50 individual traders situated in central Sale. Emporium strives on being a community which allows for local businesses to express themselves and helps new entrepreneurs start a growing business.

We would like to say thank you to the members of the Emporium for their cooperation, with a special thank you for Scott, Claire and Carolyn for their continued patience, support, trust and investment into this project. We hope we have made a difference for your businesses and hope this continues to show impact in the years to come.

Emporium M33

Emporium M33, in the heart of Sale, Manchester, is a significant community marketplace. Housed within a three-storey building, just a stone's throw away from the canal and a convenient tram stop connecting it to Manchester city centre, Emporium M33 offers visitors a diverse shopping experience. With over fifty independent businesses, it's a focal point for local business and community engagement.

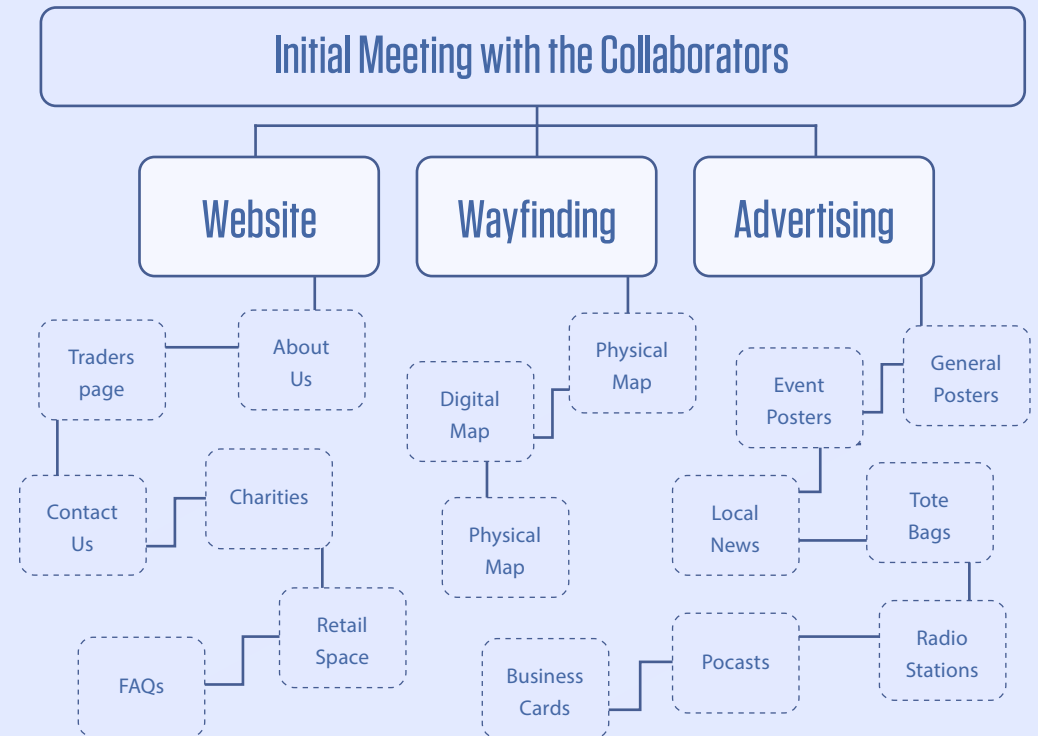
Emporium M33 fosters a sense of belonging among its visitors and business owners. From artisanal crafts and locally sourced goods, it offers products reflecting the spirit and diversity of the Sale community.

Output considerations

Building upon last year's successful project, our focus this year is on enhancing the overall experience at Emporium M33 through strategic improvements in signage, wayfinding, website development, and advertising.

In the initial stages, we conducted thorough site visits and engaged in collaborative discussions with stakeholders to gain valuable insights into their specific requirements and challenges.

Through our collaborative efforts in wayfinding, website development, and advertising, we aim to contribute significantly to the success and energy of this marketplace.





Event Poster Creation and Window Shop Display

We created a poster to advertise the event, with illustrations that describe both Emporium M33 and the activities included on Friday. The poster was displayed in stores across Sale, including a feature in a window display in Stanley Square. We also assisted in the creation of this display, highlighting their products, themed around Trafford Pride.





Jamie

Stella

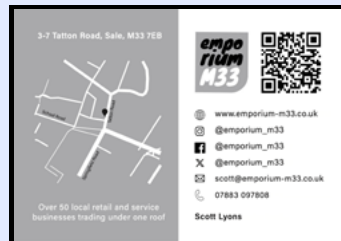


Jamie

Leaflet Creation with the Risograph Printer

Both the poster and flyer were printed using the Risograph printer, one of the most eco-friendly automated print processes. The printer creates one master drum per colour, using these masters to print large amounts of copies with soya-based ink and zero heat, thus minimising environmental impact. Recycled cartridge paper was used for all prints, a choice which benefited both cost and sustainable production aims.

Riso printing also creates a distinct visual texture, which helps achieve a vivid and eye-catching print advertisement. Furthermore, creating masters allowed us to test on different coloured papers for further experimentation. However, each master costs £1 and thus creating new masters (for example, to change colour saturation) impacted the budget. In reflection, we would more thoroughly consider the saturation of masters prior to their creation.



Map Stand Creation

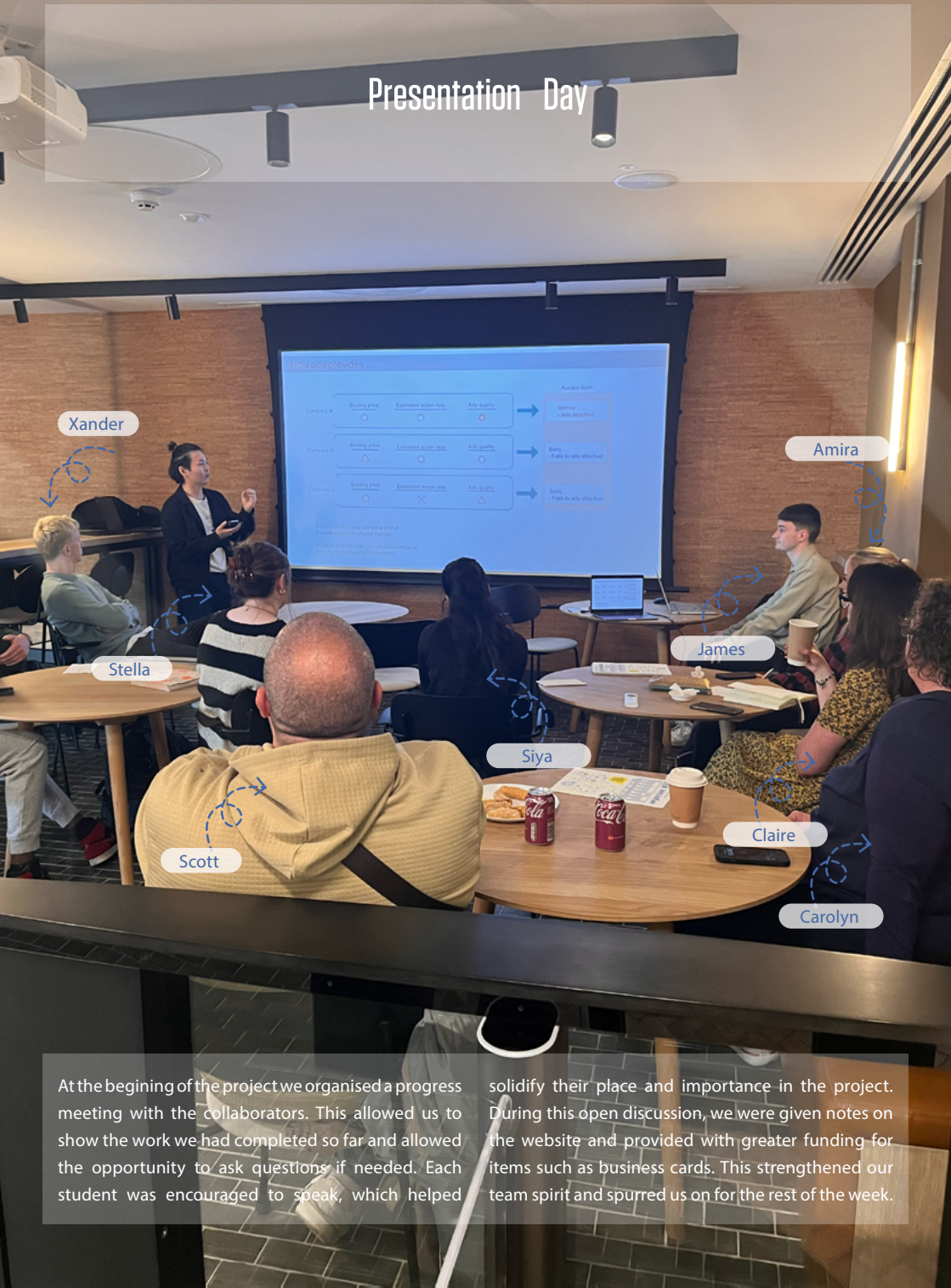
Our mission to enhance the wayfinding around the building at the emporium entailed a process of sharing ideas on how to present this visually as well as through form and materiality. From initially proposing a paper map stuck up around the shop, we then came up with the idea to print the map onto MDF via laser printing as well as creating our own map stand, and painting key colours onto it which we felt would be more collaborative and unique. To test this, we created a prototype of how this would form into a stand onto CAD and printed this out which successfully came together.



Siya

Danyal

Presentation Day



At the beginning of the project we organised a progress meeting with the collaborators. This allowed us to show the work we had completed so far and allowed the opportunity to ask questions if needed. Each student was encouraged to speak, which helped

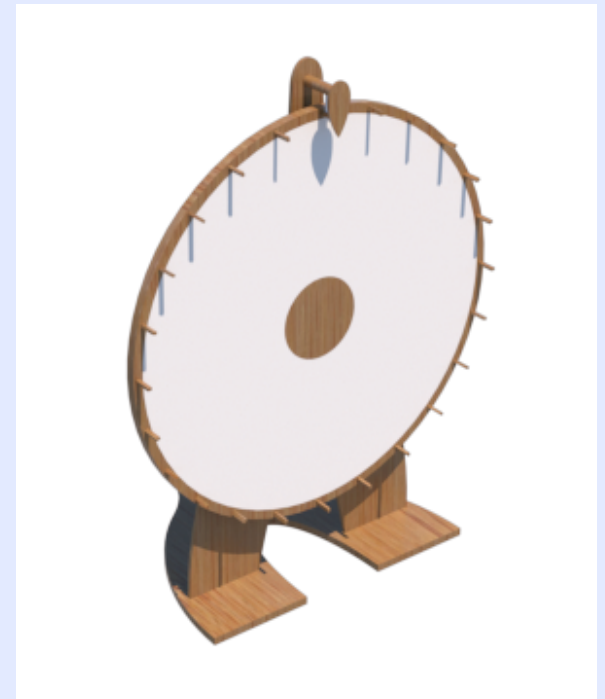
solidify their place and importance in the project. During this open discussion, we were given notes on the website and provided with greater funding for items such as business cards. This strengthened our team spirit and spurred us on for the rest of the week.

Spin the Wheel Creation

We began to design and create the mock-up based on several in-depth discussions with the client for determining the design, budget, materials to use of the spin a wheel during the event with reviewing the 3D model.

Yuji Hirota (MA) and Charlie Berryman-Jenkins (B1) designed the wheel using MDF sheets 6mm and 4mm to create the structure of the turntable and its support. For the surface of the turntable, unlike the conventional spin a wheel, we used a 3mm white acrylic board, where we could write the prizes using a whiteboard pen to allow for the collaborators to reuse the wheel in the future. The rotating parts of the wheel, was made with ball bearings (28mm external diameter) to ensure smooth operation, is connected to the behind structure with wood dowel (15 mm diameter). However, we found that there were a lack of consideration of the heavy weight of turntable which tilts the wheel slightly, making rotating speed slower after a few experimentations.

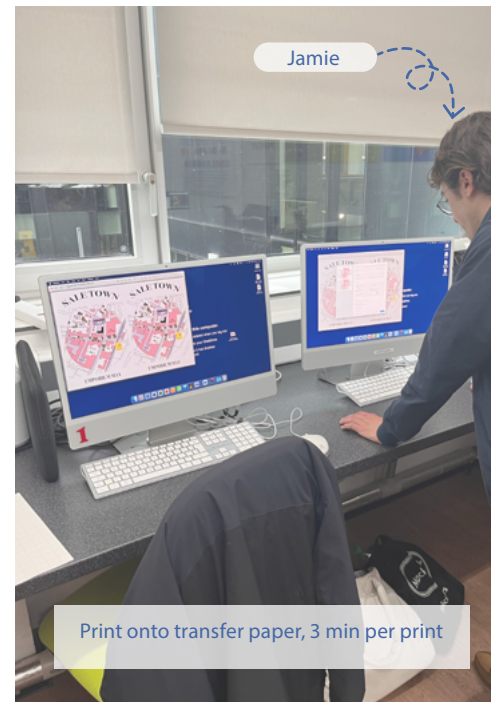
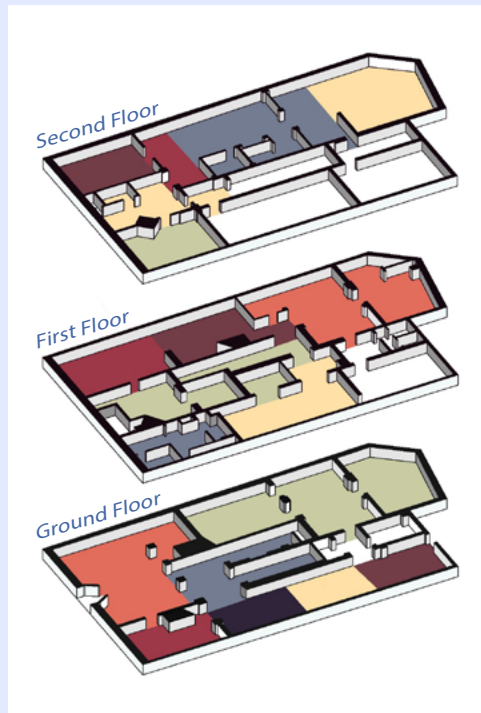
We faced a few issues with the modelling process: although it worked well in the operation during the event, we needed to regularly adjust the wheel to take it back to original position; secondly, there is a material concern for degrading in the future. Considering the budget, we only had the option to use MDF, but using plywood would be more durable and less weigh as the B15 staff recommended. Overall, we understood the importance of deliberate consideration of the Action Plan and more in-depth discussion with collaborators or investors.



Map Stand Creation

To keep consistency of our design, we used laser printing to create the signage boards which will be used in store for directing users around the building. Once printed, we pressed chalkboard roll on top of these cuts to allow the shop owners to easily amend any changes and then connected them all via hooks.

In the meantime, we all drew over existing plans which were currently out of date and used this to create an isometric illustration (shows to the right) to later print onto the boards. Once we successfully printed this out, we all got together and painted a coded version of the shops and also applied a sheet of chalkboard to the key.

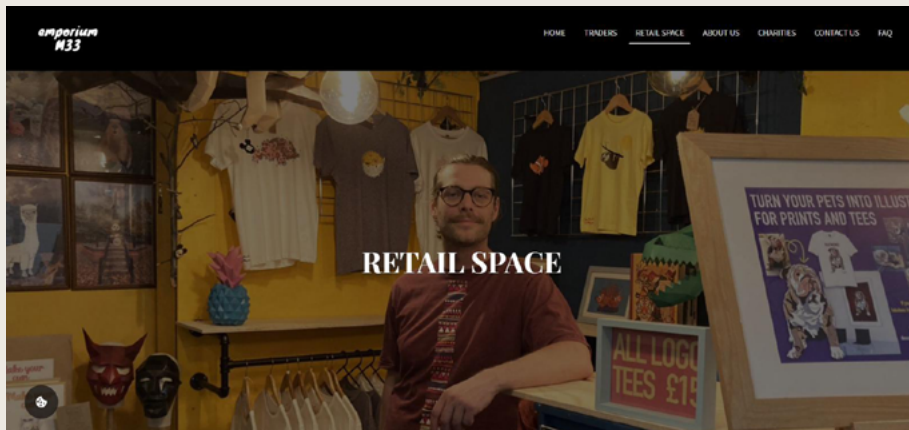
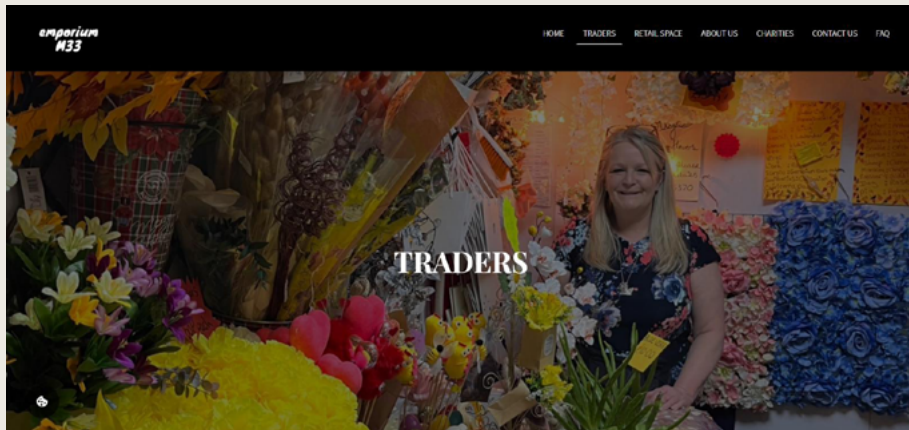


Tote Bag Personalisation Using Heat Transfer Paper

We designed a graphic for the tote bags showing the town of Sale, highlighting the location of the Emporium in reference to local landmarks. We printed the graphic onto heat transfer paper and heat pressed this onto the tote bags. The quantity of 100 tote bags meant we had to print the design using three printers, with two designs printed on each A4 sheet.

This worked successfully, especially considering the quantity. We initially wanted to print the logo onto the bag of the tote bags, however in our test print we found that the grey logo came out green, due to the yellow hue of the fabric. Additionally, our original plan was to screen print the graphic as this would have been cheaper, however it would not have allowed us to achieve the level of detail which heat transfer did.





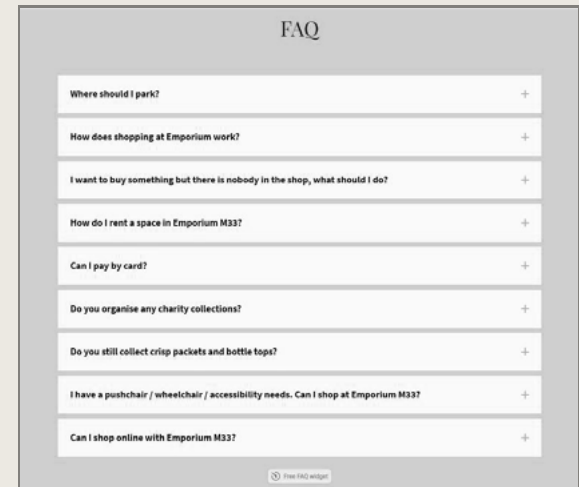
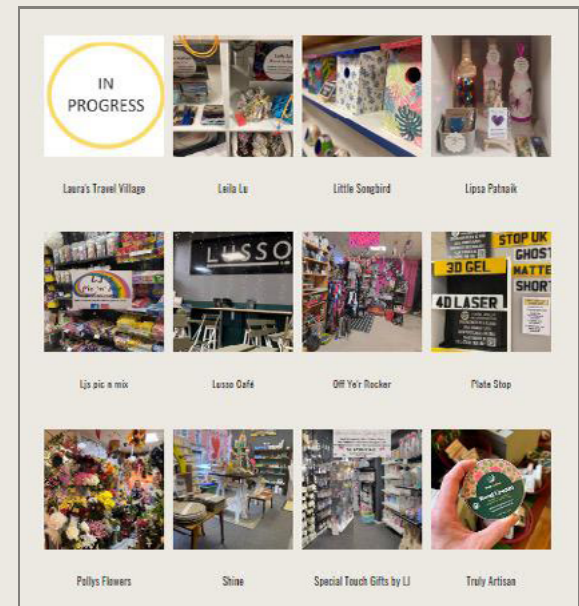
Designing the Website

Over the past two weeks, our team collaborated with Emporium M33 to develop an engaging website for this local business. Working with two bachelor's students, we captured the essence of Emporium M33's marketplace and enhanced its community presence. Inspired by 'Afflecks' website in Manchester, we created a dynamic, user-friendly interface reflecting Emporium M33's quirky charm.

The website features key sections: Home, Traders, Retail Space, About Us, Charities, Contact Us, and FAQ. We highlighted trader stories with links to their sites and socials, detailed retail space opportunities, and emphasised Emporium M33's community mission. The design ensures easy navigation and engagement, allowing visitors to connect with traders and learn about marketplace initiatives.

Today, we showcased the website to collaborators and the Sale community. The positive response confirmed our design's effectiveness and the value of our collaboration.

Creating this website was my first experience, and it had its challenges. My coding skills weren't advanced enough to add a search feature or automatically categorise traders into sections like 'Clothing'. Despite these limitations, this project has enhanced our skills and strengthened the bond between Emporium M33 and the Sale community. Visit the new website at www.emporium-m33.com.





Showcase!

We all met up early and headed straight to site which entailed a collaborative presentation celebrating all our achievements over the last two weeks and showing our thanks for the incredible support accumulated. Once we arrived, we set up and saw the public quickly join in, excited by our spin the wheel which gave them an opportunity to receive one of our hand crated tote bags, a free prize draw, sweets and cupcakes. As we began our showcasing event, we were incredibly proud to announce and navigate our audience to our new website which enabled anyone to easily access and explore Emporium M33 as well as helping the local retailers to promote their businesses. This was then followed by the handover of the directory

map stand which will be situated at the entrance for anyone entering the building to be quickly presented with the planning and mapping out of the shop along with signage located by each stairway. This was all simultaneously aided by the advertising team which exhibited their long research process which allowed the emporium to engage with a local podcast, production of bespoke tote bags, blog posts written by local businesses, custom-made event posters and handing out leaflets around the local area on the day. We are all incredibly overwhelmed with the success and impact we have felt and achieved working with Emporium M33 as well as the hard-work of the students we have had the delight of working with.



ABOUT

Each year the MSA LIVE programme unites Masters Architecture year 1 and Masters of Architecture & Adaptive Reuse students with those in BA foundation, year 1 and year 2 and Masters Landscape Architecture 1 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 are for community benefit or 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 joined 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 6 cohorts in MSA have worked on 40 projects with partners.

QUESTIONS

For questions about MSA LIVE please contact the MSA LIVE team:

msalive@mmu.ac.uk

BLOG

live.msa.ac.uk/2024

SOCIAL

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