

Project Orange



PRACTICE PROFILE

2016

Our Story

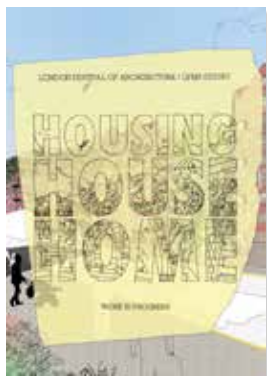
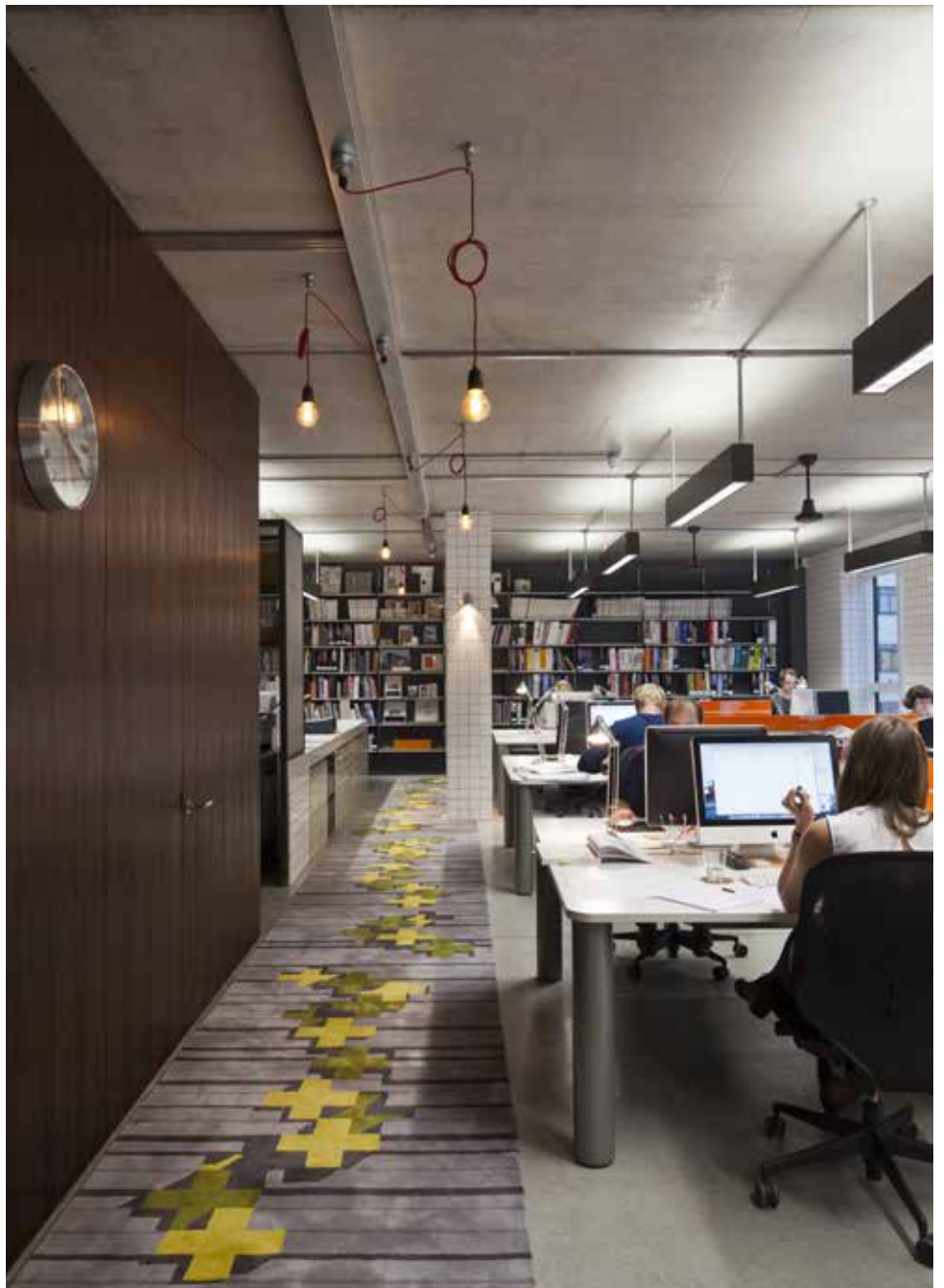
Our belief is that our varied approach is underpinned by sound technical logic, common sense and our spatial intelligence. A successful project needs a successful idea, and we work hard to generate narratives that are accessible to clients, which means they are more likely to understand the whole process.

We are a studio of 15 architects and designers who do everything (we have no admin staff and are not very interested in hierarchy). This means we are hands on, designing, drawing, negotiating, sharing ideas as well as billing, learning and making coffee. We take the environment seriously and work with our partners to ensure a light footprint. Our studio is in London, but we work in Russia, India, Germany and Ireland. It was set up by Christopher and James in 1997, with a view to become a provocative and open research-led practice who like to push themselves into new areas with people they like. Every two years we publish PO Box - a 'zine' where we disseminate our thoughts to the wider world. Right now James is the Director of Critical Practice at the New London School of Architecture which is an exciting new educational model.

Project Orange tell stories, often from the inside out. We like to weave local materials, folklore and know-how into a compelling and original collage.

Below: Our Studio

We bought our office in 2012



Housing House Home

Project Orange hosted an exhibition under the London Festival of Architecture Open Studio programme titled "Housing House Home" which explored relevant themes in our completed and current residential projects.



POBOX2

Our research 'zine', the second volume of which was published in 2014.

Urban Housing



Rathbone Market

Rathbone Market is the third phase of a significant regeneration project in Canning Town, London, for English Cities Fund. Our proposal is for 216 new homes around a shared communal garden and will create a pedestrian link with street-access townhouses to the new public square at the heart of the masterplan.

In contrast to the modern materials used in the first two stages, phase 3 will be, in the London tradition, built of brick. The development will comprise of 1, 2, & 3-bedroom properties formed in a horse-shoe-shape around a communal garden with a mature oak tree, with a secure gated entrance via a public square.

The project is currently on site.

Above: Rathbone Market

Visualisation of main entrance



Right: Rathbone Market

Design sketches of main entrance



Right: Rathbone Market

Visualisation of view from A13

Urban Housing



Above: Field Street
Detail of the fishscale cladding and balconies



Right: Field Street
Photo showing the new extension atop the existing roofline

Bottom Right: Barnes High Street
Visual showing rear access. The project is currently on site

Field Street, London

Field Street is an 1800sqm mixed use development in the Kings Cross regeneration area of London. The existing building abuts the former Thameslink Railway station to the south, with the main elevation to Field Street from which the commercial premises are accessed. The existing single storey building was built as a print works but is now home to music rehearsal studios. Our proposal increases the studio space by eighty percent at first floor level and adds two floors of private residential above.

Barnes High Street, London

This site, tucked behind the traditional range of shop buildings fronting Barnes High Street was formerly the home of an MOT and car body repair workshop. Our scheme proposes seven duplex dwellings above a plinth of studio workspace accommodation. Materials proposed are traditional with details that are contemporary yet subtle.



The Sheffield Trio

Glossop Road

266 Glossop Road, Sheffield, was home to Sinclair's China and Glass shop for over thirty years. Occupying a classic mid Victorian terrace the family run retail operation had expanded to occupy the whole urban block. Project Orange was appointed to produce proposals for the redevelopment of the site to create a new retail emporium and offices for the client together with twenty two apartments above. Car parking is provided in a new basement level.

After the success of the Glossop Road project, the client commissioned Project Orange to design 2 more projects, Shoreham Street and Cemetery Road.

Right: Glossop Road

Corner view

Below: Glossop Road

Deck access to apartments



Right: Shoreham Street

After development

Below: Shoreham Street

Before development



The Sheffield Trio

"The real joy is in the inner world. The planning of the townhouses around the courtyard and the interior layouts are imaginative, beguiling and yet still homely."

Architects' Journal 05.05.11, Cemetery Road

Shoreham Street

192 Shoreham Street is a Victorian industrial brick building sited at the edge of the Cultural Industries Quarter Conservation Area of Sheffield. The completed development seeks to rehabilitate the once redundant building, to celebrate its industrial heritage and allow the building to be once again relevant for use. The brief was to provide mixed use combining desirable double height restaurant/bar within the original shell (capitalising on the raw industrial character of the existing building) with duplex studio office units above.

Cemetery Road

Cemetery Road is a 3600 sqm new build mixed-use scheme sited one mile southwest of Sheffield city centre. The project is the second undertaken for the client of the successful Sinclair Building in the city. The site borders the local conservation area to the south and east and is located within an established inner suburb, adjacent to the Sheffield General Cemetery.



Left: Cemetery Road

Courtyard elevation - eastern range of town houses

Top Right: Cemetery Road

Junction between access galleries to apartments and eastern range of town houses

Bottom Right: Cemetery Road

View from Cemetery Road



Peabody

Project Orange is one of nine architectural practices that were selected in 2014 to form part of the Peabody Major Projects Panel. We will be a part of delivering the development target of 1000 new homes, every year for the next four years. Led by the masterplan developed by Mecanoo and Proctor & Matthews, we will be working alongside Bell Phillips Architects and Pitman Tozer to develop, design and detail an exciting range of new homes for Thamesmead in Greater London.

The images shown are from our studies we prepared for a site in Archway during the selection process.

Top Right: Archway scheme

Drawing of view from Highgate Hill

Bottom Right: Archway scheme

Site plan

Below: Archway scheme

Sketches



Contemporary Apartments



Abell & Cleland

The interiors of Abell and Cleland House, by Berkeley Homes, have been designed to create elegant modern apartments characterised by natural materials and offering a highly sophisticated yet comfortable ambience. Taking a lead from the refined architecture of the building, the "Midtown" interiors concept was inspired by the truly timeless classic apartments found in Manhattan, providing style and comfort whilst in the centre of a bustling city.

RAM Brewery

Project Orange is working on the interior design of the apartments, which form part of this new mixed used development located in on the historic Ram Brewery site in Wandsworth recently acquired by Greenland Developments.

The interior design of the apartments at The Ram take their inspiration from the glorious heritage of the site and feature robust materials sitting next to glossy modern finishes.

Above: Abell & Cleland

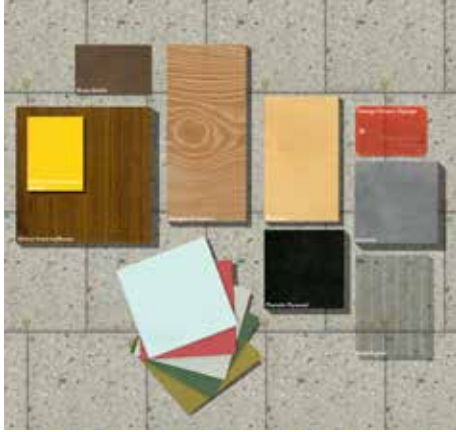
Interior views of apartments

Below: RAM Brewery

Photo showing open plan living space in sample apartment



Contemporary Apartments



Above: The Triangle

Sample board

Top right: The Triangle

Visual of public area

Right & below: The Triangle

Visuals of apartment interiors



The Triangle

We are working on the fit-out of a new build apartment located on the Triangle Site at the North Eastern tip of the Kings Cross master plan for Argent. We have embraced a European attitude to the design reflecting the character of the new neighbourhood that is being created and promoting Kings Cross as a key destination within Europe.

This European attitude begins with the creation of highly flexible, unique spaces using motifs such as long linear kitchens, glazed screens to filter light deeper into the plan and planted joinery to define openings and delineate between flexible, multi-purpose spaces.

We have explored the transformative quality of paint as a low cost, high impact solution by proposing a rich palette of bold colours heavily influenced from early modernism throughout Europe. This boldness extends throughout our interior material choices where we have juxtaposed robust, low cost products with softer more eclectic finishes. The end result are apartments with immediate character and a strong identity.



Old & New

Whitecross Street, London

The client's family business has occupied the premises at 115 Whitecross Street since the 1850s. The original four storey houses date from the 17th century whilst, more recently, additional residential accommodation had been built to the rear of the site overlooking a small park, formed after clearance by second world war bombing. Project Orange were approached with a tripartite brief; to redevelop the rear of the site to create a new family home, to upgrade and renovate the buildings onto the street converting them into rental apartments and to retain and renovate the existing ground floor business use.

The aspect of the new-build house is refocused towards the park, opening generous areas of glazing to benefit from long views and light penetration. The glazing, together with the layering and depth of the façade, gives a spatial richness and light to the interior as well as enhancing the adjoining public space. The living areas are raised to first floor level and link the expansive areas facing the park to more intimate zones grouped around enclosed internal courtyards. These in turn flow through to refurbished areas of the existing buildings fronting the street. A sense of security and protection is afforded by the ground floor brick plinth upon which the new house is perched. The cubic forms of the new upper storeys are characterised by an armature of sheet copper cladding from which emerge volumes finished in rustic oak shakes, a reference to the Arcadian landscape of the park.



Above: Whitecross Street

*View of new addition to the rear,
improving the adjacent public square*

Left: Whitecross Street

*View of the renovated frontage from
Whitecross Street*

Right: Whitecross Street

Open plan apartment interior



Old & New



Above: Crystal Palace
*View towards the front door through
the covered courtyard*

Below: Crystal Palace
View of the building at night

Crystal Palace, Suffolk

Crystal Palace is a house in Bury St Edmunds, designed by Michael and Patty Hopkins in 1978. Over the years it has seen a number of alterations including the addition of a new bedroom, the glazing over of the original central courtyard and the rearrangement of the internal rooms. The new owners were looking to preserve the spirit of this original and seminal building, without compromising on functionality.

Our approach has been to understand the nature of the construction and the vision of 'high tech' to give clues as how to make interventions. The new layout celebrates the sense of space and the views by placing the bedrooms, bathrooms and utility room along the north elevation and leaving the remainder of the plan predominantly open. This zone of cellular accommodation is then covered by a bookcase creating a long library wall. A new open plan kitchen is mirrored on the other side of the covered courtyard by a study area.



Interior Style



Eaton Terrace, London

The client for Eaton Terrace runs a monthly dining club from their home in central London, and our brief was therefore not only to design a small extension providing more living space for the family, but to also reconfigure the existing house to better accommodate guests.

The key move was to shift the kitchen to the first floor alongside the dining room and reintroduce partitions at ground floor level to create an office and snug. To the rear of the house we designed an infill extension with a huge rooflight to form a new day room. Bedrooms, the master bathroom and a second study are found on the second floor, with the basement re-designated as the son's quarters. An original extension off the main stair contains a guest WC and second bathroom at half landings.

Both the kitchen and built-in furnishings have been carefully designed using standard products but with detail nuances introduced to help provide a bespoke and more quirky aesthetic. A new underfloor heating installation requires the removal of the existing floorboards, which in turn are inventively re-used in the new furnishings and a bespoke door lining to the dining room.



Top: Eaton Terrace

Kitchen leading out to courtyard garden

Above: Eaton Terrace

Dining room with built in storage



Right: Eaton Terrace

Heavy duty kitchen

Interior Style

Banner Street, London

After 17 years living in Banner Street, Christopher and James have given the apartment an upgrade. The new kitchen is made of Rosewood with a corian worktop, while silk wall paper and grey painted joinery are used to create a new library room.

Right: Banner Street
Kitchen/dining area



Far right: Banner Street
Study

Right: Banner Street
Main living space



Judd Street, London

Two flats were built by an architect in the form of a four storey house to provide a home for himself on the upper levels and a rental apartment on the lower floors. The new building, completed in 1985, stands at the end of a brick Georgian terrace, the proportions of which it echoed.

Project Orange first became involved in phase one of the project, converting the two apartments into one house in 2001. We returned to work on phase two of the project involving the reconfiguration of the second floor to create a master suite, the construction of a new roof pavilion and the creation of a new guest suite on the lower ground floor.

The result is a collage of eccentric materials and elements. Each phase of the works both enhance the existing architectural language of the building and also acknowledge themselves as a new "campaign" in their own right.

Below: Judd Street
Kitchen



Below: Judd Street
Bathroom



Stay with us

Hoxton Hotel, London

The Hoxton Hotel is a three star hotel with 200 rooms in Shoreditch, London, marketed as a "luxury budget" product. With a view to building another 150 rooms, Project Orange was approached to design a new 15sqm concept room to further develop the existing brand of urban comfort.

Raw plaster walls and a painted concrete ceiling create the room shell. A circular glass shower provides a focus in the bedroom and brings natural light into the bathroom. The 2mx2m bed is constructed from old reclaimed floorboards and allows for different lounging positions. There is a long desk for work, and a deliberately-distressed carpet underfoot. A screen-printed sheet of plywood slides into place to cover the window, and doubles as a piece of robust artwork. To complete the room, we carefully selected the loose furnishings as more indulgent objects to help compliment the distressed aesthetic.



Top right: Hoxton Hotel
Completed room

Right: Hoxton Hotel
Plan view CGI of design proposal



Fitzwilliam Hotel, Belfast

We were asked by a long standing client to develop the design of a new 4 star hotel chain concept for the local Indian market that would be rolled out over 10 cities. The brief was to create design concepts and outline proposals for a typical 100-room hotel, targeting a younger generation of techno-savvy clientele and creating a community hub for guests.



Top Right: Fitzwilliam Hotel
Lobby area

Right: Fitzwilliam Hotel
Suite

Far right: Fitzwilliam Hotel
Lobby area





Above: Zone Hotel
Bazaar Restaurant

Below: Zone Hotel
Bedroom

Zone Hotels, India

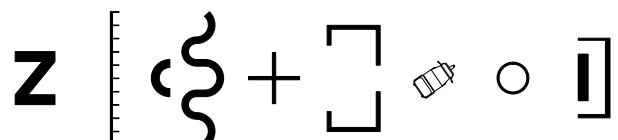
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Zone Coimbatore opened in December 2014 with Jaipur in March 2015. A further five hotels will open by the end of the year.



Left: Zone Hotel
Exterior

Right: Zone Hotel
8 elements create a zone



Russia



Above: 1 Zhukov
Exterior



1 Zhukov, Moscow

Our Moscow Office project represents an exciting approach to the creation of a new kind of office space. We were asked to design a complete scheme, including the landscaping, façades and interiors. The challenge was to create an architecture based around the reused structure of a 20,000 sqm former manufacturing building that has clarity, is simple to construct and is relevant.

Above: 1 Zhukov
One of two main atria

Below: Stone Island
Visual of proposed scheme

Stone Island, St Petersburg

Stone Island is an exclusive wooded enclave of St Petersburg, home to a range impressive mansions and public buildings of varying styles. Project Orange have been asked to develop proposals for the redevelopment of a derelict building on the island, which was originally conceived as a cruciform shaped block of apartments but never occupied. Few buildings have been constructed on the island in recent years and we have been working to develop a design that relates to the island and its architecture, while making its own mark.



Modern Vernacular



Orange Cottage, Suffolk

This new-build 200 sqm timber framed house is situated in the heart of the picturesque Tudor village of Lavenham, Suffolk. All the neighbouring buildings are listed.

Located behind an existing brick and flint wall, the form of the house, with its steeply pitched roof, is a version of the local vernacular and continues a rhythm of cascading gables when viewed from the street. The street elevation is intentionally laconic using a simple language of solid oak casements and lime-washed render over a red brick plinth.

Top: Orange Cottage

View from the back garden

Right: Orange Cottage

Kitchen/dining area



Modern Vernacular

West Stow Lodge, Suffolk

West Stow Lodge is a large, new build family home, built on a beautiful three acre plot in West Stow, Bury St. Edmunds. The site is characterised by landscaped lawns, numerous willow trees, and the meandering Culford Stream.

The house replaces an existing 1970's dwelling, but largely replicates its siting. This locates the house deep within the plot creating a generous foreground and impressive approach. It also allows an intimate relationship with the stream and is respectful the setting of the adjacent medieval parish church.

Right: West Stow Lodge

Front door with parish church in the background



Rush Manor, Oxfordshire

Located in an idyllic setting with grounds extending to the edge of the River Thames itself, the Manor is an outstanding grade II listed property. The estate comprises a main house dating back to the late eighteenth century with adjacent poolhouse, a new library built on the footprint of the original bakehouse, a guest cottage converted from an old grain mill and a workshop, wine store and car port converted from outbuildings.



Above: West Stow Lodge

Gable view



Above: West Stow Lodge

Living area

Bottom Left: Rush Manor

Stair detail



Below: Rush Manor

New library building



Research

We believe research is the nourishment that feeds our thoughts and practice. We therefore instigated PO Box, a collection of essays where each member of the studio was invited to speculate on their work and the process of design. The themes of these collected short stories were individually chosen and the briefing was to explore and aspect of architectural culture that could be illustrated in the work each person had been undertaking. For us this represents a modest but determined attempt to triangulate between theory and practice, between the world of ideas and the world of building.

At Project Orange we are interested in practical theory. We do not have a single dominant mode of practice, rather we see our projects as narratives or stories. By collecting them together we make a body of work. We see the results as part of our ongoing conversation on the relationship between what we do and why we do it. Less a manifesto and more a work in progress, this pamphlet engages in the real world through reflecting on the past and speculating on the future.

James is also Director of Critical Practice at the newly formed London School of Architecture.

Right: PO Box 2
Cover

Below: PO Box 2
2 example spreads



**project
orange**

Architects & Designers
1st Floor, Cosmopolitan House
10A Christina Street
London EC2A 4PA

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T: +44(0)20 7739 3035
F: +44(0)20 7739 0103
www.projectorange.com
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