



VIRTU GYM

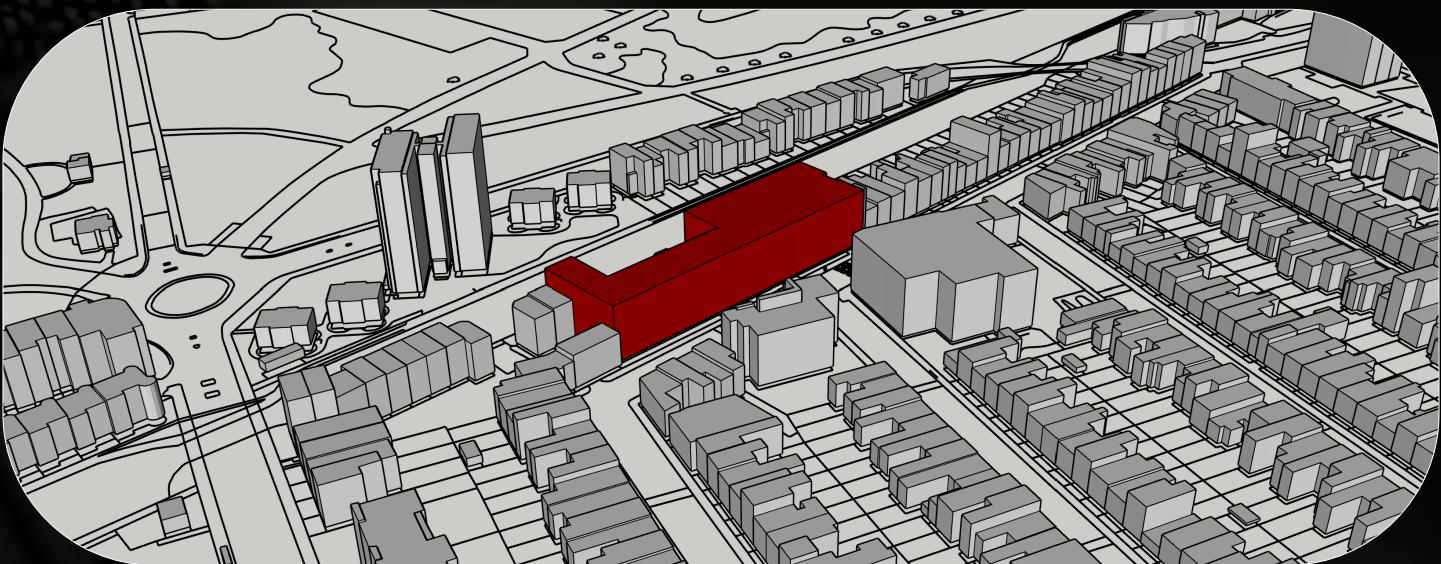
FEASIBILITY REPORT

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UNIVERSITY OF HERTFORDSHIRE

BA (HONS) INTERIOR ARCHITECTURE AND DESIGN

6CTA1101-0905-2024 - FINAL PROJECT (IAD)



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PROJECT OVERVIEW AND SITE INFORMATION

Project Brief

Design Statement

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Information of the Site Location

LOCATION

64 Chisenhale Road, London, E3 5RG

BACKGROUND

The VR Gym is an advanced concept designed to reshape fitness by using Virtual Reality (VR) and Augmented Reality (AR) technologies. Inspired by the UN Goal 3 'Good Health and Well-being', the VR Gym is a futuristic-themed fitness centre that aspires to improve both physical and mental health. The project holds the power of VR and AR to move beyond normal workout spaces to make an environment that entertains users in dynamic, game-like fitness experiences. With inspiration from the "Tron" movie's sleek aesthetic and the interactive AI from 'Iron Man' JARVIS and designs, the VR Gym will create a futuristic experience that interests users using the gym that has technology.

OBJECTIVES

Health and Well-being Promotion:

- Promotes physical activity for both fit and unfit people, improving overall health.
- Focusing on mental health by providing a distraction for users who have social anxiety.
- Improving stamina, strength, and durability in a fun and engaging way.

Innovative Technology Integration:

- Using VR headsets and AR tools to create a workout experience.
- Including AI virtual assistants inspired by 'JARVIS' to direct, encourage, and track progress.
- Includes game mechanics to make fitness fun which contains high-score challenges, fitness objectives, and "Reps" counters.

Design Concept: Futuristic and Immersive:

- Designing a visual and functional design inspired by the movie "Tron" by using neon lighting, smooth curved shapes, and a digital aesthetic.
- Develop a VR setting that makes users feel like they stepped into a new, futuristic world in the present day.
- Concentrating on user-friendly designs to make VR workout equipment and spaces accessible for all fitness levels.

Technology Evolution and Engagement:

- Support society's attachment to mobile devices to draw users, displaying VR as the next step in fitness technology.
- Develop plans to keep the VR Gym relevant as technology continues to grow, providing it remains an advanced fitness solution.

KEY CONSIDERATIONS

Target Market:

- Users looking to improve their physical and mental health in a private location.
- Fitness fanatics seeking a unique and exciting workout experience.
- Tech people are interested in merging VR and AR into everyday life.
- Users who experience anxiety or discomfort in traditional gym environments.

Exhibition Strategy:

- Create demonstrations of VR Gym technology in favoured tech and fitness expos.
- Host virtual tours to showcase the futuristic design and enchanting environment.
- Cooperate with influencers and VR content creators to generate gossip.
- Offer tests to experience the VR Gym first-hand which can highlight its health benefits and futuristic features.

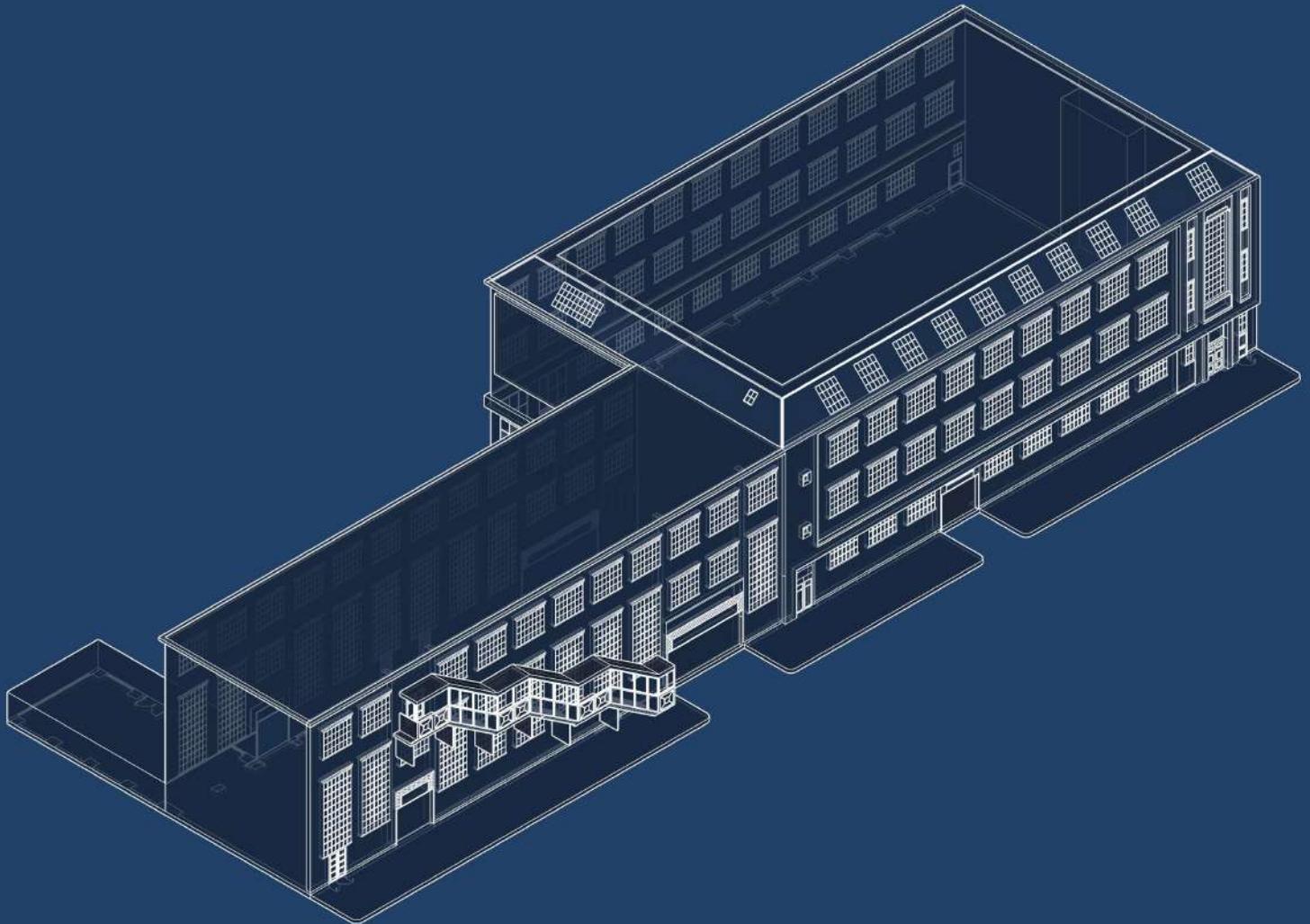
Design and User Experience:

- Using neon lighting and smooth curves inspired by 'Tron' and 'Iron Man' for a fascinating aesthetic.
- Combine VR elements that affect real world activities with a futuristic adjustment.
- Allow users to customise their virtual workout environments which can choose various themes and settings to keep workouts fresh and engaging.
- Creating user interfaces and simple controls for easy access to user experience regardless of fitness level.

The VR Gym aims to recreate the fitness experience by combining the worlds of technology and wellbeing. The aim is to be a sanctuary for health improvement, both mental and physical, by taking advantage of VR and AR as a tool. By using the latest technologies, the VR Gym is created to make exercise accessible, engaging, and anxiety-free; This can offer users a chance to work out in a space that is created to meet their needs. This project relates to UN goals that aim to improve overall wellbeing while remaining on the cutting edge of tech.

With a dedication to using technology useful, the VR Gym will assist in the future of fitness and wellness; It can address health inequalities and provide access to essential health services. The VR Gym is not just about working out, it's about growing the way we think about health and fitness, making it as engaging, accessible and sustainable as possible.

DESIGN STATEMENT



The VR Gym combines advanced technology and well-being to create an extraordinary fitness environment that surpasses traditional gyms. Inspired by the sleek aesthetics of Tron and the AI innovation of Iron Man, the interior features a high-tech design with neon lighting, smooth curves, and a modern colour palette that energizes and excites users.

Integrated VR, AR, and AI technologies provide personalized, immersive workout experiences that turn fitness into a fun, interactive activity. The layout is inclusive, offering zones for private sessions and social interactions, ensuring accessibility for all, including those with disabilities. This futuristic gym redefines fitness by merging health, technology, and engagement.



The aftermath of the lockdown has seriously changed people's behaviour, leading to increased addiction to smartphones and a decrease in physical activity and mental health. Numerous people became inactive which affected their fitness levels, mental health and social engagement. I've experienced a similar situation as I struggled with depression until fitness helped me regain motivation and a sense of purpose.

The rise of remote work after lockdown has only strengthened this movement with more people staying home, becoming inactive and feeling disconnected from society. Additionally, Virtual Reality (VR) technology has not yet captured a wide audience due to high costs and limited content; This makes many people stick to their phones instead.

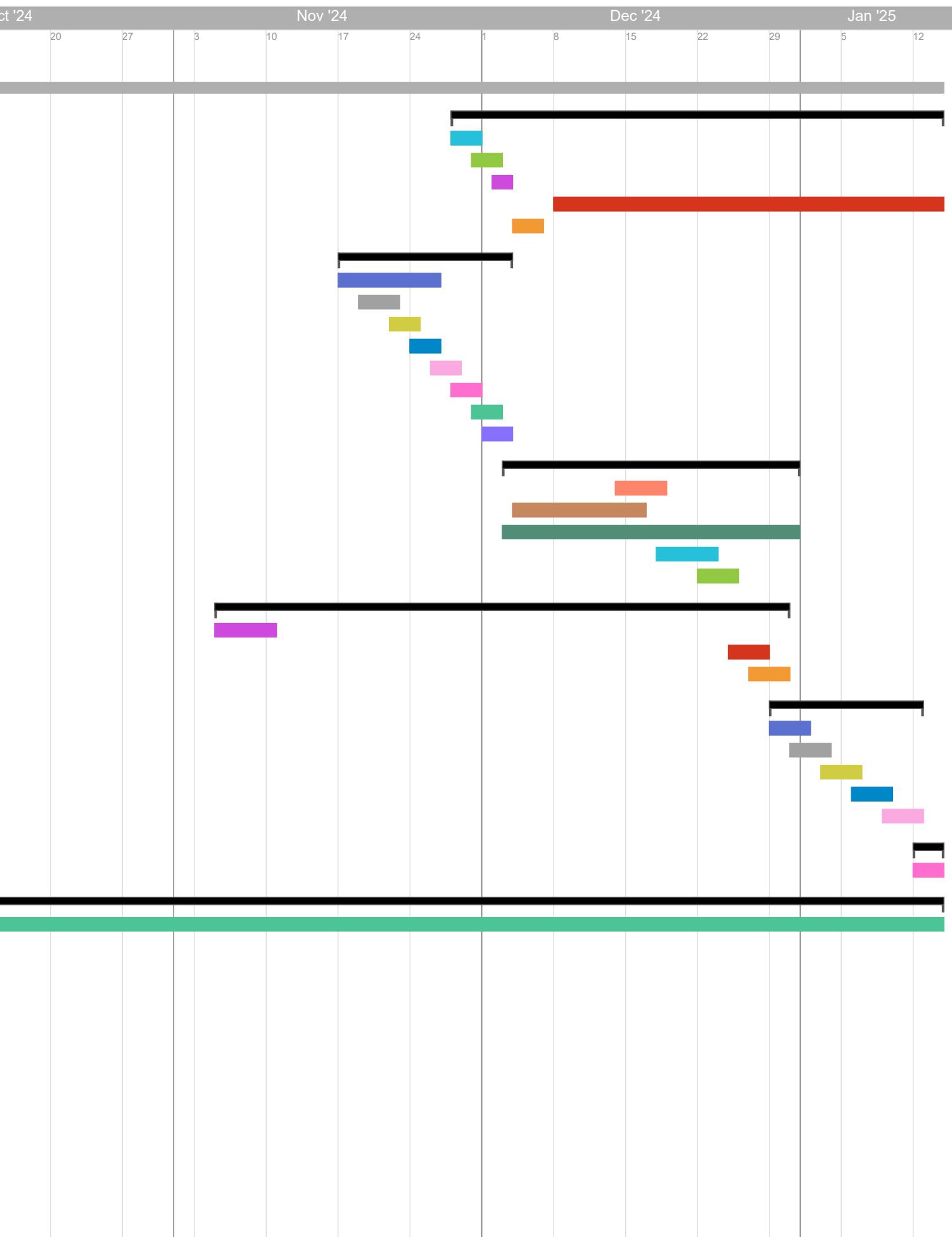
My objective is to address these issues by using people's technology habits. By combining futuristic technology with fitness, I've plan to build a gym that catches attention and motivates people to engage in a healthier lifestyle. This method aims to turn the addiction from screens to fitness by using tools that make exercise more attractive and affordable.

W O R K S C H E D U L E

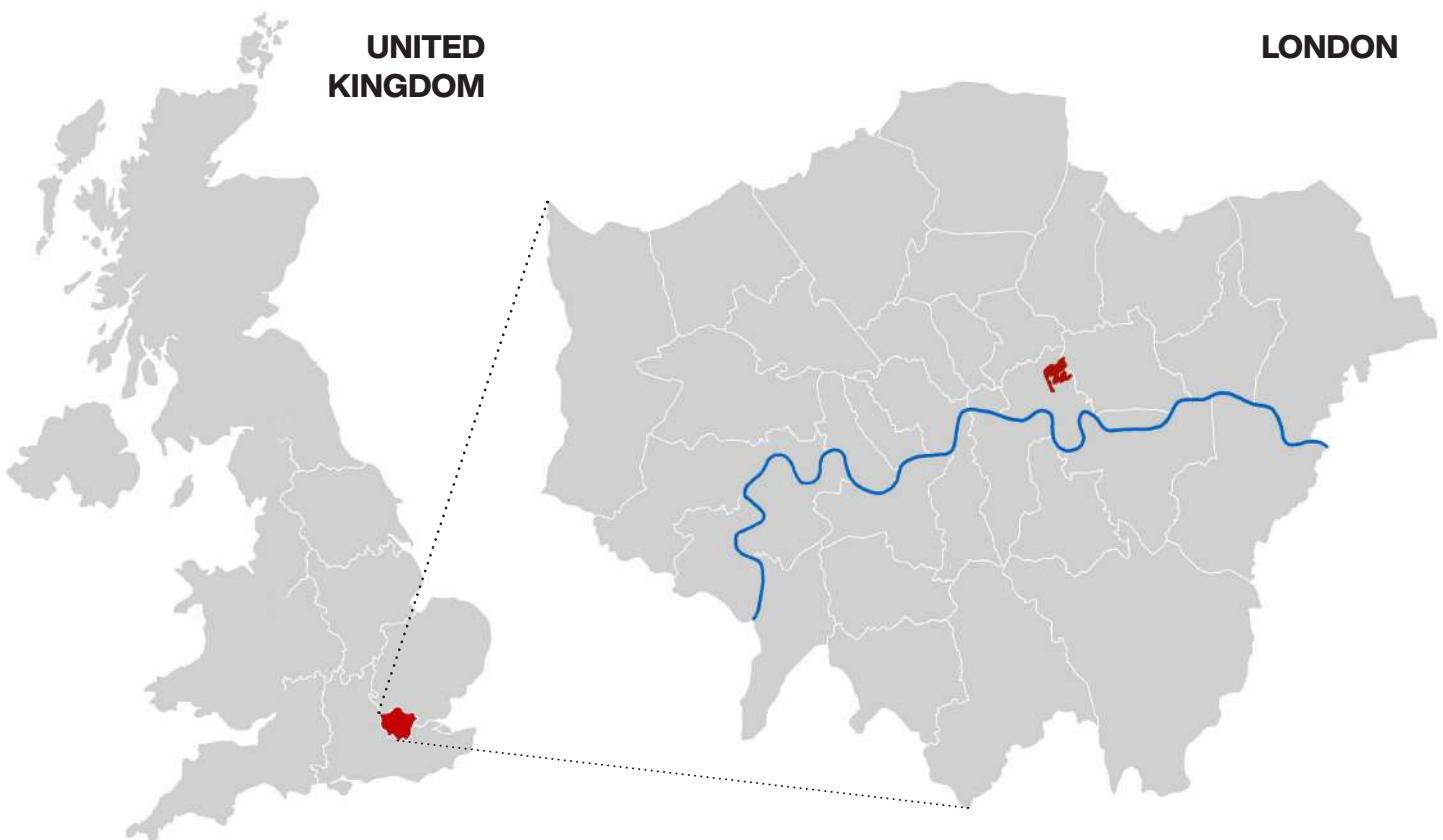
					Sep '24	Oct		
					22	29	6	13
6CTA1101-0905-2024 - Final Project FEA...								
Project Overview and Site Information		start	end	0h	100%			
Project Brief	28/11/24	14/01/25	0h	100%				
Design Statement	28/11	30/11	0	100%				
Justification	30/11	02/12	0	100%				
Work Schedule for the final project	02/12	03/12	0	100%				
Information of the Site Location	08/12	14/01	0	100%				
Information of the Site Location	04/12	06/12	0	100%				
Building Analysis and Evaluation		17/11/24	03/12/24	0h	100%			
Analysis of the functional aspects of the building	17/11	26/11	0	100%				
Analysis of the legal framework for the building	19/11	22/11	0	100%				
Analysis of the stakeholders involved	22/11	24/11	0	100%				
Mapping of the existing materials and surfaces	24/11	26/11	0	100%				
Analysis of the technology	26/11	28/11	0	100%				
Analysis of the environmental aspects of the building	28/11	30/11	0	100%				
Analysis of the context of the building	30/11	02/12	0	100%				
Analysis of possible issues and potentials	01/12	03/12	0	100%				
Design Development and Strategy		03/12/24	31/12/24	0h	100%			
Target Users' Profiles	14/12	18/12	0	100%				
Precedent Studies	04/12	16/12	0	100%				
Design Concept Proposal	03/12	31/12	0	100%				
Building Strategies Proposal	18/12	23/12	0	100%				
List of Accommodation	22/12	25/12	0	100%				
Early Design & Spatial Planning		05/11/24	30/12/24	0h	100%			
Bubble Diagrams	05/11	10/11	0	100%				
Schematic Diagrams	25/12	28/12	0	100%				
Preliminary Plans (Zoning)	27/12	30/12	0	100%				
Detailed Design Proposal		29/12/24	12/01/25	0h	100%			
Proposed Floor Plans	29/12	01/01	0	100%				
Proposed Mood and Material Boards	31/12	03/01	0	100%				
Proposed Sections/Elevations	03/01	06/01	0	100%				
Wow Factor(s)	06/01	09/01	0	100%				
Other Bespoke Design Elements	09/01	12/01	0	100%				
Conclusion & Future Steps		12/01/25	14/01/25	0h	100%			
Summary	12/01	14/01	0	100%				
Weekly Journal		23/09/24	14/01/25	0h	100%			
-	23/09	14/01	0	100%				



W O R K S C H E D U L E

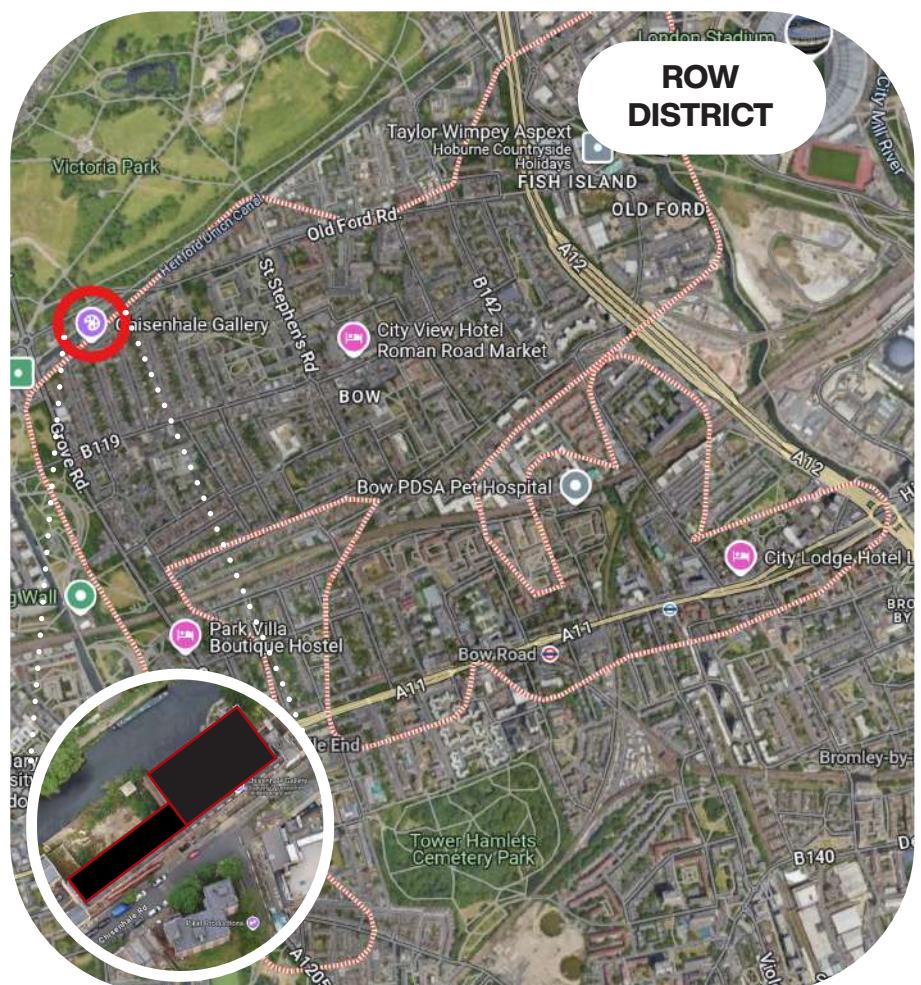


INFORMATION OF THE SITE LOCATION



The site is located at 64 Chisenhale Road situated within the rich and historic 'Bow' District in the London Borough of Tower Hamlets. This area is in East London which is known for its rich cultural variety and industrial heritage. The Bow District is a considerable part of Tower Hamlets, featuring a mix of residential, commercial and cultural areas; It has been experiencing regeneration in recent years. Tower Hamlets is one of the key boroughs in London as it's represented by its mix of traditional East End charm and modern outcomes.

Chisenhale Road is situated close to several community luxuries, green spaces and transport links; This makes it accessible for residents and visitors. The site helps from its closeness to the Regent's Canal; It is a historic waterway that adds to the appeal of the surrounding neighbourhood which offers both relaxation and aesthetic importance. The area's connectivity to central London and other parts of the city makes it a location for a modern fitness and wellness project.



BUILDING ANALYSIS AND EVALUATION

Analysis of the functional aspects of the building

Analysis of the legal framework for the building

Analysis of the stakeholders involved

Mapping of the existing materials and surfaces

Analysis of the technology

Analysis of the environmental aspects of the building

Analysis of the context of the building

Analysis of possible issues and potentials

ANALYSIS OF THE FUNCTIONAL ASPECTS OF THE BUILDING



The Chisenhale building currently has two retail or business spaces, but there are additional areas within the building that remain unused. I noticed this upon closer inspection, particularly around the garage door, where gaps revealed the back windows of the building, showing that these sections are neglected and left vacant, thus underutilized.

Some areas of the building appear abandoned, as many of the businesses inside have not expanded into the available spaces, failing to fully utilize the building's potential.

From the photos, it seems that the central part of the building has a factory-like appearance, likely due to its 1950s-1960s design. The platforms look outdated, reinforcing this impression. The building has two distinct types of windows: a large one on the ground floor and a smaller one on the upper floor, suggesting that the central area may have originally had two floors. In contrast, the east and west sections appear to have had three or four floors, both in the past and currently.



RENT REVIEW NEGOTIATIONS

In 2016, DWD advised Chisenhale Art Place Ltd during a rent review for 64-84 Chisenhale Road, a building housing artist studios, galleries, and dance spaces totaling over 33,000 square feet. The landlord, London Borough of Tower Hamlets, proposed increasing the rent from £47,000 to £207,000 per year, an unsustainable rise for the charity. After detailed negotiations, an annual rent of £138,500 was agreed, along with a stepped arrangement to ease financial strain and reduce backdated arrears. This reflects the complexities of managing charitable leases in historic buildings.

BUILDING AND RENOVATION CONTEXT

Originally a WWII factory, the building transitioned into an arts hub under a lease with Chisenhale Art Place Trust in the 1980s. The structure's Crittall windows, though reglazed, had deteriorated over time. The proposed replacements from the past aims to enhance energy efficiency while preserving the building's historic character, guided by advice from Historic England. Efforts have been made to ensure minimal visual impact on the Driffield Road Conservation Area.

PLANNING AND CONSERVATION

The property, though not listed, lies in a conservation area. Local authorities approved the window replacements, designed as double-glazed replicas of the originals, finding them compatible with the area's historic character. Public consultations yielded no objections, and the proposal met planning policies for heritage conservation and sustainable design.

CONCLUSION

The regulatory framework for 64-84 Chisenhale Road illustrates the balance between preserving historical significance and modernizing infrastructure. Rent negotiations and conservation efforts showcase the challenges and strategies in maintaining such culturally valuable spaces.



CLIENT: JD SPORTS

INTRODUCTION:

The VR Gym project aims to combine fitness and virtual reality to deliver a unique experience. This section evaluates key stakeholders, their roles, and their alignment with project goals.

KEY ROLES AND RESPONSIBILITIES:

- JD Sports Management: Provide strategic direction and funding.
- VR Providers: Supply hardware, software, and ongoing support.
- Customers: Participate in testing phases and adopt the new system.

STAKEHOLDER ENGAGEMENT STRATEGY:

- Use customer surveys to gather feedback.
- Regular progress updates to JD Sports executives.
- Contract agreements with VR providers to ensure on-time delivery.

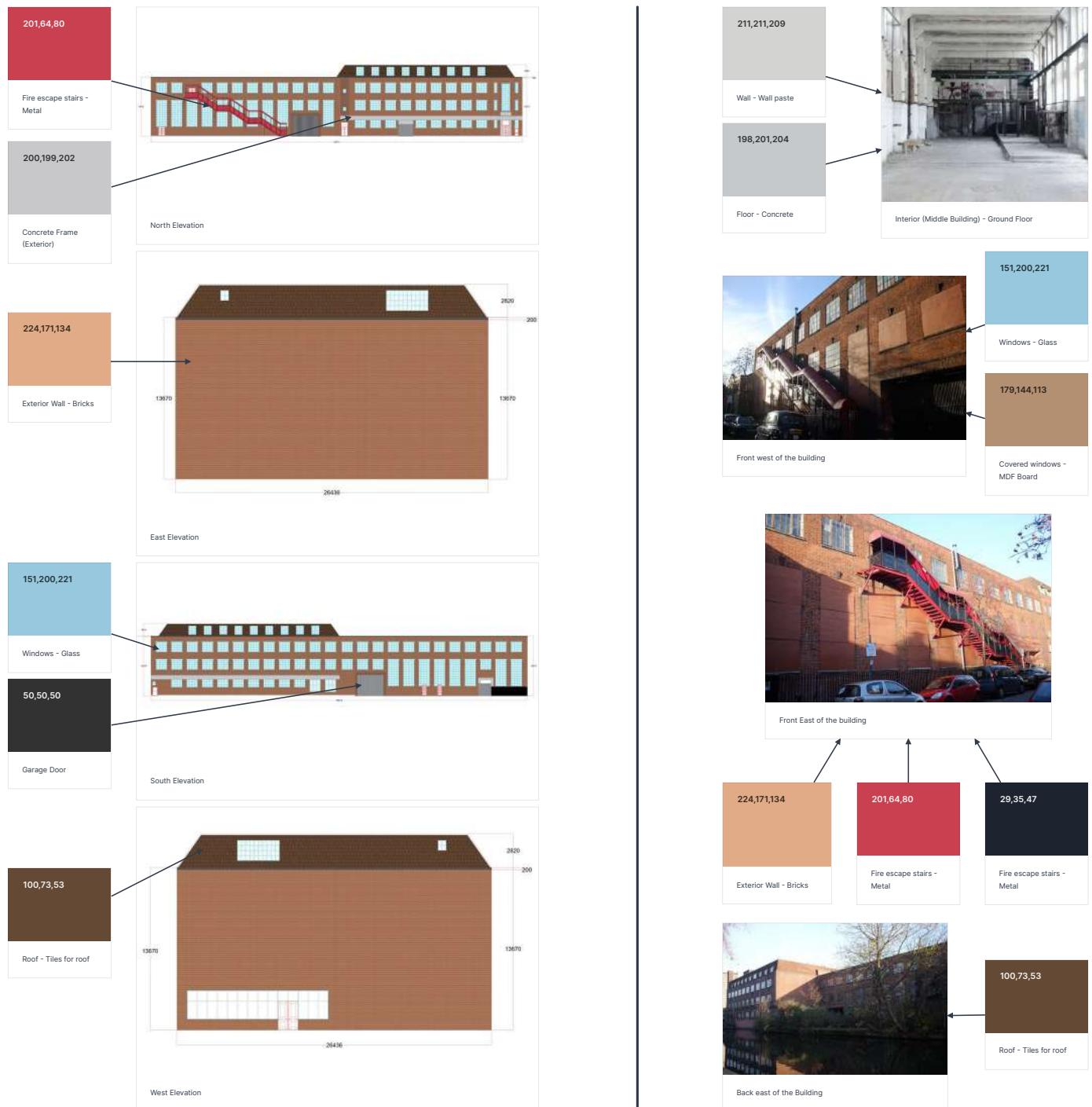
CONCLUSION

The stakeholders' engagement is integral to achieving the project's vision of a revolutionary VR Gym experience. Ongoing collaboration will ensure the alignment of interests and smooth execution.

STAKEHOLDER IDENTIFICATION

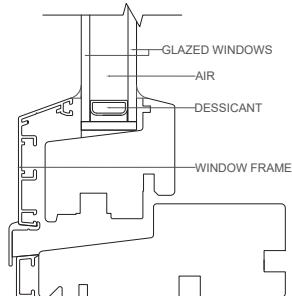
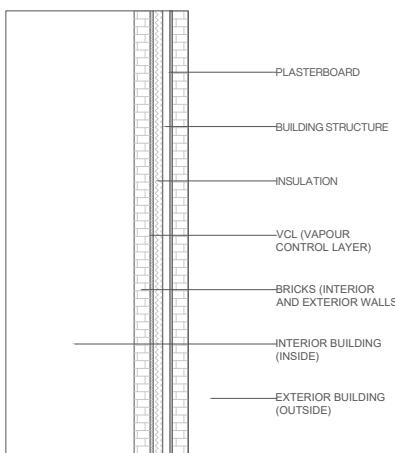
STAKEHOLDER GROUP	ROLE	INTEREST	INFLUENCE
JD Sports Management	Funding, strategy	Brand leadership	High
Customers	End-users	Fitness innovation	Medium
VR Technology Providers	Supply systems, technical support	Revenue, partnership	High
Fitness Trainers	Content development	Job opportunities	Medium

MAPPING OF THE EXISTING MATERIALS AND SURFACES



The diagram reveals the existing materials and surfaces of the current building existing now. The materials shown in the images seems to be that the materials is fading off as it shows on the windows and the concret of the exterior wall for example.

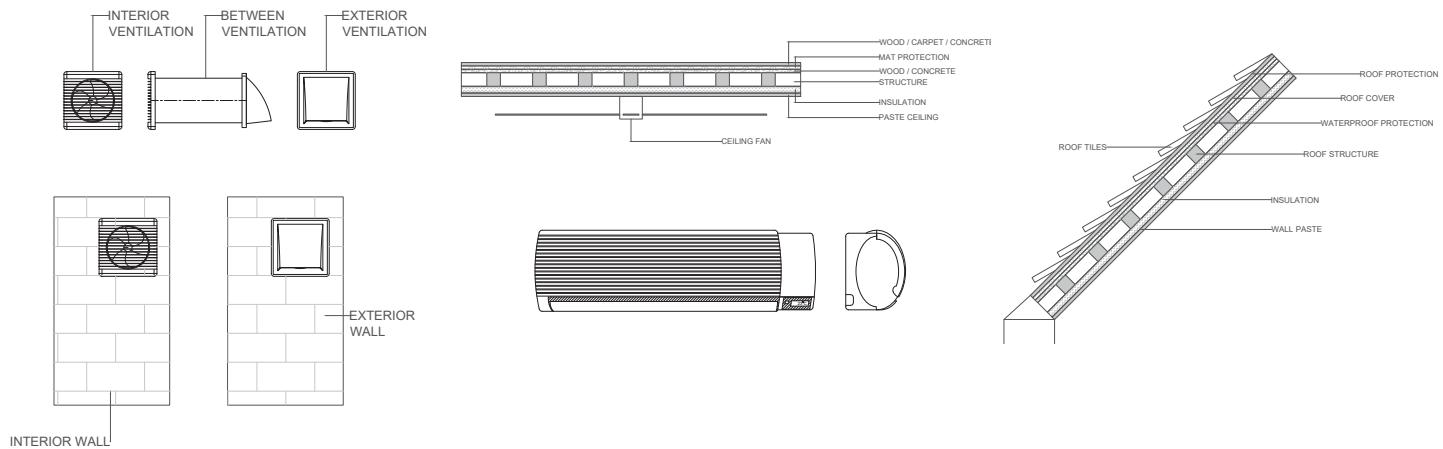
The materials is never been renewed for years as the paint, paste and other layered materials is already damaged of how it shows the peeling and the unclean appearance from the building. The intrior is the same effect as the exterior included as this seems that it is vacated as there is nothing inside the interior as there are no furnitures and other designs in it.



HEATING IMPROVEMENT FOR THE BUILDING

The building has remained unchanged since World War II, keeping its original structure without any improvements. This lack of updates creates risks, particularly in maintaining a warm and comfortable interior. A building of this size naturally struggles to retain heat due to the large volume of space that needs to be warmed. Gaps in the garage door allow cold air from outside to enter freely, disrupting the interior temperature and making the space even harder to heat. Without intervention, the building will continue to experience significant heat loss, making it uncomfortable and energy-inefficient.

To address this, a layer designed to retain heat, such as a vapour control layer (VCL), is necessary. This solution prevents warm air from escaping while blocking cold air from entering, which is particularly effective for large structures where heat loss occurs over expansive surfaces. Adding Double glazed windows further improves heat retention by creating an insulating barrier between the inside and outside. These windows reduce the transfer of heat through the glass, helping to stabilize the interior temperature. Finally, insulation plays a key role by reducing heat transfer through walls, ceilings, and floors. It keeps warmth inside the building for longer periods, lowering energy usage and maintaining a comfortable environment even in colder weather.



COOLING IMPROVEMENT FOR THE BUILDING

To keep the building cool during warm weather, proper cooling measures are essential. Excessive heat can harm materials and equipment, leading to damage and costly repairs. It also creates discomfort for users, reducing productivity and increasing fatigue. Prolonged exposure to heat raises the risk of fire, mold growth, and health issues caused by poor air quality and high humidity.

Roof insulation helps block heat from entering through the roof, keeping the interior cooler and reducing the demand on other cooling systems. Ventilation fans play a key role in removing warm air and improving airflow, which also helps eliminate odors and maintain freshness. Air conditioners regulate the temperature, ensuring the space remains consistently cool and comfortable. Ceiling fans assist by circulating air effectively, working in tandem with air conditioners to enhance cooling.

These measures are crucial for maintaining a safe, comfortable, and efficient environment. They protect the building's infrastructure, ensure user comfort, and reduce risks associated with heat, making the interior more functional and pleasant.



Exterior Stairway is used for Emergency Exit



Back space of the building can be used for 2nd Safety area



REDUCE FIRE IMPROVEMENT FOR THE BUILDING

The large size of the building increases its vulnerability to fire hazards, making fire safety a critical priority. Implementing an effective fire system ensures the safety of occupants and reduces potential damage to the building. Fire doors are essential for containing fires and preventing smoke from spreading, providing users with more time to evacuate while guiding them to clearly marked exits. These exits are crucial for safe and efficient evacuation during emergencies, helping to reduce panic and maintain order.

Fire alarms play a key role by alerting occupants as soon as a fire is detected, ensuring everyone is aware and can respond promptly. Smoke and fire detectors provide an early warning system by sensing heat or smoke and activating the alarm. When integrated with fire sprinklers, these detectors can automatically extinguish flames, limiting the spread of the fire and minimizing damage.

By combining these measures, the building can maintain a secure environment, protect its occupants, and ensure safe evacuation procedures. Effective fire safety systems are not only a legal requirement but also an essential investment in the well-being of users and the protection of property.



EPDM INSULATION



ACOUSTIC FOAM



ROCKWALL INSULATION

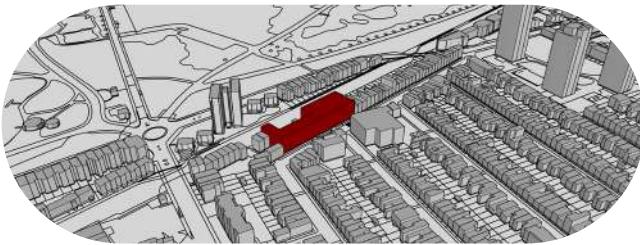
ACOUSTIC IMPROVEMENT FOR THE BUILDING

Acoustics play an essential role in managing the sound environment of a building, particularly in a VR Gym where activities can generate significant noise. Without proper measures, this noise can disturb nearby residents, leading to complaints and community issues. Managing sound effectively is crucial to maintaining a positive relationship with the neighborhood and ensuring the gym's operations do not cause disruptions.

EPDM insulation is a practical solution to contain noise within the building. It creates a barrier that prevents sound from escaping, ensuring the gym's activities do not disturb the peace outside. Inside the gym, acoustic foam can be used to reduce echoes and improve sound quality. This material enhances the auditory experience within the gym but does not block external noise.

Rockwool insulation is another effective option for controlling noise. Its structure traps sound waves, reducing the transmission of noise through walls and ceilings. This helps minimize the impact of both airborne and impact noises, making it a valuable addition for a high-activity space like a VR Gym.

By combining these measures, the building can ensure a better experience for users while respecting the peace and privacy of the surrounding neighborhood.



LOCATION: 64 Chisenhale Rd, London, E3 5RG

- The area is a quiet neighborhood.
- There are usually only 1 to 4 people seen walking around the streets.
- The building currently houses two businesses, but they seem to be separate companies and do not fully occupy the building.
- The two businesses are named "Chisenhale Dance Space" and "Chisenhale ArtPlace."

ORIGINS:

Chisenhale Works was reconstructed in the late 1930s by Morris Cohen as a veneer factory, until it was abandoned in the 1970s. The building has since been used as a brewery (now discontinued) and since 1980 has been home to Chisenhale Art Place. Studio Multi's feasibility study extends the building, and upgrades the existing structure to provide step-free access, additional floor space and new community facilities.



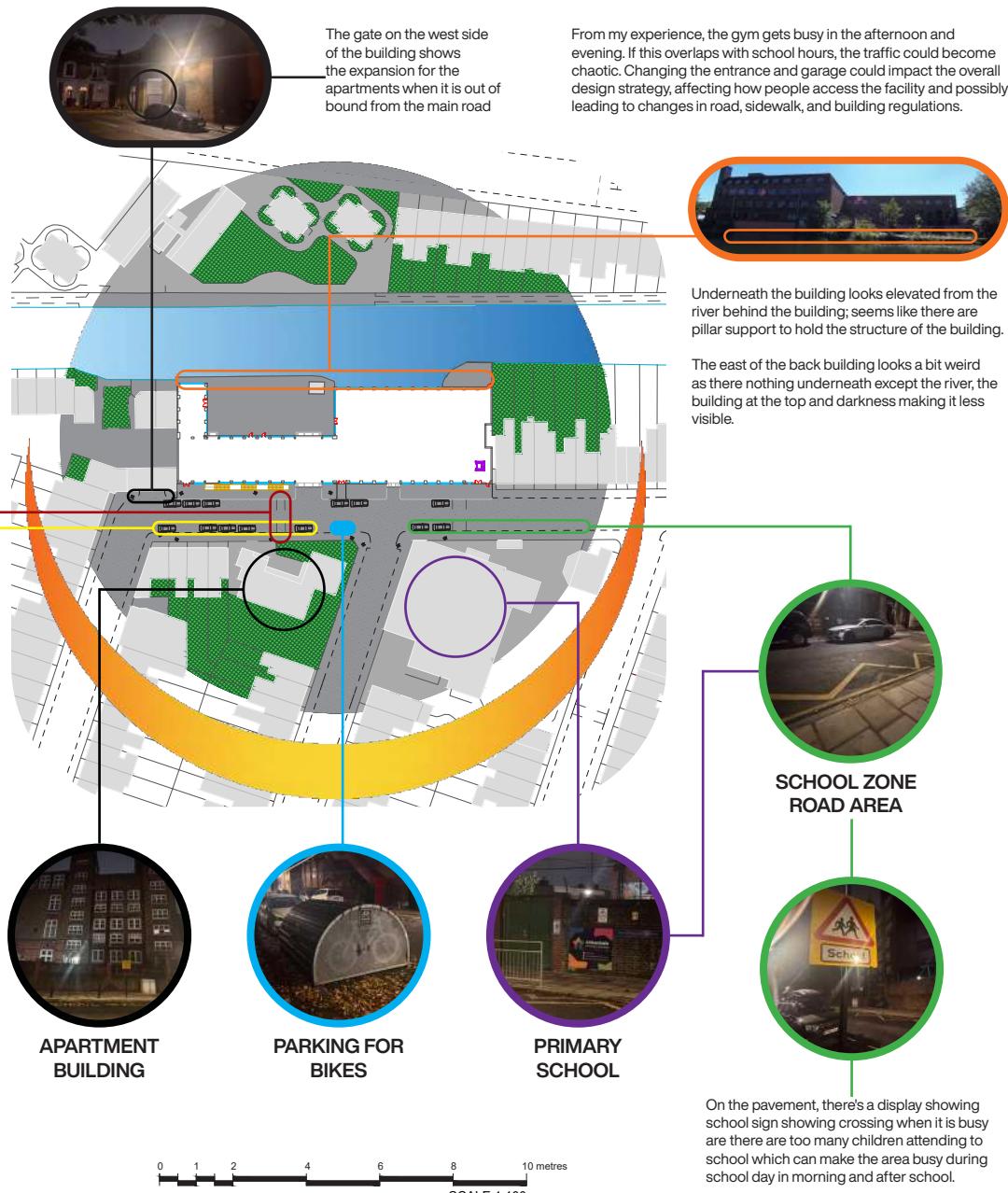
Road, Speed bumpers and Parking area

- The road appears to be a two-way street, not a one-way.
- The road is wide enough to allow parking on the side instead of on the pavement.
- There are marked sections indicating where parking is allowed and where it is not, as parking in restricted areas is illegal.
- A "No Parking" zone is marked in front of the building's garage entrance with a single yellow line.
- Double yellow lines indicate a no-parking area immediately following the designated parking zone.
- Zig-zag road markings indicate a school entrance and a pedestrian crossing, possibly serving as a drop-off point for children. Other drivers are expected to keep this area clear.
- There are two speed bumps located in front of the building.

DESIGN STRATEGY:

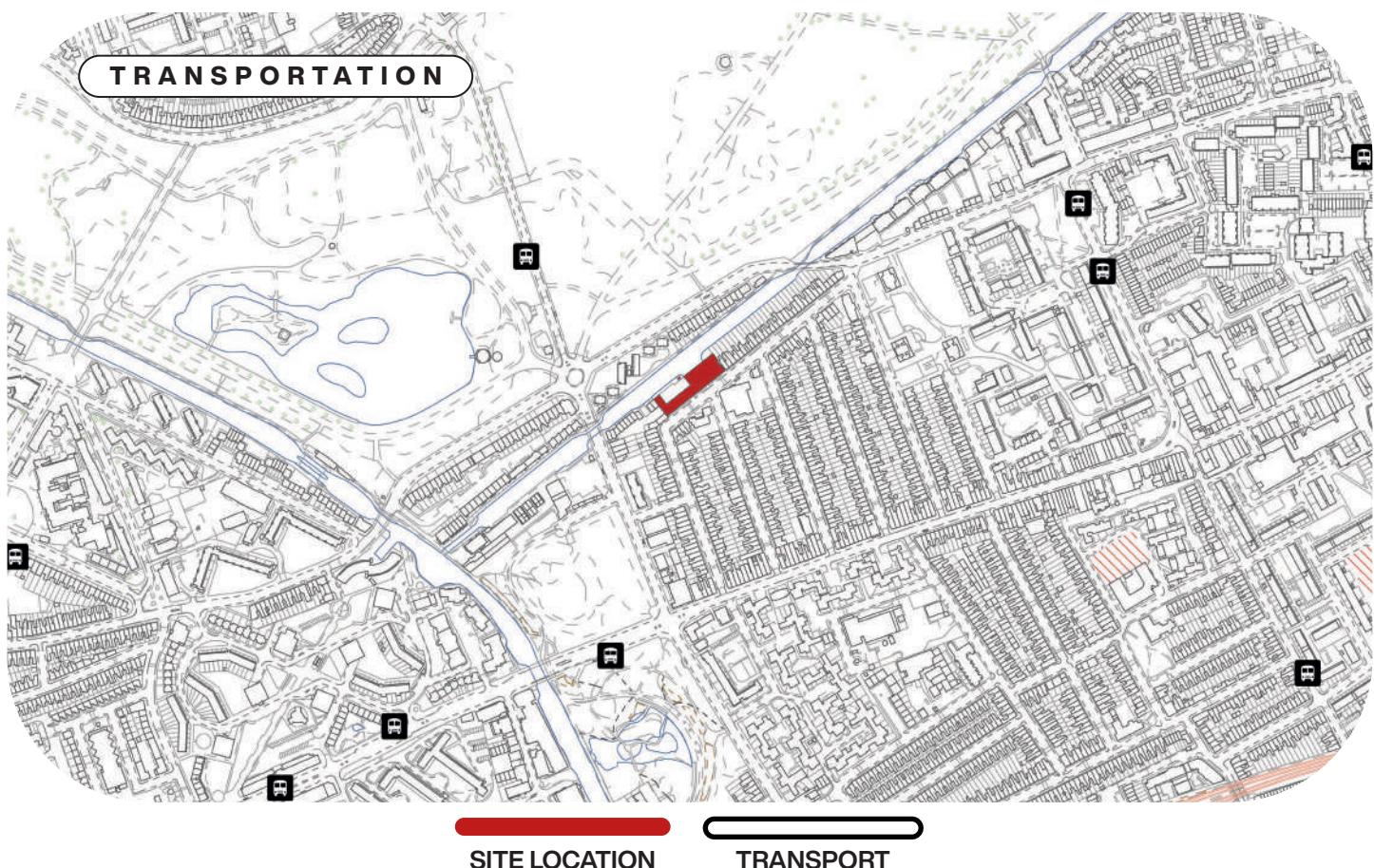
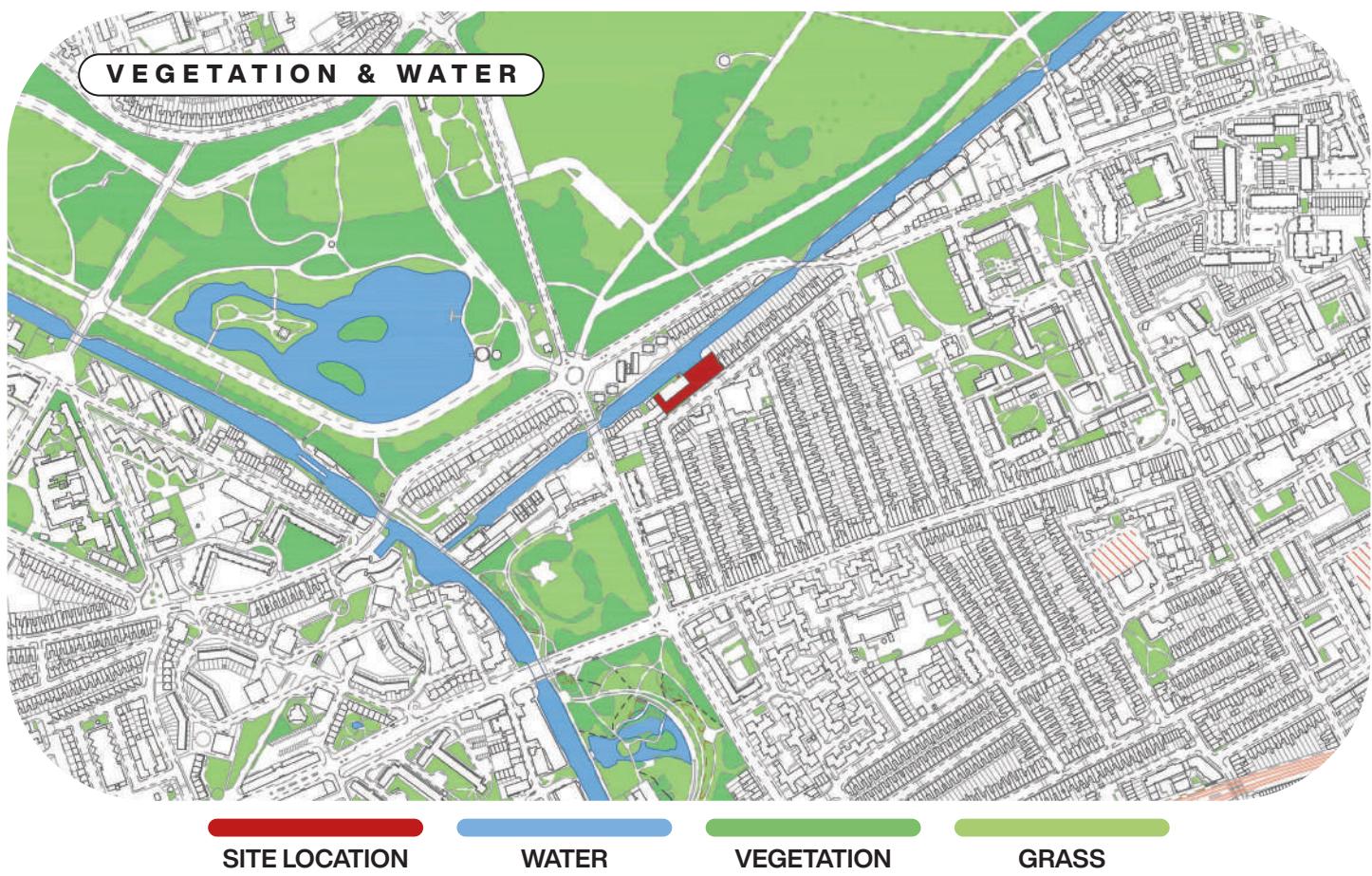
All the observations I gathered about the area are crucial to the design strategy, as they will directly influence how the building functions and how people move around it.

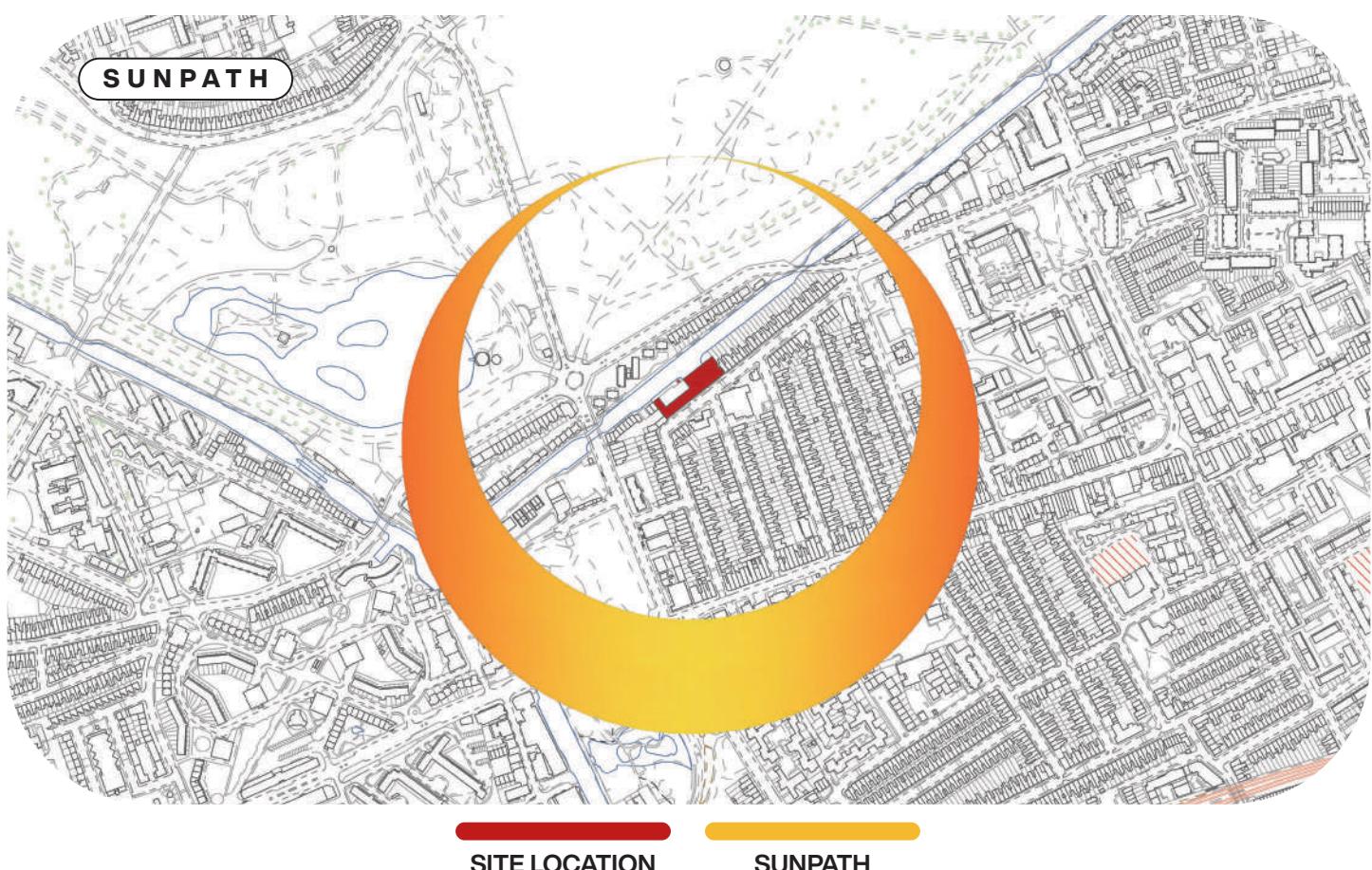
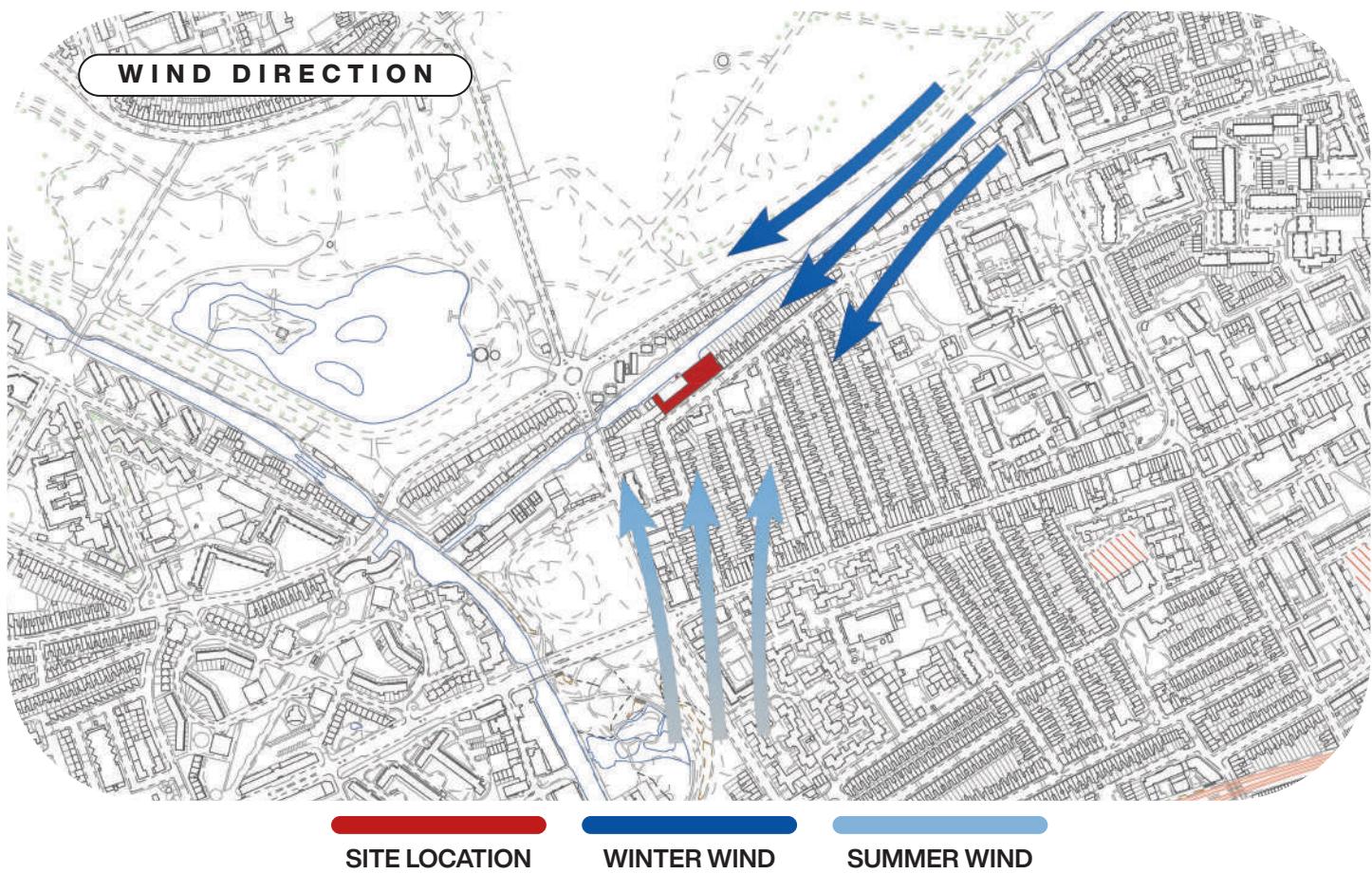
- PROS:**
 - The building is spacious, allowing plenty of room for people to move around comfortably without feeling cramped.
 - The location is excellent, offering great views of Victoria Park or the building itself when seen from the rooftop.
 - The large size of the building can accommodate a significant number of visitors, ranging from 150 to 300, making it a popular destination.
 - There are multiple entrances to the building, including accessible options for disabled visitors, which is essential for a large structure.
 - Convenient bus transportation to the west makes it easy for people to reach the building without a long walk.
 - The quiet neighborhood offers a peaceful atmosphere, allowing visitors to relax in a tranquil environment.
- CONS:**
 - During the school week, the area can become congested, making access to the building difficult during busy periods.
 - The large size of the building could increase its property value, making it a high-cost investment.
 - The quiet nature of the neighborhood might reduce the building's visibility and make it less attractive to a broader audience.



NOTE: The Building is restricted as I cannot get access; however I used the surrounding for point of interest and a solution for design strategy ideas.







HISTORY

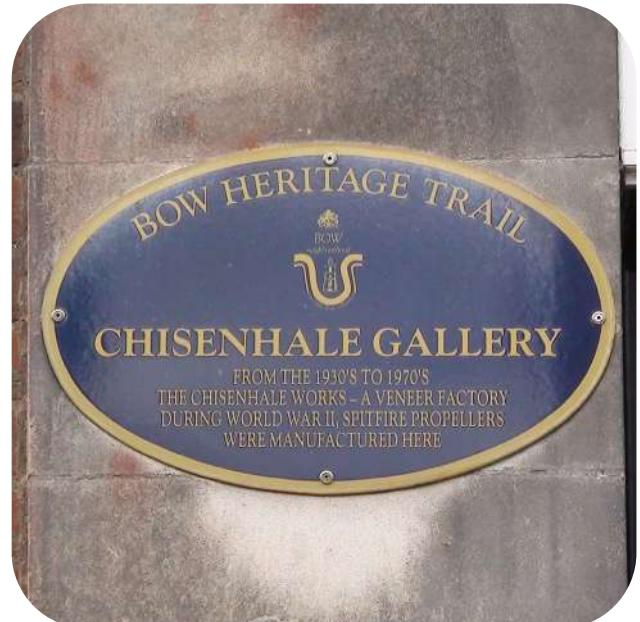
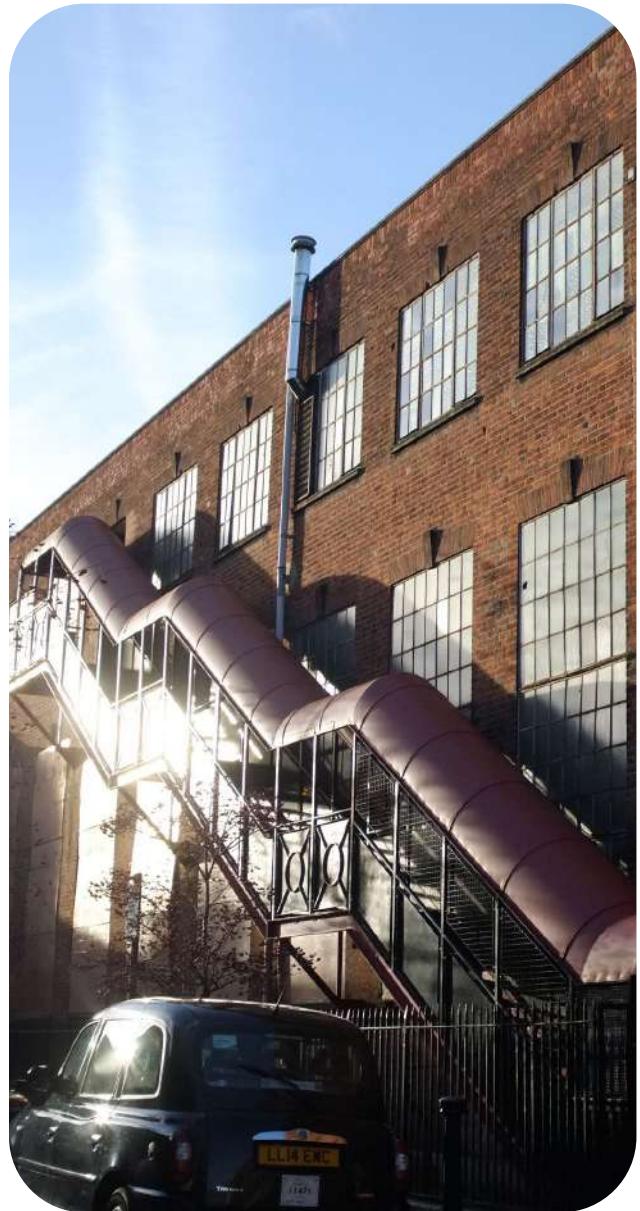
The Chisenhale Works building, constructed in **1942-43** by **MORRIS COHEN**, has a rich history. Originally built to manufacture spitfire cockpits, as well as propellers and plywood for Mosquito aircraft during **WORLD WAR II**, it was later became a **VENEER FACTORY** as it maintained until it closed in **1972**. Following its closure, the building remained **VACANT** for a while until **1980**, when a group of artists and dancers, evicted from their previous studios at Butler's Wharf, negotiated a lease with Tower Hamlets Council. Over the next two years, they transformed the empty, derelict space into a **CREATIVE HUB** that would eventually become known as **CHISENHALE ART PLACE**.

The building itself has a rather interesting design. Morris Cohen intended for the factory to have two wings, with a central entrance. However, he couldn't acquire the land he needed, as the homeowners refused to sell. As a result, the building only has one wing, with the main entrance oddly placed at the end of the structure, instead of in the middle as originally planned.

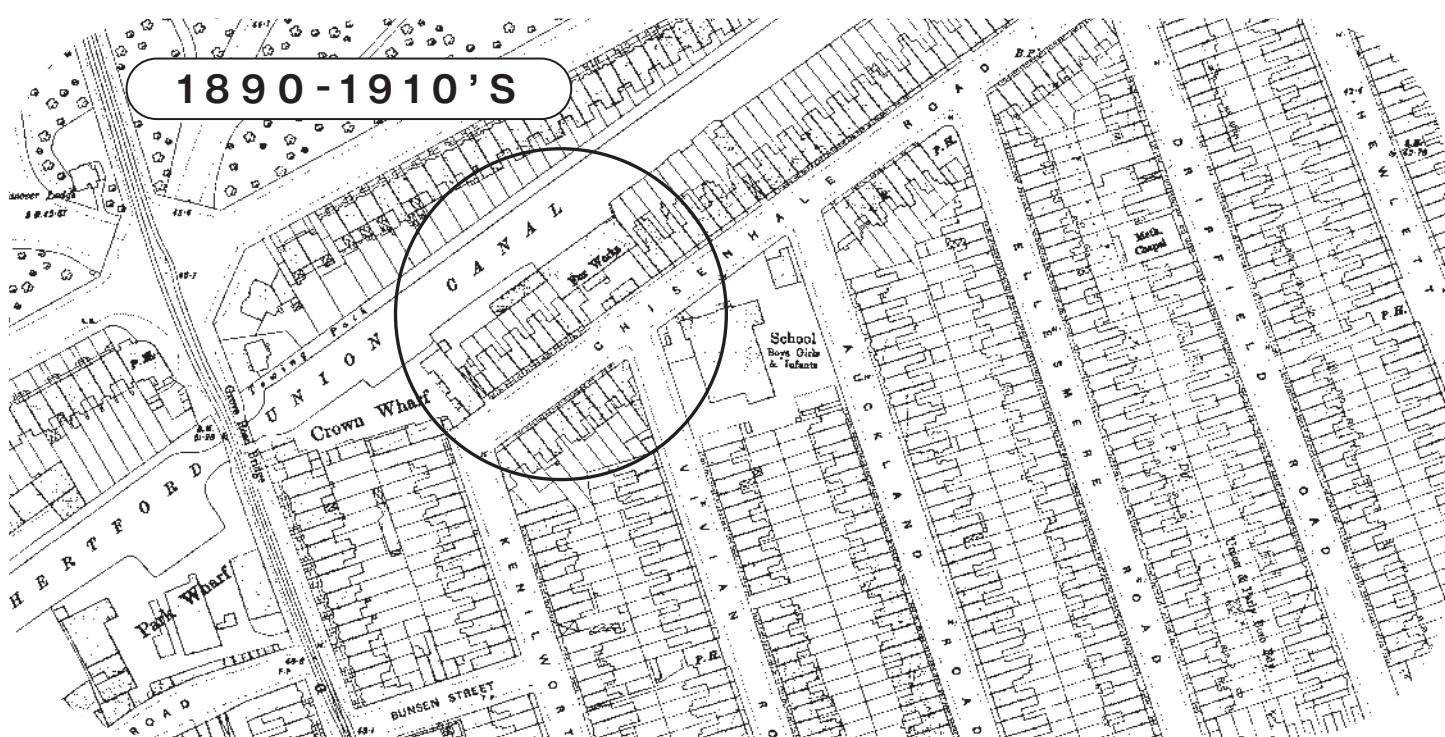
In terms of its physical appearance, the building has elements from its past as a factory. The main section of the building, which looks like it once housed machinery, still retains its 1950s to 1960s features. The floors look outdated, with some of the platforms showing signs of wear. There are two distinct types of windows: a large one on the ground floor and a smaller one on the top floor, suggesting that the central part of the building may have originally had two stories, whereas the east and west sides were likely taller with three or four floors.

The building is aging, and the signs of time are clear. The paint is peeling from the brick walls, and much of the white paint has chipped off, leaving behind a weathered, discolored appearance. Despite the building's wear, it continues to play a significant role in East London's creative scene, providing space for artists and dancers to work, perform, and create.

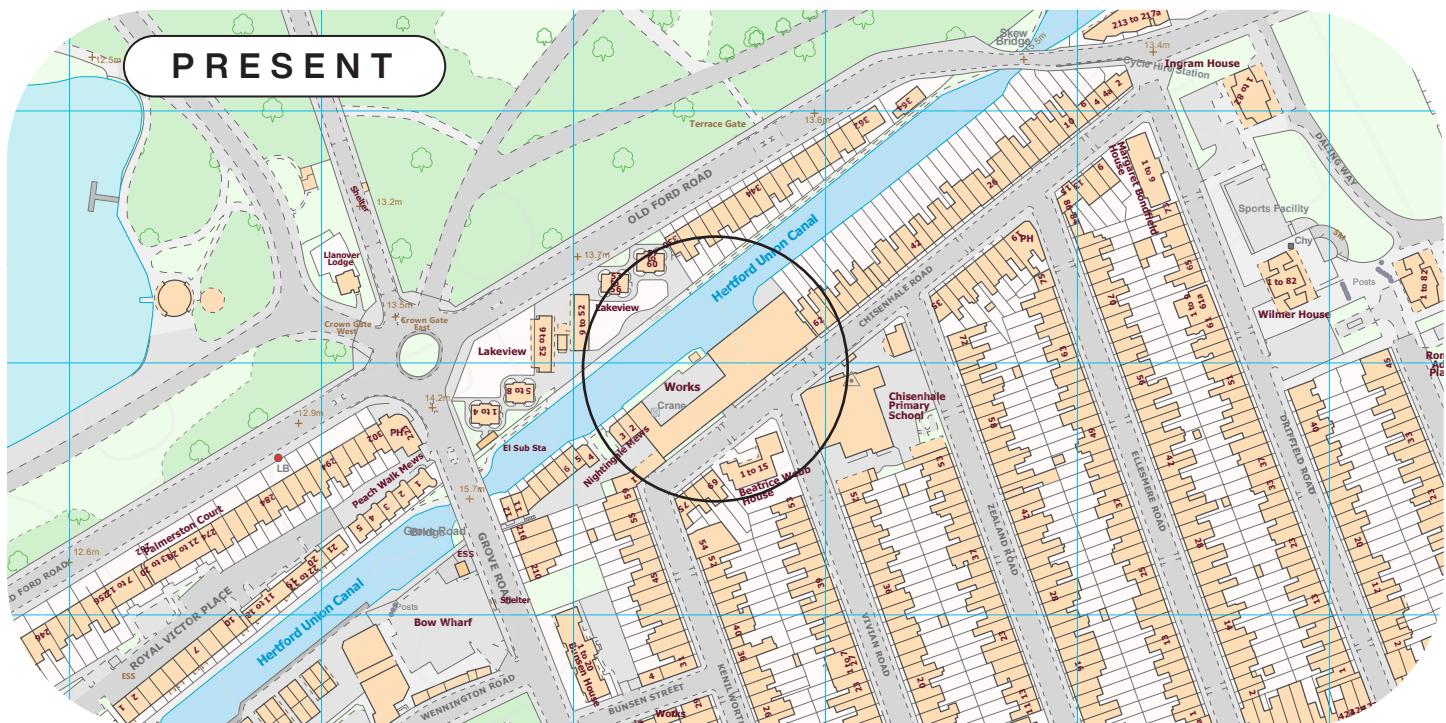
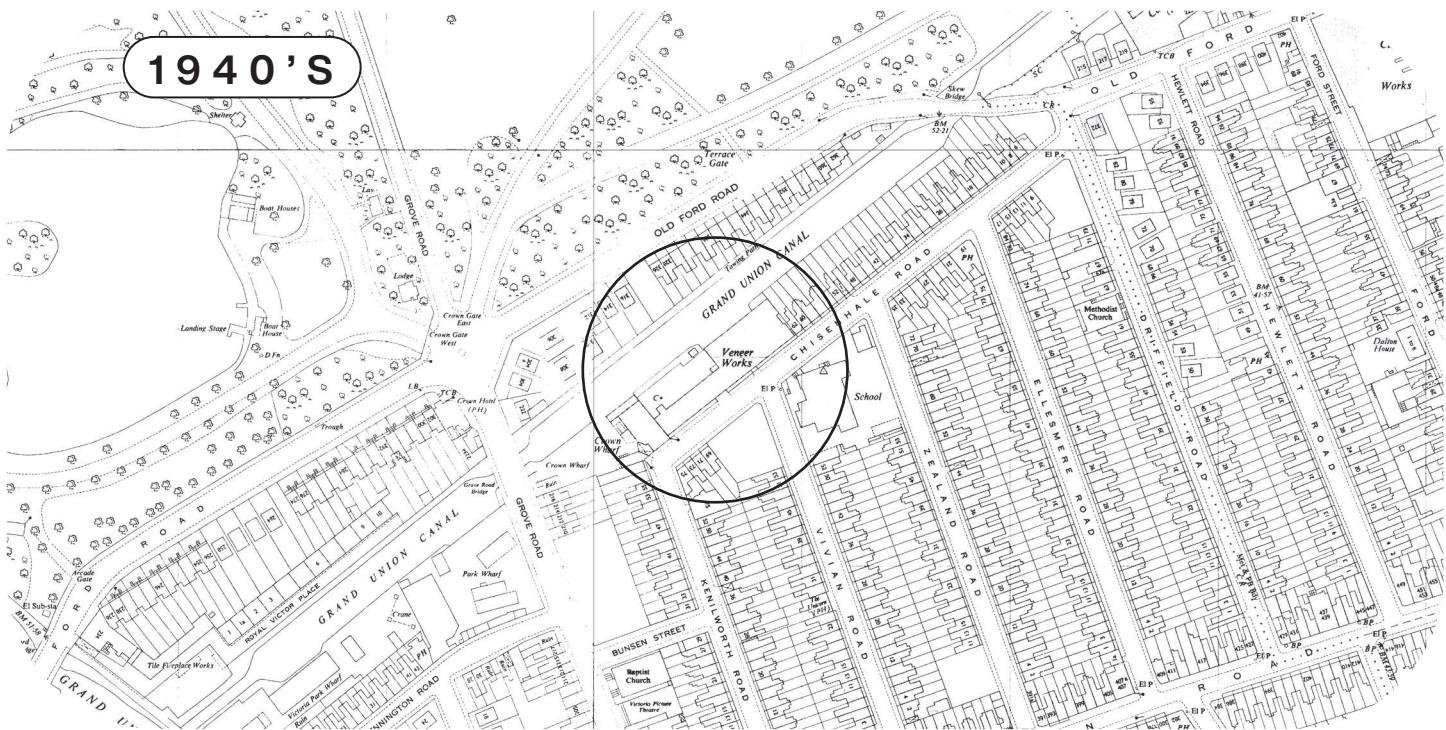
Today, Chisenhale Art Place has grown into a multi-faceted arts organization, home to Chisenhale Dance Space, Chisenhale Gallery, and Chisenhale Studios, offering a platform for artists to experiment and develop new work. The site's transformation from an industrial factory to a vibrant arts center is a testament to the adaptability and resilience of the building, and to the creative community that breathed new life into it.



MAP HISTORY OF THE BUILDING



ANALYSIS OF THE CONTEXT OF THE BUILDING



Over the decades, The building had a significant changes as it was progressed. World War 2 had an impact of the design chages because it was turned into a factory to produces equipment during the war which has massive impact. The aftermath has no changes for the building as it always stay the way it was to the present days.

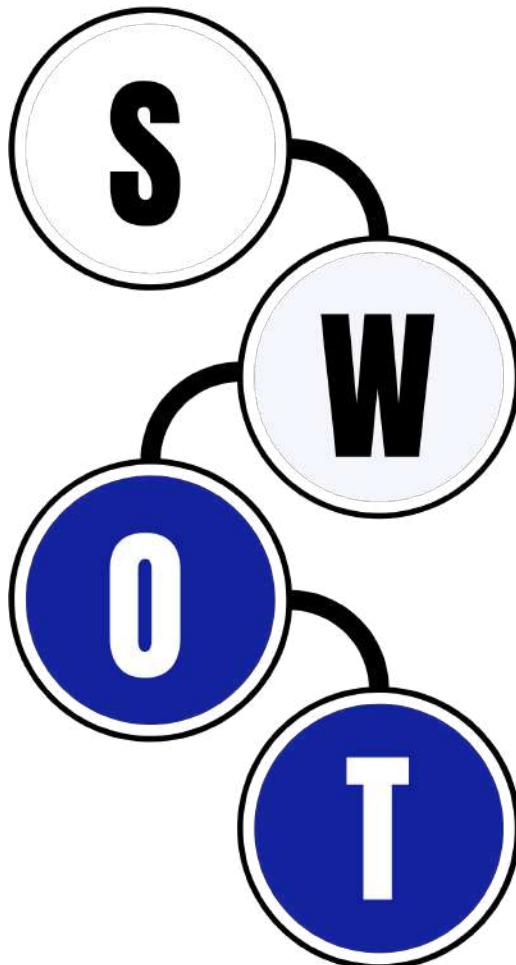
The area that the building is less recognisable which no one is interested with the building and their plans. It seems by the years goes on by observing the layout and how it changed is the building layout had an impact around 1930-1940's that it cannot be changed.

STRENGTH

- The building is spacious, providing plenty of room for comfortable movement.
- Excellent location with great views of Victoria Park and the building from the rooftop.
- Large enough to host 150 to 300 visitors, making it a popular spot.
- Multiple entrances, including accessible options for disabled visitors.
- Convenient bus access from the west for easy travel.
- Quiet neighborhood offers a peaceful and relaxing atmosphere.

OPPORTUNITY

- Large spaces can be used for additional businesses, community facilities or events.
- There is room to improve accessibility and aesthetics which can increase interest and foot traffic.
- Local schools, parks, and residential areas allow families and children to interact.



WEAKNESS

- The area can get crowded during the school week making entry to the building difficult at busy times.
- The building's large size could increase its property value as this can make it a high cost investment.
- The quiet neighbourhood may reduce visibility and limit its attraction to a wider audience.

THREAT

- Busy school periods may prevent potential visitors due to increased traffic and parking difficulties.
- More visible or located destinations may attract a wider audience.
- Parts of the building are outdated with potential wear and tear impacting the general condition.
- Changes in roads, sidewalks or nearby infrastructure may affect entry and attractiveness.

DESIGN DEVELOPMENT AND STRATEGY

Target Users' Profiles

Precedent Studies

Design Concept Proposal

Building Strategies Proposal

List of Accommodation



GHALIB SOHAIL

PERSONAL INFORMATION:

- **OCCUPATION:** Student
- **HEIGHT:** 5'11
- **EYE COLOUR:** Dark Brown
- **HAIR COLOUR:** Black
- **AGE:** 21
- **GENDER:** Male
- **LOCATION:** Luton
- **LIFESTYLE:** Busy with professional balancing work-life responsibilities.

INTERESTS:

- Ghalib is highly interested in technology and obsessed with exploring new gadgets and innovations.
- Fitness is part of his routine but he often struggles to stay motivated with conventional gym workouts.
- He enjoys gamified experiences like VR gaming in his free time, finding them both relaxing and engaging.

REQUEST FOR THE VR GYM:

- Comfortable atmosphere when entering the gym.
- Equipments that can be easily accessible instead of waiting in line for one equipment.
- Sauna need to be bigger and have a relaxing spaces when resting.
- Wanted a gaming experience when using the workout machines to prevent getting bored and losing focus during workout.
- Accessible to roam around the building.
- Wanted new things for the gym instead of being repetitive.
- Population as it will annoy him when people using equipment that he wanted to use for his workout.
- A place that he wants to rest, relax and socialised in the area.

PERSONAL GOALS:

- To make workouts more enjoyable and creative, moving beyond repetitive gym routines.
- To improve his cardiovascular health and strength while managing stress.
- To have access to flexible and time-efficient fitness options due to his busy schedule.

CHALLENGES:

- Ghalib often feels demotivated in traditional gym environments, where workouts feel repetitive and lack creativity.
- As a gamer, he's drawn to experiences that are immersive and visually stimulating but finds it hard to translate that interest into physical activity.
- He needs a fitness option that blends his love of gaming with real-world physical benefits.

CASE STUDY I:

SPVR ARCADE ENFIELD FOR VIRTUAL REALITY ADVENTURES, SOFT PLAY, ESCAPE ROOMS & GAMES



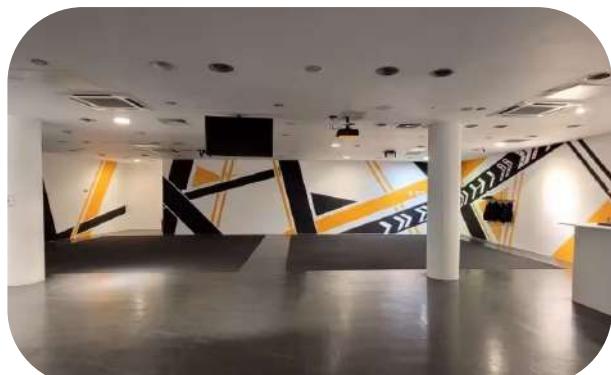
Centre VR Enfield is a premier virtual reality entertainment venue offering diverse immersive experiences. Located in Enfield, the center is equipped with cutting-edge VR technology, including advanced headsets and free-roam setups, allowing players to move naturally within virtual environments.

The facility caters to a wide audience, from families and casual gamers to corporate groups and enthusiasts. It features a variety of experiences, including VR escape rooms, free-roam adventures, and action-packed games. A standout offering is Case 47, an escape room where players solve mysteries and puzzles in a thrilling virtual setting.

Centre VR Enfield emphasizes group-friendly activities, making it an ideal choice for team-building events, birthday parties, or corporate outings. Multi-player games enable shared experiences for groups, while individual sessions offer solo players engaging challenges.

The venue provides a comfortable and welcoming environment, with staff on hand to guide players and ensure seamless gameplay. Special promotions, such as weekday discounts and group deals, make the experiences more accessible.

Centre VR Enfield combines cutting-edge technology, a diverse range of activities, and exceptional customer service to create an unmatched virtual reality experience. It stands out as a versatile destination for entertainment, education, and team-building.



CASE STUDY II:
NAVRTAR



Navrtar, located in Ealing, London, is the UK's first free-roaming virtual reality (VR) and bar experience, offering immersive 60-minute sessions that blend cutting-edge VR technology with a social atmosphere.

Navrtar's key offering is free-roaming VR, allowing up to six players to move untethered within virtual environments, enhancing immersion. It features diverse game options, including Contagion Origins, a cooperative zombie survival game, Virtual Arena, a player-versus-player combat experience, and Ghost Power, a family-friendly ghost-hunting adventure.

The venue stands out for its integration of VR gaming with a bar and lounge, offering drinks and food to create a relaxed social setting. This combination appeals to gamers and non-gamers alike, making it ideal for gatherings, celebrations, and casual visits. Navrtar also specializes in group-friendly packages, catering to events like birthday parties and corporate team-building sessions.

Customers consistently praise Navrtar for its engaging, accessible experiences, which are enjoyable even for those new to VR. The combination of advanced technology, diverse games, and a welcoming atmosphere sets Navrtar apart as a top-tier VR entertainment hub.

By merging immersive gaming with a vibrant social environment, Navrtar has redefined the concept of interactive entertainment in London.

CASE STUDY III:
BLACK BOX



Black Box VR, based in Boise, Idaho, is a cutting-edge fitness center that merges virtual reality (VR) technology with resistance training to transform traditional workouts into engaging, immersive experiences.

The gym features VR systems where users wear headsets connected to resistance machines. Each exercise corresponds to in-game actions, turning workouts into gamified challenges within virtual worlds. This innovative approach motivates users to stay consistent and push their limits, making fitness enjoyable and rewarding.

Black Box VR offers a variety of programs tailored to different fitness goals, such as strength building, fat loss, and endurance training. Members can track their progress through detailed analytics provided after each session, helping them achieve measurable results.

The facility emphasizes individual-focused workouts, with each session designed to engage the user in solo gaming-style fitness challenges. The gamification aspect creates a competitive yet entertaining environment that appeals to fitness enthusiasts and gamers alike.

Recognized with awards like the CES Innovation Award, Black Box VR has gained acclaim for revolutionizing the fitness industry. Members have reported significant improvements in strength, physique, and overall health.

By combining advanced VR technology with effective resistance training, Black Box VR offers a futuristic and enjoyable way to achieve fitness goals, setting a new standard for gym experiences.

USER INTERESTED



Entrance Gate



Hub



Office



Gym Area



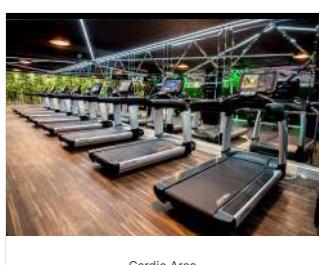
Ladies Gym



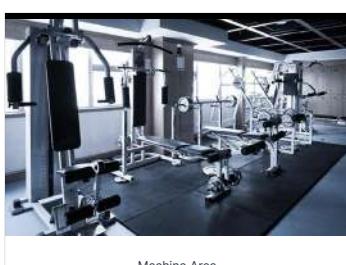
Virtual Reality (VR) Area



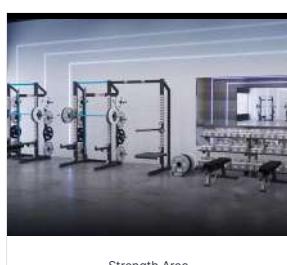
Boxing Bag Area



Cardio Area



Machine Area



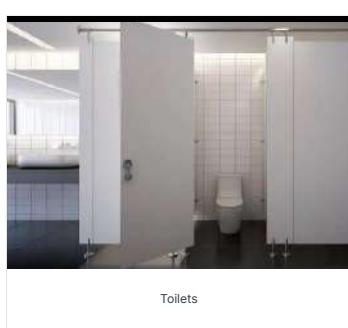
Strength Area



Bungee Workout Room



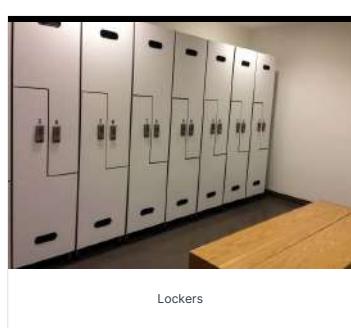
Changing Room



Toilets



Sauna



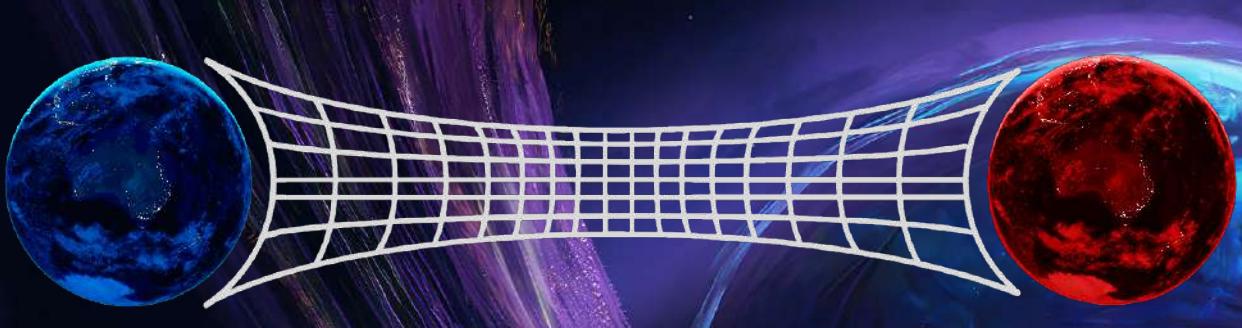
Lockers

The users wanted to have the area which is displayed from the images. Moreover I added interest to add in the VR GYM, If I didn't it wouldn't be a VR GYM without Virtual reality section. I researched of other gym and my personal research when I go to the gym regularly to inspect and find out what people actually want and what can be improved for the gym when I design my own version of gym but with the Virtual Reality as an additional feature based on my chosen project, 'VR GYM'

PARALLEL UNIVERSE

DESIGN CONCEPT: PARALLEL UNIVERSE

The design concept for the VR Gym is inspired by the idea of a parallel universe, where users step into an alternate reality that offers an entirely new way of living. This universe is a second life, disconnected from the real world, where familiar rules no longer apply. Users become characters in a simulation, immersed in environments that reimagine life, technology, and possibilities. It's a space where imagination takes precedence, creating endless opportunities to explore alternate versions of reality and oneself.



IDEAS

The VR Gym extends the parallel universe concept by incorporating elements that highlight the endless possibilities of alternate realities. What if instead of Earth being the center of life, humanity thrived on Mars, Jupiter, or Saturn? This alternate world invites users to explore a reimagined existence, one where the familiar rules of life no longer apply. It's about creating a reality where nothing is ordinary, and everything is new, exciting, and unpredictable.

In this alternate reality, users are not limited by the constraints of the real world. Technology, environments, and even personal identities take on different forms, presenting a version of life that feels both foreign and thrilling. By immersing themselves in this world, users can engage with an environment where every action creates ripples, leading to outcomes that redefine the way we perceive existence.



PARALLEL UNIVERSE

PORTAL

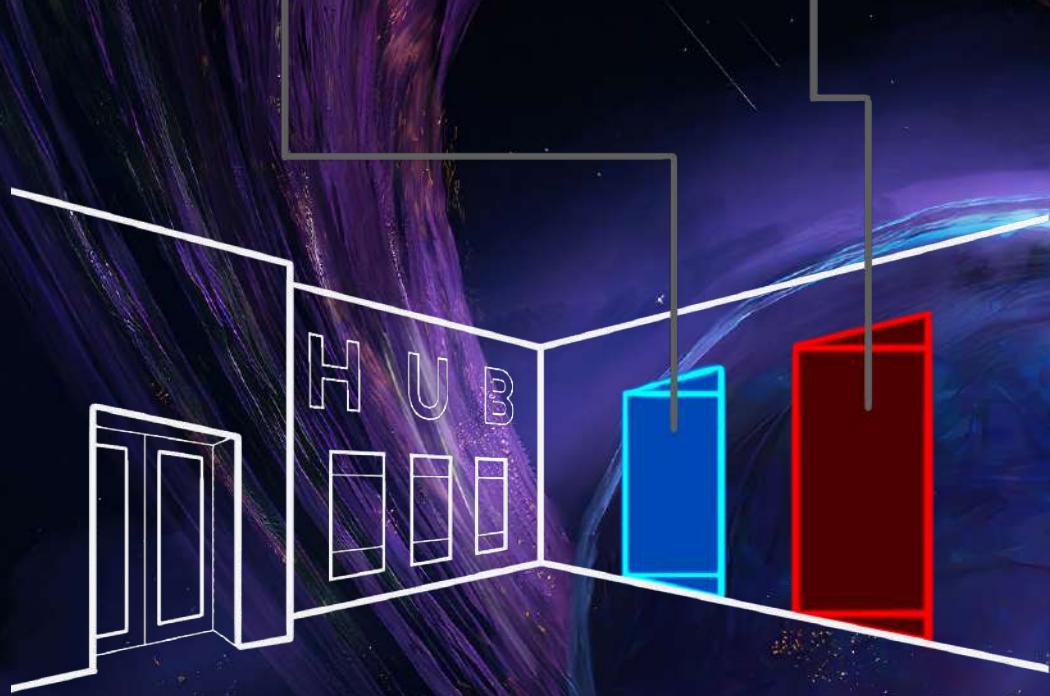
The portal acts as the gateway between worlds, providing a seamless transition from one universe to another. When users step into the portal, they leave behind the familiarity of their current reality and enter a space where the laws of existence feel entirely different. This isn't a simple journey to recognizable landmarks like Paris or Tokyo; instead, the portal transports users to destinations that defy imagination.

Inside the portal, the experience is surreal. Users are surrounded by a vast expanse of darkness lit by countless stars, as though traveling through hyperspace. The sensation is like watching a meteor streak across the sky, with lights moving at incredible speeds, creating an ethereal and breathtaking journey. The portal doesn't just take users to another place—it makes the transition feel like an adventure.

Upon emerging from the portal, users find themselves in an entirely new world, perhaps a distant planet within our solar system or even a galaxy far beyond. The portal becomes more than just a tool for transportation; it's an experience in itself, making every journey a thrilling part of the adventure.



PARALLEL UNIVERSE

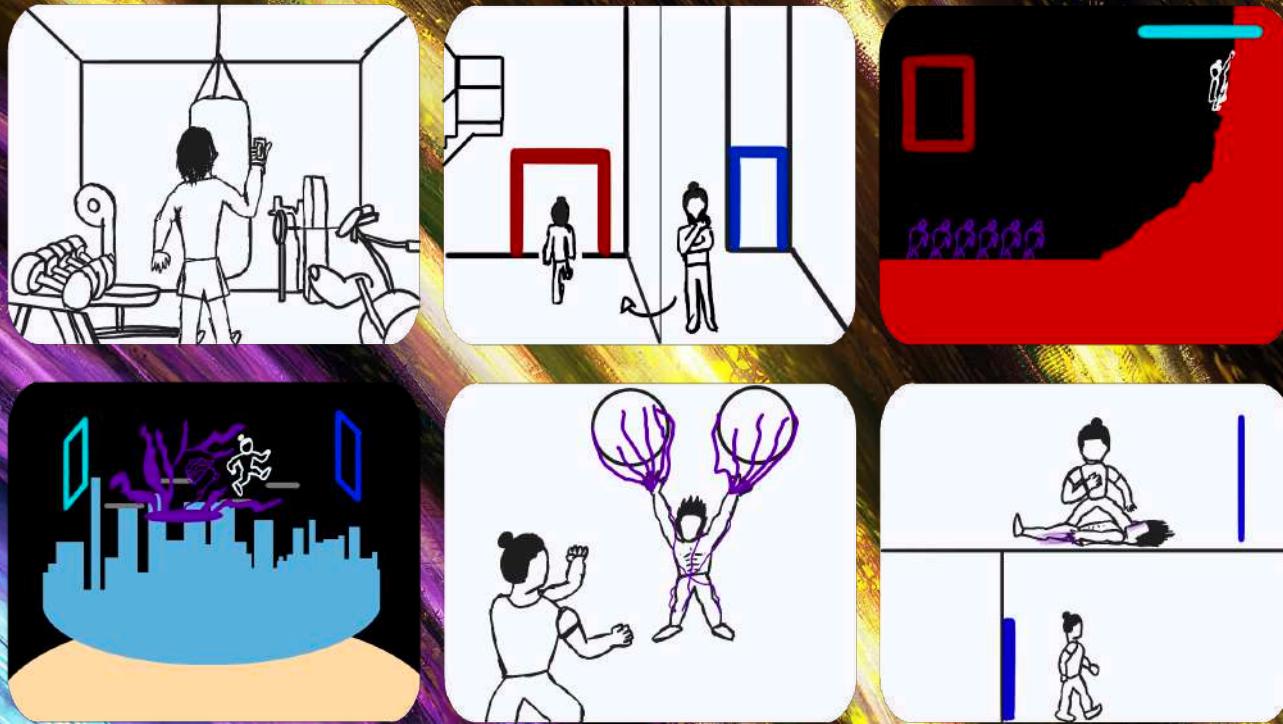


HUB

The hub serves as the central connection point between the two universes, acting as a bridge that links the real world and the alternate reality without allowing them to merge. This space is designed as a neutral ground, offering a moment of pause for users to prepare for their next journey.

In the hub, the two universes exist in harmony, yet they remain distinctly separate. They cannot collide or interact directly, emphasizing the boundaries that keep these worlds apart. Instead, the hub acts as a cosmic station where users can choose their next destination and reflect on the journey so far.

The design of the hub highlights its role as a transition space. It feels otherworldly, with an atmosphere that captures the essence of both universes without fully belonging to either. Walking through the hub feels like stepping into the unknown, a space where possibilities converge but never overlap. It's the perfect starting point for a journey into the parallel universe, maintaining the delicate balance between exploration and separation.



PARALLEL UNIVERSE

STORYBOARD

1 - John stands in his old, uninspiring gym, looking bored and drained. His phone lights up with an ad for Ecliptica, showing images of fantastical worlds. His eyes widen, and he eagerly taps "Sign Up," feeling a rush of anticipation.

2 - Inside the glowing gym, John approaches the Nexus Gateway, where the Navigator presents two glowing portals. Xanathar, a menacing figure, steps from the shadows, his eyes burning with malice, and warns John to stay away. Undeterred, John chooses the red portal, determined to face whatever awaits.

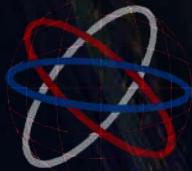
3 - John stumbles onto the red, rocky surface of Mars, disoriented but ready. Suddenly, hostile creatures emerge from the ground, and the terrain shifts, as if controlled by an unseen force. John grips his gear, pushing through the obstacles as he climbs a treacherous ridge, determination in his eyes.

4 - John floats through a golden sky, leaping from one glowing platform to another as the city floats above Jupiter's storms. Suddenly, dark tendrils surge from the void below, attempting to pull him under. With swift movements, John dodges and continues, using his agility to keep moving forward.

5 - The glowing portals flicker as Xanathar steps forward, dark energy crackling around him. He unleashes his power, twisting the gym's worlds into nightmare landscapes. John, standing firm, clenches his fists as the battle begins, energy surging between him and Xanathar.

6 - John stands victorious, Xanathar crumpled at his feet as the dark energy dissipates. The portals glow brightly once more, pure and uncontaminated. John walks out of the gym, radiating confidence, as the city around him watches in awe. The words "Where Heroes Are Made" pulse across the sky above.

DESIGN CONCEPT PROPOSAL



Grid Structure
Projector
People see but users
doesn't

↳ Transparent



→ Aerotrim
↓ Expression
- Feeling of amazement
- Atmosphere
- Futuristic
- Transportation
- Feeling travelling
to another world

Two doesn't meet or
touch each other

Portal
between two
worlds/Dimensions

Infinite possible
worlds



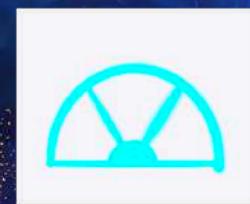
Two Portal for Two
Different worlds



→ Decision → Main Hub
Between Portals

Entering
worlds

Portal



Two Portals for
Two Different
worlds



Decisions

↓
Main Hub
Between Portals

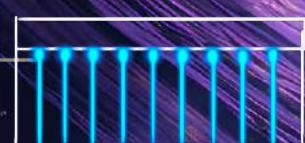
Transporting



Long Corridor
to transport

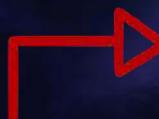
Neon
Lights

Transport to a
Planet

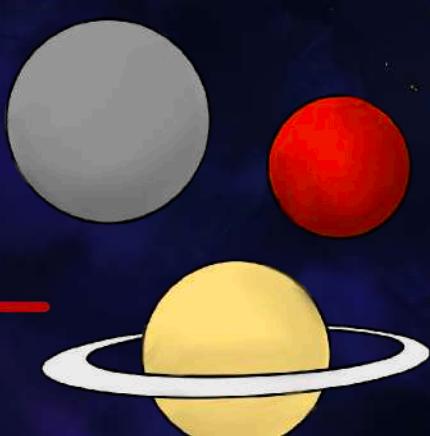


Standing on
a planet

Two Worlds,
Same planet,
Separate Universe

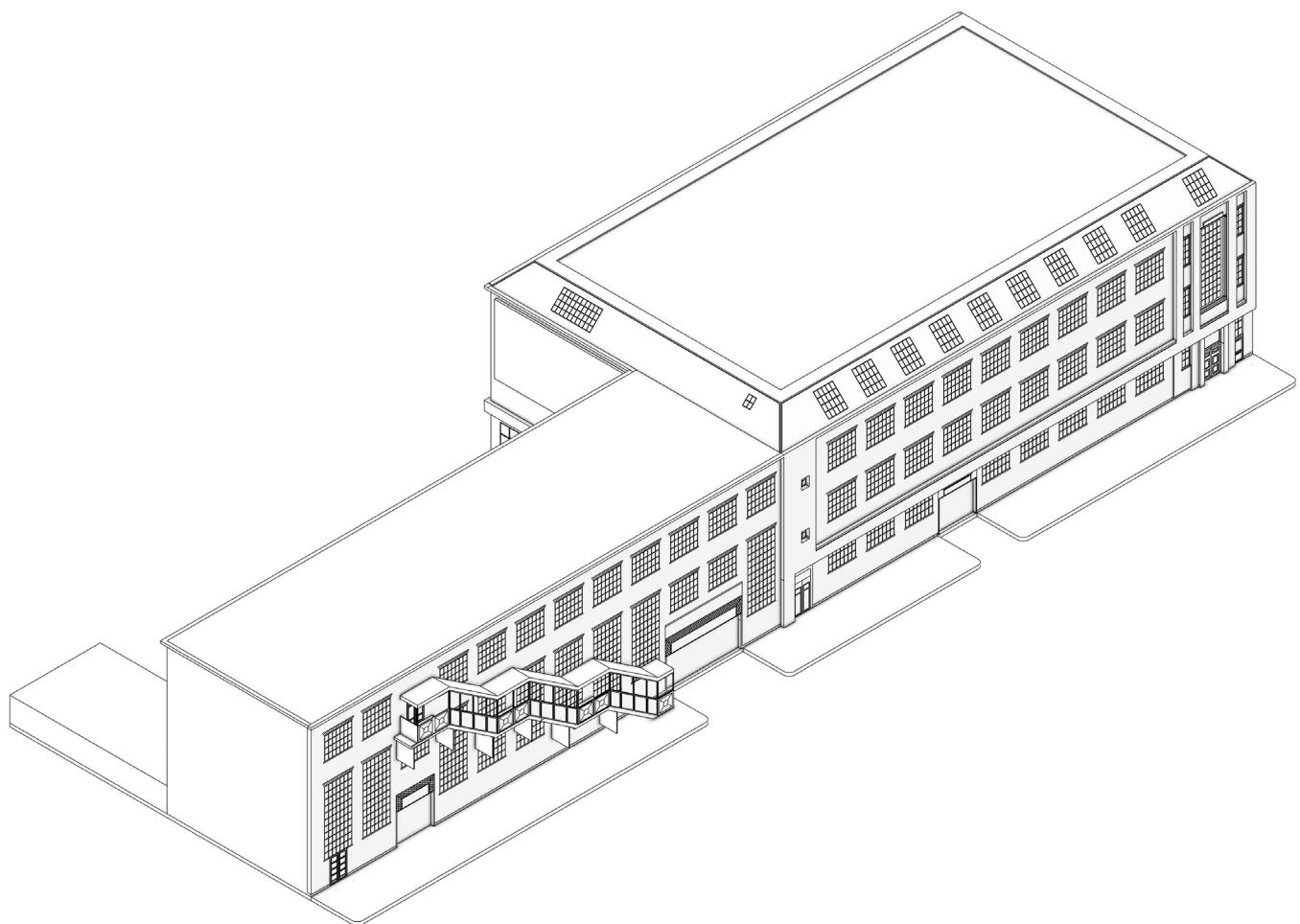


Design
Concept



- Age Group: 16+
- Introducing “VR Gym,” a revolutionary fitness destination that redefines workout experiences by merging real and virtual worlds, offering users an exciting and immersive journey through parallel realities.
- Creating a comfortable and stimulating atmosphere by applying sustainable design principles, utilizing recycled, upcycled, and locally sourced materials for furniture, decor, and construction.
- Implement energy-efficient lighting, low-energy VR systems, and eco-friendly building materials to minimize environmental impact.
- Blend advanced VR technology with a visually captivating futuristic aesthetic to craft distinct spaces—“Present Day” for traditional equipment and “Virtual Reality” for futuristic workouts, connected by a central “Hub” that serves as a portal between two worlds.
- Ensure accessibility for individuals with disabilities by providing adaptive equipment, wide layouts, and VR-assisted guidance.
- Accessible locker rooms and relaxation areas further accommodate all users.
- “VR Gym” offers a unique narrative-driven experience where users can explore and transition between worlds, bringing fresh motivation and a sense of wonder to fitness.

LIST OF ACCOMMODATION



GROUND FLOOR

- Entrance Gate
- Staff Room / Office
- Portal Hub (Outside)
- Gym Area
 - Modernised Gym
 - Strength Area
 - Machine Area
 - Virtual Reality Gym
 - VR Strength Area
 - VR Machine Area
- Men's Changing Room
 - Toilets
 - Locker Area
 - Sauna
 - Showers

FIRST FLOOR

- Gym Area
 - Modernised Gym
 - Machine Area
 - Cardio Area
 - Virtual Reality Gym
 - Machine Area
 - Cardio Area
- Bungee Workout Room
- Small Hub Area
- Equipment Storage Room for Staff
- System for HVAC Room
- Women's Changing Room
 - Toilets
 - Locker Area
 - Sauna
 - Showers

EARLY DESIGN & SPATIAL PLANNING

Bubble Diagrams

Schematic Diagrams

Preliminary Plans (Zoning)

B U B B L E D I A G R A M S



The bubble diagram contains various ideas for the requirement for a VR gym and majority that is needed for the VR gym. All the ideas I gathered and using my previous researches, I created a bubble diagram that what the interior needs for a 'VR GYM' for people to use and inspect the section of what it is. I have it created into 6 sections of the main section of what the gym needs as it is mandatory to include those functions.

I've expanded on each main section to show what gonna be in it (e.g. Entrance - it will have Reception) because it won't function as it needs additional information instead of having one idea. I've put all the ideas I got so far with research and my own ideas to have this bubble diagram as it makes me gain more ideas if I added additional function on each section so that I have a plan and improvising for creating the schematic diagram which will lead to the floor plan.

S C H E M A T I C D I A G R A M S

DIAGRAM 1

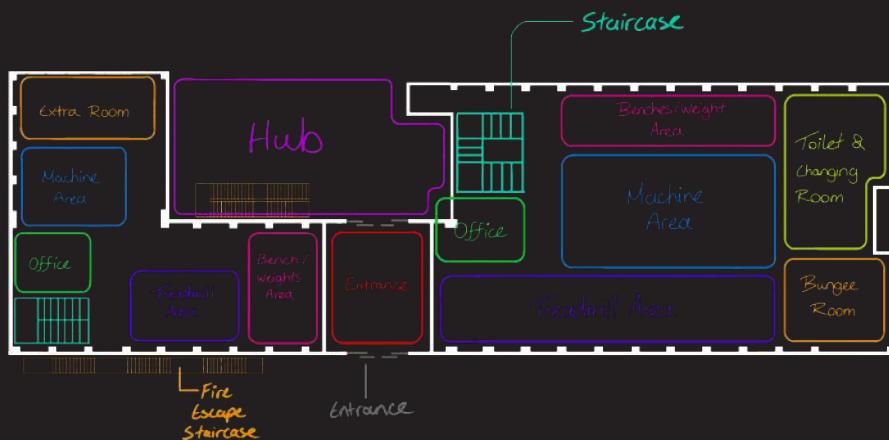


DIAGRAM 2

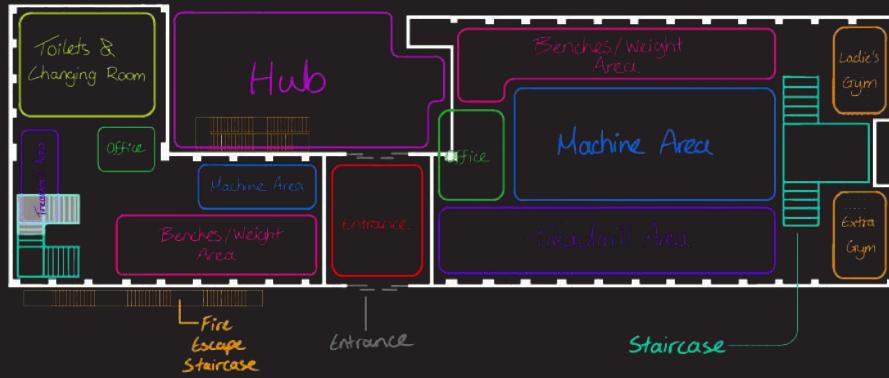
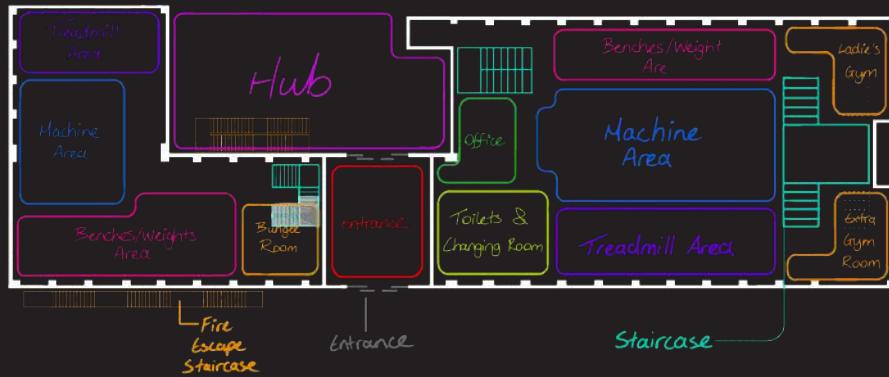


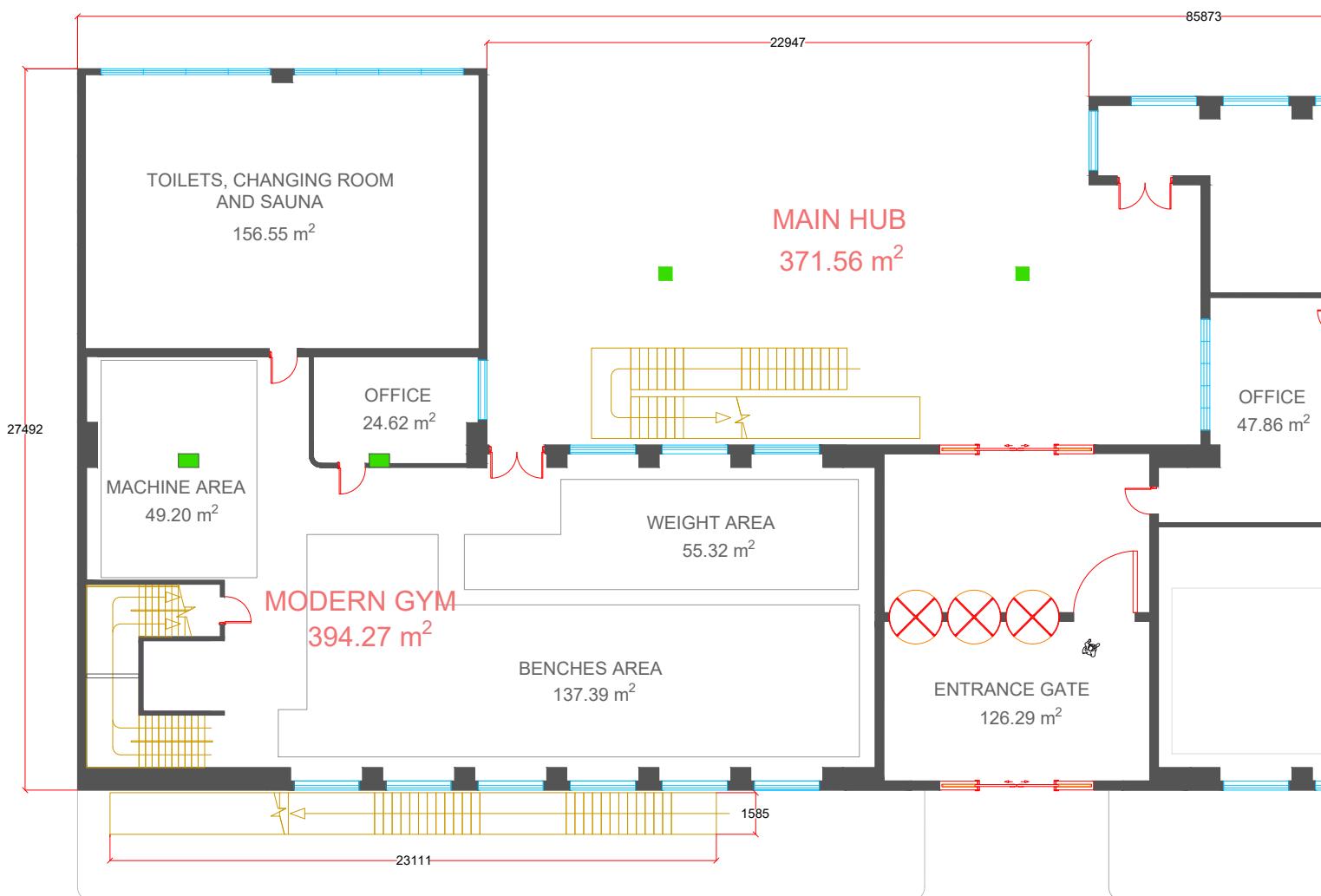
DIAGRAM 3



Schematic diagram shows different layout ideas for a 'VR GYM' to have some ideas of how it suppose to position before the official drawing of the floor plan. With the bubble diagram as reference and my other research i gathered, I've drawn three schematic diagrams of the layout for the gym. Within the three diagram I have drawn, I scaled the building and created each layout for each area respectfully.

I've chosen one of the schematic diagram that I feel confortable; I have chosen diagram two for my floor plans. I feel confortable using diagram two as the layout is more organised and it function of movement will be if people moving around the building easily with diagram two.

PRELIMINARY PLANS



AREA - m²

LEGENDS

EXTERNAL WALL

DOORS

STAIRS

WINDOWS

ELEVATOR

BUILDING SUPPORT



PRELIMINARY PLANS



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CO.

PROJECT:

6CTA1101 - FINAL PROJECT
FEASIBILITY REPORT

PROJECT ADDRESS:

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LONDON, E3 5RG

DRAWING TITLE:

PRELIMINARY PLAN |
GROUND FLOOR

UNIVERSITY LOGO / COMPANY CLIENT:



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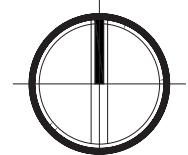
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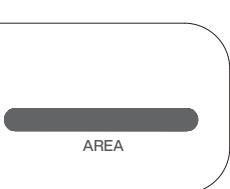
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07455 615436
adilchowdhury2002@gmail.com

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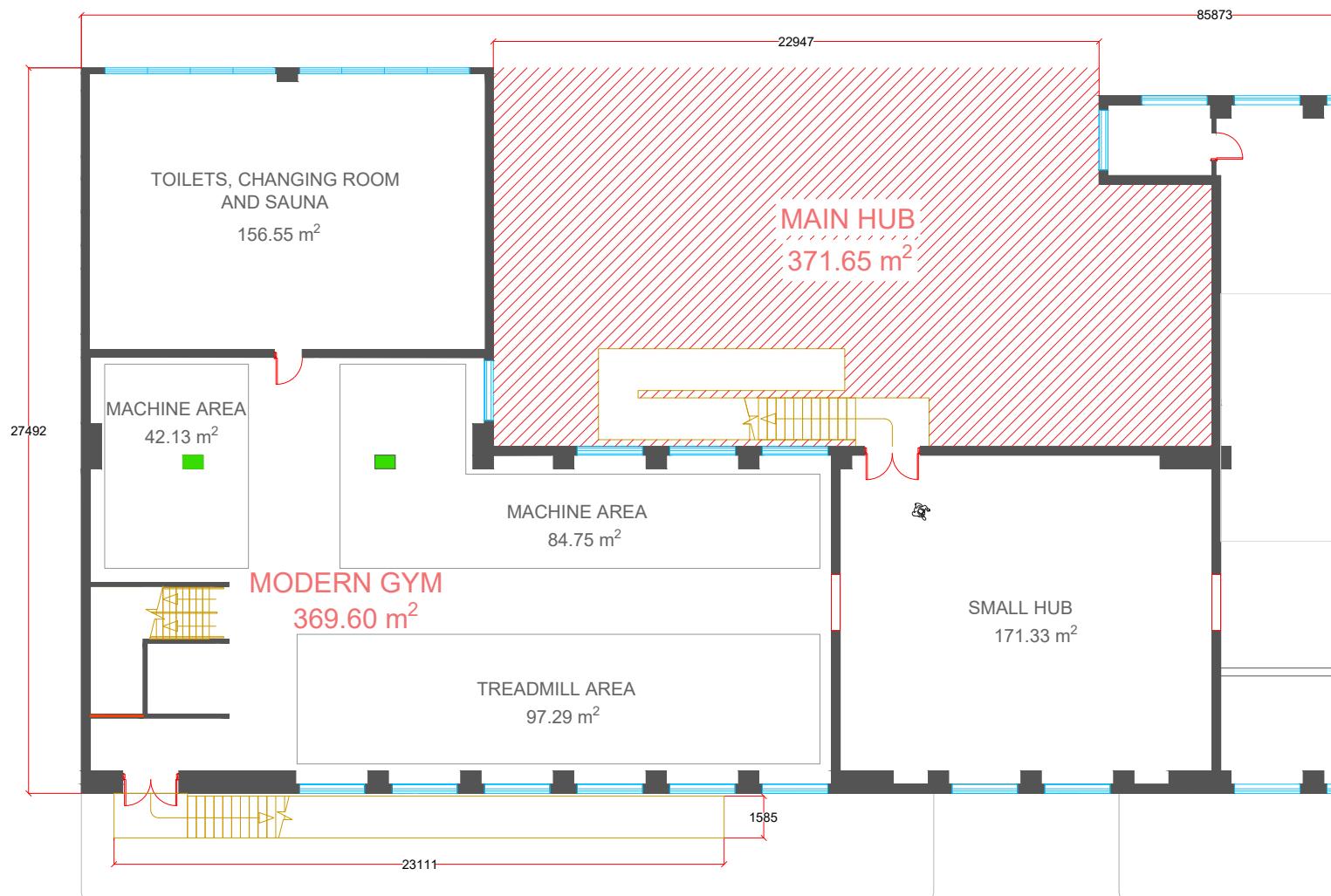
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0 1 5 10 15 20 25 metres



PRELIMINARY PLANS



AREA - m^2

LEGENDS

EXTERNAL WALL

DOORS

STAIRS

WINDOWS

BUILDING SUPPORT

AREA

FLOOR ZONE UNAVAILABLE



PRELIMINARY PLANS



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FIRST FLOOR

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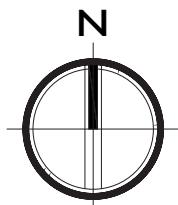
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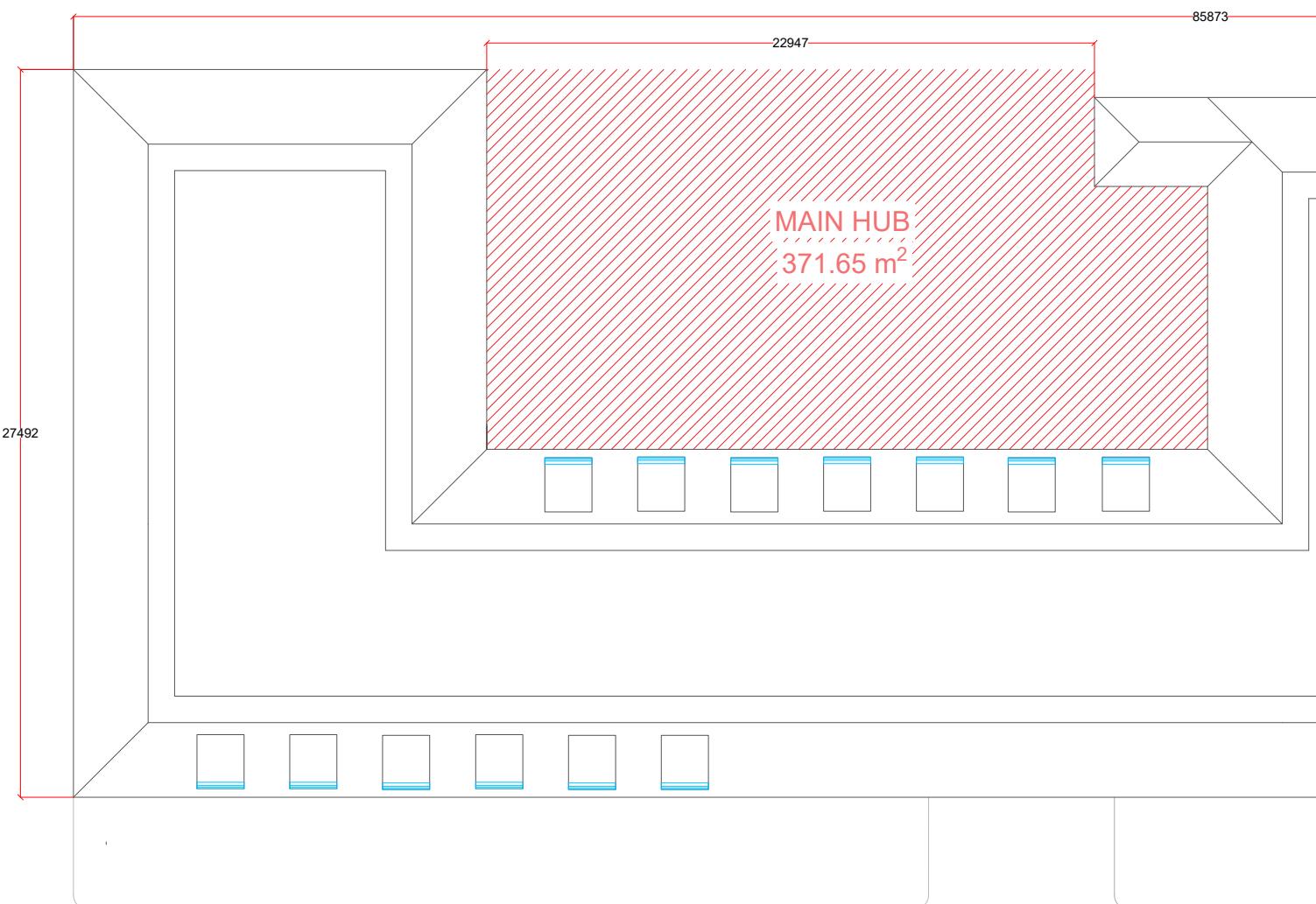
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ELEVATOR



PRELIMINARY PLANS



LEGENDS

EXTERNAL WALL

WINDOWS

FLOOR ZONE UNAVAILABLE



PRELIMINARY PLANS



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ROOF PLAN

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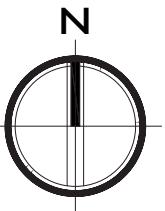
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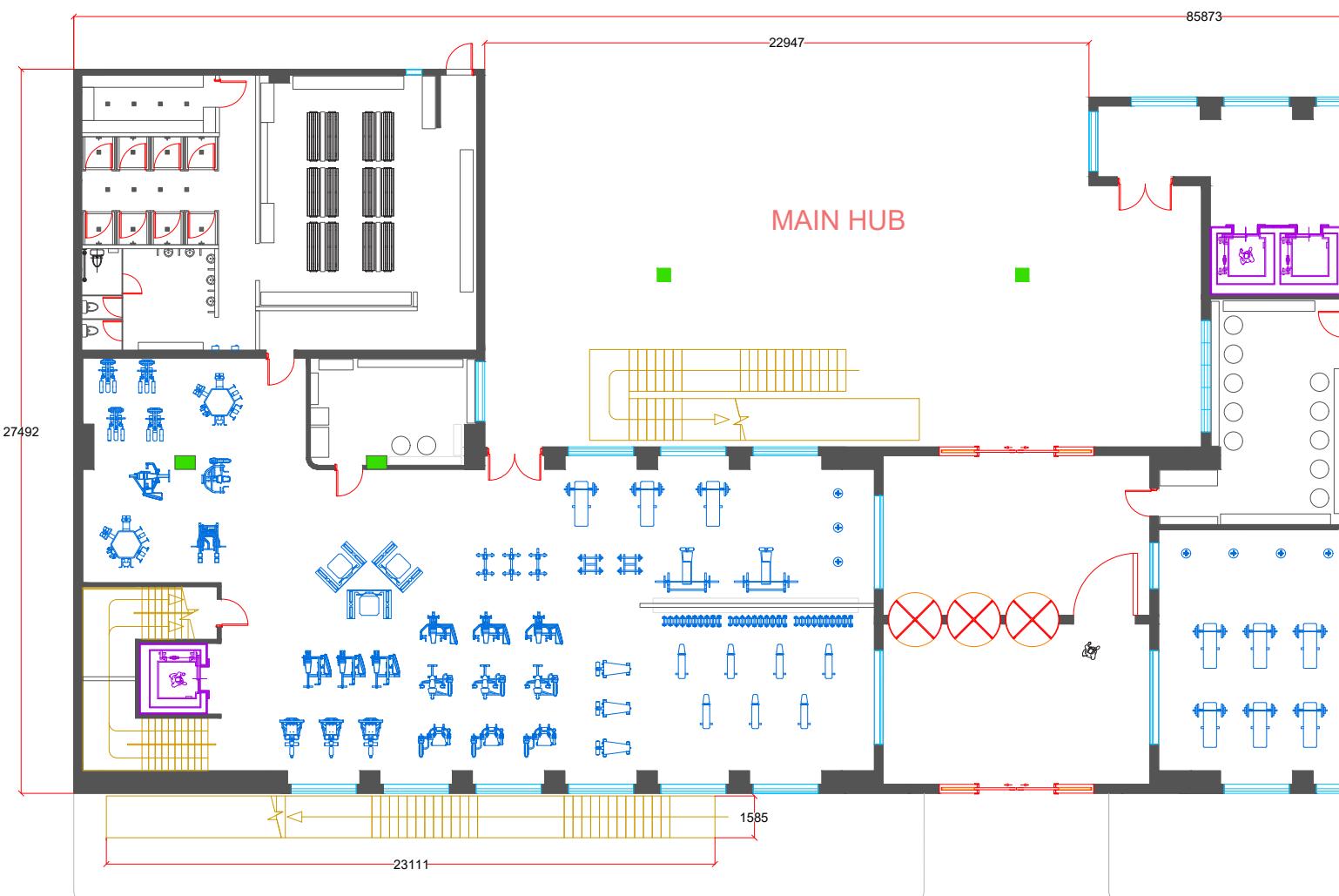


DETAILED DESIGN PROPOSAL

- Proposed Floor Plans
- Proposed Mood and Material Boards
- Proposed Sections/Elevations
- Wow Factor(s)
- Other Bespoke Design Elements



PROPOSED FLOOR PLANS



LEGENDS

EXTERNAL WALL

DOORS

STAIRS

WINDOWS

ELEVATOR

BUILDING SUPPORT



PROPOSED FLOOR PLANS



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PROPOSED PLAN |
GROUND FLOOR

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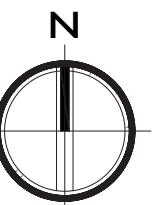
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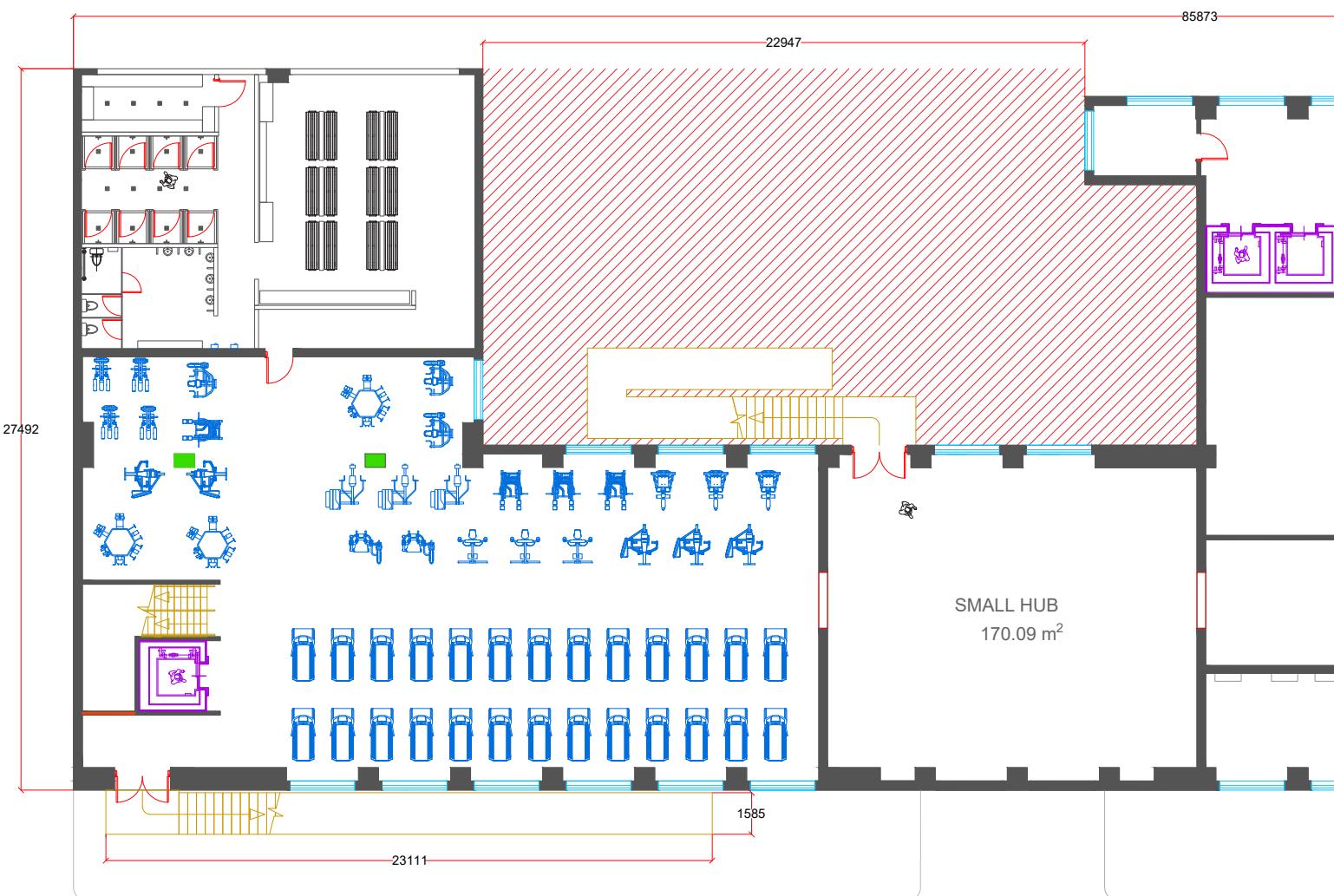


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FURNITURES



PROPOSED FLOOR PLANS



LEGENDS

EXTERNAL WALL

DOORS

STAIRS

WINDOWS

ELEVATOR

BUILDING SUPPORT

PROPOSED FLOOR PLANS



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FIRST FLOOR

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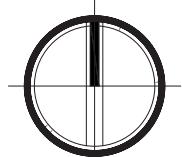
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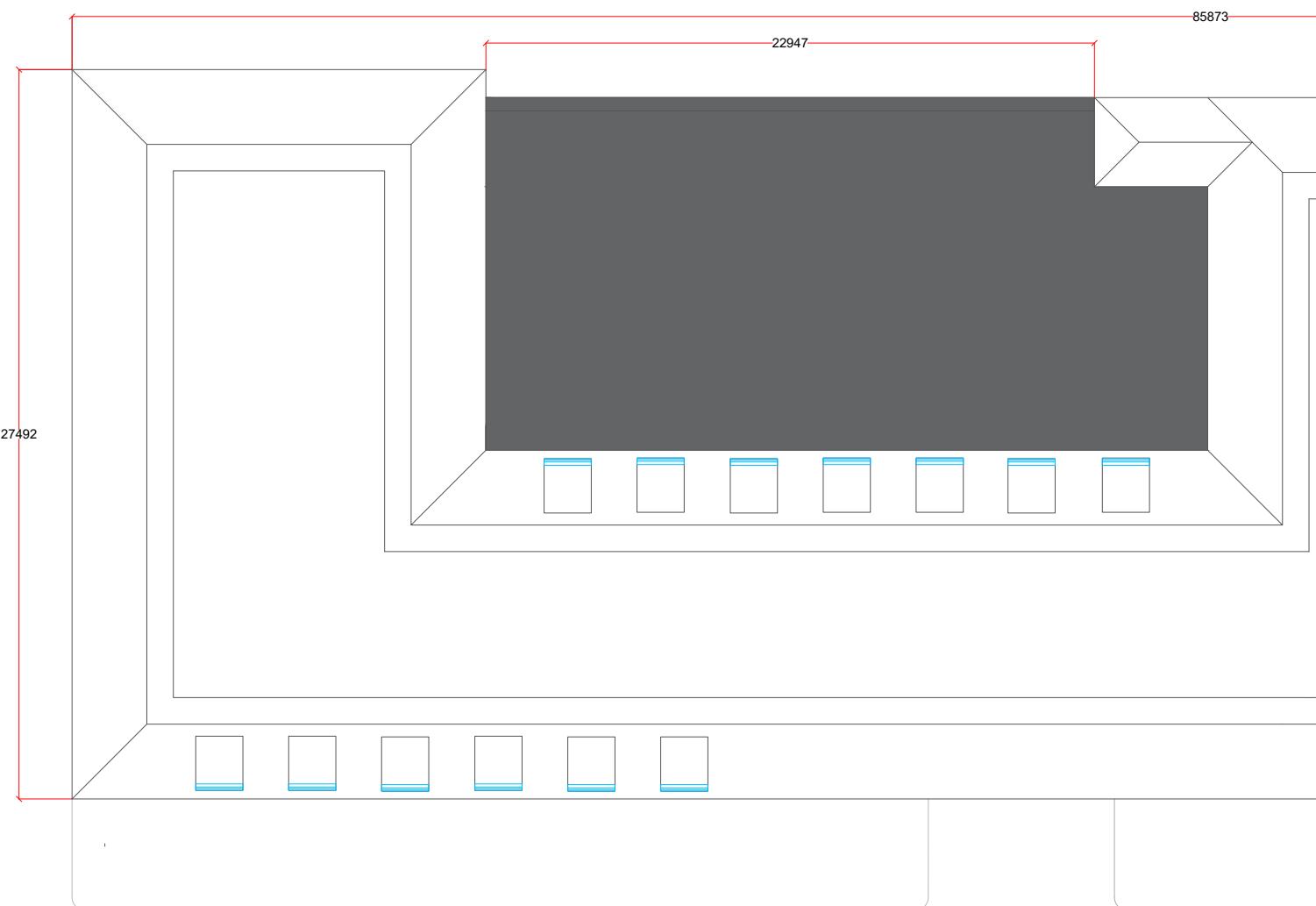


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FURNITURES



PROPOSED FLOOR PLANS



LEGENDS

EXTERNAL WALL

WINDOWS

EXTERIOR ROOF



PROPOSED FLOOR PLANS



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ROOF PLAN

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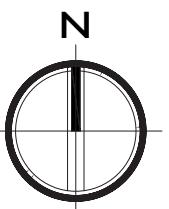
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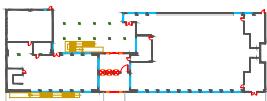
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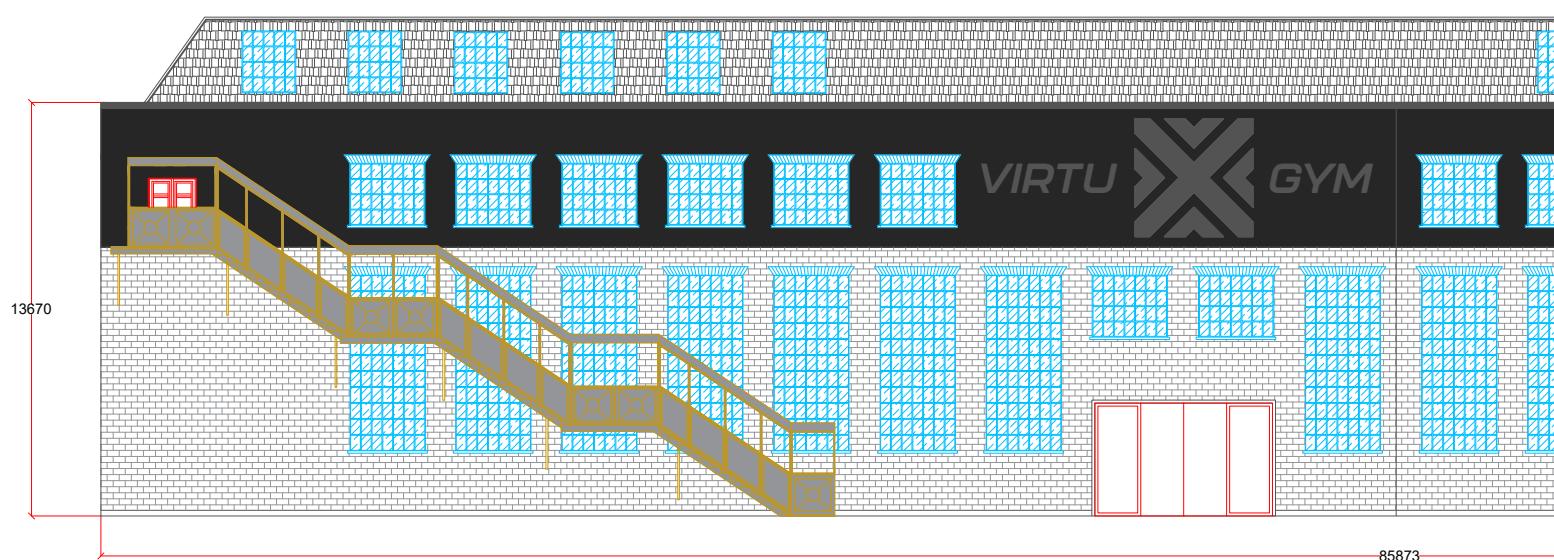
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PROPOSED SECTIONS / ELEVATIONS



A



LEGENDS

EXTERNAL WALL

DOORS

STAIRS

WINDOWS

WALL

ROOF TILES

PROPOSED SECTIONS / ELEVATIONS



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ELEVATION A**

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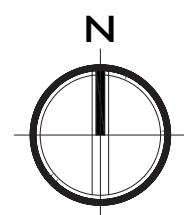
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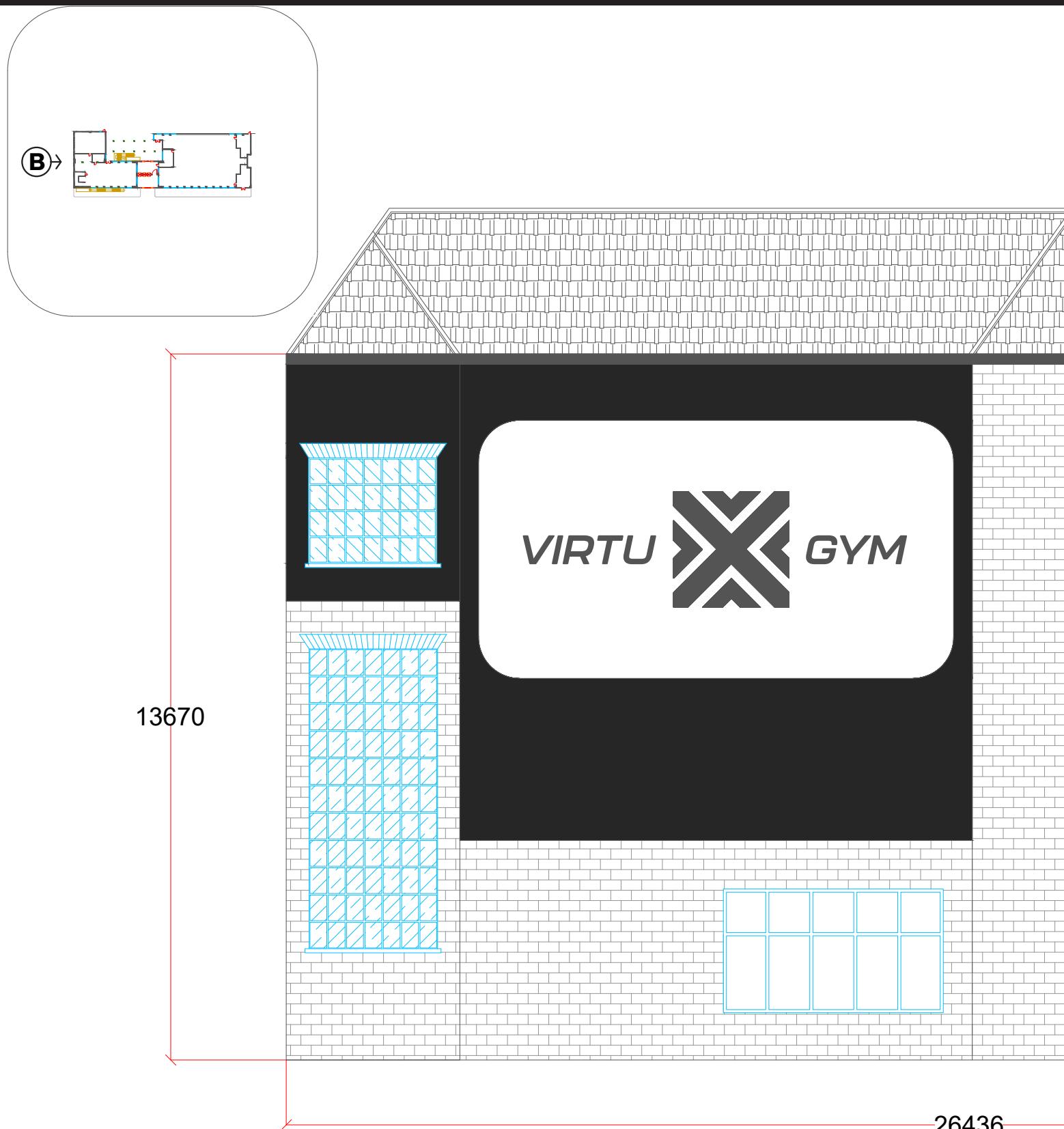
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PROPOSED SECTIONS / ELEVATIONS



LEGENDS

EXTERNAL WALL



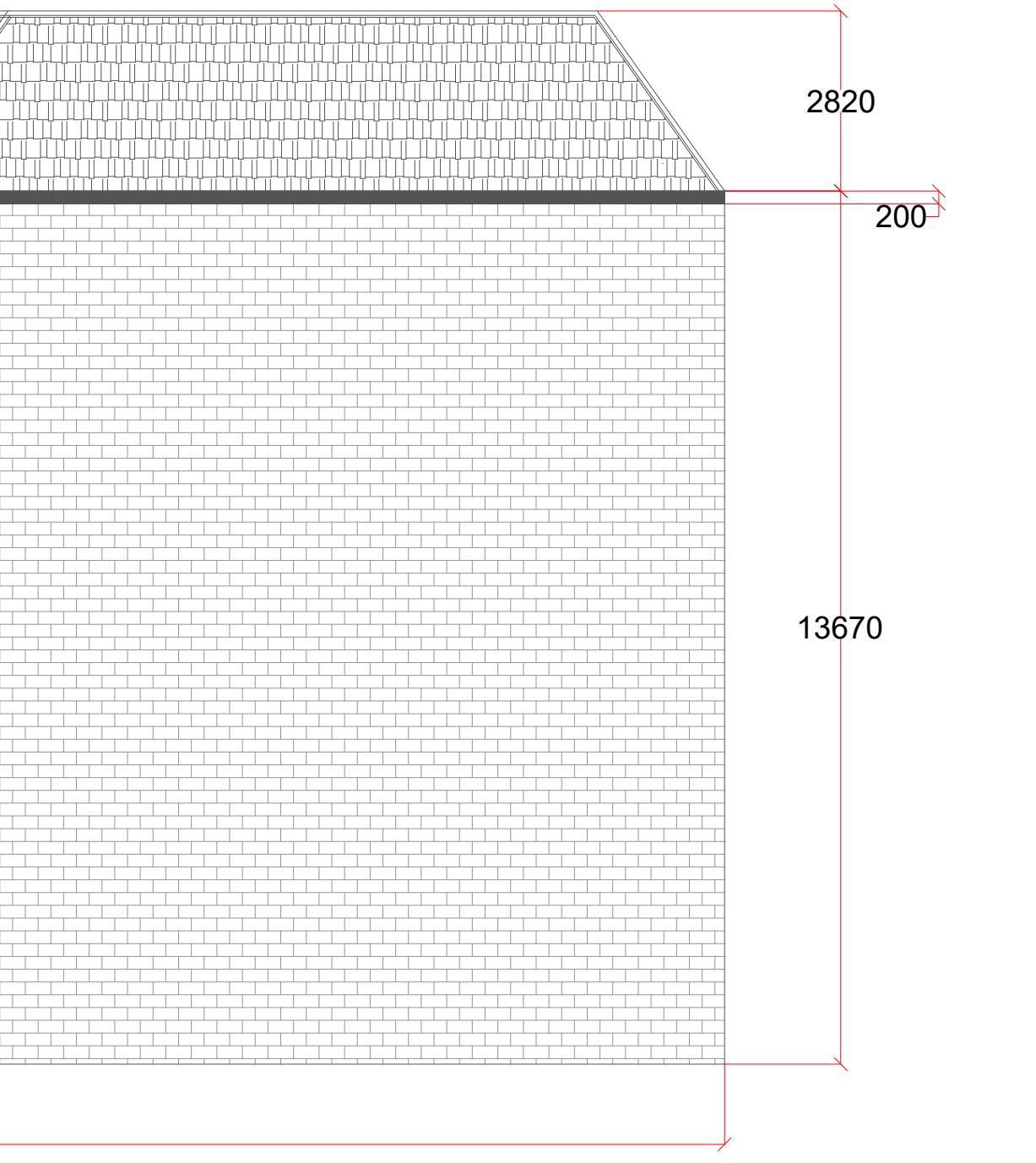
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ROOF TILES

WINDOWS

PROPOSED SECTIONS / ELEVATIONS



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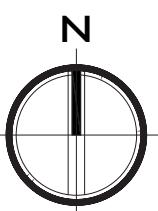
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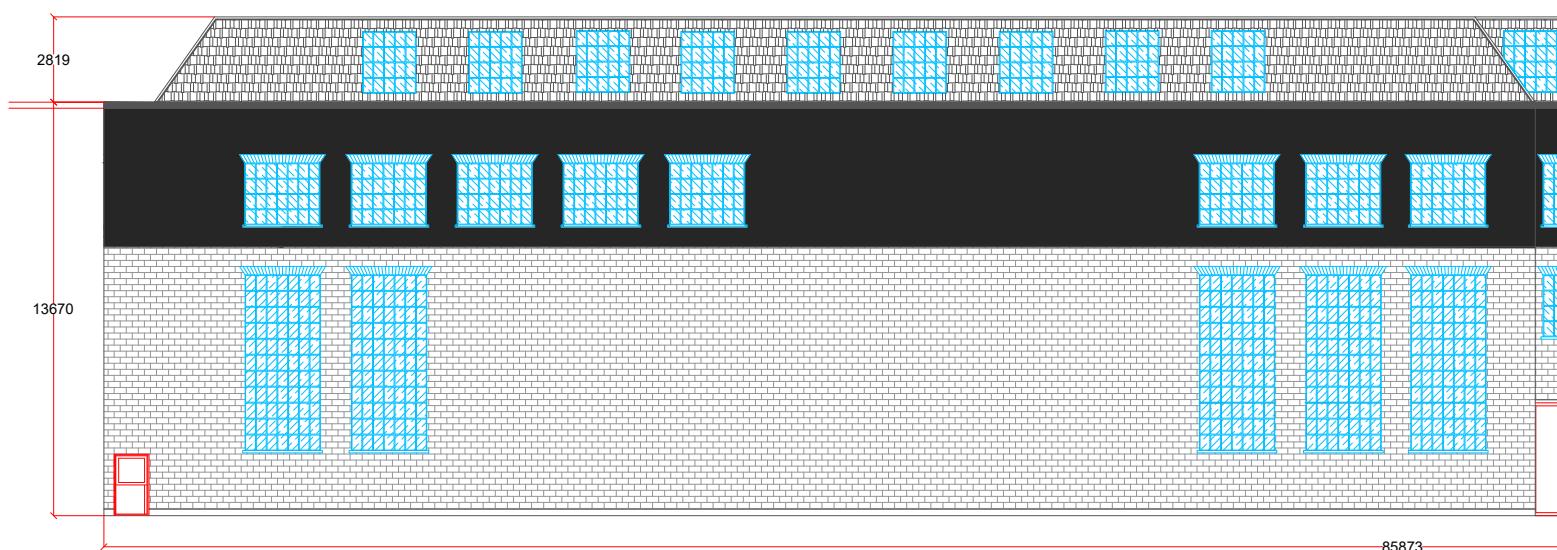
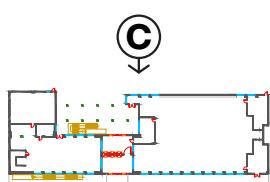
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PROPOSED SECTIONS / ELEVATIONS



LEGENDS

EXTERNAL WALL

DOORS

STAIRS

WINDOWS

WALL

ROOF TILES

PROPOSED SECTIONS / ELEVATIONS



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ELEVATION C

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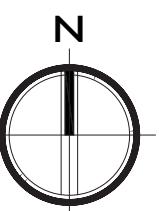
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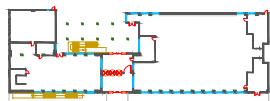
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PROPOSED SECTIONS / ELEVATIONS



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LEGENDS

EXTERNAL WALL



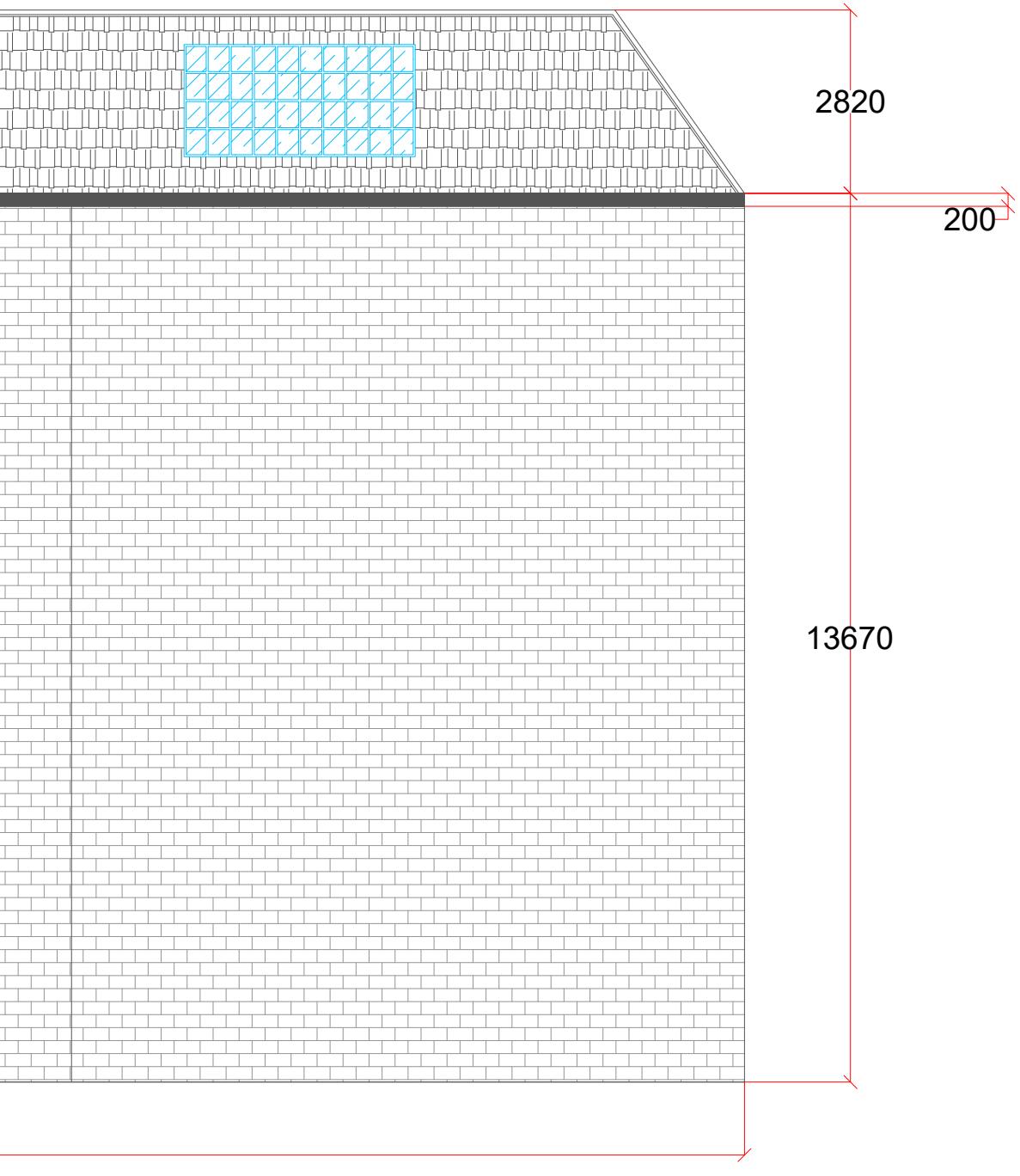
WALL



ROOF TILES

WINDOWS

PROPOSED SECTIONS / ELEVATIONS



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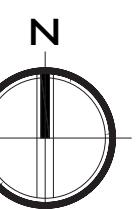
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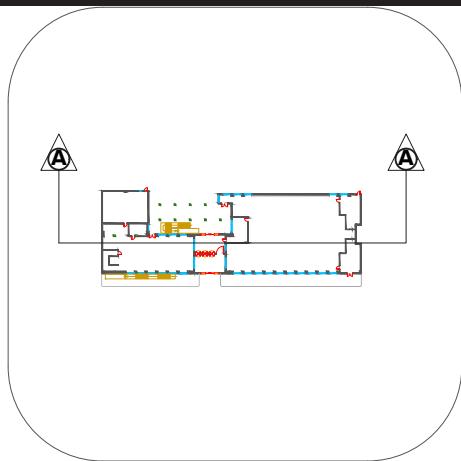
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PROPOSED SECTIONS / ELEVATIONS



LEGENDS

EXTERNAL WALL

SECTION CUT

FURNITURES

WINDOWS

BUILDING SUPPORT

DOOR

PROPOSED SECTIONS / ELEVATIONS



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PROPOSED PLAN |
SECTION A-A

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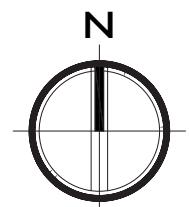
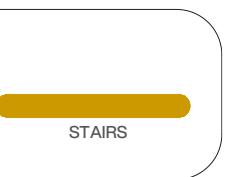
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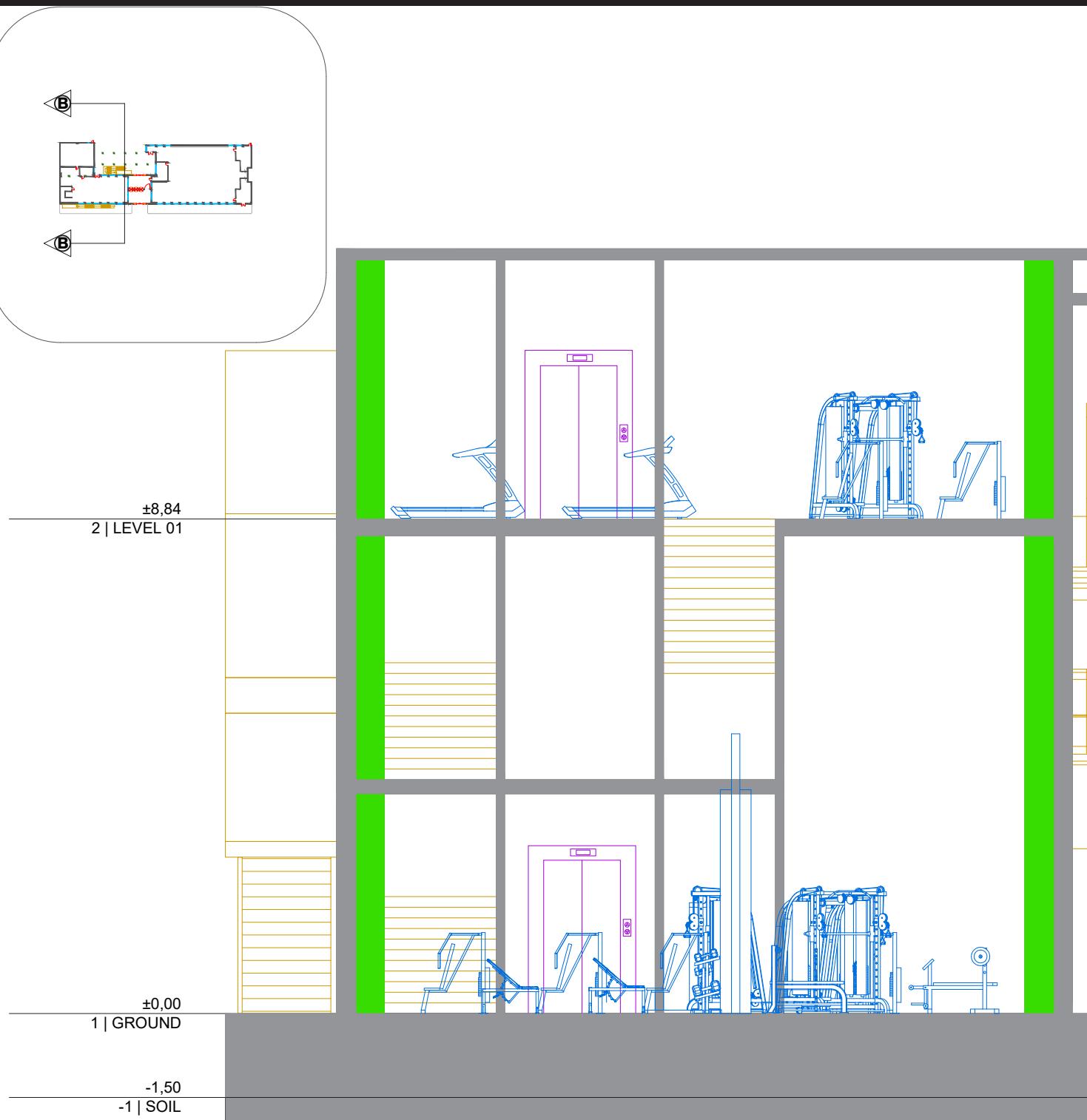
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PROPOSED SECTIONS / ELEVATIONS



LEGENDS

EXTERNAL WALL

SECTION CUT

FURNITURES

ELEVATOR

BUILDING SUPPORT

DOOR



PROPOSED SECTIONS / ELEVATIONS



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PROPOSED PLAN |
SECTION B-B

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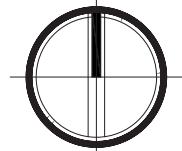
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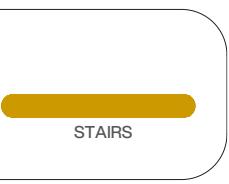
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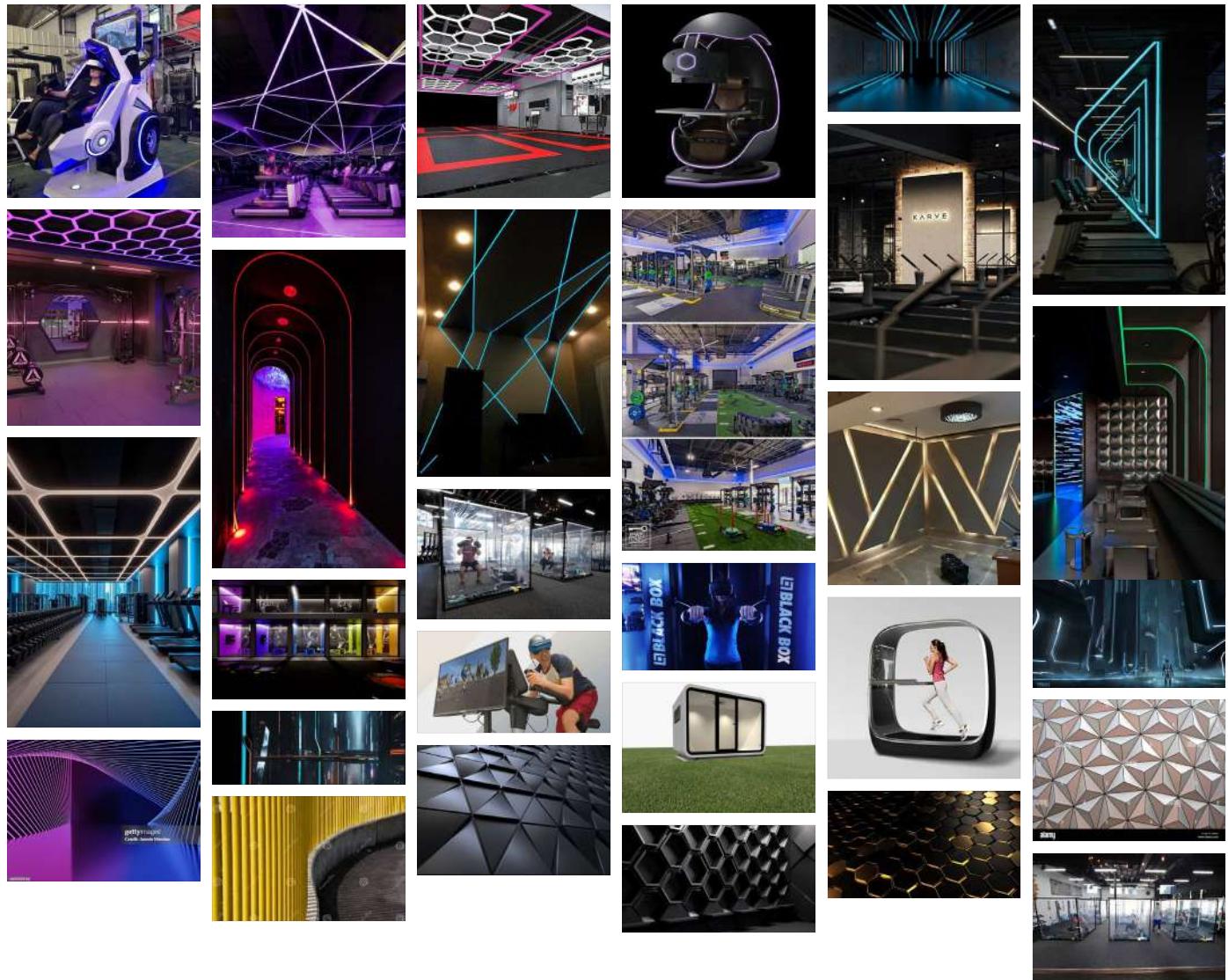
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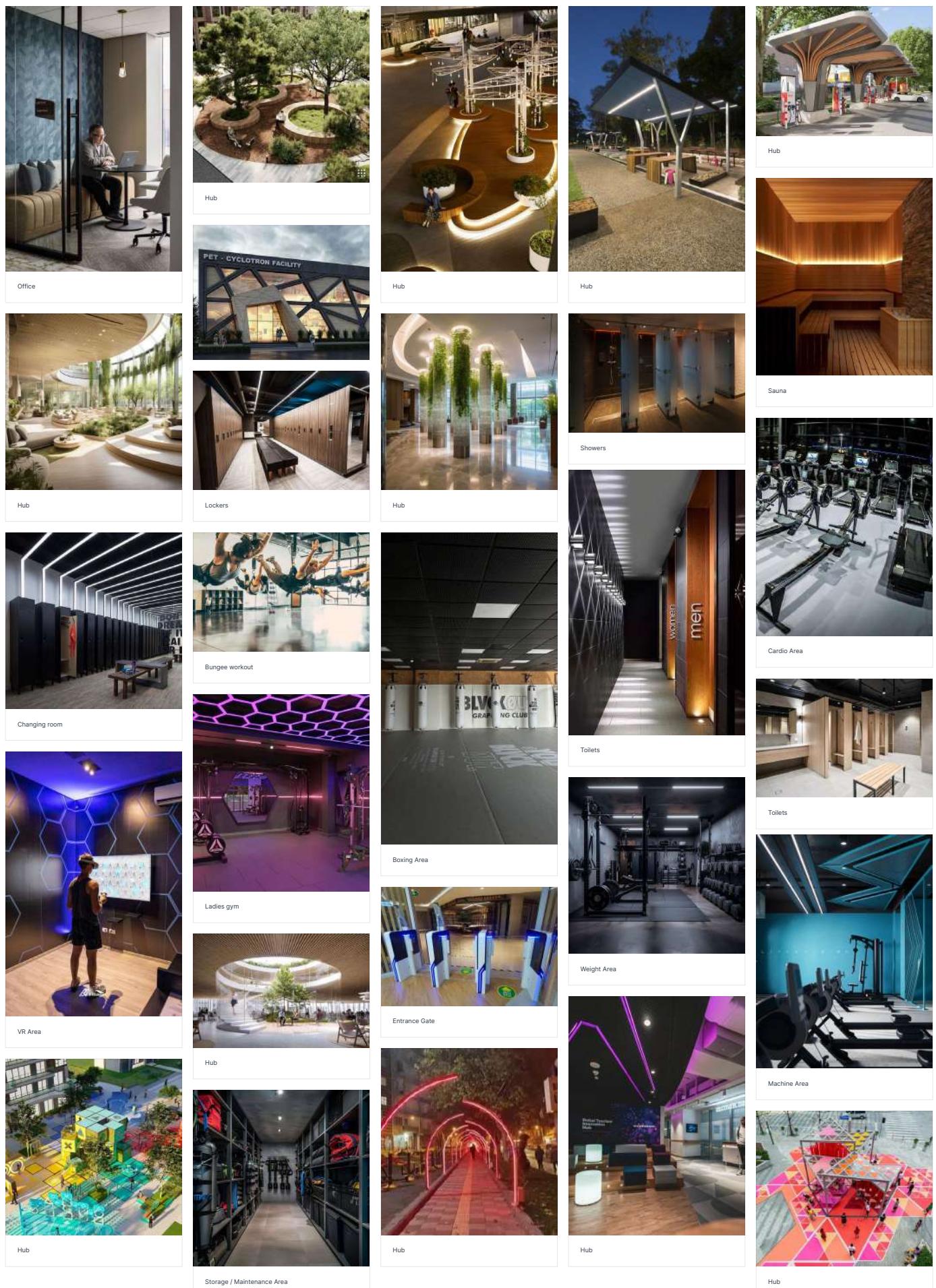
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PROPOSED MOODBOARDS



PROPOSED MOODBOARDS | AREA



PROPOSED MATERIAL BOARDS



Metallics/Foils



Ceramic



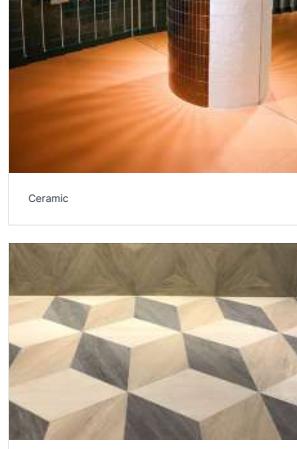
Ceramic



Metal



Ceramic



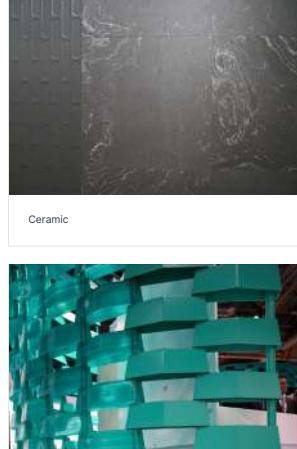
Wood



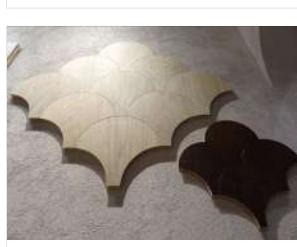
Ceramic



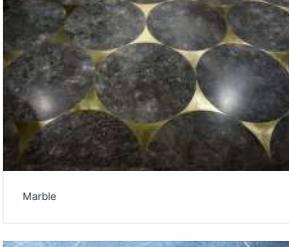
Glass



Ceramic



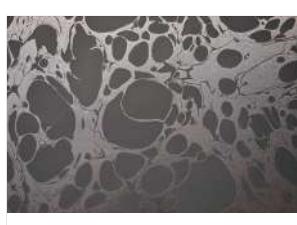
Wood



Marble



Plastic



Metallics/Foils



Stone



Concrete

The material that I have gathered and researched will be used for the design. VR Gym has a futuristic theme which in order to do that, I looked into advanced material instead of using basic material like for housing.

With the source from WGSN, I've been able to gather materials that I found interested for using my design and use those inspirations design and using the materials from the images.

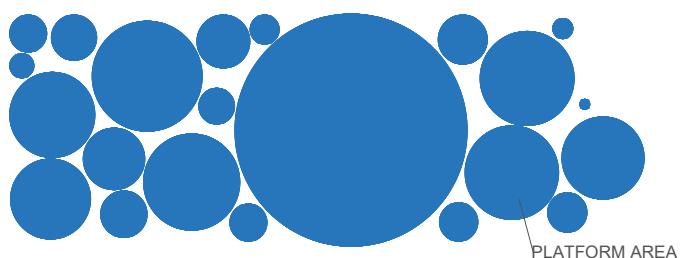
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WOW FACTOR(S)

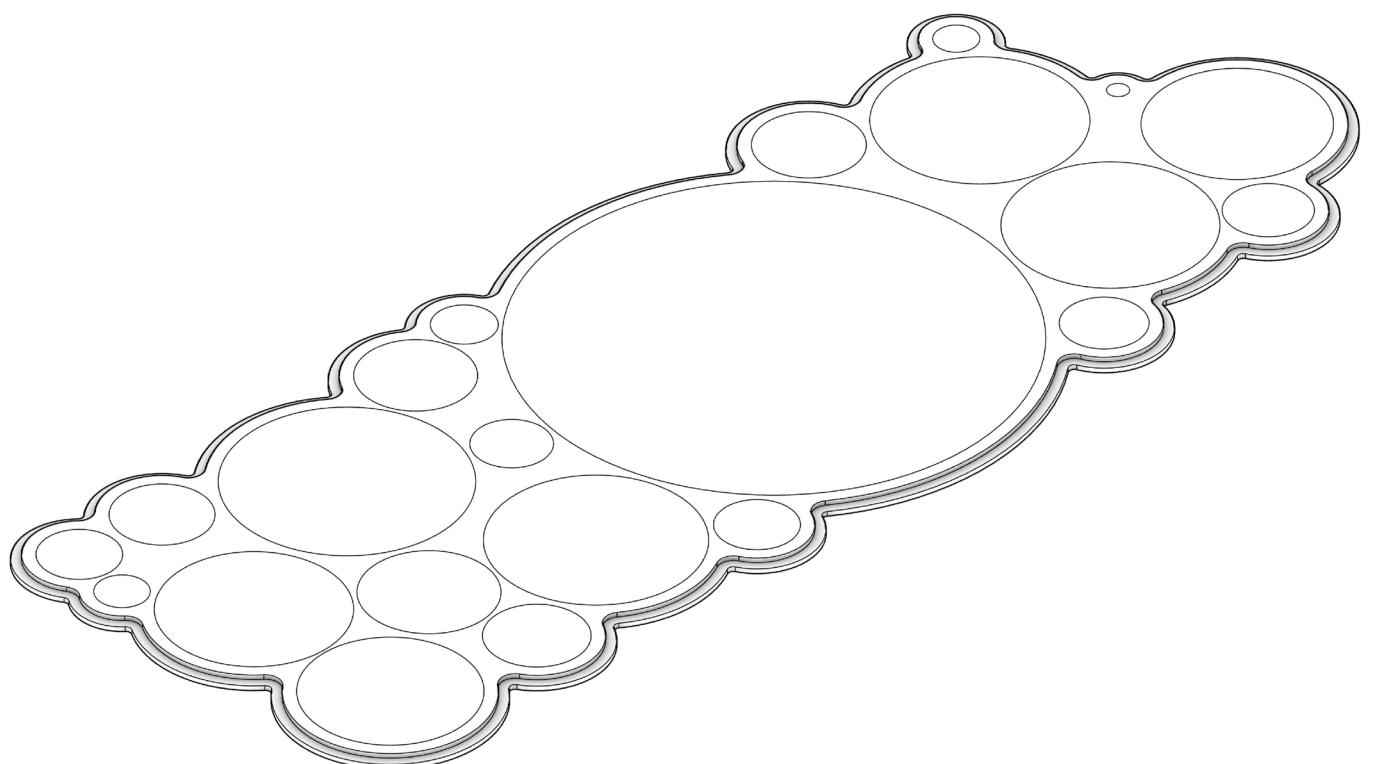
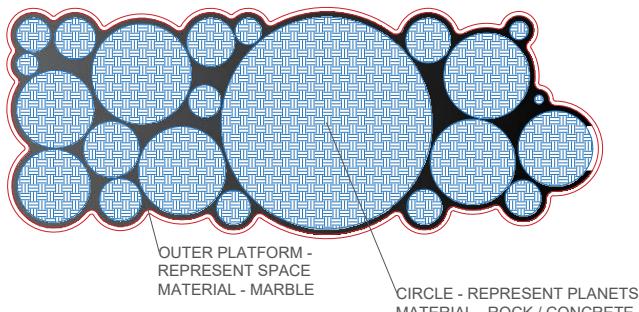
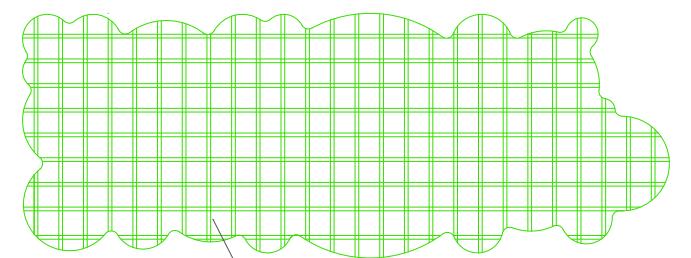
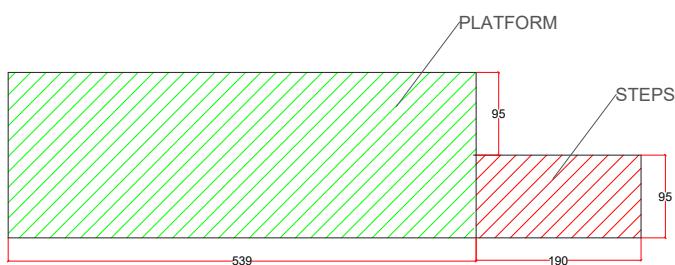
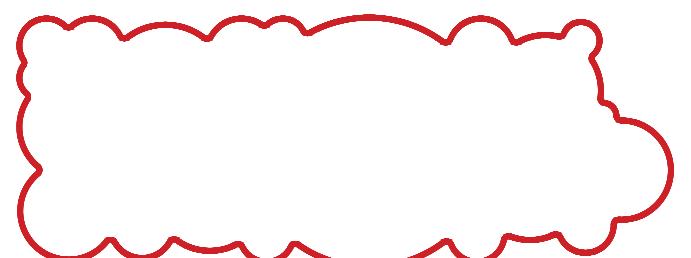


OTHER BESPOKE DESIGN ELEMENTS

This bespoke design element is used for a platform that brings attraction to people using machine workouts. The circle on the platform represents the planets where people can step into planets like the Moon, Mars, Jupiter, etc, based on the proposed design concept. The outer circle represent the space surrounding the planets.



The material for the inner circles is stone, representing the planet's rock texture. The material for the outer circles is marble, showing outer space within the stars and comets.



CONCLUSION & FUTURE STEPS

Summary

SUMMARY: PROPOSED DESIGN AND ALIGNMENT WITH UN GOALS

The VR Gym is a fitness concept inspired by the idea of a “Parallel Universe,” that is designed to combine physical health, mental well-being, and immersive technology. Located at 64 Chisenhale Road in London’s Bow District, this facility uses Virtual Reality (VR), Augmented Reality (AR), and Artificial Intelligence (AI) to transform traditional exercise routines into engaging, gamified experiences for users.

The design takes inspiration from the sleek, futuristic aesthetics of Tron and Iron Man’s AI systems to create a visually captivating and functional environment. It features neon lighting, curved structures, and customizable VR environments that cater to individual user needs and preferences, ensuring accessibility and inclusivity. The project aligns with UN Goal 3: Good Health and Well-being, aiming to enhance physical and mental health through a novel and anxiety-free approach to fitness.

Parallel Universe is an idea that the two worlds are separate and cannot meet which to go across the two world, it will need a portal to travel to and a hub as a station to have the area where you can go to the two worlds or leave to go back to the real-world. The world will have inspiration like if people living in mars instead of earth as a alternate universe or saturn, etc. There are so many possibility.

HOW THE DESIGN FULFILLS THE BRIEF AND UN GOAL 3

Promotes Physical Health:

- The VR Gym provides tailored fitness experiences that cater to all fitness levels.
- Users can improve stamina, strength, and cardiovascular health while engaging in immersive virtual environments.
- Gamification features like high-score challenges and personalized objectives motivate users to maintain consistent exercise habits.

Supports Mental Well-being:

- The design offers a distraction-free and non-intimidating space for users, addressing social anxiety and mental health concerns.
- Customizable virtual settings and AI-assisted interactions make workouts enjoyable, reducing stress and enhancing user motivation.

Innovative Technology Integration:

- State-of-the-art VR and AR systems redefine exercise as a gamified adventure, encouraging users to adopt healthier lifestyles.
- AI-driven personal trainers track progress, offer real-time feedback, and provide tailored guidance to meet individual fitness goals.

Inclusivity and Accessibility:

- The facility is designed to accommodate users with disabilities through adaptive equipment, wide layouts, and private workout zones.
- Customizable VR environments allow users to create their ideal workout atmosphere, ensuring a sense of comfort and engagement.

Sustainability and Future-Proofing:

- Eco-friendly materials, energy-efficient lighting, and low-energy VR systems reduce the gym's environmental footprint.
- The design incorporates elements to keep the facility relevant as technology evolves, ensuring long-term viability.

Key Design Features:

- Portal Hub: A transition space linking the "Present Day" gym area with the futuristic VR zone, enhancing user immersion.
- VR Zones: Divided into strength, cardio, and gaming sections, these zones offer a variety of fitness experiences.
- Relaxation and Social Spaces: Saunas, locker rooms, and lounges ensure comfort and foster community interactions.
- Sustainable Design: Recycled and upcycled materials are used in construction, and energy-efficient technologies reduce environmental impact.

WHAT'S NEXT?

Refinement and Construction:

- Finalising detailed design plans and begin construction using sustainable materials and technologies.
- Incorporate feedback from stakeholders, including VR providers and fitness experts, to enhance the user experience.

Marketing and Engagement:

- Launch demonstrations at tech and fitness expos to showcase the gym's features.
- Collaborate with influencers and VR content creators to generate interest and attract early adopters.

Launch and Feedback Loop:

- Open the gym to the public with trial sessions and collect user feedback to refine the facility.
- Develop loyalty programs and expand services based on customer preferences and technological advancements.

Expansion and Long-Term Vision:

- Explore partnerships with healthcare providers to offer therapeutic VR programs.
- Expand to other locations, leveraging technology to promote health and well-being globally.

The VR Gym successfully bridges the gap between health and technology, setting a new standard for fitness experiences. By aligning with the UN's goal to improve well-being and addressing societal challenges like sedentary lifestyles and mental health issues, it reimagines how fitness can be inclusive, engaging, and future-proof.

WGDN IMAGES FOR MATERIAL BOARDS:

- <http://www.monitillomarmi.it/>
- <http://www.fioranese.it/>
- <http://www.haworth.com/>
- <http://www.marazzi.it/en>
- <http://www.atlasconcorde.it/>
- <https://tarketthome.com/>
- <https://www.ceramicadavinci.com/>
- <https://www.wowdesigneu.com/>
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