

A DECONSTRUCTED WARHOL-INSPIRED CREATIVE COMMUNITY SPACE



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ILLUSTRATION LIST

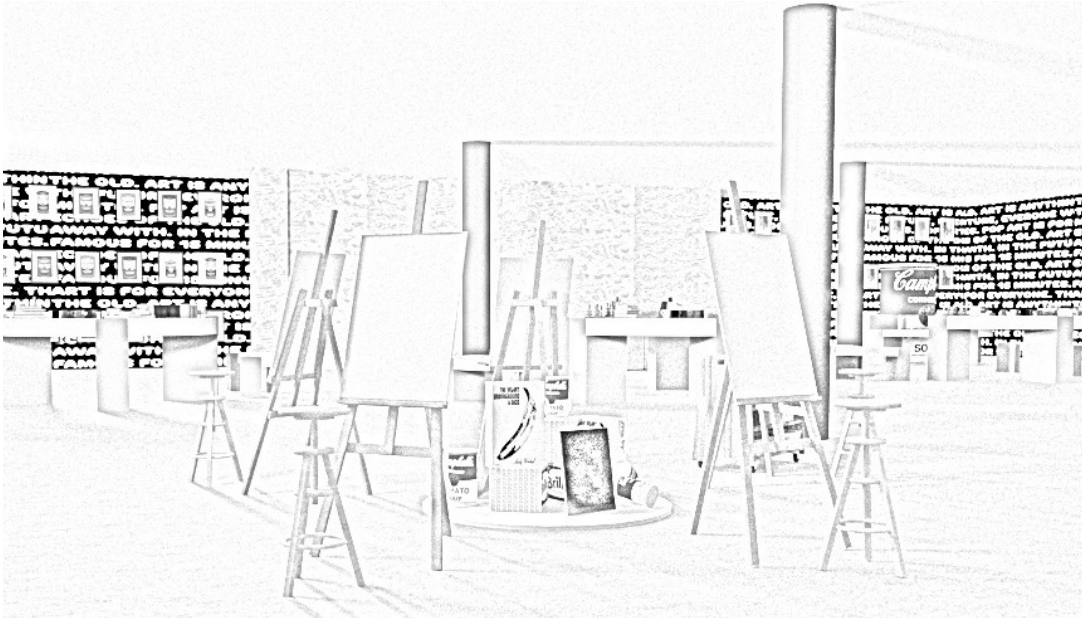
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PROFESSIONAL NETWORKING

INTRODUCTION & CONTEXT

Exploring Warhol's themes and the project's design vision.

INTRODUCTION TO THESIS



*"Art is what you can get away with."
Andy Warhol*

In The New Factory, what we get away with is reinvention—messy, layered, and unpolished.

A space shaped by those who use it.
Marked by time. Built not to impress, but to express.

ABSTRACT

The Factory fades, but its echoes linger. This project traces the remnants of Andy Warhol's creative community and reimagines them as a living, fragmented interior. Within Truman Brewery's F Block, decay, repetition, and performative energy shape spaces that remember and transform. Walls, materials, and circulation capture the layered memory of collaboration, desire, and fame, inviting new forms of creative dialogue. The design is both homage and reinvention—a contemporary stage where Warhol's legacy continues to resonate.

DECONSTRUCTING THE FACTORY

THEMES OF WAROL'S ART

Repetition & Mechanization

Industrial production, silkscreening, grid layouts, blurred prints, and the fading originality of mass culture.

Fame & Persona

The construction of celebrity identity through self-staging, performance, and the blurring of art and fame.

Decay & Temporality

Oxidation, fading silkscreens, time capsules, and the notion of cultural hubs as evolving ruins.

Desire & Consumer Culture

Commodification of everyday objects, glossy textures, surface pleasures, and excess as reflections of consumer longing.

DECONSTRUCTED SPACES: REINTERPRETING WARHOL'S FACTORY

Warhol's Factory no longer exists in its original form, but its echoes—faded, fragmented, and repurposed—inform the design of The New Factory.

The interior translates repetition, performance, decay, and consumer culture into spatial experience.

The design fosters creative collaboration and dialogue while reinterpreting Warhol's legacy for the contemporary context.

HISTORICAL CONTEXT

1962 – Factory opens, East 47th Street, NYC

1964–1968 – Peak collaborative hub

1968 – Valerie Solanas shooting; shift in atmosphere

1973 – Relocation to 860 Broadway; more professionalized

1984 – Factory closes

CASE STUDIES

Learning from Warhol's legacy and creative community spaces

CASE STUDY ON ANDY WARHOL'S INFLUENCE

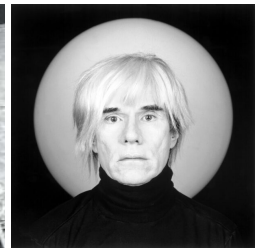
THE SILVER FACTORY (1964-1968)

Andy Warhol's Original Studio at 231 East 47th Street, New York City

Founded in 1964 in New York, The Factory was Warhol's creative hub, named for its silver painted, foil-covered interiors.

Functioned as an assembly line, mass-producing Warhol's silkscreened portraits by blurring the line between fine art and commercial production.

A creative hub where artists, musicians, and celebrities collaborated, reflecting Warhol's vision of art as a collective experience.



THE FACTORY: SPACE, SPIRIT, LEGACY

Materiality & Atmosphere

A raw loft reimagined as a silver cocoon using reflective, low-cost materials that mirrored Warhol's seductive, industrial aesthetic.

Memory & Legacy

Though impermanent, The Factory's influence endures through its impact on co-creation, performance, and contemporary creative spaces.

Spatial Fluidity

A flexible, overlapping environment where art-making, lounging, and performing merged in response to activity.

Creative Community Hub

A vibrant social studio where artists and outsiders mingled, fostering cross-disciplinary collaboration and cultural experimentation.

SITE ANALYSIS

Investigating site conditions, opportunities, and constraints

SITE ANALYSIS AND CONTEXT

TRUMAN BREWERY, BRICK LANE

Originally established in 1666, the Truman Brewery was one of London's largest breweries until its closure in 1989.

In the 1990s, the site was repurposed into a creative hub, housing art galleries, studios, markets, and retail spaces.

F Block is part of this adaptive reuse strategy, hosting exhibitions, pop-ups, and design fairs.

Brick Lane is known for its diverse cultural identity, graffiti art, and a mix of traditional and contemporary creative industries.

SITE SIGNIFICANCE

Industrial Heritage

Ties to decay, remnants, and transformation.

Truman's production legacy mirrors Warhol's interest in factory-style art-making.

Creative Legacy

Direct connection to artistic community and creative reuse.

Truman as a contemporary counterpart to the Factory's open, cross-disciplinary space.

Urban + Social Context

Brick Lane's layered identity parallels Warhol's themes of cultural fusion and persona construction.

Opens up questions of who gets to occupy cultural space.



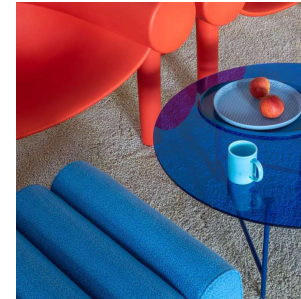
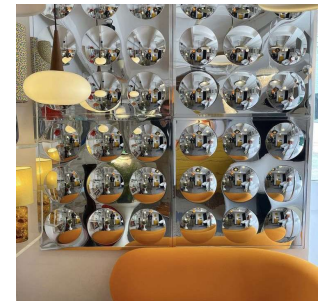
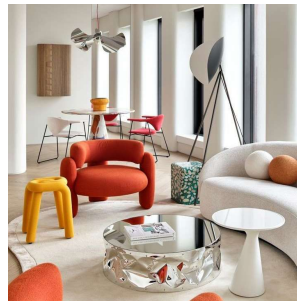
T1: THE SOCIAL FACTORY

Visual Language | Plans | Sections | Technical Details | 3D Visualisations

VISUAL LANGUAGE AND SPATIAL EXPRESSION

THE LOUNGE → THE SILVER STAGE

The lounge is framed by cracked mirrored panels and aged chrome finishes, evoking Warhol's obsession with celebrity and self-image through a lens of decay. Bold accents of plush velvet in saturated Pop Art tones punctuate the space. At its core, the lounge functions as both a gathering place and a stage, where performance and social exchange blur into one continuous environment.



MATERIALITY



Chrome
Finishes



Plush Velvet
Fabric



Raw Plaster
Floor



Concrete



Wood

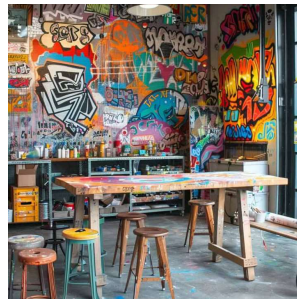
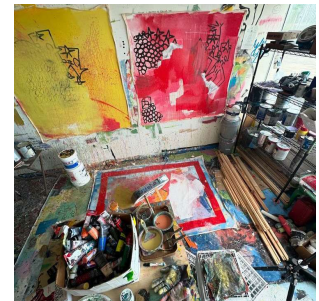
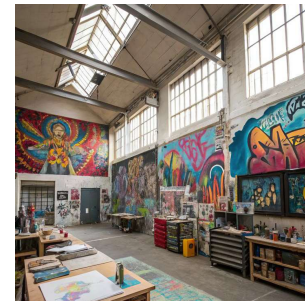


Industrial
Metals

VISUAL LANGUAGE AND SPATIAL EXPRESSION

PUBLIC CREATIVE STUDIOS → THE ASSEMBLY LINE

The workzones merge raw materiality with performative energy, echoing Warhol's experimental ethos. Public workstations use raw wood and colored MDF tabletops. A screen-printing area extends this process through collective making and repetition, while nearby photo booths invite self-staging and playful documentation. Together, these zones blur work, performance, and spectacle, reimagining The Factory as a site of both production and social exchange.



MATERIALITY



Laminate



Wood



Raw Plaster
Floor



Concrete

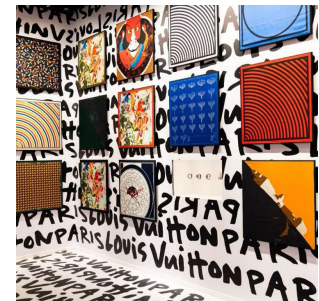
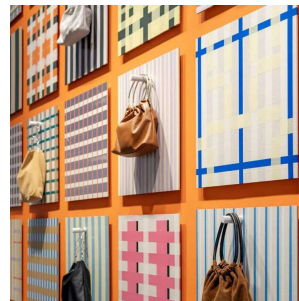


Industrial
Metals

VISUAL LANGUAGE AND SPATIAL EXPRESSION

POP SHOP → THE COMMODITY CORNER

The Pop Shop bursts with saturated colour, glossy finishes, and playful forms, immersing visitors in a vibrant landscape that recalls Warhol's mass-produced visual world. Graphic backdrops establish a rhythmic framework, punctuated by mounted accessories that echo the repetition of silkscreen prints. Surfaces shimmer with a commercial sheen, blurring art and consumer culture. The space invites browsing, performance, and playful interaction, transforming retail into spectacle.



MATERIALITY



Laminate



Graphic
Wallpa-
per



Raw Plaster
Floor



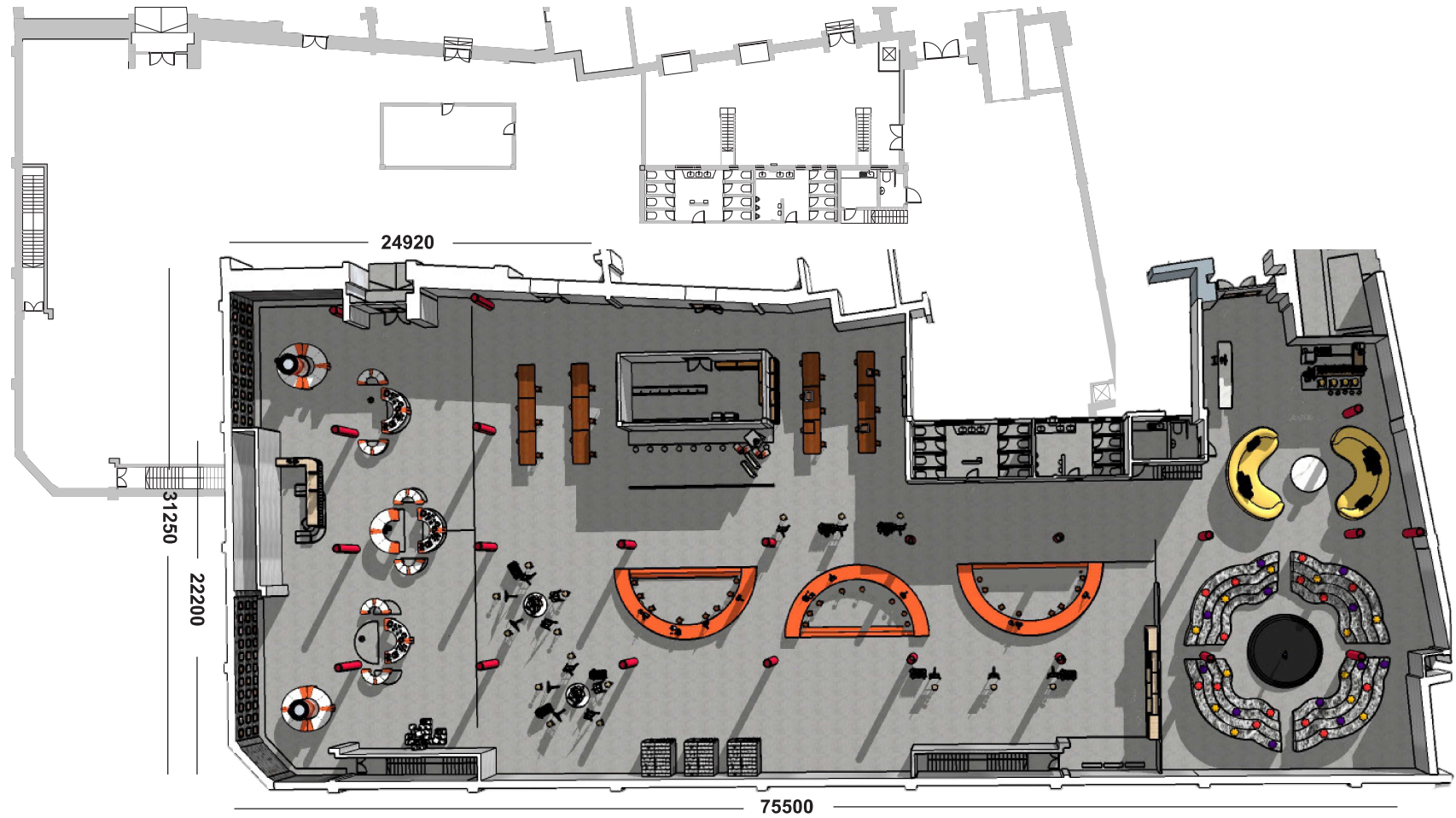
Coloured
Acrylic



Industrial
Metals

T1 PLAN RENDERED

SCALE: 1:500



T1 ZONE: SECTION A & SECTION B



SECTION A



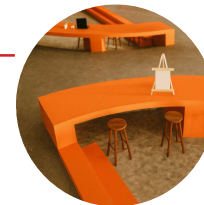
SECTION B

T1 ZONE: SECTION C & SECTION D

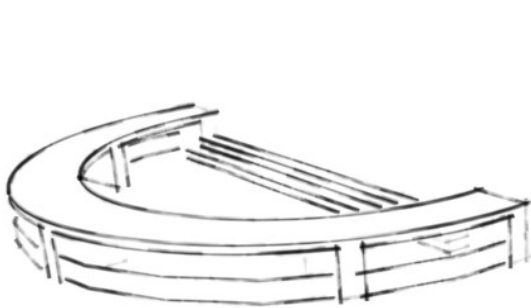
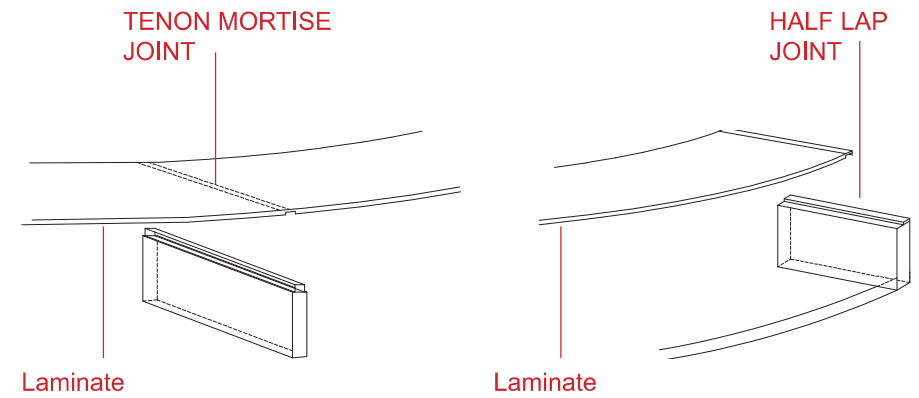
SECTION C



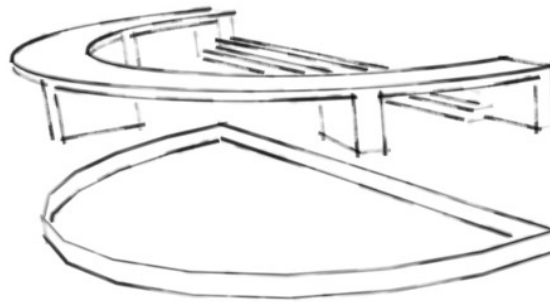
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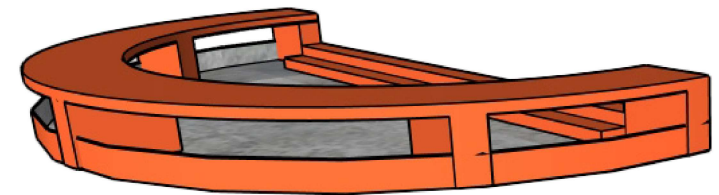
T1 ZONE: DETAILS



DRAWING



EXPLODED DRAWING



3D VIEW

3D RENDERS: THE SILVER STAGE



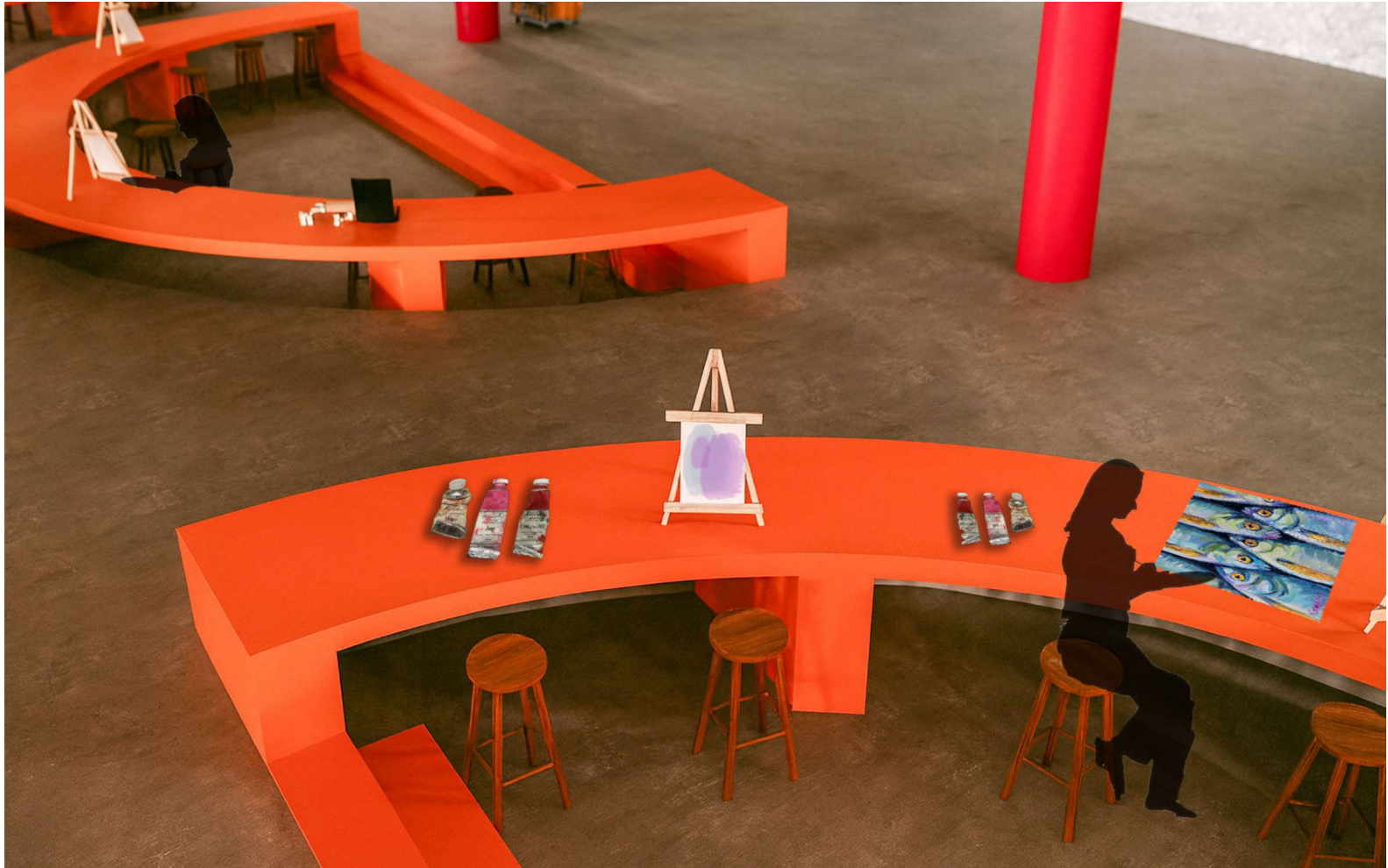
3D RENDERS: THE SILVER STAGE



3D RENDERS: THE ASSEMBLY LINE



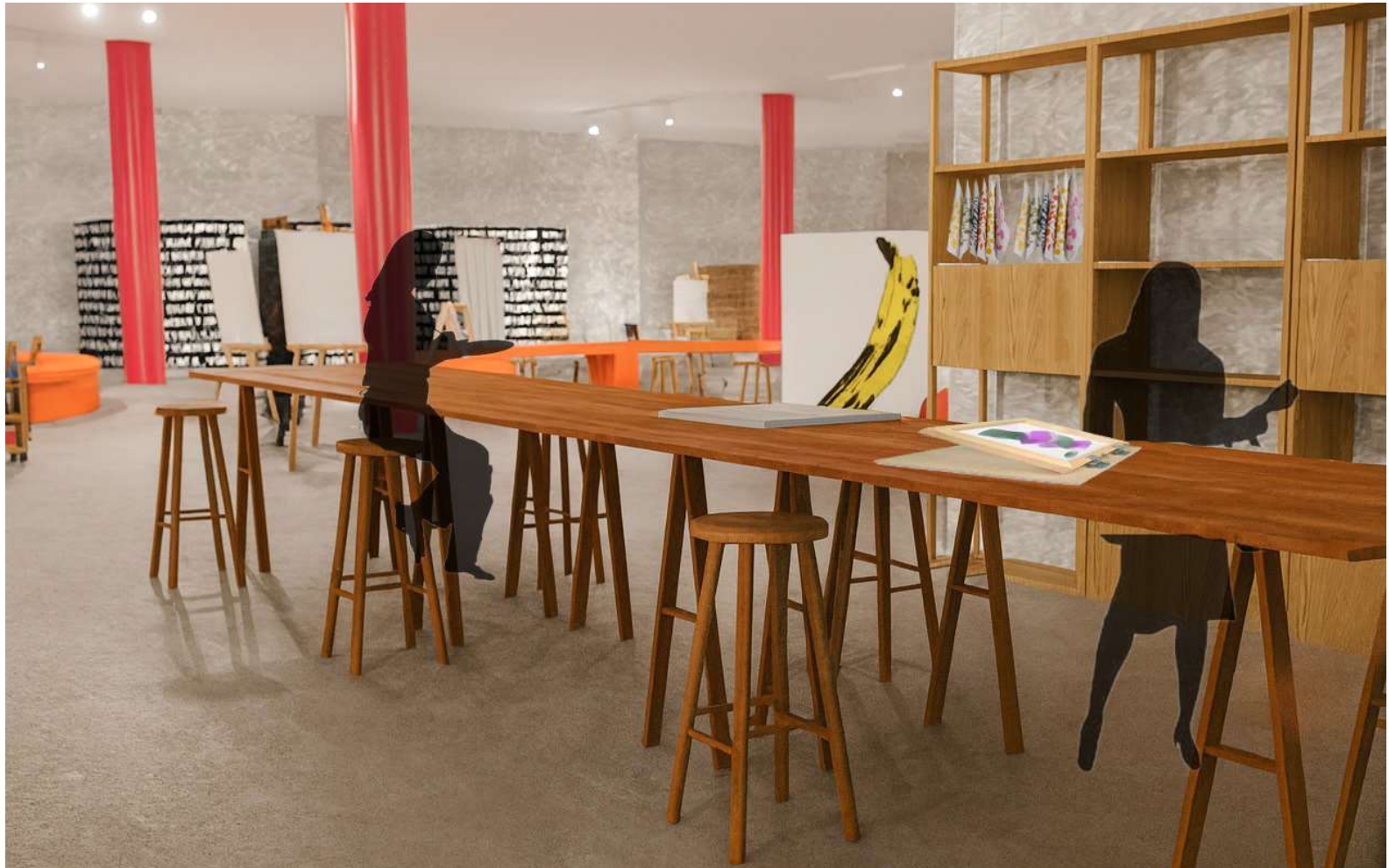
3D RENDER: THE ASSEMBLY LINE



3D RENDERS: THE ASSEMBLY LINE



3D RENDERS: THE ASSEMBLY LINE



3D RENDERS: THE ASSEMBLY LINE



3D RENDERS: THE COMMODITY CORNER



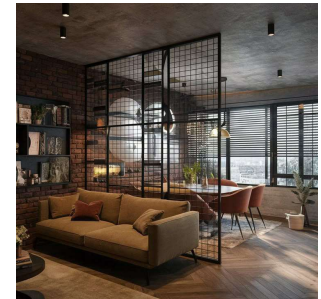
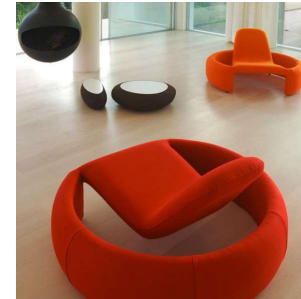
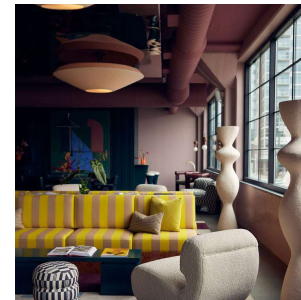
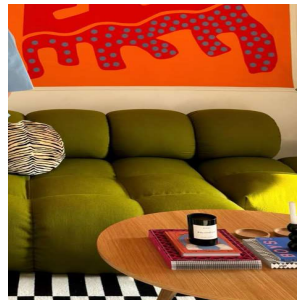
T5: THE INNER FACTORY

Visual Language | Plans | Sections | Details | 3D Visualisations

VISUAL LANGUAGE AND SPATIAL EXPRESSION

PRIVATE GATHERING AREA → THE BACKROOM

The private gathering area channels Warhol's studio spirit through a mix of industrial grit and vivid Pop energy. Plaster walls and wooden shelving provide a raw backdrop, while bright, sculptural Pop Art sofas punctuate the space, reflecting celebrity, colour, and curated chaos. A library nook with a sculptural sofa and bean bags offers an intimate retreat, balancing social interaction with quiet contemplation.



MATERIALITY



Laminate



Graphic
Wallpa-
per



Raw Plaster
Floor



Coloured
Acrylic

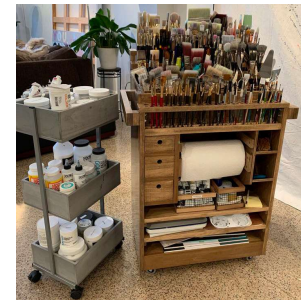
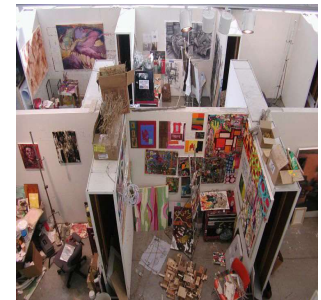
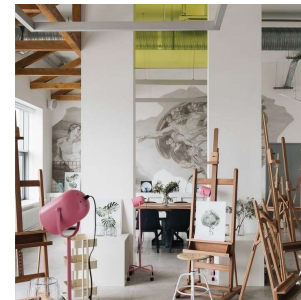
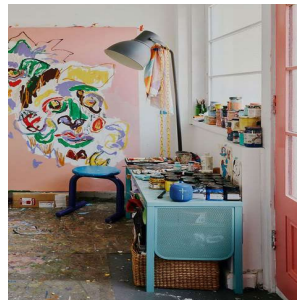


Industrial
Metals

VISUAL LANGUAGE AND SPATIAL EXPRESSION

MEMBERS-ONLY STUDIOS → THE CAPSULES

The members-only studios evoke ongoing creative processes and cultural layering. Sculptural and MDF partitions define flexible zones while reflecting an evolving creative history. Furniture made from reclaimed wood, metal, and velvet reinforces a sense of reuse and impermanence. MDF display stands double as partitions, creating layered spatial divisions. The studios balance functionality with performative atmosphere that encourages experimentation and collaboration.



MATERIALITY



Laminate



Graphic
Wallpa-
per



Raw Plaster
Floor



Coloured
Acrylic



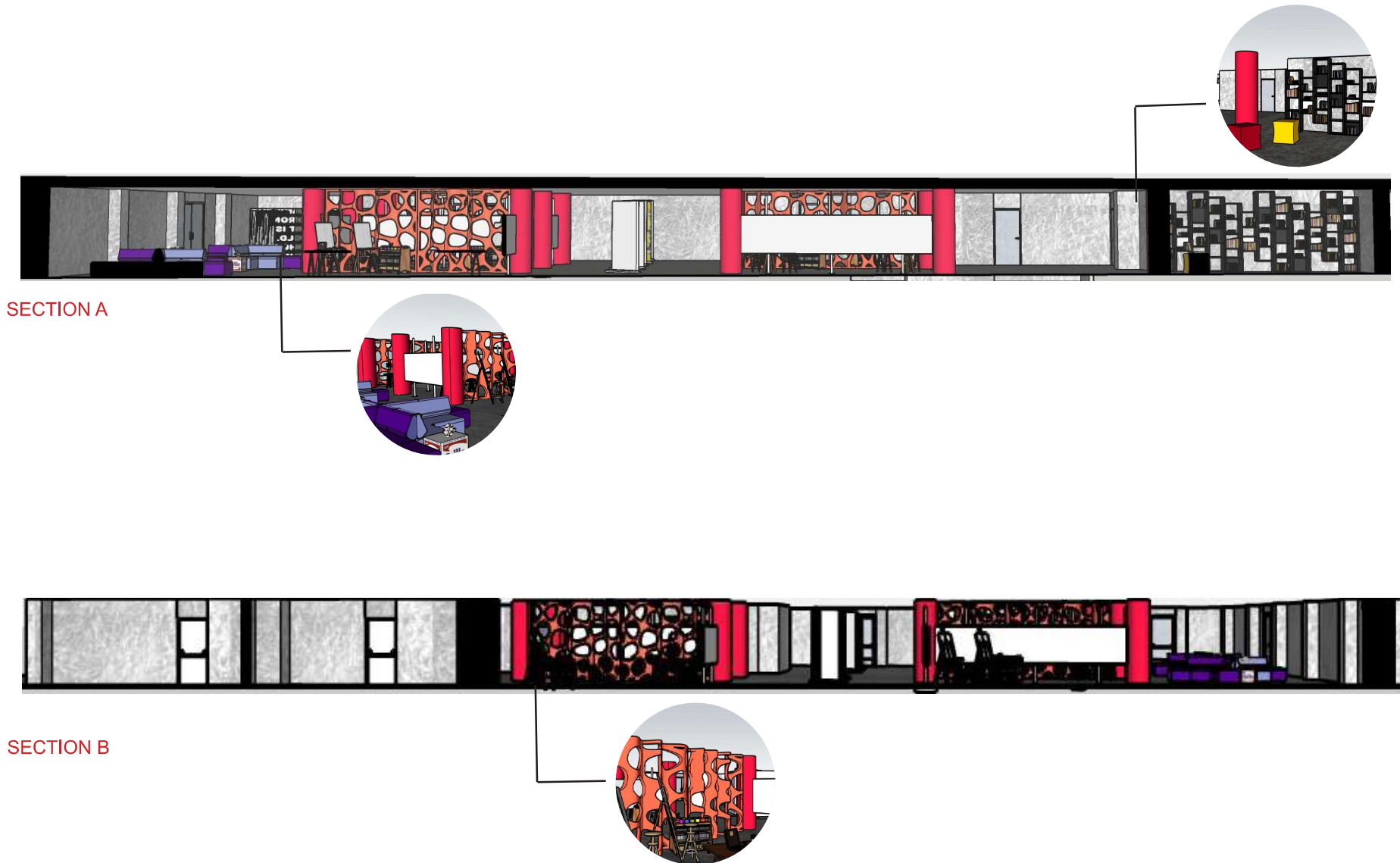
Industrial
Metals

T5 PLAN RENDERED

SCALE: 1:160



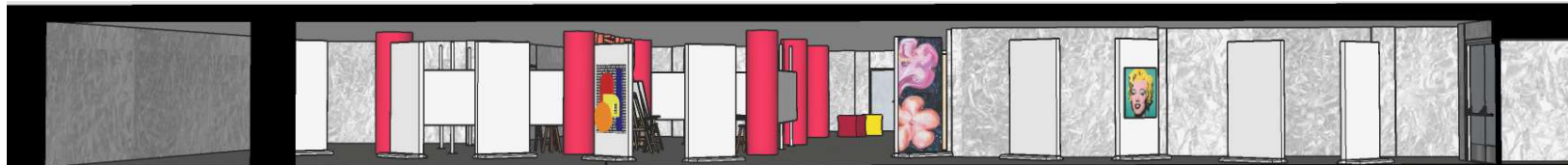
T5 ZONE: SECTION A & SECTION B



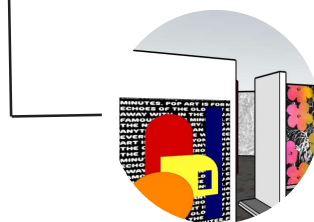
T5 ZONE: SECTION C & SECTION D



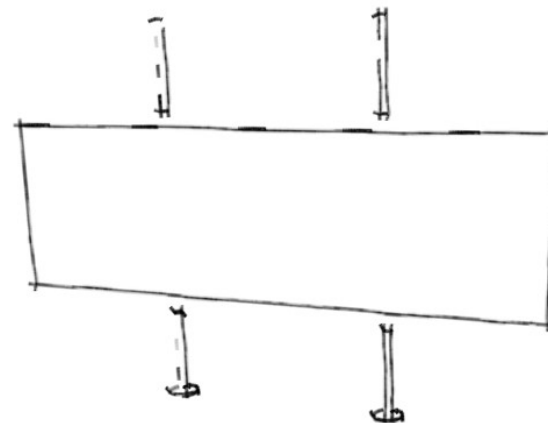
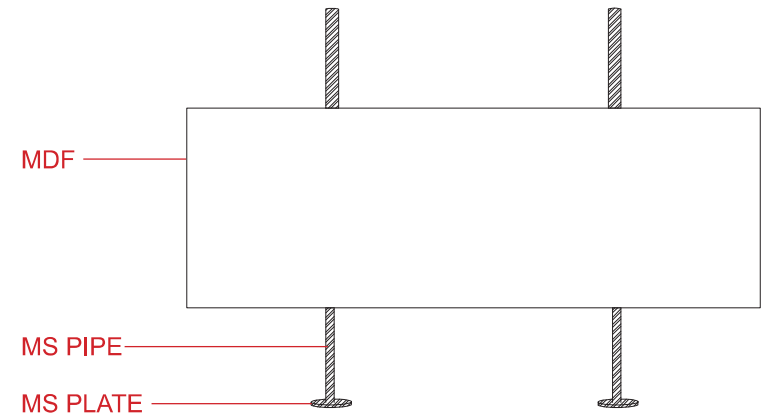
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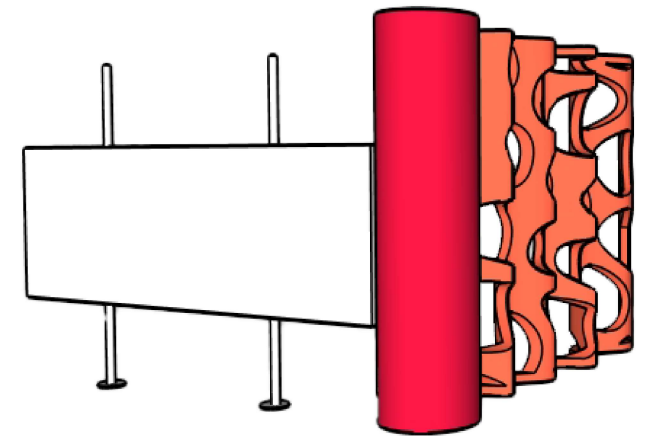
SECTION D



T1 ZONE: DETAILS



DRAWING



3D VIEW

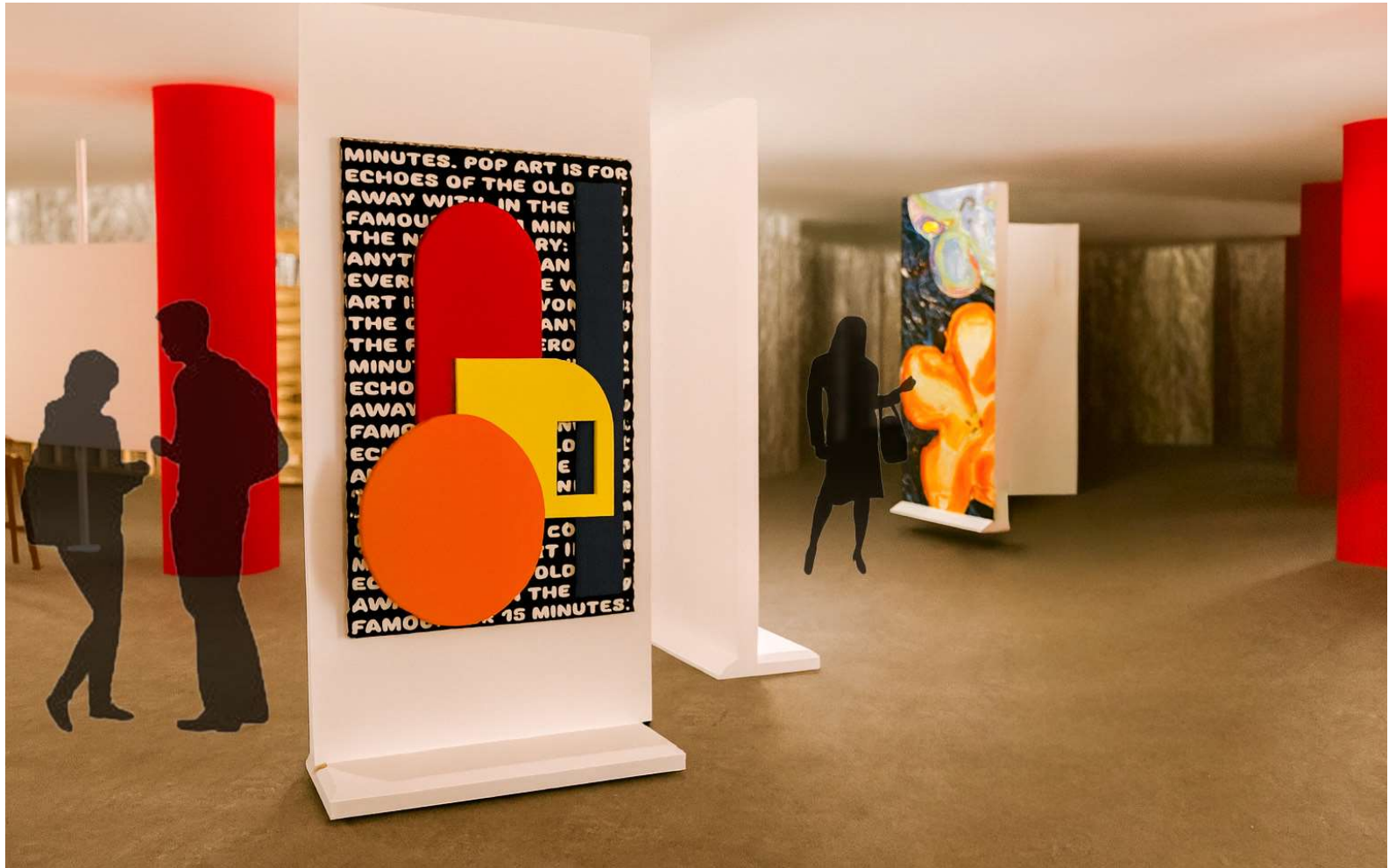
3D RENDERS: THE INNER FACTORY



3D RENDERS: THE INNER FACTORY



3D RENDERS: THE INNER FACTORY



3D RENDERS: THE INNER FACTORY



3D RENDERS: THE INNER FACTORY

