
Ready, Set, Home!: “Coming Home to the Theatre” and Cultural Identity in London’s Barbican Estate

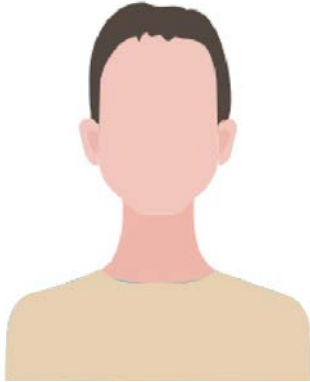
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Kelly Tan



PHASE/ 01. Research and Design Analysis

Content Analysis





Adam

- Mid 20s English man
- Has resided in the Barbican since childhood
- Grew up seeing local theater performances at the centre with his family
- Was inspired by his experiences to pursue lighting design



Eve

- 30ish English woman
- Works at the Barbican centre as a local businesswoman
- Mentions about the Guildhall School of Music and Drama nearby for more information
- Says the area is quieter compared to the streets
- She thinks a lot of people would like community events



Danielle

- Older White English Woman, around 65-70 years old.
- Lived in the barbican area for a long time.
- Likes the idea of a pop-up theater
- Mentioned how the space is very community driven and is impacted a lot by the Guildhall School of Music and Drama.



Chris

- Older English man, about 40-50
- Lives there
- Says the area is not terribly busy and typically quiet
- Quiet exhibit

Written Proposal

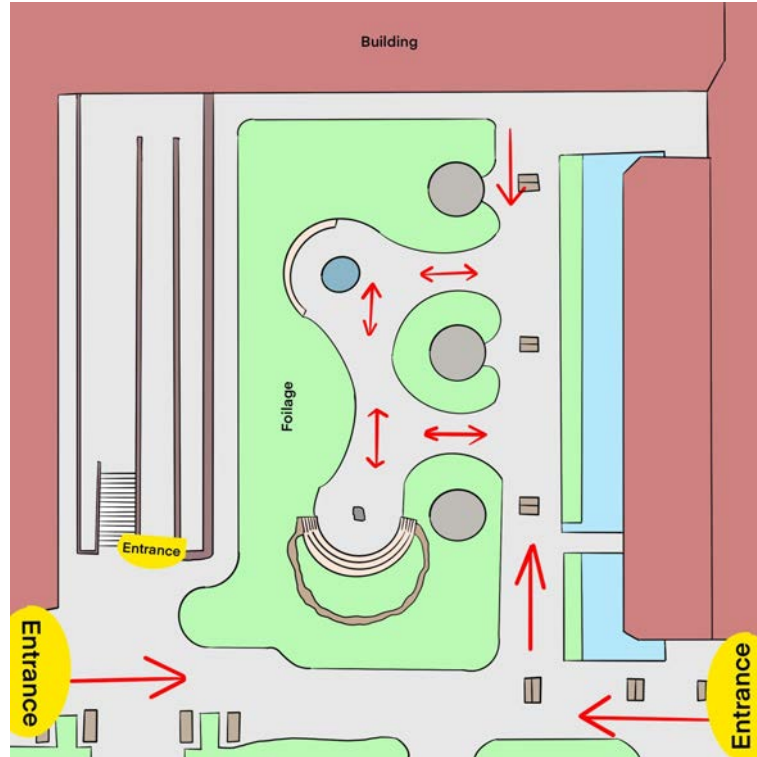
- Commission the creation of five (5) set design models of various plays/musicals that are part of the history of live theater in London **and** whose stories deeply explore themes of home
 - The Mousetrap (1952)
 - **Abigail's Party (1977)**
 - Billy Elliot (2005)
 - The Play That Goes Wrong (2012)
 - Dear Evan Hansen (2019)
- Professional set designers in the Barbican area who work for smaller, local theatrical venues (and local students at the *Guildhall School for Music and Drama*) will be in charge of creating these models
- Interactive electronic elements showcasing lighting design will also be included
- Models will be on display 24/7 during the summer of 2023 for visitors

Site Analysis

Location:

Beech Gardens in
Barbican Estate,
Central London -
Financial District

**Diversity, Equity and
Inclusion:** Middle
class flats, access
from Beech Street,
stairs and ramps to
car parks



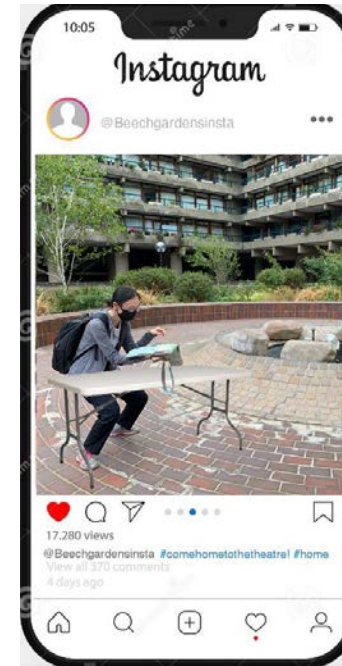
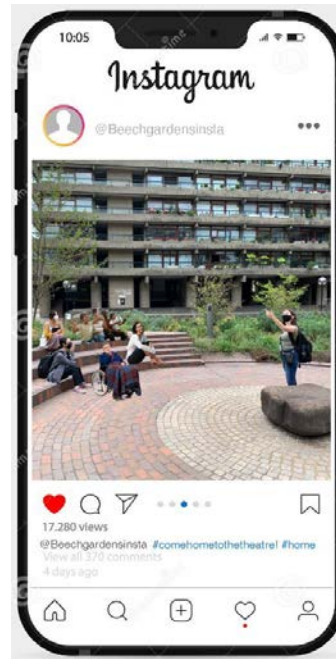
Finalized marketing strategy (1/2):

- Posters around the Barbican Centre and promote the event on social media
- We really want to put a **focus** on the further meaning of “*What is Home?*” So this is done with pop up stage sets, set in an interesting and memorable way around the area of the gardens.
- Each pop up stage set from a theatre would be displayed on an element from the “Home”
- One example: a cozy chair inviting curious visitors to the space. A chair is known for being a comfortable place to rest after a long, hard-working day.
- The pop up sets would be presented for a season of the year, and it is free to come and view which encourages the local community and all ranges of audiences to come together to see the peaceful *home*.

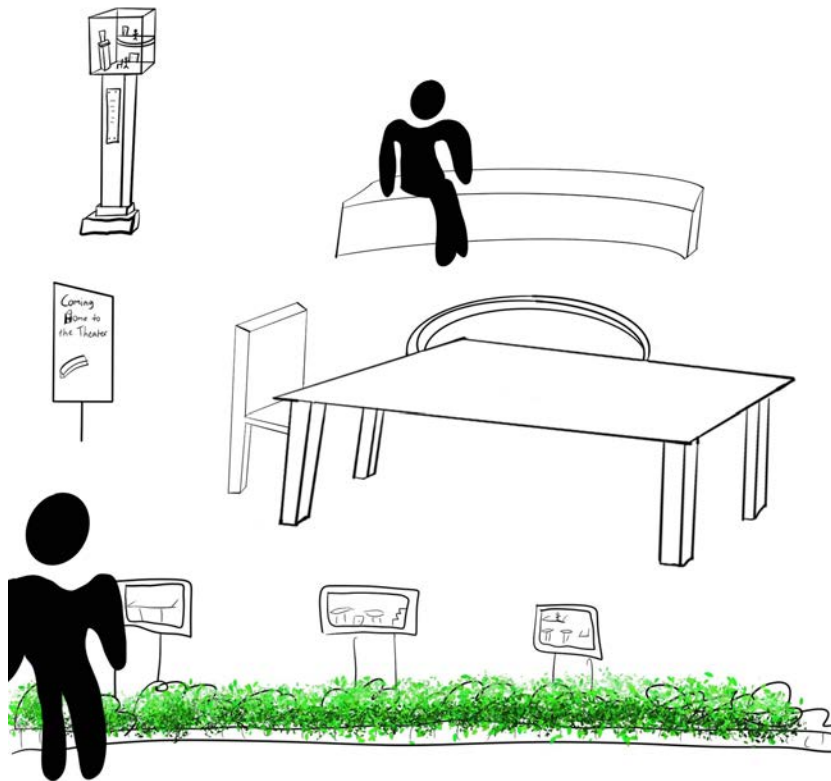


Finalized marketing strategy (2/2):

- Additionally for *a few days in the year*, we could add on **live action open air performances** in the space, as well as promote an *annual crafting event day* to learn more about the construction of stage props near the water fountain which would be open to all ages. Here are some examples presented through social media:



PHASE/ 02. Concept and Design Proposal





V&A Museum: Theatre & Performance

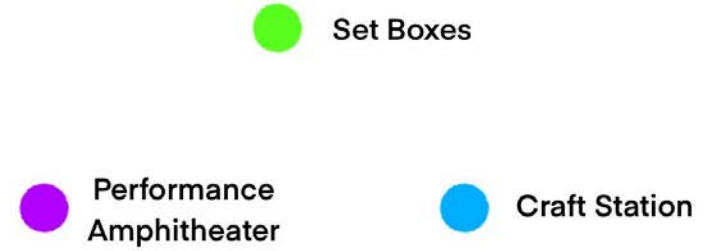
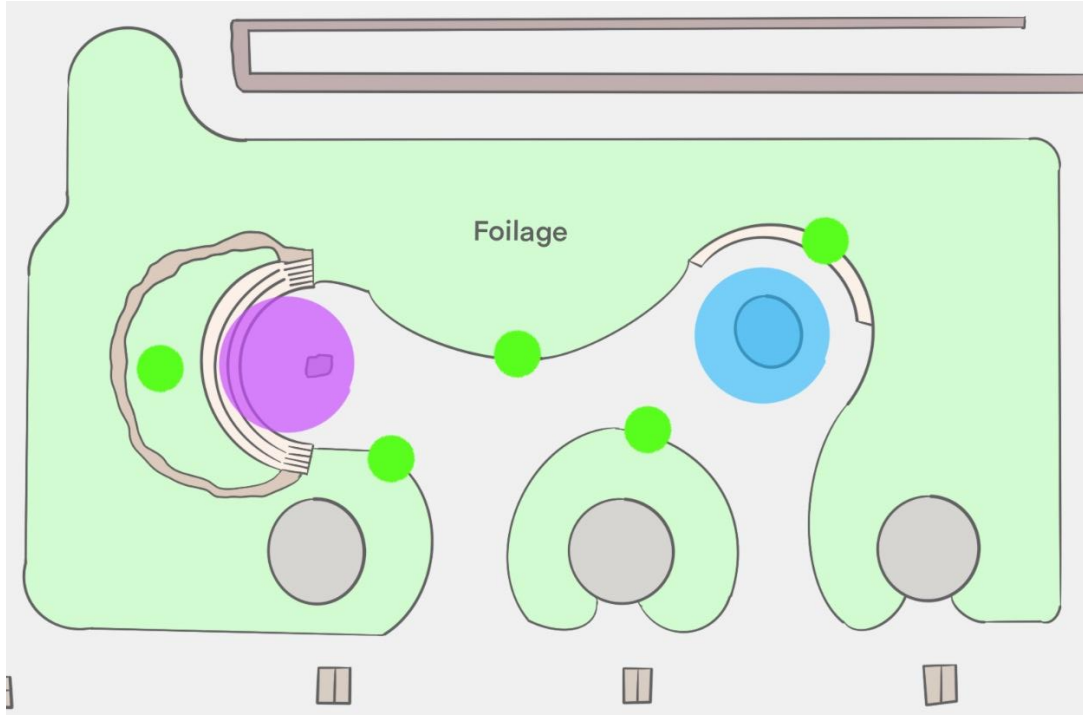
- Controlling the lighting in a set
- Writer's studio area
- Small set model

Pop-up exhibit in Philly's Kensington Neighborhood

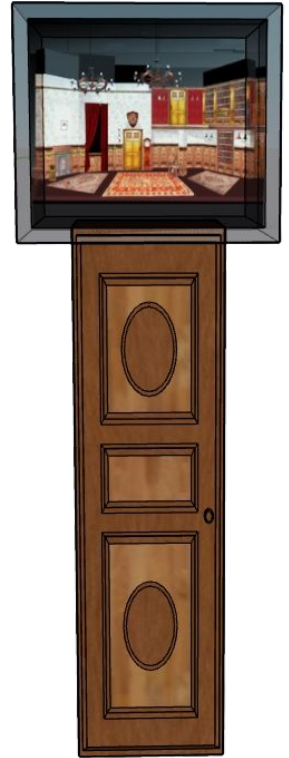
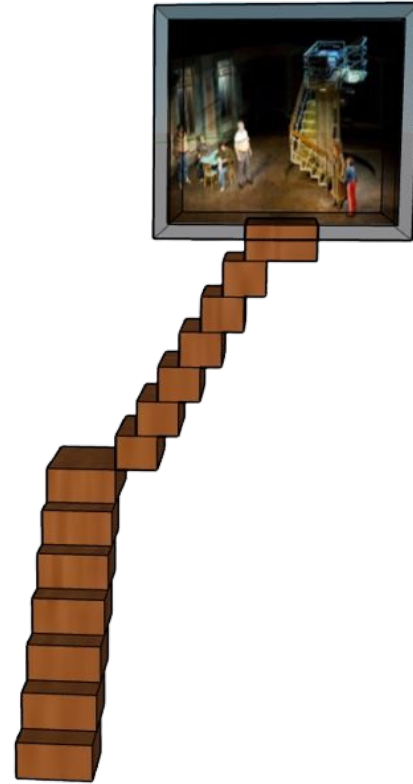
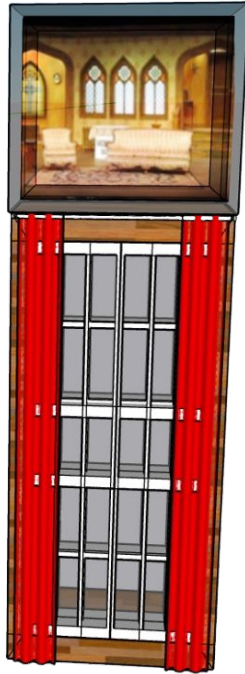
- Focus on gentrification

PHASE/ 03. Detailed Design Solutions

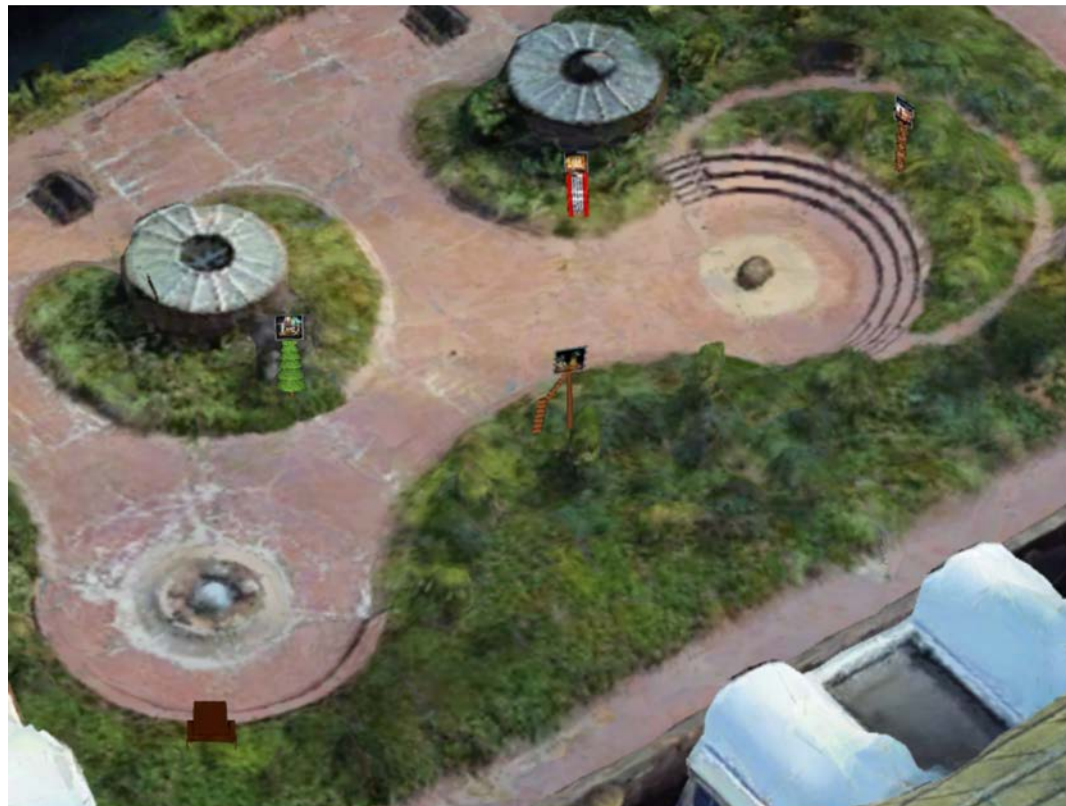
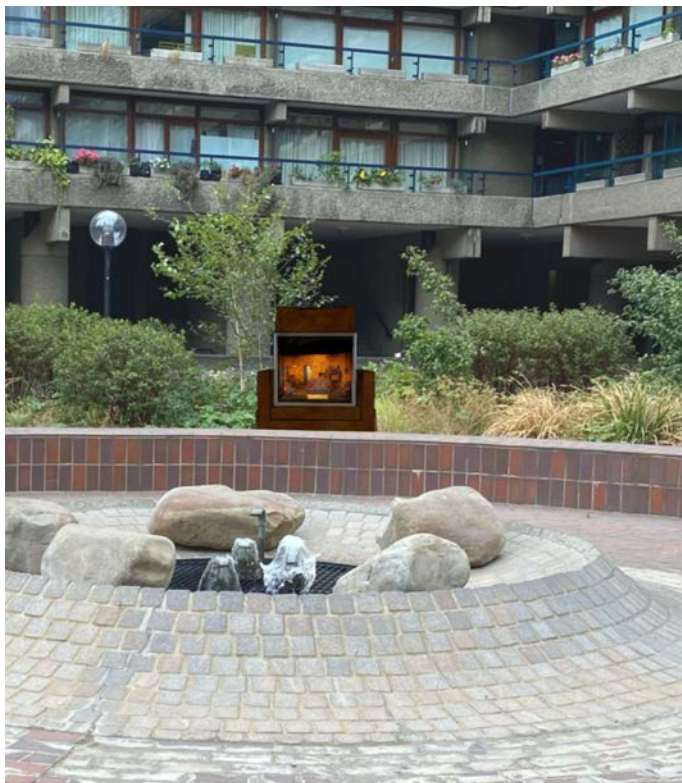
Site Plan



3D Renderings



3D Renderings



Futura Bold
Futura Medium

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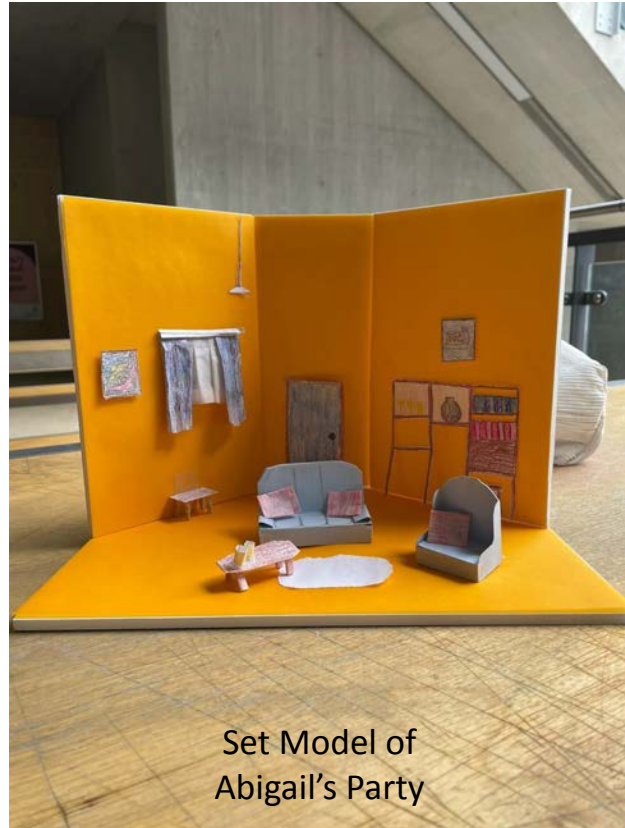
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Material Palette



PHASE/ 04. Design Documentation and Intent



Interactive Lighting:

- Guests can press buttons on the models to light up different sections of the set.
- Powered by solar technology



Final Call to Action:

- Shine a spotlight on the essential role that non west-end theaters in London play in creating/maintaining a welcoming community for residents Barbican Estate neighborhood. Encourage community members to participate in accessible, local theater opportunities (acting wise or backstage) to support students and enjoy the fun in performance.

Works Cited:

Images:

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Links:

<https://why.org/articles/pop-up-exhibit-in-phillys-kensington-neighborhood-puts-focus-on-gentrification-photos/>

Software used: Canva, photoshop, illustrator, figma, sketchup